MORNING CONSULT

National Tracking Poll #2302089
February 16-20, 2023

Crosstabulation Results

Table Index

Crosstabulation Results by Respondent Demographics

Table MCSP1_1: *How much have you seen, read, or heard about the following?*
The sport of Pickleball

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(166)	17%	(365)	20%	(442)	56%	(1229)	2202
Gender: Male	11%	(113)	16%	(176)	23%	(243)	50%	(539)	1072
Gender: Female	5%	(53)	17%	(188)	18%	(199)	61%	(687)	1127
Age: 18-34	11%	(72)	14%	(85)	16%	(100)	59%	(375)	631
Age: 35-44	9%	(32)	12%	(45)	19%	(72)	60%	(222)	372
Age: 45-64	5%	(33)	17%	(124)	21%	(150)	57%	(405)	711
Age: 65+	6%	(29)	23%	(111)	25%	(120)	47%	(228)	487
GenZers: 1997-2012	10%	(21)	9%	(19)	13%	(28)	68%	(142)	210
Millennials: 1981-1996	11%	(78)	15%	(107)	18%	(131)	56%	(403)	719
GenXers: 1965-1980	4%	(21)	15%	(75)	21%	(109)	60%	(311)	515
Baby Boomers: 1946-1964	6%	(41)	22%	(155)	23%	(163)	50%	(360)	719
PID: Dem (no lean)	12%	(105)	19%	(169)	19%	(174)	51%	(459)	907
PID: Ind (no lean)	4%	(29)	12%	(87)	20%	(139)	63%	(442)	696
PID: Rep (no lean)	5%	(32)	18%	(109)	22%	(129)	55%	(329)	599
PID/Gender: Dem Men	17%	(80)	16%	(75)	22%	(102)	44%	(202)	459
PID/Gender: Dem Women	6%	(25)	21%	(93)	16%	(71)	57%	(256)	445
PID/Gender: Ind Men	3%	(9)	14%	(43)	25%	(76)	57%	(174)	302
PID/Gender: Ind Women	5%	(20)	11%	(44)	16%	(63)	68%	(266)	393
PID/Gender: Rep Men	8%	(23)	19%	(58)	21%	(65)	53%	(164)	310
PID/Gender: Rep Women	3%	(9)	18%	(51)	22%	(64)	57%	(165)	289
Ideo: Liberal (1-3)	9%	(63)	19%	(125)	22%	(148)	50%	(335)	670
Ideo: Moderate (4)	7%	(47)	15%	(100)	21%	(139)	57%	(379)	665
Ideo: Conservative (5-7)	8%	(50)	19%	(125)	18%	(116)	55%	(355)	646
Educ: < College	6%	(93)	12%	(177)	18%	(255)	63%	(913)	1439
Educ: Bachelors degree	7%	(36)	25%	(120)	24%	(117)	44%	(213)	485
Educ: Post-grad	13%	(37)	24%	(68)	25%	(70)	37%	(103)	278
Income: Under 50k	5%	(56)	13%	(150)	19%	(226)	63%	(750)	1182
Income: 50k-100k	9%	(60)	20%	(130)	22%	(146)	49%	(317)	654
Income: 100k+	14%	(50)	23%	(84)	19%	(70)	44%	(162)	366

Table MCSP1_1: *How much have you seen, read, or heard about the following?*
The sport of Pickleball

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(166)	17%	(365)	20%	(442)	56%	(1229)	2202
Ethnicity: White	8%	(141)	18%	(309)	20%	(343)	53%	(907)	1699
Ethnicity: Hispanic	15%	(56)	14%	(54)	14%	(51)	57%	(218)	379
Ethnicity: Black	7%	(20)	12%	(34)	18%	(50)	63%	(179)	283
Ethnicity: Other	2%	(5)	10%	(22)	22%	(49)	65%	(143)	220
All Christian	9%	(88)	20%	(194)	20%	(202)	51%	(507)	990
All Non-Christian	18%	(26)	17%	(24)	15%	(22)	50%	(72)	144
Atheist	14%	(15)	15%	(16)	26%	(29)	45%	(50)	110
Agnostic/Nothing in particular	2%	(14)	15%	(90)	18%	(112)	64%	(391)	607
Something Else	7%	(23)	11%	(40)	22%	(78)	60%	(210)	351
Religious Non-Protestant/Catholic	17%	(27)	17%	(27)	16%	(25)	50%	(80)	159
Evangelical	9%	(49)	16%	(83)	18%	(99)	57%	(304)	536
Non-Evangelical	8%	(60)	19%	(145)	23%	(176)	51%	(400)	781
Community: Urban	8%	(51)	14%	(93)	19%	(122)	60%	(394)	661
Community: Suburban	9%	(91)	20%	(197)	20%	(202)	51%	(506)	996
Community: Rural	4%	(23)	14%	(75)	22%	(117)	61%	(330)	545
Employ: Private Sector	11%	(86)	16%	(128)	19%	(147)	54%	(420)	781
Employ: Government	8%	(8)	22%	(21)	19%	(18)	50%	(48)	95
Employ: Self-Employed	7%	(14)	12%	(24)	21%	(40)	60%	(117)	196
Employ: Homemaker	5%	(7)	15%	(22)	15%	(22)	66%	(99)	150
Employ: Student	5%	(2)	7%	(4)	36%	(18)	52%	(27)	51
Employ: Retired	5%	(30)	21%	(122)	23%	(131)	51%	(296)	579
Employ: Unemployed	7%	(17)	13%	(32)	18%	(43)	62%	(153)	246
Employ: Other	2%	(2)	11%	(11)	20%	(21)	67%	(70)	105
Military HH: Yes	10%	(27)	17%	(47)	23%	(65)	50%	(141)	280
Military HH: No	7%	(139)	17%	(318)	20%	(377)	57%	(1088)	1922
RD/WT: Right Direction	12%	(92)	18%	(139)	21%	(155)	49%	(367)	753
RD/WT: Wrong Track	5%	(73)	16%	(226)	20%	(287)	60%	(863)	1449
Biden Job Approve	10%	(105)	18%	(185)	21%	(212)	51%	(527)	1030
Biden Job Disapprove	5%	(51)	16%	(165)	20%	(214)	59%	(617)	1047

Table MCSP1_1: *How much have you seen, read, or heard about the following?*
The sport of Pickleball

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(166)	17%	(365)	20%	(442)	56%	(1229)	2202
Biden Job Strongly Approve	17%	(75)	20%	(84)	17%	(73)	46%	(198)	431
Biden Job Somewhat Approve	5%	(30)	17%	(101)	23%	(139)	55%	(329)	600
Biden Job Somewhat Disapprove	6%	(23)	17%	(63)	22%	(81)	56%	(208)	374
Biden Job Strongly Disapprove	4%	(27)	15%	(102)	20%	(134)	61%	(409)	673
Favorable of Biden	10%	(107)	18%	(188)	20%	(214)	52%	(545)	1055
Unfavorable of Biden	4%	(45)	16%	(166)	20%	(211)	59%	(613)	1036
Very Favorable of Biden	14%	(67)	19%	(88)	17%	(81)	49%	(231)	468
Somewhat Favorable of Biden	7%	(40)	17%	(100)	23%	(133)	54%	(314)	586
Somewhat Unfavorable of Biden	5%	(15)	18%	(57)	18%	(58)	59%	(189)	320
Very Unfavorable of Biden	4%	(30)	15%	(109)	21%	(153)	59%	(424)	716
#1 Issue: Economy	6%	(55)	17%	(148)	22%	(189)	55%	(485)	877
#1 Issue: Security	13%	(41)	14%	(43)	21%	(62)	51%	(155)	301
#1 Issue: Health Care	8%	(13)	17%	(29)	18%	(30)	57%	(97)	170
#1 Issue: Medicare / Social Security	7%	(21)	17%	(48)	18%	(53)	58%	(167)	289
#1 Issue: Women's Issues	8%	(17)	13%	(30)	16%	(36)	63%	(141)	225
#1 Issue: Education	6%	(5)	14%	(11)	15%	(12)	65%	(51)	78
#1 Issue: Energy	7%	(11)	21%	(32)	22%	(34)	50%	(79)	156
#1 Issue: Other	3%	(3)	21%	(22)	25%	(26)	51%	(54)	106
2022 House Vote: Democrat	9%	(90)	19%	(191)	21%	(205)	51%	(498)	984
2022 House Vote: Republican	7%	(45)	19%	(120)	20%	(129)	54%	(346)	640
2022 House Vote: Didnt Vote	6%	(29)	9%	(47)	20%	(106)	65%	(347)	529
2020 Vote: Joe Biden	11%	(111)	19%	(192)	21%	(214)	49%	(507)	1025
2020 Vote: Donald Trump	4%	(24)	19%	(126)	19%	(128)	58%	(385)	663
2020 Vote: Other	3%	(2)	10%	(6)	16%	(10)	70%	(42)	60
2020 Vote: Didn't Vote	6%	(29)	9%	(41)	20%	(90)	65%	(295)	454
2018 House Vote: Democrat	10%	(86)	20%	(167)	21%	(177)	49%	(407)	837
2018 House Vote: Republican	6%	(33)	20%	(118)	21%	(119)	54%	(311)	582
2018 House Vote: Didnt Vote	6%	(46)	10%	(74)	19%	(137)	65%	(477)	734

Table MCSP1_1: *How much have you seen, read, or heard about the following?*
The sport of Pickleball

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(166)	17%	(365)	20%	(442)	56%	(1229)	2202
4-Region: Northeast	10%	(37)	17%	(65)	25%	(96)	48%	(187)	386
4-Region: Midwest	7%	(31)	18%	(84)	21%	(97)	53%	(243)	455
4-Region: South	7%	(61)	16%	(135)	18%	(152)	59%	(492)	840
4-Region: West	7%	(36)	16%	(81)	19%	(97)	59%	(307)	521
Sports Fans	10%	(152)	20%	(316)	22%	(337)	48%	(745)	1550
Avid Sports Fans	17%	(100)	22%	(129)	22%	(129)	39%	(234)	592
Casual Sports Fans	5%	(51)	20%	(187)	22%	(207)	53%	(511)	958
Tennis Fans	14%	(112)	23%	(182)	23%	(181)	40%	(316)	791
Pickleball Fans	30%	(101)	30%	(103)	26%	(90)	14%	(47)	342
ESPN Subscribers	14%	(51)	17%	(62)	22%	(79)	47%	(172)	364
Played Pickleball	19%	(66)	26%	(87)	22%	(76)	33%	(111)	340

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

Table MCSP1_2: *How much have you seen, read, or heard about the following?*
Investments in pickleball as a formal sport by professional athletes and celebrities such as Tom Brady, LeBron James, Patrick Mahomes and Mark Cuban

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(118)	9%	(189)	15%	(334)	71%	(1561)	2202
Gender: Male	8%	(85)	10%	(107)	20%	(216)	62%	(664)	1072
Gender: Female	3%	(32)	7%	(83)	10%	(117)	79%	(895)	1127
Age: 18-34	10%	(66)	10%	(66)	15%	(93)	64%	(407)	631
Age: 35-44	8%	(30)	10%	(38)	16%	(58)	66%	(246)	372
Age: 45-64	2%	(17)	7%	(51)	14%	(102)	76%	(541)	711
Age: 65+	1%	(4)	7%	(35)	16%	(80)	76%	(368)	487
GenZers: 1997-2012	14%	(30)	10%	(20)	9%	(19)	67%	(140)	210
Millennials: 1981-1996	8%	(61)	11%	(81)	16%	(115)	64%	(462)	719
GenXers: 1965-1980	4%	(20)	6%	(33)	15%	(75)	75%	(388)	515
Baby Boomers: 1946-1964	1%	(7)	7%	(52)	16%	(118)	75%	(542)	719
PID: Dem (no lean)	8%	(68)	11%	(97)	16%	(148)	66%	(595)	907
PID: Ind (no lean)	4%	(27)	7%	(52)	13%	(90)	76%	(527)	696
PID: Rep (no lean)	4%	(22)	7%	(40)	16%	(96)	74%	(440)	599
PID/Gender: Dem Men	13%	(58)	12%	(54)	22%	(100)	54%	(247)	459
PID/Gender: Dem Women	2%	(10)	10%	(43)	10%	(46)	78%	(346)	445
PID/Gender: Ind Men	3%	(8)	10%	(29)	18%	(55)	69%	(210)	302
PID/Gender: Ind Women	5%	(19)	6%	(23)	9%	(35)	80%	(316)	393
PID/Gender: Rep Men	6%	(19)	8%	(24)	19%	(60)	67%	(207)	310
PID/Gender: Rep Women	1%	(3)	6%	(17)	12%	(36)	81%	(234)	289
Ideo: Liberal (1-3)	5%	(32)	10%	(66)	18%	(121)	67%	(452)	670
Ideo: Moderate (4)	6%	(40)	10%	(65)	15%	(102)	69%	(457)	665
Ideo: Conservative (5-7)	5%	(31)	9%	(57)	13%	(86)	73%	(472)	646
Educ: < College	4%	(63)	6%	(91)	16%	(224)	74%	(1060)	1439
Educ: Bachelors degree	6%	(28)	13%	(63)	14%	(69)	67%	(325)	485
Educ: Post-grad	10%	(27)	12%	(35)	15%	(41)	63%	(177)	278
Income: Under 50k	4%	(48)	6%	(72)	15%	(172)	75%	(889)	1182
Income: 50k-100k	5%	(35)	11%	(74)	16%	(106)	67%	(438)	654
Income: 100k+	9%	(34)	12%	(43)	15%	(55)	64%	(234)	366
Ethnicity: White	5%	(92)	8%	(134)	15%	(250)	72%	(1224)	1699
Ethnicity: Hispanic	11%	(42)	8%	(31)	17%	(65)	64%	(241)	379

Continued on next page

Table MCSP1_2: *How much have you seen, read, or heard about the following?*
Investments in pickleball as a formal sport by professional athletes and celebrities such as Tom Brady, LeBron James, Patrick Mahomes and Mark Cuban

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(118)	9%	(189)	15%	(334)	71%	(1561)	2202
Ethnicity: Black	8%	(21)	12%	(33)	14%	(40)	67%	(189)	283
Ethnicity: Other	2%	(4)	10%	(23)	20%	(44)	67%	(148)	220
All Christian	5%	(48)	10%	(101)	15%	(148)	70%	(693)	990
All Non-Christian	11%	(16)	13%	(18)	18%	(27)	58%	(83)	144
Atheist	11%	(12)	11%	(12)	20%	(22)	58%	(64)	110
Agnostic/Nothing in particular	4%	(26)	4%	(26)	13%	(76)	79%	(480)	607
Something Else	4%	(15)	10%	(33)	17%	(61)	69%	(242)	351
Religious Non-Protestant/Catholic	11%	(17)	12%	(19)	19%	(31)	57%	(91)	159
Evangelical	9%	(46)	10%	(53)	11%	(61)	70%	(376)	536
Non-Evangelical	2%	(16)	10%	(79)	18%	(142)	70%	(544)	781
Community: Urban	9%	(56)	10%	(64)	15%	(101)	66%	(439)	661
Community: Suburban	4%	(44)	8%	(82)	16%	(157)	72%	(713)	996
Community: Rural	3%	(17)	8%	(44)	14%	(76)	75%	(409)	545
Employ: Private Sector	9%	(74)	10%	(79)	16%	(127)	64%	(501)	781
Employ: Government	8%	(7)	14%	(13)	18%	(17)	61%	(58)	95
Employ: Self-Employed	5%	(10)	14%	(28)	13%	(25)	68%	(133)	196
Employ: Homemaker	3%	(5)	7%	(10)	7%	(11)	83%	(124)	150
Employ: Student	2%	(1)	4%	(2)	33%	(17)	61%	(31)	51
Employ: Retired	1%	(7)	7%	(39)	15%	(84)	78%	(449)	579
Employ: Unemployed	4%	(10)	7%	(16)	15%	(36)	74%	(183)	246
Employ: Other	3%	(4)	1%	(1)	16%	(17)	79%	(83)	105
Military HH: Yes	5%	(14)	9%	(25)	16%	(46)	70%	(196)	280
Military HH: No	5%	(104)	9%	(164)	15%	(288)	71%	(1366)	1922
RD/WT: Right Direction	11%	(85)	14%	(103)	17%	(127)	58%	(438)	753
RD/WT: Wrong Track	2%	(32)	6%	(86)	14%	(206)	78%	(1123)	1449
Biden Job Approve	8%	(86)	11%	(111)	16%	(160)	65%	(674)	1030
Biden Job Disapprove	2%	(23)	7%	(75)	14%	(151)	76%	(798)	1047

Table MCSP1_2: *How much have you seen, read, or heard about the following?*
Investments in pickleball as a formal sport by professional athletes and celebrities such as Tom Brady, LeBron James, Patrick Mahomes and Mark Cuban

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(118)	9%	(189)	15%	(334)	71%	(1561)	2202
Biden Job Strongly Approve	13%	(55)	14%	(60)	16%	(67)	58%	(248)	431
Biden Job Somewhat Approve	5%	(30)	8%	(51)	16%	(93)	71%	(425)	600
Biden Job Somewhat Disapprove	4%	(15)	8%	(28)	18%	(66)	71%	(265)	374
Biden Job Strongly Disapprove	1%	(8)	7%	(47)	13%	(85)	79%	(532)	673
Favorable of Biden	8%	(84)	10%	(105)	16%	(170)	66%	(695)	1055
Unfavorable of Biden	2%	(23)	8%	(81)	14%	(141)	76%	(791)	1036
Very Favorable of Biden	12%	(58)	11%	(53)	13%	(63)	63%	(294)	468
Somewhat Favorable of Biden	4%	(26)	9%	(52)	18%	(107)	68%	(401)	586
Somewhat Unfavorable of Biden	5%	(16)	8%	(25)	13%	(42)	74%	(236)	320
Very Unfavorable of Biden	1%	(7)	8%	(56)	14%	(98)	77%	(554)	716
#1 Issue: Economy	4%	(39)	10%	(86)	15%	(133)	71%	(619)	877
#1 Issue: Security	7%	(20)	6%	(17)	17%	(50)	71%	(214)	301
#1 Issue: Health Care	11%	(19)	8%	(13)	14%	(24)	67%	(114)	170
#1 Issue: Medicare / Social Security	3%	(8)	8%	(23)	17%	(48)	73%	(210)	289
#1 Issue: Women's Issues	7%	(15)	7%	(17)	11%	(24)	75%	(169)	225
#1 Issue: Education	11%	(9)	13%	(10)	10%	(8)	65%	(51)	78
#1 Issue: Energy	4%	(7)	11%	(17)	24%	(38)	60%	(94)	156
#1 Issue: Other	1%	(1)	6%	(6)	8%	(9)	85%	(90)	106
2022 House Vote: Democrat	7%	(73)	11%	(104)	14%	(135)	68%	(672)	984
2022 House Vote: Republican	3%	(22)	9%	(57)	14%	(92)	73%	(470)	640
2022 House Vote: Didnt Vote	4%	(22)	4%	(20)	19%	(103)	73%	(384)	529
2020 Vote: Joe Biden	7%	(68)	11%	(109)	17%	(175)	66%	(672)	1025
2020 Vote: Donald Trump	2%	(16)	7%	(47)	14%	(91)	77%	(509)	663
2020 Vote: Other	—	(0)	19%	(11)	12%	(7)	69%	(42)	60
2020 Vote: Didn't Vote	7%	(33)	5%	(22)	13%	(60)	75%	(339)	454
2018 House Vote: Democrat	8%	(64)	12%	(98)	13%	(113)	67%	(563)	837
2018 House Vote: Republican	3%	(16)	7%	(43)	15%	(89)	74%	(433)	582
2018 House Vote: Didnt Vote	5%	(37)	5%	(40)	17%	(125)	73%	(532)	734

Table MCSP1_2: *How much have you seen, read, or heard about the following?*

Investments in pickleball as a formal sport by professional athletes and celebrities such as Tom Brady, LeBron James, Patrick Mahomes and Mark Cuban

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(118)	9%	(189)	15%	(334)	71%	(1561)	2202
4-Region: Northeast	8%	(31)	10%	(38)	17%	(65)	65%	(251)	386
4-Region: Midwest	3%	(13)	8%	(36)	13%	(59)	76%	(347)	455
4-Region: South	6%	(49)	7%	(60)	15%	(126)	72%	(605)	840
4-Region: West	5%	(25)	10%	(55)	16%	(83)	69%	(359)	521
Sports Fans	7%	(104)	11%	(173)	18%	(285)	64%	(988)	1550
Avid Sports Fans	14%	(82)	16%	(95)	21%	(124)	49%	(292)	592
Casual Sports Fans	2%	(22)	8%	(78)	17%	(161)	73%	(696)	958
Tennis Fans	10%	(82)	15%	(121)	23%	(179)	52%	(408)	791
Pickleball Fans	18%	(62)	23%	(79)	29%	(101)	29%	(100)	342
ESPN Subscribers	17%	(61)	19%	(68)	19%	(69)	46%	(166)	364
Played Pickleball	17%	(59)	23%	(77)	23%	(78)	37%	(126)	340

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

Table MCSP1_3: *How much have you seen, read, or heard about the following?*
Major League Pickleball signing a deal with Tennis Channel Association of Pickleball

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(104)	6%	(125)	12%	(265)	78%	(1708)	2202
Gender: Male	7%	(74)	8%	(89)	14%	(154)	70%	(755)	1072
Gender: Female	3%	(30)	3%	(36)	10%	(111)	84%	(950)	1127
Age: 18-34	10%	(66)	8%	(50)	13%	(79)	69%	(437)	631
Age: 35-44	7%	(25)	7%	(26)	14%	(53)	72%	(267)	372
Age: 45-64	1%	(10)	5%	(32)	12%	(85)	82%	(585)	711
Age: 65+	—	(2)	4%	(18)	10%	(48)	86%	(419)	487
GenZers: 1997-2012	11%	(23)	6%	(12)	8%	(17)	75%	(158)	210
Millennials: 1981-1996	9%	(66)	8%	(61)	15%	(107)	68%	(486)	719
GenXers: 1965-1980	2%	(12)	4%	(21)	12%	(61)	82%	(422)	515
Baby Boomers: 1946-1964	1%	(4)	4%	(29)	11%	(78)	85%	(608)	719
PID: Dem (no lean)	8%	(71)	8%	(69)	12%	(106)	73%	(661)	907
PID: Ind (no lean)	2%	(14)	3%	(23)	11%	(79)	83%	(580)	696
PID: Rep (no lean)	3%	(19)	6%	(34)	13%	(79)	78%	(467)	599
PID/Gender: Dem Men	12%	(54)	11%	(50)	14%	(66)	63%	(289)	459
PID/Gender: Dem Women	4%	(16)	4%	(19)	9%	(40)	83%	(370)	445
PID/Gender: Ind Men	1%	(3)	5%	(14)	14%	(43)	80%	(243)	302
PID/Gender: Ind Women	3%	(12)	2%	(9)	9%	(36)	86%	(336)	393
PID/Gender: Rep Men	5%	(17)	8%	(25)	14%	(44)	72%	(223)	310
PID/Gender: Rep Women	1%	(2)	3%	(8)	12%	(35)	84%	(243)	289
Ideo: Liberal (1-3)	6%	(43)	5%	(34)	13%	(84)	76%	(508)	670
Ideo: Moderate (4)	4%	(27)	9%	(58)	12%	(79)	75%	(501)	665
Ideo: Conservative (5-7)	5%	(30)	5%	(33)	11%	(72)	79%	(511)	646
Educ: < College	4%	(56)	5%	(66)	12%	(170)	80%	(1147)	1439
Educ: Bachelors degree	6%	(29)	7%	(33)	14%	(67)	73%	(356)	485
Educ: Post-grad	7%	(20)	9%	(26)	10%	(28)	73%	(204)	278
Income: Under 50k	3%	(31)	5%	(59)	11%	(127)	82%	(966)	1182
Income: 50k-100k	7%	(43)	5%	(36)	14%	(93)	74%	(482)	654
Income: 100k+	8%	(30)	8%	(31)	12%	(45)	71%	(261)	366
Ethnicity: White	5%	(82)	6%	(100)	11%	(193)	78%	(1323)	1699
Ethnicity: Hispanic	13%	(48)	7%	(25)	12%	(47)	68%	(260)	379
Ethnicity: Black	6%	(17)	7%	(19)	15%	(41)	73%	(206)	283

Table MCSP1_3: *How much have you seen, read, or heard about the following?*

Major League Pickleball signing a deal with Tennis Channel Association of Pickleball

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(104)	6%	(125)	12%	(265)	78%	(1708)	2202
Ethnicity: Other	2%	(5)	3%	(6)	14%	(30)	81%	(178)	220
All Christian	6%	(57)	6%	(64)	11%	(108)	77%	(761)	990
All Non-Christian	12%	(17)	12%	(18)	9%	(12)	68%	(98)	144
Atheist	9%	(10)	4%	(4)	20%	(22)	68%	(75)	110
Agnostic/Nothing in particular	2%	(10)	4%	(27)	12%	(70)	83%	(501)	607
Something Else	3%	(11)	4%	(13)	15%	(53)	78%	(274)	351
Religious Non-Protestant/Catholic	11%	(18)	12%	(19)	10%	(15)	67%	(107)	159
Evangelical	8%	(43)	5%	(28)	13%	(68)	74%	(397)	536
Non-Evangelical	3%	(23)	6%	(47)	11%	(90)	80%	(622)	781
Community: Urban	7%	(43)	9%	(57)	11%	(76)	73%	(486)	661
Community: Suburban	5%	(48)	3%	(31)	13%	(127)	79%	(790)	996
Community: Rural	2%	(13)	7%	(37)	12%	(63)	79%	(432)	545
Employ: Private Sector	9%	(68)	7%	(57)	14%	(109)	70%	(547)	781
Employ: Government	9%	(9)	3%	(3)	14%	(14)	73%	(69)	95
Employ: Self-Employed	4%	(8)	9%	(18)	14%	(28)	73%	(143)	196
Employ: Homemaker	2%	(4)	5%	(7)	5%	(8)	87%	(131)	150
Employ: Student	6%	(3)	23%	(11)	9%	(4)	63%	(32)	51
Employ: Retired	1%	(4)	3%	(15)	10%	(57)	87%	(503)	579
Employ: Unemployed	3%	(7)	4%	(11)	14%	(35)	78%	(193)	246
Employ: Other	1%	(1)	2%	(2)	10%	(11)	86%	(90)	105
Military HH: Yes	4%	(12)	6%	(17)	10%	(27)	80%	(224)	280
Military HH: No	5%	(92)	6%	(108)	12%	(238)	77%	(1484)	1922
RD/WT: Right Direction	10%	(76)	11%	(84)	13%	(99)	66%	(495)	753
RD/WT: Wrong Track	2%	(28)	3%	(41)	11%	(166)	84%	(1212)	1449
Biden Job Approve	7%	(75)	8%	(83)	13%	(133)	72%	(740)	1030
Biden Job Disapprove	2%	(22)	4%	(40)	11%	(111)	83%	(874)	1047
Biden Job Strongly Approve	13%	(57)	10%	(43)	14%	(58)	63%	(272)	431
Biden Job Somewhat Approve	3%	(17)	7%	(40)	13%	(75)	78%	(468)	600
Biden Job Somewhat Disapprove	5%	(19)	5%	(19)	10%	(39)	80%	(298)	374
Biden Job Strongly Disapprove	1%	(4)	3%	(20)	11%	(73)	86%	(576)	673

Table MCSP1_3: *How much have you seen, read, or heard about the following?*
Major League Pickleball signing a deal with Tennis Channel Association of Pickleball

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(104)	6%	(125)	12%	(265)	78%	(1708)	2202
Favorable of Biden	8%	(82)	8%	(79)	12%	(128)	73%	(766)	1055
Unfavorable of Biden	1%	(13)	4%	(43)	12%	(123)	83%	(857)	1036
Very Favorable of Biden	11%	(51)	8%	(39)	12%	(55)	69%	(323)	468
Somewhat Favorable of Biden	5%	(31)	7%	(41)	12%	(72)	76%	(443)	586
Somewhat Unfavorable of Biden	3%	(11)	5%	(15)	10%	(33)	82%	(261)	320
Very Unfavorable of Biden	—	(2)	4%	(28)	13%	(90)	83%	(596)	716
#1 Issue: Economy	3%	(29)	8%	(71)	12%	(110)	76%	(667)	877
#1 Issue: Security	9%	(28)	4%	(13)	11%	(34)	75%	(226)	301
#1 Issue: Health Care	8%	(13)	4%	(6)	11%	(19)	78%	(132)	170
#1 Issue: Medicare / Social Security	2%	(5)	4%	(11)	12%	(34)	83%	(240)	289
#1 Issue: Women's Issues	7%	(15)	2%	(5)	10%	(23)	81%	(181)	225
#1 Issue: Education	6%	(5)	8%	(6)	13%	(10)	73%	(57)	78
#1 Issue: Energy	5%	(8)	8%	(12)	15%	(23)	72%	(113)	156
#1 Issue: Other	1%	(1)	1%	(1)	13%	(13)	86%	(91)	106
2022 House Vote: Democrat	6%	(60)	7%	(70)	12%	(118)	75%	(735)	984
2022 House Vote: Republican	3%	(19)	5%	(30)	12%	(79)	80%	(511)	640
2022 House Vote: Didnt Vote	5%	(24)	4%	(23)	12%	(63)	79%	(419)	529
2020 Vote: Joe Biden	7%	(72)	7%	(67)	13%	(130)	74%	(756)	1025
2020 Vote: Donald Trump	2%	(10)	4%	(27)	12%	(76)	83%	(550)	663
2020 Vote: Other	—	(0)	2%	(1)	9%	(6)	89%	(54)	60
2020 Vote: Didn't Vote	5%	(22)	7%	(30)	12%	(53)	77%	(349)	454
2018 House Vote: Democrat	6%	(53)	7%	(58)	13%	(107)	74%	(619)	837
2018 House Vote: Republican	2%	(14)	4%	(24)	13%	(75)	81%	(469)	582
2018 House Vote: Didnt Vote	5%	(36)	6%	(41)	11%	(79)	79%	(578)	734
4-Region: Northeast	8%	(30)	7%	(27)	14%	(55)	71%	(273)	386
4-Region: Midwest	1%	(6)	4%	(19)	13%	(57)	82%	(373)	455
4-Region: South	5%	(40)	5%	(39)	12%	(102)	79%	(659)	840
4-Region: West	5%	(28)	8%	(40)	10%	(51)	77%	(402)	521
Sports Fans	6%	(100)	7%	(112)	15%	(227)	72%	(1111)	1550
Avid Sports Fans	14%	(83)	8%	(47)	22%	(132)	56%	(330)	592
Casual Sports Fans	2%	(17)	7%	(66)	10%	(95)	82%	(781)	958

Table MCSP1_3: *How much have you seen, read, or heard about the following?*
Major League Pickleball signing a deal with Tennis Channel Association of Pickleball

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(104)	6%	(125)	12%	(265)	78%	(1708)	2202
Tennis Fans	11%	(89)	12%	(95)	18%	(142)	59%	(465)	791
Pickleball Fans	20%	(70)	21%	(70)	21%	(70)	38%	(132)	342
ESPN Subscribers	13%	(48)	16%	(57)	19%	(69)	52%	(190)	364
Played Pickleball	16%	(53)	13%	(44)	20%	(67)	52%	(176)	340

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

Table MCSP1_4: *How much have you seen, read, or heard about the following?*
Professionals signing deals with CBS Sports Network and Disney's ESPN

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(111)	12%	(275)	18%	(406)	64%	(1410)	2202
Gender: Male	7%	(80)	15%	(159)	20%	(210)	58%	(622)	1072
Gender: Female	3%	(31)	10%	(116)	17%	(196)	70%	(784)	1127
Age: 18-34	9%	(56)	18%	(115)	19%	(123)	53%	(337)	631
Age: 35-44	8%	(29)	13%	(50)	18%	(66)	61%	(228)	372
Age: 45-64	3%	(21)	11%	(76)	16%	(116)	70%	(498)	711
Age: 65+	1%	(5)	7%	(34)	21%	(101)	71%	(347)	487
GenZers: 1997-2012	11%	(23)	22%	(45)	8%	(17)	59%	(124)	210
Millennials: 1981-1996	8%	(57)	16%	(116)	22%	(158)	54%	(388)	719
GenXers: 1965-1980	5%	(24)	10%	(50)	17%	(86)	69%	(355)	515
Baby Boomers: 1946-1964	1%	(7)	8%	(60)	20%	(141)	71%	(511)	719
PID: Dem (no lean)	8%	(70)	15%	(140)	19%	(173)	58%	(524)	907
PID: Ind (no lean)	3%	(22)	10%	(71)	16%	(115)	70%	(489)	696
PID: Rep (no lean)	3%	(20)	11%	(64)	20%	(118)	66%	(397)	599
PID/Gender: Dem Men	12%	(57)	19%	(85)	18%	(82)	51%	(235)	459
PID/Gender: Dem Women	3%	(12)	12%	(55)	20%	(91)	65%	(287)	445
PID/Gender: Ind Men	3%	(8)	11%	(33)	19%	(59)	67%	(203)	302
PID/Gender: Ind Women	3%	(13)	10%	(38)	14%	(56)	72%	(284)	393
PID/Gender: Rep Men	5%	(15)	13%	(41)	22%	(69)	59%	(184)	310
PID/Gender: Rep Women	2%	(5)	8%	(23)	17%	(49)	74%	(213)	289
Ideo: Liberal (1-3)	6%	(43)	13%	(88)	19%	(125)	62%	(415)	670
Ideo: Moderate (4)	4%	(26)	14%	(93)	20%	(132)	62%	(413)	665
Ideo: Conservative (5-7)	6%	(37)	12%	(80)	18%	(117)	64%	(413)	646
Educ: < College	4%	(56)	11%	(161)	18%	(259)	67%	(964)	1439
Educ: Bachelors degree	7%	(32)	15%	(74)	20%	(98)	58%	(281)	485
Educ: Post-grad	8%	(23)	15%	(41)	18%	(49)	59%	(165)	278
Income: Under 50k	3%	(32)	10%	(112)	18%	(207)	70%	(831)	1182
Income: 50k-100k	6%	(37)	16%	(104)	20%	(130)	58%	(382)	654
Income: 100k+	12%	(43)	16%	(59)	19%	(68)	54%	(197)	366
Ethnicity: White	5%	(81)	11%	(180)	19%	(323)	66%	(1116)	1699
Ethnicity: Hispanic	7%	(28)	15%	(58)	22%	(82)	56%	(211)	379
Ethnicity: Black	9%	(24)	22%	(64)	15%	(42)	54%	(153)	283

Continued on next page

Table MCSP1_4: *How much have you seen, read, or heard about the following?*
Professionals signing deals with CBS Sports Network and Disney's ESPN

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(111)	12%	(275)	18%	(406)	64%	(1410)	2202
Ethnicity: Other	3%	(6)	15%	(32)	19%	(41)	64%	(141)	220
All Christian	5%	(50)	13%	(131)	18%	(180)	64%	(630)	990
All Non-Christian	10%	(15)	18%	(26)	23%	(33)	49%	(71)	144
Atheist	13%	(14)	10%	(11)	12%	(14)	65%	(71)	110
Agnostic/Nothing in particular	2%	(10)	9%	(54)	18%	(112)	71%	(431)	607
Something Else	6%	(22)	15%	(53)	19%	(68)	59%	(208)	351
Religious Non-Protestant/Catholic	10%	(16)	17%	(27)	24%	(37)	49%	(78)	159
Evangelical	9%	(51)	15%	(79)	14%	(76)	62%	(331)	536
Non-Evangelical	3%	(20)	13%	(104)	21%	(166)	63%	(492)	781
Community: Urban	8%	(56)	15%	(100)	14%	(93)	62%	(412)	661
Community: Suburban	4%	(38)	12%	(115)	21%	(211)	63%	(632)	996
Community: Rural	3%	(17)	11%	(60)	19%	(101)	67%	(366)	545
Employ: Private Sector	9%	(68)	17%	(135)	21%	(164)	53%	(414)	781
Employ: Government	9%	(9)	27%	(25)	14%	(13)	50%	(48)	95
Employ: Self-Employed	7%	(14)	16%	(31)	18%	(35)	59%	(116)	196
Employ: Homemaker	2%	(3)	7%	(11)	12%	(18)	79%	(118)	150
Employ: Student	8%	(4)	21%	(11)	25%	(13)	47%	(24)	51
Employ: Retired	1%	(6)	6%	(33)	18%	(104)	75%	(436)	579
Employ: Unemployed	2%	(6)	8%	(19)	15%	(37)	75%	(183)	246
Employ: Other	1%	(1)	10%	(10)	21%	(22)	68%	(71)	105
Military HH: Yes	7%	(18)	11%	(30)	17%	(47)	66%	(185)	280
Military HH: No	5%	(93)	13%	(246)	19%	(359)	64%	(1225)	1922
RD/WT: Right Direction	10%	(75)	17%	(127)	20%	(151)	53%	(400)	753
RD/WT: Wrong Track	3%	(36)	10%	(148)	18%	(255)	70%	(1010)	1449
Biden Job Approve	7%	(77)	14%	(148)	19%	(197)	59%	(608)	1030
Biden Job Disapprove	3%	(27)	11%	(117)	18%	(190)	68%	(713)	1047
Biden Job Strongly Approve	14%	(61)	16%	(69)	17%	(71)	53%	(230)	431
Biden Job Somewhat Approve	3%	(16)	13%	(80)	21%	(125)	63%	(378)	600
Biden Job Somewhat Disapprove	4%	(13)	15%	(54)	20%	(74)	62%	(232)	374
Biden Job Strongly Disapprove	2%	(14)	9%	(63)	17%	(116)	71%	(480)	673

Table MCSP1_4: *How much have you seen, read, or heard about the following?*
Professionals signing deals with CBS Sports Network and Disney's ESPN

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(111)	12%	(275)	18%	(406)	64%	(1410)	2202
Favorable of Biden	7%	(69)	17%	(175)	18%	(193)	59%	(618)	1055
Unfavorable of Biden	3%	(33)	9%	(95)	19%	(201)	68%	(707)	1036
Very Favorable of Biden	11%	(50)	16%	(76)	16%	(74)	57%	(269)	468
Somewhat Favorable of Biden	3%	(19)	17%	(99)	20%	(119)	59%	(349)	586
Somewhat Unfavorable of Biden	5%	(15)	8%	(25)	22%	(71)	65%	(208)	320
Very Unfavorable of Biden	3%	(18)	10%	(70)	18%	(130)	70%	(499)	716
#1 Issue: Economy	4%	(33)	15%	(129)	21%	(186)	60%	(528)	877
#1 Issue: Security	6%	(17)	15%	(44)	16%	(47)	64%	(192)	301
#1 Issue: Health Care	7%	(13)	11%	(19)	13%	(23)	68%	(116)	170
#1 Issue: Medicare / Social Security	3%	(8)	7%	(20)	20%	(57)	71%	(204)	289
#1 Issue: Women's Issues	9%	(20)	10%	(22)	14%	(31)	68%	(152)	225
#1 Issue: Education	10%	(7)	20%	(16)	14%	(11)	56%	(44)	78
#1 Issue: Energy	8%	(12)	13%	(21)	19%	(30)	60%	(93)	156
#1 Issue: Other	1%	(1)	4%	(5)	19%	(20)	76%	(80)	106
2022 House Vote: Democrat	7%	(71)	14%	(140)	18%	(173)	61%	(600)	984
2022 House Vote: Republican	3%	(21)	10%	(65)	21%	(132)	66%	(422)	640
2022 House Vote: Didnt Vote	3%	(16)	11%	(61)	18%	(96)	67%	(356)	529
2020 Vote: Joe Biden	6%	(61)	15%	(156)	20%	(201)	59%	(606)	1025
2020 Vote: Donald Trump	3%	(22)	9%	(61)	18%	(118)	70%	(462)	663
2020 Vote: Other	4%	(2)	15%	(9)	17%	(10)	65%	(39)	60
2020 Vote: Didn't Vote	6%	(25)	11%	(49)	17%	(76)	67%	(304)	454
2018 House Vote: Democrat	8%	(65)	14%	(121)	17%	(144)	60%	(506)	837
2018 House Vote: Republican	4%	(22)	9%	(50)	21%	(125)	66%	(386)	582
2018 House Vote: Didnt Vote	3%	(21)	13%	(95)	18%	(130)	67%	(489)	734
4-Region: Northeast	8%	(30)	15%	(57)	18%	(68)	60%	(232)	386
4-Region: Midwest	3%	(16)	9%	(42)	20%	(91)	67%	(307)	455
4-Region: South	5%	(43)	13%	(111)	19%	(158)	63%	(528)	840
4-Region: West	4%	(23)	13%	(66)	17%	(90)	66%	(343)	521
Sports Fans	7%	(105)	16%	(254)	22%	(335)	55%	(856)	1550
Avid Sports Fans	15%	(87)	25%	(146)	22%	(131)	39%	(229)	592
Casual Sports Fans	2%	(18)	11%	(108)	21%	(204)	66%	(628)	958

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Table MCSP1_4: *How much have you seen, read, or heard about the following?*
Professionals signing deals with CBS Sports Network and Disney's ESPN

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(111)	12%	(275)	18%	(406)	64%	(1410)	2202
Tennis Fans	12%	(92)	21%	(164)	24%	(190)	44%	(346)	791
Pickleball Fans	19%	(63)	26%	(91)	23%	(79)	32%	(109)	342
ESPN Subscribers	16%	(59)	29%	(105)	23%	(82)	32%	(117)	364
Played Pickleball	18%	(62)	23%	(79)	21%	(73)	37%	(127)	340

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

Table MCSP1_5: *How much have you seen, read, or heard about the following?*
Clothing/accessories from companies like Nike, Fila, K-Swiss, etc. that are marketed specifically for Pickleball

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(148)	10%	(231)	14%	(305)	69%	(1519)	2202
Gender: Male	9%	(99)	11%	(117)	18%	(190)	62%	(666)	1072
Gender: Female	4%	(49)	10%	(114)	10%	(114)	75%	(850)	1127
Age: 18-34	13%	(83)	15%	(95)	13%	(81)	59%	(372)	631
Age: 35-44	10%	(36)	12%	(46)	13%	(47)	65%	(243)	372
Age: 45-64	4%	(25)	8%	(60)	14%	(101)	74%	(526)	711
Age: 65+	1%	(4)	6%	(30)	16%	(76)	78%	(378)	487
GenZers: 1997-2012	17%	(36)	13%	(26)	9%	(18)	61%	(129)	210
Millennials: 1981-1996	11%	(77)	15%	(110)	14%	(104)	60%	(429)	719
GenXers: 1965-1980	5%	(26)	9%	(46)	12%	(60)	74%	(383)	515
Baby Boomers: 1946-1964	1%	(9)	6%	(46)	17%	(120)	76%	(545)	719
PID: Dem (no lean)	8%	(75)	13%	(117)	15%	(139)	64%	(577)	907
PID: Ind (no lean)	6%	(45)	9%	(66)	11%	(74)	74%	(512)	696
PID: Rep (no lean)	5%	(29)	8%	(47)	15%	(92)	72%	(430)	599
PID/Gender: Dem Men	13%	(59)	15%	(69)	19%	(86)	53%	(245)	459
PID/Gender: Dem Women	3%	(15)	11%	(48)	12%	(52)	74%	(329)	445
PID/Gender: Ind Men	6%	(18)	6%	(20)	16%	(49)	72%	(216)	302
PID/Gender: Ind Women	7%	(27)	12%	(47)	6%	(25)	75%	(294)	393
PID/Gender: Rep Men	7%	(22)	9%	(28)	18%	(55)	66%	(204)	310
PID/Gender: Rep Women	2%	(7)	7%	(19)	13%	(37)	78%	(226)	289
Ideo: Liberal (1-3)	6%	(43)	10%	(70)	15%	(104)	68%	(455)	670
Ideo: Moderate (4)	7%	(47)	9%	(62)	15%	(99)	69%	(456)	665
Ideo: Conservative (5-7)	7%	(42)	11%	(73)	14%	(89)	68%	(441)	646
Educ: < College	6%	(86)	10%	(138)	13%	(190)	71%	(1025)	1439
Educ: Bachelors degree	8%	(39)	12%	(58)	17%	(82)	63%	(305)	485
Educ: Post-grad	8%	(23)	12%	(34)	12%	(32)	68%	(189)	278
Income: Under 50k	5%	(63)	9%	(105)	13%	(153)	73%	(862)	1182
Income: 50k-100k	8%	(49)	12%	(79)	15%	(97)	66%	(429)	654
Income: 100k+	10%	(36)	13%	(46)	15%	(55)	62%	(228)	366
Ethnicity: White	6%	(102)	10%	(171)	13%	(226)	71%	(1200)	1699
Ethnicity: Hispanic	12%	(47)	15%	(55)	14%	(53)	59%	(224)	379
Ethnicity: Black	13%	(36)	14%	(38)	15%	(44)	58%	(165)	283

Table MCSP1_5: *How much have you seen, read, or heard about the following?*
Clothing/accessories from companies like Nike, Fila, K-Swiss, etc. that are marketed specifically for Pickleball

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(148)	10%	(231)	14%	(305)	69%	(1519)	2202
Ethnicity: Other	5%	(10)	10%	(21)	16%	(35)	70%	(154)	220
All Christian	6%	(58)	11%	(114)	14%	(139)	69%	(679)	990
All Non-Christian	11%	(16)	15%	(21)	13%	(19)	61%	(89)	144
Atheist	12%	(13)	7%	(8)	13%	(15)	68%	(74)	110
Agnostic/Nothing in particular	4%	(27)	9%	(55)	12%	(73)	74%	(451)	607
Something Else	10%	(34)	9%	(33)	17%	(58)	64%	(225)	351
Religious Non-Protestant/Catholic	10%	(16)	14%	(22)	14%	(23)	62%	(98)	159
Evangelical	11%	(60)	11%	(61)	13%	(69)	65%	(346)	536
Non-Evangelical	4%	(30)	11%	(85)	16%	(123)	70%	(543)	781
Community: Urban	10%	(69)	11%	(76)	14%	(94)	64%	(423)	661
Community: Suburban	6%	(60)	10%	(97)	14%	(139)	70%	(700)	996
Community: Rural	4%	(19)	11%	(58)	13%	(72)	73%	(396)	545
Employ: Private Sector	11%	(86)	13%	(104)	15%	(118)	61%	(473)	781
Employ: Government	9%	(9)	8%	(7)	16%	(16)	67%	(64)	95
Employ: Self-Employed	9%	(18)	16%	(31)	13%	(25)	62%	(121)	196
Employ: Homemaker	5%	(8)	11%	(16)	8%	(13)	76%	(113)	150
Employ: Student	6%	(3)	18%	(9)	27%	(14)	49%	(25)	51
Employ: Retired	1%	(6)	5%	(32)	15%	(86)	79%	(456)	579
Employ: Unemployed	6%	(15)	9%	(23)	8%	(19)	77%	(189)	246
Employ: Other	4%	(4)	8%	(8)	14%	(15)	75%	(78)	105
Military HH: Yes	6%	(18)	7%	(18)	15%	(42)	72%	(202)	280
Military HH: No	7%	(130)	11%	(212)	14%	(263)	69%	(1317)	1922
RD/WT: Right Direction	11%	(86)	13%	(99)	16%	(118)	60%	(451)	753
RD/WT: Wrong Track	4%	(62)	9%	(131)	13%	(187)	74%	(1068)	1449
Biden Job Approve	9%	(94)	11%	(114)	15%	(150)	65%	(672)	1030
Biden Job Disapprove	4%	(44)	9%	(98)	14%	(144)	73%	(761)	1047
Biden Job Strongly Approve	15%	(66)	13%	(56)	14%	(60)	58%	(249)	431
Biden Job Somewhat Approve	5%	(29)	10%	(58)	15%	(90)	70%	(423)	600
Biden Job Somewhat Disapprove	6%	(21)	14%	(51)	13%	(47)	68%	(256)	374
Biden Job Strongly Disapprove	3%	(23)	7%	(47)	14%	(97)	75%	(506)	673

Table MCSP1_5: *How much have you seen, read, or heard about the following?*
Clothing/accessories from companies like Nike, Fila, K-Swiss, etc. that are marketed specifically for Pickleball

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(148)	10%	(231)	14%	(305)	69%	(1519)	2202
Favorable of Biden	8%	(88)	12%	(127)	14%	(149)	66%	(691)	1055
Unfavorable of Biden	5%	(49)	9%	(93)	14%	(142)	73%	(751)	1036
Very Favorable of Biden	13%	(62)	11%	(50)	14%	(66)	62%	(290)	468
Somewhat Favorable of Biden	4%	(25)	13%	(77)	14%	(83)	68%	(401)	586
Somewhat Unfavorable of Biden	7%	(22)	12%	(37)	10%	(32)	71%	(228)	320
Very Unfavorable of Biden	4%	(27)	8%	(56)	15%	(110)	73%	(523)	716
#1 Issue: Economy	8%	(68)	11%	(94)	15%	(129)	67%	(586)	877
#1 Issue: Security	7%	(20)	9%	(28)	11%	(34)	73%	(219)	301
#1 Issue: Health Care	12%	(20)	10%	(17)	12%	(20)	67%	(113)	170
#1 Issue: Medicare / Social Security	2%	(5)	10%	(28)	16%	(46)	73%	(210)	289
#1 Issue: Women's Issues	8%	(18)	7%	(15)	13%	(28)	72%	(163)	225
#1 Issue: Education	8%	(6)	27%	(21)	15%	(12)	50%	(39)	78
#1 Issue: Energy	6%	(9)	13%	(20)	17%	(26)	65%	(101)	156
#1 Issue: Other	2%	(2)	6%	(7)	9%	(10)	83%	(87)	106
2022 House Vote: Democrat	8%	(75)	11%	(112)	14%	(137)	67%	(660)	984
2022 House Vote: Republican	5%	(34)	8%	(52)	15%	(98)	71%	(455)	640
2022 House Vote: Didnt Vote	7%	(35)	13%	(66)	12%	(63)	69%	(364)	529
2020 Vote: Joe Biden	8%	(81)	12%	(123)	15%	(154)	65%	(667)	1025
2020 Vote: Donald Trump	4%	(24)	8%	(53)	14%	(92)	74%	(493)	663
2020 Vote: Other	5%	(3)	1%	(0)	13%	(8)	82%	(49)	60
2020 Vote: Didn't Vote	9%	(40)	12%	(55)	11%	(51)	68%	(309)	454
2018 House Vote: Democrat	8%	(67)	11%	(94)	14%	(118)	67%	(558)	837
2018 House Vote: Republican	4%	(24)	8%	(48)	16%	(94)	71%	(416)	582
2018 House Vote: Didnt Vote	7%	(54)	12%	(87)	11%	(84)	69%	(508)	734
4-Region: Northeast	10%	(39)	11%	(44)	14%	(52)	65%	(250)	386
4-Region: Midwest	3%	(13)	9%	(39)	13%	(61)	75%	(342)	455
4-Region: South	7%	(62)	12%	(99)	14%	(115)	67%	(564)	840
4-Region: West	7%	(34)	9%	(48)	15%	(76)	70%	(363)	521
Sports Fans	8%	(131)	12%	(193)	16%	(252)	63%	(974)	1550
Avid Sports Fans	17%	(102)	14%	(83)	17%	(101)	52%	(306)	592
Casual Sports Fans	3%	(29)	12%	(110)	16%	(151)	70%	(668)	958

Table MCSP1_5: *How much have you seen, read, or heard about the following?*
Clothing/accessories from companies like Nike, Fila, K-Swiss, etc. that are marketed specifically for Pickleball

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(148)	10%	(231)	14%	(305)	69%	(1519)	2202
Tennis Fans	12%	(92)	17%	(135)	19%	(153)	52%	(411)	791
Pickleball Fans	20%	(67)	24%	(84)	21%	(71)	35%	(120)	342
ESPN Subscribers	18%	(66)	22%	(79)	16%	(59)	44%	(160)	364
Played Pickleball	20%	(67)	19%	(66)	18%	(60)	43%	(147)	340

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

Table MCSP2_1NET: *Which of the following describes how you heard about Pickleball?*
Word of mouth, such as from friends or family

Demographic	Selected		Not Selected		Total N
Adults	41%	(543)	59%	(797)	1340
Gender: Male	39%	(272)	61%	(435)	707
Gender: Female	43%	(271)	57%	(362)	632
Age: 18-34	36%	(142)	64%	(252)	394
Age: 35-44	41%	(89)	59%	(130)	219
Age: 45-64	40%	(163)	60%	(246)	409
Age: 65+	47%	(149)	53%	(170)	319
GenZers: 1997-2012	36%	(44)	64%	(78)	122
Millennials: 1981-1996	38%	(172)	62%	(281)	452
GenXers: 1965-1980	37%	(105)	63%	(180)	286
Baby Boomers: 1946-1964	46%	(209)	54%	(246)	455
PID: Dem (no lean)	39%	(240)	61%	(371)	611
PID: Ind (no lean)	40%	(153)	60%	(234)	387
PID: Rep (no lean)	44%	(150)	56%	(192)	342
PID/Gender: Dem Men	39%	(132)	61%	(204)	337
PID/Gender: Dem Women	39%	(108)	61%	(166)	274
PID/Gender: Ind Men	35%	(64)	65%	(121)	184
PID/Gender: Ind Women	44%	(89)	56%	(114)	203
PID/Gender: Rep Men	41%	(76)	59%	(110)	186
PID/Gender: Rep Women	47%	(74)	53%	(82)	156
Ideo: Liberal (1-3)	38%	(163)	62%	(270)	432
Ideo: Moderate (4)	39%	(163)	61%	(250)	413
Ideo: Conservative (5-7)	46%	(183)	54%	(211)	395
Educ: < College	36%	(280)	64%	(506)	787
Educ: Bachelors degree	47%	(163)	53%	(185)	348
Educ: Post-grad	48%	(99)	52%	(106)	205
Income: Under 50k	32%	(204)	68%	(434)	639
Income: 50k-100k	44%	(190)	56%	(246)	435
Income: 100k+	56%	(149)	44%	(117)	266
Ethnicity: White	44%	(452)	56%	(569)	1021
Ethnicity: Hispanic	34%	(81)	66%	(154)	235
Ethnicity: Black	26%	(48)	74%	(135)	183

Table MCSP2_1NET: *Which of the following describes how you heard about Pickleball?*
Word of mouth, such as from friends or family

Demographic	Selected		Not Selected		Total N
Adults	41%	(543)	59%	(797)	1340
Ethnicity: Other	32%	(43)	68%	(94)	137
All Christian	44%	(270)	56%	(349)	620
All Non-Christian	36%	(36)	64%	(66)	102
Atheist	50%	(36)	50%	(35)	71
Agnostic/Nothing in particular	39%	(130)	61%	(203)	334
Something Else	33%	(70)	67%	(143)	214
Religious Non-Protestant/Catholic	36%	(40)	64%	(71)	111
Evangelical	39%	(128)	61%	(197)	325
Non-Evangelical	41%	(204)	59%	(289)	493
Community: Urban	33%	(130)	67%	(266)	396
Community: Suburban	48%	(298)	52%	(328)	626
Community: Rural	36%	(116)	64%	(203)	319
Employ: Private Sector	43%	(221)	57%	(292)	512
Employ: Government	34%	(24)	66%	(46)	71
Employ: Self-Employed	47%	(59)	53%	(67)	126
Employ: Homemaker	34%	(22)	66%	(44)	66
Employ: Retired	46%	(160)	54%	(188)	348
Employ: Unemployed	24%	(30)	76%	(96)	126
Employ: Other	31%	(17)	69%	(37)	54
Military HH: Yes	38%	(68)	62%	(113)	181
Military HH: No	41%	(475)	59%	(684)	1159
RD/WT: Right Direction	38%	(197)	62%	(319)	516
RD/WT: Wrong Track	42%	(346)	58%	(478)	824
Biden Job Approve	38%	(261)	62%	(418)	680
Biden Job Disapprove	44%	(257)	56%	(333)	591
Biden Job Strongly Approve	37%	(111)	63%	(193)	304
Biden Job Somewhat Approve	40%	(150)	60%	(225)	376
Biden Job Somewhat Disapprove	36%	(82)	64%	(145)	227
Biden Job Strongly Disapprove	48%	(175)	52%	(188)	363
Favorable of Biden	37%	(256)	63%	(439)	695
Unfavorable of Biden	46%	(272)	54%	(315)	587

Table MCSP2_1NET: *Which of the following describes how you heard about Pickleball?*

Word of mouth, such as from friends or family

Demographic	Selected		Not Selected		Total N
Adults	41%	(543)	59%	(797)	1340
Very Favorable of Biden	38%	(122)	62%	(199)	321
Somewhat Favorable of Biden	36%	(134)	64%	(240)	374
Somewhat Unfavorable of Biden	43%	(80)	57%	(108)	188
Very Unfavorable of Biden	48%	(192)	52%	(207)	399
#1 Issue: Economy	42%	(233)	58%	(319)	552
#1 Issue: Security	47%	(92)	53%	(102)	193
#1 Issue: Health Care	40%	(38)	60%	(58)	96
#1 Issue: Medicare / Social Security	34%	(57)	66%	(110)	168
#1 Issue: Women's Issues	47%	(56)	53%	(63)	119
#1 Issue: Energy	29%	(30)	71%	(73)	104
#1 Issue: Other	30%	(18)	70%	(42)	60
2022 House Vote: Democrat	39%	(250)	61%	(396)	646
2022 House Vote: Republican	49%	(187)	51%	(195)	381
2022 House Vote: Didnt Vote	34%	(98)	66%	(193)	291
2020 Vote: Joe Biden	38%	(267)	62%	(428)	694
2020 Vote: Donald Trump	47%	(173)	53%	(194)	367
2020 Vote: Didn't Vote	37%	(91)	63%	(158)	248
2018 House Vote: Democrat	40%	(223)	60%	(341)	564
2018 House Vote: Republican	48%	(168)	52%	(180)	349
2018 House Vote: Didnt Vote	35%	(141)	65%	(260)	401
4-Region: Northeast	43%	(109)	57%	(144)	253
4-Region: Midwest	42%	(117)	58%	(159)	276
4-Region: South	38%	(189)	62%	(314)	502
4-Region: West	42%	(128)	58%	(181)	309
Sports Fans	42%	(464)	58%	(630)	1093
Avid Sports Fans	41%	(197)	59%	(282)	479
Casual Sports Fans	43%	(267)	57%	(348)	615
Tennis Fans	42%	(266)	58%	(360)	625
Pickleball Fans	55%	(172)	45%	(142)	314
ESPN Subscribers	36%	(106)	64%	(184)	290
Played Pickleball	50%	(146)	50%	(145)	291

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

Table MCSP2_2NET: *Which of the following describes how you heard about Pickleball?*
Social media

Demographic	Selected		Not Selected		Total N
Adults	26%	(343)	74%	(997)	1340
Gender: Male	30%	(215)	70%	(492)	707
Gender: Female	20%	(128)	80%	(504)	632
Age: 18-34	38%	(150)	62%	(244)	394
Age: 35-44	36%	(80)	64%	(139)	219
Age: 45-64	21%	(84)	79%	(325)	409
Age: 65+	9%	(30)	91%	(289)	319
GenZers: 1997-2012	33%	(41)	67%	(82)	122
Millennials: 1981-1996	40%	(179)	60%	(273)	452
GenXers: 1965-1980	23%	(65)	77%	(220)	286
Baby Boomers: 1946-1964	12%	(55)	88%	(399)	455
PID: Dem (no lean)	30%	(183)	70%	(428)	611
PID: Ind (no lean)	24%	(91)	76%	(296)	387
PID: Rep (no lean)	20%	(69)	80%	(272)	342
PID/Gender: Dem Men	36%	(121)	64%	(215)	337
PID/Gender: Dem Women	22%	(61)	78%	(213)	274
PID/Gender: Ind Men	25%	(46)	75%	(138)	184
PID/Gender: Ind Women	22%	(45)	78%	(158)	203
PID/Gender: Rep Men	26%	(48)	74%	(139)	186
PID/Gender: Rep Women	14%	(22)	86%	(134)	156
Ideo: Liberal (1-3)	30%	(129)	70%	(303)	432
Ideo: Moderate (4)	28%	(117)	72%	(296)	413
Ideo: Conservative (5-7)	19%	(77)	81%	(318)	395
Educ: < College	23%	(182)	77%	(605)	787
Educ: Bachelors degree	30%	(103)	70%	(246)	348
Educ: Post-grad	28%	(58)	72%	(147)	205
Income: Under 50k	23%	(146)	77%	(493)	639
Income: 50k-100k	28%	(122)	72%	(313)	435
Income: 100k+	28%	(75)	72%	(191)	266
Ethnicity: White	25%	(254)	75%	(767)	1021
Ethnicity: Hispanic	34%	(80)	66%	(155)	235
Ethnicity: Black	28%	(51)	72%	(132)	183

Continued on next page

Table MCSP2_2NET: *Which of the following describes how you heard about Pickleball?*
Social media

Demographic	Selected		Not Selected		Total N
Adults	26%	(343)	74%	(997)	1340
Ethnicity: Other	28%	(39)	72%	(98)	137
All Christian	26%	(162)	74%	(458)	620
All Non-Christian	34%	(35)	66%	(67)	102
Atheist	28%	(20)	72%	(51)	71
Agnostic/Nothing in particular	24%	(80)	76%	(254)	334
Something Else	22%	(47)	78%	(167)	214
Religious Non-Protestant/Catholic	33%	(37)	67%	(75)	111
Evangelical	28%	(91)	72%	(234)	325
Non-Evangelical	23%	(115)	77%	(378)	493
Community: Urban	33%	(131)	67%	(264)	396
Community: Suburban	21%	(130)	79%	(496)	626
Community: Rural	26%	(82)	74%	(237)	319
Employ: Private Sector	35%	(181)	65%	(332)	512
Employ: Government	31%	(22)	69%	(49)	71
Employ: Self-Employed	33%	(42)	67%	(84)	126
Employ: Homemaker	13%	(8)	87%	(57)	66
Employ: Retired	9%	(31)	91%	(317)	348
Employ: Unemployed	24%	(31)	76%	(95)	126
Employ: Other	26%	(14)	74%	(40)	54
Military HH: Yes	16%	(29)	84%	(152)	181
Military HH: No	27%	(315)	73%	(845)	1159
RD/WT: Right Direction	35%	(178)	65%	(338)	516
RD/WT: Wrong Track	20%	(165)	80%	(659)	824
Biden Job Approve	29%	(199)	71%	(480)	680
Biden Job Disapprove	19%	(114)	81%	(477)	591
Biden Job Strongly Approve	33%	(101)	67%	(203)	304
Biden Job Somewhat Approve	26%	(98)	74%	(277)	376
Biden Job Somewhat Disapprove	22%	(51)	78%	(177)	227
Biden Job Strongly Disapprove	17%	(63)	83%	(300)	363
Favorable of Biden	30%	(211)	70%	(484)	695
Unfavorable of Biden	19%	(114)	81%	(473)	587

Table MCSP2_2NET: *Which of the following describes how you heard about Pickleball?*
Social media

Demographic	Selected		Not Selected		Total N
Adults	26%	(343)	74%	(997)	1340
Very Favorable of Biden	31%	(100)	69%	(221)	321
Somewhat Favorable of Biden	30%	(111)	70%	(262)	374
Somewhat Unfavorable of Biden	22%	(41)	78%	(147)	188
Very Unfavorable of Biden	18%	(73)	82%	(325)	399
#1 Issue: Economy	27%	(148)	73%	(405)	552
#1 Issue: Security	23%	(45)	77%	(148)	193
#1 Issue: Health Care	29%	(28)	71%	(68)	96
#1 Issue: Medicare / Social Security	18%	(30)	82%	(138)	168
#1 Issue: Women's Issues	27%	(32)	73%	(87)	119
#1 Issue: Energy	43%	(44)	57%	(59)	104
#1 Issue: Other	4%	(2)	96%	(57)	60
2022 House Vote: Democrat	28%	(179)	72%	(467)	646
2022 House Vote: Republican	18%	(70)	82%	(311)	381
2022 House Vote: Didnt Vote	29%	(85)	71%	(206)	291
2020 Vote: Joe Biden	28%	(195)	72%	(499)	694
2020 Vote: Donald Trump	18%	(65)	82%	(302)	367
2020 Vote: Didn't Vote	29%	(73)	71%	(176)	248
2018 House Vote: Democrat	27%	(151)	73%	(413)	564
2018 House Vote: Republican	18%	(62)	82%	(286)	349
2018 House Vote: Didnt Vote	30%	(120)	70%	(281)	401
4-Region: Northeast	24%	(60)	76%	(193)	253
4-Region: Midwest	20%	(56)	80%	(220)	276
4-Region: South	30%	(150)	70%	(352)	502
4-Region: West	25%	(78)	75%	(231)	309
Sports Fans	27%	(296)	73%	(797)	1093
Avid Sports Fans	37%	(177)	63%	(302)	479
Casual Sports Fans	19%	(119)	81%	(495)	615
Tennis Fans	34%	(210)	66%	(415)	625
Pickleball Fans	42%	(131)	58%	(183)	314
ESPN Subscribers	46%	(134)	54%	(156)	290
Played Pickleball	36%	(105)	64%	(186)	291

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

Table MCSP2_3NET: *Which of the following describes how you heard about Pickleball?*
Online advertisements

Demographic	Selected		Not Selected		Total N
Adults	9%	(124)	91%	(1217)	1340
Gender: Male	12%	(85)	88%	(622)	707
Gender: Female	6%	(39)	94%	(594)	632
Age: 18-34	18%	(70)	82%	(324)	394
Age: 35-44	13%	(28)	87%	(191)	219
Age: 45-64	4%	(18)	96%	(391)	409
Age: 65+	3%	(8)	97%	(311)	319
GenZers: 1997-2012	12%	(14)	88%	(108)	122
Millennials: 1981-1996	18%	(80)	82%	(372)	452
GenXers: 1965-1980	6%	(18)	94%	(267)	286
Baby Boomers: 1946-1964	2%	(10)	98%	(445)	455
PID: Dem (no lean)	13%	(82)	87%	(529)	611
PID: Ind (no lean)	6%	(22)	94%	(365)	387
PID: Rep (no lean)	6%	(19)	94%	(323)	342
PID/Gender: Dem Men	18%	(60)	82%	(277)	337
PID/Gender: Dem Women	8%	(23)	92%	(251)	274
PID/Gender: Ind Men	7%	(13)	93%	(171)	184
PID/Gender: Ind Women	5%	(9)	95%	(194)	203
PID/Gender: Rep Men	7%	(13)	93%	(174)	186
PID/Gender: Rep Women	4%	(7)	96%	(149)	156
Ideo: Liberal (1-3)	13%	(56)	87%	(376)	432
Ideo: Moderate (4)	5%	(23)	95%	(390)	413
Ideo: Conservative (5-7)	9%	(37)	91%	(358)	395
Educ: < College	8%	(62)	92%	(725)	787
Educ: Bachelors degree	10%	(36)	90%	(313)	348
Educ: Post-grad	13%	(26)	87%	(179)	205
Income: Under 50k	8%	(51)	92%	(588)	639
Income: 50k-100k	11%	(50)	89%	(385)	435
Income: 100k+	9%	(23)	91%	(244)	266
Ethnicity: White	8%	(80)	92%	(940)	1021
Ethnicity: Hispanic	11%	(27)	89%	(208)	235
Ethnicity: Black	17%	(31)	83%	(152)	183

Table MCSP2_3NET: *Which of the following describes how you heard about Pickleball?*
Online advertisements

Demographic	Selected		Not Selected		Total N
Adults	9%	(124)	91%	(1217)	1340
Ethnicity: Other	9%	(12)	91%	(125)	137
All Christian	9%	(54)	91%	(566)	620
All Non-Christian	20%	(21)	80%	(82)	102
Atheist	9%	(6)	91%	(65)	71
Agnostic/Nothing in particular	5%	(17)	95%	(316)	334
Something Else	12%	(26)	88%	(188)	214
Religious Non-Protestant/Catholic	18%	(21)	82%	(91)	111
Evangelical	13%	(42)	87%	(284)	325
Non-Evangelical	8%	(37)	92%	(456)	493
Community: Urban	16%	(64)	84%	(331)	396
Community: Suburban	7%	(44)	93%	(581)	626
Community: Rural	5%	(15)	95%	(304)	319
Employ: Private Sector	12%	(59)	88%	(453)	512
Employ: Government	16%	(11)	84%	(60)	71
Employ: Self-Employed	14%	(17)	86%	(109)	126
Employ: Homemaker	10%	(6)	90%	(60)	66
Employ: Retired	2%	(6)	98%	(342)	348
Employ: Unemployed	12%	(15)	88%	(111)	126
Employ: Other	12%	(7)	88%	(48)	54
Military HH: Yes	7%	(13)	93%	(168)	181
Military HH: No	10%	(111)	90%	(1048)	1159
RD/WT: Right Direction	13%	(67)	87%	(450)	516
RD/WT: Wrong Track	7%	(57)	93%	(767)	824
Biden Job Approve	11%	(73)	89%	(606)	680
Biden Job Disapprove	8%	(45)	92%	(545)	591
Biden Job Strongly Approve	17%	(50)	83%	(254)	304
Biden Job Somewhat Approve	6%	(23)	94%	(352)	376
Biden Job Somewhat Disapprove	10%	(23)	90%	(204)	227
Biden Job Strongly Disapprove	6%	(22)	94%	(341)	363
Favorable of Biden	12%	(85)	88%	(609)	695
Unfavorable of Biden	6%	(35)	94%	(552)	587

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Table MCSP2_3NET: *Which of the following describes how you heard about Pickleball?*
Online advertisements

Demographic	Selected		Not Selected		Total N
Adults	9%	(124)	91%	(1217)	1340
Very Favorable of Biden	14%	(45)	86%	(276)	321
Somewhat Favorable of Biden	11%	(40)	89%	(334)	374
Somewhat Unfavorable of Biden	6%	(11)	94%	(177)	188
Very Unfavorable of Biden	6%	(23)	94%	(375)	399
#1 Issue: Economy	10%	(53)	90%	(499)	552
#1 Issue: Security	14%	(27)	86%	(167)	193
#1 Issue: Health Care	13%	(13)	87%	(83)	96
#1 Issue: Medicare / Social Security	1%	(2)	99%	(165)	168
#1 Issue: Women's Issues	5%	(6)	95%	(112)	119
#1 Issue: Energy	10%	(11)	90%	(93)	104
#1 Issue: Other	9%	(6)	91%	(54)	60
2022 House Vote: Democrat	11%	(68)	89%	(578)	646
2022 House Vote: Republican	6%	(24)	94%	(357)	381
2022 House Vote: Didnt Vote	10%	(30)	90%	(261)	291
2020 Vote: Joe Biden	12%	(83)	88%	(611)	694
2020 Vote: Donald Trump	6%	(23)	94%	(344)	367
2020 Vote: Didn't Vote	7%	(17)	93%	(231)	248
2018 House Vote: Democrat	10%	(58)	90%	(506)	564
2018 House Vote: Republican	7%	(24)	93%	(325)	349
2018 House Vote: Didnt Vote	10%	(40)	90%	(361)	401
4-Region: Northeast	10%	(25)	90%	(228)	253
4-Region: Midwest	7%	(20)	93%	(257)	276
4-Region: South	9%	(44)	91%	(459)	502
4-Region: West	11%	(35)	89%	(274)	309
Sports Fans	11%	(115)	89%	(978)	1093
Avid Sports Fans	16%	(75)	84%	(404)	479
Casual Sports Fans	7%	(40)	93%	(575)	615
Tennis Fans	14%	(86)	86%	(540)	625
Pickleball Fans	19%	(59)	81%	(255)	314
ESPN Subscribers	17%	(51)	83%	(239)	290
Played Pickleball	15%	(44)	85%	(247)	291

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

Table MCSP2_4NET: *Which of the following describes how you heard about Pickleball?*
TV advertisements

Demographic	Selected		Not Selected		Total N
Adults	15%	(208)	85%	(1133)	1340
Gender: Male	17%	(122)	83%	(585)	707
Gender: Female	13%	(85)	87%	(547)	632
Age: 18-34	22%	(85)	78%	(309)	394
Age: 35-44	15%	(33)	85%	(186)	219
Age: 45-64	15%	(63)	85%	(345)	409
Age: 65+	8%	(26)	92%	(293)	319
GenZers: 1997-2012	16%	(19)	84%	(103)	122
Millennials: 1981-1996	21%	(95)	79%	(357)	452
GenXers: 1965-1980	15%	(44)	85%	(242)	286
Baby Boomers: 1946-1964	10%	(46)	90%	(409)	455
PID: Dem (no lean)	20%	(123)	80%	(488)	611
PID: Ind (no lean)	10%	(39)	90%	(349)	387
PID: Rep (no lean)	13%	(46)	87%	(296)	342
PID/Gender: Dem Men	24%	(80)	76%	(256)	337
PID/Gender: Dem Women	16%	(43)	84%	(231)	274
PID/Gender: Ind Men	7%	(12)	93%	(172)	184
PID/Gender: Ind Women	13%	(27)	87%	(176)	203
PID/Gender: Rep Men	16%	(30)	84%	(156)	186
PID/Gender: Rep Women	10%	(16)	90%	(140)	156
Ideo: Liberal (1-3)	14%	(59)	86%	(374)	432
Ideo: Moderate (4)	19%	(77)	81%	(336)	413
Ideo: Conservative (5-7)	16%	(64)	84%	(331)	395
Educ: < College	16%	(128)	84%	(659)	787
Educ: Bachelors degree	14%	(49)	86%	(300)	348
Educ: Post-grad	15%	(31)	85%	(174)	205
Income: Under 50k	18%	(115)	82%	(524)	639
Income: 50k-100k	11%	(47)	89%	(388)	435
Income: 100k+	17%	(45)	83%	(221)	266
Ethnicity: White	14%	(146)	86%	(874)	1021
Ethnicity: Hispanic	23%	(55)	77%	(180)	235
Ethnicity: Black	24%	(44)	76%	(139)	183

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Table MCSP2_4NET: *Which of the following describes how you heard about Pickleball?*
TV advertisements

Demographic	Selected		Not Selected		Total N
Adults	15%	(208)	85%	(1133)	1340
Ethnicity: Other	12%	(17)	88%	(120)	137
All Christian	17%	(106)	83%	(514)	620
All Non-Christian	23%	(24)	77%	(79)	102
Atheist	13%	(9)	87%	(62)	71
Agnostic/Nothing in particular	12%	(39)	88%	(294)	334
Something Else	14%	(30)	86%	(184)	214
Religious Non-Protestant/Catholic	24%	(26)	76%	(85)	111
Evangelical	23%	(74)	77%	(252)	325
Non-Evangelical	12%	(58)	88%	(435)	493
Community: Urban	21%	(82)	79%	(314)	396
Community: Suburban	12%	(78)	88%	(548)	626
Community: Rural	15%	(48)	85%	(271)	319
Employ: Private Sector	18%	(92)	82%	(421)	512
Employ: Government	15%	(10)	85%	(60)	71
Employ: Self-Employed	19%	(24)	81%	(101)	126
Employ: Homemaker	12%	(8)	88%	(58)	66
Employ: Retired	7%	(24)	93%	(324)	348
Employ: Unemployed	30%	(37)	70%	(89)	126
Employ: Other	13%	(7)	87%	(47)	54
Military HH: Yes	16%	(30)	84%	(151)	181
Military HH: No	15%	(178)	85%	(982)	1159
RD/WT: Right Direction	25%	(127)	75%	(390)	516
RD/WT: Wrong Track	10%	(81)	90%	(743)	824
Biden Job Approve	21%	(140)	79%	(539)	680
Biden Job Disapprove	11%	(67)	89%	(523)	591
Biden Job Strongly Approve	30%	(93)	70%	(211)	304
Biden Job Somewhat Approve	13%	(48)	87%	(328)	376
Biden Job Somewhat Disapprove	16%	(35)	84%	(192)	227
Biden Job Strongly Disapprove	9%	(32)	91%	(332)	363
Favorable of Biden	20%	(139)	80%	(555)	695
Unfavorable of Biden	11%	(64)	89%	(523)	587

Table MCSP2_4NET: *Which of the following describes how you heard about Pickleball?*

TV advertisements

Demographic	Selected		Not Selected		Total N
Adults	15%	(208)	85%	(1133)	1340
Very Favorable of Biden	25%	(81)	75%	(240)	321
Somewhat Favorable of Biden	16%	(58)	84%	(316)	374
Somewhat Unfavorable of Biden	12%	(22)	88%	(166)	188
Very Unfavorable of Biden	10%	(41)	90%	(357)	399
#1 Issue: Economy	17%	(95)	83%	(457)	552
#1 Issue: Security	10%	(19)	90%	(175)	193
#1 Issue: Health Care	13%	(13)	87%	(83)	96
#1 Issue: Medicare / Social Security	13%	(21)	87%	(146)	168
#1 Issue: Women's Issues	16%	(19)	84%	(100)	119
#1 Issue: Energy	18%	(18)	82%	(85)	104
#1 Issue: Other	19%	(11)	81%	(48)	60
2022 House Vote: Democrat	20%	(130)	80%	(517)	646
2022 House Vote: Republican	13%	(49)	87%	(332)	381
2022 House Vote: Didnt Vote	10%	(28)	90%	(263)	291
2020 Vote: Joe Biden	19%	(130)	81%	(564)	694
2020 Vote: Donald Trump	10%	(38)	90%	(329)	367
2020 Vote: Didn't Vote	15%	(38)	85%	(211)	248
2018 House Vote: Democrat	20%	(110)	80%	(454)	564
2018 House Vote: Republican	9%	(32)	91%	(316)	349
2018 House Vote: Didnt Vote	16%	(64)	84%	(337)	401
4-Region: Northeast	14%	(36)	86%	(217)	253
4-Region: Midwest	18%	(50)	82%	(226)	276
4-Region: South	16%	(81)	84%	(421)	502
4-Region: West	13%	(40)	87%	(269)	309
Sports Fans	16%	(180)	84%	(913)	1093
Avid Sports Fans	22%	(106)	78%	(373)	479
Casual Sports Fans	12%	(75)	88%	(540)	615
Tennis Fans	21%	(133)	79%	(493)	625
Pickleball Fans	24%	(75)	76%	(239)	314
ESPN Subscribers	30%	(88)	70%	(202)	290
Played Pickleball	18%	(53)	82%	(238)	291

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

Table MCSP2_5NET: *Which of the following describes how you heard about Pickleball?*
Mentioned on TV programming, other than advertising

Demographic	Selected		Not Selected		Total N
Adults	29%	(383)	71%	(957)	1340
Gender: Male	30%	(211)	70%	(496)	707
Gender: Female	27%	(172)	73%	(461)	632
Age: 18-34	23%	(89)	77%	(305)	394
Age: 35-44	20%	(44)	80%	(175)	219
Age: 45-64	29%	(120)	71%	(289)	409
Age: 65+	41%	(130)	59%	(189)	319
GenZers: 1997-2012	12%	(14)	88%	(108)	122
Millennials: 1981-1996	24%	(109)	76%	(344)	452
GenXers: 1965-1980	27%	(76)	73%	(210)	286
Baby Boomers: 1946-1964	38%	(174)	62%	(281)	455
PID: Dem (no lean)	31%	(188)	69%	(423)	611
PID: Ind (no lean)	27%	(104)	73%	(283)	387
PID: Rep (no lean)	27%	(92)	73%	(250)	342
PID/Gender: Dem Men	30%	(102)	70%	(235)	337
PID/Gender: Dem Women	31%	(86)	69%	(188)	274
PID/Gender: Ind Men	33%	(61)	67%	(124)	184
PID/Gender: Ind Women	21%	(43)	79%	(160)	203
PID/Gender: Rep Men	26%	(49)	74%	(138)	186
PID/Gender: Rep Women	28%	(43)	72%	(113)	156
Ideo: Liberal (1-3)	34%	(146)	66%	(286)	432
Ideo: Moderate (4)	26%	(107)	74%	(306)	413
Ideo: Conservative (5-7)	27%	(106)	73%	(289)	395
Educ: < College	28%	(222)	72%	(565)	787
Educ: Bachelors degree	29%	(100)	71%	(248)	348
Educ: Post-grad	30%	(61)	70%	(144)	205
Income: Under 50k	29%	(188)	71%	(451)	639
Income: 50k-100k	32%	(137)	68%	(298)	435
Income: 100k+	22%	(58)	78%	(208)	266
Ethnicity: White	29%	(298)	71%	(722)	1021
Ethnicity: Hispanic	27%	(64)	73%	(171)	235
Ethnicity: Black	29%	(53)	71%	(130)	183

Continued on next page

Table MCSP2_5NET: *Which of the following describes how you heard about Pickleball?*
Mentioned on TV programming, other than advertising

Demographic	Selected		Not Selected		Total N
Adults	29%	(383)	71%	(957)	1340
Ethnicity: Other	24%	(32)	76%	(105)	137
All Christian	31%	(191)	69%	(429)	620
All Non-Christian	27%	(27)	73%	(75)	102
Atheist	30%	(21)	70%	(50)	71
Agnostic/Nothing in particular	29%	(97)	71%	(237)	334
Something Else	22%	(46)	78%	(167)	214
Religious Non-Protestant/Catholic	28%	(32)	72%	(80)	111
Evangelical	23%	(76)	77%	(249)	325
Non-Evangelical	32%	(157)	68%	(337)	493
Community: Urban	27%	(106)	73%	(290)	396
Community: Suburban	29%	(183)	71%	(442)	626
Community: Rural	29%	(94)	71%	(225)	319
Employ: Private Sector	23%	(120)	77%	(392)	512
Employ: Government	23%	(16)	77%	(54)	71
Employ: Self-Employed	21%	(27)	79%	(99)	126
Employ: Homemaker	38%	(25)	62%	(41)	66
Employ: Retired	39%	(135)	61%	(213)	348
Employ: Unemployed	37%	(46)	63%	(80)	126
Employ: Other	22%	(12)	78%	(42)	54
Military HH: Yes	38%	(68)	62%	(113)	181
Military HH: No	27%	(315)	73%	(844)	1159
RD/WT: Right Direction	31%	(161)	69%	(355)	516
RD/WT: Wrong Track	27%	(222)	73%	(602)	824
Biden Job Approve	31%	(208)	69%	(471)	680
Biden Job Disapprove	26%	(154)	74%	(436)	591
Biden Job Strongly Approve	37%	(113)	63%	(191)	304
Biden Job Somewhat Approve	25%	(95)	75%	(280)	376
Biden Job Somewhat Disapprove	32%	(74)	68%	(154)	227
Biden Job Strongly Disapprove	22%	(81)	78%	(282)	363
Favorable of Biden	31%	(217)	69%	(478)	695
Unfavorable of Biden	24%	(143)	76%	(444)	587

Table MCSP2_5NET: *Which of the following describes how you heard about Pickleball?*

Mentioned on TV programming, other than advertising

Demographic	Selected		Not Selected		Total N
Adults	29%	(383)	71%	(957)	1340
Very Favorable of Biden	35%	(113)	65%	(208)	321
Somewhat Favorable of Biden	28%	(105)	72%	(269)	374
Somewhat Unfavorable of Biden	28%	(52)	72%	(136)	188
Very Unfavorable of Biden	23%	(91)	77%	(307)	399
#1 Issue: Economy	25%	(137)	75%	(416)	552
#1 Issue: Security	34%	(65)	66%	(128)	193
#1 Issue: Health Care	33%	(32)	67%	(65)	96
#1 Issue: Medicare / Social Security	36%	(61)	64%	(107)	168
#1 Issue: Women's Issues	23%	(28)	77%	(91)	119
#1 Issue: Energy	26%	(27)	74%	(77)	104
#1 Issue: Other	40%	(24)	60%	(35)	60
2022 House Vote: Democrat	32%	(204)	68%	(442)	646
2022 House Vote: Republican	27%	(102)	73%	(279)	381
2022 House Vote: Didnt Vote	25%	(74)	75%	(217)	291
2020 Vote: Joe Biden	32%	(223)	68%	(471)	694
2020 Vote: Donald Trump	27%	(100)	73%	(267)	367
2020 Vote: Didn't Vote	23%	(56)	77%	(192)	248
2018 House Vote: Democrat	32%	(180)	68%	(385)	564
2018 House Vote: Republican	28%	(98)	72%	(250)	349
2018 House Vote: Didnt Vote	25%	(101)	75%	(300)	401
4-Region: Northeast	31%	(79)	69%	(174)	253
4-Region: Midwest	26%	(71)	74%	(205)	276
4-Region: South	26%	(133)	74%	(369)	502
4-Region: West	32%	(100)	68%	(210)	309
Sports Fans	30%	(330)	70%	(764)	1093
Avid Sports Fans	30%	(142)	70%	(337)	479
Casual Sports Fans	31%	(188)	69%	(427)	615
Tennis Fans	31%	(195)	69%	(431)	625
Pickleball Fans	30%	(94)	70%	(220)	314
ESPN Subscribers	25%	(73)	75%	(217)	290
Played Pickleball	24%	(69)	76%	(222)	291

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

Table MCSP2_6NET: *Which of the following describes how you heard about Pickleball?*

Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	14%	(193)	86%	(1147)	1340
Gender: Male	14%	(97)	86%	(611)	707
Gender: Female	15%	(97)	85%	(536)	632
Age: 18-34	14%	(56)	86%	(338)	394
Age: 35-44	15%	(33)	85%	(186)	219
Age: 45-64	15%	(61)	85%	(348)	409
Age: 65+	14%	(43)	86%	(275)	319
GenZers: 1997-2012	22%	(27)	78%	(95)	122
Millennials: 1981-1996	13%	(57)	87%	(395)	452
GenXers: 1965-1980	16%	(46)	84%	(240)	286
Baby Boomers: 1946-1964	13%	(57)	87%	(398)	455
PID: Dem (no lean)	14%	(84)	86%	(528)	611
PID: Ind (no lean)	17%	(68)	83%	(320)	387
PID: Rep (no lean)	12%	(42)	88%	(300)	342
PID/Gender: Dem Men	11%	(36)	89%	(300)	337
PID/Gender: Dem Women	17%	(47)	83%	(226)	274
PID/Gender: Ind Men	19%	(35)	81%	(150)	184
PID/Gender: Ind Women	16%	(33)	84%	(170)	203
PID/Gender: Rep Men	14%	(26)	86%	(161)	186
PID/Gender: Rep Women	10%	(16)	90%	(140)	156
Ideo: Liberal (1-3)	14%	(61)	86%	(371)	432
Ideo: Moderate (4)	16%	(65)	84%	(348)	413
Ideo: Conservative (5-7)	12%	(46)	88%	(348)	395
Educ: < College	16%	(128)	84%	(659)	787
Educ: Bachelors degree	13%	(45)	87%	(304)	348
Educ: Post-grad	10%	(21)	90%	(184)	205
Income: Under 50k	16%	(103)	84%	(536)	639
Income: 50k-100k	14%	(61)	86%	(375)	435
Income: 100k+	11%	(30)	89%	(237)	266
Ethnicity: White	12%	(126)	88%	(895)	1021
Ethnicity: Hispanic	12%	(28)	88%	(207)	235
Ethnicity: Black	20%	(36)	80%	(146)	183

Table MCSP2_6NET: *Which of the following describes how you heard about Pickleball?*

Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	14%	(193)	86%	(1147)	1340
Ethnicity: Other	23%	(31)	77%	(106)	137
All Christian	10%	(62)	90%	(558)	620
All Non-Christian	13%	(13)	87%	(89)	102
Atheist	15%	(10)	85%	(60)	71
Agnostic/Nothing in particular	19%	(62)	81%	(272)	334
Something Else	21%	(45)	79%	(168)	214
Religious Non-Protestant/Catholic	12%	(13)	88%	(98)	111
Evangelical	13%	(42)	87%	(283)	325
Non-Evangelical	13%	(65)	87%	(428)	493
Community: Urban	19%	(74)	81%	(322)	396
Community: Suburban	11%	(67)	89%	(559)	626
Community: Rural	17%	(53)	83%	(266)	319
Employ: Private Sector	12%	(61)	88%	(452)	512
Employ: Government	22%	(16)	78%	(55)	71
Employ: Self-Employed	7%	(9)	93%	(117)	126
Employ: Homemaker	13%	(8)	87%	(57)	66
Employ: Retired	16%	(55)	84%	(292)	348
Employ: Unemployed	18%	(22)	82%	(104)	126
Employ: Other	25%	(13)	75%	(41)	54
Military HH: Yes	17%	(31)	83%	(150)	181
Military HH: No	14%	(162)	86%	(997)	1159
RD/WT: Right Direction	13%	(66)	87%	(450)	516
RD/WT: Wrong Track	15%	(127)	85%	(697)	824
Biden Job Approve	14%	(94)	86%	(585)	680
Biden Job Disapprove	15%	(89)	85%	(501)	591
Biden Job Strongly Approve	12%	(35)	88%	(269)	304
Biden Job Somewhat Approve	16%	(59)	84%	(316)	376
Biden Job Somewhat Disapprove	15%	(34)	85%	(193)	227
Biden Job Strongly Disapprove	15%	(55)	85%	(308)	363
Favorable of Biden	14%	(100)	86%	(595)	695
Unfavorable of Biden	15%	(87)	85%	(500)	587

Table MCSP2_6NET: *Which of the following describes how you heard about Pickleball?*
Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	14%	(193)	86%	(1147)	1340
Very Favorable of Biden	14%	(44)	86%	(277)	321
Somewhat Favorable of Biden	15%	(57)	85%	(317)	374
Somewhat Unfavorable of Biden	18%	(34)	82%	(154)	188
Very Unfavorable of Biden	13%	(53)	87%	(345)	399
#1 Issue: Economy	15%	(83)	85%	(469)	552
#1 Issue: Security	6%	(11)	94%	(182)	193
#1 Issue: Health Care	17%	(16)	83%	(80)	96
#1 Issue: Medicare / Social Security	19%	(33)	81%	(135)	168
#1 Issue: Women's Issues	14%	(16)	86%	(103)	119
#1 Issue: Energy	9%	(10)	91%	(94)	104
#1 Issue: Other	28%	(17)	72%	(43)	60
2022 House Vote: Democrat	14%	(90)	86%	(557)	646
2022 House Vote: Republican	11%	(40)	89%	(341)	381
2022 House Vote: Didnt Vote	21%	(61)	79%	(231)	291
2020 Vote: Joe Biden	15%	(101)	85%	(593)	694
2020 Vote: Donald Trump	12%	(45)	88%	(322)	367
2020 Vote: Didn't Vote	18%	(43)	82%	(205)	248
2018 House Vote: Democrat	13%	(76)	87%	(488)	564
2018 House Vote: Republican	11%	(38)	89%	(311)	349
2018 House Vote: Didnt Vote	19%	(76)	81%	(325)	401
4-Region: Northeast	12%	(30)	88%	(223)	253
4-Region: Midwest	14%	(39)	86%	(237)	276
4-Region: South	15%	(77)	85%	(425)	502
4-Region: West	15%	(47)	85%	(263)	309
Sports Fans	12%	(127)	88%	(966)	1093
Avid Sports Fans	10%	(47)	90%	(431)	479
Casual Sports Fans	13%	(80)	87%	(535)	615
Tennis Fans	10%	(63)	90%	(562)	625
Pickleball Fans	5%	(16)	95%	(298)	314
ESPN Subscribers	9%	(27)	91%	(263)	290
Played Pickleball	12%	(36)	88%	(255)	291

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

Table MCSP3: *Have you ever played tennis?*

Demographic	Yes		No		Total N
Adults	58%	(1281)	42%	(921)	2202
Gender: Male	62%	(669)	38%	(403)	1072
Gender: Female	54%	(611)	46%	(515)	1127
Age: 18-34	59%	(375)	41%	(256)	631
Age: 35-44	57%	(213)	43%	(159)	372
Age: 45-64	57%	(407)	43%	(305)	711
Age: 65+	59%	(286)	41%	(201)	487
GenZers: 1997-2012	56%	(117)	44%	(93)	210
Millennials: 1981-1996	60%	(429)	40%	(290)	719
GenXers: 1965-1980	55%	(281)	45%	(234)	515
Baby Boomers: 1946-1964	60%	(435)	40%	(284)	719
PID: Dem (no lean)	57%	(519)	43%	(388)	907
PID: Ind (no lean)	59%	(411)	41%	(286)	696
PID: Rep (no lean)	59%	(351)	41%	(247)	599
PID/Gender: Dem Men	58%	(268)	42%	(191)	459
PID/Gender: Dem Women	56%	(250)	44%	(195)	445
PID/Gender: Ind Men	65%	(196)	35%	(106)	302
PID/Gender: Ind Women	55%	(214)	45%	(178)	393
PID/Gender: Rep Men	66%	(204)	34%	(106)	310
PID/Gender: Rep Women	51%	(147)	49%	(142)	289
Ideo: Liberal (1-3)	60%	(404)	40%	(267)	670
Ideo: Moderate (4)	56%	(372)	44%	(293)	665
Ideo: Conservative (5-7)	61%	(395)	39%	(251)	646
Educ: < College	51%	(740)	49%	(699)	1439
Educ: Bachelors degree	70%	(340)	30%	(145)	485
Educ: Post-grad	72%	(201)	28%	(77)	278
Income: Under 50k	50%	(596)	50%	(586)	1182
Income: 50k-100k	65%	(422)	35%	(232)	654
Income: 100k+	72%	(263)	28%	(104)	366
Ethnicity: White	58%	(984)	42%	(716)	1699
Ethnicity: Hispanic	53%	(203)	47%	(176)	379
Ethnicity: Black	55%	(155)	45%	(128)	283
Ethnicity: Other	65%	(142)	35%	(78)	220

Table MCSP3: *Have you ever played tennis?*

Demographic	Yes		No		Total N
Adults	58%	(1281)	42%	(921)	2202
All Christian	59%	(583)	41%	(407)	990
All Non-Christian	64%	(92)	36%	(53)	144
Atheist	67%	(73)	33%	(37)	110
Agnostic/Nothing in particular	56%	(340)	44%	(267)	607
Something Else	55%	(192)	45%	(158)	351
Religious Non-Protestant/Catholic	62%	(99)	38%	(60)	159
Evangelical	56%	(300)	44%	(235)	536
Non-Evangelical	59%	(463)	41%	(319)	781
Community: Urban	62%	(410)	38%	(251)	661
Community: Suburban	59%	(586)	41%	(410)	996
Community: Rural	52%	(285)	48%	(260)	545
Employ: Private Sector	62%	(488)	38%	(293)	781
Employ: Government	70%	(66)	30%	(29)	95
Employ: Self-Employed	70%	(136)	30%	(59)	196
Employ: Homemaker	46%	(68)	54%	(82)	150
Employ: Student	69%	(35)	31%	(16)	51
Employ: Retired	54%	(310)	46%	(269)	579
Employ: Unemployed	53%	(129)	47%	(117)	246
Employ: Other	46%	(48)	54%	(57)	105
Military HH: Yes	63%	(176)	37%	(104)	280
Military HH: No	57%	(1105)	43%	(817)	1922
RD/WT: Right Direction	57%	(433)	43%	(321)	753
RD/WT: Wrong Track	59%	(848)	41%	(600)	1449
Biden Job Approve	60%	(614)	40%	(416)	1030
Biden Job Disapprove	57%	(599)	43%	(448)	1047
Biden Job Strongly Approve	59%	(254)	41%	(177)	431
Biden Job Somewhat Approve	60%	(361)	40%	(239)	600
Biden Job Somewhat Disapprove	56%	(210)	44%	(164)	374
Biden Job Strongly Disapprove	58%	(389)	42%	(283)	673
Favorable of Biden	60%	(630)	40%	(424)	1055
Unfavorable of Biden	58%	(600)	42%	(436)	1036

Continued on next page

Table MCSP3: *Have you ever played tennis?*

Demographic	Yes		No		Total N
Adults	58%	(1281)	42%	(921)	2202
Very Favorable of Biden	58%	(271)	42%	(197)	468
Somewhat Favorable of Biden	61%	(359)	39%	(227)	586
Somewhat Unfavorable of Biden	59%	(188)	41%	(131)	320
Very Unfavorable of Biden	57%	(412)	43%	(304)	716
#1 Issue: Economy	60%	(523)	40%	(354)	877
#1 Issue: Security	60%	(182)	40%	(119)	301
#1 Issue: Health Care	50%	(84)	50%	(86)	170
#1 Issue: Medicare / Social Security	51%	(146)	49%	(143)	289
#1 Issue: Women's Issues	60%	(134)	40%	(90)	225
#1 Issue: Education	66%	(51)	34%	(27)	78
#1 Issue: Energy	59%	(92)	41%	(64)	156
#1 Issue: Other	64%	(67)	36%	(38)	106
2022 House Vote: Democrat	61%	(596)	39%	(388)	984
2022 House Vote: Republican	59%	(378)	41%	(261)	640
2022 House Vote: Didnt Vote	52%	(277)	48%	(252)	529
2020 Vote: Joe Biden	60%	(612)	40%	(413)	1025
2020 Vote: Donald Trump	61%	(405)	39%	(258)	663
2020 Vote: Other	72%	(43)	28%	(17)	60
2020 Vote: Didn't Vote	49%	(221)	51%	(234)	454
2018 House Vote: Democrat	62%	(516)	38%	(321)	837
2018 House Vote: Republican	61%	(353)	39%	(229)	582
2018 House Vote: Didnt Vote	52%	(384)	48%	(350)	734
4-Region: Northeast	62%	(240)	38%	(146)	386
4-Region: Midwest	60%	(273)	40%	(182)	455
4-Region: South	53%	(449)	47%	(391)	840
4-Region: West	61%	(319)	39%	(203)	521
Sports Fans	65%	(1009)	35%	(541)	1550
Avid Sports Fans	70%	(417)	30%	(175)	592
Casual Sports Fans	62%	(592)	38%	(366)	958
Tennis Fans	79%	(623)	21%	(168)	791
Pickleball Fans	73%	(251)	27%	(91)	342
ESPN Subscribers	72%	(264)	28%	(100)	364

Table MCSP3: *Have you ever played tennis?*

Demographic	Yes		No		Total N
Adults	58%	(1281)	42%	(921)	2202
Played Pickleball	86%	(294)	14%	(46)	340

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

Table MCSP4: *As you may know, pickleball is a paddle sport that combines elements of tennis, badminton, and ping-pong using a paddle and plastic ball with holes. Have you ever played pickleball?*

Demographic	Yes		No		Total N
Adults	15%	(340)	85%	(1862)	2202
Gender: Male	20%	(212)	80%	(860)	1072
Gender: Female	11%	(128)	89%	(999)	1127
Age: 18-34	25%	(159)	75%	(473)	631
Age: 35-44	21%	(78)	79%	(294)	372
Age: 45-64	9%	(65)	91%	(646)	711
Age: 65+	8%	(39)	92%	(449)	487
GenZers: 1997-2012	34%	(70)	66%	(139)	210
Millennials: 1981-1996	20%	(143)	80%	(577)	719
GenXers: 1965-1980	14%	(71)	86%	(445)	515
Baby Boomers: 1946-1964	7%	(52)	93%	(667)	719
PID: Dem (no lean)	17%	(156)	83%	(751)	907
PID: Ind (no lean)	13%	(88)	87%	(609)	696
PID: Rep (no lean)	16%	(97)	84%	(502)	599
PID/Gender: Dem Men	20%	(92)	80%	(367)	459
PID/Gender: Dem Women	14%	(63)	86%	(382)	445
PID/Gender: Ind Men	17%	(51)	83%	(251)	302
PID/Gender: Ind Women	9%	(36)	91%	(356)	393
PID/Gender: Rep Men	22%	(68)	78%	(242)	310
PID/Gender: Rep Women	10%	(28)	90%	(260)	289
Ideo: Liberal (1-3)	16%	(105)	84%	(566)	670
Ideo: Moderate (4)	13%	(87)	87%	(577)	665
Ideo: Conservative (5-7)	18%	(115)	82%	(531)	646
Educ: < College	11%	(165)	89%	(1274)	1439
Educ: Bachelors degree	23%	(110)	77%	(374)	485
Educ: Post-grad	23%	(65)	77%	(214)	278
Income: Under 50k	11%	(135)	89%	(1047)	1182
Income: 50k-100k	18%	(118)	82%	(535)	654
Income: 100k+	24%	(87)	76%	(279)	366
Ethnicity: White	15%	(251)	85%	(1449)	1699
Ethnicity: Hispanic	15%	(58)	85%	(321)	379
Ethnicity: Black	16%	(44)	84%	(239)	283

Table MCSP4: *As you may know, pickleball is a paddle sport that combines elements of tennis, badminton, and ping-pong using a paddle and plastic ball with holes. Have you ever played pickleball?*

Demographic	Yes		No		Total N
Adults	15%	(340)	85%	(1862)	2202
Ethnicity: Other	21%	(45)	79%	(175)	220
All Christian	13%	(126)	87%	(864)	990
All Non-Christian	28%	(40)	72%	(104)	144
Atheist	22%	(24)	78%	(86)	110
Agnostic/Nothing in particular	14%	(83)	86%	(524)	607
Something Else	19%	(66)	81%	(285)	351
Religious Non-Protestant/Catholic	28%	(44)	72%	(115)	159
Evangelical	16%	(84)	84%	(452)	536
Non-Evangelical	13%	(103)	87%	(679)	781
Community: Urban	20%	(132)	80%	(529)	661
Community: Suburban	16%	(154)	84%	(842)	996
Community: Rural	10%	(54)	90%	(491)	545
Employ: Private Sector	20%	(156)	80%	(625)	781
Employ: Government	35%	(34)	65%	(62)	95
Employ: Self-Employed	21%	(41)	79%	(155)	196
Employ: Homemaker	9%	(13)	91%	(136)	150
Employ: Student	26%	(13)	74%	(37)	51
Employ: Retired	8%	(45)	92%	(534)	579
Employ: Unemployed	13%	(32)	87%	(214)	246
Employ: Other	6%	(6)	94%	(99)	105
Military HH: Yes	14%	(38)	86%	(241)	280
Military HH: No	16%	(302)	84%	(1621)	1922
RD/WT: Right Direction	19%	(143)	81%	(610)	753
RD/WT: Wrong Track	14%	(197)	86%	(1252)	1449
Biden Job Approve	16%	(168)	84%	(863)	1030
Biden Job Disapprove	14%	(151)	86%	(896)	1047
Biden Job Strongly Approve	20%	(87)	80%	(343)	431
Biden Job Somewhat Approve	13%	(80)	87%	(519)	600
Biden Job Somewhat Disapprove	16%	(62)	84%	(313)	374
Biden Job Strongly Disapprove	13%	(90)	87%	(583)	673

Table MCSP4: *As you may know, pickleball is a paddle sport that combines elements of tennis, badminton, and ping-pong using a paddle and plastic ball with holes. Have you ever played pickleball?*

Demographic	Yes		No		Total N
Adults	15%	(340)	85%	(1862)	2202
Favorable of Biden	16%	(174)	84%	(881)	1055
Unfavorable of Biden	15%	(151)	85%	(885)	1036
Very Favorable of Biden	16%	(77)	84%	(392)	468
Somewhat Favorable of Biden	17%	(97)	83%	(489)	586
Somewhat Unfavorable of Biden	17%	(55)	83%	(264)	320
Very Unfavorable of Biden	13%	(96)	87%	(620)	716
#1 Issue: Economy	15%	(133)	85%	(744)	877
#1 Issue: Security	16%	(48)	84%	(252)	301
#1 Issue: Health Care	18%	(30)	82%	(140)	170
#1 Issue: Medicare / Social Security	7%	(20)	93%	(269)	289
#1 Issue: Women's Issues	13%	(29)	87%	(195)	225
#1 Issue: Education	27%	(21)	73%	(57)	78
#1 Issue: Energy	26%	(40)	74%	(116)	156
#1 Issue: Other	17%	(18)	83%	(88)	106
2022 House Vote: Democrat	17%	(166)	83%	(818)	984
2022 House Vote: Republican	15%	(97)	85%	(543)	640
2022 House Vote: Didnt Vote	13%	(67)	87%	(462)	529
2020 Vote: Joe Biden	17%	(172)	83%	(853)	1025
2020 Vote: Donald Trump	14%	(93)	86%	(570)	663
2020 Vote: Other	19%	(11)	81%	(49)	60
2020 Vote: Didn't Vote	14%	(64)	86%	(390)	454
2018 House Vote: Democrat	17%	(139)	83%	(698)	837
2018 House Vote: Republican	16%	(93)	84%	(489)	582
2018 House Vote: Didnt Vote	13%	(96)	87%	(638)	734
4-Region: Northeast	20%	(77)	80%	(309)	386
4-Region: Midwest	17%	(76)	83%	(378)	455
4-Region: South	12%	(100)	88%	(740)	840
4-Region: West	17%	(87)	83%	(435)	521
Sports Fans	19%	(296)	81%	(1254)	1550
Avid Sports Fans	27%	(158)	73%	(434)	592
Casual Sports Fans	14%	(137)	86%	(820)	958

Table MCSP4: *As you may know, pickleball is a paddle sport that combines elements of tennis, badminton, and ping-pong using a paddle and plastic ball with holes. Have you ever played pickleball?*

Demographic	Yes		No		Total N
Adults	15%	(340)	85%	(1862)	2202
Tennis Fans	25%	(202)	75%	(589)	791
Pickleball Fans	44%	(152)	56%	(190)	342
ESPN Subscribers	32%	(116)	68%	(248)	364
Played Pickleball	100%	(340)	—	(0)	340

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

Table MCSP5_1: *Based on what you know, how interested are you in each of the following?*
Playing pickleball

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(223)	22%	(486)	16%	(343)	43%	(954)	9%	(196)	2202
Gender: Male	13%	(138)	23%	(249)	16%	(176)	40%	(424)	8%	(84)	1072
Gender: Female	8%	(85)	21%	(236)	15%	(167)	47%	(527)	10%	(111)	1127
Age: 18-34	16%	(100)	28%	(178)	16%	(102)	28%	(179)	12%	(73)	631
Age: 35-44	13%	(50)	22%	(82)	13%	(48)	41%	(153)	11%	(40)	372
Age: 45-64	7%	(49)	20%	(143)	15%	(107)	50%	(353)	8%	(59)	711
Age: 65+	5%	(25)	17%	(83)	18%	(86)	55%	(270)	5%	(24)	487
GenZers: 1997-2012	16%	(34)	22%	(45)	12%	(26)	38%	(80)	12%	(25)	210
Millennials: 1981-1996	15%	(110)	28%	(201)	15%	(108)	30%	(217)	12%	(83)	719
GenXers: 1965-1980	7%	(35)	20%	(104)	14%	(70)	50%	(259)	9%	(47)	515
Baby Boomers: 1946-1964	6%	(41)	18%	(133)	18%	(129)	52%	(375)	6%	(40)	719
PID: Dem (no lean)	13%	(115)	22%	(200)	16%	(144)	39%	(351)	11%	(97)	907
PID: Ind (no lean)	7%	(50)	22%	(153)	15%	(107)	48%	(331)	8%	(56)	696
PID: Rep (no lean)	10%	(58)	22%	(133)	15%	(93)	46%	(272)	7%	(43)	599
PID/Gender: Dem Men	17%	(76)	22%	(103)	16%	(75)	35%	(162)	9%	(42)	459
PID/Gender: Dem Women	9%	(39)	22%	(97)	15%	(69)	42%	(187)	12%	(54)	445
PID/Gender: Ind Men	8%	(25)	22%	(67)	19%	(57)	44%	(134)	6%	(19)	302
PID/Gender: Ind Women	6%	(25)	22%	(86)	13%	(50)	50%	(195)	9%	(36)	393
PID/Gender: Rep Men	12%	(37)	25%	(79)	15%	(45)	41%	(127)	7%	(22)	310
PID/Gender: Rep Women	7%	(21)	19%	(54)	17%	(48)	50%	(145)	7%	(21)	289
Ideo: Liberal (1-3)	12%	(81)	25%	(165)	17%	(114)	39%	(264)	7%	(47)	670
Ideo: Moderate (4)	9%	(63)	23%	(151)	13%	(90)	45%	(297)	10%	(65)	665
Ideo: Conservative (5-7)	10%	(66)	22%	(142)	16%	(101)	44%	(286)	8%	(51)	646
Educ: < College	7%	(95)	20%	(289)	15%	(211)	48%	(687)	11%	(157)	1439
Educ: Bachelors degree	16%	(77)	27%	(133)	17%	(83)	35%	(168)	5%	(23)	485
Educ: Post-grad	18%	(51)	23%	(64)	18%	(49)	36%	(99)	6%	(15)	278
Income: Under 50k	7%	(84)	19%	(220)	15%	(172)	48%	(567)	12%	(139)	1182
Income: 50k-100k	13%	(84)	26%	(170)	17%	(111)	39%	(257)	5%	(33)	654
Income: 100k+	15%	(55)	26%	(95)	17%	(61)	36%	(131)	7%	(24)	366
Ethnicity: White	10%	(174)	22%	(380)	15%	(260)	43%	(739)	9%	(147)	1699
Ethnicity: Hispanic	11%	(43)	26%	(97)	18%	(67)	31%	(119)	14%	(54)	379

Table MCSP5_1: *Based on what you know, how interested are you in each of the following?*
Playing pickleball

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(223)	22%	(486)	16%	(343)	43%	(954)	9%	(196)	2202
Ethnicity: Black	10%	(28)	19%	(54)	14%	(39)	46%	(131)	11%	(31)	283
Ethnicity: Other	10%	(21)	24%	(52)	20%	(44)	39%	(85)	8%	(17)	220
All Christian	11%	(109)	22%	(222)	15%	(149)	43%	(430)	8%	(80)	990
All Non-Christian	18%	(26)	19%	(27)	21%	(31)	33%	(47)	9%	(14)	144
Atheist	17%	(18)	20%	(22)	7%	(7)	47%	(52)	10%	(11)	110
Agnostic/Nothing in particular	6%	(38)	22%	(132)	18%	(107)	45%	(272)	10%	(58)	607
Something Else	9%	(32)	24%	(82)	14%	(48)	44%	(154)	10%	(34)	351
Religious Non-Protestant/Catholic	18%	(28)	20%	(32)	21%	(33)	33%	(52)	9%	(14)	159
Evangelical	14%	(73)	20%	(107)	13%	(67)	43%	(232)	10%	(56)	536
Non-Evangelical	8%	(64)	25%	(192)	16%	(126)	44%	(342)	7%	(58)	781
Community: Urban	11%	(74)	22%	(146)	14%	(94)	44%	(293)	8%	(54)	661
Community: Suburban	11%	(112)	24%	(237)	16%	(162)	40%	(394)	9%	(90)	996
Community: Rural	7%	(37)	19%	(103)	16%	(87)	49%	(267)	9%	(51)	545
Employ: Private Sector	15%	(119)	27%	(214)	15%	(114)	33%	(259)	10%	(74)	781
Employ: Government	13%	(13)	32%	(31)	16%	(15)	36%	(34)	3%	(3)	95
Employ: Self-Employed	10%	(19)	22%	(43)	16%	(30)	46%	(89)	7%	(13)	196
Employ: Homemaker	6%	(9)	23%	(34)	9%	(14)	49%	(73)	13%	(20)	150
Employ: Student	15%	(8)	27%	(13)	31%	(16)	22%	(11)	5%	(3)	51
Employ: Retired	5%	(30)	16%	(93)	18%	(103)	55%	(320)	6%	(32)	579
Employ: Unemployed	8%	(21)	15%	(37)	17%	(41)	43%	(107)	17%	(41)	246
Employ: Other	3%	(3)	20%	(21)	9%	(10)	58%	(61)	9%	(10)	105
Military HH: Yes	7%	(21)	20%	(56)	19%	(53)	48%	(134)	6%	(15)	280
Military HH: No	11%	(202)	22%	(429)	15%	(290)	43%	(821)	9%	(180)	1922
RD/WT: Right Direction	17%	(128)	23%	(172)	13%	(100)	38%	(283)	9%	(70)	753
RD/WT: Wrong Track	7%	(95)	22%	(314)	17%	(243)	46%	(671)	9%	(126)	1449
Biden Job Approve	14%	(145)	21%	(217)	16%	(161)	40%	(416)	9%	(91)	1030
Biden Job Disapprove	6%	(65)	24%	(247)	15%	(160)	48%	(503)	7%	(72)	1047

Table MCSP5_1: *Based on what you know, how interested are you in each of the following?*
Playing pickleball

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(223)	22%	(486)	16%	(343)	43%	(954)	9%	(196)	2202
Biden Job Strongly Approve	20%	(87)	19%	(84)	10%	(44)	40%	(171)	10%	(45)	431
Biden Job Somewhat Approve	10%	(58)	22%	(133)	19%	(117)	41%	(245)	8%	(47)	600
Biden Job Somewhat Disapprove	5%	(20)	28%	(103)	19%	(69)	40%	(149)	9%	(33)	374
Biden Job Strongly Disapprove	7%	(45)	21%	(143)	13%	(90)	53%	(355)	6%	(39)	673
Favorable of Biden	14%	(148)	22%	(232)	15%	(156)	40%	(424)	9%	(95)	1055
Unfavorable of Biden	6%	(63)	23%	(238)	16%	(170)	47%	(490)	7%	(75)	1036
Very Favorable of Biden	19%	(90)	18%	(82)	10%	(45)	41%	(191)	13%	(60)	468
Somewhat Favorable of Biden	10%	(58)	26%	(150)	19%	(111)	40%	(233)	6%	(35)	586
Somewhat Unfavorable of Biden	5%	(16)	26%	(84)	22%	(69)	37%	(118)	10%	(32)	320
Very Unfavorable of Biden	7%	(47)	21%	(154)	14%	(102)	52%	(372)	6%	(42)	716
#1 Issue: Economy	10%	(90)	24%	(210)	18%	(154)	40%	(350)	8%	(72)	877
#1 Issue: Security	9%	(27)	16%	(49)	15%	(46)	46%	(137)	14%	(42)	301
#1 Issue: Health Care	11%	(18)	19%	(33)	11%	(19)	52%	(88)	7%	(13)	170
#1 Issue: Medicare / Social Security	7%	(21)	20%	(59)	14%	(42)	52%	(150)	6%	(18)	289
#1 Issue: Women's Issues	11%	(25)	22%	(49)	11%	(25)	47%	(105)	9%	(20)	225
#1 Issue: Education	15%	(12)	28%	(22)	8%	(6)	44%	(34)	5%	(4)	78
#1 Issue: Energy	14%	(21)	30%	(46)	17%	(26)	31%	(48)	9%	(14)	156
#1 Issue: Other	7%	(8)	17%	(18)	24%	(25)	39%	(41)	13%	(13)	106
2022 House Vote: Democrat	12%	(116)	23%	(225)	15%	(143)	42%	(414)	9%	(86)	984
2022 House Vote: Republican	10%	(61)	24%	(154)	17%	(107)	45%	(285)	5%	(32)	640
2022 House Vote: Didnt Vote	8%	(43)	18%	(96)	17%	(91)	43%	(228)	14%	(72)	529
2020 Vote: Joe Biden	13%	(129)	23%	(239)	15%	(159)	40%	(414)	8%	(84)	1025
2020 Vote: Donald Trump	8%	(54)	22%	(143)	15%	(102)	47%	(314)	8%	(51)	663
2020 Vote: Other	4%	(2)	30%	(18)	12%	(7)	47%	(28)	7%	(4)	60
2020 Vote: Didn't Vote	8%	(38)	19%	(86)	17%	(75)	44%	(199)	12%	(57)	454
2018 House Vote: Democrat	12%	(104)	22%	(181)	16%	(132)	41%	(341)	9%	(79)	837
2018 House Vote: Republican	9%	(52)	23%	(133)	16%	(95)	47%	(273)	5%	(29)	582
2018 House Vote: Didnt Vote	9%	(64)	22%	(159)	15%	(112)	43%	(316)	11%	(83)	734

Table MCSP5_1: *Based on what you know, how interested are you in each of the following?*
Playing pickleball

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(223)	22%	(486)	16%	(343)	43%	(954)	9%	(196)	2202
4-Region: Northeast	10%	(39)	22%	(83)	16%	(64)	44%	(170)	8%	(30)	386
4-Region: Midwest	9%	(40)	23%	(104)	14%	(63)	46%	(211)	8%	(37)	455
4-Region: South	10%	(87)	21%	(179)	15%	(129)	44%	(366)	9%	(79)	840
4-Region: West	11%	(57)	23%	(120)	17%	(87)	40%	(208)	10%	(50)	521
Sports Fans	14%	(212)	27%	(420)	18%	(272)	35%	(538)	7%	(108)	1550
Avid Sports Fans	22%	(131)	29%	(172)	15%	(88)	26%	(155)	8%	(47)	592
Casual Sports Fans	8%	(81)	26%	(248)	19%	(184)	40%	(383)	6%	(62)	958
Tennis Fans	19%	(152)	35%	(275)	16%	(130)	23%	(181)	7%	(53)	791
Pickleball Fans	39%	(135)	40%	(135)	10%	(35)	5%	(19)	5%	(18)	342
ESPN Subscribers	22%	(82)	31%	(114)	17%	(60)	23%	(84)	7%	(24)	364
Played Pickleball	30%	(101)	35%	(120)	16%	(54)	14%	(48)	5%	(18)	340

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

Table MCSP5_2: *Based on what you know, how interested are you in each of the following?*
Watching pickleball on TV/live streaming

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(180)	16%	(351)	15%	(328)	52%	(1136)	9%	(206)	2202
Gender: Male	11%	(118)	17%	(184)	16%	(168)	48%	(510)	8%	(91)	1072
Gender: Female	5%	(62)	15%	(166)	14%	(160)	55%	(623)	10%	(116)	1127
Age: 18-34	16%	(101)	17%	(110)	14%	(86)	40%	(253)	13%	(81)	631
Age: 35-44	11%	(40)	15%	(55)	14%	(54)	50%	(185)	10%	(39)	372
Age: 45-64	3%	(24)	16%	(115)	15%	(104)	57%	(407)	9%	(62)	711
Age: 65+	3%	(17)	15%	(71)	17%	(84)	60%	(291)	5%	(25)	487
GenZers: 1997-2012	13%	(27)	16%	(34)	12%	(24)	46%	(97)	13%	(27)	210
Millennials: 1981-1996	15%	(109)	18%	(127)	14%	(101)	41%	(294)	12%	(88)	719
GenXers: 1965-1980	5%	(23)	13%	(70)	13%	(66)	60%	(309)	9%	(48)	515
Baby Boomers: 1946-1964	2%	(16)	16%	(115)	18%	(131)	58%	(414)	6%	(43)	719
PID: Dem (no lean)	13%	(115)	17%	(157)	13%	(121)	46%	(421)	10%	(92)	907
PID: Ind (no lean)	4%	(28)	16%	(109)	14%	(98)	57%	(398)	9%	(64)	696
PID: Rep (no lean)	6%	(37)	14%	(85)	18%	(109)	53%	(317)	8%	(50)	599
PID/Gender: Dem Men	17%	(79)	19%	(86)	14%	(66)	40%	(186)	9%	(43)	459
PID/Gender: Dem Women	8%	(36)	16%	(71)	12%	(55)	53%	(234)	11%	(50)	445
PID/Gender: Ind Men	3%	(10)	18%	(56)	14%	(44)	57%	(172)	7%	(20)	302
PID/Gender: Ind Women	5%	(18)	14%	(54)	14%	(54)	57%	(224)	11%	(43)	393
PID/Gender: Rep Men	9%	(29)	14%	(43)	19%	(58)	49%	(152)	9%	(28)	310
PID/Gender: Rep Women	3%	(8)	15%	(42)	18%	(51)	57%	(165)	8%	(23)	289
Ideo: Liberal (1-3)	12%	(84)	17%	(117)	14%	(93)	49%	(327)	7%	(49)	670
Ideo: Moderate (4)	8%	(52)	18%	(117)	16%	(104)	49%	(326)	10%	(66)	665
Ideo: Conservative (5-7)	6%	(39)	16%	(103)	16%	(100)	54%	(351)	8%	(53)	646
Educ: < College	7%	(98)	15%	(211)	13%	(187)	54%	(772)	12%	(171)	1439
Educ: Bachelors degree	10%	(49)	19%	(94)	19%	(95)	46%	(225)	5%	(22)	485
Educ: Post-grad	12%	(33)	16%	(46)	17%	(47)	50%	(139)	5%	(14)	278
Income: Under 50k	7%	(78)	14%	(165)	13%	(154)	54%	(637)	13%	(148)	1182
Income: 50k-100k	10%	(64)	19%	(127)	16%	(106)	49%	(321)	5%	(36)	654
Income: 100k+	10%	(38)	16%	(59)	19%	(68)	49%	(178)	6%	(23)	366
Ethnicity: White	8%	(132)	15%	(260)	14%	(242)	53%	(908)	9%	(158)	1699
Ethnicity: Hispanic	15%	(55)	13%	(51)	12%	(45)	44%	(168)	16%	(60)	379

Table MCSP5_2: *Based on what you know, how interested are you in each of the following?*
Watching pickleball on TV/live streaming

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(180)	16%	(351)	15%	(328)	52%	(1136)	9%	(206)	2202
Ethnicity: Black	15%	(42)	16%	(44)	12%	(33)	47%	(133)	11%	(30)	283
Ethnicity: Other	3%	(7)	21%	(47)	24%	(53)	43%	(95)	8%	(19)	220
All Christian	10%	(100)	15%	(152)	16%	(160)	50%	(491)	9%	(87)	990
All Non-Christian	16%	(23)	17%	(25)	20%	(29)	38%	(55)	8%	(12)	144
Atheist	7%	(7)	18%	(20)	13%	(14)	53%	(58)	10%	(11)	110
Agnostic/Nothing in particular	4%	(24)	14%	(86)	12%	(74)	59%	(355)	11%	(68)	607
Something Else	8%	(27)	20%	(69)	14%	(50)	50%	(176)	8%	(29)	351
Religious Non-Protestant/Catholic	16%	(26)	18%	(29)	20%	(32)	38%	(60)	7%	(12)	159
Evangelical	14%	(73)	17%	(89)	13%	(71)	47%	(249)	10%	(54)	536
Non-Evangelical	6%	(49)	16%	(125)	17%	(136)	52%	(409)	8%	(62)	781
Community: Urban	11%	(74)	17%	(114)	12%	(78)	51%	(334)	9%	(61)	661
Community: Suburban	7%	(72)	16%	(160)	18%	(177)	50%	(500)	9%	(87)	996
Community: Rural	6%	(34)	14%	(78)	13%	(73)	55%	(302)	11%	(58)	545
Employ: Private Sector	12%	(97)	19%	(151)	16%	(128)	43%	(335)	9%	(70)	781
Employ: Government	10%	(10)	23%	(21)	17%	(16)	46%	(44)	4%	(4)	95
Employ: Self-Employed	9%	(17)	16%	(32)	13%	(25)	52%	(102)	10%	(20)	196
Employ: Homemaker	3%	(5)	10%	(14)	6%	(9)	66%	(99)	15%	(22)	150
Employ: Student	13%	(7)	15%	(8)	33%	(17)	34%	(17)	5%	(3)	51
Employ: Retired	3%	(15)	15%	(87)	16%	(94)	61%	(351)	5%	(31)	579
Employ: Unemployed	11%	(27)	12%	(28)	9%	(21)	50%	(124)	18%	(45)	246
Employ: Other	2%	(3)	9%	(9)	17%	(18)	61%	(64)	10%	(10)	105
Military HH: Yes	6%	(18)	16%	(44)	17%	(49)	55%	(153)	6%	(16)	280
Military HH: No	8%	(163)	16%	(307)	15%	(279)	51%	(983)	10%	(190)	1922
RD/WT: Right Direction	15%	(114)	21%	(161)	13%	(99)	41%	(312)	9%	(67)	753
RD/WT: Wrong Track	5%	(66)	13%	(190)	16%	(229)	57%	(824)	10%	(139)	1449
Biden Job Approve	12%	(126)	18%	(189)	14%	(147)	47%	(481)	9%	(88)	1030
Biden Job Disapprove	4%	(44)	15%	(152)	17%	(173)	57%	(596)	8%	(82)	1047

Continued on next page

Table MCSP5_2: *Based on what you know, how interested are you in each of the following?*
Watching pickleball on TV/live streaming

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(180)	16%	(351)	15%	(328)	52%	(1136)	9%	(206)	2202
Biden Job Strongly Approve	21%	(91)	20%	(84)	10%	(42)	41%	(177)	9%	(37)	431
Biden Job Somewhat Approve	6%	(35)	17%	(104)	18%	(105)	51%	(304)	8%	(51)	600
Biden Job Somewhat Disapprove	6%	(22)	17%	(64)	17%	(64)	50%	(188)	10%	(37)	374
Biden Job Strongly Disapprove	3%	(22)	13%	(89)	16%	(109)	61%	(408)	7%	(45)	673
Favorable of Biden	12%	(128)	19%	(196)	14%	(145)	47%	(496)	8%	(89)	1055
Unfavorable of Biden	4%	(40)	14%	(148)	17%	(179)	56%	(580)	9%	(88)	1036
Very Favorable of Biden	18%	(84)	18%	(86)	9%	(43)	44%	(204)	11%	(52)	468
Somewhat Favorable of Biden	7%	(43)	19%	(110)	18%	(103)	50%	(293)	6%	(37)	586
Somewhat Unfavorable of Biden	4%	(12)	14%	(46)	19%	(62)	50%	(159)	13%	(41)	320
Very Unfavorable of Biden	4%	(27)	14%	(102)	16%	(117)	59%	(421)	7%	(48)	716
#1 Issue: Economy	6%	(54)	18%	(161)	17%	(145)	50%	(439)	9%	(77)	877
#1 Issue: Security	11%	(32)	8%	(25)	13%	(40)	52%	(156)	16%	(47)	301
#1 Issue: Health Care	10%	(17)	9%	(16)	14%	(24)	58%	(99)	9%	(16)	170
#1 Issue: Medicare / Social Security	4%	(12)	19%	(56)	17%	(51)	54%	(155)	5%	(15)	289
#1 Issue: Women's Issues	11%	(25)	7%	(16)	12%	(26)	60%	(135)	10%	(22)	225
#1 Issue: Education	9%	(7)	30%	(23)	12%	(10)	44%	(34)	5%	(4)	78
#1 Issue: Energy	14%	(23)	25%	(40)	13%	(21)	37%	(58)	10%	(15)	156
#1 Issue: Other	10%	(10)	13%	(14)	11%	(12)	56%	(59)	10%	(11)	106
2022 House Vote: Democrat	11%	(105)	17%	(170)	14%	(136)	50%	(488)	9%	(85)	984
2022 House Vote: Republican	6%	(35)	16%	(103)	18%	(114)	55%	(349)	6%	(39)	640
2022 House Vote: Didnt Vote	7%	(38)	13%	(69)	14%	(73)	52%	(273)	15%	(77)	529
2020 Vote: Joe Biden	12%	(127)	17%	(171)	13%	(135)	50%	(508)	8%	(84)	1025
2020 Vote: Donald Trump	5%	(31)	15%	(97)	18%	(117)	54%	(361)	8%	(56)	663
2020 Vote: Other	1%	(1)	16%	(10)	13%	(8)	61%	(37)	9%	(6)	60
2020 Vote: Didn't Vote	5%	(22)	16%	(73)	15%	(68)	51%	(230)	13%	(61)	454
2018 House Vote: Democrat	11%	(94)	17%	(146)	14%	(113)	48%	(405)	9%	(79)	837
2018 House Vote: Republican	5%	(27)	16%	(93)	18%	(103)	56%	(325)	6%	(34)	582
2018 House Vote: Didnt Vote	8%	(57)	14%	(102)	15%	(107)	52%	(381)	12%	(87)	734

Table MCSP5_2: *Based on what you know, how interested are you in each of the following?*
Watching pickleball on TV/live streaming

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(180)	16%	(351)	15%	(328)	52%	(1136)	9%	(206)	2202
4-Region: Northeast	9%	(36)	16%	(60)	17%	(64)	51%	(195)	8%	(30)	386
4-Region: Midwest	6%	(28)	15%	(66)	15%	(69)	55%	(251)	9%	(41)	455
4-Region: South	9%	(72)	17%	(140)	13%	(108)	52%	(436)	10%	(84)	840
4-Region: West	9%	(44)	16%	(85)	17%	(87)	49%	(254)	10%	(51)	521
Sports Fans	11%	(169)	21%	(318)	17%	(268)	44%	(684)	7%	(111)	1550
Avid Sports Fans	22%	(128)	21%	(126)	17%	(98)	33%	(194)	8%	(46)	592
Casual Sports Fans	4%	(40)	20%	(191)	18%	(170)	51%	(490)	7%	(65)	958
Tennis Fans	18%	(140)	28%	(221)	19%	(147)	30%	(239)	6%	(44)	791
Pickleball Fans	30%	(104)	34%	(116)	19%	(65)	12%	(42)	5%	(15)	342
ESPN Subscribers	22%	(79)	24%	(87)	16%	(57)	31%	(111)	8%	(30)	364
Played Pickleball	21%	(73)	25%	(84)	18%	(61)	31%	(104)	5%	(18)	340

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

Table MCSP5_3: *Based on what you know, how interested are you in each of the following?*
Attending/watching a pickleball game at a live in-person event or tournament

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(157)	16%	(347)	16%	(348)	52%	(1146)	9%	(204)	2202
Gender: Male	9%	(96)	17%	(181)	18%	(191)	48%	(516)	8%	(87)	1072
Gender: Female	5%	(61)	15%	(165)	14%	(157)	56%	(627)	10%	(117)	1127
Age: 18-34	15%	(93)	20%	(127)	13%	(82)	40%	(254)	12%	(74)	631
Age: 35-44	7%	(27)	16%	(58)	17%	(62)	49%	(184)	11%	(41)	372
Age: 45-64	3%	(23)	14%	(99)	16%	(115)	58%	(414)	8%	(60)	711
Age: 65+	3%	(13)	13%	(62)	18%	(89)	60%	(294)	6%	(29)	487
GenZers: 1997-2012	11%	(24)	19%	(39)	11%	(22)	47%	(98)	12%	(26)	210
Millennials: 1981-1996	13%	(94)	19%	(140)	15%	(109)	41%	(292)	12%	(85)	719
GenXers: 1965-1980	4%	(21)	13%	(69)	14%	(72)	59%	(305)	9%	(48)	515
Baby Boomers: 1946-1964	2%	(14)	13%	(92)	19%	(139)	60%	(429)	6%	(46)	719
PID: Dem (no lean)	10%	(94)	20%	(178)	15%	(138)	46%	(413)	9%	(83)	907
PID: Ind (no lean)	5%	(31)	13%	(88)	16%	(108)	57%	(396)	10%	(72)	696
PID: Rep (no lean)	5%	(31)	13%	(81)	17%	(102)	56%	(337)	8%	(48)	599
PID/Gender: Dem Men	15%	(67)	20%	(93)	17%	(80)	40%	(185)	7%	(34)	459
PID/Gender: Dem Women	6%	(27)	19%	(85)	13%	(58)	51%	(227)	11%	(49)	445
PID/Gender: Ind Men	2%	(6)	17%	(51)	18%	(54)	54%	(164)	9%	(28)	302
PID/Gender: Ind Women	7%	(26)	9%	(37)	14%	(54)	59%	(231)	11%	(45)	393
PID/Gender: Rep Men	8%	(23)	12%	(37)	18%	(57)	54%	(167)	8%	(25)	310
PID/Gender: Rep Women	3%	(8)	15%	(43)	16%	(45)	59%	(170)	8%	(23)	289
Ideo: Liberal (1-3)	11%	(71)	19%	(130)	17%	(111)	48%	(324)	5%	(34)	670
Ideo: Moderate (4)	7%	(44)	16%	(105)	16%	(105)	51%	(337)	11%	(73)	665
Ideo: Conservative (5-7)	6%	(36)	15%	(95)	17%	(107)	54%	(352)	9%	(56)	646
Educ: < College	6%	(93)	13%	(191)	14%	(200)	55%	(793)	11%	(162)	1439
Educ: Bachelors degree	8%	(41)	22%	(106)	20%	(95)	44%	(212)	6%	(30)	485
Educ: Post-grad	8%	(23)	18%	(50)	19%	(53)	51%	(141)	4%	(12)	278
Income: Under 50k	6%	(70)	14%	(162)	12%	(147)	56%	(662)	12%	(142)	1182
Income: 50k-100k	9%	(58)	19%	(121)	18%	(117)	49%	(319)	6%	(37)	654
Income: 100k+	8%	(29)	17%	(63)	23%	(84)	45%	(166)	7%	(25)	366
Ethnicity: White	7%	(121)	15%	(258)	15%	(262)	53%	(905)	9%	(153)	1699
Ethnicity: Hispanic	15%	(55)	16%	(62)	10%	(37)	46%	(173)	13%	(51)	379

Continued on next page

Table MCSP5_3: *Based on what you know, how interested are you in each of the following?*
Attending/watching a pickleball game at a live in-person event or tournament

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(157)	16%	(347)	16%	(348)	52%	(1146)	9%	(204)	2202
Ethnicity: Black	12%	(33)	15%	(42)	13%	(37)	50%	(143)	10%	(29)	283
Ethnicity: Other	2%	(3)	21%	(47)	22%	(49)	45%	(98)	10%	(23)	220
All Christian	9%	(89)	16%	(158)	17%	(164)	51%	(504)	8%	(76)	990
All Non-Christian	14%	(20)	17%	(24)	23%	(33)	38%	(55)	9%	(14)	144
Atheist	5%	(6)	17%	(18)	17%	(18)	51%	(56)	10%	(12)	110
Agnostic/Nothing in particular	3%	(17)	16%	(94)	13%	(79)	57%	(343)	12%	(73)	607
Something Else	7%	(25)	15%	(52)	16%	(55)	54%	(189)	9%	(30)	351
Religious Non-Protestant/Catholic	14%	(22)	17%	(27)	22%	(35)	38%	(61)	9%	(14)	159
Evangelical	10%	(55)	16%	(87)	14%	(76)	49%	(260)	11%	(57)	536
Non-Evangelical	7%	(54)	15%	(119)	18%	(139)	54%	(420)	6%	(48)	781
Community: Urban	9%	(61)	17%	(114)	13%	(83)	51%	(339)	10%	(65)	661
Community: Suburban	7%	(68)	17%	(165)	19%	(193)	49%	(490)	8%	(80)	996
Community: Rural	5%	(28)	13%	(68)	13%	(73)	58%	(317)	11%	(59)	545
Employ: Private Sector	10%	(80)	20%	(158)	18%	(144)	42%	(327)	9%	(73)	781
Employ: Government	12%	(11)	18%	(18)	18%	(17)	48%	(46)	3%	(3)	95
Employ: Self-Employed	8%	(15)	15%	(30)	14%	(28)	52%	(102)	10%	(20)	196
Employ: Homemaker	4%	(6)	8%	(12)	7%	(10)	65%	(98)	16%	(24)	150
Employ: Student	7%	(4)	27%	(14)	10%	(5)	52%	(26)	4%	(2)	51
Employ: Retired	1%	(8)	12%	(72)	18%	(107)	61%	(355)	6%	(36)	579
Employ: Unemployed	12%	(30)	13%	(32)	10%	(24)	51%	(125)	14%	(35)	246
Employ: Other	3%	(3)	10%	(11)	13%	(13)	64%	(68)	9%	(10)	105
Military HH: Yes	7%	(19)	13%	(38)	22%	(62)	53%	(148)	5%	(14)	280
Military HH: No	7%	(138)	16%	(309)	15%	(287)	52%	(999)	10%	(189)	1922
RD/WT: Right Direction	13%	(101)	22%	(167)	14%	(108)	42%	(315)	8%	(63)	753
RD/WT: Wrong Track	4%	(55)	12%	(180)	17%	(241)	57%	(831)	10%	(141)	1449
Biden Job Approve	10%	(107)	19%	(197)	16%	(162)	47%	(484)	8%	(80)	1030
Biden Job Disapprove	3%	(36)	14%	(145)	17%	(176)	58%	(603)	8%	(87)	1047

Table MCSP5_3: *Based on what you know, how interested are you in each of the following?*
Attending/watching a pickleball game at a live in-person event or tournament

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(157)	16%	(347)	16%	(348)	52%	(1146)	9%	(204)	2202
Biden Job Strongly Approve	17%	(74)	22%	(95)	13%	(56)	41%	(176)	7%	(30)	431
Biden Job Somewhat Approve	5%	(33)	17%	(102)	18%	(107)	51%	(308)	8%	(50)	600
Biden Job Somewhat Disapprove	6%	(21)	15%	(57)	19%	(71)	51%	(191)	9%	(35)	374
Biden Job Strongly Disapprove	2%	(15)	13%	(88)	16%	(105)	61%	(412)	8%	(52)	673
Favorable of Biden	11%	(115)	19%	(199)	15%	(161)	47%	(496)	8%	(84)	1055
Unfavorable of Biden	3%	(29)	14%	(143)	17%	(179)	57%	(592)	9%	(93)	1036
Very Favorable of Biden	15%	(72)	19%	(90)	13%	(62)	42%	(197)	10%	(48)	468
Somewhat Favorable of Biden	7%	(43)	19%	(109)	17%	(99)	51%	(299)	6%	(37)	586
Somewhat Unfavorable of Biden	4%	(12)	13%	(41)	20%	(65)	51%	(163)	12%	(39)	320
Very Unfavorable of Biden	2%	(16)	14%	(102)	16%	(114)	60%	(429)	8%	(54)	716
#1 Issue: Economy	7%	(59)	17%	(147)	18%	(158)	50%	(441)	8%	(72)	877
#1 Issue: Security	8%	(25)	12%	(35)	12%	(35)	53%	(158)	16%	(48)	301
#1 Issue: Health Care	11%	(20)	7%	(12)	13%	(22)	60%	(102)	8%	(14)	170
#1 Issue: Medicare / Social Security	3%	(8)	16%	(46)	18%	(53)	58%	(167)	5%	(15)	289
#1 Issue: Women's Issues	7%	(17)	13%	(30)	12%	(26)	58%	(130)	10%	(22)	225
#1 Issue: Education	8%	(6)	28%	(21)	15%	(11)	45%	(35)	5%	(4)	78
#1 Issue: Energy	13%	(21)	23%	(36)	16%	(25)	37%	(58)	10%	(16)	156
#1 Issue: Other	2%	(2)	17%	(18)	17%	(18)	52%	(55)	12%	(13)	106
2022 House Vote: Democrat	9%	(88)	19%	(185)	16%	(153)	49%	(478)	8%	(79)	984
2022 House Vote: Republican	6%	(35)	15%	(95)	18%	(116)	55%	(352)	6%	(41)	640
2022 House Vote: Didnt Vote	6%	(33)	10%	(55)	14%	(74)	55%	(291)	15%	(77)	529
2020 Vote: Joe Biden	11%	(108)	18%	(189)	15%	(157)	48%	(495)	7%	(76)	1025
2020 Vote: Donald Trump	4%	(25)	14%	(93)	18%	(122)	55%	(366)	9%	(57)	663
2020 Vote: Other	—	(0)	20%	(12)	13%	(8)	59%	(35)	8%	(5)	60
2020 Vote: Didn't Vote	5%	(24)	12%	(53)	14%	(62)	55%	(250)	14%	(66)	454
2018 House Vote: Democrat	9%	(75)	20%	(166)	16%	(131)	47%	(394)	8%	(71)	837
2018 House Vote: Republican	5%	(28)	15%	(85)	18%	(105)	56%	(324)	7%	(39)	582
2018 House Vote: Didnt Vote	7%	(54)	11%	(84)	14%	(106)	55%	(403)	12%	(87)	734

Table MCSP5_3: *Based on what you know, how interested are you in each of the following?*

Attending/watching a pickleball game at a live in-person event or tournament

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(157)	16%	(347)	16%	(348)	52%	(1146)	9%	(204)	2202
4-Region: Northeast	8%	(30)	16%	(62)	17%	(66)	50%	(195)	8%	(33)	386
4-Region: Midwest	4%	(18)	16%	(73)	15%	(69)	55%	(252)	9%	(42)	455
4-Region: South	7%	(55)	17%	(139)	15%	(125)	52%	(438)	10%	(83)	840
4-Region: West	10%	(53)	14%	(72)	17%	(88)	50%	(261)	9%	(47)	521
Sports Fans	9%	(140)	20%	(315)	18%	(282)	45%	(692)	8%	(121)	1550
Avid Sports Fans	17%	(102)	23%	(138)	19%	(112)	33%	(196)	8%	(45)	592
Casual Sports Fans	4%	(38)	19%	(178)	18%	(170)	52%	(496)	8%	(76)	958
Tennis Fans	15%	(117)	28%	(219)	19%	(150)	32%	(255)	6%	(49)	791
Pickleball Fans	28%	(96)	36%	(124)	17%	(59)	13%	(46)	5%	(17)	342
ESPN Subscribers	19%	(68)	28%	(102)	14%	(49)	32%	(117)	8%	(28)	364
Played Pickleball	20%	(68)	29%	(99)	17%	(58)	29%	(97)	5%	(18)	340

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

Table MCSP6: *As you may know, professional athletes and celebrities such as Tom Brady, LeBron James, Patrick Mahomes and Mark Cuban are investing in professional pickleball, such as through team/league ownership, sponsorships, tournament organizing, and televising. Based on this information, how interested are you in watching pickleball?*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(198)	20%	(433)	22%	(475)	43%	(949)	7%	(147)	2202
Gender: Male	11%	(121)	21%	(227)	25%	(265)	38%	(407)	5%	(52)	1072
Gender: Female	7%	(77)	18%	(205)	19%	(210)	48%	(541)	8%	(94)	1127
Age: 18-34	15%	(96)	22%	(142)	25%	(156)	31%	(195)	7%	(42)	631
Age: 35-44	12%	(44)	20%	(73)	19%	(71)	39%	(146)	10%	(38)	372
Age: 45-64	6%	(43)	17%	(122)	21%	(148)	49%	(348)	7%	(50)	711
Age: 65+	3%	(15)	20%	(96)	20%	(100)	53%	(260)	3%	(17)	487
GenZers: 1997-2012	12%	(25)	28%	(59)	21%	(45)	33%	(69)	6%	(12)	210
Millennials: 1981-1996	15%	(111)	20%	(145)	23%	(162)	33%	(237)	9%	(65)	719
GenXers: 1965-1980	7%	(34)	16%	(85)	21%	(106)	48%	(249)	8%	(42)	515
Baby Boomers: 1946-1964	3%	(24)	19%	(139)	21%	(154)	52%	(374)	4%	(27)	719
PID: Dem (no lean)	13%	(117)	21%	(191)	21%	(192)	39%	(357)	6%	(51)	907
PID: Ind (no lean)	5%	(35)	17%	(122)	22%	(155)	46%	(323)	9%	(61)	696
PID: Rep (no lean)	8%	(46)	20%	(120)	21%	(128)	45%	(269)	6%	(35)	599
PID/Gender: Dem Men	16%	(74)	23%	(108)	24%	(109)	33%	(151)	4%	(18)	459
PID/Gender: Dem Women	10%	(43)	18%	(82)	18%	(82)	46%	(206)	7%	(32)	445
PID/Gender: Ind Men	5%	(15)	20%	(62)	26%	(80)	42%	(127)	6%	(19)	302
PID/Gender: Ind Women	5%	(20)	15%	(60)	19%	(75)	50%	(195)	11%	(42)	393
PID/Gender: Rep Men	10%	(32)	18%	(57)	24%	(76)	42%	(129)	5%	(16)	310
PID/Gender: Rep Women	5%	(14)	22%	(63)	18%	(53)	48%	(140)	7%	(19)	289
Ideo: Liberal (1-3)	12%	(80)	19%	(128)	23%	(157)	41%	(274)	5%	(31)	670
Ideo: Moderate (4)	9%	(59)	21%	(142)	21%	(138)	42%	(277)	8%	(50)	665
Ideo: Conservative (5-7)	8%	(55)	22%	(143)	19%	(125)	46%	(296)	4%	(28)	646
Educ: < College	7%	(101)	18%	(263)	21%	(308)	45%	(647)	8%	(120)	1439
Educ: Bachelors degree	12%	(57)	25%	(123)	22%	(107)	37%	(178)	4%	(20)	485
Educ: Post-grad	14%	(40)	17%	(47)	22%	(60)	44%	(124)	3%	(7)	278
Income: Under 50k	7%	(80)	17%	(195)	21%	(249)	46%	(544)	10%	(114)	1182
Income: 50k-100k	12%	(76)	22%	(146)	21%	(137)	42%	(271)	4%	(23)	654
Income: 100k+	11%	(41)	25%	(91)	24%	(89)	37%	(134)	3%	(10)	366
Ethnicity: White	9%	(145)	19%	(319)	21%	(362)	45%	(768)	6%	(104)	1699

Table MCSP6: *As you may know, professional athletes and celebrities such as Tom Brady, LeBron James, Patrick Mahomes and Mark Cuban are investing in professional pickleball, such as through team/league ownership, sponsorships, tournament organizing, and televising. Based on this information, how interested are you in watching pickleball?*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(198)	20%	(433)	22%	(475)	43%	(949)	7%	(147)	2202
Ethnicity: Hispanic	14%	(53)	19%	(70)	28%	(107)	33%	(126)	6%	(24)	379
Ethnicity: Black	13%	(36)	23%	(65)	20%	(55)	35%	(100)	10%	(27)	283
Ethnicity: Other	8%	(17)	22%	(49)	26%	(57)	37%	(81)	7%	(16)	220
All Christian	10%	(98)	20%	(195)	23%	(231)	41%	(411)	6%	(55)	990
All Non-Christian	21%	(30)	16%	(23)	29%	(42)	28%	(41)	7%	(10)	144
Atheist	11%	(12)	18%	(20)	16%	(17)	49%	(54)	6%	(7)	110
Agnostic/Nothing in particular	5%	(29)	17%	(100)	19%	(117)	51%	(308)	9%	(53)	607
Something Else	8%	(29)	27%	(95)	20%	(68)	39%	(137)	6%	(22)	351
Religious Non-Protestant/Catholic	20%	(31)	17%	(26)	29%	(46)	29%	(46)	6%	(10)	159
Evangelical	14%	(78)	22%	(116)	16%	(84)	41%	(220)	7%	(38)	536
Non-Evangelical	6%	(46)	21%	(166)	27%	(211)	41%	(319)	5%	(39)	781
Community: Urban	13%	(86)	19%	(128)	21%	(140)	39%	(257)	8%	(50)	661
Community: Suburban	7%	(74)	22%	(222)	24%	(236)	41%	(410)	5%	(53)	996
Community: Rural	7%	(38)	15%	(82)	18%	(99)	52%	(282)	8%	(44)	545
Employ: Private Sector	14%	(108)	23%	(181)	23%	(179)	35%	(273)	5%	(39)	781
Employ: Government	11%	(11)	25%	(24)	19%	(18)	43%	(41)	2%	(2)	95
Employ: Self-Employed	8%	(16)	22%	(43)	19%	(37)	45%	(88)	6%	(12)	196
Employ: Homemaker	4%	(6)	15%	(23)	14%	(21)	54%	(82)	12%	(18)	150
Employ: Student	9%	(4)	25%	(13)	36%	(18)	22%	(11)	8%	(4)	51
Employ: Retired	3%	(16)	18%	(105)	23%	(135)	51%	(293)	5%	(29)	579
Employ: Unemployed	13%	(33)	12%	(29)	18%	(45)	44%	(108)	13%	(32)	246
Employ: Other	4%	(4)	14%	(14)	20%	(21)	51%	(54)	11%	(11)	105
Military HH: Yes	7%	(19)	23%	(66)	25%	(71)	41%	(114)	4%	(10)	280
Military HH: No	9%	(178)	19%	(367)	21%	(404)	43%	(836)	7%	(137)	1922
RD/WT: Right Direction	18%	(139)	23%	(175)	20%	(149)	34%	(254)	5%	(36)	753
RD/WT: Wrong Track	4%	(59)	18%	(258)	23%	(326)	48%	(695)	8%	(111)	1449
Biden Job Approve	14%	(143)	21%	(220)	20%	(205)	40%	(413)	5%	(48)	1030
Biden Job Disapprove	4%	(43)	19%	(200)	22%	(230)	48%	(506)	6%	(68)	1047

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Table MCSP6: *As you may know, professional athletes and celebrities such as Tom Brady, LeBron James, Patrick Mahomes and Mark Cuban are investing in professional pickleball, such as through team/league ownership, sponsorships, tournament organizing, and televising. Based on this information, how interested are you in watching pickleball?*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(198)	20%	(433)	22%	(475)	43%	(949)	7%	(147)	2202
Biden Job Strongly Approve	24%	(105)	20%	(87)	14%	(59)	38%	(163)	4%	(17)	431
Biden Job Somewhat Approve	6%	(39)	22%	(133)	24%	(146)	42%	(250)	5%	(31)	600
Biden Job Somewhat Disapprove	4%	(16)	20%	(74)	27%	(101)	41%	(152)	8%	(31)	374
Biden Job Strongly Disapprove	4%	(27)	19%	(126)	19%	(129)	53%	(354)	6%	(37)	673
Favorable of Biden	14%	(143)	21%	(219)	21%	(224)	40%	(418)	5%	(50)	1055
Unfavorable of Biden	4%	(41)	20%	(206)	22%	(224)	48%	(494)	7%	(70)	1036
Very Favorable of Biden	22%	(101)	18%	(86)	14%	(66)	41%	(191)	5%	(24)	468
Somewhat Favorable of Biden	7%	(42)	23%	(133)	27%	(158)	39%	(227)	4%	(26)	586
Somewhat Unfavorable of Biden	5%	(16)	19%	(61)	26%	(84)	40%	(128)	10%	(31)	320
Very Unfavorable of Biden	4%	(26)	20%	(145)	20%	(140)	51%	(366)	6%	(40)	716
#1 Issue: Economy	9%	(76)	21%	(182)	22%	(197)	42%	(373)	6%	(49)	877
#1 Issue: Security	7%	(21)	18%	(54)	23%	(70)	45%	(135)	7%	(21)	301
#1 Issue: Health Care	9%	(15)	14%	(23)	28%	(47)	42%	(71)	8%	(14)	170
#1 Issue: Medicare / Social Security	5%	(13)	22%	(65)	26%	(74)	42%	(121)	5%	(15)	289
#1 Issue: Women's Issues	11%	(25)	12%	(27)	15%	(33)	54%	(120)	8%	(19)	225
#1 Issue: Education	16%	(13)	26%	(20)	20%	(16)	31%	(24)	7%	(5)	78
#1 Issue: Energy	15%	(24)	30%	(47)	14%	(21)	34%	(53)	7%	(12)	156
#1 Issue: Other	10%	(10)	13%	(14)	16%	(17)	49%	(52)	12%	(13)	106
2022 House Vote: Democrat	12%	(121)	20%	(201)	21%	(202)	42%	(409)	5%	(51)	984
2022 House Vote: Republican	8%	(49)	21%	(136)	21%	(132)	45%	(289)	5%	(33)	640
2022 House Vote: Didnt Vote	5%	(27)	16%	(82)	25%	(135)	43%	(228)	11%	(57)	529
2020 Vote: Joe Biden	12%	(126)	20%	(206)	22%	(229)	40%	(410)	5%	(54)	1025
2020 Vote: Donald Trump	5%	(36)	21%	(137)	20%	(133)	47%	(311)	7%	(46)	663
2020 Vote: Other	—	(0)	23%	(14)	24%	(14)	45%	(27)	8%	(5)	60
2020 Vote: Didn't Vote	8%	(36)	17%	(76)	22%	(99)	44%	(201)	9%	(42)	454
2018 House Vote: Democrat	12%	(104)	22%	(181)	20%	(167)	41%	(342)	5%	(44)	837
2018 House Vote: Republican	7%	(39)	20%	(119)	21%	(120)	47%	(275)	5%	(29)	582
2018 House Vote: Didnt Vote	7%	(54)	16%	(117)	25%	(182)	42%	(311)	10%	(70)	734

Table MCSP6: *As you may know, professional athletes and celebrities such as Tom Brady, LeBron James, Patrick Mahomes and Mark Cuban are investing in professional pickleball, such as through team/league ownership, sponsorships, tournament organizing, and televising. Based on this information, how interested are you in watching pickleball?*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(198)	20%	(433)	22%	(475)	43%	(949)	7%	(147)	2202
4-Region: Northeast	9%	(35)	24%	(91)	20%	(76)	43%	(166)	5%	(17)	386
4-Region: Midwest	8%	(36)	18%	(81)	20%	(90)	47%	(216)	7%	(33)	455
4-Region: South	10%	(84)	20%	(172)	21%	(180)	40%	(338)	8%	(67)	840
4-Region: West	8%	(43)	17%	(89)	25%	(130)	44%	(229)	6%	(31)	521
Sports Fans	12%	(186)	25%	(389)	25%	(388)	32%	(501)	6%	(85)	1550
Avid Sports Fans	24%	(141)	27%	(159)	20%	(120)	24%	(142)	5%	(31)	592
Casual Sports Fans	5%	(45)	24%	(230)	28%	(269)	37%	(359)	6%	(54)	958
Tennis Fans	20%	(156)	31%	(248)	23%	(179)	22%	(175)	4%	(32)	791
Pickleball Fans	31%	(106)	34%	(115)	25%	(84)	8%	(27)	3%	(10)	342
ESPN Subscribers	27%	(97)	30%	(108)	21%	(78)	19%	(70)	3%	(11)	364
Played Pickleball	23%	(78)	33%	(111)	23%	(77)	19%	(66)	3%	(9)	340

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

Table MCSP7: *As you may know, sports apparel companies like Nike, Fila, K-Swiss, etc. are creating products marketed specifically for pickleball. Do you currently own clothing/accessories from companies like Nike, Fila, K-Swiss, etc. that are marketed specifically for pickleball?*

Demographic	Yes		No		Total N
Adults	20%	(448)	80%	(1754)	2202
Gender: Male	24%	(254)	76%	(818)	1072
Gender: Female	17%	(194)	83%	(932)	1127
Age: 18-34	30%	(192)	70%	(440)	631
Age: 35-44	30%	(111)	70%	(261)	372
Age: 45-64	16%	(114)	84%	(597)	711
Age: 65+	6%	(31)	94%	(456)	487
GenZers: 1997-2012	25%	(52)	75%	(157)	210
Millennials: 1981-1996	32%	(230)	68%	(489)	719
GenXers: 1965-1980	18%	(91)	82%	(425)	515
Baby Boomers: 1946-1964	10%	(72)	90%	(647)	719
PID: Dem (no lean)	24%	(218)	76%	(689)	907
PID: Ind (no lean)	19%	(131)	81%	(566)	696
PID: Rep (no lean)	17%	(100)	83%	(499)	599
PID/Gender: Dem Men	29%	(135)	71%	(325)	459
PID/Gender: Dem Women	19%	(83)	81%	(362)	445
PID/Gender: Ind Men	19%	(57)	81%	(245)	302
PID/Gender: Ind Women	19%	(73)	81%	(319)	393
PID/Gender: Rep Men	20%	(62)	80%	(248)	310
PID/Gender: Rep Women	13%	(38)	87%	(251)	289
Ideo: Liberal (1-3)	18%	(123)	82%	(548)	670
Ideo: Moderate (4)	25%	(164)	75%	(500)	665
Ideo: Conservative (5-7)	17%	(113)	83%	(533)	646
Educ: < College	20%	(287)	80%	(1152)	1439
Educ: Bachelors degree	22%	(106)	78%	(379)	485
Educ: Post-grad	20%	(55)	80%	(224)	278
Income: Under 50k	17%	(201)	83%	(981)	1182
Income: 50k-100k	24%	(158)	76%	(495)	654
Income: 100k+	24%	(89)	76%	(278)	366
Ethnicity: White	19%	(329)	81%	(1370)	1699
Ethnicity: Hispanic	33%	(125)	67%	(255)	379
Ethnicity: Black	28%	(80)	72%	(203)	283

Table MCSP7: *As you may know, sports apparel companies like Nike, Fila, K-Swiss, etc. are creating products marketed specifically for pickleball. Do you currently own clothing/accessories from companies like Nike, Fila, K-Swiss, etc. that are marketed specifically for pickleball?*

Demographic	Yes		No		Total N
Adults	20%	(448)	80%	(1754)	2202
Ethnicity: Other	18%	(39)	82%	(181)	220
All Christian	19%	(185)	81%	(805)	990
All Non-Christian	28%	(40)	72%	(105)	144
Atheist	25%	(28)	75%	(83)	110
Agnostic/Nothing in particular	18%	(108)	82%	(499)	607
Something Else	25%	(87)	75%	(263)	351
Religious Non-Protestant/Catholic	26%	(41)	74%	(118)	159
Evangelical	26%	(138)	74%	(398)	536
Non-Evangelical	17%	(130)	83%	(651)	781
Community: Urban	27%	(177)	73%	(484)	661
Community: Suburban	19%	(188)	81%	(808)	996
Community: Rural	15%	(83)	85%	(462)	545
Employ: Private Sector	28%	(222)	72%	(559)	781
Employ: Government	23%	(22)	77%	(74)	95
Employ: Self-Employed	27%	(53)	73%	(143)	196
Employ: Homemaker	20%	(31)	80%	(119)	150
Employ: Student	20%	(10)	80%	(41)	51
Employ: Retired	8%	(45)	92%	(534)	579
Employ: Unemployed	19%	(48)	81%	(198)	246
Employ: Other	18%	(19)	82%	(86)	105
Military HH: Yes	16%	(45)	84%	(235)	280
Military HH: No	21%	(403)	79%	(1519)	1922
RD/WT: Right Direction	27%	(206)	73%	(547)	753
RD/WT: Wrong Track	17%	(242)	83%	(1207)	1449
Biden Job Approve	23%	(242)	77%	(788)	1030
Biden Job Disapprove	17%	(173)	83%	(874)	1047
Biden Job Strongly Approve	29%	(125)	71%	(306)	431
Biden Job Somewhat Approve	19%	(117)	81%	(483)	600
Biden Job Somewhat Disapprove	21%	(80)	79%	(295)	374
Biden Job Strongly Disapprove	14%	(94)	86%	(579)	673

Table MCSP7: *As you may know, sports apparel companies like Nike, Fila, K-Swiss, etc. are creating products marketed specifically for pickleball. Do you currently own clothing/accessories from companies like Nike, Fila, K-Swiss, etc. that are marketed specifically for pickleball?*

Demographic	Yes		No		Total N
Adults	20%	(448)	80%	(1754)	2202
Favorable of Biden	23%	(243)	77%	(811)	1055
Unfavorable of Biden	17%	(171)	83%	(864)	1036
Very Favorable of Biden	26%	(120)	74%	(348)	468
Somewhat Favorable of Biden	21%	(123)	79%	(463)	586
Somewhat Unfavorable of Biden	22%	(69)	78%	(251)	320
Very Unfavorable of Biden	14%	(103)	86%	(613)	716
#1 Issue: Economy	23%	(202)	77%	(675)	877
#1 Issue: Security	19%	(58)	81%	(242)	301
#1 Issue: Health Care	22%	(37)	78%	(133)	170
#1 Issue: Medicare / Social Security	13%	(37)	87%	(252)	289
#1 Issue: Women's Issues	18%	(41)	82%	(183)	225
#1 Issue: Education	42%	(33)	58%	(45)	78
#1 Issue: Energy	21%	(33)	79%	(123)	156
#1 Issue: Other	5%	(5)	95%	(101)	106
2022 House Vote: Democrat	22%	(216)	78%	(768)	984
2022 House Vote: Republican	17%	(109)	83%	(531)	640
2022 House Vote: Didnt Vote	22%	(115)	78%	(414)	529
2020 Vote: Joe Biden	23%	(234)	77%	(791)	1025
2020 Vote: Donald Trump	16%	(104)	84%	(559)	663
2020 Vote: Other	10%	(6)	90%	(54)	60
2020 Vote: Didn't Vote	23%	(104)	77%	(350)	454
2018 House Vote: Democrat	22%	(186)	78%	(651)	837
2018 House Vote: Republican	14%	(83)	86%	(499)	582
2018 House Vote: Didnt Vote	23%	(172)	77%	(563)	734
4-Region: Northeast	23%	(88)	77%	(298)	386
4-Region: Midwest	15%	(70)	85%	(385)	455
4-Region: South	21%	(180)	79%	(659)	840
4-Region: West	21%	(109)	79%	(412)	521
Sports Fans	25%	(385)	75%	(1165)	1550
Avid Sports Fans	35%	(208)	65%	(385)	592
Casual Sports Fans	18%	(177)	82%	(781)	958

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Table MCSP7: *As you may know, sports apparel companies like Nike, Fila, K-Swiss, etc. are creating products marketed specifically for pickleball. Do you currently own clothing/accessories from companies like Nike, Fila, K-Swiss, etc. that are marketed specifically for pickleball?*

Demographic	Yes		No		Total N
Adults	20%	(448)	80%	(1754)	2202
Tennis Fans	31%	(242)	69%	(549)	791
Pickleball Fans	39%	(133)	61%	(209)	342
ESPN Subscribers	45%	(165)	55%	(199)	364
Played Pickleball	38%	(128)	62%	(212)	340

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

Table MCSP8: *Are you more or less likely to purchase apparel and/or products from a brand involved with pickleball?*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No difference		Don't know / No opinion		Total N
Adults	7%	(156)	9%	(203)	4%	(91)	9%	(209)	59%	(1304)	11%	(238)	2202
Gender: Male	10%	(106)	11%	(115)	6%	(60)	10%	(106)	55%	(592)	9%	(93)	1072
Gender: Female	4%	(50)	8%	(88)	3%	(32)	9%	(102)	63%	(710)	13%	(145)	1127
Age: 18-34	13%	(85)	13%	(81)	5%	(33)	8%	(48)	49%	(308)	12%	(77)	631
Age: 35-44	9%	(35)	11%	(43)	2%	(9)	5%	(19)	59%	(219)	13%	(47)	372
Age: 45-64	4%	(27)	8%	(54)	4%	(27)	10%	(73)	66%	(469)	9%	(61)	711
Age: 65+	2%	(9)	5%	(25)	5%	(23)	14%	(69)	63%	(308)	11%	(54)	487
GenZers: 1997-2012	9%	(19)	19%	(39)	3%	(6)	9%	(19)	48%	(101)	12%	(25)	210
Millennials: 1981-1996	13%	(96)	11%	(79)	5%	(35)	6%	(46)	52%	(373)	13%	(91)	719
GenXers: 1965-1980	5%	(28)	6%	(33)	2%	(13)	10%	(54)	65%	(335)	10%	(53)	515
Baby Boomers: 1946-1964	2%	(13)	7%	(50)	5%	(33)	12%	(84)	66%	(473)	9%	(67)	719
PID: Dem (no lean)	9%	(84)	12%	(110)	5%	(43)	8%	(75)	56%	(507)	10%	(89)	907
PID: Ind (no lean)	4%	(25)	7%	(52)	4%	(26)	11%	(76)	60%	(416)	14%	(101)	696
PID: Rep (no lean)	8%	(47)	7%	(41)	4%	(22)	10%	(58)	64%	(381)	8%	(49)	599
PID/Gender: Dem Men	13%	(58)	16%	(73)	6%	(27)	8%	(38)	48%	(222)	9%	(41)	459
PID/Gender: Dem Women	6%	(26)	8%	(36)	4%	(17)	8%	(37)	64%	(284)	10%	(47)	445
PID/Gender: Ind Men	4%	(12)	6%	(19)	6%	(19)	10%	(31)	63%	(191)	10%	(30)	302
PID/Gender: Ind Women	3%	(13)	8%	(33)	2%	(8)	11%	(44)	57%	(224)	18%	(71)	393
PID/Gender: Rep Men	12%	(36)	7%	(22)	5%	(14)	12%	(37)	58%	(179)	7%	(22)	310
PID/Gender: Rep Women	4%	(12)	7%	(19)	3%	(8)	7%	(21)	70%	(202)	9%	(27)	289
Ideo: Liberal (1-3)	8%	(52)	10%	(65)	4%	(27)	9%	(58)	61%	(411)	9%	(58)	670
Ideo: Moderate (4)	9%	(61)	10%	(68)	5%	(35)	9%	(61)	55%	(367)	11%	(72)	665
Ideo: Conservative (5-7)	6%	(39)	9%	(59)	3%	(22)	10%	(67)	63%	(407)	8%	(51)	646
Educ: < College	6%	(86)	9%	(125)	4%	(55)	10%	(146)	58%	(831)	14%	(196)	1439
Educ: Bachelors degree	8%	(39)	11%	(51)	4%	(20)	9%	(44)	62%	(300)	6%	(31)	485
Educ: Post-grad	11%	(31)	10%	(27)	6%	(17)	7%	(19)	62%	(173)	4%	(12)	278
Income: Under 50k	6%	(68)	9%	(104)	3%	(37)	11%	(129)	57%	(675)	14%	(168)	1182
Income: 50k-100k	8%	(52)	10%	(64)	6%	(39)	9%	(56)	60%	(393)	8%	(49)	654
Income: 100k+	10%	(36)	10%	(35)	4%	(15)	6%	(24)	64%	(236)	6%	(21)	366
Ethnicity: White	6%	(110)	9%	(151)	4%	(73)	9%	(150)	61%	(1038)	10%	(177)	1699
Ethnicity: Hispanic	11%	(41)	14%	(54)	6%	(24)	8%	(32)	47%	(180)	13%	(49)	379

Table MCSP8: *Are you more or less likely to purchase apparel and/or products from a brand involved with pickleball?*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No difference		Don't know / No opinion		Total N
Adults	7%	(156)	9%	(203)	4%	(91)	9%	(209)	59%	(1304)	11%	(238)	2202
Ethnicity: Black	14%	(39)	9%	(27)	5%	(14)	11%	(31)	49%	(138)	12%	(35)	283
Ethnicity: Other	4%	(8)	11%	(25)	2%	(5)	13%	(28)	58%	(127)	12%	(26)	220
All Christian	9%	(86)	9%	(92)	5%	(50)	9%	(90)	59%	(581)	9%	(91)	990
All Non-Christian	16%	(23)	10%	(15)	3%	(4)	13%	(19)	48%	(69)	10%	(14)	144
Atheist	7%	(8)	19%	(21)	2%	(2)	7%	(8)	63%	(69)	3%	(3)	110
Agnostic/Nothing in particular	3%	(17)	5%	(33)	4%	(22)	11%	(69)	62%	(374)	15%	(92)	607
Something Else	6%	(22)	12%	(42)	4%	(14)	7%	(23)	60%	(211)	11%	(38)	351
Religious Non-Protestant/Catholic	15%	(23)	11%	(17)	5%	(7)	13%	(20)	48%	(77)	9%	(14)	159
Evangelical	12%	(64)	11%	(57)	4%	(20)	9%	(48)	54%	(288)	11%	(59)	536
Non-Evangelical	5%	(42)	9%	(73)	5%	(39)	8%	(63)	63%	(492)	9%	(71)	781
Community: Urban	12%	(78)	13%	(85)	3%	(22)	11%	(74)	52%	(346)	8%	(56)	661
Community: Suburban	4%	(44)	8%	(79)	6%	(60)	8%	(81)	62%	(620)	11%	(112)	996
Community: Rural	6%	(34)	7%	(39)	2%	(9)	10%	(54)	62%	(338)	13%	(70)	545
Employ: Private Sector	10%	(82)	12%	(94)	6%	(48)	8%	(66)	54%	(423)	9%	(69)	781
Employ: Government	14%	(13)	15%	(15)	2%	(2)	7%	(6)	56%	(53)	6%	(6)	95
Employ: Self-Employed	5%	(9)	14%	(27)	4%	(8)	12%	(23)	58%	(114)	7%	(13)	196
Employ: Homemaker	3%	(4)	6%	(9)	1%	(1)	5%	(7)	69%	(103)	17%	(25)	150
Employ: Student	23%	(12)	9%	(5)	—	(0)	6%	(3)	46%	(24)	15%	(8)	51
Employ: Retired	2%	(14)	5%	(31)	4%	(23)	13%	(74)	66%	(380)	10%	(56)	579
Employ: Unemployed	7%	(17)	8%	(20)	3%	(8)	7%	(17)	58%	(142)	17%	(42)	246
Employ: Other	4%	(5)	3%	(3)	1%	(1)	11%	(12)	62%	(65)	19%	(20)	105
Military HH: Yes	5%	(15)	7%	(19)	6%	(18)	12%	(32)	62%	(172)	9%	(24)	280
Military HH: No	7%	(142)	10%	(184)	4%	(74)	9%	(176)	59%	(1132)	11%	(215)	1922
RD/WT: Right Direction	15%	(112)	14%	(107)	5%	(35)	8%	(60)	49%	(369)	9%	(71)	753
RD/WT: Wrong Track	3%	(44)	7%	(96)	4%	(56)	10%	(149)	65%	(935)	12%	(168)	1449
Biden Job Approve	11%	(116)	12%	(126)	3%	(34)	9%	(89)	55%	(565)	10%	(102)	1030
Biden Job Disapprove	3%	(33)	7%	(73)	5%	(52)	11%	(118)	64%	(675)	9%	(96)	1047

Table MCSP8: *Are you more or less likely to purchase apparel and/or products from a brand involved with pickleball?*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No difference		Don't know / No opinion		Total N
Adults	7%	(156)	9%	(203)	4%	(91)	9%	(209)	59%	(1304)	11%	(238)	2202
Biden Job Strongly Approve	16%	(70)	17%	(71)	3%	(11)	9%	(40)	48%	(206)	7%	(32)	431
Biden Job Somewhat Approve	8%	(45)	9%	(54)	4%	(23)	8%	(48)	60%	(359)	12%	(70)	600
Biden Job Somewhat Disapprove	3%	(12)	8%	(31)	9%	(32)	11%	(43)	58%	(216)	11%	(41)	374
Biden Job Strongly Disapprove	3%	(22)	6%	(41)	3%	(20)	11%	(75)	68%	(459)	8%	(55)	673
Favorable of Biden	11%	(112)	12%	(123)	5%	(49)	8%	(84)	55%	(582)	10%	(105)	1055
Unfavorable of Biden	3%	(36)	8%	(79)	4%	(38)	11%	(119)	64%	(664)	10%	(100)	1036
Very Favorable of Biden	14%	(64)	16%	(74)	2%	(12)	11%	(49)	48%	(226)	9%	(43)	468
Somewhat Favorable of Biden	8%	(48)	8%	(49)	6%	(37)	6%	(35)	61%	(356)	11%	(62)	586
Somewhat Unfavorable of Biden	3%	(10)	11%	(34)	4%	(13)	13%	(41)	58%	(186)	11%	(36)	320
Very Unfavorable of Biden	4%	(26)	6%	(45)	4%	(26)	11%	(78)	67%	(478)	9%	(64)	716
#1 Issue: Economy	8%	(70)	9%	(79)	3%	(30)	7%	(57)	64%	(558)	10%	(84)	877
#1 Issue: Security	4%	(13)	9%	(26)	8%	(23)	11%	(34)	55%	(166)	13%	(39)	301
#1 Issue: Health Care	9%	(15)	12%	(20)	4%	(6)	8%	(14)	58%	(99)	10%	(16)	170
#1 Issue: Medicare / Social Security	3%	(8)	9%	(26)	5%	(15)	15%	(43)	59%	(171)	9%	(27)	289
#1 Issue: Women's Issues	10%	(22)	6%	(14)	3%	(6)	15%	(33)	56%	(125)	11%	(25)	225
#1 Issue: Education	13%	(10)	10%	(8)	3%	(2)	10%	(8)	54%	(42)	11%	(9)	78
#1 Issue: Energy	8%	(13)	19%	(29)	4%	(6)	6%	(9)	49%	(76)	15%	(23)	156
#1 Issue: Other	5%	(5)	2%	(2)	4%	(4)	11%	(11)	65%	(69)	14%	(15)	106
2022 House Vote: Democrat	9%	(88)	11%	(108)	4%	(38)	10%	(94)	58%	(567)	9%	(90)	984
2022 House Vote: Republican	6%	(38)	7%	(47)	4%	(27)	10%	(66)	63%	(406)	9%	(57)	640
2022 House Vote: Didnt Vote	6%	(30)	8%	(41)	4%	(22)	7%	(38)	59%	(312)	16%	(87)	529
2020 Vote: Joe Biden	9%	(96)	10%	(100)	5%	(47)	9%	(97)	57%	(588)	9%	(97)	1025
2020 Vote: Donald Trump	5%	(31)	7%	(48)	4%	(24)	12%	(77)	63%	(416)	10%	(67)	663
2020 Vote: Other	2%	(1)	10%	(6)	6%	(4)	3%	(2)	74%	(45)	5%	(3)	60
2020 Vote: Didn't Vote	6%	(28)	11%	(49)	4%	(16)	7%	(33)	56%	(256)	16%	(72)	454
2018 House Vote: Democrat	9%	(78)	11%	(91)	4%	(33)	9%	(76)	57%	(477)	10%	(82)	837
2018 House Vote: Republican	5%	(32)	7%	(42)	4%	(24)	11%	(63)	66%	(383)	7%	(38)	582
2018 House Vote: Didnt Vote	6%	(44)	9%	(63)	4%	(29)	9%	(64)	58%	(424)	15%	(111)	734

Table MCSP8: *Are you more or less likely to purchase apparel and/or products from a brand involved with pickleball?*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No difference		Don't know / No opinion		Total N
Adults	7%	(156)	9%	(203)	4%	(91)	9%	(209)	59%	(1304)	11%	(238)	2202
4-Region: Northeast	10%	(38)	11%	(41)	3%	(12)	10%	(37)	60%	(231)	7%	(28)	386
4-Region: Midwest	4%	(16)	6%	(29)	4%	(17)	11%	(49)	64%	(292)	11%	(51)	455
4-Region: South	8%	(68)	10%	(81)	4%	(35)	5%	(41)	62%	(518)	12%	(98)	840
4-Region: West	7%	(34)	10%	(52)	5%	(28)	16%	(82)	51%	(264)	12%	(62)	521
Sports Fans	10%	(148)	12%	(181)	5%	(82)	7%	(116)	57%	(884)	9%	(140)	1550
Avid Sports Fans	17%	(100)	15%	(87)	5%	(32)	7%	(40)	48%	(283)	9%	(51)	592
Casual Sports Fans	5%	(49)	10%	(94)	5%	(50)	8%	(76)	63%	(601)	9%	(89)	958
Tennis Fans	14%	(110)	17%	(134)	6%	(50)	7%	(58)	47%	(374)	8%	(65)	791
Pickleball Fans	25%	(86)	22%	(74)	8%	(28)	4%	(14)	35%	(118)	7%	(23)	342
ESPN Subscribers	22%	(79)	19%	(71)	6%	(20)	7%	(26)	40%	(147)	6%	(22)	364
Played Pickleball	20%	(67)	21%	(72)	5%	(17)	7%	(23)	42%	(144)	5%	(17)	340

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

Table MCSP9: *Are you more or less likely to subscribe to streaming services if they start covering professional pickleball?*

Demographic	Much more likely to subscribe		Somewhat more likely to subscribe		Somewhat less likely to subscribe		Much less likely to subscribe		No difference		Don't know / No opinion		Total N
Adults	6%	(132)	9%	(196)	5%	(103)	10%	(224)	60%	(1311)	11%	(236)	2202
Gender: Male	8%	(83)	12%	(124)	6%	(60)	11%	(118)	55%	(584)	10%	(103)	1072
Gender: Female	4%	(50)	6%	(72)	4%	(43)	9%	(107)	64%	(724)	12%	(131)	1127
Age: 18-34	12%	(78)	13%	(84)	6%	(39)	8%	(53)	48%	(301)	12%	(77)	631
Age: 35-44	7%	(24)	13%	(47)	3%	(11)	5%	(19)	59%	(219)	14%	(51)	372
Age: 45-64	4%	(26)	7%	(47)	3%	(22)	10%	(74)	68%	(481)	9%	(62)	711
Age: 65+	1%	(4)	4%	(19)	6%	(31)	16%	(78)	64%	(310)	9%	(45)	487
GenZers: 1997-2012	9%	(19)	15%	(32)	5%	(11)	11%	(24)	49%	(103)	10%	(22)	210
Millennials: 1981-1996	11%	(79)	13%	(93)	5%	(39)	6%	(46)	52%	(371)	13%	(91)	719
GenXers: 1965-1980	5%	(25)	7%	(34)	3%	(14)	9%	(49)	66%	(341)	10%	(53)	515
Baby Boomers: 1946-1964	1%	(10)	5%	(33)	5%	(37)	14%	(97)	66%	(474)	9%	(68)	719
PID: Dem (no lean)	8%	(69)	12%	(104)	5%	(48)	9%	(79)	56%	(510)	11%	(97)	907
PID: Ind (no lean)	5%	(35)	6%	(39)	4%	(31)	12%	(84)	59%	(414)	13%	(94)	696
PID: Rep (no lean)	5%	(29)	9%	(52)	4%	(24)	10%	(61)	65%	(387)	8%	(45)	599
PID/Gender: Dem Men	11%	(49)	15%	(69)	7%	(30)	10%	(45)	48%	(222)	10%	(45)	459
PID/Gender: Dem Women	4%	(20)	8%	(36)	4%	(18)	8%	(35)	64%	(287)	11%	(50)	445
PID/Gender: Ind Men	4%	(11)	8%	(23)	5%	(15)	11%	(34)	60%	(181)	13%	(39)	302
PID/Gender: Ind Women	6%	(24)	4%	(16)	4%	(17)	13%	(49)	59%	(231)	14%	(54)	393
PID/Gender: Rep Men	8%	(23)	10%	(32)	5%	(15)	13%	(39)	59%	(181)	6%	(19)	310
PID/Gender: Rep Women	2%	(5)	7%	(21)	3%	(8)	8%	(22)	71%	(206)	9%	(26)	289
Ideo: Liberal (1-3)	7%	(44)	9%	(61)	5%	(35)	8%	(54)	62%	(414)	9%	(62)	670
Ideo: Moderate (4)	7%	(47)	12%	(77)	4%	(29)	11%	(73)	56%	(370)	10%	(69)	665
Ideo: Conservative (5-7)	5%	(32)	8%	(53)	4%	(25)	11%	(73)	64%	(412)	8%	(50)	646
Educ: < College	5%	(77)	8%	(110)	5%	(66)	11%	(157)	58%	(833)	14%	(195)	1439
Educ: Bachelors degree	7%	(34)	11%	(55)	4%	(20)	9%	(44)	62%	(301)	6%	(30)	485
Educ: Post-grad	8%	(21)	11%	(31)	6%	(17)	8%	(23)	63%	(176)	4%	(10)	278
Income: Under 50k	5%	(57)	8%	(94)	4%	(53)	11%	(133)	57%	(672)	15%	(174)	1182
Income: 50k-100k	7%	(43)	9%	(62)	6%	(42)	10%	(63)	61%	(400)	7%	(43)	654
Income: 100k+	9%	(32)	11%	(40)	2%	(8)	8%	(28)	65%	(239)	5%	(19)	366
Ethnicity: White	6%	(101)	9%	(145)	4%	(70)	10%	(172)	62%	(1053)	9%	(157)	1699
Ethnicity: Hispanic	10%	(37)	16%	(59)	4%	(17)	11%	(43)	49%	(184)	10%	(39)	379

Table MCSP9: *Are you more or less likely to subscribe to streaming services if they start covering professional pickleball?*

Demographic	Much more likely to subscribe		Somewhat more likely to subscribe		Somewhat less likely to subscribe		Much less likely to subscribe		No difference		Don't know / No opinion		Total N
Adults	6%	(132)	9%	(196)	5%	(103)	10%	(224)	60%	(1311)	11%	(236)	2202
Ethnicity: Black	10%	(29)	10%	(28)	5%	(14)	13%	(36)	47%	(132)	16%	(45)	283
Ethnicity: Other	1%	(3)	10%	(23)	9%	(19)	7%	(16)	57%	(125)	15%	(34)	220
All Christian	7%	(67)	9%	(92)	5%	(49)	10%	(99)	60%	(593)	9%	(90)	990
All Non-Christian	12%	(17)	12%	(17)	12%	(17)	6%	(9)	42%	(61)	16%	(23)	144
Atheist	2%	(2)	18%	(20)	3%	(4)	9%	(10)	64%	(71)	4%	(4)	110
Agnostic/Nothing in particular	4%	(27)	4%	(26)	2%	(10)	13%	(80)	64%	(386)	13%	(78)	607
Something Else	6%	(20)	12%	(41)	7%	(23)	7%	(26)	57%	(200)	12%	(41)	351
Religious Non-Protestant/Catholic	11%	(17)	14%	(22)	12%	(19)	6%	(10)	43%	(69)	14%	(23)	159
Evangelical	11%	(60)	9%	(50)	5%	(27)	9%	(48)	53%	(287)	12%	(64)	536
Non-Evangelical	3%	(25)	10%	(78)	5%	(40)	10%	(76)	63%	(496)	9%	(67)	781
Community: Urban	10%	(64)	10%	(68)	6%	(39)	11%	(71)	53%	(351)	10%	(68)	661
Community: Suburban	4%	(38)	9%	(85)	5%	(50)	10%	(97)	63%	(625)	10%	(101)	996
Community: Rural	5%	(30)	8%	(43)	3%	(14)	10%	(57)	61%	(335)	12%	(67)	545
Employ: Private Sector	9%	(71)	12%	(92)	5%	(39)	10%	(79)	56%	(440)	8%	(60)	781
Employ: Government	14%	(13)	14%	(13)	3%	(3)	7%	(6)	56%	(53)	7%	(7)	95
Employ: Self-Employed	8%	(17)	8%	(17)	10%	(20)	14%	(27)	53%	(105)	6%	(11)	196
Employ: Homemaker	3%	(5)	6%	(10)	1%	(1)	4%	(6)	69%	(104)	16%	(24)	150
Employ: Student	2%	(1)	32%	(16)	—	(0)	2%	(1)	49%	(25)	15%	(8)	51
Employ: Retired	2%	(9)	4%	(23)	5%	(28)	14%	(79)	66%	(384)	10%	(56)	579
Employ: Unemployed	4%	(11)	8%	(21)	5%	(11)	6%	(16)	55%	(135)	21%	(52)	246
Employ: Other	5%	(6)	4%	(4)	1%	(1)	11%	(11)	62%	(65)	17%	(18)	105
Military HH: Yes	3%	(10)	8%	(23)	6%	(16)	14%	(40)	61%	(172)	7%	(19)	280
Military HH: No	6%	(123)	9%	(173)	5%	(87)	10%	(185)	59%	(1139)	11%	(216)	1922
RD/WT: Right Direction	12%	(89)	14%	(109)	5%	(36)	9%	(65)	50%	(376)	10%	(78)	753
RD/WT: Wrong Track	3%	(43)	6%	(87)	5%	(67)	11%	(159)	65%	(935)	11%	(157)	1449
Biden Job Approve	9%	(89)	13%	(134)	4%	(39)	9%	(91)	56%	(578)	10%	(99)	1030
Biden Job Disapprove	3%	(27)	6%	(59)	6%	(59)	13%	(131)	65%	(681)	9%	(90)	1047

Table MCSP9: *Are you more or less likely to subscribe to streaming services if they start covering professional pickleball?*

Demographic	Much more likely to subscribe		Somewhat more likely to subscribe		Somewhat less likely to subscribe		Much less likely to subscribe		No difference		Don't know / No opinion		Total N
Adults	6%	(132)	9%	(196)	5%	(103)	10%	(224)	60%	(1311)	11%	(236)	2202
Biden Job Strongly Approve	15%	(64)	16%	(69)	4%	(17)	9%	(37)	48%	(207)	8%	(36)	431
Biden Job Somewhat Approve	4%	(25)	11%	(65)	4%	(21)	9%	(54)	62%	(372)	10%	(63)	600
Biden Job Somewhat Disapprove	3%	(11)	8%	(29)	9%	(35)	13%	(48)	57%	(214)	10%	(38)	374
Biden Job Strongly Disapprove	2%	(16)	4%	(30)	4%	(25)	12%	(82)	69%	(467)	8%	(52)	673
Favorable of Biden	8%	(90)	12%	(122)	5%	(54)	8%	(89)	57%	(597)	10%	(103)	1055
Unfavorable of Biden	3%	(33)	7%	(71)	5%	(47)	12%	(127)	64%	(666)	9%	(91)	1036
Very Favorable of Biden	12%	(57)	15%	(70)	3%	(15)	10%	(49)	50%	(232)	10%	(45)	468
Somewhat Favorable of Biden	6%	(33)	9%	(52)	7%	(39)	7%	(40)	62%	(365)	10%	(58)	586
Somewhat Unfavorable of Biden	5%	(17)	8%	(25)	6%	(19)	14%	(46)	57%	(183)	9%	(30)	320
Very Unfavorable of Biden	2%	(16)	6%	(46)	4%	(28)	11%	(81)	67%	(483)	8%	(60)	716
#1 Issue: Economy	7%	(59)	9%	(82)	3%	(30)	8%	(69)	64%	(559)	9%	(79)	877
#1 Issue: Security	4%	(12)	10%	(31)	6%	(18)	12%	(36)	52%	(158)	15%	(46)	301
#1 Issue: Health Care	9%	(15)	7%	(12)	4%	(6)	9%	(15)	61%	(104)	10%	(18)	170
#1 Issue: Medicare / Social Security	2%	(4)	8%	(22)	8%	(22)	15%	(42)	58%	(168)	10%	(30)	289
#1 Issue: Women's Issues	7%	(16)	6%	(14)	4%	(9)	14%	(32)	58%	(131)	10%	(23)	225
#1 Issue: Education	14%	(11)	10%	(8)	2%	(2)	10%	(8)	54%	(42)	9%	(7)	78
#1 Issue: Energy	8%	(13)	16%	(25)	6%	(10)	6%	(10)	51%	(80)	12%	(20)	156
#1 Issue: Other	2%	(2)	2%	(2)	6%	(6)	11%	(12)	66%	(70)	13%	(13)	106
2022 House Vote: Democrat	8%	(74)	11%	(104)	4%	(38)	11%	(106)	58%	(573)	9%	(88)	984
2022 House Vote: Republican	5%	(30)	7%	(46)	4%	(28)	11%	(72)	64%	(410)	8%	(52)	640
2022 House Vote: Didnt Vote	5%	(27)	7%	(37)	6%	(34)	6%	(33)	58%	(306)	17%	(92)	529
2020 Vote: Joe Biden	8%	(80)	10%	(102)	4%	(44)	10%	(105)	57%	(589)	10%	(105)	1025
2020 Vote: Donald Trump	4%	(24)	6%	(41)	5%	(32)	12%	(80)	65%	(428)	9%	(57)	663
2020 Vote: Other	3%	(2)	11%	(7)	4%	(2)	6%	(4)	73%	(44)	3%	(2)	60
2020 Vote: Didn't Vote	6%	(26)	10%	(47)	5%	(25)	8%	(35)	55%	(250)	16%	(71)	454
2018 House Vote: Democrat	8%	(65)	11%	(93)	4%	(35)	10%	(85)	57%	(479)	10%	(81)	837
2018 House Vote: Republican	4%	(23)	7%	(39)	5%	(27)	12%	(69)	66%	(387)	6%	(37)	582
2018 House Vote: Didnt Vote	6%	(44)	8%	(57)	5%	(37)	8%	(62)	58%	(423)	15%	(112)	734

Table MCSP9: *Are you more or less likely to subscribe to streaming services if they start covering professional pickleball?*

Demographic	Much more likely to subscribe		Somewhat more likely to subscribe		Somewhat less likely to subscribe		Much less likely to subscribe		No difference		Don't know / No opinion		Total N
Adults	6%	(132)	9%	(196)	5%	(103)	10%	(224)	60%	(1311)	11%	(236)	2202
4-Region: Northeast	8%	(30)	11%	(42)	4%	(17)	10%	(40)	60%	(230)	7%	(28)	386
4-Region: Midwest	3%	(13)	5%	(24)	5%	(24)	10%	(45)	66%	(301)	11%	(48)	455
4-Region: South	8%	(71)	9%	(74)	3%	(29)	8%	(66)	61%	(515)	10%	(85)	840
4-Region: West	4%	(19)	11%	(56)	6%	(33)	14%	(74)	51%	(265)	14%	(75)	521
Sports Fans	8%	(122)	12%	(182)	5%	(84)	8%	(131)	58%	(895)	9%	(137)	1550
Avid Sports Fans	14%	(84)	16%	(92)	6%	(33)	7%	(43)	49%	(291)	8%	(49)	592
Casual Sports Fans	4%	(38)	9%	(89)	5%	(51)	9%	(88)	63%	(604)	9%	(88)	958
Tennis Fans	11%	(87)	18%	(142)	6%	(51)	8%	(65)	47%	(371)	9%	(75)	791
Pickleball Fans	18%	(62)	27%	(92)	8%	(28)	4%	(15)	37%	(126)	6%	(19)	342
ESPN Subscribers	20%	(74)	21%	(78)	6%	(22)	8%	(28)	38%	(139)	6%	(23)	364
Played Pickleball	16%	(54)	21%	(71)	6%	(21)	6%	(22)	45%	(152)	6%	(20)	340

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

Table MCSP10: *Based on what you know, is there a pickleball court in your area that is available to you to play on?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	23%	(496)	39%	(857)	39%	(849)	2202
Gender: Male	27%	(287)	39%	(418)	34%	(367)	1072
Gender: Female	19%	(210)	39%	(437)	43%	(479)	1127
Age: 18-34	23%	(142)	43%	(269)	35%	(220)	631
Age: 35-44	20%	(75)	38%	(141)	42%	(156)	372
Age: 45-64	19%	(136)	40%	(282)	41%	(294)	711
Age: 65+	29%	(143)	34%	(165)	37%	(179)	487
GenZers: 1997-2012	21%	(44)	46%	(96)	33%	(69)	210
Millennials: 1981-1996	22%	(160)	39%	(284)	38%	(275)	719
GenXers: 1965-1980	17%	(89)	45%	(230)	38%	(196)	515
Baby Boomers: 1946-1964	26%	(189)	33%	(240)	40%	(290)	719
PID: Dem (no lean)	27%	(245)	39%	(350)	34%	(312)	907
PID: Ind (no lean)	15%	(102)	42%	(292)	43%	(302)	696
PID: Rep (no lean)	25%	(150)	36%	(214)	39%	(235)	599
PID/Gender: Dem Men	31%	(143)	40%	(185)	29%	(131)	459
PID/Gender: Dem Women	23%	(102)	37%	(164)	40%	(179)	445
PID/Gender: Ind Men	19%	(58)	37%	(113)	43%	(131)	302
PID/Gender: Ind Women	11%	(44)	46%	(179)	43%	(170)	393
PID/Gender: Rep Men	28%	(86)	39%	(120)	34%	(104)	310
PID/Gender: Rep Women	22%	(64)	33%	(94)	45%	(130)	289
Ideo: Liberal (1-3)	24%	(163)	39%	(259)	37%	(249)	670
Ideo: Moderate (4)	19%	(128)	43%	(286)	38%	(250)	665
Ideo: Conservative (5-7)	29%	(186)	34%	(221)	37%	(239)	646
Educ: < College	16%	(225)	42%	(604)	42%	(609)	1439
Educ: Bachelors degree	33%	(160)	35%	(171)	32%	(154)	485
Educ: Post-grad	40%	(111)	29%	(82)	31%	(86)	278
Income: Under 50k	13%	(150)	44%	(517)	44%	(515)	1182
Income: 50k-100k	32%	(206)	35%	(231)	33%	(216)	654
Income: 100k+	38%	(140)	30%	(108)	32%	(118)	366
Ethnicity: White	25%	(419)	38%	(639)	38%	(641)	1699
Ethnicity: Hispanic	19%	(71)	46%	(174)	35%	(134)	379
Ethnicity: Black	13%	(38)	47%	(134)	39%	(111)	283

Table MCSP10: *Based on what you know, is there a pickleball court in your area that is available to you to play on?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	23%	(496)	39%	(857)	39%	(849)	2202
Ethnicity: Other	18%	(40)	38%	(83)	44%	(97)	220
All Christian	26%	(255)	41%	(401)	34%	(334)	990
All Non-Christian	34%	(49)	32%	(46)	34%	(49)	144
Atheist	27%	(30)	28%	(30)	45%	(50)	110
Agnostic/Nothing in particular	18%	(112)	39%	(237)	43%	(258)	607
Something Else	14%	(51)	40%	(142)	45%	(158)	351
Religious Non-Protestant/Catholic	34%	(54)	33%	(52)	33%	(53)	159
Evangelical	21%	(111)	42%	(223)	38%	(201)	536
Non-Evangelical	24%	(186)	40%	(312)	36%	(283)	781
Community: Urban	21%	(137)	40%	(262)	40%	(262)	661
Community: Suburban	26%	(262)	35%	(350)	39%	(384)	996
Community: Rural	18%	(97)	45%	(244)	37%	(203)	545
Employ: Private Sector	28%	(218)	39%	(301)	34%	(262)	781
Employ: Government	27%	(26)	34%	(32)	39%	(37)	95
Employ: Self-Employed	20%	(39)	52%	(101)	28%	(55)	196
Employ: Homemaker	15%	(22)	38%	(57)	47%	(71)	150
Employ: Student	25%	(13)	47%	(24)	27%	(14)	51
Employ: Retired	25%	(148)	34%	(197)	40%	(234)	579
Employ: Unemployed	8%	(20)	42%	(103)	50%	(124)	246
Employ: Other	11%	(11)	39%	(41)	50%	(53)	105
Military HH: Yes	27%	(75)	37%	(105)	36%	(100)	280
Military HH: No	22%	(421)	39%	(752)	39%	(749)	1922
RD/WT: Right Direction	26%	(198)	41%	(308)	33%	(248)	753
RD/WT: Wrong Track	21%	(299)	38%	(549)	42%	(601)	1449
Biden Job Approve	24%	(249)	40%	(411)	36%	(371)	1030
Biden Job Disapprove	22%	(235)	39%	(404)	39%	(408)	1047
Biden Job Strongly Approve	30%	(129)	37%	(161)	33%	(141)	431
Biden Job Somewhat Approve	20%	(120)	42%	(250)	38%	(229)	600
Biden Job Somewhat Disapprove	23%	(87)	39%	(147)	37%	(140)	374
Biden Job Strongly Disapprove	22%	(148)	38%	(257)	40%	(268)	673

Table MCSP10: *Based on what you know, is there a pickleball court in your area that is available to you to play on?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	23%	(496)	39%	(857)	39%	(849)	2202
Favorable of Biden	25%	(266)	38%	(404)	36%	(384)	1055
Unfavorable of Biden	21%	(221)	40%	(418)	38%	(397)	1036
Very Favorable of Biden	27%	(125)	38%	(177)	36%	(167)	468
Somewhat Favorable of Biden	24%	(141)	39%	(227)	37%	(218)	586
Somewhat Unfavorable of Biden	20%	(65)	45%	(145)	34%	(109)	320
Very Unfavorable of Biden	22%	(156)	38%	(273)	40%	(288)	716
#1 Issue: Economy	22%	(193)	41%	(360)	37%	(325)	877
#1 Issue: Security	31%	(92)	32%	(96)	37%	(112)	301
#1 Issue: Health Care	20%	(35)	34%	(58)	45%	(77)	170
#1 Issue: Medicare / Social Security	22%	(64)	41%	(119)	37%	(106)	289
#1 Issue: Women's Issues	16%	(37)	45%	(101)	39%	(88)	225
#1 Issue: Education	36%	(28)	38%	(30)	26%	(20)	78
#1 Issue: Energy	18%	(28)	38%	(60)	44%	(69)	156
#1 Issue: Other	19%	(20)	31%	(33)	50%	(53)	106
2022 House Vote: Democrat	26%	(255)	38%	(374)	36%	(355)	984
2022 House Vote: Republican	27%	(172)	35%	(226)	38%	(242)	640
2022 House Vote: Didnt Vote	12%	(63)	44%	(231)	44%	(235)	529
2020 Vote: Joe Biden	26%	(267)	38%	(391)	36%	(367)	1025
2020 Vote: Donald Trump	25%	(164)	35%	(235)	40%	(264)	663
2020 Vote: Other	15%	(9)	31%	(19)	54%	(32)	60
2020 Vote: Didn't Vote	13%	(57)	46%	(211)	41%	(186)	454
2018 House Vote: Democrat	27%	(222)	37%	(313)	36%	(302)	837
2018 House Vote: Republican	28%	(161)	33%	(192)	39%	(230)	582
2018 House Vote: Didnt Vote	14%	(104)	46%	(334)	40%	(296)	734
4-Region: Northeast	24%	(91)	44%	(168)	33%	(126)	386
4-Region: Midwest	26%	(117)	35%	(159)	39%	(179)	455
4-Region: South	19%	(162)	42%	(349)	39%	(329)	840
4-Region: West	24%	(126)	35%	(181)	41%	(214)	521
Sports Fans	27%	(421)	37%	(578)	36%	(551)	1550
Avid Sports Fans	32%	(192)	38%	(222)	30%	(178)	592
Casual Sports Fans	24%	(229)	37%	(356)	39%	(373)	958

Table MCSP10: *Based on what you know, is there a pickleball court in your area that is available to you to play on?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	23%	(496)	39%	(857)	39%	(849)	2202
Tennis Fans	33%	(257)	34%	(271)	33%	(262)	791
Pickleball Fans	53%	(180)	29%	(99)	19%	(63)	342
ESPN Subscribers	33%	(121)	40%	(144)	27%	(98)	364
Played Pickleball	54%	(185)	26%	(89)	19%	(66)	340

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

Table MCSPdem1_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Sports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	27%	(592)	43%	(958)	30%	(652)	2202
Gender: Male	40%	(424)	41%	(444)	19%	(204)	1072
Gender: Female	15%	(169)	45%	(512)	40%	(446)	1127
Age: 18-34	34%	(215)	39%	(244)	27%	(173)	631
Age: 35-44	31%	(115)	41%	(152)	28%	(105)	372
Age: 45-64	25%	(175)	45%	(318)	31%	(218)	711
Age: 65+	18%	(86)	50%	(244)	32%	(156)	487
GenZers: 1997-2012	29%	(62)	39%	(82)	32%	(66)	210
Millennials: 1981-1996	35%	(251)	38%	(277)	27%	(192)	719
GenXers: 1965-1980	25%	(129)	45%	(230)	30%	(156)	515
Baby Boomers: 1946-1964	20%	(141)	50%	(358)	31%	(221)	719
PID: Dem (no lean)	32%	(292)	42%	(384)	26%	(232)	907
PID: Ind (no lean)	22%	(155)	41%	(289)	36%	(252)	696
PID: Rep (no lean)	24%	(145)	48%	(285)	28%	(168)	599
PID/Gender: Dem Men	46%	(211)	37%	(171)	17%	(77)	459
PID/Gender: Dem Women	18%	(81)	48%	(212)	34%	(152)	445
PID/Gender: Ind Men	34%	(103)	46%	(140)	20%	(59)	302
PID/Gender: Ind Women	13%	(53)	37%	(147)	49%	(193)	393
PID/Gender: Rep Men	36%	(110)	43%	(132)	22%	(67)	310
PID/Gender: Rep Women	12%	(35)	53%	(153)	35%	(101)	289
Ideo: Liberal (1-3)	31%	(210)	42%	(278)	27%	(182)	670
Ideo: Moderate (4)	29%	(194)	44%	(290)	27%	(180)	665
Ideo: Conservative (5-7)	25%	(158)	47%	(305)	28%	(182)	646
Educ: < College	24%	(348)	42%	(609)	33%	(481)	1439
Educ: Bachelors degree	32%	(157)	46%	(221)	22%	(107)	485
Educ: Post-grad	31%	(87)	46%	(128)	23%	(64)	278
Income: Under 50k	22%	(260)	41%	(485)	37%	(437)	1182
Income: 50k-100k	32%	(207)	46%	(299)	23%	(148)	654
Income: 100k+	34%	(125)	47%	(174)	18%	(67)	366
Ethnicity: White	25%	(422)	45%	(760)	30%	(517)	1699
Ethnicity: Hispanic	35%	(133)	39%	(147)	26%	(99)	379
Ethnicity: Black	43%	(122)	36%	(101)	21%	(59)	283

Table MCSPdem1_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Sports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	27%	(592)	43%	(958)	30%	(652)	2202
Ethnicity: Other	22%	(48)	44%	(96)	35%	(76)	220
All Christian	29%	(285)	45%	(450)	26%	(255)	990
All Non-Christian	37%	(53)	42%	(60)	21%	(31)	144
Atheist	31%	(35)	38%	(42)	31%	(34)	110
Agnostic/Nothing in particular	20%	(123)	40%	(245)	39%	(238)	607
Something Else	28%	(97)	46%	(160)	27%	(94)	351
Religious Non-Protestant/Catholic	36%	(57)	42%	(66)	22%	(36)	159
Evangelical	31%	(164)	43%	(228)	27%	(144)	536
Non-Evangelical	27%	(212)	47%	(371)	25%	(199)	781
Community: Urban	31%	(204)	41%	(270)	28%	(186)	661
Community: Suburban	28%	(278)	47%	(464)	25%	(254)	996
Community: Rural	20%	(110)	41%	(223)	39%	(212)	545
Employ: Private Sector	36%	(284)	41%	(318)	23%	(179)	781
Employ: Government	48%	(46)	32%	(30)	20%	(19)	95
Employ: Self-Employed	22%	(43)	45%	(88)	33%	(64)	196
Employ: Homemaker	10%	(15)	36%	(54)	54%	(80)	150
Employ: Student	20%	(10)	65%	(33)	15%	(8)	51
Employ: Retired	17%	(100)	52%	(301)	31%	(178)	579
Employ: Unemployed	28%	(69)	36%	(88)	36%	(89)	246
Employ: Other	23%	(25)	43%	(45)	34%	(35)	105
Military HH: Yes	22%	(62)	57%	(159)	21%	(59)	280
Military HH: No	28%	(530)	42%	(799)	31%	(593)	1922
RD/WT: Right Direction	36%	(268)	42%	(316)	23%	(170)	753
RD/WT: Wrong Track	22%	(325)	44%	(642)	33%	(482)	1449
Biden Job Approve	31%	(324)	42%	(433)	27%	(274)	1030
Biden Job Disapprove	24%	(251)	45%	(472)	31%	(324)	1047
Biden Job Strongly Approve	40%	(171)	36%	(153)	25%	(107)	431
Biden Job Somewhat Approve	26%	(153)	47%	(280)	28%	(167)	600
Biden Job Somewhat Disapprove	27%	(101)	41%	(155)	32%	(119)	374
Biden Job Strongly Disapprove	22%	(150)	47%	(318)	30%	(205)	673

Table MCSPdem1_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Sports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	27%	(592)	43%	(958)	30%	(652)	2202
Favorable of Biden	32%	(332)	42%	(444)	26%	(278)	1055
Unfavorable of Biden	24%	(244)	45%	(468)	31%	(323)	1036
Very Favorable of Biden	39%	(182)	36%	(169)	25%	(118)	468
Somewhat Favorable of Biden	26%	(150)	47%	(276)	27%	(160)	586
Somewhat Unfavorable of Biden	27%	(86)	39%	(126)	34%	(108)	320
Very Unfavorable of Biden	22%	(158)	48%	(343)	30%	(216)	716
#1 Issue: Economy	29%	(255)	43%	(377)	28%	(244)	877
#1 Issue: Security	31%	(92)	45%	(134)	25%	(75)	301
#1 Issue: Health Care	21%	(36)	50%	(85)	29%	(49)	170
#1 Issue: Medicare / Social Security	19%	(54)	49%	(141)	32%	(94)	289
#1 Issue: Women's Issues	25%	(55)	36%	(80)	40%	(90)	225
#1 Issue: Education	35%	(27)	37%	(29)	28%	(22)	78
#1 Issue: Energy	32%	(51)	40%	(63)	27%	(43)	156
#1 Issue: Other	21%	(22)	45%	(48)	34%	(36)	106
2022 House Vote: Democrat	30%	(298)	44%	(429)	26%	(257)	984
2022 House Vote: Republican	26%	(163)	49%	(313)	25%	(163)	640
2022 House Vote: Didnt Vote	23%	(120)	37%	(198)	40%	(211)	529
2020 Vote: Joe Biden	33%	(333)	42%	(430)	26%	(261)	1025
2020 Vote: Donald Trump	24%	(157)	48%	(320)	28%	(185)	663
2020 Vote: Other	22%	(13)	44%	(27)	34%	(20)	60
2020 Vote: Didn't Vote	20%	(89)	40%	(181)	41%	(185)	454
2018 House Vote: Democrat	33%	(274)	43%	(357)	25%	(207)	837
2018 House Vote: Republican	25%	(144)	49%	(283)	27%	(155)	582
2018 House Vote: Didnt Vote	22%	(163)	40%	(295)	38%	(277)	734
4-Region: Northeast	32%	(124)	41%	(157)	27%	(105)	386
4-Region: Midwest	29%	(131)	43%	(196)	28%	(128)	455
4-Region: South	25%	(208)	46%	(388)	29%	(244)	840
4-Region: West	25%	(130)	42%	(216)	34%	(175)	521
Sports Fans	38%	(592)	62%	(958)	—	(0)	1550
Avid Sports Fans	100%	(592)	—	(0)	—	(0)	592
Casual Sports Fans	—	(0)	100%	(958)	—	(0)	958

Table MCSPdem1_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Sports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	27%	(592)	43%	(958)	30%	(652)	2202
Tennis Fans	45%	(358)	48%	(379)	7%	(54)	791
Pickleball Fans	50%	(170)	44%	(150)	6%	(22)	342
ESPN Subscribers	55%	(201)	36%	(132)	8%	(31)	364
Played Pickleball	47%	(158)	40%	(137)	13%	(44)	340

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

Table MCSPdem1_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Tennis

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	7%	(150)	29%	(641)	64%	(1411)	2202
Gender: Male	10%	(107)	31%	(333)	59%	(632)	1072
Gender: Female	4%	(43)	27%	(308)	69%	(775)	1127
Age: 18-34	12%	(73)	28%	(178)	60%	(380)	631
Age: 35-44	6%	(23)	31%	(116)	63%	(233)	372
Age: 45-64	4%	(29)	30%	(211)	66%	(471)	711
Age: 65+	5%	(25)	28%	(135)	67%	(327)	487
GenZers: 1997-2012	12%	(24)	26%	(54)	63%	(131)	210
Millennials: 1981-1996	10%	(69)	30%	(219)	60%	(432)	719
GenXers: 1965-1980	4%	(20)	27%	(137)	70%	(359)	515
Baby Boomers: 1946-1964	4%	(32)	31%	(224)	64%	(464)	719
PID: Dem (no lean)	11%	(98)	33%	(298)	56%	(510)	907
PID: Ind (no lean)	4%	(30)	27%	(185)	69%	(481)	696
PID: Rep (no lean)	4%	(22)	26%	(157)	70%	(420)	599
PID/Gender: Dem Men	17%	(77)	33%	(152)	50%	(231)	459
PID/Gender: Dem Women	5%	(22)	33%	(146)	62%	(277)	445
PID/Gender: Ind Men	5%	(14)	27%	(83)	68%	(206)	302
PID/Gender: Ind Women	4%	(16)	26%	(103)	70%	(274)	393
PID/Gender: Rep Men	5%	(17)	32%	(98)	63%	(195)	310
PID/Gender: Rep Women	2%	(6)	20%	(59)	78%	(224)	289
Ideo: Liberal (1-3)	10%	(67)	31%	(211)	59%	(393)	670
Ideo: Moderate (4)	5%	(35)	32%	(210)	63%	(419)	665
Ideo: Conservative (5-7)	6%	(40)	30%	(194)	64%	(412)	646
Educ: < College	5%	(74)	25%	(362)	70%	(1003)	1439
Educ: Bachelors degree	10%	(47)	37%	(179)	53%	(258)	485
Educ: Post-grad	10%	(29)	36%	(99)	54%	(150)	278
Income: Under 50k	5%	(53)	26%	(304)	70%	(825)	1182
Income: 50k-100k	8%	(53)	33%	(217)	59%	(383)	654
Income: 100k+	12%	(44)	33%	(119)	55%	(203)	366
Ethnicity: White	7%	(116)	26%	(436)	67%	(1147)	1699
Ethnicity: Hispanic	14%	(53)	27%	(103)	59%	(223)	379
Ethnicity: Black	10%	(28)	47%	(133)	43%	(122)	283

Continued on next page

Table MCSPdem1_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Tennis

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	7%	(150)	29%	(641)	64%	(1411)	2202
Ethnicity: Other	3%	(6)	32%	(71)	65%	(142)	220
All Christian	9%	(87)	30%	(296)	61%	(607)	990
All Non-Christian	11%	(16)	41%	(59)	48%	(70)	144
Atheist	11%	(12)	30%	(33)	59%	(65)	110
Agnostic/Nothing in particular	4%	(22)	24%	(149)	72%	(436)	607
Something Else	4%	(13)	30%	(104)	67%	(234)	351
Religious Non-Protestant/Catholic	11%	(18)	41%	(65)	48%	(77)	159
Evangelical	10%	(53)	30%	(160)	60%	(324)	536
Non-Evangelical	6%	(43)	30%	(234)	65%	(504)	781
Community: Urban	9%	(60)	33%	(218)	58%	(383)	661
Community: Suburban	6%	(63)	30%	(296)	64%	(637)	996
Community: Rural	5%	(28)	23%	(126)	72%	(391)	545
Employ: Private Sector	11%	(82)	31%	(245)	58%	(453)	781
Employ: Government	10%	(10)	42%	(40)	47%	(45)	95
Employ: Self-Employed	7%	(14)	33%	(65)	60%	(118)	196
Employ: Homemaker	2%	(3)	16%	(24)	83%	(123)	150
Employ: Student	3%	(2)	60%	(30)	37%	(19)	51
Employ: Retired	4%	(22)	27%	(155)	69%	(402)	579
Employ: Unemployed	6%	(16)	23%	(56)	71%	(174)	246
Employ: Other	3%	(3)	24%	(25)	73%	(77)	105
Military HH: Yes	9%	(26)	26%	(74)	64%	(180)	280
Military HH: No	6%	(125)	29%	(567)	64%	(1231)	1922
RD/WT: Right Direction	12%	(89)	36%	(270)	52%	(395)	753
RD/WT: Wrong Track	4%	(62)	26%	(371)	70%	(1016)	1449
Biden Job Approve	9%	(93)	34%	(348)	57%	(589)	1030
Biden Job Disapprove	4%	(44)	26%	(270)	70%	(733)	1047
Biden Job Strongly Approve	17%	(72)	33%	(140)	51%	(218)	431
Biden Job Somewhat Approve	3%	(21)	35%	(208)	62%	(371)	600
Biden Job Somewhat Disapprove	6%	(23)	31%	(116)	63%	(236)	374
Biden Job Strongly Disapprove	3%	(22)	23%	(154)	74%	(496)	673

Continued on next page

Table MCSPdem1_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Tennis

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	7%	(150)	29%	(641)	64%	(1411)	2202
Favorable of Biden	10%	(103)	34%	(358)	56%	(593)	1055
Unfavorable of Biden	4%	(37)	25%	(257)	72%	(741)	1036
Very Favorable of Biden	15%	(70)	33%	(156)	52%	(243)	468
Somewhat Favorable of Biden	6%	(33)	34%	(202)	60%	(351)	586
Somewhat Unfavorable of Biden	5%	(15)	28%	(89)	68%	(216)	320
Very Unfavorable of Biden	3%	(23)	24%	(168)	73%	(525)	716
#1 Issue: Economy	5%	(46)	31%	(268)	64%	(563)	877
#1 Issue: Security	12%	(36)	28%	(85)	60%	(180)	301
#1 Issue: Health Care	5%	(9)	21%	(36)	74%	(125)	170
#1 Issue: Medicare / Social Security	4%	(11)	29%	(84)	67%	(195)	289
#1 Issue: Women's Issues	8%	(18)	26%	(58)	66%	(148)	225
#1 Issue: Education	7%	(5)	40%	(31)	54%	(42)	78
#1 Issue: Energy	13%	(20)	34%	(53)	53%	(83)	156
#1 Issue: Other	4%	(5)	25%	(26)	71%	(75)	106
2022 House Vote: Democrat	9%	(88)	34%	(336)	57%	(560)	984
2022 House Vote: Republican	4%	(28)	26%	(167)	70%	(445)	640
2022 House Vote: Didnt Vote	6%	(30)	23%	(122)	71%	(377)	529
2020 Vote: Joe Biden	9%	(87)	34%	(345)	58%	(593)	1025
2020 Vote: Donald Trump	4%	(28)	24%	(160)	72%	(474)	663
2020 Vote: Other	5%	(3)	32%	(19)	63%	(38)	60
2020 Vote: Didn't Vote	7%	(32)	26%	(116)	67%	(306)	454
2018 House Vote: Democrat	8%	(70)	35%	(295)	56%	(472)	837
2018 House Vote: Republican	5%	(26)	26%	(150)	70%	(406)	582
2018 House Vote: Didnt Vote	7%	(51)	24%	(179)	69%	(504)	734
4-Region: Northeast	10%	(37)	30%	(117)	60%	(232)	386
4-Region: Midwest	4%	(20)	26%	(118)	70%	(317)	455
4-Region: South	6%	(53)	30%	(249)	64%	(537)	840
4-Region: West	8%	(40)	30%	(157)	62%	(324)	521
Sports Fans	10%	(147)	38%	(589)	52%	(813)	1550
Avid Sports Fans	18%	(104)	43%	(254)	40%	(234)	592
Casual Sports Fans	5%	(44)	35%	(335)	60%	(579)	958

Table MCSPdem1_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Tennis

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	7%	(150)	29%	(641)	64%	(1411)	2202
Tennis Fans	19%	(150)	81%	(641)	—	(0)	791
Pickleball Fans	25%	(86)	54%	(186)	21%	(71)	342
ESPN Subscribers	14%	(52)	45%	(164)	41%	(148)	364
Played Pickleball	19%	(63)	41%	(139)	41%	(138)	340

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

Table MCSPdem1_3: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Pickleball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(95)	11%	(247)	84%	(1860)	2202
Gender: Male	6%	(67)	13%	(135)	81%	(869)	1072
Gender: Female	3%	(28)	10%	(111)	88%	(987)	1127
Age: 18-34	9%	(59)	12%	(78)	78%	(495)	631
Age: 35-44	4%	(16)	12%	(45)	83%	(310)	372
Age: 45-64	2%	(14)	10%	(70)	88%	(628)	711
Age: 65+	1%	(6)	11%	(55)	88%	(427)	487
GenZers: 1997-2012	12%	(24)	6%	(13)	82%	(172)	210
Millennials: 1981-1996	7%	(49)	14%	(102)	79%	(569)	719
GenXers: 1965-1980	2%	(12)	9%	(48)	88%	(455)	515
Baby Boomers: 1946-1964	1%	(10)	11%	(77)	88%	(632)	719
PID: Dem (no lean)	6%	(57)	13%	(116)	81%	(734)	907
PID: Ind (no lean)	2%	(14)	8%	(57)	90%	(625)	696
PID: Rep (no lean)	4%	(24)	12%	(74)	84%	(501)	599
PID/Gender: Dem Men	9%	(43)	14%	(65)	77%	(352)	459
PID/Gender: Dem Women	3%	(14)	11%	(51)	85%	(380)	445
PID/Gender: Ind Men	2%	(5)	10%	(30)	88%	(267)	302
PID/Gender: Ind Women	2%	(10)	7%	(27)	91%	(356)	393
PID/Gender: Rep Men	6%	(20)	13%	(40)	81%	(250)	310
PID/Gender: Rep Women	2%	(5)	12%	(33)	87%	(251)	289
Ideo: Liberal (1-3)	5%	(35)	11%	(73)	84%	(562)	670
Ideo: Moderate (4)	4%	(29)	11%	(72)	85%	(564)	665
Ideo: Conservative (5-7)	4%	(28)	14%	(90)	82%	(528)	646
Educ: < College	4%	(59)	8%	(112)	88%	(1268)	1439
Educ: Bachelors degree	4%	(20)	18%	(88)	78%	(377)	485
Educ: Post-grad	6%	(17)	17%	(47)	77%	(214)	278
Income: Under 50k	3%	(34)	8%	(98)	89%	(1050)	1182
Income: 50k-100k	5%	(35)	15%	(100)	79%	(518)	654
Income: 100k+	7%	(27)	13%	(48)	80%	(291)	366
Ethnicity: White	5%	(77)	11%	(194)	84%	(1429)	1699
Ethnicity: Hispanic	11%	(42)	7%	(28)	82%	(310)	379
Ethnicity: Black	6%	(17)	12%	(33)	82%	(233)	283

Table MCSPdem1_3: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Pickleball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(95)	11%	(247)	84%	(1860)	2202
Ethnicity: Other	1%	(2)	9%	(20)	90%	(198)	220
All Christian	5%	(54)	13%	(126)	82%	(810)	990
All Non-Christian	9%	(13)	15%	(22)	76%	(110)	144
Atheist	10%	(11)	16%	(17)	74%	(81)	110
Agnostic/Nothing in particular	1%	(8)	7%	(43)	92%	(555)	607
Something Else	3%	(9)	11%	(38)	86%	(303)	351
Religious Non-Protestant/Catholic	8%	(13)	16%	(25)	76%	(121)	159
Evangelical	6%	(32)	12%	(65)	82%	(439)	536
Non-Evangelical	4%	(30)	12%	(96)	84%	(656)	781
Community: Urban	4%	(28)	10%	(68)	85%	(565)	661
Community: Suburban	4%	(43)	13%	(130)	83%	(824)	996
Community: Rural	5%	(25)	9%	(49)	86%	(471)	545
Employ: Private Sector	7%	(51)	14%	(108)	80%	(621)	781
Employ: Government	6%	(6)	14%	(14)	80%	(76)	95
Employ: Self-Employed	3%	(5)	15%	(29)	83%	(162)	196
Employ: Homemaker	—	(1)	9%	(13)	91%	(136)	150
Employ: Student	29%	(15)	4%	(2)	67%	(34)	51
Employ: Retired	1%	(8)	8%	(48)	90%	(523)	579
Employ: Unemployed	4%	(11)	9%	(22)	87%	(213)	246
Employ: Other	—	(0)	11%	(11)	89%	(94)	105
Military HH: Yes	4%	(11)	11%	(31)	85%	(238)	280
Military HH: No	4%	(85)	11%	(216)	84%	(1622)	1922
RD/WT: Right Direction	8%	(59)	14%	(105)	78%	(589)	753
RD/WT: Wrong Track	2%	(36)	10%	(141)	88%	(1271)	1449
Biden Job Approve	6%	(60)	13%	(135)	81%	(835)	1030
Biden Job Disapprove	2%	(24)	10%	(104)	88%	(919)	1047
Biden Job Strongly Approve	9%	(39)	15%	(63)	76%	(328)	431
Biden Job Somewhat Approve	3%	(20)	12%	(72)	85%	(507)	600
Biden Job Somewhat Disapprove	3%	(13)	9%	(35)	87%	(327)	374
Biden Job Strongly Disapprove	2%	(11)	10%	(70)	88%	(592)	673

Table MCSPdem1_3: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Pickleball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(95)	11%	(247)	84%	(1860)	2202
Favorable of Biden	6%	(67)	13%	(134)	81%	(853)	1055
Unfavorable of Biden	2%	(18)	11%	(110)	88%	(907)	1036
Very Favorable of Biden	8%	(38)	13%	(62)	79%	(368)	468
Somewhat Favorable of Biden	5%	(29)	12%	(72)	83%	(485)	586
Somewhat Unfavorable of Biden	2%	(7)	10%	(31)	88%	(281)	320
Very Unfavorable of Biden	2%	(12)	11%	(79)	87%	(625)	716
#1 Issue: Economy	3%	(27)	12%	(105)	85%	(745)	877
#1 Issue: Security	9%	(27)	10%	(31)	81%	(243)	301
#1 Issue: Health Care	6%	(9)	12%	(21)	82%	(140)	170
#1 Issue: Medicare / Social Security	2%	(6)	10%	(28)	88%	(255)	289
#1 Issue: Women's Issues	5%	(12)	10%	(22)	85%	(191)	225
#1 Issue: Education	3%	(2)	12%	(10)	84%	(66)	78
#1 Issue: Energy	7%	(11)	15%	(23)	79%	(123)	156
#1 Issue: Other	1%	(1)	7%	(8)	91%	(96)	106
2022 House Vote: Democrat	5%	(46)	13%	(126)	83%	(813)	984
2022 House Vote: Republican	3%	(18)	13%	(83)	84%	(540)	640
2022 House Vote: Didnt Vote	6%	(32)	6%	(33)	88%	(464)	529
2020 Vote: Joe Biden	5%	(51)	12%	(119)	83%	(854)	1025
2020 Vote: Donald Trump	1%	(10)	13%	(84)	86%	(569)	663
2020 Vote: Other	—	(0)	6%	(4)	94%	(56)	60
2020 Vote: Didn't Vote	8%	(35)	9%	(39)	84%	(380)	454
2018 House Vote: Democrat	4%	(38)	13%	(105)	83%	(694)	837
2018 House Vote: Republican	2%	(14)	13%	(74)	85%	(494)	582
2018 House Vote: Didnt Vote	6%	(44)	8%	(62)	86%	(629)	734
4-Region: Northeast	7%	(27)	12%	(47)	81%	(311)	386
4-Region: Midwest	2%	(8)	12%	(54)	86%	(393)	455
4-Region: South	3%	(23)	11%	(91)	86%	(726)	840
4-Region: West	7%	(38)	10%	(54)	82%	(429)	521
Sports Fans	6%	(92)	15%	(228)	79%	(1229)	1550
Avid Sports Fans	11%	(64)	18%	(106)	71%	(422)	592
Casual Sports Fans	3%	(28)	13%	(123)	84%	(807)	958

Table MCSPdem1_3: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Pickleball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(95)	11%	(247)	84%	(1860)	2202
Tennis Fans	11%	(87)	23%	(185)	66%	(519)	791
Pickleball Fans	28%	(95)	72%	(247)	—	(0)	342
ESPN Subscribers	9%	(33)	20%	(72)	71%	(258)	364
Played Pickleball	16%	(53)	29%	(99)	55%	(188)	340

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

Table MCSPdem1_4: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*

Soccer

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(200)	29%	(628)	62%	(1374)	2202
Gender: Male	13%	(143)	33%	(351)	54%	(578)	1072
Gender: Female	5%	(57)	25%	(277)	70%	(793)	1127
Age: 18-34	16%	(104)	35%	(220)	49%	(307)	631
Age: 35-44	9%	(33)	34%	(125)	58%	(214)	372
Age: 45-64	6%	(43)	22%	(156)	72%	(512)	711
Age: 65+	4%	(20)	26%	(126)	70%	(341)	487
GenZers: 1997-2012	16%	(33)	34%	(72)	50%	(105)	210
Millennials: 1981-1996	14%	(101)	35%	(248)	51%	(370)	719
GenXers: 1965-1980	7%	(35)	24%	(122)	70%	(359)	515
Baby Boomers: 1946-1964	4%	(29)	25%	(178)	71%	(512)	719
PID: Dem (no lean)	13%	(116)	31%	(281)	56%	(510)	907
PID: Ind (no lean)	6%	(41)	28%	(195)	66%	(460)	696
PID: Rep (no lean)	7%	(43)	25%	(152)	67%	(403)	599
PID/Gender: Dem Men	19%	(88)	33%	(150)	48%	(221)	459
PID/Gender: Dem Women	6%	(28)	29%	(130)	65%	(287)	445
PID/Gender: Ind Men	7%	(22)	37%	(111)	56%	(170)	302
PID/Gender: Ind Women	5%	(20)	21%	(84)	74%	(289)	393
PID/Gender: Rep Men	11%	(34)	29%	(90)	60%	(187)	310
PID/Gender: Rep Women	3%	(9)	22%	(63)	75%	(217)	289
Ideo: Liberal (1-3)	12%	(83)	32%	(218)	55%	(369)	670
Ideo: Moderate (4)	10%	(65)	31%	(206)	59%	(394)	665
Ideo: Conservative (5-7)	7%	(46)	26%	(166)	67%	(435)	646
Educ: < College	7%	(101)	25%	(358)	68%	(981)	1439
Educ: Bachelors degree	13%	(62)	35%	(171)	52%	(252)	485
Educ: Post-grad	13%	(37)	36%	(100)	51%	(141)	278
Income: Under 50k	7%	(88)	22%	(254)	71%	(840)	1182
Income: 50k-100k	10%	(68)	37%	(243)	52%	(343)	654
Income: 100k+	12%	(45)	36%	(131)	52%	(191)	366
Ethnicity: White	9%	(154)	27%	(464)	64%	(1081)	1699
Ethnicity: Hispanic	18%	(69)	35%	(131)	47%	(179)	379
Ethnicity: Black	11%	(32)	31%	(88)	58%	(163)	283

Table MCSPdem1_4: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Soccer

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(200)	29%	(628)	62%	(1374)	2202
Ethnicity: Other	6%	(14)	35%	(76)	59%	(130)	220
All Christian	12%	(118)	29%	(291)	59%	(580)	990
All Non-Christian	12%	(18)	41%	(59)	46%	(67)	144
Atheist	15%	(16)	30%	(33)	56%	(61)	110
Agnostic/Nothing in particular	4%	(25)	26%	(159)	70%	(423)	607
Something Else	6%	(23)	24%	(85)	69%	(242)	351
Religious Non-Protestant/Catholic	14%	(22)	41%	(66)	45%	(71)	159
Evangelical	13%	(68)	24%	(127)	64%	(341)	536
Non-Evangelical	8%	(65)	31%	(241)	61%	(475)	781
Community: Urban	12%	(82)	32%	(209)	56%	(370)	661
Community: Suburban	9%	(87)	30%	(294)	62%	(615)	996
Community: Rural	6%	(30)	23%	(125)	71%	(389)	545
Employ: Private Sector	14%	(106)	33%	(259)	53%	(416)	781
Employ: Government	10%	(9)	46%	(44)	44%	(42)	95
Employ: Self-Employed	13%	(26)	32%	(63)	54%	(107)	196
Employ: Homemaker	2%	(4)	17%	(26)	80%	(120)	150
Employ: Student	12%	(6)	42%	(22)	45%	(23)	51
Employ: Retired	4%	(22)	22%	(129)	74%	(428)	579
Employ: Unemployed	10%	(23)	27%	(67)	63%	(156)	246
Employ: Other	4%	(4)	18%	(19)	78%	(82)	105
Military HH: Yes	8%	(22)	29%	(80)	64%	(178)	280
Military HH: No	9%	(178)	29%	(548)	62%	(1196)	1922
RD/WT: Right Direction	17%	(125)	31%	(232)	53%	(397)	753
RD/WT: Wrong Track	5%	(75)	27%	(397)	67%	(977)	1449
Biden Job Approve	13%	(131)	31%	(318)	56%	(581)	1030
Biden Job Disapprove	5%	(54)	27%	(278)	68%	(715)	1047
Biden Job Strongly Approve	21%	(89)	27%	(118)	52%	(223)	431
Biden Job Somewhat Approve	7%	(41)	33%	(200)	60%	(358)	600
Biden Job Somewhat Disapprove	7%	(27)	30%	(112)	63%	(235)	374
Biden Job Strongly Disapprove	4%	(27)	25%	(166)	71%	(480)	673

Table MCSPdem1_4: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Soccer

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(200)	29%	(628)	62%	(1374)	2202
Favorable of Biden	12%	(131)	31%	(331)	56%	(593)	1055
Unfavorable of Biden	5%	(56)	27%	(276)	68%	(703)	1036
Very Favorable of Biden	19%	(89)	26%	(122)	55%	(257)	468
Somewhat Favorable of Biden	7%	(42)	36%	(208)	57%	(336)	586
Somewhat Unfavorable of Biden	7%	(24)	31%	(98)	62%	(198)	320
Very Unfavorable of Biden	5%	(33)	25%	(178)	71%	(505)	716
#1 Issue: Economy	10%	(90)	32%	(277)	58%	(510)	877
#1 Issue: Security	10%	(29)	29%	(86)	62%	(186)	301
#1 Issue: Health Care	7%	(12)	30%	(51)	63%	(108)	170
#1 Issue: Medicare / Social Security	5%	(14)	22%	(63)	73%	(212)	289
#1 Issue: Women's Issues	9%	(20)	19%	(44)	72%	(161)	225
#1 Issue: Education	11%	(8)	35%	(28)	54%	(42)	78
#1 Issue: Energy	15%	(23)	34%	(53)	52%	(81)	156
#1 Issue: Other	4%	(5)	25%	(27)	70%	(74)	106
2022 House Vote: Democrat	12%	(120)	31%	(300)	57%	(564)	984
2022 House Vote: Republican	7%	(46)	28%	(178)	65%	(415)	640
2022 House Vote: Didnt Vote	6%	(31)	26%	(136)	69%	(363)	529
2020 Vote: Joe Biden	11%	(115)	31%	(318)	58%	(592)	1025
2020 Vote: Donald Trump	5%	(32)	26%	(175)	69%	(456)	663
2020 Vote: Other	6%	(3)	35%	(21)	60%	(36)	60
2020 Vote: Didn't Vote	11%	(50)	25%	(114)	64%	(290)	454
2018 House Vote: Democrat	11%	(93)	32%	(266)	57%	(478)	837
2018 House Vote: Republican	6%	(37)	26%	(154)	67%	(391)	582
2018 House Vote: Didnt Vote	10%	(70)	26%	(193)	64%	(472)	734
4-Region: Northeast	12%	(47)	33%	(126)	55%	(212)	386
4-Region: Midwest	5%	(21)	26%	(118)	69%	(315)	455
4-Region: South	10%	(84)	25%	(210)	65%	(545)	840
4-Region: West	9%	(47)	33%	(173)	58%	(301)	521
Sports Fans	12%	(182)	37%	(569)	52%	(799)	1550
Avid Sports Fans	21%	(123)	37%	(222)	42%	(247)	592
Casual Sports Fans	6%	(59)	36%	(347)	58%	(552)	958

Table MCSPdem1_4: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Soccer

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(200)	29%	(628)	62%	(1374)	2202
Tennis Fans	19%	(150)	47%	(375)	34%	(266)	791
Pickleball Fans	26%	(87)	50%	(172)	24%	(83)	342
ESPN Subscribers	23%	(82)	43%	(158)	34%	(124)	364
Played Pickleball	22%	(75)	39%	(133)	39%	(132)	340

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

Table MCSPdem1_5: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	21%	(473)	36%	(787)	43%	(942)	2202
Gender: Male	33%	(350)	34%	(362)	33%	(359)	1072
Gender: Female	11%	(123)	38%	(423)	52%	(581)	1127
Age: 18-34	28%	(179)	36%	(228)	36%	(225)	631
Age: 35-44	24%	(88)	40%	(147)	37%	(136)	372
Age: 45-64	19%	(136)	33%	(237)	48%	(339)	711
Age: 65+	14%	(70)	36%	(175)	50%	(242)	487
GenZers: 1997-2012	25%	(51)	36%	(75)	40%	(84)	210
Millennials: 1981-1996	29%	(206)	37%	(264)	35%	(250)	719
GenXers: 1965-1980	18%	(94)	36%	(183)	46%	(238)	515
Baby Boomers: 1946-1964	16%	(114)	36%	(257)	48%	(348)	719
PID: Dem (no lean)	30%	(273)	33%	(297)	37%	(337)	907
PID: Ind (no lean)	14%	(98)	40%	(280)	46%	(319)	696
PID: Rep (no lean)	17%	(102)	35%	(210)	48%	(286)	599
PID/Gender: Dem Men	43%	(197)	32%	(145)	26%	(118)	459
PID/Gender: Dem Women	17%	(77)	34%	(152)	49%	(217)	445
PID/Gender: Ind Men	22%	(68)	38%	(115)	40%	(119)	302
PID/Gender: Ind Women	8%	(30)	42%	(163)	51%	(199)	393
PID/Gender: Rep Men	28%	(86)	33%	(102)	39%	(122)	310
PID/Gender: Rep Women	6%	(16)	37%	(108)	57%	(164)	289
Ideo: Liberal (1-3)	26%	(174)	33%	(223)	41%	(273)	670
Ideo: Moderate (4)	27%	(181)	34%	(228)	38%	(256)	665
Ideo: Conservative (5-7)	16%	(104)	37%	(238)	47%	(304)	646
Educ: < College	19%	(279)	34%	(487)	47%	(673)	1439
Educ: Bachelors degree	26%	(127)	39%	(188)	35%	(170)	485
Educ: Post-grad	24%	(67)	40%	(113)	35%	(99)	278
Income: Under 50k	17%	(202)	34%	(405)	49%	(575)	1182
Income: 50k-100k	25%	(163)	37%	(245)	38%	(246)	654
Income: 100k+	30%	(108)	37%	(137)	33%	(121)	366
Ethnicity: White	18%	(303)	35%	(599)	47%	(798)	1699
Ethnicity: Hispanic	32%	(122)	35%	(133)	33%	(125)	379
Ethnicity: Black	45%	(127)	34%	(96)	21%	(60)	283

Table MCSPdem1_5: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	21%	(473)	36%	(787)	43%	(942)	2202
Ethnicity: Other	20%	(44)	42%	(92)	38%	(84)	220
All Christian	24%	(242)	34%	(336)	42%	(413)	990
All Non-Christian	24%	(35)	50%	(72)	26%	(38)	144
Atheist	29%	(32)	21%	(23)	50%	(55)	110
Agnostic/Nothing in particular	16%	(96)	34%	(207)	50%	(303)	607
Something Else	19%	(68)	43%	(149)	38%	(133)	351
Religious Non-Protestant/Catholic	23%	(37)	49%	(78)	27%	(43)	159
Evangelical	27%	(144)	36%	(193)	37%	(199)	536
Non-Evangelical	21%	(161)	36%	(283)	43%	(337)	781
Community: Urban	29%	(195)	35%	(233)	35%	(233)	661
Community: Suburban	20%	(196)	36%	(361)	44%	(439)	996
Community: Rural	15%	(82)	35%	(193)	50%	(270)	545
Employ: Private Sector	30%	(238)	36%	(278)	34%	(265)	781
Employ: Government	35%	(33)	37%	(36)	28%	(27)	95
Employ: Self-Employed	23%	(45)	41%	(80)	36%	(71)	196
Employ: Homemaker	3%	(5)	30%	(45)	67%	(100)	150
Employ: Student	34%	(17)	45%	(23)	21%	(11)	51
Employ: Retired	15%	(86)	34%	(199)	51%	(294)	579
Employ: Unemployed	14%	(35)	35%	(87)	50%	(124)	246
Employ: Other	14%	(14)	38%	(40)	48%	(51)	105
Military HH: Yes	18%	(49)	39%	(110)	43%	(121)	280
Military HH: No	22%	(424)	35%	(677)	43%	(821)	1922
RD/WT: Right Direction	33%	(246)	32%	(239)	36%	(268)	753
RD/WT: Wrong Track	16%	(227)	38%	(548)	46%	(673)	1449
Biden Job Approve	28%	(290)	33%	(339)	39%	(401)	1030
Biden Job Disapprove	16%	(164)	37%	(391)	47%	(492)	1047
Biden Job Strongly Approve	34%	(147)	32%	(136)	34%	(148)	431
Biden Job Somewhat Approve	24%	(143)	34%	(203)	42%	(253)	600
Biden Job Somewhat Disapprove	20%	(76)	42%	(156)	38%	(142)	374
Biden Job Strongly Disapprove	13%	(88)	35%	(235)	52%	(350)	673

Table MCSPdem1_5: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	21%	(473)	36%	(787)	43%	(942)	2202
Favorable of Biden	29%	(308)	32%	(335)	39%	(412)	1055
Unfavorable of Biden	15%	(151)	40%	(410)	46%	(475)	1036
Very Favorable of Biden	35%	(164)	30%	(140)	35%	(164)	468
Somewhat Favorable of Biden	25%	(144)	33%	(195)	42%	(247)	586
Somewhat Unfavorable of Biden	17%	(55)	48%	(155)	34%	(110)	320
Very Unfavorable of Biden	13%	(95)	36%	(255)	51%	(366)	716
#1 Issue: Economy	24%	(206)	38%	(335)	38%	(336)	877
#1 Issue: Security	24%	(71)	34%	(103)	42%	(127)	301
#1 Issue: Health Care	19%	(32)	34%	(57)	48%	(81)	170
#1 Issue: Medicare / Social Security	16%	(46)	37%	(108)	47%	(136)	289
#1 Issue: Women's Issues	23%	(51)	29%	(65)	48%	(109)	225
#1 Issue: Education	32%	(25)	35%	(27)	34%	(26)	78
#1 Issue: Energy	20%	(32)	40%	(62)	40%	(62)	156
#1 Issue: Other	10%	(11)	28%	(30)	62%	(65)	106
2022 House Vote: Democrat	28%	(276)	34%	(332)	38%	(376)	984
2022 House Vote: Republican	17%	(109)	38%	(240)	45%	(291)	640
2022 House Vote: Didnt Vote	16%	(84)	35%	(186)	49%	(259)	529
2020 Vote: Joe Biden	29%	(295)	36%	(367)	35%	(363)	1025
2020 Vote: Donald Trump	13%	(89)	38%	(253)	48%	(321)	663
2020 Vote: Other	7%	(4)	42%	(25)	51%	(31)	60
2020 Vote: Didn't Vote	19%	(85)	31%	(142)	50%	(227)	454
2018 House Vote: Democrat	28%	(231)	36%	(304)	36%	(302)	837
2018 House Vote: Republican	17%	(100)	36%	(212)	46%	(270)	582
2018 House Vote: Didnt Vote	18%	(135)	34%	(249)	48%	(350)	734
4-Region: Northeast	25%	(95)	34%	(132)	41%	(159)	386
4-Region: Midwest	17%	(79)	36%	(163)	47%	(213)	455
4-Region: South	20%	(166)	37%	(310)	43%	(364)	840
4-Region: West	26%	(134)	35%	(182)	39%	(206)	521
Sports Fans	29%	(454)	45%	(701)	26%	(395)	1550
Avid Sports Fans	56%	(332)	32%	(192)	12%	(68)	592
Casual Sports Fans	13%	(122)	53%	(509)	34%	(327)	958

Table MCSPdem1_5: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Basketball

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	21%	(473)	36%	(787)	43%	(942)	2202
Tennis Fans	39%	(310)	43%	(337)	18%	(143)	791
Pickleball Fans	42%	(142)	44%	(150)	15%	(50)	342
ESPN Subscribers	47%	(173)	37%	(135)	15%	(56)	364
Played Pickleball	34%	(115)	44%	(151)	22%	(74)	340

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

Table MCSPdem1_6: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	37%	(822)	34%	(742)	29%	(637)	2202
Gender: Male	52%	(554)	30%	(322)	18%	(195)	1072
Gender: Female	24%	(268)	37%	(418)	39%	(440)	1127
Age: 18-34	40%	(254)	33%	(210)	27%	(168)	631
Age: 35-44	37%	(139)	33%	(123)	30%	(110)	372
Age: 45-64	39%	(274)	34%	(240)	28%	(197)	711
Age: 65+	32%	(155)	35%	(169)	33%	(162)	487
GenZers: 1997-2012	31%	(65)	36%	(76)	33%	(69)	210
Millennials: 1981-1996	42%	(305)	31%	(226)	26%	(188)	719
GenXers: 1965-1980	39%	(201)	33%	(172)	28%	(143)	515
Baby Boomers: 1946-1964	33%	(236)	36%	(262)	31%	(222)	719
PID: Dem (no lean)	44%	(398)	31%	(283)	25%	(226)	907
PID: Ind (no lean)	30%	(208)	33%	(230)	37%	(259)	696
PID: Rep (no lean)	36%	(217)	38%	(229)	25%	(152)	599
PID/Gender: Dem Men	58%	(266)	25%	(113)	17%	(80)	459
PID/Gender: Dem Women	29%	(131)	38%	(170)	32%	(144)	445
PID/Gender: Ind Men	45%	(137)	35%	(105)	20%	(60)	302
PID/Gender: Ind Women	18%	(70)	32%	(124)	50%	(198)	393
PID/Gender: Rep Men	49%	(151)	34%	(105)	17%	(54)	310
PID/Gender: Rep Women	23%	(66)	43%	(124)	34%	(98)	289
Ideo: Liberal (1-3)	40%	(270)	30%	(198)	30%	(203)	670
Ideo: Moderate (4)	42%	(280)	34%	(225)	24%	(160)	665
Ideo: Conservative (5-7)	36%	(235)	38%	(243)	26%	(168)	646
Educ: < College	36%	(517)	33%	(481)	31%	(442)	1439
Educ: Bachelors degree	40%	(196)	35%	(168)	25%	(121)	485
Educ: Post-grad	40%	(110)	34%	(93)	27%	(75)	278
Income: Under 50k	33%	(386)	32%	(383)	35%	(413)	1182
Income: 50k-100k	42%	(273)	35%	(229)	23%	(151)	654
Income: 100k+	45%	(163)	35%	(130)	20%	(73)	366
Ethnicity: White	38%	(639)	33%	(556)	30%	(504)	1699
Ethnicity: Hispanic	51%	(194)	23%	(87)	26%	(98)	379
Ethnicity: Black	47%	(134)	32%	(91)	20%	(58)	283

Table MCSPdem1_6: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	37%	(822)	34%	(742)	29%	(637)	2202
Ethnicity: Other	22%	(49)	43%	(95)	34%	(76)	220
All Christian	44%	(436)	32%	(315)	24%	(240)	990
All Non-Christian	44%	(63)	31%	(45)	25%	(36)	144
Atheist	31%	(34)	25%	(27)	44%	(49)	110
Agnostic/Nothing in particular	29%	(176)	34%	(204)	37%	(227)	607
Something Else	32%	(113)	43%	(151)	25%	(86)	351
Religious Non-Protestant/Catholic	42%	(66)	33%	(52)	25%	(40)	159
Evangelical	41%	(221)	36%	(194)	22%	(120)	536
Non-Evangelical	41%	(321)	34%	(264)	25%	(197)	781
Community: Urban	39%	(258)	29%	(191)	32%	(212)	661
Community: Suburban	39%	(385)	36%	(363)	25%	(248)	996
Community: Rural	33%	(180)	35%	(188)	32%	(177)	545
Employ: Private Sector	46%	(356)	32%	(249)	23%	(176)	781
Employ: Government	43%	(41)	38%	(37)	19%	(18)	95
Employ: Self-Employed	30%	(59)	37%	(72)	33%	(64)	196
Employ: Homemaker	17%	(26)	27%	(41)	55%	(83)	150
Employ: Student	35%	(18)	43%	(22)	22%	(11)	51
Employ: Retired	35%	(203)	36%	(210)	29%	(166)	579
Employ: Unemployed	33%	(81)	32%	(79)	35%	(86)	246
Employ: Other	36%	(38)	32%	(33)	32%	(34)	105
Military HH: Yes	40%	(112)	41%	(114)	19%	(54)	280
Military HH: No	37%	(710)	33%	(628)	30%	(583)	1922
RD/WT: Right Direction	49%	(371)	29%	(222)	21%	(160)	753
RD/WT: Wrong Track	31%	(451)	36%	(520)	33%	(477)	1449
Biden Job Approve	44%	(455)	29%	(302)	27%	(273)	1030
Biden Job Disapprove	33%	(349)	37%	(390)	29%	(309)	1047
Biden Job Strongly Approve	52%	(226)	26%	(110)	22%	(95)	431
Biden Job Somewhat Approve	38%	(230)	32%	(192)	30%	(178)	600
Biden Job Somewhat Disapprove	35%	(131)	37%	(137)	28%	(106)	374
Biden Job Strongly Disapprove	32%	(218)	38%	(253)	30%	(202)	673

Table MCSPdem1_6: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	37%	(822)	34%	(742)	29%	(637)	2202
Favorable of Biden	43%	(457)	30%	(320)	26%	(278)	1055
Unfavorable of Biden	34%	(347)	37%	(382)	30%	(306)	1036
Very Favorable of Biden	51%	(238)	26%	(124)	23%	(106)	468
Somewhat Favorable of Biden	37%	(219)	33%	(196)	29%	(171)	586
Somewhat Unfavorable of Biden	35%	(113)	35%	(112)	30%	(95)	320
Very Unfavorable of Biden	33%	(235)	38%	(270)	30%	(211)	716
#1 Issue: Economy	39%	(340)	36%	(319)	25%	(219)	877
#1 Issue: Security	45%	(135)	28%	(85)	27%	(81)	301
#1 Issue: Health Care	33%	(56)	36%	(62)	31%	(53)	170
#1 Issue: Medicare / Social Security	36%	(104)	33%	(97)	31%	(88)	289
#1 Issue: Women's Issues	30%	(68)	27%	(61)	43%	(96)	225
#1 Issue: Education	47%	(37)	27%	(21)	25%	(20)	78
#1 Issue: Energy	34%	(52)	35%	(55)	31%	(49)	156
#1 Issue: Other	29%	(30)	41%	(43)	31%	(32)	106
2022 House Vote: Democrat	42%	(415)	32%	(313)	26%	(256)	984
2022 House Vote: Republican	38%	(241)	39%	(248)	24%	(151)	640
2022 House Vote: Didnt Vote	29%	(155)	31%	(165)	39%	(209)	529
2020 Vote: Joe Biden	43%	(444)	31%	(313)	26%	(267)	1025
2020 Vote: Donald Trump	35%	(230)	39%	(261)	26%	(172)	663
2020 Vote: Other	27%	(17)	41%	(25)	31%	(19)	60
2020 Vote: Didn't Vote	29%	(131)	32%	(143)	40%	(180)	454
2018 House Vote: Democrat	44%	(372)	31%	(255)	25%	(210)	837
2018 House Vote: Republican	36%	(210)	40%	(234)	24%	(138)	582
2018 House Vote: Didnt Vote	31%	(227)	32%	(235)	37%	(273)	734
4-Region: Northeast	39%	(152)	32%	(124)	28%	(109)	386
4-Region: Midwest	39%	(179)	33%	(150)	28%	(126)	455
4-Region: South	36%	(305)	35%	(296)	28%	(239)	840
4-Region: West	36%	(187)	33%	(172)	31%	(163)	521
Sports Fans	50%	(780)	40%	(624)	9%	(146)	1550
Avid Sports Fans	83%	(494)	14%	(85)	2%	(13)	592
Casual Sports Fans	30%	(286)	56%	(539)	14%	(132)	958

Table MCSPdem1_6: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	37%	(822)	34%	(742)	29%	(637)	2202
Tennis Fans	53%	(417)	36%	(282)	12%	(91)	791
Pickleball Fans	57%	(194)	36%	(122)	8%	(26)	342
ESPN Subscribers	63%	(231)	26%	(95)	10%	(38)	364
Played Pickleball	49%	(166)	36%	(123)	15%	(50)	340

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

Table MCSPdem1_7: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Golf

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(193)	25%	(552)	66%	(1457)	2202
Gender: Male	13%	(141)	32%	(339)	55%	(592)	1072
Gender: Female	5%	(52)	19%	(213)	76%	(862)	1127
Age: 18-34	12%	(76)	23%	(145)	65%	(410)	631
Age: 35-44	8%	(29)	24%	(88)	68%	(255)	372
Age: 45-64	6%	(45)	27%	(192)	67%	(475)	711
Age: 65+	9%	(42)	26%	(127)	65%	(318)	487
GenZers: 1997-2012	11%	(23)	16%	(34)	73%	(153)	210
Millennials: 1981-1996	11%	(78)	25%	(183)	64%	(458)	719
GenXers: 1965-1980	6%	(30)	25%	(128)	69%	(358)	515
Baby Boomers: 1946-1964	8%	(57)	28%	(199)	64%	(463)	719
PID: Dem (no lean)	11%	(102)	25%	(230)	63%	(575)	907
PID: Ind (no lean)	6%	(43)	24%	(168)	70%	(485)	696
PID: Rep (no lean)	8%	(48)	26%	(153)	66%	(397)	599
PID/Gender: Dem Men	17%	(77)	30%	(138)	53%	(245)	459
PID/Gender: Dem Women	6%	(25)	21%	(92)	74%	(328)	445
PID/Gender: Ind Men	9%	(26)	32%	(97)	59%	(179)	302
PID/Gender: Ind Women	4%	(17)	18%	(71)	78%	(305)	393
PID/Gender: Rep Men	12%	(38)	33%	(103)	54%	(168)	310
PID/Gender: Rep Women	3%	(10)	17%	(50)	79%	(229)	289
Ideo: Liberal (1-3)	9%	(60)	24%	(160)	67%	(450)	670
Ideo: Moderate (4)	9%	(61)	27%	(181)	64%	(423)	665
Ideo: Conservative (5-7)	10%	(64)	28%	(183)	62%	(400)	646
Educ: < College	6%	(91)	23%	(327)	71%	(1020)	1439
Educ: Bachelors degree	13%	(61)	31%	(149)	57%	(275)	485
Educ: Post-grad	15%	(40)	27%	(76)	58%	(162)	278
Income: Under 50k	5%	(63)	22%	(260)	73%	(859)	1182
Income: 50k-100k	11%	(69)	28%	(183)	61%	(402)	654
Income: 100k+	16%	(60)	30%	(109)	54%	(197)	366
Ethnicity: White	10%	(166)	24%	(407)	66%	(1127)	1699
Ethnicity: Hispanic	17%	(65)	21%	(80)	62%	(234)	379
Ethnicity: Black	7%	(21)	34%	(96)	59%	(167)	283

Table MCSPdem1_7: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Golf

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(193)	25%	(552)	66%	(1457)	2202
Ethnicity: Other	3%	(6)	22%	(49)	75%	(164)	220
All Christian	13%	(124)	27%	(263)	61%	(603)	990
All Non-Christian	13%	(19)	31%	(45)	55%	(80)	144
Atheist	11%	(12)	23%	(25)	66%	(73)	110
Agnostic/Nothing in particular	3%	(20)	20%	(121)	77%	(466)	607
Something Else	5%	(17)	28%	(97)	67%	(236)	351
Religious Non-Protestant/Catholic	13%	(20)	31%	(49)	57%	(90)	159
Evangelical	13%	(68)	25%	(134)	62%	(334)	536
Non-Evangelical	9%	(71)	28%	(222)	63%	(489)	781
Community: Urban	9%	(62)	25%	(166)	65%	(433)	661
Community: Suburban	9%	(89)	26%	(263)	65%	(644)	996
Community: Rural	8%	(41)	23%	(123)	70%	(380)	545
Employ: Private Sector	13%	(100)	28%	(221)	59%	(461)	781
Employ: Government	14%	(13)	35%	(34)	51%	(49)	95
Employ: Self-Employed	7%	(14)	26%	(51)	67%	(131)	196
Employ: Homemaker	2%	(3)	13%	(20)	85%	(127)	150
Employ: Student	20%	(10)	19%	(9)	61%	(31)	51
Employ: Retired	6%	(38)	25%	(144)	69%	(398)	579
Employ: Unemployed	5%	(11)	22%	(53)	74%	(182)	246
Employ: Other	4%	(4)	20%	(21)	76%	(80)	105
Military HH: Yes	8%	(22)	29%	(81)	63%	(176)	280
Military HH: No	9%	(170)	25%	(471)	67%	(1281)	1922
RD/WT: Right Direction	15%	(111)	28%	(209)	58%	(434)	753
RD/WT: Wrong Track	6%	(81)	24%	(343)	71%	(1024)	1449
Biden Job Approve	11%	(114)	26%	(273)	62%	(644)	1030
Biden Job Disapprove	6%	(67)	26%	(271)	68%	(709)	1047
Biden Job Strongly Approve	17%	(75)	27%	(115)	56%	(240)	431
Biden Job Somewhat Approve	6%	(39)	26%	(157)	67%	(404)	600
Biden Job Somewhat Disapprove	7%	(26)	26%	(98)	67%	(249)	374
Biden Job Strongly Disapprove	6%	(41)	26%	(172)	68%	(460)	673

Table MCSPdem1_7: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Golf

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(193)	25%	(552)	66%	(1457)	2202
Favorable of Biden	12%	(124)	26%	(270)	63%	(660)	1055
Unfavorable of Biden	5%	(56)	26%	(274)	68%	(706)	1036
Very Favorable of Biden	16%	(74)	27%	(124)	58%	(270)	468
Somewhat Favorable of Biden	9%	(50)	25%	(146)	67%	(390)	586
Somewhat Unfavorable of Biden	4%	(14)	27%	(85)	69%	(221)	320
Very Unfavorable of Biden	6%	(42)	26%	(189)	68%	(485)	716
#1 Issue: Economy	9%	(78)	26%	(229)	65%	(570)	877
#1 Issue: Security	15%	(45)	25%	(75)	60%	(180)	301
#1 Issue: Health Care	6%	(10)	20%	(35)	74%	(125)	170
#1 Issue: Medicare / Social Security	5%	(15)	26%	(75)	69%	(199)	289
#1 Issue: Women's Issues	9%	(20)	18%	(40)	74%	(166)	225
#1 Issue: Education	7%	(6)	32%	(25)	61%	(48)	78
#1 Issue: Energy	11%	(18)	26%	(40)	63%	(98)	156
#1 Issue: Other	1%	(1)	31%	(33)	68%	(72)	106
2022 House Vote: Democrat	10%	(97)	27%	(264)	63%	(623)	984
2022 House Vote: Republican	8%	(50)	27%	(176)	65%	(414)	640
2022 House Vote: Didnt Vote	8%	(44)	19%	(98)	73%	(387)	529
2020 Vote: Joe Biden	10%	(98)	27%	(279)	63%	(648)	1025
2020 Vote: Donald Trump	7%	(47)	28%	(183)	65%	(433)	663
2020 Vote: Other	6%	(3)	29%	(17)	66%	(40)	60
2020 Vote: Didn't Vote	10%	(44)	16%	(73)	74%	(337)	454
2018 House Vote: Democrat	9%	(77)	29%	(244)	62%	(516)	837
2018 House Vote: Republican	8%	(45)	27%	(158)	65%	(378)	582
2018 House Vote: Didnt Vote	9%	(65)	19%	(137)	72%	(532)	734
4-Region: Northeast	11%	(43)	26%	(102)	62%	(241)	386
4-Region: Midwest	6%	(27)	26%	(117)	68%	(311)	455
4-Region: South	8%	(64)	26%	(214)	67%	(561)	840
4-Region: West	11%	(58)	23%	(119)	66%	(345)	521
Sports Fans	12%	(188)	34%	(529)	54%	(833)	1550
Avid Sports Fans	22%	(128)	42%	(251)	36%	(213)	592
Casual Sports Fans	6%	(60)	29%	(277)	65%	(620)	958

Continued on next page

Table MCSPdem1_7: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
Golf

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(193)	25%	(552)	66%	(1457)	2202
Tennis Fans	19%	(154)	47%	(374)	33%	(262)	791
Pickleball Fans	33%	(111)	42%	(144)	25%	(86)	342
ESPN Subscribers	20%	(72)	38%	(140)	42%	(152)	364
Played Pickleball	22%	(74)	34%	(115)	44%	(151)	340

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

Table MCSPdem2_1NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

Paramount+

Demographic	Selected		Not Selected		Total N
Adults	31%	(673)	69%	(1529)	2202
Gender: Male	32%	(341)	68%	(731)	1072
Gender: Female	29%	(331)	71%	(796)	1127
Age: 18-34	41%	(260)	59%	(372)	631
Age: 35-44	29%	(108)	71%	(263)	372
Age: 45-64	30%	(215)	70%	(497)	711
Age: 65+	19%	(91)	81%	(397)	487
GenZers: 1997-2012	32%	(67)	68%	(142)	210
Millennials: 1981-1996	39%	(284)	61%	(436)	719
GenXers: 1965-1980	31%	(162)	69%	(353)	515
Baby Boomers: 1946-1964	22%	(157)	78%	(563)	719
PID: Dem (no lean)	32%	(293)	68%	(614)	907
PID: Ind (no lean)	31%	(213)	69%	(483)	696
PID: Rep (no lean)	28%	(167)	72%	(432)	599
PID/Gender: Dem Men	37%	(171)	63%	(288)	459
PID/Gender: Dem Women	27%	(121)	73%	(324)	445
PID/Gender: Ind Men	29%	(87)	71%	(216)	302
PID/Gender: Ind Women	32%	(125)	68%	(268)	393
PID/Gender: Rep Men	27%	(83)	73%	(227)	310
PID/Gender: Rep Women	29%	(84)	71%	(204)	289
Ideo: Liberal (1-3)	32%	(212)	68%	(458)	670
Ideo: Moderate (4)	29%	(194)	71%	(471)	665
Ideo: Conservative (5-7)	29%	(184)	71%	(462)	646
Educ: < College	31%	(450)	69%	(989)	1439
Educ: Bachelors degree	32%	(155)	68%	(329)	485
Educ: Post-grad	25%	(68)	75%	(210)	278
Income: Under 50k	29%	(337)	71%	(845)	1182
Income: 50k-100k	32%	(209)	68%	(445)	654
Income: 100k+	35%	(128)	65%	(239)	366
Ethnicity: White	32%	(536)	68%	(1163)	1699
Ethnicity: Hispanic	42%	(159)	58%	(220)	379
Ethnicity: Black	34%	(97)	66%	(186)	283

Table MCSPdem2_1NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

Paramount+

Demographic	Selected		Not Selected		Total N
Adults	31%	(673)	69%	(1529)	2202
Ethnicity: Other	19%	(41)	81%	(179)	220
All Christian	30%	(299)	70%	(691)	990
All Non-Christian	24%	(34)	76%	(110)	144
Atheist	33%	(36)	67%	(74)	110
Agnostic/Nothing in particular	31%	(189)	69%	(418)	607
Something Else	33%	(115)	67%	(236)	351
Religious Non-Protestant/Catholic	26%	(41)	74%	(118)	159
Evangelical	32%	(172)	68%	(363)	536
Non-Evangelical	29%	(230)	71%	(551)	781
Community: Urban	33%	(215)	67%	(446)	661
Community: Suburban	29%	(287)	71%	(709)	996
Community: Rural	31%	(171)	69%	(373)	545
Employ: Private Sector	34%	(265)	66%	(516)	781
Employ: Government	31%	(30)	69%	(66)	95
Employ: Self-Employed	40%	(78)	60%	(117)	196
Employ: Homemaker	32%	(48)	68%	(101)	150
Employ: Student	43%	(22)	57%	(29)	51
Employ: Retired	22%	(130)	78%	(449)	579
Employ: Unemployed	26%	(63)	74%	(183)	246
Employ: Other	36%	(37)	64%	(68)	105
Military HH: Yes	36%	(101)	64%	(178)	280
Military HH: No	30%	(572)	70%	(1350)	1922
RD/WT: Right Direction	35%	(265)	65%	(489)	753
RD/WT: Wrong Track	28%	(409)	72%	(1040)	1449
Biden Job Approve	32%	(334)	68%	(696)	1030
Biden Job Disapprove	29%	(301)	71%	(746)	1047
Biden Job Strongly Approve	37%	(159)	63%	(272)	431
Biden Job Somewhat Approve	29%	(175)	71%	(424)	600
Biden Job Somewhat Disapprove	32%	(122)	68%	(253)	374
Biden Job Strongly Disapprove	27%	(179)	73%	(493)	673

Table MCSPdem2_1NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

Paramount+

Demographic	Selected		Not Selected		Total N
Adults	31%	(673)	69%	(1529)	2202
Favorable of Biden	33%	(345)	67%	(709)	1055
Unfavorable of Biden	29%	(299)	71%	(737)	1036
Very Favorable of Biden	34%	(160)	66%	(308)	468
Somewhat Favorable of Biden	32%	(185)	68%	(401)	586
Somewhat Unfavorable of Biden	32%	(102)	68%	(217)	320
Very Unfavorable of Biden	27%	(197)	73%	(519)	716
#1 Issue: Economy	30%	(264)	70%	(613)	877
#1 Issue: Security	26%	(78)	74%	(223)	301
#1 Issue: Health Care	35%	(60)	65%	(111)	170
#1 Issue: Medicare / Social Security	27%	(79)	73%	(210)	289
#1 Issue: Women's Issues	29%	(65)	71%	(160)	225
#1 Issue: Education	38%	(30)	62%	(48)	78
#1 Issue: Energy	40%	(62)	60%	(94)	156
#1 Issue: Other	34%	(36)	66%	(70)	106
2022 House Vote: Democrat	31%	(301)	69%	(683)	984
2022 House Vote: Republican	27%	(174)	73%	(466)	640
2022 House Vote: Didnt Vote	34%	(181)	66%	(348)	529
2020 Vote: Joe Biden	31%	(319)	69%	(706)	1025
2020 Vote: Donald Trump	27%	(178)	73%	(485)	663
2020 Vote: Other	39%	(23)	61%	(37)	60
2020 Vote: Didn't Vote	34%	(153)	66%	(301)	454
2018 House Vote: Democrat	32%	(269)	68%	(568)	837
2018 House Vote: Republican	26%	(151)	74%	(430)	582
2018 House Vote: Didnt Vote	32%	(231)	68%	(503)	734
4-Region: Northeast	26%	(102)	74%	(284)	386
4-Region: Midwest	28%	(128)	72%	(327)	455
4-Region: South	33%	(276)	67%	(564)	840
4-Region: West	32%	(168)	68%	(354)	521
Sports Fans	34%	(529)	66%	(1021)	1550
Avid Sports Fans	36%	(210)	64%	(382)	592
Casual Sports Fans	33%	(318)	67%	(639)	958

Table MCSPdem2_1NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

Paramount+

Demographic	Selected		Not Selected		Total N
Adults	31%	(673)	69%	(1529)	2202
Tennis Fans	36%	(284)	64%	(507)	791
Pickleball Fans	39%	(133)	61%	(209)	342
ESPN Subscribers	52%	(188)	48%	(176)	364
Played Pickleball	39%	(133)	61%	(207)	340

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

Table MCSPdem2_2NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

Peacock

Demographic	Selected		Not Selected		Total N
Adults	34%	(742)	66%	(1460)	2202
Gender: Male	32%	(345)	68%	(726)	1072
Gender: Female	35%	(395)	65%	(732)	1127
Age: 18-34	39%	(246)	61%	(386)	631
Age: 35-44	38%	(139)	62%	(232)	372
Age: 45-64	35%	(245)	65%	(466)	711
Age: 65+	23%	(111)	77%	(376)	487
GenZers: 1997-2012	26%	(54)	74%	(155)	210
Millennials: 1981-1996	43%	(309)	57%	(410)	719
GenXers: 1965-1980	37%	(191)	63%	(324)	515
Baby Boomers: 1946-1964	25%	(183)	75%	(536)	719
PID: Dem (no lean)	40%	(359)	60%	(548)	907
PID: Ind (no lean)	29%	(200)	71%	(496)	696
PID: Rep (no lean)	31%	(183)	69%	(416)	599
PID/Gender: Dem Men	37%	(170)	63%	(289)	459
PID/Gender: Dem Women	42%	(189)	58%	(256)	445
PID/Gender: Ind Men	27%	(82)	73%	(221)	302
PID/Gender: Ind Women	30%	(117)	70%	(276)	393
PID/Gender: Rep Men	30%	(94)	70%	(216)	310
PID/Gender: Rep Women	31%	(89)	69%	(200)	289
Ideo: Liberal (1-3)	43%	(286)	57%	(384)	670
Ideo: Moderate (4)	32%	(210)	68%	(455)	665
Ideo: Conservative (5-7)	29%	(186)	71%	(460)	646
Educ: < College	33%	(471)	67%	(968)	1439
Educ: Bachelors degree	37%	(181)	63%	(304)	485
Educ: Post-grad	32%	(90)	68%	(188)	278
Income: Under 50k	30%	(359)	70%	(823)	1182
Income: 50k-100k	38%	(247)	62%	(407)	654
Income: 100k+	37%	(136)	63%	(230)	366
Ethnicity: White	33%	(566)	67%	(1133)	1699
Ethnicity: Hispanic	38%	(144)	62%	(235)	379
Ethnicity: Black	42%	(120)	58%	(163)	283

Table MCSPdem2_2NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

Peacock

Demographic	Selected		Not Selected		Total N
Adults	34%	(742)	66%	(1460)	2202
Ethnicity: Other	25%	(56)	75%	(164)	220
All Christian	33%	(327)	67%	(663)	990
All Non-Christian	42%	(60)	58%	(84)	144
Atheist	42%	(46)	58%	(64)	110
Agnostic/Nothing in particular	32%	(193)	68%	(414)	607
Something Else	33%	(116)	67%	(235)	351
Religious Non-Protestant/Catholic	42%	(66)	58%	(92)	159
Evangelical	33%	(176)	67%	(360)	536
Non-Evangelical	33%	(257)	67%	(524)	781
Community: Urban	34%	(222)	66%	(439)	661
Community: Suburban	36%	(356)	64%	(640)	996
Community: Rural	30%	(164)	70%	(380)	545
Employ: Private Sector	39%	(301)	61%	(480)	781
Employ: Government	43%	(41)	57%	(55)	95
Employ: Self-Employed	39%	(76)	61%	(119)	196
Employ: Homemaker	36%	(54)	64%	(95)	150
Employ: Student	18%	(9)	82%	(42)	51
Employ: Retired	27%	(155)	73%	(424)	579
Employ: Unemployed	31%	(77)	69%	(169)	246
Employ: Other	27%	(29)	73%	(76)	105
Military HH: Yes	32%	(91)	68%	(189)	280
Military HH: No	34%	(652)	66%	(1271)	1922
RD/WT: Right Direction	36%	(274)	64%	(480)	753
RD/WT: Wrong Track	32%	(468)	68%	(980)	1449
Biden Job Approve	36%	(373)	64%	(657)	1030
Biden Job Disapprove	32%	(331)	68%	(716)	1047
Biden Job Strongly Approve	38%	(164)	62%	(267)	431
Biden Job Somewhat Approve	35%	(209)	65%	(390)	600
Biden Job Somewhat Disapprove	36%	(137)	64%	(238)	374
Biden Job Strongly Disapprove	29%	(195)	71%	(478)	673

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Table MCSPdem2_2NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

Peacock

Demographic	Selected		Not Selected		Total N
Adults	34%	(742)	66%	(1460)	2202
Favorable of Biden	37%	(388)	63%	(667)	1055
Unfavorable of Biden	31%	(320)	69%	(716)	1036
Very Favorable of Biden	38%	(180)	62%	(289)	468
Somewhat Favorable of Biden	36%	(208)	64%	(378)	586
Somewhat Unfavorable of Biden	37%	(118)	63%	(202)	320
Very Unfavorable of Biden	28%	(202)	72%	(514)	716
#1 Issue: Economy	34%	(296)	66%	(581)	877
#1 Issue: Security	26%	(78)	74%	(222)	301
#1 Issue: Health Care	38%	(65)	62%	(106)	170
#1 Issue: Medicare / Social Security	34%	(98)	66%	(191)	289
#1 Issue: Women's Issues	34%	(75)	66%	(149)	225
#1 Issue: Education	44%	(34)	56%	(44)	78
#1 Issue: Energy	36%	(57)	64%	(100)	156
#1 Issue: Other	37%	(39)	63%	(67)	106
2022 House Vote: Democrat	36%	(354)	64%	(629)	984
2022 House Vote: Republican	31%	(198)	69%	(442)	640
2022 House Vote: Didnt Vote	34%	(178)	66%	(351)	529
2020 Vote: Joe Biden	40%	(409)	60%	(616)	1025
2020 Vote: Donald Trump	29%	(190)	71%	(472)	663
2020 Vote: Other	31%	(19)	69%	(41)	60
2020 Vote: Didn't Vote	27%	(124)	73%	(331)	454
2018 House Vote: Democrat	39%	(323)	61%	(514)	837
2018 House Vote: Republican	28%	(162)	72%	(420)	582
2018 House Vote: Didnt Vote	33%	(242)	67%	(492)	734
4-Region: Northeast	36%	(139)	64%	(246)	386
4-Region: Midwest	32%	(144)	68%	(311)	455
4-Region: South	35%	(298)	65%	(542)	840
4-Region: West	31%	(161)	69%	(361)	521
Sports Fans	38%	(585)	62%	(965)	1550
Avid Sports Fans	43%	(255)	57%	(337)	592
Casual Sports Fans	34%	(330)	66%	(627)	958

Table MCSPdem2_2NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

Peacock

Demographic	Selected		Not Selected		Total N
Adults	34%	(742)	66%	(1460)	2202
Tennis Fans	39%	(309)	61%	(482)	791
Pickleball Fans	40%	(136)	60%	(206)	342
ESPN Subscribers	51%	(184)	49%	(180)	364
Played Pickleball	37%	(127)	63%	(213)	340

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

Table MCSPdem2_3NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
beIN SPORTS Connect

Demographic	Selected		Not Selected		Total N
Adults	2%	(39)	98%	(2163)	2202
Gender: Male	3%	(32)	97%	(1040)	1072
Gender: Female	1%	(7)	99%	(1120)	1127
Age: 18-34	5%	(29)	95%	(602)	631
Age: 35-44	2%	(6)	98%	(366)	372
Age: 45-64	—	(3)	100%	(709)	711
Age: 65+	—	(1)	100%	(486)	487
GenZers: 1997-2012	—	(1)	100%	(209)	210
Millennials: 1981-1996	5%	(34)	95%	(686)	719
GenXers: 1965-1980	1%	(4)	99%	(512)	515
Baby Boomers: 1946-1964	—	(1)	100%	(718)	719
PID: Dem (no lean)	2%	(18)	98%	(889)	907
PID: Ind (no lean)	—	(2)	100%	(694)	696
PID: Rep (no lean)	3%	(18)	97%	(580)	599
PID/Gender: Dem Men	3%	(12)	97%	(447)	459
PID/Gender: Dem Women	1%	(7)	99%	(439)	445
PID/Gender: Ind Men	1%	(2)	99%	(300)	302
PID/Gender: Ind Women	—	(0)	100%	(393)	393
PID/Gender: Rep Men	6%	(18)	94%	(292)	310
PID/Gender: Rep Women	—	(1)	100%	(288)	289
Ideo: Liberal (1-3)	1%	(8)	99%	(663)	670
Ideo: Moderate (4)	3%	(23)	97%	(642)	665
Ideo: Conservative (5-7)	1%	(6)	99%	(640)	646
Educ: < College	1%	(21)	99%	(1418)	1439
Educ: Bachelors degree	2%	(11)	98%	(474)	485
Educ: Post-grad	2%	(6)	98%	(272)	278
Income: Under 50k	2%	(23)	98%	(1159)	1182
Income: 50k-100k	1%	(9)	99%	(644)	654
Income: 100k+	2%	(7)	98%	(360)	366
Ethnicity: White	2%	(35)	98%	(1664)	1699
Ethnicity: Hispanic	6%	(24)	94%	(355)	379
Ethnicity: Black	1%	(1)	99%	(282)	283

Table MCSPdem2_3NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
beIN SPORTS Connect

Demographic	Selected		Not Selected		Total N
Adults	2%	(39)	98%	(2163)	2202
Ethnicity: Other	1%	(2)	99%	(217)	220
All Christian	3%	(29)	97%	(961)	990
All Non-Christian	6%	(9)	94%	(135)	144
Atheist	—	(0)	100%	(110)	110
Agnostic/Nothing in particular	—	(1)	100%	(606)	607
Something Else	—	(0)	100%	(351)	351
Religious Non-Protestant/Catholic	6%	(10)	94%	(149)	159
Evangelical	3%	(14)	97%	(522)	536
Non-Evangelical	2%	(14)	98%	(767)	781
Community: Urban	2%	(13)	98%	(649)	661
Community: Suburban	1%	(13)	99%	(983)	996
Community: Rural	2%	(13)	98%	(531)	545
Employ: Private Sector	2%	(17)	98%	(764)	781
Employ: Government	1%	(1)	99%	(95)	95
Employ: Self-Employed	4%	(7)	96%	(188)	196
Employ: Homemaker	—	(0)	100%	(150)	150
Employ: Student	22%	(11)	78%	(40)	51
Employ: Retired	—	(1)	100%	(578)	579
Employ: Unemployed	1%	(2)	99%	(244)	246
Employ: Other	—	(0)	100%	(105)	105
Military HH: Yes	—	(1)	100%	(279)	280
Military HH: No	2%	(38)	98%	(1884)	1922
RD/WT: Right Direction	5%	(35)	95%	(719)	753
RD/WT: Wrong Track	—	(4)	100%	(1444)	1449
Biden Job Approve	3%	(31)	97%	(999)	1030
Biden Job Disapprove	1%	(8)	99%	(1039)	1047
Biden Job Strongly Approve	3%	(12)	97%	(419)	431
Biden Job Somewhat Approve	3%	(19)	97%	(581)	600
Biden Job Somewhat Disapprove	2%	(7)	98%	(368)	374
Biden Job Strongly Disapprove	—	(1)	100%	(671)	673

Table MCSPdem2_3NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

beIN SPORTS Connect

Demographic	Selected		Not Selected		Total N
Adults	2%	(39)	98%	(2163)	2202
Favorable of Biden	3%	(35)	97%	(1019)	1055
Unfavorable of Biden	—	(4)	100%	(1032)	1036
Very Favorable of Biden	2%	(10)	98%	(459)	468
Somewhat Favorable of Biden	4%	(25)	96%	(561)	586
Somewhat Unfavorable of Biden	1%	(3)	99%	(316)	320
Very Unfavorable of Biden	—	(1)	100%	(715)	716
#1 Issue: Economy	3%	(26)	97%	(851)	877
#1 Issue: Security	2%	(6)	98%	(295)	301
#1 Issue: Health Care	2%	(4)	98%	(167)	170
#1 Issue: Medicare / Social Security	1%	(2)	99%	(288)	289
#1 Issue: Women's Issues	—	(0)	100%	(225)	225
#1 Issue: Education	—	(0)	100%	(78)	78
#1 Issue: Energy	1%	(2)	99%	(154)	156
#1 Issue: Other	—	(0)	100%	(106)	106
2022 House Vote: Democrat	1%	(13)	99%	(970)	984
2022 House Vote: Republican	2%	(10)	98%	(630)	640
2022 House Vote: Didnt Vote	3%	(15)	97%	(514)	529
2020 Vote: Joe Biden	2%	(20)	98%	(1005)	1025
2020 Vote: Donald Trump	—	(3)	100%	(660)	663
2020 Vote: Other	—	(0)	100%	(60)	60
2020 Vote: Didn't Vote	4%	(16)	96%	(438)	454
2018 House Vote: Democrat	1%	(12)	99%	(825)	837
2018 House Vote: Republican	—	(1)	100%	(581)	582
2018 House Vote: Didnt Vote	4%	(26)	96%	(708)	734
4-Region: Northeast	2%	(6)	98%	(380)	386
4-Region: Midwest	—	(0)	100%	(455)	455
4-Region: South	2%	(14)	98%	(826)	840
4-Region: West	4%	(18)	96%	(503)	521
Sports Fans	2%	(38)	98%	(1512)	1550
Avid Sports Fans	4%	(22)	96%	(570)	592
Casual Sports Fans	2%	(16)	98%	(942)	958

Table MCSPdem2_3NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
beIN SPORTS Connect

Demographic	Selected		Not Selected		Total N
Adults	2%	(39)	98%	(2163)	2202
Tennis Fans	4%	(28)	96%	(763)	791
Pickleball Fans	7%	(23)	93%	(319)	342
ESPN Subscribers	9%	(32)	91%	(331)	364
Played Pickleball	4%	(14)	96%	(326)	340

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

Table MCSPdem2_4NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
ESPN+

Demographic	Selected		Not Selected		Total N
Adults	17%	(364)	83%	(1838)	2202
Gender: Male	20%	(218)	80%	(854)	1072
Gender: Female	13%	(146)	87%	(981)	1127
Age: 18-34	27%	(170)	73%	(462)	631
Age: 35-44	23%	(85)	77%	(287)	372
Age: 45-64	11%	(80)	89%	(632)	711
Age: 65+	6%	(30)	94%	(457)	487
GenZers: 1997-2012	20%	(42)	80%	(168)	210
Millennials: 1981-1996	28%	(204)	72%	(515)	719
GenXers: 1965-1980	13%	(69)	87%	(446)	515
Baby Boomers: 1946-1964	6%	(47)	94%	(673)	719
PID: Dem (no lean)	19%	(170)	81%	(737)	907
PID: Ind (no lean)	12%	(84)	88%	(612)	696
PID: Rep (no lean)	18%	(110)	82%	(489)	599
PID/Gender: Dem Men	22%	(103)	78%	(356)	459
PID/Gender: Dem Women	15%	(68)	85%	(378)	445
PID/Gender: Ind Men	14%	(42)	86%	(261)	302
PID/Gender: Ind Women	11%	(42)	89%	(350)	393
PID/Gender: Rep Men	24%	(74)	76%	(236)	310
PID/Gender: Rep Women	12%	(36)	88%	(253)	289
Ideo: Liberal (1-3)	16%	(107)	84%	(564)	670
Ideo: Moderate (4)	18%	(121)	82%	(544)	665
Ideo: Conservative (5-7)	17%	(112)	83%	(534)	646
Educ: < College	14%	(202)	86%	(1237)	1439
Educ: Bachelors degree	23%	(111)	77%	(374)	485
Educ: Post-grad	18%	(51)	82%	(227)	278
Income: Under 50k	13%	(152)	87%	(1030)	1182
Income: 50k-100k	21%	(134)	79%	(519)	654
Income: 100k+	21%	(78)	79%	(288)	366
Ethnicity: White	15%	(255)	85%	(1444)	1699
Ethnicity: Hispanic	21%	(81)	79%	(298)	379
Ethnicity: Black	26%	(75)	74%	(208)	283

Table MCSPdem2_4NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
ESPN+

Demographic	Selected		Not Selected		Total N
Adults	17%	(364)	83%	(1838)	2202
Ethnicity: Other	15%	(34)	85%	(186)	220
All Christian	18%	(182)	82%	(808)	990
All Non-Christian	17%	(25)	83%	(120)	144
Atheist	14%	(15)	86%	(95)	110
Agnostic/Nothing in particular	12%	(70)	88%	(537)	607
Something Else	21%	(72)	79%	(278)	351
Religious Non-Protestant/Catholic	17%	(27)	83%	(131)	159
Evangelical	22%	(117)	78%	(419)	536
Non-Evangelical	17%	(133)	83%	(649)	781
Community: Urban	21%	(141)	79%	(520)	661
Community: Suburban	14%	(143)	86%	(853)	996
Community: Rural	15%	(80)	85%	(464)	545
Employ: Private Sector	23%	(182)	77%	(599)	781
Employ: Government	35%	(33)	65%	(62)	95
Employ: Self-Employed	22%	(43)	78%	(152)	196
Employ: Homemaker	8%	(12)	92%	(138)	150
Employ: Student	40%	(20)	60%	(31)	51
Employ: Retired	5%	(29)	95%	(549)	579
Employ: Unemployed	13%	(31)	87%	(215)	246
Employ: Other	13%	(13)	87%	(92)	105
Military HH: Yes	16%	(44)	84%	(236)	280
Military HH: No	17%	(320)	83%	(1602)	1922
RD/WT: Right Direction	24%	(181)	76%	(573)	753
RD/WT: Wrong Track	13%	(183)	87%	(1266)	1449
Biden Job Approve	20%	(202)	80%	(828)	1030
Biden Job Disapprove	14%	(146)	86%	(902)	1047
Biden Job Strongly Approve	21%	(91)	79%	(339)	431
Biden Job Somewhat Approve	19%	(111)	81%	(489)	600
Biden Job Somewhat Disapprove	16%	(61)	84%	(313)	374
Biden Job Strongly Disapprove	13%	(84)	87%	(588)	673

Table MCSPdem2_4NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
ESPN+

Demographic	Selected		Not Selected		Total N
Adults	17%	(364)	83%	(1838)	2202
Favorable of Biden	20%	(207)	80%	(847)	1055
Unfavorable of Biden	15%	(150)	85%	(885)	1036
Very Favorable of Biden	20%	(95)	80%	(373)	468
Somewhat Favorable of Biden	19%	(112)	81%	(474)	586
Somewhat Unfavorable of Biden	19%	(61)	81%	(258)	320
Very Unfavorable of Biden	12%	(89)	88%	(627)	716
#1 Issue: Economy	19%	(171)	81%	(706)	877
#1 Issue: Security	17%	(50)	83%	(251)	301
#1 Issue: Health Care	16%	(26)	84%	(144)	170
#1 Issue: Medicare / Social Security	7%	(22)	93%	(268)	289
#1 Issue: Women's Issues	17%	(39)	83%	(186)	225
#1 Issue: Education	28%	(22)	72%	(56)	78
#1 Issue: Energy	19%	(30)	81%	(126)	156
#1 Issue: Other	4%	(4)	96%	(101)	106
2022 House Vote: Democrat	18%	(175)	82%	(808)	984
2022 House Vote: Republican	18%	(114)	82%	(526)	640
2022 House Vote: Didnt Vote	12%	(64)	88%	(465)	529
2020 Vote: Joe Biden	19%	(199)	81%	(826)	1025
2020 Vote: Donald Trump	14%	(94)	86%	(569)	663
2020 Vote: Other	21%	(13)	79%	(47)	60
2020 Vote: Didn't Vote	13%	(58)	87%	(396)	454
2018 House Vote: Democrat	18%	(152)	82%	(685)	837
2018 House Vote: Republican	16%	(93)	84%	(489)	582
2018 House Vote: Didnt Vote	15%	(107)	85%	(627)	734
4-Region: Northeast	16%	(61)	84%	(325)	386
4-Region: Midwest	15%	(71)	85%	(384)	455
4-Region: South	17%	(144)	83%	(696)	840
4-Region: West	17%	(88)	83%	(433)	521
Sports Fans	21%	(333)	79%	(1217)	1550
Avid Sports Fans	34%	(201)	66%	(392)	592
Casual Sports Fans	14%	(132)	86%	(825)	958

Table MCSPdem2_4NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

ESPN+

Demographic	Selected		Not Selected		Total N
Adults	17%	(364)	83%	(1838)	2202
Tennis Fans	27%	(216)	73%	(575)	791
Pickleball Fans	31%	(105)	69%	(237)	342
ESPN Subscribers	100%	(364)	—	(0)	364
Played Pickleball	34%	(116)	66%	(224)	340

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

Table MCSPdem2_5NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
FuboTV

Demographic	Selected		Not Selected		Total N
Adults	4%	(79)	96%	(2123)	2202
Gender: Male	5%	(49)	95%	(1022)	1072
Gender: Female	3%	(29)	97%	(1097)	1127
Age: 18-34	5%	(30)	95%	(601)	631
Age: 35-44	4%	(14)	96%	(358)	372
Age: 45-64	3%	(20)	97%	(692)	711
Age: 65+	3%	(15)	97%	(473)	487
GenZers: 1997-2012	4%	(8)	96%	(202)	210
Millennials: 1981-1996	5%	(34)	95%	(686)	719
GenXers: 1965-1980	3%	(17)	97%	(498)	515
Baby Boomers: 1946-1964	2%	(17)	98%	(702)	719
PID: Dem (no lean)	5%	(42)	95%	(865)	907
PID: Ind (no lean)	3%	(20)	97%	(676)	696
PID: Rep (no lean)	3%	(16)	97%	(583)	599
PID/Gender: Dem Men	6%	(27)	94%	(432)	459
PID/Gender: Dem Women	3%	(15)	97%	(430)	445
PID/Gender: Ind Men	4%	(13)	96%	(290)	302
PID/Gender: Ind Women	2%	(8)	98%	(385)	393
PID/Gender: Rep Men	3%	(9)	97%	(301)	310
PID/Gender: Rep Women	2%	(7)	98%	(282)	289
Ideo: Liberal (1-3)	5%	(32)	95%	(638)	670
Ideo: Moderate (4)	4%	(25)	96%	(640)	665
Ideo: Conservative (5-7)	3%	(19)	97%	(627)	646
Educ: < College	3%	(45)	97%	(1394)	1439
Educ: Bachelors degree	4%	(21)	96%	(464)	485
Educ: Post-grad	5%	(13)	95%	(265)	278
Income: Under 50k	2%	(28)	98%	(1154)	1182
Income: 50k-100k	5%	(31)	95%	(623)	654
Income: 100k+	5%	(19)	95%	(347)	366
Ethnicity: White	4%	(60)	96%	(1639)	1699
Ethnicity: Hispanic	6%	(21)	94%	(358)	379
Ethnicity: Black	4%	(13)	96%	(270)	283

Table MCSPdem2_5NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
FuboTV

Demographic	Selected		Not Selected		Total N
Adults	4%	(79)	96%	(2123)	2202
Ethnicity: Other	3%	(6)	97%	(214)	220
All Christian	4%	(42)	96%	(948)	990
All Non-Christian	6%	(9)	94%	(135)	144
Atheist	2%	(2)	98%	(108)	110
Agnostic/Nothing in particular	3%	(20)	97%	(587)	607
Something Else	2%	(6)	98%	(345)	351
Religious Non-Protestant/Catholic	6%	(9)	94%	(150)	159
Evangelical	4%	(20)	96%	(516)	536
Non-Evangelical	3%	(26)	97%	(755)	781
Community: Urban	5%	(36)	95%	(625)	661
Community: Suburban	2%	(25)	98%	(971)	996
Community: Rural	3%	(18)	97%	(527)	545
Employ: Private Sector	5%	(41)	95%	(740)	781
Employ: Government	6%	(6)	94%	(89)	95
Employ: Self-Employed	4%	(8)	96%	(188)	196
Employ: Homemaker	2%	(4)	98%	(146)	150
Employ: Student	4%	(2)	96%	(49)	51
Employ: Retired	2%	(11)	98%	(567)	579
Employ: Unemployed	3%	(7)	97%	(239)	246
Employ: Other	—	(0)	100%	(105)	105
Military HH: Yes	3%	(9)	97%	(271)	280
Military HH: No	4%	(69)	96%	(1853)	1922
RD/WT: Right Direction	6%	(46)	94%	(707)	753
RD/WT: Wrong Track	2%	(32)	98%	(1416)	1449
Biden Job Approve	5%	(49)	95%	(981)	1030
Biden Job Disapprove	3%	(27)	97%	(1020)	1047
Biden Job Strongly Approve	6%	(26)	94%	(404)	431
Biden Job Somewhat Approve	4%	(23)	96%	(577)	600
Biden Job Somewhat Disapprove	4%	(15)	96%	(359)	374
Biden Job Strongly Disapprove	2%	(11)	98%	(661)	673

Table MCSPdem2_5NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
FuboTV

Demographic	Selected		Not Selected		Total N
Adults	4%	(79)	96%	(2123)	2202
Favorable of Biden	5%	(52)	95%	(1003)	1055
Unfavorable of Biden	2%	(24)	98%	(1011)	1036
Very Favorable of Biden	6%	(26)	94%	(442)	468
Somewhat Favorable of Biden	4%	(26)	96%	(561)	586
Somewhat Unfavorable of Biden	3%	(10)	97%	(310)	320
Very Unfavorable of Biden	2%	(15)	98%	(701)	716
#1 Issue: Economy	4%	(39)	96%	(838)	877
#1 Issue: Security	1%	(3)	99%	(297)	301
#1 Issue: Health Care	7%	(12)	93%	(158)	170
#1 Issue: Medicare / Social Security	3%	(8)	97%	(282)	289
#1 Issue: Women's Issues	1%	(2)	99%	(222)	225
#1 Issue: Education	2%	(1)	98%	(77)	78
#1 Issue: Energy	6%	(10)	94%	(146)	156
#1 Issue: Other	2%	(3)	98%	(103)	106
2022 House Vote: Democrat	4%	(43)	96%	(941)	984
2022 House Vote: Republican	3%	(19)	97%	(621)	640
2022 House Vote: Didnt Vote	3%	(17)	97%	(512)	529
2020 Vote: Joe Biden	4%	(43)	96%	(981)	1025
2020 Vote: Donald Trump	3%	(18)	97%	(644)	663
2020 Vote: Other	1%	(1)	99%	(60)	60
2020 Vote: Didn't Vote	4%	(17)	96%	(438)	454
2018 House Vote: Democrat	4%	(33)	96%	(804)	837
2018 House Vote: Republican	3%	(18)	97%	(564)	582
2018 House Vote: Didnt Vote	4%	(27)	96%	(708)	734
4-Region: Northeast	6%	(23)	94%	(363)	386
4-Region: Midwest	2%	(9)	98%	(446)	455
4-Region: South	4%	(31)	96%	(809)	840
4-Region: West	3%	(17)	97%	(505)	521
Sports Fans	4%	(67)	96%	(1483)	1550
Avid Sports Fans	7%	(41)	93%	(552)	592
Casual Sports Fans	3%	(26)	97%	(932)	958

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Table MCSPdem2_5NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
FuboTV

Demographic	Selected		Not Selected		Total N
Adults	4%	(79)	96%	(2123)	2202
Tennis Fans	7%	(52)	93%	(739)	791
Pickleball Fans	7%	(25)	93%	(317)	342
ESPN Subscribers	9%	(33)	91%	(331)	364
Played Pickleball	9%	(30)	91%	(310)	340

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

Table MCSPdem2_6NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

Fanatiz

Demographic	Selected		Not Selected		Total N
Adults	1%	(13)	99%	(2189)	2202
Gender: Male	1%	(9)	99%	(1063)	1072
Gender: Female	—	(4)	100%	(1122)	1127
Age: 18-34	1%	(7)	99%	(624)	631
Age: 35-44	1%	(3)	99%	(369)	372
Age: 45-64	—	(3)	100%	(708)	711
Age: 65+	—	(0)	100%	(487)	487
GenZers: 1997-2012	1%	(2)	99%	(208)	210
Millennials: 1981-1996	1%	(8)	99%	(711)	719
GenXers: 1965-1980	1%	(4)	99%	(511)	515
Baby Boomers: 1946-1964	—	(0)	100%	(719)	719
PID: Dem (no lean)	1%	(10)	99%	(897)	907
PID: Ind (no lean)	—	(3)	100%	(694)	696
PID: Rep (no lean)	—	(1)	100%	(598)	599
PID/Gender: Dem Men	1%	(5)	99%	(454)	459
PID/Gender: Dem Women	1%	(4)	99%	(441)	445
PID/Gender: Ind Men	1%	(3)	99%	(300)	302
PID/Gender: Ind Women	—	(0)	100%	(393)	393
PID/Gender: Rep Men	—	(1)	100%	(309)	310
PID/Gender: Rep Women	—	(0)	100%	(289)	289
Ideo: Liberal (1-3)	2%	(11)	98%	(660)	670
Ideo: Moderate (4)	—	(3)	100%	(662)	665
Ideo: Conservative (5-7)	—	(0)	100%	(646)	646
Educ: < College	1%	(8)	99%	(1431)	1439
Educ: Bachelors degree	1%	(5)	99%	(480)	485
Educ: Post-grad	—	(1)	100%	(278)	278
Income: Under 50k	1%	(8)	99%	(1174)	1182
Income: 50k-100k	1%	(4)	99%	(650)	654
Income: 100k+	—	(2)	100%	(365)	366
Ethnicity: White	—	(7)	100%	(1692)	1699
Ethnicity: Hispanic	—	(1)	100%	(379)	379
Ethnicity: Black	2%	(6)	98%	(278)	283

Table MCSPdem2_6NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
Fanatiz

Demographic	Selected		Not Selected		Total N
Adults	1%	(13)	99%	(2189)	2202
Ethnicity: Other	—	(1)	100%	(219)	220
All Christian	1%	(7)	99%	(983)	990
All Non-Christian	1%	(1)	99%	(143)	144
Atheist	—	(0)	100%	(110)	110
Agnostic/Nothing in particular	—	(1)	100%	(606)	607
Something Else	1%	(4)	99%	(346)	351
Religious Non-Protestant/Catholic	1%	(1)	99%	(158)	159
Evangelical	1%	(7)	99%	(529)	536
Non-Evangelical	1%	(4)	99%	(777)	781
Community: Urban	1%	(5)	99%	(656)	661
Community: Suburban	—	(1)	100%	(995)	996
Community: Rural	1%	(7)	99%	(538)	545
Employ: Private Sector	1%	(4)	99%	(777)	781
Employ: Government	—	(0)	100%	(95)	95
Employ: Self-Employed	2%	(4)	98%	(191)	196
Employ: Homemaker	1%	(2)	99%	(148)	150
Employ: Student	1%	(1)	99%	(50)	51
Employ: Retired	—	(0)	100%	(579)	579
Employ: Unemployed	1%	(2)	99%	(244)	246
Employ: Other	—	(0)	100%	(105)	105
Military HH: Yes	1%	(4)	99%	(276)	280
Military HH: No	—	(9)	100%	(1913)	1922
RD/WT: Right Direction	1%	(11)	99%	(743)	753
RD/WT: Wrong Track	—	(3)	100%	(1446)	1449
Biden Job Approve	1%	(10)	99%	(1020)	1030
Biden Job Disapprove	—	(4)	100%	(1043)	1047
Biden Job Strongly Approve	2%	(7)	98%	(423)	431
Biden Job Somewhat Approve	—	(3)	100%	(597)	600
Biden Job Somewhat Disapprove	1%	(3)	99%	(371)	374
Biden Job Strongly Disapprove	—	(1)	100%	(672)	673

Table MCSPdem2_6NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

Fanatiz

Demographic	Selected		Not Selected		Total N
Adults	1%	(13)	99%	(2189)	2202
Favorable of Biden	1%	(10)	99%	(1044)	1055
Unfavorable of Biden	—	(2)	100%	(1033)	1036
Very Favorable of Biden	1%	(6)	99%	(462)	468
Somewhat Favorable of Biden	1%	(4)	99%	(583)	586
Somewhat Unfavorable of Biden	—	(1)	100%	(318)	320
Very Unfavorable of Biden	—	(1)	100%	(715)	716
#1 Issue: Economy	1%	(6)	99%	(871)	877
#1 Issue: Security	1%	(2)	99%	(299)	301
#1 Issue: Health Care	1%	(2)	99%	(168)	170
#1 Issue: Medicare / Social Security	—	(1)	100%	(289)	289
#1 Issue: Women's Issues	—	(0)	100%	(225)	225
#1 Issue: Education	1%	(0)	99%	(78)	78
#1 Issue: Energy	1%	(2)	99%	(154)	156
#1 Issue: Other	—	(0)	100%	(106)	106
2022 House Vote: Democrat	1%	(9)	99%	(974)	984
2022 House Vote: Republican	—	(3)	100%	(637)	640
2022 House Vote: Didnt Vote	—	(1)	100%	(528)	529
2020 Vote: Joe Biden	1%	(10)	99%	(1014)	1025
2020 Vote: Donald Trump	—	(1)	100%	(662)	663
2020 Vote: Other	—	(0)	100%	(60)	60
2020 Vote: Didn't Vote	1%	(2)	99%	(452)	454
2018 House Vote: Democrat	1%	(9)	99%	(828)	837
2018 House Vote: Republican	—	(1)	100%	(581)	582
2018 House Vote: Didnt Vote	1%	(4)	99%	(731)	734
4-Region: Northeast	1%	(4)	99%	(381)	386
4-Region: Midwest	—	(0)	100%	(455)	455
4-Region: South	1%	(8)	99%	(832)	840
4-Region: West	—	(1)	100%	(520)	521
Sports Fans	1%	(13)	99%	(1537)	1550
Avid Sports Fans	1%	(6)	99%	(586)	592
Casual Sports Fans	1%	(6)	99%	(951)	958

Table MCSPdem2_6NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

Fanatiz

Demographic	Selected		Not Selected		Total N
Adults	1%	(13)	99%	(2189)	2202
Tennis Fans	1%	(11)	99%	(779)	791
Pickleball Fans	2%	(7)	98%	(335)	342
ESPN Subscribers	3%	(9)	97%	(354)	364
Played Pickleball	1%	(5)	99%	(335)	340

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

Table MCSPdem2_7NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
PrendeTV

Demographic	Selected		Not Selected		Total N
Adults	1%	(13)	99%	(2189)	2202
Gender: Male	1%	(9)	99%	(1063)	1072
Gender: Female	—	(4)	100%	(1122)	1127
Age: 18-34	1%	(6)	99%	(625)	631
Age: 35-44	1%	(5)	99%	(367)	372
Age: 45-64	—	(2)	100%	(710)	711
Age: 65+	—	(0)	100%	(487)	487
GenZers: 1997-2012	2%	(3)	98%	(207)	210
Millennials: 1981-1996	1%	(8)	99%	(711)	719
GenXers: 1965-1980	—	(2)	100%	(514)	515
Baby Boomers: 1946-1964	—	(0)	100%	(719)	719
PID: Dem (no lean)	1%	(9)	99%	(898)	907
PID: Ind (no lean)	—	(2)	100%	(695)	696
PID: Rep (no lean)	—	(2)	100%	(596)	599
PID/Gender: Dem Men	1%	(6)	99%	(453)	459
PID/Gender: Dem Women	1%	(3)	99%	(442)	445
PID/Gender: Ind Men	1%	(2)	99%	(301)	302
PID/Gender: Ind Women	—	(0)	100%	(393)	393
PID/Gender: Rep Men	—	(1)	100%	(309)	310
PID/Gender: Rep Women	—	(1)	100%	(288)	289
Ideo: Liberal (1-3)	1%	(8)	99%	(662)	670
Ideo: Moderate (4)	—	(2)	100%	(663)	665
Ideo: Conservative (5-7)	—	(3)	100%	(643)	646
Educ: < College	—	(4)	100%	(1435)	1439
Educ: Bachelors degree	1%	(5)	99%	(480)	485
Educ: Post-grad	2%	(5)	98%	(274)	278
Income: Under 50k	—	(4)	100%	(1178)	1182
Income: 50k-100k	1%	(4)	99%	(649)	654
Income: 100k+	1%	(5)	99%	(362)	366
Ethnicity: White	1%	(11)	99%	(1689)	1699
Ethnicity: Hispanic	1%	(2)	99%	(377)	379
Ethnicity: Black	1%	(2)	99%	(281)	283

Table MCSPdem2_7NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
PrendeTV

Demographic	Selected		Not Selected		Total N
Adults	1%	(13)	99%	(2189)	2202
Ethnicity: Other	—	(1)	100%	(219)	220
All Christian	1%	(6)	99%	(984)	990
All Non-Christian	2%	(3)	98%	(142)	144
Atheist	—	(0)	100%	(110)	110
Agnostic/Nothing in particular	—	(2)	100%	(605)	607
Something Else	1%	(2)	99%	(348)	351
Religious Non-Protestant/Catholic	2%	(3)	98%	(156)	159
Evangelical	1%	(6)	99%	(530)	536
Non-Evangelical	—	(2)	100%	(779)	781
Community: Urban	2%	(10)	98%	(651)	661
Community: Suburban	—	(1)	100%	(995)	996
Community: Rural	—	(2)	100%	(543)	545
Employ: Private Sector	1%	(8)	99%	(773)	781
Employ: Government	1%	(1)	99%	(95)	95
Employ: Self-Employed	1%	(2)	99%	(193)	196
Employ: Homemaker	1%	(2)	99%	(148)	150
Employ: Student	—	(0)	100%	(51)	51
Employ: Retired	—	(0)	100%	(579)	579
Employ: Unemployed	—	(0)	100%	(246)	246
Employ: Other	—	(0)	100%	(105)	105
Military HH: Yes	1%	(2)	99%	(278)	280
Military HH: No	1%	(11)	99%	(1911)	1922
RD/WT: Right Direction	2%	(12)	98%	(742)	753
RD/WT: Wrong Track	—	(1)	100%	(1447)	1449
Biden Job Approve	1%	(8)	99%	(1022)	1030
Biden Job Disapprove	—	(4)	100%	(1043)	1047
Biden Job Strongly Approve	1%	(6)	99%	(425)	431
Biden Job Somewhat Approve	—	(3)	100%	(597)	600
Biden Job Somewhat Disapprove	1%	(2)	99%	(372)	374
Biden Job Strongly Disapprove	—	(1)	100%	(671)	673

Table MCSPdem2_7NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
PrendeTV

Demographic	Selected		Not Selected		Total N
Adults	1%	(13)	99%	(2189)	2202
Favorable of Biden	1%	(12)	99%	(1043)	1055
Unfavorable of Biden	—	(1)	100%	(1035)	1036
Very Favorable of Biden	2%	(8)	98%	(460)	468
Somewhat Favorable of Biden	1%	(3)	99%	(583)	586
Somewhat Unfavorable of Biden	—	(1)	100%	(319)	320
Very Unfavorable of Biden	—	(0)	100%	(716)	716
#1 Issue: Economy	—	(4)	100%	(873)	877
#1 Issue: Security	1%	(2)	99%	(299)	301
#1 Issue: Health Care	2%	(3)	98%	(167)	170
#1 Issue: Medicare / Social Security	1%	(2)	99%	(287)	289
#1 Issue: Women's Issues	—	(0)	100%	(225)	225
#1 Issue: Education	1%	(1)	99%	(77)	78
#1 Issue: Energy	1%	(1)	99%	(155)	156
#1 Issue: Other	—	(0)	100%	(106)	106
2022 House Vote: Democrat	1%	(9)	99%	(975)	984
2022 House Vote: Republican	—	(3)	100%	(637)	640
2022 House Vote: Didnt Vote	—	(1)	100%	(528)	529
2020 Vote: Joe Biden	1%	(8)	99%	(1016)	1025
2020 Vote: Donald Trump	—	(1)	100%	(661)	663
2020 Vote: Other	—	(0)	100%	(60)	60
2020 Vote: Didn't Vote	1%	(3)	99%	(451)	454
2018 House Vote: Democrat	1%	(8)	99%	(829)	837
2018 House Vote: Republican	—	(1)	100%	(581)	582
2018 House Vote: Didnt Vote	1%	(4)	99%	(730)	734
4-Region: Northeast	2%	(6)	98%	(380)	386
4-Region: Midwest	—	(0)	100%	(455)	455
4-Region: South	1%	(5)	99%	(835)	840
4-Region: West	—	(2)	100%	(519)	521
Sports Fans	1%	(12)	99%	(1538)	1550
Avid Sports Fans	1%	(8)	99%	(585)	592
Casual Sports Fans	—	(5)	100%	(953)	958

Table MCSPdem2_7NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
PrendeTV

Demographic	Selected		Not Selected		Total N
Adults	1%	(13)	99%	(2189)	2202
Tennis Fans	1%	(12)	99%	(779)	791
Pickleball Fans	2%	(9)	98%	(334)	342
ESPN Subscribers	2%	(7)	98%	(356)	364
Played Pickleball	2%	(7)	98%	(333)	340

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

Table MCSPdem2_8NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
TUDNXtra

Demographic	Selected		Not Selected		Total N
Adults	1%	(18)	99%	(2184)	2202
Gender: Male	2%	(16)	98%	(1055)	1072
Gender: Female	—	(2)	100%	(1125)	1127
Age: 18-34	2%	(14)	98%	(617)	631
Age: 35-44	1%	(3)	99%	(369)	372
Age: 45-64	—	(1)	100%	(711)	711
Age: 65+	—	(0)	100%	(487)	487
GenZers: 1997-2012	1%	(1)	99%	(209)	210
Millennials: 1981-1996	2%	(16)	98%	(704)	719
GenXers: 1965-1980	—	(1)	100%	(514)	515
Baby Boomers: 1946-1964	—	(0)	100%	(719)	719
PID: Dem (no lean)	2%	(14)	98%	(893)	907
PID: Ind (no lean)	—	(2)	100%	(695)	696
PID: Rep (no lean)	—	(2)	100%	(597)	599
PID/Gender: Dem Men	3%	(14)	97%	(446)	459
PID/Gender: Dem Women	—	(1)	100%	(445)	445
PID/Gender: Ind Men	1%	(2)	99%	(301)	302
PID/Gender: Ind Women	—	(0)	100%	(393)	393
PID/Gender: Rep Men	—	(1)	100%	(309)	310
PID/Gender: Rep Women	—	(1)	100%	(288)	289
Ideo: Liberal (1-3)	2%	(14)	98%	(656)	670
Ideo: Moderate (4)	—	(3)	100%	(662)	665
Ideo: Conservative (5-7)	—	(1)	100%	(645)	646
Educ: < College	1%	(12)	99%	(1427)	1439
Educ: Bachelors degree	1%	(6)	99%	(478)	485
Educ: Post-grad	—	(0)	100%	(278)	278
Income: Under 50k	1%	(12)	99%	(1170)	1182
Income: 50k-100k	1%	(4)	99%	(650)	654
Income: 100k+	—	(2)	100%	(365)	366
Ethnicity: White	1%	(17)	99%	(1682)	1699
Ethnicity: Hispanic	3%	(11)	97%	(369)	379
Ethnicity: Black	—	(0)	100%	(283)	283

Table MCSPdem2_8NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
TUDNXtra

Demographic	Selected		Not Selected		Total N
Adults	1%	(18)	99%	(2184)	2202
Ethnicity: Other	—	(1)	100%	(219)	220
All Christian	1%	(12)	99%	(978)	990
All Non-Christian	2%	(3)	98%	(142)	144
Atheist	—	(0)	100%	(110)	110
Agnostic/Nothing in particular	—	(3)	100%	(604)	607
Something Else	—	(1)	100%	(350)	351
Religious Non-Protestant/Catholic	2%	(3)	98%	(156)	159
Evangelical	—	(1)	100%	(535)	536
Non-Evangelical	1%	(11)	99%	(770)	781
Community: Urban	1%	(6)	99%	(655)	661
Community: Suburban	1%	(12)	99%	(984)	996
Community: Rural	—	(0)	100%	(545)	545
Employ: Private Sector	—	(3)	100%	(777)	781
Employ: Government	—	(0)	100%	(95)	95
Employ: Self-Employed	2%	(3)	98%	(192)	196
Employ: Homemaker	—	(0)	100%	(150)	150
Employ: Student	2%	(1)	98%	(49)	51
Employ: Retired	—	(0)	100%	(579)	579
Employ: Unemployed	4%	(10)	96%	(236)	246
Employ: Other	—	(0)	100%	(105)	105
Military HH: Yes	—	(1)	100%	(279)	280
Military HH: No	1%	(17)	99%	(1905)	1922
RD/WT: Right Direction	2%	(16)	98%	(737)	753
RD/WT: Wrong Track	—	(2)	100%	(1447)	1449
Biden Job Approve	1%	(15)	99%	(1016)	1030
Biden Job Disapprove	—	(2)	100%	(1045)	1047
Biden Job Strongly Approve	3%	(14)	97%	(417)	431
Biden Job Somewhat Approve	—	(1)	100%	(599)	600
Biden Job Somewhat Disapprove	—	(1)	100%	(374)	374
Biden Job Strongly Disapprove	—	(2)	100%	(671)	673

Continued on next page

Table MCSPdem2_8NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

TUDNXtra

Demographic	Selected		Not Selected		Total N
Adults	1%	(18)	99%	(2184)	2202
Favorable of Biden	2%	(16)	98%	(1038)	1055
Unfavorable of Biden	—	(1)	100%	(1034)	1036
Very Favorable of Biden	3%	(13)	97%	(455)	468
Somewhat Favorable of Biden	1%	(4)	99%	(583)	586
Somewhat Unfavorable of Biden	—	(1)	100%	(318)	320
Very Unfavorable of Biden	—	(0)	100%	(716)	716
#1 Issue: Economy	1%	(13)	99%	(864)	877
#1 Issue: Security	—	(1)	100%	(300)	301
#1 Issue: Health Care	2%	(4)	98%	(167)	170
#1 Issue: Medicare / Social Security	—	(1)	100%	(289)	289
#1 Issue: Women's Issues	—	(0)	100%	(225)	225
#1 Issue: Education	—	(0)	100%	(78)	78
#1 Issue: Energy	—	(0)	100%	(156)	156
#1 Issue: Other	—	(0)	100%	(106)	106
2022 House Vote: Democrat	1%	(14)	99%	(970)	984
2022 House Vote: Republican	—	(3)	100%	(637)	640
2022 House Vote: Didnt Vote	—	(1)	100%	(528)	529
2020 Vote: Joe Biden	1%	(14)	99%	(1011)	1025
2020 Vote: Donald Trump	—	(2)	100%	(661)	663
2020 Vote: Other	—	(0)	100%	(60)	60
2020 Vote: Didn't Vote	1%	(2)	99%	(452)	454
2018 House Vote: Democrat	2%	(13)	98%	(824)	837
2018 House Vote: Republican	—	(2)	100%	(580)	582
2018 House Vote: Didnt Vote	—	(3)	100%	(731)	734
4-Region: Northeast	1%	(4)	99%	(382)	386
4-Region: Midwest	—	(1)	100%	(454)	455
4-Region: South	—	(2)	100%	(838)	840
4-Region: West	2%	(11)	98%	(510)	521
Sports Fans	1%	(8)	99%	(1542)	1550
Avid Sports Fans	1%	(6)	99%	(587)	592
Casual Sports Fans	—	(2)	100%	(955)	958

Table MCSPdem2_8NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

TUDNXtra

Demographic	Selected		Not Selected		Total N
Adults	1%	(18)	99%	(2184)	2202
Tennis Fans	1%	(6)	99%	(784)	791
Pickleball Fans	1%	(5)	99%	(337)	342
ESPN Subscribers	1%	(5)	99%	(359)	364
Played Pickleball	1%	(3)	99%	(337)	340

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

Table MCSPdem2_9NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
Sling TV

Demographic	Selected		Not Selected		Total N
Adults	5%	(100)	95%	(2102)	2202
Gender: Male	5%	(55)	95%	(1016)	1072
Gender: Female	4%	(45)	96%	(1082)	1127
Age: 18-34	5%	(34)	95%	(598)	631
Age: 35-44	5%	(19)	95%	(353)	372
Age: 45-64	5%	(37)	95%	(674)	711
Age: 65+	2%	(10)	98%	(477)	487
GenZers: 1997-2012	5%	(10)	95%	(200)	210
Millennials: 1981-1996	6%	(40)	94%	(680)	719
GenXers: 1965-1980	7%	(34)	93%	(481)	515
Baby Boomers: 1946-1964	2%	(16)	98%	(703)	719
PID: Dem (no lean)	6%	(56)	94%	(851)	907
PID: Ind (no lean)	3%	(19)	97%	(677)	696
PID: Rep (no lean)	4%	(25)	96%	(573)	599
PID/Gender: Dem Men	7%	(31)	93%	(428)	459
PID/Gender: Dem Women	6%	(25)	94%	(421)	445
PID/Gender: Ind Men	3%	(9)	97%	(294)	302
PID/Gender: Ind Women	3%	(10)	97%	(382)	393
PID/Gender: Rep Men	5%	(15)	95%	(295)	310
PID/Gender: Rep Women	3%	(10)	97%	(279)	289
Ideo: Liberal (1-3)	5%	(34)	95%	(637)	670
Ideo: Moderate (4)	6%	(37)	94%	(628)	665
Ideo: Conservative (5-7)	4%	(28)	96%	(618)	646
Educ: < College	4%	(51)	96%	(1387)	1439
Educ: Bachelors degree	6%	(30)	94%	(454)	485
Educ: Post-grad	7%	(19)	93%	(260)	278
Income: Under 50k	4%	(44)	96%	(1138)	1182
Income: 50k-100k	5%	(35)	95%	(618)	654
Income: 100k+	6%	(21)	94%	(345)	366
Ethnicity: White	4%	(68)	96%	(1631)	1699
Ethnicity: Hispanic	3%	(13)	97%	(366)	379
Ethnicity: Black	8%	(24)	92%	(259)	283

Table MCSPdem2_9NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
Sling TV

Demographic	Selected		Not Selected		Total N
Adults	5%	(100)	95%	(2102)	2202
Ethnicity: Other	4%	(9)	96%	(211)	220
All Christian	5%	(50)	95%	(940)	990
All Non-Christian	9%	(13)	91%	(131)	144
Atheist	2%	(2)	98%	(108)	110
Agnostic/Nothing in particular	3%	(18)	97%	(588)	607
Something Else	5%	(17)	95%	(334)	351
Religious Non-Protestant/Catholic	8%	(13)	92%	(146)	159
Evangelical	6%	(35)	94%	(501)	536
Non-Evangelical	4%	(32)	96%	(750)	781
Community: Urban	6%	(42)	94%	(619)	661
Community: Suburban	3%	(33)	97%	(963)	996
Community: Rural	5%	(25)	95%	(519)	545
Employ: Private Sector	6%	(44)	94%	(737)	781
Employ: Government	7%	(7)	93%	(88)	95
Employ: Self-Employed	7%	(14)	93%	(182)	196
Employ: Homemaker	4%	(6)	96%	(144)	150
Employ: Student	1%	(1)	99%	(50)	51
Employ: Retired	3%	(16)	97%	(562)	579
Employ: Unemployed	1%	(3)	99%	(243)	246
Employ: Other	10%	(10)	90%	(95)	105
Military HH: Yes	5%	(14)	95%	(266)	280
Military HH: No	5%	(87)	95%	(1836)	1922
RD/WT: Right Direction	7%	(49)	93%	(704)	753
RD/WT: Wrong Track	4%	(51)	96%	(1398)	1449
Biden Job Approve	6%	(65)	94%	(965)	1030
Biden Job Disapprove	3%	(33)	97%	(1014)	1047
Biden Job Strongly Approve	8%	(34)	92%	(397)	431
Biden Job Somewhat Approve	5%	(31)	95%	(568)	600
Biden Job Somewhat Disapprove	3%	(11)	97%	(363)	374
Biden Job Strongly Disapprove	3%	(21)	97%	(651)	673

Table MCSPdem2_9NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
Sling TV

Demographic	Selected		Not Selected		Total N
Adults	5%	(100)	95%	(2102)	2202
Favorable of Biden	6%	(66)	94%	(988)	1055
Unfavorable of Biden	3%	(33)	97%	(1003)	1036
Very Favorable of Biden	8%	(38)	92%	(430)	468
Somewhat Favorable of Biden	5%	(28)	95%	(558)	586
Somewhat Unfavorable of Biden	4%	(11)	96%	(308)	320
Very Unfavorable of Biden	3%	(21)	97%	(695)	716
#1 Issue: Economy	5%	(42)	95%	(835)	877
#1 Issue: Security	3%	(10)	97%	(291)	301
#1 Issue: Health Care	7%	(12)	93%	(158)	170
#1 Issue: Medicare / Social Security	4%	(12)	96%	(277)	289
#1 Issue: Women's Issues	3%	(8)	97%	(217)	225
#1 Issue: Education	7%	(5)	93%	(73)	78
#1 Issue: Energy	5%	(8)	95%	(148)	156
#1 Issue: Other	4%	(4)	96%	(102)	106
2022 House Vote: Democrat	6%	(60)	94%	(924)	984
2022 House Vote: Republican	4%	(25)	96%	(615)	640
2022 House Vote: Didnt Vote	3%	(14)	97%	(515)	529
2020 Vote: Joe Biden	6%	(60)	94%	(965)	1025
2020 Vote: Donald Trump	4%	(28)	96%	(635)	663
2020 Vote: Other	3%	(2)	97%	(59)	60
2020 Vote: Didn't Vote	3%	(12)	97%	(443)	454
2018 House Vote: Democrat	6%	(47)	94%	(790)	837
2018 House Vote: Republican	5%	(28)	95%	(554)	582
2018 House Vote: Didnt Vote	3%	(24)	97%	(710)	734
4-Region: Northeast	7%	(26)	93%	(359)	386
4-Region: Midwest	3%	(12)	97%	(443)	455
4-Region: South	5%	(43)	95%	(797)	840
4-Region: West	4%	(19)	96%	(502)	521
Sports Fans	5%	(82)	95%	(1468)	1550
Avid Sports Fans	6%	(38)	94%	(554)	592
Casual Sports Fans	5%	(44)	95%	(913)	958

Table MCSPdem2_9NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

Sling TV

Demographic	Selected		Not Selected		Total N
Adults	5%	(100)	95%	(2102)	2202
Tennis Fans	7%	(58)	93%	(732)	791
Pickleball Fans	8%	(26)	92%	(316)	342
ESPN Subscribers	11%	(39)	89%	(324)	364
Played Pickleball	9%	(29)	91%	(311)	340

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

Table MCSPdem2_10NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
Hulu + Live TV

Demographic	Selected		Not Selected		Total N
Adults	20%	(449)	80%	(1753)	2202
Gender: Male	21%	(227)	79%	(844)	1072
Gender: Female	20%	(222)	80%	(905)	1127
Age: 18-34	33%	(210)	67%	(422)	631
Age: 35-44	27%	(100)	73%	(272)	372
Age: 45-64	13%	(92)	87%	(619)	711
Age: 65+	10%	(47)	90%	(440)	487
GenZers: 1997-2012	35%	(73)	65%	(137)	210
Millennials: 1981-1996	31%	(225)	69%	(494)	719
GenXers: 1965-1980	16%	(83)	84%	(433)	515
Baby Boomers: 1946-1964	9%	(67)	91%	(652)	719
PID: Dem (no lean)	23%	(212)	77%	(695)	907
PID: Ind (no lean)	19%	(132)	81%	(564)	696
PID: Rep (no lean)	17%	(104)	83%	(494)	599
PID/Gender: Dem Men	27%	(126)	73%	(333)	459
PID/Gender: Dem Women	19%	(86)	81%	(359)	445
PID/Gender: Ind Men	14%	(41)	86%	(261)	302
PID/Gender: Ind Women	23%	(91)	77%	(302)	393
PID/Gender: Rep Men	19%	(60)	81%	(250)	310
PID/Gender: Rep Women	15%	(44)	85%	(244)	289
Ideo: Liberal (1-3)	23%	(154)	77%	(517)	670
Ideo: Moderate (4)	21%	(138)	79%	(527)	665
Ideo: Conservative (5-7)	17%	(107)	83%	(539)	646
Educ: < College	20%	(291)	80%	(1148)	1439
Educ: Bachelors degree	21%	(101)	79%	(384)	485
Educ: Post-grad	20%	(56)	80%	(222)	278
Income: Under 50k	20%	(233)	80%	(949)	1182
Income: 50k-100k	20%	(132)	80%	(521)	654
Income: 100k+	23%	(84)	77%	(283)	366
Ethnicity: White	19%	(329)	81%	(1370)	1699
Ethnicity: Hispanic	27%	(104)	73%	(276)	379
Ethnicity: Black	31%	(88)	69%	(195)	283

Table MCSPdem2_10NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
Hulu + Live TV

Demographic	Selected		Not Selected		Total N
Adults	20%	(449)	80%	(1753)	2202
Ethnicity: Other	15%	(32)	85%	(188)	220
All Christian	19%	(189)	81%	(801)	990
All Non-Christian	22%	(32)	78%	(112)	144
Atheist	16%	(18)	84%	(92)	110
Agnostic/Nothing in particular	21%	(126)	79%	(481)	607
Something Else	24%	(84)	76%	(267)	351
Religious Non-Protestant/Catholic	22%	(35)	78%	(124)	159
Evangelical	23%	(124)	77%	(412)	536
Non-Evangelical	18%	(143)	82%	(639)	781
Community: Urban	25%	(166)	75%	(495)	661
Community: Suburban	18%	(175)	82%	(822)	996
Community: Rural	20%	(108)	80%	(437)	545
Employ: Private Sector	24%	(186)	76%	(594)	781
Employ: Government	29%	(28)	71%	(68)	95
Employ: Self-Employed	27%	(53)	73%	(142)	196
Employ: Homemaker	16%	(24)	84%	(126)	150
Employ: Student	48%	(25)	52%	(26)	51
Employ: Retired	12%	(67)	88%	(512)	579
Employ: Unemployed	16%	(40)	84%	(206)	246
Employ: Other	25%	(26)	75%	(79)	105
Military HH: Yes	16%	(44)	84%	(236)	280
Military HH: No	21%	(405)	79%	(1517)	1922
RD/WT: Right Direction	26%	(199)	74%	(555)	753
RD/WT: Wrong Track	17%	(250)	83%	(1199)	1449
Biden Job Approve	23%	(236)	77%	(794)	1030
Biden Job Disapprove	17%	(178)	83%	(869)	1047
Biden Job Strongly Approve	24%	(103)	76%	(328)	431
Biden Job Somewhat Approve	22%	(133)	78%	(467)	600
Biden Job Somewhat Disapprove	24%	(89)	76%	(286)	374
Biden Job Strongly Disapprove	13%	(89)	87%	(584)	673

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Table MCSPdem2_10NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

Hulu + Live TV

Demographic	Selected		Not Selected		Total N
Adults	20%	(449)	80%	(1753)	2202
Favorable of Biden	23%	(243)	77%	(812)	1055
Unfavorable of Biden	18%	(186)	82%	(849)	1036
Very Favorable of Biden	25%	(119)	75%	(349)	468
Somewhat Favorable of Biden	21%	(124)	79%	(463)	586
Somewhat Unfavorable of Biden	27%	(87)	73%	(233)	320
Very Unfavorable of Biden	14%	(99)	86%	(617)	716
#1 Issue: Economy	22%	(197)	78%	(680)	877
#1 Issue: Security	14%	(41)	86%	(260)	301
#1 Issue: Health Care	23%	(39)	77%	(132)	170
#1 Issue: Medicare / Social Security	13%	(38)	87%	(252)	289
#1 Issue: Women's Issues	23%	(52)	77%	(173)	225
#1 Issue: Education	29%	(23)	71%	(55)	78
#1 Issue: Energy	28%	(44)	72%	(112)	156
#1 Issue: Other	15%	(15)	85%	(90)	106
2022 House Vote: Democrat	22%	(219)	78%	(765)	984
2022 House Vote: Republican	16%	(102)	84%	(537)	640
2022 House Vote: Didnt Vote	22%	(117)	78%	(412)	529
2020 Vote: Joe Biden	22%	(230)	78%	(795)	1025
2020 Vote: Donald Trump	15%	(100)	85%	(563)	663
2020 Vote: Other	26%	(16)	74%	(45)	60
2020 Vote: Didn't Vote	23%	(104)	77%	(351)	454
2018 House Vote: Democrat	23%	(193)	77%	(644)	837
2018 House Vote: Republican	16%	(94)	84%	(488)	582
2018 House Vote: Didnt Vote	20%	(148)	80%	(586)	734
4-Region: Northeast	22%	(85)	78%	(301)	386
4-Region: Midwest	17%	(77)	83%	(378)	455
4-Region: South	22%	(182)	78%	(658)	840
4-Region: West	20%	(105)	80%	(417)	521
Sports Fans	23%	(355)	77%	(1195)	1550
Avid Sports Fans	26%	(155)	74%	(437)	592
Casual Sports Fans	21%	(200)	79%	(758)	958

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Table MCSPdem2_10NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

Hulu + Live TV

Demographic	Selected		Not Selected		Total N
Adults	20%	(449)	80%	(1753)	2202
Tennis Fans	26%	(208)	74%	(583)	791
Pickleball Fans	30%	(104)	70%	(238)	342
ESPN Subscribers	46%	(169)	54%	(195)	364
Played Pickleball	34%	(114)	66%	(226)	340

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

Table MCSPdem2_11NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
YouTube TV

Demographic	Selected		Not Selected		Total N
Adults	19%	(409)	81%	(1793)	2202
Gender: Male	23%	(242)	77%	(829)	1072
Gender: Female	15%	(167)	85%	(960)	1127
Age: 18-34	26%	(164)	74%	(468)	631
Age: 35-44	22%	(82)	78%	(289)	372
Age: 45-64	15%	(104)	85%	(607)	711
Age: 65+	12%	(59)	88%	(429)	487
GenZers: 1997-2012	23%	(48)	77%	(161)	210
Millennials: 1981-1996	25%	(183)	75%	(536)	719
GenXers: 1965-1980	17%	(88)	83%	(428)	515
Baby Boomers: 1946-1964	12%	(87)	88%	(632)	719
PID: Dem (no lean)	20%	(186)	80%	(721)	907
PID: Ind (no lean)	17%	(120)	83%	(577)	696
PID: Rep (no lean)	17%	(104)	83%	(495)	599
PID/Gender: Dem Men	24%	(111)	76%	(349)	459
PID/Gender: Dem Women	17%	(75)	83%	(370)	445
PID/Gender: Ind Men	20%	(61)	80%	(242)	302
PID/Gender: Ind Women	15%	(59)	85%	(334)	393
PID/Gender: Rep Men	23%	(71)	77%	(239)	310
PID/Gender: Rep Women	11%	(33)	89%	(256)	289
Ideo: Liberal (1-3)	20%	(136)	80%	(534)	670
Ideo: Moderate (4)	20%	(130)	80%	(535)	665
Ideo: Conservative (5-7)	16%	(105)	84%	(541)	646
Educ: < College	17%	(243)	83%	(1196)	1439
Educ: Bachelors degree	22%	(105)	78%	(380)	485
Educ: Post-grad	22%	(62)	78%	(217)	278
Income: Under 50k	16%	(189)	84%	(993)	1182
Income: 50k-100k	21%	(137)	79%	(517)	654
Income: 100k+	23%	(83)	77%	(283)	366
Ethnicity: White	18%	(301)	82%	(1398)	1699
Ethnicity: Hispanic	20%	(76)	80%	(303)	379
Ethnicity: Black	27%	(77)	73%	(206)	283

Table MCSPdem2_11NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
YouTube TV

Demographic	Selected		Not Selected		Total N
Adults	19%	(409)	81%	(1793)	2202
Ethnicity: Other	14%	(32)	86%	(188)	220
All Christian	19%	(191)	81%	(799)	990
All Non-Christian	22%	(32)	78%	(113)	144
Atheist	9%	(10)	91%	(100)	110
Agnostic/Nothing in particular	15%	(93)	85%	(514)	607
Something Else	24%	(84)	76%	(266)	351
Religious Non-Protestant/Catholic	22%	(35)	78%	(124)	159
Evangelical	21%	(114)	79%	(422)	536
Non-Evangelical	20%	(155)	80%	(627)	781
Community: Urban	23%	(153)	77%	(508)	661
Community: Suburban	16%	(161)	84%	(835)	996
Community: Rural	17%	(95)	83%	(450)	545
Employ: Private Sector	22%	(172)	78%	(609)	781
Employ: Government	27%	(26)	73%	(70)	95
Employ: Self-Employed	26%	(51)	74%	(145)	196
Employ: Homemaker	10%	(15)	90%	(135)	150
Employ: Student	35%	(18)	65%	(33)	51
Employ: Retired	12%	(70)	88%	(509)	579
Employ: Unemployed	18%	(44)	82%	(202)	246
Employ: Other	13%	(14)	87%	(91)	105
Military HH: Yes	19%	(54)	81%	(226)	280
Military HH: No	18%	(356)	82%	(1567)	1922
RD/WT: Right Direction	23%	(175)	77%	(578)	753
RD/WT: Wrong Track	16%	(234)	84%	(1215)	1449
Biden Job Approve	21%	(219)	79%	(811)	1030
Biden Job Disapprove	16%	(171)	84%	(876)	1047
Biden Job Strongly Approve	23%	(99)	77%	(331)	431
Biden Job Somewhat Approve	20%	(120)	80%	(480)	600
Biden Job Somewhat Disapprove	17%	(63)	83%	(311)	374
Biden Job Strongly Disapprove	16%	(108)	84%	(565)	673

Table MCSPdem2_11NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
YouTube TV

Demographic	Selected		Not Selected		Total N
Adults	19%	(409)	81%	(1793)	2202
Favorable of Biden	21%	(221)	79%	(834)	1055
Unfavorable of Biden	17%	(180)	83%	(856)	1036
Very Favorable of Biden	22%	(105)	78%	(363)	468
Somewhat Favorable of Biden	20%	(116)	80%	(470)	586
Somewhat Unfavorable of Biden	17%	(56)	83%	(264)	320
Very Unfavorable of Biden	17%	(124)	83%	(592)	716
#1 Issue: Economy	20%	(173)	80%	(704)	877
#1 Issue: Security	17%	(52)	83%	(248)	301
#1 Issue: Health Care	22%	(37)	78%	(133)	170
#1 Issue: Medicare / Social Security	12%	(36)	88%	(254)	289
#1 Issue: Women's Issues	15%	(34)	85%	(191)	225
#1 Issue: Education	22%	(17)	78%	(61)	78
#1 Issue: Energy	25%	(39)	75%	(117)	156
#1 Issue: Other	20%	(21)	80%	(84)	106
2022 House Vote: Democrat	19%	(187)	81%	(796)	984
2022 House Vote: Republican	16%	(103)	84%	(537)	640
2022 House Vote: Didnt Vote	20%	(108)	80%	(421)	529
2020 Vote: Joe Biden	20%	(208)	80%	(817)	1025
2020 Vote: Donald Trump	18%	(117)	82%	(546)	663
2020 Vote: Other	17%	(10)	83%	(50)	60
2020 Vote: Didn't Vote	16%	(74)	84%	(381)	454
2018 House Vote: Democrat	20%	(166)	80%	(671)	837
2018 House Vote: Republican	18%	(102)	82%	(480)	582
2018 House Vote: Didnt Vote	17%	(128)	83%	(606)	734
4-Region: Northeast	20%	(78)	80%	(308)	386
4-Region: Midwest	17%	(76)	83%	(379)	455
4-Region: South	19%	(158)	81%	(682)	840
4-Region: West	19%	(98)	81%	(424)	521
Sports Fans	22%	(340)	78%	(1210)	1550
Avid Sports Fans	29%	(169)	71%	(423)	592
Casual Sports Fans	18%	(171)	82%	(787)	958

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Table MCSPdem2_11NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
YouTube TV

Demographic	Selected		Not Selected		Total N
Adults	19%	(409)	81%	(1793)	2202
Tennis Fans	28%	(223)	72%	(568)	791
Pickleball Fans	33%	(111)	67%	(231)	342
ESPN Subscribers	47%	(171)	53%	(193)	364
Played Pickleball	32%	(110)	68%	(230)	340

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

Table MCSPdem2_12NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
Other

Demographic	Selected		Not Selected		Total N
Adults	15%	(327)	85%	(1875)	2202
Gender: Male	13%	(136)	87%	(936)	1072
Gender: Female	17%	(191)	83%	(936)	1127
Age: 18-34	12%	(78)	88%	(553)	631
Age: 35-44	13%	(50)	87%	(322)	372
Age: 45-64	15%	(109)	85%	(602)	711
Age: 65+	18%	(90)	82%	(398)	487
GenZers: 1997-2012	15%	(32)	85%	(178)	210
Millennials: 1981-1996	12%	(88)	88%	(631)	719
GenXers: 1965-1980	15%	(77)	85%	(439)	515
Baby Boomers: 1946-1964	17%	(120)	83%	(599)	719
PID: Dem (no lean)	15%	(134)	85%	(773)	907
PID: Ind (no lean)	16%	(114)	84%	(582)	696
PID: Rep (no lean)	13%	(79)	87%	(520)	599
PID/Gender: Dem Men	13%	(62)	87%	(397)	459
PID/Gender: Dem Women	16%	(72)	84%	(374)	445
PID/Gender: Ind Men	14%	(43)	86%	(260)	302
PID/Gender: Ind Women	18%	(71)	82%	(321)	393
PID/Gender: Rep Men	10%	(31)	90%	(279)	310
PID/Gender: Rep Women	17%	(48)	83%	(241)	289
Ideo: Liberal (1-3)	16%	(105)	84%	(566)	670
Ideo: Moderate (4)	13%	(90)	87%	(575)	665
Ideo: Conservative (5-7)	14%	(93)	86%	(553)	646
Educ: < College	15%	(214)	85%	(1225)	1439
Educ: Bachelors degree	13%	(64)	87%	(421)	485
Educ: Post-grad	18%	(49)	82%	(229)	278
Income: Under 50k	15%	(172)	85%	(1011)	1182
Income: 50k-100k	15%	(98)	85%	(556)	654
Income: 100k+	16%	(58)	84%	(309)	366
Ethnicity: White	15%	(257)	85%	(1442)	1699
Ethnicity: Hispanic	11%	(44)	89%	(336)	379
Ethnicity: Black	14%	(41)	86%	(242)	283

Table MCSPdem2_12NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
Other

Demographic	Selected		Not Selected		Total N
Adults	15%	(327)	85%	(1875)	2202
Ethnicity: Other	13%	(29)	87%	(191)	220
All Christian	14%	(137)	86%	(853)	990
All Non-Christian	12%	(17)	88%	(128)	144
Atheist	17%	(19)	83%	(92)	110
Agnostic/Nothing in particular	14%	(85)	86%	(522)	607
Something Else	20%	(70)	80%	(281)	351
Religious Non-Protestant/Catholic	10%	(17)	90%	(142)	159
Evangelical	17%	(92)	83%	(444)	536
Non-Evangelical	14%	(113)	86%	(669)	781
Community: Urban	14%	(94)	86%	(567)	661
Community: Suburban	15%	(153)	85%	(844)	996
Community: Rural	15%	(80)	85%	(464)	545
Employ: Private Sector	13%	(102)	87%	(678)	781
Employ: Government	11%	(11)	89%	(85)	95
Employ: Self-Employed	14%	(28)	86%	(167)	196
Employ: Homemaker	15%	(23)	85%	(127)	150
Employ: Student	11%	(6)	89%	(45)	51
Employ: Retired	17%	(96)	83%	(483)	579
Employ: Unemployed	17%	(42)	83%	(204)	246
Employ: Other	18%	(19)	82%	(86)	105
Military HH: Yes	18%	(50)	82%	(229)	280
Military HH: No	14%	(276)	86%	(1646)	1922
RD/WT: Right Direction	13%	(96)	87%	(657)	753
RD/WT: Wrong Track	16%	(231)	84%	(1218)	1449
Biden Job Approve	14%	(144)	86%	(886)	1030
Biden Job Disapprove	15%	(156)	85%	(891)	1047
Biden Job Strongly Approve	14%	(61)	86%	(370)	431
Biden Job Somewhat Approve	14%	(83)	86%	(516)	600
Biden Job Somewhat Disapprove	12%	(46)	88%	(328)	374
Biden Job Strongly Disapprove	16%	(110)	84%	(562)	673

Table MCSPdem2_12NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
Other

Demographic	Selected		Not Selected		Total N
Adults	15%	(327)	85%	(1875)	2202
Favorable of Biden	15%	(153)	85%	(901)	1055
Unfavorable of Biden	15%	(153)	85%	(883)	1036
Very Favorable of Biden	13%	(63)	87%	(405)	468
Somewhat Favorable of Biden	15%	(90)	85%	(496)	586
Somewhat Unfavorable of Biden	13%	(41)	87%	(278)	320
Very Unfavorable of Biden	16%	(112)	84%	(604)	716
#1 Issue: Economy	13%	(110)	87%	(767)	877
#1 Issue: Security	13%	(39)	87%	(261)	301
#1 Issue: Health Care	15%	(26)	85%	(144)	170
#1 Issue: Medicare / Social Security	15%	(43)	85%	(246)	289
#1 Issue: Women's Issues	19%	(43)	81%	(182)	225
#1 Issue: Education	9%	(7)	91%	(71)	78
#1 Issue: Energy	21%	(32)	79%	(124)	156
#1 Issue: Other	25%	(27)	75%	(79)	106
2022 House Vote: Democrat	14%	(138)	86%	(846)	984
2022 House Vote: Republican	15%	(98)	85%	(542)	640
2022 House Vote: Didnt Vote	16%	(84)	84%	(445)	529
2020 Vote: Joe Biden	14%	(147)	86%	(878)	1025
2020 Vote: Donald Trump	15%	(102)	85%	(561)	663
2020 Vote: Other	17%	(10)	83%	(50)	60
2020 Vote: Didn't Vote	15%	(68)	85%	(386)	454
2018 House Vote: Democrat	14%	(114)	86%	(723)	837
2018 House Vote: Republican	16%	(90)	84%	(492)	582
2018 House Vote: Didnt Vote	15%	(112)	85%	(623)	734
4-Region: Northeast	13%	(50)	87%	(336)	386
4-Region: Midwest	16%	(74)	84%	(381)	455
4-Region: South	18%	(149)	82%	(691)	840
4-Region: West	11%	(55)	89%	(467)	521
Sports Fans	15%	(237)	85%	(1313)	1550
Avid Sports Fans	13%	(79)	87%	(513)	592
Casual Sports Fans	16%	(158)	84%	(800)	958

Table MCSPdem2_12NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

Other

Demographic	Selected		Not Selected		Total N
Adults	15%	(327)	85%	(1875)	2202
Tennis Fans	13%	(104)	87%	(687)	791
Pickleball Fans	15%	(53)	85%	(290)	342
ESPN Subscribers	11%	(39)	89%	(325)	364
Played Pickleball	13%	(43)	87%	(297)	340

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

Table MCSPdem2_13NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
None of the above

Demographic	Selected		Not Selected		Total N
Adults	32%	(715)	68%	(1487)	2202
Gender: Male	31%	(328)	69%	(744)	1072
Gender: Female	34%	(386)	66%	(741)	1127
Age: 18-34	19%	(118)	81%	(513)	631
Age: 35-44	28%	(103)	72%	(269)	372
Age: 45-64	36%	(255)	64%	(456)	711
Age: 65+	49%	(239)	51%	(248)	487
GenZers: 1997-2012	24%	(50)	76%	(159)	210
Millennials: 1981-1996	19%	(138)	81%	(581)	719
GenXers: 1965-1980	32%	(167)	68%	(349)	515
Baby Boomers: 1946-1964	47%	(339)	53%	(380)	719
PID: Dem (no lean)	26%	(239)	74%	(668)	907
PID: Ind (no lean)	37%	(254)	63%	(442)	696
PID: Rep (no lean)	37%	(222)	63%	(377)	599
PID/Gender: Dem Men	25%	(116)	75%	(344)	459
PID/Gender: Dem Women	27%	(122)	73%	(323)	445
PID/Gender: Ind Men	35%	(106)	65%	(197)	302
PID/Gender: Ind Women	38%	(148)	62%	(244)	393
PID/Gender: Rep Men	34%	(107)	66%	(203)	310
PID/Gender: Rep Women	40%	(115)	60%	(174)	289
Ideo: Liberal (1-3)	24%	(160)	76%	(510)	670
Ideo: Moderate (4)	33%	(221)	67%	(444)	665
Ideo: Conservative (5-7)	39%	(252)	61%	(394)	646
Educ: < College	34%	(490)	66%	(949)	1439
Educ: Bachelors degree	29%	(141)	71%	(344)	485
Educ: Post-grad	30%	(85)	70%	(194)	278
Income: Under 50k	36%	(427)	64%	(755)	1182
Income: 50k-100k	29%	(187)	71%	(466)	654
Income: 100k+	28%	(101)	72%	(265)	366
Ethnicity: White	33%	(566)	67%	(1133)	1699
Ethnicity: Hispanic	22%	(85)	78%	(295)	379
Ethnicity: Black	20%	(56)	80%	(227)	283

Table MCSPdem2_13NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

None of the above

Demographic	Selected		Not Selected		Total N
Adults	32%	(715)	68%	(1487)	2202
Ethnicity: Other	42%	(93)	58%	(127)	220
All Christian	34%	(334)	66%	(656)	990
All Non-Christian	27%	(39)	73%	(105)	144
Atheist	36%	(40)	64%	(71)	110
Agnostic/Nothing in particular	35%	(211)	65%	(396)	607
Something Else	26%	(91)	74%	(259)	351
Religious Non-Protestant/Catholic	28%	(44)	72%	(115)	159
Evangelical	31%	(165)	69%	(371)	536
Non-Evangelical	32%	(253)	68%	(528)	781
Community: Urban	29%	(195)	71%	(466)	661
Community: Suburban	31%	(311)	69%	(685)	996
Community: Rural	38%	(209)	62%	(336)	545
Employ: Private Sector	25%	(193)	75%	(588)	781
Employ: Government	22%	(21)	78%	(74)	95
Employ: Self-Employed	26%	(51)	74%	(145)	196
Employ: Homemaker	36%	(54)	64%	(96)	150
Employ: Student	19%	(10)	81%	(41)	51
Employ: Retired	46%	(265)	54%	(314)	579
Employ: Unemployed	34%	(83)	66%	(163)	246
Employ: Other	37%	(38)	63%	(66)	105
Military HH: Yes	36%	(102)	64%	(178)	280
Military HH: No	32%	(613)	68%	(1309)	1922
RD/WT: Right Direction	27%	(204)	73%	(550)	753
RD/WT: Wrong Track	35%	(512)	65%	(937)	1449
Biden Job Approve	29%	(301)	71%	(729)	1030
Biden Job Disapprove	36%	(373)	64%	(674)	1047
Biden Job Strongly Approve	24%	(101)	76%	(329)	431
Biden Job Somewhat Approve	33%	(200)	67%	(400)	600
Biden Job Somewhat Disapprove	31%	(114)	69%	(260)	374
Biden Job Strongly Disapprove	38%	(259)	62%	(414)	673

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Table MCSPdem2_13NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*
None of the above

Demographic	Selected		Not Selected		Total N
Adults	32%	(715)	68%	(1487)	2202
Favorable of Biden	29%	(305)	71%	(749)	1055
Unfavorable of Biden	35%	(364)	65%	(671)	1036
Very Favorable of Biden	24%	(113)	76%	(355)	468
Somewhat Favorable of Biden	33%	(192)	67%	(394)	586
Somewhat Unfavorable of Biden	30%	(95)	70%	(225)	320
Very Unfavorable of Biden	38%	(270)	62%	(446)	716
#1 Issue: Economy	30%	(264)	70%	(613)	877
#1 Issue: Security	43%	(128)	57%	(173)	301
#1 Issue: Health Care	31%	(53)	69%	(117)	170
#1 Issue: Medicare / Social Security	42%	(123)	58%	(167)	289
#1 Issue: Women's Issues	27%	(62)	73%	(163)	225
#1 Issue: Education	23%	(18)	77%	(60)	78
#1 Issue: Energy	24%	(38)	76%	(118)	156
#1 Issue: Other	29%	(31)	71%	(75)	106
2022 House Vote: Democrat	30%	(291)	70%	(693)	984
2022 House Vote: Republican	36%	(229)	64%	(411)	640
2022 House Vote: Didnt Vote	33%	(177)	67%	(353)	529
2020 Vote: Joe Biden	28%	(285)	72%	(740)	1025
2020 Vote: Donald Trump	38%	(249)	62%	(414)	663
2020 Vote: Other	33%	(20)	67%	(41)	60
2020 Vote: Didn't Vote	36%	(162)	64%	(293)	454
2018 House Vote: Democrat	29%	(239)	71%	(598)	837
2018 House Vote: Republican	37%	(215)	63%	(367)	582
2018 House Vote: Didnt Vote	34%	(250)	66%	(484)	734
4-Region: Northeast	32%	(125)	68%	(261)	386
4-Region: Midwest	33%	(152)	67%	(303)	455
4-Region: South	29%	(244)	71%	(596)	840
4-Region: West	37%	(195)	63%	(327)	521
Sports Fans	27%	(411)	73%	(1139)	1550
Avid Sports Fans	18%	(108)	82%	(485)	592
Casual Sports Fans	32%	(303)	68%	(654)	958

Table MCSPdem2_13NET: *Do you subscribe to any of the following television or streaming services? Please select all that apply.*

None of the above

Demographic	Selected		Not Selected		Total N
Adults	32%	(715)	68%	(1487)	2202
Tennis Fans	25%	(195)	75%	(596)	791
Pickleball Fans	21%	(70)	79%	(272)	342
ESPN Subscribers	—	(0)	100%	(364)	364
Played Pickleball	23%	(77)	77%	(263)	340

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2202	100%
xdemGender	Gender: Male	1072	49%
	Gender: Female	1127	51%
	N	2198	
age	Age: 18-34	631	29%
	Age: 35-44	372	17%
	Age: 45-64	711	32%
	Age: 65+	487	22%
	N	2202	
demAgeGeneration	GenZers: 1997-2012	210	10%
	Millennials: 1981-1996	719	33%
	GenXers: 1965-1980	515	23%
	Baby Boomers: 1946-1964	719	33%
	N	2164	
xpid3	PID: Dem (no lean)	907	41%
	PID: Ind (no lean)	696	32%
	PID: Rep (no lean)	599	27%
	N	2202	
xpidGender	PID/Gender: Dem Men	459	21%
	PID/Gender: Dem Women	445	20%
	PID/Gender: Ind Men	302	14%
	PID/Gender: Ind Women	393	18%
	PID/Gender: Rep Men	310	14%
	PID/Gender: Rep Women	289	13%
	N	2198	
xdemIdeo3	Ideo: Liberal (1-3)	670	30%
	Ideo: Moderate (4)	665	30%
	Ideo: Conservative (5-7)	646	29%
	N	1981	
xeduc3	Educ: < College	1439	65%
	Educ: Bachelors degree	485	22%
	Educ: Post-grad	278	13%
	N	2202	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1182	54%
	Income: 50k-100k	654	30%
	Income: 100k+	366	17%
	N	2202	
xdemWhite	Ethnicity: White	1699	77%
xdemHispBin	Ethnicity: Hispanic	379	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	220	10%
xdemReligion	All Christian	990	45%
	All Non-Christian	144	7%
	Atheist	110	5%
	Agnostic/Nothing in particular	607	28%
	Something Else	351	16%
	N	2202	
xdemReligOther	Religious Non-Protestant/Catholic	159	7%
xdemEvang	Evangelical	536	24%
	Non-Evangelical	781	35%
	N	1317	
xdemUsr	Community: Urban	661	30%
	Community: Suburban	996	45%
	Community: Rural	545	25%
	N	2202	
xdemEmploy	Employ: Private Sector	781	35%
	Employ: Government	95	4%
	Employ: Self-Employed	196	9%
	Employ: Homemaker	150	7%
	Employ: Student	51	2%
	Employ: Retired	579	26%
	Employ: Unemployed	246	11%
	Employ: Other	105	5%
	N	2202	
xdemMilHH1	Military HH: Yes	280	13%
	Military HH: No	1922	87%
	N	2202	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	753	34%
	RD/WT: Wrong Track	1449	66%
	N	2202	
xdemBidenApprove	Biden Job Approve	1030	47%
	Biden Job Disapprove	1047	48%
	N	2077	
xdemBidenApprove2	Biden Job Strongly Approve	431	20%
	Biden Job Somewhat Approve	600	27%
	Biden Job Somewhat Disapprove	374	17%
	Biden Job Strongly Disapprove	673	31%
	N	2077	
xdemBidenFav	Favorable of Biden	1055	48%
	Unfavorable of Biden	1036	47%
	N	2090	
xdemBidenFavFull	Very Favorable of Biden	468	21%
	Somewhat Favorable of Biden	586	27%
	Somewhat Unfavorable of Biden	320	15%
	Very Unfavorable of Biden	716	33%
	N	2090	
xnr3	#1 Issue: Economy	877	40%
	#1 Issue: Security	301	14%
	#1 Issue: Health Care	170	8%
	#1 Issue: Medicare / Social Security	289	13%
	#1 Issue: Women's Issues	225	10%
	#1 Issue: Education	78	4%
	#1 Issue: Energy	156	7%
	#1 Issue: Other	106	5%
	N	2202	
xsubVote22O	2022 House Vote: Democrat	984	45%
	2022 House Vote: Republican	640	29%
	2022 House Vote: Someone else	49	2%
	2022 House Vote: Didnt Vote	529	24%
	N	2202	
xsubVote20O	2020 Vote: Joe Biden	1025	47%
	2020 Vote: Donald Trump	663	30%
	2020 Vote: Other	60	3%
	2020 Vote: Didn't Vote	454	21%
	N	2202	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote18O	2018 House Vote: Democrat	837	38%
	2018 House Vote: Republican	582	26%
	2018 House Vote: Someone else	49	2%
	2018 House Vote: Didnt Vote	734	33%
	N	2202	
xreg4	4-Region: Northeast	386	18%
	4-Region: Midwest	455	21%
	4-Region: South	840	38%
	4-Region: West	521	24%
	N	2202	
MCSPxdem1	Sports Fans	1550	70%
MCSPxdem2	Avid Sports Fans	592	27%
	Casual Sports Fans	958	43%
	N	1550	
MCSPxdem3	Tennis Fans	791	36%
MCSPxdem4	Pickleball Fans	342	16%
MCSPxdem5	ESPN Subscribers	364	17%
MCSPxdem6	Played Pickleball	340	15%

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

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