



What the world thinks

March Madness

Fieldwork Dates: 14th - 15th March 2019

**Conducted by YouGov
On behalf of YouGov Omnibus**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1209 adults. Fieldwork was undertaken between 14th - 15th March 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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March Madness

US_nat_internal Sample: 14th - 15th March 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

HYM_q1. Which, if any, of the following do you plan on doing to follow March Madness this year? Please select all that apply.

Unweighted base	1208	529	679	32	385	315	383	92	1	-	225	287	444	252	823
Base: All US adults	1208	587	621	37	381	298	397	94	2	-	214	254	455	285	798
Watch games on TV (e.g., live, replays, etc.)	23%	28%	17%	22%	25%	20%	24%	16%	-	-	25%	20%	23%	22%	21%
		B	**	**	**	**	*	*	**	**	**	**	**	**	**
Listen to games on the radio	5%	7%	3%	3%	8%	6%	3%	2%	-	-	6%	2%	6%	7%	4%
		B	**	**	F	**	**	*	**	**	**	**	**	K	**
Stream games online	8%	10%	5%	-	14%	9%	3%	-	-	-	8%	5%	9%	9%	6%
		B	**	**	F.G	F.G	**	*	**	**	**	**	**	**	**
Check scores online	16%	21%	11%	14%	22%	15%	12%	7%	-	-	17%	15%	15%	16%	15%
		B	**	**	E.F.G	**	*	*	**	**	**	**	**	**	**
Attend one or more games in person	4%	6%	3%	-	10%	4%	1%	-	-	-	6%	3%	4%	4%	3%
		B	**	**	E.F.G	F	*	*	**	**	**	**	**	**	**
Follow news about the games through social media, TV, newspapers, etc.	17%	21%	13%	26%	22%	15%	15%	8%	-	-	17%	18%	17%	16%	16%
		B	**	**	E.F.G	**	*	*	**	**	**	**	**	**	**
Other	1%	1%	1%	-	2%	1%	1%	4%	-	-	2%	1%	1%	2%	1%
		**	**	**	**	**	**	E.F*	**	**	**	**	**	**	**
Don't know	4%	3%	5%	-	4%	3%	4%	5%	-	-	3%	4%	5%	4%	3%
		**	**	**	**	**	*	*	**	**	**	**	**	**	**
Not applicable - I won't be following March Madness	58%	51%	65%	62%	48%	62%	63%	68%	100%	-	54%	61%	59%	58%	64%
		A	**	**	**	D	D	D*	**	**	**	**	**	**	O.P

HYM_q2. Do you plan to participate in any March Madness pools/brackets this year (i.e., picking outcomes of all games in the tournament)?

Unweighted base	1208	529	679	32	385	315	383	92	1	-	225	287	444	252	823
Base: All US adults	1208	587	621	37	381	298	397	94	2	-	214	254	455	285	798
Yes, I do	15%	20%	10%	14%	22%	15%	10%	4%	-	-	18%	13%	13%	17%	14%
		B	**	**	E.F.G	G	**	*	**	**	**	**	**	**	**
No, I do not	77%	72%	82%	67%	67%	80%	82%	94%	100%	-	74%	80%	80%	74%	81%
		A	**	**	**	D	D	D.E.F*	**	**	**	**	**	**	O.P
Don't know	8%	8%	8%	19%	11%	6%	7%	2%	-	-	8%	7%	8%	9%	5%
		**	**	**	E.G	**	*	*	**	**	**	**	**	**	**

HYM_q3. And which, if any, of the following groups or people do you plan to participate in March Madness pools/brackets with? Please select all that apply.

Unweighted base	171	105	66	3	81	45	38	4	-	-	39	38	53	41	113
Base: All US adults who plan to participate in a March Madness pool/bracket	179	115	63	5	85	43	41	4	-	-	39	32	59	49	111
With my friends/family	60%	59%	62%	83%	62%	58%	55%	77%	-	-	57%	52%	66%	61%	58%
		*	*	**	*	*	*	**	**	**	*	*	*	*	*
With my coworkers	34%	38%	29%	-	39%	44%	23%	-	-	-	38%	42%	27%	36%	38%
		*	*	**	*	*	*	**	**	**	*	*	*	*	*
On my own	30%	32%	25%	17%	32%	23%	35%	23%	-	-	39%	23%	27%	29%	29%
		*	*	**	*	*	*	**	**	**	*	*	*	*	*
With another group	5%	5%	4%	-	-	13%	4%	27%	-	-	4%	8%	3%	4%	6%
		*	*	**	*	D*	*	**	**	**	*	*	*	*	*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	**	*	*	*	**	**	**	*	*	*	*	*

HYM_q4. In which, if any, of the following ways do you plan to pick your March Madness bracket? Please select all that apply.

Unweighted base	171	105	66	3	81	45	38	4	-	-	39	38	53	41	113
Base: All US adults who plan to participate in a March Madness pool/bracket	179	115	63	5	85	43	41	4	-	-	39	32	59	49	111
At random	24%	20%	30%	-	21%	23%	30%	45%	-	-	34%	31%	21%	13%	25%

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March Madness

US_nat_internal Sample: 14th - 15th March 2019



Total	Race			Education				Marital Status					Children unde	
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

HYM_q1. Which, if any, of the following do you plan on doing to follow March Madness this year? Please select all that apply.

Unweighted base	1208	141	163	81	464	407	213	124	562	32	137	59	356	62	288
Base: All US adults	1208	143	189	78	487	375	220	126	566	30	134	57	354	68	281
Watch games on TV (e.g., live, replays, etc.)	23%	N.P.Q	22%	18%	22%	17%	28%	33%	27%	27%	16%	7%	20%	27%	28%
Listen to games on the radio	5%	8%	8%	8%	6%	3%	6%	7%	6%	12%	2%	3%	5%	2%	9%
Stream games online	8%	9%	12%	10%	7%	7%	10%	12%	9%	12%	6%	7%	9%	2%	14%
Check scores online	16%	25%	13%	16%	12%	15%	20%	25%	17%	20%	12%	4%	17%	15%	22%
Attend one or more games in person	4%	6%	8%	5%	5%	2%	7%	6%	5%	-	2%	-	5%	3%	10%
Follow news about the games through social media, TV, newspapers, etc.	17%	27%	15%	19%	13%	15%	25%	24%	18%	20%	13%	6%	17%	20%	25%
Other	1%	1%	0%	2%	1%	0%	2%	2%	2%	-	1%	-	1%	3%	1%
Don't know	4%	7%	6%	2%	4%	5%	2%	2%	3%	14%	2%	7%	4%	12%	5%
Not applicable - I won't be following March Madness	58%	42%	46%	62%	58%	64%	52%	49%	56%	44%	67%	74%	58%	48%	46%

HYM_q2. Do you plan to participate in any March Madness pools/brackets this year (i.e., picking outcomes of all games in the tournament)?

Unweighted base	1208	141	163	81	464	407	213	124	562	32	137	59	356	62	288
Base: All US adults	1208	143	189	78	487	375	220	126	566	30	134	57	354	68	281
Yes, I do	15%	19%	18%	8%	15%	11%	20%	18%	17%	19%	9%	6%	14%	20%	24%
No, I do not	77%	68%	68%	82%	76%	82%	74%	75%	76%	74%	85%	91%	75%	74%	67%
Don't know	8%	13%	14%	10%	10%	7%	6%	8%	7%	8%	5%	3%	11%	6%	9%

HYM_q3. And which, if any, of the following groups or people do you plan to participate in March Madness pools/brackets with? Please select all that apply.

Unweighted base	171	25	26	7	61	44	44	22	95	4	13	4	47	8	64
Base: All US adults who plan to participate in a March Madness pool/bracket	179	27	33	7	72	41	44	22	95	6	13	4	48	13	67
With my friends/family	60%	62%	72%	26%	60%	67%	56%	59%	61%	36%	45%	30%	65%	67%	72%
With my coworkers	34%	29%	27%	25%	24%	42%	45%	32%	40%	-	24%	23%	36%	17%	41%
On my own	30%	37%	21%	49%	22%	36%	35%	35%	26%	64%	49%	47%	32%	10%	20%
With another group	5%	2%	3%	-	4%	7%	7%	-	7%	-	7%	-	-	7%	6%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HYM_q4. In which, if any, of the following ways do you plan to pick your March Madness bracket? Please select all that apply.

Unweighted base	171	25	26	7	61	44	44	22	95	4	13	4	47	8	64
Base: All US adults who plan to participate in a March Madness pool/bracket	179	27	33	7	72	41	44	22	95	6	13	4	48	13	67
At random	24%	19%	23%	15%	20%	22%	28%	26%	26%	-	32%	47%	25%	-	16%

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March Madness

US_nat_internal Sample: 14th - 15th March 2019



Total	r the age of 18		Income				Type of Area Lived in				Watch games on TV (e.g., live, replays, etc.)	Listen to games on the radio	Stream games online	Check scores online
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other				
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL				

HYM_q1. Which, if any, of the following do you plan on doing to follow March Madness this year? Please select all that apply.

Unweighted base	1208	920	350	217	302	188	151	397	557	253	1	262	62	91	186
Base: All US adults	1208	928	350	214	304	189	150	413	543	252	1	273	64	95	189
Watch games on TV (e.g., live, replays, etc.)	23%	21%	17%	23%	28%	33%	12%	28%	20%	19%	-	100%	57%	60%	60%
				AH	AD.AH	AD.AE.AH		AJ.AK			**	O.P.AQ.AR.AT.A	AT.AU*	AT.AU*	AT.AU
Listen to games on the radio	5%	4%	6%	4%	6%	5%	3%	7%	4%	4%	-	13%	100%	20%	17%
								AJ			**	AT.AU	O.P.AQ.AR.AT.A	AT.AU*	AT.AU
Stream games online	8%	6%	8%	6%	10%	11%	3%	13%	6%	4%	-	21%	29%	100%	26%
					AH	AH		AJ.AK			**	AT.AU	AT.AU*	N.AP.AQ.AR.AT.A	AT.AU
Check scores online	16%	14%	16%	11%	18%	22%	9%	22%	13%	11%	-	42%	50%	52%	100%
					AH	AE.AH		AJ.AK			**	AT.AU	AT.AU*	AT.AU.AV*	N.AO.AQ.AR.AT.A
Attend one or more games in person	4%	3%	2%	3%	7%	8%	2%	9%	2%	1%	-	11%	26%	20%	15%
					AD.AE.AH	AD.AE.AH		AJ.AK			**	AT.AU	M.AP.AR.AT.AU.A	AM.AT.AU.AV*	AT.AU
Follow news about the games through social media, TV, newspapers, etc.	17%	15%	12%	18%	20%	23%	12%	24%	15%	10%	-	47%	44%	50%	57%
					AD.AH	AD.AH		AJ.AK	AK		**	AT.AU	AT.AU*	AT.AU*	AM.AT.AU.AV
Other	1%	1%	1%	1%	1%	3%	0%	1%	1%	1%	-	2%	-	1%	3%
						AD.AH					**	AU	-	AU*	AU
Don't know	4%	4%	5%	4%	3%	2%	6%	4%	4%	5%	-	-	-	-	-
							AG				**	-	*	*	-
Not applicable - I won't be following March Madness	58%	62%	59%	60%	55%	49%	71%	47%	63%	66%	100%	-	-	-	-
		AB	AG	AG			AD.AE.AF.AG		AI	AI	**	-	*	*	-

HYM_q2. Do you plan to participate in any March Madness pools/brackets this year (i.e., picking outcomes of all games in the tournament)?

Unweighted base	1208	920	350	217	302	188	151	397	557	253	1	262	62	91	186
Base: All US adults	1208	928	350	214	304	189	150	413	543	252	1	273	64	95	189
Yes, I do	15%	12%	11%	14%	17%	26%	6%	22%	13%	8%	-	38%	67%	49%	48%
				AH	AH	AD.AE.AF.AH		AJ.AK			**	AT.AU	AO.AP.AR.AT.AU	AM.AT.AU.AV*	AM.AR.AT.AU.AV
No, I do not	77%	80%	78%	79%	78%	70%	82%	67%	81%	87%	-	49%	27%	36%	44%
		AB	AG	AG			AG	AI	AI.AJ		**	AN.AO.AQ	*	*	AN.AQ
Don't know	8%	8%	11%	8%	5%	5%	11%	12%	6%	5%	100%	13%	6%	15%	8%
			AF.AG				AF.AG	AJ.AK			**	AP.AU	*	AP.AU*	

HYM_q3. And which, if any, of the following groups or people do you plan to participate in March Madness pools/brackets with? Please select all that apply.

Unweighted base	171	107	32	29	48	51	11	85	68	18	-	98	39	44	90
Base: All US adults who plan to participate in a March Madness pool/bracket	179	111	40	29	51	48	10	90	69	20	-	103	43	47	90
With my friends/family	60%	53%	58%	64%	51%	68%	69%	57%	62%	68%	-	64%	49%	70%	56%
		*	**	**	*	*	**	*	*	**	**	*	*	AN*	*
With my coworkers	34%	31%	26%	12%	46%	44%	25%	37%	35%	20%	-	40%	35%	45%	40%
		*	**	**	*	*	**	*	*	**	**	*	*	*	*
On my own	30%	36%	30%	31%	35%	22%	42%	33%	29%	16%	-	31%	52%	45%	39%
		AB*	**	**	*	*	**	*	*	**	**	*	AM.AV*	AM.AV*	AV*
With another group	5%	4%	2%	10%	5%	4%	-	3%	8%	-	-	5%	2%	3%	5%
		*	**	**	*	*	**	*	*	**	**	*	*	*	*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	**	**	*	*	**	*	*	**	**	*	*	*	*

HYM_q4. In which, if any, of the following ways do you plan to pick your March Madness bracket? Please select all that apply.

Unweighted base	171	107	32	29	48	51	11	85	68	18	-	98	39	44	90
Base: All US adults who plan to participate in a March Madness pool/bracket	179	111	40	29	51	48	10	90	69	20	-	103	43	47	90
At random	24%	28%	21%	20%	25%	27%	17%	25%	21%	24%	-	21%	25%	16%	25%

YouGov Omnibus

March Madness

US_nat_internal Sample: 14th - 15th March 2019



Total	March Madness Following					
	Attend one or more games in person	Follow news about the games through social media, TV, etc.	Other	Don't know	Not applicable - I won't be following March Madness	NET: Follow at all
	AQ	AR	AS	AT	AU	AV

HYM_q1. Which, if any, of the following do you plan on doing to follow March Madness this year? Please select all that apply.

	Unweighted base	AQ	AR	AS	AT	AU	AV
	1208	52	199	15	49	721	438
Base: All US adults	1208	52	206	15	48	702	458
Watch games on TV (e.g., live, replays, etc.)	23%	59%	62%	32%	-	-	60%
		AT.AU*	AT.AU	**	*	-	AT.AU
Listen to games on the radio	5%	32%	14%	-	-	-	14%
		M.AP.AR.AT.AU.AV*	AT.AU	**	*	-	AT.AU
Stream games online	8%	36%	23%	9%	-	-	21%
		M.AR.AT.AU.AV*	AT.AU	**	*	-	AT.AU
Check scores online	16%	53%	52%	32%	-	-	41%
		AT.AU*	M.AT.AU.AV	**	*	-	AT.AU
Attend one or more games in person	4%	100%	13%	-	-	-	11%
		N.AO.AP.AR.AT.AV	AT.AU	**	*	-	AT.AU
Follow news about the games through social media, TV, newspapers, etc.	17%	51%	100%	27%	-	-	45%
		AT.AU*	N.AO.AP.AQ.AT.AV	**	*	-	AT.AU
Other	1%	-	2%	100%	-	-	3%
		*	AU	**	*	-	AU
Don't know	4%	-	-	-	100%	-	-
		*	-	**	N.AO.AP.AQ.AR.AU.AV*	-	-
Not applicable - I won't be following March Madness	58%	-	-	-	-	100%	-
		*	-	**	*	N.AO.AP.AQ.AR.AT.AV	-

HYM_q2. Do you plan to participate in any March Madness pools/brackets this year (i.e., picking outcomes of all games in the tournament)?

	Unweighted base	AQ	AR	AS	AT	AU	AV
	1208	52	199	15	49	721	438
Base: All US adults	1208	52	206	15	48	702	458
Yes, I do	15%	56%	40%	49%	3%	1%	37%
		M.AR.AT.AU.AV*	AT.AU	**	*	-	AT.AU
No, I do not	77%	26%	49%	51%	67%	94%	52%
		*	AN.AO.AQ	**	M.AN.AO.AP.AQ.AV.N.AO.AP.AQ.AR.AV	-	AN.AO.AP.AQ
Don't know	8%	19%	11%	-	29%	4%	11%
		AN.AP.AU*	AU	**	M.AN.AP.AR.AU.AV*	-	AU

HYM_q3. And which, if any, of the following groups or people do you plan to participate in March Madness pools/brackets with? Please select all that apply.

	Unweighted base	AQ	AR	AS	AT	AU	AV
	171	31	78	7	2	9	160
Base: All US adults who plan to participate in a March Madness pool/bracket	179	29	82	7	2	8	168
With my friends/family	60%	67%	64%	76%	100%	22%	62%
		**	*	**	**	**	**
With my coworkers	34%	57%	35%	42%	-	31%	35%
		**	*	**	**	**	**
On my own	30%	37%	37%	-	-	14%	31%
		**	*	**	**	**	**
With another group	5%	-	6%	-	-	33%	3%
		**	*	**	**	**	**
Don't know	-	-	-	-	-	-	-
		**	*	**	**	**	**

HYM_q4. In which, if any, of the following ways do you plan to pick your March Madness bracket? Please select all that apply.

	Unweighted base	AQ	AR	AS	AT	AU	AV
	171	31	78	7	2	9	160
Base: All US adults who plan to participate in a March Madness pool/bracket	179	29	82	7	2	8	168
At random	24%	39%	25%	24%	-	54%	22%

YouGov Omnibus

March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Gender		Generation						Region				
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West
		*	*	**	*	*	*	**	**	M*	*	*	*	
Follow the advice of experts	26%	31%	17%	15%	26%	32%	21%	28%	-	38%	27%	19%	24%	35%
Follow the advice of friends and family members	21%	22%	20%	-	30%	11%	15%	23%	-	20%	26%	20%	19%	20%
Use my own knowledge of college basketball	45%	46%	42%	32%	36%	55%	52%	77%	-	37%	39%	48%	51%	44%
Follow the advice of coworkers	15%	15%	15%	-	20%	15%	7%	-	-	12%	14%	12%	20%	16%
Choose teams based on my personal fandom	41%	37%	47%	68%	37%	47%	39%	23%	-	27%	33%	39%	57%	41%
Other	2%	2%	1%	-	1%	4%	-	-	-	2%	-	3%	-	3%
Don't know	1%	-	2%	-	2%	-	-	-	-	2%	3%	-	-	1%

HYM_q5. How much money, if any, do you think you will gamble on March Madness this year? Please select the option that best applies.

Unweighted base	1208	529	679	32	385	315	383	92	1	-	225	287	444	252	823
Base: All US adults	1208	587	621	37	381	298	397	94	2	-	214	254	455	285	798
\$0 - None	36%	38%	35%	34%	32%	41%	35%	45%	-	-	33%	40%	36%	37%	39%
				**		D		D*	**	**					P
\$0.01 to \$10	3%	4%	3%	2%	5%	2%	2%	4%	-	-	5%	4%	4%	2%	3%
				**	E,F			*	**	**					
\$10.01 to \$20	3%	4%	2%	16%	5%	2%	2%	1%	-	-	3%	3%	3%	3%	2%
				**	E			*	**	**					
\$20.01 to \$30	4%	5%	2%	-	7%	3%	1%	3%	-	-	4%	3%	3%	4%	2%
		B		**	E,F			*	**	**					
\$30.01 to \$40	2%	4%	1%	-	4%	3%	1%	-	-	-	6%	1%	1%	3%	2%
		B		**	F,G	F		*	**	**	K,L				
\$40.01 to \$50	2%	3%	1%	-	4%	1%	1%	2%	-	-	2%	2%	1%	3%	2%
		B		**	E,F			*	**	**					
\$50.01 to \$100	3%	4%	2%	3%	5%	3%	2%	-	-	-	2%	1%	4%	5%	2%
		B		**	G			*	**	**				K	
More than \$100	2%	2%	2%	2%	2%	2%	1%	-	-	-	1%	1%	1%	4%	1%
				**				*	**	**				K,L	
Don't know	2%	2%	2%	-	2%	2%	2%	1%	-	-	2%	1%	2%	3%	1%
				**				*	**	**					
Not applicable - I do not gamble	41%	33%	48%	41%	30%	40%	51%	44%	100%	-	41%	42%	44%	34%	44%
		A		**		D	D,E	D*	**	**			M		O,P
Prefer not to say	2%	1%	2%	2%	4%	1%	1%	-	-	-	1%	2%	1%	3%	1%
				**	E,F			*	**	**					

On a scale from 1 to 10, where 1 is "Not exciting at all" and 10 is "Very exciting," how exciting, if at all, do you find each of the following events? Please select one option on each row. If you have never heard of this event, please select the 'Not applicable' option on that row.

HYM_q6_1. Super Bowl

Unweighted base	1208	529	679	32	385	315	383	92	1	-	225	287	444	252	823
Base: All US adults	1208	587	621	37	381	298	397	94	2	-	214	254	455	285	798
1 - Not exciting at all	25%	23%	27%	15%	20%	27%	26%	34%	-	-	22%	23%	27%	24%	26%
				**		D		D*	**	**					
2	5%	4%	6%	-	6%	4%	6%	4%	-	-	5%	4%	4%	7%	6%
		A		**		*		*	**	**					
3	6%	5%	7%	13%	7%	7%	4%	3%	-	-	5%	7%	6%	6%	6%
				**				*	**	**					

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
		**	**	**	*	*	*	**	*	**	**	**	*	**	*
Follow the advice of experts	26%	5%	14%	15%	14%	29%	33%	45%	32%	-	23%	30%	22%	11%	28%
Follow the advice of friends and family members	21%	11%	32%	11%	21%	21%	15%	31%	25%	-	9%	-	22%	14%	26%
Use my own knowledge of college basketball	45%	60%	37%	41%	42%	51%	44%	45%	43%	100%	45%	76%	50%	7%	43%
Follow the advice of coworkers	15%	14%	10%	21%	10%	14%	16%	26%	18%	-	15%	-	13%	10%	22%
Choose teams based on my personal fandom	41%	45%	35%	44%	38%	31%	46%	54%	36%	18%	69%	23%	36%	72%	43%
Other	2%	-	-	-	-	4%	2%	-	1%	-	7%	-	-	7%	1%
Don't know	1%	-	-	-	1%	-	2%	-	-	-	-	-	3%	-	-

HYM_q5. How much money, if any, do you think you will gamble on March Madness this year? Please select the option that best applies.

Unweighted base	1208	141	163	81	464	407	213	124	562	32	137	59	356	62	288
Base: All US adults	1208	143	189	78	487	375	220	126	566	30	134	57	354	68	281
\$0 - None	36%	33%	25%	39%	34%	36%	43%	38%	34%	30%	48%	45%	36%	32%	35%
\$0.01 to \$10	3%	2%	5%	1%	3%	3%	5%	4%	2%	-	4%	7%	5%	-	3%
\$10.01 to \$20	3%	7%	5%	4%	5%	2%	3%	1%	3%	4%	1%	-	4%	9%	6%
\$20.01 to \$30	4%	3%	9%	3%	5%	3%	3%	3%	4%	-	2%	5%	4%	6%	4%
\$30.01 to \$40	2%	1%	5%	2%	2%	2%	3%	3%	2%	8%	1%	-	2%	3%	4%
\$40.01 to \$50	2%	2%	2%	1%	2%	3%	0%	4%	3%	-	1%	-	1%	2%	4%
\$50.01 to \$100	3%	7%	4%	3%	3%	2%	4%	4%	4%	9%	1%	1%	3%	1%	7%
More than \$100	2%	4%	3%	4%	1%	2%	1%	4%	1%	3%	-	-	2%	5%	3%
Don't know	2%	4%	4%	-	3%	2%	0%	3%	2%	3%	3%	-	2%	3%	1%
Not applicable - I do not gamble	41%	33%	34%	39%	42%	46%	35%	34%	44%	37%	38%	41%	38%	38%	30%
Prefer not to say	2%	3%	4%	4%	2%	1%	2%	2%	1%	5%	1%	-	3%	1%	1%

On a scale from 1 to 10, where 1 is "Not exciting at all" and 10 is "Very exciting," how exciting, if at all, do you find each of the following events? Please select one option on each row. If you have never heard of this event, please select the 'Not applicable' option on that row.

HYM_q6_1. Super Bowl

Unweighted base	1208	141	163	81	464	407	213	124	562	32	137	59	356	62	288
Base: All US adults	1208	143	189	78	487	375	220	126	566	30	134	57	354	68	281
1 - Not exciting at all	25%	22%	21%	31%	27%	28%	19%	19%	23%	26%	29%	28%	26%	21%	15%
2	5%	4%	4%	2%	5%	4%	5%	8%	5%	-	10%	13%	2%	3%	5%
3	6%	4%	10%	3%	6%	4%	7%	9%	5%	6%	8%	8%	6%	7%	7%

YouGov Omnibus

March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	r the age of 18					Income					Type of Area Lived in			
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Watch games on TV (e.g., live, replays, etc.)	Listen to games on the radio	Stream games online	Check scores online
		*	**	**	*	*	**	*	*	**	**	*	*	*	*
Follow the advice of experts	26%	25%	12%	24%	28%	35%	38%	28%	24%	25%	-	27%	43%	34%	33%
Follow the advice of friends and family members	21%	18%	18%	19%	23%	25%	7%	26%	15%	20%	-	22%	32%	21%	22%
Use my own knowledge of college basketball	45%	46%	47%	43%	49%	43%	32%	44%	54%	20%	-	58%	46%	62%	53%
Follow the advice of coworkers	15%	10%	9%	10%	20%	17%	14%	20%	9%	12%	-	14%	38%	23%	20%
Choose teams based on my personal fandom	41%	39%	35%	31%	31%	58%	51%	42%	39%	41%	-	46%	32%	49%	44%
Other	2%	2%	-	6%	2%	-	-	1%	3%	-	-	1%	2%	2%	1%
Don't know	1%	1%	-	-	-	-	16%	-	1%	4%	-	-	-	-	1%

HYM_q5. How much money, if any, do you think you will gamble on March Madness this year? Please select the option that best applies.

	Unweighted base	920	350	217	302	188	151	397	557	253	1	262	62	91	186
Base: All US adults	1208	928	350	214	304	189	150	413	543	252	1	273	64	95	189
\$0 - None	36%	37%	40%	38%	37%	33%	32%	35%	37%	39%	100%	36%	13%	29%	35%
\$0.01 to \$10	3%	3%	6%	3%	2%	3%	2%	3%	3%	3%	-	AN.AQ	*	AN.AQ*	AN.AQ
\$10.01 to \$20	3%	2%	AF	3%	5%	4%	1%	3%	4%	3%	-	AU	AU*	AU*	AU
\$20.01 to \$30	4%	3%	4%	3%	2%	7%	1%	6%	2%	2%	-	AU	18%	14%	7%
\$30.01 to \$40	2%	2%	2%	3%	3%	AF.AH	2%	4%	2%	1%	-	AU	8%	6%	5%
\$40.01 to \$50	2%	1%	1%	2%	3%	AH	1%	3%	2%	1%	-	AU	9%	7%	7%
\$50.01 to \$100	3%	2%	3%	2%	4%	AD	0%	7%	1%	1%	-	AU	9%	9%	AR.AU
More than \$100	2%	1%	2%	0%	1%	AH	1%	3%	1%	1%	-	AT.AU	4%	9%	4%
Don't know	2%	2%	2%	2%	1%	AE.AF	3%	2%	2%	1%	-	AU	3%	AM.AP.AR.AU.AV*	AU
Not applicable - I do not gamble	41%	44%	38%	43%	41%	35%	53%	33%	44%	48%	-	16%	8%	5%	12%
Prefer not to say	2%	2%	1%	1%	1%	-	AD.AF.AG	2%	2%	1%	-	AO.AQ	*	*	AO.AQ
							AD.AE.AF.AG				-	1%	1%	1%	AV

On a scale from 1 to 10, where 1 is "Not exciting at all" and 10 is "Very exciting," how exciting, if at all, do you find each of the following events? Please select one option on each row. If you have never heard of this event, please select the 'Not applicable' option on that row.

HYM_q6_1. Super Bowl

	Unweighted base	920	350	217	302	188	151	397	557	253	1	262	62	91	186
Base: All US adults	1208	928	350	214	304	189	150	413	543	252	1	273	64	95	189
1 - Not exciting at all	25%	28%	29%	27%	21%	17%	30%	21%	25%	31%	-	7%	10%	6%	6%
2	5%	5%	5%	7%	4%	5%	5%	3%	7%	4%	-	2%	6%	1%	2%
3	6%	6%	7%	4%	5%	7%	7%	7%	6%	4%	-	4%	4%	3%	5%

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	March Madness Following					NET: Follow at all
		Attend one or more games in person	Follow news about the games through social media, TV, etc.	Other	Don't know	Not applicable - I won't be following March Madness	
		**	*	**	**	**	
Follow the advice of experts	26%	43%	37%	62%	-	-	28%
		**	AM.AV*	**	**	**	
Follow the advice of friends and family members	21%	47%	23%	12%	-	14%	21%
		**	*	**	**	**	
Use my own knowledge of college basketball	45%	47%	55%	35%	57%	-	47%
		**	*	**	**	**	
Follow the advice of coworkers	15%	48%	19%	-	-	-	16%
		**	*	**	**	**	
Choose teams based on my personal fandom	41%	53%	41%	62%	-	25%	42%
		**	*	**	**	**	
Other	2%	-	1%	-	-	21%	1%
		**	*	**	**	**	
Don't know	1%	-	-	-	43%	-	1%
		**	*	**	**	**	

HYM_q5. How much money, if any, do you think you will gamble on March Madness this year? Please select the option that best applies.

Unweighted base	1208	52	199	15	49	721	438
Base: All US adults	1208	52	206	15	48	702	458
\$0 - None	36%	5%	37%	64%	47%	36%	36%
		*	AN.AQ	**	AN.AQ*	AN.AQ	AN.AQ
\$0.01 to \$10	3%	3%	10%	-	1%	0%	8%
		AU*	AU	**	*		AU
\$10.01 to \$20	3%	8%	6%	6%	2%	0%	8%
		AU*	AU	**	*		AU
\$20.01 to \$30	4%	20%	7%	7%	2%	0%	9%
		M.AP.AR.AT.AU.A	AU	**	*		AU
\$30.01 to \$40	2%	21%	5%	-	-	0%	6%
		N.AO.AP.AR.AT.A	AU	**	*		AM.AU
\$40.01 to \$50	2%	10%	4%	15%	3%	0%	5%
		AU*	AU	**	AU*		AU
\$50.01 to \$100	3%	20%	9%	-	-	-	8%
		AO.AP.AR.AT.AU	AT.AU	**	*		AU
More than \$100	2%	5%	3%	-	4%	1%	3%
		AU*	AU	**	AU*		AU
Don't know	2%	5%	2%	-	8%	1%	3%
		AU*	**	**	AP.AR.AU*		AU
Not applicable - I do not gamble	41%	2%	14%	8%	27%	60%	14%
		*	AO.AQ	**	V.AO.AP.AQ.AR.A	N.AO.AP.AQ.AR.A	AO.AQ
Prefer not to say	2%	2%	2%	-	5%	2%	1%
		*	**	**	*		

On a scale from 1 to 10, where 1 is "Not exciting at all" and 10 is "Very exciting," how exciting, if at all, do you find each of the following events? Please select one option on each row. If you have never heard of this event, please select the 'Not applicable' option on that row.

HYM_q6_1. Super Bowl

Unweighted base	1208	52	199	15	49	721	438
Base: All US adults	1208	52	206	15	48	702	458
1 - Not exciting at all	25%	-	7%	9%	16%	37%	7%
		*	AQ	**	AM.AP.AQ*	N.AO.AP.AQ.AR.A	AQ
2	5%	4%	1%	-	10%	6%	3%
		*	**	**	AM.AO.AP.AR.AV	AM.AR	AR
3	6%	8%	6%	9%	7%	7%	4%
		*	**	**	*		

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Gender		Generation						Region						
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
4	4%	4%	3%	- **	4%	3%	4%	4%	- *	- **	-	4%	5%	3%	4%	4%
5	7%	7%	7%	8% **	7%	8%	5%	12% F*	- **	- **	-	6%	7%	7%	8%	7%
6	5%	6%	5%	3% **	6%	5%	5%	6% *	- **	- **	-	4%	5%	5%	9%	5%
7	8%	9%	7%	12% **	8%	7%	8%	4% *	- **	- **	-	4%	12% J.M	8%	6%	8%
8	8%	9%	8%	3% **	10%	8%	9%	6% *	- **	- **	-	9%	9%	9%	7%	8%
9	7%	7%	7%	17% **	9% E	5%	6%	7% *	- **	- **	-	8%	6%	8%	7%	8%
10 - Very exciting	21%	23%	19%	22% **	17%	23%	24% D	17% *	100% **	- **	-	28% K.M	19%	21%	18%	20%
Not applicable - I have never heard of this	3%	2%	4%	8% **	5%	3%	2%	2% *	- **	- **	-	5%	3%	3%	4%	3%
Net: Top 2 Box	28%	31%	26%	38% **	27%	28%	30%	25% *	100% **	- **	-	35% K.M	26%	29%	25%	28%
Net: Bottom 2 Box	30%	27%	33% A	15% **	26%	31%	32%	38% D*	- **	- **	-	27%	28%	31%	31%	31%

HYM_q6_2. Stanley Cup Finals

Unweighted base	1208	529	679	32	385	315	383	92	1	-	-	225	287	444	252	823
Base: All US adults	1208	587	621	37	381	298	397	94	2	-	-	214	254	455	285	798
1 - Not exciting at all	45%	40%	50% A	26% **	40%	45%	50% D	58% D,E*	- **	- **	-	38%	50% J	48% J	42% P	47% P
2	6%	5%	7%	2% **	6%	7%	7%	5% *	- **	- **	-	4%	6%	7%	7%	7%
3	5%	6%	4%	5% **	5%	4%	5%	4% *	100% **	- **	-	3%	6%	5%	6%	5% O
4	5%	5%	4%	12% **	4%	4%	5%	4% *	- **	- **	-	3%	4%	4%	7%	4% J
5	6%	7%	5%	12% **	5%	7%	6%	3% *	- **	- **	-	8% K	3%	7% K	4%	5%
6	4%	6% B	3%	- **	5%	4%	5%	1% *	- **	- **	-	7% L	6% L	2%	5%	4%
7	6%	9% B	4%	14% **	8%	6%	5%	3% *	- **	- **	-	10% L	6%	4%	8% L	6%
8	5%	6%	5%	2% **	7%	4%	5%	5% *	- **	- **	-	8% M	4%	5%	4%	5%
9	4%	5% B	2%	3% **	5%	3%	3%	3% *	- **	- **	-	3%	3%	5%	4%	5% O.Q
10 - Very exciting	7%	7%	7%	2% **	5%	11% D	7%	8% *	- **	- **	-	9% K	5%	7%	8%	9%
Not applicable - I have never heard of this	6%	3%	9% A	22% **	10% E.F	5% F	2%	6% F*	- **	- **	-	8%	6%	5%	6%	4%
Net: Top 2 Box	11%	13%	9%	5% **	11%	14%	10%	11% *	- **	- **	-	13%	8%	12%	12%	13% Q
Net: Bottom 2 Box	51%	45%	57% A	28% **	45%	52%	57% D	63% D*	- **	- **	-	42%	57% J	55% J	49%	53% P

HYM_q6_3. March Madness Final Four

Unweighted base	1208	529	679	32	385	315	383	92	1	-	-	225	287	444	252	823
Base: All US adults	1208	587	621	37	381	298	397	94	2	-	-	214	254	455	285	798
1 - Not exciting at all	44%	40%	48% A	34% **	39%	45%	46%	54% D*	- **	- **	-	42%	43%	45%	44%	47% O.P
2	4%	4%	5%	5%	2%	5%	5%	6%	-	-	-	2%	3%	5%	4%	4%

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
4	4%	1%	3%	6% *	3%	5%	4%	1%	4%	3% **	2%	5% *	5%	- *	5%
5	7%	6%	5%	14% N.P*	5%	8% R	9% R	9% R	8%	10% **	4%	7% *	8%	5% *	6%
6	5%	2%	8%	10% O*	6%	5%	4%	8%	6%	- **	5%	6% *	5%	5% *	6%
7	8%	11%	6%	6% *	6%	7%	12% R	9%	8%	9% **	6%	3% *	8%	9% *	8%
8	8%	8%	10%	6% *	8%	8%	10%	9%	9%	6% **	8%	3% *	8%	16% Y.Z*	12% AC
9	7%	8%	6%	7% *	5%	8%	10% R	9%	8%	3% **	7%	8% *	8%	3% *	8%
10 - Very exciting	21%	32% N.Q	21%	11% *	25% T.U	21%	16%	16%	23%	23% **	16%	18% *	18%	30% X.Z*	26% AC
Not applicable - I have never heard of this	3%	3%	7% N	3% *	5%	3%	3%	2%	2%	8% **	4%	2% *	5% V	1% *	2%
Net: Top 2 Box	28%	40% N.P.Q	27%	19% *	30%	29%	27%	25%	31%	32% **	23%	26% *	26%	33% *	34% AC
Net: Bottom 2 Box	30%	25%	25%	33% *	31%	32% T	24%	27%	28%	26% **	39% V.Z	41% V*	29%	24% *	20%

HYM_q6_2. Stanley Cup Finals

Unweighted base	1208	141	163	81	464	407	213	124	562	32	137	59	356	62	288
Base: All US adults	1208	143	189	78	487	375	220	126	566	30	134	57	354	68	281
1 - Not exciting at all	45%	50% P	37%	43% *	49% T	46%	39%	41%	43%	49% **	59% V.Z.AA	53% *	43%	38% *	37%
2	6%	5%	4%	7% *	3%	6%	12% R.S	8% R	7%	11% **	7% Z	14% Z*	3%	6% *	8%
3	5%	0%	10%	6% O*	6%	5%	5%	3%	5%	13% **	4%	6% *	6%	4% *	5%
4	5%	7%	5%	6% *	3%	7% R	5%	6%	5%	6% **	3%	3% *	4%	10% *	7%
5	6%	9%	6%	7% *	6%	5%	7%	4%	7%	7% **	1%	6% *	6%	1% X	6%
6	4%	3%	6%	7% *	5%	5%	4%	2%	4%	- **	4%	5% *	4%	5% *	5%
7	6%	6%	7%	11% *	4%	8% R	7%	9% R	8%	- **	6%	4% *	6%	6% *	8%
8	5%	4%	7%	4% *	5%	4%	7%	6%	5%	4% **	4%	3% *	5%	12% V.Z*	6%
9	4%	1%	4%	- *	3%	4%	5%	5%	5%	- **	2%	- *	4%	5% *	4%
10 - Very exciting	7%	6%	5%	3% *	7%	6%	6%	12%	9%	- **	4%	5% *	7%	10% *	9%
Not applicable - I have never heard of this	6%	8%	10% N	6% *	9% S.T.U	4%	4%	3%	4%	10% **	4%	2% *	11% V.X.Y	2% *	5%
Net: Top 2 Box	11%	7%	8%	3% *	10%	10%	11%	17% R	13%	- **	6%	5% *	11%	14% *	13%
Net: Bottom 2 Box	51%	55% P	41%	50% *	52%	52%	51%	49%	50%	60% **	67% V.Z.AA	67% V.Z.AA*	46%	44% *	46%

HYM_q6_3. March Madness Final Four

Unweighted base	1208	141	163	81	464	407	213	124	562	32	137	59	356	62	288
Base: All US adults	1208	143	189	78	487	375	220	126	566	30	134	57	354	68	281
1 - Not exciting at all	44%	32%	34%	56% O.P*	46% U	49% T.U	38%	33%	42%	25% **	58% V.Z	60% V.Z*	42%	43% *	34%
2	4%	2%	6%	3% *	3%	4%	7%	3%	4%	16% **	2%	10% *	3%	4% *	3%

YouGov Omnibus

March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	r the age of 18					Income					Type of Area Lived in			
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Watch games on TV (e.g., live, replays, etc.)	Listen to games on the radio	Stream games online	Check scores online
4	4%	3%	3%	3%	4%	3%	6%	4%	3%	4%	-	4%	1%	3%	2%
											**	AR	*	*	
5	7%	7%	4%	6%	9%	11%	7%	6%	7%	8%	-	5%	1%	4%	5%
					AD	AD					**	*	*	*	
6	5%	5%	6%	5%	5%	7%	5%	5%	6%	5%	-	3%	4%	7%	4%
											**	*	AM*	*	
7	8%	8%	8%	6%	9%	8%	8%	8%	8%	7%	-	10%	11%	8%	14%
											**	*	*	*	AU.AV
8	8%	7%	7%	9%	9%	11%	5%	8%	10%	7%	-	8%	15%	14%	12%
											**	AU*	AU*	AU*	AU
9	7%	7%	4%	7%	10%	10%	8%	10%	6%	5%	100%	13%	11%	10%	12%
					AD	AD		AJ.AK			**	AU	*	*	AU
10 - Very exciting	21%	19%	22%	23%	24%	19%	11%	24%	19%	21%	-	42%	32%	41%	35%
			AH	AH	AH						**	AP.AT.AU.AV	AU*	AT.AU*	AT.AU
Not applicable - I have never heard of this	3%	4%	5%	3%	1%	2%	6%	3%	4%	4%	-	2%	5%	4%	4%
			AF			AF					**	*	*	*	AM
Net: Top 2 Box	28%	27%	26%	30%	34%	29%	19%	35%	25%	25%	100%	55%	43%	50%	47%
				AH	AD.AH	AH		AJ.AK			**	AP.AT.AU.AV	AT.AU*	AT.AU*	AT.AU
Net: Bottom 2 Box	30%	33%	34%	34%	24%	22%	36%	24%	32%	35%	-	9%	16%	7%	8%
		AB	AF.AG	AF.AG		AF.AG		AI	AI		**	AQ*	*	*	

HYM_q6_2. Stanley Cup Finals

Unweighted base	1208	920	350	217	302	188	151	397	557	253	1	262	62	91	186
Base: All US adults	1208	928	350	214	304	189	150	413	543	252	1	273	64	95	189
1 - Not exciting at all	48%	48%	52%	48%	42%	33%	46%	40%	45%	55%	-	30%	17%	21%	20%
		AB	AF.AG	AG			AG	AI.AJ			**	AN.AP.AQ.AR.AV	*	*	*
2	6%	6%	4%	8%	7%	6%	8%	6%	7%	5%	-	5%	1%	4%	5%
											**	*	*	*	
3	5%	5%	5%	4%	6%	6%	5%	5%	6%	4%	-	3%	2%	6%	6%
											**	*	*	*	
4	5%	4%	5%	4%	3%	8%	3%	4%	6%	3%	-	7%	4%	7%	6%
						AF					**	AQ.AU	*	AQ*	
5	6%	6%	4%	4%	6%	5%	11%	4%	7%	5%	-	7%	1%	5%	4%
							AD.AE.AG				**	*	*	*	
6	4%	4%	4%	4%	5%	5%	4%	6%	4%	3%	-	5%	3%	7%	3%
											**	*	*	AP*	
7	6%	6%	4%	6%	9%	11%	3%	8%	6%	5%	-	10%	17%	10%	14%
					AD.AH	AD.AH					**	AU	AT.AU*	AU*	AU
8	5%	5%	4%	2%	8%	9%	3%	8%	4%	5%	-	11%	12%	15%	14%
					AD.AE.AH	AD.AE.AH					**	AU	AU*	AU*	AU.AV
9	4%	4%	2%	5%	5%	5%	4%	4%	4%	4%	-	7%	12%	9%	9%
											**	AU	AU*	AU*	AU
10 - Very exciting	7%	7%	7%	9%	7%	11%	3%	10%	6%	5%	-	13%	23%	12%	14%
				AH	AH			AJ.AK			**	AT.AU	AM.AR.AT.AU.AV*	AU*	AT.AU
Not applicable - I have never heard of this	6%	6%	9%	6%	2%	2%	11%	6%	6%	7%	100%	2%	7%	4%	6%
			AF.AG	AF.AG		AF.AG					**	AM*	*	*	AM.AR
Net: Top 2 Box	11%	10%	9%	13%	12%	15%	6%	14%	10%	9%	-	20%	35%	21%	23%
				AH	AH						**	AT.AU	AO.AP.AR.AT.AU	AT.AU*	AT.AU
Net: Bottom 2 Box	51%	53%	56%	56%	49%	39%	54%	46%	52%	60%	-	35%	19%	25%	25%
		AB	AG	AG	AG	AG		AI.AJ	AI.AJ		**	AN.AO.AP.AQ.AR	*	*	

HYM_q6_3. March Madness Final Four

Unweighted base	1208	920	350	217	302	188	151	397	557	253	1	262	62	91	186
Base: All US adults	1208	928	350	214	304	189	150	413	543	252	1	273	64	95	189
1 - Not exciting at all	44%	47%	48%	46%	40%	34%	53%	36%	48%	48%	-	6%	8%	7%	5%
		AB	AG	AG			AF.AG	AI	AI		**	*	*	*	
2	4%	5%	2%	8%	3%	5%	4%	4%	5%	4%	-	2%	-	3%	1%

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	March Madness Following					
	Attend one or more games in person	Follow news about the games through social media, TV, etc.	Other	Don't know	Not applicable - I won't be following March Madness	NET: Follow at all
4	4%	1%	-	6%	4%	3%
	*		**	*		AR
5	7%	3%	8%	7%	5%	8%
	*		**	*		6%
6	5%	4%	4%	22%	7%	6%
	*		**	*		5%
7	8%	8%	11%	-	13%	6%
	*		**	*		9%
8	8%	7%	11%	16%	10%	7%
	*		**	*		11%
9	7%	24%	13%	-	4%	5%
	N.AO.AP.AR.AT.AU	AU	**	*		12%
10 - Very exciting	21%	37%	37%	16%	12%	36%
	AT.AU*	AT.AU	**	*		AT.AU
Not applicable - I have never heard of this	3%	2%	2%	-	5%	3%
	*		**	*		AM
Net: Top 2 Box	28%	61%	50%	37%	20%	17%
	AN.AP.AT.AU.AV*	AT.AU	**	*		47%
Net: Bottom 2 Box	30%	4%	8%	9%	26%	43%
	*		**	M.AO.AP.AQ.AR.AN.AO.AP.AQ.AR.AT.AV		10%

HYM_q6_2. Stanley Cup Finals

Unweighted base	1208	52	199	15	49	721	438
Base: All US adults	1208	52	206	15	48	702	458
1 - Not exciting at all	45%	12%	19%	44%	33%	59%	25%
	*		**	AQ*	N.AO.AP.AQ.AR.AV	AP.AQ.AR	
2	6%	1%	9%	17%	10%	5%	7%
	*	AM.AN	**	*			AM
3	5%	8%	5%	-	6%	5%	5%
	*		**	*			AM
4	5%	-	10%	-	8%	3%	7%
	*	AQ.AU.AV	**	*			AQ.AU
5	6%	2%	6%	14%	11%	5%	6%
	*		**	AN*			
6	4%	5%	4%	6%	6%	4%	5%
	*		**	*			AP
7	6%	13%	11%	6%	3%	4%	11%
	AU*	AU	**	*			AU
8	5%	25%	14%	-	9%	2%	10%
	AM.AP.AT.AU.AV*	AU.AV	**	AU*			AU
9	4%	18%	7%	-	2%	2%	7%
	AM.AR.AT.AU.AV*	AU	**	*			AU
10 - Very exciting	7%	11%	12%	7%	2%	4%	13%
	AU*	AT.AU	**	*			AT.AU
Not applicable - I have never heard of this	6%	5%	2%	7%	11%	7%	4%
	*		**	AM.AR.AV*	AM.AR.AV		AM
Net: Top 2 Box	11%	29%	19%	7%	4%	6%	20%
	AT.AU*	AT.AU	**	*			AT.AU
Net: Bottom 2 Box	51%	14%	28%	61%	42%	65%	32%
	*	AQ	**	AN.AO.AP.AQ*	N.AO.AP.AQ.AR.AV	AN.AP.AQ	

HYM_q6_3. March Madness Final Four

Unweighted base	1208	52	199	15	49	721	438
Base: All US adults	1208	52	206	15	48	702	458
1 - Not exciting at all	44%	8%	6%	18%	25%	69%	7%
	*		**	AN.AO.AP.AQ.AR.N.AO.AP.AQ.AR.AT.AV			
2	4%	1%	1%	-	3%	5%	2%

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
				**				*	**	**					
3	4%	4%	4%	-	3%	4%	4%	4%	-	-	3%	4%	4%	4%	3%
4	3%	3%	3%	5%	4%	2%	3%	1%	100%	-	3%	5%	3%	3%	3%
5	7%	8%	6%	3%	7%	8%	8%	4%	-	-	10%	7%	7%	6%	7%
6	3%	4%	3%	3%	3%	4%	3%	2%	-	-	3%	4%	3%	4%	3%
7	5%	6%	5%	9%	5%	6%	5%	3%	-	-	8%	5%	3%	8%	6%
8	5%	6%	5%	3%	7%	5%	4%	6%	-	-	4%	5%	7%	5%	6%
9	5%	6%	4%	-	8%	3%	4%	3%	-	-	4%	4%	5%	6%	5%
10 - Very exciting	12%	16%	8%	19%	11%	11%	14%	10%	-	-	13%	14%	10%	12%	10%
Not applicable - I have never heard of this	7%	4%	9%	20%	10%	6%	4%	6%	-	-	10%	6%	8%	5%	5%
Net: Top 2 Box	17%	21%	12%	19%	19%	14%	17%	13%	-	-	17%	18%	15%	18%	16%
Net: Bottom 2 Box	48%	44%	52%	39%	42%	50%	51%	60%	-	-	44%	47%	51%	48%	51%

HYM_q6_4. NBA Finals

Unweighted base	1208	529	679	32	385	315	383	92	1	-	225	287	444	252	823
Base: All US adults	1208	587	621	37	381	298	397	94	2	-	214	254	455	285	798
1 - Not exciting at all	44%	40%	49%	19%	34%	46%	51%	62%	100%	-	43%	52%	43%	40%	53%
2	4%	3%	5%	2%	5%	5%	4%	3%	-	-	2%	5%	4%	6%	5%
3	4%	4%	3%	9%	4%	3%	3%	5%	-	-	3%	4%	5%	2%	3%
4	4%	4%	4%	11%	3%	3%	4%	1%	-	-	5%	1%	5%	3%	3%
5	5%	6%	5%	2%	6%	6%	5%	5%	-	-	6%	6%	6%	3%	5%
6	5%	5%	4%	8%	5%	4%	4%	5%	-	-	5%	3%	4%	7%	4%
7	6%	6%	5%	7%	5%	5%	8%	4%	-	-	6%	7%	5%	6%	5%
8	6%	6%	6%	-	9%	6%	4%	4%	-	-	6%	4%	7%	6%	5%
9	6%	8%	4%	12%	7%	5%	5%	5%	-	-	6%	4%	6%	7%	4%
10 - Very exciting	12%	16%	9%	20%	16%	13%	10%	3%	-	-	12%	10%	12%	16%	8%
Not applicable - I have never heard of this	4%	2%	6%	10%	6%	4%	2%	4%	-	-	5%	4%	3%	4%	4%
Net: Top 2 Box	18%	24%	13%	32%	23%	18%	15%	8%	-	-	18%	14%	18%	23%	12%
Net: Bottom 2 Box	49%	43%	54%	21%	39%	51%	55%	65%	100%	-	46%	56%	48%	46%	58%

HYM_q6_5. Masters Tournament (Golf)

Unweighted base	1208	529	679	32	385	315	383	92	1	-	225	287	444	252	823
Base: All US adults	1208	587	621	37	381	298	397	94	2	-	214	254	455	285	798

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
				*			R		**		X.Z*		*		
3	4%	5%	6%	1%	3%	5%	2%	5%	4%	3%	2%	5%	5%	3%	5%
				*					**			*	*		
4	3%	1%	5%	6%	3%	3%	4%	6%	3%	12%	1%	4%	3%	5%	4%
				*					**			*	*		
5	7%	8%	8%	4%	7%	6%	6%	11%	7%	3%	8%	2%	6%	14%	9%
				*					**			*	Y*	*	
6	3%	2%	6%	4%	4%	3%	4%	1%	3%	-	3%	3%	5%	3%	5%
			N	*					**			*	*		
7	5%	5%	2%	4%	3%	7%	8%	5%	6%	4%	6%	2%	6%	-	8%
				*		R	R		**			*	*		
8	5%	5%	5%	5%	4%	6%	7%	8%	6%	5%	3%	-	7%	4%	4%
				*			R		**			*	Y	*	
9	5%	4%	4%	5%	5%	2%	5%	12%	6%	7%	4%	3%	3%	4%	8%
				*				R.S.T	**			*	*	AC	
10 - Very exciting	12%	25%	11%	6%	13%	8%	14%	15%	14%	16%	9%	8%	9%	15%	16%
		N.P.Q		*	S		S	S	**			*	*	AC	
Not applicable - I have never heard of this	7%	10%	12%	6%	9%	7%	4%	3%	5%	9%	4%	3%	12%	5%	5%
		N	N	*	T.U				**			*	V.X.Y	*	
Net: Top 2 Box	17%	29%	14%	11%	18%	11%	18%	27%	20%	22%	13%	11%	13%	19%	24%
		N.P.Q		*	S		S	R.S	Z	**		*	*	AC	
Net: Bottom 2 Box	48%	34%	41%	60%	49%	53%	45%	36%	46%	42%	60%	70%	44%	47%	37%
			O.P*	U	U				**		V.Z	V.Z.AA*	*	*	

HYM_q6_4. NBA Finals

Unweighted base	1208	141	163	81	464	407	213	124	562	32	137	59	356	62	288
Base: All US adults	1208	143	189	78	487	375	220	126	566	30	134	57	354	68	281
1 - Not exciting at all	44%	22%	27%	44%	43%	48%	40%	44%	47%	25%	53%	56%	38%	37%	36%
				O.P*				Z	**	Z	Z*	*	*	*	
2	4%	5%	1%	-	3%	5%	6%	5%	5%	3%	6%	1%	4%	2%	6%
		Q		*					**		*	*	*	*	
3	4%	2%	7%	5%	5%	4%	3%	2%	4%	6%	2%	4%	5%	1%	3%
			N.O	*					**			*	*	*	
4	4%	3%	5%	6%	3%	4%	4%	3%	3%	6%	4%	12%	3%	5%	3%
				*					**		V.X.Z*	*	*	*	
5	5%	3%	5%	8%	5%	6%	6%	4%	5%	6%	6%	7%	6%	2%	4%
				*					**		*	*	*	*	
6	5%	5%	9%	2%	4%	5%	4%	6%	5%	4%	3%	2%	5%	5%	6%
			N	*					**		*	*	*	*	
7	6%	4%	7%	7%	4%	5%	7%	9%	7%	11%	3%	2%	5%	7%	6%
				*					**		*	*	*	*	
8	6%	10%	7%	3%	5%	6%	9%	4%	6%	9%	5%	1%	6%	9%	7%
				*					**		*	*	*	*	
9	6%	10%	8%	14%	7%	4%	7%	7%	6%	3%	4%	8%	6%	6%	8%
		N		N*	S				**		*	*	*	*	
10 - Very exciting	12%	31%	17%	10%	14%	11%	11%	13%	11%	23%	9%	5%	14%	25%	18%
		N.P.Q		*					**		*	*	V.X.Y*	AC	
Not applicable - I have never heard of this	4%	5%	6%	1%	6%	3%	2%	2%	2%	2%	6%	2%	7%	1%	3%
				*	S.T				**		*	*	V	*	
Net: Top 2 Box	18%	41%	25%	23%	21%	15%	18%	20%	17%	26%	13%	13%	20%	31%	26%
		N.P.Q	N	N*	S				**		*	*	V.X.Y*	AC	
Net: Bottom 2 Box	49%	27%	28%	44%	46%	53%	47%	49%	52%	28%	59%	57%	43%	39%	41%
			O.P*	U	U				Z	**	Z.AA	Z*	*	*	

HYM_q6_5. Masters Tournament (Golf)

Unweighted base	1208	141	163	81	464	407	213	124	562	32	137	59	356	62	288
Base: All US adults	1208	143	189	78	487	375	220	126	566	30	134	57	354	68	281

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	r the age of 18		Income				Type of Area Lived in				Watch games on TV (e.g., live, replays, etc.)	Listen to games on the radio	Stream games online	Check scores online
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other				
				AD,AF							**		*	*	
3	4%	3%	5%	4%	4%	4%	2%	5%	3%	4%	-	1%	4%	1%	2%
											**		*	*	
4	3%	3%	3%	4%	3%	4%	2%	3%	3%	4%	-	3%	7%	4%	3%
											**		AU*	*	
5	7%	6%	8%	4%	7%	11%	5%	6%	8%	8%	-	7%	9%	5%	6%
						AE					**		*	*	
6	3%	3%	4%	5%	4%	1%	3%	4%	4%	2%	-	4%	4%	4%	4%
											**		*	*	
7	5%	5%	3%	5%	8%	7%	4%	6%	5%	5%	-	12%	6%	10%	10%
					AD	AD					**	AT,AU	AU*	AU*	AU
8	5%	6%	3%	4%	7%	9%	7%	6%	5%	4%	-	12%	3%	10%	13%
					AD	AD,AE					**	AN,AU	*	AU*	AN,AU
9	5%	4%	3%	4%	6%	10%	2%	9%	3%	3%	-	12%	19%	14%	14%
					AD,AE,AH						**	AT,AU	AT,AU*	AT,AU*	AT,AU
10 - Very exciting	12%	11%	9%	11%	16%	13%	9%	16%	10%	10%	-	39%	38%	36%	36%
					AD						**	AQ,AT,AU,AV	AT,AU*	AT,AU*	AT,AU,AV
Not applicable - I have never heard of this	7%	8%	12%	7%	2%	2%	10%	6%	7%	9%	100%	2%	1%	7%	6%
			AF,AG	AF,AG			AF,AG				**	*	*	AM*	AM,AR
Net: Top 2 Box	17%	14%	12%	15%	21%	23%	11%	24%	13%	12%	-	51%	57%	50%	50%
				AD,AH	AD,AE,AH			AJ,AK			**	AT,AU,AV	AT,AU,AV*	AT,AU*	AT,AU,AV
Net: Bottom 2 Box	48%	51%	50%	53%	43%	39%	56%	40%	53%	52%	-	7%	8%	9%	5%
		AB	AG	AF,AG			AF,AG	AI	AI	AI	**	*	*	*	

HYM_q6_4. NBA Finals

Unweighted base	1208	920	350	217	302	188	151	397	557	253	1	262	62	91	186
Base: All US adults	1208	928	350	214	304	189	150	413	543	252	1	273	64	95	189
1 - Not exciting at all	44%	47%	44%	46%	43%	41%	50%	31%	51%	52%	-	17%	15%	8%	11%
		AB						AI	AI	AI	**	AO,AP,AQ,AR	AQ*	*	AQ
2	4%	4%	4%	6%	4%	5%	4%	4%	4%	5%	-	1%	1%	1%	2%
											**	*	*	*	
3	4%	4%	4%	3%	5%	3%	2%	4%	4%	3%	-	4%	4%	2%	2%
											**	*	*	*	AM.
4	4%	4%	2%	6%	3%	3%	5%	4%	4%	3%	-	3%	4%	6%	5%
			AD								**	*	*	*	
5	5%	6%	7%	5%	5%	6%	2%	3%	6%	7%	-	5%	-	6%	5%
			AH					AI	AI	AI	**	*	AN,AQ*	AN	
6	5%	4%	5%	6%	4%	5%	3%	7%	4%	3%	-	7%	1%	9%	5%
								AJ			**	AU	*	AN,AU*	
7	6%	6%	5%	6%	8%	5%	2%	7%	5%	5%	-	9%	11%	9%	12%
					AH						**	AU	AU*	AU*	AU,AV
8	6%	6%	4%	5%	8%	7%	7%	7%	6%	5%	-	9%	8%	13%	12%
											**	AU	*	AU*	AU
9	6%	5%	6%	4%	6%	8%	8%	9%	4%	4%	-	13%	15%	12%	12%
								AJ,AK			**	AU	AU*	AU*	AU
10 - Very exciting	12%	11%	13%	11%	13%	15%	10%	20%	9%	7%	-	31%	37%	32%	30%
								AJ,AK			**	AT,AU,AV	AT,AU*	AT,AU*	AT,AU
Not applicable - I have never heard of this	4%	4%	7%	3%	2%	2%	6%	3%	4%	5%	100%	0%	3%	2%	4%
			AF,AG				AF,AG				**	*	*	*	AM,AR
Net: Top 2 Box	18%	16%	19%	14%	19%	23%	18%	30%	13%	11%	-	44%	52%	44%	41%
					AE			AJ,AK			**	AT,AU,AV	AT,AU,AV*	AT,AU*	AT,AU
Net: Bottom 2 Box	49%	51%	47%	52%	47%	46%	54%	35%	55%	58%	-	19%	16%	9%	13%
		AB						AI	AI	AI	**	AO,AP,AQ,AR	AQ*	*	AQ

HYM_q6_5. Masters Tournament (Golf)

Unweighted base	1208	920	350	217	302	188	151	397	557	253	1	262	62	91	186
Base: All US adults	1208	928	350	214	304	189	150	413	543	252	1	273	64	95	189

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



		March Madness Following					
Total		Attend one or more games in person	Follow news about the games through social media, TV, etc.	Other	Don't know	Not applicable - I won't be following March Madness	NET: Follow at all
		*		**	*	AM.AP.AR.AV	AP.AR
3	4%	-	4%	-	9%	4%	3%
		*	AM	**	AM.AO.AP.AQ.AV	AM	AM
4	3%	2%	4%	-	10%	2%	4%
		*		**	AM.AP.AU*		
5	7%	14%	5%	10%	14%	4%	10%
		AO.AR.AU*		**	AR.AU*		AM.AP.AR.AU
6	3%	2%	5%	-	8%	2%	5%
		*		**	AU*		AU
7	5%	11%	10%	11%	2%	2%	11%
		AU*	AU	**	*		AU
8	5%	12%	12%	26%	5%	1%	12%
		AN.AU*	AN.AU	**	AU*		AN.AU
9	5%	22%	15%	9%	-	1%	12%
		AM.AT.AU.AV*	AT.AU	**	*		AT.AU
10 - Very exciting	12%	24%	36%	17%	6%	1%	30%
		AT.AU*	AT.AU.AV	**	AU*		AT.AU
Not applicable - I have never heard of this	7%	3%	2%	9%	18%	8%	4%
		*		**	AN.AP.AQ.AR.AU	AM.AR.AV	AM
Net: Top 2 Box	17%	46%	51%	26%	6%	1%	41%
		AT.AU*	AT.AU.AV	**	AU*		AT.AU
Net: Bottom 2 Box	48%	9%	6%	18%	28%	74%	10%
		*		**	AN.AO.AP.AQ.AR.AU	AM.AP.AR.AV	AP.AR

HYM_q6_4. NBA Finals

Unweighted base	1208	52	199	15	49	721	438
Base: All US adults	1208	52	206	15	48	702	458
1 - Not exciting at all	44%	2%	12%	19%	30%	64%	15%
		*	AQ	**	M.AO.AP.AQ.AR.AU	AM.AP.AR.AV	AP.AQ
2	4%	-	2%	13%	5%	6%	2%
		*		**	*	AM.AR.AV	
3	4%	13%	4%	6%	7%	3%	5%
		AN.AO.AP.AR.AU.AV*		**	*		AP
4	4%	-	4%	-	6%	2%	5%
		*		**	*		AM.AU
5	5%	-	8%	13%	8%	4%	7%
		*	AM.AN.AQ.AU	**	AN*		AM.AN.AQ
6	5%	4%	10%	22%	3%	3%	8%
		*	AN.AP.AU	**	*		AN.AP.AU
7	6%	6%	9%	-	12%	4%	8%
		*	AU	**	AU*		AU
8	6%	16%	10%	12%	8%	3%	10%
		AU*	AU	**	*		AU
9	6%	13%	13%	-	6%	3%	11%
		AU*	AU	**	*		AU
10 - Very exciting	12%	45%	30%	15%	7%	4%	27%
		M.AP.AR.AT.AU.AV	AT.AU	**	*		AT.AU
Not applicable - I have never heard of this	4%	2%	0%	-	7%	5%	2%
		*		**	AM.AR.AV*	AM.AR.AV	AM.AR
Net: Top 2 Box	18%	58%	42%	15%	12%	6%	38%
		M.AP.AR.AT.AU.AV	AT.AU	**	*		AT.AU
Net: Bottom 2 Box	49%	2%	13%	32%	36%	70%	17%
		*	AQ	**	AN.AO.AP.AQ.AR.AU	AM.AP.AR.AV	AP.AR

HYM_q6_5. Masters Tournament (Golf)

Unweighted base	1208	52	199	15	49	721	438
Base: All US adults	1208	52	206	15	48	702	458

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
1 - Not exciting at all	53%	49%	57%	38%	49%	58%	56%	45%	-	-	51%	58%	52%	52%	54%
			A	**		D.G		*	**	**					
2	6%	7%	6%	-	5%	8%	7%	7%	-	-	7%	6%	5%	7%	8%
			**	**				*	**	**					O
3	4%	5%	4%	17%	4%	3%	4%	7%	-	-	4%	5%	4%	5%	4%
			**	**				*	**	**					
4	4%	3%	5%	-	4%	3%	4%	7%	-	-	3%	4%	4%	3%	3%
			**	**				*	**	**					
5	4%	5%	4%	2%	4%	3%	5%	5%	-	-	3%	3%	6%	5%	4%
			**	**				*	**	**					
6	5%	7%	4%	23%	7%	5%	3%	3%	100%	-	4%	2%	8%	6%	4%
			**	**	F			*	**	**			K		
7	5%	6%	4%	4%	6%	3%	5%	3%	-	-	6%	4%	5%	4%	4%
			**	**				*	**	**					
8	4%	6%	3%	-	3%	4%	5%	4%	-	-	5%	5%	3%	4%	5%
		B	**	**				*	**	**					Q
9	4%	5%	2%	3%	4%	2%	4%	4%	-	-	5%	2%	3%	4%	4%
		B	**	**				*	**	**	K				
10 - Very exciting	5%	6%	5%	-	4%	4%	7%	12%	-	-	4%	6%	6%	6%	7%
			**	**				D,E*	**	**					Q
Not applicable - I have never heard of this	5%	3%	8%	13%	9%	5%	2%	2%	-	-	8%	5%	4%	5%	4%
			A	**	E,F,G	F		*	**	**					
Net: Top 2 Box	9%	11%	7%	3%	8%	7%	10%	16%	-	-	10%	7%	9%	10%	10%
		B	**	**				D,E*	**	**					P
Net: Bottom 2 Box	59%	55%	63%	38%	54%	66%	62%	53%	-	-	58%	64%	57%	59%	62%
		A	**	**		D.G	D	*	**	**					P

HYM_q6_6. MLB All-Star game

Unweighted base	1208	529	679	32	385	315	383	92	7	-	225	287	444	252	823
Base: All US adults	1208	587	621	37	381	298	397	94	2	-	214	254	455	285	798
1 - Not exciting at all	42%	36%	47%	20%	38%	43%	44%	50%	-	-	38%	49%	42%	38%	44%
			A	**				D*	**	**		J.M			P
2	6%	6%	5%	2%	4%	7%	8%	1%	-	-	2%	5%	7%	6%	6%
			**	**			G	*	**	**		J		J	
3	5%	5%	5%	8%	6%	6%	4%	2%	100%	-	5%	5%	6%	5%	5%
			**	**				*	**	**					
4	5%	6%	4%	7%	5%	6%	4%	1%	-	-	5%	6%	3%	6%	5%
			**	**				*	**	**					
5	8%	10%	7%	5%	8%	7%	9%	11%	-	-	10%	8%	8%	7%	9%
			**	**				*	**	**					
6	6%	7%	5%	-	6%	6%	8%	3%	-	-	6%	5%	5%	9%	6%
			**	**				*	**	**					
7	4%	6%	3%	11%	5%	4%	4%	1%	-	-	5%	3%	4%	6%	4%
		B	**	**				*	**	**					
8	6%	7%	5%	11%	6%	4%	6%	10%	-	-	6%	5%	7%	5%	5%
			**	**				E*	**	**					
9	4%	4%	5%	15%	7%	2%	3%	6%	-	-	3%	2%	5%	6%	5%
			**	**	E,F			*	**	**				K	
10 - Very exciting	9%	10%	7%	12%	7%	11%	8%	9%	-	-	13%	8%	8%	8%	7%
			**	**				*	**	**					
Not applicable - I have never heard of this	5%	2%	7%	10%	8%	4%	1%	5%	-	-	6%	4%	5%	4%	4%
		A	**	**	E,F	F		F*	**	**					
Net: Top 2 Box	13%	15%	12%	26%	14%	13%	11%	15%	-	-	16%	10%	13%	14%	12%
			**	**				*	**	**					
Net: Bottom 2 Box	47%	42%	52%	23%	42%	50%	52%	51%	-	-	40%	54%	49%	44%	50%
		A	**	**			D	*	**	**		J.M	J		P

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Race			Education				Marital Status						Children unde
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
1 - Not exciting at all	53%	52%	46%	61% P*	52%	56%	51%	46%	48%	39% **	65% V	51% *	56% V	58% *	48%
2	6%	2%	5%	2% *	5%	6%	8%	11% R	7%	19% **	4%	7% *	5%	3% *	8%
3	4%	9% N	4%	5% *	4%	5%	4%	5%	5%	- **	4%	5% *	4%	7% *	7%
4	4%	1%	7%	5% *	4%	3%	3%	5%	4%	7% **	1%	10% V,X,Z*	3%	3% *	3%
5	4%	5%	4%	7% *	4%	5%	5%	3%	4%	12% **	4%	7% *	3%	4% *	4%
6	5%	8%	8%	6% *	6%	6%	3%	4%	6%	- **	4%	5% *	5%	4% *	7%
7	5%	3%	9% N	5% *	3%	6%	7% R	4%	5%	- **	3%	3% *	6%	6% *	4%
8	4%	3%	2%	- *	4%	3%	6%	7%	5%	4% **	4%	3% *	3%	1% *	4%
9	4%	5% P	1%	6% P*	3%	2%	5%	7% R,S	5%	12% **	1%	5% Z*	1%	6% Z*	5%
10 - Very exciting	5%	5%	4%	- *	7%	4%	5%	5%	7%	- **	5%	2% *	4%	3% *	5%
Not applicable - I have never heard of this	5%	7%	10% N,Q	3% *	8% T	4%	3%	3%	3%	7% **	5%	2% *	10% V,Y	5% *	5%
Net: Top 2 Box	9%	10%	5%	6% *	9%	6%	10%	12% S	12%	12% **	6%	7% *	5%	8% *	10%
Net: Bottom 2 Box	59%	54%	51%	63% *	58%	62%	59%	57%	56%	59% **	69% V	58% *	61%	60% *	56%

HYM_q6_6. MLB All-Star game

Unweighted base	1208	141	163	81	464	407	213	124	562	32	137	59	356	62	288
Base: All US adults	1208	143	189	78	487	375	220	126	566	30	134	57	354	68	281
1 - Not exciting at all	42%	41%	31%	44% *	41%	42%	43%	41%	39%	24% **	51% V	52% *	42%	42% *	31%
2	6%	6%	5%	3% *	4%	4%	10% R,S	10% R,S	7%	13% **	7%	- *	5%	2% *	6%
3	5%	3%	5%	7% *	4%	6%	6%	5%	6%	3% **	4%	8% *	4%	5% *	6%
4	5%	3%	6%	2% *	4%	6%	3%	8% T	4%	6% **	2%	6% *	7% X	3% *	5%
5	8%	7%	6%	11% *	8%	9%	7%	10%	9%	10% **	6%	8% *	8%	6% *	8%
6	6%	3%	10%	8% *	6%	7%	7%	6%	7%	10% **	5%	6% *	5%	3% *	10% AC
7	4%	5%	3%	7% *	5%	4%	5%	3%	4%	- **	3%	3% *	6%	7% *	4%
8	6%	9%	8%	6% *	5%	9% R,T	3%	5%	7%	- **	7%	3% *	6%	5% *	8%
9	4%	4%	4%	5% *	6%	3%	5%	4%	6%	12% **	4%	2% *	3%	5% *	6%
10 - Very exciting	9%	15% N,Q	14% N,Q	4% *	11% U	7%	8%	5%	9%	17% **	6%	10% *	6%	20% V,X,Z*	13% AC
Not applicable - I have never heard of this	5%	4%	9% N	4% *	6%	3%	4%	3%	3%	5% **	4%	2% *	9% V	1% *	3%
Net: Top 2 Box	13%	19% N	18% N	9% *	17% S,U	10%	13%	9%	15%	29% **	10%	11% *	9%	25% X,Z*	19% AC
Net: Bottom 2 Box	47%	47%	36%	48% *	45%	46%	53%	51%	46%	37% **	58% V,Z	52% *	47%	45% *	37%

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	r the age of 18						Income				Type of Area Lived in				Watch games on TV (e.g., live, replays, etc.)	Listen to games on the radio	Stream games online	Check scores online
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other								
1 - Not exciting at all	53%	54%	58%	56%	50%	43%	54%	50%	52%	60%	-	36%	25%	29%	32%				
			AG	AG					AI,AJ	**	AQ,AR	*	AQ*	AQ					
2	6%	6%	5%	5%	8%	8%	4%	6%	7%	6%	-	6%	4%	5%					
											**	*	*	*					
3	4%	4%	5%	3%	4%	4%	5%	4%	5%	4%	-	5%	7%	3%					
											**	*	*	*					
4	4%	4%	3%	4%	4%	5%	3%	4%	4%	2%	-	4%	1%	6%					
											**	*	*	*					
5	4%	4%	3%	4%	6%	4%	5%	4%	5%	4%	-	6%	3%	5%					
											**	AU	*	*					
6	5%	5%	5%	4%	7%	6%	5%	7%	5%	4%	-	9%	12%	12%					
											**	AU	AU*	AU*					
7	5%	5%	5%	3%	4%	7%	4%	4%	4%	7%	-	6%	5%	7%					
											**	AU	*	AU*					
8	4%	4%	2%	1%	5%	9%	4%	5%	4%	2%	-	7%	8%	8%					
					AD,AE	AD,AE					**	AU	AU*	AU*					
9	4%	3%	2%	4%	4%	6%	2%	6%	3%	1%	-	8%	15%	9%					
						AD		AJ,AK			**	AU	AU,AV*	AU*					
10 - Very exciting	5%	6%	3%	9%	5%	6%	4%	5%	7%	4%	-	12%	17%	13%					
				AD							**	AT,AU	AT,AU*	AT,AU*					
Not applicable - I have never heard of this	5%	6%	8%	6%	2%	3%	9%	5%	5%	7%	100%	1%	1%	3%					
			AF,AG	AF			AF,AG				**	*	*	*					
Net: Top 2 Box	9%	9%	5%	13%	10%	12%	7%	11%	9%	5%	-	20%	32%	22%					
				AD	AD	AD		AK	AK		**	AT,AU	M,AP,AR,AT,AU,AV*	AT,AU*					
Net: Bottom 2 Box	59%	60%	63%	61%	58%	51%	58%	56%	59%	65%	-	42%	29%	34%					
			AG	AG				AI	AI		**	AN,AQ,AR	*	AQ*					

HYM_q6_6. MLB All-Star game

	Unweighted base																
Base: All US adults	1208	928	350	217	302	188	151	397	557	253	1	262	62	91	186		
1 - Not exciting at all	42%	45%	44%	44%	40%	34%	45%	36%	43%	47%	-	23%	10%	17%			
		AB	AG					AI	AI		**	AN,AP,AQ,AR,AV	*	AQ*			
2	6%	5%	4%	8%	5%	7%	6%	6%	5%	6%	-	6%	3%	3%			
											**	*	*	*			
3	5%	5%	4%	3%	5%	9%	5%	5%	6%	4%	-	7%	8%	6%			
						AD,AE					**	*	*	*			
4	5%	5%	4%	4%	5%	5%	7%	4%	6%	4%	-	5%	3%	2%			
											**	*	*	*			
5	8%	8%	7%	7%	9%	8%	9%	6%	9%	10%	-	12%	7%	8%			
											**	AU	*	*			
6	6%	5%	4%	7%	6%	9%	6%	7%	7%	5%	-	8%	8%	15%			
											**	AU	*	M,AP,AQ,AT,AU,AV*			
7	4%	5%	4%	4%	4%	6%	5%	4%	5%	4%	-	8%	10%	3%			
											**	AU	AT,AU*	*			
8	6%	5%	7%	6%	8%	5%	2%	8%	5%	5%	-	8%	10%	10%			
			AH	AH	AH						**	AU	AU*	AU*			
9	4%	4%	3%	4%	5%	6%	5%	7%	3%	3%	-	6%	11%	12%			
								AJ			**	AU	AU*	AU*			
10 - Very exciting	9%	8%	11%	7%	11%	9%	2%	12%	8%	6%	100%	16%	28%	22%			
			AH	AH	AH	AH		AJ,AK			**	AU	M,AP,AR,AU,AV*	AU*			
Not applicable - I have never heard of this	5%	5%	7%	5%	1%	3%	8%	4%	5%	5%	-	1%	3%	3%			
			AF	AF			AF,AG				**	*	*	AM*			
Net: Top 2 Box	13%	12%	14%	11%	16%	14%	7%	19%	11%	9%	100%	22%	39%	33%			
			AH	AH	AH			AJ,AK			**	AU	M,AP,AR,AT,AU,AV*	AM,AP,AR,AU,AV*			
Net: Bottom 2 Box	47%	50%	48%	52%	45%	41%	52%	42%	48%	54%	-	13%	29%	20%			
		AB	AG					AI	AI		**	AN,AQ	*	*			

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	March Madness Following						
	Total	Attend one or more games in person	Follow news about the games through social media, TV, etc.	Other	Don't know	Not applicable - I won't be following March Madness	NET: Follow at all
1 - Not exciting at all	53%	15% *	29% AQ	37% **	43% AQ*	67% N.AO.AP.AQ.AR.F	32% AQ
2	6%	3% *	6% **	7% **	8% *	6% *	6% *
3	4%	3% *	8% AP.AU	- **	2% *	4% *	6% *
4	4%	8% AN.AU*	6% **	- **	5% *	3% *	5% *
5	4%	2% *	6% AU	13% **	14% AP.AQ.AU.AV*	3% *	6% AU
6	5%	15% AU*	10% AU	7% **	5% *	3% *	10% AU
7	5%	10% AU*	9% AU	11% **	6% *	2% *	8% AM.AU
8	4%	11% AU*	7% AU	6% **	3% *	2% *	7% AU
9	4%	17% M.AP.AR.AT.AU.AV	7% AU	- **	4% *	1% *	7% AU
10 - Very exciting	5%	14% AT.AU*	11% AT.AU	12% **	- *	3% *	10% AT.AU
Not applicable - I have never heard of this	5%	2% *	2% **	7% **	11% AM.AN.AR.AV*	7% AM.AR.AV	3% AM
Net: Top 2 Box	9%	31% AR.AT.AU.AV*	18% AT.AU	12% **	4% *	4% *	17% AT.AU
Net: Bottom 2 Box	59%	19% *	35% AQ	43% **	51% AN.AQ*	73% N.AO.AP.AQ.AR.F	38% AQ

HYM_q6_6. MLB All-Star game

	Unweighted base	52	199	15	49	721	438
Base: All US adults	1208	52	206	15	48	702	458
1 - Not exciting at all	42%	4% *	17% AQ	28% **	27% AN.AQ*	57% N.AO.AP.AQ.AR.F	20% AN.AQ
2	6%	7% *	8% **	7% **	12% AO.AU*	5% *	6% *
3	5%	7% *	6% **	- **	4% *	4% *	7% *
4	5%	1% *	7% AO	10% **	9% *	4% *	5% *
5	8%	7% *	10% **	12% **	13% *	7% *	10% *
6	6%	2% *	9% AU	- **	2% *	5% *	9% AU
7	4%	8% AU*	9% AT.AU	13% **	- *	3% *	8% AU
8	6%	10% AU*	11% AU	12% **	6% *	3% *	10% AU
9	4%	15% AM.AU*	8% AU	- **	4% *	2% *	8% AU
10 - Very exciting	9%	35% M.AP.AR.AT.AU.AV	16% AU	17% **	13% AU*	5% *	15% AU
Not applicable - I have never heard of this	5%	4% AM*	1% **	2% **	9% AM.AR.AV*	5% AM.AR.AV	3% AM
Net: Top 2 Box	13%	50% AO.AP.AR.AT.AU	23% AU	17% **	17% AU*	7% *	23% AU
Net: Bottom 2 Box	47%	11% *	25% AN.AQ	35% **	40% AN.AO.AP.AQ*	62% N.AO.AP.AQ.AR.F	26% AN.AQ

YouGov Omnibus March Madness

US_nat_internal Sample: 14th - 15th March 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White

HYM_q6_7. NBA All-Star game

Unweighted base	1208	529	679	32	385	315	383	92	1	-	225	287	444	252	823
Base: All US adults	1208	587	621	37	381	298	397	94	2	-	214	254	455	285	798
1 - Not exciting at all	48%	45%	51%	27%	36%	50%	55%	66%	100%	-	47%	57%	47%	41%	57%
			A	**		D	D	D,E*	**	**		J.L.M			O.P.Q
2	6%	6%	7%	-	5%	8%	7%	5%	-	-	4%	5%	7%	9%	7%
			**	**		*	*	*	**	**				J	
3	5%	5%	4%	7%	5%	5%	5%	2%	-	-	4%	4%	5%	5%	4%
			**	**		*	*	*	**	**					
4	5%	6%	3%	2%	5%	5%	5%	2%	-	-	4%	3%	5%	6%	4%
		B	**	**		*	*	*	**	**					
5	7%	8%	6%	-	6%	8%	8%	7%	-	-	10%	6%	9%	4%	6%
		**	**	**		*	*	*	**	**	M		M		
6	5%	5%	4%	9%	6%	3%	5%	3%	-	-	4%	3%	4%	7%	3%
		**	**	**	E	*	*	*	**	**					
7	4%	4%	4%	3%	6%	5%	2%	5%	-	-	4%	4%	4%	5%	4%
		**	**	**	F	*	*	*	**	**					
8	5%	5%	4%	21%	7%	2%	4%	2%	-	-	4%	4%	4%	6%	3%
		**	**	**	E	*	*	*	**	**					
9	4%	6%	3%	3%	7%	2%	3%	2%	-	-	4%	4%	3%	6%	3%
		B	**	**	E,F	*	*	*	**	**					
10 - Very exciting	7%	8%	7%	15%	9%	9%	4%	5%	-	-	9%	4%	8%	9%	4%
		**	**	**	F	F	*	*	**	**	K		K	K	
Not applicable - I have never heard of this	4%	3%	6%	12%	7%	4%	2%	3%	-	-	5%	6%	4%	3%	4%
		A	**	**	F	F	*	*	**	**					
Net: Top 2 Box	12%	13%	10%	18%	17%	12%	7%	7%	-	-	14%	8%	11%	14%	7%
		**	**	**	F,G	F	*	*	**	**	K		K	K	
Net: Bottom 2 Box	54%	51%	58%	27%	42%	57%	63%	70%	100%	-	51%	62%	54%	50%	64%
		A	**	**	D	D	D	D,E*	**	**	J.L.M				O.P.Q

HYM_q6_8. Kentucky Derby

Unweighted base	1208	529	679	32	385	315	383	92	1	-	225	287	444	252	823
Base: All US adults	1208	587	621	37	381	298	397	94	2	-	214	254	455	285	798
1 - Not exciting at all	36%	35%	37%	22%	40%	40%	33%	26%	-	-	34%	42%	33%	36%	35%
		**	**	**	F,G	F,G	*	*	**	**		L			
2	5%	5%	5%	-	3%	7%	7%	6%	-	-	3%	4%	7%	5%	5%
		**	**	**	D	D	*	*	**	**					
3	6%	9%	4%	13%	5%	5%	8%	4%	100%	-	5%	7%	5%	8%	6%
		B	**	**	*	*	*	*	**	**					
4	5%	5%	5%	2%	6%	5%	5%	2%	-	-	5%	3%	6%	5%	5%
		**	**	**	*	*	*	*	**	**			K		
5	8%	9%	8%	5%	7%	9%	9%	12%	-	-	9%	6%	9%	9%	9%
		**	**	**	*	*	*	*	**	**					
6	8%	8%	8%	14%	8%	5%	9%	9%	-	-	7%	8%	8%	8%	8%
		**	**	**	*	*	*	*	**	**					
7	5%	5%	5%	5%	4%	4%	5%	8%	-	-	5%	4%	5%	5%	5%
		**	**	**	*	*	*	*	**	**					
8	6%	7%	5%	-	7%	5%	6%	8%	-	-	5%	6%	7%	5%	7%
		**	**	**	*	*	*	*	**	**					
9	5%	4%	6%	5%	3%	5%	7%	5%	-	-	7%	4%	5%	3%	6%
		**	**	**	D	*	*	*	**	**	M				
10 - Very exciting	10%	10%	10%	14%	7%	10%	10%	17%	-	-	11%	11%	9%	10%	10%
		**	**	**	D*	*	*	*	**	**					
Not applicable - I have never heard of this	5%	3%	7%	20%	9%	5%	1%	2%	-	-	7%	4%	5%	5%	3%
		A	**	**	E,F,G	F	*	*	**	**					
Net: Top 2 Box	15%	14%	15%	18%	10%	14%	17%	22%	-	-	18%	15%	14%	13%	16%

YouGov Omnibus

March Madness

US_nat_internal Sample: 14th - 15th March 2019



Total	Race			Education				Marital Status					Children unde
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

HYM_q6_7. NBA All-Star game

Unweighted base	1208	141	163	81	464	407	213	124	562	32	137	59	356	62	288
Base: All US adults	1208	143	189	78	487	375	220	126	566	30	134	57	354	68	281
1 - Not exciting at all	48%	26%	28%	40%	46%	51%	48%	46%	51%	31%	56%	55%	42%	40%	40%
2	6%	4%	5%	O*	4%	6%	9%	9%	7%	9%	6%	11%	4%	4%	5%
3	5%	0%	9%	N.O	5%	5%	5%	2%	3%	7%	5%	8%	6%	4%	6%
4	5%	1%	9%	N.O*	4%	5%	2%	10%	4%	10%	5%	5%	3%	11%	6%
5	7%	12%	6%	N.O	6%	8%	8%	10%	7%	3%	8%	6%	8%	5%	4%
6	5%	5%	8%	N	6%	4%	4%	3%	5%	3%	5%	3%	5%	1%	7%
7	4%	5%	7%	N*	4%	4%	7%	2%	5%	6%	1%	3%	5%	1%	6%
8	5%	9%	7%	N	5%	5%	4%	4%	4%	2%	3%	1%	6%	3%	6%
9	4%	14%	3%	N	5%	3%	3%	7%	4%	9%	2%	2%	5%	5%	7%
10 - Very exciting	7%	20%	12%	N.P.Q	10%	5%	6%	6%	6%	14%	4%	5%	7%	22%	11%
Not applicable - I have never heard of this	4%	4%	6%	N.Q	S	4%	3%	3%	2%	5%	6%	2%	8%	V.X.Y.Z*	AC
Net: Top 2 Box	12%	34%	14%	N	11%	8%	10%	12%	10%	23%	6%	7%	12%	27%	18%
Net: Bottom 2 Box	54%	30%	33%	N.P.Q	S	57%	57%	55%	59%	40%	61%	66%	46%	44%	45%
				O.P*					Z	**	Z.AA	Z.AA*		*	

HYM_q6_8. Kentucky Derby

Unweighted base	1208	141	163	81	464	407	213	124	562	32	137	59	356	62	288
Base: All US adults	1208	143	189	78	487	375	220	126	566	30	134	57	354	68	281
1 - Not exciting at all	36%	41%	33%	41%	38%	37%	35%	27%	35%	22%	39%	19%	41%	35%	33%
2	5%	4%	6%	U	5%	4%	8%	6%	5%	6%	11%	5%	3%	2%	5%
3	6%	8%	6%	S	6%	6%	7%	6%	6%	10%	7%	7%	5%	10%	8%
4	5%	2%	5%	O*	4%	5%	8%	5%	4%	6%	3%	10%	5%	8%	8%
5	8%	6%	8%	N	7%	10%	8%	12%	9%	6%	7%	9%	7%	14%	6%
6	8%	6%	8%	N	7%	10%	7%	8%	8%	10%	7%	13%	8%	8%	7%
7	5%	3%	7%	U	5%	6%	4%	4%	6%	3%	5%	5%	4%	-	6%
8	6%	6%	6%	S	5%	6%	7%	10%	8%	9%	4%	3%	5%	9%	7%
9	5%	3%	2%	O*	4%	4%	5%	8%	6%	6%	5%	11%	3%	3%	6%
10 - Very exciting	10%	12%	8%	N	12%	7%	8%	12%	10%	15%	7%	17%	8%	9%	9%
Not applicable - I have never heard of this	5%	8%	11%	N	7%	5%	3%	2%	3%	7%	4%	2%	10%	3%	4%
Net: Top 2 Box	15%	16%	10%	N	16%	12%	13%	20%	16%	21%	12%	27%	11%	12%	15%
				T.U					Z	**	Z*	V.X.Y		*	

YouGov Omnibus March Madness

US_nat_internal Sample: 14th - 15th March 2019



Total	r the age of 18		Income					Type of Area Lived in				Watch games on TV (e.g., live, replays, etc.)	Listen to games on the radio	Stream games online	Check scores online
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other					

HYM_q6_7. NBA All-Star game

Unweighted base	1208	920	350	217	302	188	151	397	557	253	1	262	62	91	186
Base: All US adults	1208	928	350	214	304	189	150	413	543	252	1	273	64	95	189
1 - Not exciting at all	48%	50%	45%	50%	50%	45%	51%	37%	53%	56%	-	23%	15%	17%	17%
		AB						AI	AI	AI	**	AP.AQ	AQ*	AQ*	AQ
2	6%	7%	6%	7%	5%	10%	6%	6%	8%	5%	-	6%	7%	2%	7%
						AF					**		*	*	
3	5%	4%	6%	4%	6%	2%	4%	6%	4%	3%	-	6%	-	8%	5%
			AG		AG						**	AN	*	AN.AQ.AU*	
4	5%	4%	5%	4%	3%	7%	3%	5%	4%	5%	-	5%	3%	5%	6%
											**	*	*	*	
5	7%	8%	8%	8%	6%	7%	6%	7%	7%	8%	-	10%	10%	7%	10%
		AB									**	AQ.AU	AQ*	*	AQ
6	5%	4%	5%	4%	5%	4%	4%	5%	4%	4%	-	7%	9%	7%	7%
											**	AU	AU*	AU*	AU
7	4%	4%	3%	4%	7%	5%	1%	5%	4%	4%	-	8%	9%	8%	8%
				AD.AH	AH						**	AU	AU*	AU*	AU
8	5%	4%	4%	3%	5%	4%	8%	7%	4%	2%	-	9%	1%	9%	13%
								AJ.AK			**	AN.AT.AU	*	AN.AT.AU*	AN.AT.AU.AV
9	4%	3%	5%	5%	4%	3%	4%	7%	3%	2%	-	8%	22%	10%	9%
								AJ.AK			**	AU	AO.AP.AR.AT.AU	AU*	AU
10 - Very exciting	7%	6%	7%	6%	8%	10%	5%	13%	5%	4%	-	18%	19%	21%	15%
								AJ.AK			**	AU	AU*	AU*	AU
Not applicable - I have never heard of this	4%	5%	6%	5%	1%	3%	8%	3%	5%	5%	100%	1%	4%	6%	4%
			AF	AF			AF.AG				**	*	*	AM.AR.AV*	AM.AR
Net: Top 2 Box	12%	10%	12%	11%	12%	13%	8%	20%	8%	6%	-	26%	41%	31%	25%
								AJ.AK			**	AU	M.AP.AR.AT.AU.AV	AU*	AU
Net: Bottom 2 Box	54%	57%	51%	57%	55%	54%	57%	42%	60%	61%	-	29%	22%	19%	24%
		AB						AI	AI	AI	**	AO.AQ	AQ*	AQ*	AQ

HYM_q6_8. Kentucky Derby

Unweighted base	1208	920	350	217	302	188	151	397	557	253	1	262	62	91	186
Base: All US adults	1208	928	350	214	304	189	150	413	543	252	1	273	64	95	189
1 - Not exciting at all	36%	37%	38%	40%	30%	31%	43%	34%	36%	39%	-	20%	12%	16%	15%
			AF	AF			AF.AG				**	*	*	*	
2	5%	5%	6%	5%	7%	4%	3%	6%	5%	6%	-	4%	3%	-	3%
											**	AO	*	*	AO
3	6%	6%	8%	4%	7%	7%	4%	6%	7%	5%	-	9%	3%	8%	9%
											**	AU	*	*	AU
4	5%	4%	4%	5%	6%	7%	4%	5%	6%	5%	-	5%	7%	4%	6%
											**	*	*	*	
5	8%	9%	8%	5%	11%	9%	9%	7%	8%	11%	-	9%	7%	6%	8%
					AE						**	*	*	*	
6	8%	8%	7%	9%	7%	8%	12%	11%	7%	7%	-	9%	13%	14%	10%
								AJ			**	*	*	AU*	
7	5%	4%	3%	6%	5%	6%	4%	4%	5%	4%	-	6%	6%	10%	5%
											**	*	*	AU*	
8	6%	6%	5%	3%	9%	10%	3%	6%	6%	7%	-	9%	9%	8%	12%
					AE.AH	AD.AE.AH					**	AU	*	*	AT.AU
9	5%	4%	2%	5%	6%	6%	4%	5%	6%	2%	100%	8%	7%	9%	9%
					AD	AD			AK		**	AU	*	AU*	AU
10 - Very exciting	10%	10%	12%	11%	10%	8%	4%	13%	8%	8%	-	18%	27%	23%	18%
			AH	AH	AH			AJ			**	AT.AU	AT.AU.AV*	AT.AU*	AT.AU
Not applicable - I have never heard of this	5%	6%	7%	6%	2%	3%	8%	5%	5%	5%	-	2%	6%	4%	4%
			AF	AF			AF				**	*	AM.AR*	AR*	AM.AR
Net: Top 2 Box	15%	15%	15%	16%	17%	14%	8%	17%	15%	10%	100%	27%	34%	32%	28%

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



Total	March Madness Following					
	Attend one or more games in person	Follow news about the games through social media, TV, etc.	Other	Don't know	Not applicable - I won't be following March Madness	NET: Follow at all

HYM_q6_7. NBA All-Star game

Unweighted base	1208	52	199	15	49	721	438
Base: All US adults	1208	52	206	15	48	702	458
1 - Not exciting at all	48%	2%	20%	35%	26%	67%	22%
		*	AQ	**	AQ*	N.AO.AP.AQ.AR.F	AP.AQ
2	6%	5%	6%	12%	12%	6%	6%
		*		**	AO*		
3	5%	-	6%	-	5%	3%	7%
		*	AN	**	*		AN.AQ.AU
4	5%	1%	4%	7%	12%	4%	5%
		*		**	AQ.AR.AU.AV*		
5	7%	1%	11%	33%	9%	6%	9%
		*	AQ.AU	**	*		AQ.AU
6	5%	2%	6%	6%	7%	2%	8%
		*	AU	**	*		AU
7	4%	18%	8%	-	2%	2%	8%
		AO.AP.AR.AT.AU	AU	**	*		AU
8	5%	13%	11%	7%	-	2%	9%
		AN.AT.AU*	AN.AT.AU	**	*		AN.AT.AU
9	4%	17%	11%	-	6%	1%	9%
		AM.AU.AV*	AU	**	AU*		AU
10 - Very exciting	7%	35%	17%	-	14%	2%	16%
		AN.AP.AR.AT.AU	AU	**	AU*		AU
Not applicable - I have never heard of this	4%	5%	1%	-	7%	6%	2%
		AM*	**	**	AM.AR.AV	AM	AM
Net: Top 2 Box	12%	52%	28%	-	20%	3%	24%
		AO.AP.AR.AT.AU	AU	**	AU*		AU
Net: Bottom 2 Box	54%	7%	25%	47%	38%	73%	27%
		*	AQ	**	AO.AQ*	N.AO.AP.AQ.AR.F	AQ

HYM_q6_8. Kentucky Derby

Unweighted base	1208	52	199	15	49	721	438
Base: All US adults	1208	52	206	15	48	702	458
1 - Not exciting at all	36%	9%	15%	20%	27%	49%	17%
		*		**	AQ*	N.AO.AP.AQ.AR.AT.AV	
2	5%	4%	6%	7%	8%	5%	5%
		AO*	AO	**	AO*	AO	AO
3	6%	3%	12%	12%	12%	4%	9%
		*	AN.AU	**	AU*		AU
4	5%	4%	5%	15%	3%	5%	5%
		*		**	*		
5	8%	7%	9%	7%	6%	8%	9%
		*		**	*		
6	8%	7%	10%	6%	16%	6%	10%
		*		**	AU*		AU
7	5%	9%	6%	-	6%	3%	7%
		*		**	*		AU
8	6%	22%	10%	11%	2%	4%	11%
		N.AO.AP.AR.AT.AV	AU	**	*		AU
9	5%	14%	9%	-	7%	3%	7%
		AU*	AU	**	*		AU
10 - Very exciting	10%	16%	17%	22%	3%	6%	17%
		AT.AU*	AT.AU	**	*		AT.AU
Not applicable - I have never heard of this	5%	5%	1%	-	10%	6%	3%
		AR*	**	**	AM.AR.AV*	AM.AR.AV	AM.AR
Net: Top 2 Box	15%	30%	26%	22%	11%	9%	24%

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Gender		Generation						Region							
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White		
		Net: Bottom 2 Box	41%	41%	42%	**	43%	47%	D	D*	**	**	-	-	38%	47%	40%

HYM_q6_9. Daytona 500

Unweighted base	1208	529	679	32	385	315	383	92	1	-	225	287	444	252	823
Base: All US adults	1208	587	621	37	381	298	397	94	2	-	214	254	455	285	798
1 - Not exciting at all	45%	41%	49%	25%	42%	51%	47%	42%	-	-	44%	52%	44%	42%	47%
2	6%	6%	7%	**	6%	8%	6%	7%	**	**	6%	5%	7%	6%	7%
3	5%	5%	5%	**	6%	4%	5%	3%	100%	-	3%	4%	7%	5%	5%
4	4%	5%	3%	**	10%	3%	5%	3%	4%	-	3%	2%	4%	6%	4%
5	7%	7%	6%	**	3%	5%	6%	7%	11%	-	9%	7%	5%	6%	7%
6	5%	6%	5%	**	3%	5%	6%	5%	6%	-	5%	5%	5%	7%	5%
7	6%	7%	4%	**	12%	6%	3%	6%	7%	-	4%	5%	6%	7%	5%
8	5%	6%	3%	**	12%	5%	3%	4%	6%	-	4%	5%	5%	4%	4%
9	4%	5%	4%	**	2%	6%	2%	5%	6%	-	6%	3%	4%	5%	5%
10 - Very exciting	7%	9%	6%	**	9%	5%	9%	10%	4%	-	6%	7%	8%	8%	8%
Not applicable - I have never heard of this	6%	3%	8%	**	15%	11%	3%	2%	4%	-	9%	6%	4%	5%	4%
Net: Top 2 Box	12%	14%	10%	**	11%	11%	10%	15%	11%	-	13%	10%	13%	12%	13%
Net: Bottom 2 Box	51%	47%	56%	**	32%	47%	59%	53%	49%	-	50%	57%	51%	48%	54%

HYM_q6_10. NFL Draft

Unweighted base	1208	529	679	32	385	315	383	92	1	-	225	287	444	252	823
Base: All US adults	1208	587	621	37	381	298	397	94	2	-	214	254	455	285	798
1 - Not exciting at all	47%	44%	51%	24%	40%	48%	52%	65%	100%	-	47%	53%	46%	45%	53%
2	6%	6%	6%	**	-	5%	6%	8%	5%	-	5%	5%	6%	8%	6%
3	6%	6%	5%	**	10%	6%	4%	6%	6%	-	3%	5%	6%	7%	6%
4	5%	6%	4%	**	16%	4%	4%	6%	5%	-	5%	5%	6%	4%	5%
5	6%	5%	7%	**	7%	7%	5%	6%	5%	-	8%	5%	7%	4%	4%
6	6%	6%	5%	**	9%	8%	6%	4%	1%	-	5%	4%	6%	7%	5%
7	4%	5%	3%	**	3%	4%	5%	4%	2%	-	3%	5%	4%	4%	4%
8	6%	8%	5%	**	4%	10%	6%	4%	3%	-	7%	6%	7%	6%	6%
9	3%	4%	3%	**	3%	4%	3%	3%	1%	-	6%	2%	3%	3%	3%
10 - Very exciting	7%	8%	6%	**	15%	7%	9%	5%	5%	-	6%	7%	6%	8%	5%

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
		Net: Bottom 2 Box	41%	45%	39%	47%	43%	41%	43%	S 34%	Z 40%	** 28%	50%	V.X.Z.AA* 24%	44%

HYM_q6_9. Daytona 500

Unweighted base	1208	141	163	81	464	407	213	124	562	32	137	59	356	62	288
Base: All US adults	1208	143	189	78	487	375	220	126	566	30	134	57	354	68	281
1 - Not exciting at all	45%	46%	37%	46%	41%	45%	50%	54%	43%	43%	54%	41%	46%	40%	40%
2	6%	6%	4%	4%	3%	6%	12%	9%	7%	-	7%	5%	6%	4%	9%
3	5%	4%	9%	4%	5%	6%	5%	2%	5%	-	5%	4%	6%	5%	5%
4	4%	2%	6%	5%	3%	6%	2%	1%	4%	7%	1%	6%	5%	5%	4%
5	7%	5%	2%	14%	6%	6%	7%	7%	7%	3%	3%	11%	6%	4%	6%
6	5%	9%	5%	8%	5%	7%	3%	5%	6%	14%	5%	3%	5%	6%	7%
7	6%	7%	9%	5%	7%	4%	5%	4%	6%	8%	2%	13%	3%	13%	6%
8	5%	6%	5%	1%	6%	4%	3%	3%	5%	4%	4%	-	4%	4%	3%
9	4%	2%	6%	3%	4%	4%	5%	6%	5%	6%	3%	5%	2%	13%	5%
10 - Very exciting	7%	7%	6%	4%	9%	7%	5%	7%	8%	6%	10%	8%	6%	6%	9%
Not applicable - I have never heard of this	6%	7%	11%	6%	8%	5%	3%	3%	4%	10%	5%	2%	10%	1%	6%
Net: Top 2 Box	12%	9%	12%	7%	14%	10%	10%	13%	13%	12%	13%	13%	9%	19%	14%
Net: Bottom 2 Box	51%	52%	40%	50%	44%	51%	62%	62%	51%	43%	61%	47%	52%	44%	49%

HYM_q6_10. NFL Draft

Unweighted base	1208	141	163	81	464	407	213	124	562	32	137	59	356	62	288
Base: All US adults	1208	143	189	78	487	375	220	126	566	30	134	57	354	68	281
1 - Not exciting at all	47%	34%	33%	46%	44%	48%	49%	55%	47%	36%	54%	56%	47%	39%	35%
2	6%	5%	4%	15%	4%	8%	6%	12%	7%	10%	8%	5%	4%	7%	7%
3	6%	4%	6%	8%	6%	7%	5%	2%	6%	3%	5%	4%	6%	4%	6%
4	5%	8%	4%	2%	4%	5%	8%	4%	5%	7%	4%	7%	5%	1%	6%
5	6%	8%	10%	8%	7%	6%	4%	4%	5%	6%	3%	13%	7%	11%	5%
6	6%	6%	7%	5%	7%	4%	5%	3%	6%	-	4%	2%	6%	5%	8%
7	4%	3%	4%	3%	3%	4%	5%	5%	5%	3%	1%	-	4%	8%	6%
8	6%	7%	10%	5%	7%	6%	6%	6%	8%	6%	5%	-	6%	8%	10%
9	3%	5%	5%	1%	4%	3%	4%	2%	3%	6%	2%	3%	2%	10%	5%
10 - Very exciting	7%	15%	8%	5%	8%	7%	5%	5%	6%	15%	10%	8%	6%	5%	9%

YouGov Omnibus

March Madness

US_nat_internal Sample: 14th - 15th March 2019



Total	r the age of 18						Income					Type of Area Lived in			
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Watch games on TV (e.g., live, replays, etc.)	Listen to games on the radio	Stream games online	Check scores online	
			AH	AH			AK			**	AT.AU	AT.AU*	AT.AU*	AT.AU	
Net: Bottom 2 Box	41%	42%	44%	45%	37%	35%	47%	39%	41%	45%	-	24%	15%	16%	18%
							AG				**	AP	*	*	

HYM_q6_9. Daytona 500

	Unweighted base	920	350	217	302	188	151	397	557	253	1	262	62	91	186
Base: All US adults	1208	928	350	214	304	189	150	413	543	252	1	273	64	95	189
1 - Not exciting at all	45%	47%	42%	49%	43%	47%	49%	44%	47%	44%	-	33%	18%	26%	28%
2	6%	5%	4%	4%	10%	7%	7%	6%	6%	6%	-	8%	5%	3%	8%
3	5%	5%	8%	4%	3%	6%	4%	6%	5%	4%	-	5%	5%	7%	6%
4	4%	4%	3%	5%	4%	3%	5%	2%	5%	4%	-	3%	3%	3%	2%
5	7%	7%	7%	6%	7%	6%	6%	6%	7%	7%	-	8%	7%	5%	9%
6	5%	5%	6%	4%	4%	6%	7%	7%	4%	5%	-	7%	8%	6%	8%
7	6%	5%	5%	5%	7%	7%	1%	5%	6%	5%	-	9%	10%	14%	9%
8	5%	5%	5%	4%	5%	4%	4%	7%	3%	4%	-	4%	7%	8%	5%
9	4%	4%	3%	5%	5%	4%	4%	4%	4%	5%	-	8%	11%	8%	9%
10 - Very exciting	7%	7%	10%	7%	7%	7%	4%	8%	6%	9%	-	13%	22%	18%	13%
Not applicable - I have never heard of this	6%	6%	8%	6%	3%	2%	8%	5%	6%	6%	100%	2%	4%	1%	5%
Net: Top 2 Box	12%	11%	13%	12%	12%	11%	8%	13%	10%	14%	-	21%	32%	26%	22%
Net: Bottom 2 Box	51%	52%	45%	54%	53%	54%	56%	50%	53%	51%	-	41%	24%	29%	34%
							AD				**	AN.AO.AQ.AV	*	*	AQ

HYM_q6_10. NFL Draft

	Unweighted base	920	350	217	302	188	151	397	557	253	1	262	62	91	186
Base: All US adults	1208	928	350	214	304	189	150	413	543	252	1	273	64	95	189
1 - Not exciting at all	47%	51%	48%	50%	45%	47%	47%	40%	50%	55%	-	22%	14%	16%	20%
2	6%	6%	3%	8%	6%	6%	9%	4%	8%	6%	-	7%	3%	6%	6%
3	6%	6%	5%	6%	5%	7%	6%	5%	6%	5%	-	8%	7%	6%	7%
4	5%	5%	3%	4%	7%	4%	7%	4%	7%	4%	-	5%	4%	5%	7%
5	6%	6%	6%	7%	3%	7%	7%	8%	4%	6%	-	6%	4%	11%	5%
6	6%	5%	5%	4%	8%	5%	5%	6%	5%	6%	-	9%	6%	10%	8%
7	4%	3%	4%	2%	5%	6%	2%	5%	4%	2%	-	7%	8%	6%	6%
8	6%	5%	8%	3%	8%	7%	2%	8%	5%	6%	-	12%	11%	12%	16%
9	3%	3%	2%	4%	4%	4%	1%	6%	2%	1%	-	7%	8%	6%	8%
10 - Very exciting	7%	6%	7%	7%	8%	5%	6%	10%	5%	4%	-	14%	31%	18%	12%
							AD	AJ.AK			**	AU	M.AP.AR.AT.AU.AV	AU*	AU

YouGov Omnibus

March Madness

US_nat_internal Sample: 14th - 15th March 2019



Total	March Madness Following					
	Attend one or more games in person	Follow news about the games through social media, TV, etc.	Other	Don't know	Not applicable - I won't be following March Madness	NET: Follow at all
	41%	AT.AU* 13% *	AT.AU 22%	** 27% **	* 34% AN.AO.AP.AQ*	54% N.AO.AP.AQ.AR.AT.AV

HYM_q6_9. Daytona 500

Unweighted base	1208	52	199	15	49	721	438
Base: All US adults	1208	52	206	15	48	702	458
1 - Not exciting at all	45%	14% *	28% AQ	50% **	32% AQ*	57% N.AO.AP.AQ.AR.AT.AV	29% AQ
2	6%	3% *	8% AQ	18% **	8% *	5% N.AO.AP.AQ.AR.AT.AV	7% AQ
3	5%	2% *	5% AQ	- **	10% *	4% N.AO.AP.AQ.AR.AT.AV	6% AQ
4	4%	3% *	4% AQ	7% **	8% *	4% N.AO.AP.AQ.AR.AT.AV	3% AQ
5	7%	6% *	10% AU	13% **	5% *	5% N.AO.AP.AQ.AR.AT.AV	8% AU
6	5%	7% *	9% AU	- **	3% *	4% N.AO.AP.AQ.AR.AT.AV	8% AU
7	6%	11% AU*	10% AU	- **	13% AU*	3% N.AO.AP.AQ.AR.AT.AV	8% AU
8	5%	16% M.AP.AR.AT.AU.AV*	5% AQ	11% **	2% *	4% N.AO.AP.AQ.AR.AT.AV	6% AM
9	4%	17% AM.AR.AT.AU.AV*	8% AU	- **	4% *	2% N.AO.AP.AQ.AR.AT.AV	8% AU
10 - Very exciting	7%	20% AR.AT.AU*	10% AU	- **	4% *	5% N.AO.AP.AQ.AR.AT.AV	12% AU
Not applicable - I have never heard of this	6%	2% *	2% AQ	- **	12% M.AO.AQ.AR.AV	6% AM.AR	4% AM.AR
Net: Top 2 Box	12%	37% M.AP.AR.AT.AU.AV*	19% AU	- **	8% *	7% N.AO.AP.AQ.AR.AT.AV	20% AU
Net: Bottom 2 Box	51%	17% *	36% AQ	69% **	39% AQ*	62% N.AO.AP.AQ.AR.AT.AV	37% AN.AQ

HYM_q6_10. NFL Draft

Unweighted base	1208	52	199	15	49	721	438
Base: All US adults	1208	52	206	15	48	702	458
1 - Not exciting at all	47%	6% *	16% AQ	41% **	38% AN.AO.AP.AQ.AR.AT.AV	66% N.AO.AP.AQ.AR.AT.AV	20% AQ
2	6%	3% *	6% AQ	- **	4% *	6% N.AO.AP.AQ.AR.AT.AV	6% AQ
3	6%	3% *	7% AQ	6% **	12% AU*	4% N.AO.AP.AQ.AR.AT.AV	7% AQ
4	5%	3% *	5% AQ	24% **	6% *	5% N.AO.AP.AQ.AR.AT.AV	5% AQ
5	6%	5% *	7% AQ	15% **	16% AM.AN.AP.AU.AV*	4% N.AO.AP.AQ.AR.AT.AV	8% AU
6	6%	7% *	10% AU	7% **	4% *	3% N.AO.AP.AQ.AR.AT.AV	10% AU
7	4%	7% AU*	9% AU	- **	6% *	2% N.AO.AP.AQ.AR.AT.AV	7% AU
8	6%	21% AT.AU*	16% AT.AU	- **	- *	2% N.AO.AP.AQ.AR.AT.AV	14% AT.AU
9	3%	18% AO.AP.AR.AT.AU	8% AU	- **	2% *	1% N.AO.AP.AQ.AR.AT.AV	7% AU
10 - Very exciting	7%	25% M.AP.AR.AT.AU.AV*	14% AU	5% **	6% *	2% N.AO.AP.AQ.AR.AT.AV	14% AU

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Not applicable - I have never heard of this	4%	2%	6%	10%	6%	4%	2%	3%	-	-	5%	4%	4%	4%	3%
			A	**	F	F		*	**	**					
Net: Top 2 Box	10%	11%	9%	17%	11%	11%	8%	6%	-	-	12%	9%	9%	11%	8%
			**	**	**	**	*	*	**	**					
Net: Bottom 2 Box	54%	50%	57%	24%	45%	54%	60%	70%	100%	-	52%	58%	53%	53%	60%
			A	**	**	D	D	D,E*	**	**					O,P

HYM_q6_11. Pro-bowl															
	Unweighted base	529	679	32	385	315	383	92	1	-	225	287	444	252	823
	1208	587	621	37	381	298	397	94	2	-	214	254	455	285	798
Base: All US adults	1208	587	621	37	381	298	397	94	2	-	214	254	455	285	798
1 - Not exciting at all	49%	47%	51%	23%	39%	53%	55%	60%	100%	-	49%	53%	48%	48%	53%
			**	**	**	D	D	D*	**	**					O,P
2	6%	6%	6%	-	4%	7%	9%	3%	-	-	5%	7%	6%	7%	7%
			**	**	**	D	D	*	**	**					
3	5%	6%	4%	11%	5%	4%	5%	6%	-	-	4%	5%	6%	5%	4%
			**	**	**	**	*	*	**	**					
4	5%	5%	5%	14%	5%	4%	4%	3%	-	-	4%	5%	5%	4%	4%
			**	**	**	**	*	*	**	**					
5	7%	8%	6%	4%	6%	9%	6%	5%	-	-	7%	7%	8%	5%	6%
			**	**	**	**	*	*	**	**					
6	6%	6%	6%	3%	8%	5%	6%	1%	-	-	8%	5%	5%	6%	5%
			**	**	G	G	G	*	**	**					
7	3%	3%	4%	3%	5%	3%	2%	4%	-	-	3%	3%	3%	4%	4%
			**	**	**	**	*	*	**	**					
8	4%	4%	4%	5%	5%	3%	4%	5%	-	-	5%	4%	3%	6%	4%
			**	**	**	**	*	*	**	**					
9	3%	4%	2%	-	6%	2%	2%	2%	-	-	1%	0%	5%	4%	3%
		B	**	**	E,F	E,F	E,F	*	**	**			J,K	K	
10 - Very exciting	5%	6%	3%	14%	5%	5%	3%	5%	-	-	6%	5%	4%	4%	3%
		B	**	**	**	**	*	*	**	**					
Not applicable - I have never heard of this	7%	4%	10%	23%	11%	4%	4%	5%	-	-	7%	7%	6%	8%	6%
		A	**	**	E,F	E,F	*	*	**	**					
Net: Top 2 Box	8%	11%	5%	14%	11%	7%	5%	7%	-	-	8%	5%	9%	8%	6%
		B	**	**	F	F	*	*	**	**			K		
Net: Bottom 2 Box	55%	54%	57%	23%	43%	60%	64%	63%	100%	-	53%	60%	54%	54%	60%
		**	**	**	**	D	D	D*	**	**					O,P

On a scale from 1 to 10, where 1 is "Not exciting at all" and 10 is "Very exciting," how exciting, if at all, do you find each of the following events? Please select one option on each row. If you have never heard of this event, please select the 'Not applicable' option on that row.

HYM_q6rb_1. Super Bowl (rebased)

	Unweighted base	516	648	29	366	305	373	90	1	-	213	279	431	241	800
	1164	516	648	29	366	305	373	90	1	-	213	279	431	241	800
Base: All US adults	1164	516	648	29	366	305	373	90	1	-	213	279	431	241	800
1 - Not exciting at all	26%	24%	28%	17%	21%	28%	27%	34%	-	-	23%	24%	28%	25%	26%
			**	**	**	D	D	D*	**	**					
2	5%	4%	6%	-	6%	4%	6%	4%	-	-	5%	4%	4%	8%	6%
			A	**	**	**	*	*	**	**					
3	6%	5%	7%	14%	7%	7%	5%	3%	-	-	5%	7%	6%	6%	6%
			**	**	**	**	*	*	**	**					
4	4%	4%	3%	-	4%	3%	4%	4%	-	-	4%	5%	3%	4%	4%
			**	**	**	**	*	*	**	**					
5	7%	7%	8%	9%	8%	9%	5%	12%	-	-	7%	7%	7%	8%	7%
			**	**	**	**	F*	F*	**	**					
6	6%	6%	5%	3%	7%	5%	5%	6%	-	-	4%	5%	5%	9%	5%
			**	**	**	**	*	*	**	**				J,L	
7	8%	9%	7%	13%	9%	7%	8%	4%	-	-	5%	12%	8%	7%	8%

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Not applicable - I have never heard of this	4%	4%	8% N	2% *	6% S	3%	3%	3%	2%	8% **	4%	3% *	8% V	1% *	3%
Net: Top 2 Box	10%	21% N.Q	13% N	6% *	11%	9%	10%	6%	9%	21% **	12%	11% *	8%	15% *	13% AC
Net: Bottom 2 Box	54%	39%	37%	60% O.P*	48%	56% R	55%	67% R.S.T	54%	46% **	62% Z.AA	61% *	51%	46% *	42%

HYM_q6_11. Pro-bowl

Unweighted base	1208	141	163	81	464	407	213	124	562	32	137	59	356	62	288
Base: All US adults	1208	143	189	78	487	375	220	126	566	30	134	57	354	68	281
1 - Not exciting at all	49%	39%	38%	54% O.P*	46%	49%	52%	55%	48%	39% **	60% V.Z	62% Z*	45%	45% *	36%
2	6%	4%	5%	6% *	4%	7%	9%	7%	8% Y.Z	3% **	6%	- *	4%	4% *	7%
3	5%	6%	7%	4% *	6%	5%	3%	6%	5% U	9% **	3%	5% *	6%	4% *	6%
4	5%	5%	5%	7% *	5%	6%	5%	1%	4%	13% **	3%	3% *	5%	8% *	8% AC
5	7%	7%	8%	9% *	5%	9%	8%	7%	8%	3% **	5%	7% *	7%	5% *	8%
6	6%	4%	11% N.O	4% *	7%	5%	5%	5%	5%	- **	7%	9% *	6%	9% *	9% AC
7	3%	3%	2%	3% *	4%	4%	2%	3%	4%	3% **	5%	3% *	3%	- *	4%
8	4%	6%	4%	2% *	4%	4%	5%	3%	4%	3% **	5%	3% *	4%	5% *	4%
9	3%	6% Q	3%	- *	5% S	2%	2%	3%	4%	12% **	1%	- *	2%	3% *	6% AC
10 - Very exciting	5%	12% N	6%	4% *	6%	4%	4%	4%	5% X	8% **	1%	3% *	5% X	15% V.X.Y.Z*	8% AC
Not applicable - I have never heard of this	7%	8%	11% N	7% *	8%	7%	5%	6%	5% X	7% **	5%	3% *	13% V.X.Y.AA	2% *	5%
Net: Top 2 Box	8%	18% N.P.Q	9%	4% *	11% S.T	6%	6%	7%	9% X	20% **	2%	3% *	7% X	18% V.X.Y.Z*	13% AC
Net: Bottom 2 Box	55%	43%	43%	60% O.P*	51%	55%	61% R	62% R	57% Z	42% **	66% Z.AA	62% *	49% *	49% *	43%

On a scale from 1 to 10, where 1 is "Not exciting at all" and 10 is "Very exciting," how exciting, if at all, do you find each of the following events? Please select one option on each row. If you have never heard of this event, please select the 'Not applicable' option on that row.

HYM_q6rb_1. Super Bowl (rebased)

Unweighted base	1164	137	149	78	441	395	207	121	549	29	130	58	337	61	281
Base	1167	139	175	76	465	365	215	123	553	28	128	56	335	67	274
1 - Not exciting at all	26%	22%	22%	33% *	28% T	29% T	19%	20%	23%	28% **	30%	29% *	28% *	21% *	15%
2	5%	4%	5%	2% *	5%	4%	5%	8%	5%	- **	11% V.Z	13% V.Z*	3%	3% *	5%
3	6%	4%	10%	3% *	7%	4%	7%	9% S	5%	7% **	9%	8% *	7%	7% *	7%
4	4%	1%	3%	6% *	3%	5%	4%	1%	4%	3% **	2%	5% *	5%	- *	5%
5	7%	6%	5%	14% N.P*	5%	8%	10% R	10%	8%	11% **	4%	7% *	8%	5% *	7%
6	6%	2%	9% O	11% N.O*	6%	5%	4%	8%	6%	- **	5%	6% *	5%	5% *	6%
7	8%	11%	6%	6% *	7%	7%	12%	9%	9%	10% **	6%	3% *	8%	9% *	8%

YouGov Omnibus

March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	r the age of 18		Income				Type of Area Lived in				Watch games on TV (e.g., live, replays, etc.)	Listen to games on the radio	Stream games online	Check scores online	
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other					
Not applicable - I have never heard of this	4%	4%	7%	4%	1%	1%	7%	4%	4%	5%	100%	1%	4%	4%	6%	
			AF.AG	AF			AF.AG				**	*	*	AM.AR.AV		
Net: Top 2 Box	10%	9%	9%	11%	12%	9%	7%	16%	7%	6%	**	22%	39%	25%	20%	
								AJ.AK			**	AT.AU	M.AP.AR.AT.AU.AV	AT.AU*	AU	
Net: Bottom 2 Box	54%	57%	52%	58%	51%	53%	57%	44%	58%	60%	-	29%	17%	22%	25%	
		AB						AI	AI	AI	**	AN.AQ.AR	*	AQ*	AQ	
HYM_q6_11. Pro-bowl																
Unweighted base	1208	920	350	217	302	188	151	397	557	253	1	262	62	91	186	
Base: All US adults	1208	928	350	214	304	189	150	413	543	252	1	273	64	95	189	
1 - Not exciting at all	49%	53%	46%	56%	45%	52%	52%	43%	53%	51%	-	31%	23%	26%	25%	
		AB		AD.AF				AI	AI	AI	**	AP.AQ.AV	AQ*	AQ*	AQ	
2	6%	6%	4%	8%	7%	10%	3%	5%	8%	5%	-	13%	4%	10%	10%	
						AD.AH					**	AN.AU.AV	*	AU*	AU	
3	5%	5%	5%	2%	7%	4%	7%	5%	6%	4%	-	5%	3%	3%	7%	
						AE					**	*	*	*	*	
4	5%	4%	4%	4%	5%	6%	5%	5%	4%	6%	-	3%	5%	4%	3%	
											**	*	*	*	*	
5	7%	6%	6%	5%	9%	4%	9%	7%	7%	7%	-	11%	9%	7%	7%	
					AE.AG						**	AU	*	*	*	
6	6%	5%	6%	8%	6%	6%	4%	7%	4%	8%	-	6%	3%	11%	9%	
										AJ	**	*	*	AU*	AU	
7	3%	3%	4%	4%	3%	3%	3%	4%	4%	2%	-	6%	8%	4%	6%	
											**	AU	AU*	*	AU	
8	4%	4%	5%	3%	5%	5%	3%	6%	3%	3%	-	7%	8%	5%	7%	
											**	AU	AU*	*	AU	
9	3%	2%	3%	2%	4%	3%	2%	6%	1%	3%	-	6%	18%	9%	9%	
								AJ			**	AU	M.AP.AR.AT.AU.AV	AU*	AU	
10 - Very exciting	5%	4%	6%	3%	6%	4%	2%	6%	4%	3%	100%	11%	16%	18%	12%	
											**	AT.AU	AT.AU*	AT.AU.AV*	AT.AU	
Not applicable - I have never heard of this	7%	7%	11%	5%	4%	4%	10%	7%	6%	8%	-	2%	3%	3%	5%	
			AE.AF.AG				AF.AG				**	*	*	*	AM	
Net: Top 2 Box	8%	6%	9%	6%	10%	7%	4%	12%	5%	6%	100%	18%	34%	27%	22%	
					AH			AJ.AK			**	AT.AU	M.AP.AR.AT.AU.AV	AM.AT.AU.AV*	AT.AU	
Net: Bottom 2 Box	55%	59%	50%	63%	51%	62%	55%	48%	61%	56%	-	43%	27%	36%	34%	
		AB		AD.AF		AD.AF		AI	AI	AI	**	AN.AP.AQ.AR.AV	AQ*	AQ*	AQ	

On a scale from 1 to 10, where 1 is "Not exciting at all" and 10 is "Very exciting," how exciting, if at all, do you find each of the following events? Please select one option on each row. If you have never heard of this event, please select the 'Not applicable' option on that row.

HYM_q6rb_1. Super Bowl (rebased)

Unweighted base	1164	883	332	209	298	184	141	384	536	243	1	257	59	86	180
Base	1167	893	334	207	300	185	141	400	523	243	1	269	61	91	182
1 - Not exciting at all	26%	29%	30%	28%	21%	17%	32%	22%	26%	32%	-	7%	11%	6%	6%
		AB	AF.AG	AG			AF.AG		AI	AI	**	AQ	AQ*	AQ*	AQ
2	5%	5%	5%	7%	4%	5%	6%	3%	7%	4%	-	2%	6%	1%	2%
									AI	AI	**	AR*	*	*	*
3	6%	6%	7%	4%	5%	7%	8%	7%	6%	4%	-	4%	5%	3%	5%
											**	*	*	*	*
4	4%	4%	3%	3%	4%	3%	6%	4%	3%	5%	-	4%	1%	3%	2%
											**	AR	*	*	*
5	7%	8%	4%	6%	9%	11%	8%	6%	8%	8%	-	6%	1%	4%	5%
					AD						**	*	*	*	*
6	6%	5%	6%	5%	5%	7%	6%	5%	6%	6%	-	3%	4%	8%	4%
											**	*	*	AM*	*
7	8%	8%	8%	6%	9%	8%	8%	8%	8%	8%	-	10%	12%	8%	15%

YouGov Omnibus

March Madness

US_nat_internal Sample: 14th - 15th March 2019



	March Madness Following						
	Total	Attend one or more games in person	Follow news about the games through social media, TV, etc.	Other	Don't know	Not applicable - I won't be following March Madness	NET: Follow at all
Not applicable - I have never heard of this	4%	2% *	2%	- **	7% AM*	4% AM	3% AM
Net: Top 2 Box	10%	44% AO.AP.AR.AT.AU	22% AT.AU	5% **	8% *	3% *	20% AT.AU
Net: Bottom 2 Box	54%	9% *	23% AQ	41% **	42% V.AO.AP.AQ.AR.AU.N.AO.AP.AQ.AR.AU	72% *	26% AQ

HYM_q6_11. Pro-bowl

	Unweighted base	52	199	15	49	721	438
Base: All US adults	1208	52	206	15	48	702	458
1 - Not exciting at all	49%	6% *	27% AQ	31% **	33% AQ*	64% N.AO.AP.AQ.AR.AU	27% AQ
2	6%	6% *	10% AU	14% **	6% *	4% *	9% AU
3	5%	4% *	9% AM.AO.AU.AV	- **	9% *	4% *	6% *
4	5%	7% *	3%	11% **	10% AM.AP.AR*	4% *	5% AM
5	7%	12% *	7%	- **	14% AU*	5% *	9% AU
6	6%	5% *	9% AU	6% **	15% AM.AN.AU*	4% *	8% AM.AU
7	3%	7% AU*	6% AU	- **	- *	2% *	6% AU
8	4%	14% AO.AT.AU*	8% AU	6% **	- *	2% *	8% AU
9	3%	20% AO.AP.AR.AT.AU	7% AU	- **	4% AU*	0% *	7% AU
10 - Very exciting	5%	18% AT.AU*	11% AT.AU	17% **	- *	1% *	11% AT.AU
Not applicable - I have never heard of this	7%	2% *	3%	16% **	9% AM*	8% AM.AR.AV	5% AM
Net: Top 2 Box	8%	38% M.AP.AR.AT.AU.AV	18% AT.AU	17% **	4% *	2% *	18% AT.AU
Net: Bottom 2 Box	55%	12% *	36% AQ	45% **	39% AQ*	69% N.AO.AP.AQ.AR.AU	36% AQ

On a scale from 1 to 10, where 1 is "Not exciting at all" and 10 is "Very exciting," how exciting, if at all, do you find each of the following events? Please select one option on each row. If you have never heard of this event, please select the 'Not applicable' option on that row.

HYM_q6rb_1. Super Bowl (rebased)

	Unweighted base	51	195	15	46	694	424
Base: All US adults	1164	51	203	15	45	678	444
1 - Not exciting at all	26%	- *	7% AQ	9% **	17% AM.AP.AQ.AV*	38% N.AO.AP.AQ.AR.AU	7% AQ
2	5%	4% *	1%	- **	11% AM.AO.AP.AR.AV	6% AM.AR	3% AR
3	6%	8% *	6% *	9% **	8% *	7% *	5% *
4	4%	4% *	1%	- **	6% *	4% *	4% AR
5	7%	3% *	8% *	7% **	6% *	8% *	6% *
6	6%	4% *	4% *	22% **	7% *	6% *	5% AM
7	8%	8% *	11% *	- **	14% *	7% *	10% *

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
				**				*	**	**		J.M			
8	9%	10%	8%	3%	10%	8%	9%	6%	-	-	9%	9%	9%	8%	9%
				**				*	**	**					
9	8%	8%	8%	18%	10%	5%	6%	7%	-	-	8%	7%	8%	8%	8%
				**	E			*	**	**					
10 - Very exciting	22%	24%	20%	24%	18%	24%	24%	18%	100%	-	29%	20%	21%	19%	20%
				**				*	**	**	K.L.M				
Net: Top 2 Box	29%	31%	27%	42%	28%	29%	30%	25%	100%	-	37%	26%	29%	27%	28%
				**				*	**	**	K.M				
Net: Bottom 2 Box	31%	27%	34%	17%	27%	32%	33%	38%	-	-	28%	28%	32%	33%	32%
			A	**				D*	**	**					

HYM_q6rb_2. Stanley Cup Finals (rebased)

Unweighted base	1128	511	617	24	345	299	374	85	1	-	205	268	417	238	783
Base	1136	568	568	29	345	284	389	88	2	-	198	239	431	269	763
1 - Not exciting at all	48%	42%	55%	33%	44%	47%	51%	62%	-	-	41%	54%	50%	45%	49%
			A	**				D.E*	**	**	J	J	J		
2	7%	5%	8%	3%	6%	8%	7%	5%	-	-	4%	7%	7%	7%	7%
				**				*	**	**					
3	5%	6%	5%	6%	6%	5%	6%	4%	100%	-	3%	7%	5%	7%	5%
				**				*	**	**	O				
4	5%	6%	4%	15%	4%	5%	5%	4%	-	-	3%	4%	4%	8%	4%
				**				*	**	**	J				
5	6%	7%	5%	15%	5%	8%	6%	3%	-	-	8%	4%	8%	4%	5%
				**				*	**	**	K		K		
6	5%	6%	3%	-	6%	4%	5%	1%	-	-	7%	6%	2%	5%	4%
				**				*	**	**	L	L			
7	7%	9%	4%	18%	9%	6%	5%	4%	-	-	11%	6%	4%	9%	6%
				**				*	**	**	L		L		
8	6%	6%	5%	2%	8%	4%	5%	6%	-	-	9%	5%	6%	4%	6%
				**	E			*	**	**	M				
9	4%	6%	3%	3%	6%	3%	3%	3%	-	-	3%	3%	5%	4%	5%
				**				*	**	**	O.Q				
10 - Very exciting	8%	8%	8%	3%	6%	11%	7%	9%	-	-	10%	5%	8%	8%	9%
				**	D			*	**	**	K				
Net: Top 2 Box	12%	13%	10%	6%	12%	15%	10%	12%	-	-	14%	8%	13%	12%	14%
				**				*	**	**	Q				
Net: Bottom 2 Box	55%	47%	63%	36%	50%	55%	58%	67%	-	-	45%	60%	58%	52%	56%
			A	**			D	D*	**	**	J	J	J	P	

HYM_q6rb_3. March Madness Final Four (rebased)

Unweighted base	1120	506	614	25	345	294	370	85	1	-	202	270	408	240	776
Base	1124	562	562	30	343	280	381	88	2	-	193	240	419	271	756
1 - Not exciting at all	47%	42%	53%	43%	44%	48%	48%	57%	-	-	47%	46%	49%	46%	50%
			A	**				D*	**	**	O.P				
2	4%	4%	5%	6%	3%	5%	5%	7%	-	-	2%	4%	6%	4%	4%
				**				*	**	**					
3	4%	4%	4%	-	4%	5%	5%	4%	-	-	3%	4%	4%	5%	4%
				**				*	**	**					
4	3%	3%	4%	7%	5%	2%	3%	1%	100%	-	3%	5%	3%	3%	3%
				**				*	**	**					
5	8%	8%	7%	3%	7%	9%	8%	4%	-	-	11%	7%	7%	6%	7%
				**				*	**	**					
6	4%	4%	3%	3%	4%	4%	4%	2%	-	-	3%	4%	3%	4%	3%
				**				*	**	**					
7	6%	6%	6%	11%	6%	7%	5%	4%	-	-	8%	5%	4%	8%	7%
				**				*	**	**	L		L		

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
				*			R		**		*		*		
8	9%	8%	11%	6%	9%	8%	10%	9%	9%	6%	9%	3%	8%	17%	12%
			*	*					**		*		Y*	AC	
9	8%	8%	6%	7%	5%	8%	11%	9%	8%	3%	7%	8%	9%	3%	8%
			*	*			R		**		*		*		
10 - Very exciting	22%	33%	23%	12%	26%	21%	17%	16%	23%	32%	17%	18%	19%	30%	27%
		N.Q	*	*	T.U				**		*		*	AC	
Net: Top 2 Box	29%	41%	29%	19%	31%	29%	28%	25%	31%	35%	24%	26%	28%	33%	35%
		N.Q	*	*					**		*		*	AC	
Net: Bottom 2 Box	31%	26%	27%	34%	33%	33%	25%	27%	28%	28%	41%	41%	31%	24%	20%
			*	*		T			**	V.Z.AA	V*		*	*	

HYM_q6rb_2. Stanley Cup Finals (rebased)

Unweighted base	1128	128	142	75	418	387	204	119	537	28	130	58	315	60	273
Base	1136	131	169	73	444	358	212	122	544	27	128	56	315	66	268
1 - Not exciting at all	48%	55%	41%	46%	53%	48%	40%	42%	45%	55%	62%	53%	49%	39%	39%
		P	*	*	T.U				**	V.Z.AA	*	*	*	*	
2	7%	5%	5%	7%	4%	6%	13%	8%	7%	12%	8%	14%	3%	6%	9%
			*	*			R.S	R	**	Z	Z*	*	*	*	
3	5%	1%	11%	6%	7%	5%	5%	3%	5%	15%	5%	6%	6%	5%	5%
			N.O	O*					**	*	*	*	*	*	
4	5%	7%	5%	6%	3%	7%	5%	6%	5%	7%	3%	3%	5%	10%	7%
			*	*		R			**	*	*	*	*	*	
5	6%	10%	7%	8%	7%	5%	7%	4%	7%	7%	2%	6%	7%	1%	6%
			*	*					X	**	*	*	X	*	
6	5%	3%	6%	7%	5%	5%	4%	3%	5%	-	4%	5%	5%	5%	5%
			*	*					**	*	*	*	*	*	
7	7%	7%	8%	12%	5%	8%	7%	10%	8%	-	6%	4%	7%	6%	8%
			*	*		R		R	**	*	*	*	*	*	
8	6%	4%	8%	5%	6%	4%	7%	7%	5%	4%	4%	3%	6%	13%	6%
			*	*					**	*	*	*	*	*	
9	4%	1%	4%	-	3%	4%	5%	5%	5%	-	2%	-	5%	5%	4%
			*	*					**	*	*	*	*	*	
10 - Very exciting	8%	7%	5%	3%	8%	7%	6%	12%	9%	-	4%	5%	8%	10%	10%
			*	*					**	*	*	*	*	*	
Net: Top 2 Box	12%	8%	9%	3%	11%	11%	12%	18%	14%	-	6%	5%	12%	15%	14%
			*	*					X	**	*	*	*	*	
Net: Bottom 2 Box	55%	60%	46%	53%	57%	54%	53%	51%	52%	67%	70%	68%	52%	46%	48%
		P	*	*					**	V.Z.AA	V.Z.AA*	*	*	*	

HYM_q6rb_3. March Madness Final Four (rebased)

Unweighted base	1120	126	142	76	420	377	204	119	534	28	130	57	311	60	273
Base	1124	128	166	73	441	348	212	122	539	27	128	55	310	64	268
1 - Not exciting at all	47%	36%	39%	60%	50%	52%	40%	34%	44%	28%	61%	62%	47%	45%	36%
		*	*	O.P*	T.U	T.U			**	V.Z	V*	*	*	*	
2	4%	2%	7%	4%	4%	4%	7%	3%	5%	18%	2%	10%	3%	4%	3%
		*	*	*					**	*	X.Z*	*	*	*	
3	4%	5%	7%	1%	4%	6%	3%	5%	4%	3%	3%	5%	5%	3%	6%
		*	*	*					**	*	*	*	*	*	
4	3%	2%	5%	6%	3%	3%	4%	6%	3%	13%	1%	4%	3%	5%	4%
		*	*	*					**	*	*	*	*	*	
5	8%	9%	9%	4%	8%	7%	6%	12%	8%	3%	8%	2%	7%	15%	9%
		*	*	*					**	*	*	*	Y*	*	
6	4%	3%	7%	4%	5%	3%	4%	1%	3%	-	3%	3%	5%	3%	5%
		*	N	*					**	*	*	*	*	*	
7	6%	5%	2%	5%	4%	7%	9%	5%	7%	4%	6%	2%	6%	-	8%
		*	*	*		R	R		**	*	*	*	*	*	

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	March Madness Following					NET: Follow at all
		Attend one or more games in person	Follow news about the games through social media, TV, etc.	Other	Don't know	Not applicable - I won't be following March Madness	
		*	**	*			
8	9%	7%	11%	16%	10%	7%	11%
		*	**	*			AM,AU
9	8%	25%	13%	-	4%	5%	12%
		N,AO,AP,AR,AT,AU	AU	**	*		AU
10 - Very exciting	22%	37%	38%	37%	17%	12%	37%
		AT,AU*	AT,AU	**	*		AT,AU
Net: Top 2 Box	29%	62%	51%	37%	22%	17%	49%
		AN,AT,AU*	AT,AU	**	*		AT,AU
Net: Bottom 2 Box	31%	4%	8%	9%	27%	44%	11%
		*	**	**	I,AO,AP,AQ,AR,AN,AO,AP,AQ,AR,AT,AV		

HYM_q6rb_2. Stanley Cup Finals (rebased)

Unweighted base	1128	49	193	13	43	667	418
Base	1136	50	201	14	43	653	440
1 - Not exciting at all	48%	13%	20%	47%	37%	64%	26%
		*	**	**	AP,AQ,AR*	N,AO,AP,AQ,AR,AN,AP,AQ,AR	AP,AQ,AR
2	7%	1%	9%	18%	11%	6%	7%
		*	AM,AN	**	*		AM
3	5%	8%	6%	-	7%	5%	6%
		*	**	**	*		AM
4	5%	-	10%	-	9%	3%	7%
		*	AQ,AU,AV	**	AQ*		AQ,AU
5	6%	2%	6%	15%	13%	5%	6%
		*	**	**	AN*		
6	5%	5%	4%	6%	6%	4%	6%
		*	**	**	*		AP
7	7%	14%	12%	6%	3%	4%	11%
		AU*	AU	**	*		AU
8	6%	26%	15%	-	10%	2%	10%
		AM,AP,AR,AU,AV	AU,AV	**	AU*		AU
9	4%	19%	7%	-	2%	2%	8%
		AM,AR,AT,AU,AV	AU	**	*		AU
10 - Very exciting	8%	11%	12%	8%	2%	4%	13%
		AU*	AU	**	*		AT,AU
Net: Top 2 Box	12%	30%	20%	8%	4%	6%	21%
		AT,AU*	AT,AU	**	*		AT,AU
Net: Bottom 2 Box	55%	14%	29%	65%	47%	70%	33%
		*	AQ	**	AN,AO,AP,AQ,AR,AN,AO,AP,AQ,AR,AN,AO,AP,AQ,AR,AT,AV		AN,AP,AQ

HYM_q6rb_3. March Madness Final Four (rebased)

Unweighted base	1120	50	195	13	41	658	421
Base	1124	51	201	14	40	645	439
1 - Not exciting at all	47%	8%	6%	20%	30%	75%	7%
		*	**	**	AN,AO,AP,AQ,AR,AN,AO,AP,AQ,AR,AT,AV		
2	4%	1%	1%	-	4%	6%	3%
		*	**	**	*	AM,AP,AR,AV	AP,AR
3	4%	-	4%	-	11%	5%	3%
		*	AM	**	AM,AO,AP,AQ,AV	AM	AM
4	3%	2%	4%	-	12%	3%	4%
		*	**	**	AM,AP,AU,AV*		
5	8%	14%	6%	11%	17%	5%	11%
		AR,AU*	**	**	AM,AO,AP,AR,AU*		AM,AP,AR,AU
6	4%	2%	5%	-	10%	2%	5%
		*	**	**	AU*		AU
7	6%	12%	10%	12%	2%	2%	12%
		AU*	AU	**	*		AU

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
8	6%	6%	5%	4% **	8%	6%	4%	7% *	- **	-	4%	5%	7%	5%	6%
9	5%	6%	4%	- **	9% E.F	3%	4%	3% *	- **	-	4%	4%	6%	6%	5%
10 - Very exciting	13%	16% B	9%	23% **	12%	11%	14%	11% *	- **	-	14%	15%	11%	13%	11%
Net: Top 2 Box	18%	22% B	13%	23% **	21% E	15%	18%	14% *	- **	-	18%	19%	17%	18%	16%
Net: Bottom 2 Box	52%	46%	58% A	49% **	46%	53%	53%	64% D*	- **	-	49%	49%	55%	50%	54% O

HYM_q6rb_4. NBA Finals (rebased)

Unweighted base	1156	517	639	28	360	303	376	88	1	-	212	274	427	243	790
Base	1160	574	586	34	358	287	390	90	2	-	203	244	439	274	769
1 - Not exciting at all	46%	41%	51% A	21% **	36%	48% D	52% D	65% D.E.F*	100% **	- **	46%	54% LM	45%	42%	55% O.P
2	4%	3%	6%	3% **	5%	5%	4%	3% *	- **	-	2%	5%	4%	6%	5% Q
3	4%	4%	4%	10% **	5%	4%	3%	5% *	- **	-	4%	4%	5%	2%	3%
4	4%	4%	4%	12% **	3%	3%	4%	1% *	- **	-	5%	1%	5% K	3%	3%
5	6%	6%	5%	2% **	6%	6%	5%	6% *	- **	-	6%	6%	6%	3%	6%
6	5%	5%	5%	8% **	6%	4%	4%	5% *	- **	-	6%	3%	4%	7%	4%
7	6%	6%	6%	8% **	5%	5%	8%	4% *	- **	-	6%	7%	5%	6%	6%
8	6%	6%	7%	- **	9% F	6%	4%	4% *	- **	-	6%	4%	7%	7%	5%
9	6%	8% B	4%	13% **	8%	6%	5%	6% *	- **	-	6%	5%	7%	7%	4%
10 - Very exciting	13%	16% B	10%	22% **	17% F.G	13% G	10% G	3% *	- **	-	12%	10%	12%	17% K	8%
Net: Top 2 Box	19%	24% B	14%	36% **	25% F.G	19% G	15%	8% *	- **	-	19%	15%	19%	24% K	13%
Net: Bottom 2 Box	51%	44%	57% A	24% **	42%	53% D	56% D	67% D.E*	100% **	- **	48%	59% J.L.M	49%	48%	60% O.P.Q

HYM_q6rb_5. Masters Tournament (Golf) (rebased)

Unweighted base	1137	513	624	27	346	298	375	90	1	-	206	271	422	238	786
Base	1143	570	573	32	345	283	389	92	2	-	197	241	435	270	765
1 - Not exciting at all	56%	50%	62% A	43% **	54%	61% G	57%	46% *	- **	-	55%	61%	54%	55%	56%
2	7%	7%	6%	- **	5%	9%	7%	7% *	- **	-	8%	7%	6%	7%	8% O
3	5%	5%	4%	20% **	5%	3%	4%	7% *	- **	-	4%	5%	5%	5%	4%
4	4%	3%	5%	- **	4%	3%	4%	7% *	- **	-	3%	4%	4%	3%	3%
5	5%	5%	4%	2% **	5%	3%	6%	5% *	- **	-	3%	3%	6%	5%	4%
6	6%	7%	5%	26% **	7% F	5%	3%	3% *	100% **	-	4%	2%	8% K	6%	4%
7	5%	6%	4%	5% **	7%	3%	5%	3% *	- **	-	6%	5%	5%	5%	4%
8	4%	6%	3%	-	4%	5%	5%	4%	-	-	5%	6%	3%	5%	5%

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
8	6%	5% *	6%	5% *	4%	6%	8%	8%	6%	6% **	3%	- *	8% Y	5% *	5%
9	5%	5% *	4%	5% *	5% S	3%	5%	13% R,S,T	6%	7% **	4%	3% *	4%	5% *	9% AC
10 - Very exciting	13%	27% N,P,Q*	12%	6% *	14% S	9%	14%	15%	15%	17% **	9%	8% *	11%	16% *	16% AC
Net: Top 2 Box	18%	32% N,P,Q*	16%	11% *	20% S	11%	19%	27% S	21%	24% **	13%	12% *	14%	20% *	25% AC
Net: Bottom 2 Box	52%	38% *	46%	64% O,P*	54% U	57% T,U	47%	36%	48%	46% **	63% V,Z	72% V,Z,AA*	51%	49% *	38%

HYM_q6rb_4. NBA Finals (rebased)

Unweighted base	1156	134	152	80	431	364	209	122	547	31	128	58	331	61	278
Base	1160	136	177	77	456	364	216	123	552	29	126	56	330	67	272
1 - Not exciting at all	46%	23%	28%	45% O,P*	46%	49%	41%	45%	48%	26% **	56% Z,AA	57% Z,AA*	41%	37% *	37%
2	4%	6% Q	1%	- *	3%	5%	6%	5%	5%	3% **	6% *	1% *	4%	3% *	6%
3	4%	2%	8%	5% N,O	5%	4%	3%	3%	4%	6% **	2%	4% *	5%	1% *	3%
4	4%	3%	5%	6% *	3%	4%	4%	3%	3%	6% **	4%	13% V,X,Z*	3%	5% *	3%
5	6%	3%	5%	8% *	5%	6%	6%	4%	5%	7% **	7%	7% *	6%	2% *	5%
6	5%	5%	10% N	2% *	5%	5%	4%	7%	5%	4% **	3%	2% *	6%	5% *	6%
7	6%	4%	8%	7% *	5%	5%	8%	9%	7%	12% **	4%	2% *	5%	7% *	6%
8	6%	10%	8%	3% *	6%	6%	9%	4%	6%	10% **	5%	2% *	7%	9% *	7%
9	6%	11% N	8%	14% N*	7% S	4%	7%	7%	6%	3% **	4%	8% *	7%	6% *	8%
10 - Very exciting	13%	33% N,P,Q	18% N	10% *	15%	11%	11%	13%	11%	24% **	9%	5% *	15% Y	25% V,X,Y*	19% AC
Net: Top 2 Box	19%	43% N,P,Q	27% N	24% N*	22% S	15%	19%	20%	17%	27% **	13%	13% *	22%	31% V,X,Y*	27% AC
Net: Bottom 2 Box	51%	29% *	30%	45% O,P*	50% U	54% T,U	47%	50%	53% Z	29% **	62% Z,AA	58% *	46%	39% *	43%

HYM_q6rb_5. Masters Tournament (Golf) (rebased)

Unweighted base	1137	130	142	79	425	387	205	120	543	29	129	58	320	58	273
Base	1143	133	169	76	450	358	213	122	548	28	127	56	320	64	267
1 - Not exciting at all	56%	56%	51%	62% *	57% U	59%	53%	48%	50%	42% **	68% V,Y	52% *	62% V	61% *	51%
2	7%	2%	5%	2% *	6%	6%	8%	11% R	8%	21% **	4%	7% *	5%	3% *	8%
3	5%	9% N	4%	5% *	5%	5%	4%	5%	5%	- **	5%	5% *	4%	7% *	7%
4	4%	1%	8% N,O	5% *	4%	3%	3%	5%	4%	7% **	1%	10% V,X,Z*	4%	3% *	3%
5	5%	5%	4%	7% *	4%	5%	5%	3%	4%	13% **	5%	7% *	4%	4% *	4%
6	6%	8%	9% N	7% *	7%	6%	3%	4%	7%	- **	4%	5% *	6%	5% *	8%
7	5%	3%	10% N	5% *	3%	6%	7%	4%	5%	- **	4%	3% *	6%	7% *	5%
8	4%	4%	2%	-	4%	3%	6%	7%	5%	4%	4%	3%	3%	2%	4%

YouGov Omnibus

March Madness

US_nat_internal Sample: 14th - 15th March 2019



	March Madness Following					
	Attend one or more games in person	Follow news about the games through social media, TV, etc.	Other	Don't know	Not applicable - I won't be following March Madness	NET: Follow at all
Total	6%	12%	29%	6%	1%	12%
	AN.AU*	AN.AU	**	AU*		AN.AU
	23%	15%	10%	-	1%	12%
	AM.AT.AU.AV*	AT.AU	**	*		AT.AU
10 - Very exciting	13%	25%	37%	19%	7%	31%
	AT.AU*	AT.AU.AV	**	AU*		AT.AU
Net: Top 2 Box	18%	48%	52%	29%	7%	43%
	AT.AU*	AT.AU.AV	**	AU*		AT.AU
Net: Bottom 2 Box	52%	10%	6%	20%	34%	81%
	*		**	AN.AO.AP.AQ.AR.N.AO.AP.AQ.AR.F		AM.AP.AR

HYM_q6rb_4. NBA Finals (rebased)

Unweighted base	1156	51	198	15	45	681	430
Base	1160	51	205	15	45	667	449
1 - Not exciting at all	46%	2%	12%	19%	32%	68%	15%
	*	AQ	**	I.AO.AP.AQ.AR.N.AO.AP.AQ.AR.F		AP.AQ	
2	4%	-	2%	13%	6%	6%	2%
	*		**	*	AM.AR.AV		
3	4%	13%	4%	6%	8%	3%	5%
	AN.AO.AP.AR.AU.AV*		**	*			AP
4	4%	-	4%	-	7%	2%	6%
	*		**	*			AM.AU
5	6%	-	8%	13%	8%	4%	7%
	*	AM.AN.AQ	**	AN*			AM.AN.AQ
6	5%	4%	10%	22%	4%	3%	8%
	*	AN.AP.AU	**	*			AN.AU
7	6%	6%	9%	-	13%	4%	8%
	*	AU	**	AU*			AU
8	6%	16%	10%	12%	9%	3%	10%
	AU*	AU	**	*			AU
9	6%	13%	13%	-	6%	3%	11%
	AU*	AU	**	*			AU
10 - Very exciting	13%	46%	30%	15%	7%	4%	27%
	I.AP.AR.AT.AU.A	AT.AU	**	*			AT.AU
Net: Top 2 Box	19%	59%	43%	15%	13%	6%	39%
	I.AP.AR.AT.AU.A	AT.AU	**	*			AT.AU
Net: Bottom 2 Box	51%	2%	13%	32%	38%	74%	17%
	*	AQ	**	AN.AO.AP.AQ.AR.N.AO.AP.AQ.AR.F		AO.AQ.AR	

HYM_q6rb_5. Masters Tournament (Golf) (rebased)

Unweighted base	1137	51	196	14	43	669	425
Base	1143	51	203	14	43	656	444
1 - Not exciting at all	56%	16%	30%	39%	48%	72%	33%
	*	AQ	**	AN.AQ.AR*	N.AO.AP.AQ.AR.F		AQ
2	7%	3%	6%	7%	9%	7%	6%
	*		**	*			
3	5%	3%	8%	-	2%	4%	6%
	*	AU	**	*			
4	4%	8%	6%	-	6%	3%	5%
	*		**	*			
5	5%	2%	6%	14%	15%	3%	6%
	*	AU	**	AN.AP.AQ.AU.AV*			AU
6	6%	15%	10%	8%	6%	3%	10%
	AU*	AU	**	*			AU
7	5%	10%	9%	12%	7%	2%	9%
	AU*	AU	**	*			AM.AU
8	4%	11%	7%	6%	4%	2%	8%

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
		B		**				*	**	**					Q
9	4%	5%	2%	3%	5%	2%	4%	4%	-	-	6%	2%	4%	4%	4%
		B		**				*	**	**					K
10 - Very exciting	6%	7%	5%	-	5%	5%	7%	12%	-	-	5%	6%	6%	6%	7%
		B		**				D,E*	**	**					Q
Net: Top 2 Box	9%	12%	7%	3%	9%	7%	10%	17%	-	-	10%	8%	10%	10%	11%
		B		**				E*	**	**					Q
Net: Bottom 2 Box	62%	57%	68%	43%	60%	70%	64%	54%	-	-	63%	67%	60%	62%	64%
		A		**				*	**	**					P

HYM_q6rb_6. MLB All-Star game (rebased)

Unweighted base	1148	516	632	28	353	303	377	86	1	-	209	274	422	243	790
Base	1153	574	580	33	351	287	391	89	2	-	201	244	434	275	789
1 - Not exciting at all	44%	37%	50%	23%	41%	45%	45%	52%	-	-	40%	51%	44%	39%	46%
		A		**				*	**	**					P
2	6%	6%	6%	3%	5%	7%	8%	1%	-	-	2%	5%	8%	7%	6%
				**				G	**	**					J
3	5%	6%	5%	8%	6%	7%	4%	2%	100%	-	5%	5%	6%	5%	6%
				**				*	**	**					P
4	5%	6%	4%	8%	6%	6%	4%	1%	-	-	6%	6%	3%	6%	5%
				**				*	**	**					P
5	9%	10%	7%	5%	8%	7%	9%	12%	-	-	11%	8%	9%	7%	9%
				**				*	**	**					P
6	7%	7%	6%	-	6%	6%	8%	4%	-	-	7%	5%	5%	9%	6%
				**				*	**	**					P
7	5%	6%	3%	12%	6%	4%	4%	1%	-	-	6%	3%	4%	6%	5%
				**				*	**	**					P
8	6%	8%	5%	12%	7%	4%	6%	11%	-	-	6%	5%	7%	5%	5%
				**				E*	**	**					P
9	5%	4%	5%	16%	7%	2%	3%	6%	-	-	4%	2%	5%	7%	5%
				**	E,F			*	**	**					K
10 - Very exciting	9%	11%	8%	13%	8%	11%	9%	10%	-	-	14%	8%	8%	8%	7%
				**				*	**	**					P
Net: Top 2 Box	14%	15%	13%	29%	15%	14%	12%	16%	-	-	17%	11%	14%	15%	12%
				**				*	**	**					P
Net: Bottom 2 Box	50%	43%	56%	25%	46%	52%	53%	54%	-	-	42%	56%	52%	46%	52%
				**				*	**	**					P

HYM_q6rb_7. NBA All-Star game (rebased)

Unweighted base	1148	514	634	27	354	301	376	89	1	-	212	269	425	242	786
Base	1156	573	583	33	354	285	390	91	2	-	203	239	438	275	766
1 - Not exciting at all	50%	46%	54%	31%	39%	52%	56%	67%	100%	-	50%	61%	49%	43%	60%
				**				D	**	**					O,P,Q
2	7%	6%	7%	-	6%	8%	7%	5%	-	-	4%		7%	9%	7%
				**				*	**	**					J
3	5%	5%	5%	9%	5%	5%	5%	2%	-	-	4%	4%	5%	5%	4%
				**				*	**	**					P
4	5%	6%	3%	3%	5%	5%	5%	2%	-	-	4%	4%	5%	6%	4%
				**				*	**	**					P
5	7%	9%	6%	-	7%	8%	8%	7%	-	-	10%	6%	9%	4%	7%
				**				*	**	**					M
6	5%	5%	5%	11%	6%	3%	5%	3%	-	-	4%	4%	4%	7%	3%
				**	E			*	**	**					P
7	5%	4%	5%	3%	7%	5%	2%	5%	-	-	5%	4%	4%	5%	4%
				**	F			*	**	**					P
8	5%	5%	4%	24%	7%	2%	4%	2%	-	-	5%	5%	4%	6%	3%
				**	E,F,G			*	**	**					P

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
				*						**		*		*	
9	4%	6%	1%	6%	3%	3%	5%	7%	5%	13%	1%	6%	1%	6%	5%
10 - Very exciting	6%	5%	4%	-	7%	4%	6%	5%	8%	-	5%	2%	5%	3%	5%
Net: Top 2 Box	9%	11%	5%	6%	10%	7%	11%	13%	12%	13%	6%	7%	6%	9%	11%
Net: Bottom 2 Box	62%	58%	57%	65%	62%	65%	61%	59%	57%	63%	72%	59%	67%	64%	59%

HYM_q6rb_6. MLB All-Star game (rebased)

Unweighted base	1148	134	146	78	433	392	204	119	546	30	130	58	323	61	278
Base	1153	137	173	75	458	363	211	121	551	29	128	56	323	67	271
1 - Not exciting at all	44%	43%	34%	46%	43%	43%	45%	43%	40%	25%	53%	53%	46%	43%	32%
2	6%	6%	6%	4%	5%	4%	10%	10%	7%	14%	7%	-	5%	3%	7%
3	5%	4%	5%	7%	5%	6%	6%	5%	6%	4%	4%	8%	5%	5%	6%
4	5%	3%	7%	2%	4%	6%	3%	8%	4%	6%	2%	7%	7%	3%	6%
5	9%	8%	7%	11%	8%	9%	7%	10%	9%	11%	6%	8%	9%	6%	9%
6	7%	3%	11%	9%	6%	7%	7%	6%	8%	10%	6%	7%	6%	3%	10%
7	5%	5%	4%	7%	6%	4%	5%	4%	4%	-	3%	3%	7%	7%	4%
8	6%	9%	8%	6%	5%	10%	3%	5%	7%	-	8%	3%	6%	5%	8%
9	5%	4%	4%	5%	6%	3%	5%	5%	6%	13%	5%	2%	3%	5%	7%
10 - Very exciting	9%	15%	15%	4%	12%	8%	9%	5%	9%	18%	6%	10%	7%	20%	13%
Net: Top 2 Box	14%	20%	19%	9%	18%	11%	13%	10%	15%	31%	11%	11%	10%	26%	20%
Net: Bottom 2 Box	50%	49%	40%	49%	48%	47%	55%	53%	47%	38%	60%	53%	51%	45%	38%

HYM_q6rb_7. NBA All-Star game (rebased)

Unweighted base	1148	134	149	79	433	389	206	120	549	30	128	58	323	60	278
Base	1156	137	177	77	460	360	214	122	554	29	126	56	325	66	272
1 - Not exciting at all	50%	27%	30%	41%	49%	53%	49%	47%	52%	33%	59%	56%	46%	41%	41%
2	7%	4%	5%	7%	5%	7%	10%	9%	8%	10%	6%	11%	5%	4%	5%
3	5%	1%	10%	9%	5%	5%	5%	2%	4%	7%	5%	8%	6%	4%	6%
4	5%	1%	9%	5%	4%	5%	2%	10%	4%	10%	5%	5%	3%	12%	7%
5	7%	13%	6%	10%	6%	8%	8%	10%	7%	3%	9%	6%	8%	5%	4%
6	5%	5%	9%	9%	6%	4%	4%	3%	5%	4%	5%	3%	6%	1%	7%
7	5%	5%	7%	2%	4%	4%	7%	2%	5%	7%	1%	3%	6%	1%	6%
8	5%	9%	8%	5%	5%	5%	4%	4%	5%	2%	3%	1%	7%	3%	6%

YouGov Omnibus March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	r the age of 18						Income				Type of Area Lived in				Watch games on TV (e.g., live, replays, etc.)	Listen to games on the radio	Stream games online	Check scores online
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other								
					AE	AD,AE													
9	4%	3%	2%	4%	4%	6%	2%	7%	3%	1%	-	8%	AU	AU*	AU*	AU	8%		
10 - Very exciting	6%	6%	3%	10%	5%	6%	5%	5%	7%	4%	-	12%	AU	AU,AV*	AU*	AU	8%		
Net: Top 2 Box	9%	9%	6%	14%	10%	12%	7%	12%	10%	5%	-	20%	AT,AU	AT,AU*	AT,AU*	AT,AU	22%		
Net: Bottom 2 Box	62%	64%	69%	65%	59%	53%	64%	59%	62%	70%	-	42%	AT,AU	AM,AR,AT,AU,AV*	AT,AU*	AT,AU	38%		
			AF,AG	AG					AI,AJ		**	AQ		*	AQ*	AQ			
HYM_q6rb_6. MLB All-Star game (rebased)																			
Unweighted base	1148	870	324	205	299	183	137	381	529	237	1	260		60	87	177			
Base	1153	882	327	203	301	184	138	397	517	238	1	271		62	92	179			
1 - Not exciting at all	44%	47%	47%	47%	40%	35%	49%	38%	45%	50%	-	23%	AN,AQ,AR	10%	18%	18%			
		AB	AG	AG			AG		AI	AI	**		*	AQ*	AQ				
2	6%	6%	4%	8%	5%	7%	7%	6%	5%	7%	-	6%		4%	3%	7%			
											**		*	*	*				
3	5%	5%	4%	4%	6%	9%	5%	5%	6%	4%	-	7%		9%	6%	7%			
						AE					**		*	*	*				
4	5%	5%	4%	5%	5%	5%	7%	4%	6%	5%	-	5%		3%	2%	7%			
											**		*	*	AO				
5	9%	9%	8%	7%	10%	9%	10%	7%	9%	11%	-	12%		7%	8%	12%			
											**	AU	*	*	*				
6	7%	5%	5%	7%	6%	9%	7%	7%	7%	5%	-	8%		8%	16%	8%			
											**	AU	*	M,AP,AQ,AT,AU,AV*					
7	5%	5%	5%	4%	4%	6%	5%	5%	5%	4%	-	8%		10%	3%	7%			
											**	AU	AT,AU*	*	AU				
8	6%	6%	7%	7%	8%	5%	2%	8%	5%	5%	-	9%		10%	10%	9%			
			AH	AH	AH	AH					**	AU	AU*	AU*	AU				
9	5%	4%	3%	4%	5%	6%	6%	7%	3%	4%	-	6%		11%	12%	10%			
								AJ			**	AU	AU*	AM,AU*	AU				
10 - Very exciting	9%	8%	12%	7%	11%	9%	2%	13%	8%	6%	100%	16%		29%	22%	15%			
			AH	AH	AH	AH		AJ,AK			**	AU	AM,AP,AR,AU,AV*	AU*	AU				
Net: Top 2 Box	14%	12%	16%	12%	16%	15%	8%	20%	11%	9%	100%	22%		40%	34%	25%			
			AH	AH	AH			AJ,AK			**	AU	M,AP,AR,AT,AU,AV*	AM,AR,AU,AV*	AU				
Net: Bottom 2 Box	50%	53%	52%	55%	46%	42%	56%	44%	51%	57%	-	29%		14%	21%	25%			
		AB	AG				AG		AI		**	AN,AQ	*	*	AQ				
HYM_q6rb_7. NBA All-Star game (rebased)																			
Unweighted base	1148	870	325	206	298	182	137	382	528	238	-	259		59	84	178			
Base	1156	883	329	204	300	184	138	400	517	239	-	270		61	90	182			
1 - Not exciting at all	50%	53%	48%	52%	51%	46%	56%	38%	55%	59%	-	23%	AP,AQ	16%	18%	18%			
		AB							AI	AI	**		AQ*	AQ*	AQ				
2	7%	7%	6%	8%	5%	10%	6%	6%	8%	5%	-	6%		8%	2%	7%			
						AF					**		*	*	*				
3	5%	4%	6%	4%	6%	2%	5%	6%	5%	3%	-	6%		-	8%	5%			
			AG		AG						**	AN	*	AN,AQ,AU*					
4	5%	4%	6%	4%	3%	7%	3%	5%	4%	5%	-	5%		3%	5%	6%			
											**		*	*	*				
5	7%	8%	8%	8%	6%	7%	7%	7%	7%	9%	-	10%		11%	8%	10%			
		AB									**	AQ,AU	AQ*	*	AQ				
6	5%	4%	5%	4%	5%	5%	4%	5%	4%	5%	-	7%		10%	7%	7%			
											**	AU	AU*	AU*	AU				
7	5%	4%	3%	4%	7%	5%	1%	5%	4%	5%	-	8%		9%	9%	8%			
					AD,AH	AH					**	AU	AU*	AU*	AU				
8	5%	5%	4%	3%	5%	4%	8%	7%	4%	2%	-	9%		2%	10%	13%			
								AJ,AK			**	AN,AU	*		AN,AU*	AM,AN,AT,AU,AV			

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



		March Madness Following					
Total		Attend one or more games in person	Follow news about the games through social media, TV, etc.	Other	Don't know	Not applicable - I won't be following March Madness	NET: Follow at all
		AU*	AU	**	*		AU
9	4%	17%	7%	-	4%	1%	7%
		AM.AP.AR.AU.AV*	AU	**	*		
10 - Very exciting	6%	15%	11%	13%	-	3%	11%
		AT.AU*	AT.AU	**	*		AT.AU
Net: Top 2 Box	9%	32%	18%	13%	4%	4%	18%
		AM.AR.AT.AU.AV*	AT.AU	**	*		AT.AU
Net: Bottom 2 Box	62%	19%	36%	47%	56%	79%	39%
		*	AQ	**	V.AO.AP.AQ.AR.A.N.AO.AP.AQ.AR.F		AQ

HYM_q6rb_6. MLB All-Star game (rebased)

Unweighted base	1148	50	196	14	44	679	425
Base	1153	50	203	15	44	664	445
1 - Not exciting at all	44%	4%	17%	28%	30%	60%	20%
		*	AQ	**	AN.AQ*	N.AO.AP.AQ.AR.F	AN.AQ
2	6%	7%	8%	7%	14%	5%	7%
		*		**	AO.AU*		
3	5%	7%	6%	-	4%	4%	7%
		*		**	*		
4	5%	2%	7%	10%	10%	5%	5%
		*	AO	**	AO*		
5	9%	7%	10%	12%	15%	7%	10%
		*		**	*		
6	7%	2%	10%	-	2%	5%	10%
		*	AU	**	*		AU
7	5%	9%	9%	13%	-	3%	8%
		AU*	AU	**	*		AU
8	6%	10%	11%	12%	7%	3%	10%
		AU*	AU	**	*		AU
9	5%	15%	8%	-	4%	2%	8%
		AM.AU*	AU	**	*		AM.AU
10 - Very exciting	9%	36%	16%	17%	14%	5%	15%
		AO.AP.AR.AT.AU.	AU	**	AU*		AU
Net: Top 2 Box	14%	52%	24%	17%	19%	7%	24%
		AO.AP.AR.AT.AU.	AU	**	AU*		AU
Net: Bottom 2 Box	50%	11%	25%	36%	43%	65%	27%
		*	AQ	**	V.AO.AP.AQ.AR.A.N.AO.AP.AQ.AR.F		AN.AQ

HYM_q6rb_7. NBA All-Star game (rebased)

Unweighted base	1148	49	196	15	45	677	426
Base	1156	50	204	15	45	664	447
1 - Not exciting at all	50%	2%	20%	35%	28%	71%	22%
		*	AQ	**	AQ*	N.AO.AP.AQ.AR.F	AQ
2	7%	5%	6%	12%	13%	7%	6%
		*		**	AO*		
3	5%	-	6%	-	6%	3%	7%
		*	AN	**	*		AN.AQ.AU
4	5%	2%	4%	7%	13%	4%	5%
		*		**	AM.AQ.AR.AU.AV*		
5	7%	1%	11%	33%	10%	6%	10%
		*	AQ.AU	**	*		AQ.AU
6	5%	2%	6%	6%	8%	3%	8%
		*	AU	**	*		AU
7	5%	19%	8%	-	2%	2%	8%
		V.AP.AR.AT.AU.A	AU	**	*		AU
8	5%	14%	11%	7%	-	2%	9%
		AN.AT.AU*	AN.AT.AU	**	*		AN.AT.AU

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
9	4%	6%	3%	3%	8%	3%	3%	2%	-	-	5%	4%	3%	6%	3%
		B		**	E.F.G			*	**	**					
10 - Very exciting	8%	8%	8%	17%	10%	10%	4%	5%	-	-	10%	4%	8%	9%	4%
				**	F	F		*	**	**	K		K	K	
Net: Top 2 Box	12%	14%	10%	20%	18%	12%	7%	7%	-	-	14%	8%	11%	15%	7%
				**	F.G	F		*	**	**	K			K	
Net: Bottom 2 Box	57%	52%	62%	31%	45%	60%	64%	72%	100%	-	54%	66%	56%	52%	67%
			A	**		D	D	D.E*	**	**	J.LM				O.P.Q

HYM_q6rb_8. Kentucky Derby (rebased)

Unweighted base	1140	514	626	25	347	300	377	90	1	-	207	274	419	240	793
Base	1146	571	575	30	346	285	391	92	2	-	199	244	432	271	771
1 - Not exciting at all	38%	36%	40%	28%	44%	42%	33%	27%	-	-	37%	44%	35%	38%	37%
				**	F.G	F.G		*	**	**	L				
2	6%	5%	6%	-	4%	7%	7%	6%	-	-	3%	4%	7%	5%	5%
				**				*	**	**					
3	7%	9%	5%	16%	5%	5%	8%	4%	100%	-	6%	7%	6%	9%	6%
		B		**				*	**	**					
4	5%	5%	5%	3%	7%	5%	5%	2%	-	-	5%	3%	7%	6%	5%
				**				*	**	**			K		
5	9%	9%	9%	6%	8%	9%	9%	12%	-	-	10%	6%	9%	10%	9%
				**				*	**	**					
6	8%	8%	9%	17%	9%	6%	9%	10%	-	-	8%	9%	8%	9%	9%
				**				*	**	**					
7	5%	5%	5%	7%	5%	4%	5%	8%	-	-	6%	4%	5%	5%	5%
				**				*	**	**					
8	7%	7%	6%	-	8%	6%	6%	8%	-	-	5%	7%	8%	6%	7%
				**				*	**	**					
9	5%	4%	6%	6%	3%	5%	7%	5%	-	-	8%	4%	6%	3%	6%
				**			D	*	**	**	M				
10 - Very exciting	10%	10%	10%	17%	8%	10%	11%	17%	-	-	12%	11%	9%	10%	11%
				**				D*	**	**					
Net: Top 2 Box	15%	14%	17%	23%	11%	15%	17%	22%	-	-	19%	15%	15%	13%	17%
				**			D	D*	**	**					
Net: Bottom 2 Box	44%	42%	45%	28%	48%	49%	40%	33%	-	-	41%	49%	42%	43%	42%
				**	F.G	F.G		*	**	**					

HYM_q6rb_9. Daytona 500 (rebased)

Unweighted base	1134	513	621	26	340	304	375	88	1	-	204	269	422	239	785
Base	1139	568	571	32	338	289	389	90	2	-	195	239	435	270	764
1 - Not exciting at all	48%	42%	54%	30%	47%	53%	47%	44%	-	-	48%	55%	46%	44%	49%
			A	**				*	**	**	LM				
2	7%	6%	7%	7%	6%	8%	6%	7%	-	-	7%	5%	8%	6%	8%
				**				*	**	**					
3	5%	6%	5%	3%	7%	4%	6%	3%	100%	-	4%	4%	7%	5%	5%
				**				*	**	**					
4	4%	5%	3%	12%	4%	5%	3%	4%	-	-	3%	2%	4%	6%	4%
				**				*	**	**				K	
5	7%	7%	7%	4%	6%	7%	7%	11%	-	-	9%	7%	6%	7%	7%
				**				*	**	**					
6	6%	6%	5%	3%	5%	7%	6%	6%	-	-	6%	5%	5%	7%	5%
				**				*	**	**					
7	6%	7%	5%	14%	7%	3%	6%	7%	-	-	4%	6%	6%	7%	5%
				**				*	**	**					
8	5%	6%	4%	14%	5%	3%	4%	6%	-	-	4%	5%	6%	4%	5%
				**				*	**	**					
9	5%	6%	4%	2%	7%	2%	5%	7%	-	-	7%	3%	5%	5%	5%

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
9	4%	15%	3%	3%	5%	3%	4%	7%	4%	9%	2%	2%	6%	6%	7%
		N.P.Q		*						**		*		*	AC
10 - Very exciting	8%	21%	12%	7%	10%	6%	6%	6%	7%	15%	5%	5%	8%	22%	11%
		N.Q	N	*	S					**		*		V.X.Y.Z*	AC
Net: Top 2 Box	12%	35%	15%	11%	16%	9%	10%	13%	11%	24%	7%	7%	13%	28%	18%
		N.P.Q	N	*	S					**		*		V.X.Y.Z*	AC
Net: Bottom 2 Box	57%	31%	35%	48%	54%	60%	59%	56%	60%	42%	65%	67%	50%	45%	46%
				O*					Z	**	Z.AA	Z.AA*		*	

HYM_q6rb_8. Kentucky Derby (rebased)

Unweighted base	1140	129	141	77	427	386	206	121	545	29	131	58	317	60	275
Base	1146	132	167	75	451	357	214	123	550	28	129	56	317	66	269
1 - Not exciting at all	38%	45%	37%	43%	41%	39%	36%	28%	36%	23%	41%	19%	46%	36%	35%
				U	U				Y	**	Y	*	V.Y	*	
2	6%	4%	7%	6%	5%	4%	9%	6%	6%	7%	11%	5%	4%	3%	6%
				*			S		**		V.Z	*		*	AC
3	7%	9%	6%	5%	7%	7%	7%	6%	6%	11%	8%	7%	6%	10%	9%
				*					**			*		*	
4	5%	2%	6%	8%	4%	5%	8%	6%	4%	6%	3%	10%	6%	8%	8%
				*					**			*		*	AC
5	9%	6%	9%	11%	7%	10%	8%	12%	9%	7%	8%	9%	8%	14%	6%
				*					**			*		*	
6	8%	6%	9%	11%	8%	10%	7%	8%	8%	10%	7%	13%	9%	8%	8%
				*					**			*		*	
7	5%	3%	8%	4%	5%	6%	4%	4%	6%	3%	5%	5%	5%	-	6%
				*					**			*		*	
8	7%	7%	7%	3%	6%	6%	7%	10%	8%	10%	4%	3%	5%	9%	8%
				*					**			*		*	
9	5%	3%	3%	4%	5%	5%	5%	8%	6%	6%	5%	11%	3%	3%	7%
				*					**			Z*		*	
10 - Very exciting	10%	13%	9%	5%	13%	8%	8%	12%	11%	16%	8%	17%	9%	10%	9%
				*	S				**			*		*	
Net: Top 2 Box	15%	17%	12%	8%	18%	12%	14%	20%	17%	22%	12%	28%	13%	12%	16%
				*			S		**			V.X.Z.AA*		*	
Net: Bottom 2 Box	44%	49%	44%	50%	46%	43%	44%	34%	42%	30%	52%	24%	49%	38%	40%
				*	U				Y	**	V.Y	*	V.Y	*	

HYM_q6rb_9. Daytona 500 (rebased)

Unweighted base	1134	130	143	76	426	384	205	119	543	28	129	58	315	61	273
Base	1139	133	169	74	449	356	213	122	546	27	126	56	317	67	265
1 - Not exciting at all	48%	50%	41%	49%	44%	47%	52%	55%	45%	48%	57%	42%	52%	40%	42%
				*				R	**		V.AA	*		*	
2	7%	6%	4%	4%	4%	6%	12%	9%	7%	-	7%	6%	7%	4%	10%
				*			R.S	R	**			*		*	AC
3	5%	4%	10%	4%	6%	7%	5%	2%	5%	-	6%	4%	7%	5%	5%
			N	*		U			**			*		*	
4	4%	2%	7%	5%	4%	6%	2%	2%	4%	7%	1%	6%	5%	5%	4%
			*						**			X*	X	*	
5	7%	6%	3%	15%	7%	7%	7%	7%	8%	3%	4%	11%	7%	4%	7%
			N.O.P*						**			X*		*	
6	6%	9%	6%	8%	6%	8%	3%	5%	6%	16%	5%	3%	5%	6%	8%
			*		T				**			*		*	
7	6%	7%	10%	6%	8%	5%	5%	4%	6%	9%	2%	13%	3%	13%	7%
			N	*					**			X.Z*		X.Z*	
8	5%	6%	6%	2%	7%	4%	4%	3%	5%	4%	4%	-	5%	4%	3%
			*						**			*		*	
9	5%	2%	7%	3%	5%	4%	5%	6%	5%	6%	3%	5%	2%	13%	5%

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	r the age of 18						Income				Type of Area Lived in				Watch games on TV (e.g., live, replays, etc.)	Listen to games on the radio	Stream games online	Check scores online
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other								
9	4%	4%	5%	5%	4%	3%	4%	8%	3%	2%	-	8%	23%	11%	10%				
10 - Very exciting	8%	7%	8%	6%	8%	10%	5%	AJ.AK	5%	4%	-	AU	AO.AP.AR.AT.AU	AU*	AU				
Net: Top 2 Box	12%	10%	13%	11%	12%	14%	9%	AJ.AK	8%	7%	-	AU	AU*	AU*	AU				
Net: Bottom 2 Box	57%	60%	54%	60%	55%	56%	62%	AJ.AK	63%	65%	-	AU	M.AP.AR.AT.AU.AV	AU*	AU				
		AB							AI	AI	-	AQ	AQ*	AQ*	AQ				

HYM_q6rb_8. Kentucky Derby (rebased)

Unweighted base	1140	865	322	203	297	181	137	375	526	238	1	257	58	86	179
Base	1146	877	324	201	299	183	138	393	514	238	1	268	60	91	182
1 - Not exciting at all	38%	39%	41%	42%	31%	32%	47%	35%	38%	42%	-	20%	12%	17%	15%
2	6%	6%	6%	5%	7%	4%	4%	6%	5%	6%	-	4%	3%	-	4%
3	7%	6%	8%	5%	7%	7%	5%	6%	8%	5%	-	10%	4%	8%	10%
4	5%	4%	4%	5%	6%	7%	5%	5%	6%	5%	-	5%	8%	4%	6%
5	9%	10%	8%	6%	11%	9%	10%	7%	9%	12%	-	9%	7%	6%	9%
6	8%	9%	7%	10%	7%	8%	13%	11%	7%	7%	-	9%	14%	14%	10%
7	5%	5%	3%	6%	5%	7%	4%	AJ	6%	5%	-	6%	7%	10%	5%
8	7%	6%	5%	4%	9%	11%	4%	4%	7%	7%	-	9%	10%	8%	13%
9	5%	5%	2%	5%	7%	7%	5%	AE	7%	2%	-	8%	7%	9%	10%
10 - Very exciting	10%	11%	13%	12%	10%	8%	4%	AD	9%	9%	-	19%	29%	24%	19%
Net: Top 2 Box	15%	15%	16%	17%	17%	15%	9%	AD	15%	11%	-	27%	36%	33%	29%
Net: Bottom 2 Box	44%	45%	47%	47%	38%	36%	51%	AJ	43%	48%	-	25%	16%	17%	19%
			AF.AG	AF.AG			AF.AG	AK			-	AT.AU	AR.AT.AU.AV*	AT.AU*	AT.AU
								AK			-	AT.AU	AT.AU*	AT.AU*	AT.AU
								AK			-	AT.AU	AT.AU*	AT.AU*	AT.AU
								AK			-	AT.AU	AT.AU*	AT.AU*	AT.AU

HYM_q6rb_9. Daytona 500 (rebased)

Unweighted base	1134	861	318	203	293	183	137	373	523	238	-	256	60	89	177
Base	1139	874	322	201	294	185	138	391	511	238	-	266	61	94	180
1 - Not exciting at all	48%	50%	46%	53%	44%	49%	53%	46%	49%	47%	-	34%	19%	26%	28%
2	7%	6%	4%	5%	10%	7%	8%	7%	7%	7%	-	8%	6%	3%	8%
3	5%	6%	8%	4%	3%	6%	4%	6%	6%	4%	-	5%	5%	7%	6%
4	4%	4%	3%	6%	4%	3%	6%	3%	5%	4%	-	3%	3%	3%	3%
5	7%	7%	7%	6%	8%	6%	7%	6%	7%	7%	-	9%	7%	5%	9%
6	6%	5%	6%	4%	4%	7%	8%	7%	5%	6%	-	7%	9%	6%	8%
7	6%	6%	5%	6%	8%	7%	1%	7%	7%	6%	-	9%	11%	15%	9%
8	5%	5%	5%	4%	6%	4%	4%	7%	3%	4%	-	4%	7%	8%	6%
9	5%	5%	4%	6%	5%	4%	5%	AJ	4%	6%	-	8%	11%	8%	9%
								AJ			-	8%	11%	8%	9%

YouGov Omnibus

March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	March Madness Following					
		Attend one or more games in person	Follow news about the games through social media, TV, etc.	Other	Don't know	Not applicable - I won't be following March Madness	NET: Follow at all
9	4%	18%	11%	-	6%	1%	9%
		AM.AU.AV*	AU	**	AU*		AU
10 - Very exciting	8%	37%	17%	-	15%	2%	16%
		AN.AP.AR.AT.AU.	AU	**	AU*		AU
Net: Top 2 Box	12%	55%	28%	-	21%	3%	25%
		AO.AP.AR.AT.AU.	AU	**	AU*		AU
Net: Bottom 2 Box	57%	7%	26%	47%	41%	77%	28%
		*	AQ	**	AO.AP.AQ*	N.AO.AP.AQ.AR.AV	AQ

HYM_q6rb_8. Kentucky Derby (rebased)

Unweighted base	1140	49	197	15	43	674	423
Base	1146	50	204	15	43	659	443
1 - Not exciting at all	38%	10%	16%	20%	30%	52%	18%
		*		**	AN.AP.AQ.AR*	N.AO.AP.AQ.AR.AT.AV	
2	6%	4%	6%	7%	9%	6%	5%
		AO*	AO	**	AO*	AO	AO
3	7%	3%	12%	12%	14%	4%	9%
		*	AU	**	AU*		AU
4	5%	4%	5%	15%	4%	5%	5%
		*		**	*		
5	9%	7%	9%	7%	7%	9%	10%
		*		**	*		
6	8%	7%	10%	6%	17%	7%	10%
		*		**	AU*		
7	5%	9%	6%	-	7%	4%	7%
		*		**	*		AU
8	7%	24%	10%	11%	2%	4%	11%
		N.AO.AP.AR.AT.AV	AU	**	*		AU
9	5%	15%	9%	-	8%	3%	7%
		AU*	AU	**	*		AU
10 - Very exciting	10%	17%	17%	22%	4%	6%	18%
		AU*	AT.AU	**	*		AT.AU
Net: Top 2 Box	15%	31%	26%	22%	12%	9%	25%
		AT.AU*	AU	**	*		AU
Net: Bottom 2 Box	44%	14%	22%	27%	38%	58%	23%
		*		**	V.AO.AP.AQ.AR.AV	N.AO.AP.AQ.AR.AT.AV	

HYM_q6rb_9. Daytona 500 (rebased)

Unweighted base	1134	51	195	15	42	671	421
Base	1139	51	202	15	42	658	440
1 - Not exciting at all	48%	14%	28%	50%	36%	60%	30%
		*	AQ	**	AQ*	N.AO.AP.AQ.AR.AV	AQ
2	7%	3%	8%	18%	9%	6%	8%
		*		**	*		
3	5%	2%	5%	-	11%	5%	6%
		*		**	*		
4	4%	3%	4%	7%	9%	4%	3%
		*		**	*		
5	7%	6%	10%	13%	6%	6%	9%
		*	AU	**	*		
6	6%	7%	9%	-	4%	4%	8%
		*	AU	**	*		AU
7	6%	11%	10%	-	15%	3%	9%
		AU*	AU	**	AU*		AU
8	5%	16%	5%	11%	2%	4%	7%
		M.AP.AR.AT.AU.AV*		**	*		AM
9	5%	18%	9%	-	5%	2%	9%

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March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
				**	E		E	E*	**	**	K				
10 - Very exciting	8%	9%	7%	11%	5%	9%	10%	4%	-	-	7%	7%	9%	8%	9%
Net: Top 2 Box	13%	15%	11%	13%	13%	11%	15%	11%	-	-	14%	10%	13%	13%	14%
Net: Bottom 2 Box	55%	48%	61%	37%	53%	61%	54%	51%	-	-	55%	61%	54%	51%	56%
			A	**				*	**	**	M			P	
HYM_q6rb_10. NFL Draft (rebased)															
Unweighted base	1154	517	637	28	358	302	376	89	1	-	213	274	426	241	794
Base	1159	574	585	34	356	286	390	91	2	-	204	243	439	273	773
1 - Not exciting at all	49%	45%	54%	26%	43%	50%	53%	67%	100%	-	49%	56%	48%	47%	55%
			A	**			D	D.E.F*	**	**					O.P
2	6%	7%	6%	-	5%	7%	8%	5%	-	-	5%	5%	7%	8%	6%
				**			*	*	**	**					
3	6%	6%	6%	11%	6%	5%	6%	6%	-	-	4%	5%	6%	7%	6%
				**			*	*	**	**					
4	5%	6%	4%	18%	4%	4%	6%	5%	-	-	5%	5%	6%	4%	5%
				**			*	*	**	**					
5	6%	5%	7%	8%	7%	5%	6%	5%	-	-	9%	5%	7%	4%	5%
				**			*	*	**	**	M				
6	6%	7%	5%	10%	8%	6%	4%	1%	-	-	5%	4%	6%	7%	5%
				**	F.G		*	*	**	**					
7	4%	5%	3%	3%	4%	5%	4%	2%	-	-	4%	5%	4%	4%	4%
			B	**			*	*	**	**					
8	7%	8%	5%	5%	10%	7%	4%	3%	-	-	7%	6%	7%	7%	6%
				**	F.G		*	*	**	**					
9	3%	4%	3%	3%	4%	3%	4%	1%	-	-	6%	2%	3%	3%	3%
				**			*	*	**	**	K				
10 - Very exciting	7%	8%	6%	16%	7%	9%	5%	5%	-	-	6%	8%	6%	8%	5%
				**		F	*	*	**	**					
Net: Top 2 Box	10%	12%	9%	19%	12%	12%	9%	6%	-	-	12%	9%	9%	11%	8%
				**		*	*	*	**	**					
Net: Bottom 2 Box	56%	52%	60%	26%	49%	57%	61%	72%	100%	-	54%	61%	55%	55%	61%
			A	**		D	D	D.E*	**	**					O.P
HYM_q6rb_11. Pro-bowl (rebased)															
Unweighted base	1118	508	610	24	339	300	368	86	1	-	206	266	415	231	772
Base	1125	565	561	29	340	285	381	89	2	-	199	237	427	262	753
1 - Not exciting at all	53%	49%	56%	30%	44%	56%	57%	64%	100%	-	52%	57%	51%	52%	56%
			A	**		D	D	D*	**	**					O.P
2	7%	7%	7%	-	5%	7%	10%	3%	-	-	5%	8%	6%	7%	7%
				**		D	*	*	**	**					
3	5%	6%	4%	14%	6%	4%	5%	6%	-	-	4%	5%	7%	5%	5%
				**		*	*	*	**	**					
4	5%	5%	5%	18%	6%	5%	4%	4%	-	-	4%	5%	6%	4%	4%
				**		*	*	*	**	**					
5	7%	8%	7%	6%	7%	9%	7%	6%	-	-	8%	7%	8%	6%	7%
				**		*	*	*	**	**					
6	6%	7%	6%	4%	9%	6%	7%	1%	-	-	9%	6%	6%	6%	6%
				**	G		G	*	**	**					
7	4%	3%	5%	3%	5%	4%	2%	4%	-	-	4%	4%	4%	4%	4%
				**		*	*	*	**	**					
8	5%	4%	5%	7%	6%	3%	4%	5%	-	-	6%	4%	3%	6%	4%
				**		*	*	*	**	**					
9	3%	4%	2%	-	7%	2%	2%	2%	-	-	1%	0%	5%	4%	3%
		B	**	**	E.F		*	*	**	**			J.K	K	

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March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	r the age of 18						Income				Type of Area Lived in				Watch games on TV (e.g., live, replays, etc.)	Listen to games on the radio	Stream games online	Check scores online
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other								
10 - Very exciting	8%	7%	11%	7%	7%	7%	4%	9%	7%	10%	-	**	AU	AU*	AU*	AU			
Net: Top 2 Box	13%	12%	15%	13%	13%	11%	9%	13%	11%	15%	-	**	AU	AR,AT,AU,AV*	AR,AT,AU*	AU			
Net: Bottom 2 Box	55%	55%	50%	57%	55%	56%	61%	53%	56%	54%	-	**	AU	M,AR,AR,AT,AU,AV*	AT,AU*	AU			
							AD				-	**	AN,AO,AQ	*	*	AQ			
HYM_q6rb_10. NFL Draft (rebased)																			
Unweighted base	1154	877	321	208	300	185	140	380	534	240	-	-	258	59	87	176			
Base	1159	888	324	206	302	187	140	397	522	240	-	-	270	61	92	179			
1 - Not exciting at all	49%	53%	52%	52%	45%	48%	51%	41%	52%	57%	-	-	22%	15%	16%	21%			
		AB							AI	AI	**	-	AQ,AR	*	*	AQ			
2	6%	6%	4%	9%	6%	6%	10%	4%	8%	6%	-	-	7%	3%	6%	6%			
				AD			AD		AI		**	-	*	*	*				
3	6%	6%	6%	6%	5%	7%	6%	5%	7%	5%	-	-	8%	7%	6%	7%			
											**	-	*	*	*				
4	5%	5%	4%	4%	7%	4%	8%	4%	7%	4%	-	-	5%	4%	5%	7%			
							AD				**	-	*	*	*				
5	6%	6%	7%	8%	3%	7%	8%	8%	4%	7%	-	-	6%	4%	11%	6%			
			AF	AF		AF	AF	AJ			**	-	*	AP,AU*					
6	6%	5%	6%	4%	8%	5%	6%	6%	5%	7%	-	-	10%	6%	10%	9%			
											**	-	AU	*	AU*	AU			
7	4%	3%	4%	2%	5%	6%	3%	6%	4%	2%	-	-	8%	8%	6%	7%			
											**	-	AU	AU*	*	AU			
8	7%	5%	9%	3%	9%	7%	2%	9%	5%	7%	-	-	12%	12%	13%	17%			
			AE,AH		AE,AH	AH					**	-	AT,AU	AT,AU*	AT,AU*	AT,AU			
9	3%	3%	2%	5%	4%	4%	2%	6%	3%	1%	-	-	8%	8%	7%	9%			
								AJ,AK			**	-	AU	AU*	AU*	AU			
10 - Very exciting	7%	6%	7%	7%	8%	5%	6%	11%	5%	5%	-	-	14%	32%	19%	12%			
								AJ,AK			**	-	AU	M,AP,AR,AT,AU,A*	AU*	AU			
Net: Top 2 Box	10%	9%	10%	12%	12%	9%	8%	16%	8%	6%	-	-	22%	40%	26%	21%			
								AJ,AK			**	-	AT,AU	M,AP,AR,AT,AU,A*	AT,AU*	AU			
Net: Bottom 2 Box	56%	60%	56%	61%	51%	54%	61%	46%	60%	63%	-	-	30%	18%	23%	27%			
		AB		AF				AI	AI	AI	**	-	AQ,AR	*	AQ*	AQ			
HYM_q6rb_11. Pro-bowl (rebased)																			
Unweighted base	1118	847	311	205	288	180	134	364	521	232	1	1	258	60	87	177			
Base	1125	859	313	203	291	182	135	383	509	232	1	1	268	62	92	179			
1 - Not exciting at all	53%	57%	51%	58%	47%	54%	58%	46%	57%	55%	-	-	31%	23%	27%	26%			
		AB		AF			AF		AI	AI	**	-	AQ	AQ*	AQ*	AQ			
2	7%	7%	5%	9%	7%	10%	3%	5%	8%	6%	-	-	13%	4%	11%	10%			
						AD,AH					**	-	AU,AV	*	AU*	AU			
3	5%	5%	6%	3%	7%	4%	7%	5%	6%	4%	-	-	6%	3%	3%	7%			
					AE	AE	AE				**	-	*	*	*				
4	5%	4%	5%	4%	5%	6%	6%	5%	4%	6%	-	-	3%	6%	5%	3%			
											**	-	*	*	*				
5	7%	7%	7%	5%	10%	5%	10%	7%	7%	8%	-	-	11%	9%	7%	8%			
					AE,AG						**	-	AU	*	*				
6	6%	5%	7%	8%	6%	6%	5%	7%	5%	9%	-	-	6%	3%	11%	9%			
									AJ		**	-	*	AU*	AU				
7	4%	4%	5%	4%	3%	3%	3%	4%	4%	2%	-	-	6%	8%	4%	6%			
											**	-	AU	AU*	*	AU			
8	5%	5%	5%	3%	5%	5%	4%	7%	4%	3%	-	-	7%	9%	5%	7%			
											**	-	AU	AU*	*	AU			
9	3%	2%	3%	3%	4%	4%	2%	6%	1%	3%	-	-	6%	19%	9%	10%			
								AJ			**	-	AU	M,AP,AR,AT,AU,A*	AU*	AU			

YouGov Omnibus

March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	March Madness Following					NET: Follow at all
		Attend one or more games in person	Follow news about the games through social media, TV, etc.	Other	Don't know	Not applicable - I won't be following March Madness	
		AM.AR.AU.AV*	AU	**	*		AU
10 - Very exciting	8%	20%	10%	-	4%	5%	12%
		AT.AU*	AU	**	*		AU
Net: Top 2 Box	13%	38%	19%	-	9%	8%	21%
		M.AP.AR.AT.AU.AV	AU	**	*		AU
Net: Bottom 2 Box	55%	17%	36%	69%	45%	66%	38%
		*	AQ	**	AN.AQ*	N.AO.AP.AQ.AR.F	AN.AQ

HYM_q6rb_10. NFL Draft (rebased)

Unweighted base	1154	51	194	15	45	686	423
Base	1159	51	202	15	45	671	444
1 - Not exciting at all	49%	6%	17%	41%	41%	69%	21%
		*	AQ	**	AN.AO.AP.AQ.AR.N.AO.AP.AQ.AR.F		AQ
2	6%	3%	6%	-	4%	7%	6%
		*		**	*		
3	6%	3%	7%	6%	13%	4%	7%
		*		**	AU*		
4	5%	3%	5%	24%	6%	5%	6%
		*		**	*		
5	6%	5%	8%	15%	18%	4%	8%
		*		**	AM.AN.AP.AU.AV*		AU
6	6%	7%	10%	7%	4%	3%	11%
		*	AU	**	*		AU
7	4%	7%	9%	-	6%	2%	7%
		*	AU	**	*		AU
8	7%	21%	16%	-	-	2%	14%
		AT.AU*	AT.AU	**	*		AT.AU
9	3%	19%	8%	-	2%	1%	7%
		AO.AP.AR.AT.AU	AU	**	*		AU
10 - Very exciting	7%	26%	14%	5%	6%	2%	14%
		M.AP.AR.AT.AU.AV	AU	**	*		AU
Net: Top 2 Box	10%	44%	22%	5%	8%	4%	21%
		AO.AP.AR.AT.AU	AT.AU	**	*		AU
Net: Bottom 2 Box	56%	9%	23%	41%	45%	76%	27%
		*	AQ	**	V.AO.AP.AQ.AR.A.N.AO.AP.AQ.AR.F		AQ

HYM_q6rb_11. Pro-bowl (rebased)

Unweighted base	1118	51	193	12	44	658	416
Base	1125	51	201	13	44	645	436
1 - Not exciting at all	53%	6%	27%	37%	36%	70%	29%
		*	AQ	**	AQ*	N.AO.AP.AQ.AR.F	AQ
2	7%	6%	10%	17%	6%	5%	9%
		*	AU	**	*		AU
3	5%	4%	9%	-	10%	5%	6%
		*	AM.AO.AU.AV	**	*		
4	5%	7%	3%	13%	11%	5%	5%
		*		**	AM.AP.AR*		AM
5	7%	12%	7%	-	16%	6%	9%
		*		**	AU*		AU
6	6%	5%	9%	7%	16%	4%	8%
		*	AU	**	AM.AN.AU*		AM.AU
7	4%	7%	6%	-	-	2%	6%
		AU*	AU	**	*		AU
8	5%	14%	9%	8%	-	2%	9%
		AO.AT.AU*	AU	**	*		AU
9	3%	20%	8%	-	4%	1%	7%
		AO.AP.AR.AT.AU	AU	**	AU*		AU

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
10 - Very exciting	5%	7%	4%	19%	6%	5%	3%	5%	-	-	7%	5%	5%	5%	4%
		B		**				*	**	**					
Net: Top 2 Box	8%	11%	6%	19%	13%	7%	5%	7%	-	-	8%	5%	10%	9%	6%
		B		**	E,F			*	**	**			K		
Net: Bottom 2 Box	59%	56%	63%	30%	49%	63%	66%	67%	100%	-	58%	65%	57%	59%	63%
		A		**		D	D	D*	**	**					O,P

HYM_q7. Regardless of the current rules of the NBA, when do you think basketball players should be able to enter the NBA?
Please select the option that best applies.

Unweighted base	1208	529	679	32	385	315	383	92	1	-	225	287	444	252	823
Base: All US adults	1208	587	621	37	381	298	397	94	2	-	214	254	455	285	798
At any age	12%	15%	9%	5%	13%	14%	9%	7%	-	-	12%	11%	10%	15%	11%
		B		**				*	**	**				L	
As soon as they turn 18 years old	25%	29%	21%	37%	28%	27%	21%	17%	-	-	22%	25%	23%	29%	25%
		B		**	F,G	F,G		*	**	**					
After they have spent at least a year playing at the college / university level	18%	15%	20%	32%	21%	13%	17%	21%	-	-	19%	13%	20%	18%	14%
			A	**	E			*	**	**	K		K		
After they have graduated from college	26%	25%	28%	10%	20%	28%	30%	35%	100%	-	26%	31%	29%	19%	30%
				**		D	D	D*	**	**			M	M	O,P
Don't know	19%	16%	23%	15%	18%	17%	23%	20%	-	-	21%	21%	19%	18%	21%
			A	**				*	**	**					Q

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA, AB/AC, AD/AE/AF/AG/AH, AI/AJ/AK/AL, AM/AN/AO/API/AQ/AR/AS/AT/AU/AV, Minimum Base: 30 (**), Small Base: 10

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
10 - Very exciting	5%	13%	6%	4%	7%	4%	4%	4%	5%	9%	1%	3%	5%	15%	8%
		N		*					X	**		*	X	V.X.Z*	AC
Net: Top 2 Box	8%	20%	10%	4%	11%	6%	6%	8%	9%	22%	2%	3%	8%	18%	14%
		N.P.Q		*	S.T				X	**		*	X	V.X.Y.Z*	AC
Net: Bottom 2 Box	59%	47%	48%	65%	55%	59%	64%	66%	60%	45%	70%	64%	57%	50%	45%
				O.P*			R	R		**	V.Z.AA	*		*	

HYM_q7. Regardless of the current rules of the NBA, when do you think basketball players should be able to enter the NBA?
Please select the option that best applies.

	Unweighted base														
	1208	141	163	81	464	407	213	124	562	32	137	59	356	62	288
Base: All US adults	1208	143	189	78	487	375	220	126	566	30	134	57	354	68	281
At any age	12%	8%	14%	19%	10%	12%	13%	13%	12%	24%	6%	3%	12%	14%	16%
				N.O*					Y	**	*	*	Y	Y*	AC
As soon as they turn 18 years old	25%	25%	26%	24%	22%	25%	27%	29%	25%	18%	26%	17%	26%	23%	31%
				*						**	*	*	*	*	AC
After they have spent at least a year playing at the college / university level	18%	31%	27%	16%	22%	16%	16%	10%	16%	12%	13%	31%	22%	18%	16%
		N.Q	N	*	S.U					**		V.X*	V.X	*	
After they have graduated from college	26%	18%	17%	31%	22%	26%	33%	31%	31%	21%	27%	29%	18%	33%	24%
				O.P*			R	R	Z	**	Z	*	*	Z*	
Don't know	19%	17%	17%	10%	23%	21%	11%	16%	16%	25%	28%	20%	22%	11%	14%
				*	T	T				**	V.AA	*	V	*	

Cell Contents (Col0 (*))

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	Total	r the age of 18					Income					Type of Area Lived in				Watch games on TV (e.g., live, replays, etc.)	Listen to games on the radio	Stream games online	Check scores online
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other								
10 - Very exciting	5%	4%	7%	4%	7%	4%	3%	7%	4%	4%	100%	11%	17%	19%	13%				
Net: Top 2 Box	8%	7%	10%	6%	11%	7%	5%	13%	5%	7%	100%	AT.AU	AT.AU*	AM.AR.AT.AU.AV*	AT.AU				
Net: Bottom 2 Box	59%	64%	56%	67%	53%	64%	61%	51%	65%	60%	-	AT.AU	M.AP.AR.AT.AU.A*	AM.AR.AT.AU.AV*	AT.AU				
		AB		AD.AF		AF		AI		AI	**	AN.AP.AQ.AR.AV	AQ*	AQ*	AQ				

HYM_q7. Regardless of the current rules of the NBA, when do you think basketball players should be able to enter the NBA? Please select the option that best applies.

Unweighted base	1208	920	350	217	302	188	151	397	557	253	1	262	62	91	186
Base: All US adults	1208	928	350	214	304	189	150	413	543	252	1	273	64	95	189
At any age	12%	10%	11%	9%	14%	15%	9%	14%	11%	10%	-	13%	16%	18%	16%
						AE					**	*	AU*	AU	
As soon as they turn 18 years old	25%	23%	22%	25%	24%	29%	27%	27%	25%	21%	-	26%	21%	41%	29%
											**	*	AN.AP.AQ.AT.AU.AV*		
After they have spent at least a year playing at the college / university level	18%	18%	21%	17%	20%	12%	13%	21%	18%	12%	-	27%	26%	20%	23%
			AG		AG			AK			**	AU	AU*	*	AU
After they have graduated from college	26%	27%	22%	25%	30%	30%	27%	26%	24%	33%	-	29%	33%	17%	28%
			AD		AD			AJ			**	AO	AO*	*	AO
Don't know	19%	21%	24%	25%	12%	13%	24%	12%	23%	23%	100%	6%	4%	4%	4%
		AB	AF.AG	AF.AG		AF.AG		AI		AI	**	AR	*	*	

Cell Contents (Col

YouGov Omnibus
March Madness

US_nat_internal Sample: 14th - 15th March 2019



	March Madness Following						
	Total	Attend one or more games in person	Follow news about the games through social media, TV, etc.	Other	Don't know	Not applicable - I won't be following March Madness	NET: Follow at all
10 - Very exciting	5%	18%	11%	20%	-	1%	11%
		AT.AU*	AT.AU	**	*		AT.AU
Net: Top 2 Box	8%	38%	19%	20%	4%	2%	19%
		M.AP.AR.AT.AU.A	AT.AU	**	*		AT.AU
Net: Bottom 2 Box	59%	12%	37%	53%	42%	75%	38%
		*	AQ	**	AQ*	N.AO.AP.AQ.AR.f	AQ

HYM_q7. Regardless of the current rules of the NBA, when do you think basketball players should be able to enter the NBA? Please select the option that best applies.

	Unweighted base	1208	52	199	15	49	721	438
Base: All US adults		1208	52	206	15	48	702	458
At any age	12%	16%	*	15%	**	11%	*	10%
As soon as they turn 18 years old	25%	28%	*	34%	**	49%	*	15%
				AM.AT.AU				23%
After they have spent at least a year playing at the college / university level	18%	28%	AU*	23%	AU	6%	**	14%
								13%
After they have graduated from college	26%	28%	*	25%	**	29%	34%	26%
								26%
Don't know	19%	2%	*	3%	**	9%	26%	28%
								5%
							AN.AO.AP.AQ.AR	AN.AO.AP.AQ.AR
								AR

Cell Contents (Col