## YouGov Survey: Soccer and Ballon d'Or

$\begin{array}{ll}\text { Sample } & 1000 \text { U.S. Adult Citizens } \\ \text { Conducted } & \text { October 19-21, 2023 } \\ \text { Margin of Error } & \pm 3.9 \%\end{array}$

1. Do you have a favorable or an unfavorable opinion of the following people?

|  | Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | Don't know |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Lionel Messi | 19\% | 20\% | 2\% | 1\% | 57\% |
| Erling Haaland | 6\% | 9\% | 3\% | 2\% | 81\% |
| Kevin De Bruyne | 6\% | 9\% | 3\% | 2\% | 80\% |
| Kylian Mbappé | 9\% | 9\% | 4\% | 3\% | 76\% |
| Aitana Bonmati | 3\% | 9\% | 3\% | 3\% | 83\% |
| Olga Carmona | 3\% | 7\% | 4\% | 2\% | 84\% |
| Mary Earps | 4\% | 7\% | 4\% | 3\% | 82\% |
| Sam Kerr | 5\% | 8\% | 3\% | 2\% | 82\% |
| 2. How interested, if at all, are you in professional soccer? |  |  |  |  |  |
| Very interested ......................................................................7\% |  |  |  |  |  |
| Fairly interested .................................................................. 16. 16. |  |  |  |  |  |
| Not very interested .................................................................. 17\% |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

3. How much have you heard about the Ballon d'Or, an annual award given to the world's best player in each of men's and women's soccer?

A lot 9\%
A little 16\%

4. Which of the following soccer players do you think should win the Ballon d'Or for men's soccer when it is next awarded on October 30?

Lionel Messi ........................................................................................ 17\%

Kevin De Bruyne ...............................................................................2\%
Kylian Mbappé .................................................................................... $5 \%$

Not sure .......................................................................................... $72 \%$

## YouGov Survey: Soccer and Ballon d'Or

5. Which of the following soccer players do you think should win the Ballon d'Or for women's soccer when it is next awarded on October 30?

Aitana Bonmati ......................................................................................... 4\% 4 .
Olga Carmona ............................................................................................ $4 \%$

Sam Kerr .................................................................................................... $2 \%$ 2\%

Not sure .........................................................................................................................

Interviewing Dates October 19-21, 2023
Target population U.S. Citizens, aged 18 and over.

| Sampling method | Respondents were selected from <br> ing sample matching. A random <br> race, education, geographic regi <br> lected from the 2019 American C |
| :--- | :--- |
| Weighting | The sample was weighted according <br> 2020 election turnout and Presid <br> cation, and current voter registra <br> targets come from the 2019 Ame <br> party identification is the respond <br> to November 1, 2022, and is we <br> at that time (33\% Democratic, 31 <br> from 0.063 to 5.639, with a mean <br> 0.761. |
| Number of respondents | 1000 |
| Margin of error | $\pm .9 \%$ (adjusted for weighting) |
| Survey mode | Web-based interviews |

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1A. Favorability of Soccer Players - Lionel Messi
Do you have a favorable or an unfavorable opinion of the following people?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 19\% | 24\% | 14\% | 35\% | 26\% | 9\% | 8\% | 17\% | 20\% | 28\% | 11\% |
| Somewhat favorable | 20\% | 23\% | 17\% | 31\% | 24\% | 14\% | 15\% | 18\% | 18\% | 30\% | 29\% |
| Somewhat unfavorable | 2\% | 4\% | 1\% | 3\% | 5\% | 2\% | 0\% | 1\% | 5\% | 4\% | 7\% |
| Very unfavorable | 1\% | 2\% | 1\% | 0\% | 3\% | 2\% | 0\% | 1\% | 2\% | 2\% | 3\% |
| Don't know | 57\% | 47\% | 67\% | 31\% | 43\% | 72\% | 77\% | 63\% | 54\% | 37\% | 51\% |
| Totals | 99\% | 100\% | 100\% | 100\% | 101\% | 99\% | 100\% | 100\% | 99\% | 101\% | 101\% |
| Unweighted N | (997) | (439) | (558) | (132) | (215) | (427) | (223) | (639) | (102) | (147) | (109) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 19\% | 23\% | 12\% | 21\% | 20\% | 16\% | 13\% | 24\% | 20\% | 28\% | 10\% | 20\% | 18\% |
| Somewhat favorable | 20\% | 22\% | 21\% | 17\% | 22\% | 15\% | 17\% | 19\% | 28\% | 21\% | 18\% | 23\% | 18\% |
| Somewhat unfavorable | 2\% | 3\% | 3\% | 2\% | 2\% | 4\% | 3\% | 2\% | 4\% | 3\% | 3\% | 2\% | 1\% |
| Very unfavorable | 1\% | 1\% | 2\% | 1\% | 1\% | 2\% | 1\% | 2\% | 0\% | 0\% | 1\% | 2\% | 2\% |
| Don't know | 57\% | 51\% | 62\% | 59\% | 55\% | 63\% | 66\% | 53\% | 48\% | 48\% | 68\% | 54\% | 61\% |
| Totals | 99\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% | 100\% |
| Unweighted N | (997) | (355) | (371) | (271) | (375) | (328) | (402) | (292) | (193) | (163) | (230) | (374) | (230) |

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1B. Favorability of Soccer Players - Erling Haaland
Do you have a favorable or an unfavorable opinion of the following people?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 6\% | 9\% | 3\% | 15\% | 8\% | 3\% | 0\% | 7\% | 5\% | 7\% | 0\% |
| Somewhat favorable | 9\% | 12\% | 6\% | 19\% | 14\% | 3\% | 3\% | 7\% | 12\% | 15\% | 7\% |
| Somewhat unfavorable | 3\% | 3\% | 2\% | 5\% | 4\% | 1\% | 1\% | 1\% | 1\% | 10\% | 2\% |
| Very unfavorable | 2\% | 2\% | 2\% | 3\% | 3\% | 2\% | 1\% | 2\% | 2\% | 1\% | 7\% |
| Don't know | 81\% | 74\% | 86\% | 59\% | 70\% | 92\% | 96\% | 83\% | 80\% | 66\% | 84\% |
| Totals | 101\% | 100\% | 99\% | 101\% | 99\% | 101\% | 101\% | 100\% | 100\% | 99\% | 100\% |
| Unweighted N | (998) | (440) | (558) | (131) | (216) | (427) | (224) | (640) | (102) | (147) | (109) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 6\% | 7\% | 4\% | 6\% | 5\% | 4\% | 4\% | 6\% | 7\% | 13\% | 2\% | 5\% | 7\% |
| Somewhat favorable | 9\% | 13\% | 8\% | 6\% | 8\% | 7\% | 7\% | 11\% | 10\% | 8\% | 7\% | 10\% | 9\% |
| Somewhat unfavorable | 3\% | 3\% | 2\% | 3\% | 2\% | 3\% | 4\% | 2\% | 2\% | 4\% | 3\% | 2\% | 2\% |
| Very unfavorable | 2\% | 2\% | 1\% | 3\% | 1\% | 4\% | 2\% | 3\% | 1\% | 4\% | 0\% | 2\% | 3\% |
| Don't know | 81\% | 74\% | 86\% | 81\% | 84\% | 83\% | 82\% | 79\% | 80\% | 71\% | 88\% | 81\% | 80\% |
| Totals | 101\% | 99\% | 101\% | 99\% | 100\% | 101\% | 99\% | 101\% | 100\% | 100\% | 100\% | 100\% | 101\% |
| Unweighted N | (998) | (355) | (372) | (271) | (375) | (329) | (401) | (293) | (194) | (163) | (232) | (374) | (229) |

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1C. Favorability of Soccer Players - Kevin De Bruyne
Do you have a favorable or an unfavorable opinion of the following people?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 6\% | 9\% | 3\% | 19\% | 5\% | 2\% | 0\% | 5\% | 9\% | 10\% | 2\% |
| Somewhat favorable | 9\% | 11\% | 7\% | 14\% | 15\% | 4\% | 4\% | 8\% | 10\% | 13\% | 4\% |
| Somewhat unfavorable | 3\% | 4\% | 1\% | 8\% | 3\% | 1\% | 0\% | 1\% | 5\% | 6\% | 2\% |
| Very unfavorable | 2\% | 4\% | 1\% | 3\% | 5\% | 2\% | 0\% | 1\% | 5\% | 7\% | 6\% |
| Don't know | 80\% | 73\% | 87\% | 56\% | 72\% | 91\% | 96\% | 84\% | 70\% | 64\% | 86\% |
| Totals | 100\% | 101\% | 99\% | 100\% | 100\% | 100\% | 100\% | 99\% | 99\% | 100\% | 100\% |
| Unweighted N | (998) | (440) | (558) | (133) | (216) | (425) | (224) | (641) | (101) | (148) | (108) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 6\% | 7\% | 5\% | 6\% | 7\% | 3\% | 6\% | 7\% | 5\% | 13\% | 1\% | 5\% | 7\% |
| Somewhat favorable | 9\% | 10\% | 7\% | 9\% | 6\% | 8\% | 9\% | 11\% | 9\% | 8\% | 7\% | 11\% | 8\% |
| Somewhat unfavorable | 3\% | 2\% | 3\% | 3\% | 1\% | 2\% | 4\% | 2\% | 2\% | 4\% | 2\% | 3\% | 1\% |
| Very unfavorable | 2\% | 3\% | 2\% | 1\% | 1\% | 3\% | 2\% | 4\% | 2\% | 1\% | 3\% | 3\% | 3\% |
| Don't know | 80\% | 77\% | 83\% | 80\% | 85\% | 83\% | 80\% | 77\% | 82\% | 74\% | 86\% | 79\% | 82\% |
| Totals | 100\% | 99\% | 100\% | 99\% | 100\% | 99\% | 101\% | 101\% | 100\% | 100\% | 99\% | 101\% | 101\% |
| Unweighted N | (998) | (355) | (371) | (272) | (376) | (328) | (402) | (293) | (193) | (163) | (231) | (373) | (231) |

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1D. Favorability of Soccer Players - Kylian Mbappé
Do you have a favorable or an unfavorable opinion of the following people?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | $65+$ | White | Black | Hispanic | Other |
| Very favorable | 9\% | 13\% | 5\% | 18\% | 17\% | 3\% | 0\% | 7\% | 12\% | 17\% | 4\% |
| Somewhat favorable | 9\% | 13\% | 6\% | 15\% | 15\% | 6\% | 3\% | 8\% | 9\% | 15\% | 12\% |
| Somewhat unfavorable | 4\% | 5\% | 3\% | 11\% | 3\% | 2\% | 1\% | 3\% | 8\% | 6\% | 1\% |
| Very unfavorable | 3\% | 3\% | 3\% | 2\% | 5\% | 2\% | 0\% | 2\% | 3\% | 3\% | 7\% |
| Don't know | 76\% | 67\% | 84\% | 53\% | 60\% | 88\% | 96\% | 80\% | 68\% | 59\% | 76\% |
| Totals | 101\% | 101\% | 101\% | 99\% | 100\% | 101\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| Unweighted N | (998) | (440) | (558) | (132) | (215) | (427) | (224) | (640) | (102) | (147) | (109) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 9\% | 10\% | 8\% | 8\% | 7\% | 6\% | 6\% | 9\% | 13\% | 9\% | 5\% | 10\% | 9\% |
| Somewhat favorable | 9\% | 14\% | 6\% | 8\% | 12\% | 6\% | 6\% | 12\% | 12\% | 14\% | 6\% | 10\% | 8\% |
| Somewhat unfavorable | 4\% | 4\% | 4\% | 4\% | 3\% | 3\% | 6\% | 2\% | 5\% | 4\% | 2\% | 4\% | 5\% |
| Very unfavorable | 3\% | 2\% | 2\% | 4\% | 1\% | 5\% | 2\% | 4\% | 2\% | 5\% | 1\% | 2\% | 4\% |
| Don't know | 76\% | 70\% | 80\% | 77\% | 77\% | 80\% | 80\% | 73\% | 68\% | 68\% | 86\% | 74\% | 75\% |
| Totals | 101\% | 100\% | 100\% | 101\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% |
| Unweighted N | (998) | (355) | (372) | (271) | (375) | (329) | (402) | (292) | (194) | (163) | (231) | (374) | (230) |

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1E. Favorability of Soccer Players - Aitana Bonmati
Do you have a favorable or an unfavorable opinion of the following people?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 3\% | 4\% | 1\% | 5\% | 4\% | 1\% | 1\% | 2\% | 1\% | 7\% | 0\% |
| Somewhat favorable | 9\% | 11\% | 6\% | 20\% | 11\% | 3\% | 2\% | 6\% | 12\% | 16\% | 8\% |
| Somewhat unfavorable | 3\% | 5\% | 2\% | 10\% | 4\% | 1\% | 0\% | 2\% | 5\% | 9\% | 1\% |
| Very unfavorable | 3\% | 3\% | 2\% | 6\% | 4\% | 1\% | 0\% | 1\% | 7\% | 3\% | 6\% |
| Don't know | 83\% | 76\% | 89\% | 59\% | 77\% | 93\% | 96\% | 88\% | 75\% | 65\% | 85\% |
| Totals | 101\% | 99\% | 100\% | 100\% | 100\% | 99\% | 99\% | 99\% | 100\% | 100\% | 100\% |
| Unweighted N | (995) | (439) | (556) | (131) | (213) | (427) | (224) | (638) | (101) | (147) | (109) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 3\% | 3\% | 3\% | 2\% | 2\% | 2\% | 3\% | 4\% | 0\% | 7\% | 1\% | 1\% | 3\% |
| Somewhat favorable | 9\% | 11\% | 7\% | 7\% | 8\% | 6\% | 7\% | 10\% | 11\% | 9\% | 7\% | 11\% | 6\% |
| Somewhat unfavorable | 3\% | 4\% | 2\% | 4\% | 1\% | 2\% | 6\% | 1\% | 2\% | 6\% | 2\% | 4\% | 2\% |
| Very unfavorable | 3\% | 3\% | 2\% | 2\% | 1\% | 3\% | 4\% | 2\% | 1\% | 2\% | 0\% | 4\% | 3\% |
| Don't know | 83\% | 79\% | 86\% | 84\% | 87\% | 88\% | 81\% | 83\% | 84\% | 77\% | 90\% | 80\% | 85\% |
| Totals | 101\% | 100\% | 100\% | 99\% | 99\% | 101\% | 101\% | 100\% | 98\% | 101\% | 100\% | 100\% | 99\% |
| Unweighted N | (995) | (354) | (371) | (270) | (374) | (328) | (402) | (291) | (192) | (162) | (231) | (372) | (230) |

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1F. Favorability of Soccer Players - OIga Carmona
Do you have a favorable or an unfavorable opinion of the following people?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 3\% | 5\% | 1\% | 9\% | 4\% | 1\% | 1\% | 4\% | 0\% | 4\% | 2\% |
| Somewhat favorable | 7\% | 7\% | 8\% | 17\% | 9\% | 3\% | 2\% | 5\% | 15\% | 15\% | 1\% |
| Somewhat unfavorable | 4\% | 6\% | 2\% | 9\% | 7\% | 1\% | 0\% | 2\% | 8\% | 7\% | 5\% |
| Very unfavorable | 2\% | 3\% | 2\% | 4\% | 3\% | 2\% | 0\% | 1\% | 3\% | 3\% | 6\% |
| Don't know | 84\% | 79\% | 88\% | 61\% | 77\% | 94\% | 96\% | 88\% | 74\% | 71\% | 86\% |
| Totals | 100\% | 100\% | 101\% | 100\% | 100\% | 101\% | 99\% | 100\% | 100\% | 100\% | 100\% |
| Unweighted N | (993) | (436) | (557) | (131) | (212) | (426) | (224) | (640) | (101) | (144) | (108) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 3\% | 3\% | 4\% | 3\% | 3\% | 2\% | 2\% | 5\% | 5\% | 6\% | 4\% | 1\% | 3\% |
| Somewhat favorable | 7\% | 10\% | 5\% | 7\% | 8\% | 3\% | 9\% | 6\% | 7\% | 6\% | 3\% | 11\% | 6\% |
| Somewhat unfavorable | 4\% | 5\% | 4\% | 3\% | 2\% | 4\% | 5\% | 3\% | 4\% | 5\% | 4\% | 4\% | 4\% |
| Very unfavorable | 2\% | 2\% | 2\% | 2\% | 1\% | 3\% | 3\% | 3\% | 0\% | 2\% | 1\% | 2\% | 4\% |
| Don't know | 84\% | 80\% | 86\% | 85\% | 87\% | 88\% | 82\% | 83\% | 84\% | 81\% | 88\% | 82\% | 84\% |
| Totals | 100\% | 100\% | 101\% | 100\% | 101\% | 100\% | 101\% | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% |
| Unweighted N | (993) | (355) | (369) | (269) | (375) | (326) | (401) | (289) | (193) | (162) | (231) | (370) | (230) |

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1G. Favorability of Soccer Players - Mary Earps
Do you have a favorable or an unfavorable opinion of the following people?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 4\% | 6\% | 3\% | 13\% | 3\% | 2\% | 1\% | 4\% | 8\% | 4\% | 0\% |
| Somewhat favorable | 7\% | 10\% | 3\% | 12\% | 11\% | 3\% | 2\% | 5\% | 7\% | 14\% | 3\% |
| Somewhat unfavorable | 4\% | 4\% | 4\% | 10\% | 6\% | 1\% | 1\% | 3\% | 7\% | 6\% | 5\% |
| Very unfavorable | 3\% | 4\% | 2\% | 4\% | 5\% | 2\% | 0\% | 1\% | 6\% | 7\% | 6\% |
| Don't know | 82\% | 76\% | 88\% | 61\% | 75\% | 92\% | 96\% | 87\% | 73\% | 68\% | 85\% |
| Totals | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% | 99\% | 99\% |
| Unweighted N | (996) | (439) | (557) | (132) | (214) | (426) | (224) | (638) | (102) | (147) | (109) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 4\% | 4\% | 3\% | 7\% | 4\% | 5\% | 4\% | 6\% | 4\% | 7\% | 4\% | 4\% | 3\% |
| Somewhat favorable | 7\% | 9\% | 6\% | 5\% | 5\% | 5\% | 7\% | 6\% | 9\% | 10\% | 4\% | 6\% | 9\% |
| Somewhat unfavorable | 4\% | 4\% | 2\% | 6\% | 2\% | 4\% | 5\% | 4\% | 1\% | 7\% | 2\% | 5\% | 1\% |
| Very unfavorable | 3\% | 4\% | 3\% | 1\% | 1\% | 4\% | 3\% | 4\% | 2\% | 1\% | 3\% | 4\% | 3\% |
| Don't know | 82\% | 79\% | 86\% | 82\% | 88\% | 82\% | 81\% | 80\% | 84\% | 76\% | 87\% | 82\% | 84\% |
| Totals | 100\% | 100\% | 100\% | 101\% | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% | 100\% | 101\% | 100\% |
| Unweighted N | (996) | (354) | (372) | (270) | (374) | (329) | (402) | (291) | (194) | (162) | (230) | (374) | (230) |

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1H. Favorability of Soccer Players - Sam Kerr
Do you have a favorable or an unfavorable opinion of the following people?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very favorable | 5\% | 8\% | 2\% | 12\% | 8\% | 2\% | 0\% | 4\% | 12\% | 8\% | 0\% |
| Somewhat favorable | 8\% | 10\% | 6\% | 19\% | 9\% | 4\% | 3\% | 6\% | 14\% | 14\% | 5\% |
| Somewhat unfavorable | 3\% | 5\% | 2\% | 8\% | 5\% | 1\% | 0\% | 3\% | 2\% | 6\% | 4\% |
| Very unfavorable | 2\% | 2\% | 1\% | 3\% | 3\% | 2\% | 0\% | 1\% | 2\% | 5\% | 6\% |
| Don't know | 82\% | 74\% | 89\% | 58\% | 76\% | 92\% | 96\% | 87\% | 70\% | 67\% | 85\% |
| Totals | 100\% | 99\% | 100\% | 100\% | 101\% | 101\% | 99\% | 101\% | 100\% | 100\% | 100\% |
| Unweighted N | (996) | (440) | (556) | (132) | (215) | (426) | (223) | (638) | (102) | (147) | (109) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very favorable | 5\% | 5\% | 7\% | 4\% | 4\% | 5\% | 5\% | 6\% | 6\% | 7\% | 6\% | 5\% | 3\% |
| Somewhat favorable | 8\% | 10\% | 6\% | 7\% | 7\% | 5\% | 10\% | 8\% | 7\% | 9\% | 4\% | 11\% | 7\% |
| Somewhat unfavorable | 3\% | 5\% | 1\% | 4\% | 2\% | 4\% | 4\% | 3\% | 3\% | 5\% | 1\% | 4\% | 3\% |
| Very unfavorable | 2\% | 2\% | 1\% | 2\% | 1\% | 3\% | 2\% | 2\% | 2\% | 0\% | 1\% | 2\% | 3\% |
| Don't know | 82\% | 77\% | 85\% | 83\% | 86\% | 84\% | 80\% | 81\% | 82\% | 78\% | 88\% | 79\% | 84\% |
| Totals | 100\% | 99\% | 100\% | 100\% | 100\% | 101\% | 101\% | 100\% | 100\% | 99\% | 100\% | 101\% | 100\% |
| Unweighted N | (996) | (355) | (371) | (270) | (375) | (327) | (401) | (292) | (194) | (163) | (231) | (373) | (229) |

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YouGov
2. How Interested Are You in Professional Soccer

How interested, if at all, are you in professional soccer?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very interested | 7\% | 9\% | 5\% | 16\% | 10\% | 2\% | 0\% | 5\% | 9\% | 16\% | 3\% |
| Fairly interested | 16\% | 21\% | 12\% | 28\% | 23\% | 10\% | 5\% | 16\% | 12\% | 24\% | 11\% |
| Not very interested | 17\% | 20\% | 14\% | 17\% | 19\% | 15\% | 19\% | 14\% | 28\% | 21\% | 20\% |
| Not at all interested | 58\% | 49\% | 67\% | 34\% | 44\% | 72\% | 75\% | 64\% | 50\% | 33\% | 63\% |
| Don't know | 2\% | 2\% | 3\% | 4\% | 4\% | 1\% | 0\% | 1\% | 2\% | 5\% | 3\% |
| Totals | 100\% | 101\% | 101\% | 99\% | 100\% | 100\% | 99\% | 100\% | 101\% | 99\% | 100\% |
| Unweighted N | (999) | (441) | (558) | (133) | (216) | (426) | (224) | (641) | (102) | (147) | (109) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very interested | 7\% | 8\% | 6\% | 6\% | 7\% | 7\% | 4\% | 11\% | 6\% | 12\% | 5\% | 6\% | 6\% |
| Fairly interested | 16\% | 20\% | 11\% | 16\% | 14\% | 11\% | 15\% | 15\% | 19\% | 20\% | 12\% | 18\% | 14\% |
| Not very interested | 17\% | 21\% | 18\% | 12\% | 22\% | 14\% | 15\% | 19\% | 22\% | 16\% | 14\% | 20\% | 18\% |
| Not at all interested | 58\% | 50\% | 59\% | 65\% | 57\% | 67\% | 64\% | 55\% | 52\% | 52\% | 66\% | 54\% | 62\% |
| Don't know | 2\% | 0\% | 5\% | 0\% | 0\% | 1\% | 2\% | 0\% | 1\% | 1\% | 3\% | 3\% | 1\% |
| Totals | 100\% | 99\% | 99\% | 99\% | 100\% | 100\% | 100\% | 100\% | 100\% | 101\% | 100\% | 101\% | 101\% |
| Unweighted N | (999) | (356) | (371) | (272) | (376) | (329) | (402) | (293) | (194) | (163) | (232) | (374) | (230) |

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YouGov
3. Heard About Ballon d'Or

How much have you heard about the Ballon d'Or, an annual award given to the world's best player in each of men's and women's soccer?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| A lot | 9\% | 13\% | 5\% | 27\% | 10\% | 2\% | 0\% | 9\% | 9\% | 13\% | 3\% |
| A little | 16\% | 17\% | 14\% | 29\% | 21\% | 9\% | 6\% | 12\% | 21\% | 28\% | 20\% |
| Nothing at all | 76\% | 69\% | 82\% | 45\% | 69\% | 88\% | 94\% | 80\% | 70\% | 59\% | 77\% |
| Totals | 101\% | 99\% | 101\% | 101\% | 100\% | 99\% | 100\% | 101\% | 100\% | 100\% | 100\% |
| Unweighted N | $(1,000)$ | (441) | (559) | (133) | (216) | (427) | (224) | (641) | (102) | (148) | (109) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| A lot | 9\% | 12\% | 5\% | 9\% | 6\% | 8\% | 6\% | 11\% | 7\% | 16\% | 2\% | 10\% | 8\% |
| A little | 16\% | 21\% | 12\% | 13\% | 19\% | 9\% | 16\% | 13\% | 23\% | 17\% | 12\% | 16\% | 17\% |
| Nothing at all | 76\% | 66\% | 82\% | 78\% | 74\% | 83\% | 78\% | 76\% | 71\% | 67\% | 86\% | 73\% | 76\% |
| Totals | 101\% | 99\% | 99\% | 100\% | 99\% | 100\% | 100\% | 100\% | 101\% | 100\% | 100\% | 99\% | 101\% |
| Unweighted N | $(1,000)$ | (356) | (372) | (272) | (376) | (329) | (403) | (293) | (194) | (163) | (232) | (374) | (231) |

4. Ballon d'Or Men's Soccer Winner

Which of the following soccer players do you think should win the Ballon d'Or for men's soccer when it is next awarded on October 30?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Lionel Messi | 17\% | 21\% | 14\% | 29\% | 25\% | 10\% | 9\% | 14\% | 26\% | 29\% | 17\% |
| Erling Haaland | 4\% | 6\% | 1\% | 10\% | 3\% | 2\% | 0\% | 4\% | 2\% | 5\% | 3\% |
| Kevin De Bruyne | 2\% | 1\% | 2\% | 6\% | 1\% | 1\% | 0\% | 2\% | 0\% | 4\% | 1\% |
| Kylian Mbappé | 5\% | 6\% | 3\% | 6\% | 9\% | 2\% | 1\% | 4\% | 6\% | 6\% | 7\% |
| Someone else | 1\% | 1\% | 1\% | 1\% | 0\% | 2\% | 1\% | 1\% | 2\% | 2\% | 1\% |
| Not sure | 72\% | 65\% | 78\% | 48\% | 62\% | 83\% | 88\% | 76\% | 65\% | 54\% | 72\% |
| Totals | 101\% | 100\% | 99\% | 100\% | 100\% | 100\% | 99\% | 101\% | 101\% | 100\% | 101\% |
| Unweighted N | (995) | (439) | (556) | (133) | (214) | (426) | (222) | (638) | (102) | (147) | (108) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Lionel Messi | 17\% | 22\% | 13\% | 18\% | 23\% | 12\% | 18\% | 18\% | 19\% | 21\% | 10\% | 21\% | 16\% |
| Erling Haaland | 4\% | 7\% | 2\% | 2\% | 2\% | 2\% | 2\% | 4\% | 4\% | 7\% | 2\% | 5\% | 1\% |
| Kevin De Bruyne | 2\% | 1\% | 0\% | 5\% | 1\% | 2\% | 2\% | 2\% | 1\% | 3\% | 2\% | 2\% | 1\% |
| Kylian Mbappé | 5\% | 4\% | 5\% | 5\% | 3\% | 5\% | 3\% | 8\% | 2\% | 6\% | 3\% | 4\% | 6\% |
| Someone else | 1\% | 0\% | 2\% | 2\% | 0\% | 3\% | 1\% | 2\% | 1\% | 1\% | 0\% | 1\% | 1\% |
| Not sure | 72\% | 65\% | 79\% | 70\% | 70\% | 76\% | 75\% | 66\% | 72\% | 62\% | 83\% | 67\% | 76\% |
| Totals | 101\% | 99\% | 101\% | 102\% | 99\% | 100\% | 101\% | 100\% | 99\% | 100\% | 100\% | 100\% | 101\% |
| Unweighted N | (995) | (353) | (372) | (270) | (374) | (327) | (402) | (292) | (192) | (162) | (231) | (373) | (229) |

5. Ballon d'Or Women's Soccer Winner

Which of the following soccer players do you think should win the Ballon d'Or for women's soccer when it is next awarded on October 30?

|  | Total | Gender |  | Age (4 category) |  |  |  | Race (4 category) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Aitana Bonmati | 4\% | 7\% | 2\% | 10\% | 6\% | 1\% | 2\% | 2\% | 6\% | 14\% | 1\% |
| Olga Carmona | 4\% | 4\% | 4\% | 10\% | 4\% | 1\% | 0\% | 4\% | 0\% | 7\% | 7\% |
| Mary Earps | 3\% | 4\% | 3\% | 7\% | 6\% | 1\% | 1\% | 3\% | 5\% | 7\% | 0\% |
| Sam Kerr | 2\% | 3\% | 2\% | 5\% | 4\% | 1\% | 0\% | 2\% | 1\% | 6\% | 2\% |
| Someone else | 2\% | 3\% | 2\% | 2\% | 3\% | 3\% | 2\% | 2\% | 7\% | 1\% | 1\% |
| Not sure | 84\% | 80\% | 87\% | 67\% | 78\% | 92\% | 94\% | 87\% | 81\% | 65\% | 89\% |
| Totals | 99\% | 101\% | 100\% | 101\% | 101\% | 99\% | 99\% | 100\% | 100\% | 100\% | 100\% |
| Unweighted N | (995) | (440) | (555) | (132) | (216) | (424) | (223) | (637) | (102) | (148) | (108) |


|  | Total | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Aitana Bonmati | 4\% | 5\% | 3\% | 4\% | 5\% | 3\% | 5\% | 5\% | 4\% | 8\% | 3\% | 4\% | 4\% |
| Olga Carmona | 4\% | 6\% | 1\% | 4\% | 5\% | 2\% | 4\% | 4\% | 4\% | 6\% | 4\% | 2\% | 6\% |
| Mary Earps | 3\% | 3\% | 2\% | 5\% | 2\% | 6\% | 3\% | 4\% | 3\% | 6\% | 1\% | 5\% | 1\% |
| Sam Kerr | 2\% | 3\% | 1\% | 3\% | 1\% | 3\% | 2\% | 3\% | 2\% | 6\% | 0\% | 2\% | 3\% |
| Someone else | 2\% | 1\% | 3\% | 3\% | 1\% | 5\% | 3\% | 4\% | 1\% | 2\% | 3\% | 2\% | 3\% |
| Not sure | 84\% | 81\% | 89\% | 81\% | 86\% | 81\% | 83\% | 79\% | 86\% | 72\% | 89\% | 86\% | 84\% |
| Totals | 99\% | 99\% | 99\% | 100\% | 100\% | 100\% | 100\% | 99\% | 100\% | 100\% | 100\% | 101\% | 101\% |
| Unweighted N | (995) | (354) | (371) | (270) | (374) | (327) | (401) | (292) | (194) | (162) | (231) | (372) | (230) |

## YouGov Survey: Soccer and Ballon d'Or

October 19-21, 2023-1000 US Adult Citizens

October 19-21, 2023
Interviewing Dates
Target population

Sampling method

| Weighting | The sample was weighted according to gender, age, race, education, <br> 2020 election turnout and Presidential vote, baseline party identifi- <br> cation, and current voter registration status. Demographic weighting <br> targets come from the 2019 American Community Survey. Baseline <br> party identification is the respondent's most recent answer given prior <br> to November 1,2022 , and is weighted to the estimated distribution <br> at that time $(33 \%$ Democratic, $31 \%$ Republican). The weights range <br> from 0.063 to 5.639, with a mean of one and a standard deviation of <br> 0.761. |
| :--- | :--- |
| Number of respondents | 1000 |
| Margin of error | $\pm 3.9 \%$ (adjusted for weighting) |
| Survey mode | Web-based interviews |
| Questions not reported | 71 questions not reported. |

