

1. Follow sports leagues

Which of the following professional sports leagues do you follow? Check as many as apply.

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
MLB	28%	39%	19%	22%	31%	28%	33%	27%	27%	34%
MLS	4%	6%	3%	7%	5%	3%	3%	4%	4%	4%
NBA	26%	32%	20%	30%	28%	27%	15%	27%	28%	21%
NFL	45%	53%	38%	37%	47%	45%	53%	43%	42%	56%
NHL	13%	19%	7%	8%	13%	17%	10%	12%	12%	15%
Another sports league	8%	10%	5%	7%	8%	8%	9%	6%	8%	9%
None of these	39%	30%	47%	43%	36%	39%	39%	39%	42%	31%
Totals	(1,000)	(487)	(513)	(197)	(273)	(367)	(163)	(335)	(436)	(229)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
MLB	28%	29%	17%	33%	22%	37%	29%	38%	37%	24%	26%	29%
MLS	4%	4%	2%	7%	4%	6%	7%	2%	4%	6%	2%	6%
NBA	26%	19%	51%	40%	24%	27%	29%	26%	22%	19%	31%	28%
NFL	45%	45%	51%	40%	39%	53%	68%	57%	36%	45%	51%	45%
NHL	13%	14%	10%	9%	9%	18%	14%	16%	20%	11%	12%	10%
Another sports league	8%	7%	5%	12%	8%	8%	9%	8%	6%	8%	9%	7%
None of these	39%	42%	33%	28%	43%	34%	25%	32%	38%	44%	36%	38%
Totals	(1,000)	(748)	(115)	(137)	(409)	(260)	(63)	(124)	(179)	(222)	(373)	(226)

	Follow sports leagues							
	Total	MLB	MLS	NBA	NFL	NHL	Another sports league	None of these
MLB	28%	100%	61%	48%	45%	70%	37%	—
MLS	4%	9%	100%	9%	7%	15%	11%	—
NBA	26%	44%	53%	100%	44%	52%	34%	—
NFL	45%	72%	73%	77%	100%	81%	61%	—
NHL	13%	32%	46%	26%	23%	100%	19%	—
Another sports league	8%	10%	21%	10%	10%	11%	100%	—
None of these	39%	—	—	—	—	—	—	100%
Totals	(1,000)	(291)	(50)	(259)	(464)	(145)	(84)	(378)

2. Favorability of LeBron James

Do you have a favorable or unfavorable opinion of LeBron James?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Strongly favorable	9%	12%	6%	9%	12%	7%	9%	11%	8%	8%
Somewhat favorable	24%	27%	20%	24%	23%	25%	20%	25%	23%	24%
Somewhat unfavorable	15%	18%	13%	16%	19%	15%	11%	14%	16%	17%
Strongly unfavorable	6%	9%	4%	7%	7%	7%	5%	6%	5%	10%
Don't know enough to say	45%	34%	56%	44%	40%	46%	54%	44%	48%	41%
Totals (Unweighted N)	100% (997)	100% (486)	100% (511)	100% (196)	100% (272)	100% (367)	100% (162)	100% (334)	100% (434)	100% (229)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Strongly favorable	9%	6%	28%	10%	8%	12%	8%	8%	10%	8%	9%	10%
Somewhat favorable	24%	21%	29%	32%	24%	22%	41%	26%	26%	17%	30%	18%
Somewhat unfavorable	15%	17%	7%	15%	15%	18%	20%	20%	18%	13%	14%	18%
Strongly unfavorable	6%	7%	5%	5%	6%	7%	5%	4%	4%	8%	6%	6%
Don't know enough to say	45%	49%	31%	38%	47%	41%	26%	41%	41%	55%	40%	47%
Totals (Unweighted N)	100% (997)	100% (747)	100% (113)	100% (137)	100% (406)	100% (260)	100% (63)	100% (124)	100% (179)	100% (221)	100% (371)	100% (226)

	Follow sports leagues							
	Total	MLB	MLS	NBA	NFL	NHL	Another sports league	None of these
Strongly favorable	9%	15%	25%	26%	15%	22%	11%	2%
Somewhat favorable	24%	33%	31%	40%	33%	28%	28%	12%
Somewhat unfavorable	15%	25%	11%	18%	20%	22%	20%	8%
Strongly unfavorable	6%	8%	7%	7%	7%	9%	9%	5%
Don't know enough to say	45%	19%	26%	10%	25%	19%	32%	73%
Totals (Unweighted N)	100% (997)	100% (290)	100% (50)	100% (258)	100% (464)	100% (145)	100% (84)	100% (377)

3. Heard about LeBron James' signing

How much have you heard about LeBron James signing with his former team, the Cleveland Cavaliers, after leaving for the Miami Heat four years ago?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Heard a lot	31%	38%	24%	28%	29%	31%	36%	34%	30%	28%
Heard a little	46%	42%	50%	50%	46%	44%	45%	47%	43%	51%
Heard nothing at all	23%	20%	27%	22%	25%	25%	19%	18%	28%	21%
Totals (Unweighted N)	100% (998)	100% (487)	100% (511)	100% (197)	100% (272)	100% (367)	100% (162)	100% (334)	100% (435)	100% (229)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Heard a lot	31%	29%	42%	28%	30%	34%	34%	30%	27%	25%	39%	27%
Heard a little	46%	45%	48%	48%	46%	46%	48%	49%	48%	51%	42%	46%
Heard nothing at all	23%	25%	10%	24%	24%	19%	18%	21%	25%	24%	20%	28%
Totals (Unweighted N)	100% (998)	100% (748)	100% (114)	100% (136)	100% (407)	100% (260)	100% (63)	100% (124)	100% (178)	100% (221)	100% (373)	100% (226)

	Follow sports leagues							
	Total	MLB	MLS	NBA	NFL	NHL	Another sports league	None of these
Heard a lot	31%	54%	48%	58%	46%	54%	47%	13%
Heard a little	46%	38%	33%	36%	44%	38%	43%	47%
Heard nothing at all	23%	9%	19%	6%	10%	7%	10%	40%
Totals (Unweighted N)	100% (998)	100% (291)	100% (50)	100% (259)	100% (464)	100% (145)	100% (83)	100% (378)

4. Change opinion

Does his decision to sign with the Cleveland Cavaliers make you feel more favorable or less favorable toward LeBron James?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
More favorable	13%	18%	10%	17%	14%	11%	13%	18%	11%	11%
No change	47%	49%	46%	44%	52%	48%	43%	48%	46%	51%
Less favorable	6%	7%	5%	8%	5%	5%	6%	5%	6%	6%
Don't know enough to say	33%	26%	40%	30%	29%	36%	38%	29%	37%	32%
Totals (Unweighted N)	100% (996)	100% (485)	100% (511)	100% (197)	100% (273)	100% (364)	100% (162)	100% (333)	100% (435)	100% (228)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
More favorable	13%	12%	20%	15%	13%	15%	13%	12%	16%	11%	13%	14%
No change	47%	46%	60%	47%	49%	52%	52%	45%	46%	43%	53%	44%
Less favorable	6%	6%	4%	8%	5%	5%	17%	8%	7%	7%	6%	5%
Don't know enough to say	33%	36%	16%	30%	33%	28%	19%	35%	32%	38%	28%	37%
Totals (Unweighted N)	100% (996)	100% (746)	100% (114)	100% (136)	100% (406)	100% (260)	100% (63)	100% (123)	100% (179)	100% (221)	100% (371)	100% (225)

	Follow sports leagues							
	Total	MLB	MLS	NBA	NFL	NHL	Another sports league	None of these
More favorable	13%	22%	27%	30%	19%	27%	16%	6%
No change	47%	60%	46%	54%	58%	53%	52%	33%
Less favorable	6%	6%	11%	9%	8%	9%	8%	3%
Don't know enough to say	33%	12%	16%	6%	14%	12%	23%	59%
Totals (Unweighted N)	100% (996)	100% (290)	100% (50)	100% (259)	100% (464)	100% (144)	100% (84)	100% (377)

5. Should have done

Which comes closest to your opinion on what James should have done?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Stayed with his previous team, the Miami Heat	12%	13%	12%	18%	11%	11%	7%	14%	12%	10%
Returned to his first team, the Cleveland Cavaliers	21%	26%	16%	19%	25%	17%	25%	27%	16%	22%
Signed with a different team	5%	6%	5%	5%	6%	5%	5%	4%	7%	2%
Don't know enough to say	62%	56%	67%	57%	58%	67%	63%	55%	65%	65%
Totals (Unweighted N)	100% (994)	100% (485)	100% (509)	100% (197)	100% (271)	100% (365)	100% (161)	100% (334)	100% (431)	100% (229)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Stayed with his previous team, the Miami Heat	12%	9%	23%	18%	13%	12%	26%	7%	10%	9%	16%	11%
Returned to his first team, the Cleveland Cavaliers	21%	20%	32%	19%	21%	24%	19%	24%	24%	17%	23%	20%
Signed with a different team	5%	3%	4%	16%	7%	5%	3%	3%	8%	6%	4%	4%
Don't know enough to say	62%	68%	41%	47%	60%	59%	51%	67%	59%	68%	57%	65%
Totals (Unweighted N)	100% (994)	100% (746)	100% (114)	100% (134)	100% (406)	100% (260)	100% (62)	100% (123)	100% (178)	100% (221)	100% (372)	100% (223)

	Follow sports leagues							
	Total	MLB	MLS	NBA	NFL	NHL	Another sports league	None of these
Stayed with his previous team, the Miami Heat	12%	16%	21%	24%	18%	23%	17%	3%
Returned to his first team, the Cleveland Cavaliers	21%	35%	39%	40%	31%	32%	22%	10%
Signed with a different team	5%	6%	2%	10%	4%	4%	4%	3%
Don't know enough to say	62%	43%	38%	26%	47%	41%	56%	83%
Totals (Unweighted N)	100% (994)	100% (288)	100% (50)	100% (255)	100% (461)	100% (145)	100% (83)	100% (377)

6. Cleveland should have done

Do you think the Cleveland Cavaliers should want LeBron James back after he left four years ago, or should they not want him back?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
They should want him back	33%	42%	25%	36%	33%	31%	32%	36%	30%	35%
They should not want him back	17%	18%	17%	18%	21%	15%	17%	20%	16%	16%
Don't know enough to say	50%	41%	58%	46%	46%	54%	52%	44%	54%	50%
Totals (Unweighted N)	100% (998)	100% (487)	100% (511)	100% (196)	100% (273)	100% (367)	100% (162)	100% (333)	100% (436)	100% (229)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
They should want him back	33%	29%	45%	41%	31%	38%	30%	36%	32%	26%	40%	29%
They should not want him back	17%	17%	22%	17%	19%	13%	29%	17%	17%	23%	13%	18%
Don't know enough to say	50%	54%	33%	43%	50%	49%	41%	47%	51%	51%	47%	53%
Totals (Unweighted N)	100% (998)	100% (748)	100% (113)	100% (137)	100% (407)	100% (260)	100% (63)	100% (124)	100% (179)	100% (221)	100% (372)	100% (226)

	Follow sports leagues							
	Total	MLB	MLS	NBA	NFL	NHL	Another sports league	None of these
They should want him back	33%	50%	47%	63%	46%	51%	41%	15%
They should not want him back	17%	22%	21%	21%	21%	21%	19%	10%
Don't know enough to say	50%	28%	31%	16%	33%	28%	40%	75%
Totals (Unweighted N)	100% (998)	100% (291)	100% (50)	100% (258)	100% (463)	100% (145)	100% (84)	100% (378)

7. Better prospects

Which team do you think would give LeBron James a better chance to win championships in the future?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
The Miami Heat	26%	31%	22%	28%	32%	25%	20%	25%	29%	24%
The Cleveland Cavaliers	13%	18%	8%	20%	13%	11%	9%	18%	10%	14%
Don't know enough to say	60%	51%	70%	52%	56%	65%	71%	57%	62%	62%
Totals (Unweighted N)	100% (995)	100% (486)	100% (509)	100% (197)	100% (271)	100% (365)	100% (162)	100% (334)	100% (433)	100% (228)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
The Miami Heat	26%	23%	36%	36%	26%	26%	36%	29%	32%	19%	30%	23%
The Cleveland Cavaliers	13%	10%	23%	19%	14%	16%	7%	9%	14%	8%	15%	15%
Don't know enough to say	60%	66%	41%	44%	60%	58%	57%	63%	55%	73%	55%	61%
Totals (Unweighted N)	100% (995)	100% (745)	100% (114)	100% (136)	100% (406)	100% (259)	100% (62)	100% (124)	100% (179)	100% (219)	100% (373)	100% (224)

	Follow sports leagues							
	Total	MLB	MLS	NBA	NFL	NHL	Another sports league	None of these
The Miami Heat	26%	37%	41%	52%	38%	41%	42%	10%
The Cleveland Cavaliers	13%	23%	27%	29%	17%	21%	12%	5%
Don't know enough to say	60%	40%	32%	19%	45%	38%	46%	85%
Totals (Unweighted N)	100% (995)	100% (288)	100% (50)	100% (257)	100% (460)	100% (143)	100% (83)	100% (378)