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Morning Consult
National Tracking Poll #161108
November 16-18, 2016

Crosstabulation Results

Methodology:

This poll was conducted from November 16-18, 2016, among a national sample of 2088 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, region, annual household income, home ownership status and marital status. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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Crosstabulation Results by Respondent Demographics

Table P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
All Respondents	32%	(668)	68%	(1420)	2088
Gender: Male	38%	(386)	62%	(619)	1005
Gender: Female	26%	(282)	74%	(801)	1083
Age: 18-29	42%	(195)	58%	(273)	468
Age: 30-44	37%	(188)	63%	(326)	514
Age: 45-54	30%	(124)	70%	(282)	406
Age: 55-64	25%	(79)	75%	(243)	322
Age: 65+	22%	(82)	78%	(296)	377
PID: Dem (no lean)	35%	(247)	65%	(456)	703
PID: Ind (no lean)	26%	(195)	74%	(559)	754
PID: Rep (no lean)	36%	(226)	64%	(405)	631
PID/Gender: Dem Men	43%	(139)	57%	(186)	325
PID/Gender: Dem Women	29%	(108)	71%	(270)	378
PID/Gender: Ind Men	32%	(114)	68%	(246)	360
PID/Gender: Ind Women	21%	(82)	79%	(312)	394
PID/Gender: Rep Men	42%	(134)	58%	(187)	321
PID/Gender: Rep Women	30%	(92)	70%	(218)	311
Tea Party: Supporter	42%	(227)	58%	(317)	544
Tea Party: Not Supporter	29%	(438)	71%	(1092)	1530
Ideo: Liberal (1-3)	38%	(266)	62%	(434)	700
Ideo: Moderate (4)	28%	(127)	72%	(320)	447
Ideo: Conservative (5-7)	31%	(188)	69%	(421)	610
Educ: < College	32%	(481)	68%	(1005)	1486
Educ: Bachelors degree	27%	(108)	73%	(286)	394
Educ: Post-grad	38%	(79)	62%	(129)	207
Income: Under 50k	34%	(447)	66%	(878)	1325
Income: 50k-100k	27%	(140)	73%	(370)	510
Income: 100k+	32%	(81)	68%	(172)	253

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Table P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
All Respondents	32%	(668)	68%	(1420)	2088
Ethnicity: White	31%	(512)	69%	(1148)	1661
Ethnicity: Hispanic	43%	(135)	57%	(178)	312
Ethnicity: Afr. Am.	42%	(107)	58%	(148)	255
Ethnicity: Other	28%	(49)	72%	(124)	173
Relig: Protestant	31%	(145)	69%	(317)	462
Relig: Roman Catholic	35%	(155)	65%	(283)	439
Relig: Ath./Agn./None	29%	(172)	71%	(426)	598
Relig: Something Else	35%	(121)	65%	(224)	345
Relig: Evangelical	36%	(206)	64%	(373)	579
Relig: Non-Evang. Catholics	30%	(169)	70%	(395)	564
Relig: All Christian	33%	(375)	67%	(769)	1143
Relig: All Non-Christian	31%	(293)	69%	(649)	943
Community: Urban	36%	(200)	64%	(363)	563
Community: Suburban	30%	(269)	70%	(631)	901
Community: Rural	32%	(199)	68%	(426)	624
Employ: Private Sector	37%	(227)	63%	(382)	609
Employ: Government	37%	(50)	63%	(84)	134
Employ: Self-Employed	38%	(74)	62%	(123)	197
Employ: Homemaker	25%	(45)	75%	(136)	181
Employ: Student	37%	(39)	63%	(66)	105
Employ: Retired	25%	(109)	75%	(326)	435
Employ: Unemployed	31%	(64)	69%	(141)	204
Employ: Other	27%	(61)	73%	(162)	223
Job Type: White-collar	33%	(213)	67%	(433)	646
Job Type: Blue-collar	30%	(279)	70%	(645)	924
Job Type: Don't Know	34%	(175)	66%	(343)	518
Military HH: Yes	35%	(132)	65%	(245)	377
Military HH: No	31%	(536)	69%	(1174)	1711
RD/WT: Right Direction	100%	(668)	—	(0)	668
RD/WT: Wrong Track	—	(0)	100%	(1420)	1420

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Table P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
All Respondents	32%	(668)	68%	(1420)	2088
Obama Job: Approve	40%	(442)	60%	(672)	1114
Obama Job: Disapprove	23%	(192)	77%	(655)	847
#1 Issue: Economy	31%	(208)	69%	(468)	676
#1 Issue: Security	31%	(105)	69%	(236)	340
#1 Issue: Health Care	42%	(128)	58%	(176)	304
#1 Issue: Medicare / Social Security	23%	(63)	77%	(206)	269
#1 Issue: Women's Issues	33%	(39)	67%	(79)	117
#1 Issue: Education	38%	(60)	62%	(97)	157
#1 Issue: Energy	43%	(43)	57%	(57)	100
#1 Issue: Other	18%	(22)	82%	(101)	124
2012 Vote: Barack Obama	37%	(301)	63%	(516)	816
2012 Vote: Mitt Romney	25%	(125)	75%	(382)	506
2012 Vote: Other	20%	(15)	80%	(58)	73
2012 Vote: Didn't Vote	33%	(228)	67%	(462)	690
4-Region: Northeast	35%	(133)	65%	(248)	381
4-Region: Midwest	31%	(141)	69%	(309)	449
4-Region: South	33%	(253)	67%	(520)	773
4-Region: West	29%	(142)	71%	(343)	485

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

Table P2NET: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Approve		Disapprove		Don't Know / No Opinion		Total N
All Respondents	53%	(1114)	41%	(847)	6%	(127)	2088
Gender: Male	55%	(553)	40%	(399)	5%	(53)	1005
Gender: Female	52%	(561)	41%	(448)	7%	(74)	1083
Age: 18-29	67%	(316)	25%	(115)	8%	(37)	468
Age: 30-44	61%	(311)	37%	(188)	3%	(15)	514
Age: 45-54	44%	(178)	49%	(200)	7%	(28)	406
Age: 55-64	46%	(150)	48%	(154)	6%	(19)	322
Age: 65+	42%	(159)	50%	(190)	8%	(28)	377
PID: Dem (no lean)	87%	(610)	10%	(70)	3%	(23)	703
PID: Ind (no lean)	48%	(360)	41%	(311)	11%	(84)	754
PID: Rep (no lean)	23%	(144)	74%	(466)	3%	(21)	631
PID/Gender: Dem Men	89%	(288)	7%	(24)	4%	(13)	325
PID/Gender: Dem Women	85%	(322)	12%	(46)	3%	(10)	378
PID/Gender: Ind Men	49%	(177)	42%	(150)	9%	(33)	360
PID/Gender: Ind Women	46%	(183)	41%	(160)	13%	(51)	394
PID/Gender: Rep Men	27%	(88)	70%	(225)	2%	(8)	321
PID/Gender: Rep Women	18%	(56)	78%	(241)	4%	(13)	311
Tea Party: Supporter	42%	(230)	55%	(298)	3%	(16)	544
Tea Party: Not Supporter	57%	(877)	35%	(543)	7%	(110)	1530
Ideo: Liberal (1-3)	83%	(578)	15%	(105)	2%	(17)	700
Ideo: Moderate (4)	53%	(238)	42%	(189)	4%	(20)	447
Ideo: Conservative (5-7)	25%	(155)	72%	(440)	2%	(15)	610
Educ: < College	50%	(744)	42%	(626)	8%	(117)	1486
Educ: Bachelors degree	59%	(233)	39%	(153)	2%	(8)	394
Educ: Post-grad	66%	(137)	33%	(68)	1%	(2)	207
Income: Under 50k	53%	(698)	39%	(522)	8%	(105)	1325
Income: 50k-100k	53%	(271)	44%	(224)	3%	(15)	510
Income: 100k+	57%	(145)	40%	(100)	3%	(7)	253
Ethnicity: White	47%	(779)	47%	(781)	6%	(100)	1661
Ethnicity: Hispanic	66%	(207)	27%	(84)	7%	(21)	312

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Table P2NET: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Approve	Disapprove	Don't Know / No Opinion	Total N
All Respondents	53% (1114)	41% (847)	6% (127)	2088
Ethnicity: Afr. Am.	86% (220)	8% (21)	5% (13)	255
Ethnicity: Other	66% (115)	26% (44)	8% (14)	173
Relig: Protestant	43% (200)	54% (251)	2% (10)	462
Relig: Roman Catholic	53% (232)	43% (187)	5% (20)	439
Relig: Ath./Agn./None	61% (365)	30% (178)	9% (55)	598
Relig: Something Else	59% (204)	35% (119)	6% (21)	345
Relig: Evangelical	42% (246)	53% (305)	5% (29)	579
Relig: Non-Evang. Catholics	53% (299)	43% (243)	4% (22)	564
Relig: All Christian	48% (545)	48% (548)	4% (51)	1143
Relig: All Non-Christian	60% (569)	32% (297)	8% (76)	943
Community: Urban	68% (380)	26% (147)	6% (35)	563
Community: Suburban	52% (465)	43% (384)	6% (52)	901
Community: Rural	43% (269)	51% (316)	6% (39)	624
Employ: Private Sector	56% (344)	41% (250)	2% (15)	609
Employ: Government	64% (86)	34% (45)	2% (3)	134
Employ: Self-Employed	65% (128)	30% (58)	5% (10)	197
Employ: Homemaker	47% (84)	46% (84)	7% (13)	181
Employ: Student	72% (76)	20% (21)	8% (9)	105
Employ: Retired	43% (185)	49% (212)	8% (37)	435
Employ: Unemployed	52% (107)	38% (78)	10% (20)	204
Employ: Other	47% (104)	44% (98)	9% (21)	223
Job Type: White-collar	58% (376)	38% (248)	3% (22)	646
Job Type: Blue-collar	51% (469)	45% (417)	4% (39)	924
Job Type: Don't Know	52% (269)	35% (182)	13% (66)	518
Military HH: Yes	53% (201)	43% (163)	4% (14)	377
Military HH: No	53% (913)	40% (684)	7% (114)	1711
RD/WT: Right Direction	66% (442)	29% (192)	5% (34)	668
RD/WT: Wrong Track	47% (672)	46% (655)	7% (93)	1420
Obama Job: Approve	100% (1114)	— (0)	— (0)	1114
Obama Job: Disapprove	— (0)	100% (847)	— (0)	847

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Table P2NET: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Approve		Disapprove		Don't Know / No Opinion		Total N
All Respondents	53%	(1114)	41%	(847)	6%	(127)	2088
#1 Issue: Economy	55%	(372)	41%	(280)	4%	(24)	676
#1 Issue: Security	35%	(120)	61%	(206)	4%	(15)	340
#1 Issue: Health Care	49%	(150)	46%	(141)	4%	(14)	304
#1 Issue: Medicare / Social Security	50%	(134)	41%	(111)	9%	(25)	269
#1 Issue: Women's Issues	75%	(88)	20%	(23)	5%	(6)	117
#1 Issue: Education	68%	(107)	26%	(41)	6%	(9)	157
#1 Issue: Energy	81%	(81)	10%	(10)	9%	(9)	100
#1 Issue: Other	51%	(63)	28%	(34)	21%	(26)	124
2012 Vote: Barack Obama	84%	(689)	13%	(108)	2%	(19)	816
2012 Vote: Mitt Romney	15%	(77)	83%	(418)	2%	(11)	506
2012 Vote: Other	27%	(20)	61%	(45)	12%	(9)	73
2012 Vote: Didn't Vote	47%	(326)	40%	(275)	13%	(88)	690
4-Region: Northeast	55%	(210)	39%	(148)	6%	(22)	381
4-Region: Midwest	54%	(245)	40%	(180)	5%	(25)	449
4-Region: South	50%	(383)	45%	(346)	6%	(44)	773
4-Region: West	57%	(276)	36%	(172)	7%	(36)	485

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

Table P2: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
All Respondents	28%	(591)	25%	(523)	14%	(302)	26%	(545)	6%	(127)	2088
Gender: Male	28%	(282)	27%	(271)	12%	(122)	28%	(277)	5%	(53)	1005
Gender: Female	29%	(310)	23%	(251)	17%	(179)	25%	(268)	7%	(74)	1083
Age: 18-29	40%	(186)	28%	(130)	13%	(59)	12%	(56)	8%	(37)	468
Age: 30-44	31%	(158)	30%	(153)	16%	(84)	20%	(104)	3%	(15)	514
Age: 45-54	21%	(86)	23%	(93)	18%	(73)	31%	(127)	7%	(28)	406
Age: 55-64	23%	(73)	24%	(77)	15%	(48)	33%	(105)	6%	(19)	322
Age: 65+	23%	(89)	19%	(70)	10%	(38)	40%	(152)	8%	(28)	377
PID: Dem (no lean)	57%	(399)	30%	(211)	6%	(39)	4%	(31)	3%	(23)	703
PID: Ind (no lean)	18%	(137)	30%	(223)	18%	(132)	24%	(179)	11%	(84)	754
PID: Rep (no lean)	9%	(55)	14%	(89)	21%	(130)	53%	(336)	3%	(21)	631
PID/Gender: Dem Men	54%	(176)	35%	(112)	3%	(11)	4%	(13)	4%	(13)	325
PID/Gender: Dem Women	59%	(223)	26%	(99)	8%	(29)	5%	(17)	3%	(10)	378
PID/Gender: Ind Men	17%	(62)	32%	(115)	16%	(56)	26%	(94)	9%	(33)	360
PID/Gender: Ind Women	19%	(75)	27%	(108)	19%	(76)	21%	(84)	13%	(51)	394
PID/Gender: Rep Men	13%	(43)	14%	(44)	17%	(56)	53%	(170)	2%	(8)	321
PID/Gender: Rep Women	4%	(12)	14%	(44)	24%	(75)	54%	(166)	4%	(13)	311
Tea Party: Supporter	24%	(131)	18%	(99)	11%	(62)	43%	(236)	3%	(16)	544
Tea Party: Not Supporter	30%	(457)	27%	(420)	16%	(237)	20%	(305)	7%	(110)	1530
Ideo: Liberal (1-3)	49%	(345)	33%	(233)	7%	(48)	8%	(57)	2%	(17)	700
Ideo: Moderate (4)	23%	(101)	31%	(137)	19%	(86)	23%	(103)	4%	(20)	447
Ideo: Conservative (5-7)	10%	(62)	15%	(93)	19%	(114)	53%	(326)	2%	(15)	610
Educ: < College	26%	(390)	24%	(353)	15%	(228)	27%	(398)	8%	(117)	1486
Educ: Bachelors degree	29%	(114)	30%	(119)	13%	(52)	26%	(101)	2%	(8)	394
Educ: Post-grad	42%	(87)	24%	(50)	10%	(22)	22%	(46)	1%	(2)	207
Income: Under 50k	29%	(381)	24%	(317)	14%	(192)	25%	(330)	8%	(105)	1325
Income: 50k-100k	26%	(134)	27%	(137)	15%	(75)	29%	(149)	3%	(15)	510
Income: 100k+	30%	(76)	27%	(69)	14%	(34)	26%	(66)	3%	(7)	253
Ethnicity: White	24%	(394)	23%	(386)	16%	(272)	31%	(509)	6%	(100)	1661
Ethnicity: Hispanic	36%	(114)	30%	(93)	14%	(42)	13%	(42)	7%	(21)	312

Continued on next page

Table P2: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
All Respondents	28%	(591)	25%	(523)	14%	(302)	26%	(545)	6%	(127)	2088
Ethnicity: Afr. Am.	57%	(146)	29%	(74)	3%	(7)	6%	(14)	5%	(13)	255
Ethnicity: Other	30%	(52)	36%	(63)	13%	(22)	13%	(22)	8%	(14)	173
Relig: Protestant	23%	(106)	20%	(94)	14%	(66)	40%	(185)	2%	(10)	462
Relig: Roman Catholic	29%	(126)	24%	(106)	18%	(79)	25%	(108)	5%	(20)	439
Relig: Ath./Agn./None	32%	(191)	29%	(174)	14%	(81)	16%	(97)	9%	(55)	598
Relig: Something Else	27%	(95)	32%	(110)	14%	(48)	21%	(71)	6%	(21)	345
Relig: Evangelical	25%	(143)	18%	(103)	13%	(74)	40%	(230)	5%	(29)	579
Relig: Non-Evang. Catholics	29%	(163)	24%	(136)	17%	(98)	26%	(145)	4%	(22)	564
Relig: All Christian	27%	(306)	21%	(239)	15%	(172)	33%	(376)	4%	(51)	1143
Relig: All Non-Christian	30%	(285)	30%	(284)	14%	(129)	18%	(168)	8%	(76)	943
Community: Urban	37%	(207)	31%	(173)	11%	(61)	15%	(86)	6%	(35)	563
Community: Suburban	26%	(235)	26%	(230)	17%	(151)	26%	(232)	6%	(52)	901
Community: Rural	24%	(150)	19%	(119)	14%	(89)	36%	(227)	6%	(39)	624
Employ: Private Sector	27%	(165)	29%	(179)	16%	(97)	25%	(153)	2%	(15)	609
Employ: Government	33%	(45)	31%	(41)	11%	(15)	23%	(31)	2%	(3)	134
Employ: Self-Employed	32%	(63)	33%	(65)	10%	(19)	20%	(39)	5%	(10)	197
Employ: Homemaker	27%	(48)	20%	(36)	21%	(38)	25%	(46)	7%	(13)	181
Employ: Student	43%	(45)	29%	(31)	11%	(11)	9%	(9)	8%	(9)	105
Employ: Retired	24%	(102)	19%	(83)	13%	(55)	36%	(157)	8%	(37)	435
Employ: Unemployed	30%	(61)	23%	(46)	12%	(25)	26%	(53)	10%	(20)	204
Employ: Other	28%	(62)	19%	(42)	18%	(41)	26%	(57)	9%	(21)	223
Job Type: White-collar	33%	(216)	25%	(160)	13%	(82)	26%	(166)	3%	(22)	646
Job Type: Blue-collar	25%	(229)	26%	(240)	15%	(142)	30%	(275)	4%	(39)	924
Job Type: Don't Know	28%	(147)	24%	(122)	15%	(78)	20%	(104)	13%	(66)	518
Military HH: Yes	29%	(111)	24%	(90)	13%	(49)	30%	(114)	4%	(14)	377
Military HH: No	28%	(480)	25%	(433)	15%	(252)	25%	(431)	7%	(114)	1711
RD/WT: Right Direction	37%	(249)	29%	(193)	13%	(88)	16%	(104)	5%	(34)	668
RD/WT: Wrong Track	24%	(342)	23%	(330)	15%	(213)	31%	(442)	7%	(93)	1420
Obama Job: Approve	53%	(591)	47%	(523)	—	(0)	—	(0)	—	(0)	1114
Obama Job: Disapprove	—	(0)	—	(0)	36%	(302)	64%	(545)	—	(0)	847

Continued on next page

Table P2: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
All Respondents	28%	(591)	25%	(523)	14%	(302)	26%	(545)	6%	(127)	2088
#1 Issue: Economy	27%	(181)	28%	(191)	16%	(107)	26%	(173)	4%	(24)	676
#1 Issue: Security	16%	(56)	19%	(64)	16%	(54)	45%	(152)	4%	(15)	340
#1 Issue: Health Care	27%	(82)	22%	(68)	19%	(57)	27%	(84)	4%	(14)	304
#1 Issue: Medicare / Social Security	27%	(73)	23%	(61)	15%	(40)	26%	(70)	9%	(25)	269
#1 Issue: Women's Issues	49%	(57)	26%	(30)	8%	(9)	12%	(15)	5%	(6)	117
#1 Issue: Education	42%	(66)	26%	(41)	11%	(17)	15%	(24)	6%	(9)	157
#1 Issue: Energy	37%	(37)	43%	(43)	8%	(8)	2%	(2)	9%	(9)	100
#1 Issue: Other	32%	(39)	19%	(24)	7%	(9)	21%	(25)	21%	(26)	124
2012 Vote: Barack Obama	51%	(416)	33%	(273)	8%	(62)	6%	(46)	2%	(19)	816
2012 Vote: Mitt Romney	5%	(24)	11%	(53)	20%	(99)	63%	(319)	2%	(11)	506
2012 Vote: Other	2%	(2)	25%	(18)	21%	(15)	40%	(29)	12%	(9)	73
2012 Vote: Didn't Vote	22%	(149)	26%	(177)	18%	(126)	22%	(149)	13%	(88)	690
4-Region: Northeast	31%	(119)	24%	(91)	14%	(53)	25%	(95)	6%	(22)	381
4-Region: Midwest	26%	(118)	28%	(127)	16%	(72)	24%	(108)	5%	(25)	449
4-Region: South	27%	(208)	23%	(174)	15%	(116)	30%	(230)	6%	(44)	773
4-Region: West	30%	(145)	27%	(131)	12%	(60)	23%	(112)	7%	(36)	485

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

Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
All Respondents	32%(676)	16%(340)	15%(304)	13%(269)	6% (117)	8% (157)	5% (100)	6% (124)	2088
Gender: Male	35%(357)	16%(160)	13%(132)	12%(122)	3% (32)	7% (75)	7% (68)	6% (60)	1005
Gender: Female	29%(319)	17%(181)	16%(173)	14%(147)	8% (85)	8% (82)	3% (32)	6% (64)	1083
Age: 18-29	31%(145)	12% (55)	14% (65)	3% (15)	10% (48)	15% (70)	7% (35)	7% (34)	468
Age: 30-44	35%(181)	16% (83)	16% (80)	4% (21)	7% (36)	11% (56)	7% (37)	4% (21)	514
Age: 45-54	38%(155)	18% (74)	18% (74)	5% (20)	5% (20)	5% (21)	4% (17)	6% (25)	406
Age: 55-64	33%(106)	18% (58)	16% (51)	20% (66)	1% (5)	1% (4)	2% (7)	8% (26)	322
Age: 65+	24% (89)	18% (70)	9% (34)	39%(147)	2% (9)	1% (5)	1% (5)	5% (18)	377
PID: Dem (no lean)	33% (231)	11% (75)	14% (99)	15% (104)	7% (49)	8% (54)	8% (53)	5% (38)	703
PID: Ind (no lean)	33%(252)	13% (98)	14%(107)	12% (90)	6% (43)	9% (66)	5% (35)	8% (63)	754
PID: Rep (no lean)	31%(193)	27%(168)	16% (98)	12% (74)	4% (26)	6% (38)	2% (12)	4% (22)	631
PID/Gender: Dem Men	36% (118)	10% (32)	12% (40)	13% (43)	4% (12)	8% (25)	12% (38)	5% (17)	325
PID/Gender: Dem Women	30% (114)	12% (44)	15% (58)	16% (61)	10% (37)	8% (29)	4% (15)	6% (21)	378
PID/Gender: Ind Men	37% (133)	13% (47)	14% (49)	13% (45)	2% (8)	8% (29)	5% (18)	8% (29)	360
PID/Gender: Ind Women	30% (119)	13% (51)	15% (58)	11% (45)	9% (34)	9% (36)	4% (17)	9% (35)	394
PID/Gender: Rep Men	33%(106)	25% (81)	13% (42)	10% (33)	4% (12)	6% (21)	3% (11)	5% (14)	321
PID/Gender: Rep Women	28% (87)	28% (87)	18% (56)	13% (41)	4% (13)	6% (17)	— (1)	3% (8)	311
Tea Party: Supporter	32%(174)	23%(123)	16% (87)	7% (41)	5% (28)	9% (49)	4% (23)	4% (20)	544
Tea Party: Not Supporter	32%(496)	14%(216)	14%(216)	15%(227)	6% (88)	7%(108)	5% (75)	7% (103)	1530
Ideo: Liberal (1-3)	30% (210)	9% (60)	18% (122)	10% (69)	10% (69)	12% (82)	7% (52)	5% (35)	700
Ideo: Moderate (4)	35% (156)	18% (79)	12% (54)	19% (87)	3% (16)	5% (20)	4% (17)	4% (19)	447
Ideo: Conservative (5-7)	37%(226)	24%(146)	15% (91)	11% (66)	3% (18)	5% (33)	2% (11)	3% (18)	610
Educ: < College	31%(464)	17% (251)	15%(225)	15%(222)	5% (72)	7% (103)	4% (62)	6% (86)	1486
Educ: Bachelors degree	36% (140)	16% (63)	13% (52)	7% (28)	8% (33)	8% (33)	5% (21)	6% (23)	394
Educ: Post-grad	35% (72)	13% (26)	13% (27)	9% (18)	6% (12)	10% (21)	8% (17)	7% (14)	207
Income: Under 50k	30%(395)	16%(208)	15%(198)	15% (201)	6% (74)	8%(100)	5% (63)	7% (87)	1325
Income: 50k-100k	36% (181)	18% (91)	16% (80)	10% (50)	5% (26)	7% (35)	5% (27)	4% (20)	510
Income: 100k+	40% (100)	16% (41)	10% (26)	7% (18)	7% (18)	9% (23)	4% (10)	7% (17)	253

Continued on next page

Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
All Respondents	32% (676)	16% (340)	15% (304)	13% (269)	6% (117)	8% (157)	5% (100)	6% (124)	2088
Ethnicity: White	31% (522)	18% (291)	15% (253)	14% (239)	6% (100)	6% (98)	4% (71)	5% (88)	1661
Ethnicity: Hispanic	29% (92)	17% (54)	17% (53)	7% (23)	6% (18)	11% (35)	7% (23)	5% (15)	312
Ethnicity: Afr. Am.	39% (98)	7% (18)	10% (25)	8% (22)	5% (14)	17% (45)	5% (13)	8% (21)	255
Ethnicity: Other	33% (56)	18% (31)	15% (27)	5% (9)	2% (4)	9% (15)	10% (17)	8% (14)	173
Relig: Protestant	31% (143)	19% (86)	15% (68)	20% (91)	4% (18)	5% (21)	2% (11)	5% (24)	462
Relig: Roman Catholic	28% (123)	23% (100)	15% (67)	13% (56)	6% (28)	6% (28)	4% (18)	4% (19)	439
Relig: Ath./Agn./None	38% (226)	11% (67)	14% (84)	8% (45)	6% (37)	7% (45)	8% (48)	8% (46)	598
Relig: Something Else	33% (113)	13% (44)	12% (42)	11% (37)	8% (28)	12% (43)	4% (13)	7% (24)	345
Relig: Evangelical	30% (176)	19% (109)	16% (91)	14% (83)	5% (28)	7% (41)	4% (22)	5% (30)	579
Relig: Non-Evang. Catholics	28% (161)	21% (119)	15% (87)	18% (104)	4% (25)	5% (29)	3% (17)	4% (23)	564
Relig: All Christian	29% (337)	20% (227)	16% (178)	16% (187)	5% (52)	6% (70)	3% (39)	5% (53)	1143
Relig: All Non-Christian	36% (339)	12% (111)	13% (126)	9% (82)	7% (65)	9% (87)	6% (61)	7% (70)	943
Community: Urban	29% (165)	16% (90)	12% (67)	14% (79)	7% (38)	10% (56)	6% (32)	6% (36)	563
Community: Suburban	36% (320)	16% (148)	14% (125)	12% (107)	6% (58)	5% (46)	5% (42)	6% (54)	901
Community: Rural	31% (191)	16% (102)	18% (112)	13% (83)	3% (21)	9% (55)	4% (26)	5% (34)	624
Employ: Private Sector	35% (214)	16% (100)	17% (102)	7% (45)	7% (44)	7% (41)	6% (38)	4% (25)	609
Employ: Government	37% (49)	20% (27)	17% (23)	2% (3)	3% (5)	11% (15)	6% (8)	3% (4)	134
Employ: Self-Employed	39% (77)	16% (31)	13% (26)	7% (14)	4% (8)	7% (14)	6% (12)	7% (14)	197
Employ: Homemaker	32% (58)	17% (31)	15% (27)	4% (7)	10% (18)	10% (18)	5% (9)	7% (13)	181
Employ: Student	27% (28)	12% (12)	8% (8)	3% (4)	15% (16)	23% (24)	4% (4)	9% (10)	105
Employ: Retired	23% (101)	19% (84)	11% (47)	37% (161)	2% (9)	2% (7)	2% (10)	4% (16)	435
Employ: Unemployed	40% (81)	13% (26)	17% (35)	3% (6)	4% (9)	9% (19)	5% (10)	9% (18)	204
Employ: Other	31% (68)	14% (31)	16% (35)	13% (28)	4% (10)	9% (20)	4% (9)	10% (23)	223
Job Type: White-collar	32% (207)	15% (99)	16% (101)	11% (71)	7% (46)	9% (57)	5% (33)	5% (31)	646
Job Type: Blue-collar	34% (313)	17% (158)	15% (142)	15% (134)	4% (40)	6% (53)	4% (40)	5% (44)	924
Job Type: Don't Know	30% (156)	16% (83)	12% (61)	12% (64)	6% (31)	9% (47)	5% (27)	9% (49)	518
Military HH: Yes	25% (93)	21% (79)	14% (53)	15% (58)	7% (28)	6% (23)	5% (18)	7% (25)	377
Military HH: No	34% (583)	15% (261)	15% (251)	12% (211)	5% (89)	8% (134)	5% (82)	6% (98)	1711
RD/WT: Right Direction	31% (208)	16% (105)	19% (128)	9% (63)	6% (39)	9% (60)	6% (43)	3% (22)	668
RD/WT: Wrong Track	33% (468)	17% (236)	12% (176)	15% (206)	6% (79)	7% (97)	4% (57)	7% (101)	1420

Continued on next page

Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
All Respondents	32% (676)	16% (340)	15% (304)	13% (269)	6% (117)	8% (157)	5% (100)	6% (124)	2088
Obama Job: Approve	33% (372)	11% (120)	13% (150)	12% (134)	8% (88)	10% (107)	7% (81)	6% (63)	1114
Obama Job: Disapprove	33% (280)	24% (206)	17% (141)	13% (111)	3% (23)	5% (41)	1% (10)	4% (34)	847
#1 Issue: Economy	100% (676)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	676
#1 Issue: Security	— (0)	100% (340)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	340
#1 Issue: Health Care	— (0)	— (0)	100% (304)	— (0)	— (0)	— (0)	— (0)	— (0)	304
#1 Issue: Medicare / Social Security	— (0)	— (0)	— (0)	100% (269)	— (0)	— (0)	— (0)	— (0)	269
#1 Issue: Women's Issues	— (0)	— (0)	— (0)	— (0)	100% (117)	— (0)	— (0)	— (0)	117
#1 Issue: Education	— (0)	— (0)	— (0)	— (0)	— (0)	100% (157)	— (0)	— (0)	157
#1 Issue: Energy	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (100)	— (0)	100
#1 Issue: Other	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (124)	124
2012 Vote: Barack Obama	33% (271)	11% (88)	15% (123)	16% (133)	7% (58)	8% (65)	6% (47)	4% (32)	816
2012 Vote: Mitt Romney	33% (169)	27% (138)	15% (77)	10% (52)	5% (23)	4% (20)	2% (11)	3% (15)	506
2012 Vote: Other	37% (27)	15% (11)	8% (6)	19% (14)	1% (0)	11% (8)	1% (1)	8% (6)	73
2012 Vote: Didn't Vote	30% (207)	15% (104)	14% (98)	10% (71)	5% (36)	9% (64)	6% (41)	10% (70)	690
4-Region: Northeast	37% (140)	18% (69)	9% (34)	14% (52)	6% (24)	6% (23)	4% (17)	5% (20)	381
4-Region: Midwest	32% (142)	15% (66)	20% (90)	11% (50)	4% (20)	7% (30)	5% (24)	6% (27)	449
4-Region: South	32% (245)	17% (131)	15% (115)	12% (96)	6% (47)	8% (59)	4% (33)	6% (46)	773
4-Region: West	31% (149)	15% (75)	13% (64)	15% (72)	5% (26)	9% (44)	5% (26)	6% (30)	485

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

Table BRD1_1: Please indicate if you have a favorable or unfavorable view of each of the following
Ivanka Trump

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	16% (338)	22% (461)	14% (286)	17% (355)	24% (500)	7% (147)	2088
Gender: Male	20% (197)	23% (235)	14% (142)	16% (163)	20% (202)	7% (66)	1005
Gender: Female	13% (141)	21% (227)	13% (144)	18% (191)	28% (299)	8% (81)	1083
Age: 18-29	13% (59)	18% (84)	15% (69)	25% (115)	20% (94)	10% (47)	468
Age: 30-44	16% (82)	21% (108)	16% (84)	18% (91)	21% (108)	8% (42)	514
Age: 45-54	14% (59)	24% (99)	14% (59)	12% (50)	28% (114)	7% (26)	406
Age: 55-64	18% (57)	24% (78)	10% (32)	16% (53)	28% (91)	4% (12)	322
Age: 65+	22% (82)	25% (93)	11% (43)	12% (46)	25% (94)	5% (20)	377
PID: Dem (no lean)	9% (61)	14% (101)	20% (141)	30% (209)	21% (149)	6% (41)	703
PID: Ind (no lean)	12% (87)	19% (146)	13% (101)	16% (117)	30% (227)	10% (75)	754
PID: Rep (no lean)	30% (190)	34% (214)	7% (44)	5% (29)	20% (124)	5% (31)	631
PID/Gender: Dem Men	12% (38)	18% (58)	19% (63)	29% (93)	18% (58)	5% (15)	325
PID/Gender: Dem Women	6% (23)	11% (43)	21% (78)	31% (116)	24% (91)	7% (26)	378
PID/Gender: Ind Men	15% (55)	19% (68)	15% (55)	15% (55)	26% (94)	9% (32)	360
PID/Gender: Ind Women	8% (32)	20% (78)	12% (46)	16% (61)	34% (133)	11% (43)	394
PID/Gender: Rep Men	32% (104)	34% (109)	8% (25)	5% (15)	15% (49)	6% (19)	321
PID/Gender: Rep Women	28% (86)	34% (105)	6% (19)	4% (14)	24% (74)	4% (12)	311
Tea Party: Supporter	32% (175)	28% (151)	11% (61)	9% (51)	17% (93)	3% (14)	544
Tea Party: Not Supporter	10% (160)	20% (308)	15% (224)	20% (301)	26% (404)	9% (133)	1530
Ideo: Liberal (1-3)	13% (88)	17% (117)	22% (153)	29% (201)	14% (98)	6% (42)	700
Ideo: Moderate (4)	14% (61)	25% (112)	17% (76)	15% (66)	25% (111)	5% (22)	447
Ideo: Conservative (5-7)	25% (154)	33% (202)	6% (36)	7% (45)	25% (153)	3% (19)	610
Educ: < College	17% (246)	20% (302)	12% (174)	17% (250)	26% (388)	9% (127)	1486
Educ: Bachelors degree	12% (47)	28% (111)	19% (73)	18% (72)	20% (79)	3% (12)	394
Educ: Post-grad	22% (45)	23% (48)	19% (39)	16% (33)	16% (33)	4% (8)	207
Income: Under 50k	16% (211)	20% (259)	13% (166)	17% (220)	26% (350)	9% (120)	1325
Income: 50k-100k	17% (87)	27% (138)	15% (79)	17% (89)	20% (104)	3% (14)	510
Income: 100k+	16% (41)	25% (65)	16% (41)	18% (46)	18% (47)	5% (14)	253

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Table BRD1_1: Please indicate if you have a favorable or unfavorable view of each of the following
Ivanka Trump

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	16% (338)	22% (461)	14% (286)	17% (355)	24% (500)	7% (147)	2088
Ethnicity: White	17% (290)	24% (405)	13% (218)	15% (254)	23% (383)	7% (110)	1661
Ethnicity: Hispanic	14% (43)	16% (50)	15% (46)	19% (59)	24% (76)	12% (38)	312
Ethnicity: Afr. Am.	11% (28)	14% (36)	14% (37)	25% (64)	29% (73)	6% (16)	255
Ethnicity: Other	12% (20)	12% (20)	18% (31)	21% (36)	25% (44)	12% (21)	173
Relig: Protestant	22% (102)	28% (128)	12% (54)	12% (55)	22% (100)	5% (22)	462
Relig: Roman Catholic	19% (84)	25% (112)	13% (55)	15% (65)	22% (95)	6% (27)	439
Relig: Ath./Agn./None	8% (47)	16% (95)	17% (104)	23% (139)	26% (153)	10% (60)	598
Relig: Something Else	15% (53)	23% (78)	15% (51)	17% (60)	23% (79)	7% (24)	345
Relig: Evangelical	25% (142)	24% (136)	10% (58)	12% (71)	25% (145)	5% (28)	579
Relig: Non-Evang. Catholics	17% (95)	27% (152)	13% (72)	15% (85)	22% (124)	6% (36)	564
Relig: All Christian	21% (237)	25% (289)	11% (130)	14% (156)	23% (268)	6% (64)	1143
Relig: All Non-Christian	11% (100)	18% (172)	17% (156)	21% (199)	25% (232)	9% (83)	943
Community: Urban	15% (83)	18% (103)	17% (96)	20% (112)	24% (133)	6% (35)	563
Community: Suburban	14% (129)	23% (208)	15% (133)	18% (165)	23% (207)	7% (59)	901
Community: Rural	20% (126)	24% (151)	9% (56)	12% (78)	26% (160)	9% (53)	624
Employ: Private Sector	18% (110)	21% (129)	17% (104)	16% (100)	22% (133)	5% (33)	609
Employ: Government	16% (21)	26% (35)	14% (19)	20% (27)	21% (28)	2% (3)	134
Employ: Self-Employed	15% (29)	26% (51)	13% (26)	18% (36)	20% (39)	8% (16)	197
Employ: Homemaker	14% (26)	29% (53)	12% (22)	13% (23)	28% (51)	4% (6)	181
Employ: Student	7% (7)	14% (15)	22% (23)	24% (25)	21% (22)	12% (13)	105
Employ: Retired	20% (86)	25% (108)	11% (48)	13% (55)	27% (117)	5% (20)	435
Employ: Unemployed	10% (21)	18% (36)	10% (20)	22% (45)	28% (58)	12% (25)	204
Employ: Other	17% (38)	15% (34)	11% (25)	20% (44)	24% (53)	13% (30)	223
Job Type: White-collar	16% (105)	26% (166)	17% (112)	16% (102)	21% (134)	4% (27)	646
Job Type: Blue-collar	19% (175)	25% (231)	13% (118)	18% (164)	21% (197)	4% (38)	924
Job Type: Don't Know	11% (59)	12% (64)	11% (56)	17% (89)	33% (169)	16% (81)	518
Military HH: Yes	22% (85)	25% (93)	13% (49)	15% (58)	20% (76)	4% (17)	377
Military HH: No	15% (254)	22% (369)	14% (237)	17% (297)	25% (424)	8% (130)	1711
RD/WT: Right Direction	24% (158)	23% (154)	12% (83)	11% (76)	22% (149)	7% (49)	668
RD/WT: Wrong Track	13% (181)	22% (308)	14% (203)	20% (279)	25% (351)	7% (98)	1420

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Table BRD1_1: Please indicate if you have a favorable or unfavorable view of each of the following
Ivanka Trump

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	16% (338)	22% (461)	14% (286)	17% (355)	24% (500)	7% (147)	2088
Obama Job: Approve	11% (123)	16% (175)	19% (207)	28% (308)	20% (225)	7% (75)	1114
Obama Job: Disapprove	25% (211)	32% (270)	9% (74)	4% (36)	25% (215)	5% (40)	847
#1 Issue: Economy	15% (101)	25% (169)	14% (94)	16% (108)	25% (166)	6% (38)	676
#1 Issue: Security	24% (82)	31% (105)	10% (35)	8% (28)	22% (75)	5% (16)	340
#1 Issue: Health Care	21% (63)	20% (60)	10% (29)	16% (48)	26% (78)	9% (26)	304
#1 Issue: Medicare / Social Security	15% (40)	20% (53)	12% (31)	19% (51)	29% (77)	6% (17)	269
#1 Issue: Women's Issues	9% (11)	15% (18)	20% (23)	29% (34)	18% (22)	9% (10)	117
#1 Issue: Education	13% (21)	17% (27)	20% (31)	21% (32)	22% (35)	7% (11)	157
#1 Issue: Energy	8% (8)	14% (14)	30% (30)	28% (28)	12% (12)	8% (8)	100
#1 Issue: Other	11% (13)	13% (16)	10% (12)	21% (26)	29% (36)	16% (20)	124
2012 Vote: Barack Obama	13% (103)	17% (140)	19% (152)	26% (212)	21% (172)	5% (38)	816
2012 Vote: Mitt Romney	28% (143)	35% (176)	8% (43)	6% (28)	21% (105)	2% (12)	506
2012 Vote: Other	18% (13)	21% (15)	4% (3)	14% (10)	35% (26)	8% (6)	73
2012 Vote: Didn't Vote	12% (79)	19% (129)	13% (88)	15% (104)	28% (196)	13% (92)	690
4-Region: Northeast	15% (56)	23% (87)	13% (49)	19% (74)	22% (84)	8% (31)	381
4-Region: Midwest	17% (78)	20% (90)	14% (65)	18% (79)	24% (108)	7% (30)	449
4-Region: South	19% (146)	23% (179)	13% (97)	15% (114)	25% (191)	6% (45)	773
4-Region: West	12% (59)	22% (106)	15% (74)	18% (88)	24% (117)	9% (41)	485

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

Table BRD1_2: Please indicate if you have a favorable or unfavorable view of each of the following
 Ivanka Trump Clothing

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	10% (212)	16% (330)	10% (216)	16% (327)	27% (565)	21% (438)	2088
Gender: Male	11% (110)	19% (190)	11% (114)	14% (145)	25% (249)	19% (196)	1005
Gender: Female	9% (102)	13% (139)	9% (102)	17% (181)	29% (316)	22% (243)	1083
Age: 18-29	8% (38)	15% (71)	14% (64)	18% (85)	21% (99)	24% (112)	468
Age: 30-44	12% (62)	16% (81)	10% (54)	17% (87)	21% (106)	24% (125)	514
Age: 45-54	8% (33)	15% (61)	11% (44)	13% (54)	32% (132)	20% (83)	406
Age: 55-64	10% (33)	16% (52)	7% (21)	18% (57)	30% (96)	19% (62)	322
Age: 65+	12% (47)	17% (64)	9% (33)	12% (44)	35% (132)	15% (57)	377
PID: Dem (no lean)	7% (49)	12% (84)	13% (95)	26% (181)	25% (173)	17% (121)	703
PID: Ind (no lean)	6% (46)	11% (87)	10% (75)	15% (113)	29% (218)	29% (216)	754
PID: Rep (no lean)	19% (118)	25% (160)	7% (46)	5% (33)	28% (174)	16% (101)	631
PID/Gender: Dem Men	10% (33)	15% (48)	16% (51)	25% (80)	19% (63)	15% (49)	325
PID/Gender: Dem Women	4% (15)	9% (35)	11% (43)	27% (101)	29% (110)	19% (72)	378
PID/Gender: Ind Men	6% (22)	14% (50)	10% (35)	14% (50)	30% (109)	27% (96)	360
PID/Gender: Ind Women	6% (24)	9% (37)	10% (40)	16% (63)	28% (110)	31% (120)	394
PID/Gender: Rep Men	17% (55)	29% (93)	9% (28)	5% (16)	24% (78)	16% (51)	321
PID/Gender: Rep Women	20% (63)	22% (67)	6% (18)	6% (17)	31% (96)	16% (50)	311
Tea Party: Supporter	21% (112)	25% (137)	9% (48)	10% (54)	23% (124)	13% (68)	544
Tea Party: Not Supporter	6% (97)	12% (190)	11% (167)	18% (270)	29% (438)	24% (368)	1530
Ideo: Liberal (1-3)	10% (68)	15% (106)	15% (104)	28% (194)	17% (122)	15% (107)	700
Ideo: Moderate (4)	9% (40)	15% (66)	12% (54)	14% (64)	30% (136)	20% (87)	447
Ideo: Conservative (5-7)	13% (81)	21% (129)	6% (39)	6% (37)	33% (202)	20% (121)	610
Educ: < College	10% (144)	15% (230)	9% (133)	15% (229)	27% (401)	24% (350)	1486
Educ: Bachelors degree	8% (32)	16% (64)	15% (61)	16% (64)	29% (115)	15% (58)	394
Educ: Post-grad	17% (36)	17% (35)	11% (23)	16% (34)	24% (50)	14% (30)	207
Income: Under 50k	10% (135)	14% (181)	9% (126)	16% (208)	27% (359)	24% (316)	1325
Income: 50k-100k	11% (55)	20% (102)	12% (63)	14% (72)	27% (139)	15% (79)	510
Income: 100k+	9% (22)	18% (46)	11% (28)	19% (47)	26% (67)	17% (43)	253

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Table BRD1_2: Please indicate if you have a favorable or unfavorable view of each of the following
Ivanka Trump Clothing

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard Of, No Opinion		Never Heard Of		Total N
All Respondents	10%	(212)	16%	(330)	10%	(216)	16%	(327)	27%	(565)	21%	(438)	2088
Ethnicity: White	11%	(184)	17%	(277)	9%	(156)	14%	(231)	27%	(456)	21%	(357)	1661
Ethnicity: Hispanic	13%	(41)	17%	(53)	11%	(33)	14%	(44)	19%	(60)	26%	(81)	312
Ethnicity: Afr. Am.	5%	(13)	14%	(36)	12%	(30)	25%	(63)	28%	(71)	16%	(41)	255
Ethnicity: Other	9%	(15)	10%	(17)	17%	(30)	19%	(32)	22%	(38)	23%	(40)	173
Relig: Protestant	12%	(55)	19%	(89)	10%	(47)	9%	(41)	33%	(154)	16%	(75)	462
Relig: Roman Catholic	12%	(52)	19%	(82)	10%	(43)	15%	(66)	23%	(100)	22%	(96)	439
Relig: Ath./Agn./None	4%	(26)	11%	(67)	10%	(59)	22%	(129)	27%	(160)	26%	(157)	598
Relig: Something Else	14%	(47)	15%	(53)	14%	(47)	16%	(56)	23%	(78)	19%	(65)	345
Relig: Evangelical	16%	(91)	19%	(109)	9%	(52)	11%	(66)	27%	(158)	18%	(104)	579
Relig: Non-Evang. Catholics	8%	(47)	18%	(101)	10%	(58)	13%	(76)	30%	(169)	20%	(113)	564
Relig: All Christian	12%	(138)	18%	(210)	10%	(110)	12%	(142)	29%	(327)	19%	(217)	1143
Relig: All Non-Christian	8%	(73)	13%	(120)	11%	(106)	20%	(185)	25%	(238)	23%	(221)	943
Community: Urban	10%	(57)	16%	(90)	12%	(65)	20%	(113)	23%	(129)	19%	(109)	563
Community: Suburban	8%	(73)	15%	(132)	11%	(101)	15%	(138)	29%	(260)	22%	(197)	901
Community: Rural	13%	(82)	17%	(108)	8%	(50)	12%	(76)	28%	(176)	21%	(132)	624
Employ: Private Sector	11%	(67)	17%	(105)	13%	(77)	16%	(100)	25%	(151)	18%	(111)	609
Employ: Government	11%	(14)	19%	(26)	10%	(13)	19%	(25)	24%	(33)	17%	(23)	134
Employ: Self-Employed	12%	(24)	18%	(36)	10%	(20)	16%	(31)	22%	(42)	22%	(44)	197
Employ: Homemaker	14%	(26)	15%	(27)	9%	(16)	14%	(25)	26%	(48)	22%	(40)	181
Employ: Student	5%	(6)	8%	(9)	12%	(13)	22%	(23)	19%	(20)	33%	(35)	105
Employ: Retired	10%	(46)	18%	(78)	9%	(40)	11%	(47)	35%	(150)	17%	(75)	435
Employ: Unemployed	4%	(9)	13%	(28)	11%	(23)	19%	(39)	28%	(57)	24%	(49)	204
Employ: Other	9%	(21)	10%	(22)	6%	(14)	17%	(37)	29%	(65)	28%	(63)	223
Job Type: White-collar	12%	(79)	16%	(104)	12%	(79)	17%	(112)	26%	(167)	16%	(106)	646
Job Type: Blue-collar	11%	(102)	18%	(169)	11%	(97)	15%	(140)	27%	(251)	18%	(165)	924
Job Type: Don't Know	6%	(32)	11%	(57)	8%	(40)	14%	(75)	28%	(148)	32%	(167)	518
Military HH: Yes	14%	(52)	18%	(69)	10%	(39)	13%	(49)	28%	(104)	17%	(65)	377
Military HH: No	9%	(161)	15%	(261)	10%	(176)	16%	(278)	27%	(461)	22%	(374)	1711
RD/WT: Right Direction	17%	(116)	21%	(140)	10%	(65)	9%	(61)	23%	(155)	20%	(131)	668
RD/WT: Wrong Track	7%	(97)	13%	(190)	11%	(151)	19%	(266)	29%	(410)	22%	(307)	1420

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Table BRD1_2: Please indicate if you have a favorable or unfavorable view of each of the following
Ivanka Trump Clothing

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard Of, No Opinion		Never Heard Of		Total N
All Respondents	10%	(212)	16%	(330)	10%	(216)	16%	(327)	27%	(565)	21%	(438)	2088
Obama Job: Approve	9%	(97)	13%	(140)	13%	(149)	25%	(274)	23%	(256)	18%	(198)	1114
Obama Job: Disapprove	14%	(115)	21%	(178)	7%	(63)	5%	(46)	31%	(263)	21%	(182)	847
#1 Issue: Economy	8%	(55)	16%	(109)	10%	(65)	16%	(106)	29%	(197)	21%	(144)	676
#1 Issue: Security	14%	(49)	21%	(71)	10%	(35)	7%	(24)	27%	(93)	20%	(69)	340
#1 Issue: Health Care	14%	(43)	16%	(48)	10%	(31)	13%	(39)	25%	(75)	22%	(67)	304
#1 Issue: Medicare / Social Security	9%	(23)	17%	(45)	9%	(24)	17%	(45)	33%	(89)	17%	(45)	269
#1 Issue: Women's Issues	5%	(6)	12%	(14)	17%	(20)	24%	(28)	16%	(18)	26%	(31)	117
#1 Issue: Education	13%	(20)	15%	(24)	9%	(15)	20%	(32)	24%	(37)	19%	(29)	157
#1 Issue: Energy	6%	(6)	13%	(13)	23%	(23)	25%	(25)	15%	(15)	19%	(19)	100
#1 Issue: Other	7%	(9)	4%	(6)	3%	(3)	24%	(29)	33%	(41)	29%	(35)	124
2012 Vote: Barack Obama	8%	(69)	14%	(112)	11%	(94)	26%	(208)	24%	(195)	17%	(139)	816
2012 Vote: Mitt Romney	19%	(94)	21%	(105)	9%	(45)	5%	(23)	33%	(166)	15%	(74)	506
2012 Vote: Other	6%	(4)	19%	(14)	2%	(2)	13%	(10)	31%	(23)	28%	(20)	73
2012 Vote: Didn't Vote	6%	(44)	14%	(98)	11%	(76)	12%	(86)	26%	(181)	30%	(205)	690
4-Region: Northeast	9%	(34)	15%	(58)	10%	(38)	15%	(58)	28%	(107)	23%	(86)	381
4-Region: Midwest	10%	(43)	13%	(57)	11%	(48)	19%	(87)	27%	(121)	21%	(94)	449
4-Region: South	12%	(95)	18%	(137)	11%	(84)	13%	(99)	28%	(218)	18%	(140)	773
4-Region: West	8%	(40)	16%	(78)	10%	(46)	17%	(82)	25%	(119)	24%	(118)	485

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

Table BRD1_3: Please indicate if you have a favorable or unfavorable view of each of the following
The NFL

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	25% (526)	30% (621)	14% (300)	9% (181)	18% (368)	4% (92)	2088
Gender: Male	31% (308)	31% (309)	14% (138)	8% (84)	13% (127)	4% (39)	1005
Gender: Female	20% (218)	29% (312)	15% (162)	9% (98)	22% (241)	5% (53)	1083
Age: 18-29	29% (135)	26% (124)	15% (70)	8% (39)	15% (70)	7% (31)	468
Age: 30-44	30% (154)	31% (160)	12% (60)	9% (46)	12% (61)	6% (33)	514
Age: 45-54	22% (88)	32% (130)	14% (58)	10% (40)	19% (76)	3% (14)	406
Age: 55-64	24% (77)	29% (94)	16% (52)	8% (26)	21% (69)	2% (5)	322
Age: 65+	19% (72)	30% (113)	16% (60)	8% (31)	24% (92)	2% (9)	377
PID: Dem (no lean)	26% (185)	29% (206)	14% (99)	7% (46)	21% (146)	3% (21)	703
PID: Ind (no lean)	23% (172)	27% (200)	15% (113)	9% (67)	20% (148)	7% (54)	754
PID: Rep (no lean)	27% (169)	34% (215)	14% (89)	11% (69)	12% (73)	3% (16)	631
PID/Gender: Dem Men	32% (103)	32% (105)	13% (43)	6% (20)	14% (46)	2% (7)	325
PID/Gender: Dem Women	22% (82)	27% (101)	15% (56)	7% (26)	27% (100)	4% (13)	378
PID/Gender: Ind Men	29% (103)	24% (87)	16% (57)	9% (32)	16% (59)	6% (21)	360
PID/Gender: Ind Women	17% (69)	29% (113)	14% (56)	9% (35)	22% (89)	9% (34)	394
PID/Gender: Rep Men	32% (102)	36% (116)	12% (38)	10% (32)	7% (21)	3% (11)	321
PID/Gender: Rep Women	22% (67)	32% (98)	16% (51)	12% (37)	17% (52)	2% (6)	311
Tea Party: Supporter	30% (161)	31% (166)	14% (77)	12% (66)	12% (64)	2% (11)	544
Tea Party: Not Supporter	24% (360)	30% (452)	14% (221)	8% (115)	20% (303)	5% (79)	1530
Ideo: Liberal (1-3)	27% (188)	32% (224)	16% (114)	8% (55)	15% (104)	2% (16)	700
Ideo: Moderate (4)	25% (113)	32% (142)	14% (63)	8% (35)	18% (78)	4% (16)	447
Ideo: Conservative (5-7)	24% (146)	30% (182)	17% (104)	11% (69)	15% (90)	3% (19)	610
Educ: < College	26% (393)	26% (391)	13% (190)	8% (126)	20% (302)	6% (83)	1486
Educ: Bachelors degree	22% (87)	39% (155)	18% (70)	9% (36)	11% (42)	1% (5)	394
Educ: Post-grad	22% (46)	36% (75)	19% (39)	9% (19)	12% (24)	2% (4)	207
Income: Under 50k	26% (339)	26% (341)	13% (171)	8% (108)	22% (289)	6% (76)	1325
Income: 50k-100k	25% (130)	36% (185)	16% (83)	9% (45)	12% (62)	1% (6)	510
Income: 100k+	23% (57)	38% (95)	18% (46)	11% (28)	6% (16)	4% (10)	253

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Table BRD1_3: Please indicate if you have a favorable or unfavorable view of each of the following
The NFL

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	25% (526)	30% (621)	14% (300)	9% (181)	18% (368)	4% (92)	2088
Ethnicity: White	23% (390)	30% (503)	16% (261)	10% (165)	17% (274)	4% (68)	1661
Ethnicity: Hispanic	30% (93)	26% (81)	12% (37)	5% (15)	23% (72)	4% (13)	312
Ethnicity: Afr. Am.	36% (93)	27% (69)	10% (24)	2% (6)	20% (51)	4% (11)	255
Ethnicity: Other	25% (44)	28% (49)	9% (15)	6% (10)	24% (42)	7% (12)	173
Relig: Protestant	24% (111)	37% (170)	15% (67)	8% (35)	15% (67)	2% (11)	462
Relig: Roman Catholic	30% (131)	31% (138)	14% (59)	7% (29)	16% (71)	3% (11)	439
Relig: Ath./Agn./None	22% (131)	25% (147)	17% (102)	11% (64)	18% (105)	8% (49)	598
Relig: Something Else	26% (91)	30% (104)	14% (48)	9% (30)	17% (60)	3% (11)	345
Relig: Evangelical	27% (158)	29% (169)	12% (68)	10% (57)	19% (111)	3% (16)	579
Relig: Non-Evang. Catholics	26% (146)	36% (201)	14% (81)	5% (30)	16% (90)	3% (15)	564
Relig: All Christian	27% (304)	32% (370)	13% (149)	8% (87)	18% (201)	3% (31)	1143
Relig: All Non-Christian	24% (222)	27% (251)	16% (151)	10% (94)	18% (165)	6% (60)	943
Community: Urban	27% (151)	30% (170)	12% (70)	8% (43)	19% (104)	4% (24)	563
Community: Suburban	22% (199)	33% (293)	17% (150)	7% (66)	18% (159)	4% (32)	901
Community: Rural	28% (176)	25% (158)	13% (80)	11% (72)	17% (104)	6% (35)	624
Employ: Private Sector	28% (169)	35% (213)	14% (84)	9% (52)	13% (77)	2% (14)	609
Employ: Government	22% (29)	36% (48)	18% (24)	8% (10)	13% (17)	4% (6)	134
Employ: Self-Employed	25% (49)	34% (67)	19% (38)	3% (7)	13% (26)	5% (11)	197
Employ: Homemaker	33% (60)	26% (47)	14% (25)	10% (19)	14% (26)	3% (5)	181
Employ: Student	24% (25)	23% (24)	15% (16)	10% (10)	18% (19)	10% (10)	105
Employ: Retired	20% (86)	30% (130)	15% (65)	8% (37)	25% (107)	2% (10)	435
Employ: Unemployed	24% (49)	19% (38)	13% (26)	12% (24)	23% (47)	10% (20)	204
Employ: Other	26% (59)	24% (54)	10% (23)	10% (23)	22% (48)	7% (16)	223
Job Type: White-collar	24% (154)	35% (228)	18% (114)	9% (56)	12% (76)	3% (19)	646
Job Type: Blue-collar	29% (265)	30% (277)	14% (132)	9% (86)	16% (149)	2% (15)	924
Job Type: Don't Know	21% (107)	22% (116)	11% (55)	8% (39)	28% (143)	11% (58)	518
Military HH: Yes	25% (95)	33% (123)	13% (49)	11% (43)	15% (55)	3% (11)	377
Military HH: No	25% (431)	29% (497)	15% (251)	8% (138)	18% (313)	5% (80)	1711
RD/WT: Right Direction	32% (211)	29% (193)	10% (67)	6% (43)	19% (127)	4% (27)	668
RD/WT: Wrong Track	22% (315)	30% (428)	16% (233)	10% (138)	17% (241)	5% (65)	1420

Continued on next page

Table BRD1_3: Please indicate if you have a favorable or unfavorable view of each of the following
The NFL

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	25% (526)	30% (621)	14% (300)	9% (181)	18% (368)	4% (92)	2088
Obama Job: Approve	29% (327)	31% (343)	14% (152)	6% (70)	16% (183)	4% (39)	1114
Obama Job: Disapprove	22% (183)	30% (253)	16% (136)	13% (107)	17% (143)	3% (26)	847
#1 Issue: Economy	26% (177)	34% (231)	13% (90)	8% (53)	16% (108)	3% (17)	676
#1 Issue: Security	27% (93)	28% (96)	14% (47)	10% (33)	17% (56)	5% (16)	340
#1 Issue: Health Care	27% (83)	30% (92)	13% (40)	7% (22)	20% (62)	2% (6)	304
#1 Issue: Medicare / Social Security	21% (55)	29% (79)	13% (35)	8% (21)	24% (66)	5% (13)	269
#1 Issue: Women's Issues	22% (25)	30% (35)	21% (25)	11% (13)	10% (11)	7% (8)	117
#1 Issue: Education	33% (52)	28% (45)	17% (26)	5% (8)	11% (17)	7% (10)	157
#1 Issue: Energy	24% (24)	20% (20)	19% (19)	15% (15)	17% (17)	5% (5)	100
#1 Issue: Other	14% (17)	19% (23)	15% (19)	13% (16)	25% (31)	14% (17)	124
2012 Vote: Barack Obama	31% (256)	32% (258)	14% (111)	6% (52)	16% (128)	1% (12)	816
2012 Vote: Mitt Romney	23% (114)	33% (167)	18% (90)	13% (64)	13% (64)	1% (7)	506
2012 Vote: Other	9% (6)	29% (21)	26% (19)	6% (4)	24% (18)	7% (5)	73
2012 Vote: Didn't Vote	22% (149)	25% (174)	11% (78)	9% (61)	23% (158)	10% (68)	690
4-Region: Northeast	24% (92)	30% (113)	16% (61)	8% (29)	18% (67)	5% (19)	381
4-Region: Midwest	26% (118)	31% (139)	13% (60)	10% (43)	16% (72)	4% (17)	449
4-Region: South	26% (198)	30% (231)	14% (105)	9% (71)	17% (135)	4% (32)	773
4-Region: West	24% (118)	28% (137)	15% (73)	8% (38)	19% (93)	5% (24)	485

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

Table BRD1_4: Please indicate if you have a favorable or unfavorable view of each of the following Roger Goodall

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	6% (119)	13% (272)	13% (269)	12% (241)	24% (501)	33% (685)	2088
Gender: Male	9% (88)	17% (173)	18% (181)	15% (146)	19% (193)	22% (223)	1005
Gender: Female	3% (31)	9% (99)	8% (88)	9% (95)	28% (308)	43% (461)	1083
Age: 18-29	8% (40)	14% (67)	12% (55)	12% (54)	16% (73)	38% (180)	468
Age: 30-44	9% (48)	15% (77)	12% (60)	13% (69)	19% (100)	31% (160)	514
Age: 45-54	4% (14)	10% (40)	15% (62)	11% (43)	27% (110)	33% (136)	406
Age: 55-64	3% (10)	11% (36)	14% (46)	11% (34)	30% (97)	31% (99)	322
Age: 65+	2% (7)	14% (51)	12% (46)	11% (41)	32% (122)	29% (110)	377
PID: Dem (no lean)	7% (48)	14% (100)	12% (83)	12% (82)	25% (173)	31% (218)	703
PID: Ind (no lean)	3% (24)	9% (71)	12% (92)	11% (85)	27% (200)	37% (282)	754
PID: Rep (no lean)	7% (47)	16% (101)	15% (94)	12% (75)	20% (129)	29% (185)	631
PID/Gender: Dem Men	12% (39)	18% (59)	17% (56)	13% (43)	19% (60)	21% (68)	325
PID/Gender: Dem Women	2% (9)	11% (41)	7% (27)	10% (38)	30% (112)	40% (150)	378
PID/Gender: Ind Men	4% (13)	14% (49)	16% (58)	16% (59)	21% (75)	29% (106)	360
PID/Gender: Ind Women	3% (12)	5% (21)	9% (34)	7% (26)	32% (125)	45% (176)	394
PID/Gender: Rep Men	11% (37)	20% (65)	21% (67)	14% (44)	18% (58)	16% (50)	321
PID/Gender: Rep Women	3% (10)	12% (37)	9% (27)	10% (31)	23% (71)	44% (135)	311
Tea Party: Supporter	12% (65)	19% (102)	17% (90)	10% (54)	17% (94)	26% (139)	544
Tea Party: Not Supporter	4% (54)	11% (163)	12% (180)	12% (186)	27% (406)	35% (540)	1530
Ideo: Liberal (1-3)	10% (72)	15% (108)	15% (102)	11% (75)	22% (155)	27% (187)	700
Ideo: Moderate (4)	3% (13)	14% (62)	13% (56)	14% (64)	25% (110)	32% (141)	447
Ideo: Conservative (5-7)	5% (30)	15% (90)	16% (95)	12% (73)	24% (145)	29% (177)	610
Educ: < College	5% (74)	12% (178)	11% (164)	11% (161)	25% (378)	36% (531)	1486
Educ: Bachelors degree	5% (21)	15% (60)	16% (65)	16% (63)	20% (80)	27% (105)	394
Educ: Post-grad	11% (23)	16% (34)	20% (41)	9% (18)	21% (43)	23% (48)	207
Income: Under 50k	5% (67)	11% (144)	10% (136)	11% (148)	25% (330)	38% (499)	1325
Income: 50k-100k	5% (27)	17% (87)	17% (87)	12% (60)	23% (119)	25% (130)	510
Income: 100k+	10% (24)	16% (40)	18% (47)	13% (33)	21% (53)	22% (56)	253

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Table BRD1_4: Please indicate if you have a favorable or unfavorable view of each of the following Roger Goodall

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	6% (119)	13% (272)	13% (269)	12% (241)	24% (501)	33% (685)	2088
Ethnicity: White	5% (91)	13% (211)	13% (222)	11% (190)	23% (386)	34% (561)	1661
Ethnicity: Hispanic	10% (32)	14% (45)	11% (34)	9% (28)	23% (73)	32% (101)	312
Ethnicity: Afr. Am.	6% (16)	19% (48)	10% (25)	15% (38)	28% (70)	23% (58)	255
Ethnicity: Other	7% (13)	8% (13)	13% (22)	8% (14)	26% (45)	38% (66)	173
Relig: Protestant	4% (19)	16% (75)	16% (73)	7% (33)	25% (114)	32% (148)	462
Relig: Roman Catholic	9% (38)	18% (78)	14% (61)	14% (62)	19% (84)	26% (116)	439
Relig: Ath./Agn./None	4% (23)	8% (50)	13% (80)	12% (70)	24% (144)	39% (230)	598
Relig: Something Else	9% (30)	13% (44)	11% (39)	14% (47)	23% (81)	30% (103)	345
Relig: Evangelical	8% (45)	15% (86)	12% (67)	9% (54)	25% (144)	32% (184)	579
Relig: Non-Evang. Catholics	4% (21)	16% (92)	15% (83)	13% (71)	23% (132)	29% (166)	564
Relig: All Christian	6% (66)	16% (178)	13% (150)	11% (124)	24% (276)	31% (350)	1143
Relig: All Non-Christian	6% (54)	10% (94)	13% (119)	12% (117)	24% (224)	35% (334)	943
Community: Urban	10% (56)	15% (85)	11% (65)	11% (64)	26% (147)	26% (146)	563
Community: Suburban	3% (28)	12% (104)	15% (135)	13% (115)	24% (217)	34% (302)	901
Community: Rural	6% (36)	13% (82)	11% (70)	10% (63)	22% (137)	38% (236)	624
Employ: Private Sector	7% (43)	16% (97)	16% (95)	15% (92)	19% (114)	28% (168)	609
Employ: Government	9% (12)	19% (25)	20% (27)	9% (13)	22% (29)	21% (29)	134
Employ: Self-Employed	9% (18)	15% (29)	18% (35)	13% (25)	19% (38)	26% (52)	197
Employ: Homemaker	5% (9)	9% (16)	8% (15)	8% (14)	31% (56)	40% (71)	181
Employ: Student	7% (7)	10% (11)	13% (14)	7% (7)	14% (14)	49% (52)	105
Employ: Retired	2% (9)	14% (61)	11% (50)	8% (35)	31% (135)	33% (145)	435
Employ: Unemployed	4% (9)	9% (19)	9% (18)	8% (16)	30% (62)	40% (81)	204
Employ: Other	6% (13)	6% (14)	7% (16)	17% (39)	24% (53)	39% (87)	223
Job Type: White-collar	8% (52)	16% (106)	15% (98)	12% (75)	22% (140)	27% (176)	646
Job Type: Blue-collar	5% (49)	14% (129)	15% (141)	12% (114)	24% (226)	29% (264)	924
Job Type: Don't Know	4% (19)	7% (37)	6% (30)	10% (52)	26% (136)	47% (245)	518
Military HH: Yes	10% (39)	18% (68)	11% (42)	11% (43)	22% (83)	27% (103)	377
Military HH: No	5% (80)	12% (204)	13% (228)	12% (199)	24% (418)	34% (581)	1711
RD/WT: Right Direction	12% (81)	20% (132)	11% (75)	8% (57)	22% (147)	27% (177)	668
RD/WT: Wrong Track	3% (38)	10% (140)	14% (195)	13% (185)	25% (355)	36% (507)	1420

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Table BRD1_4: Please indicate if you have a favorable or unfavorable view of each of the following Roger Goodall

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	6% (119)	13% (272)	13% (269)	12% (241)	24% (501)	33% (685)	2088
Obama Job: Approve	8% (93)	14% (158)	13% (146)	12% (136)	23% (260)	29% (320)	1114
Obama Job: Disapprove	3% (24)	13% (106)	14% (120)	12% (99)	24% (203)	35% (295)	847
#1 Issue: Economy	4% (24)	14% (94)	14% (92)	13% (87)	26% (176)	30% (203)	676
#1 Issue: Security	7% (24)	12% (41)	18% (62)	11% (36)	20% (69)	32% (108)	340
#1 Issue: Health Care	8% (24)	13% (40)	13% (39)	11% (32)	23% (69)	33% (100)	304
#1 Issue: Medicare / Social Security	1% (3)	15% (40)	10% (28)	11% (29)	28% (77)	34% (92)	269
#1 Issue: Women's Issues	6% (7)	9% (11)	7% (8)	10% (11)	23% (27)	45% (53)	117
#1 Issue: Education	16% (25)	15% (23)	11% (18)	15% (23)	17% (26)	27% (42)	157
#1 Issue: Energy	10% (10)	16% (16)	12% (12)	9% (9)	23% (23)	29% (29)	100
#1 Issue: Other	1% (2)	4% (5)	9% (11)	11% (13)	27% (34)	47% (58)	124
2012 Vote: Barack Obama	8% (65)	15% (126)	12% (101)	13% (106)	25% (201)	27% (218)	816
2012 Vote: Mitt Romney	5% (24)	16% (83)	18% (91)	12% (61)	24% (120)	25% (129)	506
2012 Vote: Other	2% (2)	12% (9)	11% (8)	9% (7)	30% (22)	36% (26)	73
2012 Vote: Didn't Vote	4% (29)	8% (54)	10% (69)	10% (67)	23% (159)	45% (312)	690
4-Region: Northeast	7% (27)	12% (48)	13% (51)	13% (51)	25% (96)	28% (108)	381
4-Region: Midwest	5% (22)	9% (39)	17% (75)	10% (43)	23% (102)	38% (169)	449
4-Region: South	5% (38)	17% (134)	10% (75)	13% (97)	24% (183)	32% (245)	773
4-Region: West	6% (31)	11% (51)	14% (69)	10% (51)	25% (121)	34% (163)	485

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

Table BRD1_5: Please indicate if you have a favorable or unfavorable view of each of the following
Lord & Taylor

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	9% (193)	23% (484)	9% (184)	5% (110)	30% (620)	24% (497)	2088
Gender: Male	9% (91)	23% (228)	11% (114)	6% (60)	27% (268)	24% (244)	1005
Gender: Female	9% (101)	24% (256)	7% (71)	5% (51)	32% (352)	23% (253)	1083
Age: 18-29	11% (50)	18% (83)	12% (57)	8% (37)	18% (83)	34% (157)	468
Age: 30-44	11% (57)	23% (116)	10% (52)	4% (20)	28% (143)	24% (126)	514
Age: 45-54	7% (29)	21% (85)	8% (34)	5% (20)	37% (149)	22% (89)	406
Age: 55-64	10% (31)	24% (78)	6% (19)	6% (18)	37% (120)	17% (56)	322
Age: 65+	7% (26)	32% (122)	6% (22)	4% (15)	33% (124)	18% (69)	377
PID: Dem (no lean)	13% (88)	24% (168)	9% (64)	6% (45)	26% (181)	22% (156)	703
PID: Ind (no lean)	6% (42)	19% (144)	8% (59)	5% (39)	33% (250)	29% (220)	754
PID: Rep (no lean)	10% (62)	27% (172)	10% (61)	4% (26)	30% (189)	19% (120)	631
PID/Gender: Dem Men	12% (41)	25% (81)	13% (43)	6% (18)	23% (74)	21% (68)	325
PID/Gender: Dem Women	13% (48)	23% (87)	6% (21)	7% (27)	28% (107)	23% (89)	378
PID/Gender: Ind Men	4% (15)	18% (63)	9% (34)	7% (24)	29% (104)	33% (120)	360
PID/Gender: Ind Women	7% (27)	20% (80)	6% (25)	4% (15)	37% (146)	26% (101)	394
PID/Gender: Rep Men	11% (36)	26% (84)	11% (37)	5% (17)	28% (90)	18% (57)	321
PID/Gender: Rep Women	8% (26)	29% (89)	8% (24)	3% (9)	32% (99)	20% (63)	311
Tea Party: Supporter	13% (70)	27% (147)	10% (55)	7% (37)	24% (131)	19% (104)	544
Tea Party: Not Supporter	8% (121)	22% (334)	8% (126)	5% (70)	32% (485)	26% (393)	1530
Ideo: Liberal (1-3)	12% (85)	25% (175)	13% (89)	7% (48)	23% (161)	20% (142)	700
Ideo: Moderate (4)	9% (40)	26% (115)	7% (32)	5% (23)	34% (150)	20% (88)	447
Ideo: Conservative (5-7)	8% (49)	26% (161)	8% (48)	3% (21)	32% (197)	22% (133)	610
Educ: < College	8% (113)	20% (301)	8% (122)	6% (89)	30% (440)	28% (421)	1486
Educ: Bachelors degree	11% (45)	29% (113)	10% (41)	4% (15)	31% (123)	14% (57)	394
Educ: Post-grad	17% (35)	34% (70)	10% (21)	3% (6)	28% (57)	9% (19)	207
Income: Under 50k	7% (99)	20% (263)	9% (125)	5% (72)	29% (386)	29% (380)	1325
Income: 50k-100k	11% (55)	29% (146)	8% (42)	5% (24)	31% (159)	17% (84)	510
Income: 100k+	15% (38)	30% (75)	7% (17)	6% (15)	30% (75)	13% (32)	253

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Table BRD1_5: Please indicate if you have a favorable or unfavorable view of each of the following
 Lord & Taylor

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard Of, No Opinion		Never Heard Of		Total N
All Respondents	9%	(193)	23%	(484)	9%	(184)	5%	(110)	30%	(620)	24%	(497)	2088
Ethnicity: White	8%	(133)	24%	(396)	9%	(143)	5%	(85)	31%	(507)	24%	(397)	1661
Ethnicity: Hispanic	16%	(50)	20%	(62)	9%	(29)	6%	(19)	22%	(68)	27%	(83)	312
Ethnicity: Afr. Am.	14%	(36)	22%	(57)	12%	(32)	7%	(17)	24%	(62)	20%	(51)	255
Ethnicity: Other	14%	(24)	18%	(31)	5%	(9)	5%	(8)	29%	(51)	28%	(49)	173
Relig: Protestant	10%	(44)	31%	(144)	7%	(33)	3%	(13)	34%	(158)	15%	(70)	462
Relig: Roman Catholic	12%	(54)	30%	(132)	10%	(46)	4%	(17)	26%	(113)	18%	(77)	439
Relig: Ath./Agn./None	6%	(38)	15%	(90)	7%	(43)	7%	(41)	31%	(184)	34%	(202)	598
Relig: Something Else	10%	(35)	26%	(89)	12%	(41)	6%	(22)	25%	(86)	21%	(72)	345
Relig: Evangelical	11%	(67)	20%	(115)	10%	(55)	6%	(35)	30%	(172)	23%	(136)	579
Relig: Non-Evang. Catholics	9%	(53)	34%	(190)	8%	(45)	2%	(12)	31%	(176)	15%	(87)	564
Relig: All Christian	10%	(120)	27%	(305)	9%	(101)	4%	(47)	30%	(348)	19%	(223)	1143
Relig: All Non-Christian	8%	(73)	19%	(179)	9%	(83)	7%	(63)	29%	(270)	29%	(274)	943
Community: Urban	12%	(70)	24%	(134)	11%	(63)	7%	(37)	25%	(143)	21%	(116)	563
Community: Suburban	8%	(74)	26%	(237)	8%	(74)	3%	(30)	32%	(285)	22%	(200)	901
Community: Rural	8%	(48)	18%	(113)	8%	(47)	7%	(43)	31%	(192)	29%	(181)	624
Employ: Private Sector	11%	(67)	25%	(150)	10%	(59)	5%	(28)	27%	(167)	23%	(138)	609
Employ: Government	11%	(15)	29%	(39)	8%	(11)	7%	(9)	24%	(32)	21%	(28)	134
Employ: Self-Employed	11%	(22)	24%	(47)	13%	(25)	5%	(9)	27%	(52)	21%	(41)	197
Employ: Homemaker	11%	(20)	18%	(33)	12%	(21)	5%	(9)	33%	(60)	21%	(37)	181
Employ: Student	8%	(9)	16%	(17)	16%	(16)	1%	(1)	24%	(25)	34%	(36)	105
Employ: Retired	7%	(28)	31%	(136)	5%	(23)	4%	(18)	32%	(140)	20%	(89)	435
Employ: Unemployed	8%	(16)	17%	(34)	8%	(17)	7%	(15)	29%	(60)	31%	(62)	204
Employ: Other	7%	(15)	12%	(27)	6%	(13)	9%	(20)	37%	(83)	29%	(65)	223
Job Type: White-collar	13%	(84)	30%	(195)	11%	(71)	3%	(20)	28%	(178)	15%	(97)	646
Job Type: Blue-collar	8%	(79)	25%	(230)	7%	(66)	6%	(51)	31%	(282)	23%	(216)	924
Job Type: Don't Know	6%	(30)	11%	(58)	9%	(47)	8%	(39)	31%	(160)	35%	(183)	518
Military HH: Yes	8%	(30)	30%	(114)	9%	(36)	4%	(16)	28%	(105)	20%	(76)	377
Military HH: No	9%	(162)	22%	(370)	9%	(148)	6%	(94)	30%	(515)	25%	(420)	1711
RD/WT: Right Direction	14%	(94)	27%	(183)	10%	(69)	4%	(26)	23%	(156)	21%	(140)	668
RD/WT: Wrong Track	7%	(99)	21%	(301)	8%	(115)	6%	(84)	33%	(464)	25%	(357)	1420

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Table BRD1_5: Please indicate if you have a favorable or unfavorable view of each of the following
Lord & Taylor

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard Of, No Opinion		Never Heard Of		Total N
All Respondents	9%	(193)	23%	(484)	9%	(184)	5%	(110)	30%	(620)	24%	(497)	2088
Obama Job: Approve	12%	(135)	25%	(280)	10%	(108)	6%	(63)	26%	(287)	22%	(241)	1114
Obama Job: Disapprove	6%	(54)	22%	(190)	9%	(75)	4%	(37)	34%	(287)	24%	(204)	847
#1 Issue: Economy	8%	(56)	25%	(171)	9%	(58)	5%	(33)	31%	(212)	22%	(145)	676
#1 Issue: Security	10%	(33)	24%	(83)	8%	(26)	4%	(13)	28%	(95)	27%	(90)	340
#1 Issue: Health Care	10%	(29)	22%	(68)	10%	(30)	6%	(17)	29%	(89)	23%	(71)	304
#1 Issue: Medicare / Social Security	9%	(24)	23%	(62)	7%	(19)	5%	(13)	35%	(95)	21%	(57)	269
#1 Issue: Women's Issues	10%	(11)	26%	(30)	14%	(16)	6%	(7)	26%	(30)	19%	(22)	117
#1 Issue: Education	17%	(26)	18%	(29)	15%	(23)	9%	(14)	15%	(24)	26%	(40)	157
#1 Issue: Energy	8%	(8)	25%	(25)	10%	(10)	4%	(4)	28%	(28)	24%	(24)	100
#1 Issue: Other	4%	(5)	13%	(16)	2%	(2)	6%	(8)	37%	(45)	38%	(47)	124
2012 Vote: Barack Obama	13%	(104)	26%	(211)	10%	(83)	5%	(45)	26%	(215)	19%	(158)	816
2012 Vote: Mitt Romney	8%	(40)	28%	(143)	9%	(43)	3%	(17)	34%	(174)	18%	(90)	506
2012 Vote: Other	3%	(2)	21%	(15)	9%	(7)	3%	(2)	41%	(30)	23%	(17)	73
2012 Vote: Didn't Vote	7%	(46)	16%	(114)	7%	(51)	7%	(47)	29%	(200)	34%	(232)	690
4-Region: Northeast	12%	(45)	33%	(125)	9%	(34)	6%	(24)	28%	(107)	12%	(46)	381
4-Region: Midwest	8%	(38)	20%	(89)	10%	(45)	5%	(24)	31%	(138)	26%	(116)	449
4-Region: South	9%	(68)	22%	(170)	8%	(62)	5%	(42)	29%	(228)	26%	(202)	773
4-Region: West	9%	(42)	21%	(100)	9%	(43)	4%	(20)	30%	(147)	28%	(133)	485

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

Table BRD1_6: Please indicate if you have a favorable or unfavorable view of each of the following Macy's

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	21% (438)	38% (792)	10% (201)	5% (109)	22% (453)	5% (94)	2088
Gender: Male	19% (193)	39% (393)	11% (109)	6% (60)	20% (205)	4% (45)	1005
Gender: Female	23% (244)	37% (400)	8% (92)	5% (49)	23% (248)	5% (50)	1083
Age: 18-29	29% (134)	32% (150)	11% (53)	7% (31)	14% (64)	7% (35)	468
Age: 30-44	22% (115)	38% (197)	11% (54)	5% (28)	18% (92)	6% (28)	514
Age: 45-54	14% (56)	41% (167)	8% (33)	6% (23)	27% (110)	4% (17)	406
Age: 55-64	18% (58)	37% (121)	8% (25)	5% (15)	30% (97)	2% (6)	322
Age: 65+	20% (74)	42% (158)	9% (35)	3% (13)	24% (90)	2% (8)	377
PID: Dem (no lean)	26% (180)	37% (261)	9% (63)	6% (43)	19% (132)	3% (22)	703
PID: Ind (no lean)	18% (132)	34% (258)	10% (73)	6% (49)	25% (192)	7% (50)	754
PID: Rep (no lean)	20% (125)	43% (273)	10% (65)	3% (17)	20% (129)	4% (22)	631
PID/Gender: Dem Men	23% (76)	38% (124)	10% (33)	7% (24)	18% (58)	3% (10)	325
PID/Gender: Dem Women	28% (104)	36% (137)	8% (30)	5% (19)	20% (74)	3% (13)	378
PID/Gender: Ind Men	16% (56)	35% (127)	11% (38)	8% (27)	25% (90)	6% (21)	360
PID/Gender: Ind Women	19% (76)	33% (131)	9% (35)	5% (22)	26% (102)	7% (29)	394
PID/Gender: Rep Men	19% (61)	44% (142)	12% (38)	3% (9)	18% (57)	4% (13)	321
PID/Gender: Rep Women	21% (64)	42% (131)	9% (27)	3% (8)	23% (72)	3% (9)	311
Tea Party: Supporter	25% (135)	37% (203)	15% (80)	5% (28)	16% (86)	2% (12)	544
Tea Party: Not Supporter	20% (302)	38% (584)	8% (116)	5% (81)	24% (365)	5% (80)	1530
Ideo: Liberal (1-3)	23% (160)	40% (280)	13% (90)	6% (41)	16% (110)	3% (19)	700
Ideo: Moderate (4)	22% (100)	38% (172)	6% (29)	6% (26)	24% (106)	3% (15)	447
Ideo: Conservative (5-7)	20% (119)	42% (254)	10% (60)	5% (28)	21% (128)	3% (21)	610
Educ: < College	21% (313)	34% (506)	10% (146)	6% (82)	24% (355)	6% (84)	1486
Educ: Bachelors degree	19% (73)	48% (188)	9% (34)	6% (22)	17% (69)	2% (8)	394
Educ: Post-grad	25% (51)	47% (98)	10% (21)	2% (5)	14% (30)	1% (3)	207
Income: Under 50k	20% (266)	33% (438)	11% (146)	5% (66)	25% (331)	6% (78)	1325
Income: 50k-100k	21% (106)	48% (243)	9% (43)	5% (26)	17% (88)	1% (4)	510
Income: 100k+	26% (65)	44% (111)	5% (12)	7% (18)	14% (35)	5% (12)	253

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Table BRD1_6: Please indicate if you have a favorable or unfavorable view of each of the following Macy's

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	21% (438)	38% (792)	10% (201)	5% (109)	22% (453)	5% (94)	2088
Ethnicity: White	18% (307)	40% (659)	10% (160)	5% (82)	23% (379)	4% (73)	1661
Ethnicity: Hispanic	33% (102)	27% (84)	11% (35)	9% (28)	17% (52)	4% (13)	312
Ethnicity: Afr. Am.	35% (89)	31% (80)	6% (15)	4% (11)	19% (48)	4% (11)	255
Ethnicity: Other	24% (42)	31% (54)	15% (25)	9% (16)	15% (25)	6% (10)	173
Relig: Protestant	21% (97)	45% (208)	8% (36)	4% (18)	20% (91)	3% (12)	462
Relig: Roman Catholic	28% (122)	39% (171)	9% (41)	5% (23)	15% (68)	3% (14)	439
Relig: Ath./Agn./None	16% (98)	33% (200)	10% (60)	7% (42)	25% (150)	8% (48)	598
Relig: Something Else	20% (69)	36% (123)	11% (39)	6% (20)	24% (81)	4% (12)	345
Relig: Evangelical	23% (132)	39% (223)	11% (62)	4% (25)	21% (119)	3% (19)	579
Relig: Non-Evang. Catholics	25% (139)	44% (246)	7% (40)	4% (22)	18% (101)	3% (16)	564
Relig: All Christian	24% (271)	41% (470)	9% (102)	4% (47)	19% (220)	3% (34)	1143
Relig: All Non-Christian	18% (167)	34% (323)	10% (99)	7% (63)	25% (231)	6% (60)	943
Community: Urban	26% (145)	34% (194)	12% (66)	5% (31)	18% (104)	4% (23)	563
Community: Suburban	22% (195)	41% (372)	8% (75)	5% (46)	20% (180)	4% (34)	901
Community: Rural	16% (98)	36% (227)	10% (59)	5% (33)	27% (169)	6% (38)	624
Employ: Private Sector	24% (147)	37% (228)	9% (57)	6% (36)	20% (125)	3% (17)	609
Employ: Government	22% (29)	46% (62)	6% (8)	6% (8)	15% (20)	5% (6)	134
Employ: Self-Employed	23% (45)	41% (80)	10% (20)	6% (12)	15% (30)	5% (10)	197
Employ: Homemaker	23% (41)	34% (61)	12% (22)	6% (11)	24% (43)	1% (2)	181
Employ: Student	24% (25)	33% (35)	9% (10)	7% (7)	18% (19)	9% (10)	105
Employ: Retired	17% (75)	45% (195)	8% (34)	3% (14)	25% (108)	2% (9)	435
Employ: Unemployed	20% (42)	31% (63)	11% (22)	3% (5)	25% (52)	10% (21)	204
Employ: Other	15% (34)	31% (68)	13% (28)	7% (16)	26% (58)	9% (19)	223
Job Type: White-collar	23% (148)	43% (280)	9% (60)	5% (29)	16% (103)	4% (25)	646
Job Type: Blue-collar	20% (184)	40% (367)	10% (93)	5% (49)	23% (215)	2% (15)	924
Job Type: Don't Know	20% (105)	28% (145)	9% (48)	6% (31)	26% (135)	10% (54)	518
Military HH: Yes	23% (88)	43% (161)	8% (32)	5% (21)	17% (65)	3% (11)	377
Military HH: No	20% (350)	37% (631)	10% (169)	5% (89)	23% (388)	5% (83)	1711
RD/WT: Right Direction	29% (197)	33% (221)	8% (55)	6% (38)	19% (124)	5% (33)	668
RD/WT: Wrong Track	17% (241)	40% (571)	10% (146)	5% (71)	23% (329)	4% (61)	1420

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Table BRD1_6: Please indicate if you have a favorable or unfavorable view of each of the following Macy's

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	21% (438)	38% (792)	10% (201)	5% (109)	22% (453)	5% (94)	2088
Obama Job: Approve	26% (292)	38% (421)	10% (114)	5% (54)	17% (192)	4% (41)	1114
Obama Job: Disapprove	15% (131)	40% (336)	10% (83)	6% (49)	26% (223)	3% (26)	847
#1 Issue: Economy	21% (142)	39% (265)	10% (70)	4% (27)	23% (154)	3% (18)	676
#1 Issue: Security	21% (73)	39% (134)	10% (33)	3% (11)	21% (73)	5% (16)	340
#1 Issue: Health Care	24% (72)	40% (121)	5% (16)	7% (20)	21% (63)	4% (12)	304
#1 Issue: Medicare / Social Security	19% (52)	37% (99)	9% (24)	6% (15)	26% (70)	4% (9)	269
#1 Issue: Women's Issues	21% (24)	43% (50)	8% (9)	7% (9)	16% (19)	5% (6)	117
#1 Issue: Education	27% (43)	33% (51)	12% (19)	10% (16)	12% (19)	6% (9)	157
#1 Issue: Energy	22% (22)	26% (26)	21% (21)	8% (8)	17% (17)	6% (6)	100
#1 Issue: Other	8% (10)	36% (44)	7% (9)	4% (4)	31% (38)	15% (18)	124
2012 Vote: Barack Obama	25% (205)	39% (321)	10% (78)	6% (52)	18% (146)	2% (15)	816
2012 Vote: Mitt Romney	18% (91)	46% (231)	10% (50)	3% (14)	23% (116)	1% (5)	506
2012 Vote: Other	14% (10)	39% (29)	6% (5)	— (0)	34% (25)	7% (5)	73
2012 Vote: Didn't Vote	19% (131)	30% (210)	10% (69)	6% (44)	24% (167)	10% (70)	690
4-Region: Northeast	25% (96)	36% (138)	11% (42)	4% (15)	19% (71)	5% (18)	381
4-Region: Midwest	17% (75)	39% (176)	10% (46)	7% (31)	24% (107)	3% (14)	449
4-Region: South	23% (177)	37% (286)	8% (60)	4% (30)	24% (184)	4% (34)	773
4-Region: West	18% (89)	40% (192)	11% (53)	7% (33)	19% (91)	6% (28)	485

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

Table BRD1_7: Please indicate if you have a favorable or unfavorable view of each of the following Nordstrom

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	14% (298)	32% (660)	10% (218)	5% (115)	29% (602)	9% (195)	2088
Gender: Male	13% (134)	33% (330)	11% (115)	6% (57)	26% (262)	11% (107)	1005
Gender: Female	15% (163)	30% (330)	10% (103)	5% (58)	31% (340)	8% (88)	1083
Age: 18-29	19% (87)	30% (142)	11% (51)	9% (42)	19% (90)	12% (56)	468
Age: 30-44	16% (83)	31% (159)	13% (66)	5% (27)	23% (117)	12% (63)	514
Age: 45-54	11% (46)	27% (111)	10% (40)	5% (21)	38% (153)	8% (35)	406
Age: 55-64	13% (42)	29% (94)	8% (27)	3% (11)	41% (133)	5% (16)	322
Age: 65+	10% (39)	41% (155)	9% (34)	4% (14)	29% (110)	7% (25)	377
PID: Dem (no lean)	17% (121)	34% (240)	11% (77)	6% (40)	24% (171)	8% (53)	703
PID: Ind (no lean)	10% (74)	28% (215)	10% (75)	5% (41)	34% (256)	12% (93)	754
PID: Rep (no lean)	16% (102)	33% (205)	11% (67)	5% (33)	28% (175)	8% (49)	631
PID/Gender: Dem Men	15% (49)	37% (121)	11% (36)	6% (19)	23% (74)	8% (26)	325
PID/Gender: Dem Women	19% (72)	32% (119)	11% (41)	6% (22)	26% (97)	7% (27)	378
PID/Gender: Ind Men	10% (34)	30% (108)	10% (37)	5% (18)	31% (110)	15% (53)	360
PID/Gender: Ind Women	10% (40)	27% (107)	10% (38)	6% (23)	37% (146)	10% (40)	394
PID/Gender: Rep Men	16% (51)	32% (102)	13% (42)	6% (20)	24% (78)	9% (28)	321
PID/Gender: Rep Women	16% (51)	33% (104)	8% (24)	4% (13)	31% (97)	7% (21)	311
Tea Party: Supporter	20% (109)	32% (172)	14% (75)	7% (36)	23% (126)	5% (26)	544
Tea Party: Not Supporter	12% (186)	32% (485)	9% (139)	5% (77)	31% (475)	11% (168)	1530
Ideo: Liberal (1-3)	19% (131)	34% (240)	12% (87)	6% (44)	23% (159)	6% (39)	700
Ideo: Moderate (4)	13% (57)	31% (140)	9% (42)	6% (28)	33% (146)	8% (34)	447
Ideo: Conservative (5-7)	13% (79)	34% (208)	11% (70)	5% (29)	30% (182)	7% (43)	610
Educ: < College	13% (193)	29% (426)	10% (149)	6% (87)	31% (457)	12% (174)	1486
Educ: Bachelors degree	15% (59)	39% (153)	12% (47)	4% (17)	26% (104)	3% (13)	394
Educ: Post-grad	22% (45)	39% (81)	11% (22)	5% (11)	20% (41)	4% (8)	207
Income: Under 50k	12% (164)	28% (370)	10% (139)	6% (77)	31% (411)	12% (165)	1325
Income: 50k-100k	17% (84)	38% (192)	12% (59)	5% (25)	26% (132)	4% (18)	510
Income: 100k+	19% (49)	39% (99)	8% (20)	5% (13)	24% (60)	5% (12)	253

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Table BRD1_7: Please indicate if you have a favorable or unfavorable view of each of the following
Nordstrom

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	14% (298)	32% (660)	10% (218)	5% (115)	29% (602)	9% (195)	2088
Ethnicity: White	13% (217)	31% (520)	11% (176)	5% (85)	30% (501)	10% (161)	1661
Ethnicity: Hispanic	22% (69)	31% (98)	10% (30)	7% (23)	22% (70)	7% (23)	312
Ethnicity: Afr. Am.	18% (45)	33% (84)	11% (27)	8% (20)	25% (63)	6% (16)	255
Ethnicity: Other	20% (35)	33% (56)	9% (15)	6% (10)	22% (39)	10% (18)	173
Relig: Protestant	14% (63)	38% (177)	8% (38)	4% (17)	30% (139)	6% (27)	462
Relig: Roman Catholic	16% (72)	35% (151)	10% (45)	6% (26)	25% (111)	7% (33)	439
Relig: Ath./Agn./None	11% (66)	26% (153)	11% (66)	7% (42)	31% (186)	14% (85)	598
Relig: Something Else	16% (56)	31% (108)	15% (52)	5% (16)	25% (87)	8% (27)	345
Relig: Evangelical	17% (98)	30% (172)	10% (58)	6% (32)	31% (178)	7% (42)	579
Relig: Non-Evang. Catholics	14% (78)	40% (227)	8% (43)	4% (24)	27% (150)	7% (41)	564
Relig: All Christian	15% (176)	35% (399)	9% (101)	5% (56)	29% (328)	7% (83)	1143
Relig: All Non-Christian	13% (122)	28% (261)	12% (117)	6% (58)	29% (272)	12% (112)	943
Community: Urban	16% (92)	32% (180)	12% (66)	7% (38)	26% (147)	7% (39)	563
Community: Suburban	14% (122)	35% (316)	10% (91)	5% (45)	29% (258)	8% (70)	901
Community: Rural	13% (84)	26% (164)	10% (61)	5% (32)	32% (197)	14% (86)	624
Employ: Private Sector	15% (91)	34% (210)	13% (77)	6% (34)	26% (158)	6% (39)	609
Employ: Government	21% (28)	34% (45)	10% (13)	6% (8)	25% (34)	4% (5)	134
Employ: Self-Employed	17% (33)	33% (64)	14% (27)	6% (12)	21% (42)	9% (18)	197
Employ: Homemaker	16% (30)	22% (40)	11% (20)	7% (13)	35% (64)	8% (15)	181
Employ: Student	16% (17)	29% (30)	11% (11)	4% (4)	27% (29)	13% (13)	105
Employ: Retired	10% (43)	39% (168)	9% (39)	4% (16)	32% (139)	7% (30)	435
Employ: Unemployed	14% (28)	27% (55)	9% (18)	5% (10)	33% (66)	14% (28)	204
Employ: Other	12% (28)	21% (47)	6% (14)	8% (19)	32% (71)	20% (45)	223
Job Type: White-collar	20% (128)	38% (247)	10% (67)	4% (27)	23% (149)	4% (28)	646
Job Type: Blue-collar	11% (103)	34% (312)	12% (111)	6% (53)	30% (279)	7% (66)	924
Job Type: Don't Know	13% (67)	19% (101)	8% (41)	7% (34)	34% (174)	20% (101)	518
Military HH: Yes	13% (50)	33% (124)	11% (43)	5% (18)	30% (113)	8% (29)	377
Military HH: No	14% (248)	31% (536)	10% (175)	6% (96)	29% (489)	10% (166)	1711
RD/WT: Right Direction	19% (128)	30% (202)	10% (70)	5% (35)	25% (169)	10% (64)	668
RD/WT: Wrong Track	12% (170)	32% (459)	10% (148)	6% (80)	30% (433)	9% (131)	1420

Continued on next page

Table BRD1_7: Please indicate if you have a favorable or unfavorable view of each of the following Nordstrom

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	14% (298)	32% (660)	10% (218)	5% (115)	29% (602)	9% (195)	2088
Obama Job: Approve	18% (195)	34% (377)	11% (120)	6% (67)	24% (273)	7% (81)	1114
Obama Job: Disapprove	11% (95)	31% (263)	11% (92)	5% (38)	33% (280)	9% (78)	847
#1 Issue: Economy	15% (99)	34% (227)	11% (73)	5% (31)	29% (195)	8% (51)	676
#1 Issue: Security	14% (49)	29% (100)	11% (38)	4% (13)	31% (106)	10% (34)	340
#1 Issue: Health Care	16% (47)	33% (101)	8% (25)	7% (22)	28% (85)	8% (25)	304
#1 Issue: Medicare / Social Security	9% (25)	33% (88)	11% (29)	4% (12)	33% (88)	10% (27)	269
#1 Issue: Women's Issues	13% (15)	32% (37)	12% (15)	8% (9)	26% (30)	9% (11)	117
#1 Issue: Education	25% (40)	28% (44)	14% (22)	9% (14)	14% (22)	10% (15)	157
#1 Issue: Energy	14% (14)	36% (36)	9% (9)	8% (8)	22% (22)	11% (11)	100
#1 Issue: Other	6% (7)	22% (27)	7% (8)	5% (6)	43% (54)	17% (21)	124
2012 Vote: Barack Obama	17% (136)	36% (295)	11% (88)	6% (53)	25% (205)	5% (40)	816
2012 Vote: Mitt Romney	15% (75)	35% (176)	12% (61)	3% (16)	30% (152)	5% (27)	506
2012 Vote: Other	12% (9)	19% (14)	8% (6)	4% (3)	48% (35)	8% (6)	73
2012 Vote: Didn't Vote	11% (77)	25% (174)	9% (63)	6% (43)	30% (210)	18% (122)	690
4-Region: Northeast	17% (63)	28% (107)	9% (35)	5% (20)	30% (115)	11% (41)	381
4-Region: Midwest	14% (61)	30% (134)	10% (46)	7% (31)	32% (142)	8% (35)	449
4-Region: South	12% (92)	31% (242)	10% (78)	6% (49)	29% (223)	11% (89)	773
4-Region: West	17% (81)	37% (178)	12% (59)	3% (14)	25% (123)	6% (30)	485

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

Table BRD1_8: Please indicate if you have a favorable or unfavorable view of each of the following
 White House Black Market

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	8% (160)	14% (293)	8% (168)	8% (168)	21% (440)	41% (859)	2088
Gender: Male	9% (92)	14% (137)	9% (88)	9% (89)	18% (176)	42% (423)	1005
Gender: Female	6% (68)	14% (156)	7% (81)	7% (79)	24% (264)	40% (436)	1083
Age: 18-29	14% (67)	16% (75)	11% (51)	10% (48)	16% (73)	33% (153)	468
Age: 30-44	9% (48)	20% (101)	10% (52)	5% (26)	21% (106)	35% (181)	514
Age: 45-54	5% (22)	13% (51)	8% (31)	11% (46)	21% (85)	42% (172)	406
Age: 55-64	4% (12)	7% (22)	4% (13)	6% (21)	26% (83)	53% (171)	322
Age: 65+	3% (11)	12% (44)	6% (21)	7% (27)	24% (92)	48% (182)	377
PID: Dem (no lean)	9% (63)	15% (103)	8% (53)	10% (68)	20% (140)	39% (275)	703
PID: Ind (no lean)	5% (37)	11% (80)	7% (50)	8% (59)	23% (175)	47% (353)	754
PID: Rep (no lean)	9% (59)	17% (110)	10% (65)	7% (41)	20% (125)	37% (231)	631
PID/Gender: Dem Men	11% (37)	14% (46)	8% (27)	11% (36)	15% (47)	40% (131)	325
PID/Gender: Dem Women	7% (26)	15% (57)	7% (27)	8% (31)	25% (93)	38% (144)	378
PID/Gender: Ind Men	5% (17)	9% (33)	7% (26)	9% (34)	22% (79)	48% (172)	360
PID/Gender: Ind Women	5% (21)	12% (48)	6% (24)	6% (26)	24% (96)	46% (180)	394
PID/Gender: Rep Men	12% (38)	18% (59)	11% (35)	6% (19)	16% (50)	37% (120)	321
PID/Gender: Rep Women	7% (21)	17% (52)	10% (30)	7% (22)	24% (75)	36% (111)	311
Tea Party: Supporter	14% (78)	18% (99)	11% (60)	10% (52)	15% (84)	32% (172)	544
Tea Party: Not Supporter	5% (82)	12% (191)	7% (107)	7% (112)	23% (355)	45% (683)	1530
Ideo: Liberal (1-3)	14% (97)	16% (114)	11% (80)	9% (60)	20% (137)	30% (212)	700
Ideo: Moderate (4)	4% (20)	17% (77)	7% (33)	9% (42)	21% (92)	41% (183)	447
Ideo: Conservative (5-7)	6% (34)	14% (83)	8% (47)	8% (48)	21% (130)	44% (268)	610
Educ: < College	7% (101)	11% (170)	8% (118)	9% (137)	21% (307)	44% (653)	1486
Educ: Bachelors degree	7% (27)	21% (83)	9% (35)	6% (23)	23% (89)	35% (138)	394
Educ: Post-grad	16% (32)	19% (40)	7% (15)	4% (8)	21% (44)	33% (68)	207
Income: Under 50k	7% (99)	11% (144)	8% (105)	9% (119)	19% (253)	46% (605)	1325
Income: 50k-100k	7% (37)	19% (96)	8% (43)	7% (36)	24% (121)	35% (178)	510
Income: 100k+	9% (24)	21% (54)	8% (20)	5% (13)	26% (66)	30% (76)	253

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Table BRD1_8: Please indicate if you have a favorable or unfavorable view of each of the following
White House Black Market

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	8% (160)	14% (293)	8% (168)	8% (168)	21% (440)	41% (859)	2088
Ethnicity: White	7% (110)	14% (230)	8% (127)	8% (128)	21% (356)	43% (709)	1661
Ethnicity: Hispanic	12% (39)	16% (49)	10% (31)	10% (32)	21% (66)	31% (96)	312
Ethnicity: Afr. Am.	12% (31)	17% (42)	11% (29)	7% (18)	19% (47)	34% (87)	255
Ethnicity: Other	11% (18)	12% (21)	7% (12)	13% (22)	21% (36)	36% (63)	173
Relig: Protestant	8% (35)	14% (64)	8% (36)	6% (30)	25% (114)	40% (183)	462
Relig: Roman Catholic	9% (40)	19% (85)	9% (40)	8% (33)	22% (96)	33% (144)	439
Relig: Ath./Agn./None	6% (37)	12% (72)	7% (41)	8% (47)	18% (110)	49% (291)	598
Relig: Something Else	10% (35)	13% (45)	11% (40)	9% (33)	16% (54)	40% (138)	345
Relig: Evangelical	8% (45)	13% (74)	8% (47)	9% (52)	24% (142)	38% (221)	579
Relig: Non-Evang. Catholics	8% (43)	18% (103)	7% (41)	6% (36)	24% (134)	37% (207)	564
Relig: All Christian	8% (88)	15% (177)	8% (88)	8% (88)	24% (275)	37% (427)	1143
Relig: All Non-Christian	8% (72)	12% (117)	9% (80)	8% (80)	17% (164)	46% (430)	943
Community: Urban	11% (62)	16% (92)	10% (57)	9% (50)	18% (103)	35% (199)	563
Community: Suburban	7% (61)	15% (135)	8% (73)	7% (65)	23% (209)	40% (358)	901
Community: Rural	6% (37)	11% (66)	6% (38)	8% (53)	21% (128)	48% (302)	624
Employ: Private Sector	10% (63)	18% (113)	8% (49)	8% (51)	20% (121)	35% (212)	609
Employ: Government	10% (14)	18% (24)	12% (16)	7% (10)	18% (24)	34% (46)	134
Employ: Self-Employed	13% (25)	16% (32)	10% (20)	7% (13)	17% (34)	37% (72)	197
Employ: Homemaker	4% (8)	18% (32)	11% (19)	7% (13)	20% (37)	40% (72)	181
Employ: Student	8% (8)	16% (16)	12% (12)	7% (7)	19% (20)	39% (41)	105
Employ: Retired	3% (11)	11% (47)	4% (16)	8% (33)	25% (109)	50% (219)	435
Employ: Unemployed	4% (9)	9% (19)	10% (21)	9% (18)	17% (36)	50% (102)	204
Employ: Other	10% (22)	5% (11)	7% (16)	10% (22)	26% (58)	43% (95)	223
Job Type: White-collar	11% (71)	19% (126)	9% (58)	7% (42)	21% (135)	33% (214)	646
Job Type: Blue-collar	7% (65)	13% (116)	8% (70)	9% (85)	22% (199)	42% (389)	924
Job Type: Don't Know	5% (25)	10% (52)	8% (40)	8% (40)	20% (106)	49% (255)	518
Military HH: Yes	12% (46)	14% (54)	5% (20)	10% (37)	17% (65)	41% (155)	377
Military HH: No	7% (114)	14% (240)	9% (148)	8% (131)	22% (375)	41% (704)	1711
RD/WT: Right Direction	13% (88)	18% (120)	10% (64)	10% (65)	18% (122)	31% (209)	668
RD/WT: Wrong Track	5% (72)	12% (173)	7% (105)	7% (103)	22% (318)	46% (649)	1420

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Table BRD1_8: Please indicate if you have a favorable or unfavorable view of each of the following
 White House Black Market

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	8% (160)	14% (293)	8% (168)	8% (168)	21% (440)	41% (859)	2088
Obama Job: Approve	11% (122)	18% (200)	8% (94)	8% (89)	19% (213)	35% (395)	1114
Obama Job: Disapprove	4% (33)	11% (91)	9% (72)	9% (74)	22% (188)	46% (388)	847
#1 Issue: Economy	8% (52)	14% (97)	8% (51)	8% (53)	21% (140)	42% (282)	676
#1 Issue: Security	8% (27)	12% (41)	9% (32)	8% (27)	19% (65)	44% (149)	340
#1 Issue: Health Care	10% (31)	15% (44)	8% (24)	9% (29)	19% (57)	39% (118)	304
#1 Issue: Medicare / Social Security	2% (7)	9% (25)	6% (16)	8% (21)	28% (76)	47% (125)	269
#1 Issue: Women's Issues	8% (10)	22% (26)	11% (12)	10% (11)	21% (25)	28% (33)	117
#1 Issue: Education	12% (18)	20% (31)	14% (22)	4% (6)	23% (36)	27% (43)	157
#1 Issue: Energy	6% (6)	19% (19)	7% (7)	13% (13)	17% (17)	38% (38)	100
#1 Issue: Other	6% (8)	9% (11)	2% (3)	6% (7)	20% (24)	57% (70)	124
2012 Vote: Barack Obama	10% (80)	18% (143)	8% (64)	10% (81)	21% (172)	34% (277)	816
2012 Vote: Mitt Romney	7% (34)	15% (75)	8% (42)	7% (37)	22% (113)	41% (205)	506
2012 Vote: Other	3% (2)	2% (2)	9% (7)	4% (3)	23% (17)	59% (43)	73
2012 Vote: Didn't Vote	6% (44)	11% (73)	8% (56)	7% (47)	20% (137)	48% (332)	690
4-Region: Northeast	8% (31)	13% (51)	8% (31)	9% (35)	21% (79)	41% (154)	381
4-Region: Midwest	6% (25)	15% (67)	9% (39)	9% (41)	20% (90)	42% (188)	449
4-Region: South	9% (73)	14% (112)	8% (63)	7% (51)	22% (170)	39% (305)	773
4-Region: West	7% (32)	13% (64)	7% (35)	9% (42)	21% (102)	43% (211)	485

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

Table BRD1_9: Please indicate if you have a favorable or unfavorable view of each of the following
J. Jill

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	6% (128)	13% (274)	7% (147)	4% (88)	24% (492)	46% (959)	2088
Gender: Male	8% (76)	13% (130)	9% (94)	5% (53)	21% (212)	44% (441)	1005
Gender: Female	5% (52)	13% (143)	5% (53)	3% (36)	26% (280)	48% (518)	1083
Age: 18-29	8% (39)	13% (63)	10% (45)	7% (34)	19% (87)	43% (199)	468
Age: 30-44	9% (44)	16% (83)	7% (34)	5% (23)	23% (116)	42% (214)	514
Age: 45-54	4% (17)	12% (49)	7% (30)	4% (15)	26% (104)	47% (190)	406
Age: 55-64	5% (16)	11% (35)	5% (16)	3% (10)	26% (84)	50% (162)	322
Age: 65+	3% (11)	11% (43)	6% (22)	2% (7)	27% (100)	51% (194)	377
PID: Dem (no lean)	7% (49)	15% (107)	6% (43)	5% (36)	22% (156)	44% (313)	703
PID: Ind (no lean)	4% (28)	10% (74)	7% (52)	3% (24)	26% (197)	50% (379)	754
PID: Rep (no lean)	8% (52)	15% (93)	8% (53)	4% (28)	22% (138)	42% (267)	631
PID/Gender: Dem Men	9% (30)	16% (51)	9% (30)	6% (20)	18% (59)	41% (135)	325
PID/Gender: Dem Women	5% (18)	15% (56)	3% (13)	4% (16)	26% (97)	47% (178)	378
PID/Gender: Ind Men	4% (16)	8% (29)	9% (33)	3% (11)	24% (87)	51% (184)	360
PID/Gender: Ind Women	3% (12)	11% (45)	5% (19)	3% (13)	28% (110)	50% (196)	394
PID/Gender: Rep Men	9% (30)	16% (51)	10% (31)	7% (21)	20% (65)	38% (122)	321
PID/Gender: Rep Women	7% (22)	14% (43)	7% (22)	2% (7)	23% (73)	47% (145)	311
Tea Party: Supporter	13% (70)	17% (92)	8% (45)	6% (33)	18% (100)	37% (203)	544
Tea Party: Not Supporter	4% (57)	12% (179)	6% (97)	4% (55)	25% (389)	49% (753)	1530
Ideo: Liberal (1-3)	10% (68)	17% (120)	10% (72)	6% (41)	22% (152)	35% (248)	700
Ideo: Moderate (4)	6% (28)	15% (65)	6% (27)	4% (16)	23% (101)	47% (210)	447
Ideo: Conservative (5-7)	4% (25)	11% (69)	7% (43)	3% (17)	24% (149)	50% (307)	610
Educ: < College	5% (72)	11% (160)	7% (103)	5% (69)	24% (354)	49% (728)	1486
Educ: Bachelors degree	8% (32)	18% (70)	5% (19)	3% (13)	24% (93)	42% (166)	394
Educ: Post-grad	11% (24)	21% (43)	12% (24)	3% (6)	21% (44)	32% (65)	207
Income: Under 50k	5% (67)	10% (131)	7% (97)	5% (60)	22% (294)	51% (676)	1325
Income: 50k-100k	7% (38)	17% (89)	7% (36)	3% (16)	26% (132)	39% (200)	510
Income: 100k+	10% (24)	21% (54)	6% (14)	5% (12)	26% (65)	33% (84)	253

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Table BRD1_9: Please indicate if you have a favorable or unfavorable view of each of the following
J. Jill

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	6% (128)	13% (274)	7% (147)	4% (88)	24% (492)	46% (959)	2088
Ethnicity: White	6% (94)	13% (211)	7% (110)	4% (65)	23% (377)	48% (803)	1661
Ethnicity: Hispanic	9% (28)	14% (43)	9% (27)	7% (23)	21% (65)	41% (128)	312
Ethnicity: Afr. Am.	9% (22)	17% (44)	9% (24)	4% (11)	26% (66)	34% (87)	255
Ethnicity: Other	7% (12)	10% (18)	8% (13)	7% (12)	28% (49)	40% (69)	173
Relig: Protestant	6% (29)	16% (75)	6% (30)	3% (12)	25% (116)	43% (200)	462
Relig: Roman Catholic	8% (36)	17% (73)	8% (33)	4% (18)	20% (89)	43% (189)	439
Relig: Ath./Agn./None	4% (24)	9% (53)	6% (33)	5% (30)	25% (148)	52% (309)	598
Relig: Something Else	8% (28)	14% (50)	11% (38)	3% (11)	21% (71)	43% (147)	345
Relig: Evangelical	8% (49)	13% (75)	7% (41)	6% (33)	23% (133)	43% (249)	579
Relig: Non-Evang. Catholics	5% (28)	17% (95)	6% (36)	3% (14)	25% (139)	45% (252)	564
Relig: All Christian	7% (77)	15% (170)	7% (76)	4% (48)	24% (272)	44% (501)	1143
Relig: All Non-Christian	5% (52)	11% (103)	8% (71)	4% (41)	23% (220)	48% (456)	943
Community: Urban	10% (54)	16% (90)	7% (40)	6% (33)	22% (126)	39% (219)	563
Community: Suburban	5% (45)	14% (122)	7% (65)	3% (31)	25% (227)	46% (412)	901
Community: Rural	5% (30)	10% (61)	7% (42)	4% (24)	22% (139)	53% (328)	624
Employ: Private Sector	9% (55)	15% (92)	7% (43)	4% (27)	23% (138)	42% (253)	609
Employ: Government	7% (9)	25% (33)	6% (8)	8% (11)	19% (25)	36% (48)	134
Employ: Self-Employed	8% (15)	17% (33)	12% (24)	2% (4)	24% (47)	38% (74)	197
Employ: Homemaker	4% (6)	16% (30)	6% (12)	2% (4)	27% (49)	44% (80)	181
Employ: Student	4% (5)	13% (14)	8% (8)	3% (3)	21% (22)	51% (54)	105
Employ: Retired	4% (15)	10% (46)	5% (21)	2% (8)	27% (116)	53% (230)	435
Employ: Unemployed	4% (9)	6% (12)	11% (23)	7% (13)	22% (45)	51% (104)	204
Employ: Other	6% (14)	6% (14)	4% (9)	8% (19)	23% (51)	52% (117)	223
Job Type: White-collar	9% (60)	18% (119)	8% (50)	4% (23)	24% (156)	37% (238)	646
Job Type: Blue-collar	5% (47)	13% (124)	7% (66)	4% (38)	23% (215)	47% (434)	924
Job Type: Don't Know	4% (21)	6% (31)	6% (31)	5% (27)	23% (121)	55% (287)	518
Military HH: Yes	9% (35)	15% (58)	7% (28)	4% (16)	21% (78)	43% (161)	377
Military HH: No	5% (93)	13% (215)	7% (119)	4% (72)	24% (413)	47% (798)	1711
RD/WT: Right Direction	11% (74)	17% (112)	9% (58)	3% (21)	22% (145)	39% (259)	668
RD/WT: Wrong Track	4% (54)	11% (162)	6% (89)	5% (67)	24% (347)	49% (700)	1420

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Table BRD1_9: Please indicate if you have a favorable or unfavorable view of each of the following
J. Jill

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	6% (128)	13% (274)	7% (147)	4% (88)	24% (492)	46% (959)	2088
Obama Job: Approve	8% (93)	16% (179)	7% (79)	5% (53)	22% (249)	41% (461)	1114
Obama Job: Disapprove	4% (35)	10% (88)	8% (66)	4% (33)	24% (206)	49% (419)	847
#1 Issue: Economy	5% (33)	13% (88)	7% (46)	3% (22)	27% (180)	45% (307)	676
#1 Issue: Security	5% (16)	12% (41)	8% (26)	2% (8)	24% (80)	50% (170)	340
#1 Issue: Health Care	8% (23)	14% (43)	9% (27)	4% (13)	20% (62)	45% (136)	304
#1 Issue: Medicare / Social Security	4% (11)	9% (25)	7% (18)	4% (9)	27% (73)	49% (133)	269
#1 Issue: Women's Issues	9% (11)	16% (19)	4% (4)	3% (3)	16% (19)	52% (61)	117
#1 Issue: Education	15% (23)	18% (28)	8% (13)	12% (18)	16% (26)	31% (49)	157
#1 Issue: Energy	8% (8)	17% (17)	9% (9)	8% (8)	20% (20)	37% (36)	100
#1 Issue: Other	3% (3)	11% (13)	3% (4)	5% (6)	25% (30)	54% (67)	124
2012 Vote: Barack Obama	9% (74)	16% (130)	7% (58)	4% (37)	23% (187)	40% (331)	816
2012 Vote: Mitt Romney	5% (26)	14% (72)	8% (39)	3% (16)	24% (120)	46% (234)	506
2012 Vote: Other	2% (2)	14% (10)	11% (8)	6% (4)	20% (15)	47% (34)	73
2012 Vote: Didn't Vote	4% (26)	9% (61)	6% (41)	5% (32)	25% (170)	52% (360)	690
4-Region: Northeast	7% (26)	10% (37)	11% (43)	5% (18)	24% (92)	43% (165)	381
4-Region: Midwest	6% (25)	12% (56)	8% (36)	7% (29)	23% (105)	44% (198)	449
4-Region: South	6% (47)	14% (110)	5% (41)	4% (27)	23% (179)	48% (369)	773
4-Region: West	6% (30)	15% (71)	6% (27)	3% (14)	24% (114)	47% (228)	485

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

Table BRD1_13: Please indicate if you have a favorable or unfavorable view of each of the following
 Ann Taylor

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	10% (204)	24% (508)	8% (162)	5% (100)	29% (604)	24% (510)	2088
Gender: Male	11% (107)	19% (195)	10% (97)	7% (67)	27% (268)	27% (271)	1005
Gender: Female	9% (97)	29% (313)	6% (65)	3% (33)	31% (336)	22% (239)	1083
Age: 18-29	12% (57)	22% (102)	11% (52)	5% (23)	21% (100)	29% (135)	468
Age: 30-44	13% (68)	27% (140)	10% (50)	5% (25)	24% (122)	21% (109)	514
Age: 45-54	8% (31)	23% (93)	6% (26)	5% (21)	34% (139)	24% (96)	406
Age: 55-64	9% (28)	20% (65)	6% (18)	6% (19)	36% (116)	24% (76)	322
Age: 65+	5% (21)	29% (108)	4% (16)	3% (12)	34% (128)	25% (93)	377
PID: Dem (no lean)	10% (72)	29% (202)	6% (44)	6% (40)	28% (195)	21% (150)	703
PID: Ind (no lean)	7% (56)	19% (145)	8% (64)	4% (33)	32% (238)	29% (220)	754
PID: Rep (no lean)	12% (76)	26% (161)	8% (54)	4% (27)	27% (172)	22% (141)	631
PID/Gender: Dem Men	11% (36)	24% (76)	9% (30)	9% (28)	23% (74)	25% (80)	325
PID/Gender: Dem Women	9% (35)	33% (125)	4% (14)	3% (11)	32% (121)	19% (70)	378
PID/Gender: Ind Men	8% (29)	14% (51)	10% (34)	6% (21)	30% (108)	32% (117)	360
PID/Gender: Ind Women	7% (27)	24% (94)	7% (30)	3% (12)	33% (129)	26% (103)	394
PID/Gender: Rep Men	13% (42)	21% (68)	10% (33)	6% (18)	27% (86)	23% (75)	321
PID/Gender: Rep Women	11% (34)	30% (94)	7% (21)	3% (9)	28% (86)	21% (66)	311
Tea Party: Supporter	16% (88)	26% (141)	10% (53)	5% (30)	24% (129)	19% (103)	544
Tea Party: Not Supporter	8% (116)	23% (359)	7% (107)	5% (70)	31% (474)	26% (405)	1530
Ideo: Liberal (1-3)	15% (107)	25% (178)	11% (76)	7% (48)	25% (172)	17% (119)	700
Ideo: Moderate (4)	9% (39)	26% (115)	8% (37)	4% (20)	31% (137)	22% (99)	447
Ideo: Conservative (5-7)	8% (51)	28% (171)	6% (40)	3% (19)	31% (187)	23% (142)	610
Educ: < College	9% (128)	20% (301)	8% (116)	5% (76)	30% (445)	28% (420)	1486
Educ: Bachelors degree	10% (38)	35% (136)	7% (29)	4% (14)	28% (111)	17% (66)	394
Educ: Post-grad	18% (38)	34% (71)	8% (17)	4% (9)	23% (48)	12% (25)	207
Income: Under 50k	8% (111)	19% (254)	8% (107)	5% (67)	29% (389)	30% (397)	1325
Income: 50k-100k	10% (52)	36% (183)	7% (36)	4% (20)	27% (139)	16% (80)	510
Income: 100k+	16% (41)	28% (71)	7% (18)	5% (13)	30% (76)	13% (33)	253

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Table BRD1_13: Please indicate if you have a favorable or unfavorable view of each of the following
Ann Taylor

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	10% (204)	24% (508)	8% (162)	5% (100)	29% (604)	24% (510)	2088
Ethnicity: White	9% (143)	24% (398)	8% (131)	4% (71)	30% (496)	25% (420)	1661
Ethnicity: Hispanic	14% (45)	23% (73)	10% (31)	6% (19)	28% (87)	19% (59)	312
Ethnicity: Afr. Am.	16% (41)	28% (72)	6% (14)	6% (15)	23% (59)	21% (53)	255
Ethnicity: Other	12% (20)	22% (37)	9% (16)	8% (13)	28% (49)	21% (36)	173
Relig: Protestant	9% (42)	32% (146)	7% (33)	3% (12)	29% (135)	20% (94)	462
Relig: Roman Catholic	11% (49)	29% (126)	9% (38)	4% (19)	26% (116)	21% (92)	439
Relig: Ath./Agn./None	7% (41)	17% (103)	9% (51)	6% (34)	32% (191)	30% (178)	598
Relig: Something Else	15% (53)	24% (84)	8% (26)	5% (18)	25% (86)	22% (77)	345
Relig: Evangelical	10% (59)	24% (140)	8% (44)	5% (29)	29% (168)	24% (139)	579
Relig: Non-Evang. Catholics	9% (51)	32% (181)	7% (40)	3% (18)	28% (158)	21% (116)	564
Relig: All Christian	10% (110)	28% (320)	7% (85)	4% (47)	29% (326)	22% (255)	1143
Relig: All Non-Christian	10% (94)	20% (187)	8% (77)	6% (52)	29% (277)	27% (255)	943
Community: Urban	13% (75)	25% (140)	8% (47)	7% (40)	27% (150)	20% (112)	563
Community: Suburban	9% (80)	27% (245)	8% (70)	3% (26)	31% (281)	22% (199)	901
Community: Rural	8% (49)	20% (123)	7% (45)	5% (34)	28% (173)	32% (200)	624
Employ: Private Sector	12% (74)	28% (169)	9% (55)	4% (23)	27% (162)	21% (126)	609
Employ: Government	13% (17)	31% (42)	10% (13)	6% (7)	23% (31)	18% (24)	134
Employ: Self-Employed	9% (18)	24% (47)	10% (21)	7% (14)	29% (56)	21% (41)	197
Employ: Homemaker	8% (15)	29% (52)	7% (13)	3% (6)	31% (57)	21% (38)	181
Employ: Student	12% (12)	24% (25)	12% (13)	— (1)	24% (26)	28% (29)	105
Employ: Retired	6% (25)	27% (116)	4% (18)	4% (16)	33% (143)	27% (116)	435
Employ: Unemployed	13% (27)	14% (30)	7% (13)	5% (9)	31% (63)	30% (61)	204
Employ: Other	7% (15)	12% (28)	7% (15)	10% (23)	30% (67)	34% (75)	223
Job Type: White-collar	14% (89)	33% (214)	8% (51)	5% (34)	24% (156)	16% (103)	646
Job Type: Blue-collar	9% (80)	24% (219)	9% (80)	5% (43)	30% (276)	24% (226)	924
Job Type: Don't Know	7% (35)	15% (75)	6% (32)	4% (23)	33% (172)	35% (181)	518
Military HH: Yes	10% (39)	27% (103)	8% (31)	4% (16)	27% (102)	23% (87)	377
Military HH: No	10% (165)	24% (405)	8% (131)	5% (83)	29% (503)	25% (423)	1711
RD/WT: Right Direction	16% (108)	27% (179)	9% (62)	4% (30)	22% (149)	21% (139)	668
RD/WT: Wrong Track	7% (96)	23% (328)	7% (99)	5% (70)	32% (455)	26% (371)	1420

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Table BRD1_13: Please indicate if you have a favorable or unfavorable view of each of the following
 Ann Taylor

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	10% (204)	24% (508)	8% (162)	5% (100)	29% (604)	24% (510)	2088
Obama Job: Approve	12% (139)	28% (307)	8% (93)	5% (58)	26% (289)	20% (228)	1114
Obama Job: Disapprove	7% (60)	23% (193)	7% (62)	4% (37)	32% (272)	26% (224)	847
#1 Issue: Economy	8% (57)	26% (176)	8% (53)	3% (22)	33% (223)	21% (145)	676
#1 Issue: Security	9% (32)	25% (84)	8% (28)	3% (12)	28% (94)	27% (91)	340
#1 Issue: Health Care	13% (39)	24% (73)	7% (22)	6% (19)	26% (78)	24% (72)	304
#1 Issue: Medicare / Social Security	5% (14)	21% (57)	4% (12)	5% (15)	35% (94)	29% (78)	269
#1 Issue: Women's Issues	10% (12)	38% (44)	8% (9)	3% (3)	24% (29)	17% (20)	117
#1 Issue: Education	22% (34)	21% (33)	11% (18)	10% (15)	17% (27)	19% (30)	157
#1 Issue: Energy	12% (12)	20% (20)	15% (15)	8% (8)	20% (20)	25% (25)	100
#1 Issue: Other	4% (5)	16% (20)	4% (5)	4% (5)	32% (40)	40% (49)	124
2012 Vote: Barack Obama	12% (97)	29% (235)	8% (64)	6% (51)	27% (220)	18% (151)	816
2012 Vote: Mitt Romney	10% (49)	29% (146)	7% (37)	3% (17)	31% (156)	20% (102)	506
2012 Vote: Other	13% (9)	13% (9)	7% (5)	5% (4)	41% (30)	22% (16)	73
2012 Vote: Didn't Vote	7% (49)	17% (117)	8% (56)	4% (29)	29% (199)	35% (240)	690
4-Region: Northeast	12% (46)	23% (88)	9% (35)	5% (19)	32% (121)	19% (72)	381
4-Region: Midwest	10% (44)	22% (100)	8% (37)	7% (34)	26% (117)	26% (118)	449
4-Region: South	10% (77)	26% (198)	6% (49)	3% (27)	29% (226)	25% (195)	773
4-Region: West	8% (37)	25% (122)	8% (41)	4% (21)	29% (140)	26% (125)	485

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

Table BRD1_14: Please indicate if you have a favorable or unfavorable view of each of the following
The MLB

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	19% (405)	31% (646)	9% (194)	5% (106)	22% (458)	13% (279)	2088
Gender: Male	25% (252)	35% (357)	11% (106)	6% (61)	15% (150)	8% (80)	1005
Gender: Female	14% (154)	27% (289)	8% (88)	4% (45)	28% (308)	18% (199)	1083
Age: 18-29	25% (119)	27% (125)	13% (60)	7% (35)	14% (67)	13% (62)	468
Age: 30-44	23% (119)	35% (181)	11% (55)	4% (19)	16% (84)	11% (56)	514
Age: 45-54	14% (58)	35% (141)	9% (37)	6% (24)	23% (92)	13% (54)	406
Age: 55-64	18% (57)	31% (100)	7% (23)	4% (14)	28% (90)	12% (39)	322
Age: 65+	14% (52)	26% (100)	5% (19)	4% (14)	33% (125)	18% (68)	377
PID: Dem (no lean)	21% (145)	31% (219)	9% (64)	6% (39)	21% (149)	12% (87)	703
PID: Ind (no lean)	18% (135)	28% (208)	9% (67)	5% (40)	25% (185)	16% (119)	754
PID: Rep (no lean)	20% (125)	35% (220)	10% (63)	4% (27)	20% (124)	11% (73)	631
PID/Gender: Dem Men	27% (87)	36% (118)	13% (41)	8% (24)	12% (38)	5% (17)	325
PID/Gender: Dem Women	15% (58)	27% (101)	6% (23)	4% (15)	29% (110)	19% (71)	378
PID/Gender: Ind Men	24% (85)	30% (107)	9% (32)	6% (20)	20% (73)	12% (42)	360
PID/Gender: Ind Women	13% (50)	26% (101)	9% (35)	5% (20)	28% (112)	19% (76)	394
PID/Gender: Rep Men	25% (80)	41% (132)	10% (33)	5% (16)	12% (38)	7% (21)	321
PID/Gender: Rep Women	15% (45)	28% (88)	10% (30)	3% (10)	28% (86)	17% (52)	311
Tea Party: Supporter	25% (135)	36% (195)	8% (46)	6% (33)	15% (82)	10% (53)	544
Tea Party: Not Supporter	17% (264)	29% (451)	9% (144)	5% (73)	24% (374)	15% (224)	1530
Ideo: Liberal (1-3)	25% (173)	33% (228)	12% (84)	6% (44)	15% (106)	9% (65)	700
Ideo: Moderate (4)	17% (77)	37% (166)	7% (32)	4% (19)	24% (108)	10% (44)	447
Ideo: Conservative (5-7)	18% (111)	33% (200)	10% (59)	5% (28)	22% (132)	13% (79)	610
Educ: < College	19% (282)	27% (398)	9% (139)	5% (79)	24% (363)	15% (224)	1486
Educ: Bachelors degree	19% (74)	43% (171)	10% (38)	4% (17)	16% (64)	8% (31)	394
Educ: Post-grad	24% (49)	37% (77)	8% (17)	5% (10)	15% (31)	11% (23)	207
Income: Under 50k	18% (245)	25% (336)	10% (127)	5% (70)	25% (331)	16% (216)	1325
Income: 50k-100k	21% (107)	39% (199)	9% (45)	4% (22)	19% (96)	8% (41)	510
Income: 100k+	21% (53)	44% (112)	9% (22)	5% (14)	12% (31)	9% (22)	253

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Table BRD1_14: Please indicate if you have a favorable or unfavorable view of each of the following
 The MLB

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	19% (405)	31% (646)	9% (194)	5% (106)	22% (458)	13% (279)	2088
Ethnicity: White	19% (309)	32% (535)	10% (160)	4% (73)	22% (360)	13% (223)	1661
Ethnicity: Hispanic	26% (80)	27% (83)	8% (24)	4% (14)	21% (65)	15% (47)	312
Ethnicity: Afr. Am.	23% (59)	27% (68)	8% (20)	6% (15)	23% (59)	13% (34)	255
Ethnicity: Other	22% (37)	25% (43)	8% (14)	10% (18)	23% (39)	12% (21)	173
Relig: Protestant	18% (85)	35% (163)	6% (28)	4% (16)	22% (102)	15% (67)	462
Relig: Roman Catholic	24% (104)	36% (158)	8% (37)	5% (21)	15% (66)	12% (53)	439
Relig: Ath./Agn./None	16% (96)	29% (174)	12% (72)	6% (35)	22% (134)	14% (87)	598
Relig: Something Else	21% (74)	29% (99)	11% (37)	7% (23)	23% (80)	9% (32)	345
Relig: Evangelical	20% (113)	30% (173)	8% (47)	5% (27)	23% (132)	15% (87)	579
Relig: Non-Evang. Catholics	22% (122)	35% (200)	7% (38)	4% (21)	20% (111)	13% (72)	564
Relig: All Christian	21% (235)	33% (373)	7% (85)	4% (48)	21% (243)	14% (160)	1143
Relig: All Non-Christian	18% (170)	29% (272)	12% (109)	6% (58)	23% (214)	13% (119)	943
Community: Urban	23% (129)	29% (162)	11% (59)	7% (38)	19% (106)	12% (68)	563
Community: Suburban	16% (141)	34% (308)	10% (87)	4% (37)	24% (214)	13% (114)	901
Community: Rural	22% (135)	28% (176)	8% (48)	5% (31)	22% (138)	15% (97)	624
Employ: Private Sector	22% (133)	39% (236)	11% (67)	5% (31)	16% (98)	7% (45)	609
Employ: Government	18% (24)	38% (51)	10% (13)	6% (8)	15% (21)	13% (17)	134
Employ: Self-Employed	22% (43)	34% (68)	11% (22)	5% (11)	17% (33)	10% (20)	197
Employ: Homemaker	18% (33)	28% (51)	7% (13)	5% (9)	28% (51)	13% (24)	181
Employ: Student	23% (25)	27% (28)	8% (8)	5% (5)	21% (22)	16% (17)	105
Employ: Retired	15% (66)	28% (120)	5% (22)	5% (20)	30% (130)	18% (76)	435
Employ: Unemployed	22% (44)	20% (41)	9% (18)	4% (8)	28% (57)	18% (36)	204
Employ: Other	17% (37)	23% (52)	13% (30)	6% (14)	21% (46)	20% (44)	223
Job Type: White-collar	21% (133)	39% (250)	9% (57)	4% (28)	18% (117)	9% (60)	646
Job Type: Blue-collar	21% (197)	32% (293)	10% (93)	5% (48)	20% (185)	12% (108)	924
Job Type: Don't Know	15% (76)	20% (103)	8% (43)	6% (30)	30% (156)	21% (110)	518
Military HH: Yes	22% (82)	34% (130)	7% (28)	6% (23)	19% (71)	12% (44)	377
Military HH: No	19% (323)	30% (516)	10% (166)	5% (83)	23% (387)	14% (234)	1711
RD/WT: Right Direction	25% (166)	29% (197)	9% (61)	4% (27)	21% (141)	12% (77)	668
RD/WT: Wrong Track	17% (239)	32% (449)	9% (133)	6% (79)	22% (317)	14% (201)	1420

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Table BRD1_14: Please indicate if you have a favorable or unfavorable view of each of the following
The MLB

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	19% (405)	31% (646)	9% (194)	5% (106)	22% (458)	13% (279)	2088
Obama Job: Approve	23% (259)	32% (360)	10% (107)	5% (59)	19% (208)	11% (122)	1114
Obama Job: Disapprove	16% (135)	32% (272)	9% (79)	5% (45)	23% (195)	14% (122)	847
#1 Issue: Economy	19% (126)	35% (239)	10% (70)	4% (30)	22% (149)	9% (63)	676
#1 Issue: Security	21% (71)	31% (105)	9% (30)	5% (18)	20% (68)	14% (47)	340
#1 Issue: Health Care	23% (70)	28% (86)	8% (26)	4% (14)	23% (69)	13% (40)	304
#1 Issue: Medicare / Social Security	15% (41)	23% (62)	5% (13)	4% (12)	33% (90)	19% (52)	269
#1 Issue: Women's Issues	16% (19)	32% (37)	11% (13)	5% (6)	14% (16)	22% (26)	117
#1 Issue: Education	30% (47)	30% (48)	11% (17)	8% (12)	13% (20)	9% (14)	157
#1 Issue: Energy	19% (19)	37% (37)	10% (10)	9% (9)	13% (13)	12% (12)	100
#1 Issue: Other	11% (13)	26% (32)	13% (16)	4% (5)	26% (32)	20% (25)	124
2012 Vote: Barack Obama	23% (184)	36% (292)	8% (67)	5% (40)	19% (153)	10% (79)	816
2012 Vote: Mitt Romney	19% (98)	37% (185)	10% (50)	4% (21)	21% (104)	9% (48)	506
2012 Vote: Other	16% (12)	23% (17)	7% (5)	1% (0)	40% (29)	13% (9)	73
2012 Vote: Didn't Vote	16% (110)	22% (150)	10% (71)	7% (45)	25% (171)	21% (143)	690
4-Region: Northeast	23% (89)	28% (107)	8% (30)	5% (17)	24% (90)	13% (48)	381
4-Region: Midwest	22% (97)	30% (135)	12% (53)	7% (33)	17% (76)	12% (55)	449
4-Region: South	17% (132)	31% (240)	10% (76)	5% (36)	24% (182)	14% (107)	773
4-Region: West	18% (87)	34% (165)	7% (35)	4% (20)	23% (110)	14% (68)	485

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

Table BRD1_15: Please indicate if you have a favorable or unfavorable view of each of the following
 The NBA

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	19% (403)	30% (621)	14% (287)	9% (197)	23% (471)	5% (110)	2088
Gender: Male	23% (232)	32% (318)	15% (151)	11% (108)	15% (150)	5% (46)	1005
Gender: Female	16% (172)	28% (303)	13% (136)	8% (88)	30% (321)	6% (63)	1083
Age: 18-29	28% (130)	28% (130)	12% (54)	11% (50)	16% (73)	6% (30)	468
Age: 30-44	25% (126)	31% (159)	14% (72)	8% (41)	16% (83)	7% (34)	514
Age: 45-54	13% (55)	32% (132)	16% (66)	10% (40)	24% (96)	5% (18)	406
Age: 55-64	15% (49)	30% (98)	16% (51)	10% (32)	26% (85)	3% (8)	322
Age: 65+	11% (43)	27% (102)	12% (44)	9% (35)	36% (135)	5% (19)	377
PID: Dem (no lean)	23% (163)	33% (235)	13% (89)	7% (52)	19% (137)	4% (27)	703
PID: Ind (no lean)	17% (126)	27% (202)	11% (81)	10% (73)	28% (211)	8% (62)	754
PID: Rep (no lean)	18% (114)	29% (184)	18% (117)	11% (72)	19% (123)	3% (22)	631
PID/Gender: Dem Men	26% (84)	36% (116)	14% (46)	9% (30)	12% (39)	3% (9)	325
PID/Gender: Dem Women	21% (79)	32% (120)	11% (43)	6% (22)	26% (97)	5% (17)	378
PID/Gender: Ind Men	22% (80)	28% (102)	12% (44)	11% (39)	20% (72)	7% (24)	360
PID/Gender: Ind Women	12% (46)	25% (99)	10% (38)	9% (34)	35% (140)	9% (37)	394
PID/Gender: Rep Men	21% (68)	31% (100)	19% (62)	12% (40)	12% (39)	4% (13)	321
PID/Gender: Rep Women	15% (46)	27% (84)	18% (55)	10% (32)	27% (84)	3% (9)	311
Tea Party: Supporter	24% (131)	28% (153)	16% (88)	12% (64)	17% (90)	3% (19)	544
Tea Party: Not Supporter	17% (267)	30% (465)	13% (197)	9% (132)	25% (379)	6% (89)	1530
Ideo: Liberal (1-3)	24% (167)	33% (234)	13% (94)	9% (61)	17% (119)	3% (24)	700
Ideo: Moderate (4)	18% (82)	32% (141)	14% (62)	7% (33)	24% (107)	5% (23)	447
Ideo: Conservative (5-7)	16% (98)	29% (176)	18% (111)	14% (82)	20% (120)	4% (22)	610
Educ: < College	20% (292)	27% (403)	12% (176)	10% (143)	25% (378)	6% (95)	1486
Educ: Bachelors degree	18% (73)	36% (144)	17% (68)	10% (40)	15% (58)	3% (11)	394
Educ: Post-grad	19% (39)	36% (74)	20% (42)	7% (14)	17% (35)	2% (4)	207
Income: Under 50k	19% (247)	26% (349)	13% (168)	10% (130)	26% (341)	7% (91)	1325
Income: 50k-100k	21% (109)	36% (183)	15% (76)	8% (38)	19% (96)	2% (9)	510
Income: 100k+	19% (48)	35% (89)	17% (43)	11% (29)	13% (34)	4% (10)	253

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Table BRD1_15: Please indicate if you have a favorable or unfavorable view of each of the following
The NBA

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	19% (403)	30% (621)	14% (287)	9% (197)	23% (471)	5% (110)	2088
Ethnicity: White	16% (266)	30% (502)	16% (260)	10% (165)	23% (387)	5% (81)	1661
Ethnicity: Hispanic	27% (86)	27% (85)	10% (30)	9% (29)	20% (64)	6% (19)	312
Ethnicity: Afr. Am.	38% (98)	27% (69)	6% (14)	6% (16)	18% (45)	5% (13)	255
Ethnicity: Other	23% (39)	29% (50)	8% (13)	9% (16)	22% (39)	9% (16)	173
Relig: Protestant	16% (76)	33% (151)	15% (68)	10% (47)	22% (101)	4% (18)	462
Relig: Roman Catholic	26% (112)	30% (130)	15% (64)	6% (26)	20% (90)	4% (17)	439
Relig: Ath./Agn./None	19% (112)	29% (172)	14% (82)	9% (54)	22% (129)	8% (48)	598
Relig: Something Else	17% (58)	31% (106)	14% (47)	11% (38)	24% (83)	4% (14)	345
Relig: Evangelical	21% (121)	27% (155)	13% (73)	12% (69)	23% (134)	5% (27)	579
Relig: Non-Evang. Catholics	20% (113)	33% (187)	15% (85)	6% (35)	22% (123)	4% (21)	564
Relig: All Christian	20% (234)	30% (342)	14% (158)	9% (104)	23% (258)	4% (48)	1143
Relig: All Non-Christian	18% (170)	30% (278)	14% (129)	10% (92)	22% (212)	7% (62)	943
Community: Urban	26% (144)	30% (169)	14% (81)	8% (44)	18% (99)	5% (26)	563
Community: Suburban	16% (147)	32% (287)	14% (125)	8% (76)	24% (220)	5% (45)	901
Community: Rural	18% (112)	26% (165)	13% (80)	12% (76)	24% (152)	6% (39)	624
Employ: Private Sector	20% (120)	35% (214)	17% (102)	8% (52)	16% (98)	4% (23)	609
Employ: Government	22% (30)	30% (41)	19% (25)	11% (14)	16% (22)	2% (2)	134
Employ: Self-Employed	21% (41)	33% (65)	19% (38)	8% (16)	13% (26)	5% (10)	197
Employ: Homemaker	21% (39)	26% (48)	12% (22)	11% (20)	26% (47)	3% (5)	181
Employ: Student	24% (25)	29% (31)	13% (13)	2% (2)	22% (23)	10% (10)	105
Employ: Retired	13% (56)	29% (127)	11% (49)	8% (35)	34% (149)	4% (19)	435
Employ: Unemployed	23% (48)	19% (38)	10% (20)	14% (29)	23% (46)	11% (23)	204
Employ: Other	20% (44)	26% (58)	7% (17)	12% (28)	27% (60)	8% (17)	223
Job Type: White-collar	20% (129)	35% (226)	15% (100)	9% (57)	18% (118)	2% (16)	646
Job Type: Blue-collar	20% (181)	31% (284)	15% (136)	10% (93)	22% (201)	3% (30)	924
Job Type: Don't Know	18% (94)	21% (111)	10% (52)	9% (47)	29% (152)	12% (64)	518
Military HH: Yes	20% (77)	33% (124)	15% (55)	8% (31)	20% (74)	4% (16)	377
Military HH: No	19% (327)	29% (497)	14% (232)	10% (165)	23% (396)	6% (94)	1711
RD/WT: Right Direction	26% (172)	30% (199)	14% (92)	5% (36)	21% (138)	4% (30)	668
RD/WT: Wrong Track	16% (231)	30% (421)	14% (195)	11% (160)	23% (333)	6% (80)	1420

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Table BRD1_15: Please indicate if you have a favorable or unfavorable view of each of the following
The NBA

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	19% (403)	30% (621)	14% (287)	9% (197)	23% (471)	5% (110)	2088
Obama Job: Approve	26% (291)	32% (355)	13% (141)	7% (79)	18% (196)	5% (52)	1114
Obama Job: Disapprove	12% (99)	29% (247)	16% (137)	13% (112)	26% (218)	4% (35)	847
#1 Issue: Economy	19% (127)	34% (228)	16% (105)	8% (53)	20% (135)	4% (28)	676
#1 Issue: Security	19% (66)	27% (93)	15% (50)	13% (43)	23% (77)	3% (10)	340
#1 Issue: Health Care	21% (65)	31% (93)	13% (41)	7% (21)	25% (75)	3% (9)	304
#1 Issue: Medicare / Social Security	15% (40)	29% (78)	9% (24)	9% (24)	32% (86)	7% (18)	269
#1 Issue: Women's Issues	21% (25)	38% (45)	12% (14)	5% (5)	19% (22)	5% (6)	117
#1 Issue: Education	32% (50)	21% (33)	14% (22)	16% (24)	12% (18)	6% (10)	157
#1 Issue: Energy	14% (14)	22% (22)	22% (22)	12% (12)	20% (20)	10% (10)	100
#1 Issue: Other	13% (16)	24% (30)	7% (9)	11% (14)	30% (37)	14% (17)	124
2012 Vote: Barack Obama	26% (209)	35% (284)	13% (106)	6% (51)	18% (148)	2% (19)	816
2012 Vote: Mitt Romney	14% (70)	30% (151)	19% (94)	13% (68)	22% (111)	3% (13)	506
2012 Vote: Other	4% (3)	29% (22)	13% (10)	11% (8)	38% (28)	5% (3)	73
2012 Vote: Didn't Vote	18% (121)	24% (165)	11% (76)	10% (70)	27% (184)	11% (75)	690
4-Region: Northeast	19% (71)	28% (106)	14% (55)	10% (36)	24% (90)	6% (23)	381
4-Region: Midwest	20% (92)	31% (137)	13% (57)	13% (58)	20% (90)	4% (16)	449
4-Region: South	19% (147)	30% (233)	14% (112)	8% (61)	23% (180)	5% (40)	773
4-Region: West	19% (93)	30% (144)	13% (64)	9% (42)	23% (111)	6% (31)	485

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

Table BRD1_16: Please indicate if you have a favorable or unfavorable view of each of the following
Bloomington's

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	12% (247)	30% (628)	10% (210)	6% (134)	34% (702)	8% (167)	2088
Gender: Male	11% (112)	29% (290)	12% (125)	8% (80)	32% (318)	8% (82)	1005
Gender: Female	12% (135)	31% (338)	8% (86)	5% (54)	35% (384)	8% (85)	1083
Age: 18-29	18% (86)	23% (108)	10% (48)	9% (42)	25% (115)	15% (68)	468
Age: 30-44	13% (67)	30% (155)	13% (66)	6% (31)	29% (148)	9% (48)	514
Age: 45-54	9% (36)	28% (113)	9% (37)	8% (32)	41% (166)	6% (23)	406
Age: 55-64	11% (35)	29% (94)	10% (33)	5% (16)	42% (135)	3% (10)	322
Age: 65+	6% (24)	42% (158)	7% (27)	4% (13)	37% (139)	5% (18)	377
PID: Dem (no lean)	15% (105)	31% (216)	12% (86)	7% (50)	29% (202)	6% (43)	703
PID: Ind (no lean)	8% (60)	27% (204)	8% (58)	7% (49)	39% (292)	12% (90)	754
PID: Rep (no lean)	13% (82)	33% (207)	11% (66)	6% (35)	33% (207)	5% (34)	631
PID/Gender: Dem Men	14% (45)	30% (97)	16% (51)	8% (26)	28% (91)	5% (15)	325
PID/Gender: Dem Women	16% (60)	32% (119)	9% (35)	6% (24)	30% (112)	7% (28)	378
PID/Gender: Ind Men	6% (22)	25% (92)	10% (36)	9% (33)	36% (128)	14% (49)	360
PID/Gender: Ind Women	10% (38)	29% (113)	6% (22)	4% (16)	42% (164)	10% (41)	394
PID/Gender: Rep Men	14% (44)	31% (101)	12% (38)	7% (22)	31% (99)	5% (17)	321
PID/Gender: Rep Women	12% (38)	34% (106)	9% (29)	4% (13)	35% (108)	5% (17)	311
Tea Party: Supporter	17% (91)	34% (186)	12% (65)	7% (37)	27% (147)	3% (19)	544
Tea Party: Not Supporter	10% (156)	29% (438)	9% (143)	6% (94)	36% (552)	10% (146)	1530
Ideo: Liberal (1-3)	16% (114)	31% (214)	14% (97)	7% (51)	26% (179)	6% (45)	700
Ideo: Moderate (4)	10% (45)	33% (147)	10% (43)	6% (27)	35% (157)	6% (28)	447
Ideo: Conservative (5-7)	11% (65)	34% (205)	10% (58)	5% (33)	36% (222)	4% (27)	610
Educ: < College	12% (173)	27% (404)	9% (133)	7% (103)	36% (530)	10% (144)	1486
Educ: Bachelors degree	11% (43)	37% (146)	13% (49)	6% (25)	29% (115)	4% (16)	394
Educ: Post-grad	15% (31)	38% (78)	14% (28)	3% (7)	27% (57)	3% (7)	207
Income: Under 50k	11% (147)	26% (347)	10% (132)	7% (89)	35% (468)	11% (141)	1325
Income: 50k-100k	13% (64)	39% (200)	9% (47)	6% (28)	31% (160)	2% (11)	510
Income: 100k+	14% (36)	32% (81)	13% (32)	7% (17)	29% (73)	6% (15)	253

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Table BRD1_16: Please indicate if you have a favorable or unfavorable view of each of the following Bloomingdale's

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	12% (247)	30% (628)	10% (210)	6% (134)	34% (702)	8% (167)	2088
Ethnicity: White	10% (174)	31% (509)	10% (169)	6% (100)	36% (594)	7% (114)	1661
Ethnicity: Hispanic	17% (53)	28% (87)	9% (28)	7% (21)	29% (91)	10% (33)	312
Ethnicity: Afr. Am.	17% (43)	32% (82)	9% (23)	9% (22)	24% (62)	9% (23)	255
Ethnicity: Other	17% (30)	21% (37)	10% (18)	7% (12)	27% (46)	17% (30)	173
Relig: Protestant	10% (46)	40% (185)	9% (40)	3% (13)	35% (159)	4% (18)	462
Relig: Roman Catholic	15% (66)	35% (154)	11% (48)	5% (22)	27% (120)	6% (28)	439
Relig: Ath./Agn./None	10% (59)	21% (123)	9% (55)	9% (51)	38% (228)	14% (81)	598
Relig: Something Else	13% (44)	28% (98)	13% (45)	8% (26)	31% (106)	7% (25)	345
Relig: Evangelical	14% (81)	33% (192)	9% (51)	6% (37)	32% (187)	5% (32)	579
Relig: Non-Evang. Catholics	11% (63)	38% (215)	10% (59)	4% (20)	32% (178)	5% (29)	564
Relig: All Christian	13% (144)	36% (407)	10% (110)	5% (57)	32% (366)	5% (61)	1143
Relig: All Non-Christian	11% (103)	23% (221)	11% (100)	8% (78)	35% (334)	11% (106)	943
Community: Urban	17% (93)	27% (151)	12% (68)	7% (39)	30% (170)	7% (42)	563
Community: Suburban	10% (90)	34% (304)	10% (88)	6% (52)	34% (305)	7% (62)	901
Community: Rural	10% (64)	28% (173)	9% (54)	7% (44)	36% (227)	10% (63)	624
Employ: Private Sector	13% (79)	32% (197)	13% (79)	5% (30)	30% (180)	7% (43)	609
Employ: Government	14% (18)	32% (42)	10% (13)	10% (13)	33% (44)	2% (2)	134
Employ: Self-Employed	11% (23)	29% (58)	15% (29)	7% (15)	28% (55)	9% (18)	197
Employ: Homemaker	15% (26)	24% (43)	10% (18)	6% (10)	38% (68)	8% (15)	181
Employ: Student	14% (15)	31% (33)	8% (8)	2% (2)	29% (30)	16% (17)	105
Employ: Retired	8% (33)	39% (169)	8% (35)	4% (16)	37% (162)	4% (19)	435
Employ: Unemployed	13% (27)	20% (42)	7% (13)	12% (24)	35% (72)	13% (27)	204
Employ: Other	11% (26)	19% (43)	7% (16)	11% (24)	40% (89)	12% (26)	223
Job Type: White-collar	15% (97)	35% (227)	12% (76)	5% (33)	29% (185)	4% (28)	646
Job Type: Blue-collar	10% (89)	34% (313)	10% (90)	7% (65)	36% (329)	4% (38)	924
Job Type: Don't Know	12% (61)	17% (87)	9% (45)	7% (37)	36% (187)	19% (101)	518
Military HH: Yes	10% (39)	36% (135)	10% (38)	7% (28)	30% (114)	6% (24)	377
Military HH: No	12% (208)	29% (493)	10% (173)	6% (106)	34% (588)	8% (143)	1711
RD/WT: Right Direction	18% (120)	31% (204)	10% (69)	5% (32)	27% (183)	9% (60)	668
RD/WT: Wrong Track	9% (127)	30% (423)	10% (141)	7% (103)	37% (518)	8% (107)	1420

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Table BRD1_16: Please indicate if you have a favorable or unfavorable view of each of the following Bloomingdale's

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	12% (247)	30% (628)	10% (210)	6% (134)	34% (702)	8% (167)	2088
Obama Job: Approve	15% (171)	30% (334)	12% (130)	7% (80)	29% (319)	7% (81)	1114
Obama Job: Disapprove	8% (64)	32% (273)	9% (77)	5% (47)	39% (331)	6% (55)	847
#1 Issue: Economy	12% (81)	31% (213)	10% (68)	5% (34)	35% (233)	7% (47)	676
#1 Issue: Security	13% (45)	28% (94)	8% (27)	7% (22)	37% (125)	8% (26)	340
#1 Issue: Health Care	13% (40)	33% (99)	9% (27)	8% (23)	32% (96)	6% (18)	304
#1 Issue: Medicare / Social Security	8% (21)	30% (81)	12% (32)	6% (16)	40% (107)	5% (13)	269
#1 Issue: Women's Issues	14% (16)	32% (38)	8% (10)	9% (11)	28% (33)	9% (10)	117
#1 Issue: Education	18% (29)	36% (57)	12% (20)	11% (17)	14% (22)	8% (13)	157
#1 Issue: Energy	9% (9)	22% (22)	21% (21)	5% (5)	31% (30)	12% (12)	100
#1 Issue: Other	4% (5)	20% (24)	5% (6)	5% (7)	44% (55)	22% (27)	124
2012 Vote: Barack Obama	16% (130)	32% (258)	12% (100)	7% (55)	30% (242)	4% (33)	816
2012 Vote: Mitt Romney	8% (41)	39% (198)	10% (50)	4% (20)	37% (189)	2% (9)	506
2012 Vote: Other	10% (7)	33% (24)	7% (5)	4% (3)	37% (27)	9% (7)	73
2012 Vote: Didn't Vote	10% (69)	21% (147)	8% (56)	8% (57)	35% (243)	17% (118)	690
4-Region: Northeast	13% (50)	33% (127)	10% (40)	6% (24)	29% (111)	8% (30)	381
4-Region: Midwest	10% (44)	26% (119)	10% (47)	10% (47)	37% (168)	5% (25)	449
4-Region: South	12% (93)	32% (251)	9% (70)	4% (32)	34% (260)	9% (66)	773
4-Region: West	12% (60)	27% (132)	11% (53)	7% (32)	33% (162)	10% (46)	485

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

Table BRD1_17: Please indicate if you have a favorable or unfavorable view of each of the following
 Neiman Marcus

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	11% (226)	26% (540)	10% (205)	6% (135)	32% (677)	15% (304)	2088
Gender: Male	12% (118)	25% (252)	11% (107)	7% (74)	29% (288)	17% (166)	1005
Gender: Female	10% (108)	27% (288)	9% (98)	6% (62)	36% (389)	13% (138)	1083
Age: 18-29	16% (77)	18% (83)	11% (50)	7% (34)	22% (105)	26% (119)	468
Age: 30-44	12% (60)	28% (145)	9% (48)	7% (37)	28% (146)	15% (79)	514
Age: 45-54	9% (36)	23% (92)	12% (48)	6% (26)	40% (163)	10% (42)	406
Age: 55-64	9% (28)	26% (85)	10% (33)	7% (23)	39% (126)	9% (28)	322
Age: 65+	7% (25)	36% (136)	7% (27)	4% (16)	36% (137)	10% (36)	377
PID: Dem (no lean)	12% (83)	28% (197)	12% (82)	8% (58)	28% (194)	13% (88)	703
PID: Ind (no lean)	8% (64)	20% (153)	8% (63)	6% (42)	38% (284)	20% (149)	754
PID: Rep (no lean)	12% (79)	30% (190)	10% (60)	6% (35)	32% (199)	11% (67)	631
PID/Gender: Dem Men	13% (42)	27% (88)	15% (48)	9% (29)	23% (75)	13% (43)	325
PID/Gender: Dem Women	11% (41)	29% (110)	9% (34)	8% (29)	31% (119)	12% (45)	378
PID/Gender: Ind Men	10% (35)	18% (63)	8% (29)	7% (24)	36% (129)	22% (79)	360
PID/Gender: Ind Women	7% (29)	23% (89)	9% (34)	4% (18)	39% (155)	18% (70)	394
PID/Gender: Rep Men	13% (41)	32% (101)	10% (31)	6% (20)	26% (84)	14% (44)	321
PID/Gender: Rep Women	12% (38)	29% (89)	10% (30)	5% (15)	37% (116)	7% (23)	311
Tea Party: Supporter	16% (89)	30% (162)	9% (51)	8% (42)	25% (138)	11% (62)	544
Tea Party: Not Supporter	9% (132)	25% (377)	10% (152)	6% (92)	35% (534)	16% (242)	1530
Ideo: Liberal (1-3)	15% (106)	27% (189)	14% (98)	7% (50)	27% (188)	10% (70)	700
Ideo: Moderate (4)	8% (37)	29% (127)	8% (37)	9% (39)	35% (156)	11% (51)	447
Ideo: Conservative (5-7)	11% (67)	29% (176)	10% (61)	4% (26)	33% (204)	13% (76)	610
Educ: < College	10% (151)	22% (321)	10% (145)	7% (100)	34% (502)	18% (268)	1486
Educ: Bachelors degree	10% (41)	35% (140)	10% (38)	7% (26)	31% (124)	7% (26)	394
Educ: Post-grad	16% (34)	38% (79)	11% (23)	5% (10)	25% (51)	5% (10)	207
Income: Under 50k	10% (131)	20% (271)	10% (132)	7% (89)	34% (456)	19% (246)	1325
Income: 50k-100k	13% (65)	36% (181)	9% (46)	6% (29)	29% (148)	8% (41)	510
Income: 100k+	12% (31)	35% (88)	11% (27)	7% (17)	29% (73)	7% (18)	253

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Table BRD1_17: Please indicate if you have a favorable or unfavorable view of each of the following
Neiman Marcus

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	11% (226)	26% (540)	10% (205)	6% (135)	32% (677)	15% (304)	2088
Ethnicity: White	10% (161)	26% (433)	10% (165)	6% (104)	34% (562)	14% (234)	1661
Ethnicity: Hispanic	15% (46)	27% (86)	11% (34)	10% (31)	24% (77)	13% (40)	312
Ethnicity: Afr. Am.	19% (47)	25% (64)	7% (17)	6% (15)	28% (72)	15% (39)	255
Ethnicity: Other	10% (18)	25% (43)	13% (23)	9% (16)	25% (43)	17% (30)	173
Relig: Protestant	10% (46)	35% (161)	8% (37)	2% (11)	34% (159)	10% (47)	462
Relig: Roman Catholic	13% (56)	33% (144)	12% (52)	7% (31)	25% (112)	10% (44)	439
Relig: Ath./Agn./None	8% (50)	17% (100)	11% (66)	8% (45)	35% (211)	21% (126)	598
Relig: Something Else	13% (46)	28% (96)	8% (28)	8% (28)	30% (104)	12% (42)	345
Relig: Evangelical	12% (69)	25% (146)	10% (56)	6% (37)	33% (191)	14% (80)	579
Relig: Non-Evang. Catholics	11% (61)	35% (199)	10% (55)	4% (25)	30% (169)	10% (55)	564
Relig: All Christian	11% (130)	30% (344)	10% (112)	5% (62)	31% (360)	12% (135)	1143
Relig: All Non-Christian	10% (96)	21% (196)	10% (94)	8% (73)	33% (315)	18% (169)	943
Community: Urban	16% (92)	26% (145)	11% (60)	7% (41)	29% (163)	11% (61)	563
Community: Suburban	7% (67)	30% (269)	11% (97)	6% (51)	34% (302)	13% (116)	901
Community: Rural	11% (68)	20% (126)	8% (48)	7% (43)	34% (212)	20% (127)	624
Employ: Private Sector	14% (86)	28% (169)	11% (68)	8% (49)	29% (174)	10% (63)	609
Employ: Government	15% (20)	28% (38)	13% (17)	9% (12)	27% (36)	8% (11)	134
Employ: Self-Employed	9% (18)	29% (57)	14% (28)	6% (11)	27% (52)	16% (31)	197
Employ: Homemaker	10% (18)	20% (37)	12% (22)	6% (10)	37% (67)	15% (27)	181
Employ: Student	12% (13)	20% (21)	9% (9)	4% (4)	33% (34)	23% (24)	105
Employ: Retired	6% (28)	34% (146)	7% (30)	4% (17)	37% (161)	12% (52)	435
Employ: Unemployed	13% (26)	22% (44)	7% (15)	2% (5)	37% (76)	18% (38)	204
Employ: Other	7% (16)	13% (28)	7% (16)	12% (27)	34% (77)	26% (58)	223
Job Type: White-collar	14% (89)	35% (227)	12% (76)	4% (28)	28% (181)	7% (45)	646
Job Type: Blue-collar	10% (89)	26% (244)	10% (96)	8% (77)	34% (311)	12% (106)	924
Job Type: Don't Know	9% (48)	13% (69)	6% (33)	6% (30)	36% (186)	30% (153)	518
Military HH: Yes	13% (48)	30% (115)	9% (35)	4% (15)	32% (119)	12% (45)	377
Military HH: No	10% (178)	25% (426)	10% (170)	7% (120)	33% (558)	15% (259)	1711
RD/WT: Right Direction	17% (112)	27% (182)	9% (63)	5% (34)	27% (180)	15% (98)	668
RD/WT: Wrong Track	8% (114)	25% (359)	10% (142)	7% (101)	35% (497)	15% (206)	1420

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Table BRD1_17: Please indicate if you have a favorable or unfavorable view of each of the following
Neiman Marcus

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
All Respondents	11% (226)	26% (540)	10% (205)	6% (135)	32% (677)	15% (304)	2088
Obama Job: Approve	14% (152)	27% (300)	11% (126)	8% (84)	27% (305)	13% (146)	1114
Obama Job: Disapprove	8% (70)	26% (224)	9% (77)	5% (42)	38% (319)	14% (115)	847
#1 Issue: Economy	10% (71)	29% (195)	9% (61)	5% (34)	33% (224)	14% (91)	676
#1 Issue: Security	10% (36)	25% (86)	12% (39)	6% (19)	34% (115)	14% (46)	340
#1 Issue: Health Care	13% (39)	27% (82)	13% (40)	6% (17)	26% (81)	15% (46)	304
#1 Issue: Medicare / Social Security	5% (14)	26% (69)	10% (26)	8% (21)	39% (106)	12% (33)	269
#1 Issue: Women's Issues	12% (14)	25% (29)	8% (10)	6% (7)	35% (41)	14% (16)	117
#1 Issue: Education	23% (36)	23% (36)	9% (14)	14% (22)	19% (30)	11% (18)	157
#1 Issue: Energy	13% (13)	23% (23)	9% (9)	7% (7)	25% (25)	22% (22)	100
#1 Issue: Other	2% (3)	16% (20)	5% (6)	7% (8)	45% (55)	26% (32)	124
2012 Vote: Barack Obama	14% (114)	27% (219)	12% (98)	8% (63)	29% (233)	11% (89)	816
2012 Vote: Mitt Romney	10% (50)	33% (168)	10% (49)	3% (16)	36% (182)	8% (41)	506
2012 Vote: Other	12% (8)	22% (16)	7% (5)	9% (7)	39% (29)	11% (8)	73
2012 Vote: Didn't Vote	8% (53)	20% (136)	8% (53)	7% (50)	34% (232)	24% (165)	690
4-Region: Northeast	14% (51)	25% (95)	9% (34)	5% (19)	32% (120)	16% (62)	381
4-Region: Midwest	10% (43)	23% (102)	11% (50)	8% (36)	32% (146)	16% (72)	449
4-Region: South	11% (86)	27% (213)	9% (69)	7% (52)	31% (236)	15% (118)	773
4-Region: West	9% (46)	27% (131)	11% (53)	6% (28)	36% (175)	11% (52)	485

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

Table BRD2: As you may know, some of the 2016 presidential debates were scheduled during the same hours as some primetime television shows. Based on what you remember, did you watch the Presidential debates or primetime television shows during those hours?

Demographic	Presidential Debates		Primetime football		Other programming		Don't Know / No Opinion		Total N
All Respondents	47%	(980)	14%	(283)	25%	(516)	15%	(308)	2088
Gender: Male	48%	(482)	19%	(188)	20%	(199)	13%	(135)	1005
Gender: Female	46%	(498)	9%	(95)	29%	(317)	16%	(172)	1083
Age: 18-29	47%	(220)	14%	(65)	21%	(98)	18%	(84)	468
Age: 30-44	42%	(218)	18%	(92)	26%	(132)	14%	(72)	514
Age: 45-54	43%	(173)	14%	(56)	28%	(112)	16%	(64)	406
Age: 55-64	49%	(157)	11%	(35)	24%	(79)	16%	(52)	322
Age: 65+	56%	(213)	9%	(34)	25%	(95)	9%	(35)	377
PID: Dem (no lean)	52%	(365)	15%	(102)	22%	(155)	11%	(81)	703
PID: Ind (no lean)	38%	(288)	11%	(83)	30%	(226)	21%	(158)	754
PID: Rep (no lean)	52%	(328)	16%	(99)	21%	(135)	11%	(70)	631
PID/Gender: Dem Men	54%	(176)	20%	(65)	15%	(48)	11%	(35)	325
PID/Gender: Dem Women	50%	(189)	10%	(37)	28%	(107)	12%	(46)	378
PID/Gender: Ind Men	38%	(135)	17%	(62)	26%	(94)	19%	(68)	360
PID/Gender: Ind Women	39%	(152)	5%	(20)	34%	(132)	23%	(90)	394
PID/Gender: Rep Men	53%	(170)	19%	(61)	18%	(57)	10%	(32)	321
PID/Gender: Rep Women	51%	(157)	12%	(38)	25%	(78)	12%	(37)	311
Tea Party: Supporter	57%	(308)	17%	(93)	19%	(103)	7%	(39)	544
Tea Party: Not Supporter	43%	(665)	12%	(190)	27%	(410)	17%	(265)	1530
Ideo: Liberal (1-3)	55%	(388)	14%	(99)	20%	(140)	10%	(73)	700
Ideo: Moderate (4)	47%	(208)	15%	(66)	28%	(124)	11%	(48)	447
Ideo: Conservative (5-7)	51%	(310)	14%	(88)	24%	(145)	11%	(67)	610
Educ: < College	43%	(645)	13%	(196)	26%	(385)	18%	(260)	1486
Educ: Bachelors degree	53%	(208)	15%	(59)	24%	(93)	9%	(35)	394
Educ: Post-grad	62%	(128)	14%	(28)	19%	(39)	6%	(13)	207
Income: Under 50k	43%	(570)	13%	(179)	26%	(348)	17%	(229)	1325
Income: 50k-100k	55%	(280)	13%	(66)	20%	(105)	12%	(59)	510
Income: 100k+	52%	(131)	15%	(38)	25%	(64)	8%	(20)	253

Continued on next page

Table BRD2: As you may know, some of the 2016 presidential debates were scheduled during the same hours as some primetime television shows. Based on what you remember, did you watch the Presidential debates or primetime television shows during those hours?

Demographic	Presidential Debates		Primetime football		Other programming		Don't Know / No Opinion		Total N
All Respondents	47%	(980)	14%	(283)	25%	(516)	15%	(308)	2088
Ethnicity: White	48%	(799)	13%	(222)	26%	(431)	13%	(209)	1661
Ethnicity: Hispanic	43%	(135)	18%	(57)	20%	(63)	18%	(58)	312
Ethnicity: Afr. Am.	43%	(109)	17%	(43)	18%	(46)	23%	(57)	255
Ethnicity: Other	42%	(72)	11%	(19)	23%	(40)	24%	(42)	173
Relig: Protestant	52%	(239)	12%	(57)	27%	(127)	8%	(39)	462
Relig: Roman Catholic	54%	(236)	15%	(66)	21%	(91)	10%	(45)	439
Relig: Ath./Agn./None	41%	(247)	12%	(70)	26%	(154)	21%	(127)	598
Relig: Something Else	43%	(149)	17%	(60)	24%	(81)	16%	(55)	345
Relig: Evangelical	49%	(286)	12%	(72)	25%	(147)	13%	(75)	579
Relig: Non-Evang. Catholics	53%	(298)	14%	(81)	24%	(135)	9%	(50)	564
Relig: All Christian	51%	(584)	13%	(153)	25%	(282)	11%	(125)	1143
Relig: All Non-Christian	42%	(396)	14%	(130)	25%	(235)	19%	(182)	943
Community: Urban	44%	(246)	18%	(101)	22%	(122)	17%	(94)	563
Community: Suburban	50%	(455)	11%	(100)	26%	(237)	12%	(109)	901
Community: Rural	45%	(280)	13%	(81)	25%	(157)	17%	(105)	624
Employ: Private Sector	49%	(297)	18%	(107)	21%	(126)	13%	(80)	609
Employ: Government	48%	(64)	18%	(24)	24%	(32)	11%	(15)	134
Employ: Self-Employed	49%	(96)	17%	(33)	20%	(38)	15%	(30)	197
Employ: Homemaker	44%	(79)	12%	(22)	33%	(59)	11%	(21)	181
Employ: Student	46%	(49)	14%	(15)	24%	(26)	15%	(16)	105
Employ: Retired	54%	(235)	8%	(33)	28%	(120)	11%	(47)	435
Employ: Unemployed	40%	(81)	10%	(19)	29%	(60)	22%	(44)	204
Employ: Other	36%	(80)	14%	(31)	25%	(56)	25%	(56)	223
Job Type: White-collar	54%	(346)	16%	(103)	22%	(143)	8%	(54)	646
Job Type: Blue-collar	49%	(454)	14%	(129)	28%	(254)	9%	(87)	924
Job Type: Don't Know	35%	(181)	10%	(51)	23%	(120)	32%	(167)	518
Military HH: Yes	54%	(203)	14%	(52)	24%	(92)	8%	(31)	377
Military HH: No	45%	(778)	14%	(232)	25%	(425)	16%	(276)	1711
RD/WT: Right Direction	50%	(336)	17%	(114)	20%	(131)	13%	(87)	668
RD/WT: Wrong Track	45%	(645)	12%	(169)	27%	(386)	16%	(220)	1420

Continued on next page

Table BRD2: As you may know, some of the 2016 presidential debates were scheduled during the same hours as some primetime television shows. Based on what you remember, did you watch the Presidential debates or primetime television shows during those hours?

Demographic	Presidential Debates		Primetime football		Other programming		Don't Know / No Opinion		Total N
All Respondents	47%	(980)	14%	(283)	25%	(516)	15%	(308)	2088
Obama Job: Approve	50%	(557)	15%	(163)	23%	(251)	13%	(143)	1114
Obama Job: Disapprove	47%	(394)	14%	(117)	26%	(223)	13%	(113)	847
#1 Issue: Economy	50%	(341)	14%	(97)	23%	(158)	12%	(80)	676
#1 Issue: Security	51%	(172)	13%	(43)	22%	(76)	14%	(49)	340
#1 Issue: Health Care	48%	(147)	13%	(41)	25%	(76)	13%	(40)	304
#1 Issue: Medicare / Social Security	47%	(128)	15%	(39)	25%	(67)	13%	(35)	269
#1 Issue: Women's Issues	53%	(62)	6%	(8)	29%	(34)	12%	(14)	117
#1 Issue: Education	37%	(58)	21%	(33)	23%	(36)	19%	(31)	157
#1 Issue: Energy	37%	(37)	19%	(19)	26%	(26)	18%	(18)	100
#1 Issue: Other	28%	(35)	3%	(3)	36%	(44)	33%	(41)	124
2012 Vote: Barack Obama	56%	(458)	14%	(118)	19%	(158)	10%	(83)	816
2012 Vote: Mitt Romney	50%	(255)	16%	(79)	28%	(142)	6%	(30)	506
2012 Vote: Other	33%	(24)	15%	(11)	26%	(19)	26%	(19)	73
2012 Vote: Didn't Vote	35%	(243)	11%	(75)	29%	(197)	25%	(176)	690
4-Region: Northeast	54%	(204)	12%	(45)	21%	(79)	14%	(53)	381
4-Region: Midwest	46%	(208)	13%	(59)	29%	(129)	12%	(53)	449
4-Region: South	45%	(351)	14%	(108)	25%	(195)	16%	(120)	773
4-Region: West	45%	(217)	15%	(72)	24%	(114)	17%	(81)	485

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

Table BRD3_1: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
 Major League Baseball (MLB)

Demographic	Much more	Somewhat more	About the same amount	Somewhat less	Much less	Don't Know / No Opinion	Total N
All Respondents	12% (247)	14% (284)	34% (705)	7% (145)	13% (279)	20% (427)	2088
Gender: Male	16% (165)	17% (169)	34% (344)	7% (72)	12% (118)	14% (137)	1005
Gender: Female	8% (82)	11% (116)	33% (361)	7% (73)	15% (161)	27% (290)	1083
Age: 18-29	18% (84)	16% (75)	26% (120)	8% (36)	11% (49)	22% (103)	468
Age: 30-44	15% (78)	20% (103)	31% (161)	6% (33)	10% (51)	17% (88)	514
Age: 45-54	7% (29)	10% (39)	36% (147)	8% (32)	16% (66)	23% (92)	406
Age: 55-64	7% (21)	10% (31)	45% (144)	6% (20)	13% (42)	20% (64)	322
Age: 65+	9% (34)	10% (36)	35% (133)	6% (24)	19% (70)	21% (80)	377
PID: Dem (no lean)	12% (86)	14% (98)	34% (236)	7% (49)	15% (104)	18% (129)	703
PID: Ind (no lean)	9% (71)	12% (92)	33% (251)	6% (46)	13% (95)	26% (198)	754
PID: Rep (no lean)	14% (89)	15% (94)	35% (218)	8% (50)	13% (80)	16% (100)	631
PID/Gender: Dem Men	18% (59)	18% (57)	37% (119)	6% (21)	13% (43)	8% (26)	325
PID/Gender: Dem Women	7% (27)	11% (41)	31% (116)	8% (28)	16% (61)	27% (104)	378
PID/Gender: Ind Men	11% (41)	15% (54)	35% (127)	7% (24)	11% (38)	21% (76)	360
PID/Gender: Ind Women	8% (31)	10% (38)	31% (124)	6% (22)	14% (57)	31% (122)	394
PID/Gender: Rep Men	20% (66)	18% (58)	31% (98)	8% (27)	11% (36)	11% (36)	321
PID/Gender: Rep Women	8% (24)	12% (36)	39% (121)	7% (23)	14% (44)	21% (64)	311
Tea Party: Supporter	20% (111)	17% (90)	31% (166)	7% (36)	13% (72)	13% (69)	544
Tea Party: Not Supporter	9% (134)	12% (189)	35% (534)	7% (109)	13% (206)	23% (357)	1530
Ideo: Liberal (1-3)	16% (113)	18% (128)	30% (208)	8% (57)	10% (72)	17% (122)	700
Ideo: Moderate (4)	8% (37)	14% (62)	40% (180)	7% (30)	15% (67)	16% (71)	447
Ideo: Conservative (5-7)	12% (75)	12% (76)	38% (231)	7% (42)	14% (87)	16% (98)	610
Educ: < College	11% (162)	12% (185)	30% (453)	7% (106)	15% (224)	24% (356)	1486
Educ: Bachelors degree	11% (44)	15% (60)	44% (174)	7% (26)	10% (41)	13% (50)	394
Educ: Post-grad	20% (41)	19% (39)	38% (79)	6% (13)	7% (14)	10% (21)	207
Income: Under 50k	11% (148)	12% (158)	31% (409)	7% (89)	14% (187)	25% (334)	1325
Income: 50k-100k	12% (61)	15% (77)	40% (203)	8% (40)	12% (62)	13% (66)	510
Income: 100k+	15% (38)	19% (49)	37% (94)	6% (16)	12% (30)	11% (27)	253

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Table BRD3_1: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
Major League Baseball (MLB)

Demographic	Much more	Somewhat more	About the same amount	Somewhat less	Much less	Don't Know / No Opinion	Total N
All Respondents	12% (247)	14% (284)	34% (705)	7% (145)	13% (279)	20% (427)	2088
Ethnicity: White	12% (197)	14% (226)	36% (598)	7% (109)	12% (199)	20% (332)	1661
Ethnicity: Hispanic	15% (46)	17% (53)	24% (75)	7% (22)	16% (49)	22% (69)	312
Ethnicity: Afr. Am.	13% (34)	13% (33)	25% (63)	8% (20)	23% (59)	18% (45)	255
Ethnicity: Other	9% (16)	15% (26)	26% (44)	9% (15)	12% (21)	29% (50)	173
Relig: Protestant	11% (51)	12% (56)	45% (207)	4% (18)	12% (56)	16% (72)	462
Relig: Roman Catholic	17% (75)	19% (82)	31% (134)	7% (32)	12% (51)	15% (65)	439
Relig: Ath./Agn./None	12% (74)	12% (70)	31% (188)	6% (33)	13% (77)	26% (155)	598
Relig: Something Else	10% (34)	14% (48)	33% (113)	11% (39)	12% (41)	20% (69)	345
Relig: Evangelical	11% (62)	14% (79)	31% (181)	7% (42)	18% (104)	19% (112)	579
Relig: Non-Evang. Catholics	14% (76)	16% (88)	39% (223)	5% (31)	10% (57)	16% (90)	564
Relig: All Christian	12% (138)	15% (167)	35% (404)	6% (73)	14% (160)	18% (202)	1143
Relig: All Non-Christian	12% (109)	13% (118)	32% (301)	8% (72)	13% (119)	24% (224)	943
Community: Urban	18% (99)	14% (80)	31% (173)	7% (40)	13% (73)	17% (98)	563
Community: Suburban	9% (80)	14% (126)	38% (339)	7% (61)	12% (110)	21% (185)	901
Community: Rural	11% (69)	12% (78)	31% (194)	7% (45)	15% (95)	23% (144)	624
Employ: Private Sector	14% (83)	17% (104)	37% (225)	7% (43)	10% (63)	15% (91)	609
Employ: Government	15% (20)	17% (22)	34% (45)	5% (6)	18% (25)	11% (15)	134
Employ: Self-Employed	15% (30)	20% (40)	35% (68)	5% (11)	9% (18)	15% (30)	197
Employ: Homemaker	10% (18)	14% (25)	30% (53)	8% (15)	14% (24)	25% (45)	181
Employ: Student	11% (12)	14% (14)	37% (39)	4% (4)	6% (6)	28% (30)	105
Employ: Retired	9% (38)	8% (36)	37% (160)	7% (30)	19% (81)	21% (91)	435
Employ: Unemployed	14% (28)	9% (18)	24% (49)	10% (20)	13% (27)	31% (63)	204
Employ: Other	8% (18)	11% (25)	29% (66)	8% (17)	15% (34)	28% (62)	223
Job Type: White-collar	15% (98)	16% (100)	40% (257)	6% (41)	10% (68)	13% (82)	646
Job Type: Blue-collar	13% (119)	15% (136)	34% (318)	7% (67)	15% (140)	16% (145)	924
Job Type: Don't Know	6% (30)	9% (48)	25% (131)	7% (38)	14% (71)	39% (200)	518
Military HH: Yes	17% (64)	12% (46)	35% (133)	8% (31)	14% (52)	13% (51)	377
Military HH: No	11% (183)	14% (238)	33% (572)	7% (115)	13% (226)	22% (376)	1711
RD/WT: Right Direction	16% (110)	18% (119)	27% (180)	6% (41)	12% (81)	21% (137)	668
RD/WT: Wrong Track	10% (137)	12% (166)	37% (525)	7% (104)	14% (198)	20% (290)	1420

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Table BRD3_1: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
Major League Baseball (MLB)

Demographic	Much more	Somewhat more	About the same amount	Somewhat less	Much less	Don't Know / No Opinion	Total N
All Respondents	12% (247)	14% (284)	34% (705)	7% (145)	13% (279)	20% (427)	2088
Obama Job: Approve	14% (160)	15% (171)	33% (367)	6% (72)	12% (135)	19% (209)	1114
Obama Job: Disapprove	10% (81)	12% (102)	37% (317)	8% (66)	15% (127)	18% (153)	847
#1 Issue: Economy	10% (66)	15% (102)	34% (233)	6% (43)	15% (103)	19% (129)	676
#1 Issue: Security	13% (44)	14% (47)	37% (126)	7% (24)	11% (37)	18% (63)	340
#1 Issue: Health Care	15% (46)	14% (43)	32% (98)	8% (24)	13% (39)	18% (55)	304
#1 Issue: Medicare / Social Security	13% (35)	7% (20)	31% (84)	5% (15)	17% (46)	26% (70)	269
#1 Issue: Women's Issues	10% (12)	8% (10)	43% (50)	5% (5)	12% (14)	22% (26)	117
#1 Issue: Education	15% (24)	21% (33)	25% (39)	13% (20)	11% (18)	14% (23)	157
#1 Issue: Energy	13% (13)	23% (23)	29% (29)	12% (12)	7% (7)	16% (16)	100
#1 Issue: Other	6% (7)	6% (7)	38% (47)	2% (3)	11% (14)	37% (46)	124
2012 Vote: Barack Obama	13% (109)	17% (138)	35% (288)	6% (52)	12% (101)	16% (127)	816
2012 Vote: Mitt Romney	12% (60)	14% (69)	40% (200)	8% (39)	12% (61)	15% (76)	506
2012 Vote: Other	6% (5)	7% (5)	34% (25)	10% (7)	17% (12)	26% (19)	73
2012 Vote: Didn't Vote	11% (73)	10% (71)	28% (190)	7% (47)	15% (105)	30% (205)	690
4-Region: Northeast	12% (44)	15% (57)	34% (129)	10% (39)	10% (38)	20% (74)	381
4-Region: Midwest	14% (64)	16% (72)	37% (165)	6% (28)	10% (43)	17% (78)	449
4-Region: South	11% (83)	14% (105)	29% (223)	6% (49)	20% (152)	21% (161)	773
4-Region: West	11% (56)	10% (50)	39% (188)	6% (30)	9% (46)	24% (114)	485

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

Table BRD3_2: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
National Football Association (NFL)

Demographic	Much more	Somewhat more	About the same amount	Somewhat less	Much less	Don't Know / No Opinion	Total N
All Respondents	14% (283)	14% (300)	34% (715)	8% (162)	12% (252)	18% (375)	2088
Gender: Male	18% (183)	17% (170)	35% (350)	9% (87)	10% (96)	12% (119)	1005
Gender: Female	9% (100)	12% (130)	34% (365)	7% (76)	14% (156)	24% (256)	1083
Age: 18-29	17% (81)	20% (95)	25% (116)	8% (36)	9% (42)	21% (98)	468
Age: 30-44	19% (99)	18% (93)	32% (165)	6% (33)	10% (50)	14% (74)	514
Age: 45-54	10% (43)	14% (55)	34% (139)	8% (32)	16% (66)	18% (72)	406
Age: 55-64	8% (25)	9% (30)	46% (147)	11% (34)	10% (34)	16% (52)	322
Age: 65+	9% (35)	7% (26)	39% (147)	7% (28)	16% (61)	21% (80)	377
PID: Dem (no lean)	17% (120)	13% (93)	36% (253)	8% (53)	9% (64)	17% (121)	703
PID: Ind (no lean)	10% (74)	14% (103)	35% (261)	6% (48)	13% (100)	22% (169)	754
PID: Rep (no lean)	14% (90)	17% (105)	32% (201)	10% (61)	14% (89)	14% (86)	631
PID/Gender: Dem Men	24% (78)	13% (43)	40% (130)	8% (26)	7% (22)	8% (26)	325
PID/Gender: Dem Women	11% (42)	13% (50)	32% (122)	7% (27)	11% (42)	25% (95)	378
PID/Gender: Ind Men	12% (43)	18% (66)	35% (125)	7% (25)	11% (38)	17% (63)	360
PID/Gender: Ind Women	8% (30)	9% (37)	35% (136)	6% (23)	16% (62)	27% (106)	394
PID/Gender: Rep Men	19% (61)	19% (62)	30% (95)	11% (35)	11% (36)	10% (30)	321
PID/Gender: Rep Women	9% (29)	14% (43)	34% (106)	8% (26)	17% (52)	18% (55)	311
Tea Party: Supporter	18% (99)	20% (107)	28% (153)	10% (53)	14% (77)	10% (56)	544
Tea Party: Not Supporter	12% (182)	12% (188)	37% (559)	7% (109)	11% (174)	21% (318)	1530
Ideo: Liberal (1-3)	18% (125)	16% (110)	35% (243)	8% (55)	8% (56)	16% (110)	700
Ideo: Moderate (4)	10% (45)	16% (70)	41% (184)	6% (29)	14% (61)	13% (57)	447
Ideo: Conservative (5-7)	14% (84)	14% (87)	31% (191)	12% (75)	16% (100)	12% (73)	610
Educ: < College	13% (199)	13% (197)	31% (467)	8% (115)	13% (192)	21% (315)	1486
Educ: Bachelors degree	14% (55)	17% (67)	41% (161)	8% (32)	10% (40)	10% (39)	394
Educ: Post-grad	14% (29)	17% (36)	42% (87)	7% (15)	10% (20)	10% (21)	207
Income: Under 50k	14% (192)	14% (180)	30% (395)	7% (99)	12% (164)	22% (294)	1325
Income: 50k-100k	11% (58)	15% (78)	43% (220)	7% (34)	13% (65)	11% (55)	510
Income: 100k+	13% (33)	17% (42)	39% (100)	12% (29)	9% (23)	10% (26)	253

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Table BRD3_2: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
 National Football Association (NFL)

Demographic	Much more	Somewhat more	About the same amount	Somewhat less	Much less	Don't Know / No Opinion	Total N
All Respondents	14% (283)	14% (300)	34% (715)	8% (162)	12% (252)	18% (375)	2088
Ethnicity: White	13% (208)	14% (227)	36% (596)	8% (133)	12% (205)	18% (292)	1661
Ethnicity: Hispanic	25% (79)	13% (42)	24% (74)	5% (16)	10% (32)	22% (70)	312
Ethnicity: Afr. Am.	20% (50)	19% (48)	27% (69)	5% (13)	15% (38)	15% (37)	255
Ethnicity: Other	14% (25)	15% (25)	29% (50)	9% (16)	6% (10)	27% (47)	173
Relig: Protestant	13% (60)	12% (56)	43% (198)	8% (39)	10% (46)	14% (64)	462
Relig: Roman Catholic	16% (71)	18% (81)	32% (139)	7% (29)	13% (55)	15% (64)	439
Relig: Ath./Agn./None	11% (64)	13% (77)	34% (205)	7% (44)	11% (66)	24% (141)	598
Relig: Something Else	15% (53)	14% (47)	35% (121)	9% (29)	10% (35)	17% (58)	345
Relig: Evangelical	16% (90)	15% (86)	28% (163)	10% (55)	17% (96)	15% (89)	579
Relig: Non-Evang. Catholics	13% (75)	16% (89)	40% (226)	6% (33)	10% (55)	15% (85)	564
Relig: All Christian	14% (166)	15% (176)	34% (388)	8% (89)	13% (151)	15% (174)	1143
Relig: All Non-Christian	12% (117)	13% (125)	35% (326)	8% (74)	11% (102)	21% (199)	943
Community: Urban	19% (105)	18% (99)	30% (166)	7% (41)	9% (49)	18% (102)	563
Community: Suburban	10% (94)	13% (117)	39% (348)	9% (78)	11% (103)	18% (160)	901
Community: Rural	13% (84)	13% (84)	32% (200)	7% (43)	16% (100)	18% (113)	624
Employ: Private Sector	14% (85)	19% (115)	37% (226)	8% (49)	9% (52)	13% (81)	609
Employ: Government	17% (23)	11% (15)	42% (56)	8% (11)	14% (19)	8% (10)	134
Employ: Self-Employed	16% (31)	18% (36)	32% (64)	11% (22)	11% (21)	12% (23)	197
Employ: Homemaker	12% (22)	14% (25)	32% (59)	7% (13)	14% (25)	21% (37)	181
Employ: Student	17% (18)	17% (18)	33% (35)	4% (4)	3% (3)	26% (28)	105
Employ: Retired	9% (40)	7% (32)	40% (173)	8% (35)	16% (70)	20% (86)	435
Employ: Unemployed	18% (38)	14% (28)	24% (49)	7% (13)	15% (31)	22% (46)	204
Employ: Other	12% (27)	14% (31)	24% (53)	7% (16)	14% (32)	29% (64)	223
Job Type: White-collar	15% (96)	16% (102)	38% (245)	10% (62)	10% (62)	12% (80)	646
Job Type: Blue-collar	15% (134)	14% (133)	37% (344)	8% (70)	14% (126)	13% (117)	924
Job Type: Don't Know	10% (53)	13% (65)	24% (126)	6% (31)	12% (64)	34% (178)	518
Military HH: Yes	18% (68)	14% (53)	36% (136)	7% (26)	15% (56)	10% (40)	377
Military HH: No	13% (215)	14% (247)	34% (579)	8% (137)	11% (196)	20% (336)	1711
RD/WT: Right Direction	21% (138)	18% (118)	28% (190)	6% (38)	9% (59)	19% (125)	668
RD/WT: Wrong Track	10% (145)	13% (182)	37% (525)	9% (124)	14% (194)	18% (250)	1420

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Table BRD3_2: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
National Football Association (NFL)

Demographic	Much more	Somewhat more	About the same amount	Somewhat less	Much less	Don't Know / No Opinion	Total N
All Respondents	14% (283)	14% (300)	34% (715)	8% (162)	12% (252)	18% (375)	2088
Obama Job: Approve	17% (193)	15% (167)	36% (399)	7% (77)	8% (91)	17% (187)	1114
Obama Job: Disapprove	10% (81)	14% (118)	35% (298)	9% (79)	17% (148)	15% (123)	847
#1 Issue: Economy	12% (82)	15% (103)	40% (272)	6% (41)	13% (91)	13% (87)	676
#1 Issue: Security	13% (44)	16% (53)	32% (110)	9% (29)	13% (43)	18% (61)	340
#1 Issue: Health Care	19% (59)	14% (44)	32% (98)	10% (29)	11% (32)	14% (42)	304
#1 Issue: Medicare / Social Security	10% (28)	11% (28)	31% (84)	9% (25)	12% (33)	27% (72)	269
#1 Issue: Women's Issues	16% (19)	10% (12)	31% (36)	6% (7)	16% (18)	21% (25)	117
#1 Issue: Education	16% (26)	23% (37)	28% (43)	9% (13)	10% (15)	15% (23)	157
#1 Issue: Energy	20% (20)	15% (15)	29% (29)	9% (9)	7% (7)	20% (20)	100
#1 Issue: Other	5% (6)	6% (7)	34% (43)	8% (10)	10% (12)	37% (45)	124
2012 Vote: Barack Obama	17% (141)	15% (122)	38% (314)	6% (53)	9% (76)	14% (110)	816
2012 Vote: Mitt Romney	10% (52)	15% (75)	36% (182)	11% (58)	17% (86)	10% (52)	506
2012 Vote: Other	10% (8)	15% (11)	45% (33)	3% (2)	5% (4)	21% (15)	73
2012 Vote: Didn't Vote	12% (82)	13% (90)	27% (185)	7% (49)	12% (86)	29% (197)	690
4-Region: Northeast	14% (54)	19% (72)	37% (140)	5% (19)	8% (32)	17% (63)	381
4-Region: Midwest	11% (48)	14% (62)	40% (180)	8% (37)	11% (49)	16% (73)	449
4-Region: South	15% (115)	13% (103)	30% (233)	6% (49)	18% (140)	17% (133)	773
4-Region: West	14% (67)	13% (62)	33% (162)	12% (57)	6% (31)	22% (105)	485

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

Table BRD3_3: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
National Basketball Association (NBA)

Demographic	Much more	Somewhat more	About the same amount	Somewhat less	Much less	Don't Know / No Opinion	Total N
All Respondents	9% (194)	9% (185)	35% (721)	7% (153)	17% (346)	23% (489)	2088
Gender: Male	13% (134)	10% (105)	36% (360)	9% (88)	15% (150)	17% (167)	1005
Gender: Female	6% (60)	7% (80)	33% (361)	6% (64)	18% (195)	30% (322)	1083
Age: 18-29	16% (77)	13% (60)	28% (133)	7% (32)	11% (51)	25% (115)	468
Age: 30-44	13% (67)	12% (63)	36% (183)	8% (40)	12% (62)	19% (99)	514
Age: 45-54	5% (21)	8% (33)	37% (151)	8% (32)	18% (72)	24% (96)	406
Age: 55-64	6% (19)	4% (13)	41% (132)	7% (23)	18% (58)	24% (78)	322
Age: 65+	3% (10)	5% (17)	32% (122)	7% (26)	27% (102)	27% (100)	377
PID: Dem (no lean)	11% (81)	11% (78)	35% (248)	8% (56)	15% (108)	19% (132)	703
PID: Ind (no lean)	7% (52)	6% (43)	35% (262)	6% (43)	16% (123)	31% (231)	754
PID: Rep (no lean)	10% (61)	10% (64)	33% (211)	8% (54)	18% (115)	20% (126)	631
PID/Gender: Dem Men	17% (56)	12% (40)	41% (134)	8% (25)	13% (42)	9% (29)	325
PID/Gender: Dem Women	7% (25)	10% (38)	30% (114)	8% (32)	17% (66)	27% (103)	378
PID/Gender: Ind Men	11% (39)	6% (20)	37% (135)	8% (30)	13% (48)	24% (88)	360
PID/Gender: Ind Women	3% (13)	6% (23)	32% (128)	3% (13)	19% (75)	36% (143)	394
PID/Gender: Rep Men	12% (40)	14% (46)	29% (92)	11% (34)	19% (60)	15% (50)	321
PID/Gender: Rep Women	7% (22)	6% (19)	38% (119)	6% (20)	18% (55)	25% (76)	311
Tea Party: Supporter	15% (82)	14% (75)	31% (166)	6% (33)	19% (101)	16% (86)	544
Tea Party: Not Supporter	7% (106)	7% (109)	36% (551)	8% (119)	16% (242)	26% (401)	1530
Ideo: Liberal (1-3)	15% (105)	12% (87)	34% (241)	8% (54)	12% (84)	19% (130)	700
Ideo: Moderate (4)	7% (31)	9% (42)	39% (173)	6% (27)	19% (84)	20% (91)	447
Ideo: Conservative (5-7)	7% (43)	7% (42)	37% (227)	11% (65)	20% (121)	18% (111)	610
Educ: < College	9% (131)	8% (118)	30% (447)	7% (110)	18% (274)	27% (406)	1486
Educ: Bachelors degree	9% (36)	10% (39)	46% (182)	8% (30)	13% (51)	14% (56)	394
Educ: Post-grad	13% (27)	14% (28)	45% (92)	6% (13)	10% (20)	13% (27)	207
Income: Under 50k	9% (117)	8% (106)	31% (415)	7% (93)	17% (231)	27% (364)	1325
Income: 50k-100k	11% (54)	9% (45)	40% (203)	8% (41)	16% (82)	17% (85)	510
Income: 100k+	9% (24)	14% (35)	41% (103)	7% (18)	13% (33)	16% (39)	253

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Table BRD3_3: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
National Basketball Association (NBA)

Demographic	Much more	Somewhat more	About the same amount	Somewhat less	Much less	Don't Know / No Opinion	Total N
All Respondents	9% (194)	9% (185)	35% (721)	7% (153)	17% (346)	23% (489)	2088
Ethnicity: White	8% (133)	8% (129)	36% (593)	7% (124)	17% (285)	24% (397)	1661
Ethnicity: Hispanic	17% (52)	14% (45)	26% (82)	5% (15)	16% (51)	22% (67)	312
Ethnicity: Afr. Am.	16% (42)	17% (42)	28% (71)	6% (15)	17% (44)	16% (41)	255
Ethnicity: Other	12% (20)	8% (14)	33% (57)	8% (13)	10% (17)	30% (51)	173
Relig: Protestant	5% (23)	8% (38)	43% (197)	7% (34)	17% (78)	20% (92)	462
Relig: Roman Catholic	14% (61)	11% (49)	33% (145)	8% (35)	15% (66)	19% (82)	439
Relig: Ath./Agn./None	8% (46)	8% (47)	33% (196)	7% (40)	15% (88)	30% (181)	598
Relig: Something Else	12% (40)	10% (34)	36% (123)	7% (24)	14% (48)	22% (76)	345
Relig: Evangelical	12% (67)	7% (43)	31% (177)	8% (47)	22% (128)	20% (118)	579
Relig: Non-Evang. Catholics	7% (41)	11% (62)	40% (225)	7% (42)	14% (82)	20% (113)	564
Relig: All Christian	9% (108)	9% (105)	35% (402)	8% (89)	18% (209)	20% (230)	1143
Relig: All Non-Christian	9% (86)	9% (81)	34% (319)	7% (64)	14% (136)	27% (257)	943
Community: Urban	15% (84)	13% (73)	31% (174)	8% (45)	13% (71)	21% (116)	563
Community: Suburban	8% (74)	6% (55)	38% (346)	8% (70)	16% (141)	24% (215)	901
Community: Rural	6% (37)	9% (57)	32% (201)	6% (38)	21% (133)	25% (158)	624
Employ: Private Sector	11% (64)	12% (73)	38% (233)	8% (49)	13% (78)	18% (112)	609
Employ: Government	14% (18)	10% (13)	38% (50)	6% (9)	17% (23)	15% (21)	134
Employ: Self-Employed	13% (26)	11% (22)	38% (74)	12% (23)	9% (19)	17% (33)	197
Employ: Homemaker	8% (15)	8% (14)	32% (58)	10% (18)	16% (30)	26% (47)	181
Employ: Student	15% (16)	9% (9)	38% (40)	3% (3)	5% (6)	30% (31)	105
Employ: Retired	3% (14)	4% (18)	34% (148)	6% (26)	24% (106)	28% (124)	435
Employ: Unemployed	11% (23)	8% (17)	32% (65)	6% (13)	16% (32)	27% (55)	204
Employ: Other	9% (20)	8% (18)	24% (53)	5% (12)	24% (53)	30% (67)	223
Job Type: White-collar	11% (72)	12% (77)	39% (252)	8% (52)	14% (89)	16% (103)	646
Job Type: Blue-collar	9% (82)	9% (80)	35% (325)	8% (78)	21% (191)	18% (168)	924
Job Type: Don't Know	8% (40)	5% (28)	28% (144)	4% (23)	13% (65)	42% (217)	518
Military HH: Yes	14% (51)	9% (36)	35% (130)	10% (37)	17% (64)	16% (60)	377
Military HH: No	8% (143)	9% (150)	35% (591)	7% (116)	16% (282)	25% (429)	1711
RD/WT: Right Direction	16% (106)	13% (90)	28% (186)	7% (46)	14% (90)	22% (150)	668
RD/WT: Wrong Track	6% (88)	7% (96)	38% (535)	8% (107)	18% (255)	24% (339)	1420

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Table BRD3_3: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
 National Basketball Association (NBA)

Demographic	Much more	Somewhat more	About the same amount	Somewhat less	Much less	Don't Know / No Opinion	Total N
All Respondents	9% (194)	9% (185)	35% (721)	7% (153)	17% (346)	23% (489)	2088
Obama Job: Approve	14% (152)	12% (136)	35% (384)	7% (74)	13% (141)	20% (226)	1114
Obama Job: Disapprove	4% (38)	5% (46)	37% (309)	8% (71)	22% (189)	23% (193)	847
#1 Issue: Economy	8% (53)	9% (62)	35% (239)	8% (51)	20% (134)	20% (138)	676
#1 Issue: Security	7% (26)	7% (25)	37% (126)	8% (28)	15% (53)	25% (83)	340
#1 Issue: Health Care	11% (33)	9% (26)	37% (111)	7% (22)	18% (54)	19% (59)	304
#1 Issue: Medicare / Social Security	8% (20)	8% (21)	28% (75)	7% (18)	18% (50)	32% (86)	269
#1 Issue: Women's Issues	12% (14)	17% (20)	34% (40)	9% (10)	8% (10)	20% (23)	117
#1 Issue: Education	14% (22)	14% (23)	33% (52)	6% (10)	13% (20)	20% (32)	157
#1 Issue: Energy	20% (20)	7% (7)	33% (33)	11% (11)	12% (12)	17% (17)	100
#1 Issue: Other	5% (6)	2% (2)	37% (46)	2% (3)	12% (15)	41% (51)	124
2012 Vote: Barack Obama	12% (99)	11% (89)	38% (313)	8% (62)	13% (107)	18% (147)	816
2012 Vote: Mitt Romney	8% (39)	7% (36)	37% (188)	10% (50)	21% (105)	17% (88)	506
2012 Vote: Other	5% (4)	3% (2)	40% (30)	1% (1)	18% (13)	32% (24)	73
2012 Vote: Didn't Vote	8% (53)	8% (59)	27% (189)	6% (39)	17% (120)	33% (230)	690
4-Region: Northeast	11% (42)	9% (33)	36% (137)	6% (23)	15% (57)	24% (90)	381
4-Region: Midwest	8% (34)	7% (30)	39% (177)	7% (30)	16% (72)	23% (105)	449
4-Region: South	9% (73)	10% (80)	29% (223)	8% (58)	21% (163)	23% (176)	773
4-Region: West	9% (45)	9% (42)	38% (185)	9% (42)	11% (53)	24% (117)	485

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

Table BRD3_4: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
National Hockey League (NHL)

Demographic	Much more	Somewhat more	About the same amount	Somewhat less	Much less	Don't Know / No Opinion	Total N
All Respondents	7% (144)	8% (161)	35% (721)	6% (129)	17% (349)	28% (584)	2088
Gender: Male	10% (104)	11% (109)	34% (345)	7% (72)	17% (167)	21% (208)	1005
Gender: Female	4% (41)	5% (52)	35% (375)	5% (57)	17% (182)	35% (376)	1083
Age: 18-29	13% (61)	12% (56)	33% (153)	5% (25)	12% (57)	25% (116)	468
Age: 30-44	10% (51)	10% (52)	36% (184)	7% (34)	11% (59)	26% (134)	514
Age: 45-54	5% (21)	6% (25)	34% (140)	6% (24)	17% (69)	31% (126)	406
Age: 55-64	2% (7)	4% (11)	41% (132)	8% (25)	18% (59)	27% (87)	322
Age: 65+	1% (3)	4% (17)	30% (112)	5% (20)	28% (105)	32% (121)	377
PID: Dem (no lean)	7% (51)	7% (50)	36% (254)	7% (47)	17% (116)	26% (183)	703
PID: Ind (no lean)	5% (37)	7% (52)	33% (246)	5% (39)	16% (121)	34% (259)	754
PID: Rep (no lean)	9% (56)	9% (59)	35% (221)	7% (43)	18% (112)	22% (141)	631
PID/Gender: Dem Men	12% (39)	10% (31)	38% (123)	7% (22)	18% (59)	15% (50)	325
PID/Gender: Dem Women	3% (12)	5% (20)	35% (131)	6% (24)	15% (58)	35% (133)	378
PID/Gender: Ind Men	7% (26)	9% (31)	32% (116)	7% (25)	15% (56)	29% (106)	360
PID/Gender: Ind Women	3% (11)	5% (21)	33% (130)	3% (14)	17% (65)	39% (153)	394
PID/Gender: Rep Men	12% (39)	15% (47)	33% (106)	7% (24)	16% (53)	16% (52)	321
PID/Gender: Rep Women	5% (17)	4% (12)	37% (115)	6% (19)	19% (59)	29% (90)	311
Tea Party: Supporter	14% (77)	13% (72)	33% (181)	5% (27)	17% (95)	17% (92)	544
Tea Party: Not Supporter	4% (62)	6% (89)	35% (533)	7% (102)	17% (253)	32% (490)	1530
Ideo: Liberal (1-3)	12% (86)	12% (81)	35% (243)	6% (40)	13% (94)	22% (157)	700
Ideo: Moderate (4)	3% (12)	6% (28)	39% (175)	8% (35)	19% (85)	25% (112)	447
Ideo: Conservative (5-7)	5% (29)	7% (42)	39% (238)	8% (49)	18% (111)	23% (140)	610
Educ: < College	7% (101)	7% (97)	29% (436)	7% (97)	19% (282)	32% (473)	1486
Educ: Bachelors degree	5% (18)	10% (40)	48% (190)	6% (23)	11% (44)	20% (80)	394
Educ: Post-grad	12% (25)	12% (24)	45% (94)	5% (9)	11% (23)	15% (32)	207
Income: Under 50k	7% (95)	6% (79)	30% (403)	6% (81)	18% (236)	32% (429)	1325
Income: 50k-100k	7% (35)	11% (54)	40% (203)	6% (30)	16% (82)	21% (107)	510
Income: 100k+	6% (15)	11% (28)	45% (114)	7% (18)	12% (31)	19% (48)	253

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Table BRD3_4: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
National Hockey League (NHL)

Demographic	Much more	Somewhat more	About the same amount	Somewhat less	Much less	Don't Know / No Opinion	Total N
All Respondents	7% (144)	8% (161)	35% (721)	6% (129)	17% (349)	28% (584)	2088
Ethnicity: White	6% (108)	8% (132)	37% (607)	6% (106)	15% (256)	27% (452)	1661
Ethnicity: Hispanic	9% (28)	9% (29)	29% (90)	3% (11)	20% (62)	30% (94)	312
Ethnicity: Afr. Am.	9% (23)	6% (15)	28% (72)	6% (14)	24% (61)	27% (68)	255
Ethnicity: Other	8% (13)	8% (14)	24% (42)	5% (9)	18% (31)	37% (64)	173
Relig: Protestant	6% (29)	7% (32)	43% (198)	5% (24)	15% (72)	23% (107)	462
Relig: Roman Catholic	8% (33)	12% (51)	32% (140)	7% (31)	17% (76)	24% (107)	439
Relig: Ath./Agn./None	7% (40)	6% (34)	36% (213)	6% (35)	12% (72)	34% (203)	598
Relig: Something Else	9% (32)	8% (27)	31% (106)	8% (27)	18% (63)	26% (90)	345
Relig: Evangelical	7% (39)	8% (48)	32% (185)	5% (29)	23% (133)	25% (146)	579
Relig: Non-Evang. Catholics	6% (32)	9% (53)	38% (217)	7% (38)	14% (81)	25% (142)	564
Relig: All Christian	6% (71)	9% (100)	35% (402)	6% (67)	19% (214)	25% (288)	1143
Relig: All Non-Christian	8% (73)	6% (61)	34% (319)	7% (62)	14% (135)	31% (294)	943
Community: Urban	10% (59)	12% (68)	29% (163)	7% (42)	14% (78)	27% (153)	563
Community: Suburban	4% (37)	5% (49)	40% (360)	6% (54)	17% (150)	28% (249)	901
Community: Rural	8% (48)	7% (44)	31% (197)	5% (33)	19% (121)	29% (182)	624
Employ: Private Sector	9% (55)	10% (61)	39% (239)	7% (40)	14% (86)	21% (127)	609
Employ: Government	8% (11)	8% (10)	48% (64)	4% (6)	17% (23)	15% (20)	134
Employ: Self-Employed	8% (16)	10% (19)	36% (70)	8% (16)	11% (21)	28% (55)	197
Employ: Homemaker	6% (11)	3% (5)	30% (54)	12% (22)	15% (27)	35% (62)	181
Employ: Student	10% (10)	11% (12)	38% (40)	2% (2)	11% (12)	29% (30)	105
Employ: Retired	2% (8)	5% (22)	31% (134)	5% (23)	25% (110)	32% (137)	435
Employ: Unemployed	10% (20)	5% (10)	31% (64)	4% (8)	17% (35)	34% (69)	204
Employ: Other	6% (14)	10% (23)	25% (56)	5% (12)	15% (34)	38% (84)	223
Job Type: White-collar	8% (52)	11% (74)	43% (275)	5% (32)	13% (82)	20% (131)	646
Job Type: Blue-collar	7% (67)	7% (62)	35% (324)	8% (79)	22% (199)	21% (195)	924
Job Type: Don't Know	5% (25)	5% (25)	24% (122)	4% (19)	13% (68)	50% (258)	518
Military HH: Yes	11% (43)	10% (37)	33% (123)	8% (32)	17% (66)	20% (77)	377
Military HH: No	6% (101)	7% (125)	35% (598)	6% (97)	17% (283)	30% (507)	1711
RD/WT: Right Direction	14% (93)	10% (70)	29% (195)	5% (36)	15% (100)	26% (174)	668
RD/WT: Wrong Track	4% (51)	6% (92)	37% (526)	7% (93)	18% (249)	29% (410)	1420

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Table BRD3_4: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
National Hockey League (NHL)

Demographic	Much more	Somewhat more	About the same amount	Somewhat less	Much less	Don't Know / No Opinion	Total N
All Respondents	7% (144)	8% (161)	35% (721)	6% (129)	17% (349)	28% (584)	2088
Obama Job: Approve	10% (108)	10% (112)	33% (373)	6% (68)	14% (160)	26% (294)	1114
Obama Job: Disapprove	4% (34)	5% (45)	38% (323)	7% (57)	20% (173)	25% (215)	847
#1 Issue: Economy	6% (40)	6% (40)	36% (243)	6% (41)	20% (138)	26% (174)	676
#1 Issue: Security	4% (15)	8% (26)	38% (131)	8% (26)	15% (52)	27% (91)	340
#1 Issue: Health Care	10% (31)	7% (20)	38% (116)	5% (15)	16% (48)	24% (73)	304
#1 Issue: Medicare / Social Security	3% (9)	9% (23)	23% (62)	9% (24)	21% (57)	35% (94)	269
#1 Issue: Women's Issues	5% (6)	12% (14)	37% (43)	5% (6)	12% (14)	29% (34)	117
#1 Issue: Education	13% (20)	16% (25)	27% (42)	3% (5)	15% (23)	26% (41)	157
#1 Issue: Energy	17% (17)	8% (8)	41% (41)	9% (9)	3% (3)	23% (23)	100
#1 Issue: Other	5% (6)	4% (5)	34% (42)	2% (2)	11% (14)	44% (55)	124
2012 Vote: Barack Obama	9% (71)	10% (80)	35% (289)	6% (50)	17% (136)	23% (190)	816
2012 Vote: Mitt Romney	6% (29)	8% (41)	39% (197)	7% (36)	18% (93)	21% (109)	506
2012 Vote: Other	4% (3)	2% (1)	45% (33)	1% (1)	12% (9)	36% (27)	73
2012 Vote: Didn't Vote	6% (41)	6% (38)	29% (199)	6% (43)	16% (110)	37% (258)	690
4-Region: Northeast	9% (33)	11% (41)	37% (140)	4% (15)	13% (48)	27% (103)	381
4-Region: Midwest	7% (29)	10% (44)	37% (166)	6% (27)	13% (58)	28% (126)	449
4-Region: South	7% (54)	5% (41)	32% (245)	6% (46)	23% (174)	27% (212)	773
4-Region: West	6% (27)	7% (36)	35% (170)	8% (41)	14% (68)	29% (143)	485

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

Table BRD3_5: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
 Major League Soccer (MLS)

Demographic	Much more		Somewhat more		About the same amount		Somewhat less		Much less		Don't Know / No Opinion		Total N
All Respondents	6%	(135)	7%	(140)	33%	(692)	7%	(143)	17%	(362)	30%	(616)	2088
Gender: Male	9%	(91)	9%	(91)	35%	(349)	8%	(83)	17%	(166)	22%	(226)	1005
Gender: Female	4%	(44)	5%	(49)	32%	(342)	6%	(61)	18%	(196)	36%	(391)	1083
Age: 18-29	14%	(66)	11%	(54)	29%	(136)	8%	(38)	11%	(49)	27%	(125)	468
Age: 30-44	10%	(51)	8%	(44)	36%	(184)	6%	(29)	14%	(70)	26%	(136)	514
Age: 45-54	2%	(10)	5%	(19)	35%	(143)	7%	(30)	18%	(73)	32%	(130)	406
Age: 55-64	2%	(5)	4%	(12)	38%	(124)	5%	(17)	20%	(66)	31%	(99)	322
Age: 65+	1%	(3)	3%	(12)	28%	(104)	8%	(29)	28%	(105)	33%	(126)	377
PID: Dem (no lean)	7%	(50)	7%	(52)	34%	(240)	8%	(58)	16%	(115)	27%	(188)	703
PID: Ind (no lean)	4%	(27)	6%	(47)	34%	(256)	4%	(33)	17%	(126)	35%	(265)	754
PID: Rep (no lean)	9%	(58)	6%	(41)	31%	(196)	8%	(52)	19%	(122)	26%	(163)	631
PID/Gender: Dem Men	9%	(28)	10%	(33)	38%	(125)	10%	(33)	16%	(53)	16%	(53)	325
PID/Gender: Dem Women	6%	(21)	5%	(20)	30%	(115)	7%	(25)	16%	(62)	36%	(135)	378
PID/Gender: Ind Men	6%	(20)	8%	(28)	38%	(138)	4%	(16)	15%	(53)	29%	(106)	360
PID/Gender: Ind Women	2%	(7)	5%	(20)	30%	(118)	4%	(18)	19%	(73)	40%	(159)	394
PID/Gender: Rep Men	13%	(42)	10%	(31)	27%	(86)	11%	(34)	19%	(61)	21%	(67)	321
PID/Gender: Rep Women	5%	(16)	3%	(10)	35%	(110)	6%	(18)	20%	(61)	31%	(96)	311
Tea Party: Supporter	13%	(70)	12%	(64)	30%	(164)	7%	(40)	18%	(97)	20%	(109)	544
Tea Party: Not Supporter	4%	(64)	5%	(74)	34%	(520)	7%	(103)	17%	(264)	33%	(505)	1530
Ideo: Liberal (1-3)	10%	(73)	12%	(83)	34%	(236)	7%	(48)	13%	(90)	24%	(170)	700
Ideo: Moderate (4)	5%	(20)	5%	(21)	37%	(166)	7%	(33)	20%	(91)	26%	(116)	447
Ideo: Conservative (5-7)	5%	(29)	4%	(24)	35%	(214)	8%	(51)	22%	(132)	26%	(158)	610
Educ: < College	6%	(86)	6%	(89)	28%	(423)	7%	(103)	20%	(293)	33%	(491)	1486
Educ: Bachelors degree	6%	(25)	6%	(24)	45%	(178)	7%	(26)	13%	(51)	23%	(91)	394
Educ: Post-grad	11%	(24)	13%	(27)	44%	(91)	7%	(14)	9%	(18)	17%	(34)	207
Income: Under 50k	7%	(91)	6%	(80)	28%	(376)	8%	(103)	18%	(236)	33%	(439)	1325
Income: 50k-100k	6%	(29)	7%	(33)	42%	(212)	6%	(30)	17%	(86)	23%	(120)	510
Income: 100k+	6%	(14)	11%	(27)	41%	(104)	4%	(10)	16%	(41)	23%	(57)	253

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Table BRD3_5: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
Major League Soccer (MLS)

Demographic	Much more	Somewhat more	About the same amount	Somewhat less	Much less	Don't Know / No Opinion	Total N
All Respondents	6% (135)	7% (140)	33% (692)	7% (143)	17% (362)	30% (616)	2088
Ethnicity: White	6% (91)	6% (98)	35% (577)	7% (109)	18% (298)	29% (487)	1661
Ethnicity: Hispanic	13% (39)	14% (44)	25% (78)	10% (30)	12% (38)	27% (83)	312
Ethnicity: Afr. Am.	9% (23)	13% (33)	25% (65)	5% (12)	20% (50)	28% (72)	255
Ethnicity: Other	12% (20)	6% (10)	29% (50)	13% (22)	8% (14)	33% (57)	173
Relig: Protestant	3% (12)	5% (22)	40% (186)	7% (32)	20% (93)	25% (116)	462
Relig: Roman Catholic	10% (45)	9% (41)	29% (129)	8% (37)	17% (73)	26% (114)	439
Relig: Ath./Agn./None	5% (29)	5% (32)	35% (212)	5% (29)	12% (72)	37% (223)	598
Relig: Something Else	11% (38)	9% (30)	31% (108)	7% (26)	17% (58)	25% (85)	345
Relig: Evangelical	7% (38)	7% (41)	29% (166)	8% (45)	23% (133)	27% (156)	579
Relig: Non-Evang. Catholics	5% (29)	6% (36)	36% (206)	8% (43)	18% (99)	27% (151)	564
Relig: All Christian	6% (67)	7% (78)	33% (372)	8% (88)	20% (232)	27% (306)	1143
Relig: All Non-Christian	7% (67)	7% (63)	34% (319)	6% (55)	14% (130)	33% (308)	943
Community: Urban	13% (71)	10% (54)	31% (174)	7% (41)	13% (72)	27% (152)	563
Community: Suburban	4% (36)	6% (51)	37% (336)	6% (54)	17% (157)	30% (268)	901
Community: Rural	5% (28)	6% (36)	29% (182)	8% (49)	21% (133)	31% (197)	624
Employ: Private Sector	8% (50)	8% (48)	37% (223)	9% (53)	15% (91)	24% (144)	609
Employ: Government	11% (14)	13% (18)	38% (50)	2% (3)	17% (23)	20% (26)	134
Employ: Self-Employed	13% (25)	8% (16)	35% (70)	6% (12)	10% (20)	28% (54)	197
Employ: Homemaker	5% (9)	4% (8)	30% (54)	9% (16)	17% (30)	35% (63)	181
Employ: Student	11% (12)	9% (9)	39% (41)	3% (3)	6% (6)	33% (34)	105
Employ: Retired	1% (4)	3% (14)	30% (130)	6% (27)	26% (113)	34% (146)	435
Employ: Unemployed	6% (12)	10% (20)	28% (57)	9% (18)	16% (33)	31% (64)	204
Employ: Other	4% (8)	4% (8)	29% (66)	5% (12)	20% (45)	38% (84)	223
Job Type: White-collar	9% (57)	9% (55)	41% (265)	7% (46)	11% (73)	23% (149)	646
Job Type: Blue-collar	5% (49)	6% (58)	33% (307)	7% (69)	24% (223)	24% (218)	924
Job Type: Don't Know	5% (28)	5% (27)	23% (121)	5% (28)	13% (65)	48% (249)	518
Military HH: Yes	9% (34)	9% (32)	32% (121)	8% (30)	19% (73)	23% (86)	377
Military HH: No	6% (100)	6% (108)	33% (571)	7% (113)	17% (289)	31% (530)	1711
RD/WT: Right Direction	12% (83)	12% (82)	26% (175)	7% (49)	16% (105)	26% (174)	668
RD/WT: Wrong Track	4% (52)	4% (58)	36% (516)	7% (94)	18% (257)	31% (442)	1420

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Table BRD3_5: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
Major League Soccer (MLS)

Demographic	Much more	Somewhat more	About the same amount	Somewhat less	Much less	Don't Know / No Opinion	Total N
All Respondents	6% (135)	7% (140)	33% (692)	7% (143)	17% (362)	30% (616)	2088
Obama Job: Approve	10% (108)	9% (97)	34% (379)	6% (71)	14% (156)	27% (303)	1114
Obama Job: Disapprove	3% (24)	4% (37)	35% (293)	7% (62)	23% (191)	28% (240)	847
#1 Issue: Economy	5% (34)	6% (43)	35% (234)	6% (41)	20% (134)	28% (190)	676
#1 Issue: Security	6% (19)	5% (17)	34% (115)	4% (13)	22% (76)	29% (100)	340
#1 Issue: Health Care	8% (25)	9% (26)	34% (102)	9% (27)	15% (46)	26% (78)	304
#1 Issue: Medicare / Social Security	2% (4)	5% (13)	28% (76)	9% (25)	19% (51)	37% (100)	269
#1 Issue: Women's Issues	10% (12)	7% (8)	34% (40)	10% (12)	10% (12)	29% (34)	117
#1 Issue: Education	17% (27)	11% (17)	31% (49)	6% (10)	13% (21)	22% (34)	157
#1 Issue: Energy	11% (11)	12% (12)	37% (37)	12% (12)	6% (6)	22% (22)	100
#1 Issue: Other	2% (2)	3% (4)	32% (39)	3% (4)	14% (17)	47% (58)	124
2012 Vote: Barack Obama	9% (70)	8% (65)	37% (299)	6% (48)	16% (131)	25% (204)	816
2012 Vote: Mitt Romney	5% (27)	5% (26)	35% (175)	8% (43)	21% (107)	26% (129)	506
2012 Vote: Other	2% (2)	9% (6)	33% (24)	4% (3)	17% (13)	34% (25)	73
2012 Vote: Didn't Vote	5% (35)	6% (43)	28% (192)	7% (50)	16% (112)	37% (258)	690
4-Region: Northeast	6% (22)	10% (37)	32% (121)	6% (21)	17% (66)	30% (114)	381
4-Region: Midwest	4% (16)	4% (20)	38% (171)	8% (35)	15% (68)	31% (140)	449
4-Region: South	7% (52)	8% (60)	29% (227)	7% (53)	22% (167)	28% (214)	773
4-Region: West	9% (44)	5% (24)	36% (173)	7% (34)	13% (61)	31% (149)	485

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

Table BRD3_6: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
NASCAR

Demographic	Much more		Somewhat more		About the same amount		Somewhat less		Much less		Don't Know / No Opinion		Total N
All Respondents	7%	(145)	7%	(145)	35%	(722)	6%	(133)	17%	(352)	28%	(591)	2088
Gender: Male	10%	(104)	10%	(100)	35%	(347)	7%	(73)	17%	(173)	21%	(208)	1005
Gender: Female	4%	(41)	4%	(45)	35%	(375)	6%	(60)	17%	(180)	35%	(382)	1083
Age: 18-29	10%	(48)	10%	(49)	29%	(138)	5%	(25)	14%	(66)	31%	(143)	468
Age: 30-44	10%	(50)	10%	(52)	34%	(177)	6%	(32)	14%	(72)	25%	(131)	514
Age: 45-54	4%	(18)	5%	(20)	34%	(140)	9%	(36)	19%	(76)	29%	(116)	406
Age: 55-64	6%	(20)	4%	(13)	40%	(130)	6%	(20)	16%	(51)	27%	(88)	322
Age: 65+	3%	(10)	3%	(11)	36%	(137)	5%	(20)	23%	(87)	30%	(113)	377
PID: Dem (no lean)	6%	(42)	7%	(51)	33%	(231)	7%	(50)	19%	(136)	27%	(192)	703
PID: Ind (no lean)	6%	(44)	5%	(38)	33%	(253)	4%	(33)	17%	(127)	35%	(260)	754
PID: Rep (no lean)	9%	(60)	9%	(55)	38%	(238)	8%	(50)	14%	(89)	22%	(138)	631
PID/Gender: Dem Men	8%	(26)	11%	(37)	37%	(120)	7%	(23)	20%	(65)	17%	(54)	325
PID/Gender: Dem Women	4%	(16)	4%	(15)	29%	(111)	7%	(27)	19%	(72)	37%	(138)	378
PID/Gender: Ind Men	9%	(32)	8%	(29)	31%	(113)	6%	(21)	18%	(66)	28%	(100)	360
PID/Gender: Ind Women	3%	(12)	2%	(10)	36%	(140)	3%	(11)	16%	(61)	41%	(160)	394
PID/Gender: Rep Men	14%	(46)	11%	(35)	36%	(114)	9%	(29)	13%	(42)	17%	(54)	321
PID/Gender: Rep Women	4%	(13)	7%	(21)	40%	(124)	7%	(22)	15%	(47)	27%	(84)	311
Tea Party: Supporter	11%	(60)	13%	(73)	32%	(175)	8%	(42)	18%	(98)	18%	(96)	544
Tea Party: Not Supporter	5%	(84)	5%	(70)	35%	(540)	6%	(89)	17%	(253)	32%	(494)	1530
Ideo: Liberal (1-3)	13%	(88)	9%	(66)	33%	(228)	5%	(33)	14%	(96)	27%	(189)	700
Ideo: Moderate (4)	2%	(11)	6%	(29)	39%	(176)	9%	(39)	20%	(90)	23%	(103)	447
Ideo: Conservative (5-7)	4%	(27)	7%	(44)	39%	(239)	8%	(51)	19%	(115)	22%	(133)	610
Educ: < College	7%	(109)	6%	(95)	30%	(452)	6%	(94)	18%	(275)	31%	(462)	1486
Educ: Bachelors degree	4%	(17)	6%	(22)	46%	(180)	7%	(27)	14%	(57)	23%	(91)	394
Educ: Post-grad	9%	(19)	14%	(28)	43%	(90)	6%	(12)	10%	(21)	18%	(38)	207
Income: Under 50k	7%	(95)	7%	(92)	31%	(410)	6%	(80)	17%	(230)	32%	(419)	1325
Income: 50k-100k	6%	(30)	6%	(28)	41%	(208)	9%	(44)	17%	(85)	22%	(114)	510
Income: 100k+	8%	(20)	10%	(25)	41%	(104)	4%	(9)	15%	(37)	23%	(58)	253

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Table BRD3_6: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
 NASCAR

Demographic	Much more	Somewhat more	About the same amount	Somewhat less	Much less	Don't Know / No Opinion	Total N
All Respondents	7% (145)	7% (145)	35% (722)	6% (133)	17% (352)	28% (591)	2088
Ethnicity: White	7% (110)	7% (111)	36% (606)	7% (115)	16% (267)	27% (452)	1661
Ethnicity: Hispanic	9% (27)	11% (33)	24% (75)	6% (18)	21% (66)	30% (95)	312
Ethnicity: Afr. Am.	9% (22)	9% (23)	28% (71)	4% (11)	23% (58)	27% (70)	255
Ethnicity: Other	8% (14)	6% (11)	26% (45)	4% (7)	16% (27)	40% (69)	173
Relig: Protestant	5% (24)	8% (35)	45% (207)	7% (33)	14% (62)	22% (101)	462
Relig: Roman Catholic	9% (38)	7% (31)	32% (140)	8% (34)	18% (79)	27% (117)	439
Relig: Ath./Agn./None	5% (32)	5% (31)	33% (197)	5% (33)	16% (95)	35% (210)	598
Relig: Something Else	11% (36)	9% (31)	32% (111)	5% (18)	17% (59)	26% (89)	345
Relig: Evangelical	8% (47)	7% (43)	34% (196)	7% (39)	20% (116)	24% (138)	579
Relig: Non-Evang. Catholics	5% (30)	7% (39)	38% (217)	8% (43)	15% (83)	27% (152)	564
Relig: All Christian	7% (77)	7% (82)	36% (413)	7% (83)	17% (198)	25% (291)	1143
Relig: All Non-Christian	7% (68)	7% (63)	33% (308)	5% (50)	16% (154)	32% (299)	943
Community: Urban	10% (57)	11% (59)	29% (164)	6% (34)	16% (87)	29% (161)	563
Community: Suburban	5% (41)	5% (45)	39% (349)	5% (49)	17% (149)	30% (268)	901
Community: Rural	8% (48)	7% (41)	33% (209)	8% (49)	18% (115)	26% (162)	624
Employ: Private Sector	8% (50)	9% (55)	37% (225)	7% (42)	15% (89)	24% (148)	609
Employ: Government	3% (5)	16% (21)	37% (49)	10% (13)	18% (25)	16% (22)	134
Employ: Self-Employed	8% (17)	10% (19)	39% (77)	5% (10)	12% (24)	25% (49)	197
Employ: Homemaker	4% (8)	6% (10)	30% (54)	12% (22)	15% (26)	34% (61)	181
Employ: Student	12% (12)	8% (8)	34% (35)	4% (4)	9% (10)	33% (35)	105
Employ: Retired	3% (14)	4% (16)	36% (158)	5% (20)	22% (95)	30% (132)	435
Employ: Unemployed	10% (21)	5% (9)	32% (65)	5% (10)	16% (33)	32% (66)	204
Employ: Other	8% (18)	3% (6)	26% (59)	5% (12)	23% (50)	35% (78)	223
Job Type: White-collar	9% (57)	7% (45)	38% (249)	8% (51)	15% (95)	23% (149)	646
Job Type: Blue-collar	6% (58)	8% (74)	37% (338)	7% (66)	21% (191)	21% (198)	924
Job Type: Don't Know	6% (30)	5% (26)	26% (136)	3% (16)	13% (66)	47% (244)	518
Military HH: Yes	11% (43)	10% (37)	35% (131)	7% (26)	18% (68)	19% (73)	377
Military HH: No	6% (102)	6% (108)	35% (591)	6% (107)	17% (284)	30% (518)	1711
RD/WT: Right Direction	12% (77)	12% (77)	31% (204)	6% (42)	15% (98)	25% (169)	668
RD/WT: Wrong Track	5% (68)	5% (68)	36% (518)	6% (90)	18% (254)	30% (421)	1420

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Table BRD3_6: Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports?
NASCAR

Demographic	Much more	Somewhat more	About the same amount	Somewhat less	Much less	Don't Know / No Opinion	Total N
All Respondents	7% (145)	7% (145)	35% (722)	6% (133)	17% (352)	28% (591)	2088
Obama Job: Approve	8% (94)	8% (94)	33% (372)	5% (60)	16% (183)	28% (311)	1114
Obama Job: Disapprove	6% (49)	6% (49)	38% (325)	8% (67)	19% (157)	24% (200)	847
#1 Issue: Economy	4% (28)	8% (53)	33% (226)	7% (47)	21% (141)	27% (182)	676
#1 Issue: Security	5% (17)	8% (27)	38% (129)	5% (18)	17% (59)	26% (89)	340
#1 Issue: Health Care	9% (28)	8% (25)	37% (112)	6% (19)	16% (48)	24% (72)	304
#1 Issue: Medicare / Social Security	8% (21)	4% (11)	32% (88)	7% (19)	15% (40)	33% (90)	269
#1 Issue: Women's Issues	6% (7)	7% (8)	34% (40)	8% (9)	19% (23)	26% (31)	117
#1 Issue: Education	16% (26)	7% (11)	31% (49)	3% (5)	12% (19)	30% (47)	157
#1 Issue: Energy	12% (12)	6% (6)	38% (38)	13% (13)	5% (5)	26% (26)	100
#1 Issue: Other	4% (5)	3% (4)	32% (40)	2% (2)	15% (19)	44% (54)	124
2012 Vote: Barack Obama	8% (65)	7% (59)	36% (297)	6% (50)	18% (144)	25% (202)	816
2012 Vote: Mitt Romney	6% (31)	7% (37)	41% (208)	7% (38)	17% (87)	21% (105)	506
2012 Vote: Other	13% (10)	6% (4)	39% (28)	2% (1)	13% (9)	28% (20)	73
2012 Vote: Didn't Vote	6% (39)	7% (45)	27% (188)	6% (44)	16% (112)	38% (262)	690
4-Region: Northeast	10% (38)	5% (21)	32% (124)	4% (15)	19% (74)	29% (109)	381
4-Region: Midwest	6% (26)	7% (31)	37% (166)	8% (35)	14% (63)	28% (128)	449
4-Region: South	6% (48)	8% (63)	33% (256)	6% (50)	21% (159)	25% (197)	773
4-Region: West	7% (33)	6% (30)	36% (175)	7% (33)	12% (56)	32% (157)	485

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

Table BRD4_1: How often do you watch NFL games on each of the following days?
 Thursdays

Demographic	Every week	Every other week	About once a month	Only if my favorite team is playing	Never	Total N
All Respondents	17% (361)	11% (220)	9% (180)	22% (468)	41% (858)	2088
Gender: Male	26% (259)	16% (157)	11% (112)	19% (194)	28% (283)	1005
Gender: Female	9% (102)	6% (63)	6% (68)	25% (275)	53% (575)	1083
Age: 18-29	18% (85)	17% (77)	12% (54)	19% (90)	34% (161)	468
Age: 30-44	22% (114)	13% (68)	10% (50)	19% (99)	36% (183)	514
Age: 45-54	16% (64)	9% (38)	6% (25)	25% (99)	44% (179)	406
Age: 55-64	14% (46)	6% (20)	10% (33)	23% (74)	46% (148)	322
Age: 65+	14% (52)	4% (17)	4% (17)	28% (106)	49% (187)	377
PID: Dem (no lean)	19% (136)	13% (90)	8% (57)	20% (139)	40% (281)	703
PID: Ind (no lean)	12% (91)	9% (66)	7% (56)	25% (188)	47% (353)	754
PID: Rep (no lean)	21% (135)	10% (64)	11% (67)	22% (142)	35% (223)	631
PID/Gender: Dem Men	32% (105)	19% (60)	12% (37)	15% (49)	22% (73)	325
PID/Gender: Dem Women	8% (30)	8% (30)	5% (19)	24% (90)	55% (208)	378
PID/Gender: Ind Men	17% (63)	13% (48)	10% (35)	24% (85)	36% (130)	360
PID/Gender: Ind Women	7% (28)	5% (18)	6% (22)	26% (103)	57% (224)	394
PID/Gender: Rep Men	28% (91)	15% (49)	12% (40)	19% (60)	25% (80)	321
PID/Gender: Rep Women	14% (43)	5% (15)	9% (27)	26% (82)	46% (143)	311
Tea Party: Supporter	22% (121)	16% (86)	11% (60)	21% (114)	30% (163)	544
Tea Party: Not Supporter	15% (237)	9% (134)	8% (116)	23% (351)	45% (691)	1530
Ideo: Liberal (1-3)	22% (151)	16% (112)	8% (57)	19% (130)	36% (250)	700
Ideo: Moderate (4)	13% (58)	11% (50)	9% (42)	25% (110)	42% (187)	447
Ideo: Conservative (5-7)	19% (117)	8% (49)	11% (65)	25% (155)	37% (223)	610
Educ: < College	16% (241)	10% (143)	9% (135)	21% (318)	44% (648)	1486
Educ: Bachelors degree	20% (78)	12% (46)	8% (30)	25% (98)	36% (142)	394
Educ: Post-grad	20% (42)	15% (31)	7% (15)	25% (52)	33% (68)	207

Continued on next page

Table BRD4_1: How often do you watch NFL games on each of the following days?

Thursdays

Demographic	Every week	Every other week	About once a month	Only if my favorite team is playing	Never	Total N
All Respondents	17% (361)	11% (220)	9% (180)	22% (468)	41% (858)	2088
Income: Under 50k	16% (218)	10% (133)	8% (108)	21% (284)	44% (583)	1325
Income: 50k-100k	17% (87)	12% (64)	9% (48)	24% (124)	37% (188)	510
Income: 100k+	22% (57)	10% (24)	10% (25)	24% (60)	35% (87)	253
Ethnicity: White	16% (262)	10% (162)	9% (147)	23% (387)	42% (702)	1661
Ethnicity: Hispanic	21% (67)	16% (51)	10% (31)	18% (57)	34% (107)	312
Ethnicity: Afr. Am.	27% (68)	13% (32)	4% (11)	21% (55)	35% (89)	255
Ethnicity: Other	18% (31)	15% (27)	13% (22)	15% (27)	38% (66)	173
Relig: Protestant	18% (83)	8% (36)	9% (39)	24% (111)	42% (192)	462
Relig: Roman Catholic	22% (99)	12% (51)	10% (44)	23% (102)	33% (143)	439
Relig: Ath./Agn./None	13% (78)	11% (64)	9% (55)	21% (125)	46% (275)	598
Relig: Something Else	22% (75)	12% (40)	8% (29)	19% (67)	39% (134)	345
Relig: Evangelical	16% (94)	12% (71)	7% (41)	23% (131)	42% (242)	579
Relig: Non-Evang. Catholics	20% (113)	8% (45)	10% (56)	26% (145)	36% (205)	564
Relig: All Christian	18% (207)	10% (116)	8% (97)	24% (276)	39% (447)	1143
Relig: All Non-Christian	16% (154)	11% (104)	9% (84)	20% (192)	43% (409)	943
Community: Urban	21% (117)	16% (89)	11% (60)	18% (103)	35% (195)	563
Community: Suburban	15% (135)	7% (67)	9% (84)	24% (218)	44% (396)	901
Community: Rural	18% (110)	10% (64)	6% (36)	24% (147)	43% (267)	624
Employ: Private Sector	22% (135)	13% (81)	12% (71)	21% (130)	31% (191)	609
Employ: Government	18% (24)	16% (21)	14% (19)	21% (29)	31% (42)	134
Employ: Self-Employed	18% (36)	17% (34)	8% (16)	25% (49)	32% (63)	197
Employ: Homemaker	15% (26)	11% (20)	5% (10)	21% (38)	48% (87)	181
Employ: Student	13% (14)	8% (9)	17% (18)	17% (18)	44% (46)	105
Employ: Retired	12% (53)	4% (17)	5% (22)	27% (116)	52% (226)	435
Employ: Unemployed	20% (41)	10% (21)	7% (14)	19% (38)	44% (91)	204
Employ: Other	14% (30)	8% (17)	5% (12)	23% (50)	51% (113)	223
Job Type: White-collar	21% (132)	10% (68)	9% (59)	25% (160)	35% (227)	646
Job Type: Blue-collar	18% (165)	12% (111)	10% (91)	21% (199)	39% (358)	924
Job Type: Don't Know	12% (64)	8% (41)	6% (30)	21% (110)	53% (273)	518

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Table BRD4_1: How often do you watch NFL games on each of the following days?

Thursdays

Demographic	Every week	Every other week	About once a month	Only if my favorite team is playing	Never	Total N
All Respondents	17% (361)	11% (220)	9% (180)	22% (468)	41% (858)	2088
Military HH: Yes	23% (88)	10% (39)	9% (32)	24% (90)	34% (128)	377
Military HH: No	16% (273)	11% (181)	9% (148)	22% (378)	43% (730)	1711
RD/WT: Right Direction	24% (162)	15% (99)	10% (66)	18% (122)	33% (220)	668
RD/WT: Wrong Track	14% (199)	9% (121)	8% (114)	24% (346)	45% (638)	1420
Obama Job: Approve	20% (225)	13% (149)	8% (91)	22% (245)	36% (404)	1114
Obama Job: Disapprove	15% (128)	8% (66)	10% (81)	25% (209)	43% (363)	847
#1 Issue: Economy	17% (115)	11% (75)	8% (56)	24% (161)	40% (270)	676
#1 Issue: Security	14% (46)	11% (37)	13% (43)	26% (90)	37% (124)	340
#1 Issue: Health Care	21% (64)	9% (28)	8% (26)	23% (70)	38% (116)	304
#1 Issue: Medicare / Social Security	19% (51)	6% (17)	7% (19)	21% (57)	47% (126)	269
#1 Issue: Women's Issues	19% (23)	3% (3)	7% (9)	22% (26)	48% (56)	117
#1 Issue: Education	17% (26)	24% (38)	12% (18)	16% (26)	31% (49)	157
#1 Issue: Energy	26% (26)	19% (19)	6% (6)	13% (13)	37% (37)	100
#1 Issue: Other	9% (11)	3% (3)	3% (3)	21% (26)	65% (80)	124
2012 Vote: Barack Obama	22% (183)	13% (102)	7% (56)	23% (188)	35% (286)	816
2012 Vote: Mitt Romney	17% (84)	9% (46)	10% (48)	25% (128)	39% (200)	506
2012 Vote: Other	16% (11)	16% (11)	4% (3)	28% (21)	37% (27)	73
2012 Vote: Didn't Vote	12% (82)	9% (60)	11% (73)	19% (130)	50% (345)	690
4-Region: Northeast	22% (86)	9% (36)	9% (36)	22% (83)	37% (140)	381
4-Region: Midwest	12% (55)	10% (44)	9% (41)	28% (126)	41% (182)	449
4-Region: South	17% (130)	10% (80)	9% (66)	21% (161)	43% (335)	773
4-Region: West	19% (90)	12% (60)	8% (37)	20% (97)	41% (201)	485

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

Table BRD4_2: How often do you watch NFL games on each of the following days?

Fridays

Demographic	Every week	Every other week	About once a month	Only if my favorite team is playing	Never	Total N
All Respondents	11% (234)	8% (160)	6% (133)	20% (410)	55% (1151)	2088
Gender: Male	15% (155)	11% (110)	8% (77)	19% (192)	47% (470)	1005
Gender: Female	7% (79)	5% (49)	5% (56)	20% (218)	63% (681)	1083
Age: 18-29	16% (73)	16% (73)	9% (43)	18% (85)	41% (193)	468
Age: 30-44	16% (82)	10% (52)	8% (42)	17% (87)	49% (251)	514
Age: 45-54	8% (31)	4% (14)	4% (16)	23% (92)	62% (252)	406
Age: 55-64	7% (24)	4% (12)	6% (19)	19% (61)	64% (208)	322
Age: 65+	6% (24)	2% (8)	3% (13)	23% (86)	66% (247)	377
PID: Dem (no lean)	13% (93)	8% (59)	6% (40)	20% (137)	53% (374)	703
PID: Ind (no lean)	8% (61)	7% (50)	5% (38)	20% (151)	60% (455)	754
PID: Rep (no lean)	13% (80)	8% (51)	9% (55)	19% (122)	51% (322)	631
PID/Gender: Dem Men	19% (60)	12% (40)	6% (21)	20% (64)	43% (140)	325
PID/Gender: Dem Women	9% (33)	5% (19)	5% (19)	19% (73)	62% (234)	378
PID/Gender: Ind Men	10% (36)	9% (34)	5% (20)	23% (84)	52% (187)	360
PID/Gender: Ind Women	6% (25)	4% (16)	5% (18)	17% (67)	68% (268)	394
PID/Gender: Rep Men	18% (59)	12% (37)	12% (37)	14% (44)	45% (143)	321
PID/Gender: Rep Women	7% (21)	4% (14)	6% (18)	25% (78)	58% (179)	311
Tea Party: Supporter	20% (109)	12% (65)	10% (52)	17% (94)	41% (224)	544
Tea Party: Not Supporter	8% (122)	6% (93)	5% (81)	20% (313)	60% (919)	1530
Ideo: Liberal (1-3)	15% (108)	11% (77)	7% (49)	19% (134)	47% (332)	700
Ideo: Moderate (4)	8% (38)	9% (40)	7% (31)	20% (89)	56% (249)	447
Ideo: Conservative (5-7)	9% (55)	6% (35)	7% (43)	20% (125)	58% (351)	610
Educ: < College	11% (163)	7% (111)	6% (94)	19% (289)	56% (828)	1486
Educ: Bachelors degree	9% (36)	6% (25)	7% (29)	20% (80)	57% (226)	394
Educ: Post-grad	17% (36)	11% (24)	5% (11)	20% (41)	47% (97)	207

Continued on next page

Table BRD4_2: How often do you watch NFL games on each of the following days?
Fridays

Demographic	Every week		Every other week		About once a month		Only if my favorite team is playing		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
All Respondents	11%	(234)	8%	(160)	6%	(133)	20%	(410)	55%	(1151)	2088
Income: Under 50k	11%	(147)	7%	(97)	6%	(83)	19%	(252)	56%	(745)	1325
Income: 50k-100k	11%	(54)	9%	(44)	6%	(33)	20%	(104)	54%	(275)	510
Income: 100k+	13%	(33)	7%	(18)	7%	(17)	21%	(54)	52%	(131)	253
Ethnicity: White	10%	(167)	7%	(109)	6%	(107)	20%	(336)	57%	(942)	1661
Ethnicity: Hispanic	18%	(58)	14%	(44)	9%	(28)	18%	(56)	41%	(127)	312
Ethnicity: Afr. Am.	15%	(38)	14%	(37)	4%	(11)	17%	(43)	50%	(126)	255
Ethnicity: Other	17%	(30)	8%	(14)	9%	(16)	18%	(31)	48%	(82)	173
Relig: Protestant	11%	(50)	3%	(16)	6%	(27)	19%	(88)	61%	(281)	462
Relig: Roman Catholic	13%	(57)	10%	(44)	7%	(30)	19%	(84)	51%	(224)	439
Relig: Ath./Agn./None	9%	(54)	9%	(51)	6%	(34)	20%	(121)	56%	(337)	598
Relig: Something Else	13%	(45)	9%	(31)	10%	(34)	21%	(71)	47%	(164)	345
Relig: Evangelical	12%	(72)	8%	(48)	5%	(31)	18%	(106)	56%	(323)	579
Relig: Non-Evang. Catholics	11%	(64)	5%	(29)	6%	(34)	20%	(112)	58%	(326)	564
Relig: All Christian	12%	(136)	7%	(77)	6%	(65)	19%	(217)	57%	(648)	1143
Relig: All Non-Christian	10%	(99)	9%	(83)	7%	(67)	20%	(193)	53%	(501)	943
Community: Urban	17%	(95)	10%	(58)	8%	(46)	16%	(88)	49%	(276)	563
Community: Suburban	8%	(74)	7%	(64)	5%	(49)	23%	(205)	57%	(509)	901
Community: Rural	10%	(65)	6%	(38)	6%	(38)	19%	(117)	58%	(365)	624
Employ: Private Sector	15%	(92)	9%	(57)	7%	(44)	20%	(123)	48%	(292)	609
Employ: Government	16%	(22)	13%	(17)	7%	(9)	18%	(24)	46%	(61)	134
Employ: Self-Employed	9%	(18)	11%	(21)	11%	(22)	21%	(40)	48%	(95)	197
Employ: Homemaker	9%	(16)	11%	(19)	6%	(11)	14%	(25)	60%	(109)	181
Employ: Student	11%	(11)	12%	(12)	7%	(7)	18%	(19)	53%	(56)	105
Employ: Retired	7%	(29)	2%	(8)	4%	(18)	22%	(94)	66%	(286)	435
Employ: Unemployed	10%	(21)	7%	(14)	6%	(13)	20%	(40)	57%	(117)	204
Employ: Other	11%	(25)	5%	(11)	3%	(8)	20%	(45)	60%	(135)	223
Job Type: White-collar	15%	(94)	8%	(51)	6%	(38)	22%	(142)	50%	(321)	646
Job Type: Blue-collar	11%	(99)	8%	(77)	8%	(69)	19%	(172)	55%	(506)	924
Job Type: Don't Know	8%	(41)	6%	(31)	5%	(26)	19%	(96)	63%	(324)	518

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Table BRD4_2: How often do you watch NFL games on each of the following days?

Fridays

Demographic	Every week	Every other week	About once a month	Only if my favorite team is playing	Never	Total N
All Respondents	11% (234)	8% (160)	6% (133)	20% (410)	55% (1151)	2088
Military HH: Yes	16% (62)	9% (34)	6% (24)	22% (84)	46% (174)	377
Military HH: No	10% (173)	7% (126)	6% (109)	19% (326)	57% (977)	1711
RD/WT: Right Direction	18% (123)	12% (83)	7% (50)	17% (116)	44% (296)	668
RD/WT: Wrong Track	8% (112)	5% (77)	6% (83)	21% (294)	60% (855)	1420
Obama Job: Approve	14% (158)	10% (108)	7% (79)	19% (206)	51% (563)	1114
Obama Job: Disapprove	8% (70)	5% (42)	6% (53)	22% (186)	59% (496)	847
#1 Issue: Economy	9% (61)	8% (55)	5% (35)	23% (154)	55% (372)	676
#1 Issue: Security	6% (22)	8% (26)	10% (33)	19% (65)	57% (195)	340
#1 Issue: Health Care	15% (44)	7% (22)	6% (17)	20% (62)	52% (158)	304
#1 Issue: Medicare / Social Security	11% (30)	2% (6)	5% (15)	22% (58)	59% (159)	269
#1 Issue: Women's Issues	18% (21)	6% (7)	6% (7)	14% (16)	56% (66)	117
#1 Issue: Education	18% (28)	14% (22)	11% (17)	17% (26)	41% (64)	157
#1 Issue: Energy	20% (20)	17% (17)	6% (6)	8% (8)	48% (48)	100
#1 Issue: Other	6% (8)	3% (4)	2% (2)	16% (20)	72% (90)	124
2012 Vote: Barack Obama	15% (120)	8% (63)	6% (53)	20% (165)	51% (415)	816
2012 Vote: Mitt Romney	9% (47)	6% (33)	5% (25)	21% (107)	58% (294)	506
2012 Vote: Other	8% (6)	11% (8)	2% (2)	30% (22)	48% (35)	73
2012 Vote: Didn't Vote	9% (61)	8% (55)	8% (53)	17% (116)	59% (405)	690
4-Region: Northeast	13% (51)	8% (31)	4% (17)	19% (74)	55% (208)	381
4-Region: Midwest	9% (40)	6% (27)	7% (33)	24% (108)	54% (241)	449
4-Region: South	11% (88)	9% (66)	6% (43)	19% (150)	55% (425)	773
4-Region: West	11% (54)	7% (35)	8% (40)	16% (78)	57% (277)	485

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

Table BRD4_3: How often do you watch NFL games on each of the following days?
 Sundays

Demographic	Every week	Every other week	About once a month	Only if my favorite team is playing	Never	Total N
All Respondents	33% (692)	10% (200)	8% (166)	17% (345)	33% (685)	2088
Gender: Male	44% (443)	13% (133)	8% (76)	14% (139)	21% (215)	1005
Gender: Female	23% (249)	6% (67)	8% (90)	19% (206)	43% (470)	1083
Age: 18-29	32% (148)	12% (55)	12% (58)	16% (74)	29% (134)	468
Age: 30-44	36% (187)	14% (72)	8% (41)	13% (68)	29% (147)	514
Age: 45-54	32% (131)	7% (28)	5% (20)	20% (82)	36% (145)	406
Age: 55-64	34% (111)	8% (25)	9% (30)	17% (54)	32% (103)	322
Age: 65+	31% (115)	5% (19)	5% (18)	18% (68)	41% (157)	377
PID: Dem (no lean)	35% (249)	12% (86)	6% (41)	14% (96)	33% (230)	703
PID: Ind (no lean)	28% (210)	7% (56)	8% (62)	18% (138)	38% (288)	754
PID: Rep (no lean)	37% (233)	9% (57)	10% (63)	17% (110)	27% (168)	631
PID/Gender: Dem Men	47% (153)	18% (58)	6% (20)	13% (41)	16% (52)	325
PID/Gender: Dem Women	25% (96)	8% (28)	6% (21)	15% (55)	47% (177)	378
PID/Gender: Ind Men	38% (137)	10% (37)	6% (23)	16% (58)	29% (105)	360
PID/Gender: Ind Women	19% (74)	5% (20)	10% (38)	20% (80)	46% (182)	394
PID/Gender: Rep Men	48% (154)	12% (38)	10% (33)	12% (39)	18% (57)	321
PID/Gender: Rep Women	26% (80)	6% (19)	10% (30)	23% (71)	36% (111)	311
Tea Party: Supporter	37% (199)	14% (78)	7% (40)	18% (100)	23% (126)	544
Tea Party: Not Supporter	32% (492)	8% (118)	8% (125)	16% (243)	36% (552)	1530
Ideo: Liberal (1-3)	35% (247)	13% (89)	9% (60)	15% (103)	29% (201)	700
Ideo: Moderate (4)	33% (146)	12% (53)	7% (32)	20% (88)	29% (128)	447
Ideo: Conservative (5-7)	37% (226)	7% (44)	9% (54)	17% (103)	30% (183)	610
Educ: < College	32% (479)	8% (125)	8% (115)	16% (240)	36% (528)	1486
Educ: Bachelors degree	36% (143)	11% (41)	8% (33)	18% (69)	27% (108)	394
Educ: Post-grad	34% (70)	16% (33)	9% (18)	17% (36)	24% (50)	207

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Table BRD4_3: How often do you watch NFL games on each of the following days?

Sundays

Demographic	Every week	Every other week	About once a month	Only if my favorite team is playing	Never	Total N
All Respondents	33% (692)	10% (200)	8% (166)	17% (345)	33% (685)	2088
Income: Under 50k	31% (408)	8% (100)	8% (100)	17% (220)	38% (497)	1325
Income: 50k-100k	37% (190)	13% (67)	8% (40)	16% (82)	26% (131)	510
Income: 100k+	37% (94)	13% (33)	10% (26)	17% (44)	22% (56)	253
Ethnicity: White	32% (539)	9% (150)	8% (131)	18% (295)	33% (545)	1661
Ethnicity: Hispanic	35% (109)	14% (43)	10% (31)	14% (44)	28% (86)	312
Ethnicity: Afr. Am.	41% (103)	10% (25)	8% (22)	10% (25)	31% (80)	255
Ethnicity: Other	29% (50)	14% (25)	8% (13)	14% (25)	35% (60)	173
Relig: Protestant	34% (155)	9% (39)	8% (36)	17% (80)	33% (151)	462
Relig: Roman Catholic	42% (186)	14% (60)	6% (24)	14% (62)	24% (106)	439
Relig: Ath./Agn./None	28% (169)	8% (49)	8% (47)	18% (107)	38% (226)	598
Relig: Something Else	37% (127)	8% (29)	9% (33)	15% (50)	31% (106)	345
Relig: Evangelical	27% (159)	11% (66)	8% (47)	18% (107)	34% (200)	579
Relig: Non-Evang. Catholics	42% (237)	10% (56)	7% (40)	14% (80)	27% (152)	564
Relig: All Christian	35% (396)	11% (122)	8% (87)	16% (187)	31% (351)	1143
Relig: All Non-Christian	31% (296)	8% (77)	8% (79)	17% (158)	35% (332)	943
Community: Urban	37% (209)	12% (66)	10% (58)	13% (75)	27% (154)	563
Community: Suburban	31% (277)	10% (88)	8% (71)	17% (153)	35% (311)	901
Community: Rural	33% (206)	7% (45)	6% (36)	19% (117)	35% (220)	624
Employ: Private Sector	40% (246)	14% (84)	8% (50)	14% (84)	24% (144)	609
Employ: Government	31% (42)	22% (30)	8% (10)	16% (21)	23% (31)	134
Employ: Self-Employed	32% (64)	10% (21)	15% (30)	15% (30)	27% (53)	197
Employ: Homemaker	32% (58)	7% (12)	6% (11)	15% (27)	40% (73)	181
Employ: Student	23% (24)	7% (8)	11% (12)	20% (21)	38% (40)	105
Employ: Retired	29% (125)	5% (21)	6% (28)	20% (87)	40% (175)	435
Employ: Unemployed	33% (67)	5% (10)	7% (14)	15% (31)	40% (82)	204
Employ: Other	30% (66)	6% (14)	5% (11)	20% (44)	39% (87)	223
Job Type: White-collar	34% (222)	12% (75)	10% (64)	17% (110)	27% (174)	646
Job Type: Blue-collar	37% (345)	10% (92)	6% (56)	17% (156)	30% (275)	924
Job Type: Don't Know	24% (125)	6% (32)	9% (45)	15% (79)	46% (236)	518

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Table BRD4_3: How often do you watch NFL games on each of the following days?

Sundays

Demographic	Every week	Every other week	About once a month	Only if my favorite team is playing	Never	Total N
All Respondents	33% (692)	10% (200)	8% (166)	17% (345)	33% (685)	2088
Military HH: Yes	35% (130)	11% (42)	9% (35)	18% (69)	27% (101)	377
Military HH: No	33% (562)	9% (157)	8% (131)	16% (276)	34% (584)	1711
RD/WT: Right Direction	37% (246)	13% (89)	10% (66)	14% (94)	26% (172)	668
RD/WT: Wrong Track	31% (446)	8% (110)	7% (100)	18% (251)	36% (513)	1420
Obama Job: Approve	35% (394)	11% (123)	10% (107)	15% (166)	29% (323)	1114
Obama Job: Disapprove	32% (273)	8% (71)	6% (52)	19% (162)	34% (289)	847
#1 Issue: Economy	36% (247)	9% (64)	6% (40)	17% (116)	31% (210)	676
#1 Issue: Security	31% (105)	12% (39)	9% (29)	19% (63)	31% (104)	340
#1 Issue: Health Care	37% (112)	10% (30)	8% (25)	19% (57)	26% (80)	304
#1 Issue: Medicare / Social Security	32% (86)	9% (25)	10% (27)	12% (33)	37% (99)	269
#1 Issue: Women's Issues	27% (31)	9% (11)	4% (4)	15% (18)	45% (53)	117
#1 Issue: Education	36% (56)	9% (14)	17% (28)	16% (25)	22% (35)	157
#1 Issue: Energy	32% (32)	16% (16)	7% (7)	9% (9)	36% (36)	100
#1 Issue: Other	19% (23)	1% (2)	5% (6)	20% (24)	56% (69)	124
2012 Vote: Barack Obama	39% (320)	12% (97)	7% (58)	15% (123)	27% (217)	816
2012 Vote: Mitt Romney	35% (179)	9% (44)	8% (39)	19% (98)	29% (146)	506
2012 Vote: Other	42% (31)	4% (3)	2% (2)	19% (14)	32% (23)	73
2012 Vote: Didn't Vote	23% (160)	8% (55)	10% (67)	16% (110)	43% (298)	690
4-Region: Northeast	40% (153)	8% (29)	8% (29)	15% (56)	30% (113)	381
4-Region: Midwest	33% (147)	9% (42)	7% (32)	23% (105)	27% (123)	449
4-Region: South	30% (234)	10% (79)	8% (63)	15% (118)	36% (278)	773
4-Region: West	33% (158)	10% (49)	9% (42)	14% (66)	35% (170)	485

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

Table BRD4_4: How often do you watch NFL games on each of the following days?

Mondays

Demographic	Every week	Every other week	About once a month	Only if my favorite team is playing	Never	Total N
All Respondents	20% (417)	9% (192)	9% (191)	22% (451)	40% (837)	2088
Gender: Male	28% (277)	14% (139)	10% (105)	21% (208)	27% (275)	1005
Gender: Female	13% (140)	5% (53)	8% (86)	22% (243)	52% (561)	1083
Age: 18-29	21% (98)	14% (65)	12% (57)	20% (93)	33% (155)	468
Age: 30-44	24% (123)	14% (70)	10% (50)	19% (96)	34% (175)	514
Age: 45-54	19% (77)	8% (31)	7% (27)	24% (96)	43% (175)	406
Age: 55-64	18% (57)	5% (15)	8% (26)	25% (81)	44% (143)	322
Age: 65+	17% (63)	3% (11)	8% (30)	22% (85)	50% (189)	377
PID: Dem (no lean)	23% (160)	13% (89)	8% (59)	19% (134)	37% (262)	703
PID: Ind (no lean)	15% (110)	6% (48)	8% (59)	24% (183)	47% (355)	754
PID: Rep (no lean)	23% (148)	9% (56)	11% (73)	21% (135)	35% (220)	631
PID/Gender: Dem Men	32% (104)	19% (63)	10% (34)	17% (55)	21% (69)	325
PID/Gender: Dem Women	15% (56)	7% (26)	7% (26)	21% (79)	51% (192)	378
PID/Gender: Ind Men	22% (78)	9% (34)	8% (28)	27% (96)	34% (124)	360
PID/Gender: Ind Women	8% (32)	3% (14)	8% (30)	22% (87)	59% (231)	394
PID/Gender: Rep Men	30% (96)	13% (42)	13% (43)	18% (57)	26% (82)	321
PID/Gender: Rep Women	17% (52)	4% (13)	10% (30)	25% (77)	44% (138)	311
Tea Party: Supporter	27% (146)	13% (69)	10% (57)	20% (106)	30% (166)	544
Tea Party: Not Supporter	18% (271)	8% (119)	9% (133)	22% (339)	44% (667)	1530
Ideo: Liberal (1-3)	23% (163)	13% (90)	9% (64)	20% (138)	35% (245)	700
Ideo: Moderate (4)	17% (76)	10% (43)	10% (43)	24% (108)	40% (177)	447
Ideo: Conservative (5-7)	22% (134)	8% (51)	10% (60)	24% (145)	36% (220)	610
Educ: < College	19% (277)	9% (128)	10% (144)	21% (310)	42% (628)	1486
Educ: Bachelors degree	21% (84)	11% (44)	8% (30)	23% (90)	37% (146)	394
Educ: Post-grad	27% (57)	10% (20)	8% (16)	25% (52)	30% (62)	207

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Table BRD4_4: How often do you watch NFL games on each of the following days?*Mondays*

Demographic	Every week		Every other week		About once a month		Only if my favorite team is playing		Never		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
All Respondents	20%	(417)	9%	(192)	9%	(191)	22%	(451)	40%	(837)	2088
Income: Under 50k	18%	(241)	8%	(107)	9%	(121)	21%	(276)	44%	(581)	1325
Income: 50k-100k	22%	(112)	12%	(64)	8%	(43)	23%	(116)	34%	(175)	510
Income: 100k+	26%	(65)	8%	(21)	10%	(26)	24%	(60)	32%	(81)	253
Ethnicity: White	19%	(312)	9%	(142)	9%	(152)	23%	(374)	41%	(680)	1661
Ethnicity: Hispanic	24%	(75)	15%	(46)	11%	(35)	19%	(59)	31%	(98)	312
Ethnicity: Afr. Am.	31%	(79)	10%	(25)	7%	(18)	17%	(43)	35%	(89)	255
Ethnicity: Other	15%	(26)	14%	(24)	12%	(20)	20%	(34)	39%	(67)	173
Relig: Protestant	20%	(92)	6%	(29)	10%	(44)	22%	(102)	42%	(194)	462
Relig: Roman Catholic	24%	(107)	14%	(62)	10%	(46)	20%	(87)	31%	(138)	439
Relig: Ath./Agn./None	16%	(97)	9%	(56)	8%	(48)	22%	(131)	45%	(266)	598
Relig: Something Else	26%	(90)	7%	(23)	10%	(36)	20%	(69)	37%	(126)	345
Relig: Evangelical	18%	(102)	10%	(58)	8%	(48)	22%	(128)	42%	(243)	579
Relig: Non-Evang. Catholics	23%	(129)	10%	(54)	10%	(58)	22%	(123)	35%	(200)	564
Relig: All Christian	20%	(231)	10%	(112)	9%	(106)	22%	(252)	39%	(443)	1143
Relig: All Non-Christian	20%	(187)	8%	(79)	9%	(84)	21%	(200)	42%	(392)	943
Community: Urban	24%	(137)	11%	(63)	12%	(65)	18%	(104)	34%	(194)	563
Community: Suburban	17%	(153)	9%	(81)	10%	(89)	22%	(198)	42%	(380)	901
Community: Rural	20%	(128)	8%	(48)	6%	(36)	24%	(149)	42%	(263)	624
Employ: Private Sector	25%	(155)	13%	(80)	11%	(68)	20%	(122)	30%	(183)	609
Employ: Government	29%	(39)	11%	(15)	7%	(9)	22%	(29)	32%	(42)	134
Employ: Self-Employed	23%	(46)	14%	(28)	9%	(19)	22%	(44)	31%	(61)	197
Employ: Homemaker	15%	(26)	13%	(23)	11%	(20)	19%	(35)	42%	(77)	181
Employ: Student	13%	(14)	14%	(15)	11%	(12)	19%	(20)	43%	(45)	105
Employ: Retired	13%	(58)	2%	(10)	8%	(34)	25%	(109)	51%	(223)	435
Employ: Unemployed	22%	(44)	5%	(10)	11%	(23)	18%	(36)	45%	(91)	204
Employ: Other	16%	(36)	5%	(12)	3%	(7)	25%	(56)	51%	(114)	223
Job Type: White-collar	23%	(147)	10%	(66)	9%	(60)	23%	(152)	34%	(221)	646
Job Type: Blue-collar	21%	(195)	10%	(89)	9%	(86)	22%	(205)	38%	(350)	924
Job Type: Don't Know	15%	(75)	7%	(37)	9%	(44)	18%	(95)	51%	(266)	518

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Table BRD4_4: How often do you watch NFL games on each of the following days?

Mondays

Demographic	Every week	Every other week	About once a month	Only if my favorite team is playing	Never	Total N
All Respondents	20% (417)	9% (192)	9% (191)	22% (451)	40% (837)	2088
Military HH: Yes	26% (97)	8% (32)	9% (34)	23% (87)	34% (127)	377
Military HH: No	19% (320)	9% (160)	9% (157)	21% (364)	41% (710)	1711
RD/WT: Right Direction	26% (174)	13% (89)	11% (72)	19% (124)	31% (208)	668
RD/WT: Wrong Track	17% (243)	7% (103)	8% (118)	23% (327)	44% (628)	1420
Obama Job: Approve	23% (254)	12% (131)	10% (107)	21% (232)	35% (391)	1114
Obama Job: Disapprove	18% (152)	6% (52)	8% (70)	24% (206)	43% (367)	847
#1 Issue: Economy	21% (139)	10% (69)	7% (50)	23% (154)	39% (265)	676
#1 Issue: Security	18% (61)	10% (32)	10% (32)	25% (84)	38% (131)	340
#1 Issue: Health Care	23% (71)	9% (28)	10% (29)	22% (68)	35% (107)	304
#1 Issue: Medicare / Social Security	19% (51)	4% (12)	11% (30)	22% (59)	44% (118)	269
#1 Issue: Women's Issues	17% (20)	10% (12)	7% (9)	15% (17)	51% (60)	117
#1 Issue: Education	21% (33)	15% (23)	16% (24)	20% (31)	29% (45)	157
#1 Issue: Energy	28% (28)	11% (11)	11% (11)	17% (17)	33% (33)	100
#1 Issue: Other	11% (14)	4% (6)	4% (5)	17% (21)	63% (78)	124
2012 Vote: Barack Obama	24% (197)	12% (97)	8% (62)	23% (190)	33% (270)	816
2012 Vote: Mitt Romney	20% (100)	7% (34)	11% (55)	24% (119)	39% (198)	506
2012 Vote: Other	38% (28)	— (0)	4% (3)	17% (13)	41% (30)	73
2012 Vote: Didn't Vote	13% (92)	9% (61)	10% (71)	19% (128)	49% (339)	690
4-Region: Northeast	25% (93)	8% (29)	7% (27)	22% (83)	39% (149)	381
4-Region: Midwest	16% (71)	8% (38)	9% (40)	29% (132)	38% (169)	449
4-Region: South	19% (148)	10% (77)	10% (81)	19% (148)	41% (319)	773
4-Region: West	22% (105)	10% (49)	9% (43)	18% (89)	41% (199)	485

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

Table BRD5_1: *How important are each of the following when deciding whether or not to watch an NFL game?
 Whether your favorite team is playing*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Respondents	38% (786)	18% (376)	8% (158)	19% (387)	18% (381)	2088
Gender: Male	41% (412)	21% (215)	9% (95)	16% (156)	13% (127)	1005
Gender: Female	35% (375)	15% (161)	6% (63)	21% (231)	23% (254)	1083
Age: 18-29	36% (170)	19% (88)	10% (45)	16% (73)	20% (92)	468
Age: 30-44	41% (213)	19% (98)	8% (41)	16% (82)	16% (81)	514
Age: 45-54	34% (139)	18% (74)	7% (29)	19% (76)	22% (88)	406
Age: 55-64	39% (126)	18% (57)	8% (25)	18% (59)	17% (56)	322
Age: 65+	36% (138)	16% (59)	5% (19)	26% (97)	17% (64)	377
PID: Dem (no lean)	36% (254)	18% (126)	9% (64)	19% (133)	18% (126)	703
PID: Ind (no lean)	35% (262)	16% (123)	6% (47)	21% (157)	22% (166)	754
PID: Rep (no lean)	43% (270)	20% (127)	7% (47)	15% (98)	14% (89)	631
PID/Gender: Dem Men	39% (127)	22% (72)	13% (44)	13% (42)	12% (40)	325
PID/Gender: Dem Women	34% (127)	14% (54)	5% (20)	24% (90)	23% (86)	378
PID/Gender: Ind Men	38% (138)	19% (70)	7% (23)	20% (72)	16% (57)	360
PID/Gender: Ind Women	31% (124)	13% (53)	6% (24)	22% (85)	28% (109)	394
PID/Gender: Rep Men	46% (146)	23% (74)	9% (28)	13% (42)	10% (31)	321
PID/Gender: Rep Women	40% (124)	17% (53)	6% (19)	18% (56)	19% (59)	311
Tea Party: Supporter	42% (228)	21% (116)	8% (46)	17% (91)	12% (64)	544
Tea Party: Not Supporter	36% (551)	17% (258)	7% (111)	19% (295)	21% (315)	1530
Ideo: Liberal (1-3)	38% (265)	20% (141)	8% (57)	17% (117)	17% (120)	700
Ideo: Moderate (4)	42% (186)	22% (96)	7% (32)	15% (67)	15% (66)	447
Ideo: Conservative (5-7)	41% (248)	18% (109)	8% (49)	22% (132)	12% (72)	610
Educ: < College	35% (522)	16% (245)	8% (123)	19% (282)	21% (314)	1486
Educ: Bachelors degree	43% (171)	20% (78)	6% (22)	19% (75)	12% (47)	394
Educ: Post-grad	45% (93)	25% (53)	6% (12)	14% (30)	10% (20)	207
Income: Under 50k	34% (448)	17% (225)	8% (105)	20% (259)	22% (288)	1325
Income: 50k-100k	44% (226)	19% (99)	7% (34)	17% (88)	12% (63)	510
Income: 100k+	44% (112)	21% (52)	7% (19)	16% (40)	12% (30)	253

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Table BRD5_1: How important are each of the following when deciding whether or not to watch an NFL game?
Whether your favorite team is playing

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Respondents	38% (786)	18% (376)	8% (158)	19% (387)	18% (381)	2088
Ethnicity: White	39% (648)	18% (301)	7% (116)	18% (304)	18% (292)	1661
Ethnicity: Hispanic	38% (119)	23% (71)	5% (17)	13% (41)	21% (64)	312
Ethnicity: Afr. Am.	30% (75)	19% (49)	9% (24)	24% (61)	18% (46)	255
Ethnicity: Other	36% (62)	15% (26)	10% (17)	13% (23)	25% (44)	173
Relig: Protestant	43% (198)	14% (63)	7% (31)	21% (98)	16% (72)	462
Relig: Roman Catholic	44% (195)	23% (99)	8% (33)	13% (59)	12% (53)	439
Relig: Ath./Agn./None	32% (190)	17% (104)	7% (41)	20% (117)	24% (145)	598
Relig: Something Else	32% (111)	25% (85)	10% (34)	16% (55)	17% (60)	345
Relig: Evangelical	40% (232)	13% (77)	8% (45)	22% (127)	17% (99)	579
Relig: Non-Evang. Catholics	45% (253)	19% (110)	7% (37)	15% (87)	14% (77)	564
Relig: All Christian	42% (485)	16% (186)	7% (82)	19% (214)	15% (176)	1143
Relig: All Non-Christian	32% (301)	20% (190)	8% (75)	18% (172)	22% (205)	943
Community: Urban	35% (195)	20% (111)	10% (58)	17% (97)	18% (102)	563
Community: Suburban	39% (351)	18% (167)	7% (59)	18% (164)	18% (160)	901
Community: Rural	38% (240)	16% (98)	7% (41)	20% (126)	19% (119)	624
Employ: Private Sector	43% (264)	19% (119)	9% (56)	14% (87)	14% (84)	609
Employ: Government	33% (44)	25% (34)	12% (16)	20% (26)	10% (14)	134
Employ: Self-Employed	41% (82)	20% (39)	10% (19)	12% (24)	17% (33)	197
Employ: Homemaker	37% (67)	17% (30)	9% (16)	16% (30)	21% (37)	181
Employ: Student	34% (36)	19% (20)	9% (9)	12% (12)	26% (28)	105
Employ: Retired	36% (158)	17% (73)	5% (20)	25% (107)	18% (76)	435
Employ: Unemployed	36% (74)	15% (31)	4% (7)	25% (50)	21% (42)	204
Employ: Other	28% (62)	13% (29)	6% (14)	23% (51)	30% (67)	223
Job Type: White-collar	41% (264)	22% (140)	8% (49)	16% (105)	14% (87)	646
Job Type: Blue-collar	40% (371)	18% (165)	8% (70)	19% (176)	15% (142)	924
Job Type: Don't Know	29% (151)	14% (71)	7% (39)	20% (106)	29% (152)	518
Military HH: Yes	41% (154)	20% (74)	8% (31)	20% (77)	11% (43)	377
Military HH: No	37% (632)	18% (302)	7% (127)	18% (311)	20% (339)	1711
RD/WT: Right Direction	36% (237)	24% (163)	8% (53)	14% (90)	19% (124)	668
RD/WT: Wrong Track	39% (549)	15% (213)	7% (105)	21% (297)	18% (257)	1420

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Table BRD5_1: How important are each of the following when deciding whether or not to watch an NFL game?
Whether your favorite team is playing

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Respondents	38% (786)	18% (376)	8% (158)	19% (387)	18% (381)	2088
Obama Job: Approve	38% (426)	19% (216)	8% (94)	18% (204)	16% (174)	1114
Obama Job: Disapprove	40% (339)	17% (141)	7% (60)	20% (168)	16% (139)	847
#1 Issue: Economy	38% (260)	17% (116)	7% (48)	22% (150)	15% (102)	676
#1 Issue: Security	39% (134)	20% (69)	6% (22)	16% (55)	18% (60)	340
#1 Issue: Health Care	44% (133)	15% (45)	8% (24)	15% (46)	18% (55)	304
#1 Issue: Medicare / Social Security	36% (97)	19% (52)	9% (24)	17% (46)	19% (51)	269
#1 Issue: Women's Issues	36% (42)	19% (23)	8% (10)	19% (22)	18% (21)	117
#1 Issue: Education	38% (60)	22% (35)	12% (19)	14% (22)	14% (22)	157
#1 Issue: Energy	27% (27)	22% (22)	10% (10)	21% (21)	20% (20)	100
#1 Issue: Other	28% (35)	11% (13)	1% (1)	19% (24)	41% (51)	124
2012 Vote: Barack Obama	40% (327)	20% (160)	8% (69)	17% (143)	14% (118)	816
2012 Vote: Mitt Romney	45% (230)	17% (87)	7% (34)	20% (99)	11% (57)	506
2012 Vote: Other	23% (17)	32% (23)	8% (6)	18% (13)	19% (14)	73
2012 Vote: Didn't Vote	30% (210)	15% (105)	7% (49)	19% (133)	28% (192)	690
4-Region: Northeast	41% (156)	18% (68)	8% (29)	16% (59)	18% (69)	381
4-Region: Midwest	43% (194)	17% (74)	8% (34)	19% (86)	14% (61)	449
4-Region: South	35% (273)	18% (136)	7% (51)	19% (148)	21% (165)	773
4-Region: West	34% (163)	20% (98)	9% (43)	19% (94)	18% (86)	485

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

Table BRD5_2: How important are each of the following when deciding whether or not to watch an NFL game?
The season record of the teams playing

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
All Respondents	15%	(323)	22%	(455)	15%	(314)	28%	(590)	19%	(406)	2088
Gender: Male	19%	(195)	29%	(288)	16%	(162)	24%	(238)	12%	(122)	1005
Gender: Female	12%	(128)	15%	(167)	14%	(152)	33%	(352)	26%	(284)	1083
Age: 18-29	21%	(98)	23%	(109)	18%	(82)	19%	(90)	19%	(87)	468
Age: 30-44	19%	(99)	23%	(119)	14%	(72)	26%	(132)	18%	(92)	514
Age: 45-54	11%	(43)	20%	(83)	13%	(51)	33%	(133)	24%	(97)	406
Age: 55-64	13%	(41)	22%	(71)	17%	(55)	30%	(97)	18%	(58)	322
Age: 65+	11%	(41)	19%	(72)	14%	(54)	36%	(138)	19%	(72)	377
PID: Dem (no lean)	20%	(139)	21%	(144)	14%	(98)	26%	(184)	20%	(138)	703
PID: Ind (no lean)	10%	(73)	20%	(151)	15%	(114)	32%	(244)	23%	(172)	754
PID: Rep (no lean)	18%	(111)	25%	(160)	16%	(102)	26%	(161)	15%	(96)	631
PID/Gender: Dem Men	22%	(72)	26%	(86)	17%	(55)	23%	(75)	11%	(37)	325
PID/Gender: Dem Women	18%	(66)	15%	(58)	12%	(43)	29%	(109)	27%	(101)	378
PID/Gender: Ind Men	13%	(46)	28%	(101)	14%	(52)	29%	(105)	16%	(56)	360
PID/Gender: Ind Women	7%	(27)	13%	(50)	16%	(62)	35%	(139)	30%	(117)	394
PID/Gender: Rep Men	24%	(76)	32%	(102)	17%	(56)	18%	(57)	9%	(30)	321
PID/Gender: Rep Women	11%	(35)	19%	(58)	15%	(46)	34%	(104)	21%	(67)	311
Tea Party: Supporter	22%	(120)	26%	(140)	16%	(88)	24%	(129)	12%	(67)	544
Tea Party: Not Supporter	13%	(201)	20%	(309)	15%	(225)	30%	(457)	22%	(336)	1530
Ideo: Liberal (1-3)	19%	(133)	23%	(164)	15%	(106)	24%	(169)	18%	(127)	700
Ideo: Moderate (4)	13%	(58)	23%	(103)	19%	(86)	28%	(124)	17%	(75)	447
Ideo: Conservative (5-7)	15%	(94)	23%	(143)	17%	(101)	31%	(192)	13%	(80)	610
Educ: < College	16%	(241)	19%	(287)	14%	(209)	28%	(417)	22%	(332)	1486
Educ: Bachelors degree	12%	(48)	27%	(105)	18%	(71)	30%	(119)	13%	(51)	394
Educ: Post-grad	16%	(34)	31%	(63)	17%	(35)	26%	(53)	11%	(22)	207
Income: Under 50k	16%	(205)	19%	(252)	13%	(174)	29%	(388)	23%	(306)	1325
Income: 50k-100k	16%	(82)	25%	(128)	19%	(94)	27%	(139)	13%	(66)	510
Income: 100k+	14%	(36)	29%	(74)	18%	(46)	25%	(63)	13%	(34)	253

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Table BRD5_2: How important are each of the following when deciding whether or not to watch an NFL game?
The season record of the teams playing

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Respondents	15% (323)	22% (455)	15% (314)	28% (590)	19% (406)	2088
Ethnicity: White	15% (244)	21% (356)	16% (266)	29% (476)	19% (319)	1661
Ethnicity: Hispanic	27% (85)	23% (72)	11% (35)	20% (62)	19% (60)	312
Ethnicity: Afr. Am.	16% (41)	28% (70)	12% (31)	29% (74)	16% (40)	255
Ethnicity: Other	22% (39)	16% (28)	10% (18)	23% (40)	28% (48)	173
Relig: Protestant	12% (55)	23% (107)	17% (79)	31% (145)	16% (75)	462
Relig: Roman Catholic	22% (95)	29% (127)	14% (63)	22% (98)	13% (56)	439
Relig: Ath./Agn./None	12% (73)	20% (117)	15% (90)	28% (169)	25% (149)	598
Relig: Something Else	17% (60)	20% (70)	15% (53)	29% (101)	18% (62)	345
Relig: Evangelical	16% (95)	20% (115)	15% (88)	29% (167)	20% (114)	579
Relig: Non-Evang. Catholics	17% (95)	27% (153)	15% (84)	27% (151)	14% (81)	564
Relig: All Christian	17% (190)	23% (268)	15% (172)	28% (318)	17% (195)	1143
Relig: All Non-Christian	14% (133)	20% (187)	15% (142)	29% (270)	22% (211)	943
Community: Urban	17% (96)	23% (131)	15% (84)	24% (137)	20% (115)	563
Community: Suburban	15% (136)	21% (194)	15% (139)	29% (261)	19% (171)	901
Community: Rural	15% (91)	21% (131)	15% (91)	31% (191)	19% (120)	624
Employ: Private Sector	18% (111)	25% (152)	18% (112)	25% (152)	13% (82)	609
Employ: Government	13% (18)	33% (45)	14% (19)	28% (37)	12% (16)	134
Employ: Self-Employed	16% (31)	30% (58)	14% (27)	24% (47)	17% (33)	197
Employ: Homemaker	15% (26)	14% (26)	15% (27)	30% (54)	27% (48)	181
Employ: Student	19% (20)	15% (15)	18% (19)	21% (22)	28% (29)	105
Employ: Retired	12% (52)	19% (81)	16% (68)	35% (151)	19% (83)	435
Employ: Unemployed	17% (36)	22% (45)	7% (15)	33% (67)	21% (42)	204
Employ: Other	13% (29)	15% (33)	12% (27)	27% (61)	33% (73)	223
Job Type: White-collar	17% (111)	24% (157)	18% (115)	27% (172)	14% (91)	646
Job Type: Blue-collar	15% (136)	23% (214)	16% (148)	30% (277)	16% (149)	924
Job Type: Don't Know	15% (76)	16% (84)	10% (51)	27% (141)	32% (167)	518
Military HH: Yes	21% (79)	22% (82)	13% (50)	32% (122)	12% (44)	377
Military HH: No	14% (244)	22% (372)	15% (264)	27% (467)	21% (362)	1711
RD/WT: Right Direction	21% (142)	25% (165)	15% (101)	19% (129)	20% (132)	668
RD/WT: Wrong Track	13% (181)	20% (290)	15% (213)	32% (461)	19% (275)	1420

Continued on next page

Table BRD5_2: How important are each of the following when deciding whether or not to watch an NFL game?
The season record of the teams playing

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Respondents	15% (323)	22% (455)	15% (314)	28% (590)	19% (406)	2088
Obama Job: Approve	19% (211)	22% (247)	16% (181)	26% (294)	16% (181)	1114
Obama Job: Disapprove	12% (100)	23% (194)	15% (123)	32% (273)	19% (158)	847
#1 Issue: Economy	13% (91)	24% (165)	16% (108)	30% (201)	16% (111)	676
#1 Issue: Security	17% (58)	20% (68)	14% (48)	28% (97)	20% (69)	340
#1 Issue: Health Care	18% (56)	22% (67)	14% (44)	27% (81)	19% (57)	304
#1 Issue: Medicare / Social Security	16% (42)	19% (52)	16% (42)	29% (78)	21% (55)	269
#1 Issue: Women's Issues	19% (22)	17% (20)	14% (16)	31% (36)	20% (24)	117
#1 Issue: Education	18% (29)	24% (38)	22% (34)	18% (28)	18% (28)	157
#1 Issue: Energy	16% (16)	21% (21)	14% (14)	30% (30)	19% (19)	100
#1 Issue: Other	8% (10)	19% (23)	8% (9)	30% (38)	36% (44)	124
2012 Vote: Barack Obama	19% (151)	24% (196)	15% (119)	28% (231)	15% (120)	816
2012 Vote: Mitt Romney	14% (71)	25% (128)	16% (79)	31% (157)	14% (71)	506
2012 Vote: Other	6% (5)	28% (21)	16% (12)	27% (20)	23% (17)	73
2012 Vote: Didn't Vote	14% (96)	16% (110)	15% (103)	26% (183)	29% (199)	690
4-Region: Northeast	19% (73)	21% (80)	13% (51)	25% (96)	21% (81)	381
4-Region: Midwest	11% (49)	23% (105)	20% (88)	30% (135)	16% (72)	449
4-Region: South	17% (130)	21% (162)	14% (106)	28% (214)	21% (161)	773
4-Region: West	15% (72)	22% (108)	14% (68)	30% (144)	19% (92)	485

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

Table BRD5_3: How important are each of the following when deciding whether or not to watch an NFL game?
 The time of the game

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
All Respondents	20%	(416)	24%	(501)	13%	(267)	25%	(514)	19%	(389)	2088
Gender: Male	23%	(230)	29%	(289)	14%	(142)	22%	(217)	13%	(128)	1005
Gender: Female	17%	(187)	20%	(212)	12%	(125)	27%	(298)	24%	(261)	1083
Age: 18-29	26%	(120)	21%	(100)	14%	(64)	20%	(92)	20%	(92)	468
Age: 30-44	23%	(119)	28%	(146)	12%	(64)	20%	(105)	16%	(80)	514
Age: 45-54	15%	(62)	24%	(96)	11%	(44)	28%	(113)	22%	(90)	406
Age: 55-64	17%	(56)	22%	(71)	16%	(51)	27%	(87)	18%	(58)	322
Age: 65+	16%	(59)	23%	(88)	12%	(44)	31%	(117)	18%	(70)	377
PID: Dem (no lean)	21%	(151)	22%	(154)	13%	(91)	26%	(180)	18%	(128)	703
PID: Ind (no lean)	17%	(128)	20%	(152)	12%	(93)	27%	(205)	23%	(177)	754
PID: Rep (no lean)	22%	(138)	31%	(195)	13%	(83)	21%	(130)	13%	(85)	631
PID/Gender: Dem Men	24%	(79)	27%	(88)	13%	(42)	24%	(79)	11%	(37)	325
PID/Gender: Dem Women	19%	(72)	17%	(66)	13%	(49)	27%	(101)	24%	(91)	378
PID/Gender: Ind Men	19%	(68)	24%	(87)	15%	(53)	24%	(87)	18%	(65)	360
PID/Gender: Ind Women	15%	(60)	17%	(65)	10%	(40)	30%	(118)	28%	(112)	394
PID/Gender: Rep Men	26%	(83)	36%	(114)	15%	(47)	16%	(51)	8%	(26)	321
PID/Gender: Rep Women	18%	(55)	26%	(81)	12%	(36)	26%	(79)	19%	(59)	311
Tea Party: Supporter	24%	(129)	31%	(171)	13%	(71)	19%	(105)	13%	(69)	544
Tea Party: Not Supporter	19%	(284)	22%	(330)	13%	(194)	27%	(407)	21%	(315)	1530
Ideo: Liberal (1-3)	22%	(156)	24%	(169)	13%	(93)	22%	(156)	18%	(127)	700
Ideo: Moderate (4)	21%	(94)	26%	(117)	16%	(71)	22%	(96)	15%	(68)	447
Ideo: Conservative (5-7)	19%	(118)	28%	(174)	13%	(81)	27%	(162)	12%	(75)	610
Educ: < College	19%	(284)	21%	(316)	13%	(192)	25%	(376)	22%	(320)	1486
Educ: Bachelors degree	20%	(79)	31%	(124)	13%	(51)	24%	(94)	12%	(46)	394
Educ: Post-grad	26%	(54)	30%	(62)	12%	(24)	21%	(45)	11%	(23)	207
Income: Under 50k	18%	(245)	21%	(276)	12%	(158)	27%	(355)	22%	(291)	1325
Income: 50k-100k	22%	(112)	29%	(149)	14%	(69)	22%	(114)	13%	(66)	510
Income: 100k+	23%	(59)	30%	(77)	16%	(40)	18%	(46)	12%	(31)	253

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Table BRD5_3: How important are each of the following when deciding whether or not to watch an NFL game?
The time of the game

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Respondents	20% (416)	24% (501)	13% (267)	25% (514)	19% (389)	2088
Ethnicity: White	20% (326)	25% (417)	14% (224)	24% (400)	18% (293)	1661
Ethnicity: Hispanic	30% (95)	21% (65)	11% (33)	18% (57)	20% (62)	312
Ethnicity: Afr. Am.	23% (58)	18% (46)	10% (25)	30% (76)	20% (51)	255
Ethnicity: Other	19% (33)	22% (38)	10% (18)	22% (39)	26% (45)	173
Relig: Protestant	21% (95)	27% (125)	12% (54)	24% (112)	17% (77)	462
Relig: Roman Catholic	21% (94)	32% (140)	15% (67)	19% (82)	13% (56)	439
Relig: Ath./Agn./None	16% (98)	22% (133)	11% (65)	27% (159)	24% (142)	598
Relig: Something Else	25% (85)	21% (72)	13% (46)	26% (88)	16% (54)	345
Relig: Evangelical	19% (113)	22% (126)	14% (79)	26% (151)	19% (110)	579
Relig: Non-Evang. Catholics	21% (120)	30% (169)	14% (78)	20% (115)	15% (82)	564
Relig: All Christian	20% (233)	26% (296)	14% (156)	23% (266)	17% (192)	1143
Relig: All Non-Christian	19% (183)	22% (205)	12% (111)	26% (247)	21% (197)	943
Community: Urban	21% (121)	26% (144)	13% (70)	22% (122)	19% (105)	563
Community: Suburban	19% (172)	25% (223)	13% (120)	25% (227)	18% (160)	901
Community: Rural	20% (124)	21% (134)	12% (77)	27% (166)	20% (125)	624
Employ: Private Sector	22% (136)	29% (179)	15% (93)	19% (118)	14% (82)	609
Employ: Government	27% (36)	29% (38)	10% (14)	24% (32)	10% (14)	134
Employ: Self-Employed	17% (34)	30% (60)	12% (24)	23% (46)	16% (32)	197
Employ: Homemaker	23% (42)	20% (36)	10% (19)	24% (44)	22% (41)	181
Employ: Student	18% (19)	23% (24)	12% (13)	20% (21)	26% (27)	105
Employ: Retired	15% (65)	24% (103)	11% (49)	31% (135)	19% (82)	435
Employ: Unemployed	22% (46)	16% (33)	12% (25)	29% (59)	21% (42)	204
Employ: Other	17% (37)	12% (28)	14% (30)	27% (60)	30% (68)	223
Job Type: White-collar	22% (145)	27% (177)	15% (94)	22% (144)	13% (85)	646
Job Type: Blue-collar	20% (187)	26% (241)	13% (122)	25% (228)	16% (146)	924
Job Type: Don't Know	16% (84)	16% (83)	10% (52)	27% (142)	30% (158)	518
Military HH: Yes	20% (76)	27% (104)	15% (58)	24% (92)	13% (49)	377
Military HH: No	20% (340)	23% (398)	12% (210)	25% (423)	20% (340)	1711
RD/WT: Right Direction	24% (160)	27% (182)	12% (82)	17% (116)	19% (128)	668
RD/WT: Wrong Track	18% (256)	22% (319)	13% (185)	28% (399)	18% (261)	1420

Continued on next page

Table BRD5_3: How important are each of the following when deciding whether or not to watch an NFL game?
The time of the game

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Respondents	20% (416)	24% (501)	13% (267)	25% (514)	19% (389)	2088
Obama Job: Approve	23% (258)	25% (277)	13% (140)	23% (261)	16% (178)	1114
Obama Job: Disapprove	18% (153)	24% (206)	13% (112)	27% (229)	17% (146)	847
#1 Issue: Economy	19% (130)	26% (175)	12% (79)	27% (185)	16% (108)	676
#1 Issue: Security	21% (71)	26% (90)	11% (39)	24% (81)	17% (59)	340
#1 Issue: Health Care	23% (69)	23% (71)	15% (46)	20% (61)	19% (57)	304
#1 Issue: Medicare / Social Security	15% (41)	22% (59)	17% (46)	24% (64)	22% (59)	269
#1 Issue: Women's Issues	20% (23)	24% (28)	14% (17)	25% (29)	17% (20)	117
#1 Issue: Education	27% (42)	26% (40)	14% (21)	18% (29)	16% (25)	157
#1 Issue: Energy	19% (19)	19% (19)	16% (16)	30% (30)	17% (17)	100
#1 Issue: Other	17% (21)	15% (18)	4% (4)	28% (35)	36% (45)	124
2012 Vote: Barack Obama	22% (180)	26% (215)	12% (101)	24% (193)	15% (126)	816
2012 Vote: Mitt Romney	21% (106)	29% (147)	12% (63)	26% (129)	12% (61)	506
2012 Vote: Other	22% (16)	19% (14)	15% (11)	25% (18)	19% (14)	73
2012 Vote: Didn't Vote	16% (113)	18% (125)	13% (91)	25% (173)	27% (187)	690
4-Region: Northeast	24% (91)	21% (81)	12% (44)	23% (89)	20% (75)	381
4-Region: Midwest	20% (88)	27% (123)	14% (65)	23% (105)	15% (68)	449
4-Region: South	20% (154)	21% (161)	13% (102)	25% (195)	21% (159)	773
4-Region: West	17% (82)	28% (136)	12% (56)	26% (125)	18% (86)	485

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

Table BRD5_4: How important are each of the following when deciding whether or not to watch an NFL game?
The day of the game

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
All Respondents	20%	(409)	23%	(489)	13%	(272)	26%	(533)	18%	(384)	2088
Gender: Male	24%	(239)	27%	(275)	15%	(151)	22%	(220)	12%	(121)	1005
Gender: Female	16%	(170)	20%	(215)	11%	(120)	29%	(314)	24%	(264)	1083
Age: 18-29	26%	(123)	25%	(117)	13%	(63)	17%	(81)	18%	(84)	468
Age: 30-44	22%	(115)	27%	(141)	11%	(56)	23%	(118)	16%	(84)	514
Age: 45-54	17%	(68)	20%	(82)	14%	(58)	27%	(112)	21%	(87)	406
Age: 55-64	17%	(54)	22%	(71)	16%	(52)	27%	(88)	18%	(58)	322
Age: 65+	13%	(50)	21%	(78)	11%	(43)	36%	(135)	19%	(72)	377
PID: Dem (no lean)	21%	(150)	22%	(158)	11%	(80)	27%	(192)	17%	(123)	703
PID: Ind (no lean)	15%	(117)	22%	(168)	12%	(93)	28%	(211)	22%	(166)	754
PID: Rep (no lean)	23%	(143)	26%	(164)	16%	(98)	21%	(130)	15%	(96)	631
PID/Gender: Dem Men	26%	(84)	27%	(86)	15%	(49)	23%	(73)	10%	(32)	325
PID/Gender: Dem Women	17%	(65)	19%	(71)	8%	(32)	31%	(119)	24%	(91)	378
PID/Gender: Ind Men	17%	(63)	26%	(92)	14%	(52)	27%	(96)	16%	(57)	360
PID/Gender: Ind Women	14%	(54)	19%	(76)	11%	(41)	29%	(114)	27%	(108)	394
PID/Gender: Rep Men	29%	(92)	30%	(96)	16%	(51)	16%	(50)	10%	(31)	321
PID/Gender: Rep Women	16%	(50)	22%	(68)	15%	(47)	26%	(80)	21%	(65)	311
Tea Party: Supporter	26%	(139)	25%	(135)	17%	(93)	21%	(115)	11%	(62)	544
Tea Party: Not Supporter	17%	(267)	23%	(354)	12%	(178)	27%	(411)	21%	(320)	1530
Ideo: Liberal (1-3)	23%	(158)	25%	(178)	11%	(79)	23%	(160)	18%	(124)	700
Ideo: Moderate (4)	19%	(86)	26%	(115)	18%	(80)	22%	(99)	15%	(67)	447
Ideo: Conservative (5-7)	18%	(111)	27%	(164)	15%	(94)	28%	(169)	12%	(71)	610
Educ: < College	20%	(290)	21%	(308)	12%	(185)	26%	(388)	21%	(315)	1486
Educ: Bachelors degree	18%	(71)	30%	(120)	15%	(61)	25%	(98)	11%	(45)	394
Educ: Post-grad	23%	(49)	30%	(62)	12%	(26)	23%	(48)	11%	(24)	207
Income: Under 50k	18%	(243)	21%	(278)	12%	(154)	28%	(366)	21%	(284)	1325
Income: 50k-100k	23%	(116)	24%	(124)	16%	(84)	22%	(114)	14%	(71)	510
Income: 100k+	20%	(50)	35%	(87)	13%	(34)	21%	(53)	11%	(29)	253

Continued on next page

Table BRD5_4: How important are each of the following when deciding whether or not to watch an NFL game?
The day of the game

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Respondents	20% (409)	23% (489)	13% (272)	26% (533)	18% (384)	2088
Ethnicity: White	18% (304)	25% (411)	13% (214)	26% (430)	18% (302)	1661
Ethnicity: Hispanic	32% (101)	19% (60)	10% (31)	22% (67)	17% (54)	312
Ethnicity: Afr. Am.	24% (60)	18% (46)	14% (34)	30% (76)	15% (38)	255
Ethnicity: Other	26% (46)	18% (32)	14% (24)	16% (27)	26% (45)	173
Relig: Protestant	21% (95)	25% (115)	12% (57)	27% (123)	16% (72)	462
Relig: Roman Catholic	24% (104)	29% (129)	14% (62)	20% (86)	13% (58)	439
Relig: Ath./Agn./None	16% (97)	22% (129)	12% (69)	27% (164)	23% (139)	598
Relig: Something Else	19% (67)	24% (81)	15% (52)	24% (84)	18% (61)	345
Relig: Evangelical	18% (107)	21% (121)	15% (85)	28% (160)	18% (107)	579
Relig: Non-Evang. Catholics	24% (138)	28% (159)	12% (65)	22% (124)	14% (78)	564
Relig: All Christian	21% (245)	24% (279)	13% (150)	25% (284)	16% (185)	1143
Relig: All Non-Christian	17% (164)	22% (210)	13% (121)	26% (248)	21% (199)	943
Community: Urban	20% (112)	26% (149)	13% (73)	22% (125)	19% (105)	563
Community: Suburban	20% (178)	25% (224)	14% (124)	24% (215)	18% (161)	901
Community: Rural	19% (120)	19% (117)	12% (75)	31% (194)	19% (119)	624
Employ: Private Sector	23% (138)	29% (177)	16% (100)	20% (122)	12% (73)	609
Employ: Government	19% (25)	31% (42)	13% (18)	25% (33)	11% (15)	134
Employ: Self-Employed	22% (42)	24% (48)	18% (35)	18% (36)	18% (35)	197
Employ: Homemaker	23% (41)	18% (33)	11% (20)	24% (44)	24% (43)	181
Employ: Student	21% (23)	18% (19)	12% (13)	22% (23)	26% (27)	105
Employ: Retired	14% (61)	21% (92)	10% (44)	35% (154)	19% (83)	435
Employ: Unemployed	19% (39)	19% (40)	10% (21)	30% (62)	21% (43)	204
Employ: Other	18% (41)	17% (39)	9% (20)	26% (59)	29% (64)	223
Job Type: White-collar	21% (133)	26% (170)	14% (92)	25% (164)	13% (87)	646
Job Type: Blue-collar	20% (188)	25% (233)	15% (134)	25% (228)	15% (140)	924
Job Type: Don't Know	17% (88)	17% (86)	9% (46)	27% (141)	30% (157)	518
Military HH: Yes	24% (92)	22% (83)	16% (60)	27% (104)	11% (40)	377
Military HH: No	19% (318)	24% (407)	12% (212)	25% (430)	20% (345)	1711
RD/WT: Right Direction	26% (176)	23% (153)	15% (98)	17% (116)	19% (124)	668
RD/WT: Wrong Track	16% (233)	24% (336)	12% (174)	29% (417)	18% (260)	1420

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Table BRD5_4: How important are each of the following when deciding whether or not to watch an NFL game?
The day of the game

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Respondents	20% (409)	23% (489)	13% (272)	26% (533)	18% (384)	2088
Obama Job: Approve	23% (255)	24% (265)	13% (148)	25% (277)	15% (169)	1114
Obama Job: Disapprove	17% (140)	25% (211)	14% (115)	27% (229)	18% (151)	847
#1 Issue: Economy	19% (131)	24% (165)	13% (91)	27% (184)	16% (105)	676
#1 Issue: Security	18% (62)	25% (86)	15% (49)	24% (83)	18% (60)	340
#1 Issue: Health Care	24% (74)	24% (74)	13% (39)	22% (67)	17% (50)	304
#1 Issue: Medicare / Social Security	15% (40)	21% (56)	17% (47)	26% (69)	21% (58)	269
#1 Issue: Women's Issues	23% (27)	25% (29)	7% (9)	28% (33)	17% (20)	117
#1 Issue: Education	22% (35)	29% (45)	12% (18)	22% (35)	15% (24)	157
#1 Issue: Energy	21% (21)	19% (19)	13% (13)	27% (27)	20% (20)	100
#1 Issue: Other	16% (19)	12% (15)	5% (6)	28% (35)	39% (48)	124
2012 Vote: Barack Obama	22% (184)	25% (208)	13% (106)	25% (202)	14% (117)	816
2012 Vote: Mitt Romney	19% (95)	27% (139)	15% (74)	26% (132)	13% (67)	506
2012 Vote: Other	11% (8)	22% (16)	23% (17)	21% (16)	23% (17)	73
2012 Vote: Didn't Vote	18% (122)	18% (127)	11% (75)	26% (182)	27% (184)	690
4-Region: Northeast	21% (79)	22% (84)	13% (51)	25% (96)	18% (70)	381
4-Region: Midwest	20% (89)	26% (115)	15% (66)	24% (110)	15% (69)	449
4-Region: South	20% (153)	21% (166)	12% (92)	27% (205)	20% (158)	773
4-Region: West	18% (88)	26% (124)	13% (63)	25% (122)	18% (88)	485

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

Table BRD5_5: How important are each of the following when deciding whether or not to watch an NFL game?
 What else is on TV at the time

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
All Respondents	22%	(454)	24%	(508)	16%	(329)	21%	(448)	17%	(350)	2088
Gender: Male	21%	(216)	27%	(275)	19%	(194)	21%	(214)	11%	(106)	1005
Gender: Female	22%	(238)	22%	(233)	12%	(135)	22%	(234)	23%	(244)	1083
Age: 18-29	26%	(120)	28%	(131)	18%	(82)	12%	(58)	16%	(77)	468
Age: 30-44	27%	(138)	23%	(120)	16%	(82)	19%	(100)	14%	(74)	514
Age: 45-54	18%	(73)	22%	(91)	16%	(66)	24%	(97)	19%	(79)	406
Age: 55-64	19%	(60)	24%	(78)	16%	(51)	25%	(79)	16%	(53)	322
Age: 65+	16%	(62)	23%	(87)	12%	(47)	30%	(114)	18%	(68)	377
PID: Dem (no lean)	24%	(172)	23%	(162)	16%	(114)	20%	(139)	16%	(115)	703
PID: Ind (no lean)	19%	(141)	21%	(156)	16%	(120)	24%	(183)	20%	(154)	754
PID: Rep (no lean)	22%	(141)	30%	(189)	15%	(95)	20%	(126)	13%	(80)	631
PID/Gender: Dem Men	24%	(79)	26%	(85)	22%	(71)	20%	(63)	8%	(25)	325
PID/Gender: Dem Women	24%	(92)	20%	(77)	11%	(43)	20%	(76)	24%	(90)	378
PID/Gender: Ind Men	17%	(61)	23%	(82)	20%	(71)	26%	(93)	15%	(53)	360
PID/Gender: Ind Women	20%	(80)	19%	(74)	12%	(49)	23%	(90)	26%	(101)	394
PID/Gender: Rep Men	24%	(76)	34%	(108)	16%	(52)	18%	(58)	9%	(27)	321
PID/Gender: Rep Women	21%	(65)	26%	(82)	14%	(43)	22%	(68)	17%	(53)	311
Tea Party: Supporter	25%	(135)	31%	(169)	15%	(83)	19%	(106)	10%	(52)	544
Tea Party: Not Supporter	21%	(317)	22%	(335)	16%	(243)	22%	(339)	19%	(295)	1530
Ideo: Liberal (1-3)	24%	(169)	27%	(187)	16%	(115)	17%	(121)	15%	(108)	700
Ideo: Moderate (4)	23%	(102)	25%	(111)	17%	(76)	22%	(98)	14%	(61)	447
Ideo: Conservative (5-7)	21%	(128)	27%	(162)	18%	(112)	23%	(137)	12%	(71)	610
Educ: < College	21%	(314)	22%	(328)	17%	(248)	21%	(312)	19%	(284)	1486
Educ: Bachelors degree	20%	(81)	30%	(118)	15%	(57)	24%	(93)	12%	(46)	394
Educ: Post-grad	28%	(59)	30%	(62)	12%	(24)	20%	(42)	10%	(21)	207
Income: Under 50k	21%	(275)	21%	(283)	16%	(206)	23%	(302)	20%	(259)	1325
Income: 50k-100k	22%	(111)	30%	(154)	16%	(82)	20%	(100)	12%	(63)	510
Income: 100k+	27%	(68)	28%	(70)	16%	(41)	18%	(46)	11%	(28)	253

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**Table BRD5_5: How important are each of the following when deciding whether or not to watch an NFL game?
What else is on TV at the time**

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Respondents	22% (454)	24% (508)	16% (329)	21% (448)	17% (350)	2088
Ethnicity: White	21% (352)	25% (408)	15% (256)	22% (371)	16% (273)	1661
Ethnicity: Hispanic	26% (81)	30% (93)	13% (41)	14% (45)	17% (53)	312
Ethnicity: Afr. Am.	25% (65)	21% (54)	20% (50)	19% (48)	15% (37)	255
Ethnicity: Other	21% (37)	26% (45)	13% (23)	16% (28)	23% (40)	173
Relig: Protestant	20% (92)	26% (118)	14% (64)	26% (120)	15% (67)	462
Relig: Roman Catholic	22% (98)	32% (140)	15% (66)	18% (79)	13% (55)	439
Relig: Ath./Agn./None	20% (122)	21% (123)	17% (104)	21% (126)	20% (122)	598
Relig: Something Else	22% (76)	20% (69)	22% (74)	22% (75)	15% (51)	345
Relig: Evangelical	23% (131)	26% (149)	13% (73)	21% (122)	18% (105)	579
Relig: Non-Evang. Catholics	22% (125)	30% (166)	14% (77)	22% (123)	13% (72)	564
Relig: All Christian	22% (256)	28% (315)	13% (150)	21% (245)	15% (177)	1143
Relig: All Non-Christian	21% (197)	20% (192)	19% (178)	21% (202)	18% (173)	943
Community: Urban	21% (118)	24% (133)	17% (96)	21% (119)	17% (97)	563
Community: Suburban	22% (202)	25% (226)	16% (143)	20% (183)	16% (146)	901
Community: Rural	21% (134)	24% (148)	14% (90)	23% (145)	17% (107)	624
Employ: Private Sector	24% (145)	28% (170)	18% (111)	19% (115)	11% (67)	609
Employ: Government	23% (31)	30% (40)	13% (18)	21% (28)	12% (17)	134
Employ: Self-Employed	21% (41)	29% (58)	19% (38)	17% (33)	14% (27)	197
Employ: Homemaker	23% (42)	23% (42)	14% (26)	18% (33)	21% (38)	181
Employ: Student	23% (24)	26% (27)	12% (13)	15% (16)	24% (25)	105
Employ: Retired	18% (78)	21% (90)	15% (64)	28% (124)	18% (79)	435
Employ: Unemployed	23% (48)	21% (42)	15% (30)	26% (53)	15% (32)	204
Employ: Other	20% (44)	17% (39)	14% (30)	20% (45)	29% (65)	223
Job Type: White-collar	24% (158)	26% (168)	16% (105)	20% (128)	13% (87)	646
Job Type: Blue-collar	21% (198)	26% (240)	18% (163)	22% (203)	13% (120)	924
Job Type: Don't Know	19% (98)	19% (100)	12% (60)	23% (117)	28% (143)	518
Military HH: Yes	27% (103)	27% (100)	16% (60)	21% (78)	10% (36)	377
Military HH: No	21% (351)	24% (407)	16% (269)	22% (369)	18% (314)	1711
RD/WT: Right Direction	24% (160)	27% (179)	17% (111)	16% (110)	16% (109)	668
RD/WT: Wrong Track	21% (294)	23% (329)	15% (218)	24% (338)	17% (241)	1420

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Table BRD5_5: How important are each of the following when deciding whether or not to watch an NFL game?
What else is on TV at the time

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Respondents	22% (454)	24% (508)	16% (329)	21% (448)	17% (350)	2088
Obama Job: Approve	25% (280)	24% (268)	17% (191)	20% (223)	14% (153)	1114
Obama Job: Disapprove	20% (165)	26% (219)	16% (132)	24% (200)	15% (131)	847
#1 Issue: Economy	18% (125)	26% (175)	16% (111)	26% (174)	14% (92)	676
#1 Issue: Security	19% (65)	29% (99)	16% (54)	21% (72)	14% (49)	340
#1 Issue: Health Care	24% (72)	24% (73)	16% (49)	20% (60)	17% (51)	304
#1 Issue: Medicare / Social Security	21% (56)	20% (55)	17% (46)	21% (58)	20% (55)	269
#1 Issue: Women's Issues	34% (40)	19% (22)	16% (18)	14% (17)	18% (21)	117
#1 Issue: Education	27% (43)	25% (40)	22% (34)	13% (20)	13% (21)	157
#1 Issue: Energy	33% (33)	19% (19)	8% (8)	22% (22)	17% (17)	100
#1 Issue: Other	16% (20)	21% (26)	7% (8)	20% (25)	36% (44)	124
2012 Vote: Barack Obama	24% (194)	23% (187)	18% (146)	22% (178)	14% (112)	816
2012 Vote: Mitt Romney	20% (103)	33% (166)	14% (69)	23% (115)	10% (53)	506
2012 Vote: Other	20% (14)	19% (14)	25% (19)	16% (12)	20% (15)	73
2012 Vote: Didn't Vote	21% (143)	20% (140)	14% (95)	21% (142)	25% (170)	690
4-Region: Northeast	21% (82)	24% (93)	17% (63)	21% (80)	17% (63)	381
4-Region: Midwest	22% (100)	23% (103)	19% (88)	21% (95)	14% (65)	449
4-Region: South	24% (184)	24% (187)	13% (103)	21% (163)	18% (136)	773
4-Region: West	18% (89)	26% (125)	16% (76)	23% (110)	18% (86)	485

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

Table BRD5_6: How important are each of the following when deciding whether or not to watch an NFL game?
The network or station that is carrying the game

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
All Respondents	18%	(369)	17%	(350)	15%	(316)	33%	(687)	18%	(366)	2088
Gender: Male	22%	(217)	20%	(197)	19%	(187)	29%	(287)	12%	(117)	1005
Gender: Female	14%	(152)	14%	(153)	12%	(129)	37%	(400)	23%	(249)	1083
Age: 18-29	25%	(117)	22%	(102)	12%	(55)	25%	(117)	16%	(77)	468
Age: 30-44	21%	(107)	20%	(103)	15%	(76)	29%	(148)	16%	(80)	514
Age: 45-54	12%	(49)	14%	(57)	18%	(73)	35%	(144)	20%	(83)	406
Age: 55-64	15%	(49)	12%	(37)	18%	(60)	36%	(116)	19%	(60)	322
Age: 65+	12%	(46)	14%	(51)	14%	(52)	43%	(161)	18%	(67)	377
PID: Dem (no lean)	20%	(143)	16%	(112)	14%	(100)	32%	(225)	17%	(123)	703
PID: Ind (no lean)	15%	(116)	14%	(105)	14%	(107)	36%	(268)	21%	(160)	754
PID: Rep (no lean)	17%	(110)	21%	(134)	17%	(109)	31%	(194)	13%	(84)	631
PID/Gender: Dem Men	25%	(81)	18%	(58)	20%	(65)	26%	(86)	11%	(34)	325
PID/Gender: Dem Women	16%	(62)	14%	(54)	9%	(35)	37%	(139)	23%	(88)	378
PID/Gender: Ind Men	18%	(65)	15%	(56)	17%	(61)	34%	(123)	16%	(56)	360
PID/Gender: Ind Women	13%	(51)	12%	(49)	12%	(46)	37%	(145)	26%	(104)	394
PID/Gender: Rep Men	22%	(71)	26%	(84)	19%	(61)	24%	(78)	8%	(27)	321
PID/Gender: Rep Women	12%	(39)	16%	(50)	16%	(48)	38%	(117)	18%	(57)	311
Tea Party: Supporter	23%	(127)	22%	(120)	16%	(89)	27%	(149)	11%	(60)	544
Tea Party: Not Supporter	15%	(237)	15%	(230)	15%	(225)	35%	(535)	20%	(304)	1530
Ideo: Liberal (1-3)	22%	(151)	18%	(126)	14%	(101)	30%	(207)	16%	(115)	700
Ideo: Moderate (4)	15%	(67)	19%	(83)	19%	(85)	32%	(143)	15%	(69)	447
Ideo: Conservative (5-7)	16%	(96)	17%	(103)	18%	(111)	38%	(229)	12%	(70)	610
Educ: < College	19%	(278)	16%	(232)	15%	(217)	31%	(464)	20%	(296)	1486
Educ: Bachelors degree	14%	(54)	20%	(78)	16%	(64)	38%	(150)	12%	(48)	394
Educ: Post-grad	18%	(38)	19%	(40)	17%	(35)	35%	(73)	11%	(22)	207
Income: Under 50k	18%	(242)	15%	(202)	14%	(186)	32%	(422)	21%	(273)	1325
Income: 50k-100k	17%	(85)	18%	(92)	18%	(90)	35%	(181)	12%	(62)	510
Income: 100k+	16%	(41)	22%	(56)	16%	(41)	33%	(84)	12%	(30)	253

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Table BRD5_6: How important are each of the following when deciding whether or not to watch an NFL game?
 The network or station that is carrying the game

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Respondents	18% (369)	17% (350)	15% (316)	33% (687)	18% (366)	2088
Ethnicity: White	16% (267)	17% (289)	15% (251)	34% (568)	17% (286)	1661
Ethnicity: Hispanic	31% (98)	17% (54)	11% (33)	23% (70)	18% (57)	312
Ethnicity: Afr. Am.	26% (65)	16% (41)	13% (32)	31% (79)	14% (37)	255
Ethnicity: Other	21% (37)	11% (20)	19% (33)	23% (39)	25% (44)	173
Relig: Protestant	18% (81)	17% (76)	17% (77)	34% (157)	15% (70)	462
Relig: Roman Catholic	23% (99)	20% (90)	18% (78)	27% (119)	12% (54)	439
Relig: Ath./Agn./None	14% (82)	15% (92)	14% (81)	35% (210)	22% (133)	598
Relig: Something Else	18% (62)	17% (59)	16% (54)	34% (117)	15% (53)	345
Relig: Evangelical	20% (113)	15% (87)	16% (91)	31% (182)	18% (106)	579
Relig: Non-Evang. Catholics	20% (112)	20% (112)	16% (89)	31% (177)	13% (74)	564
Relig: All Christian	20% (225)	17% (199)	16% (180)	31% (359)	16% (180)	1143
Relig: All Non-Christian	15% (144)	16% (151)	14% (135)	35% (326)	20% (186)	943
Community: Urban	19% (106)	22% (124)	14% (78)	28% (155)	18% (100)	563
Community: Suburban	16% (141)	16% (141)	17% (155)	34% (309)	17% (155)	901
Community: Rural	19% (122)	14% (85)	13% (84)	36% (223)	18% (111)	624
Employ: Private Sector	19% (118)	17% (106)	21% (130)	30% (182)	12% (74)	609
Employ: Government	11% (15)	25% (33)	18% (24)	35% (47)	11% (15)	134
Employ: Self-Employed	24% (47)	19% (38)	15% (29)	26% (52)	16% (31)	197
Employ: Homemaker	19% (35)	16% (28)	9% (17)	35% (63)	21% (38)	181
Employ: Student	19% (20)	21% (22)	14% (14)	23% (24)	23% (24)	105
Employ: Retired	13% (55)	15% (63)	13% (56)	41% (180)	18% (80)	435
Employ: Unemployed	21% (43)	16% (32)	10% (21)	36% (74)	17% (35)	204
Employ: Other	17% (37)	12% (28)	11% (24)	29% (65)	31% (69)	223
Job Type: White-collar	19% (121)	19% (120)	16% (101)	34% (220)	13% (83)	646
Job Type: Blue-collar	18% (168)	17% (156)	17% (158)	34% (310)	14% (132)	924
Job Type: Don't Know	15% (80)	14% (74)	11% (57)	30% (157)	29% (151)	518
Military HH: Yes	21% (80)	15% (58)	18% (70)	35% (132)	10% (39)	377
Military HH: No	17% (289)	17% (292)	14% (246)	32% (555)	19% (327)	1711
RD/WT: Right Direction	24% (158)	20% (134)	14% (96)	24% (161)	18% (121)	668
RD/WT: Wrong Track	15% (211)	15% (217)	16% (220)	37% (526)	17% (245)	1420

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Table BRD5_6: How important are each of the following when deciding whether or not to watch an NFL game?
The network or station that is carrying the game

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
All Respondents	18% (369)	17% (350)	15% (316)	33% (687)	18% (366)	2088
Obama Job: Approve	22% (240)	19% (208)	15% (168)	30% (336)	15% (163)	1114
Obama Job: Disapprove	14% (118)	15% (128)	17% (141)	38% (322)	16% (138)	847
#1 Issue: Economy	16% (111)	16% (109)	16% (109)	36% (245)	15% (103)	676
#1 Issue: Security	19% (64)	18% (60)	15% (51)	32% (109)	17% (57)	340
#1 Issue: Health Care	21% (64)	19% (58)	17% (50)	27% (83)	16% (48)	304
#1 Issue: Medicare / Social Security	17% (46)	15% (41)	17% (45)	31% (82)	20% (54)	269
#1 Issue: Women's Issues	22% (25)	12% (15)	15% (17)	36% (42)	16% (18)	117
#1 Issue: Education	16% (25)	25% (40)	12% (19)	31% (49)	15% (24)	157
#1 Issue: Energy	19% (19)	16% (16)	16% (16)	31% (31)	18% (18)	100
#1 Issue: Other	12% (14)	9% (11)	6% (8)	38% (47)	34% (43)	124
2012 Vote: Barack Obama	21% (171)	17% (138)	16% (130)	32% (262)	14% (115)	816
2012 Vote: Mitt Romney	15% (74)	18% (93)	18% (93)	37% (186)	12% (60)	506
2012 Vote: Other	14% (10)	17% (12)	22% (16)	28% (20)	19% (14)	73
2012 Vote: Didn't Vote	16% (113)	15% (106)	11% (77)	31% (216)	26% (177)	690
4-Region: Northeast	19% (74)	16% (62)	13% (51)	31% (118)	20% (76)	381
4-Region: Midwest	15% (68)	19% (84)	18% (82)	34% (152)	14% (64)	449
4-Region: South	19% (144)	14% (111)	15% (119)	33% (254)	19% (145)	773
4-Region: West	17% (83)	19% (93)	13% (65)	34% (163)	17% (81)	485

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

Table BRD6: Which of the following is most important when deciding whether or not to watch an NFL game?

Demographic	Whether your favorite team is playing	The season record of the teams playing	The time of the game	The day of the game	What else is on TV at the time	The network or station that is carrying the game	Don't Know / No Opinion	Total N
All Respondents	33% (682)	4% (87)	8% (176)	7% (144)	17% (356)	6% (117)	25% (526)	2088
Gender: Male	34% (341)	7% (68)	11% (109)	9% (88)	13% (133)	8% (79)	19% (187)	1005
Gender: Female	31% (341)	2% (19)	6% (68)	5% (56)	21% (222)	3% (38)	31% (340)	1083
Age: 18-29	26% (120)	6% (27)	13% (63)	11% (50)	15% (72)	8% (38)	21% (98)	468
Age: 30-44	33% (172)	6% (28)	10% (52)	8% (40)	13% (67)	8% (41)	22% (114)	514
Age: 45-54	36% (148)	3% (14)	6% (26)	8% (31)	15% (62)	5% (19)	26% (107)	406
Age: 55-64	37% (119)	2% (6)	5% (15)	3% (11)	20% (66)	4% (11)	29% (93)	322
Age: 65+	32% (122)	3% (12)	5% (20)	3% (13)	23% (89)	2% (7)	31% (115)	377
PID: Dem (no lean)	32% (222)	5% (35)	8% (59)	8% (54)	16% (109)	6% (43)	26% (180)	703
PID: Ind (no lean)	33% (251)	4% (28)	9% (67)	5% (40)	16% (118)	4% (30)	29% (220)	754
PID: Rep (no lean)	33% (208)	4% (25)	8% (50)	8% (50)	20% (128)	7% (43)	20% (127)	631
PID/Gender: Dem Men	33% (108)	8% (27)	11% (36)	11% (36)	12% (40)	9% (28)	15% (50)	325
PID/Gender: Dem Women	30% (114)	2% (8)	6% (23)	5% (19)	18% (70)	4% (15)	34% (130)	378
PID/Gender: Ind Men	37% (132)	6% (21)	12% (41)	7% (24)	12% (42)	5% (17)	23% (82)	360
PID/Gender: Ind Women	30% (119)	2% (7)	7% (26)	4% (15)	19% (76)	3% (13)	35% (137)	394
PID/Gender: Rep Men	31% (101)	7% (21)	10% (31)	9% (28)	16% (52)	10% (33)	17% (54)	321
PID/Gender: Rep Women	35% (107)	1% (4)	6% (19)	7% (22)	25% (76)	3% (10)	23% (72)	311
Tea Party: Supporter	30% (164)	5% (26)	8% (45)	9% (49)	19% (104)	10% (55)	19% (102)	544
Tea Party: Not Supporter	34% (514)	4% (61)	9% (131)	6% (88)	16% (251)	4% (61)	28% (423)	1530
Ideo: Liberal (1-3)	31% (218)	6% (43)	10% (67)	9% (61)	15% (106)	7% (51)	22% (155)	700
Ideo: Moderate (4)	36% (163)	4% (16)	12% (54)	8% (35)	17% (75)	3% (14)	20% (90)	447
Ideo: Conservative (5-7)	34% (209)	3% (19)	6% (34)	6% (37)	21% (129)	6% (39)	23% (142)	610
Educ: < College	30% (444)	5% (69)	8% (124)	7% (97)	17% (257)	6% (94)	27% (402)	1486
Educ: Bachelors degree	41% (163)	2% (7)	9% (37)	8% (33)	16% (62)	3% (11)	21% (82)	394
Educ: Post-grad	36% (74)	5% (11)	8% (16)	7% (15)	18% (37)	6% (12)	20% (42)	207

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Table BRD6: Which of the following is most important when deciding whether or not to watch an NFL game?

Demographic	Whether your favorite team is playing	The season record of the teams playing	The time of the game	The day of the game	What else is on TV at the time	The network or station that is carrying the game	Don't Know / No Opinion	Total N
All Respondents	33% (682)	4% (87)	8% (176)	7% (144)	17% (356)	6% (117)	25% (526)	2088
Income: Under 50k	29% (385)	4% (56)	8% (111)	6% (86)	16% (215)	6% (84)	29% (388)	1325
Income: 50k-100k	39% (199)	4% (18)	8% (43)	8% (40)	18% (89)	4% (22)	19% (99)	510
Income: 100k+	39% (98)	5% (13)	9% (22)	7% (18)	20% (51)	4% (11)	16% (40)	253
Ethnicity: White	34% (561)	4% (63)	7% (121)	7% (108)	18% (295)	5% (89)	25% (423)	1661
Ethnicity: Hispanic	27% (85)	3% (10)	15% (48)	8% (24)	15% (47)	9% (28)	23% (70)	312
Ethnicity: Afr. Am.	26% (67)	5% (14)	12% (32)	9% (23)	19% (48)	7% (17)	21% (53)	255
Ethnicity: Other	31% (54)	6% (10)	14% (23)	8% (13)	7% (12)	6% (11)	29% (50)	173
Relig: Protestant	36% (168)	4% (17)	6% (26)	6% (27)	18% (84)	5% (25)	25% (116)	462
Relig: Roman Catholic	33% (146)	5% (23)	12% (53)	7% (33)	16% (69)	7% (31)	19% (83)	439
Relig: Ath./Agn./None	31% (182)	5% (28)	7% (45)	7% (41)	18% (106)	5% (32)	28% (164)	598
Relig: Something Else	32% (111)	5% (17)	13% (44)	7% (25)	13% (46)	6% (22)	23% (80)	345
Relig: Evangelical	32% (186)	4% (20)	6% (34)	8% (44)	19% (108)	4% (24)	28% (164)	579
Relig: Non-Evang. Catholics	36% (202)	4% (22)	10% (54)	6% (34)	17% (96)	7% (39)	21% (117)	564
Relig: All Christian	34% (388)	4% (42)	8% (88)	7% (78)	18% (204)	5% (62)	25% (281)	1143
Relig: All Non-Christian	31% (293)	5% (45)	9% (88)	7% (66)	16% (152)	6% (54)	26% (244)	943
Community: Urban	30% (170)	5% (30)	10% (54)	10% (54)	15% (87)	7% (37)	23% (132)	563
Community: Suburban	35% (317)	4% (35)	8% (76)	6% (54)	17% (150)	4% (40)	25% (229)	901
Community: Rural	31% (195)	4% (22)	7% (46)	6% (37)	19% (119)	6% (40)	26% (165)	624
Employ: Private Sector	36% (219)	5% (31)	10% (62)	8% (49)	14% (86)	7% (45)	19% (118)	609
Employ: Government	27% (36)	4% (6)	7% (9)	11% (14)	20% (27)	7% (9)	24% (33)	134
Employ: Self-Employed	35% (69)	6% (12)	11% (21)	10% (21)	18% (35)	6% (13)	14% (28)	197
Employ: Homemaker	37% (66)	1% (2)	9% (16)	5% (9)	13% (23)	5% (9)	31% (56)	181
Employ: Student	27% (29)	4% (4)	10% (10)	9% (9)	22% (23)	4% (4)	24% (26)	105
Employ: Retired	33% (143)	3% (12)	6% (26)	4% (18)	24% (103)	2% (9)	29% (124)	435
Employ: Unemployed	24% (48)	3% (5)	10% (19)	7% (13)	11% (22)	8% (17)	38% (79)	204
Employ: Other	32% (72)	7% (16)	6% (13)	5% (11)	17% (37)	5% (12)	28% (63)	223

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Table BRD6: Which of the following is most important when deciding whether or not to watch an NFL game?

Demographic	Whether your favorite team is playing	The season record of the teams playing	The time of the game	The day of the game	What else is on TV at the time	The network or station that is carrying the game	Don't Know / No Opinion	Total N
All Respondents	33% (682)	4% (87)	8% (176)	7% (144)	17% (356)	6% (117)	25% (526)	2088
Job Type: White-collar	35% (223)	5% (31)	10% (63)	6% (40)	19% (126)	6% (41)	19% (122)	646
Job Type: Blue-collar	34% (316)	5% (43)	7% (61)	7% (67)	17% (158)	7% (64)	23% (215)	924
Job Type: Don't Know	27% (142)	3% (14)	10% (52)	7% (37)	14% (71)	2% (12)	37% (190)	518
Military HH: Yes	34% (128)	7% (28)	8% (29)	6% (24)	20% (77)	7% (25)	18% (67)	377
Military HH: No	32% (554)	3% (59)	9% (147)	7% (121)	16% (279)	5% (92)	27% (459)	1711
RD/WT: Right Direction	30% (199)	5% (36)	11% (73)	9% (62)	13% (89)	9% (62)	22% (147)	668
RD/WT: Wrong Track	34% (482)	4% (51)	7% (103)	6% (82)	19% (266)	4% (55)	27% (380)	1420
Obama Job: Approve	31% (349)	6% (62)	10% (114)	8% (89)	15% (170)	6% (68)	24% (262)	1114
Obama Job: Disapprove	35% (300)	2% (19)	6% (55)	6% (51)	20% (167)	5% (43)	25% (212)	847
#1 Issue: Economy	37% (251)	4% (24)	7% (49)	7% (50)	15% (104)	5% (36)	24% (163)	676
#1 Issue: Security	33% (113)	2% (8)	8% (28)	7% (24)	20% (67)	7% (23)	23% (78)	340
#1 Issue: Health Care	35% (107)	6% (17)	9% (28)	5% (15)	15% (46)	8% (25)	22% (66)	304
#1 Issue: Medicare / Social Security	30% (80)	3% (7)	10% (26)	6% (16)	20% (53)	4% (11)	28% (76)	269
#1 Issue: Women's Issues	28% (33)	4% (5)	5% (5)	9% (11)	17% (20)	7% (8)	30% (35)	117
#1 Issue: Education	31% (49)	5% (9)	16% (24)	9% (14)	18% (29)	6% (10)	14% (22)	157
#1 Issue: Energy	23% (23)	11% (11)	11% (11)	8% (8)	12% (12)	1% (1)	34% (34)	100
#1 Issue: Other	21% (26)	5% (6)	5% (6)	5% (6)	19% (24)	2% (3)	43% (53)	124
2012 Vote: Barack Obama	35% (289)	5% (41)	10% (83)	9% (72)	14% (111)	6% (46)	21% (173)	816
2012 Vote: Mitt Romney	39% (198)	3% (14)	6% (31)	6% (29)	20% (102)	4% (21)	22% (112)	506
2012 Vote: Other	27% (20)	— (0)	18% (14)	2% (1)	23% (17)	4% (3)	26% (19)	73
2012 Vote: Didn't Vote	25% (172)	5% (32)	7% (49)	6% (42)	18% (126)	7% (47)	32% (222)	690
4-Region: Northeast	34% (131)	4% (15)	9% (35)	8% (29)	15% (57)	4% (15)	26% (98)	381
4-Region: Midwest	38% (170)	5% (21)	7% (32)	6% (26)	18% (81)	6% (26)	21% (93)	449
4-Region: South	29% (223)	3% (26)	10% (78)	7% (51)	18% (142)	6% (45)	27% (207)	773
4-Region: West	32% (157)	5% (25)	6% (31)	8% (38)	15% (75)	6% (30)	26% (128)	485

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

Table BRD7: Did the 2016 election and election events, such as Presidential debate or new coverage, make you more or less likely to watch NFL games this year, or did it have no impact either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Had no impact either way	Don't Know / No Opinion	Total N
All Respondents	10% (206)	9% (181)	8% (169)	8% (170)	50% (1054)	15% (308)	2088
Gender: Male	14% (141)	11% (110)	9% (92)	7% (75)	46% (458)	13% (130)	1005
Gender: Female	6% (65)	7% (72)	7% (77)	9% (95)	55% (596)	16% (178)	1083
Age: 18-29	12% (57)	14% (67)	10% (47)	9% (41)	38% (178)	17% (77)	468
Age: 30-44	14% (73)	11% (56)	9% (47)	8% (40)	43% (224)	15% (75)	514
Age: 45-54	10% (41)	5% (18)	8% (31)	6% (25)	56% (227)	16% (63)	406
Age: 55-64	5% (17)	6% (18)	5% (18)	7% (23)	64% (206)	12% (40)	322
Age: 65+	5% (18)	6% (22)	7% (26)	11% (41)	58% (219)	14% (52)	377
PID: Dem (no lean)	11% (80)	9% (65)	11% (75)	9% (61)	46% (320)	14% (102)	703
PID: Ind (no lean)	7% (50)	9% (64)	5% (39)	5% (38)	56% (421)	19% (142)	754
PID: Rep (no lean)	12% (76)	8% (52)	9% (56)	11% (70)	50% (313)	10% (64)	631
PID/Gender: Dem Men	17% (54)	13% (43)	11% (37)	10% (34)	35% (114)	13% (43)	325
PID/Gender: Dem Women	7% (26)	6% (22)	10% (38)	7% (27)	54% (205)	15% (58)	378
PID/Gender: Ind Men	9% (31)	10% (34)	6% (22)	5% (18)	55% (199)	16% (56)	360
PID/Gender: Ind Women	5% (18)	8% (30)	4% (17)	5% (21)	56% (222)	22% (86)	394
PID/Gender: Rep Men	17% (56)	10% (33)	11% (34)	7% (24)	45% (144)	10% (31)	321
PID/Gender: Rep Women	6% (20)	6% (19)	7% (22)	15% (47)	54% (169)	11% (33)	311
Tea Party: Supporter	19% (102)	11% (62)	9% (50)	10% (55)	41% (225)	9% (50)	544
Tea Party: Not Supporter	6% (98)	8% (119)	8% (118)	7% (113)	54% (825)	17% (257)	1530
Ideo: Liberal (1-3)	15% (103)	11% (79)	9% (66)	9% (65)	44% (306)	11% (80)	700
Ideo: Moderate (4)	6% (28)	11% (50)	9% (41)	7% (33)	54% (241)	12% (54)	447
Ideo: Conservative (5-7)	9% (57)	6% (39)	8% (49)	9% (57)	58% (352)	9% (56)	610
Educ: < College	10% (151)	8% (118)	7% (105)	8% (124)	49% (724)	18% (264)	1486
Educ: Bachelors degree	8% (30)	9% (35)	12% (46)	7% (26)	58% (229)	7% (29)	394
Educ: Post-grad	12% (25)	14% (29)	9% (18)	10% (20)	49% (101)	7% (15)	207

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Table BRD7: Did the 2016 election and election events, such as Presidential debate or new coverage, make you more or less likely to watch NFL games this year, or did it have no impact either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Had no impact either way	Don't Know / No Opinion	Total N
All Respondents	10% (206)	9% (181)	8% (169)	8% (170)	50% (1054)	15% (308)	2088
Income: Under 50k	10% (134)	8% (105)	7% (98)	7% (95)	49% (655)	18% (238)	1325
Income: 50k-100k	10% (53)	10% (51)	9% (47)	11% (56)	50% (256)	9% (48)	510
Income: 100k+	8% (19)	10% (26)	9% (24)	7% (19)	56% (143)	9% (22)	253
Ethnicity: White	9% (152)	8% (131)	8% (132)	9% (141)	53% (887)	13% (216)	1661
Ethnicity: Hispanic	14% (45)	14% (43)	12% (39)	6% (18)	33% (103)	21% (65)	312
Ethnicity: Afr. Am.	14% (35)	12% (30)	10% (25)	7% (18)	39% (99)	19% (47)	255
Ethnicity: Other	11% (19)	11% (20)	7% (12)	6% (10)	39% (68)	26% (44)	173
Relig: Protestant	7% (33)	8% (36)	8% (39)	6% (29)	61% (283)	9% (43)	462
Relig: Roman Catholic	11% (50)	10% (46)	10% (43)	10% (45)	46% (200)	12% (54)	439
Relig: Ath./Agn./None	8% (48)	6% (37)	7% (44)	6% (35)	53% (318)	19% (115)	598
Relig: Something Else	15% (52)	14% (48)	7% (23)	10% (33)	43% (149)	12% (40)	345
Relig: Evangelical	11% (66)	9% (53)	7% (43)	9% (50)	49% (281)	15% (86)	579
Relig: Non-Evang. Catholics	7% (39)	8% (43)	10% (59)	9% (51)	54% (305)	12% (66)	564
Relig: All Christian	9% (106)	8% (96)	9% (102)	9% (101)	51% (586)	13% (152)	1143
Relig: All Non-Christian	11% (100)	9% (85)	7% (68)	7% (68)	50% (467)	16% (154)	943
Community: Urban	17% (93)	12% (70)	6% (36)	8% (42)	41% (230)	16% (91)	563
Community: Suburban	7% (64)	7% (66)	9% (81)	9% (80)	55% (494)	13% (116)	901
Community: Rural	8% (49)	7% (45)	8% (52)	8% (47)	53% (330)	16% (101)	624
Employ: Private Sector	16% (96)	9% (58)	10% (59)	7% (45)	50% (304)	8% (49)	609
Employ: Government	12% (17)	9% (12)	11% (14)	11% (15)	48% (64)	8% (11)	134
Employ: Self-Employed	11% (22)	14% (28)	12% (23)	4% (8)	47% (93)	12% (24)	197
Employ: Homemaker	2% (3)	9% (16)	7% (12)	10% (18)	56% (102)	17% (30)	181
Employ: Student	10% (10)	15% (16)	4% (4)	7% (7)	41% (43)	24% (25)	105
Employ: Retired	4% (16)	6% (27)	6% (28)	10% (45)	59% (255)	15% (64)	435
Employ: Unemployed	13% (28)	4% (9)	5% (11)	9% (19)	48% (98)	20% (40)	204
Employ: Other	7% (15)	7% (16)	9% (19)	6% (13)	43% (95)	29% (65)	223
Job Type: White-collar	12% (75)	10% (64)	10% (65)	8% (55)	53% (344)	7% (45)	646
Job Type: Blue-collar	10% (92)	9% (84)	8% (70)	9% (79)	53% (493)	12% (107)	924
Job Type: Don't Know	7% (39)	7% (34)	7% (35)	7% (36)	42% (217)	30% (157)	518

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Table BRD7: Did the 2016 election and election events, such as Presidential debate or new coverage, make you more or less likely to watch NFL games this year, or did it have no impact either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Had no impact either way	Don't Know / No Opinion	Total N
All Respondents	10% (206)	9% (181)	8% (169)	8% (170)	50% (1054)	15% (308)	2088
Military HH: Yes	15% (55)	12% (45)	7% (28)	8% (31)	50% (188)	8% (30)	377
Military HH: No	9% (151)	8% (137)	8% (141)	8% (139)	51% (865)	16% (278)	1711
RD/WT: Right Direction	19% (125)	13% (84)	9% (57)	7% (48)	37% (244)	16% (110)	668
RD/WT: Wrong Track	6% (81)	7% (97)	8% (112)	9% (122)	57% (810)	14% (198)	1420
Obama Job: Approve	14% (155)	12% (129)	10% (107)	8% (84)	44% (489)	13% (150)	1114
Obama Job: Disapprove	6% (48)	6% (50)	7% (57)	10% (84)	60% (507)	12% (101)	847
#1 Issue: Economy	9% (63)	7% (47)	10% (66)	8% (54)	53% (358)	13% (88)	676
#1 Issue: Security	11% (38)	6% (20)	6% (21)	12% (42)	50% (169)	15% (50)	340
#1 Issue: Health Care	11% (32)	11% (35)	10% (30)	7% (21)	47% (144)	14% (42)	304
#1 Issue: Medicare / Social Security	6% (15)	9% (24)	5% (14)	10% (26)	56% (151)	15% (40)	269
#1 Issue: Women's Issues	17% (20)	1% (2)	6% (8)	6% (8)	55% (64)	14% (16)	117
#1 Issue: Education	11% (17)	19% (29)	11% (18)	8% (13)	42% (66)	9% (14)	157
#1 Issue: Energy	14% (14)	21% (21)	8% (8)	2% (2)	36% (36)	19% (19)	100
#1 Issue: Other	5% (6)	3% (4)	4% (5)	3% (4)	54% (66)	30% (38)	124
2012 Vote: Barack Obama	13% (104)	10% (82)	9% (77)	7% (60)	49% (404)	11% (90)	816
2012 Vote: Mitt Romney	9% (47)	8% (41)	8% (41)	10% (49)	58% (292)	7% (36)	506
2012 Vote: Other	7% (5)	6% (4)	3% (2)	11% (8)	55% (40)	18% (13)	73
2012 Vote: Didn't Vote	7% (50)	8% (53)	7% (49)	8% (52)	46% (316)	24% (168)	690
4-Region: Northeast	12% (46)	7% (25)	10% (37)	9% (33)	50% (192)	13% (48)	381
4-Region: Midwest	6% (27)	11% (48)	10% (47)	9% (42)	52% (233)	12% (53)	449
4-Region: South	10% (75)	9% (69)	8% (59)	9% (67)	49% (379)	16% (123)	773
4-Region: West	12% (58)	8% (39)	5% (26)	6% (28)	52% (250)	17% (83)	485

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

Table BRD8_1: *Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?*
Shorter broadcasts / games

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	12% (259)	14% (298)	6% (128)	5% (105)	45% (935)	17% (363)	2088
Gender: Male	17% (169)	18% (186)	8% (79)	6% (64)	37% (375)	13% (133)	1005
Gender: Female	8% (90)	10% (112)	5% (49)	4% (41)	52% (560)	21% (230)	1083
Age: 18-29	18% (86)	17% (82)	9% (40)	9% (44)	28% (130)	18% (86)	468
Age: 30-44	14% (72)	17% (89)	9% (46)	5% (27)	38% (197)	16% (83)	514
Age: 45-54	11% (44)	11% (43)	5% (19)	5% (20)	54% (221)	15% (59)	406
Age: 55-64	7% (24)	12% (37)	4% (12)	3% (10)	55% (177)	19% (63)	322
Age: 65+	9% (34)	12% (47)	3% (10)	1% (4)	56% (210)	19% (72)	377
PID: Dem (no lean)	15% (105)	16% (109)	5% (35)	5% (34)	42% (297)	17% (123)	703
PID: Ind (no lean)	9% (68)	12% (90)	6% (47)	5% (37)	47% (352)	21% (159)	754
PID: Rep (no lean)	14% (86)	16% (98)	7% (45)	5% (34)	45% (286)	13% (81)	631
PID/Gender: Dem Men	20% (65)	20% (65)	8% (25)	8% (27)	34% (109)	11% (34)	325
PID/Gender: Dem Women	10% (40)	12% (45)	3% (11)	2% (7)	50% (188)	23% (88)	378
PID/Gender: Ind Men	11% (40)	15% (55)	8% (28)	5% (18)	44% (158)	17% (62)	360
PID/Gender: Ind Women	7% (29)	9% (35)	5% (19)	5% (19)	49% (194)	25% (97)	394
PID/Gender: Rep Men	20% (65)	21% (66)	8% (26)	6% (19)	34% (108)	11% (36)	321
PID/Gender: Rep Women	7% (22)	10% (32)	6% (19)	5% (14)	57% (178)	14% (45)	311
Tea Party: Supporter	19% (103)	18% (97)	7% (41)	6% (33)	38% (209)	11% (62)	544
Tea Party: Not Supporter	10% (154)	13% (198)	6% (86)	5% (72)	47% (720)	20% (299)	1530
Ideo: Liberal (1-3)	17% (118)	18% (129)	8% (53)	6% (41)	37% (260)	14% (99)	700
Ideo: Moderate (4)	11% (49)	14% (63)	8% (38)	4% (20)	49% (217)	13% (60)	447
Ideo: Conservative (5-7)	11% (69)	15% (91)	5% (31)	5% (30)	52% (316)	12% (72)	610
Educ: < College	12% (177)	12% (184)	5% (81)	5% (76)	45% (665)	20% (304)	1486
Educ: Bachelors degree	10% (41)	19% (75)	8% (33)	5% (18)	48% (188)	10% (40)	394
Educ: Post-grad	20% (42)	19% (39)	7% (14)	5% (10)	40% (82)	9% (19)	207

Continued on next page

Table BRD8_1: *Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?*
Shorter broadcasts / games

Demographic	Much more likely to watch future NFL games		Somewhat more likely to watch future NFL games		Somewhat less likely to watch future NFL games		Much less likely to watch future NFL games		Have no impact either way		Don't Know / No Opinion		Total N
All Respondents	12%	(259)	14%	(298)	6%	(128)	5%	(105)	45%	(935)	17%	(363)	2088
Income: Under 50k	12%	(155)	12%	(158)	6%	(77)	5%	(65)	45%	(592)	21%	(278)	1325
Income: 50k-100k	12%	(60)	18%	(91)	7%	(36)	5%	(24)	47%	(240)	12%	(59)	510
Income: 100k+	18%	(44)	20%	(49)	6%	(15)	6%	(16)	41%	(103)	10%	(26)	253
Ethnicity: White	12%	(194)	14%	(239)	6%	(102)	5%	(81)	46%	(770)	16%	(274)	1661
Ethnicity: Hispanic	17%	(55)	19%	(59)	7%	(23)	6%	(18)	31%	(96)	20%	(62)	312
Ethnicity: Afr. Am.	17%	(44)	15%	(39)	6%	(16)	4%	(11)	40%	(102)	17%	(43)	255
Ethnicity: Other	12%	(21)	11%	(19)	6%	(10)	8%	(13)	36%	(63)	27%	(47)	173
Relig: Protestant	14%	(64)	15%	(68)	4%	(18)	3%	(14)	51%	(234)	14%	(65)	462
Relig: Roman Catholic	16%	(68)	16%	(69)	8%	(34)	5%	(21)	42%	(183)	14%	(63)	439
Relig: Ath./Agn./None	11%	(66)	12%	(74)	5%	(30)	6%	(35)	44%	(262)	22%	(131)	598
Relig: Something Else	12%	(43)	16%	(55)	9%	(29)	6%	(20)	42%	(144)	16%	(54)	345
Relig: Evangelical	11%	(62)	15%	(89)	8%	(45)	5%	(28)	46%	(268)	15%	(87)	579
Relig: Non-Evang. Catholics	16%	(89)	14%	(80)	4%	(23)	4%	(22)	46%	(261)	16%	(90)	564
Relig: All Christian	13%	(151)	15%	(169)	6%	(68)	4%	(50)	46%	(529)	15%	(177)	1143
Relig: All Non-Christian	12%	(108)	14%	(129)	6%	(59)	6%	(55)	43%	(406)	20%	(185)	943
Community: Urban	14%	(77)	18%	(99)	7%	(39)	5%	(26)	37%	(208)	20%	(113)	563
Community: Suburban	13%	(113)	14%	(124)	7%	(59)	5%	(49)	46%	(415)	16%	(140)	901
Community: Rural	11%	(69)	12%	(75)	5%	(29)	5%	(29)	50%	(312)	18%	(110)	624
Employ: Private Sector	15%	(90)	15%	(90)	10%	(58)	6%	(38)	42%	(255)	13%	(78)	609
Employ: Government	13%	(18)	22%	(29)	6%	(7)	8%	(10)	40%	(53)	12%	(16)	134
Employ: Self-Employed	14%	(27)	20%	(40)	7%	(13)	8%	(16)	41%	(81)	10%	(20)	197
Employ: Homemaker	12%	(21)	10%	(19)	5%	(9)	6%	(11)	50%	(91)	17%	(30)	181
Employ: Student	7%	(8)	23%	(25)	6%	(7)	10%	(11)	31%	(32)	22%	(23)	105
Employ: Retired	8%	(37)	13%	(56)	3%	(14)	1%	(3)	56%	(242)	19%	(84)	435
Employ: Unemployed	15%	(32)	9%	(19)	4%	(8)	5%	(11)	45%	(92)	22%	(44)	204
Employ: Other	12%	(28)	9%	(20)	5%	(11)	3%	(6)	40%	(89)	31%	(68)	223

Continued on next page

Table BRD8_1: Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?
Shorter broadcasts / games

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	12% (259)	14% (298)	6% (128)	5% (105)	45% (935)	17% (363)	2088
Job Type: White-collar	15% (99)	16% (104)	7% (48)	6% (38)	43% (277)	12% (80)	646
Job Type: Blue-collar	13% (119)	16% (145)	5% (46)	5% (44)	50% (461)	12% (110)	924
Job Type: Don't Know	8% (42)	10% (49)	6% (33)	4% (23)	38% (197)	34% (174)	518
Military HH: Yes	16% (59)	13% (50)	7% (28)	5% (18)	49% (185)	10% (38)	377
Military HH: No	12% (200)	15% (248)	6% (99)	5% (87)	44% (750)	19% (325)	1711
RD/WT: Right Direction	17% (113)	15% (103)	8% (53)	6% (40)	36% (241)	18% (119)	668
RD/WT: Wrong Track	10% (146)	14% (195)	5% (75)	5% (65)	49% (694)	17% (245)	1420
Obama Job: Approve	16% (176)	16% (179)	7% (73)	6% (66)	40% (441)	16% (180)	1114
Obama Job: Disapprove	9% (77)	14% (116)	6% (50)	4% (36)	53% (445)	15% (123)	847
#1 Issue: Economy	12% (78)	16% (107)	7% (45)	6% (38)	47% (318)	13% (90)	676
#1 Issue: Security	11% (39)	11% (36)	8% (26)	2% (8)	47% (160)	21% (72)	340
#1 Issue: Health Care	13% (41)	15% (47)	7% (21)	5% (16)	40% (121)	19% (58)	304
#1 Issue: Medicare / Social Security	10% (28)	13% (36)	3% (8)	5% (12)	48% (130)	20% (54)	269
#1 Issue: Women's Issues	15% (17)	8% (9)	12% (14)	6% (7)	45% (53)	14% (16)	117
#1 Issue: Education	18% (28)	23% (36)	6% (9)	8% (12)	34% (54)	12% (18)	157
#1 Issue: Energy	13% (13)	18% (18)	3% (3)	10% (10)	41% (41)	15% (15)	100
#1 Issue: Other	13% (16)	7% (9)	1% (1)	1% (1)	46% (57)	33% (41)	124
2012 Vote: Barack Obama	15% (119)	17% (140)	6% (53)	5% (40)	44% (356)	13% (109)	816
2012 Vote: Mitt Romney	12% (60)	16% (82)	7% (36)	4% (18)	50% (251)	12% (59)	506
2012 Vote: Other	9% (7)	14% (10)	1% (0)	2% (2)	50% (37)	24% (17)	73
2012 Vote: Didn't Vote	11% (73)	9% (65)	6% (38)	7% (45)	42% (290)	26% (178)	690
4-Region: Northeast	17% (66)	15% (56)	7% (26)	3% (13)	41% (158)	16% (61)	381
4-Region: Midwest	10% (43)	17% (76)	5% (24)	4% (18)	49% (220)	15% (68)	449
4-Region: South	13% (100)	11% (86)	7% (51)	6% (46)	44% (338)	20% (151)	773
4-Region: West	10% (50)	16% (79)	5% (26)	6% (27)	45% (219)	17% (83)	485

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

Table BRD8_2: *Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?*
Fewer commercials

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	24% (495)	19% (387)	5% (111)	4% (76)	33% (690)	16% (329)	2088
Gender: Male	29% (294)	22% (223)	7% (66)	4% (39)	25% (252)	13% (131)	1005
Gender: Female	19% (201)	15% (165)	4% (45)	3% (36)	40% (438)	18% (198)	1083
Age: 18-29	30% (140)	20% (93)	6% (29)	6% (29)	20% (92)	18% (86)	468
Age: 30-44	26% (135)	20% (102)	7% (37)	3% (14)	29% (148)	15% (77)	514
Age: 45-54	19% (79)	14% (57)	7% (27)	5% (20)	41% (168)	14% (56)	406
Age: 55-64	23% (74)	17% (55)	3% (11)	— (1)	38% (123)	18% (57)	322
Age: 65+	18% (67)	21% (81)	2% (7)	3% (12)	42% (158)	14% (53)	377
PID: Dem (no lean)	24% (166)	17% (121)	6% (44)	5% (34)	32% (222)	16% (114)	703
PID: Ind (no lean)	23% (170)	18% (133)	3% (24)	2% (18)	36% (269)	19% (140)	754
PID: Rep (no lean)	25% (159)	21% (133)	7% (42)	4% (23)	32% (199)	12% (75)	631
PID/Gender: Dem Men	27% (87)	22% (71)	9% (29)	5% (16)	27% (86)	11% (36)	325
PID/Gender: Dem Women	21% (79)	13% (50)	4% (16)	5% (18)	36% (136)	21% (78)	378
PID/Gender: Ind Men	30% (107)	20% (71)	3% (11)	4% (14)	27% (98)	16% (58)	360
PID/Gender: Ind Women	16% (63)	16% (62)	3% (12)	1% (4)	43% (171)	21% (82)	394
PID/Gender: Rep Men	31% (101)	25% (80)	8% (25)	3% (9)	21% (67)	12% (37)	321
PID/Gender: Rep Women	19% (59)	17% (52)	5% (17)	5% (14)	42% (131)	12% (37)	311
Tea Party: Supporter	27% (148)	24% (129)	8% (43)	3% (17)	28% (150)	11% (58)	544
Tea Party: Not Supporter	22% (344)	17% (257)	4% (66)	4% (59)	35% (535)	18% (270)	1530
Ideo: Liberal (1-3)	27% (190)	20% (137)	8% (57)	4% (27)	27% (187)	14% (101)	700
Ideo: Moderate (4)	22% (99)	23% (102)	4% (18)	4% (18)	36% (160)	11% (50)	447
Ideo: Conservative (5-7)	26% (156)	20% (121)	4% (23)	4% (24)	36% (219)	11% (66)	610
Educ: < College	23% (340)	16% (234)	5% (81)	4% (57)	34% (498)	19% (276)	1486
Educ: Bachelors degree	24% (96)	25% (100)	5% (18)	3% (14)	33% (130)	9% (36)	394
Educ: Post-grad	28% (59)	25% (53)	6% (12)	3% (5)	30% (62)	8% (17)	207

Continued on next page

Table BRD8_2: *Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?
 Fewer commercials*

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	24% (495)	19% (387)	5% (111)	4% (76)	33% (690)	16% (329)	2088
Income: Under 50k	22% (295)	15% (199)	6% (78)	4% (56)	34% (450)	19% (246)	1325
Income: 50k-100k	26% (133)	23% (118)	5% (26)	2% (9)	33% (169)	11% (54)	510
Income: 100k+	27% (67)	28% (70)	2% (6)	4% (10)	28% (70)	12% (29)	253
Ethnicity: White	23% (382)	19% (316)	5% (86)	4% (59)	35% (573)	15% (245)	1661
Ethnicity: Hispanic	28% (88)	22% (70)	6% (20)	6% (19)	20% (61)	17% (54)	312
Ethnicity: Afr. Am.	28% (71)	17% (43)	5% (12)	5% (12)	29% (73)	17% (43)	255
Ethnicity: Other	25% (43)	16% (28)	7% (13)	2% (4)	25% (43)	24% (41)	173
Relig: Protestant	21% (96)	22% (101)	4% (18)	1% (6)	41% (188)	11% (52)	462
Relig: Roman Catholic	29% (129)	22% (97)	8% (36)	3% (12)	26% (114)	12% (52)	439
Relig: Ath./Agn./None	21% (125)	15% (88)	5% (29)	4% (26)	34% (202)	21% (127)	598
Relig: Something Else	27% (92)	20% (68)	5% (17)	5% (17)	30% (105)	13% (46)	345
Relig: Evangelical	23% (133)	17% (99)	6% (34)	3% (19)	36% (207)	15% (88)	579
Relig: Non-Evang. Catholics	26% (145)	23% (132)	5% (31)	2% (14)	31% (176)	12% (67)	564
Relig: All Christian	24% (279)	20% (230)	6% (64)	3% (33)	33% (382)	14% (155)	1143
Relig: All Non-Christian	23% (217)	17% (156)	5% (46)	5% (43)	33% (308)	18% (173)	943
Community: Urban	27% (152)	17% (98)	6% (35)	4% (24)	26% (147)	19% (106)	563
Community: Suburban	23% (206)	21% (192)	4% (37)	4% (40)	34% (303)	14% (123)	901
Community: Rural	22% (137)	16% (97)	6% (38)	2% (11)	38% (240)	16% (101)	624
Employ: Private Sector	25% (152)	21% (129)	8% (46)	4% (25)	31% (187)	12% (70)	609
Employ: Government	27% (36)	19% (26)	9% (13)	4% (5)	29% (38)	12% (16)	134
Employ: Self-Employed	27% (52)	21% (41)	4% (9)	7% (14)	29% (57)	12% (23)	197
Employ: Homemaker	28% (52)	15% (28)	4% (7)	2% (3)	37% (67)	14% (24)	181
Employ: Student	22% (23)	23% (24)	3% (3)	8% (9)	23% (24)	20% (21)	105
Employ: Retired	18% (77)	20% (85)	2% (11)	3% (12)	43% (187)	15% (64)	435
Employ: Unemployed	25% (52)	15% (30)	4% (9)	1% (2)	35% (71)	20% (40)	204
Employ: Other	23% (51)	10% (23)	6% (14)	3% (6)	26% (59)	31% (70)	223

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Table BRD8_2: Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?
Fewer commercials

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	24% (495)	19% (387)	5% (111)	4% (76)	33% (690)	16% (329)	2088
Job Type: White-collar	27% (174)	21% (136)	6% (37)	5% (30)	31% (198)	11% (71)	646
Job Type: Blue-collar	25% (228)	19% (179)	6% (52)	4% (34)	36% (335)	10% (96)	924
Job Type: Don't Know	18% (94)	14% (72)	4% (22)	2% (11)	30% (156)	31% (163)	518
Military HH: Yes	28% (104)	19% (70)	4% (16)	5% (20)	35% (132)	9% (35)	377
Military HH: No	23% (391)	19% (317)	6% (95)	3% (56)	33% (557)	17% (294)	1711
RD/WT: Right Direction	24% (162)	20% (135)	9% (60)	4% (25)	26% (172)	17% (113)	668
RD/WT: Wrong Track	23% (333)	18% (252)	4% (50)	4% (50)	36% (518)	15% (217)	1420
Obama Job: Approve	26% (287)	20% (221)	7% (75)	5% (51)	29% (318)	15% (163)	1114
Obama Job: Disapprove	23% (198)	19% (158)	4% (36)	2% (19)	38% (325)	13% (112)	847
#1 Issue: Economy	26% (176)	19% (131)	3% (23)	3% (21)	35% (236)	13% (89)	676
#1 Issue: Security	25% (84)	19% (65)	5% (18)	2% (8)	30% (104)	18% (61)	340
#1 Issue: Health Care	20% (61)	18% (56)	8% (25)	3% (9)	32% (98)	18% (55)	304
#1 Issue: Medicare / Social Security	22% (60)	21% (56)	2% (7)	6% (17)	35% (95)	13% (36)	269
#1 Issue: Women's Issues	19% (23)	22% (25)	11% (13)	2% (2)	34% (39)	13% (15)	117
#1 Issue: Education	29% (46)	20% (31)	6% (9)	6% (9)	26% (41)	13% (21)	157
#1 Issue: Energy	24% (24)	12% (12)	10% (10)	8% (8)	30% (30)	17% (17)	100
#1 Issue: Other	17% (21)	8% (10)	5% (6)	1% (1)	39% (48)	30% (37)	124
2012 Vote: Barack Obama	27% (224)	20% (160)	6% (52)	3% (27)	31% (255)	12% (98)	816
2012 Vote: Mitt Romney	25% (125)	22% (110)	5% (24)	2% (13)	37% (189)	9% (46)	506
2012 Vote: Other	22% (16)	29% (21)	— (0)	— (0)	28% (21)	21% (15)	73
2012 Vote: Didn't Vote	19% (129)	14% (95)	5% (34)	5% (36)	33% (225)	25% (170)	690
4-Region: Northeast	27% (103)	20% (76)	3% (11)	3% (10)	32% (122)	15% (59)	381
4-Region: Midwest	23% (101)	19% (85)	5% (21)	4% (20)	37% (165)	13% (57)	449
4-Region: South	22% (168)	16% (120)	7% (56)	5% (37)	33% (257)	17% (134)	773
4-Region: West	25% (123)	22% (106)	5% (22)	2% (8)	30% (146)	16% (79)	485

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

Table BRD8_3: *Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?*
Less time between plays and huddles

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	14% (284)	15% (309)	6% (122)	4% (75)	46% (962)	16% (335)	2088
Gender: Male	18% (178)	20% (200)	8% (78)	4% (41)	38% (383)	12% (124)	1005
Gender: Female	10% (106)	10% (109)	4% (44)	3% (35)	53% (579)	19% (210)	1083
Age: 18-29	22% (105)	17% (81)	7% (31)	6% (29)	31% (146)	16% (76)	468
Age: 30-44	17% (88)	16% (81)	7% (38)	4% (18)	41% (211)	15% (78)	514
Age: 45-54	8% (34)	12% (50)	7% (29)	3% (14)	52% (212)	16% (67)	406
Age: 55-64	9% (30)	13% (43)	3% (9)	2% (6)	54% (175)	18% (59)	322
Age: 65+	7% (28)	14% (53)	4% (15)	2% (8)	58% (218)	15% (55)	377
PID: Dem (no lean)	17% (119)	14% (99)	6% (45)	4% (30)	43% (299)	16% (111)	703
PID: Ind (no lean)	9% (67)	13% (102)	5% (39)	3% (20)	51% (381)	19% (146)	754
PID: Rep (no lean)	16% (99)	17% (108)	6% (39)	4% (25)	45% (282)	12% (78)	631
PID/Gender: Dem Men	21% (69)	19% (62)	10% (32)	4% (14)	36% (117)	10% (31)	325
PID/Gender: Dem Women	13% (50)	10% (37)	4% (14)	4% (16)	48% (182)	21% (80)	378
PID/Gender: Ind Men	11% (40)	17% (60)	7% (26)	4% (14)	44% (159)	17% (61)	360
PID/Gender: Ind Women	7% (26)	11% (42)	3% (13)	2% (6)	56% (222)	22% (85)	394
PID/Gender: Rep Men	21% (68)	25% (79)	6% (21)	4% (12)	34% (108)	10% (32)	321
PID/Gender: Rep Women	10% (30)	9% (29)	6% (18)	4% (13)	56% (174)	15% (46)	311
Tea Party: Supporter	19% (102)	19% (103)	7% (38)	4% (24)	40% (217)	11% (61)	544
Tea Party: Not Supporter	12% (176)	13% (205)	6% (85)	3% (51)	48% (740)	18% (272)	1530
Ideo: Liberal (1-3)	19% (132)	20% (143)	6% (42)	4% (26)	37% (261)	14% (96)	700
Ideo: Moderate (4)	11% (51)	16% (71)	8% (35)	5% (22)	47% (208)	13% (60)	447
Ideo: Conservative (5-7)	12% (73)	13% (79)	6% (35)	4% (22)	55% (333)	11% (69)	610
Educ: < College	13% (199)	11% (170)	6% (95)	4% (55)	46% (689)	19% (278)	1486
Educ: Bachelors degree	14% (54)	23% (90)	3% (14)	3% (13)	47% (185)	10% (39)	394
Educ: Post-grad	15% (32)	24% (49)	6% (13)	3% (7)	42% (88)	9% (18)	207

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Table BRD8_3: *Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way? Less time between plays and huddles*

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	14% (284)	15% (309)	6% (122)	4% (75)	46% (962)	16% (335)	2088
Income: Under 50k	13% (170)	12% (157)	6% (84)	4% (51)	46% (604)	20% (259)	1325
Income: 50k-100k	15% (77)	19% (97)	5% (28)	2% (11)	48% (246)	10% (51)	510
Income: 100k+	15% (38)	22% (55)	4% (11)	5% (13)	44% (112)	10% (25)	253
Ethnicity: White	13% (210)	15% (248)	6% (93)	4% (67)	48% (798)	15% (247)	1661
Ethnicity: Hispanic	21% (64)	20% (61)	7% (21)	7% (22)	29% (92)	17% (53)	312
Ethnicity: Afr. Am.	23% (58)	10% (26)	7% (18)	2% (6)	42% (106)	16% (41)	255
Ethnicity: Other	10% (17)	21% (36)	7% (12)	2% (3)	34% (58)	27% (47)	173
Relig: Protestant	14% (63)	14% (66)	4% (18)	2% (9)	54% (248)	12% (58)	462
Relig: Roman Catholic	17% (75)	15% (67)	11% (49)	4% (17)	41% (178)	12% (52)	439
Relig: Ath./Agn./None	12% (69)	14% (86)	5% (28)	4% (23)	45% (267)	21% (125)	598
Relig: Something Else	13% (43)	18% (61)	7% (24)	4% (14)	45% (156)	13% (46)	345
Relig: Evangelical	14% (84)	14% (81)	6% (34)	3% (17)	48% (276)	15% (87)	579
Relig: Non-Evang. Catholics	16% (88)	14% (81)	7% (37)	4% (21)	46% (262)	13% (75)	564
Relig: All Christian	15% (172)	14% (162)	6% (71)	3% (38)	47% (538)	14% (163)	1143
Relig: All Non-Christian	12% (112)	16% (147)	5% (52)	4% (37)	45% (423)	18% (171)	943
Community: Urban	15% (84)	16% (92)	9% (51)	5% (27)	38% (214)	17% (96)	563
Community: Suburban	13% (118)	15% (137)	5% (46)	3% (30)	49% (441)	14% (130)	901
Community: Rural	13% (82)	13% (81)	4% (26)	3% (18)	49% (308)	18% (110)	624
Employ: Private Sector	15% (94)	18% (112)	6% (36)	5% (33)	43% (264)	12% (70)	609
Employ: Government	14% (18)	22% (29)	6% (8)	8% (10)	40% (54)	10% (14)	134
Employ: Self-Employed	19% (38)	15% (30)	13% (25)	4% (7)	40% (79)	9% (17)	197
Employ: Homemaker	17% (30)	10% (18)	6% (12)	2% (3)	48% (87)	17% (31)	181
Employ: Student	14% (15)	20% (21)	9% (9)	3% (3)	35% (37)	19% (20)	105
Employ: Retired	7% (32)	13% (56)	4% (19)	2% (10)	58% (251)	16% (68)	435
Employ: Unemployed	12% (25)	15% (32)	2% (4)	3% (6)	47% (96)	21% (42)	204
Employ: Other	14% (32)	5% (11)	4% (10)	2% (4)	42% (94)	32% (72)	223

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Table BRD8_3: Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?
Less time between plays and huddles

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	14% (284)	15% (309)	6% (122)	4% (75)	46% (962)	16% (335)	2088
Job Type: White-collar	14% (93)	21% (135)	6% (41)	4% (27)	44% (285)	10% (64)	646
Job Type: Blue-collar	15% (136)	13% (121)	6% (55)	4% (34)	51% (472)	12% (107)	924
Job Type: Don't Know	11% (55)	10% (53)	5% (27)	3% (15)	40% (205)	32% (164)	518
Military HH: Yes	14% (51)	15% (56)	9% (33)	4% (17)	49% (187)	9% (34)	377
Military HH: No	14% (233)	15% (254)	5% (89)	3% (59)	45% (775)	18% (301)	1711
RD/WT: Right Direction	20% (137)	15% (98)	9% (58)	5% (34)	35% (235)	16% (107)	668
RD/WT: Wrong Track	10% (147)	15% (212)	5% (65)	3% (42)	51% (727)	16% (228)	1420
Obama Job: Approve	17% (188)	17% (191)	7% (76)	4% (46)	41% (455)	14% (157)	1114
Obama Job: Disapprove	11% (89)	13% (111)	5% (42)	3% (24)	54% (458)	15% (123)	847
#1 Issue: Economy	15% (101)	15% (100)	4% (30)	3% (23)	49% (329)	14% (93)	676
#1 Issue: Security	7% (25)	19% (65)	4% (15)	4% (12)	47% (159)	19% (64)	340
#1 Issue: Health Care	17% (51)	13% (39)	8% (24)	3% (8)	41% (126)	19% (58)	304
#1 Issue: Medicare / Social Security	9% (24)	15% (41)	5% (15)	6% (16)	51% (136)	14% (37)	269
#1 Issue: Women's Issues	18% (21)	15% (18)	8% (9)	3% (4)	46% (53)	10% (12)	117
#1 Issue: Education	20% (32)	16% (25)	12% (20)	3% (4)	39% (61)	10% (16)	157
#1 Issue: Energy	16% (16)	13% (13)	7% (7)	8% (7)	36% (36)	21% (21)	100
#1 Issue: Other	12% (15)	7% (9)	2% (3)	— (0)	50% (62)	28% (35)	124
2012 Vote: Barack Obama	18% (145)	16% (127)	6% (50)	3% (29)	45% (364)	12% (102)	816
2012 Vote: Mitt Romney	12% (62)	19% (96)	4% (19)	2% (12)	52% (265)	10% (52)	506
2012 Vote: Other	5% (4)	21% (15)	6% (4)	— (0)	43% (32)	25% (19)	73
2012 Vote: Didn't Vote	10% (72)	10% (70)	7% (50)	5% (34)	44% (300)	24% (163)	690
4-Region: Northeast	17% (66)	17% (66)	4% (16)	2% (9)	43% (164)	16% (59)	381
4-Region: Midwest	12% (53)	15% (66)	7% (33)	2% (9)	50% (226)	14% (63)	449
4-Region: South	13% (102)	12% (92)	7% (53)	5% (41)	46% (354)	17% (131)	773
4-Region: West	13% (63)	18% (86)	4% (20)	3% (16)	45% (218)	17% (82)	485

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

Table BRD8_4: *Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?
Showing games at more convenient times*

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	18% (373)	19% (387)	5% (114)	3% (68)	39% (809)	16% (338)	2088
Gender: Male	22% (216)	23% (232)	7% (74)	4% (40)	31% (313)	13% (130)	1005
Gender: Female	14% (157)	14% (156)	4% (40)	3% (28)	46% (496)	19% (207)	1083
Age: 18-29	25% (117)	17% (80)	9% (41)	3% (15)	27% (125)	19% (89)	468
Age: 30-44	20% (103)	23% (116)	7% (34)	5% (23)	32% (164)	14% (74)	514
Age: 45-54	14% (57)	15% (63)	5% (22)	5% (22)	45% (183)	15% (60)	406
Age: 55-64	15% (48)	18% (57)	3% (10)	1% (3)	45% (145)	18% (59)	322
Age: 65+	13% (48)	19% (71)	2% (7)	1% (4)	51% (192)	15% (55)	377
PID: Dem (no lean)	19% (133)	19% (137)	7% (48)	3% (23)	35% (247)	17% (116)	703
PID: Ind (no lean)	14% (107)	16% (124)	5% (34)	3% (22)	43% (323)	19% (144)	754
PID: Rep (no lean)	21% (133)	20% (126)	5% (32)	4% (23)	38% (239)	12% (78)	631
PID/Gender: Dem Men	22% (71)	24% (78)	10% (33)	5% (16)	30% (97)	9% (29)	325
PID/Gender: Dem Women	16% (62)	16% (59)	4% (14)	2% (7)	39% (149)	23% (87)	378
PID/Gender: Ind Men	18% (63)	19% (69)	5% (19)	4% (13)	38% (135)	17% (60)	360
PID/Gender: Ind Women	11% (43)	14% (55)	4% (15)	2% (9)	48% (187)	21% (84)	394
PID/Gender: Rep Men	26% (82)	26% (84)	7% (22)	3% (11)	25% (80)	13% (41)	321
PID/Gender: Rep Women	16% (51)	14% (42)	3% (10)	4% (12)	51% (159)	12% (36)	311
Tea Party: Supporter	22% (117)	23% (125)	8% (42)	5% (25)	33% (178)	10% (57)	544
Tea Party: Not Supporter	17% (253)	17% (262)	5% (71)	3% (43)	41% (625)	18% (276)	1530
Ideo: Liberal (1-3)	22% (156)	21% (146)	7% (51)	4% (26)	32% (223)	14% (97)	700
Ideo: Moderate (4)	16% (70)	22% (97)	7% (31)	3% (14)	40% (180)	12% (54)	447
Ideo: Conservative (5-7)	17% (102)	20% (121)	3% (19)	4% (23)	45% (273)	12% (72)	610
Educ: < College	18% (270)	15% (230)	5% (78)	3% (47)	39% (577)	19% (285)	1486
Educ: Bachelors degree	16% (62)	26% (103)	6% (23)	3% (12)	40% (158)	9% (36)	394
Educ: Post-grad	20% (41)	26% (55)	6% (13)	4% (8)	36% (74)	8% (16)	207

Continued on next page

Table BRD8_4: *Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?
 Showing games at more convenient times*

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	18% (373)	19% (387)	5% (114)	3% (68)	39% (809)	16% (338)	2088
Income: Under 50k	18% (240)	16% (206)	5% (69)	3% (44)	39% (513)	19% (252)	1325
Income: 50k-100k	16% (84)	25% (125)	6% (31)	3% (14)	39% (199)	11% (58)	510
Income: 100k+	20% (49)	22% (56)	6% (14)	4% (10)	38% (97)	11% (27)	253
Ethnicity: White	17% (279)	20% (327)	5% (79)	3% (53)	41% (675)	15% (247)	1661
Ethnicity: Hispanic	29% (91)	18% (58)	8% (24)	6% (17)	22% (70)	16% (52)	312
Ethnicity: Afr. Am.	23% (59)	13% (33)	9% (23)	3% (8)	34% (86)	18% (46)	255
Ethnicity: Other	20% (35)	16% (27)	7% (11)	4% (7)	28% (48)	26% (45)	173
Relig: Protestant	18% (84)	18% (84)	4% (20)	2% (9)	46% (212)	11% (53)	462
Relig: Roman Catholic	20% (86)	25% (110)	9% (40)	3% (14)	31% (134)	12% (53)	439
Relig: Ath./Agn./None	15% (88)	16% (96)	5% (31)	3% (16)	40% (239)	21% (128)	598
Relig: Something Else	22% (77)	19% (66)	3% (12)	4% (14)	37% (128)	14% (49)	345
Relig: Evangelical	16% (96)	15% (89)	7% (38)	5% (27)	42% (242)	15% (88)	579
Relig: Non-Evang. Catholics	20% (113)	24% (136)	6% (34)	2% (11)	35% (199)	13% (71)	564
Relig: All Christian	18% (208)	20% (225)	6% (72)	3% (38)	39% (441)	14% (160)	1143
Relig: All Non-Christian	17% (165)	17% (162)	4% (42)	3% (30)	39% (367)	19% (177)	943
Community: Urban	19% (106)	21% (116)	6% (35)	4% (23)	32% (180)	18% (102)	563
Community: Suburban	17% (154)	21% (186)	6% (54)	3% (27)	39% (354)	14% (125)	901
Community: Rural	18% (113)	14% (85)	4% (25)	3% (18)	44% (274)	18% (111)	624
Employ: Private Sector	19% (113)	24% (143)	6% (36)	4% (22)	37% (223)	12% (71)	609
Employ: Government	19% (26)	22% (30)	7% (9)	7% (9)	34% (45)	11% (15)	134
Employ: Self-Employed	22% (43)	21% (41)	8% (16)	3% (6)	36% (70)	11% (22)	197
Employ: Homemaker	20% (36)	16% (29)	5% (9)	4% (6)	40% (73)	15% (28)	181
Employ: Student	16% (17)	16% (16)	15% (15)	4% (5)	27% (29)	22% (23)	105
Employ: Retired	13% (58)	19% (83)	2% (9)	1% (5)	48% (210)	16% (70)	435
Employ: Unemployed	23% (46)	10% (21)	4% (8)	3% (6)	40% (81)	21% (42)	204
Employ: Other	15% (34)	10% (23)	5% (12)	4% (9)	35% (78)	30% (67)	223

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Table BRD8_4: Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?
Showing games at more convenient times

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	18% (373)	19% (387)	5% (114)	3% (68)	39% (809)	16% (338)	2088
Job Type: White-collar	18% (118)	23% (149)	7% (44)	3% (18)	38% (247)	11% (70)	646
Job Type: Blue-collar	20% (185)	18% (167)	6% (54)	3% (31)	42% (385)	11% (102)	924
Job Type: Don't Know	14% (70)	14% (71)	3% (17)	4% (18)	34% (176)	32% (166)	518
Military HH: Yes	19% (72)	19% (73)	7% (27)	4% (15)	41% (156)	9% (34)	377
Military HH: No	18% (301)	18% (314)	5% (87)	3% (53)	38% (652)	18% (304)	1711
RD/WT: Right Direction	22% (145)	18% (120)	8% (53)	4% (28)	31% (210)	17% (112)	668
RD/WT: Wrong Track	16% (228)	19% (268)	4% (61)	3% (39)	42% (599)	16% (226)	1420
Obama Job: Approve	20% (221)	20% (227)	7% (80)	4% (39)	34% (383)	15% (165)	1114
Obama Job: Disapprove	17% (143)	18% (150)	3% (28)	3% (27)	45% (379)	14% (120)	847
#1 Issue: Economy	18% (124)	20% (133)	4% (27)	3% (18)	42% (284)	14% (91)	676
#1 Issue: Security	14% (48)	22% (76)	6% (19)	2% (7)	36% (121)	20% (69)	340
#1 Issue: Health Care	20% (61)	18% (53)	7% (21)	4% (11)	34% (104)	18% (55)	304
#1 Issue: Medicare / Social Security	16% (42)	18% (47)	4% (11)	5% (13)	44% (119)	14% (36)	269
#1 Issue: Women's Issues	18% (21)	22% (25)	6% (7)	3% (3)	40% (47)	12% (13)	117
#1 Issue: Education	32% (50)	14% (21)	11% (17)	5% (7)	29% (45)	11% (17)	157
#1 Issue: Energy	16% (16)	11% (11)	8% (8)	5% (5)	40% (40)	19% (19)	100
#1 Issue: Other	10% (12)	16% (20)	3% (3)	2% (2)	41% (50)	29% (36)	124
2012 Vote: Barack Obama	21% (170)	21% (169)	6% (51)	3% (26)	36% (292)	13% (108)	816
2012 Vote: Mitt Romney	17% (88)	22% (110)	4% (22)	3% (13)	44% (222)	10% (51)	506
2012 Vote: Other	21% (16)	23% (17)	— (0)	— (0)	34% (25)	22% (16)	73
2012 Vote: Didn't Vote	14% (98)	13% (92)	6% (41)	4% (28)	39% (268)	24% (162)	690
4-Region: Northeast	21% (81)	20% (76)	5% (18)	2% (8)	35% (135)	16% (63)	381
4-Region: Midwest	12% (56)	20% (89)	7% (31)	4% (16)	45% (200)	13% (57)	449
4-Region: South	20% (152)	15% (115)	6% (45)	4% (31)	38% (294)	18% (136)	773
4-Region: West	17% (84)	22% (107)	4% (20)	3% (13)	37% (179)	17% (82)	485

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

Table BRD8_5: *Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?
 My favorite team doing better during the regular season*

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	29% (610)	17% (354)	4% (93)	2% (49)	32% (662)	15% (320)	2088
Gender: Male	34% (346)	21% (209)	5% (54)	3% (27)	25% (255)	11% (115)	1005
Gender: Female	24% (265)	13% (145)	4% (39)	2% (22)	38% (407)	19% (205)	1083
Age: 18-29	32% (148)	19% (88)	6% (28)	4% (19)	23% (107)	17% (78)	468
Age: 30-44	30% (153)	20% (101)	7% (38)	3% (13)	27% (140)	14% (70)	514
Age: 45-54	30% (124)	12% (48)	4% (17)	3% (11)	37% (150)	14% (56)	406
Age: 55-64	27% (87)	17% (55)	2% (7)	1% (4)	34% (109)	19% (60)	322
Age: 65+	26% (99)	16% (62)	1% (3)	1% (3)	41% (155)	15% (56)	377
PID: Dem (no lean)	30% (213)	17% (120)	5% (32)	3% (21)	30% (210)	15% (106)	703
PID: Ind (no lean)	27% (204)	14% (102)	5% (34)	2% (14)	34% (253)	20% (147)	754
PID: Rep (no lean)	31% (193)	21% (132)	4% (27)	2% (14)	31% (198)	11% (67)	631
PID/Gender: Dem Men	36% (117)	23% (75)	5% (17)	4% (14)	23% (76)	8% (26)	325
PID/Gender: Dem Women	25% (96)	12% (45)	4% (15)	2% (8)	36% (134)	21% (79)	378
PID/Gender: Ind Men	32% (114)	16% (58)	6% (21)	2% (9)	28% (100)	16% (58)	360
PID/Gender: Ind Women	23% (90)	11% (44)	3% (13)	1% (5)	39% (153)	23% (90)	394
PID/Gender: Rep Men	36% (115)	24% (76)	5% (16)	2% (5)	25% (79)	10% (31)	321
PID/Gender: Rep Women	25% (79)	18% (56)	4% (11)	3% (9)	38% (120)	12% (36)	311
Tea Party: Supporter	35% (190)	20% (107)	7% (36)	3% (15)	26% (141)	10% (56)	544
Tea Party: Not Supporter	27% (414)	16% (244)	4% (57)	2% (34)	34% (517)	17% (262)	1530
Ideo: Liberal (1-3)	35% (247)	17% (118)	7% (49)	3% (18)	26% (181)	12% (87)	700
Ideo: Moderate (4)	27% (121)	22% (99)	4% (20)	3% (12)	33% (147)	11% (48)	447
Ideo: Conservative (5-7)	30% (184)	18% (109)	3% (18)	3% (17)	36% (218)	10% (64)	610
Educ: < College	28% (411)	14% (212)	5% (71)	2% (35)	33% (486)	18% (272)	1486
Educ: Bachelors degree	33% (132)	22% (88)	3% (12)	2% (8)	30% (119)	9% (34)	394
Educ: Post-grad	33% (68)	26% (54)	4% (9)	3% (6)	27% (56)	6% (13)	207

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Table BRD8_5: *Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?
My favorite team doing better during the regular season*

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	29% (610)	17% (354)	4% (93)	2% (49)	32% (662)	15% (320)	2088
Income: Under 50k	28% (367)	14% (181)	5% (65)	3% (35)	33% (431)	19% (246)	1325
Income: 50k-100k	32% (163)	22% (112)	4% (20)	1% (5)	31% (160)	10% (50)	510
Income: 100k+	32% (80)	24% (61)	3% (8)	4% (10)	28% (71)	9% (24)	253
Ethnicity: White	29% (479)	17% (284)	5% (79)	2% (41)	32% (538)	14% (240)	1661
Ethnicity: Hispanic	35% (108)	17% (52)	8% (26)	4% (11)	22% (67)	15% (48)	312
Ethnicity: Afr. Am.	34% (86)	17% (44)	3% (7)	2% (6)	29% (74)	15% (38)	255
Ethnicity: Other	27% (46)	15% (26)	4% (7)	1% (2)	29% (49)	24% (42)	173
Relig: Protestant	32% (150)	17% (77)	2% (10)	1% (6)	37% (169)	11% (49)	462
Relig: Roman Catholic	36% (157)	21% (91)	5% (23)	2% (8)	24% (106)	12% (53)	439
Relig: Ath./Agn./None	24% (145)	15% (91)	4% (26)	3% (16)	33% (196)	21% (123)	598
Relig: Something Else	28% (96)	19% (67)	6% (21)	3% (9)	31% (107)	13% (44)	345
Relig: Evangelical	29% (168)	15% (84)	5% (28)	2% (14)	35% (204)	14% (81)	579
Relig: Non-Evang. Catholics	36% (201)	20% (112)	3% (18)	2% (9)	27% (154)	12% (70)	564
Relig: All Christian	32% (368)	17% (196)	4% (46)	2% (24)	31% (358)	13% (151)	1143
Relig: All Non-Christian	26% (241)	17% (159)	5% (47)	3% (26)	32% (303)	18% (167)	943
Community: Urban	31% (172)	17% (94)	7% (39)	3% (15)	26% (145)	17% (98)	563
Community: Suburban	29% (265)	20% (180)	3% (28)	2% (21)	32% (288)	13% (118)	901
Community: Rural	28% (173)	13% (81)	4% (26)	2% (13)	37% (229)	17% (103)	624
Employ: Private Sector	31% (188)	21% (130)	4% (24)	3% (19)	30% (184)	11% (65)	609
Employ: Government	30% (40)	20% (27)	7% (10)	5% (7)	29% (39)	9% (12)	134
Employ: Self-Employed	36% (71)	20% (39)	8% (15)	3% (6)	25% (49)	8% (16)	197
Employ: Homemaker	32% (59)	13% (23)	5% (10)	3% (5)	30% (55)	16% (30)	181
Employ: Student	27% (28)	20% (21)	5% (5)	5% (5)	22% (23)	22% (23)	105
Employ: Retired	26% (114)	17% (73)	1% (6)	— (1)	39% (172)	16% (69)	435
Employ: Unemployed	27% (56)	11% (23)	4% (8)	1% (2)	36% (74)	20% (41)	204
Employ: Other	24% (55)	8% (19)	7% (16)	2% (4)	30% (67)	28% (63)	223

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Table BRD8_5: Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?
My favorite team doing better during the regular season

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	29% (610)	17% (354)	4% (93)	2% (49)	32% (662)	15% (320)	2088
Job Type: White-collar	31% (201)	24% (153)	4% (29)	2% (15)	29% (188)	9% (60)	646
Job Type: Blue-collar	32% (296)	16% (148)	4% (41)	2% (19)	35% (327)	10% (93)	924
Job Type: Don't Know	22% (113)	10% (53)	4% (23)	3% (15)	28% (147)	32% (167)	518
Military HH: Yes	31% (118)	20% (75)	5% (21)	2% (9)	33% (124)	8% (30)	377
Military HH: No	29% (493)	16% (279)	4% (72)	2% (40)	31% (538)	17% (289)	1711
RD/WT: Right Direction	30% (198)	18% (123)	6% (42)	3% (19)	28% (186)	15% (100)	668
RD/WT: Wrong Track	29% (413)	16% (232)	4% (50)	2% (30)	33% (476)	15% (220)	1420
Obama Job: Approve	32% (360)	18% (202)	6% (66)	3% (36)	27% (306)	13% (145)	1114
Obama Job: Disapprove	28% (238)	17% (146)	3% (24)	2% (13)	37% (313)	13% (113)	847
#1 Issue: Economy	31% (207)	17% (112)	3% (24)	2% (16)	35% (234)	12% (83)	676
#1 Issue: Security	31% (105)	18% (60)	2% (7)	1% (5)	32% (108)	16% (56)	340
#1 Issue: Health Care	32% (97)	16% (49)	8% (23)	2% (6)	26% (80)	16% (50)	304
#1 Issue: Medicare / Social Security	27% (74)	14% (38)	2% (6)	5% (13)	36% (96)	16% (43)	269
#1 Issue: Women's Issues	25% (29)	20% (23)	7% (8)	— (0)	35% (41)	13% (16)	117
#1 Issue: Education	31% (49)	22% (35)	11% (17)	4% (6)	22% (35)	10% (15)	157
#1 Issue: Energy	27% (27)	18% (18)	9% (9)	2% (2)	25% (25)	20% (20)	100
#1 Issue: Other	19% (23)	16% (20)	— (0)	1% (1)	34% (42)	30% (37)	124
2012 Vote: Barack Obama	33% (270)	18% (150)	4% (35)	2% (18)	31% (255)	11% (89)	816
2012 Vote: Mitt Romney	32% (164)	19% (94)	4% (20)	1% (7)	34% (171)	10% (49)	506
2012 Vote: Other	28% (21)	21% (15)	— (0)	2% (2)	28% (21)	20% (15)	73
2012 Vote: Didn't Vote	22% (154)	14% (96)	5% (37)	3% (23)	31% (214)	24% (166)	690
4-Region: Northeast	36% (136)	15% (58)	3% (10)	1% (5)	30% (114)	15% (57)	381
4-Region: Midwest	27% (122)	19% (85)	6% (26)	2% (9)	33% (150)	13% (57)	449
4-Region: South	28% (217)	15% (119)	5% (35)	3% (26)	32% (246)	17% (130)	773
4-Region: West	28% (135)	19% (92)	4% (22)	2% (9)	31% (151)	16% (76)	485

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

Table BRD8_6: *Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?*
Better representation of women in the sport

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	11% (229)	12% (249)	7% (141)	6% (119)	47% (978)	18% (372)	2088
Gender: Male	13% (131)	14% (142)	9% (90)	8% (82)	41% (409)	15% (151)	1005
Gender: Female	9% (98)	10% (107)	5% (51)	3% (37)	53% (569)	20% (221)	1083
Age: 18-29	22% (102)	16% (74)	10% (47)	8% (38)	25% (118)	19% (89)	468
Age: 30-44	14% (71)	16% (81)	9% (46)	6% (29)	40% (207)	16% (80)	514
Age: 45-54	6% (25)	9% (35)	6% (24)	5% (21)	56% (229)	18% (72)	406
Age: 55-64	4% (13)	7% (24)	4% (14)	4% (12)	60% (192)	21% (67)	322
Age: 65+	5% (18)	9% (35)	3% (10)	5% (19)	61% (231)	17% (65)	377
PID: Dem (no lean)	16% (114)	14% (102)	8% (54)	4% (31)	39% (277)	18% (125)	703
PID: Ind (no lean)	9% (67)	10% (77)	5% (37)	5% (38)	50% (374)	21% (161)	754
PID: Rep (no lean)	8% (49)	11% (70)	8% (50)	8% (50)	52% (326)	14% (86)	631
PID/Gender: Dem Men	19% (60)	18% (58)	11% (34)	6% (20)	33% (107)	14% (45)	325
PID/Gender: Dem Women	14% (54)	11% (43)	5% (19)	3% (10)	45% (170)	21% (81)	378
PID/Gender: Ind Men	10% (36)	11% (38)	8% (28)	7% (26)	47% (168)	18% (64)	360
PID/Gender: Ind Women	8% (30)	10% (39)	2% (10)	3% (12)	52% (206)	25% (97)	394
PID/Gender: Rep Men	11% (35)	14% (46)	9% (28)	11% (35)	42% (134)	13% (43)	321
PID/Gender: Rep Women	4% (14)	8% (24)	7% (22)	5% (15)	62% (192)	14% (43)	311
Tea Party: Supporter	15% (83)	17% (92)	8% (46)	9% (48)	39% (213)	12% (63)	544
Tea Party: Not Supporter	10% (146)	10% (152)	6% (93)	5% (71)	50% (759)	20% (307)	1530
Ideo: Liberal (1-3)	19% (132)	17% (121)	9% (65)	4% (30)	35% (248)	15% (103)	700
Ideo: Moderate (4)	9% (40)	14% (65)	7% (31)	5% (21)	50% (225)	15% (65)	447
Ideo: Conservative (5-7)	6% (39)	7% (42)	6% (34)	10% (60)	58% (356)	13% (79)	610
Educ: < College	10% (154)	10% (154)	7% (106)	5% (81)	46% (684)	21% (306)	1486
Educ: Bachelors degree	11% (45)	15% (58)	5% (19)	7% (26)	52% (203)	11% (43)	394
Educ: Post-grad	15% (30)	18% (37)	8% (16)	6% (11)	43% (90)	11% (23)	207

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Table BRD8_6: *Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?
 Better representation of women in the sport*

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	11% (229)	12% (249)	7% (141)	6% (119)	47% (978)	18% (372)	2088
Income: Under 50k	11% (145)	11% (143)	7% (94)	6% (75)	45% (592)	21% (276)	1325
Income: 50k-100k	10% (54)	15% (76)	7% (34)	4% (21)	52% (264)	12% (62)	510
Income: 100k+	12% (31)	12% (29)	5% (13)	9% (23)	48% (122)	14% (34)	253
Ethnicity: White	9% (156)	12% (194)	7% (108)	6% (104)	49% (821)	17% (277)	1661
Ethnicity: Hispanic	21% (67)	17% (54)	12% (39)	6% (18)	25% (79)	18% (56)	312
Ethnicity: Afr. Am.	21% (53)	14% (37)	5% (13)	2% (6)	39% (100)	18% (47)	255
Ethnicity: Other	11% (20)	11% (19)	11% (20)	6% (10)	33% (57)	28% (48)	173
Relig: Protestant	10% (45)	8% (36)	6% (26)	6% (26)	57% (263)	14% (65)	462
Relig: Roman Catholic	14% (63)	14% (63)	9% (39)	5% (23)	45% (195)	13% (56)	439
Relig: Ath./Agn./None	8% (51)	13% (78)	6% (35)	6% (37)	44% (260)	23% (136)	598
Relig: Something Else	13% (45)	14% (47)	8% (28)	7% (23)	44% (151)	15% (51)	345
Relig: Evangelical	11% (64)	11% (63)	6% (33)	6% (34)	49% (283)	18% (102)	579
Relig: Non-Evang. Catholics	12% (70)	11% (60)	8% (45)	4% (25)	50% (283)	14% (81)	564
Relig: All Christian	12% (133)	11% (123)	7% (78)	5% (59)	50% (567)	16% (183)	1143
Relig: All Non-Christian	10% (96)	13% (125)	7% (63)	6% (60)	44% (411)	20% (187)	943
Community: Urban	14% (77)	16% (92)	9% (50)	6% (33)	36% (201)	20% (110)	563
Community: Suburban	10% (86)	11% (97)	6% (56)	8% (68)	50% (451)	16% (144)	901
Community: Rural	11% (67)	10% (60)	6% (35)	3% (19)	52% (325)	19% (119)	624
Employ: Private Sector	10% (61)	15% (93)	8% (49)	7% (42)	47% (287)	13% (77)	609
Employ: Government	12% (16)	19% (25)	6% (8)	11% (14)	41% (55)	12% (16)	134
Employ: Self-Employed	17% (34)	11% (21)	13% (25)	5% (11)	43% (84)	11% (22)	197
Employ: Homemaker	11% (20)	12% (22)	7% (13)	5% (8)	48% (87)	17% (31)	181
Employ: Student	26% (27)	14% (15)	10% (10)	3% (3)	24% (25)	23% (25)	105
Employ: Retired	6% (25)	10% (42)	2% (11)	5% (20)	60% (260)	18% (78)	435
Employ: Unemployed	16% (32)	8% (16)	4% (8)	6% (12)	44% (91)	22% (45)	204
Employ: Other	6% (14)	7% (15)	8% (17)	4% (9)	39% (88)	36% (79)	223

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Table BRD8_6: Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?
Better representation of women in the sport

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	11% (229)	12% (249)	7% (141)	6% (119)	47% (978)	18% (372)	2088
Job Type: White-collar	12% (76)	16% (102)	7% (45)	7% (44)	47% (305)	11% (73)	646
Job Type: Blue-collar	11% (104)	11% (103)	7% (62)	6% (55)	52% (481)	13% (119)	924
Job Type: Don't Know	9% (49)	8% (43)	7% (34)	4% (20)	37% (192)	35% (180)	518
Military HH: Yes	14% (53)	11% (43)	8% (29)	6% (24)	49% (186)	11% (42)	377
Military HH: No	10% (176)	12% (205)	7% (112)	6% (95)	46% (791)	19% (330)	1711
RD/WT: Right Direction	16% (108)	16% (106)	9% (63)	6% (43)	34% (229)	18% (120)	668
RD/WT: Wrong Track	9% (121)	10% (143)	5% (77)	5% (76)	53% (749)	18% (253)	1420
Obama Job: Approve	15% (166)	17% (189)	8% (93)	5% (60)	39% (430)	16% (176)	1114
Obama Job: Disapprove	7% (62)	6% (51)	5% (46)	7% (58)	59% (496)	16% (133)	847
#1 Issue: Economy	9% (63)	13% (85)	5% (37)	6% (44)	51% (342)	16% (105)	676
#1 Issue: Security	7% (23)	11% (38)	5% (18)	8% (27)	49% (168)	19% (66)	340
#1 Issue: Health Care	15% (45)	12% (36)	9% (26)	4% (12)	42% (128)	19% (57)	304
#1 Issue: Medicare / Social Security	6% (16)	11% (30)	5% (15)	6% (17)	53% (144)	18% (48)	269
#1 Issue: Women's Issues	15% (17)	18% (21)	9% (10)	2% (2)	42% (49)	15% (18)	117
#1 Issue: Education	24% (38)	12% (19)	11% (17)	4% (7)	37% (58)	12% (18)	157
#1 Issue: Energy	14% (14)	14% (14)	8% (8)	6% (6)	38% (38)	19% (19)	100
#1 Issue: Other	11% (13)	5% (6)	8% (10)	4% (5)	40% (50)	33% (41)	124
2012 Vote: Barack Obama	13% (110)	15% (126)	7% (58)	4% (34)	45% (363)	15% (125)	816
2012 Vote: Mitt Romney	7% (37)	10% (51)	6% (31)	9% (47)	56% (283)	11% (58)	506
2012 Vote: Other	11% (8)	8% (6)	— (0)	1% (1)	54% (39)	26% (19)	73
2012 Vote: Didn't Vote	11% (74)	10% (66)	8% (52)	5% (37)	42% (290)	25% (170)	690
4-Region: Northeast	14% (53)	13% (49)	6% (23)	5% (18)	45% (170)	18% (68)	381
4-Region: Midwest	9% (39)	11% (51)	10% (43)	6% (26)	49% (220)	16% (71)	449
4-Region: South	12% (94)	11% (85)	6% (46)	5% (40)	47% (362)	19% (146)	773
4-Region: West	9% (44)	13% (64)	6% (29)	7% (35)	47% (225)	18% (87)	485

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

Table BRD8_7: *Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?
 Allowing more player celebrations*

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	11% (229)	13% (270)	8% (160)	8% (174)	43% (907)	17% (349)	2088
Gender: Male	16% (158)	17% (170)	10% (98)	11% (114)	33% (334)	13% (131)	1005
Gender: Female	7% (71)	9% (100)	6% (62)	5% (59)	53% (573)	20% (218)	1083
Age: 18-29	20% (95)	20% (91)	8% (39)	7% (31)	27% (127)	18% (84)	468
Age: 30-44	13% (67)	18% (90)	11% (56)	6% (32)	37% (192)	15% (77)	514
Age: 45-54	9% (35)	10% (41)	6% (25)	8% (31)	51% (206)	16% (67)	406
Age: 55-64	5% (18)	7% (22)	6% (19)	13% (41)	50% (160)	20% (63)	322
Age: 65+	4% (14)	7% (25)	5% (21)	10% (38)	59% (222)	15% (58)	377
PID: Dem (no lean)	14% (98)	13% (90)	8% (55)	8% (54)	40% (280)	18% (125)	703
PID: Ind (no lean)	9% (65)	12% (88)	8% (59)	7% (51)	45% (341)	20% (150)	754
PID: Rep (no lean)	11% (67)	15% (92)	7% (45)	11% (69)	45% (285)	12% (73)	631
PID/Gender: Dem Men	19% (63)	17% (54)	11% (35)	12% (37)	31% (100)	11% (36)	325
PID/Gender: Dem Women	9% (35)	10% (36)	5% (21)	4% (17)	48% (181)	24% (89)	378
PID/Gender: Ind Men	14% (49)	14% (52)	10% (35)	8% (29)	38% (135)	17% (60)	360
PID/Gender: Ind Women	4% (16)	9% (36)	6% (24)	5% (21)	52% (206)	23% (90)	394
PID/Gender: Rep Men	15% (47)	20% (64)	9% (29)	15% (48)	31% (100)	11% (34)	321
PID/Gender: Rep Women	6% (20)	9% (28)	5% (17)	7% (21)	60% (186)	12% (39)	311
Tea Party: Supporter	17% (91)	17% (94)	9% (48)	10% (56)	35% (193)	12% (64)	544
Tea Party: Not Supporter	9% (138)	11% (173)	7% (107)	8% (118)	46% (710)	18% (283)	1530
Ideo: Liberal (1-3)	18% (127)	18% (124)	10% (69)	7% (50)	34% (237)	13% (94)	700
Ideo: Moderate (4)	9% (42)	11% (48)	9% (40)	10% (44)	49% (217)	13% (56)	447
Ideo: Conservative (5-7)	7% (43)	11% (70)	7% (42)	13% (78)	49% (298)	13% (80)	610
Educ: < College	11% (163)	11% (162)	7% (110)	8% (120)	43% (641)	20% (290)	1486
Educ: Bachelors degree	10% (41)	17% (69)	7% (27)	9% (36)	46% (182)	10% (41)	394
Educ: Post-grad	12% (26)	19% (39)	11% (23)	8% (18)	41% (85)	9% (18)	207

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Table BRD8_7: *Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?
Allowing more player celebrations*

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	11% (229)	13% (270)	8% (160)	8% (174)	43% (907)	17% (349)	2088
Income: Under 50k	11% (146)	11% (150)	8% (100)	8% (102)	42% (562)	20% (265)	1325
Income: 50k-100k	10% (53)	17% (88)	9% (46)	7% (34)	45% (231)	11% (58)	510
Income: 100k+	12% (30)	13% (32)	6% (14)	15% (37)	45% (114)	10% (25)	253
Ethnicity: White	9% (156)	13% (208)	8% (131)	9% (156)	45% (751)	16% (258)	1661
Ethnicity: Hispanic	18% (56)	18% (56)	9% (27)	10% (30)	27% (84)	19% (58)	312
Ethnicity: Afr. Am.	19% (48)	14% (35)	6% (15)	3% (8)	40% (103)	18% (46)	255
Ethnicity: Other	14% (25)	15% (27)	8% (14)	5% (9)	31% (53)	26% (45)	173
Relig: Protestant	10% (46)	9% (41)	7% (30)	10% (46)	53% (243)	12% (55)	462
Relig: Roman Catholic	13% (56)	16% (71)	9% (39)	9% (38)	41% (179)	13% (56)	439
Relig: Ath./Agn./None	10% (57)	11% (66)	9% (51)	8% (50)	39% (234)	23% (139)	598
Relig: Something Else	15% (51)	16% (55)	8% (26)	6% (20)	44% (152)	12% (41)	345
Relig: Evangelical	10% (57)	15% (87)	6% (34)	9% (50)	45% (259)	16% (92)	579
Relig: Non-Evang. Catholics	11% (64)	11% (63)	9% (48)	9% (53)	46% (261)	13% (75)	564
Relig: All Christian	11% (121)	13% (150)	7% (83)	9% (103)	45% (520)	15% (167)	1143
Relig: All Non-Christian	11% (108)	13% (120)	8% (77)	7% (70)	41% (387)	19% (180)	943
Community: Urban	14% (81)	16% (88)	9% (53)	6% (34)	36% (203)	18% (104)	563
Community: Suburban	9% (79)	12% (113)	7% (67)	10% (87)	46% (417)	15% (137)	901
Community: Rural	11% (69)	11% (69)	6% (39)	8% (53)	46% (287)	17% (108)	624
Employ: Private Sector	15% (89)	16% (97)	7% (43)	10% (62)	40% (244)	12% (73)	609
Employ: Government	6% (8)	18% (24)	11% (15)	10% (13)	42% (56)	14% (18)	134
Employ: Self-Employed	13% (26)	15% (29)	12% (24)	8% (16)	41% (80)	11% (21)	197
Employ: Homemaker	10% (18)	11% (19)	7% (13)	5% (9)	49% (89)	18% (33)	181
Employ: Student	20% (22)	15% (16)	8% (9)	6% (6)	27% (29)	23% (25)	105
Employ: Retired	5% (21)	7% (32)	5% (23)	10% (45)	56% (243)	16% (72)	435
Employ: Unemployed	14% (28)	14% (29)	5% (11)	6% (12)	42% (86)	19% (40)	204
Employ: Other	8% (17)	11% (24)	10% (22)	5% (11)	36% (81)	30% (67)	223

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Table BRD8_7: Would each of the following make you more or less likely to watch NFL games in the future, or would it have no impact either way?
Allowing more player celebrations

Demographic	Much more likely to watch future NFL games	Somewhat more likely to watch future NFL games	Somewhat less likely to watch future NFL games	Much less likely to watch future NFL games	Have no impact either way	Don't Know / No Opinion	Total N
All Respondents	11% (229)	13% (270)	8% (160)	8% (174)	43% (907)	17% (349)	2088
Job Type: White-collar	12% (79)	16% (100)	9% (57)	9% (58)	44% (282)	11% (70)	646
Job Type: Blue-collar	11% (105)	12% (112)	8% (72)	10% (88)	47% (438)	12% (108)	924
Job Type: Don't Know	9% (44)	11% (57)	6% (31)	5% (28)	36% (187)	33% (171)	518
Military HH: Yes	15% (57)	13% (49)	6% (22)	10% (37)	47% (176)	10% (36)	377
Military HH: No	10% (172)	13% (220)	8% (138)	8% (137)	43% (731)	18% (312)	1711
RD/WT: Right Direction	16% (107)	16% (109)	10% (64)	7% (47)	34% (224)	17% (117)	668
RD/WT: Wrong Track	9% (122)	11% (160)	7% (95)	9% (127)	48% (683)	16% (232)	1420
Obama Job: Approve	14% (158)	16% (182)	8% (93)	8% (86)	38% (425)	15% (170)	1114
Obama Job: Disapprove	8% (70)	10% (85)	7% (62)	10% (85)	50% (425)	14% (119)	847
#1 Issue: Economy	10% (65)	12% (84)	8% (55)	10% (65)	46% (308)	15% (99)	676
#1 Issue: Security	9% (32)	11% (38)	8% (26)	8% (26)	45% (153)	19% (64)	340
#1 Issue: Health Care	14% (43)	12% (37)	9% (29)	7% (22)	40% (120)	17% (53)	304
#1 Issue: Medicare / Social Security	7% (20)	10% (27)	7% (18)	12% (31)	49% (133)	15% (41)	269
#1 Issue: Women's Issues	12% (14)	16% (18)	8% (10)	4% (5)	50% (58)	10% (12)	117
#1 Issue: Education	18% (28)	26% (40)	7% (11)	5% (7)	33% (52)	11% (18)	157
#1 Issue: Energy	18% (18)	15% (15)	7% (7)	12% (12)	27% (27)	21% (21)	100
#1 Issue: Other	7% (9)	8% (10)	3% (4)	4% (5)	45% (56)	32% (40)	124
2012 Vote: Barack Obama	16% (128)	15% (123)	8% (66)	6% (51)	42% (340)	13% (109)	816
2012 Vote: Mitt Romney	8% (42)	11% (56)	8% (40)	14% (70)	49% (248)	10% (50)	506
2012 Vote: Other	6% (5)	13% (10)	7% (5)	10% (7)	38% (28)	26% (19)	73
2012 Vote: Didn't Vote	8% (53)	12% (81)	7% (48)	7% (46)	42% (291)	25% (170)	690
4-Region: Northeast	12% (47)	13% (50)	9% (35)	9% (36)	39% (148)	17% (65)	381
4-Region: Midwest	9% (39)	13% (60)	8% (37)	8% (35)	47% (213)	14% (65)	449
4-Region: South	12% (89)	12% (90)	7% (55)	9% (66)	43% (333)	18% (139)	773
4-Region: West	11% (54)	14% (70)	7% (32)	8% (36)	44% (212)	16% (79)	485

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

Table BRD9: From the list below, which of the following is most important to deciding whether or not you will watch the next Super Bowl?

Demographic	The teams playing		The performers at the "Half-Time Show"		The expected quality of the commercials and advertisements		Don't Know / No Opinion		Total N
All Respondents	39%	(819)	13%	(278)	17%	(354)	31%	(638)	2088
Gender: Male	46%	(464)	12%	(116)	17%	(169)	25%	(255)	1005
Gender: Female	33%	(354)	15%	(161)	17%	(185)	35%	(382)	1083
Age: 18-29	30%	(139)	19%	(88)	25%	(115)	27%	(126)	468
Age: 30-44	38%	(194)	18%	(91)	18%	(95)	26%	(135)	514
Age: 45-54	42%	(172)	11%	(43)	14%	(55)	33%	(135)	406
Age: 55-64	44%	(142)	9%	(28)	14%	(44)	34%	(108)	322
Age: 65+	45%	(171)	7%	(28)	12%	(46)	35%	(133)	377
PID: Dem (no lean)	34%	(239)	15%	(108)	19%	(134)	32%	(222)	703
PID: Ind (no lean)	40%	(300)	12%	(87)	14%	(103)	35%	(264)	754
PID: Rep (no lean)	44%	(279)	13%	(82)	19%	(118)	24%	(151)	631
PID/Gender: Dem Men	40%	(131)	15%	(49)	18%	(58)	26%	(86)	325
PID/Gender: Dem Women	29%	(108)	16%	(59)	20%	(75)	36%	(136)	378
PID/Gender: Ind Men	47%	(171)	8%	(29)	13%	(45)	32%	(115)	360
PID/Gender: Ind Women	33%	(129)	15%	(58)	15%	(58)	38%	(149)	394
PID/Gender: Rep Men	51%	(162)	12%	(38)	21%	(66)	17%	(54)	321
PID/Gender: Rep Women	38%	(117)	14%	(44)	17%	(52)	31%	(97)	311
Tea Party: Supporter	43%	(236)	17%	(93)	19%	(101)	21%	(114)	544
Tea Party: Not Supporter	38%	(579)	12%	(182)	16%	(250)	34%	(519)	1530
Ideo: Liberal (1-3)	37%	(257)	17%	(119)	20%	(139)	26%	(185)	700
Ideo: Moderate (4)	40%	(181)	13%	(56)	19%	(84)	28%	(125)	447
Ideo: Conservative (5-7)	48%	(295)	11%	(68)	16%	(97)	25%	(149)	610
Educ: < College	36%	(532)	13%	(187)	17%	(251)	35%	(517)	1486
Educ: Bachelors degree	48%	(191)	14%	(57)	16%	(63)	21%	(84)	394
Educ: Post-grad	46%	(96)	17%	(34)	20%	(41)	18%	(37)	207
Income: Under 50k	36%	(480)	13%	(170)	15%	(198)	36%	(477)	1325
Income: 50k-100k	44%	(224)	15%	(75)	21%	(106)	21%	(105)	510
Income: 100k+	46%	(115)	13%	(32)	20%	(50)	22%	(55)	253

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Table BRD9: From the list below, which of the following is most important to deciding whether or not you will watch the next Super Bowl?

Demographic	The teams playing		The performers at the "Half-Time Show"		The expected quality of the commercials and advertisements		Don't Know / No Opinion		Total N
			%	N	%	N	%	N	
All Respondents	39%	(819)	13%	(278)	17%	(354)	31%	(638)	2088
Ethnicity: White	42%	(689)	13%	(211)	16%	(274)	29%	(487)	1661
Ethnicity: Hispanic	29%	(89)	18%	(56)	23%	(73)	30%	(94)	312
Ethnicity: Afr. Am.	32%	(81)	17%	(43)	18%	(47)	33%	(84)	255
Ethnicity: Other	28%	(49)	14%	(23)	19%	(34)	39%	(67)	173
Relig: Protestant	44%	(203)	12%	(56)	16%	(74)	28%	(128)	462
Relig: Roman Catholic	43%	(187)	15%	(66)	20%	(88)	22%	(98)	439
Relig: Ath./Agn./None	36%	(216)	13%	(77)	16%	(97)	35%	(208)	598
Relig: Something Else	36%	(124)	13%	(46)	19%	(64)	32%	(111)	345
Relig: Evangelical	40%	(234)	12%	(69)	18%	(102)	30%	(174)	579
Relig: Non-Evang. Catholics	43%	(243)	15%	(86)	16%	(91)	25%	(144)	564
Relig: All Christian	42%	(477)	14%	(155)	17%	(193)	28%	(318)	1143
Relig: All Non-Christian	36%	(341)	13%	(123)	17%	(161)	34%	(318)	943
Community: Urban	37%	(208)	16%	(89)	15%	(87)	32%	(179)	563
Community: Suburban	41%	(366)	13%	(115)	19%	(174)	27%	(245)	901
Community: Rural	39%	(244)	12%	(73)	15%	(93)	34%	(213)	624
Employ: Private Sector	43%	(259)	13%	(79)	21%	(125)	24%	(146)	609
Employ: Government	32%	(43)	23%	(31)	26%	(35)	18%	(25)	134
Employ: Self-Employed	42%	(82)	17%	(33)	15%	(30)	26%	(51)	197
Employ: Homemaker	36%	(66)	21%	(37)	15%	(26)	29%	(52)	181
Employ: Student	32%	(34)	12%	(13)	29%	(31)	26%	(28)	105
Employ: Retired	44%	(190)	8%	(33)	11%	(47)	38%	(164)	435
Employ: Unemployed	36%	(74)	11%	(22)	16%	(33)	37%	(76)	204
Employ: Other	31%	(70)	13%	(29)	12%	(27)	44%	(97)	223
Job Type: White-collar	43%	(277)	16%	(103)	20%	(129)	21%	(137)	646
Job Type: Blue-collar	42%	(393)	13%	(118)	18%	(165)	27%	(249)	924
Job Type: Don't Know	29%	(149)	11%	(57)	12%	(61)	48%	(251)	518
Military HH: Yes	42%	(160)	16%	(60)	17%	(66)	24%	(92)	377
Military HH: No	39%	(659)	13%	(217)	17%	(289)	32%	(546)	1711

Continued on next page

Table BRD9: From the list below, which of the following is most important to deciding whether or not you will watch the next Super Bowl?

Demographic	The teams playing		The performers at the "Half-Time Show"		The expected quality of the commercials and advertisements		Don't Know / No Opinion		Total N
All Respondents	39%	(819)	13%	(278)	17%	(354)	31%	(638)	2088
RD/WT: Right Direction	37%	(249)	17%	(112)	20%	(131)	26%	(176)	668
RD/WT: Wrong Track	40%	(569)	12%	(165)	16%	(223)	33%	(462)	1420
Obama Job: Approve	38%	(426)	16%	(177)	19%	(208)	27%	(303)	1114
Obama Job: Disapprove	44%	(371)	11%	(92)	16%	(134)	29%	(249)	847
#1 Issue: Economy	42%	(283)	14%	(94)	17%	(112)	28%	(187)	676
#1 Issue: Security	41%	(140)	13%	(44)	15%	(51)	31%	(105)	340
#1 Issue: Health Care	44%	(135)	14%	(42)	16%	(48)	26%	(79)	304
#1 Issue: Medicare / Social Security	40%	(107)	9%	(24)	14%	(37)	38%	(101)	269
#1 Issue: Women's Issues	28%	(32)	21%	(25)	27%	(31)	25%	(29)	117
#1 Issue: Education	35%	(55)	14%	(22)	27%	(43)	24%	(38)	157
#1 Issue: Energy	33%	(33)	13%	(13)	23%	(23)	31%	(31)	100
#1 Issue: Other	27%	(34)	10%	(13)	8%	(9)	55%	(68)	124
2012 Vote: Barack Obama	41%	(335)	15%	(121)	18%	(143)	27%	(217)	816
2012 Vote: Mitt Romney	48%	(241)	13%	(66)	17%	(84)	23%	(115)	506
2012 Vote: Other	45%	(33)	8%	(6)	7%	(5)	40%	(29)	73
2012 Vote: Didn't Vote	30%	(208)	12%	(85)	18%	(121)	40%	(276)	690
4-Region: Northeast	40%	(154)	16%	(62)	14%	(53)	30%	(113)	381
4-Region: Midwest	41%	(183)	12%	(54)	16%	(73)	31%	(140)	449
4-Region: South	37%	(284)	14%	(107)	19%	(144)	31%	(238)	773
4-Region: West	41%	(198)	11%	(55)	18%	(85)	30%	(147)	485

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

Table BRD10: Before today, were you aware that Ivanka Trump, President-elect Donald Trump's daughter, has a clothing and fashion accessory line?

Demographic	Yes	No	Total N
All Respondents	50% (1036)	50% (1052)	2088
Gender: Male	49% (493)	51% (512)	1005
Gender: Female	50% (543)	50% (540)	1083
Age: 18-29	39% (183)	61% (285)	468
Age: 30-44	48% (247)	52% (267)	514
Age: 45-54	53% (217)	47% (189)	406
Age: 55-64	51% (165)	49% (158)	322
Age: 65+	60% (225)	40% (152)	377
PID: Dem (no lean)	50% (354)	50% (349)	703
PID: Ind (no lean)	41% (307)	59% (447)	754
PID: Rep (no lean)	59% (374)	41% (257)	631
PID/Gender: Dem Men	47% (154)	53% (171)	325
PID/Gender: Dem Women	53% (201)	47% (177)	378
PID/Gender: Ind Men	41% (146)	59% (214)	360
PID/Gender: Ind Women	41% (162)	59% (233)	394
PID/Gender: Rep Men	60% (194)	40% (127)	321
PID/Gender: Rep Women	58% (181)	42% (130)	311
Tea Party: Supporter	59% (320)	41% (224)	544
Tea Party: Not Supporter	46% (708)	54% (822)	1530
Ideo: Liberal (1-3)	55% (384)	45% (315)	700
Ideo: Moderate (4)	49% (217)	51% (230)	447
Ideo: Conservative (5-7)	56% (341)	44% (269)	610
Educ: < College	44% (659)	56% (827)	1486
Educ: Bachelors degree	62% (243)	38% (152)	394
Educ: Post-grad	65% (134)	35% (74)	207
Income: Under 50k	43% (573)	57% (752)	1325
Income: 50k-100k	60% (306)	40% (204)	510
Income: 100k+	62% (157)	38% (96)	253
Ethnicity: White	52% (864)	48% (797)	1661
Ethnicity: Hispanic	45% (141)	55% (172)	312
Ethnicity: Afr. Am.	41% (105)	59% (150)	255

Continued on next page

Table BRD10: *Before today, were you aware that Ivanka Trump, President-elect Donald Trump's daughter, has a clothing and fashion accessory line?*

Demographic	Yes		No		Total N
All Respondents	50%	(1036)	50%	(1052)	2088
Ethnicity: Other	39%	(67)	61%	(105)	173
Relig: Protestant	61%	(284)	39%	(178)	462
Relig: Roman Catholic	53%	(232)	47%	(206)	439
Relig: Ath./Agn./None	39%	(235)	61%	(363)	598
Relig: Something Else	51%	(178)	49%	(167)	345
Relig: Evangelical	53%	(307)	47%	(273)	579
Relig: Non-Evang. Catholics	56%	(317)	44%	(247)	564
Relig: All Christian	55%	(624)	45%	(520)	1143
Relig: All Non-Christian	44%	(412)	56%	(530)	943
Community: Urban	48%	(270)	52%	(293)	563
Community: Suburban	52%	(470)	48%	(431)	901
Community: Rural	47%	(296)	53%	(328)	624
Employ: Private Sector	54%	(330)	46%	(279)	609
Employ: Government	56%	(74)	44%	(59)	134
Employ: Self-Employed	54%	(107)	46%	(90)	197
Employ: Homemaker	41%	(75)	59%	(106)	181
Employ: Student	41%	(43)	59%	(62)	105
Employ: Retired	57%	(249)	43%	(186)	435
Employ: Unemployed	40%	(82)	60%	(122)	204
Employ: Other	34%	(75)	66%	(147)	223
Job Type: White-collar	60%	(390)	40%	(256)	646
Job Type: Blue-collar	54%	(497)	46%	(427)	924
Job Type: Don't Know	29%	(150)	71%	(369)	518
Military HH: Yes	57%	(216)	43%	(162)	377
Military HH: No	48%	(820)	52%	(890)	1711
RD/WT: Right Direction	53%	(352)	47%	(317)	668
RD/WT: Wrong Track	48%	(685)	52%	(735)	1420
Obama Job: Approve	52%	(578)	48%	(536)	1114
Obama Job: Disapprove	51%	(433)	49%	(414)	847

Continued on next page

Table BRD10: *Before today, were you aware that Ivanka Trump, President-elect Donald Trump's daughter, has a clothing and fashion accessory line?*

Demographic	Yes		No		Total N
All Respondents	50%	(1036)	50%	(1052)	2088
#1 Issue: Economy	48%	(322)	52%	(354)	676
#1 Issue: Security	56%	(191)	44%	(149)	340
#1 Issue: Health Care	48%	(147)	52%	(157)	304
#1 Issue: Medicare / Social Security	48%	(131)	52%	(139)	269
#1 Issue: Women's Issues	56%	(65)	44%	(52)	117
#1 Issue: Education	51%	(80)	49%	(77)	157
#1 Issue: Energy	49%	(49)	51%	(50)	100
#1 Issue: Other	42%	(51)	58%	(72)	124
2012 Vote: Barack Obama	54%	(440)	46%	(376)	816
2012 Vote: Mitt Romney	63%	(320)	37%	(186)	506
2012 Vote: Other	41%	(30)	59%	(44)	73
2012 Vote: Didn't Vote	35%	(244)	65%	(446)	690
4-Region: Northeast	46%	(177)	54%	(204)	381
4-Region: Midwest	52%	(236)	48%	(214)	449
4-Region: South	49%	(380)	51%	(393)	773
4-Region: West	50%	(244)	50%	(241)	485

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

Table BRD11_1: Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?
Ivanka Trump

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	8%	(166)	16%	(344)	24%	(493)	34%	(700)	18%	(385)	2088
Gender: Male	10%	(100)	17%	(174)	23%	(231)	31%	(315)	18%	(185)	1005
Gender: Female	6%	(66)	16%	(170)	24%	(261)	36%	(385)	19%	(200)	1083
Age: 18-29	8%	(37)	16%	(73)	22%	(105)	36%	(169)	18%	(84)	468
Age: 30-44	10%	(52)	20%	(102)	22%	(115)	32%	(163)	16%	(83)	514
Age: 45-54	8%	(30)	14%	(58)	25%	(103)	31%	(126)	22%	(88)	406
Age: 55-64	6%	(20)	17%	(53)	23%	(74)	35%	(114)	19%	(62)	322
Age: 65+	7%	(26)	15%	(58)	25%	(96)	34%	(129)	18%	(69)	377
PID: Dem (no lean)	7%	(49)	12%	(82)	23%	(159)	47%	(329)	12%	(84)	703
PID: Ind (no lean)	4%	(33)	13%	(101)	24%	(178)	35%	(261)	24%	(182)	754
PID: Rep (no lean)	13%	(84)	26%	(161)	25%	(156)	18%	(111)	19%	(119)	631
PID/Gender: Dem Men	9%	(30)	12%	(39)	25%	(82)	41%	(134)	13%	(41)	325
PID/Gender: Dem Women	5%	(20)	12%	(44)	20%	(77)	52%	(195)	11%	(43)	378
PID/Gender: Ind Men	5%	(19)	14%	(51)	22%	(80)	34%	(124)	24%	(86)	360
PID/Gender: Ind Women	3%	(14)	13%	(50)	25%	(98)	35%	(137)	24%	(96)	394
PID/Gender: Rep Men	16%	(51)	26%	(84)	22%	(70)	18%	(57)	18%	(58)	321
PID/Gender: Rep Women	10%	(33)	25%	(77)	28%	(86)	17%	(54)	20%	(61)	311
Tea Party: Supporter	18%	(97)	29%	(156)	22%	(120)	19%	(104)	12%	(67)	544
Tea Party: Not Supporter	4%	(64)	12%	(187)	24%	(370)	39%	(592)	21%	(315)	1530
Ideo: Liberal (1-3)	9%	(62)	17%	(117)	22%	(151)	44%	(310)	8%	(59)	700
Ideo: Moderate (4)	5%	(22)	16%	(73)	27%	(119)	32%	(143)	20%	(90)	447
Ideo: Conservative (5-7)	12%	(71)	21%	(130)	27%	(166)	22%	(133)	18%	(110)	610
Educ: < College	8%	(114)	15%	(227)	23%	(341)	34%	(502)	20%	(303)	1486
Educ: Bachelors degree	6%	(25)	19%	(74)	26%	(103)	35%	(136)	14%	(56)	394
Educ: Post-grad	13%	(27)	21%	(43)	24%	(49)	30%	(62)	13%	(26)	207
Income: Under 50k	7%	(97)	14%	(186)	23%	(304)	36%	(470)	20%	(268)	1325
Income: 50k-100k	9%	(44)	21%	(108)	24%	(124)	30%	(153)	16%	(81)	510
Income: 100k+	10%	(25)	20%	(51)	26%	(65)	30%	(77)	14%	(36)	253

Continued on next page

Table BRD11_1: *Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?**Ivanka Trump*

Demographic	Yes, definitely	Yes, maybe	No, probably not	No, definitely not	Don't Know / No Opinion	Total N
All Respondents	8% (166)	16% (344)	24% (493)	34% (700)	18% (385)	2088
Ethnicity: White	8% (137)	18% (296)	24% (393)	32% (525)	19% (310)	1661
Ethnicity: Hispanic	8% (26)	12% (37)	24% (76)	37% (115)	19% (58)	312
Ethnicity: Afr. Am.	8% (20)	10% (26)	28% (71)	43% (109)	11% (29)	255
Ethnicity: Other	6% (10)	13% (22)	17% (29)	38% (66)	27% (46)	173
Relig: Protestant	10% (47)	17% (77)	26% (119)	28% (131)	19% (88)	462
Relig: Roman Catholic	10% (44)	22% (96)	21% (93)	32% (142)	14% (63)	439
Relig: Ath./Agn./None	4% (27)	13% (75)	21% (123)	41% (248)	21% (125)	598
Relig: Something Else	8% (29)	15% (51)	30% (103)	30% (103)	17% (59)	345
Relig: Evangelical	11% (65)	20% (118)	23% (131)	29% (167)	17% (98)	579
Relig: Non-Evang. Catholics	8% (46)	18% (100)	24% (135)	32% (182)	18% (101)	564
Relig: All Christian	10% (110)	19% (218)	23% (266)	31% (350)	17% (199)	1143
Relig: All Non-Christian	6% (56)	13% (126)	24% (226)	37% (351)	20% (184)	943
Community: Urban	10% (54)	18% (103)	21% (117)	35% (195)	17% (94)	563
Community: Suburban	6% (56)	16% (141)	26% (236)	34% (308)	18% (161)	901
Community: Rural	9% (55)	16% (101)	23% (141)	32% (198)	21% (130)	624
Employ: Private Sector	9% (55)	19% (113)	25% (154)	30% (185)	17% (102)	609
Employ: Government	15% (20)	21% (28)	17% (23)	34% (45)	13% (18)	134
Employ: Self-Employed	8% (16)	20% (39)	27% (53)	34% (67)	11% (22)	197
Employ: Homemaker	5% (9)	19% (34)	21% (37)	41% (75)	14% (26)	181
Employ: Student	7% (8)	11% (12)	30% (32)	31% (33)	20% (22)	105
Employ: Retired	7% (32)	15% (63)	27% (116)	31% (136)	20% (88)	435
Employ: Unemployed	5% (10)	13% (26)	25% (50)	38% (77)	20% (41)	204
Employ: Other	7% (16)	13% (29)	12% (27)	37% (83)	31% (68)	223
Job Type: White-collar	11% (69)	20% (131)	27% (173)	29% (185)	13% (87)	646
Job Type: Blue-collar	8% (76)	17% (154)	24% (223)	37% (338)	14% (133)	924
Job Type: Don't Know	4% (21)	11% (59)	19% (97)	34% (177)	32% (165)	518
Military HH: Yes	12% (44)	20% (77)	25% (95)	29% (108)	14% (54)	377
Military HH: No	7% (122)	16% (268)	23% (398)	35% (592)	19% (331)	1711
RD/WT: Right Direction	15% (100)	20% (131)	23% (154)	26% (172)	17% (112)	668
RD/WT: Wrong Track	5% (66)	15% (213)	24% (339)	37% (528)	19% (273)	1420

Continued on next page

Table BRD11_1: Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?
Ivanka Trump

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	8%	(166)	16%	(344)	24%	(493)	34%	(700)	18%	(385)	2088
Obama Job: Approve	8%	(90)	13%	(150)	22%	(246)	43%	(478)	13%	(150)	1114
Obama Job: Disapprove	8%	(71)	22%	(183)	27%	(229)	23%	(195)	20%	(168)	847
#1 Issue: Economy	7%	(48)	18%	(124)	24%	(161)	32%	(215)	19%	(128)	676
#1 Issue: Security	9%	(31)	22%	(75)	23%	(80)	26%	(90)	19%	(65)	340
#1 Issue: Health Care	11%	(32)	16%	(49)	23%	(70)	33%	(100)	18%	(54)	304
#1 Issue: Medicare / Social Security	6%	(17)	13%	(34)	26%	(71)	38%	(102)	17%	(46)	269
#1 Issue: Women's Issues	9%	(10)	16%	(19)	18%	(21)	46%	(54)	11%	(13)	117
#1 Issue: Education	10%	(16)	18%	(29)	26%	(41)	33%	(52)	12%	(19)	157
#1 Issue: Energy	10%	(10)	8%	(8)	27%	(27)	40%	(40)	14%	(14)	100
#1 Issue: Other	1%	(1)	5%	(6)	18%	(22)	39%	(49)	37%	(46)	124
2012 Vote: Barack Obama	9%	(69)	12%	(99)	24%	(195)	43%	(354)	12%	(99)	816
2012 Vote: Mitt Romney	11%	(55)	26%	(131)	28%	(142)	19%	(98)	16%	(81)	506
2012 Vote: Other	6%	(5)	13%	(10)	23%	(17)	23%	(17)	35%	(25)	73
2012 Vote: Didn't Vote	5%	(37)	15%	(104)	20%	(138)	33%	(230)	26%	(180)	690
4-Region: Northeast	9%	(35)	16%	(62)	25%	(94)	32%	(122)	18%	(69)	381
4-Region: Midwest	6%	(26)	18%	(82)	24%	(107)	35%	(156)	17%	(78)	449
4-Region: South	9%	(71)	15%	(120)	24%	(183)	32%	(251)	19%	(148)	773
4-Region: West	7%	(33)	17%	(81)	22%	(109)	35%	(172)	19%	(91)	485

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

Table BRD11_2: *Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?*
 Nordstrom

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	17%	(363)	27%	(555)	22%	(459)	17%	(347)	17%	(364)	2088
Gender: Male	17%	(168)	28%	(281)	21%	(212)	15%	(153)	19%	(191)	1005
Gender: Female	18%	(195)	25%	(274)	23%	(247)	18%	(194)	16%	(173)	1083
Age: 18-29	23%	(106)	23%	(108)	21%	(99)	14%	(65)	19%	(90)	468
Age: 30-44	21%	(108)	33%	(170)	18%	(92)	12%	(61)	16%	(83)	514
Age: 45-54	13%	(53)	23%	(94)	23%	(94)	21%	(87)	19%	(79)	406
Age: 55-64	13%	(41)	27%	(88)	25%	(80)	18%	(58)	17%	(55)	322
Age: 65+	15%	(55)	25%	(95)	25%	(94)	20%	(76)	15%	(57)	377
PID: Dem (no lean)	21%	(147)	31%	(215)	20%	(143)	17%	(117)	11%	(81)	703
PID: Ind (no lean)	13%	(96)	23%	(172)	24%	(180)	17%	(126)	24%	(179)	754
PID: Rep (no lean)	19%	(119)	27%	(168)	22%	(136)	16%	(103)	17%	(104)	631
PID/Gender: Dem Men	21%	(67)	31%	(102)	19%	(62)	16%	(51)	13%	(42)	325
PID/Gender: Dem Women	21%	(80)	30%	(113)	21%	(81)	17%	(66)	10%	(39)	378
PID/Gender: Ind Men	11%	(41)	25%	(89)	24%	(87)	16%	(56)	24%	(87)	360
PID/Gender: Ind Women	14%	(56)	21%	(84)	24%	(93)	18%	(70)	23%	(92)	394
PID/Gender: Rep Men	19%	(60)	28%	(91)	19%	(62)	14%	(45)	20%	(63)	321
PID/Gender: Rep Women	19%	(60)	25%	(78)	24%	(74)	19%	(58)	13%	(42)	311
Tea Party: Supporter	23%	(128)	30%	(161)	22%	(119)	13%	(70)	12%	(66)	544
Tea Party: Not Supporter	15%	(235)	25%	(388)	22%	(338)	18%	(276)	19%	(293)	1530
Ideo: Liberal (1-3)	22%	(156)	32%	(227)	20%	(142)	15%	(103)	10%	(72)	700
Ideo: Moderate (4)	15%	(68)	28%	(125)	24%	(105)	17%	(75)	17%	(75)	447
Ideo: Conservative (5-7)	19%	(113)	26%	(159)	23%	(138)	18%	(108)	15%	(92)	610
Educ: < College	14%	(214)	24%	(354)	23%	(341)	19%	(281)	20%	(296)	1486
Educ: Bachelors degree	24%	(94)	31%	(121)	21%	(81)	12%	(49)	12%	(49)	394
Educ: Post-grad	26%	(54)	38%	(80)	18%	(37)	8%	(17)	9%	(20)	207
Income: Under 50k	13%	(174)	24%	(323)	24%	(322)	20%	(259)	19%	(248)	1325
Income: 50k-100k	23%	(117)	29%	(146)	19%	(98)	13%	(64)	17%	(85)	510
Income: 100k+	28%	(71)	34%	(86)	16%	(39)	10%	(24)	13%	(32)	253

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Table BRD11_2: *Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?*

Nordstrom

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	17%	(363)	27%	(555)	22%	(459)	17%	(347)	17%	(364)	2088
Ethnicity: White	16%	(263)	26%	(433)	23%	(375)	18%	(294)	18%	(295)	1661
Ethnicity: Hispanic	21%	(64)	27%	(84)	21%	(67)	16%	(50)	15%	(47)	312
Ethnicity: Afr. Am.	27%	(69)	26%	(67)	21%	(52)	13%	(34)	13%	(32)	255
Ethnicity: Other	18%	(31)	32%	(55)	18%	(32)	11%	(19)	21%	(37)	173
Relig: Protestant	21%	(95)	25%	(118)	23%	(106)	15%	(71)	16%	(73)	462
Relig: Roman Catholic	22%	(95)	29%	(129)	20%	(86)	16%	(71)	13%	(58)	439
Relig: Ath./Agn./None	14%	(83)	23%	(136)	23%	(135)	18%	(109)	22%	(134)	598
Relig: Something Else	17%	(59)	26%	(90)	27%	(92)	15%	(53)	15%	(50)	345
Relig: Evangelical	17%	(100)	29%	(167)	19%	(112)	18%	(105)	16%	(95)	579
Relig: Non-Evang. Catholics	21%	(120)	29%	(162)	21%	(119)	14%	(80)	15%	(83)	564
Relig: All Christian	19%	(220)	29%	(329)	20%	(231)	16%	(185)	16%	(178)	1143
Relig: All Non-Christian	15%	(143)	24%	(226)	24%	(227)	17%	(162)	20%	(185)	943
Community: Urban	23%	(128)	27%	(153)	22%	(121)	13%	(76)	15%	(85)	563
Community: Suburban	17%	(154)	29%	(259)	22%	(198)	16%	(146)	16%	(144)	901
Community: Rural	13%	(81)	23%	(144)	22%	(140)	20%	(125)	22%	(135)	624
Employ: Private Sector	22%	(131)	28%	(173)	20%	(125)	14%	(85)	16%	(96)	609
Employ: Government	25%	(33)	30%	(40)	15%	(20)	17%	(22)	14%	(18)	134
Employ: Self-Employed	20%	(39)	31%	(61)	28%	(55)	9%	(17)	13%	(25)	197
Employ: Homemaker	16%	(29)	28%	(52)	19%	(35)	25%	(46)	11%	(20)	181
Employ: Student	19%	(20)	33%	(35)	19%	(20)	10%	(11)	19%	(20)	105
Employ: Retired	14%	(61)	25%	(108)	25%	(110)	18%	(80)	17%	(75)	435
Employ: Unemployed	10%	(21)	21%	(42)	27%	(54)	19%	(39)	23%	(47)	204
Employ: Other	13%	(28)	20%	(45)	18%	(40)	21%	(46)	28%	(63)	223
Job Type: White-collar	25%	(163)	32%	(205)	19%	(126)	11%	(72)	12%	(80)	646
Job Type: Blue-collar	15%	(138)	27%	(253)	24%	(219)	20%	(186)	14%	(127)	924
Job Type: Don't Know	12%	(61)	19%	(96)	22%	(114)	17%	(88)	31%	(158)	518
Military HH: Yes	19%	(72)	31%	(116)	21%	(80)	16%	(61)	13%	(48)	377
Military HH: No	17%	(291)	26%	(439)	22%	(379)	17%	(286)	18%	(316)	1711
RD/WT: Right Direction	21%	(141)	28%	(189)	20%	(131)	13%	(89)	18%	(118)	668
RD/WT: Wrong Track	16%	(222)	26%	(366)	23%	(328)	18%	(258)	17%	(246)	1420

Continued on next page

Table BRD11_2: *Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?*
 Nordstrom

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	17%	(363)	27%	(555)	22%	(459)	17%	(347)	17%	(364)	2088
Obama Job: Approve	22%	(241)	29%	(326)	21%	(235)	14%	(158)	14%	(154)	1114
Obama Job: Disapprove	13%	(111)	25%	(213)	24%	(203)	20%	(172)	17%	(147)	847
#1 Issue: Economy	17%	(112)	30%	(204)	22%	(147)	14%	(94)	18%	(119)	676
#1 Issue: Security	17%	(59)	28%	(97)	21%	(71)	17%	(57)	17%	(57)	340
#1 Issue: Health Care	19%	(56)	23%	(71)	20%	(60)	22%	(66)	17%	(51)	304
#1 Issue: Medicare / Social Security	12%	(32)	22%	(59)	28%	(76)	21%	(57)	17%	(47)	269
#1 Issue: Women's Issues	21%	(24)	33%	(38)	15%	(18)	18%	(21)	14%	(16)	117
#1 Issue: Education	30%	(47)	25%	(39)	21%	(34)	12%	(19)	12%	(19)	157
#1 Issue: Energy	19%	(19)	28%	(28)	25%	(25)	14%	(13)	15%	(15)	100
#1 Issue: Other	11%	(13)	17%	(21)	24%	(30)	16%	(19)	33%	(40)	124
2012 Vote: Barack Obama	23%	(185)	31%	(253)	19%	(152)	16%	(128)	12%	(98)	816
2012 Vote: Mitt Romney	18%	(94)	31%	(155)	23%	(116)	15%	(76)	13%	(66)	506
2012 Vote: Other	8%	(6)	24%	(18)	27%	(20)	10%	(8)	30%	(22)	73
2012 Vote: Didn't Vote	11%	(77)	19%	(128)	25%	(171)	20%	(135)	26%	(178)	690
4-Region: Northeast	18%	(67)	23%	(88)	25%	(94)	17%	(67)	17%	(65)	381
4-Region: Midwest	13%	(58)	29%	(130)	21%	(94)	20%	(92)	17%	(76)	449
4-Region: South	17%	(131)	25%	(193)	23%	(178)	17%	(128)	18%	(143)	773
4-Region: West	22%	(107)	30%	(145)	19%	(93)	12%	(60)	16%	(80)	485

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

Table BRD11_3: Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?
Macy's

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	26%	(534)	34%	(706)	14%	(287)	12%	(258)	14%	(303)	2088
Gender: Male	23%	(226)	35%	(347)	15%	(149)	12%	(120)	16%	(162)	1005
Gender: Female	28%	(307)	33%	(359)	13%	(138)	13%	(138)	13%	(141)	1083
Age: 18-29	26%	(122)	35%	(166)	14%	(67)	9%	(41)	15%	(72)	468
Age: 30-44	30%	(157)	33%	(169)	12%	(61)	11%	(58)	14%	(71)	514
Age: 45-54	20%	(82)	32%	(130)	17%	(69)	15%	(62)	16%	(63)	406
Age: 55-64	24%	(78)	32%	(105)	15%	(49)	15%	(47)	14%	(44)	322
Age: 65+	25%	(95)	36%	(137)	11%	(41)	14%	(51)	14%	(52)	377
PID: Dem (no lean)	30%	(212)	35%	(248)	13%	(88)	12%	(87)	10%	(68)	703
PID: Ind (no lean)	21%	(158)	31%	(235)	15%	(116)	13%	(102)	19%	(145)	754
PID: Rep (no lean)	26%	(164)	35%	(224)	13%	(83)	11%	(70)	14%	(90)	631
PID/Gender: Dem Men	30%	(97)	33%	(108)	13%	(42)	13%	(42)	11%	(35)	325
PID/Gender: Dem Women	30%	(115)	37%	(140)	12%	(46)	12%	(44)	9%	(32)	378
PID/Gender: Ind Men	16%	(57)	32%	(114)	18%	(65)	14%	(50)	20%	(73)	360
PID/Gender: Ind Women	25%	(100)	31%	(120)	13%	(50)	13%	(52)	18%	(72)	394
PID/Gender: Rep Men	22%	(72)	39%	(125)	13%	(42)	9%	(28)	17%	(53)	321
PID/Gender: Rep Women	30%	(92)	32%	(98)	13%	(41)	13%	(42)	12%	(37)	311
Tea Party: Supporter	31%	(169)	35%	(192)	16%	(87)	9%	(52)	8%	(45)	544
Tea Party: Not Supporter	24%	(363)	33%	(510)	13%	(198)	14%	(207)	17%	(253)	1530
Ideo: Liberal (1-3)	30%	(207)	37%	(259)	14%	(96)	10%	(69)	10%	(69)	700
Ideo: Moderate (4)	25%	(110)	35%	(156)	15%	(68)	13%	(59)	12%	(55)	447
Ideo: Conservative (5-7)	26%	(161)	33%	(202)	15%	(90)	13%	(82)	12%	(75)	610
Educ: < College	22%	(331)	32%	(482)	15%	(217)	14%	(208)	17%	(249)	1486
Educ: Bachelors degree	30%	(120)	38%	(150)	12%	(47)	9%	(37)	10%	(39)	394
Educ: Post-grad	40%	(83)	36%	(74)	11%	(22)	6%	(13)	7%	(15)	207
Income: Under 50k	21%	(281)	33%	(441)	15%	(196)	15%	(204)	15%	(203)	1325
Income: 50k-100k	31%	(158)	35%	(179)	13%	(67)	7%	(35)	14%	(71)	510
Income: 100k+	37%	(94)	34%	(87)	9%	(24)	8%	(19)	11%	(29)	253

Continued on next page

Table BRD11_3: Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?
 Macy's

Demographic	Yes, definitely	Yes, maybe	No, probably not	No, definitely not	Don't Know / No Opinion	Total N
All Respondents	26% (534)	34% (706)	14% (287)	12% (258)	14% (303)	2088
Ethnicity: White	24% (392)	34% (567)	15% (241)	13% (217)	15% (244)	1661
Ethnicity: Hispanic	34% (105)	25% (78)	13% (42)	13% (41)	15% (46)	312
Ethnicity: Afr. Am.	39% (98)	34% (87)	8% (20)	9% (23)	10% (26)	255
Ethnicity: Other	25% (44)	30% (52)	15% (26)	11% (18)	19% (33)	173
Relig: Protestant	29% (132)	34% (155)	12% (57)	13% (59)	13% (59)	462
Relig: Roman Catholic	33% (146)	32% (142)	12% (52)	11% (46)	12% (52)	439
Relig: Ath./Agn./None	20% (118)	34% (205)	15% (88)	14% (85)	17% (103)	598
Relig: Something Else	24% (83)	34% (118)	17% (60)	11% (39)	13% (46)	345
Relig: Evangelical	26% (151)	34% (194)	13% (78)	14% (80)	13% (76)	579
Relig: Non-Evang. Catholics	32% (182)	34% (189)	11% (62)	10% (54)	14% (77)	564
Relig: All Christian	29% (333)	34% (384)	12% (139)	12% (134)	13% (153)	1143
Relig: All Non-Christian	21% (201)	34% (323)	16% (147)	13% (124)	16% (148)	943
Community: Urban	30% (166)	33% (187)	12% (66)	11% (63)	14% (79)	563
Community: Suburban	26% (234)	36% (325)	14% (128)	11% (97)	13% (118)	901
Community: Rural	21% (134)	31% (194)	15% (93)	16% (98)	17% (105)	624
Employ: Private Sector	28% (169)	35% (215)	14% (85)	10% (61)	13% (79)	609
Employ: Government	31% (41)	38% (50)	7% (9)	13% (18)	11% (15)	134
Employ: Self-Employed	29% (58)	32% (64)	16% (32)	9% (19)	13% (25)	197
Employ: Homemaker	26% (47)	29% (53)	14% (25)	24% (44)	7% (12)	181
Employ: Student	22% (23)	44% (46)	18% (19)	3% (3)	13% (14)	105
Employ: Retired	27% (116)	33% (144)	13% (55)	13% (55)	15% (64)	435
Employ: Unemployed	20% (41)	33% (67)	18% (36)	12% (25)	17% (36)	204
Employ: Other	17% (38)	30% (67)	11% (25)	16% (35)	26% (59)	223
Job Type: White-collar	36% (234)	35% (228)	12% (76)	7% (47)	9% (61)	646
Job Type: Blue-collar	22% (207)	38% (349)	13% (120)	15% (138)	12% (109)	924
Job Type: Don't Know	18% (92)	25% (129)	17% (91)	14% (73)	26% (133)	518
Military HH: Yes	28% (107)	38% (143)	13% (47)	12% (46)	9% (34)	377
Military HH: No	25% (427)	33% (564)	14% (240)	12% (212)	16% (269)	1711
RD/WT: Right Direction	31% (206)	32% (215)	13% (86)	11% (74)	13% (87)	668
RD/WT: Wrong Track	23% (328)	35% (491)	14% (201)	13% (185)	15% (216)	1420

Continued on next page

Table BRD11_3: Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?
Macy's

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	26%	(534)	34%	(706)	14%	(287)	12%	(258)	14%	(303)	2088
Obama Job: Approve	30%	(331)	36%	(402)	12%	(132)	11%	(121)	12%	(129)	1114
Obama Job: Disapprove	21%	(179)	32%	(275)	17%	(144)	15%	(129)	14%	(120)	847
#1 Issue: Economy	27%	(184)	36%	(242)	13%	(85)	11%	(77)	13%	(87)	676
#1 Issue: Security	27%	(93)	36%	(124)	13%	(43)	10%	(33)	14%	(47)	340
#1 Issue: Health Care	24%	(73)	31%	(93)	14%	(42)	16%	(50)	15%	(46)	304
#1 Issue: Medicare / Social Security	20%	(54)	30%	(80)	17%	(45)	16%	(43)	18%	(48)	269
#1 Issue: Women's Issues	29%	(35)	43%	(50)	12%	(14)	7%	(9)	9%	(10)	117
#1 Issue: Education	34%	(53)	30%	(47)	18%	(28)	9%	(14)	9%	(14)	157
#1 Issue: Energy	23%	(23)	31%	(31)	20%	(20)	13%	(13)	13%	(13)	100
#1 Issue: Other	15%	(19)	32%	(40)	7%	(9)	15%	(19)	30%	(37)	124
2012 Vote: Barack Obama	31%	(257)	34%	(280)	11%	(93)	13%	(102)	10%	(84)	816
2012 Vote: Mitt Romney	28%	(142)	37%	(186)	14%	(73)	10%	(51)	11%	(54)	506
2012 Vote: Other	19%	(14)	27%	(20)	21%	(15)	7%	(5)	26%	(19)	73
2012 Vote: Didn't Vote	18%	(121)	32%	(219)	15%	(105)	14%	(99)	21%	(146)	690
4-Region: Northeast	34%	(129)	31%	(119)	13%	(48)	11%	(41)	12%	(44)	381
4-Region: Midwest	19%	(83)	36%	(163)	14%	(64)	16%	(72)	15%	(68)	449
4-Region: South	26%	(201)	34%	(260)	14%	(105)	12%	(95)	15%	(112)	773
4-Region: West	25%	(120)	34%	(165)	14%	(70)	10%	(51)	16%	(78)	485

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

Table BRD11_4: *Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?*
 J.Jill

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	8%	(167)	16%	(333)	24%	(509)	20%	(423)	31%	(655)	2088
Gender: Male	10%	(97)	14%	(141)	25%	(247)	21%	(207)	31%	(313)	1005
Gender: Female	6%	(70)	18%	(192)	24%	(262)	20%	(216)	32%	(343)	1083
Age: 18-29	10%	(47)	15%	(71)	26%	(122)	18%	(86)	30%	(141)	468
Age: 30-44	11%	(55)	21%	(108)	23%	(119)	18%	(92)	27%	(141)	514
Age: 45-54	7%	(29)	14%	(58)	24%	(98)	21%	(85)	33%	(135)	406
Age: 55-64	6%	(19)	17%	(55)	25%	(82)	20%	(64)	32%	(102)	322
Age: 65+	4%	(16)	11%	(42)	24%	(89)	25%	(95)	36%	(136)	377
PID: Dem (no lean)	9%	(64)	19%	(136)	24%	(170)	20%	(140)	27%	(193)	703
PID: Ind (no lean)	5%	(40)	12%	(88)	23%	(172)	24%	(183)	36%	(271)	754
PID: Rep (no lean)	10%	(63)	17%	(110)	26%	(167)	16%	(100)	30%	(191)	631
PID/Gender: Dem Men	10%	(34)	16%	(51)	27%	(89)	20%	(67)	26%	(85)	325
PID/Gender: Dem Women	8%	(30)	22%	(85)	21%	(81)	19%	(74)	29%	(108)	378
PID/Gender: Ind Men	6%	(22)	11%	(38)	23%	(82)	25%	(91)	35%	(127)	360
PID/Gender: Ind Women	5%	(18)	13%	(50)	23%	(90)	23%	(92)	36%	(144)	394
PID/Gender: Rep Men	13%	(41)	16%	(52)	24%	(76)	16%	(50)	32%	(101)	321
PID/Gender: Rep Women	7%	(22)	19%	(57)	29%	(91)	16%	(50)	29%	(90)	311
Tea Party: Supporter	16%	(88)	22%	(121)	24%	(132)	14%	(77)	23%	(126)	544
Tea Party: Not Supporter	5%	(77)	14%	(209)	25%	(375)	22%	(343)	34%	(524)	1530
Ideo: Liberal (1-3)	11%	(79)	21%	(145)	26%	(180)	18%	(124)	25%	(172)	700
Ideo: Moderate (4)	6%	(26)	18%	(80)	25%	(113)	21%	(93)	30%	(136)	447
Ideo: Conservative (5-7)	8%	(50)	15%	(90)	26%	(157)	20%	(124)	31%	(188)	610
Educ: < College	7%	(108)	14%	(207)	24%	(360)	22%	(324)	33%	(487)	1486
Educ: Bachelors degree	7%	(28)	19%	(74)	28%	(110)	18%	(72)	28%	(111)	394
Educ: Post-grad	15%	(31)	25%	(53)	19%	(40)	13%	(28)	27%	(57)	207
Income: Under 50k	7%	(88)	14%	(183)	24%	(320)	23%	(304)	32%	(429)	1325
Income: 50k-100k	9%	(45)	19%	(96)	25%	(126)	17%	(85)	31%	(158)	510
Income: 100k+	13%	(34)	21%	(54)	25%	(63)	14%	(34)	27%	(69)	253

Continued on next page

Table BRD11_4: *Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?*

J.Jill

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	8%	(167)	16%	(333)	24%	(509)	20%	(423)	31%	(655)	2088
Ethnicity: White	8%	(128)	15%	(254)	25%	(412)	20%	(333)	32%	(534)	1661
Ethnicity: Hispanic	10%	(32)	17%	(52)	26%	(80)	21%	(64)	27%	(84)	312
Ethnicity: Afr. Am.	11%	(28)	22%	(56)	23%	(58)	21%	(54)	23%	(59)	255
Ethnicity: Other	7%	(11)	13%	(23)	23%	(40)	21%	(37)	36%	(62)	173
Relig: Protestant	8%	(39)	16%	(74)	25%	(115)	20%	(92)	31%	(142)	462
Relig: Roman Catholic	10%	(46)	21%	(93)	24%	(104)	19%	(84)	26%	(112)	439
Relig: Ath./Agn./None	6%	(34)	11%	(67)	24%	(143)	23%	(135)	37%	(218)	598
Relig: Something Else	11%	(38)	15%	(52)	28%	(97)	19%	(64)	27%	(93)	345
Relig: Evangelical	8%	(49)	21%	(119)	22%	(125)	20%	(116)	29%	(170)	579
Relig: Non-Evang. Catholics	8%	(45)	17%	(95)	25%	(143)	19%	(109)	30%	(172)	564
Relig: All Christian	8%	(94)	19%	(214)	23%	(268)	20%	(224)	30%	(342)	1143
Relig: All Non-Christian	8%	(73)	13%	(119)	26%	(240)	21%	(199)	33%	(312)	943
Community: Urban	11%	(64)	19%	(107)	23%	(129)	17%	(96)	30%	(167)	563
Community: Suburban	7%	(62)	15%	(138)	26%	(233)	20%	(184)	31%	(283)	901
Community: Rural	7%	(42)	14%	(88)	24%	(147)	23%	(143)	33%	(206)	624
Employ: Private Sector	9%	(54)	20%	(121)	25%	(154)	17%	(101)	29%	(179)	609
Employ: Government	12%	(16)	28%	(37)	15%	(20)	18%	(24)	27%	(36)	134
Employ: Self-Employed	12%	(24)	14%	(27)	37%	(73)	14%	(27)	23%	(46)	197
Employ: Homemaker	9%	(16)	21%	(38)	21%	(39)	27%	(50)	21%	(38)	181
Employ: Student	6%	(7)	18%	(19)	27%	(28)	12%	(12)	37%	(39)	105
Employ: Retired	6%	(26)	11%	(48)	24%	(106)	23%	(102)	35%	(154)	435
Employ: Unemployed	6%	(12)	8%	(17)	25%	(51)	26%	(53)	35%	(72)	204
Employ: Other	5%	(12)	12%	(27)	17%	(39)	24%	(54)	41%	(91)	223
Job Type: White-collar	11%	(74)	21%	(133)	25%	(162)	14%	(88)	29%	(189)	646
Job Type: Blue-collar	7%	(62)	17%	(155)	25%	(235)	23%	(217)	28%	(256)	924
Job Type: Don't Know	6%	(31)	9%	(45)	22%	(113)	23%	(118)	41%	(211)	518
Military HH: Yes	12%	(46)	20%	(74)	22%	(81)	20%	(75)	27%	(102)	377
Military HH: No	7%	(121)	15%	(260)	25%	(428)	20%	(348)	32%	(553)	1711
RD/WT: Right Direction	13%	(90)	18%	(123)	24%	(160)	16%	(108)	28%	(187)	668
RD/WT: Wrong Track	5%	(77)	15%	(210)	25%	(350)	22%	(315)	33%	(468)	1420

Continued on next page

Table BRD11_4: *Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?*
J.Jill

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	8%	(167)	16%	(333)	24%	(509)	20%	(423)	31%	(655)	2088
Obama Job: Approve	10%	(116)	18%	(205)	24%	(271)	19%	(216)	27%	(306)	1114
Obama Job: Disapprove	6%	(47)	14%	(118)	27%	(226)	22%	(185)	32%	(271)	847
#1 Issue: Economy	8%	(51)	17%	(114)	24%	(163)	19%	(126)	33%	(222)	676
#1 Issue: Security	8%	(27)	17%	(59)	22%	(76)	19%	(63)	34%	(116)	340
#1 Issue: Health Care	6%	(17)	19%	(58)	24%	(72)	25%	(76)	27%	(81)	304
#1 Issue: Medicare / Social Security	6%	(15)	8%	(21)	27%	(73)	26%	(69)	34%	(91)	269
#1 Issue: Women's Issues	9%	(11)	22%	(26)	24%	(28)	18%	(22)	26%	(31)	117
#1 Issue: Education	16%	(25)	19%	(30)	26%	(40)	16%	(25)	24%	(37)	157
#1 Issue: Energy	16%	(16)	12%	(12)	31%	(31)	21%	(21)	21%	(21)	100
#1 Issue: Other	4%	(4)	12%	(15)	21%	(26)	17%	(21)	46%	(57)	124
2012 Vote: Barack Obama	11%	(90)	19%	(156)	24%	(192)	20%	(166)	26%	(212)	816
2012 Vote: Mitt Romney	8%	(42)	18%	(90)	27%	(139)	18%	(91)	29%	(144)	506
2012 Vote: Other	3%	(2)	14%	(10)	21%	(15)	17%	(12)	45%	(33)	73
2012 Vote: Didn't Vote	5%	(32)	11%	(78)	24%	(163)	22%	(153)	38%	(265)	690
4-Region: Northeast	10%	(39)	14%	(55)	26%	(100)	20%	(77)	29%	(111)	381
4-Region: Midwest	6%	(29)	16%	(74)	23%	(105)	23%	(104)	31%	(138)	449
4-Region: South	8%	(63)	17%	(130)	23%	(181)	19%	(150)	32%	(248)	773
4-Region: West	7%	(36)	15%	(75)	25%	(123)	19%	(92)	33%	(158)	485

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

Table BRD11_5: Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?

Ann Taylor

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	13%	(262)	21%	(442)	25%	(525)	18%	(384)	23%	(476)	2088
Gender: Male	10%	(103)	19%	(191)	26%	(258)	20%	(200)	25%	(253)	1005
Gender: Female	15%	(159)	23%	(251)	25%	(266)	17%	(183)	21%	(223)	1083
Age: 18-29	13%	(62)	23%	(110)	24%	(111)	15%	(72)	24%	(113)	468
Age: 30-44	17%	(86)	23%	(119)	22%	(112)	16%	(84)	22%	(113)	514
Age: 45-54	11%	(43)	18%	(74)	27%	(110)	20%	(83)	24%	(96)	406
Age: 55-64	10%	(33)	20%	(66)	29%	(92)	20%	(66)	20%	(66)	322
Age: 65+	10%	(39)	20%	(74)	26%	(99)	21%	(78)	23%	(87)	377
PID: Dem (no lean)	17%	(117)	23%	(160)	24%	(168)	20%	(139)	17%	(118)	703
PID: Ind (no lean)	8%	(58)	18%	(134)	26%	(194)	19%	(145)	30%	(224)	754
PID: Rep (no lean)	14%	(88)	24%	(148)	26%	(162)	16%	(99)	21%	(134)	631
PID/Gender: Dem Men	15%	(50)	19%	(63)	26%	(84)	22%	(72)	17%	(55)	325
PID/Gender: Dem Women	18%	(67)	26%	(97)	22%	(84)	18%	(67)	17%	(63)	378
PID/Gender: Ind Men	5%	(18)	14%	(51)	28%	(101)	20%	(74)	32%	(117)	360
PID/Gender: Ind Women	10%	(40)	21%	(83)	24%	(93)	18%	(72)	27%	(107)	394
PID/Gender: Rep Men	11%	(36)	24%	(77)	23%	(73)	17%	(54)	25%	(81)	321
PID/Gender: Rep Women	17%	(52)	23%	(72)	29%	(89)	14%	(45)	17%	(53)	311
Tea Party: Supporter	18%	(100)	29%	(158)	24%	(128)	14%	(77)	15%	(82)	544
Tea Party: Not Supporter	10%	(157)	18%	(281)	26%	(395)	20%	(307)	25%	(389)	1530
Ideo: Liberal (1-3)	17%	(118)	26%	(180)	27%	(186)	15%	(103)	16%	(112)	700
Ideo: Moderate (4)	11%	(48)	24%	(108)	24%	(109)	20%	(90)	20%	(91)	447
Ideo: Conservative (5-7)	13%	(79)	19%	(119)	27%	(162)	20%	(122)	21%	(128)	610
Educ: < College	11%	(161)	18%	(261)	26%	(383)	20%	(293)	26%	(388)	1486
Educ: Bachelors degree	14%	(56)	31%	(123)	24%	(94)	16%	(63)	15%	(58)	394
Educ: Post-grad	22%	(45)	28%	(58)	23%	(47)	13%	(28)	14%	(30)	207
Income: Under 50k	10%	(128)	17%	(227)	27%	(357)	21%	(275)	26%	(338)	1325
Income: 50k-100k	15%	(77)	29%	(146)	23%	(115)	14%	(73)	19%	(99)	510
Income: 100k+	23%	(57)	27%	(69)	21%	(52)	14%	(35)	15%	(39)	253

Continued on next page

Table BRD11_5: Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?
 Ann Taylor

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	13%	(262)	21%	(442)	25%	(525)	18%	(384)	23%	(476)	2088
Ethnicity: White	12%	(193)	20%	(339)	25%	(423)	19%	(314)	24%	(392)	1661
Ethnicity: Hispanic	15%	(46)	20%	(63)	27%	(83)	18%	(58)	20%	(63)	312
Ethnicity: Afr. Am.	18%	(46)	28%	(71)	23%	(57)	17%	(43)	15%	(37)	255
Ethnicity: Other	13%	(23)	19%	(32)	26%	(44)	15%	(26)	27%	(47)	173
Relig: Protestant	16%	(75)	22%	(103)	24%	(113)	17%	(79)	20%	(92)	462
Relig: Roman Catholic	14%	(62)	28%	(121)	24%	(107)	17%	(76)	17%	(74)	439
Relig: Ath./Agn./None	11%	(63)	15%	(89)	26%	(154)	21%	(125)	28%	(166)	598
Relig: Something Else	13%	(44)	22%	(77)	25%	(87)	18%	(63)	21%	(74)	345
Relig: Evangelical	13%	(75)	25%	(146)	22%	(130)	18%	(106)	21%	(123)	579
Relig: Non-Evang. Catholics	14%	(81)	23%	(128)	27%	(153)	16%	(89)	20%	(113)	564
Relig: All Christian	14%	(155)	24%	(274)	25%	(283)	17%	(195)	21%	(236)	1143
Relig: All Non-Christian	11%	(107)	18%	(166)	26%	(241)	20%	(188)	25%	(240)	943
Community: Urban	15%	(85)	22%	(122)	25%	(142)	15%	(86)	23%	(127)	563
Community: Suburban	11%	(103)	24%	(216)	24%	(220)	19%	(169)	21%	(193)	901
Community: Rural	12%	(74)	17%	(103)	26%	(163)	21%	(129)	25%	(156)	624
Employ: Private Sector	14%	(87)	25%	(152)	24%	(149)	16%	(96)	21%	(125)	609
Employ: Government	18%	(23)	32%	(43)	14%	(19)	17%	(23)	19%	(25)	134
Employ: Self-Employed	15%	(29)	22%	(42)	35%	(69)	14%	(28)	15%	(29)	197
Employ: Homemaker	16%	(29)	22%	(41)	19%	(35)	30%	(54)	12%	(22)	181
Employ: Student	8%	(9)	33%	(35)	19%	(20)	6%	(7)	33%	(35)	105
Employ: Retired	11%	(46)	18%	(80)	28%	(121)	19%	(84)	24%	(103)	435
Employ: Unemployed	11%	(23)	10%	(21)	31%	(64)	20%	(41)	28%	(56)	204
Employ: Other	7%	(16)	13%	(29)	22%	(48)	22%	(50)	36%	(80)	223
Job Type: White-collar	18%	(115)	28%	(180)	24%	(154)	13%	(81)	18%	(115)	646
Job Type: Blue-collar	11%	(105)	21%	(191)	28%	(256)	21%	(195)	19%	(178)	924
Job Type: Don't Know	8%	(42)	14%	(71)	22%	(115)	21%	(107)	35%	(183)	518
Military HH: Yes	15%	(57)	27%	(100)	24%	(91)	16%	(60)	18%	(68)	377
Military HH: No	12%	(205)	20%	(341)	25%	(433)	19%	(323)	24%	(408)	1711
RD/WT: Right Direction	17%	(115)	25%	(164)	21%	(142)	15%	(103)	22%	(144)	668
RD/WT: Wrong Track	10%	(147)	20%	(278)	27%	(383)	20%	(280)	23%	(332)	1420

Continued on next page

Table BRD11_5: *Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?*

Ann Taylor

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	13%	(262)	21%	(442)	25%	(525)	18%	(384)	23%	(476)	2088
Obama Job: Approve	16%	(175)	23%	(259)	25%	(278)	17%	(195)	19%	(208)	1114
Obama Job: Disapprove	9%	(76)	20%	(174)	27%	(225)	20%	(172)	24%	(200)	847
#1 Issue: Economy	13%	(87)	22%	(146)	26%	(174)	17%	(118)	22%	(152)	676
#1 Issue: Security	14%	(49)	19%	(66)	22%	(74)	19%	(66)	25%	(85)	340
#1 Issue: Health Care	13%	(38)	23%	(69)	23%	(71)	22%	(67)	19%	(59)	304
#1 Issue: Medicare / Social Security	9%	(24)	13%	(36)	30%	(80)	22%	(58)	27%	(71)	269
#1 Issue: Women's Issues	13%	(16)	39%	(46)	21%	(25)	9%	(11)	17%	(19)	117
#1 Issue: Education	15%	(23)	28%	(44)	25%	(39)	16%	(25)	16%	(26)	157
#1 Issue: Energy	14%	(14)	20%	(20)	35%	(35)	14%	(14)	18%	(18)	100
#1 Issue: Other	9%	(11)	12%	(15)	21%	(26)	21%	(25)	37%	(46)	124
2012 Vote: Barack Obama	17%	(138)	24%	(196)	24%	(195)	18%	(148)	17%	(139)	816
2012 Vote: Mitt Romney	13%	(66)	25%	(125)	29%	(147)	16%	(83)	17%	(86)	506
2012 Vote: Other	7%	(5)	14%	(10)	27%	(20)	13%	(9)	40%	(29)	73
2012 Vote: Didn't Vote	8%	(52)	16%	(112)	23%	(162)	21%	(143)	32%	(221)	690
4-Region: Northeast	14%	(55)	20%	(77)	27%	(104)	17%	(66)	21%	(80)	381
4-Region: Midwest	10%	(43)	21%	(93)	26%	(117)	21%	(95)	23%	(101)	449
4-Region: South	13%	(97)	23%	(179)	24%	(183)	19%	(146)	22%	(168)	773
4-Region: West	14%	(67)	19%	(93)	25%	(121)	16%	(77)	26%	(126)	485

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

Table BRD11_6: *Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?*
Lord & Taylor

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	11%	(232)	21%	(437)	25%	(525)	19%	(404)	23%	(490)	2088
Gender: Male	12%	(120)	19%	(193)	25%	(253)	20%	(198)	24%	(242)	1005
Gender: Female	10%	(112)	23%	(244)	25%	(272)	19%	(206)	23%	(248)	1083
Age: 18-29	12%	(55)	19%	(88)	26%	(121)	18%	(82)	26%	(122)	468
Age: 30-44	14%	(71)	25%	(131)	21%	(109)	17%	(85)	23%	(119)	514
Age: 45-54	10%	(41)	17%	(69)	26%	(105)	20%	(83)	27%	(108)	406
Age: 55-64	10%	(33)	22%	(71)	28%	(90)	19%	(61)	21%	(67)	322
Age: 65+	8%	(32)	21%	(78)	26%	(100)	24%	(92)	20%	(75)	377
PID: Dem (no lean)	15%	(105)	22%	(157)	24%	(167)	21%	(145)	18%	(129)	703
PID: Ind (no lean)	7%	(54)	17%	(125)	26%	(199)	20%	(151)	30%	(225)	754
PID: Rep (no lean)	12%	(73)	25%	(155)	25%	(159)	17%	(108)	22%	(136)	631
PID/Gender: Dem Men	17%	(56)	19%	(62)	26%	(85)	20%	(66)	17%	(56)	325
PID/Gender: Dem Women	13%	(49)	25%	(95)	22%	(82)	21%	(79)	19%	(73)	378
PID/Gender: Ind Men	6%	(22)	15%	(53)	28%	(99)	21%	(75)	31%	(111)	360
PID/Gender: Ind Women	8%	(32)	18%	(73)	25%	(99)	19%	(76)	29%	(114)	394
PID/Gender: Rep Men	13%	(42)	24%	(78)	21%	(68)	18%	(57)	23%	(75)	321
PID/Gender: Rep Women	10%	(31)	25%	(77)	29%	(91)	16%	(51)	20%	(61)	311
Tea Party: Supporter	17%	(92)	27%	(146)	24%	(131)	15%	(84)	17%	(92)	544
Tea Party: Not Supporter	9%	(137)	19%	(290)	25%	(388)	21%	(319)	26%	(396)	1530
Ideo: Liberal (1-3)	16%	(109)	25%	(172)	26%	(181)	16%	(115)	18%	(123)	700
Ideo: Moderate (4)	8%	(37)	24%	(106)	26%	(116)	22%	(98)	20%	(90)	447
Ideo: Conservative (5-7)	11%	(66)	20%	(125)	27%	(166)	19%	(117)	22%	(136)	610
Educ: < College	10%	(143)	18%	(262)	25%	(377)	21%	(311)	26%	(393)	1486
Educ: Bachelors degree	11%	(43)	29%	(113)	26%	(103)	17%	(67)	17%	(69)	394
Educ: Post-grad	22%	(46)	30%	(62)	22%	(45)	13%	(26)	14%	(28)	207
Income: Under 50k	9%	(120)	18%	(233)	26%	(344)	22%	(287)	26%	(342)	1325
Income: 50k-100k	13%	(66)	26%	(132)	23%	(118)	16%	(84)	22%	(111)	510
Income: 100k+	19%	(47)	28%	(72)	25%	(63)	13%	(34)	15%	(37)	253

Continued on next page

Table BRD11_6: *Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?*

Lord & Taylor

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	11%	(232)	21%	(437)	25%	(525)	19%	(404)	23%	(490)	2088
Ethnicity: White	10%	(168)	20%	(336)	26%	(432)	20%	(329)	24%	(395)	1661
Ethnicity: Hispanic	17%	(53)	19%	(61)	20%	(64)	23%	(72)	20%	(62)	312
Ethnicity: Afr. Am.	15%	(37)	27%	(70)	24%	(60)	16%	(40)	19%	(47)	255
Ethnicity: Other	16%	(27)	18%	(31)	19%	(33)	20%	(34)	28%	(48)	173
Relig: Protestant	14%	(63)	23%	(105)	25%	(115)	18%	(83)	21%	(96)	462
Relig: Roman Catholic	15%	(68)	25%	(108)	23%	(100)	20%	(88)	17%	(75)	439
Relig: Ath./Agn./None	8%	(48)	17%	(99)	23%	(140)	22%	(134)	30%	(177)	598
Relig: Something Else	10%	(33)	23%	(79)	29%	(100)	17%	(59)	22%	(74)	345
Relig: Evangelical	13%	(77)	23%	(133)	24%	(141)	18%	(103)	22%	(125)	579
Relig: Non-Evang. Catholics	13%	(74)	22%	(126)	25%	(143)	19%	(108)	20%	(112)	564
Relig: All Christian	13%	(151)	23%	(259)	25%	(284)	18%	(211)	21%	(237)	1143
Relig: All Non-Christian	9%	(81)	19%	(178)	25%	(240)	20%	(193)	27%	(251)	943
Community: Urban	15%	(83)	22%	(124)	23%	(130)	16%	(93)	23%	(132)	563
Community: Suburban	9%	(84)	23%	(211)	25%	(226)	19%	(175)	23%	(205)	901
Community: Rural	10%	(65)	16%	(102)	27%	(169)	22%	(136)	24%	(152)	624
Employ: Private Sector	15%	(91)	23%	(142)	24%	(145)	16%	(99)	22%	(131)	609
Employ: Government	16%	(21)	29%	(38)	15%	(20)	22%	(29)	19%	(25)	134
Employ: Self-Employed	11%	(21)	22%	(44)	32%	(63)	11%	(22)	24%	(47)	197
Employ: Homemaker	8%	(15)	24%	(43)	22%	(40)	31%	(57)	14%	(25)	181
Employ: Student	6%	(7)	26%	(28)	27%	(29)	8%	(9)	31%	(33)	105
Employ: Retired	10%	(42)	20%	(89)	26%	(115)	22%	(97)	21%	(91)	435
Employ: Unemployed	10%	(21)	11%	(23)	31%	(64)	20%	(42)	27%	(55)	204
Employ: Other	6%	(13)	13%	(29)	22%	(48)	22%	(49)	37%	(83)	223
Job Type: White-collar	16%	(101)	27%	(176)	26%	(169)	13%	(81)	18%	(119)	646
Job Type: Blue-collar	10%	(97)	21%	(193)	27%	(251)	22%	(207)	19%	(176)	924
Job Type: Don't Know	7%	(35)	13%	(68)	20%	(105)	22%	(115)	38%	(195)	518
Military HH: Yes	15%	(55)	26%	(98)	24%	(90)	19%	(70)	17%	(65)	377
Military HH: No	10%	(177)	20%	(339)	25%	(436)	20%	(334)	25%	(425)	1711
RD/WT: Right Direction	16%	(109)	24%	(161)	21%	(140)	16%	(109)	22%	(149)	668
RD/WT: Wrong Track	9%	(123)	19%	(276)	27%	(385)	21%	(295)	24%	(340)	1420

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Table BRD11_6: *Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?*
Lord & Taylor

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	11%	(232)	21%	(437)	25%	(525)	19%	(404)	23%	(490)	2088
Obama Job: Approve	14%	(160)	23%	(262)	25%	(277)	17%	(190)	20%	(226)	1114
Obama Job: Disapprove	7%	(62)	19%	(164)	27%	(230)	23%	(192)	24%	(199)	847
#1 Issue: Economy	12%	(78)	22%	(148)	26%	(176)	18%	(120)	23%	(154)	676
#1 Issue: Security	12%	(39)	20%	(69)	24%	(81)	19%	(63)	26%	(89)	340
#1 Issue: Health Care	12%	(36)	19%	(57)	24%	(74)	22%	(66)	23%	(70)	304
#1 Issue: Medicare / Social Security	8%	(22)	17%	(45)	29%	(77)	24%	(65)	23%	(61)	269
#1 Issue: Women's Issues	17%	(20)	28%	(33)	23%	(27)	16%	(19)	15%	(18)	117
#1 Issue: Education	11%	(17)	26%	(41)	27%	(43)	17%	(27)	18%	(29)	157
#1 Issue: Energy	15%	(15)	21%	(21)	24%	(24)	20%	(20)	20%	(20)	100
#1 Issue: Other	4%	(4)	18%	(22)	19%	(24)	19%	(24)	40%	(50)	124
2012 Vote: Barack Obama	15%	(124)	25%	(203)	23%	(186)	18%	(150)	19%	(153)	816
2012 Vote: Mitt Romney	11%	(55)	24%	(122)	31%	(155)	18%	(89)	17%	(85)	506
2012 Vote: Other	9%	(6)	12%	(9)	29%	(21)	12%	(8)	39%	(28)	73
2012 Vote: Didn't Vote	7%	(47)	15%	(102)	23%	(162)	23%	(156)	32%	(223)	690
4-Region: Northeast	16%	(61)	23%	(89)	26%	(98)	17%	(64)	18%	(70)	381
4-Region: Midwest	6%	(26)	21%	(93)	27%	(120)	22%	(100)	25%	(110)	449
4-Region: South	13%	(97)	20%	(153)	25%	(197)	19%	(150)	23%	(175)	773
4-Region: West	10%	(48)	21%	(101)	23%	(111)	19%	(90)	28%	(135)	485

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

**Table BRD11_7: Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?
Bloomingdale's**

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	13%	(270)	27%	(556)	23%	(489)	19%	(392)	18%	(381)	2088
Gender: Male	13%	(134)	25%	(254)	24%	(244)	18%	(180)	19%	(193)	1005
Gender: Female	13%	(136)	28%	(303)	23%	(245)	20%	(211)	17%	(187)	1083
Age: 18-29	17%	(78)	22%	(103)	22%	(104)	17%	(80)	22%	(102)	468
Age: 30-44	14%	(72)	34%	(173)	20%	(105)	15%	(79)	16%	(85)	514
Age: 45-54	12%	(49)	22%	(90)	24%	(99)	22%	(91)	19%	(77)	406
Age: 55-64	11%	(35)	27%	(86)	28%	(91)	18%	(60)	16%	(51)	322
Age: 65+	10%	(37)	27%	(103)	24%	(89)	22%	(82)	17%	(65)	377
PID: Dem (no lean)	16%	(113)	31%	(218)	21%	(147)	19%	(132)	13%	(92)	703
PID: Ind (no lean)	8%	(62)	23%	(170)	25%	(188)	20%	(154)	24%	(181)	754
PID: Rep (no lean)	15%	(95)	27%	(168)	24%	(154)	17%	(106)	17%	(107)	631
PID/Gender: Dem Men	17%	(55)	28%	(92)	22%	(73)	18%	(58)	14%	(46)	325
PID/Gender: Dem Women	15%	(58)	33%	(126)	20%	(74)	20%	(74)	12%	(45)	378
PID/Gender: Ind Men	7%	(26)	21%	(77)	28%	(99)	21%	(75)	23%	(84)	360
PID/Gender: Ind Women	9%	(36)	24%	(93)	22%	(88)	20%	(79)	25%	(98)	394
PID/Gender: Rep Men	17%	(53)	27%	(85)	22%	(71)	15%	(48)	20%	(63)	321
PID/Gender: Rep Women	14%	(42)	27%	(83)	27%	(83)	19%	(58)	14%	(44)	311
Tea Party: Supporter	20%	(109)	29%	(157)	23%	(123)	16%	(85)	13%	(70)	544
Tea Party: Not Supporter	11%	(161)	26%	(393)	24%	(360)	20%	(307)	20%	(308)	1530
Ideo: Liberal (1-3)	19%	(131)	29%	(201)	24%	(169)	16%	(111)	13%	(88)	700
Ideo: Moderate (4)	10%	(44)	32%	(144)	22%	(99)	19%	(84)	17%	(76)	447
Ideo: Conservative (5-7)	12%	(70)	26%	(158)	26%	(161)	19%	(119)	17%	(102)	610
Educ: < College	11%	(170)	24%	(359)	23%	(340)	21%	(312)	21%	(305)	1486
Educ: Bachelors degree	14%	(55)	30%	(120)	27%	(108)	15%	(60)	13%	(52)	394
Educ: Post-grad	22%	(46)	37%	(77)	20%	(41)	10%	(20)	11%	(24)	207
Income: Under 50k	11%	(140)	25%	(332)	23%	(310)	22%	(290)	19%	(254)	1325
Income: 50k-100k	16%	(81)	29%	(146)	23%	(120)	13%	(66)	19%	(97)	510
Income: 100k+	20%	(49)	31%	(78)	23%	(59)	14%	(36)	12%	(30)	253

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Table BRD11_7: Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?
 Bloomingdale's

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	13%	(270)	27%	(556)	23%	(489)	19%	(392)	18%	(381)	2088
Ethnicity: White	12%	(197)	25%	(421)	25%	(412)	19%	(314)	19%	(317)	1661
Ethnicity: Hispanic	20%	(62)	25%	(79)	15%	(47)	23%	(73)	17%	(52)	312
Ethnicity: Afr. Am.	18%	(45)	35%	(88)	20%	(50)	17%	(45)	11%	(27)	255
Ethnicity: Other	16%	(28)	27%	(47)	16%	(27)	19%	(34)	21%	(37)	173
Relig: Protestant	13%	(61)	29%	(136)	23%	(105)	16%	(75)	18%	(85)	462
Relig: Roman Catholic	17%	(73)	30%	(133)	20%	(89)	21%	(90)	12%	(54)	439
Relig: Ath./Agn./None	9%	(53)	23%	(135)	24%	(141)	22%	(133)	23%	(135)	598
Relig: Something Else	15%	(52)	24%	(82)	30%	(103)	15%	(52)	16%	(55)	345
Relig: Evangelical	16%	(94)	28%	(160)	21%	(121)	17%	(101)	18%	(103)	579
Relig: Non-Evang. Catholics	12%	(70)	32%	(179)	22%	(124)	19%	(106)	15%	(85)	564
Relig: All Christian	14%	(165)	30%	(339)	21%	(244)	18%	(207)	16%	(188)	1143
Relig: All Non-Christian	11%	(106)	23%	(217)	26%	(244)	20%	(185)	20%	(191)	943
Community: Urban	17%	(95)	30%	(166)	23%	(128)	14%	(80)	17%	(94)	563
Community: Suburban	11%	(100)	28%	(250)	23%	(207)	20%	(178)	18%	(165)	901
Community: Rural	12%	(76)	22%	(139)	25%	(154)	21%	(134)	20%	(122)	624
Employ: Private Sector	16%	(95)	29%	(176)	22%	(137)	17%	(102)	16%	(99)	609
Employ: Government	19%	(26)	31%	(41)	17%	(23)	18%	(24)	15%	(20)	134
Employ: Self-Employed	13%	(26)	27%	(53)	31%	(61)	14%	(28)	14%	(28)	197
Employ: Homemaker	11%	(21)	29%	(52)	20%	(37)	28%	(50)	12%	(21)	181
Employ: Student	12%	(13)	38%	(40)	20%	(21)	3%	(4)	26%	(28)	105
Employ: Retired	12%	(50)	25%	(109)	25%	(111)	20%	(86)	18%	(78)	435
Employ: Unemployed	10%	(20)	20%	(41)	28%	(56)	22%	(45)	21%	(42)	204
Employ: Other	9%	(20)	19%	(43)	19%	(43)	24%	(53)	29%	(64)	223
Job Type: White-collar	20%	(131)	29%	(190)	24%	(158)	12%	(78)	14%	(89)	646
Job Type: Blue-collar	11%	(103)	28%	(261)	25%	(226)	22%	(201)	14%	(133)	924
Job Type: Don't Know	7%	(36)	20%	(106)	20%	(105)	22%	(113)	31%	(158)	518
Military HH: Yes	17%	(62)	27%	(102)	25%	(95)	17%	(65)	14%	(53)	377
Military HH: No	12%	(208)	27%	(454)	23%	(394)	19%	(327)	19%	(328)	1711
RD/WT: Right Direction	20%	(131)	27%	(183)	20%	(132)	15%	(101)	18%	(120)	668
RD/WT: Wrong Track	10%	(139)	26%	(373)	25%	(357)	20%	(291)	18%	(260)	1420

Continued on next page

Table BRD11_7: Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?
Bloomingdale's

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	13%	(270)	27%	(556)	23%	(489)	19%	(392)	18%	(381)	2088
Obama Job: Approve	17%	(187)	30%	(333)	22%	(250)	16%	(177)	15%	(167)	1114
Obama Job: Disapprove	9%	(77)	24%	(201)	26%	(221)	23%	(193)	18%	(154)	847
#1 Issue: Economy	12%	(79)	31%	(211)	22%	(152)	17%	(114)	18%	(119)	676
#1 Issue: Security	14%	(48)	26%	(88)	21%	(70)	20%	(69)	19%	(65)	340
#1 Issue: Health Care	12%	(37)	23%	(71)	25%	(77)	23%	(69)	16%	(50)	304
#1 Issue: Medicare / Social Security	10%	(27)	23%	(62)	25%	(68)	22%	(59)	20%	(53)	269
#1 Issue: Women's Issues	13%	(15)	31%	(36)	26%	(30)	17%	(20)	14%	(16)	117
#1 Issue: Education	26%	(41)	27%	(42)	23%	(37)	11%	(17)	13%	(20)	157
#1 Issue: Energy	17%	(17)	23%	(23)	24%	(24)	18%	(18)	19%	(19)	100
#1 Issue: Other	5%	(6)	19%	(23)	25%	(31)	20%	(25)	32%	(39)	124
2012 Vote: Barack Obama	17%	(138)	29%	(241)	22%	(178)	19%	(157)	13%	(104)	816
2012 Vote: Mitt Romney	14%	(69)	28%	(144)	28%	(143)	16%	(81)	14%	(70)	506
2012 Vote: Other	6%	(4)	29%	(22)	24%	(18)	10%	(7)	30%	(22)	73
2012 Vote: Didn't Vote	9%	(59)	22%	(150)	22%	(150)	21%	(146)	27%	(184)	690
4-Region: Northeast	16%	(60)	26%	(98)	26%	(98)	17%	(66)	16%	(60)	381
4-Region: Midwest	10%	(44)	25%	(115)	24%	(106)	21%	(94)	20%	(90)	449
4-Region: South	15%	(116)	27%	(207)	22%	(170)	19%	(149)	17%	(131)	773
4-Region: West	10%	(51)	28%	(136)	24%	(115)	17%	(83)	21%	(100)	485

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

Table BRD11_8: *Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?*
Neiman Marcus

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	12%	(241)	23%	(486)	24%	(508)	20%	(417)	21%	(436)	2088
Gender: Male	12%	(121)	24%	(240)	24%	(240)	19%	(193)	21%	(211)	1005
Gender: Female	11%	(120)	23%	(247)	25%	(268)	21%	(223)	21%	(224)	1083
Age: 18-29	11%	(53)	20%	(93)	22%	(105)	18%	(85)	28%	(132)	468
Age: 30-44	16%	(80)	29%	(149)	23%	(116)	14%	(74)	18%	(95)	514
Age: 45-54	10%	(39)	20%	(83)	24%	(99)	24%	(98)	21%	(87)	406
Age: 55-64	10%	(32)	25%	(82)	28%	(90)	21%	(67)	16%	(52)	322
Age: 65+	10%	(36)	21%	(79)	26%	(98)	25%	(94)	19%	(70)	377
PID: Dem (no lean)	15%	(102)	27%	(188)	23%	(163)	20%	(142)	15%	(108)	703
PID: Ind (no lean)	8%	(61)	20%	(153)	23%	(174)	21%	(161)	27%	(205)	754
PID: Rep (no lean)	12%	(78)	23%	(145)	27%	(171)	18%	(114)	20%	(124)	631
PID/Gender: Dem Men	17%	(56)	24%	(78)	24%	(78)	20%	(64)	15%	(49)	325
PID/Gender: Dem Women	12%	(46)	29%	(110)	22%	(84)	21%	(78)	16%	(59)	378
PID/Gender: Ind Men	7%	(27)	23%	(81)	23%	(84)	21%	(75)	26%	(92)	360
PID/Gender: Ind Women	9%	(34)	18%	(72)	23%	(90)	22%	(86)	29%	(112)	394
PID/Gender: Rep Men	12%	(38)	25%	(80)	24%	(77)	17%	(55)	22%	(71)	321
PID/Gender: Rep Women	13%	(40)	21%	(65)	30%	(94)	19%	(59)	17%	(53)	311
Tea Party: Supporter	18%	(100)	28%	(150)	23%	(123)	16%	(87)	16%	(85)	544
Tea Party: Not Supporter	9%	(139)	22%	(330)	25%	(381)	22%	(330)	23%	(349)	1530
Ideo: Liberal (1-3)	16%	(110)	29%	(202)	22%	(157)	19%	(133)	14%	(99)	700
Ideo: Moderate (4)	9%	(41)	25%	(110)	26%	(116)	19%	(87)	21%	(93)	447
Ideo: Conservative (5-7)	12%	(75)	22%	(133)	28%	(168)	21%	(126)	18%	(108)	610
Educ: < College	10%	(154)	21%	(305)	23%	(344)	22%	(321)	24%	(362)	1486
Educ: Bachelors degree	11%	(43)	29%	(114)	30%	(117)	18%	(71)	13%	(50)	394
Educ: Post-grad	22%	(45)	32%	(67)	22%	(46)	12%	(25)	12%	(24)	207
Income: Under 50k	9%	(117)	20%	(269)	25%	(332)	23%	(302)	23%	(306)	1325
Income: 50k-100k	16%	(80)	27%	(140)	23%	(116)	15%	(76)	19%	(99)	510
Income: 100k+	17%	(44)	31%	(78)	24%	(60)	16%	(39)	12%	(32)	253

Continued on next page

Table BRD11_8: *Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?*

Neiman Marcus

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	12%	(241)	23%	(486)	24%	(508)	20%	(417)	21%	(436)	2088
Ethnicity: White	11%	(177)	22%	(360)	25%	(419)	21%	(349)	21%	(356)	1661
Ethnicity: Hispanic	15%	(46)	25%	(79)	21%	(65)	20%	(62)	19%	(61)	312
Ethnicity: Afr. Am.	16%	(42)	34%	(86)	21%	(55)	14%	(35)	15%	(37)	255
Ethnicity: Other	13%	(23)	23%	(40)	20%	(34)	19%	(33)	25%	(43)	173
Relig: Protestant	12%	(56)	22%	(103)	26%	(119)	21%	(95)	19%	(88)	462
Relig: Roman Catholic	14%	(59)	29%	(129)	23%	(102)	19%	(82)	15%	(66)	439
Relig: Ath./Agn./None	8%	(50)	18%	(109)	24%	(146)	23%	(137)	26%	(156)	598
Relig: Something Else	14%	(47)	23%	(78)	27%	(93)	17%	(60)	19%	(67)	345
Relig: Evangelical	13%	(74)	25%	(143)	22%	(129)	21%	(119)	20%	(114)	579
Relig: Non-Evang. Catholics	12%	(70)	28%	(156)	25%	(139)	18%	(101)	17%	(98)	564
Relig: All Christian	13%	(144)	26%	(299)	23%	(268)	19%	(220)	18%	(212)	1143
Relig: All Non-Christian	10%	(97)	20%	(187)	25%	(239)	21%	(197)	24%	(223)	943
Community: Urban	15%	(87)	28%	(155)	23%	(127)	15%	(86)	19%	(107)	563
Community: Suburban	11%	(97)	23%	(203)	24%	(220)	21%	(193)	21%	(187)	901
Community: Rural	9%	(57)	20%	(128)	26%	(161)	22%	(137)	23%	(142)	624
Employ: Private Sector	13%	(82)	28%	(173)	24%	(146)	16%	(99)	18%	(110)	609
Employ: Government	19%	(26)	28%	(37)	17%	(23)	20%	(26)	16%	(22)	134
Employ: Self-Employed	13%	(25)	25%	(49)	34%	(67)	12%	(24)	16%	(32)	197
Employ: Homemaker	12%	(21)	21%	(37)	24%	(43)	31%	(56)	14%	(25)	181
Employ: Student	9%	(9)	29%	(30)	21%	(22)	8%	(9)	33%	(35)	105
Employ: Retired	10%	(45)	19%	(83)	27%	(119)	23%	(102)	20%	(85)	435
Employ: Unemployed	9%	(18)	17%	(34)	25%	(52)	24%	(49)	26%	(52)	204
Employ: Other	7%	(16)	19%	(43)	17%	(37)	24%	(53)	33%	(75)	223
Job Type: White-collar	16%	(105)	31%	(202)	24%	(158)	13%	(83)	15%	(98)	646
Job Type: Blue-collar	11%	(103)	23%	(209)	27%	(247)	24%	(218)	16%	(148)	924
Job Type: Don't Know	6%	(34)	15%	(76)	20%	(103)	22%	(116)	37%	(190)	518
Military HH: Yes	14%	(53)	28%	(106)	23%	(86)	19%	(72)	16%	(60)	377
Military HH: No	11%	(188)	22%	(381)	25%	(421)	20%	(345)	22%	(376)	1711
RD/WT: Right Direction	16%	(109)	25%	(169)	22%	(146)	16%	(105)	21%	(139)	668
RD/WT: Wrong Track	9%	(132)	22%	(318)	26%	(362)	22%	(312)	21%	(297)	1420

Continued on next page

Table BRD11_8: *Would you ever consider purchasing clothing or fashion accessories from the following stores or fashion labels, or not?*
Neiman Marcus

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
All Respondents	12%	(241)	23%	(486)	24%	(508)	20%	(417)	21%	(436)	2088
Obama Job: Approve	15%	(163)	26%	(295)	24%	(263)	18%	(196)	18%	(199)	1114
Obama Job: Disapprove	9%	(74)	21%	(177)	27%	(225)	24%	(199)	20%	(172)	847
#1 Issue: Economy	12%	(82)	25%	(170)	25%	(168)	17%	(112)	21%	(145)	676
#1 Issue: Security	11%	(37)	24%	(82)	22%	(76)	20%	(69)	22%	(76)	340
#1 Issue: Health Care	13%	(38)	23%	(70)	24%	(73)	22%	(68)	18%	(55)	304
#1 Issue: Medicare / Social Security	9%	(25)	17%	(47)	26%	(71)	27%	(73)	20%	(53)	269
#1 Issue: Women's Issues	13%	(15)	28%	(33)	19%	(23)	23%	(27)	17%	(20)	117
#1 Issue: Education	12%	(19)	29%	(46)	25%	(39)	17%	(26)	18%	(28)	157
#1 Issue: Energy	19%	(19)	20%	(20)	24%	(24)	21%	(21)	16%	(16)	100
#1 Issue: Other	5%	(6)	15%	(18)	28%	(35)	18%	(22)	35%	(43)	124
2012 Vote: Barack Obama	16%	(127)	27%	(219)	24%	(192)	20%	(161)	14%	(117)	816
2012 Vote: Mitt Romney	14%	(71)	24%	(121)	29%	(144)	20%	(99)	14%	(70)	506
2012 Vote: Other	5%	(4)	18%	(13)	27%	(20)	11%	(8)	39%	(29)	73
2012 Vote: Didn't Vote	6%	(39)	19%	(132)	22%	(151)	21%	(148)	32%	(220)	690
4-Region: Northeast	11%	(43)	22%	(84)	25%	(97)	20%	(75)	22%	(82)	381
4-Region: Midwest	7%	(34)	25%	(114)	25%	(110)	22%	(98)	21%	(94)	449
4-Region: South	13%	(101)	24%	(187)	23%	(177)	19%	(146)	21%	(161)	773
4-Region: West	13%	(64)	21%	(101)	25%	(123)	20%	(97)	20%	(99)	485

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

Table BRD12: *If you knew a store or retailer carried Ivanka Trump label items, would that make you more or less likely to shop at that store or retailer, or would it make no difference either way?*

Demographic	Much more likely to shop there	Somewhat more likely to shop there	Somewhat less likely to shop there	Much less likely to shop there	Has no impact either way	Don't Know / No Opinion	Total N
All Respondents	7% (154)	9% (178)	7% (154)	12% (247)	53% (1109)	12% (246)	2088
Gender: Male	9% (93)	11% (108)	8% (82)	12% (122)	48% (483)	12% (118)	1005
Gender: Female	6% (61)	6% (70)	7% (73)	12% (125)	58% (626)	12% (128)	1083
Age: 18-29	9% (44)	13% (60)	9% (44)	19% (88)	34% (160)	15% (71)	468
Age: 30-44	8% (42)	11% (59)	10% (49)	11% (55)	47% (243)	13% (66)	514
Age: 45-54	7% (29)	6% (26)	6% (26)	9% (39)	60% (243)	11% (44)	406
Age: 55-64	6% (19)	4% (11)	7% (22)	11% (34)	62% (201)	11% (36)	322
Age: 65+	5% (19)	6% (22)	4% (14)	8% (31)	70% (263)	7% (28)	377
PID: Dem (no lean)	6% (41)	7% (52)	11% (79)	21% (147)	44% (309)	10% (73)	703
PID: Ind (no lean)	4% (32)	6% (46)	6% (47)	10% (78)	58% (438)	15% (113)	754
PID: Rep (no lean)	13% (80)	13% (80)	4% (28)	3% (22)	57% (361)	9% (59)	631
PID/Gender: Dem Men	8% (27)	11% (35)	12% (38)	22% (70)	38% (123)	10% (31)	325
PID/Gender: Dem Women	4% (15)	5% (17)	11% (41)	20% (77)	49% (186)	11% (42)	378
PID/Gender: Ind Men	4% (15)	8% (30)	7% (27)	11% (39)	56% (200)	14% (49)	360
PID/Gender: Ind Women	4% (17)	4% (16)	5% (21)	10% (39)	60% (238)	16% (64)	394
PID/Gender: Rep Men	16% (51)	13% (43)	5% (17)	4% (13)	50% (159)	12% (37)	321
PID/Gender: Rep Women	9% (29)	12% (37)	3% (11)	3% (9)	65% (202)	7% (22)	311
Tea Party: Supporter	17% (90)	16% (89)	6% (34)	7% (38)	48% (260)	6% (33)	544
Tea Party: Not Supporter	4% (61)	6% (87)	8% (120)	14% (209)	55% (843)	14% (211)	1530
Ideo: Liberal (1-3)	10% (71)	10% (68)	10% (72)	22% (152)	39% (275)	9% (61)	700
Ideo: Moderate (4)	4% (18)	9% (41)	8% (38)	9% (40)	61% (272)	9% (38)	447
Ideo: Conservative (5-7)	8% (50)	10% (60)	5% (28)	4% (27)	66% (402)	7% (43)	610
Educ: < College	7% (109)	8% (118)	7% (104)	11% (164)	53% (780)	14% (210)	1486
Educ: Bachelors degree	5% (21)	8% (31)	9% (36)	13% (52)	59% (231)	6% (23)	394
Educ: Post-grad	11% (24)	14% (29)	7% (14)	15% (30)	47% (97)	6% (13)	207

Continued on next page

Table BRD12: *If you knew a store or retailer carried Ivanka Trump label items, would that make you more or less likely to shop at that store or retailer, or would it make no difference either way?*

Demographic	Much more likely to shop there		Somewhat more likely to shop there		Somewhat less likely to shop there		Much less likely to shop there		Has no impact either way		Don't Know / No Opinion	Total N	
All Respondents	7%	(154)	9%	(178)	7%	(154)	12%	(247)	53%	(1109)	12%	(246)	2088
Income: Under 50k	7%	(89)	7%	(95)	8%	(100)	12%	(160)	52%	(685)	15%	(196)	1325
Income: 50k-100k	8%	(41)	12%	(60)	8%	(42)	10%	(49)	56%	(284)	7%	(34)	510
Income: 100k+	9%	(23)	9%	(24)	5%	(12)	15%	(38)	55%	(140)	6%	(15)	253
Ethnicity: White	8%	(127)	9%	(145)	6%	(105)	12%	(194)	56%	(932)	10%	(158)	1661
Ethnicity: Hispanic	9%	(28)	11%	(33)	8%	(25)	22%	(70)	36%	(111)	15%	(46)	312
Ethnicity: Afr. Am.	5%	(12)	9%	(24)	12%	(31)	11%	(27)	42%	(106)	21%	(53)	255
Ethnicity: Other	9%	(15)	5%	(9)	10%	(18)	15%	(26)	41%	(71)	20%	(34)	173
Relig: Protestant	8%	(38)	8%	(38)	5%	(21)	6%	(26)	66%	(303)	8%	(36)	462
Relig: Roman Catholic	9%	(40)	13%	(58)	7%	(32)	12%	(52)	52%	(228)	6%	(27)	439
Relig: Ath./Agn./None	4%	(21)	4%	(21)	10%	(57)	18%	(105)	48%	(285)	18%	(108)	598
Relig: Something Else	10%	(33)	9%	(31)	8%	(27)	13%	(43)	49%	(170)	12%	(40)	345
Relig: Evangelical	11%	(66)	13%	(77)	6%	(38)	6%	(36)	54%	(312)	9%	(51)	579
Relig: Non-Evang. Catholics	6%	(33)	9%	(48)	6%	(32)	11%	(62)	61%	(342)	8%	(45)	564
Relig: All Christian	9%	(99)	11%	(125)	6%	(70)	9%	(98)	57%	(655)	8%	(96)	1143
Relig: All Non-Christian	6%	(54)	6%	(53)	9%	(84)	16%	(149)	48%	(455)	16%	(148)	943
Community: Urban	10%	(54)	10%	(55)	9%	(52)	14%	(77)	44%	(250)	13%	(75)	563
Community: Suburban	5%	(42)	8%	(74)	7%	(65)	12%	(109)	59%	(529)	9%	(81)	901
Community: Rural	9%	(57)	8%	(49)	6%	(37)	10%	(61)	53%	(330)	14%	(89)	624
Employ: Private Sector	9%	(58)	11%	(65)	10%	(62)	12%	(72)	50%	(306)	8%	(46)	609
Employ: Government	10%	(13)	12%	(16)	8%	(10)	12%	(17)	52%	(70)	6%	(8)	134
Employ: Self-Employed	8%	(16)	11%	(22)	11%	(22)	16%	(31)	45%	(89)	8%	(16)	197
Employ: Homemaker	6%	(11)	9%	(16)	7%	(13)	10%	(19)	59%	(107)	8%	(15)	181
Employ: Student	7%	(7)	12%	(13)	8%	(8)	20%	(21)	37%	(39)	17%	(17)	105
Employ: Retired	6%	(27)	5%	(23)	4%	(17)	7%	(32)	67%	(293)	10%	(42)	435
Employ: Unemployed	4%	(8)	4%	(8)	4%	(8)	14%	(28)	56%	(114)	19%	(39)	204
Employ: Other	6%	(13)	6%	(14)	6%	(14)	12%	(27)	42%	(93)	28%	(62)	223
Job Type: White-collar	10%	(65)	9%	(60)	10%	(62)	13%	(84)	53%	(340)	5%	(35)	646
Job Type: Blue-collar	7%	(66)	9%	(83)	8%	(70)	10%	(94)	59%	(548)	7%	(63)	924
Job Type: Don't Know	4%	(23)	7%	(35)	4%	(23)	13%	(69)	43%	(221)	28%	(147)	518

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Table BRD12: *If you knew a store or retailer carried Ivanka Trump label items, would that make you more or less likely to shop at that store or retailer, or would it make no difference either way?*

Demographic	Much more likely to shop there	Somewhat more likely to shop there	Somewhat less likely to shop there	Much less likely to shop there	Has no impact either way	Don't Know / No Opinion	Total N
All Respondents	7% (154)	9% (178)	7% (154)	12% (247)	53% (1109)	12% (246)	2088
Military HH: Yes	11% (43)	13% (48)	6% (23)	8% (29)	55% (208)	7% (27)	377
Military HH: No	6% (111)	8% (130)	8% (132)	13% (218)	53% (901)	13% (218)	1711
RD/WT: Right Direction	14% (92)	15% (98)	8% (52)	7% (50)	43% (284)	14% (92)	668
RD/WT: Wrong Track	4% (61)	6% (80)	7% (103)	14% (197)	58% (825)	11% (153)	1420
Obama Job: Approve	8% (84)	8% (90)	10% (117)	20% (218)	44% (493)	10% (113)	1114
Obama Job: Disapprove	8% (65)	10% (84)	4% (37)	2% (20)	66% (557)	10% (84)	847
#1 Issue: Economy	6% (39)	8% (56)	7% (48)	10% (66)	59% (399)	10% (68)	676
#1 Issue: Security	7% (25)	10% (33)	5% (17)	7% (25)	61% (207)	10% (34)	340
#1 Issue: Health Care	9% (29)	12% (37)	7% (22)	12% (36)	47% (143)	12% (37)	304
#1 Issue: Medicare / Social Security	6% (17)	5% (13)	6% (16)	14% (38)	59% (158)	10% (28)	269
#1 Issue: Women's Issues	8% (10)	9% (10)	13% (15)	15% (17)	47% (55)	8% (9)	117
#1 Issue: Education	14% (22)	10% (16)	12% (19)	12% (20)	38% (59)	13% (21)	157
#1 Issue: Energy	9% (9)	13% (13)	8% (8)	26% (26)	29% (29)	15% (15)	100
#1 Issue: Other	3% (4)	— (0)	7% (9)	16% (20)	47% (58)	27% (33)	124
2012 Vote: Barack Obama	7% (57)	8% (64)	11% (87)	18% (147)	49% (397)	8% (64)	816
2012 Vote: Mitt Romney	9% (47)	12% (63)	4% (21)	2% (11)	66% (332)	6% (32)	506
2012 Vote: Other	4% (3)	6% (4)	6% (4)	3% (2)	54% (40)	27% (20)	73
2012 Vote: Didn't Vote	7% (46)	7% (47)	6% (42)	13% (86)	49% (339)	19% (129)	690
4-Region: Northeast	9% (36)	7% (25)	6% (22)	11% (41)	52% (196)	16% (60)	381
4-Region: Midwest	4% (19)	8% (35)	8% (35)	12% (55)	58% (261)	10% (45)	449
4-Region: South	9% (70)	10% (77)	8% (62)	11% (84)	51% (391)	11% (88)	773
4-Region: West	6% (29)	8% (41)	7% (36)	14% (67)	54% (260)	11% (52)	485

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

Table BRD13_1: Based on what you have seen, how would you describe the fashion choices of each of the following?
 Michelle Obama

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	39%	(810)	25%	(512)	9%	(193)	9%	(195)	18%	(378)	2088
Gender: Male	33%	(330)	26%	(263)	9%	(93)	11%	(113)	21%	(207)	1005
Gender: Female	44%	(480)	23%	(249)	9%	(100)	8%	(82)	16%	(171)	1083
Age: 18-29	44%	(207)	25%	(116)	7%	(32)	8%	(37)	16%	(76)	468
Age: 30-44	42%	(218)	24%	(122)	9%	(45)	8%	(42)	17%	(87)	514
Age: 45-54	34%	(138)	28%	(113)	8%	(31)	11%	(46)	19%	(78)	406
Age: 55-64	34%	(111)	23%	(74)	12%	(40)	8%	(27)	22%	(71)	322
Age: 65+	36%	(136)	23%	(87)	12%	(45)	11%	(43)	18%	(67)	377
PID: Dem (no lean)	63%	(443)	19%	(131)	4%	(28)	3%	(22)	11%	(78)	703
PID: Ind (no lean)	31%	(236)	26%	(195)	9%	(66)	8%	(62)	26%	(194)	754
PID: Rep (no lean)	21%	(130)	30%	(186)	16%	(98)	18%	(111)	17%	(106)	631
PID/Gender: Dem Men	56%	(183)	21%	(69)	4%	(14)	4%	(14)	14%	(45)	325
PID/Gender: Dem Women	69%	(260)	16%	(62)	4%	(14)	2%	(8)	9%	(33)	378
PID/Gender: Ind Men	25%	(89)	28%	(99)	9%	(34)	10%	(36)	28%	(101)	360
PID/Gender: Ind Women	37%	(147)	24%	(96)	8%	(32)	6%	(25)	24%	(93)	394
PID/Gender: Rep Men	18%	(58)	29%	(94)	14%	(45)	20%	(63)	19%	(61)	321
PID/Gender: Rep Women	23%	(73)	30%	(92)	17%	(53)	15%	(48)	14%	(45)	311
Tea Party: Supporter	30%	(164)	30%	(166)	13%	(72)	14%	(76)	12%	(66)	544
Tea Party: Not Supporter	42%	(642)	22%	(342)	8%	(119)	8%	(118)	20%	(309)	1530
Ideo: Liberal (1-3)	58%	(405)	23%	(161)	6%	(41)	4%	(31)	9%	(63)	700
Ideo: Moderate (4)	42%	(186)	23%	(105)	12%	(54)	8%	(34)	15%	(68)	447
Ideo: Conservative (5-7)	20%	(124)	29%	(179)	14%	(83)	18%	(109)	19%	(116)	610
Educ: < College	36%	(533)	24%	(354)	10%	(149)	10%	(151)	20%	(299)	1486
Educ: Bachelors degree	43%	(171)	28%	(112)	6%	(23)	8%	(31)	15%	(58)	394
Educ: Post-grad	51%	(106)	22%	(46)	10%	(21)	6%	(13)	11%	(22)	207
Income: Under 50k	37%	(495)	23%	(310)	10%	(135)	9%	(115)	20%	(269)	1325
Income: 50k-100k	40%	(203)	29%	(149)	7%	(37)	11%	(57)	12%	(64)	510
Income: 100k+	44%	(112)	21%	(53)	8%	(21)	9%	(22)	18%	(45)	253

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Table BRD13_1: Based on what you have seen, how would you describe the fashion choices of each of the following?

Michelle Obama

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	39%	(810)	25%	(512)	9%	(193)	9%	(195)	18%	(378)	2088
Ethnicity: White	35%	(574)	26%	(425)	10%	(170)	10%	(169)	19%	(321)	1661
Ethnicity: Hispanic	44%	(138)	24%	(75)	6%	(18)	8%	(25)	18%	(58)	312
Ethnicity: Afr. Am.	69%	(176)	14%	(37)	3%	(8)	4%	(10)	9%	(24)	255
Ethnicity: Other	35%	(60)	29%	(50)	8%	(14)	9%	(16)	19%	(33)	173
Relig: Protestant	34%	(157)	28%	(129)	11%	(52)	10%	(47)	17%	(78)	462
Relig: Roman Catholic	43%	(188)	25%	(110)	11%	(46)	7%	(29)	15%	(66)	439
Relig: Ath./Agn./None	40%	(241)	23%	(136)	6%	(38)	7%	(40)	24%	(142)	598
Relig: Something Else	39%	(136)	23%	(78)	12%	(41)	10%	(36)	16%	(54)	345
Relig: Evangelical	36%	(211)	24%	(142)	11%	(63)	13%	(76)	15%	(88)	579
Relig: Non-Evang. Catholics	39%	(222)	28%	(156)	9%	(50)	7%	(42)	17%	(95)	564
Relig: All Christian	38%	(433)	26%	(298)	10%	(113)	10%	(117)	16%	(183)	1143
Relig: All Non-Christian	40%	(377)	23%	(214)	8%	(79)	8%	(76)	21%	(196)	943
Community: Urban	46%	(260)	25%	(139)	8%	(44)	6%	(35)	15%	(86)	563
Community: Suburban	39%	(353)	26%	(230)	10%	(89)	8%	(71)	18%	(158)	901
Community: Rural	32%	(198)	23%	(143)	10%	(60)	14%	(89)	22%	(134)	624
Employ: Private Sector	39%	(239)	27%	(166)	10%	(60)	8%	(47)	16%	(97)	609
Employ: Government	50%	(67)	21%	(28)	6%	(8)	10%	(13)	13%	(17)	134
Employ: Self-Employed	37%	(74)	26%	(52)	10%	(20)	8%	(16)	18%	(35)	197
Employ: Homemaker	45%	(82)	27%	(48)	11%	(20)	6%	(11)	11%	(19)	181
Employ: Student	45%	(48)	30%	(31)	7%	(7)	2%	(2)	17%	(18)	105
Employ: Retired	36%	(155)	23%	(99)	11%	(46)	11%	(47)	20%	(88)	435
Employ: Unemployed	36%	(73)	25%	(52)	6%	(12)	11%	(23)	22%	(45)	204
Employ: Other	33%	(73)	16%	(35)	9%	(21)	16%	(35)	27%	(59)	223
Job Type: White-collar	41%	(266)	27%	(176)	10%	(68)	9%	(61)	12%	(76)	646
Job Type: Blue-collar	40%	(368)	26%	(237)	10%	(91)	9%	(85)	15%	(143)	924
Job Type: Don't Know	34%	(176)	19%	(100)	7%	(35)	9%	(48)	31%	(159)	518
Military HH: Yes	37%	(138)	26%	(98)	11%	(42)	10%	(37)	17%	(62)	377
Military HH: No	39%	(672)	24%	(414)	9%	(151)	9%	(158)	18%	(316)	1711
RD/WT: Right Direction	45%	(303)	24%	(162)	7%	(50)	7%	(50)	15%	(103)	668
RD/WT: Wrong Track	36%	(508)	25%	(350)	10%	(143)	10%	(145)	19%	(275)	1420

Continued on next page

Table BRD13_1: Based on what you have seen, how would you describe the fashion choices of each of the following?

Michelle Obama

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	39%	(810)	25%	(512)	9%	(193)	9%	(195)	18%	(378)	2088
Obama Job: Approve	61%	(684)	21%	(236)	4%	(48)	3%	(31)	10%	(114)	1114
Obama Job: Disapprove	13%	(110)	29%	(243)	17%	(140)	19%	(161)	23%	(194)	847
#1 Issue: Economy	38%	(260)	25%	(172)	11%	(71)	7%	(45)	19%	(128)	676
#1 Issue: Security	28%	(94)	28%	(96)	12%	(40)	16%	(54)	17%	(56)	340
#1 Issue: Health Care	41%	(124)	23%	(71)	10%	(31)	10%	(29)	16%	(49)	304
#1 Issue: Medicare / Social Security	34%	(92)	24%	(64)	7%	(20)	12%	(32)	23%	(62)	269
#1 Issue: Women's Issues	58%	(68)	20%	(24)	6%	(7)	3%	(3)	13%	(15)	117
#1 Issue: Education	50%	(78)	22%	(35)	8%	(13)	9%	(14)	11%	(17)	157
#1 Issue: Energy	59%	(59)	21%	(21)	1%	(1)	8%	(8)	10%	(10)	100
#1 Issue: Other	28%	(34)	23%	(29)	8%	(10)	7%	(9)	34%	(42)	124
2012 Vote: Barack Obama	61%	(498)	22%	(178)	5%	(39)	3%	(22)	10%	(78)	816
2012 Vote: Mitt Romney	18%	(89)	34%	(170)	15%	(76)	18%	(92)	16%	(79)	506
2012 Vote: Other	18%	(13)	23%	(17)	14%	(10)	15%	(11)	31%	(23)	73
2012 Vote: Didn't Vote	30%	(209)	21%	(146)	10%	(67)	10%	(70)	29%	(198)	690
4-Region: Northeast	40%	(152)	26%	(97)	9%	(36)	6%	(24)	19%	(72)	381
4-Region: Midwest	41%	(183)	24%	(108)	9%	(42)	9%	(40)	17%	(77)	449
4-Region: South	38%	(290)	23%	(177)	10%	(78)	12%	(93)	18%	(135)	773
4-Region: West	38%	(185)	27%	(130)	8%	(38)	8%	(37)	20%	(95)	485

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

Table BRD13_2: Based on what you have seen, how would you describe the fashion choices of each of the following?
Ivanka Trump

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	25%	(521)	27%	(554)	10%	(205)	12%	(253)	27%	(554)	2088
Gender: Male	24%	(245)	27%	(267)	10%	(104)	11%	(112)	28%	(278)	1005
Gender: Female	25%	(276)	27%	(287)	9%	(102)	13%	(141)	26%	(276)	1083
Age: 18-29	21%	(99)	19%	(89)	14%	(64)	22%	(103)	24%	(114)	468
Age: 30-44	24%	(121)	28%	(146)	10%	(51)	12%	(61)	26%	(135)	514
Age: 45-54	26%	(104)	29%	(119)	9%	(39)	9%	(37)	26%	(107)	406
Age: 55-64	25%	(79)	27%	(86)	8%	(25)	9%	(29)	32%	(104)	322
Age: 65+	31%	(118)	30%	(114)	7%	(27)	6%	(24)	25%	(94)	377
PID: Dem (no lean)	16%	(114)	27%	(191)	14%	(97)	21%	(149)	22%	(152)	703
PID: Ind (no lean)	19%	(142)	23%	(174)	9%	(71)	11%	(84)	38%	(283)	754
PID: Rep (no lean)	42%	(264)	30%	(190)	6%	(38)	3%	(20)	19%	(119)	631
PID/Gender: Dem Men	16%	(51)	29%	(96)	14%	(44)	19%	(61)	22%	(73)	325
PID/Gender: Dem Women	17%	(63)	25%	(96)	14%	(53)	23%	(88)	21%	(79)	378
PID/Gender: Ind Men	17%	(62)	24%	(88)	10%	(35)	11%	(39)	38%	(136)	360
PID/Gender: Ind Women	20%	(80)	22%	(86)	9%	(36)	11%	(45)	37%	(147)	394
PID/Gender: Rep Men	41%	(132)	26%	(83)	8%	(24)	4%	(12)	21%	(69)	321
PID/Gender: Rep Women	43%	(133)	34%	(106)	4%	(13)	3%	(8)	16%	(50)	311
Tea Party: Supporter	41%	(222)	27%	(146)	6%	(33)	10%	(55)	16%	(89)	544
Tea Party: Not Supporter	19%	(297)	26%	(405)	11%	(167)	13%	(197)	30%	(464)	1530
Ideo: Liberal (1-3)	20%	(138)	30%	(209)	12%	(85)	22%	(153)	16%	(115)	700
Ideo: Moderate (4)	26%	(117)	31%	(137)	9%	(41)	9%	(41)	25%	(111)	447
Ideo: Conservative (5-7)	35%	(214)	28%	(169)	8%	(50)	4%	(26)	25%	(151)	610
Educ: < College	24%	(356)	24%	(360)	10%	(152)	13%	(194)	29%	(424)	1486
Educ: Bachelors degree	26%	(101)	34%	(132)	9%	(35)	9%	(35)	23%	(91)	394
Educ: Post-grad	30%	(63)	30%	(62)	9%	(19)	12%	(24)	19%	(39)	207
Income: Under 50k	22%	(298)	23%	(302)	10%	(136)	14%	(185)	30%	(403)	1325
Income: 50k-100k	30%	(155)	34%	(172)	10%	(50)	7%	(37)	19%	(96)	510
Income: 100k+	27%	(68)	32%	(80)	8%	(19)	12%	(31)	22%	(55)	253

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Table BRD13_2: Based on what you have seen, how would you describe the fashion choices of each of the following?
 Ivanka Trump

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	25%	(521)	27%	(554)	10%	(205)	12%	(253)	27%	(554)	2088
Ethnicity: White	27%	(450)	27%	(457)	8%	(140)	10%	(165)	27%	(449)	1661
Ethnicity: Hispanic	22%	(69)	18%	(57)	9%	(29)	25%	(77)	26%	(81)	312
Ethnicity: Afr. Am.	15%	(38)	24%	(61)	16%	(42)	22%	(56)	23%	(58)	255
Ethnicity: Other	19%	(33)	22%	(37)	13%	(23)	18%	(32)	28%	(48)	173
Relig: Protestant	32%	(150)	28%	(128)	7%	(33)	6%	(26)	27%	(124)	462
Relig: Roman Catholic	26%	(113)	31%	(137)	8%	(35)	13%	(59)	21%	(94)	439
Relig: Ath./Agn./None	17%	(100)	23%	(139)	12%	(74)	15%	(88)	33%	(197)	598
Relig: Something Else	25%	(86)	27%	(95)	11%	(36)	14%	(48)	23%	(80)	345
Relig: Evangelical	31%	(180)	26%	(153)	9%	(53)	10%	(57)	23%	(136)	579
Relig: Non-Evang. Catholics	27%	(154)	30%	(168)	7%	(41)	11%	(60)	25%	(141)	564
Relig: All Christian	29%	(334)	28%	(321)	8%	(95)	10%	(117)	24%	(277)	1143
Relig: All Non-Christian	20%	(185)	25%	(233)	12%	(111)	14%	(136)	29%	(277)	943
Community: Urban	22%	(125)	26%	(146)	13%	(72)	16%	(89)	23%	(130)	563
Community: Suburban	25%	(227)	27%	(246)	10%	(87)	12%	(106)	26%	(234)	901
Community: Rural	27%	(168)	26%	(162)	7%	(46)	9%	(58)	30%	(190)	624
Employ: Private Sector	23%	(141)	33%	(200)	9%	(57)	12%	(74)	23%	(137)	609
Employ: Government	26%	(35)	30%	(40)	12%	(15)	13%	(18)	19%	(26)	134
Employ: Self-Employed	24%	(48)	22%	(43)	10%	(20)	16%	(32)	27%	(53)	197
Employ: Homemaker	32%	(58)	26%	(47)	11%	(20)	12%	(21)	19%	(35)	181
Employ: Student	14%	(15)	23%	(24)	18%	(19)	16%	(17)	28%	(29)	105
Employ: Retired	32%	(141)	28%	(122)	7%	(29)	5%	(23)	27%	(119)	435
Employ: Unemployed	18%	(38)	21%	(42)	15%	(30)	15%	(30)	32%	(65)	204
Employ: Other	20%	(45)	16%	(35)	7%	(15)	17%	(38)	40%	(90)	223
Job Type: White-collar	29%	(186)	30%	(195)	10%	(61)	13%	(86)	18%	(117)	646
Job Type: Blue-collar	27%	(253)	29%	(272)	9%	(85)	10%	(92)	24%	(222)	924
Job Type: Don't Know	16%	(82)	17%	(87)	11%	(59)	14%	(75)	42%	(215)	518
Military HH: Yes	31%	(118)	26%	(100)	11%	(41)	8%	(29)	24%	(90)	377
Military HH: No	24%	(403)	27%	(455)	10%	(165)	13%	(224)	27%	(464)	1711
RD/WT: Right Direction	29%	(194)	28%	(188)	11%	(71)	10%	(66)	22%	(149)	668
RD/WT: Wrong Track	23%	(327)	26%	(366)	9%	(135)	13%	(187)	29%	(405)	1420

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Table BRD13_2: Based on what you have seen, how would you describe the fashion choices of each of the following?
Ivanka Trump

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	25%	(521)	27%	(554)	10%	(205)	12%	(253)	27%	(554)	2088
Obama Job: Approve	19%	(212)	27%	(302)	13%	(148)	18%	(205)	22%	(248)	1114
Obama Job: Disapprove	34%	(292)	28%	(233)	6%	(55)	4%	(36)	27%	(231)	847
#1 Issue: Economy	25%	(166)	28%	(186)	12%	(78)	10%	(65)	27%	(180)	676
#1 Issue: Security	36%	(124)	26%	(90)	6%	(20)	9%	(31)	22%	(75)	340
#1 Issue: Health Care	31%	(94)	22%	(66)	8%	(24)	14%	(42)	26%	(78)	304
#1 Issue: Medicare / Social Security	22%	(60)	28%	(77)	8%	(22)	9%	(24)	32%	(87)	269
#1 Issue: Women's Issues	18%	(21)	28%	(33)	7%	(8)	19%	(22)	28%	(33)	117
#1 Issue: Education	17%	(27)	28%	(44)	16%	(25)	22%	(35)	17%	(26)	157
#1 Issue: Energy	13%	(13)	39%	(39)	12%	(12)	17%	(17)	17%	(17)	100
#1 Issue: Other	12%	(14)	16%	(19)	13%	(16)	14%	(18)	46%	(57)	124
2012 Vote: Barack Obama	20%	(163)	31%	(251)	11%	(88)	18%	(146)	20%	(167)	816
2012 Vote: Mitt Romney	41%	(208)	30%	(153)	6%	(28)	3%	(17)	20%	(101)	506
2012 Vote: Other	22%	(16)	22%	(16)	3%	(2)	16%	(12)	37%	(27)	73
2012 Vote: Didn't Vote	19%	(131)	19%	(133)	13%	(87)	11%	(79)	38%	(260)	690
4-Region: Northeast	23%	(87)	26%	(101)	10%	(37)	11%	(41)	30%	(115)	381
4-Region: Midwest	25%	(111)	25%	(114)	11%	(51)	13%	(57)	26%	(116)	449
4-Region: South	29%	(221)	25%	(192)	10%	(78)	12%	(94)	24%	(187)	773
4-Region: West	21%	(101)	30%	(147)	8%	(38)	13%	(61)	28%	(136)	485

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

Table BRD13_3: Based on what you have seen, how would you describe the fashion choices of each of the following?

Joe Biden

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	18%	(374)	32%	(673)	15%	(317)	6%	(134)	28%	(590)	2088
Gender: Male	18%	(179)	30%	(304)	15%	(153)	9%	(87)	28%	(281)	1005
Gender: Female	18%	(196)	34%	(368)	15%	(164)	4%	(46)	28%	(309)	1083
Age: 18-29	26%	(120)	30%	(141)	13%	(63)	7%	(35)	24%	(110)	468
Age: 30-44	17%	(86)	32%	(167)	16%	(83)	7%	(36)	28%	(142)	514
Age: 45-54	15%	(63)	34%	(140)	12%	(49)	7%	(28)	31%	(126)	406
Age: 55-64	13%	(42)	30%	(98)	18%	(57)	6%	(20)	33%	(105)	322
Age: 65+	17%	(64)	34%	(127)	17%	(65)	4%	(15)	28%	(107)	377
PID: Dem (no lean)	27%	(189)	36%	(252)	13%	(91)	4%	(32)	20%	(140)	703
PID: Ind (no lean)	13%	(97)	26%	(197)	15%	(112)	8%	(57)	39%	(291)	754
PID: Rep (no lean)	14%	(88)	36%	(225)	18%	(114)	7%	(45)	25%	(159)	631
PID/Gender: Dem Men	28%	(91)	35%	(115)	11%	(37)	7%	(21)	19%	(61)	325
PID/Gender: Dem Women	26%	(98)	36%	(136)	14%	(55)	3%	(10)	21%	(79)	378
PID/Gender: Ind Men	11%	(38)	21%	(77)	18%	(65)	11%	(39)	39%	(141)	360
PID/Gender: Ind Women	15%	(59)	30%	(120)	12%	(47)	5%	(18)	38%	(150)	394
PID/Gender: Rep Men	16%	(50)	35%	(112)	16%	(52)	9%	(27)	25%	(79)	321
PID/Gender: Rep Women	12%	(38)	36%	(113)	20%	(62)	6%	(18)	26%	(80)	311
Tea Party: Supporter	23%	(127)	33%	(182)	13%	(73)	8%	(45)	21%	(117)	544
Tea Party: Not Supporter	16%	(244)	32%	(490)	16%	(239)	6%	(87)	31%	(470)	1530
Ideo: Liberal (1-3)	30%	(208)	36%	(254)	13%	(93)	5%	(32)	16%	(113)	700
Ideo: Moderate (4)	15%	(67)	35%	(154)	19%	(87)	6%	(26)	25%	(113)	447
Ideo: Conservative (5-7)	11%	(68)	32%	(195)	17%	(105)	9%	(55)	31%	(186)	610
Educ: < College	18%	(270)	29%	(438)	15%	(229)	7%	(100)	30%	(449)	1486
Educ: Bachelors degree	12%	(48)	40%	(159)	15%	(60)	6%	(24)	26%	(103)	394
Educ: Post-grad	27%	(56)	36%	(75)	14%	(28)	5%	(10)	18%	(38)	207
Income: Under 50k	17%	(229)	30%	(403)	15%	(196)	6%	(82)	31%	(415)	1325
Income: 50k-100k	16%	(82)	39%	(200)	16%	(84)	7%	(34)	22%	(110)	510
Income: 100k+	25%	(63)	28%	(70)	15%	(37)	7%	(18)	26%	(65)	253

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Table BRD13_3: Based on what you have seen, how would you describe the fashion choices of each of the following?

Joe Biden

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	18%	(374)	32%	(673)	15%	(317)	6%	(134)	28%	(590)	2088
Ethnicity: White	16%	(272)	32%	(537)	15%	(256)	6%	(105)	30%	(491)	1661
Ethnicity: Hispanic	25%	(78)	24%	(74)	14%	(43)	12%	(38)	25%	(79)	312
Ethnicity: Afr. Am.	30%	(75)	32%	(82)	15%	(39)	5%	(12)	18%	(46)	255
Ethnicity: Other	16%	(27)	31%	(54)	13%	(23)	10%	(17)	30%	(52)	173
Relig: Protestant	15%	(69)	37%	(170)	15%	(68)	5%	(24)	28%	(131)	462
Relig: Roman Catholic	20%	(88)	37%	(164)	15%	(65)	6%	(26)	22%	(95)	439
Relig: Ath./Agn./None	17%	(100)	26%	(156)	15%	(89)	8%	(45)	35%	(208)	598
Relig: Something Else	22%	(77)	30%	(102)	18%	(62)	6%	(19)	24%	(84)	345
Relig: Evangelical	17%	(100)	35%	(202)	12%	(72)	8%	(44)	28%	(161)	579
Relig: Non-Evang. Catholics	17%	(96)	38%	(212)	17%	(94)	4%	(25)	24%	(137)	564
Relig: All Christian	17%	(197)	36%	(415)	14%	(165)	6%	(69)	26%	(298)	1143
Relig: All Non-Christian	19%	(178)	27%	(258)	16%	(151)	7%	(64)	31%	(292)	943
Community: Urban	20%	(112)	35%	(195)	14%	(80)	6%	(34)	25%	(141)	563
Community: Suburban	18%	(163)	34%	(306)	16%	(144)	5%	(48)	27%	(240)	901
Community: Rural	16%	(99)	27%	(171)	15%	(93)	8%	(52)	34%	(210)	624
Employ: Private Sector	20%	(120)	36%	(220)	15%	(92)	5%	(30)	24%	(147)	609
Employ: Government	18%	(24)	39%	(52)	12%	(16)	10%	(14)	21%	(28)	134
Employ: Self-Employed	17%	(33)	35%	(68)	17%	(34)	7%	(15)	24%	(47)	197
Employ: Homemaker	17%	(31)	34%	(62)	20%	(37)	6%	(11)	23%	(41)	181
Employ: Student	26%	(28)	31%	(33)	16%	(16)	2%	(2)	25%	(27)	105
Employ: Retired	18%	(77)	31%	(136)	16%	(70)	4%	(19)	31%	(134)	435
Employ: Unemployed	17%	(36)	21%	(42)	12%	(25)	15%	(31)	35%	(71)	204
Employ: Other	12%	(27)	27%	(59)	13%	(28)	6%	(13)	43%	(96)	223
Job Type: White-collar	22%	(141)	36%	(232)	16%	(103)	5%	(34)	21%	(135)	646
Job Type: Blue-collar	17%	(158)	35%	(321)	16%	(149)	6%	(58)	26%	(237)	924
Job Type: Don't Know	14%	(75)	23%	(119)	13%	(65)	8%	(41)	42%	(218)	518
Military HH: Yes	24%	(92)	35%	(130)	13%	(50)	4%	(16)	24%	(90)	377
Military HH: No	17%	(282)	32%	(542)	16%	(268)	7%	(118)	29%	(500)	1711
RD/WT: Right Direction	25%	(167)	32%	(214)	13%	(87)	5%	(33)	25%	(166)	668
RD/WT: Wrong Track	15%	(207)	32%	(458)	16%	(230)	7%	(101)	30%	(423)	1420

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Table BRD13_3: Based on what you have seen, how would you describe the fashion choices of each of the following?

Joe Biden

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	18%	(374)	32%	(673)	15%	(317)	6%	(134)	28%	(590)	2088
Obama Job: Approve	27%	(305)	35%	(394)	13%	(140)	5%	(52)	20%	(223)	1114
Obama Job: Disapprove	7%	(61)	30%	(255)	20%	(168)	9%	(77)	34%	(285)	847
#1 Issue: Economy	16%	(105)	32%	(217)	17%	(114)	7%	(44)	29%	(196)	676
#1 Issue: Security	15%	(51)	38%	(128)	13%	(43)	8%	(27)	26%	(90)	340
#1 Issue: Health Care	21%	(63)	33%	(100)	14%	(43)	5%	(16)	27%	(83)	304
#1 Issue: Medicare / Social Security	13%	(36)	31%	(83)	18%	(48)	6%	(15)	32%	(87)	269
#1 Issue: Women's Issues	32%	(38)	29%	(34)	12%	(14)	2%	(3)	25%	(29)	117
#1 Issue: Education	25%	(40)	31%	(49)	17%	(27)	7%	(11)	19%	(30)	157
#1 Issue: Energy	21%	(21)	41%	(41)	10%	(10)	7%	(7)	20%	(20)	100
#1 Issue: Other	16%	(20)	17%	(22)	14%	(18)	8%	(10)	44%	(54)	124
2012 Vote: Barack Obama	26%	(214)	37%	(303)	13%	(107)	4%	(33)	20%	(160)	816
2012 Vote: Mitt Romney	11%	(55)	37%	(189)	20%	(100)	7%	(36)	25%	(126)	506
2012 Vote: Other	6%	(4)	23%	(17)	11%	(8)	13%	(10)	47%	(34)	73
2012 Vote: Didn't Vote	15%	(100)	24%	(162)	15%	(103)	8%	(55)	39%	(270)	690
4-Region: Northeast	20%	(75)	29%	(112)	13%	(50)	9%	(33)	29%	(111)	381
4-Region: Midwest	18%	(81)	33%	(148)	18%	(79)	5%	(23)	26%	(119)	449
4-Region: South	17%	(129)	32%	(250)	16%	(121)	8%	(61)	27%	(211)	773
4-Region: West	18%	(89)	34%	(163)	14%	(67)	3%	(16)	31%	(149)	485

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

Table BRD13_4: Based on what you have seen, how would you describe the fashion choices of each of the following?
Donald Trump

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	18%	(381)	27%	(571)	15%	(315)	19%	(389)	21%	(433)	2088
Gender: Male	20%	(200)	26%	(266)	15%	(154)	16%	(164)	22%	(221)	1005
Gender: Female	17%	(182)	28%	(304)	15%	(160)	21%	(225)	20%	(212)	1083
Age: 18-29	16%	(76)	18%	(85)	18%	(83)	29%	(138)	18%	(86)	468
Age: 30-44	16%	(84)	26%	(133)	18%	(94)	20%	(104)	19%	(99)	514
Age: 45-54	18%	(74)	31%	(125)	14%	(56)	15%	(62)	22%	(89)	406
Age: 55-64	21%	(68)	30%	(98)	10%	(33)	14%	(47)	24%	(77)	322
Age: 65+	21%	(79)	34%	(129)	13%	(48)	10%	(39)	22%	(82)	377
PID: Dem (no lean)	10%	(71)	22%	(152)	20%	(138)	33%	(231)	16%	(110)	703
PID: Ind (no lean)	14%	(108)	24%	(180)	15%	(111)	18%	(132)	30%	(223)	754
PID: Rep (no lean)	32%	(202)	38%	(239)	10%	(65)	4%	(26)	16%	(100)	631
PID/Gender: Dem Men	11%	(35)	24%	(79)	18%	(57)	30%	(97)	17%	(57)	325
PID/Gender: Dem Women	10%	(37)	19%	(73)	21%	(81)	36%	(134)	14%	(53)	378
PID/Gender: Ind Men	18%	(63)	20%	(73)	17%	(61)	16%	(58)	29%	(106)	360
PID/Gender: Ind Women	11%	(45)	27%	(107)	13%	(51)	19%	(75)	30%	(117)	394
PID/Gender: Rep Men	32%	(102)	36%	(114)	11%	(36)	3%	(10)	18%	(59)	321
PID/Gender: Rep Women	32%	(100)	40%	(125)	9%	(29)	5%	(16)	13%	(41)	311
Tea Party: Supporter	31%	(167)	34%	(183)	10%	(56)	12%	(63)	14%	(76)	544
Tea Party: Not Supporter	14%	(213)	25%	(384)	17%	(256)	21%	(322)	23%	(354)	1530
Ideo: Liberal (1-3)	15%	(105)	23%	(164)	20%	(143)	30%	(210)	11%	(78)	700
Ideo: Moderate (4)	20%	(89)	29%	(130)	17%	(75)	14%	(62)	20%	(91)	447
Ideo: Conservative (5-7)	24%	(146)	36%	(222)	11%	(64)	9%	(54)	20%	(124)	610
Educ: < College	18%	(273)	26%	(393)	14%	(212)	19%	(281)	22%	(327)	1486
Educ: Bachelors degree	16%	(63)	30%	(118)	17%	(65)	18%	(72)	19%	(76)	394
Educ: Post-grad	22%	(45)	28%	(59)	18%	(37)	17%	(36)	14%	(29)	207
Income: Under 50k	18%	(237)	24%	(324)	14%	(192)	20%	(267)	23%	(305)	1325
Income: 50k-100k	19%	(99)	35%	(176)	16%	(79)	15%	(75)	16%	(81)	510
Income: 100k+	18%	(46)	28%	(70)	17%	(44)	18%	(46)	18%	(46)	253

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Table BRD13_4: Based on what you have seen, how would you describe the fashion choices of each of the following?
 Donald Trump

Demographic	Excellent	Good	Only Fair	Poor	Don't Know / No Opinion	Total N
All Respondents	18% (381)	27% (571)	15% (315)	19% (389)	21% (433)	2088
Ethnicity: White	20% (335)	30% (496)	14% (227)	15% (251)	21% (351)	1661
Ethnicity: Hispanic	16% (49)	16% (49)	14% (44)	34% (106)	21% (64)	312
Ethnicity: Afr. Am.	9% (23)	16% (41)	24% (61)	37% (93)	14% (37)	255
Ethnicity: Other	13% (23)	19% (34)	15% (26)	26% (45)	26% (45)	173
Relig: Protestant	22% (101)	32% (147)	15% (68)	12% (54)	20% (92)	462
Relig: Roman Catholic	23% (102)	29% (127)	13% (57)	17% (75)	18% (78)	439
Relig: Ath./Agn./None	12% (69)	22% (131)	17% (100)	23% (140)	26% (157)	598
Relig: Something Else	16% (56)	26% (90)	19% (66)	21% (71)	18% (62)	345
Relig: Evangelical	25% (143)	31% (181)	11% (62)	16% (91)	18% (103)	579
Relig: Non-Evang. Catholics	20% (111)	30% (169)	15% (87)	15% (87)	20% (110)	564
Relig: All Christian	22% (254)	31% (350)	13% (149)	16% (178)	19% (213)	1143
Relig: All Non-Christian	13% (125)	23% (221)	18% (166)	22% (211)	23% (220)	943
Community: Urban	19% (106)	23% (128)	15% (82)	24% (138)	19% (108)	563
Community: Suburban	16% (144)	28% (249)	18% (165)	18% (165)	20% (178)	901
Community: Rural	21% (130)	31% (194)	11% (67)	14% (87)	24% (147)	624
Employ: Private Sector	19% (118)	29% (175)	15% (89)	20% (119)	18% (108)	609
Employ: Government	13% (17)	35% (47)	20% (27)	18% (24)	14% (19)	134
Employ: Self-Employed	18% (35)	22% (42)	17% (34)	24% (47)	20% (39)	197
Employ: Homemaker	16% (29)	30% (54)	18% (32)	21% (38)	16% (28)	181
Employ: Student	13% (14)	16% (17)	22% (23)	25% (26)	24% (25)	105
Employ: Retired	22% (97)	33% (143)	11% (50)	10% (43)	23% (102)	435
Employ: Unemployed	18% (36)	21% (44)	12% (24)	25% (50)	25% (51)	204
Employ: Other	16% (36)	21% (48)	16% (36)	19% (42)	27% (61)	223
Job Type: White-collar	19% (126)	31% (201)	15% (97)	20% (131)	14% (91)	646
Job Type: Blue-collar	20% (183)	30% (278)	17% (154)	15% (139)	18% (170)	924
Job Type: Don't Know	14% (72)	18% (91)	12% (64)	23% (119)	33% (171)	518
Military HH: Yes	23% (88)	30% (114)	15% (56)	14% (52)	18% (67)	377
Military HH: No	17% (293)	27% (457)	15% (258)	20% (337)	21% (365)	1711
RD/WT: Right Direction	26% (172)	29% (191)	14% (91)	15% (97)	18% (117)	668
RD/WT: Wrong Track	15% (209)	27% (380)	16% (224)	21% (292)	22% (316)	1420

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Table BRD13_4: Based on what you have seen, how would you describe the fashion choices of each of the following?
Donald Trump

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	18%	(381)	27%	(571)	15%	(315)	19%	(389)	21%	(433)	2088
Obama Job: Approve	13%	(141)	23%	(251)	20%	(221)	28%	(317)	17%	(184)	1114
Obama Job: Disapprove	27%	(225)	36%	(301)	10%	(86)	7%	(56)	21%	(179)	847
#1 Issue: Economy	17%	(115)	27%	(184)	18%	(119)	17%	(114)	21%	(145)	676
#1 Issue: Security	27%	(93)	36%	(122)	11%	(38)	9%	(30)	17%	(58)	340
#1 Issue: Health Care	21%	(62)	30%	(90)	14%	(43)	18%	(55)	18%	(53)	304
#1 Issue: Medicare / Social Security	19%	(51)	28%	(75)	12%	(33)	15%	(40)	26%	(71)	269
#1 Issue: Women's Issues	16%	(19)	16%	(19)	17%	(19)	31%	(36)	20%	(24)	117
#1 Issue: Education	11%	(17)	23%	(36)	17%	(27)	34%	(54)	14%	(23)	157
#1 Issue: Energy	15%	(15)	23%	(23)	14%	(14)	36%	(36)	13%	(13)	100
#1 Issue: Other	7%	(9)	17%	(21)	18%	(22)	19%	(24)	39%	(48)	124
2012 Vote: Barack Obama	15%	(124)	23%	(191)	18%	(149)	28%	(225)	16%	(127)	816
2012 Vote: Mitt Romney	30%	(150)	38%	(190)	12%	(59)	5%	(26)	16%	(81)	506
2012 Vote: Other	14%	(10)	28%	(21)	6%	(4)	19%	(14)	33%	(24)	73
2012 Vote: Didn't Vote	14%	(96)	24%	(167)	15%	(102)	18%	(124)	29%	(200)	690
4-Region: Northeast	22%	(83)	21%	(82)	16%	(62)	17%	(66)	23%	(89)	381
4-Region: Midwest	17%	(77)	30%	(136)	13%	(58)	20%	(88)	20%	(90)	449
4-Region: South	19%	(146)	28%	(216)	16%	(122)	19%	(149)	18%	(139)	773
4-Region: West	15%	(75)	28%	(137)	15%	(72)	18%	(86)	24%	(114)	485

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

Table BRD13_5: Based on what you have seen, how would you describe the fashion choices of each of the following?

Barack Obama

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	32%	(672)	29%	(614)	10%	(209)	8%	(164)	21%	(429)	2088
Gender: Male	29%	(289)	29%	(293)	10%	(102)	11%	(106)	21%	(216)	1005
Gender: Female	35%	(384)	30%	(321)	10%	(107)	5%	(58)	20%	(213)	1083
Age: 18-29	41%	(192)	24%	(113)	11%	(52)	7%	(32)	17%	(79)	468
Age: 30-44	34%	(175)	30%	(152)	10%	(52)	9%	(45)	18%	(91)	514
Age: 45-54	29%	(118)	32%	(130)	7%	(27)	11%	(44)	21%	(86)	406
Age: 55-64	27%	(87)	33%	(107)	9%	(30)	6%	(19)	24%	(79)	322
Age: 65+	26%	(100)	29%	(111)	13%	(48)	7%	(25)	25%	(94)	377
PID: Dem (no lean)	52%	(367)	26%	(183)	6%	(42)	2%	(17)	13%	(93)	703
PID: Ind (no lean)	25%	(192)	28%	(211)	11%	(84)	7%	(55)	28%	(213)	754
PID: Rep (no lean)	18%	(113)	35%	(219)	13%	(83)	15%	(92)	20%	(124)	631
PID/Gender: Dem Men	47%	(153)	29%	(95)	5%	(18)	4%	(12)	15%	(47)	325
PID/Gender: Dem Women	57%	(214)	24%	(89)	6%	(24)	1%	(5)	12%	(46)	378
PID/Gender: Ind Men	21%	(76)	27%	(97)	13%	(46)	9%	(33)	30%	(107)	360
PID/Gender: Ind Women	29%	(116)	29%	(114)	10%	(38)	5%	(21)	27%	(105)	394
PID/Gender: Rep Men	19%	(59)	32%	(101)	12%	(39)	19%	(60)	19%	(61)	321
PID/Gender: Rep Women	17%	(54)	38%	(118)	14%	(45)	10%	(32)	20%	(62)	311
Tea Party: Supporter	31%	(168)	30%	(163)	12%	(66)	12%	(64)	15%	(83)	544
Tea Party: Not Supporter	33%	(501)	29%	(449)	9%	(142)	6%	(95)	22%	(343)	1530
Ideo: Liberal (1-3)	51%	(356)	28%	(193)	7%	(51)	5%	(35)	9%	(65)	700
Ideo: Moderate (4)	30%	(135)	34%	(153)	12%	(52)	7%	(31)	17%	(77)	447
Ideo: Conservative (5-7)	17%	(101)	34%	(205)	14%	(86)	12%	(73)	24%	(145)	610
Educ: < College	31%	(464)	26%	(393)	11%	(161)	9%	(130)	23%	(338)	1486
Educ: Bachelors degree	32%	(126)	38%	(148)	8%	(31)	6%	(22)	17%	(67)	394
Educ: Post-grad	39%	(82)	35%	(72)	8%	(17)	6%	(12)	12%	(25)	207
Income: Under 50k	33%	(439)	26%	(341)	10%	(132)	8%	(105)	23%	(308)	1325
Income: 50k-100k	29%	(145)	39%	(197)	10%	(53)	8%	(40)	15%	(76)	510
Income: 100k+	35%	(88)	30%	(76)	10%	(25)	7%	(19)	18%	(46)	253

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Table BRD13_5: Based on what you have seen, how would you describe the fashion choices of each of the following?

Barack Obama

Demographic	Excellent	Good	Only Fair	Poor	Don't Know / No Opinion	Total N
All Respondents	32% (672)	29% (614)	10% (209)	8% (164)	21% (429)	2088
Ethnicity: White	28% (468)	31% (519)	10% (171)	8% (134)	22% (369)	1661
Ethnicity: Hispanic	42% (133)	20% (62)	10% (32)	7% (22)	20% (64)	312
Ethnicity: Afr. Am.	61% (154)	17% (43)	6% (16)	6% (15)	10% (26)	255
Ethnicity: Other	29% (50)	30% (52)	13% (22)	9% (15)	20% (34)	173
Relig: Protestant	26% (122)	34% (156)	11% (51)	7% (33)	22% (100)	462
Relig: Roman Catholic	34% (148)	33% (146)	9% (41)	6% (28)	17% (74)	439
Relig: Ath./Agn./None	35% (207)	26% (153)	9% (56)	6% (38)	24% (144)	598
Relig: Something Else	34% (118)	30% (104)	8% (26)	10% (33)	18% (64)	345
Relig: Evangelical	30% (176)	27% (155)	12% (72)	12% (70)	18% (107)	579
Relig: Non-Evang. Catholics	30% (171)	36% (202)	10% (55)	4% (21)	20% (115)	564
Relig: All Christian	30% (347)	31% (357)	11% (127)	8% (91)	19% (221)	1143
Relig: All Non-Christian	34% (325)	27% (256)	9% (82)	8% (71)	22% (208)	943
Community: Urban	39% (221)	28% (159)	9% (53)	6% (32)	17% (98)	563
Community: Suburban	31% (280)	32% (291)	11% (102)	6% (54)	19% (175)	901
Community: Rural	28% (172)	26% (164)	9% (54)	12% (77)	25% (157)	624
Employ: Private Sector	31% (188)	35% (215)	10% (62)	8% (46)	16% (98)	609
Employ: Government	32% (43)	37% (49)	7% (9)	9% (12)	16% (21)	134
Employ: Self-Employed	42% (82)	22% (44)	12% (23)	5% (10)	19% (38)	197
Employ: Homemaker	37% (66)	34% (61)	10% (19)	7% (12)	13% (23)	181
Employ: Student	39% (41)	32% (34)	10% (11)	1% (1)	18% (19)	105
Employ: Retired	27% (117)	29% (127)	11% (49)	6% (28)	26% (114)	435
Employ: Unemployed	34% (70)	19% (38)	8% (16)	14% (29)	25% (52)	204
Employ: Other	29% (65)	21% (46)	9% (21)	12% (27)	29% (64)	223
Job Type: White-collar	33% (215)	35% (224)	11% (70)	7% (46)	14% (90)	646
Job Type: Blue-collar	32% (297)	32% (296)	10% (94)	8% (73)	18% (163)	924
Job Type: Don't Know	31% (160)	18% (93)	9% (45)	9% (45)	34% (176)	518
Military HH: Yes	33% (125)	30% (112)	14% (52)	6% (21)	18% (67)	377
Military HH: No	32% (547)	29% (502)	9% (158)	8% (142)	21% (362)	1711
RD/WT: Right Direction	37% (250)	30% (199)	9% (57)	8% (52)	17% (110)	668
RD/WT: Wrong Track	30% (422)	29% (415)	11% (152)	8% (112)	22% (319)	1420

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Table BRD13_5: Based on what you have seen, how would you describe the fashion choices of each of the following?
Barack Obama

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	32%	(672)	29%	(614)	10%	(209)	8%	(164)	21%	(429)	2088
Obama Job: Approve	51%	(563)	29%	(323)	7%	(73)	2%	(24)	12%	(131)	1114
Obama Job: Disapprove	11%	(92)	31%	(266)	16%	(134)	16%	(136)	26%	(219)	847
#1 Issue: Economy	32%	(215)	31%	(211)	10%	(69)	6%	(40)	21%	(141)	676
#1 Issue: Security	25%	(85)	32%	(109)	10%	(34)	13%	(44)	20%	(69)	340
#1 Issue: Health Care	33%	(99)	30%	(91)	10%	(32)	10%	(32)	17%	(51)	304
#1 Issue: Medicare / Social Security	26%	(71)	29%	(77)	11%	(28)	5%	(14)	29%	(78)	269
#1 Issue: Women's Issues	48%	(57)	27%	(31)	7%	(9)	1%	(2)	16%	(19)	117
#1 Issue: Education	44%	(70)	21%	(33)	12%	(20)	11%	(17)	12%	(19)	157
#1 Issue: Energy	42%	(42)	33%	(33)	8%	(8)	6%	(6)	11%	(11)	100
#1 Issue: Other	27%	(34)	23%	(29)	8%	(9)	8%	(9)	34%	(42)	124
2012 Vote: Barack Obama	50%	(404)	30%	(249)	5%	(45)	2%	(19)	12%	(100)	816
2012 Vote: Mitt Romney	14%	(73)	36%	(183)	16%	(81)	14%	(70)	20%	(99)	506
2012 Vote: Other	16%	(12)	28%	(21)	9%	(6)	19%	(14)	28%	(21)	73
2012 Vote: Didn't Vote	27%	(184)	23%	(159)	11%	(78)	9%	(60)	30%	(210)	690
4-Region: Northeast	33%	(126)	33%	(126)	6%	(24)	6%	(22)	22%	(83)	381
4-Region: Midwest	31%	(139)	31%	(138)	12%	(54)	7%	(33)	19%	(85)	449
4-Region: South	32%	(245)	27%	(205)	12%	(89)	10%	(80)	20%	(154)	773
4-Region: West	34%	(163)	30%	(145)	9%	(42)	6%	(28)	22%	(108)	485

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

Table BRD13_6: Based on what you have seen, how would you describe the fashion choices of each of the following?
Lebron James

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	15%	(323)	25%	(528)	17%	(350)	6%	(128)	36%	(760)	2088
Gender: Male	19%	(189)	26%	(260)	16%	(159)	8%	(81)	31%	(316)	1005
Gender: Female	12%	(134)	25%	(268)	18%	(191)	4%	(47)	41%	(443)	1083
Age: 18-29	24%	(114)	29%	(138)	17%	(81)	4%	(20)	24%	(114)	468
Age: 30-44	18%	(92)	29%	(149)	16%	(81)	7%	(37)	30%	(155)	514
Age: 45-54	14%	(57)	22%	(87)	17%	(68)	9%	(35)	39%	(159)	406
Age: 55-64	9%	(30)	23%	(75)	19%	(61)	5%	(17)	43%	(139)	322
Age: 65+	8%	(30)	21%	(78)	15%	(58)	5%	(19)	51%	(192)	377
PID: Dem (no lean)	22%	(154)	30%	(212)	15%	(108)	5%	(35)	28%	(194)	703
PID: Ind (no lean)	11%	(86)	21%	(157)	18%	(136)	5%	(41)	44%	(335)	754
PID: Rep (no lean)	13%	(83)	25%	(158)	17%	(106)	8%	(53)	37%	(231)	631
PID/Gender: Dem Men	27%	(86)	32%	(103)	11%	(34)	8%	(25)	24%	(76)	325
PID/Gender: Dem Women	18%	(67)	29%	(109)	20%	(74)	3%	(10)	31%	(118)	378
PID/Gender: Ind Men	13%	(48)	19%	(69)	20%	(73)	7%	(24)	41%	(146)	360
PID/Gender: Ind Women	10%	(38)	22%	(88)	16%	(63)	4%	(17)	48%	(189)	394
PID/Gender: Rep Men	17%	(55)	27%	(88)	16%	(52)	10%	(33)	29%	(94)	321
PID/Gender: Rep Women	9%	(28)	23%	(71)	17%	(54)	6%	(20)	44%	(137)	311
Tea Party: Supporter	22%	(120)	25%	(135)	16%	(85)	7%	(41)	30%	(165)	544
Tea Party: Not Supporter	13%	(201)	26%	(390)	17%	(261)	6%	(87)	39%	(590)	1530
Ideo: Liberal (1-3)	22%	(156)	31%	(217)	19%	(133)	4%	(26)	24%	(168)	700
Ideo: Moderate (4)	12%	(54)	29%	(132)	19%	(84)	5%	(21)	35%	(155)	447
Ideo: Conservative (5-7)	10%	(63)	22%	(135)	15%	(94)	11%	(68)	41%	(250)	610
Educ: < College	16%	(239)	24%	(350)	17%	(258)	6%	(85)	37%	(554)	1486
Educ: Bachelors degree	11%	(45)	30%	(117)	17%	(67)	6%	(24)	36%	(142)	394
Educ: Post-grad	19%	(39)	29%	(61)	12%	(26)	9%	(19)	31%	(64)	207
Income: Under 50k	16%	(213)	23%	(306)	17%	(228)	6%	(75)	38%	(503)	1325
Income: 50k-100k	15%	(77)	30%	(153)	17%	(85)	5%	(26)	33%	(170)	510
Income: 100k+	13%	(33)	27%	(69)	15%	(37)	10%	(27)	34%	(87)	253

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Table BRD13_6: Based on what you have seen, how would you describe the fashion choices of each of the following?
 LeBron James

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	15%	(323)	25%	(528)	17%	(350)	6%	(128)	36%	(760)	2088
Ethnicity: White	12%	(197)	25%	(414)	17%	(287)	6%	(107)	39%	(655)	1661
Ethnicity: Hispanic	23%	(71)	28%	(88)	16%	(51)	6%	(20)	26%	(82)	312
Ethnicity: Afr. Am.	41%	(104)	27%	(68)	10%	(26)	3%	(8)	19%	(48)	255
Ethnicity: Other	12%	(21)	26%	(46)	21%	(37)	7%	(13)	33%	(56)	173
Relig: Protestant	12%	(54)	26%	(118)	15%	(68)	6%	(27)	42%	(195)	462
Relig: Roman Catholic	19%	(82)	26%	(115)	18%	(79)	7%	(30)	30%	(132)	439
Relig: Ath./Agn./None	12%	(73)	24%	(145)	17%	(100)	5%	(27)	42%	(252)	598
Relig: Something Else	20%	(69)	24%	(83)	19%	(65)	7%	(26)	30%	(102)	345
Relig: Evangelical	18%	(104)	27%	(154)	14%	(82)	7%	(39)	34%	(200)	579
Relig: Non-Evang. Catholics	14%	(77)	26%	(145)	18%	(103)	6%	(35)	36%	(204)	564
Relig: All Christian	16%	(181)	26%	(299)	16%	(185)	7%	(75)	35%	(403)	1143
Relig: All Non-Christian	15%	(142)	24%	(228)	17%	(165)	6%	(53)	38%	(354)	943
Community: Urban	21%	(117)	27%	(154)	17%	(93)	6%	(35)	29%	(163)	563
Community: Suburban	12%	(109)	27%	(242)	18%	(160)	5%	(48)	38%	(342)	901
Community: Rural	15%	(96)	21%	(132)	15%	(97)	7%	(45)	41%	(255)	624
Employ: Private Sector	16%	(97)	28%	(170)	21%	(126)	7%	(41)	29%	(175)	609
Employ: Government	20%	(27)	29%	(39)	12%	(15)	11%	(15)	28%	(38)	134
Employ: Self-Employed	15%	(29)	31%	(61)	14%	(28)	7%	(15)	33%	(65)	197
Employ: Homemaker	14%	(25)	27%	(49)	19%	(35)	4%	(8)	36%	(65)	181
Employ: Student	24%	(25)	29%	(31)	15%	(16)	3%	(3)	29%	(31)	105
Employ: Retired	8%	(36)	24%	(102)	14%	(60)	4%	(19)	50%	(217)	435
Employ: Unemployed	21%	(42)	18%	(38)	15%	(30)	7%	(13)	40%	(81)	204
Employ: Other	19%	(43)	17%	(38)	18%	(40)	7%	(15)	40%	(88)	223
Job Type: White-collar	16%	(102)	29%	(186)	16%	(101)	8%	(49)	32%	(208)	646
Job Type: Blue-collar	15%	(137)	28%	(256)	18%	(168)	6%	(52)	34%	(311)	924
Job Type: Don't Know	16%	(84)	17%	(86)	16%	(81)	5%	(26)	46%	(240)	518
Military HH: Yes	19%	(73)	24%	(91)	15%	(58)	9%	(34)	32%	(121)	377
Military HH: No	15%	(250)	26%	(437)	17%	(292)	5%	(93)	37%	(638)	1711
RD/WT: Right Direction	23%	(154)	29%	(192)	13%	(86)	6%	(43)	29%	(193)	668
RD/WT: Wrong Track	12%	(168)	24%	(336)	19%	(264)	6%	(85)	40%	(566)	1420

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Table BRD13_6: Based on what you have seen, how would you describe the fashion choices of each of the following?

Lebron James

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	15%	(323)	25%	(528)	17%	(350)	6%	(128)	36%	(760)	2088
Obama Job: Approve	22%	(246)	30%	(331)	16%	(180)	5%	(55)	27%	(301)	1114
Obama Job: Disapprove	8%	(66)	21%	(178)	18%	(153)	8%	(72)	45%	(378)	847
#1 Issue: Economy	14%	(92)	28%	(187)	18%	(125)	5%	(34)	35%	(239)	676
#1 Issue: Security	11%	(39)	25%	(86)	13%	(44)	11%	(37)	40%	(135)	340
#1 Issue: Health Care	20%	(62)	28%	(84)	15%	(46)	5%	(15)	32%	(97)	304
#1 Issue: Medicare / Social Security	6%	(17)	23%	(62)	18%	(49)	6%	(15)	47%	(126)	269
#1 Issue: Women's Issues	21%	(25)	25%	(30)	16%	(19)	5%	(6)	32%	(38)	117
#1 Issue: Education	35%	(54)	25%	(39)	17%	(26)	2%	(4)	22%	(34)	157
#1 Issue: Energy	24%	(24)	23%	(23)	21%	(21)	7%	(7)	25%	(25)	100
#1 Issue: Other	9%	(11)	15%	(18)	15%	(19)	7%	(9)	54%	(66)	124
2012 Vote: Barack Obama	22%	(177)	28%	(228)	18%	(150)	6%	(45)	26%	(216)	816
2012 Vote: Mitt Romney	9%	(48)	24%	(119)	19%	(96)	9%	(45)	39%	(198)	506
2012 Vote: Other	15%	(11)	17%	(13)	14%	(10)	3%	(2)	51%	(38)	73
2012 Vote: Didn't Vote	13%	(86)	24%	(168)	13%	(93)	5%	(35)	45%	(307)	690
4-Region: Northeast	18%	(68)	26%	(101)	15%	(56)	4%	(13)	37%	(142)	381
4-Region: Midwest	13%	(57)	27%	(123)	19%	(84)	6%	(28)	35%	(156)	449
4-Region: South	19%	(144)	22%	(169)	17%	(134)	7%	(54)	35%	(273)	773
4-Region: West	11%	(53)	28%	(135)	16%	(76)	7%	(32)	39%	(189)	485

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

Table BRD13_7: Based on what you have seen, how would you describe the fashion choices of each of the following?
 Marilyn Monroe

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	33%	(686)	32%	(661)	9%	(196)	5%	(98)	21%	(446)	2088
Gender: Male	33%	(336)	28%	(284)	8%	(84)	5%	(53)	25%	(248)	1005
Gender: Female	32%	(349)	35%	(378)	10%	(112)	4%	(45)	18%	(198)	1083
Age: 18-29	37%	(173)	29%	(138)	10%	(45)	7%	(34)	17%	(78)	468
Age: 30-44	37%	(189)	30%	(152)	9%	(46)	4%	(22)	21%	(106)	514
Age: 45-54	33%	(132)	32%	(130)	8%	(31)	6%	(25)	21%	(87)	406
Age: 55-64	31%	(100)	32%	(103)	9%	(30)	1%	(3)	27%	(87)	322
Age: 65+	24%	(92)	37%	(139)	12%	(45)	4%	(13)	24%	(89)	377
PID: Dem (no lean)	35%	(249)	34%	(242)	9%	(61)	4%	(30)	17%	(120)	703
PID: Ind (no lean)	31%	(235)	26%	(198)	9%	(65)	6%	(43)	28%	(214)	754
PID: Rep (no lean)	32%	(202)	35%	(222)	11%	(71)	4%	(25)	18%	(111)	631
PID/Gender: Dem Men	38%	(123)	28%	(91)	7%	(24)	5%	(17)	21%	(69)	325
PID/Gender: Dem Women	33%	(126)	40%	(151)	10%	(37)	3%	(13)	14%	(51)	378
PID/Gender: Ind Men	32%	(114)	24%	(86)	7%	(26)	6%	(23)	31%	(111)	360
PID/Gender: Ind Women	31%	(121)	28%	(112)	10%	(39)	5%	(20)	26%	(103)	394
PID/Gender: Rep Men	31%	(99)	33%	(107)	11%	(35)	4%	(12)	21%	(67)	321
PID/Gender: Rep Women	33%	(103)	37%	(114)	12%	(36)	4%	(13)	14%	(44)	311
Tea Party: Supporter	35%	(191)	34%	(187)	11%	(60)	6%	(35)	13%	(71)	544
Tea Party: Not Supporter	32%	(488)	31%	(471)	9%	(136)	4%	(60)	24%	(374)	1530
Ideo: Liberal (1-3)	37%	(260)	35%	(248)	9%	(66)	4%	(31)	14%	(95)	700
Ideo: Moderate (4)	34%	(151)	31%	(139)	12%	(55)	4%	(17)	19%	(85)	447
Ideo: Conservative (5-7)	31%	(191)	32%	(196)	10%	(59)	6%	(35)	21%	(129)	610
Educ: < College	33%	(496)	30%	(441)	8%	(121)	5%	(81)	23%	(347)	1486
Educ: Bachelors degree	31%	(123)	37%	(145)	12%	(46)	2%	(9)	18%	(72)	394
Educ: Post-grad	32%	(67)	36%	(75)	14%	(30)	4%	(8)	14%	(28)	207
Income: Under 50k	34%	(444)	29%	(389)	8%	(109)	5%	(70)	24%	(313)	1325
Income: 50k-100k	32%	(164)	38%	(192)	12%	(62)	3%	(16)	15%	(77)	510
Income: 100k+	31%	(77)	32%	(81)	10%	(26)	5%	(13)	22%	(56)	253

Continued on next page

Table BRD13_7: Based on what you have seen, how would you describe the fashion choices of each of the following?

Marilyn Monroe

Demographic	Excellent	Good	Only Fair	Poor	Don't Know / No Opinion	Total N
All Respondents	33% (686)	32% (661)	9% (196)	5% (98)	21% (446)	2088
Ethnicity: White	33% (542)	32% (533)	9% (156)	4% (71)	22% (358)	1661
Ethnicity: Hispanic	36% (112)	28% (87)	5% (17)	9% (28)	22% (68)	312
Ethnicity: Afr. Am.	35% (90)	29% (75)	9% (23)	8% (20)	19% (48)	255
Ethnicity: Other	31% (54)	31% (54)	10% (18)	4% (7)	23% (41)	173
Relig: Protestant	27% (123)	38% (175)	12% (55)	3% (14)	20% (95)	462
Relig: Roman Catholic	39% (172)	32% (142)	9% (41)	3% (12)	16% (71)	439
Relig: Ath./Agn./None	31% (184)	27% (159)	10% (59)	5% (28)	28% (167)	598
Relig: Something Else	35% (120)	33% (115)	7% (23)	7% (25)	18% (63)	345
Relig: Evangelical	33% (192)	32% (187)	10% (59)	6% (34)	19% (108)	579
Relig: Non-Evang. Catholics	33% (189)	36% (201)	10% (55)	2% (12)	19% (108)	564
Relig: All Christian	33% (381)	34% (387)	10% (114)	4% (46)	19% (215)	1143
Relig: All Non-Christian	32% (304)	29% (274)	9% (83)	6% (53)	24% (229)	943
Community: Urban	36% (205)	27% (152)	9% (52)	5% (30)	22% (124)	563
Community: Suburban	31% (278)	35% (315)	11% (102)	4% (33)	19% (172)	901
Community: Rural	33% (204)	31% (194)	7% (42)	6% (35)	24% (150)	624
Employ: Private Sector	35% (213)	34% (207)	10% (58)	3% (18)	19% (113)	609
Employ: Government	33% (44)	36% (48)	8% (10)	9% (12)	15% (20)	134
Employ: Self-Employed	29% (57)	34% (68)	10% (19)	9% (17)	18% (36)	197
Employ: Homemaker	44% (80)	28% (50)	9% (15)	5% (9)	15% (26)	181
Employ: Student	37% (39)	29% (30)	11% (11)	4% (4)	20% (21)	105
Employ: Retired	27% (118)	33% (142)	12% (52)	2% (8)	26% (114)	435
Employ: Unemployed	32% (66)	28% (57)	6% (12)	8% (16)	26% (54)	204
Employ: Other	31% (68)	27% (60)	8% (18)	7% (15)	28% (62)	223
Job Type: White-collar	30% (192)	37% (237)	12% (76)	6% (37)	16% (104)	646
Job Type: Blue-collar	36% (331)	35% (320)	8% (75)	4% (34)	18% (163)	924
Job Type: Don't Know	31% (162)	20% (104)	9% (46)	5% (27)	34% (179)	518
Military HH: Yes	31% (117)	30% (112)	13% (51)	7% (25)	19% (73)	377
Military HH: No	33% (569)	32% (550)	9% (146)	4% (73)	22% (373)	1711
RD/WT: Right Direction	37% (249)	32% (213)	8% (54)	4% (25)	19% (127)	668
RD/WT: Wrong Track	31% (437)	32% (448)	10% (143)	5% (73)	22% (319)	1420

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Table BRD13_7: Based on what you have seen, how would you describe the fashion choices of each of the following?
Marilyn Monroe

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	33%	(686)	32%	(661)	9%	(196)	5%	(98)	21%	(446)	2088
Obama Job: Approve	36%	(405)	33%	(363)	10%	(107)	5%	(51)	17%	(188)	1114
Obama Job: Disapprove	30%	(254)	33%	(278)	10%	(85)	5%	(44)	22%	(185)	847
#1 Issue: Economy	33%	(220)	32%	(215)	11%	(72)	3%	(21)	22%	(149)	676
#1 Issue: Security	33%	(111)	35%	(118)	7%	(25)	6%	(19)	20%	(67)	340
#1 Issue: Health Care	34%	(103)	35%	(106)	10%	(31)	2%	(8)	18%	(56)	304
#1 Issue: Medicare / Social Security	31%	(83)	29%	(78)	10%	(28)	3%	(7)	27%	(73)	269
#1 Issue: Women's Issues	37%	(44)	32%	(37)	8%	(9)	8%	(10)	15%	(17)	117
#1 Issue: Education	40%	(62)	28%	(45)	6%	(9)	13%	(21)	12%	(20)	157
#1 Issue: Energy	43%	(42)	24%	(24)	6%	(6)	10%	(10)	18%	(18)	100
#1 Issue: Other	16%	(20)	31%	(39)	13%	(16)	3%	(3)	37%	(46)	124
2012 Vote: Barack Obama	39%	(317)	33%	(268)	9%	(70)	4%	(30)	16%	(131)	816
2012 Vote: Mitt Romney	28%	(139)	37%	(186)	12%	(63)	5%	(26)	18%	(92)	506
2012 Vote: Other	25%	(19)	29%	(21)	9%	(7)	8%	(6)	28%	(21)	73
2012 Vote: Didn't Vote	31%	(210)	27%	(185)	8%	(56)	5%	(36)	29%	(202)	690
4-Region: Northeast	30%	(113)	31%	(119)	9%	(35)	4%	(15)	26%	(99)	381
4-Region: Midwest	33%	(150)	34%	(151)	9%	(42)	5%	(20)	19%	(86)	449
4-Region: South	34%	(259)	30%	(235)	10%	(75)	5%	(41)	21%	(163)	773
4-Region: West	34%	(163)	32%	(156)	9%	(45)	5%	(22)	20%	(98)	485

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

Table BRD13_8: Based on what you have seen, how would you describe the fashion choices of each of the following?

Jackie Kennedy

Demographic	Excellent	Good	Only Fair	Poor	Don't Know / No Opinion	Total N
All Respondents	45% (937)	23% (473)	7% (145)	3% (58)	23% (475)	2088
Gender: Male	36% (363)	25% (254)	8% (82)	4% (38)	27% (268)	1005
Gender: Female	53% (574)	20% (219)	6% (62)	2% (21)	19% (207)	1083
Age: 18-29	29% (136)	25% (117)	12% (57)	6% (30)	27% (128)	468
Age: 30-44	41% (211)	25% (126)	8% (40)	2% (10)	25% (127)	514
Age: 45-54	45% (183)	26% (105)	6% (23)	3% (12)	21% (84)	406
Age: 55-64	54% (175)	17% (56)	4% (14)	1% (3)	23% (74)	322
Age: 65+	62% (233)	18% (68)	3% (11)	1% (3)	16% (62)	377
PID: Dem (no lean)	51% (359)	20% (141)	7% (47)	3% (23)	19% (133)	703
PID: Ind (no lean)	38% (290)	21% (157)	7% (55)	3% (26)	30% (226)	754
PID: Rep (no lean)	46% (289)	28% (174)	7% (44)	1% (9)	18% (116)	631
PID/Gender: Dem Men	43% (139)	25% (81)	7% (23)	4% (14)	21% (67)	325
PID/Gender: Dem Women	58% (220)	16% (61)	6% (23)	2% (9)	17% (65)	378
PID/Gender: Ind Men	29% (103)	22% (80)	9% (32)	5% (17)	36% (128)	360
PID/Gender: Ind Women	47% (187)	20% (78)	6% (23)	2% (9)	25% (98)	394
PID/Gender: Rep Men	38% (120)	29% (93)	9% (28)	2% (6)	23% (73)	321
PID/Gender: Rep Women	54% (168)	26% (80)	5% (16)	1% (3)	14% (43)	311
Tea Party: Supporter	44% (239)	29% (157)	7% (40)	4% (22)	16% (86)	544
Tea Party: Not Supporter	45% (694)	20% (312)	7% (104)	2% (32)	25% (388)	1530
Ideo: Liberal (1-3)	50% (351)	24% (165)	8% (57)	3% (19)	15% (107)	700
Ideo: Moderate (4)	49% (221)	22% (97)	8% (34)	2% (10)	19% (86)	447
Ideo: Conservative (5-7)	45% (273)	27% (162)	5% (30)	3% (19)	21% (126)	610
Educ: < College	43% (639)	21% (315)	7% (110)	3% (48)	25% (375)	1486
Educ: Bachelors degree	46% (182)	28% (112)	5% (21)	2% (7)	19% (73)	394
Educ: Post-grad	56% (116)	22% (46)	7% (14)	2% (4)	13% (27)	207
Income: Under 50k	42% (556)	22% (288)	7% (99)	3% (40)	26% (343)	1325
Income: 50k-100k	50% (256)	25% (128)	7% (33)	3% (13)	16% (80)	510
Income: 100k+	50% (126)	22% (57)	5% (12)	2% (6)	21% (53)	253

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Table BRD13_8: Based on what you have seen, how would you describe the fashion choices of each of the following?
 Jackie Kennedy

Demographic	Excellent	Good	Only Fair	Poor	Don't Know / No Opinion	Total N
All Respondents	45% (937)	23% (473)	7% (145)	3% (58)	23% (475)	2088
Ethnicity: White	46% (769)	23% (375)	7% (109)	2% (37)	22% (371)	1661
Ethnicity: Hispanic	40% (126)	21% (66)	8% (25)	5% (16)	25% (79)	312
Ethnicity: Afr. Am.	43% (109)	22% (55)	9% (22)	6% (15)	21% (53)	255
Ethnicity: Other	34% (59)	25% (43)	8% (14)	3% (6)	29% (51)	173
Relig: Protestant	51% (235)	21% (99)	7% (31)	1% (7)	19% (89)	462
Relig: Roman Catholic	49% (216)	26% (114)	6% (27)	1% (3)	18% (78)	439
Relig: Ath./Agn./None	37% (220)	22% (130)	6% (37)	4% (22)	32% (189)	598
Relig: Something Else	46% (159)	23% (79)	8% (29)	6% (19)	17% (58)	345
Relig: Evangelical	45% (262)	25% (146)	8% (44)	2% (12)	20% (116)	579
Relig: Non-Evang. Catholics	52% (294)	21% (117)	6% (36)	1% (5)	20% (112)	564
Relig: All Christian	49% (556)	23% (263)	7% (79)	1% (17)	20% (228)	1143
Relig: All Non-Christian	40% (379)	22% (209)	7% (65)	4% (41)	26% (247)	943
Community: Urban	41% (232)	24% (135)	9% (51)	3% (17)	23% (128)	563
Community: Suburban	47% (422)	24% (217)	6% (55)	2% (17)	21% (191)	901
Community: Rural	45% (284)	19% (121)	6% (39)	4% (25)	25% (156)	624
Employ: Private Sector	42% (258)	27% (163)	7% (45)	1% (7)	22% (135)	609
Employ: Government	46% (62)	26% (34)	4% (5)	7% (9)	17% (23)	134
Employ: Self-Employed	39% (76)	26% (51)	10% (19)	7% (13)	19% (38)	197
Employ: Homemaker	54% (97)	25% (45)	3% (6)	2% (3)	17% (30)	181
Employ: Student	33% (35)	22% (24)	16% (17)	1% (1)	27% (28)	105
Employ: Retired	59% (257)	17% (74)	4% (15)	— (1)	20% (87)	435
Employ: Unemployed	37% (75)	21% (42)	7% (15)	9% (18)	26% (53)	204
Employ: Other	34% (76)	17% (39)	10% (22)	3% (6)	36% (80)	223
Job Type: White-collar	50% (323)	25% (165)	7% (46)	2% (14)	15% (98)	646
Job Type: Blue-collar	50% (462)	24% (220)	6% (57)	2% (16)	18% (169)	924
Job Type: Don't Know	29% (152)	17% (88)	8% (41)	6% (29)	40% (208)	518
Military HH: Yes	48% (182)	24% (91)	9% (33)	2% (6)	17% (64)	377
Military HH: No	44% (755)	22% (381)	7% (111)	3% (52)	24% (411)	1711
RD/WT: Right Direction	40% (267)	28% (184)	9% (60)	2% (15)	21% (142)	668
RD/WT: Wrong Track	47% (671)	20% (288)	6% (85)	3% (43)	23% (333)	1420

Continued on next page

Table BRD13_8: Based on what you have seen, how would you describe the fashion choices of each of the following?

Jackie Kennedy

Demographic	Excellent	Good	Only Fair	Poor	Don't Know / No Opinion	Total N
All Respondents	45% (937)	23% (473)	7% (145)	3% (58)	23% (475)	2088
Obama Job: Approve	49% (542)	22% (251)	8% (89)	3% (31)	18% (202)	1114
Obama Job: Disapprove	43% (361)	24% (206)	6% (51)	3% (23)	24% (206)	847
#1 Issue: Economy	44% (298)	25% (166)	5% (35)	3% (18)	24% (159)	676
#1 Issue: Security	50% (169)	22% (76)	4% (13)	3% (10)	21% (73)	340
#1 Issue: Health Care	42% (128)	29% (87)	8% (26)	1% (2)	20% (62)	304
#1 Issue: Medicare / Social Security	52% (139)	15% (41)	8% (21)	2% (5)	23% (63)	269
#1 Issue: Women's Issues	47% (55)	22% (26)	6% (7)	3% (4)	22% (25)	117
#1 Issue: Education	46% (72)	17% (28)	12% (18)	8% (12)	18% (28)	157
#1 Issue: Energy	48% (48)	19% (19)	15% (15)	4% (4)	14% (13)	100
#1 Issue: Other	23% (29)	25% (31)	7% (9)	3% (3)	42% (52)	124
2012 Vote: Barack Obama	53% (429)	22% (183)	7% (57)	1% (11)	17% (136)	816
2012 Vote: Mitt Romney	50% (252)	27% (136)	5% (23)	2% (8)	17% (86)	506
2012 Vote: Other	49% (36)	9% (7)	5% (4)	9% (7)	27% (20)	73
2012 Vote: Didn't Vote	32% (218)	21% (145)	9% (61)	5% (32)	34% (233)	690
4-Region: Northeast	44% (168)	21% (79)	5% (19)	6% (21)	25% (94)	381
4-Region: Midwest	47% (212)	24% (108)	7% (32)	1% (3)	21% (94)	449
4-Region: South	45% (347)	23% (174)	8% (64)	3% (24)	21% (163)	773
4-Region: West	43% (210)	23% (111)	6% (29)	2% (10)	26% (124)	485

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

Table BRD13_9: Based on what you have seen, how would you describe the fashion choices of each of the following?
 Audrey Hepburn

Demographic	Excellent		Good		Only Fair		Poor		Don't Know / No Opinion		Total N
All Respondents	38%	(790)	25%	(532)	7%	(141)	3%	(72)	26%	(553)	2088
Gender: Male	28%	(279)	27%	(268)	10%	(102)	4%	(44)	31%	(312)	1005
Gender: Female	47%	(511)	24%	(264)	4%	(39)	3%	(28)	22%	(241)	1083
Age: 18-29	32%	(148)	23%	(109)	10%	(45)	7%	(34)	28%	(131)	468
Age: 30-44	37%	(188)	24%	(123)	9%	(44)	3%	(17)	27%	(141)	514
Age: 45-54	37%	(151)	27%	(108)	6%	(24)	3%	(13)	27%	(110)	406
Age: 55-64	39%	(126)	27%	(88)	5%	(15)	2%	(6)	27%	(87)	322
Age: 65+	47%	(176)	27%	(103)	3%	(12)	—	(2)	22%	(84)	377
PID: Dem (no lean)	42%	(292)	26%	(183)	6%	(42)	4%	(30)	22%	(156)	703
PID: Ind (no lean)	34%	(254)	20%	(155)	6%	(49)	4%	(34)	35%	(264)	754
PID: Rep (no lean)	39%	(244)	31%	(195)	8%	(51)	1%	(9)	21%	(133)	631
PID/Gender: Dem Men	33%	(106)	28%	(91)	9%	(28)	5%	(16)	26%	(84)	325
PID/Gender: Dem Women	49%	(186)	24%	(92)	4%	(14)	4%	(14)	19%	(72)	378
PID/Gender: Ind Men	24%	(85)	22%	(79)	9%	(34)	5%	(20)	40%	(143)	360
PID/Gender: Ind Women	43%	(169)	19%	(76)	4%	(15)	4%	(14)	31%	(121)	394
PID/Gender: Rep Men	27%	(87)	31%	(99)	13%	(40)	3%	(9)	27%	(85)	321
PID/Gender: Rep Women	50%	(156)	31%	(96)	3%	(10)	—	(0)	16%	(48)	311
Tea Party: Supporter	39%	(210)	31%	(171)	9%	(49)	3%	(16)	18%	(99)	544
Tea Party: Not Supporter	38%	(579)	23%	(352)	6%	(92)	4%	(56)	30%	(452)	1530
Ideo: Liberal (1-3)	44%	(310)	27%	(186)	7%	(52)	4%	(28)	18%	(124)	700
Ideo: Moderate (4)	41%	(184)	27%	(122)	6%	(27)	3%	(13)	22%	(100)	447
Ideo: Conservative (5-7)	37%	(227)	28%	(170)	7%	(43)	3%	(17)	25%	(153)	610
Educ: < College	35%	(521)	25%	(367)	7%	(105)	4%	(62)	29%	(432)	1486
Educ: Bachelors degree	42%	(165)	29%	(114)	5%	(20)	1%	(5)	23%	(90)	394
Educ: Post-grad	50%	(104)	25%	(51)	8%	(16)	2%	(5)	15%	(31)	207
Income: Under 50k	35%	(466)	24%	(314)	7%	(96)	4%	(57)	30%	(392)	1325
Income: 50k-100k	44%	(226)	29%	(149)	6%	(31)	1%	(6)	19%	(98)	510
Income: 100k+	38%	(97)	28%	(70)	5%	(14)	3%	(9)	25%	(64)	253

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Table BRD13_9: Based on what you have seen, how would you describe the fashion choices of each of the following?

Audrey Hepburn

Demographic	Excellent	Good	Only Fair	Poor	Don't Know / No Opinion	Total N
All Respondents	38% (790)	25% (532)	7% (141)	3% (72)	26% (553)	2088
Ethnicity: White	39% (654)	26% (437)	6% (100)	2% (41)	26% (428)	1661
Ethnicity: Hispanic	31% (97)	23% (73)	10% (31)	8% (24)	28% (88)	312
Ethnicity: Afr. Am.	32% (81)	23% (60)	9% (24)	9% (24)	26% (66)	255
Ethnicity: Other	32% (55)	20% (35)	10% (16)	4% (7)	34% (59)	173
Relig: Protestant	42% (192)	25% (117)	8% (37)	2% (11)	23% (105)	462
Relig: Roman Catholic	38% (166)	30% (132)	7% (30)	2% (8)	23% (102)	439
Relig: Ath./Agn./None	35% (209)	22% (129)	5% (32)	3% (19)	35% (209)	598
Relig: Something Else	40% (138)	27% (93)	6% (22)	5% (18)	21% (73)	345
Relig: Evangelical	36% (211)	26% (153)	10% (58)	5% (26)	23% (132)	579
Relig: Non-Evang. Catholics	41% (229)	28% (157)	5% (29)	2% (9)	25% (140)	564
Relig: All Christian	38% (440)	27% (310)	8% (87)	3% (35)	24% (272)	1143
Relig: All Non-Christian	37% (348)	24% (222)	6% (54)	4% (37)	30% (281)	943
Community: Urban	36% (202)	24% (132)	9% (51)	5% (28)	27% (149)	563
Community: Suburban	41% (367)	27% (242)	5% (48)	3% (26)	24% (218)	901
Community: Rural	35% (221)	25% (158)	7% (42)	3% (18)	30% (185)	624
Employ: Private Sector	36% (216)	30% (182)	6% (38)	3% (19)	25% (154)	609
Employ: Government	36% (49)	29% (39)	10% (14)	7% (10)	17% (23)	134
Employ: Self-Employed	34% (67)	22% (43)	10% (20)	6% (11)	28% (55)	197
Employ: Homemaker	51% (93)	22% (40)	6% (11)	2% (3)	19% (35)	181
Employ: Student	37% (39)	23% (24)	9% (9)	5% (5)	26% (28)	105
Employ: Retired	45% (194)	26% (112)	4% (17)	1% (3)	25% (109)	435
Employ: Unemployed	36% (75)	16% (34)	7% (13)	10% (20)	31% (63)	204
Employ: Other	25% (57)	26% (59)	8% (19)	1% (2)	39% (87)	223
Job Type: White-collar	41% (266)	30% (195)	7% (45)	2% (15)	19% (125)	646
Job Type: Blue-collar	41% (376)	27% (250)	7% (65)	3% (24)	23% (209)	924
Job Type: Don't Know	28% (147)	17% (87)	6% (31)	6% (33)	42% (220)	518
Military HH: Yes	40% (150)	27% (102)	8% (29)	3% (13)	22% (84)	377
Military HH: No	37% (640)	25% (430)	7% (112)	3% (59)	27% (469)	1711
RD/WT: Right Direction	33% (217)	29% (197)	9% (60)	4% (24)	25% (170)	668
RD/WT: Wrong Track	40% (572)	24% (336)	6% (80)	3% (48)	27% (384)	1420

Continued on next page

Table BRD13_9: Based on what you have seen, how would you describe the fashion choices of each of the following?
Audrey Hepburn

Demographic	Excellent	Good	Only Fair	Poor	Don't Know / No Opinion	Total N
All Respondents	38% (790)	25% (532)	7% (141)	3% (72)	26% (553)	2088
Obama Job: Approve	42% (464)	25% (283)	8% (84)	4% (44)	21% (239)	1114
Obama Job: Disapprove	36% (301)	27% (230)	6% (51)	3% (26)	28% (240)	847
#1 Issue: Economy	38% (254)	25% (167)	7% (50)	3% (19)	27% (186)	676
#1 Issue: Security	40% (135)	27% (92)	4% (14)	4% (14)	25% (86)	340
#1 Issue: Health Care	38% (115)	29% (88)	8% (23)	— (1)	25% (77)	304
#1 Issue: Medicare / Social Security	40% (106)	26% (69)	5% (15)	1% (3)	28% (76)	269
#1 Issue: Women's Issues	53% (62)	17% (20)	5% (6)	5% (6)	20% (23)	117
#1 Issue: Education	36% (57)	23% (35)	12% (19)	13% (20)	17% (26)	157
#1 Issue: Energy	31% (31)	29% (29)	7% (7)	6% (6)	27% (27)	100
#1 Issue: Other	23% (29)	25% (31)	6% (7)	3% (3)	43% (53)	124
2012 Vote: Barack Obama	45% (366)	25% (203)	7% (54)	2% (20)	21% (173)	816
2012 Vote: Mitt Romney	42% (214)	31% (155)	6% (28)	1% (7)	20% (103)	506
2012 Vote: Other	39% (29)	17% (13)	4% (3)	9% (6)	30% (22)	73
2012 Vote: Didn't Vote	26% (180)	23% (161)	8% (55)	6% (39)	37% (255)	690
4-Region: Northeast	39% (147)	24% (93)	7% (28)	4% (17)	25% (97)	381
4-Region: Midwest	38% (170)	28% (126)	6% (27)	2% (8)	26% (119)	449
4-Region: South	37% (284)	25% (194)	7% (57)	5% (38)	26% (200)	773
4-Region: West	39% (189)	25% (121)	6% (29)	2% (9)	28% (138)	485

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

Table BRD14: Do you think the things President-elect Donald Trump has said or done while running for president helped, hurt, or had no impact on Ivanka Trump's clothing and fashion accessory label?

Demographic	Helped		Hurt		Had no impact		Don't Know / No Opinion		Total N
All Respondents	14%	(301)	25%	(521)	35%	(730)	26%	(536)	2088
Gender: Male	19%	(189)	23%	(229)	33%	(331)	25%	(255)	1005
Gender: Female	10%	(112)	27%	(292)	37%	(399)	26%	(281)	1083
Age: 18-29	21%	(96)	35%	(164)	22%	(105)	22%	(103)	468
Age: 30-44	19%	(97)	27%	(139)	30%	(156)	24%	(123)	514
Age: 45-54	14%	(56)	22%	(88)	37%	(151)	27%	(111)	406
Age: 55-64	8%	(27)	22%	(71)	39%	(124)	31%	(101)	322
Age: 65+	7%	(25)	16%	(59)	52%	(195)	26%	(98)	377
PID: Dem (no lean)	13%	(91)	36%	(256)	29%	(202)	22%	(154)	703
PID: Ind (no lean)	11%	(85)	22%	(170)	32%	(238)	35%	(261)	754
PID: Rep (no lean)	20%	(126)	15%	(95)	46%	(290)	19%	(120)	631
PID/Gender: Dem Men	18%	(59)	31%	(102)	30%	(98)	20%	(66)	325
PID/Gender: Dem Women	8%	(32)	41%	(154)	27%	(104)	23%	(89)	378
PID/Gender: Ind Men	14%	(49)	21%	(75)	32%	(114)	34%	(122)	360
PID/Gender: Ind Women	9%	(36)	24%	(95)	31%	(124)	35%	(140)	394
PID/Gender: Rep Men	25%	(81)	16%	(52)	37%	(119)	21%	(68)	321
PID/Gender: Rep Women	14%	(44)	14%	(43)	55%	(171)	17%	(52)	311
Tea Party: Supporter	24%	(133)	23%	(123)	37%	(199)	16%	(89)	544
Tea Party: Not Supporter	11%	(166)	26%	(395)	34%	(526)	29%	(442)	1530
Ideo: Liberal (1-3)	19%	(132)	40%	(283)	24%	(170)	16%	(115)	700
Ideo: Moderate (4)	15%	(68)	19%	(83)	43%	(190)	24%	(106)	447
Ideo: Conservative (5-7)	13%	(78)	17%	(104)	45%	(275)	25%	(152)	610
Educ: < College	14%	(203)	21%	(319)	37%	(546)	28%	(419)	1486
Educ: Bachelors degree	13%	(53)	35%	(139)	31%	(124)	20%	(78)	394
Educ: Post-grad	22%	(45)	30%	(63)	29%	(61)	19%	(39)	207
Income: Under 50k	14%	(181)	22%	(298)	35%	(466)	29%	(380)	1325
Income: 50k-100k	16%	(81)	29%	(146)	34%	(172)	22%	(112)	510
Income: 100k+	16%	(40)	31%	(77)	36%	(92)	17%	(44)	253

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Table BRD14: Do you think the things President-elect Donald Trump has said or done while running for president helped, hurt, or had no impact on Ivanka Trump's clothing and fashion accessory label?

Demographic	Helped		Hurt		Had no impact		Don't Know / No Opinion		Total N
All Respondents	14%	(301)	25%	(521)	35%	(730)	26%	(536)	2088
Ethnicity: White	15%	(243)	23%	(377)	38%	(629)	25%	(412)	1661
Ethnicity: Hispanic	17%	(52)	31%	(97)	24%	(75)	28%	(89)	312
Ethnicity: Afr. Am.	11%	(28)	33%	(83)	26%	(67)	30%	(77)	255
Ethnicity: Other	18%	(30)	35%	(61)	20%	(34)	27%	(47)	173
Relig: Protestant	12%	(57)	21%	(95)	44%	(201)	23%	(108)	462
Relig: Roman Catholic	18%	(81)	27%	(116)	33%	(143)	22%	(98)	439
Relig: Ath./Agn./None	14%	(83)	29%	(172)	28%	(170)	29%	(173)	598
Relig: Something Else	16%	(55)	24%	(83)	36%	(123)	24%	(83)	345
Relig: Evangelical	15%	(84)	23%	(134)	38%	(222)	24%	(139)	579
Relig: Non-Evang. Catholics	14%	(79)	23%	(132)	38%	(215)	25%	(138)	564
Relig: All Christian	14%	(163)	23%	(266)	38%	(437)	24%	(278)	1143
Relig: All Non-Christian	15%	(138)	27%	(255)	31%	(293)	27%	(256)	943
Community: Urban	17%	(95)	29%	(165)	28%	(155)	26%	(147)	563
Community: Suburban	13%	(118)	27%	(241)	37%	(330)	24%	(212)	901
Community: Rural	14%	(88)	18%	(115)	39%	(245)	28%	(177)	624
Employ: Private Sector	20%	(123)	27%	(165)	33%	(200)	20%	(121)	609
Employ: Government	16%	(22)	31%	(42)	33%	(45)	19%	(26)	134
Employ: Self-Employed	18%	(35)	25%	(49)	28%	(55)	29%	(58)	197
Employ: Homemaker	14%	(25)	28%	(50)	43%	(79)	15%	(28)	181
Employ: Student	14%	(15)	41%	(43)	18%	(19)	27%	(28)	105
Employ: Retired	7%	(30)	17%	(73)	50%	(216)	27%	(116)	435
Employ: Unemployed	12%	(25)	21%	(42)	29%	(60)	38%	(77)	204
Employ: Other	12%	(26)	26%	(57)	26%	(58)	37%	(82)	223
Job Type: White-collar	16%	(106)	30%	(195)	33%	(215)	20%	(130)	646
Job Type: Blue-collar	16%	(150)	24%	(218)	41%	(381)	19%	(176)	924
Job Type: Don't Know	9%	(46)	21%	(108)	26%	(134)	44%	(230)	518
Military HH: Yes	19%	(71)	22%	(84)	37%	(138)	22%	(84)	377
Military HH: No	13%	(230)	26%	(437)	35%	(592)	26%	(452)	1711
RD/WT: Right Direction	23%	(152)	19%	(127)	34%	(224)	25%	(164)	668
RD/WT: Wrong Track	10%	(149)	28%	(394)	36%	(506)	26%	(372)	1420

Continued on next page

Table BRD14: Do you think the things President-elect Donald Trump has said or done while running for president helped, hurt, or had no impact on Ivanka Trump's clothing and fashion accessory label?

Demographic	Helped		Hurt		Had no impact		Don't Know / No Opinion		Total N
All Respondents	14%	(301)	25%	(521)	35%	(730)	26%	(536)	2088
Obama Job: Approve	15%	(170)	36%	(405)	26%	(286)	23%	(253)	1114
Obama Job: Disapprove	15%	(126)	13%	(107)	48%	(409)	24%	(205)	847
#1 Issue: Economy	14%	(93)	27%	(183)	36%	(242)	23%	(158)	676
#1 Issue: Security	15%	(49)	16%	(54)	45%	(152)	25%	(86)	340
#1 Issue: Health Care	19%	(57)	22%	(66)	36%	(110)	23%	(70)	304
#1 Issue: Medicare / Social Security	9%	(24)	17%	(45)	44%	(119)	30%	(81)	269
#1 Issue: Women's Issues	22%	(26)	45%	(52)	18%	(21)	15%	(18)	117
#1 Issue: Education	15%	(24)	36%	(57)	24%	(37)	25%	(39)	157
#1 Issue: Energy	17%	(17)	31%	(31)	25%	(25)	27%	(27)	100
#1 Issue: Other	8%	(10)	27%	(33)	19%	(24)	46%	(57)	124
2012 Vote: Barack Obama	14%	(118)	34%	(275)	32%	(258)	20%	(166)	816
2012 Vote: Mitt Romney	16%	(80)	16%	(82)	47%	(240)	21%	(104)	506
2012 Vote: Other	9%	(7)	22%	(16)	29%	(21)	40%	(29)	73
2012 Vote: Didn't Vote	14%	(95)	21%	(147)	31%	(211)	34%	(236)	690
4-Region: Northeast	15%	(56)	24%	(92)	33%	(128)	28%	(105)	381
4-Region: Midwest	12%	(55)	26%	(116)	39%	(174)	23%	(104)	449
4-Region: South	15%	(114)	24%	(186)	35%	(271)	26%	(202)	773
4-Region: West	16%	(76)	26%	(127)	33%	(158)	26%	(125)	485

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	All Respondents	2088	100%
xdemGender	Gender: Male	1005	48%
	Gender: Female	1083	52%
	N	2088	
age5	Age: 18-29	468	22%
	Age: 30-44	514	25%
	Age: 45-54	406	19%
	Age: 55-64	322	15%
	Age: 65+	377	18%
	N	2088	
xpid3	PID: Dem (no lean)	703	34%
	PID: Ind (no lean)	754	36%
	PID: Rep (no lean)	631	30%
	N	2088	
xpidGender	PID/Gender: Dem Men	325	16%
	PID/Gender: Dem Women	378	18%
	PID/Gender: Ind Men	360	17%
	PID/Gender: Ind Women	394	19%
	PID/Gender: Rep Men	321	15%
	PID/Gender: Rep Women	311	15%
	N	2088	
xdemTea	Tea Party: Supporter	544	26%
	Tea Party: Not Supporter	1530	73%
	N	2074	
xdemIdeo3	Ideo: Liberal (1-3)	700	34%
	Ideo: Moderate (4)	447	21%
	Ideo: Conservative (5-7)	610	29%
	N	1757	
xeduc3	Educ: < College	1486	71%
	Educ: Bachelors degree	394	19%
	Educ: Post-grad	207	10%
	N	2088	
xdemInc3	Income: Under 50k	1325	63%
	Income: 50k-100k	510	24%
	Income: 100k+	253	12%
	N	2088	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1661	80%
xdemHispBin	Ethnicity: Hispanic	312	15%
demBlackBin	Ethnicity: Afr. Am.	255	12%
demRaceOther	Ethnicity: Other	173	8%
xrelNet	Relig: Protestant	462	22%
	Relig: Roman Catholic	439	21%
	Relig: Ath./Agn./None	598	29%
	Relig: Something Else	345	17%
	N	1843	
xreligion1	Relig: Jewish	40	2%
xreligion2	Relig: Evangelical	579	28%
	Relig: Non-Evang. Catholics	564	27%
	N	1143	
xreligion3	Relig: All Christian	1143	55%
	Relig: All Non-Christian	943	45%
	N	2086	
xdemUsr	Community: Urban	563	27%
	Community: Suburban	901	43%
	Community: Rural	624	30%
	N	2088	
xdemEmploy	Employ: Private Sector	609	29%
	Employ: Government	134	6%
	Employ: Self-Employed	197	9%
	Employ: Homemaker	181	9%
	Employ: Student	105	5%
	Employ: Retired	435	21%
	Employ: Unemployed	204	10%
	Employ: Other	223	11%
	N	2088	
xdemJobStatus	Job Type: White-collar	646	31%
	Job Type: Blue-collar	924	44%
	Job Type: Don't Know	518	25%
	N	2088	
xdemMilHH1	Military HH: Yes	377	18%
	Military HH: No	1711	82%
	N	2088	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	668	32%
	RD/WT: Wrong Track	1420	68%
	N	2088	
xnr2Bin	Obama Job: Approve	1114	53%
	Obama Job: Disapprove	847	41%
	N	1961	
xnr3	#1 Issue: Economy	676	32%
	#1 Issue: Security	340	16%
	#1 Issue: Health Care	304	15%
	#1 Issue: Medicare / Social Security	269	13%
	#1 Issue: Women's Issues	117	6%
	#1 Issue: Education	157	8%
	#1 Issue: Energy	100	5%
	#1 Issue: Other	124	6%
	N	2088	
xsubVote12O	2012 Vote: Barack Obama	816	39%
	2012 Vote: Mitt Romney	506	24%
	2012 Vote: Other	73	4%
	2012 Vote: Didn't Vote	690	33%
	N	2086	
xreg4	4-Region: Northeast	381	18%
	4-Region: Midwest	449	22%
	4-Region: South	773	37%
	4-Region: West	485	23%
	N	2088	

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

