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Morning Consult
National Tracking Poll #170104
January 26-28, 2017

Crosstabulation Results

Methodology:

This poll was conducted from January 26-28, 2017, among a national sample of 2200 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, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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Table BRD1_1: 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
Adults	27% (589)	30% (665)	13% (278)	7% (161)	20% (446)	3% (62)	2200
Gender: Male	34% (356)	31% (325)	13% (140)	7% (76)	13% (136)	2% (26)	1059
Gender: Female	20% (232)	30% (340)	12% (137)	7% (85)	27% (310)	3% (37)	1141
Age: 18-29	27% (136)	28% (140)	12% (60)	9% (44)	16% (79)	7% (35)	496
Age: 30-44	34% (182)	28% (149)	13% (68)	6% (35)	17% (94)	2% (11)	539
Age: 45-54	26% (104)	34% (136)	13% (50)	6% (26)	19% (74)	2% (9)	398
Age: 55-64	21% (79)	29% (108)	14% (51)	7% (24)	28% (103)	1% (5)	369
Age: 65+	22% (89)	33% (132)	12% (49)	8% (31)	24% (96)	— (2)	398
PID: Dem (no lean)	32% (236)	32% (237)	11% (82)	5% (37)	18% (134)	1% (11)	737
PID: Ind (no lean)	20% (146)	28% (206)	11% (81)	10% (74)	25% (184)	5% (34)	725
PID: Rep (no lean)	28% (207)	30% (222)	15% (114)	7% (49)	17% (128)	2% (17)	738
PID/Gender: Dem Men	38% (137)	34% (122)	9% (32)	4% (15)	14% (51)	1% (5)	362
PID/Gender: Dem Women	26% (99)	31% (115)	13% (50)	6% (23)	22% (84)	2% (6)	376
PID/Gender: Ind Men	28% (97)	29% (101)	12% (42)	9% (30)	19% (65)	3% (12)	348
PID/Gender: Ind Women	13% (49)	28% (104)	10% (39)	12% (44)	31% (119)	6% (22)	377
PID/Gender: Rep Men	35% (123)	29% (102)	19% (66)	9% (31)	6% (20)	2% (9)	350
PID/Gender: Rep Women	22% (84)	31% (120)	12% (48)	5% (18)	28% (108)	2% (8)	388
Tea Party: Supporter	33% (196)	27% (161)	14% (86)	10% (57)	14% (81)	2% (13)	595
Tea Party: Not Supporter	25% (390)	31% (499)	12% (190)	7% (103)	22% (356)	3% (48)	1587
Ideo: Liberal (1-3)	27% (186)	34% (228)	11% (74)	8% (55)	16% (108)	4% (25)	676
Ideo: Moderate (4)	31% (155)	32% (160)	11% (55)	6% (31)	18% (89)	2% (10)	499
Ideo: Conservative (5-7)	26% (201)	29% (227)	17% (134)	7% (56)	20% (152)	1% (9)	779
Educ: < College	28% (439)	27% (424)	11% (172)	8% (120)	23% (355)	4% (56)	1566
Educ: Bachelors degree	24% (99)	36% (148)	19% (79)	7% (29)	14% (57)	1% (3)	416
Educ: Post-grad	23% (51)	42% (92)	12% (27)	5% (12)	15% (34)	1% (3)	219

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Table BRD1_1: 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
Adults	27% (589)	30% (665)	13% (278)	7% (161)	20% (446)	3% (62)	2200
Income: Under 50k	27% (344)	27% (347)	10% (132)	8% (95)	24% (299)	4% (48)	1264
Income: 50k-100k	28% (181)	32% (206)	16% (102)	8% (52)	16% (107)	1% (7)	655
Income: 100k+	23% (64)	40% (112)	16% (44)	5% (13)	14% (41)	3% (7)	281
Ethnicity: White	24% (424)	32% (561)	14% (237)	7% (125)	21% (366)	2% (36)	1750
Ethnicity: Hispanic	28% (93)	25% (81)	11% (37)	12% (40)	20% (67)	3% (11)	329
Ethnicity: Afr. Am.	44% (118)	23% (62)	8% (22)	2% (6)	18% (49)	4% (11)	268
Ethnicity: Other	25% (46)	23% (42)	10% (18)	16% (30)	17% (31)	8% (15)	182
Relig: Protestant	27% (157)	34% (197)	13% (72)	5% (28)	19% (111)	1% (7)	572
Relig: Roman Catholic	28% (127)	34% (152)	16% (70)	8% (35)	13% (60)	1% (4)	448
Relig: Ath./Agn./None	24% (153)	25% (156)	12% (74)	9% (56)	25% (158)	4% (27)	625
Relig: Something Else	19% (64)	32% (106)	14% (45)	10% (34)	20% (66)	5% (16)	329
Relig: Jewish	14% (6)	35% (15)	27% (11)	9% (4)	13% (5)	2% (1)	42
Relig: Evangelical	33% (213)	30% (191)	10% (64)	4% (26)	21% (134)	2% (11)	639
Relig: Non-Evang. Catholics	26% (154)	35% (210)	16% (95)	8% (45)	15% (88)	1% (8)	600
Relig: All Christian	30% (367)	32% (401)	13% (159)	6% (71)	18% (222)	2% (19)	1239
Relig: All Non-Christian	23% (217)	27% (262)	12% (118)	9% (89)	23% (224)	5% (43)	954
Community: Urban	32% (192)	27% (160)	9% (55)	8% (46)	21% (124)	3% (19)	596
Community: Suburban	24% (230)	34% (324)	14% (131)	7% (66)	19% (178)	2% (22)	951
Community: Rural	25% (166)	28% (181)	14% (91)	7% (48)	22% (145)	3% (21)	652
Employ: Private Sector	30% (206)	35% (239)	15% (101)	6% (43)	13% (90)	1% (9)	687
Employ: Government	30% (40)	41% (55)	10% (13)	3% (4)	14% (18)	2% (3)	133
Employ: Self-Employed	33% (73)	27% (59)	13% (29)	7% (15)	18% (40)	2% (3)	220
Employ: Homemaker	20% (38)	24% (44)	12% (23)	9% (17)	29% (54)	5% (9)	186
Employ: Student	28% (26)	26% (25)	11% (11)	11% (10)	19% (18)	6% (5)	95
Employ: Retired	22% (106)	32% (150)	12% (58)	8% (36)	25% (119)	1% (4)	473
Employ: Unemployed	19% (45)	25% (58)	11% (25)	9% (21)	26% (62)	10% (25)	235
Employ: Other	32% (54)	21% (35)	11% (18)	8% (14)	26% (45)	2% (4)	171
Job Type: White-collar	26% (185)	34% (248)	15% (110)	7% (52)	17% (123)	1% (6)	723
Job Type: Blue-collar	28% (279)	31% (309)	13% (131)	8% (74)	18% (174)	1% (14)	981
Job Type: Don't Know	25% (125)	22% (108)	8% (37)	7% (35)	30% (149)	9% (42)	496

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Table BRD1_1: 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
Adults	27% (589)	30% (665)	13% (278)	7% (161)	20% (446)	3% (62)	2200
Military HH: Yes	29% (115)	31% (122)	14% (54)	9% (34)	16% (63)	2% (8)	395
Military HH: No	26% (473)	30% (543)	12% (224)	7% (127)	21% (384)	3% (54)	1805
RD/WT: Right Direction	31% (288)	28% (263)	13% (116)	7% (64)	18% (165)	3% (31)	928
RD/WT: Wrong Track	24% (301)	32% (402)	13% (161)	8% (97)	22% (281)	2% (31)	1272
Obama Job: Approve	32% (340)	32% (340)	12% (126)	6% (63)	17% (178)	2% (23)	1070
Obama Job: Disapprove	24% (216)	32% (294)	14% (132)	9% (85)	19% (175)	2% (14)	917
#1 Issue: Economy	29% (196)	32% (220)	13% (89)	6% (43)	17% (115)	2% (14)	677
#1 Issue: Security	27% (115)	32% (136)	13% (54)	8% (34)	17% (75)	3% (13)	426
#1 Issue: Health Care	26% (100)	25% (94)	13% (50)	7% (28)	26% (98)	3% (12)	382
#1 Issue: Medicare / Social Security	29% (81)	32% (89)	10% (28)	5% (13)	23% (66)	2% (5)	282
#1 Issue: Women's Issues	17% (22)	28% (36)	19% (25)	9% (11)	20% (26)	7% (8)	128
#1 Issue: Education	31% (38)	32% (39)	9% (11)	7% (9)	16% (20)	5% (6)	123
#1 Issue: Energy	31% (26)	31% (25)	15% (13)	10% (9)	12% (10)	1% (1)	83
#1 Issue: Other	11% (11)	25% (25)	9% (9)	14% (14)	37% (37)	3% (3)	99
2016 Vote: Democrat Hillary Clinton	27% (192)	35% (248)	12% (88)	7% (48)	18% (127)	1% (10)	713
2016 Vote: Republican Donald Trump	28% (222)	30% (241)	16% (125)	7% (60)	18% (147)	1% (10)	805
2016 Vote: Someone else	22% (36)	34% (57)	17% (29)	8% (14)	18% (31)	1% (1)	169
2012 Vote: Barack Obama	30% (256)	33% (282)	11% (92)	7% (56)	18% (152)	1% (9)	846
2012 Vote: Mitt Romney	24% (153)	33% (207)	17% (105)	8% (51)	17% (107)	1% (6)	630
2012 Vote: Other	19% (16)	26% (23)	17% (14)	8% (7)	26% (23)	4% (4)	85
2012 Vote: Didn't Vote	26% (164)	24% (153)	10% (66)	7% (47)	26% (165)	7% (44)	638
4-Region: Northeast	26% (103)	38% (151)	13% (51)	6% (24)	15% (58)	4% (15)	401
4-Region: Midwest	28% (130)	31% (147)	13% (64)	6% (29)	20% (95)	2% (9)	473
4-Region: South	29% (235)	29% (234)	11% (92)	7% (57)	21% (173)	3% (23)	814
4-Region: West	24% (120)	26% (133)	14% (71)	10% (51)	24% (120)	3% (15)	511
Trump: Fav	30% (323)	31% (328)	14% (145)	7% (72)	16% (174)	2% (26)	1068
Trump: Unfav	24% (226)	34% (319)	13% (120)	8% (73)	20% (192)	2% (20)	950
Trump: DK/NO	22% (40)	10% (18)	7% (12)	8% (15)	44% (80)	9% (16)	182
Registered Voters (Unweighted)	25% (549)	34% (739)	14% (302)	7% (164)	18% (396)	2% (50)	2200

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
 NFL Commissioner Roger Goodell

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	8% (178)	17% (384)	16% (360)	13% (286)	27% (603)	18% (390)	2200
Gender: Male	12% (129)	22% (236)	21% (227)	17% (180)	18% (191)	9% (95)	1059
Gender: Female	4% (49)	13% (148)	12% (132)	9% (106)	36% (412)	26% (295)	1141
Age: 18-29	10% (52)	13% (64)	12% (57)	11% (56)	26% (130)	28% (137)	496
Age: 30-44	13% (69)	20% (106)	16% (85)	13% (71)	23% (125)	15% (84)	539
Age: 45-54	6% (23)	19% (78)	17% (69)	14% (55)	27% (109)	16% (65)	398
Age: 55-64	5% (18)	16% (60)	18% (67)	13% (49)	32% (119)	15% (56)	369
Age: 65+	4% (16)	19% (77)	20% (81)	14% (54)	30% (121)	12% (49)	398
PID: Dem (no lean)	8% (62)	21% (152)	18% (133)	11% (83)	26% (194)	15% (113)	737
PID: Ind (no lean)	5% (36)	14% (103)	14% (99)	13% (93)	31% (223)	24% (171)	725
PID: Rep (no lean)	11% (80)	18% (129)	17% (127)	15% (110)	25% (186)	14% (106)	738
PID/Gender: Dem Men	12% (45)	25% (90)	23% (82)	15% (52)	19% (68)	7% (25)	362
PID/Gender: Dem Women	5% (17)	17% (62)	14% (51)	8% (31)	34% (127)	23% (88)	376
PID/Gender: Ind Men	7% (26)	21% (74)	18% (61)	15% (51)	25% (87)	14% (48)	348
PID/Gender: Ind Women	3% (10)	8% (29)	10% (39)	11% (42)	36% (136)	33% (123)	377
PID/Gender: Rep Men	17% (58)	21% (73)	24% (85)	22% (76)	10% (36)	6% (22)	350
PID/Gender: Rep Women	6% (21)	15% (56)	11% (43)	9% (34)	39% (150)	22% (84)	388
Tea Party: Supporter	15% (90)	21% (122)	16% (93)	14% (84)	22% (133)	12% (72)	595
Tea Party: Not Supporter	5% (86)	16% (260)	17% (264)	13% (202)	29% (460)	20% (314)	1587
Ideo: Liberal (1-3)	11% (74)	17% (117)	20% (135)	11% (76)	24% (163)	16% (110)	676
Ideo: Moderate (4)	8% (39)	22% (108)	16% (81)	12% (60)	27% (133)	16% (78)	499
Ideo: Conservative (5-7)	7% (55)	19% (146)	17% (131)	16% (128)	28% (218)	13% (101)	779
Educ: < College	8% (118)	16% (245)	15% (232)	12% (190)	30% (464)	20% (317)	1566
Educ: Bachelors degree	8% (31)	21% (89)	20% (84)	16% (65)	23% (96)	12% (50)	416
Educ: Post-grad	13% (29)	23% (49)	20% (43)	14% (31)	20% (43)	11% (23)	219
Income: Under 50k	8% (95)	15% (185)	14% (172)	12% (146)	31% (396)	21% (270)	1264
Income: 50k-100k	9% (57)	21% (138)	18% (120)	15% (101)	23% (152)	13% (86)	655
Income: 100k+	9% (26)	22% (61)	24% (67)	14% (39)	19% (55)	12% (34)	281

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Table BRD1_2: Please indicate if you have a favorable or unfavorable view of each of the following
NFL Commissioner Roger Goodell

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	8% (178)	17% (384)	16% (360)	13% (286)	27% (603)	18% (390)	2200
Ethnicity: White	7% (124)	17% (299)	17% (296)	14% (238)	28% (496)	17% (296)	1750
Ethnicity: Hispanic	10% (34)	17% (55)	12% (40)	15% (49)	20% (67)	25% (84)	329
Ethnicity: Afr. Am.	16% (42)	21% (55)	15% (41)	5% (14)	26% (69)	18% (48)	268
Ethnicity: Other	6% (12)	16% (30)	12% (23)	19% (34)	21% (38)	25% (46)	182
Relig: Protestant	8% (45)	22% (124)	15% (89)	14% (79)	27% (154)	14% (82)	572
Relig: Roman Catholic	13% (56)	18% (79)	21% (96)	16% (72)	20% (92)	12% (53)	448
Relig: Ath./Agn./None	5% (31)	15% (92)	16% (98)	13% (80)	32% (198)	20% (126)	625
Relig: Something Else	7% (22)	16% (53)	17% (55)	11% (38)	27% (89)	22% (73)	329
Relig: Jewish	3% (1)	20% (8)	25% (11)	15% (6)	23% (10)	13% (5)	42
Relig: Evangelical	12% (74)	20% (125)	12% (80)	12% (78)	27% (172)	17% (110)	639
Relig: Non-Evang. Catholics	8% (48)	19% (115)	21% (127)	15% (90)	24% (141)	13% (80)	600
Relig: All Christian	10% (122)	19% (240)	17% (206)	14% (168)	25% (313)	15% (190)	1239
Relig: All Non-Christian	6% (53)	15% (144)	16% (153)	12% (118)	30% (287)	21% (199)	954
Community: Urban	14% (81)	18% (109)	12% (72)	11% (65)	26% (155)	19% (114)	596
Community: Suburban	6% (53)	19% (185)	18% (167)	13% (123)	28% (265)	17% (158)	951
Community: Rural	7% (44)	14% (90)	18% (121)	15% (97)	28% (184)	18% (117)	652
Employ: Private Sector	10% (70)	23% (157)	20% (135)	15% (103)	21% (142)	12% (80)	687
Employ: Government	10% (13)	16% (21)	21% (27)	13% (18)	24% (31)	17% (23)	133
Employ: Self-Employed	17% (36)	18% (39)	14% (30)	14% (31)	25% (54)	13% (28)	220
Employ: Homemaker	4% (7)	12% (21)	7% (14)	9% (16)	33% (61)	35% (66)	186
Employ: Student	5% (5)	9% (9)	14% (14)	17% (16)	32% (30)	23% (22)	95
Employ: Retired	6% (29)	18% (85)	18% (84)	14% (64)	32% (152)	12% (59)	473
Employ: Unemployed	6% (14)	9% (21)	14% (34)	9% (21)	33% (78)	29% (68)	235
Employ: Other	2% (3)	18% (31)	13% (22)	10% (17)	31% (54)	26% (45)	171
Job Type: White-collar	11% (77)	22% (158)	20% (145)	12% (89)	24% (173)	11% (80)	723
Job Type: Blue-collar	7% (70)	19% (184)	18% (176)	15% (151)	26% (253)	15% (147)	981
Job Type: Don't Know	6% (31)	8% (42)	8% (38)	9% (46)	36% (177)	33% (162)	496
Military HH: Yes	10% (40)	19% (76)	20% (78)	13% (52)	23% (89)	15% (61)	395
Military HH: No	8% (138)	17% (308)	16% (282)	13% (233)	28% (514)	18% (329)	1805

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Table BRD1_2: Please indicate if you have a favorable or unfavorable view of each of the following
NFL Commissioner Roger Goodell

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	8% (178)	17% (384)	16% (360)	13% (286)	27% (603)	18% (390)	2200
RD/WT: Right Direction	12% (110)	20% (187)	14% (134)	14% (129)	25% (229)	15% (139)	928
RD/WT: Wrong Track	5% (68)	16% (197)	18% (225)	12% (156)	29% (374)	20% (251)	1272
Obama Job: Approve	10% (109)	20% (216)	17% (181)	11% (121)	25% (268)	16% (175)	1070
Obama Job: Disapprove	6% (55)	17% (160)	18% (165)	16% (145)	29% (261)	14% (131)	917
#1 Issue: Economy	8% (52)	18% (125)	18% (119)	13% (86)	28% (187)	16% (108)	677
#1 Issue: Security	8% (36)	20% (85)	15% (64)	16% (67)	23% (97)	18% (77)	426
#1 Issue: Health Care	5% (19)	15% (58)	14% (53)	12% (47)	38% (144)	16% (60)	382
#1 Issue: Medicare / Social Security	7% (20)	20% (55)	21% (59)	11% (30)	26% (74)	15% (44)	282
#1 Issue: Women's Issues	9% (12)	13% (16)	19% (24)	17% (21)	20% (26)	23% (29)	128
#1 Issue: Education	20% (24)	19% (23)	12% (15)	9% (11)	23% (29)	18% (22)	123
#1 Issue: Energy	17% (14)	19% (16)	20% (17)	16% (13)	14% (12)	14% (12)	83
#1 Issue: Other	1% (1)	5% (5)	10% (10)	11% (11)	34% (34)	38% (38)	99
2016 Vote: Democrat Hillary Clinton	8% (58)	18% (128)	21% (150)	13% (92)	24% (174)	16% (111)	713
2016 Vote: Republican Donald Trump	9% (73)	19% (154)	18% (144)	16% (128)	25% (204)	13% (102)	805
2016 Vote: Someone else	7% (11)	22% (37)	11% (19)	16% (28)	27% (46)	17% (28)	169
2012 Vote: Barack Obama	10% (86)	20% (172)	18% (154)	12% (103)	26% (217)	13% (113)	846
2012 Vote: Mitt Romney	7% (42)	18% (115)	19% (117)	18% (113)	27% (170)	12% (73)	630
2012 Vote: Other	3% (2)	21% (18)	10% (9)	18% (15)	23% (19)	25% (21)	85
2012 Vote: Didn't Vote	7% (48)	12% (79)	12% (79)	8% (54)	31% (196)	29% (183)	638
4-Region: Northeast	9% (36)	15% (59)	20% (79)	18% (72)	25% (102)	13% (54)	401
4-Region: Midwest	6% (29)	18% (83)	17% (80)	12% (59)	30% (140)	17% (83)	473
4-Region: South	10% (82)	17% (140)	16% (130)	10% (79)	28% (230)	19% (153)	814
4-Region: West	6% (31)	20% (102)	14% (71)	15% (75)	26% (131)	20% (100)	511
Trump: Fav	11% (121)	20% (209)	16% (172)	14% (147)	25% (270)	14% (149)	1068
Trump: Unfav	5% (50)	17% (157)	18% (173)	14% (131)	28% (267)	18% (171)	950
Trump: DK/NO	4% (7)	10% (18)	8% (14)	4% (7)	37% (67)	38% (70)	182
Registered Voters (Unweighted)	8% (166)	18% (398)	18% (394)	14% (314)	27% (586)	16% (342)	2200

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
New England Patriots

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	16% (349)	22% (479)	12% (274)	19% (417)	26% (569)	5% (112)	2200
Gender: Male	20% (210)	25% (266)	15% (154)	21% (217)	16% (171)	4% (41)	1059
Gender: Female	12% (139)	19% (213)	10% (120)	17% (200)	35% (397)	6% (72)	1141
Age: 18-29	13% (63)	21% (104)	13% (66)	19% (94)	21% (105)	13% (64)	496
Age: 30-44	16% (88)	21% (112)	14% (74)	22% (117)	24% (128)	4% (21)	539
Age: 45-54	16% (64)	22% (87)	11% (45)	22% (86)	27% (106)	2% (10)	398
Age: 55-64	15% (56)	22% (80)	11% (40)	18% (67)	32% (120)	1% (5)	369
Age: 65+	20% (78)	24% (96)	12% (49)	13% (54)	28% (110)	3% (12)	398
PID: Dem (no lean)	17% (128)	24% (177)	13% (98)	18% (134)	23% (167)	5% (34)	737
PID: Ind (no lean)	12% (87)	20% (145)	11% (81)	17% (127)	32% (234)	7% (52)	725
PID: Rep (no lean)	18% (134)	21% (157)	13% (95)	21% (157)	23% (168)	4% (26)	738
PID/Gender: Dem Men	20% (72)	27% (99)	14% (50)	18% (65)	18% (64)	3% (11)	362
PID/Gender: Dem Women	15% (55)	21% (78)	13% (48)	18% (69)	27% (103)	6% (23)	376
PID/Gender: Ind Men	14% (49)	25% (87)	15% (51)	18% (61)	23% (79)	6% (19)	348
PID/Gender: Ind Women	10% (38)	15% (57)	8% (30)	17% (65)	41% (155)	9% (33)	377
PID/Gender: Rep Men	25% (88)	23% (79)	15% (53)	26% (91)	8% (28)	3% (10)	350
PID/Gender: Rep Women	12% (46)	20% (78)	11% (42)	17% (65)	36% (140)	4% (16)	388
Tea Party: Supporter	25% (151)	24% (142)	10% (60)	17% (101)	20% (119)	4% (21)	595
Tea Party: Not Supporter	12% (194)	21% (335)	13% (214)	20% (314)	28% (438)	6% (91)	1587
Ideo: Liberal (1-3)	16% (110)	26% (174)	12% (79)	18% (123)	23% (152)	6% (38)	676
Ideo: Moderate (4)	17% (84)	21% (105)	16% (82)	20% (98)	22% (109)	4% (22)	499
Ideo: Conservative (5-7)	18% (140)	22% (169)	13% (98)	20% (155)	26% (200)	2% (17)	779
Educ: < College	15% (235)	20% (311)	11% (180)	19% (292)	29% (447)	6% (101)	1566
Educ: Bachelors degree	17% (70)	25% (105)	15% (63)	22% (91)	19% (79)	2% (7)	416
Educ: Post-grad	20% (43)	29% (63)	14% (31)	15% (34)	19% (42)	2% (5)	219
Income: Under 50k	16% (206)	21% (267)	10% (123)	16% (200)	31% (387)	6% (81)	1264
Income: 50k-100k	16% (103)	22% (141)	16% (104)	24% (160)	21% (135)	2% (13)	655
Income: 100k+	14% (40)	25% (71)	17% (47)	20% (57)	17% (47)	7% (19)	281

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Table BRD1_3: Please indicate if you have a favorable or unfavorable view of each of the following
New England Patriots

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	16% (349)	22% (479)	12% (274)	19% (417)	26% (569)	5% (112)	2200
Ethnicity: White	16% (273)	22% (379)	12% (212)	20% (346)	27% (477)	4% (63)	1750
Ethnicity: Hispanic	17% (57)	26% (85)	8% (25)	18% (59)	20% (66)	11% (37)	329
Ethnicity: Afr. Am.	18% (47)	24% (63)	15% (40)	14% (37)	24% (65)	6% (16)	268
Ethnicity: Other	16% (29)	20% (37)	12% (22)	19% (34)	15% (27)	18% (33)	182
Relig: Protestant	17% (100)	23% (132)	14% (80)	20% (112)	25% (143)	1% (6)	572
Relig: Roman Catholic	23% (103)	24% (106)	13% (56)	20% (90)	17% (77)	4% (17)	448
Relig: Ath./Agn./None	11% (69)	19% (117)	11% (70)	19% (118)	32% (199)	8% (52)	625
Relig: Something Else	12% (39)	26% (85)	12% (39)	16% (54)	27% (90)	7% (22)	329
Relig: Jewish	16% (7)	31% (13)	21% (9)	10% (4)	20% (8)	2% (1)	42
Relig: Evangelical	20% (125)	22% (142)	12% (78)	18% (113)	25% (158)	4% (24)	639
Relig: Non-Evang. Catholics	19% (113)	22% (135)	15% (87)	22% (131)	20% (119)	3% (15)	600
Relig: All Christian	19% (237)	22% (276)	13% (165)	20% (245)	22% (277)	3% (39)	1239
Relig: All Non-Christian	11% (109)	21% (203)	11% (109)	18% (171)	30% (289)	8% (74)	954
Community: Urban	22% (129)	24% (141)	12% (72)	13% (78)	23% (135)	7% (41)	596
Community: Suburban	15% (139)	22% (210)	14% (131)	20% (188)	26% (248)	4% (36)	951
Community: Rural	12% (81)	20% (128)	11% (71)	23% (152)	28% (186)	5% (36)	652
Employ: Private Sector	17% (118)	24% (168)	15% (104)	23% (157)	18% (124)	3% (17)	687
Employ: Government	20% (26)	22% (29)	18% (24)	22% (29)	17% (22)	2% (3)	133
Employ: Self-Employed	20% (44)	22% (48)	9% (19)	20% (43)	26% (57)	4% (8)	220
Employ: Homemaker	8% (15)	10% (19)	11% (20)	23% (43)	37% (69)	10% (19)	186
Employ: Student	19% (19)	15% (14)	7% (7)	18% (17)	33% (32)	7% (7)	95
Employ: Retired	17% (79)	25% (119)	12% (56)	15% (70)	30% (140)	2% (9)	473
Employ: Unemployed	9% (20)	22% (51)	10% (23)	11% (25)	31% (73)	18% (42)	235
Employ: Other	16% (28)	18% (31)	12% (20)	19% (32)	31% (52)	5% (8)	171
Job Type: White-collar	20% (147)	23% (166)	14% (100)	17% (126)	23% (165)	3% (18)	723
Job Type: Blue-collar	16% (155)	23% (227)	14% (141)	22% (214)	23% (229)	2% (15)	981
Job Type: Don't Know	9% (46)	17% (86)	7% (33)	16% (77)	35% (174)	16% (79)	496
Military HH: Yes	19% (74)	24% (94)	15% (57)	19% (77)	21% (81)	3% (13)	395
Military HH: No	15% (275)	21% (385)	12% (217)	19% (340)	27% (488)	6% (100)	1805

Continued on next page

Table BRD1_3: Please indicate if you have a favorable or unfavorable view of each of the following
New England Patriots

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	16% (349)	22% (479)	12% (274)	19% (417)	26% (569)	5% (112)	2200
RD/WT: Right Direction	21% (194)	23% (209)	12% (112)	17% (162)	23% (212)	4% (39)	928
RD/WT: Wrong Track	12% (155)	21% (270)	13% (162)	20% (255)	28% (357)	6% (74)	1272
Obama Job: Approve	19% (198)	24% (255)	13% (142)	19% (198)	23% (243)	3% (33)	1070
Obama Job: Disapprove	15% (135)	23% (207)	12% (114)	21% (196)	26% (238)	3% (27)	917
#1 Issue: Economy	15% (98)	23% (156)	14% (93)	22% (148)	23% (158)	4% (24)	677
#1 Issue: Security	25% (107)	21% (89)	10% (44)	16% (67)	24% (100)	4% (18)	426
#1 Issue: Health Care	10% (37)	20% (76)	14% (55)	19% (72)	32% (122)	5% (20)	382
#1 Issue: Medicare / Social Security	19% (55)	23% (66)	11% (32)	16% (44)	27% (75)	4% (11)	282
#1 Issue: Women's Issues	14% (18)	19% (25)	13% (17)	23% (30)	25% (32)	5% (7)	128
#1 Issue: Education	13% (17)	24% (30)	10% (13)	23% (28)	21% (26)	8% (10)	123
#1 Issue: Energy	16% (13)	25% (20)	17% (14)	18% (15)	21% (18)	4% (3)	83
#1 Issue: Other	4% (4)	17% (17)	7% (7)	15% (14)	38% (37)	19% (19)	99
2016 Vote: Democrat Hillary Clinton	17% (120)	23% (162)	13% (95)	19% (138)	24% (169)	4% (31)	713
2016 Vote: Republican Donald Trump	20% (159)	24% (191)	12% (99)	19% (156)	23% (182)	2% (18)	805
2016 Vote: Someone else	11% (19)	26% (44)	15% (25)	20% (34)	26% (43)	3% (5)	169
2012 Vote: Barack Obama	18% (151)	24% (204)	13% (107)	20% (166)	24% (201)	2% (17)	846
2012 Vote: Mitt Romney	18% (114)	23% (142)	14% (87)	21% (135)	22% (141)	2% (10)	630
2012 Vote: Other	15% (13)	20% (17)	11% (9)	16% (14)	29% (25)	9% (8)	85
2012 Vote: Didn't Vote	11% (71)	18% (115)	11% (70)	16% (103)	32% (202)	12% (78)	638
4-Region: Northeast	23% (93)	20% (79)	13% (53)	20% (81)	20% (79)	4% (16)	401
4-Region: Midwest	13% (59)	23% (107)	14% (65)	19% (88)	27% (130)	5% (25)	473
4-Region: South	15% (124)	22% (182)	11% (92)	19% (157)	27% (223)	4% (36)	814
4-Region: West	14% (73)	22% (112)	12% (64)	18% (91)	27% (137)	7% (35)	511
Trump: Fav	19% (203)	24% (251)	12% (127)	20% (217)	22% (232)	4% (38)	1068
Trump: Unfav	13% (125)	22% (211)	14% (129)	19% (183)	27% (260)	4% (42)	950
Trump: DK/NO	12% (21)	9% (17)	10% (18)	9% (17)	42% (77)	18% (33)	182
Registered Voters (Unweighted)	16% (353)	22% (475)	14% (300)	20% (451)	24% (538)	4% (83)	2200

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
Atlanta Falcons

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	19% (414)	27% (593)	9% (206)	8% (180)	30% (658)	7% (149)	2200
Gender: Male	25% (261)	32% (336)	11% (117)	9% (99)	19% (198)	4% (47)	1059
Gender: Female	13% (153)	22% (256)	8% (89)	7% (80)	40% (460)	9% (102)	1141
Age: 18-29	15% (74)	23% (112)	11% (56)	11% (54)	25% (124)	15% (75)	496
Age: 30-44	22% (120)	26% (139)	11% (58)	9% (51)	27% (144)	5% (28)	539
Age: 45-54	20% (79)	28% (111)	9% (34)	7% (29)	31% (124)	5% (21)	398
Age: 55-64	16% (58)	32% (120)	7% (24)	6% (20)	37% (136)	3% (10)	369
Age: 65+	21% (83)	28% (111)	8% (33)	6% (25)	33% (130)	4% (15)	398
PID: Dem (no lean)	21% (152)	28% (204)	10% (72)	8% (56)	28% (205)	7% (48)	737
PID: Ind (no lean)	14% (102)	25% (179)	8% (56)	9% (63)	36% (259)	9% (67)	725
PID: Rep (no lean)	22% (160)	28% (209)	11% (78)	8% (62)	26% (195)	5% (34)	738
PID/Gender: Dem Men	27% (97)	31% (113)	10% (35)	10% (35)	19% (70)	3% (11)	362
PID/Gender: Dem Women	15% (55)	24% (92)	10% (37)	5% (20)	36% (134)	10% (37)	376
PID/Gender: Ind Men	18% (63)	32% (113)	10% (35)	7% (25)	26% (90)	6% (22)	348
PID/Gender: Ind Women	10% (39)	18% (66)	6% (21)	10% (38)	45% (168)	12% (45)	377
PID/Gender: Rep Men	29% (102)	32% (111)	13% (47)	11% (39)	11% (38)	4% (13)	350
PID/Gender: Rep Women	15% (58)	25% (98)	8% (31)	6% (23)	41% (157)	5% (21)	388
Tea Party: Supporter	28% (165)	28% (166)	10% (60)	6% (38)	23% (138)	5% (27)	595
Tea Party: Not Supporter	15% (246)	27% (424)	9% (145)	9% (142)	32% (509)	8% (121)	1587
Ideo: Liberal (1-3)	19% (132)	27% (184)	10% (67)	7% (46)	29% (199)	7% (49)	676
Ideo: Moderate (4)	18% (90)	32% (161)	10% (51)	8% (40)	24% (119)	8% (38)	499
Ideo: Conservative (5-7)	21% (164)	28% (222)	10% (74)	9% (71)	29% (222)	3% (26)	779
Educ: < College	18% (276)	23% (364)	9% (141)	10% (153)	32% (506)	8% (125)	1566
Educ: Bachelors degree	21% (86)	37% (154)	10% (40)	5% (21)	24% (101)	3% (14)	416
Educ: Post-grad	24% (53)	34% (75)	11% (25)	3% (6)	23% (51)	4% (10)	219
Income: Under 50k	17% (214)	23% (293)	9% (114)	8% (103)	34% (434)	8% (106)	1264
Income: 50k-100k	23% (150)	29% (191)	10% (65)	10% (63)	25% (165)	3% (21)	655
Income: 100k+	18% (51)	39% (109)	9% (26)	5% (14)	21% (59)	8% (22)	281

Continued on next page

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

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	19% (414)	27% (593)	9% (206)	8% (180)	30% (658)	7% (149)	2200
Ethnicity: White	18% (306)	28% (489)	10% (172)	8% (140)	32% (552)	5% (89)	1750
Ethnicity: Hispanic	18% (59)	25% (81)	5% (18)	12% (40)	26% (84)	14% (47)	329
Ethnicity: Afr. Am.	30% (79)	26% (70)	8% (20)	5% (14)	24% (63)	8% (21)	268
Ethnicity: Other	16% (29)	18% (33)	7% (14)	14% (25)	23% (43)	21% (39)	182
Relig: Protestant	21% (121)	31% (177)	10% (57)	6% (33)	29% (167)	3% (16)	572
Relig: Roman Catholic	22% (97)	32% (142)	10% (46)	7% (34)	23% (104)	6% (27)	448
Relig: Ath./Agn./None	14% (88)	23% (142)	8% (50)	10% (61)	37% (231)	9% (53)	625
Relig: Something Else	15% (50)	26% (87)	9% (29)	10% (33)	29% (95)	11% (37)	329
Relig: Jewish	16% (7)	27% (11)	17% (7)	5% (2)	27% (11)	9% (4)	42
Relig: Evangelical	23% (145)	28% (179)	11% (68)	7% (47)	27% (172)	4% (28)	639
Relig: Non-Evang. Catholics	21% (127)	31% (185)	10% (59)	6% (39)	27% (160)	5% (31)	600
Relig: All Christian	22% (272)	29% (364)	10% (127)	7% (86)	27% (332)	5% (59)	1239
Relig: All Non-Christian	14% (137)	24% (228)	8% (78)	10% (94)	34% (326)	9% (90)	954
Community: Urban	21% (125)	24% (145)	11% (66)	9% (51)	26% (157)	9% (52)	596
Community: Suburban	17% (166)	30% (284)	9% (86)	7% (70)	31% (293)	6% (53)	951
Community: Rural	19% (123)	25% (164)	8% (54)	9% (59)	32% (208)	7% (44)	652
Employ: Private Sector	21% (142)	36% (250)	11% (79)	7% (50)	20% (139)	4% (26)	687
Employ: Government	26% (35)	36% (47)	6% (7)	6% (8)	20% (27)	6% (8)	133
Employ: Self-Employed	26% (57)	23% (50)	9% (19)	8% (19)	32% (70)	2% (4)	220
Employ: Homemaker	11% (20)	18% (34)	6% (11)	9% (18)	40% (75)	15% (29)	186
Employ: Student	19% (18)	14% (14)	11% (10)	8% (7)	37% (35)	12% (12)	95
Employ: Retired	20% (94)	28% (132)	8% (38)	7% (33)	34% (159)	4% (17)	473
Employ: Unemployed	13% (30)	12% (28)	10% (23)	10% (24)	40% (93)	16% (37)	235
Employ: Other	10% (17)	22% (38)	11% (18)	13% (21)	35% (60)	9% (16)	171
Job Type: White-collar	21% (149)	33% (238)	10% (74)	6% (43)	27% (194)	3% (25)	723
Job Type: Blue-collar	20% (200)	29% (280)	10% (95)	10% (95)	28% (275)	4% (36)	981
Job Type: Don't Know	13% (66)	15% (75)	7% (37)	8% (42)	38% (189)	18% (88)	496
Military HH: Yes	26% (103)	29% (117)	6% (24)	8% (32)	25% (100)	5% (20)	395
Military HH: No	17% (311)	26% (476)	10% (182)	8% (148)	31% (558)	7% (129)	1805

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

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	19% (414)	27% (593)	9% (206)	8% (180)	30% (658)	7% (149)	2200
RD/WT: Right Direction	24% (221)	27% (248)	11% (100)	8% (75)	26% (240)	5% (45)	928
RD/WT: Wrong Track	15% (194)	27% (345)	8% (105)	8% (105)	33% (418)	8% (104)	1272
Obama Job: Approve	21% (221)	29% (311)	9% (100)	8% (87)	26% (279)	7% (73)	1070
Obama Job: Disapprove	19% (176)	28% (261)	10% (92)	8% (76)	30% (279)	4% (33)	917
#1 Issue: Economy	17% (117)	31% (210)	10% (68)	9% (59)	29% (195)	4% (28)	677
#1 Issue: Security	25% (108)	25% (108)	8% (35)	8% (34)	27% (114)	7% (28)	426
#1 Issue: Health Care	14% (53)	25% (97)	11% (41)	8% (32)	33% (127)	9% (33)	382
#1 Issue: Medicare / Social Security	20% (56)	27% (76)	9% (25)	7% (20)	30% (86)	7% (19)	282
#1 Issue: Women's Issues	16% (21)	26% (34)	9% (12)	7% (9)	32% (41)	9% (12)	128
#1 Issue: Education	25% (31)	25% (31)	8% (10)	10% (13)	25% (31)	7% (8)	123
#1 Issue: Energy	30% (25)	27% (22)	13% (11)	7% (6)	16% (13)	8% (7)	83
#1 Issue: Other	4% (4)	15% (15)	6% (6)	7% (7)	53% (52)	14% (14)	99
2016 Vote: Democrat Hillary Clinton	18% (130)	29% (210)	9% (61)	9% (62)	28% (200)	7% (50)	713
2016 Vote: Republican Donald Trump	23% (185)	30% (241)	9% (76)	8% (61)	27% (218)	3% (25)	805
2016 Vote: Someone else	13% (22)	36% (61)	9% (16)	6% (9)	31% (52)	5% (9)	169
2012 Vote: Barack Obama	22% (185)	31% (260)	8% (72)	8% (67)	27% (226)	4% (36)	846
2012 Vote: Mitt Romney	20% (128)	31% (196)	10% (64)	7% (46)	29% (180)	3% (16)	630
2012 Vote: Other	8% (7)	29% (25)	14% (12)	6% (5)	35% (29)	8% (7)	85
2012 Vote: Didn't Vote	15% (93)	18% (112)	9% (58)	10% (61)	35% (223)	14% (90)	638
4-Region: Northeast	16% (65)	29% (116)	11% (42)	8% (34)	29% (115)	7% (29)	401
4-Region: Midwest	16% (75)	28% (133)	10% (46)	8% (39)	31% (145)	7% (35)	473
4-Region: South	24% (193)	26% (214)	8% (68)	7% (56)	30% (243)	5% (39)	814
4-Region: West	16% (82)	25% (129)	10% (50)	10% (51)	30% (154)	9% (45)	511
Trump: Fav	24% (252)	28% (303)	10% (111)	8% (82)	26% (275)	4% (45)	1068
Trump: Unfav	14% (136)	28% (268)	9% (89)	9% (88)	32% (304)	7% (65)	950
Trump: DK/NO	15% (26)	12% (22)	3% (5)	5% (10)	43% (79)	22% (40)	182
Registered Voters (Unweighted)	18% (406)	30% (661)	10% (221)	7% (161)	29% (638)	5% (113)	2200

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

Table BRD2_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
Adults	12% (263)	12% (267)	37% (814)	8% (180)	12% (253)	19% (423)	2200
Gender: Male	16% (169)	13% (142)	37% (389)	9% (94)	11% (115)	14% (149)	1059
Gender: Female	8% (94)	11% (125)	37% (425)	7% (85)	12% (138)	24% (274)	1141
Age: 18-29	13% (67)	12% (57)	26% (128)	13% (62)	13% (62)	24% (119)	496
Age: 30-44	18% (94)	15% (80)	34% (183)	6% (35)	9% (50)	18% (97)	539
Age: 45-54	8% (32)	14% (56)	40% (157)	9% (34)	11% (44)	19% (75)	398
Age: 55-64	9% (33)	9% (35)	46% (170)	4% (16)	13% (50)	18% (67)	369
Age: 65+	9% (37)	10% (39)	44% (176)	8% (32)	12% (47)	16% (65)	398
PID: Dem (no lean)	12% (91)	14% (106)	37% (275)	7% (49)	12% (92)	17% (125)	737
PID: Ind (no lean)	9% (62)	9% (63)	37% (265)	8% (61)	12% (86)	26% (189)	725
PID: Rep (no lean)	15% (111)	13% (98)	37% (274)	9% (70)	10% (76)	15% (109)	738
PID/Gender: Dem Men	17% (62)	16% (59)	36% (132)	6% (21)	11% (38)	14% (49)	362
PID/Gender: Dem Women	8% (28)	13% (47)	38% (143)	8% (28)	14% (53)	20% (76)	376
PID/Gender: Ind Men	11% (37)	8% (27)	40% (141)	10% (35)	12% (40)	19% (68)	348
PID/Gender: Ind Women	6% (24)	10% (36)	33% (124)	7% (26)	12% (45)	32% (121)	377
PID/Gender: Rep Men	20% (70)	16% (57)	33% (117)	11% (39)	10% (37)	9% (32)	350
PID/Gender: Rep Women	11% (41)	11% (41)	41% (158)	8% (31)	10% (39)	20% (77)	388
Tea Party: Supporter	19% (112)	15% (89)	35% (207)	7% (39)	9% (56)	15% (92)	595
Tea Party: Not Supporter	9% (150)	11% (176)	38% (599)	9% (140)	12% (196)	21% (326)	1587
Ideo: Liberal (1-3)	15% (103)	15% (101)	36% (240)	6% (43)	11% (71)	17% (117)	676
Ideo: Moderate (4)	9% (47)	13% (63)	41% (202)	8% (41)	11% (56)	18% (88)	499
Ideo: Conservative (5-7)	12% (97)	11% (84)	41% (320)	10% (75)	12% (92)	14% (111)	779
Educ: < College	11% (177)	11% (167)	33% (524)	9% (138)	13% (204)	23% (356)	1566
Educ: Bachelors degree	12% (51)	17% (70)	46% (192)	6% (25)	9% (36)	10% (42)	416
Educ: Post-grad	16% (35)	14% (31)	45% (97)	8% (17)	6% (14)	11% (25)	219
Income: Under 50k	12% (147)	10% (124)	32% (407)	9% (109)	14% (182)	23% (295)	1264
Income: 50k-100k	12% (78)	15% (98)	43% (283)	9% (56)	7% (48)	14% (93)	655
Income: 100k+	14% (38)	16% (45)	44% (124)	5% (15)	8% (24)	13% (35)	281

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Table BRD2_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
Adults	12% (263)	12% (267)	37% (814)	8% (180)	12% (253)	19% (423)	2200
Ethnicity: White	12% (211)	12% (207)	39% (691)	7% (128)	11% (184)	19% (328)	1750
Ethnicity: Hispanic	16% (52)	16% (51)	23% (75)	12% (38)	14% (47)	20% (65)	329
Ethnicity: Afr. Am.	14% (37)	12% (33)	28% (75)	8% (21)	19% (52)	19% (51)	268
Ethnicity: Other	8% (15)	15% (27)	26% (48)	17% (30)	10% (17)	24% (44)	182
Relig: Protestant	13% (72)	13% (72)	44% (251)	7% (39)	13% (72)	12% (67)	572
Relig: Roman Catholic	18% (80)	15% (66)	40% (178)	6% (27)	10% (45)	12% (53)	448
Relig: Ath./Agn./None	10% (61)	10% (64)	31% (195)	10% (62)	11% (71)	28% (172)	625
Relig: Something Else	7% (24)	10% (34)	36% (119)	12% (39)	11% (38)	23% (76)	329
Relig: Jewish	4% (2)	13% (5)	52% (22)	19% (8)	3% (1)	8% (3)	42
Relig: Evangelical	18% (112)	13% (84)	34% (220)	6% (41)	12% (78)	16% (105)	639
Relig: Non-Evang. Catholics	11% (65)	14% (84)	46% (277)	6% (38)	11% (67)	12% (71)	600
Relig: All Christian	14% (177)	14% (168)	40% (497)	6% (78)	12% (144)	14% (175)	1239
Relig: All Non-Christian	9% (85)	10% (97)	33% (314)	11% (101)	11% (109)	26% (248)	954
Community: Urban	17% (102)	14% (81)	31% (183)	8% (46)	10% (61)	21% (123)	596
Community: Suburban	10% (92)	12% (110)	41% (393)	10% (92)	11% (106)	17% (158)	951
Community: Rural	11% (69)	12% (77)	36% (237)	6% (41)	13% (86)	22% (141)	652
Employ: Private Sector	16% (113)	17% (113)	39% (268)	8% (53)	9% (65)	11% (76)	687
Employ: Government	14% (19)	15% (20)	42% (56)	10% (13)	5% (6)	14% (19)	133
Employ: Self-Employed	18% (39)	15% (34)	31% (69)	9% (19)	12% (26)	15% (33)	220
Employ: Homemaker	5% (10)	9% (18)	38% (70)	8% (15)	9% (16)	31% (57)	186
Employ: Student	14% (14)	13% (13)	30% (29)	6% (6)	13% (12)	23% (22)	95
Employ: Retired	9% (41)	8% (40)	43% (205)	7% (32)	14% (66)	19% (89)	473
Employ: Unemployed	7% (16)	4% (9)	27% (65)	13% (31)	17% (41)	31% (74)	235
Employ: Other	7% (12)	12% (21)	31% (53)	6% (10)	12% (21)	32% (54)	171
Job Type: White-collar	14% (98)	17% (120)	42% (307)	8% (57)	8% (56)	12% (85)	723
Job Type: Blue-collar	14% (136)	11% (106)	40% (391)	8% (74)	13% (129)	15% (144)	981
Job Type: Don't Know	6% (29)	8% (41)	23% (116)	10% (48)	14% (69)	39% (193)	496
Military HH: Yes	17% (65)	13% (52)	39% (154)	5% (20)	12% (49)	14% (55)	395
Military HH: No	11% (198)	12% (215)	37% (660)	9% (160)	11% (204)	20% (368)	1805

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Table BRD2_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
Adults	12% (263)	12% (267)	37% (814)	8% (180)	12% (253)	19% (423)	2200
RD/WT: Right Direction	16% (150)	15% (135)	32% (299)	8% (70)	11% (98)	19% (176)	928
RD/WT: Wrong Track	9% (113)	10% (133)	40% (515)	9% (110)	12% (155)	19% (247)	1272
Obama Job: Approve	14% (151)	14% (146)	39% (413)	8% (83)	11% (122)	14% (155)	1070
Obama Job: Disapprove	11% (101)	11% (104)	39% (357)	8% (71)	12% (110)	19% (173)	917
#1 Issue: Economy	12% (84)	12% (80)	40% (273)	8% (55)	13% (85)	15% (99)	677
#1 Issue: Security	12% (52)	15% (62)	35% (149)	9% (40)	11% (45)	18% (77)	426
#1 Issue: Health Care	9% (35)	11% (41)	38% (145)	9% (34)	12% (45)	22% (82)	382
#1 Issue: Medicare / Social Security	14% (40)	10% (27)	38% (108)	5% (15)	12% (35)	20% (57)	282
#1 Issue: Women's Issues	14% (18)	13% (16)	35% (45)	6% (8)	7% (8)	25% (33)	128
#1 Issue: Education	14% (17)	19% (23)	32% (40)	9% (11)	11% (13)	16% (19)	123
#1 Issue: Energy	17% (14)	17% (14)	30% (25)	13% (11)	9% (8)	14% (12)	83
#1 Issue: Other	3% (3)	3% (3)	31% (30)	5% (5)	14% (14)	44% (44)	99
2016 Vote: Democrat Hillary Clinton	11% (77)	13% (91)	42% (300)	7% (51)	11% (81)	16% (113)	713
2016 Vote: Republican Donald Trump	17% (134)	12% (96)	37% (300)	9% (74)	10% (81)	15% (119)	805
2016 Vote: Someone else	8% (14)	11% (18)	49% (83)	6% (10)	8% (14)	18% (30)	169
2012 Vote: Barack Obama	14% (115)	13% (113)	40% (340)	6% (52)	11% (95)	16% (132)	846
2012 Vote: Mitt Romney	14% (87)	12% (75)	42% (264)	8% (53)	11% (67)	13% (83)	630
2012 Vote: Other	6% (5)	6% (5)	48% (41)	10% (8)	8% (7)	23% (20)	85
2012 Vote: Didn't Vote	9% (56)	12% (74)	26% (169)	10% (66)	13% (84)	29% (188)	638
4-Region: Northeast	12% (46)	14% (56)	40% (162)	6% (22)	11% (43)	18% (71)	401
4-Region: Midwest	14% (66)	14% (66)	41% (192)	7% (33)	9% (43)	15% (73)	473
4-Region: South	12% (98)	11% (89)	32% (263)	9% (75)	14% (117)	21% (171)	814
4-Region: West	10% (53)	11% (56)	38% (196)	10% (49)	10% (50)	21% (107)	511
Trump: Fav	15% (162)	13% (144)	36% (388)	8% (90)	10% (108)	16% (175)	1068
Trump: Unfav	9% (83)	12% (111)	41% (389)	7% (70)	13% (121)	19% (177)	950
Trump: DK/NO	10% (18)	7% (13)	20% (36)	11% (20)	13% (24)	39% (71)	182
Registered Voters (Unweighted)	11% (251)	13% (281)	41% (897)	8% (171)	10% (230)	17% (370)	2200

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

Table BRD2_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
Adults	15% (327)	15% (331)	38% (832)	7% (163)	9% (204)	16% (343)	2200
Gender: Male	20% (213)	18% (187)	36% (381)	8% (88)	8% (82)	10% (108)	1059
Gender: Female	10% (114)	13% (144)	40% (451)	7% (75)	11% (122)	21% (234)	1141
Age: 18-29	21% (102)	19% (96)	25% (125)	7% (35)	8% (40)	19% (97)	496
Age: 30-44	22% (120)	15% (81)	34% (185)	8% (42)	7% (40)	13% (71)	539
Age: 45-54	12% (47)	16% (65)	39% (156)	8% (32)	9% (34)	16% (64)	398
Age: 55-64	9% (32)	10% (36)	51% (189)	5% (20)	12% (43)	13% (50)	369
Age: 65+	6% (25)	14% (54)	45% (177)	9% (35)	12% (46)	15% (60)	398
PID: Dem (no lean)	17% (127)	17% (123)	40% (292)	6% (44)	7% (52)	13% (99)	737
PID: Ind (no lean)	11% (77)	14% (98)	34% (250)	8% (55)	11% (78)	23% (167)	725
PID: Rep (no lean)	17% (123)	15% (110)	39% (290)	9% (64)	10% (74)	10% (77)	738
PID/Gender: Dem Men	22% (79)	20% (71)	39% (143)	6% (21)	5% (20)	8% (28)	362
PID/Gender: Dem Women	13% (48)	14% (52)	40% (150)	6% (23)	9% (32)	19% (71)	376
PID/Gender: Ind Men	13% (47)	16% (55)	35% (122)	9% (32)	9% (30)	18% (62)	348
PID/Gender: Ind Women	8% (30)	11% (43)	34% (128)	6% (23)	13% (48)	28% (105)	377
PID/Gender: Rep Men	25% (87)	18% (62)	33% (116)	10% (35)	9% (32)	5% (18)	350
PID/Gender: Rep Women	9% (36)	12% (48)	45% (174)	8% (29)	11% (42)	15% (58)	388
Tea Party: Supporter	22% (132)	18% (110)	32% (191)	7% (42)	9% (53)	11% (67)	595
Tea Party: Not Supporter	12% (195)	14% (219)	40% (632)	8% (120)	9% (150)	17% (271)	1587
Ideo: Liberal (1-3)	18% (120)	18% (119)	37% (253)	7% (46)	7% (45)	14% (93)	676
Ideo: Moderate (4)	16% (80)	15% (73)	41% (203)	8% (38)	7% (34)	14% (71)	499
Ideo: Conservative (5-7)	14% (106)	15% (114)	40% (308)	9% (70)	12% (95)	11% (85)	779
Educ: < College	15% (233)	14% (218)	36% (558)	7% (106)	10% (157)	19% (293)	1566
Educ: Bachelors degree	14% (59)	17% (70)	44% (183)	9% (38)	9% (37)	7% (29)	416
Educ: Post-grad	16% (35)	20% (44)	42% (92)	8% (18)	4% (9)	9% (20)	219
Income: Under 50k	15% (188)	12% (156)	35% (444)	7% (88)	11% (137)	20% (251)	1264
Income: 50k-100k	14% (94)	20% (130)	40% (264)	8% (54)	8% (49)	10% (63)	655
Income: 100k+	16% (44)	16% (45)	44% (124)	8% (22)	6% (18)	10% (28)	281

Continued on next page

Table BRD2_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
Adults	15% (327)	15% (331)	38% (832)	7% (163)	9% (204)	16% (343)	2200
Ethnicity: White	13% (227)	15% (256)	40% (704)	7% (127)	10% (171)	15% (264)	1750
Ethnicity: Hispanic	18% (59)	20% (65)	21% (70)	7% (22)	14% (47)	20% (66)	329
Ethnicity: Afr. Am.	27% (72)	15% (41)	32% (86)	5% (15)	6% (16)	14% (38)	268
Ethnicity: Other	15% (28)	19% (34)	23% (42)	12% (21)	9% (17)	22% (40)	182
Relig: Protestant	15% (83)	15% (84)	43% (247)	8% (45)	8% (46)	12% (66)	572
Relig: Roman Catholic	17% (74)	18% (79)	39% (177)	7% (31)	10% (46)	9% (42)	448
Relig: Ath./Agn./None	13% (82)	14% (86)	35% (217)	8% (48)	9% (56)	22% (136)	625
Relig: Something Else	13% (44)	14% (45)	36% (119)	8% (27)	11% (35)	18% (60)	329
Relig: Jewish	10% (4)	8% (3)	53% (22)	12% (5)	8% (3)	10% (4)	42
Relig: Evangelical	19% (124)	16% (101)	35% (221)	8% (50)	9% (57)	14% (87)	639
Relig: Non-Evang. Catholics	13% (76)	16% (98)	45% (272)	6% (38)	9% (56)	10% (60)	600
Relig: All Christian	16% (200)	16% (198)	40% (493)	7% (88)	9% (113)	12% (147)	1239
Relig: All Non-Christian	13% (126)	14% (131)	35% (336)	8% (75)	10% (91)	21% (196)	954
Community: Urban	20% (118)	19% (111)	30% (182)	7% (42)	8% (50)	16% (94)	596
Community: Suburban	13% (121)	14% (132)	42% (400)	9% (83)	9% (86)	14% (129)	951
Community: Rural	13% (88)	14% (89)	38% (251)	6% (37)	10% (68)	18% (119)	652
Employ: Private Sector	18% (127)	19% (129)	39% (270)	7% (49)	9% (58)	8% (54)	687
Employ: Government	18% (24)	17% (22)	39% (52)	10% (13)	1% (1)	15% (20)	133
Employ: Self-Employed	24% (54)	16% (34)	30% (66)	7% (16)	10% (22)	13% (29)	220
Employ: Homemaker	9% (18)	13% (24)	38% (71)	7% (13)	9% (16)	24% (44)	186
Employ: Student	19% (18)	27% (26)	25% (24)	6% (5)	6% (6)	17% (16)	95
Employ: Retired	6% (30)	14% (65)	43% (203)	8% (37)	14% (65)	15% (73)	473
Employ: Unemployed	11% (25)	7% (17)	36% (84)	8% (18)	10% (23)	29% (67)	235
Employ: Other	18% (31)	9% (15)	37% (63)	7% (11)	7% (12)	22% (38)	171
Job Type: White-collar	15% (111)	18% (134)	41% (296)	7% (54)	8% (56)	10% (72)	723
Job Type: Blue-collar	16% (157)	15% (142)	40% (394)	8% (76)	10% (102)	11% (110)	981
Job Type: Don't Know	12% (58)	11% (56)	29% (142)	7% (33)	9% (47)	32% (160)	496
Military HH: Yes	16% (62)	17% (68)	40% (159)	9% (35)	10% (38)	8% (32)	395
Military HH: No	15% (265)	15% (263)	37% (673)	7% (128)	9% (166)	17% (310)	1805

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Table BRD2_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
Adults	15% (327)	15% (331)	38% (832)	7% (163)	9% (204)	16% (343)	2200
RD/WT: Right Direction	19% (172)	17% (157)	34% (314)	7% (62)	9% (88)	15% (135)	928
RD/WT: Wrong Track	12% (155)	14% (175)	41% (518)	8% (101)	9% (116)	16% (207)	1272
Obama Job: Approve	19% (202)	18% (196)	37% (400)	6% (66)	7% (75)	12% (131)	1070
Obama Job: Disapprove	12% (110)	13% (124)	41% (374)	9% (81)	12% (108)	13% (122)	917
#1 Issue: Economy	15% (104)	15% (102)	41% (276)	9% (63)	9% (62)	10% (71)	677
#1 Issue: Security	14% (59)	18% (75)	35% (150)	9% (38)	10% (44)	14% (60)	426
#1 Issue: Health Care	14% (54)	12% (44)	39% (149)	6% (21)	10% (38)	20% (75)	382
#1 Issue: Medicare / Social Security	15% (43)	13% (35)	37% (104)	4% (12)	12% (34)	19% (54)	282
#1 Issue: Women's Issues	15% (19)	20% (25)	37% (47)	7% (9)	5% (6)	17% (22)	128
#1 Issue: Education	20% (25)	20% (25)	38% (47)	6% (8)	4% (5)	11% (13)	123
#1 Issue: Energy	20% (16)	20% (17)	39% (32)	7% (6)	6% (5)	8% (7)	83
#1 Issue: Other	7% (7)	9% (9)	27% (27)	7% (7)	9% (9)	41% (40)	99
2016 Vote: Democrat Hillary Clinton	15% (104)	16% (113)	42% (301)	7% (51)	7% (53)	13% (93)	713
2016 Vote: Republican Donald Trump	15% (121)	16% (127)	39% (313)	9% (69)	12% (93)	10% (81)	805
2016 Vote: Someone else	12% (20)	13% (22)	46% (78)	7% (12)	10% (16)	13% (22)	169
2012 Vote: Barack Obama	17% (146)	17% (147)	40% (340)	6% (50)	7% (59)	12% (106)	846
2012 Vote: Mitt Romney	13% (81)	13% (83)	43% (271)	9% (58)	12% (77)	9% (59)	630
2012 Vote: Other	8% (7)	8% (7)	44% (38)	14% (12)	11% (9)	16% (13)	85
2012 Vote: Didn't Vote	15% (93)	15% (95)	29% (184)	7% (44)	9% (59)	26% (164)	638
4-Region: Northeast	16% (64)	14% (56)	43% (172)	6% (26)	7% (28)	14% (56)	401
4-Region: Midwest	13% (59)	13% (64)	46% (219)	7% (35)	6% (30)	14% (66)	473
4-Region: South	17% (137)	17% (138)	32% (261)	8% (67)	11% (89)	15% (123)	814
4-Region: West	13% (67)	14% (73)	35% (180)	7% (36)	11% (57)	19% (98)	511
Trump: Fav	17% (180)	16% (173)	37% (396)	8% (88)	10% (107)	12% (124)	1068
Trump: Unfav	12% (117)	15% (144)	42% (396)	7% (70)	8% (80)	15% (144)	950
Trump: DK/NO	16% (30)	8% (15)	22% (41)	3% (5)	10% (17)	41% (74)	182
Registered Voters (Unweighted)	14% (302)	16% (353)	41% (892)	8% (178)	9% (190)	13% (285)	2200

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

Table BRD2_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
Adults	10% (229)	11% (237)	34% (752)	8% (186)	14% (313)	22% (484)	2200
Gender: Male	15% (161)	14% (149)	31% (329)	10% (109)	14% (152)	15% (158)	1059
Gender: Female	6% (68)	8% (87)	37% (422)	7% (77)	14% (161)	28% (325)	1141
Age: 18-29	16% (78)	14% (71)	25% (124)	9% (42)	10% (49)	27% (132)	496
Age: 30-44	18% (96)	16% (84)	32% (172)	7% (40)	10% (54)	17% (93)	539
Age: 45-54	7% (27)	10% (39)	35% (138)	9% (35)	16% (63)	24% (95)	398
Age: 55-64	5% (17)	5% (17)	45% (167)	7% (25)	16% (59)	23% (85)	369
Age: 65+	3% (12)	6% (25)	38% (151)	11% (43)	22% (88)	20% (79)	398
PID: Dem (no lean)	13% (98)	12% (90)	36% (266)	9% (65)	12% (92)	17% (126)	737
PID: Ind (no lean)	8% (60)	10% (69)	31% (228)	7% (54)	13% (98)	30% (216)	725
PID: Rep (no lean)	10% (71)	10% (77)	35% (257)	9% (68)	17% (123)	19% (141)	738
PID/Gender: Dem Men	22% (78)	14% (52)	32% (114)	11% (40)	10% (37)	11% (41)	362
PID/Gender: Dem Women	5% (20)	10% (39)	40% (152)	7% (25)	15% (55)	23% (85)	376
PID/Gender: Ind Men	9% (30)	13% (46)	28% (98)	10% (34)	16% (56)	24% (84)	348
PID/Gender: Ind Women	8% (30)	6% (24)	35% (130)	5% (20)	11% (41)	35% (132)	377
PID/Gender: Rep Men	15% (53)	15% (52)	33% (117)	10% (35)	17% (59)	10% (34)	350
PID/Gender: Rep Women	5% (18)	6% (25)	36% (140)	8% (32)	17% (65)	28% (107)	388
Tea Party: Supporter	17% (102)	12% (70)	31% (183)	8% (45)	15% (88)	18% (107)	595
Tea Party: Not Supporter	8% (125)	10% (165)	35% (561)	9% (141)	14% (224)	23% (371)	1587
Ideo: Liberal (1-3)	14% (97)	14% (92)	33% (223)	9% (58)	11% (75)	19% (132)	676
Ideo: Moderate (4)	11% (55)	12% (60)	37% (184)	7% (34)	14% (72)	19% (94)	499
Ideo: Conservative (5-7)	8% (60)	9% (72)	37% (286)	11% (85)	17% (136)	18% (141)	779
Educ: < College	10% (158)	9% (145)	31% (481)	8% (130)	15% (238)	26% (413)	1566
Educ: Bachelors degree	10% (41)	15% (62)	43% (177)	8% (33)	14% (59)	11% (44)	416
Educ: Post-grad	14% (30)	13% (29)	43% (93)	11% (24)	7% (15)	12% (27)	219
Income: Under 50k	9% (119)	9% (111)	30% (379)	9% (113)	16% (206)	27% (337)	1264
Income: 50k-100k	12% (78)	14% (89)	39% (254)	8% (55)	12% (77)	16% (102)	655
Income: 100k+	11% (32)	13% (36)	42% (118)	7% (19)	11% (31)	16% (45)	281

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Table BRD2_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
Adults	10% (229)	11% (237)	34% (752)	8% (186)	14% (313)	22% (484)	2200
Ethnicity: White	8% (144)	10% (169)	37% (639)	8% (144)	15% (261)	22% (393)	1750
Ethnicity: Hispanic	12% (38)	21% (68)	16% (54)	12% (39)	15% (50)	24% (80)	329
Ethnicity: Afr. Am.	25% (67)	12% (33)	26% (69)	9% (23)	13% (36)	15% (40)	268
Ethnicity: Other	10% (18)	19% (34)	24% (44)	11% (19)	9% (16)	28% (51)	182
Relig: Protestant	8% (46)	8% (47)	40% (226)	11% (62)	17% (95)	17% (96)	572
Relig: Roman Catholic	15% (69)	14% (64)	32% (145)	8% (38)	14% (63)	15% (69)	448
Relig: Ath./Agn./None	8% (52)	10% (63)	33% (206)	7% (46)	12% (75)	29% (183)	625
Relig: Something Else	9% (30)	11% (36)	31% (102)	10% (33)	13% (44)	26% (85)	329
Relig: Jewish	5% (2)	5% (2)	54% (23)	15% (6)	9% (4)	12% (5)	42
Relig: Evangelical	14% (89)	11% (68)	32% (206)	9% (57)	16% (100)	19% (119)	639
Relig: Non-Evang. Catholics	10% (58)	11% (67)	39% (234)	8% (50)	16% (94)	16% (97)	600
Relig: All Christian	12% (147)	11% (136)	35% (440)	9% (107)	16% (194)	17% (216)	1239
Relig: All Non-Christian	9% (82)	10% (99)	32% (307)	8% (79)	12% (119)	28% (268)	954
Community: Urban	15% (88)	15% (88)	27% (159)	9% (52)	11% (68)	24% (141)	596
Community: Suburban	9% (89)	10% (96)	38% (359)	9% (85)	15% (141)	19% (181)	951
Community: Rural	8% (52)	8% (52)	36% (234)	8% (49)	16% (103)	25% (161)	652
Employ: Private Sector	15% (100)	16% (111)	38% (263)	7% (48)	12% (82)	12% (82)	687
Employ: Government	14% (18)	12% (15)	38% (50)	10% (13)	8% (10)	20% (26)	133
Employ: Self-Employed	17% (37)	13% (28)	26% (58)	6% (14)	16% (34)	22% (48)	220
Employ: Homemaker	5% (8)	7% (13)	35% (65)	9% (17)	13% (24)	31% (58)	186
Employ: Student	15% (14)	7% (6)	31% (30)	6% (6)	17% (16)	24% (23)	95
Employ: Retired	3% (14)	6% (27)	39% (183)	10% (47)	21% (98)	22% (103)	473
Employ: Unemployed	11% (26)	9% (21)	27% (65)	6% (14)	13% (31)	33% (78)	235
Employ: Other	6% (10)	8% (14)	22% (38)	16% (27)	10% (16)	38% (65)	171
Job Type: White-collar	12% (90)	14% (99)	41% (298)	8% (56)	11% (83)	13% (96)	723
Job Type: Blue-collar	10% (98)	10% (94)	36% (358)	10% (95)	16% (158)	18% (179)	981
Job Type: Don't Know	8% (41)	9% (43)	19% (96)	7% (35)	15% (72)	42% (209)	496
Military HH: Yes	11% (43)	8% (32)	41% (160)	9% (36)	16% (64)	15% (60)	395
Military HH: No	10% (186)	11% (204)	33% (591)	8% (150)	14% (249)	23% (423)	1805

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Table BRD2_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
Adults	10% (229)	11% (237)	34% (752)	8% (186)	14% (313)	22% (484)	2200
RD/WT: Right Direction	14% (125)	11% (102)	30% (280)	8% (79)	15% (141)	22% (201)	928
RD/WT: Wrong Track	8% (104)	11% (135)	37% (472)	8% (107)	13% (171)	22% (283)	1272
Obama Job: Approve	15% (159)	14% (150)	35% (379)	8% (89)	12% (125)	16% (168)	1070
Obama Job: Disapprove	7% (62)	8% (74)	35% (322)	9% (80)	19% (170)	23% (210)	917
#1 Issue: Economy	11% (78)	10% (70)	39% (264)	9% (61)	14% (96)	16% (108)	677
#1 Issue: Security	9% (37)	13% (55)	30% (128)	8% (34)	16% (70)	24% (103)	426
#1 Issue: Health Care	9% (36)	10% (37)	35% (135)	8% (32)	12% (47)	25% (94)	382
#1 Issue: Medicare / Social Security	7% (20)	7% (20)	29% (82)	11% (31)	22% (61)	24% (67)	282
#1 Issue: Women's Issues	13% (17)	13% (17)	39% (50)	3% (3)	6% (7)	26% (33)	128
#1 Issue: Education	23% (28)	15% (18)	29% (36)	12% (15)	4% (5)	17% (21)	123
#1 Issue: Energy	14% (11)	17% (14)	33% (28)	11% (9)	10% (8)	16% (13)	83
#1 Issue: Other	3% (3)	5% (5)	28% (28)	1% (1)	19% (19)	45% (44)	99
2016 Vote: Democrat Hillary Clinton	12% (84)	12% (85)	39% (278)	8% (55)	13% (94)	16% (116)	713
2016 Vote: Republican Donald Trump	9% (75)	10% (78)	34% (277)	9% (69)	18% (148)	20% (158)	805
2016 Vote: Someone else	6% (9)	14% (23)	36% (61)	10% (17)	13% (22)	22% (37)	169
2012 Vote: Barack Obama	14% (121)	14% (118)	35% (297)	8% (69)	13% (109)	16% (132)	846
2012 Vote: Mitt Romney	6% (41)	9% (56)	37% (230)	10% (62)	20% (124)	19% (117)	630
2012 Vote: Other	3% (3)	5% (4)	53% (45)	11% (9)	8% (7)	20% (17)	85
2012 Vote: Didn't Vote	10% (65)	9% (59)	28% (179)	7% (46)	11% (73)	34% (216)	638
4-Region: Northeast	10% (40)	11% (43)	34% (137)	8% (31)	15% (62)	22% (89)	401
4-Region: Midwest	8% (39)	10% (49)	41% (192)	8% (37)	14% (66)	19% (90)	473
4-Region: South	13% (108)	10% (81)	30% (244)	9% (75)	16% (129)	22% (178)	814
4-Region: West	8% (42)	13% (64)	35% (179)	8% (43)	11% (56)	25% (127)	511
Trump: Fav	11% (123)	11% (118)	33% (349)	8% (88)	16% (174)	20% (215)	1068
Trump: Unfav	9% (87)	11% (106)	38% (364)	9% (88)	12% (112)	20% (193)	950
Trump: DK/NO	11% (19)	7% (13)	21% (38)	6% (11)	14% (26)	41% (75)	182
Registered Voters (Unweighted)	10% (216)	11% (234)	39% (849)	8% (182)	13% (296)	19% (423)	2200

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

Table BRD2_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
Adults	7% (157)	8% (185)	36% (798)	8% (166)	16% (358)	24% (537)	2200
Gender: Male	10% (109)	11% (116)	36% (378)	10% (103)	17% (177)	17% (176)	1059
Gender: Female	4% (48)	6% (69)	37% (420)	5% (62)	16% (181)	32% (361)	1141
Age: 18-29	9% (45)	10% (49)	26% (130)	11% (54)	17% (85)	27% (132)	496
Age: 30-44	12% (63)	13% (68)	34% (183)	7% (35)	12% (66)	23% (125)	539
Age: 45-54	5% (20)	7% (26)	40% (161)	7% (27)	15% (60)	26% (104)	398
Age: 55-64	5% (19)	6% (23)	44% (164)	5% (19)	14% (53)	25% (91)	369
Age: 65+	2% (9)	5% (18)	40% (160)	8% (31)	24% (94)	21% (85)	398
PID: Dem (no lean)	7% (49)	8% (62)	39% (285)	8% (58)	16% (116)	23% (168)	737
PID: Ind (no lean)	5% (38)	9% (64)	32% (234)	6% (40)	17% (125)	31% (224)	725
PID: Rep (no lean)	9% (69)	8% (60)	38% (278)	9% (68)	16% (116)	20% (145)	738
PID/Gender: Dem Men	10% (38)	10% (35)	40% (146)	10% (35)	14% (52)	16% (56)	362
PID/Gender: Dem Women	3% (11)	7% (27)	37% (139)	6% (22)	17% (65)	30% (111)	376
PID/Gender: Ind Men	7% (23)	11% (39)	32% (112)	6% (22)	20% (68)	24% (83)	348
PID/Gender: Ind Women	4% (15)	6% (24)	33% (123)	5% (18)	15% (57)	37% (140)	377
PID/Gender: Rep Men	14% (48)	12% (43)	34% (120)	13% (46)	16% (57)	10% (36)	350
PID/Gender: Rep Women	5% (21)	4% (17)	41% (158)	6% (23)	15% (59)	28% (109)	388
Tea Party: Supporter	13% (80)	11% (68)	35% (206)	7% (44)	13% (79)	20% (117)	595
Tea Party: Not Supporter	5% (73)	7% (117)	37% (585)	8% (121)	17% (277)	26% (414)	1587
Ideo: Liberal (1-3)	10% (71)	10% (68)	35% (237)	8% (57)	14% (96)	22% (147)	676
Ideo: Moderate (4)	4% (21)	8% (40)	40% (198)	8% (40)	17% (85)	23% (115)	499
Ideo: Conservative (5-7)	7% (55)	7% (58)	39% (307)	7% (55)	19% (145)	21% (160)	779
Educ: < College	6% (96)	7% (117)	32% (505)	8% (120)	18% (283)	28% (446)	1566
Educ: Bachelors degree	9% (37)	11% (47)	45% (189)	7% (29)	14% (59)	13% (55)	416
Educ: Post-grad	11% (24)	10% (22)	48% (104)	8% (17)	7% (16)	16% (36)	219
Income: Under 50k	7% (83)	7% (91)	30% (380)	9% (109)	19% (238)	29% (363)	1264
Income: 50k-100k	7% (47)	10% (66)	44% (291)	6% (41)	14% (92)	18% (117)	655
Income: 100k+	9% (27)	10% (28)	45% (126)	6% (16)	10% (28)	20% (56)	281

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Table BRD2_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
Adults	7% (157)	8% (185)	36% (798)	8% (166)	16% (358)	24% (537)	2200
Ethnicity: White	7% (125)	9% (156)	38% (673)	7% (117)	15% (266)	24% (413)	1750
Ethnicity: Hispanic	7% (24)	10% (32)	25% (83)	13% (43)	23% (75)	22% (73)	329
Ethnicity: Afr. Am.	8% (22)	5% (14)	26% (71)	9% (24)	25% (68)	26% (70)	268
Ethnicity: Other	6% (10)	8% (15)	29% (53)	14% (25)	14% (25)	30% (54)	182
Relig: Protestant	6% (36)	7% (39)	44% (254)	6% (37)	16% (94)	19% (112)	572
Relig: Roman Catholic	11% (50)	12% (55)	39% (177)	8% (34)	13% (59)	16% (74)	448
Relig: Ath./Agn./None	6% (41)	6% (40)	31% (196)	8% (52)	16% (100)	31% (195)	625
Relig: Something Else	6% (19)	10% (32)	31% (104)	9% (28)	17% (55)	28% (93)	329
Relig: Jewish	6% (2)	6% (2)	50% (21)	12% (5)	8% (3)	20% (8)	42
Relig: Evangelical	8% (54)	8% (53)	35% (224)	7% (45)	18% (114)	23% (149)	639
Relig: Non-Evang. Catholics	7% (44)	10% (57)	45% (270)	7% (41)	15% (89)	16% (99)	600
Relig: All Christian	8% (98)	9% (111)	40% (494)	7% (86)	16% (203)	20% (248)	1239
Relig: All Non-Christian	6% (59)	8% (72)	31% (300)	8% (80)	16% (155)	30% (288)	954
Community: Urban	10% (61)	11% (63)	31% (184)	8% (45)	17% (104)	24% (140)	596
Community: Suburban	6% (57)	8% (79)	41% (393)	8% (80)	15% (143)	21% (200)	951
Community: Rural	6% (39)	7% (43)	34% (221)	6% (41)	17% (111)	30% (196)	652
Employ: Private Sector	10% (66)	12% (85)	41% (280)	7% (50)	14% (96)	16% (110)	687
Employ: Government	7% (9)	9% (12)	39% (52)	11% (15)	11% (15)	22% (30)	133
Employ: Self-Employed	11% (25)	8% (19)	33% (72)	9% (19)	20% (44)	19% (41)	220
Employ: Homemaker	3% (5)	4% (7)	37% (69)	9% (16)	12% (23)	36% (66)	186
Employ: Student	12% (11)	5% (5)	34% (33)	6% (5)	15% (14)	28% (27)	95
Employ: Retired	4% (17)	5% (25)	40% (187)	5% (26)	23% (110)	23% (108)	473
Employ: Unemployed	7% (17)	7% (17)	29% (67)	7% (17)	14% (34)	36% (84)	235
Employ: Other	4% (6)	9% (16)	22% (37)	11% (19)	13% (23)	41% (70)	171
Job Type: White-collar	9% (63)	10% (74)	44% (320)	7% (52)	14% (98)	16% (115)	723
Job Type: Blue-collar	7% (67)	9% (85)	38% (370)	8% (82)	18% (173)	21% (204)	981
Job Type: Don't Know	5% (26)	5% (26)	22% (108)	6% (32)	17% (87)	44% (217)	496
Military HH: Yes	10% (38)	10% (40)	39% (154)	8% (30)	15% (61)	18% (72)	395
Military HH: No	7% (119)	8% (145)	36% (643)	8% (136)	16% (297)	26% (464)	1805

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Table BRD2_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
Adults	7% (157)	8% (185)	36% (798)	8% (166)	16% (358)	24% (537)	2200
RD/WT: Right Direction	10% (93)	10% (95)	32% (301)	8% (75)	16% (146)	23% (217)	928
RD/WT: Wrong Track	5% (64)	7% (90)	39% (496)	7% (91)	17% (212)	25% (320)	1272
Obama Job: Approve	9% (95)	10% (108)	37% (397)	8% (89)	15% (165)	20% (216)	1070
Obama Job: Disapprove	6% (54)	8% (70)	39% (356)	7% (66)	17% (158)	23% (213)	917
#1 Issue: Economy	6% (41)	8% (55)	41% (279)	9% (59)	17% (117)	19% (126)	677
#1 Issue: Security	7% (29)	11% (47)	33% (141)	7% (30)	18% (77)	24% (102)	426
#1 Issue: Health Care	8% (31)	7% (28)	38% (145)	6% (22)	15% (57)	26% (98)	382
#1 Issue: Medicare / Social Security	4% (11)	8% (22)	31% (88)	8% (21)	22% (61)	28% (79)	282
#1 Issue: Women's Issues	8% (10)	8% (11)	33% (42)	9% (11)	10% (13)	32% (41)	128
#1 Issue: Education	15% (18)	9% (11)	33% (40)	12% (14)	6% (7)	26% (33)	123
#1 Issue: Energy	16% (13)	9% (8)	41% (34)	8% (6)	11% (9)	15% (13)	83
#1 Issue: Other	4% (4)	4% (4)	28% (28)	1% (1)	18% (17)	45% (44)	99
2016 Vote: Democrat Hillary Clinton	7% (49)	8% (58)	40% (285)	8% (55)	17% (119)	21% (148)	713
2016 Vote: Republican Donald Trump	9% (74)	9% (70)	38% (305)	8% (61)	16% (128)	21% (167)	805
2016 Vote: Someone else	3% (4)	15% (25)	40% (68)	4% (7)	18% (31)	20% (35)	169
2012 Vote: Barack Obama	8% (70)	9% (79)	38% (319)	8% (64)	16% (133)	22% (182)	846
2012 Vote: Mitt Romney	7% (43)	8% (49)	42% (263)	7% (42)	19% (119)	18% (114)	630
2012 Vote: Other	2% (2)	7% (6)	48% (41)	11% (9)	9% (8)	22% (19)	85
2012 Vote: Didn't Vote	7% (43)	8% (50)	27% (174)	8% (51)	15% (99)	35% (222)	638
4-Region: Northeast	9% (35)	11% (45)	38% (153)	6% (24)	15% (59)	21% (85)	401
4-Region: Midwest	7% (31)	9% (44)	42% (201)	7% (33)	14% (67)	21% (98)	473
4-Region: South	8% (65)	8% (61)	29% (239)	9% (76)	19% (151)	27% (222)	814
4-Region: West	5% (26)	7% (35)	40% (204)	6% (33)	16% (81)	26% (132)	511
Trump: Fav	9% (93)	10% (108)	37% (396)	7% (79)	16% (170)	21% (222)	1068
Trump: Unfav	6% (56)	7% (68)	39% (373)	7% (69)	17% (158)	24% (226)	950
Trump: DK/NO	5% (9)	5% (9)	16% (29)	10% (18)	16% (30)	48% (88)	182
Registered Voters (Unweighted)	7% (161)	8% (183)	41% (893)	8% (165)	14% (309)	22% (489)	2200

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

Table BRD2_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
Adults	6% (142)	7% (165)	34% (753)	6% (141)	17% (381)	28% (619)	2200
Gender: Male	10% (101)	10% (110)	32% (341)	8% (80)	19% (201)	21% (226)	1059
Gender: Female	4% (40)	5% (55)	36% (412)	5% (61)	16% (180)	34% (392)	1141
Age: 18-29	9% (46)	10% (49)	27% (133)	8% (41)	13% (67)	32% (159)	496
Age: 30-44	13% (67)	10% (53)	33% (176)	5% (28)	15% (79)	25% (136)	539
Age: 45-54	4% (17)	7% (29)	34% (136)	5% (21)	21% (82)	29% (114)	398
Age: 55-64	2% (6)	4% (16)	40% (147)	5% (18)	19% (71)	31% (113)	369
Age: 65+	1% (5)	5% (18)	40% (160)	9% (34)	21% (83)	24% (97)	398
PID: Dem (no lean)	8% (59)	8% (61)	35% (260)	5% (40)	18% (136)	25% (181)	737
PID: Ind (no lean)	5% (35)	6% (47)	32% (235)	6% (44)	17% (122)	33% (242)	725
PID: Rep (no lean)	6% (48)	8% (57)	35% (257)	8% (57)	17% (124)	26% (195)	738
PID/Gender: Dem Men	10% (38)	11% (39)	35% (128)	6% (22)	18% (66)	19% (70)	362
PID/Gender: Dem Women	6% (21)	6% (22)	35% (133)	5% (18)	19% (70)	30% (111)	376
PID/Gender: Ind Men	7% (26)	9% (30)	32% (111)	7% (25)	20% (68)	25% (88)	348
PID/Gender: Ind Women	2% (9)	5% (17)	33% (124)	5% (19)	14% (53)	41% (154)	377
PID/Gender: Rep Men	11% (38)	12% (42)	29% (102)	9% (33)	19% (67)	19% (68)	350
PID/Gender: Rep Women	3% (10)	4% (15)	40% (155)	6% (24)	15% (57)	33% (127)	388
Tea Party: Supporter	15% (91)	9% (54)	31% (184)	5% (29)	16% (96)	24% (140)	595
Tea Party: Not Supporter	3% (49)	7% (109)	35% (562)	7% (111)	18% (282)	30% (473)	1587
Ideo: Liberal (1-3)	11% (74)	10% (64)	33% (222)	6% (39)	16% (109)	25% (167)	676
Ideo: Moderate (4)	5% (25)	8% (42)	37% (184)	6% (32)	16% (80)	27% (136)	499
Ideo: Conservative (5-7)	5% (39)	6% (45)	38% (297)	8% (62)	19% (150)	24% (187)	779
Educ: < College	5% (82)	6% (102)	30% (468)	6% (98)	19% (303)	33% (514)	1566
Educ: Bachelors degree	8% (33)	10% (41)	45% (187)	7% (28)	14% (59)	16% (67)	416
Educ: Post-grad	12% (27)	10% (22)	45% (98)	7% (15)	9% (19)	17% (38)	219
Income: Under 50k	6% (78)	6% (78)	27% (344)	7% (94)	20% (252)	33% (419)	1264
Income: 50k-100k	7% (43)	10% (65)	42% (277)	6% (37)	15% (100)	20% (134)	655
Income: 100k+	8% (21)	8% (22)	47% (132)	4% (10)	11% (30)	23% (66)	281

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Table BRD2_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
Adults	6% (142)	7% (165)	34% (753)	6% (141)	17% (381)	28% (619)	2200
Ethnicity: White	6% (104)	6% (113)	37% (641)	6% (105)	17% (298)	28% (488)	1750
Ethnicity: Hispanic	11% (36)	16% (53)	21% (69)	8% (27)	18% (60)	25% (84)	329
Ethnicity: Afr. Am.	9% (24)	9% (24)	25% (67)	7% (20)	21% (57)	28% (75)	268
Ethnicity: Other	7% (13)	15% (27)	24% (45)	9% (16)	14% (26)	30% (55)	182
Relig: Protestant	7% (40)	5% (27)	41% (237)	8% (44)	18% (100)	22% (124)	572
Relig: Roman Catholic	9% (42)	13% (58)	35% (158)	6% (26)	15% (68)	22% (96)	448
Relig: Ath./Agn./None	5% (33)	6% (39)	30% (184)	7% (42)	17% (104)	35% (221)	625
Relig: Something Else	6% (19)	6% (19)	33% (107)	5% (18)	18% (60)	32% (106)	329
Relig: Jewish	3% (1)	4% (2)	43% (18)	5% (2)	13% (6)	31% (13)	42
Relig: Evangelical	9% (55)	7% (48)	33% (209)	6% (39)	19% (119)	27% (169)	639
Relig: Non-Evang. Catholics	6% (35)	10% (58)	41% (248)	7% (39)	16% (97)	20% (122)	600
Relig: All Christian	7% (90)	9% (106)	37% (457)	6% (79)	17% (216)	24% (292)	1239
Relig: All Non-Christian	5% (52)	6% (59)	31% (292)	6% (60)	17% (165)	34% (327)	954
Community: Urban	11% (68)	10% (62)	28% (168)	7% (44)	15% (92)	27% (162)	596
Community: Suburban	4% (37)	7% (62)	39% (373)	7% (67)	17% (162)	26% (250)	951
Community: Rural	6% (37)	6% (41)	32% (211)	5% (30)	19% (127)	32% (207)	652
Employ: Private Sector	10% (71)	11% (77)	38% (261)	6% (45)	16% (108)	18% (127)	687
Employ: Government	5% (7)	10% (13)	36% (48)	6% (8)	12% (16)	30% (40)	133
Employ: Self-Employed	11% (23)	9% (21)	29% (63)	5% (12)	22% (48)	24% (53)	220
Employ: Homemaker	3% (5)	4% (8)	34% (63)	8% (14)	13% (24)	38% (71)	186
Employ: Student	10% (9)	3% (3)	33% (31)	6% (6)	21% (20)	27% (26)	95
Employ: Retired	2% (7)	5% (22)	39% (184)	6% (27)	21% (100)	28% (133)	473
Employ: Unemployed	6% (13)	5% (12)	25% (60)	6% (13)	18% (42)	40% (94)	235
Employ: Other	3% (6)	5% (9)	25% (43)	10% (16)	14% (23)	44% (74)	171
Job Type: White-collar	8% (61)	9% (67)	42% (303)	8% (57)	13% (95)	19% (140)	723
Job Type: Blue-collar	6% (63)	6% (54)	36% (355)	5% (53)	21% (202)	26% (253)	981
Job Type: Don't Know	4% (18)	9% (44)	19% (94)	6% (30)	17% (83)	46% (226)	496
Military HH: Yes	10% (39)	7% (27)	38% (149)	8% (32)	16% (62)	22% (86)	395
Military HH: No	6% (102)	8% (138)	33% (604)	6% (109)	18% (319)	29% (532)	1805

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Table BRD2_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
Adults	6% (142)	7% (165)	34% (753)	6% (141)	17% (381)	28% (619)	2200
RD/WT: Right Direction	9% (86)	11% (98)	29% (271)	6% (60)	17% (153)	28% (260)	928
RD/WT: Wrong Track	4% (56)	5% (67)	38% (482)	6% (81)	18% (228)	28% (358)	1272
Obama Job: Approve	10% (102)	9% (93)	36% (389)	5% (54)	18% (189)	23% (242)	1070
Obama Job: Disapprove	4% (34)	7% (63)	34% (316)	7% (67)	19% (172)	29% (266)	917
#1 Issue: Economy	5% (37)	6% (37)	41% (278)	6% (41)	18% (122)	24% (161)	677
#1 Issue: Security	7% (31)	9% (37)	31% (131)	8% (36)	17% (73)	28% (118)	426
#1 Issue: Health Care	5% (18)	5% (20)	32% (123)	6% (25)	20% (76)	31% (120)	382
#1 Issue: Medicare / Social Security	5% (14)	7% (20)	30% (85)	6% (17)	22% (63)	29% (82)	282
#1 Issue: Women's Issues	10% (13)	9% (11)	37% (48)	4% (6)	7% (9)	32% (41)	128
#1 Issue: Education	12% (15)	18% (22)	29% (36)	5% (6)	11% (13)	25% (31)	123
#1 Issue: Energy	14% (11)	13% (11)	32% (26)	8% (6)	10% (8)	24% (20)	83
#1 Issue: Other	2% (2)	6% (6)	27% (27)	4% (4)	16% (16)	45% (45)	99
2016 Vote: Democrat Hillary Clinton	8% (58)	8% (54)	40% (283)	6% (41)	17% (120)	22% (157)	713
2016 Vote: Republican Donald Trump	8% (64)	7% (56)	35% (281)	6% (51)	17% (135)	27% (217)	805
2016 Vote: Someone else	1% (2)	7% (12)	40% (68)	6% (10)	19% (31)	27% (46)	169
2012 Vote: Barack Obama	9% (78)	10% (85)	34% (291)	6% (49)	18% (153)	23% (191)	846
2012 Vote: Mitt Romney	4% (25)	6% (38)	39% (247)	7% (46)	19% (120)	24% (153)	630
2012 Vote: Other	— (0)	6% (5)	47% (40)	10% (9)	8% (7)	28% (24)	85
2012 Vote: Didn't Vote	6% (38)	6% (37)	27% (175)	6% (37)	16% (101)	39% (249)	638
4-Region: Northeast	7% (29)	10% (41)	37% (150)	3% (14)	16% (62)	26% (105)	401
4-Region: Midwest	4% (17)	7% (32)	38% (181)	6% (30)	18% (86)	27% (128)	473
4-Region: South	8% (67)	7% (57)	28% (232)	8% (67)	19% (155)	29% (236)	814
4-Region: West	5% (27)	7% (35)	37% (190)	6% (31)	15% (78)	29% (150)	511
Trump: Fav	8% (83)	9% (91)	33% (352)	7% (72)	17% (186)	27% (284)	1068
Trump: Unfav	5% (45)	7% (67)	38% (361)	6% (58)	17% (163)	27% (257)	950
Trump: DK/NO	8% (14)	3% (6)	22% (40)	6% (12)	18% (32)	43% (78)	182
Registered Voters (Unweighted)	6% (135)	7% (160)	38% (847)	7% (144)	16% (344)	26% (570)	2200

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

Table BRD2_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
Adults	8% (177)	8% (181)	35% (778)	7% (147)	18% (387)	24% (530)	2200
Gender: Male	11% (122)	11% (111)	34% (363)	8% (88)	19% (199)	17% (176)	1059
Gender: Female	5% (55)	6% (69)	36% (415)	5% (60)	16% (188)	31% (354)	1141
Age: 18-29	10% (49)	9% (43)	26% (128)	7% (33)	22% (109)	27% (133)	496
Age: 30-44	10% (51)	11% (58)	35% (187)	8% (41)	15% (78)	23% (124)	539
Age: 45-54	7% (26)	7% (30)	38% (150)	7% (27)	17% (67)	25% (100)	398
Age: 55-64	8% (29)	6% (21)	42% (155)	5% (19)	14% (53)	25% (93)	369
Age: 65+	5% (21)	7% (29)	40% (159)	7% (28)	20% (80)	20% (80)	398
PID: Dem (no lean)	8% (61)	8% (62)	37% (275)	7% (52)	17% (124)	22% (163)	737
PID: Ind (no lean)	6% (44)	8% (55)	32% (231)	6% (41)	19% (139)	30% (215)	725
PID: Rep (no lean)	10% (71)	9% (64)	37% (272)	7% (54)	17% (125)	21% (152)	738
PID/Gender: Dem Men	13% (48)	9% (31)	38% (136)	9% (32)	16% (58)	16% (57)	362
PID/Gender: Dem Women	4% (13)	8% (31)	37% (140)	5% (21)	18% (66)	28% (106)	376
PID/Gender: Ind Men	7% (24)	10% (36)	32% (111)	8% (27)	21% (73)	22% (76)	348
PID/Gender: Ind Women	5% (20)	5% (19)	32% (120)	4% (15)	17% (65)	37% (138)	377
PID/Gender: Rep Men	14% (49)	13% (45)	33% (117)	8% (29)	19% (68)	12% (42)	350
PID/Gender: Rep Women	6% (22)	5% (19)	40% (155)	6% (25)	15% (57)	28% (110)	388
Tea Party: Supporter	14% (82)	14% (82)	31% (185)	8% (45)	15% (90)	19% (111)	595
Tea Party: Not Supporter	6% (93)	6% (95)	37% (587)	6% (102)	19% (296)	26% (413)	1587
Ideo: Liberal (1-3)	10% (65)	9% (62)	35% (238)	6% (43)	18% (119)	22% (149)	676
Ideo: Moderate (4)	8% (40)	7% (35)	37% (186)	8% (39)	16% (78)	24% (120)	499
Ideo: Conservative (5-7)	8% (60)	10% (75)	39% (301)	7% (54)	19% (145)	19% (145)	779
Educ: < College	8% (128)	8% (125)	32% (498)	7% (108)	19% (294)	26% (414)	1566
Educ: Bachelors degree	5% (21)	9% (37)	45% (189)	6% (24)	17% (72)	17% (73)	416
Educ: Post-grad	13% (28)	9% (19)	42% (92)	7% (15)	10% (21)	20% (43)	219
Income: Under 50k	8% (103)	7% (95)	30% (374)	8% (96)	20% (248)	28% (349)	1264
Income: 50k-100k	8% (51)	10% (63)	44% (285)	6% (39)	16% (103)	17% (113)	655
Income: 100k+	8% (23)	8% (23)	42% (119)	4% (12)	13% (37)	24% (68)	281

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Table BRD2_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
Adults	8% (177)	8% (181)	35% (778)	7% (147)	18% (387)	24% (530)	2200
Ethnicity: White	8% (139)	8% (135)	38% (672)	6% (103)	16% (283)	24% (418)	1750
Ethnicity: Hispanic	13% (41)	13% (44)	19% (64)	5% (17)	24% (79)	26% (85)	329
Ethnicity: Afr. Am.	9% (25)	10% (28)	23% (60)	10% (26)	25% (67)	23% (63)	268
Ethnicity: Other	7% (13)	10% (18)	25% (45)	10% (19)	21% (38)	27% (49)	182
Relig: Protestant	8% (46)	9% (49)	43% (247)	7% (39)	15% (85)	19% (106)	572
Relig: Roman Catholic	11% (48)	10% (44)	35% (156)	6% (29)	19% (86)	19% (85)	448
Relig: Ath./Agn./None	7% (41)	7% (46)	32% (198)	7% (44)	17% (107)	30% (190)	625
Relig: Something Else	7% (22)	8% (28)	32% (107)	5% (17)	21% (68)	26% (87)	329
Relig: Jewish	3% (1)	4% (2)	50% (21)	8% (3)	12% (5)	23% (10)	42
Relig: Evangelical	11% (73)	10% (61)	34% (218)	7% (45)	16% (101)	22% (140)	639
Relig: Non-Evang. Catholics	6% (38)	8% (46)	42% (252)	7% (42)	18% (110)	19% (113)	600
Relig: All Christian	9% (111)	9% (107)	38% (470)	7% (87)	17% (211)	20% (253)	1239
Relig: All Non-Christian	7% (63)	8% (73)	32% (305)	6% (60)	18% (176)	29% (277)	954
Community: Urban	11% (67)	13% (76)	30% (177)	7% (41)	17% (101)	23% (135)	596
Community: Suburban	6% (59)	6% (60)	39% (375)	6% (59)	20% (186)	22% (213)	951
Community: Rural	8% (50)	7% (45)	35% (227)	7% (47)	15% (100)	28% (182)	652
Employ: Private Sector	9% (62)	11% (78)	39% (265)	8% (57)	15% (104)	18% (121)	687
Employ: Government	3% (3)	8% (10)	36% (47)	10% (13)	19% (26)	25% (34)	133
Employ: Self-Employed	12% (27)	7% (16)	28% (63)	8% (18)	23% (50)	21% (45)	220
Employ: Homemaker	3% (6)	4% (7)	40% (74)	8% (14)	13% (24)	32% (60)	186
Employ: Student	11% (10)	7% (7)	28% (26)	4% (4)	20% (19)	31% (29)	95
Employ: Retired	6% (30)	7% (35)	42% (197)	5% (24)	19% (88)	21% (99)	473
Employ: Unemployed	9% (22)	6% (14)	25% (58)	5% (11)	18% (43)	37% (88)	235
Employ: Other	9% (16)	8% (14)	28% (47)	4% (7)	20% (33)	31% (53)	171
Job Type: White-collar	8% (55)	10% (75)	40% (289)	6% (46)	15% (112)	20% (146)	723
Job Type: Blue-collar	9% (91)	8% (80)	39% (382)	7% (71)	17% (170)	19% (187)	981
Job Type: Don't Know	6% (30)	5% (26)	22% (107)	6% (30)	21% (106)	40% (197)	496
Military HH: Yes	11% (45)	9% (36)	41% (160)	6% (24)	16% (63)	17% (67)	395
Military HH: No	7% (132)	8% (145)	34% (618)	7% (123)	18% (324)	26% (462)	1805

Continued on next page

Table BRD2_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
Adults	8% (177)	8% (181)	35% (778)	7% (147)	18% (387)	24% (530)	2200
RD/WT: Right Direction	12% (113)	10% (94)	31% (291)	8% (70)	17% (158)	22% (202)	928
RD/WT: Wrong Track	5% (64)	7% (87)	38% (487)	6% (78)	18% (230)	26% (327)	1272
Obama Job: Approve	9% (95)	9% (97)	36% (389)	7% (74)	17% (187)	21% (227)	1070
Obama Job: Disapprove	8% (70)	8% (73)	37% (341)	7% (63)	18% (169)	22% (202)	917
#1 Issue: Economy	6% (39)	8% (54)	42% (282)	6% (40)	20% (133)	19% (130)	677
#1 Issue: Security	10% (43)	11% (46)	31% (132)	8% (35)	17% (71)	23% (99)	426
#1 Issue: Health Care	8% (31)	5% (19)	35% (132)	8% (32)	17% (67)	26% (101)	382
#1 Issue: Medicare / Social Security	8% (23)	9% (26)	34% (95)	6% (16)	20% (56)	23% (66)	282
#1 Issue: Women's Issues	6% (7)	6% (8)	37% (47)	7% (10)	14% (18)	30% (38)	128
#1 Issue: Education	17% (21)	13% (16)	27% (33)	5% (6)	11% (13)	27% (33)	123
#1 Issue: Energy	10% (9)	11% (9)	36% (30)	8% (7)	10% (9)	24% (20)	83
#1 Issue: Other	4% (4)	2% (2)	27% (27)	3% (3)	22% (22)	43% (43)	99
2016 Vote: Democrat Hillary Clinton	7% (47)	8% (55)	39% (281)	7% (48)	17% (124)	22% (157)	713
2016 Vote: Republican Donald Trump	10% (78)	10% (79)	38% (304)	7% (58)	17% (133)	19% (153)	805
2016 Vote: Someone else	3% (5)	6% (11)	40% (68)	6% (10)	20% (35)	24% (41)	169
2012 Vote: Barack Obama	9% (77)	10% (87)	35% (293)	7% (63)	17% (144)	22% (182)	846
2012 Vote: Mitt Romney	8% (49)	8% (47)	40% (251)	6% (37)	19% (120)	20% (127)	630
2012 Vote: Other	3% (2)	5% (4)	60% (51)	7% (6)	10% (8)	16% (14)	85
2012 Vote: Didn't Vote	8% (49)	7% (42)	29% (184)	7% (42)	18% (115)	32% (206)	638
4-Region: Northeast	8% (33)	9% (35)	35% (138)	7% (27)	17% (70)	24% (98)	401
4-Region: Midwest	4% (21)	5% (23)	42% (200)	8% (37)	18% (83)	23% (109)	473
4-Region: South	11% (89)	9% (74)	31% (255)	6% (53)	18% (148)	24% (196)	814
4-Region: West	7% (34)	9% (48)	36% (185)	6% (30)	17% (86)	25% (127)	511
Trump: Fav	10% (107)	11% (113)	36% (380)	7% (73)	17% (185)	20% (211)	1068
Trump: Unfav	5% (48)	6% (59)	38% (365)	7% (63)	18% (174)	25% (242)	950
Trump: DK/NO	12% (22)	5% (9)	18% (33)	6% (12)	16% (28)	42% (77)	182
Registered Voters (Unweighted)	7% (161)	8% (169)	39% (865)	7% (153)	16% (350)	23% (502)	2200

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

Table BRD3_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
Adults	37% (813)	23% (499)	11% (236)	14% (307)	16% (345)	2200
Gender: Male	41% (430)	26% (271)	13% (139)	10% (109)	10% (109)	1059
Gender: Female	34% (383)	20% (228)	8% (97)	17% (198)	21% (235)	1141
Age: 18-29	36% (178)	22% (109)	12% (61)	13% (65)	17% (83)	496
Age: 30-44	39% (213)	24% (131)	10% (57)	10% (55)	16% (85)	539
Age: 45-54	39% (157)	24% (94)	9% (35)	13% (53)	15% (60)	398
Age: 55-64	33% (121)	20% (75)	14% (51)	17% (62)	16% (60)	369
Age: 65+	36% (144)	23% (90)	8% (33)	18% (73)	14% (58)	398
PID: Dem (no lean)	37% (276)	20% (149)	13% (96)	14% (102)	15% (114)	737
PID: Ind (no lean)	33% (242)	23% (163)	8% (61)	16% (114)	20% (146)	725
PID: Rep (no lean)	40% (296)	25% (187)	11% (79)	12% (91)	11% (85)	738
PID/Gender: Dem Men	41% (149)	21% (76)	16% (58)	11% (39)	11% (40)	362
PID/Gender: Dem Women	34% (127)	19% (73)	10% (39)	17% (64)	20% (74)	376
PID/Gender: Ind Men	37% (127)	26% (90)	10% (35)	13% (45)	15% (51)	348
PID/Gender: Ind Women	30% (115)	20% (74)	7% (26)	18% (68)	25% (95)	377
PID/Gender: Rep Men	44% (155)	30% (105)	13% (47)	7% (25)	5% (18)	350
PID/Gender: Rep Women	36% (141)	21% (82)	8% (32)	17% (66)	17% (67)	388
Tea Party: Supporter	45% (265)	26% (156)	11% (65)	8% (49)	10% (59)	595
Tea Party: Not Supporter	34% (543)	21% (337)	11% (170)	16% (253)	18% (284)	1587
Ideo: Liberal (1-3)	38% (255)	24% (161)	10% (69)	14% (93)	14% (98)	676
Ideo: Moderate (4)	39% (193)	23% (115)	12% (58)	13% (62)	14% (70)	499
Ideo: Conservative (5-7)	40% (310)	23% (177)	12% (91)	13% (103)	13% (98)	779
Educ: < College	35% (549)	21% (334)	11% (165)	15% (234)	18% (283)	1566
Educ: Bachelors degree	42% (175)	25% (102)	12% (49)	11% (47)	10% (41)	416
Educ: Post-grad	41% (89)	29% (63)	10% (21)	11% (25)	9% (21)	219
Income: Under 50k	35% (448)	21% (261)	10% (122)	15% (184)	20% (250)	1264
Income: 50k-100k	38% (249)	26% (171)	12% (77)	14% (94)	10% (65)	655
Income: 100k+	41% (116)	24% (68)	14% (38)	10% (29)	11% (31)	281

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Table BRD3_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
Adults	37% (813)	23% (499)	11% (236)	14% (307)	16% (345)	2200
Ethnicity: White	37% (650)	24% (418)	10% (176)	14% (252)	14% (254)	1750
Ethnicity: Hispanic	31% (102)	20% (67)	14% (47)	13% (43)	21% (70)	329
Ethnicity: Afr. Am.	38% (103)	18% (48)	13% (36)	11% (29)	19% (52)	268
Ethnicity: Other	33% (59)	18% (33)	13% (24)	14% (25)	22% (39)	182
Relig: Protestant	41% (232)	23% (133)	12% (71)	11% (63)	13% (73)	572
Relig: Roman Catholic	38% (172)	27% (123)	10% (45)	12% (53)	12% (55)	448
Relig: Ath./Agn./None	34% (214)	20% (122)	10% (64)	15% (96)	20% (127)	625
Relig: Something Else	31% (102)	25% (81)	10% (32)	19% (62)	16% (53)	329
Relig: Jewish	30% (12)	27% (11)	18% (8)	12% (5)	13% (6)	42
Relig: Evangelical	41% (260)	22% (141)	12% (76)	11% (72)	14% (90)	639
Relig: Non-Evang. Catholics	39% (232)	26% (155)	10% (63)	13% (76)	12% (74)	600
Relig: All Christian	40% (492)	24% (296)	11% (139)	12% (149)	13% (164)	1239
Relig: All Non-Christian	33% (316)	21% (203)	10% (96)	17% (158)	19% (180)	954
Community: Urban	39% (232)	23% (135)	11% (67)	11% (67)	16% (96)	596
Community: Suburban	36% (342)	24% (226)	11% (102)	15% (143)	15% (140)	951
Community: Rural	37% (239)	21% (138)	10% (68)	15% (97)	17% (109)	652
Employ: Private Sector	42% (286)	26% (180)	12% (85)	11% (79)	8% (58)	687
Employ: Government	40% (53)	28% (37)	11% (15)	8% (11)	13% (17)	133
Employ: Self-Employed	37% (82)	30% (66)	5% (12)	10% (23)	17% (37)	220
Employ: Homemaker	30% (57)	20% (36)	9% (18)	13% (25)	27% (50)	186
Employ: Student	31% (30)	18% (18)	14% (13)	16% (15)	20% (19)	95
Employ: Retired	35% (167)	19% (90)	10% (49)	20% (95)	15% (72)	473
Employ: Unemployed	31% (74)	14% (33)	14% (34)	17% (39)	23% (55)	235
Employ: Other	38% (65)	23% (39)	6% (11)	11% (19)	22% (37)	171
Job Type: White-collar	41% (294)	25% (180)	12% (87)	12% (89)	10% (72)	723
Job Type: Blue-collar	39% (384)	23% (225)	10% (102)	15% (146)	13% (124)	981
Job Type: Don't Know	27% (134)	19% (95)	9% (47)	14% (72)	30% (148)	496
Military HH: Yes	41% (163)	23% (91)	9% (37)	16% (62)	11% (43)	395
Military HH: No	36% (650)	23% (409)	11% (199)	14% (244)	17% (302)	1805

Continued on next page

Table BRD3_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
Adults	37% (813)	23% (499)	11% (236)	14% (307)	16% (345)	2200
RD/WT: Right Direction	40% (375)	22% (204)	11% (102)	12% (112)	15% (135)	928
RD/WT: Wrong Track	34% (438)	23% (295)	11% (134)	15% (194)	16% (210)	1272
Obama Job: Approve	39% (415)	25% (263)	11% (120)	12% (126)	14% (145)	1070
Obama Job: Disapprove	39% (354)	23% (213)	11% (98)	16% (146)	12% (106)	917
#1 Issue: Economy	42% (282)	23% (153)	12% (81)	13% (88)	11% (73)	677
#1 Issue: Security	39% (165)	26% (109)	10% (43)	13% (56)	12% (53)	426
#1 Issue: Health Care	36% (139)	21% (79)	8% (32)	14% (52)	21% (80)	382
#1 Issue: Medicare / Social Security	37% (104)	23% (66)	8% (22)	15% (41)	17% (48)	282
#1 Issue: Women's Issues	24% (30)	21% (27)	11% (15)	21% (27)	23% (30)	128
#1 Issue: Education	32% (39)	22% (26)	17% (20)	12% (15)	18% (22)	123
#1 Issue: Energy	33% (27)	33% (27)	15% (13)	10% (8)	9% (8)	83
#1 Issue: Other	25% (25)	12% (12)	11% (10)	20% (20)	31% (31)	99
2016 Vote: Democrat Hillary Clinton	36% (254)	24% (171)	12% (84)	14% (99)	15% (105)	713
2016 Vote: Republican Donald Trump	41% (332)	25% (198)	10% (81)	13% (102)	11% (92)	805
2016 Vote: Someone else	40% (67)	24% (41)	9% (15)	12% (21)	15% (26)	169
2012 Vote: Barack Obama	38% (324)	23% (192)	11% (96)	14% (120)	14% (115)	846
2012 Vote: Mitt Romney	40% (252)	25% (160)	10% (65)	13% (79)	12% (72)	630
2012 Vote: Other	37% (32)	17% (15)	12% (10)	14% (12)	19% (17)	85
2012 Vote: Didn't Vote	32% (205)	21% (132)	10% (65)	15% (96)	22% (141)	638
4-Region: Northeast	42% (167)	25% (99)	8% (33)	11% (43)	15% (59)	401
4-Region: Midwest	39% (185)	24% (115)	10% (47)	14% (67)	13% (60)	473
4-Region: South	36% (293)	21% (168)	11% (92)	15% (123)	17% (138)	814
4-Region: West	33% (169)	23% (117)	13% (64)	14% (74)	17% (87)	511
Trump: Fav	42% (446)	23% (248)	10% (112)	13% (135)	12% (127)	1068
Trump: Unfav	35% (329)	23% (219)	11% (103)	15% (147)	16% (153)	950
Trump: DK/NO	21% (38)	18% (33)	12% (21)	14% (25)	35% (65)	182
Registered Voters (Unweighted)	39% (854)	23% (511)	11% (234)	14% (302)	14% (299)	2200

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

Table BRD3_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
Adults	15%	(339)	24%	(524)	21%	(462)	22%	(487)	18%	(388)	2200
Gender: Male	20%	(216)	29%	(308)	23%	(243)	18%	(187)	10%	(105)	1059
Gender: Female	11%	(122)	19%	(216)	19%	(218)	26%	(300)	25%	(284)	1141
Age: 18-29	23%	(113)	19%	(96)	17%	(86)	21%	(102)	20%	(99)	496
Age: 30-44	21%	(113)	26%	(141)	17%	(93)	19%	(101)	17%	(92)	539
Age: 45-54	11%	(44)	26%	(104)	24%	(97)	22%	(86)	17%	(67)	398
Age: 55-64	10%	(37)	21%	(78)	25%	(91)	26%	(97)	18%	(67)	369
Age: 65+	8%	(32)	26%	(105)	24%	(95)	26%	(102)	16%	(64)	398
PID: Dem (no lean)	16%	(117)	26%	(192)	20%	(151)	21%	(158)	16%	(120)	737
PID: Ind (no lean)	12%	(90)	22%	(161)	18%	(133)	24%	(173)	23%	(167)	725
PID: Rep (no lean)	18%	(132)	23%	(171)	24%	(178)	21%	(156)	14%	(101)	738
PID/Gender: Dem Men	21%	(75)	29%	(104)	20%	(73)	20%	(71)	11%	(38)	362
PID/Gender: Dem Women	11%	(41)	23%	(87)	21%	(78)	23%	(87)	22%	(82)	376
PID/Gender: Ind Men	15%	(53)	29%	(102)	23%	(80)	19%	(66)	14%	(47)	348
PID/Gender: Ind Women	10%	(37)	16%	(59)	14%	(53)	28%	(107)	32%	(120)	377
PID/Gender: Rep Men	25%	(88)	29%	(101)	26%	(91)	14%	(50)	5%	(19)	350
PID/Gender: Rep Women	11%	(43)	18%	(70)	22%	(87)	27%	(106)	21%	(82)	388
Tea Party: Supporter	22%	(130)	28%	(167)	19%	(116)	18%	(105)	13%	(76)	595
Tea Party: Not Supporter	13%	(206)	22%	(354)	21%	(339)	24%	(377)	20%	(310)	1587
Ideo: Liberal (1-3)	19%	(128)	26%	(178)	19%	(132)	20%	(135)	15%	(104)	676
Ideo: Moderate (4)	16%	(78)	25%	(125)	21%	(106)	22%	(110)	16%	(80)	499
Ideo: Conservative (5-7)	13%	(102)	25%	(198)	25%	(192)	23%	(181)	14%	(108)	779
Educ: < College	15%	(238)	21%	(326)	21%	(326)	23%	(354)	21%	(322)	1566
Educ: Bachelors degree	16%	(65)	30%	(127)	22%	(90)	21%	(87)	11%	(47)	416
Educ: Post-grad	16%	(36)	33%	(71)	21%	(46)	21%	(46)	9%	(19)	219
Income: Under 50k	15%	(194)	21%	(262)	19%	(240)	23%	(285)	22%	(284)	1264
Income: 50k-100k	15%	(98)	28%	(182)	23%	(154)	22%	(145)	12%	(76)	655
Income: 100k+	17%	(47)	29%	(81)	24%	(68)	20%	(57)	10%	(29)	281

Continued on next page

Table BRD3_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
Adults	15% (339)	24% (524)	21% (462)	22% (487)	18% (388)	2200
Ethnicity: White	13% (236)	25% (433)	22% (379)	23% (404)	17% (297)	1750
Ethnicity: Hispanic	21% (69)	25% (82)	13% (44)	18% (60)	23% (75)	329
Ethnicity: Afr. Am.	27% (72)	19% (50)	20% (54)	14% (38)	20% (55)	268
Ethnicity: Other	17% (32)	22% (40)	16% (29)	25% (45)	20% (36)	182
Relig: Protestant	14% (82)	25% (144)	25% (144)	22% (123)	14% (79)	572
Relig: Roman Catholic	18% (80)	27% (121)	22% (100)	19% (87)	14% (61)	448
Relig: Ath./Agn./None	15% (96)	22% (137)	18% (110)	23% (142)	22% (140)	625
Relig: Something Else	10% (34)	23% (75)	20% (67)	26% (87)	20% (66)	329
Relig: Jewish	5% (2)	34% (14)	23% (10)	24% (10)	13% (6)	42
Relig: Evangelical	19% (119)	25% (157)	21% (134)	20% (125)	16% (103)	639
Relig: Non-Evang. Catholics	15% (87)	25% (153)	25% (149)	22% (132)	13% (79)	600
Relig: All Christian	17% (207)	25% (310)	23% (283)	21% (258)	15% (182)	1239
Relig: All Non-Christian	14% (130)	22% (212)	19% (177)	24% (229)	22% (206)	954
Community: Urban	23% (137)	25% (149)	17% (100)	16% (96)	19% (113)	596
Community: Suburban	12% (117)	25% (236)	23% (216)	25% (234)	16% (148)	951
Community: Rural	13% (85)	21% (138)	22% (145)	24% (157)	19% (127)	652
Employ: Private Sector	18% (123)	29% (202)	23% (159)	20% (139)	9% (65)	687
Employ: Government	19% (26)	34% (45)	17% (22)	19% (25)	11% (15)	133
Employ: Self-Employed	24% (52)	20% (43)	19% (41)	22% (49)	16% (34)	220
Employ: Homemaker	15% (27)	13% (25)	17% (32)	25% (46)	30% (56)	186
Employ: Student	10% (10)	22% (21)	19% (18)	25% (23)	24% (23)	95
Employ: Retired	9% (42)	24% (115)	24% (113)	26% (121)	17% (82)	473
Employ: Unemployed	15% (36)	14% (34)	18% (42)	21% (50)	31% (73)	235
Employ: Other	14% (23)	23% (40)	20% (34)	20% (33)	24% (41)	171
Job Type: White-collar	17% (125)	29% (209)	21% (151)	22% (161)	10% (76)	723
Job Type: Blue-collar	15% (144)	24% (234)	24% (233)	23% (229)	14% (140)	981
Job Type: Don't Know	14% (69)	16% (81)	16% (77)	19% (96)	35% (173)	496
Military HH: Yes	15% (59)	27% (107)	23% (91)	23% (90)	12% (48)	395
Military HH: No	15% (279)	23% (417)	21% (371)	22% (397)	19% (340)	1805

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Table BRD3_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
Adults	15% (339)	24% (524)	21% (462)	22% (487)	18% (388)	2200
RD/WT: Right Direction	20% (183)	23% (210)	22% (200)	19% (181)	17% (154)	928
RD/WT: Wrong Track	12% (155)	25% (315)	21% (262)	24% (306)	18% (234)	1272
Obama Job: Approve	19% (208)	26% (275)	21% (229)	19% (198)	15% (160)	1070
Obama Job: Disapprove	11% (102)	25% (232)	22% (199)	28% (255)	14% (129)	917
#1 Issue: Economy	17% (113)	27% (180)	22% (147)	22% (147)	13% (90)	677
#1 Issue: Security	16% (69)	25% (105)	23% (100)	21% (91)	14% (61)	426
#1 Issue: Health Care	14% (53)	22% (83)	20% (76)	21% (79)	24% (90)	382
#1 Issue: Medicare / Social Security	15% (43)	23% (66)	21% (60)	22% (63)	18% (50)	282
#1 Issue: Women's Issues	13% (17)	16% (21)	21% (27)	24% (31)	25% (32)	128
#1 Issue: Education	20% (25)	24% (30)	20% (25)	17% (20)	19% (23)	123
#1 Issue: Energy	18% (15)	36% (30)	17% (14)	16% (13)	13% (11)	83
#1 Issue: Other	3% (3)	10% (10)	13% (12)	42% (41)	32% (31)	99
2016 Vote: Democrat Hillary Clinton	16% (117)	24% (172)	22% (160)	22% (156)	15% (109)	713
2016 Vote: Republican Donald Trump	15% (122)	26% (208)	23% (189)	23% (182)	13% (104)	805
2016 Vote: Someone else	10% (16)	32% (55)	19% (33)	23% (38)	16% (27)	169
2012 Vote: Barack Obama	17% (142)	26% (217)	22% (183)	21% (175)	15% (129)	846
2012 Vote: Mitt Romney	12% (77)	26% (162)	24% (152)	25% (154)	13% (84)	630
2012 Vote: Other	13% (11)	26% (22)	16% (14)	25% (21)	20% (17)	85
2012 Vote: Didn't Vote	17% (109)	19% (123)	18% (112)	21% (136)	25% (158)	638
4-Region: Northeast	17% (68)	23% (91)	24% (97)	21% (83)	16% (63)	401
4-Region: Midwest	14% (67)	27% (129)	21% (99)	22% (105)	15% (73)	473
4-Region: South	16% (131)	22% (180)	20% (164)	23% (184)	19% (155)	814
4-Region: West	14% (72)	24% (124)	20% (103)	23% (115)	19% (97)	511
Trump: Fav	17% (179)	26% (276)	22% (230)	21% (227)	14% (155)	1068
Trump: Unfav	14% (135)	23% (219)	21% (198)	24% (232)	17% (166)	950
Trump: DK/NO	13% (24)	16% (29)	18% (33)	15% (28)	37% (67)	182
Registered Voters (Unweighted)	14% (315)	25% (550)	22% (483)	24% (521)	15% (331)	2200

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

**Table BRD3_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
Adults	21%	(473)	28%	(607)	16%	(342)	19%	(412)	17%	(366)	2200
Gender: Male	24%	(258)	32%	(338)	17%	(185)	16%	(169)	10%	(109)	1059
Gender: Female	19%	(215)	24%	(269)	14%	(157)	21%	(243)	23%	(257)	1141
Age: 18-29	27%	(133)	24%	(121)	13%	(62)	17%	(83)	19%	(95)	496
Age: 30-44	29%	(156)	28%	(151)	13%	(73)	14%	(77)	15%	(83)	539
Age: 45-54	18%	(72)	29%	(117)	17%	(67)	19%	(76)	17%	(67)	398
Age: 55-64	13%	(48)	28%	(103)	19%	(71)	23%	(85)	17%	(62)	369
Age: 65+	16%	(64)	29%	(115)	18%	(70)	23%	(91)	15%	(59)	398
PID: Dem (no lean)	24%	(174)	27%	(198)	15%	(108)	19%	(140)	16%	(117)	737
PID: Ind (no lean)	17%	(126)	26%	(190)	15%	(108)	20%	(145)	22%	(156)	725
PID: Rep (no lean)	23%	(172)	30%	(219)	17%	(126)	17%	(127)	13%	(94)	738
PID/Gender: Dem Men	26%	(94)	30%	(108)	16%	(56)	18%	(64)	11%	(40)	362
PID/Gender: Dem Women	21%	(80)	24%	(91)	14%	(52)	20%	(76)	20%	(76)	376
PID/Gender: Ind Men	19%	(65)	32%	(110)	18%	(64)	18%	(62)	14%	(47)	348
PID/Gender: Ind Women	16%	(62)	21%	(80)	12%	(44)	22%	(84)	29%	(109)	377
PID/Gender: Rep Men	28%	(100)	35%	(121)	18%	(64)	13%	(44)	6%	(21)	350
PID/Gender: Rep Women	19%	(73)	25%	(98)	16%	(61)	21%	(83)	19%	(72)	388
Tea Party: Supporter	29%	(175)	28%	(168)	18%	(106)	13%	(76)	12%	(70)	595
Tea Party: Not Supporter	19%	(297)	27%	(429)	15%	(235)	21%	(331)	19%	(294)	1587
Ideo: Liberal (1-3)	26%	(172)	30%	(203)	14%	(91)	16%	(108)	15%	(101)	676
Ideo: Moderate (4)	19%	(95)	31%	(155)	17%	(84)	19%	(95)	14%	(70)	499
Ideo: Conservative (5-7)	22%	(173)	27%	(210)	18%	(137)	20%	(156)	13%	(104)	779
Educ: < College	20%	(319)	25%	(396)	15%	(238)	20%	(311)	19%	(302)	1566
Educ: Bachelors degree	23%	(96)	33%	(138)	16%	(68)	17%	(70)	11%	(45)	416
Educ: Post-grad	26%	(58)	33%	(73)	17%	(36)	14%	(31)	9%	(20)	219
Income: Under 50k	20%	(257)	24%	(304)	14%	(180)	20%	(255)	21%	(268)	1264
Income: 50k-100k	22%	(145)	32%	(209)	17%	(112)	18%	(121)	10%	(68)	655
Income: 100k+	25%	(70)	33%	(94)	18%	(50)	13%	(36)	11%	(30)	281

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Table BRD3_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
Adults	21% (473)	28% (607)	16% (342)	19% (412)	17% (366)	2200
Ethnicity: White	20% (358)	29% (507)	15% (267)	20% (345)	16% (272)	1750
Ethnicity: Hispanic	22% (72)	20% (65)	16% (51)	18% (60)	24% (80)	329
Ethnicity: Afr. Am.	31% (83)	22% (60)	15% (40)	13% (35)	19% (50)	268
Ethnicity: Other	17% (32)	22% (40)	19% (35)	17% (31)	24% (44)	182
Relig: Protestant	23% (129)	30% (170)	18% (101)	18% (101)	12% (70)	572
Relig: Roman Catholic	21% (96)	32% (144)	16% (71)	16% (74)	14% (62)	448
Relig: Ath./Agn./None	21% (128)	25% (158)	14% (90)	18% (113)	22% (136)	625
Relig: Something Else	17% (58)	24% (80)	14% (48)	26% (85)	18% (59)	329
Relig: Jewish	13% (6)	38% (16)	16% (7)	19% (8)	13% (6)	42
Relig: Evangelical	27% (175)	27% (175)	16% (101)	15% (95)	15% (93)	639
Relig: Non-Evang. Catholics	18% (109)	32% (194)	17% (100)	20% (119)	13% (78)	600
Relig: All Christian	23% (284)	30% (368)	16% (201)	17% (214)	14% (171)	1239
Relig: All Non-Christian	19% (186)	25% (239)	14% (137)	21% (198)	20% (195)	954
Community: Urban	25% (151)	27% (164)	15% (89)	14% (85)	18% (107)	596
Community: Suburban	19% (178)	29% (274)	17% (160)	20% (195)	15% (145)	951
Community: Rural	22% (143)	26% (170)	14% (93)	20% (132)	18% (115)	652
Employ: Private Sector	28% (192)	34% (233)	16% (107)	15% (101)	8% (55)	687
Employ: Government	27% (36)	38% (51)	10% (14)	14% (19)	10% (13)	133
Employ: Self-Employed	26% (58)	18% (41)	17% (36)	21% (46)	18% (39)	220
Employ: Homemaker	18% (33)	23% (44)	13% (25)	17% (31)	29% (54)	186
Employ: Student	18% (17)	20% (19)	20% (19)	20% (19)	22% (21)	95
Employ: Retired	14% (65)	27% (128)	18% (86)	25% (118)	16% (75)	473
Employ: Unemployed	19% (45)	17% (40)	13% (31)	21% (49)	30% (70)	235
Employ: Other	15% (26)	31% (52)	14% (24)	17% (29)	23% (39)	171
Job Type: White-collar	24% (172)	31% (221)	18% (127)	18% (129)	10% (74)	723
Job Type: Blue-collar	23% (225)	29% (281)	16% (155)	20% (195)	13% (124)	981
Job Type: Don't Know	15% (76)	21% (105)	12% (60)	18% (87)	34% (168)	496
Military HH: Yes	26% (102)	28% (111)	16% (64)	19% (76)	11% (43)	395
Military HH: No	21% (371)	27% (496)	15% (278)	19% (336)	18% (324)	1805

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**Table BRD3_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
Adults	21% (473)	28% (607)	16% (342)	19% (412)	17% (366)	2200
RD/WT: Right Direction	25% (227)	27% (251)	16% (153)	16% (150)	16% (147)	928
RD/WT: Wrong Track	19% (245)	28% (356)	15% (189)	21% (262)	17% (220)	1272
Obama Job: Approve	26% (283)	29% (305)	14% (154)	17% (183)	13% (144)	1070
Obama Job: Disapprove	18% (161)	30% (280)	17% (155)	22% (199)	13% (123)	917
#1 Issue: Economy	23% (155)	31% (211)	17% (115)	17% (118)	12% (78)	677
#1 Issue: Security	23% (100)	28% (120)	15% (65)	19% (82)	14% (60)	426
#1 Issue: Health Care	21% (80)	26% (99)	12% (45)	19% (72)	23% (86)	382
#1 Issue: Medicare / Social Security	19% (53)	27% (75)	20% (57)	18% (50)	17% (47)	282
#1 Issue: Women's Issues	17% (22)	22% (28)	13% (16)	24% (31)	24% (31)	128
#1 Issue: Education	26% (32)	28% (34)	13% (16)	12% (15)	21% (26)	123
#1 Issue: Energy	25% (21)	31% (25)	18% (15)	16% (14)	9% (8)	83
#1 Issue: Other	10% (10)	15% (15)	13% (13)	30% (30)	31% (31)	99
2016 Vote: Democrat Hillary Clinton	23% (164)	27% (194)	15% (104)	20% (145)	15% (107)	713
2016 Vote: Republican Donald Trump	23% (182)	30% (245)	18% (147)	16% (131)	12% (100)	805
2016 Vote: Someone else	20% (35)	31% (52)	15% (26)	18% (31)	15% (26)	169
2012 Vote: Barack Obama	24% (201)	27% (232)	16% (132)	19% (164)	14% (118)	846
2012 Vote: Mitt Romney	20% (123)	32% (199)	17% (108)	19% (119)	13% (81)	630
2012 Vote: Other	17% (15)	28% (24)	20% (17)	18% (15)	17% (15)	85
2012 Vote: Didn't Vote	21% (133)	24% (153)	13% (85)	18% (114)	24% (153)	638
4-Region: Northeast	19% (77)	35% (141)	12% (50)	17% (70)	16% (63)	401
4-Region: Midwest	24% (114)	29% (138)	14% (69)	19% (90)	13% (63)	473
4-Region: South	24% (193)	23% (189)	17% (135)	19% (153)	18% (144)	814
4-Region: West	17% (88)	27% (139)	17% (88)	19% (99)	19% (96)	511
Trump: Fav	24% (251)	30% (316)	17% (182)	17% (177)	13% (141)	1068
Trump: Unfav	20% (193)	27% (253)	14% (137)	22% (205)	17% (163)	950
Trump: DK/NO	16% (29)	21% (37)	13% (24)	16% (29)	35% (63)	182
Registered Voters (Unweighted)	22% (478)	30% (649)	16% (352)	19% (410)	14% (311)	2200

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

Table BRD3_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
Adults	21%	(455)	25%	(553)	19%	(407)	19%	(423)	16%	(363)	2200
Gender: Male	25%	(269)	29%	(303)	20%	(207)	17%	(176)	10%	(105)	1059
Gender: Female	16%	(186)	22%	(250)	18%	(200)	22%	(247)	23%	(258)	1141
Age: 18-29	24%	(117)	28%	(137)	15%	(74)	14%	(71)	20%	(97)	496
Age: 30-44	26%	(141)	27%	(146)	16%	(84)	15%	(81)	16%	(87)	539
Age: 45-54	21%	(83)	22%	(86)	23%	(93)	21%	(82)	14%	(55)	398
Age: 55-64	13%	(50)	27%	(99)	19%	(69)	24%	(87)	17%	(65)	369
Age: 65+	16%	(64)	21%	(85)	22%	(88)	25%	(101)	15%	(60)	398
PID: Dem (no lean)	23%	(169)	25%	(181)	19%	(140)	19%	(140)	15%	(108)	737
PID: Ind (no lean)	17%	(122)	24%	(176)	18%	(127)	19%	(136)	23%	(163)	725
PID: Rep (no lean)	22%	(163)	27%	(196)	19%	(140)	20%	(146)	12%	(92)	738
PID/Gender: Dem Men	29%	(104)	26%	(93)	18%	(64)	18%	(66)	9%	(34)	362
PID/Gender: Dem Women	17%	(64)	23%	(88)	20%	(76)	20%	(74)	20%	(74)	376
PID/Gender: Ind Men	20%	(69)	28%	(98)	20%	(71)	16%	(56)	16%	(55)	348
PID/Gender: Ind Women	14%	(54)	21%	(78)	15%	(56)	21%	(81)	29%	(109)	377
PID/Gender: Rep Men	27%	(96)	32%	(112)	21%	(72)	15%	(54)	5%	(16)	350
PID/Gender: Rep Women	18%	(68)	22%	(83)	18%	(68)	24%	(93)	20%	(76)	388
Tea Party: Supporter	27%	(161)	28%	(168)	17%	(104)	15%	(91)	12%	(72)	595
Tea Party: Not Supporter	18%	(292)	24%	(380)	19%	(298)	21%	(328)	18%	(289)	1587
Ideo: Liberal (1-3)	22%	(149)	28%	(191)	20%	(134)	15%	(103)	15%	(100)	676
Ideo: Moderate (4)	24%	(122)	25%	(126)	17%	(87)	19%	(96)	14%	(67)	499
Ideo: Conservative (5-7)	19%	(146)	26%	(206)	20%	(155)	22%	(170)	13%	(103)	779
Educ: < College	20%	(315)	23%	(357)	18%	(288)	20%	(307)	19%	(298)	1566
Educ: Bachelors degree	19%	(80)	32%	(133)	20%	(83)	18%	(75)	11%	(44)	416
Educ: Post-grad	27%	(59)	28%	(62)	17%	(36)	19%	(41)	9%	(20)	219
Income: Under 50k	20%	(254)	22%	(272)	17%	(215)	20%	(256)	21%	(268)	1264
Income: 50k-100k	22%	(144)	29%	(190)	20%	(130)	19%	(126)	10%	(65)	655
Income: 100k+	20%	(57)	32%	(91)	22%	(62)	15%	(41)	11%	(30)	281

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Table BRD3_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
Adults	21% (455)	25% (553)	19% (407)	19% (423)	16% (363)	2200
Ethnicity: White	19% (334)	26% (457)	19% (330)	20% (352)	16% (277)	1750
Ethnicity: Hispanic	25% (83)	25% (82)	13% (42)	16% (54)	21% (69)	329
Ethnicity: Afr. Am.	33% (88)	20% (53)	17% (45)	14% (37)	17% (45)	268
Ethnicity: Other	18% (32)	23% (42)	18% (33)	19% (34)	23% (41)	182
Relig: Protestant	22% (129)	27% (155)	20% (114)	17% (98)	13% (76)	572
Relig: Roman Catholic	23% (103)	26% (115)	22% (97)	19% (84)	11% (49)	448
Relig: Ath./Agn./None	19% (117)	24% (148)	17% (105)	18% (115)	22% (140)	625
Relig: Something Else	13% (43)	27% (90)	16% (53)	25% (82)	19% (61)	329
Relig: Jewish	14% (6)	34% (14)	22% (9)	16% (7)	13% (6)	42
Relig: Evangelical	26% (167)	25% (163)	18% (116)	16% (100)	15% (93)	639
Relig: Non-Evang. Catholics	21% (124)	25% (152)	22% (132)	21% (124)	11% (68)	600
Relig: All Christian	24% (291)	25% (315)	20% (248)	18% (225)	13% (161)	1239
Relig: All Non-Christian	17% (160)	25% (238)	17% (159)	21% (196)	21% (201)	954
Community: Urban	25% (150)	27% (159)	16% (95)	15% (87)	18% (105)	596
Community: Suburban	17% (160)	25% (238)	21% (199)	22% (213)	15% (141)	951
Community: Rural	22% (145)	24% (155)	17% (113)	19% (122)	18% (117)	652
Employ: Private Sector	25% (172)	30% (208)	21% (142)	15% (105)	9% (59)	687
Employ: Government	22% (29)	37% (49)	14% (19)	16% (21)	11% (15)	133
Employ: Self-Employed	29% (64)	20% (43)	14% (32)	20% (45)	16% (35)	220
Employ: Homemaker	16% (30)	18% (33)	19% (35)	20% (36)	28% (52)	186
Employ: Student	15% (14)	29% (28)	20% (19)	14% (13)	22% (21)	95
Employ: Retired	14% (68)	22% (105)	21% (101)	26% (123)	16% (76)	473
Employ: Unemployed	17% (41)	19% (46)	16% (37)	19% (45)	28% (67)	235
Employ: Other	21% (36)	24% (40)	13% (23)	20% (35)	22% (37)	171
Job Type: White-collar	24% (173)	29% (208)	18% (133)	19% (136)	10% (72)	723
Job Type: Blue-collar	20% (191)	27% (260)	20% (194)	21% (206)	13% (130)	981
Job Type: Don't Know	18% (90)	17% (84)	16% (80)	16% (81)	32% (161)	496
Military HH: Yes	20% (80)	29% (113)	20% (81)	20% (78)	11% (43)	395
Military HH: No	21% (374)	24% (440)	18% (327)	19% (344)	18% (320)	1805

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Table BRD3_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
Adults	21% (455)	25% (553)	19% (407)	19% (423)	16% (363)	2200
RD/WT: Right Direction	25% (234)	23% (217)	18% (169)	17% (162)	16% (146)	928
RD/WT: Wrong Track	17% (221)	26% (336)	19% (238)	20% (260)	17% (217)	1272
Obama Job: Approve	25% (270)	27% (288)	19% (200)	16% (174)	13% (138)	1070
Obama Job: Disapprove	17% (152)	26% (240)	20% (181)	24% (223)	13% (121)	917
#1 Issue: Economy	21% (145)	27% (183)	21% (142)	18% (123)	12% (84)	677
#1 Issue: Security	22% (95)	25% (105)	18% (75)	22% (93)	14% (58)	426
#1 Issue: Health Care	17% (66)	26% (101)	15% (57)	19% (72)	23% (87)	382
#1 Issue: Medicare / Social Security	21% (60)	22% (63)	21% (58)	20% (56)	16% (45)	282
#1 Issue: Women's Issues	17% (22)	20% (25)	17% (22)	21% (27)	25% (32)	128
#1 Issue: Education	29% (36)	32% (39)	15% (18)	12% (14)	13% (16)	123
#1 Issue: Energy	24% (20)	25% (21)	23% (19)	18% (15)	11% (9)	83
#1 Issue: Other	11% (11)	17% (16)	17% (17)	23% (23)	32% (31)	99
2016 Vote: Democrat Hillary Clinton	20% (146)	25% (178)	20% (141)	20% (144)	15% (104)	713
2016 Vote: Republican Donald Trump	21% (169)	26% (212)	21% (167)	20% (159)	12% (98)	805
2016 Vote: Someone else	14% (23)	36% (61)	16% (27)	18% (30)	16% (28)	169
2012 Vote: Barack Obama	23% (195)	25% (213)	19% (157)	20% (167)	14% (115)	846
2012 Vote: Mitt Romney	18% (116)	27% (171)	21% (133)	21% (134)	12% (76)	630
2012 Vote: Other	15% (13)	29% (25)	18% (16)	19% (16)	18% (15)	85
2012 Vote: Didn't Vote	20% (130)	23% (144)	16% (102)	17% (106)	24% (155)	638
4-Region: Northeast	21% (84)	27% (109)	18% (72)	19% (74)	15% (62)	401
4-Region: Midwest	20% (94)	28% (131)	21% (99)	18% (87)	13% (63)	473
4-Region: South	23% (189)	23% (188)	17% (142)	19% (154)	17% (141)	814
4-Region: West	17% (89)	24% (125)	18% (94)	21% (107)	19% (96)	511
Trump: Fav	23% (249)	25% (266)	19% (205)	20% (210)	13% (138)	1068
Trump: Unfav	18% (167)	26% (248)	19% (184)	20% (187)	17% (164)	950
Trump: DK/NO	21% (39)	21% (38)	10% (19)	14% (26)	33% (61)	182
Registered Voters (Unweighted)	20% (434)	27% (597)	19% (413)	20% (443)	14% (313)	2200

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

Table BRD3_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
Adults	21%	(462)	25%	(560)	17%	(379)	20%	(444)	16%	(354)	2200
Gender: Male	20%	(211)	28%	(294)	22%	(231)	19%	(205)	11%	(117)	1059
Gender: Female	22%	(251)	23%	(266)	13%	(148)	21%	(239)	21%	(237)	1141
Age: 18-29	23%	(115)	23%	(116)	17%	(83)	17%	(86)	19%	(96)	496
Age: 30-44	25%	(133)	30%	(160)	15%	(82)	16%	(87)	14%	(78)	539
Age: 45-54	18%	(72)	27%	(108)	20%	(81)	19%	(76)	15%	(61)	398
Age: 55-64	19%	(71)	22%	(82)	17%	(62)	24%	(88)	18%	(67)	369
Age: 65+	18%	(72)	24%	(93)	18%	(71)	27%	(108)	13%	(54)	398
PID: Dem (no lean)	22%	(161)	26%	(193)	15%	(110)	21%	(153)	16%	(119)	737
PID: Ind (no lean)	21%	(149)	22%	(162)	18%	(129)	20%	(143)	20%	(142)	725
PID: Rep (no lean)	21%	(152)	28%	(205)	19%	(140)	20%	(148)	13%	(93)	738
PID/Gender: Dem Men	20%	(73)	28%	(100)	18%	(64)	22%	(80)	12%	(45)	362
PID/Gender: Dem Women	24%	(89)	25%	(93)	12%	(47)	19%	(73)	20%	(74)	376
PID/Gender: Ind Men	19%	(65)	25%	(88)	24%	(83)	18%	(63)	14%	(48)	348
PID/Gender: Ind Women	22%	(84)	20%	(74)	12%	(46)	21%	(81)	25%	(93)	377
PID/Gender: Rep Men	21%	(74)	30%	(106)	24%	(85)	18%	(62)	7%	(24)	350
PID/Gender: Rep Women	20%	(79)	25%	(99)	14%	(55)	22%	(86)	18%	(69)	388
Tea Party: Supporter	26%	(154)	31%	(186)	18%	(108)	15%	(91)	10%	(57)	595
Tea Party: Not Supporter	19%	(307)	23%	(368)	17%	(267)	22%	(350)	19%	(295)	1587
Ideo: Liberal (1-3)	22%	(151)	29%	(197)	16%	(107)	19%	(129)	14%	(92)	676
Ideo: Moderate (4)	21%	(103)	24%	(120)	19%	(93)	21%	(104)	16%	(79)	499
Ideo: Conservative (5-7)	22%	(174)	26%	(200)	19%	(146)	21%	(161)	13%	(98)	779
Educ: < College	21%	(322)	23%	(358)	17%	(273)	20%	(320)	19%	(292)	1566
Educ: Bachelors degree	21%	(86)	32%	(134)	16%	(68)	20%	(84)	11%	(44)	416
Educ: Post-grad	25%	(55)	31%	(68)	17%	(38)	18%	(40)	8%	(18)	219
Income: Under 50k	22%	(272)	22%	(283)	16%	(202)	20%	(254)	20%	(254)	1264
Income: 50k-100k	20%	(130)	30%	(196)	19%	(122)	22%	(143)	10%	(63)	655
Income: 100k+	21%	(60)	29%	(81)	20%	(55)	17%	(48)	13%	(37)	281

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Table BRD3_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
Adults	21% (462)	25% (560)	17% (379)	20% (444)	16% (354)	2200
Ethnicity: White	21% (364)	27% (466)	17% (295)	21% (368)	15% (256)	1750
Ethnicity: Hispanic	21% (70)	26% (86)	15% (48)	16% (53)	22% (72)	329
Ethnicity: Afr. Am.	25% (67)	19% (52)	20% (53)	14% (37)	22% (59)	268
Ethnicity: Other	17% (31)	23% (42)	17% (32)	22% (39)	21% (38)	182
Relig: Protestant	22% (124)	28% (163)	18% (100)	20% (116)	12% (70)	572
Relig: Roman Catholic	22% (98)	27% (121)	20% (90)	18% (82)	13% (56)	448
Relig: Ath./Agn./None	18% (112)	25% (156)	15% (95)	20% (126)	22% (135)	625
Relig: Something Else	22% (72)	25% (81)	16% (51)	21% (70)	17% (55)	329
Relig: Jewish	17% (7)	16% (7)	27% (11)	27% (11)	12% (5)	42
Relig: Evangelical	25% (162)	25% (158)	19% (119)	17% (108)	14% (91)	639
Relig: Non-Evang. Catholics	19% (115)	27% (164)	19% (113)	23% (137)	12% (72)	600
Relig: All Christian	22% (277)	26% (322)	19% (232)	20% (245)	13% (163)	1239
Relig: All Non-Christian	19% (184)	25% (237)	15% (147)	21% (196)	20% (190)	954
Community: Urban	27% (159)	24% (142)	16% (97)	17% (103)	16% (96)	596
Community: Suburban	19% (176)	27% (258)	19% (177)	21% (197)	15% (143)	951
Community: Rural	20% (127)	25% (161)	16% (106)	22% (145)	17% (114)	652
Employ: Private Sector	23% (159)	28% (194)	19% (133)	19% (133)	10% (69)	687
Employ: Government	14% (19)	35% (47)	15% (20)	23% (31)	12% (16)	133
Employ: Self-Employed	25% (55)	26% (56)	15% (34)	18% (39)	16% (36)	220
Employ: Homemaker	22% (40)	22% (40)	14% (27)	16% (29)	26% (49)	186
Employ: Student	29% (28)	25% (24)	13% (13)	14% (13)	19% (18)	95
Employ: Retired	19% (90)	22% (105)	17% (82)	27% (127)	15% (70)	473
Employ: Unemployed	19% (45)	21% (50)	16% (39)	18% (42)	25% (59)	235
Employ: Other	15% (26)	26% (44)	19% (32)	18% (31)	22% (38)	171
Job Type: White-collar	22% (161)	28% (203)	19% (137)	21% (149)	10% (73)	723
Job Type: Blue-collar	21% (211)	26% (258)	18% (172)	22% (217)	13% (124)	981
Job Type: Don't Know	18% (91)	20% (99)	14% (71)	16% (78)	32% (157)	496
Military HH: Yes	22% (88)	27% (107)	18% (71)	22% (87)	11% (42)	395
Military HH: No	21% (374)	25% (453)	17% (309)	20% (358)	17% (312)	1805

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**Table BRD3_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
Adults	21% (462)	25% (560)	17% (379)	20% (444)	16% (354)	2200
RD/WT: Right Direction	22% (205)	26% (237)	18% (166)	20% (181)	15% (139)	928
RD/WT: Wrong Track	20% (258)	25% (323)	17% (213)	21% (263)	17% (215)	1272
Obama Job: Approve	26% (273)	26% (282)	17% (184)	18% (193)	13% (137)	1070
Obama Job: Disapprove	18% (163)	27% (250)	18% (169)	24% (223)	12% (111)	917
#1 Issue: Economy	22% (152)	26% (174)	19% (126)	21% (143)	12% (82)	677
#1 Issue: Security	24% (101)	26% (110)	20% (84)	18% (76)	13% (55)	426
#1 Issue: Health Care	21% (80)	25% (97)	12% (44)	21% (82)	21% (79)	382
#1 Issue: Medicare / Social Security	18% (51)	25% (72)	20% (56)	19% (55)	17% (48)	282
#1 Issue: Women's Issues	21% (26)	23% (29)	13% (16)	24% (31)	20% (25)	128
#1 Issue: Education	20% (25)	27% (33)	14% (17)	21% (26)	19% (23)	123
#1 Issue: Energy	19% (15)	29% (24)	29% (24)	12% (10)	11% (9)	83
#1 Issue: Other	12% (12)	20% (20)	11% (11)	22% (22)	34% (33)	99
2016 Vote: Democrat Hillary Clinton	22% (159)	26% (187)	16% (116)	21% (150)	14% (101)	713
2016 Vote: Republican Donald Trump	21% (170)	27% (221)	19% (154)	21% (166)	12% (94)	805
2016 Vote: Someone else	21% (35)	26% (45)	16% (27)	19% (32)	18% (30)	169
2012 Vote: Barack Obama	22% (187)	26% (224)	15% (128)	22% (182)	15% (125)	846
2012 Vote: Mitt Romney	19% (121)	27% (173)	21% (131)	21% (133)	11% (72)	630
2012 Vote: Other	22% (18)	29% (25)	13% (11)	21% (18)	15% (13)	85
2012 Vote: Didn't Vote	21% (135)	22% (139)	17% (108)	17% (112)	23% (144)	638
4-Region: Northeast	20% (79)	26% (106)	21% (83)	18% (73)	15% (61)	401
4-Region: Midwest	24% (113)	25% (118)	16% (74)	22% (102)	14% (66)	473
4-Region: South	22% (177)	26% (210)	16% (127)	20% (163)	17% (138)	814
4-Region: West	18% (93)	25% (126)	19% (96)	21% (106)	17% (89)	511
Trump: Fav	22% (233)	27% (285)	20% (217)	19% (202)	12% (130)	1068
Trump: Unfav	22% (206)	26% (248)	14% (133)	22% (212)	16% (151)	950
Trump: DK/NO	13% (23)	15% (27)	16% (29)	17% (31)	40% (72)	182
Registered Voters (Unweighted)	22% (476)	27% (595)	18% (390)	20% (448)	13% (291)	2200

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

Table BRD3_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
Adults	16%	(351)	17%	(375)	22%	(487)	28%	(624)	16%	(362)	2200
Gender: Male	19%	(201)	19%	(204)	26%	(275)	26%	(272)	10%	(108)	1059
Gender: Female	13%	(150)	15%	(172)	19%	(212)	31%	(353)	22%	(254)	1141
Age: 18-29	18%	(91)	20%	(101)	20%	(97)	22%	(110)	19%	(96)	496
Age: 30-44	19%	(103)	21%	(114)	20%	(108)	24%	(127)	16%	(87)	539
Age: 45-54	14%	(55)	18%	(71)	26%	(103)	27%	(109)	15%	(59)	398
Age: 55-64	14%	(50)	12%	(44)	24%	(87)	34%	(125)	17%	(63)	369
Age: 65+	13%	(52)	11%	(45)	23%	(91)	39%	(153)	14%	(57)	398
PID: Dem (no lean)	18%	(134)	15%	(110)	23%	(168)	29%	(215)	15%	(110)	737
PID: Ind (no lean)	14%	(103)	17%	(122)	20%	(143)	28%	(201)	22%	(156)	725
PID: Rep (no lean)	16%	(115)	19%	(143)	24%	(176)	28%	(208)	13%	(96)	738
PID/Gender: Dem Men	20%	(71)	18%	(65)	23%	(82)	30%	(108)	10%	(36)	362
PID/Gender: Dem Women	17%	(63)	12%	(45)	23%	(86)	29%	(107)	20%	(75)	376
PID/Gender: Ind Men	16%	(57)	19%	(68)	25%	(88)	24%	(85)	14%	(50)	348
PID/Gender: Ind Women	12%	(46)	15%	(55)	15%	(55)	31%	(116)	28%	(106)	377
PID/Gender: Rep Men	21%	(73)	20%	(71)	30%	(105)	22%	(79)	6%	(22)	350
PID/Gender: Rep Women	11%	(42)	18%	(72)	18%	(71)	33%	(130)	19%	(74)	388
Tea Party: Supporter	25%	(148)	20%	(121)	21%	(127)	22%	(130)	12%	(68)	595
Tea Party: Not Supporter	13%	(202)	16%	(248)	22%	(355)	31%	(490)	18%	(292)	1587
Ideo: Liberal (1-3)	20%	(137)	17%	(117)	19%	(125)	28%	(191)	16%	(105)	676
Ideo: Moderate (4)	15%	(73)	19%	(94)	25%	(124)	28%	(139)	14%	(69)	499
Ideo: Conservative (5-7)	14%	(112)	17%	(132)	26%	(206)	29%	(229)	13%	(100)	779
Educ: < College	16%	(254)	16%	(257)	21%	(330)	27%	(427)	19%	(298)	1566
Educ: Bachelors degree	14%	(58)	18%	(74)	25%	(105)	32%	(134)	11%	(44)	416
Educ: Post-grad	18%	(40)	20%	(44)	23%	(51)	29%	(63)	9%	(20)	219
Income: Under 50k	18%	(222)	16%	(198)	19%	(238)	27%	(344)	21%	(263)	1264
Income: 50k-100k	13%	(87)	20%	(128)	27%	(175)	30%	(197)	10%	(68)	655
Income: 100k+	15%	(43)	18%	(50)	26%	(74)	30%	(84)	11%	(31)	281

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Table BRD3_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
Adults	16% (351)	17% (375)	22% (487)	28% (624)	16% (362)	2200
Ethnicity: White	15% (259)	17% (303)	21% (376)	31% (535)	16% (277)	1750
Ethnicity: Hispanic	20% (66)	19% (62)	18% (59)	21% (70)	22% (73)	329
Ethnicity: Afr. Am.	25% (67)	14% (37)	27% (71)	17% (47)	17% (46)	268
Ethnicity: Other	14% (25)	19% (35)	22% (39)	24% (43)	22% (40)	182
Relig: Protestant	16% (92)	17% (97)	24% (139)	29% (168)	13% (76)	572
Relig: Roman Catholic	16% (73)	17% (78)	27% (121)	27% (123)	12% (53)	448
Relig: Ath./Agn./None	16% (101)	16% (97)	18% (113)	29% (180)	21% (134)	625
Relig: Something Else	14% (47)	18% (60)	20% (64)	30% (98)	18% (60)	329
Relig: Jewish	13% (5)	9% (4)	24% (10)	40% (17)	13% (6)	42
Relig: Evangelical	19% (121)	21% (134)	23% (147)	22% (143)	15% (94)	639
Relig: Non-Evang. Catholics	13% (80)	14% (85)	27% (159)	34% (203)	12% (73)	600
Relig: All Christian	16% (201)	18% (218)	25% (307)	28% (346)	13% (167)	1239
Relig: All Non-Christian	15% (148)	16% (157)	19% (177)	29% (278)	20% (195)	954
Community: Urban	24% (143)	17% (103)	19% (114)	21% (128)	18% (108)	596
Community: Suburban	12% (111)	17% (166)	24% (225)	32% (306)	15% (144)	951
Community: Rural	15% (97)	16% (107)	23% (147)	29% (191)	17% (111)	652
Employ: Private Sector	17% (120)	20% (136)	25% (172)	28% (195)	9% (64)	687
Employ: Government	21% (28)	23% (30)	24% (32)	23% (31)	10% (13)	133
Employ: Self-Employed	20% (44)	17% (37)	24% (52)	23% (51)	17% (36)	220
Employ: Homemaker	14% (27)	14% (27)	17% (31)	27% (50)	28% (51)	186
Employ: Student	14% (14)	27% (26)	16% (15)	23% (22)	20% (19)	95
Employ: Retired	12% (59)	11% (50)	24% (113)	38% (180)	15% (71)	473
Employ: Unemployed	14% (34)	13% (31)	18% (43)	25% (60)	29% (68)	235
Employ: Other	16% (28)	22% (38)	17% (30)	21% (36)	23% (39)	171
Job Type: White-collar	18% (128)	17% (126)	24% (174)	30% (219)	10% (76)	723
Job Type: Blue-collar	17% (162)	17% (170)	23% (224)	30% (290)	14% (134)	981
Job Type: Don't Know	12% (61)	16% (80)	18% (89)	23% (115)	31% (152)	496
Military HH: Yes	19% (75)	17% (66)	23% (92)	28% (111)	13% (51)	395
Military HH: No	15% (276)	17% (309)	22% (395)	28% (513)	17% (311)	1805

Continued on next page

Table BRD3_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
Adults	16% (351)	17% (375)	22% (487)	28% (624)	16% (362)	2200
RD/WT: Right Direction	19% (179)	19% (177)	22% (200)	24% (227)	16% (145)	928
RD/WT: Wrong Track	14% (173)	16% (198)	23% (287)	31% (397)	17% (217)	1272
Obama Job: Approve	20% (218)	19% (199)	23% (245)	25% (270)	13% (139)	1070
Obama Job: Disapprove	12% (109)	17% (159)	23% (212)	35% (317)	13% (119)	917
#1 Issue: Economy	14% (92)	16% (110)	26% (179)	32% (217)	12% (78)	677
#1 Issue: Security	16% (68)	19% (79)	25% (107)	25% (105)	15% (66)	426
#1 Issue: Health Care	18% (67)	17% (64)	17% (63)	27% (102)	22% (85)	382
#1 Issue: Medicare / Social Security	18% (51)	17% (47)	21% (58)	28% (79)	16% (46)	282
#1 Issue: Women's Issues	10% (13)	19% (24)	22% (29)	24% (31)	25% (32)	128
#1 Issue: Education	25% (30)	21% (26)	20% (24)	22% (27)	12% (15)	123
#1 Issue: Energy	21% (17)	18% (15)	20% (16)	30% (25)	11% (9)	83
#1 Issue: Other	12% (12)	9% (9)	9% (9)	38% (38)	31% (31)	99
2016 Vote: Democrat Hillary Clinton	17% (123)	16% (113)	23% (163)	29% (208)	15% (107)	713
2016 Vote: Republican Donald Trump	17% (137)	18% (141)	25% (199)	29% (229)	12% (98)	805
2016 Vote: Someone else	15% (26)	22% (37)	19% (31)	28% (48)	16% (27)	169
2012 Vote: Barack Obama	19% (157)	17% (145)	21% (177)	30% (252)	14% (114)	846
2012 Vote: Mitt Romney	15% (93)	16% (101)	27% (168)	30% (191)	12% (77)	630
2012 Vote: Other	11% (9)	22% (19)	21% (18)	27% (23)	19% (17)	85
2012 Vote: Didn't Vote	14% (92)	17% (111)	19% (123)	25% (158)	24% (154)	638
4-Region: Northeast	17% (69)	19% (75)	22% (88)	28% (111)	15% (59)	401
4-Region: Midwest	17% (80)	18% (85)	19% (90)	33% (158)	13% (61)	473
4-Region: South	16% (129)	17% (140)	23% (189)	26% (214)	18% (143)	814
4-Region: West	14% (74)	15% (76)	23% (120)	28% (142)	19% (99)	511
Trump: Fav	18% (194)	19% (201)	23% (248)	27% (292)	12% (132)	1068
Trump: Unfav	13% (124)	16% (152)	22% (212)	32% (300)	17% (163)	950
Trump: DK/NO	18% (33)	12% (22)	15% (27)	18% (32)	37% (67)	182
Registered Voters (Unweighted)	15% (321)	18% (393)	23% (504)	30% (668)	14% (314)	2200

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

Table BRD4: 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
Adults	35% (764)	5% (118)	9% (192)	6% (134)	15% (322)	5% (116)	25% (555)	2200
Gender: Male	37% (393)	8% (83)	11% (120)	7% (77)	12% (129)	7% (75)	17% (182)	1059
Gender: Female	32% (371)	3% (35)	6% (72)	5% (57)	17% (192)	4% (41)	33% (373)	1141
Age: 18-29	31% (151)	6% (32)	11% (55)	5% (25)	11% (56)	8% (39)	28% (137)	496
Age: 30-44	30% (163)	7% (35)	11% (59)	10% (56)	13% (71)	7% (36)	22% (118)	539
Age: 45-54	38% (151)	5% (20)	10% (39)	6% (25)	17% (68)	4% (17)	20% (79)	398
Age: 55-64	37% (136)	4% (14)	6% (22)	4% (16)	16% (59)	4% (13)	29% (109)	369
Age: 65+	41% (162)	4% (17)	4% (17)	3% (12)	17% (67)	3% (11)	28% (112)	398
PID: Dem (no lean)	34% (249)	5% (35)	8% (57)	9% (65)	13% (98)	6% (46)	25% (186)	737
PID: Ind (no lean)	32% (234)	5% (39)	8% (60)	4% (32)	16% (117)	4% (26)	30% (217)	725
PID: Rep (no lean)	38% (281)	6% (44)	10% (74)	5% (37)	14% (106)	6% (43)	21% (151)	738
PID/Gender: Dem Men	35% (128)	8% (28)	9% (33)	9% (34)	11% (41)	8% (29)	19% (69)	362
PID/Gender: Dem Women	32% (121)	2% (8)	6% (24)	8% (31)	15% (57)	5% (17)	31% (117)	376
PID/Gender: Ind Men	36% (126)	7% (24)	11% (39)	6% (20)	13% (46)	5% (17)	22% (76)	348
PID/Gender: Ind Women	29% (108)	4% (15)	6% (21)	3% (11)	19% (71)	2% (9)	37% (142)	377
PID/Gender: Rep Men	40% (140)	9% (32)	13% (47)	7% (23)	12% (42)	8% (29)	11% (37)	350
PID/Gender: Rep Women	36% (141)	3% (12)	7% (27)	4% (14)	16% (64)	4% (15)	29% (114)	388
Tea Party: Supporter	35% (207)	7% (42)	9% (53)	10% (59)	13% (80)	8% (45)	18% (110)	595
Tea Party: Not Supporter	35% (548)	5% (76)	9% (139)	5% (75)	15% (240)	4% (70)	28% (439)	1587
Ideo: Liberal (1-3)	32% (220)	6% (42)	9% (62)	9% (63)	13% (90)	7% (50)	22% (150)	676
Ideo: Moderate (4)	37% (184)	4% (18)	11% (55)	5% (26)	16% (81)	3% (17)	23% (116)	499
Ideo: Conservative (5-7)	39% (304)	7% (51)	8% (61)	5% (36)	15% (118)	5% (39)	22% (171)	779
Educ: < College	33% (520)	4% (70)	8% (129)	6% (93)	15% (231)	5% (79)	28% (443)	1566
Educ: Bachelors degree	39% (163)	8% (35)	9% (37)	5% (21)	14% (58)	6% (26)	18% (75)	416
Educ: Post-grad	37% (82)	6% (13)	11% (25)	9% (20)	15% (32)	5% (11)	17% (37)	219

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Table BRD4: Which of the following is most important when deciding whether or not to watch an NFL game?

Demographic	Whether	The season				The network	Don't Know	Total N
	your favorite team is playing	record of the teams playing	The time of the game	The day of the game	What else is on TV at the time	or station that is carrying the game	/ No Opinion	
Adults	35% (764)	5% (118)	9% (192)	6% (134)	15% (322)	5% (116)	25% (555)	2200
Income: Under 50k	33% (415)	5% (57)	8% (99)	6% (71)	14% (182)	5% (66)	30% (376)	1264
Income: 50k-100k	37% (243)	7% (45)	10% (63)	6% (42)	15% (99)	5% (34)	19% (128)	655
Income: 100k+	38% (106)	6% (16)	11% (30)	7% (21)	15% (41)	6% (16)	18% (51)	281
Ethnicity: White	37% (650)	5% (89)	8% (132)	6% (103)	16% (275)	5% (80)	24% (421)	1750
Ethnicity: Hispanic	23% (76)	6% (21)	10% (33)	8% (26)	13% (42)	10% (34)	30% (98)	329
Ethnicity: Afr. Am.	24% (64)	6% (15)	14% (37)	9% (24)	12% (33)	8% (21)	28% (74)	268
Ethnicity: Other	27% (50)	7% (13)	12% (23)	4% (7)	8% (14)	8% (15)	33% (60)	182
Relig: Protestant	38% (220)	5% (29)	8% (45)	6% (36)	15% (88)	5% (29)	22% (125)	572
Relig: Roman Catholic	37% (167)	7% (31)	9% (40)	6% (28)	16% (73)	7% (30)	18% (79)	448
Relig: Ath./Agn./None	32% (202)	6% (37)	10% (61)	4% (23)	13% (80)	4% (26)	31% (196)	625
Relig: Something Else	31% (101)	4% (14)	8% (27)	8% (27)	15% (49)	5% (16)	29% (95)	329
Relig: Jewish	33% (14)	4% (2)	9% (4)	4% (1)	12% (5)	9% (4)	30% (12)	42
Relig: Evangelical	34% (215)	4% (29)	9% (57)	7% (45)	15% (93)	7% (45)	24% (155)	639
Relig: Non-Evang. Catholics	41% (243)	6% (39)	8% (46)	6% (37)	17% (99)	5% (28)	18% (108)	600
Relig: All Christian	37% (459)	5% (67)	8% (103)	7% (82)	15% (192)	6% (73)	21% (263)	1239
Relig: All Non-Christian	32% (303)	5% (51)	9% (88)	5% (50)	14% (130)	4% (43)	30% (290)	954
Community: Urban	32% (194)	6% (34)	9% (56)	7% (39)	12% (73)	8% (46)	26% (154)	596
Community: Suburban	36% (347)	6% (53)	7% (71)	6% (55)	15% (145)	4% (40)	25% (241)	951
Community: Rural	34% (223)	5% (31)	10% (65)	6% (40)	16% (104)	5% (30)	24% (159)	652
Employ: Private Sector	36% (247)	7% (46)	11% (78)	9% (59)	14% (93)	7% (46)	17% (118)	687
Employ: Government	40% (54)	12% (16)	16% (21)	6% (9)	8% (10)	3% (4)	14% (19)	133
Employ: Self-Employed	35% (77)	9% (20)	10% (23)	8% (18)	14% (30)	8% (17)	16% (35)	220
Employ: Homemaker	28% (52)	2% (4)	9% (16)	6% (12)	18% (33)	4% (7)	33% (61)	186
Employ: Student	30% (29)	5% (5)	3% (3)	3% (2)	15% (14)	9% (9)	35% (33)	95
Employ: Retired	38% (179)	3% (15)	4% (21)	3% (17)	18% (84)	3% (13)	31% (145)	473
Employ: Unemployed	28% (66)	4% (9)	9% (20)	3% (7)	14% (32)	4% (9)	38% (90)	235
Employ: Other	35% (60)	2% (3)	6% (10)	7% (11)	14% (24)	6% (10)	31% (53)	171

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Table BRD4: Which of the following is most important when deciding whether or not to watch an NFL game?

Demographic	Whether	The season					The network	Don't Know / No Opinion	Total N
	your favorite team is playing	record of the teams playing	The time of the game	The day of the game	What else is on TV at the time	or station that is carrying the game			
Adults	35% (764)	5% (118)	9% (192)	6% (134)	15% (322)	5% (116)	25% (555)	2200	
Job Type: White-collar	36% (263)	7% (51)	9% (63)	7% (52)	16% (117)	5% (40)	19% (137)	723	
Job Type: Blue-collar	38% (372)	5% (51)	10% (94)	6% (57)	14% (137)	6% (55)	22% (214)	981	
Job Type: Don't Know	26% (129)	3% (15)	7% (35)	5% (24)	14% (67)	4% (21)	41% (204)	496	
Military HH: Yes	37% (145)	5% (21)	7% (26)	7% (27)	14% (56)	8% (32)	22% (88)	395	
Military HH: No	34% (619)	5% (97)	9% (166)	6% (107)	15% (265)	5% (84)	26% (467)	1805	
RD/WT: Right Direction	36% (330)	7% (62)	10% (96)	6% (55)	13% (119)	6% (60)	22% (206)	928	
RD/WT: Wrong Track	34% (434)	4% (56)	8% (96)	6% (79)	16% (202)	4% (56)	27% (349)	1272	
Obama Job: Approve	34% (368)	6% (66)	10% (102)	8% (86)	15% (165)	6% (66)	20% (217)	1070	
Obama Job: Disapprove	40% (371)	5% (49)	8% (75)	5% (42)	15% (137)	4% (41)	22% (202)	917	
#1 Issue: Economy	38% (258)	5% (32)	10% (66)	7% (47)	15% (104)	4% (28)	21% (141)	677	
#1 Issue: Security	39% (164)	6% (27)	9% (40)	7% (29)	15% (62)	4% (17)	20% (87)	426	
#1 Issue: Health Care	33% (124)	4% (16)	10% (39)	4% (14)	14% (55)	6% (23)	29% (110)	382	
#1 Issue: Medicare / Social Security	39% (109)	4% (13)	5% (13)	6% (16)	14% (39)	6% (16)	27% (76)	282	
#1 Issue: Women's Issues	24% (30)	7% (8)	10% (13)	8% (10)	13% (17)	5% (6)	34% (43)	128	
#1 Issue: Education	23% (28)	10% (12)	9% (11)	4% (5)	17% (22)	12% (15)	24% (30)	123	
#1 Issue: Energy	30% (25)	9% (8)	11% (9)	12% (10)	9% (8)	11% (9)	17% (14)	83	
#1 Issue: Other	25% (24)	3% (3)	— (0)	3% (3)	15% (15)	1% (1)	53% (52)	99	
2016 Vote: Democrat Hillary Clinton	32% (230)	5% (38)	9% (62)	8% (57)	15% (107)	7% (47)	24% (173)	713	
2016 Vote: Republican Donald Trump	39% (317)	6% (50)	9% (73)	6% (51)	14% (110)	5% (43)	20% (161)	805	
2016 Vote: Someone else	36% (61)	4% (8)	11% (19)	3% (5)	16% (26)	6% (10)	23% (40)	169	
2012 Vote: Barack Obama	34% (289)	5% (41)	9% (76)	8% (69)	15% (126)	6% (52)	23% (194)	846	
2012 Vote: Mitt Romney	41% (261)	7% (43)	8% (50)	4% (25)	14% (89)	5% (29)	21% (133)	630	
2012 Vote: Other	24% (20)	9% (8)	6% (5)	7% (6)	19% (16)	6% (5)	28% (24)	85	
2012 Vote: Didn't Vote	30% (193)	4% (27)	9% (60)	5% (34)	14% (91)	5% (30)	32% (203)	638	
4-Region: Northeast	38% (153)	6% (22)	9% (38)	6% (23)	12% (50)	6% (23)	23% (94)	401	
4-Region: Midwest	36% (171)	5% (22)	10% (50)	6% (30)	16% (77)	5% (24)	21% (100)	473	
4-Region: South	32% (264)	5% (38)	9% (70)	7% (55)	15% (125)	5% (41)	27% (221)	814	
4-Region: West	35% (177)	7% (35)	7% (35)	5% (26)	14% (70)	6% (29)	27% (139)	511	

Continued on next page

Table BRD4: 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
Adults	35% (764)	5% (118)	9% (192)	6% (134)	15% (322)	5% (116)	25% (555)	2200
Trump: Fav	39% (419)	6% (68)	9% (93)	5% (58)	15% (162)	5% (55)	20% (213)	1068
Trump: Unfav	32% (306)	5% (49)	9% (88)	6% (58)	15% (146)	5% (49)	27% (255)	950
Trump: DK/NO	21% (39)	1% (1)	6% (12)	10% (18)	7% (14)	7% (12)	48% (87)	182
Registered Voters (Unweighted)	38% (829)	6% (123)	9% (193)	6% (124)	15% (327)	5% (104)	23% (500)	2200

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

Table BRD5_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
Adults	12% (272)	18% (402)	7% (163)	3% (73)	40% (886)	18% (404)	2200
Gender: Male	14% (153)	21% (226)	11% (118)	5% (48)	36% (379)	13% (135)	1059
Gender: Female	10% (119)	15% (177)	4% (45)	2% (25)	44% (507)	24% (268)	1141
Age: 18-29	17% (85)	19% (92)	11% (57)	4% (22)	24% (117)	25% (123)	496
Age: 30-44	18% (98)	17% (92)	7% (40)	3% (17)	39% (210)	15% (83)	539
Age: 45-54	9% (34)	18% (71)	10% (40)	3% (14)	46% (182)	14% (58)	398
Age: 55-64	7% (25)	20% (73)	4% (14)	2% (7)	47% (175)	20% (75)	369
Age: 65+	7% (29)	19% (76)	3% (13)	4% (14)	51% (202)	16% (65)	398
PID: Dem (no lean)	14% (104)	19% (142)	6% (47)	3% (20)	40% (296)	17% (127)	737
PID: Ind (no lean)	11% (80)	16% (113)	7% (51)	3% (24)	40% (288)	23% (169)	725
PID: Rep (no lean)	12% (87)	20% (147)	9% (65)	4% (29)	41% (302)	15% (108)	738
PID/Gender: Dem Men	15% (56)	20% (74)	11% (38)	4% (13)	37% (134)	13% (47)	362
PID/Gender: Dem Women	13% (49)	18% (68)	2% (9)	2% (7)	43% (163)	21% (80)	376
PID/Gender: Ind Men	14% (49)	18% (63)	11% (38)	4% (15)	37% (128)	16% (54)	348
PID/Gender: Ind Women	8% (31)	13% (50)	3% (12)	2% (9)	43% (160)	30% (115)	377
PID/Gender: Rep Men	14% (48)	25% (89)	12% (41)	6% (20)	34% (118)	10% (34)	350
PID/Gender: Rep Women	10% (39)	15% (58)	6% (24)	2% (9)	47% (184)	19% (74)	388
Tea Party: Supporter	20% (116)	20% (117)	8% (50)	3% (18)	38% (225)	11% (68)	595
Tea Party: Not Supporter	10% (154)	18% (282)	7% (112)	3% (54)	41% (656)	21% (329)	1587
Ideo: Liberal (1-3)	18% (122)	20% (136)	7% (50)	3% (20)	35% (238)	16% (110)	676
Ideo: Moderate (4)	11% (53)	20% (98)	9% (43)	5% (24)	41% (204)	16% (77)	499
Ideo: Conservative (5-7)	11% (86)	20% (152)	8% (64)	3% (20)	45% (353)	13% (105)	779
Educ: < College	11% (175)	16% (249)	8% (123)	3% (50)	40% (629)	22% (340)	1566
Educ: Bachelors degree	15% (64)	23% (94)	6% (24)	4% (16)	43% (180)	9% (38)	416
Educ: Post-grad	15% (33)	27% (60)	7% (16)	3% (7)	35% (77)	12% (25)	219

Continued on next page

Table BRD5_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
Adults	12% (272)	18% (402)	7% (163)	3% (73)	40% (886)	18% (404)	2200
Income: Under 50k	12% (149)	15% (194)	6% (81)	3% (41)	40% (510)	23% (288)	1264
Income: 50k-100k	13% (85)	21% (140)	9% (56)	4% (25)	41% (269)	12% (80)	655
Income: 100k+	13% (38)	24% (68)	9% (26)	2% (6)	38% (107)	13% (35)	281
Ethnicity: White	11% (195)	19% (339)	7% (121)	3% (55)	42% (738)	17% (302)	1750
Ethnicity: Hispanic	15% (48)	16% (53)	11% (37)	4% (14)	29% (95)	25% (82)	329
Ethnicity: Afr. Am.	20% (54)	14% (37)	11% (31)	2% (5)	32% (85)	21% (56)	268
Ethnicity: Other	12% (22)	15% (27)	6% (12)	7% (12)	34% (63)	25% (46)	182
Relig: Protestant	12% (69)	21% (119)	5% (31)	4% (22)	43% (249)	14% (82)	572
Relig: Roman Catholic	14% (62)	21% (93)	11% (47)	3% (12)	38% (172)	14% (62)	448
Relig: Ath./Agn./None	12% (76)	16% (100)	6% (41)	2% (14)	39% (243)	24% (150)	625
Relig: Something Else	10% (34)	17% (55)	8% (27)	4% (13)	41% (135)	20% (65)	329
Relig: Jewish	1% (0)	18% (8)	10% (4)	2% (1)	51% (21)	17% (7)	42
Relig: Evangelical	16% (102)	19% (122)	8% (49)	4% (26)	37% (236)	16% (104)	639
Relig: Non-Evang. Catholics	10% (58)	21% (125)	8% (46)	3% (19)	45% (269)	14% (83)	600
Relig: All Christian	13% (160)	20% (247)	8% (95)	4% (45)	41% (504)	15% (187)	1239
Relig: All Non-Christian	12% (110)	16% (155)	7% (68)	3% (27)	40% (379)	23% (215)	954
Community: Urban	18% (108)	19% (111)	9% (53)	3% (16)	33% (194)	19% (115)	596
Community: Suburban	10% (96)	19% (183)	6% (60)	4% (36)	44% (415)	17% (161)	951
Community: Rural	10% (68)	17% (109)	8% (50)	3% (21)	42% (277)	20% (127)	652
Employ: Private Sector	16% (113)	22% (149)	11% (74)	4% (25)	35% (239)	13% (88)	687
Employ: Government	15% (20)	26% (35)	7% (10)	2% (3)	34% (46)	15% (20)	133
Employ: Self-Employed	21% (47)	12% (26)	11% (24)	2% (4)	42% (92)	12% (26)	220
Employ: Homemaker	9% (16)	16% (29)	2% (4)	2% (3)	45% (83)	27% (50)	186
Employ: Student	12% (12)	16% (16)	13% (13)	4% (4)	28% (27)	26% (25)	95
Employ: Retired	6% (30)	19% (90)	4% (17)	3% (15)	52% (245)	16% (77)	473
Employ: Unemployed	10% (24)	14% (33)	6% (14)	3% (7)	35% (83)	32% (74)	235
Employ: Other	6% (10)	15% (25)	4% (7)	7% (12)	42% (72)	26% (44)	171

Continued on next page

Table BRD5_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
Adults	12% (272)	18% (402)	7% (163)	3% (73)	40% (886)	18% (404)	2200
Job Type: White-collar	13% (97)	21% (153)	9% (64)	4% (27)	41% (298)	11% (82)	723
Job Type: Blue-collar	13% (127)	20% (195)	7% (66)	4% (35)	42% (413)	15% (146)	981
Job Type: Don't Know	10% (47)	11% (55)	7% (33)	2% (11)	35% (175)	35% (176)	496
Military HH: Yes	17% (68)	21% (82)	5% (20)	2% (8)	39% (156)	15% (61)	395
Military HH: No	11% (204)	18% (320)	8% (143)	4% (65)	40% (730)	19% (343)	1805
RD/WT: Right Direction	15% (143)	18% (171)	8% (77)	4% (36)	38% (350)	16% (151)	928
RD/WT: Wrong Track	10% (129)	18% (232)	7% (86)	3% (37)	42% (536)	20% (253)	1272
Obama Job: Approve	17% (181)	20% (213)	9% (92)	3% (31)	37% (392)	15% (162)	1070
Obama Job: Disapprove	9% (79)	19% (172)	7% (61)	4% (35)	48% (445)	14% (125)	917
#1 Issue: Economy	11% (75)	18% (120)	8% (57)	3% (20)	47% (317)	13% (88)	677
#1 Issue: Security	16% (68)	18% (76)	10% (43)	4% (16)	39% (167)	13% (57)	426
#1 Issue: Health Care	11% (40)	20% (76)	6% (22)	2% (8)	37% (140)	25% (94)	382
#1 Issue: Medicare / Social Security	10% (27)	20% (57)	4% (11)	6% (17)	42% (118)	18% (52)	282
#1 Issue: Women's Issues	14% (18)	23% (29)	6% (7)	2% (3)	30% (38)	26% (33)	128
#1 Issue: Education	19% (23)	16% (20)	10% (12)	2% (3)	30% (37)	23% (28)	123
#1 Issue: Energy	20% (16)	18% (15)	12% (10)	8% (7)	30% (25)	12% (10)	83
#1 Issue: Other	4% (4)	9% (8)	1% (1)	— (0)	44% (44)	42% (42)	99
2016 Vote: Democrat Hillary Clinton	13% (94)	21% (151)	7% (48)	3% (19)	41% (290)	16% (112)	713
2016 Vote: Republican Donald Trump	13% (104)	20% (158)	7% (54)	4% (35)	42% (339)	14% (115)	805
2016 Vote: Someone else	7% (12)	22% (37)	9% (16)	2% (3)	41% (69)	20% (33)	169
2012 Vote: Barack Obama	14% (120)	20% (169)	7% (57)	3% (23)	43% (362)	14% (117)	846
2012 Vote: Mitt Romney	10% (65)	21% (134)	6% (41)	3% (20)	45% (285)	13% (85)	630
2012 Vote: Other	7% (6)	13% (11)	8% (7)	4% (4)	45% (39)	22% (19)	85
2012 Vote: Didn't Vote	13% (82)	14% (89)	9% (58)	4% (26)	31% (200)	29% (183)	638

Continued on next page

Table BRD5_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
Adults	12% (272)	18% (402)	7% (163)	3% (73)	40% (886)	18% (404)	2200
4-Region: Northeast	13% (51)	19% (75)	9% (34)	3% (11)	36% (145)	21% (84)	401
4-Region: Midwest	10% (46)	19% (91)	8% (40)	3% (15)	47% (220)	13% (62)	473
4-Region: South	14% (115)	18% (148)	8% (64)	3% (28)	38% (306)	19% (153)	814
4-Region: West	12% (59)	17% (89)	5% (25)	4% (19)	42% (214)	21% (105)	511
Trump: Fav	13% (142)	19% (206)	8% (90)	4% (43)	42% (445)	13% (140)	1068
Trump: Unfav	11% (107)	18% (173)	7% (70)	2% (22)	41% (387)	20% (191)	950
Trump: DK/NO	12% (22)	13% (23)	2% (3)	4% (7)	29% (54)	40% (73)	182
Registered Voters (Unweighted)	12% (265)	20% (433)	7% (150)	3% (73)	43% (936)	16% (343)	2200

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

Table BRD5_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
Adults	23% (499)	22% (484)	6% (121)	3% (71)	30% (661)	17% (364)	2200
Gender: Male	27% (290)	27% (284)	7% (77)	4% (46)	24% (253)	10% (109)	1059
Gender: Female	18% (209)	18% (201)	4% (44)	2% (24)	36% (408)	22% (256)	1141
Age: 18-29	30% (150)	17% (85)	8% (39)	7% (34)	17% (85)	21% (103)	496
Age: 30-44	25% (135)	23% (124)	7% (35)	3% (16)	28% (150)	15% (79)	539
Age: 45-54	19% (75)	23% (93)	5% (21)	3% (12)	36% (142)	14% (55)	398
Age: 55-64	18% (67)	24% (88)	3% (12)	1% (3)	36% (132)	18% (66)	369
Age: 65+	18% (73)	24% (95)	3% (14)	1% (5)	38% (150)	15% (61)	398
PID: Dem (no lean)	23% (171)	22% (159)	6% (42)	3% (23)	31% (227)	16% (116)	737
PID: Ind (no lean)	21% (154)	20% (148)	4% (31)	4% (31)	29% (211)	21% (150)	725
PID: Rep (no lean)	24% (174)	24% (178)	7% (48)	2% (17)	30% (224)	13% (97)	738
PID/Gender: Dem Men	26% (94)	28% (100)	8% (28)	4% (16)	24% (85)	11% (39)	362
PID/Gender: Dem Women	21% (77)	16% (58)	4% (14)	2% (7)	38% (142)	21% (78)	376
PID/Gender: Ind Men	27% (95)	23% (81)	7% (23)	6% (19)	24% (85)	13% (44)	348
PID/Gender: Ind Women	16% (59)	18% (67)	2% (8)	3% (12)	33% (125)	28% (106)	377
PID/Gender: Rep Men	29% (102)	29% (102)	8% (27)	3% (11)	24% (83)	7% (26)	350
PID/Gender: Rep Women	19% (73)	20% (76)	6% (22)	1% (6)	36% (141)	18% (72)	388
Tea Party: Supporter	30% (178)	23% (138)	7% (40)	4% (22)	27% (160)	9% (56)	595
Tea Party: Not Supporter	20% (320)	22% (343)	5% (79)	3% (48)	31% (495)	19% (302)	1587
Ideo: Liberal (1-3)	25% (168)	23% (155)	8% (53)	3% (23)	28% (187)	13% (90)	676
Ideo: Moderate (4)	25% (127)	21% (107)	5% (23)	2% (12)	32% (158)	15% (72)	499
Ideo: Conservative (5-7)	22% (172)	25% (197)	5% (40)	4% (28)	32% (248)	12% (94)	779
Educ: < College	22% (349)	19% (302)	5% (85)	3% (52)	30% (473)	19% (305)	1566
Educ: Bachelors degree	24% (101)	29% (122)	5% (21)	3% (11)	30% (126)	8% (35)	416
Educ: Post-grad	22% (49)	28% (60)	7% (15)	4% (8)	29% (63)	11% (24)	219

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Table BRD5_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
Adults	23% (499)	22% (484)	6% (121)	3% (71)	30% (661)	17% (364)	2200
Income: Under 50k	21% (267)	19% (236)	5% (61)	4% (53)	30% (382)	21% (265)	1264
Income: 50k-100k	26% (170)	25% (166)	6% (41)	2% (13)	30% (196)	11% (69)	655
Income: 100k+	22% (62)	29% (82)	7% (19)	2% (5)	30% (83)	11% (30)	281
Ethnicity: White	21% (363)	23% (410)	6% (97)	3% (50)	32% (556)	16% (274)	1750
Ethnicity: Hispanic	23% (77)	18% (58)	11% (36)	5% (17)	20% (64)	23% (77)	329
Ethnicity: Afr. Am.	35% (93)	18% (48)	5% (13)	3% (9)	22% (58)	18% (48)	268
Ethnicity: Other	24% (43)	15% (27)	7% (12)	7% (12)	26% (47)	23% (42)	182
Relig: Protestant	21% (117)	27% (152)	5% (29)	3% (15)	33% (187)	13% (72)	572
Relig: Roman Catholic	26% (115)	25% (111)	8% (34)	3% (12)	27% (122)	12% (54)	448
Relig: Ath./Agn./None	23% (147)	19% (119)	4% (25)	4% (24)	29% (183)	20% (127)	625
Relig: Something Else	19% (61)	21% (68)	5% (18)	5% (16)	30% (100)	20% (66)	329
Relig: Jewish	11% (5)	28% (12)	3% (1)	1% (1)	38% (16)	17% (7)	42
Relig: Evangelical	25% (158)	22% (141)	8% (49)	2% (14)	29% (185)	14% (92)	639
Relig: Non-Evang. Catholics	22% (131)	26% (156)	5% (29)	3% (17)	32% (190)	13% (77)	600
Relig: All Christian	23% (289)	24% (297)	6% (78)	3% (31)	30% (375)	14% (169)	1239
Relig: All Non-Christian	22% (208)	20% (187)	4% (43)	4% (39)	30% (284)	20% (194)	954
Community: Urban	27% (158)	22% (128)	7% (40)	4% (23)	24% (144)	17% (103)	596
Community: Suburban	20% (189)	25% (237)	4% (42)	3% (27)	32% (304)	16% (151)	951
Community: Rural	23% (152)	18% (119)	6% (39)	3% (21)	33% (212)	17% (110)	652
Employ: Private Sector	27% (188)	27% (183)	9% (58)	2% (17)	25% (170)	10% (70)	687
Employ: Government	26% (35)	26% (35)	10% (13)	5% (6)	22% (30)	11% (14)	133
Employ: Self-Employed	33% (72)	13% (29)	3% (6)	7% (16)	32% (70)	12% (26)	220
Employ: Homemaker	14% (26)	19% (35)	3% (5)	1% (2)	36% (66)	27% (51)	186
Employ: Student	19% (18)	19% (18)	5% (5)	9% (9)	28% (26)	20% (19)	95
Employ: Retired	18% (86)	24% (113)	2% (10)	1% (6)	40% (189)	15% (69)	473
Employ: Unemployed	20% (48)	13% (31)	5% (13)	4% (10)	26% (62)	31% (73)	235
Employ: Other	15% (26)	23% (40)	7% (12)	2% (4)	28% (48)	24% (42)	171

Continued on next page

Table BRD5_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
Adults	23% (499)	22% (484)	6% (121)	3% (71)	30% (661)	17% (364)	2200
Job Type: White-collar	21% (155)	27% (197)	7% (50)	2% (18)	32% (233)	10% (70)	723
Job Type: Blue-collar	24% (234)	23% (230)	5% (54)	3% (32)	31% (304)	13% (127)	981
Job Type: Don't Know	22% (109)	11% (57)	4% (18)	4% (20)	25% (124)	34% (167)	496
Military HH: Yes	26% (102)	22% (88)	8% (33)	3% (10)	28% (109)	13% (53)	395
Military HH: No	22% (397)	22% (396)	5% (88)	3% (60)	31% (551)	17% (311)	1805
RD/WT: Right Direction	25% (233)	23% (215)	7% (62)	3% (29)	27% (253)	15% (137)	928
RD/WT: Wrong Track	21% (266)	21% (270)	5% (59)	3% (42)	32% (408)	18% (228)	1272
Obama Job: Approve	26% (280)	22% (238)	6% (64)	3% (36)	29% (315)	13% (137)	1070
Obama Job: Disapprove	21% (197)	25% (230)	5% (46)	3% (28)	32% (298)	13% (117)	917
#1 Issue: Economy	24% (165)	24% (162)	5% (33)	3% (17)	32% (218)	12% (81)	677
#1 Issue: Security	25% (107)	24% (101)	7% (29)	5% (19)	28% (120)	12% (50)	426
#1 Issue: Health Care	18% (68)	23% (88)	3% (10)	3% (11)	30% (115)	23% (90)	382
#1 Issue: Medicare / Social Security	22% (62)	21% (59)	8% (22)	3% (9)	30% (84)	16% (45)	282
#1 Issue: Women's Issues	18% (23)	14% (18)	10% (12)	5% (6)	31% (40)	22% (29)	128
#1 Issue: Education	34% (42)	23% (28)	3% (3)	3% (3)	19% (24)	19% (23)	123
#1 Issue: Energy	26% (22)	21% (18)	11% (9)	3% (2)	26% (22)	13% (11)	83
#1 Issue: Other	10% (10)	11% (11)	2% (2)	2% (2)	39% (38)	37% (37)	99
2016 Vote: Democrat Hillary Clinton	22% (160)	23% (163)	4% (31)	4% (26)	33% (233)	14% (101)	713
2016 Vote: Republican Donald Trump	25% (199)	24% (197)	6% (51)	3% (21)	29% (235)	13% (102)	805
2016 Vote: Someone else	20% (33)	26% (44)	5% (9)	1% (2)	30% (50)	18% (30)	169
2012 Vote: Barack Obama	23% (195)	23% (198)	5% (46)	3% (25)	32% (273)	13% (109)	846
2012 Vote: Mitt Romney	22% (139)	26% (163)	6% (37)	2% (11)	33% (205)	12% (74)	630
2012 Vote: Other	20% (17)	18% (15)	2% (2)	4% (4)	33% (28)	22% (19)	85
2012 Vote: Didn't Vote	23% (147)	17% (108)	6% (36)	5% (31)	24% (155)	25% (162)	638

Continued on next page

Table BRD5_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
Adults	23% (499)	22% (484)	6% (121)	3% (71)	30% (661)	17% (364)	2200
4-Region: Northeast	26% (103)	23% (92)	6% (23)	2% (6)	26% (104)	18% (72)	401
4-Region: Midwest	22% (102)	25% (116)	5% (24)	3% (13)	34% (162)	12% (55)	473
4-Region: South	23% (188)	20% (166)	6% (50)	3% (25)	29% (239)	18% (146)	814
4-Region: West	21% (105)	22% (110)	5% (23)	5% (26)	30% (155)	18% (91)	511
Trump: Fav	26% (276)	24% (257)	6% (59)	3% (30)	30% (315)	12% (130)	1068
Trump: Unfav	20% (194)	21% (202)	5% (48)	3% (31)	32% (307)	18% (167)	950
Trump: DK/NO	16% (28)	14% (25)	8% (14)	5% (10)	21% (38)	37% (67)	182
Registered Voters (Unweighted)	22% (488)	24% (518)	5% (116)	3% (67)	32% (701)	14% (310)	2200

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

Table BRD5_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
Adults	14% (313)	16% (354)	6% (142)	2% (54)	43% (945)	18% (391)	2200
Gender: Male	19% (196)	20% (208)	9% (99)	3% (35)	38% (400)	11% (121)	1059
Gender: Female	10% (117)	13% (146)	4% (43)	2% (19)	48% (545)	24% (270)	1141
Age: 18-29	21% (102)	14% (71)	7% (34)	4% (21)	32% (159)	22% (109)	496
Age: 30-44	17% (93)	17% (92)	8% (43)	2% (11)	40% (218)	15% (82)	539
Age: 45-54	14% (54)	15% (58)	8% (33)	2% (9)	45% (181)	16% (64)	398
Age: 55-64	7% (25)	18% (65)	5% (18)	2% (8)	48% (178)	21% (76)	369
Age: 65+	10% (40)	17% (68)	4% (14)	1% (6)	53% (210)	15% (60)	398
PID: Dem (no lean)	18% (132)	14% (105)	7% (50)	3% (19)	42% (307)	17% (124)	737
PID: Ind (no lean)	9% (68)	16% (116)	6% (41)	2% (15)	45% (325)	22% (161)	725
PID: Rep (no lean)	15% (113)	18% (133)	7% (51)	3% (20)	43% (314)	14% (107)	738
PID/Gender: Dem Men	22% (80)	16% (58)	10% (35)	4% (13)	37% (135)	11% (42)	362
PID/Gender: Dem Women	14% (53)	13% (47)	4% (15)	2% (7)	46% (172)	22% (83)	376
PID/Gender: Ind Men	12% (43)	21% (72)	9% (31)	2% (8)	40% (140)	16% (54)	348
PID/Gender: Ind Women	7% (25)	12% (44)	3% (11)	2% (7)	49% (184)	28% (107)	377
PID/Gender: Rep Men	21% (73)	22% (78)	10% (34)	4% (14)	36% (125)	7% (26)	350
PID/Gender: Rep Women	10% (40)	14% (55)	4% (17)	1% (6)	49% (189)	21% (81)	388
Tea Party: Supporter	22% (131)	17% (102)	6% (38)	2% (12)	42% (247)	11% (65)	595
Tea Party: Not Supporter	11% (181)	16% (249)	7% (103)	3% (42)	44% (692)	20% (319)	1587
Ideo: Liberal (1-3)	18% (123)	16% (109)	7% (48)	1% (9)	42% (282)	15% (104)	676
Ideo: Moderate (4)	13% (67)	17% (83)	9% (44)	3% (16)	43% (214)	15% (75)	499
Ideo: Conservative (5-7)	14% (108)	19% (146)	5% (39)	3% (23)	47% (363)	13% (99)	779
Educ: < College	14% (213)	14% (215)	7% (103)	3% (42)	43% (667)	21% (326)	1566
Educ: Bachelors degree	15% (62)	21% (88)	6% (26)	2% (7)	46% (191)	10% (42)	416
Educ: Post-grad	18% (38)	23% (50)	6% (14)	2% (5)	40% (87)	11% (23)	219

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Table BRD5_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
Adults	14% (313)	16% (354)	6% (142)	2% (54)	43% (945)	18% (391)	2200
Income: Under 50k	14% (171)	14% (175)	6% (78)	3% (33)	42% (529)	22% (279)	1264
Income: 50k-100k	15% (99)	19% (127)	6% (38)	2% (16)	45% (297)	12% (78)	655
Income: 100k+	16% (44)	18% (52)	9% (26)	2% (6)	42% (119)	12% (34)	281
Ethnicity: White	13% (220)	17% (296)	6% (105)	2% (40)	45% (785)	17% (304)	1750
Ethnicity: Hispanic	18% (59)	12% (40)	11% (36)	1% (4)	37% (121)	21% (71)	329
Ethnicity: Afr. Am.	24% (65)	12% (32)	7% (19)	4% (11)	34% (92)	18% (49)	268
Ethnicity: Other	16% (28)	14% (26)	10% (18)	2% (3)	38% (68)	21% (38)	182
Relig: Protestant	14% (80)	21% (120)	5% (30)	1% (7)	45% (258)	13% (77)	572
Relig: Roman Catholic	18% (80)	18% (80)	8% (37)	4% (16)	39% (177)	13% (57)	448
Relig: Ath./Agn./None	13% (83)	12% (73)	8% (48)	2% (10)	44% (274)	22% (137)	625
Relig: Something Else	11% (37)	15% (51)	3% (11)	4% (13)	45% (150)	20% (67)	329
Relig: Jewish	8% (3)	25% (10)	3% (1)	2% (1)	45% (19)	17% (7)	42
Relig: Evangelical	16% (105)	18% (118)	7% (45)	3% (16)	38% (246)	17% (109)	639
Relig: Non-Evang. Catholics	14% (86)	19% (112)	6% (38)	2% (15)	46% (273)	13% (77)	600
Relig: All Christian	15% (191)	19% (230)	7% (83)	3% (31)	42% (519)	15% (186)	1239
Relig: All Non-Christian	13% (120)	13% (123)	6% (59)	2% (23)	44% (424)	21% (205)	954
Community: Urban	18% (107)	18% (110)	7% (43)	3% (15)	37% (222)	17% (100)	596
Community: Suburban	12% (118)	15% (147)	7% (62)	3% (29)	46% (433)	17% (163)	951
Community: Rural	14% (89)	15% (97)	6% (38)	2% (10)	45% (290)	20% (128)	652
Employ: Private Sector	18% (124)	22% (153)	8% (56)	3% (17)	38% (259)	11% (78)	687
Employ: Government	18% (24)	20% (27)	15% (20)	2% (3)	30% (40)	14% (19)	133
Employ: Self-Employed	18% (40)	15% (33)	5% (11)	2% (4)	47% (104)	13% (29)	220
Employ: Homemaker	13% (24)	12% (22)	3% (5)	2% (4)	44% (81)	27% (49)	186
Employ: Student	9% (9)	13% (13)	9% (9)	5% (5)	35% (34)	28% (26)	95
Employ: Retired	8% (37)	15% (71)	3% (16)	3% (12)	56% (263)	16% (74)	473
Employ: Unemployed	13% (30)	9% (20)	8% (18)	2% (5)	40% (95)	28% (66)	235
Employ: Other	16% (27)	9% (15)	4% (7)	2% (4)	40% (69)	29% (49)	171

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Table BRD5_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
Adults	14% (313)	16% (354)	6% (142)	2% (54)	43% (945)	18% (391)	2200
Job Type: White-collar	16% (118)	21% (149)	7% (50)	2% (16)	44% (321)	10% (69)	723
Job Type: Blue-collar	13% (131)	16% (161)	7% (68)	2% (23)	46% (450)	15% (149)	981
Job Type: Don't Know	13% (64)	9% (44)	5% (24)	3% (16)	35% (175)	35% (174)	496
Military HH: Yes	16% (62)	18% (70)	7% (29)	2% (10)	43% (172)	13% (53)	395
Military HH: No	14% (251)	16% (284)	6% (113)	2% (44)	43% (774)	19% (338)	1805
RD/WT: Right Direction	19% (173)	19% (175)	6% (52)	3% (26)	38% (353)	16% (148)	928
RD/WT: Wrong Track	11% (140)	14% (179)	7% (90)	2% (28)	47% (592)	19% (243)	1272
Obama Job: Approve	18% (193)	17% (180)	8% (83)	2% (23)	41% (437)	14% (154)	1070
Obama Job: Disapprove	12% (108)	18% (161)	5% (44)	3% (26)	49% (450)	14% (127)	917
#1 Issue: Economy	15% (104)	14% (97)	7% (50)	3% (19)	48% (325)	12% (82)	677
#1 Issue: Security	14% (60)	20% (86)	4% (17)	3% (12)	45% (190)	14% (61)	426
#1 Issue: Health Care	12% (46)	15% (58)	8% (30)	1% (4)	39% (148)	25% (96)	382
#1 Issue: Medicare / Social Security	13% (38)	18% (51)	7% (19)	2% (7)	43% (120)	17% (49)	282
#1 Issue: Women's Issues	12% (16)	19% (25)	5% (7)	1% (2)	36% (47)	25% (32)	128
#1 Issue: Education	27% (33)	13% (16)	7% (8)	3% (4)	32% (39)	19% (23)	123
#1 Issue: Energy	19% (15)	15% (13)	11% (10)	1% (1)	41% (34)	13% (10)	83
#1 Issue: Other	2% (2)	9% (9)	2% (2)	6% (6)	44% (43)	38% (38)	99
2016 Vote: Democrat Hillary Clinton	15% (107)	17% (119)	8% (54)	3% (22)	43% (304)	15% (108)	713
2016 Vote: Republican Donald Trump	16% (129)	18% (145)	5% (41)	2% (17)	45% (360)	14% (114)	805
2016 Vote: Someone else	5% (9)	18% (31)	6% (10)	2% (4)	47% (80)	20% (34)	169
2012 Vote: Barack Obama	17% (144)	16% (137)	8% (67)	2% (18)	43% (364)	14% (116)	846
2012 Vote: Mitt Romney	11% (71)	20% (123)	5% (30)	3% (19)	49% (306)	13% (80)	630
2012 Vote: Other	7% (6)	15% (13)	7% (6)	3% (2)	43% (37)	25% (21)	85
2012 Vote: Didn't Vote	14% (93)	13% (80)	6% (39)	2% (15)	37% (238)	27% (174)	638

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Table BRD5_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
Adults	14% (313)	16% (354)	6% (142)	2% (54)	43% (945)	18% (391)	2200
4-Region: Northeast	17% (66)	17% (67)	6% (25)	3% (10)	38% (153)	20% (80)	401
4-Region: Midwest	12% (57)	16% (73)	7% (35)	3% (13)	49% (233)	13% (61)	473
4-Region: South	16% (127)	16% (128)	7% (59)	2% (18)	39% (317)	20% (164)	814
4-Region: West	12% (63)	17% (85)	4% (23)	2% (13)	47% (242)	17% (86)	511
Trump: Fav	17% (177)	18% (191)	6% (63)	3% (33)	43% (456)	14% (148)	1068
Trump: Unfav	12% (115)	15% (140)	7% (69)	2% (19)	46% (435)	18% (173)	950
Trump: DK/NO	12% (22)	12% (22)	6% (10)	1% (2)	30% (55)	39% (71)	182
Registered Voters (Unweighted)	14% (298)	18% (399)	6% (124)	2% (55)	45% (988)	15% (336)	2200

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

Table BRD5_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
Adults	18% (406)	23% (499)	4% (89)	3% (58)	35% (768)	17% (380)	2200
Gender: Male	23% (246)	25% (268)	7% (71)	3% (32)	30% (313)	12% (129)	1059
Gender: Female	14% (159)	20% (231)	2% (18)	2% (27)	40% (455)	22% (251)	1141
Age: 18-29	23% (114)	25% (125)	4% (22)	3% (17)	21% (103)	23% (115)	496
Age: 30-44	26% (138)	23% (126)	5% (25)	3% (16)	29% (158)	14% (77)	539
Age: 45-54	19% (75)	19% (74)	4% (17)	4% (18)	39% (155)	15% (59)	398
Age: 55-64	8% (30)	26% (96)	3% (12)	1% (4)	42% (156)	19% (72)	369
Age: 65+	12% (48)	20% (78)	4% (14)	1% (4)	49% (196)	15% (58)	398
PID: Dem (no lean)	20% (150)	22% (160)	5% (37)	3% (24)	33% (246)	16% (121)	737
PID: Ind (no lean)	15% (111)	23% (167)	3% (20)	2% (14)	35% (252)	22% (161)	725
PID: Rep (no lean)	20% (146)	23% (171)	4% (32)	3% (21)	37% (271)	13% (97)	738
PID/Gender: Dem Men	26% (93)	22% (79)	8% (30)	3% (12)	28% (101)	13% (45)	362
PID/Gender: Dem Women	15% (56)	22% (81)	2% (7)	3% (11)	39% (145)	20% (76)	376
PID/Gender: Ind Men	19% (67)	28% (96)	4% (15)	2% (6)	31% (108)	16% (55)	348
PID/Gender: Ind Women	12% (44)	19% (71)	1% (5)	2% (8)	38% (144)	28% (106)	377
PID/Gender: Rep Men	25% (86)	26% (93)	7% (25)	4% (13)	30% (105)	8% (28)	350
PID/Gender: Rep Women	15% (60)	20% (79)	2% (7)	2% (8)	43% (166)	18% (69)	388
Tea Party: Supporter	23% (138)	25% (151)	4% (26)	3% (20)	34% (205)	9% (56)	595
Tea Party: Not Supporter	17% (266)	22% (344)	4% (63)	2% (38)	35% (558)	20% (318)	1587
Ideo: Liberal (1-3)	23% (155)	24% (161)	5% (37)	3% (20)	29% (196)	16% (106)	676
Ideo: Moderate (4)	19% (95)	23% (113)	5% (25)	3% (13)	36% (179)	15% (75)	499
Ideo: Conservative (5-7)	18% (137)	26% (202)	3% (22)	2% (19)	40% (309)	12% (91)	779
Educ: < College	18% (280)	20% (320)	4% (59)	3% (44)	35% (542)	20% (320)	1566
Educ: Bachelors degree	18% (76)	29% (119)	5% (19)	2% (10)	37% (155)	9% (36)	416
Educ: Post-grad	23% (49)	27% (60)	5% (11)	2% (4)	33% (71)	11% (23)	219

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Table BRD5_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
Adults	18% (406)	23% (499)	4% (89)	3% (58)	35% (768)	17% (380)	2200
Income: Under 50k	16% (206)	21% (267)	4% (46)	3% (35)	35% (438)	22% (272)	1264
Income: 50k-100k	21% (136)	25% (166)	4% (26)	2% (16)	36% (239)	11% (72)	655
Income: 100k+	23% (63)	23% (66)	6% (18)	3% (7)	33% (91)	13% (35)	281
Ethnicity: White	17% (294)	23% (398)	4% (71)	3% (47)	38% (663)	16% (277)	1750
Ethnicity: Hispanic	22% (73)	21% (68)	5% (17)	3% (10)	25% (84)	24% (78)	329
Ethnicity: Afr. Am.	26% (71)	23% (63)	5% (14)	3% (8)	22% (59)	20% (54)	268
Ethnicity: Other	22% (41)	21% (38)	3% (5)	2% (4)	25% (46)	27% (48)	182
Relig: Protestant	18% (101)	27% (153)	3% (15)	2% (13)	38% (216)	13% (75)	572
Relig: Roman Catholic	17% (77)	28% (126)	7% (33)	1% (6)	33% (149)	13% (58)	448
Relig: Ath./Agn./None	17% (108)	18% (115)	4% (25)	3% (17)	35% (220)	22% (139)	625
Relig: Something Else	17% (57)	22% (73)	3% (11)	3% (11)	35% (117)	19% (61)	329
Relig: Jewish	12% (5)	28% (12)	3% (1)	7% (3)	31% (13)	19% (8)	42
Relig: Evangelical	24% (151)	23% (149)	4% (24)	3% (19)	32% (201)	15% (96)	639
Relig: Non-Evang. Catholics	14% (85)	27% (162)	5% (29)	2% (11)	38% (229)	14% (83)	600
Relig: All Christian	19% (236)	25% (311)	4% (53)	2% (30)	35% (431)	14% (179)	1239
Relig: All Non-Christian	17% (165)	20% (188)	4% (36)	3% (28)	35% (336)	21% (200)	954
Community: Urban	23% (139)	24% (143)	5% (27)	2% (14)	28% (167)	18% (106)	596
Community: Suburban	16% (148)	23% (222)	4% (37)	3% (26)	38% (366)	16% (153)	951
Community: Rural	18% (119)	20% (133)	4% (26)	3% (18)	36% (235)	19% (121)	652
Employ: Private Sector	23% (160)	28% (194)	6% (45)	3% (24)	27% (187)	11% (79)	687
Employ: Government	24% (32)	31% (41)	7% (10)	1% (2)	22% (29)	15% (20)	133
Employ: Self-Employed	24% (52)	21% (47)	2% (5)	2% (5)	39% (86)	11% (24)	220
Employ: Homemaker	13% (23)	19% (34)	1% (2)	2% (4)	39% (73)	27% (49)	186
Employ: Student	19% (18)	23% (22)	4% (4)	4% (4)	27% (26)	22% (21)	95
Employ: Retired	11% (53)	19% (91)	4% (17)	2% (7)	50% (236)	14% (68)	473
Employ: Unemployed	15% (35)	18% (43)	2% (5)	2% (6)	32% (74)	31% (72)	235
Employ: Other	19% (32)	16% (28)	1% (2)	4% (6)	34% (58)	27% (46)	171

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Table BRD5_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
Adults	18% (406)	23% (499)	4% (89)	3% (58)	35% (768)	17% (380)	2200
Job Type: White-collar	20% (144)	27% (193)	5% (37)	4% (27)	35% (254)	9% (68)	723
Job Type: Blue-collar	20% (192)	23% (226)	4% (41)	2% (17)	37% (358)	15% (145)	981
Job Type: Don't Know	14% (69)	16% (79)	2% (11)	3% (14)	31% (156)	34% (166)	496
Military HH: Yes	23% (91)	21% (84)	4% (15)	3% (11)	35% (140)	14% (55)	395
Military HH: No	17% (315)	23% (414)	4% (74)	3% (48)	35% (629)	18% (325)	1805
RD/WT: Right Direction	22% (204)	22% (200)	6% (54)	4% (32)	32% (297)	15% (139)	928
RD/WT: Wrong Track	16% (201)	23% (299)	3% (35)	2% (26)	37% (471)	19% (240)	1272
Obama Job: Approve	22% (238)	24% (260)	5% (53)	3% (27)	32% (341)	14% (150)	1070
Obama Job: Disapprove	16% (144)	23% (213)	3% (30)	3% (26)	42% (386)	13% (118)	917
#1 Issue: Economy	20% (138)	23% (154)	4% (28)	3% (18)	37% (254)	13% (85)	677
#1 Issue: Security	22% (93)	23% (97)	4% (16)	4% (19)	36% (153)	11% (48)	426
#1 Issue: Health Care	15% (58)	24% (93)	3% (11)	2% (9)	30% (114)	25% (96)	382
#1 Issue: Medicare / Social Security	16% (44)	23% (64)	3% (10)	1% (2)	40% (112)	17% (49)	282
#1 Issue: Women's Issues	17% (21)	19% (24)	3% (4)	2% (2)	34% (44)	25% (32)	128
#1 Issue: Education	23% (29)	28% (34)	8% (10)	2% (2)	21% (26)	18% (22)	123
#1 Issue: Energy	19% (16)	24% (20)	10% (9)	4% (4)	33% (28)	9% (8)	83
#1 Issue: Other	6% (6)	12% (12)	2% (2)	2% (2)	38% (38)	40% (39)	99
2016 Vote: Democrat Hillary Clinton	18% (129)	26% (185)	4% (30)	3% (19)	34% (244)	15% (106)	713
2016 Vote: Republican Donald Trump	19% (155)	24% (191)	4% (34)	3% (23)	37% (297)	13% (104)	805
2016 Vote: Someone else	13% (22)	26% (45)	2% (3)	1% (2)	36% (61)	21% (36)	169
2012 Vote: Barack Obama	19% (161)	25% (208)	4% (35)	3% (25)	36% (307)	13% (109)	846
2012 Vote: Mitt Romney	18% (112)	24% (149)	4% (25)	3% (16)	40% (251)	12% (77)	630
2012 Vote: Other	17% (14)	13% (11)	2% (2)	1% (1)	40% (34)	26% (22)	85
2012 Vote: Didn't Vote	19% (119)	20% (130)	4% (27)	2% (15)	28% (176)	27% (171)	638

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Table BRD5_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
Adults	18% (406)	23% (499)	4% (89)	3% (58)	35% (768)	17% (380)	2200
4-Region: Northeast	16% (64)	30% (121)	5% (18)	2% (7)	29% (116)	19% (74)	401
4-Region: Midwest	14% (69)	23% (109)	4% (19)	3% (14)	43% (203)	13% (59)	473
4-Region: South	22% (179)	20% (164)	5% (37)	3% (25)	32% (260)	18% (149)	814
4-Region: West	18% (94)	20% (104)	3% (14)	2% (12)	37% (190)	19% (97)	511
Trump: Fav	21% (220)	23% (246)	4% (41)	3% (31)	37% (396)	13% (134)	1068
Trump: Unfav	17% (160)	24% (225)	4% (42)	2% (21)	35% (330)	18% (172)	950
Trump: DK/NO	14% (26)	15% (28)	3% (6)	3% (6)	23% (42)	41% (74)	182
Registered Voters (Unweighted)	18% (392)	24% (538)	4% (88)	3% (59)	37% (804)	14% (319)	2200

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

Table BRD5_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
Adults	31% (688)	20% (451)	4% (87)	3% (59)	25% (560)	16% (355)	2200
Gender: Male	36% (377)	25% (262)	6% (62)	4% (39)	19% (204)	11% (115)	1059
Gender: Female	27% (311)	17% (189)	2% (26)	2% (20)	31% (356)	21% (240)	1141
Age: 18-29	33% (164)	16% (81)	8% (39)	5% (22)	18% (88)	20% (101)	496
Age: 30-44	35% (186)	21% (114)	3% (18)	4% (20)	22% (121)	15% (81)	539
Age: 45-54	32% (128)	21% (85)	3% (11)	2% (9)	28% (110)	14% (55)	398
Age: 55-64	27% (100)	20% (75)	4% (13)	1% (2)	31% (115)	17% (65)	369
Age: 65+	28% (111)	24% (96)	2% (7)	1% (5)	31% (125)	14% (54)	398
PID: Dem (no lean)	33% (244)	20% (147)	4% (32)	2% (17)	25% (185)	15% (112)	737
PID: Ind (no lean)	27% (194)	20% (142)	3% (22)	3% (23)	26% (192)	21% (153)	725
PID: Rep (no lean)	34% (250)	22% (162)	5% (33)	3% (19)	25% (183)	12% (90)	738
PID/Gender: Dem Men	37% (135)	23% (84)	6% (23)	2% (8)	19% (69)	12% (42)	362
PID/Gender: Dem Women	29% (109)	17% (63)	2% (9)	2% (9)	31% (116)	19% (70)	376
PID/Gender: Ind Men	30% (106)	24% (84)	5% (16)	5% (17)	22% (76)	14% (49)	348
PID/Gender: Ind Women	23% (88)	15% (57)	2% (6)	2% (6)	31% (117)	27% (103)	377
PID/Gender: Rep Men	39% (136)	27% (93)	6% (22)	4% (15)	17% (60)	7% (24)	350
PID/Gender: Rep Women	29% (114)	18% (69)	3% (11)	1% (4)	32% (123)	17% (67)	388
Tea Party: Supporter	36% (214)	24% (141)	6% (34)	3% (16)	24% (143)	8% (47)	595
Tea Party: Not Supporter	29% (467)	19% (308)	3% (53)	3% (43)	26% (415)	19% (301)	1587
Ideo: Liberal (1-3)	34% (227)	23% (153)	6% (38)	2% (13)	22% (150)	14% (95)	676
Ideo: Moderate (4)	33% (163)	19% (96)	3% (17)	3% (15)	27% (136)	14% (71)	499
Ideo: Conservative (5-7)	32% (250)	23% (176)	4% (28)	3% (21)	28% (220)	11% (83)	779
Educ: < College	31% (478)	17% (271)	4% (61)	3% (50)	26% (408)	19% (298)	1566
Educ: Bachelors degree	33% (137)	29% (119)	4% (16)	2% (8)	24% (101)	8% (35)	416
Educ: Post-grad	34% (73)	28% (60)	5% (10)	1% (2)	23% (51)	10% (22)	219

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Table BRD5_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
Adults	31% (688)	20% (451)	4% (87)	3% (59)	25% (560)	16% (355)	2200
Income: Under 50k	29% (367)	17% (221)	4% (51)	3% (39)	26% (329)	20% (257)	1264
Income: 50k-100k	36% (233)	23% (150)	4% (24)	2% (15)	26% (168)	10% (65)	655
Income: 100k+	31% (88)	28% (80)	4% (12)	2% (5)	22% (62)	12% (33)	281
Ethnicity: White	30% (529)	21% (374)	4% (65)	2% (43)	27% (478)	15% (261)	1750
Ethnicity: Hispanic	30% (99)	14% (48)	7% (24)	6% (21)	19% (64)	22% (74)	329
Ethnicity: Afr. Am.	41% (109)	19% (50)	3% (9)	3% (8)	17% (45)	17% (47)	268
Ethnicity: Other	28% (50)	14% (26)	7% (13)	5% (8)	20% (37)	26% (47)	182
Relig: Protestant	33% (191)	24% (136)	4% (21)	2% (12)	25% (145)	12% (68)	572
Relig: Roman Catholic	33% (150)	23% (104)	6% (29)	2% (10)	23% (101)	12% (54)	448
Relig: Ath./Agn./None	28% (173)	20% (123)	4% (24)	3% (16)	25% (159)	21% (130)	625
Relig: Something Else	28% (93)	18% (59)	3% (8)	3% (11)	30% (100)	18% (58)	329
Relig: Jewish	21% (9)	21% (9)	3% (1)	— (0)	37% (15)	17% (7)	42
Relig: Evangelical	35% (223)	20% (128)	4% (25)	3% (18)	24% (151)	15% (94)	639
Relig: Non-Evang. Catholics	32% (194)	23% (140)	5% (30)	2% (15)	25% (150)	12% (71)	600
Relig: All Christian	34% (418)	22% (268)	4% (54)	3% (32)	24% (301)	13% (166)	1239
Relig: All Non-Christian	28% (266)	19% (182)	3% (32)	3% (27)	27% (259)	20% (188)	954
Community: Urban	35% (210)	18% (106)	5% (29)	3% (19)	22% (133)	17% (99)	596
Community: Suburban	29% (275)	22% (214)	4% (36)	3% (29)	27% (258)	15% (140)	951
Community: Rural	31% (204)	20% (130)	3% (22)	2% (11)	26% (169)	18% (117)	652
Employ: Private Sector	36% (246)	23% (157)	6% (43)	4% (24)	22% (151)	10% (66)	687
Employ: Government	40% (53)	25% (33)	7% (9)	2% (2)	15% (20)	12% (16)	133
Employ: Self-Employed	38% (84)	21% (46)	3% (7)	4% (8)	26% (58)	8% (17)	220
Employ: Homemaker	20% (37)	22% (41)	1% (2)	1% (2)	29% (54)	27% (50)	186
Employ: Student	32% (30)	19% (18)	5% (5)	3% (3)	19% (18)	22% (21)	95
Employ: Retired	27% (130)	19% (92)	2% (10)	2% (8)	35% (163)	15% (70)	473
Employ: Unemployed	24% (57)	16% (37)	3% (7)	3% (8)	24% (57)	29% (69)	235
Employ: Other	30% (51)	16% (27)	2% (3)	3% (5)	23% (39)	27% (46)	171

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Table BRD5_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
Adults	31% (688)	20% (451)	4% (87)	3% (59)	25% (560)	16% (355)	2200
Job Type: White-collar	33% (236)	25% (182)	5% (35)	4% (26)	24% (176)	9% (68)	723
Job Type: Blue-collar	33% (328)	22% (213)	4% (39)	2% (17)	26% (258)	13% (127)	981
Job Type: Don't Know	25% (124)	11% (56)	3% (13)	3% (16)	25% (126)	32% (161)	496
Military HH: Yes	32% (127)	24% (95)	4% (16)	3% (11)	24% (97)	13% (50)	395
Military HH: No	31% (562)	20% (355)	4% (72)	3% (48)	26% (463)	17% (305)	1805
RD/WT: Right Direction	34% (315)	22% (203)	5% (43)	3% (29)	22% (208)	14% (130)	928
RD/WT: Wrong Track	29% (374)	19% (247)	3% (44)	2% (30)	28% (352)	18% (225)	1272
Obama Job: Approve	35% (377)	22% (236)	4% (41)	3% (32)	23% (243)	13% (140)	1070
Obama Job: Disapprove	30% (278)	22% (203)	4% (34)	2% (22)	30% (276)	11% (104)	917
#1 Issue: Economy	31% (213)	25% (169)	4% (24)	2% (13)	27% (183)	11% (75)	677
#1 Issue: Security	35% (148)	19% (80)	5% (23)	5% (23)	25% (105)	11% (48)	426
#1 Issue: Health Care	29% (109)	19% (74)	3% (11)	2% (8)	24% (91)	23% (89)	382
#1 Issue: Medicare / Social Security	33% (93)	18% (52)	3% (8)	2% (4)	28% (78)	17% (47)	282
#1 Issue: Women's Issues	27% (35)	11% (14)	5% (7)	3% (4)	31% (40)	23% (29)	128
#1 Issue: Education	35% (43)	24% (29)	8% (10)	2% (3)	15% (18)	17% (20)	123
#1 Issue: Energy	26% (22)	32% (26)	6% (5)	4% (4)	25% (21)	7% (6)	83
#1 Issue: Other	27% (26)	6% (6)	— (0)	1% (1)	24% (24)	42% (41)	99
2016 Vote: Democrat Hillary Clinton	30% (214)	21% (153)	5% (34)	3% (20)	27% (195)	14% (97)	713
2016 Vote: Republican Donald Trump	33% (266)	24% (190)	4% (29)	3% (25)	25% (201)	12% (93)	805
2016 Vote: Someone else	29% (49)	23% (39)	2% (3)	2% (4)	28% (47)	16% (28)	169
2012 Vote: Barack Obama	33% (278)	22% (185)	4% (34)	2% (21)	27% (227)	12% (100)	846
2012 Vote: Mitt Romney	33% (205)	24% (153)	3% (18)	2% (11)	27% (170)	11% (72)	630
2012 Vote: Other	32% (27)	14% (12)	2% (2)	2% (2)	27% (23)	23% (20)	85
2012 Vote: Didn't Vote	28% (177)	16% (100)	5% (33)	4% (25)	22% (140)	26% (163)	638

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Table BRD5_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
Adults	31% (688)	20% (451)	4% (87)	3% (59)	25% (560)	16% (355)	2200
4-Region: Northeast	33% (134)	24% (97)	3% (11)	2% (9)	21% (85)	16% (65)	401
4-Region: Midwest	34% (161)	19% (90)	3% (16)	3% (14)	28% (132)	12% (59)	473
4-Region: South	31% (254)	20% (159)	5% (41)	3% (23)	24% (197)	17% (139)	814
4-Region: West	27% (139)	20% (104)	4% (19)	2% (13)	28% (144)	18% (92)	511
Trump: Fav	36% (384)	22% (232)	3% (36)	3% (27)	25% (268)	11% (120)	1068
Trump: Unfav	28% (268)	21% (197)	5% (47)	2% (23)	27% (255)	17% (161)	950
Trump: DK/NO	20% (37)	11% (21)	3% (5)	5% (9)	20% (36)	41% (75)	182
Registered Voters (Unweighted)	31% (689)	23% (499)	4% (87)	2% (46)	26% (583)	13% (296)	2200

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

Table BRD5_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
Adults	11% (250)	12% (272)	6% (124)	6% (127)	47% (1030)	18% (397)	2200
Gender: Male	13% (134)	16% (164)	7% (75)	8% (82)	45% (473)	12% (130)	1059
Gender: Female	10% (116)	9% (107)	4% (48)	4% (45)	49% (558)	23% (267)	1141
Age: 18-29	21% (106)	17% (86)	7% (35)	5% (26)	27% (136)	21% (106)	496
Age: 30-44	16% (86)	15% (82)	6% (31)	6% (31)	41% (221)	16% (88)	539
Age: 45-54	6% (26)	12% (46)	6% (25)	7% (30)	52% (205)	17% (66)	398
Age: 55-64	5% (17)	9% (33)	5% (18)	5% (19)	56% (208)	20% (74)	369
Age: 65+	4% (15)	6% (25)	4% (15)	5% (20)	65% (260)	16% (63)	398
PID: Dem (no lean)	15% (113)	14% (101)	5% (38)	6% (42)	43% (319)	17% (125)	737
PID: Ind (no lean)	8% (60)	13% (97)	5% (36)	5% (38)	45% (326)	23% (168)	725
PID: Rep (no lean)	11% (78)	10% (73)	7% (50)	6% (47)	52% (386)	14% (104)	738
PID/Gender: Dem Men	15% (56)	17% (60)	6% (23)	6% (23)	42% (154)	13% (46)	362
PID/Gender: Dem Women	15% (57)	11% (41)	4% (15)	5% (19)	44% (165)	21% (79)	376
PID/Gender: Ind Men	8% (28)	16% (57)	7% (25)	8% (27)	44% (152)	17% (58)	348
PID/Gender: Ind Women	8% (32)	11% (40)	3% (11)	3% (11)	46% (174)	29% (111)	377
PID/Gender: Rep Men	14% (50)	13% (47)	8% (27)	9% (32)	48% (167)	8% (27)	350
PID/Gender: Rep Women	7% (27)	7% (27)	6% (23)	4% (15)	56% (219)	20% (77)	388
Tea Party: Supporter	18% (109)	14% (81)	6% (37)	7% (39)	44% (262)	11% (66)	595
Tea Party: Not Supporter	9% (138)	12% (190)	5% (86)	6% (87)	48% (762)	20% (324)	1587
Ideo: Liberal (1-3)	18% (118)	16% (111)	6% (43)	5% (35)	38% (259)	16% (110)	676
Ideo: Moderate (4)	9% (47)	14% (72)	6% (31)	6% (28)	48% (241)	16% (80)	499
Ideo: Conservative (5-7)	9% (68)	9% (74)	6% (45)	8% (58)	56% (440)	12% (95)	779
Educ: < College	11% (169)	11% (177)	6% (91)	5% (77)	46% (718)	21% (334)	1566
Educ: Bachelors degree	11% (47)	14% (60)	4% (18)	9% (38)	51% (212)	10% (40)	416
Educ: Post-grad	15% (34)	16% (34)	7% (15)	5% (12)	46% (101)	11% (23)	219

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Table BRD5_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
Adults	11% (250)	12% (272)	6% (124)	6% (127)	47% (1030)	18% (397)	2200
Income: Under 50k	11% (143)	11% (136)	6% (71)	5% (66)	44% (553)	23% (296)	1264
Income: 50k-100k	12% (81)	14% (92)	5% (32)	6% (41)	52% (343)	10% (66)	655
Income: 100k+	9% (26)	15% (43)	8% (21)	7% (20)	48% (135)	13% (36)	281
Ethnicity: White	10% (172)	12% (212)	5% (94)	5% (87)	51% (885)	17% (298)	1750
Ethnicity: Hispanic	14% (48)	19% (63)	4% (14)	9% (29)	31% (101)	23% (75)	329
Ethnicity: Afr. Am.	22% (60)	14% (37)	7% (18)	7% (19)	31% (84)	19% (51)	268
Ethnicity: Other	10% (18)	12% (22)	6% (12)	11% (21)	34% (61)	27% (48)	182
Relig: Protestant	10% (57)	11% (61)	6% (37)	6% (37)	52% (300)	14% (81)	572
Relig: Roman Catholic	12% (52)	15% (65)	7% (32)	5% (24)	48% (216)	13% (59)	448
Relig: Ath./Agn./None	12% (76)	14% (85)	4% (25)	5% (34)	42% (262)	23% (142)	625
Relig: Something Else	10% (32)	12% (41)	4% (13)	6% (20)	48% (158)	20% (66)	329
Relig: Jewish	1% (1)	10% (4)	11% (4)	5% (2)	56% (23)	17% (7)	42
Relig: Evangelical	14% (92)	11% (72)	8% (50)	6% (40)	43% (275)	17% (109)	639
Relig: Non-Evang. Catholics	8% (48)	12% (74)	6% (34)	5% (32)	55% (332)	13% (80)	600
Relig: All Christian	11% (140)	12% (146)	7% (84)	6% (73)	49% (607)	15% (189)	1239
Relig: All Non-Christian	11% (108)	13% (126)	4% (39)	6% (54)	44% (420)	22% (207)	954
Community: Urban	19% (112)	16% (94)	6% (36)	5% (32)	36% (213)	18% (110)	596
Community: Suburban	9% (86)	11% (101)	5% (47)	6% (62)	53% (502)	16% (154)	951
Community: Rural	8% (52)	12% (76)	6% (41)	5% (33)	48% (316)	21% (134)	652
Employ: Private Sector	15% (105)	17% (117)	8% (53)	6% (43)	42% (291)	11% (79)	687
Employ: Government	14% (19)	23% (31)	6% (8)	11% (15)	33% (44)	12% (16)	133
Employ: Self-Employed	20% (45)	13% (29)	3% (6)	3% (7)	47% (103)	14% (30)	220
Employ: Homemaker	7% (13)	5% (9)	7% (13)	4% (8)	47% (88)	30% (55)	186
Employ: Student	20% (19)	16% (15)	8% (8)	6% (5)	28% (27)	22% (21)	95
Employ: Retired	3% (14)	6% (27)	5% (22)	5% (25)	66% (310)	16% (75)	473
Employ: Unemployed	11% (26)	11% (26)	4% (9)	7% (17)	38% (89)	29% (69)	235
Employ: Other	5% (9)	11% (19)	3% (5)	5% (8)	46% (78)	30% (51)	171

Continued on next page

Table BRD5_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
Adults	11% (250)	12% (272)	6% (124)	6% (127)	47% (1030)	18% (397)	2200
Job Type: White-collar	13% (92)	13% (97)	5% (37)	8% (56)	50% (360)	11% (81)	723
Job Type: Blue-collar	11% (110)	12% (116)	6% (63)	5% (54)	50% (494)	15% (144)	981
Job Type: Don't Know	10% (48)	12% (59)	5% (23)	4% (18)	35% (176)	35% (172)	496
Military HH: Yes	13% (52)	11% (44)	8% (30)	7% (29)	48% (189)	13% (52)	395
Military HH: No	11% (198)	13% (228)	5% (94)	5% (98)	47% (841)	19% (345)	1805
RD/WT: Right Direction	14% (126)	14% (132)	6% (59)	6% (55)	44% (404)	16% (152)	928
RD/WT: Wrong Track	10% (124)	11% (140)	5% (65)	6% (72)	49% (626)	19% (246)	1272
Obama Job: Approve	17% (177)	16% (173)	6% (60)	5% (57)	41% (444)	15% (158)	1070
Obama Job: Disapprove	6% (53)	9% (85)	5% (50)	7% (67)	58% (535)	14% (127)	917
#1 Issue: Economy	10% (66)	13% (89)	5% (32)	5% (32)	55% (374)	12% (83)	677
#1 Issue: Security	15% (66)	11% (46)	6% (26)	7% (28)	47% (199)	14% (60)	426
#1 Issue: Health Care	7% (28)	10% (40)	6% (23)	7% (26)	44% (168)	25% (97)	382
#1 Issue: Medicare / Social Security	11% (31)	11% (32)	5% (14)	6% (17)	48% (136)	19% (53)	282
#1 Issue: Women's Issues	14% (18)	18% (23)	6% (8)	7% (9)	31% (40)	23% (30)	128
#1 Issue: Education	13% (16)	18% (22)	10% (12)	4% (4)	34% (42)	21% (25)	123
#1 Issue: Energy	18% (15)	22% (18)	8% (6)	10% (9)	35% (29)	8% (7)	83
#1 Issue: Other	10% (10)	2% (2)	1% (1)	2% (2)	43% (42)	42% (42)	99
2016 Vote: Democrat Hillary Clinton	14% (97)	15% (109)	6% (41)	5% (36)	45% (321)	15% (109)	713
2016 Vote: Republican Donald Trump	10% (84)	10% (80)	7% (53)	6% (52)	53% (425)	14% (110)	805
2016 Vote: Someone else	5% (9)	13% (23)	3% (5)	7% (11)	52% (88)	20% (34)	169
2012 Vote: Barack Obama	14% (119)	14% (119)	7% (55)	5% (45)	46% (390)	14% (118)	846
2012 Vote: Mitt Romney	6% (40)	10% (60)	5% (34)	8% (50)	57% (359)	14% (87)	630
2012 Vote: Other	3% (3)	17% (15)	5% (4)	5% (4)	47% (40)	23% (19)	85
2012 Vote: Didn't Vote	14% (89)	12% (78)	5% (31)	4% (27)	38% (241)	27% (173)	638

Continued on next page

Table BRD5_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
Adults	11% (250)	12% (272)	6% (124)	6% (127)	47% (1030)	18% (397)	2200
4-Region: Northeast	11% (44)	15% (61)	4% (15)	6% (24)	43% (173)	21% (84)	401
4-Region: Midwest	7% (34)	12% (56)	6% (30)	6% (26)	55% (261)	14% (67)	473
4-Region: South	14% (114)	12% (95)	6% (50)	5% (42)	44% (357)	19% (157)	814
4-Region: West	11% (58)	12% (61)	6% (29)	7% (34)	47% (240)	17% (89)	511
Trump: Fav	11% (120)	12% (131)	6% (64)	6% (69)	51% (542)	13% (142)	1068
Trump: Unfav	11% (107)	13% (123)	6% (53)	5% (51)	46% (435)	19% (181)	950
Trump: DK/NO	13% (23)	10% (18)	4% (7)	4% (7)	29% (53)	41% (74)	182
Registered Voters (Unweighted)	11% (232)	12% (270)	6% (127)	6% (124)	50% (1100)	16% (347)	2200

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

Table BRD5_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
Adults	13% (295)	13% (284)	8% (180)	8% (169)	40% (870)	18% (402)	2200
Gender: Male	18% (189)	16% (173)	10% (110)	10% (107)	33% (350)	12% (131)	1059
Gender: Female	9% (106)	10% (111)	6% (70)	5% (61)	46% (521)	24% (271)	1141
Age: 18-29	21% (104)	18% (91)	9% (44)	3% (17)	27% (136)	21% (105)	496
Age: 30-44	18% (99)	17% (90)	7% (36)	8% (44)	34% (184)	16% (86)	539
Age: 45-54	12% (47)	10% (40)	9% (37)	7% (30)	44% (176)	17% (69)	398
Age: 55-64	8% (28)	8% (31)	10% (36)	7% (26)	46% (170)	21% (79)	369
Age: 65+	4% (17)	8% (33)	7% (28)	13% (52)	51% (204)	16% (64)	398
PID: Dem (no lean)	16% (118)	13% (95)	9% (64)	6% (47)	38% (283)	18% (131)	737
PID: Ind (no lean)	9% (69)	14% (100)	7% (53)	6% (43)	42% (305)	21% (155)	725
PID: Rep (no lean)	15% (108)	12% (89)	8% (63)	11% (79)	38% (282)	16% (117)	738
PID/Gender: Dem Men	20% (73)	15% (53)	9% (33)	10% (35)	32% (115)	15% (54)	362
PID/Gender: Dem Women	12% (45)	11% (41)	8% (32)	3% (12)	45% (168)	20% (77)	376
PID/Gender: Ind Men	12% (42)	17% (58)	10% (36)	8% (27)	39% (135)	14% (49)	348
PID/Gender: Ind Women	7% (27)	11% (42)	4% (16)	4% (15)	45% (170)	28% (106)	377
PID/Gender: Rep Men	21% (74)	18% (61)	12% (41)	13% (45)	29% (100)	8% (29)	350
PID/Gender: Rep Women	9% (34)	7% (28)	6% (22)	9% (34)	47% (183)	23% (88)	388
Tea Party: Supporter	24% (143)	14% (83)	8% (47)	9% (52)	34% (204)	11% (65)	595
Tea Party: Not Supporter	9% (149)	13% (200)	8% (132)	7% (116)	42% (661)	21% (328)	1587
Ideo: Liberal (1-3)	17% (118)	15% (100)	10% (71)	6% (39)	36% (243)	15% (105)	676
Ideo: Moderate (4)	12% (58)	15% (76)	9% (43)	6% (32)	42% (211)	16% (80)	499
Ideo: Conservative (5-7)	13% (97)	12% (96)	8% (60)	11% (86)	43% (333)	14% (107)	779
Educ: < College	13% (202)	12% (186)	8% (122)	7% (105)	39% (608)	22% (342)	1566
Educ: Bachelors degree	12% (52)	17% (69)	9% (36)	11% (44)	43% (177)	9% (38)	416
Educ: Post-grad	19% (41)	13% (29)	10% (22)	9% (19)	39% (86)	10% (22)	219

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Table BRD5_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
Adults	13% (295)	13% (284)	8% (180)	8% (169)	40% (870)	18% (402)	2200
Income: Under 50k	13% (163)	11% (144)	9% (108)	6% (76)	39% (494)	22% (279)	1264
Income: 50k-100k	15% (101)	15% (97)	7% (48)	10% (63)	39% (256)	14% (89)	655
Income: 100k+	11% (32)	15% (42)	8% (23)	11% (30)	43% (120)	12% (34)	281
Ethnicity: White	12% (203)	12% (207)	8% (141)	9% (149)	43% (751)	17% (299)	1750
Ethnicity: Hispanic	17% (56)	14% (47)	9% (30)	9% (31)	24% (79)	26% (87)	329
Ethnicity: Afr. Am.	24% (64)	17% (47)	7% (18)	4% (10)	26% (70)	22% (59)	268
Ethnicity: Other	15% (28)	17% (31)	12% (21)	6% (10)	27% (49)	24% (43)	182
Relig: Protestant	13% (77)	12% (71)	9% (49)	9% (49)	42% (243)	15% (83)	572
Relig: Roman Catholic	13% (59)	13% (59)	11% (51)	12% (52)	36% (163)	14% (64)	448
Relig: Ath./Agn./None	12% (76)	12% (75)	6% (40)	7% (41)	40% (249)	23% (144)	625
Relig: Something Else	12% (39)	14% (45)	7% (22)	5% (16)	44% (144)	19% (64)	329
Relig: Jewish	1% (1)	5% (2)	11% (5)	9% (4)	54% (23)	19% (8)	42
Relig: Evangelical	18% (115)	14% (90)	8% (52)	8% (54)	36% (230)	15% (97)	639
Relig: Non-Evang. Catholics	10% (62)	12% (75)	11% (65)	10% (57)	41% (245)	16% (96)	600
Relig: All Christian	14% (177)	13% (165)	9% (117)	9% (112)	38% (475)	16% (193)	1239
Relig: All Non-Christian	12% (115)	12% (119)	6% (62)	6% (57)	41% (393)	22% (208)	954
Community: Urban	19% (113)	15% (92)	8% (47)	6% (34)	34% (201)	18% (109)	596
Community: Suburban	11% (100)	13% (124)	8% (76)	10% (96)	42% (402)	16% (154)	951
Community: Rural	13% (82)	10% (68)	9% (57)	6% (39)	41% (268)	21% (139)	652
Employ: Private Sector	17% (118)	18% (126)	11% (75)	8% (52)	33% (229)	13% (86)	687
Employ: Government	14% (18)	17% (22)	13% (17)	13% (17)	32% (42)	12% (16)	133
Employ: Self-Employed	22% (49)	12% (27)	5% (11)	6% (12)	41% (90)	14% (30)	220
Employ: Homemaker	6% (12)	11% (21)	7% (13)	6% (10)	42% (78)	27% (51)	186
Employ: Student	14% (13)	12% (11)	8% (8)	6% (6)	37% (35)	23% (22)	95
Employ: Retired	6% (28)	8% (38)	7% (31)	11% (52)	52% (247)	16% (77)	473
Employ: Unemployed	14% (32)	10% (24)	8% (18)	6% (13)	31% (73)	32% (75)	235
Employ: Other	14% (25)	9% (15)	3% (5)	3% (6)	44% (75)	26% (45)	171

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Table BRD5_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
Adults	13% (295)	13% (284)	8% (180)	8% (169)	40% (870)	18% (402)	2200
Job Type: White-collar	16% (114)	15% (107)	9% (65)	8% (58)	41% (295)	12% (84)	723
Job Type: Blue-collar	13% (131)	13% (129)	9% (84)	9% (89)	41% (399)	15% (149)	981
Job Type: Don't Know	10% (50)	10% (48)	6% (30)	4% (21)	36% (177)	34% (170)	496
Military HH: Yes	15% (58)	11% (44)	8% (33)	12% (46)	39% (155)	15% (59)	395
Military HH: No	13% (237)	13% (240)	8% (147)	7% (123)	40% (715)	19% (343)	1805
RD/WT: Right Direction	15% (143)	14% (128)	9% (81)	8% (75)	37% (343)	17% (159)	928
RD/WT: Wrong Track	12% (152)	12% (156)	8% (99)	7% (94)	41% (527)	19% (243)	1272
Obama Job: Approve	17% (186)	16% (171)	9% (97)	6% (63)	38% (402)	14% (152)	1070
Obama Job: Disapprove	11% (97)	10% (96)	9% (78)	11% (103)	45% (411)	14% (132)	917
#1 Issue: Economy	13% (89)	14% (93)	6% (43)	8% (53)	47% (316)	12% (84)	677
#1 Issue: Security	14% (59)	16% (68)	9% (40)	10% (43)	37% (158)	14% (59)	426
#1 Issue: Health Care	13% (48)	11% (42)	9% (36)	6% (23)	34% (129)	27% (104)	382
#1 Issue: Medicare / Social Security	13% (37)	12% (35)	8% (22)	8% (23)	42% (120)	16% (46)	282
#1 Issue: Women's Issues	17% (21)	9% (12)	8% (11)	7% (9)	37% (48)	22% (28)	128
#1 Issue: Education	15% (18)	12% (14)	12% (15)	7% (9)	30% (37)	25% (30)	123
#1 Issue: Energy	23% (19)	20% (16)	11% (9)	8% (7)	26% (22)	11% (9)	83
#1 Issue: Other	3% (3)	4% (4)	5% (4)	3% (3)	43% (42)	42% (42)	99
2016 Vote: Democrat Hillary Clinton	14% (103)	13% (96)	10% (70)	7% (50)	41% (293)	14% (103)	713
2016 Vote: Republican Donald Trump	14% (110)	12% (96)	8% (67)	11% (92)	40% (319)	15% (121)	805
2016 Vote: Someone else	11% (18)	16% (26)	5% (8)	7% (11)	39% (66)	23% (39)	169
2012 Vote: Barack Obama	14% (121)	15% (124)	9% (78)	7% (56)	41% (347)	14% (119)	846
2012 Vote: Mitt Romney	11% (68)	10% (65)	9% (56)	13% (81)	42% (266)	15% (94)	630
2012 Vote: Other	12% (10)	10% (8)	2% (2)	14% (12)	39% (33)	24% (20)	85
2012 Vote: Didn't Vote	15% (96)	13% (86)	7% (44)	3% (19)	35% (224)	26% (169)	638

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Table BRD5_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
Adults	13% (295)	13% (284)	8% (180)	8% (169)	40% (870)	18% (402)	2200
4-Region: Northeast	15% (59)	15% (60)	10% (39)	6% (24)	35% (141)	20% (79)	401
4-Region: Midwest	10% (48)	12% (58)	9% (41)	10% (47)	45% (212)	14% (67)	473
4-Region: South	16% (133)	12% (100)	7% (58)	7% (58)	38% (306)	19% (158)	814
4-Region: West	11% (56)	13% (66)	8% (41)	8% (39)	41% (211)	19% (98)	511
Trump: Fav	15% (161)	13% (134)	9% (92)	10% (105)	39% (421)	14% (155)	1068
Trump: Unfav	11% (108)	13% (123)	9% (82)	6% (60)	42% (399)	19% (177)	950
Trump: DK/NO	14% (26)	15% (27)	3% (6)	2% (3)	27% (50)	39% (71)	182
Registered Voters (Unweighted)	13% (283)	13% (286)	9% (189)	8% (180)	42% (930)	15% (332)	2200

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

Table BRD5_8: *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?*
Funny and high-quality 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
Adults	17% (384)	19% (424)	6% (129)	3% (66)	38% (841)	16% (356)	2200
Gender: Male	19% (205)	21% (227)	8% (87)	4% (41)	35% (374)	12% (124)	1059
Gender: Female	16% (179)	17% (197)	4% (42)	2% (25)	41% (466)	20% (232)	1141
Age: 18-29	30% (146)	19% (96)	5% (25)	4% (20)	21% (103)	21% (106)	496
Age: 30-44	20% (106)	22% (116)	7% (38)	3% (14)	36% (196)	13% (70)	539
Age: 45-54	15% (59)	19% (75)	7% (29)	4% (15)	41% (163)	14% (58)	398
Age: 55-64	10% (37)	19% (69)	6% (22)	2% (7)	46% (170)	18% (65)	369
Age: 65+	9% (36)	17% (68)	4% (15)	2% (10)	53% (209)	15% (59)	398
PID: Dem (no lean)	20% (146)	21% (152)	6% (45)	3% (24)	35% (257)	15% (113)	737
PID: Ind (no lean)	14% (102)	18% (127)	6% (43)	2% (12)	40% (288)	21% (153)	725
PID: Rep (no lean)	18% (136)	20% (145)	6% (42)	4% (29)	40% (295)	12% (91)	738
PID/Gender: Dem Men	23% (83)	21% (74)	7% (27)	5% (17)	33% (118)	12% (42)	362
PID/Gender: Dem Women	17% (63)	21% (78)	5% (18)	2% (7)	37% (139)	19% (71)	376
PID/Gender: Ind Men	14% (49)	18% (63)	10% (35)	2% (7)	39% (135)	17% (58)	348
PID/Gender: Ind Women	14% (53)	17% (64)	2% (8)	1% (5)	40% (153)	25% (94)	377
PID/Gender: Rep Men	21% (74)	26% (90)	7% (25)	5% (17)	34% (121)	7% (24)	350
PID/Gender: Rep Women	16% (62)	14% (55)	4% (17)	3% (12)	45% (175)	17% (67)	388
Tea Party: Supporter	24% (145)	22% (129)	7% (40)	2% (12)	37% (217)	9% (52)	595
Tea Party: Not Supporter	15% (238)	18% (293)	6% (88)	3% (53)	39% (617)	19% (299)	1587
Ideo: Liberal (1-3)	20% (136)	23% (157)	6% (42)	3% (22)	32% (216)	15% (103)	676
Ideo: Moderate (4)	18% (88)	20% (101)	5% (26)	4% (19)	41% (204)	12% (61)	499
Ideo: Conservative (5-7)	17% (131)	18% (140)	7% (56)	2% (19)	44% (345)	11% (88)	779
Educ: < College	17% (265)	18% (281)	6% (92)	3% (48)	37% (580)	19% (300)	1566
Educ: Bachelors degree	19% (80)	22% (93)	5% (23)	2% (9)	43% (177)	8% (34)	416
Educ: Post-grad	18% (39)	23% (50)	7% (15)	4% (9)	38% (84)	10% (22)	219

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Table BRD5_8: *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?
Funny and high-quality 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
Adults	17% (384)	19% (424)	6% (129)	3% (66)	38% (841)	16% (356)	2200
Income: Under 50k	18% (232)	18% (226)	6% (74)	3% (34)	35% (441)	20% (257)	1264
Income: 50k-100k	17% (108)	22% (141)	5% (35)	3% (21)	43% (281)	10% (67)	655
Income: 100k+	16% (44)	20% (57)	7% (20)	4% (10)	42% (118)	11% (32)	281
Ethnicity: White	16% (275)	20% (352)	5% (93)	3% (52)	41% (718)	15% (260)	1750
Ethnicity: Hispanic	21% (71)	23% (77)	7% (24)	4% (14)	22% (73)	22% (71)	329
Ethnicity: Afr. Am.	29% (78)	15% (41)	8% (22)	2% (6)	27% (72)	19% (50)	268
Ethnicity: Other	17% (31)	17% (31)	8% (15)	4% (8)	28% (51)	25% (46)	182
Relig: Protestant	17% (97)	20% (116)	6% (34)	3% (17)	41% (236)	13% (72)	572
Relig: Roman Catholic	18% (81)	22% (97)	8% (36)	4% (17)	37% (166)	11% (51)	448
Relig: Ath./Agn./None	18% (113)	19% (116)	4% (26)	3% (17)	37% (232)	19% (121)	625
Relig: Something Else	16% (51)	17% (57)	4% (15)	3% (9)	39% (127)	21% (70)	329
Relig: Jewish	9% (4)	14% (6)	3% (1)	4% (2)	53% (22)	17% (7)	42
Relig: Evangelical	21% (135)	19% (124)	7% (47)	3% (17)	35% (225)	14% (90)	639
Relig: Non-Evang. Catholics	14% (82)	21% (127)	7% (41)	4% (23)	42% (254)	12% (73)	600
Relig: All Christian	18% (218)	20% (251)	7% (88)	3% (40)	39% (479)	13% (164)	1239
Relig: All Non-Christian	17% (164)	18% (174)	4% (41)	3% (25)	38% (359)	20% (192)	954
Community: Urban	22% (132)	21% (125)	5% (32)	3% (15)	31% (185)	18% (107)	596
Community: Suburban	15% (144)	19% (185)	6% (61)	3% (25)	42% (395)	15% (142)	951
Community: Rural	17% (108)	18% (114)	6% (36)	4% (26)	40% (261)	16% (107)	652
Employ: Private Sector	21% (145)	21% (144)	8% (56)	4% (26)	36% (248)	10% (68)	687
Employ: Government	19% (26)	34% (46)	6% (8)	2% (3)	28% (38)	9% (13)	133
Employ: Self-Employed	25% (55)	13% (30)	6% (13)	2% (5)	41% (91)	12% (27)	220
Employ: Homemaker	14% (26)	16% (30)	3% (6)	3% (5)	39% (72)	25% (46)	186
Employ: Student	22% (21)	25% (24)	5% (5)	5% (5)	26% (25)	17% (16)	95
Employ: Retired	7% (35)	18% (87)	6% (26)	3% (14)	51% (242)	14% (69)	473
Employ: Unemployed	21% (49)	14% (32)	3% (8)	3% (7)	27% (63)	32% (76)	235
Employ: Other	16% (27)	18% (31)	4% (7)	1% (2)	35% (60)	25% (43)	171

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Table BRD5_8: *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?
Funny and high-quality 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
Adults	17% (384)	19% (424)	6% (129)	3% (66)	38% (841)	16% (356)	2200
Job Type: White-collar	17% (125)	24% (171)	7% (50)	2% (15)	40% (291)	10% (71)	723
Job Type: Blue-collar	17% (171)	19% (191)	6% (58)	4% (39)	41% (399)	12% (122)	981
Job Type: Don't Know	18% (88)	13% (63)	4% (21)	2% (11)	30% (150)	33% (163)	496
Military HH: Yes	17% (66)	22% (86)	8% (31)	2% (10)	38% (151)	13% (51)	395
Military HH: No	18% (317)	19% (338)	5% (98)	3% (56)	38% (689)	17% (305)	1805
RD/WT: Right Direction	20% (185)	20% (186)	7% (61)	3% (27)	36% (330)	15% (138)	928
RD/WT: Wrong Track	16% (199)	19% (238)	5% (68)	3% (39)	40% (511)	17% (219)	1272
Obama Job: Approve	22% (239)	22% (237)	6% (66)	3% (29)	34% (365)	12% (133)	1070
Obama Job: Disapprove	13% (121)	19% (175)	6% (55)	3% (30)	47% (427)	12% (109)	917
#1 Issue: Economy	18% (121)	17% (117)	6% (38)	3% (20)	44% (300)	12% (81)	677
#1 Issue: Security	18% (77)	22% (93)	5% (20)	3% (14)	41% (174)	11% (49)	426
#1 Issue: Health Care	14% (52)	19% (74)	8% (31)	4% (14)	32% (124)	23% (87)	382
#1 Issue: Medicare / Social Security	14% (40)	24% (67)	6% (17)	2% (7)	36% (103)	17% (47)	282
#1 Issue: Women's Issues	17% (22)	19% (24)	7% (9)	2% (3)	32% (42)	22% (28)	128
#1 Issue: Education	32% (39)	12% (15)	6% (8)	2% (3)	29% (35)	19% (23)	123
#1 Issue: Energy	23% (19)	29% (24)	8% (7)	5% (4)	27% (22)	8% (7)	83
#1 Issue: Other	13% (12)	9% (9)	— (0)	2% (2)	41% (41)	34% (34)	99
2016 Vote: Democrat Hillary Clinton	17% (123)	20% (141)	7% (50)	3% (22)	39% (280)	14% (98)	713
2016 Vote: Republican Donald Trump	16% (129)	22% (175)	6% (46)	3% (27)	41% (332)	12% (97)	805
2016 Vote: Someone else	15% (26)	15% (25)	4% (6)	3% (6)	44% (75)	19% (32)	169
2012 Vote: Barack Obama	18% (152)	20% (166)	7% (63)	3% (27)	39% (334)	12% (105)	846
2012 Vote: Mitt Romney	14% (89)	21% (130)	5% (31)	3% (18)	46% (287)	12% (75)	630
2012 Vote: Other	14% (12)	17% (15)	4% (3)	2% (2)	43% (36)	20% (17)	85
2012 Vote: Didn't Vote	21% (131)	18% (114)	5% (33)	3% (18)	29% (183)	25% (159)	638

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Table BRD5_8: 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?
Funny and high-quality 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
Adults	17% (384)	19% (424)	6% (129)	3% (66)	38% (841)	16% (356)	2200
4-Region: Northeast	18% (73)	21% (84)	4% (15)	3% (14)	35% (139)	19% (76)	401
4-Region: Midwest	16% (74)	18% (84)	5% (24)	4% (20)	47% (222)	11% (50)	473
4-Region: South	19% (152)	20% (160)	7% (58)	3% (21)	35% (283)	17% (141)	814
4-Region: West	16% (84)	19% (96)	6% (33)	2% (11)	38% (196)	18% (90)	511
Trump: Fav	18% (195)	21% (220)	6% (61)	3% (36)	41% (433)	11% (123)	1068
Trump: Unfav	17% (162)	18% (176)	7% (66)	3% (27)	38% (362)	17% (159)	950
Trump: DK/NO	15% (27)	16% (29)	2% (3)	2% (3)	25% (46)	41% (75)	182
Registered Voters (Unweighted)	17% (368)	20% (432)	5% (120)	3% (66)	42% (914)	14% (300)	2200

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

Table BRD6: Are you planning on watching the Superbowl this year or not?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	61% (1337)	27% (585)	13% (278)	2200
Gender: Male	72% (765)	19% (204)	8% (90)	1059
Gender: Female	50% (572)	33% (381)	17% (189)	1141
Age: 18-29	63% (311)	23% (115)	14% (69)	496
Age: 30-44	66% (354)	25% (134)	9% (51)	539
Age: 45-54	61% (244)	25% (98)	14% (56)	398
Age: 55-64	55% (205)	30% (110)	15% (54)	369
Age: 65+	56% (222)	32% (127)	12% (48)	398
PID: Dem (no lean)	64% (475)	23% (173)	12% (90)	737
PID: Ind (no lean)	53% (388)	31% (225)	15% (112)	725
PID: Rep (no lean)	64% (474)	25% (187)	10% (77)	738
PID/Gender: Dem Men	77% (280)	14% (51)	8% (31)	362
PID/Gender: Dem Women	52% (195)	32% (122)	16% (59)	376
PID/Gender: Ind Men	63% (218)	25% (87)	12% (43)	348
PID/Gender: Ind Women	45% (170)	37% (138)	18% (69)	377
PID/Gender: Rep Men	76% (267)	19% (66)	5% (16)	350
PID/Gender: Rep Women	53% (207)	31% (120)	16% (60)	388
Tea Party: Supporter	68% (402)	21% (124)	12% (68)	595
Tea Party: Not Supporter	58% (926)	29% (455)	13% (205)	1587
Ideo: Liberal (1-3)	64% (435)	24% (164)	11% (77)	676
Ideo: Moderate (4)	64% (320)	22% (109)	14% (70)	499
Ideo: Conservative (5-7)	62% (482)	28% (217)	10% (80)	779
Educ: < College	58% (901)	29% (449)	14% (216)	1566
Educ: Bachelors degree	68% (284)	22% (93)	9% (39)	416
Educ: Post-grad	70% (153)	20% (43)	11% (23)	219
Income: Under 50k	54% (686)	31% (394)	15% (184)	1264
Income: 50k-100k	68% (442)	23% (149)	10% (63)	655
Income: 100k+	74% (208)	15% (42)	11% (31)	281
Ethnicity: White	60% (1049)	27% (478)	13% (222)	1750
Ethnicity: Hispanic	58% (190)	28% (93)	14% (47)	329

Continued on next page

Table BRD6: Are you planning on watching the Superbowl this year or not?

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	61%	(1337)	27%	(585)	13%	(278)	2200
Ethnicity: Afr. Am.	70%	(187)	19%	(51)	12%	(31)	268
Ethnicity: Other	56%	(102)	31%	(56)	14%	(25)	182
Relig: Protestant	64%	(366)	24%	(140)	12%	(66)	572
Relig: Roman Catholic	68%	(305)	24%	(108)	8%	(35)	448
Relig: Ath./Agn./None	58%	(360)	28%	(176)	14%	(89)	625
Relig: Something Else	53%	(174)	30%	(100)	17%	(55)	329
Relig: Jewish	51%	(21)	29%	(12)	20%	(8)	42
Relig: Evangelical	62%	(398)	25%	(158)	13%	(83)	639
Relig: Non-Evang. Catholics	67%	(400)	25%	(150)	8%	(51)	600
Relig: All Christian	64%	(798)	25%	(308)	11%	(133)	1239
Relig: All Non-Christian	56%	(534)	29%	(276)	15%	(145)	954
Community: Urban	62%	(371)	24%	(142)	14%	(83)	596
Community: Suburban	62%	(591)	27%	(255)	11%	(105)	951
Community: Rural	57%	(375)	29%	(188)	14%	(90)	652
Employ: Private Sector	72%	(492)	18%	(125)	10%	(70)	687
Employ: Government	67%	(89)	19%	(25)	14%	(19)	133
Employ: Self-Employed	67%	(148)	23%	(52)	9%	(20)	220
Employ: Homemaker	49%	(90)	36%	(67)	15%	(28)	186
Employ: Student	63%	(60)	25%	(24)	12%	(11)	95
Employ: Retired	53%	(250)	34%	(163)	13%	(60)	473
Employ: Unemployed	47%	(111)	38%	(89)	15%	(35)	235
Employ: Other	56%	(96)	23%	(39)	21%	(35)	171
Job Type: White-collar	65%	(473)	24%	(172)	11%	(77)	723
Job Type: Blue-collar	65%	(633)	26%	(254)	10%	(93)	981
Job Type: Don't Know	46%	(230)	32%	(158)	22%	(108)	496
Military HH: Yes	63%	(251)	26%	(102)	11%	(42)	395
Military HH: No	60%	(1086)	27%	(482)	13%	(236)	1805
RD/WT: Right Direction	65%	(602)	24%	(218)	12%	(108)	928
RD/WT: Wrong Track	58%	(735)	29%	(366)	13%	(171)	1272
Obama Job: Approve	65%	(698)	24%	(260)	10%	(112)	1070
Obama Job: Disapprove	60%	(555)	28%	(258)	11%	(104)	917

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Table BRD6: Are you planning on watching the Superbowl this year or not?

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	61%	(1337)	27%	(585)	13%	(278)	2200
#1 Issue: Economy	66%	(447)	23%	(153)	11%	(76)	677
#1 Issue: Security	63%	(270)	24%	(103)	12%	(53)	426
#1 Issue: Health Care	55%	(210)	32%	(123)	13%	(49)	382
#1 Issue: Medicare / Social Security	58%	(162)	32%	(89)	11%	(31)	282
#1 Issue: Women's Issues	51%	(66)	31%	(40)	18%	(22)	128
#1 Issue: Education	71%	(88)	15%	(18)	14%	(17)	123
#1 Issue: Energy	67%	(55)	24%	(20)	10%	(8)	83
#1 Issue: Other	40%	(39)	38%	(38)	22%	(22)	99
2016 Vote: Democrat Hillary Clinton	62%	(442)	26%	(182)	12%	(89)	713
2016 Vote: Republican Donald Trump	65%	(523)	25%	(198)	10%	(83)	805
2016 Vote: Someone else	63%	(106)	26%	(44)	11%	(19)	169
2012 Vote: Barack Obama	65%	(552)	24%	(201)	11%	(93)	846
2012 Vote: Mitt Romney	62%	(390)	28%	(179)	10%	(61)	630
2012 Vote: Other	50%	(43)	35%	(30)	15%	(13)	85
2012 Vote: Didn't Vote	55%	(352)	27%	(175)	18%	(112)	638
4-Region: Northeast	66%	(266)	21%	(82)	13%	(53)	401
4-Region: Midwest	63%	(297)	24%	(115)	13%	(61)	473
4-Region: South	61%	(499)	27%	(217)	12%	(98)	814
4-Region: West	54%	(276)	33%	(170)	13%	(65)	511
Trump: Fav	65%	(699)	24%	(253)	11%	(116)	1068
Trump: Unfav	58%	(556)	28%	(269)	13%	(126)	950
Trump: DK/NO	45%	(83)	35%	(63)	20%	(37)	182
Registered Voters (Unweighted)	63%	(1385)	25%	(546)	12%	(269)	2200

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

Table BRD7: Who do you think will win the Superbowl this year the Atlanta Falcons or the New England Patriots?

Demographic	Atlanta Falcons		New England Patriots		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	32%	(697)	38%	(826)	31%	(677)	2200
Gender: Male	37%	(395)	43%	(452)	20%	(212)	1059
Gender: Female	26%	(301)	33%	(374)	41%	(465)	1141
Age: 18-29	33%	(161)	38%	(189)	29%	(146)	496
Age: 30-44	39%	(212)	35%	(188)	26%	(140)	539
Age: 45-54	32%	(127)	40%	(161)	28%	(111)	398
Age: 55-64	26%	(98)	35%	(128)	39%	(144)	369
Age: 65+	25%	(100)	41%	(161)	34%	(136)	398
PID: Dem (no lean)	34%	(249)	36%	(269)	30%	(219)	737
PID: Ind (no lean)	27%	(192)	36%	(260)	38%	(272)	725
PID: Rep (no lean)	35%	(255)	40%	(297)	25%	(186)	738
PID/Gender: Dem Men	40%	(146)	41%	(149)	18%	(67)	362
PID/Gender: Dem Women	27%	(103)	32%	(120)	41%	(152)	376
PID/Gender: Ind Men	31%	(109)	41%	(142)	28%	(97)	348
PID/Gender: Ind Women	22%	(83)	31%	(119)	46%	(175)	377
PID/Gender: Rep Men	40%	(140)	46%	(162)	14%	(48)	350
PID/Gender: Rep Women	30%	(115)	35%	(135)	36%	(138)	388
Tea Party: Supporter	36%	(214)	42%	(250)	22%	(130)	595
Tea Party: Not Supporter	30%	(477)	36%	(572)	34%	(538)	1587
Ideo: Liberal (1-3)	35%	(234)	37%	(249)	29%	(193)	676
Ideo: Moderate (4)	31%	(157)	40%	(198)	29%	(144)	499
Ideo: Conservative (5-7)	31%	(242)	42%	(329)	27%	(208)	779
Educ: < College	30%	(467)	35%	(554)	35%	(545)	1566
Educ: Bachelors degree	39%	(161)	40%	(167)	21%	(87)	416
Educ: Post-grad	31%	(68)	48%	(105)	21%	(45)	219
Income: Under 50k	27%	(345)	36%	(456)	37%	(464)	1264
Income: 50k-100k	38%	(246)	39%	(257)	23%	(151)	655
Income: 100k+	38%	(106)	40%	(114)	22%	(62)	281
Ethnicity: White	31%	(538)	38%	(672)	31%	(540)	1750
Ethnicity: Hispanic	30%	(98)	37%	(123)	33%	(108)	329

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Table BRD7: Who do you think will win the Superbowl this year the Atlanta Falcons or the New England Patriots?

Demographic	Atlanta Falcons		New England Patriots		Don't Know / No Opinion		Total N
Adults	32%	(697)	38%	(826)	31%	(677)	2200
Ethnicity: Afr. Am.	39%	(105)	33%	(88)	28%	(75)	268
Ethnicity: Other	29%	(54)	36%	(66)	34%	(62)	182
Relig: Protestant	31%	(177)	40%	(227)	29%	(168)	572
Relig: Roman Catholic	33%	(149)	46%	(208)	20%	(91)	448
Relig: Ath./Agn./None	30%	(186)	33%	(203)	38%	(235)	625
Relig: Something Else	33%	(107)	35%	(114)	33%	(108)	329
Relig: Jewish	28%	(12)	40%	(17)	32%	(13)	42
Relig: Evangelical	34%	(216)	37%	(234)	30%	(189)	639
Relig: Non-Evang. Catholics	30%	(183)	45%	(273)	24%	(145)	600
Relig: All Christian	32%	(399)	41%	(507)	27%	(333)	1239
Relig: All Non-Christian	31%	(294)	33%	(317)	36%	(343)	954
Community: Urban	31%	(186)	37%	(222)	32%	(188)	596
Community: Suburban	31%	(294)	41%	(392)	28%	(266)	951
Community: Rural	33%	(217)	33%	(212)	34%	(223)	652
Employ: Private Sector	36%	(250)	43%	(299)	20%	(138)	687
Employ: Government	36%	(48)	44%	(59)	19%	(26)	133
Employ: Self-Employed	35%	(77)	43%	(94)	22%	(48)	220
Employ: Homemaker	33%	(61)	24%	(45)	43%	(80)	186
Employ: Student	37%	(35)	33%	(31)	30%	(29)	95
Employ: Retired	28%	(131)	35%	(164)	38%	(178)	473
Employ: Unemployed	20%	(48)	31%	(74)	48%	(113)	235
Employ: Other	26%	(45)	36%	(61)	38%	(65)	171
Job Type: White-collar	32%	(234)	42%	(305)	25%	(183)	723
Job Type: Blue-collar	36%	(349)	39%	(386)	25%	(245)	981
Job Type: Don't Know	23%	(113)	27%	(135)	50%	(248)	496
Military HH: Yes	37%	(146)	38%	(151)	25%	(98)	395
Military HH: No	31%	(551)	37%	(675)	32%	(579)	1805
RD/WT: Right Direction	33%	(310)	40%	(367)	27%	(250)	928
RD/WT: Wrong Track	30%	(386)	36%	(459)	34%	(427)	1272
Obama Job: Approve	35%	(377)	37%	(397)	28%	(295)	1070
Obama Job: Disapprove	31%	(282)	42%	(385)	27%	(250)	917

Continued on next page

Table BRD7: Who do you think will win the Superbowl this year the Atlanta Falcons or the New England Patriots?

Demographic	Atlanta Falcons		New England Patriots		Don't Know / No Opinion		Total N
Adults	32%	(697)	38%	(826)	31%	(677)	2200
#1 Issue: Economy	34%	(232)	40%	(269)	26%	(176)	677
#1 Issue: Security	29%	(125)	45%	(191)	26%	(111)	426
#1 Issue: Health Care	29%	(112)	35%	(133)	36%	(137)	382
#1 Issue: Medicare / Social Security	33%	(93)	36%	(102)	31%	(87)	282
#1 Issue: Women's Issues	30%	(39)	33%	(42)	37%	(47)	128
#1 Issue: Education	41%	(51)	32%	(39)	27%	(33)	123
#1 Issue: Energy	36%	(30)	37%	(31)	27%	(22)	83
#1 Issue: Other	16%	(15)	20%	(19)	65%	(64)	99
2016 Vote: Democrat Hillary Clinton	34%	(240)	36%	(259)	30%	(214)	713
2016 Vote: Republican Donald Trump	33%	(265)	43%	(345)	24%	(195)	805
2016 Vote: Someone else	31%	(52)	38%	(64)	32%	(54)	169
2012 Vote: Barack Obama	35%	(298)	37%	(313)	28%	(236)	846
2012 Vote: Mitt Romney	32%	(202)	43%	(273)	25%	(155)	630
2012 Vote: Other	19%	(16)	40%	(34)	41%	(35)	85
2012 Vote: Didn't Vote	28%	(180)	32%	(207)	39%	(252)	638
4-Region: Northeast	28%	(112)	49%	(196)	23%	(94)	401
4-Region: Midwest	32%	(150)	39%	(184)	29%	(139)	473
4-Region: South	37%	(299)	32%	(262)	31%	(254)	814
4-Region: West	27%	(136)	36%	(185)	37%	(191)	511
Trump: Fav	34%	(359)	41%	(440)	25%	(268)	1068
Trump: Unfav	30%	(284)	37%	(352)	33%	(314)	950
Trump: DK/NO	29%	(54)	19%	(34)	52%	(95)	182
Registered Voters (Unweighted)	32%	(710)	40%	(877)	28%	(613)	2200

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

Table BRD8: *Regardless of who you think will actually win the game, who would you personally like to see win the Superbowl the Atlanta Falcons or the New England Patriots?*

Demographic	Atlanta Falcons		New England Patriots		Don't Know / No Opinion		Total N
Adults	43%	(944)	26%	(574)	31%	(682)	2200
Gender: Male	50%	(525)	30%	(316)	21%	(218)	1059
Gender: Female	37%	(419)	23%	(257)	41%	(464)	1141
Age: 18-29	43%	(212)	27%	(132)	31%	(152)	496
Age: 30-44	49%	(265)	23%	(126)	27%	(148)	539
Age: 45-54	43%	(172)	30%	(119)	27%	(108)	398
Age: 55-64	42%	(154)	24%	(90)	34%	(126)	369
Age: 65+	35%	(141)	27%	(108)	38%	(149)	398
PID: Dem (no lean)	44%	(321)	27%	(200)	29%	(216)	737
PID: Ind (no lean)	37%	(272)	25%	(183)	37%	(270)	725
PID: Rep (no lean)	48%	(351)	26%	(191)	27%	(196)	738
PID/Gender: Dem Men	48%	(173)	31%	(113)	21%	(76)	362
PID/Gender: Dem Women	40%	(149)	23%	(87)	37%	(140)	376
PID/Gender: Ind Men	46%	(161)	28%	(98)	25%	(89)	348
PID/Gender: Ind Women	29%	(111)	23%	(85)	48%	(182)	377
PID/Gender: Rep Men	55%	(191)	30%	(105)	15%	(53)	350
PID/Gender: Rep Women	41%	(160)	22%	(86)	37%	(142)	388
Tea Party: Supporter	48%	(286)	28%	(166)	24%	(143)	595
Tea Party: Not Supporter	41%	(653)	25%	(402)	34%	(532)	1587
Ideo: Liberal (1-3)	45%	(302)	26%	(178)	29%	(195)	676
Ideo: Moderate (4)	45%	(224)	27%	(134)	28%	(141)	499
Ideo: Conservative (5-7)	45%	(349)	28%	(218)	27%	(213)	779
Educ: < College	40%	(628)	25%	(396)	35%	(542)	1566
Educ: Bachelors degree	50%	(210)	27%	(113)	22%	(93)	416
Educ: Post-grad	48%	(106)	30%	(65)	22%	(48)	219
Income: Under 50k	37%	(468)	27%	(340)	36%	(456)	1264
Income: 50k-100k	51%	(332)	25%	(165)	24%	(158)	655
Income: 100k+	51%	(144)	25%	(69)	24%	(68)	281

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Table BRD8: *Regardless of who you think will actually win the game, who would you personally like to see win the Superbowl the Atlanta Falcons or the New England Patriots?*

Demographic	Atlanta Falcons	New England Patriots	Don't Know / No Opinion	Total N
Adults	43% (944)	26% (574)	31% (682)	2200
Ethnicity: White	43% (755)	26% (455)	31% (540)	1750
Ethnicity: Hispanic	34% (112)	30% (98)	36% (119)	329
Ethnicity: Afr. Am.	48% (130)	24% (63)	28% (75)	268
Ethnicity: Other	33% (59)	31% (56)	37% (67)	182
Relig: Protestant	48% (277)	24% (134)	28% (161)	572
Relig: Roman Catholic	44% (196)	34% (152)	22% (100)	448
Relig: Ath./Agn./None	38% (239)	24% (147)	38% (238)	625
Relig: Something Else	38% (125)	27% (88)	35% (116)	329
Relig: Jewish	31% (13)	35% (15)	34% (14)	42
Relig: Evangelical	46% (295)	25% (161)	29% (183)	639
Relig: Non-Evang. Catholics	47% (281)	29% (175)	24% (144)	600
Relig: All Christian	46% (576)	27% (336)	26% (327)	1239
Relig: All Non-Christian	38% (365)	25% (235)	37% (354)	954
Community: Urban	39% (232)	30% (178)	31% (187)	596
Community: Suburban	45% (426)	26% (249)	29% (277)	951
Community: Rural	44% (286)	23% (147)	34% (219)	652
Employ: Private Sector	52% (358)	28% (192)	20% (137)	687
Employ: Government	54% (72)	27% (36)	19% (25)	133
Employ: Self-Employed	41% (91)	33% (72)	26% (57)	220
Employ: Homemaker	39% (72)	15% (28)	46% (85)	186
Employ: Student	41% (39)	27% (26)	33% (31)	95
Employ: Retired	38% (180)	25% (120)	37% (173)	473
Employ: Unemployed	29% (69)	23% (53)	48% (113)	235
Employ: Other	37% (63)	27% (46)	36% (62)	171
Job Type: White-collar	44% (321)	30% (219)	25% (184)	723
Job Type: Blue-collar	49% (480)	25% (244)	26% (257)	981
Job Type: Don't Know	29% (144)	22% (111)	49% (241)	496
Military HH: Yes	48% (188)	26% (101)	27% (106)	395
Military HH: No	42% (756)	26% (473)	32% (576)	1805

Continued on next page

Table BRD8: *Regardless of who you think will actually win the game, who would you personally like to see win the Superbowl the Atlanta Falcons or the New England Patriots?*

Demographic	Atlanta Falcons		New England Patriots		Don't Know / No Opinion		Total N
Adults	43%	(944)	26%	(574)	31%	(682)	2200
RD/WT: Right Direction	43%	(400)	30%	(277)	27%	(251)	928
RD/WT: Wrong Track	43%	(544)	23%	(297)	34%	(431)	1272
Obama Job: Approve	46%	(492)	27%	(287)	27%	(290)	1070
Obama Job: Disapprove	45%	(411)	27%	(247)	28%	(259)	917
#1 Issue: Economy	47%	(320)	26%	(176)	27%	(182)	677
#1 Issue: Security	42%	(178)	33%	(141)	25%	(108)	426
#1 Issue: Health Care	42%	(161)	21%	(79)	37%	(142)	382
#1 Issue: Medicare / Social Security	42%	(118)	26%	(74)	32%	(90)	282
#1 Issue: Women's Issues	40%	(51)	24%	(31)	36%	(46)	128
#1 Issue: Education	49%	(60)	28%	(34)	23%	(29)	123
#1 Issue: Energy	43%	(36)	28%	(23)	29%	(24)	83
#1 Issue: Other	21%	(21)	16%	(16)	63%	(62)	99
2016 Vote: Democrat Hillary Clinton	45%	(318)	25%	(179)	30%	(216)	713
2016 Vote: Republican Donald Trump	46%	(366)	29%	(235)	25%	(204)	805
2016 Vote: Someone else	47%	(80)	21%	(36)	31%	(53)	169
2012 Vote: Barack Obama	46%	(390)	27%	(227)	27%	(230)	846
2012 Vote: Mitt Romney	46%	(292)	27%	(170)	27%	(167)	630
2012 Vote: Other	32%	(27)	28%	(24)	40%	(35)	85
2012 Vote: Didn't Vote	37%	(234)	24%	(153)	39%	(251)	638
4-Region: Northeast	40%	(161)	33%	(134)	26%	(106)	401
4-Region: Midwest	45%	(214)	24%	(112)	31%	(147)	473
4-Region: South	46%	(378)	24%	(195)	30%	(241)	814
4-Region: West	37%	(190)	26%	(132)	37%	(188)	511
Trump: Fav	46%	(486)	29%	(307)	26%	(275)	1068
Trump: Unfav	42%	(398)	25%	(233)	34%	(319)	950
Trump: DK/NO	33%	(60)	18%	(33)	49%	(89)	182
Registered Voters (Unweighted)	45%	(998)	26%	(582)	28%	(620)	2200

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 Superbowl?

Demographic	The teams playing		The performers at the Half-Time Show		The quality of the commercials and advertisements		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(843)	13%	(279)	14%	(311)	35%	(767)	2200
Gender: Male	49%	(518)	10%	(107)	13%	(142)	28%	(292)	1059
Gender: Female	28%	(325)	15%	(172)	15%	(168)	42%	(475)	1141
Age: 18-29	35%	(176)	20%	(98)	16%	(77)	29%	(144)	496
Age: 30-44	40%	(218)	15%	(81)	14%	(76)	31%	(165)	539
Age: 45-54	44%	(177)	9%	(37)	14%	(58)	32%	(126)	398
Age: 55-64	33%	(122)	11%	(41)	15%	(56)	41%	(151)	369
Age: 65+	38%	(151)	6%	(22)	11%	(44)	46%	(181)	398
PID: Dem (no lean)	37%	(274)	18%	(131)	14%	(106)	31%	(227)	737
PID: Ind (no lean)	35%	(252)	11%	(83)	13%	(91)	41%	(299)	725
PID: Rep (no lean)	43%	(317)	9%	(66)	15%	(114)	33%	(241)	738
PID/Gender: Dem Men	46%	(166)	15%	(53)	13%	(47)	27%	(96)	362
PID/Gender: Dem Women	29%	(108)	21%	(78)	16%	(59)	35%	(131)	376
PID/Gender: Ind Men	45%	(155)	8%	(28)	13%	(46)	34%	(119)	348
PID/Gender: Ind Women	26%	(97)	14%	(55)	12%	(45)	48%	(180)	377
PID/Gender: Rep Men	56%	(197)	7%	(26)	14%	(50)	22%	(77)	350
PID/Gender: Rep Women	31%	(120)	10%	(40)	16%	(64)	42%	(164)	388
Tea Party: Supporter	46%	(273)	12%	(70)	11%	(66)	31%	(186)	595
Tea Party: Not Supporter	35%	(563)	13%	(206)	15%	(242)	36%	(575)	1587
Ideo: Liberal (1-3)	38%	(259)	20%	(136)	14%	(94)	28%	(187)	676
Ideo: Moderate (4)	44%	(219)	10%	(50)	12%	(58)	35%	(172)	499
Ideo: Conservative (5-7)	40%	(311)	9%	(72)	17%	(131)	34%	(264)	779
Educ: < College	35%	(545)	13%	(200)	14%	(222)	38%	(599)	1566
Educ: Bachelors degree	46%	(191)	13%	(52)	15%	(61)	27%	(111)	416
Educ: Post-grad	48%	(106)	12%	(27)	13%	(28)	26%	(57)	219
Income: Under 50k	35%	(438)	13%	(161)	13%	(167)	39%	(499)	1264
Income: 50k-100k	42%	(274)	14%	(90)	15%	(100)	29%	(191)	655
Income: 100k+	47%	(131)	10%	(29)	16%	(44)	27%	(77)	281
Ethnicity: White	38%	(660)	12%	(205)	15%	(254)	36%	(630)	1750

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 Superbowl?

Demographic	The teams playing		The performers at the Half-Time Show		The quality of the commercials and advertisements		Don't Know / No Opinion		Total N
Adults	38%	(843)	13%	(279)	14%	(311)	35%	(767)	2200
Ethnicity: Hispanic	36%	(119)	14%	(46)	15%	(49)	35%	(115)	329
Ethnicity: Afr. Am.	44%	(117)	20%	(54)	11%	(28)	26%	(69)	268
Ethnicity: Other	36%	(65)	11%	(20)	15%	(28)	37%	(68)	182
Relig: Protestant	40%	(230)	10%	(59)	16%	(91)	34%	(192)	572
Relig: Roman Catholic	48%	(214)	13%	(59)	12%	(55)	27%	(120)	448
Relig: Ath./Agn./None	34%	(211)	12%	(77)	15%	(91)	39%	(246)	625
Relig: Something Else	31%	(102)	15%	(48)	15%	(50)	39%	(130)	329
Relig: Jewish	39%	(16)	16%	(7)	17%	(7)	28%	(12)	42
Relig: Evangelical	39%	(252)	14%	(90)	15%	(96)	31%	(201)	639
Relig: Non-Evang. Catholics	46%	(275)	11%	(65)	12%	(74)	31%	(187)	600
Relig: All Christian	43%	(527)	12%	(154)	14%	(170)	31%	(388)	1239
Relig: All Non-Christian	33%	(312)	13%	(125)	15%	(141)	39%	(376)	954
Community: Urban	38%	(225)	16%	(97)	13%	(78)	33%	(196)	596
Community: Suburban	39%	(367)	12%	(113)	14%	(137)	35%	(334)	951
Community: Rural	38%	(250)	11%	(69)	15%	(95)	36%	(238)	652
Employ: Private Sector	46%	(318)	14%	(95)	15%	(105)	25%	(169)	687
Employ: Government	44%	(58)	20%	(27)	15%	(19)	21%	(29)	133
Employ: Self-Employed	44%	(97)	13%	(29)	15%	(32)	28%	(61)	220
Employ: Homemaker	32%	(60)	15%	(28)	11%	(20)	42%	(78)	186
Employ: Student	32%	(31)	24%	(23)	18%	(17)	26%	(25)	95
Employ: Retired	32%	(153)	7%	(32)	14%	(67)	47%	(221)	473
Employ: Unemployed	30%	(70)	11%	(27)	14%	(33)	45%	(105)	235
Employ: Other	33%	(56)	11%	(19)	10%	(17)	46%	(79)	171
Job Type: White-collar	46%	(333)	12%	(90)	14%	(101)	28%	(199)	723
Job Type: Blue-collar	39%	(383)	13%	(126)	15%	(151)	33%	(321)	981
Job Type: Don't Know	25%	(126)	13%	(64)	12%	(58)	50%	(247)	496
Military HH: Yes	41%	(163)	11%	(43)	16%	(64)	32%	(126)	395
Military HH: No	38%	(679)	13%	(236)	14%	(247)	36%	(642)	1805
RD/WT: Right Direction	45%	(418)	11%	(101)	13%	(118)	31%	(291)	928
RD/WT: Wrong Track	33%	(424)	14%	(179)	15%	(193)	37%	(476)	1272

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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 Superbowl?

Demographic	The teams playing		The performers at the Half-Time Show		The quality of the commercials and advertisements		Don't Know / No Opinion		Total N
Adults	38%	(843)	13%	(279)	14%	(311)	35%	(767)	2200
Obama Job: Approve	42%	(450)	17%	(180)	14%	(149)	27%	(290)	1070
Obama Job: Disapprove	39%	(362)	9%	(79)	15%	(137)	37%	(339)	917
#1 Issue: Economy	43%	(291)	10%	(70)	15%	(101)	32%	(216)	677
#1 Issue: Security	44%	(189)	10%	(44)	16%	(67)	30%	(127)	426
#1 Issue: Health Care	31%	(117)	17%	(64)	14%	(54)	38%	(147)	382
#1 Issue: Medicare / Social Security	38%	(107)	10%	(27)	14%	(40)	38%	(108)	282
#1 Issue: Women's Issues	31%	(39)	23%	(30)	10%	(12)	36%	(47)	128
#1 Issue: Education	36%	(44)	21%	(25)	12%	(15)	31%	(38)	123
#1 Issue: Energy	46%	(38)	19%	(16)	8%	(6)	28%	(23)	83
#1 Issue: Other	18%	(18)	4%	(4)	15%	(15)	63%	(62)	99
2016 Vote: Democrat Hillary Clinton	39%	(277)	17%	(120)	14%	(102)	30%	(214)	713
2016 Vote: Republican Donald Trump	43%	(344)	9%	(75)	15%	(118)	33%	(267)	805
2016 Vote: Someone else	35%	(60)	10%	(17)	15%	(26)	39%	(66)	169
2012 Vote: Barack Obama	42%	(352)	15%	(131)	12%	(105)	31%	(258)	846
2012 Vote: Mitt Romney	42%	(265)	7%	(47)	16%	(103)	34%	(215)	630
2012 Vote: Other	36%	(31)	7%	(6)	10%	(8)	47%	(40)	85
2012 Vote: Didn't Vote	31%	(195)	15%	(95)	15%	(94)	40%	(254)	638
4-Region: Northeast	43%	(173)	13%	(53)	15%	(60)	29%	(115)	401
4-Region: Midwest	35%	(164)	13%	(62)	16%	(78)	36%	(170)	473
4-Region: South	41%	(331)	12%	(96)	12%	(99)	35%	(288)	814
4-Region: West	34%	(175)	13%	(68)	14%	(74)	38%	(195)	511
Trump: Fav	45%	(478)	9%	(100)	14%	(146)	32%	(343)	1068
Trump: Unfav	34%	(324)	16%	(153)	15%	(139)	35%	(335)	950
Trump: DK/NO	22%	(41)	15%	(26)	14%	(26)	49%	(90)	182
Registered Voters (Unweighted)	40%	(884)	13%	(284)	15%	(321)	32%	(711)	2200

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1059	48%
	Gender: Female	1141	52%
	N	2200	
age5	Age: 18-29	496	23%
	Age: 30-44	539	25%
	Age: 45-54	398	18%
	Age: 55-64	369	17%
	Age: 65+	398	18%
	N	2200	
xpid3	PID: Dem (no lean)	737	34%
	PID: Ind (no lean)	725	33%
	PID: Rep (no lean)	738	34%
	N	2200	
xpidGender	PID/Gender: Dem Men	362	16%
	PID/Gender: Dem Women	376	17%
	PID/Gender: Ind Men	348	16%
	PID/Gender: Ind Women	377	17%
	PID/Gender: Rep Men	350	16%
	PID/Gender: Rep Women	388	18%
	N	2200	
xdemTea	Tea Party: Supporter	595	27%
	Tea Party: Not Supporter	1587	72%
	N	2181	
xdemIdeo3	Ideo: Liberal (1-3)	676	31%
	Ideo: Moderate (4)	499	23%
	Ideo: Conservative (5-7)	779	35%
	N	1954	
xeduc3	Educ: < College	1566	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2200	
xdemInc3	Income: Under 50k	1264	57%
	Income: 50k-100k	655	30%
	Income: 100k+	281	13%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%
demBlackBin	Ethnicity: Afr. Am.	268	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	572	26%
	Relig: Roman Catholic	448	20%
	Relig: Ath./Agn./None	625	28%
	Relig: Something Else	329	15%
	N	1974	
xreligion1	Relig: Jewish	42	2%
xreligion2	Relig: Evangelical	639	29%
	Relig: Non-Evang. Catholics	600	27%
	N	1239	
xreligion3	Relig: All Christian	1239	56%
	Relig: All Non-Christian	954	43%
	N	2193	
xdemUsr	Community: Urban	596	27%
	Community: Suburban	951	43%
	Community: Rural	652	30%
	N	2200	
xdemEmploy	Employ: Private Sector	687	31%
	Employ: Government	133	6%
	Employ: Self-Employed	220	10%
	Employ: Homemaker	186	8%
	Employ: Student	95	4%
	Employ: Retired	473	22%
	Employ: Unemployed	235	11%
	Employ: Other	171	8%
	N	2200	
xdemJobStatus	Job Type: White-collar	723	33%
	Job Type: Blue-collar	981	45%
	Job Type: Don't Know	496	23%
	N	2200	
xdemMilHH1	Military HH: Yes	395	18%
	Military HH: No	1805	82%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	928	42%
	RD/WT: Wrong Track	1272	58%
	N	2200	
xnr2Bin	Obama Job: Approve	1070	49%
	Obama Job: Disapprove	917	42%
	N	1987	
xnr3	#1 Issue: Economy	677	31%
	#1 Issue: Security	426	19%
	#1 Issue: Health Care	382	17%
	#1 Issue: Medicare / Social Security	282	13%
	#1 Issue: Women's Issues	128	6%
	#1 Issue: Education	123	6%
	#1 Issue: Energy	83	4%
	#1 Issue: Other	99	4%
	N	2200	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	713	32%
	2016 Vote: Republican Donald Trump	805	37%
	2016 Vote: Someone else	169	8%
	N	1688	
xsubVote12O	2012 Vote: Barack Obama	846	38%
	2012 Vote: Mitt Romney	630	29%
	2012 Vote: Other	85	4%
	2012 Vote: Didn't Vote	638	29%
	N	2200	
xreg4	4-Region: Northeast	401	18%
	4-Region: Midwest	473	22%
	4-Region: South	814	37%
	4-Region: West	511	23%
	N	2200	
Trump_Fav	Trump: Fav	1068	49%
	Trump: Unfav	950	43%
	Trump: DK/NO	182	8%
	N	2200	

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

