



MORNING CONSULT

Morning Consult
National Tracking Poll #180118
January 25-26, 2018

Crosstabulation Results

Methodology:

This poll was conducted from January 25-26, 2018, among a national sample of 2202 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.



Table Index

1	Table BRD1_1: <i>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)</i>	4
2	Table BRD1_4: <i>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)</i>	7
3	Table BRD1_5: <i>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)</i>	10
4	Table BRD1_6: <i>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)</i>	13
5	Table BRD1_7: <i>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)</i>	16
6	Table BRD1_8: <i>Compared to this time last year, are you watching more, less, or about the same amount of each of the following professional sports? NASCAR</i>	19
7	Table BRD2: <i>Which of the following is most important when deciding whether or not to watch an NFL game?</i>	22
8	Table BRD3: <i>Are you planning on watching the Super Bowl this year or not?</i>	25
9	Table BRD4: <i>Regardless of who you think will actually win the game, who would you personally like to see win the Super Bowl?</i>	28
10	Table BRD5_1: <i>Have any of the following artists performed at the Super Bowl halftime show? Beyonc</i> .	31
11	Table BRD5_4: <i>Have any of the following artists performed at the Super Bowl halftime show? Bruno Mars</i>	34
12	Table BRD5_5: <i>Have any of the following artists performed at the Super Bowl halftime show? The Rolling Stones</i>	37
13	Table BRD5_6: <i>Have any of the following artists performed at the Super Bowl halftime show? Christina Aguilera and Britney Spears</i>	40
14	Table BRD5_7: <i>Have any of the following artists performed at the Super Bowl halftime show? Janet Jackson and Justin Timberlake</i>	43
15	Table BRD5_8: <i>Have any of the following artists performed at the Super Bowl halftime show? Jay-Z</i> .	46
16	Table BRD5_9: <i>Have any of the following artists performed at the Super Bowl halftime show? Eminem</i>	49
17	Table BRD5_10: <i>Have any of the following artists performed at the Super Bowl halftime show? Destinys Child</i>	52
18	Table BRD5_11: <i>Have any of the following artists performed at the Super Bowl halftime show? One Direction</i>	55
19	Table BRD5_12: <i>Have any of the following artists performed at the Super Bowl halftime show? Whitney Houston</i>	58

20	Table BRD5_13: <i>Have any of the following artists performed at the Super Bowl halftime show? Maroon 5</i>	61
21	Table BRD6: <i>As you may know, Justin Timberlake is performing this years halftime show at the Super Bowl. Previously at Super Bowl XXXVII in 2004, Janet Jackson invited Justin Timberlake to perform in the halftime show with her. In your opinion, should Justin Timberlake invite Janet Jackson to perform at the Super Bowl with him?</i>	64
22	Table BRD7: <i>As you may know, at the end of Janet Jackson and Justin Timberlakes performance together at the Super Bowl in 2004, Janet Jacksons breast was exposed live on national television. To the best of your knowledge, who is most to blame for this incident?</i>	67
23	Table BRD8: <i>As you may know, the NFL has not asked Janet Jackson back to the Super Bowl since her halftime performance in 2004. Do you think this was related to the incident at her performance in 2004?</i>	71
24	Table BRD9: <i>And do you believe its fair or unfair that Justin Timberlake was asked to come back to perform the halftime show at this years Super Bowl?</i>	74
25	Table BRD10: <i>How much have you seen, read, or heard about NFL players kneeling during the national anthem before the start of football games?</i>	77
26	Table BRD11: <i>As you may know, several NFL players have been kneeling during the national anthem before the start of football games to protest racial injustice. Knowing this, do you have a more or less favorable view of the NFL?</i>	80
27	Table BRD12: <i>Do you support or oppose NFL players kneeling during the national anthem before the start of football games?</i>	83
28	Table BRD13: <i>Which of the following statements comes closest to your view, even if neither are exactly right?</i>	86
29	Table BRD14: <i>Which of the following statements comes closest to your view, even if neither are exactly right?</i>	90
30	Summary Statistics of Survey Respondent Demographics	93

Crosstabulation Results by Respondent Demographics

Table BRD1_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	11% (234)	13% (280)	40% (871)	7% (160)	13% (279)	17% (378)	2202
Gender: Male	15% (162)	17% (175)	41% (429)	7% (74)	10% (105)	11% (113)	1060
Gender: Female	6% (72)	9% (105)	39% (442)	8% (86)	15% (173)	23% (265)	1142
Age: 18-29	18% (85)	17% (79)	29% (136)	8% (36)	11% (53)	18% (85)	474
Age: 30-44	11% (64)	15% (84)	37% (210)	6% (33)	12% (67)	19% (104)	562
Age: 45-54	10% (30)	9% (27)	44% (138)	6% (20)	15% (46)	16% (51)	311
Age: 55-64	7% (32)	10% (48)	45% (204)	7% (33)	14% (63)	17% (77)	457
Age: 65+	6% (22)	11% (42)	46% (184)	10% (38)	13% (51)	15% (61)	398
PID: Dem (no lean)	9% (62)	13% (96)	40% (287)	8% (54)	13% (93)	17% (124)	716
PID: Ind (no lean)	8% (63)	10% (80)	38% (302)	8% (60)	15% (117)	21% (165)	787
PID: Rep (no lean)	16% (109)	15% (105)	40% (282)	7% (47)	10% (68)	13% (89)	700
PID/Gender: Dem Men	12% (39)	20% (63)	39% (121)	8% (26)	11% (34)	9% (29)	312
PID/Gender: Dem Women	6% (23)	8% (33)	41% (166)	7% (28)	15% (59)	24% (95)	404
PID/Gender: Ind Men	11% (39)	13% (46)	42% (153)	6% (24)	14% (50)	15% (55)	366
PID/Gender: Ind Women	6% (25)	8% (34)	35% (149)	9% (36)	16% (68)	26% (110)	420
PID/Gender: Rep Men	22% (85)	17% (66)	41% (156)	6% (25)	6% (21)	8% (29)	382
PID/Gender: Rep Women	8% (24)	12% (38)	40% (127)	7% (22)	15% (47)	19% (60)	318
Tea Party: Supporter	20% (114)	15% (84)	35% (195)	7% (38)	10% (55)	13% (73)	559
Tea Party: Not Supporter	7% (119)	12% (196)	41% (665)	7% (121)	14% (222)	18% (300)	1622
Ideo: Liberal (1-3)	14% (104)	14% (106)	40% (310)	9% (69)	9% (68)	14% (111)	769
Ideo: Moderate (4)	10% (47)	12% (57)	39% (177)	6% (29)	15% (66)	18% (80)	456
Ideo: Conservative (5-7)	10% (67)	13% (90)	45% (316)	8% (53)	12% (82)	13% (90)	698
Educ: < College	11% (175)	12% (193)	36% (571)	7% (110)	14% (220)	19% (298)	1567
Educ: Bachelors degree	10% (40)	14% (59)	45% (188)	9% (36)	9% (39)	13% (53)	416
Educ: Post-grad	9% (19)	13% (28)	51% (111)	7% (14)	9% (19)	12% (27)	219

Continued on next page

Table BRD1_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	11% (234)	13% (280)	40% (871)	7% (160)	13% (279)	17% (378)	2202
Income: Under 50k	10% (128)	10% (126)	36% (455)	7% (91)	15% (185)	22% (273)	1258
Income: 50k-100k	12% (81)	15% (101)	43% (293)	8% (55)	11% (76)	11% (77)	683
Income: 100k+	10% (25)	20% (53)	47% (123)	6% (14)	7% (17)	11% (28)	261
Ethnicity: White	8% (146)	12% (217)	43% (745)	7% (121)	12% (217)	17% (305)	1751
Ethnicity: Hispanic	16% (52)	27% (89)	26% (86)	5% (17)	12% (40)	14% (45)	330
Ethnicity: Afr. Am.	21% (56)	11% (30)	26% (71)	9% (25)	16% (43)	16% (44)	269
Ethnicity: Other	18% (32)	18% (32)	30% (55)	7% (14)	11% (19)	16% (29)	182
Relig: Protestant	7% (38)	10% (53)	48% (251)	8% (40)	12% (62)	14% (75)	520
Relig: Roman Catholic	12% (54)	19% (81)	38% (164)	8% (33)	10% (43)	13% (58)	434
Relig: Ath./Agn./None	10% (64)	11% (70)	37% (237)	6% (37)	14% (88)	23% (145)	640
Relig: Something Else	11% (41)	10% (35)	41% (148)	8% (30)	15% (53)	15% (56)	364
Relig: Jewish	9% (4)	9% (5)	54% (28)	5% (3)	9% (5)	14% (7)	52
Relig: Evangelical	12% (70)	15% (88)	36% (215)	8% (50)	13% (76)	17% (100)	598
Relig: Non-Evang. Catholics	10% (57)	14% (85)	46% (271)	7% (43)	10% (62)	13% (77)	596
Relig: All Christian	11% (127)	15% (173)	41% (486)	8% (93)	12% (138)	15% (177)	1194
Relig: All Non-Christian	10% (105)	10% (105)	38% (385)	7% (67)	14% (141)	20% (201)	1004
Community: Urban	14% (87)	14% (87)	33% (200)	9% (54)	13% (77)	17% (103)	609
Community: Suburban	9% (86)	13% (117)	44% (399)	8% (71)	11% (104)	15% (133)	909
Community: Rural	9% (62)	11% (76)	40% (272)	5% (35)	14% (98)	21% (142)	684
Employ: Private Sector	12% (75)	15% (96)	40% (247)	6% (39)	11% (70)	15% (96)	623
Employ: Government	12% (19)	17% (27)	47% (74)	3% (5)	11% (17)	10% (15)	157
Employ: Self-Employed	18% (40)	14% (30)	36% (77)	9% (20)	9% (20)	13% (29)	216
Employ: Homemaker	11% (21)	7% (14)	40% (78)	9% (16)	14% (27)	19% (36)	192
Employ: Student	14% (15)	18% (20)	26% (29)	13% (15)	11% (12)	18% (21)	111
Employ: Retired	7% (36)	10% (51)	45% (220)	10% (47)	14% (67)	14% (70)	491
Employ: Unemployed	5% (10)	14% (30)	35% (75)	5% (10)	16% (35)	26% (55)	216
Employ: Other	9% (18)	6% (12)	36% (71)	4% (8)	16% (30)	29% (56)	196
Military HH: Yes	12% (53)	12% (53)	47% (202)	8% (32)	8% (34)	13% (55)	429
Military HH: No	10% (181)	13% (227)	38% (669)	7% (128)	14% (245)	18% (323)	1773

Continued on next page

Table BRD1_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	11% (234)	13% (280)	40% (871)	7% (160)	13% (279)	17% (378)	2202
RD/WT: Right Direction	14% (126)	15% (138)	39% (351)	8% (68)	9% (82)	14% (129)	895
RD/WT: Wrong Track	8% (108)	11% (142)	40% (520)	7% (93)	15% (197)	19% (249)	1307
Strongly Approve	15% (78)	13% (66)	40% (203)	6% (32)	11% (58)	14% (69)	505
Somewhat Approve	10% (42)	16% (68)	41% (176)	11% (47)	11% (46)	11% (46)	425
Somewhat Disapprove	9% (26)	13% (39)	36% (106)	10% (30)	14% (40)	18% (53)	294
Strongly Disapprove	10% (83)	11% (95)	41% (350)	5% (42)	14% (118)	19% (157)	845
Dont Know / No Opinion	5% (6)	9% (11)	27% (36)	6% (8)	13% (17)	40% (53)	132
#1 Issue: Economy	11% (71)	13% (83)	39% (254)	7% (44)	14% (89)	17% (109)	651
#1 Issue: Security	12% (43)	13% (47)	42% (152)	7% (24)	11% (39)	15% (54)	359
#1 Issue: Health Care	13% (52)	14% (56)	36% (145)	7% (27)	12% (49)	18% (72)	400
#1 Issue: Medicare / Social Security	8% (31)	14% (49)	37% (136)	9% (34)	16% (59)	15% (54)	363
#1 Issue: Women's Issues	11% (12)	8% (9)	49% (55)	8% (9)	7% (7)	17% (20)	113
#1 Issue: Education	10% (13)	11% (14)	44% (56)	9% (11)	11% (14)	15% (18)	126
#1 Issue: Energy	11% (10)	19% (18)	38% (35)	4% (3)	6% (6)	23% (22)	94
#1 Issue: Other	3% (3)	5% (4)	40% (38)	6% (6)	16% (15)	30% (29)	96
2016 Vote: Democrat Hillary Clinton	13% (97)	13% (93)	41% (306)	6% (44)	12% (85)	16% (115)	739
2016 Vote: Republican Donald Trump	12% (90)	14% (107)	44% (329)	7% (55)	10% (78)	13% (96)	755
2016 Vote: Someone else	8% (14)	10% (17)	40% (69)	9% (15)	14% (23)	19% (33)	170
2012 Vote: Barack Obama	12% (107)	13% (109)	41% (356)	6% (54)	12% (106)	15% (134)	866
2012 Vote: Mitt Romney	12% (72)	14% (84)	43% (261)	8% (46)	11% (64)	12% (75)	602
2012 Vote: Other	7% (7)	9% (10)	42% (45)	6% (7)	20% (21)	16% (18)	107
2012 Vote: Didn't Vote	8% (48)	12% (77)	34% (209)	9% (53)	14% (85)	24% (152)	625
4-Region: Northeast	10% (38)	13% (51)	46% (186)	6% (23)	11% (43)	15% (60)	402
4-Region: Midwest	9% (40)	14% (67)	38% (181)	8% (36)	13% (63)	19% (88)	474
4-Region: South	12% (98)	11% (90)	37% (305)	8% (61)	13% (109)	19% (152)	815
4-Region: West	11% (58)	14% (72)	39% (199)	8% (40)	13% (64)	15% (78)	511

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

Table BRD1_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 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% (334)	13% (287)	30% (661)	10% (212)	19% (421)	13% (287)	2202
Gender: Male	20% (209)	14% (150)	29% (312)	10% (106)	19% (202)	8% (81)	1060
Gender: Female	11% (125)	12% (136)	31% (349)	9% (106)	19% (219)	18% (206)	1142
Age: 18-29	24% (115)	21% (100)	26% (123)	6% (28)	9% (41)	14% (68)	474
Age: 30-44	19% (107)	12% (69)	30% (169)	11% (59)	14% (81)	13% (76)	562
Age: 45-54	13% (42)	13% (42)	32% (100)	13% (41)	17% (54)	11% (33)	311
Age: 55-64	9% (42)	7% (33)	33% (152)	10% (45)	28% (128)	13% (58)	457
Age: 65+	7% (28)	11% (43)	29% (117)	10% (39)	30% (118)	13% (53)	398
PID: Dem (no lean)	15% (107)	15% (105)	38% (274)	9% (67)	10% (72)	13% (91)	716
PID: Ind (no lean)	13% (106)	12% (95)	28% (222)	9% (68)	20% (155)	18% (141)	787
PID: Rep (no lean)	17% (121)	12% (87)	24% (166)	11% (77)	28% (194)	8% (54)	700
PID/Gender: Dem Men	22% (70)	18% (56)	37% (115)	9% (28)	7% (23)	7% (21)	312
PID/Gender: Dem Women	9% (37)	12% (49)	39% (159)	9% (38)	12% (50)	18% (71)	404
PID/Gender: Ind Men	16% (59)	13% (47)	30% (109)	8% (29)	22% (82)	11% (41)	366
PID/Gender: Ind Women	11% (47)	11% (48)	27% (113)	9% (40)	17% (73)	24% (101)	420
PID/Gender: Rep Men	21% (80)	13% (48)	23% (88)	13% (49)	26% (97)	5% (19)	382
PID/Gender: Rep Women	13% (41)	12% (39)	25% (78)	9% (28)	30% (97)	11% (35)	318
Tea Party: Supporter	19% (108)	17% (93)	19% (107)	11% (63)	26% (144)	8% (45)	559
Tea Party: Not Supporter	14% (221)	12% (194)	34% (552)	9% (148)	17% (271)	15% (237)	1622
Ideo: Liberal (1-3)	21% (160)	18% (141)	34% (259)	8% (63)	7% (57)	12% (89)	769
Ideo: Moderate (4)	14% (62)	13% (60)	33% (150)	9% (41)	19% (86)	13% (58)	456
Ideo: Conservative (5-7)	10% (71)	10% (69)	26% (181)	13% (90)	32% (226)	9% (61)	698
Educ: < College	16% (255)	13% (199)	28% (434)	9% (136)	20% (317)	14% (226)	1567
Educ: Bachelors degree	11% (46)	13% (55)	35% (144)	14% (58)	18% (75)	9% (37)	416
Educ: Post-grad	15% (32)	15% (32)	38% (83)	8% (18)	13% (29)	11% (24)	219
Income: Under 50k	15% (187)	11% (141)	29% (362)	9% (109)	19% (240)	17% (219)	1258
Income: 50k-100k	17% (118)	14% (98)	32% (220)	11% (73)	19% (127)	7% (47)	683
Income: 100k+	11% (29)	18% (48)	30% (79)	11% (30)	21% (54)	8% (21)	261

Continued on next page

Table BRD1_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 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% (334)	13% (287)	30% (661)	10% (212)	19% (421)	13% (287)	2202
Ethnicity: White	12% (211)	12% (205)	31% (542)	11% (187)	21% (372)	13% (235)	1751
Ethnicity: Hispanic	26% (86)	21% (69)	21% (69)	8% (26)	14% (45)	10% (34)	330
Ethnicity: Afr. Am.	28% (75)	19% (51)	28% (76)	3% (9)	10% (27)	11% (31)	269
Ethnicity: Other	26% (48)	17% (30)	24% (44)	9% (17)	12% (22)	12% (22)	182
Relig: Protestant	10% (54)	11% (59)	31% (160)	10% (53)	28% (143)	10% (50)	520
Relig: Roman Catholic	19% (82)	15% (65)	26% (112)	13% (55)	19% (83)	8% (37)	434
Relig: Ath./Agn./None	13% (85)	11% (70)	34% (220)	7% (47)	15% (95)	19% (123)	640
Relig: Something Else	19% (68)	16% (58)	30% (109)	10% (35)	15% (53)	11% (41)	364
Relig: Jewish	14% (7)	10% (5)	46% (24)	13% (7)	5% (3)	12% (6)	52
Relig: Evangelical	17% (99)	12% (72)	26% (158)	8% (51)	24% (144)	12% (74)	598
Relig: Non-Evang. Catholics	14% (82)	14% (85)	29% (175)	13% (77)	21% (128)	8% (48)	596
Relig: All Christian	15% (181)	13% (157)	28% (332)	11% (128)	23% (272)	10% (123)	1194
Relig: All Non-Christian	15% (153)	13% (127)	33% (329)	8% (82)	15% (149)	16% (165)	1004
Community: Urban	19% (115)	16% (98)	29% (178)	8% (50)	15% (91)	13% (77)	609
Community: Suburban	14% (125)	13% (116)	33% (301)	10% (95)	18% (164)	12% (108)	909
Community: Rural	14% (94)	11% (72)	27% (182)	10% (68)	24% (166)	15% (102)	684
Employ: Private Sector	17% (105)	15% (94)	31% (191)	10% (63)	17% (103)	11% (67)	623
Employ: Government	12% (19)	18% (29)	37% (57)	11% (18)	17% (26)	5% (9)	157
Employ: Self-Employed	22% (48)	17% (36)	27% (59)	11% (24)	11% (24)	12% (25)	216
Employ: Homemaker	10% (20)	8% (15)	34% (65)	12% (23)	20% (38)	16% (31)	192
Employ: Student	22% (25)	18% (20)	24% (26)	6% (7)	17% (19)	13% (15)	111
Employ: Retired	11% (52)	10% (48)	30% (150)	9% (46)	30% (147)	10% (48)	491
Employ: Unemployed	16% (35)	14% (30)	27% (58)	8% (17)	12% (27)	23% (49)	216
Employ: Other	15% (30)	8% (15)	28% (54)	8% (16)	19% (37)	23% (44)	196
Military HH: Yes	15% (62)	14% (62)	29% (124)	9% (38)	26% (110)	7% (32)	429
Military HH: No	15% (271)	13% (225)	30% (537)	10% (174)	18% (311)	14% (255)	1773
RD/WT: Right Direction	18% (158)	13% (115)	22% (194)	12% (109)	26% (236)	9% (83)	895
RD/WT: Wrong Track	13% (176)	13% (172)	36% (467)	8% (103)	14% (185)	16% (204)	1307

Continued on next page

Table BRD1_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 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% (334)	13% (287)	30% (661)	10% (212)	19% (421)	13% (287)	2202
Strongly Approve	17% (88)	9% (48)	19% (97)	12% (62)	34% (173)	7% (38)	505
Somewhat Approve	14% (60)	17% (73)	29% (122)	11% (46)	22% (95)	7% (28)	425
Somewhat Disapprove	12% (37)	15% (44)	32% (94)	11% (33)	16% (46)	14% (40)	294
Strongly Disapprove	16% (138)	14% (117)	37% (313)	7% (62)	10% (87)	15% (130)	845
Dont Know / No Opinion	8% (11)	4% (5)	27% (35)	7% (9)	15% (20)	39% (52)	132
#1 Issue: Economy	15% (101)	12% (78)	33% (215)	11% (74)	17% (109)	11% (74)	651
#1 Issue: Security	11% (41)	11% (40)	23% (83)	11% (40)	34% (121)	9% (34)	359
#1 Issue: Health Care	16% (63)	18% (71)	32% (127)	7% (28)	12% (48)	16% (64)	400
#1 Issue: Medicare / Social Security	18% (67)	8% (29)	27% (98)	9% (33)	25% (89)	13% (46)	363
#1 Issue: Women's Issues	18% (20)	13% (15)	38% (43)	7% (8)	6% (7)	18% (20)	113
#1 Issue: Education	18% (23)	21% (27)	30% (38)	7% (9)	16% (20)	7% (9)	126
#1 Issue: Energy	15% (14)	21% (20)	27% (25)	11% (11)	6% (5)	20% (19)	94
#1 Issue: Other	5% (5)	7% (7)	33% (32)	9% (9)	23% (22)	22% (21)	96
2016 Vote: Democrat Hillary Clinton	18% (130)	15% (110)	38% (281)	8% (62)	9% (68)	12% (88)	739
2016 Vote: Republican Donald Trump	13% (98)	13% (95)	24% (181)	12% (90)	31% (237)	7% (55)	755
2016 Vote: Someone else	11% (19)	12% (20)	28% (48)	10% (17)	21% (36)	17% (30)	170
2012 Vote: Barack Obama	17% (151)	15% (127)	36% (311)	9% (79)	11% (99)	12% (100)	866
2012 Vote: Mitt Romney	13% (79)	11% (64)	23% (139)	13% (77)	32% (196)	8% (47)	602
2012 Vote: Other	6% (6)	6% (6)	32% (34)	12% (13)	28% (30)	16% (17)	107
2012 Vote: Didn't Vote	16% (97)	14% (89)	28% (177)	7% (44)	15% (95)	20% (122)	625
4-Region: Northeast	21% (85)	14% (58)	28% (114)	10% (40)	14% (55)	12% (48)	402
4-Region: Midwest	11% (53)	12% (55)	30% (140)	10% (48)	23% (111)	14% (67)	474
4-Region: South	14% (116)	13% (107)	31% (251)	10% (80)	19% (158)	12% (102)	815
4-Region: West	16% (79)	13% (66)	30% (156)	8% (43)	19% (97)	14% (71)	511

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

Table BRD1_5: 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% (210)	10% (220)	37% (817)	8% (179)	15% (338)	20% (438)	2202
Gender: Male	14% (148)	12% (130)	38% (398)	9% (95)	14% (146)	13% (143)	1060
Gender: Female	5% (62)	8% (90)	37% (419)	7% (84)	17% (193)	26% (295)	1142
Age: 18-29	22% (103)	18% (84)	30% (142)	5% (26)	10% (48)	15% (72)	474
Age: 30-44	11% (62)	11% (61)	35% (197)	9% (50)	13% (73)	21% (119)	562
Age: 45-54	6% (18)	9% (29)	43% (135)	8% (23)	15% (46)	19% (59)	311
Age: 55-64	4% (19)	4% (16)	40% (184)	9% (39)	20% (92)	23% (106)	457
Age: 65+	2% (7)	7% (29)	40% (160)	10% (41)	20% (79)	20% (81)	398
PID: Dem (no lean)	9% (66)	11% (78)	41% (291)	8% (55)	12% (86)	20% (140)	716
PID: Ind (no lean)	8% (62)	9% (74)	35% (276)	8% (63)	16% (122)	24% (189)	787
PID: Rep (no lean)	12% (81)	10% (68)	36% (251)	9% (61)	19% (130)	16% (109)	700
PID/Gender: Dem Men	15% (47)	15% (48)	39% (120)	8% (26)	12% (36)	11% (35)	312
PID/Gender: Dem Women	5% (20)	7% (30)	42% (171)	7% (29)	12% (49)	26% (105)	404
PID/Gender: Ind Men	11% (40)	10% (37)	38% (140)	8% (31)	15% (55)	18% (64)	366
PID/Gender: Ind Women	5% (22)	9% (37)	32% (135)	8% (33)	16% (68)	30% (125)	420
PID/Gender: Rep Men	16% (62)	12% (46)	36% (137)	10% (39)	14% (55)	12% (44)	382
PID/Gender: Rep Women	6% (20)	7% (22)	36% (113)	7% (22)	24% (75)	20% (65)	318
Tea Party: Supporter	17% (93)	14% (77)	31% (174)	10% (55)	14% (79)	14% (81)	559
Tea Party: Not Supporter	7% (115)	9% (142)	39% (633)	8% (122)	16% (257)	22% (352)	1622
Ideo: Liberal (1-3)	16% (121)	14% (107)	37% (285)	7% (56)	11% (83)	15% (116)	769
Ideo: Moderate (4)	7% (30)	10% (47)	38% (173)	8% (38)	16% (72)	21% (96)	456
Ideo: Conservative (5-7)	5% (36)	7% (50)	41% (288)	10% (70)	18% (125)	19% (129)	698
Educ: < College	10% (149)	9% (148)	34% (537)	8% (127)	17% (262)	22% (343)	1567
Educ: Bachelors degree	9% (39)	10% (43)	45% (187)	8% (34)	12% (51)	15% (61)	416
Educ: Post-grad	10% (22)	13% (28)	42% (92)	8% (17)	11% (25)	16% (34)	219
Income: Under 50k	8% (104)	10% (123)	33% (418)	7% (92)	17% (215)	24% (306)	1258
Income: 50k-100k	12% (83)	10% (66)	43% (291)	9% (61)	14% (94)	13% (89)	683
Income: 100k+	9% (23)	12% (31)	42% (109)	10% (25)	11% (29)	17% (43)	261

Continued on next page

Table BRD1_5: 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% (210)	10% (220)	37% (817)	8% (179)	15% (338)	20% (438)	2202
Ethnicity: White	5% (94)	8% (142)	40% (697)	9% (153)	16% (286)	22% (379)	1751
Ethnicity: Hispanic	20% (67)	20% (66)	28% (94)	7% (23)	13% (42)	12% (38)	330
Ethnicity: Afr. Am.	29% (77)	17% (45)	27% (74)	5% (14)	10% (26)	12% (33)	269
Ethnicity: Other	22% (39)	18% (33)	26% (47)	6% (11)	14% (26)	14% (26)	182
Relig: Protestant	5% (28)	8% (41)	44% (229)	9% (48)	14% (75)	19% (99)	520
Relig: Roman Catholic	10% (41)	12% (53)	38% (163)	10% (45)	15% (67)	15% (65)	434
Relig: Ath./Agn./None	9% (57)	9% (56)	36% (231)	6% (38)	16% (100)	25% (158)	640
Relig: Something Else	15% (54)	11% (39)	34% (123)	7% (25)	15% (55)	19% (68)	364
Relig: Jewish	13% (7)	16% (8)	47% (25)	3% (2)	6% (3)	14% (7)	52
Relig: Evangelical	10% (59)	11% (64)	36% (213)	10% (58)	15% (88)	19% (116)	598
Relig: Non-Evang. Catholics	7% (39)	10% (59)	42% (250)	9% (56)	16% (95)	16% (97)	596
Relig: All Christian	8% (98)	10% (123)	39% (463)	10% (114)	15% (183)	18% (213)	1194
Relig: All Non-Christian	11% (112)	9% (95)	35% (354)	6% (63)	15% (155)	22% (225)	1004
Community: Urban	15% (94)	13% (82)	33% (201)	6% (39)	14% (86)	18% (107)	609
Community: Suburban	8% (69)	9% (82)	41% (377)	8% (77)	15% (136)	19% (169)	909
Community: Rural	7% (46)	8% (56)	35% (239)	9% (63)	17% (117)	24% (163)	684
Employ: Private Sector	11% (66)	13% (81)	39% (244)	8% (52)	11% (72)	17% (109)	623
Employ: Government	14% (21)	10% (16)	47% (74)	4% (6)	13% (20)	13% (20)	157
Employ: Self-Employed	23% (50)	9% (20)	29% (62)	8% (18)	14% (30)	17% (36)	216
Employ: Homemaker	8% (15)	5% (10)	42% (81)	8% (16)	16% (31)	20% (39)	192
Employ: Student	12% (14)	21% (23)	35% (39)	6% (7)	12% (14)	14% (15)	111
Employ: Retired	3% (16)	7% (34)	39% (191)	9% (46)	22% (106)	20% (98)	491
Employ: Unemployed	5% (11)	8% (17)	33% (71)	6% (13)	17% (37)	31% (67)	216
Employ: Other	9% (17)	10% (19)	28% (54)	11% (21)	15% (30)	28% (55)	196
Military HH: Yes	10% (43)	11% (48)	40% (174)	9% (39)	15% (63)	15% (63)	429
Military HH: No	9% (166)	10% (172)	36% (644)	8% (140)	16% (275)	21% (376)	1773
RD/WT: Right Direction	11% (100)	11% (99)	34% (305)	10% (89)	16% (141)	18% (161)	895
RD/WT: Wrong Track	8% (110)	9% (121)	39% (513)	7% (90)	15% (197)	21% (277)	1307

Continued on next page

Table BRD1_5: 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% (210)	10% (220)	37% (817)	8% (179)	15% (338)	20% (438)	2202
Strongly Approve	12% (59)	9% (44)	33% (165)	11% (56)	20% (101)	16% (79)	505
Somewhat Approve	6% (24)	16% (67)	38% (162)	8% (32)	15% (62)	18% (77)	425
Somewhat Disapprove	10% (30)	8% (23)	37% (110)	10% (28)	17% (50)	18% (53)	294
Strongly Disapprove	11% (93)	10% (82)	40% (342)	6% (53)	12% (102)	21% (174)	845
Dont Know / No Opinion	3% (4)	3% (3)	29% (38)	7% (10)	17% (23)	41% (54)	132
#1 Issue: Economy	10% (67)	10% (68)	38% (250)	8% (51)	13% (87)	20% (127)	651
#1 Issue: Security	6% (22)	8% (29)	40% (145)	10% (35)	17% (63)	18% (65)	359
#1 Issue: Health Care	15% (60)	12% (47)	34% (137)	6% (25)	12% (47)	21% (85)	400
#1 Issue: Medicare / Social Security	7% (25)	8% (27)	36% (130)	8% (30)	23% (85)	18% (66)	363
#1 Issue: Women's Issues	5% (6)	9% (10)	44% (50)	11% (12)	16% (18)	16% (18)	113
#1 Issue: Education	10% (13)	12% (15)	37% (47)	12% (15)	12% (15)	17% (21)	126
#1 Issue: Energy	14% (14)	20% (19)	27% (25)	3% (3)	10% (9)	26% (24)	94
#1 Issue: Other	3% (3)	5% (5)	35% (34)	7% (7)	16% (15)	33% (32)	96
2016 Vote: Democrat Hillary Clinton	14% (105)	10% (77)	42% (309)	6% (42)	11% (80)	17% (128)	739
2016 Vote: Republican Donald Trump	7% (52)	10% (75)	38% (286)	10% (78)	17% (132)	17% (132)	755
2016 Vote: Someone else	10% (17)	8% (13)	37% (63)	7% (12)	15% (26)	23% (39)	170
2012 Vote: Barack Obama	13% (109)	10% (87)	40% (345)	7% (61)	13% (116)	17% (148)	866
2012 Vote: Mitt Romney	8% (46)	8% (45)	40% (241)	9% (57)	19% (113)	17% (100)	602
2012 Vote: Other	3% (4)	5% (5)	35% (38)	8% (9)	23% (25)	25% (27)	107
2012 Vote: Didn't Vote	8% (50)	13% (82)	31% (194)	8% (52)	14% (85)	26% (161)	625
4-Region: Northeast	10% (38)	10% (42)	40% (160)	4% (18)	13% (54)	22% (90)	402
4-Region: Midwest	8% (40)	9% (41)	36% (168)	8% (38)	17% (82)	22% (105)	474
4-Region: South	10% (84)	9% (76)	36% (295)	10% (85)	15% (121)	19% (155)	815
4-Region: West	9% (48)	12% (61)	38% (194)	8% (39)	16% (82)	17% (88)	511

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

Table BRD1_6: 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% (151)	8% (166)	36% (791)	8% (172)	15% (341)	26% (581)	2202
Gender: Male	10% (107)	11% (114)	37% (396)	8% (86)	13% (143)	20% (214)	1060
Gender: Female	4% (45)	5% (52)	35% (395)	8% (86)	17% (198)	32% (366)	1142
Age: 18-29	15% (70)	15% (72)	27% (126)	8% (37)	14% (66)	22% (103)	474
Age: 30-44	8% (46)	8% (43)	36% (204)	9% (53)	14% (80)	24% (136)	562
Age: 45-54	5% (16)	5% (16)	41% (129)	9% (30)	13% (42)	26% (80)	311
Age: 55-64	3% (14)	4% (20)	38% (173)	8% (37)	17% (79)	29% (133)	457
Age: 65+	2% (6)	4% (14)	40% (159)	4% (16)	19% (74)	32% (129)	398
PID: Dem (no lean)	6% (42)	6% (46)	37% (263)	8% (58)	15% (110)	28% (197)	716
PID: Ind (no lean)	6% (45)	7% (54)	35% (273)	9% (67)	15% (121)	29% (227)	787
PID: Rep (no lean)	9% (64)	9% (66)	37% (256)	7% (46)	16% (111)	22% (157)	700
PID/Gender: Dem Men	7% (23)	10% (31)	38% (120)	11% (34)	15% (46)	19% (58)	312
PID/Gender: Dem Women	5% (19)	4% (15)	35% (143)	6% (24)	16% (64)	34% (138)	404
PID/Gender: Ind Men	8% (30)	9% (32)	38% (139)	7% (27)	14% (51)	24% (88)	366
PID/Gender: Ind Women	4% (15)	5% (22)	32% (134)	10% (40)	17% (70)	33% (139)	420
PID/Gender: Rep Men	14% (54)	13% (51)	36% (138)	7% (25)	12% (46)	18% (68)	382
PID/Gender: Rep Women	3% (11)	5% (15)	37% (118)	7% (21)	20% (65)	28% (89)	318
Tea Party: Supporter	15% (81)	12% (65)	31% (171)	10% (56)	11% (61)	22% (125)	559
Tea Party: Not Supporter	4% (70)	6% (100)	38% (615)	7% (115)	17% (278)	27% (443)	1622
Ideo: Liberal (1-3)	10% (78)	10% (79)	37% (286)	10% (76)	12% (94)	20% (154)	769
Ideo: Moderate (4)	5% (24)	8% (35)	36% (166)	7% (33)	17% (76)	27% (121)	456
Ideo: Conservative (5-7)	5% (38)	6% (42)	39% (276)	7% (52)	16% (109)	26% (183)	698
Educ: < College	7% (116)	7% (108)	32% (505)	8% (126)	17% (268)	28% (444)	1567
Educ: Bachelors degree	5% (19)	9% (35)	45% (188)	8% (35)	12% (51)	21% (87)	416
Educ: Post-grad	8% (17)	10% (23)	44% (97)	5% (10)	10% (22)	23% (50)	219
Income: Under 50k	6% (81)	6% (70)	32% (405)	8% (95)	18% (224)	30% (382)	1258
Income: 50k-100k	8% (53)	10% (70)	39% (269)	9% (62)	13% (89)	20% (139)	683
Income: 100k+	7% (17)	10% (27)	45% (116)	5% (14)	11% (28)	23% (60)	261

Continued on next page

Table BRD1_6: 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% (151)	8% (166)	36% (791)	8% (172)	15% (341)	26% (581)	2202
Ethnicity: White	5% (93)	6% (112)	39% (677)	7% (127)	15% (264)	27% (478)	1751
Ethnicity: Hispanic	14% (45)	15% (49)	26% (84)	11% (35)	13% (44)	22% (73)	330
Ethnicity: Afr. Am.	12% (31)	12% (33)	23% (62)	10% (27)	21% (56)	22% (59)	269
Ethnicity: Other	15% (27)	11% (21)	29% (52)	10% (18)	12% (21)	24% (43)	182
Relig: Protestant	4% (21)	4% (20)	45% (235)	6% (33)	14% (73)	26% (137)	520
Relig: Roman Catholic	10% (43)	11% (48)	34% (147)	9% (38)	14% (59)	23% (99)	434
Relig: Ath./Agn./None	6% (38)	7% (45)	33% (214)	8% (52)	16% (103)	30% (189)	640
Relig: Something Else	8% (31)	10% (36)	34% (125)	8% (28)	17% (63)	22% (81)	364
Relig: Jewish	4% (2)	13% (7)	41% (21)	10% (5)	6% (3)	26% (13)	52
Relig: Evangelical	7% (41)	6% (38)	34% (206)	9% (53)	15% (91)	28% (170)	598
Relig: Non-Evang. Catholics	7% (42)	8% (45)	41% (247)	6% (38)	14% (84)	24% (140)	596
Relig: All Christian	7% (83)	7% (83)	38% (452)	8% (90)	15% (175)	26% (311)	1194
Relig: All Non-Christian	7% (68)	8% (81)	34% (339)	8% (80)	17% (166)	27% (270)	1004
Community: Urban	10% (62)	9% (53)	32% (195)	8% (49)	16% (94)	26% (156)	609
Community: Suburban	6% (55)	7% (68)	41% (370)	7% (67)	14% (130)	24% (220)	909
Community: Rural	5% (34)	7% (46)	33% (226)	8% (56)	17% (117)	30% (204)	684
Employ: Private Sector	8% (52)	10% (65)	39% (241)	9% (56)	12% (74)	22% (135)	623
Employ: Government	9% (15)	6% (9)	48% (75)	6% (9)	13% (20)	18% (28)	157
Employ: Self-Employed	11% (25)	17% (37)	31% (67)	6% (12)	13% (29)	21% (46)	216
Employ: Homemaker	6% (12)	5% (10)	37% (70)	7% (14)	19% (36)	26% (49)	192
Employ: Student	13% (15)	11% (12)	26% (29)	15% (17)	14% (15)	21% (23)	111
Employ: Retired	2% (12)	3% (16)	38% (188)	6% (30)	19% (94)	31% (152)	491
Employ: Unemployed	3% (7)	3% (6)	32% (70)	10% (21)	18% (40)	34% (72)	216
Employ: Other	7% (14)	5% (10)	26% (51)	6% (12)	17% (34)	38% (74)	196
Military HH: Yes	11% (46)	6% (27)	41% (175)	8% (36)	12% (50)	22% (95)	429
Military HH: No	6% (105)	8% (139)	35% (616)	8% (136)	16% (292)	27% (486)	1773
RD/WT: Right Direction	9% (82)	10% (91)	34% (308)	8% (70)	13% (119)	25% (225)	895
RD/WT: Wrong Track	5% (69)	6% (75)	37% (483)	8% (102)	17% (222)	27% (356)	1307

Continued on next page

Table BRD1_6: 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% (151)	8% (166)	36% (791)	8% (172)	15% (341)	26% (581)	2202
Strongly Approve	10% (52)	10% (49)	33% (165)	8% (39)	16% (82)	23% (118)	505
Somewhat Approve	6% (27)	8% (34)	41% (176)	7% (32)	14% (59)	23% (98)	425
Somewhat Disapprove	4% (13)	7% (20)	34% (101)	17% (49)	13% (39)	25% (73)	294
Strongly Disapprove	7% (56)	7% (59)	37% (315)	5% (44)	17% (141)	27% (231)	845
Dont Know / No Opinion	3% (4)	4% (5)	26% (34)	6% (8)	15% (20)	46% (61)	132
#1 Issue: Economy	7% (46)	8% (51)	38% (249)	8% (49)	16% (103)	24% (154)	651
#1 Issue: Security	9% (34)	8% (27)	34% (121)	6% (22)	15% (53)	28% (102)	359
#1 Issue: Health Care	8% (34)	10% (40)	34% (138)	8% (30)	13% (51)	27% (108)	400
#1 Issue: Medicare / Social Security	4% (16)	4% (16)	32% (117)	7% (27)	22% (79)	30% (108)	363
#1 Issue: Women's Issues	8% (9)	3% (4)	46% (52)	10% (11)	10% (12)	22% (25)	113
#1 Issue: Education	3% (4)	9% (11)	36% (46)	17% (21)	12% (15)	23% (29)	126
#1 Issue: Energy	10% (9)	16% (15)	34% (32)	7% (7)	11% (10)	22% (21)	94
#1 Issue: Other	— (0)	3% (2)	38% (37)	5% (5)	20% (19)	34% (33)	96
2016 Vote: Democrat Hillary Clinton	9% (68)	8% (59)	37% (277)	7% (53)	14% (107)	24% (175)	739
2016 Vote: Republican Donald Trump	6% (48)	8% (59)	40% (299)	8% (57)	16% (120)	23% (172)	755
2016 Vote: Someone else	6% (10)	6% (11)	34% (59)	10% (16)	11% (18)	33% (56)	170
2012 Vote: Barack Obama	7% (63)	7% (62)	38% (327)	9% (82)	14% (119)	25% (214)	866
2012 Vote: Mitt Romney	7% (41)	9% (53)	39% (236)	5% (32)	16% (99)	24% (142)	602
2012 Vote: Other	8% (8)	2% (2)	37% (40)	7% (7)	16% (17)	30% (32)	107
2012 Vote: Didn't Vote	6% (39)	8% (49)	30% (186)	8% (51)	17% (106)	31% (194)	625
4-Region: Northeast	9% (36)	8% (34)	42% (169)	6% (25)	10% (40)	24% (97)	402
4-Region: Midwest	5% (24)	8% (39)	35% (166)	6% (29)	18% (87)	27% (129)	474
4-Region: South	6% (51)	7% (59)	33% (273)	10% (82)	16% (134)	26% (216)	815
4-Region: West	8% (40)	7% (34)	36% (184)	7% (35)	15% (79)	27% (140)	511

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

Table BRD1_7: 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	5% (106)	7% (152)	35% (766)	7% (152)	18% (388)	29% (638)	2202
Gender: Male	6% (68)	10% (103)	35% (375)	8% (80)	18% (188)	23% (247)	1060
Gender: Female	3% (38)	4% (49)	34% (391)	6% (72)	17% (200)	34% (392)	1142
Age: 18-29	12% (58)	15% (72)	28% (135)	8% (36)	12% (58)	24% (114)	474
Age: 30-44	6% (32)	9% (49)	35% (194)	8% (45)	16% (89)	27% (153)	562
Age: 45-54	3% (10)	3% (8)	39% (121)	10% (30)	15% (47)	30% (95)	311
Age: 55-64	1% (6)	2% (10)	39% (176)	5% (23)	23% (104)	30% (137)	457
Age: 65+	— (0)	3% (12)	35% (140)	4% (17)	22% (89)	35% (139)	398
PID: Dem (no lean)	4% (32)	8% (59)	37% (264)	6% (42)	16% (112)	29% (207)	716
PID: Ind (no lean)	4% (31)	5% (37)	34% (268)	7% (55)	19% (148)	32% (248)	787
PID: Rep (no lean)	6% (43)	8% (56)	33% (234)	8% (55)	18% (128)	26% (184)	700
PID/Gender: Dem Men	6% (19)	13% (42)	36% (112)	6% (20)	18% (56)	20% (63)	312
PID/Gender: Dem Women	3% (13)	4% (17)	38% (152)	5% (22)	14% (56)	36% (143)	404
PID/Gender: Ind Men	4% (15)	5% (20)	37% (135)	6% (23)	21% (76)	27% (97)	366
PID/Gender: Ind Women	4% (16)	4% (18)	32% (133)	8% (32)	17% (72)	36% (151)	420
PID/Gender: Rep Men	9% (33)	11% (42)	34% (128)	10% (36)	15% (56)	23% (86)	382
PID/Gender: Rep Women	3% (9)	5% (15)	33% (106)	6% (18)	23% (72)	31% (98)	318
Tea Party: Supporter	10% (57)	14% (76)	29% (165)	9% (48)	15% (86)	23% (128)	559
Tea Party: Not Supporter	3% (48)	5% (74)	37% (597)	6% (102)	18% (300)	31% (501)	1622
Ideo: Liberal (1-3)	7% (56)	12% (91)	39% (298)	8% (60)	11% (85)	23% (178)	769
Ideo: Moderate (4)	5% (22)	5% (23)	34% (157)	7% (33)	19% (87)	30% (135)	456
Ideo: Conservative (5-7)	3% (22)	4% (30)	37% (261)	7% (51)	20% (140)	28% (195)	698
Educ: < College	5% (79)	6% (98)	31% (486)	7% (110)	19% (305)	31% (488)	1567
Educ: Bachelors degree	3% (15)	8% (34)	45% (189)	8% (32)	13% (52)	23% (95)	416
Educ: Post-grad	5% (12)	10% (21)	42% (91)	4% (9)	14% (30)	25% (55)	219
Income: Under 50k	5% (67)	6% (72)	30% (373)	7% (84)	20% (247)	33% (416)	1258
Income: 50k-100k	4% (30)	8% (56)	42% (288)	8% (56)	16% (109)	21% (144)	683
Income: 100k+	3% (9)	9% (25)	41% (106)	5% (12)	12% (31)	30% (79)	261

Continued on next page

Table BRD1_7: 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	5% (106)	7% (152)	35% (766)	7% (152)	18% (388)	29% (638)	2202
Ethnicity: White	4% (65)	5% (90)	37% (646)	6% (106)	18% (310)	31% (534)	1751
Ethnicity: Hispanic	13% (42)	15% (49)	29% (97)	12% (38)	13% (44)	18% (60)	330
Ethnicity: Afr. Am.	9% (23)	16% (42)	23% (63)	9% (24)	20% (53)	24% (64)	269
Ethnicity: Other	10% (18)	11% (21)	32% (58)	12% (21)	14% (25)	22% (40)	182
Relig: Protestant	2% (12)	3% (18)	41% (212)	6% (33)	17% (90)	30% (154)	520
Relig: Roman Catholic	8% (35)	8% (36)	35% (150)	8% (36)	17% (76)	23% (101)	434
Relig: Ath./Agn./None	3% (19)	7% (44)	35% (221)	5% (34)	16% (104)	34% (218)	640
Relig: Something Else	6% (22)	10% (35)	31% (114)	9% (32)	18% (67)	26% (93)	364
Relig: Jewish	5% (2)	11% (6)	47% (25)	1% (1)	8% (4)	27% (14)	52
Relig: Evangelical	6% (38)	6% (36)	33% (199)	8% (45)	18% (109)	29% (172)	598
Relig: Non-Evang. Catholics	5% (27)	6% (36)	39% (231)	7% (39)	18% (107)	26% (156)	596
Relig: All Christian	5% (65)	6% (72)	36% (429)	7% (84)	18% (216)	27% (327)	1194
Relig: All Non-Christian	4% (41)	8% (79)	33% (336)	7% (67)	17% (171)	31% (311)	1004
Community: Urban	9% (52)	7% (45)	33% (203)	8% (52)	17% (104)	25% (153)	609
Community: Suburban	3% (27)	7% (61)	39% (353)	7% (62)	17% (151)	28% (256)	909
Community: Rural	4% (27)	7% (46)	31% (210)	5% (38)	19% (133)	34% (230)	684
Employ: Private Sector	6% (40)	9% (57)	39% (245)	7% (44)	15% (91)	23% (146)	623
Employ: Government	4% (6)	12% (20)	42% (66)	8% (13)	12% (19)	21% (33)	157
Employ: Self-Employed	9% (20)	10% (21)	34% (74)	9% (19)	13% (29)	25% (53)	216
Employ: Homemaker	4% (8)	5% (10)	37% (70)	6% (12)	17% (33)	30% (59)	192
Employ: Student	10% (11)	14% (16)	27% (31)	10% (11)	20% (22)	18% (20)	111
Employ: Retired	1% (3)	3% (14)	34% (166)	6% (28)	24% (117)	33% (162)	491
Employ: Unemployed	4% (9)	3% (6)	29% (62)	5% (10)	20% (43)	40% (86)	216
Employ: Other	4% (8)	4% (8)	27% (53)	7% (14)	17% (33)	41% (80)	196
Military HH: Yes	6% (26)	7% (32)	37% (159)	8% (33)	15% (64)	27% (116)	429
Military HH: No	5% (80)	7% (120)	34% (607)	7% (119)	18% (324)	29% (523)	1773
RD/WT: Right Direction	8% (68)	9% (84)	32% (285)	8% (68)	17% (153)	26% (237)	895
RD/WT: Wrong Track	3% (38)	5% (68)	37% (482)	6% (84)	18% (235)	31% (401)	1307

Continued on next page

Table BRD1_7: 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	5% (106)	7% (152)	35% (766)	7% (152)	18% (388)	29% (638)	2202
Strongly Approve	9% (45)	7% (37)	32% (160)	6% (28)	21% (104)	26% (130)	505
Somewhat Approve	3% (12)	9% (40)	35% (150)	10% (43)	17% (72)	26% (108)	425
Somewhat Disapprove	3% (8)	5% (13)	38% (113)	10% (30)	18% (52)	26% (78)	294
Strongly Disapprove	5% (40)	7% (57)	37% (314)	5% (46)	16% (135)	30% (252)	845
Dont Know / No Opinion	— (0)	3% (4)	23% (30)	2% (3)	18% (24)	53% (70)	132
#1 Issue: Economy	5% (33)	5% (32)	37% (242)	7% (49)	17% (110)	28% (185)	651
#1 Issue: Security	5% (19)	7% (23)	35% (125)	6% (20)	20% (72)	28% (99)	359
#1 Issue: Health Care	6% (23)	10% (38)	33% (133)	8% (33)	15% (59)	29% (114)	400
#1 Issue: Medicare / Social Security	3% (11)	6% (21)	28% (103)	7% (24)	25% (90)	31% (114)	363
#1 Issue: Women's Issues	4% (4)	5% (6)	49% (55)	7% (8)	11% (13)	24% (27)	113
#1 Issue: Education	5% (6)	16% (20)	32% (40)	4% (5)	16% (20)	27% (34)	126
#1 Issue: Energy	8% (8)	10% (9)	34% (32)	10% (10)	7% (6)	30% (28)	94
#1 Issue: Other	1% (1)	2% (2)	38% (36)	4% (3)	18% (18)	38% (37)	96
2016 Vote: Democrat Hillary Clinton	7% (52)	8% (59)	38% (284)	7% (52)	15% (110)	25% (183)	739
2016 Vote: Republican Donald Trump	4% (28)	7% (51)	36% (274)	7% (56)	19% (144)	27% (202)	755
2016 Vote: Someone else	2% (3)	7% (12)	38% (64)	7% (12)	14% (23)	33% (57)	170
2012 Vote: Barack Obama	6% (51)	7% (58)	38% (333)	7% (62)	16% (139)	26% (224)	866
2012 Vote: Mitt Romney	4% (26)	7% (40)	39% (233)	5% (31)	18% (109)	27% (165)	602
2012 Vote: Other	3% (3)	4% (4)	35% (38)	7% (8)	20% (22)	30% (33)	107
2012 Vote: Didn't Vote	4% (25)	8% (50)	26% (163)	8% (52)	19% (119)	34% (215)	625
4-Region: Northeast	4% (18)	6% (25)	40% (160)	4% (17)	16% (65)	29% (117)	402
4-Region: Midwest	2% (8)	7% (32)	32% (153)	8% (36)	18% (87)	33% (158)	474
4-Region: South	6% (50)	8% (68)	32% (264)	8% (62)	18% (147)	27% (224)	815
4-Region: West	6% (30)	5% (27)	37% (190)	7% (36)	17% (89)	27% (140)	511

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

Table BRD1_8: 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	6% (126)	6% (141)	36% (785)	7% (164)	19% (414)	26% (572)	2202
Gender: Male	8% (82)	9% (96)	37% (395)	8% (89)	18% (187)	20% (211)	1060
Gender: Female	4% (44)	4% (45)	34% (389)	7% (74)	20% (228)	32% (361)	1142
Age: 18-29	12% (56)	10% (46)	31% (147)	4% (18)	18% (86)	25% (120)	474
Age: 30-44	6% (31)	9% (50)	34% (191)	8% (45)	18% (99)	26% (145)	562
Age: 45-54	6% (18)	5% (15)	39% (120)	10% (32)	19% (59)	22% (68)	311
Age: 55-64	3% (14)	4% (20)	37% (168)	8% (36)	22% (101)	26% (119)	457
Age: 65+	2% (8)	3% (10)	40% (159)	8% (32)	17% (70)	30% (119)	398
PID: Dem (no lean)	6% (43)	5% (36)	36% (261)	7% (50)	18% (130)	27% (195)	716
PID: Ind (no lean)	3% (27)	5% (38)	34% (268)	7% (58)	20% (158)	30% (239)	787
PID: Rep (no lean)	8% (56)	10% (67)	37% (256)	8% (57)	18% (126)	20% (138)	700
PID/Gender: Dem Men	7% (23)	10% (31)	37% (116)	8% (24)	19% (59)	19% (59)	312
PID/Gender: Dem Women	5% (20)	1% (5)	36% (145)	6% (26)	18% (71)	34% (136)	404
PID/Gender: Ind Men	4% (15)	6% (23)	37% (135)	9% (32)	18% (67)	26% (95)	366
PID/Gender: Ind Women	3% (12)	4% (15)	32% (133)	6% (26)	22% (91)	34% (144)	420
PID/Gender: Rep Men	11% (44)	11% (42)	38% (145)	9% (34)	16% (61)	15% (57)	382
PID/Gender: Rep Women	4% (12)	8% (25)	35% (111)	7% (23)	21% (66)	25% (81)	318
Tea Party: Supporter	12% (70)	14% (77)	31% (171)	8% (44)	16% (89)	19% (108)	559
Tea Party: Not Supporter	3% (53)	4% (64)	38% (608)	7% (119)	20% (323)	28% (454)	1622
Ideo: Liberal (1-3)	9% (73)	8% (62)	37% (282)	6% (49)	16% (125)	23% (179)	769
Ideo: Moderate (4)	4% (16)	6% (26)	33% (150)	7% (34)	23% (107)	27% (123)	456
Ideo: Conservative (5-7)	3% (23)	7% (47)	41% (289)	10% (69)	17% (121)	21% (150)	698
Educ: < College	7% (112)	6% (95)	32% (504)	8% (124)	20% (318)	26% (414)	1567
Educ: Bachelors degree	2% (9)	6% (27)	44% (185)	7% (27)	16% (65)	25% (102)	416
Educ: Post-grad	2% (5)	9% (19)	44% (96)	6% (13)	14% (31)	25% (55)	219
Income: Under 50k	6% (78)	6% (76)	33% (410)	6% (72)	20% (256)	29% (366)	1258
Income: 50k-100k	6% (41)	7% (49)	39% (267)	11% (74)	17% (119)	20% (133)	683
Income: 100k+	3% (7)	6% (16)	41% (108)	7% (19)	15% (39)	28% (73)	261

Continued on next page

Table BRD1_8: 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	6% (126)	6% (141)	36% (785)	7% (164)	19% (414)	26% (572)	2202
Ethnicity: White	4% (69)	6% (101)	38% (667)	8% (138)	18% (315)	26% (462)	1751
Ethnicity: Hispanic	8% (28)	15% (49)	27% (91)	5% (16)	19% (63)	25% (82)	330
Ethnicity: Afr. Am.	13% (35)	8% (22)	27% (72)	5% (15)	25% (68)	21% (57)	269
Ethnicity: Other	13% (23)	10% (19)	25% (46)	6% (11)	17% (31)	29% (52)	182
Relig: Protestant	2% (10)	7% (36)	43% (224)	8% (44)	16% (83)	24% (124)	520
Relig: Roman Catholic	6% (28)	8% (37)	34% (146)	8% (36)	19% (82)	24% (106)	434
Relig: Ath./Agn./None	6% (37)	3% (21)	34% (220)	7% (42)	19% (123)	31% (198)	640
Relig: Something Else	7% (26)	9% (31)	32% (116)	7% (26)	21% (77)	24% (87)	364
Relig: Jewish	— (0)	10% (5)	43% (22)	7% (3)	7% (4)	33% (17)	52
Relig: Evangelical	7% (42)	8% (49)	35% (207)	8% (46)	19% (112)	24% (142)	598
Relig: Non-Evang. Catholics	3% (20)	7% (41)	40% (241)	8% (49)	17% (101)	24% (145)	596
Relig: All Christian	5% (62)	7% (89)	37% (447)	8% (94)	18% (214)	24% (287)	1194
Relig: All Non-Christian	6% (62)	5% (52)	34% (336)	7% (68)	20% (200)	28% (285)	1004
Community: Urban	8% (48)	7% (45)	32% (197)	7% (44)	20% (120)	25% (155)	609
Community: Suburban	4% (36)	5% (48)	40% (365)	7% (67)	17% (156)	26% (238)	909
Community: Rural	6% (42)	7% (48)	33% (223)	8% (53)	20% (138)	26% (179)	684
Employ: Private Sector	6% (35)	8% (49)	38% (234)	8% (50)	18% (114)	22% (140)	623
Employ: Government	6% (10)	6% (9)	49% (77)	5% (7)	13% (21)	21% (33)	157
Employ: Self-Employed	8% (16)	11% (24)	30% (66)	11% (23)	16% (35)	24% (52)	216
Employ: Homemaker	8% (15)	5% (10)	31% (60)	8% (14)	23% (45)	25% (47)	192
Employ: Student	7% (8)	12% (13)	30% (34)	5% (5)	21% (23)	25% (28)	111
Employ: Retired	3% (14)	4% (19)	39% (191)	8% (39)	20% (98)	27% (130)	491
Employ: Unemployed	5% (12)	5% (12)	32% (68)	6% (12)	20% (43)	32% (70)	216
Employ: Other	8% (15)	2% (5)	28% (55)	7% (14)	18% (36)	37% (72)	196
Military HH: Yes	7% (28)	9% (37)	39% (169)	7% (32)	17% (75)	21% (89)	429
Military HH: No	6% (98)	6% (104)	35% (616)	7% (132)	19% (340)	27% (483)	1773
RD/WT: Right Direction	8% (74)	10% (91)	34% (306)	10% (85)	15% (134)	23% (205)	895
RD/WT: Wrong Track	4% (52)	4% (50)	37% (479)	6% (79)	21% (280)	28% (367)	1307

Continued on next page

Table BRD1_8: 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	6% (126)	6% (141)	36% (785)	7% (164)	19% (414)	26% (572)	2202
Strongly Approve	10% (50)	10% (51)	34% (170)	8% (40)	18% (93)	20% (102)	505
Somewhat Approve	4% (19)	10% (41)	38% (163)	11% (46)	15% (66)	21% (91)	425
Somewhat Disapprove	2% (6)	6% (17)	34% (99)	9% (28)	23% (68)	26% (75)	294
Strongly Disapprove	5% (46)	3% (29)	38% (318)	5% (43)	20% (165)	29% (245)	845
Dont Know / No Opinion	4% (5)	2% (3)	26% (35)	6% (7)	17% (22)	45% (59)	132
#1 Issue: Economy	5% (32)	5% (32)	39% (253)	8% (53)	19% (124)	24% (157)	651
#1 Issue: Security	7% (25)	8% (30)	34% (123)	7% (24)	17% (61)	27% (97)	359
#1 Issue: Health Care	8% (34)	8% (32)	35% (138)	7% (30)	15% (60)	27% (106)	400
#1 Issue: Medicare / Social Security	6% (21)	5% (18)	29% (104)	11% (40)	26% (93)	24% (88)	363
#1 Issue: Women's Issues	4% (4)	5% (5)	44% (50)	5% (5)	22% (25)	21% (24)	113
#1 Issue: Education	3% (4)	10% (13)	37% (46)	6% (7)	17% (21)	27% (34)	126
#1 Issue: Energy	8% (7)	11% (11)	37% (35)	1% (1)	12% (11)	31% (29)	94
#1 Issue: Other	— (0)	1% (1)	38% (36)	4% (4)	20% (20)	37% (36)	96
2016 Vote: Democrat Hillary Clinton	8% (56)	5% (36)	37% (276)	7% (49)	18% (132)	26% (191)	739
2016 Vote: Republican Donald Trump	6% (44)	8% (64)	38% (288)	9% (66)	18% (134)	21% (160)	755
2016 Vote: Someone else	4% (7)	5% (9)	34% (58)	5% (8)	20% (34)	32% (54)	170
2012 Vote: Barack Obama	7% (58)	5% (47)	37% (324)	7% (63)	18% (158)	25% (215)	866
2012 Vote: Mitt Romney	5% (30)	8% (49)	39% (237)	9% (57)	18% (108)	20% (122)	602
2012 Vote: Other	5% (6)	3% (3)	38% (40)	6% (6)	20% (21)	28% (30)	107
2012 Vote: Didn't Vote	5% (33)	7% (42)	29% (184)	6% (37)	20% (127)	32% (203)	625
4-Region: Northeast	6% (22)	6% (24)	38% (154)	5% (22)	17% (66)	28% (114)	402
4-Region: Midwest	4% (19)	5% (26)	38% (178)	8% (38)	19% (89)	26% (124)	474
4-Region: South	7% (60)	7% (57)	34% (277)	8% (66)	20% (163)	24% (192)	815
4-Region: West	5% (25)	7% (34)	35% (176)	7% (37)	19% (96)	28% (142)	511

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

Table BRD2: 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	40% (875)	5% (119)	7% (156)	5% (120)	16% (359)	4% (91)	22% (482)	2202
Gender: Male	42% (441)	6% (63)	8% (88)	7% (71)	15% (163)	5% (51)	17% (184)	1060
Gender: Female	38% (434)	5% (56)	6% (68)	4% (50)	17% (196)	4% (40)	26% (298)	1142
Age: 18-29	36% (172)	8% (40)	11% (54)	8% (40)	12% (56)	8% (39)	15% (73)	474
Age: 30-44	38% (216)	5% (28)	8% (43)	7% (38)	18% (99)	4% (20)	21% (118)	562
Age: 45-54	42% (131)	4% (13)	5% (16)	4% (13)	18% (58)	4% (14)	21% (67)	311
Age: 55-64	41% (189)	5% (21)	4% (19)	4% (18)	18% (84)	2% (11)	25% (115)	457
Age: 65+	42% (166)	4% (18)	6% (23)	3% (11)	16% (62)	2% (9)	27% (109)	398
PID: Dem (no lean)	41% (293)	7% (49)	7% (53)	5% (38)	14% (100)	5% (33)	21% (149)	716
PID: Ind (no lean)	37% (291)	5% (36)	6% (47)	5% (36)	17% (132)	4% (35)	27% (209)	787
PID: Rep (no lean)	42% (291)	5% (34)	8% (55)	7% (46)	18% (126)	3% (24)	18% (123)	700
PID/Gender: Dem Men	44% (138)	6% (20)	9% (29)	7% (21)	12% (37)	7% (21)	15% (46)	312
PID/Gender: Dem Women	38% (154)	7% (29)	6% (24)	4% (17)	16% (63)	3% (12)	26% (104)	404
PID/Gender: Ind Men	39% (141)	6% (20)	7% (24)	5% (19)	18% (67)	5% (19)	21% (76)	366
PID/Gender: Ind Women	36% (150)	4% (16)	6% (24)	4% (17)	16% (65)	4% (15)	32% (133)	420
PID/Gender: Rep Men	42% (162)	6% (23)	9% (35)	8% (31)	15% (59)	3% (11)	16% (62)	382
PID/Gender: Rep Women	41% (130)	3% (11)	7% (21)	5% (15)	21% (68)	4% (13)	19% (61)	318
Tea Party: Supporter	33% (185)	6% (34)	9% (50)	9% (52)	18% (102)	6% (34)	18% (102)	559
Tea Party: Not Supporter	42% (684)	5% (85)	6% (105)	4% (68)	16% (252)	3% (53)	23% (375)	1622
Ideo: Liberal (1-3)	37% (288)	8% (64)	10% (73)	7% (53)	14% (107)	6% (48)	18% (136)	769
Ideo: Moderate (4)	45% (207)	5% (21)	7% (30)	5% (21)	17% (76)	3% (12)	20% (90)	456
Ideo: Conservative (5-7)	40% (282)	4% (31)	6% (39)	5% (34)	19% (133)	3% (24)	22% (156)	698
Educ: < College	38% (600)	5% (78)	7% (110)	5% (81)	17% (270)	4% (65)	23% (364)	1567
Educ: Bachelors degree	46% (191)	6% (26)	6% (25)	6% (25)	15% (61)	4% (17)	17% (70)	416
Educ: Post-grad	38% (84)	7% (15)	9% (21)	6% (14)	13% (28)	4% (10)	22% (48)	219

Continued on next page

Table BRD2: 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	record of the	The time of	The day of	What else is	or station	/ No	
	team is	teams	the game	the game	on TV at the	that is	Opinion	
	playing	playing			time	carrying the		
						game		
Adults	40% (875)	5% (119)	7% (156)	5% (120)	16% (359)	4% (91)	22% (482)	2202
Income: Under 50k	37% (460)	5% (63)	7% (85)	5% (62)	16% (196)	4% (56)	27% (336)	1258
Income: 50k-100k	44% (301)	6% (44)	7% (45)	7% (47)	18% (124)	4% (26)	14% (96)	683
Income: 100k+	44% (114)	5% (12)	10% (26)	4% (11)	15% (39)	3% (9)	19% (50)	261
Ethnicity: White	41% (716)	5% (85)	6% (107)	5% (83)	17% (292)	3% (59)	23% (410)	1751
Ethnicity: Hispanic	43% (140)	5% (18)	10% (32)	8% (25)	14% (46)	8% (27)	13% (42)	330
Ethnicity: Afr. Am.	37% (100)	8% (21)	9% (25)	11% (29)	14% (37)	8% (21)	13% (35)	269
Ethnicity: Other	32% (59)	7% (14)	13% (24)	5% (8)	16% (30)	6% (12)	20% (36)	182
Relig: Protestant	43% (223)	4% (23)	7% (37)	3% (17)	18% (93)	3% (17)	21% (109)	520
Relig: Roman Catholic	47% (203)	5% (23)	5% (22)	7% (28)	16% (69)	3% (15)	17% (74)	434
Relig: Ath./Agn./None	35% (226)	6% (37)	8% (52)	4% (27)	16% (104)	4% (25)	27% (170)	640
Relig: Something Else	36% (132)	6% (20)	7% (25)	10% (35)	17% (63)	7% (25)	17% (63)	364
Relig: Jewish	41% (21)	7% (4)	5% (3)	10% (5)	5% (3)	7% (4)	24% (13)	52
Relig: Evangelical	39% (232)	6% (35)	7% (43)	3% (20)	15% (91)	4% (25)	25% (151)	598
Relig: Non-Evang. Catholics	47% (282)	5% (27)	6% (34)	6% (38)	17% (101)	3% (16)	16% (97)	596
Relig: All Christian	43% (514)	5% (62)	6% (77)	5% (58)	16% (192)	3% (41)	21% (249)	1194
Relig: All Non-Christian	36% (359)	6% (57)	8% (77)	6% (62)	17% (166)	5% (50)	23% (233)	1004
Community: Urban	40% (244)	6% (39)	9% (53)	5% (29)	13% (79)	6% (35)	21% (129)	609
Community: Suburban	42% (380)	6% (53)	6% (53)	7% (65)	17% (151)	3% (31)	20% (177)	909
Community: Rural	37% (252)	4% (27)	7% (49)	4% (26)	19% (129)	4% (25)	26% (175)	684
Employ: Private Sector	39% (243)	6% (37)	10% (59)	7% (41)	16% (100)	4% (27)	18% (115)	623
Employ: Government	45% (71)	6% (9)	11% (17)	5% (9)	12% (20)	4% (7)	16% (25)	157
Employ: Self-Employed	40% (87)	3% (7)	6% (14)	8% (17)	19% (41)	6% (13)	17% (37)	216
Employ: Homemaker	38% (73)	4% (8)	6% (11)	4% (8)	19% (36)	4% (8)	25% (48)	192
Employ: Student	37% (41)	15% (17)	7% (8)	5% (6)	10% (12)	9% (10)	16% (18)	111
Employ: Retired	41% (204)	5% (24)	6% (31)	3% (15)	17% (81)	3% (14)	25% (123)	491
Employ: Unemployed	38% (82)	5% (10)	2% (5)	5% (12)	16% (35)	5% (10)	29% (62)	216
Employ: Other	38% (75)	3% (7)	5% (11)	7% (13)	17% (33)	2% (3)	28% (55)	196

Continued on next page

Table BRD2: 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	40% (875)	5% (119)	7% (156)	5% (120)	16% (359)	4% (91)	22% (482)	2202
Military HH: Yes	41% (176)	6% (27)	7% (30)	5% (20)	16% (69)	5% (20)	20% (85)	429
Military HH: No	39% (699)	5% (92)	7% (126)	6% (100)	16% (289)	4% (71)	22% (397)	1773
RD/WT: Right Direction	38% (339)	7% (59)	8% (70)	7% (63)	19% (166)	4% (37)	18% (161)	895
RD/WT: Wrong Track	41% (536)	5% (61)	7% (85)	4% (57)	15% (193)	4% (55)	25% (321)	1307
Strongly Approve	37% (189)	5% (23)	8% (40)	5% (28)	20% (100)	4% (21)	21% (104)	505
Somewhat Approve	40% (171)	7% (31)	6% (26)	8% (33)	17% (73)	5% (22)	16% (69)	425
Somewhat Disapprove	42% (122)	6% (17)	8% (23)	6% (17)	19% (55)	5% (15)	15% (44)	294
Strongly Disapprove	43% (367)	5% (41)	7% (59)	5% (39)	13% (108)	4% (30)	24% (201)	845
Dont Know / No Opinion	20% (26)	5% (7)	6% (7)	3% (3)	17% (22)	2% (3)	48% (64)	132
#1 Issue: Economy	48% (313)	6% (38)	6% (37)	5% (33)	14% (90)	4% (25)	18% (115)	651
#1 Issue: Security	39% (139)	5% (16)	7% (25)	5% (20)	19% (67)	4% (15)	22% (78)	359
#1 Issue: Health Care	37% (147)	6% (26)	8% (31)	7% (26)	14% (56)	6% (24)	22% (90)	400
#1 Issue: Medicare / Social Security	42% (151)	4% (14)	7% (24)	5% (17)	19% (68)	1% (5)	23% (84)	363
#1 Issue: Women's Issues	31% (36)	10% (11)	9% (11)	4% (5)	18% (21)	6% (7)	21% (23)	113
#1 Issue: Education	32% (40)	6% (7)	12% (15)	9% (11)	18% (23)	8% (10)	15% (19)	126
#1 Issue: Energy	27% (25)	6% (6)	9% (8)	8% (8)	15% (14)	4% (4)	30% (28)	94
#1 Issue: Other	25% (24)	2% (2)	4% (4)	— (0)	21% (20)	3% (3)	45% (43)	96
2016 Vote: Democrat Hillary Clinton	41% (303)	6% (48)	7% (54)	6% (44)	14% (102)	5% (40)	20% (148)	739
2016 Vote: Republican Donald Trump	42% (316)	5% (37)	7% (55)	6% (48)	17% (131)	3% (26)	19% (143)	755
2016 Vote: Someone else	35% (60)	6% (10)	8% (14)	3% (6)	19% (32)	3% (6)	25% (43)	170
2012 Vote: Barack Obama	42% (366)	7% (59)	7% (59)	5% (43)	15% (132)	5% (39)	19% (167)	866
2012 Vote: Mitt Romney	41% (247)	4% (24)	7% (45)	7% (39)	18% (111)	3% (16)	20% (120)	602
2012 Vote: Other	41% (43)	2% (2)	3% (4)	2% (3)	17% (19)	1% (2)	32% (35)	107
2012 Vote: Didn't Vote	35% (219)	5% (34)	8% (47)	6% (35)	15% (97)	6% (35)	25% (159)	625
4-Region: Northeast	45% (180)	4% (18)	7% (26)	6% (25)	15% (62)	4% (15)	19% (75)	402
4-Region: Midwest	38% (180)	5% (21)	7% (31)	5% (22)	19% (92)	4% (18)	23% (110)	474
4-Region: South	39% (314)	6% (49)	7% (56)	5% (40)	16% (129)	4% (36)	23% (191)	815
4-Region: West	39% (201)	6% (31)	8% (42)	6% (33)	15% (76)	4% (23)	20% (105)	511

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

Table BRD3: Are you planning on watching the Super Bowl this year or not?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	59% (1288)	29% (641)	12% (273)	2202
Gender: Male	64% (676)	26% (272)	11% (112)	1060
Gender: Female	54% (613)	32% (368)	14% (161)	1142
Age: 18-29	69% (326)	20% (97)	11% (51)	474
Age: 30-44	61% (345)	28% (159)	10% (59)	562
Age: 45-54	59% (184)	28% (89)	12% (39)	311
Age: 55-64	50% (228)	36% (164)	14% (65)	457
Age: 65+	52% (205)	33% (133)	15% (60)	398
PID: Dem (no lean)	63% (449)	25% (180)	12% (86)	716
PID: Ind (no lean)	53% (418)	31% (243)	16% (125)	787
PID: Rep (no lean)	60% (421)	31% (217)	9% (62)	700
PID/Gender: Dem Men	68% (211)	22% (70)	10% (31)	312
PID/Gender: Dem Women	59% (238)	27% (111)	14% (55)	404
PID/Gender: Ind Men	59% (216)	28% (102)	13% (49)	366
PID/Gender: Ind Women	48% (203)	34% (142)	18% (76)	420
PID/Gender: Rep Men	65% (249)	26% (101)	8% (32)	382
PID/Gender: Rep Women	54% (172)	37% (116)	9% (30)	318
Tea Party: Supporter	59% (332)	30% (170)	10% (58)	559
Tea Party: Not Supporter	58% (947)	28% (462)	13% (213)	1622
Ideo: Liberal (1-3)	68% (521)	21% (163)	11% (85)	769
Ideo: Moderate (4)	60% (276)	28% (128)	11% (52)	456
Ideo: Conservative (5-7)	52% (366)	37% (256)	11% (76)	698
Educ: < College	56% (884)	31% (481)	13% (203)	1567
Educ: Bachelors degree	64% (267)	25% (103)	11% (46)	416
Educ: Post-grad	63% (138)	26% (57)	11% (24)	219
Income: Under 50k	51% (648)	34% (428)	14% (182)	1258
Income: 50k-100k	67% (459)	23% (157)	10% (67)	683
Income: 100k+	70% (182)	21% (55)	9% (23)	261
Ethnicity: White	56% (981)	31% (551)	12% (218)	1751
Ethnicity: Hispanic	73% (240)	18% (60)	9% (30)	330

Continued on next page

Table BRD3: Are you planning on watching the Super Bowl this year or not?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	59%	(1288)	29%	(641)	12%	(273)	2202
Ethnicity: Afr. Am.	72%	(193)	18%	(49)	10%	(27)	269
Ethnicity: Other	62%	(114)	22%	(41)	15%	(28)	182
Relig: Protestant	54%	(279)	34%	(177)	12%	(64)	520
Relig: Roman Catholic	68%	(295)	23%	(101)	9%	(38)	434
Relig: Ath./Agn./None	56%	(357)	29%	(187)	15%	(96)	640
Relig: Something Else	62%	(226)	25%	(91)	13%	(47)	364
Relig: Jewish	71%	(37)	16%	(8)	13%	(7)	52
Relig: Evangelical	52%	(309)	35%	(210)	13%	(79)	598
Relig: Non-Evang. Catholics	66%	(394)	25%	(151)	8%	(51)	596
Relig: All Christian	59%	(703)	30%	(361)	11%	(129)	1194
Relig: All Non-Christian	58%	(583)	28%	(278)	14%	(144)	1004
Community: Urban	61%	(370)	28%	(170)	11%	(69)	609
Community: Suburban	61%	(557)	25%	(227)	14%	(126)	909
Community: Rural	53%	(361)	36%	(245)	11%	(79)	684
Employ: Private Sector	64%	(400)	25%	(155)	11%	(68)	623
Employ: Government	67%	(106)	22%	(35)	10%	(16)	157
Employ: Self-Employed	64%	(139)	24%	(51)	12%	(26)	216
Employ: Homemaker	56%	(108)	31%	(60)	13%	(24)	192
Employ: Student	63%	(70)	28%	(31)	9%	(10)	111
Employ: Retired	50%	(245)	36%	(178)	14%	(69)	491
Employ: Unemployed	56%	(121)	29%	(63)	15%	(32)	216
Employ: Other	51%	(100)	35%	(69)	14%	(27)	196
Military HH: Yes	61%	(262)	28%	(122)	10%	(45)	429
Military HH: No	58%	(1026)	29%	(519)	13%	(228)	1773
RD/WT: Right Direction	58%	(517)	31%	(279)	11%	(99)	895
RD/WT: Wrong Track	59%	(772)	28%	(362)	13%	(174)	1307
Strongly Approve	54%	(272)	37%	(187)	9%	(46)	505
Somewhat Approve	62%	(264)	25%	(107)	13%	(54)	425
Somewhat Disapprove	59%	(175)	28%	(81)	13%	(38)	294
Strongly Disapprove	62%	(524)	26%	(223)	12%	(98)	845
Dont Know / No Opinion	40%	(53)	32%	(43)	28%	(37)	132

Continued on next page

Table BRD3: Are you planning on watching the Super Bowl this year or not?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	59% (1288)	29% (641)	12% (273)	2202
#1 Issue: Economy	63% (413)	27% (174)	10% (65)	651
#1 Issue: Security	53% (191)	35% (127)	12% (42)	359
#1 Issue: Health Care	64% (257)	26% (103)	10% (40)	400
#1 Issue: Medicare / Social Security	52% (188)	33% (120)	15% (54)	363
#1 Issue: Women's Issues	61% (69)	26% (29)	13% (15)	113
#1 Issue: Education	65% (81)	21% (26)	14% (18)	126
#1 Issue: Energy	54% (51)	28% (27)	17% (16)	94
#1 Issue: Other	40% (38)	37% (35)	24% (23)	96
2016 Vote: Democrat Hillary Clinton	68% (505)	23% (173)	8% (62)	739
2016 Vote: Republican Donald Trump	56% (426)	33% (249)	11% (81)	755
2016 Vote: Someone else	51% (86)	35% (59)	14% (25)	170
2012 Vote: Barack Obama	68% (585)	23% (202)	9% (78)	866
2012 Vote: Mitt Romney	53% (320)	35% (213)	12% (70)	602
2012 Vote: Other	40% (43)	43% (46)	17% (18)	107
2012 Vote: Didn't Vote	55% (341)	28% (178)	17% (106)	625
4-Region: Northeast	67% (270)	23% (93)	10% (38)	402
4-Region: Midwest	53% (253)	33% (155)	14% (66)	474
4-Region: South	56% (454)	30% (248)	14% (113)	815
4-Region: West	61% (311)	28% (145)	11% (55)	511

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

Table BRD4: *Regardless of who you think will actually win the game, who would you personally like to see win the Super Bowl?*

Demographic	Philadelphia Eagles		New England Patriots		Don't Know / No Opinion		Total N
Adults	45%	(995)	26%	(573)	29%	(634)	2202
Gender: Male	48%	(512)	29%	(308)	23%	(240)	1060
Gender: Female	42%	(483)	23%	(265)	34%	(394)	1142
Age: 18-29	38%	(179)	38%	(178)	25%	(117)	474
Age: 30-44	46%	(257)	27%	(150)	27%	(154)	562
Age: 45-54	49%	(153)	23%	(71)	28%	(87)	311
Age: 55-64	48%	(221)	21%	(94)	31%	(143)	457
Age: 65+	47%	(186)	20%	(79)	33%	(133)	398
PID: Dem (no lean)	50%	(356)	25%	(180)	25%	(179)	716
PID: Ind (no lean)	37%	(293)	26%	(206)	37%	(287)	787
PID: Rep (no lean)	49%	(345)	27%	(187)	24%	(167)	700
PID/Gender: Dem Men	54%	(168)	25%	(77)	21%	(67)	312
PID/Gender: Dem Women	47%	(188)	26%	(103)	28%	(113)	404
PID/Gender: Ind Men	41%	(150)	29%	(106)	30%	(109)	366
PID/Gender: Ind Women	34%	(143)	24%	(99)	42%	(178)	420
PID/Gender: Rep Men	51%	(193)	33%	(124)	17%	(64)	382
PID/Gender: Rep Women	48%	(152)	20%	(63)	32%	(103)	318
Tea Party: Supporter	42%	(234)	34%	(193)	24%	(132)	559
Tea Party: Not Supporter	47%	(756)	23%	(373)	30%	(493)	1622
Ideo: Liberal (1-3)	47%	(360)	30%	(234)	23%	(175)	769
Ideo: Moderate (4)	47%	(213)	25%	(116)	28%	(128)	456
Ideo: Conservative (5-7)	46%	(325)	24%	(165)	30%	(209)	698
Educ: < College	44%	(686)	26%	(409)	30%	(472)	1567
Educ: Bachelors degree	50%	(206)	27%	(112)	23%	(98)	416
Educ: Post-grad	47%	(103)	24%	(52)	29%	(64)	219
Income: Under 50k	40%	(509)	28%	(347)	32%	(402)	1258
Income: 50k-100k	52%	(357)	24%	(164)	24%	(163)	683
Income: 100k+	49%	(129)	24%	(62)	27%	(70)	261
Ethnicity: White	46%	(808)	24%	(427)	29%	(516)	1751
Ethnicity: Hispanic	44%	(145)	32%	(106)	24%	(79)	330

Continued on next page

Table BRD4: *Regardless of who you think will actually win the game, who would you personally like to see win the Super Bowl?*

Demographic	Philadelphia Eagles		New England Patriots		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	45%	(995)	26%	(573)	29%	(634)	2202
Ethnicity: Afr. Am.	43%	(115)	33%	(90)	24%	(64)	269
Ethnicity: Other	39%	(72)	31%	(56)	30%	(54)	182
Relig: Protestant	51%	(263)	22%	(116)	27%	(142)	520
Relig: Roman Catholic	48%	(209)	30%	(128)	22%	(96)	434
Relig: Ath./Agn./None	39%	(252)	26%	(168)	34%	(220)	640
Relig: Something Else	46%	(169)	27%	(99)	26%	(96)	364
Relig: Jewish	42%	(22)	40%	(21)	18%	(9)	52
Relig: Evangelical	46%	(273)	24%	(142)	31%	(183)	598
Relig: Non-Evang. Catholics	50%	(299)	27%	(162)	23%	(135)	596
Relig: All Christian	48%	(572)	25%	(304)	27%	(317)	1194
Relig: All Non-Christian	42%	(421)	27%	(267)	31%	(316)	1004
Community: Urban	43%	(263)	28%	(172)	29%	(174)	609
Community: Suburban	48%	(439)	26%	(238)	26%	(232)	909
Community: Rural	43%	(292)	24%	(164)	33%	(228)	684
Employ: Private Sector	45%	(281)	27%	(168)	28%	(173)	623
Employ: Government	53%	(84)	28%	(43)	19%	(30)	157
Employ: Self-Employed	46%	(100)	31%	(67)	23%	(49)	216
Employ: Homemaker	44%	(85)	29%	(56)	27%	(52)	192
Employ: Student	34%	(38)	40%	(44)	26%	(29)	111
Employ: Retired	48%	(238)	20%	(99)	32%	(155)	491
Employ: Unemployed	39%	(84)	24%	(51)	37%	(81)	216
Employ: Other	44%	(86)	23%	(45)	33%	(65)	196
Military HH: Yes	47%	(203)	26%	(113)	26%	(113)	429
Military HH: No	45%	(792)	26%	(460)	29%	(521)	1773
RD/WT: Right Direction	48%	(433)	27%	(237)	25%	(225)	895
RD/WT: Wrong Track	43%	(562)	26%	(336)	31%	(409)	1307
Strongly Approve	47%	(239)	25%	(129)	27%	(138)	505
Somewhat Approve	49%	(209)	27%	(117)	23%	(99)	425
Somewhat Disapprove	42%	(122)	31%	(92)	27%	(79)	294
Strongly Disapprove	47%	(394)	25%	(214)	28%	(237)	845
Dont Know / No Opinion	23%	(30)	16%	(21)	61%	(81)	132

Continued on next page

Table BRD4: Regardless of who you think will actually win the game, who would you personally like to see win the Super Bowl?

Demographic	Philadelphia Eagles	New England Patriots	Don't Know / No Opinion	Total N
Adults	45% (995)	26% (573)	29% (634)	2202
#1 Issue: Economy	47% (304)	27% (174)	26% (172)	651
#1 Issue: Security	43% (154)	27% (98)	30% (108)	359
#1 Issue: Health Care	48% (193)	26% (104)	26% (103)	400
#1 Issue: Medicare / Social Security	50% (183)	22% (80)	28% (100)	363
#1 Issue: Women's Issues	41% (46)	35% (40)	24% (27)	113
#1 Issue: Education	39% (49)	28% (35)	33% (42)	126
#1 Issue: Energy	39% (36)	22% (21)	40% (37)	94
#1 Issue: Other	30% (29)	23% (22)	47% (45)	96
2016 Vote: Democrat Hillary Clinton	48% (354)	28% (207)	24% (179)	739
2016 Vote: Republican Donald Trump	48% (361)	26% (195)	26% (199)	755
2016 Vote: Someone else	43% (73)	23% (39)	34% (58)	170
2012 Vote: Barack Obama	49% (428)	27% (233)	24% (206)	866
2012 Vote: Mitt Romney	48% (288)	25% (152)	27% (162)	602
2012 Vote: Other	42% (45)	18% (19)	41% (44)	107
2012 Vote: Didn't Vote	38% (235)	27% (169)	35% (221)	625
4-Region: Northeast	48% (192)	33% (131)	20% (79)	402
4-Region: Midwest	48% (228)	22% (105)	30% (141)	474
4-Region: South	41% (336)	26% (215)	32% (263)	815
4-Region: West	47% (238)	24% (122)	30% (151)	511

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

Table BRD5_1: Have any of the following artists performed at the Super Bowl halftime show?
 Beyonc

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	66% (1457)	5% (109)	29% (635)	2202
Gender: Male	63% (664)	6% (65)	31% (331)	1060
Gender: Female	70% (794)	4% (44)	27% (304)	1142
Age: 18-29	76% (358)	9% (41)	16% (75)	474
Age: 30-44	72% (405)	5% (30)	23% (127)	562
Age: 45-54	69% (216)	5% (17)	25% (79)	311
Age: 55-64	58% (265)	3% (13)	39% (179)	457
Age: 65+	54% (213)	2% (9)	44% (176)	398
PID: Dem (no lean)	70% (504)	6% (40)	24% (171)	716
PID: Ind (no lean)	65% (512)	4% (32)	31% (243)	787
PID: Rep (no lean)	63% (441)	5% (37)	32% (222)	700
PID/Gender: Dem Men	65% (202)	8% (25)	27% (85)	312
PID/Gender: Dem Women	75% (302)	4% (15)	21% (86)	404
PID/Gender: Ind Men	62% (226)	4% (13)	35% (127)	366
PID/Gender: Ind Women	68% (286)	4% (18)	28% (116)	420
PID/Gender: Rep Men	62% (235)	7% (27)	31% (120)	382
PID/Gender: Rep Women	65% (205)	3% (10)	32% (102)	318
Tea Party: Supporter	65% (362)	11% (60)	25% (137)	559
Tea Party: Not Supporter	67% (1081)	3% (48)	30% (493)	1622
Ideo: Liberal (1-3)	74% (569)	8% (59)	18% (140)	769
Ideo: Moderate (4)	68% (310)	4% (18)	28% (128)	456
Ideo: Conservative (5-7)	59% (413)	4% (28)	37% (258)	698
Educ: < College	66% (1035)	5% (73)	29% (459)	1567
Educ: Bachelors degree	70% (291)	5% (22)	25% (103)	416
Educ: Post-grad	60% (131)	7% (14)	34% (73)	219
Income: Under 50k	64% (810)	5% (67)	30% (381)	1258
Income: 50k-100k	68% (467)	5% (34)	27% (182)	683
Income: 100k+	69% (181)	3% (9)	27% (72)	261

Continued on next page

Table BRD5_1: Have any of the following artists performed at the Super Bowl halftime show?

Beyonc

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	66% (1457)	5% (109)	29% (635)	2202
Ethnicity: White	63% (1108)	4% (73)	33% (570)	1751
Ethnicity: Hispanic	81% (269)	5% (17)	13% (44)	330
Ethnicity: Afr. Am.	81% (217)	9% (25)	10% (27)	269
Ethnicity: Other	73% (133)	6% (11)	21% (38)	182
Relig: Protestant	59% (306)	4% (21)	37% (193)	520
Relig: Roman Catholic	70% (306)	4% (19)	25% (109)	434
Relig: Ath./Agn./None	67% (431)	5% (32)	28% (177)	640
Relig: Something Else	69% (252)	7% (25)	24% (87)	364
Relig: Jewish	65% (34)	4% (2)	31% (16)	52
Relig: Evangelical	62% (371)	4% (25)	34% (202)	598
Relig: Non-Evang. Catholics	68% (402)	4% (25)	28% (168)	596
Relig: All Christian	65% (773)	4% (50)	31% (370)	1194
Relig: All Non-Christian	68% (683)	6% (57)	26% (263)	1004
Community: Urban	67% (406)	7% (41)	26% (161)	609
Community: Suburban	68% (622)	4% (32)	28% (256)	909
Community: Rural	63% (430)	5% (36)	32% (218)	684
Employ: Private Sector	66% (412)	6% (39)	28% (171)	623
Employ: Government	77% (121)	5% (8)	18% (29)	157
Employ: Self-Employed	68% (148)	6% (13)	26% (55)	216
Employ: Homemaker	71% (136)	8% (16)	21% (40)	192
Employ: Student	80% (90)	7% (7)	13% (15)	111
Employ: Retired	58% (283)	2% (8)	41% (201)	491
Employ: Unemployed	67% (145)	3% (6)	30% (64)	216
Employ: Other	63% (123)	6% (12)	31% (61)	196
Military HH: Yes	65% (279)	8% (33)	27% (117)	429
Military HH: No	66% (1179)	4% (76)	29% (518)	1773
RD/WT: Right Direction	61% (549)	7% (64)	31% (282)	895
RD/WT: Wrong Track	69% (909)	3% (45)	27% (354)	1307

Continued on next page

Table BRD5_1: Have any of the following artists performed at the Super Bowl halftime show?
Beyonc

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	66% (1457)	5% (109)	29% (635)	2202
Strongly Approve	61% (309)	5% (26)	34% (171)	505
Somewhat Approve	62% (266)	7% (29)	31% (130)	425
Somewhat Disapprove	67% (198)	5% (15)	27% (81)	294
Strongly Disapprove	73% (620)	4% (31)	23% (94)	845
Dont Know / No Opinion	49% (65)	6% (7)	45% (59)	132
#1 Issue: Economy	69% (449)	4% (29)	27% (173)	651
#1 Issue: Security	62% (223)	4% (13)	34% (124)	359
#1 Issue: Health Care	71% (283)	4% (18)	25% (99)	400
#1 Issue: Medicare / Social Security	61% (221)	4% (15)	35% (127)	363
#1 Issue: Women's Issues	73% (83)	13% (14)	14% (16)	113
#1 Issue: Education	73% (92)	5% (6)	22% (27)	126
#1 Issue: Energy	59% (55)	9% (9)	32% (30)	94
#1 Issue: Other	53% (51)	6% (6)	41% (39)	96
2016 Vote: Democrat Hillary Clinton	73% (543)	6% (47)	20% (149)	739
2016 Vote: Republican Donald Trump	61% (463)	5% (37)	34% (255)	755
2016 Vote: Someone else	69% (117)	2% (3)	29% (50)	170
2012 Vote: Barack Obama	72% (624)	5% (42)	23% (200)	866
2012 Vote: Mitt Romney	60% (364)	4% (27)	35% (212)	602
2012 Vote: Other	62% (67)	4% (4)	34% (36)	107
2012 Vote: Didn't Vote	65% (403)	6% (34)	30% (187)	625
4-Region: Northeast	68% (273)	4% (16)	28% (113)	402
4-Region: Midwest	63% (299)	5% (23)	32% (153)	474
4-Region: South	66% (542)	6% (46)	28% (227)	815
4-Region: West	67% (344)	5% (24)	28% (143)	511

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

Table BRD5_4: Have any of the following artists performed at the Super Bowl halftime show?
Bruno Mars

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	55% (1220)	7% (146)	38% (836)	2202
Gender: Male	55% (583)	8% (89)	37% (388)	1060
Gender: Female	56% (637)	5% (58)	39% (448)	1142
Age: 18-29	66% (313)	11% (53)	23% (108)	474
Age: 30-44	60% (339)	8% (47)	31% (175)	562
Age: 45-54	62% (192)	7% (21)	32% (98)	311
Age: 55-64	50% (231)	3% (16)	46% (211)	457
Age: 65+	36% (144)	2% (9)	61% (244)	398
PID: Dem (no lean)	62% (442)	6% (40)	33% (234)	716
PID: Ind (no lean)	52% (407)	7% (52)	42% (328)	787
PID: Rep (no lean)	53% (371)	8% (54)	39% (274)	700
PID/Gender: Dem Men	60% (187)	9% (27)	31% (98)	312
PID/Gender: Dem Women	63% (255)	3% (12)	34% (137)	404
PID/Gender: Ind Men	52% (190)	7% (26)	41% (151)	366
PID/Gender: Ind Women	52% (217)	6% (26)	42% (177)	420
PID/Gender: Rep Men	54% (207)	9% (35)	37% (140)	382
PID/Gender: Rep Women	52% (165)	6% (19)	42% (134)	318
Tea Party: Supporter	57% (319)	12% (68)	31% (173)	559
Tea Party: Not Supporter	55% (890)	5% (78)	40% (655)	1622
Ideo: Liberal (1-3)	64% (496)	9% (68)	27% (205)	769
Ideo: Moderate (4)	58% (265)	5% (25)	37% (167)	456
Ideo: Conservative (5-7)	47% (331)	6% (40)	47% (327)	698
Educ: < College	53% (833)	7% (107)	40% (627)	1567
Educ: Bachelors degree	63% (260)	7% (29)	30% (126)	416
Educ: Post-grad	58% (127)	5% (10)	37% (82)	219
Income: Under 50k	51% (646)	7% (88)	42% (525)	1258
Income: 50k-100k	61% (416)	7% (46)	32% (222)	683
Income: 100k+	61% (159)	5% (13)	34% (89)	261

Continued on next page

Table BRD5_4: Have any of the following artists performed at the Super Bowl halftime show?

Bruno Mars

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	55% (1220)	7% (146)	38% (836)	2202
Ethnicity: White	53% (925)	6% (96)	42% (729)	1751
Ethnicity: Hispanic	69% (229)	12% (39)	19% (62)	330
Ethnicity: Afr. Am.	68% (182)	11% (31)	21% (56)	269
Ethnicity: Other	62% (113)	11% (19)	28% (50)	182
Relig: Protestant	49% (254)	4% (21)	47% (245)	520
Relig: Roman Catholic	61% (264)	7% (31)	32% (139)	434
Relig: Ath./Agn./None	56% (361)	8% (48)	36% (231)	640
Relig: Something Else	59% (215)	8% (28)	33% (121)	364
Relig: Jewish	54% (28)	9% (5)	37% (19)	52
Relig: Evangelical	49% (292)	6% (36)	45% (270)	598
Relig: Non-Evang. Catholics	59% (350)	5% (32)	36% (213)	596
Relig: All Christian	54% (642)	6% (68)	41% (484)	1194
Relig: All Non-Christian	57% (576)	8% (76)	35% (352)	1004
Community: Urban	57% (348)	10% (58)	33% (202)	609
Community: Suburban	58% (527)	4% (35)	38% (347)	909
Community: Rural	50% (344)	8% (53)	42% (287)	684
Employ: Private Sector	59% (368)	7% (45)	34% (210)	623
Employ: Government	64% (101)	7% (12)	28% (45)	157
Employ: Self-Employed	54% (118)	12% (26)	34% (73)	216
Employ: Homemaker	60% (116)	10% (19)	30% (57)	192
Employ: Student	72% (80)	10% (11)	18% (20)	111
Employ: Retired	44% (217)	3% (14)	53% (260)	491
Employ: Unemployed	54% (116)	4% (9)	42% (90)	216
Employ: Other	53% (104)	5% (11)	41% (81)	196
Military HH: Yes	51% (221)	9% (37)	40% (171)	429
Military HH: No	56% (999)	6% (109)	37% (665)	1773
RD/WT: Right Direction	51% (456)	10% (87)	39% (351)	895
RD/WT: Wrong Track	58% (764)	5% (59)	37% (485)	1307

Continued on next page

Table BRD5_4: Have any of the following artists performed at the Super Bowl halftime show?

Bruno Mars

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	55% (1220)	7% (146)	38% (836)	2202
Strongly Approve	47% (240)	9% (45)	44% (220)	505
Somewhat Approve	55% (233)	8% (33)	38% (160)	425
Somewhat Disapprove	58% (169)	7% (21)	35% (104)	294
Strongly Disapprove	62% (524)	5% (43)	33% (278)	845
Dont Know / No Opinion	40% (53)	4% (5)	56% (74)	132
#1 Issue: Economy	58% (377)	8% (50)	34% (224)	651
#1 Issue: Security	53% (190)	5% (17)	42% (152)	359
#1 Issue: Health Care	58% (231)	8% (30)	35% (139)	400
#1 Issue: Medicare / Social Security	46% (169)	4% (14)	50% (180)	363
#1 Issue: Women's Issues	64% (72)	11% (13)	25% (28)	113
#1 Issue: Education	69% (87)	4% (5)	26% (33)	126
#1 Issue: Energy	49% (46)	14% (13)	37% (34)	94
#1 Issue: Other	49% (47)	4% (4)	47% (45)	96
2016 Vote: Democrat Hillary Clinton	66% (485)	6% (47)	28% (207)	739
2016 Vote: Republican Donald Trump	49% (370)	7% (55)	44% (330)	755
2016 Vote: Someone else	52% (88)	4% (7)	44% (75)	170
2012 Vote: Barack Obama	64% (551)	6% (49)	31% (266)	866
2012 Vote: Mitt Romney	48% (289)	7% (42)	45% (271)	602
2012 Vote: Other	45% (48)	3% (3)	52% (56)	107
2012 Vote: Didn't Vote	53% (331)	8% (51)	39% (243)	625
4-Region: Northeast	58% (234)	7% (28)	35% (140)	402
4-Region: Midwest	56% (265)	4% (19)	40% (190)	474
4-Region: South	54% (437)	9% (73)	37% (304)	815
4-Region: West	55% (283)	5% (25)	40% (202)	511

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

Table BRD5_5: Have any of the following artists performed at the Super Bowl halftime show?
 The Rolling Stones

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	33%	(717)	12%	(262)	56%	(1223)	2202
Gender: Male	36%	(380)	14%	(144)	51%	(536)	1060
Gender: Female	29%	(337)	10%	(118)	60%	(688)	1142
Age: 18-29	35%	(165)	19%	(89)	46%	(220)	474
Age: 30-44	37%	(210)	14%	(76)	49%	(276)	562
Age: 45-54	44%	(138)	8%	(25)	48%	(149)	311
Age: 55-64	31%	(141)	9%	(42)	60%	(274)	457
Age: 65+	16%	(62)	8%	(31)	77%	(306)	398
PID: Dem (no lean)	35%	(253)	12%	(83)	53%	(380)	716
PID: Ind (no lean)	30%	(238)	11%	(83)	59%	(465)	787
PID: Rep (no lean)	32%	(225)	14%	(96)	54%	(378)	700
PID/Gender: Dem Men	41%	(128)	12%	(38)	47%	(146)	312
PID/Gender: Dem Women	31%	(125)	11%	(44)	58%	(235)	404
PID/Gender: Ind Men	31%	(113)	12%	(44)	57%	(209)	366
PID/Gender: Ind Women	30%	(125)	9%	(39)	61%	(256)	420
PID/Gender: Rep Men	36%	(139)	16%	(62)	47%	(181)	382
PID/Gender: Rep Women	27%	(86)	11%	(34)	62%	(197)	318
Tea Party: Supporter	39%	(217)	16%	(92)	45%	(250)	559
Tea Party: Not Supporter	31%	(497)	10%	(169)	59%	(956)	1622
Ideo: Liberal (1-3)	43%	(328)	15%	(113)	43%	(328)	769
Ideo: Moderate (4)	31%	(143)	12%	(57)	56%	(256)	456
Ideo: Conservative (5-7)	27%	(192)	9%	(63)	64%	(444)	698
Educ: < College	30%	(475)	13%	(196)	57%	(896)	1567
Educ: Bachelors degree	40%	(168)	10%	(43)	49%	(205)	416
Educ: Post-grad	33%	(73)	11%	(23)	56%	(123)	219
Income: Under 50k	28%	(353)	14%	(175)	58%	(730)	1258
Income: 50k-100k	38%	(261)	9%	(58)	53%	(364)	683
Income: 100k+	39%	(103)	11%	(29)	49%	(129)	261

Continued on next page

Table BRD5_5: Have any of the following artists performed at the Super Bowl halftime show?
The Rolling Stones

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	33% (717)	12% (262)	56% (1223)	2202
Ethnicity: White	32% (560)	11% (193)	57% (998)	1751
Ethnicity: Hispanic	38% (125)	18% (60)	44% (144)	330
Ethnicity: Afr. Am.	34% (92)	18% (47)	48% (130)	269
Ethnicity: Other	35% (65)	12% (22)	53% (96)	182
Relig: Protestant	27% (139)	9% (49)	64% (332)	520
Relig: Roman Catholic	42% (180)	7% (32)	51% (221)	434
Relig: Ath./Agn./None	34% (215)	13% (84)	53% (341)	640
Relig: Something Else	32% (116)	17% (61)	51% (187)	364
Relig: Jewish	39% (20)	9% (5)	52% (27)	52
Relig: Evangelical	28% (165)	11% (66)	61% (367)	598
Relig: Non-Evang. Catholics	37% (220)	8% (50)	55% (326)	596
Relig: All Christian	32% (385)	10% (115)	58% (693)	1194
Relig: All Non-Christian	33% (331)	14% (145)	53% (528)	1004
Community: Urban	33% (199)	15% (93)	52% (317)	609
Community: Suburban	33% (303)	9% (86)	57% (520)	909
Community: Rural	31% (215)	12% (84)	56% (385)	684
Employ: Private Sector	38% (239)	11% (69)	50% (314)	623
Employ: Government	40% (62)	12% (18)	49% (77)	157
Employ: Self-Employed	37% (80)	15% (33)	48% (103)	216
Employ: Homemaker	37% (71)	13% (25)	50% (96)	192
Employ: Student	35% (39)	21% (23)	44% (49)	111
Employ: Retired	22% (108)	10% (47)	68% (336)	491
Employ: Unemployed	26% (56)	13% (27)	61% (133)	216
Employ: Other	31% (61)	10% (19)	59% (116)	196
Military HH: Yes	32% (137)	12% (53)	56% (239)	429
Military HH: No	33% (579)	12% (209)	56% (985)	1773
RD/WT: Right Direction	34% (303)	14% (126)	52% (466)	895
RD/WT: Wrong Track	32% (414)	10% (136)	58% (757)	1307

Continued on next page

Table BRD5_5: Have any of the following artists performed at the Super Bowl halftime show?
The Rolling Stones

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	33% (717)	12% (262)	56% (1223)	2202
Strongly Approve	32% (163)	13% (68)	54% (274)	505
Somewhat Approve	34% (145)	13% (56)	53% (224)	425
Somewhat Disapprove	33% (96)	13% (38)	54% (160)	294
Strongly Disapprove	34% (285)	10% (85)	56% (476)	845
Dont Know / No Opinion	21% (28)	11% (15)	68% (89)	132
#1 Issue: Economy	36% (232)	11% (70)	53% (348)	651
#1 Issue: Security	30% (106)	11% (38)	60% (215)	359
#1 Issue: Health Care	34% (136)	15% (59)	51% (205)	400
#1 Issue: Medicare / Social Security	24% (86)	10% (35)	67% (242)	363
#1 Issue: Women's Issues	43% (48)	17% (19)	40% (45)	113
#1 Issue: Education	41% (51)	14% (17)	45% (57)	126
#1 Issue: Energy	33% (31)	19% (18)	48% (45)	94
#1 Issue: Other	26% (25)	5% (5)	68% (66)	96
2016 Vote: Democrat Hillary Clinton	40% (295)	11% (80)	49% (365)	739
2016 Vote: Republican Donald Trump	32% (245)	12% (89)	56% (422)	755
2016 Vote: Someone else	31% (53)	13% (23)	55% (94)	170
2012 Vote: Barack Obama	38% (325)	11% (95)	52% (447)	866
2012 Vote: Mitt Romney	34% (204)	11% (64)	56% (335)	602
2012 Vote: Other	29% (30)	6% (6)	66% (70)	107
2012 Vote: Didn't Vote	25% (157)	15% (96)	59% (371)	625
4-Region: Northeast	35% (142)	10% (42)	54% (218)	402
4-Region: Midwest	32% (152)	11% (51)	57% (271)	474
4-Region: South	31% (250)	13% (106)	56% (459)	815
4-Region: West	34% (171)	12% (64)	54% (276)	511

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

Table BRD5_6: Have any of the following artists performed at the Super Bowl halftime show?
Christina Aguilera and Britney Spears

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	39% (864)	10% (228)	50% (1110)	2202
Gender: Male	38% (407)	11% (120)	50% (533)	1060
Gender: Female	40% (457)	9% (108)	51% (577)	1142
Age: 18-29	43% (203)	17% (80)	40% (191)	474
Age: 30-44	43% (243)	13% (74)	44% (245)	562
Age: 45-54	44% (138)	11% (34)	45% (139)	311
Age: 55-64	37% (167)	6% (28)	57% (261)	457
Age: 65+	28% (113)	3% (12)	69% (274)	398
PID: Dem (no lean)	41% (292)	10% (71)	49% (353)	716
PID: Ind (no lean)	35% (271)	11% (88)	54% (427)	787
PID: Rep (no lean)	43% (300)	10% (70)	47% (330)	700
PID/Gender: Dem Men	41% (127)	11% (35)	48% (149)	312
PID/Gender: Dem Women	41% (165)	9% (35)	50% (204)	404
PID/Gender: Ind Men	32% (116)	11% (42)	57% (208)	366
PID/Gender: Ind Women	37% (155)	11% (46)	52% (219)	420
PID/Gender: Rep Men	43% (163)	11% (43)	46% (175)	382
PID/Gender: Rep Women	43% (137)	8% (27)	48% (154)	318
Tea Party: Supporter	47% (262)	15% (86)	38% (212)	559
Tea Party: Not Supporter	37% (595)	9% (143)	55% (884)	1622
Ideo: Liberal (1-3)	46% (354)	13% (100)	41% (315)	769
Ideo: Moderate (4)	40% (183)	11% (48)	49% (225)	456
Ideo: Conservative (5-7)	35% (245)	8% (58)	57% (396)	698
Educ: < College	39% (616)	10% (162)	50% (790)	1567
Educ: Bachelors degree	40% (166)	11% (47)	49% (203)	416
Educ: Post-grad	38% (83)	9% (19)	53% (117)	219
Income: Under 50k	38% (477)	11% (136)	51% (645)	1258
Income: 50k-100k	42% (286)	9% (64)	49% (333)	683
Income: 100k+	39% (100)	11% (28)	51% (132)	261

Continued on next page

Table BRD5_6: Have any of the following artists performed at the Super Bowl halftime show?
 Christina Aguilera and Britney Spears

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	39% (864)	10% (228)	50% (1110)	2202
Ethnicity: White	37% (657)	9% (160)	53% (934)	1751
Ethnicity: Hispanic	53% (174)	14% (46)	33% (109)	330
Ethnicity: Afr. Am.	45% (121)	19% (52)	36% (96)	269
Ethnicity: Other	47% (86)	9% (16)	44% (80)	182
Relig: Protestant	37% (191)	9% (44)	55% (284)	520
Relig: Roman Catholic	45% (197)	8% (34)	47% (203)	434
Relig: Ath./Agn./None	38% (241)	10% (64)	52% (335)	640
Relig: Something Else	38% (137)	17% (62)	45% (165)	364
Relig: Jewish	46% (24)	7% (4)	47% (24)	52
Relig: Evangelical	40% (240)	9% (55)	51% (302)	598
Relig: Non-Evang. Catholics	41% (245)	8% (45)	51% (305)	596
Relig: All Christian	41% (486)	8% (101)	51% (607)	1194
Relig: All Non-Christian	38% (378)	13% (126)	50% (500)	1004
Community: Urban	42% (256)	13% (79)	45% (274)	609
Community: Suburban	38% (350)	8% (75)	53% (485)	909
Community: Rural	38% (258)	11% (74)	51% (351)	684
Employ: Private Sector	40% (249)	12% (75)	48% (298)	623
Employ: Government	43% (67)	15% (24)	42% (66)	157
Employ: Self-Employed	50% (108)	12% (25)	38% (82)	216
Employ: Homemaker	43% (82)	12% (24)	45% (86)	192
Employ: Student	41% (46)	18% (20)	41% (45)	111
Employ: Retired	35% (172)	4% (19)	61% (300)	491
Employ: Unemployed	32% (68)	11% (23)	58% (124)	216
Employ: Other	36% (71)	8% (17)	55% (108)	196
Military HH: Yes	42% (180)	11% (46)	47% (203)	429
Military HH: No	39% (684)	10% (182)	51% (907)	1773
RD/WT: Right Direction	42% (374)	11% (98)	47% (423)	895
RD/WT: Wrong Track	38% (490)	10% (131)	53% (686)	1307

Continued on next page

Table BRD5_6: Have any of the following artists performed at the Super Bowl halftime show?
Christina Aguilera and Britney Spears

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	39% (864)	10% (228)	50% (1110)	2202
Strongly Approve	37% (189)	12% (58)	51% (258)	505
Somewhat Approve	44% (189)	10% (41)	46% (195)	425
Somewhat Disapprove	39% (116)	12% (36)	49% (143)	294
Strongly Disapprove	38% (324)	10% (84)	52% (437)	845
Dont Know / No Opinion	35% (46)	7% (9)	58% (77)	132
#1 Issue: Economy	40% (258)	11% (69)	50% (324)	651
#1 Issue: Security	40% (142)	10% (34)	51% (183)	359
#1 Issue: Health Care	41% (164)	14% (57)	45% (180)	400
#1 Issue: Medicare / Social Security	34% (122)	6% (22)	60% (219)	363
#1 Issue: Women's Issues	44% (50)	13% (15)	42% (48)	113
#1 Issue: Education	43% (54)	11% (13)	46% (58)	126
#1 Issue: Energy	38% (36)	13% (12)	48% (45)	94
#1 Issue: Other	38% (37)	6% (6)	56% (54)	96
2016 Vote: Democrat Hillary Clinton	43% (318)	11% (82)	46% (339)	739
2016 Vote: Republican Donald Trump	39% (292)	9% (71)	52% (392)	755
2016 Vote: Someone else	36% (61)	12% (20)	52% (89)	170
2012 Vote: Barack Obama	44% (377)	10% (86)	47% (403)	866
2012 Vote: Mitt Romney	38% (229)	10% (63)	52% (311)	602
2012 Vote: Other	31% (33)	8% (8)	61% (66)	107
2012 Vote: Didn't Vote	36% (223)	11% (71)	53% (330)	625
4-Region: Northeast	39% (157)	9% (37)	52% (208)	402
4-Region: Midwest	40% (191)	9% (41)	51% (242)	474
4-Region: South	39% (315)	12% (95)	50% (405)	815
4-Region: West	39% (200)	11% (56)	50% (255)	511

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

Table BRD5_7: Have any of the following artists performed at the Super Bowl halftime show?
 Janet Jackson and Justin Timberlake

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	74%	(1640)	6%	(123)	20%	(439)	2202
Gender: Male	75%	(792)	7%	(71)	19%	(197)	1060
Gender: Female	74%	(848)	5%	(52)	21%	(242)	1142
Age: 18-29	59%	(278)	14%	(64)	28%	(132)	474
Age: 30-44	79%	(442)	5%	(27)	16%	(92)	562
Age: 45-54	81%	(253)	4%	(13)	15%	(46)	311
Age: 55-64	81%	(369)	2%	(9)	17%	(78)	457
Age: 65+	75%	(298)	2%	(9)	23%	(91)	398
PID: Dem (no lean)	80%	(570)	5%	(34)	16%	(112)	716
PID: Ind (no lean)	69%	(541)	5%	(43)	26%	(203)	787
PID: Rep (no lean)	76%	(529)	7%	(46)	18%	(124)	700
PID/Gender: Dem Men	78%	(244)	5%	(16)	17%	(52)	312
PID/Gender: Dem Women	81%	(326)	4%	(18)	15%	(60)	404
PID/Gender: Ind Men	70%	(258)	6%	(21)	24%	(88)	366
PID/Gender: Ind Women	67%	(283)	5%	(22)	27%	(115)	420
PID/Gender: Rep Men	76%	(291)	9%	(34)	15%	(56)	382
PID/Gender: Rep Women	75%	(238)	4%	(12)	21%	(67)	318
Tea Party: Supporter	73%	(409)	11%	(63)	16%	(88)	559
Tea Party: Not Supporter	75%	(1215)	4%	(59)	21%	(347)	1622
Ideo: Liberal (1-3)	77%	(592)	8%	(65)	15%	(112)	769
Ideo: Moderate (4)	80%	(364)	4%	(18)	16%	(75)	456
Ideo: Conservative (5-7)	75%	(522)	4%	(31)	21%	(146)	698
Educ: < College	72%	(1129)	6%	(92)	22%	(346)	1567
Educ: Bachelors degree	83%	(343)	5%	(21)	12%	(52)	416
Educ: Post-grad	77%	(168)	4%	(10)	19%	(41)	219
Income: Under 50k	69%	(874)	6%	(73)	25%	(311)	1258
Income: 50k-100k	79%	(543)	6%	(44)	14%	(97)	683
Income: 100k+	86%	(224)	2%	(6)	12%	(31)	261

Continued on next page

**Table BRD5_7: Have any of the following artists performed at the Super Bowl halftime show?
Janet Jackson and Justin Timberlake**

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	74% (1640)	6% (123)	20% (439)	2202
Ethnicity: White	75% (1318)	4% (75)	20% (358)	1751
Ethnicity: Hispanic	72% (237)	9% (29)	19% (64)	330
Ethnicity: Afr. Am.	72% (194)	14% (37)	14% (38)	269
Ethnicity: Other	70% (128)	6% (11)	24% (43)	182
Relig: Protestant	78% (403)	3% (15)	19% (101)	520
Relig: Roman Catholic	78% (336)	5% (20)	18% (77)	434
Relig: Ath./Agn./None	74% (476)	5% (32)	21% (132)	640
Relig: Something Else	67% (245)	12% (44)	20% (75)	364
Relig: Jewish	77% (40)	2% (1)	21% (11)	52
Relig: Evangelical	73% (438)	4% (26)	22% (135)	598
Relig: Non-Evang. Catholics	80% (479)	3% (20)	16% (97)	596
Relig: All Christian	77% (917)	4% (45)	19% (232)	1194
Relig: All Non-Christian	72% (721)	8% (76)	21% (207)	1004
Community: Urban	70% (425)	9% (52)	22% (131)	609
Community: Suburban	78% (711)	4% (36)	18% (163)	909
Community: Rural	74% (504)	5% (35)	21% (145)	684
Employ: Private Sector	78% (487)	5% (30)	17% (106)	623
Employ: Government	84% (132)	4% (6)	12% (19)	157
Employ: Self-Employed	74% (160)	10% (22)	16% (33)	216
Employ: Homemaker	73% (140)	8% (15)	19% (37)	192
Employ: Student	55% (61)	13% (15)	32% (35)	111
Employ: Retired	79% (389)	2% (8)	19% (95)	491
Employ: Unemployed	61% (132)	7% (16)	32% (68)	216
Employ: Other	71% (139)	6% (12)	23% (46)	196
Military HH: Yes	77% (331)	6% (24)	17% (74)	429
Military HH: No	74% (1309)	6% (99)	21% (365)	1773
RD/WT: Right Direction	74% (658)	8% (68)	19% (168)	895
RD/WT: Wrong Track	75% (982)	4% (55)	21% (271)	1307

Continued on next page

Table BRD5_7: Have any of the following artists performed at the Super Bowl halftime show?
Janet Jackson and Justin Timberlake

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	74% (1640)	6% (123)	20% (439)	2202
Strongly Approve	73% (370)	8% (39)	19% (97)	505
Somewhat Approve	79% (337)	5% (21)	16% (67)	425
Somewhat Disapprove	70% (207)	6% (18)	23% (69)	294
Strongly Disapprove	78% (655)	4% (37)	18% (153)	845
Dont Know / No Opinion	54% (71)	6% (8)	40% (53)	132
#1 Issue: Economy	76% (495)	4% (24)	20% (132)	651
#1 Issue: Security	75% (269)	4% (13)	22% (78)	359
#1 Issue: Health Care	75% (301)	9% (35)	16% (65)	400
#1 Issue: Medicare / Social Security	77% (279)	5% (17)	18% (67)	363
#1 Issue: Women's Issues	70% (79)	12% (14)	17% (20)	113
#1 Issue: Education	75% (94)	3% (4)	22% (28)	126
#1 Issue: Energy	60% (57)	13% (13)	26% (25)	94
#1 Issue: Other	69% (67)	4% (4)	27% (26)	96
2016 Vote: Democrat Hillary Clinton	81% (599)	6% (43)	13% (98)	739
2016 Vote: Republican Donald Trump	77% (585)	5% (37)	18% (134)	755
2016 Vote: Someone else	72% (122)	6% (9)	23% (39)	170
2012 Vote: Barack Obama	82% (709)	5% (41)	13% (116)	866
2012 Vote: Mitt Romney	78% (472)	5% (32)	16% (98)	602
2012 Vote: Other	73% (78)	4% (4)	24% (25)	107
2012 Vote: Didn't Vote	61% (379)	7% (46)	32% (200)	625
4-Region: Northeast	73% (292)	6% (25)	21% (85)	402
4-Region: Midwest	74% (349)	4% (21)	22% (104)	474
4-Region: South	75% (612)	7% (54)	18% (148)	815
4-Region: West	76% (387)	4% (23)	20% (101)	511

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

Table BRD5_8: Have any of the following artists performed at the Super Bowl halftime show?

Jay-Z

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	19%	(428)	16%	(343)	65%	(1432)	2202
Gender: Male	22%	(231)	18%	(187)	61%	(642)	1060
Gender: Female	17%	(197)	14%	(156)	69%	(789)	1142
Age: 18-29	27%	(129)	22%	(104)	51%	(241)	474
Age: 30-44	23%	(130)	20%	(114)	57%	(318)	562
Age: 45-54	23%	(72)	15%	(48)	61%	(191)	311
Age: 55-64	14%	(62)	10%	(48)	76%	(347)	457
Age: 65+	9%	(34)	7%	(29)	84%	(334)	398
PID: Dem (no lean)	20%	(144)	17%	(118)	63%	(454)	716
PID: Ind (no lean)	18%	(144)	15%	(119)	66%	(523)	787
PID: Rep (no lean)	20%	(140)	15%	(105)	65%	(455)	700
PID/Gender: Dem Men	28%	(87)	16%	(51)	56%	(175)	312
PID/Gender: Dem Women	14%	(57)	17%	(68)	69%	(279)	404
PID/Gender: Ind Men	17%	(61)	18%	(65)	66%	(241)	366
PID/Gender: Ind Women	20%	(83)	13%	(55)	67%	(282)	420
PID/Gender: Rep Men	22%	(83)	19%	(71)	60%	(227)	382
PID/Gender: Rep Women	18%	(57)	10%	(33)	72%	(228)	318
Tea Party: Supporter	29%	(160)	20%	(112)	51%	(286)	559
Tea Party: Not Supporter	16%	(265)	14%	(229)	70%	(1128)	1622
Ideo: Liberal (1-3)	28%	(214)	19%	(149)	53%	(405)	769
Ideo: Moderate (4)	17%	(79)	16%	(71)	67%	(307)	456
Ideo: Conservative (5-7)	15%	(101)	12%	(83)	74%	(514)	698
Educ: < College	19%	(305)	15%	(241)	65%	(1021)	1567
Educ: Bachelors degree	19%	(79)	17%	(71)	64%	(266)	416
Educ: Post-grad	20%	(43)	14%	(31)	66%	(144)	219
Income: Under 50k	19%	(237)	14%	(181)	67%	(840)	1258
Income: 50k-100k	21%	(142)	17%	(119)	62%	(422)	683
Income: 100k+	19%	(48)	16%	(42)	65%	(170)	261

Continued on next page

Table BRD5_8: Have any of the following artists performed at the Super Bowl halftime show?
 Jay-Z

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	19% (428)	16% (343)	65% (1432)	2202
Ethnicity: White	16% (282)	15% (256)	69% (1214)	1751
Ethnicity: Hispanic	32% (106)	20% (66)	48% (157)	330
Ethnicity: Afr. Am.	32% (86)	24% (63)	44% (119)	269
Ethnicity: Other	33% (60)	13% (23)	54% (99)	182
Relig: Protestant	18% (92)	10% (52)	72% (375)	520
Relig: Roman Catholic	21% (92)	18% (78)	61% (264)	434
Relig: Ath./Agn./None	15% (99)	18% (114)	67% (428)	640
Relig: Something Else	25% (90)	20% (72)	56% (202)	364
Relig: Jewish	24% (12)	9% (4)	67% (35)	52
Relig: Evangelical	22% (132)	10% (60)	68% (406)	598
Relig: Non-Evang. Catholics	18% (107)	16% (96)	66% (393)	596
Relig: All Christian	20% (239)	13% (156)	67% (799)	1194
Relig: All Non-Christian	19% (189)	18% (185)	63% (630)	1004
Community: Urban	26% (157)	16% (98)	58% (353)	609
Community: Suburban	16% (148)	16% (143)	68% (619)	909
Community: Rural	18% (123)	15% (101)	67% (459)	684
Employ: Private Sector	22% (138)	15% (95)	63% (390)	623
Employ: Government	17% (27)	25% (40)	57% (90)	157
Employ: Self-Employed	28% (61)	20% (42)	52% (113)	216
Employ: Homemaker	19% (36)	20% (39)	61% (117)	192
Employ: Student	29% (32)	18% (20)	53% (59)	111
Employ: Retired	13% (62)	9% (43)	79% (387)	491
Employ: Unemployed	16% (34)	16% (35)	68% (147)	216
Employ: Other	19% (37)	15% (29)	66% (130)	196
Military HH: Yes	18% (78)	15% (65)	67% (286)	429
Military HH: No	20% (350)	16% (277)	65% (1146)	1773
RD/WT: Right Direction	24% (215)	15% (136)	61% (543)	895
RD/WT: Wrong Track	16% (213)	16% (206)	68% (888)	1307

Continued on next page

Table BRD5_8: Have any of the following artists performed at the Super Bowl halftime show?

Jay-Z

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	19% (428)	16% (343)	65% (1432)	2202
Strongly Approve	20% (101)	14% (72)	66% (332)	505
Somewhat Approve	24% (103)	15% (63)	61% (259)	425
Somewhat Disapprove	23% (67)	16% (48)	61% (178)	294
Strongly Disapprove	17% (141)	16% (139)	67% (565)	845
Dont Know / No Opinion	11% (15)	15% (20)	74% (98)	132
#1 Issue: Economy	22% (141)	15% (98)	63% (411)	651
#1 Issue: Security	17% (63)	13% (46)	70% (251)	359
#1 Issue: Health Care	22% (89)	20% (80)	58% (231)	400
#1 Issue: Medicare / Social Security	14% (49)	9% (31)	78% (283)	363
#1 Issue: Women's Issues	29% (33)	22% (25)	48% (55)	113
#1 Issue: Education	17% (22)	25% (31)	58% (73)	126
#1 Issue: Energy	21% (20)	20% (19)	59% (55)	94
#1 Issue: Other	11% (11)	13% (12)	76% (73)	96
2016 Vote: Democrat Hillary Clinton	23% (167)	19% (141)	58% (432)	739
2016 Vote: Republican Donald Trump	18% (139)	14% (107)	67% (510)	755
2016 Vote: Someone else	17% (29)	17% (28)	66% (112)	170
2012 Vote: Barack Obama	22% (191)	17% (146)	61% (530)	866
2012 Vote: Mitt Romney	16% (99)	15% (93)	68% (410)	602
2012 Vote: Other	12% (13)	12% (13)	76% (81)	107
2012 Vote: Didn't Vote	20% (125)	14% (89)	66% (412)	625
4-Region: Northeast	19% (75)	17% (67)	65% (259)	402
4-Region: Midwest	17% (82)	14% (66)	69% (326)	474
4-Region: South	18% (149)	18% (148)	64% (518)	815
4-Region: West	24% (122)	12% (61)	64% (328)	511

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

Table BRD5_9: Have any of the following artists performed at the Super Bowl halftime show?

Eminem

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	16%	(357)	19%	(414)	65%	(1432)	2202
Gender: Male	20%	(207)	21%	(218)	60%	(635)	1060
Gender: Female	13%	(149)	17%	(196)	70%	(797)	1142
Age: 18-29	22%	(106)	26%	(125)	51%	(242)	474
Age: 30-44	15%	(85)	26%	(145)	59%	(331)	562
Age: 45-54	21%	(66)	18%	(56)	61%	(189)	311
Age: 55-64	13%	(61)	12%	(57)	74%	(339)	457
Age: 65+	10%	(39)	8%	(30)	83%	(329)	398
PID: Dem (no lean)	16%	(115)	19%	(139)	65%	(462)	716
PID: Ind (no lean)	15%	(120)	17%	(137)	67%	(530)	787
PID: Rep (no lean)	17%	(122)	20%	(138)	63%	(440)	700
PID/Gender: Dem Men	22%	(70)	21%	(65)	57%	(177)	312
PID/Gender: Dem Women	11%	(45)	18%	(74)	70%	(285)	404
PID/Gender: Ind Men	16%	(58)	21%	(76)	63%	(232)	366
PID/Gender: Ind Women	15%	(61)	15%	(61)	71%	(298)	420
PID/Gender: Rep Men	21%	(79)	20%	(78)	59%	(225)	382
PID/Gender: Rep Women	14%	(43)	19%	(60)	67%	(214)	318
Tea Party: Supporter	25%	(140)	22%	(124)	53%	(295)	559
Tea Party: Not Supporter	13%	(215)	18%	(289)	69%	(1118)	1622
Ideo: Liberal (1-3)	22%	(168)	24%	(186)	54%	(415)	769
Ideo: Moderate (4)	13%	(60)	18%	(82)	69%	(314)	456
Ideo: Conservative (5-7)	15%	(107)	15%	(107)	69%	(485)	698
Educ: < College	17%	(264)	18%	(283)	65%	(1020)	1567
Educ: Bachelors degree	14%	(58)	20%	(84)	66%	(275)	416
Educ: Post-grad	16%	(35)	21%	(47)	63%	(137)	219
Income: Under 50k	16%	(199)	18%	(229)	66%	(830)	1258
Income: 50k-100k	18%	(124)	19%	(133)	62%	(426)	683
Income: 100k+	13%	(33)	20%	(52)	67%	(176)	261

Continued on next page

Table BRD5_9: Have any of the following artists performed at the Super Bowl halftime show?

Eminem

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	16% (357)	19% (414)	65% (1432)	2202
Ethnicity: White	14% (240)	18% (311)	69% (1200)	1751
Ethnicity: Hispanic	23% (76)	26% (86)	51% (167)	330
Ethnicity: Afr. Am.	27% (72)	26% (69)	48% (128)	269
Ethnicity: Other	25% (45)	18% (33)	57% (104)	182
Relig: Protestant	14% (75)	15% (76)	71% (368)	520
Relig: Roman Catholic	17% (75)	21% (91)	62% (269)	434
Relig: Ath./Agn./None	14% (91)	21% (134)	65% (415)	640
Relig: Something Else	20% (74)	22% (78)	58% (211)	364
Relig: Jewish	26% (14)	15% (8)	59% (31)	52
Relig: Evangelical	18% (108)	14% (84)	68% (405)	598
Relig: Non-Evang. Catholics	14% (83)	19% (115)	67% (398)	596
Relig: All Christian	16% (191)	17% (199)	67% (803)	1194
Relig: All Non-Christian	16% (166)	21% (213)	62% (626)	1004
Community: Urban	20% (124)	21% (128)	59% (356)	609
Community: Suburban	14% (126)	19% (171)	67% (612)	909
Community: Rural	15% (106)	17% (114)	68% (464)	684
Employ: Private Sector	17% (106)	19% (121)	63% (395)	623
Employ: Government	14% (22)	30% (47)	56% (88)	157
Employ: Self-Employed	25% (53)	25% (54)	51% (109)	216
Employ: Homemaker	17% (33)	22% (43)	61% (116)	192
Employ: Student	26% (29)	27% (30)	47% (52)	111
Employ: Retired	12% (61)	9% (46)	78% (385)	491
Employ: Unemployed	11% (24)	21% (46)	68% (146)	216
Employ: Other	15% (29)	15% (29)	71% (139)	196
Military HH: Yes	18% (76)	17% (73)	65% (280)	429
Military HH: No	16% (280)	19% (341)	65% (1152)	1773
RD/WT: Right Direction	20% (181)	19% (166)	61% (548)	895
RD/WT: Wrong Track	13% (176)	19% (247)	68% (884)	1307

Continued on next page

Table BRD5_9: Have any of the following artists performed at the Super Bowl halftime show?
Eminem

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	16% (357)	19% (414)	65% (1432)	2202
Strongly Approve	19% (96)	17% (87)	64% (322)	505
Somewhat Approve	21% (90)	16% (67)	63% (268)	425
Somewhat Disapprove	14% (41)	25% (74)	61% (178)	294
Strongly Disapprove	13% (111)	20% (169)	67% (564)	845
Dont Know / No Opinion	13% (18)	12% (16)	74% (98)	132
#1 Issue: Economy	14% (91)	21% (134)	65% (426)	651
#1 Issue: Security	16% (58)	16% (59)	68% (243)	359
#1 Issue: Health Care	22% (87)	20% (79)	59% (235)	400
#1 Issue: Medicare / Social Security	16% (57)	11% (41)	73% (265)	363
#1 Issue: Women's Issues	20% (22)	26% (29)	54% (61)	113
#1 Issue: Education	21% (26)	23% (29)	56% (70)	126
#1 Issue: Energy	12% (12)	29% (27)	58% (55)	94
#1 Issue: Other	5% (5)	16% (15)	79% (76)	96
2016 Vote: Democrat Hillary Clinton	18% (132)	22% (160)	61% (448)	739
2016 Vote: Republican Donald Trump	17% (128)	18% (133)	65% (494)	755
2016 Vote: Someone else	13% (22)	21% (35)	66% (113)	170
2012 Vote: Barack Obama	17% (148)	20% (174)	63% (544)	866
2012 Vote: Mitt Romney	18% (108)	16% (99)	66% (395)	602
2012 Vote: Other	8% (8)	10% (10)	83% (88)	107
2012 Vote: Didn't Vote	15% (92)	21% (128)	65% (405)	625
4-Region: Northeast	16% (63)	21% (84)	63% (255)	402
4-Region: Midwest	14% (65)	17% (83)	69% (327)	474
4-Region: South	18% (143)	18% (151)	64% (521)	815
4-Region: West	17% (86)	19% (96)	64% (329)	511

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

Table BRD5_10: Have any of the following artists performed at the Super Bowl halftime show?
Destinys Child

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	24% (523)	13% (287)	63% (1391)	2202
Gender: Male	25% (268)	15% (159)	60% (633)	1060
Gender: Female	22% (256)	11% (128)	66% (758)	1142
Age: 18-29	32% (154)	20% (95)	47% (225)	474
Age: 30-44	31% (172)	15% (84)	55% (306)	562
Age: 45-54	28% (86)	15% (47)	57% (178)	311
Age: 55-64	16% (75)	8% (39)	75% (344)	457
Age: 65+	9% (37)	6% (23)	85% (338)	398
PID: Dem (no lean)	27% (192)	15% (105)	59% (419)	716
PID: Ind (no lean)	20% (161)	12% (92)	68% (534)	787
PID: Rep (no lean)	24% (171)	13% (90)	63% (438)	700
PID/Gender: Dem Men	28% (89)	17% (53)	55% (171)	312
PID/Gender: Dem Women	26% (103)	13% (52)	62% (249)	404
PID/Gender: Ind Men	22% (79)	13% (49)	65% (238)	366
PID/Gender: Ind Women	19% (82)	10% (43)	70% (296)	420
PID/Gender: Rep Men	26% (100)	15% (57)	59% (225)	382
PID/Gender: Rep Women	22% (71)	10% (33)	67% (214)	318
Tea Party: Supporter	32% (181)	16% (92)	51% (286)	559
Tea Party: Not Supporter	21% (336)	12% (195)	67% (1090)	1622
Ideo: Liberal (1-3)	32% (245)	17% (128)	52% (396)	769
Ideo: Moderate (4)	24% (110)	11% (52)	65% (295)	456
Ideo: Conservative (5-7)	17% (121)	11% (74)	72% (504)	698
Educ: < College	24% (374)	13% (209)	63% (984)	1567
Educ: Bachelors degree	24% (100)	12% (49)	64% (267)	416
Educ: Post-grad	23% (49)	13% (29)	64% (140)	219
Income: Under 50k	23% (293)	14% (177)	63% (789)	1258
Income: 50k-100k	25% (168)	12% (84)	63% (432)	683
Income: 100k+	24% (63)	10% (27)	65% (171)	261

Continued on next page

Table BRD5_10: Have any of the following artists performed at the Super Bowl halftime show?*Destinys Child*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	24% (523)	13% (287)	63% (1391)	2202
Ethnicity: White	20% (349)	12% (207)	68% (1195)	1751
Ethnicity: Hispanic	38% (125)	20% (65)	43% (140)	330
Ethnicity: Afr. Am.	43% (116)	19% (52)	38% (101)	269
Ethnicity: Other	32% (59)	15% (28)	52% (95)	182
Relig: Protestant	16% (84)	11% (58)	73% (378)	520
Relig: Roman Catholic	31% (134)	14% (61)	55% (238)	434
Relig: Ath./Agn./None	23% (148)	14% (87)	63% (405)	640
Relig: Something Else	25% (89)	16% (59)	59% (216)	364
Relig: Jewish	35% (18)	8% (4)	57% (30)	52
Relig: Evangelical	23% (138)	11% (66)	66% (395)	598
Relig: Non-Evang. Catholics	25% (148)	12% (74)	63% (373)	596
Relig: All Christian	24% (286)	12% (140)	64% (768)	1194
Relig: All Non-Christian	24% (237)	15% (146)	62% (621)	1004
Community: Urban	28% (170)	15% (91)	57% (347)	609
Community: Suburban	23% (210)	12% (105)	65% (595)	909
Community: Rural	21% (143)	13% (91)	66% (450)	684
Employ: Private Sector	27% (170)	13% (79)	60% (374)	623
Employ: Government	25% (39)	16% (24)	60% (94)	157
Employ: Self-Employed	31% (66)	20% (43)	49% (107)	216
Employ: Homemaker	25% (48)	16% (32)	59% (113)	192
Employ: Student	29% (32)	24% (27)	47% (52)	111
Employ: Retired	14% (67)	5% (27)	81% (397)	491
Employ: Unemployed	22% (48)	18% (38)	60% (129)	216
Employ: Other	27% (53)	9% (17)	64% (126)	196
Military HH: Yes	23% (100)	13% (55)	64% (273)	429
Military HH: No	24% (423)	13% (232)	63% (1118)	1773
RD/WT: Right Direction	25% (222)	14% (122)	62% (550)	895
RD/WT: Wrong Track	23% (301)	13% (165)	64% (841)	1307

Continued on next page

Table BRD5_10: Have any of the following artists performed at the Super Bowl halftime show?

Destinys Child

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	24% (523)	13% (287)	63% (1391)	2202
Strongly Approve	23% (117)	13% (65)	64% (324)	505
Somewhat Approve	25% (104)	12% (52)	63% (269)	425
Somewhat Disapprove	26% (76)	17% (49)	58% (169)	294
Strongly Disapprove	24% (201)	13% (107)	64% (537)	845
Dont Know / No Opinion	19% (24)	11% (15)	70% (92)	132
#1 Issue: Economy	25% (165)	13% (85)	62% (400)	651
#1 Issue: Security	17% (61)	14% (50)	69% (248)	359
#1 Issue: Health Care	27% (110)	14% (58)	58% (233)	400
#1 Issue: Medicare / Social Security	18% (66)	8% (30)	73% (267)	363
#1 Issue: Women's Issues	32% (37)	17% (19)	50% (57)	113
#1 Issue: Education	39% (49)	13% (16)	48% (60)	126
#1 Issue: Energy	26% (25)	19% (18)	54% (51)	94
#1 Issue: Other	11% (10)	11% (11)	78% (75)	96
2016 Vote: Democrat Hillary Clinton	30% (219)	13% (96)	57% (424)	739
2016 Vote: Republican Donald Trump	21% (162)	12% (93)	66% (500)	755
2016 Vote: Someone else	25% (43)	12% (20)	63% (108)	170
2012 Vote: Barack Obama	27% (235)	13% (109)	60% (522)	866
2012 Vote: Mitt Romney	22% (133)	12% (71)	66% (398)	602
2012 Vote: Other	12% (13)	7% (7)	81% (87)	107
2012 Vote: Didn't Vote	23% (142)	16% (97)	62% (385)	625
4-Region: Northeast	24% (98)	16% (65)	59% (239)	402
4-Region: Midwest	22% (103)	12% (58)	66% (314)	474
4-Region: South	26% (208)	12% (94)	63% (513)	815
4-Region: West	22% (114)	14% (71)	64% (326)	511

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

Table BRD5_11: *Have any of the following artists performed at the Super Bowl halftime show?*
One Direction

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	13%	(276)	19%	(415)	69%	(1511)	2202
Gender: Male	14%	(151)	20%	(208)	66%	(701)	1060
Gender: Female	11%	(125)	18%	(207)	71%	(809)	1142
Age: 18-29	17%	(83)	31%	(148)	51%	(243)	474
Age: 30-44	14%	(79)	24%	(136)	62%	(347)	562
Age: 45-54	10%	(33)	18%	(57)	71%	(221)	311
Age: 55-64	12%	(57)	11%	(51)	77%	(350)	457
Age: 65+	6%	(25)	6%	(23)	88%	(350)	398
PID: Dem (no lean)	15%	(106)	21%	(151)	64%	(459)	716
PID: Ind (no lean)	10%	(79)	19%	(148)	71%	(560)	787
PID: Rep (no lean)	13%	(92)	17%	(116)	70%	(492)	700
PID/Gender: Dem Men	17%	(54)	21%	(65)	62%	(193)	312
PID/Gender: Dem Women	13%	(52)	21%	(86)	66%	(266)	404
PID/Gender: Ind Men	11%	(40)	19%	(71)	70%	(255)	366
PID/Gender: Ind Women	9%	(39)	18%	(76)	73%	(305)	420
PID/Gender: Rep Men	15%	(57)	19%	(72)	66%	(253)	382
PID/Gender: Rep Women	11%	(34)	14%	(44)	75%	(239)	318
Tea Party: Supporter	18%	(100)	24%	(132)	58%	(327)	559
Tea Party: Not Supporter	11%	(174)	17%	(280)	72%	(1169)	1622
Ideo: Liberal (1-3)	19%	(150)	25%	(190)	56%	(429)	769
Ideo: Moderate (4)	11%	(49)	18%	(82)	71%	(325)	456
Ideo: Conservative (5-7)	9%	(59)	13%	(93)	78%	(546)	698
Educ: < College	12%	(196)	19%	(295)	69%	(1076)	1567
Educ: Bachelors degree	12%	(50)	19%	(79)	69%	(287)	416
Educ: Post-grad	14%	(31)	18%	(40)	67%	(148)	219
Income: Under 50k	12%	(148)	19%	(233)	70%	(877)	1258
Income: 50k-100k	13%	(92)	19%	(133)	67%	(459)	683
Income: 100k+	14%	(37)	19%	(49)	67%	(175)	261

Continued on next page

Table BRD5_11: Have any of the following artists performed at the Super Bowl halftime show?

One Direction

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	13% (276)	19% (415)	69% (1511)	2202
Ethnicity: White	11% (187)	17% (305)	72% (1259)	1751
Ethnicity: Hispanic	18% (61)	30% (98)	52% (171)	330
Ethnicity: Afr. Am.	20% (55)	29% (78)	50% (136)	269
Ethnicity: Other	19% (34)	17% (31)	64% (116)	182
Relig: Protestant	10% (50)	13% (65)	78% (404)	520
Relig: Roman Catholic	16% (69)	20% (85)	64% (279)	434
Relig: Ath./Agn./None	10% (63)	24% (152)	66% (426)	640
Relig: Something Else	17% (61)	23% (82)	61% (220)	364
Relig: Jewish	18% (9)	12% (6)	70% (36)	52
Relig: Evangelical	13% (78)	12% (73)	75% (447)	598
Relig: Non-Evang. Catholics	12% (74)	18% (106)	70% (415)	596
Relig: All Christian	13% (152)	15% (179)	72% (862)	1194
Relig: All Non-Christian	12% (124)	23% (234)	64% (646)	1004
Community: Urban	16% (96)	22% (132)	63% (381)	609
Community: Suburban	10% (95)	17% (157)	72% (657)	909
Community: Rural	12% (85)	18% (126)	69% (473)	684
Employ: Private Sector	13% (82)	20% (124)	67% (416)	623
Employ: Government	9% (14)	28% (43)	64% (100)	157
Employ: Self-Employed	20% (43)	22% (48)	58% (125)	216
Employ: Homemaker	11% (21)	26% (50)	63% (121)	192
Employ: Student	21% (24)	35% (38)	44% (49)	111
Employ: Retired	10% (47)	8% (40)	82% (404)	491
Employ: Unemployed	9% (19)	19% (40)	72% (156)	216
Employ: Other	14% (27)	15% (30)	71% (139)	196
Military HH: Yes	11% (47)	21% (89)	68% (293)	429
Military HH: No	13% (229)	18% (326)	69% (1218)	1773
RD/WT: Right Direction	15% (138)	17% (149)	68% (607)	895
RD/WT: Wrong Track	11% (138)	20% (266)	69% (904)	1307

Continued on next page

Table BRD5_11: Have any of the following artists performed at the Super Bowl halftime show?
One Direction

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	13%	(276)	19%	(415)	69%	(1511)	2202
Strongly Approve	14%	(68)	16%	(81)	71%	(356)	505
Somewhat Approve	14%	(61)	16%	(67)	70%	(298)	425
Somewhat Disapprove	13%	(39)	22%	(66)	64%	(189)	294
Strongly Disapprove	11%	(94)	21%	(181)	67%	(571)	845
Dont Know / No Opinion	11%	(14)	16%	(21)	73%	(97)	132
#1 Issue: Economy	12%	(79)	19%	(125)	69%	(447)	651
#1 Issue: Security	11%	(40)	19%	(67)	70%	(252)	359
#1 Issue: Health Care	17%	(67)	24%	(94)	60%	(239)	400
#1 Issue: Medicare / Social Security	11%	(40)	9%	(32)	80%	(291)	363
#1 Issue: Women's Issues	16%	(18)	27%	(31)	57%	(64)	113
#1 Issue: Education	14%	(18)	22%	(28)	64%	(80)	126
#1 Issue: Energy	11%	(10)	23%	(22)	65%	(61)	94
#1 Issue: Other	4%	(4)	16%	(15)	80%	(77)	96
2016 Vote: Democrat Hillary Clinton	16%	(121)	23%	(170)	61%	(448)	739
2016 Vote: Republican Donald Trump	12%	(90)	15%	(112)	73%	(553)	755
2016 Vote: Someone else	4%	(8)	22%	(37)	74%	(125)	170
2012 Vote: Barack Obama	15%	(134)	19%	(166)	65%	(566)	866
2012 Vote: Mitt Romney	11%	(69)	16%	(97)	72%	(436)	602
2012 Vote: Other	6%	(7)	11%	(12)	83%	(89)	107
2012 Vote: Didn't Vote	11%	(66)	22%	(139)	67%	(420)	625
4-Region: Northeast	14%	(55)	22%	(89)	64%	(259)	402
4-Region: Midwest	11%	(51)	17%	(82)	72%	(341)	474
4-Region: South	11%	(92)	18%	(150)	70%	(573)	815
4-Region: West	15%	(78)	18%	(94)	66%	(339)	511

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

Table BRD5_12: Have any of the following artists performed at the Super Bowl halftime show?
Whitney Houston

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	40%	(884)	10%	(218)	50%	(1100)	2202
Gender: Male	40%	(424)	12%	(125)	48%	(511)	1060
Gender: Female	40%	(460)	8%	(92)	52%	(590)	1142
Age: 18-29	36%	(171)	16%	(75)	48%	(227)	474
Age: 30-44	41%	(228)	13%	(75)	46%	(260)	562
Age: 45-54	51%	(158)	8%	(26)	41%	(128)	311
Age: 55-64	43%	(195)	6%	(28)	51%	(234)	457
Age: 65+	33%	(132)	4%	(14)	63%	(251)	398
PID: Dem (no lean)	44%	(313)	10%	(70)	46%	(333)	716
PID: Ind (no lean)	34%	(266)	9%	(74)	57%	(447)	787
PID: Rep (no lean)	43%	(304)	11%	(74)	46%	(321)	700
PID/Gender: Dem Men	44%	(138)	12%	(36)	44%	(137)	312
PID/Gender: Dem Women	43%	(175)	8%	(34)	48%	(195)	404
PID/Gender: Ind Men	32%	(117)	11%	(42)	57%	(208)	366
PID/Gender: Ind Women	35%	(149)	8%	(32)	57%	(239)	420
PID/Gender: Rep Men	44%	(169)	12%	(47)	43%	(166)	382
PID/Gender: Rep Women	43%	(136)	8%	(27)	49%	(155)	318
Tea Party: Supporter	43%	(243)	14%	(77)	43%	(239)	559
Tea Party: Not Supporter	39%	(631)	9%	(139)	53%	(852)	1622
Ideo: Liberal (1-3)	45%	(342)	14%	(108)	41%	(318)	769
Ideo: Moderate (4)	40%	(183)	9%	(41)	51%	(232)	456
Ideo: Conservative (5-7)	40%	(277)	7%	(49)	53%	(372)	698
Educ: < College	40%	(634)	10%	(158)	49%	(776)	1567
Educ: Bachelors degree	41%	(169)	10%	(41)	49%	(206)	416
Educ: Post-grad	37%	(81)	9%	(19)	54%	(119)	219
Income: Under 50k	37%	(465)	11%	(135)	52%	(658)	1258
Income: 50k-100k	44%	(303)	9%	(62)	47%	(319)	683
Income: 100k+	45%	(116)	8%	(20)	48%	(124)	261

Continued on next page

Table BRD5_12: Have any of the following artists performed at the Super Bowl halftime show?
 Whitney Houston

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	40% (884)	10% (218)	50% (1100)	2202
Ethnicity: White	38% (673)	8% (143)	53% (935)	1751
Ethnicity: Hispanic	48% (157)	11% (38)	41% (135)	330
Ethnicity: Afr. Am.	50% (134)	19% (51)	31% (84)	269
Ethnicity: Other	42% (77)	13% (24)	45% (81)	182
Relig: Protestant	41% (211)	7% (34)	53% (275)	520
Relig: Roman Catholic	46% (198)	8% (33)	47% (202)	434
Relig: Ath./Agn./None	35% (223)	12% (79)	53% (338)	640
Relig: Something Else	41% (150)	14% (49)	45% (164)	364
Relig: Jewish	51% (26)	6% (3)	43% (22)	52
Relig: Evangelical	42% (249)	7% (44)	51% (305)	598
Relig: Non-Evang. Catholics	44% (261)	7% (44)	49% (291)	596
Relig: All Christian	43% (510)	7% (88)	50% (596)	1194
Relig: All Non-Christian	37% (373)	13% (128)	50% (502)	1004
Community: Urban	42% (256)	11% (70)	47% (283)	609
Community: Suburban	40% (365)	9% (78)	51% (466)	909
Community: Rural	38% (263)	10% (70)	51% (351)	684
Employ: Private Sector	43% (268)	9% (55)	48% (300)	623
Employ: Government	49% (77)	11% (17)	40% (63)	157
Employ: Self-Employed	43% (94)	14% (30)	43% (93)	216
Employ: Homemaker	41% (78)	17% (32)	43% (82)	192
Employ: Student	33% (37)	19% (21)	48% (53)	111
Employ: Retired	40% (194)	4% (21)	56% (276)	491
Employ: Unemployed	37% (79)	9% (20)	54% (117)	216
Employ: Other	29% (57)	11% (21)	60% (117)	196
Military HH: Yes	43% (183)	11% (45)	47% (201)	429
Military HH: No	40% (701)	10% (172)	51% (899)	1773
RD/WT: Right Direction	41% (368)	12% (106)	47% (420)	895
RD/WT: Wrong Track	39% (516)	9% (111)	52% (680)	1307

Continued on next page

Table BRD5_12: Have any of the following artists performed at the Super Bowl halftime show?

Whitney Houston

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	40% (884)	10% (218)	50% (1100)	2202
Strongly Approve	41% (209)	10% (53)	48% (244)	505
Somewhat Approve	42% (180)	9% (40)	48% (206)	425
Somewhat Disapprove	40% (116)	14% (40)	47% (137)	294
Strongly Disapprove	40% (339)	9% (74)	51% (433)	845
Dont Know / No Opinion	31% (41)	8% (11)	61% (81)	132
#1 Issue: Economy	40% (259)	10% (63)	51% (329)	651
#1 Issue: Security	41% (147)	7% (24)	52% (188)	359
#1 Issue: Health Care	40% (158)	15% (61)	45% (181)	400
#1 Issue: Medicare / Social Security	39% (143)	6% (22)	55% (198)	363
#1 Issue: Women's Issues	39% (44)	15% (17)	46% (52)	113
#1 Issue: Education	50% (63)	7% (9)	42% (53)	126
#1 Issue: Energy	40% (37)	12% (12)	48% (45)	94
#1 Issue: Other	34% (33)	10% (9)	56% (54)	96
2016 Vote: Democrat Hillary Clinton	45% (333)	12% (87)	43% (319)	739
2016 Vote: Republican Donald Trump	41% (310)	9% (69)	50% (376)	755
2016 Vote: Someone else	36% (61)	9% (16)	55% (94)	170
2012 Vote: Barack Obama	46% (401)	9% (82)	44% (383)	866
2012 Vote: Mitt Romney	39% (236)	10% (60)	51% (306)	602
2012 Vote: Other	36% (38)	4% (5)	60% (64)	107
2012 Vote: Didn't Vote	33% (208)	11% (71)	55% (347)	625
4-Region: Northeast	42% (170)	8% (34)	49% (198)	402
4-Region: Midwest	37% (176)	10% (48)	53% (250)	474
4-Region: South	40% (329)	10% (78)	50% (408)	815
4-Region: West	41% (209)	11% (58)	48% (244)	511

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

Table BRD5_13: Have any of the following artists performed at the Super Bowl halftime show?

Maroon 5

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	25%	(554)	13%	(290)	62%	(1358)	2202
Gender: Male	26%	(271)	16%	(167)	59%	(622)	1060
Gender: Female	25%	(283)	11%	(123)	64%	(736)	1142
Age: 18-29	39%	(184)	18%	(84)	43%	(206)	474
Age: 30-44	28%	(155)	19%	(104)	54%	(303)	562
Age: 45-54	28%	(89)	14%	(42)	58%	(181)	311
Age: 55-64	19%	(86)	9%	(41)	72%	(330)	457
Age: 65+	10%	(41)	5%	(19)	85%	(338)	398
PID: Dem (no lean)	27%	(195)	13%	(92)	60%	(429)	716
PID: Ind (no lean)	24%	(186)	12%	(95)	64%	(506)	787
PID: Rep (no lean)	25%	(173)	15%	(103)	61%	(423)	700
PID/Gender: Dem Men	28%	(88)	16%	(49)	56%	(175)	312
PID/Gender: Dem Women	26%	(107)	11%	(43)	63%	(253)	404
PID/Gender: Ind Men	20%	(75)	15%	(55)	65%	(236)	366
PID/Gender: Ind Women	26%	(111)	9%	(40)	64%	(270)	420
PID/Gender: Rep Men	28%	(108)	17%	(63)	55%	(210)	382
PID/Gender: Rep Women	20%	(65)	12%	(40)	67%	(213)	318
Tea Party: Supporter	33%	(184)	18%	(100)	49%	(275)	559
Tea Party: Not Supporter	23%	(367)	12%	(187)	66%	(1068)	1622
Ideo: Liberal (1-3)	32%	(246)	17%	(132)	51%	(390)	769
Ideo: Moderate (4)	26%	(118)	11%	(50)	63%	(288)	456
Ideo: Conservative (5-7)	19%	(130)	12%	(86)	69%	(482)	698
Educ: < College	26%	(402)	13%	(199)	62%	(967)	1567
Educ: Bachelors degree	25%	(103)	15%	(61)	61%	(252)	416
Educ: Post-grad	22%	(49)	14%	(30)	64%	(140)	219
Income: Under 50k	24%	(297)	13%	(165)	63%	(796)	1258
Income: 50k-100k	28%	(193)	12%	(84)	59%	(406)	683
Income: 100k+	25%	(64)	15%	(40)	60%	(156)	261

Continued on next page

Table BRD5_13: Have any of the following artists performed at the Super Bowl halftime show?

Maroon 5

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	25% (554)	13% (290)	62% (1358)	2202
Ethnicity: White	22% (388)	12% (214)	66% (1148)	1751
Ethnicity: Hispanic	40% (131)	20% (65)	41% (134)	330
Ethnicity: Afr. Am.	39% (105)	16% (44)	45% (120)	269
Ethnicity: Other	33% (61)	17% (31)	49% (90)	182
Relig: Protestant	18% (95)	11% (58)	71% (367)	520
Relig: Roman Catholic	27% (119)	15% (63)	58% (252)	434
Relig: Ath./Agn./None	25% (161)	12% (79)	63% (400)	640
Relig: Something Else	30% (109)	19% (68)	51% (187)	364
Relig: Jewish	26% (14)	15% (8)	59% (31)	52
Relig: Evangelical	23% (135)	11% (67)	66% (396)	598
Relig: Non-Evang. Catholics	25% (147)	13% (75)	63% (374)	596
Relig: All Christian	24% (282)	12% (142)	64% (770)	1194
Relig: All Non-Christian	27% (270)	15% (147)	58% (587)	1004
Community: Urban	29% (176)	16% (98)	55% (334)	609
Community: Suburban	24% (216)	12% (106)	65% (587)	909
Community: Rural	24% (161)	13% (86)	64% (437)	684
Employ: Private Sector	28% (175)	14% (86)	58% (361)	623
Employ: Government	33% (52)	15% (24)	52% (82)	157
Employ: Self-Employed	27% (58)	20% (43)	53% (114)	216
Employ: Homemaker	26% (50)	20% (38)	54% (104)	192
Employ: Student	49% (54)	14% (16)	37% (41)	111
Employ: Retired	14% (68)	7% (36)	79% (388)	491
Employ: Unemployed	19% (41)	15% (32)	66% (143)	216
Employ: Other	29% (56)	8% (15)	64% (125)	196
Military HH: Yes	25% (109)	14% (60)	61% (260)	429
Military HH: No	25% (445)	13% (230)	62% (1098)	1773
RD/WT: Right Direction	27% (244)	14% (123)	59% (528)	895
RD/WT: Wrong Track	24% (310)	13% (167)	63% (830)	1307

Continued on next page

Table BRD5_13: Have any of the following artists performed at the Super Bowl halftime show?
Maroon 5

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	25% (554)	13% (290)	62% (1358)	2202
Strongly Approve	25% (125)	12% (63)	63% (317)	505
Somewhat Approve	27% (114)	14% (58)	59% (253)	425
Somewhat Disapprove	21% (61)	21% (61)	59% (172)	294
Strongly Disapprove	26% (222)	12% (98)	62% (525)	845
Dont Know / No Opinion	23% (31)	8% (11)	69% (91)	132
#1 Issue: Economy	24% (158)	15% (101)	60% (392)	651
#1 Issue: Security	25% (91)	11% (40)	63% (228)	359
#1 Issue: Health Care	26% (106)	17% (66)	57% (228)	400
#1 Issue: Medicare / Social Security	18% (64)	7% (25)	75% (274)	363
#1 Issue: Women's Issues	29% (33)	19% (22)	51% (58)	113
#1 Issue: Education	40% (51)	11% (14)	49% (61)	126
#1 Issue: Energy	33% (31)	14% (13)	53% (50)	94
#1 Issue: Other	21% (20)	10% (9)	69% (66)	96
2016 Vote: Democrat Hillary Clinton	29% (215)	14% (104)	57% (420)	739
2016 Vote: Republican Donald Trump	22% (164)	13% (96)	66% (495)	755
2016 Vote: Someone else	19% (33)	17% (29)	64% (109)	170
2012 Vote: Barack Obama	28% (243)	13% (115)	59% (508)	866
2012 Vote: Mitt Romney	21% (124)	13% (80)	66% (399)	602
2012 Vote: Other	16% (17)	7% (8)	77% (82)	107
2012 Vote: Didn't Vote	27% (170)	14% (86)	59% (368)	625
4-Region: Northeast	28% (113)	13% (50)	59% (238)	402
4-Region: Midwest	22% (106)	13% (59)	65% (309)	474
4-Region: South	24% (196)	14% (113)	62% (506)	815
4-Region: West	27% (139)	13% (67)	60% (306)	511

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

Table BRD6: As you may know, Justin Timberlake is performing this years halftime show at the Super Bowl. Previously at Super Bowl XXXVII in 2004, Janet Jackson invited Justin Timberlake to perform in the halftime show with her. In your opinion, should Justin Timberlake invite Janet Jackson to perform at the Super Bowl with him?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	43% (938)	29% (642)	28% (621)	2202
Gender: Male	46% (492)	24% (259)	29% (309)	1060
Gender: Female	39% (446)	34% (384)	27% (312)	1142
Age: 18-29	62% (293)	21% (101)	17% (80)	474
Age: 30-44	49% (278)	29% (161)	22% (123)	562
Age: 45-54	39% (123)	31% (97)	29% (91)	311
Age: 55-64	31% (142)	33% (153)	36% (163)	457
Age: 65+	26% (103)	33% (130)	41% (165)	398
PID: Dem (no lean)	49% (350)	25% (178)	26% (188)	716
PID: Ind (no lean)	42% (332)	26% (204)	32% (251)	787
PID: Rep (no lean)	37% (257)	37% (261)	26% (182)	700
PID/Gender: Dem Men	55% (173)	18% (55)	27% (84)	312
PID/Gender: Dem Women	44% (177)	30% (122)	26% (104)	404
PID/Gender: Ind Men	43% (158)	22% (81)	35% (127)	366
PID/Gender: Ind Women	41% (174)	29% (123)	29% (123)	420
PID/Gender: Rep Men	42% (162)	32% (123)	26% (97)	382
PID/Gender: Rep Women	30% (95)	43% (138)	27% (84)	318
Tea Party: Supporter	47% (265)	29% (165)	23% (130)	559
Tea Party: Not Supporter	41% (661)	29% (476)	30% (485)	1622
Ideo: Liberal (1-3)	50% (386)	28% (218)	21% (165)	769
Ideo: Moderate (4)	45% (205)	26% (119)	29% (132)	456
Ideo: Conservative (5-7)	32% (225)	35% (243)	33% (230)	698
Educ: < College	44% (693)	28% (431)	28% (443)	1567
Educ: Bachelors degree	40% (166)	37% (153)	23% (96)	416
Educ: Post-grad	36% (80)	26% (58)	37% (81)	219

Continued on next page

Table BRD6: As you may know, Justin Timberlake is performing this years halftime show at the Super Bowl. Previously at Super Bowl XXXVII in 2004, Janet Jackson invited Justin Timberlake to perform in the halftime show with her. In your opinion, should Justin Timberlake invite Janet Jackson to perform at the Super Bowl with him?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	43%	(938)	29%	(642)	28%	(621)	2202
Income: Under 50k	43%	(545)	27%	(334)	30%	(379)	1258
Income: 50k-100k	42%	(287)	32%	(219)	26%	(177)	683
Income: 100k+	41%	(106)	34%	(90)	25%	(65)	261
Ethnicity: White	37%	(641)	33%	(571)	31%	(539)	1751
Ethnicity: Hispanic	59%	(193)	25%	(81)	17%	(55)	330
Ethnicity: Afr. Am.	71%	(191)	14%	(37)	15%	(40)	269
Ethnicity: Other	58%	(106)	19%	(34)	23%	(42)	182
Relig: Protestant	35%	(185)	34%	(176)	31%	(159)	520
Relig: Roman Catholic	41%	(176)	33%	(144)	26%	(113)	434
Relig: Ath./Agn./None	44%	(284)	23%	(149)	32%	(207)	640
Relig: Something Else	50%	(182)	28%	(101)	22%	(81)	364
Relig: Jewish	42%	(22)	26%	(14)	31%	(16)	52
Relig: Evangelical	42%	(252)	30%	(181)	28%	(165)	598
Relig: Non-Evang. Catholics	36%	(216)	36%	(212)	28%	(167)	596
Relig: All Christian	39%	(468)	33%	(393)	28%	(332)	1194
Relig: All Non-Christian	46%	(466)	25%	(250)	29%	(288)	1004
Community: Urban	52%	(317)	23%	(137)	25%	(154)	609
Community: Suburban	38%	(350)	34%	(307)	28%	(252)	909
Community: Rural	40%	(272)	29%	(198)	31%	(214)	684
Employ: Private Sector	44%	(272)	32%	(198)	25%	(153)	623
Employ: Government	45%	(70)	29%	(46)	26%	(41)	157
Employ: Self-Employed	48%	(104)	28%	(61)	24%	(52)	216
Employ: Homemaker	52%	(101)	28%	(54)	19%	(37)	192
Employ: Student	61%	(68)	22%	(25)	17%	(18)	111
Employ: Retired	30%	(148)	31%	(152)	39%	(191)	491
Employ: Unemployed	47%	(101)	22%	(47)	31%	(68)	216
Employ: Other	38%	(74)	30%	(59)	32%	(62)	196
Military HH: Yes	40%	(171)	31%	(132)	29%	(126)	429
Military HH: No	43%	(767)	29%	(511)	28%	(495)	1773

Continued on next page

Table BRD6: As you may know, Justin Timberlake is performing this years halftime show at the Super Bowl. Previously at Super Bowl XXXVII in 2004, Janet Jackson invited Justin Timberlake to perform in the halftime show with her. In your opinion, should Justin Timberlake invite Janet Jackson to perform at the Super Bowl with him?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	43%	(938)	29%	(642)	28%	(621)	2202
RD/WT: Right Direction	40%	(358)	32%	(283)	28%	(253)	895
RD/WT: Wrong Track	44%	(580)	27%	(359)	28%	(368)	1307
Strongly Approve	35%	(179)	38%	(195)	26%	(132)	505
Somewhat Approve	42%	(180)	29%	(125)	28%	(120)	425
Somewhat Disapprove	48%	(141)	30%	(88)	22%	(66)	294
Strongly Disapprove	47%	(396)	25%	(208)	29%	(242)	845
Dont Know / No Opinion	33%	(43)	21%	(28)	46%	(61)	132
#1 Issue: Economy	42%	(275)	29%	(190)	29%	(186)	651
#1 Issue: Security	35%	(125)	36%	(130)	29%	(105)	359
#1 Issue: Health Care	50%	(200)	23%	(93)	27%	(107)	400
#1 Issue: Medicare / Social Security	37%	(133)	32%	(117)	31%	(113)	363
#1 Issue: Women's Issues	59%	(66)	29%	(32)	13%	(15)	113
#1 Issue: Education	54%	(68)	23%	(29)	23%	(29)	126
#1 Issue: Energy	45%	(43)	28%	(26)	27%	(25)	94
#1 Issue: Other	30%	(28)	26%	(25)	44%	(42)	96
2016 Vote: Democrat Hillary Clinton	51%	(377)	24%	(176)	25%	(186)	739
2016 Vote: Republican Donald Trump	34%	(260)	38%	(288)	27%	(207)	755
2016 Vote: Someone else	36%	(62)	27%	(47)	36%	(62)	170
2012 Vote: Barack Obama	48%	(417)	26%	(222)	26%	(227)	866
2012 Vote: Mitt Romney	30%	(179)	41%	(244)	30%	(179)	602
2012 Vote: Other	33%	(35)	27%	(28)	41%	(44)	107
2012 Vote: Didn't Vote	49%	(307)	24%	(148)	27%	(170)	625
4-Region: Northeast	42%	(167)	32%	(129)	26%	(106)	402
4-Region: Midwest	38%	(179)	31%	(149)	31%	(146)	474
4-Region: South	46%	(371)	27%	(219)	28%	(225)	815
4-Region: West	43%	(222)	29%	(146)	28%	(144)	511

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

Table BRD7: As you may know, at the end of Janet Jackson and Justin Timberlakes performance together at the Super Bowl in 2004, Janet Jacksons breast was exposed live on national television. To the best of your knowledge, who is most to blame for this incident?

Demographic	Justin Timberlake	Janet Jackson	Justin Timberlake and Janet Jackson equally	The NFL	CBS, the channel that broadcasted the Super Bowl in 2004	Don't Know/No Opinion	Total N
Adults	7% (144)	24% (539)	20% (442)	3% (75)	7% (154)	38% (847)	2202
Gender: Male	7% (79)	22% (236)	22% (237)	5% (53)	6% (61)	37% (394)	1060
Gender: Female	6% (65)	27% (303)	18% (205)	2% (22)	8% (94)	40% (453)	1142
Age: 18-29	13% (61)	20% (95)	13% (63)	10% (45)	10% (46)	34% (163)	474
Age: 30-44	8% (43)	17% (95)	23% (131)	3% (18)	8% (45)	41% (229)	562
Age: 45-54	3% (10)	24% (74)	28% (86)	2% (5)	7% (20)	37% (116)	311
Age: 55-64	5% (22)	29% (132)	22% (99)	2% (7)	6% (27)	37% (170)	457
Age: 65+	2% (7)	36% (142)	16% (64)	— (0)	4% (15)	43% (170)	398
PID: Dem (no lean)	9% (66)	21% (154)	17% (123)	4% (25)	7% (53)	41% (294)	716
PID: Ind (no lean)	4% (33)	21% (169)	22% (169)	3% (22)	7% (56)	43% (338)	787
PID: Rep (no lean)	6% (45)	31% (216)	21% (149)	4% (28)	6% (45)	31% (216)	700
PID/Gender: Dem Men	11% (35)	18% (55)	20% (61)	7% (21)	7% (21)	38% (120)	312
PID/Gender: Dem Women	8% (31)	24% (99)	15% (62)	1% (5)	8% (33)	43% (174)	404
PID/Gender: Ind Men	5% (17)	19% (71)	25% (91)	3% (11)	4% (16)	44% (160)	366
PID/Gender: Ind Women	4% (16)	23% (97)	19% (79)	3% (11)	10% (40)	42% (178)	420
PID/Gender: Rep Men	7% (27)	29% (109)	22% (86)	6% (21)	6% (24)	30% (115)	382
PID/Gender: Rep Women	6% (19)	33% (106)	20% (64)	2% (6)	7% (21)	32% (101)	318
Tea Party: Supporter	8% (46)	26% (144)	23% (127)	7% (40)	9% (51)	27% (152)	559
Tea Party: Not Supporter	6% (98)	24% (392)	19% (312)	2% (35)	6% (101)	42% (684)	1622
Ideo: Liberal (1-3)	10% (78)	22% (168)	19% (149)	7% (52)	10% (74)	32% (248)	769
Ideo: Moderate (4)	4% (21)	23% (104)	23% (103)	2% (11)	8% (35)	40% (183)	456
Ideo: Conservative (5-7)	5% (34)	31% (215)	22% (156)	2% (11)	5% (33)	36% (249)	698
Educ: < College	6% (100)	25% (395)	19% (292)	4% (55)	7% (113)	39% (612)	1567
Educ: Bachelors degree	7% (27)	23% (98)	23% (97)	3% (14)	7% (27)	37% (152)	416
Educ: Post-grad	8% (17)	21% (45)	24% (53)	3% (6)	6% (14)	38% (84)	219

Continued on next page

Table BRD7: As you may know, at the end of Janet Jackson and Justin Timberlakes performance together at the Super Bowl in 2004, Janet Jacksons breast was exposed live on national television. To the best of your knowledge, who is most to blame for this incident?

Demographic	Justin Timberlake	Janet Jackson	Justin Timberlake and Janet Jackson equally	The NFL	CBS, the channel that broadcasted the Super Bowl in 2004	Don't Know/No Opinion	Total N
Adults	7% (144)	24% (539)	20% (442)	3% (75)	7% (154)	38% (847)	2202
Income: Under 50k	7% (84)	24% (304)	18% (223)	4% (47)	8% (96)	40% (503)	1258
Income: 50k-100k	7% (49)	24% (167)	21% (142)	4% (25)	7% (47)	37% (254)	683
Income: 100k+	4% (11)	26% (67)	29% (76)	1% (4)	4% (11)	35% (91)	261
Ethnicity: White	5% (90)	26% (462)	21% (373)	2% (41)	6% (110)	39% (676)	1751
Ethnicity: Hispanic	8% (28)	22% (72)	18% (60)	5% (18)	13% (43)	33% (109)	330
Ethnicity: Afr. Am.	15% (41)	15% (39)	16% (44)	6% (16)	9% (26)	38% (102)	269
Ethnicity: Other	7% (13)	20% (37)	14% (25)	10% (17)	11% (19)	38% (70)	182
Relig: Protestant	4% (23)	28% (147)	22% (115)	1% (8)	6% (32)	38% (195)	520
Relig: Roman Catholic	8% (34)	29% (126)	22% (95)	3% (15)	7% (31)	31% (133)	434
Relig: Ath./Agn./None	7% (42)	21% (134)	18% (118)	3% (22)	6% (38)	45% (286)	640
Relig: Something Else	7% (26)	22% (81)	18% (67)	5% (19)	10% (37)	37% (133)	364
Relig: Jewish	8% (4)	25% (13)	20% (10)	3% (2)	9% (5)	35% (18)	52
Relig: Evangelical	6% (37)	24% (146)	21% (125)	4% (23)	7% (40)	38% (227)	598
Relig: Non-Evang. Catholics	6% (38)	30% (176)	22% (132)	2% (10)	7% (40)	34% (200)	596
Relig: All Christian	6% (75)	27% (322)	22% (257)	3% (33)	7% (80)	36% (427)	1194
Relig: All Non-Christian	7% (69)	21% (216)	18% (185)	4% (41)	7% (75)	42% (419)	1004
Community: Urban	10% (59)	20% (120)	18% (110)	5% (29)	6% (37)	42% (253)	609
Community: Suburban	6% (51)	26% (241)	22% (199)	3% (30)	7% (67)	35% (322)	909
Community: Rural	5% (35)	26% (178)	19% (132)	2% (17)	7% (50)	40% (272)	684
Employ: Private Sector	7% (42)	22% (136)	22% (136)	4% (24)	8% (48)	38% (238)	623
Employ: Government	10% (16)	23% (37)	27% (42)	6% (9)	5% (8)	29% (46)	157
Employ: Self-Employed	9% (19)	21% (45)	21% (46)	4% (9)	10% (21)	35% (76)	216
Employ: Homemaker	8% (15)	19% (37)	24% (46)	5% (10)	8% (15)	36% (69)	192
Employ: Student	9% (10)	25% (28)	14% (15)	11% (12)	11% (13)	31% (34)	111
Employ: Retired	3% (17)	34% (166)	18% (87)	1% (4)	4% (20)	40% (197)	491
Employ: Unemployed	8% (16)	20% (42)	19% (41)	2% (4)	7% (15)	45% (96)	216
Employ: Other	5% (10)	24% (47)	15% (30)	2% (3)	8% (15)	46% (90)	196

Continued on next page

Table BRD7: As you may know, at the end of Janet Jackson and Justin Timberlakes performance together at the Super Bowl in 2004, Janet Jacksons breast was exposed live on national television. To the best of your knowledge, who is most to blame for this incident?

Demographic	Justin Timberlake	Janet Jackson	Justin Timberlake and Janet Jackson equally	The NFL	CBS, the channel that broadcasted the Super Bowl in 2004	Don't Know/No Opinion	Total N
Adults	7% (144)	24% (539)	20% (442)	3% (75)	7% (154)	38% (847)	2202
Military HH: Yes	7% (31)	30% (127)	21% (88)	4% (19)	5% (23)	33% (141)	429
Military HH: No	6% (113)	23% (412)	20% (354)	3% (56)	7% (132)	40% (707)	1773
RD/WT: Right Direction	6% (57)	28% (250)	19% (174)	5% (46)	8% (68)	34% (300)	895
RD/WT: Wrong Track	7% (88)	22% (288)	21% (268)	2% (30)	7% (86)	42% (547)	1307
Strongly Approve	6% (30)	33% (168)	19% (96)	5% (28)	7% (33)	30% (151)	505
Somewhat Approve	5% (21)	27% (116)	21% (90)	3% (11)	11% (45)	33% (142)	425
Somewhat Disapprove	8% (25)	19% (56)	28% (82)	4% (13)	5% (14)	35% (104)	294
Strongly Disapprove	7% (63)	21% (175)	19% (158)	3% (21)	7% (59)	44% (368)	845
Dont Know / No Opinion	4% (5)	18% (23)	12% (16)	1% (2)	3% (4)	62% (82)	132
#1 Issue: Economy	6% (39)	24% (157)	22% (141)	4% (28)	6% (38)	38% (248)	651
#1 Issue: Security	7% (25)	29% (105)	20% (70)	3% (11)	7% (26)	34% (122)	359
#1 Issue: Health Care	7% (29)	21% (84)	21% (82)	5% (18)	8% (33)	38% (153)	400
#1 Issue: Medicare / Social Security	5% (17)	30% (110)	18% (65)	1% (4)	9% (31)	37% (135)	363
#1 Issue: Women's Issues	10% (11)	18% (20)	19% (22)	3% (4)	10% (12)	39% (44)	113
#1 Issue: Education	10% (12)	21% (26)	18% (23)	4% (5)	4% (5)	43% (55)	126
#1 Issue: Energy	6% (6)	24% (23)	25% (24)	3% (3)	6% (5)	36% (34)	94
#1 Issue: Other	6% (6)	13% (13)	15% (15)	3% (3)	3% (3)	59% (57)	96
2016 Vote: Democrat Hillary Clinton	9% (67)	20% (149)	21% (156)	3% (21)	7% (53)	40% (293)	739
2016 Vote: Republican Donald Trump	6% (44)	31% (235)	19% (146)	4% (27)	7% (55)	33% (248)	755
2016 Vote: Someone else	6% (10)	16% (28)	26% (45)	4% (7)	6% (11)	41% (70)	170
2012 Vote: Barack Obama	8% (70)	22% (190)	21% (180)	4% (36)	7% (58)	38% (332)	866
2012 Vote: Mitt Romney	4% (25)	31% (184)	23% (136)	3% (18)	7% (43)	32% (195)	602
2012 Vote: Other	1% (2)	21% (23)	22% (24)	— (0)	5% (6)	50% (53)	107
2012 Vote: Didn't Vote	8% (47)	23% (142)	16% (102)	3% (21)	8% (47)	43% (266)	625

Continued on next page

Table BRD7: As you may know, at the end of Janet Jackson and Justin Timberlakes performance together at the Super Bowl in 2004, Janet Jacksons breast was exposed live on national television. To the best of your knowledge, who is most to blame for this incident?

Demographic	Justin Timberlake	Janet Jackson	Justin Timberlake and Janet Jackson equally	The NFL	CBS, the channel that broadcasted the Super Bowl in 2004	Don't Know/No Opinion	Total N
Adults	7% (144)	24% (539)	20% (442)	3% (75)	7% (154)	38% (847)	2202
4-Region: Northeast	7% (28)	27% (109)	20% (79)	2% (8)	7% (28)	37% (149)	402
4-Region: Midwest	7% (31)	24% (115)	20% (97)	2% (11)	8% (38)	38% (182)	474
4-Region: South	6% (48)	23% (184)	21% (174)	3% (28)	7% (56)	40% (324)	815
4-Region: West	7% (38)	25% (129)	18% (92)	5% (28)	6% (32)	38% (192)	511

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

Table BRD8: As you may know, the NFL has not asked Janet Jackson back to the Super Bowl since her halftime performance in 2004. Do you think this was related to the incident at her performance in 2004?

Demographic	Yes	No	Don't Know/No Opinion	Total N
Adults	62% (1362)	13% (294)	25% (546)	2202
Gender: Male	63% (663)	13% (142)	24% (256)	1060
Gender: Female	61% (700)	13% (152)	25% (290)	1142
Age: 18-29	66% (314)	21% (97)	13% (63)	474
Age: 30-44	64% (361)	14% (77)	22% (123)	562
Age: 45-54	60% (187)	13% (42)	27% (83)	311
Age: 55-64	63% (287)	7% (34)	30% (136)	457
Age: 65+	54% (213)	11% (44)	35% (141)	398
PID: Dem (no lean)	66% (475)	13% (90)	21% (151)	716
PID: Ind (no lean)	56% (441)	15% (118)	29% (228)	787
PID: Rep (no lean)	64% (446)	12% (87)	24% (167)	700
PID/Gender: Dem Men	69% (216)	11% (35)	19% (61)	312
PID/Gender: Dem Women	64% (259)	14% (55)	22% (90)	404
PID/Gender: Ind Men	57% (208)	13% (48)	30% (111)	366
PID/Gender: Ind Women	55% (233)	17% (70)	28% (118)	420
PID/Gender: Rep Men	63% (239)	15% (59)	22% (84)	382
PID/Gender: Rep Women	65% (208)	9% (28)	26% (83)	318
Tea Party: Supporter	61% (343)	19% (105)	20% (111)	559
Tea Party: Not Supporter	62% (1008)	11% (185)	26% (429)	1622
Ideo: Liberal (1-3)	67% (514)	16% (126)	17% (129)	769
Ideo: Moderate (4)	67% (304)	11% (48)	23% (104)	456
Ideo: Conservative (5-7)	59% (413)	13% (88)	28% (198)	698
Educ: < College	62% (965)	13% (208)	25% (394)	1567
Educ: Bachelors degree	65% (269)	14% (58)	21% (89)	416
Educ: Post-grad	59% (128)	13% (28)	29% (63)	219
Income: Under 50k	61% (762)	13% (159)	27% (337)	1258
Income: 50k-100k	63% (433)	14% (96)	23% (154)	683
Income: 100k+	64% (167)	15% (39)	21% (55)	261

Continued on next page

Table BRD8: As you may know, the NFL has not asked Janet Jackson back to the Super Bowl since her halftime performance in 2004. Do you think this was related to the incident at her performance in 2004?

Demographic	Yes	No	Don't Know/No Opinion	Total N
Adults	62% (1362)	13% (294)	25% (546)	2202
Ethnicity: White	60% (1051)	13% (225)	27% (475)	1751
Ethnicity: Hispanic	68% (223)	19% (62)	13% (44)	330
Ethnicity: Afr. Am.	72% (192)	15% (41)	13% (36)	269
Ethnicity: Other	65% (119)	15% (28)	19% (35)	182
Relig: Protestant	62% (324)	10% (54)	27% (142)	520
Relig: Roman Catholic	62% (267)	16% (71)	22% (96)	434
Relig: Ath./Agn./None	60% (387)	13% (85)	26% (168)	640
Relig: Something Else	62% (225)	17% (62)	21% (77)	364
Relig: Jewish	61% (32)	14% (7)	26% (13)	52
Relig: Evangelical	63% (376)	10% (60)	27% (162)	598
Relig: Non-Evang. Catholics	62% (371)	15% (86)	23% (139)	596
Relig: All Christian	63% (747)	12% (147)	25% (300)	1194
Relig: All Non-Christian	61% (612)	15% (147)	24% (245)	1004
Community: Urban	65% (394)	12% (73)	23% (142)	609
Community: Suburban	62% (560)	15% (134)	24% (215)	909
Community: Rural	60% (409)	13% (87)	28% (189)	684
Employ: Private Sector	60% (371)	18% (113)	22% (138)	623
Employ: Government	71% (111)	9% (15)	20% (31)	157
Employ: Self-Employed	68% (147)	13% (29)	19% (40)	216
Employ: Homemaker	72% (138)	8% (15)	20% (38)	192
Employ: Student	64% (72)	24% (27)	12% (13)	111
Employ: Retired	59% (288)	11% (53)	31% (150)	491
Employ: Unemployed	58% (124)	9% (20)	33% (71)	216
Employ: Other	57% (111)	12% (23)	32% (62)	196
Military HH: Yes	66% (283)	12% (51)	22% (95)	429
Military HH: No	61% (1079)	14% (243)	25% (451)	1773
RD/WT: Right Direction	61% (547)	15% (130)	24% (217)	895
RD/WT: Wrong Track	62% (815)	13% (164)	25% (329)	1307

Continued on next page

Table BRD8: As you may know, the NFL has not asked Janet Jackson back to the Super Bowl since her halftime performance in 2004. Do you think this was related to the incident at her performance in 2004?

Demographic	Yes	No	Don't Know/No Opinion	Total N
Adults	62% (1362)	13% (294)	25% (546)	2202
Strongly Approve	65% (330)	13% (65)	22% (110)	505
Somewhat Approve	58% (245)	16% (68)	26% (113)	425
Somewhat Disapprove	62% (182)	18% (53)	20% (59)	294
Strongly Disapprove	66% (561)	11% (93)	23% (192)	845
Dont Know / No Opinion	34% (45)	12% (16)	54% (71)	132
#1 Issue: Economy	63% (410)	15% (98)	22% (143)	651
#1 Issue: Security	60% (217)	12% (44)	27% (98)	359
#1 Issue: Health Care	64% (255)	13% (51)	24% (95)	400
#1 Issue: Medicare / Social Security	61% (222)	10% (38)	28% (103)	363
#1 Issue: Women's Issues	62% (70)	18% (21)	20% (23)	113
#1 Issue: Education	68% (85)	17% (21)	15% (19)	126
#1 Issue: Energy	59% (56)	13% (12)	28% (26)	94
#1 Issue: Other	51% (49)	9% (9)	40% (38)	96
2016 Vote: Democrat Hillary Clinton	69% (510)	10% (76)	21% (153)	739
2016 Vote: Republican Donald Trump	60% (453)	15% (111)	25% (191)	755
2016 Vote: Someone else	61% (103)	13% (22)	27% (45)	170
2012 Vote: Barack Obama	67% (584)	12% (100)	21% (182)	866
2012 Vote: Mitt Romney	61% (365)	13% (79)	26% (158)	602
2012 Vote: Other	50% (54)	15% (16)	34% (37)	107
2012 Vote: Didn't Vote	57% (358)	16% (98)	27% (169)	625
4-Region: Northeast	60% (240)	12% (49)	28% (113)	402
4-Region: Midwest	59% (281)	15% (72)	26% (121)	474
4-Region: South	62% (503)	13% (106)	25% (206)	815
4-Region: West	66% (339)	13% (66)	21% (106)	511

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

Table BRD9: *And do you believe its fair or unfair that Justin Timberlake was asked to come back to perform the halftime show at this years Super Bowl?*

Demographic	Very fair		Somewhat fair		Somewhat unfair		Very unfair		Don't Know / No Opinion		Total N
Adults	25%	(549)	16%	(348)	16%	(351)	10%	(229)	33%	(724)	2202
Gender: Male	23%	(239)	17%	(183)	14%	(148)	11%	(122)	35%	(368)	1060
Gender: Female	27%	(310)	14%	(165)	18%	(203)	9%	(108)	31%	(356)	1142
Age: 18-29	31%	(146)	20%	(94)	20%	(93)	11%	(52)	19%	(89)	474
Age: 30-44	24%	(133)	15%	(83)	21%	(119)	12%	(65)	29%	(161)	562
Age: 45-54	27%	(83)	15%	(46)	15%	(47)	12%	(38)	31%	(97)	311
Age: 55-64	21%	(97)	15%	(67)	10%	(45)	11%	(50)	43%	(199)	457
Age: 65+	23%	(90)	15%	(58)	12%	(46)	6%	(24)	45%	(179)	398
PID: Dem (no lean)	24%	(173)	16%	(111)	20%	(141)	15%	(104)	26%	(187)	716
PID: Ind (no lean)	20%	(160)	14%	(112)	16%	(123)	10%	(75)	40%	(317)	787
PID: Rep (no lean)	31%	(216)	18%	(125)	12%	(87)	7%	(50)	32%	(221)	700
PID/Gender: Dem Men	20%	(62)	18%	(55)	16%	(50)	20%	(62)	27%	(83)	312
PID/Gender: Dem Women	27%	(111)	14%	(56)	23%	(91)	10%	(42)	26%	(104)	404
PID/Gender: Ind Men	17%	(62)	15%	(55)	16%	(57)	10%	(37)	42%	(155)	366
PID/Gender: Ind Women	23%	(98)	13%	(57)	16%	(66)	9%	(38)	38%	(161)	420
PID/Gender: Rep Men	30%	(115)	19%	(72)	11%	(41)	6%	(23)	34%	(130)	382
PID/Gender: Rep Women	32%	(101)	17%	(53)	14%	(46)	9%	(27)	29%	(91)	318
Tea Party: Supporter	32%	(177)	17%	(94)	13%	(71)	11%	(61)	28%	(156)	559
Tea Party: Not Supporter	23%	(371)	16%	(252)	17%	(274)	10%	(167)	34%	(558)	1622
Ideo: Liberal (1-3)	31%	(242)	16%	(126)	20%	(155)	12%	(89)	20%	(156)	769
Ideo: Moderate (4)	22%	(99)	17%	(75)	17%	(79)	10%	(46)	34%	(156)	456
Ideo: Conservative (5-7)	24%	(164)	17%	(121)	11%	(74)	10%	(68)	39%	(271)	698
Educ: < College	25%	(390)	15%	(241)	16%	(256)	10%	(158)	33%	(522)	1567
Educ: Bachelors degree	27%	(113)	18%	(73)	14%	(60)	12%	(51)	29%	(119)	416
Educ: Post-grad	21%	(46)	16%	(35)	16%	(35)	9%	(21)	38%	(83)	219
Income: Under 50k	23%	(290)	15%	(192)	17%	(209)	12%	(149)	33%	(418)	1258
Income: 50k-100k	29%	(195)	17%	(119)	13%	(92)	8%	(54)	33%	(223)	683
Income: 100k+	24%	(64)	15%	(38)	19%	(50)	10%	(27)	32%	(83)	261

Continued on next page

Table BRD9: *And do you believe its fair or unfair that Justin Timberlake was asked to come back to perform the halftime show at this years Super Bowl?*

Demographic	Very fair	Somewhat fair	Somewhat unfair	Very unfair	Don't Know / No Opinion	Total N
Adults	25% (549)	16% (348)	16% (351)	10% (229)	33% (724)	2202
Ethnicity: White	24% (417)	15% (267)	16% (273)	9% (157)	36% (637)	1751
Ethnicity: Hispanic	28% (94)	18% (58)	21% (68)	14% (47)	19% (63)	330
Ethnicity: Afr. Am.	36% (96)	19% (51)	13% (34)	16% (44)	16% (43)	269
Ethnicity: Other	19% (35)	17% (31)	24% (44)	15% (28)	24% (44)	182
Relig: Protestant	27% (140)	15% (76)	13% (65)	9% (45)	37% (194)	520
Relig: Roman Catholic	24% (106)	19% (82)	18% (76)	10% (41)	30% (129)	434
Relig: Ath./Agn./None	21% (134)	14% (89)	19% (119)	11% (67)	36% (231)	640
Relig: Something Else	26% (93)	18% (66)	18% (66)	12% (43)	26% (96)	364
Relig: Jewish	33% (17)	23% (12)	9% (5)	4% (2)	31% (16)	52
Relig: Evangelical	28% (170)	16% (98)	11% (67)	11% (68)	33% (195)	598
Relig: Non-Evang. Catholics	25% (150)	16% (95)	16% (98)	9% (51)	34% (202)	596
Relig: All Christian	27% (320)	16% (193)	14% (165)	10% (119)	33% (396)	1194
Relig: All Non-Christian	23% (227)	15% (155)	18% (185)	11% (110)	33% (327)	1004
Community: Urban	24% (146)	17% (101)	16% (94)	13% (77)	31% (189)	609
Community: Suburban	24% (218)	16% (147)	17% (152)	9% (85)	34% (308)	909
Community: Rural	27% (185)	15% (100)	15% (105)	10% (67)	33% (227)	684
Employ: Private Sector	25% (154)	19% (118)	16% (102)	11% (71)	28% (177)	623
Employ: Government	20% (31)	27% (42)	18% (29)	6% (10)	29% (45)	157
Employ: Self-Employed	31% (67)	11% (24)	15% (32)	12% (26)	30% (66)	216
Employ: Homemaker	30% (57)	13% (26)	16% (32)	11% (21)	29% (56)	192
Employ: Student	29% (33)	22% (25)	19% (21)	11% (13)	19% (21)	111
Employ: Retired	23% (113)	14% (67)	13% (63)	9% (46)	41% (202)	491
Employ: Unemployed	20% (42)	8% (18)	20% (42)	14% (31)	38% (82)	216
Employ: Other	26% (51)	15% (29)	15% (30)	5% (11)	39% (76)	196
Military HH: Yes	28% (119)	17% (75)	14% (58)	8% (35)	33% (142)	429
Military HH: No	24% (430)	15% (274)	17% (293)	11% (195)	33% (582)	1773
RD/WT: Right Direction	29% (255)	19% (166)	12% (104)	8% (70)	33% (299)	895
RD/WT: Wrong Track	22% (294)	14% (183)	19% (246)	12% (160)	33% (425)	1307

Continued on next page

Table BRD9: And do you believe its fair or unfair that Justin Timberlake was asked to come back to perform the halftime show at this years Super Bowl?

Demographic	Very fair		Somewhat fair		Somewhat unfair		Very unfair		Don't Know / No Opinion		Total N
Adults	25%	(549)	16%	(348)	16%	(351)	10%	(229)	33%	(724)	2202
Strongly Approve	32%	(162)	16%	(80)	9%	(45)	8%	(41)	35%	(177)	505
Somewhat Approve	22%	(94)	23%	(99)	15%	(65)	6%	(25)	33%	(141)	425
Somewhat Disapprove	27%	(78)	17%	(51)	24%	(71)	7%	(22)	25%	(72)	294
Strongly Disapprove	23%	(199)	13%	(110)	18%	(150)	16%	(133)	30%	(253)	845
Dont Know / No Opinion	12%	(16)	6%	(8)	15%	(19)	6%	(8)	61%	(81)	132
#1 Issue: Economy	23%	(153)	17%	(110)	17%	(109)	9%	(57)	34%	(222)	651
#1 Issue: Security	27%	(97)	14%	(52)	13%	(45)	10%	(34)	37%	(131)	359
#1 Issue: Health Care	28%	(114)	15%	(62)	16%	(63)	11%	(43)	30%	(119)	400
#1 Issue: Medicare / Social Security	23%	(83)	18%	(64)	14%	(50)	11%	(39)	35%	(127)	363
#1 Issue: Women's Issues	25%	(28)	15%	(17)	26%	(30)	10%	(12)	23%	(26)	113
#1 Issue: Education	27%	(34)	20%	(25)	20%	(25)	10%	(12)	23%	(29)	126
#1 Issue: Energy	28%	(26)	13%	(13)	17%	(16)	17%	(16)	25%	(23)	94
#1 Issue: Other	14%	(14)	6%	(6)	14%	(13)	17%	(17)	48%	(46)	96
2016 Vote: Democrat Hillary Clinton	28%	(205)	16%	(117)	18%	(135)	14%	(100)	25%	(182)	739
2016 Vote: Republican Donald Trump	26%	(198)	18%	(137)	11%	(86)	8%	(58)	37%	(277)	755
2016 Vote: Someone else	19%	(32)	18%	(31)	18%	(30)	7%	(11)	38%	(65)	170
2012 Vote: Barack Obama	26%	(222)	17%	(150)	17%	(151)	13%	(109)	27%	(236)	866
2012 Vote: Mitt Romney	28%	(170)	16%	(96)	10%	(62)	7%	(44)	38%	(230)	602
2012 Vote: Other	23%	(24)	12%	(13)	8%	(8)	10%	(11)	47%	(50)	107
2012 Vote: Didn't Vote	21%	(132)	14%	(87)	21%	(130)	11%	(67)	33%	(209)	625
4-Region: Northeast	24%	(97)	18%	(71)	16%	(64)	11%	(43)	31%	(126)	402
4-Region: Midwest	25%	(117)	16%	(77)	14%	(67)	9%	(44)	36%	(171)	474
4-Region: South	28%	(230)	14%	(118)	14%	(112)	11%	(92)	32%	(262)	815
4-Region: West	21%	(105)	16%	(83)	21%	(108)	10%	(50)	32%	(166)	511

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

Table BRD10: How much have you seen, read, or heard about NFL players kneeling during the national anthem before the start of football games?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	60%	(1329)	26%	(563)	7%	(162)	7%	(147)	2202
Gender: Male	64%	(680)	24%	(251)	7%	(75)	5%	(54)	1060
Gender: Female	57%	(650)	27%	(313)	8%	(86)	8%	(93)	1142
Age: 18-29	52%	(245)	32%	(150)	10%	(49)	6%	(30)	474
Age: 30-44	57%	(320)	23%	(128)	11%	(61)	9%	(52)	562
Age: 45-54	61%	(188)	25%	(78)	5%	(15)	10%	(30)	311
Age: 55-64	67%	(308)	23%	(106)	5%	(21)	5%	(21)	457
Age: 65+	67%	(267)	25%	(101)	4%	(16)	4%	(14)	398
PID: Dem (no lean)	56%	(404)	30%	(212)	8%	(60)	6%	(40)	716
PID: Ind (no lean)	56%	(439)	25%	(193)	9%	(70)	11%	(84)	787
PID: Rep (no lean)	69%	(486)	23%	(159)	4%	(31)	3%	(24)	700
PID/Gender: Dem Men	57%	(178)	28%	(86)	10%	(31)	6%	(17)	312
PID/Gender: Dem Women	56%	(227)	31%	(126)	7%	(29)	6%	(22)	404
PID/Gender: Ind Men	59%	(216)	25%	(92)	8%	(27)	8%	(30)	366
PID/Gender: Ind Women	53%	(223)	24%	(101)	10%	(42)	13%	(54)	420
PID/Gender: Rep Men	75%	(286)	19%	(73)	4%	(17)	2%	(7)	382
PID/Gender: Rep Women	63%	(200)	27%	(86)	5%	(14)	5%	(17)	318
Tea Party: Supporter	67%	(375)	23%	(128)	7%	(38)	3%	(19)	559
Tea Party: Not Supporter	58%	(942)	27%	(431)	8%	(124)	8%	(125)	1622
Ideo: Liberal (1-3)	60%	(463)	27%	(211)	9%	(67)	4%	(27)	769
Ideo: Moderate (4)	59%	(268)	29%	(131)	7%	(30)	6%	(27)	456
Ideo: Conservative (5-7)	67%	(470)	22%	(155)	5%	(34)	6%	(39)	698
Educ: < College	59%	(918)	25%	(395)	8%	(129)	8%	(124)	1567
Educ: Bachelors degree	66%	(274)	26%	(106)	6%	(23)	3%	(12)	416
Educ: Post-grad	63%	(137)	28%	(62)	4%	(9)	5%	(11)	219
Income: Under 50k	56%	(701)	27%	(335)	9%	(109)	9%	(112)	1258
Income: 50k-100k	65%	(447)	24%	(164)	7%	(48)	4%	(24)	683
Income: 100k+	69%	(181)	25%	(64)	2%	(4)	4%	(11)	261
Ethnicity: White	61%	(1077)	25%	(439)	7%	(118)	7%	(117)	1751
Ethnicity: Hispanic	52%	(172)	29%	(95)	14%	(45)	5%	(17)	330
Ethnicity: Afr. Am.	61%	(163)	26%	(71)	6%	(17)	7%	(18)	269

Continued on next page

Table BRD10: How much have you seen, read, or heard about NFL players kneeling during the national anthem before the start of football games?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	60%	(1329)	26%	(563)	7%	(162)	7%	(147)	2202
Ethnicity: Other	50%	(90)	29%	(53)	15%	(27)	6%	(12)	182
Relig: Protestant	67%	(350)	25%	(130)	4%	(18)	4%	(21)	520
Relig: Roman Catholic	65%	(283)	24%	(105)	7%	(29)	4%	(17)	434
Relig: Ath./Agn./None	56%	(360)	26%	(167)	8%	(53)	9%	(60)	640
Relig: Something Else	54%	(197)	28%	(100)	11%	(41)	7%	(25)	364
Relig: Jewish	57%	(29)	28%	(15)	7%	(4)	8%	(4)	52
Relig: Evangelical	61%	(363)	25%	(149)	7%	(42)	7%	(44)	598
Relig: Non-Evang. Catholics	68%	(406)	24%	(146)	4%	(25)	3%	(19)	596
Relig: All Christian	64%	(769)	25%	(295)	6%	(68)	5%	(62)	1194
Relig: All Non-Christian	56%	(557)	27%	(268)	9%	(94)	8%	(85)	1004
Community: Urban	54%	(329)	27%	(165)	11%	(69)	7%	(45)	609
Community: Suburban	65%	(592)	25%	(227)	6%	(52)	4%	(38)	909
Community: Rural	60%	(408)	25%	(171)	6%	(41)	9%	(64)	684
Employ: Private Sector	59%	(369)	28%	(175)	7%	(45)	5%	(34)	623
Employ: Government	58%	(90)	32%	(50)	8%	(12)	3%	(4)	157
Employ: Self-Employed	65%	(140)	22%	(47)	6%	(13)	8%	(16)	216
Employ: Homemaker	59%	(114)	22%	(43)	8%	(15)	11%	(21)	192
Employ: Student	53%	(59)	36%	(40)	8%	(9)	3%	(3)	111
Employ: Retired	69%	(340)	25%	(122)	3%	(17)	3%	(12)	491
Employ: Unemployed	47%	(101)	22%	(46)	18%	(39)	14%	(29)	216
Employ: Other	59%	(115)	21%	(41)	7%	(13)	14%	(27)	196
Military HH: Yes	66%	(285)	23%	(98)	7%	(31)	3%	(15)	429
Military HH: No	59%	(1045)	26%	(466)	7%	(130)	7%	(133)	1773
RD/WT: Right Direction	66%	(590)	23%	(205)	6%	(55)	5%	(45)	895
RD/WT: Wrong Track	57%	(739)	27%	(358)	8%	(107)	8%	(103)	1307
Strongly Approve	76%	(384)	18%	(89)	3%	(17)	3%	(16)	505
Somewhat Approve	57%	(241)	33%	(139)	7%	(32)	3%	(14)	425
Somewhat Disapprove	56%	(163)	27%	(79)	9%	(28)	8%	(24)	294
Strongly Disapprove	59%	(502)	27%	(231)	7%	(59)	6%	(54)	845
Dont Know / No Opinion	30%	(39)	20%	(26)	20%	(26)	30%	(40)	132

Continued on next page

Table BRD10: How much have you seen, read, or heard about NFL players kneeling during the national anthem before the start of football games?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	60%	(1329)	26%	(563)	7%	(162)	7%	(147)	2202
#1 Issue: Economy	61%	(400)	26%	(169)	6%	(42)	6%	(40)	651
#1 Issue: Security	64%	(231)	24%	(86)	5%	(18)	7%	(24)	359
#1 Issue: Health Care	60%	(242)	27%	(106)	7%	(28)	6%	(24)	400
#1 Issue: Medicare / Social Security	64%	(233)	23%	(84)	8%	(27)	5%	(19)	363
#1 Issue: Women's Issues	53%	(60)	30%	(34)	9%	(10)	8%	(8)	113
#1 Issue: Education	53%	(67)	29%	(36)	13%	(16)	5%	(7)	126
#1 Issue: Energy	52%	(48)	28%	(26)	11%	(10)	10%	(9)	94
#1 Issue: Other	51%	(49)	23%	(22)	10%	(9)	16%	(16)	96
2016 Vote: Democrat Hillary Clinton	65%	(478)	25%	(182)	6%	(46)	4%	(33)	739
2016 Vote: Republican Donald Trump	69%	(518)	23%	(176)	4%	(29)	4%	(33)	755
2016 Vote: Someone else	56%	(95)	29%	(50)	5%	(9)	9%	(16)	170
2012 Vote: Barack Obama	63%	(544)	27%	(230)	6%	(56)	4%	(36)	866
2012 Vote: Mitt Romney	70%	(424)	22%	(133)	4%	(22)	4%	(23)	602
2012 Vote: Other	62%	(66)	25%	(27)	2%	(3)	10%	(11)	107
2012 Vote: Didn't Vote	47%	(293)	28%	(173)	13%	(81)	12%	(77)	625
4-Region: Northeast	59%	(237)	30%	(119)	4%	(17)	7%	(28)	402
4-Region: Midwest	58%	(274)	30%	(141)	7%	(33)	6%	(26)	474
4-Region: South	60%	(487)	24%	(195)	9%	(74)	7%	(58)	815
4-Region: West	65%	(331)	21%	(108)	7%	(37)	7%	(35)	511

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

Table BRD11: As you may know, several NFL players have been kneeling during the national anthem before the start of football games to protest racial injustice. Knowing this, do you have a more or less favorable view of the NFL?

Demographic	Somewhat						Total N
	Much more favorable	more favorable	Somewhat less favorable	Much less favorable	Heard of, No Opinion	Never heard of	
Adults	16% (357)	14% (301)	12% (272)	34% (759)	19% (424)	4% (89)	2202
Gender: Male	17% (183)	13% (141)	12% (127)	36% (385)	18% (189)	3% (36)	1060
Gender: Female	15% (174)	14% (160)	13% (145)	33% (375)	21% (235)	5% (54)	1142
Age: 18-29	28% (131)	20% (97)	13% (64)	14% (66)	18% (85)	6% (30)	474
Age: 30-44	20% (113)	15% (86)	11% (64)	24% (137)	24% (132)	5% (29)	562
Age: 45-54	13% (39)	10% (30)	14% (44)	38% (118)	22% (68)	4% (12)	311
Age: 55-64	10% (45)	8% (38)	13% (60)	50% (228)	16% (75)	3% (12)	457
Age: 65+	7% (28)	13% (50)	10% (40)	53% (211)	16% (63)	1% (6)	398
PID: Dem (no lean)	26% (189)	21% (152)	12% (84)	14% (98)	25% (178)	2% (16)	716
PID: Ind (no lean)	12% (91)	13% (104)	13% (104)	31% (247)	23% (181)	8% (60)	787
PID: Rep (no lean)	11% (77)	6% (45)	12% (84)	59% (415)	9% (65)	2% (13)	700
PID/Gender: Dem Men	27% (83)	24% (75)	10% (32)	12% (37)	25% (79)	2% (7)	312
PID/Gender: Dem Women	26% (106)	19% (77)	13% (52)	15% (61)	24% (99)	2% (9)	404
PID/Gender: Ind Men	11% (39)	13% (47)	15% (54)	35% (129)	21% (75)	6% (23)	366
PID/Gender: Ind Women	12% (52)	14% (57)	12% (50)	28% (118)	25% (106)	9% (37)	420
PID/Gender: Rep Men	16% (62)	5% (20)	11% (42)	57% (219)	9% (35)	1% (5)	382
PID/Gender: Rep Women	5% (16)	8% (25)	13% (42)	62% (196)	10% (30)	3% (8)	318
Tea Party: Supporter	22% (123)	10% (57)	12% (67)	45% (251)	9% (53)	2% (9)	559
Tea Party: Not Supporter	14% (228)	15% (243)	13% (204)	31% (500)	23% (368)	5% (79)	1622
Ideo: Liberal (1-3)	30% (228)	23% (176)	13% (104)	12% (89)	20% (155)	2% (16)	769
Ideo: Moderate (4)	13% (59)	15% (67)	14% (62)	33% (151)	23% (105)	3% (13)	456
Ideo: Conservative (5-7)	6% (42)	5% (32)	13% (89)	63% (442)	11% (76)	3% (18)	698
Educ: < College	16% (252)	13% (202)	12% (185)	35% (552)	19% (302)	5% (74)	1567
Educ: Bachelors degree	17% (73)	13% (55)	14% (60)	34% (143)	19% (77)	2% (8)	416
Educ: Post-grad	15% (32)	20% (44)	12% (27)	30% (65)	20% (44)	3% (6)	219

Continued on next page

Table BRD11: As you may know, several NFL players have been kneeling during the national anthem before the start of football games to protest racial injustice. Knowing this, do you have a more or less favorable view of the NFL?

Demographic	Somewhat				Heard of, No Opinion	Never heard of	Total N
	Much more favorable	more favorable	Somewhat less favorable	Much less favorable			
Adults	16% (357)	14% (301)	12% (272)	34% (759)	19% (424)	4% (89)	2202
Income: Under 50k	18% (222)	14% (175)	11% (142)	32% (397)	20% (248)	6% (73)	1258
Income: 50k-100k	15% (103)	15% (102)	14% (93)	37% (253)	18% (124)	1% (9)	683
Income: 100k+	12% (32)	9% (24)	14% (37)	42% (110)	20% (51)	3% (7)	261
Ethnicity: White	11% (194)	12% (208)	13% (232)	41% (711)	19% (327)	4% (79)	1751
Ethnicity: Hispanic	29% (96)	20% (65)	14% (45)	17% (56)	18% (60)	2% (8)	330
Ethnicity: Afr. Am.	44% (119)	21% (56)	6% (17)	6% (15)	22% (58)	1% (4)	269
Ethnicity: Other	24% (43)	20% (37)	13% (24)	18% (33)	21% (38)	4% (7)	182
Relig: Protestant	11% (55)	10% (51)	13% (66)	52% (268)	14% (73)	1% (6)	520
Relig: Roman Catholic	13% (56)	17% (73)	12% (52)	37% (161)	19% (81)	2% (11)	434
Relig: Ath./Agn./None	19% (121)	16% (100)	11% (73)	22% (144)	25% (159)	7% (43)	640
Relig: Something Else	24% (87)	12% (44)	14% (52)	27% (98)	18% (66)	5% (17)	364
Relig: Jewish	19% (10)	12% (6)	18% (9)	24% (12)	21% (11)	6% (3)	52
Relig: Evangelical	14% (86)	13% (80)	11% (68)	43% (256)	15% (90)	3% (18)	598
Relig: Non-Evang. Catholics	10% (62)	13% (76)	13% (80)	44% (259)	18% (108)	2% (10)	596
Relig: All Christian	12% (148)	13% (156)	12% (147)	43% (515)	17% (199)	2% (28)	1194
Relig: All Non-Christian	21% (209)	14% (144)	12% (125)	24% (241)	22% (225)	6% (61)	1004
Community: Urban	19% (116)	20% (122)	13% (76)	22% (132)	23% (139)	4% (23)	609
Community: Suburban	16% (145)	12% (110)	14% (124)	37% (335)	19% (172)	3% (24)	909
Community: Rural	14% (96)	10% (70)	11% (72)	43% (293)	16% (112)	6% (41)	684
Employ: Private Sector	16% (102)	16% (97)	15% (94)	32% (200)	18% (111)	3% (19)	623
Employ: Government	16% (26)	17% (27)	14% (21)	30% (47)	20% (32)	2% (4)	157
Employ: Self-Employed	24% (52)	13% (27)	12% (27)	28% (61)	20% (43)	3% (7)	216
Employ: Homemaker	16% (31)	10% (19)	11% (21)	35% (67)	21% (40)	7% (13)	192
Employ: Student	34% (38)	22% (24)	15% (17)	13% (15)	13% (14)	3% (3)	111
Employ: Retired	9% (42)	11% (54)	10% (51)	54% (263)	15% (76)	1% (6)	491
Employ: Unemployed	19% (40)	12% (26)	12% (26)	19% (41)	26% (56)	12% (27)	216
Employ: Other	13% (26)	13% (26)	8% (15)	33% (65)	26% (52)	6% (12)	196
Military HH: Yes	15% (66)	11% (49)	10% (45)	45% (192)	17% (73)	1% (4)	429
Military HH: No	16% (291)	14% (252)	13% (227)	32% (568)	20% (351)	5% (85)	1773

Continued on next page

Table BRD11: As you may know, several NFL players have been kneeling during the national anthem before the start of football games to protest racial injustice. Knowing this, do you have a more or less favorable view of the NFL?

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Heard of, No Opinion		Never heard of		Total N
Adults	16%	(357)	14%	(301)	12%	(272)	34%	(759)	19%	(424)	4%	(89)	2202
RD/WT: Right Direction	13%	(116)	9%	(77)	10%	(93)	54%	(481)	12%	(105)	2%	(22)	895
RD/WT: Wrong Track	18%	(241)	17%	(224)	14%	(178)	21%	(278)	24%	(318)	5%	(67)	1307
Strongly Approve	14%	(73)	5%	(26)	7%	(34)	66%	(332)	7%	(34)	1%	(6)	505
Somewhat Approve	7%	(28)	11%	(46)	17%	(73)	51%	(217)	13%	(56)	1%	(5)	425
Somewhat Disapprove	11%	(32)	17%	(49)	24%	(70)	23%	(68)	21%	(61)	5%	(15)	294
Strongly Disapprove	26%	(218)	20%	(170)	9%	(80)	14%	(116)	27%	(228)	4%	(34)	845
Dont Know / No Opinion	5%	(6)	8%	(11)	12%	(15)	20%	(26)	34%	(44)	22%	(30)	132
#1 Issue: Economy	14%	(93)	11%	(70)	14%	(92)	36%	(236)	22%	(141)	3%	(19)	651
#1 Issue: Security	7%	(25)	7%	(27)	12%	(42)	60%	(217)	11%	(39)	3%	(11)	359
#1 Issue: Health Care	22%	(88)	18%	(73)	14%	(55)	22%	(86)	21%	(86)	3%	(12)	400
#1 Issue: Medicare / Social Security	14%	(50)	14%	(53)	11%	(40)	38%	(138)	18%	(65)	5%	(17)	363
#1 Issue: Women's Issues	32%	(36)	26%	(30)	13%	(15)	8%	(10)	15%	(17)	5%	(6)	113
#1 Issue: Education	21%	(27)	14%	(18)	11%	(14)	23%	(29)	27%	(35)	2%	(3)	126
#1 Issue: Energy	26%	(25)	24%	(23)	8%	(8)	15%	(14)	18%	(16)	9%	(8)	94
#1 Issue: Other	13%	(12)	8%	(8)	7%	(7)	31%	(30)	26%	(25)	15%	(14)	96
2016 Vote: Democrat Hillary Clinton	30%	(220)	22%	(165)	12%	(91)	12%	(88)	22%	(164)	2%	(11)	739
2016 Vote: Republican Donald Trump	7%	(56)	6%	(48)	12%	(90)	64%	(481)	9%	(66)	2%	(14)	755
2016 Vote: Someone else	12%	(20)	12%	(21)	12%	(20)	31%	(52)	27%	(46)	6%	(11)	170
2012 Vote: Barack Obama	25%	(213)	21%	(179)	11%	(99)	19%	(160)	23%	(198)	2%	(17)	866
2012 Vote: Mitt Romney	8%	(47)	4%	(23)	14%	(87)	64%	(388)	8%	(51)	1%	(8)	602
2012 Vote: Other	5%	(6)	8%	(8)	10%	(11)	52%	(56)	19%	(20)	6%	(6)	107
2012 Vote: Didn't Vote	15%	(92)	15%	(91)	12%	(75)	25%	(154)	25%	(154)	9%	(59)	625
4-Region: Northeast	13%	(53)	14%	(55)	16%	(66)	30%	(121)	21%	(86)	5%	(20)	402
4-Region: Midwest	15%	(70)	12%	(55)	11%	(53)	41%	(194)	19%	(89)	3%	(13)	474
4-Region: South	19%	(152)	13%	(110)	11%	(90)	34%	(277)	19%	(154)	4%	(31)	815
4-Region: West	16%	(82)	16%	(81)	12%	(63)	33%	(168)	18%	(93)	5%	(24)	511

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

Table BRD12: Do you support or oppose NFL players kneeling during the national anthem before the start of football games?

Demographic	Strongly support		Somewhat support		Somewhat Oppose		Strongly Oppose		Dont Know/No Opinion		Total N
Adults	25%	(556)	13%	(277)	11%	(243)	39%	(863)	12%	(263)	2202
Gender: Male	25%	(266)	13%	(134)	11%	(118)	41%	(436)	10%	(105)	1060
Gender: Female	25%	(290)	12%	(142)	11%	(125)	37%	(427)	14%	(158)	1142
Age: 18-29	44%	(210)	15%	(73)	13%	(61)	15%	(73)	12%	(57)	474
Age: 30-44	27%	(149)	15%	(86)	12%	(66)	31%	(172)	16%	(89)	562
Age: 45-54	20%	(61)	10%	(31)	16%	(49)	40%	(125)	14%	(45)	311
Age: 55-64	15%	(68)	10%	(47)	9%	(43)	55%	(253)	10%	(46)	457
Age: 65+	17%	(67)	10%	(40)	6%	(23)	60%	(240)	7%	(27)	398
PID: Dem (no lean)	41%	(297)	19%	(133)	12%	(86)	16%	(115)	12%	(85)	716
PID: Ind (no lean)	23%	(177)	12%	(92)	11%	(90)	36%	(281)	19%	(147)	787
PID: Rep (no lean)	12%	(81)	8%	(53)	10%	(67)	67%	(467)	5%	(32)	700
PID/Gender: Dem Men	41%	(129)	21%	(67)	11%	(33)	15%	(48)	11%	(34)	312
PID/Gender: Dem Women	42%	(168)	16%	(66)	13%	(53)	17%	(67)	13%	(51)	404
PID/Gender: Ind Men	21%	(78)	11%	(41)	13%	(49)	38%	(141)	16%	(58)	366
PID/Gender: Ind Women	24%	(100)	12%	(51)	10%	(41)	33%	(140)	21%	(89)	420
PID/Gender: Rep Men	15%	(58)	7%	(27)	9%	(36)	65%	(247)	4%	(13)	382
PID/Gender: Rep Women	7%	(23)	8%	(26)	10%	(31)	69%	(220)	6%	(18)	318
Tea Party: Supporter	22%	(126)	11%	(64)	11%	(59)	51%	(283)	5%	(28)	559
Tea Party: Not Supporter	26%	(423)	13%	(212)	11%	(183)	35%	(571)	14%	(233)	1622
Ideo: Liberal (1-3)	47%	(358)	20%	(151)	12%	(94)	13%	(100)	8%	(65)	769
Ideo: Moderate (4)	20%	(91)	15%	(67)	15%	(70)	37%	(167)	13%	(61)	456
Ideo: Conservative (5-7)	6%	(44)	6%	(42)	9%	(64)	72%	(501)	7%	(48)	698
Educ: < College	24%	(379)	12%	(181)	11%	(166)	40%	(631)	13%	(211)	1567
Educ: Bachelors degree	28%	(117)	14%	(58)	12%	(51)	39%	(164)	6%	(27)	416
Educ: Post-grad	27%	(59)	17%	(38)	12%	(26)	32%	(69)	12%	(26)	219
Income: Under 50k	26%	(329)	13%	(163)	10%	(124)	37%	(468)	14%	(175)	1258
Income: 50k-100k	27%	(182)	11%	(73)	14%	(96)	39%	(270)	9%	(63)	683
Income: 100k+	17%	(45)	16%	(41)	9%	(23)	48%	(126)	10%	(26)	261
Ethnicity: White	19%	(325)	12%	(202)	11%	(194)	47%	(823)	12%	(208)	1751
Ethnicity: Hispanic	42%	(137)	17%	(55)	12%	(38)	20%	(66)	10%	(32)	330

Continued on next page

Table BRD12: Do you support or oppose NFL players kneeling during the national anthem before the start of football games?

Demographic	Strongly support	Somewhat support	Somewhat Oppose	Strongly Oppose	Dont Know/No Opinion	Total N
Adults	25% (556)	13% (277)	11% (243)	39% (863)	12% (263)	2202
Ethnicity: Afr. Am.	62% (167)	17% (45)	8% (21)	3% (8)	10% (28)	269
Ethnicity: Other	35% (63)	16% (30)	15% (27)	18% (33)	15% (28)	182
Relig: Protestant	15% (78)	10% (54)	11% (59)	57% (295)	6% (33)	520
Relig: Roman Catholic	21% (90)	15% (64)	10% (43)	44% (189)	11% (48)	434
Relig: Ath./Agn./None	32% (207)	14% (88)	11% (74)	26% (167)	17% (106)	640
Relig: Something Else	34% (125)	13% (46)	12% (43)	30% (107)	12% (42)	364
Relig: Jewish	25% (13)	11% (6)	17% (9)	34% (18)	12% (6)	52
Relig: Evangelical	19% (113)	12% (73)	10% (58)	49% (294)	10% (60)	598
Relig: Non-Evang. Catholics	19% (111)	12% (70)	11% (68)	49% (291)	9% (55)	596
Relig: All Christian	19% (224)	12% (143)	11% (126)	49% (585)	10% (115)	1194
Relig: All Non-Christian	33% (332)	13% (133)	12% (117)	27% (274)	15% (148)	1004
Community: Urban	31% (190)	19% (115)	11% (69)	27% (166)	11% (69)	609
Community: Suburban	24% (221)	11% (101)	12% (111)	41% (375)	11% (102)	909
Community: Rural	21% (145)	9% (61)	9% (62)	47% (323)	13% (92)	684
Employ: Private Sector	23% (146)	15% (94)	14% (88)	37% (230)	10% (65)	623
Employ: Government	25% (39)	14% (22)	13% (21)	35% (55)	13% (20)	157
Employ: Self-Employed	34% (73)	13% (28)	12% (27)	31% (68)	10% (21)	216
Employ: Homemaker	21% (41)	10% (20)	10% (18)	41% (79)	17% (33)	192
Employ: Student	52% (58)	17% (19)	9% (10)	16% (17)	7% (7)	111
Employ: Retired	18% (90)	8% (41)	9% (43)	58% (287)	6% (30)	491
Employ: Unemployed	29% (63)	14% (29)	11% (24)	24% (53)	21% (46)	216
Employ: Other	23% (46)	12% (23)	6% (11)	38% (75)	21% (40)	196
Military HH: Yes	22% (96)	12% (50)	10% (41)	49% (211)	7% (30)	429
Military HH: No	26% (459)	13% (227)	11% (202)	37% (653)	13% (233)	1773
RD/WT: Right Direction	15% (131)	9% (80)	9% (84)	60% (537)	7% (63)	895
RD/WT: Wrong Track	33% (425)	15% (196)	12% (159)	25% (327)	15% (201)	1307
Strongly Approve	15% (78)	5% (26)	4% (18)	74% (372)	2% (11)	505
Somewhat Approve	7% (32)	10% (44)	18% (78)	55% (235)	9% (36)	425
Somewhat Disapprove	17% (50)	18% (54)	20% (58)	32% (94)	13% (38)	294
Strongly Disapprove	45% (382)	17% (142)	9% (75)	15% (125)	14% (122)	845
Dont Know / No Opinion	11% (14)	8% (11)	10% (13)	28% (38)	43% (56)	132

Continued on next page

Table BRD12: Do you support or oppose NFL players kneeling during the national anthem before the start of football games?

Demographic	Strongly support	Somewhat support	Somewhat Oppose	Strongly Oppose	Dont Know/No Opinion	Total N
Adults	25% (556)	13% (277)	11% (243)	39% (863)	12% (263)	2202
#1 Issue: Economy	21% (137)	11% (72)	14% (88)	42% (277)	12% (78)	651
#1 Issue: Security	10% (35)	7% (27)	10% (35)	66% (238)	7% (25)	359
#1 Issue: Health Care	33% (131)	16% (65)	11% (46)	29% (114)	11% (45)	400
#1 Issue: Medicare / Social Security	25% (90)	11% (40)	9% (33)	43% (157)	12% (43)	363
#1 Issue: Women's Issues	55% (62)	15% (17)	10% (11)	10% (11)	11% (12)	113
#1 Issue: Education	34% (43)	21% (27)	11% (14)	20% (26)	14% (17)	126
#1 Issue: Energy	39% (36)	20% (19)	13% (12)	11% (11)	17% (16)	94
#1 Issue: Other	24% (23)	11% (10)	4% (4)	31% (30)	30% (29)	96
2016 Vote: Democrat Hillary Clinton	47% (347)	19% (139)	10% (76)	14% (102)	10% (75)	739
2016 Vote: Republican Donald Trump	7% (53)	7% (50)	10% (78)	73% (550)	3% (24)	755
2016 Vote: Someone else	21% (36)	11% (19)	18% (30)	31% (53)	19% (32)	170
2012 Vote: Barack Obama	39% (334)	18% (154)	12% (100)	21% (181)	11% (96)	866
2012 Vote: Mitt Romney	8% (50)	4% (27)	10% (63)	73% (441)	4% (22)	602
2012 Vote: Other	11% (12)	5% (5)	9% (10)	61% (66)	13% (14)	107
2012 Vote: Didn't Vote	26% (160)	14% (90)	11% (70)	28% (174)	21% (131)	625
4-Region: Northeast	22% (89)	13% (50)	13% (53)	39% (157)	13% (52)	402
4-Region: Midwest	23% (109)	13% (61)	13% (60)	42% (199)	9% (45)	474
4-Region: South	25% (201)	14% (114)	9% (71)	39% (322)	13% (107)	815
4-Region: West	31% (157)	10% (51)	12% (59)	36% (185)	12% (60)	511

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

Table BRD13: Which of the following statements comes closest to your view, even if neither are exactly right?

Demographic	NFL players should use their platform as professional athletes to raise awareness and bring about social change, on and off the field.		NFL players should stay in their lane when it comes to political and social issues, especially on the field.		Dont Know/No Opinion		Total N
Adults	41%	(898)	43%	(956)	16%	(348)	2202
Gender: Male	39%	(412)	49%	(520)	12%	(128)	1060
Gender: Female	43%	(486)	38%	(436)	19%	(220)	1142
Age: 18-29	60%	(283)	24%	(113)	16%	(78)	474
Age: 30-44	45%	(252)	35%	(199)	20%	(112)	562
Age: 45-54	39%	(121)	45%	(141)	16%	(50)	311
Age: 55-64	29%	(131)	59%	(270)	12%	(57)	457
Age: 65+	28%	(112)	59%	(234)	13%	(52)	398
PID: Dem (no lean)	64%	(455)	23%	(163)	14%	(97)	716
PID: Ind (no lean)	36%	(286)	42%	(330)	22%	(171)	787
PID: Rep (no lean)	23%	(157)	66%	(462)	11%	(80)	700
PID/Gender: Dem Men	61%	(190)	27%	(83)	12%	(38)	312
PID/Gender: Dem Women	66%	(265)	20%	(80)	15%	(59)	404
PID/Gender: Ind Men	34%	(126)	49%	(179)	17%	(62)	366
PID/Gender: Ind Women	38%	(160)	36%	(151)	26%	(109)	420
PID/Gender: Rep Men	25%	(96)	67%	(258)	7%	(28)	382
PID/Gender: Rep Women	19%	(61)	64%	(204)	16%	(52)	318
Tea Party: Supporter	36%	(204)	54%	(300)	10%	(55)	559
Tea Party: Not Supporter	42%	(686)	40%	(646)	18%	(290)	1622
Ideo: Liberal (1-3)	68%	(524)	21%	(163)	11%	(82)	769
Ideo: Moderate (4)	39%	(177)	43%	(195)	19%	(85)	456
Ideo: Conservative (5-7)	16%	(111)	74%	(516)	10%	(72)	698
Educ: < College	38%	(597)	44%	(694)	18%	(277)	1567
Educ: Bachelors degree	47%	(198)	44%	(181)	9%	(37)	416
Educ: Post-grad	48%	(104)	37%	(81)	16%	(34)	219

Continued on next page

Table BRD13: Which of the following statements comes closest to your view, even if neither are exactly right?

Demographic	NFL players should use their platform as professional athletes to raise awareness and bring about social change, on and off the field.		NFL players should stay in their lane when it comes to political and social issues, especially on the field.		Dont Know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	41%	(898)	43%	(956)	16%	(348)	2202
Income: Under 50k	41%	(519)	40%	(500)	19%	(240)	1258
Income: 50k-100k	42%	(285)	47%	(320)	12%	(79)	683
Income: 100k+	36%	(95)	52%	(136)	11%	(30)	261
Ethnicity: White	34%	(594)	50%	(872)	16%	(285)	1751
Ethnicity: Hispanic	58%	(190)	30%	(98)	13%	(42)	330
Ethnicity: Afr. Am.	78%	(208)	11%	(29)	12%	(31)	269
Ethnicity: Other	53%	(96)	30%	(54)	18%	(32)	182
Relig: Protestant	29%	(151)	59%	(309)	11%	(59)	520
Relig: Roman Catholic	38%	(163)	49%	(211)	14%	(59)	434
Relig: Ath./Agn./None	48%	(306)	32%	(203)	20%	(131)	640
Relig: Something Else	53%	(192)	34%	(123)	13%	(49)	364
Relig: Jewish	50%	(26)	41%	(21)	10%	(5)	52
Relig: Evangelical	33%	(197)	50%	(301)	17%	(100)	598
Relig: Non-Evang. Catholics	34%	(203)	54%	(324)	11%	(68)	596
Relig: All Christian	34%	(401)	52%	(625)	14%	(168)	1194
Relig: All Non-Christian	50%	(498)	33%	(327)	18%	(180)	1004
Community: Urban	52%	(314)	35%	(210)	14%	(84)	609
Community: Suburban	39%	(357)	47%	(425)	14%	(128)	909
Community: Rural	33%	(227)	47%	(321)	20%	(136)	684
Employ: Private Sector	41%	(258)	44%	(274)	15%	(91)	623
Employ: Government	46%	(72)	41%	(65)	13%	(21)	157
Employ: Self-Employed	51%	(110)	39%	(84)	10%	(22)	216
Employ: Homemaker	41%	(80)	39%	(75)	20%	(38)	192
Employ: Student	65%	(72)	28%	(32)	7%	(8)	111
Employ: Retired	30%	(148)	59%	(288)	11%	(56)	491
Employ: Unemployed	37%	(80)	34%	(72)	29%	(63)	216
Employ: Other	40%	(79)	34%	(67)	25%	(50)	196

Continued on next page

Table BRD13: Which of the following statements comes closest to your view, even if neither are exactly right?

Demographic	NFL players should use their platform as professional athletes to raise awareness and bring about social change, on and off the field.		NFL players should stay in their lane when it comes to political and social issues, especially on the field.		Dont Know/No Opinion		Total N
Adults	41%	(898)	43%	(956)	16%	(348)	2202
Military HH: Yes	36%	(156)	54%	(231)	10%	(42)	429
Military HH: No	42%	(743)	41%	(725)	17%	(306)	1773
RD/WT: Right Direction	26%	(236)	62%	(558)	11%	(100)	895
RD/WT: Wrong Track	51%	(662)	30%	(397)	19%	(248)	1307
Strongly Approve	20%	(99)	72%	(366)	8%	(40)	505
Somewhat Approve	29%	(122)	61%	(260)	10%	(43)	425
Somewhat Disapprove	37%	(109)	43%	(127)	20%	(58)	294
Strongly Disapprove	63%	(535)	20%	(172)	16%	(138)	845
Dont Know / No Opinion	25%	(33)	23%	(31)	52%	(68)	132
#1 Issue: Economy	39%	(256)	46%	(296)	15%	(98)	651
#1 Issue: Security	22%	(80)	66%	(237)	12%	(42)	359
#1 Issue: Health Care	49%	(197)	34%	(135)	17%	(68)	400
#1 Issue: Medicare / Social Security	35%	(126)	49%	(178)	16%	(59)	363
#1 Issue: Women's Issues	63%	(71)	22%	(25)	15%	(17)	113
#1 Issue: Education	57%	(71)	26%	(33)	17%	(22)	126
#1 Issue: Energy	64%	(60)	24%	(23)	11%	(11)	94
#1 Issue: Other	38%	(36)	30%	(29)	32%	(31)	96
2016 Vote: Democrat Hillary Clinton	69%	(509)	20%	(147)	11%	(84)	739
2016 Vote: Republican Donald Trump	19%	(142)	72%	(544)	9%	(70)	755
2016 Vote: Someone else	39%	(66)	38%	(65)	23%	(39)	170
2012 Vote: Barack Obama	62%	(536)	27%	(233)	11%	(97)	866
2012 Vote: Mitt Romney	17%	(105)	72%	(433)	11%	(64)	602
2012 Vote: Other	15%	(16)	62%	(66)	22%	(24)	107
2012 Vote: Didn't Vote	39%	(241)	35%	(221)	26%	(163)	625

Continued on next page

Table BRD13: Which of the following statements comes closest to your view, even if neither are exactly right?

Demographic	NFL players should use their platform as professional athletes to raise awareness and bring about social change, on and off the field.	NFL players should stay in their lane when it comes to political and social issues, especially on the field.	Dont Know/No Opinion	Total N
Adults	41% (898)	43% (956)	16% (348)	2202
4-Region: Northeast	41% (164)	43% (171)	17% (66)	402
4-Region: Midwest	39% (183)	47% (224)	14% (67)	474
4-Region: South	40% (325)	42% (343)	18% (146)	815
4-Region: West	44% (225)	42% (217)	13% (69)	511

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

Table BRD14: Which of the following statements comes closest to your view, even if neither are exactly right?

Demographic	Kneeling during the national anthem is an acceptable form of protest.		Kneeling during the national anthem is an unacceptable form of protest.		Dont Know/No Opinion		Total N
Adults	35%	(771)	52%	(1144)	13%	(286)	2202
Gender: Male	33%	(355)	55%	(586)	11%	(119)	1060
Gender: Female	36%	(416)	49%	(558)	15%	(168)	1142
Age: 18-29	51%	(242)	32%	(152)	17%	(80)	474
Age: 30-44	36%	(203)	47%	(262)	17%	(97)	562
Age: 45-54	31%	(96)	56%	(175)	13%	(41)	311
Age: 55-64	28%	(127)	62%	(285)	10%	(45)	457
Age: 65+	26%	(103)	68%	(271)	6%	(24)	398
PID: Dem (no lean)	58%	(413)	30%	(215)	12%	(87)	716
PID: Ind (no lean)	33%	(260)	47%	(374)	19%	(153)	787
PID: Rep (no lean)	14%	(98)	79%	(556)	7%	(46)	700
PID/Gender: Dem Men	57%	(178)	30%	(95)	13%	(39)	312
PID/Gender: Dem Women	58%	(235)	30%	(120)	12%	(48)	404
PID/Gender: Ind Men	31%	(115)	51%	(188)	17%	(64)	366
PID/Gender: Ind Women	35%	(145)	44%	(186)	21%	(89)	420
PID/Gender: Rep Men	16%	(62)	79%	(303)	4%	(16)	382
PID/Gender: Rep Women	11%	(36)	79%	(252)	9%	(30)	318
Tea Party: Supporter	26%	(145)	66%	(372)	8%	(43)	559
Tea Party: Not Supporter	38%	(619)	47%	(761)	15%	(242)	1622
Ideo: Liberal (1-3)	61%	(472)	29%	(226)	9%	(71)	769
Ideo: Moderate (4)	32%	(145)	53%	(243)	15%	(69)	456
Ideo: Conservative (5-7)	12%	(82)	80%	(559)	8%	(57)	698
Educ: < College	32%	(501)	53%	(837)	15%	(229)	1567
Educ: Bachelors degree	43%	(178)	50%	(207)	8%	(32)	416
Educ: Post-grad	42%	(92)	46%	(101)	12%	(26)	219
Income: Under 50k	36%	(453)	48%	(601)	16%	(204)	1258
Income: 50k-100k	34%	(236)	57%	(388)	9%	(59)	683
Income: 100k+	32%	(82)	59%	(155)	9%	(23)	261

Continued on next page

Table BRD14: Which of the following statements comes closest to your view, even if neither are exactly right?

Demographic	Kneeling during the national anthem is an acceptable form of protest.		Kneeling during the national anthem is an unacceptable form of protest.		Dont Know/No Opinion		Total N
Adults	35%	(771)	52%	(1144)	13%	(286)	2202
Ethnicity: White	29%	(500)	59%	(1027)	13%	(224)	1751
Ethnicity: Hispanic	43%	(141)	41%	(133)	17%	(55)	330
Ethnicity: Afr. Am.	68%	(182)	20%	(55)	12%	(32)	269
Ethnicity: Other	49%	(90)	34%	(62)	17%	(30)	182
Relig: Protestant	22%	(113)	70%	(365)	8%	(41)	520
Relig: Roman Catholic	32%	(138)	57%	(246)	11%	(49)	434
Relig: Ath./Agn./None	43%	(275)	40%	(255)	17%	(111)	640
Relig: Something Else	44%	(160)	44%	(159)	12%	(45)	364
Relig: Jewish	32%	(17)	57%	(30)	10%	(5)	52
Relig: Evangelical	29%	(171)	60%	(357)	12%	(71)	598
Relig: Non-Evang. Catholics	28%	(166)	62%	(371)	10%	(59)	596
Relig: All Christian	28%	(336)	61%	(728)	11%	(130)	1194
Relig: All Non-Christian	43%	(435)	41%	(413)	15%	(156)	1004
Community: Urban	44%	(269)	41%	(250)	15%	(90)	609
Community: Suburban	35%	(316)	55%	(504)	10%	(90)	909
Community: Rural	27%	(187)	57%	(391)	16%	(106)	684
Employ: Private Sector	36%	(222)	53%	(331)	11%	(70)	623
Employ: Government	38%	(60)	49%	(76)	13%	(20)	157
Employ: Self-Employed	42%	(90)	46%	(100)	12%	(27)	216
Employ: Homemaker	28%	(53)	57%	(109)	16%	(30)	192
Employ: Student	55%	(61)	36%	(40)	9%	(10)	111
Employ: Retired	28%	(136)	66%	(323)	7%	(32)	491
Employ: Unemployed	38%	(81)	39%	(84)	23%	(50)	216
Employ: Other	35%	(68)	41%	(81)	24%	(47)	196
Military HH: Yes	27%	(117)	64%	(274)	9%	(37)	429
Military HH: No	37%	(654)	49%	(870)	14%	(249)	1773
RD/WT: Right Direction	17%	(156)	75%	(668)	8%	(70)	895
RD/WT: Wrong Track	47%	(615)	36%	(476)	17%	(217)	1307

Continued on next page

Table BRD14: Which of the following statements comes closest to your view, even if neither are exactly right?

Demographic	Kneeling during the national anthem is an acceptable form of protest.		Kneeling during the national anthem is an unacceptable form of protest.		Dont Know/No Opinion		Total N
Adults	35%	(771)	52%	(1144)	13%	(286)	2202
Strongly Approve	11%	(58)	84%	(427)	4%	(21)	505
Somewhat Approve	17%	(72)	72%	(307)	11%	(46)	425
Somewhat Disapprove	33%	(98)	51%	(150)	16%	(46)	294
Strongly Disapprove	62%	(521)	25%	(207)	14%	(117)	845
Dont Know / No Opinion	16%	(22)	40%	(53)	43%	(57)	132
#1 Issue: Economy	34%	(220)	54%	(354)	12%	(77)	651
#1 Issue: Security	14%	(51)	78%	(280)	8%	(29)	359
#1 Issue: Health Care	40%	(160)	46%	(184)	14%	(57)	400
#1 Issue: Medicare / Social Security	33%	(120)	54%	(195)	13%	(48)	363
#1 Issue: Women's Issues	63%	(72)	22%	(25)	15%	(17)	113
#1 Issue: Education	48%	(60)	38%	(48)	14%	(17)	126
#1 Issue: Energy	59%	(56)	25%	(23)	16%	(15)	94
#1 Issue: Other	35%	(33)	37%	(35)	28%	(27)	96
2016 Vote: Democrat Hillary Clinton	63%	(463)	27%	(199)	10%	(78)	739
2016 Vote: Republican Donald Trump	11%	(83)	83%	(630)	6%	(42)	755
2016 Vote: Someone else	35%	(60)	46%	(79)	18%	(31)	170
2012 Vote: Barack Obama	53%	(460)	35%	(305)	12%	(101)	866
2012 Vote: Mitt Romney	11%	(67)	83%	(502)	6%	(33)	602
2012 Vote: Other	19%	(21)	71%	(76)	9%	(10)	107
2012 Vote: Didn't Vote	36%	(223)	42%	(259)	23%	(142)	625
4-Region: Northeast	34%	(138)	53%	(211)	13%	(52)	402
4-Region: Midwest	33%	(157)	56%	(265)	11%	(52)	474
4-Region: South	33%	(270)	52%	(423)	15%	(122)	815
4-Region: West	40%	(206)	48%	(245)	12%	(60)	511

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	2202	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1142	52%
	N	2202	
age5	Age: 18-29	474	22%
	Age: 30-44	562	26%
	Age: 45-54	311	14%
	Age: 55-64	457	21%
	Age: 65+	398	18%
	N	2202	
xpid3	PID: Dem (no lean)	716	33%
	PID: Ind (no lean)	787	36%
	PID: Rep (no lean)	700	32%
	N	2202	
xpidGender	PID/Gender: Dem Men	312	14%
	PID/Gender: Dem Women	404	18%
	PID/Gender: Ind Men	366	17%
	PID/Gender: Ind Women	420	19%
	PID/Gender: Rep Men	382	17%
	PID/Gender: Rep Women	318	14%
	N	2202	
xdemTea	Tea Party: Supporter	559	25%
	Tea Party: Not Supporter	1622	74%
	N	2181	
xdemIdeo3	Ideo: Liberal (1-3)	769	35%
	Ideo: Moderate (4)	456	21%
	Ideo: Conservative (5-7)	698	32%
	N	1924	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2202	
xdemInc3	Income: Under 50k	1258	57%
	Income: 50k-100k	683	31%
	Income: 100k+	261	12%
	N	2202	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1751	80%
xdemHispBin	Ethnicity: Hispanic	330	15%
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	520	24%
	Relig: Roman Catholic	434	20%
	Relig: Ath./Agn./None	640	29%
	Relig: Something Else	364	17%
	N	1958	
xreligion1	Relig: Jewish	52	2%
xreligion2	Relig: Evangelical	598	27%
	Relig: Non-Evang. Catholics	596	27%
	N	1194	
xreligion3	Relig: All Christian	1194	54%
	Relig: All Non-Christian	1004	46%
	N	2198	
xdemUsr	Community: Urban	609	28%
	Community: Suburban	909	41%
	Community: Rural	684	31%
	N	2202	
xdemEmploy	Employ: Private Sector	623	28%
	Employ: Government	157	7%
	Employ: Self-Employed	216	10%
	Employ: Homemaker	192	9%
	Employ: Student	111	5%
	Employ: Retired	491	22%
	Employ: Unemployed	216	10%
	Employ: Other	196	9%
	N	2202	
xdemMilHH1	Military HH: Yes	429	19%
	Military HH: No	1773	81%
	N	2202	
xnr1	RD/WT: Right Direction	895	41%
	RD/WT: Wrong Track	1307	59%
	N	2202	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	505	23%
	Somewhat Approve	425	19%
	Somewhat Disapprove	294	13%
	Strongly Disapprove	845	38%
	Dont Know / No Opinion	132	6%
	N	2202	
xnr3	#1 Issue: Economy	651	30%
	#1 Issue: Security	359	16%
	#1 Issue: Health Care	400	18%
	#1 Issue: Medicare / Social Security	363	16%
	#1 Issue: Women's Issues	113	5%
	#1 Issue: Education	126	6%
	#1 Issue: Energy	94	4%
	#1 Issue: Other	96	4%
	N	2202	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	739	34%
	2016 Vote: Republican Donald Trump	755	34%
	2016 Vote: Someone else	170	8%
	N	1665	
xsubVote12O	2012 Vote: Barack Obama	866	39%
	2012 Vote: Mitt Romney	602	27%
	2012 Vote: Other	107	5%
	2012 Vote: Didn't Vote	625	28%
	N	2200	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2202	

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

