



National Tracking Poll #180545  
May 23-29, 2018

*Crosstabulation Results*

*Methodology:*

This poll was conducted from May 23-29, 2018, among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table POL21:** 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	56%	(1230)	31%	(684)	6%	(136)	7%	(151)	2201
Gender: Male	62%	(644)	29%	(304)	4%	(41)	5%	(47)	1036
Gender: Female	50%	(586)	33%	(380)	8%	(95)	9%	(104)	1165
Age: 18-29	49%	(214)	28%	(123)	8%	(36)	14%	(61)	434
Age: 30-44	56%	(354)	28%	(177)	7%	(46)	9%	(54)	631
Age: 45-54	60%	(235)	31%	(122)	5%	(19)	4%	(14)	390
Age: 55-64	53%	(157)	36%	(108)	5%	(16)	6%	(17)	298
Age: 65+	60%	(270)	34%	(154)	4%	(19)	1%	(5)	448
Generation Z: 18-21	45%	(56)	28%	(35)	12%	(15)	15%	(19)	125
Millennial: Age 22-37	54%	(358)	27%	(180)	7%	(48)	12%	(77)	663
Generation X: Age 38-53	59%	(366)	31%	(193)	5%	(34)	5%	(31)	624
Boomers: Age 54-72	57%	(390)	34%	(234)	5%	(35)	3%	(23)	682
PID: Dem (no lean)	58%	(391)	30%	(206)	6%	(40)	6%	(41)	678
PID: Ind (no lean)	52%	(450)	29%	(253)	8%	(65)	10%	(90)	858
PID: Rep (no lean)	58%	(389)	34%	(225)	5%	(31)	3%	(20)	665
PID/Gender: Dem Men	63%	(176)	28%	(78)	4%	(11)	6%	(16)	281
PID/Gender: Dem Women	54%	(215)	32%	(128)	7%	(29)	6%	(25)	397
PID/Gender: Ind Men	59%	(235)	30%	(119)	5%	(20)	6%	(25)	399
PID/Gender: Ind Women	47%	(215)	29%	(134)	10%	(45)	14%	(65)	459
PID/Gender: Rep Men	65%	(233)	30%	(107)	3%	(10)	2%	(6)	356
PID/Gender: Rep Women	50%	(156)	38%	(118)	7%	(21)	5%	(14)	309
Ideo: Liberal (1-3)	60%	(423)	28%	(196)	6%	(40)	6%	(45)	704
Ideo: Moderate (4)	55%	(229)	36%	(150)	6%	(25)	4%	(16)	420
Ideo: Conservative (5-7)	61%	(467)	32%	(245)	4%	(33)	3%	(23)	768
Educ: < College	52%	(778)	31%	(467)	7%	(106)	9%	(132)	1483
Educ: Bachelors degree	63%	(263)	31%	(129)	3%	(13)	3%	(14)	419
Educ: Post-grad	63%	(189)	29%	(88)	6%	(17)	2%	(5)	299

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**Table POL21:** *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	56%	(1230)	31%	(684)	6%	(136)	7%	(151)	2201
Income: Under 50k	50%	(601)	33%	(396)	8%	(93)	9%	(113)	1203
Income: 50k-100k	61%	(420)	31%	(211)	5%	(34)	3%	(22)	687
Income: 100k+	67%	(209)	25%	(77)	3%	(9)	5%	(16)	311
Ethnicity: White	57%	(1015)	31%	(554)	5%	(89)	6%	(110)	1768
Ethnicity: Hispanic	47%	(89)	34%	(63)	10%	(18)	10%	(18)	188
Ethnicity: Afr. Am.	55%	(117)	24%	(52)	10%	(21)	11%	(23)	213
Ethnicity: Other	45%	(98)	35%	(78)	12%	(26)	8%	(18)	220
Relig: Protestant	57%	(307)	35%	(190)	5%	(27)	3%	(19)	543
Relig: Roman Catholic	58%	(237)	32%	(132)	6%	(23)	4%	(16)	408
Relig: Ath./Agn./None	57%	(340)	27%	(160)	6%	(35)	10%	(60)	595
Relig: Something Else	50%	(185)	32%	(118)	9%	(33)	9%	(35)	371
Relig: Jewish	60%	(30)	28%	(14)	4%	(2)	8%	(4)	50
Relig: Evangelical	58%	(369)	32%	(203)	6%	(36)	5%	(32)	640
Relig: Non-Evang. Catholics	56%	(335)	34%	(203)	5%	(32)	4%	(23)	593
Relig: All Christian	57%	(704)	33%	(406)	6%	(68)	4%	(55)	1233
Relig: All Non-Christian	54%	(525)	29%	(278)	7%	(68)	10%	(95)	966
Community: Urban	56%	(270)	30%	(143)	7%	(34)	6%	(31)	478
Community: Suburban	57%	(612)	32%	(338)	6%	(60)	6%	(62)	1072
Community: Rural	53%	(348)	31%	(203)	6%	(42)	9%	(58)	651
Employ: Private Sector	60%	(400)	32%	(215)	4%	(30)	3%	(22)	667
Employ: Government	59%	(97)	28%	(46)	7%	(12)	6%	(10)	165
Employ: Self-Employed	62%	(116)	26%	(49)	6%	(11)	5%	(10)	186
Employ: Homemaker	51%	(91)	30%	(54)	7%	(12)	13%	(23)	180
Employ: Student	53%	(58)	25%	(27)	13%	(14)	9%	(10)	109
Employ: Retired	59%	(295)	35%	(177)	4%	(21)	1%	(7)	500
Employ: Unemployed	42%	(73)	27%	(47)	10%	(18)	20%	(34)	172
Employ: Other	45%	(100)	31%	(69)	8%	(18)	16%	(35)	222
Military HH: Yes	58%	(242)	33%	(136)	5%	(22)	4%	(18)	418
Military HH: No	55%	(988)	31%	(548)	6%	(114)	7%	(133)	1783
RD/WT: Right Direction	57%	(498)	32%	(275)	6%	(49)	5%	(47)	869
RD/WT: Wrong Track	55%	(732)	31%	(409)	7%	(87)	8%	(104)	1332

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**Table POL21:** 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	56%	(1230)	31%	(684)	6%	(136)	7%	(151)	2201
Trump Job Approve	59%	(569)	33%	(315)	5%	(46)	4%	(34)	964
Trump Job Disapprove	57%	(625)	30%	(328)	7%	(72)	6%	(70)	1095
Trump Job Strongly Approve	67%	(321)	25%	(121)	3%	(16)	4%	(18)	476
Trump Job Somewhat Approve	51%	(248)	40%	(194)	6%	(30)	3%	(16)	488
Trump Job Somewhat Disapprove	47%	(153)	35%	(115)	10%	(33)	7%	(24)	325
Trump Job Strongly Disapprove	61%	(472)	28%	(213)	5%	(39)	6%	(46)	770
#1 Issue: Economy	56%	(348)	33%	(207)	7%	(43)	4%	(28)	626
#1 Issue: Security	62%	(255)	28%	(114)	6%	(23)	5%	(21)	413
#1 Issue: Health Care	53%	(180)	33%	(114)	5%	(16)	9%	(31)	341
#1 Issue: Medicare / Social Security	54%	(156)	37%	(107)	6%	(16)	3%	(10)	289
#1 Issue: Women's Issues	62%	(70)	24%	(27)	6%	(7)	8%	(9)	113
#1 Issue: Education	52%	(98)	32%	(60)	7%	(13)	10%	(18)	189
#1 Issue: Energy	53%	(48)	29%	(26)	7%	(6)	12%	(11)	91
#1 Issue: Other	54%	(75)	21%	(29)	9%	(12)	17%	(23)	139
2016 Vote: Democrat Hillary Clinton	62%	(421)	28%	(191)	5%	(36)	4%	(29)	677
2016 Vote: Republican Donald Trump	61%	(468)	33%	(252)	4%	(29)	3%	(24)	773
2016 Vote: Someone else	50%	(107)	35%	(74)	7%	(15)	8%	(16)	212
Voted in 2014: Yes	61%	(892)	31%	(446)	5%	(67)	3%	(49)	1454
Voted in 2014: No	45%	(338)	32%	(238)	9%	(69)	14%	(102)	747
2012 Vote: Barack Obama	60%	(497)	31%	(255)	6%	(49)	4%	(33)	834
2012 Vote: Mitt Romney	64%	(371)	30%	(175)	4%	(21)	2%	(10)	577
2012 Vote: Other	57%	(63)	31%	(34)	5%	(6)	7%	(8)	111
2012 Vote: Didn't Vote	44%	(297)	32%	(219)	9%	(60)	15%	(100)	676
4-Region: Northeast	55%	(204)	34%	(127)	6%	(23)	4%	(15)	369
4-Region: Midwest	57%	(277)	31%	(150)	5%	(26)	7%	(35)	488
4-Region: South	59%	(522)	28%	(246)	6%	(54)	7%	(66)	888
4-Region: West	50%	(227)	35%	(161)	7%	(33)	8%	(35)	456
Favorable of Trump	59%	(572)	33%	(320)	5%	(47)	3%	(31)	970
Unfavorable of Trump	57%	(631)	30%	(335)	6%	(69)	6%	(67)	1102

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**Table POL21:** *How much have you seen, read, or heard about NFL players kneeling during the national anthem before the start of football games?*

<b>Demographic</b>	<b>A lot</b>		<b>Some</b>		<b>Not much</b>		<b>Nothing at all</b>		<b>Total N</b>
Adults	56%	(1230)	31%	(684)	6%	(136)	7%	(151)	2201
Very Favorable of Trump	65%	(336)	28%	(146)	4%	(20)	3%	(15)	517
Somewhat Favorable of Trump	52%	(236)	38%	(174)	6%	(27)	4%	(16)	453
Somewhat Unfavorable of Trump	46%	(108)	38%	(89)	11%	(26)	6%	(14)	237
Very Unfavorable of Trump	60%	(523)	28%	(246)	5%	(43)	6%	(53)	865

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table POL22:** As you may know, several NFL players kneeled during the national anthem last season before the start of football games to protest racial injustice. Knowing this, do you have a more or less favorable view of the NFL, or does it not make much difference either way?

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		No difference either way		Don't Know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(227)	9%	(205)	12%	(268)	31%	(691)	25%	(557)	11%	(253)	2201
Gender: Male	10%	(101)	8%	(85)	14%	(142)	34%	(357)	24%	(253)	9%	(98)	1036
Gender: Female	11%	(126)	10%	(120)	11%	(126)	29%	(334)	26%	(304)	13%	(155)	1165
Age: 18-29	12%	(54)	15%	(67)	12%	(50)	15%	(66)	24%	(103)	22%	(94)	434
Age: 30-44	13%	(79)	8%	(52)	11%	(68)	26%	(161)	29%	(180)	14%	(91)	631
Age: 45-54	11%	(44)	9%	(35)	11%	(43)	35%	(135)	27%	(105)	7%	(28)	390
Age: 55-64	6%	(19)	5%	(16)	13%	(40)	43%	(128)	24%	(71)	8%	(24)	298
Age: 65+	7%	(31)	8%	(35)	15%	(67)	45%	(201)	22%	(98)	4%	(16)	448
Generation Z: 18-21	11%	(14)	20%	(25)	10%	(13)	14%	(17)	20%	(25)	25%	(31)	125
Millennial: Age 22-37	13%	(85)	11%	(70)	11%	(75)	20%	(130)	28%	(183)	18%	(120)	663
Generation X: Age 38-53	12%	(75)	9%	(56)	11%	(68)	32%	(200)	27%	(169)	9%	(56)	624
Boomers: Age 54-72	7%	(47)	6%	(43)	13%	(91)	43%	(295)	24%	(162)	6%	(44)	682
PID: Dem (no lean)	19%	(129)	14%	(93)	10%	(69)	14%	(95)	33%	(224)	10%	(68)	678
PID: Ind (no lean)	8%	(67)	8%	(67)	13%	(109)	26%	(221)	29%	(250)	17%	(144)	858
PID: Rep (no lean)	5%	(31)	7%	(45)	14%	(90)	56%	(375)	12%	(83)	6%	(41)	665
PID/Gender: Dem Men	22%	(63)	12%	(33)	10%	(29)	12%	(34)	32%	(90)	11%	(32)	281
PID/Gender: Dem Women	17%	(66)	15%	(60)	10%	(40)	15%	(61)	34%	(134)	9%	(36)	397
PID/Gender: Ind Men	6%	(22)	8%	(32)	15%	(60)	28%	(110)	31%	(123)	13%	(52)	399
PID/Gender: Ind Women	10%	(45)	8%	(35)	11%	(49)	24%	(111)	28%	(127)	20%	(92)	459
PID/Gender: Rep Men	4%	(16)	6%	(20)	15%	(53)	60%	(213)	11%	(40)	4%	(14)	356
PID/Gender: Rep Women	5%	(15)	8%	(25)	12%	(37)	52%	(162)	14%	(43)	9%	(27)	309
Ideo: Liberal (1-3)	18%	(124)	17%	(119)	10%	(72)	11%	(77)	35%	(244)	10%	(68)	704
Ideo: Moderate (4)	10%	(40)	7%	(29)	13%	(54)	30%	(128)	32%	(133)	9%	(36)	420
Ideo: Conservative (5-7)	4%	(29)	6%	(47)	16%	(122)	55%	(424)	14%	(106)	5%	(40)	768
Educ: < College	10%	(155)	10%	(141)	11%	(166)	31%	(458)	24%	(351)	14%	(212)	1483
Educ: Bachelors degree	9%	(39)	9%	(37)	15%	(64)	34%	(144)	27%	(113)	5%	(22)	419
Educ: Post-grad	11%	(33)	9%	(27)	13%	(38)	30%	(89)	31%	(93)	6%	(19)	299

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**Table POL22:** As you may know, several NFL players kneeled during the national anthem last season before the start of football games to protest racial injustice. Knowing this, do you have a more or less favorable view of the NFL, or does it not make much difference either way?

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		No difference either way		Don't Know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(227)	9%	(205)	12%	(268)	31%	(691)	25%	(557)	11%	(253)	2201
Income: Under 50k	12%	(139)	9%	(114)	11%	(137)	29%	(345)	24%	(285)	15%	(183)	1203
Income: 50k-100k	9%	(63)	9%	(61)	13%	(90)	35%	(238)	27%	(183)	8%	(52)	687
Income: 100k+	8%	(25)	10%	(30)	13%	(41)	35%	(108)	29%	(89)	6%	(18)	311
Ethnicity: White	8%	(136)	8%	(143)	14%	(239)	35%	(621)	25%	(441)	11%	(188)	1768
Ethnicity: Hispanic	15%	(28)	16%	(31)	12%	(22)	18%	(34)	28%	(53)	11%	(20)	188
Ethnicity: Afr. Am.	31%	(67)	13%	(27)	4%	(9)	9%	(20)	30%	(63)	13%	(27)	213
Ethnicity: Other	11%	(24)	16%	(35)	9%	(20)	23%	(50)	24%	(53)	17%	(38)	220
Relig: Protestant	7%	(39)	7%	(37)	12%	(64)	47%	(253)	21%	(112)	7%	(38)	543
Relig: Roman Catholic	11%	(43)	10%	(40)	17%	(70)	33%	(136)	23%	(93)	6%	(26)	408
Relig: Ath./Agn./None	11%	(68)	9%	(55)	9%	(56)	19%	(111)	34%	(203)	17%	(102)	595
Relig: Something Else	11%	(41)	13%	(48)	12%	(46)	24%	(90)	26%	(96)	13%	(50)	371
Relig: Jewish	6%	(3)	10%	(5)	16%	(8)	26%	(13)	34%	(17)	8%	(4)	50
Relig: Evangelical	11%	(70)	8%	(52)	11%	(68)	44%	(283)	17%	(108)	9%	(59)	640
Relig: Non-Evang. Catholics	8%	(48)	8%	(50)	17%	(98)	35%	(207)	25%	(149)	7%	(41)	593
Relig: All Christian	10%	(118)	8%	(102)	13%	(166)	40%	(490)	21%	(257)	8%	(100)	1233
Relig: All Non-Christian	11%	(109)	11%	(103)	11%	(102)	21%	(201)	31%	(299)	16%	(152)	966
Community: Urban	17%	(79)	9%	(45)	11%	(54)	22%	(103)	30%	(142)	12%	(55)	478
Community: Suburban	9%	(97)	10%	(105)	13%	(136)	31%	(330)	27%	(286)	11%	(118)	1072
Community: Rural	8%	(51)	8%	(55)	12%	(78)	40%	(258)	20%	(129)	12%	(80)	651
Employ: Private Sector	11%	(75)	9%	(61)	14%	(96)	30%	(201)	28%	(184)	7%	(50)	667
Employ: Government	12%	(19)	12%	(19)	12%	(20)	24%	(40)	33%	(54)	8%	(13)	165
Employ: Self-Employed	11%	(21)	10%	(19)	6%	(11)	34%	(64)	27%	(50)	11%	(21)	186
Employ: Homemaker	7%	(12)	7%	(12)	12%	(21)	32%	(58)	23%	(42)	19%	(35)	180
Employ: Student	11%	(12)	23%	(25)	13%	(14)	15%	(16)	28%	(31)	10%	(11)	109
Employ: Retired	7%	(35)	7%	(35)	13%	(67)	45%	(223)	24%	(118)	4%	(22)	500
Employ: Unemployed	17%	(29)	8%	(14)	8%	(13)	20%	(34)	20%	(35)	27%	(47)	172
Employ: Other	11%	(24)	9%	(20)	12%	(26)	25%	(55)	19%	(43)	24%	(54)	222
Military HH: Yes	9%	(37)	6%	(27)	14%	(58)	41%	(171)	23%	(96)	7%	(29)	418
Military HH: No	11%	(190)	10%	(178)	12%	(210)	29%	(520)	26%	(461)	13%	(224)	1783

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**Table POL22:** As you may know, several NFL players kneeled during the national anthem last season before the start of football games to protest racial injustice. Knowing this, do you have a more or less favorable view of the NFL, or does it not make much difference either way?

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		No difference either way		Don't Know/No Opinion		Total N
Adults	10%	(227)	9%	(205)	12%	(268)	31%	(691)	25%	(557)	11%	(253)	2201
RD/WT: Right Direction	5%	(46)	6%	(50)	16%	(138)	51%	(446)	13%	(111)	9%	(78)	869
RD/WT: Wrong Track	14%	(181)	12%	(155)	10%	(130)	18%	(245)	33%	(446)	13%	(175)	1332
Trump Job Approve	4%	(40)	6%	(54)	16%	(152)	55%	(526)	12%	(117)	8%	(75)	964
Trump Job Disapprove	16%	(176)	13%	(143)	10%	(106)	14%	(148)	37%	(409)	10%	(113)	1095
Trump Job Strongly Approve	5%	(24)	4%	(21)	10%	(48)	68%	(322)	7%	(34)	6%	(27)	476
Trump Job Somewhat Approve	3%	(16)	7%	(33)	21%	(104)	42%	(204)	17%	(83)	10%	(48)	488
Trump Job Somewhat Disapprove	8%	(27)	12%	(40)	15%	(48)	18%	(60)	35%	(113)	11%	(37)	325
Trump Job Strongly Disapprove	19%	(149)	13%	(103)	8%	(58)	11%	(88)	38%	(296)	10%	(76)	770
#1 Issue: Economy	10%	(60)	7%	(45)	12%	(76)	33%	(204)	29%	(183)	9%	(58)	626
#1 Issue: Security	6%	(25)	8%	(32)	15%	(61)	50%	(206)	14%	(58)	8%	(31)	413
#1 Issue: Health Care	12%	(41)	11%	(36)	12%	(41)	22%	(74)	27%	(92)	17%	(57)	341
#1 Issue: Medicare / Social Security	9%	(27)	9%	(25)	13%	(37)	40%	(115)	23%	(66)	7%	(19)	289
#1 Issue: Women's Issues	19%	(22)	16%	(18)	8%	(9)	12%	(13)	29%	(33)	16%	(18)	113
#1 Issue: Education	13%	(25)	14%	(27)	12%	(22)	20%	(38)	30%	(56)	11%	(21)	189
#1 Issue: Energy	12%	(11)	13%	(12)	10%	(9)	16%	(15)	35%	(32)	13%	(12)	91
#1 Issue: Other	12%	(16)	7%	(10)	9%	(13)	19%	(26)	27%	(37)	27%	(37)	139
2016 Vote: Democrat Hillary Clinton	17%	(117)	14%	(97)	10%	(67)	12%	(79)	38%	(260)	8%	(57)	677
2016 Vote: Republican Donald Trump	4%	(33)	4%	(34)	15%	(117)	59%	(457)	11%	(88)	6%	(44)	773
2016 Vote: Someone else	11%	(23)	10%	(21)	11%	(24)	19%	(41)	37%	(78)	12%	(25)	212
Voted in 2014: Yes	11%	(160)	9%	(125)	13%	(183)	35%	(513)	26%	(379)	6%	(94)	1454
Voted in 2014: No	9%	(67)	11%	(80)	11%	(85)	24%	(178)	24%	(178)	21%	(159)	747
2012 Vote: Barack Obama	17%	(139)	11%	(90)	11%	(91)	17%	(144)	36%	(302)	8%	(68)	834
2012 Vote: Mitt Romney	4%	(23)	5%	(29)	14%	(79)	61%	(354)	12%	(72)	3%	(20)	577
2012 Vote: Other	3%	(3)	3%	(3)	17%	(19)	40%	(44)	28%	(31)	10%	(11)	111
2012 Vote: Didn't Vote	9%	(60)	12%	(83)	12%	(79)	22%	(149)	22%	(151)	23%	(154)	676
4-Region: Northeast	10%	(38)	8%	(29)	13%	(48)	30%	(109)	30%	(111)	9%	(34)	369
4-Region: Midwest	9%	(46)	8%	(38)	11%	(56)	34%	(167)	25%	(121)	12%	(60)	488
4-Region: South	13%	(113)	10%	(86)	13%	(114)	33%	(292)	21%	(189)	11%	(94)	888
4-Region: West	7%	(30)	11%	(52)	11%	(50)	27%	(123)	30%	(136)	14%	(65)	456

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**Table POL22:** As you may know, several NFL players kneeled during the national anthem last season before the start of football games to protest racial injustice. Knowing this, do you have a more or less favorable view of the NFL, or does it not make much difference either way?

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	No difference either way	Don't Know/No Opinion	Total N
Adults	10% (227)	9% (205)	12% (268)	31% (691)	25% (557)	11% (253)	2201
Favorable of Trump	5% (45)	6% (56)	16% (158)	55% (530)	11% (111)	7% (70)	970
Unfavorable of Trump	16% (173)	13% (142)	10% (107)	14% (149)	38% (420)	10% (111)	1102
Very Favorable of Trump	6% (31)	5% (25)	11% (58)	65% (335)	9% (44)	5% (24)	517
Somewhat Favorable of Trump	3% (14)	7% (31)	22% (100)	43% (195)	15% (67)	10% (46)	453
Somewhat Unfavorable of Trump	7% (16)	13% (31)	15% (35)	19% (45)	36% (85)	11% (25)	237
Very Unfavorable of Trump	18% (157)	13% (111)	8% (72)	12% (104)	39% (335)	10% (86)	865

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table POL23:** *And knowing this, do you have a more or less favorable view of brands that sponsor the NFL, or does it not make much difference either way?*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		No difference either way		Don't Know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(158)	6%	(122)	12%	(256)	20%	(450)	42%	(914)	14%	(301)	2201
Gender: Male	7%	(69)	6%	(60)	12%	(128)	23%	(240)	41%	(422)	11%	(117)	1036
Gender: Female	8%	(89)	5%	(62)	11%	(128)	18%	(210)	42%	(492)	16%	(184)	1165
Age: 18-29	9%	(39)	6%	(28)	11%	(46)	10%	(45)	41%	(177)	23%	(99)	434
Age: 30-44	9%	(59)	5%	(32)	9%	(55)	16%	(101)	44%	(275)	17%	(109)	631
Age: 45-54	8%	(33)	5%	(21)	14%	(53)	23%	(90)	39%	(154)	10%	(39)	390
Age: 55-64	5%	(15)	4%	(13)	13%	(40)	27%	(81)	39%	(116)	11%	(33)	298
Age: 65+	3%	(12)	6%	(28)	14%	(62)	30%	(133)	43%	(192)	5%	(21)	448
Generation Z: 18-21	6%	(8)	7%	(9)	11%	(14)	13%	(16)	38%	(47)	25%	(31)	125
Millennial: Age 22-37	10%	(68)	5%	(33)	9%	(60)	12%	(78)	43%	(287)	21%	(137)	663
Generation X: Age 38-53	8%	(53)	6%	(36)	12%	(73)	21%	(130)	41%	(258)	12%	(74)	624
Boomers: Age 54-72	4%	(27)	5%	(34)	13%	(90)	28%	(193)	41%	(283)	8%	(55)	682
PID: Dem (no lean)	13%	(88)	8%	(57)	7%	(48)	10%	(71)	49%	(335)	12%	(79)	678
PID: Ind (no lean)	5%	(44)	4%	(37)	11%	(93)	15%	(132)	44%	(381)	20%	(171)	858
PID: Rep (no lean)	4%	(26)	4%	(28)	17%	(115)	37%	(247)	30%	(198)	8%	(51)	665
PID/Gender: Dem Men	16%	(45)	9%	(25)	7%	(19)	10%	(29)	46%	(128)	12%	(35)	281
PID/Gender: Dem Women	11%	(43)	8%	(32)	7%	(29)	11%	(42)	52%	(207)	11%	(44)	397
PID/Gender: Ind Men	3%	(12)	5%	(20)	13%	(50)	17%	(67)	47%	(188)	16%	(62)	399
PID/Gender: Ind Women	7%	(32)	4%	(17)	9%	(43)	14%	(65)	42%	(193)	24%	(109)	459
PID/Gender: Rep Men	3%	(12)	4%	(15)	17%	(59)	40%	(144)	30%	(106)	6%	(20)	356
PID/Gender: Rep Women	5%	(14)	4%	(13)	18%	(56)	33%	(103)	30%	(92)	10%	(31)	309
Ideo: Liberal (1-3)	12%	(81)	9%	(62)	9%	(61)	8%	(58)	51%	(359)	12%	(83)	704
Ideo: Moderate (4)	7%	(28)	5%	(21)	12%	(49)	17%	(72)	47%	(199)	12%	(51)	420
Ideo: Conservative (5-7)	3%	(25)	4%	(31)	16%	(125)	36%	(279)	33%	(254)	7%	(54)	768
Educ: < College	8%	(115)	5%	(81)	11%	(162)	21%	(316)	38%	(568)	16%	(241)	1483
Educ: Bachelors degree	5%	(21)	5%	(23)	14%	(58)	19%	(78)	49%	(206)	8%	(33)	419
Educ: Post-grad	7%	(22)	6%	(18)	12%	(36)	19%	(56)	47%	(140)	9%	(27)	299

Continued on next page

**Table POL23:** *And knowing this, do you have a more or less favorable view of brands that sponsor the NFL, or does it not make much difference either way?*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		No difference either way		Don't Know/No Opinion		Total N
Adults	7%	(158)	6%	(122)	12%	(256)	20%	(450)	42%	(914)	14%	(301)	2201
Income: Under 50k	8%	(100)	6%	(74)	10%	(124)	20%	(236)	38%	(459)	17%	(210)	1203
Income: 50k-100k	6%	(41)	5%	(37)	14%	(95)	22%	(152)	44%	(301)	9%	(61)	687
Income: 100k+	5%	(17)	4%	(11)	12%	(37)	20%	(62)	50%	(154)	10%	(30)	311
Ethnicity: White	5%	(94)	5%	(84)	12%	(221)	22%	(395)	42%	(744)	13%	(230)	1768
Ethnicity: Hispanic	9%	(17)	12%	(23)	9%	(16)	17%	(32)	43%	(80)	11%	(20)	188
Ethnicity: Afr. Am.	23%	(48)	9%	(20)	6%	(13)	9%	(19)	38%	(81)	15%	(32)	213
Ethnicity: Other	7%	(16)	8%	(18)	10%	(22)	16%	(36)	40%	(89)	18%	(39)	220
Relig: Protestant	4%	(22)	5%	(26)	13%	(68)	28%	(150)	41%	(225)	10%	(52)	543
Relig: Roman Catholic	8%	(33)	6%	(23)	16%	(67)	22%	(91)	39%	(158)	9%	(36)	408
Relig: Ath./Agn./None	7%	(43)	5%	(27)	9%	(53)	13%	(76)	48%	(285)	19%	(111)	595
Relig: Something Else	8%	(28)	8%	(28)	10%	(38)	16%	(60)	43%	(158)	16%	(59)	371
Relig: Jewish	—	(0)	8%	(4)	10%	(5)	12%	(6)	60%	(30)	10%	(5)	50
Relig: Evangelical	8%	(54)	5%	(32)	13%	(84)	29%	(185)	33%	(212)	11%	(73)	640
Relig: Non-Evang. Catholics	6%	(33)	6%	(35)	14%	(81)	22%	(128)	44%	(258)	10%	(58)	593
Relig: All Christian	7%	(87)	5%	(67)	13%	(165)	25%	(313)	38%	(470)	11%	(131)	1233
Relig: All Non-Christian	7%	(71)	6%	(55)	9%	(91)	14%	(136)	46%	(443)	18%	(170)	966
Community: Urban	11%	(53)	7%	(34)	11%	(52)	14%	(67)	45%	(214)	12%	(58)	478
Community: Suburban	6%	(67)	5%	(53)	12%	(127)	20%	(214)	43%	(463)	14%	(148)	1072
Community: Rural	6%	(38)	5%	(35)	12%	(77)	26%	(169)	36%	(237)	15%	(95)	651
Employ: Private Sector	7%	(50)	5%	(36)	13%	(86)	19%	(124)	45%	(301)	10%	(70)	667
Employ: Government	8%	(14)	7%	(11)	9%	(15)	17%	(28)	49%	(81)	10%	(16)	165
Employ: Self-Employed	11%	(21)	5%	(10)	13%	(24)	21%	(39)	35%	(65)	15%	(27)	186
Employ: Homemaker	6%	(10)	4%	(7)	10%	(18)	19%	(34)	40%	(72)	22%	(39)	180
Employ: Student	6%	(7)	8%	(9)	7%	(8)	15%	(16)	51%	(56)	12%	(13)	109
Employ: Retired	4%	(19)	6%	(28)	12%	(61)	32%	(158)	41%	(207)	5%	(27)	500
Employ: Unemployed	11%	(19)	5%	(9)	15%	(25)	9%	(16)	31%	(54)	28%	(49)	172
Employ: Other	8%	(18)	5%	(12)	9%	(19)	16%	(35)	35%	(78)	27%	(60)	222
Military HH: Yes	6%	(24)	6%	(25)	12%	(52)	28%	(118)	38%	(157)	10%	(42)	418
Military HH: No	8%	(134)	5%	(97)	11%	(204)	19%	(332)	42%	(757)	15%	(259)	1783

Continued on next page

**Table POL23:** *And knowing this, do you have a more or less favorable view of brands that sponsor the NFL, or does it not make much difference either way?*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		No difference either way		Don't Know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(158)	6%	(122)	12%	(256)	20%	(450)	42%	(914)	14%	(301)	2201
RD/WT: Right Direction	5%	(41)	5%	(40)	16%	(137)	34%	(297)	30%	(257)	11%	(97)	869
RD/WT: Wrong Track	9%	(117)	6%	(82)	9%	(119)	11%	(153)	49%	(657)	15%	(204)	1332
Trump Job Approve	4%	(37)	4%	(40)	16%	(158)	36%	(346)	29%	(282)	10%	(101)	964
Trump Job Disapprove	10%	(114)	7%	(78)	8%	(87)	9%	(98)	53%	(584)	12%	(134)	1095
Trump Job Strongly Approve	5%	(23)	4%	(19)	14%	(68)	46%	(220)	23%	(111)	7%	(35)	476
Trump Job Somewhat Approve	3%	(14)	4%	(21)	18%	(90)	26%	(126)	35%	(171)	14%	(66)	488
Trump Job Somewhat Disapprove	7%	(23)	4%	(14)	13%	(42)	11%	(35)	50%	(164)	14%	(47)	325
Trump Job Strongly Disapprove	12%	(91)	8%	(64)	6%	(45)	8%	(63)	55%	(420)	11%	(87)	770
#1 Issue: Economy	7%	(41)	4%	(24)	12%	(73)	19%	(119)	47%	(292)	12%	(77)	626
#1 Issue: Security	5%	(20)	5%	(21)	16%	(68)	36%	(147)	29%	(120)	9%	(37)	413
#1 Issue: Health Care	9%	(32)	7%	(24)	10%	(34)	11%	(38)	43%	(145)	20%	(68)	341
#1 Issue: Medicare / Social Security	4%	(13)	7%	(20)	11%	(32)	27%	(79)	43%	(123)	8%	(22)	289
#1 Issue: Women's Issues	16%	(18)	7%	(8)	4%	(4)	10%	(11)	47%	(53)	17%	(19)	113
#1 Issue: Education	8%	(15)	7%	(13)	11%	(21)	16%	(30)	47%	(88)	12%	(22)	189
#1 Issue: Energy	10%	(9)	4%	(4)	13%	(12)	14%	(13)	44%	(40)	14%	(13)	91
#1 Issue: Other	7%	(10)	6%	(8)	9%	(12)	9%	(13)	38%	(53)	31%	(43)	139
2016 Vote: Democrat Hillary Clinton	11%	(76)	8%	(53)	8%	(53)	8%	(51)	56%	(376)	10%	(68)	677
2016 Vote: Republican Donald Trump	4%	(28)	3%	(25)	17%	(132)	40%	(307)	28%	(220)	8%	(61)	773
2016 Vote: Someone else	6%	(12)	5%	(11)	8%	(16)	14%	(29)	54%	(114)	14%	(30)	212
Voted in 2014: Yes	7%	(107)	5%	(79)	12%	(175)	24%	(345)	43%	(628)	8%	(120)	1454
Voted in 2014: No	7%	(51)	6%	(43)	11%	(81)	14%	(105)	38%	(286)	24%	(181)	747
2012 Vote: Barack Obama	10%	(82)	7%	(58)	10%	(80)	12%	(96)	51%	(427)	11%	(91)	834
2012 Vote: Mitt Romney	3%	(19)	4%	(21)	16%	(95)	41%	(236)	30%	(174)	6%	(32)	577
2012 Vote: Other	3%	(3)	1%	(1)	12%	(13)	26%	(29)	47%	(52)	12%	(13)	111
2012 Vote: Didn't Vote	8%	(53)	6%	(42)	10%	(68)	13%	(89)	38%	(259)	24%	(165)	676
4-Region: Northeast	7%	(24)	5%	(17)	12%	(46)	16%	(60)	48%	(178)	12%	(44)	369
4-Region: Midwest	6%	(28)	6%	(27)	11%	(52)	23%	(110)	42%	(204)	14%	(67)	488
4-Region: South	10%	(86)	6%	(52)	12%	(110)	21%	(190)	37%	(328)	14%	(122)	888
4-Region: West	4%	(20)	6%	(26)	11%	(48)	20%	(90)	45%	(204)	15%	(68)	456

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**Table POL23:** *And knowing this, do you have a more or less favorable view of brands that sponsor the NFL, or does it not make much difference either way?*

<b>Demographic</b>	<b>Much more favorable</b>	<b>Somewhat more favorable</b>	<b>Somewhat less favorable</b>	<b>Much less favorable</b>	<b>No difference either way</b>	<b>Don't Know/No Opinion</b>	<b>Total N</b>
Adults	7% (158)	6% (122)	12% (256)	20% (450)	42% (914)	14% (301)	2201
Favorable of Trump	4% (39)	4% (42)	17% (162)	36% (353)	29% (280)	10% (94)	970
Unfavorable of Trump	10% (112)	7% (77)	8% (88)	8% (90)	55% (603)	12% (132)	1102
Very Favorable of Trump	5% (27)	4% (23)	15% (78)	45% (235)	23% (121)	6% (33)	517
Somewhat Favorable of Trump	3% (12)	4% (19)	19% (84)	26% (118)	35% (159)	13% (61)	453
Somewhat Unfavorable of Trump	6% (14)	6% (14)	12% (29)	9% (21)	54% (128)	13% (31)	237
Very Unfavorable of Trump	11% (98)	7% (63)	7% (59)	8% (69)	55% (475)	12% (101)	865

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table POL24:** 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		Don't Know/No Opinion		Total N
Adults	23%	(511)	12%	(275)	10%	(218)	41%	(904)	13%	(293)	2201
Gender: Male	23%	(234)	11%	(116)	11%	(113)	45%	(462)	11%	(111)	1036
Gender: Female	24%	(277)	14%	(159)	9%	(105)	38%	(442)	16%	(182)	1165
Age: 18-29	28%	(121)	19%	(83)	12%	(52)	19%	(84)	22%	(94)	434
Age: 30-44	26%	(164)	15%	(92)	10%	(61)	33%	(207)	17%	(107)	631
Age: 45-54	24%	(94)	9%	(34)	11%	(42)	47%	(185)	9%	(35)	390
Age: 55-64	20%	(60)	7%	(21)	7%	(22)	54%	(162)	11%	(33)	298
Age: 65+	16%	(72)	10%	(45)	9%	(41)	59%	(266)	5%	(24)	448
Generation Z: 18-21	25%	(31)	23%	(29)	10%	(13)	16%	(20)	26%	(32)	125
Millennial: Age 22-37	29%	(194)	16%	(105)	11%	(75)	24%	(160)	19%	(129)	663
Generation X: Age 38-53	23%	(143)	11%	(69)	10%	(61)	45%	(281)	11%	(70)	624
Boomers: Age 54-72	19%	(132)	9%	(60)	10%	(65)	54%	(370)	8%	(55)	682
PID: Dem (no lean)	46%	(314)	17%	(115)	9%	(58)	16%	(108)	12%	(83)	678
PID: Ind (no lean)	19%	(165)	14%	(117)	13%	(110)	34%	(295)	20%	(171)	858
PID: Rep (no lean)	5%	(32)	6%	(43)	8%	(50)	75%	(501)	6%	(39)	665
PID/Gender: Dem Men	51%	(144)	16%	(45)	8%	(23)	15%	(41)	10%	(28)	281
PID/Gender: Dem Women	43%	(170)	18%	(70)	9%	(35)	17%	(67)	14%	(55)	397
PID/Gender: Ind Men	19%	(77)	13%	(50)	15%	(58)	37%	(149)	16%	(65)	399
PID/Gender: Ind Women	19%	(88)	15%	(67)	11%	(52)	32%	(146)	23%	(106)	459
PID/Gender: Rep Men	4%	(13)	6%	(21)	9%	(32)	76%	(272)	5%	(18)	356
PID/Gender: Rep Women	6%	(19)	7%	(22)	6%	(18)	74%	(229)	7%	(21)	309
Ideo: Liberal (1-3)	45%	(320)	21%	(149)	8%	(53)	14%	(98)	12%	(84)	704
Ideo: Moderate (4)	19%	(80)	13%	(54)	14%	(57)	41%	(174)	13%	(55)	420
Ideo: Conservative (5-7)	6%	(45)	6%	(43)	11%	(82)	72%	(550)	6%	(48)	768
Educ: < College	22%	(332)	11%	(167)	9%	(136)	42%	(619)	15%	(229)	1483
Educ: Bachelors degree	22%	(92)	15%	(61)	12%	(52)	43%	(181)	8%	(33)	419
Educ: Post-grad	29%	(87)	16%	(47)	10%	(30)	35%	(104)	10%	(31)	299
Income: Under 50k	24%	(290)	12%	(141)	9%	(106)	38%	(460)	17%	(206)	1203
Income: 50k-100k	23%	(155)	14%	(95)	10%	(70)	45%	(311)	8%	(56)	687
Income: 100k+	21%	(66)	13%	(39)	14%	(42)	43%	(133)	10%	(31)	311

Continued on next page

**Table POL24:** 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	Don't Know/No Opinion	Total N
Adults	23% (511)	12% (275)	10% (218)	41% (904)	13% (293)	2201
Ethnicity: White	18% (327)	11% (198)	11% (187)	48% (841)	12% (215)	1768
Ethnicity: Hispanic	29% (54)	19% (36)	14% (26)	22% (41)	16% (31)	188
Ethnicity: Afr. Am.	59% (125)	15% (33)	5% (11)	4% (8)	17% (36)	213
Ethnicity: Other	27% (59)	20% (44)	9% (20)	25% (55)	19% (42)	220
Relig: Protestant	13% (73)	8% (46)	9% (50)	60% (328)	8% (46)	543
Relig: Roman Catholic	19% (79)	13% (53)	11% (44)	49% (198)	8% (34)	408
Relig: Ath./Agn./None	33% (199)	14% (86)	8% (49)	23% (137)	21% (124)	595
Relig: Something Else	25% (91)	16% (59)	13% (48)	30% (111)	17% (62)	371
Relig: Jewish	18% (9)	22% (11)	18% (9)	36% (18)	6% (3)	50
Relig: Evangelical	17% (110)	10% (63)	10% (63)	56% (356)	8% (48)	640
Relig: Non-Evang. Catholics	19% (111)	11% (66)	10% (58)	51% (300)	10% (58)	593
Relig: All Christian	18% (221)	10% (129)	10% (121)	53% (656)	9% (106)	1233
Relig: All Non-Christian	30% (290)	15% (145)	10% (97)	26% (248)	19% (186)	966
Community: Urban	34% (161)	14% (68)	10% (46)	28% (135)	14% (68)	478
Community: Suburban	22% (238)	14% (148)	11% (119)	40% (430)	13% (137)	1072
Community: Rural	17% (112)	9% (59)	8% (53)	52% (339)	14% (88)	651
Employ: Private Sector	23% (151)	13% (85)	13% (88)	41% (274)	10% (69)	667
Employ: Government	27% (44)	18% (29)	11% (18)	33% (54)	12% (20)	165
Employ: Self-Employed	29% (54)	11% (20)	7% (13)	39% (72)	15% (27)	186
Employ: Homemaker	18% (32)	12% (22)	11% (20)	42% (75)	17% (31)	180
Employ: Student	29% (32)	26% (28)	6% (7)	18% (20)	20% (22)	109
Employ: Retired	18% (91)	9% (47)	8% (40)	58% (291)	6% (31)	500
Employ: Unemployed	32% (55)	9% (15)	8% (13)	27% (46)	25% (43)	172
Employ: Other	23% (52)	13% (29)	9% (19)	32% (72)	23% (50)	222
Military HH: Yes	17% (72)	11% (47)	9% (37)	54% (225)	9% (37)	418
Military HH: No	25% (439)	13% (228)	10% (181)	38% (679)	14% (256)	1783
RD/WT: Right Direction	6% (53)	7% (57)	10% (85)	68% (592)	9% (82)	869
RD/WT: Wrong Track	34% (458)	16% (218)	10% (133)	23% (312)	16% (211)	1332
Trump Job Approve	5% (52)	5% (52)	10% (95)	72% (696)	7% (69)	964
Trump Job Disapprove	40% (436)	19% (207)	10% (108)	17% (189)	14% (155)	1095

Continued on next page



**Table POL24:** 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		Don't Know/No Opinion		Total N
Adults	23%	(511)	12%	(275)	10%	(218)	41%	(904)	13%	(293)	2201
Trump Job Strongly Approve	5%	(25)	3%	(13)	5%	(22)	83%	(395)	4%	(21)	476
Trump Job Somewhat Approve	6%	(27)	8%	(39)	15%	(73)	62%	(301)	10%	(48)	488
Trump Job Somewhat Disapprove	16%	(53)	26%	(85)	14%	(47)	29%	(93)	14%	(47)	325
Trump Job Strongly Disapprove	50%	(383)	16%	(122)	8%	(61)	12%	(96)	14%	(108)	770
#1 Issue: Economy	22%	(138)	10%	(64)	13%	(82)	42%	(262)	13%	(80)	626
#1 Issue: Security	8%	(34)	9%	(37)	8%	(32)	65%	(270)	10%	(40)	413
#1 Issue: Health Care	32%	(108)	16%	(53)	8%	(28)	29%	(98)	16%	(54)	341
#1 Issue: Medicare / Social Security	19%	(55)	10%	(28)	9%	(27)	54%	(155)	8%	(24)	289
#1 Issue: Women's Issues	44%	(50)	17%	(19)	6%	(7)	17%	(19)	16%	(18)	113
#1 Issue: Education	29%	(54)	19%	(36)	10%	(19)	28%	(53)	14%	(27)	189
#1 Issue: Energy	26%	(24)	23%	(21)	11%	(10)	20%	(18)	20%	(18)	91
#1 Issue: Other	35%	(48)	12%	(17)	9%	(13)	21%	(29)	23%	(32)	139
2016 Vote: Democrat Hillary Clinton	46%	(313)	19%	(130)	11%	(72)	13%	(87)	11%	(75)	677
2016 Vote: Republican Donald Trump	4%	(29)	4%	(33)	8%	(62)	78%	(605)	6%	(44)	773
2016 Vote: Someone else	28%	(59)	17%	(35)	15%	(32)	26%	(55)	15%	(31)	212
Voted in 2014: Yes	24%	(355)	12%	(176)	9%	(138)	46%	(662)	8%	(123)	1454
Voted in 2014: No	21%	(156)	13%	(99)	11%	(80)	32%	(242)	23%	(170)	747
2012 Vote: Barack Obama	39%	(328)	16%	(137)	9%	(75)	24%	(202)	11%	(92)	834
2012 Vote: Mitt Romney	5%	(27)	4%	(24)	9%	(51)	78%	(450)	4%	(25)	577
2012 Vote: Other	14%	(16)	8%	(9)	15%	(17)	49%	(54)	14%	(15)	111
2012 Vote: Didn't Vote	21%	(139)	15%	(104)	11%	(75)	29%	(197)	24%	(161)	676
4-Region: Northeast	21%	(79)	12%	(44)	12%	(44)	43%	(160)	11%	(42)	369
4-Region: Midwest	23%	(114)	11%	(55)	7%	(35)	44%	(214)	14%	(70)	488
4-Region: South	24%	(212)	12%	(107)	9%	(79)	43%	(379)	12%	(111)	888
4-Region: West	23%	(106)	15%	(69)	13%	(60)	33%	(151)	15%	(70)	456
Favorable of Trump	5%	(50)	6%	(56)	10%	(97)	73%	(705)	6%	(62)	970
Unfavorable of Trump	40%	(442)	19%	(207)	10%	(112)	17%	(185)	14%	(156)	1102
Very Favorable of Trump	6%	(30)	3%	(16)	5%	(24)	83%	(429)	3%	(18)	517
Somewhat Favorable of Trump	4%	(20)	9%	(40)	16%	(73)	61%	(276)	10%	(44)	453
Somewhat Unfavorable of Trump	17%	(40)	23%	(54)	15%	(36)	28%	(66)	17%	(41)	237
Very Unfavorable of Trump	46%	(402)	18%	(153)	9%	(76)	14%	(119)	13%	(115)	865

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table POL25:** 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.		Don't Know/No Opinion	Total N	
Adults	40%	(879)	44%	(976)	16%	(346)	2201
Gender: Male	39%	(403)	49%	(512)	12%	(121)	1036
Gender: Female	41%	(476)	40%	(464)	19%	(225)	1165
Age: 18-29	50%	(218)	27%	(118)	23%	(98)	434
Age: 30-44	44%	(276)	38%	(240)	18%	(115)	631
Age: 45-54	37%	(145)	50%	(196)	13%	(49)	390
Age: 55-64	35%	(103)	50%	(150)	15%	(45)	298
Age: 65+	31%	(137)	61%	(272)	9%	(39)	448
Generation Z: 18-21	54%	(68)	21%	(26)	25%	(31)	125
Millennial: Age 22-37	48%	(315)	32%	(209)	21%	(139)	663
Generation X: Age 38-53	38%	(240)	48%	(299)	14%	(85)	624
Boomers: Age 54-72	33%	(227)	55%	(373)	12%	(82)	682
PID: Dem (no lean)	67%	(454)	20%	(137)	13%	(87)	678
PID: Ind (no lean)	37%	(318)	40%	(340)	23%	(200)	858
PID: Rep (no lean)	16%	(107)	75%	(499)	9%	(59)	665
PID/Gender: Dem Men	71%	(199)	19%	(52)	11%	(30)	281
PID/Gender: Dem Women	64%	(255)	21%	(85)	14%	(57)	397
PID/Gender: Ind Men	37%	(149)	45%	(181)	17%	(69)	399
PID/Gender: Ind Women	37%	(169)	35%	(159)	29%	(131)	459
PID/Gender: Rep Men	15%	(55)	78%	(279)	6%	(22)	356
PID/Gender: Rep Women	17%	(52)	71%	(220)	12%	(37)	309
Ideo: Liberal (1-3)	69%	(486)	19%	(136)	12%	(82)	704
Ideo: Moderate (4)	42%	(177)	43%	(179)	15%	(64)	420
Ideo: Conservative (5-7)	16%	(121)	75%	(577)	9%	(70)	768

Continued on next page

**Table POL25:** 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.		Don't Know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	40%	(879)	44%	(976)	16%	(346)	2201
Educ: < College	38%	(558)	43%	(645)	19%	(280)	1483
Educ: Bachelors degree	42%	(176)	49%	(206)	9%	(37)	419
Educ: Post-grad	48%	(145)	42%	(125)	10%	(29)	299
Income: Under 50k	40%	(476)	40%	(483)	20%	(244)	1203
Income: 50k-100k	41%	(280)	49%	(337)	10%	(70)	687
Income: 100k+	40%	(123)	50%	(156)	10%	(32)	311
Ethnicity: White	35%	(610)	50%	(888)	15%	(270)	1768
Ethnicity: Hispanic	49%	(92)	34%	(63)	18%	(33)	188
Ethnicity: Afr. Am.	77%	(163)	9%	(20)	14%	(30)	213
Ethnicity: Other	48%	(106)	31%	(68)	21%	(46)	220
Relig: Protestant	28%	(152)	60%	(327)	12%	(64)	543
Relig: Roman Catholic	35%	(141)	54%	(220)	12%	(47)	408
Relig: Ath./Agn./None	51%	(303)	28%	(165)	21%	(127)	595
Relig: Something Else	44%	(165)	37%	(138)	18%	(68)	371
Relig: Jewish	48%	(24)	44%	(22)	8%	(4)	50
Relig: Evangelical	33%	(209)	55%	(349)	13%	(82)	640
Relig: Non-Evang. Catholics	34%	(201)	55%	(324)	11%	(68)	593
Relig: All Christian	33%	(410)	55%	(673)	12%	(150)	1233
Relig: All Non-Christian	48%	(468)	31%	(303)	20%	(195)	966
Community: Urban	52%	(249)	32%	(151)	16%	(78)	478
Community: Suburban	40%	(428)	46%	(492)	14%	(152)	1072
Community: Rural	31%	(202)	51%	(333)	18%	(116)	651

Continued on next page

**Table POL25:** 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.		Don't Know/No Opinion		Total N
Adults	40%	(879)	44%	(976)	16%	(346)	2201
Employ: Private Sector	42%	(282)	46%	(307)	12%	(78)	667
Employ: Government	48%	(79)	38%	(62)	15%	(24)	165
Employ: Self-Employed	42%	(78)	43%	(80)	15%	(28)	186
Employ: Homemaker	32%	(57)	41%	(74)	27%	(49)	180
Employ: Student	60%	(65)	27%	(29)	14%	(15)	109
Employ: Retired	33%	(166)	57%	(287)	9%	(47)	500
Employ: Unemployed	38%	(66)	34%	(58)	28%	(48)	172
Employ: Other	39%	(86)	36%	(79)	26%	(57)	222
Military HH: Yes	31%	(130)	57%	(237)	12%	(51)	418
Military HH: No	42%	(749)	41%	(739)	17%	(295)	1783
RD/WT: Right Direction	17%	(149)	71%	(614)	12%	(106)	869
RD/WT: Wrong Track	55%	(730)	27%	(362)	18%	(240)	1332
Trump Job Approve	16%	(159)	73%	(708)	10%	(97)	964
Trump Job Disapprove	62%	(682)	22%	(242)	16%	(171)	1095
Trump Job Strongly Approve	13%	(61)	82%	(388)	6%	(27)	476
Trump Job Somewhat Approve	20%	(98)	66%	(320)	14%	(70)	488
Trump Job Somewhat Disapprove	45%	(145)	37%	(119)	19%	(61)	325
Trump Job Strongly Disapprove	70%	(537)	16%	(123)	14%	(110)	770
#1 Issue: Economy	38%	(237)	48%	(298)	15%	(91)	626
#1 Issue: Security	24%	(99)	66%	(272)	10%	(42)	413
#1 Issue: Health Care	48%	(165)	33%	(113)	18%	(63)	341
#1 Issue: Medicare / Social Security	34%	(97)	53%	(152)	14%	(40)	289
#1 Issue: Women's Issues	66%	(75)	15%	(17)	19%	(21)	113
#1 Issue: Education	51%	(96)	34%	(64)	15%	(29)	189
#1 Issue: Energy	53%	(48)	29%	(26)	19%	(17)	91
#1 Issue: Other	45%	(62)	24%	(34)	31%	(43)	139

Continued on next page

**Table POL25:** 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.		Don't Know/No Opinion		Total N
Adults	40%	(879)	44%	(976)	16%	(346)	2201
2016 Vote: Democrat Hillary Clinton	70%	(475)	17%	(117)	13%	(85)	677
2016 Vote: Republican Donald Trump	14%	(107)	78%	(604)	8%	(62)	773
2016 Vote: Someone else	45%	(96)	37%	(78)	18%	(38)	212
Voted in 2014: Yes	41%	(596)	48%	(698)	11%	(160)	1454
Voted in 2014: No	38%	(283)	37%	(278)	25%	(186)	747
2012 Vote: Barack Obama	61%	(512)	25%	(211)	13%	(111)	834
2012 Vote: Mitt Romney	13%	(74)	81%	(465)	7%	(38)	577
2012 Vote: Other	25%	(28)	57%	(63)	18%	(20)	111
2012 Vote: Didn't Vote	39%	(263)	35%	(236)	26%	(177)	676
4-Region: Northeast	40%	(148)	44%	(164)	15%	(57)	369
4-Region: Midwest	42%	(204)	42%	(206)	16%	(78)	488
4-Region: South	39%	(344)	47%	(414)	15%	(130)	888
4-Region: West	40%	(183)	42%	(192)	18%	(81)	456
Favorable of Trump	16%	(160)	74%	(720)	9%	(90)	970
Unfavorable of Trump	63%	(695)	21%	(236)	16%	(171)	1102
Very Favorable of Trump	13%	(68)	81%	(418)	6%	(31)	517
Somewhat Favorable of Trump	20%	(92)	67%	(302)	13%	(59)	453
Somewhat Unfavorable of Trump	41%	(97)	38%	(90)	21%	(50)	237
Very Unfavorable of Trump	69%	(598)	17%	(146)	14%	(121)	865

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table POL26:** 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.		Don't Know/No Opinion		Total N
Adults	35%	(780)	51%	(1126)	13%	(295)	2201
Gender: Male	36%	(373)	53%	(551)	11%	(112)	1036
Gender: Female	35%	(407)	49%	(575)	16%	(183)	1165
Age: 18-29	47%	(203)	32%	(138)	21%	(93)	434
Age: 30-44	41%	(257)	42%	(262)	18%	(112)	631
Age: 45-54	32%	(126)	57%	(222)	11%	(42)	390
Age: 55-64	27%	(80)	62%	(185)	11%	(33)	298
Age: 65+	25%	(114)	71%	(319)	3%	(15)	448
Generation Z: 18-21	46%	(58)	29%	(36)	25%	(31)	125
Millennial: Age 22-37	45%	(299)	35%	(231)	20%	(133)	663
Generation X: Age 38-53	34%	(214)	54%	(334)	12%	(76)	624
Boomers: Age 54-72	28%	(190)	65%	(441)	7%	(51)	682
PID: Dem (no lean)	62%	(421)	25%	(172)	13%	(85)	678
PID: Ind (no lean)	34%	(295)	46%	(397)	19%	(166)	858
PID: Rep (no lean)	10%	(64)	84%	(557)	7%	(44)	665
PID/Gender: Dem Men	69%	(193)	21%	(60)	10%	(28)	281
PID/Gender: Dem Women	57%	(228)	28%	(112)	14%	(57)	397
PID/Gender: Ind Men	37%	(146)	48%	(192)	15%	(61)	399
PID/Gender: Ind Women	32%	(149)	45%	(205)	23%	(105)	459
PID/Gender: Rep Men	10%	(34)	84%	(299)	6%	(23)	356
PID/Gender: Rep Women	10%	(30)	83%	(258)	7%	(21)	309
Ideo: Liberal (1-3)	65%	(460)	22%	(157)	12%	(87)	704
Ideo: Moderate (4)	34%	(144)	53%	(224)	12%	(52)	420
Ideo: Conservative (5-7)	12%	(92)	81%	(625)	7%	(51)	768
Educ: < College	33%	(483)	52%	(767)	16%	(233)	1483
Educ: Bachelors degree	36%	(150)	55%	(232)	9%	(37)	419
Educ: Post-grad	49%	(147)	42%	(127)	8%	(25)	299

Continued on next page

**Table POL26:** 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.		Don't Know/No Opinion		Total N
Adults	35%	(780)	51%	(1126)	13%	(295)	2201
Income: Under 50k	35%	(421)	48%	(580)	17%	(202)	1203
Income: 50k-100k	35%	(243)	55%	(379)	9%	(65)	687
Income: 100k+	37%	(116)	54%	(167)	9%	(28)	311
Ethnicity: White	30%	(523)	58%	(1033)	12%	(212)	1768
Ethnicity: Hispanic	45%	(84)	36%	(68)	19%	(36)	188
Ethnicity: Afr. Am.	70%	(149)	11%	(23)	19%	(41)	213
Ethnicity: Other	49%	(108)	32%	(70)	19%	(42)	220
Relig: Protestant	24%	(130)	68%	(368)	8%	(45)	543
Relig: Roman Catholic	30%	(122)	62%	(251)	9%	(35)	408
Relig: Ath./Agn./None	50%	(299)	31%	(184)	19%	(112)	595
Relig: Something Else	38%	(140)	44%	(163)	18%	(68)	371
Relig: Jewish	34%	(17)	58%	(29)	8%	(4)	50
Relig: Evangelical	27%	(175)	64%	(410)	9%	(55)	640
Relig: Non-Evang. Catholics	28%	(166)	62%	(369)	10%	(58)	593
Relig: All Christian	28%	(341)	63%	(779)	9%	(113)	1233
Relig: All Non-Christian	45%	(439)	36%	(347)	19%	(180)	966
Community: Urban	47%	(223)	40%	(193)	13%	(62)	478
Community: Suburban	37%	(393)	51%	(548)	12%	(131)	1072
Community: Rural	25%	(164)	59%	(385)	16%	(102)	651
Employ: Private Sector	37%	(248)	52%	(346)	11%	(73)	667
Employ: Government	45%	(74)	42%	(70)	13%	(21)	165
Employ: Self-Employed	41%	(77)	46%	(86)	12%	(23)	186
Employ: Homemaker	29%	(53)	53%	(95)	18%	(32)	180
Employ: Student	57%	(62)	24%	(26)	19%	(21)	109
Employ: Retired	26%	(131)	69%	(344)	5%	(25)	500
Employ: Unemployed	38%	(66)	37%	(64)	24%	(42)	172
Employ: Other	31%	(69)	43%	(95)	26%	(58)	222
Military HH: Yes	29%	(122)	63%	(264)	8%	(32)	418
Military HH: No	37%	(658)	48%	(862)	15%	(263)	1783

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**Table POL26:** 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.		Don't Know/No Opinion		Total N
Adults	35%	(780)	51%	(1126)	13%	(295)	2201
RD/WT: Right Direction	12%	(106)	78%	(678)	10%	(85)	869
RD/WT: Wrong Track	51%	(674)	34%	(448)	16%	(210)	1332
Trump Job Approve	11%	(104)	81%	(785)	8%	(75)	964
Trump Job Disapprove	58%	(638)	28%	(307)	14%	(150)	1095
Trump Job Strongly Approve	7%	(34)	88%	(420)	5%	(22)	476
Trump Job Somewhat Approve	14%	(70)	75%	(365)	11%	(53)	488
Trump Job Somewhat Disapprove	41%	(133)	43%	(141)	16%	(51)	325
Trump Job Strongly Disapprove	66%	(505)	22%	(166)	13%	(99)	770
#1 Issue: Economy	35%	(218)	53%	(334)	12%	(74)	626
#1 Issue: Security	18%	(73)	74%	(305)	8%	(35)	413
#1 Issue: Health Care	43%	(146)	37%	(127)	20%	(68)	341
#1 Issue: Medicare / Social Security	25%	(73)	67%	(194)	8%	(22)	289
#1 Issue: Women's Issues	58%	(65)	27%	(30)	16%	(18)	113
#1 Issue: Education	50%	(94)	35%	(66)	15%	(29)	189
#1 Issue: Energy	52%	(47)	30%	(27)	19%	(17)	91
#1 Issue: Other	46%	(64)	31%	(43)	23%	(32)	139
2016 Vote: Democrat Hillary Clinton	65%	(438)	24%	(161)	12%	(78)	677
2016 Vote: Republican Donald Trump	8%	(63)	87%	(670)	5%	(40)	773
2016 Vote: Someone else	47%	(100)	39%	(83)	14%	(29)	212
Voted in 2014: Yes	36%	(526)	55%	(797)	9%	(131)	1454
Voted in 2014: No	34%	(254)	44%	(329)	22%	(164)	747
2012 Vote: Barack Obama	55%	(460)	33%	(278)	12%	(96)	834
2012 Vote: Mitt Romney	8%	(49)	87%	(502)	5%	(26)	577
2012 Vote: Other	23%	(26)	60%	(67)	16%	(18)	111
2012 Vote: Didn't Vote	36%	(244)	41%	(278)	23%	(154)	676
4-Region: Northeast	33%	(123)	56%	(206)	11%	(40)	369
4-Region: Midwest	36%	(175)	51%	(247)	14%	(66)	488
4-Region: South	34%	(302)	53%	(469)	13%	(117)	888
4-Region: West	39%	(180)	45%	(204)	16%	(72)	456

Continued on next page



**Table POL26:** 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.		Don't Know/No Opinion		Total N
Adults	35%	(780)	51%	(1126)	13%	(295)	2201
Favorable of Trump	10%	(99)	83%	(802)	7%	(69)	970
Unfavorable of Trump	59%	(654)	27%	(297)	14%	(151)	1102
Very Favorable of Trump	7%	(35)	89%	(462)	4%	(20)	517
Somewhat Favorable of Trump	14%	(64)	75%	(340)	11%	(49)	453
Somewhat Unfavorable of Trump	41%	(98)	43%	(101)	16%	(38)	237
Very Unfavorable of Trump	64%	(556)	23%	(196)	13%	(113)	865

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table POL27:** Which of the following statements comes closest to your view, even if neither are exactly right?

Demographic	Protesting during the national anthem is disrespectful to American servicemen and servicewomen.		American servicemen and servicewomen have fought for our right to protest, and that includes during the national anthem.		Don't Know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	51%	(1115)	38%	(830)	12%	(256)	2201
Gender: Male	52%	(542)	39%	(402)	9%	(92)	1036
Gender: Female	49%	(573)	37%	(428)	14%	(164)	1165
Age: 18-29	32%	(140)	49%	(211)	19%	(83)	434
Age: 30-44	42%	(268)	42%	(266)	15%	(97)	631
Age: 45-54	57%	(223)	34%	(134)	8%	(33)	390
Age: 55-64	62%	(185)	30%	(90)	8%	(23)	298
Age: 65+	67%	(299)	29%	(129)	4%	(20)	448
Generation Z: 18-21	28%	(35)	50%	(62)	22%	(28)	125
Millennial: Age 22-37	35%	(233)	47%	(313)	18%	(117)	663
Generation X: Age 38-53	54%	(340)	36%	(222)	10%	(62)	624
Boomers: Age 54-72	63%	(428)	30%	(208)	7%	(46)	682
PID: Dem (no lean)	26%	(178)	63%	(427)	11%	(73)	678
PID: Ind (no lean)	46%	(394)	37%	(314)	17%	(150)	858
PID: Rep (no lean)	82%	(543)	13%	(89)	5%	(33)	665
PID/Gender: Dem Men	22%	(62)	69%	(193)	9%	(26)	281
PID/Gender: Dem Women	29%	(116)	59%	(234)	12%	(47)	397
PID/Gender: Ind Men	47%	(187)	40%	(160)	13%	(52)	399
PID/Gender: Ind Women	45%	(207)	34%	(154)	21%	(98)	459
PID/Gender: Rep Men	82%	(293)	14%	(49)	4%	(14)	356
PID/Gender: Rep Women	81%	(250)	13%	(40)	6%	(19)	309
Ideo: Liberal (1-3)	22%	(158)	68%	(476)	10%	(70)	704
Ideo: Moderate (4)	51%	(213)	37%	(157)	12%	(50)	420
Ideo: Conservative (5-7)	80%	(618)	15%	(118)	4%	(32)	768

Continued on next page

**Table POL27:** Which of the following statements comes closest to your view, even if neither are exactly right?

Demographic	Protesting during the national anthem is disrespectful to American servicemen and servicewomen.		American servicemen and servicewomen have fought for our right to protest, and that includes during the national anthem.		Don't Know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	51%	(1115)	38%	(830)	12%	(256)	2201
Educ: < College	51%	(761)	34%	(509)	14%	(213)	1483
Educ: Bachelors degree	56%	(234)	39%	(164)	5%	(21)	419
Educ: Post-grad	40%	(120)	53%	(157)	7%	(22)	299
Income: Under 50k	49%	(584)	36%	(436)	15%	(183)	1203
Income: 50k-100k	54%	(374)	38%	(263)	7%	(50)	687
Income: 100k+	50%	(157)	42%	(131)	7%	(23)	311
Ethnicity: White	58%	(1019)	32%	(567)	10%	(182)	1768
Ethnicity: Hispanic	35%	(66)	48%	(90)	17%	(32)	188
Ethnicity: Afr. Am.	9%	(20)	74%	(157)	17%	(36)	213
Ethnicity: Other	35%	(76)	48%	(106)	17%	(38)	220
Relig: Protestant	66%	(361)	28%	(150)	6%	(32)	543
Relig: Roman Catholic	60%	(244)	32%	(129)	9%	(35)	408
Relig: Ath./Agn./None	32%	(189)	52%	(310)	16%	(96)	595
Relig: Something Else	45%	(167)	41%	(152)	14%	(52)	371
Relig: Jewish	44%	(22)	54%	(27)	2%	(1)	50
Relig: Evangelical	62%	(400)	28%	(180)	9%	(60)	640
Relig: Non-Evang. Catholics	61%	(359)	32%	(187)	8%	(47)	593
Relig: All Christian	62%	(759)	30%	(367)	9%	(107)	1233
Relig: All Non-Christian	37%	(356)	48%	(462)	15%	(148)	966
Community: Urban	40%	(189)	49%	(234)	12%	(55)	478
Community: Suburban	50%	(532)	39%	(420)	11%	(120)	1072
Community: Rural	61%	(394)	27%	(176)	12%	(81)	651

Continued on next page

**Table POL27:** Which of the following statements comes closest to your view, even if neither are exactly right?

Demographic	Protesting during the national anthem is disrespectful to American servicemen and servicewomen.		American servicemen and servicewomen have fought for our right to protest, and that includes during the national anthem.		Don't Know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	51%	(1115)	38%	(830)	12%	(256)	2201
Employ: Private Sector	51%	(340)	41%	(276)	8%	(51)	667
Employ: Government	44%	(72)	48%	(79)	8%	(14)	165
Employ: Self-Employed	42%	(79)	44%	(82)	13%	(25)	186
Employ: Homemaker	56%	(101)	30%	(54)	14%	(25)	180
Employ: Student	32%	(35)	55%	(60)	13%	(14)	109
Employ: Retired	65%	(323)	31%	(154)	5%	(23)	500
Employ: Unemployed	39%	(67)	34%	(59)	27%	(46)	172
Employ: Other	44%	(98)	30%	(66)	26%	(58)	222
Military HH: Yes	62%	(260)	30%	(127)	7%	(31)	418
Military HH: No	48%	(855)	39%	(703)	13%	(225)	1783
RD/WT: Right Direction	77%	(673)	14%	(123)	8%	(73)	869
RD/WT: Wrong Track	33%	(442)	53%	(707)	14%	(183)	1332
Trump Job Approve	81%	(780)	13%	(121)	7%	(63)	964
Trump Job Disapprove	27%	(292)	62%	(675)	12%	(128)	1095
Trump Job Strongly Approve	87%	(413)	9%	(44)	4%	(19)	476
Trump Job Somewhat Approve	75%	(367)	16%	(77)	9%	(44)	488
Trump Job Somewhat Disapprove	44%	(142)	44%	(144)	12%	(39)	325
Trump Job Strongly Disapprove	19%	(150)	69%	(531)	12%	(89)	770
#1 Issue: Economy	53%	(332)	37%	(233)	10%	(61)	626
#1 Issue: Security	73%	(300)	19%	(80)	8%	(33)	413
#1 Issue: Health Care	39%	(132)	47%	(159)	15%	(50)	341
#1 Issue: Medicare / Social Security	63%	(181)	28%	(82)	9%	(26)	289
#1 Issue: Women's Issues	26%	(29)	58%	(66)	16%	(18)	113
#1 Issue: Education	37%	(69)	52%	(98)	12%	(22)	189
#1 Issue: Energy	34%	(31)	55%	(50)	11%	(10)	91
#1 Issue: Other	29%	(41)	45%	(62)	26%	(36)	139

Continued on next page

**Table POL27:** Which of the following statements comes closest to your view, even if neither are exactly right?

Demographic	Protesting during the national anthem is disrespectful to American servicemen and servicewomen.		American servicemen and servicewomen have fought for our right to protest, and that includes during the national anthem.		Don't Know/No Opinion		Total N
Adults	51%	(1115)	38%	(830)	12%	(256)	2201
2016 Vote: Democrat Hillary Clinton	22%	(147)	69%	(467)	9%	(63)	677
2016 Vote: Republican Donald Trump	85%	(659)	11%	(83)	4%	(31)	773
2016 Vote: Someone else	36%	(76)	51%	(108)	13%	(28)	212
Voted in 2014: Yes	53%	(776)	40%	(576)	7%	(102)	1454
Voted in 2014: No	45%	(339)	34%	(254)	21%	(154)	747
2012 Vote: Barack Obama	32%	(265)	59%	(494)	9%	(75)	834
2012 Vote: Mitt Romney	85%	(493)	11%	(63)	4%	(21)	577
2012 Vote: Other	56%	(62)	31%	(34)	14%	(15)	111
2012 Vote: Didn't Vote	43%	(294)	35%	(237)	21%	(145)	676
4-Region: Northeast	54%	(200)	37%	(137)	9%	(32)	369
4-Region: Midwest	51%	(249)	37%	(180)	12%	(59)	488
4-Region: South	51%	(457)	36%	(322)	12%	(109)	888
4-Region: West	46%	(209)	42%	(191)	12%	(56)	456
Favorable of Trump	82%	(795)	12%	(118)	6%	(57)	970
Unfavorable of Trump	26%	(286)	62%	(687)	12%	(129)	1102
Very Favorable of Trump	88%	(456)	8%	(42)	4%	(19)	517
Somewhat Favorable of Trump	75%	(339)	17%	(76)	8%	(38)	453
Somewhat Unfavorable of Trump	40%	(94)	47%	(112)	13%	(31)	237
Very Unfavorable of Trump	22%	(192)	66%	(575)	11%	(98)	865

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table POL28:** How much have you seen, read, or heard about a new NFL policy requiring all players to either stand during the national anthem or remain in the teams locker room?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	33%	(727)	36%	(787)	15%	(337)	16%	(350)	2201
Gender: Male	43%	(447)	36%	(375)	11%	(115)	10%	(99)	1036
Gender: Female	24%	(280)	35%	(412)	19%	(222)	22%	(251)	1165
Age: 18-29	25%	(110)	29%	(124)	19%	(82)	27%	(118)	434
Age: 30-44	29%	(185)	32%	(204)	16%	(104)	22%	(138)	631
Age: 45-54	37%	(144)	37%	(143)	15%	(59)	11%	(44)	390
Age: 55-64	32%	(96)	42%	(126)	14%	(43)	11%	(33)	298
Age: 65+	43%	(192)	42%	(190)	11%	(49)	4%	(17)	448
Generation Z: 18-21	26%	(32)	21%	(26)	26%	(32)	28%	(35)	125
Millennial: Age 22-37	26%	(174)	31%	(208)	16%	(106)	26%	(175)	663
Generation X: Age 38-53	35%	(217)	36%	(224)	16%	(100)	13%	(83)	624
Boomers: Age 54-72	37%	(254)	41%	(283)	13%	(92)	8%	(53)	682
PID: Dem (no lean)	38%	(256)	35%	(235)	14%	(97)	13%	(90)	678
PID: Ind (no lean)	28%	(239)	34%	(288)	17%	(142)	22%	(189)	858
PID: Rep (no lean)	35%	(232)	40%	(264)	15%	(98)	11%	(71)	665
PID/Gender: Dem Men	50%	(140)	31%	(87)	9%	(25)	10%	(29)	281
PID/Gender: Dem Women	29%	(116)	37%	(148)	18%	(72)	15%	(61)	397
PID/Gender: Ind Men	37%	(148)	39%	(154)	11%	(45)	13%	(52)	399
PID/Gender: Ind Women	20%	(91)	29%	(134)	21%	(97)	30%	(137)	459
PID/Gender: Rep Men	45%	(159)	38%	(134)	13%	(45)	5%	(18)	356
PID/Gender: Rep Women	24%	(73)	42%	(130)	17%	(53)	17%	(53)	309
Ideo: Liberal (1-3)	38%	(268)	33%	(234)	14%	(102)	14%	(100)	704
Ideo: Moderate (4)	31%	(132)	41%	(171)	15%	(63)	13%	(54)	420
Ideo: Conservative (5-7)	37%	(282)	39%	(303)	14%	(104)	10%	(79)	768
Educ: < College	29%	(428)	35%	(514)	18%	(264)	19%	(277)	1483
Educ: Bachelors degree	41%	(173)	38%	(159)	9%	(39)	11%	(48)	419
Educ: Post-grad	42%	(126)	38%	(114)	11%	(34)	8%	(25)	299

Continued on next page

**Table POL28:** How much have you seen, read, or heard about a new NFL policy requiring all players to either stand during the national anthem or remain in the teams locker room?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	33%	(727)	36%	(787)	15%	(337)	16%	(350)	2201
Income: Under 50k	29%	(344)	34%	(407)	17%	(202)	21%	(250)	1203
Income: 50k-100k	36%	(249)	40%	(277)	14%	(94)	10%	(67)	687
Income: 100k+	43%	(134)	33%	(103)	13%	(41)	11%	(33)	311
Ethnicity: White	34%	(600)	36%	(638)	15%	(264)	15%	(266)	1768
Ethnicity: Hispanic	34%	(64)	29%	(55)	18%	(33)	19%	(36)	188
Ethnicity: Afr. Am.	35%	(74)	33%	(70)	17%	(37)	15%	(32)	213
Ethnicity: Other	24%	(53)	36%	(79)	16%	(36)	24%	(52)	220
Relig: Protestant	31%	(171)	45%	(247)	14%	(75)	9%	(50)	543
Relig: Roman Catholic	43%	(176)	33%	(133)	15%	(60)	10%	(39)	408
Relig: Ath./Agn./None	34%	(203)	29%	(173)	15%	(92)	21%	(127)	595
Relig: Something Else	28%	(105)	30%	(113)	18%	(67)	23%	(86)	371
Relig: Jewish	44%	(22)	26%	(13)	18%	(9)	12%	(6)	50
Relig: Evangelical	29%	(184)	45%	(285)	15%	(97)	12%	(74)	640
Relig: Non-Evang. Catholics	40%	(235)	36%	(215)	14%	(81)	10%	(62)	593
Relig: All Christian	34%	(419)	41%	(500)	14%	(178)	11%	(136)	1233
Relig: All Non-Christian	32%	(308)	30%	(286)	16%	(159)	22%	(213)	966
Community: Urban	36%	(172)	35%	(167)	13%	(62)	16%	(77)	478
Community: Suburban	35%	(377)	37%	(392)	14%	(155)	14%	(148)	1072
Community: Rural	27%	(178)	35%	(228)	18%	(120)	19%	(125)	651
Employ: Private Sector	37%	(247)	37%	(245)	15%	(101)	11%	(74)	667
Employ: Government	32%	(52)	43%	(71)	12%	(20)	13%	(22)	165
Employ: Self-Employed	36%	(67)	36%	(67)	11%	(21)	17%	(31)	186
Employ: Homemaker	17%	(31)	34%	(62)	19%	(35)	29%	(52)	180
Employ: Student	30%	(33)	23%	(25)	27%	(29)	20%	(22)	109
Employ: Retired	42%	(210)	42%	(212)	11%	(53)	5%	(25)	500
Employ: Unemployed	24%	(41)	24%	(41)	19%	(32)	34%	(58)	172
Employ: Other	21%	(46)	29%	(64)	21%	(46)	30%	(66)	222
Military HH: Yes	33%	(137)	40%	(169)	16%	(65)	11%	(47)	418
Military HH: No	33%	(590)	35%	(618)	15%	(272)	17%	(303)	1783
RD/WT: Right Direction	35%	(300)	39%	(335)	15%	(130)	12%	(104)	869
RD/WT: Wrong Track	32%	(427)	34%	(452)	16%	(207)	18%	(246)	1332

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**Table POL28:** How much have you seen, read, or heard about a new NFL policy requiring all players to either stand during the national anthem or remain in the teams locker room?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	33%	(727)	36%	(787)	15%	(337)	16%	(350)	2201
Trump Job Approve	34%	(326)	40%	(389)	15%	(148)	10%	(101)	964
Trump Job Disapprove	36%	(392)	34%	(369)	14%	(156)	16%	(178)	1095
Trump Job Strongly Approve	42%	(198)	36%	(171)	13%	(63)	9%	(44)	476
Trump Job Somewhat Approve	26%	(128)	45%	(218)	17%	(85)	12%	(57)	488
Trump Job Somewhat Disapprove	27%	(89)	34%	(111)	19%	(62)	19%	(63)	325
Trump Job Strongly Disapprove	39%	(303)	34%	(258)	12%	(94)	15%	(115)	770
#1 Issue: Economy	33%	(209)	38%	(235)	14%	(90)	15%	(92)	626
#1 Issue: Security	35%	(143)	37%	(154)	15%	(63)	13%	(53)	413
#1 Issue: Health Care	33%	(111)	33%	(113)	17%	(59)	17%	(58)	341
#1 Issue: Medicare / Social Security	33%	(95)	45%	(129)	14%	(41)	8%	(24)	289
#1 Issue: Women's Issues	32%	(36)	33%	(37)	15%	(17)	20%	(23)	113
#1 Issue: Education	32%	(61)	28%	(52)	23%	(43)	17%	(33)	189
#1 Issue: Energy	32%	(29)	27%	(25)	19%	(17)	22%	(20)	91
#1 Issue: Other	31%	(43)	30%	(42)	5%	(7)	34%	(47)	139
2016 Vote: Democrat Hillary Clinton	40%	(271)	36%	(245)	11%	(77)	12%	(84)	677
2016 Vote: Republican Donald Trump	37%	(286)	40%	(312)	14%	(107)	9%	(68)	773
2016 Vote: Someone else	31%	(66)	37%	(78)	17%	(35)	16%	(33)	212
Voted in 2014: Yes	38%	(558)	39%	(566)	13%	(185)	10%	(145)	1454
Voted in 2014: No	23%	(169)	30%	(221)	20%	(152)	27%	(205)	747
2012 Vote: Barack Obama	39%	(326)	35%	(295)	13%	(110)	12%	(103)	834
2012 Vote: Mitt Romney	39%	(226)	42%	(241)	13%	(73)	6%	(37)	577
2012 Vote: Other	30%	(33)	46%	(51)	11%	(12)	14%	(15)	111
2012 Vote: Didn't Vote	21%	(142)	29%	(197)	21%	(142)	29%	(195)	676
4-Region: Northeast	38%	(140)	34%	(127)	17%	(63)	11%	(39)	369
4-Region: Midwest	33%	(163)	35%	(173)	15%	(75)	16%	(77)	488
4-Region: South	33%	(289)	36%	(321)	15%	(134)	16%	(144)	888
4-Region: West	30%	(135)	36%	(166)	14%	(65)	20%	(90)	456
Favorable of Trump	34%	(328)	40%	(386)	15%	(150)	11%	(106)	970
Unfavorable of Trump	35%	(387)	34%	(379)	15%	(163)	16%	(173)	1102

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**Table POL28:** *How much have you seen, read, or heard about a new NFL policy requiring all players to either stand during the national anthem or remain in the teams locker room?*

<b>Demographic</b>	<b>A lot</b>		<b>Some</b>		<b>Not much</b>		<b>Nothing at all</b>		<b>Total N</b>
Adults	33%	(727)	36%	(787)	15%	(337)	16%	(350)	2201
Very Favorable of Trump	40%	(206)	36%	(186)	15%	(77)	9%	(48)	517
Somewhat Favorable of Trump	27%	(122)	44%	(200)	16%	(73)	13%	(58)	453
Somewhat Unfavorable of Trump	27%	(64)	34%	(81)	22%	(51)	17%	(41)	237
Very Unfavorable of Trump	37%	(323)	34%	(298)	13%	(112)	15%	(132)	865

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table POL29:** As you may know, the NFL recently announced a new policy requiring all players to either stand during the national anthem or remain in the teams locker room. If players on the field do not stand during the national anthem, the NFL may fine the team. Based on what you know, do you support or oppose this policy?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know/No Opinion	Total N
Adults	36% (799)	17% (366)	10% (216)	22% (480)	15% (340)	2201
Gender: Male	36% (372)	19% (197)	10% (108)	22% (233)	12% (126)	1036
Gender: Female	37% (427)	15% (169)	9% (108)	21% (247)	18% (214)	1165
Age: 18-29	19% (83)	18% (78)	14% (60)	26% (111)	24% (102)	434
Age: 30-44	32% (201)	15% (94)	10% (60)	24% (151)	20% (125)	631
Age: 45-54	45% (174)	15% (59)	8% (33)	20% (78)	12% (46)	390
Age: 55-64	45% (133)	16% (49)	6% (17)	21% (62)	12% (37)	298
Age: 65+	46% (208)	19% (86)	10% (46)	17% (78)	7% (30)	448
Generation Z: 18-21	13% (16)	20% (25)	14% (17)	28% (35)	26% (32)	125
Millennial: Age 22-37	24% (160)	15% (99)	12% (82)	27% (176)	22% (146)	663
Generation X: Age 38-53	42% (263)	17% (103)	8% (50)	19% (121)	14% (87)	624
Boomers: Age 54-72	45% (305)	17% (113)	9% (59)	20% (134)	10% (71)	682
PID: Dem (no lean)	19% (129)	13% (85)	12% (84)	42% (284)	14% (96)	678
PID: Ind (no lean)	31% (268)	17% (145)	11% (94)	19% (167)	21% (184)	858
PID: Rep (no lean)	60% (402)	20% (136)	6% (38)	4% (29)	9% (60)	665
PID/Gender: Dem Men	18% (50)	12% (33)	13% (37)	45% (127)	12% (34)	281
PID/Gender: Dem Women	20% (79)	13% (52)	12% (47)	40% (157)	16% (62)	397
PID/Gender: Ind Men	29% (116)	21% (82)	11% (44)	22% (89)	17% (68)	399
PID/Gender: Ind Women	33% (152)	14% (63)	11% (50)	17% (78)	25% (116)	459
PID/Gender: Rep Men	58% (206)	23% (82)	8% (27)	5% (17)	7% (24)	356
PID/Gender: Rep Women	63% (196)	17% (54)	4% (11)	4% (12)	12% (36)	309
Ideo: Liberal (1-3)	17% (117)	13% (93)	14% (100)	44% (307)	12% (87)	704
Ideo: Moderate (4)	38% (161)	17% (73)	10% (42)	20% (86)	14% (58)	420
Ideo: Conservative (5-7)	57% (436)	22% (166)	7% (52)	6% (43)	9% (71)	768
Educ: < College	38% (560)	15% (229)	9% (130)	20% (293)	18% (271)	1483
Educ: Bachelors degree	38% (159)	19% (78)	11% (45)	22% (92)	11% (45)	419
Educ: Post-grad	27% (80)	20% (59)	14% (41)	32% (95)	8% (24)	299

Continued on next page

**Table POL29:** As you may know, the NFL recently announced a new policy requiring all players to either stand during the national anthem or remain in the teams locker room. If players on the field do not stand during the national anthem, the NFL may fine the team. Based on what you know, do you support or oppose this policy?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know/No Opinion	Total N
Adults	36% (799)	17% (366)	10% (216)	22% (480)	15% (340)	2201
Income: Under 50k	36% (430)	15% (178)	9% (105)	21% (252)	20% (238)	1203
Income: 50k-100k	40% (276)	18% (124)	10% (70)	22% (148)	10% (69)	687
Income: 100k+	30% (93)	21% (64)	13% (41)	26% (80)	11% (33)	311
Ethnicity: White	41% (724)	18% (311)	9% (166)	18% (319)	14% (248)	1768
Ethnicity: Hispanic	28% (53)	16% (31)	11% (20)	26% (48)	19% (36)	188
Ethnicity: Afr. Am.	11% (23)	12% (26)	11% (24)	47% (100)	19% (40)	213
Ethnicity: Other	24% (52)	13% (29)	12% (26)	28% (61)	24% (52)	220
Relig: Protestant	48% (263)	18% (98)	9% (48)	14% (74)	11% (60)	543
Relig: Roman Catholic	40% (163)	22% (89)	11% (44)	19% (76)	9% (36)	408
Relig: Ath./Agn./None	22% (129)	13% (79)	11% (67)	33% (198)	21% (122)	595
Relig: Something Else	31% (116)	15% (56)	9% (33)	23% (86)	22% (80)	371
Relig: Jewish	32% (16)	20% (10)	16% (8)	24% (12)	8% (4)	50
Relig: Evangelical	49% (316)	17% (108)	8% (49)	14% (89)	12% (78)	640
Relig: Non-Evang. Catholics	40% (238)	21% (123)	11% (66)	18% (106)	10% (60)	593
Relig: All Christian	45% (554)	19% (231)	9% (115)	16% (195)	11% (138)	1233
Relig: All Non-Christian	25% (245)	14% (135)	10% (100)	29% (284)	21% (202)	966
Community: Urban	29% (141)	17% (83)	9% (45)	29% (138)	15% (71)	478
Community: Suburban	35% (370)	17% (182)	10% (111)	23% (247)	15% (162)	1072
Community: Rural	44% (288)	16% (101)	9% (60)	15% (95)	16% (107)	651
Employ: Private Sector	38% (253)	19% (130)	10% (67)	22% (144)	11% (73)	667
Employ: Government	28% (47)	22% (36)	12% (20)	25% (42)	12% (20)	165
Employ: Self-Employed	34% (64)	14% (26)	11% (21)	24% (45)	16% (30)	186
Employ: Homemaker	42% (76)	12% (21)	8% (15)	16% (28)	22% (40)	180
Employ: Student	19% (21)	17% (19)	18% (20)	33% (36)	12% (13)	109
Employ: Retired	44% (221)	19% (94)	9% (47)	20% (101)	7% (37)	500
Employ: Unemployed	26% (44)	10% (18)	8% (14)	22% (38)	34% (58)	172
Employ: Other	33% (73)	10% (22)	5% (12)	21% (46)	31% (69)	222
Military HH: Yes	44% (183)	21% (86)	8% (35)	17% (71)	10% (43)	418
Military HH: No	35% (616)	16% (280)	10% (181)	23% (409)	17% (297)	1783

Continued on next page

**Table POL29:** As you may know, the NFL recently announced a new policy requiring all players to either stand during the national anthem or remain in the teams locker room. If players on the field do not stand during the national anthem, the NFL may fine the team. Based on what you know, do you support or oppose this policy?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know/No Opinion	Total N
Adults	36% (799)	17% (366)	10% (216)	22% (480)	15% (340)	2201
RD/WT: Right Direction	57% (497)	20% (175)	6% (49)	4% (38)	13% (110)	869
RD/WT: Wrong Track	23% (302)	14% (191)	13% (167)	33% (442)	17% (230)	1332
Trump Job Approve	59% (573)	20% (194)	6% (55)	4% (43)	10% (99)	964
Trump Job Disapprove	19% (203)	14% (152)	14% (153)	39% (423)	15% (164)	1095
Trump Job Strongly Approve	69% (328)	17% (79)	4% (20)	4% (17)	7% (32)	476
Trump Job Somewhat Approve	50% (245)	24% (115)	7% (35)	5% (26)	14% (67)	488
Trump Job Somewhat Disapprove	28% (91)	20% (65)	18% (59)	17% (54)	17% (56)	325
Trump Job Strongly Disapprove	15% (112)	11% (87)	12% (94)	48% (369)	14% (108)	770
#1 Issue: Economy	36% (228)	19% (117)	12% (73)	18% (113)	15% (95)	626
#1 Issue: Security	56% (231)	18% (73)	8% (34)	7% (30)	11% (45)	413
#1 Issue: Health Care	25% (86)	16% (54)	9% (30)	31% (106)	19% (65)	341
#1 Issue: Medicare / Social Security	47% (137)	17% (48)	8% (23)	17% (50)	11% (31)	289
#1 Issue: Women's Issues	19% (22)	12% (14)	11% (12)	41% (46)	17% (19)	113
#1 Issue: Education	28% (52)	15% (29)	12% (22)	29% (54)	17% (32)	189
#1 Issue: Energy	19% (17)	16% (15)	13% (12)	37% (34)	14% (13)	91
#1 Issue: Other	19% (26)	12% (16)	7% (10)	34% (47)	29% (40)	139
2016 Vote: Democrat Hillary Clinton	16% (108)	14% (93)	13% (90)	44% (297)	13% (89)	677
2016 Vote: Republican Donald Trump	63% (490)	20% (153)	5% (42)	4% (29)	8% (59)	773
2016 Vote: Someone else	25% (54)	19% (41)	13% (27)	27% (57)	16% (33)	212
Voted in 2014: Yes	40% (580)	17% (245)	9% (137)	23% (339)	11% (153)	1454
Voted in 2014: No	29% (219)	16% (121)	11% (79)	19% (141)	25% (187)	747
2012 Vote: Barack Obama	24% (200)	14% (114)	12% (102)	37% (310)	13% (108)	834
2012 Vote: Mitt Romney	63% (366)	20% (114)	6% (34)	5% (28)	6% (35)	577
2012 Vote: Other	38% (42)	24% (27)	7% (8)	15% (17)	15% (17)	111
2012 Vote: Didn't Vote	28% (190)	16% (111)	11% (71)	18% (124)	27% (180)	676
4-Region: Northeast	38% (139)	18% (67)	9% (32)	21% (79)	14% (52)	369
4-Region: Midwest	35% (171)	16% (80)	10% (48)	24% (116)	15% (73)	488
4-Region: South	38% (340)	17% (152)	10% (85)	19% (172)	16% (139)	888
4-Region: West	33% (149)	15% (67)	11% (51)	25% (113)	17% (76)	456

Continued on next page

**Table POL29:** *As you may know, the NFL recently announced a new policy requiring all players to either stand during the national anthem or remain in the teams locker room. If players on the field do not stand during the national anthem, the NFL may fine the team. Based on what you know, do you support or oppose this policy?*

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know/No Opinion	Total N
Adults	36% (799)	17% (366)	10% (216)	22% (480)	15% (340)	2201
Favorable of Trump	61% (595)	20% (195)	5% (53)	4% (37)	9% (90)	970
Unfavorable of Trump	17% (189)	14% (159)	14% (158)	39% (428)	15% (168)	1102
Very Favorable of Trump	70% (364)	17% (88)	3% (18)	3% (17)	6% (30)	517
Somewhat Favorable of Trump	51% (231)	24% (107)	8% (35)	4% (20)	13% (60)	453
Somewhat Unfavorable of Trump	24% (57)	24% (57)	16% (39)	18% (43)	17% (41)	237
Very Unfavorable of Trump	15% (132)	12% (102)	14% (119)	45% (385)	15% (127)	865

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table POL30:** Does this policy give you a more or less favorable view of the NFL, or does it not make much difference either way?

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		No difference either way		Don't Know/No Opinion		Total N
Adults	15%	(331)	23%	(516)	10%	(213)	19%	(412)	19%	(426)	14%	(303)	2201
Gender: Male	12%	(128)	25%	(264)	11%	(115)	19%	(202)	20%	(208)	11%	(119)	1036
Gender: Female	17%	(203)	22%	(252)	8%	(98)	18%	(210)	19%	(218)	16%	(184)	1165
Age: 18-29	11%	(48)	15%	(64)	14%	(59)	21%	(93)	15%	(67)	24%	(103)	434
Age: 30-44	14%	(89)	19%	(119)	9%	(57)	19%	(119)	22%	(139)	17%	(108)	631
Age: 45-54	19%	(75)	26%	(101)	7%	(29)	18%	(69)	19%	(75)	11%	(41)	390
Age: 55-64	19%	(56)	28%	(82)	6%	(19)	19%	(58)	17%	(52)	10%	(31)	298
Age: 65+	14%	(63)	33%	(150)	11%	(49)	16%	(73)	21%	(93)	4%	(20)	448
Generation Z: 18-21	9%	(11)	15%	(19)	13%	(16)	20%	(25)	13%	(16)	30%	(38)	125
Millennial: Age 22-37	13%	(89)	14%	(94)	12%	(79)	23%	(150)	18%	(120)	20%	(131)	663
Generation X: Age 38-53	17%	(109)	25%	(156)	7%	(45)	16%	(97)	23%	(141)	12%	(76)	624
Boomers: Age 54-72	16%	(106)	29%	(199)	10%	(65)	18%	(126)	19%	(132)	8%	(54)	682
PID: Dem (no lean)	10%	(71)	12%	(78)	13%	(91)	34%	(230)	18%	(124)	12%	(84)	678
PID: Ind (no lean)	12%	(105)	21%	(179)	9%	(75)	16%	(136)	23%	(201)	19%	(162)	858
PID: Rep (no lean)	23%	(155)	39%	(259)	7%	(47)	7%	(46)	15%	(101)	9%	(57)	665
PID/Gender: Dem Men	7%	(20)	10%	(29)	14%	(40)	36%	(102)	18%	(51)	14%	(39)	281
PID/Gender: Dem Women	13%	(51)	12%	(49)	13%	(51)	32%	(128)	18%	(73)	11%	(45)	397
PID/Gender: Ind Men	9%	(35)	24%	(96)	10%	(40)	18%	(73)	24%	(95)	15%	(60)	399
PID/Gender: Ind Women	15%	(70)	18%	(83)	8%	(35)	14%	(63)	23%	(106)	22%	(102)	459
PID/Gender: Rep Men	21%	(73)	39%	(139)	10%	(35)	8%	(27)	17%	(62)	6%	(20)	356
PID/Gender: Rep Women	27%	(82)	39%	(120)	4%	(12)	6%	(19)	13%	(39)	12%	(37)	309
Ideo: Liberal (1-3)	11%	(75)	10%	(71)	15%	(104)	36%	(252)	17%	(122)	11%	(80)	704
Ideo: Moderate (4)	15%	(62)	26%	(109)	9%	(36)	16%	(66)	22%	(92)	13%	(55)	420
Ideo: Conservative (5-7)	20%	(154)	39%	(297)	7%	(55)	8%	(59)	19%	(148)	7%	(55)	768
Educ: < College	16%	(230)	23%	(344)	8%	(123)	16%	(241)	20%	(295)	17%	(250)	1483
Educ: Bachelors degree	15%	(63)	27%	(113)	11%	(46)	21%	(87)	19%	(78)	8%	(32)	419
Educ: Post-grad	13%	(38)	20%	(59)	15%	(44)	28%	(84)	18%	(53)	7%	(21)	299

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**Table POL30:** Does this policy give you a more or less favorable view of the NFL, or does it not make much difference either way?

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		No difference either way		Don't Know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	15%	(331)	23%	(516)	10%	(213)	19%	(412)	19%	(426)	14%	(303)	2201
Income: Under 50k	16%	(189)	22%	(263)	9%	(103)	17%	(199)	19%	(233)	18%	(216)	1203
Income: 50k-100k	15%	(104)	27%	(184)	10%	(69)	19%	(132)	20%	(135)	9%	(63)	687
Income: 100k+	12%	(38)	22%	(69)	13%	(41)	26%	(81)	19%	(58)	8%	(24)	311
Ethnicity: White	16%	(286)	26%	(462)	9%	(161)	16%	(287)	20%	(346)	13%	(226)	1768
Ethnicity: Hispanic	16%	(30)	14%	(27)	11%	(21)	23%	(44)	18%	(34)	17%	(32)	188
Ethnicity: Afr. Am.	7%	(14)	9%	(19)	13%	(27)	36%	(76)	22%	(46)	15%	(31)	213
Ethnicity: Other	14%	(31)	16%	(35)	11%	(25)	22%	(49)	15%	(34)	21%	(46)	220
Relig: Protestant	20%	(106)	30%	(162)	7%	(36)	14%	(77)	22%	(122)	7%	(40)	543
Relig: Roman Catholic	17%	(69)	26%	(108)	12%	(49)	17%	(70)	19%	(76)	9%	(36)	408
Relig: Ath./Agn./None	8%	(47)	16%	(93)	11%	(67)	27%	(160)	19%	(111)	20%	(117)	595
Relig: Something Else	15%	(54)	19%	(72)	10%	(36)	19%	(71)	17%	(62)	20%	(76)	371
Relig: Jewish	10%	(5)	26%	(13)	14%	(7)	24%	(12)	16%	(8)	10%	(5)	50
Relig: Evangelical	22%	(143)	29%	(185)	7%	(44)	12%	(80)	20%	(128)	9%	(60)	640
Relig: Non-Evang. Catholics	15%	(87)	28%	(166)	11%	(65)	17%	(101)	21%	(125)	8%	(49)	593
Relig: All Christian	19%	(230)	28%	(351)	9%	(109)	15%	(181)	21%	(253)	9%	(109)	1233
Relig: All Non-Christian	10%	(101)	17%	(165)	11%	(103)	24%	(231)	18%	(173)	20%	(193)	966
Community: Urban	12%	(59)	19%	(92)	11%	(51)	25%	(118)	21%	(98)	13%	(60)	478
Community: Suburban	14%	(152)	23%	(243)	10%	(107)	19%	(209)	20%	(213)	14%	(148)	1072
Community: Rural	18%	(120)	28%	(181)	8%	(55)	13%	(85)	18%	(115)	15%	(95)	651
Employ: Private Sector	15%	(102)	25%	(169)	10%	(69)	20%	(136)	19%	(124)	10%	(67)	667
Employ: Government	12%	(20)	22%	(37)	10%	(17)	24%	(40)	21%	(35)	10%	(16)	165
Employ: Self-Employed	14%	(26)	26%	(49)	9%	(17)	19%	(35)	17%	(31)	15%	(28)	186
Employ: Homemaker	21%	(37)	22%	(40)	6%	(11)	11%	(20)	21%	(38)	19%	(34)	180
Employ: Student	9%	(10)	17%	(18)	19%	(21)	25%	(27)	14%	(15)	17%	(18)	109
Employ: Retired	14%	(71)	30%	(149)	10%	(52)	18%	(90)	22%	(112)	5%	(26)	500
Employ: Unemployed	15%	(26)	15%	(26)	7%	(12)	18%	(31)	17%	(29)	28%	(48)	172
Employ: Other	18%	(39)	13%	(28)	6%	(14)	15%	(33)	19%	(42)	30%	(66)	222
Military HH: Yes	17%	(71)	30%	(125)	9%	(39)	16%	(68)	18%	(74)	10%	(41)	418
Military HH: No	15%	(260)	22%	(391)	10%	(174)	19%	(344)	20%	(352)	15%	(262)	1783

Continued on next page

**Table POL30:** Does this policy give you a more or less favorable view of the NFL, or does it not make much difference either way?

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		No difference either way		Don't Know/No Opinion		Total N
Adults	15%	(331)	23%	(516)	10%	(213)	19%	(412)	19%	(426)	14%	(303)	2201
RD/WT: Right Direction	23%	(198)	34%	(299)	7%	(59)	6%	(56)	19%	(163)	11%	(94)	869
RD/WT: Wrong Track	10%	(133)	16%	(217)	12%	(154)	27%	(356)	20%	(263)	16%	(209)	1332
Trump Job Approve	22%	(214)	38%	(364)	7%	(63)	6%	(58)	18%	(175)	9%	(90)	964
Trump Job Disapprove	10%	(107)	13%	(137)	13%	(143)	31%	(344)	20%	(215)	14%	(149)	1095
Trump Job Strongly Approve	29%	(136)	36%	(170)	6%	(28)	7%	(33)	16%	(76)	7%	(33)	476
Trump Job Somewhat Approve	16%	(78)	40%	(194)	7%	(35)	5%	(25)	20%	(99)	12%	(57)	488
Trump Job Somewhat Disapprove	14%	(44)	21%	(69)	15%	(50)	14%	(45)	19%	(62)	17%	(55)	325
Trump Job Strongly Disapprove	8%	(63)	9%	(68)	12%	(93)	39%	(299)	20%	(153)	12%	(94)	770
#1 Issue: Economy	15%	(93)	25%	(154)	10%	(60)	16%	(102)	20%	(128)	14%	(89)	626
#1 Issue: Security	21%	(88)	35%	(145)	7%	(27)	8%	(34)	19%	(80)	9%	(39)	413
#1 Issue: Health Care	10%	(34)	19%	(66)	13%	(46)	22%	(74)	18%	(61)	18%	(60)	341
#1 Issue: Medicare / Social Security	19%	(54)	28%	(80)	6%	(17)	19%	(55)	21%	(62)	7%	(21)	289
#1 Issue: Women's Issues	12%	(13)	12%	(13)	10%	(11)	31%	(35)	18%	(20)	19%	(21)	113
#1 Issue: Education	16%	(30)	15%	(29)	16%	(31)	22%	(42)	16%	(31)	14%	(26)	189
#1 Issue: Energy	8%	(7)	15%	(14)	10%	(9)	32%	(29)	23%	(21)	12%	(11)	91
#1 Issue: Other	9%	(12)	11%	(15)	9%	(12)	29%	(41)	17%	(23)	26%	(36)	139
2016 Vote: Democrat Hillary Clinton	8%	(57)	11%	(75)	14%	(93)	36%	(241)	20%	(134)	11%	(77)	677
2016 Vote: Republican Donald Trump	23%	(174)	41%	(314)	6%	(48)	7%	(53)	17%	(131)	7%	(53)	773
2016 Vote: Someone else	10%	(22)	20%	(42)	10%	(22)	23%	(48)	25%	(53)	12%	(25)	212
Voted in 2014: Yes	16%	(227)	26%	(377)	10%	(143)	21%	(302)	19%	(283)	8%	(122)	1454
Voted in 2014: No	14%	(104)	19%	(139)	9%	(70)	15%	(110)	19%	(143)	24%	(181)	747
2012 Vote: Barack Obama	10%	(86)	16%	(137)	11%	(94)	31%	(257)	20%	(167)	11%	(93)	834
2012 Vote: Mitt Romney	23%	(131)	41%	(235)	7%	(40)	7%	(40)	18%	(101)	5%	(30)	577
2012 Vote: Other	14%	(15)	24%	(27)	8%	(9)	15%	(17)	29%	(32)	10%	(11)	111
2012 Vote: Didn't Vote	14%	(98)	17%	(117)	10%	(69)	14%	(97)	19%	(126)	25%	(169)	676
4-Region: Northeast	15%	(54)	24%	(90)	9%	(34)	19%	(69)	20%	(74)	13%	(48)	369
4-Region: Midwest	12%	(61)	26%	(128)	9%	(44)	20%	(99)	19%	(92)	13%	(64)	488
4-Region: South	18%	(156)	23%	(206)	9%	(82)	17%	(149)	19%	(172)	14%	(123)	888
4-Region: West	13%	(60)	20%	(92)	12%	(53)	21%	(95)	19%	(88)	15%	(68)	456

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**Table POL30:** *Does this policy give you a more or less favorable view of the NFL, or does it not make much difference either way?*

<b>Demographic</b>	<b>Much more favorable</b>	<b>Somewhat more favorable</b>	<b>Somewhat less favorable</b>	<b>Much less favorable</b>	<b>No difference either way</b>	<b>Don't Know/No Opinion</b>	<b>Total N</b>
Adults	15% (331)	23% (516)	10% (213)	19% (412)	19% (426)	14% (303)	2201
Favorable of Trump	23% (222)	38% (372)	7% (67)	6% (58)	18% (170)	8% (81)	970
Unfavorable of Trump	9% (99)	12% (136)	13% (141)	31% (344)	21% (235)	13% (147)	1102
Very Favorable of Trump	29% (149)	38% (195)	6% (30)	7% (35)	15% (75)	6% (33)	517
Somewhat Favorable of Trump	16% (73)	39% (177)	8% (37)	5% (23)	21% (95)	11% (48)	453
Somewhat Unfavorable of Trump	11% (27)	20% (48)	13% (31)	13% (30)	27% (64)	16% (37)	237
Very Unfavorable of Trump	8% (72)	10% (88)	13% (110)	36% (314)	20% (171)	13% (110)	865

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table POL31:** *And knowing this, do you have a more or less favorable view of brands that sponsor the NFL, or does it not make much difference either way?*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	No difference either way	Don't Know/No Opinion	Total N
Adults	8% (184)	14% (317)	9% (207)	12% (260)	41% (908)	15% (325)	2201
Gender: Male	8% (80)	15% (154)	11% (110)	13% (132)	42% (437)	12% (123)	1036
Gender: Female	9% (104)	14% (163)	8% (97)	11% (128)	40% (471)	17% (202)	1165
Age: 18-29	7% (32)	12% (50)	12% (54)	14% (60)	32% (139)	23% (99)	434
Age: 30-44	9% (56)	11% (68)	8% (49)	10% (64)	44% (279)	18% (115)	631
Age: 45-54	12% (47)	15% (60)	9% (36)	13% (50)	39% (154)	11% (43)	390
Age: 55-64	8% (24)	17% (52)	10% (29)	13% (38)	38% (114)	14% (41)	298
Age: 65+	6% (25)	19% (87)	9% (39)	11% (48)	50% (222)	6% (27)	448
Generation Z: 18-21	7% (9)	10% (13)	13% (16)	16% (20)	25% (31)	29% (36)	125
Millennial: Age 22-37	9% (61)	10% (66)	10% (67)	12% (81)	38% (254)	20% (134)	663
Generation X: Age 38-53	10% (62)	15% (91)	8% (52)	11% (66)	44% (272)	13% (81)	624
Boomers: Age 54-72	7% (45)	17% (117)	9% (63)	12% (81)	45% (307)	10% (69)	682
PID: Dem (no lean)	7% (50)	6% (43)	14% (97)	18% (121)	41% (280)	13% (87)	678
PID: Ind (no lean)	5% (46)	12% (103)	6% (55)	10% (84)	47% (399)	20% (171)	858
PID: Rep (no lean)	13% (88)	26% (171)	8% (55)	8% (55)	34% (229)	10% (67)	665
PID/Gender: Dem Men	7% (20)	6% (17)	17% (47)	18% (50)	39% (109)	14% (38)	281
PID/Gender: Dem Women	8% (30)	7% (26)	13% (50)	18% (71)	43% (171)	12% (49)	397
PID/Gender: Ind Men	4% (17)	14% (54)	7% (27)	12% (46)	49% (196)	15% (59)	399
PID/Gender: Ind Women	6% (29)	11% (49)	6% (28)	8% (38)	44% (203)	24% (112)	459
PID/Gender: Rep Men	12% (43)	23% (83)	10% (36)	10% (36)	37% (132)	7% (26)	356
PID/Gender: Rep Women	15% (45)	28% (88)	6% (19)	6% (19)	31% (97)	13% (41)	309
Ideo: Liberal (1-3)	8% (56)	7% (52)	14% (96)	19% (134)	40% (284)	12% (82)	704
Ideo: Moderate (4)	7% (28)	16% (68)	8% (34)	8% (35)	46% (192)	15% (63)	420
Ideo: Conservative (5-7)	10% (80)	22% (169)	8% (60)	8% (65)	43% (328)	9% (66)	768
Educ: < College	9% (128)	15% (225)	8% (121)	11% (170)	39% (572)	18% (267)	1483
Educ: Bachelors degree	8% (34)	14% (57)	11% (45)	11% (45)	48% (202)	9% (36)	419
Educ: Post-grad	7% (22)	12% (35)	14% (41)	15% (45)	45% (134)	7% (22)	299

Continued on next page

**Table POL31:** *And knowing this, do you have a more or less favorable view of brands that sponsor the NFL, or does it not make much difference either way?*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	No difference either way	Don't Know/No Opinion	Total N
Adults	8% (184)	14% (317)	9% (207)	12% (260)	41% (908)	15% (325)	2201
Income: Under 50k	9% (104)	14% (172)	8% (97)	12% (142)	38% (456)	19% (232)	1203
Income: 50k-100k	8% (56)	16% (111)	10% (70)	11% (77)	45% (310)	9% (63)	687
Income: 100k+	8% (24)	11% (34)	13% (40)	13% (41)	46% (142)	10% (30)	311
Ethnicity: White	8% (147)	16% (280)	9% (156)	10% (178)	43% (762)	14% (245)	1768
Ethnicity: Hispanic	11% (21)	12% (22)	11% (20)	16% (30)	36% (67)	15% (28)	188
Ethnicity: Afr. Am.	8% (17)	8% (17)	12% (26)	21% (44)	34% (72)	17% (37)	213
Ethnicity: Other	9% (20)	9% (20)	11% (25)	17% (38)	34% (74)	20% (43)	220
Relig: Protestant	9% (49)	18% (99)	8% (43)	10% (53)	45% (246)	10% (53)	543
Relig: Roman Catholic	8% (34)	15% (61)	11% (44)	13% (53)	43% (174)	10% (42)	408
Relig: Ath./Agn./None	6% (34)	9% (52)	11% (64)	15% (88)	41% (243)	19% (114)	595
Relig: Something Else	9% (35)	13% (50)	10% (36)	10% (36)	37% (139)	20% (75)	371
Relig: Jewish	2% (1)	16% (8)	16% (8)	12% (6)	42% (21)	12% (6)	50
Relig: Evangelical	12% (79)	19% (124)	7% (47)	10% (66)	39% (251)	11% (73)	640
Relig: Non-Evang. Catholics	6% (36)	15% (91)	10% (60)	12% (70)	46% (274)	10% (62)	593
Relig: All Christian	9% (115)	17% (215)	9% (107)	11% (136)	43% (525)	11% (135)	1233
Relig: All Non-Christian	7% (69)	11% (102)	10% (100)	13% (124)	40% (382)	20% (189)	966
Community: Urban	8% (40)	12% (59)	11% (54)	13% (62)	42% (203)	13% (60)	478
Community: Suburban	8% (82)	13% (143)	10% (108)	12% (125)	44% (470)	13% (144)	1072
Community: Rural	10% (62)	18% (115)	7% (45)	11% (73)	36% (235)	19% (121)	651
Employ: Private Sector	9% (62)	15% (103)	11% (72)	11% (72)	43% (287)	11% (71)	667
Employ: Government	7% (12)	15% (24)	9% (15)	12% (20)	46% (76)	11% (18)	165
Employ: Self-Employed	8% (14)	15% (28)	11% (20)	13% (24)	39% (73)	15% (27)	186
Employ: Homemaker	13% (23)	12% (22)	5% (9)	6% (11)	42% (76)	22% (39)	180
Employ: Student	8% (9)	8% (9)	13% (14)	18% (20)	36% (39)	17% (18)	109
Employ: Retired	7% (35)	18% (88)	10% (49)	13% (67)	45% (225)	7% (36)	500
Employ: Unemployed	6% (11)	14% (24)	8% (13)	13% (23)	31% (53)	28% (48)	172
Employ: Other	8% (18)	9% (19)	7% (15)	10% (23)	36% (79)	31% (68)	222
Military HH: Yes	7% (31)	20% (84)	8% (32)	13% (53)	41% (171)	11% (47)	418
Military HH: No	9% (153)	13% (233)	10% (175)	12% (207)	41% (737)	16% (278)	1783

Continued on next page

**Table POL31:** *And knowing this, do you have a more or less favorable view of brands that sponsor the NFL, or does it not make much difference either way?*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		No difference either way		Don't Know/No Opinion		Total N
Adults	8%	(184)	14%	(317)	9%	(207)	12%	(260)	41%	(908)	15%	(325)	2201
RD/WT: Right Direction	13%	(117)	22%	(191)	7%	(58)	8%	(67)	39%	(336)	12%	(100)	869
RD/WT: Wrong Track	5%	(67)	9%	(126)	11%	(149)	14%	(193)	43%	(572)	17%	(225)	1332
Trump Job Approve	12%	(120)	24%	(227)	6%	(60)	8%	(81)	39%	(372)	11%	(104)	964
Trump Job Disapprove	5%	(58)	8%	(86)	13%	(141)	16%	(172)	44%	(485)	14%	(153)	1095
Trump Job Strongly Approve	17%	(81)	25%	(119)	7%	(32)	10%	(46)	33%	(155)	9%	(43)	476
Trump Job Somewhat Approve	8%	(39)	22%	(108)	6%	(28)	7%	(35)	44%	(217)	12%	(61)	488
Trump Job Somewhat Disapprove	6%	(18)	14%	(46)	11%	(37)	8%	(26)	45%	(147)	16%	(51)	325
Trump Job Strongly Disapprove	5%	(40)	5%	(40)	14%	(104)	19%	(146)	44%	(338)	13%	(102)	770
#1 Issue: Economy	9%	(54)	15%	(92)	8%	(50)	10%	(60)	45%	(280)	14%	(90)	626
#1 Issue: Security	11%	(45)	22%	(89)	9%	(37)	9%	(38)	39%	(160)	11%	(44)	413
#1 Issue: Health Care	8%	(26)	11%	(36)	11%	(37)	10%	(34)	41%	(141)	20%	(67)	341
#1 Issue: Medicare / Social Security	9%	(25)	19%	(54)	7%	(21)	13%	(37)	42%	(122)	10%	(30)	289
#1 Issue: Women's Issues	8%	(9)	6%	(7)	12%	(14)	18%	(20)	35%	(39)	21%	(24)	113
#1 Issue: Education	8%	(16)	10%	(18)	14%	(26)	14%	(27)	42%	(80)	12%	(22)	189
#1 Issue: Energy	3%	(3)	15%	(14)	11%	(10)	18%	(16)	41%	(37)	12%	(11)	91
#1 Issue: Other	4%	(6)	5%	(7)	9%	(12)	20%	(28)	35%	(49)	27%	(37)	139
2016 Vote: Democrat Hillary Clinton	6%	(39)	6%	(44)	15%	(99)	16%	(109)	45%	(305)	12%	(81)	677
2016 Vote: Republican Donald Trump	13%	(99)	25%	(191)	6%	(48)	9%	(69)	39%	(302)	8%	(64)	773
2016 Vote: Someone else	5%	(10)	9%	(20)	6%	(13)	14%	(30)	50%	(107)	15%	(32)	212
Voted in 2014: Yes	9%	(129)	16%	(233)	10%	(139)	13%	(186)	43%	(625)	10%	(142)	1454
Voted in 2014: No	7%	(55)	11%	(84)	9%	(68)	10%	(74)	38%	(283)	24%	(183)	747
2012 Vote: Barack Obama	6%	(54)	9%	(78)	12%	(97)	14%	(120)	45%	(379)	13%	(106)	834
2012 Vote: Mitt Romney	11%	(66)	24%	(141)	7%	(40)	9%	(54)	41%	(239)	6%	(37)	577
2012 Vote: Other	8%	(9)	14%	(15)	4%	(4)	14%	(15)	50%	(55)	12%	(13)	111
2012 Vote: Didn't Vote	8%	(55)	12%	(82)	10%	(66)	11%	(71)	34%	(233)	25%	(169)	676
4-Region: Northeast	7%	(27)	12%	(46)	10%	(38)	9%	(35)	48%	(178)	12%	(45)	369
4-Region: Midwest	6%	(30)	14%	(69)	8%	(39)	13%	(65)	43%	(212)	15%	(73)	488
4-Region: South	11%	(95)	16%	(140)	10%	(85)	12%	(104)	37%	(325)	16%	(139)	888
4-Region: West	7%	(32)	14%	(62)	10%	(45)	12%	(56)	42%	(193)	15%	(68)	456

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**Table POL31:** *And knowing this, do you have a more or less favorable view of brands that sponsor the NFL, or does it not make much difference either way?*

<b>Demographic</b>	<b>Much more favorable</b>	<b>Somewhat more favorable</b>	<b>Somewhat less favorable</b>	<b>Much less favorable</b>	<b>No difference either way</b>	<b>Don't Know/No Opinion</b>	<b>Total N</b>
Adults	8% (184)	14% (317)	9% (207)	12% (260)	41% (908)	15% (325)	2201
Favorable of Trump	13% (127)	24% (236)	7% (65)	8% (78)	38% (371)	10% (93)	970
Unfavorable of Trump	5% (54)	7% (77)	12% (137)	16% (175)	46% (503)	14% (156)	1102
Very Favorable of Trump	17% (89)	26% (135)	6% (30)	10% (52)	33% (171)	8% (40)	517
Somewhat Favorable of Trump	8% (38)	22% (101)	8% (35)	6% (26)	44% (200)	12% (53)	453
Somewhat Unfavorable of Trump	5% (12)	12% (29)	8% (18)	10% (23)	49% (116)	16% (39)	237
Very Unfavorable of Trump	5% (42)	6% (48)	14% (119)	18% (152)	45% (387)	14% (117)	865

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1036	47%
	Gender: Female	1165	53%
	N	2201	
age5	Age: 18-29	434	20%
	Age: 30-44	631	29%
	Age: 45-54	390	18%
	Age: 55-64	298	14%
	Age: 65+	448	20%
	N	2201	
demAgeGeneration	Generation Z: 18-21	125	6%
	Millennial: Age 22-37	663	30%
	Generation X: Age 38-53	624	28%
	Boomers: Age 54-72	682	31%
	N	2094	
xpid3	PID: Dem (no lean)	678	31%
	PID: Ind (no lean)	858	39%
	PID: Rep (no lean)	665	30%
	N	2201	
xpidGender	PID/Gender: Dem Men	281	13%
	PID/Gender: Dem Women	397	18%
	PID/Gender: Ind Men	399	18%
	PID/Gender: Ind Women	459	21%
	PID/Gender: Rep Men	356	16%
	PID/Gender: Rep Women	309	14%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	704	32%
	Ideo: Moderate (4)	420	19%
	Ideo: Conservative (5-7)	768	35%
	N	1892	
xeduc3	Educ: < College	1483	67%
	Educ: Bachelors degree	419	19%
	Educ: Post-grad	299	14%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1203	55%
	Income: 50k-100k	687	31%
	Income: 100k+	311	14%
	N	2201	
xdemWhite	Ethnicity: White	1768	80%
xdemHispBin	Ethnicity: Hispanic	188	9%
demBlackBin	Ethnicity: Afr. Am.	213	10%
demRaceOther	Ethnicity: Other	220	10%
xrelNet	Relig: Protestant	543	25%
	Relig: Roman Catholic	408	19%
	Relig: Ath./Agn./None	595	27%
	Relig: Something Else	371	17%
	N	1917	
xreligion1	Relig: Jewish	50	2%
xreligion2	Relig: Evangelical	640	29%
	Relig: Non-Evang. Catholics	593	27%
	N	1233	
xreligion3	Relig: All Christian	1233	56%
	Relig: All Non-Christian	966	44%
	N	2199	
xdemUsr	Community: Urban	478	22%
	Community: Suburban	1072	49%
	Community: Rural	651	30%
	N	2201	
xdemEmploy	Employ: Private Sector	667	30%
	Employ: Government	165	7%
	Employ: Self-Employed	186	8%
	Employ: Homemaker	180	8%
	Employ: Student	109	5%
	Employ: Retired	500	23%
	Employ: Unemployed	172	8%
	Employ: Other	222	10%
	N	2201	
xdemMilHH1	Military HH: Yes	418	19%
	Military HH: No	1783	81%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	869	39%
	RD/WT: Wrong Track	1332	61%
	N	2201	
Trump_Approve	Trump Job Approve	964	44%
	Trump Job Disapprove	1095	50%
	N	2059	
Trump_Approve2	Trump Job Strongly Approve	476	22%
	Trump Job Somewhat Approve	488	22%
	Trump Job Somewhat Disapprove	325	15%
	Trump Job Strongly Disapprove	770	35%
	N	2059	
xnr3	#1 Issue: Economy	626	28%
	#1 Issue: Security	413	19%
	#1 Issue: Health Care	341	15%
	#1 Issue: Medicare / Social Security	289	13%
	#1 Issue: Women's Issues	113	5%
	#1 Issue: Education	189	9%
	#1 Issue: Energy	91	4%
	#1 Issue: Other	139	6%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	677	31%
	2016 Vote: Republican Donald Trump	773	35%
	2016 Vote: Someone else	212	10%
	N	1662	
xsubVote14O	Voted in 2014: Yes	1454	66%
	Voted in 2014: No	747	34%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	834	38%
	2012 Vote: Mitt Romney	577	26%
	2012 Vote: Other	111	5%
	2012 Vote: Didn't Vote	676	31%
	N	2198	
xreg4	4-Region: Northeast	369	17%
	4-Region: Midwest	488	22%
	4-Region: South	888	40%
	4-Region: West	456	21%
	N	2201	

Continued on next page



**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	970	44%
	Unfavorable of Trump	1102	50%
	<i>N</i>	2072	
Trump_Fav_FULL	Very Favorable of Trump	517	23%
	Somewhat Favorable of Trump	453	21%
	Somewhat Unfavorable of Trump	237	11%
	Very Unfavorable of Trump	865	39%
	<i>N</i>	2072	

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

