



National Tracking Poll #190210
February 06-08, 2019

Crosstabulation Results

Methodology:

This poll was conducted from February 06-08, 2019, among a national sample of 2201 adults with a subsample of 1286 adults who indicated they watched Super Bowl LIII. 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 3 percentage points.

Table Index

- 2 **Table SBR2_1:** *Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?*
The Washington Post 9
- 3 **Table SBR2_2:** *Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?*
Burger King 13
- 4 **Table SBR2_3:** *Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?*
Skechers 17
- 5 **Table SBR2_4:** *Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?*
Colgate 21
- 6 **Table SBR2_5:** *Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?*
Kraft 25
- 7 **Table SBR2_6:** *Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?*
NFL 29
- 8 **Table SBR2_7:** *Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?*
Bumble 33
- 9 **Table SBR2_8:** *Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?*
Bud Light 37
- 10 **Table SBR2_9:** *Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?*
T-Mobile 41
- 11 **Table SBR2_10:** *Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?*
Showtime 45
- 12 **Table SBR2_11:** *Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?*
Microsoft 49
- 13 **Table SBR2_12:** *Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?*
Expensify 53
- 14 **Table SBR2_13:** *Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?*
Pepsi 57
- 15 **Table SBR2_14:** *Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?*
Bubly 61
- 16 **Table SBR2_15:** *Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?*
Doritos 65
- 17 **Table SBR2_16:** *Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?*
Google Translate 69

18	Table SBR2_17: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday? <i>Olay</i>	73
19	Table SBR2_18: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday? <i>GEICO</i>	77
20	Table SBR2_19: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday? <i>Jeep</i>	81
21	Table SBR2_20: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday? <i>GoDaddy</i>	85
22	Table SBR2_21: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday? <i>Tide</i>	89
23	Table SBR2_22: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday? <i>Wendy's</i>	93
24	Table SBR3_1: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams? <i>Bored</i>	97
25	Table SBR3_2: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams? <i>Excited</i>	101
26	Table SBR3_3: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams? <i>Happy</i>	105
27	Table SBR3_4: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams? <i>Sad</i>	109
28	Table SBR3_5: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams? <i>Indifferent</i>	113
29	Table SBR4: And which of the following best describes how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?	117
30	Table SBR5: Did you watch the Super Bowl halftime show featuring Maroon 5, Travis Scott and Big Boi?	120
31	Table SBR6: And would you say the Super Bowl halftime show featuring Maroon 5, Travis Scott and Big Boi was better or worse than most of the Super Bowl halftime shows you have seen in years past?	123
32	Table SBR7: And which was your favorite performance of the Super Bowl halftime show?	126
33	Table SBR8: Which would you say was most enjoyable to watch, the game between the New England Patriots and the Los Angeles Rams, the Super Bowl halftime show, or the ads?	129
34	Table SBR9_1: Do you have a favorable or unfavorable impression of each of the following? <i>Tom Brady</i>	132
35	Table SBR9_2: Do you have a favorable or unfavorable impression of each of the following? <i>Jared Goff</i>	136
36	Table SBR9_3: Do you have a favorable or unfavorable impression of each of the following? <i>Bill Belichick</i>	140
37	Table SBR9_4: Do you have a favorable or unfavorable impression of each of the following? <i>Sean McVay</i>	144

38	Table SBR9_5: <i>Do you have a favorable or unfavorable impression of each of the following?</i> Maroon 5	148
39	Table SBR9_6: <i>Do you have a favorable or unfavorable impression of each of the following?</i> Big Boi . . .	152
40	Table SBR9_7: <i>Do you have a favorable or unfavorable impression of each of the following?</i> Travis Scott	156
41	Table SBR9_8: <i>Do you have a favorable or unfavorable impression of each of the following?</i> Gladys Knight	160
42	Summary Statistics of Survey Respondent Demographics	164

All results reported among those who watched Super Bowl LIII.

**Table SBR2_1: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
The Washington Post**

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(163)	11%	(144)	39%	(504)	37%	(476)	1286
Gender: Male	14%	(94)	12%	(79)	37%	(250)	37%	(246)	669
Gender: Female	11%	(69)	11%	(65)	41%	(254)	37%	(230)	617
Age: 18-29	13%	(25)	13%	(25)	38%	(75)	36%	(72)	197
Age: 30-44	17%	(52)	13%	(39)	39%	(115)	31%	(92)	297
Age: 45-54	13%	(31)	9%	(22)	42%	(100)	36%	(84)	237
Age: 55-64	10%	(26)	13%	(33)	40%	(98)	37%	(90)	246
Age: 65+	9%	(29)	8%	(25)	38%	(118)	45%	(138)	309
Generation Z: 18-21	15%	(10)	23%	(15)	24%	(16)	38%	(25)	66
Millennial: Age 22-37	15%	(48)	12%	(37)	42%	(130)	30%	(94)	309
Generation X: Age 38-53	15%	(49)	9%	(28)	41%	(133)	36%	(117)	328
Boomers: Age 54-72	10%	(49)	12%	(58)	38%	(189)	41%	(205)	501
PID: Dem (no lean)	14%	(65)	12%	(53)	40%	(182)	33%	(150)	450
PID: Ind (no lean)	12%	(50)	13%	(51)	38%	(152)	37%	(148)	402
PID: Rep (no lean)	11%	(47)	9%	(39)	39%	(171)	41%	(177)	434
PID/Gender: Dem Men	15%	(33)	14%	(29)	40%	(86)	31%	(66)	214
PID/Gender: Dem Women	14%	(32)	10%	(24)	40%	(95)	36%	(84)	236
PID/Gender: Ind Men	12%	(27)	12%	(28)	33%	(74)	42%	(94)	224
PID/Gender: Ind Women	13%	(23)	13%	(23)	44%	(78)	30%	(54)	178
PID/Gender: Rep Men	15%	(34)	9%	(21)	39%	(90)	37%	(86)	231
PID/Gender: Rep Women	7%	(13)	9%	(18)	40%	(81)	45%	(91)	203
Ideo: Liberal (1-3)	20%	(83)	14%	(59)	31%	(130)	34%	(141)	413
Ideo: Moderate (4)	8%	(24)	13%	(38)	45%	(131)	33%	(97)	290
Ideo: Conservative (5-7)	11%	(51)	7%	(33)	41%	(196)	41%	(198)	477
Educ: < College	9%	(67)	11%	(78)	42%	(310)	38%	(280)	735
Educ: Bachelors degree	19%	(67)	11%	(38)	37%	(131)	34%	(121)	357
Educ: Post-grad	15%	(29)	14%	(28)	32%	(63)	38%	(75)	195

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Table SBR2_1: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
The Washington Post

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(163)	11%	(144)	39%	(504)	37%	(476)	1286
Income: Under 50k	8%	(51)	11%	(72)	43%	(279)	37%	(240)	641
Income: 50k-100k	17%	(79)	12%	(57)	36%	(165)	34%	(157)	458
Income: 100k+	17%	(33)	8%	(15)	33%	(61)	42%	(79)	187
Ethnicity: White	13%	(139)	11%	(118)	39%	(410)	36%	(371)	1039
Ethnicity: Hispanic	18%	(23)	18%	(22)	30%	(38)	34%	(42)	125
Ethnicity: Afr. Am.	8%	(14)	12%	(21)	38%	(66)	42%	(74)	175
Ethnicity: Other	14%	(10)	6%	(4)	39%	(29)	41%	(30)	73
Relig: Protestant	12%	(44)	10%	(37)	43%	(153)	35%	(125)	359
Relig: Roman Catholic	13%	(40)	11%	(34)	39%	(120)	36%	(110)	304
Relig: Something Else	14%	(13)	16%	(15)	29%	(28)	41%	(40)	97
Relig: Evangelical	14%	(72)	11%	(56)	40%	(213)	36%	(190)	532
Relig: Non-Evang. Catholics	11%	(25)	13%	(30)	38%	(88)	37%	(86)	229
Relig: All Christian	13%	(97)	11%	(87)	40%	(301)	36%	(276)	761
Relig: All Non-Christian	10%	(13)	9%	(12)	42%	(56)	39%	(51)	133
Community: Urban	11%	(35)	8%	(24)	42%	(130)	39%	(118)	307
Community: Suburban	14%	(90)	12%	(76)	36%	(235)	38%	(247)	648
Community: Rural	11%	(37)	13%	(44)	42%	(139)	33%	(111)	331
Employ: Private Sector	17%	(72)	10%	(44)	39%	(170)	34%	(145)	431
Employ: Government	16%	(11)	15%	(11)	39%	(28)	29%	(20)	70
Employ: Self-Employed	15%	(18)	14%	(17)	38%	(44)	33%	(39)	117
Employ: Homemaker	5%	(4)	5%	(4)	53%	(44)	37%	(31)	83
Employ: Retired	9%	(32)	10%	(36)	36%	(125)	44%	(153)	347
Employ: Unemployed	8%	(8)	11%	(11)	36%	(36)	44%	(43)	98
Employ: Other	7%	(6)	15%	(14)	45%	(43)	33%	(32)	95
Military HH: Yes	13%	(31)	10%	(24)	39%	(95)	39%	(96)	247
Military HH: No	13%	(132)	11%	(120)	39%	(409)	37%	(380)	1040
RD/WT: Right Direction	10%	(51)	9%	(45)	41%	(207)	40%	(204)	507
RD/WT: Wrong Track	14%	(112)	13%	(98)	38%	(297)	35%	(272)	779

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Table SBR2_1: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
The Washington Post

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	13%	(163)	11%	(144)	39%	(504)	37%	(476)	1286
Trump Job Approve	11%	(59)	9%	(49)	41%	(227)	40%	(222)	557
Trump Job Disapprove	15%	(101)	13%	(92)	38%	(262)	35%	(242)	696
Trump Job Strongly Approve	12%	(37)	10%	(31)	39%	(116)	39%	(116)	300
Trump Job Somewhat Approve	9%	(22)	7%	(18)	43%	(111)	41%	(106)	257
Trump Job Somewhat Disapprove	9%	(16)	14%	(26)	45%	(80)	32%	(57)	179
Trump Job Strongly Disapprove	17%	(85)	13%	(66)	35%	(181)	36%	(185)	517
#1 Issue: Economy	13%	(49)	12%	(45)	44%	(161)	31%	(113)	369
#1 Issue: Security	10%	(27)	6%	(18)	38%	(105)	46%	(127)	276
#1 Issue: Health Care	10%	(24)	15%	(35)	43%	(99)	32%	(75)	232
#1 Issue: Medicare / Social Security	7%	(13)	7%	(12)	40%	(69)	46%	(81)	173
#1 Issue: Women's Issues	26%	(14)	11%	(6)	37%	(20)	27%	(15)	55
#1 Issue: Education	19%	(16)	18%	(16)	29%	(25)	33%	(28)	85
#1 Issue: Other	10%	(6)	13%	(7)	31%	(17)	45%	(25)	56
2018 House Vote: Democrat	17%	(93)	13%	(70)	36%	(192)	33%	(179)	534
2018 House Vote: Republican	11%	(53)	9%	(43)	40%	(191)	40%	(189)	476
2018 House Vote: Someone else	13%	(7)	15%	(8)	35%	(18)	36%	(19)	52
2018 House Vote: Didn't Vote	4%	(9)	10%	(23)	46%	(103)	40%	(88)	223
2016 Vote: Hillary Clinton	16%	(76)	14%	(67)	37%	(172)	33%	(153)	467
2016 Vote: Donald Trump	11%	(51)	10%	(45)	40%	(185)	39%	(182)	463
2016 Vote: Someone else	16%	(16)	9%	(9)	32%	(31)	42%	(41)	97
2016 Vote: Didn't Vote	8%	(20)	9%	(23)	45%	(116)	39%	(101)	260
Voted in 2014: Yes	14%	(133)	11%	(107)	38%	(356)	36%	(341)	937
Voted in 2014: No	8%	(30)	10%	(36)	42%	(148)	39%	(135)	349
2012 Vote: Barack Obama	15%	(84)	13%	(74)	37%	(213)	36%	(207)	579
2012 Vote: Mitt Romney	12%	(43)	8%	(29)	40%	(142)	40%	(141)	355
2012 Vote: Didn't Vote	9%	(29)	11%	(34)	44%	(136)	35%	(106)	305

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Table SBR2_1: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
The Washington Post

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	13%	(163)	11%	(144)	39%	(504)	37%	(476)	1286
4-Region: Northeast	11%	(28)	11%	(29)	39%	(101)	39%	(100)	258
4-Region: Midwest	12%	(35)	9%	(26)	42%	(122)	37%	(110)	293
4-Region: South	14%	(68)	12%	(55)	40%	(188)	34%	(158)	468
4-Region: West	12%	(32)	12%	(32)	35%	(93)	41%	(109)	267

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

Table SBR2_2: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 Burger King

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	20%	(255)	23%	(295)	33%	(425)	24%	(312)	1286
Gender: Male	23%	(155)	25%	(165)	29%	(194)	23%	(155)	669
Gender: Female	16%	(100)	21%	(129)	38%	(232)	25%	(156)	617
Age: 18-29	24%	(48)	26%	(51)	29%	(57)	21%	(41)	197
Age: 30-44	22%	(65)	22%	(64)	34%	(102)	22%	(66)	297
Age: 45-54	23%	(55)	26%	(61)	30%	(72)	21%	(50)	237
Age: 55-64	14%	(34)	22%	(53)	39%	(96)	26%	(63)	246
Age: 65+	17%	(53)	21%	(66)	32%	(99)	30%	(91)	309
Generation Z: 18-21	27%	(18)	19%	(12)	27%	(18)	28%	(18)	66
Millennial: Age 22-37	23%	(72)	27%	(82)	31%	(97)	19%	(58)	309
Generation X: Age 38-53	22%	(73)	23%	(74)	33%	(107)	23%	(74)	328
Boomers: Age 54-72	16%	(79)	21%	(105)	35%	(174)	29%	(143)	501
PID: Dem (no lean)	19%	(85)	25%	(112)	33%	(147)	23%	(106)	450
PID: Ind (no lean)	19%	(78)	22%	(90)	34%	(136)	24%	(98)	402
PID: Rep (no lean)	21%	(91)	21%	(93)	33%	(141)	25%	(108)	434
PID/Gender: Dem Men	22%	(46)	31%	(67)	27%	(59)	20%	(42)	214
PID/Gender: Dem Women	16%	(39)	19%	(45)	38%	(89)	27%	(63)	236
PID/Gender: Ind Men	21%	(48)	21%	(46)	30%	(67)	28%	(63)	224
PID/Gender: Ind Women	17%	(30)	24%	(43)	39%	(69)	20%	(35)	178
PID/Gender: Rep Men	26%	(61)	23%	(52)	29%	(68)	22%	(50)	231
PID/Gender: Rep Women	15%	(31)	20%	(41)	36%	(73)	29%	(58)	203
Ideo: Liberal (1-3)	20%	(82)	23%	(97)	33%	(134)	24%	(100)	413
Ideo: Moderate (4)	19%	(55)	22%	(64)	34%	(99)	25%	(72)	290
Ideo: Conservative (5-7)	21%	(102)	22%	(104)	32%	(154)	25%	(118)	477
Educ: < College	21%	(155)	23%	(166)	34%	(249)	22%	(164)	735
Educ: Bachelors degree	19%	(66)	23%	(82)	34%	(120)	25%	(88)	357
Educ: Post-grad	17%	(33)	24%	(47)	29%	(56)	30%	(59)	195

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**Table SBR2_2: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Burger King**

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(255)	23%	(295)	33%	(425)	24%	(312)	1286
Income: Under 50k	19%	(121)	24%	(153)	34%	(216)	23%	(151)	641
Income: 50k-100k	22%	(99)	22%	(102)	33%	(153)	23%	(105)	458
Income: 100k+	19%	(35)	21%	(40)	30%	(56)	30%	(56)	187
Ethnicity: White	19%	(194)	23%	(239)	34%	(353)	24%	(252)	1039
Ethnicity: Hispanic	26%	(32)	18%	(22)	37%	(47)	19%	(24)	125
Ethnicity: Afr. Am.	26%	(45)	24%	(41)	28%	(50)	22%	(39)	175
Ethnicity: Other	22%	(16)	20%	(14)	31%	(22)	28%	(21)	73
Relig: Protestant	18%	(64)	21%	(76)	36%	(128)	25%	(92)	359
Relig: Roman Catholic	23%	(69)	21%	(64)	35%	(107)	21%	(64)	304
Relig: Something Else	27%	(26)	25%	(25)	20%	(20)	28%	(27)	97
Relig: Evangelical	21%	(112)	21%	(109)	35%	(184)	24%	(126)	532
Relig: Non-Evang. Catholics	21%	(47)	24%	(55)	31%	(70)	24%	(56)	229
Relig: All Christian	21%	(160)	22%	(164)	33%	(254)	24%	(182)	761
Relig: All Non-Christian	18%	(24)	20%	(26)	38%	(50)	24%	(32)	133
Community: Urban	20%	(61)	23%	(69)	33%	(102)	24%	(74)	307
Community: Suburban	20%	(126)	23%	(149)	32%	(206)	26%	(167)	648
Community: Rural	20%	(67)	23%	(77)	35%	(117)	21%	(70)	331
Employ: Private Sector	19%	(80)	24%	(102)	36%	(155)	22%	(93)	431
Employ: Government	21%	(15)	19%	(13)	38%	(26)	22%	(16)	70
Employ: Self-Employed	28%	(33)	20%	(23)	29%	(34)	23%	(27)	117
Employ: Homemaker	20%	(17)	23%	(19)	38%	(31)	19%	(16)	83
Employ: Retired	17%	(58)	23%	(80)	31%	(106)	30%	(103)	347
Employ: Unemployed	23%	(23)	25%	(24)	29%	(29)	23%	(22)	98
Employ: Other	19%	(18)	27%	(25)	34%	(33)	20%	(19)	95
Military HH: Yes	21%	(51)	22%	(54)	34%	(85)	23%	(57)	247
Military HH: No	20%	(204)	23%	(241)	33%	(340)	24%	(255)	1040
RD/WT: Right Direction	21%	(106)	22%	(112)	32%	(164)	25%	(124)	507
RD/WT: Wrong Track	19%	(149)	23%	(182)	34%	(261)	24%	(187)	779

Continued on next page

**Table SBR2_2: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 Burger King**

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(255)	23%	(295)	33%	(425)	24%	(312)	1286
Trump Job Approve	20%	(113)	22%	(122)	34%	(190)	24%	(133)	557
Trump Job Disapprove	20%	(136)	24%	(164)	33%	(227)	24%	(169)	696
Trump Job Strongly Approve	19%	(56)	23%	(68)	35%	(104)	24%	(72)	300
Trump Job Somewhat Approve	22%	(57)	21%	(53)	33%	(86)	24%	(61)	257
Trump Job Somewhat Disapprove	23%	(41)	26%	(46)	32%	(57)	19%	(35)	179
Trump Job Strongly Disapprove	18%	(95)	23%	(118)	33%	(170)	26%	(135)	517
#1 Issue: Economy	23%	(85)	27%	(98)	32%	(120)	18%	(66)	369
#1 Issue: Security	17%	(46)	20%	(57)	33%	(90)	30%	(84)	276
#1 Issue: Health Care	22%	(51)	20%	(46)	37%	(86)	21%	(49)	232
#1 Issue: Medicare / Social Security	18%	(31)	24%	(41)	28%	(49)	31%	(53)	173
#1 Issue: Women's Issues	20%	(11)	25%	(14)	37%	(20)	17%	(9)	55
#1 Issue: Education	18%	(15)	13%	(11)	42%	(36)	28%	(23)	85
#1 Issue: Other	10%	(6)	30%	(17)	26%	(14)	34%	(19)	56
2018 House Vote: Democrat	19%	(99)	24%	(127)	33%	(176)	25%	(132)	534
2018 House Vote: Republican	21%	(98)	21%	(99)	34%	(160)	25%	(119)	476
2018 House Vote: Someone else	17%	(9)	27%	(14)	34%	(18)	22%	(12)	52
2018 House Vote: Didnt Vote	22%	(49)	25%	(55)	32%	(71)	22%	(48)	223
2016 Vote: Hillary Clinton	19%	(91)	24%	(111)	33%	(153)	24%	(113)	467
2016 Vote: Donald Trump	21%	(99)	21%	(95)	33%	(154)	25%	(114)	463
2016 Vote: Someone else	17%	(16)	30%	(29)	31%	(30)	22%	(21)	97
2016 Vote: Didnt Vote	19%	(49)	23%	(59)	34%	(88)	24%	(64)	260
Voted in 2014: Yes	20%	(188)	23%	(217)	33%	(308)	24%	(224)	937
Voted in 2014: No	19%	(67)	22%	(78)	34%	(117)	25%	(87)	349
2012 Vote: Barack Obama	19%	(108)	24%	(139)	34%	(197)	23%	(135)	579
2012 Vote: Mitt Romney	21%	(73)	21%	(76)	30%	(108)	28%	(98)	355
2012 Vote: Didn't Vote	22%	(67)	21%	(63)	35%	(107)	22%	(67)	305

Continued on next page

Table SBR2_2: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Burger King

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	20%	(255)	23%	(295)	33%	(425)	24%	(312)	1286
4-Region: Northeast	17%	(44)	19%	(49)	37%	(96)	27%	(69)	258
4-Region: Midwest	18%	(52)	26%	(77)	36%	(106)	20%	(59)	293
4-Region: South	24%	(111)	22%	(105)	30%	(140)	24%	(112)	468
4-Region: West	18%	(48)	24%	(64)	31%	(83)	27%	(72)	267

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

Table SBR2_3: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Skechers

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	9%	(122)	14%	(180)	42%	(543)	34%	(441)	1286
Gender: Male	9%	(60)	15%	(103)	39%	(260)	37%	(246)	669
Gender: Female	10%	(62)	13%	(78)	46%	(282)	32%	(195)	617
Age: 18-29	12%	(23)	14%	(28)	38%	(75)	36%	(71)	197
Age: 30-44	10%	(29)	16%	(48)	44%	(132)	30%	(88)	297
Age: 45-54	12%	(29)	15%	(36)	42%	(100)	31%	(73)	237
Age: 55-64	6%	(16)	14%	(34)	43%	(106)	37%	(90)	246
Age: 65+	8%	(25)	11%	(34)	42%	(130)	39%	(120)	309
Generation Z: 18-21	14%	(9)	12%	(8)	36%	(24)	38%	(25)	66
Millennial: Age 22-37	10%	(32)	18%	(54)	41%	(126)	31%	(96)	309
Generation X: Age 38-53	12%	(38)	13%	(43)	45%	(146)	31%	(101)	328
Boomers: Age 54-72	7%	(35)	14%	(70)	41%	(208)	37%	(188)	501
PID: Dem (no lean)	9%	(43)	13%	(58)	46%	(207)	32%	(144)	450
PID: Ind (no lean)	7%	(28)	14%	(57)	42%	(170)	37%	(147)	402
PID: Rep (no lean)	12%	(51)	15%	(66)	38%	(166)	35%	(151)	434
PID/Gender: Dem Men	12%	(25)	16%	(34)	40%	(85)	33%	(70)	214
PID/Gender: Dem Women	8%	(18)	10%	(23)	51%	(121)	31%	(74)	236
PID/Gender: Ind Men	4%	(10)	13%	(29)	40%	(89)	43%	(95)	224
PID/Gender: Ind Women	10%	(19)	15%	(27)	45%	(81)	29%	(51)	178
PID/Gender: Rep Men	11%	(25)	17%	(40)	37%	(85)	35%	(81)	231
PID/Gender: Rep Women	13%	(26)	13%	(27)	40%	(81)	34%	(70)	203
Ideo: Liberal (1-3)	10%	(41)	13%	(54)	40%	(166)	37%	(152)	413
Ideo: Moderate (4)	9%	(26)	13%	(38)	48%	(138)	30%	(88)	290
Ideo: Conservative (5-7)	9%	(44)	15%	(70)	41%	(194)	36%	(170)	477
Educ: < College	9%	(68)	16%	(114)	43%	(315)	32%	(237)	735
Educ: Bachelors degree	11%	(39)	12%	(41)	44%	(156)	34%	(121)	357
Educ: Post-grad	8%	(15)	13%	(25)	37%	(72)	42%	(83)	195

Continued on next page

Table SBR2_3: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?

Skechers

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(122)	14%	(180)	42%	(543)	34%	(441)	1286
Income: Under 50k	8%	(51)	14%	(90)	44%	(284)	34%	(216)	641
Income: 50k-100k	9%	(41)	16%	(71)	41%	(186)	35%	(159)	458
Income: 100k+	16%	(30)	10%	(19)	39%	(73)	35%	(66)	187
Ethnicity: White	9%	(96)	14%	(146)	43%	(443)	34%	(353)	1039
Ethnicity: Hispanic	16%	(20)	13%	(16)	37%	(46)	34%	(42)	125
Ethnicity: Afr. Am.	11%	(19)	13%	(23)	40%	(71)	36%	(63)	175
Ethnicity: Other	11%	(8)	16%	(11)	39%	(29)	35%	(25)	73
Relig: Protestant	8%	(27)	17%	(60)	43%	(153)	33%	(118)	359
Relig: Roman Catholic	11%	(34)	14%	(43)	40%	(123)	34%	(104)	304
Relig: Something Else	13%	(12)	9%	(9)	39%	(38)	39%	(38)	97
Relig: Evangelical	10%	(51)	14%	(75)	42%	(221)	35%	(185)	532
Relig: Non-Evang. Catholics	10%	(23)	16%	(37)	41%	(93)	33%	(75)	229
Relig: All Christian	10%	(74)	15%	(112)	41%	(314)	34%	(260)	761
Relig: All Non-Christian	9%	(12)	13%	(17)	43%	(57)	35%	(47)	133
Community: Urban	10%	(31)	16%	(50)	38%	(117)	36%	(109)	307
Community: Suburban	10%	(67)	13%	(86)	42%	(274)	34%	(221)	648
Community: Rural	7%	(24)	14%	(45)	46%	(151)	33%	(111)	331
Employ: Private Sector	9%	(40)	14%	(59)	44%	(190)	33%	(141)	431
Employ: Government	8%	(6)	13%	(9)	47%	(33)	32%	(22)	70
Employ: Self-Employed	13%	(15)	17%	(20)	38%	(45)	33%	(38)	117
Employ: Homemaker	12%	(10)	13%	(11)	49%	(41)	26%	(22)	83
Employ: Retired	8%	(29)	12%	(40)	40%	(137)	41%	(141)	347
Employ: Unemployed	5%	(5)	13%	(13)	42%	(41)	40%	(39)	98
Employ: Other	12%	(12)	23%	(22)	39%	(37)	26%	(25)	95
Military HH: Yes	9%	(23)	15%	(38)	41%	(100)	35%	(86)	247
Military HH: No	10%	(99)	14%	(143)	43%	(443)	34%	(356)	1040
RD/WT: Right Direction	9%	(45)	16%	(83)	40%	(201)	35%	(178)	507
RD/WT: Wrong Track	10%	(77)	12%	(97)	44%	(342)	34%	(264)	779

Continued on next page

Table SBR2_3: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 Skechers

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(122)	14%	(180)	42%	(543)	34%	(441)	1286
Trump Job Approve	9%	(51)	16%	(89)	39%	(220)	35%	(197)	557
Trump Job Disapprove	10%	(68)	12%	(86)	44%	(310)	33%	(232)	696
Trump Job Strongly Approve	10%	(30)	18%	(53)	38%	(115)	34%	(103)	300
Trump Job Somewhat Approve	8%	(21)	14%	(36)	41%	(105)	37%	(95)	257
Trump Job Somewhat Disapprove	8%	(15)	12%	(22)	49%	(88)	30%	(55)	179
Trump Job Strongly Disapprove	10%	(53)	12%	(65)	43%	(222)	34%	(177)	517
#1 Issue: Economy	11%	(42)	15%	(54)	47%	(174)	27%	(98)	369
#1 Issue: Security	8%	(23)	16%	(43)	37%	(103)	39%	(108)	276
#1 Issue: Health Care	12%	(27)	16%	(37)	41%	(95)	32%	(73)	232
#1 Issue: Medicare / Social Security	8%	(14)	10%	(17)	38%	(65)	45%	(78)	173
#1 Issue: Women's Issues	8%	(4)	18%	(10)	52%	(29)	22%	(12)	55
#1 Issue: Education	9%	(8)	14%	(12)	41%	(34)	36%	(31)	85
#1 Issue: Other	3%	(2)	6%	(3)	43%	(24)	47%	(27)	56
2018 House Vote: Democrat	9%	(48)	14%	(72)	42%	(226)	35%	(188)	534
2018 House Vote: Republican	11%	(53)	15%	(71)	40%	(191)	34%	(160)	476
2018 House Vote: Someone else	7%	(4)	11%	(6)	48%	(25)	34%	(18)	52
2018 House Vote: Didnt Vote	8%	(18)	14%	(31)	45%	(100)	33%	(74)	223
2016 Vote: Hillary Clinton	10%	(49)	13%	(61)	43%	(201)	34%	(157)	467
2016 Vote: Donald Trump	10%	(46)	16%	(73)	40%	(184)	34%	(159)	463
2016 Vote: Someone else	7%	(7)	9%	(9)	45%	(43)	39%	(38)	97
2016 Vote: Didnt Vote	8%	(20)	14%	(38)	44%	(114)	34%	(87)	260
Voted in 2014: Yes	9%	(87)	14%	(127)	43%	(399)	34%	(323)	937
Voted in 2014: No	10%	(35)	15%	(53)	41%	(143)	34%	(118)	349
2012 Vote: Barack Obama	9%	(54)	13%	(74)	43%	(246)	35%	(204)	579
2012 Vote: Mitt Romney	9%	(31)	15%	(52)	41%	(147)	35%	(125)	355
2012 Vote: Didn't Vote	10%	(32)	16%	(48)	43%	(131)	31%	(94)	305

Continued on next page

Table SBR2_3: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Skechers

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	9%	(122)	14%	(180)	42%	(543)	34%	(441)	1286
4-Region: Northeast	9%	(24)	14%	(36)	40%	(103)	37%	(95)	258
4-Region: Midwest	7%	(20)	12%	(34)	48%	(140)	34%	(99)	293
4-Region: South	11%	(51)	16%	(77)	42%	(195)	31%	(146)	468
4-Region: West	10%	(28)	12%	(33)	39%	(105)	38%	(101)	267

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

Table SBR2_4: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Colgate

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(132)	13%	(165)	44%	(565)	33%	(425)	1286
Gender: Male	12%	(78)	14%	(94)	40%	(270)	34%	(227)	669
Gender: Female	9%	(55)	11%	(71)	48%	(294)	32%	(197)	617
Age: 18-29	18%	(36)	16%	(32)	40%	(79)	25%	(50)	197
Age: 30-44	11%	(33)	15%	(45)	44%	(132)	30%	(88)	297
Age: 45-54	10%	(23)	11%	(26)	45%	(106)	34%	(81)	237
Age: 55-64	8%	(19)	12%	(29)	48%	(119)	32%	(80)	246
Age: 65+	7%	(22)	11%	(32)	42%	(129)	41%	(126)	309
Generation Z: 18-21	22%	(15)	24%	(16)	30%	(20)	25%	(16)	66
Millennial: Age 22-37	14%	(43)	15%	(47)	45%	(139)	26%	(81)	309
Generation X: Age 38-53	9%	(29)	12%	(40)	45%	(147)	34%	(113)	328
Boomers: Age 54-72	8%	(41)	11%	(53)	45%	(225)	36%	(182)	501
PID: Dem (no lean)	8%	(37)	13%	(60)	47%	(210)	32%	(143)	450
PID: Ind (no lean)	11%	(46)	11%	(46)	46%	(184)	31%	(126)	402
PID: Rep (no lean)	11%	(49)	14%	(59)	39%	(170)	36%	(156)	434
PID/Gender: Dem Men	9%	(19)	17%	(37)	41%	(89)	32%	(70)	214
PID/Gender: Dem Women	8%	(18)	10%	(23)	51%	(122)	31%	(73)	236
PID/Gender: Ind Men	11%	(24)	12%	(26)	42%	(94)	35%	(79)	224
PID/Gender: Ind Women	12%	(22)	11%	(19)	51%	(90)	26%	(47)	178
PID/Gender: Rep Men	15%	(34)	13%	(31)	38%	(87)	34%	(79)	231
PID/Gender: Rep Women	7%	(15)	14%	(28)	41%	(83)	38%	(77)	203
Ideo: Liberal (1-3)	9%	(37)	11%	(46)	46%	(190)	34%	(140)	413
Ideo: Moderate (4)	13%	(37)	12%	(34)	43%	(125)	32%	(93)	290
Ideo: Conservative (5-7)	9%	(45)	14%	(66)	42%	(201)	35%	(166)	477
Educ: < College	11%	(79)	14%	(101)	45%	(327)	31%	(228)	735
Educ: Bachelors degree	11%	(39)	11%	(40)	45%	(160)	33%	(117)	357
Educ: Post-grad	7%	(14)	12%	(24)	40%	(77)	41%	(80)	195

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**Table SBR2_4: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Colgate**

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	10%	(132)	13%	(165)	44%	(565)	33%	(425)	1286
Income: Under 50k	10%	(63)	15%	(93)	44%	(283)	32%	(202)	641
Income: 50k-100k	11%	(49)	12%	(56)	44%	(203)	33%	(150)	458
Income: 100k+	11%	(21)	8%	(15)	42%	(78)	39%	(73)	187
Ethnicity: White	9%	(91)	12%	(129)	45%	(471)	33%	(348)	1039
Ethnicity: Hispanic	17%	(21)	12%	(15)	45%	(57)	26%	(33)	125
Ethnicity: Afr. Am.	16%	(28)	17%	(29)	36%	(63)	32%	(55)	175
Ethnicity: Other	18%	(13)	9%	(7)	43%	(31)	30%	(22)	73
Relig: Protestant	8%	(28)	11%	(38)	48%	(171)	34%	(122)	359
Relig: Roman Catholic	12%	(36)	16%	(50)	40%	(122)	32%	(96)	304
Relig: Something Else	18%	(17)	11%	(11)	36%	(35)	35%	(34)	97
Relig: Evangelical	11%	(59)	13%	(71)	42%	(223)	34%	(179)	532
Relig: Non-Evang. Catholics	10%	(22)	12%	(27)	46%	(105)	32%	(74)	229
Relig: All Christian	11%	(81)	13%	(99)	43%	(328)	33%	(253)	761
Relig: All Non-Christian	10%	(13)	16%	(21)	45%	(60)	29%	(39)	133
Community: Urban	11%	(34)	11%	(35)	47%	(145)	30%	(94)	307
Community: Suburban	9%	(59)	12%	(79)	42%	(273)	36%	(236)	648
Community: Rural	12%	(39)	15%	(51)	44%	(146)	29%	(95)	331
Employ: Private Sector	10%	(44)	15%	(63)	46%	(197)	29%	(127)	431
Employ: Government	14%	(10)	11%	(7)	46%	(32)	29%	(21)	70
Employ: Self-Employed	13%	(15)	11%	(13)	47%	(55)	29%	(34)	117
Employ: Homemaker	10%	(8)	14%	(12)	46%	(39)	30%	(25)	83
Employ: Retired	8%	(28)	11%	(37)	39%	(135)	42%	(146)	347
Employ: Unemployed	11%	(11)	11%	(10)	42%	(41)	36%	(36)	98
Employ: Other	8%	(7)	15%	(14)	50%	(47)	27%	(26)	95
Military HH: Yes	7%	(18)	12%	(30)	44%	(109)	36%	(89)	247
Military HH: No	11%	(114)	13%	(134)	44%	(455)	32%	(335)	1040
RD/WT: Right Direction	10%	(50)	14%	(69)	43%	(219)	33%	(169)	507
RD/WT: Wrong Track	11%	(82)	12%	(95)	44%	(346)	33%	(256)	779

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Table SBR2_4: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Colgate

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	10%	(132)	13%	(165)	44%	(565)	33%	(425)	1286
Trump Job Approve	10%	(55)	14%	(79)	41%	(226)	35%	(198)	557
Trump Job Disapprove	11%	(74)	12%	(81)	47%	(326)	31%	(216)	696
Trump Job Strongly Approve	13%	(38)	14%	(43)	41%	(122)	32%	(97)	300
Trump Job Somewhat Approve	7%	(17)	14%	(35)	40%	(104)	39%	(101)	257
Trump Job Somewhat Disapprove	8%	(15)	14%	(26)	50%	(90)	27%	(48)	179
Trump Job Strongly Disapprove	11%	(59)	11%	(55)	46%	(236)	32%	(168)	517
#1 Issue: Economy	16%	(58)	13%	(49)	47%	(174)	24%	(89)	369
#1 Issue: Security	8%	(23)	13%	(35)	40%	(112)	38%	(106)	276
#1 Issue: Health Care	12%	(29)	14%	(32)	42%	(97)	32%	(75)	232
#1 Issue: Medicare / Social Security	3%	(5)	11%	(19)	46%	(80)	40%	(70)	173
#1 Issue: Women's Issues	6%	(4)	15%	(8)	59%	(32)	19%	(11)	55
#1 Issue: Education	6%	(5)	10%	(8)	41%	(35)	44%	(37)	85
#1 Issue: Other	8%	(5)	11%	(6)	42%	(24)	38%	(21)	56
2018 House Vote: Democrat	10%	(54)	12%	(62)	44%	(236)	34%	(182)	534
2018 House Vote: Republican	10%	(48)	15%	(71)	41%	(194)	34%	(163)	476
2018 House Vote: Someone else	9%	(5)	6%	(3)	58%	(30)	26%	(14)	52
2018 House Vote: Didnt Vote	12%	(26)	13%	(29)	46%	(103)	29%	(65)	223
2016 Vote: Hillary Clinton	11%	(49)	13%	(59)	44%	(205)	33%	(154)	467
2016 Vote: Donald Trump	11%	(50)	15%	(68)	40%	(184)	35%	(160)	463
2016 Vote: Someone else	7%	(7)	9%	(9)	47%	(45)	37%	(36)	97
2016 Vote: Didnt Vote	10%	(26)	11%	(28)	50%	(130)	29%	(75)	260
Voted in 2014: Yes	10%	(94)	12%	(116)	43%	(405)	34%	(322)	937
Voted in 2014: No	11%	(38)	14%	(48)	46%	(160)	29%	(103)	349
2012 Vote: Barack Obama	11%	(63)	11%	(66)	43%	(251)	34%	(198)	579
2012 Vote: Mitt Romney	9%	(32)	15%	(54)	40%	(141)	36%	(127)	355
2012 Vote: Didn't Vote	12%	(35)	13%	(41)	50%	(152)	25%	(77)	305

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Table SBR2_4: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Colgate

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	10%	(132)	13%	(165)	44%	(565)	33%	(425)	1286
4-Region: Northeast	8%	(20)	14%	(35)	44%	(113)	35%	(90)	258
4-Region: Midwest	9%	(27)	13%	(38)	47%	(137)	31%	(92)	293
4-Region: South	12%	(55)	15%	(68)	42%	(195)	32%	(151)	468
4-Region: West	12%	(31)	9%	(24)	45%	(120)	34%	(92)	267

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

Table SBR2_5: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Kraft

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(102)	15%	(199)	43%	(552)	34%	(432)	1286
Gender: Male	9%	(63)	16%	(108)	39%	(263)	35%	(235)	669
Gender: Female	6%	(39)	15%	(92)	47%	(289)	32%	(197)	617
Age: 18-29	11%	(22)	17%	(34)	38%	(75)	33%	(66)	197
Age: 30-44	11%	(32)	15%	(44)	45%	(134)	29%	(88)	297
Age: 45-54	9%	(20)	15%	(35)	40%	(96)	36%	(86)	237
Age: 55-64	4%	(9)	17%	(43)	44%	(109)	35%	(85)	246
Age: 65+	6%	(20)	14%	(44)	45%	(139)	35%	(107)	309
Generation Z: 18-21	12%	(8)	22%	(15)	29%	(19)	37%	(24)	66
Millennial: Age 22-37	10%	(32)	15%	(48)	45%	(138)	29%	(91)	309
Generation X: Age 38-53	10%	(34)	14%	(47)	42%	(138)	33%	(109)	328
Boomers: Age 54-72	5%	(23)	16%	(78)	43%	(216)	37%	(183)	501
PID: Dem (no lean)	9%	(39)	17%	(74)	43%	(192)	32%	(145)	450
PID: Ind (no lean)	7%	(27)	14%	(56)	44%	(178)	35%	(140)	402
PID: Rep (no lean)	8%	(36)	16%	(68)	42%	(183)	34%	(147)	434
PID/Gender: Dem Men	12%	(26)	21%	(45)	35%	(75)	32%	(69)	214
PID/Gender: Dem Women	6%	(13)	13%	(30)	49%	(117)	32%	(76)	236
PID/Gender: Ind Men	6%	(13)	11%	(24)	45%	(100)	39%	(87)	224
PID/Gender: Ind Women	8%	(14)	18%	(33)	44%	(78)	30%	(53)	178
PID/Gender: Rep Men	11%	(24)	17%	(39)	38%	(88)	34%	(79)	231
PID/Gender: Rep Women	6%	(12)	14%	(29)	46%	(94)	33%	(68)	203
Ideo: Liberal (1-3)	6%	(25)	16%	(65)	43%	(179)	35%	(144)	413
Ideo: Moderate (4)	10%	(28)	12%	(34)	47%	(137)	31%	(91)	290
Ideo: Conservative (5-7)	8%	(39)	15%	(71)	43%	(205)	34%	(163)	477
Educ: < College	9%	(63)	17%	(128)	43%	(314)	31%	(229)	735
Educ: Bachelors degree	8%	(28)	13%	(46)	47%	(166)	33%	(117)	357
Educ: Post-grad	6%	(12)	13%	(25)	37%	(72)	44%	(86)	195

Continued on next page

Table SBR2_5: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?

Kraft

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(102)	15%	(199)	43%	(552)	34%	(432)	1286
Income: Under 50k	8%	(50)	17%	(110)	42%	(271)	33%	(209)	641
Income: 50k-100k	9%	(43)	14%	(65)	44%	(201)	33%	(150)	458
Income: 100k+	5%	(10)	13%	(24)	43%	(80)	39%	(73)	187
Ethnicity: White	7%	(76)	15%	(155)	44%	(460)	33%	(348)	1039
Ethnicity: Hispanic	17%	(21)	13%	(16)	37%	(47)	32%	(40)	125
Ethnicity: Afr. Am.	11%	(20)	19%	(34)	38%	(67)	31%	(54)	175
Ethnicity: Other	9%	(7)	14%	(10)	35%	(25)	42%	(31)	73
Relig: Protestant	6%	(23)	14%	(49)	48%	(173)	32%	(114)	359
Relig: Roman Catholic	10%	(30)	14%	(43)	42%	(126)	34%	(104)	304
Relig: Something Else	12%	(11)	19%	(18)	31%	(30)	39%	(38)	97
Relig: Evangelical	8%	(44)	14%	(77)	42%	(222)	36%	(189)	532
Relig: Non-Evang. Catholics	9%	(21)	15%	(34)	47%	(107)	29%	(67)	229
Relig: All Christian	9%	(65)	15%	(110)	43%	(329)	34%	(256)	761
Relig: All Non-Christian	12%	(16)	18%	(24)	39%	(51)	31%	(41)	133
Community: Urban	9%	(27)	15%	(47)	41%	(126)	35%	(107)	307
Community: Suburban	8%	(53)	14%	(91)	43%	(278)	35%	(226)	648
Community: Rural	7%	(22)	19%	(62)	45%	(148)	30%	(99)	331
Employ: Private Sector	8%	(34)	13%	(55)	46%	(196)	34%	(146)	431
Employ: Government	5%	(4)	20%	(14)	50%	(35)	25%	(18)	70
Employ: Self-Employed	11%	(13)	16%	(19)	43%	(50)	30%	(35)	117
Employ: Homemaker	7%	(6)	21%	(17)	43%	(36)	29%	(24)	83
Employ: Retired	7%	(23)	14%	(50)	40%	(140)	39%	(134)	347
Employ: Unemployed	6%	(6)	17%	(16)	40%	(40)	37%	(36)	98
Employ: Other	11%	(11)	20%	(19)	43%	(41)	26%	(25)	95
Military HH: Yes	9%	(23)	17%	(43)	40%	(98)	33%	(83)	247
Military HH: No	8%	(79)	15%	(157)	44%	(454)	34%	(350)	1040
RD/WT: Right Direction	7%	(37)	16%	(80)	42%	(214)	35%	(175)	507
RD/WT: Wrong Track	8%	(65)	15%	(119)	43%	(338)	33%	(257)	779

Continued on next page

Table SBR2_5: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Kraft

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(102)	15%	(199)	43%	(552)	34%	(432)	1286
Trump Job Approve	8%	(45)	15%	(81)	43%	(241)	34%	(191)	557
Trump Job Disapprove	8%	(54)	17%	(116)	43%	(300)	33%	(227)	696
Trump Job Strongly Approve	10%	(31)	15%	(46)	43%	(128)	32%	(95)	300
Trump Job Somewhat Approve	5%	(14)	14%	(35)	44%	(112)	37%	(96)	257
Trump Job Somewhat Disapprove	9%	(17)	18%	(32)	43%	(78)	29%	(53)	179
Trump Job Strongly Disapprove	7%	(37)	16%	(84)	43%	(222)	34%	(174)	517
#1 Issue: Economy	9%	(34)	17%	(63)	47%	(172)	27%	(100)	369
#1 Issue: Security	8%	(22)	15%	(42)	38%	(105)	39%	(107)	276
#1 Issue: Health Care	8%	(18)	17%	(40)	43%	(99)	33%	(76)	232
#1 Issue: Medicare / Social Security	7%	(12)	13%	(22)	44%	(76)	36%	(63)	173
#1 Issue: Women's Issues	9%	(5)	25%	(14)	42%	(23)	24%	(13)	55
#1 Issue: Education	7%	(6)	9%	(8)	44%	(37)	40%	(34)	85
#1 Issue: Other	4%	(2)	11%	(6)	40%	(23)	45%	(25)	56
2018 House Vote: Democrat	7%	(40)	15%	(80)	43%	(229)	35%	(185)	534
2018 House Vote: Republican	9%	(42)	15%	(72)	42%	(202)	33%	(159)	476
2018 House Vote: Someone else	4%	(2)	18%	(10)	50%	(26)	28%	(15)	52
2018 House Vote: Didnt Vote	8%	(18)	17%	(38)	42%	(95)	33%	(73)	223
2016 Vote: Hillary Clinton	8%	(38)	16%	(76)	42%	(198)	33%	(155)	467
2016 Vote: Donald Trump	9%	(41)	15%	(69)	42%	(195)	34%	(158)	463
2016 Vote: Someone else	4%	(4)	14%	(14)	41%	(40)	40%	(39)	97
2016 Vote: Didnt Vote	8%	(20)	16%	(41)	46%	(119)	31%	(79)	260
Voted in 2014: Yes	8%	(75)	15%	(143)	43%	(404)	34%	(316)	937
Voted in 2014: No	8%	(27)	16%	(57)	43%	(149)	33%	(117)	349
2012 Vote: Barack Obama	8%	(46)	15%	(85)	42%	(246)	35%	(202)	579
2012 Vote: Mitt Romney	8%	(27)	15%	(54)	44%	(155)	34%	(119)	355
2012 Vote: Didn't Vote	9%	(27)	17%	(52)	45%	(136)	29%	(90)	305

Continued on next page

Table SBR2_5: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Kraft

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	8%	(102)	15%	(199)	43%	(552)	34%	(432)	1286
4-Region: Northeast	5%	(14)	13%	(35)	44%	(112)	37%	(97)	258
4-Region: Midwest	7%	(19)	16%	(47)	46%	(134)	32%	(93)	293
4-Region: South	11%	(53)	17%	(80)	41%	(194)	30%	(142)	468
4-Region: West	6%	(16)	14%	(38)	42%	(111)	38%	(101)	267

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

Table SBR2_6: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
NFL

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	42%	(537)	24%	(310)	18%	(231)	16%	(209)	1286
Gender: Male	42%	(282)	27%	(179)	15%	(98)	16%	(110)	669
Gender: Female	41%	(255)	21%	(131)	22%	(133)	16%	(98)	617
Age: 18-29	54%	(106)	22%	(44)	12%	(24)	11%	(23)	197
Age: 30-44	47%	(139)	22%	(66)	16%	(49)	15%	(43)	297
Age: 45-54	42%	(99)	25%	(59)	18%	(43)	15%	(36)	237
Age: 55-64	38%	(93)	25%	(62)	21%	(52)	16%	(39)	246
Age: 65+	32%	(99)	26%	(80)	20%	(62)	22%	(67)	309
Generation Z: 18-21	54%	(36)	17%	(11)	14%	(9)	15%	(10)	66
Millennial: Age 22-37	49%	(151)	23%	(72)	14%	(44)	13%	(42)	309
Generation X: Age 38-53	47%	(154)	23%	(76)	17%	(55)	13%	(43)	328
Boomers: Age 54-72	35%	(176)	26%	(132)	20%	(99)	19%	(94)	501
PID: Dem (no lean)	44%	(200)	22%	(101)	20%	(90)	13%	(59)	450
PID: Ind (no lean)	40%	(159)	28%	(113)	16%	(63)	17%	(67)	402
PID: Rep (no lean)	41%	(177)	22%	(96)	18%	(78)	19%	(82)	434
PID/Gender: Dem Men	46%	(98)	26%	(57)	16%	(33)	12%	(26)	214
PID/Gender: Dem Women	43%	(102)	19%	(44)	24%	(57)	14%	(33)	236
PID/Gender: Ind Men	37%	(83)	30%	(67)	14%	(32)	19%	(42)	224
PID/Gender: Ind Women	43%	(77)	25%	(45)	18%	(31)	14%	(25)	178
PID/Gender: Rep Men	44%	(101)	24%	(55)	14%	(33)	18%	(42)	231
PID/Gender: Rep Women	38%	(76)	20%	(41)	22%	(45)	20%	(40)	203
Ideo: Liberal (1-3)	42%	(175)	25%	(102)	19%	(79)	14%	(57)	413
Ideo: Moderate (4)	41%	(120)	24%	(69)	17%	(50)	18%	(51)	290
Ideo: Conservative (5-7)	41%	(196)	23%	(108)	19%	(88)	18%	(85)	477
Educ: < College	43%	(314)	24%	(177)	18%	(130)	15%	(114)	735
Educ: Bachelors degree	43%	(155)	23%	(83)	18%	(64)	15%	(54)	357
Educ: Post-grad	35%	(68)	26%	(50)	19%	(37)	21%	(41)	195

Continued on next page

Table SBR2_6: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?

NFL

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	42%	(537)	24%	(310)	18%	(231)	16%	(209)	1286
Income: Under 50k	40%	(253)	26%	(169)	18%	(116)	16%	(103)	641
Income: 50k-100k	45%	(205)	23%	(105)	18%	(82)	15%	(67)	458
Income: 100k+	42%	(78)	20%	(37)	18%	(34)	21%	(39)	187
Ethnicity: White	41%	(427)	24%	(247)	18%	(192)	17%	(172)	1039
Ethnicity: Hispanic	57%	(71)	16%	(20)	11%	(14)	15%	(19)	125
Ethnicity: Afr. Am.	45%	(79)	25%	(44)	16%	(28)	14%	(24)	175
Ethnicity: Other	42%	(31)	26%	(19)	16%	(11)	17%	(12)	73
Relig: Protestant	40%	(144)	22%	(81)	21%	(76)	16%	(59)	359
Relig: Roman Catholic	45%	(138)	23%	(69)	15%	(45)	17%	(52)	304
Relig: Something Else	39%	(38)	21%	(20)	17%	(17)	23%	(22)	97
Relig: Evangelical	42%	(224)	22%	(117)	19%	(101)	17%	(90)	532
Relig: Non-Evang. Catholics	42%	(95)	23%	(54)	16%	(36)	19%	(44)	229
Relig: All Christian	42%	(319)	22%	(170)	18%	(138)	18%	(133)	761
Relig: All Non-Christian	49%	(65)	20%	(26)	19%	(25)	13%	(17)	133
Community: Urban	43%	(132)	25%	(76)	15%	(45)	17%	(53)	307
Community: Suburban	41%	(265)	24%	(156)	17%	(111)	18%	(116)	648
Community: Rural	42%	(139)	24%	(78)	22%	(74)	12%	(40)	331
Employ: Private Sector	40%	(174)	24%	(104)	21%	(90)	15%	(63)	431
Employ: Government	51%	(35)	22%	(16)	16%	(11)	11%	(8)	70
Employ: Self-Employed	50%	(58)	30%	(35)	10%	(12)	11%	(12)	117
Employ: Homemaker	52%	(44)	16%	(14)	17%	(14)	14%	(12)	83
Employ: Retired	36%	(126)	23%	(81)	19%	(67)	21%	(72)	347
Employ: Unemployed	37%	(36)	26%	(25)	19%	(18)	19%	(19)	98
Employ: Other	41%	(39)	28%	(27)	13%	(13)	17%	(16)	95
Military HH: Yes	39%	(97)	25%	(63)	18%	(44)	17%	(43)	247
Military HH: No	42%	(440)	24%	(247)	18%	(187)	16%	(166)	1040
RD/WT: Right Direction	39%	(200)	25%	(128)	16%	(82)	19%	(97)	507
RD/WT: Wrong Track	43%	(337)	23%	(182)	19%	(149)	14%	(112)	779

Continued on next page

Table SBR2_6: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 NFL

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	42%	(537)	24%	(310)	18%	(231)	16%	(209)	1286
Trump Job Approve	39%	(216)	24%	(133)	18%	(100)	20%	(109)	557
Trump Job Disapprove	44%	(305)	25%	(172)	18%	(125)	13%	(94)	696
Trump Job Strongly Approve	40%	(120)	24%	(72)	16%	(48)	20%	(61)	300
Trump Job Somewhat Approve	37%	(96)	23%	(60)	20%	(52)	19%	(49)	257
Trump Job Somewhat Disapprove	42%	(76)	27%	(49)	19%	(34)	11%	(20)	179
Trump Job Strongly Disapprove	44%	(230)	24%	(123)	18%	(91)	14%	(73)	517
#1 Issue: Economy	44%	(161)	26%	(95)	20%	(73)	11%	(40)	369
#1 Issue: Security	40%	(110)	23%	(65)	16%	(45)	21%	(57)	276
#1 Issue: Health Care	41%	(95)	26%	(60)	17%	(39)	16%	(37)	232
#1 Issue: Medicare / Social Security	32%	(56)	22%	(39)	24%	(42)	21%	(37)	173
#1 Issue: Women's Issues	63%	(35)	16%	(9)	10%	(5)	10%	(6)	55
#1 Issue: Education	50%	(43)	22%	(19)	13%	(11)	15%	(12)	85
#1 Issue: Other	34%	(19)	28%	(16)	16%	(9)	21%	(12)	56
2018 House Vote: Democrat	44%	(236)	23%	(121)	19%	(102)	14%	(75)	534
2018 House Vote: Republican	39%	(185)	24%	(116)	18%	(85)	19%	(90)	476
2018 House Vote: Someone else	47%	(25)	25%	(13)	10%	(5)	17%	(9)	52
2018 House Vote: Didnt Vote	41%	(91)	27%	(59)	17%	(39)	15%	(34)	223
2016 Vote: Hillary Clinton	42%	(198)	24%	(110)	20%	(94)	14%	(65)	467
2016 Vote: Donald Trump	40%	(186)	23%	(108)	17%	(77)	20%	(92)	463
2016 Vote: Someone else	45%	(43)	26%	(25)	15%	(14)	15%	(14)	97
2016 Vote: Didnt Vote	42%	(109)	25%	(66)	18%	(47)	14%	(37)	260
Voted in 2014: Yes	42%	(390)	24%	(222)	18%	(170)	17%	(155)	937
Voted in 2014: No	42%	(146)	25%	(88)	18%	(61)	15%	(54)	349
2012 Vote: Barack Obama	41%	(235)	24%	(141)	18%	(105)	17%	(98)	579
2012 Vote: Mitt Romney	42%	(150)	23%	(81)	17%	(61)	18%	(62)	355
2012 Vote: Didn't Vote	45%	(136)	25%	(76)	17%	(51)	14%	(42)	305

Continued on next page

Table SBR2_6: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?

NFL

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	42%	(537)	24%	(310)	18%	(231)	16%	(209)	1286
4-Region: Northeast	41%	(107)	25%	(64)	17%	(43)	17%	(44)	258
4-Region: Midwest	38%	(112)	24%	(71)	22%	(64)	16%	(47)	293
4-Region: South	44%	(204)	23%	(110)	17%	(79)	16%	(76)	468
4-Region: West	43%	(114)	24%	(65)	17%	(46)	16%	(42)	267

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

**Table SBR2_7: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Bumble**

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	10%	(126)	10%	(124)	43%	(554)	37%	(481)	1286
Gender: Male	10%	(66)	10%	(64)	41%	(277)	39%	(263)	669
Gender: Female	10%	(61)	10%	(60)	45%	(277)	35%	(219)	617
Age: 18-29	21%	(42)	8%	(15)	38%	(75)	33%	(65)	197
Age: 30-44	11%	(32)	13%	(39)	44%	(131)	32%	(96)	297
Age: 45-54	6%	(15)	10%	(24)	44%	(105)	40%	(94)	237
Age: 55-64	7%	(18)	10%	(24)	45%	(112)	38%	(92)	246
Age: 65+	7%	(20)	8%	(23)	43%	(132)	43%	(134)	309
Generation Z: 18-21	34%	(23)	7%	(5)	18%	(12)	41%	(27)	66
Millennial: Age 22-37	13%	(41)	10%	(32)	45%	(140)	31%	(96)	309
Generation X: Age 38-53	8%	(25)	12%	(38)	44%	(145)	37%	(120)	328
Boomers: Age 54-72	7%	(35)	9%	(45)	43%	(215)	41%	(206)	501
PID: Dem (no lean)	8%	(37)	12%	(53)	43%	(194)	37%	(166)	450
PID: Ind (no lean)	12%	(48)	10%	(40)	44%	(176)	34%	(138)	402
PID: Rep (no lean)	10%	(42)	7%	(32)	42%	(183)	41%	(177)	434
PID/Gender: Dem Men	10%	(22)	13%	(27)	40%	(86)	37%	(79)	214
PID/Gender: Dem Women	7%	(15)	11%	(25)	46%	(108)	37%	(87)	236
PID/Gender: Ind Men	9%	(21)	9%	(20)	43%	(96)	39%	(87)	224
PID/Gender: Ind Women	15%	(27)	11%	(20)	45%	(80)	29%	(51)	178
PID/Gender: Rep Men	10%	(23)	7%	(17)	41%	(94)	42%	(97)	231
PID/Gender: Rep Women	9%	(19)	7%	(15)	44%	(89)	40%	(81)	203
Ideo: Liberal (1-3)	12%	(50)	9%	(38)	40%	(164)	39%	(161)	413
Ideo: Moderate (4)	9%	(26)	10%	(30)	47%	(136)	34%	(98)	290
Ideo: Conservative (5-7)	8%	(40)	9%	(41)	43%	(204)	40%	(192)	477
Educ: < College	11%	(79)	10%	(71)	44%	(321)	36%	(263)	735
Educ: Bachelors degree	9%	(34)	11%	(41)	42%	(149)	37%	(133)	357
Educ: Post-grad	7%	(14)	6%	(12)	43%	(84)	44%	(85)	195

Continued on next page

Table SBR2_7: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?

Bumble

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	10%	(126)	10%	(124)	43%	(554)	37%	(481)	1286
Income: Under 50k	9%	(55)	10%	(62)	45%	(292)	36%	(232)	641
Income: 50k-100k	10%	(48)	9%	(43)	43%	(195)	38%	(173)	458
Income: 100k+	12%	(23)	11%	(20)	36%	(68)	41%	(76)	187
Ethnicity: White	8%	(88)	9%	(97)	44%	(460)	38%	(394)	1039
Ethnicity: Hispanic	24%	(30)	9%	(12)	38%	(48)	28%	(35)	125
Ethnicity: Afr. Am.	17%	(30)	14%	(25)	35%	(61)	34%	(60)	175
Ethnicity: Other	12%	(9)	4%	(3)	46%	(34)	39%	(28)	73
Relig: Protestant	6%	(21)	8%	(30)	47%	(169)	38%	(138)	359
Relig: Roman Catholic	13%	(41)	10%	(30)	42%	(126)	35%	(107)	304
Relig: Something Else	8%	(7)	11%	(11)	35%	(34)	46%	(45)	97
Relig: Evangelical	8%	(45)	10%	(55)	43%	(230)	38%	(203)	532
Relig: Non-Evang. Catholics	11%	(25)	7%	(16)	44%	(100)	38%	(87)	229
Relig: All Christian	9%	(70)	9%	(71)	43%	(330)	38%	(290)	761
Relig: All Non-Christian	13%	(18)	10%	(13)	46%	(60)	31%	(42)	133
Community: Urban	10%	(31)	10%	(32)	43%	(131)	37%	(113)	307
Community: Suburban	9%	(59)	10%	(66)	42%	(271)	39%	(251)	648
Community: Rural	11%	(36)	8%	(26)	46%	(152)	35%	(117)	331
Employ: Private Sector	9%	(40)	10%	(45)	44%	(192)	36%	(154)	431
Employ: Government	7%	(5)	14%	(10)	43%	(30)	36%	(25)	70
Employ: Self-Employed	13%	(16)	8%	(10)	45%	(53)	33%	(39)	117
Employ: Homemaker	10%	(8)	6%	(5)	49%	(40)	36%	(30)	83
Employ: Retired	6%	(22)	8%	(29)	42%	(144)	44%	(152)	347
Employ: Unemployed	11%	(11)	9%	(8)	44%	(43)	37%	(36)	98
Employ: Other	12%	(12)	13%	(12)	41%	(39)	34%	(32)	95
Military HH: Yes	9%	(22)	10%	(25)	41%	(101)	40%	(98)	247
Military HH: No	10%	(104)	10%	(99)	44%	(453)	37%	(384)	1040
RD/WT: Right Direction	8%	(41)	8%	(40)	45%	(230)	39%	(196)	507
RD/WT: Wrong Track	11%	(85)	11%	(84)	42%	(324)	37%	(286)	779

Continued on next page

**Table SBR2_7: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Bumble**

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	10%	(126)	10%	(124)	43%	(554)	37%	(481)	1286
Trump Job Approve	9%	(48)	8%	(43)	43%	(242)	40%	(225)	557
Trump Job Disapprove	11%	(75)	11%	(78)	43%	(300)	35%	(243)	696
Trump Job Strongly Approve	10%	(29)	8%	(24)	42%	(125)	41%	(123)	300
Trump Job Somewhat Approve	7%	(19)	7%	(19)	45%	(117)	40%	(103)	257
Trump Job Somewhat Disapprove	11%	(19)	11%	(20)	49%	(88)	29%	(53)	179
Trump Job Strongly Disapprove	11%	(56)	11%	(58)	41%	(212)	37%	(191)	517
#1 Issue: Economy	13%	(49)	8%	(31)	49%	(179)	30%	(110)	369
#1 Issue: Security	6%	(17)	9%	(25)	41%	(114)	44%	(120)	276
#1 Issue: Health Care	8%	(19)	14%	(31)	42%	(99)	36%	(83)	232
#1 Issue: Medicare / Social Security	5%	(9)	10%	(17)	43%	(74)	42%	(72)	173
#1 Issue: Women's Issues	11%	(6)	13%	(7)	41%	(23)	35%	(19)	55
#1 Issue: Education	18%	(15)	6%	(5)	35%	(30)	41%	(34)	85
#1 Issue: Other	9%	(5)	8%	(4)	41%	(23)	42%	(24)	56
2018 House Vote: Democrat	10%	(54)	11%	(59)	41%	(218)	38%	(202)	534
2018 House Vote: Republican	9%	(40)	8%	(39)	44%	(209)	39%	(188)	476
2018 House Vote: Someone else	10%	(5)	11%	(6)	52%	(27)	26%	(14)	52
2018 House Vote: Didnt Vote	12%	(26)	9%	(21)	44%	(99)	35%	(77)	223
2016 Vote: Hillary Clinton	11%	(50)	13%	(60)	41%	(189)	36%	(168)	467
2016 Vote: Donald Trump	9%	(42)	7%	(34)	42%	(196)	41%	(191)	463
2016 Vote: Someone else	9%	(9)	4%	(4)	49%	(48)	38%	(36)	97
2016 Vote: Didnt Vote	10%	(27)	10%	(26)	47%	(121)	33%	(86)	260
Voted in 2014: Yes	8%	(79)	10%	(94)	43%	(402)	39%	(362)	937
Voted in 2014: No	14%	(48)	9%	(30)	43%	(152)	34%	(120)	349
2012 Vote: Barack Obama	10%	(56)	12%	(68)	41%	(236)	38%	(219)	579
2012 Vote: Mitt Romney	7%	(24)	8%	(27)	43%	(154)	42%	(149)	355
2012 Vote: Didn't Vote	14%	(42)	9%	(27)	46%	(141)	31%	(94)	305

Continued on next page

**Table SBR2_7: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Bumble**

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	10%	(126)	10%	(124)	43%	(554)	37%	(481)	1286
4-Region: Northeast	8%	(21)	10%	(26)	44%	(115)	38%	(97)	258
4-Region: Midwest	10%	(28)	12%	(37)	44%	(129)	34%	(100)	293
4-Region: South	10%	(45)	11%	(53)	44%	(207)	35%	(164)	468
4-Region: West	12%	(33)	3%	(8)	39%	(104)	45%	(121)	267

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

Table SBR2_8: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Bud Light

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	47%	(603)	29%	(367)	13%	(163)	12%	(154)	1286
Gender: Male	49%	(329)	28%	(189)	11%	(77)	11%	(75)	669
Gender: Female	44%	(274)	29%	(178)	14%	(86)	13%	(79)	617
Age: 18-29	56%	(110)	20%	(40)	13%	(25)	11%	(22)	197
Age: 30-44	48%	(142)	26%	(78)	15%	(43)	11%	(34)	297
Age: 45-54	49%	(116)	28%	(67)	12%	(29)	11%	(26)	237
Age: 55-64	42%	(102)	32%	(80)	16%	(40)	10%	(25)	246
Age: 65+	43%	(133)	33%	(102)	8%	(26)	16%	(48)	309
Generation Z: 18-21	56%	(37)	14%	(9)	14%	(9)	15%	(10)	66
Millennial: Age 22-37	50%	(156)	26%	(81)	13%	(39)	10%	(32)	309
Generation X: Age 38-53	50%	(164)	26%	(85)	13%	(42)	11%	(37)	328
Boomers: Age 54-72	42%	(211)	33%	(163)	13%	(64)	13%	(63)	501
PID: Dem (no lean)	43%	(193)	33%	(150)	14%	(63)	10%	(45)	450
PID: Ind (no lean)	46%	(184)	27%	(108)	14%	(54)	14%	(55)	402
PID: Rep (no lean)	52%	(225)	25%	(109)	10%	(45)	12%	(54)	434
PID/Gender: Dem Men	47%	(100)	34%	(72)	11%	(23)	9%	(19)	214
PID/Gender: Dem Women	39%	(93)	33%	(78)	17%	(39)	11%	(26)	236
PID/Gender: Ind Men	47%	(106)	24%	(54)	15%	(34)	13%	(30)	224
PID/Gender: Ind Women	44%	(79)	30%	(54)	12%	(21)	14%	(25)	178
PID/Gender: Rep Men	53%	(123)	27%	(62)	8%	(19)	11%	(26)	231
PID/Gender: Rep Women	51%	(103)	23%	(47)	13%	(26)	14%	(28)	203
Ideo: Liberal (1-3)	44%	(180)	32%	(131)	14%	(56)	11%	(46)	413
Ideo: Moderate (4)	44%	(126)	28%	(81)	15%	(43)	14%	(40)	290
Ideo: Conservative (5-7)	54%	(257)	26%	(123)	10%	(47)	11%	(50)	477
Educ: < College	46%	(341)	29%	(213)	13%	(97)	11%	(84)	735
Educ: Bachelors degree	51%	(183)	26%	(93)	10%	(37)	12%	(44)	357
Educ: Post-grad	40%	(78)	32%	(62)	15%	(29)	14%	(26)	195

Continued on next page

**Table SBR2_8: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Bud Light**

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	47%	(603)	29%	(367)	13%	(163)	12%	(154)	1286
Income: Under 50k	44%	(279)	30%	(193)	14%	(90)	12%	(79)	641
Income: 50k-100k	50%	(228)	28%	(130)	11%	(51)	11%	(50)	458
Income: 100k+	51%	(95)	24%	(44)	12%	(22)	14%	(26)	187
Ethnicity: White	48%	(498)	29%	(299)	12%	(122)	11%	(119)	1039
Ethnicity: Hispanic	53%	(66)	24%	(31)	11%	(13)	12%	(15)	125
Ethnicity: Afr. Am.	43%	(75)	27%	(48)	17%	(30)	13%	(23)	175
Ethnicity: Other	41%	(30)	27%	(20)	15%	(11)	17%	(12)	73
Relig: Protestant	44%	(158)	32%	(114)	12%	(44)	12%	(44)	359
Relig: Roman Catholic	50%	(152)	29%	(90)	11%	(34)	9%	(28)	304
Relig: Something Else	47%	(45)	27%	(26)	13%	(13)	13%	(13)	97
Relig: Evangelical	49%	(258)	30%	(161)	12%	(61)	10%	(51)	532
Relig: Non-Evang. Catholics	43%	(98)	30%	(68)	13%	(30)	14%	(32)	229
Relig: All Christian	47%	(356)	30%	(229)	12%	(91)	11%	(84)	761
Relig: All Non-Christian	56%	(74)	20%	(26)	13%	(17)	12%	(16)	133
Community: Urban	43%	(133)	31%	(94)	14%	(44)	12%	(37)	307
Community: Suburban	46%	(300)	28%	(181)	12%	(76)	14%	(91)	648
Community: Rural	51%	(170)	28%	(92)	13%	(43)	8%	(26)	331
Employ: Private Sector	45%	(192)	30%	(128)	16%	(70)	10%	(41)	431
Employ: Government	51%	(36)	27%	(19)	11%	(8)	11%	(8)	70
Employ: Self-Employed	50%	(59)	30%	(36)	6%	(7)	14%	(16)	117
Employ: Homemaker	51%	(43)	22%	(19)	14%	(12)	12%	(10)	83
Employ: Retired	45%	(155)	31%	(109)	9%	(32)	15%	(51)	347
Employ: Unemployed	48%	(47)	24%	(23)	15%	(14)	14%	(14)	98
Employ: Other	50%	(48)	26%	(25)	15%	(15)	8%	(8)	95
Military HH: Yes	49%	(120)	29%	(72)	10%	(23)	12%	(30)	247
Military HH: No	46%	(482)	28%	(295)	13%	(139)	12%	(124)	1040
RD/WT: Right Direction	49%	(248)	28%	(140)	11%	(57)	12%	(62)	507
RD/WT: Wrong Track	45%	(354)	29%	(227)	14%	(106)	12%	(92)	779

Continued on next page

Table SBR2_8: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Bud Light

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	47%	(603)	29%	(367)	13%	(163)	12%	(154)	1286
Trump Job Approve	51%	(282)	26%	(146)	11%	(61)	12%	(68)	557
Trump Job Disapprove	44%	(309)	30%	(212)	14%	(95)	12%	(81)	696
Trump Job Strongly Approve	49%	(146)	28%	(84)	11%	(32)	13%	(38)	300
Trump Job Somewhat Approve	53%	(136)	24%	(62)	11%	(29)	12%	(30)	257
Trump Job Somewhat Disapprove	43%	(77)	32%	(56)	15%	(26)	11%	(20)	179
Trump Job Strongly Disapprove	45%	(232)	30%	(155)	13%	(68)	12%	(61)	517
#1 Issue: Economy	52%	(190)	28%	(105)	12%	(43)	8%	(30)	369
#1 Issue: Security	49%	(136)	26%	(72)	10%	(27)	15%	(42)	276
#1 Issue: Health Care	41%	(95)	31%	(72)	17%	(39)	11%	(26)	232
#1 Issue: Medicare / Social Security	41%	(72)	34%	(60)	8%	(13)	17%	(29)	173
#1 Issue: Women's Issues	50%	(28)	21%	(12)	21%	(12)	7%	(4)	55
#1 Issue: Education	53%	(45)	13%	(11)	17%	(14)	16%	(14)	85
#1 Issue: Other	40%	(23)	33%	(18)	19%	(11)	8%	(4)	56
2018 House Vote: Democrat	45%	(238)	31%	(167)	13%	(67)	12%	(61)	534
2018 House Vote: Republican	51%	(242)	27%	(128)	10%	(47)	12%	(58)	476
2018 House Vote: Someone else	43%	(23)	24%	(13)	16%	(8)	17%	(9)	52
2018 House Vote: Didnt Vote	44%	(99)	26%	(59)	18%	(41)	11%	(25)	223
2016 Vote: Hillary Clinton	45%	(208)	31%	(147)	13%	(60)	11%	(53)	467
2016 Vote: Donald Trump	50%	(230)	27%	(126)	11%	(51)	12%	(56)	463
2016 Vote: Someone else	41%	(40)	28%	(27)	15%	(14)	17%	(16)	97
2016 Vote: Didnt Vote	48%	(125)	26%	(68)	14%	(37)	11%	(29)	260
Voted in 2014: Yes	46%	(434)	29%	(272)	13%	(118)	12%	(113)	937
Voted in 2014: No	48%	(169)	27%	(95)	13%	(44)	12%	(41)	349
2012 Vote: Barack Obama	44%	(254)	31%	(181)	12%	(71)	12%	(72)	579
2012 Vote: Mitt Romney	50%	(177)	26%	(93)	11%	(41)	12%	(44)	355
2012 Vote: Didn't Vote	50%	(151)	26%	(81)	14%	(42)	10%	(31)	305

Continued on next page

Table SBR2_8: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Bud Light

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	47%	(603)	29%	(367)	13%	(163)	12%	(154)	1286
4-Region: Northeast	47%	(121)	29%	(74)	12%	(30)	13%	(32)	258
4-Region: Midwest	50%	(146)	24%	(69)	13%	(38)	14%	(40)	293
4-Region: South	48%	(223)	28%	(132)	12%	(58)	12%	(56)	468
4-Region: West	42%	(113)	34%	(91)	14%	(37)	10%	(26)	267

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

Table SBR2_9: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
T-Mobile

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	21%	(276)	24%	(305)	31%	(398)	24%	(307)	1286
Gender: Male	23%	(153)	25%	(168)	28%	(187)	24%	(161)	669
Gender: Female	20%	(124)	22%	(137)	34%	(211)	24%	(145)	617
Age: 18-29	30%	(59)	27%	(54)	23%	(46)	20%	(38)	197
Age: 30-44	26%	(78)	23%	(69)	31%	(91)	20%	(60)	297
Age: 45-54	23%	(55)	25%	(58)	29%	(69)	23%	(55)	237
Age: 55-64	13%	(32)	23%	(58)	39%	(95)	25%	(62)	246
Age: 65+	17%	(53)	22%	(67)	31%	(97)	30%	(92)	309
Generation Z: 18-21	31%	(20)	25%	(17)	22%	(15)	22%	(14)	66
Millennial: Age 22-37	28%	(85)	24%	(75)	29%	(89)	19%	(59)	309
Generation X: Age 38-53	25%	(83)	24%	(79)	28%	(93)	22%	(72)	328
Boomers: Age 54-72	15%	(74)	23%	(116)	35%	(174)	27%	(137)	501
PID: Dem (no lean)	22%	(100)	26%	(116)	31%	(138)	21%	(96)	450
PID: Ind (no lean)	19%	(76)	24%	(96)	32%	(129)	25%	(101)	402
PID: Rep (no lean)	23%	(101)	21%	(93)	30%	(131)	25%	(110)	434
PID/Gender: Dem Men	22%	(47)	26%	(56)	30%	(65)	22%	(46)	214
PID/Gender: Dem Women	22%	(53)	25%	(59)	31%	(74)	21%	(50)	236
PID/Gender: Ind Men	19%	(42)	25%	(55)	31%	(69)	26%	(58)	224
PID/Gender: Ind Women	19%	(34)	23%	(41)	34%	(60)	24%	(43)	178
PID/Gender: Rep Men	28%	(64)	25%	(57)	23%	(53)	25%	(57)	231
PID/Gender: Rep Women	18%	(37)	18%	(36)	38%	(78)	26%	(53)	203
Ideo: Liberal (1-3)	24%	(99)	24%	(97)	29%	(120)	23%	(96)	413
Ideo: Moderate (4)	19%	(55)	23%	(67)	34%	(99)	24%	(69)	290
Ideo: Conservative (5-7)	22%	(104)	23%	(109)	30%	(145)	25%	(120)	477
Educ: < College	21%	(155)	23%	(169)	33%	(239)	23%	(172)	735
Educ: Bachelors degree	24%	(85)	24%	(85)	29%	(104)	23%	(82)	357
Educ: Post-grad	19%	(36)	26%	(51)	28%	(55)	27%	(53)	195

Continued on next page

Table SBR2_9: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?

T-Mobile

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	21%	(276)	24%	(305)	31%	(398)	24%	(307)	1286
Income: Under 50k	17%	(108)	26%	(164)	33%	(212)	25%	(158)	641
Income: 50k-100k	25%	(113)	24%	(110)	29%	(133)	22%	(102)	458
Income: 100k+	30%	(56)	17%	(31)	28%	(53)	25%	(47)	187
Ethnicity: White	21%	(219)	23%	(242)	32%	(329)	24%	(249)	1039
Ethnicity: Hispanic	36%	(45)	19%	(23)	27%	(33)	19%	(24)	125
Ethnicity: Afr. Am.	20%	(35)	27%	(47)	30%	(53)	23%	(40)	175
Ethnicity: Other	31%	(23)	22%	(16)	22%	(16)	24%	(18)	73
Relig: Protestant	19%	(69)	23%	(81)	35%	(125)	24%	(85)	359
Relig: Roman Catholic	25%	(77)	21%	(64)	30%	(92)	23%	(70)	304
Relig: Something Else	20%	(19)	23%	(22)	28%	(27)	29%	(28)	97
Relig: Evangelical	22%	(116)	21%	(114)	32%	(170)	25%	(132)	532
Relig: Non-Evang. Catholics	21%	(49)	23%	(53)	33%	(75)	23%	(52)	229
Relig: All Christian	22%	(165)	22%	(167)	32%	(244)	24%	(184)	761
Relig: All Non-Christian	18%	(23)	27%	(36)	33%	(43)	22%	(30)	133
Community: Urban	17%	(53)	29%	(88)	28%	(86)	26%	(80)	307
Community: Suburban	24%	(155)	21%	(137)	30%	(195)	25%	(161)	648
Community: Rural	21%	(68)	24%	(80)	35%	(117)	20%	(65)	331
Employ: Private Sector	24%	(104)	24%	(102)	32%	(136)	21%	(89)	431
Employ: Government	22%	(16)	21%	(15)	34%	(24)	22%	(16)	70
Employ: Self-Employed	24%	(28)	31%	(37)	25%	(30)	19%	(22)	117
Employ: Homemaker	26%	(22)	22%	(18)	33%	(28)	18%	(15)	83
Employ: Retired	16%	(55)	21%	(73)	32%	(110)	31%	(108)	347
Employ: Unemployed	15%	(15)	26%	(25)	29%	(28)	31%	(30)	98
Employ: Other	23%	(22)	23%	(22)	35%	(33)	18%	(17)	95
Military HH: Yes	20%	(49)	24%	(60)	30%	(74)	26%	(64)	247
Military HH: No	22%	(228)	24%	(245)	31%	(324)	23%	(243)	1040
RD/WT: Right Direction	21%	(108)	24%	(124)	29%	(148)	25%	(127)	507
RD/WT: Wrong Track	22%	(168)	23%	(182)	32%	(250)	23%	(179)	779

Continued on next page

Table SBR2_9: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 T-Mobile

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	21%	(276)	24%	(305)	31%	(398)	24%	(307)	1286
Trump Job Approve	22%	(120)	23%	(130)	30%	(166)	25%	(141)	557
Trump Job Disapprove	22%	(155)	23%	(163)	32%	(221)	23%	(158)	696
Trump Job Strongly Approve	23%	(68)	23%	(69)	29%	(87)	26%	(77)	300
Trump Job Somewhat Approve	20%	(52)	24%	(61)	31%	(80)	25%	(64)	257
Trump Job Somewhat Disapprove	25%	(44)	25%	(45)	34%	(61)	17%	(30)	179
Trump Job Strongly Disapprove	22%	(111)	23%	(118)	31%	(160)	25%	(128)	517
#1 Issue: Economy	24%	(90)	25%	(91)	33%	(122)	18%	(66)	369
#1 Issue: Security	16%	(45)	21%	(57)	34%	(94)	29%	(80)	276
#1 Issue: Health Care	21%	(48)	26%	(60)	30%	(69)	24%	(55)	232
#1 Issue: Medicare / Social Security	14%	(24)	27%	(47)	28%	(49)	31%	(54)	173
#1 Issue: Women's Issues	35%	(19)	27%	(15)	28%	(15)	10%	(6)	55
#1 Issue: Education	33%	(28)	16%	(14)	24%	(21)	26%	(22)	85
#1 Issue: Other	17%	(10)	26%	(15)	29%	(16)	27%	(15)	56
2018 House Vote: Democrat	21%	(112)	26%	(137)	30%	(158)	24%	(126)	534
2018 House Vote: Republican	23%	(112)	21%	(102)	31%	(147)	24%	(114)	476
2018 House Vote: Someone else	25%	(13)	20%	(11)	29%	(15)	26%	(13)	52
2018 House Vote: Didnt Vote	18%	(40)	24%	(54)	35%	(77)	23%	(52)	223
2016 Vote: Hillary Clinton	22%	(103)	25%	(116)	30%	(142)	23%	(105)	467
2016 Vote: Donald Trump	23%	(106)	22%	(100)	30%	(137)	26%	(119)	463
2016 Vote: Someone else	17%	(17)	20%	(19)	38%	(37)	24%	(23)	97
2016 Vote: Didnt Vote	19%	(50)	27%	(69)	32%	(82)	22%	(58)	260
Voted in 2014: Yes	21%	(198)	23%	(217)	31%	(291)	25%	(231)	937
Voted in 2014: No	22%	(78)	25%	(88)	31%	(107)	22%	(75)	349
2012 Vote: Barack Obama	20%	(116)	25%	(145)	30%	(174)	25%	(145)	579
2012 Vote: Mitt Romney	23%	(81)	22%	(78)	30%	(105)	26%	(91)	355
2012 Vote: Didn't Vote	23%	(71)	24%	(73)	34%	(103)	19%	(57)	305

Continued on next page

Table SBR2_9: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
T-Mobile

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	21%	(276)	24%	(305)	31%	(398)	24%	(307)	1286
4-Region: Northeast	22%	(57)	22%	(57)	29%	(76)	26%	(68)	258
4-Region: Midwest	19%	(57)	19%	(55)	36%	(107)	25%	(74)	293
4-Region: South	23%	(106)	27%	(127)	29%	(134)	22%	(101)	468
4-Region: West	21%	(57)	25%	(66)	30%	(81)	24%	(63)	267

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

Table SBR2_10: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Showtime

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(101)	11%	(145)	46%	(587)	35%	(454)	1286
Gender: Male	7%	(50)	12%	(82)	44%	(294)	36%	(243)	669
Gender: Female	8%	(51)	10%	(63)	47%	(293)	34%	(210)	617
Age: 18-29	17%	(34)	17%	(33)	34%	(66)	32%	(63)	197
Age: 30-44	9%	(27)	16%	(46)	46%	(135)	30%	(89)	297
Age: 45-54	11%	(27)	10%	(23)	43%	(102)	36%	(85)	237
Age: 55-64	2%	(6)	7%	(18)	52%	(128)	38%	(94)	246
Age: 65+	2%	(7)	8%	(24)	50%	(155)	40%	(124)	309
Generation Z: 18-21	21%	(14)	15%	(10)	27%	(18)	38%	(25)	66
Millennial: Age 22-37	12%	(38)	18%	(57)	43%	(132)	27%	(82)	309
Generation X: Age 38-53	11%	(35)	11%	(37)	42%	(139)	36%	(117)	328
Boomers: Age 54-72	2%	(10)	7%	(36)	51%	(254)	40%	(201)	501
PID: Dem (no lean)	8%	(37)	13%	(57)	46%	(207)	33%	(150)	450
PID: Ind (no lean)	7%	(29)	11%	(44)	47%	(189)	35%	(139)	402
PID: Rep (no lean)	8%	(34)	10%	(44)	44%	(191)	38%	(164)	434
PID/Gender: Dem Men	8%	(17)	15%	(31)	45%	(96)	33%	(71)	214
PID/Gender: Dem Women	9%	(20)	11%	(25)	47%	(111)	33%	(79)	236
PID/Gender: Ind Men	5%	(11)	10%	(21)	46%	(102)	40%	(89)	224
PID/Gender: Ind Women	10%	(19)	13%	(23)	49%	(87)	28%	(50)	178
PID/Gender: Rep Men	10%	(22)	13%	(29)	42%	(96)	36%	(83)	231
PID/Gender: Rep Women	6%	(12)	7%	(15)	47%	(95)	40%	(81)	203
Ideo: Liberal (1-3)	9%	(37)	10%	(41)	46%	(191)	35%	(144)	413
Ideo: Moderate (4)	8%	(24)	13%	(38)	46%	(132)	33%	(95)	290
Ideo: Conservative (5-7)	7%	(31)	11%	(50)	45%	(216)	38%	(180)	477
Educ: < College	7%	(54)	12%	(89)	47%	(343)	34%	(249)	735
Educ: Bachelors degree	9%	(32)	10%	(37)	46%	(164)	35%	(125)	357
Educ: Post-grad	8%	(15)	10%	(20)	41%	(80)	41%	(80)	195

Continued on next page

Table SBR2_10: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Showtime

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(101)	11%	(145)	46%	(587)	35%	(454)	1286
Income: Under 50k	8%	(50)	10%	(65)	47%	(301)	35%	(225)	641
Income: 50k-100k	8%	(37)	14%	(65)	43%	(197)	34%	(158)	458
Income: 100k+	7%	(13)	8%	(15)	47%	(89)	38%	(70)	187
Ethnicity: White	7%	(71)	11%	(113)	47%	(493)	35%	(361)	1039
Ethnicity: Hispanic	15%	(19)	17%	(21)	35%	(44)	32%	(40)	125
Ethnicity: Afr. Am.	13%	(22)	14%	(25)	38%	(67)	35%	(60)	175
Ethnicity: Other	11%	(8)	9%	(6)	37%	(27)	43%	(32)	73
Relig: Protestant	7%	(24)	8%	(28)	50%	(181)	35%	(126)	359
Relig: Roman Catholic	9%	(27)	10%	(30)	44%	(134)	37%	(112)	304
Relig: Something Else	10%	(9)	11%	(11)	41%	(40)	38%	(37)	97
Relig: Evangelical	7%	(36)	10%	(55)	47%	(252)	36%	(189)	532
Relig: Non-Evang. Catholics	11%	(24)	6%	(14)	45%	(104)	38%	(86)	229
Relig: All Christian	8%	(60)	9%	(69)	47%	(356)	36%	(276)	761
Relig: All Non-Christian	6%	(8)	14%	(18)	50%	(66)	30%	(40)	133
Community: Urban	10%	(30)	10%	(32)	47%	(145)	33%	(100)	307
Community: Suburban	7%	(46)	12%	(75)	44%	(288)	37%	(239)	648
Community: Rural	8%	(25)	11%	(38)	47%	(154)	35%	(114)	331
Employ: Private Sector	8%	(32)	13%	(54)	49%	(213)	31%	(132)	431
Employ: Government	11%	(8)	16%	(11)	39%	(28)	34%	(24)	70
Employ: Self-Employed	16%	(18)	10%	(12)	40%	(47)	35%	(41)	117
Employ: Homemaker	12%	(10)	10%	(8)	44%	(36)	35%	(29)	83
Employ: Retired	2%	(8)	8%	(29)	46%	(159)	44%	(151)	347
Employ: Unemployed	6%	(5)	11%	(11)	44%	(44)	39%	(38)	98
Employ: Other	12%	(12)	14%	(13)	46%	(43)	28%	(27)	95
Military HH: Yes	5%	(13)	9%	(22)	45%	(112)	41%	(100)	247
Military HH: No	8%	(88)	12%	(123)	46%	(475)	34%	(353)	1040
RD/WT: Right Direction	7%	(36)	10%	(52)	46%	(232)	37%	(187)	507
RD/WT: Wrong Track	8%	(65)	12%	(93)	46%	(355)	34%	(266)	779

Continued on next page

Table SBR2_10: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Showtime

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(101)	11%	(145)	46%	(587)	35%	(454)	1286
Trump Job Approve	7%	(40)	10%	(57)	44%	(247)	38%	(213)	557
Trump Job Disapprove	8%	(57)	12%	(81)	47%	(329)	33%	(229)	696
Trump Job Strongly Approve	10%	(29)	12%	(35)	43%	(128)	36%	(109)	300
Trump Job Somewhat Approve	4%	(12)	9%	(23)	46%	(119)	40%	(104)	257
Trump Job Somewhat Disapprove	8%	(14)	12%	(22)	54%	(96)	26%	(47)	179
Trump Job Strongly Disapprove	8%	(44)	11%	(59)	45%	(232)	35%	(182)	517
#1 Issue: Economy	11%	(42)	12%	(43)	50%	(186)	26%	(98)	369
#1 Issue: Security	4%	(12)	10%	(28)	43%	(119)	42%	(117)	276
#1 Issue: Health Care	8%	(19)	12%	(29)	44%	(101)	36%	(84)	232
#1 Issue: Medicare / Social Security	1%	(2)	7%	(12)	50%	(86)	42%	(73)	173
#1 Issue: Women's Issues	16%	(9)	18%	(10)	43%	(23)	23%	(13)	55
#1 Issue: Education	14%	(12)	11%	(9)	38%	(32)	37%	(31)	85
#1 Issue: Other	8%	(5)	6%	(3)	42%	(23)	44%	(25)	56
2018 House Vote: Democrat	9%	(46)	10%	(55)	47%	(250)	34%	(182)	534
2018 House Vote: Republican	6%	(31)	10%	(46)	46%	(221)	37%	(178)	476
2018 House Vote: Someone else	12%	(6)	18%	(9)	38%	(20)	32%	(17)	52
2018 House Vote: Didnt Vote	8%	(18)	15%	(33)	43%	(97)	34%	(75)	223
2016 Vote: Hillary Clinton	9%	(42)	13%	(59)	45%	(209)	34%	(157)	467
2016 Vote: Donald Trump	7%	(34)	9%	(42)	45%	(208)	39%	(179)	463
2016 Vote: Someone else	6%	(6)	8%	(8)	49%	(48)	36%	(35)	97
2016 Vote: Didnt Vote	7%	(19)	14%	(36)	47%	(122)	32%	(83)	260
Voted in 2014: Yes	8%	(70)	10%	(98)	47%	(437)	35%	(332)	937
Voted in 2014: No	9%	(30)	14%	(47)	43%	(150)	35%	(121)	349
2012 Vote: Barack Obama	8%	(48)	11%	(65)	45%	(262)	35%	(204)	579
2012 Vote: Mitt Romney	5%	(18)	9%	(31)	47%	(165)	39%	(140)	355
2012 Vote: Didn't Vote	11%	(33)	14%	(43)	46%	(140)	29%	(89)	305

Continued on next page

Table SBR2_10: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Showtime

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	8%	(101)	11%	(145)	46%	(587)	35%	(454)	1286
4-Region: Northeast	6%	(15)	11%	(29)	48%	(122)	35%	(91)	258
4-Region: Midwest	7%	(20)	11%	(32)	46%	(136)	36%	(106)	293
4-Region: South	9%	(40)	12%	(58)	46%	(217)	33%	(154)	468
4-Region: West	10%	(26)	10%	(26)	42%	(112)	39%	(103)	267

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

Table SBR2_11: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 Microsoft

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	13%	(172)	16%	(212)	40%	(511)	30%	(391)	1286
Gender: Male	15%	(98)	19%	(124)	38%	(257)	28%	(190)	669
Gender: Female	12%	(74)	14%	(88)	41%	(254)	33%	(202)	617
Age: 18-29	18%	(35)	19%	(38)	33%	(66)	30%	(59)	197
Age: 30-44	15%	(45)	17%	(51)	40%	(119)	27%	(82)	297
Age: 45-54	19%	(45)	14%	(33)	36%	(86)	31%	(74)	237
Age: 55-64	5%	(12)	20%	(48)	48%	(118)	27%	(68)	246
Age: 65+	11%	(35)	14%	(43)	40%	(122)	35%	(109)	309
Generation Z: 18-21	18%	(12)	17%	(11)	29%	(19)	36%	(24)	66
Millennial: Age 22-37	18%	(55)	20%	(61)	36%	(113)	26%	(80)	309
Generation X: Age 38-53	17%	(56)	14%	(45)	40%	(130)	30%	(97)	328
Boomers: Age 54-72	8%	(41)	16%	(81)	43%	(216)	33%	(163)	501
PID: Dem (no lean)	13%	(60)	19%	(84)	38%	(171)	30%	(135)	450
PID: Ind (no lean)	9%	(38)	15%	(60)	45%	(181)	31%	(124)	402
PID: Rep (no lean)	17%	(73)	16%	(68)	37%	(160)	31%	(133)	434
PID/Gender: Dem Men	14%	(30)	22%	(46)	38%	(81)	27%	(58)	214
PID/Gender: Dem Women	13%	(31)	16%	(38)	38%	(90)	33%	(77)	236
PID/Gender: Ind Men	9%	(19)	17%	(37)	45%	(100)	30%	(68)	224
PID/Gender: Ind Women	11%	(19)	13%	(23)	45%	(81)	31%	(56)	178
PID/Gender: Rep Men	21%	(49)	18%	(41)	33%	(77)	28%	(64)	231
PID/Gender: Rep Women	12%	(24)	13%	(27)	41%	(82)	34%	(69)	203
Ideo: Liberal (1-3)	14%	(57)	18%	(72)	38%	(155)	31%	(129)	413
Ideo: Moderate (4)	13%	(38)	17%	(50)	42%	(122)	28%	(80)	290
Ideo: Conservative (5-7)	14%	(67)	16%	(74)	39%	(186)	31%	(150)	477
Educ: < College	12%	(88)	16%	(118)	42%	(306)	30%	(223)	735
Educ: Bachelors degree	18%	(63)	17%	(60)	38%	(136)	28%	(98)	357
Educ: Post-grad	11%	(21)	17%	(34)	36%	(69)	36%	(71)	195

Continued on next page

Table SBR2_11: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?

Microsoft

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	13%	(172)	16%	(212)	40%	(511)	30%	(391)	1286
Income: Under 50k	10%	(65)	16%	(100)	43%	(276)	31%	(200)	641
Income: 50k-100k	16%	(73)	19%	(89)	35%	(161)	29%	(135)	458
Income: 100k+	18%	(33)	12%	(23)	39%	(74)	30%	(57)	187
Ethnicity: White	12%	(124)	16%	(170)	41%	(426)	31%	(319)	1039
Ethnicity: Hispanic	24%	(29)	18%	(23)	31%	(39)	27%	(34)	125
Ethnicity: Afr. Am.	18%	(31)	18%	(31)	35%	(60)	30%	(52)	175
Ethnicity: Other	23%	(17)	15%	(11)	35%	(25)	27%	(20)	73
Relig: Protestant	11%	(40)	18%	(64)	43%	(154)	28%	(102)	359
Relig: Roman Catholic	18%	(54)	17%	(52)	36%	(108)	29%	(89)	304
Relig: Something Else	9%	(9)	15%	(15)	36%	(35)	40%	(39)	97
Relig: Evangelical	14%	(72)	18%	(94)	37%	(198)	32%	(169)	532
Relig: Non-Evang. Catholics	14%	(31)	16%	(37)	44%	(100)	27%	(61)	229
Relig: All Christian	14%	(103)	17%	(131)	39%	(297)	30%	(230)	761
Relig: All Non-Christian	16%	(21)	11%	(15)	46%	(60)	28%	(37)	133
Community: Urban	13%	(38)	18%	(57)	36%	(110)	33%	(103)	307
Community: Suburban	15%	(96)	15%	(98)	40%	(260)	30%	(195)	648
Community: Rural	11%	(37)	17%	(57)	43%	(142)	28%	(94)	331
Employ: Private Sector	17%	(73)	17%	(74)	37%	(161)	29%	(123)	431
Employ: Government	18%	(12)	14%	(10)	40%	(28)	29%	(20)	70
Employ: Self-Employed	15%	(17)	27%	(31)	33%	(39)	25%	(30)	117
Employ: Homemaker	13%	(11)	9%	(8)	48%	(40)	30%	(25)	83
Employ: Retired	8%	(29)	15%	(51)	41%	(143)	36%	(125)	347
Employ: Unemployed	11%	(10)	17%	(17)	36%	(35)	36%	(35)	98
Employ: Other	9%	(9)	15%	(14)	52%	(50)	23%	(22)	95
Military HH: Yes	9%	(21)	16%	(40)	40%	(99)	35%	(86)	247
Military HH: No	14%	(150)	17%	(172)	40%	(413)	29%	(305)	1040
RD/WT: Right Direction	14%	(69)	17%	(87)	38%	(194)	31%	(157)	507
RD/WT: Wrong Track	13%	(103)	16%	(125)	41%	(317)	30%	(235)	779

Continued on next page

Table SBR2_11: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 Microsoft

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	13%	(172)	16%	(212)	40%	(511)	30%	(391)	1286
Trump Job Approve	14%	(78)	17%	(93)	37%	(208)	32%	(179)	557
Trump Job Disapprove	13%	(93)	17%	(116)	41%	(287)	29%	(200)	696
Trump Job Strongly Approve	15%	(46)	18%	(55)	35%	(105)	31%	(95)	300
Trump Job Somewhat Approve	12%	(32)	15%	(39)	40%	(103)	33%	(84)	257
Trump Job Somewhat Disapprove	11%	(19)	18%	(33)	46%	(83)	25%	(44)	179
Trump Job Strongly Disapprove	14%	(74)	16%	(84)	39%	(204)	30%	(156)	517
#1 Issue: Economy	16%	(59)	19%	(69)	40%	(149)	25%	(92)	369
#1 Issue: Security	11%	(30)	16%	(45)	36%	(99)	37%	(102)	276
#1 Issue: Health Care	14%	(32)	15%	(35)	45%	(104)	26%	(61)	232
#1 Issue: Medicare / Social Security	8%	(14)	12%	(22)	43%	(74)	37%	(64)	173
#1 Issue: Women's Issues	24%	(13)	18%	(10)	35%	(19)	23%	(12)	55
#1 Issue: Education	11%	(9)	20%	(17)	33%	(28)	37%	(31)	85
#1 Issue: Other	12%	(7)	14%	(8)	41%	(23)	33%	(18)	56
2018 House Vote: Democrat	14%	(76)	18%	(96)	37%	(197)	31%	(165)	534
2018 House Vote: Republican	15%	(70)	17%	(80)	38%	(183)	30%	(143)	476
2018 House Vote: Someone else	14%	(7)	9%	(5)	47%	(25)	30%	(16)	52
2018 House Vote: Didnt Vote	8%	(18)	14%	(31)	47%	(106)	30%	(67)	223
2016 Vote: Hillary Clinton	15%	(70)	18%	(84)	37%	(172)	30%	(141)	467
2016 Vote: Donald Trump	15%	(68)	15%	(71)	38%	(177)	32%	(146)	463
2016 Vote: Someone else	11%	(11)	12%	(12)	47%	(46)	30%	(29)	97
2016 Vote: Didnt Vote	9%	(23)	17%	(45)	45%	(117)	29%	(75)	260
Voted in 2014: Yes	14%	(133)	17%	(160)	38%	(356)	31%	(288)	937
Voted in 2014: No	11%	(39)	15%	(52)	44%	(155)	30%	(104)	349
2012 Vote: Barack Obama	14%	(80)	18%	(106)	37%	(212)	31%	(180)	579
2012 Vote: Mitt Romney	13%	(46)	15%	(54)	40%	(141)	32%	(113)	355
2012 Vote: Didn't Vote	13%	(39)	16%	(48)	44%	(136)	27%	(82)	305

Continued on next page

Table SBR2_11: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Microsoft

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	13%	(172)	16%	(212)	40%	(511)	30%	(391)	1286
4-Region: Northeast	11%	(28)	18%	(47)	40%	(104)	30%	(78)	258
4-Region: Midwest	14%	(41)	13%	(37)	41%	(121)	32%	(93)	293
4-Region: South	15%	(71)	16%	(77)	40%	(185)	29%	(135)	468
4-Region: West	12%	(31)	19%	(51)	38%	(100)	32%	(85)	267

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

Table SBR2_12: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 Expensify

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(74)	9%	(115)	43%	(550)	43%	(548)	1286
Gender: Male	6%	(42)	9%	(58)	40%	(269)	45%	(299)	669
Gender: Female	5%	(32)	9%	(57)	45%	(281)	40%	(248)	617
Age: 18-29	10%	(19)	14%	(28)	40%	(78)	37%	(72)	197
Age: 30-44	9%	(26)	9%	(27)	47%	(140)	35%	(105)	297
Age: 45-54	6%	(14)	8%	(18)	40%	(96)	46%	(109)	237
Age: 55-64	4%	(11)	8%	(21)	45%	(110)	43%	(105)	246
Age: 65+	1%	(5)	7%	(21)	41%	(126)	51%	(157)	309
Generation Z: 18-21	8%	(5)	17%	(11)	32%	(21)	44%	(29)	66
Millennial: Age 22-37	10%	(32)	11%	(34)	46%	(141)	33%	(103)	309
Generation X: Age 38-53	6%	(19)	8%	(26)	43%	(141)	43%	(142)	328
Boomers: Age 54-72	3%	(15)	8%	(42)	42%	(208)	47%	(236)	501
PID: Dem (no lean)	6%	(25)	9%	(42)	45%	(202)	40%	(181)	450
PID: Ind (no lean)	6%	(24)	10%	(40)	42%	(168)	42%	(170)	402
PID: Rep (no lean)	6%	(25)	8%	(33)	41%	(180)	45%	(196)	434
PID/Gender: Dem Men	6%	(13)	10%	(21)	45%	(97)	39%	(83)	214
PID/Gender: Dem Women	5%	(12)	9%	(20)	45%	(105)	42%	(98)	236
PID/Gender: Ind Men	5%	(11)	9%	(20)	36%	(81)	50%	(112)	224
PID/Gender: Ind Women	7%	(13)	11%	(20)	49%	(87)	33%	(59)	178
PID/Gender: Rep Men	8%	(18)	7%	(17)	39%	(91)	45%	(105)	231
PID/Gender: Rep Women	3%	(7)	8%	(16)	44%	(89)	45%	(91)	203
Ideo: Liberal (1-3)	7%	(31)	11%	(44)	38%	(157)	44%	(182)	413
Ideo: Moderate (4)	4%	(12)	8%	(22)	48%	(141)	40%	(116)	290
Ideo: Conservative (5-7)	5%	(25)	7%	(35)	42%	(201)	45%	(216)	477
Educ: < College	5%	(36)	9%	(64)	46%	(338)	40%	(297)	735
Educ: Bachelors degree	7%	(26)	9%	(33)	40%	(141)	44%	(156)	357
Educ: Post-grad	6%	(12)	9%	(18)	36%	(71)	48%	(94)	195

Continued on next page

Table SBR2_12: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Expensify

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(74)	9%	(115)	43%	(550)	43%	(548)	1286
Income: Under 50k	4%	(23)	9%	(57)	46%	(294)	42%	(268)	641
Income: 50k-100k	8%	(35)	10%	(46)	40%	(181)	43%	(196)	458
Income: 100k+	8%	(16)	7%	(12)	40%	(75)	45%	(84)	187
Ethnicity: White	6%	(62)	8%	(86)	43%	(446)	43%	(445)	1039
Ethnicity: Hispanic	7%	(9)	17%	(21)	41%	(52)	35%	(43)	125
Ethnicity: Afr. Am.	6%	(10)	14%	(25)	39%	(69)	41%	(71)	175
Ethnicity: Other	3%	(3)	6%	(5)	48%	(35)	42%	(31)	73
Relig: Protestant	6%	(21)	10%	(34)	43%	(153)	42%	(150)	359
Relig: Roman Catholic	5%	(17)	9%	(27)	42%	(127)	44%	(133)	304
Relig: Something Else	8%	(8)	10%	(10)	36%	(36)	45%	(44)	97
Relig: Evangelical	5%	(29)	9%	(48)	42%	(225)	43%	(230)	532
Relig: Non-Evang. Catholics	7%	(17)	10%	(23)	40%	(90)	43%	(98)	229
Relig: All Christian	6%	(46)	9%	(71)	41%	(316)	43%	(328)	761
Relig: All Non-Christian	6%	(8)	7%	(10)	50%	(66)	37%	(49)	133
Community: Urban	6%	(19)	10%	(30)	43%	(133)	41%	(125)	307
Community: Suburban	5%	(34)	9%	(60)	41%	(268)	44%	(287)	648
Community: Rural	6%	(21)	7%	(25)	45%	(149)	41%	(136)	331
Employ: Private Sector	8%	(32)	10%	(44)	44%	(189)	38%	(166)	431
Employ: Government	7%	(5)	13%	(9)	44%	(31)	36%	(25)	70
Employ: Self-Employed	8%	(9)	7%	(9)	42%	(49)	43%	(50)	117
Employ: Homemaker	3%	(3)	5%	(4)	52%	(43)	40%	(33)	83
Employ: Retired	2%	(7)	8%	(29)	38%	(133)	51%	(178)	347
Employ: Unemployed	7%	(7)	7%	(7)	41%	(40)	45%	(44)	98
Employ: Other	6%	(6)	10%	(10)	47%	(44)	37%	(35)	95
Military HH: Yes	2%	(6)	12%	(30)	40%	(99)	45%	(112)	247
Military HH: No	7%	(68)	8%	(84)	43%	(451)	42%	(436)	1040
RD/WT: Right Direction	4%	(20)	8%	(43)	43%	(219)	44%	(225)	507
RD/WT: Wrong Track	7%	(54)	9%	(72)	42%	(331)	41%	(323)	779

Continued on next page

Table SBR2_12: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 Expensify

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	6%	(74)	9%	(115)	43%	(550)	43%	(548)	1286
Trump Job Approve	5%	(27)	8%	(47)	43%	(239)	44%	(244)	557
Trump Job Disapprove	7%	(46)	9%	(65)	42%	(294)	42%	(291)	696
Trump Job Strongly Approve	6%	(19)	11%	(32)	41%	(123)	42%	(126)	300
Trump Job Somewhat Approve	3%	(8)	6%	(15)	45%	(116)	46%	(118)	257
Trump Job Somewhat Disapprove	7%	(13)	9%	(16)	48%	(86)	36%	(64)	179
Trump Job Strongly Disapprove	6%	(33)	10%	(49)	40%	(208)	44%	(227)	517
#1 Issue: Economy	8%	(31)	8%	(31)	50%	(184)	33%	(123)	369
#1 Issue: Security	5%	(13)	7%	(21)	38%	(106)	49%	(136)	276
#1 Issue: Health Care	3%	(8)	13%	(31)	42%	(98)	41%	(96)	232
#1 Issue: Medicare / Social Security	2%	(3)	7%	(12)	40%	(70)	51%	(88)	173
#1 Issue: Women's Issues	6%	(3)	14%	(8)	44%	(24)	36%	(20)	55
#1 Issue: Education	8%	(7)	6%	(5)	38%	(32)	48%	(40)	85
#1 Issue: Other	8%	(4)	8%	(4)	34%	(19)	50%	(28)	56
2018 House Vote: Democrat	6%	(32)	11%	(58)	40%	(216)	43%	(228)	534
2018 House Vote: Republican	6%	(27)	7%	(35)	42%	(200)	45%	(214)	476
2018 House Vote: Someone else	2%	(1)	11%	(6)	53%	(28)	34%	(18)	52
2018 House Vote: Didnt Vote	6%	(13)	7%	(17)	47%	(106)	39%	(88)	223
2016 Vote: Hillary Clinton	6%	(29)	11%	(49)	41%	(191)	42%	(198)	467
2016 Vote: Donald Trump	6%	(27)	8%	(38)	42%	(192)	44%	(205)	463
2016 Vote: Someone else	4%	(4)	6%	(6)	46%	(45)	44%	(42)	97
2016 Vote: Didnt Vote	5%	(14)	8%	(21)	47%	(122)	40%	(103)	260
Voted in 2014: Yes	5%	(50)	9%	(86)	42%	(394)	43%	(407)	937
Voted in 2014: No	7%	(24)	8%	(29)	45%	(156)	40%	(141)	349
2012 Vote: Barack Obama	5%	(29)	10%	(59)	41%	(234)	44%	(256)	579
2012 Vote: Mitt Romney	4%	(15)	6%	(22)	43%	(152)	47%	(166)	355
2012 Vote: Didn't Vote	8%	(25)	9%	(28)	48%	(148)	34%	(105)	305

Continued on next page

Table SBR2_12: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Expensify

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	6%	(74)	9%	(115)	43%	(550)	43%	(548)	1286
4-Region: Northeast	6%	(17)	6%	(14)	45%	(116)	43%	(111)	258
4-Region: Midwest	3%	(9)	9%	(25)	48%	(141)	40%	(118)	293
4-Region: South	7%	(32)	11%	(53)	41%	(194)	41%	(190)	468
4-Region: West	6%	(16)	8%	(22)	37%	(100)	48%	(128)	267

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

Table SBR2_13: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Pepsi

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	40%	(512)	25%	(318)	18%	(232)	17%	(225)	1286
Gender: Male	39%	(262)	25%	(170)	17%	(111)	19%	(126)	669
Gender: Female	40%	(250)	24%	(148)	20%	(121)	16%	(98)	617
Age: 18-29	51%	(100)	22%	(44)	16%	(31)	11%	(22)	197
Age: 30-44	45%	(133)	21%	(61)	17%	(51)	17%	(51)	297
Age: 45-54	38%	(90)	31%	(74)	16%	(38)	15%	(35)	237
Age: 55-64	34%	(84)	28%	(68)	23%	(56)	15%	(38)	246
Age: 65+	34%	(105)	23%	(70)	18%	(55)	26%	(79)	309
Generation Z: 18-21	54%	(36)	18%	(12)	12%	(8)	16%	(10)	66
Millennial: Age 22-37	48%	(147)	23%	(71)	17%	(52)	13%	(39)	309
Generation X: Age 38-53	39%	(128)	27%	(90)	16%	(53)	18%	(57)	328
Boomers: Age 54-72	35%	(175)	26%	(130)	19%	(97)	20%	(98)	501
PID: Dem (no lean)	41%	(186)	26%	(116)	18%	(80)	15%	(69)	450
PID: Ind (no lean)	38%	(153)	26%	(105)	18%	(72)	18%	(72)	402
PID: Rep (no lean)	40%	(173)	22%	(97)	18%	(80)	19%	(84)	434
PID/Gender: Dem Men	39%	(83)	27%	(58)	16%	(35)	18%	(38)	214
PID/Gender: Dem Women	43%	(102)	24%	(57)	19%	(46)	13%	(31)	236
PID/Gender: Ind Men	37%	(82)	24%	(54)	19%	(42)	20%	(46)	224
PID/Gender: Ind Women	40%	(72)	28%	(51)	17%	(30)	15%	(26)	178
PID/Gender: Rep Men	42%	(97)	25%	(57)	15%	(34)	18%	(43)	231
PID/Gender: Rep Women	37%	(76)	20%	(40)	23%	(46)	20%	(41)	203
Ideo: Liberal (1-3)	40%	(164)	25%	(104)	20%	(81)	15%	(64)	413
Ideo: Moderate (4)	42%	(121)	23%	(68)	18%	(53)	17%	(49)	290
Ideo: Conservative (5-7)	39%	(186)	24%	(115)	17%	(79)	20%	(97)	477
Educ: < College	40%	(296)	25%	(184)	18%	(133)	17%	(122)	735
Educ: Bachelors degree	42%	(150)	24%	(86)	18%	(63)	16%	(57)	357
Educ: Post-grad	34%	(66)	24%	(48)	18%	(36)	23%	(46)	195

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Table SBR2_13: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?

Pepsi

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	40%	(512)	25%	(318)	18%	(232)	17%	(225)	1286
Income: Under 50k	39%	(247)	26%	(169)	18%	(118)	17%	(107)	641
Income: 50k-100k	40%	(184)	25%	(112)	18%	(84)	17%	(78)	458
Income: 100k+	43%	(81)	19%	(36)	16%	(30)	21%	(40)	187
Ethnicity: White	40%	(411)	25%	(257)	18%	(191)	17%	(180)	1039
Ethnicity: Hispanic	47%	(59)	15%	(19)	19%	(23)	19%	(24)	125
Ethnicity: Afr. Am.	39%	(67)	27%	(47)	17%	(29)	18%	(31)	175
Ethnicity: Other	46%	(34)	18%	(13)	16%	(12)	19%	(14)	73
Relig: Protestant	36%	(130)	26%	(92)	22%	(78)	17%	(59)	359
Relig: Roman Catholic	45%	(137)	25%	(77)	14%	(42)	16%	(48)	304
Relig: Something Else	39%	(38)	25%	(24)	14%	(13)	22%	(22)	97
Relig: Evangelical	41%	(217)	26%	(137)	17%	(92)	16%	(86)	532
Relig: Non-Evang. Catholics	38%	(88)	25%	(57)	18%	(41)	19%	(43)	229
Relig: All Christian	40%	(305)	25%	(194)	18%	(133)	17%	(129)	761
Relig: All Non-Christian	43%	(57)	22%	(29)	17%	(22)	19%	(26)	133
Community: Urban	42%	(130)	21%	(65)	19%	(57)	18%	(56)	307
Community: Suburban	39%	(254)	24%	(157)	18%	(115)	19%	(121)	648
Community: Rural	39%	(128)	29%	(96)	18%	(60)	14%	(47)	331
Employ: Private Sector	39%	(169)	27%	(115)	19%	(82)	15%	(64)	431
Employ: Government	37%	(26)	15%	(11)	22%	(15)	26%	(18)	70
Employ: Self-Employed	43%	(51)	25%	(29)	17%	(19)	15%	(18)	117
Employ: Homemaker	52%	(43)	25%	(21)	16%	(14)	6%	(5)	83
Employ: Retired	35%	(122)	22%	(77)	19%	(65)	24%	(82)	347
Employ: Unemployed	37%	(36)	31%	(31)	10%	(10)	22%	(21)	98
Employ: Other	39%	(37)	29%	(28)	21%	(20)	11%	(10)	95
Military HH: Yes	38%	(94)	25%	(61)	18%	(45)	19%	(47)	247
Military HH: No	40%	(418)	25%	(257)	18%	(188)	17%	(178)	1040
RD/WT: Right Direction	38%	(193)	26%	(130)	17%	(84)	20%	(100)	507
RD/WT: Wrong Track	41%	(319)	24%	(188)	19%	(148)	16%	(125)	779

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Table SBR2_13: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 Pepsi

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	40%	(512)	25%	(318)	18%	(232)	17%	(225)	1286
Trump Job Approve	38%	(213)	25%	(140)	17%	(96)	19%	(108)	557
Trump Job Disapprove	41%	(287)	24%	(171)	19%	(130)	16%	(109)	696
Trump Job Strongly Approve	39%	(118)	25%	(74)	18%	(53)	19%	(56)	300
Trump Job Somewhat Approve	37%	(95)	26%	(67)	17%	(43)	20%	(52)	257
Trump Job Somewhat Disapprove	40%	(72)	26%	(46)	21%	(38)	13%	(24)	179
Trump Job Strongly Disapprove	42%	(215)	24%	(125)	18%	(92)	16%	(85)	517
#1 Issue: Economy	43%	(159)	27%	(99)	18%	(65)	13%	(47)	369
#1 Issue: Security	33%	(91)	23%	(63)	21%	(58)	23%	(64)	276
#1 Issue: Health Care	38%	(88)	28%	(65)	19%	(44)	15%	(35)	232
#1 Issue: Medicare / Social Security	38%	(67)	25%	(43)	13%	(23)	24%	(41)	173
#1 Issue: Women's Issues	53%	(29)	26%	(14)	14%	(8)	7%	(4)	55
#1 Issue: Education	47%	(40)	16%	(14)	17%	(14)	20%	(17)	85
#1 Issue: Other	46%	(26)	15%	(8)	19%	(11)	20%	(11)	56
2018 House Vote: Democrat	41%	(219)	25%	(135)	18%	(95)	16%	(85)	534
2018 House Vote: Republican	39%	(187)	24%	(116)	17%	(82)	19%	(91)	476
2018 House Vote: Someone else	42%	(22)	16%	(8)	18%	(10)	24%	(12)	52
2018 House Vote: Didnt Vote	38%	(85)	26%	(57)	21%	(46)	16%	(35)	223
2016 Vote: Hillary Clinton	41%	(192)	24%	(114)	18%	(83)	17%	(78)	467
2016 Vote: Donald Trump	39%	(180)	24%	(112)	17%	(77)	20%	(93)	463
2016 Vote: Someone else	32%	(31)	30%	(29)	23%	(23)	14%	(14)	97
2016 Vote: Didnt Vote	42%	(109)	24%	(62)	19%	(49)	16%	(41)	260
Voted in 2014: Yes	40%	(370)	25%	(232)	18%	(165)	18%	(170)	937
Voted in 2014: No	41%	(142)	25%	(86)	19%	(67)	16%	(55)	349
2012 Vote: Barack Obama	39%	(225)	26%	(152)	17%	(99)	18%	(103)	579
2012 Vote: Mitt Romney	40%	(143)	24%	(84)	17%	(59)	19%	(69)	355
2012 Vote: Didn't Vote	44%	(133)	22%	(68)	20%	(60)	14%	(44)	305

Continued on next page

Table SBR2_13: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Pepsi

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	40%	(512)	25%	(318)	18%	(232)	17%	(225)	1286
4-Region: Northeast	38%	(98)	22%	(58)	18%	(46)	22%	(56)	258
4-Region: Midwest	42%	(123)	27%	(78)	17%	(51)	14%	(42)	293
4-Region: South	41%	(190)	26%	(121)	17%	(80)	17%	(78)	468
4-Region: West	38%	(102)	23%	(61)	21%	(55)	18%	(49)	267

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

Table SBR2_14: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 Bubby

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	29%	(370)	14%	(182)	28%	(364)	29%	(372)	1286
Gender: Male	27%	(183)	13%	(86)	28%	(188)	32%	(212)	669
Gender: Female	30%	(186)	15%	(95)	28%	(175)	26%	(160)	617
Age: 18-29	26%	(51)	13%	(25)	31%	(61)	30%	(60)	197
Age: 30-44	28%	(83)	12%	(37)	32%	(95)	28%	(82)	297
Age: 45-54	31%	(73)	15%	(35)	26%	(63)	28%	(66)	237
Age: 55-64	30%	(73)	16%	(40)	27%	(67)	26%	(65)	246
Age: 65+	29%	(89)	14%	(44)	25%	(78)	32%	(99)	309
Generation Z: 18-21	25%	(16)	12%	(8)	24%	(16)	39%	(26)	66
Millennial: Age 22-37	27%	(82)	13%	(42)	34%	(104)	26%	(81)	309
Generation X: Age 38-53	30%	(100)	12%	(41)	29%	(95)	28%	(93)	328
Boomers: Age 54-72	31%	(155)	16%	(81)	25%	(124)	28%	(141)	501
PID: Dem (no lean)	28%	(125)	16%	(73)	30%	(134)	26%	(119)	450
PID: Ind (no lean)	28%	(111)	14%	(57)	29%	(116)	29%	(118)	402
PID: Rep (no lean)	31%	(134)	12%	(52)	26%	(114)	31%	(135)	434
PID/Gender: Dem Men	26%	(56)	17%	(37)	29%	(62)	28%	(60)	214
PID/Gender: Dem Women	29%	(69)	15%	(36)	30%	(72)	25%	(59)	236
PID/Gender: Ind Men	26%	(57)	12%	(27)	27%	(61)	35%	(78)	224
PID/Gender: Ind Women	30%	(54)	17%	(30)	31%	(55)	22%	(40)	178
PID/Gender: Rep Men	30%	(70)	9%	(22)	28%	(66)	32%	(73)	231
PID/Gender: Rep Women	31%	(64)	15%	(30)	24%	(48)	30%	(61)	203
Ideo: Liberal (1-3)	31%	(127)	13%	(53)	27%	(110)	30%	(123)	413
Ideo: Moderate (4)	28%	(81)	17%	(48)	31%	(90)	25%	(71)	290
Ideo: Conservative (5-7)	29%	(139)	13%	(62)	27%	(127)	31%	(150)	477
Educ: < College	24%	(178)	15%	(113)	31%	(227)	29%	(216)	735
Educ: Bachelors degree	39%	(139)	13%	(45)	23%	(81)	26%	(92)	357
Educ: Post-grad	27%	(52)	12%	(23)	29%	(56)	33%	(64)	195

Continued on next page

Table SBR2_14: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?

Bubly

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	29%	(370)	14%	(182)	28%	(364)	29%	(372)	1286
Income: Under 50k	25%	(161)	17%	(106)	29%	(187)	29%	(187)	641
Income: 50k-100k	30%	(138)	13%	(58)	29%	(131)	29%	(131)	458
Income: 100k+	38%	(70)	9%	(17)	24%	(45)	29%	(54)	187
Ethnicity: White	31%	(317)	14%	(148)	27%	(277)	29%	(296)	1039
Ethnicity: Hispanic	28%	(34)	18%	(22)	22%	(28)	33%	(41)	125
Ethnicity: Afr. Am.	22%	(39)	14%	(24)	35%	(60)	30%	(52)	175
Ethnicity: Other	19%	(14)	13%	(10)	35%	(26)	32%	(24)	73
Relig: Protestant	33%	(118)	13%	(48)	28%	(102)	25%	(90)	359
Relig: Roman Catholic	31%	(93)	17%	(52)	24%	(72)	29%	(87)	304
Relig: Something Else	28%	(27)	13%	(12)	25%	(25)	34%	(33)	97
Relig: Evangelical	33%	(175)	14%	(76)	26%	(136)	27%	(145)	532
Relig: Non-Evang. Catholics	28%	(64)	16%	(36)	27%	(62)	29%	(66)	229
Relig: All Christian	31%	(239)	15%	(112)	26%	(199)	28%	(211)	761
Relig: All Non-Christian	25%	(34)	14%	(19)	32%	(43)	28%	(37)	133
Community: Urban	27%	(82)	16%	(49)	27%	(82)	31%	(94)	307
Community: Suburban	29%	(189)	14%	(90)	28%	(183)	29%	(187)	648
Community: Rural	30%	(98)	13%	(43)	30%	(99)	28%	(91)	331
Employ: Private Sector	28%	(122)	13%	(57)	33%	(143)	25%	(110)	431
Employ: Government	28%	(20)	10%	(7)	32%	(23)	30%	(21)	70
Employ: Self-Employed	37%	(44)	13%	(15)	21%	(25)	28%	(33)	117
Employ: Homemaker	37%	(31)	11%	(9)	33%	(28)	18%	(15)	83
Employ: Retired	29%	(102)	14%	(50)	24%	(82)	33%	(113)	347
Employ: Unemployed	19%	(19)	18%	(17)	22%	(22)	41%	(40)	98
Employ: Other	21%	(20)	22%	(21)	27%	(25)	30%	(29)	95
Military HH: Yes	25%	(63)	15%	(36)	29%	(72)	31%	(76)	247
Military HH: No	30%	(307)	14%	(145)	28%	(292)	28%	(296)	1040
RD/WT: Right Direction	27%	(136)	15%	(77)	28%	(140)	30%	(154)	507
RD/WT: Wrong Track	30%	(234)	13%	(105)	29%	(223)	28%	(218)	779

Continued on next page

Table SBR2_14: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 Bubby

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	29%	(370)	14%	(182)	28%	(364)	29%	(372)	1286
Trump Job Approve	28%	(158)	14%	(76)	28%	(157)	30%	(167)	557
Trump Job Disapprove	30%	(206)	15%	(101)	29%	(199)	27%	(191)	696
Trump Job Strongly Approve	30%	(91)	14%	(43)	25%	(75)	30%	(91)	300
Trump Job Somewhat Approve	26%	(67)	13%	(33)	32%	(82)	29%	(75)	257
Trump Job Somewhat Disapprove	23%	(41)	16%	(29)	33%	(59)	28%	(50)	179
Trump Job Strongly Disapprove	32%	(164)	14%	(72)	27%	(140)	27%	(141)	517
#1 Issue: Economy	29%	(106)	15%	(54)	34%	(127)	22%	(83)	369
#1 Issue: Security	25%	(69)	11%	(31)	27%	(76)	36%	(100)	276
#1 Issue: Health Care	32%	(74)	12%	(29)	29%	(67)	27%	(63)	232
#1 Issue: Medicare / Social Security	27%	(46)	17%	(29)	24%	(42)	33%	(57)	173
#1 Issue: Women's Issues	39%	(21)	16%	(9)	25%	(14)	20%	(11)	55
#1 Issue: Education	32%	(27)	12%	(10)	23%	(20)	32%	(28)	85
#1 Issue: Other	20%	(11)	23%	(13)	21%	(12)	35%	(20)	56
2018 House Vote: Democrat	30%	(162)	16%	(83)	27%	(142)	27%	(147)	534
2018 House Vote: Republican	30%	(144)	13%	(63)	28%	(133)	28%	(135)	476
2018 House Vote: Someone else	31%	(16)	23%	(12)	21%	(11)	25%	(13)	52
2018 House Vote: Didnt Vote	21%	(47)	11%	(24)	34%	(77)	34%	(76)	223
2016 Vote: Hillary Clinton	29%	(138)	16%	(75)	26%	(124)	28%	(131)	467
2016 Vote: Donald Trump	31%	(142)	13%	(62)	26%	(121)	30%	(137)	463
2016 Vote: Someone else	29%	(28)	8%	(7)	33%	(32)	30%	(29)	97
2016 Vote: Didnt Vote	24%	(61)	14%	(37)	33%	(87)	29%	(74)	260
Voted in 2014: Yes	31%	(289)	14%	(135)	27%	(249)	28%	(264)	937
Voted in 2014: No	23%	(81)	13%	(46)	33%	(115)	31%	(107)	349
2012 Vote: Barack Obama	28%	(162)	15%	(89)	27%	(157)	29%	(170)	579
2012 Vote: Mitt Romney	30%	(108)	13%	(45)	27%	(97)	29%	(104)	355
2012 Vote: Didn't Vote	27%	(83)	14%	(43)	31%	(96)	27%	(83)	305

Continued on next page

Table SBR2_14: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Bubly

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	29%	(370)	14%	(182)	28%	(364)	29%	(372)	1286
4-Region: Northeast	25%	(66)	13%	(33)	29%	(75)	33%	(84)	258
4-Region: Midwest	30%	(87)	16%	(46)	30%	(87)	25%	(73)	293
4-Region: South	27%	(126)	15%	(69)	30%	(140)	29%	(134)	468
4-Region: West	34%	(91)	13%	(34)	23%	(62)	30%	(81)	267

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

Table SBR2_15: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Doritos

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	31%	(401)	27%	(344)	22%	(284)	20%	(257)	1286
Gender: Male	32%	(216)	26%	(173)	20%	(134)	22%	(146)	669
Gender: Female	30%	(185)	28%	(171)	24%	(151)	18%	(110)	617
Age: 18-29	42%	(83)	26%	(52)	16%	(32)	15%	(29)	197
Age: 30-44	31%	(93)	25%	(74)	23%	(69)	20%	(61)	297
Age: 45-54	31%	(75)	31%	(73)	19%	(44)	19%	(45)	237
Age: 55-64	25%	(62)	24%	(59)	30%	(74)	20%	(50)	246
Age: 65+	28%	(87)	28%	(86)	21%	(65)	23%	(71)	309
Generation Z: 18-21	49%	(32)	20%	(13)	14%	(9)	17%	(11)	66
Millennial: Age 22-37	35%	(108)	27%	(82)	22%	(68)	16%	(50)	309
Generation X: Age 38-53	33%	(107)	28%	(92)	18%	(59)	21%	(70)	328
Boomers: Age 54-72	27%	(133)	27%	(138)	24%	(122)	22%	(108)	501
PID: Dem (no lean)	34%	(151)	29%	(130)	20%	(90)	18%	(79)	450
PID: Ind (no lean)	26%	(106)	27%	(109)	25%	(101)	22%	(86)	402
PID: Rep (no lean)	33%	(144)	24%	(105)	22%	(94)	21%	(92)	434
PID/Gender: Dem Men	36%	(77)	28%	(60)	16%	(34)	20%	(44)	214
PID/Gender: Dem Women	32%	(75)	30%	(70)	24%	(56)	15%	(35)	236
PID/Gender: Ind Men	21%	(48)	27%	(60)	27%	(60)	25%	(56)	224
PID/Gender: Ind Women	33%	(58)	28%	(49)	23%	(41)	17%	(30)	178
PID/Gender: Rep Men	40%	(92)	23%	(53)	17%	(39)	20%	(46)	231
PID/Gender: Rep Women	26%	(52)	26%	(52)	27%	(54)	22%	(45)	203
Ideo: Liberal (1-3)	28%	(116)	29%	(120)	25%	(101)	19%	(77)	413
Ideo: Moderate (4)	31%	(90)	26%	(74)	24%	(70)	19%	(56)	290
Ideo: Conservative (5-7)	35%	(166)	24%	(116)	19%	(92)	22%	(103)	477
Educ: < College	33%	(242)	27%	(199)	22%	(158)	19%	(136)	735
Educ: Bachelors degree	32%	(115)	27%	(95)	22%	(77)	20%	(70)	357
Educ: Post-grad	23%	(45)	26%	(51)	25%	(49)	26%	(50)	195

Continued on next page

Table SBR2_15: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?

Doritos

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	31%	(401)	27%	(344)	22%	(284)	20%	(257)	1286
Income: Under 50k	28%	(181)	30%	(194)	22%	(142)	19%	(125)	641
Income: 50k-100k	34%	(154)	24%	(112)	22%	(100)	20%	(92)	458
Income: 100k+	35%	(66)	21%	(38)	22%	(42)	22%	(41)	187
Ethnicity: White	30%	(307)	27%	(276)	23%	(242)	21%	(213)	1039
Ethnicity: Hispanic	33%	(41)	23%	(28)	24%	(30)	20%	(26)	125
Ethnicity: Afr. Am.	38%	(66)	28%	(49)	17%	(30)	17%	(30)	175
Ethnicity: Other	38%	(28)	26%	(19)	17%	(12)	19%	(14)	73
Relig: Protestant	30%	(109)	25%	(92)	25%	(90)	19%	(69)	359
Relig: Roman Catholic	39%	(118)	25%	(76)	19%	(57)	17%	(53)	304
Relig: Something Else	29%	(28)	27%	(26)	19%	(18)	26%	(25)	97
Relig: Evangelical	35%	(185)	25%	(134)	21%	(110)	19%	(103)	532
Relig: Non-Evang. Catholics	30%	(69)	26%	(60)	24%	(55)	19%	(44)	229
Relig: All Christian	33%	(255)	26%	(194)	22%	(165)	19%	(147)	761
Relig: All Non-Christian	37%	(49)	25%	(33)	20%	(27)	18%	(24)	133
Community: Urban	32%	(99)	25%	(78)	19%	(57)	24%	(73)	307
Community: Suburban	33%	(214)	26%	(168)	22%	(142)	19%	(125)	648
Community: Rural	27%	(88)	30%	(98)	26%	(85)	18%	(60)	331
Employ: Private Sector	35%	(152)	27%	(114)	21%	(91)	17%	(74)	431
Employ: Government	32%	(23)	14%	(10)	28%	(20)	26%	(18)	70
Employ: Self-Employed	32%	(38)	30%	(36)	21%	(25)	16%	(19)	117
Employ: Homemaker	31%	(26)	32%	(27)	24%	(20)	12%	(10)	83
Employ: Retired	27%	(92)	26%	(90)	23%	(79)	25%	(87)	347
Employ: Unemployed	23%	(23)	26%	(26)	23%	(22)	28%	(28)	98
Employ: Other	27%	(26)	35%	(33)	22%	(21)	15%	(15)	95
Military HH: Yes	29%	(71)	29%	(72)	20%	(49)	22%	(54)	247
Military HH: No	32%	(330)	26%	(272)	23%	(235)	20%	(203)	1040
RD/WT: Right Direction	31%	(158)	25%	(127)	23%	(117)	21%	(105)	507
RD/WT: Wrong Track	31%	(243)	28%	(217)	22%	(168)	19%	(152)	779

Continued on next page

Table SBR2_15: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 Doritos

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	31%	(401)	27%	(344)	22%	(284)	20%	(257)	1286
Trump Job Approve	31%	(175)	25%	(139)	23%	(126)	21%	(117)	557
Trump Job Disapprove	31%	(216)	28%	(198)	22%	(152)	19%	(130)	696
Trump Job Strongly Approve	30%	(89)	28%	(83)	23%	(70)	19%	(58)	300
Trump Job Somewhat Approve	33%	(86)	22%	(56)	22%	(55)	23%	(60)	257
Trump Job Somewhat Disapprove	33%	(59)	28%	(50)	23%	(41)	16%	(29)	179
Trump Job Strongly Disapprove	30%	(157)	29%	(148)	21%	(111)	20%	(102)	517
#1 Issue: Economy	36%	(133)	29%	(108)	19%	(70)	15%	(57)	369
#1 Issue: Security	28%	(76)	25%	(70)	21%	(57)	26%	(73)	276
#1 Issue: Health Care	28%	(65)	27%	(63)	26%	(59)	19%	(45)	232
#1 Issue: Medicare / Social Security	29%	(51)	28%	(48)	21%	(37)	22%	(38)	173
#1 Issue: Women's Issues	50%	(27)	18%	(10)	21%	(12)	10%	(6)	55
#1 Issue: Education	28%	(24)	19%	(16)	29%	(24)	25%	(21)	85
#1 Issue: Other	19%	(11)	28%	(16)	32%	(18)	20%	(11)	56
2018 House Vote: Democrat	32%	(170)	29%	(156)	20%	(107)	19%	(101)	534
2018 House Vote: Republican	31%	(149)	25%	(118)	22%	(105)	22%	(102)	476
2018 House Vote: Someone else	28%	(15)	21%	(11)	27%	(14)	24%	(13)	52
2018 House Vote: Didnt Vote	30%	(67)	26%	(59)	26%	(58)	18%	(41)	223
2016 Vote: Hillary Clinton	30%	(142)	29%	(134)	22%	(102)	19%	(89)	467
2016 Vote: Donald Trump	31%	(142)	26%	(119)	22%	(99)	22%	(102)	463
2016 Vote: Someone else	26%	(25)	31%	(30)	21%	(20)	22%	(22)	97
2016 Vote: Didnt Vote	35%	(91)	24%	(62)	24%	(62)	17%	(44)	260
Voted in 2014: Yes	30%	(282)	27%	(256)	22%	(202)	21%	(197)	937
Voted in 2014: No	34%	(119)	25%	(88)	24%	(82)	17%	(60)	349
2012 Vote: Barack Obama	31%	(178)	27%	(158)	21%	(121)	21%	(121)	579
2012 Vote: Mitt Romney	30%	(108)	26%	(94)	22%	(79)	21%	(75)	355
2012 Vote: Didn't Vote	35%	(106)	26%	(78)	24%	(73)	16%	(47)	305

Continued on next page

Table SBR2_15: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?

Doritos

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	31%	(401)	27%	(344)	22%	(284)	20%	(257)	1286
4-Region: Northeast	29%	(75)	29%	(74)	20%	(53)	22%	(56)	258
4-Region: Midwest	32%	(94)	30%	(87)	23%	(66)	16%	(46)	293
4-Region: South	35%	(166)	25%	(119)	21%	(97)	18%	(86)	468
4-Region: West	25%	(66)	24%	(65)	26%	(68)	26%	(68)	267

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

Table SBR2_16: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Google Translate

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	13%	(168)	14%	(185)	39%	(500)	34%	(433)	1286
Gender: Male	14%	(91)	14%	(94)	36%	(243)	36%	(241)	669
Gender: Female	12%	(77)	15%	(91)	42%	(257)	31%	(192)	617
Age: 18-29	23%	(45)	13%	(26)	31%	(62)	33%	(64)	197
Age: 30-44	15%	(46)	19%	(57)	40%	(118)	26%	(77)	297
Age: 45-54	15%	(36)	14%	(32)	35%	(83)	36%	(86)	237
Age: 55-64	9%	(21)	16%	(40)	41%	(100)	35%	(85)	246
Age: 65+	7%	(21)	10%	(31)	44%	(137)	39%	(121)	309
Generation Z: 18-21	27%	(18)	12%	(8)	24%	(16)	38%	(25)	66
Millennial: Age 22-37	18%	(55)	18%	(55)	37%	(115)	27%	(84)	309
Generation X: Age 38-53	15%	(51)	15%	(49)	37%	(122)	32%	(106)	328
Boomers: Age 54-72	8%	(39)	14%	(68)	42%	(210)	37%	(183)	501
PID: Dem (no lean)	14%	(61)	13%	(59)	41%	(183)	33%	(148)	450
PID: Ind (no lean)	13%	(51)	16%	(65)	38%	(153)	33%	(134)	402
PID: Rep (no lean)	13%	(56)	14%	(62)	38%	(165)	35%	(151)	434
PID/Gender: Dem Men	14%	(31)	15%	(32)	36%	(78)	34%	(74)	214
PID/Gender: Dem Women	13%	(31)	11%	(26)	44%	(104)	32%	(74)	236
PID/Gender: Ind Men	12%	(26)	13%	(30)	34%	(76)	41%	(91)	224
PID/Gender: Ind Women	14%	(25)	19%	(35)	43%	(76)	24%	(43)	178
PID/Gender: Rep Men	15%	(35)	14%	(32)	38%	(89)	33%	(76)	231
PID/Gender: Rep Women	11%	(21)	15%	(30)	37%	(76)	37%	(75)	203
Ideo: Liberal (1-3)	16%	(66)	15%	(61)	35%	(144)	34%	(142)	413
Ideo: Moderate (4)	11%	(33)	15%	(43)	42%	(121)	32%	(93)	290
Ideo: Conservative (5-7)	12%	(56)	13%	(64)	40%	(190)	35%	(167)	477
Educ: < College	12%	(86)	13%	(97)	41%	(304)	34%	(248)	735
Educ: Bachelors degree	16%	(56)	13%	(48)	38%	(136)	33%	(116)	357
Educ: Post-grad	14%	(26)	21%	(40)	31%	(60)	35%	(68)	195

Continued on next page

Table SBR2_16: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?

Google Translate

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(168)	14%	(185)	39%	(500)	34%	(433)	1286
Income: Under 50k	10%	(63)	13%	(81)	42%	(269)	35%	(228)	641
Income: 50k-100k	15%	(70)	19%	(85)	35%	(162)	31%	(141)	458
Income: 100k+	19%	(35)	10%	(19)	37%	(69)	34%	(64)	187
Ethnicity: White	12%	(120)	15%	(158)	40%	(418)	33%	(342)	1039
Ethnicity: Hispanic	23%	(28)	14%	(18)	35%	(43)	28%	(35)	125
Ethnicity: Afr. Am.	21%	(37)	12%	(21)	30%	(52)	37%	(64)	175
Ethnicity: Other	16%	(11)	7%	(5)	40%	(29)	37%	(27)	73
Relig: Protestant	12%	(45)	13%	(48)	42%	(152)	32%	(115)	359
Relig: Roman Catholic	13%	(41)	15%	(45)	37%	(113)	35%	(105)	304
Relig: Something Else	17%	(17)	13%	(13)	31%	(30)	39%	(38)	97
Relig: Evangelical	13%	(69)	15%	(80)	38%	(205)	34%	(178)	532
Relig: Non-Evang. Catholics	14%	(33)	12%	(27)	39%	(90)	35%	(79)	229
Relig: All Christian	13%	(102)	14%	(106)	39%	(294)	34%	(257)	761
Relig: All Non-Christian	12%	(15)	11%	(14)	47%	(62)	31%	(41)	133
Community: Urban	11%	(32)	15%	(46)	38%	(116)	37%	(113)	307
Community: Suburban	15%	(97)	13%	(85)	38%	(246)	34%	(221)	648
Community: Rural	12%	(39)	16%	(54)	42%	(138)	30%	(99)	331
Employ: Private Sector	16%	(68)	16%	(69)	38%	(164)	30%	(130)	431
Employ: Government	17%	(12)	11%	(8)	45%	(32)	26%	(18)	70
Employ: Self-Employed	19%	(23)	17%	(19)	34%	(40)	30%	(35)	117
Employ: Homemaker	11%	(9)	16%	(13)	47%	(39)	26%	(21)	83
Employ: Retired	7%	(26)	13%	(46)	38%	(133)	41%	(142)	347
Employ: Unemployed	8%	(8)	10%	(10)	39%	(39)	42%	(41)	98
Employ: Other	12%	(11)	17%	(16)	38%	(36)	33%	(32)	95
Military HH: Yes	10%	(24)	17%	(41)	40%	(98)	34%	(84)	247
Military HH: No	14%	(144)	14%	(144)	39%	(402)	34%	(349)	1040
RD/WT: Right Direction	12%	(59)	16%	(81)	39%	(199)	33%	(167)	507
RD/WT: Wrong Track	14%	(109)	13%	(104)	39%	(301)	34%	(266)	779

Continued on next page

Table SBR2_16: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 Google Translate

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	13%	(168)	14%	(185)	39%	(500)	34%	(433)	1286
Trump Job Approve	11%	(63)	15%	(86)	38%	(212)	35%	(197)	557
Trump Job Disapprove	14%	(101)	14%	(94)	40%	(276)	32%	(226)	696
Trump Job Strongly Approve	12%	(36)	17%	(51)	34%	(104)	37%	(110)	300
Trump Job Somewhat Approve	11%	(27)	14%	(35)	42%	(108)	34%	(87)	257
Trump Job Somewhat Disapprove	13%	(23)	17%	(31)	42%	(75)	28%	(51)	179
Trump Job Strongly Disapprove	15%	(78)	12%	(63)	39%	(201)	34%	(175)	517
#1 Issue: Economy	15%	(55)	14%	(53)	43%	(160)	27%	(101)	369
#1 Issue: Security	8%	(22)	16%	(45)	35%	(97)	40%	(112)	276
#1 Issue: Health Care	16%	(38)	13%	(31)	39%	(91)	31%	(73)	232
#1 Issue: Medicare / Social Security	6%	(10)	9%	(15)	45%	(78)	41%	(71)	173
#1 Issue: Women's Issues	25%	(14)	25%	(14)	30%	(16)	20%	(11)	55
#1 Issue: Education	17%	(15)	14%	(12)	31%	(26)	38%	(32)	85
#1 Issue: Other	14%	(8)	15%	(8)	30%	(17)	41%	(23)	56
2018 House Vote: Democrat	14%	(76)	15%	(83)	37%	(198)	33%	(177)	534
2018 House Vote: Republican	13%	(60)	13%	(62)	41%	(194)	33%	(159)	476
2018 House Vote: Someone else	16%	(8)	21%	(11)	33%	(17)	30%	(16)	52
2018 House Vote: Didnt Vote	10%	(23)	13%	(30)	40%	(90)	36%	(81)	223
2016 Vote: Hillary Clinton	15%	(70)	15%	(71)	37%	(174)	33%	(152)	467
2016 Vote: Donald Trump	11%	(52)	14%	(63)	41%	(187)	34%	(159)	463
2016 Vote: Someone else	18%	(18)	16%	(15)	32%	(31)	34%	(33)	97
2016 Vote: Didnt Vote	11%	(28)	14%	(35)	41%	(107)	34%	(89)	260
Voted in 2014: Yes	13%	(126)	14%	(134)	39%	(362)	34%	(315)	937
Voted in 2014: No	12%	(42)	15%	(51)	40%	(138)	34%	(118)	349
2012 Vote: Barack Obama	14%	(80)	15%	(87)	38%	(219)	33%	(192)	579
2012 Vote: Mitt Romney	10%	(35)	14%	(50)	40%	(142)	36%	(127)	355
2012 Vote: Didn't Vote	15%	(45)	13%	(40)	41%	(126)	31%	(93)	305

Continued on next page

Table SBR2_16: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Google Translate

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	13%	(168)	14%	(185)	39%	(500)	34%	(433)	1286
4-Region: Northeast	13%	(35)	13%	(34)	39%	(101)	34%	(88)	258
4-Region: Midwest	11%	(31)	14%	(42)	42%	(123)	33%	(97)	293
4-Region: South	15%	(68)	14%	(67)	40%	(189)	31%	(144)	468
4-Region: West	13%	(34)	16%	(42)	32%	(86)	39%	(104)	267

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

Table SBR2_17: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Olay

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(155)	13%	(161)	43%	(558)	32%	(412)	1286
Gender: Male	12%	(79)	11%	(72)	43%	(288)	34%	(230)	669
Gender: Female	12%	(76)	14%	(89)	44%	(270)	29%	(182)	617
Age: 18-29	17%	(34)	17%	(33)	36%	(71)	30%	(59)	197
Age: 30-44	12%	(37)	15%	(44)	46%	(137)	27%	(80)	297
Age: 45-54	14%	(34)	11%	(26)	43%	(103)	31%	(74)	237
Age: 55-64	9%	(23)	14%	(33)	41%	(102)	36%	(88)	246
Age: 65+	9%	(27)	8%	(25)	47%	(145)	36%	(112)	309
Generation Z: 18-21	18%	(12)	19%	(12)	26%	(17)	37%	(24)	66
Millennial: Age 22-37	14%	(43)	15%	(47)	45%	(139)	26%	(81)	309
Generation X: Age 38-53	14%	(47)	12%	(40)	43%	(141)	30%	(99)	328
Boomers: Age 54-72	9%	(48)	12%	(60)	43%	(214)	36%	(180)	501
PID: Dem (no lean)	16%	(72)	14%	(61)	41%	(184)	30%	(133)	450
PID: Ind (no lean)	10%	(41)	13%	(52)	46%	(186)	31%	(124)	402
PID: Rep (no lean)	10%	(43)	11%	(48)	43%	(188)	36%	(156)	434
PID/Gender: Dem Men	15%	(32)	13%	(28)	40%	(85)	32%	(69)	214
PID/Gender: Dem Women	17%	(40)	14%	(34)	42%	(99)	27%	(64)	236
PID/Gender: Ind Men	8%	(18)	10%	(22)	46%	(103)	36%	(81)	224
PID/Gender: Ind Women	13%	(23)	17%	(30)	46%	(83)	24%	(43)	178
PID/Gender: Rep Men	13%	(29)	10%	(22)	43%	(100)	35%	(80)	231
PID/Gender: Rep Women	7%	(14)	13%	(26)	43%	(88)	37%	(75)	203
Ideo: Liberal (1-3)	15%	(63)	12%	(49)	41%	(171)	32%	(130)	413
Ideo: Moderate (4)	13%	(38)	13%	(39)	45%	(131)	29%	(83)	290
Ideo: Conservative (5-7)	9%	(43)	12%	(59)	43%	(205)	36%	(170)	477
Educ: < College	12%	(87)	13%	(93)	44%	(323)	32%	(232)	735
Educ: Bachelors degree	15%	(53)	12%	(44)	44%	(157)	29%	(102)	357
Educ: Post-grad	8%	(15)	12%	(24)	40%	(78)	40%	(78)	195

Continued on next page

Table SBR2_17: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?

Olay

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(155)	13%	(161)	43%	(558)	32%	(412)	1286
Income: Under 50k	11%	(68)	14%	(92)	44%	(281)	31%	(201)	641
Income: 50k-100k	13%	(58)	12%	(55)	44%	(200)	32%	(145)	458
Income: 100k+	16%	(29)	8%	(15)	41%	(76)	36%	(67)	187
Ethnicity: White	11%	(110)	12%	(129)	45%	(471)	32%	(328)	1039
Ethnicity: Hispanic	17%	(21)	16%	(20)	41%	(52)	26%	(32)	125
Ethnicity: Afr. Am.	19%	(33)	16%	(29)	32%	(56)	33%	(57)	175
Ethnicity: Other	16%	(12)	5%	(3)	42%	(31)	37%	(27)	73
Relig: Protestant	10%	(38)	11%	(40)	48%	(172)	30%	(109)	359
Relig: Roman Catholic	14%	(42)	10%	(31)	42%	(128)	34%	(103)	304
Relig: Something Else	19%	(19)	11%	(11)	33%	(32)	37%	(36)	97
Relig: Evangelical	13%	(69)	11%	(57)	43%	(229)	33%	(176)	532
Relig: Non-Evang. Catholics	13%	(29)	11%	(25)	45%	(103)	32%	(72)	229
Relig: All Christian	13%	(98)	11%	(83)	44%	(332)	33%	(248)	761
Relig: All Non-Christian	10%	(13)	17%	(22)	48%	(64)	25%	(34)	133
Community: Urban	12%	(38)	11%	(34)	43%	(132)	34%	(103)	307
Community: Suburban	14%	(88)	12%	(76)	40%	(262)	34%	(222)	648
Community: Rural	9%	(29)	15%	(51)	49%	(164)	26%	(87)	331
Employ: Private Sector	13%	(58)	13%	(55)	45%	(195)	29%	(124)	431
Employ: Government	10%	(7)	13%	(9)	43%	(30)	34%	(24)	70
Employ: Self-Employed	17%	(19)	13%	(15)	43%	(50)	28%	(33)	117
Employ: Homemaker	17%	(14)	18%	(15)	42%	(35)	22%	(19)	83
Employ: Retired	8%	(28)	11%	(36)	42%	(145)	40%	(138)	347
Employ: Unemployed	11%	(11)	12%	(12)	38%	(37)	39%	(38)	98
Employ: Other	10%	(9)	14%	(14)	51%	(48)	25%	(24)	95
Military HH: Yes	9%	(23)	10%	(26)	46%	(113)	34%	(84)	247
Military HH: No	13%	(132)	13%	(136)	43%	(444)	32%	(328)	1040
RD/WT: Right Direction	11%	(54)	13%	(66)	43%	(220)	33%	(168)	507
RD/WT: Wrong Track	13%	(102)	12%	(96)	43%	(338)	31%	(244)	779

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Table SBR2_17: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Olay

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(155)	13%	(161)	43%	(558)	32%	(412)	1286
Trump Job Approve	10%	(55)	13%	(71)	43%	(239)	34%	(192)	557
Trump Job Disapprove	14%	(97)	12%	(86)	44%	(305)	30%	(209)	696
Trump Job Strongly Approve	10%	(30)	15%	(45)	40%	(119)	35%	(106)	300
Trump Job Somewhat Approve	10%	(25)	10%	(27)	47%	(120)	33%	(86)	257
Trump Job Somewhat Disapprove	12%	(21)	13%	(23)	50%	(89)	26%	(47)	179
Trump Job Strongly Disapprove	15%	(76)	12%	(63)	42%	(216)	31%	(162)	517
#1 Issue: Economy	15%	(56)	13%	(47)	46%	(170)	26%	(97)	369
#1 Issue: Security	7%	(19)	14%	(38)	41%	(113)	39%	(107)	276
#1 Issue: Health Care	15%	(35)	10%	(24)	47%	(109)	28%	(65)	232
#1 Issue: Medicare / Social Security	9%	(16)	11%	(19)	40%	(69)	40%	(69)	173
#1 Issue: Women's Issues	14%	(8)	16%	(9)	45%	(24)	26%	(14)	55
#1 Issue: Education	12%	(10)	11%	(10)	43%	(36)	34%	(29)	85
#1 Issue: Other	14%	(8)	11%	(6)	36%	(20)	40%	(22)	56
2018 House Vote: Democrat	15%	(82)	12%	(67)	39%	(210)	33%	(176)	534
2018 House Vote: Republican	9%	(43)	12%	(59)	46%	(217)	33%	(157)	476
2018 House Vote: Someone else	13%	(7)	13%	(7)	49%	(26)	24%	(13)	52
2018 House Vote: Didnt Vote	11%	(24)	12%	(28)	47%	(105)	30%	(66)	223
2016 Vote: Hillary Clinton	15%	(68)	15%	(68)	40%	(186)	31%	(145)	467
2016 Vote: Donald Trump	11%	(49)	11%	(50)	44%	(205)	34%	(159)	463
2016 Vote: Someone else	8%	(8)	14%	(13)	46%	(44)	32%	(31)	97
2016 Vote: Didnt Vote	12%	(30)	12%	(30)	47%	(122)	30%	(77)	260
Voted in 2014: Yes	12%	(114)	12%	(112)	43%	(405)	33%	(307)	937
Voted in 2014: No	12%	(41)	14%	(50)	44%	(153)	30%	(105)	349
2012 Vote: Barack Obama	14%	(81)	12%	(71)	42%	(241)	32%	(185)	579
2012 Vote: Mitt Romney	8%	(30)	12%	(41)	46%	(162)	34%	(122)	355
2012 Vote: Didn't Vote	13%	(39)	14%	(42)	45%	(138)	28%	(85)	305

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**Table SBR2_17: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Olay**

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	12%	(155)	13%	(161)	43%	(558)	32%	(412)	1286
4-Region: Northeast	11%	(28)	9%	(23)	46%	(118)	34%	(88)	258
4-Region: Midwest	10%	(30)	12%	(35)	47%	(137)	31%	(91)	293
4-Region: South	13%	(59)	15%	(72)	41%	(191)	31%	(146)	468
4-Region: West	14%	(38)	11%	(31)	42%	(112)	32%	(87)	267

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

Table SBR2_18: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 GEICO

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	20%	(260)	25%	(323)	31%	(400)	24%	(303)	1286
Gender: Male	23%	(155)	26%	(176)	27%	(180)	24%	(158)	669
Gender: Female	17%	(105)	24%	(147)	36%	(221)	23%	(145)	617
Age: 18-29	22%	(44)	25%	(49)	27%	(53)	26%	(52)	197
Age: 30-44	18%	(55)	26%	(78)	33%	(98)	22%	(66)	297
Age: 45-54	24%	(58)	31%	(73)	24%	(57)	21%	(49)	237
Age: 55-64	17%	(43)	22%	(54)	39%	(95)	22%	(54)	246
Age: 65+	20%	(61)	22%	(69)	31%	(97)	27%	(82)	309
Generation Z: 18-21	24%	(16)	24%	(16)	21%	(14)	31%	(21)	66
Millennial: Age 22-37	20%	(61)	26%	(79)	33%	(101)	22%	(68)	309
Generation X: Age 38-53	23%	(77)	29%	(95)	26%	(86)	21%	(70)	328
Boomers: Age 54-72	17%	(87)	23%	(114)	35%	(176)	25%	(124)	501
PID: Dem (no lean)	20%	(89)	27%	(119)	32%	(144)	22%	(98)	450
PID: Ind (no lean)	18%	(73)	24%	(98)	31%	(126)	26%	(104)	402
PID: Rep (no lean)	23%	(98)	24%	(105)	30%	(130)	23%	(100)	434
PID/Gender: Dem Men	25%	(53)	27%	(59)	28%	(59)	20%	(43)	214
PID/Gender: Dem Women	15%	(36)	26%	(60)	36%	(85)	23%	(55)	236
PID/Gender: Ind Men	18%	(41)	25%	(56)	28%	(63)	28%	(63)	224
PID/Gender: Ind Women	18%	(32)	24%	(42)	35%	(63)	23%	(41)	178
PID/Gender: Rep Men	26%	(61)	26%	(61)	25%	(57)	22%	(52)	231
PID/Gender: Rep Women	18%	(37)	22%	(44)	36%	(73)	24%	(49)	203
Ideo: Liberal (1-3)	19%	(78)	28%	(117)	29%	(121)	24%	(97)	413
Ideo: Moderate (4)	20%	(59)	22%	(65)	33%	(96)	24%	(70)	290
Ideo: Conservative (5-7)	22%	(104)	24%	(116)	30%	(141)	24%	(117)	477
Educ: < College	21%	(153)	25%	(187)	31%	(227)	23%	(169)	735
Educ: Bachelors degree	22%	(79)	24%	(87)	32%	(116)	21%	(75)	357
Educ: Post-grad	14%	(28)	25%	(49)	30%	(58)	31%	(60)	195

Continued on next page

Table SBR2_18: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?

GEICO

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(260)	25%	(323)	31%	(400)	24%	(303)	1286
Income: Under 50k	19%	(123)	28%	(179)	30%	(194)	23%	(146)	641
Income: 50k-100k	21%	(98)	23%	(104)	33%	(152)	23%	(103)	458
Income: 100k+	21%	(39)	21%	(40)	29%	(54)	29%	(54)	187
Ethnicity: White	19%	(202)	24%	(254)	32%	(337)	24%	(247)	1039
Ethnicity: Hispanic	25%	(31)	23%	(28)	29%	(36)	23%	(29)	125
Ethnicity: Afr. Am.	22%	(39)	30%	(52)	26%	(45)	22%	(38)	175
Ethnicity: Other	27%	(20)	23%	(17)	25%	(19)	25%	(18)	73
Relig: Protestant	20%	(73)	20%	(73)	35%	(124)	25%	(89)	359
Relig: Roman Catholic	21%	(65)	26%	(78)	32%	(99)	20%	(62)	304
Relig: Something Else	19%	(19)	22%	(22)	28%	(28)	30%	(29)	97
Relig: Evangelical	20%	(108)	23%	(123)	33%	(174)	24%	(126)	532
Relig: Non-Evang. Catholics	21%	(49)	22%	(49)	33%	(76)	24%	(54)	229
Relig: All Christian	21%	(157)	23%	(173)	33%	(250)	24%	(180)	761
Relig: All Non-Christian	24%	(32)	27%	(36)	27%	(35)	22%	(30)	133
Community: Urban	18%	(56)	24%	(75)	33%	(100)	25%	(77)	307
Community: Suburban	20%	(131)	25%	(160)	29%	(191)	26%	(166)	648
Community: Rural	22%	(74)	27%	(88)	33%	(109)	18%	(60)	331
Employ: Private Sector	19%	(80)	28%	(120)	33%	(141)	21%	(90)	431
Employ: Government	20%	(14)	22%	(16)	31%	(22)	26%	(19)	70
Employ: Self-Employed	31%	(36)	23%	(27)	24%	(29)	22%	(26)	117
Employ: Homemaker	21%	(17)	27%	(22)	35%	(29)	17%	(14)	83
Employ: Retired	19%	(66)	20%	(68)	34%	(118)	27%	(95)	347
Employ: Unemployed	20%	(20)	36%	(35)	15%	(15)	28%	(28)	98
Employ: Other	18%	(17)	29%	(27)	36%	(34)	17%	(17)	95
Military HH: Yes	22%	(53)	22%	(55)	32%	(78)	24%	(60)	247
Military HH: No	20%	(207)	26%	(268)	31%	(322)	23%	(244)	1040
RD/WT: Right Direction	22%	(112)	25%	(126)	30%	(154)	23%	(115)	507
RD/WT: Wrong Track	19%	(148)	25%	(197)	32%	(246)	24%	(189)	779

Continued on next page

Table SBR2_18: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 GEICO

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(260)	25%	(323)	31%	(400)	24%	(303)	1286
Trump Job Approve	22%	(122)	26%	(143)	30%	(168)	22%	(124)	557
Trump Job Disapprove	19%	(132)	25%	(175)	32%	(223)	24%	(167)	696
Trump Job Strongly Approve	23%	(70)	25%	(76)	29%	(87)	22%	(67)	300
Trump Job Somewhat Approve	20%	(53)	26%	(67)	32%	(81)	22%	(56)	257
Trump Job Somewhat Disapprove	19%	(35)	25%	(44)	33%	(59)	23%	(42)	179
Trump Job Strongly Disapprove	19%	(97)	25%	(131)	32%	(164)	24%	(125)	517
#1 Issue: Economy	21%	(79)	26%	(97)	33%	(122)	19%	(71)	369
#1 Issue: Security	18%	(49)	25%	(68)	29%	(81)	28%	(78)	276
#1 Issue: Health Care	24%	(56)	23%	(54)	32%	(74)	21%	(49)	232
#1 Issue: Medicare / Social Security	20%	(35)	23%	(40)	32%	(55)	25%	(43)	173
#1 Issue: Women's Issues	24%	(13)	24%	(13)	35%	(19)	18%	(10)	55
#1 Issue: Education	17%	(14)	21%	(18)	33%	(28)	29%	(25)	85
#1 Issue: Other	13%	(7)	32%	(18)	26%	(14)	29%	(16)	56
2018 House Vote: Democrat	19%	(102)	27%	(143)	30%	(162)	24%	(127)	534
2018 House Vote: Republican	23%	(107)	24%	(112)	30%	(145)	23%	(111)	476
2018 House Vote: Someone else	13%	(7)	27%	(14)	31%	(16)	29%	(15)	52
2018 House Vote: Didnt Vote	19%	(43)	23%	(52)	35%	(78)	22%	(50)	223
2016 Vote: Hillary Clinton	19%	(90)	26%	(122)	32%	(150)	22%	(104)	467
2016 Vote: Donald Trump	22%	(103)	25%	(115)	29%	(136)	23%	(109)	463
2016 Vote: Someone else	10%	(10)	25%	(25)	31%	(30)	34%	(32)	97
2016 Vote: Didnt Vote	22%	(57)	23%	(60)	32%	(84)	22%	(58)	260
Voted in 2014: Yes	20%	(189)	26%	(240)	31%	(287)	24%	(221)	937
Voted in 2014: No	20%	(72)	24%	(83)	32%	(113)	23%	(82)	349
2012 Vote: Barack Obama	20%	(114)	27%	(156)	30%	(171)	24%	(137)	579
2012 Vote: Mitt Romney	22%	(79)	23%	(83)	30%	(107)	24%	(86)	355
2012 Vote: Didn't Vote	20%	(61)	24%	(72)	35%	(105)	22%	(67)	305

Continued on next page

Table SBR2_18: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?

GEICO

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	20%	(260)	25%	(323)	31%	(400)	24%	(303)	1286
4-Region: Northeast	19%	(50)	28%	(72)	31%	(79)	22%	(57)	258
4-Region: Midwest	19%	(55)	24%	(70)	36%	(105)	22%	(64)	293
4-Region: South	24%	(113)	27%	(128)	26%	(121)	23%	(107)	468
4-Region: West	16%	(43)	20%	(53)	36%	(95)	28%	(76)	267

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

Table SBR2_19: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 Jeep

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	15%	(192)	23%	(291)	36%	(468)	26%	(335)	1286
Gender: Male	16%	(104)	22%	(150)	35%	(233)	27%	(182)	669
Gender: Female	14%	(88)	23%	(141)	38%	(235)	25%	(153)	617
Age: 18-29	19%	(37)	26%	(51)	31%	(60)	24%	(48)	197
Age: 30-44	17%	(51)	22%	(65)	36%	(106)	25%	(75)	297
Age: 45-54	14%	(33)	23%	(55)	38%	(90)	25%	(59)	237
Age: 55-64	12%	(28)	22%	(54)	40%	(99)	27%	(66)	246
Age: 65+	14%	(43)	22%	(67)	36%	(113)	28%	(87)	309
Generation Z: 18-21	20%	(13)	27%	(18)	23%	(15)	30%	(20)	66
Millennial: Age 22-37	17%	(51)	23%	(72)	37%	(115)	23%	(71)	309
Generation X: Age 38-53	17%	(55)	22%	(71)	36%	(116)	26%	(85)	328
Boomers: Age 54-72	13%	(64)	22%	(109)	37%	(185)	29%	(144)	501
PID: Dem (no lean)	16%	(71)	22%	(100)	37%	(169)	25%	(111)	450
PID: Ind (no lean)	14%	(55)	22%	(89)	38%	(153)	26%	(105)	402
PID: Rep (no lean)	15%	(66)	24%	(102)	34%	(146)	28%	(120)	434
PID/Gender: Dem Men	20%	(42)	20%	(42)	35%	(75)	26%	(55)	214
PID/Gender: Dem Women	12%	(29)	24%	(58)	40%	(94)	24%	(56)	236
PID/Gender: Ind Men	11%	(24)	23%	(52)	38%	(85)	28%	(63)	224
PID/Gender: Ind Women	18%	(31)	21%	(37)	38%	(68)	23%	(41)	178
PID/Gender: Rep Men	16%	(38)	24%	(56)	32%	(74)	28%	(64)	231
PID/Gender: Rep Women	14%	(28)	23%	(46)	36%	(73)	28%	(56)	203
Ideo: Liberal (1-3)	14%	(58)	21%	(87)	38%	(155)	27%	(112)	413
Ideo: Moderate (4)	14%	(42)	23%	(68)	38%	(111)	24%	(70)	290
Ideo: Conservative (5-7)	16%	(75)	21%	(98)	36%	(171)	28%	(133)	477
Educ: < College	16%	(118)	23%	(172)	36%	(264)	25%	(181)	735
Educ: Bachelors degree	16%	(57)	20%	(71)	38%	(135)	26%	(93)	357
Educ: Post-grad	9%	(17)	24%	(48)	35%	(68)	32%	(62)	195

Continued on next page

Table SBR2_19: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?

Jeep

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	15%	(192)	23%	(291)	36%	(468)	26%	(335)	1286
Income: Under 50k	13%	(86)	25%	(163)	36%	(229)	26%	(164)	641
Income: 50k-100k	17%	(77)	21%	(96)	37%	(172)	25%	(113)	458
Income: 100k+	16%	(30)	17%	(32)	36%	(67)	31%	(58)	187
Ethnicity: White	15%	(151)	23%	(234)	37%	(382)	26%	(271)	1039
Ethnicity: Hispanic	22%	(28)	24%	(30)	26%	(32)	28%	(35)	125
Ethnicity: Afr. Am.	15%	(27)	25%	(43)	35%	(61)	25%	(43)	175
Ethnicity: Other	19%	(14)	19%	(14)	33%	(24)	29%	(21)	73
Relig: Protestant	14%	(51)	21%	(76)	39%	(141)	26%	(92)	359
Relig: Roman Catholic	19%	(57)	20%	(61)	35%	(108)	26%	(78)	304
Relig: Something Else	14%	(14)	29%	(28)	32%	(31)	25%	(24)	97
Relig: Evangelical	16%	(83)	23%	(120)	37%	(199)	24%	(130)	532
Relig: Non-Evang. Catholics	17%	(38)	20%	(45)	35%	(81)	28%	(65)	229
Relig: All Christian	16%	(121)	22%	(165)	37%	(279)	26%	(195)	761
Relig: All Non-Christian	18%	(24)	23%	(31)	38%	(50)	21%	(28)	133
Community: Urban	13%	(41)	24%	(74)	35%	(106)	28%	(86)	307
Community: Suburban	16%	(102)	20%	(129)	36%	(234)	28%	(183)	648
Community: Rural	15%	(49)	27%	(88)	39%	(128)	20%	(66)	331
Employ: Private Sector	14%	(61)	21%	(91)	39%	(169)	25%	(110)	431
Employ: Government	13%	(9)	20%	(14)	40%	(28)	27%	(19)	70
Employ: Self-Employed	16%	(19)	28%	(33)	33%	(39)	22%	(26)	117
Employ: Homemaker	20%	(17)	20%	(17)	37%	(31)	23%	(19)	83
Employ: Retired	14%	(47)	22%	(76)	36%	(123)	29%	(101)	347
Employ: Unemployed	11%	(10)	24%	(23)	28%	(27)	38%	(37)	98
Employ: Other	21%	(20)	27%	(26)	38%	(36)	15%	(14)	95
Military HH: Yes	13%	(33)	25%	(60)	35%	(87)	27%	(66)	247
Military HH: No	15%	(159)	22%	(231)	37%	(381)	26%	(269)	1040
RD/WT: Right Direction	15%	(77)	23%	(117)	35%	(176)	27%	(137)	507
RD/WT: Wrong Track	15%	(115)	22%	(174)	37%	(292)	25%	(198)	779

Continued on next page

Table SBR2_19: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Jeep

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	15%	(192)	23%	(291)	36%	(468)	26%	(335)	1286
Trump Job Approve	15%	(82)	22%	(122)	35%	(197)	28%	(156)	557
Trump Job Disapprove	15%	(104)	24%	(164)	37%	(259)	24%	(170)	696
Trump Job Strongly Approve	16%	(48)	24%	(71)	33%	(98)	28%	(83)	300
Trump Job Somewhat Approve	13%	(34)	20%	(51)	39%	(99)	29%	(74)	257
Trump Job Somewhat Disapprove	13%	(24)	30%	(54)	36%	(64)	21%	(37)	179
Trump Job Strongly Disapprove	15%	(80)	21%	(110)	38%	(195)	26%	(133)	517
#1 Issue: Economy	16%	(59)	24%	(90)	40%	(147)	20%	(73)	369
#1 Issue: Security	12%	(33)	23%	(63)	32%	(89)	33%	(91)	276
#1 Issue: Health Care	17%	(40)	20%	(47)	37%	(87)	25%	(59)	232
#1 Issue: Medicare / Social Security	13%	(23)	24%	(41)	34%	(59)	29%	(50)	173
#1 Issue: Women's Issues	21%	(12)	19%	(10)	44%	(24)	16%	(9)	55
#1 Issue: Education	20%	(17)	13%	(11)	36%	(31)	31%	(27)	85
#1 Issue: Other	11%	(6)	34%	(19)	33%	(18)	23%	(13)	56
2018 House Vote: Democrat	15%	(78)	22%	(115)	38%	(205)	25%	(136)	534
2018 House Vote: Republican	16%	(75)	22%	(107)	34%	(163)	28%	(131)	476
2018 House Vote: Someone else	18%	(9)	24%	(13)	37%	(19)	22%	(11)	52
2018 House Vote: Didn't Vote	13%	(30)	25%	(57)	36%	(80)	25%	(57)	223
2016 Vote: Hillary Clinton	16%	(77)	22%	(102)	37%	(174)	24%	(114)	467
2016 Vote: Donald Trump	14%	(66)	24%	(110)	34%	(157)	28%	(129)	463
2016 Vote: Someone else	16%	(15)	18%	(18)	37%	(36)	29%	(29)	97
2016 Vote: Didn't Vote	13%	(34)	24%	(62)	39%	(100)	24%	(63)	260
Voted in 2014: Yes	15%	(143)	22%	(208)	36%	(336)	27%	(250)	937
Voted in 2014: No	14%	(49)	24%	(83)	38%	(131)	24%	(85)	349
2012 Vote: Barack Obama	14%	(83)	23%	(132)	37%	(213)	26%	(151)	579
2012 Vote: Mitt Romney	14%	(50)	22%	(78)	36%	(126)	28%	(101)	355
2012 Vote: Didn't Vote	17%	(51)	23%	(71)	38%	(115)	23%	(69)	305

Continued on next page

Table SBR2_19: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?

Jeep

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	15%	(192)	23%	(291)	36%	(468)	26%	(335)	1286
4-Region: Northeast	14%	(37)	21%	(55)	37%	(94)	28%	(71)	258
4-Region: Midwest	16%	(48)	22%	(63)	38%	(111)	24%	(72)	293
4-Region: South	15%	(71)	24%	(113)	37%	(172)	24%	(113)	468
4-Region: West	14%	(36)	22%	(60)	34%	(91)	30%	(80)	267

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

Table SBR2_20: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
GoDaddy

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	7%	(96)	15%	(188)	44%	(570)	34%	(433)	1286
Gender: Male	9%	(57)	16%	(108)	41%	(275)	34%	(229)	669
Gender: Female	6%	(38)	13%	(80)	48%	(295)	33%	(204)	617
Age: 18-29	12%	(24)	15%	(29)	37%	(73)	36%	(70)	197
Age: 30-44	9%	(28)	18%	(53)	43%	(129)	29%	(87)	297
Age: 45-54	6%	(13)	15%	(35)	46%	(109)	34%	(80)	237
Age: 55-64	5%	(13)	14%	(34)	47%	(117)	34%	(83)	246
Age: 65+	6%	(18)	12%	(37)	46%	(142)	36%	(111)	309
Generation Z: 18-21	17%	(11)	20%	(13)	24%	(16)	39%	(26)	66
Millennial: Age 22-37	9%	(27)	18%	(55)	42%	(130)	31%	(97)	309
Generation X: Age 38-53	8%	(27)	14%	(47)	46%	(151)	31%	(102)	328
Boomers: Age 54-72	5%	(23)	12%	(60)	47%	(234)	37%	(184)	501
PID: Dem (no lean)	8%	(36)	16%	(70)	45%	(201)	32%	(143)	450
PID: Ind (no lean)	7%	(26)	13%	(52)	46%	(186)	34%	(137)	402
PID: Rep (no lean)	8%	(33)	15%	(66)	42%	(183)	35%	(153)	434
PID/Gender: Dem Men	10%	(22)	19%	(40)	38%	(82)	33%	(70)	214
PID/Gender: Dem Women	6%	(14)	13%	(30)	50%	(119)	31%	(73)	236
PID/Gender: Ind Men	8%	(17)	11%	(24)	46%	(102)	36%	(80)	224
PID/Gender: Ind Women	5%	(9)	16%	(28)	47%	(84)	32%	(57)	178
PID/Gender: Rep Men	8%	(19)	19%	(43)	39%	(90)	34%	(79)	231
PID/Gender: Rep Women	7%	(15)	11%	(22)	45%	(92)	36%	(74)	203
Ideo: Liberal (1-3)	8%	(32)	14%	(60)	44%	(182)	34%	(140)	413
Ideo: Moderate (4)	7%	(20)	15%	(44)	49%	(143)	28%	(83)	290
Ideo: Conservative (5-7)	8%	(37)	14%	(66)	41%	(197)	37%	(177)	477
Educ: < College	7%	(52)	15%	(113)	45%	(332)	32%	(238)	735
Educ: Bachelors degree	9%	(31)	13%	(48)	44%	(157)	34%	(121)	357
Educ: Post-grad	6%	(12)	14%	(27)	42%	(82)	38%	(74)	195

Continued on next page

Table SBR2_20: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
GoDaddy

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(96)	15%	(188)	44%	(570)	34%	(433)	1286
Income: Under 50k	7%	(47)	15%	(95)	44%	(284)	33%	(214)	641
Income: 50k-100k	8%	(36)	15%	(71)	45%	(207)	32%	(144)	458
Income: 100k+	7%	(13)	12%	(22)	42%	(78)	40%	(74)	187
Ethnicity: White	7%	(68)	14%	(150)	45%	(472)	34%	(349)	1039
Ethnicity: Hispanic	13%	(16)	16%	(20)	39%	(49)	32%	(40)	125
Ethnicity: Afr. Am.	15%	(26)	16%	(29)	38%	(67)	30%	(53)	175
Ethnicity: Other	3%	(2)	13%	(9)	43%	(31)	42%	(31)	73
Relig: Protestant	7%	(24)	13%	(47)	49%	(175)	32%	(113)	359
Relig: Roman Catholic	7%	(21)	19%	(58)	42%	(127)	32%	(99)	304
Relig: Something Else	10%	(10)	12%	(11)	37%	(36)	41%	(40)	97
Relig: Evangelical	8%	(41)	15%	(80)	44%	(233)	33%	(178)	532
Relig: Non-Evang. Catholics	6%	(13)	16%	(36)	46%	(105)	33%	(75)	229
Relig: All Christian	7%	(54)	15%	(116)	44%	(338)	33%	(252)	761
Relig: All Non-Christian	9%	(12)	14%	(18)	43%	(56)	35%	(46)	133
Community: Urban	7%	(21)	16%	(50)	40%	(122)	37%	(114)	307
Community: Suburban	7%	(46)	13%	(86)	45%	(294)	34%	(222)	648
Community: Rural	9%	(29)	16%	(51)	47%	(154)	29%	(97)	331
Employ: Private Sector	6%	(27)	18%	(75)	43%	(183)	34%	(145)	431
Employ: Government	8%	(6)	8%	(5)	53%	(37)	31%	(22)	70
Employ: Self-Employed	14%	(16)	16%	(19)	44%	(52)	26%	(31)	117
Employ: Homemaker	12%	(10)	10%	(8)	50%	(42)	28%	(23)	83
Employ: Retired	6%	(20)	11%	(38)	45%	(155)	39%	(134)	347
Employ: Unemployed	3%	(3)	19%	(19)	43%	(42)	35%	(34)	98
Employ: Other	9%	(9)	18%	(18)	43%	(41)	30%	(28)	95
Military HH: Yes	8%	(20)	15%	(38)	42%	(103)	35%	(86)	247
Military HH: No	7%	(76)	14%	(150)	45%	(467)	33%	(347)	1040
RD/WT: Right Direction	7%	(35)	15%	(74)	45%	(228)	34%	(170)	507
RD/WT: Wrong Track	8%	(61)	15%	(114)	44%	(342)	34%	(263)	779

Continued on next page

Table SBR2_20: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 GoDaddy

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	7%	(96)	15%	(188)	44%	(570)	34%	(433)	1286
Trump Job Approve	7%	(41)	14%	(79)	44%	(243)	35%	(194)	557
Trump Job Disapprove	8%	(54)	15%	(102)	45%	(316)	32%	(225)	696
Trump Job Strongly Approve	9%	(27)	16%	(47)	41%	(124)	34%	(102)	300
Trump Job Somewhat Approve	6%	(14)	12%	(32)	46%	(119)	36%	(92)	257
Trump Job Somewhat Disapprove	9%	(17)	18%	(31)	45%	(80)	28%	(50)	179
Trump Job Strongly Disapprove	7%	(37)	14%	(71)	46%	(235)	34%	(174)	517
#1 Issue: Economy	11%	(39)	17%	(61)	47%	(172)	26%	(97)	369
#1 Issue: Security	6%	(17)	14%	(37)	39%	(108)	41%	(113)	276
#1 Issue: Health Care	4%	(10)	14%	(32)	47%	(109)	34%	(80)	232
#1 Issue: Medicare / Social Security	7%	(13)	14%	(24)	43%	(74)	36%	(62)	173
#1 Issue: Women's Issues	13%	(7)	15%	(8)	48%	(26)	24%	(13)	55
#1 Issue: Education	3%	(3)	15%	(12)	46%	(39)	36%	(31)	85
#1 Issue: Other	4%	(2)	12%	(7)	45%	(25)	39%	(22)	56
2018 House Vote: Democrat	7%	(35)	15%	(81)	46%	(245)	32%	(173)	534
2018 House Vote: Republican	9%	(42)	14%	(69)	43%	(206)	33%	(158)	476
2018 House Vote: Someone else	4%	(2)	15%	(8)	49%	(26)	32%	(17)	52
2018 House Vote: Didnt Vote	8%	(17)	13%	(30)	41%	(92)	38%	(84)	223
2016 Vote: Hillary Clinton	8%	(39)	15%	(71)	45%	(211)	31%	(147)	467
2016 Vote: Donald Trump	7%	(35)	15%	(70)	43%	(198)	35%	(160)	463
2016 Vote: Someone else	3%	(3)	7%	(7)	53%	(51)	37%	(36)	97
2016 Vote: Didnt Vote	7%	(19)	16%	(41)	42%	(110)	35%	(90)	260
Voted in 2014: Yes	7%	(66)	15%	(139)	45%	(424)	33%	(308)	937
Voted in 2014: No	8%	(29)	14%	(49)	42%	(146)	36%	(124)	349
2012 Vote: Barack Obama	8%	(44)	16%	(92)	44%	(256)	32%	(186)	579
2012 Vote: Mitt Romney	7%	(23)	14%	(50)	44%	(158)	35%	(123)	355
2012 Vote: Didn't Vote	9%	(26)	13%	(39)	45%	(136)	34%	(104)	305

Continued on next page

Table SBR2_20: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
GoDaddy

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	7%	(96)	15%	(188)	44%	(570)	34%	(433)	1286
4-Region: Northeast	4%	(12)	16%	(42)	45%	(116)	34%	(89)	258
4-Region: Midwest	7%	(21)	13%	(39)	48%	(141)	31%	(91)	293
4-Region: South	10%	(46)	15%	(72)	43%	(201)	32%	(149)	468
4-Region: West	6%	(17)	13%	(34)	42%	(112)	39%	(103)	267

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

Table SBR2_21: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 Tide

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(112)	18%	(235)	42%	(540)	31%	(400)	1286
Gender: Male	9%	(62)	19%	(127)	40%	(266)	32%	(214)	669
Gender: Female	8%	(50)	17%	(108)	44%	(274)	30%	(186)	617
Age: 18-29	14%	(27)	25%	(49)	35%	(68)	27%	(53)	197
Age: 30-44	12%	(37)	19%	(58)	41%	(121)	27%	(82)	297
Age: 45-54	11%	(25)	19%	(46)	40%	(95)	30%	(71)	237
Age: 55-64	4%	(10)	18%	(43)	46%	(112)	33%	(81)	246
Age: 65+	4%	(13)	13%	(39)	46%	(143)	37%	(114)	309
Generation Z: 18-21	15%	(10)	28%	(19)	31%	(20)	26%	(17)	66
Millennial: Age 22-37	13%	(39)	23%	(72)	38%	(117)	26%	(80)	309
Generation X: Age 38-53	12%	(40)	18%	(59)	41%	(134)	29%	(94)	328
Boomers: Age 54-72	4%	(18)	14%	(70)	46%	(230)	37%	(184)	501
PID: Dem (no lean)	8%	(36)	18%	(82)	43%	(193)	31%	(140)	450
PID: Ind (no lean)	9%	(36)	18%	(71)	43%	(174)	30%	(121)	402
PID: Rep (no lean)	9%	(40)	19%	(82)	40%	(173)	32%	(138)	434
PID/Gender: Dem Men	9%	(19)	21%	(45)	38%	(81)	32%	(69)	214
PID/Gender: Dem Women	7%	(17)	15%	(37)	47%	(112)	30%	(71)	236
PID/Gender: Ind Men	7%	(15)	15%	(33)	44%	(99)	34%	(77)	224
PID/Gender: Ind Women	12%	(21)	21%	(38)	42%	(75)	25%	(44)	178
PID/Gender: Rep Men	12%	(28)	21%	(49)	37%	(86)	29%	(68)	231
PID/Gender: Rep Women	6%	(12)	16%	(33)	43%	(87)	35%	(71)	203
Ideo: Liberal (1-3)	8%	(33)	17%	(69)	44%	(180)	32%	(131)	413
Ideo: Moderate (4)	9%	(27)	19%	(55)	42%	(123)	29%	(84)	290
Ideo: Conservative (5-7)	9%	(41)	17%	(83)	42%	(199)	33%	(155)	477
Educ: < College	9%	(68)	20%	(150)	41%	(299)	30%	(217)	735
Educ: Bachelors degree	10%	(35)	14%	(51)	45%	(160)	31%	(111)	357
Educ: Post-grad	5%	(9)	17%	(33)	41%	(81)	37%	(72)	195

Continued on next page

Table SBR2_21: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Tide

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(112)	18%	(235)	42%	(540)	31%	(400)	1286
Income: Under 50k	9%	(55)	20%	(129)	42%	(268)	30%	(190)	641
Income: 50k-100k	10%	(45)	18%	(84)	41%	(187)	31%	(142)	458
Income: 100k+	6%	(12)	12%	(22)	46%	(85)	36%	(68)	187
Ethnicity: White	8%	(80)	18%	(187)	43%	(450)	31%	(322)	1039
Ethnicity: Hispanic	16%	(21)	24%	(30)	31%	(39)	28%	(35)	125
Ethnicity: Afr. Am.	13%	(22)	19%	(33)	36%	(63)	32%	(56)	175
Ethnicity: Other	13%	(10)	21%	(15)	37%	(27)	30%	(22)	73
Relig: Protestant	8%	(30)	16%	(56)	47%	(167)	30%	(106)	359
Relig: Roman Catholic	9%	(27)	19%	(59)	39%	(118)	33%	(100)	304
Relig: Something Else	14%	(13)	18%	(18)	39%	(38)	29%	(29)	97
Relig: Evangelical	9%	(50)	16%	(84)	43%	(230)	32%	(168)	532
Relig: Non-Evang. Catholics	9%	(21)	21%	(48)	41%	(93)	29%	(67)	229
Relig: All Christian	9%	(70)	17%	(132)	43%	(323)	31%	(235)	761
Relig: All Non-Christian	14%	(18)	19%	(25)	39%	(52)	28%	(37)	133
Community: Urban	11%	(33)	17%	(52)	41%	(126)	31%	(96)	307
Community: Suburban	7%	(43)	17%	(110)	43%	(276)	34%	(219)	648
Community: Rural	11%	(37)	22%	(73)	41%	(137)	26%	(85)	331
Employ: Private Sector	10%	(42)	20%	(85)	41%	(178)	29%	(125)	431
Employ: Government	5%	(3)	26%	(19)	41%	(29)	28%	(20)	70
Employ: Self-Employed	16%	(19)	20%	(23)	40%	(46)	25%	(29)	117
Employ: Homemaker	9%	(8)	23%	(19)	44%	(36)	24%	(20)	83
Employ: Retired	4%	(16)	13%	(47)	44%	(153)	38%	(132)	347
Employ: Unemployed	6%	(5)	14%	(13)	44%	(43)	37%	(36)	98
Employ: Other	14%	(13)	19%	(18)	41%	(39)	26%	(24)	95
Military HH: Yes	6%	(15)	19%	(46)	44%	(108)	32%	(78)	247
Military HH: No	9%	(97)	18%	(188)	42%	(432)	31%	(322)	1040
RD/WT: Right Direction	9%	(47)	17%	(88)	42%	(213)	31%	(160)	507
RD/WT: Wrong Track	8%	(66)	19%	(147)	42%	(326)	31%	(240)	779

Continued on next page

Table SBR2_21: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 Tide

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(112)	18%	(235)	42%	(540)	31%	(400)	1286
Trump Job Approve	9%	(49)	18%	(99)	41%	(230)	32%	(180)	557
Trump Job Disapprove	9%	(59)	19%	(130)	43%	(299)	30%	(208)	696
Trump Job Strongly Approve	11%	(32)	17%	(52)	41%	(122)	31%	(94)	300
Trump Job Somewhat Approve	7%	(17)	18%	(47)	42%	(108)	33%	(85)	257
Trump Job Somewhat Disapprove	10%	(19)	23%	(42)	43%	(77)	23%	(42)	179
Trump Job Strongly Disapprove	8%	(41)	17%	(88)	43%	(222)	32%	(166)	517
#1 Issue: Economy	10%	(38)	21%	(77)	45%	(168)	23%	(87)	369
#1 Issue: Security	6%	(18)	15%	(41)	41%	(112)	38%	(105)	276
#1 Issue: Health Care	11%	(25)	16%	(37)	42%	(99)	31%	(71)	232
#1 Issue: Medicare / Social Security	5%	(9)	19%	(34)	41%	(71)	34%	(60)	173
#1 Issue: Women's Issues	15%	(8)	19%	(11)	44%	(24)	22%	(12)	55
#1 Issue: Education	12%	(10)	19%	(16)	34%	(29)	36%	(31)	85
#1 Issue: Other	3%	(2)	18%	(10)	37%	(21)	42%	(23)	56
2018 House Vote: Democrat	8%	(44)	17%	(90)	43%	(227)	32%	(172)	534
2018 House Vote: Republican	9%	(43)	17%	(81)	43%	(203)	31%	(149)	476
2018 House Vote: Someone else	5%	(3)	28%	(14)	35%	(18)	32%	(17)	52
2018 House Vote: Didnt Vote	10%	(22)	22%	(49)	41%	(91)	28%	(62)	223
2016 Vote: Hillary Clinton	8%	(39)	18%	(83)	41%	(193)	33%	(153)	467
2016 Vote: Donald Trump	8%	(36)	16%	(76)	44%	(202)	32%	(148)	463
2016 Vote: Someone else	7%	(6)	17%	(17)	41%	(40)	35%	(34)	97
2016 Vote: Didnt Vote	12%	(31)	23%	(59)	40%	(105)	25%	(65)	260
Voted in 2014: Yes	8%	(78)	17%	(161)	42%	(396)	32%	(302)	937
Voted in 2014: No	10%	(34)	21%	(73)	41%	(144)	28%	(98)	349
2012 Vote: Barack Obama	8%	(48)	19%	(107)	40%	(233)	33%	(191)	579
2012 Vote: Mitt Romney	8%	(27)	17%	(60)	43%	(151)	33%	(116)	355
2012 Vote: Didn't Vote	12%	(36)	19%	(58)	45%	(136)	25%	(75)	305

Continued on next page

Table SBR2_21: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Tide

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	9%	(112)	18%	(235)	42%	(540)	31%	(400)	1286
4-Region: Northeast	5%	(13)	18%	(46)	43%	(111)	34%	(89)	258
4-Region: Midwest	8%	(25)	16%	(48)	45%	(131)	31%	(90)	293
4-Region: South	11%	(53)	21%	(97)	40%	(187)	28%	(131)	468
4-Region: West	8%	(21)	17%	(44)	42%	(111)	34%	(90)	267

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

Table SBR2_22: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Wendy's

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	10%	(134)	20%	(262)	39%	(505)	30%	(385)	1286
Gender: Male	13%	(87)	23%	(151)	35%	(235)	29%	(196)	669
Gender: Female	8%	(47)	18%	(111)	44%	(271)	31%	(188)	617
Age: 18-29	16%	(31)	26%	(52)	32%	(63)	26%	(51)	197
Age: 30-44	10%	(31)	19%	(57)	40%	(120)	30%	(90)	297
Age: 45-54	14%	(32)	19%	(45)	41%	(97)	26%	(63)	237
Age: 55-64	7%	(17)	21%	(51)	44%	(107)	29%	(71)	246
Age: 65+	7%	(23)	19%	(58)	38%	(119)	36%	(110)	309
Generation Z: 18-21	19%	(13)	36%	(24)	17%	(11)	27%	(18)	66
Millennial: Age 22-37	12%	(36)	21%	(64)	40%	(124)	27%	(84)	309
Generation X: Age 38-53	13%	(44)	18%	(59)	40%	(130)	29%	(95)	328
Boomers: Age 54-72	7%	(34)	20%	(102)	41%	(207)	32%	(158)	501
PID: Dem (no lean)	11%	(49)	21%	(93)	39%	(175)	30%	(133)	450
PID: Ind (no lean)	9%	(38)	21%	(84)	41%	(166)	29%	(115)	402
PID: Rep (no lean)	11%	(48)	20%	(85)	38%	(165)	31%	(137)	434
PID/Gender: Dem Men	13%	(27)	27%	(57)	32%	(69)	28%	(60)	214
PID/Gender: Dem Women	9%	(21)	15%	(35)	45%	(106)	31%	(73)	236
PID/Gender: Ind Men	10%	(23)	18%	(41)	40%	(89)	32%	(71)	224
PID/Gender: Ind Women	8%	(15)	24%	(43)	43%	(76)	25%	(44)	178
PID/Gender: Rep Men	16%	(36)	23%	(53)	33%	(76)	28%	(65)	231
PID/Gender: Rep Women	6%	(11)	16%	(32)	44%	(88)	35%	(71)	203
Ideo: Liberal (1-3)	10%	(41)	21%	(88)	39%	(161)	30%	(123)	413
Ideo: Moderate (4)	14%	(41)	17%	(49)	41%	(119)	28%	(81)	290
Ideo: Conservative (5-7)	8%	(37)	20%	(98)	39%	(188)	32%	(155)	477
Educ: < College	11%	(81)	22%	(159)	40%	(295)	27%	(199)	735
Educ: Bachelors degree	11%	(38)	20%	(70)	38%	(137)	31%	(112)	357
Educ: Post-grad	8%	(15)	17%	(33)	37%	(73)	38%	(74)	195

Continued on next page

**Table SBR2_22: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Wendy's**

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(134)	20%	(262)	39%	(505)	30%	(385)	1286
Income: Under 50k	9%	(56)	23%	(150)	39%	(253)	28%	(182)	641
Income: 50k-100k	12%	(57)	19%	(87)	38%	(175)	30%	(139)	458
Income: 100k+	11%	(21)	14%	(25)	41%	(77)	34%	(63)	187
Ethnicity: White	9%	(97)	20%	(212)	39%	(410)	31%	(320)	1039
Ethnicity: Hispanic	17%	(21)	23%	(28)	32%	(40)	28%	(35)	125
Ethnicity: Afr. Am.	15%	(27)	21%	(37)	39%	(68)	24%	(42)	175
Ethnicity: Other	14%	(11)	18%	(13)	37%	(27)	30%	(22)	73
Relig: Protestant	10%	(36)	20%	(72)	41%	(147)	29%	(105)	359
Relig: Roman Catholic	11%	(33)	20%	(61)	39%	(119)	30%	(90)	304
Relig: Something Else	14%	(14)	18%	(17)	35%	(34)	33%	(32)	97
Relig: Evangelical	11%	(59)	19%	(104)	39%	(210)	30%	(159)	532
Relig: Non-Evang. Catholics	10%	(23)	21%	(47)	40%	(91)	30%	(68)	229
Relig: All Christian	11%	(82)	20%	(151)	39%	(300)	30%	(227)	761
Relig: All Non-Christian	8%	(11)	18%	(24)	48%	(64)	26%	(34)	133
Community: Urban	12%	(38)	16%	(50)	39%	(121)	32%	(98)	307
Community: Suburban	11%	(70)	19%	(122)	39%	(255)	31%	(201)	648
Community: Rural	8%	(26)	27%	(90)	39%	(129)	26%	(85)	331
Employ: Private Sector	11%	(46)	19%	(82)	43%	(185)	27%	(118)	431
Employ: Government	10%	(7)	18%	(12)	46%	(32)	26%	(18)	70
Employ: Self-Employed	19%	(22)	22%	(26)	34%	(40)	25%	(29)	117
Employ: Homemaker	12%	(10)	9%	(7)	54%	(45)	26%	(21)	83
Employ: Retired	7%	(25)	19%	(65)	37%	(128)	37%	(128)	347
Employ: Unemployed	6%	(6)	30%	(30)	33%	(32)	31%	(31)	98
Employ: Other	11%	(11)	30%	(28)	34%	(32)	26%	(24)	95
Military HH: Yes	8%	(21)	19%	(47)	41%	(101)	32%	(78)	247
Military HH: No	11%	(113)	21%	(215)	39%	(405)	29%	(307)	1040
RD/WT: Right Direction	11%	(53)	22%	(111)	38%	(194)	29%	(149)	507
RD/WT: Wrong Track	10%	(81)	19%	(151)	40%	(311)	30%	(236)	779

Continued on next page

Table SBR2_22: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
 Wendy's

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(134)	20%	(262)	39%	(505)	30%	(385)	1286
Trump Job Approve	10%	(58)	21%	(118)	38%	(214)	30%	(167)	557
Trump Job Disapprove	10%	(72)	20%	(139)	40%	(280)	30%	(206)	696
Trump Job Strongly Approve	12%	(37)	22%	(66)	38%	(113)	28%	(84)	300
Trump Job Somewhat Approve	8%	(21)	20%	(52)	39%	(101)	32%	(83)	257
Trump Job Somewhat Disapprove	8%	(14)	28%	(50)	40%	(71)	24%	(43)	179
Trump Job Strongly Disapprove	11%	(58)	17%	(89)	40%	(208)	31%	(162)	517
#1 Issue: Economy	14%	(52)	23%	(84)	41%	(149)	23%	(84)	369
#1 Issue: Security	7%	(21)	19%	(53)	38%	(106)	35%	(97)	276
#1 Issue: Health Care	13%	(30)	18%	(41)	40%	(93)	30%	(69)	232
#1 Issue: Medicare / Social Security	8%	(14)	24%	(41)	35%	(60)	34%	(59)	173
#1 Issue: Women's Issues	15%	(8)	23%	(13)	42%	(23)	19%	(11)	55
#1 Issue: Education	6%	(5)	16%	(14)	42%	(36)	36%	(30)	85
#1 Issue: Other	2%	(1)	19%	(10)	42%	(23)	37%	(21)	56
2018 House Vote: Democrat	11%	(56)	19%	(103)	38%	(202)	32%	(173)	534
2018 House Vote: Republican	10%	(49)	21%	(98)	40%	(188)	30%	(140)	476
2018 House Vote: Someone else	9%	(5)	24%	(13)	39%	(21)	28%	(14)	52
2018 House Vote: Didn't Vote	11%	(24)	21%	(48)	42%	(94)	25%	(57)	223
2016 Vote: Hillary Clinton	11%	(51)	20%	(93)	38%	(176)	32%	(147)	467
2016 Vote: Donald Trump	11%	(52)	20%	(91)	38%	(178)	31%	(142)	463
2016 Vote: Someone else	6%	(6)	18%	(18)	45%	(43)	31%	(30)	97
2016 Vote: Didn't Vote	10%	(25)	23%	(60)	42%	(109)	25%	(65)	260
Voted in 2014: Yes	11%	(99)	20%	(186)	39%	(368)	30%	(284)	937
Voted in 2014: No	10%	(35)	22%	(76)	39%	(137)	29%	(101)	349
2012 Vote: Barack Obama	11%	(63)	18%	(107)	39%	(224)	32%	(184)	579
2012 Vote: Mitt Romney	9%	(33)	22%	(77)	39%	(137)	30%	(108)	355
2012 Vote: Didn't Vote	12%	(35)	23%	(71)	42%	(127)	23%	(71)	305

Continued on next page

Table SBR2_22: Do you remember seeing each of the following ads during Super Bowl LIII on Sunday?
Wendy's

Demographic	Yes, I definitely remember this ad		Yes, I think I remember this ad		No, I don't think I remember this ad		No, I definitely don't remember this ad		Total N
Adults	10%	(134)	20%	(262)	39%	(505)	30%	(385)	1286
4-Region: Northeast	7%	(19)	21%	(54)	40%	(103)	31%	(81)	258
4-Region: Midwest	11%	(33)	20%	(59)	42%	(122)	27%	(79)	293
4-Region: South	13%	(59)	20%	(95)	39%	(180)	29%	(134)	468
4-Region: West	9%	(23)	20%	(54)	37%	(100)	34%	(90)	267

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

Table SBR3_1: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Bored

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	24%	(311)	35%	(444)	16%	(204)	15%	(198)	10%	(129)	1286
Gender: Male	20%	(134)	33%	(220)	19%	(127)	18%	(118)	10%	(70)	669
Gender: Female	29%	(177)	36%	(224)	12%	(77)	13%	(81)	10%	(59)	617
Age: 18-29	24%	(46)	33%	(65)	17%	(33)	16%	(32)	10%	(20)	197
Age: 30-44	26%	(76)	33%	(98)	17%	(51)	14%	(40)	10%	(31)	297
Age: 45-54	27%	(63)	38%	(91)	14%	(32)	14%	(32)	8%	(18)	237
Age: 55-64	26%	(63)	28%	(70)	16%	(39)	17%	(41)	14%	(33)	246
Age: 65+	20%	(62)	39%	(121)	15%	(48)	17%	(53)	8%	(26)	309
Generation Z: 18-21	28%	(18)	35%	(23)	14%	(9)	12%	(8)	12%	(8)	66
Millennial: Age 22-37	24%	(74)	32%	(100)	17%	(51)	16%	(50)	11%	(34)	309
Generation X: Age 38-53	28%	(90)	36%	(117)	15%	(50)	14%	(44)	8%	(25)	328
Boomers: Age 54-72	22%	(111)	34%	(170)	16%	(81)	17%	(84)	11%	(54)	501
PID: Dem (no lean)	25%	(112)	36%	(164)	15%	(66)	17%	(77)	7%	(32)	450
PID: Ind (no lean)	26%	(103)	30%	(119)	18%	(73)	14%	(57)	12%	(49)	402
PID: Rep (no lean)	22%	(96)	37%	(161)	15%	(65)	15%	(64)	11%	(48)	434
PID/Gender: Dem Men	18%	(39)	37%	(79)	20%	(42)	17%	(36)	9%	(19)	214
PID/Gender: Dem Women	31%	(73)	36%	(85)	10%	(24)	18%	(41)	5%	(13)	236
PID/Gender: Ind Men	21%	(48)	30%	(67)	21%	(47)	17%	(38)	11%	(24)	224
PID/Gender: Ind Women	31%	(55)	30%	(53)	15%	(26)	11%	(19)	14%	(25)	178
PID/Gender: Rep Men	20%	(47)	32%	(75)	17%	(38)	19%	(44)	12%	(27)	231
PID/Gender: Rep Women	24%	(49)	42%	(86)	13%	(27)	10%	(20)	10%	(21)	203
Ideo: Liberal (1-3)	28%	(116)	35%	(145)	17%	(69)	13%	(52)	8%	(31)	413
Ideo: Moderate (4)	20%	(57)	34%	(98)	18%	(53)	18%	(52)	10%	(30)	290
Ideo: Conservative (5-7)	23%	(108)	37%	(177)	13%	(63)	16%	(77)	11%	(53)	477
Educ: < College	25%	(187)	32%	(235)	18%	(129)	15%	(107)	10%	(77)	735
Educ: Bachelors degree	22%	(79)	39%	(138)	11%	(40)	18%	(62)	11%	(37)	357
Educ: Post-grad	23%	(46)	36%	(71)	18%	(35)	15%	(29)	7%	(14)	195

Continued on next page

Table SBR3_1: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Bored

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	24%	(311)	35%	(444)	16%	(204)	15%	(198)	10%	(129)	1286
Income: Under 50k	24%	(155)	35%	(222)	16%	(100)	14%	(92)	11%	(72)	641
Income: 50k-100k	23%	(104)	35%	(162)	16%	(71)	17%	(79)	9%	(42)	458
Income: 100k+	28%	(52)	32%	(60)	18%	(33)	15%	(28)	8%	(15)	187
Ethnicity: White	24%	(253)	35%	(360)	16%	(168)	15%	(157)	10%	(101)	1039
Ethnicity: Hispanic	20%	(25)	32%	(39)	20%	(25)	14%	(17)	14%	(18)	125
Ethnicity: Afr. Am.	25%	(44)	36%	(64)	14%	(25)	16%	(28)	8%	(15)	175
Ethnicity: Other	20%	(15)	29%	(21)	16%	(11)	18%	(13)	18%	(13)	73
Relig: Protestant	25%	(88)	36%	(128)	14%	(51)	16%	(58)	10%	(35)	359
Relig: Roman Catholic	21%	(63)	34%	(103)	19%	(57)	17%	(51)	10%	(30)	304
Relig: Something Else	24%	(24)	38%	(37)	14%	(14)	15%	(14)	9%	(9)	97
Relig: Evangelical	22%	(119)	35%	(187)	17%	(93)	16%	(85)	9%	(48)	532
Relig: Non-Evang. Catholics	24%	(55)	36%	(82)	12%	(28)	17%	(38)	11%	(26)	229
Relig: All Christian	23%	(175)	35%	(269)	16%	(121)	16%	(123)	10%	(74)	761
Relig: All Non-Christian	27%	(36)	29%	(38)	18%	(24)	19%	(25)	8%	(10)	133
Community: Urban	24%	(73)	35%	(107)	17%	(52)	14%	(43)	11%	(33)	307
Community: Suburban	23%	(151)	34%	(223)	16%	(102)	17%	(110)	10%	(63)	648
Community: Rural	26%	(87)	35%	(115)	15%	(50)	14%	(45)	10%	(33)	331
Employ: Private Sector	22%	(95)	33%	(141)	17%	(71)	18%	(78)	11%	(46)	431
Employ: Government	30%	(21)	33%	(23)	16%	(11)	10%	(7)	10%	(7)	70
Employ: Self-Employed	26%	(30)	36%	(43)	18%	(21)	15%	(17)	5%	(6)	117
Employ: Homemaker	31%	(26)	42%	(35)	10%	(8)	9%	(7)	8%	(7)	83
Employ: Retired	22%	(75)	37%	(130)	15%	(53)	15%	(53)	10%	(35)	347
Employ: Unemployed	23%	(22)	26%	(26)	16%	(16)	20%	(20)	14%	(14)	98
Employ: Other	31%	(29)	32%	(31)	15%	(14)	12%	(11)	10%	(10)	95
Military HH: Yes	24%	(59)	38%	(93)	21%	(51)	9%	(23)	8%	(21)	247
Military HH: No	24%	(252)	34%	(351)	15%	(153)	17%	(176)	10%	(108)	1040
RD/WT: Right Direction	22%	(112)	34%	(170)	17%	(86)	15%	(76)	12%	(63)	507
RD/WT: Wrong Track	26%	(199)	35%	(274)	15%	(118)	16%	(122)	8%	(66)	779

Continued on next page

Table SBR3_1: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?

Bored

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	24%	(311)	35%	(444)	16%	(204)	15%	(198)	10%	(129)	1286
Trump Job Approve	23%	(130)	34%	(190)	15%	(86)	15%	(84)	12%	(67)	557
Trump Job Disapprove	24%	(168)	35%	(244)	17%	(117)	16%	(113)	8%	(56)	696
Trump Job Strongly Approve	26%	(79)	34%	(103)	13%	(39)	12%	(37)	14%	(42)	300
Trump Job Somewhat Approve	20%	(51)	34%	(87)	18%	(47)	18%	(47)	10%	(25)	257
Trump Job Somewhat Disapprove	18%	(32)	30%	(54)	25%	(44)	19%	(34)	9%	(15)	179
Trump Job Strongly Disapprove	26%	(136)	37%	(190)	14%	(72)	15%	(79)	8%	(40)	517
#1 Issue: Economy	21%	(78)	33%	(123)	17%	(62)	17%	(64)	11%	(42)	369
#1 Issue: Security	20%	(55)	38%	(105)	14%	(38)	19%	(52)	10%	(27)	276
#1 Issue: Health Care	27%	(64)	31%	(72)	19%	(45)	12%	(28)	10%	(23)	232
#1 Issue: Medicare / Social Security	30%	(52)	36%	(62)	13%	(23)	12%	(21)	9%	(16)	173
#1 Issue: Women's Issues	36%	(20)	21%	(12)	21%	(12)	12%	(7)	9%	(5)	55
#1 Issue: Education	25%	(22)	35%	(29)	16%	(14)	14%	(12)	10%	(8)	85
#1 Issue: Other	24%	(13)	49%	(28)	9%	(5)	11%	(6)	7%	(4)	56
2018 House Vote: Democrat	26%	(140)	36%	(191)	16%	(83)	15%	(80)	8%	(40)	534
2018 House Vote: Republican	22%	(104)	35%	(166)	14%	(69)	17%	(80)	12%	(57)	476
2018 House Vote: Someone else	34%	(18)	27%	(14)	24%	(13)	6%	(3)	9%	(5)	52
2018 House Vote: Didnt Vote	22%	(49)	33%	(73)	17%	(39)	16%	(35)	12%	(27)	223
2016 Vote: Hillary Clinton	26%	(123)	35%	(164)	16%	(74)	15%	(70)	8%	(36)	467
2016 Vote: Donald Trump	23%	(107)	34%	(156)	15%	(69)	17%	(76)	12%	(55)	463
2016 Vote: Someone else	24%	(24)	37%	(36)	16%	(16)	14%	(13)	9%	(9)	97
2016 Vote: Didnt Vote	22%	(57)	34%	(89)	17%	(45)	15%	(39)	11%	(29)	260
Voted in 2014: Yes	25%	(237)	34%	(316)	15%	(141)	16%	(150)	10%	(93)	937
Voted in 2014: No	21%	(74)	37%	(129)	18%	(63)	14%	(49)	10%	(36)	349
2012 Vote: Barack Obama	25%	(145)	35%	(201)	17%	(98)	15%	(86)	8%	(49)	579
2012 Vote: Mitt Romney	23%	(81)	35%	(124)	15%	(51)	16%	(57)	12%	(41)	355
2012 Vote: Didn't Vote	23%	(70)	32%	(98)	17%	(52)	17%	(51)	11%	(34)	305

Continued on next page

Table SBR3_1: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Bored

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	24%	(311)	35%	(444)	16%	(204)	15%	(198)	10%	(129)	1286
4-Region: Northeast	21%	(55)	37%	(96)	14%	(35)	17%	(45)	10%	(27)	258
4-Region: Midwest	25%	(74)	32%	(93)	18%	(53)	16%	(48)	9%	(26)	293
4-Region: South	27%	(127)	36%	(167)	13%	(61)	13%	(63)	11%	(51)	468
4-Region: West	21%	(55)	33%	(88)	21%	(55)	16%	(43)	10%	(26)	267

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

Table SBR3_2: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Excited

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	13%	(170)	19%	(242)	21%	(273)	31%	(398)	16%	(203)	1286
Gender: Male	13%	(89)	22%	(146)	22%	(148)	28%	(188)	15%	(98)	669
Gender: Female	13%	(82)	16%	(96)	20%	(125)	34%	(210)	17%	(106)	617
Age: 18-29	18%	(35)	20%	(39)	22%	(44)	24%	(47)	16%	(32)	197
Age: 30-44	16%	(47)	19%	(56)	24%	(71)	27%	(81)	14%	(43)	297
Age: 45-54	12%	(29)	20%	(47)	19%	(44)	33%	(77)	17%	(40)	237
Age: 55-64	11%	(27)	19%	(47)	19%	(46)	36%	(88)	16%	(38)	246
Age: 65+	11%	(33)	17%	(54)	22%	(67)	34%	(104)	16%	(51)	309
Generation Z: 18-21	24%	(16)	15%	(10)	24%	(16)	21%	(14)	15%	(10)	66
Millennial: Age 22-37	14%	(42)	23%	(70)	21%	(66)	25%	(78)	17%	(52)	309
Generation X: Age 38-53	15%	(49)	17%	(56)	22%	(73)	32%	(105)	14%	(45)	328
Boomers: Age 54-72	11%	(55)	19%	(96)	19%	(93)	34%	(172)	17%	(85)	501
PID: Dem (no lean)	13%	(59)	19%	(85)	23%	(104)	32%	(145)	13%	(58)	450
PID: Ind (no lean)	14%	(56)	18%	(72)	21%	(84)	29%	(116)	18%	(74)	402
PID: Rep (no lean)	13%	(55)	20%	(85)	20%	(85)	32%	(137)	17%	(72)	434
PID/Gender: Dem Men	14%	(31)	22%	(47)	24%	(51)	29%	(62)	11%	(24)	214
PID/Gender: Dem Women	12%	(28)	16%	(38)	22%	(53)	35%	(82)	14%	(34)	236
PID/Gender: Ind Men	14%	(31)	20%	(44)	22%	(50)	27%	(60)	17%	(38)	224
PID/Gender: Ind Women	14%	(25)	16%	(28)	19%	(33)	31%	(56)	20%	(35)	178
PID/Gender: Rep Men	12%	(27)	24%	(55)	20%	(47)	28%	(65)	16%	(36)	231
PID/Gender: Rep Women	14%	(28)	15%	(30)	19%	(38)	35%	(71)	18%	(36)	203
Ideo: Liberal (1-3)	13%	(55)	17%	(70)	23%	(97)	35%	(143)	12%	(49)	413
Ideo: Moderate (4)	13%	(38)	21%	(60)	21%	(61)	29%	(83)	16%	(47)	290
Ideo: Conservative (5-7)	12%	(57)	19%	(92)	20%	(97)	31%	(148)	17%	(83)	477
Educ: < College	15%	(107)	20%	(148)	21%	(154)	29%	(210)	16%	(116)	735
Educ: Bachelors degree	12%	(44)	17%	(61)	22%	(77)	31%	(109)	18%	(65)	357
Educ: Post-grad	10%	(19)	17%	(33)	21%	(41)	40%	(78)	12%	(23)	195

Continued on next page

Table SBR3_2: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Excited

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	13%	(170)	19%	(242)	21%	(273)	31%	(398)	16%	(203)	1286
Income: Under 50k	15%	(93)	19%	(123)	22%	(138)	28%	(179)	17%	(108)	641
Income: 50k-100k	13%	(59)	19%	(86)	19%	(85)	36%	(163)	14%	(65)	458
Income: 100k+	10%	(18)	18%	(34)	26%	(49)	30%	(56)	16%	(30)	187
Ethnicity: White	11%	(117)	19%	(199)	21%	(218)	32%	(335)	16%	(169)	1039
Ethnicity: Hispanic	18%	(22)	24%	(30)	20%	(25)	23%	(28)	15%	(19)	125
Ethnicity: Afr. Am.	21%	(36)	16%	(28)	24%	(41)	25%	(44)	14%	(25)	175
Ethnicity: Other	23%	(17)	20%	(15)	19%	(14)	25%	(18)	13%	(10)	73
Relig: Protestant	11%	(39)	17%	(62)	17%	(60)	39%	(139)	16%	(58)	359
Relig: Roman Catholic	14%	(42)	22%	(67)	22%	(66)	30%	(91)	13%	(38)	304
Relig: Something Else	12%	(12)	21%	(21)	15%	(14)	26%	(26)	25%	(25)	97
Relig: Evangelical	12%	(66)	20%	(105)	19%	(102)	34%	(179)	15%	(79)	532
Relig: Non-Evang. Catholics	12%	(27)	20%	(45)	17%	(39)	33%	(76)	18%	(42)	229
Relig: All Christian	12%	(93)	20%	(150)	19%	(141)	34%	(255)	16%	(121)	761
Relig: All Non-Christian	19%	(25)	23%	(30)	20%	(26)	24%	(32)	14%	(18)	133
Community: Urban	13%	(41)	24%	(73)	18%	(55)	29%	(89)	16%	(49)	307
Community: Suburban	14%	(92)	16%	(106)	23%	(152)	30%	(196)	16%	(102)	648
Community: Rural	11%	(37)	19%	(63)	20%	(66)	34%	(113)	16%	(53)	331
Employ: Private Sector	13%	(56)	22%	(95)	23%	(100)	28%	(119)	14%	(62)	431
Employ: Government	17%	(12)	14%	(10)	15%	(11)	29%	(20)	25%	(17)	70
Employ: Self-Employed	12%	(14)	22%	(26)	20%	(23)	33%	(39)	13%	(15)	117
Employ: Homemaker	17%	(14)	12%	(10)	18%	(15)	40%	(33)	14%	(12)	83
Employ: Retired	11%	(39)	16%	(57)	19%	(66)	37%	(128)	17%	(58)	347
Employ: Unemployed	13%	(13)	19%	(18)	31%	(30)	21%	(21)	16%	(16)	98
Employ: Other	16%	(15)	20%	(19)	17%	(17)	29%	(27)	18%	(17)	95
Military HH: Yes	11%	(27)	15%	(37)	23%	(58)	36%	(90)	14%	(35)	247
Military HH: No	14%	(143)	20%	(205)	21%	(215)	30%	(308)	16%	(169)	1040
RD/WT: Right Direction	15%	(74)	21%	(105)	20%	(101)	28%	(142)	17%	(85)	507
RD/WT: Wrong Track	12%	(96)	18%	(137)	22%	(172)	33%	(256)	15%	(118)	779

Continued on next page

Table SBR3_2: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Excited

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	13%	(170)	19%	(242)	21%	(273)	31%	(398)	16%	(203)	1286
Trump Job Approve	13%	(71)	20%	(111)	21%	(117)	30%	(165)	17%	(93)	557
Trump Job Disapprove	13%	(93)	18%	(122)	22%	(151)	33%	(228)	15%	(102)	696
Trump Job Strongly Approve	17%	(51)	19%	(56)	18%	(55)	29%	(86)	17%	(52)	300
Trump Job Somewhat Approve	8%	(21)	21%	(55)	24%	(62)	31%	(79)	16%	(40)	257
Trump Job Somewhat Disapprove	19%	(34)	21%	(38)	18%	(32)	29%	(51)	13%	(24)	179
Trump Job Strongly Disapprove	11%	(59)	16%	(84)	23%	(119)	34%	(176)	15%	(79)	517
#1 Issue: Economy	15%	(56)	21%	(77)	22%	(82)	27%	(99)	15%	(55)	369
#1 Issue: Security	14%	(39)	17%	(47)	21%	(59)	28%	(77)	20%	(55)	276
#1 Issue: Health Care	13%	(31)	22%	(51)	21%	(49)	32%	(73)	12%	(28)	232
#1 Issue: Medicare / Social Security	9%	(15)	19%	(33)	20%	(35)	41%	(70)	12%	(21)	173
#1 Issue: Women's Issues	15%	(8)	13%	(7)	28%	(15)	29%	(16)	15%	(8)	55
#1 Issue: Education	14%	(12)	9%	(8)	15%	(13)	32%	(27)	29%	(25)	85
#1 Issue: Other	11%	(6)	19%	(10)	22%	(13)	32%	(18)	15%	(9)	56
2018 House Vote: Democrat	12%	(65)	18%	(94)	23%	(123)	34%	(180)	13%	(72)	534
2018 House Vote: Republican	14%	(66)	19%	(90)	20%	(97)	31%	(147)	16%	(76)	476
2018 House Vote: Someone else	12%	(6)	17%	(9)	26%	(13)	26%	(13)	20%	(10)	52
2018 House Vote: Didnt Vote	15%	(33)	22%	(48)	18%	(40)	26%	(57)	20%	(45)	223
2016 Vote: Hillary Clinton	14%	(67)	17%	(79)	22%	(103)	33%	(154)	14%	(63)	467
2016 Vote: Donald Trump	11%	(50)	20%	(91)	20%	(94)	31%	(144)	18%	(83)	463
2016 Vote: Someone else	9%	(9)	17%	(16)	20%	(19)	36%	(34)	18%	(18)	97
2016 Vote: Didnt Vote	17%	(43)	21%	(56)	22%	(57)	25%	(64)	15%	(40)	260
Voted in 2014: Yes	12%	(114)	18%	(172)	22%	(203)	32%	(303)	16%	(146)	937
Voted in 2014: No	16%	(57)	20%	(70)	20%	(70)	27%	(95)	16%	(57)	349
2012 Vote: Barack Obama	12%	(71)	19%	(113)	22%	(129)	31%	(179)	15%	(87)	579
2012 Vote: Mitt Romney	12%	(41)	16%	(58)	21%	(73)	34%	(121)	17%	(61)	355
2012 Vote: Didn't Vote	17%	(53)	22%	(67)	20%	(60)	26%	(78)	15%	(47)	305

Continued on next page

Table SBR3_2: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Excited

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	13%	(170)	19%	(242)	21%	(273)	31%	(398)	16%	(203)	1286
4-Region: Northeast	16%	(42)	22%	(56)	18%	(45)	29%	(75)	15%	(39)	258
4-Region: Midwest	13%	(38)	17%	(51)	21%	(61)	30%	(88)	19%	(56)	293
4-Region: South	15%	(69)	18%	(82)	20%	(95)	31%	(147)	16%	(75)	468
4-Region: West	8%	(21)	20%	(53)	27%	(72)	33%	(88)	13%	(34)	267

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

Table SBR3_3: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
 Happy

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	14%	(185)	20%	(262)	21%	(270)	28%	(356)	16%	(212)	1286
Gender: Male	13%	(87)	23%	(157)	22%	(144)	28%	(190)	14%	(92)	669
Gender: Female	16%	(99)	17%	(106)	20%	(126)	27%	(166)	20%	(121)	617
Age: 18-29	16%	(31)	21%	(41)	22%	(44)	23%	(45)	18%	(35)	197
Age: 30-44	18%	(54)	23%	(67)	21%	(61)	25%	(73)	14%	(41)	297
Age: 45-54	14%	(34)	16%	(38)	18%	(43)	35%	(83)	16%	(39)	237
Age: 55-64	14%	(35)	19%	(48)	18%	(45)	31%	(76)	17%	(42)	246
Age: 65+	10%	(31)	22%	(68)	25%	(76)	25%	(78)	18%	(56)	309
Generation Z: 18-21	15%	(10)	27%	(18)	18%	(12)	20%	(13)	20%	(13)	66
Millennial: Age 22-37	17%	(52)	22%	(68)	22%	(67)	24%	(75)	16%	(48)	309
Generation X: Age 38-53	16%	(54)	17%	(55)	20%	(67)	32%	(104)	14%	(47)	328
Boomers: Age 54-72	12%	(61)	21%	(107)	19%	(94)	29%	(146)	19%	(94)	501
PID: Dem (no lean)	15%	(66)	20%	(90)	21%	(94)	29%	(131)	16%	(70)	450
PID: Ind (no lean)	16%	(65)	21%	(83)	21%	(83)	27%	(110)	15%	(61)	402
PID: Rep (no lean)	13%	(55)	21%	(90)	21%	(93)	26%	(115)	19%	(81)	434
PID/Gender: Dem Men	13%	(28)	24%	(52)	21%	(45)	28%	(60)	14%	(30)	214
PID/Gender: Dem Women	16%	(38)	16%	(38)	21%	(49)	30%	(71)	17%	(40)	236
PID/Gender: Ind Men	14%	(32)	22%	(50)	23%	(51)	29%	(64)	11%	(26)	224
PID/Gender: Ind Women	18%	(33)	18%	(33)	18%	(32)	26%	(46)	20%	(35)	178
PID/Gender: Rep Men	11%	(26)	24%	(55)	21%	(47)	29%	(66)	16%	(36)	231
PID/Gender: Rep Women	14%	(28)	17%	(35)	22%	(45)	24%	(49)	22%	(45)	203
Ideo: Liberal (1-3)	13%	(54)	19%	(80)	22%	(90)	31%	(127)	15%	(62)	413
Ideo: Moderate (4)	16%	(47)	22%	(63)	22%	(62)	26%	(74)	15%	(44)	290
Ideo: Conservative (5-7)	13%	(60)	21%	(99)	22%	(104)	27%	(130)	18%	(85)	477
Educ: < College	17%	(123)	21%	(157)	20%	(144)	26%	(195)	16%	(117)	735
Educ: Bachelors degree	12%	(43)	18%	(65)	23%	(81)	28%	(99)	19%	(68)	357
Educ: Post-grad	10%	(19)	21%	(41)	23%	(45)	32%	(62)	14%	(28)	195

Continued on next page

Table SBR3_3: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Happy

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	14%	(185)	20%	(262)	21%	(270)	28%	(356)	16%	(212)	1286
Income: Under 50k	16%	(101)	20%	(127)	22%	(140)	26%	(168)	17%	(106)	641
Income: 50k-100k	14%	(65)	20%	(92)	20%	(91)	29%	(133)	17%	(78)	458
Income: 100k+	10%	(20)	23%	(43)	21%	(40)	30%	(56)	15%	(29)	187
Ethnicity: White	13%	(139)	21%	(213)	21%	(222)	28%	(287)	17%	(176)	1039
Ethnicity: Hispanic	12%	(15)	25%	(31)	26%	(32)	21%	(26)	17%	(21)	125
Ethnicity: Afr. Am.	18%	(32)	20%	(35)	18%	(31)	29%	(50)	15%	(27)	175
Ethnicity: Other	19%	(14)	20%	(15)	23%	(17)	26%	(19)	13%	(9)	73
Relig: Protestant	13%	(47)	21%	(74)	16%	(59)	34%	(123)	16%	(56)	359
Relig: Roman Catholic	16%	(49)	21%	(65)	23%	(69)	26%	(79)	14%	(42)	304
Relig: Something Else	14%	(13)	19%	(18)	22%	(21)	25%	(25)	20%	(20)	97
Relig: Evangelical	15%	(79)	21%	(112)	20%	(105)	31%	(162)	14%	(74)	532
Relig: Non-Evang. Catholics	13%	(31)	20%	(45)	19%	(44)	28%	(65)	19%	(44)	229
Relig: All Christian	14%	(109)	21%	(157)	20%	(149)	30%	(227)	15%	(118)	761
Relig: All Non-Christian	14%	(19)	24%	(32)	23%	(30)	20%	(26)	19%	(25)	133
Community: Urban	16%	(49)	22%	(69)	20%	(63)	27%	(82)	14%	(44)	307
Community: Suburban	15%	(98)	19%	(122)	20%	(133)	29%	(186)	17%	(110)	648
Community: Rural	12%	(38)	22%	(71)	22%	(74)	27%	(89)	18%	(58)	331
Employ: Private Sector	14%	(62)	24%	(103)	20%	(86)	28%	(119)	14%	(61)	431
Employ: Government	11%	(8)	21%	(15)	19%	(13)	24%	(17)	25%	(17)	70
Employ: Self-Employed	15%	(17)	23%	(27)	18%	(21)	33%	(39)	11%	(13)	117
Employ: Homemaker	14%	(12)	13%	(11)	20%	(17)	34%	(29)	18%	(15)	83
Employ: Retired	11%	(39)	20%	(68)	24%	(83)	26%	(91)	19%	(66)	347
Employ: Unemployed	20%	(19)	18%	(18)	23%	(22)	25%	(24)	14%	(14)	98
Employ: Other	19%	(18)	16%	(15)	14%	(14)	30%	(29)	20%	(19)	95
Military HH: Yes	11%	(26)	17%	(42)	24%	(59)	32%	(80)	16%	(40)	247
Military HH: No	15%	(159)	21%	(221)	20%	(211)	27%	(276)	17%	(172)	1040
RD/WT: Right Direction	15%	(75)	24%	(122)	21%	(107)	23%	(118)	17%	(85)	507
RD/WT: Wrong Track	14%	(110)	18%	(141)	21%	(163)	31%	(238)	16%	(127)	779

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Table SBR3_3: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Happy

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	14%	(185)	20%	(262)	21%	(270)	28%	(356)	16%	(212)	1286
Trump Job Approve	14%	(77)	22%	(120)	22%	(125)	25%	(137)	18%	(98)	557
Trump Job Disapprove	15%	(101)	19%	(133)	20%	(140)	31%	(216)	15%	(106)	696
Trump Job Strongly Approve	16%	(47)	23%	(68)	21%	(63)	22%	(67)	18%	(55)	300
Trump Job Somewhat Approve	11%	(30)	20%	(53)	24%	(62)	27%	(70)	17%	(43)	257
Trump Job Somewhat Disapprove	20%	(36)	20%	(35)	22%	(40)	27%	(48)	11%	(20)	179
Trump Job Strongly Disapprove	13%	(65)	19%	(98)	19%	(100)	32%	(167)	17%	(87)	517
#1 Issue: Economy	15%	(55)	22%	(81)	22%	(82)	26%	(97)	15%	(55)	369
#1 Issue: Security	15%	(41)	20%	(55)	21%	(58)	25%	(68)	20%	(55)	276
#1 Issue: Health Care	18%	(41)	20%	(47)	17%	(40)	31%	(72)	14%	(32)	232
#1 Issue: Medicare / Social Security	10%	(17)	21%	(36)	26%	(45)	29%	(50)	15%	(26)	173
#1 Issue: Women's Issues	18%	(10)	17%	(9)	26%	(14)	22%	(12)	16%	(9)	55
#1 Issue: Education	12%	(10)	13%	(11)	17%	(15)	33%	(28)	25%	(21)	85
#1 Issue: Other	13%	(7)	25%	(14)	17%	(10)	27%	(15)	17%	(10)	56
2018 House Vote: Democrat	13%	(71)	19%	(104)	21%	(113)	31%	(163)	16%	(83)	534
2018 House Vote: Republican	15%	(70)	20%	(94)	22%	(104)	27%	(128)	17%	(80)	476
2018 House Vote: Someone else	10%	(5)	32%	(16)	21%	(11)	19%	(10)	19%	(10)	52
2018 House Vote: Didnt Vote	18%	(39)	21%	(48)	19%	(42)	25%	(55)	17%	(39)	223
2016 Vote: Hillary Clinton	15%	(72)	17%	(82)	21%	(99)	29%	(138)	16%	(77)	467
2016 Vote: Donald Trump	13%	(58)	23%	(105)	22%	(100)	26%	(122)	17%	(77)	463
2016 Vote: Someone else	12%	(12)	15%	(15)	16%	(15)	39%	(37)	18%	(17)	97
2016 Vote: Didnt Vote	17%	(43)	24%	(61)	21%	(55)	23%	(59)	16%	(41)	260
Voted in 2014: Yes	14%	(127)	20%	(188)	22%	(202)	28%	(266)	17%	(156)	937
Voted in 2014: No	17%	(59)	21%	(75)	20%	(68)	26%	(91)	16%	(57)	349
2012 Vote: Barack Obama	13%	(78)	22%	(126)	20%	(115)	29%	(168)	16%	(93)	579
2012 Vote: Mitt Romney	12%	(44)	19%	(69)	22%	(78)	29%	(102)	18%	(62)	355
2012 Vote: Didn't Vote	19%	(58)	20%	(61)	21%	(64)	25%	(75)	15%	(47)	305

Continued on next page

Table SBR3_3: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Happy

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	14%	(185)	20%	(262)	21%	(270)	28%	(356)	16%	(212)	1286
4-Region: Northeast	20%	(53)	21%	(54)	20%	(52)	23%	(59)	16%	(40)	258
4-Region: Midwest	13%	(39)	22%	(63)	19%	(55)	27%	(80)	19%	(57)	293
4-Region: South	16%	(74)	20%	(94)	20%	(95)	27%	(128)	17%	(77)	468
4-Region: West	8%	(21)	19%	(52)	26%	(68)	33%	(89)	14%	(37)	267

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

Table SBR3_4: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Sad

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	12%	(154)	13%	(168)	18%	(230)	32%	(417)	25%	(317)	1286
Gender: Male	12%	(81)	15%	(100)	20%	(133)	31%	(206)	22%	(149)	669
Gender: Female	12%	(73)	11%	(68)	16%	(97)	34%	(211)	27%	(169)	617
Age: 18-29	11%	(22)	17%	(33)	13%	(26)	31%	(60)	28%	(55)	197
Age: 30-44	10%	(31)	11%	(32)	20%	(59)	36%	(106)	23%	(70)	297
Age: 45-54	14%	(34)	17%	(40)	13%	(30)	29%	(69)	27%	(65)	237
Age: 55-64	10%	(25)	10%	(25)	19%	(48)	39%	(96)	21%	(52)	246
Age: 65+	14%	(43)	12%	(38)	22%	(67)	28%	(86)	24%	(75)	309
Generation Z: 18-21	12%	(8)	16%	(11)	19%	(12)	25%	(16)	28%	(19)	66
Millennial: Age 22-37	10%	(32)	13%	(41)	14%	(43)	35%	(107)	28%	(85)	309
Generation X: Age 38-53	11%	(36)	15%	(50)	18%	(58)	32%	(106)	24%	(78)	328
Boomers: Age 54-72	13%	(66)	12%	(59)	20%	(101)	33%	(166)	22%	(110)	501
PID: Dem (no lean)	12%	(53)	14%	(64)	17%	(76)	35%	(157)	23%	(102)	450
PID: Ind (no lean)	12%	(47)	12%	(47)	19%	(77)	30%	(119)	28%	(112)	402
PID: Rep (no lean)	13%	(55)	13%	(57)	18%	(77)	33%	(141)	24%	(103)	434
PID/Gender: Dem Men	13%	(28)	17%	(37)	20%	(44)	31%	(66)	18%	(39)	214
PID/Gender: Dem Women	10%	(24)	11%	(27)	14%	(32)	38%	(90)	27%	(63)	236
PID/Gender: Ind Men	10%	(22)	13%	(29)	21%	(48)	31%	(70)	24%	(55)	224
PID/Gender: Ind Women	14%	(24)	10%	(18)	16%	(29)	28%	(49)	32%	(58)	178
PID/Gender: Rep Men	13%	(30)	15%	(34)	18%	(42)	30%	(70)	24%	(55)	231
PID/Gender: Rep Women	12%	(24)	11%	(23)	18%	(36)	35%	(72)	24%	(48)	203
Ideo: Liberal (1-3)	12%	(48)	14%	(58)	18%	(74)	31%	(129)	25%	(104)	413
Ideo: Moderate (4)	9%	(26)	13%	(38)	20%	(59)	37%	(107)	21%	(61)	290
Ideo: Conservative (5-7)	13%	(61)	14%	(66)	16%	(76)	32%	(154)	25%	(121)	477
Educ: < College	13%	(96)	13%	(98)	16%	(116)	31%	(230)	26%	(194)	735
Educ: Bachelors degree	8%	(30)	14%	(51)	19%	(69)	35%	(125)	23%	(82)	357
Educ: Post-grad	14%	(28)	10%	(19)	23%	(45)	32%	(62)	21%	(41)	195

Continued on next page

Table SBR3_4: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Sad

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	12%	(154)	13%	(168)	18%	(230)	32%	(417)	25%	(317)	1286
Income: Under 50k	13%	(83)	13%	(86)	15%	(95)	32%	(204)	27%	(172)	641
Income: 50k-100k	11%	(50)	14%	(63)	19%	(85)	34%	(156)	23%	(104)	458
Income: 100k+	11%	(21)	10%	(19)	26%	(49)	31%	(57)	22%	(41)	187
Ethnicity: White	12%	(122)	13%	(136)	18%	(188)	32%	(333)	25%	(259)	1039
Ethnicity: Hispanic	8%	(10)	19%	(24)	23%	(29)	26%	(32)	23%	(29)	125
Ethnicity: Afr. Am.	13%	(22)	14%	(25)	14%	(24)	35%	(61)	24%	(42)	175
Ethnicity: Other	13%	(10)	10%	(7)	24%	(18)	31%	(23)	22%	(16)	73
Relig: Protestant	13%	(46)	13%	(48)	18%	(66)	33%	(120)	22%	(80)	359
Relig: Roman Catholic	10%	(30)	15%	(46)	21%	(64)	32%	(98)	22%	(66)	304
Relig: Something Else	16%	(15)	15%	(14)	13%	(13)	28%	(27)	28%	(27)	97
Relig: Evangelical	12%	(64)	14%	(73)	16%	(87)	35%	(185)	23%	(122)	532
Relig: Non-Evang. Catholics	12%	(28)	16%	(36)	24%	(55)	26%	(60)	22%	(51)	229
Relig: All Christian	12%	(92)	14%	(109)	19%	(143)	32%	(245)	23%	(173)	761
Relig: All Non-Christian	12%	(15)	13%	(18)	15%	(20)	36%	(48)	23%	(31)	133
Community: Urban	14%	(43)	14%	(42)	18%	(54)	34%	(106)	20%	(62)	307
Community: Suburban	12%	(76)	12%	(81)	20%	(128)	31%	(204)	25%	(160)	648
Community: Rural	11%	(35)	14%	(45)	14%	(48)	33%	(108)	29%	(95)	331
Employ: Private Sector	12%	(52)	13%	(55)	16%	(70)	35%	(151)	24%	(103)	431
Employ: Government	14%	(10)	11%	(8)	19%	(14)	28%	(20)	26%	(19)	70
Employ: Self-Employed	13%	(15)	14%	(16)	20%	(23)	34%	(40)	19%	(22)	117
Employ: Homemaker	8%	(7)	20%	(17)	22%	(18)	29%	(24)	21%	(17)	83
Employ: Retired	12%	(42)	12%	(43)	21%	(71)	30%	(105)	25%	(86)	347
Employ: Unemployed	5%	(5)	12%	(12)	13%	(13)	36%	(35)	34%	(33)	98
Employ: Other	18%	(17)	12%	(12)	12%	(12)	28%	(27)	29%	(27)	95
Military HH: Yes	12%	(31)	15%	(37)	18%	(45)	31%	(77)	23%	(56)	247
Military HH: No	12%	(123)	13%	(131)	18%	(184)	33%	(340)	25%	(261)	1040
RD/WT: Right Direction	12%	(63)	12%	(63)	18%	(93)	32%	(162)	25%	(126)	507
RD/WT: Wrong Track	12%	(91)	13%	(105)	18%	(137)	33%	(255)	25%	(191)	779

Continued on next page

Table SBR3_4: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Sad

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	12%	(154)	13%	(168)	18%	(230)	32%	(417)	25%	(317)	1286
Trump Job Approve	11%	(63)	14%	(78)	18%	(99)	31%	(170)	26%	(148)	557
Trump Job Disapprove	13%	(87)	13%	(89)	18%	(129)	34%	(240)	22%	(152)	696
Trump Job Strongly Approve	12%	(35)	16%	(47)	16%	(48)	29%	(86)	28%	(83)	300
Trump Job Somewhat Approve	11%	(27)	12%	(31)	20%	(50)	33%	(84)	25%	(64)	257
Trump Job Somewhat Disapprove	15%	(27)	14%	(24)	22%	(40)	31%	(56)	18%	(32)	179
Trump Job Strongly Disapprove	12%	(61)	12%	(64)	17%	(89)	35%	(183)	23%	(120)	517
#1 Issue: Economy	12%	(46)	11%	(41)	17%	(64)	35%	(128)	24%	(89)	369
#1 Issue: Security	12%	(32)	16%	(44)	15%	(42)	32%	(87)	26%	(71)	276
#1 Issue: Health Care	11%	(25)	15%	(34)	22%	(52)	30%	(69)	22%	(51)	232
#1 Issue: Medicare / Social Security	15%	(26)	13%	(22)	16%	(28)	29%	(51)	27%	(46)	173
#1 Issue: Women's Issues	11%	(6)	10%	(5)	21%	(11)	29%	(16)	29%	(16)	55
#1 Issue: Education	11%	(10)	13%	(11)	20%	(17)	32%	(27)	24%	(21)	85
#1 Issue: Other	9%	(5)	10%	(5)	12%	(7)	39%	(22)	30%	(17)	56
2018 House Vote: Democrat	13%	(67)	14%	(77)	18%	(96)	35%	(188)	20%	(106)	534
2018 House Vote: Republican	12%	(55)	14%	(67)	17%	(80)	32%	(151)	26%	(123)	476
2018 House Vote: Someone else	10%	(5)	8%	(4)	25%	(13)	26%	(14)	31%	(16)	52
2018 House Vote: Didnt Vote	12%	(26)	9%	(20)	18%	(41)	29%	(64)	32%	(71)	223
2016 Vote: Hillary Clinton	14%	(64)	14%	(67)	19%	(88)	32%	(150)	21%	(98)	467
2016 Vote: Donald Trump	12%	(57)	13%	(61)	16%	(76)	33%	(151)	25%	(117)	463
2016 Vote: Someone else	6%	(6)	8%	(8)	23%	(23)	36%	(35)	26%	(25)	97
2016 Vote: Didnt Vote	10%	(27)	12%	(32)	17%	(43)	31%	(81)	29%	(77)	260
Voted in 2014: Yes	13%	(119)	14%	(130)	18%	(167)	32%	(301)	24%	(220)	937
Voted in 2014: No	10%	(35)	11%	(38)	18%	(63)	33%	(117)	28%	(97)	349
2012 Vote: Barack Obama	11%	(63)	15%	(84)	18%	(104)	34%	(197)	22%	(130)	579
2012 Vote: Mitt Romney	13%	(47)	14%	(49)	19%	(68)	30%	(105)	24%	(86)	355
2012 Vote: Didn't Vote	12%	(36)	10%	(29)	16%	(47)	34%	(102)	29%	(89)	305

Continued on next page

Table SBR3_4: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Sad

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	12%	(154)	13%	(168)	18%	(230)	32%	(417)	25%	(317)	1286
4-Region: Northeast	10%	(27)	11%	(29)	16%	(41)	38%	(98)	24%	(63)	258
4-Region: Midwest	10%	(31)	13%	(38)	17%	(49)	36%	(105)	24%	(70)	293
4-Region: South	14%	(66)	11%	(51)	16%	(76)	33%	(154)	26%	(121)	468
4-Region: West	12%	(31)	19%	(50)	24%	(63)	22%	(59)	24%	(64)	267

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

Table SBR3_5: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Indifferent

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	21%	(269)	26%	(329)	21%	(267)	16%	(210)	16%	(212)	1286
Gender: Male	16%	(109)	26%	(177)	25%	(170)	16%	(105)	16%	(108)	669
Gender: Female	26%	(159)	25%	(152)	16%	(97)	17%	(105)	17%	(104)	617
Age: 18-29	21%	(41)	28%	(55)	17%	(34)	14%	(28)	19%	(38)	197
Age: 30-44	26%	(79)	21%	(63)	19%	(56)	16%	(49)	17%	(50)	297
Age: 45-54	17%	(41)	26%	(61)	24%	(58)	16%	(38)	17%	(40)	237
Age: 55-64	25%	(60)	21%	(52)	21%	(53)	16%	(39)	17%	(42)	246
Age: 65+	15%	(47)	31%	(97)	22%	(66)	18%	(56)	14%	(42)	309
Generation Z: 18-21	26%	(17)	21%	(14)	20%	(13)	13%	(8)	20%	(13)	66
Millennial: Age 22-37	24%	(75)	25%	(76)	19%	(59)	15%	(45)	17%	(54)	309
Generation X: Age 38-53	19%	(64)	25%	(81)	21%	(69)	17%	(57)	17%	(57)	328
Boomers: Age 54-72	20%	(102)	26%	(131)	20%	(102)	18%	(89)	15%	(77)	501
PID: Dem (no lean)	18%	(79)	27%	(122)	23%	(104)	19%	(84)	14%	(61)	450
PID: Ind (no lean)	25%	(99)	24%	(98)	19%	(77)	14%	(56)	18%	(72)	402
PID: Rep (no lean)	21%	(90)	25%	(108)	20%	(87)	16%	(70)	18%	(79)	434
PID/Gender: Dem Men	14%	(29)	25%	(54)	29%	(61)	17%	(36)	16%	(34)	214
PID/Gender: Dem Women	21%	(50)	29%	(68)	18%	(42)	20%	(48)	12%	(28)	236
PID/Gender: Ind Men	20%	(44)	26%	(59)	25%	(57)	15%	(35)	13%	(29)	224
PID/Gender: Ind Women	31%	(56)	22%	(39)	11%	(20)	12%	(21)	24%	(43)	178
PID/Gender: Rep Men	16%	(36)	28%	(64)	23%	(52)	15%	(34)	20%	(45)	231
PID/Gender: Rep Women	26%	(53)	22%	(44)	17%	(35)	18%	(36)	17%	(34)	203
Ideo: Liberal (1-3)	23%	(95)	28%	(114)	22%	(92)	16%	(66)	11%	(45)	413
Ideo: Moderate (4)	16%	(47)	28%	(81)	22%	(63)	18%	(51)	16%	(47)	290
Ideo: Conservative (5-7)	22%	(103)	25%	(121)	20%	(96)	16%	(77)	17%	(81)	477
Educ: < College	20%	(144)	25%	(183)	19%	(138)	17%	(128)	19%	(141)	735
Educ: Bachelors degree	22%	(80)	25%	(90)	24%	(84)	15%	(52)	14%	(51)	357
Educ: Post-grad	23%	(45)	29%	(56)	23%	(45)	15%	(30)	10%	(20)	195

Continued on next page

Table SBR3_5: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Indifferent

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	21%	(269)	26%	(329)	21%	(267)	16%	(210)	16%	(212)	1286
Income: Under 50k	20%	(130)	23%	(150)	21%	(135)	17%	(108)	18%	(118)	641
Income: 50k-100k	21%	(95)	28%	(126)	20%	(90)	17%	(77)	15%	(70)	458
Income: 100k+	23%	(43)	28%	(52)	23%	(42)	14%	(25)	13%	(24)	187
Ethnicity: White	22%	(224)	27%	(276)	20%	(208)	16%	(164)	16%	(166)	1039
Ethnicity: Hispanic	11%	(14)	28%	(35)	28%	(35)	18%	(22)	16%	(19)	125
Ethnicity: Afr. Am.	19%	(33)	21%	(38)	23%	(40)	17%	(30)	20%	(34)	175
Ethnicity: Other	16%	(11)	20%	(15)	26%	(19)	22%	(16)	16%	(12)	73
Relig: Protestant	22%	(78)	28%	(99)	21%	(74)	16%	(56)	14%	(52)	359
Relig: Roman Catholic	20%	(60)	28%	(86)	21%	(65)	17%	(53)	13%	(40)	304
Relig: Something Else	23%	(22)	24%	(23)	17%	(16)	19%	(18)	18%	(17)	97
Relig: Evangelical	21%	(112)	28%	(149)	21%	(109)	17%	(88)	14%	(73)	532
Relig: Non-Evang. Catholics	21%	(47)	26%	(59)	20%	(46)	17%	(40)	16%	(36)	229
Relig: All Christian	21%	(160)	27%	(208)	20%	(156)	17%	(128)	14%	(110)	761
Relig: All Non-Christian	24%	(32)	17%	(23)	21%	(28)	20%	(26)	18%	(24)	133
Community: Urban	22%	(68)	21%	(64)	24%	(73)	16%	(48)	18%	(54)	307
Community: Suburban	20%	(130)	28%	(180)	20%	(128)	17%	(108)	16%	(102)	648
Community: Rural	21%	(71)	25%	(84)	20%	(65)	16%	(54)	17%	(57)	331
Employ: Private Sector	21%	(90)	26%	(110)	22%	(96)	17%	(74)	14%	(61)	431
Employ: Government	23%	(16)	23%	(16)	18%	(13)	19%	(13)	16%	(11)	70
Employ: Self-Employed	20%	(23)	19%	(23)	30%	(36)	17%	(20)	14%	(16)	117
Employ: Homemaker	28%	(23)	29%	(24)	16%	(13)	10%	(8)	17%	(14)	83
Employ: Retired	18%	(62)	30%	(102)	21%	(73)	17%	(59)	14%	(50)	347
Employ: Unemployed	20%	(19)	22%	(21)	16%	(16)	13%	(13)	29%	(28)	98
Employ: Other	24%	(23)	22%	(20)	15%	(15)	16%	(15)	23%	(22)	95
Military HH: Yes	19%	(47)	25%	(61)	25%	(62)	18%	(45)	13%	(32)	247
Military HH: No	21%	(221)	26%	(268)	20%	(205)	16%	(165)	17%	(180)	1040
RD/WT: Right Direction	20%	(102)	24%	(124)	23%	(114)	16%	(79)	17%	(88)	507
RD/WT: Wrong Track	21%	(167)	26%	(205)	20%	(153)	17%	(131)	16%	(124)	779

Continued on next page

Table SBR3_5: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Indifferent

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	21%	(269)	26%	(329)	21%	(267)	16%	(210)	16%	(212)	1286
Trump Job Approve	21%	(119)	26%	(146)	20%	(109)	14%	(78)	19%	(105)	557
Trump Job Disapprove	21%	(143)	25%	(174)	23%	(157)	19%	(129)	13%	(92)	696
Trump Job Strongly Approve	23%	(68)	25%	(74)	17%	(51)	16%	(47)	20%	(61)	300
Trump Job Somewhat Approve	20%	(51)	28%	(72)	23%	(58)	12%	(31)	17%	(45)	257
Trump Job Somewhat Disapprove	19%	(34)	25%	(45)	28%	(51)	18%	(33)	9%	(17)	179
Trump Job Strongly Disapprove	21%	(109)	25%	(130)	21%	(107)	19%	(96)	15%	(76)	517
#1 Issue: Economy	22%	(79)	24%	(87)	22%	(80)	17%	(62)	16%	(61)	369
#1 Issue: Security	18%	(48)	26%	(71)	23%	(63)	18%	(50)	16%	(44)	276
#1 Issue: Health Care	21%	(48)	27%	(63)	20%	(46)	17%	(39)	15%	(36)	232
#1 Issue: Medicare / Social Security	16%	(28)	27%	(47)	20%	(35)	17%	(29)	20%	(35)	173
#1 Issue: Women's Issues	23%	(13)	25%	(14)	16%	(9)	18%	(10)	18%	(10)	55
#1 Issue: Education	27%	(23)	26%	(23)	20%	(17)	7%	(6)	19%	(16)	85
#1 Issue: Other	27%	(15)	33%	(19)	17%	(9)	8%	(4)	15%	(8)	56
2018 House Vote: Democrat	21%	(110)	25%	(132)	25%	(131)	17%	(92)	13%	(68)	534
2018 House Vote: Republican	20%	(95)	27%	(130)	18%	(87)	17%	(82)	17%	(82)	476
2018 House Vote: Someone else	29%	(15)	22%	(11)	16%	(9)	12%	(6)	21%	(11)	52
2018 House Vote: Didnt Vote	22%	(48)	24%	(54)	18%	(41)	13%	(29)	23%	(51)	223
2016 Vote: Hillary Clinton	22%	(102)	24%	(112)	25%	(117)	15%	(70)	14%	(65)	467
2016 Vote: Donald Trump	19%	(88)	25%	(118)	21%	(95)	18%	(82)	17%	(80)	463
2016 Vote: Someone else	23%	(22)	38%	(36)	14%	(14)	9%	(9)	16%	(16)	97
2016 Vote: Didnt Vote	22%	(56)	24%	(62)	16%	(41)	19%	(49)	20%	(51)	260
Voted in 2014: Yes	21%	(198)	25%	(238)	21%	(193)	17%	(163)	15%	(144)	937
Voted in 2014: No	20%	(71)	26%	(90)	21%	(74)	13%	(47)	19%	(68)	349
2012 Vote: Barack Obama	20%	(116)	25%	(145)	24%	(138)	16%	(93)	15%	(86)	579
2012 Vote: Mitt Romney	20%	(70)	29%	(102)	19%	(69)	17%	(59)	16%	(55)	355
2012 Vote: Didn't Vote	22%	(69)	23%	(69)	18%	(54)	17%	(51)	20%	(62)	305

Continued on next page

Table SBR3_5: How well do each of the following emotions describe how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?
Indifferent

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	21%	(269)	26%	(329)	21%	(267)	16%	(210)	16%	(212)	1286
4-Region: Northeast	16%	(42)	27%	(68)	20%	(51)	19%	(48)	19%	(48)	258
4-Region: Midwest	20%	(60)	26%	(75)	26%	(75)	13%	(39)	15%	(44)	293
4-Region: South	25%	(117)	25%	(118)	16%	(77)	17%	(81)	16%	(75)	468
4-Region: West	18%	(49)	25%	(67)	24%	(64)	15%	(41)	17%	(46)	267

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

Table SBR4: *And which of the following best describes how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?*

Demographic	Bored		Excited		Happy		Sad		Indifferent		Don't know / No opinion		Total N
Adults	37%	(470)	12%	(153)	14%	(175)	6%	(82)	28%	(360)	4%	(47)	1286
Gender: Male	35%	(235)	13%	(90)	16%	(105)	6%	(43)	27%	(179)	3%	(17)	669
Gender: Female	38%	(234)	10%	(63)	11%	(70)	6%	(39)	29%	(181)	5%	(29)	617
Age: 18-29	35%	(70)	16%	(31)	11%	(22)	7%	(14)	26%	(51)	5%	(9)	197
Age: 30-44	41%	(121)	14%	(40)	12%	(36)	4%	(11)	25%	(76)	5%	(14)	297
Age: 45-54	38%	(91)	10%	(23)	14%	(32)	5%	(12)	28%	(67)	5%	(12)	237
Age: 55-64	33%	(80)	10%	(23)	17%	(42)	6%	(15)	32%	(80)	2%	(5)	246
Age: 65+	35%	(108)	11%	(35)	14%	(43)	10%	(30)	28%	(87)	2%	(6)	309
Generation Z: 18-21	36%	(24)	17%	(11)	13%	(9)	8%	(5)	24%	(16)	2%	(2)	66
Millennial: Age 22-37	35%	(109)	14%	(44)	13%	(39)	4%	(13)	28%	(87)	5%	(17)	309
Generation X: Age 38-53	43%	(142)	11%	(35)	11%	(38)	5%	(15)	25%	(83)	4%	(14)	328
Boomers: Age 54-72	35%	(173)	10%	(52)	15%	(77)	8%	(39)	30%	(148)	2%	(10)	501
PID: Dem (no lean)	41%	(184)	15%	(66)	12%	(52)	7%	(32)	23%	(105)	3%	(12)	450
PID: Ind (no lean)	34%	(135)	11%	(42)	13%	(52)	6%	(23)	31%	(126)	6%	(23)	402
PID: Rep (no lean)	35%	(151)	10%	(45)	16%	(71)	6%	(27)	30%	(129)	3%	(12)	434
PID/Gender: Dem Men	41%	(88)	17%	(37)	13%	(28)	8%	(17)	18%	(40)	2%	(5)	214
PID/Gender: Dem Women	41%	(96)	12%	(29)	10%	(24)	6%	(15)	28%	(65)	3%	(7)	236
PID/Gender: Ind Men	32%	(71)	10%	(23)	16%	(37)	6%	(12)	34%	(75)	2%	(5)	224
PID/Gender: Ind Women	36%	(65)	11%	(19)	9%	(15)	6%	(11)	28%	(51)	10%	(18)	178
PID/Gender: Rep Men	33%	(77)	13%	(30)	17%	(40)	6%	(13)	28%	(64)	3%	(7)	231
PID/Gender: Rep Women	36%	(74)	7%	(15)	15%	(31)	7%	(14)	32%	(66)	2%	(4)	203
Ideo: Liberal (1-3)	41%	(169)	14%	(56)	11%	(47)	6%	(23)	27%	(113)	1%	(5)	413
Ideo: Moderate (4)	33%	(95)	12%	(35)	14%	(40)	6%	(17)	32%	(94)	3%	(9)	290
Ideo: Conservative (5-7)	35%	(167)	10%	(49)	15%	(74)	7%	(33)	29%	(138)	3%	(15)	477
Educ: < College	36%	(266)	13%	(95)	15%	(108)	7%	(50)	24%	(179)	5%	(37)	735
Educ: Bachelors degree	38%	(134)	11%	(38)	12%	(42)	5%	(19)	33%	(118)	1%	(5)	357
Educ: Post-grad	36%	(70)	10%	(20)	13%	(25)	7%	(13)	32%	(63)	2%	(4)	195

Continued on next page

Table SBR4: And which of the following best describes how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?

Demographic	Bored		Excited		Happy		Sad		Indifferent		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	37%	(470)	12%	(153)	14%	(175)	6%	(82)	28%	(360)	4%	(47)	1286
Income: Under 50k	38%	(246)	13%	(86)	14%	(88)	7%	(45)	23%	(144)	5%	(32)	641
Income: 50k-100k	34%	(158)	12%	(54)	12%	(57)	6%	(25)	34%	(154)	2%	(10)	458
Income: 100k+	36%	(67)	7%	(13)	16%	(30)	6%	(12)	33%	(62)	3%	(5)	187
Ethnicity: White	37%	(382)	10%	(100)	15%	(151)	6%	(67)	29%	(303)	3%	(36)	1039
Ethnicity: Hispanic	37%	(46)	21%	(27)	12%	(15)	1%	(2)	25%	(32)	3%	(4)	125
Ethnicity: Afr. Am.	39%	(67)	20%	(35)	9%	(16)	7%	(13)	20%	(34)	5%	(9)	175
Ethnicity: Other	29%	(21)	24%	(17)	10%	(8)	3%	(2)	31%	(23)	3%	(2)	73
Relig: Protestant	35%	(125)	11%	(41)	12%	(43)	9%	(33)	32%	(115)	1%	(3)	359
Relig: Roman Catholic	37%	(111)	12%	(37)	18%	(55)	4%	(12)	25%	(77)	4%	(12)	304
Relig: Something Else	36%	(35)	6%	(6)	15%	(14)	9%	(9)	25%	(25)	9%	(9)	97
Relig: Evangelical	36%	(191)	9%	(49)	16%	(83)	7%	(36)	29%	(152)	4%	(19)	532
Relig: Non-Evang. Catholics	35%	(80)	15%	(35)	13%	(29)	8%	(17)	28%	(64)	2%	(4)	229
Relig: All Christian	36%	(271)	11%	(84)	15%	(112)	7%	(54)	28%	(217)	3%	(23)	761
Relig: All Non-Christian	38%	(50)	19%	(25)	9%	(12)	4%	(5)	25%	(34)	5%	(6)	133
Community: Urban	38%	(116)	14%	(44)	15%	(45)	7%	(21)	23%	(71)	3%	(10)	307
Community: Suburban	34%	(221)	11%	(73)	14%	(91)	7%	(43)	30%	(196)	4%	(24)	648
Community: Rural	40%	(133)	11%	(36)	12%	(40)	5%	(18)	28%	(93)	4%	(12)	331
Employ: Private Sector	34%	(145)	13%	(58)	16%	(67)	5%	(20)	29%	(125)	3%	(15)	431
Employ: Government	41%	(28)	10%	(7)	9%	(7)	8%	(5)	29%	(20)	4%	(3)	70
Employ: Self-Employed	39%	(46)	11%	(12)	13%	(16)	9%	(10)	27%	(31)	2%	(2)	117
Employ: Homemaker	47%	(39)	13%	(11)	8%	(7)	1%	(1)	26%	(22)	5%	(4)	83
Employ: Retired	35%	(123)	11%	(38)	13%	(45)	9%	(31)	29%	(100)	3%	(10)	347
Employ: Unemployed	33%	(33)	15%	(15)	14%	(14)	5%	(4)	27%	(27)	6%	(6)	98
Employ: Other	39%	(37)	8%	(7)	17%	(16)	6%	(6)	24%	(23)	6%	(6)	95
Military HH: Yes	38%	(93)	8%	(21)	13%	(32)	8%	(19)	31%	(77)	2%	(5)	247
Military HH: No	36%	(377)	13%	(132)	14%	(143)	6%	(63)	27%	(283)	4%	(42)	1040
RD/WT: Right Direction	32%	(160)	13%	(66)	18%	(91)	5%	(27)	29%	(146)	3%	(17)	507
RD/WT: Wrong Track	40%	(310)	11%	(87)	11%	(84)	7%	(55)	27%	(214)	4%	(29)	779
Trump Job Approve	34%	(187)	12%	(69)	15%	(85)	5%	(28)	30%	(168)	4%	(21)	557
Trump Job Disapprove	38%	(268)	12%	(80)	12%	(86)	8%	(54)	27%	(188)	3%	(21)	696

Continued on next page

Table SBR4: And which of the following best describes how you feel about the Super Bowl between the New England Patriots and the Los Angeles Rams?

Demographic	Bored		Excited		Happy		Sad		Indifferent		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	37%	(470)	12%	(153)	14%	(175)	6%	(82)	28%	(360)	4%	(47)	1286
Trump Job Strongly Approve	33%	(100)	13%	(38)	17%	(52)	5%	(15)	27%	(80)	5%	(14)	300
Trump Job Somewhat Approve	34%	(87)	12%	(31)	13%	(33)	5%	(13)	34%	(87)	3%	(6)	257
Trump Job Somewhat Disapprove	33%	(59)	13%	(23)	14%	(25)	5%	(10)	29%	(52)	6%	(11)	179
Trump Job Strongly Disapprove	40%	(209)	11%	(57)	12%	(62)	9%	(45)	26%	(135)	2%	(10)	517
#1 Issue: Economy	32%	(117)	13%	(50)	14%	(53)	5%	(18)	32%	(117)	4%	(15)	369
#1 Issue: Security	34%	(93)	12%	(33)	17%	(46)	8%	(21)	26%	(73)	4%	(10)	276
#1 Issue: Health Care	41%	(96)	10%	(23)	16%	(36)	7%	(17)	24%	(55)	2%	(5)	232
#1 Issue: Medicare / Social Security	44%	(76)	12%	(21)	8%	(14)	8%	(14)	25%	(43)	4%	(6)	173
#1 Issue: Women's Issues	44%	(24)	12%	(7)	11%	(6)	1%	(1)	24%	(13)	8%	(4)	55
#1 Issue: Education	43%	(37)	9%	(7)	7%	(6)	8%	(7)	30%	(25)	3%	(3)	85
#1 Issue: Other	27%	(15)	9%	(5)	16%	(9)	7%	(4)	36%	(20)	5%	(3)	56
2018 House Vote: Democrat	42%	(223)	12%	(65)	11%	(61)	7%	(39)	25%	(135)	2%	(11)	534
2018 House Vote: Republican	33%	(156)	13%	(61)	15%	(73)	6%	(27)	30%	(144)	3%	(14)	476
2018 House Vote: Someone else	41%	(21)	9%	(4)	9%	(5)	4%	(2)	30%	(16)	8%	(4)	52
2018 House Vote: Didnt Vote	31%	(69)	10%	(23)	16%	(37)	6%	(14)	29%	(64)	8%	(17)	223
2016 Vote: Hillary Clinton	40%	(188)	12%	(58)	13%	(59)	8%	(36)	25%	(118)	2%	(8)	467
2016 Vote: Donald Trump	34%	(158)	12%	(57)	16%	(73)	5%	(25)	29%	(135)	3%	(15)	463
2016 Vote: Someone else	39%	(37)	11%	(11)	5%	(4)	4%	(4)	36%	(35)	6%	(6)	97
2016 Vote: Didnt Vote	33%	(87)	10%	(27)	15%	(38)	7%	(17)	28%	(73)	7%	(18)	260
Voted in 2014: Yes	37%	(345)	12%	(112)	13%	(125)	7%	(66)	28%	(265)	3%	(24)	937
Voted in 2014: No	36%	(125)	12%	(41)	14%	(50)	5%	(16)	27%	(95)	6%	(23)	349
2012 Vote: Barack Obama	40%	(234)	12%	(70)	14%	(78)	7%	(38)	26%	(148)	2%	(10)	579
2012 Vote: Mitt Romney	31%	(110)	12%	(44)	13%	(47)	7%	(26)	32%	(114)	4%	(13)	355
2012 Vote: Didn't Vote	35%	(107)	12%	(37)	15%	(46)	5%	(16)	26%	(78)	7%	(21)	305
4-Region: Northeast	32%	(83)	15%	(38)	17%	(45)	6%	(15)	25%	(63)	5%	(13)	258
4-Region: Midwest	34%	(100)	10%	(31)	14%	(40)	4%	(13)	34%	(99)	4%	(11)	293
4-Region: South	38%	(179)	12%	(56)	13%	(62)	6%	(26)	27%	(127)	4%	(18)	468
4-Region: West	40%	(107)	11%	(29)	10%	(28)	10%	(28)	27%	(71)	2%	(4)	267

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

Table SBR5: Did you watch the Super Bowl halftime show featuring Maroon 5, Travis Scott and Big Boi?

Demographic	Yes	No	Total N
Adults	70% (896)	30% (390)	1286
Gender: Male	63% (422)	37% (247)	669
Gender: Female	77% (475)	23% (143)	617
Age: 18-29	79% (156)	21% (41)	197
Age: 30-44	78% (230)	22% (67)	297
Age: 45-54	73% (173)	27% (64)	237
Age: 55-64	67% (165)	33% (82)	246
Age: 65+	56% (173)	44% (136)	309
Generation Z: 18-21	79% (52)	21% (14)	66
Millennial: Age 22-37	78% (242)	22% (67)	309
Generation X: Age 38-53	75% (246)	25% (82)	328
Boomers: Age 54-72	63% (314)	37% (187)	501
PID: Dem (no lean)	72% (325)	28% (126)	450
PID: Ind (no lean)	70% (281)	30% (121)	402
PID: Rep (no lean)	67% (290)	33% (144)	434
PID/Gender: Dem Men	68% (147)	32% (68)	214
PID/Gender: Dem Women	75% (178)	25% (58)	236
PID/Gender: Ind Men	62% (138)	38% (85)	224
PID/Gender: Ind Women	80% (143)	20% (36)	178
PID/Gender: Rep Men	59% (136)	41% (94)	231
PID/Gender: Rep Women	76% (154)	24% (49)	203
Ideo: Liberal (1-3)	73% (301)	27% (112)	413
Ideo: Moderate (4)	75% (216)	25% (74)	290
Ideo: Conservative (5-7)	63% (300)	37% (178)	477
Educ: < College	70% (512)	30% (223)	735
Educ: Bachelors degree	70% (251)	30% (106)	357
Educ: Post-grad	69% (134)	31% (61)	195
Income: Under 50k	67% (432)	33% (209)	641
Income: 50k-100k	74% (337)	26% (121)	458
Income: 100k+	68% (127)	32% (60)	187
Ethnicity: White	70% (726)	30% (312)	1039

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Table SBR5: Did you watch the Super Bowl halftime show featuring Maroon 5, Travis Scott and Big Boi?

Demographic	Yes	No	Total N
Adults	70% (896)	30% (390)	1286
Ethnicity: Hispanic	75% (94)	25% (31)	125
Ethnicity: Afr. Am.	65% (113)	35% (62)	175
Ethnicity: Other	78% (57)	22% (16)	73
Relig: Protestant	68% (244)	32% (115)	359
Relig: Roman Catholic	72% (218)	28% (86)	304
Relig: Something Else	63% (61)	37% (36)	97
Relig: Evangelical	68% (362)	32% (170)	532
Relig: Non-Evang. Catholics	70% (161)	30% (68)	229
Relig: All Christian	69% (523)	31% (237)	761
Relig: All Non-Christian	67% (89)	33% (44)	133
Community: Urban	72% (220)	28% (87)	307
Community: Suburban	70% (451)	30% (197)	648
Community: Rural	68% (225)	32% (106)	331
Employ: Private Sector	74% (317)	26% (113)	431
Employ: Government	75% (52)	25% (18)	70
Employ: Self-Employed	75% (88)	25% (29)	117
Employ: Homemaker	78% (65)	22% (18)	83
Employ: Retired	58% (202)	42% (145)	347
Employ: Unemployed	75% (73)	25% (25)	98
Employ: Other	67% (64)	33% (31)	95
Military HH: Yes	63% (156)	37% (90)	247
Military HH: No	71% (740)	29% (300)	1040
RD/WT: Right Direction	69% (350)	31% (156)	507
RD/WT: Wrong Track	70% (546)	30% (233)	779
Trump Job Approve	67% (375)	33% (183)	557
Trump Job Disapprove	71% (494)	29% (202)	696
Trump Job Strongly Approve	65% (196)	35% (104)	300
Trump Job Somewhat Approve	70% (179)	30% (78)	257
Trump Job Somewhat Disapprove	71% (126)	29% (53)	179
Trump Job Strongly Disapprove	71% (368)	29% (150)	517

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Table SBR5: Did you watch the Super Bowl halftime show featuring Maroon 5, Travis Scott and Big Boi?

Demographic	Yes	No	Total N
Adults	70% (896)	30% (390)	1286
#1 Issue: Economy	71% (261)	29% (108)	369
#1 Issue: Security	67% (185)	33% (91)	276
#1 Issue: Health Care	73% (169)	27% (63)	232
#1 Issue: Medicare / Social Security	62% (108)	38% (66)	173
#1 Issue: Women's Issues	84% (46)	16% (9)	55
#1 Issue: Education	69% (59)	31% (26)	85
#1 Issue: Other	72% (40)	28% (16)	56
2018 House Vote: Democrat	72% (386)	28% (148)	534
2018 House Vote: Republican	66% (314)	34% (162)	476
2018 House Vote: Someone else	75% (39)	25% (13)	52
2018 House Vote: Didn't Vote	70% (157)	30% (66)	223
2016 Vote: Hillary Clinton	71% (334)	29% (133)	467
2016 Vote: Donald Trump	67% (311)	33% (151)	463
2016 Vote: Someone else	69% (66)	31% (30)	97
2016 Vote: Didn't Vote	71% (185)	29% (75)	260
Voted in 2014: Yes	68% (642)	32% (295)	937
Voted in 2014: No	73% (255)	27% (95)	349
2012 Vote: Barack Obama	70% (406)	30% (173)	579
2012 Vote: Mitt Romney	64% (226)	36% (129)	355
2012 Vote: Didn't Vote	76% (232)	24% (73)	305
4-Region: Northeast	73% (189)	27% (69)	258
4-Region: Midwest	69% (203)	31% (91)	293
4-Region: South	69% (325)	31% (144)	468
4-Region: West	68% (180)	32% (86)	267

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

Table SBR6: *And would you say the Super Bowl halftime show featuring Maroon 5, Travis Scott and Big Boi was better or worse than most of the Super Bowl halftime shows you have seen in years past?*

Demographic	Better		Worse		About the same		Don't know / No opinion		Total N
Adults	11%	(97)	53%	(476)	34%	(302)	2%	(22)	896
Gender: Male	12%	(49)	59%	(248)	28%	(120)	1%	(4)	422
Gender: Female	10%	(48)	48%	(227)	38%	(182)	4%	(18)	475
Age: 18-29	15%	(24)	52%	(82)	31%	(48)	1%	(2)	156
Age: 30-44	15%	(34)	44%	(102)	38%	(87)	3%	(7)	230
Age: 45-54	12%	(20)	51%	(88)	33%	(57)	5%	(8)	173
Age: 55-64	7%	(12)	60%	(99)	29%	(48)	3%	(5)	165
Age: 65+	4%	(7)	61%	(105)	35%	(61)	—	(0)	173
Generation Z: 18-21	21%	(11)	52%	(27)	27%	(14)	—	(0)	52
Millennial: Age 22-37	15%	(36)	45%	(110)	37%	(90)	3%	(7)	242
Generation X: Age 38-53	13%	(31)	51%	(125)	33%	(81)	3%	(8)	246
Boomers: Age 54-72	6%	(18)	61%	(192)	31%	(97)	2%	(7)	314
PID: Dem (no lean)	11%	(36)	56%	(182)	30%	(98)	3%	(9)	325
PID: Ind (no lean)	10%	(29)	50%	(141)	36%	(101)	3%	(10)	281
PID: Rep (no lean)	11%	(31)	53%	(153)	35%	(103)	1%	(4)	290
PID/Gender: Dem Men	11%	(16)	64%	(95)	24%	(36)	—	(0)	147
PID/Gender: Dem Women	11%	(20)	49%	(88)	35%	(62)	5%	(9)	178
PID/Gender: Ind Men	9%	(13)	57%	(79)	31%	(43)	3%	(3)	138
PID/Gender: Ind Women	12%	(17)	43%	(61)	41%	(58)	4%	(6)	143
PID/Gender: Rep Men	14%	(20)	55%	(74)	30%	(42)	1%	(1)	136
PID/Gender: Rep Women	7%	(11)	51%	(78)	40%	(61)	2%	(3)	154
Ideo: Liberal (1-3)	12%	(35)	59%	(177)	27%	(81)	3%	(8)	301
Ideo: Moderate (4)	9%	(20)	54%	(117)	36%	(77)	1%	(2)	216
Ideo: Conservative (5-7)	10%	(31)	52%	(156)	36%	(107)	2%	(6)	300
Educ: < College	11%	(57)	51%	(261)	35%	(177)	3%	(16)	512
Educ: Bachelors degree	9%	(23)	59%	(149)	30%	(76)	1%	(3)	251
Educ: Post-grad	13%	(17)	49%	(65)	36%	(48)	2%	(3)	134

Continued on next page

Table SBR6: And would you say the Super Bowl halftime show featuring Maroon 5, Travis Scott and Big Boi was better or worse than most of the Super Bowl halftime shows you have seen in years past?

Demographic	Better		Worse		About the same		Don't know / No opinion		Total N
Adults	11%	(97)	53%	(476)	34%	(302)	2%	(22)	896
Income: Under 50k	11%	(48)	50%	(215)	36%	(155)	3%	(15)	432
Income: 50k-100k	11%	(37)	54%	(184)	32%	(109)	2%	(7)	337
Income: 100k+	9%	(12)	61%	(77)	30%	(38)	—	(1)	127
Ethnicity: White	9%	(65)	55%	(399)	34%	(247)	2%	(15)	726
Ethnicity: Hispanic	24%	(22)	45%	(42)	28%	(27)	3%	(2)	94
Ethnicity: Afr. Am.	18%	(20)	43%	(48)	35%	(39)	4%	(5)	113
Ethnicity: Other	20%	(12)	49%	(28)	28%	(16)	3%	(2)	57
Relig: Protestant	8%	(20)	56%	(137)	35%	(85)	1%	(2)	244
Relig: Roman Catholic	13%	(28)	54%	(117)	30%	(66)	3%	(6)	218
Relig: Something Else	10%	(6)	44%	(27)	42%	(25)	4%	(2)	61
Relig: Evangelical	11%	(39)	50%	(182)	36%	(131)	3%	(9)	362
Relig: Non-Evang. Catholics	9%	(15)	62%	(99)	28%	(46)	1%	(1)	161
Relig: All Christian	10%	(55)	54%	(281)	34%	(177)	2%	(10)	523
Relig: All Non-Christian	16%	(14)	42%	(37)	38%	(34)	5%	(4)	89
Community: Urban	16%	(35)	45%	(98)	37%	(80)	3%	(6)	220
Community: Suburban	8%	(36)	58%	(262)	32%	(143)	2%	(9)	451
Community: Rural	11%	(25)	51%	(115)	35%	(78)	3%	(7)	225
Employ: Private Sector	13%	(41)	50%	(159)	35%	(111)	2%	(6)	317
Employ: Government	15%	(8)	51%	(27)	30%	(16)	4%	(2)	52
Employ: Self-Employed	13%	(12)	55%	(48)	29%	(26)	3%	(2)	88
Employ: Homemaker	17%	(11)	45%	(29)	35%	(23)	3%	(2)	65
Employ: Retired	5%	(10)	60%	(121)	34%	(69)	1%	(2)	202
Employ: Unemployed	8%	(6)	47%	(35)	38%	(28)	6%	(5)	73
Employ: Other	6%	(4)	55%	(35)	33%	(21)	5%	(3)	64
Military HH: Yes	10%	(15)	49%	(77)	35%	(55)	5%	(9)	156
Military HH: No	11%	(81)	54%	(399)	33%	(247)	2%	(14)	740
RD/WT: Right Direction	15%	(52)	48%	(169)	35%	(124)	2%	(6)	350
RD/WT: Wrong Track	8%	(45)	56%	(307)	33%	(178)	3%	(16)	546
Trump Job Approve	14%	(51)	51%	(190)	34%	(127)	2%	(7)	375
Trump Job Disapprove	9%	(44)	55%	(273)	33%	(165)	2%	(12)	494

Continued on next page

Table SBR6: And would you say the Super Bowl halftime show featuring Maroon 5, Travis Scott and Big Boi was better or worse than most of the Super Bowl halftime shows you have seen in years past?

Demographic	Better		Worse		About the same		Don't know / No opinion		Total N
Adults	11%	(97)	53%	(476)	34%	(302)	2%	(22)	896
Trump Job Strongly Approve	17%	(33)	49%	(96)	33%	(64)	2%	(3)	196
Trump Job Somewhat Approve	10%	(18)	52%	(94)	35%	(63)	2%	(4)	179
Trump Job Somewhat Disapprove	13%	(16)	40%	(51)	47%	(60)	—	(0)	126
Trump Job Strongly Disapprove	8%	(28)	60%	(222)	29%	(106)	3%	(12)	368
#1 Issue: Economy	13%	(34)	51%	(133)	34%	(90)	2%	(5)	261
#1 Issue: Security	12%	(21)	50%	(92)	37%	(68)	2%	(4)	185
#1 Issue: Health Care	12%	(21)	57%	(96)	29%	(49)	2%	(4)	169
#1 Issue: Medicare / Social Security	6%	(7)	67%	(72)	24%	(26)	3%	(3)	108
#1 Issue: Education	5%	(3)	57%	(34)	34%	(20)	4%	(2)	59
2018 House Vote: Democrat	10%	(39)	57%	(219)	31%	(120)	2%	(8)	386
2018 House Vote: Republican	11%	(36)	54%	(168)	33%	(102)	3%	(8)	314
2018 House Vote: Didnt Vote	11%	(18)	47%	(74)	39%	(61)	3%	(5)	157
2016 Vote: Hillary Clinton	9%	(30)	59%	(198)	29%	(97)	3%	(8)	334
2016 Vote: Donald Trump	9%	(29)	54%	(167)	35%	(110)	2%	(5)	311
2016 Vote: Someone else	9%	(6)	53%	(35)	35%	(23)	3%	(2)	66
2016 Vote: Didnt Vote	17%	(31)	41%	(75)	39%	(72)	4%	(7)	185
Voted in 2014: Yes	10%	(64)	56%	(360)	32%	(203)	2%	(15)	642
Voted in 2014: No	13%	(32)	45%	(116)	39%	(99)	3%	(8)	255
2012 Vote: Barack Obama	10%	(42)	56%	(229)	31%	(126)	2%	(9)	406
2012 Vote: Mitt Romney	9%	(21)	54%	(122)	34%	(78)	2%	(5)	226
2012 Vote: Didn't Vote	14%	(33)	45%	(104)	38%	(87)	3%	(8)	232
4-Region: Northeast	9%	(17)	55%	(104)	32%	(61)	4%	(7)	189
4-Region: Midwest	14%	(27)	52%	(106)	32%	(64)	2%	(5)	203
4-Region: South	10%	(32)	53%	(172)	36%	(117)	1%	(4)	325
4-Region: West	11%	(20)	52%	(94)	33%	(60)	3%	(6)	180

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

Table SBR7: And which was your favorite performance of the Super Bowl halftime show?

Demographic	Maroon 5		Travis Scott		Big Boi		Don't know / No opinion		Total N
Adults	53%	(473)	10%	(88)	9%	(80)	28%	(255)	896
Gender: Male	43%	(181)	14%	(57)	10%	(40)	34%	(144)	422
Gender: Female	62%	(292)	7%	(31)	8%	(40)	23%	(111)	475
Age: 18-29	40%	(62)	31%	(48)	12%	(19)	17%	(27)	156
Age: 30-44	55%	(126)	8%	(18)	16%	(38)	21%	(48)	230
Age: 45-54	59%	(101)	5%	(8)	6%	(11)	31%	(53)	173
Age: 55-64	59%	(98)	6%	(9)	4%	(6)	31%	(52)	165
Age: 65+	49%	(85)	3%	(5)	4%	(7)	44%	(76)	173
Generation Z: 18-21	35%	(19)	43%	(23)	6%	(3)	15%	(8)	52
Millennial: Age 22-37	50%	(121)	16%	(38)	16%	(38)	19%	(45)	242
Generation X: Age 38-53	58%	(141)	6%	(14)	10%	(24)	27%	(67)	246
Boomers: Age 54-72	55%	(172)	4%	(13)	5%	(16)	36%	(113)	314
PID: Dem (no lean)	52%	(168)	9%	(29)	11%	(36)	28%	(92)	325
PID: Ind (no lean)	52%	(145)	11%	(31)	9%	(26)	28%	(79)	281
PID: Rep (no lean)	55%	(160)	10%	(28)	6%	(18)	29%	(84)	290
PID/Gender: Dem Men	47%	(70)	12%	(18)	9%	(13)	31%	(46)	147
PID/Gender: Dem Women	55%	(99)	6%	(11)	13%	(23)	26%	(46)	178
PID/Gender: Ind Men	37%	(51)	14%	(19)	11%	(16)	38%	(52)	138
PID/Gender: Ind Women	66%	(94)	8%	(12)	8%	(11)	19%	(27)	143
PID/Gender: Rep Men	44%	(60)	15%	(20)	8%	(11)	33%	(46)	136
PID/Gender: Rep Women	65%	(100)	6%	(9)	4%	(7)	25%	(39)	154
Ideo: Liberal (1-3)	52%	(155)	8%	(25)	13%	(39)	27%	(81)	301
Ideo: Moderate (4)	49%	(106)	13%	(27)	7%	(14)	32%	(69)	216
Ideo: Conservative (5-7)	56%	(169)	8%	(24)	7%	(22)	28%	(85)	300
Educ: < College	49%	(250)	10%	(53)	9%	(46)	32%	(163)	512
Educ: Bachelors degree	57%	(143)	11%	(28)	8%	(20)	24%	(60)	251
Educ: Post-grad	60%	(80)	6%	(7)	11%	(15)	24%	(32)	134
Income: Under 50k	51%	(220)	9%	(37)	9%	(37)	32%	(137)	432
Income: 50k-100k	55%	(185)	11%	(36)	11%	(38)	23%	(79)	337
Income: 100k+	53%	(68)	12%	(15)	4%	(5)	31%	(39)	127

Continued on next page

Table SBR7: And which was your favorite performance of the Super Bowl halftime show?

Demographic	Maroon 5		Travis Scott		Big Boi		Don't know / No opinion		Total N
Adults	53%	(473)	10%	(88)	9%	(80)	28%	(255)	896
Ethnicity: White	56%	(409)	6%	(45)	7%	(51)	30%	(221)	726
Ethnicity: Hispanic	48%	(45)	22%	(21)	8%	(8)	22%	(20)	94
Ethnicity: Afr. Am.	29%	(33)	31%	(35)	21%	(24)	19%	(21)	113
Ethnicity: Other	55%	(32)	14%	(8)	9%	(5)	21%	(12)	57
Relig: Protestant	55%	(134)	5%	(12)	9%	(22)	31%	(76)	244
Relig: Roman Catholic	54%	(117)	16%	(34)	5%	(11)	26%	(56)	218
Relig: Something Else	56%	(34)	12%	(7)	14%	(9)	18%	(11)	61
Relig: Evangelical	57%	(206)	9%	(34)	8%	(31)	25%	(92)	362
Relig: Non-Evang. Catholics	49%	(79)	12%	(19)	7%	(11)	32%	(52)	161
Relig: All Christian	55%	(285)	10%	(53)	8%	(42)	27%	(144)	523
Relig: All Non-Christian	59%	(52)	7%	(6)	13%	(12)	21%	(19)	89
Community: Urban	50%	(110)	15%	(33)	11%	(24)	24%	(53)	220
Community: Suburban	51%	(228)	9%	(41)	9%	(40)	31%	(142)	451
Community: Rural	60%	(134)	7%	(15)	7%	(17)	26%	(60)	225
Employ: Private Sector	56%	(176)	12%	(37)	10%	(33)	22%	(71)	317
Employ: Government	62%	(33)	5%	(2)	15%	(8)	18%	(9)	52
Employ: Self-Employed	49%	(43)	13%	(11)	13%	(11)	26%	(23)	88
Employ: Homemaker	62%	(40)	5%	(3)	9%	(6)	24%	(16)	65
Employ: Retired	49%	(100)	3%	(6)	3%	(6)	45%	(90)	202
Employ: Unemployed	47%	(34)	11%	(8)	12%	(9)	30%	(22)	73
Employ: Other	52%	(33)	12%	(8)	8%	(5)	29%	(18)	64
Military HH: Yes	52%	(81)	7%	(11)	12%	(19)	29%	(46)	156
Military HH: No	53%	(391)	10%	(78)	8%	(62)	28%	(209)	740
RD/WT: Right Direction	55%	(193)	10%	(33)	7%	(25)	28%	(100)	350
RD/WT: Wrong Track	51%	(280)	10%	(55)	10%	(56)	28%	(155)	546
Trump Job Approve	56%	(209)	9%	(35)	7%	(26)	28%	(105)	375
Trump Job Disapprove	50%	(246)	10%	(51)	11%	(52)	29%	(145)	494
Trump Job Strongly Approve	55%	(107)	9%	(18)	8%	(16)	28%	(55)	196
Trump Job Somewhat Approve	57%	(102)	9%	(17)	6%	(10)	28%	(50)	179
Trump Job Somewhat Disapprove	57%	(72)	13%	(16)	11%	(14)	19%	(24)	126
Trump Job Strongly Disapprove	47%	(174)	9%	(35)	10%	(38)	33%	(121)	368

Continued on next page

Table SBR7: And which was your favorite performance of the Super Bowl halftime show?

Demographic	Maroon 5		Travis Scott		Big Boi		Don't know / No opinion		Total N
Adults	53%	(473)	10%	(88)	9%	(80)	28%	(255)	896
#1 Issue: Economy	50%	(130)	17%	(44)	9%	(23)	24%	(63)	261
#1 Issue: Security	57%	(105)	7%	(13)	7%	(13)	29%	(54)	185
#1 Issue: Health Care	53%	(90)	5%	(9)	10%	(17)	32%	(54)	169
#1 Issue: Medicare / Social Security	54%	(58)	5%	(5)	4%	(5)	37%	(40)	108
#1 Issue: Education	46%	(27)	14%	(8)	12%	(7)	27%	(16)	59
2018 House Vote: Democrat	51%	(196)	10%	(40)	11%	(41)	28%	(108)	386
2018 House Vote: Republican	54%	(170)	9%	(28)	6%	(20)	31%	(96)	314
2018 House Vote: Didn't Vote	55%	(86)	11%	(17)	9%	(13)	26%	(41)	157
2016 Vote: Hillary Clinton	50%	(167)	9%	(29)	10%	(35)	31%	(103)	334
2016 Vote: Donald Trump	57%	(176)	10%	(32)	6%	(20)	27%	(83)	311
2016 Vote: Someone else	43%	(29)	5%	(3)	17%	(11)	36%	(24)	66
2016 Vote: Didn't Vote	55%	(101)	13%	(24)	8%	(15)	24%	(45)	185
Voted in 2014: Yes	52%	(336)	8%	(53)	9%	(60)	30%	(192)	642
Voted in 2014: No	54%	(137)	14%	(36)	8%	(20)	24%	(62)	255
2012 Vote: Barack Obama	51%	(206)	8%	(34)	11%	(45)	30%	(121)	406
2012 Vote: Mitt Romney	57%	(129)	6%	(14)	6%	(14)	31%	(70)	226
2012 Vote: Didn't Vote	54%	(126)	16%	(37)	8%	(18)	22%	(51)	232
4-Region: Northeast	48%	(91)	10%	(19)	7%	(13)	34%	(65)	189
4-Region: Midwest	58%	(118)	8%	(17)	9%	(18)	25%	(50)	203
4-Region: South	50%	(162)	10%	(34)	11%	(34)	29%	(95)	325
4-Region: West	56%	(102)	10%	(19)	8%	(15)	25%	(45)	180

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

Table SBR8: Which would you say was most enjoyable to watch, the game between the New England Patriots and the Los Angeles Rams, the Super Bowl halftime show, or the ads?

Demographic	The game		The halftime show		The ads		Don't know / No opinion		Total N
Adults	31%	(281)	23%	(202)	36%	(319)	11%	(94)	896
Gender: Male	47%	(199)	16%	(66)	29%	(121)	8%	(36)	422
Gender: Female	17%	(82)	29%	(136)	42%	(198)	12%	(59)	475
Age: 18-29	27%	(42)	28%	(44)	37%	(58)	7%	(11)	156
Age: 30-44	29%	(67)	31%	(70)	33%	(76)	8%	(17)	230
Age: 45-54	23%	(39)	20%	(34)	40%	(68)	18%	(31)	173
Age: 55-64	37%	(62)	21%	(35)	30%	(49)	12%	(19)	165
Age: 65+	41%	(71)	11%	(19)	39%	(67)	9%	(15)	173
Generation Z: 18-21	23%	(12)	28%	(15)	41%	(22)	8%	(4)	52
Millennial: Age 22-37	31%	(74)	31%	(75)	31%	(76)	7%	(17)	242
Generation X: Age 38-53	22%	(54)	22%	(53)	42%	(102)	15%	(36)	246
Boomers: Age 54-72	39%	(123)	17%	(54)	34%	(105)	10%	(32)	314
PID: Dem (no lean)	30%	(98)	25%	(80)	38%	(125)	7%	(22)	325
PID: Ind (no lean)	30%	(83)	25%	(71)	31%	(88)	14%	(39)	281
PID: Rep (no lean)	34%	(100)	17%	(51)	37%	(106)	12%	(34)	290
PID/Gender: Dem Men	41%	(60)	21%	(31)	34%	(50)	3%	(5)	147
PID/Gender: Dem Women	21%	(38)	28%	(49)	42%	(74)	9%	(17)	178
PID/Gender: Ind Men	48%	(67)	15%	(21)	25%	(34)	11%	(16)	138
PID/Gender: Ind Women	12%	(17)	35%	(50)	37%	(53)	16%	(23)	143
PID/Gender: Rep Men	53%	(72)	10%	(13)	26%	(36)	11%	(15)	136
PID/Gender: Rep Women	18%	(28)	24%	(37)	46%	(70)	12%	(19)	154
Ideo: Liberal (1-3)	28%	(85)	22%	(66)	40%	(120)	10%	(30)	301
Ideo: Moderate (4)	36%	(78)	25%	(54)	30%	(65)	9%	(20)	216
Ideo: Conservative (5-7)	34%	(102)	19%	(57)	36%	(109)	11%	(32)	300
Educ: < College	29%	(151)	23%	(119)	35%	(180)	12%	(61)	512
Educ: Bachelors degree	35%	(88)	19%	(49)	38%	(94)	8%	(19)	251
Educ: Post-grad	31%	(42)	25%	(34)	33%	(44)	11%	(14)	134

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Table SBR8: Which would you say was most enjoyable to watch, the game between the New England Patriots and the Los Angeles Rams, the Super Bowl halftime show, or the ads?

Demographic	The game		The halftime show		The ads		Don't know / No opinion		Total N
Adults	31%	(281)	23%	(202)	36%	(319)	11%	(94)	896
Income: Under 50k	32%	(138)	25%	(106)	33%	(143)	10%	(45)	432
Income: 50k-100k	29%	(99)	22%	(74)	38%	(127)	11%	(37)	337
Income: 100k+	35%	(44)	18%	(22)	38%	(48)	10%	(12)	127
Ethnicity: White	32%	(235)	21%	(150)	36%	(264)	11%	(78)	726
Ethnicity: Hispanic	29%	(27)	36%	(34)	31%	(29)	4%	(4)	94
Ethnicity: Afr. Am.	27%	(30)	28%	(31)	34%	(39)	11%	(12)	113
Ethnicity: Other	29%	(16)	37%	(21)	28%	(16)	7%	(4)	57
Relig: Protestant	32%	(77)	21%	(50)	38%	(94)	10%	(23)	244
Relig: Roman Catholic	38%	(82)	25%	(55)	32%	(69)	5%	(11)	218
Relig: Something Else	23%	(14)	33%	(20)	31%	(19)	13%	(8)	61
Relig: Evangelical	34%	(123)	25%	(89)	34%	(123)	7%	(27)	362
Relig: Non-Evang. Catholics	31%	(50)	22%	(36)	37%	(59)	9%	(15)	161
Relig: All Christian	33%	(173)	24%	(125)	35%	(182)	8%	(42)	523
Relig: All Non-Christian	20%	(18)	29%	(26)	31%	(28)	20%	(18)	89
Community: Urban	30%	(67)	30%	(65)	31%	(68)	9%	(20)	220
Community: Suburban	33%	(149)	17%	(77)	39%	(175)	11%	(51)	451
Community: Rural	29%	(66)	27%	(61)	34%	(76)	10%	(23)	225
Employ: Private Sector	35%	(111)	24%	(76)	34%	(107)	7%	(23)	317
Employ: Government	21%	(11)	27%	(14)	37%	(19)	16%	(8)	52
Employ: Self-Employed	33%	(29)	17%	(15)	41%	(36)	8%	(7)	88
Employ: Homemaker	12%	(8)	36%	(23)	45%	(29)	7%	(4)	65
Employ: Retired	37%	(75)	14%	(29)	37%	(75)	11%	(23)	202
Employ: Unemployed	32%	(23)	22%	(16)	28%	(20)	19%	(14)	73
Employ: Other	23%	(15)	30%	(19)	29%	(19)	18%	(12)	64
Military HH: Yes	29%	(45)	22%	(35)	40%	(62)	9%	(15)	156
Military HH: No	32%	(237)	23%	(167)	35%	(256)	11%	(80)	740
RD/WT: Right Direction	37%	(129)	20%	(71)	32%	(111)	11%	(39)	350
RD/WT: Wrong Track	28%	(152)	24%	(131)	38%	(208)	10%	(55)	546
Trump Job Approve	37%	(137)	19%	(70)	33%	(124)	12%	(44)	375
Trump Job Disapprove	28%	(139)	25%	(122)	38%	(188)	9%	(46)	494

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Table SBR8: Which would you say was most enjoyable to watch, the game between the New England Patriots and the Los Angeles Rams, the Super Bowl halftime show, or the ads?

Demographic	The game		The halftime show		The ads		Don't know / No opinion		Total N
Adults	31%	(281)	23%	(202)	36%	(319)	11%	(94)	896
Trump Job Strongly Approve	35%	(68)	20%	(38)	36%	(71)	9%	(18)	196
Trump Job Somewhat Approve	39%	(70)	18%	(31)	29%	(53)	14%	(25)	179
Trump Job Somewhat Disapprove	31%	(39)	38%	(48)	28%	(35)	3%	(4)	126
Trump Job Strongly Disapprove	27%	(100)	20%	(74)	41%	(153)	11%	(41)	368
#1 Issue: Economy	36%	(94)	21%	(54)	33%	(86)	10%	(27)	261
#1 Issue: Security	39%	(73)	17%	(32)	32%	(60)	11%	(20)	185
#1 Issue: Health Care	29%	(49)	25%	(42)	39%	(66)	7%	(13)	169
#1 Issue: Medicare / Social Security	28%	(30)	21%	(23)	36%	(39)	15%	(16)	108
#1 Issue: Education	23%	(14)	28%	(16)	39%	(23)	10%	(6)	59
2018 House Vote: Democrat	29%	(110)	24%	(94)	38%	(147)	9%	(35)	386
2018 House Vote: Republican	40%	(125)	15%	(48)	35%	(111)	9%	(30)	314
2018 House Vote: Didnt Vote	23%	(36)	31%	(49)	32%	(50)	14%	(23)	157
2016 Vote: Hillary Clinton	28%	(92)	23%	(76)	39%	(130)	11%	(35)	334
2016 Vote: Donald Trump	37%	(115)	18%	(55)	36%	(113)	9%	(28)	311
2016 Vote: Someone else	19%	(12)	27%	(18)	36%	(24)	18%	(12)	66
2016 Vote: Didnt Vote	33%	(62)	29%	(53)	28%	(51)	10%	(19)	185
Voted in 2014: Yes	32%	(202)	21%	(132)	37%	(239)	11%	(68)	642
Voted in 2014: No	31%	(79)	27%	(70)	31%	(80)	10%	(26)	255
2012 Vote: Barack Obama	30%	(122)	23%	(95)	37%	(150)	10%	(39)	406
2012 Vote: Mitt Romney	35%	(80)	18%	(40)	38%	(85)	9%	(21)	226
2012 Vote: Didn't Vote	30%	(70)	27%	(63)	31%	(71)	12%	(28)	232
4-Region: Northeast	39%	(74)	20%	(38)	30%	(56)	11%	(21)	189
4-Region: Midwest	30%	(60)	24%	(49)	33%	(67)	13%	(27)	203
4-Region: South	31%	(101)	19%	(62)	39%	(126)	11%	(35)	325
4-Region: West	25%	(46)	29%	(53)	39%	(70)	7%	(12)	180

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

Table SBR9_1: Do you have a favorable or unfavorable impression of each of the following?
Tom Brady

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (393)	22% (484)	16% (348)	19% (418)	18% (398)	7% (159)	2201
Gender: Male	21% (221)	22% (231)	15% (159)	19% (192)	14% (147)	8% (81)	1030
Gender: Female	15% (172)	22% (253)	16% (190)	19% (227)	22% (252)	7% (78)	1171
Age: 18-29	14% (52)	21% (78)	13% (50)	19% (72)	23% (87)	9% (32)	370
Age: 30-44	19% (99)	19% (98)	15% (80)	19% (96)	22% (111)	6% (32)	517
Age: 45-54	19% (76)	25% (99)	13% (52)	20% (78)	16% (63)	7% (28)	395
Age: 55-64	17% (67)	22% (90)	18% (71)	20% (81)	16% (64)	8% (33)	406
Age: 65+	19% (98)	23% (118)	19% (96)	18% (92)	14% (74)	7% (34)	512
Generation Z: 18-21	8% (12)	23% (32)	14% (19)	18% (25)	29% (40)	9% (12)	140
Millennial: Age 22-37	18% (98)	18% (96)	14% (76)	20% (109)	22% (117)	7% (39)	534
Generation X: Age 38-53	20% (109)	24% (134)	15% (81)	19% (105)	16% (91)	7% (36)	557
Boomers: Age 54-72	17% (144)	23% (194)	17% (138)	19% (157)	16% (134)	8% (64)	830
PID: Dem (no lean)	17% (132)	22% (167)	18% (139)	18% (134)	17% (129)	7% (55)	755
PID: Ind (no lean)	16% (123)	21% (156)	12% (87)	19% (143)	24% (178)	8% (62)	748
PID: Rep (no lean)	20% (139)	23% (161)	18% (123)	20% (141)	13% (92)	6% (42)	698
PID/Gender: Dem Men	20% (65)	20% (67)	16% (53)	18% (59)	18% (58)	8% (26)	328
PID/Gender: Dem Women	16% (66)	23% (100)	20% (86)	18% (75)	17% (71)	7% (29)	427
PID/Gender: Ind Men	20% (73)	24% (88)	13% (49)	19% (70)	14% (53)	9% (34)	367
PID/Gender: Ind Women	13% (50)	18% (68)	10% (38)	19% (73)	33% (125)	7% (28)	381
PID/Gender: Rep Men	25% (82)	23% (76)	17% (57)	19% (63)	11% (35)	6% (21)	335
PID/Gender: Rep Women	15% (56)	23% (85)	18% (66)	22% (78)	16% (57)	6% (21)	363
Ideo: Liberal (1-3)	16% (113)	20% (137)	17% (118)	21% (144)	18% (122)	8% (59)	692
Ideo: Moderate (4)	18% (89)	24% (115)	17% (81)	19% (90)	16% (78)	6% (29)	481
Ideo: Conservative (5-7)	19% (148)	25% (194)	17% (134)	19% (147)	15% (116)	5% (43)	782
Educ: < College	17% (236)	23% (319)	15% (205)	18% (246)	20% (273)	8% (106)	1384
Educ: Bachelors degree	21% (107)	20% (105)	18% (94)	20% (106)	14% (71)	7% (37)	521
Educ: Post-grad	17% (50)	20% (60)	17% (49)	22% (66)	19% (55)	5% (16)	296

Continued on next page

Table SBR9_1: Do you have a favorable or unfavorable impression of each of the following?

Tom Brady

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (393)	22% (484)	16% (348)	19% (418)	18% (398)	7% (159)	2201
Income: Under 50k	17% (214)	21% (260)	15% (183)	18% (225)	20% (248)	9% (111)	1242
Income: 50k-100k	17% (122)	24% (169)	15% (109)	21% (149)	17% (120)	5% (35)	703
Income: 100k+	22% (57)	21% (54)	22% (56)	17% (44)	12% (31)	5% (13)	256
Ethnicity: White	17% (309)	22% (388)	16% (285)	20% (359)	18% (314)	7% (125)	1780
Ethnicity: Hispanic	21% (45)	23% (48)	16% (35)	15% (33)	16% (35)	8% (17)	213
Ethnicity: Afr. Am.	19% (52)	24% (66)	15% (41)	15% (42)	22% (61)	6% (17)	279
Ethnicity: Other	23% (33)	21% (30)	16% (23)	12% (17)	17% (24)	11% (16)	142
Relig: Protestant	19% (110)	21% (123)	18% (102)	21% (123)	13% (74)	7% (41)	573
Relig: Roman Catholic	21% (92)	24% (106)	21% (94)	15% (67)	12% (53)	6% (27)	439
Relig: Something Else	15% (28)	25% (47)	13% (25)	17% (32)	24% (45)	7% (13)	190
Relig: Jewish	26% (15)	22% (13)	11% (6)	25% (14)	14% (8)	2% (1)	56
Relig: Evangelical	19% (152)	24% (199)	17% (138)	19% (152)	15% (124)	6% (53)	818
Relig: Non-Evang. Catholics	20% (78)	20% (77)	21% (82)	18% (70)	13% (49)	7% (28)	384
Relig: All Christian	19% (230)	23% (276)	18% (221)	18% (222)	14% (172)	7% (81)	1202
Relig: All Non-Christian	18% (45)	21% (52)	13% (33)	16% (41)	25% (63)	6% (14)	250
Community: Urban	18% (100)	21% (116)	16% (89)	18% (100)	17% (93)	9% (47)	544
Community: Suburban	18% (187)	23% (231)	16% (165)	20% (205)	16% (166)	6% (58)	1012
Community: Rural	16% (106)	21% (137)	15% (94)	18% (114)	22% (140)	8% (54)	645
Employ: Private Sector	18% (123)	23% (155)	15% (103)	20% (133)	17% (112)	6% (40)	665
Employ: Government	19% (21)	21% (23)	18% (19)	24% (26)	15% (16)	4% (5)	110
Employ: Self-Employed	22% (46)	22% (46)	17% (35)	18% (38)	14% (29)	7% (14)	210
Employ: Homemaker	14% (21)	19% (27)	21% (31)	25% (37)	14% (20)	7% (11)	146
Employ: Student	14% (12)	17% (15)	11% (10)	17% (15)	31% (28)	10% (9)	88
Employ: Retired	19% (111)	23% (131)	17% (99)	19% (106)	15% (85)	7% (39)	570
Employ: Unemployed	14% (29)	24% (51)	14% (30)	16% (35)	23% (50)	10% (21)	217
Employ: Other	15% (30)	18% (36)	11% (22)	14% (28)	30% (59)	10% (21)	195
Military HH: Yes	17% (67)	20% (81)	16% (65)	23% (92)	18% (74)	6% (26)	404
Military HH: No	18% (326)	22% (403)	16% (284)	18% (327)	18% (324)	7% (133)	1797
RD/WT: Right Direction	21% (170)	23% (187)	17% (140)	18% (142)	13% (105)	8% (65)	809
RD/WT: Wrong Track	16% (223)	21% (297)	15% (208)	20% (276)	21% (293)	7% (94)	1392

Continued on next page

Table SBR9_1: Do you have a favorable or unfavorable impression of each of the following?

Tom Brady

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (393)	22% (484)	16% (348)	19% (418)	18% (398)	7% (159)	2201
Trump Job Approve	20% (184)	23% (214)	18% (163)	18% (163)	14% (130)	7% (69)	922
Trump Job Disapprove	16% (193)	22% (255)	15% (181)	20% (240)	20% (234)	6% (76)	1179
Trump Job Strongly Approve	21% (106)	23% (114)	15% (76)	18% (90)	15% (78)	8% (39)	503
Trump Job Somewhat Approve	19% (78)	24% (101)	21% (87)	17% (73)	12% (52)	7% (30)	420
Trump Job Somewhat Disapprove	14% (41)	25% (73)	18% (53)	17% (50)	18% (53)	6% (18)	288
Trump Job Strongly Disapprove	17% (152)	20% (182)	14% (128)	21% (191)	20% (181)	7% (58)	891
#1 Issue: Economy	20% (117)	25% (147)	15% (89)	18% (107)	17% (99)	5% (32)	590
#1 Issue: Security	20% (95)	21% (101)	17% (79)	18% (87)	16% (75)	7% (35)	472
#1 Issue: Health Care	18% (66)	20% (73)	16% (59)	19% (71)	18% (66)	9% (32)	367
#1 Issue: Medicare / Social Security	15% (46)	23% (72)	17% (54)	21% (66)	16% (50)	8% (25)	313
#1 Issue: Women's Issues	12% (15)	16% (19)	11% (13)	17% (21)	33% (40)	10% (11)	118
#1 Issue: Education	15% (22)	21% (30)	15% (21)	25% (36)	19% (28)	5% (8)	144
#1 Issue: Energy	15% (11)	25% (17)	24% (17)	18% (13)	13% (9)	6% (4)	71
#1 Issue: Other	17% (22)	20% (25)	12% (16)	15% (19)	26% (33)	10% (12)	126
2018 House Vote: Democrat	18% (153)	22% (185)	17% (148)	21% (177)	16% (135)	7% (56)	854
2018 House Vote: Republican	20% (150)	21% (158)	17% (129)	21% (152)	14% (102)	7% (48)	738
2018 House Vote: Someone else	11% (10)	22% (19)	8% (7)	26% (23)	21% (19)	13% (12)	90
2018 House Vote: Didnt Vote	15% (80)	23% (121)	12% (63)	13% (67)	28% (143)	8% (42)	516
2016 Vote: Hillary Clinton	18% (134)	21% (154)	18% (134)	20% (147)	17% (125)	7% (49)	743
2016 Vote: Donald Trump	20% (146)	23% (166)	18% (129)	20% (147)	12% (88)	8% (57)	732
2016 Vote: Someone else	11% (18)	25% (41)	14% (23)	21% (34)	23% (38)	6% (10)	166
2016 Vote: Didnt Vote	17% (95)	22% (122)	11% (62)	16% (91)	26% (143)	8% (43)	556
Voted in 2014: Yes	19% (282)	21% (313)	18% (261)	20% (300)	15% (224)	7% (100)	1480
Voted in 2014: No	15% (112)	24% (171)	12% (87)	16% (118)	24% (174)	8% (59)	721
2012 Vote: Barack Obama	19% (172)	20% (178)	17% (156)	21% (191)	16% (148)	7% (59)	905
2012 Vote: Mitt Romney	19% (108)	25% (143)	18% (103)	19% (110)	12% (67)	6% (37)	568
2012 Vote: Other	12% (11)	22% (21)	14% (14)	17% (16)	24% (23)	11% (10)	95
2012 Vote: Didn't Vote	16% (101)	22% (141)	12% (75)	16% (101)	25% (160)	8% (53)	631

Continued on next page

Table SBR9_1: Do you have a favorable or unfavorable impression of each of the following?

Tom Brady

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (393)	22% (484)	16% (348)	19% (418)	18% (398)	7% (159)	2201
4-Region: Northeast	20% (79)	20% (80)	15% (61)	21% (81)	16% (62)	8% (31)	393
4-Region: Midwest	16% (81)	23% (117)	14% (68)	18% (92)	21% (105)	8% (42)	506
4-Region: South	18% (151)	23% (190)	16% (133)	18% (145)	18% (149)	7% (54)	822
4-Region: West	17% (82)	20% (97)	18% (86)	21% (100)	17% (83)	7% (33)	481

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

Table SBR9_2: Do you have a favorable or unfavorable impression of each of the following?

Jared Goff

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (341)	20% (433)	7% (157)	9% (193)	15% (337)	34% (740)	2201
Gender: Male	15% (159)	24% (251)	10% (101)	13% (134)	13% (137)	24% (249)	1030
Gender: Female	16% (182)	16% (182)	5% (56)	5% (59)	17% (201)	42% (491)	1171
Age: 18-29	12% (45)	10% (37)	9% (34)	5% (20)	17% (62)	46% (172)	370
Age: 30-44	13% (69)	18% (93)	6% (32)	6% (33)	17% (87)	39% (203)	517
Age: 45-54	13% (51)	25% (100)	4% (16)	7% (28)	18% (72)	33% (129)	395
Age: 55-64	17% (68)	23% (92)	8% (31)	12% (50)	13% (52)	28% (113)	406
Age: 65+	21% (108)	22% (112)	8% (43)	12% (61)	13% (65)	24% (123)	512
Generation Z: 18-21	11% (16)	9% (13)	7% (10)	4% (6)	17% (24)	51% (71)	140
Millennial: Age 22-37	14% (72)	14% (76)	8% (45)	6% (34)	16% (86)	42% (222)	534
Generation X: Age 38-53	13% (70)	22% (123)	5% (27)	7% (36)	19% (104)	35% (196)	557
Boomers: Age 54-72	18% (151)	23% (193)	8% (66)	12% (103)	13% (104)	26% (213)	830
PID: Dem (no lean)	13% (100)	21% (158)	9% (69)	11% (80)	14% (108)	32% (239)	755
PID: Ind (no lean)	17% (130)	16% (122)	5% (40)	7% (50)	16% (117)	38% (288)	748
PID: Rep (no lean)	16% (110)	22% (153)	7% (48)	9% (62)	16% (112)	30% (213)	698
PID/Gender: Dem Men	11% (37)	25% (83)	13% (44)	17% (56)	12% (38)	22% (71)	328
PID/Gender: Dem Women	15% (64)	17% (75)	6% (25)	6% (24)	17% (71)	40% (168)	427
PID/Gender: Ind Men	20% (72)	23% (84)	6% (22)	9% (34)	14% (51)	28% (102)	367
PID/Gender: Ind Women	15% (58)	10% (38)	5% (18)	4% (16)	17% (66)	49% (186)	381
PID/Gender: Rep Men	15% (50)	25% (84)	10% (35)	13% (44)	14% (48)	22% (75)	335
PID/Gender: Rep Women	17% (60)	19% (69)	4% (14)	5% (18)	18% (64)	38% (137)	363
Ideo: Liberal (1-3)	14% (97)	19% (133)	8% (58)	10% (70)	14% (95)	34% (239)	692
Ideo: Moderate (4)	15% (72)	22% (104)	8% (39)	10% (49)	15% (70)	31% (147)	481
Ideo: Conservative (5-7)	17% (136)	22% (174)	7% (52)	9% (70)	15% (121)	29% (230)	782
Educ: < College	15% (212)	18% (253)	6% (86)	8% (107)	16% (220)	37% (506)	1384
Educ: Bachelors degree	16% (85)	23% (120)	8% (43)	12% (63)	14% (72)	27% (138)	521
Educ: Post-grad	15% (44)	20% (60)	9% (28)	8% (23)	16% (46)	32% (95)	296

Continued on next page

Table SBR9_2: Do you have a favorable or unfavorable impression of each of the following?

Jared Goff

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (341)	20% (433)	7% (157)	9% (193)	15% (337)	34% (740)	2201
Income: Under 50k	16% (197)	18% (220)	5% (68)	8% (97)	16% (201)	37% (459)	1242
Income: 50k-100k	14% (96)	22% (157)	9% (62)	10% (71)	14% (100)	31% (218)	703
Income: 100k+	19% (48)	22% (57)	11% (27)	10% (25)	14% (36)	25% (63)	256
Ethnicity: White	15% (271)	20% (361)	7% (129)	9% (157)	14% (255)	34% (607)	1780
Ethnicity: Hispanic	16% (34)	23% (49)	9% (18)	9% (20)	16% (35)	27% (58)	213
Ethnicity: Afr. Am.	17% (47)	18% (50)	9% (25)	10% (28)	20% (55)	27% (75)	279
Ethnicity: Other	16% (23)	15% (22)	2% (3)	6% (8)	20% (28)	41% (58)	142
Relig: Protestant	20% (114)	20% (115)	7% (41)	10% (58)	11% (65)	31% (180)	573
Relig: Roman Catholic	14% (63)	25% (111)	10% (43)	11% (46)	17% (74)	23% (102)	439
Relig: Something Else	15% (29)	20% (37)	6% (12)	3% (7)	14% (27)	41% (78)	190
Relig: Jewish	23% (13)	22% (13)	7% (4)	8% (5)	15% (8)	25% (14)	56
Relig: Evangelical	17% (138)	24% (192)	8% (66)	9% (76)	14% (111)	29% (234)	818
Relig: Non-Evang. Catholics	18% (68)	18% (71)	8% (30)	9% (34)	14% (55)	33% (126)	384
Relig: All Christian	17% (206)	22% (263)	8% (96)	9% (110)	14% (166)	30% (360)	1202
Relig: All Non-Christian	13% (33)	17% (43)	6% (14)	7% (17)	19% (47)	38% (96)	250
Community: Urban	18% (100)	19% (104)	6% (34)	9% (50)	16% (86)	31% (170)	544
Community: Suburban	15% (153)	21% (212)	8% (78)	9% (92)	15% (147)	33% (329)	1012
Community: Rural	14% (88)	18% (116)	7% (44)	8% (51)	16% (105)	37% (240)	645
Employ: Private Sector	15% (102)	21% (142)	8% (50)	9% (58)	15% (101)	32% (212)	665
Employ: Government	15% (17)	22% (24)	13% (15)	8% (8)	23% (26)	19% (20)	110
Employ: Self-Employed	12% (25)	22% (46)	6% (12)	11% (23)	14% (30)	35% (74)	210
Employ: Homemaker	16% (23)	21% (30)	4% (6)	5% (7)	13% (19)	41% (60)	146
Employ: Student	12% (10)	10% (9)	4% (4)	3% (3)	15% (13)	56% (49)	88
Employ: Retired	20% (113)	22% (125)	8% (43)	13% (72)	13% (72)	26% (146)	570
Employ: Unemployed	14% (30)	13% (29)	8% (18)	5% (12)	15% (33)	44% (95)	217
Employ: Other	11% (21)	14% (28)	4% (8)	6% (11)	23% (44)	43% (83)	195
Military HH: Yes	18% (74)	17% (70)	9% (38)	11% (43)	15% (61)	30% (119)	404
Military HH: No	15% (267)	20% (363)	7% (119)	8% (150)	15% (277)	35% (621)	1797
RD/WT: Right Direction	17% (134)	23% (185)	7% (57)	10% (81)	15% (118)	29% (234)	809
RD/WT: Wrong Track	15% (207)	18% (248)	7% (100)	8% (112)	16% (220)	36% (506)	1392

Continued on next page

Table SBR9_2: Do you have a favorable or unfavorable impression of each of the following?

Jared Goff

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (341)	20% (433)	7% (157)	9% (193)	15% (337)	34% (740)	2201
Trump Job Approve	16% (148)	22% (204)	6% (59)	9% (82)	15% (135)	32% (294)	922
Trump Job Disapprove	15% (178)	19% (222)	8% (92)	9% (105)	15% (179)	34% (403)	1179
Trump Job Strongly Approve	16% (81)	21% (107)	7% (36)	9% (47)	16% (78)	31% (154)	503
Trump Job Somewhat Approve	16% (66)	23% (98)	5% (23)	8% (36)	14% (57)	33% (140)	420
Trump Job Somewhat Disapprove	9% (27)	24% (68)	9% (27)	7% (19)	14% (41)	37% (106)	288
Trump Job Strongly Disapprove	17% (151)	17% (154)	7% (66)	10% (85)	15% (137)	33% (297)	891
#1 Issue: Economy	14% (83)	20% (117)	9% (55)	7% (41)	18% (105)	32% (190)	590
#1 Issue: Security	16% (75)	22% (101)	8% (36)	8% (39)	16% (74)	31% (146)	472
#1 Issue: Health Care	17% (62)	20% (72)	6% (21)	10% (37)	14% (52)	34% (124)	367
#1 Issue: Medicare / Social Security	17% (52)	20% (63)	7% (22)	14% (44)	13% (42)	29% (91)	313
#1 Issue: Women's Issues	15% (18)	12% (14)	2% (2)	5% (6)	14% (17)	51% (60)	118
#1 Issue: Education	14% (20)	20% (29)	9% (12)	9% (13)	11% (15)	38% (55)	144
#1 Issue: Energy	16% (11)	16% (12)	6% (4)	12% (9)	14% (10)	35% (25)	71
#1 Issue: Other	16% (21)	20% (25)	3% (4)	4% (4)	18% (23)	39% (49)	126
2018 House Vote: Democrat	16% (137)	21% (177)	9% (78)	11% (93)	14% (122)	29% (247)	854
2018 House Vote: Republican	16% (121)	22% (164)	7% (50)	11% (79)	15% (112)	29% (212)	738
2018 House Vote: Someone else	12% (10)	22% (20)	5% (4)	3% (3)	15% (13)	44% (39)	90
2018 House Vote: Didnt Vote	14% (72)	14% (71)	5% (25)	3% (18)	17% (89)	47% (241)	516
2016 Vote: Hillary Clinton	16% (119)	21% (158)	10% (71)	11% (82)	14% (105)	28% (209)	743
2016 Vote: Donald Trump	16% (117)	23% (168)	7% (51)	11% (77)	15% (108)	29% (212)	732
2016 Vote: Someone else	16% (27)	21% (35)	5% (8)	7% (11)	17% (29)	33% (55)	166
2016 Vote: Didnt Vote	14% (79)	13% (72)	5% (26)	4% (22)	17% (95)	47% (262)	556
Voted in 2014: Yes	16% (233)	23% (334)	8% (122)	11% (161)	14% (213)	28% (417)	1480
Voted in 2014: No	15% (108)	14% (99)	5% (35)	4% (32)	17% (125)	45% (323)	721
2012 Vote: Barack Obama	16% (146)	22% (203)	9% (83)	11% (98)	13% (121)	28% (254)	905
2012 Vote: Mitt Romney	17% (98)	24% (137)	6% (36)	11% (60)	15% (87)	26% (150)	568
2012 Vote: Other	16% (15)	15% (15)	6% (5)	5% (5)	18% (17)	41% (39)	95
2012 Vote: Didn't Vote	13% (82)	12% (78)	5% (33)	5% (31)	18% (111)	47% (295)	631

Continued on next page

Table SBR9_2: Do you have a favorable or unfavorable impression of each of the following?
 Jared Goff

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (341)	20% (433)	7% (157)	9% (193)	15% (337)	34% (740)	2201
4-Region: Northeast	14% (55)	23% (92)	6% (24)	10% (40)	17% (67)	29% (114)	393
4-Region: Midwest	13% (67)	22% (112)	5% (26)	6% (32)	16% (82)	37% (187)	506
4-Region: South	18% (144)	17% (143)	8% (67)	8% (68)	16% (128)	33% (271)	822
4-Region: West	16% (75)	18% (86)	8% (39)	11% (52)	13% (61)	35% (168)	481

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

Table SBR9_3: Do you have a favorable or unfavorable impression of each of the following?
Bill Belichick

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (362)	18% (405)	11% (242)	14% (305)	18% (399)	22% (489)	2201
Gender: Male	21% (215)	20% (203)	13% (132)	17% (179)	13% (132)	16% (168)	1030
Gender: Female	13% (147)	17% (201)	9% (109)	11% (126)	23% (267)	27% (321)	1171
Age: 18-29	13% (47)	13% (48)	9% (34)	11% (39)	17% (62)	38% (139)	370
Age: 30-44	15% (80)	18% (93)	12% (64)	12% (61)	22% (113)	21% (106)	517
Age: 45-54	17% (67)	19% (76)	9% (34)	15% (58)	20% (79)	21% (81)	395
Age: 55-64	17% (69)	20% (81)	12% (49)	15% (62)	17% (68)	19% (77)	406
Age: 65+	19% (100)	21% (106)	12% (61)	16% (84)	15% (76)	16% (84)	512
Generation Z: 18-21	14% (19)	6% (9)	11% (16)	8% (11)	15% (22)	46% (64)	140
Millennial: Age 22-37	14% (74)	18% (94)	10% (52)	13% (68)	19% (104)	27% (142)	534
Generation X: Age 38-53	16% (92)	20% (109)	11% (59)	13% (73)	21% (120)	19% (104)	557
Boomers: Age 54-72	18% (149)	19% (159)	11% (95)	16% (134)	16% (135)	19% (159)	830
PID: Dem (no lean)	15% (117)	20% (153)	10% (73)	15% (111)	18% (134)	22% (167)	755
PID: Ind (no lean)	16% (122)	16% (119)	10% (76)	12% (91)	21% (160)	24% (181)	748
PID: Rep (no lean)	18% (124)	19% (132)	13% (93)	15% (103)	15% (105)	20% (141)	698
PID/Gender: Dem Men	21% (67)	20% (67)	11% (35)	19% (62)	13% (43)	16% (53)	328
PID/Gender: Dem Women	12% (49)	20% (86)	9% (38)	11% (49)	21% (90)	27% (114)	427
PID/Gender: Ind Men	21% (77)	19% (71)	12% (45)	16% (59)	15% (53)	17% (61)	367
PID/Gender: Ind Women	12% (45)	13% (48)	8% (31)	8% (32)	28% (106)	31% (120)	381
PID/Gender: Rep Men	21% (70)	19% (65)	16% (52)	17% (58)	10% (35)	16% (54)	335
PID/Gender: Rep Women	15% (53)	18% (67)	11% (41)	12% (45)	19% (70)	24% (87)	363
Ideo: Liberal (1-3)	16% (107)	18% (125)	11% (73)	16% (112)	19% (133)	21% (143)	692
Ideo: Moderate (4)	17% (80)	20% (95)	12% (56)	13% (60)	19% (90)	21% (100)	481
Ideo: Conservative (5-7)	17% (136)	21% (161)	13% (98)	15% (120)	15% (118)	19% (149)	782
Educ: < College	18% (244)	18% (252)	9% (126)	12% (160)	18% (247)	26% (355)	1384
Educ: Bachelors degree	16% (83)	19% (97)	15% (76)	18% (94)	18% (91)	15% (80)	521
Educ: Post-grad	12% (35)	19% (56)	14% (41)	17% (50)	21% (61)	18% (53)	296

Continued on next page

Table SBR9_3: Do you have a favorable or unfavorable impression of each of the following?

Bill Belichick

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (362)	18% (405)	11% (242)	14% (305)	18% (399)	22% (489)	2201
Income: Under 50k	17% (215)	19% (230)	9% (113)	11% (139)	19% (230)	25% (314)	1242
Income: 50k-100k	15% (106)	18% (129)	12% (82)	19% (132)	17% (122)	19% (134)	703
Income: 100k+	16% (41)	18% (46)	18% (47)	13% (34)	18% (47)	16% (41)	256
Ethnicity: White	16% (286)	18% (328)	11% (191)	15% (268)	18% (320)	22% (387)	1780
Ethnicity: Hispanic	21% (44)	19% (41)	10% (22)	13% (27)	17% (36)	21% (45)	213
Ethnicity: Afr. Am.	18% (50)	19% (53)	13% (37)	10% (27)	20% (55)	20% (57)	279
Ethnicity: Other	18% (26)	16% (23)	10% (14)	7% (10)	17% (24)	32% (45)	142
Relig: Protestant	20% (112)	19% (107)	11% (62)	16% (92)	16% (94)	19% (106)	573
Relig: Roman Catholic	17% (74)	25% (108)	13% (59)	16% (71)	14% (60)	15% (67)	439
Relig: Something Else	15% (28)	20% (39)	5% (10)	9% (18)	21% (39)	29% (56)	190
Relig: Jewish	15% (9)	27% (15)	12% (7)	16% (9)	14% (8)	16% (9)	56
Relig: Evangelical	17% (135)	23% (191)	11% (88)	16% (128)	15% (120)	19% (156)	818
Relig: Non-Evang. Catholics	20% (78)	16% (63)	11% (42)	14% (54)	19% (74)	19% (73)	384
Relig: All Christian	18% (214)	21% (254)	11% (130)	15% (181)	16% (193)	19% (229)	1202
Relig: All Non-Christian	16% (41)	13% (32)	11% (26)	11% (27)	17% (43)	32% (80)	250
Community: Urban	18% (99)	17% (92)	13% (69)	13% (71)	17% (94)	22% (119)	544
Community: Suburban	16% (161)	20% (198)	11% (114)	15% (148)	19% (193)	20% (198)	1012
Community: Rural	16% (102)	18% (115)	9% (59)	13% (87)	17% (111)	27% (172)	645
Employ: Private Sector	15% (102)	19% (130)	13% (84)	15% (99)	18% (118)	20% (132)	665
Employ: Government	16% (18)	17% (18)	11% (12)	20% (22)	27% (29)	10% (11)	110
Employ: Self-Employed	18% (37)	19% (40)	12% (26)	13% (26)	17% (35)	22% (45)	210
Employ: Homemaker	15% (22)	14% (21)	13% (19)	13% (18)	24% (35)	21% (30)	146
Employ: Student	10% (9)	12% (11)	6% (5)	12% (11)	10% (9)	49% (44)	88
Employ: Retired	19% (107)	21% (120)	11% (61)	17% (99)	16% (89)	16% (93)	570
Employ: Unemployed	16% (34)	17% (38)	10% (21)	6% (14)	22% (48)	29% (62)	217
Employ: Other	16% (32)	15% (28)	7% (13)	8% (16)	18% (35)	37% (72)	195
Military HH: Yes	20% (82)	16% (66)	11% (44)	17% (68)	18% (71)	18% (73)	404
Military HH: No	16% (280)	19% (338)	11% (198)	13% (237)	18% (327)	23% (416)	1797
RD/WT: Right Direction	19% (155)	19% (155)	13% (106)	15% (122)	14% (117)	19% (153)	809
RD/WT: Wrong Track	15% (207)	18% (249)	10% (136)	13% (183)	20% (282)	24% (336)	1392

Continued on next page

Table SBR9_3: Do you have a favorable or unfavorable impression of each of the following?

Bill Belichick

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (362)	18% (405)	11% (242)	14% (305)	18% (399)	22% (489)	2201
Trump Job Approve	19% (177)	18% (166)	12% (113)	14% (132)	16% (148)	20% (186)	922
Trump Job Disapprove	14% (169)	19% (230)	11% (126)	14% (169)	19% (222)	22% (263)	1179
Trump Job Strongly Approve	21% (103)	19% (96)	10% (50)	16% (80)	15% (77)	19% (96)	503
Trump Job Somewhat Approve	18% (74)	17% (70)	15% (63)	12% (52)	17% (70)	21% (90)	420
Trump Job Somewhat Disapprove	13% (37)	23% (66)	14% (41)	11% (31)	15% (43)	24% (70)	288
Trump Job Strongly Disapprove	15% (132)	18% (163)	10% (86)	15% (138)	20% (180)	22% (193)	891
#1 Issue: Economy	14% (83)	21% (125)	14% (80)	11% (64)	18% (108)	22% (131)	590
#1 Issue: Security	21% (99)	19% (90)	9% (42)	16% (73)	16% (78)	19% (90)	472
#1 Issue: Health Care	18% (67)	15% (56)	9% (34)	15% (56)	18% (68)	24% (86)	367
#1 Issue: Medicare / Social Security	15% (46)	18% (58)	14% (44)	18% (55)	14% (45)	21% (65)	313
#1 Issue: Women's Issues	14% (16)	14% (17)	1% (2)	9% (11)	27% (31)	35% (41)	118
#1 Issue: Education	14% (21)	18% (26)	10% (14)	17% (24)	21% (31)	20% (29)	144
#1 Issue: Energy	16% (12)	15% (10)	13% (9)	14% (10)	21% (15)	21% (15)	71
#1 Issue: Other	15% (19)	18% (23)	13% (17)	10% (12)	18% (23)	26% (32)	126
2018 House Vote: Democrat	16% (138)	20% (173)	11% (94)	16% (136)	18% (156)	18% (156)	854
2018 House Vote: Republican	18% (136)	19% (144)	13% (93)	16% (119)	15% (109)	19% (137)	738
2018 House Vote: Someone else	7% (6)	17% (15)	14% (12)	7% (6)	29% (26)	27% (24)	90
2018 House Vote: Didn't Vote	16% (82)	14% (73)	8% (42)	8% (43)	21% (107)	33% (170)	516
2016 Vote: Hillary Clinton	16% (121)	20% (147)	11% (83)	16% (121)	19% (142)	17% (128)	743
2016 Vote: Donald Trump	18% (130)	20% (147)	13% (94)	15% (112)	15% (109)	19% (140)	732
2016 Vote: Someone else	12% (20)	16% (27)	16% (27)	13% (22)	19% (31)	23% (39)	166
2016 Vote: Didn't Vote	16% (91)	15% (83)	7% (37)	9% (50)	21% (115)	32% (180)	556
Voted in 2014: Yes	17% (247)	19% (286)	12% (180)	16% (236)	18% (267)	18% (264)	1480
Voted in 2014: No	16% (115)	16% (118)	9% (62)	10% (69)	18% (132)	31% (225)	721
2012 Vote: Barack Obama	16% (146)	21% (187)	11% (99)	16% (145)	18% (167)	18% (160)	905
2012 Vote: Mitt Romney	18% (102)	19% (107)	15% (84)	15% (87)	17% (98)	16% (90)	568
2012 Vote: Other	17% (17)	14% (13)	9% (9)	17% (17)	20% (19)	22% (21)	95
2012 Vote: Didn't Vote	15% (97)	15% (96)	8% (50)	9% (57)	18% (114)	34% (218)	631

Continued on next page

Table SBR9_3: Do you have a favorable or unfavorable impression of each of the following?

Bill Belichick

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (362)	18% (405)	11% (242)	14% (305)	18% (399)	22% (489)	2201
4-Region: Northeast	22% (87)	17% (66)	13% (51)	16% (61)	16% (64)	16% (64)	393
4-Region: Midwest	15% (74)	18% (89)	10% (48)	12% (61)	21% (108)	25% (125)	506
4-Region: South	15% (125)	21% (174)	11% (94)	14% (112)	17% (143)	21% (173)	822
4-Region: West	16% (76)	16% (76)	10% (48)	15% (71)	17% (83)	26% (127)	481

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

Table SBR9_4: Do you have a favorable or unfavorable impression of each of the following?

Sean McVay

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (352)	17% (368)	6% (126)	8% (183)	19% (425)	34% (746)	2201
Gender: Male	18% (188)	19% (195)	8% (87)	11% (117)	16% (168)	27% (275)	1030
Gender: Female	14% (164)	15% (173)	3% (39)	6% (66)	22% (257)	40% (471)	1171
Age: 18-29	12% (45)	10% (35)	8% (29)	5% (17)	18% (65)	48% (178)	370
Age: 30-44	14% (74)	16% (83)	4% (20)	6% (32)	24% (123)	36% (185)	517
Age: 45-54	15% (61)	18% (71)	5% (19)	6% (23)	24% (93)	32% (127)	395
Age: 55-64	17% (68)	18% (74)	6% (23)	14% (57)	14% (59)	31% (126)	406
Age: 65+	20% (104)	20% (105)	7% (35)	10% (53)	17% (85)	25% (130)	512
Generation Z: 18-21	11% (15)	10% (14)	3% (5)	7% (9)	15% (21)	54% (76)	140
Millennial: Age 22-37	15% (79)	13% (68)	7% (36)	5% (27)	22% (116)	39% (210)	534
Generation X: Age 38-53	15% (81)	17% (97)	5% (27)	5% (30)	24% (132)	34% (189)	557
Boomers: Age 54-72	17% (143)	20% (165)	6% (52)	13% (105)	16% (135)	28% (230)	830
PID: Dem (no lean)	16% (118)	18% (140)	7% (51)	9% (65)	19% (146)	31% (235)	755
PID: Ind (no lean)	16% (118)	15% (115)	4% (30)	7% (55)	20% (153)	37% (278)	748
PID: Rep (no lean)	17% (116)	16% (114)	6% (45)	9% (63)	18% (126)	33% (233)	698
PID/Gender: Dem Men	19% (62)	20% (66)	9% (29)	13% (44)	15% (49)	24% (78)	328
PID/Gender: Dem Women	13% (56)	17% (73)	5% (21)	5% (21)	23% (97)	37% (158)	427
PID/Gender: Ind Men	19% (71)	18% (68)	6% (23)	9% (33)	16% (60)	30% (112)	367
PID/Gender: Ind Women	12% (47)	12% (47)	2% (7)	6% (22)	24% (93)	43% (166)	381
PID/Gender: Rep Men	17% (55)	18% (61)	10% (35)	12% (40)	17% (58)	26% (86)	335
PID/Gender: Rep Women	17% (61)	15% (53)	3% (11)	6% (23)	19% (68)	41% (147)	363
Ideo: Liberal (1-3)	15% (104)	18% (125)	6% (39)	9% (64)	21% (143)	32% (218)	692
Ideo: Moderate (4)	17% (81)	17% (81)	7% (36)	9% (43)	18% (88)	32% (152)	481
Ideo: Conservative (5-7)	17% (133)	18% (143)	6% (46)	9% (70)	18% (139)	32% (250)	782
Educ: < College	16% (218)	16% (219)	5% (63)	7% (95)	19% (268)	38% (522)	1384
Educ: Bachelors degree	16% (85)	17% (90)	8% (43)	11% (58)	21% (107)	26% (136)	521
Educ: Post-grad	17% (49)	20% (59)	7% (20)	10% (30)	17% (49)	30% (88)	296

Continued on next page

Table SBR9_4: Do you have a favorable or unfavorable impression of each of the following?
Sean McVay

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (352)	17% (368)	6% (126)	8% (183)	19% (425)	34% (746)	2201
Income: Under 50k	16% (200)	15% (181)	5% (62)	7% (88)	20% (253)	37% (458)	1242
Income: 50k-100k	15% (108)	20% (137)	6% (45)	8% (58)	18% (129)	32% (227)	703
Income: 100k+	17% (45)	20% (50)	8% (19)	14% (37)	17% (44)	24% (61)	256
Ethnicity: White	15% (276)	17% (310)	5% (97)	9% (151)	19% (335)	34% (611)	1780
Ethnicity: Hispanic	15% (32)	18% (39)	7% (16)	10% (22)	18% (38)	32% (68)	213
Ethnicity: Afr. Am.	20% (56)	13% (37)	9% (24)	9% (25)	22% (61)	27% (76)	279
Ethnicity: Other	15% (21)	15% (21)	4% (5)	5% (6)	20% (29)	42% (59)	142
Relig: Protestant	18% (105)	18% (105)	7% (37)	10% (58)	17% (97)	30% (170)	573
Relig: Roman Catholic	15% (67)	19% (85)	8% (37)	9% (40)	21% (94)	26% (116)	439
Relig: Something Else	16% (31)	17% (32)	6% (12)	3% (6)	17% (33)	40% (76)	190
Relig: Jewish	15% (9)	30% (17)	5% (3)	9% (5)	13% (7)	28% (16)	56
Relig: Evangelical	17% (142)	18% (149)	7% (60)	9% (72)	19% (155)	29% (241)	818
Relig: Non-Evang. Catholics	16% (61)	19% (74)	7% (27)	8% (33)	18% (69)	31% (121)	384
Relig: All Christian	17% (202)	19% (223)	7% (86)	9% (104)	19% (224)	30% (362)	1202
Relig: All Non-Christian	18% (44)	12% (30)	5% (12)	6% (16)	22% (56)	37% (93)	250
Community: Urban	18% (101)	19% (103)	5% (28)	8% (41)	18% (96)	32% (175)	544
Community: Suburban	16% (162)	15% (156)	7% (68)	9% (92)	19% (197)	33% (338)	1012
Community: Rural	14% (90)	17% (110)	5% (30)	8% (50)	21% (132)	36% (233)	645
Employ: Private Sector	17% (115)	16% (106)	6% (40)	9% (58)	19% (128)	33% (218)	665
Employ: Government	15% (16)	19% (20)	7% (7)	13% (14)	26% (29)	21% (23)	110
Employ: Self-Employed	11% (22)	22% (45)	8% (17)	8% (17)	18% (38)	33% (70)	210
Employ: Homemaker	16% (23)	14% (20)	4% (5)	6% (9)	27% (39)	34% (50)	146
Employ: Student	9% (8)	12% (10)	2% (2)	3% (3)	14% (12)	60% (53)	88
Employ: Retired	20% (113)	20% (111)	6% (37)	10% (59)	16% (89)	28% (161)	570
Employ: Unemployed	15% (32)	13% (29)	5% (10)	5% (12)	19% (40)	43% (93)	217
Employ: Other	11% (22)	13% (26)	5% (9)	5% (10)	25% (49)	41% (80)	195
Military HH: Yes	18% (73)	16% (65)	7% (27)	10% (39)	20% (83)	29% (117)	404
Military HH: No	16% (279)	17% (304)	6% (99)	8% (144)	19% (342)	35% (629)	1797
RD/WT: Right Direction	17% (138)	18% (147)	5% (43)	10% (83)	18% (147)	31% (250)	809
RD/WT: Wrong Track	15% (215)	16% (221)	6% (83)	7% (100)	20% (278)	36% (496)	1392

Continued on next page

Table SBR9_4: Do you have a favorable or unfavorable impression of each of the following?

Sean McVay

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (352)	17% (368)	6% (126)	8% (183)	19% (425)	34% (746)	2201
Trump Job Approve	17% (155)	16% (151)	6% (52)	9% (87)	18% (171)	33% (307)	922
Trump Job Disapprove	15% (182)	18% (210)	6% (70)	8% (94)	19% (229)	33% (394)	1179
Trump Job Strongly Approve	16% (82)	17% (85)	4% (21)	10% (53)	19% (96)	33% (168)	503
Trump Job Somewhat Approve	17% (73)	16% (67)	7% (31)	8% (34)	18% (75)	33% (139)	420
Trump Job Somewhat Disapprove	13% (38)	20% (57)	7% (21)	6% (17)	19% (55)	35% (100)	288
Trump Job Strongly Disapprove	16% (144)	17% (153)	6% (50)	9% (77)	20% (174)	33% (294)	891
#1 Issue: Economy	15% (89)	16% (96)	8% (46)	8% (49)	20% (115)	33% (194)	590
#1 Issue: Security	16% (77)	16% (75)	6% (27)	8% (38)	22% (102)	32% (153)	472
#1 Issue: Health Care	18% (66)	19% (70)	3% (12)	8% (28)	20% (75)	32% (117)	367
#1 Issue: Medicare / Social Security	16% (50)	20% (61)	5% (17)	13% (40)	15% (48)	31% (97)	313
#1 Issue: Women's Issues	17% (20)	11% (13)	1% (2)	5% (6)	20% (23)	46% (54)	118
#1 Issue: Education	15% (21)	17% (25)	8% (12)	7% (10)	16% (23)	37% (53)	144
#1 Issue: Energy	17% (12)	15% (10)	7% (5)	6% (4)	25% (18)	31% (22)	71
#1 Issue: Other	14% (18)	15% (19)	5% (6)	6% (7)	17% (21)	43% (55)	126
2018 House Vote: Democrat	17% (147)	18% (157)	7% (63)	9% (78)	20% (169)	28% (239)	854
2018 House Vote: Republican	17% (127)	18% (131)	6% (46)	11% (79)	18% (133)	30% (222)	738
2018 House Vote: Someone else	7% (6)	20% (18)	2% (2)	5% (4)	22% (20)	44% (40)	90
2018 House Vote: Didn't Vote	14% (72)	12% (61)	3% (15)	4% (22)	20% (102)	47% (244)	516
2016 Vote: Hillary Clinton	18% (132)	19% (138)	7% (54)	10% (76)	18% (137)	28% (206)	743
2016 Vote: Donald Trump	16% (118)	18% (129)	6% (44)	10% (72)	20% (144)	31% (226)	732
2016 Vote: Someone else	16% (26)	19% (31)	7% (12)	6% (10)	22% (36)	31% (51)	166
2016 Vote: Didn't Vote	14% (75)	13% (71)	3% (16)	5% (25)	19% (107)	47% (262)	556
Voted in 2014: Yes	17% (250)	19% (281)	7% (102)	10% (153)	19% (283)	28% (411)	1480
Voted in 2014: No	14% (103)	12% (88)	3% (24)	4% (29)	20% (142)	46% (335)	721
2012 Vote: Barack Obama	18% (160)	19% (176)	7% (67)	10% (91)	18% (167)	27% (245)	905
2012 Vote: Mitt Romney	18% (103)	18% (105)	6% (34)	10% (57)	20% (111)	28% (157)	568
2012 Vote: Other	9% (9)	16% (16)	6% (6)	4% (4)	18% (17)	46% (44)	95
2012 Vote: Didn't Vote	13% (81)	11% (72)	3% (19)	5% (29)	21% (130)	47% (299)	631

Continued on next page

Table SBR9_4: Do you have a favorable or unfavorable impression of each of the following?

Sean McVay

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (352)	17% (368)	6% (126)	8% (183)	19% (425)	34% (746)	2201
4-Region: Northeast	16% (62)	19% (73)	6% (25)	10% (40)	20% (79)	29% (113)	393
4-Region: Midwest	14% (70)	17% (86)	4% (20)	7% (33)	20% (100)	39% (195)	506
4-Region: South	18% (145)	17% (141)	6% (48)	9% (71)	19% (155)	32% (262)	822
4-Region: West	15% (74)	14% (68)	7% (33)	8% (39)	19% (91)	36% (175)	481

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

Table SBR9_5: Do you have a favorable or unfavorable impression of each of the following?

Maroon 5

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (433)	28% (624)	11% (252)	13% (285)	18% (392)	10% (214)	2201
Gender: Male	14% (146)	26% (269)	12% (126)	17% (172)	20% (203)	11% (113)	1030
Gender: Female	25% (287)	30% (355)	11% (126)	10% (113)	16% (189)	9% (101)	1171
Age: 18-29	22% (81)	32% (118)	14% (53)	9% (33)	17% (62)	6% (24)	370
Age: 30-44	25% (132)	31% (160)	11% (56)	11% (58)	16% (83)	5% (28)	517
Age: 45-54	18% (72)	31% (123)	11% (43)	13% (52)	20% (80)	6% (26)	395
Age: 55-64	17% (70)	26% (105)	14% (55)	15% (61)	17% (69)	11% (46)	406
Age: 65+	15% (78)	23% (119)	9% (45)	16% (81)	19% (98)	18% (91)	512
Generation Z: 18-21	22% (31)	31% (44)	11% (15)	9% (13)	17% (24)	9% (13)	140
Millennial: Age 22-37	23% (125)	32% (168)	14% (76)	11% (58)	15% (81)	5% (26)	534
Generation X: Age 38-53	22% (122)	32% (175)	10% (54)	12% (64)	19% (108)	6% (33)	557
Boomers: Age 54-72	16% (134)	24% (201)	11% (92)	16% (136)	19% (156)	13% (110)	830
PID: Dem (no lean)	20% (150)	31% (233)	12% (91)	14% (106)	15% (117)	8% (59)	755
PID: Ind (no lean)	21% (161)	28% (206)	10% (76)	11% (85)	20% (149)	10% (71)	748
PID: Rep (no lean)	18% (123)	27% (186)	12% (85)	13% (94)	18% (126)	12% (84)	698
PID/Gender: Dem Men	15% (48)	31% (103)	13% (43)	18% (60)	14% (46)	8% (27)	328
PID/Gender: Dem Women	24% (102)	30% (130)	11% (47)	11% (46)	17% (70)	7% (31)	427
PID/Gender: Ind Men	15% (54)	24% (89)	12% (43)	15% (56)	23% (83)	11% (42)	367
PID/Gender: Ind Women	28% (107)	31% (117)	9% (34)	7% (28)	17% (66)	8% (30)	381
PID/Gender: Rep Men	13% (44)	23% (77)	12% (40)	17% (55)	22% (74)	13% (44)	335
PID/Gender: Rep Women	22% (78)	30% (108)	12% (45)	11% (39)	14% (52)	11% (40)	363
Ideo: Liberal (1-3)	20% (140)	30% (206)	11% (75)	15% (104)	17% (116)	7% (52)	692
Ideo: Moderate (4)	21% (99)	30% (142)	15% (71)	12% (56)	14% (68)	9% (44)	481
Ideo: Conservative (5-7)	17% (132)	26% (205)	11% (87)	13% (105)	20% (156)	12% (97)	782
Educ: < College	22% (298)	29% (406)	11% (147)	11% (150)	17% (238)	10% (145)	1384
Educ: Bachelors degree	15% (76)	27% (142)	14% (73)	17% (89)	18% (96)	8% (44)	521
Educ: Post-grad	20% (59)	25% (75)	11% (33)	15% (45)	20% (58)	9% (26)	296

Continued on next page

Table SBR9_5: Do you have a favorable or unfavorable impression of each of the following?
Maroon 5

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (433)	28% (624)	11% (252)	13% (285)	18% (392)	10% (214)	2201
Income: Under 50k	21% (261)	27% (333)	10% (118)	11% (142)	20% (246)	11% (142)	1242
Income: 50k-100k	19% (131)	30% (214)	14% (99)	14% (97)	14% (99)	9% (63)	703
Income: 100k+	16% (41)	30% (77)	13% (34)	18% (46)	19% (48)	4% (10)	256
Ethnicity: White	18% (329)	29% (508)	11% (198)	14% (242)	18% (321)	10% (183)	1780
Ethnicity: Hispanic	24% (51)	26% (56)	10% (20)	17% (36)	16% (34)	7% (16)	213
Ethnicity: Afr. Am.	24% (67)	28% (77)	13% (35)	11% (31)	18% (50)	7% (19)	279
Ethnicity: Other	27% (38)	28% (39)	13% (19)	8% (12)	15% (21)	9% (13)	142
Relig: Protestant	15% (87)	30% (174)	12% (67)	14% (77)	16% (92)	13% (75)	573
Relig: Roman Catholic	23% (101)	24% (103)	14% (62)	14% (59)	16% (71)	10% (42)	439
Relig: Something Else	27% (50)	31% (58)	11% (20)	12% (23)	14% (26)	6% (11)	190
Relig: Jewish	19% (11)	25% (14)	12% (7)	16% (9)	17% (9)	11% (6)	56
Relig: Evangelical	21% (173)	28% (229)	12% (101)	13% (108)	16% (128)	10% (79)	818
Relig: Non-Evang. Catholics	17% (65)	28% (107)	13% (49)	14% (52)	16% (61)	13% (50)	384
Relig: All Christian	20% (238)	28% (336)	12% (149)	13% (160)	16% (190)	11% (128)	1202
Relig: All Non-Christian	25% (64)	27% (68)	12% (29)	6% (16)	20% (50)	9% (23)	250
Community: Urban	20% (111)	31% (167)	14% (74)	12% (63)	14% (78)	10% (52)	544
Community: Suburban	19% (188)	27% (273)	12% (121)	14% (143)	20% (203)	8% (84)	1012
Community: Rural	21% (135)	29% (184)	9% (58)	12% (78)	17% (112)	12% (78)	645
Employ: Private Sector	19% (129)	31% (205)	14% (95)	13% (87)	17% (110)	6% (38)	665
Employ: Government	27% (30)	35% (38)	10% (11)	13% (15)	12% (13)	3% (3)	110
Employ: Self-Employed	18% (38)	31% (65)	11% (22)	13% (27)	21% (44)	6% (13)	210
Employ: Homemaker	32% (47)	22% (33)	13% (18)	11% (16)	12% (17)	11% (16)	146
Employ: Student	21% (18)	35% (31)	10% (9)	7% (6)	19% (17)	8% (7)	88
Employ: Retired	16% (92)	24% (135)	9% (54)	16% (92)	19% (106)	16% (91)	570
Employ: Unemployed	16% (34)	30% (64)	11% (24)	9% (21)	22% (48)	11% (25)	217
Employ: Other	23% (45)	27% (53)	9% (18)	11% (21)	19% (37)	11% (21)	195
Military HH: Yes	18% (72)	27% (110)	11% (44)	15% (62)	18% (71)	11% (46)	404
Military HH: No	20% (362)	29% (514)	12% (208)	12% (223)	18% (321)	9% (169)	1797
RD/WT: Right Direction	19% (155)	27% (219)	12% (94)	12% (95)	18% (144)	13% (102)	809
RD/WT: Wrong Track	20% (279)	29% (405)	11% (159)	14% (190)	18% (248)	8% (113)	1392

Continued on next page

Table SBR9_5: Do you have a favorable or unfavorable impression of each of the following?

Maroon 5

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (433)	28% (624)	11% (252)	13% (285)	18% (392)	10% (214)	2201
Trump Job Approve	19% (178)	27% (251)	11% (103)	12% (112)	17% (161)	13% (117)	922
Trump Job Disapprove	20% (231)	30% (353)	12% (143)	14% (164)	17% (203)	7% (86)	1179
Trump Job Strongly Approve	17% (88)	26% (129)	11% (57)	15% (75)	18% (92)	12% (61)	503
Trump Job Somewhat Approve	21% (90)	29% (122)	11% (46)	9% (37)	16% (68)	13% (56)	420
Trump Job Somewhat Disapprove	18% (51)	33% (95)	13% (39)	10% (28)	18% (53)	8% (23)	288
Trump Job Strongly Disapprove	20% (180)	29% (258)	12% (104)	15% (136)	17% (150)	7% (63)	891
#1 Issue: Economy	22% (130)	30% (179)	13% (78)	11% (66)	15% (90)	8% (47)	590
#1 Issue: Security	18% (84)	26% (121)	11% (51)	13% (61)	20% (97)	12% (58)	472
#1 Issue: Health Care	22% (79)	33% (122)	9% (32)	14% (52)	16% (57)	7% (25)	367
#1 Issue: Medicare / Social Security	18% (55)	21% (67)	12% (39)	15% (46)	19% (59)	15% (46)	313
#1 Issue: Women's Issues	22% (26)	27% (32)	12% (15)	13% (15)	20% (23)	6% (7)	118
#1 Issue: Education	17% (25)	33% (48)	12% (17)	15% (21)	14% (20)	9% (13)	144
#1 Issue: Energy	13% (9)	34% (24)	14% (10)	12% (9)	23% (16)	3% (2)	71
#1 Issue: Other	19% (25)	24% (30)	8% (11)	12% (15)	24% (30)	12% (16)	126
2018 House Vote: Democrat	21% (177)	29% (247)	13% (113)	14% (117)	17% (141)	7% (59)	854
2018 House Vote: Republican	17% (125)	27% (197)	11% (82)	14% (106)	18% (132)	13% (96)	738
2018 House Vote: Someone else	13% (12)	41% (37)	8% (7)	11% (10)	20% (18)	6% (6)	90
2018 House Vote: Didnt Vote	23% (119)	28% (143)	10% (50)	10% (52)	19% (99)	10% (53)	516
2016 Vote: Hillary Clinton	21% (155)	28% (209)	13% (98)	15% (114)	16% (117)	7% (50)	743
2016 Vote: Donald Trump	18% (130)	25% (186)	12% (88)	14% (101)	18% (130)	13% (98)	732
2016 Vote: Someone else	16% (26)	33% (55)	8% (14)	13% (21)	22% (37)	8% (13)	166
2016 Vote: Didnt Vote	22% (123)	31% (174)	9% (52)	9% (48)	19% (105)	10% (54)	556
Voted in 2014: Yes	19% (275)	28% (411)	12% (178)	14% (211)	17% (258)	10% (147)	1480
Voted in 2014: No	22% (158)	30% (213)	10% (74)	10% (74)	19% (134)	9% (67)	721
2012 Vote: Barack Obama	20% (177)	29% (259)	13% (116)	14% (125)	18% (160)	7% (67)	905
2012 Vote: Mitt Romney	16% (89)	27% (154)	12% (70)	14% (79)	18% (103)	13% (74)	568
2012 Vote: Other	14% (13)	25% (24)	8% (8)	15% (14)	21% (20)	18% (17)	95
2012 Vote: Didn't Vote	25% (155)	30% (186)	9% (58)	11% (67)	17% (108)	9% (57)	631

Continued on next page

Table SBR9_5: Do you have a favorable or unfavorable impression of each of the following?

Maroon 5

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (433)	28% (624)	11% (252)	13% (285)	18% (392)	10% (214)	2201
4-Region: Northeast	18% (69)	32% (125)	10% (41)	14% (54)	18% (70)	8% (33)	393
4-Region: Midwest	20% (101)	27% (138)	12% (60)	12% (60)	20% (100)	9% (47)	506
4-Region: South	21% (174)	26% (217)	11% (90)	13% (106)	18% (150)	10% (85)	822
4-Region: West	19% (89)	30% (144)	13% (62)	13% (65)	15% (72)	10% (50)	481

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

Table SBR9_6: Do you have a favorable or unfavorable impression of each of the following?

Big Boi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (355)	16% (355)	8% (170)	11% (248)	17% (384)	31% (689)	2201
Gender: Male	16% (169)	16% (167)	9% (89)	14% (148)	17% (172)	28% (285)	1030
Gender: Female	16% (186)	16% (188)	7% (81)	9% (100)	18% (212)	34% (403)	1171
Age: 18-29	16% (58)	15% (54)	10% (36)	9% (32)	16% (57)	36% (133)	370
Age: 30-44	19% (98)	19% (100)	10% (50)	10% (53)	17% (88)	25% (129)	517
Age: 45-54	11% (43)	18% (71)	5% (21)	11% (45)	20% (80)	34% (136)	395
Age: 55-64	16% (64)	14% (57)	8% (35)	13% (55)	15% (60)	33% (136)	406
Age: 65+	18% (92)	14% (73)	6% (29)	12% (63)	19% (99)	30% (155)	512
Generation Z: 18-21	10% (14)	9% (13)	6% (8)	9% (12)	15% (21)	51% (71)	140
Millennial: Age 22-37	21% (110)	18% (95)	11% (58)	10% (52)	16% (84)	25% (135)	534
Generation X: Age 38-53	12% (67)	20% (110)	7% (40)	10% (57)	20% (110)	31% (172)	557
Boomers: Age 54-72	17% (141)	14% (117)	7% (59)	14% (116)	17% (142)	31% (254)	830
PID: Dem (no lean)	19% (145)	19% (143)	10% (73)	10% (77)	15% (114)	27% (203)	755
PID: Ind (no lean)	16% (122)	15% (112)	7% (52)	10% (76)	20% (146)	32% (240)	748
PID: Rep (no lean)	13% (88)	14% (100)	7% (46)	14% (95)	18% (124)	35% (246)	698
PID/Gender: Dem Men	19% (63)	17% (57)	13% (41)	15% (49)	12% (40)	24% (78)	328
PID/Gender: Dem Women	19% (82)	20% (86)	7% (31)	7% (28)	17% (75)	29% (125)	427
PID/Gender: Ind Men	16% (60)	17% (61)	7% (27)	13% (47)	19% (71)	28% (102)	367
PID/Gender: Ind Women	16% (62)	13% (51)	7% (25)	8% (30)	20% (76)	36% (138)	381
PID/Gender: Rep Men	13% (45)	15% (49)	6% (21)	16% (53)	18% (61)	31% (106)	335
PID/Gender: Rep Women	12% (43)	14% (51)	7% (24)	12% (42)	17% (62)	39% (141)	363
Ideo: Liberal (1-3)	18% (126)	17% (117)	9% (65)	12% (80)	17% (121)	26% (182)	692
Ideo: Moderate (4)	16% (78)	19% (93)	8% (40)	11% (51)	17% (83)	28% (134)	481
Ideo: Conservative (5-7)	14% (110)	15% (120)	7% (55)	13% (100)	17% (136)	33% (261)	782
Educ: < College	17% (237)	16% (223)	6% (89)	10% (136)	17% (234)	34% (464)	1384
Educ: Bachelors degree	15% (80)	16% (81)	11% (55)	15% (77)	17% (88)	27% (140)	521
Educ: Post-grad	13% (38)	17% (51)	9% (26)	12% (35)	21% (62)	29% (85)	296

Continued on next page

Table SBR9_6: Do you have a favorable or unfavorable impression of each of the following?
Big Boi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (355)	16% (355)	8% (170)	11% (248)	17% (384)	31% (689)	2201
Income: Under 50k	17% (208)	16% (205)	6% (79)	10% (122)	16% (203)	34% (425)	1242
Income: 50k-100k	16% (112)	16% (111)	9% (63)	12% (85)	19% (131)	29% (202)	703
Income: 100k+	14% (35)	15% (39)	11% (28)	16% (42)	20% (51)	24% (62)	256
Ethnicity: White	14% (250)	15% (266)	7% (127)	12% (212)	18% (322)	34% (602)	1780
Ethnicity: Hispanic	20% (42)	15% (33)	13% (27)	9% (19)	14% (29)	30% (63)	213
Ethnicity: Afr. Am.	28% (78)	24% (67)	12% (33)	10% (29)	13% (37)	13% (36)	279
Ethnicity: Other	19% (26)	15% (22)	7% (9)	5% (8)	18% (26)	36% (51)	142
Relig: Protestant	15% (87)	17% (96)	6% (37)	15% (83)	15% (88)	32% (182)	573
Relig: Roman Catholic	15% (67)	14% (63)	10% (45)	13% (56)	17% (76)	30% (133)	439
Relig: Something Else	16% (30)	25% (48)	6% (12)	7% (13)	15% (28)	32% (60)	190
Relig: Jewish	13% (7)	28% (16)	8% (4)	7% (4)	19% (11)	25% (14)	56
Relig: Evangelical	16% (133)	18% (151)	7% (60)	11% (91)	16% (128)	31% (254)	818
Relig: Non-Evang. Catholics	13% (50)	14% (56)	8% (33)	16% (61)	17% (64)	31% (120)	384
Relig: All Christian	15% (183)	17% (206)	8% (93)	13% (152)	16% (193)	31% (375)	1202
Relig: All Non-Christian	21% (52)	11% (27)	7% (17)	9% (23)	18% (45)	34% (86)	250
Community: Urban	19% (103)	22% (119)	8% (43)	11% (58)	14% (77)	27% (145)	544
Community: Suburban	15% (155)	14% (139)	8% (84)	12% (121)	21% (214)	30% (300)	1012
Community: Rural	15% (97)	15% (97)	7% (43)	11% (70)	15% (94)	38% (244)	645
Employ: Private Sector	16% (108)	18% (121)	8% (54)	13% (89)	18% (120)	26% (172)	665
Employ: Government	16% (18)	14% (15)	14% (15)	13% (15)	18% (20)	25% (28)	110
Employ: Self-Employed	14% (30)	19% (40)	13% (27)	10% (22)	18% (37)	26% (54)	210
Employ: Homemaker	18% (26)	14% (21)	8% (11)	9% (14)	18% (26)	33% (49)	146
Employ: Student	13% (11)	14% (13)	5% (4)	8% (7)	12% (10)	49% (43)	88
Employ: Retired	17% (94)	14% (82)	6% (36)	12% (69)	18% (105)	32% (184)	570
Employ: Unemployed	15% (33)	19% (42)	6% (13)	6% (13)	15% (32)	39% (84)	217
Employ: Other	18% (35)	11% (21)	5% (10)	10% (20)	18% (35)	38% (75)	195
Military HH: Yes	18% (71)	14% (58)	7% (28)	13% (54)	16% (64)	32% (130)	404
Military HH: No	16% (284)	17% (297)	8% (142)	11% (194)	18% (320)	31% (559)	1797
RD/WT: Right Direction	15% (118)	16% (127)	7% (58)	13% (102)	18% (143)	32% (261)	809
RD/WT: Wrong Track	17% (237)	16% (228)	8% (112)	10% (146)	17% (241)	31% (428)	1392

Continued on next page

Table SBR9_6: Do you have a favorable or unfavorable impression of each of the following?

Big Boi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (355)	16% (355)	8% (170)	11% (248)	17% (384)	31% (689)	2201
Trump Job Approve	14% (132)	15% (135)	7% (65)	13% (117)	18% (162)	34% (313)	922
Trump Job Disapprove	18% (207)	18% (207)	9% (102)	10% (122)	17% (205)	28% (336)	1179
Trump Job Strongly Approve	15% (77)	14% (72)	5% (26)	14% (71)	18% (89)	33% (168)	503
Trump Job Somewhat Approve	13% (55)	15% (63)	9% (39)	11% (46)	17% (73)	35% (145)	420
Trump Job Somewhat Disapprove	15% (43)	20% (56)	8% (22)	9% (27)	21% (60)	28% (80)	288
Trump Job Strongly Disapprove	18% (164)	17% (150)	9% (80)	11% (96)	16% (145)	29% (256)	891
#1 Issue: Economy	15% (90)	17% (100)	10% (60)	11% (68)	19% (114)	27% (159)	590
#1 Issue: Security	15% (73)	14% (68)	6% (29)	13% (61)	16% (75)	35% (166)	472
#1 Issue: Health Care	18% (66)	18% (67)	7% (27)	11% (40)	17% (63)	29% (105)	367
#1 Issue: Medicare / Social Security	16% (50)	15% (48)	6% (19)	11% (35)	17% (54)	34% (106)	313
#1 Issue: Women's Issues	15% (18)	18% (22)	5% (6)	8% (9)	17% (20)	37% (44)	118
#1 Issue: Education	16% (23)	18% (27)	10% (14)	11% (15)	16% (23)	29% (42)	144
#1 Issue: Energy	21% (15)	11% (8)	13% (9)	13% (10)	16% (12)	25% (18)	71
#1 Issue: Other	16% (20)	13% (16)	5% (7)	9% (11)	19% (24)	38% (48)	126
2018 House Vote: Democrat	19% (164)	19% (162)	10% (86)	11% (93)	16% (134)	25% (215)	854
2018 House Vote: Republican	13% (98)	15% (110)	7% (50)	14% (105)	18% (134)	33% (241)	738
2018 House Vote: Someone else	17% (15)	13% (12)	11% (10)	8% (7)	14% (13)	37% (33)	90
2018 House Vote: Didnt Vote	15% (78)	14% (71)	5% (25)	8% (43)	20% (102)	38% (198)	516
2016 Vote: Hillary Clinton	19% (144)	19% (140)	10% (76)	12% (90)	16% (122)	23% (171)	743
2016 Vote: Donald Trump	13% (96)	14% (104)	6% (46)	13% (98)	19% (138)	34% (250)	732
2016 Vote: Someone else	19% (31)	13% (22)	9% (16)	9% (15)	21% (35)	29% (48)	166
2016 Vote: Didnt Vote	15% (84)	16% (89)	6% (33)	8% (45)	16% (87)	39% (218)	556
Voted in 2014: Yes	17% (248)	17% (245)	8% (120)	13% (199)	17% (259)	28% (409)	1480
Voted in 2014: No	15% (107)	15% (110)	7% (50)	7% (49)	17% (125)	39% (280)	721
2012 Vote: Barack Obama	19% (172)	19% (170)	10% (87)	11% (100)	17% (154)	25% (222)	905
2012 Vote: Mitt Romney	13% (76)	14% (79)	7% (38)	15% (88)	19% (110)	31% (178)	568
2012 Vote: Other	15% (14)	11% (10)	7% (6)	10% (10)	17% (16)	40% (38)	95
2012 Vote: Didn't Vote	15% (93)	15% (96)	6% (38)	8% (51)	16% (104)	40% (250)	631

Continued on next page

Table SBR9_6: Do you have a favorable or unfavorable impression of each of the following?
 Big Boi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (355)	16% (355)	8% (170)	11% (248)	17% (384)	31% (689)	2201
4-Region: Northeast	13% (50)	16% (64)	9% (35)	14% (54)	19% (74)	29% (116)	393
4-Region: Midwest	16% (79)	19% (94)	7% (36)	9% (47)	19% (95)	31% (155)	506
4-Region: South	17% (144)	15% (120)	8% (65)	12% (96)	18% (151)	30% (246)	822
4-Region: West	17% (82)	16% (76)	7% (34)	11% (51)	13% (65)	36% (173)	481

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

Table SBR9_7: Do you have a favorable or unfavorable impression of each of the following?

Travis Scott

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (326)	20% (435)	8% (184)	10% (221)	22% (484)	25% (551)	2201
Gender: Male	16% (160)	18% (187)	10% (102)	12% (123)	21% (213)	24% (246)	1030
Gender: Female	14% (166)	21% (248)	7% (82)	8% (98)	23% (271)	26% (305)	1171
Age: 18-29	18% (67)	22% (81)	15% (57)	11% (39)	18% (65)	16% (61)	370
Age: 30-44	13% (65)	20% (103)	9% (46)	11% (57)	23% (119)	25% (127)	517
Age: 45-54	11% (42)	17% (67)	6% (24)	8% (33)	27% (105)	31% (124)	395
Age: 55-64	16% (66)	20% (82)	7% (28)	10% (40)	19% (76)	28% (115)	406
Age: 65+	17% (87)	20% (103)	6% (29)	10% (51)	23% (119)	24% (124)	512
Generation Z: 18-21	19% (26)	25% (35)	13% (18)	10% (14)	19% (26)	15% (21)	140
Millennial: Age 22-37	16% (83)	20% (108)	12% (64)	11% (60)	21% (110)	20% (109)	534
Generation X: Age 38-53	9% (53)	18% (101)	8% (45)	9% (53)	25% (139)	30% (166)	557
Boomers: Age 54-72	18% (146)	20% (167)	6% (48)	10% (83)	20% (164)	27% (222)	830
PID: Dem (no lean)	17% (130)	25% (191)	8% (62)	11% (80)	21% (159)	18% (133)	755
PID: Ind (no lean)	15% (111)	17% (126)	9% (70)	8% (59)	23% (176)	28% (206)	748
PID: Rep (no lean)	12% (85)	17% (118)	7% (52)	12% (82)	21% (150)	30% (212)	698
PID/Gender: Dem Men	18% (59)	25% (81)	9% (30)	12% (41)	16% (54)	19% (64)	328
PID/Gender: Dem Women	17% (71)	26% (111)	7% (31)	9% (39)	25% (105)	16% (69)	427
PID/Gender: Ind Men	17% (61)	16% (57)	10% (35)	9% (34)	22% (81)	27% (97)	367
PID/Gender: Ind Women	13% (50)	18% (69)	9% (35)	7% (26)	25% (94)	28% (109)	381
PID/Gender: Rep Men	12% (40)	15% (49)	11% (36)	14% (49)	23% (78)	25% (85)	335
PID/Gender: Rep Women	13% (46)	19% (69)	4% (16)	9% (33)	20% (72)	35% (127)	363
Ideo: Liberal (1-3)	17% (116)	22% (155)	8% (58)	11% (76)	23% (156)	19% (131)	692
Ideo: Moderate (4)	13% (65)	24% (115)	11% (54)	8% (39)	21% (101)	22% (106)	481
Ideo: Conservative (5-7)	13% (104)	16% (128)	7% (55)	12% (91)	22% (171)	30% (233)	782
Educ: < College	16% (217)	20% (279)	8% (106)	9% (125)	21% (289)	27% (367)	1384
Educ: Bachelors degree	14% (73)	20% (105)	9% (49)	12% (62)	24% (123)	21% (108)	521
Educ: Post-grad	12% (36)	17% (51)	10% (28)	11% (33)	24% (71)	26% (76)	296

Continued on next page

Table SBR9_7: Do you have a favorable or unfavorable impression of each of the following?
Travis Scott

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (326)	20% (435)	8% (184)	10% (221)	22% (484)	25% (551)	2201
Income: Under 50k	15% (189)	20% (243)	8% (97)	9% (110)	21% (265)	27% (338)	1242
Income: 50k-100k	14% (96)	21% (146)	9% (61)	11% (78)	22% (152)	24% (170)	703
Income: 100k+	16% (41)	18% (46)	10% (26)	13% (33)	26% (67)	17% (43)	256
Ethnicity: White	13% (233)	19% (335)	8% (134)	10% (181)	23% (404)	28% (493)	1780
Ethnicity: Hispanic	20% (42)	21% (44)	13% (27)	11% (23)	15% (32)	21% (45)	213
Ethnicity: Afr. Am.	23% (65)	26% (73)	13% (37)	10% (28)	19% (54)	8% (22)	279
Ethnicity: Other	20% (28)	19% (27)	9% (13)	8% (11)	19% (26)	25% (36)	142
Relig: Protestant	14% (82)	21% (119)	8% (47)	11% (64)	19% (109)	26% (151)	573
Relig: Roman Catholic	16% (69)	21% (93)	10% (44)	12% (51)	20% (89)	21% (94)	439
Relig: Something Else	18% (34)	22% (42)	6% (12)	9% (16)	19% (36)	26% (50)	190
Relig: Jewish	10% (6)	25% (14)	6% (3)	12% (7)	29% (16)	18% (10)	56
Relig: Evangelical	16% (132)	22% (183)	9% (71)	10% (84)	20% (162)	23% (187)	818
Relig: Non-Evang. Catholics	14% (52)	19% (71)	8% (32)	12% (48)	19% (73)	28% (107)	384
Relig: All Christian	15% (184)	21% (254)	9% (103)	11% (131)	20% (234)	24% (294)	1202
Relig: All Non-Christian	15% (37)	15% (36)	8% (20)	7% (18)	23% (57)	32% (81)	250
Community: Urban	19% (103)	23% (124)	10% (53)	9% (47)	20% (107)	20% (110)	544
Community: Suburban	14% (139)	18% (187)	8% (84)	11% (116)	24% (244)	24% (242)	1012
Community: Rural	13% (84)	19% (125)	7% (46)	9% (58)	21% (133)	31% (199)	645
Employ: Private Sector	13% (88)	21% (143)	9% (61)	11% (70)	23% (154)	22% (149)	665
Employ: Government	19% (21)	13% (14)	11% (13)	15% (16)	26% (28)	16% (17)	110
Employ: Self-Employed	19% (39)	19% (39)	12% (24)	8% (16)	20% (43)	23% (49)	210
Employ: Homemaker	15% (22)	22% (32)	8% (12)	10% (15)	20% (29)	24% (35)	146
Employ: Student	14% (12)	18% (16)	17% (15)	11% (10)	19% (17)	21% (19)	88
Employ: Retired	15% (84)	20% (113)	6% (32)	11% (61)	23% (129)	26% (150)	570
Employ: Unemployed	14% (31)	22% (48)	7% (16)	6% (13)	19% (41)	31% (67)	217
Employ: Other	14% (27)	15% (29)	6% (11)	10% (19)	22% (44)	33% (65)	195
Military HH: Yes	16% (63)	20% (80)	7% (27)	10% (42)	20% (79)	28% (112)	404
Military HH: No	15% (263)	20% (355)	9% (156)	10% (179)	23% (405)	24% (439)	1797
RD/WT: Right Direction	14% (116)	20% (159)	8% (62)	12% (96)	20% (161)	27% (215)	809
RD/WT: Wrong Track	15% (210)	20% (276)	9% (122)	9% (125)	23% (323)	24% (336)	1392

Continued on next page

Table SBR9_7: Do you have a favorable or unfavorable impression of each of the following?

Travis Scott

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (326)	20% (435)	8% (184)	10% (221)	22% (484)	25% (551)	2201
Trump Job Approve	14% (132)	17% (156)	8% (71)	11% (105)	21% (192)	29% (266)	922
Trump Job Disapprove	15% (180)	22% (260)	9% (106)	9% (112)	23% (268)	21% (253)	1179
Trump Job Strongly Approve	14% (68)	16% (83)	7% (37)	12% (63)	20% (100)	30% (153)	503
Trump Job Somewhat Approve	15% (64)	18% (74)	8% (35)	10% (42)	22% (92)	27% (113)	420
Trump Job Somewhat Disapprove	11% (31)	22% (64)	10% (30)	8% (22)	24% (68)	25% (73)	288
Trump Job Strongly Disapprove	17% (149)	22% (196)	8% (76)	10% (90)	22% (200)	20% (180)	891
#1 Issue: Economy	15% (86)	21% (126)	12% (71)	9% (56)	22% (129)	21% (122)	590
#1 Issue: Security	15% (71)	16% (76)	7% (34)	13% (61)	20% (94)	29% (137)	472
#1 Issue: Health Care	15% (57)	24% (90)	8% (29)	7% (26)	21% (77)	24% (89)	367
#1 Issue: Medicare / Social Security	16% (50)	22% (68)	5% (17)	9% (28)	20% (62)	28% (88)	313
#1 Issue: Women's Issues	13% (15)	18% (21)	6% (7)	12% (15)	23% (28)	28% (33)	118
#1 Issue: Education	14% (20)	21% (30)	12% (17)	10% (15)	23% (33)	20% (29)	144
#1 Issue: Energy	13% (10)	14% (10)	7% (5)	16% (12)	31% (22)	19% (13)	71
#1 Issue: Other	14% (18)	12% (15)	4% (4)	7% (9)	32% (40)	31% (39)	126
2018 House Vote: Democrat	17% (147)	23% (194)	10% (88)	10% (87)	21% (184)	18% (156)	854
2018 House Vote: Republican	14% (101)	17% (122)	8% (57)	12% (87)	21% (157)	29% (214)	738
2018 House Vote: Someone else	10% (9)	16% (15)	8% (7)	12% (10)	23% (21)	31% (27)	90
2018 House Vote: Didnt Vote	14% (70)	20% (103)	6% (32)	7% (36)	24% (122)	30% (153)	516
2016 Vote: Hillary Clinton	17% (128)	24% (179)	9% (65)	10% (76)	21% (160)	18% (135)	743
2016 Vote: Donald Trump	13% (95)	16% (114)	8% (58)	12% (84)	23% (166)	29% (215)	732
2016 Vote: Someone else	14% (23)	15% (26)	10% (17)	12% (20)	24% (39)	25% (41)	166
2016 Vote: Didnt Vote	14% (79)	21% (116)	8% (44)	7% (41)	21% (118)	28% (158)	556
Voted in 2014: Yes	15% (221)	20% (292)	8% (121)	11% (168)	22% (330)	24% (348)	1480
Voted in 2014: No	15% (105)	20% (144)	9% (62)	7% (53)	21% (153)	28% (203)	721
2012 Vote: Barack Obama	17% (152)	22% (200)	10% (89)	9% (83)	22% (199)	20% (182)	905
2012 Vote: Mitt Romney	13% (73)	17% (94)	6% (33)	13% (73)	23% (131)	29% (164)	568
2012 Vote: Other	9% (9)	15% (14)	8% (8)	9% (9)	26% (24)	33% (32)	95
2012 Vote: Didn't Vote	15% (92)	20% (128)	9% (54)	9% (54)	20% (129)	28% (174)	631

Continued on next page

Table SBR9_7: Do you have a favorable or unfavorable impression of each of the following?
 Travis Scott

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (326)	20% (435)	8% (184)	10% (221)	22% (484)	25% (551)	2201
4-Region: Northeast	13% (51)	22% (87)	8% (33)	10% (38)	24% (95)	23% (89)	393
4-Region: Midwest	15% (78)	20% (103)	7% (36)	8% (41)	21% (108)	27% (139)	506
4-Region: South	14% (117)	19% (158)	9% (72)	12% (98)	22% (180)	24% (196)	822
4-Region: West	17% (80)	18% (87)	9% (43)	9% (43)	21% (101)	27% (128)	481

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

Table SBR9_8: Do you have a favorable or unfavorable impression of each of the following?

Gladys Knight

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (710)	22% (494)	15% (341)	7% (165)	12% (260)	11% (232)	2201
Gender: Male	29% (297)	23% (239)	16% (169)	9% (96)	13% (131)	10% (99)	1030
Gender: Female	35% (413)	22% (255)	15% (172)	6% (68)	11% (129)	11% (134)	1171
Age: 18-29	19% (69)	14% (51)	7% (24)	5% (20)	18% (67)	38% (140)	370
Age: 30-44	32% (168)	27% (139)	9% (47)	6% (30)	14% (75)	12% (60)	517
Age: 45-54	37% (145)	27% (107)	16% (62)	6% (23)	13% (51)	2% (8)	395
Age: 55-64	36% (148)	23% (92)	21% (87)	9% (38)	8% (31)	3% (12)	406
Age: 65+	35% (181)	21% (106)	24% (121)	10% (53)	7% (37)	3% (14)	512
Generation Z: 18-21	14% (20)	8% (11)	5% (7)	6% (8)	21% (29)	46% (65)	140
Millennial: Age 22-37	25% (133)	22% (119)	8% (45)	5% (27)	17% (90)	22% (120)	534
Generation X: Age 38-53	37% (209)	27% (151)	13% (73)	6% (34)	12% (68)	4% (21)	557
Boomers: Age 54-72	36% (301)	21% (176)	23% (189)	10% (84)	7% (61)	2% (20)	830
PID: Dem (no lean)	36% (269)	23% (173)	18% (137)	8% (60)	8% (57)	8% (58)	755
PID: Ind (no lean)	31% (231)	22% (161)	11% (85)	6% (47)	16% (116)	14% (108)	748
PID: Rep (no lean)	30% (210)	23% (160)	17% (119)	8% (57)	12% (86)	10% (67)	698
PID/Gender: Dem Men	34% (111)	24% (77)	20% (66)	9% (30)	7% (23)	7% (22)	328
PID/Gender: Dem Women	37% (158)	23% (96)	17% (71)	7% (31)	8% (35)	8% (36)	427
PID/Gender: Ind Men	27% (97)	23% (85)	12% (44)	10% (35)	17% (61)	12% (44)	367
PID/Gender: Ind Women	35% (134)	20% (76)	11% (41)	3% (12)	15% (56)	17% (64)	381
PID/Gender: Rep Men	26% (89)	23% (77)	18% (59)	9% (31)	14% (47)	10% (33)	335
PID/Gender: Rep Women	33% (121)	23% (83)	17% (60)	7% (26)	11% (39)	9% (34)	363
Ideo: Liberal (1-3)	36% (247)	21% (145)	16% (108)	9% (59)	10% (69)	9% (64)	692
Ideo: Moderate (4)	30% (146)	25% (121)	17% (83)	8% (36)	11% (51)	9% (43)	481
Ideo: Conservative (5-7)	33% (254)	23% (179)	17% (131)	8% (61)	13% (100)	7% (57)	782
Educ: < College	31% (431)	23% (318)	13% (184)	7% (95)	13% (178)	13% (178)	1384
Educ: Bachelors degree	33% (174)	21% (109)	21% (109)	9% (45)	10% (51)	6% (33)	521
Educ: Post-grad	35% (105)	23% (67)	16% (48)	8% (25)	10% (30)	7% (22)	296

Continued on next page

Table SBR9_8: Do you have a favorable or unfavorable impression of each of the following?
Gladys Knight

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (710)	22% (494)	15% (341)	7% (165)	12% (260)	11% (232)	2201
Income: Under 50k	31% (386)	23% (287)	14% (171)	7% (92)	12% (149)	13% (157)	1242
Income: 50k-100k	33% (234)	22% (152)	17% (121)	6% (45)	13% (92)	8% (58)	703
Income: 100k+	35% (90)	21% (55)	19% (48)	11% (28)	7% (19)	7% (17)	256
Ethnicity: White	31% (549)	23% (412)	15% (275)	8% (135)	12% (220)	11% (189)	1780
Ethnicity: Hispanic	27% (57)	22% (47)	14% (30)	6% (12)	15% (32)	17% (35)	213
Ethnicity: Afr. Am.	42% (117)	18% (51)	20% (55)	8% (22)	8% (21)	5% (13)	279
Ethnicity: Other	30% (43)	22% (32)	8% (11)	5% (8)	13% (18)	21% (30)	142
Relig: Protestant	35% (202)	23% (132)	21% (120)	7% (42)	8% (47)	5% (30)	573
Relig: Roman Catholic	32% (138)	24% (104)	19% (84)	8% (34)	10% (44)	8% (34)	439
Relig: Something Else	30% (57)	23% (44)	15% (28)	6% (11)	12% (22)	15% (28)	190
Relig: Jewish	36% (20)	36% (20)	18% (10)	1% (1)	1% (1)	8% (5)	56
Relig: Evangelical	31% (254)	23% (192)	19% (159)	8% (66)	9% (75)	9% (72)	818
Relig: Non-Evang. Catholics	37% (143)	23% (88)	19% (73)	6% (22)	10% (39)	5% (20)	384
Relig: All Christian	33% (397)	23% (279)	19% (233)	7% (87)	9% (113)	8% (92)	1202
Relig: All Non-Christian	38% (94)	19% (47)	11% (28)	7% (18)	15% (37)	11% (26)	250
Community: Urban	33% (180)	22% (119)	14% (75)	10% (53)	9% (49)	12% (68)	544
Community: Suburban	33% (338)	22% (227)	18% (180)	6% (58)	12% (126)	8% (83)	1012
Community: Rural	30% (192)	23% (148)	13% (85)	8% (54)	13% (85)	13% (82)	645
Employ: Private Sector	32% (215)	22% (147)	17% (112)	8% (54)	12% (78)	9% (58)	665
Employ: Government	36% (40)	26% (29)	11% (12)	8% (9)	11% (12)	8% (8)	110
Employ: Self-Employed	33% (69)	24% (50)	11% (22)	9% (19)	13% (27)	11% (23)	210
Employ: Homemaker	28% (41)	30% (44)	19% (27)	2% (3)	8% (12)	13% (19)	146
Employ: Student	17% (15)	12% (10)	5% (4)	3% (2)	21% (19)	43% (37)	88
Employ: Retired	37% (212)	21% (122)	21% (121)	10% (56)	8% (43)	3% (16)	570
Employ: Unemployed	25% (54)	24% (51)	11% (23)	6% (13)	14% (30)	21% (45)	217
Employ: Other	32% (63)	21% (41)	9% (18)	5% (9)	20% (39)	13% (25)	195
Military HH: Yes	32% (131)	18% (73)	22% (89)	7% (30)	12% (47)	8% (34)	404
Military HH: No	32% (579)	23% (421)	14% (252)	7% (134)	12% (213)	11% (198)	1797
RD/WT: Right Direction	31% (250)	22% (178)	18% (144)	7% (59)	13% (106)	9% (72)	809
RD/WT: Wrong Track	33% (460)	23% (316)	14% (196)	8% (106)	11% (153)	12% (160)	1392

Continued on next page

Table SBR9_8: Do you have a favorable or unfavorable impression of each of the following?

Gladys Knight

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (710)	22% (494)	15% (341)	7% (165)	12% (260)	11% (232)	2201
Trump Job Approve	31% (288)	23% (209)	16% (149)	7% (64)	13% (119)	10% (93)	922
Trump Job Disapprove	34% (401)	23% (269)	16% (187)	8% (93)	10% (123)	9% (106)	1179
Trump Job Strongly Approve	31% (156)	23% (117)	17% (86)	8% (39)	13% (66)	8% (40)	503
Trump Job Somewhat Approve	32% (132)	22% (92)	15% (63)	6% (25)	13% (54)	12% (52)	420
Trump Job Somewhat Disapprove	26% (74)	25% (71)	15% (43)	5% (15)	15% (44)	14% (40)	288
Trump Job Strongly Disapprove	37% (327)	22% (198)	16% (144)	9% (77)	9% (80)	7% (66)	891
#1 Issue: Economy	30% (180)	24% (143)	13% (76)	7% (40)	11% (64)	15% (88)	590
#1 Issue: Security	34% (161)	21% (97)	16% (75)	8% (39)	13% (60)	8% (40)	472
#1 Issue: Health Care	34% (124)	25% (90)	18% (66)	5% (19)	11% (40)	8% (29)	367
#1 Issue: Medicare / Social Security	33% (103)	22% (69)	22% (68)	9% (27)	11% (33)	4% (12)	313
#1 Issue: Women's Issues	27% (32)	14% (17)	13% (16)	4% (5)	19% (23)	22% (26)	118
#1 Issue: Education	36% (52)	18% (26)	12% (18)	11% (16)	12% (17)	10% (15)	144
#1 Issue: Energy	25% (18)	29% (20)	8% (6)	11% (8)	13% (10)	13% (9)	71
#1 Issue: Other	33% (41)	25% (31)	13% (16)	9% (11)	11% (14)	10% (13)	126
2018 House Vote: Democrat	38% (321)	22% (190)	18% (150)	9% (79)	8% (64)	6% (51)	854
2018 House Vote: Republican	31% (229)	23% (171)	19% (142)	8% (57)	11% (81)	8% (58)	738
2018 House Vote: Someone else	39% (35)	26% (23)	3% (3)	6% (6)	11% (10)	14% (13)	90
2018 House Vote: Didnt Vote	24% (124)	21% (110)	9% (45)	4% (23)	20% (103)	21% (110)	516
2016 Vote: Hillary Clinton	39% (290)	22% (162)	18% (137)	9% (65)	7% (55)	5% (35)	743
2016 Vote: Donald Trump	33% (239)	23% (170)	18% (134)	8% (62)	11% (81)	6% (46)	732
2016 Vote: Someone else	32% (53)	24% (40)	13% (22)	9% (15)	8% (14)	13% (22)	166
2016 Vote: Didnt Vote	23% (128)	22% (122)	9% (48)	4% (23)	19% (107)	23% (129)	556
Voted in 2014: Yes	36% (531)	24% (350)	19% (278)	8% (125)	8% (122)	5% (74)	1480
Voted in 2014: No	25% (179)	20% (144)	9% (62)	6% (40)	19% (138)	22% (158)	721
2012 Vote: Barack Obama	38% (341)	23% (208)	19% (176)	9% (78)	7% (68)	4% (34)	905
2012 Vote: Mitt Romney	33% (187)	24% (135)	17% (97)	9% (51)	12% (68)	5% (31)	568
2012 Vote: Other	34% (32)	23% (22)	16% (15)	5% (4)	14% (13)	9% (9)	95
2012 Vote: Didn't Vote	24% (150)	20% (129)	8% (51)	5% (32)	18% (112)	25% (158)	631

Continued on next page

Table SBR9_8: Do you have a favorable or unfavorable impression of each of the following?

Gladys Knight

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (710)	22% (494)	15% (341)	7% (165)	12% (260)	11% (232)	2201
4-Region: Northeast	33% (130)	19% (75)	16% (63)	10% (39)	13% (51)	9% (35)	393
4-Region: Midwest	28% (142)	26% (130)	16% (79)	7% (33)	13% (63)	11% (58)	506
4-Region: South	34% (283)	21% (169)	16% (135)	7% (61)	12% (95)	10% (79)	822
4-Region: West	32% (155)	25% (120)	13% (64)	6% (31)	11% (51)	13% (60)	481

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	2201	100%
xdemGender	Gender: Male	1030	47%
	Gender: Female	1171	53%
	N	2201	
age5	Age: 18-29	370	17%
	Age: 30-44	517	23%
	Age: 45-54	395	18%
	Age: 55-64	406	18%
	Age: 65+	512	23%
	N	2201	
demAgeGeneration	Generation Z: 18-21	140	6%
	Millennial: Age 22-37	534	24%
	Generation X: Age 38-53	557	25%
	Boomers: Age 54-72	830	38%
	N	2062	
xpid3	PID: Dem (no lean)	755	34%
	PID: Ind (no lean)	748	34%
	PID: Rep (no lean)	698	32%
	N	2201	
xpidGender	PID/Gender: Dem Men	328	15%
	PID/Gender: Dem Women	427	19%
	PID/Gender: Ind Men	367	17%
	PID/Gender: Ind Women	381	17%
	PID/Gender: Rep Men	335	15%
	PID/Gender: Rep Women	363	16%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	692	31%
	Ideo: Moderate (4)	481	22%
	Ideo: Conservative (5-7)	782	36%
	N	1955	
xeduc3	Educ: < College	1384	63%
	Educ: Bachelors degree	521	24%
	Educ: Post-grad	296	13%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1242	56%
	Income: 50k-100k	703	32%
	Income: 100k+	256	12%
	N	2201	
xdemWhite	Ethnicity: White	1780	81%
xdemHispBin	Ethnicity: Hispanic	213	10%
demBlackBin	Ethnicity: Afr. Am.	279	13%
demRaceOther	Ethnicity: Other	142	6%
xrelNet	Relig: Protestant	573	26%
	Relig: Roman Catholic	439	20%
	Relig: Something Else	190	9%
	N	1202	
xreligion1	Relig: Jewish	56	3%
xreligion2	Relig: Evangelical	818	37%
	Relig: Non-Evang. Catholics	384	17%
	N	1202	
xreligion3	Relig: All Christian	1202	55%
	Relig: All Non-Christian	250	11%
	N	1451	
xdemUsr	Community: Urban	544	25%
	Community: Suburban	1012	46%
	Community: Rural	645	29%
	N	2201	
xdemEmploy	Employ: Private Sector	665	30%
	Employ: Government	110	5%
	Employ: Self-Employed	210	10%
	Employ: Homemaker	146	7%
	Employ: Student	88	4%
	Employ: Retired	570	26%
	Employ: Unemployed	217	10%
	Employ: Other	195	9%
	N	2201	
xdemMilHH1	Military HH: Yes	404	18%
	Military HH: No	1797	82%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	809	37%
	RD/WT: Wrong Track	1392	63%
	N	2201	
Trump_Approve	Trump Job Approve	922	42%
	Trump Job Disapprove	1179	54%
	N	2102	
Trump_Approve2	Trump Job Strongly Approve	503	23%
	Trump Job Somewhat Approve	420	19%
	Trump Job Somewhat Disapprove	288	13%
	Trump Job Strongly Disapprove	891	41%
	N	2102	
xnr3	#1 Issue: Economy	590	27%
	#1 Issue: Security	472	21%
	#1 Issue: Health Care	367	17%
	#1 Issue: Medicare / Social Security	313	14%
	#1 Issue: Women's Issues	118	5%
	#1 Issue: Education	144	7%
	#1 Issue: Energy	71	3%
	#1 Issue: Other	126	6%
	N	2201	
xsubVote18O	2018 House Vote: Democrat	854	39%
	2018 House Vote: Republican	738	34%
	2018 House Vote: Someone else	90	4%
	2018 House Vote: Didnt Vote	516	23%
	N	2198	
xsubVote16O	2016 Vote: Hillary Clinton	743	34%
	2016 Vote: Donald Trump	732	33%
	2016 Vote: Someone else	166	8%
	2016 Vote: Didnt Vote	556	25%
	N	2197	
xsubVote14O	Voted in 2014: Yes	1480	67%
	Voted in 2014: No	721	33%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	905	41%
	2012 Vote: Mitt Romney	568	26%
	2012 Vote: Other	95	4%
	2012 Vote: Didn't Vote	631	29%
	N	2199	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xreg4	4-Region: Northeast	393	18%
	4-Region: Midwest	506	23%
	4-Region: South	822	37%
	4-Region: West	481	22%
	<i>N</i>	2201	

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

