



National Tracking Poll #190724
July 16-18, 2019

Crosstabulation Results

Methodology:

This poll was conducted between July 16-July 18, 2019 among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table GPG1_1: Do you support or oppose companies and brands speaking out about the following issues?
Gender pay gap in professional sports

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	27% (588)	19% (408)	10% (213)	19% (427)	26% (564)	2201
Gender: Male	25% (264)	17% (184)	11% (119)	23% (249)	23% (246)	1062
Gender: Female	28% (324)	20% (224)	8% (95)	16% (179)	28% (318)	1139
Age: 18-29	34% (160)	12% (58)	8% (36)	22% (104)	25% (116)	475
Age: 30-44	26% (141)	21% (111)	10% (53)	18% (95)	26% (139)	539
Age: 45-54	24% (98)	15% (62)	9% (38)	19% (78)	32% (128)	403
Age: 55-64	22% (78)	22% (77)	11% (38)	20% (70)	24% (85)	348
Age: 65+	26% (112)	23% (101)	11% (48)	18% (81)	22% (95)	436
Generation Z: 18-22	37% (78)	10% (22)	8% (16)	20% (42)	25% (52)	209
Millennial: Age 23-38	29% (170)	16% (96)	9% (53)	21% (124)	25% (146)	588
Generation X: Age 39-54	24% (150)	18% (113)	9% (58)	18% (112)	30% (187)	619
Boomers: Age 55-73	25% (170)	23% (156)	11% (73)	19% (129)	23% (159)	687
PID: Dem (no lean)	39% (314)	18% (142)	6% (45)	15% (118)	23% (189)	807
PID: Ind (no lean)	25% (175)	18% (124)	9% (65)	19% (134)	29% (208)	706
PID: Rep (no lean)	14% (99)	21% (142)	15% (103)	25% (175)	24% (168)	688
PID/Gender: Dem Men	38% (137)	17% (61)	6% (20)	19% (67)	21% (73)	358
PID/Gender: Dem Women	39% (177)	18% (81)	6% (25)	11% (50)	26% (115)	449
PID/Gender: Ind Men	24% (82)	17% (59)	10% (34)	22% (73)	27% (92)	340
PID/Gender: Ind Women	25% (93)	18% (65)	8% (31)	17% (61)	32% (116)	366
PID/Gender: Rep Men	13% (46)	18% (65)	18% (65)	30% (108)	22% (81)	365
PID/Gender: Rep Women	16% (53)	24% (78)	12% (38)	21% (67)	27% (87)	323
Ideo: Liberal (1-3)	45% (278)	20% (126)	7% (43)	15% (93)	13% (80)	620
Ideo: Moderate (4)	25% (123)	21% (102)	10% (47)	16% (76)	28% (136)	485
Ideo: Conservative (5-7)	15% (117)	20% (152)	14% (109)	26% (202)	24% (187)	766
Educ: < College	25% (371)	17% (257)	10% (151)	20% (295)	29% (438)	1513
Educ: Bachelors degree	31% (140)	22% (98)	8% (35)	20% (87)	19% (84)	444
Educ: Post-grad	32% (78)	22% (53)	11% (27)	18% (45)	17% (42)	244

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Table GPG1_1: Do you support or oppose companies and brands speaking out about the following issues?*Gender pay gap in professional sports*

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	27% (588)	19% (408)	10% (213)	19% (427)	26% (564)	2201
Income: Under 50k	26% (326)	17% (212)	9% (108)	18% (233)	31% (387)	1266
Income: 50k-100k	30% (198)	21% (137)	11% (70)	20% (134)	18% (118)	657
Income: 100k+	23% (64)	21% (58)	13% (35)	22% (60)	21% (60)	277
Ethnicity: White	26% (440)	20% (349)	10% (179)	19% (335)	24% (419)	1723
Ethnicity: Hispanic	26% (92)	15% (52)	10% (34)	23% (80)	26% (91)	350
Ethnicity: Afr. Am.	34% (94)	11% (31)	6% (15)	17% (45)	32% (89)	274
Ethnicity: Other	26% (54)	14% (28)	10% (19)	23% (47)	27% (56)	204
All Christian	24% (243)	21% (213)	11% (113)	20% (201)	23% (233)	1004
All Non-Christian	35% (25)	20% (14)	12% (9)	15% (11)	18% (13)	71
Atheist	47% (35)	18% (14)	5% (4)	17% (13)	12% (9)	75
Agnostic/Nothing in particular	27% (285)	16% (167)	8% (88)	19% (203)	29% (309)	1051
Religious Non-Protestant/Catholic	29% (27)	20% (19)	16% (14)	15% (14)	20% (19)	93
Evangelical	21% (134)	18% (114)	12% (80)	21% (134)	29% (188)	649
Non-Evangelical	27% (209)	21% (161)	9% (70)	20% (159)	23% (177)	776
Community: Urban	30% (180)	16% (95)	8% (45)	21% (125)	25% (149)	595
Community: Suburban	27% (268)	19% (190)	10% (103)	18% (179)	26% (257)	996
Community: Rural	23% (140)	20% (123)	11% (65)	20% (123)	26% (159)	610
Employ: Private Sector	29% (190)	22% (143)	9% (60)	20% (134)	20% (135)	663
Employ: Government	28% (45)	25% (40)	10% (17)	16% (26)	20% (32)	160
Employ: Self-Employed	27% (48)	12% (22)	14% (25)	23% (41)	24% (44)	180
Employ: Homemaker	28% (48)	14% (24)	8% (13)	18% (31)	32% (55)	171
Employ: Student	38% (38)	13% (13)	11% (11)	17% (17)	21% (21)	100
Employ: Retired	25% (119)	21% (102)	12% (55)	20% (95)	23% (109)	480
Employ: Unemployed	20% (48)	19% (46)	7% (18)	16% (37)	38% (90)	238
Employ: Other	25% (52)	8% (18)	7% (15)	22% (46)	38% (79)	210
Military HH: Yes	27% (107)	15% (61)	13% (50)	22% (88)	23% (89)	396
Military HH: No	27% (481)	19% (347)	9% (163)	19% (339)	26% (475)	1805
RD/WT: Right Direction	16% (147)	19% (176)	14% (129)	24% (217)	26% (240)	909
RD/WT: Wrong Track	34% (441)	18% (232)	7% (84)	16% (210)	25% (324)	1292

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Table GPG1_1: Do you support or oppose companies and brands speaking out about the following issues?
Gender pay gap in professional sports

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	27% (588)	19% (408)	10% (213)	19% (427)	26% (564)	2201
Trump Job Approve	14% (133)	20% (185)	15% (136)	26% (243)	25% (232)	930
Trump Job Disapprove	38% (438)	18% (213)	6% (75)	15% (172)	22% (258)	1156
Trump Job Strongly Approve	13% (69)	17% (89)	15% (77)	31% (161)	23% (118)	515
Trump Job Somewhat Approve	15% (64)	23% (96)	14% (59)	20% (82)	27% (114)	414
Trump Job Somewhat Disapprove	23% (63)	26% (69)	11% (30)	13% (35)	27% (71)	268
Trump Job Strongly Disapprove	42% (375)	16% (144)	5% (44)	15% (137)	21% (187)	888
Favorable of Trump	15% (139)	20% (177)	15% (133)	26% (232)	25% (227)	907
Unfavorable of Trump	38% (432)	19% (214)	6% (71)	15% (174)	22% (249)	1140
Very Favorable of Trump	14% (72)	17% (89)	15% (80)	31% (163)	24% (130)	534
Somewhat Favorable of Trump	18% (66)	24% (88)	14% (53)	18% (69)	26% (98)	374
Somewhat Unfavorable of Trump	20% (44)	21% (46)	12% (26)	16% (34)	30% (65)	215
Very Unfavorable of Trump	42% (388)	18% (168)	5% (45)	15% (141)	20% (184)	925
#1 Issue: Economy	22% (114)	21% (107)	11% (58)	20% (101)	26% (131)	513
#1 Issue: Security	18% (80)	19% (85)	12% (54)	28% (124)	22% (96)	440
#1 Issue: Health Care	30% (112)	18% (66)	9% (33)	18% (67)	25% (93)	371
#1 Issue: Medicare / Social Security	23% (82)	21% (74)	12% (42)	16% (58)	28% (101)	357
#1 Issue: Women's Issues	48% (67)	9% (13)	4% (6)	14% (20)	24% (35)	141
#1 Issue: Education	33% (48)	19% (28)	7% (11)	15% (22)	26% (38)	146
#1 Issue: Energy	41% (46)	19% (21)	1% (1)	15% (17)	24% (27)	112
#1 Issue: Other	32% (39)	11% (13)	7% (9)	15% (18)	35% (43)	121
2018 House Vote: Democrat	41% (318)	19% (148)	6% (46)	15% (114)	19% (144)	770
2018 House Vote: Republican	13% (94)	19% (133)	15% (108)	28% (198)	24% (164)	696
2018 House Vote: Someone else	27% (27)	11% (11)	12% (12)	18% (17)	32% (32)	99
2016 Vote: Hillary Clinton	41% (288)	19% (135)	6% (39)	14% (98)	20% (138)	697
2016 Vote: Donald Trump	13% (95)	20% (143)	16% (116)	27% (193)	23% (168)	715
2016 Vote: Other	25% (41)	18% (30)	7% (11)	20% (33)	29% (48)	163
2016 Vote: Didn't Vote	26% (164)	16% (101)	7% (46)	17% (104)	34% (211)	626
Voted in 2014: Yes	27% (378)	19% (264)	11% (147)	20% (280)	22% (307)	1375
Voted in 2014: No	25% (210)	17% (144)	8% (66)	18% (148)	31% (258)	826

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Table GPG1_1: Do you support or oppose companies and brands speaking out about the following issues?*Gender pay gap in professional sports*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	27%	(588)	19%	(408)	10%	(213)	19%	(427)	26%	(564)	2201
2012 Vote: Barack Obama	39%	(330)	19%	(162)	6%	(52)	17%	(142)	18%	(151)	837
2012 Vote: Mitt Romney	13%	(68)	21%	(106)	15%	(79)	24%	(125)	26%	(136)	513
2012 Vote: Other	7%	(7)	17%	(16)	18%	(17)	28%	(27)	30%	(29)	95
2012 Vote: Didn't Vote	24%	(181)	17%	(124)	8%	(64)	18%	(132)	33%	(248)	750
4-Region: Northeast	28%	(108)	21%	(83)	9%	(36)	18%	(72)	24%	(94)	394
4-Region: Midwest	25%	(116)	21%	(95)	9%	(42)	19%	(87)	27%	(123)	462
4-Region: South	28%	(234)	16%	(135)	10%	(80)	21%	(169)	25%	(206)	825
4-Region: West	25%	(131)	18%	(94)	11%	(56)	19%	(99)	27%	(141)	520

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

Table GPG1_2: Do you support or oppose companies and brands speaking out about the following issues?
Gender pay gap in corporate America

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	31% (688)	18% (400)	9% (198)	19% (415)	23% (500)	2201
Gender: Male	29% (309)	17% (180)	10% (105)	22% (238)	22% (231)	1062
Gender: Female	33% (379)	19% (219)	8% (94)	16% (177)	24% (269)	1139
Age: 18-29	36% (172)	12% (58)	7% (35)	21% (100)	23% (109)	475
Age: 30-44	32% (173)	19% (103)	8% (41)	19% (101)	22% (121)	539
Age: 45-54	26% (105)	16% (66)	10% (42)	19% (76)	29% (116)	403
Age: 55-64	30% (103)	19% (68)	10% (35)	19% (65)	22% (77)	348
Age: 65+	31% (134)	24% (106)	10% (46)	17% (74)	18% (78)	436
Generation Z: 18-22	41% (85)	9% (19)	10% (21)	17% (35)	23% (49)	209
Millennial: Age 23-38	34% (199)	16% (94)	7% (40)	22% (128)	22% (127)	588
Generation X: Age 39-54	27% (166)	18% (114)	9% (56)	18% (114)	27% (169)	619
Boomers: Age 55-73	32% (217)	22% (153)	9% (65)	17% (119)	19% (133)	687
PID: Dem (no lean)	44% (358)	16% (131)	6% (44)	14% (109)	20% (164)	807
PID: Ind (no lean)	29% (207)	16% (115)	8% (59)	19% (137)	27% (188)	706
PID: Rep (no lean)	18% (122)	22% (154)	14% (95)	24% (168)	22% (148)	688
PID/Gender: Dem Men	43% (156)	15% (54)	4% (15)	18% (64)	19% (69)	358
PID/Gender: Dem Women	45% (203)	17% (77)	7% (29)	10% (45)	21% (95)	449
PID/Gender: Ind Men	28% (94)	17% (56)	9% (30)	22% (74)	25% (84)	340
PID/Gender: Ind Women	31% (113)	16% (58)	8% (29)	17% (63)	28% (104)	366
PID/Gender: Rep Men	16% (59)	19% (70)	16% (60)	27% (99)	21% (77)	365
PID/Gender: Rep Women	20% (63)	26% (84)	11% (36)	21% (69)	22% (71)	323
Ideo: Liberal (1-3)	54% (337)	16% (100)	6% (39)	14% (89)	9% (55)	620
Ideo: Moderate (4)	30% (144)	23% (109)	8% (39)	17% (81)	23% (112)	485
Ideo: Conservative (5-7)	17% (133)	21% (164)	14% (104)	25% (191)	23% (175)	766
Educ: < College	29% (432)	17% (253)	9% (137)	19% (290)	27% (401)	1513
Educ: Bachelors degree	39% (174)	20% (87)	8% (34)	19% (85)	14% (64)	444
Educ: Post-grad	33% (82)	25% (60)	11% (28)	16% (40)	14% (35)	244

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Table GPG1_2: Do you support or oppose companies and brands speaking out about the following issues?
Gender pay gap in corporate America

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	31% (688)	18% (400)	9% (198)	19% (415)	23% (500)	2201
Income: Under 50k	30% (376)	16% (200)	9% (114)	18% (229)	27% (347)	1266
Income: 50k-100k	36% (237)	21% (137)	8% (54)	19% (127)	16% (103)	657
Income: 100k+	27% (74)	23% (63)	11% (30)	21% (59)	18% (51)	277
Ethnicity: White	31% (528)	20% (345)	9% (163)	19% (329)	21% (358)	1723
Ethnicity: Hispanic	31% (107)	14% (49)	12% (41)	19% (67)	25% (86)	350
Ethnicity: Afr. Am.	35% (95)	12% (33)	5% (14)	17% (46)	32% (87)	274
Ethnicity: Other	32% (65)	11% (22)	11% (22)	19% (40)	27% (56)	204
All Christian	29% (287)	22% (222)	11% (112)	19% (190)	19% (193)	1004
All Non-Christian	47% (33)	10% (7)	9% (6)	15% (11)	19% (14)	71
Atheist	54% (40)	15% (11)	4% (3)	13% (10)	14% (10)	75
Agnostic/Nothing in particular	31% (327)	15% (160)	7% (77)	19% (204)	27% (283)	1051
Religious Non-Protestant/Catholic	41% (38)	14% (13)	11% (10)	14% (13)	20% (19)	93
Evangelical	23% (149)	20% (128)	11% (69)	20% (133)	26% (171)	649
Non-Evangelical	32% (252)	20% (152)	10% (76)	19% (151)	19% (145)	776
Community: Urban	35% (206)	16% (95)	8% (46)	18% (105)	24% (142)	595
Community: Suburban	31% (309)	20% (195)	10% (95)	19% (186)	21% (212)	996
Community: Rural	28% (172)	18% (110)	9% (58)	20% (124)	24% (146)	610
Employ: Private Sector	33% (218)	21% (136)	8% (50)	21% (137)	18% (120)	663
Employ: Government	34% (54)	22% (35)	11% (17)	15% (24)	18% (29)	160
Employ: Self-Employed	28% (50)	12% (22)	14% (25)	23% (41)	24% (43)	180
Employ: Homemaker	32% (54)	14% (24)	8% (13)	17% (28)	30% (52)	171
Employ: Student	41% (41)	14% (14)	9% (9)	16% (16)	20% (20)	100
Employ: Retired	30% (144)	22% (104)	10% (49)	19% (90)	19% (92)	480
Employ: Unemployed	26% (63)	18% (42)	10% (25)	14% (32)	32% (76)	238
Employ: Other	30% (63)	11% (23)	5% (11)	22% (46)	32% (68)	210
Military HH: Yes	30% (117)	19% (74)	10% (41)	22% (86)	20% (77)	396
Military HH: No	32% (570)	18% (326)	9% (157)	18% (329)	23% (423)	1805
RD/WT: Right Direction	20% (178)	20% (183)	13% (119)	23% (209)	24% (220)	909
RD/WT: Wrong Track	39% (510)	17% (217)	6% (79)	16% (206)	22% (281)	1292

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Table GPG1_2: Do you support or oppose companies and brands speaking out about the following issues?
Gender pay gap in corporate America

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	31% (688)	18% (400)	9% (198)	19% (415)	23% (500)	2201
Trump Job Approve	18% (166)	21% (193)	13% (120)	25% (236)	23% (213)	930
Trump Job Disapprove	43% (500)	17% (200)	6% (71)	14% (166)	19% (220)	1156
Trump Job Strongly Approve	17% (87)	18% (91)	14% (73)	30% (154)	22% (111)	515
Trump Job Somewhat Approve	19% (80)	25% (103)	11% (47)	20% (83)	25% (102)	414
Trump Job Somewhat Disapprove	29% (78)	23% (63)	11% (29)	12% (31)	25% (67)	268
Trump Job Strongly Disapprove	48% (422)	15% (137)	5% (42)	15% (134)	17% (153)	888
Favorable of Trump	18% (166)	21% (189)	13% (118)	25% (223)	23% (211)	907
Unfavorable of Trump	44% (500)	17% (199)	6% (65)	15% (174)	18% (202)	1140
Very Favorable of Trump	17% (90)	17% (89)	14% (75)	30% (161)	22% (119)	534
Somewhat Favorable of Trump	20% (76)	27% (100)	11% (43)	17% (62)	25% (92)	374
Somewhat Unfavorable of Trump	23% (50)	21% (46)	10% (22)	15% (32)	30% (65)	215
Very Unfavorable of Trump	49% (450)	17% (154)	5% (42)	15% (142)	15% (138)	925
#1 Issue: Economy	28% (142)	20% (102)	9% (47)	18% (92)	25% (130)	513
#1 Issue: Security	21% (91)	18% (81)	13% (57)	29% (129)	18% (81)	440
#1 Issue: Health Care	38% (142)	16% (59)	7% (26)	19% (71)	20% (74)	371
#1 Issue: Medicare / Social Security	26% (93)	23% (84)	10% (35)	14% (50)	26% (94)	357
#1 Issue: Women's Issues	51% (72)	10% (14)	4% (5)	14% (20)	21% (30)	141
#1 Issue: Education	34% (50)	17% (25)	9% (14)	12% (18)	27% (40)	146
#1 Issue: Energy	46% (52)	17% (20)	4% (4)	16% (18)	17% (19)	112
#1 Issue: Other	37% (45)	13% (16)	8% (10)	14% (17)	28% (34)	121
2018 House Vote: Democrat	47% (360)	19% (144)	5% (38)	14% (110)	15% (118)	770
2018 House Vote: Republican	17% (119)	21% (146)	14% (99)	27% (187)	21% (145)	696
2018 House Vote: Someone else	31% (30)	12% (12)	9% (8)	19% (19)	29% (29)	99
2016 Vote: Hillary Clinton	47% (325)	18% (123)	5% (36)	14% (95)	17% (118)	697
2016 Vote: Donald Trump	17% (122)	22% (156)	14% (99)	26% (189)	21% (148)	715
2016 Vote: Other	29% (47)	20% (33)	7% (11)	22% (36)	22% (36)	163
2016 Vote: Didn't Vote	31% (194)	14% (88)	8% (51)	15% (95)	32% (198)	626
Voted in 2014: Yes	32% (436)	19% (262)	10% (139)	20% (274)	19% (264)	1375
Voted in 2014: No	31% (252)	17% (138)	7% (59)	17% (140)	29% (237)	826

Continued on next page

Table GPG1_2: Do you support or oppose companies and brands speaking out about the following issues?*Gender pay gap in corporate America*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	31%	(688)	18%	(400)	9%	(198)	19%	(415)	23%	(500)	2201
2012 Vote: Barack Obama	45%	(377)	18%	(148)	6%	(47)	17%	(142)	15%	(123)	837
2012 Vote: Mitt Romney	16%	(81)	23%	(120)	15%	(76)	23%	(120)	23%	(116)	513
2012 Vote: Other	12%	(11)	17%	(16)	12%	(12)	29%	(28)	29%	(28)	95
2012 Vote: Didn't Vote	29%	(216)	15%	(116)	8%	(63)	17%	(124)	31%	(231)	750
4-Region: Northeast	32%	(127)	19%	(76)	8%	(31)	17%	(68)	23%	(92)	394
4-Region: Midwest	30%	(137)	20%	(92)	8%	(37)	19%	(86)	24%	(110)	462
4-Region: South	34%	(277)	18%	(145)	9%	(78)	19%	(157)	20%	(168)	825
4-Region: West	28%	(147)	17%	(87)	10%	(52)	20%	(104)	25%	(130)	520

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

Table GPG1_3: Do you support or oppose companies and brands speaking out about the following issues?

Racism

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	32% (707)	14% (307)	8% (179)	29% (629)	17% (379)	2201
Gender: Male	33% (346)	14% (149)	8% (90)	31% (334)	13% (142)	1062
Gender: Female	32% (361)	14% (157)	8% (89)	26% (295)	21% (237)	1139
Age: 18-29	39% (184)	10% (49)	7% (32)	31% (145)	14% (65)	475
Age: 30-44	33% (176)	17% (91)	6% (32)	27% (147)	17% (92)	539
Age: 45-54	30% (122)	11% (45)	9% (37)	26% (104)	23% (95)	403
Age: 55-64	29% (100)	14% (47)	9% (31)	30% (105)	19% (65)	348
Age: 65+	29% (125)	17% (75)	11% (47)	29% (128)	14% (63)	436
Generation Z: 18-22	41% (86)	6% (12)	6% (12)	34% (70)	14% (29)	209
Millennial: Age 23-38	35% (208)	15% (89)	6% (37)	29% (170)	14% (84)	588
Generation X: Age 39-54	30% (189)	13% (83)	8% (52)	25% (156)	22% (139)	619
Boomers: Age 55-73	30% (203)	15% (105)	9% (65)	30% (203)	16% (112)	687
PID: Dem (no lean)	49% (392)	11% (92)	4% (33)	22% (180)	14% (110)	807
PID: Ind (no lean)	29% (202)	14% (101)	7% (47)	29% (207)	21% (150)	706
PID: Rep (no lean)	16% (112)	17% (114)	14% (99)	35% (242)	17% (120)	688
PID/Gender: Dem Men	51% (183)	10% (36)	4% (13)	26% (92)	9% (34)	358
PID/Gender: Dem Women	47% (210)	12% (56)	5% (20)	20% (88)	17% (76)	449
PID/Gender: Ind Men	30% (102)	16% (56)	7% (25)	31% (104)	16% (53)	340
PID/Gender: Ind Women	27% (100)	12% (45)	6% (22)	28% (102)	26% (96)	366
PID/Gender: Rep Men	17% (62)	16% (57)	14% (52)	38% (138)	15% (55)	365
PID/Gender: Rep Women	16% (51)	18% (57)	14% (46)	32% (104)	20% (65)	323
Ideo: Liberal (1-3)	56% (347)	12% (72)	5% (29)	23% (140)	5% (31)	620
Ideo: Moderate (4)	31% (149)	16% (76)	8% (39)	28% (135)	18% (86)	485
Ideo: Conservative (5-7)	17% (131)	17% (131)	13% (98)	35% (265)	19% (143)	766
Educ: < College	30% (447)	13% (193)	8% (127)	30% (458)	19% (288)	1513
Educ: Bachelors degree	38% (169)	16% (71)	7% (32)	26% (117)	12% (55)	444
Educ: Post-grad	37% (91)	18% (43)	8% (20)	22% (54)	15% (36)	244

Continued on next page

Table GPG1_3: Do you support or oppose companies and brands speaking out about the following issues?*Racism*

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	32% (707)	14% (307)	8% (179)	29% (629)	17% (379)	2201
Income: Under 50k	30% (384)	13% (159)	8% (106)	29% (362)	20% (255)	1266
Income: 50k-100k	35% (231)	16% (103)	8% (54)	29% (188)	12% (81)	657
Income: 100k+	33% (92)	16% (45)	7% (19)	29% (79)	15% (43)	277
Ethnicity: White	30% (509)	15% (265)	9% (159)	29% (493)	17% (297)	1723
Ethnicity: Hispanic	36% (127)	11% (38)	7% (24)	32% (112)	14% (49)	350
Ethnicity: Afr. Am.	44% (120)	9% (24)	3% (7)	28% (78)	17% (45)	274
Ethnicity: Other	38% (78)	9% (18)	6% (12)	29% (59)	18% (37)	204
All Christian	28% (281)	16% (163)	11% (106)	30% (303)	15% (152)	1004
All Non-Christian	46% (32)	12% (8)	8% (6)	24% (17)	11% (8)	71
Atheist	56% (42)	6% (5)	8% (6)	16% (12)	14% (10)	75
Agnostic/Nothing in particular	33% (352)	12% (131)	6% (61)	28% (298)	20% (209)	1051
Religious Non-Protestant/Catholic	40% (37)	12% (11)	8% (7)	28% (26)	12% (11)	93
Evangelical	25% (162)	12% (76)	10% (62)	36% (232)	18% (117)	649
Non-Evangelical	31% (242)	17% (129)	9% (68)	27% (212)	16% (126)	776
Community: Urban	39% (229)	12% (71)	4% (25)	30% (179)	15% (91)	595
Community: Suburban	32% (321)	16% (156)	9% (90)	27% (265)	16% (164)	996
Community: Rural	26% (156)	13% (80)	10% (64)	30% (186)	20% (124)	610
Employ: Private Sector	35% (229)	15% (96)	7% (44)	30% (197)	14% (96)	663
Employ: Government	32% (51)	18% (28)	8% (13)	24% (38)	19% (30)	160
Employ: Self-Employed	32% (57)	10% (19)	9% (15)	35% (62)	15% (26)	180
Employ: Homemaker	27% (47)	13% (22)	14% (23)	20% (34)	27% (46)	171
Employ: Student	41% (41)	11% (11)	5% (5)	31% (31)	11% (11)	100
Employ: Retired	30% (142)	16% (77)	9% (44)	31% (150)	14% (67)	480
Employ: Unemployed	29% (68)	14% (32)	10% (23)	27% (63)	22% (51)	238
Employ: Other	34% (72)	10% (21)	5% (10)	26% (54)	25% (52)	210
Military HH: Yes	32% (126)	14% (54)	9% (36)	31% (122)	14% (56)	396
Military HH: No	32% (581)	14% (252)	8% (142)	28% (507)	18% (323)	1805
RD/WT: Right Direction	19% (171)	16% (149)	13% (115)	34% (309)	18% (165)	909
RD/WT: Wrong Track	41% (536)	12% (158)	5% (64)	25% (320)	17% (214)	1292

Continued on next page

Table GPG1_3: Do you support or oppose companies and brands speaking out about the following issues?

Racism

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	32% (707)	14% (307)	8% (179)	29% (629)	17% (379)	2201
Trump Job Approve	16% (144)	17% (156)	13% (125)	36% (338)	18% (167)	930
Trump Job Disapprove	46% (536)	12% (142)	4% (52)	23% (267)	14% (159)	1156
Trump Job Strongly Approve	14% (70)	13% (67)	16% (83)	42% (215)	15% (79)	515
Trump Job Somewhat Approve	18% (74)	21% (89)	10% (41)	30% (123)	21% (87)	414
Trump Job Somewhat Disapprove	35% (93)	18% (48)	9% (25)	19% (52)	18% (49)	268
Trump Job Strongly Disapprove	50% (443)	11% (94)	3% (26)	24% (215)	12% (110)	888
Favorable of Trump	17% (151)	17% (151)	13% (122)	35% (321)	18% (162)	907
Unfavorable of Trump	47% (531)	12% (141)	4% (48)	24% (274)	13% (146)	1140
Very Favorable of Trump	15% (77)	13% (67)	15% (82)	42% (224)	16% (83)	534
Somewhat Favorable of Trump	20% (74)	23% (84)	11% (40)	26% (98)	21% (79)	374
Somewhat Unfavorable of Trump	29% (61)	15% (32)	10% (21)	25% (53)	22% (48)	215
Very Unfavorable of Trump	51% (469)	12% (109)	3% (27)	24% (221)	11% (99)	925
#1 Issue: Economy	31% (157)	14% (72)	8% (43)	31% (159)	16% (83)	513
#1 Issue: Security	21% (94)	14% (63)	14% (61)	36% (160)	14% (62)	440
#1 Issue: Health Care	40% (147)	13% (50)	5% (17)	25% (93)	17% (64)	371
#1 Issue: Medicare / Social Security	25% (89)	17% (61)	9% (31)	27% (96)	22% (80)	357
#1 Issue: Women's Issues	49% (69)	12% (16)	4% (6)	22% (32)	13% (19)	141
#1 Issue: Education	38% (56)	15% (21)	4% (6)	26% (38)	17% (25)	146
#1 Issue: Energy	44% (50)	12% (14)	5% (6)	24% (27)	14% (16)	112
#1 Issue: Other	39% (47)	8% (9)	8% (10)	20% (24)	25% (30)	121
2018 House Vote: Democrat	50% (387)	13% (104)	4% (34)	21% (165)	10% (80)	770
2018 House Vote: Republican	16% (111)	16% (113)	14% (96)	38% (262)	16% (114)	696
2018 House Vote: Someone else	33% (32)	7% (7)	10% (10)	22% (22)	28% (28)	99
2016 Vote: Hillary Clinton	52% (359)	12% (81)	4% (27)	22% (154)	11% (76)	697
2016 Vote: Donald Trump	16% (116)	18% (127)	15% (105)	36% (254)	16% (113)	715
2016 Vote: Other	28% (45)	15% (25)	8% (13)	27% (43)	22% (36)	163
2016 Vote: Didn't Vote	30% (186)	12% (74)	6% (34)	28% (178)	25% (154)	626
Voted in 2014: Yes	33% (450)	15% (200)	9% (127)	29% (400)	14% (198)	1375
Voted in 2014: No	31% (257)	13% (107)	6% (52)	28% (229)	22% (181)	826

Continued on next page

Table GPG1_3: Do you support or oppose companies and brands speaking out about the following issues?*Racism*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	32%	(707)	14%	(307)	8%	(179)	29%	(629)	17%	(379)	2201
2012 Vote: Barack Obama	47%	(395)	14%	(114)	5%	(39)	24%	(205)	10%	(84)	837
2012 Vote: Mitt Romney	15%	(78)	17%	(85)	16%	(82)	34%	(175)	18%	(93)	513
2012 Vote: Other	10%	(9)	16%	(15)	9%	(9)	39%	(37)	26%	(25)	95
2012 Vote: Didn't Vote	30%	(222)	12%	(93)	6%	(48)	28%	(210)	24%	(177)	750
4-Region: Northeast	34%	(132)	14%	(56)	9%	(36)	23%	(91)	20%	(79)	394
4-Region: Midwest	31%	(144)	14%	(66)	9%	(40)	27%	(126)	19%	(87)	462
4-Region: South	30%	(251)	14%	(119)	7%	(59)	31%	(259)	17%	(137)	825
4-Region: West	35%	(179)	13%	(66)	9%	(44)	29%	(153)	15%	(77)	520

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

Table GPG1_4: Do you support or oppose companies and brands speaking out about the following issues?

Sexism

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	29%	(640)	15%	(324)	9%	(202)	25%	(548)	22%	(486)	2201
Gender: Male	28%	(297)	15%	(161)	11%	(114)	27%	(285)	19%	(207)	1062
Gender: Female	30%	(344)	14%	(163)	8%	(88)	23%	(263)	25%	(280)	1139
Age: 18-29	36%	(173)	11%	(50)	9%	(45)	24%	(112)	20%	(95)	475
Age: 30-44	29%	(157)	17%	(93)	9%	(49)	21%	(115)	23%	(125)	539
Age: 45-54	28%	(113)	13%	(51)	9%	(38)	22%	(89)	28%	(112)	403
Age: 55-64	25%	(87)	15%	(51)	6%	(21)	33%	(113)	22%	(75)	348
Age: 65+	25%	(111)	18%	(79)	11%	(49)	27%	(118)	18%	(79)	436
Generation Z: 18-22	39%	(81)	7%	(16)	12%	(25)	21%	(45)	20%	(43)	209
Millennial: Age 23-38	34%	(198)	15%	(86)	8%	(48)	24%	(140)	20%	(116)	588
Generation X: Age 39-54	26%	(163)	15%	(92)	10%	(59)	21%	(131)	28%	(174)	619
Boomers: Age 55-73	27%	(183)	17%	(117)	8%	(58)	29%	(197)	19%	(133)	687
PID: Dem (no lean)	45%	(365)	12%	(99)	6%	(45)	18%	(149)	18%	(148)	807
PID: Ind (no lean)	24%	(172)	15%	(106)	8%	(58)	26%	(185)	26%	(185)	706
PID: Rep (no lean)	15%	(103)	17%	(119)	14%	(98)	31%	(214)	22%	(153)	688
PID/Gender: Dem Men	46%	(164)	13%	(46)	6%	(21)	21%	(75)	15%	(52)	358
PID/Gender: Dem Women	45%	(202)	12%	(54)	5%	(24)	16%	(74)	21%	(96)	449
PID/Gender: Ind Men	26%	(87)	17%	(58)	9%	(32)	26%	(88)	22%	(75)	340
PID/Gender: Ind Women	23%	(84)	13%	(48)	7%	(26)	26%	(96)	30%	(111)	366
PID/Gender: Rep Men	13%	(46)	16%	(57)	17%	(60)	33%	(121)	22%	(80)	365
PID/Gender: Rep Women	18%	(57)	19%	(61)	12%	(38)	29%	(93)	23%	(73)	323
Ideo: Liberal (1-3)	52%	(324)	15%	(90)	6%	(36)	20%	(124)	7%	(45)	620
Ideo: Moderate (4)	27%	(129)	17%	(82)	10%	(47)	24%	(115)	23%	(112)	485
Ideo: Conservative (5-7)	15%	(117)	16%	(122)	13%	(97)	32%	(248)	24%	(181)	766
Educ: < College	27%	(404)	13%	(197)	9%	(137)	26%	(395)	25%	(381)	1513
Educ: Bachelors degree	35%	(156)	18%	(79)	10%	(42)	22%	(100)	15%	(66)	444
Educ: Post-grad	33%	(80)	20%	(48)	9%	(23)	22%	(53)	16%	(39)	244

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Table GPG1_4: Do you support or oppose companies and brands speaking out about the following issues?*Sexism*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	29%	(640)	15%	(324)	9%	(202)	25%	(548)	22%	(486)	2201
Income: Under 50k	28%	(352)	13%	(166)	9%	(119)	24%	(303)	26%	(327)	1266
Income: 50k-100k	32%	(208)	16%	(108)	8%	(53)	27%	(180)	17%	(109)	657
Income: 100k+	29%	(81)	18%	(51)	11%	(30)	24%	(65)	18%	(50)	277
Ethnicity: White	28%	(486)	16%	(267)	10%	(168)	26%	(446)	21%	(355)	1723
Ethnicity: Hispanic	32%	(113)	11%	(37)	12%	(41)	23%	(79)	22%	(78)	350
Ethnicity: Afr. Am.	35%	(95)	11%	(30)	5%	(15)	22%	(62)	27%	(73)	274
Ethnicity: Other	29%	(60)	13%	(27)	9%	(19)	20%	(40)	29%	(58)	204
All Christian	25%	(251)	17%	(174)	11%	(115)	26%	(266)	20%	(198)	1004
All Non-Christian	38%	(27)	9%	(6)	12%	(8)	24%	(17)	18%	(12)	71
Atheist	54%	(40)	11%	(8)	8%	(6)	15%	(11)	13%	(10)	75
Agnostic/Nothing in particular	31%	(322)	13%	(136)	7%	(73)	24%	(254)	25%	(266)	1051
Religious Non-Protestant/Catholic	34%	(31)	9%	(9)	11%	(10)	25%	(23)	21%	(20)	93
Evangelical	23%	(149)	14%	(88)	11%	(70)	29%	(190)	24%	(153)	649
Non-Evangelical	28%	(217)	17%	(129)	10%	(79)	25%	(198)	20%	(155)	776
Community: Urban	32%	(193)	13%	(75)	7%	(42)	26%	(154)	22%	(130)	595
Community: Suburban	29%	(291)	17%	(165)	10%	(97)	24%	(234)	21%	(209)	996
Community: Rural	26%	(157)	14%	(84)	10%	(63)	26%	(159)	24%	(147)	610
Employ: Private Sector	31%	(205)	16%	(108)	11%	(70)	24%	(161)	18%	(119)	663
Employ: Government	26%	(42)	22%	(35)	10%	(16)	21%	(34)	21%	(33)	160
Employ: Self-Employed	26%	(47)	10%	(18)	9%	(16)	30%	(54)	25%	(46)	180
Employ: Homemaker	31%	(54)	9%	(16)	8%	(13)	20%	(35)	31%	(54)	171
Employ: Student	39%	(39)	11%	(11)	9%	(9)	21%	(21)	20%	(20)	100
Employ: Retired	27%	(130)	17%	(82)	9%	(43)	29%	(140)	18%	(85)	480
Employ: Unemployed	28%	(67)	15%	(35)	10%	(25)	20%	(48)	27%	(64)	238
Employ: Other	27%	(57)	9%	(19)	5%	(12)	26%	(55)	32%	(67)	210
Military HH: Yes	26%	(103)	17%	(68)	8%	(33)	28%	(111)	20%	(80)	396
Military HH: No	30%	(538)	14%	(256)	9%	(169)	24%	(437)	23%	(406)	1805
RD/WT: Right Direction	16%	(147)	16%	(144)	14%	(125)	31%	(279)	23%	(213)	909
RD/WT: Wrong Track	38%	(493)	14%	(180)	6%	(77)	21%	(269)	21%	(273)	1292

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Table GPG1_4: Do you support or oppose companies and brands speaking out about the following issues?

Sexism

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	29%	(640)	15%	(324)	9%	(202)	25%	(548)	22%	(486)	2201
Trump Job Approve	14%	(132)	16%	(149)	14%	(131)	34%	(313)	22%	(206)	930
Trump Job Disapprove	42%	(484)	14%	(167)	6%	(64)	19%	(224)	19%	(218)	1156
Trump Job Strongly Approve	13%	(68)	13%	(66)	15%	(75)	41%	(212)	18%	(95)	515
Trump Job Somewhat Approve	15%	(64)	20%	(83)	14%	(56)	24%	(100)	27%	(111)	414
Trump Job Somewhat Disapprove	28%	(75)	20%	(54)	10%	(27)	16%	(42)	27%	(71)	268
Trump Job Strongly Disapprove	46%	(409)	13%	(113)	4%	(37)	21%	(182)	17%	(147)	888
Favorable of Trump	15%	(134)	16%	(141)	14%	(127)	33%	(299)	23%	(207)	907
Unfavorable of Trump	42%	(482)	15%	(170)	5%	(63)	20%	(230)	17%	(196)	1140
Very Favorable of Trump	13%	(70)	12%	(61)	15%	(81)	41%	(219)	19%	(103)	534
Somewhat Favorable of Trump	17%	(64)	21%	(80)	12%	(45)	21%	(80)	28%	(104)	374
Somewhat Unfavorable of Trump	24%	(51)	16%	(34)	15%	(31)	17%	(36)	29%	(62)	215
Very Unfavorable of Trump	46%	(430)	15%	(136)	3%	(31)	21%	(194)	15%	(134)	925
#1 Issue: Economy	27%	(139)	15%	(76)	12%	(63)	24%	(124)	22%	(110)	513
#1 Issue: Security	18%	(79)	16%	(69)	13%	(57)	35%	(152)	19%	(83)	440
#1 Issue: Health Care	38%	(140)	14%	(51)	5%	(20)	23%	(84)	20%	(75)	371
#1 Issue: Medicare / Social Security	22%	(80)	17%	(61)	9%	(31)	24%	(87)	27%	(98)	357
#1 Issue: Women's Issues	44%	(62)	14%	(20)	5%	(7)	17%	(24)	20%	(28)	141
#1 Issue: Education	34%	(50)	16%	(24)	8%	(12)	20%	(29)	22%	(32)	146
#1 Issue: Energy	45%	(51)	10%	(12)	4%	(5)	21%	(23)	20%	(22)	112
#1 Issue: Other	31%	(38)	10%	(12)	7%	(8)	20%	(24)	32%	(39)	121
2018 House Vote: Democrat	46%	(353)	15%	(119)	6%	(42)	19%	(148)	14%	(107)	770
2018 House Vote: Republican	14%	(100)	16%	(111)	14%	(97)	35%	(245)	21%	(143)	696
2018 House Vote: Someone else	23%	(22)	13%	(13)	11%	(10)	23%	(23)	31%	(30)	99
2016 Vote: Hillary Clinton	46%	(320)	14%	(101)	6%	(41)	18%	(129)	15%	(107)	697
2016 Vote: Donald Trump	13%	(94)	17%	(124)	14%	(103)	34%	(244)	21%	(149)	715
2016 Vote: Other	24%	(38)	20%	(33)	9%	(15)	24%	(40)	23%	(37)	163
2016 Vote: Didn't Vote	30%	(188)	11%	(66)	7%	(43)	22%	(135)	31%	(193)	626
Voted in 2014: Yes	29%	(396)	15%	(211)	10%	(131)	27%	(375)	19%	(263)	1375
Voted in 2014: No	30%	(244)	14%	(114)	9%	(71)	21%	(173)	27%	(224)	826

Continued on next page

Table GPG1_4: Do you support or oppose companies and brands speaking out about the following issues?*Sexism*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	29%	(640)	15%	(324)	9%	(202)	25%	(548)	22%	(486)	2201
2012 Vote: Barack Obama	43%	(362)	15%	(125)	6%	(49)	22%	(182)	14%	(120)	837
2012 Vote: Mitt Romney	13%	(64)	17%	(89)	14%	(74)	33%	(169)	23%	(117)	513
2012 Vote: Other	11%	(10)	14%	(14)	11%	(10)	35%	(34)	29%	(27)	95
2012 Vote: Didn't Vote	27%	(203)	13%	(96)	9%	(68)	21%	(161)	30%	(222)	750
4-Region: Northeast	29%	(113)	17%	(66)	11%	(43)	21%	(83)	22%	(88)	394
4-Region: Midwest	29%	(135)	14%	(67)	9%	(40)	24%	(109)	24%	(111)	462
4-Region: South	28%	(233)	15%	(122)	9%	(72)	27%	(223)	21%	(176)	825
4-Region: West	31%	(159)	13%	(70)	9%	(47)	26%	(133)	21%	(112)	520

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

Table GPG1_5: Do you support or oppose companies and brands speaking out about the following issues?
Homophobia

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	25%	(556)	13%	(288)	9%	(197)	25%	(552)	28%	(608)	2201
Gender: Male	25%	(264)	12%	(132)	10%	(101)	28%	(297)	25%	(268)	1062
Gender: Female	26%	(292)	14%	(155)	8%	(96)	22%	(255)	30%	(340)	1139
Age: 18-29	32%	(152)	12%	(55)	9%	(42)	25%	(118)	23%	(108)	475
Age: 30-44	28%	(150)	15%	(81)	9%	(48)	22%	(120)	26%	(140)	539
Age: 45-54	22%	(89)	12%	(47)	10%	(41)	24%	(97)	32%	(128)	403
Age: 55-64	20%	(70)	14%	(47)	8%	(28)	25%	(88)	33%	(115)	348
Age: 65+	22%	(95)	13%	(57)	9%	(38)	30%	(129)	27%	(117)	436
Generation Z: 18-22	36%	(75)	12%	(25)	8%	(16)	23%	(48)	21%	(45)	209
Millennial: Age 23-38	30%	(176)	11%	(67)	10%	(59)	25%	(144)	24%	(142)	588
Generation X: Age 39-54	22%	(139)	15%	(93)	9%	(57)	23%	(143)	30%	(189)	619
Boomers: Age 55-73	22%	(150)	14%	(94)	9%	(59)	27%	(184)	29%	(200)	687
PID: Dem (no lean)	39%	(314)	13%	(103)	7%	(55)	18%	(144)	24%	(192)	807
PID: Ind (no lean)	22%	(156)	13%	(91)	8%	(54)	26%	(181)	32%	(224)	706
PID: Rep (no lean)	12%	(86)	14%	(94)	13%	(88)	33%	(227)	28%	(193)	688
PID/Gender: Dem Men	40%	(143)	11%	(40)	6%	(22)	22%	(79)	21%	(74)	358
PID/Gender: Dem Women	38%	(171)	14%	(63)	7%	(33)	14%	(65)	26%	(118)	449
PID/Gender: Ind Men	22%	(75)	15%	(50)	10%	(33)	26%	(89)	28%	(94)	340
PID/Gender: Ind Women	22%	(81)	11%	(41)	6%	(22)	25%	(92)	35%	(130)	366
PID/Gender: Rep Men	13%	(46)	12%	(43)	13%	(47)	35%	(129)	27%	(100)	365
PID/Gender: Rep Women	12%	(40)	16%	(51)	13%	(42)	30%	(97)	29%	(93)	323
Ideo: Liberal (1-3)	48%	(299)	16%	(97)	6%	(37)	18%	(112)	12%	(75)	620
Ideo: Moderate (4)	23%	(109)	16%	(78)	9%	(44)	22%	(105)	31%	(149)	485
Ideo: Conservative (5-7)	12%	(92)	12%	(95)	13%	(101)	34%	(262)	28%	(216)	766
Educ: < College	22%	(331)	12%	(189)	8%	(120)	26%	(392)	32%	(481)	1513
Educ: Bachelors degree	32%	(144)	15%	(67)	10%	(44)	23%	(103)	19%	(86)	444
Educ: Post-grad	33%	(80)	13%	(32)	13%	(33)	24%	(58)	17%	(41)	244

Continued on next page

Table GPG1_5: Do you support or oppose companies and brands speaking out about the following issues?*Homophobia*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	25%	(556)	13%	(288)	9%	(197)	25%	(552)	28%	(608)	2201
Income: Under 50k	23%	(286)	12%	(153)	8%	(103)	24%	(309)	33%	(414)	1266
Income: 50k-100k	29%	(189)	14%	(92)	9%	(62)	27%	(177)	21%	(137)	657
Income: 100k+	29%	(80)	15%	(42)	12%	(33)	24%	(66)	20%	(56)	277
Ethnicity: White	25%	(434)	14%	(233)	9%	(159)	26%	(446)	26%	(451)	1723
Ethnicity: Hispanic	28%	(97)	12%	(42)	11%	(37)	22%	(76)	28%	(98)	350
Ethnicity: Afr. Am.	24%	(66)	12%	(34)	7%	(19)	19%	(53)	37%	(102)	274
Ethnicity: Other	27%	(56)	10%	(21)	9%	(19)	26%	(53)	27%	(55)	204
All Christian	22%	(222)	14%	(143)	10%	(105)	27%	(273)	26%	(261)	1004
All Non-Christian	38%	(27)	8%	(6)	14%	(10)	21%	(15)	19%	(13)	71
Atheist	51%	(38)	10%	(8)	6%	(5)	18%	(14)	15%	(11)	75
Agnostic/Nothing in particular	26%	(269)	13%	(132)	7%	(78)	24%	(250)	31%	(322)	1051
Religious Non-Protestant/Catholic	30%	(28)	9%	(8)	15%	(14)	24%	(22)	22%	(20)	93
Evangelical	15%	(100)	12%	(76)	11%	(75)	27%	(178)	34%	(221)	649
Non-Evangelical	25%	(198)	15%	(119)	8%	(59)	27%	(207)	25%	(194)	776
Community: Urban	29%	(171)	13%	(76)	9%	(51)	24%	(143)	26%	(154)	595
Community: Suburban	26%	(259)	14%	(136)	9%	(91)	25%	(246)	27%	(264)	996
Community: Rural	21%	(126)	12%	(76)	9%	(56)	27%	(163)	31%	(190)	610
Employ: Private Sector	29%	(190)	16%	(105)	9%	(62)	24%	(162)	22%	(144)	663
Employ: Government	26%	(42)	15%	(23)	13%	(21)	23%	(36)	24%	(38)	160
Employ: Self-Employed	22%	(40)	7%	(13)	8%	(14)	30%	(54)	32%	(58)	180
Employ: Homemaker	24%	(42)	9%	(15)	9%	(16)	23%	(40)	35%	(59)	171
Employ: Student	37%	(36)	13%	(13)	7%	(7)	23%	(23)	21%	(21)	100
Employ: Retired	21%	(101)	12%	(59)	9%	(41)	30%	(145)	28%	(134)	480
Employ: Unemployed	20%	(48)	18%	(43)	9%	(22)	18%	(43)	34%	(82)	238
Employ: Other	27%	(56)	8%	(17)	7%	(15)	23%	(49)	35%	(72)	210
Military HH: Yes	23%	(90)	13%	(52)	8%	(33)	28%	(112)	27%	(109)	396
Military HH: No	26%	(466)	13%	(236)	9%	(164)	24%	(440)	28%	(500)	1805
RD/WT: Right Direction	13%	(114)	13%	(122)	12%	(112)	31%	(280)	31%	(281)	909
RD/WT: Wrong Track	34%	(442)	13%	(166)	7%	(85)	21%	(272)	25%	(327)	1292

Continued on next page

Table GPG1_5: Do you support or oppose companies and brands speaking out about the following issues?
Homophobia

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	25% (556)	13% (288)	9% (197)	25% (552)	28% (608)	2201
Trump Job Approve	11% (106)	13% (123)	12% (114)	35% (323)	28% (263)	930
Trump Job Disapprove	37% (431)	14% (160)	7% (78)	19% (215)	24% (272)	1156
Trump Job Strongly Approve	12% (62)	10% (52)	12% (64)	41% (209)	25% (128)	515
Trump Job Somewhat Approve	11% (44)	17% (71)	12% (50)	28% (114)	33% (135)	414
Trump Job Somewhat Disapprove	25% (68)	16% (43)	12% (33)	17% (44)	30% (80)	268
Trump Job Strongly Disapprove	41% (363)	13% (117)	5% (45)	19% (170)	22% (193)	888
Favorable of Trump	12% (108)	13% (116)	12% (109)	35% (313)	29% (261)	907
Unfavorable of Trump	38% (428)	14% (160)	7% (79)	19% (217)	22% (256)	1140
Very Favorable of Trump	12% (65)	10% (54)	12% (64)	40% (214)	26% (137)	534
Somewhat Favorable of Trump	12% (43)	17% (62)	12% (45)	27% (99)	33% (124)	374
Somewhat Unfavorable of Trump	22% (47)	15% (32)	14% (30)	16% (34)	33% (71)	215
Very Unfavorable of Trump	41% (382)	14% (128)	5% (49)	20% (182)	20% (185)	925
#1 Issue: Economy	23% (119)	15% (78)	10% (50)	24% (122)	28% (145)	513
#1 Issue: Security	16% (69)	13% (57)	12% (52)	37% (164)	22% (97)	440
#1 Issue: Health Care	31% (114)	13% (48)	9% (33)	22% (81)	25% (94)	371
#1 Issue: Medicare / Social Security	17% (61)	13% (48)	9% (31)	23% (81)	38% (136)	357
#1 Issue: Women's Issues	44% (63)	9% (12)	6% (8)	21% (29)	21% (29)	141
#1 Issue: Education	30% (44)	14% (20)	8% (12)	21% (30)	28% (40)	146
#1 Issue: Energy	43% (49)	12% (13)	2% (2)	20% (22)	23% (26)	112
#1 Issue: Other	30% (36)	10% (12)	8% (9)	19% (23)	33% (40)	121
2018 House Vote: Democrat	40% (311)	15% (113)	7% (51)	18% (139)	20% (156)	770
2018 House Vote: Republican	12% (84)	12% (83)	13% (92)	36% (251)	27% (186)	696
2018 House Vote: Someone else	21% (21)	10% (10)	10% (10)	23% (23)	36% (36)	99
2016 Vote: Hillary Clinton	42% (290)	13% (91)	7% (50)	18% (123)	21% (143)	697
2016 Vote: Donald Trump	11% (76)	14% (102)	13% (92)	36% (255)	27% (190)	715
2016 Vote: Other	22% (36)	14% (22)	12% (19)	24% (38)	29% (47)	163
2016 Vote: Didn't Vote	24% (153)	12% (73)	6% (36)	22% (135)	36% (228)	626
Voted in 2014: Yes	25% (348)	13% (174)	10% (139)	27% (371)	25% (343)	1375
Voted in 2014: No	25% (208)	14% (114)	7% (58)	22% (181)	32% (266)	826

Continued on next page

Table GPG1_5: Do you support or oppose companies and brands speaking out about the following issues?*Homophobia*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	25%	(556)	13%	(288)	9%	(197)	25%	(552)	28%	(608)	2201
2012 Vote: Barack Obama	37%	(312)	14%	(118)	7%	(61)	21%	(178)	20%	(168)	837
2012 Vote: Mitt Romney	10%	(54)	13%	(65)	13%	(65)	35%	(177)	30%	(152)	513
2012 Vote: Other	9%	(8)	11%	(11)	14%	(13)	28%	(27)	38%	(36)	95
2012 Vote: Didn't Vote	24%	(180)	13%	(95)	8%	(57)	22%	(168)	33%	(250)	750
4-Region: Northeast	23%	(92)	18%	(71)	9%	(35)	22%	(88)	27%	(107)	394
4-Region: Midwest	28%	(128)	11%	(51)	8%	(39)	23%	(108)	30%	(137)	462
4-Region: South	25%	(207)	14%	(115)	9%	(73)	27%	(225)	25%	(205)	825
4-Region: West	25%	(129)	10%	(51)	10%	(50)	25%	(131)	31%	(159)	520

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

Table GPG2_1: Do you believe companies and brands are doing enough to address each of the following social issues?
Gender pay gap in professional sports

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion		Total N
Adults	20%	(442)	45%	(997)	35%	(762)	2201
Gender: Male	25%	(266)	44%	(469)	31%	(327)	1062
Gender: Female	15%	(175)	46%	(528)	38%	(436)	1139
Age: 18-29	19%	(92)	50%	(235)	31%	(147)	475
Age: 30-44	24%	(131)	44%	(238)	31%	(170)	539
Age: 45-54	19%	(75)	40%	(163)	41%	(165)	403
Age: 55-64	18%	(63)	45%	(158)	37%	(127)	348
Age: 65+	18%	(80)	47%	(203)	35%	(153)	436
Generation Z: 18-22	17%	(36)	53%	(110)	30%	(63)	209
Millennial: Age 23-38	23%	(136)	48%	(281)	29%	(172)	588
Generation X: Age 39-54	21%	(127)	40%	(245)	40%	(247)	619
Boomers: Age 55-73	18%	(121)	47%	(320)	36%	(246)	687
PID: Dem (no lean)	11%	(86)	62%	(503)	27%	(218)	807
PID: Ind (no lean)	18%	(127)	42%	(295)	40%	(284)	706
PID: Rep (no lean)	33%	(229)	29%	(199)	38%	(260)	688
PID/Gender: Dem Men	15%	(53)	63%	(224)	22%	(80)	358
PID/Gender: Dem Women	7%	(33)	62%	(278)	31%	(138)	449
PID/Gender: Ind Men	23%	(79)	41%	(139)	36%	(122)	340
PID/Gender: Ind Women	13%	(48)	43%	(156)	44%	(162)	366
PID/Gender: Rep Men	37%	(134)	29%	(106)	34%	(125)	365
PID/Gender: Rep Women	29%	(95)	29%	(93)	42%	(135)	323
Ideo: Liberal (1-3)	13%	(82)	71%	(439)	16%	(99)	620
Ideo: Moderate (4)	16%	(78)	46%	(225)	38%	(182)	485
Ideo: Conservative (5-7)	34%	(261)	27%	(209)	39%	(296)	766
Educ: < College	19%	(282)	44%	(662)	38%	(569)	1513
Educ: Bachelors degree	22%	(99)	49%	(217)	29%	(128)	444
Educ: Post-grad	25%	(61)	48%	(118)	27%	(65)	244

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Table GPG2_1: Do you believe companies and brands are doing enough to address each of the following social issues?
Gender pay gap in professional sports

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion		Total N
Adults	20%	(442)	45%	(997)	35%	(762)	2201
Income: Under 50k	16%	(207)	45%	(572)	38%	(487)	1266
Income: 50k-100k	24%	(156)	47%	(312)	29%	(189)	657
Income: 100k+	28%	(79)	41%	(113)	31%	(86)	277
Ethnicity: White	22%	(382)	43%	(732)	35%	(608)	1723
Ethnicity: Hispanic	21%	(74)	46%	(162)	32%	(114)	350
Ethnicity: Afr. Am.	10%	(28)	58%	(158)	32%	(88)	274
Ethnicity: Other	15%	(31)	52%	(107)	33%	(66)	204
All Christian	24%	(242)	42%	(418)	34%	(343)	1004
All Non-Christian	13%	(9)	58%	(41)	30%	(21)	71
Atheist	21%	(15)	64%	(48)	15%	(11)	75
Agnostic/Nothing in particular	17%	(175)	47%	(489)	37%	(386)	1051
Religious Non-Protestant/Catholic	15%	(14)	52%	(48)	33%	(30)	93
Evangelical	24%	(157)	40%	(260)	36%	(233)	649
Non-Evangelical	19%	(150)	46%	(355)	35%	(271)	776
Community: Urban	16%	(96)	51%	(305)	33%	(194)	595
Community: Suburban	21%	(211)	45%	(447)	34%	(338)	996
Community: Rural	22%	(135)	40%	(244)	38%	(230)	610
Employ: Private Sector	25%	(168)	45%	(296)	30%	(199)	663
Employ: Government	25%	(41)	46%	(74)	28%	(45)	160
Employ: Self-Employed	23%	(41)	44%	(79)	33%	(60)	180
Employ: Homemaker	13%	(22)	41%	(70)	46%	(79)	171
Employ: Student	16%	(16)	56%	(56)	28%	(28)	100
Employ: Retired	18%	(88)	46%	(222)	36%	(171)	480
Employ: Unemployed	15%	(36)	44%	(104)	41%	(98)	238
Employ: Other	15%	(31)	46%	(96)	39%	(83)	210
Military HH: Yes	25%	(97)	41%	(163)	34%	(135)	396
Military HH: No	19%	(344)	46%	(834)	35%	(627)	1805
RD/WT: Right Direction	33%	(304)	29%	(263)	38%	(343)	909
RD/WT: Wrong Track	11%	(138)	57%	(734)	32%	(420)	1292

Continued on next page

Table GPG2_1: Do you believe companies and brands are doing enough to address each of the following social issues?
Gender pay gap in professional sports

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion		Total N
Adults	20%	(442)	45%	(997)	35%	(762)	2201
Trump Job Approve	34%	(312)	27%	(253)	39%	(365)	930
Trump Job Disapprove	10%	(120)	62%	(714)	28%	(323)	1156
Trump Job Strongly Approve	40%	(206)	22%	(111)	38%	(198)	515
Trump Job Somewhat Approve	25%	(105)	34%	(142)	40%	(167)	414
Trump Job Somewhat Disapprove	16%	(42)	45%	(120)	39%	(106)	268
Trump Job Strongly Disapprove	9%	(78)	67%	(594)	24%	(217)	888
Favorable of Trump	35%	(314)	26%	(239)	39%	(355)	907
Unfavorable of Trump	10%	(116)	63%	(722)	26%	(302)	1140
Very Favorable of Trump	38%	(205)	23%	(121)	39%	(208)	534
Somewhat Favorable of Trump	29%	(109)	32%	(118)	39%	(147)	374
Somewhat Unfavorable of Trump	15%	(32)	46%	(100)	39%	(83)	215
Very Unfavorable of Trump	9%	(84)	67%	(622)	24%	(219)	925
#1 Issue: Economy	21%	(108)	44%	(226)	35%	(179)	513
#1 Issue: Security	36%	(158)	30%	(132)	34%	(150)	440
#1 Issue: Health Care	15%	(55)	54%	(200)	31%	(116)	371
#1 Issue: Medicare / Social Security	14%	(51)	43%	(154)	42%	(152)	357
#1 Issue: Women's Issues	9%	(12)	67%	(95)	24%	(34)	141
#1 Issue: Education	23%	(34)	47%	(69)	30%	(43)	146
#1 Issue: Energy	8%	(9)	58%	(65)	34%	(38)	112
#1 Issue: Other	12%	(14)	46%	(56)	42%	(51)	121
2018 House Vote: Democrat	10%	(80)	66%	(512)	23%	(178)	770
2018 House Vote: Republican	36%	(247)	28%	(195)	37%	(254)	696
2018 House Vote: Someone else	19%	(19)	28%	(27)	54%	(53)	99
2016 Vote: Hillary Clinton	10%	(72)	66%	(461)	24%	(164)	697
2016 Vote: Donald Trump	35%	(248)	28%	(198)	38%	(268)	715
2016 Vote: Other	21%	(34)	39%	(64)	40%	(65)	163
2016 Vote: Didn't Vote	14%	(87)	44%	(274)	42%	(265)	626
Voted in 2014: Yes	21%	(295)	47%	(652)	31%	(428)	1375
Voted in 2014: No	18%	(147)	42%	(345)	40%	(334)	826

Continued on next page

Table GPG2_1: Do you believe companies and brands are doing enough to address each of the following social issues?
Gender pay gap in professional sports

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion		Total N
Adults	20%	(442)	45%	(997)	35%	(762)	2201
2012 Vote: Barack Obama	10%	(86)	65%	(543)	25%	(209)	837
2012 Vote: Mitt Romney	35%	(182)	26%	(132)	39%	(199)	513
2012 Vote: Other	27%	(26)	25%	(24)	47%	(45)	95
2012 Vote: Didn't Vote	20%	(147)	40%	(296)	41%	(306)	750
4-Region: Northeast	22%	(85)	45%	(179)	33%	(130)	394
4-Region: Midwest	20%	(93)	46%	(212)	34%	(158)	462
4-Region: South	19%	(157)	47%	(386)	34%	(282)	825
4-Region: West	21%	(107)	43%	(221)	37%	(192)	520

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

Table GPG2_2: Do you believe companies and brands are doing enough to address each of the following social issues?
Gender pay gap in corporate America

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion		Total N
Adults	21%	(470)	48%	(1053)	31%	(678)	2201
Gender: Male	28%	(299)	44%	(468)	28%	(295)	1062
Gender: Female	15%	(170)	51%	(585)	34%	(383)	1139
Age: 18-29	20%	(96)	52%	(247)	28%	(132)	475
Age: 30-44	27%	(146)	44%	(237)	29%	(156)	539
Age: 45-54	18%	(74)	44%	(179)	37%	(150)	403
Age: 55-64	23%	(78)	46%	(160)	32%	(110)	348
Age: 65+	17%	(76)	53%	(230)	30%	(130)	436
Generation Z: 18-22	17%	(35)	57%	(118)	26%	(55)	209
Millennial: Age 23-38	25%	(148)	48%	(281)	27%	(159)	588
Generation X: Age 39-54	21%	(133)	42%	(263)	36%	(224)	619
Boomers: Age 55-73	19%	(133)	50%	(347)	30%	(208)	687
PID: Dem (no lean)	12%	(98)	64%	(518)	24%	(190)	807
PID: Ind (no lean)	20%	(141)	44%	(310)	36%	(254)	706
PID: Rep (no lean)	33%	(230)	33%	(224)	34%	(234)	688
PID/Gender: Dem Men	17%	(62)	63%	(224)	20%	(72)	358
PID/Gender: Dem Women	8%	(36)	66%	(294)	26%	(119)	449
PID/Gender: Ind Men	28%	(96)	41%	(140)	30%	(103)	340
PID/Gender: Ind Women	12%	(45)	46%	(170)	41%	(151)	366
PID/Gender: Rep Men	39%	(141)	28%	(104)	33%	(121)	365
PID/Gender: Rep Women	28%	(89)	37%	(121)	35%	(113)	323
Ideo: Liberal (1-3)	16%	(101)	71%	(443)	12%	(76)	620
Ideo: Moderate (4)	17%	(82)	50%	(244)	33%	(158)	485
Ideo: Conservative (5-7)	35%	(267)	30%	(232)	35%	(267)	766
Educ: < College	20%	(309)	45%	(688)	34%	(516)	1513
Educ: Bachelors degree	22%	(96)	54%	(241)	24%	(107)	444
Educ: Post-grad	26%	(65)	51%	(124)	23%	(55)	244

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Table GPG2_2: Do you believe companies and brands are doing enough to address each of the following social issues?
Gender pay gap in corporate America

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion		Total N
Adults	21%	(470)	48%	(1053)	31%	(678)	2201
Income: Under 50k	19%	(234)	47%	(593)	35%	(438)	1266
Income: 50k-100k	23%	(149)	51%	(332)	27%	(177)	657
Income: 100k+	31%	(87)	46%	(127)	23%	(64)	277
Ethnicity: White	24%	(406)	45%	(776)	31%	(540)	1723
Ethnicity: Hispanic	25%	(89)	47%	(163)	28%	(98)	350
Ethnicity: Afr. Am.	11%	(30)	61%	(167)	28%	(77)	274
Ethnicity: Other	16%	(33)	54%	(110)	30%	(61)	204
All Christian	24%	(246)	46%	(459)	30%	(299)	1004
All Non-Christian	14%	(10)	62%	(44)	23%	(17)	71
Atheist	21%	(16)	65%	(49)	13%	(10)	75
Agnostic/Nothing in particular	19%	(198)	48%	(500)	34%	(353)	1051
Religious Non-Protestant/Catholic	18%	(17)	56%	(52)	26%	(24)	93
Evangelical	24%	(153)	44%	(285)	33%	(212)	649
Non-Evangelical	21%	(162)	49%	(379)	30%	(235)	776
Community: Urban	18%	(106)	53%	(313)	30%	(176)	595
Community: Suburban	22%	(217)	49%	(487)	29%	(293)	996
Community: Rural	24%	(147)	41%	(253)	34%	(209)	610
Employ: Private Sector	27%	(178)	47%	(308)	27%	(176)	663
Employ: Government	25%	(40)	51%	(82)	23%	(37)	160
Employ: Self-Employed	21%	(38)	51%	(92)	28%	(50)	180
Employ: Homemaker	15%	(26)	43%	(73)	42%	(71)	171
Employ: Student	19%	(19)	62%	(62)	19%	(19)	100
Employ: Retired	19%	(91)	50%	(239)	31%	(149)	480
Employ: Unemployed	19%	(46)	45%	(107)	36%	(86)	238
Employ: Other	15%	(32)	43%	(90)	42%	(89)	210
Military HH: Yes	25%	(100)	46%	(181)	29%	(115)	396
Military HH: No	21%	(370)	48%	(872)	31%	(564)	1805
RD/WT: Right Direction	34%	(313)	31%	(282)	35%	(314)	909
RD/WT: Wrong Track	12%	(157)	60%	(771)	28%	(364)	1292

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Table GPG2_2: Do you believe companies and brands are doing enough to address each of the following social issues?
Gender pay gap in corporate America

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion		Total N
Adults	21%	(470)	48%	(1053)	31%	(678)	2201
Trump Job Approve	34%	(319)	30%	(283)	35%	(327)	930
Trump Job Disapprove	12%	(140)	64%	(736)	24%	(280)	1156
Trump Job Strongly Approve	40%	(204)	22%	(114)	38%	(197)	515
Trump Job Somewhat Approve	28%	(116)	41%	(169)	31%	(130)	414
Trump Job Somewhat Disapprove	19%	(50)	47%	(126)	34%	(92)	268
Trump Job Strongly Disapprove	10%	(90)	69%	(610)	21%	(188)	888
Favorable of Trump	35%	(322)	30%	(269)	35%	(317)	907
Unfavorable of Trump	12%	(132)	65%	(745)	23%	(263)	1140
Very Favorable of Trump	39%	(206)	23%	(123)	38%	(204)	534
Somewhat Favorable of Trump	31%	(116)	39%	(146)	30%	(112)	374
Somewhat Unfavorable of Trump	17%	(36)	49%	(105)	35%	(74)	215
Very Unfavorable of Trump	10%	(96)	69%	(640)	20%	(189)	925
#1 Issue: Economy	21%	(107)	48%	(245)	31%	(160)	513
#1 Issue: Security	36%	(159)	31%	(137)	33%	(144)	440
#1 Issue: Health Care	20%	(73)	55%	(203)	26%	(95)	371
#1 Issue: Medicare / Social Security	14%	(51)	50%	(178)	36%	(127)	357
#1 Issue: Women's Issues	8%	(12)	71%	(100)	21%	(30)	141
#1 Issue: Education	26%	(39)	45%	(66)	29%	(42)	146
#1 Issue: Energy	11%	(12)	62%	(69)	27%	(31)	112
#1 Issue: Other	14%	(17)	45%	(54)	42%	(51)	121
2018 House Vote: Democrat	12%	(90)	69%	(535)	19%	(145)	770
2018 House Vote: Republican	37%	(256)	31%	(218)	32%	(222)	696
2018 House Vote: Someone else	20%	(20)	29%	(28)	51%	(50)	99
2016 Vote: Hillary Clinton	11%	(78)	69%	(479)	20%	(140)	697
2016 Vote: Donald Trump	36%	(260)	31%	(223)	32%	(232)	715
2016 Vote: Other	22%	(36)	46%	(75)	32%	(52)	163
2016 Vote: Didn't Vote	15%	(96)	44%	(276)	41%	(254)	626
Voted in 2014: Yes	23%	(318)	51%	(695)	26%	(362)	1375
Voted in 2014: No	18%	(152)	43%	(358)	38%	(317)	826

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Table GPG2_2: Do you believe companies and brands are doing enough to address each of the following social issues?
 Gender pay gap in corporate America

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion		Total N
Adults	21%	(470)	48%	(1053)	31%	(678)	2201
2012 Vote: Barack Obama	13%	(112)	66%	(551)	21%	(174)	837
2012 Vote: Mitt Romney	36%	(187)	30%	(156)	33%	(170)	513
2012 Vote: Other	27%	(26)	30%	(28)	43%	(41)	95
2012 Vote: Didn't Vote	19%	(144)	42%	(315)	39%	(291)	750
4-Region: Northeast	22%	(86)	47%	(185)	31%	(123)	394
4-Region: Midwest	21%	(96)	47%	(217)	32%	(149)	462
4-Region: South	20%	(161)	51%	(421)	29%	(243)	825
4-Region: West	24%	(127)	44%	(230)	31%	(164)	520

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

Table GPG2_3: Do you believe companies and brands are doing enough to address each of the following social issues?
Racism

Demographic	Companies and brands are doing enough to address this	Companies and brands are not doing enough to address this	Don't know / No opinion	Total N
Adults	26% (571)	47% (1023)	28% (606)	2201
Gender: Male	30% (323)	46% (484)	24% (256)	1062
Gender: Female	22% (248)	47% (540)	31% (351)	1139
Age: 18-29	24% (116)	56% (266)	20% (93)	475
Age: 30-44	28% (148)	43% (234)	29% (156)	539
Age: 45-54	26% (105)	41% (164)	33% (135)	403
Age: 55-64	28% (99)	44% (152)	28% (97)	348
Age: 65+	24% (104)	48% (208)	29% (125)	436
Generation Z: 18-22	22% (45)	60% (125)	19% (39)	209
Millennial: Age 23-38	26% (152)	50% (296)	24% (140)	588
Generation X: Age 39-54	28% (171)	39% (242)	33% (205)	619
Boomers: Age 55-73	26% (178)	47% (320)	27% (189)	687
PID: Dem (no lean)	14% (116)	67% (540)	19% (152)	807
PID: Ind (no lean)	23% (161)	44% (309)	34% (237)	706
PID: Rep (no lean)	43% (295)	25% (175)	32% (218)	688
PID/Gender: Dem Men	18% (64)	68% (242)	15% (52)	358
PID/Gender: Dem Women	12% (52)	66% (298)	22% (100)	449
PID/Gender: Ind Men	26% (87)	45% (154)	29% (98)	340
PID/Gender: Ind Women	20% (73)	42% (155)	38% (138)	366
PID/Gender: Rep Men	47% (172)	24% (87)	29% (106)	365
PID/Gender: Rep Women	38% (123)	27% (87)	35% (113)	323
Ideo: Liberal (1-3)	18% (112)	70% (436)	12% (72)	620
Ideo: Moderate (4)	22% (107)	47% (229)	31% (149)	485
Ideo: Conservative (5-7)	41% (318)	27% (210)	31% (238)	766
Educ: < College	26% (393)	45% (675)	29% (445)	1513
Educ: Bachelors degree	25% (110)	53% (235)	22% (99)	444
Educ: Post-grad	28% (69)	46% (113)	25% (62)	244

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Table GPG2_3: Do you believe companies and brands are doing enough to address each of the following social issues?

Racism

Demographic	Companies and brands are doing enough to address this	Companies and brands are not doing enough to address this	Don't know / No opinion	Total N
Adults	26% (571)	47% (1023)	28% (606)	2201
Income: Under 50k	23% (290)	46% (585)	31% (390)	1266
Income: 50k-100k	29% (193)	48% (313)	23% (151)	657
Income: 100k+	32% (88)	45% (125)	23% (65)	277
Ethnicity: White	29% (505)	42% (717)	29% (500)	1723
Ethnicity: Hispanic	24% (84)	53% (186)	23% (80)	350
Ethnicity: Afr. Am.	12% (33)	67% (184)	21% (57)	274
Ethnicity: Other	16% (33)	60% (122)	24% (50)	204
All Christian	30% (303)	43% (428)	27% (274)	1004
All Non-Christian	18% (13)	61% (43)	22% (15)	71
Atheist	21% (16)	64% (48)	16% (12)	75
Agnostic/Nothing in particular	23% (240)	48% (505)	29% (306)	1051
Religious Non-Protestant/Catholic	22% (20)	56% (52)	22% (21)	93
Evangelical	30% (193)	41% (268)	29% (189)	649
Non-Evangelical	26% (204)	46% (360)	27% (212)	776
Community: Urban	18% (104)	56% (335)	26% (156)	595
Community: Suburban	28% (276)	46% (456)	27% (265)	996
Community: Rural	31% (191)	38% (233)	31% (186)	610
Employ: Private Sector	31% (205)	46% (302)	23% (155)	663
Employ: Government	27% (43)	50% (79)	23% (37)	160
Employ: Self-Employed	27% (49)	48% (87)	24% (44)	180
Employ: Homemaker	20% (34)	42% (72)	38% (65)	171
Employ: Student	19% (19)	61% (60)	20% (20)	100
Employ: Retired	26% (124)	46% (221)	28% (135)	480
Employ: Unemployed	21% (50)	45% (108)	34% (80)	238
Employ: Other	22% (46)	45% (94)	33% (70)	210
Military HH: Yes	31% (123)	44% (174)	25% (98)	396
Military HH: No	25% (448)	47% (850)	28% (508)	1805
RD/WT: Right Direction	40% (363)	27% (249)	33% (297)	909
RD/WT: Wrong Track	16% (208)	60% (775)	24% (310)	1292

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Table GPG2_3: Do you believe companies and brands are doing enough to address each of the following social issues?

Racism

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion		Total N
Adults	26%	(571)	47%	(1023)	28%	(606)	2201
Trump Job Approve	42%	(389)	25%	(234)	33%	(307)	930
Trump Job Disapprove	14%	(159)	66%	(763)	20%	(234)	1156
Trump Job Strongly Approve	49%	(251)	18%	(92)	34%	(173)	515
Trump Job Somewhat Approve	33%	(138)	34%	(142)	32%	(134)	414
Trump Job Somewhat Disapprove	19%	(50)	49%	(131)	32%	(87)	268
Trump Job Strongly Disapprove	12%	(109)	71%	(632)	17%	(147)	888
Favorable of Trump	43%	(395)	24%	(218)	32%	(295)	907
Unfavorable of Trump	14%	(155)	67%	(764)	19%	(220)	1140
Very Favorable of Trump	48%	(258)	19%	(102)	33%	(174)	534
Somewhat Favorable of Trump	36%	(136)	31%	(116)	32%	(121)	374
Somewhat Unfavorable of Trump	19%	(42)	50%	(106)	31%	(67)	215
Very Unfavorable of Trump	12%	(114)	71%	(658)	17%	(154)	925
#1 Issue: Economy	29%	(151)	45%	(231)	25%	(131)	513
#1 Issue: Security	43%	(189)	27%	(120)	30%	(131)	440
#1 Issue: Health Care	21%	(79)	57%	(210)	22%	(81)	371
#1 Issue: Medicare / Social Security	19%	(67)	47%	(168)	34%	(122)	357
#1 Issue: Women's Issues	13%	(18)	67%	(95)	20%	(28)	141
#1 Issue: Education	25%	(36)	50%	(74)	25%	(36)	146
#1 Issue: Energy	10%	(11)	63%	(70)	27%	(31)	112
#1 Issue: Other	15%	(18)	47%	(56)	38%	(47)	121
2018 House Vote: Democrat	14%	(111)	70%	(535)	16%	(124)	770
2018 House Vote: Republican	46%	(319)	25%	(173)	29%	(205)	696
2018 House Vote: Someone else	23%	(23)	34%	(33)	43%	(43)	99
2016 Vote: Hillary Clinton	14%	(95)	70%	(485)	17%	(117)	697
2016 Vote: Donald Trump	45%	(325)	24%	(173)	30%	(217)	715
2016 Vote: Other	27%	(44)	43%	(70)	30%	(49)	163
2016 Vote: Didn't Vote	17%	(107)	47%	(295)	36%	(223)	626
Voted in 2014: Yes	28%	(387)	48%	(655)	24%	(333)	1375
Voted in 2014: No	22%	(184)	45%	(369)	33%	(274)	826

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Table GPG2_3: Do you believe companies and brands are doing enough to address each of the following social issues?*Racism*

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion		Total N
Adults	26%	(571)	47%	(1023)	28%	(606)	2201
2012 Vote: Barack Obama	16%	(136)	66%	(549)	18%	(152)	837
2012 Vote: Mitt Romney	46%	(236)	22%	(115)	32%	(162)	513
2012 Vote: Other	30%	(29)	23%	(22)	47%	(44)	95
2012 Vote: Didn't Vote	22%	(169)	45%	(335)	33%	(246)	750
4-Region: Northeast	24%	(93)	49%	(192)	28%	(109)	394
4-Region: Midwest	25%	(118)	45%	(207)	30%	(138)	462
4-Region: South	25%	(203)	47%	(391)	28%	(230)	825
4-Region: West	30%	(157)	45%	(234)	25%	(130)	520

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

Table GPG2_4: Do you believe companies and brands are doing enough to address each of the following social issues?
Sexism

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion		Total N
Adults	25%	(553)	45%	(982)	30%	(665)	2201
Gender: Male	31%	(327)	42%	(448)	27%	(288)	1062
Gender: Female	20%	(226)	47%	(535)	33%	(378)	1139
Age: 18-29	25%	(119)	51%	(242)	24%	(114)	475
Age: 30-44	30%	(160)	40%	(217)	30%	(161)	539
Age: 45-54	21%	(86)	42%	(169)	37%	(148)	403
Age: 55-64	27%	(93)	44%	(153)	29%	(102)	348
Age: 65+	22%	(95)	46%	(201)	32%	(140)	436
Generation Z: 18-22	24%	(51)	51%	(106)	25%	(52)	209
Millennial: Age 23-38	28%	(167)	47%	(275)	25%	(147)	588
Generation X: Age 39-54	24%	(148)	40%	(247)	36%	(224)	619
Boomers: Age 55-73	24%	(165)	46%	(316)	30%	(206)	687
PID: Dem (no lean)	16%	(126)	62%	(499)	23%	(183)	807
PID: Ind (no lean)	22%	(155)	42%	(299)	36%	(253)	706
PID: Rep (no lean)	40%	(273)	27%	(185)	33%	(230)	688
PID/Gender: Dem Men	20%	(70)	63%	(224)	18%	(63)	358
PID/Gender: Dem Women	12%	(56)	61%	(274)	27%	(120)	449
PID/Gender: Ind Men	28%	(93)	41%	(139)	32%	(107)	340
PID/Gender: Ind Women	17%	(61)	44%	(160)	40%	(145)	366
PID/Gender: Rep Men	45%	(164)	23%	(84)	32%	(117)	365
PID/Gender: Rep Women	34%	(109)	31%	(101)	35%	(113)	323
Ideo: Liberal (1-3)	17%	(108)	71%	(438)	12%	(74)	620
Ideo: Moderate (4)	24%	(115)	44%	(213)	32%	(157)	485
Ideo: Conservative (5-7)	39%	(298)	26%	(202)	35%	(266)	766
Educ: < College	25%	(383)	43%	(648)	32%	(483)	1513
Educ: Bachelors degree	23%	(104)	50%	(220)	27%	(120)	444
Educ: Post-grad	27%	(66)	47%	(115)	26%	(63)	244

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Table GPG2_4: Do you believe companies and brands are doing enough to address each of the following social issues?
Sexism

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion		Total N
Adults	25%	(553)	45%	(982)	30%	(665)	2201
Income: Under 50k	22%	(283)	44%	(563)	33%	(421)	1266
Income: 50k-100k	27%	(175)	47%	(309)	26%	(174)	657
Income: 100k+	34%	(96)	40%	(111)	25%	(71)	277
Ethnicity: White	28%	(478)	41%	(714)	31%	(530)	1723
Ethnicity: Hispanic	28%	(97)	47%	(165)	25%	(87)	350
Ethnicity: Afr. Am.	12%	(33)	60%	(164)	28%	(77)	274
Ethnicity: Other	20%	(42)	51%	(105)	28%	(58)	204
All Christian	29%	(292)	41%	(409)	30%	(302)	1004
All Non-Christian	20%	(14)	59%	(42)	21%	(15)	71
Atheist	23%	(17)	62%	(47)	15%	(11)	75
Agnostic/Nothing in particular	22%	(229)	46%	(485)	32%	(337)	1051
Religious Non-Protestant/Catholic	22%	(20)	55%	(51)	23%	(22)	93
Evangelical	29%	(185)	38%	(250)	33%	(215)	649
Non-Evangelical	25%	(195)	45%	(347)	30%	(234)	776
Community: Urban	20%	(118)	50%	(297)	30%	(179)	595
Community: Suburban	27%	(271)	45%	(444)	28%	(281)	996
Community: Rural	27%	(164)	40%	(241)	34%	(205)	610
Employ: Private Sector	29%	(193)	44%	(290)	27%	(179)	663
Employ: Government	27%	(44)	49%	(78)	24%	(38)	160
Employ: Self-Employed	30%	(53)	41%	(73)	30%	(53)	180
Employ: Homemaker	20%	(34)	40%	(69)	40%	(68)	171
Employ: Student	24%	(24)	56%	(55)	21%	(21)	100
Employ: Retired	22%	(106)	47%	(224)	31%	(150)	480
Employ: Unemployed	24%	(56)	44%	(104)	33%	(78)	238
Employ: Other	20%	(43)	42%	(89)	37%	(78)	210
Military HH: Yes	31%	(122)	41%	(162)	28%	(112)	396
Military HH: No	24%	(431)	45%	(821)	31%	(554)	1805
RD/WT: Right Direction	38%	(346)	26%	(239)	36%	(324)	909
RD/WT: Wrong Track	16%	(207)	58%	(744)	26%	(342)	1292

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Table GPG2_4: Do you believe companies and brands are doing enough to address each of the following social issues?

Sexism

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion		Total N
Adults	25%	(553)	45%	(982)	30%	(665)	2201
Trump Job Approve	38%	(354)	26%	(244)	36%	(332)	930
Trump Job Disapprove	15%	(178)	61%	(709)	23%	(269)	1156
Trump Job Strongly Approve	44%	(226)	19%	(99)	37%	(191)	515
Trump Job Somewhat Approve	31%	(128)	35%	(145)	34%	(141)	414
Trump Job Somewhat Disapprove	23%	(63)	42%	(114)	34%	(92)	268
Trump Job Strongly Disapprove	13%	(115)	67%	(596)	20%	(177)	888
Favorable of Trump	40%	(360)	25%	(229)	35%	(318)	907
Unfavorable of Trump	15%	(171)	63%	(720)	22%	(249)	1140
Very Favorable of Trump	44%	(232)	20%	(108)	36%	(194)	534
Somewhat Favorable of Trump	34%	(128)	33%	(122)	33%	(124)	374
Somewhat Unfavorable of Trump	23%	(48)	42%	(91)	35%	(75)	215
Very Unfavorable of Trump	13%	(122)	68%	(629)	19%	(174)	925
#1 Issue: Economy	27%	(136)	44%	(224)	30%	(152)	513
#1 Issue: Security	39%	(173)	29%	(126)	32%	(140)	440
#1 Issue: Health Care	23%	(85)	52%	(192)	25%	(93)	371
#1 Issue: Medicare / Social Security	20%	(72)	44%	(159)	35%	(126)	357
#1 Issue: Women's Issues	11%	(16)	66%	(93)	23%	(33)	141
#1 Issue: Education	26%	(39)	45%	(66)	29%	(42)	146
#1 Issue: Energy	11%	(12)	62%	(70)	27%	(31)	112
#1 Issue: Other	16%	(19)	44%	(54)	40%	(48)	121
2018 House Vote: Democrat	15%	(112)	66%	(509)	19%	(149)	770
2018 House Vote: Republican	42%	(294)	26%	(184)	31%	(219)	696
2018 House Vote: Someone else	20%	(20)	31%	(31)	49%	(48)	99
2016 Vote: Hillary Clinton	14%	(97)	66%	(458)	20%	(142)	697
2016 Vote: Donald Trump	42%	(299)	25%	(181)	33%	(235)	715
2016 Vote: Other	25%	(41)	43%	(70)	32%	(53)	163
2016 Vote: Didn't Vote	19%	(117)	44%	(274)	38%	(235)	626
Voted in 2014: Yes	27%	(373)	46%	(637)	26%	(364)	1375
Voted in 2014: No	22%	(180)	42%	(345)	36%	(301)	826

Continued on next page

Table GPG2_4: Do you believe companies and brands are doing enough to address each of the following social issues?*Sexism*

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion		Total N
Adults	25%	(553)	45%	(982)	30%	(665)	2201
2012 Vote: Barack Obama	16%	(135)	63%	(525)	21%	(177)	837
2012 Vote: Mitt Romney	42%	(215)	25%	(128)	33%	(171)	513
2012 Vote: Other	31%	(29)	22%	(21)	47%	(45)	95
2012 Vote: Didn't Vote	23%	(173)	41%	(306)	36%	(271)	750
4-Region: Northeast	22%	(85)	46%	(182)	32%	(127)	394
4-Region: Midwest	26%	(120)	44%	(203)	30%	(140)	462
4-Region: South	24%	(194)	46%	(380)	30%	(251)	825
4-Region: West	30%	(154)	42%	(218)	28%	(148)	520

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

Table GPG2_5: Do you believe companies and brands are doing enough to address each of the following social issues?
Homophobia

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion		Total N
Adults	25%	(561)	38%	(845)	36%	(795)	2201
Gender: Male	30%	(317)	37%	(392)	33%	(353)	1062
Gender: Female	21%	(243)	40%	(454)	39%	(442)	1139
Age: 18-29	28%	(131)	44%	(210)	28%	(134)	475
Age: 30-44	30%	(161)	37%	(199)	33%	(179)	539
Age: 45-54	23%	(94)	34%	(136)	43%	(174)	403
Age: 55-64	24%	(83)	38%	(132)	38%	(133)	348
Age: 65+	21%	(93)	39%	(169)	40%	(175)	436
Generation Z: 18-22	26%	(55)	47%	(99)	27%	(56)	209
Millennial: Age 23-38	29%	(170)	41%	(241)	30%	(177)	588
Generation X: Age 39-54	26%	(160)	33%	(205)	41%	(254)	619
Boomers: Age 55-73	23%	(157)	40%	(272)	38%	(259)	687
PID: Dem (no lean)	15%	(118)	57%	(462)	28%	(227)	807
PID: Ind (no lean)	24%	(169)	36%	(251)	41%	(287)	706
PID: Rep (no lean)	40%	(274)	19%	(133)	41%	(281)	688
PID/Gender: Dem Men	19%	(69)	58%	(207)	23%	(81)	358
PID/Gender: Dem Women	11%	(49)	57%	(255)	32%	(146)	449
PID/Gender: Ind Men	28%	(94)	35%	(118)	38%	(128)	340
PID/Gender: Ind Women	20%	(75)	36%	(133)	43%	(159)	366
PID/Gender: Rep Men	42%	(155)	18%	(67)	39%	(144)	365
PID/Gender: Rep Women	37%	(120)	20%	(66)	42%	(137)	323
Ideo: Liberal (1-3)	17%	(107)	65%	(405)	17%	(108)	620
Ideo: Moderate (4)	23%	(113)	37%	(179)	40%	(193)	485
Ideo: Conservative (5-7)	40%	(304)	20%	(154)	40%	(309)	766
Educ: < College	24%	(366)	36%	(543)	40%	(603)	1513
Educ: Bachelors degree	27%	(119)	44%	(198)	29%	(128)	444
Educ: Post-grad	31%	(76)	43%	(105)	26%	(64)	244

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Table GPG2_5: Do you believe companies and brands are doing enough to address each of the following social issues?*Homophobia*

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion		Total N
Adults	25%	(561)	38%	(845)	36%	(795)	2201
Income: Under 50k	21%	(269)	37%	(472)	41%	(525)	1266
Income: 50k-100k	31%	(203)	40%	(264)	29%	(190)	657
Income: 100k+	32%	(89)	39%	(109)	29%	(80)	277
Ethnicity: White	28%	(480)	36%	(613)	37%	(629)	1723
Ethnicity: Hispanic	24%	(85)	42%	(148)	33%	(116)	350
Ethnicity: Afr. Am.	12%	(34)	51%	(141)	37%	(100)	274
Ethnicity: Other	23%	(47)	45%	(91)	32%	(66)	204
All Christian	29%	(294)	35%	(354)	35%	(356)	1004
All Non-Christian	22%	(15)	52%	(37)	27%	(19)	71
Atheist	23%	(18)	58%	(43)	19%	(14)	75
Agnostic/Nothing in particular	22%	(234)	39%	(412)	39%	(405)	1051
Religious Non-Protestant/Catholic	23%	(22)	48%	(45)	29%	(27)	93
Evangelical	30%	(195)	29%	(185)	41%	(269)	649
Non-Evangelical	23%	(182)	40%	(312)	36%	(282)	776
Community: Urban	21%	(122)	45%	(270)	34%	(203)	595
Community: Suburban	28%	(282)	38%	(376)	34%	(339)	996
Community: Rural	26%	(157)	33%	(199)	42%	(253)	610
Employ: Private Sector	32%	(209)	38%	(249)	31%	(205)	663
Employ: Government	31%	(50)	41%	(65)	28%	(44)	160
Employ: Self-Employed	26%	(47)	42%	(76)	31%	(57)	180
Employ: Homemaker	22%	(37)	33%	(56)	45%	(77)	171
Employ: Student	26%	(26)	52%	(52)	22%	(22)	100
Employ: Retired	20%	(98)	36%	(173)	44%	(209)	480
Employ: Unemployed	21%	(50)	41%	(98)	38%	(91)	238
Employ: Other	21%	(44)	36%	(76)	43%	(89)	210
Military HH: Yes	30%	(119)	34%	(135)	36%	(141)	396
Military HH: No	24%	(442)	39%	(710)	36%	(654)	1805
RD/WT: Right Direction	39%	(350)	20%	(184)	41%	(375)	909
RD/WT: Wrong Track	16%	(211)	51%	(661)	33%	(420)	1292

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Table GPG2_5: Do you believe companies and brands are doing enough to address each of the following social issues?
Homophobia

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion	Total N	
Adults	25%	(561)	38%	(845)	36%	(795)	2201
Trump Job Approve	39%	(364)	19%	(180)	41%	(385)	930
Trump Job Disapprove	15%	(175)	56%	(645)	29%	(337)	1156
Trump Job Strongly Approve	44%	(224)	14%	(74)	42%	(217)	515
Trump Job Somewhat Approve	34%	(140)	26%	(106)	41%	(168)	414
Trump Job Somewhat Disapprove	24%	(63)	35%	(94)	41%	(111)	268
Trump Job Strongly Disapprove	13%	(112)	62%	(550)	25%	(226)	888
Favorable of Trump	41%	(372)	18%	(162)	41%	(373)	907
Unfavorable of Trump	15%	(172)	57%	(652)	28%	(316)	1140
Very Favorable of Trump	44%	(233)	16%	(84)	41%	(216)	534
Somewhat Favorable of Trump	37%	(139)	21%	(78)	42%	(157)	374
Somewhat Unfavorable of Trump	27%	(58)	36%	(78)	37%	(79)	215
Very Unfavorable of Trump	12%	(115)	62%	(574)	26%	(237)	925
#1 Issue: Economy	27%	(140)	38%	(197)	34%	(176)	513
#1 Issue: Security	43%	(190)	20%	(90)	36%	(160)	440
#1 Issue: Health Care	20%	(76)	45%	(167)	34%	(128)	371
#1 Issue: Medicare / Social Security	15%	(54)	39%	(138)	46%	(165)	357
#1 Issue: Women's Issues	16%	(23)	58%	(82)	26%	(37)	141
#1 Issue: Education	26%	(38)	44%	(65)	30%	(44)	146
#1 Issue: Energy	15%	(17)	55%	(61)	30%	(34)	112
#1 Issue: Other	20%	(24)	37%	(45)	43%	(53)	121
2018 House Vote: Democrat	15%	(116)	61%	(466)	24%	(188)	770
2018 House Vote: Republican	42%	(296)	19%	(134)	38%	(266)	696
2018 House Vote: Someone else	21%	(21)	26%	(25)	53%	(52)	99
2016 Vote: Hillary Clinton	14%	(96)	61%	(423)	26%	(178)	697
2016 Vote: Donald Trump	40%	(287)	19%	(138)	41%	(290)	715
2016 Vote: Other	30%	(50)	36%	(58)	34%	(55)	163
2016 Vote: Didn't Vote	20%	(128)	36%	(226)	43%	(272)	626
Voted in 2014: Yes	27%	(372)	40%	(556)	33%	(447)	1375
Voted in 2014: No	23%	(189)	35%	(289)	42%	(348)	826

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Table GPG2_5: Do you believe companies and brands are doing enough to address each of the following social issues?*Homophobia*

Demographic	Companies and brands are doing enough to address this		Companies and brands are not doing enough to address this		Don't know / No opinion		Total N
Adults	25%	(561)	38%	(845)	36%	(795)	2201
2012 Vote: Barack Obama	16%	(130)	57%	(481)	27%	(226)	837
2012 Vote: Mitt Romney	43%	(220)	16%	(81)	41%	(211)	513
2012 Vote: Other	26%	(25)	22%	(21)	52%	(50)	95
2012 Vote: Didn't Vote	25%	(185)	35%	(260)	41%	(304)	750
4-Region: Northeast	22%	(85)	42%	(166)	36%	(143)	394
4-Region: Midwest	27%	(126)	36%	(167)	37%	(169)	462
4-Region: South	25%	(208)	38%	(316)	37%	(301)	825
4-Region: West	27%	(142)	38%	(197)	35%	(182)	520

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

Table GPG3_1: Do you support or oppose the following?
Paying all athletes based on how much revenue they or their team generate

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	23%	(515)	29%	(645)	12%	(261)	10%	(213)	26%	(566)	2201
Gender: Male	30%	(321)	32%	(343)	10%	(108)	9%	(92)	19%	(198)	1062
Gender: Female	17%	(194)	27%	(303)	13%	(153)	11%	(120)	32%	(368)	1139
Age: 18-29	34%	(161)	26%	(124)	11%	(54)	5%	(23)	24%	(112)	475
Age: 30-44	26%	(143)	29%	(157)	10%	(55)	5%	(26)	29%	(158)	539
Age: 45-54	20%	(81)	28%	(112)	12%	(49)	13%	(53)	27%	(109)	403
Age: 55-64	19%	(65)	29%	(100)	16%	(56)	15%	(53)	21%	(74)	348
Age: 65+	15%	(66)	35%	(153)	11%	(47)	13%	(58)	26%	(113)	436
Generation Z: 18-22	39%	(81)	25%	(53)	10%	(20)	5%	(11)	21%	(44)	209
Millennial: Age 23-38	29%	(173)	28%	(165)	11%	(62)	5%	(31)	27%	(157)	588
Generation X: Age 39-54	21%	(130)	28%	(174)	12%	(76)	10%	(61)	29%	(179)	619
Boomers: Age 55-73	18%	(126)	32%	(218)	14%	(95)	14%	(95)	22%	(153)	687
PID: Dem (no lean)	23%	(183)	32%	(257)	11%	(89)	8%	(68)	26%	(210)	807
PID: Ind (no lean)	22%	(153)	24%	(172)	13%	(88)	9%	(64)	32%	(229)	706
PID: Rep (no lean)	26%	(180)	31%	(216)	12%	(84)	12%	(81)	18%	(127)	688
PID/Gender: Dem Men	33%	(116)	34%	(121)	8%	(29)	7%	(27)	18%	(65)	358
PID/Gender: Dem Women	15%	(66)	30%	(136)	13%	(61)	9%	(41)	32%	(145)	449
PID/Gender: Ind Men	27%	(90)	29%	(98)	11%	(37)	8%	(29)	26%	(87)	340
PID/Gender: Ind Women	17%	(63)	20%	(74)	14%	(52)	10%	(35)	39%	(143)	366
PID/Gender: Rep Men	31%	(115)	34%	(124)	12%	(43)	10%	(37)	13%	(47)	365
PID/Gender: Rep Women	20%	(66)	29%	(93)	13%	(41)	14%	(44)	25%	(80)	323
Ideo: Liberal (1-3)	28%	(176)	30%	(187)	13%	(79)	9%	(56)	20%	(122)	620
Ideo: Moderate (4)	21%	(100)	34%	(164)	12%	(56)	8%	(41)	26%	(124)	485
Ideo: Conservative (5-7)	25%	(191)	31%	(237)	12%	(92)	12%	(93)	20%	(153)	766
Educ: < College	24%	(366)	27%	(408)	12%	(175)	9%	(143)	28%	(421)	1513
Educ: Bachelors degree	25%	(111)	35%	(157)	10%	(45)	9%	(39)	21%	(92)	444
Educ: Post-grad	16%	(38)	33%	(80)	17%	(41)	13%	(31)	22%	(53)	244

Continued on next page

Table GPG3_1: Do you support or oppose the following?
Paying all athletes based on how much revenue they or their team generate

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	23% (515)	29% (645)	12% (261)	10% (213)	26% (566)	2201
Income: Under 50k	22% (276)	27% (344)	12% (154)	9% (116)	30% (377)	1266
Income: 50k-100k	27% (176)	32% (209)	10% (69)	11% (71)	20% (132)	657
Income: 100k+	23% (64)	33% (92)	14% (39)	9% (26)	21% (57)	277
Ethnicity: White	22% (380)	30% (519)	12% (212)	11% (181)	25% (431)	1723
Ethnicity: Hispanic	34% (120)	25% (88)	13% (46)	4% (13)	24% (84)	350
Ethnicity: Afr. Am.	28% (76)	27% (73)	10% (29)	8% (21)	27% (74)	274
Ethnicity: Other	29% (59)	26% (53)	10% (20)	5% (10)	30% (61)	204
All Christian	22% (219)	32% (322)	12% (120)	12% (123)	22% (220)	1004
All Non-Christian	18% (13)	28% (20)	14% (10)	12% (8)	28% (20)	71
Atheist	29% (22)	28% (21)	13% (9)	7% (5)	23% (18)	75
Agnostic/Nothing in particular	25% (262)	27% (282)	12% (122)	7% (76)	29% (309)	1051
Religious Non-Protestant/Catholic	16% (15)	26% (24)	17% (16)	10% (9)	31% (29)	93
Evangelical	23% (148)	32% (211)	11% (71)	11% (72)	23% (148)	649
Non-Evangelical	21% (162)	32% (248)	13% (102)	11% (85)	23% (179)	776
Community: Urban	24% (144)	29% (175)	11% (63)	8% (48)	28% (165)	595
Community: Suburban	24% (244)	29% (285)	14% (136)	10% (104)	23% (228)	996
Community: Rural	21% (127)	30% (185)	10% (63)	10% (61)	28% (173)	610
Employ: Private Sector	29% (194)	32% (215)	8% (55)	11% (75)	19% (123)	663
Employ: Government	20% (32)	26% (41)	19% (31)	13% (21)	22% (35)	160
Employ: Self-Employed	24% (44)	34% (62)	12% (22)	8% (15)	21% (37)	180
Employ: Homemaker	13% (23)	22% (37)	8% (13)	9% (16)	48% (82)	171
Employ: Student	33% (33)	29% (29)	12% (12)	6% (6)	20% (20)	100
Employ: Retired	18% (88)	32% (152)	13% (64)	12% (56)	25% (120)	480
Employ: Unemployed	20% (48)	27% (64)	14% (34)	4% (9)	35% (84)	238
Employ: Other	26% (54)	23% (47)	14% (30)	7% (14)	31% (64)	210
Military HH: Yes	26% (101)	29% (116)	13% (52)	12% (48)	20% (78)	396
Military HH: No	23% (414)	29% (529)	12% (209)	9% (165)	27% (488)	1805
RD/WT: Right Direction	25% (229)	31% (279)	11% (103)	11% (98)	22% (199)	909
RD/WT: Wrong Track	22% (287)	28% (366)	12% (158)	9% (114)	28% (367)	1292

Continued on next page

Table GPG3_1: Do you support or oppose the following?
Paying all athletes based on how much revenue they or their team generate

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	23%	(515)	29%	(645)	12%	(261)	10%	(213)	26%	(566)	2201
Trump Job Approve	26%	(239)	31%	(286)	11%	(106)	12%	(108)	20%	(189)	930
Trump Job Disapprove	23%	(266)	30%	(342)	12%	(143)	8%	(97)	27%	(308)	1156
Trump Job Strongly Approve	30%	(155)	27%	(137)	10%	(54)	14%	(72)	19%	(97)	515
Trump Job Somewhat Approve	20%	(84)	36%	(149)	13%	(52)	9%	(36)	22%	(92)	414
Trump Job Somewhat Disapprove	21%	(57)	36%	(97)	15%	(39)	6%	(16)	22%	(58)	268
Trump Job Strongly Disapprove	23%	(209)	28%	(245)	12%	(104)	9%	(81)	28%	(250)	888
Favorable of Trump	26%	(233)	31%	(277)	11%	(103)	12%	(107)	21%	(188)	907
Unfavorable of Trump	23%	(262)	30%	(345)	13%	(150)	9%	(98)	25%	(285)	1140
Very Favorable of Trump	30%	(163)	27%	(142)	10%	(55)	14%	(72)	19%	(102)	534
Somewhat Favorable of Trump	19%	(70)	36%	(136)	13%	(47)	9%	(35)	23%	(85)	374
Somewhat Unfavorable of Trump	20%	(43)	39%	(83)	13%	(27)	8%	(18)	20%	(43)	215
Very Unfavorable of Trump	24%	(218)	28%	(262)	13%	(123)	9%	(80)	26%	(242)	925
#1 Issue: Economy	28%	(146)	32%	(166)	11%	(57)	6%	(31)	22%	(112)	513
#1 Issue: Security	28%	(124)	29%	(126)	10%	(44)	14%	(59)	20%	(87)	440
#1 Issue: Health Care	17%	(63)	32%	(120)	16%	(58)	7%	(27)	28%	(102)	371
#1 Issue: Medicare / Social Security	16%	(57)	32%	(116)	10%	(37)	14%	(49)	28%	(99)	357
#1 Issue: Women's Issues	26%	(36)	26%	(37)	9%	(13)	9%	(12)	30%	(43)	141
#1 Issue: Education	29%	(43)	29%	(42)	12%	(17)	6%	(9)	24%	(36)	146
#1 Issue: Energy	24%	(26)	22%	(24)	18%	(20)	8%	(9)	29%	(33)	112
#1 Issue: Other	17%	(21)	13%	(15)	12%	(14)	13%	(16)	45%	(55)	121
2018 House Vote: Democrat	23%	(181)	30%	(232)	11%	(85)	9%	(72)	26%	(200)	770
2018 House Vote: Republican	27%	(187)	31%	(219)	12%	(82)	12%	(87)	17%	(121)	696
2018 House Vote: Someone else	21%	(21)	22%	(22)	8%	(8)	13%	(13)	35%	(35)	99
2016 Vote: Hillary Clinton	23%	(157)	30%	(212)	12%	(83)	9%	(63)	26%	(182)	697
2016 Vote: Donald Trump	26%	(186)	31%	(224)	12%	(83)	13%	(95)	18%	(126)	715
2016 Vote: Other	20%	(33)	31%	(50)	12%	(20)	7%	(12)	30%	(48)	163
2016 Vote: Didn't Vote	22%	(139)	25%	(160)	12%	(75)	7%	(43)	34%	(210)	626
Voted in 2014: Yes	22%	(308)	31%	(425)	12%	(171)	11%	(150)	23%	(321)	1375
Voted in 2014: No	25%	(207)	27%	(220)	11%	(91)	8%	(63)	30%	(245)	826

Continued on next page

Table GPG3_1: Do you support or oppose the following?
Paying all athletes based on how much revenue they or their team generate

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	23%	(515)	29%	(645)	12%	(261)	10%	(213)	26%	(566)	2201
2012 Vote: Barack Obama	22%	(187)	32%	(264)	12%	(96)	10%	(86)	24%	(204)	837
2012 Vote: Mitt Romney	25%	(128)	32%	(163)	12%	(61)	11%	(58)	20%	(104)	513
2012 Vote: Other	24%	(23)	25%	(24)	12%	(12)	9%	(9)	30%	(28)	95
2012 Vote: Didn't Vote	24%	(177)	26%	(192)	12%	(92)	8%	(58)	31%	(230)	750
4-Region: Northeast	21%	(84)	31%	(123)	12%	(47)	11%	(45)	24%	(95)	394
4-Region: Midwest	23%	(108)	31%	(141)	13%	(61)	10%	(45)	23%	(108)	462
4-Region: South	23%	(190)	29%	(240)	10%	(82)	10%	(82)	28%	(230)	825
4-Region: West	26%	(134)	27%	(141)	14%	(71)	8%	(41)	26%	(133)	520

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

Table GPG3_2: Do you support or oppose the following?
Giving all athletes the same resources, regardless of how much revenue they generate

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	20%	(450)	24%	(530)	18%	(388)	13%	(295)	24%	(539)	2201
Gender: Male	22%	(233)	25%	(262)	19%	(200)	17%	(184)	17%	(184)	1062
Gender: Female	19%	(217)	24%	(268)	17%	(188)	10%	(111)	31%	(355)	1139
Age: 18-29	29%	(140)	22%	(106)	17%	(79)	9%	(44)	22%	(106)	475
Age: 30-44	18%	(99)	24%	(128)	20%	(108)	12%	(67)	25%	(137)	539
Age: 45-54	21%	(83)	24%	(97)	15%	(60)	12%	(48)	28%	(115)	403
Age: 55-64	16%	(56)	27%	(93)	20%	(71)	17%	(58)	20%	(71)	348
Age: 65+	16%	(71)	24%	(106)	16%	(71)	18%	(79)	25%	(111)	436
Generation Z: 18-22	31%	(65)	22%	(45)	19%	(40)	8%	(17)	20%	(42)	209
Millennial: Age 23-38	23%	(134)	24%	(142)	17%	(102)	12%	(69)	24%	(141)	588
Generation X: Age 39-54	20%	(124)	23%	(145)	17%	(104)	12%	(73)	28%	(174)	619
Boomers: Age 55-73	17%	(115)	25%	(174)	18%	(125)	18%	(122)	22%	(151)	687
PID: Dem (no lean)	27%	(218)	27%	(218)	14%	(111)	8%	(64)	24%	(197)	807
PID: Ind (no lean)	17%	(119)	22%	(156)	17%	(122)	14%	(97)	30%	(211)	706
PID: Rep (no lean)	16%	(113)	23%	(156)	22%	(155)	20%	(134)	19%	(131)	688
PID/Gender: Dem Men	29%	(105)	31%	(110)	14%	(49)	9%	(31)	17%	(62)	358
PID/Gender: Dem Women	25%	(113)	24%	(108)	14%	(61)	7%	(33)	30%	(135)	449
PID/Gender: Ind Men	18%	(63)	23%	(77)	18%	(63)	18%	(61)	22%	(76)	340
PID/Gender: Ind Women	15%	(56)	22%	(79)	16%	(60)	10%	(36)	37%	(135)	366
PID/Gender: Rep Men	18%	(65)	20%	(74)	24%	(88)	25%	(92)	13%	(46)	365
PID/Gender: Rep Women	15%	(48)	25%	(81)	21%	(67)	13%	(42)	26%	(85)	323
Ideo: Liberal (1-3)	28%	(175)	29%	(177)	18%	(113)	9%	(54)	16%	(100)	620
Ideo: Moderate (4)	19%	(93)	27%	(131)	18%	(85)	11%	(54)	25%	(121)	485
Ideo: Conservative (5-7)	16%	(121)	22%	(169)	20%	(156)	21%	(159)	21%	(160)	766
Educ: < College	21%	(315)	23%	(349)	15%	(233)	13%	(202)	27%	(413)	1513
Educ: Bachelors degree	21%	(93)	26%	(115)	21%	(92)	14%	(61)	19%	(84)	444
Educ: Post-grad	17%	(41)	27%	(66)	26%	(62)	13%	(32)	17%	(42)	244

Continued on next page

Table GPG3_2: Do you support or oppose the following?*Giving all athletes the same resources, regardless of how much revenue they generate*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	20%	(450)	24%	(530)	18%	(388)	13%	(295)	24%	(539)	2201
Income: Under 50k	21%	(270)	24%	(299)	15%	(195)	11%	(134)	29%	(368)	1266
Income: 50k-100k	20%	(129)	25%	(166)	19%	(127)	17%	(110)	19%	(125)	657
Income: 100k+	18%	(50)	24%	(66)	24%	(65)	18%	(51)	16%	(45)	277
Ethnicity: White	18%	(315)	24%	(421)	18%	(318)	15%	(252)	24%	(416)	1723
Ethnicity: Hispanic	22%	(77)	23%	(82)	16%	(56)	13%	(46)	26%	(89)	350
Ethnicity: Afr. Am.	33%	(89)	24%	(67)	13%	(37)	4%	(10)	26%	(71)	274
Ethnicity: Other	22%	(45)	21%	(42)	16%	(33)	16%	(32)	25%	(52)	204
All Christian	19%	(187)	27%	(266)	18%	(183)	15%	(152)	21%	(216)	1004
All Non-Christian	24%	(17)	19%	(13)	24%	(17)	12%	(9)	21%	(15)	71
Atheist	17%	(13)	33%	(25)	11%	(8)	18%	(13)	21%	(16)	75
Agnostic/Nothing in particular	22%	(233)	21%	(225)	17%	(180)	11%	(120)	28%	(292)	1051
Religious Non-Protestant/Catholic	20%	(19)	19%	(18)	22%	(21)	13%	(12)	26%	(24)	93
Evangelical	22%	(142)	22%	(143)	20%	(128)	13%	(88)	23%	(149)	649
Non-Evangelical	19%	(150)	28%	(214)	17%	(134)	13%	(104)	22%	(174)	776
Community: Urban	23%	(135)	26%	(156)	15%	(89)	10%	(59)	26%	(155)	595
Community: Suburban	20%	(196)	25%	(245)	19%	(185)	15%	(153)	22%	(217)	996
Community: Rural	19%	(118)	21%	(129)	19%	(114)	13%	(82)	27%	(167)	610
Employ: Private Sector	21%	(140)	27%	(177)	21%	(138)	14%	(94)	17%	(114)	663
Employ: Government	21%	(33)	22%	(35)	23%	(37)	14%	(22)	21%	(33)	160
Employ: Self-Employed	22%	(40)	25%	(45)	19%	(35)	15%	(27)	19%	(34)	180
Employ: Homemaker	15%	(26)	16%	(27)	15%	(25)	11%	(19)	43%	(73)	171
Employ: Student	36%	(36)	19%	(19)	18%	(18)	5%	(5)	21%	(21)	100
Employ: Retired	18%	(85)	26%	(125)	14%	(68)	19%	(89)	24%	(113)	480
Employ: Unemployed	22%	(52)	24%	(57)	13%	(32)	5%	(12)	36%	(85)	238
Employ: Other	18%	(38)	21%	(44)	17%	(35)	13%	(27)	31%	(66)	210
Military HH: Yes	24%	(97)	20%	(78)	20%	(79)	18%	(71)	18%	(70)	396
Military HH: No	20%	(353)	25%	(452)	17%	(309)	12%	(224)	26%	(468)	1805
RD/WT: Right Direction	17%	(152)	22%	(199)	21%	(191)	18%	(162)	22%	(204)	909
RD/WT: Wrong Track	23%	(297)	26%	(331)	15%	(196)	10%	(133)	26%	(335)	1292

Continued on next page

Table GPG3_2: Do you support or oppose the following?
Giving all athletes the same resources, regardless of how much revenue they generate

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	20%	(450)	24%	(530)	18%	(388)	13%	(295)	24%	(539)	2201
Trump Job Approve	16%	(149)	23%	(211)	21%	(191)	19%	(181)	21%	(198)	930
Trump Job Disapprove	25%	(285)	26%	(298)	17%	(191)	9%	(104)	24%	(279)	1156
Trump Job Strongly Approve	18%	(91)	20%	(103)	19%	(98)	24%	(122)	20%	(101)	515
Trump Job Somewhat Approve	14%	(57)	26%	(108)	22%	(93)	14%	(59)	23%	(97)	414
Trump Job Somewhat Disapprove	17%	(46)	27%	(73)	24%	(64)	11%	(30)	21%	(55)	268
Trump Job Strongly Disapprove	27%	(239)	25%	(225)	14%	(127)	8%	(74)	25%	(224)	888
Favorable of Trump	16%	(146)	22%	(204)	21%	(188)	20%	(183)	21%	(187)	907
Unfavorable of Trump	24%	(279)	26%	(301)	16%	(187)	9%	(105)	23%	(268)	1140
Very Favorable of Trump	18%	(94)	21%	(114)	19%	(99)	24%	(126)	19%	(100)	534
Somewhat Favorable of Trump	14%	(52)	24%	(90)	24%	(88)	15%	(57)	23%	(87)	374
Somewhat Unfavorable of Trump	16%	(35)	30%	(65)	23%	(50)	10%	(22)	20%	(43)	215
Very Unfavorable of Trump	26%	(243)	26%	(236)	15%	(137)	9%	(83)	24%	(225)	925
#1 Issue: Economy	18%	(94)	28%	(144)	21%	(107)	14%	(73)	18%	(94)	513
#1 Issue: Security	20%	(87)	21%	(94)	20%	(89)	19%	(82)	20%	(87)	440
#1 Issue: Health Care	19%	(72)	26%	(97)	15%	(56)	12%	(43)	28%	(103)	371
#1 Issue: Medicare / Social Security	19%	(67)	23%	(83)	15%	(55)	13%	(46)	30%	(106)	357
#1 Issue: Women's Issues	28%	(39)	19%	(27)	17%	(25)	11%	(15)	24%	(35)	141
#1 Issue: Education	23%	(33)	24%	(35)	15%	(21)	13%	(20)	25%	(37)	146
#1 Issue: Energy	27%	(30)	25%	(28)	17%	(19)	8%	(9)	23%	(26)	112
#1 Issue: Other	22%	(27)	18%	(21)	12%	(15)	6%	(7)	42%	(51)	121
2018 House Vote: Democrat	26%	(203)	27%	(206)	15%	(117)	8%	(60)	24%	(183)	770
2018 House Vote: Republican	16%	(111)	22%	(155)	21%	(148)	23%	(160)	18%	(122)	696
2018 House Vote: Someone else	20%	(20)	25%	(25)	12%	(11)	14%	(14)	29%	(29)	99
2016 Vote: Hillary Clinton	28%	(192)	27%	(188)	15%	(105)	8%	(56)	22%	(157)	697
2016 Vote: Donald Trump	14%	(103)	23%	(163)	22%	(155)	22%	(157)	19%	(136)	715
2016 Vote: Other	17%	(28)	23%	(38)	19%	(31)	15%	(25)	26%	(43)	163
2016 Vote: Didn't Vote	20%	(127)	23%	(141)	15%	(97)	9%	(57)	33%	(203)	626
Voted in 2014: Yes	20%	(276)	25%	(339)	19%	(259)	15%	(206)	21%	(295)	1375
Voted in 2014: No	21%	(173)	23%	(191)	16%	(129)	11%	(89)	29%	(244)	826

Continued on next page

Table GPG3_2: Do you support or oppose the following?*Giving all athletes the same resources, regardless of how much revenue they generate*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	20%	(450)	24%	(530)	18%	(388)	13%	(295)	24%	(539)	2201
2012 Vote: Barack Obama	26%	(215)	29%	(239)	15%	(128)	9%	(74)	22%	(182)	837
2012 Vote: Mitt Romney	14%	(71)	19%	(98)	23%	(116)	23%	(119)	21%	(109)	513
2012 Vote: Other	11%	(11)	15%	(14)	22%	(21)	20%	(19)	32%	(30)	95
2012 Vote: Didn't Vote	20%	(153)	23%	(176)	16%	(121)	11%	(82)	29%	(217)	750
4-Region: Northeast	18%	(72)	25%	(97)	17%	(67)	17%	(67)	23%	(91)	394
4-Region: Midwest	21%	(96)	27%	(126)	18%	(82)	14%	(63)	21%	(95)	462
4-Region: South	21%	(172)	23%	(186)	19%	(159)	11%	(89)	27%	(219)	825
4-Region: West	21%	(109)	23%	(121)	15%	(80)	15%	(76)	26%	(134)	520

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

Table GPG4: As you may know the U.S. Women's National Team (USWNT) is the U.S. women's soccer team that competes in international competitions. The U.S. Men's National Team (USMNT) is the U.S. men's soccer team that competes in international competitions. FIFA, or the International Federation of Association Football, is the international governing body for soccer. The United States Soccer Federation, commonly referred to as U.S. Soccer, is the official governing body of soccer in the U.S. Which do you prefer to watch: The U.S. Women's National Team or the U.S. Men's National Team?

Demographic	The U.S. Women's National Team	The U.S. Men's National Team	Don't know / No opinion	Total N
Adults	30% (669)	19% (418)	51% (1114)	2201
Gender: Male	28% (296)	29% (308)	43% (459)	1062
Gender: Female	33% (373)	10% (110)	58% (655)	1139
Age: 18-29	33% (157)	25% (118)	42% (200)	475
Age: 30-44	26% (140)	25% (135)	49% (264)	539
Age: 45-54	31% (125)	14% (58)	55% (220)	403
Age: 55-64	29% (101)	19% (65)	52% (182)	348
Age: 65+	33% (146)	10% (42)	57% (248)	436
Generation Z: 18-22	34% (71)	23% (49)	43% (90)	209
Millennial: Age 23-38	29% (173)	27% (156)	44% (259)	588
Generation X: Age 39-54	29% (178)	17% (106)	54% (335)	619
Boomers: Age 55-73	32% (217)	14% (99)	54% (372)	687
PID: Dem (no lean)	42% (342)	15% (123)	42% (343)	807
PID: Ind (no lean)	26% (182)	16% (115)	58% (409)	706
PID: Rep (no lean)	21% (145)	26% (180)	53% (362)	688
PID/Gender: Dem Men	42% (149)	23% (84)	35% (125)	358
PID/Gender: Dem Women	43% (193)	9% (39)	48% (217)	449
PID/Gender: Ind Men	23% (79)	26% (88)	51% (172)	340
PID/Gender: Ind Women	28% (103)	7% (27)	65% (237)	366
PID/Gender: Rep Men	19% (68)	37% (136)	44% (161)	365
PID/Gender: Rep Women	24% (77)	14% (44)	62% (201)	323
Ideo: Liberal (1-3)	47% (288)	16% (97)	38% (235)	620
Ideo: Moderate (4)	32% (153)	17% (81)	52% (251)	485
Ideo: Conservative (5-7)	22% (169)	27% (208)	51% (389)	766

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Table GPG4: As you may know the U.S. Women’s National Team (USWNT) is the U.S. women’s soccer team that competes in international competitions. The U.S. Men’s National Team (USMNT) is the U.S. men’s soccer team that competes in international competitions. FIFA, or the International Federation of Association Football, is the international governing body for soccer. The United States Soccer Federation, commonly referred to as U.S. Soccer, is the official governing body of soccer in the U.S. Which do you prefer to watch: The U.S. Women’s National Team or the U.S. Men’s National Team?

Demographic	The U.S. Women’s National Team	The U.S. Men’s National Team	Don’t know / No opinion	Total N
Adults	30% (669)	19% (418)	51% (1114)	2201
Educ: < College	27% (412)	18% (274)	55% (827)	1513
Educ: Bachelors degree	35% (153)	22% (99)	43% (192)	444
Educ: Post-grad	43% (104)	18% (45)	39% (95)	244
Income: Under 50k	27% (345)	16% (209)	56% (712)	1266
Income: 50k-100k	35% (232)	19% (126)	45% (299)	657
Income: 100k+	33% (92)	30% (83)	37% (103)	277
Ethnicity: White	30% (510)	18% (315)	52% (898)	1723
Ethnicity: Hispanic	29% (101)	27% (95)	44% (153)	350
Ethnicity: Afr. Am.	36% (98)	22% (59)	43% (118)	274
Ethnicity: Other	30% (62)	22% (44)	48% (98)	204
All Christian	30% (297)	21% (208)	50% (499)	1004
All Non-Christian	46% (32)	14% (10)	41% (29)	71
Atheist	49% (37)	15% (11)	36% (27)	75
Agnostic/Nothing in particular	29% (303)	18% (189)	53% (559)	1051
Religious Non-Protestant/Catholic	41% (38)	16% (15)	43% (40)	93
Evangelical	27% (178)	22% (142)	51% (330)	649
Non-Evangelical	29% (222)	20% (156)	51% (398)	776
Community: Urban	34% (200)	17% (104)	49% (291)	595
Community: Suburban	31% (310)	22% (217)	47% (469)	996
Community: Rural	26% (160)	16% (97)	58% (353)	610

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Table GPG4: As you may know the U.S. Women's National Team (USWNT) is the U.S. women's soccer team that competes in international competitions. The U.S. Men's National Team (USMNT) is the U.S. men's soccer team that competes in international competitions. FIFA, or the International Federation of Association Football, is the international governing body for soccer. The United States Soccer Federation, commonly referred to as U.S. Soccer, is the official governing body of soccer in the U.S. Which do you prefer to watch: The U.S. Women's National Team or the U.S. Men's National Team?

Demographic	The U.S. Women's National Team	The U.S. Men's National Team	Don't know / No opinion	Total N
Adults	30% (669)	19% (418)	51% (1114)	2201
Employ: Private Sector	32% (211)	25% (166)	43% (286)	663
Employ: Government	36% (57)	22% (35)	43% (68)	160
Employ: Self-Employed	30% (55)	28% (51)	41% (74)	180
Employ: Homemaker	31% (53)	10% (16)	59% (101)	171
Employ: Student	47% (47)	18% (18)	35% (35)	100
Employ: Retired	32% (156)	11% (51)	57% (273)	480
Employ: Unemployed	19% (45)	17% (41)	64% (152)	238
Employ: Other	22% (46)	19% (40)	59% (124)	210
Military HH: Yes	29% (114)	22% (88)	49% (193)	396
Military HH: No	31% (555)	18% (329)	51% (921)	1805
RD/WT: Right Direction	23% (207)	26% (237)	51% (465)	909
RD/WT: Wrong Track	36% (463)	14% (180)	50% (649)	1292
Trump Job Approve	22% (201)	26% (240)	53% (489)	930
Trump Job Disapprove	39% (447)	14% (162)	47% (546)	1156
Trump Job Strongly Approve	19% (100)	29% (148)	52% (267)	515
Trump Job Somewhat Approve	24% (101)	22% (92)	53% (222)	414
Trump Job Somewhat Disapprove	30% (80)	20% (53)	50% (134)	268
Trump Job Strongly Disapprove	41% (367)	12% (109)	46% (412)	888
Favorable of Trump	21% (193)	26% (240)	52% (475)	907
Unfavorable of Trump	39% (445)	14% (163)	47% (532)	1140
Very Favorable of Trump	18% (96)	31% (168)	51% (270)	534
Somewhat Favorable of Trump	26% (98)	19% (72)	55% (204)	374
Somewhat Unfavorable of Trump	29% (63)	25% (54)	46% (98)	215
Very Unfavorable of Trump	41% (382)	12% (109)	47% (434)	925

Continued on next page

Table GPG4: As you may know the U.S. Women's National Team (USWNT) is the U.S. women's soccer team that competes in international competitions. The U.S. Men's National Team (USMNT) is the U.S. men's soccer team that competes in international competitions. FIFA, or the International Federation of Association Football, is the international governing body for soccer. The United States Soccer Federation, commonly referred to as U.S. Soccer, is the official governing body of soccer in the U.S. Which do you prefer to watch: The U.S. Women's National Team or the U.S. Men's National Team?

Demographic	The U.S. Women's National Team	The U.S. Men's National Team	Don't know / No opinion	Total N
Adults	30% (669)	19% (418)	51% (1114)	2201
#1 Issue: Economy	26% (136)	25% (130)	48% (247)	513
#1 Issue: Security	24% (104)	28% (122)	49% (214)	440
#1 Issue: Health Care	36% (134)	14% (50)	50% (187)	371
#1 Issue: Medicare / Social Security	31% (109)	12% (42)	58% (205)	357
#1 Issue: Women's Issues	48% (69)	9% (13)	43% (60)	141
#1 Issue: Education	32% (46)	20% (30)	48% (70)	146
#1 Issue: Energy	37% (42)	17% (19)	46% (52)	112
#1 Issue: Other	25% (30)	9% (11)	66% (79)	121
2018 House Vote: Democrat	46% (353)	13% (103)	41% (314)	770
2018 House Vote: Republican	22% (157)	28% (193)	50% (347)	696
2018 House Vote: Someone else	18% (17)	12% (11)	71% (70)	99
2016 Vote: Hillary Clinton	46% (323)	12% (81)	42% (293)	697
2016 Vote: Donald Trump	22% (155)	27% (195)	51% (365)	715
2016 Vote: Other	27% (44)	17% (28)	56% (91)	163
2016 Vote: Didn't Vote	24% (148)	18% (114)	58% (364)	626
Voted in 2014: Yes	33% (451)	18% (253)	49% (671)	1375
Voted in 2014: No	26% (218)	20% (165)	54% (443)	826
2012 Vote: Barack Obama	42% (350)	14% (121)	44% (367)	837
2012 Vote: Mitt Romney	22% (113)	22% (112)	56% (287)	513
2012 Vote: Other	18% (17)	27% (25)	55% (52)	95
2012 Vote: Didn't Vote	25% (187)	21% (158)	54% (405)	750
4-Region: Northeast	35% (138)	19% (75)	46% (181)	394
4-Region: Midwest	28% (132)	15% (69)	57% (262)	462
4-Region: South	31% (252)	18% (152)	51% (421)	825
4-Region: West	28% (148)	23% (122)	48% (251)	520

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

Table GPG5: As you may know, reports show the U.S. Women's National Team has brought in more revenue than the U.S. Men's National Team over the past three years. Players on the U.S. Women's National Team have said the U.S. Men's National Team has better resources, such as medical and coaching staff. Based on what you know now, do you support or oppose giving athletes in men's and women's leagues the same resources, regardless of how much revenue they generate?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	41% (899)	23% (502)	9% (190)	7% (145)	21% (465)	2201
Gender: Male	41% (439)	22% (237)	10% (106)	10% (106)	16% (175)	1062
Gender: Female	40% (460)	23% (265)	7% (84)	3% (39)	26% (290)	1139
Age: 18-29	41% (197)	21% (100)	10% (48)	6% (31)	21% (99)	475
Age: 30-44	38% (207)	23% (123)	10% (52)	7% (39)	22% (118)	539
Age: 45-54	40% (160)	23% (93)	8% (32)	6% (23)	23% (94)	403
Age: 55-64	42% (147)	26% (90)	6% (21)	7% (25)	19% (65)	348
Age: 65+	43% (188)	22% (95)	9% (38)	6% (26)	20% (89)	436
Generation Z: 18-22	37% (78)	21% (43)	13% (27)	6% (12)	23% (48)	209
Millennial: Age 23-38	41% (239)	23% (133)	9% (50)	8% (45)	20% (120)	588
Generation X: Age 39-54	40% (246)	23% (140)	9% (55)	6% (35)	23% (142)	619
Boomers: Age 55-73	42% (291)	24% (163)	7% (51)	7% (46)	20% (136)	687
PID: Dem (no lean)	55% (443)	20% (164)	6% (46)	2% (20)	17% (135)	807
PID: Ind (no lean)	36% (252)	23% (159)	9% (65)	6% (44)	26% (186)	706
PID: Rep (no lean)	30% (204)	26% (179)	12% (80)	12% (80)	21% (145)	688
PID/Gender: Dem Men	59% (212)	20% (71)	5% (19)	4% (13)	12% (43)	358
PID/Gender: Dem Women	51% (231)	21% (93)	6% (27)	2% (7)	20% (91)	449
PID/Gender: Ind Men	37% (127)	22% (76)	10% (33)	9% (32)	21% (72)	340
PID/Gender: Ind Women	34% (125)	23% (83)	9% (32)	3% (13)	31% (114)	366
PID/Gender: Rep Men	27% (100)	25% (90)	15% (54)	17% (62)	16% (59)	365
PID/Gender: Rep Women	32% (104)	28% (89)	8% (26)	6% (19)	26% (86)	323
Ideo: Liberal (1-3)	61% (379)	19% (115)	7% (42)	3% (22)	10% (62)	620
Ideo: Moderate (4)	42% (206)	24% (116)	9% (46)	5% (23)	20% (95)	485
Ideo: Conservative (5-7)	29% (221)	27% (209)	12% (89)	12% (90)	21% (158)	766

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Table GPG5: As you may know, reports show the U.S. Women’s National Team has brought in more revenue than the U.S. Men’s National Team over the past three years. Players on the U.S. Women’s National Team have said the U.S. Men’s National Team has better resources, such as medical and coaching staff. Based on what you know now, do you support or oppose giving athletes in men’s and women’s leagues the same resources, regardless of how much revenue they generate?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don’t know / No opinion		Total N
Adults	41%	(899)	23%	(502)	9%	(190)	7%	(145)	21%	(465)	2201
Educ: < College	39%	(594)	23%	(343)	8%	(117)	7%	(101)	24%	(358)	1513
Educ: Bachelors degree	44%	(194)	24%	(108)	11%	(47)	6%	(28)	15%	(67)	444
Educ: Post-grad	45%	(111)	21%	(51)	11%	(26)	7%	(16)	17%	(41)	244
Income: Under 50k	40%	(508)	22%	(282)	8%	(96)	5%	(58)	25%	(322)	1266
Income: 50k-100k	42%	(276)	24%	(156)	10%	(68)	10%	(63)	14%	(95)	657
Income: 100k+	42%	(115)	23%	(63)	10%	(27)	8%	(24)	17%	(48)	277
Ethnicity: White	39%	(672)	24%	(414)	9%	(160)	7%	(119)	21%	(357)	1723
Ethnicity: Hispanic	43%	(150)	20%	(68)	8%	(28)	8%	(28)	22%	(76)	350
Ethnicity: Afr. Am.	54%	(148)	17%	(48)	6%	(16)	2%	(5)	21%	(56)	274
Ethnicity: Other	38%	(78)	20%	(40)	7%	(14)	10%	(20)	25%	(52)	204
All Christian	40%	(399)	24%	(244)	10%	(103)	7%	(67)	19%	(190)	1004
All Non-Christian	61%	(44)	18%	(12)	5%	(3)	6%	(4)	10%	(7)	71
Atheist	59%	(45)	20%	(15)	10%	(7)	6%	(5)	4%	(3)	75
Agnostic/Nothing in particular	39%	(412)	22%	(230)	7%	(76)	6%	(68)	25%	(264)	1051
Religious Non-Protestant/Catholic	56%	(52)	20%	(19)	6%	(5)	5%	(4)	13%	(12)	93
Evangelical	40%	(258)	22%	(143)	9%	(62)	7%	(48)	21%	(138)	649
Non-Evangelical	41%	(319)	25%	(193)	9%	(68)	6%	(46)	19%	(149)	776
Community: Urban	42%	(248)	27%	(161)	4%	(26)	4%	(24)	23%	(136)	595
Community: Suburban	42%	(414)	21%	(212)	10%	(104)	8%	(82)	18%	(184)	996
Community: Rural	39%	(237)	21%	(129)	10%	(59)	6%	(39)	24%	(146)	610
Employ: Private Sector	41%	(274)	24%	(159)	11%	(70)	8%	(54)	16%	(106)	663
Employ: Government	42%	(68)	23%	(36)	13%	(20)	6%	(10)	16%	(26)	160
Employ: Self-Employed	40%	(73)	27%	(49)	7%	(13)	6%	(11)	19%	(34)	180
Employ: Homemaker	34%	(57)	21%	(35)	3%	(6)	5%	(9)	37%	(63)	171
Employ: Student	47%	(47)	24%	(24)	13%	(13)	4%	(4)	12%	(12)	100
Employ: Retired	44%	(212)	22%	(107)	9%	(43)	6%	(27)	19%	(91)	480
Employ: Unemployed	38%	(91)	26%	(61)	7%	(16)	2%	(6)	27%	(65)	238
Employ: Other	36%	(77)	15%	(30)	5%	(10)	12%	(25)	32%	(68)	210

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Table GPG5: As you may know, reports show the U.S. Women's National Team has brought in more revenue than the U.S. Men's National Team over the past three years. Players on the U.S. Women's National Team have said the U.S. Men's National Team has better resources, such as medical and coaching staff. Based on what you know now, do you support or oppose giving athletes in men's and women's leagues the same resources, regardless of how much revenue they generate?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	41% (899)	23% (502)	9% (190)	7% (145)	21% (465)	2201
Military HH: Yes	40% (160)	22% (88)	11% (42)	8% (32)	19% (73)	396
Military HH: No	41% (739)	23% (414)	8% (148)	6% (112)	22% (392)	1805
RD/WT: Right Direction	31% (282)	25% (227)	11% (100)	10% (93)	23% (207)	909
RD/WT: Wrong Track	48% (617)	21% (275)	7% (90)	4% (52)	20% (258)	1292
Trump Job Approve	29% (271)	27% (251)	12% (107)	11% (106)	21% (195)	930
Trump Job Disapprove	52% (597)	20% (237)	7% (78)	3% (34)	18% (211)	1156
Trump Job Strongly Approve	29% (151)	24% (122)	11% (56)	14% (70)	23% (117)	515
Trump Job Somewhat Approve	29% (120)	31% (129)	12% (51)	9% (36)	19% (78)	414
Trump Job Somewhat Disapprove	38% (103)	27% (71)	12% (33)	4% (11)	19% (50)	268
Trump Job Strongly Disapprove	56% (494)	19% (165)	5% (45)	3% (22)	18% (161)	888
Favorable of Trump	29% (260)	27% (243)	11% (104)	12% (108)	21% (192)	907
Unfavorable of Trump	52% (598)	20% (233)	7% (78)	3% (34)	17% (197)	1140
Very Favorable of Trump	28% (152)	24% (131)	11% (59)	14% (73)	22% (118)	534
Somewhat Favorable of Trump	29% (108)	30% (113)	12% (45)	9% (34)	20% (74)	374
Somewhat Unfavorable of Trump	38% (81)	27% (58)	11% (23)	5% (11)	19% (41)	215
Very Unfavorable of Trump	56% (517)	19% (175)	6% (56)	2% (23)	17% (155)	925
#1 Issue: Economy	37% (190)	24% (122)	13% (68)	7% (36)	19% (97)	513
#1 Issue: Security	33% (143)	23% (102)	11% (47)	13% (57)	21% (91)	440
#1 Issue: Health Care	50% (186)	24% (89)	4% (14)	4% (13)	18% (68)	371
#1 Issue: Medicare / Social Security	42% (150)	24% (84)	7% (27)	4% (15)	23% (81)	357
#1 Issue: Women's Issues	52% (74)	18% (25)	5% (7)	4% (5)	21% (30)	141
#1 Issue: Education	40% (58)	26% (38)	10% (14)	7% (10)	18% (26)	146
#1 Issue: Energy	47% (53)	23% (26)	9% (10)	2% (3)	19% (21)	112
#1 Issue: Other	37% (45)	14% (16)	3% (4)	4% (5)	42% (51)	121
2018 House Vote: Democrat	58% (450)	21% (163)	6% (44)	2% (12)	13% (102)	770
2018 House Vote: Republican	28% (196)	27% (190)	13% (88)	13% (94)	19% (130)	696
2018 House Vote: Someone else	26% (25)	17% (17)	15% (15)	7% (7)	35% (35)	99

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Table GPG5: As you may know, reports show the U.S. Women’s National Team has brought in more revenue than the U.S. Men’s National Team over the past three years. Players on the U.S. Women’s National Team have said the U.S. Men’s National Team has better resources, such as medical and coaching staff. Based on what you know now, do you support or oppose giving athletes in men’s and women’s leagues the same resources, regardless of how much revenue they generate?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don’t know / No opinion	Total N
Adults	41% (899)	23% (502)	9% (190)	7% (145)	21% (465)	2201
2016 Vote: Hillary Clinton	59% (409)	21% (145)	5% (35)	1% (10)	14% (97)	697
2016 Vote: Donald Trump	27% (196)	28% (198)	12% (85)	13% (94)	20% (142)	715
2016 Vote: Other	41% (68)	18% (29)	13% (22)	7% (11)	21% (34)	163
2016 Vote: Didn’t Vote	36% (226)	21% (130)	8% (49)	5% (29)	31% (192)	626
Voted in 2014: Yes	43% (595)	23% (320)	9% (123)	7% (98)	17% (238)	1375
Voted in 2014: No	37% (304)	22% (182)	8% (67)	6% (46)	27% (227)	826
2012 Vote: Barack Obama	55% (461)	21% (179)	6% (47)	4% (30)	14% (121)	837
2012 Vote: Mitt Romney	28% (142)	26% (135)	12% (63)	13% (67)	21% (107)	513
2012 Vote: Other	29% (27)	19% (18)	17% (16)	9% (8)	27% (25)	95
2012 Vote: Didn’t Vote	36% (267)	23% (170)	8% (63)	5% (40)	28% (210)	750
4-Region: Northeast	42% (166)	23% (90)	8% (32)	6% (22)	21% (83)	394
4-Region: Midwest	39% (178)	22% (101)	9% (42)	7% (34)	23% (107)	462
4-Region: South	43% (354)	22% (183)	8% (70)	6% (46)	21% (171)	825
4-Region: West	38% (200)	24% (127)	9% (46)	8% (43)	20% (103)	520

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

Table GPG6: As you may know, FIFA pays male and female athletes different rates for qualifying for and winning the World Cup, with male players out-earning female players. Reports show that the 2018 Men’s World Cup generated \$6 billion in revenue, while the 2019 Women’s World Cup is expected to generate \$131 million in revenue. Based on what you know now, do you support or oppose paying athletes in men’s and women’s leagues the same salary and bonus, regardless of how much revenue they generate?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don’t know / No opinion	Total N
Adults	33% (729)	21% (452)	13% (289)	12% (262)	21% (469)	2201
Gender: Male	31% (332)	21% (224)	14% (148)	17% (179)	17% (179)	1062
Gender: Female	35% (397)	20% (228)	12% (141)	7% (83)	25% (289)	1139
Age: 18-29	32% (150)	21% (98)	14% (64)	11% (54)	23% (108)	475
Age: 30-44	29% (158)	21% (112)	14% (73)	13% (69)	24% (127)	539
Age: 45-54	32% (129)	18% (73)	15% (61)	13% (53)	22% (87)	403
Age: 55-64	36% (124)	24% (83)	11% (37)	11% (39)	19% (65)	348
Age: 65+	38% (168)	20% (86)	12% (54)	11% (48)	19% (81)	436
Generation Z: 18-22	30% (62)	19% (40)	16% (33)	10% (22)	25% (52)	209
Millennial: Age 23-38	31% (184)	21% (122)	12% (73)	13% (75)	23% (134)	588
Generation X: Age 39-54	31% (192)	20% (121)	15% (92)	13% (78)	22% (136)	619
Boomers: Age 55-73	37% (252)	22% (152)	11% (78)	11% (79)	18% (126)	687
PID: Dem (no lean)	43% (347)	21% (168)	11% (90)	6% (52)	19% (150)	807
PID: Ind (no lean)	30% (214)	20% (139)	12% (85)	11% (75)	27% (194)	706
PID: Rep (no lean)	24% (168)	21% (145)	17% (114)	20% (135)	18% (125)	688
PID/Gender: Dem Men	41% (148)	22% (78)	12% (44)	9% (33)	15% (55)	358
PID/Gender: Dem Women	44% (199)	20% (90)	10% (46)	4% (19)	21% (96)	449
PID/Gender: Ind Men	29% (100)	21% (71)	14% (46)	15% (50)	21% (72)	340
PID/Gender: Ind Women	31% (114)	19% (68)	11% (39)	7% (24)	33% (121)	366
PID/Gender: Rep Men	23% (84)	21% (75)	16% (58)	26% (95)	14% (52)	365
PID/Gender: Rep Women	26% (84)	22% (70)	17% (56)	12% (40)	22% (72)	323
Ideo: Liberal (1-3)	50% (307)	20% (124)	12% (73)	8% (51)	10% (65)	620
Ideo: Moderate (4)	37% (180)	21% (103)	13% (61)	8% (40)	21% (100)	485
Ideo: Conservative (5-7)	21% (161)	22% (167)	17% (133)	21% (158)	19% (148)	766

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Table GPG6: As you may know, FIFA pays male and female athletes different rates for qualifying for and winning the World Cup, with male players out-earning female players. Reports show that the 2018 Men’s World Cup generated \$6 billion in revenue, while the 2019 Women’s World Cup is expected to generate \$131 million in revenue. Based on what you know now, do you support or oppose paying athletes in men’s and women’s leagues the same salary and bonus, regardless of how much revenue they generate?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don’t know / No opinion	Total N
Adults	33% (729)	21% (452)	13% (289)	12% (262)	21% (469)	2201
Educ: < College	33% (499)	20% (295)	12% (181)	11% (170)	24% (367)	1513
Educ: Bachelors degree	33% (146)	23% (100)	16% (73)	13% (59)	15% (66)	444
Educ: Post-grad	34% (84)	23% (57)	14% (35)	13% (33)	15% (36)	244
Income: Under 50k	33% (421)	21% (261)	11% (133)	9% (111)	27% (341)	1266
Income: 50k-100k	34% (225)	21% (136)	16% (104)	16% (108)	13% (84)	657
Income: 100k+	30% (83)	20% (55)	19% (52)	16% (44)	16% (44)	277
Ethnicity: White	32% (556)	20% (351)	14% (248)	12% (209)	21% (357)	1723
Ethnicity: Hispanic	32% (110)	16% (55)	11% (39)	16% (58)	25% (88)	350
Ethnicity: Afr. Am.	38% (104)	23% (64)	8% (22)	10% (27)	21% (58)	274
Ethnicity: Other	34% (69)	18% (36)	10% (20)	13% (26)	26% (53)	204
All Christian	32% (324)	22% (217)	15% (147)	13% (129)	19% (187)	1004
All Non-Christian	52% (37)	18% (13)	8% (6)	7% (5)	15% (10)	71
Atheist	49% (37)	12% (9)	18% (14)	16% (12)	5% (4)	75
Agnostic/Nothing in particular	32% (331)	20% (213)	12% (122)	11% (116)	25% (268)	1051
Religious Non-Protestant/Catholic	50% (46)	18% (16)	8% (7)	8% (7)	17% (16)	93
Evangelical	31% (204)	20% (132)	11% (75)	15% (96)	22% (144)	649
Non-Evangelical	33% (259)	21% (166)	15% (117)	12% (91)	18% (143)	776
Community: Urban	33% (197)	22% (131)	11% (66)	8% (47)	26% (154)	595
Community: Suburban	33% (326)	21% (207)	14% (135)	15% (145)	18% (183)	996
Community: Rural	34% (207)	19% (115)	14% (87)	11% (70)	22% (131)	610
Employ: Private Sector	35% (229)	21% (140)	14% (94)	14% (95)	16% (104)	663
Employ: Government	31% (49)	22% (35)	20% (32)	13% (21)	14% (22)	160
Employ: Self-Employed	27% (48)	21% (39)	17% (31)	14% (25)	21% (38)	180
Employ: Homemaker	31% (54)	16% (27)	10% (16)	8% (14)	35% (60)	171
Employ: Student	32% (32)	25% (25)	24% (24)	6% (6)	13% (13)	100
Employ: Retired	39% (188)	21% (101)	11% (53)	12% (56)	17% (82)	480
Employ: Unemployed	28% (67)	24% (56)	10% (25)	6% (15)	32% (75)	238
Employ: Other	29% (62)	15% (31)	7% (14)	14% (29)	35% (74)	210

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Table GPG6: As you may know, FIFA pays male and female athletes different rates for qualifying for and winning the World Cup, with male players out-earning female players. Reports show that the 2018 Men's World Cup generated \$6 billion in revenue, while the 2019 Women's World Cup is expected to generate \$131 million in revenue. Based on what you know now, do you support or oppose paying athletes in men's and women's leagues the same salary and bonus, regardless of how much revenue they generate?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	33% (729)	21% (452)	13% (289)	12% (262)	21% (469)	2201
Military HH: Yes	36% (141)	16% (64)	16% (65)	16% (62)	16% (63)	396
Military HH: No	33% (588)	22% (388)	12% (224)	11% (200)	22% (405)	1805
RD/WT: Right Direction	23% (212)	22% (196)	16% (144)	18% (161)	22% (196)	909
RD/WT: Wrong Track	40% (517)	20% (256)	11% (145)	8% (101)	21% (273)	1292
Trump Job Approve	23% (217)	22% (200)	17% (162)	19% (174)	19% (176)	930
Trump Job Disapprove	42% (482)	21% (239)	11% (125)	7% (84)	20% (226)	1156
Trump Job Strongly Approve	24% (123)	18% (94)	16% (82)	22% (115)	20% (102)	515
Trump Job Somewhat Approve	23% (94)	26% (106)	19% (80)	14% (59)	18% (74)	414
Trump Job Somewhat Disapprove	27% (73)	29% (77)	15% (41)	10% (26)	19% (51)	268
Trump Job Strongly Disapprove	46% (409)	18% (162)	9% (84)	7% (58)	20% (175)	888
Favorable of Trump	23% (210)	21% (191)	17% (154)	19% (176)	20% (178)	907
Unfavorable of Trump	43% (486)	21% (234)	11% (126)	7% (82)	19% (213)	1140
Very Favorable of Trump	24% (130)	18% (97)	17% (92)	22% (115)	19% (99)	534
Somewhat Favorable of Trump	21% (80)	25% (93)	16% (61)	16% (61)	21% (79)	374
Somewhat Unfavorable of Trump	28% (60)	21% (46)	20% (44)	9% (20)	21% (44)	215
Very Unfavorable of Trump	46% (425)	20% (188)	9% (82)	7% (62)	18% (169)	925
#1 Issue: Economy	26% (135)	20% (103)	17% (85)	17% (89)	20% (100)	513
#1 Issue: Security	27% (118)	20% (89)	17% (74)	20% (90)	16% (69)	440
#1 Issue: Health Care	43% (158)	21% (80)	10% (38)	5% (19)	21% (76)	371
#1 Issue: Medicare / Social Security	36% (129)	24% (84)	9% (33)	7% (24)	24% (86)	357
#1 Issue: Women's Issues	43% (61)	17% (24)	9% (13)	5% (7)	26% (36)	141
#1 Issue: Education	25% (36)	25% (36)	16% (23)	14% (20)	22% (32)	146
#1 Issue: Energy	44% (49)	16% (18)	14% (16)	4% (4)	22% (25)	112
#1 Issue: Other	36% (43)	14% (17)	6% (8)	7% (9)	37% (45)	121
2018 House Vote: Democrat	47% (361)	21% (163)	11% (83)	5% (41)	16% (123)	770
2018 House Vote: Republican	22% (155)	21% (150)	18% (127)	22% (151)	16% (114)	696
2018 House Vote: Someone else	27% (26)	16% (16)	16% (15)	11% (11)	30% (30)	99

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Table GPG6: As you may know, FIFA pays male and female athletes different rates for qualifying for and winning the World Cup, with male players out-earning female players. Reports show that the 2018 Men’s World Cup generated \$6 billion in revenue, while the 2019 Women’s World Cup is expected to generate \$131 million in revenue. Based on what you know now, do you support or oppose paying athletes in men’s and women’s leagues the same salary and bonus, regardless of how much revenue they generate?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don’t know / No opinion		Total N
Adults	33%	(729)	21%	(452)	13%	(289)	12%	(262)	21%	(469)	2201
2016 Vote: Hillary Clinton	48%	(334)	21%	(146)	10%	(70)	6%	(40)	15%	(108)	697
2016 Vote: Donald Trump	22%	(156)	22%	(154)	18%	(128)	21%	(150)	18%	(127)	715
2016 Vote: Other	29%	(47)	21%	(35)	17%	(28)	12%	(19)	21%	(34)	163
2016 Vote: Didn’t Vote	31%	(192)	19%	(118)	10%	(63)	9%	(53)	32%	(199)	626
Voted in 2014: Yes	36%	(492)	21%	(290)	14%	(187)	12%	(171)	17%	(235)	1375
Voted in 2014: No	29%	(237)	20%	(162)	12%	(102)	11%	(91)	28%	(233)	826
2012 Vote: Barack Obama	46%	(382)	21%	(179)	10%	(86)	8%	(64)	15%	(127)	837
2012 Vote: Mitt Romney	23%	(119)	19%	(95)	17%	(89)	22%	(112)	19%	(98)	513
2012 Vote: Other	16%	(15)	27%	(26)	17%	(16)	15%	(14)	25%	(24)	95
2012 Vote: Didn’t Vote	28%	(210)	20%	(151)	13%	(98)	10%	(73)	29%	(218)	750
4-Region: Northeast	38%	(150)	21%	(83)	13%	(50)	9%	(36)	19%	(74)	394
4-Region: Midwest	30%	(137)	21%	(96)	14%	(64)	13%	(58)	23%	(108)	462
4-Region: South	33%	(268)	19%	(160)	15%	(123)	11%	(92)	22%	(182)	825
4-Region: West	33%	(174)	22%	(114)	10%	(52)	15%	(76)	20%	(105)	520

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

Table GPG7: *And specifically, did the 2019 World Cup, where the U.S. Women’s National Team won first place, change your view about the gender pay gap in sports?*

Demographic	Yes, I believe it is more of an issue now		Yes, I believe it is less of an issue now		No, it did not change how I feel		Don’t know / No opinion		Total N
Adults	35%	(764)	4%	(94)	40%	(886)	21%	(457)	2201
Gender: Male	32%	(341)	5%	(54)	46%	(489)	17%	(178)	1062
Gender: Female	37%	(423)	4%	(40)	35%	(396)	24%	(279)	1139
Age: 18-29	35%	(166)	5%	(24)	36%	(170)	24%	(115)	475
Age: 30-44	30%	(159)	6%	(34)	40%	(216)	24%	(130)	539
Age: 45-54	28%	(114)	4%	(18)	45%	(182)	22%	(88)	403
Age: 55-64	41%	(141)	2%	(8)	38%	(132)	19%	(67)	348
Age: 65+	42%	(183)	2%	(10)	42%	(185)	13%	(58)	436
Generation Z: 18-22	35%	(74)	5%	(11)	30%	(62)	30%	(62)	209
Millennial: Age 23-38	32%	(188)	6%	(34)	40%	(234)	23%	(132)	588
Generation X: Age 39-54	29%	(178)	5%	(30)	44%	(272)	22%	(138)	619
Boomers: Age 55-73	41%	(279)	2%	(16)	41%	(282)	16%	(110)	687
PID: Dem (no lean)	50%	(403)	3%	(25)	28%	(228)	19%	(152)	807
PID: Ind (no lean)	27%	(192)	4%	(31)	41%	(289)	27%	(194)	706
PID: Rep (no lean)	25%	(169)	6%	(38)	54%	(368)	16%	(112)	688
PID/Gender: Dem Men	49%	(175)	4%	(13)	32%	(113)	16%	(57)	358
PID/Gender: Dem Women	51%	(228)	3%	(12)	25%	(115)	21%	(95)	449
PID/Gender: Ind Men	24%	(83)	5%	(18)	47%	(160)	23%	(79)	340
PID/Gender: Ind Women	30%	(110)	3%	(13)	35%	(130)	31%	(115)	366
PID/Gender: Rep Men	23%	(84)	6%	(23)	59%	(216)	12%	(42)	365
PID/Gender: Rep Women	27%	(86)	5%	(15)	47%	(152)	22%	(70)	323
Ideo: Liberal (1-3)	53%	(326)	3%	(22)	32%	(196)	12%	(76)	620
Ideo: Moderate (4)	37%	(182)	5%	(25)	39%	(189)	19%	(90)	485
Ideo: Conservative (5-7)	25%	(194)	5%	(41)	55%	(420)	15%	(111)	766
Educ: < College	31%	(471)	4%	(58)	40%	(612)	25%	(372)	1513
Educ: Bachelors degree	43%	(190)	5%	(24)	39%	(175)	12%	(55)	444
Educ: Post-grad	42%	(103)	5%	(12)	40%	(98)	12%	(30)	244

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Table GPG7: *And specifically, did the 2019 World Cup, where the U.S. Women’s National Team won first place, change your view about the gender pay gap in sports?*

Demographic	Yes, I believe it is more of an issue now		Yes, I believe it is less of an issue now		No, it did not change how I feel		Don’t know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	35%	(764)	4%	(94)	40%	(886)	21%	(457)	2201
Income: Under 50k	32%	(407)	4%	(54)	37%	(469)	27%	(336)	1266
Income: 50k-100k	40%	(262)	3%	(22)	45%	(294)	12%	(79)	657
Income: 100k+	34%	(95)	6%	(18)	44%	(122)	15%	(42)	277
Ethnicity: White	33%	(573)	4%	(68)	43%	(741)	20%	(340)	1723
Ethnicity: Hispanic	34%	(118)	5%	(19)	36%	(124)	25%	(89)	350
Ethnicity: Afr. Am.	42%	(115)	3%	(9)	32%	(87)	23%	(64)	274
Ethnicity: Other	37%	(76)	8%	(17)	28%	(57)	26%	(54)	204
All Christian	37%	(367)	4%	(42)	43%	(437)	16%	(157)	1004
All Non-Christian	47%	(34)	5%	(3)	37%	(26)	11%	(8)	71
Atheist	34%	(26)	5%	(4)	56%	(42)	5%	(4)	75
Agnostic/Nothing in particular	32%	(337)	4%	(45)	36%	(381)	27%	(288)	1051
Religious Non-Protestant/Catholic	43%	(40)	4%	(3)	40%	(37)	13%	(12)	93
Evangelical	33%	(212)	5%	(30)	41%	(269)	21%	(138)	649
Non-Evangelical	36%	(280)	4%	(32)	42%	(329)	18%	(136)	776
Community: Urban	37%	(222)	4%	(24)	36%	(212)	23%	(137)	595
Community: Suburban	37%	(365)	5%	(45)	41%	(405)	18%	(181)	996
Community: Rural	29%	(177)	4%	(25)	44%	(268)	23%	(139)	610
Employ: Private Sector	35%	(233)	6%	(37)	44%	(293)	15%	(99)	663
Employ: Government	36%	(57)	4%	(6)	42%	(67)	18%	(29)	160
Employ: Self-Employed	31%	(56)	6%	(10)	37%	(67)	26%	(47)	180
Employ: Homemaker	33%	(56)	1%	(2)	34%	(59)	31%	(54)	171
Employ: Student	45%	(45)	2%	(2)	39%	(39)	15%	(15)	100
Employ: Retired	40%	(193)	2%	(12)	42%	(203)	15%	(73)	480
Employ: Unemployed	28%	(67)	6%	(14)	39%	(93)	27%	(64)	238
Employ: Other	28%	(58)	5%	(10)	31%	(65)	36%	(76)	210
Military HH: Yes	36%	(141)	4%	(15)	46%	(183)	14%	(56)	396
Military HH: No	35%	(623)	4%	(79)	39%	(702)	22%	(401)	1805
RD/WT: Right Direction	25%	(223)	6%	(51)	49%	(448)	21%	(187)	909
RD/WT: Wrong Track	42%	(541)	3%	(43)	34%	(438)	21%	(270)	1292

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Table GPG7: *And specifically, did the 2019 World Cup, where the U.S. Women's National Team won first place, change your view about the gender pay gap in sports?*

Demographic	Yes, I believe it is more of an issue now		Yes, I believe it is less of an issue now		No, it did not change how I feel		Don't know / No opinion		Total N
Adults	35%	(764)	4%	(94)	40%	(886)	21%	(457)	2201
Trump Job Approve	25%	(230)	6%	(55)	52%	(481)	18%	(163)	930
Trump Job Disapprove	45%	(519)	3%	(35)	33%	(384)	19%	(218)	1156
Trump Job Strongly Approve	20%	(101)	6%	(30)	59%	(304)	16%	(80)	515
Trump Job Somewhat Approve	31%	(129)	6%	(25)	43%	(177)	20%	(83)	414
Trump Job Somewhat Disapprove	29%	(78)	4%	(10)	47%	(125)	21%	(56)	268
Trump Job Strongly Disapprove	50%	(442)	3%	(25)	29%	(259)	18%	(163)	888
Favorable of Trump	24%	(216)	5%	(50)	52%	(475)	18%	(166)	907
Unfavorable of Trump	46%	(523)	3%	(36)	34%	(383)	17%	(198)	1140
Very Favorable of Trump	20%	(108)	6%	(31)	58%	(307)	16%	(88)	534
Somewhat Favorable of Trump	29%	(109)	5%	(19)	45%	(168)	21%	(78)	374
Somewhat Unfavorable of Trump	30%	(64)	4%	(9)	50%	(107)	17%	(36)	215
Very Unfavorable of Trump	50%	(459)	3%	(27)	30%	(276)	18%	(163)	925
#1 Issue: Economy	32%	(165)	4%	(22)	44%	(224)	20%	(101)	513
#1 Issue: Security	22%	(98)	6%	(24)	58%	(254)	14%	(63)	440
#1 Issue: Health Care	41%	(151)	5%	(19)	34%	(125)	20%	(76)	371
#1 Issue: Medicare / Social Security	40%	(143)	3%	(12)	34%	(122)	22%	(79)	357
#1 Issue: Women's Issues	46%	(66)	3%	(5)	27%	(38)	23%	(33)	141
#1 Issue: Education	40%	(59)	4%	(6)	29%	(42)	26%	(39)	146
#1 Issue: Energy	42%	(47)	2%	(2)	37%	(42)	20%	(22)	112
#1 Issue: Other	29%	(35)	4%	(4)	31%	(37)	36%	(44)	121
2018 House Vote: Democrat	52%	(403)	3%	(27)	31%	(235)	14%	(105)	770
2018 House Vote: Republican	26%	(179)	5%	(36)	55%	(385)	14%	(97)	696
2018 House Vote: Someone else	15%	(15)	4%	(4)	48%	(47)	33%	(32)	99
2016 Vote: Hillary Clinton	53%	(368)	4%	(27)	29%	(199)	15%	(103)	697
2016 Vote: Donald Trump	25%	(179)	5%	(32)	55%	(396)	15%	(108)	715
2016 Vote: Other	33%	(55)	3%	(5)	42%	(68)	22%	(35)	163
2016 Vote: Didn't Vote	26%	(163)	5%	(30)	36%	(223)	34%	(211)	626
Voted in 2014: Yes	39%	(536)	4%	(54)	42%	(576)	15%	(208)	1375
Voted in 2014: No	28%	(228)	5%	(40)	37%	(309)	30%	(249)	826

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Table GPG7: *And specifically, did the 2019 World Cup, where the U.S. Women's National Team won first place, change your view about the gender pay gap in sports?*

Demographic	Yes, I believe it is more of an issue now		Yes, I believe it is less of an issue now		No, it did not change how I feel		Don't know / No opinion		Total N
Adults	35%	(764)	4%	(94)	40%	(886)	21%	(457)	2201
2012 Vote: Barack Obama	48%	(399)	4%	(32)	34%	(283)	15%	(123)	837
2012 Vote: Mitt Romney	26%	(132)	5%	(25)	55%	(284)	14%	(72)	513
2012 Vote: Other	25%	(23)	1%	(1)	52%	(49)	23%	(21)	95
2012 Vote: Didn't Vote	28%	(208)	5%	(37)	35%	(265)	32%	(240)	750
4-Region: Northeast	37%	(147)	3%	(12)	40%	(157)	20%	(77)	394
4-Region: Midwest	32%	(150)	7%	(30)	41%	(189)	20%	(93)	462
4-Region: South	35%	(288)	4%	(30)	40%	(329)	21%	(177)	825
4-Region: West	35%	(180)	4%	(21)	40%	(210)	21%	(109)	520

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

Table GPG8: *In how many years do you think there will be total pay equity among men and women?*

Demographic	5 years	10 years	15 years	20 years	30 years	More than 30 years from now	Never	There is already total pay equity	Total N
Adults	20% (441)	17% (369)	6% (131)	6% (136)	2% (36)	6% (130)	29% (639)	15% (320)	2201
Gender: Male	21% (225)	16% (173)	6% (66)	6% (63)	2% (17)	6% (65)	24% (251)	19% (202)	1062
Gender: Female	19% (216)	17% (196)	6% (64)	6% (72)	2% (19)	6% (65)	34% (388)	10% (118)	1139
Age: 18-29	20% (96)	18% (85)	8% (36)	6% (31)	3% (15)	9% (43)	17% (82)	18% (86)	475
Age: 30-44	18% (99)	18% (99)	6% (33)	7% (36)	1% (8)	7% (36)	26% (141)	16% (88)	539
Age: 45-54	17% (69)	12% (49)	6% (22)	7% (28)	2% (8)	4% (16)	38% (153)	15% (59)	403
Age: 55-64	15% (52)	17% (61)	5% (19)	4% (15)	1% (4)	5% (18)	37% (129)	14% (50)	348
Age: 65+	29% (125)	17% (76)	5% (21)	6% (26)	— (1)	4% (17)	31% (134)	9% (37)	436
Generation Z: 18-22	19% (41)	16% (34)	5% (11)	6% (12)	5% (9)	10% (21)	18% (38)	21% (43)	209
Millennial: Age 23-38	20% (115)	20% (119)	7% (43)	6% (36)	2% (10)	7% (43)	22% (127)	16% (95)	588
Generation X: Age 39-54	17% (108)	13% (79)	6% (38)	8% (47)	2% (11)	5% (31)	34% (211)	15% (95)	619
Boomers: Age 55-73	21% (147)	18% (121)	5% (36)	6% (38)	1% (5)	5% (34)	33% (228)	11% (78)	687
PID: Dem (no lean)	24% (190)	21% (173)	6% (51)	8% (68)	2% (14)	8% (65)	25% (204)	5% (42)	807
PID: Ind (no lean)	17% (118)	13% (93)	6% (44)	5% (34)	2% (11)	6% (44)	33% (236)	18% (127)	706
PID: Rep (no lean)	19% (133)	15% (103)	5% (36)	5% (34)	2% (11)	3% (21)	29% (199)	22% (151)	688
PID/Gender: Dem Men	26% (92)	22% (79)	6% (22)	9% (32)	2% (6)	8% (29)	19% (66)	9% (32)	358
PID/Gender: Dem Women	22% (98)	21% (94)	6% (29)	8% (35)	2% (9)	8% (36)	31% (138)	2% (10)	449
PID/Gender: Ind Men	20% (69)	13% (43)	8% (28)	5% (15)	2% (5)	7% (24)	25% (85)	20% (70)	340
PID/Gender: Ind Women	13% (48)	14% (50)	4% (16)	5% (19)	2% (6)	5% (19)	41% (151)	16% (57)	366
PID/Gender: Rep Men	17% (63)	14% (51)	5% (17)	4% (16)	2% (6)	3% (12)	27% (100)	28% (101)	365
PID/Gender: Rep Women	22% (70)	16% (52)	6% (19)	6% (18)	1% (5)	3% (9)	31% (99)	16% (50)	323
Ideo: Liberal (1-3)	23% (144)	22% (135)	8% (52)	9% (58)	2% (13)	7% (44)	23% (140)	6% (34)	620
Ideo: Moderate (4)	26% (124)	18% (88)	7% (32)	4% (17)	1% (7)	3% (14)	28% (138)	13% (64)	485
Ideo: Conservative (5-7)	16% (122)	15% (116)	4% (33)	6% (44)	2% (14)	6% (45)	30% (233)	21% (160)	766
Educ: < College	20% (309)	17% (251)	5% (75)	5% (81)	1% (21)	5% (69)	30% (460)	16% (248)	1513
Educ: Bachelors degree	20% (89)	19% (84)	8% (34)	9% (38)	3% (12)	9% (41)	24% (108)	8% (37)	444
Educ: Post-grad	18% (43)	14% (34)	9% (22)	7% (16)	1% (3)	8% (20)	30% (72)	14% (35)	244

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Table GPG8: *In how many years do you think there will be total pay equity among men and women?*

Demographic	5 years	10 years	15 years	20 years	30 years	More than 30 years from now	Never	There is already total pay equity	Total N
Adults	20% (441)	17% (369)	6% (131)	6% (136)	2% (36)	6% (130)	29% (639)	15% (320)	2201
Income: Under 50k	22% (274)	17% (212)	5% (60)	6% (74)	1% (14)	5% (64)	30% (378)	15% (191)	1266
Income: 50k-100k	17% (114)	19% (127)	7% (44)	6% (42)	2% (16)	7% (44)	29% (191)	12% (80)	657
Income: 100k+	19% (53)	11% (30)	10% (27)	7% (20)	2% (6)	8% (22)	25% (70)	18% (49)	277
Ethnicity: White	19% (334)	16% (280)	6% (100)	6% (97)	2% (26)	5% (92)	31% (531)	15% (262)	1723
Ethnicity: Hispanic	25% (89)	17% (59)	5% (17)	7% (25)	1% (3)	7% (26)	24% (84)	13% (47)	350
Ethnicity: Afr. Am.	25% (69)	20% (54)	5% (15)	10% (26)	2% (5)	7% (20)	22% (59)	10% (26)	274
Ethnicity: Other	19% (38)	17% (35)	8% (16)	6% (13)	3% (5)	8% (17)	24% (49)	15% (31)	204
All Christian	22% (216)	17% (169)	6% (58)	6% (62)	2% (21)	5% (53)	30% (298)	13% (128)	1004
All Non-Christian	20% (14)	30% (21)	7% (5)	11% (7)	— (0)	4% (3)	18% (13)	11% (8)	71
Atheist	12% (9)	24% (18)	10% (7)	4% (3)	3% (2)	7% (5)	29% (21)	11% (9)	75
Agnostic/Nothing in particular	19% (201)	15% (161)	6% (60)	6% (63)	1% (13)	7% (69)	29% (307)	17% (176)	1051
Religious Non-Protestant/Catholic	20% (18)	27% (25)	5% (5)	10% (10)	— (0)	5% (4)	22% (20)	11% (11)	93
Evangelical	23% (147)	14% (88)	6% (38)	7% (43)	1% (8)	5% (35)	31% (199)	14% (92)	649
Non-Evangelical	19% (149)	17% (134)	6% (43)	6% (49)	2% (18)	6% (45)	29% (224)	14% (112)	776
Community: Urban	21% (127)	17% (100)	7% (39)	7% (44)	2% (13)	6% (33)	27% (162)	13% (76)	595
Community: Suburban	20% (196)	17% (166)	6% (60)	6% (60)	2% (18)	7% (67)	29% (292)	14% (136)	996
Community: Rural	19% (117)	17% (102)	5% (31)	5% (31)	1% (5)	5% (29)	30% (185)	18% (108)	610
Employ: Private Sector	19% (128)	16% (105)	7% (49)	7% (50)	2% (14)	6% (38)	27% (181)	15% (97)	663
Employ: Government	18% (29)	21% (34)	4% (6)	8% (12)	1% (2)	6% (10)	29% (46)	12% (20)	160
Employ: Self-Employed	24% (43)	9% (16)	7% (12)	4% (8)	1% (2)	9% (16)	27% (48)	19% (35)	180
Employ: Homemaker	16% (27)	13% (23)	7% (12)	6% (11)	1% (2)	3% (5)	41% (70)	12% (21)	171
Employ: Student	18% (18)	13% (13)	10% (10)	6% (6)	9% (9)	14% (14)	16% (16)	14% (14)	100
Employ: Retired	28% (133)	18% (86)	5% (24)	6% (29)	— (1)	3% (15)	31% (148)	9% (45)	480
Employ: Unemployed	16% (38)	20% (48)	4% (10)	6% (14)	1% (2)	8% (19)	29% (69)	16% (39)	238
Employ: Other	12% (25)	20% (43)	4% (8)	3% (7)	2% (5)	6% (12)	29% (62)	23% (49)	210
Military HH: Yes	17% (67)	16% (63)	6% (25)	6% (24)	1% (6)	8% (30)	33% (129)	13% (51)	396
Military HH: No	21% (373)	17% (306)	6% (106)	6% (112)	2% (30)	6% (99)	28% (510)	15% (269)	1805
RD/WT: Right Direction	20% (184)	13% (116)	6% (51)	5% (46)	1% (13)	5% (41)	27% (250)	23% (207)	909
RD/WT: Wrong Track	20% (257)	20% (253)	6% (79)	7% (90)	2% (23)	7% (88)	30% (390)	9% (113)	1292

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Table GPG8: *In how many years do you think there will be total pay equity among men and women?*

Demographic	5 years	10 years	15 years	20 years	30 years	More than 30 years from now	Never	There is already total pay equity	Total N
Adults	20% (441)	17% (369)	6% (131)	6% (136)	2% (36)	6% (130)	29% (639)	15% (320)	2201
Trump Job Approve	18% (171)	13% (123)	5% (48)	5% (50)	2% (14)	3% (28)	31% (287)	22% (209)	930
Trump Job Disapprove	22% (255)	21% (238)	7% (81)	7% (78)	2% (22)	8% (90)	26% (302)	8% (89)	1156
Trump Job Strongly Approve	18% (93)	10% (52)	3% (17)	5% (26)	2% (9)	3% (15)	31% (161)	28% (143)	515
Trump Job Somewhat Approve	19% (78)	17% (71)	7% (31)	6% (24)	1% (5)	3% (13)	30% (125)	16% (66)	414
Trump Job Somewhat Disapprove	23% (62)	18% (49)	5% (14)	5% (15)	1% (3)	10% (27)	24% (65)	12% (33)	268
Trump Job Strongly Disapprove	22% (193)	21% (189)	8% (67)	7% (64)	2% (19)	7% (63)	27% (237)	6% (56)	888
Favorable of Trump	18% (162)	12% (107)	5% (46)	5% (48)	2% (14)	3% (32)	31% (286)	23% (213)	907
Unfavorable of Trump	21% (242)	21% (245)	7% (77)	7% (81)	2% (22)	8% (87)	28% (314)	6% (72)	1140
Very Favorable of Trump	17% (90)	10% (55)	4% (20)	5% (28)	2% (9)	3% (16)	31% (165)	28% (150)	534
Somewhat Favorable of Trump	19% (72)	14% (52)	7% (26)	5% (20)	1% (5)	4% (15)	32% (120)	17% (63)	374
Somewhat Unfavorable of Trump	22% (47)	20% (43)	4% (9)	4% (9)	— (1)	7% (14)	29% (62)	14% (29)	215
Very Unfavorable of Trump	21% (195)	22% (202)	7% (68)	8% (72)	2% (21)	8% (73)	27% (253)	5% (43)	925
#1 Issue: Economy	16% (80)	17% (88)	6% (29)	8% (40)	2% (10)	6% (32)	31% (157)	15% (77)	513
#1 Issue: Security	21% (94)	12% (52)	4% (16)	4% (19)	1% (5)	4% (19)	27% (119)	26% (116)	440
#1 Issue: Health Care	22% (81)	19% (69)	9% (32)	6% (21)	2% (6)	5% (20)	30% (109)	9% (33)	371
#1 Issue: Medicare / Social Security	21% (76)	21% (76)	5% (16)	6% (22)	1% (4)	3% (12)	34% (120)	8% (29)	357
#1 Issue: Women's Issues	16% (22)	21% (29)	4% (6)	7% (10)	2% (3)	11% (16)	31% (43)	9% (12)	141
#1 Issue: Education	26% (39)	17% (24)	6% (8)	5% (8)	2% (3)	10% (15)	21% (30)	14% (20)	146
#1 Issue: Energy	25% (28)	15% (16)	11% (12)	9% (10)	3% (3)	7% (8)	19% (22)	11% (12)	112
#1 Issue: Other	18% (21)	11% (14)	10% (12)	5% (6)	2% (2)	7% (8)	32% (38)	16% (20)	121
2018 House Vote: Democrat	23% (181)	24% (184)	6% (49)	8% (59)	2% (14)	7% (55)	25% (194)	4% (33)	770
2018 House Vote: Republican	18% (122)	12% (85)	6% (43)	5% (34)	2% (11)	4% (26)	31% (214)	23% (161)	696
2018 House Vote: Someone else	13% (13)	10% (10)	2% (2)	4% (4)	3% (3)	3% (3)	38% (37)	28% (27)	99
2016 Vote: Hillary Clinton	25% (173)	23% (162)	7% (47)	7% (48)	1% (8)	8% (55)	25% (176)	4% (28)	697
2016 Vote: Donald Trump	18% (130)	13% (96)	5% (34)	5% (37)	1% (9)	3% (24)	32% (226)	22% (159)	715
2016 Vote: Other	17% (27)	15% (25)	6% (10)	6% (11)	4% (7)	4% (7)	32% (52)	15% (24)	163
2016 Vote: Didn't Vote	18% (111)	14% (86)	6% (40)	6% (40)	2% (12)	7% (43)	30% (185)	17% (109)	626
Voted in 2014: Yes	20% (282)	18% (243)	6% (87)	5% (74)	1% (18)	6% (78)	30% (418)	13% (175)	1375
Voted in 2014: No	19% (159)	15% (126)	5% (43)	7% (62)	2% (18)	6% (52)	27% (221)	18% (145)	826

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Table GPG8: *In how many years do you think there will be total pay equity among men and women?*

Demographic	5 years	10 years	15 years	20 years	30 years	More than 30 years from now	Never	There is already total pay equity	Total N
Adults	20% (441)	17% (369)	6% (131)	6% (136)	2% (36)	6% (130)	29% (639)	15% (320)	2201
2012 Vote: Barack Obama	23% (192)	22% (184)	7% (62)	7% (62)	1% (10)	7% (62)	26% (215)	6% (51)	837
2012 Vote: Mitt Romney	17% (86)	11% (58)	5% (26)	5% (26)	1% (5)	4% (19)	36% (183)	21% (110)	513
2012 Vote: Other	18% (17)	10% (9)	7% (7)	2% (1)	1% (1)	4% (3)	34% (32)	25% (24)	95
2012 Vote: Didn't Vote	19% (142)	16% (118)	5% (35)	6% (47)	3% (20)	6% (45)	28% (207)	18% (136)	750
4-Region: Northeast	26% (103)	15% (61)	5% (18)	6% (24)	2% (9)	6% (25)	28% (111)	11% (44)	394
4-Region: Midwest	15% (69)	16% (73)	7% (33)	5% (25)	2% (8)	6% (28)	34% (156)	15% (70)	462
4-Region: South	20% (163)	19% (154)	6% (46)	6% (50)	1% (10)	6% (47)	29% (239)	14% (115)	825
4-Region: West	20% (106)	16% (81)	6% (33)	7% (38)	2% (9)	6% (30)	26% (134)	17% (90)	520

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	1062	48%
	Gender: Female	1139	52%
	N	2201	
age5	Age: 18-29	475	22%
	Age: 30-44	539	24%
	Age: 45-54	403	18%
	Age: 55-64	348	16%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	Generation Z: 18-22	209	10%
	Millennial: Age 23-38	588	27%
	Generation X: Age 39-54	619	28%
	Boomers: Age 55-73	687	31%
	N	2104	
xpid3	PID: Dem (no lean)	807	37%
	PID: Ind (no lean)	706	32%
	PID: Rep (no lean)	688	31%
	N	2201	
xpidGender	PID/Gender: Dem Men	358	16%
	PID/Gender: Dem Women	449	20%
	PID/Gender: Ind Men	340	15%
	PID/Gender: Ind Women	366	17%
	PID/Gender: Rep Men	365	17%
	PID/Gender: Rep Women	323	15%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	620	28%
	Ideo: Moderate (4)	485	22%
	Ideo: Conservative (5-7)	766	35%
	N	1871	
xeduc3	Educ: < College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1266	58%
	Income: 50k-100k	657	30%
	Income: 100k+	277	13%
	N	2201	
xdemWhite	Ethnicity: White	1723	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1004	46%
	All Non-Christian	71	3%
	Atheist	75	3%
	Agnostic/Nothing in particular	1051	48%
	N	2201	
xdemReligOther	Religious Non-Protestant/Catholic	93	4%
xdemEvang	Evangelical	649	30%
	Non-Evangelical	776	35%
	N	1426	
xdemUsr	Community: Urban	595	27%
	Community: Suburban	996	45%
	Community: Rural	610	28%
	N	2201	
xdemEmploy	Employ: Private Sector	663	30%
	Employ: Government	160	7%
	Employ: Self-Employed	180	8%
	Employ: Homemaker	171	8%
	Employ: Student	100	5%
	Employ: Retired	480	22%
	Employ: Unemployed	238	11%
	Employ: Other	210	10%
	N	2201	
xdemMilHH1	Military HH: Yes	396	18%
	Military HH: No	1805	82%
	N	2201	
xnrl	RD/WT: Right Direction	909	41%
	RD/WT: Wrong Track	1292	59%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	930	42%
	Trump Job Disapprove	1156	53%
	N	2086	
Trump_Approve2	Trump Job Strongly Approve	515	23%
	Trump Job Somewhat Approve	414	19%
	Trump Job Somewhat Disapprove	268	12%
	Trump Job Strongly Disapprove	888	40%
	N	2086	
Trump_Fav	Favorable of Trump	907	41%
	Unfavorable of Trump	1140	52%
	N	2048	
Trump_Fav_FULL	Very Favorable of Trump	534	24%
	Somewhat Favorable of Trump	374	17%
	Somewhat Unfavorable of Trump	215	10%
	Very Unfavorable of Trump	925	42%
	N	2048	
xnr3	#1 Issue: Economy	513	23%
	#1 Issue: Security	440	20%
	#1 Issue: Health Care	371	17%
	#1 Issue: Medicare / Social Security	357	16%
	#1 Issue: Women's Issues	141	6%
	#1 Issue: Education	146	7%
	#1 Issue: Energy	112	5%
	#1 Issue: Other	121	6%
	N	2201	
xsubVote18O	2018 House Vote: Democrat	770	35%
	2018 House Vote: Republican	696	32%
	2018 House Vote: Someone else	99	4%
	N	1565	
xsubVote16O	2016 Vote: Hillary Clinton	697	32%
	2016 Vote: Donald Trump	715	32%
	2016 Vote: Other	163	7%
	2016 Vote: Didn't Vote	626	28%
	N	2201	
xsubVote14O	Voted in 2014: Yes	1375	62%
	Voted in 2014: No	826	38%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	837	38%
	2012 Vote: Mitt Romney	513	23%
	2012 Vote: Other	95	4%
	2012 Vote: Didn't Vote	750	34%
	N	2195	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	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.

