



National Tracking Poll #191150
November 15-17, 2019

Crosstabulation Results

Methodology:

This poll was conducted from November 15-17, 2019, among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table KAEP2: On a scale of 0 to 10, how much of a sports fan do you consider yourself to be?

Demographic	0 – Not a sports fan at all	1	2	3	4	5 – Average sports fan	6	7	8	9	10 – Super sports fan	Total N
	Adults	22% (458)	5% (99)	5% (112)	5% (114)	4% (90)	22% (466)	4% (86)	7% (146)	10% (220)	5% (111)	
Gender: Male	15% (153)	3% (30)	4% (39)	4% (41)	4% (40)	20% (199)	4% (44)	9% (96)	14% (143)	7% (75)	15% (156)	1015
Gender: Female	28% (305)	6% (69)	7% (74)	7% (73)	5% (50)	24% (267)	4% (42)	5% (50)	7% (77)	3% (37)	5% (50)	1093
Age: 18-29	23% (91)	5% (21)	4% (17)	11% (41)	4% (16)	22% (85)	7% (26)	3% (11)	8% (33)	4% (17)	9% (34)	392
Age: 30-44	21% (111)	5% (29)	3% (15)	3% (19)	4% (24)	22% (120)	4% (21)	9% (49)	11% (61)	4% (24)	13% (68)	541
Age: 45-54	17% (52)	2% (7)	5% (17)	5% (15)	4% (13)	22% (69)	5% (14)	8% (25)	11% (32)	6% (19)	14% (43)	307
Age: 55-64	25% (107)	3% (13)	6% (27)	4% (15)	2% (8)	22% (97)	3% (13)	7% (32)	12% (54)	7% (32)	9% (38)	435
Age: 65+	22% (97)	7% (29)	9% (37)	5% (23)	7% (29)	22% (96)	3% (12)	7% (29)	9% (40)	4% (19)	5% (23)	434
Generation Z: 18-22	17% (28)	5% (8)	5% (7)	15% (24)	4% (7)	20% (32)	8% (13)	2% (3)	10% (16)	4% (7)	8% (13)	159
Millennial: Age 23-38	24% (134)	6% (34)	4% (20)	5% (27)	5% (27)	21% (118)	5% (31)	7% (39)	9% (50)	4% (21)	12% (66)	568
Generation X: Age 39-54	18% (92)	3% (15)	4% (21)	5% (23)	4% (20)	24% (123)	3% (17)	8% (43)	12% (60)	6% (32)	13% (66)	513
Boomers: Age 55-73	23% (176)	5% (35)	7% (56)	4% (32)	4% (28)	22% (161)	3% (21)	7% (54)	11% (84)	6% (48)	7% (55)	751
PID: Dem (no lean)	21% (161)	5% (36)	4% (29)	5% (41)	4% (32)	24% (185)	4% (30)	6% (50)	11% (86)	5% (42)	11% (88)	779
PID: Ind (no lean)	25% (172)	5% (35)	8% (52)	6% (40)	4% (24)	22% (149)	4% (28)	7% (48)	9% (59)	4% (29)	7% (51)	687
PID: Rep (no lean)	20% (125)	4% (27)	5% (31)	5% (33)	5% (33)	21% (132)	4% (28)	7% (48)	12% (75)	6% (41)	11% (68)	642
PID/Gender: Dem Men	15% (53)	3% (10)	2% (7)	3% (9)	3% (12)	20% (69)	4% (16)	9% (30)	14% (47)	8% (28)	19% (67)	347
PID/Gender: Dem Women	25% (108)	6% (26)	5% (22)	7% (32)	5% (21)	27% (116)	3% (14)	5% (19)	9% (39)	3% (13)	5% (21)	432
PID/Gender: Ind Men	18% (63)	3% (12)	6% (21)	6% (20)	4% (14)	20% (69)	5% (17)	9% (31)	12% (43)	6% (21)	10% (36)	347
PID/Gender: Ind Women	32% (109)	7% (24)	9% (31)	6% (19)	3% (10)	24% (80)	3% (11)	5% (17)	5% (16)	2% (8)	5% (15)	339
PID/Gender: Rep Men	12% (37)	3% (8)	3% (11)	4% (11)	5% (15)	19% (60)	3% (11)	11% (34)	17% (53)	8% (25)	17% (54)	320
PID/Gender: Rep Women	27% (88)	6% (18)	6% (21)	7% (22)	6% (18)	22% (72)	5% (17)	4% (14)	7% (22)	5% (16)	4% (14)	322
Ideo: Liberal (1-3)	20% (113)	6% (35)	5% (30)	6% (36)	4% (24)	20% (116)	5% (29)	6% (36)	13% (75)	5% (28)	9% (52)	575
Ideo: Moderate (4)	20% (107)	4% (23)	5% (27)	3% (17)	3% (17)	26% (142)	4% (20)	7% (39)	9% (48)	6% (32)	12% (67)	539
Ideo: Conservative (5-7)	19% (135)	3% (25)	6% (43)	6% (42)	6% (40)	20% (140)	4% (28)	8% (58)	12% (82)	7% (49)	9% (67)	707
Educ: < College	24% (349)	5% (70)	5% (71)	5% (75)	4% (65)	23% (340)	4% (53)	6% (86)	10% (144)	4% (62)	9% (136)	1453
Educ: Bachelors degree	18% (77)	4% (18)	5% (22)	6% (27)	3% (13)	19% (78)	6% (23)	9% (38)	11% (48)	7% (30)	11% (47)	421
Educ: Post-grad	13% (32)	5% (11)	8% (20)	5% (12)	5% (12)	20% (47)	4% (9)	9% (21)	12% (28)	8% (19)	10% (23)	234
Income: Under 50k	25% (302)	5% (57)	5% (58)	6% (67)	5% (56)	23% (279)	4% (43)	6% (68)	9% (108)	4% (45)	9% (110)	1193
Income: 50k-100k	20% (128)	5% (29)	6% (41)	5% (33)	3% (21)	19% (122)	5% (35)	7% (46)	11% (72)	7% (48)	10% (67)	642
Income: 100k+	10% (28)	4% (12)	5% (13)	5% (13)	5% (13)	24% (65)	3% (8)	12% (32)	14% (39)	7% (19)	11% (30)	273
Ethnicity: White	22% (375)	5% (87)	6% (101)	6% (99)	4% (65)	21% (356)	4% (62)	7% (119)	10% (168)	5% (87)	9% (153)	1671
Ethnicity: Hispanic	15% (47)	3% (9)	3% (10)	4% (11)	5% (15)	22% (70)	9% (28)	6% (19)	12% (38)	5% (14)	16% (51)	313
Ethnicity: Afr. Am.	17% (44)	4% (10)	2% (5)	3% (7)	5% (12)	23% (59)	4% (10)	7% (18)	11% (29)	8% (20)	16% (40)	255
Ethnicity: Other	21% (39)	1% (2)	4% (6)	4% (7)	7% (13)	28% (51)	7% (13)	5% (9)	13% (23)	3% (5)	8% (14)	182
All Christian	16% (154)	5% (50)	5% (43)	5% (45)	5% (48)	22% (203)	5% (43)	8% (74)	11% (104)	7% (68)	11% (106)	938
All Non-Christian	27% (26)	2% (2)	6% (6)	5% (5)	1% (1)	29% (28)	2% (2)	8% (7)	5% (4)	7% (6)	10% (9)	97
Atheist	36% (33)	6% (5)	8% (7)	3% (3)	2% (2)	17% (16)	4% (4)	2% (2)	9% (8)	5% (4)	7% (7)	92
Agnostic/Nothing in particular	25% (245)	4% (42)	6% (57)	6% (60)	4% (39)	22% (219)	4% (37)	6% (62)	11% (103)	3% (33)	9% (85)	981
Religious Non-Protestant/Catholic	24% (31)	2% (3)	5% (6)	6% (7)	2% (3)	28% (35)	3% (4)	12% (15)	5% (6)	5% (6)	8% (10)	127

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Table KAEP2: On a scale of 0 to 10, how much of a sports fan do you consider yourself to be?

Demographic	0 - Not a sports fan at all	5 - Average sports fan								10 - Super sports fan	Total N	
		1	2	3	4	6	7	8	9			
Adults	22% (458)	5% (99)	5% (112)	5% (114)	4% (90)	22% (466)	4% (86)	7% (146)	10% (220)	5% (111)	10% (207)	2108
Evangelical	21% (107)	5% (24)	6% (31)	5% (28)	5% (26)	23% (118)	4% (21)	5% (27)	9% (49)	5% (28)	11% (59)	519
Non-Evangelical	17% (128)	6% (44)	4% (30)	5% (37)	5% (36)	22% (167)	5% (36)	8% (63)	12% (90)	6% (48)	11% (87)	766
Community: Urban	19% (105)	5% (27)	4% (21)	5% (28)	3% (14)	22% (120)	6% (35)	6% (31)	10% (56)	7% (35)	13% (68)	540
Community: Suburban	19% (183)	5% (46)	6% (55)	6% (53)	4% (41)	23% (216)	3% (27)	8% (78)	11% (108)	5% (51)	10% (93)	951
Community: Rural	28% (170)	4% (26)	6% (36)	5% (32)	6% (35)	21% (130)	4% (24)	6% (37)	9% (55)	4% (25)	7% (46)	618
Employ: Private Sector	16% (101)	4% (23)	5% (33)	4% (28)	4% (28)	20% (128)	6% (35)	7% (44)	12% (77)	7% (43)	14% (92)	631
Employ: Government	16% (22)	2% (3)	5% (6)	6% (9)	3% (4)	23% (31)	6% (8)	3% (4)	10% (13)	11% (15)	16% (22)	139
Employ: Self-Employed	19% (29)	6% (10)	5% (9)	4% (7)	4% (6)	26% (41)	3% (5)	11% (18)	9% (14)	5% (7)	7% (12)	157
Employ: Homemaker	30% (50)	6% (10)	5% (8)	6% (10)	2% (3)	21% (35)	3% (6)	6% (10)	13% (22)	4% (6)	3% (5)	165
Employ: Retired	24% (122)	5% (25)	7% (38)	5% (27)	6% (29)	23% (119)	2% (13)	8% (40)	9% (46)	5% (24)	6% (31)	514
Employ: Unemployed	29% (70)	4% (10)	3% (7)	4% (9)	2% (6)	22% (52)	3% (6)	9% (22)	8% (20)	4% (9)	12% (27)	237
Employ: Other	26% (47)	6% (12)	4% (7)	5% (9)	6% (11)	25% (44)	4% (8)	3% (6)	9% (17)	3% (5)	7% (13)	179
Military HH: Yes	19% (66)	6% (22)	5% (19)	5% (18)	4% (15)	23% (82)	4% (15)	8% (27)	11% (40)	7% (24)	8% (29)	358
Military HH: No	22% (392)	4% (77)	5% (94)	5% (96)	4% (75)	22% (384)	4% (70)	7% (119)	10% (180)	5% (87)	10% (177)	1750
RD/WT: Right Direction	19% (153)	4% (33)	4% (35)	5% (40)	4% (32)	21% (166)	5% (38)	8% (62)	11% (87)	6% (47)	12% (93)	787
RD/WT: Wrong Track	23% (305)	5% (66)	6% (77)	6% (74)	4% (58)	23% (300)	4% (48)	6% (83)	10% (133)	5% (65)	9% (114)	1321
Trump Job Approve	19% (168)	5% (39)	5% (40)	5% (47)	4% (39)	22% (188)	4% (37)	7% (65)	11% (98)	6% (53)	11% (92)	865
Trump Job Disapprove	22% (253)	5% (52)	5% (61)	6% (66)	4% (49)	22% (255)	4% (47)	7% (75)	10% (119)	5% (56)	9% (108)	1141
Trump Job Strongly Approve	20% (96)	4% (21)	4% (21)	4% (22)	5% (22)	21% (101)	3% (14)	6% (30)	11% (54)	8% (39)	13% (64)	484
Trump Job Somewhat Approve	19% (71)	5% (18)	5% (19)	7% (25)	4% (17)	23% (88)	6% (23)	9% (35)	12% (44)	4% (14)	7% (27)	381
Trump Job Somewhat Disapprove	18% (37)	4% (9)	6% (13)	5% (12)	5% (10)	24% (52)	9% (18)	7% (14)	10% (22)	5% (11)	7% (14)	212
Trump Job Strongly Disapprove	23% (215)	5% (43)	5% (49)	6% (55)	4% (39)	22% (203)	3% (29)	7% (61)	10% (97)	5% (45)	10% (93)	929
Favorable of Trump	19% (160)	5% (40)	5% (43)	5% (44)	5% (40)	22% (193)	4% (34)	8% (65)	11% (96)	6% (55)	11% (92)	862
Unfavorable of Trump	23% (256)	5% (53)	5% (58)	6% (67)	4% (48)	22% (246)	4% (49)	7% (74)	11% (120)	5% (54)	10% (109)	1135
Very Favorable of Trump	20% (105)	4% (22)	4% (23)	4% (21)	4% (22)	22% (116)	3% (16)	6% (33)	11% (59)	8% (41)	13% (66)	523
Somewhat Favorable of Trump	16% (56)	5% (17)	6% (20)	7% (24)	5% (18)	23% (78)	5% (17)	10% (32)	11% (37)	4% (15)	8% (26)	339
Somewhat Unfavorable of Trump	16% (30)	5% (9)	7% (14)	6% (11)	6% (11)	23% (41)	5% (10)	6% (12)	13% (25)	5% (10)	6% (10)	183
Very Unfavorable of Trump	24% (226)	5% (44)	5% (44)	6% (56)	4% (37)	21% (204)	4% (39)	7% (63)	10% (95)	5% (44)	10% (99)	952
#1 Issue: Economy	17% (84)	3% (17)	4% (19)	5% (25)	4% (20)	20% (103)	5% (23)	9% (44)	14% (69)	5% (26)	15% (74)	503
#1 Issue: Security	21% (87)	5% (22)	4% (18)	3% (14)	5% (20)	21% (86)	5% (21)	8% (31)	9% (38)	6% (25)	11% (44)	405
#1 Issue: Health Care	25% (92)	4% (15)	6% (23)	4% (16)	4% (15)	23% (84)	2% (8)	6% (22)	10% (36)	6% (23)	11% (39)	371
#1 Issue: Medicare / Social Security	26% (92)	4% (15)	7% (26)	7% (24)	3% (12)	24% (84)	3% (12)	5% (20)	10% (35)	4% (14)	6% (22)	357
#1 Issue: Women's Issues	20% (24)	6% (7)	4% (5)	8% (10)	4% (5)	34% (41)	3% (4)	4% (5)	6% (7)	3% (3)	8% (10)	121
#1 Issue: Education	27% (32)	8% (10)	3% (4)	4% (5)	7% (8)	18% (22)	6% (7)	8% (10)	10% (12)	3% (3)	6% (7)	120
#1 Issue: Energy	18% (22)	6% (8)	6% (7)	9% (11)	5% (7)	23% (29)	8% (10)	4% (5)	8% (10)	7% (9)	6% (7)	125
#1 Issue: Other	22% (24)	5% (6)	10% (11)	8% (9)	3% (4)	16% (18)	2% (3)	10% (10)	12% (13)	6% (7)	4% (4)	108
2018 House Vote: Democrat	21% (153)	4% (32)	5% (37)	6% (41)	4% (31)	22% (162)	4% (31)	7% (54)	11% (83)	5% (40)	11% (80)	744
2018 House Vote: Republican	18% (119)	3% (22)	5% (35)	5% (29)	5% (36)	22% (140)	4% (27)	8% (51)	11% (71)	8% (49)	11% (69)	649
2018 House Vote: Someone else	24% (18)	4% (3)	9% (7)	2% (1)	2% (1)	36% (28)	— (0)	10% (8)	4% (3)	4% (3)	5% (4)	78
2016 Vote: Hillary Clinton	21% (146)	4% (28)	5% (36)	5% (36)	4% (27)	23% (161)	4% (26)	7% (47)	11% (79)	5% (38)	11% (78)	702
2016 Vote: Donald Trump	19% (126)	4% (29)	6% (40)	5% (31)	4% (28)	21% (142)	4% (26)	8% (57)	11% (72)	7% (50)	11% (75)	677
2016 Vote: Other	24% (34)	8% (12)	4% (6)	5% (7)	4% (6)	23% (34)	3% (4)	9% (12)	9% (12)	4% (6)	6% (9)	143
2016 Vote: Didn't Vote	26% (151)	5% (31)	5% (30)	7% (40)	5% (29)	22% (129)	5% (29)	5% (30)	9% (55)	3% (17)	8% (45)	586
Voted in 2014: Yes	20% (260)	4% (57)	5% (71)	5% (63)	4% (56)	22% (286)	3% (45)	7% (95)	11% (146)	7% (87)	10% (136)	1301
Voted in 2014: No	25% (198)	5% (42)	5% (42)	6% (51)	4% (34)	22% (180)	5% (40)	6% (51)	9% (74)	3% (24)	9% (71)	807

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Table KAEP2: On a scale of 0 to 10, how much of a sports fan do you consider yourself to be?

Demographic	0 - Not a sports fan at all	5 - Average sports fan					10 - Super sports fan					Total N
		1	2	3	4	6	7	8	9			
Adults	22% (458)	5% (99)	5% (112)	5% (114)	4% (90)	22% (466)	4% (86)	7% (146)	10% (220)	5% (111)	10% (207)	2108
2012 Vote: Barack Obama	20% (169)	5% (40)	4% (35)	5% (47)	4% (32)	24% (201)	4% (30)	8% (65)	11% (94)	5% (44)	11% (97)	854
2012 Vote: Mitt Romney	19% (96)	4% (18)	7% (36)	4% (20)	4% (19)	21% (107)	4% (19)	8% (41)	12% (58)	8% (39)	10% (49)	502
2012 Vote: Other	24% (17)	4% (3)	7% (5)	3% (3)	4% (3)	22% (16)	4% (3)	9% (7)	12% (9)	5% (3)	7% (5)	73
2012 Vote: Didn't Vote	26% (175)	6% (38)	5% (37)	7% (45)	5% (36)	21% (142)	5% (33)	5% (33)	9% (58)	4% (25)	8% (53)	674
4-Region: Northeast	23% (86)	7% (27)	6% (22)	4% (14)	3% (12)	21% (79)	4% (17)	8% (30)	9% (36)	5% (19)	10% (39)	381
4-Region: Midwest	19% (83)	5% (20)	7% (29)	8% (36)	5% (22)	20% (90)	4% (18)	8% (35)	10% (44)	5% (24)	10% (45)	446
4-Region: South	23% (187)	4% (32)	4% (31)	6% (45)	4% (33)	23% (182)	3% (25)	6% (51)	10% (79)	7% (52)	10% (79)	796
4-Region: West	21% (103)	4% (19)	6% (30)	4% (19)	5% (23)	24% (114)	5% (26)	6% (30)	12% (60)	3% (16)	9% (45)	486
Sports Fan	— (0)	6% (99)	7% (112)	7% (114)	5% (90)	28% (466)	5% (86)	9% (146)	13% (220)	7% (111)	13% (207)	1650
Avid NFL Fan	1% (4)	— (1)	— (2)	2% (11)	2% (10)	22% (153)	5% (36)	11% (73)	21% (140)	12% (80)	25% (172)	682
Gen Z NFL Fan	3% (2)	1% (1)	4% (3)	12% (10)	3% (2)	28% (23)	14% (12)	2% (2)	12% (10)	8% (7)	14% (12)	85
Millennial NFL Fan	6% (21)	4% (14)	2% (9)	5% (18)	6% (24)	25% (96)	7% (27)	10% (37)	13% (50)	5% (19)	17% (64)	379
Gen X NFL Fan	2% (9)	2% (6)	2% (9)	4% (15)	5% (18)	30% (112)	4% (17)	11% (40)	15% (56)	8% (31)	16% (62)	376
Boomer NFL Fan	4% (20)	3% (14)	6% (29)	4% (22)	5% (23)	29% (143)	4% (18)	10% (49)	15% (75)	9% (45)	11% (55)	494
Afr Am NFL Fan	6% (10)	2% (4)	2% (4)	1% (2)	6% (11)	28% (48)	6% (10)	8% (13)	14% (25)	9% (16)	17% (30)	173
NFL Fan Republican	3% (12)	2% (10)	3% (12)	5% (20)	7% (27)	26% (107)	5% (21)	10% (42)	15% (64)	9% (38)	16% (66)	420
NFL Fan Democrat	5% (26)	3% (15)	3% (19)	5% (26)	5% (28)	29% (162)	5% (29)	8% (46)	15% (84)	7% (40)	16% (87)	562
NFL Fan Republican & White	3% (11)	3% (10)	3% (12)	5% (20)	6% (24)	25% (94)	4% (15)	10% (36)	15% (57)	10% (36)	16% (61)	377
NFL Fan Democrat & White	4% (16)	3% (12)	4% (16)	6% (25)	4% (15)	30% (118)	4% (17)	8% (33)	15% (59)	6% (23)	15% (59)	392
White NFL Fan	4% (39)	3% (35)	5% (51)	6% (66)	5% (52)	28% (304)	5% (52)	10% (106)	14% (158)	7% (82)	14% (149)	1094
General NFL Fan	4% (54)	3% (39)	4% (55)	5% (70)	5% (75)	28% (399)	5% (75)	9% (133)	14% (201)	8% (106)	14% (199)	1407

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

Table KAEP3_1: How interested would you say you are right now in each of the following sports?
 The National Football League (NFL)

Demographic	Very interested		Somewhat interested		A little bit interested		Not at all interested		Total N
Adults	32%	(682)	20%	(427)	14%	(299)	33%	(701)	2108
Gender: Male	43%	(435)	20%	(206)	14%	(138)	23%	(237)	1015
Gender: Female	23%	(247)	20%	(221)	15%	(162)	42%	(464)	1093
Age: 18-29	26%	(101)	19%	(74)	14%	(56)	41%	(161)	392
Age: 30-44	35%	(187)	23%	(125)	13%	(68)	30%	(162)	541
Age: 45-54	38%	(117)	22%	(66)	15%	(47)	25%	(77)	307
Age: 55-64	35%	(150)	19%	(81)	15%	(64)	32%	(139)	435
Age: 65+	29%	(127)	19%	(81)	15%	(64)	37%	(162)	434
Generation Z: 18-22	23%	(36)	16%	(25)	15%	(24)	47%	(74)	159
Millennial: Age 23-38	30%	(171)	23%	(130)	14%	(78)	33%	(189)	568
Generation X: Age 39-54	39%	(198)	21%	(109)	14%	(70)	27%	(137)	513
Boomers: Age 55-73	32%	(244)	19%	(143)	14%	(108)	34%	(257)	751
PID: Dem (no lean)	39%	(302)	20%	(156)	14%	(105)	28%	(217)	779
PID: Ind (no lean)	27%	(185)	19%	(133)	16%	(107)	38%	(261)	687
PID: Rep (no lean)	30%	(195)	22%	(138)	13%	(86)	35%	(222)	642
PID/Gender: Dem Men	52%	(181)	20%	(68)	11%	(39)	17%	(59)	347
PID/Gender: Dem Women	28%	(120)	20%	(88)	15%	(67)	36%	(158)	432
PID/Gender: Ind Men	33%	(116)	20%	(70)	16%	(56)	30%	(106)	347
PID/Gender: Ind Women	20%	(69)	19%	(63)	15%	(51)	46%	(156)	339
PID/Gender: Rep Men	43%	(138)	21%	(68)	13%	(43)	22%	(72)	320
PID/Gender: Rep Women	18%	(57)	22%	(70)	14%	(44)	47%	(151)	322
Ideo: Liberal (1-3)	38%	(217)	17%	(99)	15%	(84)	31%	(176)	575
Ideo: Moderate (4)	37%	(200)	22%	(119)	13%	(70)	28%	(150)	539
Ideo: Conservative (5-7)	29%	(205)	23%	(166)	15%	(109)	32%	(227)	707
Educ: < College	31%	(457)	19%	(280)	14%	(196)	36%	(519)	1453
Educ: Bachelors degree	37%	(154)	20%	(86)	13%	(56)	30%	(125)	421
Educ: Post-grad	30%	(70)	26%	(61)	20%	(46)	24%	(56)	234

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**Table KAEP3_1: How interested would you say you are right now in each of the following sports?
The National Football League (NFL)**

Demographic	Very interested		Somewhat interested		A little bit interested		Not at all interested		Total N
Adults	32%	(682)	20%	(427)	14%	(299)	33%	(701)	2108
Income: Under 50k	31%	(366)	19%	(222)	14%	(164)	37%	(442)	1193
Income: 50k-100k	34%	(217)	21%	(134)	15%	(96)	30%	(195)	642
Income: 100k+	36%	(99)	26%	(71)	14%	(39)	23%	(63)	273
Ethnicity: White	32%	(529)	20%	(330)	14%	(235)	35%	(577)	1671
Ethnicity: Hispanic	34%	(106)	28%	(87)	11%	(35)	27%	(84)	313
Ethnicity: Afr. Am.	42%	(106)	17%	(44)	15%	(39)	26%	(66)	255
Ethnicity: Other	26%	(46)	29%	(53)	14%	(25)	31%	(57)	182
All Christian	35%	(326)	23%	(214)	14%	(134)	28%	(264)	938
All Non-Christian	28%	(27)	22%	(21)	10%	(10)	41%	(39)	97
Atheist	26%	(24)	12%	(11)	14%	(13)	48%	(44)	92
Agnostic/Nothing in particular	31%	(305)	18%	(180)	15%	(143)	36%	(353)	981
Religious Non-Protestant/Catholic	27%	(34)	25%	(32)	10%	(13)	38%	(48)	127
Evangelical	31%	(163)	19%	(99)	15%	(80)	34%	(177)	519
Non-Evangelical	36%	(277)	24%	(181)	13%	(102)	27%	(206)	766
Community: Urban	36%	(195)	22%	(120)	14%	(73)	28%	(152)	540
Community: Suburban	33%	(315)	20%	(194)	15%	(141)	32%	(300)	951
Community: Rural	28%	(171)	18%	(113)	14%	(85)	40%	(249)	618
Employ: Private Sector	37%	(231)	23%	(147)	15%	(96)	25%	(157)	631
Employ: Government	35%	(49)	21%	(29)	16%	(23)	28%	(38)	139
Employ: Self-Employed	35%	(56)	21%	(33)	16%	(24)	28%	(44)	157
Employ: Homemaker	26%	(43)	22%	(37)	10%	(16)	42%	(69)	165
Employ: Retired	30%	(156)	18%	(92)	14%	(72)	38%	(194)	514
Employ: Unemployed	31%	(75)	15%	(36)	12%	(28)	41%	(98)	237
Employ: Other	30%	(53)	20%	(36)	18%	(32)	32%	(58)	179
Military HH: Yes	34%	(121)	18%	(65)	17%	(62)	31%	(109)	358
Military HH: No	32%	(560)	21%	(362)	14%	(237)	34%	(591)	1750
RD/WT: Right Direction	33%	(260)	21%	(169)	13%	(106)	32%	(252)	787
RD/WT: Wrong Track	32%	(421)	20%	(258)	15%	(193)	34%	(448)	1321
Trump Job Approve	31%	(268)	22%	(192)	13%	(115)	34%	(290)	865
Trump Job Disapprove	35%	(394)	19%	(219)	15%	(173)	31%	(355)	1141

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**Table KAEP3_1: How interested would you say you are right now in each of the following sports?
 The National Football League (NFL)**

Demographic	Very interested		Somewhat interested		A little bit interested		Not at all interested		Total N
Adults	32%	(682)	20%	(427)	14%	(299)	33%	(701)	2108
Trump Job Strongly Approve	33%	(160)	17%	(81)	16%	(75)	35%	(168)	484
Trump Job Somewhat Approve	28%	(108)	29%	(111)	10%	(39)	32%	(122)	381
Trump Job Somewhat Disapprove	29%	(62)	25%	(52)	18%	(39)	28%	(59)	212
Trump Job Strongly Disapprove	36%	(331)	18%	(167)	14%	(134)	32%	(296)	929
Favorable of Trump	32%	(275)	22%	(191)	13%	(112)	33%	(284)	862
Unfavorable of Trump	35%	(395)	19%	(220)	15%	(167)	31%	(354)	1135
Very Favorable of Trump	33%	(174)	17%	(89)	15%	(78)	35%	(181)	523
Somewhat Favorable of Trump	30%	(100)	30%	(102)	10%	(34)	30%	(103)	339
Somewhat Unfavorable of Trump	29%	(52)	23%	(42)	14%	(26)	34%	(62)	183
Very Unfavorable of Trump	36%	(342)	19%	(177)	15%	(141)	31%	(292)	952
#1 Issue: Economy	35%	(177)	25%	(124)	13%	(66)	27%	(136)	503
#1 Issue: Security	32%	(130)	19%	(78)	15%	(59)	34%	(138)	405
#1 Issue: Health Care	33%	(123)	21%	(79)	13%	(47)	33%	(121)	371
#1 Issue: Medicare / Social Security	32%	(112)	17%	(62)	14%	(48)	38%	(134)	357
#1 Issue: Women's Issues	27%	(32)	19%	(23)	14%	(17)	41%	(49)	121
#1 Issue: Education	30%	(36)	19%	(23)	14%	(17)	37%	(44)	120
#1 Issue: Energy	28%	(34)	16%	(21)	23%	(29)	33%	(41)	125
#1 Issue: Other	34%	(37)	16%	(17)	16%	(17)	34%	(37)	108
2018 House Vote: Democrat	37%	(275)	21%	(153)	13%	(100)	29%	(216)	744
2018 House Vote: Republican	32%	(211)	22%	(145)	14%	(91)	31%	(202)	649
2018 House Vote: Someone else	28%	(22)	19%	(15)	17%	(13)	37%	(29)	78
2016 Vote: Hillary Clinton	39%	(273)	21%	(146)	13%	(89)	27%	(193)	702
2016 Vote: Donald Trump	32%	(218)	21%	(143)	14%	(98)	32%	(218)	677
2016 Vote: Other	25%	(36)	21%	(30)	19%	(27)	35%	(50)	143
2016 Vote: Didn't Vote	26%	(154)	18%	(107)	15%	(85)	41%	(240)	586
Voted in 2014: Yes	36%	(466)	20%	(261)	14%	(183)	30%	(390)	1301
Voted in 2014: No	27%	(216)	20%	(165)	14%	(116)	38%	(310)	807

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**Table KAEP3_1: How interested would you say you are right now in each of the following sports?
The National Football League (NFL)**

Demographic	Very interested		Somewhat interested		A little bit interested		Not at all interested		Total N
Adults	32%	(682)	20%	(427)	14%	(299)	33%	(701)	2108
2012 Vote: Barack Obama	39%	(332)	19%	(166)	14%	(119)	28%	(237)	854
2012 Vote: Mitt Romney	33%	(165)	21%	(106)	14%	(71)	32%	(161)	502
2012 Vote: Other	20%	(15)	25%	(18)	20%	(15)	35%	(25)	73
2012 Vote: Didn't Vote	25%	(168)	20%	(137)	14%	(94)	41%	(275)	674
4-Region: Northeast	34%	(129)	17%	(63)	14%	(54)	35%	(135)	381
4-Region: Midwest	33%	(149)	19%	(83)	15%	(66)	33%	(147)	446
4-Region: South	31%	(248)	20%	(163)	15%	(116)	34%	(270)	796
4-Region: West	32%	(156)	24%	(118)	13%	(63)	31%	(149)	486
Sports Fan	41%	(678)	25%	(410)	16%	(265)	18%	(297)	1650
Avid NFL Fan	100%	(682)	—	(0)	—	(0)	—	(0)	682
Gen Z NFL Fan	43%	(36)	29%	(25)	28%	(24)	—	(0)	85
Millennial NFL Fan	45%	(171)	34%	(130)	21%	(78)	—	(0)	379
Gen X NFL Fan	53%	(198)	29%	(109)	18%	(70)	—	(0)	376
Boomer NFL Fan	49%	(244)	29%	(143)	22%	(108)	—	(0)	494
Afr Am NFL Fan	55%	(96)	22%	(39)	22%	(39)	—	(0)	173
NFL Fan Republican	46%	(195)	33%	(138)	21%	(86)	—	(0)	420
NFL Fan Democrat	54%	(302)	28%	(156)	19%	(105)	—	(0)	562
NFL Fan Republican & White	48%	(180)	31%	(116)	21%	(80)	—	(0)	377
NFL Fan Democrat & White	53%	(209)	28%	(111)	18%	(71)	—	(0)	392
White NFL Fan	48%	(529)	30%	(330)	21%	(235)	—	(0)	1094
General NFL Fan	48%	(682)	30%	(427)	21%	(299)	—	(0)	1407

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

**Table KAEP3_2: How interested would you say you are right now in each of the following sports?
 The National Basketball Association (NBA)**

Demographic	Very interested		Somewhat interested		A little bit interested		Not at all interested		Total N
Adults	14%	(304)	16%	(331)	18%	(379)	52%	(1093)	2108
Gender: Male	21%	(212)	17%	(171)	19%	(198)	43%	(433)	1015
Gender: Female	8%	(92)	15%	(159)	17%	(182)	60%	(660)	1093
Age: 18-29	22%	(85)	16%	(62)	15%	(59)	48%	(186)	392
Age: 30-44	18%	(96)	19%	(103)	18%	(99)	45%	(243)	541
Age: 45-54	13%	(40)	17%	(53)	19%	(59)	51%	(155)	307
Age: 55-64	13%	(55)	12%	(51)	19%	(83)	56%	(245)	435
Age: 65+	7%	(28)	14%	(62)	18%	(79)	61%	(264)	434
Generation Z: 18-22	20%	(32)	16%	(26)	17%	(26)	47%	(75)	159
Millennial: Age 23-38	19%	(109)	19%	(106)	15%	(86)	47%	(267)	568
Generation X: Age 39-54	16%	(80)	17%	(86)	20%	(105)	47%	(243)	513
Boomers: Age 55-73	10%	(77)	13%	(101)	18%	(136)	58%	(437)	751
PID: Dem (no lean)	20%	(158)	19%	(144)	17%	(133)	44%	(344)	779
PID: Ind (no lean)	13%	(91)	13%	(92)	18%	(125)	55%	(379)	687
PID: Rep (no lean)	9%	(55)	15%	(95)	19%	(121)	58%	(371)	642
PID/Gender: Dem Men	31%	(108)	19%	(67)	18%	(62)	32%	(111)	347
PID/Gender: Dem Women	12%	(50)	18%	(77)	17%	(72)	54%	(233)	432
PID/Gender: Ind Men	19%	(65)	15%	(50)	18%	(64)	48%	(168)	347
PID/Gender: Ind Women	8%	(26)	12%	(41)	18%	(61)	62%	(210)	339
PID/Gender: Rep Men	12%	(40)	17%	(54)	23%	(72)	48%	(154)	320
PID/Gender: Rep Women	5%	(16)	13%	(41)	15%	(49)	67%	(217)	322
Ideo: Liberal (1-3)	17%	(99)	18%	(102)	19%	(107)	46%	(267)	575
Ideo: Moderate (4)	19%	(105)	16%	(89)	18%	(99)	46%	(246)	539
Ideo: Conservative (5-7)	10%	(69)	15%	(107)	18%	(125)	57%	(407)	707
Educ: < College	14%	(203)	15%	(212)	16%	(238)	55%	(800)	1453
Educ: Bachelors degree	16%	(69)	18%	(77)	20%	(83)	46%	(193)	421
Educ: Post-grad	14%	(33)	18%	(41)	25%	(59)	43%	(100)	234

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**Table KAEP3_2: How interested would you say you are right now in each of the following sports?
The National Basketball Association (NBA)**

Demographic	Very interested		Somewhat interested		A little bit interested		Not at all interested		Total N
Adults	14%	(304)	16%	(331)	18%	(379)	52%	(1093)	2108
Income: Under 50k	14%	(170)	14%	(171)	18%	(212)	54%	(641)	1193
Income: 50k-100k	14%	(87)	18%	(116)	16%	(100)	53%	(339)	642
Income: 100k+	17%	(47)	16%	(44)	25%	(68)	42%	(114)	273
Ethnicity: White	10%	(172)	14%	(234)	19%	(318)	57%	(948)	1671
Ethnicity: Hispanic	25%	(79)	23%	(73)	17%	(53)	34%	(108)	313
Ethnicity: Afr. Am.	37%	(93)	23%	(59)	10%	(26)	30%	(77)	255
Ethnicity: Other	22%	(39)	21%	(38)	19%	(35)	38%	(69)	182
All Christian	13%	(125)	16%	(148)	20%	(185)	51%	(480)	938
All Non-Christian	18%	(17)	13%	(13)	21%	(20)	48%	(47)	97
Atheist	11%	(10)	9%	(8)	11%	(10)	69%	(63)	92
Agnostic/Nothing in particular	16%	(152)	16%	(161)	17%	(164)	51%	(503)	981
Religious Non-Protestant/Catholic	15%	(20)	14%	(18)	19%	(24)	52%	(66)	127
Evangelical	14%	(75)	17%	(87)	17%	(87)	52%	(270)	519
Non-Evangelical	15%	(114)	15%	(114)	19%	(148)	51%	(390)	766
Community: Urban	20%	(108)	19%	(103)	19%	(105)	41%	(224)	540
Community: Suburban	14%	(133)	17%	(158)	18%	(169)	52%	(491)	951
Community: Rural	10%	(63)	11%	(70)	17%	(106)	61%	(379)	618
Employ: Private Sector	19%	(118)	19%	(117)	21%	(131)	42%	(265)	631
Employ: Government	19%	(26)	17%	(24)	24%	(33)	40%	(56)	139
Employ: Self-Employed	14%	(22)	23%	(37)	14%	(23)	48%	(76)	157
Employ: Homemaker	11%	(18)	14%	(23)	14%	(23)	61%	(100)	165
Employ: Retired	7%	(35)	15%	(75)	17%	(89)	61%	(314)	514
Employ: Unemployed	17%	(39)	12%	(28)	14%	(34)	57%	(135)	237
Employ: Other	15%	(27)	11%	(20)	17%	(31)	56%	(101)	179
Military HH: Yes	12%	(41)	14%	(52)	17%	(61)	57%	(204)	358
Military HH: No	15%	(263)	16%	(279)	18%	(319)	51%	(889)	1750
RD/WT: Right Direction	12%	(95)	17%	(135)	19%	(149)	52%	(408)	787
RD/WT: Wrong Track	16%	(209)	15%	(196)	17%	(230)	52%	(686)	1321
Trump Job Approve	10%	(83)	16%	(142)	18%	(160)	56%	(480)	865
Trump Job Disapprove	18%	(206)	16%	(180)	18%	(200)	49%	(554)	1141

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**Table KAEP3_2: How interested would you say you are right now in each of the following sports?
 The National Basketball Association (NBA)**

Demographic	Very interested		Somewhat interested		A little bit interested		Not at all interested		Total N
Adults	14%	(304)	16%	(331)	18%	(379)	52%	(1093)	2108
Trump Job Strongly Approve	9%	(45)	14%	(68)	17%	(80)	60%	(290)	484
Trump Job Somewhat Approve	10%	(38)	19%	(74)	21%	(79)	50%	(190)	381
Trump Job Somewhat Disapprove	12%	(26)	16%	(35)	23%	(49)	48%	(102)	212
Trump Job Strongly Disapprove	19%	(180)	16%	(145)	16%	(152)	49%	(452)	929
Favorable of Trump	10%	(88)	16%	(136)	19%	(166)	55%	(472)	862
Unfavorable of Trump	18%	(207)	16%	(179)	17%	(192)	49%	(556)	1135
Very Favorable of Trump	11%	(57)	14%	(73)	16%	(84)	59%	(308)	523
Somewhat Favorable of Trump	9%	(31)	19%	(63)	24%	(82)	48%	(164)	339
Somewhat Unfavorable of Trump	16%	(28)	14%	(26)	19%	(35)	51%	(93)	183
Very Unfavorable of Trump	19%	(179)	16%	(153)	16%	(157)	49%	(463)	952
#1 Issue: Economy	22%	(110)	16%	(80)	19%	(95)	43%	(217)	503
#1 Issue: Security	13%	(53)	16%	(63)	16%	(66)	55%	(223)	405
#1 Issue: Health Care	13%	(49)	15%	(55)	19%	(70)	53%	(196)	371
#1 Issue: Medicare / Social Security	7%	(26)	14%	(49)	19%	(67)	60%	(215)	357
#1 Issue: Women's Issues	13%	(16)	21%	(25)	22%	(26)	45%	(54)	121
#1 Issue: Education	11%	(13)	22%	(26)	14%	(17)	53%	(63)	120
#1 Issue: Energy	17%	(22)	13%	(17)	12%	(15)	57%	(71)	125
#1 Issue: Other	14%	(15)	14%	(15)	22%	(24)	50%	(54)	108
2018 House Vote: Democrat	19%	(140)	19%	(138)	17%	(125)	46%	(341)	744
2018 House Vote: Republican	9%	(60)	13%	(84)	20%	(132)	57%	(373)	649
2018 House Vote: Someone else	13%	(10)	19%	(15)	12%	(10)	56%	(44)	78
2016 Vote: Hillary Clinton	19%	(132)	19%	(131)	17%	(121)	45%	(318)	702
2016 Vote: Donald Trump	9%	(62)	14%	(97)	20%	(136)	56%	(382)	677
2016 Vote: Other	10%	(15)	16%	(22)	17%	(24)	58%	(82)	143
2016 Vote: Didn't Vote	16%	(96)	14%	(80)	17%	(99)	53%	(311)	586
Voted in 2014: Yes	14%	(177)	16%	(212)	19%	(242)	52%	(670)	1301
Voted in 2014: No	16%	(127)	15%	(119)	17%	(138)	52%	(423)	807

Continued on next page

**Table KAEP3_2: How interested would you say you are right now in each of the following sports?
The National Basketball Association (NBA)**

Demographic	Very interested		Somewhat interested		A little bit interested		Not at all interested		Total N
Adults	14%	(304)	16%	(331)	18%	(379)	52%	(1093)	2108
2012 Vote: Barack Obama	19%	(161)	18%	(152)	18%	(156)	45%	(385)	854
2012 Vote: Mitt Romney	7%	(34)	14%	(69)	21%	(105)	58%	(294)	502
2012 Vote: Other	5%	(4)	17%	(12)	18%	(13)	60%	(44)	73
2012 Vote: Didn't Vote	15%	(103)	14%	(97)	16%	(106)	55%	(368)	674
4-Region: Northeast	12%	(47)	14%	(54)	17%	(66)	56%	(213)	381
4-Region: Midwest	12%	(55)	18%	(79)	18%	(80)	52%	(231)	446
4-Region: South	15%	(122)	17%	(139)	16%	(124)	52%	(411)	796
4-Region: West	17%	(80)	12%	(58)	22%	(109)	49%	(238)	486
Sports Fan	18%	(301)	19%	(321)	22%	(358)	41%	(671)	1650
Avid NFL Fan	33%	(226)	19%	(132)	21%	(145)	26%	(178)	682
Gen Z NFL Fan	32%	(27)	18%	(15)	24%	(21)	26%	(22)	85
Millennial NFL Fan	28%	(105)	25%	(95)	19%	(73)	28%	(106)	379
Gen X NFL Fan	21%	(78)	21%	(80)	26%	(98)	32%	(121)	376
Boomer NFL Fan	15%	(76)	18%	(88)	25%	(123)	42%	(206)	494
Afr Am NFL Fan	49%	(85)	24%	(42)	15%	(26)	12%	(20)	173
NFL Fan Republican	12%	(50)	20%	(84)	25%	(105)	43%	(180)	420
NFL Fan Democrat	28%	(156)	23%	(128)	22%	(123)	28%	(155)	562
NFL Fan Republican & White	11%	(43)	19%	(72)	25%	(94)	45%	(168)	377
NFL Fan Democrat & White	19%	(74)	21%	(80)	26%	(101)	35%	(136)	392
White NFL Fan	15%	(163)	19%	(210)	26%	(286)	40%	(435)	1094
General NFL Fan	21%	(292)	21%	(290)	24%	(339)	35%	(487)	1407

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

Table KAEP3_3: How interested would you say you are right now in each of the following sports?
 Major League Baseball (MLB)

Demographic	Very interested		Somewhat interested		A little bit interested		Not at all interested		Total N
Adults	20%	(415)	19%	(392)	19%	(410)	42%	(891)	2108
Gender: Male	27%	(275)	21%	(215)	19%	(188)	33%	(337)	1015
Gender: Female	13%	(140)	16%	(178)	20%	(222)	51%	(554)	1093
Age: 18-29	14%	(55)	16%	(63)	17%	(65)	53%	(209)	392
Age: 30-44	19%	(101)	18%	(99)	20%	(107)	43%	(233)	541
Age: 45-54	23%	(71)	22%	(67)	21%	(65)	34%	(104)	307
Age: 55-64	21%	(93)	19%	(81)	18%	(78)	42%	(184)	435
Age: 65+	22%	(96)	19%	(83)	22%	(95)	37%	(161)	434
Generation Z: 18-22	18%	(28)	12%	(19)	18%	(28)	53%	(84)	159
Millennial: Age 23-38	15%	(86)	19%	(109)	18%	(103)	47%	(269)	568
Generation X: Age 39-54	22%	(112)	20%	(101)	21%	(106)	38%	(193)	513
Boomers: Age 55-73	22%	(166)	19%	(144)	18%	(137)	41%	(304)	751
PID: Dem (no lean)	21%	(166)	19%	(149)	18%	(141)	42%	(324)	779
PID: Ind (no lean)	17%	(118)	15%	(106)	21%	(144)	46%	(318)	687
PID: Rep (no lean)	20%	(131)	21%	(137)	19%	(125)	39%	(249)	642
PID/Gender: Dem Men	29%	(99)	22%	(77)	15%	(53)	34%	(118)	347
PID/Gender: Dem Women	16%	(67)	17%	(72)	20%	(88)	48%	(205)	432
PID/Gender: Ind Men	23%	(81)	17%	(60)	21%	(75)	38%	(132)	347
PID/Gender: Ind Women	11%	(37)	14%	(47)	21%	(70)	55%	(186)	339
PID/Gender: Rep Men	30%	(95)	24%	(78)	19%	(60)	27%	(87)	320
PID/Gender: Rep Women	11%	(36)	18%	(59)	20%	(64)	50%	(162)	322
Ideo: Liberal (1-3)	23%	(134)	18%	(101)	17%	(96)	42%	(244)	575
Ideo: Moderate (4)	19%	(102)	23%	(121)	20%	(109)	38%	(206)	539
Ideo: Conservative (5-7)	22%	(153)	19%	(135)	21%	(147)	38%	(272)	707
Educ: < College	17%	(249)	18%	(256)	19%	(279)	46%	(668)	1453
Educ: Bachelors degree	27%	(115)	19%	(78)	19%	(82)	35%	(147)	421
Educ: Post-grad	22%	(52)	25%	(58)	21%	(48)	32%	(76)	234

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Table KAEP3_3: How interested would you say you are right now in each of the following sports?
Major League Baseball (MLB)

Demographic	Very interested		Somewhat interested		A little bit interested		Not at all interested		Total N
Adults	20%	(415)	19%	(392)	19%	(410)	42%	(891)	2108
Income: Under 50k	17%	(199)	17%	(200)	20%	(233)	47%	(561)	1193
Income: 50k-100k	22%	(141)	21%	(136)	20%	(126)	37%	(239)	642
Income: 100k+	28%	(75)	21%	(56)	18%	(50)	33%	(91)	273
Ethnicity: White	21%	(347)	19%	(319)	19%	(323)	41%	(682)	1671
Ethnicity: Hispanic	21%	(66)	20%	(64)	19%	(58)	40%	(124)	313
Ethnicity: Afr. Am.	16%	(40)	15%	(39)	19%	(50)	49%	(126)	255
Ethnicity: Other	16%	(28)	19%	(34)	20%	(37)	45%	(82)	182
All Christian	25%	(234)	19%	(181)	21%	(196)	35%	(327)	938
All Non-Christian	23%	(22)	24%	(23)	20%	(19)	33%	(32)	97
Atheist	18%	(17)	18%	(16)	9%	(8)	55%	(50)	92
Agnostic/Nothing in particular	14%	(142)	18%	(172)	19%	(187)	49%	(480)	981
Religious Non-Protestant/Catholic	20%	(25)	23%	(29)	19%	(24)	39%	(49)	127
Evangelical	19%	(99)	18%	(92)	20%	(102)	44%	(226)	519
Non-Evangelical	23%	(180)	18%	(141)	23%	(173)	36%	(272)	766
Community: Urban	21%	(114)	19%	(103)	20%	(106)	40%	(217)	540
Community: Suburban	22%	(211)	19%	(182)	19%	(178)	40%	(380)	951
Community: Rural	15%	(90)	17%	(108)	21%	(127)	48%	(293)	618
Employ: Private Sector	24%	(149)	20%	(127)	22%	(140)	34%	(215)	631
Employ: Government	18%	(25)	25%	(35)	15%	(21)	42%	(58)	139
Employ: Self-Employed	24%	(37)	21%	(34)	20%	(31)	35%	(56)	157
Employ: Homemaker	18%	(30)	12%	(20)	16%	(27)	54%	(89)	165
Employ: Retired	22%	(113)	18%	(94)	21%	(109)	39%	(198)	514
Employ: Unemployed	12%	(27)	15%	(35)	16%	(37)	58%	(138)	237
Employ: Other	14%	(24)	18%	(33)	18%	(32)	50%	(90)	179
Military HH: Yes	24%	(86)	18%	(64)	22%	(80)	36%	(127)	358
Military HH: No	19%	(329)	19%	(328)	19%	(330)	44%	(764)	1750
RD/WT: Right Direction	21%	(163)	23%	(179)	19%	(148)	38%	(297)	787
RD/WT: Wrong Track	19%	(252)	16%	(213)	20%	(262)	45%	(594)	1321
Trump Job Approve	21%	(185)	21%	(182)	20%	(174)	37%	(323)	865
Trump Job Disapprove	19%	(219)	17%	(197)	19%	(219)	44%	(506)	1141

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Table KAEP3_3: How interested would you say you are right now in each of the following sports?
 Major League Baseball (MLB)

Demographic	Very interested		Somewhat interested		A little bit interested		Not at all interested		Total N
Adults	20%	(415)	19%	(392)	19%	(410)	42%	(891)	2108
Trump Job Strongly Approve	24%	(114)	20%	(96)	20%	(98)	36%	(176)	484
Trump Job Somewhat Approve	19%	(71)	23%	(86)	20%	(76)	39%	(147)	381
Trump Job Somewhat Disapprove	17%	(37)	24%	(52)	20%	(43)	38%	(80)	212
Trump Job Strongly Disapprove	20%	(182)	16%	(145)	19%	(175)	46%	(426)	929
Favorable of Trump	21%	(183)	22%	(186)	21%	(178)	37%	(315)	862
Unfavorable of Trump	19%	(217)	17%	(195)	19%	(214)	45%	(508)	1135
Very Favorable of Trump	23%	(119)	21%	(107)	21%	(107)	36%	(190)	523
Somewhat Favorable of Trump	19%	(64)	23%	(78)	21%	(71)	37%	(126)	339
Somewhat Unfavorable of Trump	17%	(30)	22%	(40)	21%	(39)	40%	(74)	183
Very Unfavorable of Trump	20%	(187)	16%	(155)	18%	(175)	46%	(434)	952
#1 Issue: Economy	23%	(115)	19%	(95)	21%	(107)	37%	(185)	503
#1 Issue: Security	22%	(90)	20%	(82)	18%	(74)	39%	(159)	405
#1 Issue: Health Care	17%	(64)	20%	(72)	18%	(69)	45%	(166)	371
#1 Issue: Medicare / Social Security	18%	(63)	19%	(67)	20%	(72)	43%	(154)	357
#1 Issue: Women's Issues	15%	(18)	12%	(14)	26%	(31)	47%	(56)	121
#1 Issue: Education	12%	(15)	16%	(19)	20%	(23)	52%	(63)	120
#1 Issue: Energy	17%	(21)	21%	(27)	11%	(14)	50%	(63)	125
#1 Issue: Other	27%	(29)	15%	(16)	18%	(19)	41%	(44)	108
2018 House Vote: Democrat	22%	(167)	20%	(149)	17%	(128)	40%	(300)	744
2018 House Vote: Republican	22%	(144)	21%	(139)	20%	(130)	36%	(237)	649
2018 House Vote: Someone else	21%	(17)	17%	(13)	18%	(14)	44%	(34)	78
2016 Vote: Hillary Clinton	22%	(157)	20%	(143)	18%	(127)	39%	(274)	702
2016 Vote: Donald Trump	22%	(151)	22%	(150)	21%	(141)	35%	(234)	677
2016 Vote: Other	16%	(23)	15%	(21)	12%	(17)	57%	(81)	143
2016 Vote: Didn't Vote	14%	(83)	13%	(77)	21%	(125)	51%	(301)	586
Voted in 2014: Yes	23%	(293)	20%	(266)	19%	(249)	38%	(493)	1301
Voted in 2014: No	15%	(122)	16%	(127)	20%	(161)	49%	(398)	807

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Table KAEP3_3: How interested would you say you are right now in each of the following sports?
Major League Baseball (MLB)

Demographic	Very interested		Somewhat interested		A little bit interested		Not at all interested		Total N
Adults	20%	(415)	19%	(392)	19%	(410)	42%	(891)	2108
2012 Vote: Barack Obama	21%	(180)	20%	(167)	21%	(178)	39%	(329)	854
2012 Vote: Mitt Romney	24%	(121)	21%	(105)	20%	(98)	36%	(178)	502
2012 Vote: Other	21%	(15)	23%	(17)	17%	(12)	40%	(29)	73
2012 Vote: Didn't Vote	14%	(97)	15%	(104)	18%	(121)	52%	(352)	674
4-Region: Northeast	21%	(81)	19%	(71)	19%	(72)	41%	(157)	381
4-Region: Midwest	22%	(99)	20%	(89)	19%	(86)	39%	(172)	446
4-Region: South	18%	(141)	19%	(152)	18%	(146)	45%	(356)	796
4-Region: West	19%	(94)	17%	(81)	22%	(107)	42%	(205)	486
Sports Fan	25%	(411)	23%	(385)	22%	(364)	30%	(490)	1650
Avid NFL Fan	38%	(257)	24%	(161)	18%	(125)	20%	(139)	682
Gen Z NFL Fan	25%	(21)	12%	(10)	20%	(17)	42%	(36)	85
Millennial NFL Fan	22%	(82)	26%	(98)	20%	(77)	32%	(122)	379
Gen X NFL Fan	28%	(105)	24%	(90)	25%	(94)	23%	(88)	376
Boomer NFL Fan	30%	(148)	25%	(125)	21%	(106)	23%	(116)	494
Afr Am NFL Fan	20%	(35)	21%	(36)	24%	(42)	35%	(60)	173
NFL Fan Republican	28%	(116)	25%	(107)	21%	(90)	25%	(107)	420
NFL Fan Democrat	28%	(160)	24%	(136)	21%	(118)	26%	(148)	562
NFL Fan Republican & White	29%	(110)	25%	(93)	22%	(81)	24%	(92)	377
NFL Fan Democrat & White	31%	(121)	24%	(96)	20%	(78)	25%	(98)	392
White NFL Fan	29%	(312)	25%	(269)	22%	(245)	25%	(269)	1094
General NFL Fan	27%	(377)	24%	(337)	23%	(320)	26%	(373)	1407

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

Table KAEP3_4: How interested would you say you are right now in each of the following sports?
 College Football

Demographic	Very interested		Somewhat interested		A little bit interested		Not at all interested		Total N
Adults	20%	(421)	20%	(415)	16%	(339)	44%	(933)	2108
Gender: Male	29%	(295)	24%	(246)	14%	(147)	32%	(327)	1015
Gender: Female	12%	(126)	15%	(169)	18%	(192)	55%	(606)	1093
Age: 18-29	16%	(62)	16%	(63)	19%	(73)	50%	(194)	392
Age: 30-44	19%	(100)	20%	(107)	17%	(93)	44%	(240)	541
Age: 45-54	24%	(73)	25%	(75)	15%	(45)	37%	(113)	307
Age: 55-64	22%	(96)	20%	(85)	14%	(60)	44%	(193)	435
Age: 65+	21%	(90)	19%	(84)	16%	(68)	44%	(192)	434
Generation Z: 18-22	14%	(22)	14%	(22)	18%	(28)	55%	(87)	159
Millennial: Age 23-38	17%	(98)	19%	(107)	19%	(109)	45%	(254)	568
Generation X: Age 39-54	23%	(115)	23%	(117)	14%	(74)	40%	(207)	513
Boomers: Age 55-73	22%	(162)	19%	(143)	14%	(105)	45%	(341)	751
PID: Dem (no lean)	18%	(142)	22%	(169)	17%	(133)	43%	(335)	779
PID: Ind (no lean)	17%	(119)	15%	(103)	15%	(106)	52%	(359)	687
PID: Rep (no lean)	25%	(160)	22%	(142)	16%	(100)	37%	(240)	642
PID/Gender: Dem Men	29%	(100)	29%	(101)	13%	(45)	29%	(102)	347
PID/Gender: Dem Women	10%	(42)	16%	(69)	21%	(89)	54%	(232)	432
PID/Gender: Ind Men	25%	(88)	17%	(59)	14%	(50)	43%	(150)	347
PID/Gender: Ind Women	9%	(31)	13%	(44)	16%	(56)	61%	(208)	339
PID/Gender: Rep Men	34%	(108)	27%	(86)	16%	(52)	23%	(74)	320
PID/Gender: Rep Women	16%	(52)	17%	(56)	15%	(48)	51%	(165)	322
Ideo: Liberal (1-3)	18%	(106)	19%	(111)	16%	(94)	46%	(265)	575
Ideo: Moderate (4)	22%	(117)	19%	(104)	16%	(85)	43%	(232)	539
Ideo: Conservative (5-7)	23%	(165)	24%	(167)	16%	(115)	37%	(260)	707
Educ: < College	18%	(259)	18%	(263)	16%	(233)	48%	(698)	1453
Educ: Bachelors degree	23%	(99)	23%	(98)	15%	(65)	38%	(160)	421
Educ: Post-grad	27%	(63)	23%	(54)	18%	(41)	32%	(75)	234

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Table KAEP3_4: How interested would you say you are right now in each of the following sports?
College Football

Demographic	Very interested		Somewhat interested		A little bit interested		Not at all interested		Total N
Adults	20%	(421)	20%	(415)	16%	(339)	44%	(933)	2108
Income: Under 50k	18%	(214)	17%	(208)	16%	(196)	48%	(576)	1193
Income: 50k-100k	21%	(132)	23%	(147)	15%	(94)	42%	(269)	642
Income: 100k+	28%	(75)	22%	(59)	18%	(50)	32%	(88)	273
Ethnicity: White	20%	(341)	20%	(327)	15%	(258)	45%	(746)	1671
Ethnicity: Hispanic	16%	(51)	21%	(67)	23%	(71)	40%	(124)	313
Ethnicity: Afr. Am.	24%	(61)	20%	(52)	17%	(43)	39%	(99)	255
Ethnicity: Other	11%	(20)	20%	(35)	21%	(39)	48%	(88)	182
All Christian	24%	(227)	23%	(216)	16%	(154)	36%	(341)	938
All Non-Christian	9%	(9)	20%	(19)	20%	(19)	52%	(50)	97
Atheist	13%	(12)	16%	(15)	6%	(6)	64%	(59)	92
Agnostic/Nothing in particular	18%	(173)	17%	(164)	16%	(161)	49%	(483)	981
Religious Non-Protestant/Catholic	11%	(14)	23%	(29)	19%	(24)	47%	(59)	127
Evangelical	22%	(116)	21%	(107)	16%	(84)	41%	(213)	519
Non-Evangelical	22%	(172)	21%	(164)	17%	(133)	39%	(296)	766
Community: Urban	19%	(105)	19%	(105)	17%	(92)	44%	(238)	540
Community: Suburban	22%	(213)	20%	(187)	15%	(146)	43%	(404)	951
Community: Rural	17%	(104)	20%	(122)	16%	(100)	47%	(291)	618
Employ: Private Sector	24%	(153)	22%	(136)	17%	(109)	37%	(233)	631
Employ: Government	25%	(35)	22%	(31)	13%	(18)	39%	(55)	139
Employ: Self-Employed	19%	(30)	17%	(26)	24%	(37)	41%	(64)	157
Employ: Homemaker	14%	(23)	14%	(23)	15%	(24)	58%	(95)	165
Employ: Retired	20%	(104)	21%	(109)	15%	(75)	44%	(226)	514
Employ: Unemployed	15%	(35)	19%	(45)	15%	(36)	51%	(122)	237
Employ: Other	16%	(28)	18%	(33)	13%	(24)	53%	(94)	179
Military HH: Yes	23%	(83)	20%	(73)	17%	(62)	39%	(140)	358
Military HH: No	19%	(338)	20%	(342)	16%	(278)	45%	(793)	1750
RD/WT: Right Direction	24%	(185)	22%	(174)	15%	(116)	40%	(312)	787
RD/WT: Wrong Track	18%	(236)	18%	(240)	17%	(224)	47%	(621)	1321
Trump Job Approve	24%	(205)	22%	(188)	16%	(135)	39%	(336)	865
Trump Job Disapprove	18%	(206)	19%	(215)	16%	(188)	47%	(533)	1141

Continued on next page

Table KAEP3_4: How interested would you say you are right now in each of the following sports?
 College Football

Demographic	Very interested		Somewhat interested		A little bit interested		Not at all interested		Total N
Adults	20%	(421)	20%	(415)	16%	(339)	44%	(933)	2108
Trump Job Strongly Approve	28%	(136)	21%	(100)	14%	(68)	37%	(180)	484
Trump Job Somewhat Approve	18%	(69)	23%	(89)	18%	(67)	41%	(156)	381
Trump Job Somewhat Disapprove	19%	(40)	19%	(41)	22%	(47)	40%	(84)	212
Trump Job Strongly Disapprove	18%	(165)	19%	(173)	15%	(142)	48%	(448)	929
Favorable of Trump	24%	(205)	22%	(190)	16%	(137)	38%	(331)	862
Unfavorable of Trump	19%	(211)	19%	(214)	16%	(182)	47%	(528)	1135
Very Favorable of Trump	27%	(141)	22%	(113)	14%	(74)	37%	(196)	523
Somewhat Favorable of Trump	19%	(64)	23%	(77)	19%	(63)	40%	(135)	339
Somewhat Unfavorable of Trump	19%	(35)	19%	(35)	19%	(35)	42%	(77)	183
Very Unfavorable of Trump	19%	(177)	19%	(179)	15%	(147)	47%	(451)	952
#1 Issue: Economy	19%	(97)	23%	(115)	17%	(87)	40%	(204)	503
#1 Issue: Security	23%	(95)	23%	(92)	16%	(64)	38%	(154)	405
#1 Issue: Health Care	20%	(75)	16%	(60)	16%	(59)	48%	(177)	371
#1 Issue: Medicare / Social Security	21%	(77)	16%	(58)	14%	(48)	49%	(173)	357
#1 Issue: Women's Issues	13%	(16)	17%	(20)	23%	(28)	47%	(57)	121
#1 Issue: Education	19%	(23)	12%	(14)	21%	(25)	48%	(57)	120
#1 Issue: Energy	19%	(23)	20%	(25)	12%	(15)	49%	(61)	125
#1 Issue: Other	15%	(16)	28%	(30)	12%	(13)	46%	(50)	108
2018 House Vote: Democrat	21%	(155)	20%	(148)	16%	(116)	44%	(325)	744
2018 House Vote: Republican	26%	(167)	23%	(149)	17%	(109)	34%	(224)	649
2018 House Vote: Someone else	10%	(8)	25%	(20)	15%	(12)	50%	(39)	78
2016 Vote: Hillary Clinton	19%	(136)	21%	(148)	16%	(112)	44%	(306)	702
2016 Vote: Donald Trump	25%	(172)	23%	(156)	17%	(113)	35%	(236)	677
2016 Vote: Other	19%	(28)	20%	(28)	12%	(17)	48%	(69)	143
2016 Vote: Didn't Vote	14%	(84)	14%	(82)	17%	(97)	55%	(322)	586
Voted in 2014: Yes	23%	(295)	23%	(294)	16%	(207)	39%	(506)	1301
Voted in 2014: No	16%	(126)	15%	(121)	16%	(133)	53%	(427)	807

Continued on next page

Table KAEP3_4: How interested would you say you are right now in each of the following sports?
College Football

Demographic	Very interested		Somewhat interested		A little bit interested		Not at all interested		Total N
Adults	20%	(421)	20%	(415)	16%	(339)	44%	(933)	2108
2012 Vote: Barack Obama	19%	(165)	22%	(186)	16%	(138)	43%	(366)	854
2012 Vote: Mitt Romney	25%	(127)	24%	(118)	17%	(83)	34%	(173)	502
2012 Vote: Other	26%	(19)	24%	(17)	12%	(9)	38%	(28)	73
2012 Vote: Didn't Vote	16%	(109)	14%	(92)	16%	(109)	54%	(364)	674
4-Region: Northeast	13%	(48)	14%	(53)	17%	(64)	57%	(215)	381
4-Region: Midwest	22%	(100)	23%	(105)	14%	(62)	40%	(179)	446
4-Region: South	23%	(180)	21%	(171)	16%	(130)	40%	(316)	796
4-Region: West	19%	(94)	18%	(87)	17%	(83)	46%	(223)	486
Sports Fan	25%	(419)	25%	(406)	19%	(312)	31%	(513)	1650
Avid NFL Fan	44%	(298)	29%	(196)	15%	(99)	13%	(89)	682
Gen Z NFL Fan	24%	(21)	22%	(19)	28%	(24)	26%	(22)	85
Millennial NFL Fan	24%	(90)	26%	(99)	25%	(94)	25%	(96)	379
Gen X NFL Fan	30%	(113)	29%	(111)	17%	(64)	24%	(88)	376
Boomer NFL Fan	31%	(151)	26%	(129)	19%	(92)	25%	(123)	494
Afr Am NFL Fan	32%	(56)	26%	(45)	21%	(36)	21%	(37)	173
NFL Fan Republican	35%	(145)	30%	(125)	20%	(82)	16%	(67)	420
NFL Fan Democrat	25%	(139)	29%	(161)	21%	(119)	26%	(144)	562
NFL Fan Republican & White	36%	(137)	29%	(109)	18%	(68)	17%	(62)	377
NFL Fan Democrat & White	24%	(92)	28%	(111)	21%	(84)	27%	(105)	392
White NFL Fan	29%	(316)	27%	(294)	19%	(212)	25%	(271)	1094
General NFL Fan	28%	(397)	27%	(380)	21%	(290)	24%	(341)	1407

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

Table KAEP4_1: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
 Fox Sports

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (344)	32% (665)	6% (121)	9% (184)	33% (693)	5% (101)	2108
Gender: Male	21% (216)	37% (373)	6% (60)	9% (93)	23% (235)	4% (38)	1015
Gender: Female	12% (128)	27% (291)	6% (61)	8% (90)	42% (458)	6% (64)	1093
Age: 18-29	16% (62)	24% (93)	7% (26)	11% (44)	31% (121)	12% (45)	392
Age: 30-44	17% (92)	34% (182)	5% (26)	8% (45)	32% (176)	4% (19)	541
Age: 45-54	18% (57)	38% (118)	6% (18)	8% (25)	26% (81)	3% (9)	307
Age: 55-64	18% (76)	32% (140)	4% (19)	10% (43)	33% (143)	3% (14)	435
Age: 65+	13% (57)	30% (132)	7% (32)	6% (26)	40% (173)	3% (14)	434
Generation Z: 18-22	16% (25)	20% (32)	6% (9)	12% (18)	27% (43)	20% (32)	159
Millennial: Age 23-38	14% (80)	30% (170)	6% (37)	11% (61)	35% (196)	4% (23)	568
Generation X: Age 39-54	20% (105)	37% (191)	5% (25)	7% (35)	27% (139)	4% (18)	513
Boomers: Age 55-73	15% (110)	32% (241)	6% (46)	8% (63)	36% (269)	3% (22)	751
PID: Dem (no lean)	16% (124)	32% (246)	6% (47)	11% (87)	30% (235)	5% (40)	779
PID: Ind (no lean)	14% (93)	27% (186)	6% (43)	9% (60)	37% (254)	7% (50)	687
PID: Rep (no lean)	20% (127)	36% (233)	5% (31)	6% (36)	32% (204)	2% (11)	642
PID/Gender: Dem Men	24% (82)	35% (122)	5% (19)	12% (43)	20% (69)	4% (12)	347
PID/Gender: Dem Women	10% (42)	29% (124)	7% (28)	10% (44)	38% (166)	6% (27)	432
PID/Gender: Ind Men	15% (52)	33% (113)	8% (28)	8% (29)	30% (103)	6% (22)	347
PID/Gender: Ind Women	12% (41)	22% (73)	5% (15)	9% (31)	44% (150)	8% (28)	339
PID/Gender: Rep Men	26% (82)	43% (138)	4% (13)	6% (21)	19% (62)	1% (3)	320
PID/Gender: Rep Women	14% (44)	29% (95)	5% (17)	5% (16)	44% (142)	2% (8)	322
Ideo: Liberal (1-3)	13% (73)	29% (168)	8% (49)	15% (85)	29% (168)	6% (33)	575
Ideo: Moderate (4)	17% (90)	37% (199)	4% (24)	8% (45)	30% (161)	4% (19)	539
Ideo: Conservative (5-7)	20% (139)	37% (258)	5% (36)	5% (33)	32% (224)	2% (17)	707
Educ: < College	18% (259)	29% (417)	5% (74)	9% (131)	34% (499)	5% (73)	1453
Educ: Bachelors degree	12% (51)	39% (164)	7% (29)	7% (30)	30% (127)	5% (21)	421
Educ: Post-grad	14% (34)	36% (84)	8% (18)	10% (22)	29% (67)	3% (7)	234

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Table KAEP4_1: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

Fox Sports

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (344)	32% (665)	6% (121)	9% (184)	33% (693)	5% (101)	2108
Income: Under 50k	17% (203)	27% (321)	6% (67)	9% (105)	36% (432)	5% (65)	1193
Income: 50k-100k	12% (79)	39% (247)	6% (36)	10% (63)	30% (194)	3% (22)	642
Income: 100k+	23% (62)	35% (96)	7% (18)	5% (15)	25% (67)	5% (15)	273
Ethnicity: White	15% (257)	32% (534)	6% (102)	9% (143)	34% (575)	4% (59)	1671
Ethnicity: Hispanic	17% (53)	36% (112)	3% (11)	14% (45)	25% (78)	5% (15)	313
Ethnicity: Afr. Am.	24% (61)	29% (73)	3% (8)	8% (19)	28% (71)	9% (22)	255
Ethnicity: Other	14% (26)	32% (58)	6% (11)	12% (21)	25% (46)	11% (20)	182
All Christian	17% (159)	37% (347)	5% (49)	7% (70)	30% (285)	3% (28)	938
All Non-Christian	14% (13)	28% (28)	4% (4)	2% (2)	43% (42)	9% (9)	97
Atheist	14% (13)	18% (17)	4% (3)	24% (22)	34% (31)	6% (6)	92
Agnostic/Nothing in particular	16% (159)	28% (273)	7% (65)	9% (89)	34% (335)	6% (59)	981
Religious Non-Protestant/Catholic	14% (18)	27% (34)	5% (6)	6% (8)	41% (52)	7% (9)	127
Evangelical	22% (114)	30% (157)	5% (24)	8% (42)	31% (162)	4% (20)	519
Non-Evangelical	15% (115)	37% (285)	6% (46)	8% (59)	31% (234)	4% (27)	766
Community: Urban	17% (91)	34% (186)	5% (25)	9% (47)	31% (165)	5% (26)	540
Community: Suburban	17% (164)	30% (286)	7% (67)	8% (81)	33% (311)	4% (43)	951
Community: Rural	14% (88)	31% (194)	5% (30)	9% (56)	35% (217)	5% (33)	618
Employ: Private Sector	17% (110)	37% (235)	5% (33)	8% (50)	31% (194)	2% (9)	631
Employ: Government	20% (27)	32% (44)	6% (8)	12% (17)	20% (28)	10% (14)	139
Employ: Self-Employed	16% (26)	36% (56)	7% (12)	10% (15)	26% (40)	6% (9)	157
Employ: Homemaker	15% (24)	24% (40)	4% (7)	11% (18)	42% (69)	4% (7)	165
Employ: Retired	15% (77)	31% (159)	7% (36)	6% (32)	37% (188)	4% (20)	514
Employ: Unemployed	16% (39)	29% (68)	2% (5)	11% (25)	37% (87)	6% (14)	237
Employ: Other	18% (32)	24% (43)	9% (16)	10% (17)	32% (58)	8% (14)	179
Military HH: Yes	18% (64)	32% (113)	8% (30)	8% (29)	31% (109)	3% (12)	358
Military HH: No	16% (280)	32% (551)	5% (91)	9% (155)	33% (584)	5% (90)	1750
RD/WT: Right Direction	22% (171)	35% (279)	4% (35)	5% (42)	30% (238)	3% (22)	787
RD/WT: Wrong Track	13% (173)	29% (386)	7% (86)	11% (141)	34% (455)	6% (79)	1321
Trump Job Approve	20% (175)	36% (313)	5% (47)	6% (50)	29% (253)	3% (26)	865
Trump Job Disapprove	14% (161)	29% (336)	6% (72)	11% (129)	33% (380)	5% (62)	1141

Continued on next page

Table KAEP4_1: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

Fox Sports

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (344)	32% (665)	6% (121)	9% (184)	33% (693)	5% (101)	2108
Trump Job Strongly Approve	24% (118)	34% (167)	5% (26)	6% (29)	28% (137)	1% (7)	484
Trump Job Somewhat Approve	15% (58)	38% (146)	6% (21)	5% (20)	30% (116)	5% (19)	381
Trump Job Somewhat Disapprove	14% (30)	33% (71)	4% (9)	4% (9)	39% (83)	5% (11)	212
Trump Job Strongly Disapprove	14% (130)	29% (265)	7% (64)	13% (121)	32% (297)	6% (52)	929
Favorable of Trump	21% (185)	36% (311)	5% (46)	5% (45)	29% (250)	3% (26)	862
Unfavorable of Trump	13% (145)	30% (342)	7% (76)	12% (133)	34% (380)	5% (59)	1135
Very Favorable of Trump	25% (131)	33% (173)	5% (26)	5% (29)	29% (151)	3% (13)	523
Somewhat Favorable of Trump	16% (53)	41% (138)	6% (19)	5% (17)	29% (99)	4% (13)	339
Somewhat Unfavorable of Trump	13% (23)	32% (58)	5% (9)	8% (14)	38% (68)	5% (9)	183
Very Unfavorable of Trump	13% (122)	30% (283)	7% (67)	12% (119)	33% (312)	5% (49)	952
#1 Issue: Economy	19% (94)	40% (200)	4% (20)	6% (31)	27% (136)	4% (22)	503
#1 Issue: Security	23% (93)	31% (125)	4% (18)	6% (24)	32% (131)	4% (14)	405
#1 Issue: Health Care	12% (46)	35% (130)	6% (23)	11% (41)	30% (112)	5% (19)	371
#1 Issue: Medicare / Social Security	15% (54)	27% (97)	7% (25)	7% (26)	38% (137)	5% (17)	357
#1 Issue: Women's Issues	13% (16)	21% (25)	11% (13)	11% (13)	40% (48)	5% (6)	121
#1 Issue: Education	12% (15)	27% (32)	5% (7)	11% (14)	29% (34)	15% (19)	120
#1 Issue: Energy	9% (12)	20% (25)	7% (9)	19% (23)	43% (54)	1% (2)	125
#1 Issue: Other	14% (15)	28% (30)	6% (7)	10% (11)	38% (41)	4% (4)	108
2018 House Vote: Democrat	14% (102)	32% (238)	7% (53)	13% (95)	30% (222)	5% (34)	744
2018 House Vote: Republican	20% (127)	38% (246)	5% (31)	6% (37)	31% (198)	1% (9)	649
2018 House Vote: Someone else	12% (10)	27% (21)	8% (6)	8% (6)	38% (29)	7% (6)	78
2016 Vote: Hillary Clinton	15% (102)	32% (222)	7% (46)	13% (88)	31% (214)	4% (30)	702
2016 Vote: Donald Trump	21% (141)	36% (243)	5% (32)	5% (32)	31% (210)	3% (18)	677
2016 Vote: Other	5% (7)	31% (44)	10% (14)	12% (17)	38% (54)	4% (6)	143
2016 Vote: Didn't Vote	16% (93)	26% (155)	5% (29)	8% (47)	37% (214)	8% (48)	586
Voted in 2014: Yes	16% (213)	34% (445)	6% (81)	9% (111)	31% (405)	4% (46)	1301
Voted in 2014: No	16% (131)	27% (220)	5% (40)	9% (72)	36% (288)	7% (56)	807

Continued on next page

Table KAEP4_1: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

Fox Sports

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (344)	32% (665)	6% (121)	9% (184)	33% (693)	5% (101)	2108
2012 Vote: Barack Obama	15% (128)	34% (286)	7% (56)	10% (89)	30% (260)	4% (35)	854
2012 Vote: Mitt Romney	18% (90)	39% (197)	5% (25)	5% (24)	30% (151)	3% (14)	502
2012 Vote: Other	14% (10)	23% (17)	10% (7)	8% (6)	44% (32)	1% (1)	73
2012 Vote: Didn't Vote	17% (114)	24% (165)	5% (33)	10% (65)	37% (248)	7% (49)	674
4-Region: Northeast	12% (47)	32% (121)	4% (16)	8% (32)	36% (137)	7% (26)	381
4-Region: Midwest	17% (74)	32% (144)	9% (38)	6% (29)	32% (141)	4% (19)	446
4-Region: South	19% (154)	32% (254)	4% (35)	8% (65)	31% (246)	5% (41)	796
4-Region: West	14% (69)	30% (146)	6% (31)	12% (57)	35% (169)	3% (15)	486
Sports Fan	20% (336)	39% (644)	6% (101)	8% (129)	24% (400)	2% (39)	1650
Avid NFL Fan	35% (241)	43% (291)	5% (32)	6% (38)	10% (72)	1% (8)	682
Gen Z NFL Fan	24% (20)	32% (27)	4% (4)	15% (12)	17% (15)	8% (7)	85
Millennial NFL Fan	20% (75)	42% (158)	8% (31)	9% (34)	20% (77)	1% (3)	379
Gen X NFL Fan	26% (96)	45% (170)	5% (19)	4% (16)	19% (72)	1% (3)	376
Boomer NFL Fan	20% (97)	43% (214)	6% (30)	6% (31)	22% (109)	2% (12)	494
Afr Am NFL Fan	32% (55)	36% (62)	2% (4)	6% (10)	21% (36)	3% (6)	173
NFL Fan Republican	26% (108)	47% (196)	4% (15)	5% (21)	18% (78)	— (2)	420
NFL Fan Democrat	21% (119)	41% (231)	6% (35)	9% (51)	21% (116)	2% (11)	562
NFL Fan Republican & White	27% (102)	47% (176)	4% (15)	3% (13)	19% (70)	— (1)	377
NFL Fan Democrat & White	18% (72)	42% (163)	7% (29)	10% (39)	21% (81)	2% (7)	392
White NFL Fan	21% (231)	43% (469)	7% (77)	6% (67)	21% (235)	1% (15)	1094
General NFL Fan	22% (310)	42% (594)	6% (88)	7% (97)	21% (294)	2% (25)	1407

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

Table KAEP4_2: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

ESPN

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (383)	32% (677)	8% (170)	6% (128)	31% (661)	4% (89)	2108
Gender: Male	25% (252)	34% (345)	9% (92)	7% (75)	21% (215)	3% (35)	1015
Gender: Female	12% (130)	30% (332)	7% (78)	5% (53)	41% (446)	5% (54)	1093
Age: 18-29	24% (93)	25% (96)	9% (35)	3% (13)	30% (118)	9% (36)	392
Age: 30-44	23% (124)	33% (178)	7% (39)	4% (23)	28% (152)	5% (25)	541
Age: 45-54	18% (54)	37% (113)	10% (29)	7% (22)	27% (84)	2% (6)	307
Age: 55-64	14% (62)	33% (145)	7% (28)	7% (32)	35% (154)	3% (13)	435
Age: 65+	11% (49)	34% (146)	9% (38)	9% (38)	35% (153)	2% (9)	434
Generation Z: 18-22	26% (42)	17% (27)	11% (17)	2% (3)	30% (48)	14% (22)	159
Millennial: Age 23-38	22% (125)	31% (175)	7% (39)	5% (27)	30% (172)	5% (30)	568
Generation X: Age 39-54	20% (104)	36% (184)	9% (47)	5% (27)	26% (135)	3% (15)	513
Boomers: Age 55-73	13% (97)	34% (254)	7% (55)	8% (58)	35% (266)	3% (20)	751
PID: Dem (no lean)	23% (176)	35% (273)	6% (47)	3% (26)	29% (223)	5% (35)	779
PID: Ind (no lean)	16% (111)	27% (187)	9% (58)	6% (39)	37% (253)	6% (39)	687
PID: Rep (no lean)	15% (96)	34% (217)	10% (65)	10% (63)	29% (186)	2% (15)	642
PID/Gender: Dem Men	32% (111)	36% (127)	5% (19)	3% (12)	19% (67)	3% (12)	347
PID/Gender: Dem Women	15% (65)	34% (146)	6% (28)	3% (14)	36% (156)	5% (24)	432
PID/Gender: Ind Men	22% (77)	29% (102)	10% (35)	7% (26)	26% (91)	5% (17)	347
PID/Gender: Ind Women	10% (34)	25% (85)	7% (23)	4% (14)	48% (161)	6% (22)	339
PID/Gender: Rep Men	20% (65)	36% (117)	12% (37)	12% (38)	18% (57)	2% (7)	320
PID/Gender: Rep Women	10% (32)	31% (101)	9% (27)	8% (25)	40% (129)	3% (8)	322
Ideo: Liberal (1-3)	19% (111)	36% (208)	7% (41)	3% (18)	31% (177)	3% (20)	575
Ideo: Moderate (4)	21% (115)	37% (202)	6% (32)	5% (25)	27% (148)	3% (17)	539
Ideo: Conservative (5-7)	15% (109)	31% (216)	11% (80)	11% (76)	29% (206)	3% (21)	707
Educ: < College	18% (265)	29% (421)	7% (109)	5% (79)	35% (506)	5% (74)	1453
Educ: Bachelors degree	18% (76)	38% (161)	8% (33)	8% (34)	25% (107)	3% (11)	421
Educ: Post-grad	18% (42)	41% (96)	12% (28)	7% (16)	20% (48)	2% (4)	234

Continued on next page

Table KAEP4_2: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

ESPN

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (383)	32% (677)	8% (170)	6% (128)	31% (661)	4% (89)	2108
Income: Under 50k	17% (203)	29% (347)	8% (101)	6% (67)	35% (419)	5% (56)	1193
Income: 50k-100k	17% (109)	35% (226)	7% (43)	8% (52)	29% (184)	4% (27)	642
Income: 100k+	26% (71)	38% (104)	9% (25)	4% (10)	21% (57)	2% (6)	273
Ethnicity: White	16% (266)	33% (549)	8% (140)	7% (114)	33% (551)	3% (52)	1671
Ethnicity: Hispanic	22% (68)	33% (102)	6% (19)	3% (8)	28% (86)	9% (29)	313
Ethnicity: Afr. Am.	32% (81)	28% (71)	4% (9)	2% (6)	26% (67)	8% (20)	255
Ethnicity: Other	19% (35)	32% (58)	11% (20)	4% (8)	24% (43)	9% (17)	182
All Christian	18% (167)	35% (333)	8% (78)	8% (72)	28% (260)	3% (28)	938
All Non-Christian	19% (18)	34% (33)	6% (6)	2% (2)	33% (32)	6% (6)	97
Atheist	12% (11)	25% (23)	13% (12)	8% (7)	38% (35)	4% (4)	92
Agnostic/Nothing in particular	19% (187)	29% (289)	8% (75)	5% (46)	34% (333)	5% (51)	981
Religious Non-Protestant/Catholic	18% (22)	33% (42)	6% (8)	3% (4)	35% (45)	5% (6)	127
Evangelical	23% (118)	29% (153)	8% (42)	9% (45)	28% (146)	3% (16)	519
Non-Evangelical	18% (141)	35% (271)	8% (61)	6% (49)	28% (211)	4% (33)	766
Community: Urban	22% (119)	36% (196)	7% (38)	3% (19)	27% (146)	4% (22)	540
Community: Suburban	17% (165)	33% (317)	8% (79)	7% (68)	30% (284)	4% (38)	951
Community: Rural	16% (99)	27% (165)	9% (53)	7% (42)	37% (230)	5% (29)	618
Employ: Private Sector	21% (134)	36% (229)	8% (50)	7% (42)	25% (160)	2% (15)	631
Employ: Government	24% (33)	33% (46)	10% (14)	3% (4)	24% (33)	6% (9)	139
Employ: Self-Employed	20% (32)	33% (52)	9% (14)	10% (16)	25% (39)	3% (5)	157
Employ: Homemaker	12% (20)	28% (47)	8% (13)	3% (6)	46% (76)	3% (4)	165
Employ: Retired	12% (63)	33% (171)	9% (44)	8% (40)	35% (179)	3% (17)	514
Employ: Unemployed	20% (47)	26% (62)	7% (16)	4% (10)	35% (83)	8% (19)	237
Employ: Other	21% (37)	25% (45)	9% (16)	5% (10)	34% (61)	5% (10)	179
Military HH: Yes	18% (65)	33% (119)	8% (30)	7% (23)	31% (110)	3% (10)	358
Military HH: No	18% (317)	32% (558)	8% (140)	6% (105)	31% (551)	5% (79)	1750
RD/WT: Right Direction	18% (145)	32% (251)	10% (79)	9% (72)	27% (213)	4% (28)	787
RD/WT: Wrong Track	18% (238)	32% (427)	7% (91)	4% (56)	34% (448)	5% (61)	1321
Trump Job Approve	16% (137)	33% (288)	11% (99)	10% (90)	27% (230)	2% (21)	865
Trump Job Disapprove	20% (228)	33% (373)	6% (69)	3% (34)	33% (378)	5% (59)	1141

Continued on next page

Table KAEP4_2: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
 ESPN

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (383)	32% (677)	8% (170)	6% (128)	31% (661)	4% (89)	2108
Trump Job Strongly Approve	16% (79)	30% (146)	11% (53)	14% (69)	26% (125)	3% (12)	484
Trump Job Somewhat Approve	15% (59)	37% (142)	12% (45)	6% (21)	28% (106)	2% (9)	381
Trump Job Somewhat Disapprove	20% (42)	30% (64)	6% (12)	2% (4)	37% (79)	5% (11)	212
Trump Job Strongly Disapprove	20% (186)	33% (309)	6% (57)	3% (30)	32% (299)	5% (48)	929
Favorable of Trump	17% (145)	33% (286)	11% (92)	10% (89)	27% (230)	2% (21)	862
Unfavorable of Trump	20% (224)	33% (378)	7% (77)	3% (35)	32% (365)	5% (55)	1135
Very Favorable of Trump	18% (93)	28% (148)	11% (56)	13% (69)	27% (143)	3% (16)	523
Somewhat Favorable of Trump	15% (52)	41% (138)	11% (36)	6% (20)	26% (87)	2% (5)	339
Somewhat Unfavorable of Trump	19% (35)	31% (56)	8% (14)	4% (7)	34% (62)	5% (9)	183
Very Unfavorable of Trump	20% (189)	34% (322)	7% (63)	3% (29)	32% (303)	5% (47)	952
#1 Issue: Economy	24% (123)	33% (167)	10% (49)	4% (22)	25% (125)	3% (17)	503
#1 Issue: Security	17% (69)	31% (124)	8% (34)	12% (50)	27% (111)	4% (17)	405
#1 Issue: Health Care	17% (62)	35% (131)	7% (24)	4% (15)	34% (126)	4% (13)	371
#1 Issue: Medicare / Social Security	14% (49)	32% (115)	6% (23)	6% (22)	39% (139)	3% (9)	357
#1 Issue: Women's Issues	15% (19)	31% (38)	10% (12)	2% (2)	36% (43)	6% (8)	121
#1 Issue: Education	18% (21)	33% (39)	7% (8)	3% (3)	26% (31)	14% (17)	120
#1 Issue: Energy	16% (20)	27% (33)	10% (12)	5% (6)	38% (47)	4% (5)	125
#1 Issue: Other	18% (19)	29% (31)	7% (8)	7% (7)	37% (40)	3% (3)	108
2018 House Vote: Democrat	20% (149)	38% (282)	7% (55)	3% (23)	28% (209)	4% (26)	744
2018 House Vote: Republican	15% (95)	33% (214)	11% (74)	12% (76)	27% (174)	2% (15)	649
2018 House Vote: Someone else	21% (16)	27% (21)	3% (2)	7% (5)	39% (31)	3% (2)	78
2016 Vote: Hillary Clinton	21% (150)	37% (261)	6% (43)	3% (19)	29% (203)	4% (25)	702
2016 Vote: Donald Trump	16% (108)	33% (220)	10% (70)	11% (71)	28% (190)	2% (16)	677
2016 Vote: Other	8% (12)	39% (56)	11% (16)	5% (8)	32% (46)	4% (5)	143
2016 Vote: Didn't Vote	19% (111)	24% (140)	7% (41)	5% (30)	38% (222)	7% (43)	586
Voted in 2014: Yes	18% (234)	35% (454)	9% (114)	7% (88)	28% (368)	3% (43)	1301
Voted in 2014: No	18% (149)	28% (223)	7% (55)	5% (40)	36% (293)	6% (46)	807

Continued on next page

Table KAEP4_2: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

ESPN

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (383)	32% (677)	8% (170)	6% (128)	31% (661)	4% (89)	2108
2012 Vote: Barack Obama	21% (180)	38% (328)	7% (56)	3% (26)	28% (238)	3% (26)	854
2012 Vote: Mitt Romney	14% (72)	30% (152)	12% (61)	12% (60)	29% (146)	2% (12)	502
2012 Vote: Other	8% (6)	32% (23)	12% (9)	9% (6)	38% (28)	1% (1)	73
2012 Vote: Didn't Vote	18% (125)	26% (174)	6% (43)	5% (36)	37% (248)	7% (48)	674
4-Region: Northeast	16% (62)	33% (124)	7% (27)	4% (14)	34% (128)	7% (25)	381
4-Region: Midwest	15% (66)	34% (151)	10% (46)	6% (25)	32% (142)	3% (16)	446
4-Region: South	21% (169)	32% (254)	8% (61)	7% (55)	28% (226)	4% (31)	796
4-Region: West	17% (85)	31% (149)	7% (36)	7% (33)	34% (165)	4% (18)	486
Sports Fan	23% (374)	39% (637)	9% (145)	6% (94)	22% (358)	3% (42)	1650
Avid NFL Fan	40% (275)	40% (274)	5% (35)	3% (19)	10% (69)	1% (10)	682
Gen Z NFL Fan	39% (33)	19% (16)	12% (10)	2% (2)	25% (21)	3% (3)	85
Millennial NFL Fan	32% (120)	39% (149)	7% (28)	3% (10)	15% (57)	4% (15)	379
Gen X NFL Fan	27% (102)	44% (164)	9% (35)	4% (16)	15% (56)	1% (3)	376
Boomer NFL Fan	19% (92)	44% (216)	8% (41)	5% (27)	23% (114)	1% (4)	494
Afr Am NFL Fan	42% (73)	32% (56)	4% (7)	3% (4)	18% (31)	1% (2)	173
NFL Fan Republican	22% (91)	43% (179)	11% (48)	7% (29)	17% (70)	1% (3)	420
NFL Fan Democrat	30% (170)	42% (236)	5% (29)	2% (11)	19% (106)	2% (9)	562
NFL Fan Republican & White	23% (85)	43% (162)	11% (40)	7% (26)	16% (61)	1% (3)	377
NFL Fan Democrat & White	26% (103)	46% (179)	6% (22)	2% (8)	19% (76)	1% (4)	392
White NFL Fan	23% (254)	43% (466)	9% (96)	5% (53)	19% (209)	1% (16)	1094
General NFL Fan	26% (360)	41% (575)	9% (120)	4% (60)	19% (266)	2% (26)	1407

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

Table KAEP4_3: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

LeBron James

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (348)	28% (587)	9% (185)	12% (263)	29% (601)	6% (123)	2108
Gender: Male	18% (182)	29% (291)	12% (118)	17% (169)	20% (201)	5% (53)	1015
Gender: Female	15% (166)	27% (297)	6% (67)	9% (94)	37% (400)	6% (70)	1093
Age: 18-29	29% (114)	29% (113)	6% (24)	5% (21)	24% (95)	6% (24)	392
Age: 30-44	18% (97)	29% (158)	9% (46)	14% (78)	26% (139)	4% (22)	541
Age: 45-54	13% (41)	34% (103)	11% (34)	12% (38)	26% (79)	4% (11)	307
Age: 55-64	13% (56)	24% (105)	8% (34)	14% (63)	34% (147)	7% (30)	435
Age: 65+	9% (40)	25% (107)	11% (47)	15% (63)	32% (140)	8% (36)	434
Generation Z: 18-22	32% (51)	27% (42)	5% (8)	3% (5)	23% (36)	10% (16)	159
Millennial: Age 23-38	21% (121)	30% (172)	7% (39)	12% (68)	26% (147)	4% (21)	568
Generation X: Age 39-54	16% (80)	31% (161)	11% (58)	12% (63)	26% (131)	4% (20)	513
Boomers: Age 55-73	11% (82)	26% (193)	9% (67)	15% (112)	32% (243)	7% (54)	751
PID: Dem (no lean)	25% (197)	34% (268)	5% (41)	6% (46)	24% (184)	6% (43)	779
PID: Ind (no lean)	14% (95)	25% (169)	10% (66)	11% (74)	34% (233)	7% (49)	687
PID: Rep (no lean)	9% (56)	23% (150)	12% (78)	22% (143)	29% (183)	5% (31)	642
PID/Gender: Dem Men	28% (99)	34% (118)	8% (26)	7% (26)	17% (58)	6% (21)	347
PID/Gender: Dem Women	23% (99)	35% (150)	3% (15)	5% (20)	29% (126)	5% (22)	432
PID/Gender: Ind Men	15% (53)	27% (95)	11% (39)	13% (46)	26% (91)	7% (24)	347
PID/Gender: Ind Women	12% (42)	22% (73)	8% (28)	8% (29)	42% (143)	7% (24)	339
PID/Gender: Rep Men	10% (31)	24% (77)	17% (53)	31% (98)	17% (53)	2% (8)	320
PID/Gender: Rep Women	8% (25)	23% (73)	8% (25)	14% (45)	41% (131)	7% (24)	322
Ideo: Liberal (1-3)	25% (142)	37% (213)	6% (33)	4% (21)	25% (142)	4% (24)	575
Ideo: Moderate (4)	17% (91)	31% (165)	9% (50)	11% (58)	27% (145)	5% (29)	539
Ideo: Conservative (5-7)	9% (65)	22% (157)	13% (93)	23% (165)	27% (194)	5% (32)	707
Educ: < College	17% (245)	24% (351)	8% (114)	13% (187)	31% (457)	7% (100)	1453
Educ: Bachelors degree	14% (59)	35% (149)	11% (47)	11% (47)	24% (103)	4% (16)	421
Educ: Post-grad	19% (44)	37% (87)	10% (24)	12% (29)	18% (42)	3% (8)	234

Continued on next page

Table KAEP4_3: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

LeBron James

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (348)	28% (587)	9% (185)	12% (263)	29% (601)	6% (123)	2108
Income: Under 50k	17% (199)	26% (308)	7% (84)	11% (129)	32% (388)	7% (86)	1193
Income: 50k-100k	15% (95)	30% (190)	11% (70)	16% (103)	25% (158)	4% (26)	642
Income: 100k+	20% (54)	33% (90)	11% (30)	12% (31)	20% (55)	4% (12)	273
Ethnicity: White	12% (202)	27% (448)	10% (173)	14% (230)	31% (524)	6% (94)	1671
Ethnicity: Hispanic	22% (68)	35% (110)	5% (15)	13% (41)	20% (61)	6% (17)	313
Ethnicity: Afr. Am.	43% (109)	30% (76)	2% (5)	6% (14)	14% (36)	6% (14)	255
Ethnicity: Other	21% (37)	35% (63)	4% (7)	10% (18)	22% (41)	8% (15)	182
All Christian	13% (123)	29% (269)	11% (104)	17% (155)	27% (249)	4% (38)	938
All Non-Christian	15% (15)	29% (29)	6% (6)	9% (9)	32% (31)	9% (8)	97
Atheist	19% (17)	29% (27)	6% (5)	9% (8)	33% (30)	5% (4)	92
Agnostic/Nothing in particular	20% (193)	27% (263)	7% (70)	9% (91)	30% (292)	7% (72)	981
Religious Non-Protestant/Catholic	12% (16)	29% (37)	6% (8)	15% (19)	28% (36)	9% (12)	127
Evangelical	16% (85)	25% (131)	9% (47)	14% (71)	29% (152)	6% (33)	519
Non-Evangelical	16% (123)	30% (226)	10% (80)	14% (110)	26% (199)	3% (26)	766
Community: Urban	20% (111)	32% (174)	8% (44)	7% (39)	27% (144)	5% (28)	540
Community: Suburban	17% (162)	27% (259)	10% (93)	14% (131)	27% (253)	5% (52)	951
Community: Rural	12% (75)	25% (153)	8% (48)	15% (93)	33% (204)	7% (44)	618
Employ: Private Sector	18% (113)	33% (206)	10% (61)	13% (85)	23% (148)	3% (18)	631
Employ: Government	22% (31)	29% (40)	8% (12)	12% (17)	20% (27)	8% (12)	139
Employ: Self-Employed	19% (29)	28% (43)	8% (13)	18% (29)	23% (36)	4% (6)	157
Employ: Homemaker	13% (22)	25% (41)	5% (9)	11% (18)	41% (67)	5% (9)	165
Employ: Retired	10% (52)	25% (128)	12% (61)	14% (72)	31% (161)	8% (39)	514
Employ: Unemployed	22% (52)	22% (52)	5% (12)	11% (27)	31% (73)	9% (20)	237
Employ: Other	15% (27)	29% (51)	8% (14)	6% (11)	34% (61)	8% (14)	179
Military HH: Yes	16% (55)	22% (80)	13% (46)	16% (59)	28% (100)	5% (18)	358
Military HH: No	17% (293)	29% (508)	8% (140)	12% (204)	29% (501)	6% (105)	1750
RD/WT: Right Direction	13% (103)	22% (173)	12% (92)	20% (161)	26% (207)	7% (52)	787
RD/WT: Wrong Track	19% (245)	31% (415)	7% (93)	8% (102)	30% (394)	5% (71)	1321
Trump Job Approve	11% (92)	22% (193)	13% (110)	21% (180)	28% (238)	6% (52)	865
Trump Job Disapprove	21% (239)	33% (375)	6% (73)	7% (78)	28% (316)	5% (60)	1141

Continued on next page

Table KAEP4_3: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
 LeBron James

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (348)	28% (587)	9% (185)	12% (263)	29% (601)	6% (123)	2108
Trump Job Strongly Approve	9% (43)	18% (89)	13% (63)	29% (140)	26% (124)	5% (25)	484
Trump Job Somewhat Approve	13% (49)	27% (104)	12% (47)	11% (40)	30% (115)	7% (27)	381
Trump Job Somewhat Disapprove	16% (34)	29% (62)	6% (14)	8% (18)	38% (80)	2% (5)	212
Trump Job Strongly Disapprove	22% (205)	34% (313)	6% (59)	6% (60)	25% (236)	6% (56)	929
Favorable of Trump	11% (96)	21% (185)	13% (112)	21% (183)	27% (234)	6% (53)	862
Unfavorable of Trump	22% (244)	34% (384)	6% (73)	6% (70)	27% (307)	5% (56)	1135
Very Favorable of Trump	10% (53)	19% (98)	12% (60)	27% (142)	26% (136)	6% (34)	523
Somewhat Favorable of Trump	13% (43)	25% (86)	15% (51)	12% (42)	29% (98)	6% (19)	339
Somewhat Unfavorable of Trump	21% (39)	27% (49)	7% (13)	8% (14)	35% (64)	2% (5)	183
Very Unfavorable of Trump	22% (205)	35% (335)	6% (60)	6% (56)	26% (244)	5% (51)	952
#1 Issue: Economy	20% (101)	31% (154)	8% (41)	13% (64)	25% (124)	4% (19)	503
#1 Issue: Security	11% (45)	24% (96)	11% (46)	23% (92)	27% (107)	5% (19)	405
#1 Issue: Health Care	16% (60)	29% (109)	9% (32)	10% (37)	28% (102)	8% (31)	371
#1 Issue: Medicare / Social Security	15% (53)	24% (85)	9% (33)	11% (38)	33% (117)	9% (31)	357
#1 Issue: Women's Issues	22% (26)	33% (40)	6% (7)	6% (8)	28% (34)	5% (7)	121
#1 Issue: Education	20% (24)	28% (34)	9% (11)	6% (7)	27% (33)	9% (11)	120
#1 Issue: Energy	22% (27)	32% (40)	5% (6)	7% (9)	33% (41)	1% (1)	125
#1 Issue: Other	11% (12)	29% (31)	9% (9)	7% (8)	39% (42)	5% (5)	108
2018 House Vote: Democrat	23% (171)	34% (256)	7% (49)	6% (47)	25% (187)	5% (34)	744
2018 House Vote: Republican	9% (58)	21% (136)	14% (93)	25% (161)	27% (172)	4% (29)	649
2018 House Vote: Someone else	12% (9)	18% (14)	10% (8)	8% (6)	47% (37)	5% (4)	78
2016 Vote: Hillary Clinton	24% (168)	35% (243)	6% (44)	6% (44)	24% (171)	4% (31)	702
2016 Vote: Donald Trump	8% (54)	21% (145)	13% (89)	23% (159)	29% (193)	5% (36)	677
2016 Vote: Other	16% (23)	28% (39)	6% (9)	15% (21)	33% (46)	3% (4)	143
2016 Vote: Didn't Vote	17% (101)	27% (160)	7% (43)	7% (39)	32% (190)	9% (52)	586
Voted in 2014: Yes	16% (205)	29% (375)	10% (127)	15% (190)	26% (344)	5% (62)	1301
Voted in 2014: No	18% (143)	26% (213)	7% (59)	9% (73)	32% (257)	8% (62)	807

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Table KAEP4_3: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

LeBron James

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (348)	28% (587)	9% (185)	12% (263)	29% (601)	6% (123)	2108
2012 Vote: Barack Obama	22% (191)	33% (285)	7% (61)	6% (55)	26% (218)	5% (44)	854
2012 Vote: Mitt Romney	6% (31)	22% (113)	14% (72)	24% (122)	28% (143)	4% (20)	502
2012 Vote: Other	6% (4)	16% (12)	8% (6)	30% (22)	37% (27)	3% (2)	73
2012 Vote: Didn't Vote	18% (121)	26% (177)	7% (46)	10% (64)	31% (212)	8% (54)	674
4-Region: Northeast	15% (57)	28% (107)	10% (36)	9% (33)	32% (122)	7% (26)	381
4-Region: Midwest	16% (70)	28% (124)	8% (37)	13% (58)	31% (138)	4% (19)	446
4-Region: South	20% (155)	26% (209)	8% (65)	13% (104)	27% (217)	6% (45)	796
4-Region: West	14% (66)	30% (147)	10% (48)	14% (68)	25% (124)	7% (34)	486
Sports Fan	19% (318)	32% (525)	10% (172)	13% (217)	22% (366)	3% (51)	1650
Avid NFL Fan	26% (180)	32% (221)	11% (77)	12% (79)	16% (111)	2% (14)	682
Gen Z NFL Fan	40% (34)	29% (25)	8% (6)	5% (5)	12% (10)	7% (6)	85
Millennial NFL Fan	29% (108)	36% (136)	8% (31)	11% (43)	15% (59)	1% (3)	379
Gen X NFL Fan	20% (74)	36% (137)	12% (46)	13% (48)	18% (67)	1% (4)	376
Boomer NFL Fan	14% (67)	31% (154)	11% (55)	15% (75)	26% (129)	3% (15)	494
Afr Am NFL Fan	48% (83)	33% (56)	3% (5)	4% (6)	12% (20)	1% (2)	173
NFL Fan Republican	13% (54)	29% (120)	15% (63)	23% (98)	19% (79)	1% (6)	420
NFL Fan Democrat	29% (164)	38% (214)	7% (37)	6% (33)	18% (101)	3% (14)	562
NFL Fan Republican & White	13% (47)	28% (106)	16% (60)	22% (84)	20% (75)	1% (5)	377
NFL Fan Democrat & White	21% (84)	39% (154)	8% (33)	7% (28)	21% (82)	3% (13)	392
White NFL Fan	16% (175)	33% (358)	13% (137)	14% (152)	22% (246)	2% (26)	1094
General NFL Fan	21% (294)	33% (468)	11% (150)	13% (179)	20% (286)	2% (31)	1407

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

Table KAEP4_4: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
The Dallas Cowboys

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	11% (235)	21% (443)	12% (248)	16% (342)	36% (760)	4% (79)	2108
Gender: Male	15% (149)	22% (226)	14% (137)	19% (190)	26% (263)	5% (49)	1015
Gender: Female	8% (86)	20% (217)	10% (111)	14% (152)	45% (497)	3% (30)	1093
Age: 18-29	9% (37)	15% (57)	8% (29)	20% (78)	38% (149)	10% (41)	392
Age: 30-44	14% (78)	19% (101)	13% (72)	17% (94)	32% (171)	5% (24)	541
Age: 45-54	10% (31)	28% (86)	15% (47)	19% (59)	26% (80)	1% (4)	307
Age: 55-64	14% (61)	20% (87)	10% (45)	15% (65)	38% (167)	2% (8)	435
Age: 65+	6% (27)	26% (111)	13% (55)	10% (45)	44% (193)	— (2)	434
Generation Z: 18-22	9% (14)	13% (21)	11% (17)	13% (20)	35% (55)	20% (32)	159
Millennial: Age 23-38	12% (65)	16% (91)	10% (59)	23% (130)	35% (199)	4% (23)	568
Generation X: Age 39-54	13% (67)	26% (132)	14% (71)	16% (81)	28% (146)	3% (14)	513
Boomers: Age 55-73	11% (86)	21% (156)	12% (89)	13% (98)	42% (313)	1% (8)	751
PID: Dem (no lean)	14% (108)	21% (165)	12% (96)	19% (149)	31% (241)	3% (22)	779
PID: Ind (no lean)	7% (49)	17% (120)	11% (77)	15% (102)	44% (299)	6% (40)	687
PID: Rep (no lean)	12% (78)	25% (158)	12% (76)	14% (91)	34% (221)	3% (17)	642
PID/Gender: Dem Men	19% (67)	21% (74)	13% (46)	23% (81)	20% (70)	3% (9)	347
PID/Gender: Dem Women	9% (41)	21% (91)	12% (50)	16% (68)	39% (170)	3% (12)	432
PID/Gender: Ind Men	9% (31)	19% (67)	12% (43)	15% (54)	36% (126)	8% (26)	347
PID/Gender: Ind Women	5% (18)	16% (53)	10% (33)	14% (48)	51% (173)	4% (14)	339
PID/Gender: Rep Men	16% (51)	27% (85)	15% (48)	17% (55)	21% (67)	4% (13)	320
PID/Gender: Rep Women	8% (27)	23% (73)	9% (28)	11% (36)	48% (153)	1% (4)	322
Ideo: Liberal (1-3)	11% (63)	20% (113)	13% (77)	17% (100)	35% (203)	3% (19)	575
Ideo: Moderate (4)	13% (68)	23% (126)	12% (62)	15% (83)	35% (188)	2% (12)	539
Ideo: Conservative (5-7)	12% (85)	26% (183)	14% (97)	15% (103)	32% (226)	2% (13)	707
Educ: < College	12% (170)	20% (288)	10% (144)	17% (241)	38% (545)	4% (65)	1453
Educ: Bachelors degree	10% (43)	22% (95)	15% (65)	16% (67)	34% (143)	2% (9)	421
Educ: Post-grad	9% (22)	26% (60)	17% (40)	15% (34)	31% (72)	2% (5)	234

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Table KAEP4_4: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
The Dallas Cowboys

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	11% (235)	21% (443)	12% (248)	16% (342)	36% (760)	4% (79)	2108
Income: Under 50k	12% (138)	19% (225)	10% (116)	16% (188)	40% (478)	4% (48)	1193
Income: 50k-100k	9% (58)	24% (154)	13% (84)	18% (116)	32% (203)	4% (26)	642
Income: 100k+	14% (38)	23% (63)	18% (48)	14% (38)	29% (79)	2% (6)	273
Ethnicity: White	10% (170)	22% (362)	12% (202)	15% (253)	38% (642)	2% (42)	1671
Ethnicity: Hispanic	12% (37)	20% (62)	11% (35)	24% (75)	25% (79)	8% (25)	313
Ethnicity: Afr. Am.	18% (46)	19% (48)	5% (14)	22% (55)	29% (75)	7% (18)	255
Ethnicity: Other	11% (20)	18% (32)	18% (33)	19% (34)	24% (44)	11% (20)	182
All Christian	12% (114)	24% (229)	13% (120)	16% (146)	33% (313)	2% (15)	938
All Non-Christian	8% (8)	28% (27)	13% (13)	9% (9)	36% (35)	6% (5)	97
Atheist	6% (5)	13% (12)	12% (11)	20% (18)	41% (38)	8% (7)	92
Agnostic/Nothing in particular	11% (108)	18% (175)	11% (105)	17% (169)	38% (374)	5% (51)	981
Religious Non-Protestant/Catholic	9% (11)	30% (38)	11% (14)	12% (15)	34% (43)	4% (5)	127
Evangelical	18% (93)	24% (124)	10% (51)	13% (67)	33% (170)	3% (13)	519
Non-Evangelical	9% (71)	22% (168)	13% (97)	19% (149)	34% (259)	3% (21)	766
Community: Urban	12% (63)	21% (113)	11% (58)	19% (103)	32% (174)	5% (28)	540
Community: Suburban	11% (105)	21% (203)	13% (124)	15% (144)	36% (344)	3% (30)	951
Community: Rural	11% (67)	21% (127)	11% (66)	15% (96)	39% (242)	3% (21)	618
Employ: Private Sector	12% (78)	24% (149)	13% (83)	16% (99)	32% (205)	3% (16)	631
Employ: Government	18% (25)	19% (27)	13% (18)	21% (29)	22% (30)	7% (9)	139
Employ: Self-Employed	13% (21)	20% (31)	17% (27)	20% (31)	27% (42)	3% (5)	157
Employ: Homemaker	11% (19)	23% (38)	4% (7)	16% (27)	42% (70)	2% (4)	165
Employ: Retired	8% (44)	24% (122)	12% (64)	13% (67)	41% (210)	1% (7)	514
Employ: Unemployed	14% (33)	14% (33)	10% (24)	14% (34)	41% (97)	7% (16)	237
Employ: Other	6% (11)	18% (33)	11% (21)	23% (41)	37% (66)	4% (7)	179
Military HH: Yes	10% (36)	22% (80)	18% (65)	15% (54)	32% (116)	2% (7)	358
Military HH: No	11% (199)	21% (363)	10% (183)	16% (288)	37% (644)	4% (72)	1750
RD/WT: Right Direction	15% (121)	24% (191)	11% (88)	13% (104)	33% (261)	3% (22)	787
RD/WT: Wrong Track	9% (114)	19% (252)	12% (160)	18% (238)	38% (499)	4% (57)	1321
Trump Job Approve	14% (120)	25% (218)	11% (96)	15% (130)	32% (281)	2% (20)	865
Trump Job Disapprove	10% (112)	19% (216)	13% (149)	17% (197)	36% (416)	4% (51)	1141

Continued on next page

Table KAEP4_4: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
 The Dallas Cowboys

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	11% (235)	21% (443)	12% (248)	16% (342)	36% (760)	4% (79)	2108
Trump Job Strongly Approve	14% (68)	24% (118)	10% (49)	16% (80)	33% (157)	3% (12)	484
Trump Job Somewhat Approve	14% (52)	26% (100)	12% (47)	13% (51)	32% (124)	2% (8)	381
Trump Job Somewhat Disapprove	8% (17)	23% (48)	13% (28)	11% (23)	42% (89)	4% (8)	212
Trump Job Strongly Disapprove	10% (95)	18% (168)	13% (122)	19% (174)	35% (327)	5% (43)	929
Favorable of Trump	14% (124)	25% (217)	11% (95)	15% (126)	32% (280)	2% (21)	862
Unfavorable of Trump	10% (108)	20% (222)	13% (144)	18% (204)	36% (408)	4% (47)	1135
Very Favorable of Trump	16% (82)	24% (125)	9% (50)	15% (79)	33% (170)	3% (17)	523
Somewhat Favorable of Trump	12% (42)	27% (92)	13% (45)	14% (46)	32% (110)	1% (4)	339
Somewhat Unfavorable of Trump	6% (10)	22% (41)	11% (20)	12% (22)	43% (79)	6% (11)	183
Very Unfavorable of Trump	10% (98)	19% (182)	13% (125)	19% (182)	35% (330)	4% (36)	952
#1 Issue: Economy	12% (59)	20% (98)	12% (61)	19% (97)	34% (169)	4% (18)	503
#1 Issue: Security	14% (58)	26% (105)	10% (39)	15% (61)	32% (130)	3% (11)	405
#1 Issue: Health Care	9% (33)	24% (89)	12% (43)	18% (68)	33% (123)	4% (15)	371
#1 Issue: Medicare / Social Security	10% (36)	22% (78)	10% (37)	14% (48)	43% (152)	2% (5)	357
#1 Issue: Women's Issues	12% (15)	15% (18)	11% (13)	20% (25)	38% (46)	4% (5)	121
#1 Issue: Education	12% (15)	13% (15)	21% (26)	12% (15)	27% (33)	14% (17)	120
#1 Issue: Energy	7% (8)	16% (20)	14% (18)	14% (18)	47% (59)	2% (2)	125
#1 Issue: Other	11% (12)	18% (20)	10% (11)	11% (12)	45% (48)	5% (5)	108
2018 House Vote: Democrat	12% (88)	21% (155)	13% (94)	18% (137)	34% (251)	3% (19)	744
2018 House Vote: Republican	13% (85)	25% (162)	13% (85)	15% (95)	32% (209)	2% (13)	649
2018 House Vote: Someone else	3% (3)	19% (15)	12% (9)	19% (15)	43% (34)	4% (3)	78
2016 Vote: Hillary Clinton	13% (93)	20% (142)	13% (94)	18% (125)	33% (231)	2% (17)	702
2016 Vote: Donald Trump	13% (86)	26% (178)	12% (81)	15% (98)	33% (220)	2% (13)	677
2016 Vote: Other	4% (5)	17% (24)	15% (22)	21% (29)	40% (57)	4% (6)	143
2016 Vote: Didn't Vote	9% (51)	17% (99)	9% (51)	15% (90)	43% (252)	7% (43)	586
Voted in 2014: Yes	12% (156)	23% (297)	13% (170)	17% (222)	33% (428)	2% (28)	1301
Voted in 2014: No	10% (79)	18% (146)	10% (79)	15% (121)	41% (332)	6% (51)	807

Continued on next page

Table KAEP4_4: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
The Dallas Cowboys

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	11% (235)	21% (443)	12% (248)	16% (342)	36% (760)	4% (79)	2108
2012 Vote: Barack Obama	12% (101)	22% (184)	12% (104)	18% (151)	35% (300)	2% (15)	854
2012 Vote: Mitt Romney	10% (51)	27% (136)	14% (69)	15% (76)	31% (158)	2% (12)	502
2012 Vote: Other	6% (4)	22% (16)	11% (8)	22% (16)	38% (28)	2% (1)	73
2012 Vote: Didn't Vote	12% (78)	16% (107)	10% (67)	15% (100)	41% (273)	7% (50)	674
4-Region: Northeast	7% (26)	18% (67)	11% (40)	17% (66)	40% (151)	8% (31)	381
4-Region: Midwest	9% (38)	21% (93)	14% (60)	14% (64)	40% (179)	2% (11)	446
4-Region: South	14% (110)	24% (188)	11% (84)	17% (133)	33% (261)	3% (20)	796
4-Region: West	13% (61)	19% (94)	13% (64)	16% (80)	35% (170)	4% (17)	486
Sports Fan	14% (225)	24% (401)	14% (223)	19% (309)	28% (457)	2% (35)	1650
Avid NFL Fan	22% (150)	24% (161)	13% (88)	25% (170)	16% (108)	1% (5)	682
Gen Z NFL Fan	16% (14)	21% (18)	9% (8)	18% (15)	30% (26)	6% (5)	85
Millennial NFL Fan	16% (61)	20% (76)	12% (47)	30% (112)	21% (80)	1% (2)	379
Gen X NFL Fan	17% (65)	31% (116)	14% (53)	20% (75)	18% (67)	— (0)	376
Boomer NFL Fan	17% (83)	25% (124)	16% (78)	14% (68)	28% (139)	1% (3)	494
Afr Am NFL Fan	23% (39)	27% (47)	4% (8)	25% (43)	20% (34)	1% (2)	173
NFL Fan Republican	18% (74)	30% (127)	15% (62)	17% (70)	20% (84)	1% (2)	420
NFL Fan Democrat	18% (103)	26% (146)	12% (70)	23% (127)	20% (111)	1% (6)	562
NFL Fan Republican & White	18% (66)	31% (117)	15% (55)	16% (59)	21% (78)	— (1)	377
NFL Fan Democrat & White	15% (61)	27% (105)	14% (56)	22% (88)	21% (82)	— (1)	392
White NFL Fan	15% (163)	27% (293)	15% (161)	18% (201)	25% (273)	— (4)	1094
General NFL Fan	16% (224)	26% (367)	14% (194)	20% (279)	24% (334)	1% (10)	1407

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

Table KAEP4_5: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
The National Football League (NFL)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	21% (434)	30% (631)	12% (258)	10% (220)	23% (490)	4% (74)	2108
Gender: Male	27% (273)	31% (319)	11% (116)	12% (118)	15% (149)	4% (38)	1015
Gender: Female	15% (161)	29% (312)	13% (142)	9% (102)	31% (341)	3% (36)	1093
Age: 18-29	22% (87)	22% (87)	15% (58)	8% (31)	24% (95)	9% (34)	392
Age: 30-44	25% (134)	30% (164)	12% (65)	10% (52)	20% (108)	3% (18)	541
Age: 45-54	27% (82)	30% (91)	14% (42)	9% (26)	19% (59)	2% (7)	307
Age: 55-64	18% (80)	32% (141)	11% (46)	12% (53)	25% (107)	2% (9)	435
Age: 65+	12% (51)	34% (149)	11% (48)	13% (58)	28% (121)	2% (7)	434
Generation Z: 18-22	22% (35)	18% (29)	13% (21)	7% (11)	22% (36)	17% (27)	159
Millennial: Age 23-38	24% (137)	27% (154)	13% (74)	11% (64)	22% (123)	3% (16)	568
Generation X: Age 39-54	25% (131)	31% (159)	14% (69)	7% (35)	20% (104)	3% (15)	513
Boomers: Age 55-73	16% (117)	33% (246)	11% (82)	13% (100)	26% (192)	2% (14)	751
PID: Dem (no lean)	25% (199)	32% (251)	12% (90)	7% (54)	21% (164)	3% (22)	779
PID: Ind (no lean)	18% (123)	26% (180)	12% (82)	10% (68)	29% (196)	5% (37)	687
PID: Rep (no lean)	17% (112)	31% (201)	13% (86)	15% (99)	20% (130)	2% (14)	642
PID/Gender: Dem Men	37% (128)	33% (113)	7% (25)	6% (22)	15% (51)	2% (9)	347
PID/Gender: Dem Women	16% (71)	32% (138)	15% (65)	7% (32)	26% (113)	3% (14)	432
PID/Gender: Ind Men	22% (76)	28% (97)	13% (43)	12% (40)	20% (68)	7% (23)	347
PID/Gender: Ind Women	14% (47)	25% (83)	11% (39)	8% (28)	38% (129)	4% (14)	339
PID/Gender: Rep Men	22% (69)	34% (109)	15% (48)	18% (56)	10% (31)	2% (7)	320
PID/Gender: Rep Women	13% (43)	28% (91)	12% (38)	13% (42)	31% (99)	2% (8)	322
Ideo: Liberal (1-3)	21% (123)	33% (189)	14% (79)	10% (55)	20% (112)	3% (17)	575
Ideo: Moderate (4)	26% (142)	34% (181)	9% (51)	8% (43)	21% (113)	2% (9)	539
Ideo: Conservative (5-7)	17% (123)	30% (209)	14% (101)	15% (106)	22% (155)	2% (14)	707
Educ: < College	22% (320)	27% (398)	11% (156)	10% (140)	26% (377)	4% (63)	1453
Educ: Bachelors degree	18% (74)	38% (158)	13% (56)	11% (48)	18% (76)	2% (9)	421
Educ: Post-grad	17% (41)	32% (75)	20% (47)	14% (32)	16% (37)	1% (2)	234

Continued on next page

**Table KAEP4_5: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
The National Football League (NFL)**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	21% (434)	30% (631)	12% (258)	10% (220)	23% (490)	4% (74)	2108
Income: Under 50k	21% (255)	26% (313)	11% (133)	9% (113)	27% (325)	5% (54)	1193
Income: 50k-100k	19% (124)	34% (219)	12% (79)	13% (82)	19% (125)	2% (13)	642
Income: 100k+	20% (54)	37% (100)	17% (47)	9% (25)	15% (40)	3% (7)	273
Ethnicity: White	19% (317)	32% (530)	13% (216)	11% (183)	23% (388)	2% (37)	1671
Ethnicity: Hispanic	23% (73)	33% (105)	12% (37)	9% (27)	18% (55)	5% (15)	313
Ethnicity: Afr. Am.	35% (88)	16% (42)	10% (24)	8% (21)	24% (62)	7% (18)	255
Ethnicity: Other	16% (29)	33% (59)	10% (18)	9% (16)	22% (41)	10% (19)	182
All Christian	21% (201)	34% (317)	13% (125)	12% (108)	19% (175)	1% (13)	938
All Non-Christian	18% (18)	30% (29)	8% (8)	10% (10)	29% (29)	4% (4)	97
Atheist	8% (7)	28% (26)	15% (14)	22% (20)	23% (21)	4% (4)	92
Agnostic/Nothing in particular	21% (208)	26% (260)	11% (112)	8% (83)	27% (265)	5% (53)	981
Religious Non-Protestant/Catholic	19% (24)	30% (38)	9% (12)	14% (18)	25% (32)	3% (4)	127
Evangelical	23% (121)	26% (135)	12% (64)	11% (59)	22% (116)	4% (23)	519
Non-Evangelical	24% (182)	34% (258)	12% (91)	10% (80)	19% (142)	2% (12)	766
Community: Urban	23% (127)	32% (174)	12% (63)	8% (43)	21% (111)	4% (22)	540
Community: Suburban	19% (183)	31% (298)	14% (138)	11% (103)	21% (204)	3% (26)	951
Community: Rural	20% (125)	26% (160)	9% (58)	12% (74)	28% (175)	4% (26)	618
Employ: Private Sector	24% (153)	32% (203)	14% (88)	10% (64)	18% (113)	2% (9)	631
Employ: Government	25% (35)	27% (38)	20% (28)	11% (15)	13% (17)	4% (6)	139
Employ: Self-Employed	20% (31)	34% (53)	14% (22)	11% (17)	20% (31)	2% (3)	157
Employ: Homemaker	16% (27)	32% (53)	8% (13)	9% (15)	31% (52)	3% (6)	165
Employ: Retired	14% (71)	33% (170)	11% (57)	13% (67)	27% (138)	2% (10)	514
Employ: Unemployed	24% (57)	25% (59)	7% (18)	9% (20)	27% (65)	8% (19)	237
Employ: Other	24% (42)	21% (38)	13% (23)	8% (14)	30% (53)	5% (9)	179
Military HH: Yes	20% (71)	34% (120)	13% (45)	12% (43)	21% (76)	1% (2)	358
Military HH: No	21% (363)	29% (511)	12% (213)	10% (177)	24% (414)	4% (72)	1750
RD/WT: Right Direction	23% (179)	30% (232)	12% (98)	13% (102)	20% (158)	2% (19)	787
RD/WT: Wrong Track	19% (255)	30% (399)	12% (160)	9% (119)	25% (332)	4% (55)	1321
Trump Job Approve	20% (169)	30% (260)	14% (124)	14% (125)	20% (169)	2% (18)	865
Trump Job Disapprove	22% (249)	31% (356)	12% (132)	8% (92)	23% (264)	4% (48)	1141

Continued on next page

**Table KAEP4_5: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
 The National Football League (NFL)**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	21% (434)	30% (631)	12% (258)	10% (220)	23% (490)	4% (74)	2108
Trump Job Strongly Approve	20% (98)	27% (128)	13% (64)	21% (101)	17% (83)	2% (10)	484
Trump Job Somewhat Approve	19% (71)	34% (131)	16% (60)	6% (24)	23% (86)	2% (8)	381
Trump Job Somewhat Disapprove	21% (45)	33% (71)	14% (29)	3% (7)	27% (56)	2% (4)	212
Trump Job Strongly Disapprove	22% (204)	31% (285)	11% (102)	9% (85)	22% (208)	5% (45)	929
Favorable of Trump	20% (175)	30% (259)	14% (123)	14% (124)	19% (163)	2% (18)	862
Unfavorable of Trump	22% (252)	31% (355)	11% (129)	8% (94)	23% (260)	4% (44)	1135
Very Favorable of Trump	22% (117)	27% (139)	12% (65)	19% (101)	17% (88)	3% (14)	523
Somewhat Favorable of Trump	17% (58)	36% (121)	17% (58)	7% (23)	22% (75)	1% (5)	339
Somewhat Unfavorable of Trump	21% (38)	33% (60)	12% (22)	6% (10)	25% (45)	4% (7)	183
Very Unfavorable of Trump	22% (213)	31% (296)	11% (108)	9% (84)	23% (215)	4% (37)	952
#1 Issue: Economy	27% (134)	26% (133)	15% (77)	8% (41)	20% (101)	3% (17)	503
#1 Issue: Security	23% (92)	28% (114)	11% (46)	17% (70)	18% (74)	2% (8)	405
#1 Issue: Health Care	21% (77)	34% (125)	10% (37)	8% (28)	25% (91)	3% (12)	371
#1 Issue: Medicare / Social Security	16% (56)	33% (117)	9% (33)	11% (38)	28% (101)	3% (11)	357
#1 Issue: Women's Issues	16% (19)	23% (28)	23% (27)	7% (8)	25% (31)	6% (7)	121
#1 Issue: Education	25% (30)	25% (30)	11% (13)	4% (5)	26% (31)	9% (11)	120
#1 Issue: Energy	13% (16)	33% (41)	9% (11)	14% (17)	28% (35)	3% (4)	125
#1 Issue: Other	9% (9)	40% (43)	13% (14)	11% (12)	25% (26)	3% (3)	108
2018 House Vote: Democrat	23% (170)	33% (249)	12% (91)	9% (70)	19% (145)	3% (20)	744
2018 House Vote: Republican	18% (118)	32% (209)	14% (90)	16% (101)	18% (119)	2% (12)	649
2018 House Vote: Someone else	14% (11)	32% (25)	9% (7)	7% (6)	33% (26)	4% (3)	78
2016 Vote: Hillary Clinton	25% (173)	33% (235)	13% (92)	7% (47)	20% (139)	2% (16)	702
2016 Vote: Donald Trump	19% (128)	32% (216)	13% (90)	16% (108)	19% (127)	1% (8)	677
2016 Vote: Other	12% (17)	28% (41)	12% (17)	14% (20)	31% (44)	3% (5)	143
2016 Vote: Didn't Vote	20% (114)	24% (141)	10% (60)	8% (46)	31% (180)	8% (45)	586
Voted in 2014: Yes	20% (266)	33% (424)	13% (170)	12% (153)	20% (264)	2% (25)	1301
Voted in 2014: No	21% (167)	26% (208)	11% (88)	8% (68)	28% (226)	6% (49)	807

Continued on next page

**Table KAEP4_5: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
The National Football League (NFL)**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	21% (434)	30% (631)	12% (258)	10% (220)	23% (490)	4% (74)	2108
2012 Vote: Barack Obama	25% (211)	34% (288)	12% (98)	8% (66)	20% (174)	2% (17)	854
2012 Vote: Mitt Romney	18% (90)	32% (161)	14% (72)	15% (76)	19% (96)	1% (7)	502
2012 Vote: Other	7% (5)	27% (19)	13% (9)	23% (17)	30% (22)	1% (1)	73
2012 Vote: Didn't Vote	19% (127)	24% (162)	12% (79)	9% (61)	29% (197)	7% (48)	674
4-Region: Northeast	23% (88)	26% (99)	11% (42)	7% (26)	27% (104)	6% (21)	381
4-Region: Midwest	21% (94)	29% (130)	12% (54)	12% (53)	23% (102)	3% (12)	446
4-Region: South	22% (174)	29% (228)	13% (106)	11% (86)	21% (168)	4% (33)	796
4-Region: West	16% (79)	36% (174)	12% (56)	11% (55)	24% (116)	1% (7)	486
Sports Fan	26% (423)	37% (610)	13% (215)	9% (148)	13% (222)	2% (31)	1650
Avid NFL Fan	52% (356)	38% (257)	4% (28)	2% (14)	4% (25)	— (2)	682
Gen Z NFL Fan	37% (31)	29% (25)	16% (14)	7% (6)	8% (7)	2% (2)	85
Millennial NFL Fan	36% (135)	38% (143)	12% (46)	6% (24)	8% (29)	1% (2)	379
Gen X NFL Fan	34% (130)	40% (152)	13% (49)	2% (6)	10% (37)	— (1)	376
Boomer NFL Fan	23% (116)	48% (238)	10% (50)	6% (28)	12% (60)	— (2)	494
Afr Am NFL Fan	44% (76)	24% (42)	10% (16)	5% (9)	17% (30)	— (0)	173
NFL Fan Republican	26% (110)	45% (191)	13% (53)	7% (27)	9% (37)	— (2)	420
NFL Fan Democrat	34% (194)	42% (237)	10% (57)	4% (20)	9% (51)	1% (3)	562
NFL Fan Republican & White	28% (105)	45% (170)	14% (52)	5% (19)	8% (30)	— (2)	377
NFL Fan Democrat & White	31% (122)	50% (195)	11% (42)	3% (10)	5% (21)	1% (2)	392
White NFL Fan	28% (312)	46% (500)	13% (138)	4% (43)	9% (95)	1% (6)	1094
General NFL Fan	30% (426)	42% (597)	12% (168)	5% (67)	10% (143)	1% (7)	1407

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

Table KAEP4_6: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
 Colin Kaepernick

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (301)	14% (295)	7% (157)	31% (659)	19% (392)	14% (304)	2108
Gender: Male	15% (155)	16% (165)	10% (102)	35% (355)	13% (136)	10% (102)	1015
Gender: Female	13% (147)	12% (130)	5% (55)	28% (304)	23% (256)	18% (202)	1093
Age: 18-29	24% (94)	11% (41)	6% (23)	16% (62)	19% (73)	25% (99)	392
Age: 30-44	16% (84)	18% (96)	7% (39)	25% (135)	23% (124)	12% (63)	541
Age: 45-54	13% (39)	17% (52)	8% (25)	35% (107)	18% (56)	9% (28)	307
Age: 55-64	11% (47)	12% (53)	7% (32)	40% (172)	18% (77)	12% (54)	435
Age: 65+	9% (37)	12% (53)	9% (38)	42% (183)	15% (63)	14% (60)	434
Generation Z: 18-22	20% (32)	10% (17)	4% (6)	11% (18)	22% (35)	32% (51)	159
Millennial: Age 23-38	21% (118)	16% (90)	8% (43)	22% (127)	18% (104)	15% (85)	568
Generation X: Age 39-54	13% (66)	16% (82)	7% (37)	31% (160)	22% (113)	11% (54)	513
Boomers: Age 55-73	10% (79)	13% (96)	8% (64)	40% (297)	16% (120)	13% (95)	751
PID: Dem (no lean)	27% (214)	23% (178)	7% (51)	12% (93)	19% (145)	13% (98)	779
PID: Ind (no lean)	10% (69)	12% (83)	9% (63)	28% (193)	22% (152)	19% (127)	687
PID: Rep (no lean)	3% (19)	5% (34)	7% (43)	58% (372)	15% (96)	12% (78)	642
PID/Gender: Dem Men	30% (103)	27% (93)	10% (35)	11% (38)	14% (48)	9% (30)	347
PID/Gender: Dem Women	26% (111)	20% (85)	4% (16)	13% (55)	22% (97)	16% (68)	432
PID/Gender: Ind Men	11% (37)	15% (53)	13% (44)	29% (102)	18% (62)	14% (50)	347
PID/Gender: Ind Women	9% (32)	9% (30)	6% (19)	27% (91)	26% (90)	23% (77)	339
PID/Gender: Rep Men	5% (15)	6% (19)	7% (24)	67% (215)	8% (26)	7% (21)	320
PID/Gender: Rep Women	1% (4)	5% (15)	6% (20)	49% (157)	22% (70)	18% (57)	322
Ideo: Liberal (1-3)	31% (176)	26% (147)	7% (43)	8% (46)	15% (89)	13% (74)	575
Ideo: Moderate (4)	11% (62)	19% (102)	8% (44)	25% (135)	24% (130)	12% (66)	539
Ideo: Conservative (5-7)	3% (25)	5% (36)	8% (57)	60% (427)	13% (90)	10% (73)	707
Educ: < College	13% (188)	11% (166)	7% (98)	33% (473)	19% (281)	17% (247)	1453
Educ: Bachelors degree	17% (74)	17% (72)	9% (38)	29% (122)	18% (74)	10% (41)	421
Educ: Post-grad	17% (40)	24% (56)	9% (21)	27% (63)	16% (37)	7% (16)	234

Continued on next page

Table KAEP4_6: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

Colin Kaepernick

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	14%	(301)	14%	(295)	7%	(157)	31%	(659)	19%	(392)	14%	(304)	2108
Income: Under 50k	15%	(178)	12%	(147)	6%	(73)	27%	(323)	22%	(258)	18%	(214)	1193
Income: 50k-100k	14%	(91)	15%	(95)	10%	(62)	36%	(229)	15%	(97)	11%	(67)	642
Income: 100k+	12%	(32)	20%	(54)	8%	(21)	39%	(106)	14%	(37)	8%	(23)	273
Ethnicity: White	10%	(159)	13%	(219)	8%	(135)	37%	(614)	18%	(309)	14%	(234)	1671
Ethnicity: Hispanic	16%	(50)	20%	(61)	6%	(20)	23%	(72)	22%	(70)	13%	(39)	313
Ethnicity: Afr. Am.	40%	(102)	14%	(37)	5%	(12)	5%	(12)	22%	(57)	14%	(37)	255
Ethnicity: Other	22%	(40)	22%	(39)	6%	(10)	18%	(33)	15%	(26)	18%	(33)	182
All Christian	9%	(82)	14%	(135)	9%	(84)	43%	(406)	16%	(151)	9%	(80)	938
All Non-Christian	18%	(17)	22%	(21)	6%	(6)	14%	(14)	17%	(17)	23%	(22)	97
Atheist	33%	(31)	17%	(16)	5%	(4)	16%	(15)	19%	(17)	10%	(9)	92
Agnostic/Nothing in particular	17%	(171)	13%	(123)	6%	(63)	23%	(224)	21%	(207)	20%	(193)	981
Religious Non-Protestant/Catholic	14%	(18)	18%	(23)	7%	(9)	21%	(26)	20%	(25)	20%	(26)	127
Evangelical	15%	(76)	8%	(41)	7%	(35)	40%	(206)	16%	(82)	15%	(79)	519
Non-Evangelical	10%	(79)	16%	(126)	8%	(65)	37%	(284)	18%	(138)	10%	(75)	766
Community: Urban	23%	(126)	17%	(92)	7%	(40)	22%	(117)	18%	(97)	13%	(68)	540
Community: Suburban	14%	(128)	16%	(153)	7%	(69)	32%	(301)	19%	(177)	13%	(121)	951
Community: Rural	8%	(46)	8%	(50)	8%	(48)	39%	(240)	19%	(118)	19%	(114)	618
Employ: Private Sector	16%	(99)	18%	(111)	10%	(63)	32%	(202)	17%	(104)	8%	(52)	631
Employ: Government	22%	(30)	9%	(12)	9%	(13)	31%	(43)	17%	(24)	12%	(17)	139
Employ: Self-Employed	8%	(13)	18%	(29)	9%	(14)	33%	(52)	22%	(34)	11%	(17)	157
Employ: Homemaker	10%	(17)	13%	(21)	4%	(6)	30%	(49)	25%	(41)	19%	(31)	165
Employ: Retired	10%	(52)	11%	(58)	9%	(45)	43%	(220)	15%	(75)	12%	(64)	514
Employ: Unemployed	18%	(42)	11%	(25)	2%	(5)	22%	(52)	23%	(54)	25%	(59)	237
Employ: Other	18%	(32)	13%	(23)	5%	(9)	21%	(37)	22%	(39)	22%	(40)	179
Military HH: Yes	9%	(33)	12%	(43)	7%	(23)	47%	(167)	15%	(53)	11%	(39)	358
Military HH: No	15%	(268)	14%	(252)	8%	(134)	28%	(492)	19%	(340)	15%	(264)	1750
RD/WT: Right Direction	6%	(50)	7%	(59)	7%	(58)	50%	(396)	15%	(120)	13%	(104)	787
RD/WT: Wrong Track	19%	(251)	18%	(236)	7%	(99)	20%	(262)	21%	(272)	15%	(200)	1321
Trump Job Approve	4%	(34)	6%	(55)	8%	(68)	56%	(482)	14%	(120)	12%	(105)	865
Trump Job Disapprove	22%	(255)	21%	(235)	7%	(85)	15%	(166)	21%	(236)	14%	(162)	1141

Continued on next page

Table KAEP4_6: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
 Colin Kaepernick

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (301)	14% (295)	7% (157)	31% (659)	19% (392)	14% (304)	2108
Trump Job Strongly Approve	4% (17)	3% (13)	6% (29)	65% (317)	12% (57)	10% (51)	484
Trump Job Somewhat Approve	5% (17)	11% (41)	10% (40)	43% (165)	16% (62)	14% (55)	381
Trump Job Somewhat Disapprove	6% (14)	18% (38)	13% (27)	23% (49)	24% (51)	16% (34)	212
Trump Job Strongly Disapprove	26% (242)	21% (197)	6% (58)	13% (117)	20% (186)	14% (128)	929
Favorable of Trump	4% (35)	6% (53)	8% (66)	56% (484)	14% (121)	12% (104)	862
Unfavorable of Trump	23% (260)	21% (240)	8% (87)	14% (162)	20% (223)	14% (162)	1135
Very Favorable of Trump	4% (23)	3% (16)	5% (28)	62% (322)	13% (67)	13% (67)	523
Somewhat Favorable of Trump	4% (12)	11% (37)	11% (38)	48% (162)	16% (54)	11% (37)	339
Somewhat Unfavorable of Trump	8% (14)	19% (34)	13% (23)	24% (43)	22% (40)	15% (28)	183
Very Unfavorable of Trump	26% (246)	22% (206)	7% (64)	13% (119)	19% (183)	14% (134)	952
#1 Issue: Economy	15% (73)	17% (83)	9% (45)	29% (145)	19% (95)	12% (62)	503
#1 Issue: Security	8% (32)	6% (24)	6% (22)	56% (228)	15% (61)	9% (37)	405
#1 Issue: Health Care	14% (51)	18% (65)	9% (33)	22% (81)	21% (78)	17% (63)	371
#1 Issue: Medicare / Social Security	9% (32)	12% (45)	8% (29)	36% (130)	16% (58)	18% (63)	357
#1 Issue: Women's Issues	28% (34)	14% (17)	4% (5)	16% (20)	19% (23)	18% (22)	121
#1 Issue: Education	16% (19)	18% (21)	6% (8)	16% (19)	20% (24)	24% (28)	120
#1 Issue: Energy	35% (43)	16% (20)	4% (5)	12% (14)	25% (31)	9% (11)	125
#1 Issue: Other	15% (17)	18% (19)	10% (11)	20% (22)	20% (22)	17% (18)	108
2018 House Vote: Democrat	27% (201)	24% (176)	8% (62)	13% (97)	18% (135)	10% (73)	744
2018 House Vote: Republican	3% (19)	6% (36)	8% (55)	62% (402)	12% (79)	9% (59)	649
2018 House Vote: Someone else	10% (8)	2% (1)	12% (9)	26% (20)	32% (25)	19% (15)	78
2016 Vote: Hillary Clinton	26% (183)	26% (182)	8% (53)	13% (89)	18% (128)	10% (68)	702
2016 Vote: Donald Trump	3% (22)	4% (29)	9% (59)	60% (406)	13% (91)	10% (69)	677
2016 Vote: Other	19% (27)	9% (13)	6% (9)	27% (39)	27% (39)	11% (16)	143
2016 Vote: Didn't Vote	12% (69)	12% (71)	6% (35)	21% (125)	23% (134)	26% (151)	586
Voted in 2014: Yes	15% (196)	15% (197)	9% (113)	36% (465)	16% (202)	10% (128)	1301
Voted in 2014: No	13% (105)	12% (98)	5% (44)	24% (193)	24% (190)	22% (176)	807

Continued on next page

Table KAEP4_6: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

Colin Kaepernick

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (301)	14% (295)	7% (157)	31% (659)	19% (392)	14% (304)	2108
2012 Vote: Barack Obama	23% (196)	23% (195)	8% (69)	17% (145)	18% (156)	11% (93)	854
2012 Vote: Mitt Romney	3% (13)	5% (24)	9% (43)	63% (317)	11% (58)	9% (47)	502
2012 Vote: Other	7% (5)	4% (3)	5% (4)	54% (39)	22% (16)	8% (6)	73
2012 Vote: Didn't Vote	13% (87)	11% (73)	6% (40)	23% (156)	24% (163)	23% (156)	674
4-Region: Northeast	14% (53)	16% (62)	8% (32)	26% (98)	18% (70)	17% (66)	381
4-Region: Midwest	14% (61)	13% (56)	8% (36)	35% (156)	17% (75)	14% (62)	446
4-Region: South	15% (122)	13% (107)	6% (48)	32% (255)	18% (142)	15% (121)	796
4-Region: West	14% (66)	14% (70)	8% (41)	31% (149)	22% (106)	11% (54)	486
Sports Fan	15% (256)	16% (269)	9% (149)	33% (548)	16% (262)	10% (166)	1650
Avid NFL Fan	21% (146)	18% (121)	12% (84)	32% (219)	11% (75)	5% (36)	682
Gen Z NFL Fan	32% (27)	19% (16)	4% (4)	12% (10)	19% (16)	14% (12)	85
Millennial NFL Fan	25% (96)	19% (73)	11% (41)	22% (84)	14% (52)	9% (34)	379
Gen X NFL Fan	15% (56)	19% (70)	9% (33)	35% (131)	18% (66)	5% (20)	376
Boomer NFL Fan	11% (56)	16% (81)	12% (57)	40% (196)	13% (65)	8% (39)	494
Afr Am NFL Fan	51% (88)	18% (31)	5% (8)	2% (3)	19% (34)	6% (10)	173
NFL Fan Republican	4% (19)	6% (27)	8% (35)	62% (261)	12% (51)	7% (28)	420
NFL Fan Democrat	30% (169)	27% (152)	9% (49)	13% (72)	14% (81)	7% (41)	562
NFL Fan Republican & White	3% (12)	6% (21)	9% (33)	63% (238)	12% (46)	7% (27)	377
NFL Fan Democrat & White	21% (83)	30% (118)	9% (37)	17% (67)	15% (60)	7% (27)	392
White NFL Fan	11% (121)	17% (182)	11% (119)	39% (424)	15% (163)	8% (87)	1094
General NFL Fan	17% (238)	18% (247)	10% (139)	33% (460)	15% (213)	8% (110)	1407

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

Table KAEP4_7: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
 Roger Goodell

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (56)	13% (283)	12% (249)	12% (244)	27% (567)	34% (708)	2108
Gender: Male	4% (36)	18% (186)	15% (155)	17% (168)	21% (213)	25% (257)	1015
Gender: Female	2% (20)	9% (97)	9% (94)	7% (76)	32% (355)	41% (451)	1093
Age: 18-29	4% (17)	9% (34)	7% (27)	7% (29)	19% (76)	53% (209)	392
Age: 30-44	3% (17)	14% (76)	11% (57)	10% (55)	26% (140)	36% (195)	541
Age: 45-54	4% (11)	14% (43)	16% (49)	16% (49)	28% (87)	22% (67)	307
Age: 55-64	1% (4)	14% (63)	12% (54)	13% (55)	32% (137)	28% (122)	435
Age: 65+	2% (7)	16% (68)	14% (62)	13% (56)	29% (127)	26% (114)	434
Generation Z: 18-22	5% (8)	8% (13)	7% (11)	4% (6)	24% (38)	52% (83)	159
Millennial: Age 23-38	3% (15)	12% (67)	8% (48)	11% (61)	21% (121)	45% (256)	568
Generation X: Age 39-54	4% (22)	14% (72)	15% (75)	13% (67)	28% (145)	26% (132)	513
Boomers: Age 55-73	1% (10)	15% (110)	14% (105)	13% (95)	30% (226)	27% (204)	751
PID: Dem (no lean)	3% (21)	14% (107)	13% (99)	11% (89)	28% (217)	32% (247)	779
PID: Ind (no lean)	3% (18)	11% (79)	10% (67)	9% (65)	27% (184)	40% (275)	687
PID: Rep (no lean)	3% (18)	15% (98)	13% (83)	14% (90)	26% (167)	29% (186)	642
PID/Gender: Dem Men	4% (14)	18% (62)	15% (52)	16% (56)	22% (76)	25% (87)	347
PID/Gender: Dem Women	2% (7)	10% (45)	11% (47)	8% (33)	32% (140)	37% (160)	432
PID/Gender: Ind Men	3% (11)	18% (63)	12% (42)	11% (39)	24% (82)	32% (110)	347
PID/Gender: Ind Women	2% (7)	5% (16)	7% (25)	8% (26)	30% (101)	49% (165)	339
PID/Gender: Rep Men	4% (12)	19% (62)	19% (61)	23% (73)	17% (54)	19% (59)	320
PID/Gender: Rep Women	2% (6)	11% (36)	7% (22)	5% (17)	35% (113)	39% (127)	322
Ideo: Liberal (1-3)	3% (17)	13% (72)	15% (86)	10% (60)	25% (143)	34% (197)	575
Ideo: Moderate (4)	2% (12)	15% (81)	12% (66)	11% (60)	28% (153)	31% (167)	539
Ideo: Conservative (5-7)	3% (19)	16% (111)	12% (87)	15% (109)	27% (188)	27% (193)	707
Educ: < College	3% (40)	12% (178)	10% (140)	10% (147)	28% (412)	37% (537)	1453
Educ: Bachelors degree	2% (9)	15% (63)	16% (69)	14% (59)	25% (106)	27% (116)	421
Educ: Post-grad	3% (8)	18% (42)	17% (41)	16% (38)	21% (50)	24% (56)	234

Continued on next page

Table KAEP4_7: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

Roger Goodell

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (56)	13% (283)	12% (249)	12% (244)	27% (567)	34% (708)	2108
Income: Under 50k	3% (38)	11% (129)	9% (105)	10% (115)	29% (343)	39% (463)	1193
Income: 50k-100k	2% (10)	16% (100)	16% (100)	14% (87)	25% (161)	28% (183)	642
Income: 100k+	3% (7)	20% (54)	16% (44)	15% (42)	23% (63)	23% (63)	273
Ethnicity: White	2% (33)	14% (227)	12% (205)	12% (206)	27% (446)	33% (554)	1671
Ethnicity: Hispanic	2% (6)	12% (37)	13% (41)	14% (43)	20% (63)	39% (123)	313
Ethnicity: Afr. Am.	7% (17)	13% (33)	7% (18)	9% (23)	31% (80)	33% (84)	255
Ethnicity: Other	3% (6)	13% (23)	14% (26)	8% (15)	23% (42)	38% (70)	182
All Christian	2% (20)	16% (150)	14% (136)	14% (131)	28% (259)	26% (242)	938
All Non-Christian	4% (3)	16% (16)	15% (14)	11% (11)	23% (23)	31% (30)	97
Atheist	— (0)	10% (9)	10% (9)	18% (17)	29% (27)	33% (30)	92
Agnostic/Nothing in particular	3% (33)	11% (109)	9% (90)	9% (86)	26% (259)	41% (406)	981
Religious Non-Protestant/Catholic	4% (5)	14% (17)	18% (23)	11% (13)	24% (31)	29% (37)	127
Evangelical	2% (13)	16% (82)	11% (55)	11% (56)	25% (128)	36% (185)	519
Non-Evangelical	3% (19)	15% (113)	13% (97)	14% (107)	29% (219)	27% (210)	766
Community: Urban	2% (12)	13% (70)	11% (60)	13% (70)	25% (136)	35% (190)	540
Community: Suburban	3% (26)	15% (147)	15% (139)	12% (110)	26% (248)	29% (280)	951
Community: Rural	3% (17)	11% (66)	8% (49)	10% (64)	30% (183)	39% (238)	618
Employ: Private Sector	3% (19)	15% (96)	14% (85)	14% (86)	26% (163)	29% (183)	631
Employ: Government	4% (6)	10% (14)	16% (22)	18% (24)	21% (29)	32% (44)	139
Employ: Self-Employed	2% (3)	13% (21)	9% (15)	13% (21)	33% (53)	29% (46)	157
Employ: Homemaker	2% (3)	11% (18)	6% (10)	6% (10)	27% (45)	48% (79)	165
Employ: Retired	2% (11)	17% (86)	13% (69)	13% (67)	28% (142)	27% (138)	514
Employ: Unemployed	2% (5)	8% (18)	12% (27)	11% (26)	25% (59)	43% (102)	237
Employ: Other	6% (10)	10% (18)	9% (16)	5% (9)	33% (60)	37% (67)	179
Military HH: Yes	3% (10)	16% (58)	14% (50)	14% (50)	27% (96)	27% (95)	358
Military HH: No	3% (46)	13% (226)	11% (199)	11% (194)	27% (472)	35% (613)	1750
RD/WT: Right Direction	4% (28)	16% (125)	12% (91)	14% (106)	24% (192)	31% (245)	787
RD/WT: Wrong Track	2% (28)	12% (158)	12% (158)	10% (138)	28% (376)	35% (463)	1321
Trump Job Approve	3% (27)	16% (138)	12% (107)	14% (118)	24% (205)	31% (270)	865
Trump Job Disapprove	2% (24)	12% (139)	12% (141)	11% (122)	29% (332)	34% (383)	1141

Continued on next page

Table KAEP4_7: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
 Roger Goodell

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (56)	13% (283)	12% (249)	12% (244)	27% (567)	34% (708)	2108
Trump Job Strongly Approve	3% (14)	14% (67)	13% (64)	19% (91)	26% (128)	25% (121)	484
Trump Job Somewhat Approve	3% (13)	19% (71)	11% (44)	7% (27)	20% (78)	39% (149)	381
Trump Job Somewhat Disapprove	2% (5)	16% (33)	8% (17)	7% (15)	30% (64)	37% (78)	212
Trump Job Strongly Disapprove	2% (19)	11% (105)	13% (124)	11% (107)	29% (268)	33% (305)	929
Favorable of Trump	3% (30)	17% (143)	12% (103)	14% (118)	24% (207)	30% (260)	862
Unfavorable of Trump	2% (23)	12% (135)	13% (145)	11% (120)	27% (311)	35% (401)	1135
Very Favorable of Trump	3% (18)	14% (74)	12% (63)	18% (95)	26% (134)	27% (139)	523
Somewhat Favorable of Trump	4% (12)	20% (69)	12% (40)	7% (23)	22% (73)	36% (122)	339
Somewhat Unfavorable of Trump	2% (4)	12% (22)	10% (19)	6% (12)	25% (45)	44% (80)	183
Very Unfavorable of Trump	2% (19)	12% (113)	13% (126)	11% (108)	28% (265)	34% (320)	952
#1 Issue: Economy	2% (11)	16% (79)	10% (50)	13% (66)	26% (131)	33% (167)	503
#1 Issue: Security	4% (18)	14% (57)	12% (48)	14% (58)	26% (104)	30% (121)	405
#1 Issue: Health Care	2% (8)	14% (51)	12% (44)	11% (41)	25% (92)	36% (134)	371
#1 Issue: Medicare / Social Security	1% (5)	15% (55)	12% (43)	11% (39)	25% (91)	35% (124)	357
#1 Issue: Women's Issues	6% (7)	8% (9)	16% (20)	5% (6)	29% (35)	36% (44)	121
#1 Issue: Education	1% (1)	10% (12)	13% (16)	9% (10)	24% (29)	43% (51)	120
#1 Issue: Energy	4% (5)	5% (6)	11% (13)	15% (18)	40% (50)	25% (31)	125
#1 Issue: Other	1% (1)	13% (15)	14% (15)	4% (5)	34% (37)	33% (36)	108
2018 House Vote: Democrat	2% (16)	14% (107)	14% (102)	13% (95)	27% (204)	29% (219)	744
2018 House Vote: Republican	3% (20)	17% (109)	15% (95)	15% (96)	25% (164)	25% (164)	649
2018 House Vote: Someone else	5% (4)	13% (10)	9% (7)	6% (5)	36% (28)	30% (24)	78
2016 Vote: Hillary Clinton	2% (13)	15% (107)	14% (95)	12% (86)	28% (195)	29% (206)	702
2016 Vote: Donald Trump	3% (20)	16% (109)	14% (93)	14% (94)	27% (183)	26% (179)	677
2016 Vote: Other	1% (1)	10% (15)	15% (22)	16% (22)	27% (39)	31% (44)	143
2016 Vote: Didn't Vote	4% (22)	9% (53)	7% (39)	7% (42)	26% (151)	48% (279)	586
Voted in 2014: Yes	2% (27)	16% (210)	15% (192)	14% (180)	26% (341)	27% (351)	1301
Voted in 2014: No	4% (29)	9% (74)	7% (57)	8% (64)	28% (227)	44% (357)	807

Continued on next page

Table KAEP4_7: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

Roger Goodell

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (56)	13% (283)	12% (249)	12% (244)	27% (567)	34% (708)	2108
2012 Vote: Barack Obama	2% (16)	15% (132)	14% (120)	11% (93)	29% (244)	29% (249)	854
2012 Vote: Mitt Romney	3% (13)	17% (87)	15% (78)	15% (75)	26% (131)	24% (118)	502
2012 Vote: Other	— (0)	17% (12)	9% (6)	23% (16)	28% (21)	24% (17)	73
2012 Vote: Didn't Vote	4% (27)	8% (53)	6% (44)	9% (59)	25% (171)	48% (321)	674
4-Region: Northeast	1% (5)	11% (44)	11% (41)	12% (44)	30% (115)	35% (131)	381
4-Region: Midwest	3% (15)	15% (66)	13% (57)	10% (45)	27% (121)	32% (142)	446
4-Region: South	4% (29)	13% (105)	12% (97)	13% (102)	25% (202)	33% (261)	796
4-Region: West	1% (7)	14% (68)	11% (54)	11% (53)	27% (130)	36% (174)	486
Sports Fan	3% (54)	17% (281)	15% (242)	13% (213)	26% (423)	26% (435)	1650
Avid NFL Fan	6% (40)	25% (171)	19% (132)	14% (92)	21% (141)	16% (106)	682
Gen Z NFL Fan	9% (8)	14% (11)	9% (7)	5% (5)	25% (21)	38% (33)	85
Millennial NFL Fan	4% (15)	17% (64)	12% (46)	14% (52)	20% (75)	33% (126)	379
Gen X NFL Fan	5% (20)	19% (71)	18% (66)	14% (53)	26% (98)	18% (67)	376
Boomer NFL Fan	2% (9)	21% (102)	20% (98)	12% (60)	28% (136)	18% (87)	494
Afr Am NFL Fan	10% (17)	19% (33)	6% (11)	10% (17)	29% (50)	27% (46)	173
NFL Fan Republican	3% (15)	21% (89)	18% (76)	15% (64)	25% (103)	17% (73)	420
NFL Fan Democrat	4% (21)	19% (105)	16% (88)	13% (71)	25% (142)	24% (136)	562
NFL Fan Republican & White	3% (13)	22% (81)	17% (63)	15% (58)	25% (94)	18% (68)	377
NFL Fan Democrat & White	3% (11)	19% (74)	17% (67)	13% (51)	25% (97)	23% (91)	392
White NFL Fan	3% (30)	19% (213)	17% (187)	13% (146)	25% (276)	22% (243)	1094
General NFL Fan	4% (53)	19% (269)	16% (227)	13% (179)	25% (356)	23% (324)	1407

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

Table KAEP4_8: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

NFL team owners

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	7% (146)	21% (448)	18% (378)	13% (280)	33% (698)	7% (157)	2108
Gender: Male	8% (81)	25% (259)	21% (212)	15% (152)	25% (251)	6% (60)	1015
Gender: Female	6% (65)	17% (190)	15% (166)	12% (128)	41% (447)	9% (97)	1093
Age: 18-29	10% (40)	18% (69)	12% (48)	11% (43)	31% (120)	18% (71)	392
Age: 30-44	8% (45)	21% (114)	20% (106)	12% (64)	32% (175)	7% (37)	541
Age: 45-54	8% (25)	26% (79)	17% (54)	15% (46)	30% (92)	4% (11)	307
Age: 55-64	5% (22)	23% (100)	15% (67)	16% (69)	36% (156)	5% (22)	435
Age: 65+	3% (14)	20% (86)	24% (105)	13% (58)	36% (155)	4% (16)	434
Generation Z: 18-22	10% (16)	14% (22)	12% (19)	8% (12)	34% (54)	23% (36)	159
Millennial: Age 23-38	9% (51)	19% (109)	17% (97)	14% (81)	31% (175)	10% (55)	568
Generation X: Age 39-54	9% (44)	26% (131)	18% (92)	12% (59)	31% (158)	5% (28)	513
Boomers: Age 55-73	4% (33)	20% (153)	20% (148)	16% (117)	35% (266)	4% (33)	751
PID: Dem (no lean)	9% (72)	21% (165)	20% (152)	16% (125)	27% (214)	7% (51)	779
PID: Ind (no lean)	5% (34)	18% (121)	17% (118)	11% (79)	39% (266)	10% (69)	687
PID: Rep (no lean)	6% (41)	25% (162)	17% (108)	12% (77)	34% (218)	6% (37)	642
PID/Gender: Dem Men	12% (43)	25% (86)	23% (80)	18% (61)	18% (61)	5% (16)	347
PID/Gender: Dem Women	7% (29)	18% (79)	17% (72)	15% (64)	35% (152)	8% (35)	432
PID/Gender: Ind Men	4% (14)	21% (74)	20% (69)	13% (45)	32% (110)	10% (35)	347
PID/Gender: Ind Women	6% (20)	14% (47)	14% (49)	10% (34)	46% (156)	10% (34)	339
PID/Gender: Rep Men	8% (24)	31% (98)	20% (63)	14% (46)	25% (79)	3% (9)	320
PID/Gender: Rep Women	5% (16)	20% (64)	14% (44)	9% (30)	43% (139)	9% (28)	322
Ideo: Liberal (1-3)	7% (42)	18% (102)	23% (134)	20% (117)	25% (142)	7% (38)	575
Ideo: Moderate (4)	9% (51)	25% (136)	18% (97)	11% (57)	32% (172)	5% (26)	539
Ideo: Conservative (5-7)	4% (31)	25% (180)	19% (133)	12% (84)	35% (246)	5% (33)	707
Educ: < College	8% (114)	21% (308)	14% (207)	11% (161)	37% (536)	9% (126)	1453
Educ: Bachelors degree	5% (22)	22% (94)	25% (105)	17% (71)	25% (106)	6% (24)	421
Educ: Post-grad	4% (10)	20% (47)	28% (66)	21% (49)	24% (55)	3% (6)	234

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Table KAEP4_8: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

NFL team owners

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	7% (146)	21% (448)	18% (378)	13% (280)	33% (698)	7% (157)	2108
Income: Under 50k	8% (96)	19% (222)	15% (184)	12% (140)	37% (443)	9% (107)	1193
Income: 50k-100k	5% (32)	25% (158)	20% (128)	16% (102)	28% (180)	6% (40)	642
Income: 100k+	6% (18)	25% (68)	24% (65)	14% (38)	27% (75)	3% (9)	273
Ethnicity: White	5% (88)	22% (373)	19% (320)	13% (222)	34% (567)	6% (102)	1671
Ethnicity: Hispanic	10% (31)	21% (65)	16% (50)	15% (47)	28% (86)	11% (33)	313
Ethnicity: Afr. Am.	15% (38)	18% (46)	12% (31)	13% (33)	32% (81)	10% (26)	255
Ethnicity: Other	11% (21)	16% (29)	15% (27)	14% (26)	27% (49)	16% (30)	182
All Christian	6% (55)	26% (240)	21% (193)	13% (121)	32% (296)	4% (34)	938
All Non-Christian	8% (8)	21% (20)	17% (17)	12% (12)	33% (33)	7% (7)	97
Atheist	1% (1)	8% (7)	24% (22)	32% (29)	26% (24)	10% (9)	92
Agnostic/Nothing in particular	8% (83)	18% (181)	15% (147)	12% (119)	35% (345)	11% (107)	981
Religious Non-Protestant/Catholic	9% (12)	21% (26)	16% (21)	10% (13)	38% (48)	6% (7)	127
Evangelical	9% (45)	22% (113)	16% (82)	14% (73)	32% (166)	8% (39)	519
Non-Evangelical	6% (45)	25% (191)	20% (154)	13% (100)	31% (238)	5% (38)	766
Community: Urban	9% (48)	22% (117)	20% (107)	15% (79)	26% (139)	9% (48)	540
Community: Suburban	6% (59)	22% (210)	19% (177)	13% (127)	34% (325)	6% (52)	951
Community: Rural	6% (39)	20% (121)	15% (94)	12% (74)	38% (233)	9% (56)	618
Employ: Private Sector	8% (48)	21% (135)	23% (144)	16% (102)	28% (180)	4% (22)	631
Employ: Government	10% (14)	27% (38)	19% (26)	15% (21)	21% (29)	7% (10)	139
Employ: Self-Employed	8% (13)	25% (39)	20% (31)	15% (23)	29% (45)	4% (7)	157
Employ: Homemaker	8% (14)	21% (34)	10% (16)	11% (17)	40% (66)	10% (17)	165
Employ: Retired	3% (14)	22% (115)	21% (106)	14% (71)	36% (185)	4% (23)	514
Employ: Unemployed	11% (27)	19% (45)	12% (28)	7% (17)	37% (88)	14% (32)	237
Employ: Other	7% (13)	16% (29)	11% (21)	10% (18)	41% (74)	13% (24)	179
Military HH: Yes	5% (19)	23% (83)	23% (82)	12% (42)	32% (114)	5% (17)	358
Military HH: No	7% (127)	21% (366)	17% (296)	14% (238)	33% (583)	8% (141)	1750
RD/WT: Right Direction	9% (73)	26% (203)	15% (120)	12% (93)	33% (260)	5% (40)	787
RD/WT: Wrong Track	6% (73)	19% (246)	20% (258)	14% (188)	33% (438)	9% (117)	1321
Trump Job Approve	7% (60)	25% (219)	17% (150)	13% (110)	32% (281)	5% (45)	865
Trump Job Disapprove	7% (78)	19% (215)	20% (228)	15% (166)	32% (360)	8% (94)	1141

Continued on next page

Table KAEP4_8: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
 NFL team owners

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	7% (146)	21% (448)	18% (378)	13% (280)	33% (698)	7% (157)	2108
Trump Job Strongly Approve	8% (40)	24% (115)	15% (72)	16% (79)	33% (160)	4% (18)	484
Trump Job Somewhat Approve	5% (20)	27% (104)	21% (78)	8% (31)	32% (121)	7% (27)	381
Trump Job Somewhat Disapprove	6% (13)	23% (49)	15% (31)	7% (15)	42% (89)	7% (15)	212
Trump Job Strongly Disapprove	7% (65)	18% (166)	21% (197)	16% (151)	29% (271)	9% (79)	929
Favorable of Trump	8% (65)	26% (222)	17% (146)	12% (104)	32% (276)	6% (49)	862
Unfavorable of Trump	7% (75)	19% (217)	20% (229)	15% (171)	31% (352)	8% (92)	1135
Very Favorable of Trump	9% (48)	24% (124)	14% (74)	16% (83)	32% (166)	5% (28)	523
Somewhat Favorable of Trump	5% (17)	29% (98)	21% (72)	6% (21)	33% (111)	6% (21)	339
Somewhat Unfavorable of Trump	2% (3)	24% (45)	17% (30)	9% (16)	41% (75)	8% (14)	183
Very Unfavorable of Trump	8% (72)	18% (172)	21% (198)	16% (155)	29% (277)	8% (77)	952
#1 Issue: Economy	9% (46)	23% (116)	20% (99)	10% (48)	29% (146)	9% (47)	503
#1 Issue: Security	9% (37)	24% (98)	14% (56)	16% (65)	32% (129)	5% (20)	405
#1 Issue: Health Care	4% (14)	23% (84)	21% (76)	11% (42)	35% (131)	7% (25)	371
#1 Issue: Medicare / Social Security	5% (17)	22% (80)	16% (55)	13% (46)	38% (137)	6% (21)	357
#1 Issue: Women's Issues	8% (9)	14% (17)	22% (27)	14% (17)	34% (41)	7% (8)	121
#1 Issue: Education	10% (12)	18% (22)	16% (19)	9% (11)	30% (36)	17% (20)	120
#1 Issue: Energy	4% (5)	10% (12)	18% (23)	27% (33)	39% (48)	2% (3)	125
#1 Issue: Other	5% (5)	18% (20)	21% (22)	16% (18)	28% (30)	12% (13)	108
2018 House Vote: Democrat	6% (46)	21% (156)	22% (164)	18% (136)	26% (195)	6% (46)	744
2018 House Vote: Republican	7% (44)	26% (168)	18% (118)	13% (85)	33% (214)	3% (19)	649
2018 House Vote: Someone else	4% (3)	19% (15)	14% (11)	9% (7)	45% (35)	9% (7)	78
2016 Vote: Hillary Clinton	7% (51)	21% (149)	23% (164)	15% (107)	27% (192)	5% (38)	702
2016 Vote: Donald Trump	7% (45)	26% (174)	16% (110)	14% (94)	34% (229)	4% (24)	677
2016 Vote: Other	2% (3)	18% (25)	20% (29)	18% (25)	34% (48)	8% (11)	143
2016 Vote: Didn't Vote	8% (47)	17% (99)	13% (75)	9% (54)	39% (228)	14% (83)	586
Voted in 2014: Yes	6% (74)	24% (310)	21% (271)	16% (202)	30% (389)	4% (56)	1301
Voted in 2014: No	9% (73)	17% (138)	13% (107)	10% (78)	38% (309)	13% (101)	807

Continued on next page

Table KAEP4_8: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

NFL team owners

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	7% (146)	21% (448)	18% (378)	13% (280)	33% (698)	7% (157)	2108
2012 Vote: Barack Obama	7% (61)	21% (184)	23% (199)	15% (130)	28% (238)	5% (43)	854
2012 Vote: Mitt Romney	5% (27)	28% (139)	17% (88)	13% (63)	34% (169)	3% (16)	502
2012 Vote: Other	2% (1)	22% (16)	12% (9)	24% (17)	37% (27)	3% (2)	73
2012 Vote: Didn't Vote	8% (57)	16% (109)	12% (82)	10% (70)	39% (262)	14% (94)	674
4-Region: Northeast	6% (22)	20% (74)	16% (60)	13% (48)	37% (139)	10% (37)	381
4-Region: Midwest	7% (31)	20% (91)	20% (88)	16% (70)	30% (135)	7% (31)	446
4-Region: South	9% (68)	22% (176)	18% (141)	11% (88)	32% (256)	8% (67)	796
4-Region: West	5% (26)	22% (107)	18% (89)	15% (74)	34% (167)	5% (23)	486
Sports Fan	9% (141)	27% (437)	21% (341)	13% (215)	27% (449)	4% (66)	1650
Avid NFL Fan	17% (119)	38% (260)	20% (140)	8% (53)	16% (106)	1% (4)	682
Gen Z NFL Fan	18% (15)	25% (22)	13% (11)	7% (6)	32% (27)	5% (4)	85
Millennial NFL Fan	13% (50)	28% (105)	20% (77)	12% (45)	24% (90)	3% (12)	379
Gen X NFL Fan	11% (43)	34% (127)	21% (78)	8% (30)	24% (91)	2% (7)	376
Boomer NFL Fan	7% (33)	30% (147)	25% (124)	11% (52)	26% (128)	2% (9)	494
Afr Am NFL Fan	18% (32)	26% (46)	14% (25)	11% (20)	27% (47)	2% (4)	173
NFL Fan Republican	10% (41)	37% (154)	19% (82)	7% (31)	26% (107)	1% (5)	420
NFL Fan Democrat	12% (70)	29% (161)	23% (131)	12% (69)	21% (118)	3% (14)	562
NFL Fan Republican & White	10% (38)	37% (141)	19% (73)	7% (27)	25% (93)	1% (5)	377
NFL Fan Democrat & White	8% (32)	30% (118)	27% (106)	12% (45)	21% (81)	2% (9)	392
White NFL Fan	8% (88)	33% (356)	24% (258)	9% (95)	25% (277)	2% (21)	1094
General NFL Fan	10% (143)	31% (431)	22% (309)	10% (135)	25% (358)	2% (31)	1407

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

Table KAEP4_9: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
NFL players

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (312)	34% (726)	13% (264)	8% (171)	26% (553)	4% (81)	2108
Gender: Male	18% (179)	38% (388)	12% (124)	9% (88)	19% (194)	4% (41)	1015
Gender: Female	12% (133)	31% (337)	13% (140)	8% (84)	33% (359)	4% (40)	1093
Age: 18-29	19% (75)	27% (105)	15% (57)	4% (17)	25% (100)	10% (38)	392
Age: 30-44	19% (105)	35% (190)	10% (53)	5% (28)	27% (144)	4% (21)	541
Age: 45-54	19% (57)	37% (115)	12% (38)	9% (28)	21% (65)	1% (4)	307
Age: 55-64	11% (49)	35% (152)	13% (55)	10% (45)	29% (125)	2% (9)	435
Age: 65+	6% (27)	38% (164)	14% (61)	12% (54)	28% (119)	2% (9)	434
Generation Z: 18-22	18% (29)	21% (34)	17% (27)	4% (7)	23% (37)	16% (26)	159
Millennial: Age 23-38	19% (107)	33% (188)	11% (65)	5% (27)	27% (156)	4% (25)	568
Generation X: Age 39-54	20% (101)	37% (188)	11% (57)	8% (39)	23% (116)	2% (13)	513
Boomers: Age 55-73	10% (73)	35% (263)	13% (101)	12% (89)	28% (210)	2% (15)	751
PID: Dem (no lean)	19% (149)	41% (319)	11% (86)	3% (24)	23% (178)	3% (23)	779
PID: Ind (no lean)	13% (89)	29% (199)	12% (82)	8% (55)	33% (224)	6% (38)	687
PID: Rep (no lean)	12% (75)	32% (209)	15% (96)	14% (92)	23% (150)	3% (20)	642
PID/Gender: Dem Men	25% (86)	43% (148)	10% (33)	5% (16)	16% (56)	2% (8)	347
PID/Gender: Dem Women	14% (63)	39% (171)	12% (53)	2% (8)	28% (123)	3% (14)	432
PID/Gender: Ind Men	14% (48)	34% (117)	12% (40)	9% (30)	26% (90)	6% (22)	347
PID/Gender: Ind Women	12% (41)	24% (81)	12% (42)	7% (25)	40% (134)	5% (16)	339
PID/Gender: Rep Men	14% (45)	39% (123)	16% (51)	13% (42)	15% (49)	3% (11)	320
PID/Gender: Rep Women	9% (30)	26% (85)	14% (45)	16% (50)	32% (102)	3% (10)	322
Ideo: Liberal (1-3)	16% (89)	40% (231)	12% (70)	3% (20)	25% (146)	3% (19)	575
Ideo: Moderate (4)	18% (99)	37% (202)	12% (65)	7% (39)	23% (123)	2% (10)	539
Ideo: Conservative (5-7)	11% (78)	33% (236)	16% (112)	14% (96)	24% (169)	2% (16)	707
Educ: < College	17% (241)	31% (449)	11% (163)	8% (116)	29% (416)	5% (67)	1453
Educ: Bachelors degree	11% (46)	44% (187)	12% (48)	9% (39)	22% (91)	2% (10)	421
Educ: Post-grad	11% (25)	38% (90)	22% (52)	7% (16)	20% (46)	2% (4)	234

Continued on next page

Table KAEP4_9: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

NFL players

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	15%	(312)	34%	(726)	13%	(264)	8%	(171)	26%	(553)	4%	(81)	2108
Income: Under 50k	17%	(204)	30%	(362)	10%	(123)	8%	(93)	30%	(360)	4%	(52)	1193
Income: 50k-100k	11%	(71)	39%	(251)	14%	(89)	10%	(64)	22%	(143)	4%	(23)	642
Income: 100k+	14%	(38)	41%	(112)	19%	(52)	5%	(15)	18%	(50)	2%	(6)	273
Ethnicity: White	12%	(207)	35%	(582)	14%	(227)	9%	(159)	27%	(456)	2%	(41)	1671
Ethnicity: Hispanic	14%	(45)	44%	(138)	11%	(34)	3%	(9)	20%	(64)	7%	(23)	313
Ethnicity: Afr. Am.	34%	(86)	27%	(70)	6%	(15)	1%	(3)	24%	(62)	8%	(20)	255
Ethnicity: Other	11%	(20)	41%	(74)	13%	(23)	6%	(10)	19%	(34)	11%	(21)	182
All Christian	13%	(118)	39%	(361)	14%	(135)	11%	(100)	22%	(205)	2%	(19)	938
All Non-Christian	11%	(11)	36%	(35)	13%	(13)	8%	(7)	28%	(27)	4%	(4)	97
Atheist	10%	(9)	39%	(36)	12%	(11)	10%	(10)	25%	(23)	3%	(3)	92
Agnostic/Nothing in particular	18%	(174)	30%	(293)	11%	(105)	6%	(55)	30%	(299)	6%	(56)	981
Religious Non-Protestant/Catholic	11%	(14)	34%	(44)	14%	(17)	6%	(8)	31%	(40)	3%	(4)	127
Evangelical	17%	(88)	31%	(161)	11%	(58)	12%	(64)	24%	(126)	4%	(23)	519
Non-Evangelical	14%	(110)	40%	(303)	13%	(100)	8%	(61)	22%	(169)	3%	(22)	766
Community: Urban	16%	(86)	40%	(217)	10%	(56)	5%	(29)	23%	(124)	5%	(27)	540
Community: Suburban	16%	(152)	33%	(309)	15%	(141)	8%	(73)	26%	(250)	3%	(25)	951
Community: Rural	12%	(74)	32%	(199)	11%	(67)	11%	(69)	29%	(179)	5%	(30)	618
Employ: Private Sector	17%	(105)	38%	(242)	14%	(91)	8%	(50)	21%	(130)	2%	(13)	631
Employ: Government	19%	(27)	37%	(51)	13%	(18)	6%	(9)	19%	(27)	6%	(8)	139
Employ: Self-Employed	19%	(30)	36%	(57)	15%	(24)	9%	(14)	18%	(29)	2%	(3)	157
Employ: Homemaker	12%	(20)	33%	(55)	13%	(21)	7%	(11)	32%	(53)	3%	(5)	165
Employ: Retired	6%	(31)	38%	(194)	13%	(68)	12%	(64)	28%	(144)	2%	(12)	514
Employ: Unemployed	22%	(51)	26%	(61)	5%	(12)	6%	(14)	36%	(85)	6%	(14)	237
Employ: Other	18%	(33)	25%	(44)	8%	(14)	5%	(9)	36%	(65)	8%	(14)	179
Military HH: Yes	11%	(39)	39%	(139)	14%	(49)	10%	(37)	25%	(89)	1%	(4)	358
Military HH: No	16%	(273)	34%	(587)	12%	(215)	8%	(134)	27%	(464)	4%	(77)	1750
RD/WT: Right Direction	16%	(126)	33%	(258)	13%	(99)	12%	(95)	24%	(186)	3%	(25)	787
RD/WT: Wrong Track	14%	(187)	35%	(468)	13%	(166)	6%	(76)	28%	(368)	4%	(57)	1321
Trump Job Approve	13%	(110)	34%	(290)	15%	(129)	13%	(114)	23%	(196)	3%	(26)	865
Trump Job Disapprove	17%	(191)	37%	(418)	12%	(133)	5%	(52)	26%	(300)	4%	(47)	1141

Continued on next page

Table KAEP4_9: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
 NFL players

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (312)	34% (726)	13% (264)	8% (171)	26% (553)	4% (81)	2108
Trump Job Strongly Approve	14% (66)	30% (143)	15% (70)	18% (87)	21% (104)	3% (14)	484
Trump Job Somewhat Approve	12% (44)	39% (147)	15% (58)	7% (27)	24% (92)	3% (12)	381
Trump Job Somewhat Disapprove	18% (38)	30% (64)	13% (28)	6% (13)	30% (64)	2% (5)	212
Trump Job Strongly Disapprove	16% (153)	38% (354)	11% (105)	4% (38)	25% (236)	5% (43)	929
Favorable of Trump	13% (115)	34% (290)	15% (130)	13% (114)	22% (188)	3% (26)	862
Unfavorable of Trump	17% (188)	37% (424)	12% (131)	5% (53)	26% (298)	4% (40)	1135
Very Favorable of Trump	16% (83)	29% (152)	13% (69)	17% (88)	21% (112)	4% (19)	523
Somewhat Favorable of Trump	9% (32)	41% (138)	18% (60)	8% (26)	22% (76)	2% (7)	339
Somewhat Unfavorable of Trump	17% (32)	32% (58)	12% (23)	6% (12)	29% (53)	3% (5)	183
Very Unfavorable of Trump	16% (157)	38% (366)	11% (108)	4% (41)	26% (245)	4% (35)	952
#1 Issue: Economy	21% (106)	34% (172)	12% (61)	6% (31)	22% (113)	4% (20)	503
#1 Issue: Security	16% (63)	33% (134)	11% (46)	15% (61)	21% (87)	4% (14)	405
#1 Issue: Health Care	11% (42)	38% (142)	14% (53)	5% (18)	29% (107)	3% (10)	371
#1 Issue: Medicare / Social Security	10% (35)	36% (128)	10% (36)	11% (39)	29% (105)	4% (13)	357
#1 Issue: Women's Issues	15% (18)	28% (34)	20% (24)	3% (3)	30% (36)	5% (6)	121
#1 Issue: Education	21% (25)	28% (33)	13% (16)	4% (4)	24% (29)	10% (12)	120
#1 Issue: Energy	12% (15)	33% (41)	16% (19)	6% (7)	34% (42)	1% (1)	125
#1 Issue: Other	8% (9)	39% (43)	9% (10)	6% (6)	33% (35)	5% (5)	108
2018 House Vote: Democrat	15% (115)	41% (308)	12% (90)	4% (33)	23% (174)	3% (23)	744
2018 House Vote: Republican	12% (79)	33% (217)	16% (103)	14% (93)	22% (143)	2% (15)	649
2018 House Vote: Someone else	14% (11)	26% (20)	12% (10)	6% (5)	39% (31)	2% (2)	78
2016 Vote: Hillary Clinton	18% (128)	41% (291)	11% (74)	3% (24)	24% (167)	2% (17)	702
2016 Vote: Donald Trump	12% (83)	34% (228)	16% (106)	14% (95)	22% (151)	2% (14)	677
2016 Vote: Other	6% (9)	42% (59)	13% (18)	9% (13)	28% (39)	3% (4)	143
2016 Vote: Didn't Vote	16% (92)	25% (147)	11% (66)	7% (39)	33% (195)	8% (47)	586
Voted in 2014: Yes	14% (181)	38% (500)	14% (177)	9% (117)	23% (295)	2% (31)	1301
Voted in 2014: No	16% (131)	28% (225)	11% (87)	7% (55)	32% (258)	6% (50)	807

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Table KAEP4_9: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

NFL players

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	15%	(312)	34%	(726)	13%	(264)	8%	(171)	26%	(553)	4%	(81)	2108
2012 Vote: Barack Obama	18%	(150)	42%	(359)	11%	(93)	4%	(35)	24%	(202)	2%	(16)	854
2012 Vote: Mitt Romney	10%	(49)	35%	(176)	16%	(81)	14%	(73)	22%	(111)	2%	(12)	502
2012 Vote: Other	3%	(2)	34%	(24)	16%	(11)	18%	(13)	28%	(20)	1%	(1)	73
2012 Vote: Didn't Vote	16%	(109)	25%	(167)	12%	(79)	8%	(51)	33%	(219)	7%	(49)	674
4-Region: Northeast	15%	(58)	36%	(138)	8%	(32)	5%	(18)	28%	(108)	7%	(26)	381
4-Region: Midwest	15%	(66)	32%	(142)	16%	(71)	10%	(43)	25%	(112)	3%	(11)	446
4-Region: South	18%	(142)	32%	(253)	13%	(102)	8%	(65)	26%	(205)	4%	(29)	796
4-Region: West	10%	(46)	40%	(192)	12%	(60)	9%	(45)	26%	(128)	3%	(15)	486
Sports Fan	18%	(301)	42%	(694)	14%	(228)	7%	(114)	17%	(278)	2%	(35)	1650
Avid NFL Fan	36%	(247)	49%	(337)	7%	(49)	2%	(12)	5%	(36)	—	(1)	682
Gen Z NFL Fan	28%	(24)	37%	(32)	15%	(13)	3%	(3)	14%	(12)	2%	(2)	85
Millennial NFL Fan	28%	(105)	45%	(170)	12%	(44)	2%	(8)	13%	(48)	1%	(3)	379
Gen X NFL Fan	26%	(97)	48%	(179)	10%	(39)	4%	(16)	12%	(45)	—	(0)	376
Boomer NFL Fan	14%	(71)	50%	(249)	15%	(73)	5%	(25)	15%	(75)	—	(1)	494
Afr Am NFL Fan	43%	(75)	38%	(65)	4%	(7)	1%	(2)	14%	(25)	—	(0)	173
NFL Fan Republican	17%	(73)	48%	(200)	15%	(63)	8%	(32)	12%	(51)	—	(1)	420
NFL Fan Democrat	25%	(140)	52%	(294)	9%	(52)	1%	(7)	11%	(65)	1%	(5)	562
NFL Fan Republican & White	18%	(68)	48%	(180)	16%	(60)	7%	(27)	11%	(42)	—	(0)	377
NFL Fan Democrat & White	19%	(74)	58%	(228)	11%	(42)	2%	(7)	10%	(40)	—	(1)	392
White NFL Fan	18%	(198)	50%	(546)	14%	(155)	4%	(48)	13%	(144)	—	(2)	1094
General NFL Fan	21%	(300)	48%	(680)	13%	(178)	4%	(54)	13%	(189)	—	(6)	1407

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

Table KAEP4_10: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
 Major League Baseball (MLB)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (412)	33% (697)	7% (155)	5% (105)	30% (635)	5% (103)	2108
Gender: Male	24% (241)	38% (384)	8% (83)	6% (56)	20% (206)	4% (45)	1015
Gender: Female	16% (172)	29% (313)	7% (72)	4% (49)	39% (429)	5% (58)	1093
Age: 18-29	17% (68)	22% (87)	8% (33)	5% (20)	33% (128)	14% (55)	392
Age: 30-44	19% (105)	31% (168)	9% (51)	7% (37)	30% (162)	3% (18)	541
Age: 45-54	22% (69)	39% (119)	7% (20)	5% (15)	26% (80)	1% (4)	307
Age: 55-64	19% (84)	35% (153)	7% (29)	3% (15)	32% (139)	4% (16)	435
Age: 65+	20% (87)	39% (170)	5% (22)	4% (19)	29% (126)	2% (10)	434
Generation Z: 18-22	21% (34)	20% (32)	7% (12)	6% (9)	24% (39)	21% (34)	159
Millennial: Age 23-38	17% (94)	30% (171)	9% (49)	6% (33)	33% (190)	5% (30)	568
Generation X: Age 39-54	22% (113)	33% (171)	9% (44)	6% (29)	28% (142)	3% (14)	513
Boomers: Age 55-73	20% (147)	37% (275)	6% (46)	4% (31)	30% (227)	3% (25)	751
PID: Dem (no lean)	21% (162)	33% (257)	9% (71)	5% (37)	28% (217)	4% (34)	779
PID: Ind (no lean)	16% (108)	30% (208)	6% (40)	4% (28)	36% (245)	8% (57)	687
PID: Rep (no lean)	22% (141)	36% (232)	7% (44)	6% (41)	27% (172)	2% (12)	642
PID/Gender: Dem Men	26% (90)	34% (120)	11% (37)	6% (22)	18% (64)	4% (15)	347
PID/Gender: Dem Women	17% (72)	32% (138)	8% (34)	3% (15)	36% (154)	4% (19)	432
PID/Gender: Ind Men	18% (63)	37% (130)	7% (25)	4% (15)	25% (87)	8% (28)	347
PID/Gender: Ind Women	14% (46)	23% (79)	4% (15)	4% (13)	47% (158)	9% (29)	339
PID/Gender: Rep Men	27% (88)	42% (135)	6% (21)	6% (19)	17% (55)	1% (2)	320
PID/Gender: Rep Women	17% (54)	30% (96)	7% (23)	7% (21)	37% (118)	3% (10)	322
Ideo: Liberal (1-3)	22% (124)	33% (188)	10% (55)	4% (21)	27% (156)	5% (31)	575
Ideo: Moderate (4)	19% (105)	37% (199)	7% (37)	4% (24)	28% (152)	4% (22)	539
Ideo: Conservative (5-7)	21% (152)	35% (248)	7% (50)	6% (46)	28% (198)	2% (14)	707
Educ: < College	19% (279)	30% (432)	8% (110)	6% (80)	32% (463)	6% (89)	1453
Educ: Bachelors degree	21% (91)	40% (168)	5% (22)	4% (16)	27% (114)	3% (11)	421
Educ: Post-grad	18% (43)	42% (97)	10% (23)	4% (9)	25% (59)	1% (2)	234

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Table KAEP4_10: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
Major League Baseball (MLB)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (412)	33% (697)	7% (155)	5% (105)	30% (635)	5% (103)	2108
Income: Under 50k	18% (219)	30% (357)	7% (86)	5% (61)	33% (398)	6% (72)	1193
Income: 50k-100k	20% (128)	38% (241)	8% (49)	5% (34)	26% (168)	3% (22)	642
Income: 100k+	24% (65)	36% (99)	7% (20)	4% (10)	25% (69)	3% (9)	273
Ethnicity: White	20% (335)	34% (573)	7% (117)	5% (77)	31% (514)	3% (55)	1671
Ethnicity: Hispanic	16% (51)	37% (116)	9% (27)	4% (14)	24% (76)	9% (29)	313
Ethnicity: Afr. Am.	21% (53)	24% (62)	9% (23)	7% (17)	27% (70)	12% (30)	255
Ethnicity: Other	14% (25)	34% (62)	8% (15)	6% (11)	28% (52)	10% (17)	182
All Christian	23% (220)	38% (355)	7% (63)	5% (43)	25% (233)	3% (24)	938
All Non-Christian	23% (22)	35% (34)	6% (6)	6% (6)	28% (27)	2% (2)	97
Atheist	14% (13)	30% (27)	7% (6)	9% (8)	30% (28)	10% (9)	92
Agnostic/Nothing in particular	16% (157)	29% (281)	8% (79)	5% (49)	35% (347)	7% (68)	981
Religious Non-Protestant/Catholic	22% (27)	35% (45)	5% (7)	9% (12)	26% (32)	3% (4)	127
Evangelical	22% (112)	30% (154)	10% (52)	5% (28)	29% (152)	4% (19)	519
Non-Evangelical	22% (165)	37% (285)	6% (45)	4% (33)	27% (204)	4% (34)	766
Community: Urban	21% (115)	35% (187)	10% (51)	4% (23)	25% (133)	5% (30)	540
Community: Suburban	19% (180)	36% (339)	6% (54)	5% (51)	31% (292)	4% (35)	951
Community: Rural	19% (117)	28% (171)	8% (50)	5% (31)	34% (210)	6% (39)	618
Employ: Private Sector	23% (144)	36% (230)	7% (44)	4% (24)	27% (174)	3% (16)	631
Employ: Government	22% (31)	34% (47)	8% (11)	5% (7)	21% (29)	10% (14)	139
Employ: Self-Employed	19% (30)	32% (51)	11% (18)	7% (10)	28% (44)	3% (5)	157
Employ: Homemaker	18% (30)	28% (47)	5% (8)	6% (10)	40% (66)	2% (4)	165
Employ: Retired	20% (103)	38% (193)	6% (32)	4% (19)	29% (150)	3% (16)	514
Employ: Unemployed	12% (29)	27% (65)	9% (21)	8% (18)	36% (85)	8% (19)	237
Employ: Other	18% (32)	25% (44)	9% (16)	7% (13)	33% (59)	8% (15)	179
Military HH: Yes	24% (87)	35% (125)	6% (22)	5% (19)	26% (94)	3% (12)	358
Military HH: No	19% (325)	33% (572)	8% (133)	5% (87)	31% (541)	5% (91)	1750
RD/WT: Right Direction	23% (179)	36% (281)	6% (49)	6% (44)	27% (213)	3% (22)	787
RD/WT: Wrong Track	18% (233)	32% (416)	8% (106)	5% (62)	32% (422)	6% (81)	1321
Trump Job Approve	23% (195)	36% (313)	7% (58)	6% (54)	26% (221)	3% (23)	865
Trump Job Disapprove	18% (204)	32% (365)	8% (95)	4% (49)	31% (357)	6% (70)	1141

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Table KAEP4_10: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
 Major League Baseball (MLB)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	20%	(412)	33%	(697)	7%	(155)	5%	(105)	30%	(635)	5%	(103)	2108
Trump Job Strongly Approve	24%	(117)	36%	(173)	6%	(30)	7%	(34)	25%	(122)	2%	(8)	484
Trump Job Somewhat Approve	20%	(77)	37%	(139)	7%	(29)	5%	(21)	26%	(99)	4%	(16)	381
Trump Job Somewhat Disapprove	20%	(42)	29%	(63)	7%	(15)	3%	(5)	36%	(77)	5%	(10)	212
Trump Job Strongly Disapprove	18%	(163)	33%	(302)	9%	(80)	5%	(43)	30%	(280)	6%	(60)	929
Favorable of Trump	23%	(198)	36%	(315)	7%	(61)	6%	(52)	25%	(217)	2%	(20)	862
Unfavorable of Trump	18%	(203)	32%	(367)	8%	(90)	4%	(47)	31%	(356)	6%	(71)	1135
Very Favorable of Trump	26%	(134)	35%	(185)	6%	(31)	7%	(34)	24%	(126)	2%	(13)	523
Somewhat Favorable of Trump	19%	(65)	38%	(130)	9%	(30)	5%	(18)	27%	(91)	2%	(7)	339
Somewhat Unfavorable of Trump	19%	(34)	29%	(53)	7%	(13)	3%	(6)	37%	(67)	5%	(9)	183
Very Unfavorable of Trump	18%	(169)	33%	(313)	8%	(77)	4%	(41)	30%	(289)	7%	(62)	952
#1 Issue: Economy	21%	(108)	33%	(164)	9%	(46)	5%	(27)	27%	(138)	4%	(20)	503
#1 Issue: Security	24%	(96)	35%	(141)	7%	(29)	6%	(24)	26%	(107)	2%	(9)	405
#1 Issue: Health Care	16%	(61)	35%	(129)	9%	(32)	2%	(7)	32%	(120)	6%	(23)	371
#1 Issue: Medicare / Social Security	19%	(68)	35%	(125)	3%	(12)	5%	(17)	34%	(122)	4%	(13)	357
#1 Issue: Women's Issues	15%	(18)	32%	(39)	8%	(10)	4%	(4)	33%	(40)	8%	(9)	121
#1 Issue: Education	14%	(16)	20%	(24)	13%	(15)	8%	(9)	34%	(40)	12%	(14)	120
#1 Issue: Energy	18%	(23)	31%	(38)	5%	(6)	9%	(12)	29%	(36)	8%	(10)	125
#1 Issue: Other	22%	(24)	35%	(38)	5%	(6)	5%	(5)	30%	(32)	3%	(4)	108
2018 House Vote: Democrat	21%	(155)	36%	(269)	7%	(49)	4%	(30)	28%	(207)	5%	(36)	744
2018 House Vote: Republican	23%	(146)	35%	(228)	8%	(54)	6%	(40)	27%	(173)	1%	(7)	649
2018 House Vote: Someone else	14%	(11)	28%	(22)	4%	(3)	11%	(9)	36%	(28)	6%	(5)	78
2016 Vote: Hillary Clinton	20%	(142)	36%	(254)	8%	(58)	4%	(25)	28%	(194)	4%	(29)	702
2016 Vote: Donald Trump	24%	(160)	37%	(247)	7%	(45)	5%	(37)	26%	(177)	2%	(10)	677
2016 Vote: Other	12%	(18)	26%	(38)	6%	(9)	9%	(13)	40%	(58)	6%	(8)	143
2016 Vote: Didn't Vote	16%	(92)	27%	(158)	7%	(44)	5%	(30)	35%	(207)	9%	(56)	586
Voted in 2014: Yes	21%	(273)	36%	(474)	7%	(96)	5%	(65)	27%	(355)	3%	(38)	1301
Voted in 2014: No	17%	(139)	28%	(223)	7%	(59)	5%	(41)	35%	(280)	8%	(65)	807

Continued on next page

Table KAEP4_10: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
Major League Baseball (MLB)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	20%	(412)	33%	(697)	7%	(155)	5%	(105)	30%	(635)	5%	(103)	2108
2012 Vote: Barack Obama	20%	(168)	38%	(325)	8%	(67)	4%	(31)	27%	(232)	4%	(31)	854
2012 Vote: Mitt Romney	24%	(119)	36%	(181)	6%	(32)	7%	(35)	26%	(130)	1%	(5)	502
2012 Vote: Other	16%	(11)	32%	(23)	12%	(9)	9%	(7)	30%	(22)	2%	(1)	73
2012 Vote: Didn't Vote	17%	(112)	25%	(169)	7%	(47)	5%	(33)	37%	(251)	9%	(63)	674
4-Region: Northeast	19%	(72)	33%	(124)	5%	(20)	4%	(15)	31%	(117)	8%	(32)	381
4-Region: Midwest	22%	(100)	34%	(153)	10%	(43)	4%	(17)	27%	(121)	2%	(11)	446
4-Region: South	20%	(161)	32%	(253)	7%	(53)	6%	(46)	31%	(249)	4%	(33)	796
4-Region: West	16%	(79)	34%	(167)	8%	(39)	6%	(27)	30%	(147)	6%	(27)	486
Sports Fan	24%	(401)	39%	(636)	8%	(131)	5%	(76)	21%	(354)	3%	(52)	1650
Avid NFL Fan	34%	(230)	39%	(266)	8%	(54)	4%	(27)	13%	(86)	3%	(18)	682
Gen Z NFL Fan	31%	(27)	19%	(16)	13%	(11)	7%	(6)	17%	(15)	13%	(11)	85
Millennial NFL Fan	23%	(88)	35%	(131)	10%	(36)	6%	(23)	23%	(89)	3%	(11)	379
Gen X NFL Fan	28%	(107)	39%	(146)	8%	(32)	6%	(21)	18%	(70)	—	(1)	376
Boomer NFL Fan	25%	(123)	46%	(228)	6%	(30)	3%	(14)	17%	(86)	3%	(13)	494
Afr Am NFL Fan	26%	(45)	29%	(50)	10%	(18)	7%	(12)	24%	(42)	4%	(7)	173
NFL Fan Republican	28%	(119)	40%	(169)	7%	(30)	6%	(26)	17%	(70)	1%	(6)	420
NFL Fan Democrat	28%	(155)	38%	(216)	10%	(56)	4%	(23)	18%	(101)	2%	(12)	562
NFL Fan Republican & White	29%	(111)	41%	(155)	7%	(25)	5%	(19)	17%	(62)	1%	(6)	377
NFL Fan Democrat & White	28%	(109)	42%	(164)	10%	(37)	2%	(9)	17%	(66)	2%	(6)	392
White NFL Fan	27%	(293)	41%	(449)	8%	(82)	4%	(43)	19%	(208)	2%	(19)	1094
General NFL Fan	26%	(366)	39%	(552)	8%	(112)	5%	(65)	20%	(277)	3%	(36)	1407

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

Table KAEP4_11: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
 The Houston Astros

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	7% (141)	18% (376)	8% (167)	9% (181)	45% (947)	14% (297)	2108
Gender: Male	10% (97)	23% (232)	10% (103)	12% (124)	35% (356)	10% (103)	1015
Gender: Female	4% (43)	13% (144)	6% (64)	5% (57)	54% (591)	18% (194)	1093
Age: 18-29	5% (18)	9% (35)	9% (36)	9% (34)	30% (119)	38% (150)	392
Age: 30-44	10% (56)	15% (83)	9% (48)	8% (42)	44% (237)	14% (74)	541
Age: 45-54	7% (22)	21% (64)	9% (26)	13% (41)	43% (133)	7% (20)	307
Age: 55-64	6% (26)	19% (84)	6% (27)	7% (31)	55% (238)	7% (29)	435
Age: 65+	4% (19)	25% (110)	7% (29)	8% (34)	51% (220)	5% (24)	434
Generation Z: 18-22	8% (13)	9% (14)	9% (15)	6% (9)	28% (45)	40% (64)	159
Millennial: Age 23-38	7% (39)	13% (75)	9% (54)	9% (50)	38% (214)	24% (136)	568
Generation X: Age 39-54	9% (45)	18% (93)	8% (42)	11% (58)	45% (230)	9% (45)	513
Boomers: Age 55-73	5% (40)	21% (155)	7% (52)	8% (61)	53% (397)	6% (46)	751
PID: Dem (no lean)	7% (56)	18% (140)	6% (50)	9% (74)	46% (357)	13% (104)	779
PID: Ind (no lean)	6% (42)	14% (98)	7% (45)	8% (54)	46% (318)	19% (130)	687
PID: Rep (no lean)	7% (43)	22% (139)	11% (71)	8% (54)	42% (272)	10% (64)	642
PID/Gender: Dem Men	12% (41)	21% (73)	10% (35)	14% (47)	33% (115)	10% (36)	347
PID/Gender: Dem Women	3% (15)	15% (66)	4% (16)	6% (26)	56% (241)	16% (68)	432
PID/Gender: Ind Men	6% (22)	21% (72)	8% (29)	11% (38)	40% (138)	14% (48)	347
PID/Gender: Ind Women	6% (20)	7% (25)	5% (16)	5% (15)	53% (181)	24% (82)	339
PID/Gender: Rep Men	11% (34)	27% (86)	12% (39)	12% (38)	32% (103)	6% (20)	320
PID/Gender: Rep Women	3% (8)	16% (52)	10% (33)	5% (16)	53% (169)	14% (44)	322
Ideo: Liberal (1-3)	7% (43)	16% (93)	8% (44)	10% (59)	44% (256)	14% (81)	575
Ideo: Moderate (4)	7% (39)	20% (109)	8% (42)	8% (45)	48% (257)	8% (46)	539
Ideo: Conservative (5-7)	7% (48)	22% (156)	10% (70)	8% (58)	42% (298)	11% (78)	707
Educ: < College	6% (92)	16% (237)	7% (95)	9% (127)	46% (664)	16% (238)	1453
Educ: Bachelors degree	9% (37)	20% (84)	11% (47)	7% (31)	43% (183)	9% (40)	421
Educ: Post-grad	5% (12)	23% (54)	10% (24)	10% (23)	43% (100)	8% (19)	234

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Table KAEP4_11: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
The Houston Astros

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(141)	18%	(376)	8%	(167)	9%	(181)	45%	(947)	14%	(297)	2108
Income: Under 50k	7%	(78)	14%	(173)	7%	(79)	8%	(93)	48%	(574)	16%	(197)	1193
Income: 50k-100k	5%	(33)	22%	(143)	10%	(67)	10%	(61)	41%	(261)	12%	(76)	642
Income: 100k+	11%	(29)	22%	(60)	8%	(21)	10%	(26)	41%	(112)	9%	(25)	273
Ethnicity: White	6%	(107)	19%	(319)	8%	(129)	8%	(138)	47%	(782)	12%	(196)	1671
Ethnicity: Hispanic	9%	(29)	15%	(48)	9%	(28)	13%	(42)	36%	(114)	17%	(54)	313
Ethnicity: Afr. Am.	9%	(22)	12%	(31)	7%	(18)	8%	(20)	40%	(101)	24%	(62)	255
Ethnicity: Other	6%	(11)	14%	(25)	10%	(19)	13%	(23)	35%	(63)	22%	(40)	182
All Christian	9%	(85)	21%	(197)	9%	(88)	9%	(89)	44%	(409)	7%	(70)	938
All Non-Christian	3%	(3)	24%	(23)	12%	(12)	11%	(11)	35%	(34)	15%	(15)	97
Atheist	5%	(4)	14%	(13)	9%	(8)	12%	(11)	42%	(39)	18%	(16)	92
Agnostic/Nothing in particular	5%	(48)	15%	(143)	6%	(59)	7%	(70)	47%	(465)	20%	(197)	981
Religious Non-Protestant/Catholic	5%	(6)	22%	(28)	10%	(13)	15%	(19)	34%	(43)	14%	(17)	127
Evangelical	9%	(48)	21%	(106)	8%	(40)	7%	(37)	41%	(213)	14%	(75)	519
Non-Evangelical	7%	(56)	18%	(139)	7%	(57)	11%	(87)	46%	(351)	10%	(76)	766
Community: Urban	9%	(47)	19%	(101)	6%	(34)	12%	(66)	40%	(214)	14%	(77)	540
Community: Suburban	7%	(67)	19%	(179)	8%	(79)	8%	(76)	45%	(430)	13%	(120)	951
Community: Rural	4%	(27)	16%	(96)	9%	(53)	6%	(39)	49%	(302)	16%	(100)	618
Employ: Private Sector	8%	(53)	19%	(123)	9%	(57)	9%	(58)	43%	(272)	11%	(69)	631
Employ: Government	13%	(18)	11%	(16)	13%	(18)	10%	(14)	38%	(53)	15%	(21)	139
Employ: Self-Employed	8%	(12)	17%	(28)	8%	(13)	12%	(20)	43%	(68)	11%	(17)	157
Employ: Homemaker	3%	(5)	11%	(18)	10%	(16)	8%	(13)	50%	(83)	18%	(30)	165
Employ: Retired	5%	(28)	24%	(123)	6%	(32)	7%	(37)	50%	(258)	7%	(36)	514
Employ: Unemployed	3%	(8)	15%	(35)	7%	(16)	9%	(22)	43%	(101)	23%	(55)	237
Employ: Other	8%	(15)	13%	(23)	6%	(10)	8%	(14)	47%	(84)	19%	(34)	179
Military HH: Yes	8%	(30)	21%	(75)	10%	(36)	9%	(33)	44%	(157)	8%	(28)	358
Military HH: No	6%	(111)	17%	(301)	7%	(130)	8%	(148)	45%	(790)	15%	(269)	1750
RD/WT: Right Direction	8%	(65)	20%	(157)	8%	(66)	9%	(74)	41%	(325)	13%	(101)	787
RD/WT: Wrong Track	6%	(76)	17%	(219)	8%	(101)	8%	(107)	47%	(622)	15%	(197)	1321
Trump Job Approve	8%	(66)	22%	(191)	9%	(79)	9%	(80)	40%	(347)	12%	(103)	865
Trump Job Disapprove	6%	(69)	16%	(182)	7%	(85)	9%	(98)	48%	(547)	14%	(159)	1141

Continued on next page

Table KAEP4_11: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
 The Houston Astros

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	7% (141)	18% (376)	8% (167)	9% (181)	45% (947)	14% (297)	2108
Trump Job Strongly Approve	9% (46)	23% (110)	7% (32)	11% (53)	41% (199)	9% (44)	484
Trump Job Somewhat Approve	5% (20)	21% (81)	12% (46)	7% (26)	39% (148)	16% (59)	381
Trump Job Somewhat Disapprove	5% (10)	16% (34)	13% (27)	3% (6)	50% (107)	14% (29)	212
Trump Job Strongly Disapprove	6% (59)	16% (148)	6% (58)	10% (92)	47% (441)	14% (130)	929
Favorable of Trump	8% (69)	22% (194)	9% (79)	9% (77)	41% (352)	11% (91)	862
Unfavorable of Trump	6% (67)	16% (179)	7% (85)	9% (100)	47% (529)	15% (174)	1135
Very Favorable of Trump	10% (50)	23% (118)	8% (41)	10% (54)	39% (206)	10% (54)	523
Somewhat Favorable of Trump	5% (18)	22% (76)	11% (38)	7% (23)	43% (146)	11% (37)	339
Somewhat Unfavorable of Trump	3% (5)	14% (26)	11% (21)	6% (10)	50% (91)	17% (30)	183
Very Unfavorable of Trump	7% (62)	16% (154)	7% (64)	9% (90)	46% (439)	15% (143)	952
#1 Issue: Economy	7% (36)	17% (84)	10% (50)	12% (60)	41% (207)	13% (65)	503
#1 Issue: Security	9% (35)	21% (87)	5% (22)	10% (40)	41% (166)	14% (55)	405
#1 Issue: Health Care	7% (25)	18% (67)	10% (37)	6% (24)	47% (173)	12% (45)	371
#1 Issue: Medicare / Social Security	4% (16)	18% (65)	8% (30)	9% (34)	49% (176)	10% (37)	357
#1 Issue: Women's Issues	8% (9)	17% (20)	4% (5)	5% (6)	44% (53)	23% (28)	121
#1 Issue: Education	6% (7)	17% (20)	7% (8)	5% (6)	41% (49)	24% (29)	120
#1 Issue: Energy	5% (6)	10% (12)	5% (6)	6% (7)	57% (71)	18% (22)	125
#1 Issue: Other	6% (6)	19% (20)	8% (9)	5% (5)	48% (52)	15% (16)	108
2018 House Vote: Democrat	7% (49)	19% (143)	7% (53)	9% (68)	47% (349)	11% (82)	744
2018 House Vote: Republican	9% (58)	22% (145)	10% (65)	9% (56)	41% (269)	9% (56)	649
2018 House Vote: Someone else	11% (8)	14% (11)	5% (4)	10% (8)	51% (40)	9% (7)	78
2016 Vote: Hillary Clinton	7% (52)	18% (125)	7% (51)	10% (68)	47% (330)	11% (76)	702
2016 Vote: Donald Trump	8% (54)	24% (161)	9% (58)	9% (62)	42% (284)	9% (59)	677
2016 Vote: Other	3% (4)	14% (19)	11% (15)	10% (14)	55% (79)	8% (12)	143
2016 Vote: Didn't Vote	5% (31)	12% (71)	7% (42)	6% (38)	43% (254)	26% (151)	586
Voted in 2014: Yes	7% (96)	21% (279)	8% (108)	9% (113)	45% (584)	9% (122)	1301
Voted in 2014: No	6% (44)	12% (97)	7% (58)	8% (68)	45% (363)	22% (175)	807

Continued on next page

Table KAEP4_11: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
The Houston Astros

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(141)	18%	(376)	8%	(167)	9%	(181)	45%	(947)	14%	(297)	2108
2012 Vote: Barack Obama	6%	(55)	18%	(157)	7%	(64)	9%	(80)	49%	(419)	9%	(80)	854
2012 Vote: Mitt Romney	7%	(34)	25%	(125)	9%	(46)	9%	(43)	42%	(209)	9%	(43)	502
2012 Vote: Other	7%	(5)	24%	(17)	7%	(5)	10%	(8)	44%	(32)	8%	(6)	73
2012 Vote: Didn't Vote	7%	(46)	11%	(76)	8%	(51)	7%	(50)	42%	(286)	24%	(165)	674
4-Region: Northeast	3%	(13)	17%	(66)	6%	(22)	10%	(37)	49%	(185)	15%	(58)	381
4-Region: Midwest	3%	(14)	18%	(79)	11%	(48)	8%	(35)	49%	(218)	12%	(51)	446
4-Region: South	10%	(79)	19%	(155)	7%	(55)	8%	(62)	41%	(325)	15%	(120)	796
4-Region: West	7%	(35)	16%	(76)	9%	(42)	10%	(47)	45%	(219)	14%	(68)	486
Sports Fan	8%	(136)	22%	(359)	9%	(156)	10%	(159)	41%	(670)	10%	(170)	1650
Avid NFL Fan	12%	(85)	25%	(170)	11%	(75)	11%	(78)	33%	(222)	8%	(51)	682
Gen Z NFL Fan	14%	(12)	10%	(8)	14%	(12)	7%	(6)	27%	(23)	28%	(24)	85
Millennial NFL Fan	10%	(36)	18%	(69)	13%	(49)	10%	(38)	34%	(127)	16%	(59)	379
Gen X NFL Fan	12%	(44)	23%	(85)	10%	(39)	13%	(48)	37%	(141)	5%	(20)	376
Boomer NFL Fan	7%	(34)	28%	(136)	8%	(41)	9%	(42)	45%	(223)	4%	(18)	494
Afr Am NFL Fan	12%	(21)	18%	(31)	9%	(16)	6%	(10)	40%	(69)	15%	(26)	173
NFL Fan Republican	9%	(37)	28%	(116)	14%	(60)	9%	(38)	34%	(143)	6%	(26)	420
NFL Fan Democrat	10%	(55)	23%	(129)	8%	(46)	11%	(61)	40%	(225)	8%	(47)	562
NFL Fan Republican & White	10%	(36)	28%	(107)	12%	(45)	8%	(31)	36%	(135)	6%	(23)	377
NFL Fan Democrat & White	9%	(34)	25%	(99)	8%	(32)	10%	(37)	42%	(163)	7%	(26)	392
White NFL Fan	9%	(99)	25%	(278)	10%	(107)	9%	(102)	39%	(430)	7%	(79)	1094
General NFL Fan	9%	(130)	24%	(331)	10%	(142)	10%	(138)	39%	(544)	9%	(123)	1407

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

Table KAEP4_12: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

Myles Garrett

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	3%	(55)	6%	(137)	6%	(131)	13%	(281)	22%	(469)	49%	(1035)	2108
Gender: Male	4%	(40)	9%	(88)	9%	(94)	19%	(189)	17%	(173)	42%	(430)	1015
Gender: Female	1%	(15)	4%	(48)	3%	(37)	8%	(91)	27%	(296)	55%	(605)	1093
Age: 18-29	4%	(17)	8%	(29)	5%	(22)	9%	(36)	17%	(68)	56%	(220)	392
Age: 30-44	4%	(19)	7%	(38)	6%	(33)	12%	(67)	24%	(131)	47%	(253)	541
Age: 45-54	4%	(11)	10%	(29)	9%	(28)	15%	(45)	22%	(69)	41%	(126)	307
Age: 55-64	1%	(3)	5%	(21)	5%	(21)	17%	(72)	25%	(109)	48%	(209)	435
Age: 65+	1%	(5)	5%	(20)	6%	(28)	14%	(61)	21%	(93)	53%	(228)	434
Generation Z: 18-22	6%	(9)	3%	(5)	7%	(11)	7%	(12)	19%	(30)	58%	(92)	159
Millennial: Age 23-38	4%	(20)	8%	(43)	6%	(35)	11%	(63)	21%	(120)	50%	(287)	568
Generation X: Age 39-54	3%	(17)	9%	(48)	7%	(37)	14%	(73)	23%	(118)	43%	(220)	513
Boomers: Age 55-73	1%	(5)	5%	(36)	6%	(45)	16%	(120)	23%	(175)	49%	(370)	751
PID: Dem (no lean)	4%	(31)	6%	(47)	7%	(57)	12%	(96)	21%	(166)	49%	(383)	779
PID: Ind (no lean)	2%	(12)	6%	(44)	5%	(37)	11%	(74)	25%	(170)	51%	(349)	687
PID: Rep (no lean)	2%	(12)	7%	(46)	6%	(37)	17%	(111)	21%	(134)	47%	(304)	642
PID/Gender: Dem Men	7%	(24)	6%	(21)	14%	(47)	18%	(62)	16%	(55)	40%	(138)	347
PID/Gender: Dem Women	2%	(7)	6%	(26)	2%	(10)	8%	(34)	26%	(110)	57%	(245)	432
PID/Gender: Ind Men	2%	(7)	9%	(32)	7%	(26)	14%	(48)	21%	(72)	47%	(162)	347
PID/Gender: Ind Women	2%	(6)	4%	(12)	3%	(11)	8%	(26)	29%	(98)	55%	(186)	339
PID/Gender: Rep Men	3%	(9)	11%	(35)	7%	(21)	25%	(79)	14%	(46)	40%	(129)	320
PID/Gender: Rep Women	1%	(3)	3%	(10)	5%	(15)	10%	(31)	27%	(88)	54%	(174)	322
Ideo: Liberal (1-3)	3%	(20)	4%	(23)	7%	(41)	12%	(70)	19%	(107)	54%	(313)	575
Ideo: Moderate (4)	2%	(13)	7%	(40)	10%	(54)	11%	(59)	25%	(133)	44%	(239)	539
Ideo: Conservative (5-7)	2%	(15)	8%	(56)	4%	(27)	19%	(137)	23%	(160)	44%	(312)	707
Educ: < College	3%	(39)	7%	(97)	6%	(82)	11%	(165)	24%	(343)	50%	(727)	1453
Educ: Bachelors degree	3%	(11)	6%	(26)	7%	(29)	16%	(69)	20%	(85)	48%	(202)	421
Educ: Post-grad	2%	(4)	6%	(14)	9%	(21)	20%	(47)	18%	(42)	45%	(106)	234

Continued on next page

Table KAEP4_12: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

Myles Garrett

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (55)	6% (137)	6% (131)	13% (281)	22% (469)	49% (1035)	2108
Income: Under 50k	2% (27)	6% (74)	6% (69)	10% (123)	23% (280)	52% (622)	1193
Income: 50k-100k	2% (13)	7% (47)	6% (39)	16% (103)	23% (145)	46% (294)	642
Income: 100k+	5% (15)	6% (15)	9% (24)	20% (55)	16% (44)	44% (120)	273
Ethnicity: White	2% (37)	6% (94)	6% (94)	15% (246)	22% (362)	50% (838)	1671
Ethnicity: Hispanic	3% (10)	8% (24)	8% (26)	16% (51)	20% (62)	44% (139)	313
Ethnicity: Afr. Am.	6% (16)	10% (25)	9% (22)	7% (17)	27% (69)	42% (107)	255
Ethnicity: Other	1% (2)	10% (18)	8% (15)	10% (18)	21% (39)	49% (90)	182
All Christian	2% (22)	7% (63)	6% (54)	17% (159)	24% (223)	44% (417)	938
All Non-Christian	2% (2)	4% (4)	7% (7)	8% (8)	23% (22)	55% (54)	97
Atheist	3% (3)	2% (2)	7% (6)	11% (10)	20% (18)	57% (52)	92
Agnostic/Nothing in particular	3% (28)	7% (67)	7% (64)	11% (103)	21% (207)	52% (512)	981
Religious Non-Protestant/Catholic	2% (2)	5% (6)	6% (8)	9% (11)	24% (30)	55% (70)	127
Evangelical	3% (18)	9% (48)	4% (22)	12% (65)	25% (131)	45% (236)	519
Non-Evangelical	2% (18)	6% (47)	7% (55)	18% (137)	22% (171)	44% (338)	766
Community: Urban	3% (17)	8% (41)	9% (50)	11% (58)	22% (118)	47% (254)	540
Community: Suburban	3% (25)	8% (73)	6% (60)	14% (134)	20% (194)	49% (465)	951
Community: Rural	2% (13)	4% (22)	3% (22)	14% (89)	25% (157)	51% (315)	618
Employ: Private Sector	3% (20)	8% (49)	9% (54)	15% (94)	21% (132)	45% (282)	631
Employ: Government	2% (2)	10% (13)	7% (10)	19% (26)	17% (24)	46% (63)	139
Employ: Self-Employed	4% (7)	6% (10)	4% (6)	17% (26)	30% (47)	39% (61)	157
Employ: Homemaker	2% (3)	4% (7)	5% (8)	9% (15)	23% (38)	57% (94)	165
Employ: Retired	1% (5)	4% (22)	5% (27)	15% (77)	23% (120)	51% (264)	514
Employ: Unemployed	1% (3)	11% (27)	4% (11)	7% (18)	21% (49)	55% (130)	237
Employ: Other	5% (10)	5% (9)	6% (11)	11% (20)	25% (44)	48% (86)	179
Military HH: Yes	1% (3)	6% (22)	8% (29)	15% (55)	22% (78)	48% (171)	358
Military HH: No	3% (52)	7% (115)	6% (102)	13% (226)	22% (392)	49% (863)	1750
RD/WT: Right Direction	3% (24)	10% (76)	6% (44)	15% (119)	22% (174)	45% (351)	787
RD/WT: Wrong Track	2% (31)	5% (61)	7% (87)	12% (161)	22% (296)	52% (684)	1321
Trump Job Approve	2% (21)	8% (70)	6% (54)	17% (143)	21% (180)	46% (397)	865
Trump Job Disapprove	3% (33)	5% (61)	7% (76)	11% (131)	24% (272)	50% (568)	1141

Continued on next page

Table KAEP4_12: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
 Myles Garrett

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (55)	6% (137)	6% (131)	13% (281)	22% (469)	49% (1035)	2108
Trump Job Strongly Approve	2% (11)	8% (36)	4% (22)	17% (83)	23% (109)	46% (222)	484
Trump Job Somewhat Approve	2% (9)	9% (34)	9% (32)	16% (60)	18% (70)	46% (175)	381
Trump Job Somewhat Disapprove	2% (5)	10% (22)	5% (10)	10% (22)	27% (58)	45% (96)	212
Trump Job Strongly Disapprove	3% (28)	4% (39)	7% (66)	12% (110)	23% (215)	51% (472)	929
Favorable of Trump	3% (23)	9% (73)	6% (50)	16% (141)	21% (179)	46% (396)	862
Unfavorable of Trump	3% (31)	5% (60)	7% (81)	11% (130)	23% (257)	51% (576)	1135
Very Favorable of Trump	3% (15)	8% (40)	5% (24)	17% (90)	21% (109)	47% (244)	523
Somewhat Favorable of Trump	2% (8)	10% (34)	8% (26)	15% (51)	21% (70)	45% (151)	339
Somewhat Unfavorable of Trump	3% (5)	8% (15)	7% (13)	9% (17)	24% (43)	49% (89)	183
Very Unfavorable of Trump	3% (26)	5% (44)	7% (67)	12% (113)	22% (214)	51% (487)	952
#1 Issue: Economy	3% (14)	9% (46)	7% (33)	15% (75)	21% (105)	46% (229)	503
#1 Issue: Security	2% (7)	7% (30)	5% (20)	14% (59)	23% (94)	48% (196)	405
#1 Issue: Health Care	3% (10)	4% (15)	8% (29)	14% (52)	21% (79)	50% (186)	371
#1 Issue: Medicare / Social Security	2% (8)	7% (25)	4% (14)	13% (45)	22% (78)	52% (187)	357
#1 Issue: Women's Issues	4% (5)	5% (7)	9% (10)	9% (11)	22% (27)	51% (61)	121
#1 Issue: Education	4% (5)	5% (6)	8% (10)	12% (15)	25% (29)	46% (55)	120
#1 Issue: Energy	4% (5)	3% (4)	3% (4)	8% (10)	28% (35)	53% (66)	125
#1 Issue: Other	— (0)	3% (4)	11% (12)	14% (15)	22% (24)	50% (54)	108
2018 House Vote: Democrat	3% (21)	7% (50)	6% (44)	14% (101)	20% (151)	51% (377)	744
2018 House Vote: Republican	3% (18)	7% (47)	7% (48)	17% (112)	22% (143)	43% (281)	649
2018 House Vote: Someone else	1% (1)	6% (5)	7% (5)	13% (10)	30% (23)	44% (34)	78
2016 Vote: Hillary Clinton	3% (19)	6% (43)	8% (54)	13% (89)	23% (160)	48% (337)	702
2016 Vote: Donald Trump	2% (14)	8% (55)	6% (41)	18% (119)	21% (144)	45% (304)	677
2016 Vote: Other	1% (1)	4% (6)	6% (9)	12% (17)	27% (38)	50% (72)	143
2016 Vote: Didn't Vote	4% (21)	6% (33)	5% (27)	10% (57)	22% (127)	55% (322)	586
Voted in 2014: Yes	2% (29)	6% (82)	7% (94)	15% (190)	23% (302)	46% (605)	1301
Voted in 2014: No	3% (26)	7% (55)	5% (37)	11% (91)	21% (168)	53% (430)	807

Continued on next page

Table KAEP4_12: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

Myles Garrett

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (55)	6% (137)	6% (131)	13% (281)	22% (469)	49% (1035)	2108
2012 Vote: Barack Obama	3% (22)	6% (50)	8% (64)	11% (95)	24% (206)	49% (416)	854
2012 Vote: Mitt Romney	1% (7)	7% (37)	6% (32)	20% (100)	19% (96)	46% (230)	502
2012 Vote: Other	— (0)	4% (3)	8% (6)	17% (12)	32% (23)	39% (29)	73
2012 Vote: Didn't Vote	4% (26)	7% (47)	4% (30)	11% (73)	21% (143)	53% (356)	674
4-Region: Northeast	1% (4)	4% (14)	5% (21)	12% (47)	24% (90)	54% (205)	381
4-Region: Midwest	2% (11)	5% (21)	6% (25)	19% (85)	22% (97)	47% (208)	446
4-Region: South	3% (26)	9% (70)	6% (51)	12% (99)	23% (181)	46% (369)	796
4-Region: West	3% (14)	7% (32)	7% (35)	10% (50)	21% (103)	52% (253)	486
Sports Fan	3% (55)	8% (133)	8% (129)	16% (270)	22% (364)	42% (699)	1650
Avid NFL Fan	7% (47)	10% (70)	13% (88)	21% (145)	19% (132)	29% (199)	682
Gen Z NFL Fan	11% (9)	6% (5)	13% (11)	10% (9)	14% (12)	46% (39)	85
Millennial NFL Fan	5% (20)	11% (41)	9% (34)	15% (55)	20% (76)	40% (152)	379
Gen X NFL Fan	5% (17)	12% (45)	10% (37)	18% (67)	22% (82)	34% (128)	376
Boomer NFL Fan	1% (4)	7% (33)	8% (40)	21% (104)	22% (111)	41% (204)	494
Afr Am NFL Fan	9% (16)	13% (23)	13% (22)	6% (11)	28% (49)	31% (53)	173
NFL Fan Republican	3% (12)	10% (42)	8% (33)	22% (93)	18% (77)	39% (163)	420
NFL Fan Democrat	5% (30)	8% (45)	10% (57)	15% (86)	20% (115)	41% (230)	562
NFL Fan Republican & White	3% (9)	10% (36)	8% (29)	23% (86)	18% (68)	39% (147)	377
NFL Fan Democrat & White	5% (19)	6% (24)	9% (35)	17% (67)	20% (78)	43% (168)	392
White NFL Fan	3% (36)	8% (86)	8% (88)	20% (214)	21% (225)	41% (444)	1094
General NFL Fan	4% (53)	9% (127)	9% (125)	17% (245)	21% (301)	40% (556)	1407

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

Table KAEP4_14: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

Mason Rudolph

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (74)	9% (188)	7% (142)	6% (128)	21% (450)	53% (1126)	2108
Gender: Male	5% (51)	13% (134)	10% (102)	7% (72)	21% (209)	44% (446)	1015
Gender: Female	2% (23)	5% (55)	4% (39)	5% (56)	22% (240)	62% (680)	1093
Age: 18-29	4% (16)	6% (25)	7% (26)	7% (27)	18% (69)	58% (229)	392
Age: 30-44	5% (25)	9% (48)	8% (43)	8% (43)	22% (118)	49% (265)	541
Age: 45-54	5% (15)	11% (33)	10% (30)	7% (21)	22% (67)	46% (142)	307
Age: 55-64	2% (9)	9% (39)	5% (21)	5% (21)	24% (103)	56% (242)	435
Age: 65+	2% (11)	10% (44)	5% (21)	4% (16)	22% (93)	57% (248)	434
Generation Z: 18-22	4% (7)	5% (8)	8% (12)	6% (9)	21% (33)	56% (89)	159
Millennial: Age 23-38	5% (26)	8% (47)	7% (40)	8% (45)	20% (112)	52% (298)	568
Generation X: Age 39-54	4% (23)	10% (51)	9% (47)	7% (36)	21% (108)	49% (249)	513
Boomers: Age 55-73	2% (15)	10% (74)	5% (39)	4% (33)	23% (170)	56% (419)	751
PID: Dem (no lean)	4% (30)	10% (75)	7% (58)	6% (46)	22% (169)	51% (401)	779
PID: Ind (no lean)	2% (17)	7% (49)	6% (40)	6% (41)	21% (143)	58% (397)	687
PID: Rep (no lean)	4% (27)	10% (65)	7% (43)	6% (41)	22% (138)	51% (328)	642
PID/Gender: Dem Men	5% (19)	15% (53)	12% (41)	6% (22)	21% (73)	40% (139)	347
PID/Gender: Dem Women	3% (11)	5% (21)	4% (17)	6% (24)	22% (96)	61% (262)	432
PID/Gender: Ind Men	3% (9)	10% (35)	8% (28)	7% (23)	22% (75)	51% (176)	347
PID/Gender: Ind Women	2% (8)	4% (14)	3% (12)	5% (18)	20% (67)	65% (221)	339
PID/Gender: Rep Men	7% (23)	14% (45)	10% (33)	8% (27)	19% (61)	41% (131)	320
PID/Gender: Rep Women	1% (4)	6% (20)	3% (11)	4% (14)	24% (77)	61% (197)	322
Ideo: Liberal (1-3)	3% (16)	10% (58)	6% (37)	5% (31)	21% (119)	55% (316)	575
Ideo: Moderate (4)	3% (17)	9% (50)	8% (44)	6% (35)	23% (122)	50% (271)	539
Ideo: Conservative (5-7)	4% (31)	11% (76)	8% (55)	6% (45)	20% (138)	51% (363)	707
Educ: < College	4% (52)	7% (103)	7% (95)	6% (90)	21% (309)	55% (803)	1453
Educ: Bachelors degree	4% (16)	12% (51)	8% (35)	5% (23)	22% (91)	49% (205)	421
Educ: Post-grad	3% (6)	15% (35)	5% (11)	7% (15)	21% (49)	50% (117)	234

Continued on next page

Table KAEP4_14: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

Mason Rudolph

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (74)	9% (188)	7% (142)	6% (128)	21% (450)	53% (1126)	2108
Income: Under 50k	4% (44)	6% (77)	6% (77)	6% (66)	22% (267)	55% (662)	1193
Income: 50k-100k	3% (17)	11% (70)	8% (50)	7% (48)	20% (126)	52% (331)	642
Income: 100k+	5% (13)	15% (41)	5% (15)	5% (15)	21% (56)	49% (133)	273
Ethnicity: White	3% (52)	10% (160)	6% (102)	6% (100)	21% (346)	55% (911)	1671
Ethnicity: Hispanic	1% (4)	8% (24)	10% (33)	12% (37)	17% (52)	52% (163)	313
Ethnicity: Afr. Am.	7% (19)	7% (19)	9% (22)	6% (16)	24% (61)	46% (118)	255
Ethnicity: Other	2% (4)	5% (10)	9% (17)	7% (13)	23% (42)	53% (96)	182
All Christian	4% (33)	10% (94)	9% (83)	6% (59)	21% (194)	50% (473)	938
All Non-Christian	4% (4)	9% (9)	6% (6)	1% (1)	25% (24)	56% (54)	97
Atheist	1% (1)	9% (8)	2% (1)	4% (4)	22% (21)	61% (56)	92
Agnostic/Nothing in particular	4% (36)	8% (77)	5% (51)	7% (64)	21% (210)	55% (542)	981
Religious Non-Protestant/Catholic	3% (4)	8% (10)	5% (7)	1% (1)	23% (30)	59% (75)	127
Evangelical	5% (23)	9% (49)	6% (31)	6% (32)	18% (93)	56% (291)	519
Non-Evangelical	3% (27)	9% (71)	9% (71)	7% (57)	22% (166)	49% (374)	766
Community: Urban	3% (14)	9% (46)	8% (43)	9% (46)	19% (102)	53% (288)	540
Community: Suburban	4% (42)	10% (96)	7% (66)	5% (47)	22% (205)	52% (494)	951
Community: Rural	3% (18)	7% (46)	5% (33)	6% (35)	23% (143)	56% (343)	618
Employ: Private Sector	4% (25)	12% (73)	9% (55)	6% (38)	22% (136)	48% (304)	631
Employ: Government	5% (8)	8% (12)	12% (16)	9% (12)	16% (22)	50% (69)	139
Employ: Self-Employed	4% (6)	8% (13)	9% (14)	10% (16)	25% (39)	44% (69)	157
Employ: Homemaker	4% (7)	4% (7)	1% (2)	9% (15)	17% (28)	64% (106)	165
Employ: Retired	3% (13)	10% (51)	5% (25)	3% (17)	23% (116)	57% (291)	514
Employ: Unemployed	3% (8)	7% (16)	5% (12)	6% (14)	21% (50)	58% (137)	237
Employ: Other	4% (8)	6% (10)	6% (11)	9% (15)	21% (38)	54% (96)	179
Military HH: Yes	5% (18)	8% (30)	9% (30)	7% (25)	21% (77)	50% (178)	358
Military HH: No	3% (57)	9% (158)	6% (111)	6% (103)	21% (373)	54% (948)	1750
RD/WT: Right Direction	5% (37)	12% (92)	8% (63)	7% (56)	21% (165)	47% (374)	787
RD/WT: Wrong Track	3% (37)	7% (97)	6% (79)	5% (72)	22% (284)	57% (752)	1321
Trump Job Approve	4% (38)	12% (100)	7% (61)	6% (54)	19% (166)	52% (446)	865
Trump Job Disapprove	3% (33)	7% (85)	7% (75)	6% (69)	23% (260)	54% (619)	1141

Continued on next page

Table KAEP4_14: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?
 Mason Rudolph

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (74)	9% (188)	7% (142)	6% (128)	21% (450)	53% (1126)	2108
Trump Job Strongly Approve	6% (27)	10% (51)	6% (28)	8% (37)	20% (97)	50% (244)	484
Trump Job Somewhat Approve	3% (11)	13% (50)	9% (33)	5% (17)	18% (68)	53% (202)	381
Trump Job Somewhat Disapprove	4% (8)	8% (16)	8% (17)	7% (15)	24% (51)	50% (106)	212
Trump Job Strongly Disapprove	3% (24)	7% (69)	6% (58)	6% (54)	23% (209)	55% (513)	929
Favorable of Trump	5% (41)	12% (102)	7% (64)	6% (50)	20% (170)	50% (435)	862
Unfavorable of Trump	3% (29)	8% (87)	7% (77)	6% (70)	21% (240)	56% (633)	1135
Very Favorable of Trump	6% (33)	10% (53)	6% (33)	7% (35)	19% (102)	51% (267)	523
Somewhat Favorable of Trump	2% (8)	14% (49)	9% (31)	5% (16)	20% (68)	50% (168)	339
Somewhat Unfavorable of Trump	3% (5)	10% (18)	8% (14)	6% (11)	18% (33)	56% (101)	183
Very Unfavorable of Trump	3% (24)	7% (69)	7% (63)	6% (59)	22% (207)	56% (531)	952
#1 Issue: Economy	3% (17)	10% (51)	8% (41)	7% (35)	21% (106)	50% (252)	503
#1 Issue: Security	5% (20)	11% (43)	5% (19)	7% (29)	19% (76)	54% (219)	405
#1 Issue: Health Care	2% (8)	9% (34)	8% (31)	6% (24)	21% (77)	53% (198)	371
#1 Issue: Medicare / Social Security	3% (11)	8% (29)	6% (21)	4% (15)	21% (74)	58% (207)	357
#1 Issue: Women's Issues	7% (9)	3% (4)	9% (11)	5% (6)	31% (38)	44% (53)	121
#1 Issue: Education	3% (4)	12% (14)	7% (9)	7% (8)	17% (21)	54% (64)	120
#1 Issue: Energy	2% (3)	6% (7)	1% (1)	6% (7)	35% (44)	50% (62)	125
#1 Issue: Other	2% (3)	6% (6)	8% (9)	3% (4)	14% (15)	67% (72)	108
2018 House Vote: Democrat	3% (23)	10% (75)	7% (51)	6% (41)	21% (157)	53% (397)	744
2018 House Vote: Republican	5% (32)	11% (72)	8% (54)	7% (44)	21% (137)	48% (311)	649
2018 House Vote: Someone else	6% (5)	7% (5)	4% (3)	7% (5)	29% (23)	47% (37)	78
2016 Vote: Hillary Clinton	4% (25)	10% (68)	7% (49)	6% (44)	22% (153)	52% (363)	702
2016 Vote: Donald Trump	4% (30)	11% (73)	8% (53)	5% (36)	21% (141)	51% (343)	677
2016 Vote: Other	1% (1)	11% (16)	5% (7)	6% (9)	24% (35)	53% (76)	143
2016 Vote: Didn't Vote	3% (18)	5% (31)	6% (33)	7% (40)	21% (121)	59% (343)	586
Voted in 2014: Yes	4% (47)	10% (132)	8% (102)	5% (63)	22% (280)	52% (677)	1301
Voted in 2014: No	3% (27)	7% (56)	5% (39)	8% (65)	21% (170)	56% (449)	807

Continued on next page

Table KAEP4_14: Do you have a favorable or unfavorable opinion of each of the following individuals or organizations?

Mason Rudolph

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (74)	9% (188)	7% (142)	6% (128)	21% (450)	53% (1126)	2108
2012 Vote: Barack Obama	3% (29)	9% (81)	8% (65)	4% (37)	23% (195)	52% (447)	854
2012 Vote: Mitt Romney	4% (20)	12% (60)	7% (37)	6% (30)	21% (103)	50% (252)	502
2012 Vote: Other	2% (1)	10% (8)	6% (4)	4% (3)	19% (14)	59% (43)	73
2012 Vote: Didn't Vote	3% (24)	6% (40)	5% (35)	9% (59)	20% (138)	56% (379)	674
4-Region: Northeast	4% (15)	10% (38)	4% (16)	5% (19)	23% (86)	55% (207)	381
4-Region: Midwest	4% (18)	8% (35)	8% (38)	7% (30)	23% (101)	50% (224)	446
4-Region: South	4% (33)	10% (77)	7% (52)	6% (47)	20% (163)	53% (424)	796
4-Region: West	2% (9)	8% (40)	7% (36)	7% (32)	21% (100)	56% (270)	486
Sports Fan	4% (73)	11% (186)	8% (139)	7% (112)	22% (367)	47% (773)	1650
Avid NFL Fan	9% (62)	17% (117)	13% (87)	7% (48)	21% (146)	33% (222)	682
Gen Z NFL Fan	8% (7)	10% (8)	11% (10)	11% (9)	16% (14)	43% (37)	85
Millennial NFL Fan	7% (25)	12% (46)	10% (39)	9% (33)	20% (77)	42% (159)	379
Gen X NFL Fan	6% (21)	13% (49)	12% (44)	7% (28)	22% (83)	40% (151)	376
Boomer NFL Fan	3% (15)	15% (73)	7% (36)	4% (22)	25% (123)	46% (226)	494
Afr Am NFL Fan	11% (19)	11% (19)	10% (17)	8% (13)	23% (39)	38% (66)	173
NFL Fan Republican	6% (26)	15% (64)	10% (40)	7% (28)	23% (95)	40% (166)	420
NFL Fan Democrat	5% (29)	13% (73)	10% (54)	7% (40)	21% (119)	44% (247)	562
NFL Fan Republican & White	7% (25)	16% (60)	9% (34)	6% (24)	23% (86)	39% (148)	377
NFL Fan Democrat & White	5% (19)	15% (58)	8% (32)	6% (25)	20% (80)	46% (179)	392
White NFL Fan	5% (51)	14% (156)	9% (96)	6% (69)	23% (247)	43% (475)	1094
General NFL Fan	5% (72)	13% (185)	9% (131)	7% (96)	23% (317)	43% (606)	1407

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

Table KAEP5: Prior to taking this survey, how much had you heard about this story?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	52%	(1100)	27%	(562)	8%	(161)	14%	(285)	2108
Gender: Male	57%	(579)	25%	(255)	6%	(63)	12%	(118)	1015
Gender: Female	48%	(521)	28%	(307)	9%	(99)	15%	(167)	1093
Age: 18-29	42%	(165)	25%	(100)	13%	(49)	20%	(78)	392
Age: 30-44	55%	(295)	26%	(141)	7%	(38)	12%	(66)	541
Age: 45-54	55%	(169)	27%	(84)	6%	(18)	12%	(36)	307
Age: 55-64	57%	(246)	23%	(98)	6%	(26)	15%	(64)	435
Age: 65+	52%	(224)	32%	(140)	7%	(30)	9%	(40)	434
Generation Z: 18-22	34%	(55)	25%	(40)	12%	(20)	28%	(44)	159
Millennial: Age 23-38	53%	(302)	26%	(145)	9%	(50)	12%	(71)	568
Generation X: Age 39-54	53%	(273)	27%	(139)	7%	(35)	13%	(65)	513
Boomers: Age 55-73	55%	(416)	26%	(194)	7%	(49)	12%	(92)	751
PID: Dem (no lean)	52%	(405)	28%	(219)	7%	(54)	13%	(102)	779
PID: Ind (no lean)	44%	(304)	28%	(192)	11%	(73)	17%	(117)	687
PID: Rep (no lean)	61%	(391)	24%	(151)	5%	(34)	10%	(66)	642
PID/Gender: Dem Men	53%	(184)	28%	(99)	6%	(20)	13%	(45)	347
PID/Gender: Dem Women	51%	(221)	28%	(121)	8%	(34)	13%	(57)	432
PID/Gender: Ind Men	50%	(175)	25%	(86)	9%	(31)	16%	(55)	347
PID/Gender: Ind Women	38%	(130)	31%	(106)	12%	(42)	18%	(62)	339
PID/Gender: Rep Men	69%	(220)	22%	(71)	4%	(12)	6%	(18)	320
PID/Gender: Rep Women	53%	(171)	25%	(80)	7%	(23)	15%	(48)	322
Ideo: Liberal (1-3)	54%	(311)	30%	(173)	7%	(38)	9%	(53)	575
Ideo: Moderate (4)	50%	(271)	27%	(144)	11%	(57)	12%	(67)	539
Ideo: Conservative (5-7)	60%	(424)	26%	(181)	5%	(38)	9%	(64)	707
Educ: < College	49%	(710)	26%	(378)	9%	(125)	17%	(240)	1453
Educ: Bachelors degree	60%	(253)	27%	(115)	5%	(21)	8%	(32)	421
Educ: Post-grad	58%	(136)	30%	(70)	6%	(15)	5%	(13)	234
Income: Under 50k	48%	(579)	26%	(306)	9%	(112)	16%	(197)	1193
Income: 50k-100k	56%	(358)	29%	(183)	6%	(35)	10%	(65)	642
Income: 100k+	60%	(163)	27%	(73)	5%	(14)	9%	(24)	273
Ethnicity: White	53%	(893)	27%	(448)	7%	(116)	13%	(214)	1671

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Table KAEP5: Prior to taking this survey, how much had you heard about this story?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	52%	(1100)	27%	(562)	8%	(161)	14%	(285)	2108
Ethnicity: Hispanic	50%	(157)	28%	(89)	7%	(22)	14%	(45)	313
Ethnicity: Afr. Am.	50%	(128)	21%	(53)	14%	(36)	15%	(37)	255
Ethnicity: Other	43%	(79)	33%	(60)	5%	(9)	18%	(34)	182
All Christian	57%	(538)	29%	(270)	6%	(57)	8%	(73)	938
All Non-Christian	43%	(42)	26%	(25)	7%	(6)	25%	(24)	97
Atheist	55%	(51)	23%	(21)	10%	(9)	13%	(12)	92
Agnostic/Nothing in particular	48%	(470)	25%	(246)	9%	(89)	18%	(176)	981
Religious Non-Protestant/Catholic	44%	(56)	29%	(37)	5%	(6)	22%	(28)	127
Evangelical	54%	(280)	27%	(138)	8%	(39)	12%	(63)	519
Non-Evangelical	55%	(421)	30%	(228)	7%	(51)	9%	(66)	766
Community: Urban	54%	(290)	28%	(153)	6%	(34)	11%	(62)	540
Community: Suburban	54%	(510)	27%	(261)	8%	(73)	11%	(107)	951
Community: Rural	48%	(299)	24%	(148)	9%	(54)	19%	(116)	618
Employ: Private Sector	60%	(378)	25%	(158)	5%	(34)	10%	(61)	631
Employ: Government	49%	(68)	24%	(34)	8%	(12)	18%	(25)	139
Employ: Self-Employed	49%	(76)	30%	(48)	7%	(12)	14%	(21)	157
Employ: Homemaker	46%	(76)	29%	(48)	7%	(11)	18%	(30)	165
Employ: Retired	55%	(284)	30%	(153)	6%	(33)	8%	(44)	514
Employ: Unemployed	44%	(105)	20%	(47)	15%	(35)	21%	(50)	237
Employ: Other	42%	(76)	28%	(50)	7%	(12)	23%	(41)	179
Military HH: Yes	60%	(216)	25%	(88)	4%	(15)	11%	(39)	358
Military HH: No	50%	(884)	27%	(474)	8%	(146)	14%	(246)	1750
RD/WT: Right Direction	56%	(441)	24%	(193)	8%	(64)	11%	(90)	787
RD/WT: Wrong Track	50%	(659)	28%	(369)	7%	(97)	15%	(195)	1321
Trump Job Approve	59%	(514)	24%	(204)	6%	(56)	10%	(91)	865
Trump Job Disapprove	50%	(565)	29%	(336)	8%	(93)	13%	(147)	1141
Trump Job Strongly Approve	65%	(316)	19%	(92)	6%	(28)	10%	(48)	484
Trump Job Somewhat Approve	52%	(198)	29%	(112)	7%	(27)	11%	(43)	381
Trump Job Somewhat Disapprove	42%	(88)	36%	(76)	10%	(21)	13%	(27)	212
Trump Job Strongly Disapprove	51%	(477)	28%	(260)	8%	(72)	13%	(119)	929
Favorable of Trump	59%	(512)	23%	(200)	7%	(60)	11%	(91)	862
Unfavorable of Trump	51%	(579)	29%	(328)	8%	(86)	12%	(142)	1135

Continued on next page

Table KAEP5: Prior to taking this survey, how much had you heard about this story?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	52%	(1100)	27%	(562)	8%	(161)	14%	(285)	2108
Very Favorable of Trump	63%	(329)	20%	(104)	6%	(33)	11%	(57)	523
Somewhat Favorable of Trump	54%	(183)	28%	(95)	8%	(27)	10%	(34)	339
Somewhat Unfavorable of Trump	50%	(92)	29%	(53)	9%	(17)	11%	(21)	183
Very Unfavorable of Trump	51%	(487)	29%	(275)	7%	(69)	13%	(121)	952
#1 Issue: Economy	55%	(279)	24%	(121)	10%	(48)	11%	(54)	503
#1 Issue: Security	60%	(242)	24%	(96)	6%	(24)	10%	(42)	405
#1 Issue: Health Care	49%	(181)	28%	(105)	6%	(22)	17%	(64)	371
#1 Issue: Medicare / Social Security	47%	(169)	30%	(108)	9%	(31)	14%	(49)	357
#1 Issue: Women's Issues	46%	(56)	22%	(27)	8%	(10)	23%	(28)	121
#1 Issue: Education	47%	(56)	27%	(32)	8%	(9)	19%	(22)	120
#1 Issue: Energy	52%	(65)	32%	(39)	7%	(9)	9%	(11)	125
#1 Issue: Other	49%	(53)	31%	(34)	7%	(8)	13%	(14)	108
2018 House Vote: Democrat	56%	(420)	28%	(211)	5%	(39)	10%	(74)	744
2018 House Vote: Republican	62%	(404)	23%	(148)	6%	(37)	9%	(60)	649
2018 House Vote: Someone else	30%	(23)	38%	(30)	17%	(13)	15%	(12)	78
2016 Vote: Hillary Clinton	53%	(370)	30%	(209)	7%	(46)	11%	(76)	702
2016 Vote: Donald Trump	62%	(422)	23%	(155)	6%	(38)	9%	(61)	677
2016 Vote: Other	55%	(78)	29%	(41)	10%	(15)	7%	(9)	143
2016 Vote: Didn't Vote	39%	(228)	27%	(157)	11%	(63)	24%	(138)	586
Voted in 2014: Yes	59%	(770)	26%	(344)	6%	(72)	9%	(115)	1301
Voted in 2014: No	41%	(330)	27%	(218)	11%	(89)	21%	(169)	807
2012 Vote: Barack Obama	55%	(470)	29%	(244)	7%	(60)	9%	(79)	854
2012 Vote: Mitt Romney	63%	(316)	25%	(124)	5%	(27)	7%	(35)	502
2012 Vote: Other	53%	(39)	30%	(22)	8%	(6)	9%	(7)	73
2012 Vote: Didn't Vote	41%	(274)	25%	(171)	10%	(69)	24%	(161)	674
4-Region: Northeast	49%	(185)	27%	(102)	10%	(40)	14%	(54)	381
4-Region: Midwest	54%	(241)	27%	(119)	8%	(38)	11%	(47)	446
4-Region: South	55%	(441)	25%	(196)	7%	(53)	13%	(106)	796
4-Region: West	48%	(233)	30%	(145)	6%	(32)	16%	(77)	486
Sports Fan	58%	(950)	27%	(451)	7%	(121)	8%	(128)	1650
Avid NFL Fan	69%	(471)	22%	(151)	5%	(31)	4%	(29)	682
Gen Z NFL Fan	41%	(35)	34%	(29)	9%	(7)	16%	(14)	85

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Table KAEP5: Prior to taking this survey, how much had you heard about this story?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	52%	(1100)	27%	(562)	8%	(161)	14%	(285)	2108
Millennial NFL Fan	60%	(228)	27%	(103)	7%	(28)	5%	(20)	379
Gen X NFL Fan	60%	(225)	27%	(103)	7%	(28)	5%	(20)	376
Boomer NFL Fan	63%	(313)	25%	(122)	5%	(25)	7%	(35)	494
Afr Am NFL Fan	61%	(105)	23%	(39)	11%	(18)	6%	(10)	173
NFL Fan Republican	69%	(288)	24%	(100)	4%	(19)	3%	(12)	420
NFL Fan Democrat	57%	(321)	29%	(160)	6%	(34)	8%	(47)	562
NFL Fan Republican & White	69%	(259)	24%	(89)	5%	(18)	3%	(11)	377
NFL Fan Democrat & White	58%	(226)	27%	(106)	6%	(23)	10%	(38)	392
White NFL Fan	61%	(667)	27%	(292)	6%	(66)	6%	(69)	1094
General NFL Fan	60%	(838)	27%	(384)	7%	(94)	6%	(91)	1407

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

Table KAEP6: *Prior to taking this survey, how much had you heard of this pro-day-style tryout for Colin Kaepernick*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(380)	28%	(597)	19%	(406)	34%	(725)	2108
Gender: Male	24%	(244)	32%	(323)	17%	(168)	28%	(280)	1015
Gender: Female	12%	(136)	25%	(274)	22%	(238)	41%	(445)	1093
Age: 18-29	13%	(50)	24%	(93)	25%	(97)	38%	(151)	392
Age: 30-44	20%	(106)	25%	(135)	19%	(104)	36%	(196)	541
Age: 45-54	21%	(63)	31%	(95)	15%	(47)	33%	(102)	307
Age: 55-64	21%	(93)	30%	(129)	17%	(73)	32%	(138)	435
Age: 65+	15%	(67)	33%	(144)	20%	(85)	32%	(138)	434
Generation Z: 18-22	13%	(20)	19%	(30)	21%	(34)	47%	(75)	159
Millennial: Age 23-38	17%	(94)	26%	(145)	24%	(137)	34%	(191)	568
Generation X: Age 39-54	21%	(106)	29%	(148)	15%	(77)	36%	(183)	513
Boomers: Age 55-73	19%	(143)	32%	(237)	18%	(135)	31%	(235)	751
PID: Dem (no lean)	20%	(159)	33%	(255)	19%	(148)	28%	(218)	779
PID: Ind (no lean)	13%	(92)	22%	(154)	20%	(139)	44%	(301)	687
PID: Rep (no lean)	20%	(130)	29%	(188)	18%	(119)	32%	(206)	642
PID/Gender: Dem Men	27%	(93)	35%	(122)	15%	(52)	23%	(81)	347
PID/Gender: Dem Women	15%	(66)	31%	(133)	22%	(96)	32%	(137)	432
PID/Gender: Ind Men	19%	(65)	27%	(93)	18%	(63)	36%	(126)	347
PID/Gender: Ind Women	8%	(27)	18%	(61)	23%	(77)	52%	(175)	339
PID/Gender: Rep Men	27%	(86)	34%	(108)	17%	(54)	23%	(73)	320
PID/Gender: Rep Women	14%	(44)	25%	(80)	20%	(65)	41%	(133)	322
Ideo: Liberal (1-3)	19%	(109)	33%	(191)	19%	(108)	29%	(167)	575
Ideo: Moderate (4)	18%	(100)	30%	(160)	19%	(105)	32%	(174)	539
Ideo: Conservative (5-7)	21%	(145)	30%	(212)	18%	(129)	31%	(221)	707
Educ: < College	15%	(225)	26%	(383)	20%	(287)	38%	(558)	1453
Educ: Bachelors degree	24%	(102)	30%	(127)	19%	(80)	27%	(112)	421
Educ: Post-grad	23%	(53)	37%	(86)	17%	(39)	24%	(55)	234
Income: Under 50k	16%	(187)	25%	(299)	21%	(247)	39%	(461)	1193
Income: 50k-100k	20%	(128)	32%	(205)	19%	(122)	29%	(187)	642
Income: 100k+	24%	(66)	34%	(92)	14%	(38)	28%	(77)	273
Ethnicity: White	17%	(286)	29%	(490)	18%	(305)	35%	(590)	1671

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Table KAEP6: Prior to taking this survey, how much had you heard of this pro-day-style tryout for Colin Kaepernick

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(380)	28%	(597)	19%	(406)	34%	(725)	2108
Ethnicity: Hispanic	14%	(44)	34%	(105)	22%	(68)	31%	(96)	313
Ethnicity: Afr. Am.	26%	(67)	22%	(55)	28%	(71)	24%	(62)	255
Ethnicity: Other	15%	(27)	28%	(52)	16%	(30)	40%	(73)	182
All Christian	20%	(192)	33%	(311)	19%	(181)	27%	(254)	938
All Non-Christian	17%	(16)	26%	(26)	17%	(16)	40%	(39)	97
Atheist	18%	(16)	27%	(25)	17%	(15)	38%	(35)	92
Agnostic/Nothing in particular	16%	(156)	24%	(235)	20%	(193)	40%	(397)	981
Religious Non-Protestant/Catholic	16%	(21)	23%	(29)	23%	(29)	38%	(48)	127
Evangelical	18%	(95)	29%	(150)	18%	(96)	34%	(179)	519
Non-Evangelical	19%	(147)	34%	(257)	19%	(148)	28%	(213)	766
Community: Urban	18%	(99)	30%	(162)	20%	(110)	31%	(169)	540
Community: Suburban	19%	(184)	30%	(284)	17%	(165)	33%	(318)	951
Community: Rural	16%	(97)	24%	(151)	21%	(131)	39%	(238)	618
Employ: Private Sector	22%	(141)	31%	(194)	18%	(114)	29%	(182)	631
Employ: Government	22%	(31)	29%	(40)	19%	(27)	30%	(41)	139
Employ: Self-Employed	22%	(35)	26%	(41)	23%	(37)	28%	(44)	157
Employ: Homemaker	10%	(17)	19%	(31)	18%	(30)	52%	(86)	165
Employ: Retired	17%	(86)	36%	(183)	18%	(93)	29%	(151)	514
Employ: Unemployed	14%	(34)	19%	(46)	20%	(47)	46%	(110)	237
Employ: Other	16%	(29)	24%	(42)	18%	(32)	43%	(77)	179
Military HH: Yes	23%	(81)	29%	(103)	17%	(61)	31%	(112)	358
Military HH: No	17%	(299)	28%	(493)	20%	(345)	35%	(613)	1750
RD/WT: Right Direction	18%	(142)	31%	(242)	20%	(155)	32%	(249)	787
RD/WT: Wrong Track	18%	(239)	27%	(355)	19%	(251)	36%	(476)	1321
Trump Job Approve	18%	(160)	29%	(254)	19%	(163)	33%	(288)	865
Trump Job Disapprove	19%	(217)	29%	(333)	19%	(218)	33%	(373)	1141
Trump Job Strongly Approve	21%	(103)	30%	(146)	18%	(88)	31%	(148)	484
Trump Job Somewhat Approve	15%	(57)	28%	(108)	20%	(75)	37%	(141)	381
Trump Job Somewhat Disapprove	16%	(33)	27%	(57)	21%	(45)	37%	(78)	212
Trump Job Strongly Disapprove	20%	(184)	30%	(276)	19%	(173)	32%	(296)	929
Favorable of Trump	20%	(171)	28%	(245)	19%	(165)	33%	(282)	862
Unfavorable of Trump	18%	(205)	30%	(339)	19%	(215)	33%	(375)	1135

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Table KAEP6: Prior to taking this survey, how much had you heard of this pro-day-style tryout for Colin Kaepernick

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(380)	28%	(597)	19%	(406)	34%	(725)	2108
Very Favorable of Trump	22%	(113)	27%	(144)	18%	(95)	33%	(171)	523
Somewhat Favorable of Trump	17%	(57)	30%	(101)	21%	(70)	33%	(111)	339
Somewhat Unfavorable of Trump	13%	(23)	27%	(50)	20%	(37)	40%	(72)	183
Very Unfavorable of Trump	19%	(182)	30%	(289)	19%	(178)	32%	(303)	952
#1 Issue: Economy	21%	(106)	24%	(123)	23%	(115)	32%	(159)	503
#1 Issue: Security	19%	(75)	36%	(147)	17%	(67)	28%	(115)	405
#1 Issue: Health Care	17%	(65)	27%	(99)	19%	(72)	36%	(135)	371
#1 Issue: Medicare / Social Security	15%	(52)	29%	(103)	19%	(68)	37%	(133)	357
#1 Issue: Women's Issues	19%	(23)	20%	(24)	26%	(32)	35%	(43)	121
#1 Issue: Education	20%	(24)	26%	(31)	13%	(16)	40%	(48)	120
#1 Issue: Energy	16%	(20)	30%	(37)	13%	(16)	42%	(52)	125
#1 Issue: Other	14%	(15)	30%	(32)	19%	(21)	37%	(40)	108
2018 House Vote: Democrat	22%	(165)	34%	(251)	17%	(123)	27%	(204)	744
2018 House Vote: Republican	23%	(148)	32%	(205)	18%	(114)	28%	(182)	649
2018 House Vote: Someone else	9%	(7)	24%	(19)	34%	(27)	33%	(26)	78
2016 Vote: Hillary Clinton	21%	(146)	34%	(236)	17%	(121)	28%	(198)	702
2016 Vote: Donald Trump	22%	(148)	31%	(208)	19%	(127)	29%	(194)	677
2016 Vote: Other	13%	(19)	31%	(44)	26%	(37)	30%	(43)	143
2016 Vote: Didn't Vote	12%	(68)	18%	(108)	21%	(120)	49%	(290)	586
Voted in 2014: Yes	22%	(280)	34%	(438)	19%	(244)	26%	(339)	1301
Voted in 2014: No	12%	(100)	20%	(158)	20%	(162)	48%	(386)	807
2012 Vote: Barack Obama	20%	(171)	34%	(290)	18%	(156)	28%	(237)	854
2012 Vote: Mitt Romney	23%	(116)	32%	(162)	20%	(99)	25%	(126)	502
2012 Vote: Other	17%	(12)	28%	(20)	23%	(16)	33%	(24)	73
2012 Vote: Didn't Vote	12%	(81)	19%	(125)	20%	(134)	50%	(334)	674
4-Region: Northeast	18%	(67)	27%	(103)	22%	(82)	34%	(128)	381
4-Region: Midwest	21%	(95)	28%	(123)	20%	(91)	31%	(136)	446
4-Region: South	20%	(156)	27%	(218)	18%	(146)	35%	(275)	796
4-Region: West	13%	(62)	31%	(152)	18%	(86)	38%	(186)	486
Sports Fan	22%	(361)	32%	(526)	20%	(329)	26%	(434)	1650
Avid NFL Fan	33%	(226)	33%	(226)	17%	(119)	16%	(112)	682
Gen Z NFL Fan	23%	(19)	20%	(17)	25%	(21)	33%	(28)	85

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Table KAEP6: Prior to taking this survey, how much had you heard of this pro-day-style tryout for Colin Kaepernick

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(380)	28%	(597)	19%	(406)	34%	(725)	2108
Millennial NFL Fan	22%	(85)	30%	(113)	25%	(94)	23%	(88)	379
Gen X NFL Fan	24%	(92)	34%	(129)	15%	(58)	26%	(98)	376
Boomer NFL Fan	25%	(124)	36%	(178)	17%	(84)	22%	(108)	494
Afr Am NFL Fan	34%	(59)	27%	(47)	22%	(38)	17%	(29)	173
NFL Fan Republican	27%	(113)	33%	(140)	19%	(78)	21%	(88)	420
NFL Fan Democrat	24%	(137)	37%	(208)	18%	(102)	20%	(115)	562
NFL Fan Republican & White	27%	(103)	33%	(126)	18%	(67)	22%	(81)	377
NFL Fan Democrat & White	20%	(80)	39%	(152)	18%	(71)	23%	(89)	392
White NFL Fan	23%	(246)	34%	(371)	18%	(202)	25%	(275)	1094
General NFL Fan	24%	(331)	33%	(464)	19%	(271)	24%	(341)	1407

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

Table KAEP7: How likely do you think it is that an NFL team will sign Colin Kaepernick to a contract after seeing his tryout?

Demographic	Very likely	Somewhat likely	About 50-50	Somewhat unlikely	Very unlikely	Don't know / no opinion	Total N
Adults	9% (186)	11% (237)	27% (576)	11% (236)	17% (361)	24% (513)	2108
Gender: Male	9% (88)	11% (110)	27% (275)	13% (128)	21% (217)	19% (197)	1015
Gender: Female	9% (98)	12% (127)	28% (301)	10% (108)	13% (144)	29% (316)	1093
Age: 18-29	10% (37)	13% (52)	27% (105)	11% (42)	12% (46)	28% (110)	392
Age: 30-44	13% (68)	14% (74)	23% (124)	12% (67)	17% (90)	22% (118)	541
Age: 45-54	10% (30)	10% (31)	27% (83)	9% (28)	21% (64)	23% (70)	307
Age: 55-64	6% (25)	8% (36)	29% (127)	9% (38)	22% (95)	26% (114)	435
Age: 65+	6% (25)	10% (44)	32% (137)	14% (61)	15% (67)	23% (101)	434
Generation Z: 18-22	11% (17)	11% (18)	26% (41)	8% (13)	9% (15)	35% (55)	159
Millennial: Age 23-38	11% (65)	14% (78)	24% (138)	12% (67)	17% (95)	22% (126)	568
Generation X: Age 39-54	11% (54)	12% (61)	26% (133)	11% (58)	18% (90)	23% (118)	513
Boomers: Age 55-73	6% (47)	9% (70)	29% (216)	12% (89)	19% (145)	24% (184)	751
PID: Dem (no lean)	12% (96)	17% (129)	32% (250)	10% (78)	9% (71)	20% (155)	779
PID: Ind (no lean)	7% (48)	9% (64)	24% (168)	12% (82)	16% (107)	32% (218)	687
PID: Rep (no lean)	7% (43)	7% (44)	25% (159)	12% (75)	28% (183)	22% (139)	642
PID/Gender: Dem Men	13% (46)	18% (63)	28% (98)	11% (38)	13% (47)	16% (56)	347
PID/Gender: Dem Women	12% (50)	15% (66)	35% (152)	9% (41)	6% (25)	23% (99)	432
PID/Gender: Ind Men	5% (18)	8% (28)	27% (94)	14% (47)	17% (61)	29% (99)	347
PID/Gender: Ind Women	9% (30)	11% (37)	22% (73)	10% (35)	14% (46)	35% (119)	339
PID/Gender: Rep Men	8% (24)	6% (20)	26% (83)	13% (43)	34% (110)	13% (41)	320
PID/Gender: Rep Women	6% (18)	8% (24)	24% (76)	10% (32)	23% (73)	31% (98)	322
Ideo: Liberal (1-3)	12% (66)	17% (95)	32% (186)	12% (72)	8% (49)	19% (108)	575
Ideo: Moderate (4)	10% (53)	13% (69)	30% (163)	11% (60)	13% (73)	22% (121)	539
Ideo: Conservative (5-7)	6% (43)	8% (53)	25% (175)	12% (85)	29% (205)	21% (147)	707
Educ: < College	8% (123)	11% (158)	26% (383)	9% (137)	17% (251)	28% (401)	1453
Educ: Bachelors degree	9% (38)	11% (47)	30% (125)	15% (63)	16% (69)	19% (79)	421
Educ: Post-grad	10% (24)	14% (32)	29% (68)	15% (36)	18% (41)	14% (32)	234
Income: Under 50k	9% (107)	12% (149)	26% (308)	10% (115)	15% (180)	28% (335)	1193
Income: 50k-100k	8% (53)	9% (60)	29% (187)	13% (86)	20% (128)	20% (128)	642
Income: 100k+	9% (26)	10% (28)	30% (81)	13% (35)	20% (53)	18% (50)	273

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Table KAEP7: How likely do you think it is that an NFL team will sign Colin Kaepernick to a contract after seeing his tryout?

Demographic	Very likely	Somewhat likely	About 50-50	Somewhat unlikely	Very unlikely	Don't know / no opinion	Total N
Adults	9% (186)	11% (237)	27% (576)	11% (236)	17% (361)	24% (513)	2108
Ethnicity: White	8% (126)	11% (183)	27% (443)	12% (207)	18% (306)	24% (407)	1671
Ethnicity: Hispanic	13% (40)	13% (41)	24% (77)	9% (29)	20% (63)	20% (63)	313
Ethnicity: Afr. Am.	16% (42)	9% (22)	34% (87)	6% (14)	11% (29)	24% (60)	255
Ethnicity: Other	10% (18)	17% (32)	25% (46)	8% (15)	14% (26)	25% (46)	182
All Christian	7% (65)	11% (103)	30% (281)	13% (119)	21% (196)	18% (173)	938
All Non-Christian	12% (11)	11% (11)	21% (20)	13% (12)	12% (12)	31% (30)	97
Atheist	9% (9)	17% (15)	18% (17)	14% (13)	12% (11)	30% (27)	92
Agnostic/Nothing in particular	10% (101)	11% (107)	26% (258)	9% (91)	14% (141)	29% (282)	981
Religious Non-Protestant/Catholic	10% (13)	11% (13)	21% (27)	11% (14)	16% (20)	31% (40)	127
Evangelical	10% (50)	12% (60)	23% (121)	11% (58)	20% (104)	24% (126)	519
Non-Evangelical	7% (53)	11% (86)	33% (253)	11% (87)	18% (139)	19% (148)	766
Community: Urban	14% (77)	13% (71)	27% (144)	10% (57)	15% (80)	20% (110)	540
Community: Suburban	7% (70)	11% (105)	28% (266)	12% (118)	18% (170)	23% (221)	951
Community: Rural	6% (39)	10% (61)	27% (166)	10% (61)	18% (110)	29% (181)	618
Employ: Private Sector	10% (66)	14% (88)	28% (177)	11% (67)	18% (116)	19% (117)	631
Employ: Government	10% (14)	14% (19)	21% (29)	17% (24)	13% (18)	26% (36)	139
Employ: Self-Employed	7% (12)	7% (11)	27% (42)	13% (20)	22% (35)	23% (36)	157
Employ: Homemaker	8% (14)	11% (18)	29% (48)	8% (14)	19% (31)	24% (40)	165
Employ: Retired	6% (31)	9% (45)	33% (168)	12% (62)	18% (94)	22% (114)	514
Employ: Unemployed	8% (18)	14% (32)	16% (38)	9% (21)	19% (46)	35% (83)	237
Employ: Other	16% (28)	9% (16)	25% (46)	10% (17)	8% (15)	32% (57)	179
Military HH: Yes	8% (29)	9% (33)	31% (111)	13% (48)	19% (69)	19% (68)	358
Military HH: No	9% (157)	12% (204)	27% (466)	11% (187)	17% (291)	25% (445)	1750
RD/WT: Right Direction	8% (66)	9% (71)	25% (194)	11% (89)	25% (196)	22% (171)	787
RD/WT: Wrong Track	9% (120)	13% (166)	29% (382)	11% (147)	12% (164)	26% (341)	1321
Trump Job Approve	7% (57)	8% (68)	24% (209)	13% (112)	27% (233)	21% (185)	865
Trump Job Disapprove	11% (122)	14% (163)	31% (359)	10% (116)	11% (120)	23% (260)	1141
Trump Job Strongly Approve	6% (31)	6% (27)	23% (113)	11% (55)	34% (165)	19% (93)	484
Trump Job Somewhat Approve	7% (26)	11% (41)	25% (97)	15% (57)	18% (68)	24% (92)	381
Trump Job Somewhat Disapprove	10% (22)	14% (30)	34% (72)	10% (21)	10% (22)	21% (45)	212
Trump Job Strongly Disapprove	11% (100)	14% (132)	31% (287)	10% (96)	11% (98)	23% (215)	929

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Table KAEP7: How likely do you think it is that an NFL team will sign Colin Kaepernick to a contract after seeing his tryout?

Demographic	Very likely		Somewhat likely		About 50-50		Somewhat unlikely		Very unlikely		Don't know / no opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(186)	11%	(237)	27%	(576)	11%	(236)	17%	(361)	24%	(513)	2108
Favorable of Trump	7%	(64)	8%	(68)	24%	(210)	13%	(108)	27%	(232)	21%	(180)	862
Unfavorable of Trump	10%	(117)	14%	(164)	31%	(356)	10%	(119)	10%	(116)	23%	(262)	1135
Very Favorable of Trump	8%	(41)	5%	(28)	23%	(122)	11%	(57)	31%	(164)	21%	(112)	523
Somewhat Favorable of Trump	7%	(23)	12%	(40)	26%	(88)	15%	(51)	20%	(69)	20%	(68)	339
Somewhat Unfavorable of Trump	8%	(16)	14%	(25)	36%	(65)	10%	(18)	12%	(21)	21%	(38)	183
Very Unfavorable of Trump	11%	(102)	15%	(139)	31%	(291)	11%	(101)	10%	(95)	24%	(224)	952
#1 Issue: Economy	10%	(52)	11%	(57)	28%	(143)	12%	(58)	16%	(81)	22%	(112)	503
#1 Issue: Security	5%	(21)	9%	(37)	26%	(104)	11%	(46)	29%	(117)	20%	(79)	405
#1 Issue: Health Care	7%	(25)	11%	(42)	28%	(106)	12%	(45)	13%	(49)	28%	(105)	371
#1 Issue: Medicare / Social Security	7%	(25)	10%	(36)	32%	(113)	10%	(34)	13%	(48)	28%	(101)	357
#1 Issue: Women's Issues	15%	(18)	13%	(15)	24%	(29)	11%	(13)	14%	(17)	23%	(28)	121
#1 Issue: Education	15%	(17)	12%	(15)	24%	(29)	12%	(14)	13%	(15)	24%	(29)	120
#1 Issue: Energy	16%	(20)	16%	(20)	24%	(29)	9%	(12)	11%	(14)	24%	(30)	125
#1 Issue: Other	7%	(8)	14%	(15)	22%	(24)	13%	(14)	18%	(19)	26%	(29)	108
2018 House Vote: Democrat	12%	(86)	16%	(117)	31%	(232)	11%	(79)	11%	(79)	20%	(151)	744
2018 House Vote: Republican	6%	(40)	7%	(46)	26%	(172)	13%	(81)	29%	(189)	19%	(122)	649
2018 House Vote: Someone else	8%	(6)	6%	(4)	27%	(21)	9%	(7)	16%	(13)	34%	(27)	78
2016 Vote: Hillary Clinton	13%	(88)	16%	(112)	32%	(225)	10%	(73)	9%	(63)	20%	(140)	702
2016 Vote: Donald Trump	6%	(42)	8%	(51)	26%	(179)	11%	(71)	29%	(194)	21%	(139)	677
2016 Vote: Other	4%	(5)	13%	(19)	25%	(35)	13%	(19)	21%	(30)	25%	(35)	143
2016 Vote: Didn't Vote	9%	(51)	9%	(55)	23%	(136)	12%	(73)	13%	(74)	34%	(198)	586
Voted in 2014: Yes	9%	(113)	12%	(152)	29%	(384)	12%	(152)	19%	(242)	20%	(259)	1301
Voted in 2014: No	9%	(73)	11%	(85)	24%	(193)	10%	(83)	15%	(119)	31%	(254)	807
2012 Vote: Barack Obama	11%	(96)	15%	(126)	33%	(281)	10%	(86)	11%	(92)	20%	(172)	854
2012 Vote: Mitt Romney	5%	(24)	6%	(28)	27%	(134)	15%	(73)	29%	(144)	20%	(100)	502
2012 Vote: Other	4%	(3)	11%	(8)	17%	(12)	8%	(6)	33%	(24)	27%	(20)	73
2012 Vote: Didn't Vote	9%	(63)	11%	(75)	22%	(149)	10%	(70)	15%	(99)	32%	(218)	674
4-Region: Northeast	10%	(37)	13%	(50)	26%	(98)	8%	(31)	13%	(50)	30%	(115)	381
4-Region: Midwest	8%	(35)	12%	(55)	30%	(132)	13%	(58)	17%	(77)	20%	(88)	446
4-Region: South	10%	(77)	11%	(85)	26%	(209)	12%	(94)	18%	(140)	24%	(191)	796
4-Region: West	8%	(37)	10%	(48)	28%	(137)	11%	(52)	19%	(94)	24%	(118)	486

Continued on next page

Table KAEP7: How likely do you think it is that an NFL team will sign Colin Kaepernick to a contract after seeing his tryout?

Demographic	Very likely	Somewhat likely	About 50-50	Somewhat unlikely	Very unlikely	Don't know / no opinion	Total N
Adults	9% (186)	11% (237)	27% (576)	11% (236)	17% (361)	24% (513)	2108
Sports Fan	10% (159)	12% (206)	31% (506)	13% (214)	19% (308)	16% (258)	1650
Avid NFL Fan	12% (80)	13% (87)	32% (216)	15% (99)	21% (142)	9% (58)	682
Gen Z NFL Fan	19% (16)	15% (13)	29% (24)	10% (9)	7% (6)	21% (18)	85
Millennial NFL Fan	13% (49)	17% (63)	30% (112)	15% (55)	16% (62)	10% (38)	379
Gen X NFL Fan	12% (45)	14% (54)	28% (106)	13% (48)	20% (74)	13% (49)	376
Boomer NFL Fan	6% (30)	10% (51)	34% (168)	13% (66)	23% (111)	14% (67)	494
Afr Am NFL Fan	22% (38)	9% (15)	38% (67)	8% (14)	11% (18)	12% (21)	173
NFL Fan Republican	8% (33)	7% (30)	28% (118)	14% (58)	32% (133)	11% (47)	420
NFL Fan Democrat	13% (75)	19% (107)	35% (198)	11% (64)	11% (60)	11% (59)	562
NFL Fan Republican & White	8% (31)	7% (27)	28% (104)	14% (54)	31% (116)	12% (45)	377
NFL Fan Democrat & White	9% (36)	19% (76)	35% (137)	14% (53)	12% (48)	10% (41)	392
White NFL Fan	8% (91)	13% (143)	31% (342)	15% (160)	20% (217)	13% (141)	1094
General NFL Fan	10% (141)	13% (187)	32% (447)	13% (187)	19% (263)	13% (182)	1407

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

Table KAEP8_1: *Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?*
 Colin Kaepernick

Demographic	Much more favorable	Somewhat more favorable	Neither more, nor less favorable	Somewhat less favorable	Much less favorable	Don't know / no opinion	Total N
Adults	12% (254)	11% (237)	21% (442)	6% (133)	27% (564)	23% (478)	2108
Gender: Male	12% (118)	14% (147)	22% (228)	7% (69)	29% (292)	16% (161)	1015
Gender: Female	12% (136)	8% (90)	20% (214)	6% (63)	25% (273)	29% (318)	1093
Age: 18-29	15% (60)	15% (60)	19% (75)	7% (28)	12% (48)	31% (121)	392
Age: 30-44	14% (76)	11% (62)	23% (125)	6% (34)	21% (113)	24% (131)	541
Age: 45-54	12% (36)	11% (34)	22% (66)	6% (19)	30% (92)	19% (60)	307
Age: 55-64	11% (48)	8% (34)	20% (86)	5% (23)	36% (156)	20% (87)	435
Age: 65+	8% (33)	11% (47)	21% (90)	7% (29)	36% (157)	18% (80)	434
Generation Z: 18-22	13% (21)	12% (20)	23% (36)	11% (18)	9% (14)	32% (51)	159
Millennial: Age 23-38	17% (95)	14% (78)	21% (117)	5% (29)	18% (105)	25% (143)	568
Generation X: Age 39-54	11% (57)	11% (58)	22% (114)	7% (34)	26% (133)	23% (117)	513
Boomers: Age 55-73	10% (75)	9% (68)	21% (160)	6% (42)	35% (265)	19% (140)	751
PID: Dem (no lean)	23% (180)	17% (134)	25% (196)	5% (38)	10% (78)	20% (155)	779
PID: Ind (no lean)	7% (46)	11% (76)	22% (154)	5% (38)	24% (164)	30% (209)	687
PID: Rep (no lean)	4% (27)	4% (28)	14% (92)	9% (57)	50% (323)	18% (115)	642
PID/Gender: Dem Men	23% (81)	23% (80)	25% (85)	6% (19)	9% (31)	15% (51)	347
PID/Gender: Dem Women	23% (99)	12% (54)	25% (110)	4% (19)	11% (47)	24% (103)	432
PID/Gender: Ind Men	6% (22)	15% (51)	26% (91)	5% (18)	25% (88)	22% (78)	347
PID/Gender: Ind Women	7% (24)	7% (25)	19% (63)	6% (20)	22% (76)	39% (131)	339
PID/Gender: Rep Men	5% (15)	5% (16)	16% (52)	10% (33)	54% (173)	10% (32)	320
PID/Gender: Rep Women	4% (12)	4% (12)	13% (41)	8% (25)	46% (149)	26% (83)	322
Ideo: Liberal (1-3)	23% (131)	19% (110)	29% (164)	4% (25)	6% (35)	19% (109)	575
Ideo: Moderate (4)	12% (65)	14% (77)	23% (127)	7% (36)	23% (122)	21% (113)	539
Ideo: Conservative (5-7)	5% (34)	4% (30)	17% (117)	9% (63)	50% (354)	15% (110)	707

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Table KAEP8_1: *Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?*
Colin Kaepernick

Demographic	Much more favorable	Somewhat more favorable	Neither more, nor less favorable	Somewhat less favorable	Much less favorable	Don't know / no opinion	Total N
Adults	12% (254)	11% (237)	21% (442)	6% (133)	27% (564)	23% (478)	2108
Educ: < College	11% (155)	11% (156)	18% (257)	6% (84)	29% (416)	26% (385)	1453
Educ: Bachelors degree	14% (60)	12% (50)	27% (116)	8% (34)	23% (97)	15% (64)	421
Educ: Post-grad	17% (39)	13% (31)	30% (69)	6% (14)	21% (50)	13% (30)	234
Income: Under 50k	12% (143)	11% (135)	18% (220)	6% (68)	25% (300)	27% (328)	1193
Income: 50k-100k	13% (80)	11% (68)	22% (142)	7% (45)	30% (195)	17% (110)	642
Income: 100k+	11% (31)	13% (34)	29% (79)	7% (19)	25% (69)	15% (40)	273
Ethnicity: White	9% (143)	10% (161)	21% (352)	7% (110)	31% (526)	23% (379)	1671
Ethnicity: Hispanic	15% (46)	20% (62)	18% (56)	7% (23)	16% (51)	24% (76)	313
Ethnicity: Afr. Am.	36% (91)	16% (41)	19% (48)	3% (7)	4% (11)	22% (57)	255
Ethnicity: Other	11% (20)	19% (34)	23% (42)	8% (15)	15% (27)	24% (43)	182
All Christian	9% (85)	9% (86)	21% (197)	8% (74)	38% (353)	15% (144)	938
All Non-Christian	16% (15)	11% (10)	23% (22)	6% (6)	15% (14)	30% (29)	97
Atheist	18% (17)	17% (15)	20% (19)	6% (5)	13% (12)	26% (24)	92
Agnostic/Nothing in particular	14% (137)	13% (125)	21% (204)	5% (47)	19% (185)	29% (282)	981
Religious Non-Protestant/Catholic	14% (17)	9% (12)	21% (27)	7% (9)	24% (30)	25% (32)	127
Evangelical	14% (72)	7% (38)	17% (89)	6% (32)	35% (184)	20% (103)	519
Non-Evangelical	9% (70)	10% (78)	23% (174)	7% (56)	31% (240)	19% (147)	766
Community: Urban	16% (85)	18% (95)	23% (124)	5% (29)	19% (101)	20% (106)	540
Community: Suburban	12% (118)	11% (106)	22% (208)	6% (57)	28% (265)	21% (196)	951
Community: Rural	8% (51)	6% (36)	18% (110)	7% (46)	32% (198)	29% (177)	618
Employ: Private Sector	14% (87)	13% (85)	22% (140)	8% (48)	27% (168)	16% (104)	631
Employ: Government	15% (20)	9% (13)	25% (34)	8% (11)	20% (28)	23% (32)	139
Employ: Self-Employed	9% (14)	10% (15)	28% (43)	6% (10)	24% (37)	24% (38)	157
Employ: Homemaker	9% (15)	8% (14)	19% (31)	3% (5)	27% (44)	34% (56)	165
Employ: Retired	9% (46)	10% (53)	21% (106)	6% (33)	37% (192)	16% (84)	514
Employ: Unemployed	16% (38)	9% (22)	12% (28)	5% (12)	23% (54)	35% (82)	237
Employ: Other	12% (22)	11% (20)	23% (41)	4% (7)	19% (34)	30% (55)	179

Continued on next page

Table KAEP8_1: *Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?*
 Colin Kaepernick

Demographic	Much more favorable	Somewhat more favorable	Neither more, nor less favorable	Somewhat less favorable	Much less favorable	Don't know / no opinion	Total N
Adults	12% (254)	11% (237)	21% (442)	6% (133)	27% (564)	23% (478)	2108
Military HH: Yes	8% (29)	7% (25)	18% (65)	9% (31)	43% (153)	15% (54)	358
Military HH: No	13% (225)	12% (212)	22% (377)	6% (101)	23% (411)	24% (425)	1750
RD/WT: Right Direction	7% (51)	7% (55)	16% (127)	8% (61)	44% (346)	19% (147)	787
RD/WT: Wrong Track	15% (202)	14% (182)	24% (315)	5% (71)	17% (218)	25% (331)	1321
Trump Job Approve	5% (39)	6% (49)	15% (134)	8% (71)	49% (424)	17% (148)	865
Trump Job Disapprove	18% (211)	16% (179)	26% (297)	5% (57)	11% (130)	23% (267)	1141
Trump Job Strongly Approve	4% (17)	3% (17)	11% (53)	8% (39)	61% (294)	13% (64)	484
Trump Job Somewhat Approve	6% (22)	8% (32)	21% (81)	8% (32)	34% (130)	22% (84)	381
Trump Job Somewhat Disapprove	10% (21)	12% (24)	30% (64)	8% (17)	18% (38)	22% (48)	212
Trump Job Strongly Disapprove	20% (189)	17% (154)	25% (233)	4% (40)	10% (93)	24% (219)	929
Favorable of Trump	5% (43)	6% (51)	16% (134)	8% (66)	50% (427)	16% (141)	862
Unfavorable of Trump	18% (208)	15% (175)	27% (301)	5% (59)	11% (129)	23% (263)	1135
Very Favorable of Trump	5% (27)	4% (20)	11% (59)	8% (40)	57% (300)	14% (76)	523
Somewhat Favorable of Trump	5% (16)	9% (31)	22% (75)	8% (26)	37% (127)	19% (65)	339
Somewhat Unfavorable of Trump	7% (13)	13% (24)	34% (62)	6% (11)	19% (34)	21% (38)	183
Very Unfavorable of Trump	20% (195)	16% (150)	25% (239)	5% (48)	10% (95)	24% (224)	952
#1 Issue: Economy	13% (64)	10% (53)	26% (129)	7% (34)	23% (115)	22% (109)	503
#1 Issue: Security	7% (27)	7% (28)	11% (46)	6% (26)	51% (207)	18% (71)	405
#1 Issue: Health Care	12% (46)	15% (56)	25% (94)	4% (14)	18% (67)	25% (94)	371
#1 Issue: Medicare / Social Security	11% (38)	10% (36)	19% (68)	7% (24)	32% (114)	21% (76)	357
#1 Issue: Women’s Issues	20% (25)	11% (13)	23% (27)	10% (12)	10% (12)	26% (31)	121
#1 Issue: Education	17% (20)	14% (17)	14% (16)	9% (11)	15% (18)	32% (38)	120
#1 Issue: Energy	20% (25)	19% (23)	24% (30)	1% (2)	11% (13)	25% (31)	125
#1 Issue: Other	10% (10)	10% (11)	29% (31)	9% (9)	17% (18)	27% (29)	108
2018 House Vote: Democrat	22% (162)	18% (131)	27% (199)	5% (34)	11% (78)	19% (140)	744
2018 House Vote: Republican	4% (26)	6% (38)	16% (101)	8% (49)	53% (347)	14% (88)	649
2018 House Vote: Someone else	6% (5)	4% (3)	21% (16)	12% (10)	24% (19)	32% (25)	78

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**Table KAEP8_1: Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?
Colin Kaepernick**

Demographic	Much more favorable	Somewhat more favorable	Neither more, nor less favorable	Somewhat less favorable	Much less favorable	Don't know / no opinion	Total N
Adults	12% (254)	11% (237)	21% (442)	6% (133)	27% (564)	23% (478)	2108
2016 Vote: Hillary Clinton	21% (150)	18% (127)	27% (192)	5% (33)	10% (70)	19% (131)	702
2016 Vote: Donald Trump	4% (30)	4% (30)	15% (101)	8% (56)	54% (366)	14% (94)	677
2016 Vote: Other	12% (17)	10% (15)	25% (36)	5% (7)	24% (35)	24% (35)	143
2016 Vote: Didn't Vote	10% (57)	11% (66)	19% (113)	6% (37)	16% (94)	37% (219)	586
Voted in 2014: Yes	13% (173)	12% (156)	22% (280)	6% (78)	31% (401)	16% (213)	1301
Voted in 2014: No	10% (81)	10% (82)	20% (161)	7% (54)	20% (163)	33% (265)	807
2012 Vote: Barack Obama	20% (174)	16% (135)	24% (209)	5% (46)	14% (121)	20% (169)	854
2012 Vote: Mitt Romney	4% (19)	5% (23)	16% (82)	8% (43)	55% (275)	12% (61)	502
2012 Vote: Other	2% (2)	6% (5)	19% (14)	3% (2)	47% (35)	22% (16)	73
2012 Vote: Didn't Vote	9% (59)	11% (75)	20% (135)	6% (42)	20% (133)	34% (231)	674
4-Region: Northeast	13% (49)	10% (38)	25% (93)	4% (13)	21% (81)	28% (105)	381
4-Region: Midwest	12% (53)	9% (41)	19% (84)	8% (36)	31% (139)	21% (93)	446
4-Region: South	15% (123)	11% (89)	18% (147)	6% (46)	27% (212)	22% (179)	796
4-Region: West	6% (29)	14% (69)	24% (118)	8% (37)	27% (132)	21% (102)	486
Sports Fan	13% (213)	13% (221)	23% (384)	8% (124)	29% (475)	14% (234)	1650
Avid NFL Fan	16% (112)	18% (124)	23% (158)	9% (61)	25% (171)	8% (56)	682
Gen Z NFL Fan	23% (20)	13% (11)	22% (19)	18% (15)	6% (5)	19% (16)	85
Millennial NFL Fan	20% (77)	19% (74)	24% (92)	6% (23)	17% (66)	12% (47)	379
Gen X NFL Fan	12% (46)	15% (56)	24% (90)	9% (34)	26% (99)	14% (51)	376
Boomer NFL Fan	10% (50)	12% (59)	26% (129)	7% (34)	36% (176)	9% (46)	494
Afr Am NFL Fan	44% (75)	18% (32)	21% (37)	4% (6)	3% (5)	10% (18)	173
NFL Fan Republican	6% (23)	6% (24)	17% (72)	12% (48)	51% (213)	9% (39)	420
NFL Fan Democrat	24% (134)	22% (123)	28% (157)	6% (34)	10% (58)	10% (57)	562
NFL Fan Republican & White	5% (19)	5% (18)	17% (64)	11% (43)	52% (197)	10% (36)	377
NFL Fan Democrat & White	16% (62)	23% (89)	29% (114)	8% (30)	13% (52)	12% (46)	392
White NFL Fan	9% (103)	13% (146)	24% (268)	9% (97)	32% (348)	12% (132)	1094
General NFL Fan	14% (196)	15% (209)	24% (341)	8% (115)	27% (378)	12% (168)	1407

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

Table KAEP8_2: *Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?*
The NFL team you support

Demographic	Much more favorable	Somewhat more favorable	Neither more, nor less favorable	Somewhat less favorable	Much less favorable	Don’t know / no opinion	Total N
Adults	12% (257)	12% (261)	21% (443)	9% (182)	22% (464)	24% (501)	2108
Gender: Male	12% (121)	15% (156)	23% (232)	10% (99)	24% (241)	16% (166)	1015
Gender: Female	12% (137)	10% (104)	19% (210)	8% (83)	20% (223)	31% (335)	1093
Age: 18-29	17% (66)	16% (62)	20% (77)	7% (27)	10% (39)	31% (121)	392
Age: 30-44	14% (75)	12% (67)	22% (120)	8% (45)	19% (100)	25% (134)	541
Age: 45-54	10% (32)	17% (53)	17% (52)	11% (33)	26% (78)	19% (59)	307
Age: 55-64	13% (56)	8% (36)	21% (93)	9% (39)	26% (114)	22% (97)	435
Age: 65+	6% (28)	10% (44)	23% (100)	9% (39)	31% (133)	21% (91)	434
Generation Z: 18-22	15% (24)	11% (17)	26% (42)	7% (11)	9% (14)	32% (50)	159
Millennial: Age 23-38	16% (93)	15% (84)	19% (109)	7% (41)	16% (91)	26% (149)	568
Generation X: Age 39-54	11% (56)	16% (80)	19% (98)	10% (52)	22% (112)	22% (114)	513
Boomers: Age 55-73	11% (79)	9% (68)	23% (174)	9% (71)	27% (201)	21% (159)	751
PID: Dem (no lean)	23% (177)	19% (146)	24% (186)	6% (43)	7% (56)	22% (171)	779
PID: Ind (no lean)	7% (48)	11% (77)	23% (160)	7% (51)	20% (138)	31% (212)	687
PID: Rep (no lean)	5% (32)	6% (38)	15% (97)	14% (87)	42% (270)	18% (119)	642
PID/Gender: Dem Men	22% (77)	24% (84)	26% (89)	4% (15)	7% (26)	17% (57)	347
PID/Gender: Dem Women	23% (101)	14% (63)	22% (97)	7% (29)	7% (30)	26% (113)	432
PID/Gender: Ind Men	7% (23)	14% (49)	27% (94)	9% (30)	21% (72)	22% (78)	347
PID/Gender: Ind Women	7% (25)	8% (27)	20% (66)	6% (21)	19% (66)	40% (134)	339
PID/Gender: Rep Men	7% (21)	7% (23)	15% (49)	17% (54)	45% (143)	10% (31)	320
PID/Gender: Rep Women	3% (11)	5% (15)	15% (48)	10% (33)	40% (127)	27% (88)	322
Ideo: Liberal (1-3)	23% (132)	21% (122)	25% (146)	5% (30)	5% (28)	21% (119)	575
Ideo: Moderate (4)	12% (64)	13% (71)	28% (151)	9% (46)	18% (99)	20% (107)	539
Ideo: Conservative (5-7)	6% (39)	7% (49)	16% (110)	14% (97)	42% (298)	16% (114)	707

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Table KAEP8_2: *Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?*
The NFL team you support

Demographic	Much more favorable	Somewhat more favorable	Neither more, nor less favorable	Somewhat less favorable	Much less favorable	Don't know / no opinion	Total N
Adults	12% (257)	12% (261)	21% (443)	9% (182)	22% (464)	24% (501)	2108
Educ: < College	11% (160)	10% (152)	19% (283)	8% (119)	24% (342)	27% (399)	1453
Educ: Bachelors degree	14% (59)	15% (64)	24% (99)	10% (42)	20% (83)	18% (74)	421
Educ: Post-grad	16% (38)	19% (45)	26% (61)	9% (21)	17% (40)	12% (28)	234
Income: Under 50k	12% (149)	12% (147)	20% (237)	7% (80)	20% (235)	29% (346)	1193
Income: 50k-100k	12% (74)	11% (71)	23% (145)	12% (75)	26% (165)	17% (112)	642
Income: 100k+	13% (35)	16% (43)	22% (60)	10% (27)	23% (64)	16% (44)	273
Ethnicity: White	9% (151)	11% (178)	21% (343)	10% (171)	26% (431)	24% (398)	1671
Ethnicity: Hispanic	10% (31)	20% (62)	27% (86)	7% (22)	13% (42)	23% (71)	313
Ethnicity: Afr. Am.	34% (86)	16% (42)	22% (55)	2% (5)	5% (13)	22% (56)	255
Ethnicity: Other	12% (21)	23% (41)	24% (44)	3% (6)	12% (21)	26% (48)	182
All Christian	9% (86)	11% (100)	22% (207)	12% (109)	30% (285)	16% (151)	938
All Non-Christian	17% (16)	16% (16)	22% (21)	4% (3)	12% (12)	30% (29)	97
Atheist	18% (16)	17% (16)	16% (15)	7% (7)	13% (12)	29% (27)	92
Agnostic/Nothing in particular	14% (139)	13% (129)	20% (199)	6% (62)	16% (156)	30% (295)	981
Religious Non-Protestant/Catholic	14% (18)	14% (17)	20% (26)	6% (7)	20% (25)	27% (34)	127
Evangelical	13% (67)	9% (46)	19% (99)	10% (54)	28% (145)	21% (109)	519
Non-Evangelical	10% (73)	12% (91)	23% (177)	10% (77)	26% (201)	19% (147)	766
Community: Urban	17% (92)	17% (89)	22% (121)	10% (52)	13% (72)	21% (113)	540
Community: Suburban	13% (123)	13% (123)	22% (205)	8% (79)	23% (217)	21% (203)	951
Community: Rural	7% (42)	8% (49)	19% (116)	8% (51)	28% (175)	30% (185)	618
Employ: Private Sector	13% (85)	14% (91)	21% (134)	12% (76)	21% (134)	18% (111)	631
Employ: Government	16% (22)	16% (22)	18% (25)	10% (13)	18% (25)	22% (31)	139
Employ: Self-Employed	11% (17)	13% (21)	28% (45)	5% (8)	25% (40)	17% (27)	157
Employ: Homemaker	9% (15)	5% (9)	20% (33)	5% (8)	21% (35)	39% (65)	165
Employ: Retired	8% (39)	10% (52)	23% (118)	9% (46)	31% (159)	19% (98)	514
Employ: Unemployed	18% (44)	12% (29)	15% (35)	4% (10)	16% (37)	35% (82)	237
Employ: Other	13% (23)	13% (22)	18% (33)	10% (18)	14% (25)	33% (58)	179

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Table KAEP8_2: *Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?*
The NFL team you support

Demographic	Much more favorable	Somewhat more favorable	Neither more, nor less favorable	Somewhat less favorable	Much less favorable	Don't know / no opinion	Total N
Adults	12% (257)	12% (261)	21% (443)	9% (182)	22% (464)	24% (501)	2108
Military HH: Yes	8% (28)	9% (33)	22% (79)	9% (33)	34% (122)	18% (63)	358
Military HH: No	13% (229)	13% (228)	21% (363)	8% (148)	20% (343)	25% (438)	1750
RD/WT: Right Direction	7% (57)	8% (65)	18% (140)	12% (93)	36% (283)	19% (149)	787
RD/WT: Wrong Track	15% (201)	15% (196)	23% (302)	7% (88)	14% (182)	27% (352)	1321
Trump Job Approve	5% (40)	7% (59)	17% (146)	13% (112)	41% (354)	18% (153)	865
Trump Job Disapprove	19% (212)	17% (193)	25% (288)	6% (63)	9% (105)	25% (280)	1141
Trump Job Strongly Approve	5% (26)	4% (20)	12% (59)	12% (58)	52% (251)	15% (70)	484
Trump Job Somewhat Approve	4% (14)	10% (39)	23% (87)	14% (55)	27% (103)	22% (83)	381
Trump Job Somewhat Disapprove	9% (19)	13% (27)	33% (70)	9% (20)	14% (29)	22% (48)	212
Trump Job Strongly Disapprove	21% (193)	18% (166)	23% (218)	5% (44)	8% (75)	25% (232)	929
Favorable of Trump	5% (45)	8% (65)	16% (142)	13% (110)	41% (357)	17% (143)	862
Unfavorable of Trump	18% (210)	16% (185)	25% (289)	6% (63)	9% (104)	25% (283)	1135
Very Favorable of Trump	6% (34)	4% (23)	13% (68)	12% (64)	48% (251)	16% (83)	523
Somewhat Favorable of Trump	3% (11)	12% (42)	22% (74)	14% (46)	31% (106)	18% (60)	339
Somewhat Unfavorable of Trump	8% (14)	11% (20)	32% (59)	11% (20)	14% (26)	24% (43)	183
Very Unfavorable of Trump	21% (195)	17% (165)	24% (230)	5% (43)	8% (78)	25% (240)	952
#1 Issue: Economy	12% (62)	14% (68)	25% (124)	10% (53)	20% (102)	19% (94)	503
#1 Issue: Security	7% (29)	5% (20)	15% (61)	12% (47)	41% (166)	20% (83)	405
#1 Issue: Health Care	15% (56)	13% (49)	25% (93)	6% (21)	15% (55)	26% (98)	371
#1 Issue: Medicare / Social Security	8% (28)	12% (44)	22% (77)	9% (32)	23% (81)	26% (94)	357
#1 Issue: Women’s Issues	17% (21)	12% (15)	18% (22)	5% (7)	12% (14)	35% (42)	121
#1 Issue: Education	21% (26)	12% (14)	19% (22)	4% (5)	14% (16)	30% (36)	120
#1 Issue: Energy	20% (25)	28% (35)	15% (19)	6% (7)	8% (10)	22% (27)	125
#1 Issue: Other	10% (11)	15% (16)	23% (25)	9% (9)	18% (19)	25% (27)	108
2018 House Vote: Democrat	22% (165)	19% (140)	25% (190)	6% (41)	8% (57)	20% (152)	744
2018 House Vote: Republican	5% (30)	7% (43)	16% (101)	14% (93)	44% (284)	15% (98)	649
2018 House Vote: Someone else	2% (2)	8% (6)	31% (24)	8% (7)	19% (15)	32% (25)	78

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Table KAEP8_2: *Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?*
The NFL team you support

Demographic	Much more favorable	Somewhat more favorable	Neither more, nor less favorable	Somewhat less favorable	Much less favorable	Don't know / no opinion	Total N
Adults	12% (257)	12% (261)	21% (443)	9% (182)	22% (464)	24% (501)	2108
2016 Vote: Hillary Clinton	22% (156)	19% (135)	26% (180)	5% (37)	7% (52)	20% (143)	702
2016 Vote: Donald Trump	4% (25)	6% (40)	16% (110)	14% (95)	45% (301)	16% (106)	677
2016 Vote: Other	13% (18)	11% (16)	26% (37)	6% (8)	21% (30)	23% (33)	143
2016 Vote: Didn't Vote	10% (58)	12% (70)	20% (115)	7% (42)	14% (81)	38% (220)	586
Voted in 2014: Yes	14% (176)	13% (170)	21% (277)	9% (121)	25% (325)	18% (232)	1301
Voted in 2014: No	10% (81)	11% (91)	21% (165)	8% (61)	17% (140)	33% (269)	807
2012 Vote: Barack Obama	20% (169)	18% (151)	24% (208)	7% (60)	10% (89)	21% (178)	854
2012 Vote: Mitt Romney	5% (25)	6% (30)	16% (78)	15% (73)	46% (232)	13% (63)	502
2012 Vote: Other	4% (3)	7% (5)	16% (12)	6% (4)	44% (32)	24% (17)	73
2012 Vote: Didn't Vote	9% (60)	11% (74)	21% (143)	7% (44)	17% (112)	36% (241)	674
4-Region: Northeast	11% (43)	16% (61)	20% (78)	7% (25)	19% (70)	27% (103)	381
4-Region: Midwest	13% (56)	10% (43)	22% (98)	9% (41)	26% (118)	20% (89)	446
4-Region: South	15% (121)	10% (79)	19% (148)	9% (71)	23% (183)	24% (194)	796
4-Region: West	8% (37)	16% (78)	24% (119)	9% (44)	19% (94)	24% (114)	486
Sports Fan	14% (224)	15% (246)	24% (392)	10% (169)	23% (386)	14% (233)	1650
Avid NFL Fan	20% (136)	16% (111)	26% (177)	12% (81)	19% (128)	7% (48)	682
Gen Z NFL Fan	28% (24)	13% (11)	34% (29)	8% (7)	4% (4)	13% (11)	85
Millennial NFL Fan	21% (78)	21% (80)	23% (89)	9% (32)	15% (59)	11% (42)	379
Gen X NFL Fan	13% (51)	20% (74)	22% (81)	13% (49)	21% (80)	11% (41)	376
Boomer NFL Fan	11% (55)	12% (61)	29% (144)	12% (58)	25% (125)	10% (51)	494
Afr Am NFL Fan	44% (77)	19% (33)	21% (37)	1% (2)	2% (4)	12% (21)	173
NFL Fan Republican	7% (30)	8% (34)	18% (76)	17% (70)	42% (174)	8% (35)	420
NFL Fan Democrat	25% (142)	24% (136)	27% (154)	7% (38)	6% (34)	11% (59)	562
NFL Fan Republican & White	6% (23)	7% (26)	17% (63)	18% (69)	44% (164)	8% (32)	377
NFL Fan Democrat & White	17% (67)	22% (88)	31% (122)	9% (34)	8% (32)	13% (50)	392
White NFL Fan	10% (115)	15% (162)	25% (276)	13% (146)	25% (275)	11% (121)	1094
General NFL Fan	15% (210)	17% (237)	25% (359)	11% (151)	21% (297)	11% (153)	1407

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

Table KAEP8_3: *Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?*
The NFL in general

Demographic	Much more favorable	Somewhat more favorable	Neither more, nor less favorable	Somewhat less favorable	Much less favorable	Don't know / no opinion	Total N
Adults	10% (216)	13% (275)	26% (548)	7% (154)	21% (437)	23% (477)	2108
Gender: Male	11% (110)	15% (151)	30% (303)	7% (72)	21% (217)	16% (161)	1015
Gender: Female	10% (105)	11% (124)	22% (246)	7% (82)	20% (220)	29% (316)	1093
Age: 18-29	14% (54)	14% (53)	24% (93)	7% (29)	10% (38)	32% (124)	392
Age: 30-44	12% (65)	14% (77)	26% (141)	7% (38)	17% (93)	23% (126)	541
Age: 45-54	8% (25)	18% (54)	25% (77)	7% (22)	23% (72)	18% (56)	307
Age: 55-64	10% (41)	10% (42)	28% (122)	5% (23)	27% (116)	21% (90)	435
Age: 65+	7% (31)	11% (48)	26% (115)	9% (41)	27% (118)	19% (81)	434
Generation Z: 18-22	9% (14)	14% (23)	26% (41)	7% (11)	6% (10)	38% (61)	159
Millennial: Age 23-38	14% (79)	14% (80)	25% (141)	7% (41)	15% (87)	25% (140)	568
Generation X: Age 39-54	10% (51)	16% (81)	25% (131)	7% (38)	21% (107)	20% (105)	513
Boomers: Age 55-73	9% (68)	10% (72)	29% (218)	7% (52)	26% (195)	19% (146)	751
PID: Dem (no lean)	19% (150)	20% (153)	30% (233)	4% (32)	7% (52)	20% (159)	779
PID: Ind (no lean)	6% (38)	12% (83)	28% (189)	6% (42)	18% (126)	30% (209)	687
PID: Rep (no lean)	4% (27)	6% (39)	20% (127)	12% (80)	40% (259)	17% (109)	642
PID/Gender: Dem Men	20% (70)	22% (78)	32% (112)	4% (14)	6% (21)	15% (53)	347
PID/Gender: Dem Women	19% (80)	17% (75)	28% (121)	4% (19)	7% (31)	24% (106)	432
PID/Gender: Ind Men	6% (22)	14% (48)	33% (114)	5% (19)	18% (62)	24% (82)	347
PID/Gender: Ind Women	5% (16)	10% (35)	22% (75)	7% (23)	19% (63)	37% (127)	339
PID/Gender: Rep Men	6% (19)	8% (25)	24% (76)	12% (40)	42% (134)	8% (26)	320
PID/Gender: Rep Women	3% (9)	4% (14)	16% (50)	12% (40)	39% (126)	26% (83)	322
Ideo: Liberal (1-3)	20% (116)	22% (129)	30% (172)	3% (19)	5% (30)	19% (110)	575
Ideo: Moderate (4)	9% (48)	15% (78)	34% (181)	8% (44)	16% (88)	19% (100)	539
Ideo: Conservative (5-7)	4% (31)	8% (53)	21% (149)	12% (83)	40% (283)	15% (108)	707

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Table KAEP8_3: Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?
The NFL in general

Demographic	Much more favorable	Somewhat more favorable	Neither more, nor less favorable	Somewhat less favorable	Much less favorable	Don't know / no opinion	Total N
Adults	10% (216)	13% (275)	26% (548)	7% (154)	21% (437)	23% (477)	2108
Educ: < College	9% (135)	11% (161)	24% (355)	6% (90)	23% (328)	26% (384)	1453
Educ: Bachelors degree	13% (54)	16% (69)	28% (118)	10% (43)	17% (71)	16% (65)	421
Educ: Post-grad	12% (27)	19% (45)	32% (75)	9% (21)	16% (38)	12% (28)	234
Income: Under 50k	11% (126)	11% (135)	25% (304)	6% (75)	19% (227)	27% (326)	1193
Income: 50k-100k	9% (59)	14% (92)	27% (170)	8% (50)	24% (157)	18% (113)	642
Income: 100k+	11% (31)	18% (48)	27% (74)	11% (29)	19% (53)	14% (37)	273
Ethnicity: White	8% (134)	12% (199)	25% (424)	8% (130)	24% (409)	23% (376)	1671
Ethnicity: Hispanic	9% (29)	17% (53)	31% (96)	8% (24)	13% (41)	22% (70)	313
Ethnicity: Afr. Am.	26% (68)	18% (46)	27% (68)	3% (9)	5% (12)	21% (53)	255
Ethnicity: Other	8% (15)	17% (30)	31% (57)	9% (16)	9% (16)	26% (48)	182
All Christian	7% (63)	12% (115)	27% (256)	10% (97)	28% (264)	15% (143)	938
All Non-Christian	15% (14)	15% (15)	23% (23)	2% (2)	14% (14)	31% (30)	97
Atheist	18% (17)	14% (13)	22% (20)	6% (6)	10% (9)	29% (27)	92
Agnostic/Nothing in particular	12% (121)	14% (133)	25% (249)	5% (49)	15% (150)	28% (278)	981
Religious Non-Protestant/Catholic	11% (14)	16% (20)	22% (28)	5% (7)	20% (26)	25% (32)	127
Evangelical	11% (55)	9% (44)	25% (130)	7% (36)	28% (146)	21% (109)	519
Non-Evangelical	8% (61)	13% (99)	27% (208)	10% (76)	23% (179)	19% (143)	766
Community: Urban	14% (75)	17% (89)	29% (155)	8% (44)	13% (68)	20% (108)	540
Community: Suburban	11% (102)	14% (133)	27% (256)	7% (68)	21% (198)	20% (193)	951
Community: Rural	6% (38)	9% (53)	22% (137)	7% (42)	28% (171)	29% (176)	618
Employ: Private Sector	12% (77)	15% (97)	27% (173)	9% (59)	20% (125)	16% (101)	631
Employ: Government	12% (17)	13% (17)	27% (38)	6% (9)	19% (27)	23% (31)	139
Employ: Self-Employed	9% (15)	16% (25)	31% (49)	5% (7)	19% (30)	20% (31)	157
Employ: Homemaker	4% (7)	11% (18)	23% (38)	5% (8)	20% (33)	37% (60)	165
Employ: Retired	8% (39)	13% (66)	25% (130)	8% (40)	29% (150)	17% (89)	514
Employ: Unemployed	14% (33)	12% (28)	19% (44)	7% (17)	16% (39)	32% (77)	237
Employ: Other	13% (23)	8% (14)	27% (49)	6% (10)	16% (29)	30% (54)	179

Continued on next page

Table KAEP8_3: *Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?*
The NFL in general

Demographic	Much more favorable	Somewhat more favorable	Neither more, nor less favorable	Somewhat less favorable	Much less favorable	Don't know / no opinion	Total N
Adults	10% (216)	13% (275)	26% (548)	7% (154)	21% (437)	23% (477)	2108
Military HH: Yes	8% (30)	9% (33)	26% (94)	10% (34)	29% (103)	18% (63)	358
Military HH: No	11% (186)	14% (242)	26% (454)	7% (120)	19% (334)	24% (414)	1750
RD/WT: Right Direction	7% (52)	9% (69)	24% (187)	8% (65)	35% (277)	17% (137)	787
RD/WT: Wrong Track	12% (164)	16% (206)	27% (361)	7% (89)	12% (160)	26% (340)	1321
Trump Job Approve	4% (36)	8% (67)	22% (191)	11% (91)	39% (335)	17% (146)	865
Trump Job Disapprove	15% (176)	18% (200)	30% (342)	5% (61)	8% (96)	23% (266)	1141
Trump Job Strongly Approve	5% (24)	4% (21)	17% (83)	10% (48)	50% (242)	13% (65)	484
Trump Job Somewhat Approve	3% (12)	12% (46)	28% (107)	11% (43)	24% (92)	21% (80)	381
Trump Job Somewhat Disapprove	8% (16)	12% (26)	36% (76)	7% (16)	14% (30)	23% (49)	212
Trump Job Strongly Disapprove	17% (160)	19% (174)	29% (266)	5% (45)	7% (67)	23% (217)	929
Favorable of Trump	5% (41)	9% (76)	21% (185)	10% (87)	39% (336)	16% (136)	862
Unfavorable of Trump	15% (171)	17% (187)	31% (354)	5% (61)	8% (94)	24% (267)	1135
Very Favorable of Trump	6% (32)	6% (33)	17% (88)	9% (47)	47% (245)	15% (77)	523
Somewhat Favorable of Trump	3% (9)	13% (43)	29% (97)	12% (40)	27% (91)	17% (59)	339
Somewhat Unfavorable of Trump	7% (14)	9% (17)	39% (72)	6% (12)	14% (26)	23% (43)	183
Very Unfavorable of Trump	17% (158)	18% (171)	30% (282)	5% (49)	7% (69)	24% (224)	952
#1 Issue: Economy	8% (43)	15% (74)	29% (147)	9% (47)	19% (94)	20% (98)	503
#1 Issue: Security	6% (24)	7% (29)	20% (80)	9% (35)	40% (162)	19% (75)	405
#1 Issue: Health Care	13% (50)	14% (52)	28% (102)	5% (20)	13% (48)	27% (99)	371
#1 Issue: Medicare / Social Security	7% (24)	14% (49)	26% (93)	8% (29)	23% (82)	22% (80)	357
#1 Issue: Women’s Issues	16% (19)	17% (20)	25% (30)	5% (6)	11% (13)	27% (32)	121
#1 Issue: Education	15% (18)	17% (20)	18% (22)	7% (8)	11% (13)	32% (39)	120
#1 Issue: Energy	22% (27)	16% (20)	28% (35)	5% (6)	9% (11)	21% (27)	125
#1 Issue: Other	9% (10)	11% (12)	36% (39)	4% (4)	14% (15)	25% (27)	108
2018 House Vote: Democrat	18% (137)	20% (149)	32% (236)	5% (34)	7% (49)	19% (139)	744
2018 House Vote: Republican	5% (30)	7% (47)	20% (133)	13% (84)	42% (274)	13% (82)	649
2018 House Vote: Someone else	5% (4)	8% (6)	35% (27)	6% (4)	15% (12)	31% (24)	78

Continued on next page

Table KAEP8_3: *Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?*
The NFL in general

Demographic	Much more favorable		Somewhat more favorable		Neither more, nor less favorable		Somewhat less favorable		Much less favorable		Don't know / no opinion		Total N
Adults	10%	(216)	13%	(275)	26%	(548)	7%	(154)	21%	(437)	23%	(477)	2108
2016 Vote: Hillary Clinton	18%	(126)	22%	(151)	32%	(222)	4%	(30)	6%	(44)	18%	(128)	702
2016 Vote: Donald Trump	4%	(29)	6%	(38)	23%	(157)	12%	(79)	42%	(286)	13%	(88)	677
2016 Vote: Other	12%	(16)	14%	(19)	26%	(37)	5%	(7)	21%	(30)	23%	(33)	143
2016 Vote: Didn't Vote	8%	(44)	11%	(66)	23%	(132)	7%	(39)	13%	(77)	39%	(228)	586
Voted in 2014: Yes	12%	(150)	14%	(178)	27%	(355)	8%	(100)	24%	(312)	16%	(207)	1301
Voted in 2014: No	8%	(66)	12%	(98)	24%	(194)	7%	(54)	16%	(125)	33%	(270)	807
2012 Vote: Barack Obama	16%	(135)	20%	(168)	31%	(261)	5%	(45)	10%	(83)	19%	(163)	854
2012 Vote: Mitt Romney	5%	(26)	6%	(30)	21%	(108)	12%	(62)	44%	(223)	10%	(53)	502
2012 Vote: Other	2%	(1)	6%	(5)	19%	(14)	4%	(3)	45%	(33)	23%	(17)	73
2012 Vote: Didn't Vote	8%	(53)	11%	(73)	24%	(163)	7%	(44)	15%	(99)	36%	(243)	674
4-Region: Northeast	8%	(31)	15%	(56)	27%	(104)	6%	(21)	18%	(70)	26%	(99)	381
4-Region: Midwest	12%	(54)	11%	(50)	24%	(107)	10%	(46)	22%	(100)	20%	(89)	446
4-Region: South	13%	(105)	12%	(99)	22%	(177)	5%	(44)	24%	(188)	23%	(183)	796
4-Region: West	5%	(26)	15%	(71)	33%	(160)	9%	(44)	16%	(80)	22%	(106)	486
Sports Fan	11%	(186)	15%	(251)	30%	(489)	8%	(140)	21%	(352)	14%	(232)	1650
Avid NFL Fan	18%	(120)	17%	(116)	34%	(232)	9%	(65)	15%	(100)	7%	(50)	682
Gen Z NFL Fan	15%	(12)	16%	(13)	33%	(28)	11%	(9)	6%	(5)	19%	(17)	85
Millennial NFL Fan	17%	(65)	18%	(69)	32%	(122)	9%	(33)	12%	(47)	11%	(43)	379
Gen X NFL Fan	12%	(46)	20%	(75)	29%	(109)	9%	(35)	19%	(70)	11%	(41)	376
Boomer NFL Fan	10%	(51)	12%	(57)	37%	(183)	8%	(40)	23%	(113)	10%	(50)	494
Afr Am NFL Fan	33%	(58)	19%	(33)	32%	(55)	2%	(4)	2%	(4)	11%	(20)	173
NFL Fan Republican	6%	(25)	8%	(33)	25%	(107)	15%	(65)	37%	(156)	8%	(35)	420
NFL Fan Democrat	22%	(123)	23%	(131)	34%	(193)	5%	(28)	5%	(27)	11%	(61)	562
NFL Fan Republican & White	6%	(21)	7%	(27)	25%	(93)	15%	(56)	39%	(147)	8%	(32)	377
NFL Fan Democrat & White	16%	(63)	23%	(90)	36%	(143)	6%	(23)	7%	(26)	12%	(47)	392
White NFL Fan	9%	(103)	15%	(166)	32%	(352)	10%	(105)	22%	(239)	12%	(128)	1094
General NFL Fan	13%	(176)	16%	(228)	33%	(458)	9%	(128)	18%	(257)	11%	(160)	1407

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

Table KAEP8_4: *Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?*
 Roger Goodell

Demographic	Much more favorable		Somewhat more favorable		Neither more, nor less favorable		Somewhat less favorable		Much less favorable		Don’t know / no opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(111)	7%	(152)	24%	(505)	7%	(152)	18%	(372)	39%	(816)	2108
Gender: Male	7%	(66)	10%	(97)	28%	(284)	9%	(93)	19%	(196)	27%	(278)	1015
Gender: Female	4%	(45)	5%	(55)	20%	(221)	5%	(59)	16%	(175)	49%	(538)	1093
Age: 18-29	7%	(29)	9%	(34)	18%	(71)	8%	(33)	7%	(26)	51%	(200)	392
Age: 30-44	6%	(32)	9%	(47)	24%	(127)	6%	(32)	15%	(79)	41%	(222)	541
Age: 45-54	5%	(16)	7%	(21)	29%	(89)	7%	(22)	20%	(61)	32%	(99)	307
Age: 55-64	4%	(16)	6%	(26)	27%	(115)	6%	(27)	23%	(99)	35%	(152)	435
Age: 65+	4%	(19)	6%	(24)	24%	(103)	9%	(38)	25%	(106)	33%	(143)	434
Generation Z: 18-22	7%	(11)	5%	(7)	20%	(32)	10%	(16)	3%	(5)	55%	(87)	159
Millennial: Age 23-38	7%	(38)	9%	(52)	20%	(111)	7%	(38)	14%	(78)	44%	(251)	568
Generation X: Age 39-54	5%	(28)	8%	(43)	28%	(144)	6%	(32)	16%	(84)	36%	(183)	513
Boomers: Age 55-73	4%	(33)	6%	(42)	26%	(197)	7%	(53)	23%	(174)	33%	(251)	751
PID: Dem (no lean)	10%	(76)	12%	(90)	28%	(219)	6%	(45)	8%	(59)	37%	(291)	779
PID: Ind (no lean)	3%	(19)	6%	(43)	23%	(161)	6%	(39)	15%	(106)	46%	(318)	687
PID: Rep (no lean)	2%	(16)	3%	(19)	19%	(125)	11%	(68)	32%	(207)	32%	(207)	642
PID/Gender: Dem Men	12%	(42)	17%	(58)	29%	(101)	7%	(23)	8%	(29)	27%	(95)	347
PID/Gender: Dem Women	8%	(34)	7%	(32)	27%	(118)	5%	(22)	7%	(30)	45%	(195)	432
PID/Gender: Ind Men	3%	(11)	9%	(31)	29%	(102)	8%	(27)	16%	(57)	35%	(120)	347
PID/Gender: Ind Women	2%	(8)	4%	(12)	17%	(59)	4%	(13)	15%	(49)	58%	(198)	339
PID/Gender: Rep Men	4%	(13)	3%	(8)	25%	(81)	14%	(44)	35%	(111)	20%	(63)	320
PID/Gender: Rep Women	1%	(3)	3%	(11)	14%	(44)	7%	(24)	30%	(96)	45%	(144)	322
Ideo: Liberal (1-3)	8%	(45)	12%	(71)	29%	(170)	6%	(35)	5%	(29)	39%	(225)	575
Ideo: Moderate (4)	7%	(37)	6%	(33)	30%	(161)	7%	(38)	13%	(72)	37%	(197)	539
Ideo: Conservative (5-7)	2%	(16)	5%	(32)	20%	(142)	10%	(69)	35%	(247)	29%	(202)	707

Continued on next page

Table KAEP8_4: *Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?*
Roger Goodell

Demographic	Much more favorable		Somewhat more favorable		Neither more, nor less favorable		Somewhat less favorable		Much less favorable		Don't know / no opinion		Total N
Adults	5%	(111)	7%	(152)	24%	(505)	7%	(152)	18%	(372)	39%	(816)	2108
Educ: < College	5%	(73)	6%	(93)	21%	(300)	7%	(95)	19%	(270)	43%	(622)	1453
Educ: Bachelors degree	6%	(26)	8%	(35)	32%	(135)	9%	(39)	15%	(65)	29%	(122)	421
Educ: Post-grad	5%	(12)	10%	(24)	30%	(70)	8%	(18)	16%	(37)	31%	(72)	234
Income: Under 50k	5%	(64)	6%	(76)	21%	(255)	7%	(80)	15%	(183)	45%	(535)	1193
Income: 50k-100k	4%	(29)	8%	(50)	26%	(167)	9%	(56)	22%	(138)	31%	(202)	642
Income: 100k+	7%	(18)	9%	(26)	30%	(82)	6%	(16)	19%	(51)	29%	(80)	273
Ethnicity: White	4%	(61)	7%	(109)	23%	(380)	7%	(118)	21%	(349)	39%	(655)	1671
Ethnicity: Hispanic	5%	(14)	12%	(36)	26%	(81)	8%	(24)	10%	(33)	40%	(124)	313
Ethnicity: Afr. Am.	17%	(43)	11%	(28)	28%	(71)	5%	(13)	6%	(15)	33%	(85)	255
Ethnicity: Other	4%	(7)	8%	(14)	30%	(54)	12%	(22)	4%	(8)	42%	(77)	182
All Christian	4%	(35)	6%	(61)	26%	(241)	9%	(88)	24%	(228)	30%	(285)	938
All Non-Christian	6%	(6)	14%	(14)	24%	(23)	7%	(7)	11%	(11)	38%	(37)	97
Atheist	7%	(7)	13%	(12)	19%	(18)	5%	(5)	10%	(9)	44%	(41)	92
Agnostic/Nothing in particular	7%	(64)	7%	(66)	23%	(222)	5%	(52)	13%	(123)	46%	(454)	981
Religious Non-Protestant/Catholic	5%	(6)	12%	(15)	20%	(26)	8%	(10)	19%	(23)	37%	(46)	127
Evangelical	7%	(35)	6%	(32)	21%	(107)	7%	(39)	22%	(116)	37%	(190)	519
Non-Evangelical	4%	(31)	7%	(52)	26%	(200)	8%	(62)	21%	(164)	33%	(256)	766
Community: Urban	8%	(45)	9%	(49)	25%	(138)	8%	(42)	12%	(65)	37%	(202)	540
Community: Suburban	6%	(55)	8%	(73)	26%	(252)	7%	(69)	17%	(166)	35%	(336)	951
Community: Rural	2%	(12)	5%	(30)	19%	(116)	7%	(41)	23%	(141)	45%	(279)	618
Employ: Private Sector	6%	(38)	7%	(44)	27%	(173)	8%	(53)	20%	(124)	31%	(198)	631
Employ: Government	9%	(13)	12%	(17)	26%	(36)	6%	(9)	13%	(18)	34%	(47)	139
Employ: Self-Employed	3%	(5)	10%	(15)	28%	(44)	5%	(8)	18%	(28)	36%	(57)	157
Employ: Homemaker	3%	(6)	5%	(8)	23%	(38)	3%	(6)	14%	(22)	52%	(86)	165
Employ: Retired	4%	(22)	5%	(28)	25%	(130)	8%	(43)	25%	(130)	31%	(160)	514
Employ: Unemployed	7%	(17)	8%	(19)	17%	(39)	6%	(13)	13%	(31)	50%	(118)	237
Employ: Other	6%	(11)	8%	(15)	18%	(32)	6%	(10)	9%	(16)	53%	(95)	179

Continued on next page

Table KAEP8_4: *Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?*
 Roger Goodell

Demographic	Much more favorable		Somewhat more favorable		Neither more, nor less favorable		Somewhat less favorable		Much less favorable		Don’t know / no opinion		Total N
Adults	5%	(111)	7%	(152)	24%	(505)	7%	(152)	18%	(372)	39%	(816)	2108
Military HH: Yes	5%	(17)	5%	(17)	24%	(86)	9%	(32)	24%	(86)	34%	(121)	358
Military HH: No	5%	(95)	8%	(135)	24%	(419)	7%	(120)	16%	(286)	40%	(696)	1750
RD/WT: Right Direction	3%	(25)	6%	(44)	19%	(151)	9%	(71)	29%	(231)	33%	(263)	787
RD/WT: Wrong Track	7%	(86)	8%	(108)	27%	(354)	6%	(80)	11%	(140)	42%	(553)	1321
Trump Job Approve	2%	(19)	5%	(41)	19%	(167)	9%	(82)	32%	(276)	32%	(281)	865
Trump Job Disapprove	8%	(90)	9%	(104)	29%	(325)	6%	(70)	8%	(90)	40%	(460)	1141
Trump Job Strongly Approve	3%	(13)	3%	(14)	15%	(74)	9%	(42)	42%	(204)	28%	(137)	484
Trump Job Somewhat Approve	2%	(7)	7%	(27)	24%	(93)	10%	(40)	19%	(71)	38%	(143)	381
Trump Job Somewhat Disapprove	5%	(10)	8%	(17)	28%	(60)	7%	(15)	13%	(27)	39%	(83)	212
Trump Job Strongly Disapprove	9%	(80)	9%	(88)	29%	(265)	6%	(55)	7%	(63)	41%	(377)	929
Favorable of Trump	3%	(23)	6%	(48)	20%	(168)	9%	(76)	32%	(276)	31%	(271)	862
Unfavorable of Trump	8%	(86)	8%	(95)	29%	(325)	6%	(72)	8%	(91)	41%	(465)	1135
Very Favorable of Trump	3%	(17)	4%	(21)	15%	(81)	8%	(40)	40%	(207)	30%	(157)	523
Somewhat Favorable of Trump	2%	(6)	8%	(28)	26%	(88)	11%	(36)	20%	(69)	33%	(114)	339
Somewhat Unfavorable of Trump	4%	(7)	5%	(9)	32%	(58)	7%	(13)	13%	(25)	39%	(70)	183
Very Unfavorable of Trump	8%	(79)	9%	(87)	28%	(267)	6%	(58)	7%	(67)	41%	(395)	952
#1 Issue: Economy	7%	(35)	7%	(37)	28%	(140)	8%	(40)	15%	(77)	35%	(174)	503
#1 Issue: Security	3%	(14)	4%	(15)	16%	(65)	8%	(34)	35%	(142)	34%	(136)	405
#1 Issue: Health Care	6%	(23)	10%	(37)	26%	(97)	4%	(16)	12%	(44)	42%	(154)	371
#1 Issue: Medicare / Social Security	4%	(15)	5%	(19)	25%	(88)	9%	(32)	19%	(67)	38%	(135)	357
#1 Issue: Women’s Issues	6%	(7)	10%	(12)	21%	(26)	8%	(10)	5%	(6)	51%	(61)	121
#1 Issue: Education	8%	(9)	9%	(10)	24%	(28)	5%	(6)	9%	(11)	46%	(55)	120
#1 Issue: Energy	4%	(5)	14%	(17)	22%	(28)	6%	(7)	10%	(12)	44%	(55)	125
#1 Issue: Other	3%	(3)	5%	(5)	32%	(34)	7%	(8)	12%	(13)	41%	(45)	108
2018 House Vote: Democrat	9%	(64)	11%	(80)	31%	(232)	5%	(41)	8%	(57)	36%	(270)	744
2018 House Vote: Republican	3%	(17)	4%	(27)	20%	(133)	10%	(68)	36%	(234)	26%	(171)	649
2018 House Vote: Someone else	1%	(1)	4%	(3)	29%	(22)	7%	(5)	14%	(11)	45%	(35)	78

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Table KAEP8_4: *Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?*
Roger Goodell

Demographic	Much more favorable	Somewhat more favorable	Neither more, nor less favorable	Somewhat less favorable	Much less favorable	Don't know / no opinion	Total N
Adults	5% (111)	7% (152)	24% (505)	7% (152)	18% (372)	39% (816)	2108
2016 Vote: Hillary Clinton	10% (70)	11% (78)	32% (224)	5% (37)	7% (47)	35% (246)	702
2016 Vote: Donald Trump	2% (13)	3% (22)	21% (139)	10% (65)	36% (247)	28% (191)	677
2016 Vote: Other	3% (4)	4% (6)	25% (35)	8% (11)	20% (29)	40% (57)	143
2016 Vote: Didn't Vote	4% (23)	8% (46)	18% (106)	7% (38)	8% (49)	55% (323)	586
Voted in 2014: Yes	6% (73)	8% (99)	26% (340)	8% (100)	21% (276)	32% (413)	1301
Voted in 2014: No	5% (38)	7% (53)	20% (165)	6% (52)	12% (95)	50% (404)	807
2012 Vote: Barack Obama	9% (76)	10% (85)	28% (241)	6% (50)	9% (80)	38% (322)	854
2012 Vote: Mitt Romney	2% (11)	4% (20)	22% (110)	11% (56)	37% (187)	23% (117)	502
2012 Vote: Other	— (0)	2% (2)	23% (17)	2% (1)	36% (26)	37% (27)	73
2012 Vote: Didn't Vote	3% (23)	7% (45)	20% (135)	6% (44)	12% (78)	52% (348)	674
4-Region: Northeast	4% (17)	4% (17)	28% (107)	6% (23)	17% (63)	40% (154)	381
4-Region: Midwest	6% (25)	7% (32)	21% (95)	8% (33)	20% (89)	38% (171)	446
4-Region: South	7% (56)	9% (70)	21% (168)	5% (43)	19% (150)	39% (308)	796
4-Region: West	3% (14)	7% (33)	28% (135)	11% (52)	14% (69)	38% (183)	486
Sports Fan	6% (99)	9% (144)	27% (451)	9% (144)	19% (310)	30% (502)	1650
Avid NFL Fan	10% (68)	12% (81)	33% (223)	10% (71)	15% (100)	20% (139)	682
Gen Z NFL Fan	12% (10)	9% (7)	15% (13)	16% (14)	3% (3)	45% (38)	85
Millennial NFL Fan	9% (36)	13% (50)	25% (95)	9% (33)	15% (57)	29% (108)	379
Gen X NFL Fan	7% (25)	11% (41)	32% (121)	9% (32)	16% (59)	26% (97)	376
Boomer NFL Fan	4% (21)	8% (37)	35% (171)	9% (45)	21% (105)	23% (116)	494
Afr Am NFL Fan	21% (37)	16% (28)	28% (49)	6% (10)	3% (6)	25% (43)	173
NFL Fan Republican	4% (15)	4% (17)	26% (109)	14% (60)	32% (135)	20% (83)	420
NFL Fan Democrat	11% (63)	15% (86)	32% (182)	7% (39)	8% (43)	27% (150)	562
NFL Fan Republican & White	3% (12)	4% (15)	24% (91)	14% (52)	34% (126)	22% (81)	377
NFL Fan Democrat & White	7% (26)	15% (58)	33% (129)	8% (29)	9% (35)	29% (113)	392
White NFL Fan	4% (49)	9% (100)	29% (314)	10% (107)	21% (227)	27% (297)	1094
General NFL Fan	7% (92)	10% (142)	30% (415)	10% (135)	17% (245)	27% (377)	1407

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

Table KAEP8_5: *Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?
 The owner of the NFL team you support*

Demographic	Much more favorable	Somewhat more favorable	Neither more, nor less favorable	Somewhat less favorable	Much less favorable	Don't know / no opinion	Total N
Adults	12% (255)	12% (260)	20% (422)	8% (172)	23% (490)	24% (509)	2108
Gender: Male	12% (122)	16% (160)	23% (231)	9% (92)	24% (245)	16% (166)	1015
Gender: Female	12% (134)	9% (101)	17% (191)	7% (79)	22% (245)	31% (343)	1093
Age: 18-29	17% (65)	13% (52)	19% (75)	6% (25)	10% (39)	35% (136)	392
Age: 30-44	14% (73)	15% (79)	22% (117)	7% (39)	20% (108)	23% (124)	541
Age: 45-54	12% (37)	16% (48)	16% (49)	11% (34)	26% (78)	20% (61)	307
Age: 55-64	12% (52)	8% (34)	21% (91)	8% (36)	29% (126)	22% (96)	435
Age: 65+	6% (28)	11% (48)	21% (90)	9% (38)	32% (139)	21% (92)	434
Generation Z: 18-22	15% (24)	10% (15)	19% (31)	8% (13)	6% (9)	42% (67)	159
Millennial: Age 23-38	14% (81)	16% (93)	21% (117)	7% (38)	17% (97)	25% (142)	568
Generation X: Age 39-54	14% (71)	14% (71)	18% (93)	9% (47)	23% (119)	22% (113)	513
Boomers: Age 55-73	10% (75)	9% (71)	22% (166)	8% (62)	29% (220)	21% (158)	751
PID: Dem (no lean)	23% (179)	18% (141)	22% (175)	6% (43)	9% (69)	22% (173)	779
PID: Ind (no lean)	7% (51)	10% (70)	23% (155)	7% (45)	21% (143)	33% (223)	687
PID: Rep (no lean)	4% (25)	8% (49)	14% (92)	13% (83)	43% (278)	18% (113)	642
PID/Gender: Dem Men	24% (84)	22% (77)	25% (87)	4% (15)	9% (30)	16% (55)	347
PID/Gender: Dem Women	22% (95)	15% (64)	20% (88)	7% (28)	9% (39)	27% (118)	432
PID/Gender: Ind Men	7% (23)	14% (48)	26% (92)	8% (27)	22% (76)	24% (83)	347
PID/Gender: Ind Women	8% (28)	6% (22)	19% (63)	5% (18)	20% (67)	41% (140)	339
PID/Gender: Rep Men	5% (15)	11% (35)	16% (52)	16% (51)	43% (139)	9% (28)	320
PID/Gender: Rep Women	3% (11)	4% (14)	12% (40)	10% (33)	43% (139)	26% (85)	322
Ideo: Liberal (1-3)	22% (129)	22% (124)	24% (137)	5% (32)	7% (38)	20% (115)	575
Ideo: Moderate (4)	12% (63)	12% (64)	28% (153)	7% (38)	20% (106)	21% (114)	539
Ideo: Conservative (5-7)	5% (36)	8% (55)	15% (104)	13% (91)	43% (307)	16% (114)	707

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Table KAEP8_5: *Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?
The owner of the NFL team you support*

Demographic	Much more favorable	Somewhat more favorable	Neither more, nor less favorable	Somewhat less favorable	Much less favorable	Don't know / no opinion	Total N
Adults	12% (255)	12% (260)	20% (422)	8% (172)	23% (490)	24% (509)	2108
Educ: < College	11% (159)	11% (162)	18% (262)	7% (109)	24% (354)	28% (407)	1453
Educ: Bachelors degree	14% (57)	14% (58)	24% (102)	10% (43)	21% (89)	17% (72)	421
Educ: Post-grad	17% (39)	17% (40)	25% (58)	9% (20)	20% (47)	13% (29)	234
Income: Under 50k	13% (153)	12% (143)	18% (217)	7% (83)	21% (250)	29% (347)	1193
Income: 50k-100k	11% (71)	11% (73)	22% (144)	10% (67)	26% (169)	19% (119)	642
Income: 100k+	12% (32)	16% (44)	22% (61)	8% (22)	26% (71)	16% (43)	273
Ethnicity: White	9% (152)	11% (191)	19% (321)	9% (147)	27% (459)	24% (401)	1671
Ethnicity: Hispanic	11% (34)	21% (64)	24% (74)	10% (31)	12% (37)	23% (72)	313
Ethnicity: Afr. Am.	31% (78)	12% (31)	26% (65)	4% (10)	4% (11)	23% (58)	255
Ethnicity: Other	14% (25)	21% (38)	19% (35)	8% (14)	11% (20)	27% (50)	182
All Christian	9% (82)	11% (102)	20% (188)	12% (113)	32% (297)	17% (156)	938
All Non-Christian	15% (15)	19% (18)	17% (17)	4% (4)	16% (15)	29% (28)	97
Atheist	18% (17)	19% (17)	13% (12)	6% (5)	14% (12)	30% (28)	92
Agnostic/Nothing in particular	14% (142)	12% (123)	21% (205)	5% (49)	17% (166)	30% (297)	981
Religious Non-Protestant/Catholic	13% (16)	17% (22)	18% (23)	10% (13)	19% (24)	24% (30)	127
Evangelical	12% (62)	11% (55)	16% (81)	9% (48)	30% (155)	23% (119)	519
Non-Evangelical	10% (78)	11% (85)	22% (170)	10% (73)	28% (212)	19% (148)	766
Community: Urban	18% (97)	17% (90)	21% (111)	9% (50)	15% (81)	20% (110)	540
Community: Suburban	12% (112)	13% (126)	20% (193)	7% (71)	25% (234)	23% (215)	951
Community: Rural	8% (46)	7% (45)	19% (117)	8% (50)	28% (175)	30% (184)	618
Employ: Private Sector	13% (83)	15% (97)	21% (131)	10% (61)	24% (151)	17% (108)	631
Employ: Government	16% (22)	13% (18)	18% (25)	10% (14)	20% (28)	23% (32)	139
Employ: Self-Employed	12% (19)	15% (23)	25% (40)	5% (8)	23% (36)	20% (31)	157
Employ: Homemaker	8% (14)	4% (7)	23% (38)	4% (6)	24% (39)	37% (61)	165
Employ: Retired	8% (39)	11% (57)	20% (105)	8% (43)	33% (168)	20% (101)	514
Employ: Unemployed	19% (44)	8% (20)	16% (37)	8% (20)	15% (35)	34% (81)	237
Employ: Other	12% (22)	13% (24)	18% (31)	7% (13)	17% (31)	33% (58)	179

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Table KAEP8_5: *Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?
The owner of the NFL team you support*

Demographic	Much more favorable	Somewhat more favorable	Neither more, nor less favorable	Somewhat less favorable	Much less favorable	Don't know / no opinion	Total N
Adults	12% (255)	12% (260)	20% (422)	8% (172)	23% (490)	24% (509)	2108
Military HH: Yes	8% (29)	10% (37)	19% (68)	10% (37)	34% (121)	19% (67)	358
Military HH: No	13% (227)	13% (223)	20% (353)	8% (135)	21% (369)	25% (443)	1750
RD/WT: Right Direction	7% (52)	9% (69)	17% (131)	12% (93)	37% (290)	19% (152)	787
RD/WT: Wrong Track	15% (203)	14% (191)	22% (291)	6% (78)	15% (200)	27% (357)	1321
Trump Job Approve	5% (39)	8% (73)	15% (132)	12% (106)	42% (363)	18% (152)	865
Trump Job Disapprove	19% (211)	16% (179)	25% (280)	5% (62)	11% (122)	25% (286)	1141
Trump Job Strongly Approve	4% (20)	4% (21)	12% (57)	12% (59)	53% (258)	14% (69)	484
Trump Job Somewhat Approve	5% (19)	14% (52)	20% (75)	12% (47)	28% (105)	22% (83)	381
Trump Job Somewhat Disapprove	9% (19)	13% (28)	29% (62)	9% (19)	16% (34)	23% (50)	212
Trump Job Strongly Disapprove	21% (192)	16% (151)	23% (218)	5% (43)	9% (87)	25% (237)	929
Favorable of Trump	5% (45)	8% (71)	16% (135)	12% (102)	43% (369)	16% (141)	862
Unfavorable of Trump	18% (208)	16% (180)	24% (277)	6% (64)	10% (117)	25% (288)	1135
Very Favorable of Trump	5% (27)	6% (29)	12% (65)	12% (61)	50% (260)	15% (80)	523
Somewhat Favorable of Trump	5% (17)	12% (42)	21% (70)	12% (42)	32% (108)	18% (60)	339
Somewhat Unfavorable of Trump	7% (13)	10% (19)	31% (57)	11% (20)	15% (27)	25% (46)	183
Very Unfavorable of Trump	20% (194)	17% (161)	23% (219)	5% (45)	9% (90)	25% (242)	952
#1 Issue: Economy	12% (59)	12% (62)	27% (134)	9% (47)	20% (100)	20% (101)	503
#1 Issue: Security	6% (26)	9% (35)	13% (52)	9% (35)	45% (181)	19% (76)	405
#1 Issue: Health Care	14% (51)	15% (56)	22% (82)	6% (21)	16% (61)	27% (99)	371
#1 Issue: Medicare / Social Security	9% (32)	12% (44)	20% (72)	7% (26)	25% (89)	26% (94)	357
#1 Issue: Women’s Issues	20% (24)	10% (12)	14% (17)	12% (14)	9% (11)	35% (43)	121
#1 Issue: Education	19% (22)	12% (15)	17% (20)	6% (8)	13% (16)	33% (39)	120
#1 Issue: Energy	22% (28)	19% (24)	16% (20)	8% (11)	11% (13)	24% (29)	125
#1 Issue: Other	12% (13)	11% (12)	24% (26)	9% (10)	18% (19)	26% (28)	108
2018 House Vote: Democrat	21% (160)	19% (140)	24% (178)	5% (40)	10% (73)	21% (154)	744
2018 House Vote: Republican	5% (30)	6% (39)	16% (105)	12% (80)	47% (302)	14% (93)	649
2018 House Vote: Someone else	6% (5)	— (0)	30% (24)	13% (10)	14% (11)	37% (29)	78

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**Table KAEP8_5: Regardless of your favorite NFL team’s current quarterback situation, how would you feel about each of the following if your team signed Colin Kaepernick to a contract to join the team this year?
The owner of the NFL team you support**

Demographic	Much more favorable	Somewhat more favorable	Neither more, nor less favorable	Somewhat less favorable	Much less favorable	Don't know / no opinion	Total N
Adults	12% (255)	12% (260)	20% (422)	8% (172)	23% (490)	24% (509)	2108
2016 Vote: Hillary Clinton	22% (157)	19% (135)	24% (172)	5% (34)	9% (65)	20% (140)	702
2016 Vote: Donald Trump	4% (27)	6% (44)	16% (107)	13% (85)	47% (317)	14% (96)	677
2016 Vote: Other	11% (16)	15% (21)	21% (30)	8% (11)	21% (30)	25% (36)	143
2016 Vote: Didn't Vote	10% (56)	10% (61)	19% (112)	7% (42)	13% (79)	40% (237)	586
Voted in 2014: Yes	13% (170)	13% (169)	20% (266)	9% (118)	27% (350)	18% (229)	1301
Voted in 2014: No	11% (86)	11% (91)	19% (155)	7% (54)	17% (140)	35% (280)	807
2012 Vote: Barack Obama	19% (166)	17% (147)	24% (202)	6% (55)	12% (104)	21% (181)	854
2012 Vote: Mitt Romney	4% (22)	7% (35)	15% (74)	14% (71)	48% (239)	12% (62)	502
2012 Vote: Other	2% (2)	6% (4)	19% (14)	7% (5)	43% (32)	22% (16)	73
2012 Vote: Didn't Vote	10% (66)	11% (74)	19% (131)	6% (41)	17% (115)	37% (248)	674
4-Region: Northeast	10% (37)	14% (54)	22% (85)	6% (22)	21% (81)	27% (102)	381
4-Region: Midwest	13% (59)	9% (41)	20% (91)	10% (43)	26% (117)	21% (95)	446
4-Region: South	15% (122)	11% (84)	17% (136)	8% (67)	23% (187)	25% (199)	796
4-Region: West	8% (37)	17% (82)	23% (110)	8% (40)	22% (105)	23% (113)	486
Sports Fan	13% (223)	15% (242)	23% (374)	10% (161)	25% (405)	15% (246)	1650
Avid NFL Fan	21% (140)	15% (101)	27% (183)	10% (70)	20% (138)	7% (50)	682
Gen Z NFL Fan	26% (22)	15% (13)	17% (14)	10% (8)	8% (6)	24% (21)	85
Millennial NFL Fan	17% (65)	23% (87)	26% (100)	7% (27)	15% (58)	11% (41)	379
Gen X NFL Fan	17% (65)	17% (65)	20% (74)	12% (44)	23% (85)	11% (43)	376
Boomer NFL Fan	10% (51)	12% (59)	29% (143)	10% (51)	27% (136)	11% (54)	494
Afr Am NFL Fan	40% (70)	17% (29)	24% (42)	2% (3)	3% (6)	14% (24)	173
NFL Fan Republican	6% (23)	10% (44)	18% (74)	16% (69)	42% (174)	8% (35)	420
NFL Fan Democrat	25% (142)	23% (128)	26% (145)	6% (34)	9% (48)	12% (65)	562
NFL Fan Republican & White	5% (19)	9% (33)	17% (63)	16% (61)	45% (168)	9% (33)	377
NFL Fan Democrat & White	18% (72)	24% (93)	28% (110)	7% (26)	10% (40)	13% (51)	392
White NFL Fan	11% (116)	15% (167)	24% (265)	11% (122)	27% (293)	12% (131)	1094
General NFL Fan	15% (206)	17% (232)	25% (345)	10% (141)	22% (315)	12% (168)	1407

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

Table KAEP9: Which of the following statements best describes your point of view about Colin Kaepernick's NFL tryout?

Demographic	This week's tryout for Colin Kaepernick has been a legitimate effort by the NFL to see if Kaepernick can rejoin the NFL.	This week's tryout for Colin Kaepernick has not been a legitimate effort by the NFL to see if Kaepernick can rejoin the NFL, it's a public relations stunt.	Don't know / no opinion	Total N
Adults	26% (547)	29% (604)	45% (957)	2108
Gender: Male	30% (302)	32% (329)	38% (384)	1015
Gender: Female	22% (245)	25% (275)	52% (573)	1093
Age: 18-29	28% (109)	23% (92)	49% (191)	392
Age: 30-44	29% (159)	29% (154)	42% (228)	541
Age: 45-54	25% (77)	35% (106)	40% (124)	307
Age: 55-64	25% (107)	30% (128)	46% (199)	435
Age: 65+	22% (95)	28% (123)	50% (216)	434
Generation Z: 18-22	28% (44)	24% (37)	49% (77)	159
Millennial: Age 23-38	28% (159)	29% (163)	43% (246)	568
Generation X: Age 39-54	28% (142)	30% (152)	43% (219)	513
Boomers: Age 55-73	23% (172)	30% (225)	47% (353)	751
PID: Dem (no lean)	31% (241)	30% (235)	39% (303)	779
PID: Ind (no lean)	23% (155)	25% (173)	52% (359)	687
PID: Rep (no lean)	24% (152)	30% (195)	46% (295)	642
PID/Gender: Dem Men	35% (122)	33% (114)	32% (111)	347
PID/Gender: Dem Women	28% (119)	28% (121)	44% (192)	432
PID/Gender: Ind Men	27% (94)	27% (93)	46% (161)	347
PID/Gender: Ind Women	18% (61)	24% (80)	58% (198)	339
PID/Gender: Rep Men	27% (86)	38% (122)	35% (112)	320
PID/Gender: Rep Women	20% (66)	23% (73)	57% (183)	322
Ideo: Liberal (1-3)	33% (189)	32% (186)	35% (201)	575
Ideo: Moderate (4)	28% (153)	27% (148)	44% (238)	539
Ideo: Conservative (5-7)	24% (168)	32% (228)	44% (311)	707

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Table KAEP9: Which of the following statements best describes your point of view about Colin Kaepernick's NFL tryout?

Demographic	This week's tryout for Colin Kaepernick has been a legitimate effort by the NFL to see if Kaepernick can rejoin the NFL.		This week's tryout for Colin Kaepernick has not been a legitimate effort by the NFL to see if Kaepernick can rejoin the NFL, it's a public relations stunt.		Don't know / no opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	26%	(547)	29%	(604)	45%	(957)	2108
Educ: < College	25%	(362)	26%	(379)	49%	(712)	1453
Educ: Bachelors degree	28%	(119)	33%	(138)	39%	(165)	421
Educ: Post-grad	28%	(66)	37%	(87)	34%	(80)	234
Income: Under 50k	26%	(305)	26%	(306)	49%	(583)	1193
Income: 50k-100k	28%	(177)	33%	(209)	40%	(256)	642
Income: 100k+	24%	(65)	33%	(89)	43%	(118)	273
Ethnicity: White	25%	(417)	29%	(486)	46%	(768)	1671
Ethnicity: Hispanic	32%	(99)	25%	(79)	43%	(135)	313
Ethnicity: Afr. Am.	31%	(79)	27%	(70)	41%	(106)	255
Ethnicity: Other	28%	(51)	26%	(48)	46%	(83)	182
All Christian	28%	(264)	31%	(293)	41%	(381)	938
All Non-Christian	25%	(24)	23%	(23)	52%	(50)	97
Atheist	21%	(19)	32%	(29)	47%	(43)	92
Agnostic/Nothing in particular	24%	(240)	26%	(259)	49%	(482)	981
Religious Non-Protestant/Catholic	24%	(31)	24%	(30)	52%	(66)	127
Evangelical	26%	(137)	28%	(146)	45%	(236)	519
Non-Evangelical	27%	(209)	30%	(231)	43%	(326)	766
Community: Urban	30%	(161)	28%	(148)	43%	(230)	540
Community: Suburban	26%	(251)	30%	(287)	43%	(412)	951
Community: Rural	22%	(135)	27%	(168)	51%	(314)	618

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Table KAEP9: Which of the following statements best describes your point of view about Colin Kaepernick's NFL tryout?

Demographic	This week's tryout for Colin Kaepernick has been a legitimate effort by the NFL to see if Kaepernick can rejoin the NFL.		This week's tryout for Colin Kaepernick has not been a legitimate effort by the NFL to see if Kaepernick can rejoin the NFL, it's a public relations stunt.		Don't know / no opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	26%	(547)	29%	(604)	45%	(957)	2108
Employ: Private Sector	30%	(191)	36%	(224)	34%	(216)	631
Employ: Government	22%	(30)	28%	(39)	50%	(69)	139
Employ: Self-Employed	31%	(49)	25%	(39)	44%	(69)	157
Employ: Homemaker	25%	(41)	19%	(32)	56%	(92)	165
Employ: Retired	24%	(123)	28%	(144)	48%	(246)	514
Employ: Unemployed	23%	(54)	26%	(63)	51%	(120)	237
Employ: Other	19%	(35)	26%	(47)	54%	(97)	179
Military HH: Yes	20%	(71)	35%	(127)	45%	(160)	358
Military HH: No	27%	(477)	27%	(477)	46%	(796)	1750
RD/WT: Right Direction	26%	(205)	29%	(231)	45%	(352)	787
RD/WT: Wrong Track	26%	(342)	28%	(373)	46%	(605)	1321
Trump Job Approve	24%	(208)	31%	(272)	44%	(384)	865
Trump Job Disapprove	29%	(330)	29%	(328)	42%	(483)	1141
Trump Job Strongly Approve	21%	(99)	35%	(168)	45%	(217)	484
Trump Job Somewhat Approve	29%	(109)	27%	(104)	44%	(167)	381
Trump Job Somewhat Disapprove	35%	(74)	23%	(49)	42%	(89)	212
Trump Job Strongly Disapprove	28%	(256)	30%	(279)	42%	(393)	929
Favorable of Trump	25%	(212)	31%	(265)	45%	(385)	862
Unfavorable of Trump	29%	(329)	29%	(329)	42%	(476)	1135
Very Favorable of Trump	22%	(115)	33%	(174)	45%	(235)	523
Somewhat Favorable of Trump	29%	(97)	27%	(92)	44%	(150)	339
Somewhat Unfavorable of Trump	33%	(60)	24%	(44)	43%	(79)	183
Very Unfavorable of Trump	28%	(269)	30%	(286)	42%	(397)	952

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Table KAEP9: Which of the following statements best describes your point of view about Colin Kaepernick's NFL tryout?

Demographic	This week's tryout for Colin Kaepernick has been a legitimate effort by the NFL to see if Kaepernick can rejoin the NFL.		This week's tryout for Colin Kaepernick has not been a legitimate effort by the NFL to see if Kaepernick can rejoin the NFL, it's a public relations stunt.		Don't know / no opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	26%	(547)	29%	(604)	45%	(957)	2108
#1 Issue: Economy	30%	(151)	28%	(142)	42%	(210)	503
#1 Issue: Security	23%	(95)	35%	(143)	41%	(167)	405
#1 Issue: Health Care	24%	(87)	28%	(105)	48%	(179)	371
#1 Issue: Medicare / Social Security	24%	(85)	24%	(86)	52%	(186)	357
#1 Issue: Women's Issues	27%	(33)	27%	(33)	46%	(55)	121
#1 Issue: Education	35%	(42)	18%	(22)	47%	(56)	120
#1 Issue: Energy	26%	(32)	35%	(44)	39%	(49)	125
#1 Issue: Other	21%	(23)	27%	(29)	52%	(56)	108
2018 House Vote: Democrat	32%	(239)	32%	(239)	36%	(267)	744
2018 House Vote: Republican	27%	(174)	32%	(205)	42%	(270)	649
2018 House Vote: Someone else	20%	(16)	11%	(9)	68%	(53)	78
2016 Vote: Hillary Clinton	33%	(231)	30%	(213)	37%	(257)	702
2016 Vote: Donald Trump	26%	(179)	31%	(211)	42%	(286)	677
2016 Vote: Other	21%	(30)	32%	(46)	47%	(66)	143
2016 Vote: Didn't Vote	18%	(107)	23%	(133)	59%	(346)	586
Voted in 2014: Yes	30%	(385)	32%	(414)	39%	(503)	1301
Voted in 2014: No	20%	(162)	24%	(190)	56%	(454)	807
2012 Vote: Barack Obama	31%	(268)	31%	(266)	37%	(320)	854
2012 Vote: Mitt Romney	27%	(133)	33%	(165)	41%	(204)	502
2012 Vote: Other	21%	(16)	32%	(23)	47%	(34)	73
2012 Vote: Didn't Vote	19%	(131)	22%	(150)	58%	(394)	674
4-Region: Northeast	27%	(103)	27%	(104)	46%	(174)	381
4-Region: Midwest	25%	(113)	31%	(138)	44%	(195)	446
4-Region: South	26%	(208)	28%	(223)	46%	(364)	796
4-Region: West	25%	(124)	29%	(139)	46%	(224)	486
Sports Fan	30%	(495)	32%	(526)	38%	(629)	1650

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Table KAEP9: Which of the following statements best describes your point of view about Colin Kaepernick's NFL tryout?

Demographic	This week's tryout for Colin Kaepernick has been a legitimate effort by the NFL to see if Kaepernick can rejoin the NFL.	This week's tryout for Colin Kaepernick has not been a legitimate effort by the NFL to see if Kaepernick can rejoin the NFL, it's a public relations stunt.	Don't know / no opinion	Total N
Adults	26% (547)	29% (604)	45% (957)	2108
Avid NFL Fan	37% (252)	34% (234)	29% (196)	682
Gen Z NFL Fan	36% (31)	30% (25)	34% (29)	85
Millennial NFL Fan	37% (139)	34% (128)	29% (111)	379
Gen X NFL Fan	33% (123)	34% (127)	34% (126)	376
Boomer NFL Fan	27% (135)	32% (159)	41% (200)	494
Afr Am NFL Fan	34% (59)	33% (57)	33% (57)	173
NFL Fan Republican	29% (122)	33% (140)	37% (157)	420
NFL Fan Democrat	36% (204)	33% (183)	31% (175)	562
NFL Fan Republican & White	28% (104)	32% (122)	40% (150)	377
NFL Fan Democrat & White	35% (136)	34% (134)	31% (122)	392
White NFL Fan	31% (340)	33% (360)	36% (393)	1094
General NFL Fan	32% (451)	33% (458)	35% (499)	1407

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

Table KAEP10: *If Colin Kaepernick were to join an NFL team, how likely do you think it is that there would be a controversy sometime this season involving him and his views?*

Demographic	Very likely	Somewhat likely	About 50-50	Somewhat unlikely	Very unlikely	Don't know / no opinion	Total N
Adults	38% (811)	18% (386)	19% (409)	3% (62)	3% (63)	18% (377)	2108
Gender: Male	37% (380)	18% (186)	22% (223)	5% (48)	4% (40)	14% (138)	1015
Gender: Female	39% (431)	18% (200)	17% (186)	1% (14)	2% (23)	22% (239)	1093
Age: 18-29	26% (100)	22% (84)	22% (85)	2% (7)	6% (25)	23% (91)	392
Age: 30-44	39% (210)	19% (100)	18% (97)	4% (20)	2% (12)	19% (102)	541
Age: 45-54	42% (128)	17% (53)	22% (67)	4% (13)	1% (3)	14% (43)	307
Age: 55-64	45% (194)	14% (60)	18% (77)	2% (8)	4% (18)	18% (77)	435
Age: 65+	41% (179)	20% (88)	19% (83)	3% (15)	1% (4)	15% (64)	434
Generation Z: 18-22	28% (44)	24% (37)	12% (20)	2% (4)	8% (12)	26% (41)	159
Millennial: Age 23-38	33% (188)	20% (111)	22% (127)	3% (18)	3% (19)	19% (105)	568
Generation X: Age 39-54	40% (206)	17% (89)	20% (102)	4% (18)	2% (9)	17% (89)	513
Boomers: Age 55-73	43% (321)	17% (128)	18% (134)	3% (23)	3% (23)	16% (123)	751
PID: Dem (no lean)	26% (201)	25% (193)	28% (215)	2% (18)	3% (21)	17% (131)	779
PID: Ind (no lean)	34% (232)	16% (112)	18% (121)	4% (27)	3% (23)	25% (172)	687
PID: Rep (no lean)	59% (378)	13% (81)	11% (73)	3% (17)	3% (18)	12% (74)	642
PID/Gender: Dem Men	20% (70)	25% (87)	34% (118)	4% (13)	4% (15)	13% (44)	347
PID/Gender: Dem Women	30% (131)	24% (106)	22% (97)	1% (5)	1% (6)	20% (87)	432
PID/Gender: Ind Men	31% (109)	16% (57)	20% (70)	6% (22)	4% (15)	21% (74)	347
PID/Gender: Ind Women	36% (123)	16% (55)	15% (51)	1% (5)	2% (8)	29% (97)	339
PID/Gender: Rep Men	63% (202)	13% (42)	11% (35)	4% (12)	3% (10)	6% (20)	320
PID/Gender: Rep Women	55% (177)	12% (40)	12% (38)	2% (5)	3% (9)	17% (54)	322
Ideo: Liberal (1-3)	28% (159)	27% (156)	24% (140)	4% (20)	3% (18)	14% (82)	575
Ideo: Moderate (4)	32% (175)	18% (98)	24% (129)	4% (20)	2% (13)	19% (103)	539
Ideo: Conservative (5-7)	59% (416)	13% (94)	13% (93)	2% (15)	3% (19)	10% (70)	707
Educ: < College	37% (539)	16% (237)	20% (285)	3% (38)	3% (51)	21% (303)	1453
Educ: Bachelors degree	40% (170)	22% (93)	18% (75)	4% (19)	2% (10)	13% (54)	421
Educ: Post-grad	44% (102)	24% (55)	21% (49)	2% (5)	1% (2)	8% (20)	234

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Table KAEP10: *If Colin Kaepernick were to join an NFL team, how likely do you think it is that there would be a controversy sometime this season involving him and his views?*

Demographic	Very likely	Somewhat likely	About 50-50	Somewhat unlikely	Very unlikely	Don't know / no opinion	Total N
Adults	38% (811)	18% (386)	19% (409)	3% (62)	3% (63)	18% (377)	2108
Income: Under 50k	35% (422)	18% (209)	20% (240)	3% (31)	3% (38)	21% (255)	1193
Income: 50k-100k	42% (272)	18% (113)	19% (123)	4% (26)	3% (19)	14% (89)	642
Income: 100k+	43% (117)	23% (64)	17% (47)	2% (6)	2% (6)	12% (33)	273
Ethnicity: White	42% (703)	19% (317)	16% (275)	2% (38)	3% (51)	17% (287)	1671
Ethnicity: Hispanic	35% (111)	15% (48)	27% (85)	3% (9)	3% (8)	16% (51)	313
Ethnicity: Afr. Am.	21% (54)	15% (39)	31% (79)	6% (16)	3% (9)	23% (58)	255
Ethnicity: Other	29% (53)	17% (30)	31% (56)	4% (7)	1% (3)	18% (33)	182
All Christian	46% (434)	19% (174)	19% (175)	2% (19)	3% (26)	12% (109)	938
All Non-Christian	30% (29)	13% (13)	19% (19)	4% (4)	3% (3)	31% (30)	97
Atheist	27% (25)	26% (24)	19% (17)	2% (1)	3% (2)	24% (22)	92
Agnostic/Nothing in particular	33% (324)	18% (175)	20% (198)	4% (37)	3% (31)	22% (216)	981
Religious Non-Protestant/Catholic	36% (45)	12% (15)	19% (24)	4% (5)	5% (6)	25% (32)	127
Evangelical	44% (229)	16% (81)	17% (88)	3% (15)	4% (20)	16% (86)	519
Non-Evangelical	42% (323)	19% (143)	21% (158)	3% (21)	2% (13)	14% (107)	766
Community: Urban	35% (191)	18% (95)	25% (134)	4% (20)	3% (16)	15% (83)	540
Community: Suburban	39% (368)	20% (190)	18% (174)	3% (32)	3% (28)	17% (158)	951
Community: Rural	41% (252)	16% (100)	16% (101)	2% (10)	3% (19)	22% (136)	618
Employ: Private Sector	41% (259)	20% (127)	20% (126)	4% (26)	2% (11)	13% (82)	631
Employ: Government	33% (46)	21% (29)	21% (29)	1% (1)	4% (5)	20% (28)	139
Employ: Self-Employed	31% (49)	15% (24)	22% (35)	6% (9)	7% (11)	19% (30)	157
Employ: Homemaker	41% (67)	11% (18)	23% (38)	2% (3)	1% (2)	22% (36)	165
Employ: Retired	45% (232)	19% (100)	19% (97)	2% (9)	2% (11)	13% (65)	514
Employ: Unemployed	35% (83)	11% (26)	19% (45)	2% (4)	4% (11)	29% (69)	237
Employ: Other	31% (55)	19% (35)	17% (31)	5% (8)	4% (7)	24% (43)	179
Military HH: Yes	47% (169)	15% (54)	18% (66)	4% (14)	3% (11)	12% (44)	358
Military HH: No	37% (642)	19% (332)	20% (344)	3% (49)	3% (51)	19% (333)	1750
RD/WT: Right Direction	52% (408)	13% (104)	16% (123)	2% (20)	3% (22)	14% (110)	787
RD/WT: Wrong Track	30% (403)	21% (282)	22% (286)	3% (43)	3% (40)	20% (267)	1321
Trump Job Approve	55% (474)	14% (123)	14% (118)	2% (20)	3% (23)	12% (107)	865
Trump Job Disapprove	29% (326)	22% (252)	24% (278)	4% (40)	3% (38)	18% (206)	1141

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Table KAEP10: *If Colin Kaepernick were to join an NFL team, how likely do you think it is that there would be a controversy sometime this season involving him and his views?*

Demographic	Very likely	Somewhat likely	About 50-50	Somewhat unlikely	Very unlikely	Don't know / no opinion	Total N
Adults	38% (811)	18% (386)	19% (409)	3% (62)	3% (63)	18% (377)	2108
Trump Job Strongly Approve	66% (318)	10% (46)	10% (47)	2% (9)	2% (12)	11% (52)	484
Trump Job Somewhat Approve	41% (157)	20% (77)	18% (70)	3% (11)	3% (11)	14% (55)	381
Trump Job Somewhat Disapprove	38% (80)	19% (41)	21% (45)	5% (10)	4% (8)	14% (29)	212
Trump Job Strongly Disapprove	27% (246)	23% (212)	25% (233)	3% (30)	3% (30)	19% (177)	929
Favorable of Trump	56% (479)	14% (124)	14% (117)	2% (18)	3% (26)	12% (100)	862
Unfavorable of Trump	28% (317)	22% (254)	25% (280)	4% (42)	3% (35)	18% (207)	1135
Very Favorable of Trump	61% (321)	11% (56)	11% (58)	2% (9)	3% (16)	12% (62)	523
Somewhat Favorable of Trump	47% (158)	20% (67)	17% (58)	3% (9)	3% (9)	11% (38)	339
Somewhat Unfavorable of Trump	37% (68)	20% (36)	21% (39)	7% (13)	5% (10)	9% (17)	183
Very Unfavorable of Trump	26% (249)	23% (218)	25% (241)	3% (29)	3% (25)	20% (190)	952
#1 Issue: Economy	35% (178)	21% (107)	22% (111)	4% (22)	2% (9)	15% (76)	503
#1 Issue: Security	56% (225)	14% (57)	12% (50)	1% (5)	3% (12)	14% (56)	405
#1 Issue: Health Care	32% (120)	15% (57)	23% (84)	4% (13)	3% (13)	23% (85)	371
#1 Issue: Medicare / Social Security	39% (138)	18% (63)	19% (68)	1% (5)	5% (17)	19% (66)	357
#1 Issue: Women's Issues	33% (39)	19% (23)	23% (28)	3% (3)	2% (3)	20% (24)	121
#1 Issue: Education	36% (43)	21% (25)	13% (16)	4% (5)	4% (5)	22% (27)	120
#1 Issue: Energy	27% (33)	29% (36)	20% (25)	5% (7)	1% (2)	18% (23)	125
#1 Issue: Other	33% (35)	16% (18)	27% (29)	2% (3)	2% (3)	19% (21)	108
2018 House Vote: Democrat	27% (202)	25% (186)	25% (186)	3% (22)	3% (19)	17% (129)	744
2018 House Vote: Republican	61% (398)	12% (80)	12% (80)	2% (11)	3% (19)	9% (61)	649
2018 House Vote: Someone else	22% (17)	21% (17)	17% (14)	3% (2)	4% (3)	32% (25)	78
2016 Vote: Hillary Clinton	26% (182)	24% (166)	26% (184)	3% (22)	3% (21)	18% (127)	702
2016 Vote: Donald Trump	61% (413)	12% (82)	13% (88)	2% (11)	2% (17)	10% (67)	677
2016 Vote: Other	36% (51)	22% (32)	18% (26)	5% (7)	3% (4)	16% (23)	143
2016 Vote: Didn't Vote	28% (164)	18% (106)	19% (111)	4% (22)	4% (22)	27% (161)	586
Voted in 2014: Yes	43% (562)	20% (255)	19% (244)	3% (35)	2% (24)	14% (182)	1301
Voted in 2014: No	31% (249)	16% (131)	21% (166)	3% (27)	5% (38)	24% (195)	807

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Table KAEP10: *If Colin Kaepernick were to join an NFL team, how likely do you think it is that there would be a controversy sometime this season involving him and his views?*

Demographic	Very likely	Somewhat likely	About 50-50	Somewhat unlikely	Very unlikely	Don't know / no opinion	Total N
Adults	38% (811)	18% (386)	19% (409)	3% (62)	3% (63)	18% (377)	2108
2012 Vote: Barack Obama	30% (256)	24% (207)	24% (202)	4% (31)	2% (17)	17% (142)	854
2012 Vote: Mitt Romney	63% (314)	11% (53)	15% (73)	2% (12)	1% (6)	9% (44)	502
2012 Vote: Other	47% (35)	21% (15)	9% (7)	2% (2)	1% (1)	20% (14)	73
2012 Vote: Didn't Vote	30% (205)	16% (111)	19% (128)	3% (17)	6% (39)	26% (175)	674
4-Region: Northeast	35% (134)	16% (63)	22% (83)	5% (19)	2% (9)	19% (74)	381
4-Region: Midwest	43% (190)	21% (93)	16% (71)	2% (10)	2% (11)	16% (71)	446
4-Region: South	38% (303)	17% (132)	20% (161)	3% (24)	3% (27)	19% (149)	796
4-Region: West	38% (185)	20% (98)	19% (94)	2% (9)	3% (16)	17% (84)	486
Sports Fan	41% (682)	20% (338)	21% (340)	3% (55)	3% (52)	11% (183)	1650
Avid NFL Fan	42% (287)	21% (140)	21% (146)	5% (31)	4% (29)	7% (49)	682
Gen Z NFL Fan	31% (26)	28% (24)	16% (13)	4% (3)	8% (7)	13% (11)	85
Millennial NFL Fan	36% (136)	22% (84)	26% (98)	3% (13)	3% (10)	10% (39)	379
Gen X NFL Fan	43% (162)	20% (76)	21% (79)	4% (17)	2% (7)	9% (36)	376
Boomer NFL Fan	43% (211)	19% (96)	20% (97)	4% (20)	4% (18)	11% (53)	494
Afr Am NFL Fan	25% (43)	17% (30)	31% (55)	8% (14)	4% (6)	15% (26)	173
NFL Fan Republican	60% (254)	15% (62)	12% (51)	3% (14)	2% (10)	7% (29)	420
NFL Fan Democrat	26% (145)	28% (155)	31% (177)	3% (16)	3% (17)	9% (53)	562
NFL Fan Republican & White	61% (230)	15% (55)	11% (41)	4% (14)	2% (8)	8% (29)	377
NFL Fan Democrat & White	27% (107)	31% (122)	27% (106)	2% (9)	3% (13)	9% (35)	392
White NFL Fan	44% (477)	22% (243)	19% (203)	3% (32)	3% (32)	10% (107)	1094
General NFL Fan	40% (567)	21% (293)	22% (310)	4% (53)	3% (41)	10% (144)	1407

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age5	Age: 18-29	443	20%
	Age: 30-44	569	26%
	Age: 45-54	312	14%
	Age: 55-64	439	20%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	184	8%
	Millennial: Age 23-38	615	28%
	Generation X: Age 39-54	525	24%
	Boomers: Age 55-73	757	34%
	N	2082	
xpid3	PID: Dem (no lean)	820	37%
	PID: Ind (no lean)	723	33%
	PID: Rep (no lean)	658	30%
	N	2200	
xpidGender	PID/Gender: Dem Men	372	17%
	PID/Gender: Dem Women	448	20%
	PID/Gender: Ind Men	360	16%
	PID/Gender: Ind Women	362	16%
	PID/Gender: Rep Men	330	15%
	PID/Gender: Rep Women	328	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	598	27%
	Ideo: Moderate (4)	559	25%
	Ideo: Conservative (5-7)	734	33%
	N	1892	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1246	57%
	Income: 50k-100k	674	31%
	Income: 100k+	279	13%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	965	44%
	All Non-Christian	102	5%
	Atheist	97	4%
	Agnostic/Nothing in particular	1035	47%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	132	6%
xdemEvang	Evangelical	554	25%
	Non-Evangelical	786	36%
	N	1340	
xdemUsr	Community: Urban	569	26%
	Community: Suburban	989	45%
	Community: Rural	641	29%
	N	2200	
xdemEmploy	Employ: Private Sector	666	30%
	Employ: Government	146	7%
	Employ: Self-Employed	169	8%
	Employ: Homemaker	171	8%
	Employ: Retired	518	24%
	Employ: Unemployed	242	11%
	Employ: Other	183	8%
	N	2096	
xdemMilHH1	Military HH: Yes	375	17%
	Military HH: No	1825	83%
	N	2200	
xnrl	RD/WT: Right Direction	825	37%
	RD/WT: Wrong Track	1375	63%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	890	40%
	Trump Job Disapprove	1202	55%
	N	2092	
Trump_Approve2	Trump Job Strongly Approve	496	23%
	Trump Job Somewhat Approve	393	18%
	Trump Job Somewhat Disapprove	225	10%
	Trump Job Strongly Disapprove	978	44%
	N	2092	
Trump_Fav	Favorable of Trump	890	40%
	Unfavorable of Trump	1194	54%
	N	2084	
Trump_Fav_FULL	Very Favorable of Trump	538	24%
	Somewhat Favorable of Trump	352	16%
	Somewhat Unfavorable of Trump	192	9%
	Very Unfavorable of Trump	1002	46%
	N	2084	
xnr3	#1 Issue: Economy	522	24%
	#1 Issue: Security	424	19%
	#1 Issue: Health Care	384	17%
	#1 Issue: Medicare / Social Security	361	16%
	#1 Issue: Women's Issues	127	6%
	#1 Issue: Education	130	6%
	#1 Issue: Energy	142	6%
	#1 Issue: Other	110	5%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	777	35%
	2018 House Vote: Republican	662	30%
	2018 House Vote: Someone else	80	4%
	N	1519	
xsubVote16O	2016 Vote: Hillary Clinton	729	33%
	2016 Vote: Donald Trump	692	31%
	2016 Vote: Other	151	7%
	2016 Vote: Didn't Vote	626	28%
	N	2199	
xsubVote14O	Voted in 2014: Yes	1339	61%
	Voted in 2014: No	861	39%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	887	40%
	2012 Vote: Mitt Romney	508	23%
	2012 Vote: Other	73	3%
	2012 Vote: Didn't Vote	728	33%
	N	2196	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
KAEPdem2	Sports Fan	1650	75%
KAEPdem3	Avid NFL Fan	682	31%
KAEPdem5	Gen Z NFL Fan	85	4%
KAEPdem7	Millennial NFL Fan	379	17%
KAEPdem8	Gen X NFL Fan	376	17%
KAEPdem9	Boomer NFL Fan	494	22%
KAEPdem10	Afr Am NFL Fan	173	8%
KAEPdem11	NFL Fan Republican	420	19%
KAEPdem12	NFL Fan Democrat	562	26%
KAEPdem13	NFL Fan Republican & White	377	17%
KAEPdem14	NFL Fan Democrat & White	392	18%
KAEPdem15	White NFL Fan	1094	50%
KAEPdem16	General NFL Fan	1407	64%

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

