



National Tracking Poll #200181
January 31 - February 02, 2020

Crosstabulation Results

Methodology:

This poll was conducted from January 31 - February 02, 2020, 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.

Table Index

1	Table SB1_1: <i>Do you have a favorable or unfavorable impression of the following? President Donald Trump</i>	4
2	Table SB1_2: <i>Do you have a favorable or unfavorable impression of the following? Former Mayor Michael Bloomberg</i>	8
3	Table SB1_3: <i>Do you have a favorable or unfavorable impression of the following? The NFL (National Football League)</i>	11
4	Table SB1_4: <i>Do you have a favorable or unfavorable impression of the following? Your local police department</i>	14
5	Table SB1_5: <i>Do you have a favorable or unfavorable impression of the following? Doritos</i>	17
6	Table SB1_6: <i>Do you have a favorable or unfavorable impression of the following? Planters Peanuts</i>	20
7	Table SB1_7: <i>Do you have a favorable or unfavorable impression of the following? Bud Light</i>	23
8	Table SB4: <i>Did you have a positive, negative, or neutral impression of this ad? (NFL)</i>	26
9	Table SB6: <i>Did you have a positive, negative, or neutral impression of this ad? (Bloomberg)</i>	29
10	Table SB8: <i>Did you have a positive, negative, or neutral impression of this ad? (Trump)</i>	32
11	Table SB9_1: <i>And, do you have a favorable or unfavorable impression of the following? President Donald Trump</i>	35
12	Table SB9_2: <i>And, do you have a favorable or unfavorable impression of the following? Former Mayor Michael Bloomberg</i>	38
13	Table SB9_3: <i>And, do you have a favorable or unfavorable impression of the following? The NFL (National Football League)</i>	41
14	Table SB9_4: <i>And, do you have a favorable or unfavorable impression of the following? Your local police department</i>	44
15	Table SB9_5: <i>And, do you have a favorable or unfavorable impression of the following? Doritos</i>	47
16	Table SB9_6: <i>And, do you have a favorable or unfavorable impression of the following? Planters Peanuts</i>	50
17	Table SB9_7: <i>And, do you have a favorable or unfavorable impression of the following? Bud Light</i>	53
18	Table SBdem1_1: <i>Are you a fan of any of the following sports leagues? NFL (National Football League)</i>	56
19	Table SBdem1_2: <i>Are you a fan of any of the following sports leagues? MLB (Major League Baseball)</i>	59
20	Table SBdem1_3: <i>Are you a fan of any of the following sports leagues? NBA (National Basketball Association)</i>	62
21	Table SBdem1_4: <i>Are you a fan of any of the following sports leagues? MLS (Major League Soccer)</i>	65

22	Table SBdem1_5: <i>Are you a fan of any of the following sports leagues? PGA (Professional Golf Association)</i>	68
23	Table SBdem1_6: <i>Are you a fan of any of the following sports leagues? NHL (National Hockey League)</i>	71
24	Summary Statistics of Survey Respondent Demographics	74

Crosstabulation Results by Respondent Demographics

Table SB1_1: Do you have a favorable or unfavorable impression of the following?
President Donald Trump

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (517)	17% (370)	10% (215)	42% (934)	6% (125)	2% (39)	2200
Gender: Male	26% (275)	17% (177)	10% (107)	38% (408)	6% (66)	3% (28)	1062
Gender: Female	21% (242)	17% (193)	9% (108)	46% (526)	5% (58)	1% (11)	1138
Age: 18-29	14% (64)	12% (55)	13% (62)	43% (197)	12% (57)	5% (25)	460
Age: 30-44	18% (102)	20% (111)	10% (57)	45% (247)	6% (32)	1% (5)	552
Age: 45-54	24% (73)	17% (51)	11% (32)	38% (115)	7% (21)	2% (7)	299
Age: 55-64	32% (146)	16% (74)	7% (33)	42% (191)	2% (7)	— (1)	452
Age: 65+	30% (132)	18% (78)	7% (31)	42% (185)	2% (8)	— (2)	436
Generation Z: 18-22	10% (21)	14% (30)	17% (35)	41% (88)	12% (26)	6% (12)	212
Millennial: Age 23-38	17% (99)	16% (97)	11% (63)	45% (269)	9% (53)	3% (17)	598
Generation X: Age 39-54	24% (118)	18% (91)	10% (52)	40% (202)	6% (31)	1% (7)	501
Boomers: Age 55-73	31% (243)	18% (139)	8% (59)	42% (332)	2% (12)	— (3)	788
PID: Dem (no lean)	3% (22)	5% (45)	10% (80)	75% (625)	6% (48)	1% (10)	829
PID: Ind (no lean)	15% (103)	20% (134)	14% (93)	38% (259)	9% (63)	4% (26)	677
PID: Rep (no lean)	57% (393)	28% (191)	6% (43)	7% (50)	2% (14)	— (3)	694
PID/Gender: Dem Men	3% (9)	6% (23)	11% (40)	70% (262)	8% (31)	2% (7)	372
PID/Gender: Dem Women	3% (13)	5% (22)	9% (40)	79% (363)	4% (17)	1% (3)	457
PID/Gender: Ind Men	18% (62)	20% (67)	13% (45)	36% (122)	8% (27)	5% (18)	340
PID/Gender: Ind Women	12% (41)	20% (67)	14% (48)	41% (137)	11% (37)	2% (8)	337
PID/Gender: Rep Men	59% (204)	25% (87)	6% (22)	7% (24)	3% (9)	1% (3)	349
PID/Gender: Rep Women	55% (188)	30% (104)	6% (21)	8% (26)	1% (5)	— (0)	344
Ideo: Liberal (1-3)	4% (25)	4% (24)	8% (42)	80% (445)	3% (15)	1% (5)	556
Ideo: Moderate (4)	11% (66)	19% (115)	15% (89)	49% (298)	6% (39)	1% (6)	613
Ideo: Conservative (5-7)	51% (392)	26% (197)	7% (55)	13% (101)	1% (9)	1% (8)	762
Educ: < College	25% (383)	17% (253)	9% (143)	39% (584)	8% (114)	2% (35)	1512
Educ: Bachelors degree	20% (90)	17% (74)	12% (53)	49% (217)	2% (8)	— (2)	444
Educ: Post-grad	18% (44)	18% (43)	8% (19)	54% (133)	1% (3)	1% (3)	244

Continued on next page

Table SB1_1: Do you have a favorable or unfavorable impression of the following?
President Donald Trump

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (517)	17% (370)	10% (215)	42% (934)	6% (125)	2% (39)	2200
Income: Under 50k	22% (284)	14% (179)	10% (126)	43% (541)	8% (99)	3% (32)	1261
Income: 50k-100k	25% (153)	19% (119)	8% (47)	43% (266)	4% (22)	1% (5)	613
Income: 100k+	25% (80)	22% (72)	13% (41)	39% (127)	1% (4)	1% (2)	326
Ethnicity: White	28% (477)	20% (340)	9% (160)	38% (648)	4% (72)	1% (25)	1722
Ethnicity: Hispanic	11% (40)	9% (33)	11% (39)	57% (199)	7% (23)	5% (16)	349
Ethnicity: Afr. Am.	6% (15)	3% (10)	10% (28)	63% (172)	15% (41)	3% (9)	274
Ethnicity: Other	12% (24)	10% (20)	14% (28)	56% (114)	6% (12)	3% (6)	204
Community: Urban	20% (114)	11% (61)	11% (63)	50% (287)	5% (31)	2% (14)	570
Community: Suburban	22% (224)	19% (195)	10% (100)	42% (437)	6% (59)	2% (16)	1031
Community: Rural	30% (180)	19% (113)	9% (52)	35% (210)	6% (35)	1% (9)	599
Employ: Private Sector	24% (162)	19% (124)	12% (78)	40% (264)	4% (27)	2% (11)	665
Employ: Government	25% (36)	18% (27)	8% (12)	42% (62)	5% (7)	2% (3)	147
Employ: Self-Employed	26% (44)	13% (21)	7% (13)	45% (76)	7% (12)	2% (3)	169
Employ: Homemaker	22% (32)	22% (32)	8% (12)	40% (59)	5% (8)	3% (5)	148
Employ: Retired	29% (150)	17% (85)	7% (36)	45% (231)	1% (7)	— (2)	511
Employ: Unemployed	15% (42)	16% (43)	14% (38)	40% (110)	13% (35)	3% (8)	276
Employ: Other	22% (36)	14% (22)	9% (15)	48% (79)	5% (7)	3% (5)	164
Military HH: Yes	33% (118)	20% (71)	7% (26)	36% (131)	1% (5)	3% (10)	360
Military HH: No	22% (399)	16% (299)	10% (189)	44% (803)	7% (120)	2% (30)	1840
RD/WT: Right Direction	51% (423)	31% (260)	6% (46)	4% (37)	6% (47)	2% (12)	826
RD/WT: Wrong Track	7% (94)	8% (110)	12% (169)	65% (897)	6% (78)	2% (27)	1374
Trump Job Approve	55% (497)	36% (327)	3% (31)	2% (16)	2% (14)	2% (17)	903
Trump Job Disapprove	1% (12)	2% (24)	15% (177)	78% (908)	3% (37)	1% (12)	1169
Trump Job Strongly Approve	90% (445)	4% (20)	— (1)	2% (8)	1% (4)	3% (16)	494
Trump Job Somewhat Approve	13% (53)	75% (307)	7% (30)	2% (8)	2% (10)	— (1)	409
Trump Job Somewhat Disapprove	— (1)	8% (20)	62% (169)	24% (64)	5% (14)	1% (3)	272
Trump Job Strongly Disapprove	1% (10)	— (4)	1% (8)	94% (843)	3% (23)	1% (9)	898
Favorable of Trump	56% (507)	39% (351)	2% (20)	2% (16)	1% (9)	— (4)	907
Unfavorable of Trump	1% (7)	1% (16)	16% (182)	78% (894)	3% (35)	1% (16)	1149

Continued on next page

**Table SB1_1: Do you have a favorable or unfavorable impression of the following?
President Donald Trump**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (517)	17% (370)	10% (215)	42% (934)	6% (125)	2% (39)	2200
Very Favorable of Trump	93% (482)	3% (18)	1% (4)	2% (9)	— (1)	— (2)	516
Somewhat Favorable of Trump	6% (24)	85% (333)	4% (16)	2% (7)	2% (8)	— (2)	391
Somewhat Unfavorable of Trump	1% (3)	6% (13)	77% (161)	10% (21)	3% (7)	2% (4)	210
Very Unfavorable of Trump	— (4)	— (3)	2% (21)	93% (873)	3% (28)	1% (11)	940
#1 Issue: Economy	23% (135)	19% (110)	11% (62)	39% (222)	7% (40)	1% (7)	576
#1 Issue: Security	51% (201)	21% (81)	6% (22)	17% (65)	3% (12)	2% (9)	390
#1 Issue: Health Care	13% (53)	14% (60)	14% (58)	55% (229)	4% (16)	1% (3)	420
#1 Issue: Medicare / Social Security	22% (70)	19% (61)	6% (20)	49% (159)	2% (7)	2% (6)	323
#1 Issue: Women's Issues	10% (9)	10% (9)	10% (9)	57% (53)	11% (10)	1% (1)	92
#1 Issue: Education	13% (19)	15% (22)	11% (15)	44% (62)	13% (19)	3% (4)	140
#1 Issue: Energy	5% (7)	12% (17)	10% (14)	64% (90)	9% (12)	— (0)	141
#1 Issue: Other	19% (22)	8% (10)	14% (16)	45% (54)	8% (9)	6% (8)	119
2018 House Vote: Democrat	2% (17)	5% (37)	8% (60)	81% (639)	4% (30)	1% (6)	790
2018 House Vote: Republican	58% (385)	28% (182)	6% (42)	6% (37)	1% (9)	1% (5)	660
2018 House Vote: Someone else	13% (9)	13% (10)	22% (16)	40% (30)	9% (7)	3% (2)	74
2016 Vote: Hillary Clinton	2% (15)	3% (20)	6% (45)	84% (601)	5% (33)	— (3)	716
2016 Vote: Donald Trump	57% (402)	31% (221)	6% (42)	3% (24)	1% (8)	1% (7)	704
2016 Vote: Other	8% (12)	7% (10)	22% (33)	54% (79)	5% (7)	4% (6)	147
2016 Vote: Didn't Vote	14% (88)	19% (117)	15% (96)	36% (229)	12% (77)	4% (24)	629
Voted in 2014: Yes	27% (370)	16% (213)	8% (103)	46% (624)	2% (33)	1% (7)	1351
Voted in 2014: No	17% (147)	18% (156)	13% (112)	36% (310)	11% (92)	4% (32)	849
2012 Vote: Barack Obama	7% (58)	9% (73)	9% (77)	71% (588)	3% (27)	— (3)	826
2012 Vote: Mitt Romney	55% (298)	27% (145)	5% (29)	11% (58)	1% (7)	1% (4)	542
2012 Vote: Other	37% (32)	23% (20)	9% (8)	25% (22)	3% (3)	2% (2)	88
2012 Vote: Didn't Vote	17% (128)	17% (130)	14% (100)	36% (266)	12% (88)	4% (31)	742
4-Region: Northeast	20% (79)	17% (65)	12% (49)	45% (178)	5% (19)	1% (3)	394
4-Region: Midwest	22% (100)	22% (100)	10% (48)	37% (171)	7% (32)	2% (11)	462
4-Region: South	27% (221)	16% (130)	9% (75)	41% (338)	5% (44)	2% (16)	824
4-Region: West	22% (117)	14% (74)	8% (44)	47% (247)	6% (29)	2% (9)	520

Continued on next page

Table SB1_1: Do you have a favorable or unfavorable impression of the following?
 President Donald Trump

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (517)	17% (370)	10% (215)	42% (934)	6% (125)	2% (39)	2200
Yes, an avid fan	27% (205)	16% (123)	10% (74)	41% (315)	4% (33)	2% (13)	764
Yes, a casual fan	21% (150)	18% (127)	11% (76)	44% (315)	6% (41)	1% (4)	712
Not a fan	22% (162)	17% (120)	9% (65)	42% (304)	7% (51)	3% (22)	724

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

Table SB1_2: Do you have a favorable or unfavorable impression of the following?
Former Mayor Michael Bloomberg

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	8% (180)	23% (495)	12% (256)	20% (444)	26% (562)	12% (262)	2200
Gender: Male	10% (108)	23% (244)	12% (124)	25% (261)	19% (205)	11% (119)	1062
Gender: Female	6% (72)	22% (251)	12% (132)	16% (183)	31% (357)	13% (143)	1138
Age: 18-29	4% (20)	17% (78)	11% (49)	9% (40)	29% (132)	31% (143)	460
Age: 30-44	7% (41)	20% (113)	12% (65)	17% (95)	30% (163)	14% (76)	552
Age: 45-54	6% (19)	21% (62)	13% (40)	22% (65)	30% (89)	8% (24)	299
Age: 55-64	12% (53)	22% (99)	12% (55)	31% (139)	21% (96)	2% (11)	452
Age: 65+	11% (47)	33% (143)	11% (49)	24% (106)	19% (82)	2% (9)	436
Generation Z: 18-22	1% (3)	20% (42)	7% (16)	5% (10)	30% (63)	37% (79)	212
Millennial: Age 23-38	7% (42)	18% (107)	13% (77)	15% (91)	28% (166)	19% (115)	598
Generation X: Age 39-54	7% (35)	21% (104)	12% (60)	20% (98)	31% (155)	10% (48)	501
Boomers: Age 55-73	11% (87)	26% (207)	12% (98)	27% (215)	21% (163)	2% (18)	788
PID: Dem (no lean)	13% (109)	36% (302)	9% (78)	6% (53)	25% (208)	10% (80)	829
PID: Ind (no lean)	7% (44)	18% (125)	13% (87)	17% (114)	28% (192)	17% (116)	677
PID: Rep (no lean)	4% (28)	10% (68)	13% (92)	40% (277)	23% (163)	10% (66)	694
PID/Gender: Dem Men	16% (59)	35% (131)	11% (40)	8% (30)	21% (77)	10% (36)	372
PID/Gender: Dem Women	11% (50)	38% (171)	8% (38)	5% (23)	29% (130)	10% (44)	457
PID/Gender: Ind Men	9% (29)	21% (73)	12% (41)	21% (72)	21% (72)	16% (53)	340
PID/Gender: Ind Women	4% (15)	15% (52)	13% (45)	12% (42)	36% (120)	19% (63)	337
PID/Gender: Rep Men	6% (20)	12% (41)	12% (43)	45% (158)	16% (56)	9% (31)	349
PID/Gender: Rep Women	2% (7)	8% (28)	14% (49)	34% (118)	31% (106)	10% (36)	344
Ideo: Liberal (1-3)	13% (71)	35% (195)	12% (64)	9% (48)	22% (121)	10% (57)	556
Ideo: Moderate (4)	11% (65)	30% (184)	13% (80)	9% (58)	28% (173)	9% (53)	613
Ideo: Conservative (5-7)	4% (33)	13% (97)	14% (105)	42% (323)	22% (165)	5% (39)	762
Educ: < College	7% (107)	19% (287)	10% (152)	20% (304)	28% (427)	16% (235)	1512
Educ: Bachelors degree	9% (41)	30% (135)	14% (64)	21% (93)	21% (93)	4% (18)	444
Educ: Post-grad	13% (33)	30% (73)	16% (40)	19% (47)	17% (42)	3% (8)	244
Income: Under 50k	7% (87)	21% (264)	9% (111)	19% (246)	29% (363)	15% (190)	1261
Income: 50k-100k	10% (59)	24% (149)	14% (85)	22% (136)	22% (135)	8% (49)	613
Income: 100k+	10% (34)	25% (82)	19% (60)	19% (62)	20% (65)	7% (23)	326
Ethnicity: White	8% (142)	21% (357)	13% (218)	23% (389)	25% (428)	11% (188)	1722

Continued on next page

**Table SB1_2: Do you have a favorable or unfavorable impression of the following?
 Former Mayor Michael Bloomberg**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(180)	23%	(495)	12%	(256)	20%	(444)	26%	(562)	12%	(262)	2200
Ethnicity: Hispanic	8%	(28)	25%	(87)	10%	(34)	13%	(47)	28%	(97)	17%	(58)	349
Ethnicity: Afr. Am.	9%	(25)	31%	(86)	7%	(19)	10%	(27)	29%	(80)	14%	(37)	274
Ethnicity: Other	7%	(13)	26%	(52)	10%	(19)	14%	(28)	27%	(54)	18%	(37)	204
Community: Urban	10%	(54)	25%	(140)	12%	(66)	19%	(110)	24%	(137)	11%	(63)	570
Community: Suburban	8%	(85)	24%	(252)	12%	(121)	20%	(205)	25%	(257)	11%	(112)	1031
Community: Rural	7%	(41)	17%	(103)	12%	(69)	22%	(129)	28%	(169)	15%	(87)	599
Employ: Private Sector	9%	(60)	23%	(154)	11%	(73)	21%	(142)	24%	(163)	11%	(74)	665
Employ: Government	5%	(7)	20%	(30)	18%	(26)	19%	(27)	22%	(32)	17%	(24)	147
Employ: Self-Employed	9%	(16)	24%	(41)	9%	(16)	27%	(45)	21%	(36)	9%	(15)	169
Employ: Homemaker	5%	(8)	17%	(26)	14%	(21)	17%	(25)	32%	(47)	15%	(22)	148
Employ: Retired	11%	(54)	29%	(150)	13%	(64)	25%	(130)	20%	(104)	2%	(9)	511
Employ: Unemployed	9%	(24)	18%	(50)	7%	(20)	12%	(34)	32%	(88)	22%	(59)	276
Employ: Other	6%	(10)	18%	(30)	15%	(25)	17%	(28)	27%	(45)	16%	(26)	164
Military HH: Yes	7%	(25)	22%	(80)	15%	(54)	27%	(95)	18%	(66)	11%	(40)	360
Military HH: No	8%	(156)	23%	(415)	11%	(202)	19%	(348)	27%	(496)	12%	(222)	1840
RD/WT: Right Direction	4%	(35)	14%	(116)	14%	(112)	34%	(277)	24%	(197)	11%	(88)	826
RD/WT: Wrong Track	11%	(146)	28%	(379)	11%	(145)	12%	(167)	27%	(365)	13%	(173)	1374
Trump Job Approve	4%	(34)	11%	(101)	14%	(125)	39%	(349)	22%	(203)	10%	(92)	903
Trump Job Disapprove	12%	(141)	33%	(388)	11%	(128)	8%	(93)	25%	(295)	11%	(124)	1169
Trump Job Strongly Approve	3%	(15)	6%	(30)	12%	(60)	53%	(262)	17%	(83)	9%	(43)	494
Trump Job Somewhat Approve	5%	(19)	17%	(71)	16%	(65)	21%	(87)	29%	(120)	12%	(49)	409
Trump Job Somewhat Disapprove	6%	(15)	27%	(73)	12%	(32)	10%	(27)	30%	(82)	16%	(43)	272
Trump Job Strongly Disapprove	14%	(126)	35%	(315)	11%	(97)	7%	(65)	24%	(213)	9%	(81)	898
Favorable of Trump	4%	(37)	12%	(107)	13%	(122)	39%	(353)	23%	(205)	9%	(83)	907
Unfavorable of Trump	12%	(137)	32%	(373)	11%	(132)	8%	(89)	25%	(292)	11%	(126)	1149
Very Favorable of Trump	4%	(20)	7%	(34)	12%	(60)	52%	(269)	20%	(102)	6%	(31)	516
Somewhat Favorable of Trump	5%	(18)	18%	(72)	16%	(63)	21%	(84)	26%	(102)	13%	(52)	391
Somewhat Unfavorable of Trump	4%	(9)	25%	(53)	13%	(28)	12%	(25)	32%	(68)	13%	(28)	210
Very Unfavorable of Trump	14%	(128)	34%	(321)	11%	(104)	7%	(64)	24%	(224)	10%	(98)	940

Continued on next page

**Table SB1_2: Do you have a favorable or unfavorable impression of the following?
Former Mayor Michael Bloomberg**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	8% (180)	23% (495)	12% (256)	20% (444)	26% (562)	12% (262)	2200
#1 Issue: Economy	7% (42)	21% (119)	12% (69)	20% (115)	27% (157)	13% (73)	576
#1 Issue: Security	5% (21)	14% (53)	10% (38)	38% (149)	21% (82)	12% (47)	390
#1 Issue: Health Care	10% (43)	29% (121)	15% (61)	12% (51)	27% (111)	8% (32)	420
#1 Issue: Medicare / Social Security	11% (36)	29% (94)	11% (36)	18% (59)	25% (79)	6% (19)	323
#1 Issue: Women's Issues	7% (6)	11% (10)	10% (9)	13% (12)	36% (33)	23% (21)	92
#1 Issue: Education	2% (2)	24% (33)	13% (18)	11% (15)	27% (38)	24% (34)	140
#1 Issue: Energy	15% (21)	29% (40)	7% (10)	11% (15)	29% (41)	9% (13)	141
#1 Issue: Other	7% (9)	20% (24)	12% (15)	24% (28)	17% (20)	19% (23)	119
2018 House Vote: Democrat	15% (121)	40% (312)	12% (95)	8% (59)	21% (169)	4% (34)	790
2018 House Vote: Republican	4% (24)	12% (80)	15% (99)	43% (283)	21% (137)	6% (37)	660
2018 House Vote: Someone else	7% (5)	11% (8)	9% (6)	25% (19)	43% (32)	6% (4)	74
2016 Vote: Hillary Clinton	17% (120)	39% (276)	11% (78)	7% (48)	21% (153)	6% (41)	716
2016 Vote: Donald Trump	3% (23)	12% (85)	15% (105)	44% (310)	20% (142)	6% (39)	704
2016 Vote: Other	7% (11)	21% (31)	13% (20)	18% (26)	32% (47)	9% (13)	147
2016 Vote: Didn't Vote	4% (28)	16% (102)	8% (52)	9% (60)	35% (219)	27% (168)	629
Voted in 2014: Yes	10% (140)	26% (350)	13% (180)	25% (337)	20% (276)	5% (67)	1351
Voted in 2014: No	5% (40)	17% (145)	9% (76)	13% (107)	34% (287)	23% (194)	849
2012 Vote: Barack Obama	15% (128)	37% (306)	12% (96)	8% (63)	22% (184)	6% (48)	826
2012 Vote: Mitt Romney	4% (20)	11% (62)	14% (76)	48% (258)	20% (110)	3% (16)	542
2012 Vote: Other	4% (4)	12% (11)	14% (12)	37% (32)	22% (20)	10% (9)	88
2012 Vote: Didn't Vote	4% (28)	16% (117)	10% (71)	12% (90)	33% (248)	25% (189)	742
4-Region: Northeast	10% (38)	25% (97)	14% (53)	21% (84)	23% (89)	8% (33)	394
4-Region: Midwest	7% (32)	21% (98)	13% (59)	19% (89)	26% (120)	14% (65)	462
4-Region: South	10% (80)	22% (181)	11% (87)	19% (159)	26% (214)	13% (103)	824
4-Region: West	6% (31)	23% (119)	11% (58)	21% (112)	27% (140)	12% (61)	520
Yes, an avid fan	11% (87)	27% (206)	12% (90)	20% (151)	20% (154)	10% (76)	764
Yes, a casual fan	7% (48)	26% (185)	13% (89)	20% (139)	26% (188)	9% (62)	712
Not a fan	6% (46)	14% (104)	11% (77)	21% (154)	30% (220)	17% (123)	724

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

Table SB1_3: Do you have a favorable or unfavorable impression of the following?
The NFL (National Football League)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (612)	33% (731)	11% (237)	9% (191)	18% (386)	2% (43)	2200
Gender: Male	39% (418)	30% (318)	11% (112)	8% (89)	10% (105)	2% (20)	1062
Gender: Female	17% (194)	36% (413)	11% (125)	9% (102)	25% (280)	2% (23)	1138
Age: 18-29	35% (161)	26% (118)	12% (57)	7% (34)	16% (76)	3% (15)	460
Age: 30-44	28% (156)	35% (194)	11% (63)	7% (40)	16% (87)	2% (13)	552
Age: 45-54	29% (86)	30% (90)	10% (30)	11% (34)	18% (53)	2% (7)	299
Age: 55-64	25% (114)	39% (175)	8% (35)	10% (47)	17% (77)	1% (5)	452
Age: 65+	22% (96)	35% (153)	12% (54)	8% (37)	22% (94)	1% (3)	436
Generation Z: 18-22	33% (70)	33% (69)	10% (21)	9% (19)	12% (25)	4% (8)	212
Millennial: Age 23-38	30% (180)	30% (179)	12% (72)	7% (41)	18% (109)	3% (18)	598
Generation X: Age 39-54	31% (153)	31% (154)	11% (56)	10% (48)	16% (82)	2% (8)	501
Boomers: Age 55-73	23% (185)	38% (296)	9% (75)	10% (75)	19% (150)	1% (7)	788
PID: Dem (no lean)	31% (255)	35% (287)	11% (88)	7% (57)	16% (131)	1% (11)	829
PID: Ind (no lean)	23% (155)	31% (211)	11% (74)	10% (67)	22% (146)	3% (23)	677
PID: Rep (no lean)	29% (202)	34% (232)	11% (75)	10% (67)	16% (108)	1% (9)	694
PID/Gender: Dem Men	44% (164)	29% (108)	10% (37)	4% (16)	12% (43)	1% (5)	372
PID/Gender: Dem Women	20% (91)	39% (179)	11% (51)	9% (41)	19% (88)	1% (6)	457
PID/Gender: Ind Men	31% (106)	31% (106)	10% (34)	12% (40)	12% (42)	4% (12)	340
PID/Gender: Ind Women	15% (49)	31% (106)	12% (40)	8% (27)	31% (104)	3% (11)	337
PID/Gender: Rep Men	42% (148)	30% (104)	12% (41)	9% (33)	6% (20)	1% (3)	349
PID/Gender: Rep Women	16% (54)	37% (128)	10% (34)	10% (34)	26% (88)	2% (6)	344
Ideo: Liberal (1-3)	25% (138)	38% (209)	14% (77)	7% (40)	16% (86)	1% (6)	556
Ideo: Moderate (4)	31% (188)	36% (222)	8% (49)	8% (48)	16% (100)	1% (5)	613
Ideo: Conservative (5-7)	28% (214)	32% (241)	12% (90)	11% (84)	16% (125)	1% (8)	762
Educ: < College	29% (444)	32% (482)	9% (136)	9% (138)	18% (275)	2% (37)	1512
Educ: Bachelors degree	25% (111)	38% (168)	13% (59)	6% (28)	17% (74)	1% (3)	444
Educ: Post-grad	23% (56)	33% (81)	17% (42)	11% (26)	15% (37)	1% (2)	244
Income: Under 50k	28% (351)	29% (367)	10% (126)	10% (122)	21% (262)	3% (34)	1261
Income: 50k-100k	26% (161)	39% (238)	12% (72)	8% (51)	14% (85)	1% (6)	613
Income: 100k+	31% (100)	39% (126)	12% (40)	6% (18)	12% (39)	1% (3)	326
Ethnicity: White	25% (439)	34% (593)	11% (189)	9% (159)	18% (316)	2% (27)	1722

Continued on next page

**Table SB1_3: Do you have a favorable or unfavorable impression of the following?
The NFL (National Football League)**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (612)	33% (731)	11% (237)	9% (191)	18% (386)	2% (43)	2200
Ethnicity: Hispanic	28% (97)	32% (113)	17% (60)	6% (21)	14% (51)	2% (8)	349
Ethnicity: Afr. Am.	44% (120)	22% (60)	11% (29)	7% (19)	15% (40)	2% (6)	274
Ethnicity: Other	26% (54)	38% (77)	9% (19)	6% (13)	15% (30)	5% (11)	204
Community: Urban	31% (178)	32% (180)	11% (64)	9% (49)	16% (89)	2% (9)	570
Community: Suburban	27% (277)	34% (349)	12% (119)	8% (83)	18% (186)	2% (17)	1031
Community: Rural	26% (157)	34% (202)	9% (54)	10% (59)	18% (110)	3% (17)	599
Employ: Private Sector	32% (215)	34% (224)	10% (67)	8% (54)	14% (96)	1% (9)	665
Employ: Government	27% (40)	36% (52)	8% (12)	6% (8)	22% (33)	1% (1)	147
Employ: Self-Employed	27% (46)	36% (60)	12% (20)	10% (16)	14% (23)	2% (4)	169
Employ: Homemaker	14% (21)	35% (52)	17% (25)	6% (8)	24% (36)	4% (6)	148
Employ: Retired	22% (114)	34% (173)	12% (62)	10% (52)	21% (107)	1% (3)	511
Employ: Unemployed	33% (91)	32% (87)	6% (16)	8% (22)	19% (52)	3% (9)	276
Employ: Other	29% (48)	28% (45)	17% (27)	8% (13)	15% (25)	3% (5)	164
Military HH: Yes	32% (117)	33% (118)	10% (34)	11% (38)	14% (50)	1% (4)	360
Military HH: No	27% (496)	33% (613)	11% (203)	8% (153)	18% (336)	2% (39)	1840
RD/WT: Right Direction	30% (248)	34% (277)	9% (77)	9% (75)	16% (135)	2% (14)	826
RD/WT: Wrong Track	27% (364)	33% (453)	12% (161)	8% (116)	18% (251)	2% (29)	1374
Trump Job Approve	29% (264)	33% (300)	11% (102)	10% (90)	15% (136)	1% (12)	903
Trump Job Disapprove	27% (320)	34% (393)	11% (130)	9% (100)	18% (208)	2% (19)	1169
Trump Job Strongly Approve	33% (162)	29% (145)	12% (62)	12% (58)	12% (59)	2% (8)	494
Trump Job Somewhat Approve	25% (102)	38% (155)	10% (40)	8% (33)	19% (76)	1% (4)	409
Trump Job Somewhat Disapprove	26% (70)	34% (94)	9% (24)	8% (21)	21% (57)	2% (6)	272
Trump Job Strongly Disapprove	28% (250)	33% (300)	12% (106)	9% (78)	17% (151)	1% (13)	898
Favorable of Trump	28% (253)	35% (317)	11% (96)	10% (94)	15% (137)	1% (9)	907
Unfavorable of Trump	28% (325)	34% (390)	11% (130)	8% (94)	17% (196)	1% (13)	1149
Very Favorable of Trump	31% (162)	32% (164)	11% (56)	11% (59)	13% (67)	1% (7)	516
Somewhat Favorable of Trump	23% (91)	39% (153)	10% (40)	9% (35)	18% (69)	1% (2)	391
Somewhat Unfavorable of Trump	30% (63)	34% (72)	9% (19)	7% (14)	19% (41)	1% (2)	210
Very Unfavorable of Trump	28% (263)	34% (318)	12% (111)	9% (80)	17% (156)	1% (11)	940

Continued on next page

Table SB1_3: Do you have a favorable or unfavorable impression of the following?
The NFL (National Football League)

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	28%	(612)	33%	(731)	11%	(237)	9%	(191)	18%	(386)	2%	(43)	2200
#1 Issue: Economy	32%	(184)	33%	(193)	11%	(64)	11%	(62)	11%	(66)	1%	(8)	576
#1 Issue: Security	30%	(115)	30%	(118)	11%	(44)	11%	(43)	16%	(62)	2%	(8)	390
#1 Issue: Health Care	26%	(108)	37%	(155)	10%	(43)	6%	(26)	20%	(83)	1%	(4)	420
#1 Issue: Medicare / Social Security	26%	(83)	37%	(119)	6%	(18)	7%	(24)	22%	(72)	2%	(7)	323
#1 Issue: Women's Issues	31%	(28)	27%	(25)	11%	(11)	7%	(6)	21%	(19)	3%	(3)	92
#1 Issue: Education	30%	(42)	24%	(34)	15%	(21)	7%	(9)	20%	(28)	4%	(5)	140
#1 Issue: Energy	22%	(31)	41%	(58)	8%	(12)	6%	(8)	22%	(31)	—	(0)	141
#1 Issue: Other	17%	(20)	25%	(30)	20%	(24)	10%	(12)	21%	(25)	6%	(8)	119
2018 House Vote: Democrat	28%	(219)	35%	(276)	13%	(103)	7%	(54)	17%	(131)	1%	(7)	790
2018 House Vote: Republican	27%	(177)	33%	(220)	12%	(80)	11%	(75)	15%	(97)	2%	(11)	660
2018 House Vote: Someone else	33%	(25)	28%	(21)	8%	(6)	8%	(6)	21%	(15)	2%	(1)	74
2016 Vote: Hillary Clinton	30%	(217)	34%	(242)	12%	(85)	6%	(41)	17%	(124)	1%	(7)	716
2016 Vote: Donald Trump	26%	(186)	35%	(246)	12%	(87)	11%	(81)	14%	(95)	1%	(10)	704
2016 Vote: Other	27%	(40)	32%	(47)	13%	(19)	10%	(14)	18%	(26)	—	(1)	147
2016 Vote: Didn't Vote	27%	(168)	31%	(196)	7%	(47)	9%	(55)	22%	(139)	4%	(25)	629
Voted in 2014: Yes	28%	(380)	34%	(465)	13%	(172)	9%	(117)	15%	(202)	1%	(15)	1351
Voted in 2014: No	27%	(232)	31%	(266)	8%	(65)	9%	(75)	22%	(183)	3%	(28)	849
2012 Vote: Barack Obama	31%	(258)	35%	(291)	10%	(80)	6%	(53)	16%	(136)	1%	(7)	826
2012 Vote: Mitt Romney	25%	(137)	36%	(193)	14%	(75)	10%	(56)	14%	(76)	1%	(5)	542
2012 Vote: Other	22%	(19)	30%	(27)	17%	(15)	18%	(16)	10%	(9)	3%	(3)	88
2012 Vote: Didn't Vote	27%	(197)	30%	(219)	9%	(68)	9%	(66)	22%	(163)	4%	(28)	742
4-Region: Northeast	30%	(117)	32%	(127)	11%	(45)	8%	(33)	17%	(65)	2%	(6)	394
4-Region: Midwest	24%	(112)	32%	(147)	11%	(50)	8%	(39)	22%	(100)	3%	(14)	462
4-Region: South	28%	(232)	35%	(286)	9%	(75)	9%	(74)	17%	(138)	2%	(19)	824
4-Region: West	29%	(151)	33%	(170)	13%	(68)	9%	(45)	16%	(83)	1%	(3)	520
Yes, an avid fan	64%	(486)	29%	(220)	6%	(44)	1%	(4)	1%	(8)	—	(2)	764
Yes, a casual fan	16%	(112)	59%	(422)	13%	(93)	3%	(20)	9%	(64)	—	(1)	712
Not a fan	2%	(14)	12%	(88)	14%	(100)	23%	(167)	43%	(314)	6%	(41)	724

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

Table SB1_4: Do you have a favorable or unfavorable impression of the following?
Your local police department

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (715)	38% (836)	11% (237)	8% (175)	9% (192)	2% (44)	2200
Gender: Male	31% (329)	36% (384)	11% (115)	10% (102)	9% (101)	3% (31)	1062
Gender: Female	34% (385)	40% (452)	11% (123)	6% (74)	8% (92)	1% (13)	1138
Age: 18-29	17% (80)	32% (147)	16% (76)	14% (64)	14% (67)	6% (26)	460
Age: 30-44	25% (137)	37% (204)	14% (76)	11% (63)	11% (62)	2% (10)	552
Age: 45-54	37% (111)	40% (120)	9% (27)	6% (17)	6% (19)	2% (5)	299
Age: 55-64	40% (181)	40% (182)	8% (37)	5% (22)	7% (29)	— (2)	452
Age: 65+	47% (207)	42% (183)	5% (22)	2% (9)	3% (15)	— (1)	436
Generation Z: 18-22	14% (29)	33% (70)	19% (41)	12% (25)	13% (28)	9% (18)	212
Millennial: Age 23-38	22% (132)	35% (208)	14% (85)	13% (79)	13% (77)	3% (17)	598
Generation X: Age 39-54	33% (166)	39% (193)	11% (53)	8% (40)	9% (43)	1% (7)	501
Boomers: Age 55-73	43% (337)	41% (323)	7% (56)	4% (29)	5% (42)	— (2)	788
PID: Dem (no lean)	23% (191)	42% (348)	14% (118)	11% (90)	8% (70)	1% (12)	829
PID: Ind (no lean)	27% (182)	37% (249)	10% (70)	9% (61)	13% (91)	4% (24)	677
PID: Rep (no lean)	49% (342)	34% (239)	7% (49)	3% (24)	4% (31)	1% (9)	694
PID/Gender: Dem Men	20% (74)	41% (153)	14% (53)	13% (49)	10% (36)	2% (8)	372
PID/Gender: Dem Women	26% (117)	43% (195)	14% (65)	9% (41)	8% (34)	1% (4)	457
PID/Gender: Ind Men	25% (86)	34% (116)	10% (33)	12% (42)	14% (49)	4% (15)	340
PID/Gender: Ind Women	28% (96)	39% (133)	11% (38)	6% (19)	13% (43)	3% (9)	337
PID/Gender: Rep Men	49% (169)	33% (116)	8% (29)	3% (11)	5% (16)	2% (8)	349
PID/Gender: Rep Women	50% (172)	36% (124)	6% (20)	4% (13)	4% (15)	— (1)	344
Ideo: Liberal (1-3)	23% (127)	39% (219)	17% (96)	12% (68)	8% (42)	1% (3)	556
Ideo: Moderate (4)	27% (165)	43% (263)	8% (52)	9% (54)	12% (71)	1% (8)	613
Ideo: Conservative (5-7)	48% (365)	36% (273)	7% (51)	4% (30)	4% (34)	1% (9)	762
Educ: < College	32% (482)	37% (567)	11% (160)	9% (132)	9% (133)	3% (38)	1512
Educ: Bachelors degree	34% (151)	38% (170)	12% (52)	6% (25)	10% (43)	1% (3)	444
Educ: Post-grad	33% (82)	41% (99)	11% (26)	7% (18)	7% (16)	1% (3)	244
Income: Under 50k	29% (365)	36% (459)	12% (146)	10% (120)	11% (135)	3% (36)	1261
Income: 50k-100k	36% (221)	41% (250)	9% (55)	7% (44)	6% (37)	1% (7)	613
Income: 100k+	39% (128)	39% (127)	11% (37)	3% (11)	6% (21)	1% (2)	326
Ethnicity: White	38% (653)	38% (659)	9% (149)	6% (101)	7% (129)	2% (31)	1722

Continued on next page

Table SB1_4: Do you have a favorable or unfavorable impression of the following?
Your local police department

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (715)	38% (836)	11% (237)	8% (175)	9% (192)	2% (44)	2200
Ethnicity: Hispanic	22% (76)	36% (127)	13% (46)	14% (47)	12% (41)	3% (12)	349
Ethnicity: Afr. Am.	12% (33)	33% (91)	20% (54)	18% (50)	13% (35)	4% (10)	274
Ethnicity: Other	14% (29)	42% (86)	17% (34)	12% (24)	14% (28)	2% (4)	204
Community: Urban	26% (149)	42% (240)	14% (78)	9% (50)	7% (41)	2% (13)	570
Community: Suburban	34% (356)	38% (392)	9% (96)	8% (78)	9% (89)	2% (20)	1031
Community: Rural	35% (211)	34% (204)	10% (63)	8% (47)	10% (63)	2% (12)	599
Employ: Private Sector	33% (217)	39% (262)	10% (66)	9% (60)	7% (49)	2% (12)	665
Employ: Government	35% (52)	35% (51)	13% (19)	6% (9)	8% (12)	3% (4)	147
Employ: Self-Employed	34% (58)	36% (61)	10% (17)	7% (11)	8% (14)	5% (9)	169
Employ: Homemaker	30% (45)	37% (54)	12% (18)	7% (11)	11% (16)	3% (4)	148
Employ: Retired	44% (225)	45% (228)	6% (29)	2% (11)	3% (17)	— (1)	511
Employ: Unemployed	20% (54)	32% (88)	15% (41)	12% (33)	19% (52)	3% (8)	276
Employ: Other	28% (46)	33% (54)	15% (25)	13% (21)	10% (16)	1% (2)	164
Military HH: Yes	41% (146)	38% (137)	8% (27)	4% (15)	6% (22)	4% (13)	360
Military HH: No	31% (568)	38% (699)	11% (210)	9% (160)	9% (171)	2% (32)	1840
RD/WT: Right Direction	46% (377)	35% (291)	7% (55)	3% (25)	8% (64)	2% (13)	826
RD/WT: Wrong Track	25% (337)	40% (545)	13% (182)	11% (150)	9% (128)	2% (31)	1374
Trump Job Approve	46% (417)	35% (313)	8% (71)	3% (31)	6% (54)	2% (17)	903
Trump Job Disapprove	23% (269)	42% (491)	13% (155)	12% (142)	8% (98)	1% (15)	1169
Trump Job Strongly Approve	57% (280)	27% (132)	5% (24)	4% (20)	4% (22)	3% (15)	494
Trump Job Somewhat Approve	34% (138)	44% (181)	12% (47)	3% (10)	8% (32)	— (2)	409
Trump Job Somewhat Disapprove	25% (67)	47% (127)	7% (20)	8% (21)	11% (30)	3% (7)	272
Trump Job Strongly Disapprove	23% (203)	41% (364)	15% (135)	13% (121)	8% (67)	1% (8)	898
Favorable of Trump	47% (427)	36% (326)	8% (71)	3% (25)	6% (52)	1% (8)	907
Unfavorable of Trump	23% (265)	41% (466)	14% (156)	12% (143)	9% (103)	1% (17)	1149
Very Favorable of Trump	56% (289)	30% (153)	7% (34)	3% (17)	4% (19)	1% (5)	516
Somewhat Favorable of Trump	35% (137)	44% (172)	10% (37)	2% (8)	8% (33)	1% (3)	391
Somewhat Unfavorable of Trump	21% (43)	47% (98)	9% (19)	9% (19)	14% (28)	1% (2)	210
Very Unfavorable of Trump	24% (222)	39% (368)	15% (137)	13% (124)	8% (74)	2% (14)	940

Continued on next page

**Table SB1_4: Do you have a favorable or unfavorable impression of the following?
Your local police department**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	32%	(715)	38%	(836)	11%	(237)	8%	(175)	9%	(192)	2%	(44)	2200
#1 Issue: Economy	28%	(163)	39%	(223)	11%	(63)	10%	(60)	10%	(55)	2%	(12)	576
#1 Issue: Security	45%	(176)	36%	(139)	7%	(28)	3%	(11)	7%	(27)	2%	(9)	390
#1 Issue: Health Care	26%	(109)	40%	(167)	16%	(68)	8%	(33)	10%	(42)	—	(2)	420
#1 Issue: Medicare / Social Security	45%	(145)	41%	(132)	5%	(15)	4%	(12)	6%	(18)	1%	(2)	323
#1 Issue: Women's Issues	30%	(28)	38%	(35)	16%	(15)	6%	(5)	8%	(8)	2%	(2)	92
#1 Issue: Education	29%	(40)	28%	(40)	10%	(14)	17%	(24)	10%	(14)	6%	(8)	140
#1 Issue: Energy	20%	(28)	43%	(60)	11%	(15)	12%	(17)	13%	(19)	1%	(1)	141
#1 Issue: Other	23%	(27)	34%	(41)	17%	(20)	12%	(14)	8%	(9)	6%	(7)	119
2018 House Vote: Democrat	25%	(201)	42%	(335)	14%	(112)	11%	(85)	6%	(51)	1%	(6)	790
2018 House Vote: Republican	51%	(339)	34%	(225)	6%	(42)	2%	(14)	5%	(33)	1%	(7)	660
2018 House Vote: Someone else	35%	(26)	36%	(27)	11%	(8)	6%	(4)	11%	(8)	3%	(2)	74
2016 Vote: Hillary Clinton	27%	(193)	43%	(304)	13%	(91)	10%	(74)	7%	(49)	1%	(4)	716
2016 Vote: Donald Trump	52%	(364)	35%	(244)	6%	(39)	3%	(18)	4%	(28)	2%	(11)	704
2016 Vote: Other	26%	(38)	33%	(49)	14%	(20)	9%	(13)	14%	(21)	4%	(6)	147
2016 Vote: Didn't Vote	19%	(118)	38%	(237)	14%	(87)	11%	(69)	15%	(95)	4%	(24)	629
Voted in 2014: Yes	40%	(534)	38%	(520)	10%	(130)	6%	(76)	6%	(78)	1%	(13)	1351
Voted in 2014: No	21%	(181)	37%	(316)	13%	(107)	12%	(99)	13%	(115)	4%	(31)	849
2012 Vote: Barack Obama	30%	(246)	42%	(351)	12%	(102)	8%	(64)	7%	(58)	1%	(5)	826
2012 Vote: Mitt Romney	52%	(282)	33%	(179)	6%	(32)	3%	(17)	5%	(27)	1%	(5)	542
2012 Vote: Other	38%	(34)	38%	(34)	12%	(10)	3%	(3)	5%	(5)	3%	(3)	88
2012 Vote: Didn't Vote	20%	(152)	37%	(272)	13%	(93)	12%	(91)	14%	(102)	4%	(32)	742
4-Region: Northeast	36%	(142)	38%	(148)	11%	(43)	6%	(25)	8%	(32)	1%	(4)	394
4-Region: Midwest	34%	(157)	40%	(183)	10%	(44)	6%	(26)	9%	(42)	2%	(9)	462
4-Region: South	32%	(263)	37%	(308)	11%	(90)	8%	(68)	9%	(74)	3%	(21)	824
4-Region: West	29%	(153)	38%	(196)	12%	(61)	11%	(55)	8%	(44)	2%	(10)	520
Yes, an avid fan	36%	(276)	36%	(278)	12%	(91)	8%	(59)	5%	(42)	2%	(17)	764
Yes, a casual fan	32%	(225)	39%	(280)	10%	(72)	10%	(68)	9%	(64)	1%	(4)	712
Not a fan	29%	(214)	38%	(278)	10%	(75)	7%	(48)	12%	(86)	3%	(23)	724

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

Table SB1_5: Do you have a favorable or unfavorable impression of the following?*Doritos*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	45% (979)	38% (838)	6% (133)	3% (56)	7% (161)	1% (33)	2200
Gender: Male	47% (496)	37% (390)	6% (64)	3% (31)	6% (62)	2% (18)	1062
Gender: Female	42% (483)	39% (448)	6% (69)	2% (24)	9% (99)	1% (15)	1138
Age: 18-29	53% (242)	29% (134)	7% (34)	2% (11)	6% (28)	2% (11)	460
Age: 30-44	51% (282)	35% (193)	5% (27)	2% (11)	6% (34)	1% (5)	552
Age: 45-54	50% (148)	38% (113)	5% (14)	1% (4)	5% (14)	2% (5)	299
Age: 55-64	42% (190)	41% (186)	6% (29)	2% (8)	7% (33)	1% (7)	452
Age: 65+	27% (116)	48% (211)	7% (29)	5% (22)	12% (52)	1% (6)	436
Generation Z: 18-22	58% (124)	26% (55)	9% (18)	1% (1)	4% (9)	2% (5)	212
Millennial: Age 23-38	48% (286)	36% (213)	5% (31)	3% (18)	7% (41)	2% (10)	598
Generation X: Age 39-54	53% (263)	34% (173)	5% (25)	1% (7)	5% (26)	1% (6)	501
Boomers: Age 55-73	37% (293)	44% (344)	6% (46)	3% (26)	9% (72)	1% (8)	788
PID: Dem (no lean)	46% (382)	38% (318)	4% (37)	3% (24)	7% (56)	1% (12)	829
PID: Ind (no lean)	41% (279)	37% (249)	8% (57)	3% (22)	8% (55)	2% (16)	677
PID: Rep (no lean)	46% (319)	39% (271)	6% (39)	1% (10)	7% (50)	1% (4)	694
PID/Gender: Dem Men	53% (197)	35% (132)	3% (12)	2% (9)	5% (18)	1% (5)	372
PID/Gender: Dem Women	41% (185)	41% (187)	5% (24)	3% (15)	8% (38)	2% (7)	457
PID/Gender: Ind Men	41% (140)	34% (116)	11% (37)	4% (15)	7% (22)	3% (10)	340
PID/Gender: Ind Women	41% (139)	39% (133)	6% (21)	2% (7)	10% (32)	2% (6)	337
PID/Gender: Rep Men	46% (159)	41% (142)	4% (16)	2% (7)	6% (22)	1% (3)	349
PID/Gender: Rep Women	46% (159)	37% (129)	7% (24)	1% (3)	8% (28)	— (1)	344
Ideo: Liberal (1-3)	43% (239)	39% (215)	7% (37)	2% (13)	8% (46)	1% (6)	556
Ideo: Moderate (4)	44% (271)	39% (237)	6% (36)	3% (21)	7% (42)	1% (6)	613
Ideo: Conservative (5-7)	46% (351)	39% (299)	6% (44)	2% (15)	6% (47)	1% (6)	762
Educ: < College	50% (749)	36% (546)	5% (68)	2% (28)	6% (96)	2% (25)	1512
Educ: Bachelors degree	34% (153)	43% (192)	9% (38)	3% (15)	9% (42)	1% (4)	444
Educ: Post-grad	32% (77)	41% (100)	11% (27)	5% (12)	10% (23)	2% (4)	244
Income: Under 50k	48% (606)	35% (439)	5% (65)	2% (27)	8% (98)	2% (25)	1261
Income: 50k-100k	40% (245)	42% (259)	7% (44)	4% (22)	6% (38)	1% (5)	613
Income: 100k+	39% (127)	43% (140)	7% (24)	2% (6)	8% (25)	1% (3)	326
Ethnicity: White	42% (724)	41% (698)	6% (105)	2% (42)	7% (128)	1% (24)	1722

Continued on next page

Table SB1_5: Do you have a favorable or unfavorable impression of the following?

Doritos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	45% (979)	38% (838)	6% (133)	3% (56)	7% (161)	1% (33)	2200
Ethnicity: Hispanic	51% (178)	31% (110)	10% (33)	3% (10)	4% (14)	1% (5)	349
Ethnicity: Afr. Am.	57% (157)	25% (67)	5% (14)	3% (9)	9% (24)	1% (3)	274
Ethnicity: Other	48% (98)	36% (72)	7% (14)	3% (5)	4% (9)	2% (5)	204
Community: Urban	45% (256)	36% (206)	6% (37)	4% (21)	7% (40)	2% (10)	570
Community: Suburban	43% (446)	38% (389)	8% (78)	2% (25)	7% (76)	2% (17)	1031
Community: Rural	46% (277)	41% (243)	3% (18)	2% (10)	7% (45)	1% (7)	599
Employ: Private Sector	44% (290)	39% (257)	8% (56)	2% (11)	7% (45)	1% (5)	665
Employ: Government	43% (63)	40% (59)	5% (8)	2% (3)	6% (9)	3% (5)	147
Employ: Self-Employed	53% (90)	33% (55)	4% (6)	2% (3)	8% (14)	— (1)	169
Employ: Homemaker	46% (68)	36% (53)	4% (6)	2% (3)	10% (15)	2% (3)	148
Employ: Retired	32% (164)	47% (239)	6% (30)	5% (25)	9% (48)	1% (5)	511
Employ: Unemployed	58% (160)	29% (79)	3% (9)	2% (5)	5% (15)	3% (8)	276
Employ: Other	53% (87)	34% (55)	4% (7)	2% (4)	5% (7)	2% (3)	164
Military HH: Yes	41% (147)	43% (154)	6% (21)	2% (8)	7% (26)	1% (4)	360
Military HH: No	45% (832)	37% (683)	6% (113)	3% (48)	7% (135)	2% (29)	1840
RD/WT: Right Direction	43% (359)	39% (326)	6% (46)	2% (20)	8% (62)	2% (13)	826
RD/WT: Wrong Track	45% (620)	37% (512)	6% (88)	3% (35)	7% (99)	1% (20)	1374
Trump Job Approve	46% (411)	38% (345)	6% (55)	2% (22)	7% (61)	1% (9)	903
Trump Job Disapprove	44% (516)	38% (449)	6% (73)	3% (30)	8% (89)	1% (13)	1169
Trump Job Strongly Approve	48% (238)	35% (175)	7% (33)	3% (16)	5% (27)	1% (5)	494
Trump Job Somewhat Approve	42% (173)	42% (170)	6% (23)	1% (6)	8% (34)	1% (4)	409
Trump Job Somewhat Disapprove	41% (111)	39% (106)	9% (25)	1% (4)	8% (22)	2% (5)	272
Trump Job Strongly Disapprove	45% (405)	38% (343)	5% (48)	3% (26)	7% (67)	1% (8)	898
Favorable of Trump	45% (410)	39% (357)	6% (51)	2% (19)	7% (63)	1% (7)	907
Unfavorable of Trump	44% (510)	39% (446)	6% (73)	3% (33)	7% (78)	1% (9)	1149
Very Favorable of Trump	48% (250)	37% (191)	6% (31)	2% (11)	6% (29)	1% (4)	516
Somewhat Favorable of Trump	41% (160)	42% (166)	5% (20)	2% (8)	9% (34)	1% (3)	391
Somewhat Unfavorable of Trump	40% (85)	45% (93)	6% (13)	2% (5)	5% (10)	2% (4)	210
Very Unfavorable of Trump	45% (425)	38% (353)	6% (60)	3% (28)	7% (68)	1% (6)	940

Continued on next page

Table SB1_5: Do you have a favorable or unfavorable impression of the following?*Doritos*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	45% (979)	38% (838)	6% (133)	3% (56)	7% (161)	1% (33)	2200
#1 Issue: Economy	50% (291)	35% (201)	6% (32)	2% (13)	6% (32)	1% (7)	576
#1 Issue: Security	46% (180)	37% (145)	8% (31)	1% (5)	6% (22)	1% (5)	390
#1 Issue: Health Care	43% (179)	42% (175)	6% (23)	2% (9)	7% (30)	1% (3)	420
#1 Issue: Medicare / Social Security	37% (119)	43% (140)	4% (14)	4% (14)	10% (32)	1% (4)	323
#1 Issue: Women's Issues	43% (40)	33% (30)	7% (7)	4% (4)	8% (8)	4% (4)	92
#1 Issue: Education	50% (70)	40% (55)	2% (3)	— (0)	5% (8)	2% (3)	140
#1 Issue: Energy	44% (62)	33% (46)	9% (13)	4% (6)	9% (13)	1% (2)	141
#1 Issue: Other	33% (39)	38% (45)	8% (10)	4% (5)	14% (17)	3% (4)	119
2018 House Vote: Democrat	41% (320)	41% (326)	6% (46)	3% (26)	8% (63)	1% (9)	790
2018 House Vote: Republican	44% (292)	38% (251)	7% (46)	2% (16)	8% (51)	1% (5)	660
2018 House Vote: Someone else	48% (36)	33% (24)	9% (7)	1% (1)	8% (6)	1% (1)	74
2016 Vote: Hillary Clinton	44% (312)	40% (286)	5% (38)	3% (23)	7% (51)	1% (6)	716
2016 Vote: Donald Trump	44% (310)	38% (270)	6% (43)	2% (16)	8% (58)	1% (8)	704
2016 Vote: Other	38% (56)	38% (56)	11% (16)	3% (4)	9% (13)	1% (2)	147
2016 Vote: Didn't Vote	48% (302)	35% (223)	6% (37)	2% (13)	6% (39)	3% (16)	629
Voted in 2014: Yes	43% (585)	39% (530)	6% (79)	3% (37)	8% (104)	1% (16)	1351
Voted in 2014: No	46% (395)	36% (308)	6% (54)	2% (19)	7% (57)	2% (16)	849
2012 Vote: Barack Obama	44% (363)	39% (325)	5% (43)	3% (24)	7% (60)	1% (10)	826
2012 Vote: Mitt Romney	43% (230)	40% (218)	6% (35)	2% (12)	7% (40)	1% (5)	542
2012 Vote: Other	40% (36)	37% (33)	10% (8)	2% (2)	9% (8)	1% (1)	88
2012 Vote: Didn't Vote	47% (350)	35% (260)	6% (47)	2% (16)	7% (53)	2% (16)	742
4-Region: Northeast	39% (154)	42% (166)	7% (27)	3% (11)	8% (31)	1% (4)	394
4-Region: Midwest	43% (199)	41% (190)	4% (20)	2% (7)	8% (37)	2% (9)	462
4-Region: South	49% (402)	35% (291)	5% (43)	3% (22)	7% (55)	1% (11)	824
4-Region: West	43% (224)	37% (191)	8% (42)	3% (15)	7% (39)	2% (9)	520
Yes, an avid fan	56% (427)	33% (249)	5% (36)	2% (16)	4% (32)	1% (4)	764
Yes, a casual fan	40% (286)	43% (309)	7% (48)	3% (18)	7% (48)	— (3)	712
Not a fan	37% (266)	39% (280)	7% (50)	3% (21)	11% (81)	3% (25)	724

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

Table SB1_6: Do you have a favorable or unfavorable impression of the following?
Planters Peanuts

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	35% (759)	41% (905)	4% (83)	3% (69)	13% (282)	5% (101)	2200
Gender: Male	35% (373)	40% (420)	4% (47)	4% (43)	11% (121)	6% (58)	1062
Gender: Female	34% (387)	43% (485)	3% (36)	2% (26)	14% (161)	4% (43)	1138
Age: 18-29	20% (93)	29% (134)	6% (28)	9% (40)	21% (95)	15% (71)	460
Age: 30-44	31% (174)	45% (249)	5% (26)	2% (11)	14% (75)	3% (17)	552
Age: 45-54	44% (131)	39% (116)	5% (15)	2% (6)	8% (25)	2% (6)	299
Age: 55-64	43% (195)	43% (195)	2% (9)	1% (5)	9% (41)	2% (7)	452
Age: 65+	38% (167)	48% (211)	2% (7)	2% (7)	10% (45)	— (0)	436
Generation Z: 18-22	16% (33)	20% (42)	6% (13)	11% (23)	24% (52)	23% (50)	212
Millennial: Age 23-38	26% (158)	41% (248)	5% (32)	5% (28)	16% (98)	6% (34)	598
Generation X: Age 39-54	41% (206)	42% (209)	5% (23)	2% (8)	9% (45)	2% (10)	501
Boomers: Age 55-73	42% (333)	45% (353)	2% (13)	1% (8)	9% (73)	1% (7)	788
PID: Dem (no lean)	35% (292)	39% (324)	4% (35)	3% (28)	13% (112)	5% (39)	829
PID: Ind (no lean)	30% (204)	40% (272)	4% (25)	4% (28)	15% (101)	7% (47)	677
PID: Rep (no lean)	38% (263)	45% (310)	3% (24)	2% (13)	10% (69)	2% (14)	694
PID/Gender: Dem Men	37% (139)	37% (139)	6% (21)	4% (16)	10% (38)	5% (19)	372
PID/Gender: Dem Women	33% (153)	40% (184)	3% (14)	3% (12)	16% (73)	4% (20)	457
PID/Gender: Ind Men	29% (98)	39% (133)	3% (11)	5% (16)	17% (56)	7% (25)	340
PID/Gender: Ind Women	31% (106)	41% (139)	4% (14)	4% (12)	13% (45)	7% (22)	337
PID/Gender: Rep Men	39% (135)	42% (147)	5% (16)	3% (11)	7% (26)	4% (14)	349
PID/Gender: Rep Women	37% (128)	47% (162)	2% (8)	1% (2)	13% (43)	— (0)	344
Ideo: Liberal (1-3)	31% (170)	43% (241)	4% (21)	3% (16)	15% (86)	4% (21)	556
Ideo: Moderate (4)	34% (207)	40% (243)	4% (27)	4% (24)	14% (87)	4% (24)	613
Ideo: Conservative (5-7)	41% (313)	45% (341)	3% (23)	2% (16)	8% (61)	1% (9)	762
Educ: < College	37% (554)	38% (581)	3% (52)	4% (62)	12% (182)	5% (82)	1512
Educ: Bachelors degree	30% (132)	49% (215)	4% (16)	1% (6)	14% (62)	3% (12)	444
Educ: Post-grad	30% (74)	45% (109)	6% (15)	1% (2)	15% (37)	3% (7)	244
Income: Under 50k	35% (442)	38% (481)	4% (48)	4% (46)	14% (178)	5% (66)	1261
Income: 50k-100k	37% (228)	44% (268)	3% (21)	2% (11)	9% (56)	5% (29)	613
Income: 100k+	27% (89)	48% (156)	5% (15)	4% (12)	14% (47)	2% (7)	326
Ethnicity: White	36% (623)	43% (741)	4% (61)	2% (43)	11% (198)	3% (56)	1722

Continued on next page

Table SB1_6: Do you have a favorable or unfavorable impression of the following?
Planters Peanuts

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	35% (759)	41% (905)	4% (83)	3% (69)	13% (282)	5% (101)	2200
Ethnicity: Hispanic	27% (95)	35% (123)	5% (19)	8% (28)	16% (56)	8% (29)	349
Ethnicity: Afr. Am.	34% (94)	30% (82)	3% (7)	6% (16)	18% (49)	9% (26)	274
Ethnicity: Other	21% (42)	40% (82)	8% (16)	5% (11)	17% (34)	9% (19)	204
Community: Urban	32% (183)	40% (226)	4% (25)	3% (16)	15% (85)	6% (35)	570
Community: Suburban	34% (347)	42% (436)	4% (39)	3% (35)	12% (125)	5% (49)	1031
Community: Rural	38% (229)	41% (243)	3% (19)	3% (18)	12% (71)	3% (17)	599
Employ: Private Sector	33% (219)	43% (285)	5% (32)	4% (25)	13% (84)	3% (21)	665
Employ: Government	27% (39)	44% (64)	5% (8)	1% (2)	12% (17)	12% (17)	147
Employ: Self-Employed	40% (67)	39% (67)	5% (9)	1% (1)	11% (18)	4% (7)	169
Employ: Homemaker	47% (69)	36% (54)	1% (2)	1% (1)	13% (19)	2% (3)	148
Employ: Retired	41% (211)	46% (237)	1% (7)	2% (9)	9% (47)	— (0)	511
Employ: Unemployed	30% (83)	37% (103)	3% (8)	6% (17)	15% (42)	8% (23)	276
Employ: Other	31% (51)	36% (59)	5% (8)	5% (8)	17% (27)	6% (10)	164
Military HH: Yes	44% (158)	40% (146)	2% (8)	4% (13)	8% (28)	2% (7)	360
Military HH: No	33% (601)	41% (759)	4% (76)	3% (56)	14% (253)	5% (94)	1840
RD/WT: Right Direction	37% (303)	44% (365)	3% (29)	2% (20)	10% (86)	3% (24)	826
RD/WT: Wrong Track	33% (457)	39% (540)	4% (55)	4% (50)	14% (195)	6% (77)	1374
Trump Job Approve	38% (340)	44% (400)	3% (27)	3% (31)	10% (93)	1% (13)	903
Trump Job Disapprove	33% (386)	40% (472)	4% (50)	3% (36)	14% (161)	5% (64)	1169
Trump Job Strongly Approve	45% (224)	37% (181)	2% (12)	3% (17)	10% (51)	2% (8)	494
Trump Job Somewhat Approve	28% (116)	53% (219)	4% (15)	3% (14)	10% (42)	1% (4)	409
Trump Job Somewhat Disapprove	32% (86)	43% (117)	5% (13)	— (1)	13% (34)	8% (21)	272
Trump Job Strongly Disapprove	33% (300)	40% (355)	4% (37)	4% (36)	14% (127)	5% (43)	898
Favorable of Trump	37% (339)	46% (417)	3% (30)	2% (18)	9% (86)	2% (17)	907
Unfavorable of Trump	34% (388)	39% (453)	4% (51)	4% (50)	13% (152)	5% (56)	1149
Very Favorable of Trump	46% (238)	40% (209)	3% (13)	1% (7)	8% (43)	1% (6)	516
Somewhat Favorable of Trump	26% (101)	53% (208)	4% (17)	3% (10)	11% (43)	3% (11)	391
Somewhat Unfavorable of Trump	31% (64)	41% (86)	5% (10)	4% (8)	17% (37)	2% (5)	210
Very Unfavorable of Trump	34% (324)	39% (367)	4% (41)	4% (42)	12% (115)	5% (51)	940

Continued on next page

**Table SB1_6: Do you have a favorable or unfavorable impression of the following?
Planters Peanuts**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	35% (759)	41% (905)	4% (83)	3% (69)	13% (282)	5% (101)	2200
#1 Issue: Economy	31% (176)	41% (235)	4% (24)	4% (23)	14% (80)	7% (38)	576
#1 Issue: Security	40% (154)	43% (168)	3% (11)	2% (9)	10% (37)	2% (10)	390
#1 Issue: Health Care	38% (161)	43% (182)	3% (12)	3% (11)	11% (46)	2% (8)	420
#1 Issue: Medicare / Social Security	44% (141)	42% (135)	3% (9)	1% (3)	9% (30)	1% (5)	323
#1 Issue: Women's Issues	27% (25)	35% (32)	8% (7)	1% (1)	21% (20)	7% (7)	92
#1 Issue: Education	26% (36)	38% (53)	6% (9)	6% (8)	11% (16)	13% (18)	140
#1 Issue: Energy	22% (30)	47% (66)	5% (6)	5% (7)	16% (22)	6% (9)	141
#1 Issue: Other	30% (36)	28% (34)	5% (5)	5% (6)	25% (30)	6% (7)	119
2018 House Vote: Democrat	34% (269)	42% (328)	4% (34)	3% (26)	13% (106)	3% (26)	790
2018 House Vote: Republican	42% (278)	43% (284)	4% (27)	1% (6)	9% (57)	1% (8)	660
2018 House Vote: Someone else	36% (27)	46% (34)	4% (3)	1% (1)	10% (8)	3% (2)	74
2016 Vote: Hillary Clinton	35% (249)	41% (297)	5% (36)	3% (23)	13% (96)	2% (15)	716
2016 Vote: Donald Trump	41% (287)	45% (317)	3% (20)	1% (9)	8% (59)	2% (12)	704
2016 Vote: Other	36% (52)	41% (60)	3% (4)	6% (8)	12% (18)	3% (4)	147
2016 Vote: Didn't Vote	27% (170)	36% (229)	4% (24)	5% (29)	17% (108)	11% (70)	629
Voted in 2014: Yes	39% (523)	44% (589)	4% (53)	1% (18)	11% (144)	2% (23)	1351
Voted in 2014: No	28% (236)	37% (316)	4% (30)	6% (51)	16% (137)	9% (78)	849
2012 Vote: Barack Obama	37% (305)	45% (368)	4% (34)	2% (16)	10% (86)	2% (17)	826
2012 Vote: Mitt Romney	41% (225)	44% (240)	3% (16)	1% (5)	9% (48)	1% (8)	542
2012 Vote: Other	37% (33)	46% (40)	3% (2)	— (0)	11% (10)	3% (3)	88
2012 Vote: Didn't Vote	26% (197)	34% (255)	4% (32)	6% (48)	19% (138)	10% (73)	742
4-Region: Northeast	34% (133)	42% (166)	6% (24)	2% (9)	11% (45)	4% (16)	394
4-Region: Midwest	36% (164)	45% (210)	3% (16)	2% (7)	11% (53)	3% (12)	462
4-Region: South	38% (317)	39% (318)	4% (29)	2% (15)	13% (107)	5% (37)	824
4-Region: West	28% (145)	40% (210)	3% (14)	7% (37)	15% (77)	7% (36)	520
Yes, an avid fan	42% (323)	40% (305)	4% (30)	3% (24)	7% (52)	4% (29)	764
Yes, a casual fan	32% (228)	42% (299)	4% (26)	3% (21)	15% (103)	5% (35)	712
Not a fan	29% (208)	42% (301)	4% (28)	3% (24)	17% (126)	5% (37)	724

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

Table SB1_7: Do you have a favorable or unfavorable impression of the following?*Bud Light*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (333)	26% (568)	11% (241)	20% (441)	25% (555)	3% (62)	2200
Gender: Male	21% (218)	26% (275)	11% (121)	18% (192)	21% (219)	3% (36)	1062
Gender: Female	10% (115)	26% (293)	11% (120)	22% (249)	29% (335)	2% (26)	1138
Age: 18-29	15% (69)	18% (82)	13% (58)	21% (98)	26% (119)	7% (34)	460
Age: 30-44	18% (102)	26% (144)	11% (62)	21% (118)	21% (115)	2% (12)	552
Age: 45-54	19% (57)	30% (91)	9% (27)	17% (51)	22% (66)	2% (6)	299
Age: 55-64	14% (62)	27% (123)	11% (51)	23% (103)	24% (107)	2% (7)	452
Age: 65+	10% (43)	29% (128)	10% (43)	16% (71)	34% (148)	1% (3)	436
Generation Z: 18-22	10% (21)	17% (36)	8% (17)	23% (48)	32% (67)	11% (23)	212
Millennial: Age 23-38	18% (105)	23% (137)	14% (81)	22% (135)	20% (120)	3% (20)	598
Generation X: Age 39-54	20% (102)	29% (145)	10% (48)	17% (85)	22% (112)	2% (9)	501
Boomers: Age 55-73	13% (100)	28% (220)	10% (83)	20% (154)	28% (221)	1% (10)	788
PID: Dem (no lean)	14% (119)	26% (219)	11% (88)	19% (157)	27% (220)	3% (26)	829
PID: Ind (no lean)	12% (81)	23% (158)	11% (76)	23% (154)	27% (183)	4% (26)	677
PID: Rep (no lean)	19% (133)	28% (191)	11% (77)	19% (131)	22% (152)	1% (10)	694
PID/Gender: Dem Men	21% (78)	26% (96)	12% (44)	19% (71)	18% (68)	4% (16)	372
PID/Gender: Dem Women	9% (41)	27% (123)	10% (44)	19% (86)	33% (152)	2% (11)	457
PID/Gender: Ind Men	16% (54)	24% (83)	10% (35)	21% (72)	24% (81)	5% (16)	340
PID/Gender: Ind Women	8% (27)	22% (75)	12% (41)	24% (82)	30% (102)	3% (10)	337
PID/Gender: Rep Men	25% (86)	28% (97)	12% (42)	14% (49)	20% (70)	1% (5)	349
PID/Gender: Rep Women	13% (46)	27% (94)	10% (36)	24% (81)	24% (82)	2% (5)	344
Ideo: Liberal (1-3)	12% (67)	26% (146)	13% (73)	22% (120)	25% (142)	2% (9)	556
Ideo: Moderate (4)	16% (100)	24% (147)	13% (81)	18% (107)	26% (158)	3% (20)	613
Ideo: Conservative (5-7)	16% (124)	29% (224)	10% (78)	22% (165)	21% (162)	1% (8)	762
Educ: < College	16% (249)	25% (373)	9% (144)	20% (303)	26% (392)	3% (52)	1512
Educ: Bachelors degree	13% (56)	31% (137)	12% (54)	19% (85)	24% (105)	1% (6)	444
Educ: Post-grad	11% (27)	24% (58)	18% (43)	22% (53)	24% (57)	2% (4)	244
Income: Under 50k	15% (194)	23% (291)	10% (125)	22% (275)	26% (328)	4% (48)	1261
Income: 50k-100k	15% (93)	28% (172)	12% (74)	17% (103)	26% (161)	2% (10)	613
Income: 100k+	14% (46)	32% (104)	13% (42)	20% (64)	20% (66)	1% (4)	326
Ethnicity: White	15% (261)	26% (453)	12% (206)	19% (334)	25% (436)	2% (32)	1722

Continued on next page

**Table SB1_7: Do you have a favorable or unfavorable impression of the following?
Bud Light**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	15%	(333)	26%	(568)	11%	(241)	20%	(441)	25%	(555)	3%	(62)	2200
Ethnicity: Hispanic	19%	(67)	25%	(88)	13%	(45)	23%	(81)	15%	(52)	5%	(17)	349
Ethnicity: Afr. Am.	16%	(44)	20%	(56)	6%	(17)	25%	(69)	24%	(67)	8%	(21)	274
Ethnicity: Other	14%	(28)	29%	(59)	9%	(18)	19%	(38)	25%	(51)	5%	(9)	204
Community: Urban	18%	(100)	26%	(146)	12%	(70)	16%	(93)	24%	(137)	4%	(25)	570
Community: Suburban	14%	(144)	28%	(285)	11%	(116)	20%	(201)	25%	(261)	2%	(24)	1031
Community: Rural	15%	(89)	23%	(137)	9%	(55)	25%	(147)	26%	(157)	2%	(14)	599
Employ: Private Sector	19%	(125)	29%	(195)	13%	(88)	16%	(110)	21%	(138)	1%	(10)	665
Employ: Government	16%	(24)	28%	(41)	12%	(18)	20%	(30)	19%	(27)	5%	(7)	147
Employ: Self-Employed	20%	(34)	15%	(26)	13%	(22)	19%	(33)	24%	(41)	8%	(14)	169
Employ: Homemaker	14%	(21)	30%	(44)	8%	(11)	21%	(32)	23%	(34)	3%	(5)	148
Employ: Retired	11%	(58)	29%	(150)	9%	(45)	18%	(90)	32%	(164)	1%	(4)	511
Employ: Unemployed	10%	(28)	24%	(66)	10%	(27)	24%	(65)	29%	(81)	3%	(9)	276
Employ: Other	18%	(30)	21%	(34)	10%	(16)	26%	(42)	23%	(38)	3%	(4)	164
Military HH: Yes	13%	(48)	32%	(115)	8%	(30)	19%	(69)	25%	(91)	2%	(8)	360
Military HH: No	15%	(285)	25%	(453)	11%	(211)	20%	(372)	25%	(464)	3%	(55)	1840
RD/WT: Right Direction	18%	(151)	30%	(244)	9%	(78)	17%	(143)	24%	(195)	2%	(15)	826
RD/WT: Wrong Track	13%	(182)	24%	(324)	12%	(163)	22%	(299)	26%	(360)	3%	(48)	1374
Trump Job Approve	19%	(171)	28%	(254)	11%	(95)	18%	(166)	22%	(201)	2%	(16)	903
Trump Job Disapprove	12%	(142)	26%	(300)	12%	(138)	22%	(255)	26%	(299)	3%	(34)	1169
Trump Job Strongly Approve	21%	(105)	27%	(135)	10%	(50)	18%	(89)	21%	(102)	3%	(13)	494
Trump Job Somewhat Approve	16%	(66)	29%	(120)	11%	(45)	19%	(77)	24%	(99)	1%	(2)	409
Trump Job Somewhat Disapprove	12%	(32)	29%	(79)	12%	(31)	19%	(52)	24%	(66)	5%	(13)	272
Trump Job Strongly Disapprove	12%	(111)	25%	(221)	12%	(107)	23%	(204)	26%	(233)	2%	(22)	898
Favorable of Trump	20%	(177)	28%	(257)	10%	(93)	18%	(161)	23%	(211)	1%	(8)	907
Unfavorable of Trump	13%	(145)	25%	(291)	13%	(145)	23%	(262)	25%	(283)	2%	(23)	1149
Very Favorable of Trump	23%	(118)	27%	(141)	9%	(46)	19%	(96)	21%	(109)	1%	(7)	516
Somewhat Favorable of Trump	15%	(59)	30%	(116)	12%	(46)	17%	(65)	26%	(103)	—	(2)	391
Somewhat Unfavorable of Trump	13%	(28)	22%	(45)	17%	(35)	22%	(46)	24%	(50)	3%	(6)	210
Very Unfavorable of Trump	12%	(117)	26%	(246)	12%	(110)	23%	(216)	25%	(233)	2%	(17)	940

Continued on next page

**Table SB1_7: Do you have a favorable or unfavorable impression of the following?
Bud Light**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (333)	26% (568)	11% (241)	20% (441)	25% (555)	3% (62)	2200
#1 Issue: Economy	17% (96)	24% (136)	11% (63)	23% (130)	23% (132)	3% (18)	576
#1 Issue: Security	13% (52)	35% (136)	10% (38)	18% (71)	22% (86)	2% (7)	390
#1 Issue: Health Care	16% (66)	26% (110)	15% (62)	18% (76)	24% (102)	1% (3)	420
#1 Issue: Medicare / Social Security	15% (49)	27% (88)	8% (26)	15% (49)	32% (105)	2% (7)	323
#1 Issue: Women's Issues	15% (13)	18% (17)	8% (7)	28% (25)	29% (27)	3% (3)	92
#1 Issue: Education	18% (25)	19% (27)	10% (14)	20% (28)	25% (34)	8% (10)	140
#1 Issue: Energy	13% (19)	22% (30)	15% (21)	24% (34)	23% (32)	3% (4)	141
#1 Issue: Other	10% (12)	20% (24)	9% (10)	22% (27)	31% (37)	8% (10)	119
2018 House Vote: Democrat	14% (114)	26% (203)	12% (97)	19% (149)	26% (206)	3% (20)	790
2018 House Vote: Republican	18% (122)	29% (189)	10% (66)	21% (137)	20% (135)	2% (11)	660
2018 House Vote: Someone else	10% (8)	20% (15)	11% (8)	26% (19)	32% (24)	1% (1)	74
2016 Vote: Hillary Clinton	14% (104)	27% (195)	12% (87)	19% (135)	25% (177)	2% (18)	716
2016 Vote: Donald Trump	18% (130)	28% (200)	11% (78)	20% (139)	21% (146)	2% (11)	704
2016 Vote: Other	9% (14)	27% (39)	13% (20)	24% (35)	25% (37)	2% (3)	147
2016 Vote: Didn't Vote	13% (85)	21% (132)	9% (56)	21% (133)	31% (193)	5% (30)	629
Voted in 2014: Yes	16% (217)	28% (377)	11% (152)	20% (265)	23% (311)	2% (28)	1351
Voted in 2014: No	14% (116)	22% (190)	10% (89)	21% (176)	29% (243)	4% (35)	849
2012 Vote: Barack Obama	16% (130)	26% (217)	12% (99)	19% (154)	26% (215)	1% (11)	826
2012 Vote: Mitt Romney	17% (92)	31% (168)	9% (51)	21% (115)	20% (110)	1% (6)	542
2012 Vote: Other	15% (14)	21% (19)	15% (14)	22% (19)	22% (20)	4% (4)	88
2012 Vote: Didn't Vote	13% (97)	22% (164)	10% (77)	21% (153)	28% (209)	6% (42)	742
4-Region: Northeast	15% (59)	26% (102)	15% (59)	18% (72)	24% (94)	2% (8)	394
4-Region: Midwest	13% (59)	29% (132)	11% (51)	18% (82)	28% (129)	2% (9)	462
4-Region: South	18% (150)	25% (202)	9% (75)	19% (159)	26% (212)	3% (27)	824
4-Region: West	13% (66)	25% (132)	11% (56)	25% (129)	23% (120)	3% (18)	520
Yes, an avid fan	24% (181)	31% (235)	11% (84)	14% (108)	17% (131)	3% (25)	764
Yes, a casual fan	14% (98)	26% (184)	11% (77)	22% (155)	27% (193)	1% (5)	712
Not a fan	7% (54)	21% (150)	11% (80)	25% (178)	32% (230)	4% (32)	724

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

Table SB4: Did you have a positive, negative, or neutral impression of this ad? (NFL)

Demographic	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total N
Adults	34% (756)	26% (572)	24% (522)	9% (190)	7% (161)	2200
Gender: Male	34% (364)	25% (264)	23% (245)	8% (89)	9% (100)	1062
Gender: Female	34% (392)	27% (308)	24% (277)	9% (101)	5% (61)	1138
Age: 18-29	37% (172)	25% (115)	24% (108)	9% (39)	6% (26)	460
Age: 30-44	38% (210)	26% (145)	22% (122)	7% (40)	7% (36)	552
Age: 45-54	35% (105)	25% (73)	22% (65)	10% (29)	9% (26)	299
Age: 55-64	29% (132)	27% (123)	25% (111)	8% (38)	11% (48)	452
Age: 65+	32% (138)	26% (116)	26% (115)	10% (44)	6% (24)	436
Generation Z: 18-22	42% (88)	25% (53)	21% (45)	8% (18)	4% (9)	212
Millennial: Age 23-38	37% (223)	26% (158)	23% (135)	8% (45)	6% (37)	598
Generation X: Age 39-54	35% (176)	24% (122)	23% (115)	9% (45)	9% (43)	501
Boomers: Age 55-73	31% (242)	28% (217)	24% (188)	9% (71)	9% (70)	788
PID: Dem (no lean)	48% (399)	26% (219)	17% (140)	5% (38)	4% (33)	829
PID: Ind (no lean)	30% (202)	27% (181)	27% (181)	9% (63)	8% (52)	677
PID: Rep (no lean)	22% (155)	25% (172)	29% (200)	13% (90)	11% (76)	694
PID/Gender: Dem Men	45% (168)	27% (101)	18% (68)	6% (22)	4% (14)	372
PID/Gender: Dem Women	51% (231)	26% (117)	16% (73)	3% (16)	4% (19)	457
PID/Gender: Ind Men	31% (106)	25% (85)	25% (85)	9% (30)	10% (33)	340
PID/Gender: Ind Women	28% (96)	28% (95)	28% (95)	10% (32)	5% (18)	337
PID/Gender: Rep Men	26% (91)	22% (77)	26% (92)	11% (37)	15% (53)	349
PID/Gender: Rep Women	19% (64)	28% (95)	32% (109)	15% (52)	7% (23)	344
Ideo: Liberal (1-3)	47% (262)	27% (150)	16% (87)	6% (32)	4% (25)	556
Ideo: Moderate (4)	37% (228)	27% (166)	26% (159)	6% (34)	4% (27)	613
Ideo: Conservative (5-7)	22% (167)	28% (213)	24% (181)	15% (112)	12% (89)	762
Educ: < College	33% (498)	25% (383)	25% (384)	8% (125)	8% (122)	1512
Educ: Bachelors degree	37% (163)	29% (127)	21% (94)	8% (37)	5% (24)	444
Educ: Post-grad	39% (95)	25% (62)	18% (44)	11% (28)	6% (15)	244
Income: Under 50k	33% (420)	27% (336)	26% (323)	7% (88)	7% (94)	1261
Income: 50k-100k	36% (221)	23% (141)	22% (134)	12% (75)	7% (43)	613
Income: 100k+	35% (116)	29% (95)	20% (65)	8% (27)	7% (24)	326
Ethnicity: White	31% (529)	27% (473)	24% (416)	9% (161)	8% (143)	1722
Ethnicity: Hispanic	39% (138)	28% (96)	21% (72)	8% (28)	4% (15)	349

Continued on next page

Table SB4: *Did you have a positive, negative, or neutral impression of this ad? (NFL)*

Demographic	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total N
Adults	34% (756)	26% (572)	24% (522)	9% (190)	7% (161)	2200
Ethnicity: Afr. Am.	57% (155)	19% (53)	17% (47)	3% (7)	4% (12)	274
Ethnicity: Other	35% (72)	23% (46)	29% (58)	11% (22)	3% (6)	204
Community: Urban	38% (219)	23% (129)	24% (135)	8% (45)	7% (42)	570
Community: Suburban	33% (336)	30% (306)	22% (228)	9% (91)	7% (70)	1031
Community: Rural	33% (200)	23% (138)	26% (158)	9% (54)	8% (49)	599
Employ: Private Sector	34% (227)	28% (188)	21% (138)	10% (65)	7% (47)	665
Employ: Government	28% (41)	33% (48)	23% (33)	10% (14)	7% (10)	147
Employ: Self-Employed	38% (65)	25% (42)	21% (36)	5% (9)	10% (18)	169
Employ: Homemaker	34% (50)	22% (32)	28% (41)	8% (12)	9% (13)	148
Employ: Retired	33% (167)	27% (136)	25% (127)	9% (48)	6% (33)	511
Employ: Unemployed	36% (98)	20% (56)	28% (78)	7% (19)	9% (25)	276
Employ: Other	34% (56)	25% (41)	28% (46)	7% (12)	5% (9)	164
Military HH: Yes	33% (117)	20% (71)	26% (93)	13% (46)	9% (32)	360
Military HH: No	35% (639)	27% (500)	23% (429)	8% (143)	7% (129)	1840
RD/WT: Right Direction	24% (195)	27% (223)	26% (217)	12% (102)	11% (89)	826
RD/WT: Wrong Track	41% (561)	25% (349)	22% (304)	6% (88)	5% (72)	1374
Trump Job Approve	23% (203)	27% (242)	26% (235)	13% (120)	11% (103)	903
Trump Job Disapprove	45% (522)	25% (298)	20% (234)	6% (67)	4% (49)	1169
Trump Job Strongly Approve	23% (112)	20% (99)	26% (128)	14% (71)	17% (83)	494
Trump Job Somewhat Approve	22% (92)	35% (143)	26% (107)	12% (49)	5% (19)	409
Trump Job Somewhat Disapprove	34% (93)	30% (83)	23% (62)	9% (25)	3% (9)	272
Trump Job Strongly Disapprove	48% (429)	24% (216)	19% (171)	5% (41)	4% (40)	898
Favorable of Trump	22% (203)	27% (244)	26% (236)	13% (120)	12% (104)	907
Unfavorable of Trump	44% (506)	26% (297)	20% (232)	6% (69)	4% (45)	1149
Very Favorable of Trump	23% (121)	20% (104)	27% (138)	13% (68)	16% (85)	516
Somewhat Favorable of Trump	21% (82)	36% (141)	25% (97)	13% (52)	5% (19)	391
Somewhat Unfavorable of Trump	30% (64)	29% (61)	27% (57)	9% (19)	4% (9)	210
Very Unfavorable of Trump	47% (442)	25% (236)	19% (175)	5% (50)	4% (36)	940

Continued on next page

Table SB4: Did you have a positive, negative, or neutral impression of this ad? (NFL)

Demographic	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total N
Adults	34% (756)	26% (572)	24% (522)	9% (190)	7% (161)	2200
#1 Issue: Economy	36% (205)	24% (136)	23% (134)	9% (50)	9% (51)	576
#1 Issue: Security	25% (96)	22% (87)	28% (109)	14% (53)	11% (45)	390
#1 Issue: Health Care	34% (145)	33% (139)	20% (83)	8% (32)	5% (22)	420
#1 Issue: Medicare / Social Security	38% (122)	24% (77)	24% (76)	7% (22)	8% (26)	323
#1 Issue: Women's Issues	53% (49)	20% (19)	16% (15)	6% (5)	5% (4)	92
#1 Issue: Education	35% (49)	27% (38)	27% (38)	8% (12)	2% (3)	140
#1 Issue: Energy	43% (60)	30% (42)	19% (26)	5% (7)	4% (6)	141
#1 Issue: Other	26% (31)	30% (35)	33% (39)	8% (9)	4% (5)	119
2018 House Vote: Democrat	47% (373)	27% (214)	17% (137)	5% (40)	3% (26)	790
2018 House Vote: Republican	22% (144)	24% (156)	28% (183)	15% (97)	12% (81)	660
2018 House Vote: Someone else	32% (23)	28% (20)	28% (21)	10% (8)	3% (2)	74
2016 Vote: Hillary Clinton	50% (359)	25% (179)	17% (121)	5% (34)	3% (23)	716
2016 Vote: Donald Trump	23% (163)	25% (176)	27% (187)	13% (95)	12% (83)	704
2016 Vote: Other	31% (46)	33% (49)	22% (33)	10% (14)	4% (5)	147
2016 Vote: Didn't Vote	30% (188)	26% (165)	29% (181)	7% (47)	8% (49)	629
Voted in 2014: Yes	36% (491)	25% (337)	22% (297)	10% (129)	7% (96)	1351
Voted in 2014: No	31% (264)	28% (235)	26% (224)	7% (61)	8% (65)	849
2012 Vote: Barack Obama	46% (380)	27% (222)	18% (148)	5% (40)	4% (35)	826
2012 Vote: Mitt Romney	21% (115)	25% (135)	27% (148)	15% (80)	12% (64)	542
2012 Vote: Other	34% (30)	22% (19)	24% (21)	13% (11)	7% (6)	88
2012 Vote: Didn't Vote	31% (230)	26% (194)	28% (205)	8% (58)	7% (55)	742
4-Region: Northeast	33% (130)	26% (102)	25% (99)	8% (30)	8% (33)	394
4-Region: Midwest	29% (134)	32% (146)	23% (104)	10% (44)	7% (34)	462
4-Region: South	39% (321)	24% (194)	23% (189)	8% (62)	7% (57)	824
4-Region: West	33% (171)	25% (129)	25% (129)	10% (53)	7% (37)	520
Yes, an avid fan	43% (329)	25% (194)	18% (135)	8% (61)	6% (45)	764
Yes, a casual fan	32% (228)	28% (203)	24% (174)	9% (63)	6% (44)	712
Not a fan	27% (199)	24% (175)	29% (213)	9% (66)	10% (72)	724

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

Table SB6: Did you have a positive, negative, or neutral impression of this ad? (Bloomberg)

Demographic	Somewhat positive		Neutral		Somewhat negative		Very negative		Total N		
	Very positive										
Adults	29%	(643)	24%	(521)	21%	(462)	11%	(241)	15%	(332)	2200
Gender: Male	28%	(296)	21%	(225)	21%	(222)	11%	(117)	19%	(203)	1062
Gender: Female	30%	(347)	26%	(296)	21%	(241)	11%	(125)	11%	(130)	1138
Age: 18-29	31%	(142)	24%	(110)	28%	(128)	8%	(38)	9%	(44)	460
Age: 30-44	29%	(159)	25%	(136)	22%	(122)	10%	(57)	14%	(78)	552
Age: 45-54	27%	(82)	21%	(64)	22%	(65)	12%	(37)	17%	(51)	299
Age: 55-64	27%	(122)	23%	(105)	17%	(77)	13%	(58)	20%	(89)	452
Age: 65+	32%	(139)	24%	(105)	16%	(71)	12%	(51)	16%	(71)	436
Generation Z: 18-22	36%	(76)	22%	(47)	26%	(56)	7%	(14)	9%	(20)	212
Millennial: Age 23-38	26%	(158)	26%	(157)	25%	(147)	10%	(62)	12%	(74)	598
Generation X: Age 39-54	30%	(149)	21%	(107)	22%	(111)	11%	(56)	16%	(79)	501
Boomers: Age 55-73	29%	(227)	24%	(189)	17%	(132)	12%	(92)	19%	(147)	788
PID: Dem (no lean)	46%	(381)	27%	(226)	18%	(150)	5%	(40)	4%	(32)	829
PID: Ind (no lean)	26%	(174)	24%	(163)	24%	(163)	12%	(81)	14%	(97)	677
PID: Rep (no lean)	13%	(88)	19%	(132)	22%	(149)	17%	(121)	29%	(204)	694
PID/Gender: Dem Men	42%	(156)	27%	(101)	21%	(77)	7%	(24)	4%	(14)	372
PID/Gender: Dem Women	49%	(225)	28%	(126)	16%	(73)	3%	(15)	4%	(17)	457
PID/Gender: Ind Men	25%	(84)	21%	(70)	23%	(79)	12%	(42)	20%	(66)	340
PID/Gender: Ind Women	27%	(91)	27%	(93)	25%	(84)	12%	(39)	9%	(30)	337
PID/Gender: Rep Men	16%	(56)	16%	(54)	19%	(66)	14%	(51)	35%	(122)	349
PID/Gender: Rep Women	9%	(31)	23%	(78)	24%	(84)	20%	(70)	24%	(82)	344
Ideo: Liberal (1-3)	43%	(240)	29%	(159)	16%	(92)	6%	(35)	6%	(31)	556
Ideo: Moderate (4)	32%	(194)	28%	(172)	24%	(145)	9%	(55)	7%	(45)	613
Ideo: Conservative (5-7)	16%	(126)	17%	(127)	19%	(144)	18%	(137)	30%	(228)	762
Educ: < College	28%	(429)	22%	(331)	23%	(353)	11%	(159)	16%	(240)	1512
Educ: Bachelors degree	31%	(137)	27%	(121)	17%	(76)	11%	(51)	13%	(59)	444
Educ: Post-grad	32%	(77)	28%	(69)	14%	(33)	13%	(32)	14%	(33)	244
Income: Under 50k	30%	(384)	22%	(275)	24%	(309)	8%	(106)	15%	(187)	1261
Income: 50k-100k	29%	(176)	23%	(144)	16%	(101)	16%	(100)	15%	(93)	613
Income: 100k+	25%	(83)	31%	(102)	16%	(53)	11%	(35)	16%	(53)	326
Ethnicity: White	26%	(442)	23%	(399)	21%	(353)	13%	(224)	18%	(303)	1722
Ethnicity: Hispanic	35%	(123)	30%	(106)	20%	(69)	5%	(19)	9%	(33)	349

Continued on next page

Table SB6: *Did you have a positive, negative, or neutral impression of this ad? (Bloomberg)*

Demographic	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total N
Adults	29% (643)	24% (521)	21% (462)	11% (241)	15% (332)	2200
Ethnicity: Afr. Am.	47% (130)	25% (69)	21% (57)	2% (5)	5% (14)	274
Ethnicity: Other	35% (72)	26% (52)	26% (52)	6% (12)	8% (15)	204
Community: Urban	33% (188)	28% (157)	20% (112)	8% (44)	12% (68)	570
Community: Suburban	29% (297)	24% (248)	20% (209)	12% (125)	15% (151)	1031
Community: Rural	26% (157)	19% (115)	24% (141)	12% (72)	19% (113)	599
Employ: Private Sector	28% (185)	25% (169)	20% (135)	11% (74)	15% (102)	665
Employ: Government	29% (42)	26% (38)	19% (28)	10% (15)	16% (24)	147
Employ: Self-Employed	30% (51)	20% (33)	21% (35)	14% (23)	16% (27)	169
Employ: Homemaker	25% (36)	24% (36)	25% (36)	12% (17)	15% (22)	148
Employ: Retired	32% (164)	23% (116)	17% (88)	12% (61)	16% (82)	511
Employ: Unemployed	27% (74)	21% (58)	30% (84)	6% (16)	16% (44)	276
Employ: Other	36% (58)	24% (39)	18% (29)	12% (19)	11% (18)	164
Military HH: Yes	29% (103)	22% (79)	17% (61)	11% (38)	22% (79)	360
Military HH: No	29% (540)	24% (442)	22% (402)	11% (203)	14% (253)	1840
RD/WT: Right Direction	17% (138)	18% (149)	22% (182)	17% (139)	26% (218)	826
RD/WT: Wrong Track	37% (506)	27% (371)	20% (280)	7% (102)	8% (115)	1374
Trump Job Approve	14% (131)	16% (143)	22% (198)	18% (163)	30% (268)	903
Trump Job Disapprove	41% (476)	30% (348)	19% (220)	6% (72)	5% (54)	1169
Trump Job Strongly Approve	11% (54)	12% (57)	16% (80)	18% (89)	43% (213)	494
Trump Job Somewhat Approve	19% (77)	21% (86)	29% (118)	18% (74)	14% (55)	409
Trump Job Somewhat Disapprove	30% (81)	33% (89)	25% (68)	8% (22)	5% (13)	272
Trump Job Strongly Disapprove	44% (395)	29% (260)	17% (152)	6% (50)	5% (41)	898
Favorable of Trump	14% (126)	16% (149)	21% (195)	19% (168)	30% (269)	907
Unfavorable of Trump	41% (473)	30% (340)	19% (218)	6% (68)	4% (50)	1149
Very Favorable of Trump	11% (55)	12% (61)	18% (91)	18% (93)	42% (215)	516
Somewhat Favorable of Trump	18% (71)	22% (87)	27% (104)	19% (75)	14% (54)	391
Somewhat Unfavorable of Trump	24% (50)	33% (69)	26% (54)	11% (24)	6% (12)	210
Very Unfavorable of Trump	45% (422)	29% (271)	17% (164)	5% (44)	4% (38)	940

Continued on next page

Table SB6: Did you have a positive, negative, or neutral impression of this ad? (Bloomberg)

Demographic	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total N
Adults	29% (643)	24% (521)	21% (462)	11% (241)	15% (332)	2200
#1 Issue: Economy	29% (164)	21% (123)	21% (123)	12% (70)	17% (96)	576
#1 Issue: Security	18% (69)	16% (63)	20% (78)	17% (65)	29% (114)	390
#1 Issue: Health Care	34% (141)	30% (125)	20% (84)	8% (34)	8% (35)	420
#1 Issue: Medicare / Social Security	37% (121)	23% (76)	18% (60)	9% (30)	12% (37)	323
#1 Issue: Women's Issues	36% (34)	24% (22)	19% (18)	10% (9)	10% (9)	92
#1 Issue: Education	31% (44)	28% (39)	29% (40)	8% (11)	4% (6)	140
#1 Issue: Energy	32% (44)	39% (55)	18% (26)	6% (9)	5% (7)	141
#1 Issue: Other	22% (26)	15% (18)	29% (34)	11% (13)	24% (28)	119
2018 House Vote: Democrat	46% (362)	29% (230)	16% (129)	5% (41)	3% (27)	790
2018 House Vote: Republican	13% (85)	16% (108)	21% (139)	18% (120)	31% (207)	660
2018 House Vote: Someone else	16% (12)	29% (22)	27% (20)	16% (12)	11% (8)	74
2016 Vote: Hillary Clinton	49% (353)	29% (205)	15% (108)	5% (32)	3% (18)	716
2016 Vote: Donald Trump	14% (97)	16% (116)	20% (143)	19% (136)	30% (214)	704
2016 Vote: Other	19% (27)	31% (45)	26% (39)	9% (13)	15% (22)	147
2016 Vote: Didn't Vote	26% (166)	24% (154)	27% (173)	9% (59)	12% (78)	629
Voted in 2014: Yes	31% (418)	23% (311)	18% (245)	11% (151)	17% (224)	1351
Voted in 2014: No	26% (225)	25% (209)	26% (217)	11% (90)	13% (108)	849
2012 Vote: Barack Obama	45% (371)	28% (228)	17% (139)	6% (48)	5% (40)	826
2012 Vote: Mitt Romney	11% (57)	18% (97)	21% (112)	19% (104)	32% (171)	542
2012 Vote: Other	18% (16)	17% (15)	24% (22)	12% (10)	28% (25)	88
2012 Vote: Didn't Vote	27% (199)	24% (181)	26% (189)	10% (78)	13% (96)	742
4-Region: Northeast	31% (121)	25% (97)	20% (80)	13% (50)	11% (45)	394
4-Region: Midwest	26% (122)	22% (101)	26% (122)	10% (45)	15% (72)	462
4-Region: South	31% (258)	23% (186)	19% (160)	11% (88)	16% (132)	824
4-Region: West	27% (142)	26% (137)	19% (100)	11% (58)	16% (84)	520
Yes, an avid fan	36% (279)	24% (181)	17% (128)	10% (80)	13% (96)	764
Yes, a casual fan	28% (199)	25% (181)	21% (150)	12% (83)	14% (99)	712
Not a fan	23% (166)	22% (158)	25% (184)	11% (78)	19% (137)	724

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

Table SB8: Did you have a positive, negative, or neutral impression of this ad? (Trump)

Demographic	Somewhat positive		Neutral		Somewhat negative		Very negative		Total N		
	Very positive										
Adults	31%	(684)	14%	(307)	15%	(329)	9%	(191)	31%	(690)	2200
Gender: Male	33%	(354)	15%	(161)	14%	(149)	8%	(90)	29%	(308)	1062
Gender: Female	29%	(330)	13%	(146)	16%	(180)	9%	(101)	34%	(382)	1138
Age: 18-29	18%	(83)	14%	(64)	24%	(109)	13%	(60)	32%	(145)	460
Age: 30-44	27%	(152)	17%	(95)	16%	(90)	9%	(48)	30%	(167)	552
Age: 45-54	30%	(90)	18%	(54)	15%	(45)	5%	(14)	32%	(95)	299
Age: 55-64	42%	(189)	11%	(49)	10%	(46)	8%	(34)	30%	(135)	452
Age: 65+	39%	(171)	10%	(44)	9%	(39)	8%	(35)	34%	(148)	436
Generation Z: 18-22	14%	(30)	15%	(32)	31%	(67)	10%	(21)	29%	(62)	212
Millennial: Age 23-38	24%	(141)	16%	(95)	17%	(100)	12%	(74)	31%	(188)	598
Generation X: Age 39-54	31%	(153)	17%	(87)	15%	(76)	5%	(27)	31%	(157)	501
Boomers: Age 55-73	40%	(317)	11%	(84)	10%	(76)	8%	(60)	32%	(251)	788
PID: Dem (no lean)	7%	(54)	10%	(82)	13%	(108)	14%	(115)	57%	(470)	829
PID: Ind (no lean)	23%	(154)	16%	(110)	24%	(165)	9%	(61)	28%	(187)	677
PID: Rep (no lean)	69%	(476)	17%	(115)	8%	(55)	2%	(15)	5%	(33)	694
PID/Gender: Dem Men	7%	(27)	10%	(39)	13%	(50)	13%	(50)	56%	(208)	372
PID/Gender: Dem Women	6%	(28)	10%	(44)	13%	(58)	14%	(65)	57%	(262)	457
PID/Gender: Ind Men	26%	(87)	17%	(58)	23%	(79)	10%	(32)	25%	(84)	340
PID/Gender: Ind Women	20%	(67)	15%	(52)	25%	(86)	9%	(29)	31%	(104)	337
PID/Gender: Rep Men	69%	(240)	19%	(65)	6%	(20)	2%	(8)	5%	(17)	349
PID/Gender: Rep Women	68%	(236)	14%	(50)	10%	(36)	2%	(7)	5%	(16)	344
Ideo: Liberal (1-3)	7%	(42)	7%	(39)	9%	(51)	11%	(62)	65%	(362)	556
Ideo: Moderate (4)	18%	(113)	18%	(109)	19%	(119)	13%	(78)	32%	(194)	613
Ideo: Conservative (5-7)	63%	(479)	16%	(123)	9%	(67)	3%	(25)	9%	(68)	762
Educ: < College	33%	(493)	14%	(218)	16%	(241)	8%	(128)	29%	(433)	1512
Educ: Bachelors degree	28%	(126)	14%	(60)	13%	(58)	9%	(39)	36%	(162)	444
Educ: Post-grad	27%	(65)	12%	(29)	12%	(30)	10%	(25)	39%	(95)	244
Income: Under 50k	30%	(372)	13%	(161)	16%	(205)	9%	(116)	32%	(406)	1261
Income: 50k-100k	32%	(198)	15%	(91)	13%	(80)	9%	(54)	31%	(189)	613
Income: 100k+	35%	(114)	17%	(55)	13%	(44)	6%	(20)	29%	(94)	326
Ethnicity: White	36%	(624)	14%	(248)	13%	(228)	8%	(138)	28%	(483)	1722
Ethnicity: Hispanic	15%	(51)	12%	(40)	21%	(73)	16%	(56)	37%	(129)	349

Continued on next page

Table SB8: *Did you have a positive, negative, or neutral impression of this ad? (Trump)*

Demographic	Very positive		Somewhat positive		Neutral		Somewhat negative		Very negative		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	31%	(684)	14%	(307)	15%	(329)	9%	(191)	31%	(690)	2200
Ethnicity: Afr. Am.	10%	(27)	14%	(38)	16%	(44)	11%	(32)	49%	(134)	274
Ethnicity: Other	16%	(34)	10%	(21)	27%	(56)	10%	(21)	36%	(73)	204
Community: Urban	26%	(151)	15%	(83)	15%	(84)	8%	(48)	36%	(204)	570
Community: Suburban	30%	(310)	14%	(145)	15%	(157)	8%	(84)	32%	(335)	1031
Community: Rural	37%	(223)	13%	(79)	15%	(87)	10%	(58)	25%	(151)	599
Employ: Private Sector	31%	(205)	19%	(127)	13%	(88)	8%	(55)	29%	(190)	665
Employ: Government	34%	(50)	12%	(17)	16%	(23)	9%	(14)	29%	(43)	147
Employ: Self-Employed	38%	(64)	6%	(10)	14%	(24)	5%	(9)	37%	(62)	169
Employ: Homemaker	26%	(38)	14%	(21)	24%	(36)	11%	(16)	25%	(37)	148
Employ: Retired	38%	(193)	10%	(53)	9%	(48)	7%	(38)	35%	(179)	511
Employ: Unemployed	25%	(70)	17%	(48)	20%	(55)	11%	(31)	26%	(72)	276
Employ: Other	29%	(47)	10%	(17)	15%	(24)	9%	(14)	37%	(61)	164
Military HH: Yes	43%	(155)	12%	(45)	13%	(46)	5%	(17)	27%	(96)	360
Military HH: No	29%	(528)	14%	(262)	15%	(282)	9%	(173)	32%	(593)	1840
RD/WT: Right Direction	65%	(538)	18%	(151)	11%	(93)	3%	(25)	2%	(18)	826
RD/WT: Wrong Track	11%	(145)	11%	(156)	17%	(235)	12%	(166)	49%	(672)	1374
Trump Job Approve	69%	(621)	20%	(177)	8%	(75)	2%	(19)	1%	(11)	903
Trump Job Disapprove	4%	(41)	9%	(111)	16%	(188)	14%	(162)	57%	(667)	1169
Trump Job Strongly Approve	90%	(444)	5%	(24)	3%	(17)	—	(2)	1%	(7)	494
Trump Job Somewhat Approve	43%	(177)	37%	(153)	14%	(58)	4%	(16)	1%	(5)	409
Trump Job Somewhat Disapprove	8%	(23)	26%	(71)	39%	(106)	17%	(45)	10%	(27)	272
Trump Job Strongly Disapprove	2%	(18)	4%	(40)	9%	(83)	13%	(117)	71%	(640)	898
Favorable of Trump	70%	(636)	20%	(181)	7%	(64)	1%	(13)	1%	(12)	907
Unfavorable of Trump	2%	(29)	9%	(103)	17%	(196)	15%	(172)	57%	(650)	1149
Very Favorable of Trump	91%	(470)	4%	(22)	2%	(12)	1%	(3)	2%	(10)	516
Somewhat Favorable of Trump	43%	(167)	41%	(159)	13%	(52)	3%	(10)	1%	(3)	391
Somewhat Unfavorable of Trump	7%	(15)	27%	(57)	41%	(87)	16%	(33)	9%	(18)	210
Very Unfavorable of Trump	1%	(14)	5%	(46)	12%	(109)	15%	(139)	67%	(632)	940

Continued on next page

Table SB8: Did you have a positive, negative, or neutral impression of this ad? (Trump)

Demographic	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total N
Adults	31% (684)	14% (307)	15% (329)	9% (191)	31% (690)	2200
#1 Issue: Economy	31% (179)	18% (104)	17% (96)	6% (34)	29% (164)	576
#1 Issue: Security	64% (248)	14% (53)	9% (36)	5% (21)	8% (32)	390
#1 Issue: Health Care	19% (80)	14% (57)	16% (67)	10% (42)	41% (173)	420
#1 Issue: Medicare / Social Security	31% (101)	10% (33)	14% (44)	8% (26)	37% (120)	323
#1 Issue: Women's Issues	10% (9)	8% (7)	19% (17)	12% (11)	52% (48)	92
#1 Issue: Education	19% (26)	16% (22)	14% (20)	25% (34)	27% (37)	140
#1 Issue: Energy	10% (14)	18% (25)	18% (25)	11% (15)	44% (62)	141
#1 Issue: Other	23% (28)	5% (6)	20% (23)	7% (9)	45% (54)	119
2018 House Vote: Democrat	5% (39)	8% (61)	13% (100)	13% (100)	62% (490)	790
2018 House Vote: Republican	72% (477)	17% (111)	6% (38)	3% (17)	3% (17)	660
2018 House Vote: Someone else	10% (7)	17% (12)	35% (26)	17% (12)	22% (16)	74
2016 Vote: Hillary Clinton	3% (24)	8% (56)	11% (81)	13% (96)	64% (459)	716
2016 Vote: Donald Trump	73% (511)	16% (115)	7% (48)	2% (14)	2% (16)	704
2016 Vote: Other	9% (13)	15% (23)	27% (39)	19% (27)	31% (45)	147
2016 Vote: Didn't Vote	21% (133)	18% (113)	25% (160)	8% (53)	27% (169)	629
Voted in 2014: Yes	35% (475)	12% (165)	10% (133)	8% (106)	35% (472)	1351
Voted in 2014: No	25% (209)	17% (142)	23% (196)	10% (85)	26% (218)	849
2012 Vote: Barack Obama	11% (92)	11% (94)	13% (105)	11% (87)	54% (448)	826
2012 Vote: Mitt Romney	70% (377)	13% (72)	6% (31)	5% (26)	7% (36)	542
2012 Vote: Other	38% (34)	20% (17)	16% (14)	9% (8)	18% (15)	88
2012 Vote: Didn't Vote	24% (178)	17% (124)	24% (179)	9% (70)	26% (191)	742
4-Region: Northeast	28% (109)	16% (64)	16% (61)	8% (30)	33% (129)	394
4-Region: Midwest	34% (156)	12% (55)	19% (86)	10% (45)	26% (121)	462
4-Region: South	33% (276)	14% (116)	14% (117)	6% (53)	32% (262)	824
4-Region: West	27% (143)	14% (71)	13% (65)	12% (64)	34% (178)	520
Yes, an avid fan	34% (258)	16% (121)	13% (99)	9% (68)	29% (218)	764
Yes, a casual fan	30% (215)	14% (96)	15% (109)	9% (66)	32% (226)	712
Not a fan	29% (210)	12% (90)	17% (121)	8% (57)	34% (246)	724

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

Table SB9_1: *And, do you have a favorable or unfavorable impression of the following?*
President Donald Trump

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (559)	16% (357)	10% (218)	43% (948)	4% (93)	1% (25)	2200
Gender: Male	28% (299)	16% (169)	10% (105)	41% (434)	3% (37)	2% (18)	1062
Gender: Female	23% (261)	16% (187)	10% (113)	45% (514)	5% (56)	1% (7)	1138
Age: 18-29	13% (61)	14% (67)	15% (71)	45% (208)	8% (37)	4% (17)	460
Age: 30-44	23% (124)	17% (94)	10% (56)	46% (252)	4% (22)	1% (3)	552
Age: 45-54	27% (81)	18% (54)	10% (30)	39% (117)	5% (15)	— (0)	299
Age: 55-64	34% (152)	15% (70)	7% (33)	41% (185)	2% (7)	1% (5)	452
Age: 65+	32% (140)	16% (72)	6% (28)	43% (186)	2% (11)	— (0)	436
Generation Z: 18-22	10% (22)	15% (32)	20% (42)	41% (87)	11% (22)	3% (7)	212
Millennial: Age 23-38	18% (108)	16% (97)	11% (68)	47% (283)	5% (29)	2% (13)	598
Generation X: Age 39-54	27% (137)	17% (87)	9% (47)	41% (207)	5% (23)	— (0)	501
Boomers: Age 55-73	32% (255)	17% (131)	7% (57)	41% (326)	2% (14)	1% (5)	788
PID: Dem (no lean)	4% (30)	6% (51)	8% (69)	77% (638)	4% (30)	1% (11)	829
PID: Ind (no lean)	16% (107)	20% (134)	16% (109)	39% (262)	8% (53)	2% (13)	677
PID: Rep (no lean)	61% (422)	25% (171)	6% (40)	7% (49)	1% (9)	— (2)	694
PID/Gender: Dem Men	5% (19)	5% (19)	9% (32)	75% (281)	3% (12)	2% (8)	372
PID/Gender: Dem Women	2% (11)	7% (32)	8% (37)	78% (357)	4% (18)	1% (2)	457
PID/Gender: Ind Men	17% (59)	20% (69)	17% (57)	37% (127)	6% (20)	2% (8)	340
PID/Gender: Ind Women	14% (48)	19% (65)	15% (51)	40% (135)	10% (33)	1% (4)	337
PID/Gender: Rep Men	63% (221)	23% (81)	4% (15)	8% (27)	1% (4)	— (1)	349
PID/Gender: Rep Women	59% (202)	26% (91)	7% (25)	6% (22)	1% (5)	— (1)	344
Ideo: Liberal (1-3)	5% (28)	4% (24)	8% (43)	81% (448)	2% (11)	— (2)	556
Ideo: Moderate (4)	13% (80)	18% (110)	16% (95)	49% (301)	4% (25)	— (1)	613
Ideo: Conservative (5-7)	54% (413)	24% (186)	6% (48)	14% (105)	1% (8)	— (3)	762
Educ: < College	27% (409)	17% (250)	10% (147)	40% (601)	5% (81)	1% (22)	1512
Educ: Bachelors degree	22% (98)	16% (70)	11% (49)	49% (215)	2% (8)	— (2)	444
Educ: Post-grad	21% (52)	15% (36)	9% (21)	54% (132)	1% (3)	— (0)	244
Income: Under 50k	25% (310)	13% (167)	10% (126)	44% (554)	6% (81)	2% (23)	1261
Income: 50k-100k	26% (161)	20% (120)	9% (53)	44% (270)	1% (7)	— (2)	613
Income: 100k+	27% (89)	21% (70)	12% (39)	38% (124)	1% (4)	— (0)	326
Ethnicity: White	30% (513)	18% (315)	10% (170)	38% (646)	3% (60)	1% (18)	1722

Continued on next page

Table SB9_1: And, do you have a favorable or unfavorable impression of the following?
President Donald Trump

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (559)	16% (357)	10% (218)	43% (948)	4% (93)	1% (25)	2200
Ethnicity: Hispanic	14% (47)	8% (29)	14% (48)	60% (211)	3% (11)	1% (2)	349
Ethnicity: Afr. Am.	7% (19)	8% (22)	7% (20)	68% (185)	9% (24)	1% (4)	274
Ethnicity: Other	14% (28)	9% (19)	14% (28)	57% (117)	4% (9)	1% (3)	204
Community: Urban	21% (121)	12% (67)	9% (54)	51% (289)	6% (33)	1% (6)	570
Community: Suburban	24% (247)	17% (179)	10% (108)	44% (451)	3% (35)	1% (12)	1031
Community: Rural	32% (192)	18% (110)	9% (56)	35% (209)	4% (24)	1% (8)	599
Employ: Private Sector	26% (174)	18% (120)	11% (71)	41% (274)	3% (22)	1% (4)	665
Employ: Government	28% (41)	18% (26)	10% (14)	41% (60)	3% (5)	1% (1)	147
Employ: Self-Employed	24% (41)	15% (25)	6% (10)	46% (78)	4% (7)	5% (8)	169
Employ: Homemaker	26% (38)	20% (30)	12% (18)	37% (54)	4% (6)	1% (1)	148
Employ: Retired	31% (157)	16% (81)	6% (33)	44% (227)	2% (12)	— (1)	511
Employ: Unemployed	20% (54)	13% (37)	12% (32)	44% (122)	8% (22)	3% (8)	276
Employ: Other	24% (39)	11% (18)	11% (19)	48% (79)	4% (7)	1% (2)	164
Military HH: Yes	35% (125)	18% (65)	7% (25)	36% (131)	3% (9)	1% (4)	360
Military HH: No	24% (434)	16% (291)	10% (193)	44% (817)	5% (84)	1% (21)	1840
RD/WT: Right Direction	56% (460)	29% (240)	6% (49)	5% (45)	3% (23)	1% (8)	826
RD/WT: Wrong Track	7% (99)	8% (116)	12% (168)	66% (904)	5% (69)	1% (17)	1374
Trump Job Approve	59% (536)	33% (294)	4% (33)	3% (23)	1% (9)	1% (8)	903
Trump Job Disapprove	1% (15)	3% (36)	15% (176)	78% (911)	2% (22)	1% (9)	1169
Trump Job Strongly Approve	91% (449)	4% (22)	1% (3)	2% (12)	— (1)	1% (6)	494
Trump Job Somewhat Approve	21% (87)	67% (272)	7% (30)	3% (11)	2% (7)	— (1)	409
Trump Job Somewhat Disapprove	3% (8)	12% (33)	58% (158)	21% (58)	5% (13)	1% (2)	272
Trump Job Strongly Disapprove	1% (8)	— (3)	2% (18)	95% (853)	1% (9)	1% (7)	898
Favorable of Trump	60% (547)	35% (317)	2% (16)	2% (20)	1% (5)	— (2)	907
Unfavorable of Trump	— (4)	2% (24)	17% (195)	78% (902)	1% (13)	1% (10)	1149
Very Favorable of Trump	93% (482)	4% (22)	— (0)	2% (10)	— (0)	— (2)	516
Somewhat Favorable of Trump	17% (65)	76% (296)	4% (16)	2% (9)	1% (5)	— (0)	391
Somewhat Unfavorable of Trump	2% (4)	10% (21)	74% (155)	9% (20)	3% (6)	2% (4)	210
Very Unfavorable of Trump	— (0)	— (3)	4% (40)	94% (883)	1% (7)	1% (7)	940

Continued on next page

Table SB9_1: And, do you have a favorable or unfavorable impression of the following?
President Donald Trump

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (559)	16% (357)	10% (218)	43% (948)	4% (93)	1% (25)	2200
#1 Issue: Economy	25% (147)	19% (108)	13% (73)	38% (216)	4% (26)	1% (5)	576
#1 Issue: Security	55% (214)	20% (77)	4% (15)	18% (70)	3% (11)	1% (2)	390
#1 Issue: Health Care	13% (55)	15% (61)	12% (52)	56% (235)	3% (14)	— (1)	420
#1 Issue: Medicare / Social Security	23% (75)	18% (57)	7% (22)	48% (155)	3% (11)	1% (3)	323
#1 Issue: Women's Issues	8% (7)	10% (9)	11% (10)	61% (56)	5% (5)	5% (4)	92
#1 Issue: Education	18% (25)	11% (15)	12% (17)	49% (68)	7% (10)	3% (4)	140
#1 Issue: Energy	10% (15)	12% (17)	9% (13)	64% (90)	4% (6)	— (0)	141
#1 Issue: Other	17% (21)	9% (11)	12% (14)	49% (58)	9% (11)	3% (4)	119
2018 House Vote: Democrat	2% (18)	5% (42)	7% (55)	83% (655)	2% (16)	— (3)	790
2018 House Vote: Republican	61% (402)	26% (174)	6% (40)	5% (36)	1% (6)	— (3)	660
2018 House Vote: Someone else	12% (9)	14% (11)	28% (21)	34% (25)	11% (8)	1% (1)	74
2016 Vote: Hillary Clinton	1% (10)	4% (30)	6% (43)	85% (611)	3% (18)	— (3)	716
2016 Vote: Donald Trump	61% (429)	29% (206)	5% (35)	4% (30)	— (3)	— (3)	704
2016 Vote: Other	7% (10)	9% (13)	23% (34)	56% (82)	5% (7)	1% (1)	147
2016 Vote: Didn't Vote	17% (108)	17% (107)	17% (106)	36% (225)	10% (65)	3% (18)	629
Voted in 2014: Yes	29% (389)	16% (211)	7% (94)	46% (625)	2% (26)	— (6)	1351
Voted in 2014: No	20% (170)	17% (146)	15% (124)	38% (324)	8% (66)	2% (19)	849
2012 Vote: Barack Obama	7% (59)	10% (86)	8% (67)	71% (589)	3% (22)	— (1)	826
2012 Vote: Mitt Romney	59% (319)	24% (128)	6% (34)	10% (56)	1% (4)	— (0)	542
2012 Vote: Other	36% (32)	22% (19)	10% (8)	26% (23)	3% (3)	3% (3)	88
2012 Vote: Didn't Vote	20% (148)	16% (122)	14% (108)	38% (281)	9% (63)	3% (20)	742
4-Region: Northeast	21% (82)	17% (68)	12% (48)	46% (179)	4% (14)	— (2)	394
4-Region: Midwest	25% (116)	19% (87)	10% (44)	38% (173)	7% (34)	2% (8)	462
4-Region: South	28% (233)	17% (136)	8% (70)	41% (340)	4% (34)	1% (11)	824
4-Region: West	25% (128)	13% (65)	11% (56)	49% (256)	2% (10)	1% (5)	520
Yes, an avid fan	28% (210)	18% (135)	8% (64)	42% (319)	3% (27)	1% (9)	764
Yes, a casual fan	24% (169)	16% (112)	13% (95)	45% (317)	2% (15)	1% (4)	712
Not a fan	25% (180)	15% (109)	8% (59)	43% (313)	7% (51)	2% (12)	724

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

Table SB9_2: And, do you have a favorable or unfavorable impression of the following?
Former Mayor Michael Bloomberg

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (331)	29% (629)	10% (228)	22% (492)	18% (389)	6% (130)	2200
Gender: Male	17% (176)	27% (286)	11% (113)	26% (278)	13% (135)	7% (74)	1062
Gender: Female	14% (155)	30% (343)	10% (116)	19% (214)	22% (255)	5% (56)	1138
Age: 18-29	15% (70)	26% (121)	9% (40)	12% (55)	22% (103)	16% (72)	460
Age: 30-44	15% (85)	27% (151)	12% (65)	19% (104)	19% (107)	7% (41)	552
Age: 45-54	12% (36)	31% (93)	9% (28)	24% (72)	21% (62)	2% (6)	299
Age: 55-64	15% (68)	26% (118)	12% (55)	30% (137)	14% (65)	2% (9)	452
Age: 65+	16% (72)	33% (146)	9% (40)	29% (125)	12% (52)	— (2)	436
Generation Z: 18-22	15% (31)	26% (56)	11% (24)	7% (15)	23% (49)	18% (38)	212
Millennial: Age 23-38	16% (93)	26% (155)	10% (58)	17% (105)	20% (122)	11% (65)	598
Generation X: Age 39-54	13% (67)	31% (154)	10% (52)	22% (111)	20% (101)	3% (16)	501
Boomers: Age 55-73	15% (121)	29% (230)	11% (87)	29% (231)	14% (107)	1% (11)	788
PID: Dem (no lean)	26% (218)	43% (354)	7% (58)	5% (45)	14% (116)	5% (38)	829
PID: Ind (no lean)	11% (75)	27% (186)	11% (72)	20% (134)	23% (153)	8% (58)	677
PID: Rep (no lean)	6% (39)	13% (89)	14% (99)	45% (313)	17% (120)	5% (35)	694
PID/Gender: Dem Men	29% (108)	39% (145)	7% (26)	7% (25)	11% (41)	7% (27)	372
PID/Gender: Dem Women	24% (110)	46% (208)	7% (32)	4% (20)	17% (75)	2% (11)	457
PID/Gender: Ind Men	12% (41)	26% (88)	10% (34)	26% (90)	17% (58)	8% (28)	340
PID/Gender: Ind Women	10% (33)	29% (98)	11% (37)	13% (44)	28% (96)	9% (29)	337
PID/Gender: Rep Men	8% (27)	15% (52)	15% (52)	47% (163)	10% (36)	5% (19)	349
PID/Gender: Rep Women	3% (12)	11% (37)	14% (47)	44% (150)	24% (84)	4% (15)	344
Ideo: Liberal (1-3)	22% (123)	44% (242)	9% (50)	8% (46)	14% (77)	3% (17)	556
Ideo: Moderate (4)	21% (127)	35% (215)	11% (68)	11% (65)	18% (111)	4% (27)	613
Ideo: Conservative (5-7)	7% (54)	15% (117)	13% (97)	47% (360)	14% (107)	4% (27)	762
Educ: < College	14% (214)	25% (384)	10% (149)	23% (343)	20% (304)	8% (119)	1512
Educ: Bachelors degree	16% (72)	34% (152)	12% (51)	23% (102)	13% (60)	2% (7)	444
Educ: Post-grad	19% (46)	38% (94)	12% (28)	19% (47)	11% (26)	2% (4)	244
Income: Under 50k	15% (193)	27% (336)	8% (103)	21% (269)	20% (253)	8% (106)	1261
Income: 50k-100k	13% (83)	31% (190)	14% (86)	25% (152)	14% (84)	3% (18)	613
Income: 100k+	17% (56)	32% (103)	12% (39)	22% (70)	16% (52)	2% (6)	326
Ethnicity: White	13% (226)	27% (462)	12% (200)	26% (442)	18% (307)	5% (84)	1722

Continued on next page

Table SB9_2: And, do you have a favorable or unfavorable impression of the following?
Former Mayor Michael Bloomberg

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (331)	29% (629)	10% (228)	22% (492)	18% (389)	6% (130)	2200
Ethnicity: Hispanic	19% (68)	32% (113)	7% (23)	16% (55)	15% (53)	11% (38)	349
Ethnicity: Afr. Am.	26% (71)	35% (95)	5% (13)	9% (26)	17% (47)	8% (23)	274
Ethnicity: Other	17% (34)	35% (72)	7% (15)	12% (25)	17% (36)	11% (22)	204
Community: Urban	19% (106)	32% (182)	9% (49)	20% (111)	16% (94)	5% (27)	570
Community: Suburban	14% (149)	29% (301)	12% (120)	22% (224)	16% (166)	7% (72)	1031
Community: Rural	13% (77)	24% (145)	10% (60)	26% (157)	22% (130)	5% (31)	599
Employ: Private Sector	15% (97)	28% (185)	12% (79)	22% (149)	17% (115)	6% (39)	665
Employ: Government	7% (10)	30% (44)	16% (23)	22% (32)	19% (27)	7% (11)	147
Employ: Self-Employed	21% (35)	27% (45)	5% (9)	27% (46)	16% (27)	4% (7)	169
Employ: Homemaker	14% (20)	30% (44)	7% (11)	24% (35)	20% (30)	5% (7)	148
Employ: Retired	16% (82)	33% (167)	9% (47)	28% (145)	13% (66)	1% (4)	511
Employ: Unemployed	17% (46)	23% (65)	10% (28)	16% (44)	23% (63)	11% (31)	276
Employ: Other	18% (29)	23% (38)	11% (17)	17% (28)	20% (32)	12% (20)	164
Military HH: Yes	15% (53)	26% (93)	10% (37)	31% (110)	15% (53)	4% (14)	360
Military HH: No	15% (278)	29% (535)	10% (191)	21% (382)	18% (336)	6% (116)	1840
RD/WT: Right Direction	7% (61)	19% (156)	13% (107)	39% (322)	17% (138)	5% (41)	826
RD/WT: Wrong Track	20% (270)	34% (473)	9% (122)	12% (170)	18% (251)	6% (89)	1374
Trump Job Approve	6% (53)	16% (140)	13% (120)	45% (402)	15% (137)	6% (51)	903
Trump Job Disapprove	23% (265)	40% (468)	8% (99)	7% (87)	17% (193)	5% (58)	1169
Trump Job Strongly Approve	6% (28)	8% (40)	11% (55)	60% (295)	11% (55)	4% (22)	494
Trump Job Somewhat Approve	6% (26)	24% (100)	16% (65)	26% (107)	20% (82)	7% (30)	409
Trump Job Somewhat Disapprove	13% (35)	39% (105)	10% (26)	11% (30)	23% (61)	5% (13)	272
Trump Job Strongly Disapprove	26% (230)	40% (363)	8% (72)	6% (56)	15% (132)	5% (45)	898
Favorable of Trump	6% (57)	15% (140)	14% (126)	44% (402)	16% (143)	4% (39)	907
Unfavorable of Trump	22% (252)	41% (469)	9% (98)	8% (87)	16% (178)	6% (65)	1149
Very Favorable of Trump	6% (29)	8% (40)	12% (61)	58% (301)	13% (69)	3% (16)	516
Somewhat Favorable of Trump	7% (28)	26% (100)	17% (65)	26% (101)	19% (74)	6% (23)	391
Somewhat Unfavorable of Trump	13% (28)	31% (66)	13% (26)	14% (28)	22% (45)	8% (16)	210
Very Unfavorable of Trump	24% (225)	43% (403)	8% (71)	6% (58)	14% (133)	5% (49)	940

Continued on next page

Table SB9_2: And, do you have a favorable or unfavorable impression of the following?
Former Mayor Michael Bloomberg

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	15%	(331)	29%	(629)	10%	(228)	22%	(492)	18%	(389)	6%	(130)	2200
#1 Issue: Economy	16%	(92)	24%	(138)	13%	(76)	21%	(123)	19%	(107)	7%	(41)	576
#1 Issue: Security	8%	(31)	20%	(78)	10%	(40)	42%	(165)	13%	(51)	6%	(24)	390
#1 Issue: Health Care	16%	(66)	39%	(163)	12%	(48)	13%	(54)	19%	(80)	2%	(8)	420
#1 Issue: Medicare / Social Security	18%	(58)	34%	(111)	7%	(23)	22%	(72)	16%	(53)	2%	(5)	323
#1 Issue: Women's Issues	24%	(22)	25%	(23)	10%	(9)	14%	(13)	20%	(18)	7%	(7)	92
#1 Issue: Education	11%	(16)	32%	(45)	6%	(8)	12%	(17)	22%	(31)	16%	(23)	140
#1 Issue: Energy	23%	(33)	35%	(50)	10%	(14)	10%	(14)	17%	(24)	5%	(7)	141
#1 Issue: Other	11%	(14)	18%	(21)	8%	(10)	28%	(34)	21%	(26)	13%	(15)	119
2018 House Vote: Democrat	26%	(205)	44%	(346)	9%	(73)	6%	(50)	11%	(88)	4%	(28)	790
2018 House Vote: Republican	5%	(36)	15%	(98)	12%	(82)	49%	(324)	16%	(106)	2%	(15)	660
2018 House Vote: Someone else	5%	(4)	23%	(17)	12%	(9)	19%	(14)	36%	(27)	5%	(3)	74
2016 Vote: Hillary Clinton	28%	(203)	43%	(311)	9%	(62)	5%	(37)	11%	(77)	4%	(25)	716
2016 Vote: Donald Trump	6%	(42)	15%	(108)	13%	(93)	49%	(346)	15%	(103)	2%	(13)	704
2016 Vote: Other	5%	(8)	34%	(49)	10%	(15)	20%	(29)	25%	(37)	6%	(8)	147
2016 Vote: Didn't Vote	12%	(78)	25%	(160)	9%	(59)	13%	(79)	27%	(170)	13%	(83)	629
Voted in 2014: Yes	17%	(229)	30%	(410)	11%	(148)	26%	(358)	13%	(178)	2%	(28)	1351
Voted in 2014: No	12%	(103)	26%	(219)	9%	(80)	16%	(134)	25%	(212)	12%	(102)	849
2012 Vote: Barack Obama	25%	(209)	42%	(348)	9%	(78)	7%	(58)	14%	(114)	2%	(19)	826
2012 Vote: Mitt Romney	5%	(28)	15%	(81)	13%	(73)	52%	(283)	13%	(69)	2%	(8)	542
2012 Vote: Other	3%	(3)	21%	(19)	14%	(12)	34%	(30)	24%	(21)	4%	(4)	88
2012 Vote: Didn't Vote	12%	(92)	24%	(181)	9%	(66)	16%	(119)	25%	(186)	13%	(99)	742
4-Region: Northeast	17%	(67)	28%	(110)	13%	(52)	21%	(84)	17%	(66)	4%	(15)	394
4-Region: Midwest	11%	(52)	28%	(128)	12%	(55)	22%	(101)	22%	(101)	5%	(25)	462
4-Region: South	17%	(144)	29%	(236)	9%	(74)	22%	(183)	16%	(135)	6%	(52)	824
4-Region: West	13%	(68)	30%	(155)	9%	(47)	24%	(124)	17%	(88)	7%	(38)	520
Yes, an avid fan	21%	(160)	32%	(247)	11%	(83)	19%	(146)	12%	(93)	4%	(34)	764
Yes, a casual fan	13%	(96)	31%	(222)	10%	(73)	23%	(167)	16%	(117)	5%	(37)	712
Not a fan	10%	(75)	22%	(160)	10%	(72)	25%	(179)	25%	(179)	8%	(58)	724

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

Table SB9_3: And, do you have a favorable or unfavorable impression of the following?
The NFL (National Football League)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	30% (665)	34% (751)	11% (241)	8% (186)	15% (328)	1% (29)	2200
Gender: Male	40% (425)	31% (331)	10% (106)	9% (96)	8% (88)	1% (15)	1062
Gender: Female	21% (240)	37% (420)	12% (135)	8% (90)	21% (239)	1% (14)	1138
Age: 18-29	34% (156)	31% (141)	11% (53)	6% (29)	14% (64)	4% (18)	460
Age: 30-44	34% (189)	35% (195)	9% (51)	7% (41)	13% (72)	1% (4)	552
Age: 45-54	29% (85)	32% (95)	11% (32)	9% (28)	18% (54)	1% (4)	299
Age: 55-64	29% (131)	34% (155)	12% (52)	10% (46)	14% (65)	— (2)	452
Age: 65+	24% (104)	38% (165)	12% (53)	9% (41)	17% (73)	— (1)	436
Generation Z: 18-22	34% (71)	33% (70)	9% (19)	5% (11)	16% (33)	4% (8)	212
Millennial: Age 23-38	35% (207)	31% (188)	11% (67)	8% (46)	13% (76)	2% (14)	598
Generation X: Age 39-54	30% (152)	34% (172)	10% (50)	8% (42)	16% (80)	1% (4)	501
Boomers: Age 55-73	27% (212)	35% (279)	12% (93)	10% (76)	16% (126)	— (3)	788
PID: Dem (no lean)	36% (300)	36% (301)	9% (71)	6% (51)	12% (99)	1% (7)	829
PID: Ind (no lean)	25% (167)	30% (204)	14% (92)	8% (57)	21% (143)	2% (16)	677
PID: Rep (no lean)	29% (198)	35% (246)	11% (79)	11% (78)	12% (86)	1% (6)	694
PID/Gender: Dem Men	49% (183)	31% (116)	9% (33)	5% (18)	5% (19)	1% (4)	372
PID/Gender: Dem Women	26% (117)	40% (185)	8% (38)	7% (33)	18% (80)	1% (4)	457
PID/Gender: Ind Men	31% (106)	29% (98)	12% (40)	10% (36)	16% (54)	2% (7)	340
PID/Gender: Ind Women	18% (62)	31% (106)	15% (51)	6% (21)	26% (88)	3% (9)	337
PID/Gender: Rep Men	39% (137)	34% (117)	9% (33)	12% (42)	4% (16)	1% (5)	349
PID/Gender: Rep Women	18% (62)	37% (129)	13% (46)	10% (35)	21% (71)	— (2)	344
Ideo: Liberal (1-3)	29% (162)	40% (220)	12% (64)	6% (32)	13% (73)	1% (4)	556
Ideo: Moderate (4)	36% (219)	35% (215)	9% (53)	7% (46)	13% (78)	1% (3)	613
Ideo: Conservative (5-7)	28% (211)	34% (258)	14% (103)	12% (92)	12% (95)	— (3)	762
Educ: < College	32% (479)	32% (489)	9% (140)	9% (134)	16% (246)	2% (24)	1512
Educ: Bachelors degree	28% (125)	39% (173)	13% (60)	6% (26)	13% (56)	1% (4)	444
Educ: Post-grad	25% (62)	36% (88)	17% (42)	10% (25)	11% (26)	— (1)	244
Income: Under 50k	30% (380)	31% (389)	10% (128)	9% (119)	17% (220)	2% (25)	1261
Income: 50k-100k	30% (185)	38% (234)	12% (74)	7% (45)	12% (75)	— (1)	613
Income: 100k+	31% (100)	39% (128)	12% (39)	7% (23)	10% (33)	1% (3)	326
Ethnicity: White	27% (466)	36% (621)	11% (195)	9% (147)	16% (278)	1% (14)	1722

Continued on next page

Table SB9_3: And, do you have a favorable or unfavorable impression of the following?
The NFL (National Football League)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	30% (665)	34% (751)	11% (241)	8% (186)	15% (328)	1% (29)	2200
Ethnicity: Hispanic	32% (111)	35% (123)	15% (52)	6% (19)	10% (36)	2% (8)	349
Ethnicity: Afr. Am.	49% (134)	20% (54)	10% (28)	10% (26)	10% (27)	2% (5)	274
Ethnicity: Other	32% (65)	37% (75)	9% (17)	6% (13)	12% (24)	5% (10)	204
Community: Urban	33% (188)	32% (180)	12% (70)	9% (50)	14% (79)	— (3)	570
Community: Suburban	30% (308)	35% (364)	12% (119)	7% (77)	14% (147)	2% (16)	1031
Community: Rural	28% (169)	34% (206)	9% (52)	10% (59)	17% (102)	2% (11)	599
Employ: Private Sector	33% (222)	33% (219)	12% (82)	7% (45)	14% (91)	1% (6)	665
Employ: Government	30% (44)	40% (59)	9% (13)	5% (8)	14% (21)	1% (2)	147
Employ: Self-Employed	26% (44)	41% (70)	10% (18)	9% (16)	12% (20)	1% (2)	169
Employ: Homemaker	27% (39)	30% (44)	18% (27)	3% (4)	20% (29)	2% (3)	148
Employ: Retired	25% (128)	35% (180)	12% (61)	11% (55)	17% (85)	— (3)	511
Employ: Unemployed	37% (102)	29% (80)	6% (17)	13% (36)	13% (35)	2% (6)	276
Employ: Other	32% (53)	30% (48)	11% (18)	7% (12)	16% (27)	4% (6)	164
Military HH: Yes	36% (128)	29% (106)	11% (39)	10% (35)	14% (50)	— (2)	360
Military HH: No	29% (537)	35% (645)	11% (203)	8% (150)	15% (278)	1% (28)	1840
RD/WT: Right Direction	31% (259)	34% (283)	10% (81)	9% (72)	15% (123)	1% (6)	826
RD/WT: Wrong Track	30% (406)	34% (467)	12% (160)	8% (114)	15% (205)	2% (23)	1374
Trump Job Approve	30% (269)	34% (303)	13% (115)	10% (92)	13% (114)	1% (10)	903
Trump Job Disapprove	30% (355)	36% (421)	10% (119)	8% (89)	15% (176)	1% (9)	1169
Trump Job Strongly Approve	32% (156)	32% (158)	13% (64)	14% (67)	9% (43)	1% (6)	494
Trump Job Somewhat Approve	28% (113)	35% (145)	12% (51)	6% (25)	17% (71)	1% (5)	409
Trump Job Somewhat Disapprove	27% (74)	37% (102)	9% (24)	5% (13)	20% (55)	2% (4)	272
Trump Job Strongly Disapprove	31% (281)	36% (319)	11% (95)	8% (76)	14% (121)	1% (5)	898
Favorable of Trump	28% (258)	35% (314)	13% (115)	11% (102)	13% (114)	— (4)	907
Unfavorable of Trump	32% (371)	36% (415)	10% (112)	7% (81)	14% (161)	1% (9)	1149
Very Favorable of Trump	30% (153)	32% (166)	14% (71)	13% (69)	11% (54)	1% (3)	516
Somewhat Favorable of Trump	27% (105)	38% (148)	11% (44)	8% (33)	15% (60)	— (1)	391
Somewhat Unfavorable of Trump	31% (64)	37% (78)	10% (21)	2% (5)	17% (36)	3% (6)	210
Very Unfavorable of Trump	33% (307)	36% (337)	10% (91)	8% (76)	13% (125)	— (3)	940

Continued on next page

Table SB9_3: And, do you have a favorable or unfavorable impression of the following?
The NFL (National Football League)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	30% (665)	34% (751)	11% (241)	8% (186)	15% (328)	1% (29)	2200
#1 Issue: Economy	35% (201)	33% (192)	11% (65)	8% (48)	11% (61)	2% (9)	576
#1 Issue: Security	31% (122)	30% (117)	13% (52)	12% (47)	13% (51)	— (1)	390
#1 Issue: Health Care	27% (114)	40% (167)	10% (41)	6% (25)	16% (69)	1% (3)	420
#1 Issue: Medicare / Social Security	30% (98)	35% (114)	7% (22)	7% (23)	19% (62)	1% (3)	323
#1 Issue: Women's Issues	26% (24)	29% (27)	14% (13)	6% (5)	22% (20)	2% (2)	92
#1 Issue: Education	38% (53)	27% (37)	11% (15)	11% (15)	13% (18)	1% (1)	140
#1 Issue: Energy	27% (39)	40% (56)	9% (12)	7% (10)	17% (24)	— (0)	141
#1 Issue: Other	12% (15)	33% (39)	18% (22)	10% (12)	19% (22)	8% (9)	119
2018 House Vote: Democrat	33% (259)	36% (287)	11% (87)	6% (48)	13% (106)	— (3)	790
2018 House Vote: Republican	28% (185)	32% (214)	15% (102)	12% (78)	12% (77)	1% (4)	660
2018 House Vote: Someone else	33% (24)	32% (24)	11% (8)	8% (6)	16% (12)	1% (1)	74
2016 Vote: Hillary Clinton	35% (248)	35% (253)	10% (73)	6% (43)	14% (97)	— (3)	716
2016 Vote: Donald Trump	27% (193)	34% (240)	15% (102)	12% (87)	11% (77)	1% (5)	704
2016 Vote: Other	31% (45)	32% (47)	15% (22)	6% (9)	16% (23)	— (1)	147
2016 Vote: Didn't Vote	28% (178)	33% (210)	7% (44)	7% (47)	20% (129)	3% (21)	629
Voted in 2014: Yes	31% (425)	34% (455)	13% (181)	8% (114)	13% (169)	— (6)	1351
Voted in 2014: No	28% (240)	35% (296)	7% (60)	8% (71)	19% (159)	3% (23)	849
2012 Vote: Barack Obama	36% (297)	35% (289)	9% (77)	6% (47)	14% (113)	— (3)	826
2012 Vote: Mitt Romney	26% (139)	35% (191)	17% (90)	12% (62)	11% (58)	— (0)	542
2012 Vote: Other	22% (19)	34% (30)	13% (12)	18% (16)	9% (8)	4% (3)	88
2012 Vote: Didn't Vote	28% (209)	32% (241)	8% (63)	8% (60)	20% (147)	3% (23)	742
4-Region: Northeast	32% (125)	33% (129)	12% (48)	8% (30)	14% (56)	1% (4)	394
4-Region: Midwest	28% (129)	32% (146)	13% (61)	7% (32)	19% (90)	1% (5)	462
4-Region: South	31% (257)	35% (287)	9% (71)	10% (79)	14% (117)	2% (13)	824
4-Region: West	30% (155)	36% (188)	12% (61)	9% (45)	12% (65)	1% (7)	520
Yes, an avid fan	65% (499)	29% (218)	4% (32)	1% (6)	1% (7)	— (3)	764
Yes, a casual fan	20% (142)	55% (393)	14% (102)	4% (32)	6% (42)	— (1)	712
Not a fan	3% (24)	19% (140)	15% (107)	21% (149)	39% (279)	4% (25)	724

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

Table SB9_4: *And, do you have a favorable or unfavorable impression of the following?
Your local police department*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (747)	37% (809)	10% (229)	9% (207)	8% (181)	1% (28)	2200
Gender: Male	32% (336)	36% (383)	11% (113)	11% (122)	8% (89)	2% (18)	1062
Gender: Female	36% (411)	37% (425)	10% (116)	8% (86)	8% (92)	1% (9)	1138
Age: 18-29	18% (82)	29% (134)	16% (74)	18% (81)	15% (71)	4% (19)	460
Age: 30-44	28% (155)	35% (196)	13% (72)	13% (73)	9% (52)	1% (4)	552
Age: 45-54	37% (110)	40% (119)	10% (31)	7% (19)	6% (18)	— (0)	299
Age: 55-64	43% (192)	38% (172)	7% (31)	6% (29)	5% (24)	1% (4)	452
Age: 65+	47% (207)	43% (188)	5% (21)	1% (5)	4% (15)	— (0)	436
Generation Z: 18-22	14% (30)	29% (62)	16% (33)	17% (36)	18% (39)	6% (13)	212
Millennial: Age 23-38	25% (147)	33% (195)	15% (88)	15% (93)	11% (65)	2% (11)	598
Generation X: Age 39-54	34% (171)	38% (192)	11% (56)	9% (45)	7% (37)	— (0)	501
Boomers: Age 55-73	44% (348)	40% (317)	6% (48)	4% (33)	5% (37)	1% (4)	788
PID: Dem (no lean)	24% (201)	40% (332)	13% (109)	14% (113)	8% (65)	1% (9)	829
PID: Ind (no lean)	28% (191)	35% (239)	12% (84)	9% (62)	13% (85)	2% (16)	677
PID: Rep (no lean)	51% (355)	34% (237)	5% (36)	5% (33)	5% (31)	— (2)	694
PID/Gender: Dem Men	21% (78)	39% (147)	13% (48)	18% (67)	7% (26)	2% (6)	372
PID/Gender: Dem Women	27% (123)	41% (186)	13% (61)	10% (46)	8% (38)	1% (2)	457
PID/Gender: Ind Men	27% (92)	34% (116)	11% (39)	12% (40)	13% (44)	3% (10)	340
PID/Gender: Ind Women	29% (99)	37% (123)	14% (46)	6% (22)	12% (41)	2% (7)	337
PID/Gender: Rep Men	48% (166)	35% (121)	8% (27)	4% (14)	5% (19)	1% (2)	349
PID/Gender: Rep Women	55% (189)	34% (116)	3% (9)	5% (18)	4% (12)	— (0)	344
Ideo: Liberal (1-3)	25% (138)	37% (206)	17% (95)	13% (74)	8% (42)	— (1)	556
Ideo: Moderate (4)	29% (181)	40% (248)	8% (50)	11% (68)	10% (62)	1% (5)	613
Ideo: Conservative (5-7)	48% (366)	37% (278)	6% (47)	4% (32)	4% (32)	1% (7)	762
Educ: < College	33% (499)	36% (542)	10% (155)	11% (164)	8% (127)	2% (25)	1512
Educ: Bachelors degree	37% (163)	38% (169)	11% (48)	5% (22)	9% (40)	— (1)	444
Educ: Post-grad	35% (84)	40% (98)	11% (26)	9% (21)	6% (14)	— (1)	244
Income: Under 50k	30% (383)	35% (436)	11% (135)	12% (154)	10% (129)	2% (24)	1261
Income: 50k-100k	37% (224)	41% (254)	10% (60)	7% (40)	5% (33)	— (2)	613
Income: 100k+	43% (140)	36% (119)	10% (33)	4% (14)	6% (18)	1% (2)	326
Ethnicity: White	38% (660)	38% (662)	9% (156)	6% (111)	6% (112)	1% (22)	1722

Continued on next page

Table SB9_4: And, do you have a favorable or unfavorable impression of the following?
Your local police department

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (747)	37% (809)	10% (229)	9% (207)	8% (181)	1% (28)	2200
Ethnicity: Hispanic	23% (80)	36% (127)	12% (41)	16% (55)	12% (42)	1% (5)	349
Ethnicity: Afr. Am.	19% (51)	26% (70)	14% (39)	25% (69)	15% (41)	1% (4)	274
Ethnicity: Other	18% (36)	37% (76)	17% (34)	13% (27)	14% (28)	1% (2)	204
Community: Urban	29% (164)	39% (220)	12% (69)	12% (67)	7% (42)	1% (8)	570
Community: Suburban	36% (367)	38% (390)	9% (96)	8% (87)	8% (80)	1% (12)	1031
Community: Rural	36% (216)	33% (198)	11% (63)	9% (54)	10% (59)	1% (8)	599
Employ: Private Sector	35% (230)	38% (252)	9% (63)	9% (61)	7% (49)	2% (10)	665
Employ: Government	35% (51)	37% (54)	15% (23)	5% (7)	7% (11)	1% (1)	147
Employ: Self-Employed	42% (71)	24% (41)	11% (18)	14% (24)	6% (10)	3% (5)	169
Employ: Homemaker	33% (49)	33% (49)	9% (13)	12% (18)	11% (16)	1% (1)	148
Employ: Retired	43% (221)	46% (236)	5% (27)	2% (10)	3% (16)	— (1)	511
Employ: Unemployed	21% (58)	31% (85)	14% (39)	16% (43)	17% (46)	2% (5)	276
Employ: Other	30% (49)	29% (47)	18% (29)	14% (23)	9% (15)	1% (1)	164
Military HH: Yes	38% (136)	40% (145)	7% (25)	5% (20)	7% (26)	2% (9)	360
Military HH: No	33% (611)	36% (664)	11% (204)	10% (188)	8% (155)	1% (19)	1840
RD/WT: Right Direction	46% (383)	36% (300)	7% (54)	3% (26)	7% (54)	1% (7)	826
RD/WT: Wrong Track	26% (363)	37% (508)	13% (175)	13% (181)	9% (127)	1% (20)	1374
Trump Job Approve	47% (428)	35% (315)	7% (61)	4% (36)	5% (47)	2% (16)	903
Trump Job Disapprove	25% (293)	39% (454)	14% (159)	14% (161)	8% (97)	— (5)	1169
Trump Job Strongly Approve	57% (280)	29% (142)	4% (21)	4% (20)	4% (19)	2% (11)	494
Trump Job Somewhat Approve	36% (148)	42% (173)	10% (40)	4% (16)	7% (27)	1% (5)	409
Trump Job Somewhat Disapprove	29% (79)	41% (112)	10% (27)	8% (21)	11% (30)	1% (1)	272
Trump Job Strongly Disapprove	24% (214)	38% (342)	15% (132)	16% (140)	7% (66)	— (3)	898
Favorable of Trump	49% (444)	36% (328)	6% (52)	4% (34)	5% (46)	— (4)	907
Unfavorable of Trump	24% (276)	39% (446)	15% (167)	14% (156)	8% (92)	1% (12)	1149
Very Favorable of Trump	58% (300)	30% (155)	4% (20)	4% (22)	3% (18)	— (2)	516
Somewhat Favorable of Trump	37% (144)	44% (173)	8% (32)	3% (12)	7% (28)	1% (2)	391
Somewhat Unfavorable of Trump	25% (52)	41% (87)	12% (26)	11% (22)	10% (20)	1% (2)	210
Very Unfavorable of Trump	24% (224)	38% (359)	15% (142)	14% (134)	8% (71)	1% (10)	940

Continued on next page

Table SB9_4: *And, do you have a favorable or unfavorable impression of the following?
Your local police department*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (747)	37% (809)	10% (229)	9% (207)	8% (181)	1% (28)	2200
#1 Issue: Economy	30% (175)	35% (203)	10% (57)	13% (75)	10% (58)	1% (8)	576
#1 Issue: Security	48% (187)	33% (130)	7% (28)	3% (12)	7% (25)	2% (7)	390
#1 Issue: Health Care	26% (110)	41% (173)	15% (61)	9% (39)	8% (35)	— (1)	420
#1 Issue: Medicare / Social Security	45% (145)	41% (132)	5% (16)	3% (10)	6% (19)	— (0)	323
#1 Issue: Women's Issues	28% (25)	40% (36)	14% (13)	9% (9)	5% (4)	5% (5)	92
#1 Issue: Education	27% (38)	31% (43)	10% (15)	20% (28)	10% (14)	2% (2)	140
#1 Issue: Energy	26% (36)	36% (51)	16% (22)	12% (17)	9% (13)	1% (2)	141
#1 Issue: Other	25% (30)	34% (40)	14% (17)	15% (18)	10% (11)	2% (3)	119
2018 House Vote: Democrat	26% (203)	40% (319)	13% (103)	15% (115)	6% (46)	— (4)	790
2018 House Vote: Republican	54% (355)	34% (224)	5% (31)	3% (18)	4% (28)	1% (3)	660
2018 House Vote: Someone else	40% (30)	32% (24)	9% (7)	3% (2)	15% (11)	1% (1)	74
2016 Vote: Hillary Clinton	28% (197)	40% (285)	12% (86)	13% (91)	7% (52)	— (3)	716
2016 Vote: Donald Trump	54% (384)	34% (238)	5% (36)	3% (21)	3% (23)	— (3)	704
2016 Vote: Other	25% (37)	34% (50)	13% (20)	8% (12)	15% (22)	4% (6)	147
2016 Vote: Didn't Vote	20% (127)	37% (233)	14% (87)	13% (82)	13% (84)	2% (16)	629
Voted in 2014: Yes	41% (549)	37% (505)	9% (117)	8% (104)	5% (69)	1% (7)	1351
Voted in 2014: No	23% (198)	36% (304)	13% (112)	12% (104)	13% (112)	2% (21)	849
2012 Vote: Barack Obama	31% (252)	41% (335)	12% (101)	9% (77)	7% (58)	— (2)	826
2012 Vote: Mitt Romney	54% (292)	34% (185)	4% (21)	4% (24)	4% (19)	— (1)	542
2012 Vote: Other	41% (36)	33% (29)	11% (9)	5% (4)	7% (6)	3% (3)	88
2012 Vote: Didn't Vote	22% (165)	35% (258)	13% (98)	14% (102)	13% (98)	3% (22)	742
4-Region: Northeast	37% (147)	36% (141)	10% (39)	8% (32)	8% (30)	1% (5)	394
4-Region: Midwest	37% (172)	36% (165)	9% (42)	8% (35)	9% (44)	1% (4)	462
4-Region: South	33% (276)	36% (296)	11% (88)	10% (83)	9% (72)	1% (9)	824
4-Region: West	29% (152)	40% (206)	12% (60)	11% (57)	7% (35)	2% (10)	520
Yes, an avid fan	37% (282)	35% (264)	11% (85)	10% (80)	5% (37)	2% (15)	764
Yes, a casual fan	34% (241)	38% (268)	10% (71)	10% (68)	9% (62)	— (3)	712
Not a fan	31% (223)	38% (277)	10% (73)	8% (59)	11% (82)	1% (10)	724

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

Table SB9_5: *And, do you have a favorable or unfavorable impression of the following?*
Doritos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	47% (1029)	37% (822)	5% (111)	2% (50)	8% (171)	1% (17)	2200
Gender: Male	49% (520)	37% (389)	5% (50)	3% (30)	6% (62)	1% (10)	1062
Gender: Female	45% (509)	38% (433)	5% (61)	2% (20)	10% (108)	1% (7)	1138
Age: 18-29	57% (263)	28% (131)	5% (22)	2% (9)	6% (28)	2% (8)	460
Age: 30-44	51% (279)	37% (203)	4% (21)	2% (14)	6% (35)	— (1)	552
Age: 45-54	49% (147)	39% (117)	4% (11)	1% (4)	6% (18)	— (1)	299
Age: 55-64	46% (207)	38% (172)	6% (28)	1% (6)	8% (35)	1% (5)	452
Age: 65+	31% (133)	46% (200)	7% (29)	4% (16)	13% (55)	— (2)	436
Generation Z: 18-22	61% (129)	29% (62)	3% (6)	1% (2)	5% (10)	2% (3)	212
Millennial: Age 23-38	50% (299)	35% (208)	5% (30)	3% (18)	6% (37)	1% (6)	598
Generation X: Age 39-54	52% (261)	36% (181)	4% (19)	1% (6)	7% (33)	— (1)	501
Boomers: Age 55-73	41% (323)	40% (319)	6% (46)	3% (20)	9% (75)	1% (5)	788
PID: Dem (no lean)	50% (412)	36% (298)	4% (32)	3% (21)	7% (61)	1% (6)	829
PID: Ind (no lean)	43% (290)	38% (255)	6% (42)	2% (15)	10% (66)	1% (9)	677
PID: Rep (no lean)	47% (328)	39% (268)	5% (38)	2% (14)	6% (44)	— (2)	694
PID/Gender: Dem Men	56% (208)	32% (121)	4% (14)	2% (9)	5% (19)	— (1)	372
PID/Gender: Dem Women	45% (203)	39% (177)	4% (18)	3% (12)	9% (42)	1% (5)	457
PID/Gender: Ind Men	43% (147)	37% (127)	6% (21)	4% (13)	8% (26)	2% (7)	340
PID/Gender: Ind Women	42% (143)	38% (129)	6% (21)	1% (2)	12% (40)	1% (2)	337
PID/Gender: Rep Men	47% (165)	40% (141)	4% (15)	2% (8)	5% (18)	1% (2)	349
PID/Gender: Rep Women	47% (163)	37% (127)	7% (23)	2% (6)	8% (26)	— (0)	344
Ideo: Liberal (1-3)	44% (247)	38% (213)	6% (36)	2% (8)	9% (51)	— (1)	556
Ideo: Moderate (4)	48% (293)	37% (224)	5% (32)	2% (15)	8% (49)	— (1)	613
Ideo: Conservative (5-7)	48% (364)	39% (300)	4% (31)	3% (19)	6% (45)	— (4)	762
Educ: < College	52% (793)	35% (535)	3% (47)	2% (24)	7% (100)	1% (14)	1512
Educ: Bachelors degree	36% (158)	43% (191)	7% (32)	4% (16)	10% (46)	— (1)	444
Educ: Post-grad	32% (79)	40% (97)	13% (32)	4% (10)	10% (25)	1% (2)	244
Income: Under 50k	50% (633)	35% (441)	3% (40)	2% (27)	8% (105)	1% (13)	1261
Income: 50k-100k	44% (269)	39% (242)	7% (41)	3% (19)	7% (41)	— (2)	613
Income: 100k+	39% (127)	42% (139)	9% (31)	1% (3)	8% (25)	1% (2)	326
Ethnicity: White	44% (759)	40% (688)	5% (92)	2% (36)	8% (136)	1% (11)	1722

Continued on next page

Table SB9_5: And, do you have a favorable or unfavorable impression of the following?

Doritos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	47% (1029)	37% (822)	5% (111)	2% (50)	8% (171)	1% (17)	2200
Ethnicity: Hispanic	56% (195)	31% (109)	5% (19)	3% (11)	4% (16)	— (0)	349
Ethnicity: Afr. Am.	63% (172)	21% (58)	4% (12)	3% (8)	8% (21)	1% (3)	274
Ethnicity: Other	48% (99)	37% (76)	4% (8)	3% (6)	6% (13)	1% (3)	204
Community: Urban	48% (271)	34% (193)	6% (33)	4% (22)	9% (49)	— (2)	570
Community: Suburban	46% (470)	38% (396)	6% (59)	2% (21)	7% (76)	1% (8)	1031
Community: Rural	48% (288)	39% (233)	3% (19)	1% (6)	8% (45)	1% (7)	599
Employ: Private Sector	45% (297)	39% (262)	7% (44)	2% (13)	7% (44)	1% (5)	665
Employ: Government	44% (65)	41% (60)	2% (3)	5% (7)	8% (12)	1% (1)	147
Employ: Self-Employed	52% (88)	34% (57)	6% (10)	— (1)	7% (12)	— (1)	169
Employ: Homemaker	52% (76)	32% (47)	5% (7)	1% (1)	11% (16)	— (0)	148
Employ: Retired	35% (178)	45% (232)	7% (33)	3% (16)	10% (50)	— (2)	511
Employ: Unemployed	61% (169)	27% (74)	1% (4)	2% (4)	6% (17)	3% (8)	276
Employ: Other	56% (92)	31% (50)	4% (7)	3% (4)	6% (10)	1% (1)	164
Military HH: Yes	45% (163)	41% (146)	4% (16)	2% (8)	8% (28)	— (0)	360
Military HH: No	47% (866)	37% (676)	5% (95)	2% (42)	8% (143)	1% (17)	1840
RD/WT: Right Direction	47% (389)	39% (319)	5% (44)	2% (13)	7% (56)	— (4)	826
RD/WT: Wrong Track	47% (640)	37% (503)	5% (67)	3% (36)	8% (115)	1% (13)	1374
Trump Job Approve	46% (417)	40% (358)	5% (49)	2% (16)	7% (59)	— (4)	903
Trump Job Disapprove	47% (548)	37% (434)	5% (57)	2% (27)	8% (97)	— (5)	1169
Trump Job Strongly Approve	49% (240)	37% (185)	6% (28)	3% (14)	5% (24)	1% (3)	494
Trump Job Somewhat Approve	43% (176)	42% (173)	5% (21)	1% (2)	9% (36)	— (1)	409
Trump Job Somewhat Disapprove	42% (115)	42% (115)	5% (14)	2% (5)	8% (22)	1% (1)	272
Trump Job Strongly Disapprove	48% (433)	36% (320)	5% (43)	3% (23)	8% (76)	— (3)	898
Favorable of Trump	48% (431)	39% (351)	5% (45)	2% (20)	6% (57)	— (3)	907
Unfavorable of Trump	47% (537)	38% (440)	5% (59)	2% (26)	8% (86)	— (2)	1149
Very Favorable of Trump	50% (260)	36% (185)	5% (27)	3% (16)	5% (25)	— (2)	516
Somewhat Favorable of Trump	44% (171)	43% (166)	5% (18)	1% (4)	8% (31)	— (1)	391
Somewhat Unfavorable of Trump	42% (89)	44% (92)	6% (12)	2% (4)	6% (13)	— (0)	210
Very Unfavorable of Trump	48% (448)	37% (347)	5% (47)	2% (22)	8% (74)	— (2)	940

Continued on next page

Table SB9_5: And, do you have a favorable or unfavorable impression of the following?
Doritos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	47% (1029)	37% (822)	5% (111)	2% (50)	8% (171)	1% (17)	2200
#1 Issue: Economy	52% (298)	34% (197)	5% (30)	2% (11)	6% (37)	1% (3)	576
#1 Issue: Security	48% (186)	39% (153)	5% (21)	2% (7)	6% (22)	— (1)	390
#1 Issue: Health Care	42% (175)	44% (184)	4% (19)	1% (5)	9% (37)	— (0)	420
#1 Issue: Medicare / Social Security	44% (141)	38% (124)	4% (11)	4% (13)	10% (31)	1% (2)	323
#1 Issue: Women's Issues	48% (44)	29% (27)	9% (8)	4% (3)	7% (7)	3% (3)	92
#1 Issue: Education	56% (78)	35% (49)	3% (5)	1% (1)	3% (5)	2% (2)	140
#1 Issue: Energy	48% (68)	31% (44)	7% (10)	3% (5)	9% (12)	1% (2)	141
#1 Issue: Other	33% (39)	38% (45)	7% (8)	4% (5)	16% (19)	3% (4)	119
2018 House Vote: Democrat	43% (343)	39% (310)	5% (39)	3% (22)	9% (72)	— (2)	790
2018 House Vote: Republican	46% (304)	37% (248)	7% (43)	3% (18)	7% (46)	— (1)	660
2018 House Vote: Someone else	47% (35)	40% (29)	6% (4)	— (0)	7% (5)	1% (1)	74
2016 Vote: Hillary Clinton	47% (333)	37% (267)	5% (33)	3% (22)	8% (58)	— (2)	716
2016 Vote: Donald Trump	45% (317)	39% (275)	6% (39)	3% (18)	7% (53)	— (2)	704
2016 Vote: Other	39% (57)	42% (62)	9% (13)	1% (1)	8% (12)	1% (2)	147
2016 Vote: Didn't Vote	51% (321)	34% (215)	4% (26)	1% (8)	8% (48)	2% (10)	629
Voted in 2014: Yes	45% (604)	39% (523)	6% (80)	2% (31)	8% (106)	— (6)	1351
Voted in 2014: No	50% (425)	35% (299)	4% (31)	2% (19)	8% (64)	1% (11)	849
2012 Vote: Barack Obama	45% (375)	39% (320)	5% (40)	3% (21)	8% (65)	1% (4)	826
2012 Vote: Mitt Romney	43% (235)	41% (220)	7% (37)	2% (12)	7% (38)	— (1)	542
2012 Vote: Other	41% (36)	41% (36)	6% (6)	3% (3)	7% (6)	1% (1)	88
2012 Vote: Didn't Vote	52% (384)	33% (244)	4% (29)	2% (13)	8% (62)	1% (10)	742
4-Region: Northeast	41% (161)	41% (161)	4% (17)	4% (16)	9% (35)	1% (4)	394
4-Region: Midwest	43% (197)	41% (191)	5% (22)	2% (7)	8% (39)	1% (6)	462
4-Region: South	51% (420)	35% (289)	5% (39)	2% (18)	6% (53)	1% (4)	824
4-Region: West	48% (251)	35% (181)	7% (34)	2% (8)	8% (43)	1% (3)	520
Yes, an avid fan	56% (430)	33% (251)	3% (24)	2% (18)	5% (37)	— (3)	764
Yes, a casual fan	44% (310)	41% (295)	6% (44)	2% (16)	6% (44)	— (2)	712
Not a fan	40% (289)	38% (276)	6% (44)	2% (15)	12% (89)	2% (11)	724

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

Table SB9_6: *And, do you have a favorable or unfavorable impression of the following?*
Planters Peanuts

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	38% (826)	41% (901)	3% (75)	2% (49)	12% (261)	4% (88)	2200
Gender: Male	38% (402)	40% (429)	3% (35)	3% (29)	11% (117)	5% (51)	1062
Gender: Female	37% (424)	41% (472)	4% (40)	2% (20)	13% (144)	3% (37)	1138
Age: 18-29	23% (104)	32% (149)	7% (31)	4% (20)	18% (85)	16% (71)	460
Age: 30-44	34% (190)	46% (255)	4% (21)	2% (12)	12% (64)	2% (9)	552
Age: 45-54	47% (140)	40% (119)	1% (3)	3% (9)	8% (25)	1% (3)	299
Age: 55-64	47% (214)	40% (180)	3% (12)	1% (3)	9% (39)	1% (5)	452
Age: 65+	41% (178)	45% (198)	2% (7)	1% (5)	11% (48)	— (0)	436
Generation Z: 18-22	15% (32)	32% (68)	8% (16)	8% (17)	15% (31)	22% (47)	212
Millennial: Age 23-38	29% (176)	41% (246)	5% (31)	2% (13)	17% (100)	5% (32)	598
Generation X: Age 39-54	45% (226)	42% (208)	2% (8)	2% (10)	9% (43)	1% (5)	501
Boomers: Age 55-73	46% (362)	41% (325)	2% (17)	1% (7)	9% (72)	1% (5)	788
PID: Dem (no lean)	40% (328)	38% (319)	3% (26)	3% (21)	13% (105)	4% (30)	829
PID: Ind (no lean)	32% (215)	40% (269)	4% (30)	3% (19)	15% (103)	6% (41)	677
PID: Rep (no lean)	41% (283)	45% (313)	3% (19)	1% (9)	8% (53)	2% (17)	694
PID/Gender: Dem Men	44% (163)	35% (131)	3% (13)	2% (8)	11% (42)	4% (17)	372
PID/Gender: Dem Women	36% (165)	41% (188)	3% (13)	3% (14)	14% (64)	3% (13)	457
PID/Gender: Ind Men	29% (100)	41% (140)	4% (14)	4% (13)	16% (55)	6% (19)	340
PID/Gender: Ind Women	34% (116)	38% (130)	5% (16)	2% (6)	14% (48)	6% (22)	337
PID/Gender: Rep Men	40% (140)	45% (158)	2% (8)	2% (8)	6% (21)	4% (15)	349
PID/Gender: Rep Women	42% (144)	45% (155)	3% (11)	— (1)	9% (32)	1% (2)	344
Ideo: Liberal (1-3)	34% (190)	43% (236)	4% (25)	3% (18)	13% (73)	2% (13)	556
Ideo: Moderate (4)	36% (219)	41% (250)	4% (25)	1% (9)	14% (86)	4% (25)	613
Ideo: Conservative (5-7)	44% (338)	44% (332)	2% (12)	2% (15)	7% (55)	1% (10)	762
Educ: < College	40% (610)	39% (583)	3% (42)	3% (40)	11% (163)	5% (74)	1512
Educ: Bachelors degree	32% (140)	47% (211)	4% (18)	1% (6)	13% (60)	2% (9)	444
Educ: Post-grad	31% (76)	44% (108)	6% (14)	1% (2)	15% (38)	2% (6)	244
Income: Under 50k	38% (485)	39% (494)	3% (35)	2% (31)	12% (157)	5% (59)	1261
Income: 50k-100k	40% (244)	41% (252)	3% (21)	2% (9)	10% (64)	4% (23)	613
Income: 100k+	30% (98)	48% (156)	6% (19)	3% (9)	12% (40)	2% (6)	326
Ethnicity: White	38% (658)	43% (739)	3% (49)	2% (34)	11% (193)	3% (49)	1722

Continued on next page

Table SB9_6: *And, do you have a favorable or unfavorable impression of the following?*
Planters Peanuts

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	38%	(826)	41%	(901)	3%	(75)	2%	(49)	12%	(261)	4%	(88)	2200
Ethnicity: Hispanic	34%	(120)	35%	(122)	6%	(19)	4%	(13)	15%	(52)	7%	(23)	349
Ethnicity: Afr. Am.	41%	(113)	28%	(76)	5%	(13)	3%	(8)	15%	(42)	8%	(22)	274
Ethnicity: Other	27%	(55)	42%	(86)	6%	(13)	3%	(7)	13%	(26)	8%	(17)	204
Community: Urban	35%	(198)	40%	(227)	5%	(29)	2%	(11)	14%	(81)	4%	(24)	570
Community: Suburban	38%	(390)	41%	(420)	3%	(32)	2%	(17)	12%	(125)	5%	(48)	1031
Community: Rural	40%	(238)	42%	(254)	2%	(14)	4%	(21)	9%	(55)	3%	(17)	599
Employ: Private Sector	36%	(238)	42%	(281)	5%	(32)	3%	(20)	12%	(77)	3%	(17)	665
Employ: Government	31%	(45)	42%	(62)	5%	(8)	1%	(2)	11%	(16)	10%	(14)	147
Employ: Self-Employed	40%	(68)	46%	(78)	3%	(6)	1%	(2)	7%	(12)	2%	(4)	169
Employ: Homemaker	50%	(75)	37%	(55)	—	(1)	—	(1)	11%	(17)	—	(0)	148
Employ: Retired	44%	(225)	44%	(227)	2%	(9)	1%	(6)	9%	(44)	—	(0)	511
Employ: Unemployed	33%	(91)	38%	(104)	2%	(5)	3%	(8)	16%	(43)	9%	(24)	276
Employ: Other	35%	(58)	33%	(55)	2%	(4)	4%	(6)	18%	(29)	7%	(12)	164
Military HH: Yes	45%	(163)	39%	(141)	3%	(10)	3%	(11)	9%	(33)	—	(2)	360
Military HH: No	36%	(663)	41%	(760)	3%	(64)	2%	(38)	12%	(227)	5%	(87)	1840
RD/WT: Right Direction	41%	(337)	43%	(357)	3%	(26)	1%	(12)	9%	(73)	3%	(21)	826
RD/WT: Wrong Track	36%	(489)	40%	(544)	4%	(49)	3%	(37)	14%	(188)	5%	(67)	1374
Trump Job Approve	40%	(358)	45%	(406)	3%	(31)	2%	(22)	8%	(72)	2%	(14)	903
Trump Job Disapprove	37%	(428)	39%	(461)	3%	(39)	2%	(25)	14%	(162)	5%	(54)	1169
Trump Job Strongly Approve	47%	(234)	40%	(196)	2%	(10)	3%	(14)	7%	(33)	1%	(7)	494
Trump Job Somewhat Approve	30%	(124)	51%	(209)	5%	(21)	2%	(8)	10%	(40)	2%	(7)	409
Trump Job Somewhat Disapprove	33%	(89)	42%	(115)	4%	(10)	1%	(3)	13%	(36)	7%	(19)	272
Trump Job Strongly Disapprove	38%	(339)	39%	(347)	3%	(30)	3%	(23)	14%	(125)	4%	(34)	898
Favorable of Trump	41%	(368)	45%	(410)	3%	(28)	1%	(12)	8%	(73)	2%	(16)	907
Unfavorable of Trump	37%	(423)	39%	(450)	4%	(41)	3%	(33)	14%	(155)	4%	(48)	1149
Very Favorable of Trump	49%	(253)	39%	(202)	3%	(15)	1%	(7)	7%	(34)	1%	(5)	516
Somewhat Favorable of Trump	29%	(115)	53%	(208)	3%	(13)	1%	(6)	10%	(39)	3%	(10)	391
Somewhat Unfavorable of Trump	33%	(69)	42%	(87)	4%	(8)	—	(1)	18%	(37)	4%	(8)	210
Very Unfavorable of Trump	38%	(354)	39%	(362)	3%	(32)	3%	(32)	13%	(118)	4%	(41)	940

Continued on next page

Table SB9_6: And, do you have a favorable or unfavorable impression of the following?
Planters Peanuts

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	38% (826)	41% (901)	3% (75)	2% (49)	12% (261)	4% (88)	2200
#1 Issue: Economy	34% (198)	42% (239)	4% (21)	2% (13)	12% (71)	6% (35)	576
#1 Issue: Security	42% (165)	41% (161)	3% (12)	3% (13)	7% (29)	3% (10)	390
#1 Issue: Health Care	38% (161)	43% (182)	2% (10)	2% (7)	13% (54)	1% (5)	420
#1 Issue: Medicare / Social Security	45% (145)	42% (136)	2% (5)	2% (5)	9% (30)	1% (2)	323
#1 Issue: Women's Issues	34% (31)	37% (34)	3% (3)	1% (1)	16% (15)	8% (8)	92
#1 Issue: Education	31% (44)	32% (45)	7% (10)	— (0)	18% (25)	11% (16)	140
#1 Issue: Energy	32% (45)	43% (61)	6% (8)	4% (6)	9% (12)	6% (9)	141
#1 Issue: Other	32% (39)	36% (43)	4% (5)	3% (4)	21% (24)	3% (4)	119
2018 House Vote: Democrat	37% (292)	42% (332)	3% (21)	2% (15)	14% (109)	3% (20)	790
2018 House Vote: Republican	43% (286)	42% (280)	3% (21)	1% (8)	9% (58)	1% (7)	660
2018 House Vote: Someone else	45% (34)	43% (32)	3% (2)	— (0)	7% (5)	2% (2)	74
2016 Vote: Hillary Clinton	37% (267)	43% (310)	3% (20)	2% (14)	13% (91)	2% (14)	716
2016 Vote: Donald Trump	43% (305)	44% (307)	3% (19)	1% (7)	8% (57)	1% (9)	704
2016 Vote: Other	36% (53)	41% (60)	5% (7)	3% (5)	13% (20)	2% (3)	147
2016 Vote: Didn't Vote	32% (200)	35% (222)	5% (29)	4% (22)	15% (93)	10% (63)	629
Voted in 2014: Yes	41% (560)	43% (584)	3% (38)	1% (19)	10% (134)	1% (16)	1351
Voted in 2014: No	31% (267)	37% (317)	4% (37)	4% (30)	15% (126)	9% (73)	849
2012 Vote: Barack Obama	39% (325)	45% (372)	2% (20)	2% (15)	9% (78)	2% (16)	826
2012 Vote: Mitt Romney	44% (240)	43% (231)	3% (17)	1% (4)	9% (46)	— (2)	542
2012 Vote: Other	42% (37)	44% (39)	2% (1)	2% (2)	7% (6)	4% (3)	88
2012 Vote: Didn't Vote	30% (224)	35% (258)	5% (36)	4% (28)	18% (130)	9% (67)	742
4-Region: Northeast	35% (137)	44% (173)	4% (17)	1% (6)	12% (48)	3% (13)	394
4-Region: Midwest	38% (175)	44% (205)	2% (9)	2% (7)	12% (58)	2% (8)	462
4-Region: South	42% (345)	39% (318)	3% (26)	2% (19)	10% (79)	4% (36)	824
4-Region: West	33% (169)	39% (205)	4% (22)	3% (17)	15% (76)	6% (32)	520
Yes, an avid fan	46% (351)	38% (291)	3% (25)	2% (18)	7% (53)	3% (26)	764
Yes, a casual fan	36% (255)	41% (292)	4% (28)	2% (12)	12% (88)	5% (37)	712
Not a fan	30% (220)	44% (319)	3% (22)	3% (19)	17% (120)	3% (25)	724

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

Table SB9_7: *And, do you have a favorable or unfavorable impression of the following?*
Bud Light

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(371)	26%	(577)	10%	(224)	19%	(422)	26%	(568)	2%	(38)	2200
Gender: Male	22%	(230)	26%	(275)	11%	(115)	18%	(194)	21%	(226)	2%	(21)	1062
Gender: Female	12%	(140)	27%	(302)	10%	(109)	20%	(228)	30%	(342)	2%	(17)	1138
Age: 18-29	18%	(85)	16%	(73)	12%	(57)	20%	(91)	29%	(133)	4%	(21)	460
Age: 30-44	20%	(110)	26%	(144)	11%	(59)	21%	(114)	22%	(120)	1%	(6)	552
Age: 45-54	20%	(58)	32%	(96)	7%	(20)	17%	(52)	23%	(68)	2%	(5)	299
Age: 55-64	16%	(71)	28%	(127)	11%	(48)	22%	(99)	23%	(103)	1%	(5)	452
Age: 65+	11%	(46)	32%	(138)	9%	(41)	15%	(65)	33%	(144)	1%	(2)	436
Generation Z: 18-22	15%	(31)	11%	(23)	6%	(13)	25%	(53)	38%	(80)	6%	(12)	212
Millennial: Age 23-38	19%	(114)	23%	(137)	14%	(85)	20%	(121)	21%	(127)	2%	(14)	598
Generation X: Age 39-54	21%	(107)	30%	(153)	8%	(38)	17%	(83)	23%	(115)	1%	(5)	501
Boomers: Age 55-73	14%	(113)	29%	(229)	10%	(81)	19%	(147)	27%	(212)	1%	(6)	788
PID: Dem (no lean)	17%	(144)	25%	(204)	11%	(92)	18%	(148)	28%	(230)	1%	(11)	829
PID: Ind (no lean)	14%	(93)	24%	(162)	10%	(69)	22%	(148)	27%	(186)	3%	(20)	677
PID: Rep (no lean)	19%	(134)	30%	(211)	9%	(64)	18%	(125)	22%	(152)	1%	(8)	694
PID/Gender: Dem Men	23%	(87)	23%	(87)	13%	(47)	21%	(76)	17%	(65)	3%	(9)	372
PID/Gender: Dem Women	13%	(57)	26%	(117)	10%	(45)	16%	(72)	36%	(165)	—	(1)	457
PID/Gender: Ind Men	18%	(61)	23%	(79)	10%	(34)	19%	(66)	27%	(92)	2%	(7)	340
PID/Gender: Ind Women	9%	(32)	24%	(83)	10%	(34)	24%	(82)	28%	(94)	4%	(13)	337
PID/Gender: Rep Men	24%	(82)	31%	(109)	9%	(33)	15%	(51)	20%	(69)	1%	(4)	349
PID/Gender: Rep Women	15%	(51)	30%	(102)	9%	(31)	21%	(74)	24%	(82)	1%	(4)	344
Ideo: Liberal (1-3)	15%	(82)	26%	(146)	12%	(69)	20%	(112)	26%	(143)	1%	(4)	556
Ideo: Moderate (4)	18%	(113)	24%	(147)	13%	(77)	17%	(104)	27%	(166)	1%	(7)	613
Ideo: Conservative (5-7)	17%	(130)	31%	(237)	9%	(68)	21%	(163)	20%	(156)	1%	(8)	762
Educ: < College	19%	(286)	24%	(366)	9%	(129)	19%	(291)	27%	(407)	2%	(33)	1512
Educ: Bachelors degree	12%	(54)	34%	(149)	12%	(53)	18%	(81)	23%	(103)	1%	(3)	444
Educ: Post-grad	13%	(31)	26%	(63)	17%	(42)	20%	(49)	23%	(57)	1%	(2)	244
Income: Under 50k	18%	(228)	23%	(293)	8%	(105)	21%	(259)	27%	(344)	2%	(31)	1261
Income: 50k-100k	16%	(100)	28%	(172)	13%	(81)	16%	(96)	26%	(160)	1%	(4)	613
Income: 100k+	13%	(43)	34%	(112)	12%	(38)	20%	(67)	20%	(64)	1%	(3)	326
Ethnicity: White	16%	(276)	28%	(481)	11%	(181)	19%	(322)	25%	(438)	1%	(23)	1722

Continued on next page

**Table SB9_7: And, do you have a favorable or unfavorable impression of the following?
Bud Light**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(371)	26%	(577)	10%	(224)	19%	(422)	26%	(568)	2%	(38)	2200
Ethnicity: Hispanic	25%	(89)	19%	(67)	15%	(52)	19%	(68)	20%	(72)	1%	(2)	349
Ethnicity: Afr. Am.	20%	(56)	17%	(46)	9%	(26)	23%	(64)	27%	(74)	3%	(9)	274
Ethnicity: Other	19%	(39)	25%	(51)	8%	(17)	17%	(36)	27%	(56)	3%	(6)	204
Community: Urban	19%	(109)	26%	(147)	11%	(64)	16%	(91)	26%	(149)	2%	(10)	570
Community: Suburban	15%	(160)	27%	(277)	12%	(123)	18%	(191)	26%	(267)	1%	(14)	1031
Community: Rural	17%	(102)	26%	(153)	6%	(38)	23%	(140)	25%	(151)	2%	(14)	599
Employ: Private Sector	20%	(134)	28%	(189)	12%	(81)	16%	(107)	21%	(142)	2%	(13)	665
Employ: Government	19%	(28)	26%	(38)	11%	(17)	20%	(29)	22%	(32)	2%	(3)	147
Employ: Self-Employed	21%	(35)	20%	(33)	10%	(17)	24%	(41)	23%	(39)	3%	(4)	169
Employ: Homemaker	14%	(20)	35%	(51)	7%	(10)	20%	(29)	24%	(36)	1%	(1)	148
Employ: Retired	13%	(65)	31%	(158)	9%	(48)	16%	(83)	31%	(157)	—	(0)	511
Employ: Unemployed	14%	(38)	22%	(60)	10%	(27)	22%	(62)	29%	(80)	3%	(9)	276
Employ: Other	22%	(36)	20%	(33)	9%	(14)	20%	(34)	26%	(43)	3%	(5)	164
Military HH: Yes	17%	(60)	30%	(108)	9%	(32)	18%	(63)	26%	(92)	1%	(4)	360
Military HH: No	17%	(311)	26%	(469)	10%	(192)	19%	(358)	26%	(476)	2%	(34)	1840
RD/WT: Right Direction	20%	(168)	32%	(261)	8%	(65)	16%	(136)	23%	(187)	1%	(10)	826
RD/WT: Wrong Track	15%	(203)	23%	(317)	12%	(160)	21%	(286)	28%	(380)	2%	(28)	1374
Trump Job Approve	21%	(185)	30%	(269)	8%	(75)	18%	(166)	22%	(196)	1%	(12)	903
Trump Job Disapprove	14%	(163)	25%	(292)	12%	(143)	20%	(236)	27%	(319)	1%	(17)	1169
Trump Job Strongly Approve	25%	(123)	28%	(139)	7%	(37)	19%	(95)	18%	(90)	2%	(9)	494
Trump Job Somewhat Approve	15%	(62)	32%	(130)	9%	(38)	17%	(71)	26%	(106)	1%	(3)	409
Trump Job Somewhat Disapprove	13%	(37)	29%	(79)	12%	(34)	16%	(44)	26%	(71)	3%	(8)	272
Trump Job Strongly Disapprove	14%	(127)	24%	(213)	12%	(109)	21%	(192)	28%	(248)	1%	(9)	898
Favorable of Trump	20%	(183)	31%	(282)	8%	(72)	18%	(162)	22%	(197)	1%	(9)	907
Unfavorable of Trump	15%	(172)	24%	(276)	13%	(148)	20%	(234)	27%	(306)	1%	(13)	1149
Very Favorable of Trump	24%	(124)	30%	(154)	6%	(33)	20%	(101)	19%	(96)	1%	(7)	516
Somewhat Favorable of Trump	15%	(59)	33%	(128)	10%	(39)	16%	(61)	26%	(101)	—	(2)	391
Somewhat Unfavorable of Trump	13%	(26)	23%	(49)	15%	(33)	22%	(45)	25%	(53)	1%	(3)	210
Very Unfavorable of Trump	15%	(145)	24%	(227)	12%	(115)	20%	(189)	27%	(253)	1%	(10)	940

Continued on next page

**Table SB9_7: And, do you have a favorable or unfavorable impression of the following?
Bud Light**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(371)	26%	(577)	10%	(224)	19%	(422)	26%	(568)	2%	(38)	2200
#1 Issue: Economy	19%	(108)	24%	(135)	9%	(52)	23%	(131)	24%	(137)	2%	(12)	576
#1 Issue: Security	17%	(67)	35%	(137)	8%	(31)	18%	(70)	21%	(81)	1%	(4)	390
#1 Issue: Health Care	16%	(68)	29%	(121)	13%	(55)	16%	(69)	25%	(104)	1%	(4)	420
#1 Issue: Medicare / Social Security	17%	(54)	29%	(95)	7%	(23)	16%	(50)	31%	(99)	1%	(2)	323
#1 Issue: Women's Issues	12%	(11)	20%	(19)	9%	(8)	27%	(25)	28%	(25)	5%	(4)	92
#1 Issue: Education	19%	(26)	19%	(26)	18%	(26)	14%	(20)	26%	(36)	4%	(6)	140
#1 Issue: Energy	16%	(22)	18%	(25)	14%	(19)	24%	(34)	27%	(38)	1%	(2)	141
#1 Issue: Other	11%	(14)	17%	(20)	9%	(11)	19%	(22)	40%	(48)	4%	(5)	119
2018 House Vote: Democrat	17%	(134)	25%	(196)	14%	(110)	17%	(133)	27%	(213)	1%	(4)	790
2018 House Vote: Republican	19%	(124)	31%	(204)	9%	(56)	21%	(139)	20%	(130)	1%	(6)	660
2018 House Vote: Someone else	12%	(9)	19%	(14)	14%	(10)	26%	(19)	29%	(21)	1%	(1)	74
2016 Vote: Hillary Clinton	17%	(124)	26%	(183)	13%	(92)	16%	(118)	27%	(194)	1%	(5)	716
2016 Vote: Donald Trump	20%	(139)	31%	(217)	9%	(60)	20%	(144)	20%	(139)	1%	(6)	704
2016 Vote: Other	13%	(19)	24%	(36)	14%	(21)	22%	(33)	24%	(35)	2%	(3)	147
2016 Vote: Didn't Vote	14%	(88)	22%	(141)	8%	(51)	20%	(127)	31%	(197)	4%	(25)	629
Voted in 2014: Yes	18%	(241)	28%	(380)	11%	(145)	19%	(257)	23%	(315)	1%	(13)	1351
Voted in 2014: No	15%	(130)	23%	(198)	9%	(79)	19%	(165)	30%	(253)	3%	(25)	849
2012 Vote: Barack Obama	18%	(148)	25%	(203)	12%	(98)	17%	(140)	28%	(227)	1%	(8)	826
2012 Vote: Mitt Romney	19%	(101)	33%	(177)	8%	(43)	20%	(110)	20%	(109)	—	(2)	542
2012 Vote: Other	15%	(13)	26%	(23)	15%	(14)	21%	(19)	18%	(16)	5%	(4)	88
2012 Vote: Didn't Vote	15%	(108)	23%	(174)	9%	(70)	21%	(152)	29%	(215)	3%	(23)	742
4-Region: Northeast	15%	(60)	28%	(110)	12%	(48)	17%	(65)	26%	(103)	2%	(6)	394
4-Region: Midwest	15%	(69)	31%	(141)	11%	(49)	16%	(73)	26%	(122)	2%	(7)	462
4-Region: South	20%	(162)	24%	(195)	9%	(74)	19%	(154)	27%	(222)	2%	(18)	824
4-Region: West	15%	(80)	25%	(131)	10%	(53)	25%	(129)	23%	(121)	1%	(7)	520
Yes, an avid fan	25%	(189)	30%	(228)	9%	(69)	16%	(120)	19%	(145)	2%	(15)	764
Yes, a casual fan	16%	(113)	27%	(194)	12%	(83)	19%	(135)	26%	(183)	1%	(4)	712
Not a fan	10%	(69)	22%	(156)	10%	(73)	23%	(167)	33%	(240)	3%	(19)	724

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

Table SBdem1_1: Are you a fan of any of the following sports leagues?
NFL (National Football League)

Demographic	Yes, an avid fan	Yes, a casual fan	Not a fan	Total N
Adults	35% (764)	32% (712)	33% (724)	2200
Gender: Male	50% (532)	29% (303)	21% (227)	1062
Gender: Female	20% (232)	36% (409)	44% (497)	1138
Age: 18-29	35% (161)	35% (159)	30% (140)	460
Age: 30-44	39% (213)	34% (186)	28% (153)	552
Age: 45-54	34% (103)	27% (82)	38% (114)	299
Age: 55-64	32% (145)	34% (152)	34% (155)	452
Age: 65+	33% (142)	31% (133)	37% (161)	436
Generation Z: 18-22	34% (72)	37% (78)	30% (63)	212
Millennial: Age 23-38	36% (215)	35% (209)	29% (173)	598
Generation X: Age 39-54	38% (190)	28% (140)	34% (171)	501
Boomers: Age 55-73	32% (255)	33% (258)	35% (275)	788
PID: Dem (no lean)	38% (311)	33% (273)	29% (245)	829
PID: Ind (no lean)	28% (188)	34% (232)	38% (258)	677
PID: Rep (no lean)	38% (265)	30% (207)	32% (221)	694
PID/Gender: Dem Men	57% (211)	26% (98)	17% (64)	372
PID/Gender: Dem Women	22% (100)	38% (176)	40% (181)	457
PID/Gender: Ind Men	39% (133)	34% (115)	27% (92)	340
PID/Gender: Ind Women	16% (54)	35% (117)	49% (166)	337
PID/Gender: Rep Men	54% (188)	26% (90)	20% (71)	349
PID/Gender: Rep Women	22% (77)	34% (117)	44% (150)	344
Ideo: Liberal (1-3)	32% (175)	35% (193)	34% (188)	556
Ideo: Moderate (4)	37% (229)	37% (229)	25% (154)	613
Ideo: Conservative (5-7)	37% (286)	29% (221)	33% (255)	762
Educ: < College	35% (529)	32% (477)	34% (507)	1512
Educ: Bachelors degree	38% (169)	31% (139)	31% (136)	444
Educ: Post-grad	27% (66)	39% (96)	33% (82)	244
Income: Under 50k	32% (409)	30% (376)	38% (476)	1261
Income: 50k-100k	37% (227)	36% (222)	27% (164)	613
Income: 100k+	39% (128)	35% (114)	26% (85)	326
Ethnicity: White	33% (566)	32% (544)	36% (612)	1722
Ethnicity: Hispanic	35% (122)	38% (134)	27% (93)	349

Continued on next page

Table SBdem1_1: Are you a fan of any of the following sports leagues?
NFL (National Football League)

Demographic	Yes, an avid fan		Yes, a casual fan		Not a fan		Total N
Adults	35%	(764)	32%	(712)	33%	(724)	2200
Ethnicity: Afr. Am.	48%	(132)	33%	(90)	19%	(52)	274
Ethnicity: Other	32%	(66)	38%	(78)	29%	(60)	204
Community: Urban	40%	(227)	31%	(176)	29%	(167)	570
Community: Suburban	35%	(356)	35%	(358)	31%	(317)	1031
Community: Rural	30%	(180)	30%	(178)	40%	(241)	599
Employ: Private Sector	39%	(257)	32%	(212)	30%	(197)	665
Employ: Government	36%	(53)	32%	(46)	32%	(48)	147
Employ: Self-Employed	45%	(77)	29%	(49)	26%	(44)	169
Employ: Homemaker	20%	(29)	40%	(59)	41%	(60)	148
Employ: Retired	31%	(160)	30%	(153)	39%	(198)	511
Employ: Unemployed	33%	(92)	37%	(101)	30%	(83)	276
Employ: Other	33%	(54)	31%	(50)	36%	(59)	164
Military HH: Yes	41%	(147)	32%	(114)	28%	(99)	360
Military HH: No	34%	(616)	33%	(598)	34%	(625)	1840
RD/WT: Right Direction	38%	(314)	32%	(261)	30%	(250)	826
RD/WT: Wrong Track	33%	(450)	33%	(451)	34%	(474)	1374
Trump Job Approve	38%	(342)	30%	(275)	32%	(286)	903
Trump Job Disapprove	33%	(387)	34%	(394)	33%	(388)	1169
Trump Job Strongly Approve	41%	(203)	29%	(142)	30%	(149)	494
Trump Job Somewhat Approve	34%	(139)	32%	(133)	34%	(137)	409
Trump Job Somewhat Disapprove	32%	(86)	35%	(96)	33%	(90)	272
Trump Job Strongly Disapprove	34%	(301)	33%	(298)	33%	(298)	898
Favorable of Trump	37%	(338)	31%	(285)	31%	(284)	907
Unfavorable of Trump	34%	(386)	35%	(400)	32%	(363)	1149
Very Favorable of Trump	40%	(205)	28%	(143)	33%	(168)	516
Somewhat Favorable of Trump	34%	(133)	36%	(142)	30%	(116)	391
Somewhat Unfavorable of Trump	36%	(75)	34%	(71)	30%	(64)	210
Very Unfavorable of Trump	33%	(311)	35%	(329)	32%	(300)	940

Continued on next page

Table SBdem1_1: Are you a fan of any of the following sports leagues?
NFL (National Football League)

Demographic	Yes, an avid fan		Yes, a casual fan		Not a fan		Total N
Adults	35%	(764)	32%	(712)	33%	(724)	2200
#1 Issue: Economy	40%	(229)	32%	(186)	28%	(162)	576
#1 Issue: Security	37%	(146)	27%	(105)	36%	(138)	390
#1 Issue: Health Care	35%	(146)	32%	(136)	33%	(137)	420
#1 Issue: Medicare / Social Security	32%	(103)	32%	(104)	36%	(116)	323
#1 Issue: Women's Issues	24%	(22)	32%	(29)	44%	(41)	92
#1 Issue: Education	33%	(47)	39%	(54)	28%	(39)	140
#1 Issue: Energy	33%	(46)	42%	(58)	26%	(36)	141
#1 Issue: Other	20%	(24)	33%	(40)	46%	(55)	119
2018 House Vote: Democrat	37%	(289)	34%	(266)	30%	(234)	790
2018 House Vote: Republican	38%	(253)	30%	(197)	32%	(210)	660
2018 House Vote: Someone else	35%	(26)	33%	(24)	32%	(24)	74
2016 Vote: Hillary Clinton	39%	(280)	32%	(231)	29%	(205)	716
2016 Vote: Donald Trump	37%	(261)	31%	(221)	32%	(222)	704
2016 Vote: Other	34%	(49)	37%	(55)	29%	(43)	147
2016 Vote: Didn't Vote	27%	(171)	32%	(204)	40%	(254)	629
Voted in 2014: Yes	39%	(528)	31%	(423)	30%	(400)	1351
Voted in 2014: No	28%	(236)	34%	(289)	38%	(324)	849
2012 Vote: Barack Obama	39%	(320)	30%	(249)	31%	(256)	826
2012 Vote: Mitt Romney	37%	(200)	33%	(179)	30%	(163)	542
2012 Vote: Other	28%	(25)	46%	(40)	26%	(23)	88
2012 Vote: Didn't Vote	29%	(219)	33%	(242)	38%	(281)	742
4-Region: Northeast	40%	(159)	26%	(103)	34%	(132)	394
4-Region: Midwest	30%	(137)	34%	(156)	37%	(169)	462
4-Region: South	35%	(288)	32%	(265)	33%	(271)	824
4-Region: West	35%	(180)	36%	(188)	29%	(152)	520
Yes, an avid fan	100%	(764)	—	(0)	—	(0)	764
Yes, a casual fan	—	(0)	100%	(712)	—	(0)	712
Not a fan	—	(0)	—	(0)	100%	(724)	724

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

Table SBdem1_2: Are you a fan of any of the following sports leagues?
 MLB (Major League Baseball)

Demographic	Yes, an avid fan	Yes, a casual fan	Not a fan	Total N
Adults	20% (448)	34% (757)	45% (994)	2200
Gender: Male	29% (309)	36% (383)	35% (371)	1062
Gender: Female	12% (139)	33% (375)	55% (624)	1138
Age: 18-29	17% (76)	28% (130)	55% (254)	460
Age: 30-44	22% (124)	33% (182)	45% (246)	552
Age: 45-54	16% (47)	39% (115)	46% (136)	299
Age: 55-64	22% (100)	37% (170)	40% (183)	452
Age: 65+	23% (101)	37% (160)	40% (175)	436
Generation Z: 18-22	14% (30)	26% (56)	59% (126)	212
Millennial: Age 23-38	18% (110)	34% (201)	48% (287)	598
Generation X: Age 39-54	21% (106)	34% (172)	45% (223)	501
Boomers: Age 55-73	21% (169)	38% (302)	40% (317)	788
PID: Dem (no lean)	22% (186)	35% (288)	43% (356)	829
PID: Ind (no lean)	15% (101)	33% (223)	52% (354)	677
PID: Rep (no lean)	23% (161)	36% (247)	41% (285)	694
PID/Gender: Dem Men	33% (122)	38% (140)	30% (111)	372
PID/Gender: Dem Women	14% (64)	32% (148)	54% (245)	457
PID/Gender: Ind Men	22% (74)	36% (121)	43% (146)	340
PID/Gender: Ind Women	8% (27)	30% (102)	62% (208)	337
PID/Gender: Rep Men	32% (113)	35% (122)	33% (114)	349
PID/Gender: Rep Women	14% (48)	36% (125)	50% (171)	344
Ideo: Liberal (1-3)	21% (118)	30% (169)	48% (269)	556
Ideo: Moderate (4)	18% (110)	44% (269)	38% (234)	613
Ideo: Conservative (5-7)	24% (184)	32% (247)	43% (331)	762
Educ: < College	19% (290)	32% (491)	48% (732)	1512
Educ: Bachelors degree	23% (100)	40% (179)	37% (165)	444
Educ: Post-grad	24% (58)	36% (88)	40% (98)	244
Income: Under 50k	19% (234)	29% (371)	52% (656)	1261
Income: 50k-100k	22% (136)	41% (250)	37% (227)	613
Income: 100k+	24% (78)	42% (136)	34% (112)	326
Ethnicity: White	21% (368)	34% (591)	44% (763)	1722
Ethnicity: Hispanic	23% (81)	37% (130)	40% (138)	349

Continued on next page

Table SBdem1_2: Are you a fan of any of the following sports leagues?
MLB (Major League Baseball)

Demographic	Yes, an avid fan	Yes, a casual fan	Not a fan	Total N
Adults	20% (448)	34% (757)	45% (994)	2200
Ethnicity: Afr. Am.	16% (44)	34% (93)	50% (137)	274
Ethnicity: Other	18% (36)	36% (73)	46% (95)	204
Community: Urban	23% (132)	31% (177)	46% (262)	570
Community: Suburban	22% (232)	37% (378)	41% (421)	1031
Community: Rural	14% (84)	34% (203)	52% (311)	599
Employ: Private Sector	25% (167)	35% (231)	40% (267)	665
Employ: Government	19% (28)	34% (50)	46% (68)	147
Employ: Self-Employed	18% (30)	41% (70)	41% (69)	169
Employ: Homemaker	15% (23)	28% (41)	57% (84)	148
Employ: Retired	22% (113)	36% (185)	42% (213)	511
Employ: Unemployed	14% (40)	32% (89)	53% (147)	276
Employ: Other	17% (28)	30% (49)	53% (87)	164
Military HH: Yes	25% (90)	39% (139)	36% (131)	360
Military HH: No	19% (358)	34% (618)	47% (864)	1840
RD/WT: Right Direction	23% (188)	36% (299)	41% (339)	826
RD/WT: Wrong Track	19% (260)	33% (459)	48% (655)	1374
Trump Job Approve	22% (197)	35% (314)	43% (392)	903
Trump Job Disapprove	20% (237)	36% (419)	44% (513)	1169
Trump Job Strongly Approve	24% (120)	33% (164)	42% (209)	494
Trump Job Somewhat Approve	19% (77)	37% (150)	45% (182)	409
Trump Job Somewhat Disapprove	24% (65)	37% (100)	39% (106)	272
Trump Job Strongly Disapprove	19% (172)	35% (318)	45% (407)	898
Favorable of Trump	22% (199)	36% (325)	42% (383)	907
Unfavorable of Trump	20% (231)	35% (406)	45% (513)	1149
Very Favorable of Trump	24% (123)	33% (170)	43% (222)	516
Somewhat Favorable of Trump	19% (76)	40% (154)	41% (160)	391
Somewhat Unfavorable of Trump	22% (46)	33% (68)	46% (96)	210
Very Unfavorable of Trump	20% (185)	36% (337)	44% (417)	940

Continued on next page

**Table SBdem1_2: Are you a fan of any of the following sports leagues?
 MLB (Major League Baseball)**

Demographic	Yes, an avid fan	Yes, a casual fan	Not a fan	Total N
Adults	20% (448)	34% (757)	45% (994)	2200
#1 Issue: Economy	22% (125)	34% (196)	44% (256)	576
#1 Issue: Security	23% (89)	32% (124)	45% (177)	390
#1 Issue: Health Care	19% (81)	39% (162)	42% (176)	420
#1 Issue: Medicare / Social Security	21% (66)	35% (114)	44% (143)	323
#1 Issue: Women's Issues	11% (10)	34% (32)	54% (50)	92
#1 Issue: Education	20% (28)	31% (43)	49% (68)	140
#1 Issue: Energy	23% (33)	35% (50)	41% (58)	141
#1 Issue: Other	13% (16)	31% (37)	56% (66)	119
2018 House Vote: Democrat	22% (177)	37% (289)	41% (324)	790
2018 House Vote: Republican	23% (153)	38% (249)	39% (258)	660
2018 House Vote: Someone else	18% (13)	36% (27)	46% (34)	74
2016 Vote: Hillary Clinton	23% (167)	36% (259)	41% (291)	716
2016 Vote: Donald Trump	22% (155)	38% (268)	40% (281)	704
2016 Vote: Other	25% (36)	36% (53)	39% (57)	147
2016 Vote: Didn't Vote	14% (89)	28% (176)	58% (364)	629
Voted in 2014: Yes	24% (321)	38% (511)	38% (518)	1351
Voted in 2014: No	15% (127)	29% (246)	56% (476)	849
2012 Vote: Barack Obama	24% (200)	35% (288)	41% (337)	826
2012 Vote: Mitt Romney	23% (126)	38% (207)	38% (208)	542
2012 Vote: Other	20% (17)	47% (41)	33% (29)	88
2012 Vote: Didn't Vote	14% (104)	30% (220)	56% (419)	742
4-Region: Northeast	26% (101)	35% (139)	39% (153)	394
4-Region: Midwest	24% (109)	31% (143)	45% (210)	462
4-Region: South	15% (120)	35% (290)	50% (415)	824
4-Region: West	23% (118)	36% (185)	42% (217)	520
Yes, an avid fan	42% (323)	38% (289)	20% (151)	764
Yes, a casual fan	13% (90)	48% (344)	39% (278)	712
Not a fan	5% (35)	17% (124)	78% (565)	724

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

Table SBdem1_3: Are you a fan of any of the following sports leagues?
NBA (National Basketball Association)

Demographic	Yes, an avid fan	Yes, a casual fan	Not a fan	Total N
Adults	19% (411)	31% (690)	50% (1099)	2200
Gender: Male	27% (290)	32% (337)	41% (435)	1062
Gender: Female	11% (121)	31% (353)	58% (665)	1138
Age: 18-29	28% (130)	36% (165)	36% (165)	460
Age: 30-44	24% (135)	32% (176)	44% (242)	552
Age: 45-54	11% (32)	38% (114)	51% (152)	299
Age: 55-64	14% (64)	27% (124)	58% (265)	452
Age: 65+	11% (50)	25% (111)	63% (275)	436
Generation Z: 18-22	33% (69)	34% (72)	34% (71)	212
Millennial: Age 23-38	24% (143)	34% (203)	42% (252)	598
Generation X: Age 39-54	17% (84)	36% (180)	47% (236)	501
Boomers: Age 55-73	13% (102)	27% (214)	60% (472)	788
PID: Dem (no lean)	26% (212)	35% (287)	40% (331)	829
PID: Ind (no lean)	15% (103)	31% (207)	54% (367)	677
PID: Rep (no lean)	14% (97)	28% (195)	58% (401)	694
PID/Gender: Dem Men	36% (135)	37% (138)	27% (99)	372
PID/Gender: Dem Women	17% (76)	33% (149)	51% (231)	457
PID/Gender: Ind Men	25% (84)	28% (94)	48% (163)	340
PID/Gender: Ind Women	6% (19)	34% (113)	61% (205)	337
PID/Gender: Rep Men	20% (71)	30% (105)	49% (173)	349
PID/Gender: Rep Women	7% (25)	26% (90)	66% (228)	344
Ideo: Liberal (1-3)	22% (123)	34% (187)	44% (246)	556
Ideo: Moderate (4)	20% (123)	33% (203)	47% (287)	613
Ideo: Conservative (5-7)	13% (101)	30% (231)	56% (430)	762
Educ: < College	18% (280)	31% (466)	51% (766)	1512
Educ: Bachelors degree	20% (90)	34% (151)	46% (204)	444
Educ: Post-grad	17% (41)	30% (73)	53% (129)	244
Income: Under 50k	19% (240)	28% (354)	53% (667)	1261
Income: 50k-100k	17% (103)	37% (226)	46% (284)	613
Income: 100k+	21% (68)	34% (110)	45% (148)	326
Ethnicity: White	13% (231)	30% (508)	57% (982)	1722
Ethnicity: Hispanic	30% (104)	39% (137)	31% (109)	349

Continued on next page

**Table SBdem1_3: Are you a fan of any of the following sports leagues?
 NBA (National Basketball Association)**

Demographic	Yes, an avid fan	Yes, a casual fan	Not a fan	Total N
Adults	19% (411)	31% (690)	50% (1099)	2200
Ethnicity: Afr. Am.	47% (129)	33% (91)	20% (54)	274
Ethnicity: Other	25% (51)	44% (91)	31% (63)	204
Community: Urban	28% (162)	30% (174)	41% (234)	570
Community: Suburban	18% (183)	33% (336)	50% (512)	1031
Community: Rural	11% (66)	30% (180)	59% (353)	599
Employ: Private Sector	22% (144)	32% (215)	46% (306)	665
Employ: Government	17% (25)	35% (51)	49% (71)	147
Employ: Self-Employed	26% (44)	31% (52)	43% (73)	169
Employ: Homemaker	15% (22)	30% (44)	56% (82)	148
Employ: Retired	11% (54)	27% (137)	63% (320)	511
Employ: Unemployed	22% (60)	36% (100)	42% (116)	276
Employ: Other	19% (31)	28% (46)	53% (87)	164
Military HH: Yes	18% (64)	30% (108)	52% (188)	360
Military HH: No	19% (347)	32% (582)	50% (911)	1840
RD/WT: Right Direction	16% (132)	32% (268)	52% (426)	826
RD/WT: Wrong Track	20% (279)	31% (422)	49% (673)	1374
Trump Job Approve	15% (133)	31% (276)	55% (495)	903
Trump Job Disapprove	22% (252)	32% (376)	46% (541)	1169
Trump Job Strongly Approve	16% (81)	28% (140)	55% (273)	494
Trump Job Somewhat Approve	13% (52)	33% (136)	54% (221)	409
Trump Job Somewhat Disapprove	18% (49)	33% (88)	49% (134)	272
Trump Job Strongly Disapprove	23% (203)	32% (288)	45% (407)	898
Favorable of Trump	15% (135)	31% (278)	55% (494)	907
Unfavorable of Trump	21% (244)	33% (382)	46% (523)	1149
Very Favorable of Trump	14% (71)	28% (147)	58% (299)	516
Somewhat Favorable of Trump	16% (64)	33% (131)	50% (196)	391
Somewhat Unfavorable of Trump	18% (38)	33% (68)	49% (104)	210
Very Unfavorable of Trump	22% (206)	33% (314)	45% (420)	940

Continued on next page

Table SBdem1_3: Are you a fan of any of the following sports leagues?
NBA (National Basketball Association)

Demographic	Yes, an avid fan	Yes, a casual fan	Not a fan	Total N
Adults	19% (411)	31% (690)	50% (1099)	2200
#1 Issue: Economy	23% (131)	33% (191)	44% (255)	576
#1 Issue: Security	17% (66)	25% (99)	58% (224)	390
#1 Issue: Health Care	20% (85)	31% (132)	48% (203)	420
#1 Issue: Medicare / Social Security	16% (52)	28% (90)	56% (181)	323
#1 Issue: Women's Issues	15% (14)	33% (31)	52% (48)	92
#1 Issue: Education	18% (25)	46% (64)	36% (50)	140
#1 Issue: Energy	20% (28)	40% (57)	40% (56)	141
#1 Issue: Other	9% (11)	22% (26)	69% (82)	119
2018 House Vote: Democrat	24% (187)	32% (256)	44% (346)	790
2018 House Vote: Republican	12% (79)	31% (205)	57% (377)	660
2018 House Vote: Someone else	18% (14)	30% (22)	51% (38)	74
2016 Vote: Hillary Clinton	27% (192)	30% (218)	43% (306)	716
2016 Vote: Donald Trump	13% (90)	31% (220)	56% (394)	704
2016 Vote: Other	16% (23)	39% (57)	45% (67)	147
2016 Vote: Didn't Vote	17% (106)	31% (194)	52% (330)	629
Voted in 2014: Yes	20% (264)	31% (421)	49% (666)	1351
Voted in 2014: No	17% (147)	32% (269)	51% (434)	849
2012 Vote: Barack Obama	24% (200)	31% (255)	45% (371)	826
2012 Vote: Mitt Romney	12% (63)	30% (162)	59% (317)	542
2012 Vote: Other	8% (7)	36% (32)	57% (50)	88
2012 Vote: Didn't Vote	19% (141)	32% (240)	49% (362)	742
4-Region: Northeast	20% (78)	25% (99)	55% (216)	394
4-Region: Midwest	14% (66)	30% (137)	56% (259)	462
4-Region: South	19% (155)	31% (258)	50% (411)	824
4-Region: West	21% (111)	38% (196)	41% (213)	520
Yes, an avid fan	42% (322)	37% (280)	21% (162)	764
Yes, a casual fan	10% (71)	46% (328)	44% (313)	712
Not a fan	2% (18)	11% (82)	86% (625)	724

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

Table SBdem1_4: Are you a fan of any of the following sports leagues?
 MLS (Major League Soccer)

Demographic	Yes, an avid fan		Yes, a casual fan		Not a fan		Total N
Adults	5%	(110)	19%	(416)	76%	(1675)	2200
Gender: Male	7%	(77)	24%	(251)	69%	(734)	1062
Gender: Female	3%	(33)	14%	(164)	83%	(941)	1138
Age: 18-29	11%	(49)	21%	(98)	68%	(313)	460
Age: 30-44	5%	(30)	21%	(115)	74%	(407)	552
Age: 45-54	3%	(10)	19%	(56)	78%	(233)	299
Age: 55-64	3%	(13)	19%	(87)	78%	(352)	452
Age: 65+	2%	(8)	13%	(58)	85%	(370)	436
Generation Z: 18-22	8%	(18)	19%	(41)	72%	(154)	212
Millennial: Age 23-38	9%	(52)	22%	(130)	70%	(416)	598
Generation X: Age 39-54	4%	(19)	20%	(99)	77%	(383)	501
Boomers: Age 55-73	2%	(19)	17%	(133)	81%	(636)	788
PID: Dem (no lean)	8%	(63)	21%	(172)	72%	(593)	829
PID: Ind (no lean)	3%	(22)	17%	(118)	79%	(537)	677
PID: Rep (no lean)	3%	(24)	18%	(125)	79%	(545)	694
PID/Gender: Dem Men	10%	(39)	28%	(103)	62%	(230)	372
PID/Gender: Dem Women	5%	(24)	15%	(69)	80%	(363)	457
PID/Gender: Ind Men	6%	(19)	21%	(71)	73%	(249)	340
PID/Gender: Ind Women	1%	(3)	14%	(47)	85%	(288)	337
PID/Gender: Rep Men	5%	(19)	22%	(76)	73%	(254)	349
PID/Gender: Rep Women	2%	(5)	14%	(49)	84%	(290)	344
Ideo: Liberal (1-3)	8%	(42)	23%	(126)	70%	(388)	556
Ideo: Moderate (4)	5%	(32)	21%	(129)	74%	(452)	613
Ideo: Conservative (5-7)	3%	(25)	16%	(121)	81%	(616)	762
Educ: < College	4%	(65)	16%	(243)	80%	(1204)	1512
Educ: Bachelors degree	6%	(28)	25%	(112)	69%	(304)	444
Educ: Post-grad	7%	(16)	25%	(61)	68%	(166)	244
Income: Under 50k	5%	(62)	15%	(186)	80%	(1013)	1261
Income: 50k-100k	5%	(28)	22%	(137)	73%	(448)	613
Income: 100k+	6%	(19)	29%	(93)	66%	(214)	326
Ethnicity: White	4%	(72)	16%	(281)	79%	(1369)	1722
Ethnicity: Hispanic	11%	(40)	27%	(93)	62%	(216)	349

Continued on next page

Table SBdem1_4: Are you a fan of any of the following sports leagues?
MLS (Major League Soccer)

Demographic	Yes, an avid fan		Yes, a casual fan		Not a fan		Total N
Adults	5%	(110)	19%	(416)	76%	(1675)	2200
Ethnicity: Afr. Am.	6%	(17)	30%	(83)	64%	(174)	274
Ethnicity: Other	10%	(20)	25%	(51)	65%	(132)	204
Community: Urban	6%	(36)	22%	(125)	72%	(409)	570
Community: Suburban	5%	(55)	21%	(213)	74%	(763)	1031
Community: Rural	3%	(18)	13%	(78)	84%	(503)	599
Employ: Private Sector	7%	(48)	22%	(150)	70%	(468)	665
Employ: Government	4%	(6)	21%	(31)	75%	(110)	147
Employ: Self-Employed	6%	(10)	22%	(38)	72%	(121)	169
Employ: Homemaker	3%	(4)	16%	(23)	81%	(120)	148
Employ: Retired	2%	(9)	14%	(71)	84%	(431)	511
Employ: Unemployed	4%	(12)	17%	(47)	78%	(216)	276
Employ: Other	5%	(9)	18%	(30)	77%	(125)	164
Military HH: Yes	3%	(12)	19%	(67)	78%	(281)	360
Military HH: No	5%	(97)	19%	(349)	76%	(1394)	1840
RD/WT: Right Direction	5%	(42)	19%	(155)	76%	(628)	826
RD/WT: Wrong Track	5%	(68)	19%	(260)	76%	(1046)	1374
Trump Job Approve	3%	(30)	17%	(156)	79%	(716)	903
Trump Job Disapprove	6%	(74)	21%	(242)	73%	(854)	1169
Trump Job Strongly Approve	4%	(19)	18%	(88)	78%	(386)	494
Trump Job Somewhat Approve	3%	(11)	17%	(68)	81%	(330)	409
Trump Job Somewhat Disapprove	5%	(14)	26%	(70)	69%	(188)	272
Trump Job Strongly Disapprove	7%	(60)	19%	(172)	74%	(666)	898
Favorable of Trump	4%	(39)	16%	(146)	80%	(722)	907
Unfavorable of Trump	5%	(63)	23%	(260)	72%	(827)	1149
Very Favorable of Trump	5%	(25)	15%	(79)	80%	(412)	516
Somewhat Favorable of Trump	4%	(14)	17%	(67)	79%	(309)	391
Somewhat Unfavorable of Trump	6%	(13)	28%	(58)	66%	(139)	210
Very Unfavorable of Trump	5%	(50)	21%	(202)	73%	(688)	940

Continued on next page

Table SBdem1_4: Are you a fan of any of the following sports leagues?
 MLS (Major League Soccer)

Demographic	Yes, an avid fan		Yes, a casual fan		Not a fan		Total N
Adults	5%	(110)	19%	(416)	76%	(1675)	2200
#1 Issue: Economy	8%	(44)	21%	(120)	72%	(412)	576
#1 Issue: Security	3%	(12)	15%	(60)	82%	(318)	390
#1 Issue: Health Care	6%	(25)	19%	(80)	75%	(315)	420
#1 Issue: Medicare / Social Security	2%	(8)	12%	(40)	85%	(275)	323
#1 Issue: Women's Issues	11%	(10)	18%	(16)	72%	(66)	92
#1 Issue: Education	3%	(4)	28%	(40)	69%	(96)	140
#1 Issue: Energy	4%	(5)	29%	(40)	68%	(95)	141
#1 Issue: Other	2%	(2)	16%	(19)	82%	(98)	119
2018 House Vote: Democrat	7%	(55)	21%	(163)	72%	(572)	790
2018 House Vote: Republican	3%	(18)	18%	(116)	80%	(526)	660
2018 House Vote: Someone else	6%	(5)	28%	(20)	66%	(49)	74
2016 Vote: Hillary Clinton	7%	(52)	22%	(157)	71%	(506)	716
2016 Vote: Donald Trump	3%	(20)	18%	(126)	79%	(559)	704
2016 Vote: Other	3%	(4)	31%	(46)	66%	(97)	147
2016 Vote: Didn't Vote	5%	(33)	14%	(86)	81%	(510)	629
Voted in 2014: Yes	5%	(67)	20%	(267)	75%	(1016)	1351
Voted in 2014: No	5%	(42)	17%	(148)	78%	(658)	849
2012 Vote: Barack Obama	6%	(46)	23%	(187)	72%	(593)	826
2012 Vote: Mitt Romney	4%	(21)	15%	(82)	81%	(438)	542
2012 Vote: Other	2%	(1)	18%	(16)	81%	(71)	88
2012 Vote: Didn't Vote	5%	(40)	18%	(131)	77%	(571)	742
4-Region: Northeast	6%	(23)	18%	(70)	76%	(301)	394
4-Region: Midwest	4%	(19)	16%	(73)	80%	(371)	462
4-Region: South	5%	(39)	19%	(158)	76%	(628)	824
4-Region: West	6%	(29)	22%	(115)	72%	(376)	520
Yes, an avid fan	9%	(69)	27%	(205)	64%	(489)	764
Yes, a casual fan	4%	(31)	23%	(167)	72%	(515)	712
Not a fan	1%	(10)	6%	(43)	93%	(671)	724

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

Table SBdem1_5: Are you a fan of any of the following sports leagues?
PGA (Professional Golf Association)

Demographic	Yes, an avid fan		Yes, a casual fan		Not a fan		Total N
Adults	6%	(123)	19%	(417)	75%	(1660)	2200
Gender: Male	10%	(103)	25%	(270)	65%	(689)	1062
Gender: Female	2%	(20)	13%	(147)	85%	(971)	1138
Age: 18-29	4%	(17)	14%	(65)	82%	(378)	460
Age: 30-44	7%	(37)	18%	(98)	76%	(417)	552
Age: 45-54	3%	(9)	18%	(54)	79%	(235)	299
Age: 55-64	6%	(28)	25%	(111)	69%	(313)	452
Age: 65+	7%	(31)	20%	(88)	73%	(317)	436
Generation Z: 18-22	1%	(3)	8%	(17)	91%	(193)	212
Millennial: Age 23-38	6%	(38)	18%	(105)	76%	(455)	598
Generation X: Age 39-54	4%	(22)	19%	(96)	76%	(383)	501
Boomers: Age 55-73	6%	(49)	22%	(175)	72%	(564)	788
PID: Dem (no lean)	6%	(52)	18%	(148)	76%	(628)	829
PID: Ind (no lean)	3%	(21)	18%	(120)	79%	(536)	677
PID: Rep (no lean)	7%	(49)	21%	(149)	71%	(495)	694
PID/Gender: Dem Men	11%	(41)	24%	(90)	65%	(241)	372
PID/Gender: Dem Women	2%	(11)	13%	(58)	85%	(388)	457
PID/Gender: Ind Men	6%	(20)	23%	(80)	71%	(241)	340
PID/Gender: Ind Women	—	(2)	12%	(40)	88%	(295)	337
PID/Gender: Rep Men	12%	(42)	29%	(100)	59%	(207)	349
PID/Gender: Rep Women	2%	(8)	14%	(49)	84%	(288)	344
Ideo: Liberal (1-3)	5%	(29)	16%	(91)	78%	(435)	556
Ideo: Moderate (4)	6%	(36)	20%	(125)	74%	(452)	613
Ideo: Conservative (5-7)	7%	(51)	21%	(164)	72%	(548)	762
Educ: < College	5%	(71)	17%	(252)	79%	(1189)	1512
Educ: Bachelors degree	8%	(34)	25%	(109)	68%	(300)	444
Educ: Post-grad	7%	(18)	23%	(56)	70%	(170)	244
Income: Under 50k	4%	(53)	16%	(196)	80%	(1011)	1261
Income: 50k-100k	6%	(38)	23%	(143)	71%	(432)	613
Income: 100k+	10%	(31)	24%	(79)	66%	(217)	326
Ethnicity: White	6%	(103)	18%	(302)	76%	(1317)	1722
Ethnicity: Hispanic	4%	(14)	16%	(57)	80%	(279)	349

Continued on next page

Table SBdem1_5: Are you a fan of any of the following sports leagues?
 PGA (Professional Golf Association)

Demographic	Yes, an avid fan	Yes, a casual fan	Not a fan	Total N
Adults	6% (123)	19% (417)	75% (1660)	2200
Ethnicity: Afr. Am.	5% (14)	27% (74)	68% (187)	274
Ethnicity: Other	3% (6)	20% (41)	77% (157)	204
Community: Urban	8% (44)	20% (117)	72% (409)	570
Community: Suburban	6% (58)	20% (206)	74% (767)	1031
Community: Rural	3% (21)	16% (95)	81% (484)	599
Employ: Private Sector	8% (52)	20% (133)	72% (480)	665
Employ: Government	7% (10)	20% (30)	73% (106)	147
Employ: Self-Employed	4% (7)	27% (45)	69% (117)	169
Employ: Homemaker	1% (2)	11% (16)	88% (130)	148
Employ: Retired	7% (35)	20% (101)	73% (376)	511
Employ: Unemployed	3% (9)	19% (52)	78% (214)	276
Employ: Other	3% (6)	17% (28)	80% (131)	164
Military HH: Yes	7% (24)	25% (89)	69% (247)	360
Military HH: No	5% (99)	18% (328)	77% (1413)	1840
RD/WT: Right Direction	7% (61)	24% (195)	69% (570)	826
RD/WT: Wrong Track	5% (62)	16% (222)	79% (1090)	1374
Trump Job Approve	7% (63)	22% (201)	71% (638)	903
Trump Job Disapprove	5% (58)	17% (196)	78% (915)	1169
Trump Job Strongly Approve	8% (41)	23% (114)	69% (339)	494
Trump Job Somewhat Approve	5% (22)	21% (87)	73% (300)	409
Trump Job Somewhat Disapprove	7% (18)	19% (50)	75% (203)	272
Trump Job Strongly Disapprove	4% (40)	16% (146)	79% (712)	898
Favorable of Trump	8% (69)	22% (200)	70% (638)	907
Unfavorable of Trump	5% (52)	17% (199)	78% (898)	1149
Very Favorable of Trump	8% (42)	23% (116)	69% (358)	516
Somewhat Favorable of Trump	7% (27)	21% (84)	72% (280)	391
Somewhat Unfavorable of Trump	5% (10)	19% (39)	77% (161)	210
Very Unfavorable of Trump	5% (42)	17% (160)	78% (737)	940

Continued on next page

Table SBdem1_5: Are you a fan of any of the following sports leagues?
PGA (Professional Golf Association)

Demographic	Yes, an avid fan	Yes, a casual fan	Not a fan	Total N
Adults	6% (123)	19% (417)	75% (1660)	2200
#1 Issue: Economy	5% (32)	21% (119)	74% (426)	576
#1 Issue: Security	7% (27)	17% (68)	76% (295)	390
#1 Issue: Health Care	5% (21)	20% (83)	75% (316)	420
#1 Issue: Medicare / Social Security	7% (24)	18% (58)	75% (241)	323
#1 Issue: Women's Issues	4% (3)	12% (11)	85% (78)	92
#1 Issue: Education	3% (4)	18% (25)	79% (110)	140
#1 Issue: Energy	6% (8)	25% (35)	70% (98)	141
#1 Issue: Other	3% (3)	16% (19)	81% (97)	119
2018 House Vote: Democrat	7% (54)	19% (153)	74% (583)	790
2018 House Vote: Republican	8% (50)	23% (151)	70% (460)	660
2018 House Vote: Someone else	1% (1)	25% (18)	74% (55)	74
2016 Vote: Hillary Clinton	7% (49)	19% (136)	74% (531)	716
2016 Vote: Donald Trump	8% (54)	24% (171)	68% (479)	704
2016 Vote: Other	4% (6)	22% (32)	74% (109)	147
2016 Vote: Didn't Vote	2% (14)	12% (79)	85% (537)	629
Voted in 2014: Yes	7% (100)	22% (293)	71% (957)	1351
Voted in 2014: No	3% (22)	15% (125)	83% (703)	849
2012 Vote: Barack Obama	8% (64)	20% (163)	72% (599)	826
2012 Vote: Mitt Romney	6% (34)	24% (130)	70% (378)	542
2012 Vote: Other	3% (2)	21% (18)	77% (67)	88
2012 Vote: Didn't Vote	3% (22)	14% (106)	83% (614)	742
4-Region: Northeast	7% (29)	16% (63)	77% (302)	394
4-Region: Midwest	6% (26)	19% (86)	76% (350)	462
4-Region: South	6% (49)	20% (167)	74% (608)	824
4-Region: West	4% (19)	20% (102)	77% (399)	520
Yes, an avid fan	12% (94)	31% (235)	57% (434)	764
Yes, a casual fan	4% (27)	20% (142)	76% (543)	712
Not a fan	— (2)	6% (40)	94% (682)	724

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

Table SBdem1_6: Are you a fan of any of the following sports leagues?
 NHL (National Hockey League)

Demographic	Yes, an avid fan	Yes, a casual fan	Not a fan	Total N
Adults	9% (208)	25% (551)	65% (1441)	2200
Gender: Male	13% (133)	31% (328)	57% (601)	1062
Gender: Female	7% (75)	20% (223)	74% (840)	1138
Age: 18-29	11% (49)	25% (116)	64% (295)	460
Age: 30-44	11% (61)	27% (147)	62% (345)	552
Age: 45-54	9% (28)	24% (70)	67% (200)	299
Age: 55-64	9% (42)	28% (126)	63% (285)	452
Age: 65+	6% (28)	21% (92)	72% (316)	436
Generation Z: 18-22	10% (20)	17% (37)	73% (155)	212
Millennial: Age 23-38	11% (69)	28% (169)	60% (360)	598
Generation X: Age 39-54	10% (49)	25% (127)	65% (325)	501
Boomers: Age 55-73	8% (60)	25% (197)	67% (531)	788
PID: Dem (no lean)	11% (87)	23% (190)	67% (552)	829
PID: Ind (no lean)	8% (51)	26% (173)	67% (454)	677
PID: Rep (no lean)	10% (70)	27% (188)	63% (436)	694
PID/Gender: Dem Men	13% (50)	29% (108)	58% (214)	372
PID/Gender: Dem Women	8% (38)	18% (82)	74% (337)	457
PID/Gender: Ind Men	10% (35)	31% (105)	59% (201)	340
PID/Gender: Ind Women	5% (16)	20% (68)	75% (253)	337
PID/Gender: Rep Men	14% (49)	33% (115)	53% (186)	349
PID/Gender: Rep Women	6% (21)	21% (73)	73% (250)	344
Ideo: Liberal (1-3)	11% (62)	23% (129)	66% (365)	556
Ideo: Moderate (4)	11% (67)	29% (179)	60% (367)	613
Ideo: Conservative (5-7)	9% (66)	25% (193)	66% (503)	762
Educ: < College	9% (142)	23% (344)	68% (1026)	1512
Educ: Bachelors degree	11% (48)	30% (134)	59% (262)	444
Educ: Post-grad	7% (18)	30% (73)	63% (153)	244
Income: Under 50k	8% (102)	21% (270)	70% (889)	1261
Income: 50k-100k	12% (74)	27% (166)	61% (373)	613
Income: 100k+	10% (32)	35% (115)	55% (179)	326
Ethnicity: White	10% (180)	25% (427)	65% (1115)	1722
Ethnicity: Hispanic	10% (37)	23% (80)	67% (233)	349

Continued on next page

Table SBdem1_6: Are you a fan of any of the following sports leagues?
NHL (National Hockey League)

Demographic	Yes, an avid fan	Yes, a casual fan	Not a fan	Total N
Adults	9% (208)	25% (551)	65% (1441)	2200
Ethnicity: Afr. Am.	6% (17)	25% (69)	69% (189)	274
Ethnicity: Other	6% (12)	27% (55)	67% (137)	204
Community: Urban	9% (49)	25% (144)	66% (377)	570
Community: Suburban	11% (113)	27% (277)	62% (641)	1031
Community: Rural	8% (46)	22% (130)	71% (423)	599
Employ: Private Sector	13% (87)	30% (198)	57% (380)	665
Employ: Government	9% (13)	23% (33)	68% (100)	147
Employ: Self-Employed	8% (13)	32% (55)	60% (101)	169
Employ: Homemaker	10% (15)	19% (28)	71% (105)	148
Employ: Retired	7% (33)	22% (111)	72% (367)	511
Employ: Unemployed	8% (21)	24% (66)	68% (188)	276
Employ: Other	9% (14)	25% (41)	66% (108)	164
Military HH: Yes	9% (31)	26% (94)	65% (235)	360
Military HH: No	10% (177)	25% (457)	66% (1206)	1840
RD/WT: Right Direction	10% (81)	29% (241)	61% (503)	826
RD/WT: Wrong Track	9% (127)	23% (309)	68% (938)	1374
Trump Job Approve	9% (80)	29% (262)	62% (560)	903
Trump Job Disapprove	10% (120)	23% (270)	67% (779)	1169
Trump Job Strongly Approve	9% (46)	30% (147)	61% (300)	494
Trump Job Somewhat Approve	8% (34)	28% (115)	64% (260)	409
Trump Job Somewhat Disapprove	12% (32)	31% (85)	57% (155)	272
Trump Job Strongly Disapprove	10% (88)	21% (185)	70% (624)	898
Favorable of Trump	10% (92)	29% (261)	61% (554)	907
Unfavorable of Trump	10% (111)	23% (266)	67% (773)	1149
Very Favorable of Trump	10% (53)	28% (146)	61% (317)	516
Somewhat Favorable of Trump	10% (39)	29% (115)	61% (237)	391
Somewhat Unfavorable of Trump	11% (23)	26% (54)	63% (133)	210
Very Unfavorable of Trump	9% (88)	23% (212)	68% (640)	940

Continued on next page

Table SBdem1_6: Are you a fan of any of the following sports leagues?
 NHL (National Hockey League)

Demographic	Yes, an avid fan	Yes, a casual fan	Not a fan	Total N
Adults	9% (208)	25% (551)	65% (1441)	2200
#1 Issue: Economy	11% (62)	25% (146)	64% (369)	576
#1 Issue: Security	9% (37)	28% (107)	63% (246)	390
#1 Issue: Health Care	12% (51)	23% (96)	65% (272)	420
#1 Issue: Medicare / Social Security	8% (26)	20% (65)	72% (232)	323
#1 Issue: Women's Issues	7% (6)	22% (20)	71% (66)	92
#1 Issue: Education	6% (9)	30% (42)	64% (89)	140
#1 Issue: Energy	8% (11)	35% (49)	57% (81)	141
#1 Issue: Other	6% (7)	22% (26)	73% (87)	119
2018 House Vote: Democrat	11% (85)	25% (197)	64% (507)	790
2018 House Vote: Republican	10% (67)	27% (180)	63% (413)	660
2018 House Vote: Someone else	10% (7)	33% (24)	58% (43)	74
2016 Vote: Hillary Clinton	12% (84)	24% (169)	65% (463)	716
2016 Vote: Donald Trump	10% (71)	29% (204)	61% (429)	704
2016 Vote: Other	7% (10)	33% (48)	60% (89)	147
2016 Vote: Didn't Vote	7% (43)	21% (129)	73% (457)	629
Voted in 2014: Yes	11% (151)	27% (360)	62% (839)	1351
Voted in 2014: No	7% (57)	22% (191)	71% (602)	849
2012 Vote: Barack Obama	12% (98)	25% (206)	63% (522)	826
2012 Vote: Mitt Romney	11% (57)	28% (153)	61% (331)	542
2012 Vote: Other	9% (8)	35% (31)	56% (50)	88
2012 Vote: Didn't Vote	6% (45)	22% (161)	72% (536)	742
4-Region: Northeast	14% (55)	26% (104)	59% (234)	394
4-Region: Midwest	9% (44)	28% (128)	63% (291)	462
4-Region: South	7% (58)	23% (189)	70% (577)	824
4-Region: West	10% (51)	25% (129)	65% (339)	520
Yes, an avid fan	19% (147)	36% (273)	45% (344)	764
Yes, a casual fan	5% (37)	28% (198)	67% (477)	712
Not a fan	3% (24)	11% (79)	86% (621)	724

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	460	21%
	Age: 30-44	552	25%
	Age: 45-54	299	14%
	Age: 55-64	452	21%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	212	10%
	Millennial: Age 23-38	598	27%
	Generation X: Age 39-54	501	23%
	Boomers: Age 55-73	788	36%
	N	2099	
xpid3	PID: Dem (no lean)	829	38%
	PID: Ind (no lean)	677	31%
	PID: Rep (no lean)	694	32%
	N	2200	
xpidGender	PID/Gender: Dem Men	372	17%
	PID/Gender: Dem Women	457	21%
	PID/Gender: Ind Men	340	15%
	PID/Gender: Ind Women	337	15%
	PID/Gender: Rep Men	349	16%
	PID/Gender: Rep Women	344	16%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	556	25%
	Ideo: Moderate (4)	613	28%
	Ideo: Conservative (5-7)	762	35%
	N	1931	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1261	57%
	Income: 50k-100k	613	28%
	Income: 100k+	326	15%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemUsr	Community: Urban	570	26%
	Community: Suburban	1031	47%
	Community: Rural	599	27%
	N	2200	
xdemEmploy	Employ: Private Sector	665	30%
	Employ: Government	147	7%
	Employ: Self-Employed	169	8%
	Employ: Homemaker	148	7%
	Employ: Retired	511	23%
	Employ: Unemployed	276	13%
	Employ: Other	164	7%
	N	2080	
xdemMilHH1	Military HH: Yes	360	16%
	Military HH: No	1840	84%
	N	2200	
xnr1	RD/WT: Right Direction	826	38%
	RD/WT: Wrong Track	1374	62%
	N	2200	
Trump_Approve	Trump Job Approve	903	41%
	Trump Job Disapprove	1169	53%
	N	2072	
Trump_Approve2	Trump Job Strongly Approve	494	22%
	Trump Job Somewhat Approve	409	19%
	Trump Job Somewhat Disapprove	272	12%
	Trump Job Strongly Disapprove	898	41%
	N	2072	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	907	41%
	Unfavorable of Trump	1149	52%
	N	2056	
Trump_Fav_FULL	Very Favorable of Trump	516	23%
	Somewhat Favorable of Trump	391	18%
	Somewhat Unfavorable of Trump	210	10%
	Very Unfavorable of Trump	940	43%
	N	2056	
xnr3	#1 Issue: Economy	576	26%
	#1 Issue: Security	390	18%
	#1 Issue: Health Care	420	19%
	#1 Issue: Medicare / Social Security	323	15%
	#1 Issue: Women's Issues	92	4%
	#1 Issue: Education	140	6%
	#1 Issue: Energy	141	6%
	#1 Issue: Other	119	5%
N	2200		
xsubVote18O	2018 House Vote: Democrat	790	36%
	2018 House Vote: Republican	660	30%
	2018 House Vote: Someone else	74	3%
	N	1524	
xsubVote16O	2016 Vote: Hillary Clinton	716	33%
	2016 Vote: Donald Trump	704	32%
	2016 Vote: Other	147	7%
	2016 Vote: Didn't Vote	629	29%
	N	2197	
xsubVote14O	Voted in 2014: Yes	1351	61%
	Voted in 2014: No	849	39%
	N	2200	
xsubVote12O	2012 Vote: Barack Obama	826	38%
	2012 Vote: Mitt Romney	542	25%
	2012 Vote: Other	88	4%
	2012 Vote: Didn't Vote	742	34%
	N	2197	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
SBdem1_1	Yes, an avid fan	764	35%
	Yes, a casual fan	712	32%
	Not a fan	724	33%
	N	2200	

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

