



National Tracking Poll #201266
December 10-13, 2020

Crosstabulation Results

Methodology:

This poll was conducted between December 10-December 13, 2020 among a national sample of 1322 Adults likely to watch Super Bowl. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 3 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCSPI_1: *In general, do you believe it is appropriate for brands or corporations to do the following?*
Make political statements

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	23%	(302)	30%	(395)	20%	(258)	18%	(240)	10%	(127)	1322
Gender: Male	26%	(187)	33%	(239)	18%	(133)	17%	(122)	6%	(43)	724
Gender: Female	19%	(115)	26%	(157)	21%	(125)	20%	(118)	14%	(84)	599
Age: 18-34	30%	(121)	32%	(132)	16%	(65)	10%	(42)	11%	(47)	406
Age: 35-44	34%	(82)	28%	(68)	15%	(37)	12%	(29)	10%	(24)	239
Age: 45-64	17%	(76)	29%	(129)	22%	(100)	23%	(104)	9%	(38)	446
Age: 65+	10%	(23)	29%	(67)	24%	(56)	28%	(66)	8%	(19)	231
GenZers: 1997-2012	32%	(41)	32%	(42)	14%	(19)	6%	(7)	15%	(20)	129
Millennials: 1981-1996	31%	(130)	32%	(135)	17%	(71)	11%	(47)	10%	(43)	427
GenXers: 1965-1980	24%	(82)	32%	(109)	17%	(58)	19%	(65)	8%	(28)	341
Baby Boomers: 1946-1964	12%	(46)	25%	(95)	26%	(99)	28%	(109)	9%	(33)	383
PID: Dem (no lean)	32%	(185)	35%	(205)	19%	(108)	7%	(43)	7%	(43)	584
PID: Ind (no lean)	15%	(57)	29%	(108)	20%	(75)	19%	(70)	16%	(58)	368
PID: Rep (no lean)	16%	(60)	22%	(82)	20%	(75)	34%	(127)	7%	(26)	370
PID/Gender: Dem Men	35%	(108)	40%	(121)	16%	(49)	5%	(15)	4%	(13)	305
PID/Gender: Dem Women	27%	(76)	30%	(84)	21%	(60)	10%	(28)	11%	(31)	279
PID/Gender: Ind Men	15%	(32)	28%	(59)	22%	(46)	22%	(47)	11%	(24)	209
PID/Gender: Ind Women	15%	(24)	31%	(49)	18%	(29)	14%	(23)	22%	(35)	159
PID/Gender: Rep Men	22%	(47)	28%	(59)	18%	(38)	29%	(60)	3%	(7)	210
PID/Gender: Rep Women	9%	(14)	15%	(24)	23%	(37)	42%	(67)	12%	(19)	160
Ideo: Liberal (1-3)	36%	(152)	33%	(138)	17%	(72)	9%	(39)	6%	(24)	426
Ideo: Moderate (4)	17%	(67)	37%	(150)	23%	(91)	14%	(57)	10%	(38)	403
Ideo: Conservative (5-7)	18%	(68)	24%	(90)	20%	(75)	35%	(131)	4%	(15)	379
Educ: < College	17%	(141)	27%	(227)	21%	(174)	21%	(173)	13%	(111)	826
Educ: Bachelors degree	27%	(83)	34%	(104)	18%	(54)	16%	(48)	5%	(14)	304
Educ: Post-grad	40%	(77)	33%	(64)	15%	(30)	10%	(19)	2%	(3)	193

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Table MCSP1_1: In general, do you believe it is appropriate for brands or corporations to do the following?
Make political statements

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	23%	(302)	30%	(395)	20%	(258)	18%	(240)	10%	(127)	1322
Income: Under 50k	16%	(106)	28%	(183)	22%	(142)	18%	(119)	15%	(99)	649
Income: 50k-100k	26%	(104)	33%	(132)	18%	(73)	19%	(77)	5%	(21)	406
Income: 100k+	34%	(92)	30%	(80)	16%	(44)	17%	(45)	3%	(7)	267
Ethnicity: White	21%	(214)	30%	(311)	21%	(220)	20%	(206)	8%	(79)	1030
Ethnicity: Hispanic	29%	(62)	40%	(85)	14%	(29)	9%	(19)	8%	(17)	213
Ethnicity: Black	31%	(56)	30%	(55)	13%	(25)	11%	(20)	14%	(26)	183
Ethnicity: Other	28%	(31)	26%	(29)	13%	(14)	13%	(14)	20%	(22)	109
All Christian	23%	(167)	29%	(211)	22%	(160)	19%	(137)	6%	(43)	719
All Non-Christian	27%	(22)	44%	(36)	12%	(10)	14%	(12)	4%	(3)	82
Agnostic/Nothing in particular	19%	(51)	34%	(91)	13%	(35)	19%	(51)	16%	(42)	271
Something Else	26%	(54)	21%	(44)	21%	(45)	14%	(31)	18%	(38)	212
Religious Non-Protestant/Catholic	28%	(27)	39%	(37)	12%	(11)	17%	(16)	3%	(3)	95
Evangelical	30%	(133)	28%	(128)	19%	(84)	16%	(72)	7%	(32)	450
Non-Evangelical	17%	(76)	27%	(123)	26%	(115)	20%	(90)	10%	(46)	449
Community: Urban	34%	(176)	33%	(171)	15%	(79)	11%	(55)	8%	(40)	521
Community: Suburban	16%	(78)	31%	(155)	23%	(119)	21%	(108)	9%	(45)	505
Community: Rural	16%	(47)	24%	(70)	21%	(61)	26%	(77)	14%	(42)	297
Employ: Private Sector	29%	(143)	32%	(154)	20%	(96)	16%	(77)	3%	(17)	487
Employ: Government	29%	(35)	31%	(38)	17%	(20)	16%	(19)	8%	(9)	121
Employ: Self-Employed	26%	(31)	32%	(39)	13%	(16)	19%	(23)	11%	(13)	122
Employ: Homemaker	7%	(4)	29%	(19)	21%	(14)	28%	(19)	16%	(11)	67
Employ: Student	29%	(19)	22%	(15)	20%	(13)	10%	(6)	19%	(13)	65
Employ: Retired	13%	(31)	28%	(69)	22%	(56)	29%	(72)	9%	(23)	251
Employ: Unemployed	20%	(28)	28%	(39)	22%	(31)	12%	(17)	18%	(25)	140
Employ: Other	13%	(9)	31%	(21)	19%	(13)	11%	(8)	25%	(17)	68
Military HH: Yes	28%	(59)	31%	(65)	18%	(38)	18%	(39)	6%	(12)	214
Military HH: No	22%	(243)	30%	(330)	20%	(220)	18%	(201)	10%	(115)	1109
RD/WT: Right Direction	31%	(142)	28%	(130)	17%	(80)	19%	(86)	6%	(28)	466
RD/WT: Wrong Track	19%	(159)	31%	(265)	21%	(179)	18%	(153)	12%	(99)	856

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Table MCSPI_1: In general, do you believe it is appropriate for brands or corporations to do the following?
Make political statements

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	23%	(302)	30%	(395)	20%	(258)	18%	(240)	10%	(127)	1322
Trump Job Approve	22%	(113)	21%	(113)	19%	(100)	30%	(157)	8%	(43)	527
Trump Job Disapprove	24%	(184)	36%	(272)	21%	(156)	10%	(77)	9%	(66)	755
Trump Job Strongly Approve	25%	(76)	20%	(60)	15%	(46)	34%	(103)	7%	(22)	307
Trump Job Somewhat Approve	17%	(38)	24%	(52)	25%	(55)	24%	(54)	10%	(21)	220
Trump Job Somewhat Disapprove	15%	(26)	34%	(60)	27%	(48)	14%	(24)	9%	(16)	174
Trump Job Strongly Disapprove	27%	(158)	37%	(213)	19%	(108)	9%	(53)	9%	(50)	581
Favorable of Trump	20%	(106)	22%	(115)	20%	(104)	29%	(153)	9%	(45)	523
Unfavorable of Trump	25%	(187)	36%	(265)	20%	(150)	11%	(82)	8%	(63)	747
Very Favorable of Trump	20%	(64)	22%	(68)	16%	(50)	34%	(108)	8%	(26)	316
Somewhat Favorable of Trump	21%	(43)	23%	(47)	26%	(54)	22%	(45)	9%	(19)	206
Somewhat Unfavorable of Trump	19%	(28)	31%	(47)	29%	(44)	12%	(19)	9%	(13)	152
Very Unfavorable of Trump	27%	(159)	37%	(218)	18%	(106)	11%	(63)	8%	(50)	595
#1 Issue: Economy	20%	(103)	30%	(152)	17%	(88)	25%	(124)	8%	(39)	507
#1 Issue: Security	30%	(41)	24%	(33)	20%	(28)	22%	(29)	4%	(5)	135
#1 Issue: Health Care	28%	(77)	31%	(83)	20%	(55)	12%	(32)	9%	(24)	271
#1 Issue: Medicare / Social Security	11%	(17)	29%	(45)	32%	(50)	20%	(31)	8%	(12)	154
#1 Issue: Women's Issues	25%	(18)	27%	(19)	19%	(14)	4%	(3)	26%	(19)	73
#1 Issue: Education	26%	(14)	45%	(25)	9%	(5)	7%	(4)	13%	(7)	55
#1 Issue: Energy	33%	(17)	41%	(22)	12%	(6)	15%	(8)	—	(0)	53
#1 Issue: Other	18%	(14)	22%	(16)	19%	(14)	13%	(10)	28%	(21)	74
2018 House Vote: Democrat	30%	(160)	35%	(189)	18%	(98)	10%	(54)	6%	(34)	535
2018 House Vote: Republican	18%	(63)	22%	(79)	19%	(66)	36%	(128)	5%	(16)	353
2016 Vote: Hillary Clinton	29%	(148)	38%	(192)	18%	(89)	9%	(46)	6%	(31)	507
2016 Vote: Donald Trump	18%	(73)	22%	(86)	20%	(78)	34%	(136)	5%	(21)	394
2016 Vote: Other	7%	(4)	40%	(24)	24%	(14)	24%	(14)	6%	(4)	61
2016 Vote: Didn't Vote	21%	(76)	26%	(93)	21%	(76)	12%	(43)	19%	(70)	358
Voted in 2014: Yes	24%	(196)	31%	(250)	19%	(156)	21%	(168)	6%	(46)	816
Voted in 2014: No	21%	(105)	29%	(145)	20%	(102)	14%	(72)	16%	(81)	506

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Table MCSP1_1: In general, do you believe it is appropriate for brands or corporations to do the following?
 Make political statements

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	23%	(302)	30%	(395)	20%	(258)	18%	(240)	10%	(127)	1322
2012 Vote: Barack Obama	26%	(166)	35%	(218)	20%	(127)	12%	(77)	6%	(41)	629
2012 Vote: Mitt Romney	15%	(36)	21%	(51)	19%	(47)	41%	(100)	4%	(10)	244
2012 Vote: Didn't Vote	22%	(95)	28%	(120)	19%	(81)	13%	(53)	17%	(73)	422
4-Region: Northeast	26%	(68)	34%	(89)	20%	(51)	13%	(35)	6%	(16)	258
4-Region: Midwest	15%	(40)	26%	(68)	22%	(57)	24%	(62)	12%	(32)	259
4-Region: South	23%	(110)	29%	(137)	19%	(92)	17%	(82)	12%	(58)	478
4-Region: West	26%	(84)	31%	(102)	18%	(59)	19%	(61)	6%	(21)	328

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

Table MCSP1_2: In general, do you believe it is appropriate for brands or corporations to do the following?
Promote social justice

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	41%	(540)	32%	(423)	10%	(130)	9%	(121)	8%	(109)	1322
Gender: Male	44%	(315)	33%	(240)	10%	(73)	9%	(63)	4%	(32)	724
Gender: Female	38%	(225)	30%	(182)	9%	(57)	10%	(58)	13%	(76)	599
Age: 18-34	49%	(200)	29%	(117)	7%	(29)	5%	(20)	10%	(40)	406
Age: 35-44	54%	(129)	25%	(60)	9%	(21)	4%	(11)	8%	(19)	239
Age: 45-64	31%	(140)	37%	(166)	12%	(52)	12%	(53)	8%	(35)	446
Age: 65+	31%	(71)	35%	(80)	12%	(28)	16%	(37)	6%	(15)	231
GenZers: 1997-2012	52%	(67)	28%	(37)	4%	(5)	2%	(2)	13%	(17)	129
Millennials: 1981-1996	51%	(217)	27%	(114)	10%	(41)	4%	(18)	8%	(36)	427
GenXers: 1965-1980	37%	(125)	37%	(126)	11%	(36)	9%	(31)	7%	(24)	341
Baby Boomers: 1946-1964	30%	(115)	36%	(136)	11%	(41)	16%	(61)	8%	(29)	383
PID: Dem (no lean)	53%	(311)	33%	(195)	6%	(36)	2%	(14)	5%	(29)	584
PID: Ind (no lean)	34%	(126)	31%	(114)	12%	(45)	8%	(30)	14%	(53)	368
PID: Rep (no lean)	28%	(104)	31%	(114)	13%	(48)	21%	(77)	7%	(28)	370
PID/Gender: Dem Men	59%	(179)	34%	(102)	6%	(18)	1%	(3)	1%	(3)	305
PID/Gender: Dem Women	47%	(132)	33%	(92)	6%	(18)	4%	(11)	9%	(26)	279
PID/Gender: Ind Men	30%	(63)	34%	(72)	15%	(30)	9%	(19)	11%	(24)	209
PID/Gender: Ind Women	39%	(62)	27%	(42)	9%	(15)	7%	(11)	18%	(29)	159
PID/Gender: Rep Men	35%	(73)	32%	(66)	12%	(25)	19%	(40)	3%	(6)	210
PID/Gender: Rep Women	19%	(31)	30%	(47)	15%	(24)	23%	(37)	14%	(22)	160
Ideo: Liberal (1-3)	62%	(265)	29%	(125)	5%	(23)	2%	(9)	1%	(5)	426
Ideo: Moderate (4)	32%	(130)	41%	(166)	11%	(45)	5%	(20)	11%	(44)	403
Ideo: Conservative (5-7)	29%	(110)	28%	(108)	15%	(57)	23%	(86)	5%	(18)	379
Educ: < College	32%	(268)	33%	(276)	12%	(95)	11%	(90)	12%	(96)	826
Educ: Bachelors degree	52%	(159)	29%	(87)	6%	(20)	9%	(27)	4%	(11)	304
Educ: Post-grad	58%	(112)	31%	(59)	8%	(15)	2%	(4)	1%	(2)	193
Income: Under 50k	34%	(222)	34%	(222)	9%	(57)	10%	(63)	13%	(84)	649
Income: 50k-100k	44%	(179)	30%	(123)	11%	(43)	9%	(37)	6%	(23)	406
Income: 100k+	52%	(138)	29%	(77)	11%	(30)	8%	(21)	—	(1)	267
Ethnicity: White	39%	(406)	33%	(338)	11%	(109)	10%	(107)	7%	(71)	1030

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Table MCSP1_2: In general, do you believe it is appropriate for brands or corporations to do the following?
 Promote social justice

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	41%	(540)	32%	(423)	10%	(130)	9%	(121)	8%	(109)	1322
Ethnicity: Hispanic	48%	(102)	28%	(59)	13%	(29)	2%	(5)	8%	(18)	213
Ethnicity: Black	50%	(91)	33%	(61)	3%	(6)	5%	(9)	9%	(16)	183
Ethnicity: Other	40%	(43)	22%	(24)	14%	(15)	5%	(5)	20%	(22)	109
All Christian	41%	(297)	34%	(247)	9%	(62)	10%	(74)	5%	(39)	719
All Non-Christian	53%	(44)	40%	(32)	3%	(2)	1%	(1)	3%	(2)	82
Agnostic/Nothing in particular	35%	(94)	32%	(86)	13%	(34)	8%	(21)	13%	(35)	271
Something Else	39%	(84)	23%	(48)	13%	(27)	11%	(23)	15%	(31)	212
Religious Non-Protestant/Catholic	53%	(50)	35%	(33)	6%	(6)	3%	(3)	3%	(2)	95
Evangelical	48%	(214)	30%	(134)	9%	(39)	10%	(45)	4%	(19)	450
Non-Evangelical	33%	(148)	35%	(155)	10%	(44)	11%	(50)	11%	(52)	449
Community: Urban	53%	(275)	31%	(162)	6%	(32)	5%	(26)	5%	(25)	521
Community: Suburban	35%	(176)	33%	(168)	13%	(65)	9%	(48)	10%	(49)	505
Community: Rural	30%	(88)	31%	(93)	11%	(33)	16%	(47)	12%	(35)	297
Employ: Private Sector	48%	(233)	31%	(150)	10%	(51)	9%	(42)	2%	(11)	487
Employ: Government	44%	(54)	34%	(42)	6%	(7)	7%	(8)	8%	(10)	121
Employ: Self-Employed	40%	(49)	29%	(35)	12%	(15)	10%	(12)	9%	(11)	122
Employ: Homemaker	22%	(15)	39%	(26)	11%	(8)	14%	(10)	13%	(9)	67
Employ: Student	55%	(36)	18%	(12)	8%	(5)	1%	(1)	17%	(11)	65
Employ: Retired	33%	(83)	35%	(87)	11%	(28)	13%	(34)	8%	(19)	251
Employ: Unemployed	34%	(48)	34%	(47)	8%	(12)	8%	(11)	16%	(22)	140
Employ: Other	33%	(22)	34%	(23)	5%	(3)	6%	(4)	23%	(16)	68
Military HH: Yes	45%	(95)	31%	(66)	11%	(23)	10%	(21)	4%	(9)	214
Military HH: No	40%	(444)	32%	(357)	10%	(107)	9%	(100)	9%	(100)	1109
RD/WT: Right Direction	46%	(216)	28%	(132)	9%	(42)	10%	(45)	7%	(32)	466
RD/WT: Wrong Track	38%	(324)	34%	(291)	10%	(88)	9%	(76)	9%	(77)	856
Trump Job Approve	30%	(160)	30%	(160)	13%	(66)	18%	(97)	8%	(44)	527
Trump Job Disapprove	49%	(370)	34%	(257)	8%	(63)	3%	(22)	6%	(44)	755

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Table MCSP1_2: In general, do you believe it is appropriate for brands or corporations to do the following?
Promote social justice

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	41%	(540)	32%	(423)	10%	(130)	9%	(121)	8%	(109)	1322
Trump Job Strongly Approve	32%	(99)	27%	(82)	12%	(37)	22%	(67)	7%	(21)	307
Trump Job Somewhat Approve	28%	(61)	35%	(78)	13%	(29)	13%	(30)	10%	(23)	220
Trump Job Somewhat Disapprove	35%	(62)	35%	(60)	19%	(33)	3%	(5)	8%	(14)	174
Trump Job Strongly Disapprove	53%	(308)	34%	(196)	5%	(29)	3%	(17)	5%	(30)	581
Favorable of Trump	29%	(151)	31%	(164)	13%	(70)	18%	(92)	9%	(46)	523
Unfavorable of Trump	50%	(370)	34%	(251)	8%	(57)	4%	(28)	6%	(41)	747
Very Favorable of Trump	31%	(97)	27%	(86)	13%	(40)	21%	(68)	8%	(26)	316
Somewhat Favorable of Trump	26%	(54)	38%	(77)	15%	(30)	12%	(25)	10%	(20)	206
Somewhat Unfavorable of Trump	38%	(57)	35%	(53)	15%	(23)	6%	(9)	6%	(9)	152
Very Unfavorable of Trump	53%	(313)	33%	(197)	6%	(35)	3%	(19)	5%	(32)	595
#1 Issue: Economy	38%	(191)	31%	(157)	11%	(55)	14%	(72)	6%	(31)	507
#1 Issue: Security	42%	(57)	31%	(41)	9%	(13)	10%	(14)	8%	(11)	135
#1 Issue: Health Care	45%	(123)	34%	(91)	11%	(29)	3%	(8)	7%	(20)	271
#1 Issue: Medicare / Social Security	33%	(51)	36%	(56)	11%	(17)	13%	(19)	7%	(11)	154
#1 Issue: Women's Issues	53%	(38)	19%	(14)	4%	(3)	1%	(1)	23%	(17)	73
#1 Issue: Education	50%	(28)	33%	(18)	3%	(2)	—	(0)	13%	(7)	55
#1 Issue: Energy	44%	(23)	51%	(27)	3%	(2)	2%	(1)	—	(0)	53
#1 Issue: Other	39%	(29)	24%	(18)	13%	(10)	7%	(6)	17%	(12)	74
2018 House Vote: Democrat	55%	(292)	33%	(175)	7%	(40)	2%	(13)	3%	(15)	535
2018 House Vote: Republican	29%	(104)	30%	(105)	12%	(42)	24%	(84)	5%	(19)	353
2016 Vote: Hillary Clinton	55%	(280)	34%	(171)	6%	(29)	2%	(12)	3%	(15)	507
2016 Vote: Donald Trump	28%	(110)	29%	(115)	14%	(54)	22%	(87)	7%	(27)	394
2016 Vote: Other	32%	(19)	44%	(27)	12%	(7)	8%	(5)	5%	(3)	61
2016 Vote: Didn't Vote	36%	(130)	31%	(110)	11%	(39)	5%	(17)	17%	(62)	358
Voted in 2014: Yes	44%	(358)	32%	(260)	9%	(77)	11%	(88)	4%	(33)	816
Voted in 2014: No	36%	(182)	32%	(163)	10%	(53)	6%	(33)	15%	(76)	506
2012 Vote: Barack Obama	50%	(313)	34%	(213)	9%	(54)	4%	(25)	4%	(24)	629
2012 Vote: Mitt Romney	26%	(64)	27%	(66)	11%	(27)	29%	(70)	7%	(16)	244
2012 Vote: Didn't Vote	37%	(156)	32%	(135)	10%	(44)	5%	(22)	16%	(66)	422

Continued on next page

Table MCSP1_2: *In general, do you believe it is appropriate for brands or corporations to do the following?*
 Promote social justice

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	41%	(540)	32%	(423)	10%	(130)	9%	(121)	8%	(109)	1322
4-Region: Northeast	47%	(120)	32%	(83)	9%	(24)	7%	(19)	5%	(12)	258
4-Region: Midwest	31%	(81)	31%	(81)	10%	(25)	15%	(39)	12%	(32)	259
4-Region: South	41%	(195)	34%	(161)	7%	(35)	9%	(44)	9%	(41)	478
4-Region: West	44%	(143)	30%	(97)	14%	(45)	6%	(19)	7%	(23)	328

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

Table MCSP2: How likely are you to watch Super Bowl LV in February 2021?

Demographic	Very likely		Somewhat likely		Total N
Adults likely to watch Super Bowl	62%	(817)	38%	(506)	1322
Gender: Male	68%	(494)	32%	(229)	724
Gender: Female	54%	(322)	46%	(276)	599
Age: 18-34	56%	(228)	44%	(178)	406
Age: 35-44	66%	(157)	34%	(82)	239
Age: 45-64	65%	(290)	35%	(157)	446
Age: 65+	62%	(142)	38%	(89)	231
GenZers: 1997-2012	53%	(69)	47%	(60)	129
Millennials: 1981-1996	61%	(259)	39%	(167)	427
GenXers: 1965-1980	66%	(224)	34%	(117)	341
Baby Boomers: 1946-1964	64%	(244)	36%	(138)	383
PID: Dem (no lean)	64%	(372)	36%	(212)	584
PID: Ind (no lean)	57%	(208)	43%	(159)	368
PID: Rep (no lean)	64%	(236)	36%	(134)	370
PID/Gender: Dem Men	72%	(220)	28%	(85)	305
PID/Gender: Dem Women	54%	(152)	46%	(128)	279
PID/Gender: Ind Men	61%	(127)	39%	(82)	209
PID/Gender: Ind Women	51%	(81)	49%	(78)	159
PID/Gender: Rep Men	70%	(147)	30%	(63)	210
PID/Gender: Rep Women	56%	(89)	44%	(71)	160
Ideo: Liberal (1-3)	64%	(273)	36%	(153)	426
Ideo: Moderate (4)	62%	(248)	38%	(155)	403
Ideo: Conservative (5-7)	66%	(250)	34%	(129)	379
Educ: < College	58%	(481)	42%	(345)	826
Educ: Bachelors degree	68%	(205)	32%	(99)	304
Educ: Post-grad	68%	(131)	32%	(62)	193
Income: Under 50k	58%	(378)	42%	(271)	649
Income: 50k-100k	63%	(255)	37%	(152)	406
Income: 100k+	69%	(184)	31%	(83)	267
Ethnicity: White	62%	(635)	38%	(395)	1030
Ethnicity: Hispanic	57%	(122)	43%	(91)	213
Ethnicity: Black	66%	(121)	34%	(61)	183
Ethnicity: Other	55%	(60)	45%	(49)	109

Continued on next page

Table MCSP2: How likely are you to watch Super Bowl LV in February 2021?

Demographic	Very likely		Somewhat likely		Total N
Adults likely to watch Super Bowl	62%	(817)	38%	(506)	1322
All Christian	64%	(461)	36%	(258)	719
All Non-Christian	61%	(50)	39%	(32)	82
Agnostic/Nothing in particular	56%	(152)	44%	(119)	271
Something Else	58%	(124)	42%	(88)	212
Religious Non-Protestant/Catholic	58%	(55)	42%	(40)	95
Evangelical	69%	(309)	31%	(141)	450
Non-Evangelical	57%	(255)	43%	(194)	449
Community: Urban	68%	(354)	32%	(167)	521
Community: Suburban	60%	(303)	40%	(202)	505
Community: Rural	54%	(160)	46%	(137)	297
Employ: Private Sector	63%	(306)	37%	(181)	487
Employ: Government	62%	(76)	38%	(45)	121
Employ: Self-Employed	65%	(79)	35%	(43)	122
Employ: Homemaker	57%	(38)	43%	(29)	67
Employ: Student	54%	(35)	46%	(30)	65
Employ: Retired	63%	(159)	37%	(92)	251
Employ: Unemployed	58%	(81)	42%	(59)	140
Employ: Other	62%	(42)	38%	(26)	68
Military HH: Yes	68%	(145)	32%	(69)	214
Military HH: No	61%	(672)	39%	(437)	1109
RD/WT: Right Direction	63%	(296)	37%	(170)	466
RD/WT: Wrong Track	61%	(521)	39%	(335)	856
Trump Job Approve	60%	(314)	40%	(213)	527
Trump Job Disapprove	65%	(492)	35%	(264)	755
Trump Job Strongly Approve	65%	(201)	35%	(106)	307
Trump Job Somewhat Approve	51%	(113)	49%	(107)	220
Trump Job Somewhat Disapprove	57%	(99)	43%	(76)	174
Trump Job Strongly Disapprove	68%	(393)	32%	(188)	581
Favorable of Trump	60%	(314)	40%	(208)	523
Unfavorable of Trump	64%	(479)	36%	(268)	747

Continued on next page

Table MCSP2: How likely are you to watch Super Bowl LV in February 2021?

Demographic	Very likely		Somewhat likely		Total N
Adults likely to watch Super Bowl	62%	(817)	38%	(506)	1322
Very Favorable of Trump	65%	(206)	35%	(110)	316
Somewhat Favorable of Trump	53%	(108)	47%	(98)	206
Somewhat Unfavorable of Trump	55%	(83)	45%	(69)	152
Very Unfavorable of Trump	67%	(396)	33%	(199)	595
#1 Issue: Economy	60%	(306)	40%	(201)	507
#1 Issue: Security	57%	(78)	43%	(58)	135
#1 Issue: Health Care	65%	(177)	35%	(94)	271
#1 Issue: Medicare / Social Security	70%	(108)	30%	(46)	154
#1 Issue: Women's Issues	49%	(36)	51%	(37)	73
#1 Issue: Education	62%	(34)	38%	(21)	55
#1 Issue: Energy	71%	(38)	29%	(15)	53
#1 Issue: Other	54%	(40)	46%	(34)	74
2018 House Vote: Democrat	66%	(353)	34%	(182)	535
2018 House Vote: Republican	64%	(228)	36%	(125)	353
2016 Vote: Hillary Clinton	66%	(333)	34%	(174)	507
2016 Vote: Donald Trump	65%	(255)	35%	(140)	394
2016 Vote: Other	68%	(42)	32%	(19)	61
2016 Vote: Didn't Vote	52%	(187)	48%	(172)	358
Voted in 2014: Yes	65%	(533)	35%	(283)	816
Voted in 2014: No	56%	(284)	44%	(223)	506
2012 Vote: Barack Obama	65%	(407)	35%	(222)	629
2012 Vote: Mitt Romney	62%	(151)	38%	(92)	244
2012 Vote: Didn't Vote	56%	(237)	44%	(185)	422
4-Region: Northeast	70%	(181)	30%	(78)	258
4-Region: Midwest	63%	(164)	37%	(95)	259
4-Region: South	57%	(271)	43%	(207)	478
4-Region: West	61%	(201)	39%	(127)	328

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

Table MCSP3: Are you more or less likely to watch the Super Bowl this year compared to past years?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	27% (363)	20% (270)	42% (553)	8% (101)	2% (28)	1% (8)	1322
Gender: Male	32% (231)	19% (136)	41% (299)	5% (38)	2% (17)	1% (4)	724
Gender: Female	22% (132)	22% (134)	42% (254)	11% (63)	2% (11)	1% (4)	599
Age: 18-34	28% (112)	25% (101)	35% (142)	9% (35)	3% (12)	1% (3)	406
Age: 35-44	46% (109)	19% (46)	26% (62)	6% (15)	2% (4)	1% (3)	239
Age: 45-64	25% (112)	20% (88)	46% (203)	8% (36)	2% (7)	— (0)	446
Age: 65+	13% (30)	15% (35)	63% (145)	6% (14)	2% (5)	1% (1)	231
GenZers: 1997-2012	19% (24)	31% (39)	35% (45)	12% (16)	4% (5)	— (1)	129
Millennials: 1981-1996	37% (158)	20% (87)	34% (146)	5% (23)	2% (9)	1% (5)	427
GenXers: 1965-1980	33% (112)	20% (69)	36% (122)	10% (33)	1% (4)	— (1)	341
Baby Boomers: 1946-1964	17% (66)	18% (68)	55% (211)	7% (28)	2% (8)	— (1)	383
PID: Dem (no lean)	32% (188)	24% (142)	35% (204)	7% (39)	2% (10)	— (2)	584
PID: Ind (no lean)	20% (72)	19% (68)	52% (193)	7% (25)	2% (8)	1% (2)	368
PID: Rep (no lean)	28% (104)	16% (60)	42% (156)	10% (37)	3% (10)	1% (4)	370
PID/Gender: Dem Men	39% (120)	23% (72)	33% (100)	2% (7)	2% (7)	— (0)	305
PID/Gender: Dem Women	24% (68)	25% (71)	37% (104)	11% (32)	1% (3)	1% (2)	279
PID/Gender: Ind Men	19% (40)	15% (30)	56% (116)	8% (16)	3% (6)	— (1)	209
PID/Gender: Ind Women	20% (32)	24% (38)	48% (77)	6% (9)	1% (2)	1% (1)	159
PID/Gender: Rep Men	34% (72)	16% (34)	40% (83)	7% (15)	2% (4)	1% (3)	210
PID/Gender: Rep Women	20% (32)	16% (26)	46% (73)	14% (22)	4% (6)	1% (1)	160
Ideo: Liberal (1-3)	33% (142)	21% (89)	35% (147)	8% (35)	3% (11)	— (2)	426
Ideo: Moderate (4)	20% (81)	24% (98)	48% (194)	6% (24)	1% (2)	1% (3)	403
Ideo: Conservative (5-7)	28% (106)	15% (58)	45% (170)	8% (30)	3% (13)	1% (2)	379
Educ: < College	21% (175)	20% (167)	47% (390)	8% (70)	2% (20)	1% (4)	826
Educ: Bachelors degree	34% (102)	19% (58)	38% (114)	7% (22)	2% (5)	1% (3)	304
Educ: Post-grad	45% (86)	23% (45)	25% (49)	5% (10)	2% (3)	— (0)	193
Income: Under 50k	22% (141)	23% (150)	45% (292)	8% (53)	2% (11)	— (1)	649
Income: 50k-100k	28% (115)	16% (64)	43% (176)	9% (38)	2% (10)	1% (3)	406
Income: 100k+	40% (107)	21% (56)	32% (85)	4% (10)	3% (7)	1% (3)	267
Ethnicity: White	26% (265)	20% (207)	43% (447)	8% (83)	2% (23)	1% (6)	1030
Ethnicity: Hispanic	35% (73)	26% (55)	31% (66)	7% (15)	2% (4)	— (0)	213
Ethnicity: Black	35% (63)	22% (40)	34% (62)	6% (12)	3% (5)	1% (2)	183

Continued on next page

Table MCSP3: Are you more or less likely to watch the Super Bowl this year compared to past years?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	27% (363)	20% (270)	42% (553)	8% (101)	2% (28)	1% (8)	1322
Ethnicity: Other	32% (35)	21% (23)	41% (44)	6% (6)	1% (1)	— (0)	109
All Christian	30% (214)	21% (154)	39% (282)	7% (49)	2% (14)	1% (6)	719
All Non-Christian	40% (33)	23% (19)	30% (25)	6% (5)	1% (1)	— (0)	82
Agnostic/Nothing in particular	21% (57)	16% (42)	51% (137)	8% (22)	4% (10)	1% (2)	271
Something Else	22% (46)	23% (49)	43% (92)	10% (22)	1% (3)	— (0)	212
Religious Non-Protestant/Catholic	36% (34)	22% (21)	29% (28)	7% (7)	5% (4)	1% (1)	95
Evangelical	40% (179)	24% (109)	29% (129)	5% (24)	1% (6)	1% (3)	450
Non-Evangelical	16% (73)	20% (88)	52% (235)	10% (45)	1% (6)	— (2)	449
Community: Urban	44% (230)	22% (116)	27% (142)	4% (23)	1% (6)	1% (4)	521
Community: Suburban	15% (77)	21% (105)	53% (269)	8% (42)	2% (10)	1% (3)	505
Community: Rural	19% (57)	17% (50)	48% (142)	12% (35)	4% (12)	— (1)	297
Employ: Private Sector	34% (165)	23% (113)	34% (163)	7% (34)	2% (9)	1% (2)	487
Employ: Government	39% (47)	20% (24)	33% (40)	4% (5)	3% (4)	1% (1)	121
Employ: Self-Employed	22% (26)	23% (29)	45% (55)	7% (9)	2% (3)	— (1)	122
Employ: Homemaker	16% (11)	16% (11)	58% (39)	9% (6)	— (0)	— (0)	67
Employ: Student	19% (12)	18% (12)	42% (28)	18% (12)	1% (1)	2% (2)	65
Employ: Retired	14% (35)	18% (46)	57% (142)	8% (19)	3% (7)	1% (1)	251
Employ: Unemployed	33% (46)	19% (27)	35% (49)	9% (13)	3% (5)	1% (1)	140
Employ: Other	30% (20)	12% (8)	54% (37)	4% (3)	— (0)	— (0)	68
Military HH: Yes	34% (72)	12% (26)	44% (93)	7% (16)	2% (5)	1% (2)	214
Military HH: No	26% (291)	22% (245)	41% (460)	8% (85)	2% (23)	1% (6)	1109
RD/WT: Right Direction	37% (171)	24% (112)	30% (142)	6% (27)	3% (12)	— (2)	466
RD/WT: Wrong Track	22% (192)	18% (158)	48% (410)	9% (74)	2% (16)	1% (5)	856
Trump Job Approve	31% (164)	19% (98)	38% (198)	9% (46)	3% (17)	1% (4)	527
Trump Job Disapprove	26% (193)	21% (160)	45% (344)	6% (45)	1% (11)	— (3)	755
Trump Job Strongly Approve	35% (107)	15% (46)	37% (112)	10% (29)	3% (10)	1% (2)	307
Trump Job Somewhat Approve	26% (57)	24% (52)	39% (86)	7% (16)	3% (7)	1% (2)	220
Trump Job Somewhat Disapprove	20% (34)	37% (64)	37% (65)	4% (7)	2% (4)	— (1)	174
Trump Job Strongly Disapprove	27% (159)	16% (96)	48% (279)	7% (38)	1% (7)	— (2)	581
Favorable of Trump	32% (165)	19% (98)	37% (195)	9% (46)	3% (15)	1% (4)	523
Unfavorable of Trump	25% (188)	21% (157)	45% (338)	6% (47)	2% (13)	— (3)	747

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Table MCSP3: Are you more or less likely to watch the Super Bowl this year compared to past years?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	27% (363)	20% (270)	42% (553)	8% (101)	2% (28)	1% (8)	1322
Very Favorable of Trump	34% (109)	17% (54)	35% (112)	9% (28)	4% (11)	1% (2)	316
Somewhat Favorable of Trump	28% (57)	21% (43)	40% (83)	9% (18)	2% (4)	1% (2)	206
Somewhat Unfavorable of Trump	26% (40)	32% (49)	35% (53)	5% (7)	1% (2)	1% (2)	152
Very Unfavorable of Trump	25% (148)	18% (109)	48% (286)	7% (40)	2% (11)	— (2)	595
#1 Issue: Economy	26% (131)	22% (111)	41% (208)	8% (39)	3% (14)	1% (3)	507
#1 Issue: Security	39% (53)	26% (35)	30% (41)	2% (3)	3% (3)	— (0)	135
#1 Issue: Health Care	29% (78)	21% (56)	43% (117)	7% (18)	1% (2)	— (1)	271
#1 Issue: Medicare / Social Security	21% (32)	19% (29)	53% (82)	6% (9)	2% (3)	— (0)	154
#1 Issue: Women's Issues	28% (20)	21% (15)	28% (21)	22% (16)	1% (1)	— (0)	73
#1 Issue: Education	39% (21)	22% (12)	33% (18)	4% (2)	1% (0)	2% (1)	55
#1 Issue: Energy	27% (14)	12% (7)	48% (25)	5% (3)	8% (4)	— (0)	53
#1 Issue: Other	18% (13)	8% (6)	56% (41)	14% (11)	1% (1)	3% (2)	74
2018 House Vote: Democrat	32% (174)	22% (116)	38% (205)	6% (31)	1% (7)	— (2)	535
2018 House Vote: Republican	29% (102)	17% (60)	41% (145)	10% (35)	3% (9)	1% (3)	353
2016 Vote: Hillary Clinton	33% (166)	23% (114)	37% (189)	6% (30)	1% (5)	— (2)	507
2016 Vote: Donald Trump	27% (107)	17% (68)	42% (165)	10% (39)	3% (13)	1% (3)	394
2016 Vote: Other	17% (11)	15% (9)	63% (39)	3% (2)	— (0)	1% (1)	61
2016 Vote: Didn't Vote	22% (79)	22% (79)	44% (158)	8% (30)	3% (10)	1% (3)	358
Voted in 2014: Yes	31% (249)	19% (156)	41% (331)	7% (57)	2% (17)	1% (5)	816
Voted in 2014: No	23% (114)	23% (114)	44% (221)	9% (43)	2% (11)	1% (3)	506
2012 Vote: Barack Obama	30% (189)	20% (125)	42% (267)	6% (36)	1% (9)	1% (3)	629
2012 Vote: Mitt Romney	23% (55)	15% (38)	48% (118)	10% (25)	3% (6)	1% (2)	244
2012 Vote: Didn't Vote	27% (113)	25% (105)	37% (155)	9% (37)	2% (10)	1% (3)	422
4-Region: Northeast	37% (95)	14% (37)	39% (100)	7% (19)	2% (6)	1% (2)	258
4-Region: Midwest	17% (44)	20% (53)	53% (138)	7% (19)	1% (3)	1% (2)	259
4-Region: South	27% (127)	20% (96)	42% (201)	8% (39)	3% (13)	— (1)	478
4-Region: West	29% (97)	26% (84)	35% (114)	7% (24)	2% (5)	1% (3)	328

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

Table MCSP4: How likely is it you will host or attend a Super Bowl party or get together with a group of people you do not live with?

Demographic	Likelihood						Total N
	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion		
Adults likely to watch Super Bowl	16% (215)	23% (298)	21% (281)	38% (496)	2% (33)	1322	
Gender: Male	21% (153)	23% (164)	22% (156)	32% (235)	2% (16)	724	
Gender: Female	10% (62)	22% (134)	21% (125)	44% (261)	3% (17)	599	
Age: 18-34	21% (84)	32% (130)	21% (87)	23% (93)	3% (12)	406	
Age: 35-44	34% (80)	26% (62)	14% (34)	25% (59)	2% (4)	239	
Age: 45-64	10% (46)	19% (83)	27% (119)	42% (188)	2% (11)	446	
Age: 65+	2% (4)	10% (24)	17% (40)	68% (156)	2% (6)	231	
GenZers: 1997-2012	16% (20)	35% (45)	20% (26)	28% (36)	2% (2)	129	
Millennials: 1981-1996	26% (111)	30% (126)	19% (81)	23% (98)	2% (11)	427	
GenXers: 1965-1980	22% (75)	22% (76)	22% (77)	30% (103)	3% (10)	341	
Baby Boomers: 1946-1964	2% (8)	12% (47)	24% (92)	60% (228)	2% (8)	383	
PID: Dem (no lean)	20% (118)	23% (137)	15% (89)	39% (225)	3% (15)	584	
PID: Ind (no lean)	7% (25)	20% (73)	29% (107)	41% (152)	3% (11)	368	
PID: Rep (no lean)	20% (73)	24% (87)	23% (85)	32% (119)	2% (7)	370	
PID/Gender: Dem Men	30% (90)	26% (78)	13% (40)	29% (89)	2% (7)	305	
PID/Gender: Dem Women	10% (27)	21% (59)	17% (48)	49% (136)	3% (8)	279	
PID/Gender: Ind Men	4% (9)	22% (45)	31% (66)	39% (82)	3% (7)	209	
PID/Gender: Ind Women	10% (15)	18% (28)	26% (41)	44% (70)	3% (4)	159	
PID/Gender: Rep Men	25% (53)	19% (40)	24% (50)	31% (64)	1% (2)	210	
PID/Gender: Rep Women	12% (19)	29% (47)	22% (35)	34% (55)	3% (4)	160	
Ideo: Liberal (1-3)	20% (86)	23% (98)	14% (61)	40% (171)	2% (10)	426	
Ideo: Moderate (4)	8% (34)	27% (110)	26% (106)	36% (146)	2% (9)	403	
Ideo: Conservative (5-7)	22% (82)	19% (72)	21% (81)	36% (138)	2% (6)	379	
Educ: < College	9% (77)	20% (168)	24% (197)	44% (362)	3% (21)	826	
Educ: Bachelors degree	23% (69)	27% (81)	18% (56)	29% (89)	3% (9)	304	
Educ: Post-grad	36% (69)	25% (48)	14% (28)	23% (45)	1% (3)	193	
Income: Under 50k	10% (67)	21% (136)	24% (155)	42% (270)	3% (20)	649	
Income: 50k-100k	16% (65)	21% (86)	21% (84)	41% (165)	1% (6)	406	
Income: 100k+	31% (82)	28% (76)	15% (41)	23% (61)	3% (7)	267	
Ethnicity: White	17% (173)	23% (239)	20% (204)	38% (391)	2% (24)	1030	
Ethnicity: Hispanic	24% (52)	28% (59)	25% (53)	23% (49)	— (1)	213	
Ethnicity: Black	17% (30)	22% (40)	20% (36)	39% (72)	3% (5)	183	

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Table MCSP4: How likely is it you will host or attend a Super Bowl party or get together with a group of people you do not live with?

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	16%	(215)	23%	(298)	21%	(281)	38%	(496)	2%	(33)	1322
Ethnicity: Other	11%	(12)	18%	(20)	37%	(41)	30%	(33)	4%	(4)	109
All Christian	19%	(135)	23%	(167)	20%	(147)	35%	(255)	2%	(15)	719
All Non-Christian	35%	(29)	28%	(23)	10%	(8)	28%	(23)	—	(0)	82
Agnostic/Nothing in particular	8%	(21)	23%	(61)	27%	(73)	38%	(103)	5%	(13)	271
Something Else	13%	(27)	20%	(43)	18%	(39)	46%	(98)	2%	(4)	212
Religious Non-Protestant/Catholic	32%	(31)	31%	(30)	9%	(9)	27%	(26)	—	(0)	95
Evangelical	26%	(117)	26%	(116)	17%	(78)	29%	(132)	1%	(6)	450
Non-Evangelical	8%	(34)	18%	(79)	24%	(107)	48%	(215)	3%	(13)	449
Community: Urban	32%	(167)	28%	(148)	16%	(82)	21%	(109)	3%	(14)	521
Community: Suburban	6%	(30)	19%	(96)	25%	(128)	48%	(241)	2%	(9)	505
Community: Rural	6%	(18)	18%	(54)	23%	(70)	49%	(145)	3%	(9)	297
Employ: Private Sector	25%	(120)	29%	(144)	20%	(96)	25%	(120)	1%	(7)	487
Employ: Government	30%	(36)	24%	(29)	21%	(26)	22%	(27)	3%	(4)	121
Employ: Self-Employed	22%	(27)	18%	(22)	27%	(32)	30%	(37)	3%	(4)	122
Employ: Homemaker	5%	(4)	17%	(12)	19%	(12)	55%	(37)	4%	(3)	67
Employ: Student	7%	(5)	28%	(19)	23%	(15)	40%	(26)	2%	(1)	65
Employ: Retired	4%	(10)	11%	(26)	18%	(45)	66%	(166)	1%	(3)	251
Employ: Unemployed	4%	(6)	25%	(35)	25%	(35)	39%	(55)	6%	(9)	140
Employ: Other	12%	(8)	17%	(11)	27%	(19)	42%	(28)	2%	(1)	68
Military HH: Yes	21%	(45)	20%	(44)	21%	(44)	36%	(77)	2%	(4)	214
Military HH: No	15%	(170)	23%	(254)	21%	(237)	38%	(419)	3%	(29)	1109
RD/WT: Right Direction	28%	(132)	26%	(121)	19%	(88)	25%	(118)	2%	(8)	466
RD/WT: Wrong Track	10%	(83)	21%	(177)	23%	(193)	44%	(378)	3%	(26)	856
Trump Job Approve	20%	(104)	26%	(135)	24%	(126)	28%	(149)	2%	(13)	527
Trump Job Disapprove	14%	(109)	20%	(152)	19%	(140)	44%	(336)	2%	(18)	755
Trump Job Strongly Approve	26%	(80)	24%	(73)	22%	(66)	26%	(79)	3%	(9)	307
Trump Job Somewhat Approve	11%	(24)	28%	(62)	27%	(60)	32%	(69)	2%	(4)	220
Trump Job Somewhat Disapprove	15%	(26)	33%	(58)	21%	(36)	28%	(50)	3%	(5)	174
Trump Job Strongly Disapprove	14%	(83)	16%	(95)	18%	(104)	49%	(286)	2%	(13)	581
Favorable of Trump	20%	(102)	24%	(127)	24%	(126)	29%	(153)	3%	(14)	523
Unfavorable of Trump	14%	(108)	21%	(155)	19%	(139)	44%	(327)	3%	(19)	747

Continued on next page

Table MCSP4: How likely is it you will host or attend a Super Bowl party or get together with a group of people you do not live with?

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	16%	(215)	23%	(298)	21%	(281)	38%	(496)	2%	(33)	1322
Very Favorable of Trump	23%	(74)	24%	(77)	23%	(71)	27%	(86)	3%	(8)	316
Somewhat Favorable of Trump	14%	(28)	24%	(51)	27%	(55)	32%	(67)	3%	(6)	206
Somewhat Unfavorable of Trump	17%	(26)	34%	(51)	16%	(25)	30%	(45)	3%	(5)	152
Very Unfavorable of Trump	14%	(82)	17%	(104)	19%	(114)	47%	(282)	2%	(14)	595
#1 Issue: Economy	17%	(84)	24%	(123)	24%	(121)	34%	(171)	2%	(8)	507
#1 Issue: Security	28%	(38)	21%	(28)	23%	(31)	25%	(34)	3%	(4)	135
#1 Issue: Health Care	16%	(42)	25%	(68)	18%	(48)	39%	(105)	3%	(8)	271
#1 Issue: Medicare / Social Security	8%	(12)	16%	(25)	20%	(31)	55%	(85)	1%	(2)	154
#1 Issue: Women's Issues	14%	(10)	25%	(18)	27%	(19)	32%	(23)	3%	(2)	73
#1 Issue: Education	29%	(16)	22%	(12)	21%	(11)	25%	(13)	4%	(2)	55
#1 Issue: Energy	23%	(12)	27%	(14)	5%	(3)	43%	(23)	2%	(1)	53
#1 Issue: Other	1%	(1)	12%	(9)	22%	(17)	57%	(42)	8%	(6)	74
2018 House Vote: Democrat	20%	(107)	21%	(112)	15%	(80)	41%	(221)	3%	(15)	535
2018 House Vote: Republican	20%	(69)	21%	(75)	25%	(87)	32%	(113)	3%	(10)	353
2016 Vote: Hillary Clinton	20%	(100)	23%	(115)	15%	(74)	40%	(203)	3%	(15)	507
2016 Vote: Donald Trump	19%	(76)	20%	(80)	25%	(98)	33%	(130)	2%	(10)	394
2016 Vote: Other	—	(0)	14%	(8)	28%	(17)	57%	(35)	—	(0)	61
2016 Vote: Didn't Vote	11%	(39)	26%	(94)	25%	(89)	36%	(128)	2%	(8)	358
Voted in 2014: Yes	18%	(147)	20%	(166)	20%	(162)	39%	(316)	3%	(25)	816
Voted in 2014: No	14%	(68)	26%	(132)	23%	(119)	35%	(180)	2%	(8)	506
2012 Vote: Barack Obama	19%	(118)	20%	(129)	17%	(108)	41%	(260)	2%	(14)	629
2012 Vote: Mitt Romney	14%	(33)	21%	(51)	25%	(61)	37%	(90)	3%	(8)	244
2012 Vote: Didn't Vote	14%	(59)	27%	(115)	24%	(102)	33%	(137)	2%	(9)	422
4-Region: Northeast	30%	(76)	21%	(54)	12%	(32)	33%	(85)	4%	(11)	258
4-Region: Midwest	7%	(19)	12%	(31)	26%	(67)	53%	(138)	2%	(4)	259
4-Region: South	14%	(68)	26%	(126)	23%	(108)	34%	(162)	3%	(14)	478
4-Region: West	16%	(52)	26%	(87)	23%	(74)	34%	(112)	1%	(4)	328

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

Table MCSP5: Which would you say is the primary reason you will likely watch this year's Super Bowl?

Demographic	The game		The halftime show		The advertisements		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults likely to watch Super Bowl	62%	(814)	18%	(240)	14%	(191)	6%	(77)	1322
Gender: Male	71%	(514)	12%	(86)	13%	(92)	4%	(33)	724
Gender: Female	50%	(300)	26%	(155)	17%	(99)	7%	(45)	599
Age: 18-34	58%	(237)	22%	(90)	13%	(52)	7%	(27)	406
Age: 35-44	65%	(156)	20%	(48)	11%	(26)	4%	(9)	239
Age: 45-64	59%	(264)	17%	(77)	18%	(78)	6%	(27)	446
Age: 65+	69%	(158)	11%	(25)	15%	(34)	6%	(14)	231
GenZers: 1997-2012	51%	(66)	33%	(43)	9%	(11)	7%	(9)	129
Millennials: 1981-1996	62%	(264)	19%	(81)	14%	(58)	5%	(23)	427
GenXers: 1965-1980	60%	(203)	20%	(69)	16%	(53)	4%	(15)	341
Baby Boomers: 1946-1964	66%	(251)	12%	(44)	16%	(60)	7%	(28)	383
PID: Dem (no lean)	61%	(354)	20%	(115)	14%	(81)	6%	(34)	584
PID: Ind (no lean)	63%	(232)	19%	(70)	11%	(41)	7%	(25)	368
PID: Rep (no lean)	62%	(228)	15%	(56)	19%	(69)	5%	(18)	370
PID/Gender: Dem Men	73%	(222)	10%	(31)	14%	(43)	3%	(10)	305
PID/Gender: Dem Women	47%	(133)	30%	(84)	14%	(39)	9%	(24)	279
PID/Gender: Ind Men	71%	(147)	16%	(33)	8%	(17)	6%	(12)	209
PID/Gender: Ind Women	53%	(85)	23%	(37)	15%	(24)	9%	(14)	159
PID/Gender: Rep Men	69%	(145)	11%	(22)	15%	(32)	5%	(11)	210
PID/Gender: Rep Women	52%	(83)	21%	(33)	23%	(37)	4%	(7)	160
Ideo: Liberal (1-3)	61%	(262)	21%	(91)	13%	(55)	4%	(18)	426
Ideo: Moderate (4)	60%	(243)	20%	(81)	13%	(54)	6%	(25)	403
Ideo: Conservative (5-7)	63%	(241)	14%	(53)	18%	(69)	4%	(16)	379
Educ: < College	59%	(489)	18%	(151)	15%	(124)	7%	(61)	826
Educ: Bachelors degree	62%	(188)	20%	(60)	15%	(45)	4%	(11)	304
Educ: Post-grad	71%	(137)	15%	(29)	11%	(21)	3%	(5)	193
Income: Under 50k	61%	(394)	18%	(114)	14%	(90)	8%	(51)	649
Income: 50k-100k	59%	(241)	19%	(76)	18%	(72)	4%	(18)	406
Income: 100k+	67%	(179)	19%	(51)	11%	(29)	3%	(8)	267
Ethnicity: White	62%	(644)	16%	(162)	17%	(172)	5%	(52)	1030
Ethnicity: Hispanic	56%	(119)	32%	(68)	8%	(18)	4%	(8)	213
Ethnicity: Black	58%	(106)	27%	(49)	8%	(15)	7%	(12)	183

Continued on next page

Table MCSP5: Which would you say is the primary reason you will likely watch this year's Super Bowl?

Demographic	The game		The halftime show		The advertisements		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults likely to watch Super Bowl	62%	(814)	18%	(240)	14%	(191)	6%	(77)	1322
Ethnicity: Other	59%	(64)	27%	(29)	3%	(3)	12%	(13)	109
All Christian	65%	(464)	17%	(119)	14%	(103)	5%	(33)	719
All Non-Christian	60%	(50)	20%	(17)	15%	(13)	4%	(3)	82
Agnostic/Nothing in particular	57%	(155)	20%	(53)	14%	(39)	9%	(24)	271
Something Else	55%	(116)	22%	(47)	16%	(35)	7%	(15)	212
Religious Non-Protestant/Catholic	61%	(58)	21%	(20)	14%	(14)	4%	(3)	95
Evangelical	63%	(284)	17%	(76)	16%	(74)	4%	(16)	450
Non-Evangelical	61%	(274)	19%	(83)	14%	(61)	7%	(31)	449
Community: Urban	65%	(340)	19%	(97)	12%	(64)	4%	(20)	521
Community: Suburban	59%	(299)	19%	(95)	15%	(76)	7%	(34)	505
Community: Rural	59%	(175)	16%	(49)	17%	(51)	8%	(23)	297
Employ: Private Sector	63%	(307)	18%	(90)	15%	(73)	3%	(17)	487
Employ: Government	67%	(81)	15%	(18)	13%	(15)	6%	(7)	121
Employ: Self-Employed	58%	(70)	25%	(31)	11%	(13)	7%	(8)	122
Employ: Homemaker	48%	(33)	19%	(13)	20%	(13)	13%	(9)	67
Employ: Student	43%	(28)	36%	(24)	11%	(7)	9%	(6)	65
Employ: Retired	65%	(164)	13%	(33)	15%	(37)	7%	(17)	251
Employ: Unemployed	63%	(89)	16%	(23)	12%	(17)	8%	(11)	140
Employ: Other	61%	(42)	14%	(9)	21%	(15)	4%	(2)	68
Military HH: Yes	69%	(147)	9%	(19)	16%	(34)	6%	(13)	214
Military HH: No	60%	(667)	20%	(221)	14%	(156)	6%	(64)	1109
RD/WT: Right Direction	61%	(283)	20%	(92)	16%	(76)	3%	(15)	466
RD/WT: Wrong Track	62%	(531)	17%	(148)	13%	(115)	7%	(62)	856
Trump Job Approve	66%	(346)	14%	(76)	16%	(82)	4%	(23)	527
Trump Job Disapprove	60%	(451)	21%	(159)	14%	(102)	6%	(44)	755
Trump Job Strongly Approve	67%	(205)	16%	(49)	13%	(41)	4%	(12)	307
Trump Job Somewhat Approve	64%	(141)	12%	(27)	18%	(40)	5%	(11)	220
Trump Job Somewhat Disapprove	57%	(99)	24%	(41)	14%	(25)	6%	(10)	174
Trump Job Strongly Disapprove	61%	(352)	20%	(118)	13%	(77)	6%	(34)	581
Favorable of Trump	64%	(332)	15%	(78)	16%	(86)	5%	(27)	523
Unfavorable of Trump	61%	(458)	20%	(151)	13%	(97)	5%	(41)	747

Continued on next page

Table MCSP5: Which would you say is the primary reason you will likely watch this year's Super Bowl?

Demographic	The game		The halftime show		The advertisements		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults likely to watch Super Bowl	62%	(814)	18%	(240)	14%	(191)	6%	(77)	1322
Very Favorable of Trump	63%	(200)	17%	(54)	15%	(47)	5%	(15)	316
Somewhat Favorable of Trump	64%	(132)	12%	(24)	19%	(39)	6%	(12)	206
Somewhat Unfavorable of Trump	61%	(92)	19%	(29)	15%	(22)	5%	(8)	152
Very Unfavorable of Trump	61%	(365)	20%	(122)	13%	(75)	6%	(33)	595
#1 Issue: Economy	63%	(318)	16%	(84)	16%	(81)	5%	(24)	507
#1 Issue: Security	68%	(92)	14%	(19)	14%	(19)	4%	(5)	135
#1 Issue: Health Care	60%	(163)	22%	(60)	14%	(37)	4%	(12)	271
#1 Issue: Medicare / Social Security	61%	(94)	16%	(25)	15%	(24)	7%	(11)	154
#1 Issue: Women's Issues	43%	(31)	32%	(24)	9%	(7)	15%	(11)	73
#1 Issue: Education	56%	(31)	31%	(17)	9%	(5)	4%	(2)	55
#1 Issue: Energy	76%	(40)	13%	(7)	8%	(4)	3%	(1)	53
#1 Issue: Other	60%	(45)	9%	(6)	18%	(13)	13%	(10)	74
2018 House Vote: Democrat	60%	(323)	19%	(102)	15%	(82)	5%	(27)	535
2018 House Vote: Republican	70%	(247)	12%	(43)	14%	(48)	4%	(15)	353
2016 Vote: Hillary Clinton	61%	(307)	19%	(96)	15%	(75)	6%	(29)	507
2016 Vote: Donald Trump	69%	(271)	11%	(44)	16%	(63)	4%	(17)	394
2016 Vote: Other	74%	(45)	10%	(6)	10%	(6)	6%	(3)	61
2016 Vote: Didn't Vote	53%	(191)	26%	(94)	13%	(45)	8%	(29)	358
Voted in 2014: Yes	66%	(534)	15%	(126)	14%	(115)	5%	(40)	816
Voted in 2014: No	55%	(280)	23%	(114)	15%	(75)	7%	(37)	506
2012 Vote: Barack Obama	63%	(400)	17%	(104)	14%	(90)	6%	(36)	629
2012 Vote: Mitt Romney	67%	(162)	13%	(32)	16%	(38)	5%	(11)	244
2012 Vote: Didn't Vote	55%	(232)	24%	(101)	15%	(61)	6%	(27)	422
4-Region: Northeast	70%	(180)	15%	(39)	11%	(28)	4%	(11)	258
4-Region: Midwest	67%	(172)	13%	(35)	14%	(37)	6%	(15)	259
4-Region: South	54%	(256)	22%	(105)	18%	(84)	7%	(33)	478
4-Region: West	63%	(207)	19%	(62)	13%	(42)	5%	(18)	328

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

Table MCSP6: Do you support or oppose the decision to have recording artist *The Weeknd* headline the Super Bowl LV halftime show?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	28% (372)	26% (346)	7% (90)	5% (63)	34% (451)	1322
Gender: Male	29% (212)	28% (203)	7% (52)	5% (35)	31% (222)	724
Gender: Female	27% (160)	24% (143)	6% (38)	5% (28)	38% (230)	599
Age: 18-34	39% (158)	31% (126)	7% (28)	5% (22)	18% (73)	406
Age: 35-44	51% (122)	22% (54)	3% (7)	2% (4)	22% (52)	239
Age: 45-64	17% (77)	27% (120)	9% (39)	5% (24)	42% (186)	446
Age: 65+	7% (16)	20% (47)	7% (15)	5% (12)	61% (140)	231
GenZers: 1997-2012	40% (51)	31% (40)	7% (9)	3% (4)	19% (25)	129
Millennials: 1981-1996	44% (186)	28% (120)	5% (22)	4% (19)	19% (79)	427
GenXers: 1965-1980	30% (102)	24% (82)	7% (24)	6% (19)	33% (113)	341
Baby Boomers: 1946-1964	9% (33)	26% (99)	8% (31)	5% (19)	52% (201)	383
PID: Dem (no lean)	35% (205)	28% (164)	6% (33)	3% (15)	29% (167)	584
PID: Ind (no lean)	18% (67)	24% (88)	7% (27)	8% (29)	42% (155)	368
PID: Rep (no lean)	27% (100)	25% (94)	8% (30)	5% (18)	35% (129)	370
PID/Gender: Dem Men	38% (116)	31% (94)	6% (18)	1% (4)	24% (73)	305
PID/Gender: Dem Women	32% (89)	25% (70)	5% (15)	4% (11)	34% (94)	279
PID/Gender: Ind Men	15% (30)	26% (54)	7% (15)	10% (21)	42% (88)	209
PID/Gender: Ind Women	23% (37)	22% (34)	7% (12)	5% (9)	42% (67)	159
PID/Gender: Rep Men	31% (65)	26% (55)	9% (18)	5% (10)	29% (61)	210
PID/Gender: Rep Women	21% (34)	24% (39)	7% (11)	5% (8)	42% (68)	160
Ideo: Liberal (1-3)	37% (159)	28% (117)	7% (29)	3% (11)	26% (110)	426
Ideo: Moderate (4)	22% (87)	31% (124)	5% (21)	5% (21)	37% (150)	403
Ideo: Conservative (5-7)	29% (109)	21% (78)	8% (30)	6% (22)	37% (139)	379
Educ: < College	23% (187)	24% (201)	6% (51)	6% (50)	41% (335)	826
Educ: Bachelors degree	33% (101)	29% (89)	9% (28)	2% (6)	26% (79)	304
Educ: Post-grad	43% (84)	29% (56)	6% (11)	3% (6)	19% (37)	193
Income: Under 50k	25% (161)	25% (164)	5% (32)	4% (27)	41% (264)	649
Income: 50k-100k	26% (105)	26% (105)	10% (39)	6% (23)	33% (134)	406
Income: 100k+	40% (107)	29% (76)	7% (19)	5% (12)	20% (53)	267
Ethnicity: White	27% (275)	26% (270)	7% (69)	5% (47)	36% (369)	1030
Ethnicity: Hispanic	39% (82)	22% (48)	6% (13)	7% (15)	26% (55)	213
Ethnicity: Black	38% (69)	26% (48)	8% (15)	2% (4)	25% (46)	183

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Table MCSP6: Do you support or oppose the decision to have recording artist *The Weeknd* headline the Super Bowl LV halftime show?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	28%	(372)	26%	(346)	7%	(90)	5%	(63)	34%	(451)	1322
Ethnicity: Other	26%	(28)	25%	(27)	5%	(6)	10%	(11)	33%	(36)	109
All Christian	30%	(214)	28%	(198)	7%	(53)	4%	(25)	32%	(229)	719
All Non-Christian	37%	(30)	33%	(27)	5%	(4)	4%	(3)	22%	(18)	82
Agnostic/Nothing in particular	24%	(64)	24%	(66)	8%	(23)	10%	(27)	34%	(91)	271
Something Else	23%	(48)	24%	(51)	5%	(10)	3%	(6)	46%	(97)	212
Religious Non-Protestant/Catholic	36%	(35)	29%	(28)	5%	(4)	9%	(9)	21%	(19)	95
Evangelical	35%	(159)	31%	(138)	6%	(26)	2%	(9)	26%	(119)	450
Non-Evangelical	20%	(90)	23%	(103)	8%	(36)	4%	(16)	46%	(204)	449
Community: Urban	43%	(221)	26%	(136)	6%	(33)	2%	(12)	23%	(118)	521
Community: Suburban	19%	(94)	26%	(131)	8%	(41)	7%	(33)	41%	(207)	505
Community: Rural	19%	(57)	27%	(79)	6%	(16)	6%	(18)	42%	(126)	297
Employ: Private Sector	36%	(173)	30%	(144)	6%	(31)	4%	(18)	25%	(121)	487
Employ: Government	42%	(51)	31%	(37)	8%	(9)	3%	(3)	17%	(21)	121
Employ: Self-Employed	30%	(37)	22%	(27)	5%	(6)	9%	(10)	35%	(42)	122
Employ: Homemaker	18%	(12)	25%	(17)	5%	(3)	7%	(5)	45%	(30)	67
Employ: Student	42%	(27)	18%	(12)	5%	(3)	2%	(2)	33%	(21)	65
Employ: Retired	7%	(18)	21%	(54)	8%	(20)	4%	(9)	60%	(150)	251
Employ: Unemployed	25%	(35)	28%	(39)	5%	(8)	10%	(14)	32%	(45)	140
Employ: Other	29%	(20)	24%	(16)	14%	(10)	3%	(2)	31%	(21)	68
Military HH: Yes	26%	(55)	21%	(45)	12%	(26)	5%	(11)	36%	(77)	214
Military HH: No	29%	(318)	27%	(301)	6%	(64)	5%	(52)	34%	(374)	1109
RD/WT: Right Direction	37%	(173)	27%	(127)	7%	(32)	5%	(24)	24%	(111)	466
RD/WT: Wrong Track	23%	(199)	26%	(219)	7%	(58)	5%	(39)	40%	(341)	856
Trump Job Approve	28%	(149)	25%	(131)	7%	(38)	6%	(30)	34%	(179)	527
Trump Job Disapprove	29%	(217)	28%	(209)	6%	(47)	4%	(32)	33%	(251)	755
Trump Job Strongly Approve	32%	(99)	21%	(63)	8%	(25)	8%	(25)	31%	(95)	307
Trump Job Somewhat Approve	23%	(50)	31%	(67)	6%	(13)	2%	(5)	38%	(84)	220
Trump Job Somewhat Disapprove	25%	(43)	35%	(61)	7%	(13)	5%	(9)	28%	(48)	174
Trump Job Strongly Disapprove	30%	(173)	25%	(147)	6%	(34)	4%	(23)	35%	(203)	581
Favorable of Trump	29%	(152)	25%	(131)	8%	(40)	5%	(27)	33%	(172)	523
Unfavorable of Trump	28%	(212)	27%	(205)	6%	(45)	5%	(36)	33%	(250)	747

Continued on next page

Table MCSP6: Do you support or oppose the decision to have recording artist The Weeknd headline the Super Bowl LV halftime show?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	28%	(372)	26%	(346)	7%	(90)	5%	(63)	34%	(451)	1322
Very Favorable of Trump	32%	(101)	23%	(72)	9%	(28)	7%	(21)	30%	(94)	316
Somewhat Favorable of Trump	25%	(52)	28%	(59)	6%	(12)	3%	(6)	38%	(78)	206
Somewhat Unfavorable of Trump	25%	(37)	35%	(54)	7%	(11)	2%	(4)	30%	(46)	152
Very Unfavorable of Trump	29%	(175)	25%	(151)	6%	(34)	5%	(32)	34%	(204)	595
#1 Issue: Economy	27%	(139)	29%	(146)	7%	(38)	3%	(17)	33%	(167)	507
#1 Issue: Security	36%	(49)	28%	(37)	6%	(7)	3%	(4)	27%	(37)	135
#1 Issue: Health Care	30%	(81)	30%	(80)	4%	(12)	7%	(19)	29%	(79)	271
#1 Issue: Medicare / Social Security	19%	(29)	19%	(29)	10%	(15)	5%	(7)	48%	(74)	154
#1 Issue: Women's Issues	38%	(28)	24%	(17)	10%	(8)	4%	(3)	24%	(17)	73
#1 Issue: Education	30%	(16)	39%	(21)	6%	(3)	3%	(2)	23%	(13)	55
#1 Issue: Energy	41%	(22)	14%	(7)	5%	(3)	8%	(4)	32%	(17)	53
#1 Issue: Other	11%	(8)	11%	(8)	6%	(4)	9%	(7)	63%	(47)	74
2018 House Vote: Democrat	34%	(180)	27%	(142)	6%	(31)	3%	(14)	31%	(168)	535
2018 House Vote: Republican	25%	(89)	23%	(82)	8%	(29)	6%	(22)	37%	(131)	353
2016 Vote: Hillary Clinton	34%	(174)	29%	(148)	6%	(29)	2%	(8)	29%	(148)	507
2016 Vote: Donald Trump	24%	(94)	23%	(89)	9%	(34)	6%	(24)	39%	(153)	394
2016 Vote: Other	15%	(9)	19%	(12)	2%	(1)	13%	(8)	51%	(31)	61
2016 Vote: Didn't Vote	27%	(95)	27%	(96)	7%	(26)	6%	(22)	33%	(118)	358
Voted in 2014: Yes	28%	(230)	25%	(206)	7%	(59)	4%	(32)	35%	(289)	816
Voted in 2014: No	28%	(142)	28%	(140)	6%	(31)	6%	(31)	32%	(162)	506
2012 Vote: Barack Obama	31%	(192)	27%	(169)	5%	(31)	4%	(24)	34%	(214)	629
2012 Vote: Mitt Romney	18%	(44)	21%	(50)	11%	(27)	6%	(15)	44%	(107)	244
2012 Vote: Didn't Vote	30%	(128)	29%	(121)	7%	(30)	5%	(23)	28%	(120)	422
4-Region: Northeast	38%	(97)	20%	(52)	5%	(13)	3%	(8)	34%	(88)	258
4-Region: Midwest	17%	(44)	24%	(62)	7%	(17)	7%	(17)	46%	(118)	259
4-Region: South	27%	(127)	29%	(137)	7%	(35)	4%	(17)	34%	(162)	478
4-Region: West	32%	(104)	29%	(94)	8%	(25)	6%	(20)	25%	(83)	328

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

Table MCSP7_1: To what extent do you enjoy watching the following types of Super Bowl advertisements?
Political campaign advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	12%	(164)	19%	(249)	23%	(308)	38%	(497)	8%	(105)	1322
Gender: Male	17%	(126)	21%	(155)	21%	(152)	33%	(240)	7%	(51)	724
Gender: Female	6%	(38)	16%	(93)	26%	(156)	43%	(256)	9%	(55)	599
Age: 18-34	16%	(63)	27%	(109)	25%	(103)	24%	(98)	8%	(32)	406
Age: 35-44	28%	(67)	19%	(46)	20%	(47)	24%	(58)	9%	(22)	239
Age: 45-64	7%	(31)	16%	(72)	23%	(104)	46%	(206)	7%	(33)	446
Age: 65+	2%	(4)	10%	(22)	23%	(52)	58%	(134)	8%	(18)	231
GenZers: 1997-2012	8%	(11)	23%	(29)	36%	(47)	25%	(32)	8%	(10)	129
Millennials: 1981-1996	22%	(94)	25%	(108)	19%	(81)	24%	(104)	9%	(40)	427
GenXers: 1965-1980	14%	(48)	19%	(65)	26%	(89)	35%	(120)	5%	(19)	341
Baby Boomers: 1946-1964	3%	(12)	12%	(45)	20%	(75)	57%	(219)	8%	(32)	383
PID: Dem (no lean)	18%	(103)	24%	(141)	22%	(131)	28%	(161)	8%	(49)	584
PID: Ind (no lean)	6%	(21)	15%	(53)	29%	(107)	43%	(158)	8%	(29)	368
PID: Rep (no lean)	11%	(40)	15%	(55)	19%	(70)	48%	(177)	8%	(28)	370
PID/Gender: Dem Men	26%	(78)	29%	(87)	17%	(53)	22%	(67)	6%	(19)	305
PID/Gender: Dem Women	9%	(25)	19%	(53)	28%	(78)	34%	(94)	10%	(29)	279
PID/Gender: Ind Men	8%	(16)	16%	(34)	24%	(50)	47%	(97)	5%	(11)	209
PID/Gender: Ind Women	3%	(4)	12%	(20)	36%	(57)	38%	(61)	11%	(17)	159
PID/Gender: Rep Men	15%	(32)	16%	(34)	23%	(48)	36%	(76)	9%	(20)	210
PID/Gender: Rep Women	5%	(9)	13%	(20)	14%	(22)	63%	(101)	5%	(8)	160
Ideo: Liberal (1-3)	18%	(76)	23%	(97)	24%	(101)	31%	(130)	5%	(22)	426
Ideo: Moderate (4)	9%	(36)	20%	(80)	27%	(109)	36%	(144)	9%	(35)	403
Ideo: Conservative (5-7)	13%	(50)	15%	(56)	17%	(63)	49%	(186)	7%	(25)	379
Educ: < College	5%	(44)	17%	(141)	26%	(215)	41%	(337)	11%	(89)	826
Educ: Bachelors degree	20%	(61)	18%	(56)	20%	(60)	38%	(115)	4%	(11)	304
Educ: Post-grad	31%	(59)	27%	(52)	17%	(33)	23%	(44)	3%	(5)	193
Income: Under 50k	6%	(37)	18%	(117)	25%	(163)	40%	(259)	11%	(74)	649
Income: 50k-100k	13%	(53)	19%	(75)	22%	(91)	41%	(166)	5%	(21)	406
Income: 100k+	28%	(74)	21%	(57)	20%	(54)	27%	(72)	4%	(11)	267
Ethnicity: White	13%	(135)	16%	(160)	23%	(239)	41%	(421)	7%	(75)	1030
Ethnicity: Hispanic	17%	(36)	23%	(48)	31%	(65)	23%	(50)	7%	(14)	213

Continued on next page

Table MCSP7_1: To what extent do you enjoy watching the following types of Super Bowl advertisements?
Political campaign advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	12%	(164)	19%	(249)	23%	(308)	38%	(497)	8%	(105)	1322
Ethnicity: Black	15%	(27)	33%	(60)	22%	(40)	24%	(44)	7%	(12)	183
Ethnicity: Other	2%	(2)	26%	(28)	26%	(29)	29%	(31)	17%	(18)	109
All Christian	15%	(105)	20%	(147)	24%	(175)	35%	(255)	5%	(37)	719
All Non-Christian	28%	(23)	22%	(18)	15%	(12)	29%	(24)	5%	(4)	82
Agnostic/Nothing in particular	8%	(21)	16%	(43)	23%	(62)	42%	(114)	11%	(30)	271
Something Else	4%	(9)	18%	(37)	24%	(51)	38%	(82)	16%	(33)	212
Religious Non-Protestant/Catholic	26%	(24)	24%	(23)	15%	(15)	30%	(29)	4%	(4)	95
Evangelical	21%	(93)	26%	(115)	18%	(81)	29%	(130)	7%	(30)	450
Non-Evangelical	4%	(17)	13%	(60)	29%	(132)	45%	(200)	9%	(40)	449
Community: Urban	23%	(117)	26%	(134)	20%	(105)	26%	(136)	6%	(29)	521
Community: Suburban	6%	(31)	14%	(71)	24%	(122)	46%	(234)	9%	(46)	505
Community: Rural	5%	(16)	15%	(44)	27%	(81)	42%	(126)	10%	(30)	297
Employ: Private Sector	20%	(97)	23%	(113)	23%	(113)	26%	(129)	7%	(35)	487
Employ: Government	28%	(34)	21%	(26)	16%	(20)	29%	(36)	5%	(6)	121
Employ: Self-Employed	10%	(12)	17%	(21)	25%	(31)	45%	(55)	3%	(4)	122
Employ: Homemaker	1%	(1)	10%	(7)	11%	(7)	60%	(40)	18%	(12)	67
Employ: Student	2%	(2)	16%	(11)	46%	(30)	29%	(19)	6%	(4)	65
Employ: Retired	4%	(9)	11%	(28)	21%	(54)	57%	(142)	7%	(18)	251
Employ: Unemployed	6%	(8)	19%	(27)	23%	(33)	37%	(52)	14%	(19)	140
Employ: Other	3%	(2)	24%	(16)	30%	(20)	35%	(24)	10%	(7)	68
Military HH: Yes	17%	(36)	14%	(30)	26%	(55)	37%	(80)	6%	(13)	214
Military HH: No	12%	(128)	20%	(218)	23%	(253)	38%	(417)	8%	(92)	1109
RD/WT: Right Direction	22%	(100)	23%	(108)	25%	(116)	26%	(122)	4%	(20)	466
RD/WT: Wrong Track	7%	(64)	16%	(140)	22%	(192)	44%	(375)	10%	(85)	856
Trump Job Approve	15%	(78)	20%	(103)	20%	(108)	40%	(210)	5%	(28)	527
Trump Job Disapprove	11%	(87)	19%	(143)	25%	(187)	37%	(277)	8%	(62)	755
Trump Job Strongly Approve	17%	(53)	20%	(63)	21%	(64)	39%	(120)	2%	(7)	307
Trump Job Somewhat Approve	11%	(25)	18%	(40)	20%	(43)	41%	(91)	10%	(21)	220
Trump Job Somewhat Disapprove	11%	(20)	29%	(51)	20%	(35)	28%	(49)	12%	(20)	174
Trump Job Strongly Disapprove	12%	(67)	16%	(92)	26%	(152)	39%	(228)	7%	(42)	581

Continued on next page

Table MCSP7_1: To what extent do you enjoy watching the following types of Super Bowl advertisements?
Political campaign advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	12%	(164)	19%	(249)	23%	(308)	38%	(497)	8%	(105)	1322
Favorable of Trump	14%	(76)	20%	(103)	20%	(105)	40%	(210)	5%	(28)	523
Unfavorable of Trump	12%	(88)	19%	(140)	25%	(189)	37%	(273)	8%	(57)	747
Very Favorable of Trump	16%	(52)	21%	(65)	20%	(64)	40%	(126)	3%	(9)	316
Somewhat Favorable of Trump	11%	(23)	18%	(38)	20%	(41)	41%	(84)	10%	(20)	206
Somewhat Unfavorable of Trump	15%	(23)	27%	(41)	18%	(28)	29%	(44)	10%	(16)	152
Very Unfavorable of Trump	11%	(65)	17%	(99)	27%	(161)	39%	(229)	7%	(41)	595
#1 Issue: Economy	11%	(55)	20%	(101)	24%	(121)	38%	(191)	8%	(39)	507
#1 Issue: Security	22%	(29)	19%	(25)	27%	(36)	29%	(40)	4%	(5)	135
#1 Issue: Health Care	13%	(34)	19%	(52)	20%	(55)	39%	(107)	9%	(23)	271
#1 Issue: Medicare / Social Security	8%	(13)	12%	(19)	26%	(40)	46%	(70)	7%	(11)	154
#1 Issue: Women's Issues	13%	(10)	19%	(13)	26%	(19)	37%	(27)	6%	(4)	73
#1 Issue: Education	26%	(14)	27%	(15)	14%	(8)	21%	(11)	13%	(7)	55
#1 Issue: Energy	14%	(7)	29%	(15)	20%	(11)	32%	(17)	5%	(3)	53
#1 Issue: Other	2%	(2)	10%	(8)	24%	(18)	45%	(34)	18%	(13)	74
2018 House Vote: Democrat	17%	(92)	22%	(120)	22%	(119)	31%	(166)	7%	(38)	535
2018 House Vote: Republican	13%	(47)	13%	(46)	20%	(72)	47%	(167)	6%	(22)	353
2016 Vote: Hillary Clinton	17%	(84)	23%	(117)	23%	(115)	30%	(153)	7%	(37)	507
2016 Vote: Donald Trump	11%	(44)	16%	(64)	21%	(83)	46%	(182)	5%	(22)	394
2016 Vote: Other	4%	(3)	6%	(4)	22%	(13)	66%	(40)	2%	(1)	61
2016 Vote: Didn't Vote	9%	(31)	18%	(63)	27%	(96)	34%	(121)	13%	(46)	358
Voted in 2014: Yes	15%	(120)	18%	(148)	21%	(174)	40%	(323)	6%	(51)	816
Voted in 2014: No	9%	(45)	20%	(100)	26%	(134)	34%	(174)	11%	(54)	506
2012 Vote: Barack Obama	16%	(101)	19%	(122)	24%	(149)	33%	(211)	8%	(47)	629
2012 Vote: Mitt Romney	9%	(21)	10%	(24)	18%	(44)	58%	(141)	6%	(14)	244
2012 Vote: Didn't Vote	9%	(39)	24%	(99)	27%	(112)	31%	(129)	10%	(43)	422
4-Region: Northeast	19%	(50)	19%	(48)	23%	(60)	32%	(83)	7%	(17)	258
4-Region: Midwest	5%	(14)	12%	(32)	26%	(67)	48%	(125)	8%	(21)	259
4-Region: South	11%	(53)	18%	(88)	23%	(112)	37%	(176)	10%	(48)	478
4-Region: West	14%	(47)	25%	(81)	21%	(69)	34%	(112)	6%	(19)	328

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

Table MCSP7_2: To what extent do you enjoy watching the following types of Super Bowl advertisements?

Funny advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	64%	(840)	27%	(355)	4%	(53)	2%	(26)	4%	(49)	1322
Gender: Male	59%	(429)	32%	(228)	4%	(27)	2%	(13)	4%	(27)	724
Gender: Female	69%	(411)	21%	(126)	4%	(26)	2%	(13)	4%	(23)	599
Age: 18-34	57%	(231)	31%	(124)	6%	(23)	2%	(9)	5%	(19)	406
Age: 35-44	65%	(156)	27%	(64)	3%	(6)	2%	(5)	4%	(9)	239
Age: 45-64	67%	(300)	23%	(104)	4%	(17)	2%	(9)	4%	(16)	446
Age: 65+	66%	(153)	27%	(63)	3%	(6)	2%	(4)	2%	(5)	231
GenZers: 1997-2012	55%	(71)	34%	(44)	4%	(6)	3%	(3)	4%	(5)	129
Millennials: 1981-1996	62%	(265)	27%	(116)	5%	(20)	2%	(7)	5%	(20)	427
GenXers: 1965-1980	65%	(220)	25%	(84)	4%	(14)	2%	(7)	4%	(15)	341
Baby Boomers: 1946-1964	68%	(258)	25%	(94)	3%	(13)	2%	(7)	3%	(10)	383
PID: Dem (no lean)	62%	(361)	28%	(163)	5%	(27)	2%	(10)	4%	(23)	584
PID: Ind (no lean)	65%	(240)	26%	(97)	3%	(12)	2%	(6)	4%	(13)	368
PID: Rep (no lean)	65%	(240)	26%	(95)	4%	(14)	2%	(9)	3%	(13)	370
PID/Gender: Dem Men	58%	(176)	33%	(101)	3%	(10)	3%	(8)	3%	(9)	305
PID/Gender: Dem Women	66%	(185)	22%	(62)	6%	(16)	1%	(2)	5%	(14)	279
PID/Gender: Ind Men	61%	(127)	30%	(62)	4%	(9)	1%	(2)	4%	(8)	209
PID/Gender: Ind Women	71%	(113)	22%	(34)	1%	(2)	3%	(4)	4%	(6)	159
PID/Gender: Rep Men	60%	(126)	31%	(65)	3%	(7)	1%	(3)	5%	(9)	210
PID/Gender: Rep Women	71%	(114)	19%	(30)	4%	(7)	4%	(6)	2%	(3)	160
Ideo: Liberal (1-3)	66%	(280)	24%	(101)	4%	(19)	3%	(12)	3%	(14)	426
Ideo: Moderate (4)	63%	(253)	29%	(118)	3%	(11)	2%	(6)	4%	(15)	403
Ideo: Conservative (5-7)	66%	(250)	26%	(97)	5%	(17)	1%	(4)	3%	(11)	379
Educ: < College	63%	(524)	27%	(220)	4%	(32)	2%	(15)	4%	(35)	826
Educ: Bachelors degree	65%	(197)	26%	(78)	4%	(11)	3%	(9)	3%	(10)	304
Educ: Post-grad	62%	(119)	29%	(57)	5%	(10)	1%	(3)	2%	(4)	193
Income: Under 50k	60%	(387)	29%	(187)	4%	(26)	2%	(16)	5%	(33)	649
Income: 50k-100k	69%	(279)	24%	(97)	4%	(17)	1%	(3)	3%	(11)	406
Income: 100k+	65%	(174)	27%	(71)	4%	(10)	3%	(7)	2%	(6)	267
Ethnicity: White	65%	(666)	26%	(273)	4%	(38)	2%	(24)	3%	(30)	1030
Ethnicity: Hispanic	62%	(132)	24%	(52)	5%	(12)	4%	(8)	4%	(9)	213

Continued on next page

Table MCSP7_2: To what extent do you enjoy watching the following types of Super Bowl advertisements?*Funny advertisements*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	64%	(840)	27%	(355)	4%	(53)	2%	(26)	4%	(49)	1322
Ethnicity: Black	58%	(106)	30%	(56)	5%	(10)	1%	(2)	6%	(10)	183
Ethnicity: Other	62%	(68)	24%	(26)	5%	(5)	1%	(1)	9%	(10)	109
All Christian	65%	(469)	27%	(193)	3%	(24)	2%	(11)	3%	(22)	719
All Non-Christian	61%	(50)	25%	(20)	5%	(4)	5%	(4)	4%	(3)	82
Agnostic/Nothing in particular	57%	(154)	28%	(76)	5%	(15)	3%	(8)	7%	(19)	271
Something Else	66%	(140)	27%	(57)	4%	(9)	1%	(2)	2%	(5)	212
Religious Non-Protestant/Catholic	60%	(57)	26%	(25)	4%	(4)	5%	(5)	3%	(3)	95
Evangelical	61%	(274)	31%	(138)	3%	(16)	2%	(7)	3%	(15)	450
Non-Evangelical	71%	(321)	22%	(98)	4%	(16)	1%	(3)	2%	(11)	449
Community: Urban	59%	(307)	30%	(157)	5%	(27)	1%	(8)	4%	(23)	521
Community: Suburban	68%	(342)	23%	(115)	4%	(21)	3%	(15)	3%	(13)	505
Community: Rural	65%	(192)	28%	(83)	2%	(5)	1%	(3)	5%	(14)	297
Employ: Private Sector	62%	(302)	28%	(135)	5%	(24)	2%	(9)	4%	(18)	487
Employ: Government	50%	(61)	36%	(43)	9%	(11)	—	(0)	5%	(6)	121
Employ: Self-Employed	69%	(84)	25%	(30)	2%	(3)	1%	(2)	3%	(3)	122
Employ: Homemaker	71%	(48)	26%	(18)	2%	(1)	—	(0)	1%	(1)	67
Employ: Student	69%	(45)	28%	(18)	1%	(1)	—	(0)	2%	(1)	65
Employ: Retired	65%	(164)	26%	(65)	4%	(9)	3%	(8)	2%	(4)	251
Employ: Unemployed	70%	(98)	16%	(22)	3%	(4)	3%	(4)	8%	(11)	140
Employ: Other	56%	(38)	33%	(22)	—	(0)	4%	(3)	7%	(5)	68
Military HH: Yes	66%	(140)	27%	(58)	3%	(6)	2%	(5)	2%	(4)	214
Military HH: No	63%	(699)	27%	(296)	4%	(46)	2%	(21)	4%	(46)	1109
RD/WT: Right Direction	60%	(282)	31%	(142)	5%	(23)	1%	(6)	3%	(13)	466
RD/WT: Wrong Track	65%	(558)	25%	(212)	3%	(29)	2%	(20)	4%	(37)	856
Trump Job Approve	63%	(334)	29%	(155)	4%	(22)	1%	(6)	2%	(10)	527
Trump Job Disapprove	64%	(487)	25%	(189)	4%	(30)	3%	(19)	4%	(31)	755
Trump Job Strongly Approve	65%	(200)	27%	(82)	5%	(14)	1%	(4)	2%	(7)	307
Trump Job Somewhat Approve	61%	(134)	33%	(73)	3%	(8)	1%	(2)	1%	(2)	220
Trump Job Somewhat Disapprove	58%	(101)	31%	(54)	8%	(13)	1%	(1)	3%	(5)	174
Trump Job Strongly Disapprove	66%	(386)	23%	(135)	3%	(16)	3%	(18)	4%	(26)	581

Continued on next page

Table MCSP7_2: To what extent do you enjoy watching the following types of Super Bowl advertisements?

Funny advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	64%	(840)	27%	(355)	4%	(53)	2%	(26)	4%	(49)	1322
Favorable of Trump	65%	(337)	28%	(147)	4%	(23)	1%	(7)	2%	(9)	523
Unfavorable of Trump	64%	(474)	26%	(194)	4%	(28)	3%	(19)	4%	(32)	747
Very Favorable of Trump	65%	(205)	27%	(86)	4%	(13)	1%	(4)	2%	(7)	316
Somewhat Favorable of Trump	64%	(132)	29%	(60)	5%	(10)	1%	(2)	1%	(2)	206
Somewhat Unfavorable of Trump	55%	(83)	36%	(54)	8%	(13)	—	(0)	1%	(2)	152
Very Unfavorable of Trump	66%	(391)	23%	(140)	3%	(15)	3%	(19)	5%	(30)	595
#1 Issue: Economy	65%	(330)	27%	(139)	4%	(20)	1%	(4)	3%	(14)	507
#1 Issue: Security	68%	(91)	27%	(37)	2%	(2)	1%	(1)	3%	(4)	135
#1 Issue: Health Care	63%	(172)	24%	(65)	4%	(9)	3%	(8)	6%	(17)	271
#1 Issue: Medicare / Social Security	55%	(85)	33%	(51)	8%	(12)	2%	(3)	3%	(4)	154
#1 Issue: Women's Issues	57%	(42)	29%	(21)	6%	(4)	6%	(4)	2%	(2)	73
#1 Issue: Education	57%	(31)	30%	(17)	3%	(2)	2%	(1)	8%	(4)	55
#1 Issue: Energy	58%	(31)	27%	(14)	5%	(3)	8%	(4)	1%	(1)	53
#1 Issue: Other	79%	(59)	15%	(11)	—	(0)	1%	(1)	5%	(3)	74
2018 House Vote: Democrat	65%	(348)	24%	(128)	4%	(21)	2%	(13)	4%	(24)	535
2018 House Vote: Republican	61%	(214)	30%	(105)	4%	(15)	1%	(5)	4%	(13)	353
2016 Vote: Hillary Clinton	65%	(330)	25%	(128)	4%	(18)	2%	(8)	4%	(23)	507
2016 Vote: Donald Trump	64%	(252)	27%	(105)	4%	(18)	2%	(6)	4%	(14)	394
2016 Vote: Other	68%	(42)	19%	(11)	6%	(4)	6%	(4)	1%	(1)	61
2016 Vote: Didn't Vote	60%	(215)	31%	(111)	4%	(13)	2%	(7)	3%	(12)	358
Voted in 2014: Yes	65%	(532)	26%	(209)	4%	(31)	2%	(17)	3%	(28)	816
Voted in 2014: No	61%	(308)	29%	(145)	4%	(22)	2%	(9)	4%	(22)	506
2012 Vote: Barack Obama	66%	(413)	25%	(157)	4%	(24)	2%	(11)	4%	(24)	629
2012 Vote: Mitt Romney	65%	(159)	25%	(61)	4%	(10)	2%	(6)	3%	(8)	244
2012 Vote: Didn't Vote	59%	(247)	31%	(131)	4%	(18)	2%	(9)	4%	(16)	422
4-Region: Northeast	64%	(165)	24%	(61)	6%	(15)	2%	(5)	5%	(12)	258
4-Region: Midwest	67%	(174)	24%	(61)	4%	(11)	1%	(4)	4%	(9)	259
4-Region: South	61%	(290)	30%	(144)	3%	(15)	2%	(10)	4%	(19)	478
4-Region: West	64%	(211)	27%	(88)	4%	(13)	2%	(7)	3%	(9)	328

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

Table MCSP7_3: To what extent do you enjoy watching the following types of Super Bowl advertisements?
Sentimental advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	31%	(407)	44%	(584)	11%	(140)	7%	(89)	8%	(102)	1322
Gender: Male	28%	(202)	45%	(329)	12%	(85)	8%	(57)	7%	(52)	724
Gender: Female	34%	(205)	43%	(256)	9%	(55)	5%	(33)	8%	(50)	599
Age: 18-34	27%	(108)	47%	(192)	11%	(43)	8%	(33)	7%	(30)	406
Age: 35-44	37%	(89)	35%	(83)	11%	(26)	7%	(18)	10%	(24)	239
Age: 45-64	31%	(139)	46%	(205)	10%	(44)	6%	(25)	8%	(34)	446
Age: 65+	31%	(71)	45%	(104)	12%	(27)	6%	(14)	6%	(14)	231
GenZers: 1997-2012	20%	(26)	53%	(68)	8%	(11)	9%	(12)	10%	(13)	129
Millennials: 1981-1996	32%	(138)	42%	(177)	10%	(45)	8%	(33)	8%	(34)	427
GenXers: 1965-1980	35%	(120)	40%	(136)	12%	(42)	5%	(18)	7%	(25)	341
Baby Boomers: 1946-1964	30%	(113)	47%	(179)	10%	(37)	6%	(24)	8%	(30)	383
PID: Dem (no lean)	30%	(176)	46%	(267)	10%	(59)	8%	(45)	6%	(37)	584
PID: Ind (no lean)	30%	(111)	41%	(150)	13%	(47)	6%	(22)	10%	(37)	368
PID: Rep (no lean)	32%	(120)	45%	(168)	9%	(33)	6%	(22)	7%	(27)	370
PID/Gender: Dem Men	30%	(91)	45%	(137)	11%	(33)	10%	(31)	4%	(13)	305
PID/Gender: Dem Women	30%	(85)	46%	(130)	9%	(26)	5%	(14)	9%	(24)	279
PID/Gender: Ind Men	26%	(55)	42%	(88)	15%	(30)	8%	(17)	9%	(18)	209
PID/Gender: Ind Women	35%	(56)	39%	(61)	11%	(17)	3%	(6)	12%	(19)	159
PID/Gender: Rep Men	27%	(56)	49%	(103)	10%	(22)	4%	(9)	10%	(20)	210
PID/Gender: Rep Women	40%	(64)	40%	(65)	7%	(12)	8%	(13)	4%	(7)	160
Ideo: Liberal (1-3)	36%	(152)	41%	(175)	11%	(47)	7%	(30)	5%	(21)	426
Ideo: Moderate (4)	26%	(104)	49%	(197)	11%	(45)	6%	(25)	8%	(32)	403
Ideo: Conservative (5-7)	33%	(124)	45%	(170)	9%	(36)	7%	(28)	6%	(21)	379
Educ: < College	28%	(235)	47%	(384)	8%	(68)	7%	(55)	10%	(83)	826
Educ: Bachelors degree	33%	(101)	42%	(127)	14%	(42)	6%	(20)	5%	(14)	304
Educ: Post-grad	37%	(71)	38%	(73)	15%	(29)	8%	(15)	2%	(4)	193
Income: Under 50k	26%	(167)	47%	(303)	7%	(49)	9%	(56)	11%	(74)	649
Income: 50k-100k	32%	(131)	43%	(177)	14%	(57)	5%	(20)	5%	(22)	406
Income: 100k+	41%	(108)	39%	(105)	13%	(34)	5%	(14)	2%	(6)	267
Ethnicity: White	31%	(322)	44%	(457)	11%	(111)	7%	(69)	7%	(72)	1030
Ethnicity: Hispanic	28%	(59)	46%	(98)	8%	(18)	11%	(23)	7%	(15)	213

Continued on next page

Table MCSP7_3: To what extent do you enjoy watching the following types of Super Bowl advertisements?

Sentimental advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	31%	(407)	44%	(584)	11%	(140)	7%	(89)	8%	(102)	1322
Ethnicity: Black	28%	(51)	44%	(81)	12%	(22)	9%	(16)	7%	(13)	183
Ethnicity: Other	31%	(34)	43%	(47)	6%	(7)	4%	(4)	16%	(17)	109
All Christian	35%	(251)	46%	(330)	9%	(64)	5%	(36)	5%	(37)	719
All Non-Christian	36%	(30)	33%	(27)	14%	(11)	12%	(10)	5%	(4)	82
Agnostic/Nothing in particular	22%	(61)	44%	(119)	12%	(32)	10%	(28)	11%	(31)	271
Something Else	26%	(56)	44%	(92)	14%	(29)	5%	(10)	12%	(25)	212
Religious Non-Protestant/Catholic	35%	(33)	37%	(35)	13%	(12)	10%	(10)	5%	(4)	95
Evangelical	35%	(159)	44%	(199)	9%	(43)	6%	(26)	5%	(23)	450
Non-Evangelical	31%	(138)	46%	(209)	10%	(46)	4%	(20)	8%	(36)	449
Community: Urban	36%	(190)	38%	(198)	12%	(64)	7%	(38)	6%	(31)	521
Community: Suburban	27%	(138)	49%	(247)	10%	(53)	6%	(33)	7%	(35)	505
Community: Rural	27%	(80)	47%	(140)	8%	(23)	6%	(18)	12%	(36)	297
Employ: Private Sector	33%	(159)	45%	(218)	11%	(55)	5%	(26)	6%	(30)	487
Employ: Government	31%	(38)	36%	(44)	16%	(20)	10%	(12)	6%	(8)	121
Employ: Self-Employed	34%	(41)	46%	(56)	9%	(11)	9%	(11)	3%	(4)	122
Employ: Homemaker	29%	(20)	43%	(29)	10%	(7)	1%	(1)	16%	(11)	67
Employ: Student	26%	(17)	53%	(34)	10%	(6)	5%	(3)	6%	(4)	65
Employ: Retired	31%	(77)	45%	(113)	11%	(27)	8%	(19)	6%	(15)	251
Employ: Unemployed	23%	(32)	44%	(62)	8%	(11)	9%	(12)	16%	(23)	140
Employ: Other	34%	(23)	42%	(29)	5%	(3)	9%	(6)	10%	(7)	68
Military HH: Yes	37%	(79)	45%	(95)	11%	(23)	3%	(6)	5%	(10)	214
Military HH: No	30%	(328)	44%	(489)	10%	(116)	8%	(84)	8%	(92)	1109
RD/WT: Right Direction	34%	(158)	46%	(214)	12%	(58)	4%	(19)	4%	(17)	466
RD/WT: Wrong Track	29%	(249)	43%	(370)	10%	(82)	8%	(70)	10%	(84)	856
Trump Job Approve	35%	(183)	45%	(236)	10%	(53)	5%	(24)	6%	(32)	527
Trump Job Disapprove	29%	(216)	45%	(338)	11%	(83)	8%	(64)	7%	(55)	755
Trump Job Strongly Approve	38%	(116)	46%	(142)	5%	(16)	6%	(17)	5%	(15)	307
Trump Job Somewhat Approve	30%	(67)	43%	(94)	16%	(36)	3%	(7)	8%	(17)	220
Trump Job Somewhat Disapprove	22%	(38)	47%	(82)	15%	(25)	5%	(8)	11%	(20)	174
Trump Job Strongly Disapprove	31%	(177)	44%	(255)	10%	(58)	10%	(56)	6%	(35)	581

Continued on next page

Table MCSP7_3: To what extent do you enjoy watching the following types of Super Bowl advertisements?
Sentimental advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	31%	(407)	44%	(584)	11%	(140)	7%	(89)	8%	(102)	1322
Favorable of Trump	34%	(178)	45%	(234)	10%	(54)	5%	(25)	6%	(32)	523
Unfavorable of Trump	29%	(217)	45%	(337)	11%	(79)	8%	(61)	7%	(53)	747
Very Favorable of Trump	36%	(114)	47%	(148)	8%	(24)	6%	(18)	4%	(12)	316
Somewhat Favorable of Trump	31%	(64)	41%	(85)	15%	(30)	4%	(8)	9%	(19)	206
Somewhat Unfavorable of Trump	24%	(36)	45%	(69)	14%	(22)	6%	(9)	11%	(16)	152
Very Unfavorable of Trump	30%	(181)	45%	(268)	10%	(57)	9%	(52)	6%	(37)	595
#1 Issue: Economy	29%	(148)	47%	(239)	11%	(54)	6%	(32)	7%	(34)	507
#1 Issue: Security	31%	(42)	48%	(66)	6%	(8)	7%	(9)	8%	(11)	135
#1 Issue: Health Care	36%	(98)	38%	(103)	13%	(35)	4%	(12)	8%	(22)	271
#1 Issue: Medicare / Social Security	29%	(45)	47%	(72)	11%	(17)	8%	(12)	6%	(9)	154
#1 Issue: Women's Issues	32%	(23)	40%	(29)	4%	(3)	15%	(11)	9%	(7)	73
#1 Issue: Education	34%	(19)	39%	(21)	15%	(8)	3%	(2)	9%	(5)	55
#1 Issue: Energy	24%	(13)	46%	(24)	12%	(6)	17%	(9)	1%	(1)	53
#1 Issue: Other	26%	(19)	40%	(30)	11%	(8)	4%	(3)	19%	(14)	74
2018 House Vote: Democrat	32%	(172)	44%	(234)	10%	(54)	9%	(46)	6%	(30)	535
2018 House Vote: Republican	30%	(106)	46%	(163)	10%	(36)	6%	(20)	8%	(28)	353
2016 Vote: Hillary Clinton	32%	(164)	46%	(234)	10%	(49)	7%	(34)	5%	(26)	507
2016 Vote: Donald Trump	30%	(120)	46%	(180)	12%	(46)	5%	(19)	8%	(30)	394
2016 Vote: Other	34%	(21)	32%	(19)	7%	(4)	21%	(13)	6%	(4)	61
2016 Vote: Didn't Vote	28%	(101)	42%	(152)	11%	(41)	7%	(24)	12%	(41)	358
Voted in 2014: Yes	33%	(266)	44%	(359)	10%	(82)	7%	(60)	6%	(50)	816
Voted in 2014: No	28%	(141)	45%	(226)	11%	(58)	6%	(30)	10%	(52)	506
2012 Vote: Barack Obama	33%	(210)	43%	(273)	9%	(60)	7%	(46)	6%	(41)	629
2012 Vote: Mitt Romney	30%	(74)	47%	(115)	9%	(23)	6%	(15)	7%	(18)	244
2012 Vote: Didn't Vote	27%	(115)	44%	(187)	13%	(53)	6%	(27)	9%	(40)	422
4-Region: Northeast	31%	(81)	43%	(111)	11%	(28)	8%	(20)	7%	(19)	258
4-Region: Midwest	30%	(79)	42%	(109)	12%	(30)	7%	(17)	9%	(24)	259
4-Region: South	30%	(143)	46%	(219)	10%	(48)	6%	(28)	8%	(40)	478
4-Region: West	32%	(105)	45%	(146)	10%	(34)	7%	(24)	6%	(19)	328

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

Table MCSP7_4: To what extent do you enjoy watching the following types of Super Bowl advertisements?
Advertisements that make a political statement

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	16%	(210)	23%	(307)	23%	(302)	30%	(398)	8%	(105)	1322
Gender: Male	21%	(150)	25%	(180)	20%	(141)	29%	(207)	6%	(45)	724
Gender: Female	10%	(60)	21%	(127)	27%	(160)	32%	(190)	10%	(61)	599
Age: 18-34	17%	(70)	32%	(132)	22%	(90)	21%	(83)	8%	(31)	406
Age: 35-44	32%	(78)	24%	(56)	19%	(45)	15%	(37)	10%	(23)	239
Age: 45-64	11%	(51)	18%	(81)	25%	(112)	39%	(172)	7%	(30)	446
Age: 65+	5%	(12)	16%	(38)	24%	(55)	46%	(105)	9%	(20)	231
GenZers: 1997-2012	13%	(16)	34%	(44)	29%	(37)	18%	(24)	7%	(8)	129
Millennials: 1981-1996	24%	(103)	29%	(125)	18%	(78)	19%	(82)	9%	(38)	427
GenXers: 1965-1980	21%	(71)	18%	(62)	25%	(87)	28%	(97)	7%	(24)	341
Baby Boomers: 1946-1964	5%	(19)	18%	(67)	23%	(86)	48%	(182)	7%	(28)	383
PID: Dem (no lean)	23%	(134)	29%	(171)	22%	(131)	18%	(105)	8%	(44)	584
PID: Ind (no lean)	9%	(33)	19%	(69)	29%	(106)	35%	(128)	9%	(32)	368
PID: Rep (no lean)	12%	(43)	18%	(68)	18%	(65)	44%	(164)	8%	(30)	370
PID/Gender: Dem Men	32%	(97)	32%	(96)	15%	(45)	17%	(52)	5%	(15)	305
PID/Gender: Dem Women	13%	(37)	27%	(75)	31%	(85)	19%	(53)	10%	(29)	279
PID/Gender: Ind Men	8%	(17)	19%	(40)	28%	(59)	38%	(78)	7%	(14)	209
PID/Gender: Ind Women	10%	(16)	18%	(28)	29%	(47)	32%	(50)	11%	(18)	159
PID/Gender: Rep Men	17%	(36)	21%	(44)	18%	(37)	37%	(77)	8%	(16)	210
PID/Gender: Rep Women	5%	(8)	15%	(24)	18%	(28)	54%	(87)	8%	(14)	160
Ideo: Liberal (1-3)	24%	(102)	31%	(131)	22%	(92)	19%	(79)	5%	(22)	426
Ideo: Moderate (4)	9%	(36)	25%	(102)	27%	(110)	29%	(117)	9%	(38)	403
Ideo: Conservative (5-7)	16%	(62)	15%	(58)	18%	(70)	44%	(167)	6%	(21)	379
Educ: < College	10%	(79)	21%	(176)	24%	(198)	34%	(285)	11%	(88)	826
Educ: Bachelors degree	21%	(64)	26%	(79)	22%	(68)	27%	(81)	4%	(12)	304
Educ: Post-grad	35%	(67)	27%	(53)	19%	(36)	16%	(32)	3%	(5)	193
Income: Under 50k	10%	(65)	21%	(139)	27%	(173)	30%	(194)	12%	(76)	649
Income: 50k-100k	16%	(67)	24%	(97)	20%	(82)	35%	(141)	5%	(20)	406
Income: 100k+	29%	(78)	26%	(70)	18%	(47)	23%	(62)	4%	(9)	267
Ethnicity: White	15%	(157)	22%	(227)	23%	(237)	32%	(334)	7%	(76)	1030
Ethnicity: Hispanic	23%	(48)	27%	(57)	28%	(59)	17%	(36)	6%	(12)	213

Continued on next page

Table MCSP7_4: To what extent do you enjoy watching the following types of Super Bowl advertisements?
Advertisements that make a political statement

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	16%	(210)	23%	(307)	23%	(302)	30%	(398)	8%	(105)	1322
Ethnicity: Black	19%	(34)	32%	(59)	23%	(43)	18%	(33)	8%	(14)	183
Ethnicity: Other	18%	(19)	19%	(21)	20%	(22)	28%	(31)	14%	(16)	109
All Christian	18%	(130)	23%	(164)	24%	(170)	30%	(217)	5%	(38)	719
All Non-Christian	31%	(25)	22%	(18)	23%	(19)	21%	(18)	3%	(2)	82
Agnostic/Nothing in particular	8%	(22)	27%	(72)	22%	(61)	31%	(83)	12%	(32)	271
Something Else	9%	(18)	22%	(46)	23%	(48)	31%	(67)	16%	(33)	212
Religious Non-Protestant/Catholic	28%	(26)	23%	(22)	25%	(24)	21%	(20)	3%	(2)	95
Evangelical	23%	(105)	26%	(117)	20%	(91)	23%	(101)	8%	(36)	450
Non-Evangelical	8%	(37)	19%	(83)	26%	(118)	39%	(176)	8%	(34)	449
Community: Urban	29%	(152)	25%	(131)	20%	(102)	20%	(104)	6%	(32)	521
Community: Suburban	7%	(35)	25%	(125)	22%	(112)	38%	(190)	9%	(43)	505
Community: Rural	8%	(22)	17%	(52)	30%	(88)	35%	(104)	10%	(31)	297
Employ: Private Sector	25%	(121)	26%	(125)	18%	(86)	26%	(124)	6%	(32)	487
Employ: Government	20%	(25)	29%	(36)	20%	(24)	27%	(32)	4%	(4)	121
Employ: Self-Employed	14%	(17)	22%	(26)	25%	(31)	35%	(42)	4%	(5)	122
Employ: Homemaker	7%	(4)	10%	(7)	20%	(14)	42%	(28)	21%	(14)	67
Employ: Student	15%	(10)	21%	(14)	39%	(26)	17%	(11)	7%	(5)	65
Employ: Retired	6%	(14)	18%	(45)	26%	(65)	42%	(105)	9%	(22)	251
Employ: Unemployed	6%	(9)	31%	(43)	24%	(33)	27%	(38)	12%	(17)	140
Employ: Other	15%	(10)	18%	(12)	34%	(23)	25%	(17)	8%	(6)	68
Military HH: Yes	18%	(39)	21%	(46)	25%	(54)	28%	(60)	7%	(15)	214
Military HH: No	15%	(171)	24%	(261)	22%	(248)	30%	(338)	8%	(90)	1109
RD/WT: Right Direction	24%	(113)	25%	(116)	24%	(112)	23%	(106)	4%	(18)	466
RD/WT: Wrong Track	11%	(97)	22%	(191)	22%	(190)	34%	(291)	10%	(87)	856
Trump Job Approve	17%	(91)	18%	(93)	22%	(114)	38%	(198)	6%	(31)	527
Trump Job Disapprove	15%	(115)	28%	(212)	24%	(178)	25%	(190)	8%	(60)	755
Trump Job Strongly Approve	21%	(63)	17%	(52)	18%	(57)	40%	(123)	4%	(12)	307
Trump Job Somewhat Approve	12%	(27)	19%	(41)	26%	(57)	34%	(75)	9%	(19)	220
Trump Job Somewhat Disapprove	15%	(27)	33%	(57)	19%	(33)	26%	(45)	7%	(13)	174
Trump Job Strongly Disapprove	15%	(88)	27%	(155)	25%	(145)	25%	(146)	8%	(47)	581

Continued on next page

Table MCSP7_4: To what extent do you enjoy watching the following types of Super Bowl advertisements?
Advertisements that make a political statement

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	16%	(210)	23%	(307)	23%	(302)	30%	(398)	8%	(105)	1322
Favorable of Trump	17%	(91)	19%	(100)	20%	(104)	38%	(198)	6%	(30)	523
Unfavorable of Trump	15%	(111)	27%	(202)	25%	(188)	25%	(189)	8%	(56)	747
Very Favorable of Trump	18%	(58)	19%	(60)	16%	(52)	42%	(131)	5%	(15)	316
Somewhat Favorable of Trump	16%	(33)	19%	(40)	25%	(52)	32%	(67)	7%	(15)	206
Somewhat Unfavorable of Trump	17%	(26)	28%	(43)	21%	(31)	27%	(41)	7%	(11)	152
Very Unfavorable of Trump	14%	(85)	27%	(160)	26%	(157)	25%	(148)	8%	(46)	595
#1 Issue: Economy	13%	(65)	22%	(109)	27%	(134)	31%	(155)	8%	(43)	507
#1 Issue: Security	23%	(31)	27%	(37)	17%	(23)	29%	(40)	3%	(4)	135
#1 Issue: Health Care	18%	(48)	26%	(70)	19%	(53)	29%	(80)	8%	(21)	271
#1 Issue: Medicare / Social Security	11%	(17)	22%	(34)	20%	(31)	37%	(57)	9%	(13)	154
#1 Issue: Women's Issues	20%	(14)	21%	(15)	25%	(18)	29%	(21)	5%	(4)	73
#1 Issue: Education	30%	(17)	24%	(13)	19%	(10)	20%	(11)	7%	(4)	55
#1 Issue: Energy	18%	(10)	30%	(16)	30%	(16)	20%	(10)	2%	(1)	53
#1 Issue: Other	10%	(8)	17%	(12)	21%	(16)	31%	(23)	21%	(15)	74
2018 House Vote: Democrat	22%	(115)	30%	(158)	24%	(128)	18%	(98)	7%	(36)	535
2018 House Vote: Republican	13%	(46)	17%	(60)	19%	(66)	45%	(159)	6%	(21)	353
2016 Vote: Hillary Clinton	22%	(110)	31%	(155)	23%	(117)	18%	(91)	6%	(33)	507
2016 Vote: Donald Trump	14%	(56)	16%	(64)	21%	(81)	44%	(174)	5%	(20)	394
2016 Vote: Other	5%	(3)	21%	(13)	24%	(15)	46%	(28)	5%	(3)	61
2016 Vote: Didn't Vote	11%	(41)	21%	(76)	24%	(87)	29%	(105)	14%	(50)	358
Voted in 2014: Yes	19%	(153)	23%	(191)	22%	(177)	31%	(253)	5%	(43)	816
Voted in 2014: No	11%	(57)	23%	(117)	25%	(125)	29%	(145)	12%	(63)	506
2012 Vote: Barack Obama	20%	(126)	26%	(162)	25%	(156)	22%	(141)	7%	(44)	629
2012 Vote: Mitt Romney	10%	(24)	14%	(34)	18%	(44)	54%	(131)	4%	(11)	244
2012 Vote: Didn't Vote	13%	(55)	25%	(106)	23%	(98)	27%	(113)	12%	(50)	422
4-Region: Northeast	21%	(54)	28%	(72)	21%	(55)	24%	(62)	6%	(15)	258
4-Region: Midwest	10%	(25)	17%	(45)	25%	(64)	38%	(100)	10%	(26)	259
4-Region: South	13%	(63)	23%	(109)	24%	(116)	30%	(142)	10%	(46)	478
4-Region: West	21%	(68)	25%	(81)	20%	(67)	29%	(94)	6%	(18)	328

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

Table MCSP7_5: To what extent do you enjoy watching the following types of Super Bowl advertisements?
Advertisements that promote social justice

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	28%	(370)	33%	(438)	16%	(205)	16%	(206)	8%	(103)	1322
Gender: Male	28%	(203)	33%	(240)	14%	(105)	17%	(125)	7%	(50)	724
Gender: Female	28%	(167)	33%	(198)	17%	(100)	13%	(80)	9%	(53)	599
Age: 18-34	30%	(121)	42%	(172)	13%	(53)	7%	(28)	8%	(32)	406
Age: 35-44	40%	(96)	27%	(65)	14%	(33)	12%	(28)	7%	(17)	239
Age: 45-64	26%	(114)	27%	(120)	17%	(77)	21%	(95)	9%	(40)	446
Age: 65+	17%	(38)	35%	(81)	18%	(43)	24%	(55)	6%	(14)	231
GenZers: 1997-2012	24%	(31)	50%	(65)	14%	(18)	4%	(5)	8%	(11)	129
Millennials: 1981-1996	37%	(157)	34%	(144)	14%	(59)	8%	(35)	7%	(32)	427
GenXers: 1965-1980	31%	(105)	28%	(97)	16%	(54)	17%	(57)	8%	(28)	341
Baby Boomers: 1946-1964	19%	(73)	31%	(118)	16%	(61)	26%	(99)	8%	(32)	383
PID: Dem (no lean)	38%	(223)	39%	(227)	11%	(62)	6%	(36)	6%	(37)	584
PID: Ind (no lean)	22%	(80)	34%	(126)	19%	(70)	17%	(63)	8%	(29)	368
PID: Rep (no lean)	18%	(68)	23%	(86)	20%	(73)	29%	(107)	10%	(37)	370
PID/Gender: Dem Men	39%	(118)	38%	(117)	9%	(27)	8%	(25)	6%	(18)	305
PID/Gender: Dem Women	38%	(105)	39%	(110)	13%	(35)	4%	(11)	7%	(19)	279
PID/Gender: Ind Men	17%	(36)	36%	(74)	19%	(39)	22%	(45)	7%	(14)	209
PID/Gender: Ind Women	27%	(43)	32%	(51)	20%	(32)	11%	(18)	9%	(15)	159
PID/Gender: Rep Men	23%	(49)	23%	(48)	19%	(40)	26%	(55)	8%	(18)	210
PID/Gender: Rep Women	12%	(19)	23%	(37)	21%	(34)	32%	(52)	12%	(19)	160
Ideo: Liberal (1-3)	42%	(178)	40%	(169)	9%	(40)	5%	(19)	5%	(19)	426
Ideo: Moderate (4)	21%	(85)	41%	(166)	17%	(67)	12%	(48)	9%	(38)	403
Ideo: Conservative (5-7)	21%	(79)	19%	(70)	21%	(78)	34%	(128)	6%	(24)	379
Educ: < College	22%	(185)	32%	(268)	18%	(150)	17%	(142)	10%	(81)	826
Educ: Bachelors degree	33%	(101)	33%	(100)	12%	(35)	16%	(50)	6%	(18)	304
Educ: Post-grad	44%	(85)	36%	(70)	10%	(20)	7%	(14)	2%	(4)	193
Income: Under 50k	24%	(153)	32%	(209)	18%	(119)	15%	(94)	11%	(73)	649
Income: 50k-100k	28%	(114)	34%	(139)	15%	(61)	17%	(71)	5%	(22)	406
Income: 100k+	39%	(104)	34%	(90)	9%	(25)	15%	(41)	3%	(8)	267
Ethnicity: White	26%	(270)	31%	(316)	18%	(181)	18%	(188)	7%	(75)	1030
Ethnicity: Hispanic	36%	(76)	38%	(81)	17%	(35)	6%	(14)	3%	(7)	213

Continued on next page

Table MCSP7_5: To what extent do you enjoy watching the following types of Super Bowl advertisements?
Advertisements that promote social justice

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	28%	(370)	33%	(438)	16%	(205)	16%	(206)	8%	(103)	1322
Ethnicity: Black	39%	(72)	42%	(76)	5%	(10)	6%	(12)	7%	(13)	183
Ethnicity: Other	26%	(28)	42%	(46)	13%	(14)	5%	(6)	14%	(15)	109
All Christian	29%	(210)	34%	(241)	16%	(115)	16%	(115)	5%	(38)	719
All Non-Christian	48%	(40)	27%	(22)	12%	(10)	10%	(9)	3%	(3)	82
Agnostic/Nothing in particular	19%	(50)	39%	(107)	16%	(42)	15%	(42)	11%	(29)	271
Something Else	26%	(54)	29%	(62)	15%	(33)	15%	(33)	14%	(30)	212
Religious Non-Protestant/Catholic	43%	(41)	29%	(28)	13%	(12)	12%	(11)	3%	(3)	95
Evangelical	35%	(157)	33%	(150)	13%	(57)	11%	(49)	8%	(36)	450
Non-Evangelical	22%	(99)	31%	(140)	18%	(83)	21%	(95)	7%	(32)	449
Community: Urban	40%	(209)	34%	(179)	12%	(61)	9%	(46)	5%	(26)	521
Community: Suburban	21%	(105)	36%	(181)	17%	(88)	18%	(93)	8%	(38)	505
Community: Rural	19%	(56)	26%	(79)	19%	(56)	23%	(67)	13%	(39)	297
Employ: Private Sector	34%	(164)	34%	(168)	11%	(56)	14%	(67)	7%	(32)	487
Employ: Government	28%	(34)	38%	(46)	11%	(14)	14%	(17)	9%	(11)	121
Employ: Self-Employed	32%	(39)	28%	(35)	17%	(21)	18%	(22)	4%	(5)	122
Employ: Homemaker	15%	(10)	23%	(15)	33%	(22)	14%	(10)	16%	(11)	67
Employ: Student	28%	(18)	44%	(29)	17%	(11)	6%	(4)	5%	(3)	65
Employ: Retired	18%	(46)	34%	(85)	20%	(50)	22%	(55)	6%	(15)	251
Employ: Unemployed	27%	(38)	29%	(41)	19%	(26)	11%	(15)	14%	(20)	140
Employ: Other	30%	(21)	30%	(21)	8%	(5)	23%	(16)	9%	(6)	68
Military HH: Yes	26%	(57)	34%	(72)	13%	(28)	20%	(44)	6%	(13)	214
Military HH: No	28%	(314)	33%	(366)	16%	(177)	15%	(162)	8%	(90)	1109
RD/WT: Right Direction	34%	(157)	30%	(141)	16%	(75)	15%	(69)	5%	(25)	466
RD/WT: Wrong Track	25%	(214)	35%	(298)	15%	(130)	16%	(137)	9%	(78)	856
Trump Job Approve	23%	(119)	26%	(136)	18%	(94)	27%	(140)	7%	(38)	527
Trump Job Disapprove	32%	(244)	39%	(293)	14%	(106)	8%	(63)	7%	(50)	755
Trump Job Strongly Approve	25%	(76)	23%	(69)	18%	(55)	29%	(89)	6%	(19)	307
Trump Job Somewhat Approve	19%	(43)	30%	(66)	18%	(39)	23%	(52)	9%	(20)	220
Trump Job Somewhat Disapprove	21%	(37)	43%	(75)	20%	(34)	9%	(16)	7%	(12)	174
Trump Job Strongly Disapprove	36%	(207)	38%	(218)	12%	(71)	8%	(47)	6%	(38)	581

Continued on next page

Table MCSP7_5: To what extent do you enjoy watching the following types of Super Bowl advertisements?
Advertisements that promote social justice

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	28%	(370)	33%	(438)	16%	(205)	16%	(206)	8%	(103)	1322
Favorable of Trump	24%	(126)	25%	(129)	18%	(94)	26%	(135)	7%	(39)	523
Unfavorable of Trump	31%	(232)	40%	(295)	14%	(106)	9%	(68)	6%	(45)	747
Very Favorable of Trump	26%	(83)	23%	(73)	17%	(53)	28%	(88)	6%	(20)	316
Somewhat Favorable of Trump	21%	(43)	27%	(57)	20%	(41)	23%	(47)	9%	(19)	206
Somewhat Unfavorable of Trump	19%	(29)	41%	(62)	18%	(27)	16%	(25)	6%	(8)	152
Very Unfavorable of Trump	34%	(203)	39%	(233)	13%	(78)	7%	(44)	6%	(37)	595
#1 Issue: Economy	27%	(136)	30%	(153)	17%	(88)	16%	(81)	10%	(49)	507
#1 Issue: Security	26%	(35)	28%	(38)	23%	(32)	20%	(27)	2%	(3)	135
#1 Issue: Health Care	31%	(84)	39%	(105)	11%	(29)	12%	(32)	8%	(22)	271
#1 Issue: Medicare / Social Security	23%	(36)	35%	(54)	15%	(24)	21%	(33)	5%	(8)	154
#1 Issue: Women's Issues	34%	(25)	40%	(29)	6%	(4)	10%	(8)	9%	(6)	73
#1 Issue: Education	36%	(20)	32%	(18)	18%	(10)	4%	(2)	10%	(6)	55
#1 Issue: Energy	32%	(17)	37%	(20)	14%	(7)	15%	(8)	1%	(1)	53
#1 Issue: Other	22%	(17)	29%	(21)	17%	(12)	20%	(15)	12%	(9)	74
2018 House Vote: Democrat	37%	(198)	38%	(201)	12%	(65)	8%	(41)	6%	(30)	535
2018 House Vote: Republican	19%	(69)	23%	(81)	19%	(68)	31%	(108)	8%	(28)	353
2016 Vote: Hillary Clinton	39%	(197)	38%	(194)	12%	(59)	6%	(28)	6%	(29)	507
2016 Vote: Donald Trump	19%	(74)	24%	(95)	19%	(77)	31%	(123)	6%	(25)	394
2016 Vote: Other	22%	(13)	36%	(22)	16%	(10)	21%	(13)	4%	(2)	61
2016 Vote: Didn't Vote	23%	(83)	36%	(127)	17%	(60)	12%	(42)	13%	(46)	358
Voted in 2014: Yes	31%	(254)	30%	(248)	15%	(119)	19%	(151)	5%	(43)	816
Voted in 2014: No	23%	(116)	37%	(190)	17%	(86)	11%	(55)	12%	(60)	506
2012 Vote: Barack Obama	35%	(218)	37%	(235)	11%	(71)	10%	(63)	7%	(42)	629
2012 Vote: Mitt Romney	16%	(40)	16%	(39)	23%	(56)	39%	(94)	6%	(14)	244
2012 Vote: Didn't Vote	25%	(106)	37%	(158)	17%	(72)	9%	(40)	11%	(46)	422
4-Region: Northeast	31%	(79)	33%	(86)	16%	(40)	12%	(31)	8%	(21)	258
4-Region: Midwest	18%	(46)	32%	(82)	14%	(37)	27%	(69)	10%	(25)	259
4-Region: South	31%	(146)	30%	(145)	16%	(75)	15%	(70)	9%	(41)	478
4-Region: West	30%	(98)	38%	(126)	16%	(53)	11%	(35)	5%	(16)	328

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

Table MCSP7_6: To what extent do you enjoy watching the following types of Super Bowl advertisements?

Patriotic advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	32%	(426)	37%	(488)	14%	(182)	9%	(114)	9%	(113)	1322
Gender: Male	37%	(265)	39%	(285)	11%	(83)	7%	(51)	5%	(40)	724
Gender: Female	27%	(160)	34%	(202)	17%	(99)	11%	(63)	12%	(73)	599
Age: 18-34	22%	(91)	37%	(150)	21%	(86)	11%	(43)	9%	(36)	406
Age: 35-44	41%	(98)	31%	(75)	11%	(26)	6%	(15)	11%	(25)	239
Age: 45-64	35%	(158)	37%	(164)	12%	(52)	8%	(34)	9%	(38)	446
Age: 65+	34%	(79)	43%	(99)	8%	(18)	10%	(22)	6%	(13)	231
GenZers: 1997-2012	5%	(6)	36%	(46)	33%	(43)	16%	(21)	11%	(14)	129
Millennials: 1981-1996	34%	(146)	35%	(149)	14%	(59)	7%	(31)	10%	(41)	427
GenXers: 1965-1980	36%	(124)	38%	(130)	12%	(42)	6%	(21)	7%	(24)	341
Baby Boomers: 1946-1964	36%	(137)	37%	(140)	10%	(37)	9%	(36)	9%	(33)	383
PID: Dem (no lean)	27%	(155)	41%	(237)	14%	(83)	10%	(60)	8%	(49)	584
PID: Ind (no lean)	27%	(99)	33%	(121)	21%	(75)	8%	(31)	11%	(41)	368
PID: Rep (no lean)	46%	(171)	35%	(130)	6%	(23)	6%	(24)	6%	(23)	370
PID/Gender: Dem Men	35%	(105)	41%	(124)	11%	(33)	9%	(28)	5%	(15)	305
PID/Gender: Dem Women	18%	(50)	40%	(113)	18%	(50)	11%	(32)	12%	(34)	279
PID/Gender: Ind Men	27%	(57)	40%	(83)	18%	(38)	8%	(17)	7%	(14)	209
PID/Gender: Ind Women	27%	(43)	24%	(38)	24%	(38)	8%	(13)	17%	(27)	159
PID/Gender: Rep Men	49%	(103)	37%	(78)	6%	(12)	3%	(6)	5%	(11)	210
PID/Gender: Rep Women	42%	(68)	32%	(52)	7%	(11)	11%	(18)	7%	(12)	160
Ideo: Liberal (1-3)	28%	(118)	37%	(156)	17%	(74)	13%	(53)	6%	(24)	426
Ideo: Moderate (4)	25%	(102)	43%	(175)	15%	(61)	7%	(28)	9%	(38)	403
Ideo: Conservative (5-7)	50%	(190)	33%	(124)	6%	(22)	6%	(25)	5%	(19)	379
Educ: < College	29%	(240)	35%	(292)	16%	(130)	8%	(68)	11%	(94)	826
Educ: Bachelors degree	34%	(105)	40%	(122)	11%	(33)	10%	(31)	4%	(14)	304
Educ: Post-grad	42%	(81)	38%	(73)	10%	(19)	8%	(15)	2%	(5)	193
Income: Under 50k	26%	(167)	36%	(234)	16%	(106)	9%	(62)	12%	(81)	649
Income: 50k-100k	35%	(143)	38%	(155)	11%	(45)	10%	(42)	5%	(21)	406
Income: 100k+	43%	(116)	37%	(99)	12%	(32)	4%	(11)	4%	(11)	267
Ethnicity: White	35%	(358)	37%	(386)	12%	(126)	8%	(82)	8%	(78)	1030
Ethnicity: Hispanic	25%	(53)	36%	(77)	21%	(45)	10%	(21)	8%	(16)	213

Continued on next page

Table MCSP7_6: To what extent do you enjoy watching the following types of Super Bowl advertisements?
 Patriotic advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	32%	(426)	37%	(488)	14%	(182)	9%	(114)	9%	(113)	1322
Ethnicity: Black	26%	(48)	33%	(61)	18%	(34)	13%	(25)	9%	(16)	183
Ethnicity: Other	18%	(20)	38%	(41)	21%	(23)	7%	(7)	16%	(18)	109
All Christian	40%	(284)	39%	(282)	10%	(73)	6%	(42)	5%	(37)	719
All Non-Christian	37%	(30)	37%	(31)	12%	(10)	10%	(8)	4%	(3)	82
Agnostic/Nothing in particular	16%	(43)	37%	(101)	21%	(56)	13%	(36)	13%	(35)	271
Something Else	25%	(54)	30%	(64)	18%	(38)	10%	(21)	17%	(36)	212
Religious Non-Protestant/Catholic	35%	(33)	35%	(33)	17%	(16)	10%	(10)	4%	(3)	95
Evangelical	41%	(183)	36%	(162)	10%	(46)	6%	(26)	7%	(33)	450
Non-Evangelical	32%	(142)	39%	(176)	13%	(57)	8%	(35)	9%	(40)	449
Community: Urban	38%	(197)	34%	(179)	13%	(66)	10%	(51)	5%	(29)	521
Community: Suburban	26%	(132)	40%	(204)	17%	(85)	8%	(39)	9%	(45)	505
Community: Rural	33%	(97)	35%	(105)	10%	(31)	8%	(24)	13%	(39)	297
Employ: Private Sector	38%	(186)	36%	(176)	10%	(50)	7%	(36)	8%	(39)	487
Employ: Government	33%	(40)	39%	(47)	17%	(21)	4%	(5)	7%	(9)	121
Employ: Self-Employed	28%	(34)	37%	(45)	18%	(22)	10%	(13)	6%	(8)	122
Employ: Homemaker	31%	(21)	34%	(23)	15%	(10)	2%	(1)	18%	(12)	67
Employ: Student	7%	(4)	43%	(28)	29%	(19)	12%	(8)	10%	(6)	65
Employ: Retired	33%	(83)	41%	(103)	10%	(24)	11%	(27)	5%	(14)	251
Employ: Unemployed	25%	(35)	32%	(45)	20%	(29)	10%	(13)	13%	(18)	140
Employ: Other	32%	(22)	31%	(21)	11%	(7)	16%	(11)	10%	(7)	68
Military HH: Yes	47%	(100)	37%	(79)	7%	(16)	3%	(6)	6%	(12)	214
Military HH: No	29%	(325)	37%	(409)	15%	(166)	10%	(108)	9%	(100)	1109
RD/WT: Right Direction	39%	(182)	38%	(179)	13%	(61)	7%	(31)	3%	(13)	466
RD/WT: Wrong Track	28%	(244)	36%	(309)	14%	(120)	10%	(83)	12%	(100)	856
Trump Job Approve	46%	(245)	35%	(187)	8%	(41)	5%	(26)	5%	(28)	527
Trump Job Disapprove	23%	(177)	39%	(291)	18%	(132)	11%	(86)	9%	(68)	755
Trump Job Strongly Approve	52%	(161)	32%	(100)	5%	(17)	5%	(14)	5%	(16)	307
Trump Job Somewhat Approve	38%	(84)	40%	(87)	11%	(24)	6%	(12)	6%	(12)	220
Trump Job Somewhat Disapprove	19%	(34)	40%	(70)	21%	(36)	6%	(11)	13%	(23)	174
Trump Job Strongly Disapprove	25%	(144)	38%	(221)	17%	(96)	13%	(75)	8%	(45)	581

Continued on next page

Table MCSP7_6: To what extent do you enjoy watching the following types of Super Bowl advertisements?

Patriotic advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	32%	(426)	37%	(488)	14%	(182)	9%	(114)	9%	(113)	1322
Favorable of Trump	48%	(250)	35%	(181)	6%	(34)	6%	(30)	5%	(28)	523
Unfavorable of Trump	23%	(171)	39%	(295)	18%	(138)	11%	(79)	9%	(65)	747
Very Favorable of Trump	52%	(165)	31%	(100)	5%	(17)	7%	(21)	4%	(14)	316
Somewhat Favorable of Trump	41%	(85)	39%	(81)	8%	(17)	4%	(9)	7%	(14)	206
Somewhat Unfavorable of Trump	20%	(31)	44%	(68)	17%	(26)	7%	(10)	12%	(18)	152
Very Unfavorable of Trump	24%	(141)	38%	(227)	19%	(112)	12%	(69)	8%	(47)	595
#1 Issue: Economy	33%	(166)	39%	(197)	13%	(68)	8%	(39)	7%	(37)	507
#1 Issue: Security	43%	(58)	44%	(59)	8%	(10)	3%	(4)	3%	(3)	135
#1 Issue: Health Care	30%	(81)	33%	(89)	17%	(46)	10%	(27)	10%	(28)	271
#1 Issue: Medicare / Social Security	35%	(53)	44%	(68)	6%	(10)	7%	(11)	8%	(12)	154
#1 Issue: Women's Issues	18%	(13)	25%	(18)	26%	(19)	21%	(15)	10%	(7)	73
#1 Issue: Education	34%	(18)	35%	(19)	16%	(9)	5%	(3)	11%	(6)	55
#1 Issue: Energy	20%	(11)	40%	(21)	14%	(7)	17%	(9)	9%	(5)	53
#1 Issue: Other	35%	(26)	22%	(17)	16%	(12)	7%	(5)	20%	(15)	74
2018 House Vote: Democrat	31%	(167)	41%	(219)	12%	(63)	9%	(47)	7%	(39)	535
2018 House Vote: Republican	47%	(165)	37%	(129)	6%	(21)	5%	(19)	5%	(19)	353
2016 Vote: Hillary Clinton	31%	(158)	40%	(202)	13%	(65)	8%	(43)	7%	(38)	507
2016 Vote: Donald Trump	49%	(193)	36%	(140)	6%	(25)	5%	(18)	5%	(19)	394
2016 Vote: Other	16%	(10)	44%	(27)	18%	(11)	16%	(10)	5%	(3)	61
2016 Vote: Didn't Vote	18%	(64)	33%	(118)	22%	(79)	12%	(44)	15%	(53)	358
Voted in 2014: Yes	39%	(320)	39%	(319)	9%	(75)	7%	(59)	5%	(43)	816
Voted in 2014: No	21%	(106)	33%	(169)	21%	(107)	11%	(55)	14%	(70)	506
2012 Vote: Barack Obama	33%	(207)	42%	(265)	11%	(66)	7%	(46)	7%	(46)	629
2012 Vote: Mitt Romney	50%	(121)	34%	(84)	6%	(14)	6%	(15)	4%	(10)	244
2012 Vote: Didn't Vote	20%	(86)	31%	(131)	23%	(98)	12%	(51)	13%	(55)	422
4-Region: Northeast	36%	(92)	36%	(93)	12%	(31)	7%	(19)	9%	(23)	258
4-Region: Midwest	30%	(78)	38%	(100)	12%	(31)	10%	(26)	9%	(24)	259
4-Region: South	33%	(160)	33%	(159)	16%	(74)	8%	(40)	9%	(45)	478
4-Region: West	29%	(95)	42%	(136)	14%	(45)	9%	(30)	6%	(20)	328

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

**Table MCSP7_7: To what extent do you enjoy watching the following types of Super Bowl advertisements?
 Advertisements that discuss the COVID-19 pandemic (coronavirus)**

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	21%	(279)	31%	(405)	21%	(279)	18%	(232)	10%	(127)	1322
Gender: Male	25%	(182)	32%	(231)	18%	(131)	16%	(113)	9%	(67)	724
Gender: Female	16%	(97)	29%	(175)	25%	(148)	20%	(119)	10%	(60)	599
Age: 18-34	21%	(86)	32%	(129)	23%	(92)	16%	(65)	8%	(34)	406
Age: 35-44	37%	(88)	27%	(65)	13%	(31)	12%	(29)	11%	(26)	239
Age: 45-64	18%	(80)	30%	(133)	23%	(102)	19%	(85)	10%	(47)	446
Age: 65+	11%	(25)	34%	(78)	24%	(54)	23%	(53)	9%	(20)	231
GenZers: 1997-2012	13%	(16)	35%	(46)	33%	(43)	14%	(18)	5%	(7)	129
Millennials: 1981-1996	30%	(128)	29%	(122)	17%	(72)	15%	(62)	10%	(42)	427
GenXers: 1965-1980	21%	(72)	30%	(102)	21%	(71)	17%	(57)	11%	(38)	341
Baby Boomers: 1946-1964	14%	(55)	32%	(122)	22%	(83)	22%	(85)	10%	(37)	383
PID: Dem (no lean)	29%	(168)	35%	(206)	17%	(101)	10%	(59)	9%	(51)	584
PID: Ind (no lean)	16%	(60)	30%	(111)	23%	(84)	20%	(75)	11%	(39)	368
PID: Rep (no lean)	14%	(51)	24%	(89)	26%	(95)	27%	(99)	10%	(37)	370
PID/Gender: Dem Men	33%	(101)	35%	(108)	13%	(41)	8%	(26)	10%	(29)	305
PID/Gender: Dem Women	24%	(67)	35%	(98)	22%	(60)	12%	(33)	8%	(22)	279
PID/Gender: Ind Men	19%	(39)	32%	(67)	19%	(39)	22%	(46)	9%	(18)	209
PID/Gender: Ind Women	13%	(21)	27%	(43)	28%	(45)	18%	(29)	13%	(21)	159
PID/Gender: Rep Men	20%	(42)	26%	(55)	24%	(51)	20%	(42)	9%	(20)	210
PID/Gender: Rep Women	5%	(9)	21%	(34)	27%	(43)	36%	(57)	11%	(17)	160
Ideo: Liberal (1-3)	34%	(145)	31%	(134)	16%	(67)	11%	(48)	8%	(32)	426
Ideo: Moderate (4)	13%	(51)	40%	(162)	24%	(97)	14%	(56)	9%	(37)	403
Ideo: Conservative (5-7)	18%	(68)	22%	(82)	23%	(86)	29%	(109)	9%	(34)	379
Educ: < College	14%	(118)	28%	(232)	24%	(199)	22%	(180)	12%	(96)	826
Educ: Bachelors degree	27%	(82)	34%	(104)	19%	(57)	12%	(36)	8%	(25)	304
Educ: Post-grad	41%	(78)	36%	(69)	12%	(24)	8%	(16)	3%	(5)	193
Income: Under 50k	15%	(96)	29%	(189)	23%	(151)	19%	(122)	14%	(90)	649
Income: 50k-100k	23%	(92)	31%	(127)	20%	(83)	19%	(78)	6%	(26)	406
Income: 100k+	34%	(91)	33%	(88)	17%	(45)	12%	(32)	4%	(11)	267
Ethnicity: White	19%	(200)	30%	(306)	22%	(230)	19%	(199)	9%	(95)	1030
Ethnicity: Hispanic	25%	(54)	36%	(76)	22%	(47)	9%	(19)	9%	(18)	213

Continued on next page

Table MCSP7_7: To what extent do you enjoy watching the following types of Super Bowl advertisements?
Advertisements that discuss the COVID-19 pandemic (coronavirus)

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	21%	(279)	31%	(405)	21%	(279)	18%	(232)	10%	(127)	1322
Ethnicity: Black	30%	(55)	34%	(62)	14%	(26)	15%	(27)	7%	(12)	183
Ethnicity: Other	22%	(24)	34%	(37)	21%	(23)	5%	(6)	17%	(19)	109
All Christian	24%	(174)	32%	(232)	19%	(140)	16%	(117)	8%	(56)	719
All Non-Christian	34%	(28)	35%	(29)	16%	(13)	12%	(10)	3%	(3)	82
Agnostic/Nothing in particular	12%	(33)	31%	(85)	22%	(59)	22%	(61)	12%	(33)	271
Something Else	15%	(31)	26%	(55)	27%	(57)	18%	(38)	15%	(31)	212
Religious Non-Protestant/Catholic	29%	(28)	33%	(31)	21%	(20)	14%	(13)	3%	(3)	95
Evangelical	31%	(138)	33%	(147)	14%	(63)	13%	(58)	10%	(44)	450
Non-Evangelical	14%	(62)	29%	(132)	26%	(119)	21%	(93)	9%	(42)	449
Community: Urban	32%	(169)	32%	(167)	16%	(83)	13%	(65)	7%	(37)	521
Community: Suburban	13%	(68)	32%	(160)	24%	(123)	19%	(95)	12%	(59)	505
Community: Rural	14%	(42)	26%	(78)	25%	(73)	24%	(72)	11%	(31)	297
Employ: Private Sector	27%	(130)	32%	(155)	17%	(83)	16%	(77)	8%	(41)	487
Employ: Government	29%	(35)	30%	(36)	19%	(23)	16%	(19)	6%	(7)	121
Employ: Self-Employed	15%	(19)	34%	(42)	24%	(29)	19%	(23)	8%	(10)	122
Employ: Homemaker	12%	(8)	23%	(16)	19%	(13)	23%	(15)	23%	(15)	67
Employ: Student	20%	(13)	40%	(26)	21%	(13)	13%	(9)	6%	(4)	65
Employ: Retired	13%	(32)	34%	(85)	23%	(58)	21%	(52)	10%	(25)	251
Employ: Unemployed	19%	(26)	20%	(28)	32%	(45)	16%	(22)	14%	(20)	140
Employ: Other	22%	(15)	26%	(18)	23%	(16)	21%	(14)	7%	(5)	68
Military HH: Yes	27%	(57)	32%	(69)	20%	(44)	14%	(30)	6%	(14)	214
Military HH: No	20%	(221)	30%	(336)	21%	(236)	18%	(202)	10%	(113)	1109
RD/WT: Right Direction	30%	(138)	32%	(148)	18%	(86)	14%	(64)	7%	(30)	466
RD/WT: Wrong Track	16%	(141)	30%	(257)	23%	(193)	20%	(168)	11%	(97)	856
Trump Job Approve	18%	(94)	27%	(141)	24%	(127)	24%	(127)	7%	(37)	527
Trump Job Disapprove	24%	(181)	34%	(257)	19%	(143)	13%	(101)	10%	(73)	755
Trump Job Strongly Approve	20%	(62)	22%	(68)	23%	(69)	28%	(86)	7%	(21)	307
Trump Job Somewhat Approve	15%	(32)	33%	(73)	26%	(58)	18%	(41)	7%	(16)	220
Trump Job Somewhat Disapprove	18%	(32)	36%	(63)	17%	(30)	14%	(24)	14%	(25)	174
Trump Job Strongly Disapprove	26%	(149)	33%	(194)	19%	(113)	13%	(77)	8%	(48)	581

Continued on next page

Table MCSP7_7: To what extent do you enjoy watching the following types of Super Bowl advertisements?
Advertisements that discuss the COVID-19 pandemic (coronavirus)

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	21%	(279)	31%	(405)	21%	(279)	18%	(232)	10%	(127)	1322
Favorable of Trump	17%	(90)	27%	(142)	24%	(125)	25%	(130)	7%	(36)	523
Unfavorable of Trump	25%	(184)	34%	(254)	19%	(143)	12%	(93)	10%	(73)	747
Very Favorable of Trump	17%	(55)	26%	(84)	21%	(67)	28%	(88)	7%	(23)	316
Somewhat Favorable of Trump	17%	(35)	28%	(59)	28%	(58)	20%	(41)	7%	(13)	206
Somewhat Unfavorable of Trump	23%	(35)	33%	(50)	13%	(20)	16%	(24)	15%	(23)	152
Very Unfavorable of Trump	25%	(150)	34%	(204)	21%	(123)	12%	(69)	8%	(50)	595
#1 Issue: Economy	21%	(108)	29%	(145)	22%	(112)	20%	(102)	8%	(39)	507
#1 Issue: Security	24%	(33)	25%	(33)	29%	(39)	15%	(20)	8%	(11)	135
#1 Issue: Health Care	23%	(62)	36%	(98)	17%	(45)	13%	(36)	11%	(30)	271
#1 Issue: Medicare / Social Security	11%	(17)	37%	(57)	23%	(36)	18%	(27)	11%	(18)	154
#1 Issue: Women's Issues	21%	(16)	30%	(22)	18%	(13)	23%	(17)	8%	(6)	73
#1 Issue: Education	36%	(20)	25%	(14)	17%	(9)	12%	(7)	9%	(5)	55
#1 Issue: Energy	21%	(11)	27%	(14)	28%	(15)	17%	(9)	7%	(4)	53
#1 Issue: Other	17%	(12)	29%	(21)	14%	(10)	20%	(15)	20%	(15)	74
2018 House Vote: Democrat	29%	(158)	36%	(194)	15%	(83)	9%	(51)	9%	(50)	535
2018 House Vote: Republican	17%	(59)	21%	(74)	24%	(84)	29%	(104)	9%	(33)	353
2016 Vote: Hillary Clinton	30%	(150)	37%	(189)	15%	(76)	9%	(48)	9%	(44)	507
2016 Vote: Donald Trump	16%	(63)	24%	(93)	24%	(95)	29%	(113)	8%	(31)	394
2016 Vote: Other	20%	(12)	25%	(15)	27%	(17)	21%	(13)	6%	(4)	61
2016 Vote: Didn't Vote	15%	(54)	30%	(108)	26%	(92)	16%	(57)	13%	(48)	358
Voted in 2014: Yes	24%	(199)	30%	(243)	20%	(161)	18%	(150)	8%	(63)	816
Voted in 2014: No	16%	(79)	32%	(162)	23%	(119)	16%	(82)	13%	(64)	506
2012 Vote: Barack Obama	27%	(173)	32%	(203)	17%	(110)	14%	(89)	9%	(55)	629
2012 Vote: Mitt Romney	13%	(33)	20%	(48)	27%	(65)	32%	(79)	8%	(19)	244
2012 Vote: Didn't Vote	15%	(64)	36%	(151)	24%	(100)	13%	(56)	12%	(51)	422
4-Region: Northeast	28%	(73)	28%	(72)	19%	(49)	17%	(44)	8%	(22)	258
4-Region: Midwest	14%	(37)	24%	(61)	24%	(61)	28%	(73)	10%	(26)	259
4-Region: South	19%	(91)	32%	(151)	22%	(106)	17%	(80)	11%	(50)	478
4-Region: West	24%	(78)	37%	(121)	19%	(64)	11%	(35)	9%	(28)	328

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

Table MCSP7_8: To what extent do you enjoy watching the following types of Super Bowl advertisements?
Advertisements that discuss the 2020 presidential election

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	15%	(197)	20%	(267)	23%	(298)	33%	(443)	9%	(118)	1322
Gender: Male	19%	(140)	22%	(159)	23%	(163)	29%	(208)	7%	(53)	724
Gender: Female	9%	(57)	18%	(108)	22%	(135)	39%	(234)	11%	(65)	599
Age: 18-34	18%	(72)	28%	(115)	25%	(100)	21%	(86)	8%	(33)	406
Age: 35-44	28%	(66)	23%	(55)	18%	(43)	20%	(47)	12%	(29)	239
Age: 45-64	11%	(49)	15%	(67)	22%	(99)	44%	(195)	8%	(37)	446
Age: 65+	4%	(10)	13%	(29)	24%	(56)	50%	(116)	8%	(19)	231
GenZers: 1997-2012	7%	(8)	30%	(39)	35%	(45)	20%	(25)	9%	(11)	129
Millennials: 1981-1996	24%	(104)	26%	(110)	20%	(85)	20%	(87)	9%	(41)	427
GenXers: 1965-1980	19%	(64)	18%	(62)	22%	(74)	33%	(111)	8%	(29)	341
Baby Boomers: 1946-1964	5%	(18)	13%	(50)	21%	(82)	52%	(201)	9%	(33)	383
PID: Dem (no lean)	20%	(119)	26%	(153)	21%	(122)	23%	(137)	9%	(53)	584
PID: Ind (no lean)	9%	(32)	15%	(54)	27%	(98)	40%	(149)	10%	(35)	368
PID: Rep (no lean)	12%	(46)	16%	(60)	21%	(78)	42%	(157)	8%	(30)	370
PID/Gender: Dem Men	25%	(76)	31%	(96)	18%	(55)	19%	(59)	6%	(19)	305
PID/Gender: Dem Women	15%	(43)	21%	(58)	24%	(68)	28%	(78)	12%	(33)	279
PID/Gender: Ind Men	12%	(26)	13%	(27)	26%	(55)	41%	(86)	7%	(15)	209
PID/Gender: Ind Women	4%	(6)	17%	(27)	27%	(43)	39%	(63)	13%	(20)	159
PID/Gender: Rep Men	18%	(38)	17%	(36)	26%	(54)	30%	(63)	9%	(19)	210
PID/Gender: Rep Women	5%	(8)	15%	(23)	15%	(24)	59%	(94)	7%	(11)	160
Ideo: Liberal (1-3)	22%	(93)	24%	(103)	24%	(104)	23%	(100)	6%	(26)	426
Ideo: Moderate (4)	11%	(43)	23%	(94)	22%	(88)	34%	(138)	10%	(41)	403
Ideo: Conservative (5-7)	15%	(57)	13%	(49)	20%	(75)	44%	(167)	8%	(31)	379
Educ: < College	9%	(71)	18%	(145)	25%	(209)	37%	(302)	12%	(98)	826
Educ: Bachelors degree	19%	(59)	24%	(72)	19%	(56)	33%	(101)	5%	(15)	304
Educ: Post-grad	34%	(66)	26%	(50)	17%	(32)	20%	(39)	3%	(5)	193
Income: Under 50k	8%	(55)	18%	(117)	25%	(159)	36%	(231)	13%	(86)	649
Income: 50k-100k	16%	(65)	21%	(87)	21%	(87)	36%	(146)	5%	(22)	406
Income: 100k+	29%	(77)	24%	(63)	19%	(51)	24%	(66)	4%	(11)	267
Ethnicity: White	15%	(154)	18%	(185)	21%	(221)	37%	(384)	8%	(85)	1030
Ethnicity: Hispanic	18%	(37)	27%	(57)	26%	(55)	20%	(43)	9%	(20)	213

Continued on next page

Table MCSP7_8: To what extent do you enjoy watching the following types of Super Bowl advertisements?
 Advertisements that discuss the 2020 presidential election

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	15%	(197)	20%	(267)	23%	(298)	33%	(443)	9%	(118)	1322
Ethnicity: Black	17%	(32)	29%	(52)	24%	(44)	19%	(34)	12%	(21)	183
Ethnicity: Other	10%	(11)	27%	(29)	30%	(33)	23%	(25)	11%	(12)	109
All Christian	17%	(123)	23%	(163)	19%	(138)	35%	(250)	6%	(45)	719
All Non-Christian	26%	(22)	22%	(18)	22%	(18)	24%	(20)	6%	(5)	82
Agnostic/Nothing in particular	10%	(28)	15%	(41)	28%	(76)	36%	(99)	10%	(27)	271
Something Else	7%	(15)	20%	(42)	27%	(56)	29%	(62)	17%	(37)	212
Religious Non-Protestant/Catholic	23%	(22)	20%	(19)	24%	(22)	27%	(26)	6%	(6)	95
Evangelical	25%	(110)	26%	(117)	16%	(73)	26%	(116)	8%	(34)	450
Non-Evangelical	5%	(23)	17%	(77)	25%	(113)	42%	(189)	10%	(47)	449
Community: Urban	26%	(134)	26%	(134)	19%	(98)	23%	(119)	7%	(37)	521
Community: Suburban	8%	(41)	18%	(93)	23%	(119)	42%	(213)	8%	(40)	505
Community: Rural	8%	(22)	14%	(40)	27%	(81)	37%	(111)	14%	(41)	297
Employ: Private Sector	23%	(114)	24%	(117)	17%	(83)	27%	(131)	9%	(42)	487
Employ: Government	24%	(29)	23%	(28)	20%	(24)	29%	(36)	4%	(4)	121
Employ: Self-Employed	13%	(16)	13%	(16)	35%	(42)	34%	(41)	6%	(7)	122
Employ: Homemaker	3%	(2)	19%	(13)	11%	(7)	52%	(35)	15%	(10)	67
Employ: Student	10%	(7)	25%	(17)	34%	(22)	23%	(15)	8%	(5)	65
Employ: Retired	7%	(17)	13%	(33)	24%	(61)	48%	(120)	8%	(21)	251
Employ: Unemployed	5%	(7)	21%	(30)	27%	(38)	33%	(46)	14%	(20)	140
Employ: Other	8%	(6)	20%	(14)	31%	(21)	28%	(19)	13%	(9)	68
Military HH: Yes	18%	(39)	17%	(37)	23%	(48)	34%	(72)	8%	(16)	214
Military HH: No	14%	(157)	21%	(229)	23%	(249)	33%	(370)	9%	(102)	1109
RD/WT: Right Direction	24%	(113)	23%	(109)	23%	(107)	24%	(112)	5%	(24)	466
RD/WT: Wrong Track	10%	(84)	18%	(157)	22%	(191)	39%	(330)	11%	(94)	856
Trump Job Approve	17%	(88)	17%	(92)	24%	(125)	37%	(194)	6%	(29)	527
Trump Job Disapprove	14%	(106)	23%	(172)	22%	(167)	31%	(238)	10%	(73)	755
Trump Job Strongly Approve	20%	(62)	17%	(52)	22%	(68)	37%	(112)	4%	(12)	307
Trump Job Somewhat Approve	12%	(25)	18%	(40)	26%	(56)	37%	(82)	8%	(17)	220
Trump Job Somewhat Disapprove	14%	(24)	33%	(58)	19%	(33)	24%	(43)	9%	(16)	174
Trump Job Strongly Disapprove	14%	(82)	20%	(114)	23%	(133)	34%	(195)	10%	(56)	581

Continued on next page

Table MCSP7_8: To what extent do you enjoy watching the following types of Super Bowl advertisements?
Advertisements that discuss the 2020 presidential election

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	15%	(197)	20%	(267)	23%	(298)	33%	(443)	9%	(118)	1322
Favorable of Trump	17%	(90)	19%	(100)	22%	(115)	37%	(191)	5%	(27)	523
Unfavorable of Trump	14%	(103)	22%	(162)	23%	(174)	32%	(237)	10%	(71)	747
Very Favorable of Trump	20%	(63)	19%	(59)	21%	(67)	36%	(113)	5%	(15)	316
Somewhat Favorable of Trump	13%	(27)	20%	(41)	23%	(48)	38%	(78)	6%	(12)	206
Somewhat Unfavorable of Trump	13%	(19)	32%	(49)	15%	(23)	30%	(46)	10%	(15)	152
Very Unfavorable of Trump	14%	(84)	19%	(113)	25%	(151)	32%	(191)	9%	(56)	595
#1 Issue: Economy	13%	(65)	21%	(104)	23%	(116)	34%	(175)	9%	(46)	507
#1 Issue: Security	26%	(35)	23%	(31)	21%	(28)	26%	(36)	4%	(5)	135
#1 Issue: Health Care	19%	(51)	16%	(42)	23%	(62)	33%	(88)	10%	(28)	271
#1 Issue: Medicare / Social Security	8%	(13)	18%	(28)	22%	(34)	44%	(67)	8%	(13)	154
#1 Issue: Women's Issues	14%	(10)	26%	(19)	21%	(16)	33%	(24)	6%	(4)	73
#1 Issue: Education	25%	(14)	32%	(18)	13%	(7)	20%	(11)	10%	(5)	55
#1 Issue: Energy	10%	(5)	32%	(17)	26%	(14)	28%	(15)	5%	(3)	53
#1 Issue: Other	6%	(5)	11%	(8)	29%	(21)	36%	(27)	18%	(14)	74
2018 House Vote: Democrat	20%	(108)	24%	(130)	22%	(116)	25%	(136)	8%	(45)	535
2018 House Vote: Republican	14%	(48)	17%	(59)	17%	(62)	45%	(159)	7%	(26)	353
2016 Vote: Hillary Clinton	20%	(99)	26%	(130)	20%	(102)	26%	(130)	9%	(46)	507
2016 Vote: Donald Trump	14%	(54)	17%	(66)	19%	(74)	44%	(175)	6%	(25)	394
2016 Vote: Other	9%	(5)	10%	(6)	28%	(17)	52%	(31)	2%	(1)	61
2016 Vote: Didn't Vote	10%	(37)	18%	(65)	29%	(103)	30%	(106)	13%	(46)	358
Voted in 2014: Yes	17%	(137)	20%	(164)	21%	(169)	36%	(291)	7%	(54)	816
Voted in 2014: No	12%	(60)	20%	(102)	25%	(129)	30%	(152)	13%	(64)	506
2012 Vote: Barack Obama	19%	(118)	22%	(139)	20%	(129)	30%	(191)	8%	(52)	629
2012 Vote: Mitt Romney	10%	(24)	11%	(28)	20%	(48)	53%	(130)	6%	(14)	244
2012 Vote: Didn't Vote	12%	(50)	23%	(97)	27%	(115)	26%	(109)	12%	(50)	422
4-Region: Northeast	22%	(57)	20%	(52)	22%	(56)	28%	(74)	8%	(20)	258
4-Region: Midwest	7%	(19)	14%	(37)	23%	(60)	47%	(120)	9%	(23)	259
4-Region: South	12%	(59)	20%	(93)	23%	(109)	33%	(160)	12%	(57)	478
4-Region: West	19%	(62)	26%	(84)	22%	(73)	27%	(89)	6%	(19)	328

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

Table MCSP7_9: To what extent do you enjoy watching the following types of Super Bowl advertisements?
 Informative advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	31%	(409)	44%	(581)	13%	(167)	6%	(79)	7%	(87)	1322
Gender: Male	32%	(232)	45%	(324)	12%	(85)	6%	(41)	6%	(42)	724
Gender: Female	30%	(177)	43%	(256)	14%	(82)	6%	(39)	7%	(45)	599
Age: 18-34	26%	(104)	49%	(198)	11%	(44)	7%	(27)	8%	(32)	406
Age: 35-44	48%	(116)	27%	(66)	15%	(36)	4%	(10)	5%	(12)	239
Age: 45-64	31%	(139)	41%	(185)	14%	(64)	6%	(29)	7%	(30)	446
Age: 65+	22%	(50)	57%	(132)	10%	(23)	6%	(14)	5%	(12)	231
GenZers: 1997-2012	18%	(23)	52%	(67)	15%	(20)	8%	(10)	7%	(9)	129
Millennials: 1981-1996	38%	(161)	39%	(167)	10%	(44)	5%	(22)	8%	(32)	427
GenXers: 1965-1980	35%	(121)	39%	(134)	14%	(48)	5%	(18)	6%	(21)	341
Baby Boomers: 1946-1964	24%	(94)	50%	(191)	12%	(47)	7%	(27)	6%	(25)	383
PID: Dem (no lean)	35%	(206)	43%	(250)	10%	(60)	6%	(33)	6%	(36)	584
PID: Ind (no lean)	28%	(102)	46%	(169)	11%	(42)	7%	(27)	8%	(28)	368
PID: Rep (no lean)	27%	(101)	44%	(161)	18%	(65)	5%	(20)	6%	(23)	370
PID/Gender: Dem Men	37%	(112)	43%	(131)	8%	(25)	6%	(19)	6%	(19)	305
PID/Gender: Dem Women	34%	(94)	43%	(119)	13%	(36)	5%	(13)	6%	(17)	279
PID/Gender: Ind Men	27%	(57)	47%	(98)	11%	(24)	8%	(16)	6%	(13)	209
PID/Gender: Ind Women	28%	(45)	45%	(71)	11%	(18)	7%	(11)	9%	(15)	159
PID/Gender: Rep Men	30%	(63)	45%	(95)	17%	(36)	3%	(6)	5%	(10)	210
PID/Gender: Rep Women	24%	(38)	42%	(67)	18%	(29)	9%	(14)	8%	(13)	160
Ideo: Liberal (1-3)	38%	(160)	42%	(178)	11%	(46)	6%	(26)	4%	(16)	426
Ideo: Moderate (4)	30%	(122)	48%	(194)	12%	(49)	4%	(15)	6%	(23)	403
Ideo: Conservative (5-7)	27%	(104)	44%	(167)	16%	(59)	7%	(26)	6%	(22)	379
Educ: < College	27%	(224)	44%	(366)	13%	(108)	7%	(59)	8%	(69)	826
Educ: Bachelors degree	33%	(101)	45%	(136)	13%	(41)	4%	(13)	4%	(13)	304
Educ: Post-grad	44%	(84)	41%	(78)	9%	(18)	4%	(8)	2%	(4)	193
Income: Under 50k	26%	(166)	44%	(282)	13%	(87)	9%	(56)	9%	(57)	649
Income: 50k-100k	32%	(131)	46%	(186)	12%	(47)	4%	(16)	6%	(25)	406
Income: 100k+	42%	(112)	42%	(112)	12%	(32)	3%	(7)	1%	(4)	267
Ethnicity: White	29%	(301)	47%	(480)	13%	(133)	6%	(57)	6%	(59)	1030
Ethnicity: Hispanic	34%	(73)	45%	(96)	9%	(18)	9%	(19)	3%	(7)	213

Continued on next page

Table MCSP7_9: To what extent do you enjoy watching the following types of Super Bowl advertisements?
Informative advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	31%	(409)	44%	(581)	13%	(167)	6%	(79)	7%	(87)	1322
Ethnicity: Black	41%	(74)	31%	(57)	16%	(28)	7%	(12)	6%	(11)	183
Ethnicity: Other	30%	(33)	40%	(44)	5%	(5)	9%	(10)	15%	(17)	109
All Christian	35%	(254)	45%	(325)	12%	(84)	3%	(23)	5%	(33)	719
All Non-Christian	39%	(32)	36%	(29)	11%	(9)	7%	(6)	6%	(5)	82
Agnostic/Nothing in particular	20%	(54)	46%	(124)	13%	(36)	10%	(27)	11%	(30)	271
Something Else	25%	(54)	43%	(92)	14%	(30)	9%	(18)	8%	(18)	212
Religious Non-Protestant/Catholic	41%	(38)	35%	(33)	13%	(12)	6%	(6)	5%	(5)	95
Evangelical	40%	(178)	39%	(174)	13%	(60)	4%	(16)	5%	(21)	450
Non-Evangelical	26%	(118)	51%	(230)	10%	(47)	5%	(24)	7%	(29)	449
Community: Urban	41%	(215)	36%	(189)	11%	(58)	6%	(29)	6%	(29)	521
Community: Suburban	24%	(121)	51%	(260)	11%	(57)	6%	(32)	7%	(35)	505
Community: Rural	25%	(73)	44%	(131)	17%	(52)	6%	(18)	8%	(23)	297
Employ: Private Sector	37%	(182)	42%	(207)	12%	(56)	3%	(15)	5%	(27)	487
Employ: Government	32%	(38)	39%	(47)	17%	(21)	6%	(8)	6%	(8)	121
Employ: Self-Employed	25%	(31)	47%	(57)	15%	(19)	9%	(12)	4%	(4)	122
Employ: Homemaker	25%	(17)	37%	(25)	9%	(6)	12%	(8)	17%	(11)	67
Employ: Student	21%	(14)	57%	(38)	10%	(6)	8%	(5)	4%	(3)	65
Employ: Retired	25%	(63)	52%	(130)	13%	(32)	7%	(17)	4%	(10)	251
Employ: Unemployed	30%	(42)	36%	(51)	16%	(23)	4%	(6)	14%	(19)	140
Employ: Other	33%	(22)	40%	(27)	6%	(4)	14%	(10)	6%	(4)	68
Military HH: Yes	37%	(79)	46%	(98)	14%	(30)	2%	(4)	2%	(3)	214
Military HH: No	30%	(330)	44%	(483)	12%	(137)	7%	(75)	8%	(83)	1109
RD/WT: Right Direction	40%	(186)	41%	(191)	10%	(48)	5%	(23)	4%	(18)	466
RD/WT: Wrong Track	26%	(223)	45%	(389)	14%	(119)	7%	(57)	8%	(68)	856
Trump Job Approve	32%	(171)	45%	(235)	14%	(75)	3%	(17)	5%	(29)	527
Trump Job Disapprove	30%	(230)	44%	(334)	12%	(90)	7%	(56)	6%	(46)	755
Trump Job Strongly Approve	37%	(113)	42%	(130)	12%	(36)	3%	(10)	6%	(18)	307
Trump Job Somewhat Approve	26%	(58)	48%	(105)	18%	(39)	3%	(7)	5%	(11)	220
Trump Job Somewhat Disapprove	24%	(42)	50%	(88)	11%	(20)	6%	(11)	7%	(13)	174
Trump Job Strongly Disapprove	32%	(187)	42%	(246)	12%	(70)	8%	(44)	6%	(33)	581

Continued on next page

Table MCSP7_9: To what extent do you enjoy watching the following types of Super Bowl advertisements?
Informative advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	31%	(409)	44%	(581)	13%	(167)	6%	(79)	7%	(87)	1322
Favorable of Trump	31%	(162)	45%	(235)	15%	(76)	4%	(22)	5%	(28)	523
Unfavorable of Trump	31%	(235)	44%	(330)	12%	(87)	7%	(51)	6%	(43)	747
Very Favorable of Trump	34%	(107)	44%	(140)	11%	(36)	5%	(16)	6%	(18)	316
Somewhat Favorable of Trump	27%	(55)	46%	(95)	20%	(40)	3%	(6)	5%	(10)	206
Somewhat Unfavorable of Trump	29%	(44)	47%	(71)	12%	(18)	7%	(10)	6%	(9)	152
Very Unfavorable of Trump	32%	(191)	44%	(259)	12%	(70)	7%	(41)	6%	(34)	595
#1 Issue: Economy	32%	(162)	42%	(214)	14%	(73)	5%	(26)	6%	(32)	507
#1 Issue: Security	34%	(47)	45%	(62)	8%	(11)	6%	(7)	6%	(9)	135
#1 Issue: Health Care	31%	(83)	41%	(111)	13%	(35)	5%	(14)	10%	(28)	271
#1 Issue: Medicare / Social Security	23%	(36)	51%	(79)	17%	(26)	6%	(8)	4%	(6)	154
#1 Issue: Women's Issues	26%	(19)	42%	(30)	6%	(5)	20%	(15)	5%	(4)	73
#1 Issue: Education	38%	(21)	39%	(22)	18%	(10)	1%	(1)	4%	(2)	55
#1 Issue: Energy	38%	(20)	43%	(23)	7%	(3)	10%	(5)	2%	(1)	53
#1 Issue: Other	28%	(21)	55%	(41)	6%	(4)	4%	(3)	7%	(5)	74
2018 House Vote: Democrat	37%	(199)	41%	(217)	12%	(62)	5%	(27)	6%	(30)	535
2018 House Vote: Republican	27%	(94)	46%	(163)	17%	(60)	4%	(16)	6%	(19)	353
2016 Vote: Hillary Clinton	38%	(191)	41%	(209)	10%	(52)	5%	(27)	5%	(27)	507
2016 Vote: Donald Trump	30%	(119)	44%	(172)	16%	(64)	5%	(20)	5%	(20)	394
2016 Vote: Other	27%	(16)	44%	(27)	12%	(7)	14%	(8)	3%	(2)	61
2016 Vote: Didn't Vote	22%	(80)	48%	(173)	12%	(44)	7%	(24)	10%	(37)	358
Voted in 2014: Yes	34%	(279)	43%	(351)	13%	(105)	5%	(40)	5%	(40)	816
Voted in 2014: No	26%	(130)	45%	(229)	12%	(61)	8%	(40)	9%	(47)	506
2012 Vote: Barack Obama	37%	(232)	40%	(252)	12%	(75)	6%	(36)	6%	(35)	629
2012 Vote: Mitt Romney	24%	(59)	50%	(121)	15%	(36)	5%	(13)	6%	(14)	244
2012 Vote: Didn't Vote	26%	(109)	47%	(200)	12%	(51)	6%	(27)	8%	(35)	422
4-Region: Northeast	37%	(96)	39%	(102)	11%	(29)	5%	(13)	7%	(19)	258
4-Region: Midwest	25%	(64)	45%	(116)	16%	(41)	7%	(18)	8%	(20)	259
4-Region: South	29%	(140)	46%	(217)	14%	(67)	5%	(24)	6%	(29)	478
4-Region: West	33%	(109)	44%	(146)	9%	(31)	7%	(24)	6%	(18)	328

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

Table MCSP8: And which type of Super Bowl advertisement would you say is your favorite?

Demographic	Political campaign advertisements		Funny advertisements		Sentimental advertisements		Advertisements that make a political statement		Advertisements that promote social justice		Patriotic advertisements		Advertisements that discuss the COVID-19 pandemic (coronavirus)		Advertisements that discuss the 2020 presidential election		Informative advertisements		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults likely to watch Super Bowl	2%	(28)	63%	(827)	3%	(38)	2%	(21)	5%	(63)	6%	(77)	5%	(69)	2%	(30)	9%	(117)	4%	(53)	1322
Gender: Male	2%	(18)	58%	(419)	1%	(10)	2%	(12)	5%	(35)	7%	(49)	7%	(49)	3%	(20)	11%	(80)	4%	(33)	724
Gender: Female	2%	(10)	68%	(409)	5%	(28)	1%	(9)	5%	(28)	5%	(28)	3%	(20)	2%	(10)	6%	(37)	3%	(20)	599
Age: 18-34	3%	(14)	60%	(245)	2%	(6)	1%	(6)	6%	(24)	4%	(16)	6%	(24)	4%	(14)	9%	(38)	4%	(18)	406
Age: 35-44	3%	(8)	45%	(107)	—	(1)	4%	(10)	6%	(14)	8%	(18)	10%	(25)	2%	(5)	17%	(40)	5%	(11)	239
Age: 45-64	1%	(6)	67%	(300)	5%	(21)	1%	(3)	3%	(13)	7%	(29)	4%	(17)	2%	(11)	7%	(31)	3%	(15)	446
Age: 65+	—	(0)	76%	(175)	4%	(10)	1%	(3)	5%	(11)	6%	(13)	1%	(3)	—	(0)	4%	(9)	3%	(7)	231
GenZers: 1997-2012	5%	(6)	73%	(94)	1%	(2)	—	(0)	7%	(9)	1%	(1)	4%	(5)	1%	(1)	2%	(3)	7%	(9)	129
Millennials: 1981-1996	3%	(13)	53%	(226)	1%	(5)	3%	(12)	5%	(23)	6%	(27)	8%	(33)	3%	(14)	14%	(59)	4%	(15)	427
GenXers: 1965-1980	2%	(5)	57%	(195)	4%	(12)	2%	(5)	5%	(16)	7%	(23)	7%	(22)	3%	(12)	10%	(36)	4%	(14)	341
Baby Boomers: 1946-1964	1%	(4)	73%	(278)	5%	(19)	1%	(4)	3%	(13)	6%	(23)	2%	(9)	1%	(3)	4%	(17)	4%	(14)	383
PID: Dem (no lean)	3%	(15)	57%	(331)	2%	(13)	3%	(15)	6%	(33)	4%	(24)	7%	(43)	3%	(19)	12%	(69)	4%	(23)	584
PID: Ind (no lean)	1%	(5)	73%	(267)	3%	(12)	1%	(3)	4%	(14)	5%	(17)	3%	(11)	1%	(3)	5%	(18)	5%	(18)	368
PID: Rep (no lean)	2%	(7)	62%	(230)	3%	(13)	1%	(4)	4%	(16)	10%	(36)	4%	(16)	2%	(8)	8%	(30)	3%	(11)	370
PID/Gender: Dem Men	3%	(8)	50%	(154)	2%	(5)	3%	(10)	5%	(16)	6%	(19)	9%	(27)	4%	(13)	13%	(41)	3%	(10)	305
PID/Gender: Dem Women	3%	(7)	63%	(177)	3%	(8)	2%	(5)	6%	(17)	2%	(5)	5%	(15)	2%	(6)	10%	(28)	5%	(13)	279
PID/Gender: Ind Men	1%	(3)	72%	(150)	—	(1)	—	(0)	4%	(8)	3%	(7)	4%	(9)	1%	(1)	8%	(17)	7%	(14)	209
PID/Gender: Ind Women	2%	(3)	73%	(117)	7%	(11)	1%	(2)	4%	(6)	7%	(10)	1%	(2)	1%	(2)	1%	(2)	3%	(4)	159
PID/Gender: Rep Men	3%	(7)	55%	(115)	2%	(4)	1%	(2)	5%	(11)	11%	(23)	6%	(13)	2%	(5)	10%	(22)	4%	(9)	210
PID/Gender: Rep Women	—	(0)	72%	(115)	6%	(9)	1%	(2)	3%	(5)	8%	(13)	2%	(3)	2%	(3)	5%	(8)	2%	(3)	160
Ideo: Liberal (1-3)	2%	(7)	58%	(246)	2%	(8)	3%	(12)	6%	(26)	4%	(16)	7%	(31)	3%	(12)	11%	(47)	5%	(19)	426
Ideo: Moderate (4)	3%	(12)	66%	(268)	2%	(8)	1%	(5)	4%	(17)	4%	(17)	5%	(20)	2%	(8)	9%	(35)	3%	(13)	403
Ideo: Conservative (5-7)	2%	(8)	62%	(234)	5%	(20)	1%	(5)	4%	(13)	10%	(38)	4%	(14)	3%	(10)	7%	(27)	3%	(10)	379
Educ: < College	2%	(16)	70%	(582)	3%	(21)	1%	(11)	4%	(29)	5%	(41)	3%	(25)	2%	(16)	5%	(41)	5%	(45)	826
Educ: Bachelors degree	1%	(5)	54%	(164)	4%	(11)	1%	(3)	5%	(17)	9%	(27)	9%	(28)	2%	(6)	13%	(38)	1%	(4)	304
Educ: Post-grad	4%	(7)	43%	(82)	3%	(5)	4%	(7)	9%	(17)	5%	(9)	8%	(16)	4%	(8)	20%	(38)	2%	(3)	193
Income: Under 50k	1%	(7)	69%	(446)	3%	(18)	1%	(7)	5%	(31)	5%	(31)	3%	(23)	1%	(7)	6%	(37)	6%	(41)	649
Income: 50k-100k	3%	(13)	61%	(249)	3%	(14)	2%	(8)	3%	(12)	7%	(30)	6%	(23)	3%	(14)	8%	(34)	2%	(10)	406
Income: 100k+	3%	(8)	49%	(132)	2%	(6)	2%	(6)	7%	(20)	6%	(16)	9%	(24)	3%	(9)	17%	(45)	1%	(2)	267
Ethnicity: White	2%	(22)	64%	(663)	3%	(35)	2%	(16)	4%	(40)	6%	(60)	5%	(49)	2%	(22)	9%	(91)	3%	(34)	1030
Ethnicity: Hispanic	3%	(7)	56%	(119)	1%	(3)	1%	(2)	5%	(10)	6%	(13)	6%	(13)	3%	(6)	15%	(31)	4%	(8)	213
Ethnicity: Black	1%	(2)	57%	(105)	2%	(3)	3%	(5)	9%	(16)	4%	(7)	5%	(10)	4%	(8)	9%	(16)	6%	(11)	183
Ethnicity: Other	3%	(3)	54%	(59)	1%	(1)	—	(0)	6%	(7)	9%	(10)	10%	(10)	—	(0)	9%	(10)	7%	(8)	109
All Christian	2%	(12)	57%	(412)	3%	(23)	2%	(13)	5%	(35)	8%	(58)	6%	(42)	3%	(22)	12%	(83)	3%	(19)	719
All Non-Christian	3%	(2)	44%	(36)	5%	(4)	2%	(2)	10%	(8)	6%	(5)	11%	(9)	4%	(3)	10%	(8)	6%	(5)	82
Agnostic/Nothing in particular	3%	(8)	73%	(197)	2%	(5)	1%	(2)	4%	(11)	2%	(5)	6%	(15)	1%	(2)	2%	(6)	7%	(20)	271
Something Else	3%	(6)	75%	(159)	3%	(6)	2%	(4)	4%	(9)	1%	(2)	1%	(2)	1%	(3)	8%	(16)	3%	(7)	212
Religious Non-Protestant/Catholic	3%	(2)	45%	(42)	4%	(4)	2%	(2)	9%	(9)	6%	(6)	11%	(10)	3%	(3)	9%	(8)	9%	(9)	95
Evangelical	2%	(10)	51%	(229)	2%	(11)	3%	(13)	5%	(23)	6%	(28)	7%	(30)	5%	(21)	17%	(74)	2%	(10)	450
Non-Evangelical	2%	(8)	72%	(325)	4%	(18)	—	(2)	4%	(18)	7%	(30)	2%	(10)	1%	(4)	5%	(23)	3%	(12)	449

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Table MCSP8: And which type of Super Bowl advertisement would you say is your favorite?

Demographic	Advertisements												Total N
	Political campaign advertisements	Funny advertisements	Sentimental advertisements	Advertisements that make a political statement	Advertisements that promote social justice	Patriotic advertisements	Advertisements that discuss the COVID-19 pandemic (coronavirus)	Advertisements that discuss the 2020 presidential election	Informative advertisements	Don't know / No opinion			
Adults likely to watch Super Bowl	2% (28)	63% (827)	3% (38)	2% (21)	5% (63)	6% (77)	5% (69)	2% (30)	9% (117)	4% (53)		1322	
Community: Urban	2% (10)	49% (255)	2% (9)	2% (11)	7% (37)	7% (39)	8% (42)	3% (18)	16% (82)	3% (18)		521	
Community: Suburban	2% (12)	71% (360)	4% (20)	2% (8)	4% (18)	5% (25)	2% (12)	1% (7)	5% (24)	4% (20)		505	
Community: Rural	2% (6)	71% (211)	3% (9)	1% (3)	3% (8)	5% (13)	5% (15)	2% (5)	4% (11)	5% (15)		297	
Employ: Private Sector	3% (14)	51% (247)	2% (10)	2% (8)	6% (28)	8% (37)	9% (42)	3% (13)	16% (77)	3% (12)		487	
Employ: Government	4% (4)	52% (62)	2% (2)	6% (7)	5% (6)	6% (7)	6% (7)	8% (9)	10% (13)	2% (3)		121	
Employ: Self-Employed	4% (5)	62% (76)	6% (7)	2% (2)	6% (8)	2% (2)	4% (5)	1% (1)	9% (11)	4% (4)		122	
Employ: Homemaker	1% (1)	76% (51)	6% (4)	2% (1)	1% (1)	8% (5)	5% (4)	1% (1)	— (0)	— (0)		67	
Employ: Student	4% (3)	85% (56)	— (0)	— (0)	1% (1)	2% (1)	4% (3)	— (0)	1% (1)	3% (2)		65	
Employ: Retired	— (0)	76% (190)	4% (10)	1% (3)	3% (8)	4% (9)	3% (7)	1% (3)	3% (8)	5% (12)		251	
Employ: Unemployed	1% (1)	77% (108)	1% (1)	— (0)	2% (3)	5% (7)	1% (2)	— (0)	4% (6)	9% (12)		140	
Employ: Other	— (0)	53% (36)	4% (3)	— (0)	13% (9)	12% (8)	— (0)	5% (3)	3% (2)	10% (7)		68	
Military HH: Yes	4% (9)	55% (117)	3% (6)	3% (6)	8% (16)	6% (14)	5% (11)	4% (9)	9% (20)	3% (5)		214	
Military HH: No	2% (19)	64% (710)	3% (32)	1% (15)	4% (46)	6% (63)	5% (58)	2% (21)	9% (97)	4% (47)		1109	
RD/WT: Right Direction	3% (14)	52% (241)	3% (13)	2% (10)	6% (29)	8% (36)	8% (35)	4% (17)	14% (64)	2% (9)		466	
RD/WT: Wrong Track	2% (14)	68% (586)	3% (25)	1% (12)	4% (34)	5% (41)	4% (34)	2% (14)	6% (53)	5% (44)		856	
Trump Job Approve	2% (12)	62% (325)	3% (17)	1% (7)	4% (19)	8% (43)	6% (31)	2% (12)	9% (50)	2% (12)		527	
Trump Job Disapprove	2% (16)	64% (484)	3% (20)	2% (13)	5% (40)	4% (29)	5% (38)	2% (18)	8% (64)	4% (32)		755	
Trump Job Strongly Approve	2% (5)	58% (179)	3% (8)	1% (4)	4% (13)	9% (28)	7% (21)	2% (6)	10% (32)	3% (10)		307	
Trump Job Somewhat Approve	3% (7)	66% (146)	4% (9)	1% (3)	3% (6)	7% (15)	5% (10)	3% (6)	8% (18)	1% (1)		220	
Trump Job Somewhat Disapprove	4% (7)	53% (93)	3% (5)	2% (3)	6% (10)	6% (10)	7% (12)	3% (5)	15% (26)	2% (3)		174	
Trump Job Strongly Disapprove	2% (9)	67% (391)	3% (16)	2% (10)	5% (30)	3% (19)	5% (26)	2% (13)	7% (38)	5% (29)		581	
Favorable of Trump	3% (14)	60% (314)	4% (19)	1% (6)	4% (19)	9% (45)	6% (31)	2% (12)	10% (53)	2% (11)		523	
Unfavorable of Trump	2% (12)	65% (485)	2% (19)	2% (13)	5% (39)	4% (28)	5% (38)	2% (18)	8% (59)	5% (34)		747	
Very Favorable of Trump	2% (6)	56% (177)	4% (12)	1% (4)	4% (13)	9% (29)	7% (22)	2% (8)	11% (35)	3% (10)		316	
Somewhat Favorable of Trump	4% (7)	66% (137)	4% (7)	1% (2)	3% (6)	8% (16)	4% (9)	2% (4)	9% (18)	— (1)		206	
Somewhat Unfavorable of Trump	1% (1)	55% (83)	2% (3)	2% (4)	7% (10)	4% (6)	9% (14)	6% (9)	12% (18)	2% (3)		152	
Very Unfavorable of Trump	2% (11)	68% (402)	3% (15)	2% (10)	5% (29)	4% (21)	4% (24)	2% (10)	7% (41)	5% (31)		595	
#1 Issue: Economy	2% (10)	63% (320)	3% (16)	1% (4)	4% (22)	7% (34)	4% (18)	2% (10)	11% (58)	3% (14)		507	
#1 Issue: Security	2% (3)	56% (76)	1% (2)	2% (2)	5% (7)	10% (14)	6% (8)	2% (3)	15% (20)	1% (1)		135	
#1 Issue: Health Care	1% (2)	64% (173)	3% (9)	2% (4)	6% (17)	3% (8)	9% (25)	3% (9)	6% (15)	3% (9)		271	
#1 Issue: Medicare / Social Security	1% (1)	69% (106)	5% (8)	4% (6)	2% (4)	5% (8)	6% (9)	2% (3)	4% (6)	3% (4)		154	
#1 Issue: Women's Issues	4% (3)	59% (43)	3% (2)	1% (1)	7% (5)	2% (1)	5% (4)	2% (1)	6% (5)	12% (8)		73	
#1 Issue: Education	11% (6)	47% (26)	— (0)	3% (2)	4% (2)	6% (3)	5% (3)	3% (2)	12% (7)	7% (4)		55	
#1 Issue: Energy	— (0)	59% (31)	2% (1)	2% (1)	5% (2)	4% (2)	3% (1)	3% (2)	9% (5)	15% (8)		53	
#1 Issue: Other	4% (3)	70% (52)	2% (1)	2% (1)	5% (3)	9% (7)	— (0)	— (0)	3% (3)	5% (4)		74	
2018 House Vote: Democrat	3% (15)	57% (307)	3% (15)	2% (13)	5% (28)	5% (25)	6% (33)	3% (19)	11% (57)	4% (22)		535	
2018 House Vote: Republican	2% (8)	60% (213)	3% (10)	1% (3)	4% (14)	10% (36)	4% (16)	2% (8)	11% (39)	2% (8)		353	
2016 Vote: Hillary Clinton	1% (7)	59% (298)	3% (15)	2% (10)	6% (28)	5% (25)	6% (31)	3% (15)	11% (58)	4% (20)		507	
2016 Vote: Donald Trump	2% (10)	59% (231)	3% (11)	1% (5)	4% (15)	11% (42)	5% (19)	2% (10)	11% (42)	3% (10)		394	
2016 Vote: Other	8% (5)	73% (44)	6% (4)	— (0)	6% (4)	1% (1)	— (0)	— (0)	— (0)	6% (4)		61	
2016 Vote: Didn't Vote	2% (6)	71% (254)	2% (8)	2% (5)	4% (16)	3% (10)	5% (19)	1% (4)	5% (17)	5% (19)		358	

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Table MCSP8: And which type of Super Bowl advertisement would you say is your favorite?

Demographic	Political campaign advertisements	Funny advertisements	Sentimental advertisements	Advertisements that			Advertisements that discuss the		Informative advertisements	Don't know / No opinion	Total N
				Advertisements that make a political statement	Advertisements that promote social justice	Patriotic advertisements	COVID-19 pandemic (coronavirus)	Advertisements that discuss the 2020 presidential election			
Adults likely to watch Super Bowl	2% (28)	63% (827)	3% (38)	2% (21)	5% (63)	6% (77)	5% (69)	2% (30)	9% (117)	4% (53)	1322
Voted in 2014: Yes	2% (19)	60% (487)	3% (28)	2% (15)	4% (37)	8% (61)	5% (40)	3% (23)	10% (82)	3% (25)	816
Voted in 2014: No	2% (9)	67% (340)	2% (10)	1% (6)	5% (26)	3% (15)	6% (29)	1% (7)	7% (35)	5% (28)	506
2012 Vote: Barack Obama	3% (16)	60% (376)	4% (23)	2% (15)	5% (33)	5% (30)	5% (32)	3% (16)	10% (65)	4% (23)	629
2012 Vote: Mitt Romney	2% (4)	63% (155)	4% (9)	1% (3)	3% (6)	12% (28)	3% (7)	3% (7)	8% (19)	2% (6)	244
2012 Vote: Didn't Vote	2% (8)	66% (277)	2% (6)	1% (4)	5% (23)	4% (16)	6% (26)	2% (7)	8% (33)	5% (23)	422
4-Region: Northeast	3% (7)	58% (149)	3% (8)	3% (7)	6% (16)	5% (13)	7% (19)	2% (6)	10% (26)	3% (8)	258
4-Region: Midwest	1% (3)	76% (198)	1% (3)	— (0)	3% (7)	6% (14)	4% (11)	— (1)	2% (6)	6% (15)	259
4-Region: South	2% (9)	61% (293)	4% (19)	2% (9)	5% (22)	6% (28)	4% (19)	4% (17)	9% (43)	4% (19)	478
4-Region: West	3% (10)	57% (188)	2% (8)	2% (5)	5% (18)	6% (21)	6% (20)	2% (6)	13% (42)	3% (11)	328

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

Table MCSP9: Do you have a more or less favorable impression of companies or organizations that sponsor or advertise with the NFL compared to last year?

Demographic	Much more favorable		Somewhat more favorable		Neither less nor more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	18%	(239)	17%	(223)	46%	(602)	5%	(70)	4%	(47)	11%	(142)	1322
Gender: Male	23%	(170)	19%	(135)	43%	(308)	5%	(39)	4%	(27)	6%	(45)	724
Gender: Female	11%	(69)	15%	(88)	49%	(295)	5%	(31)	3%	(20)	16%	(97)	599
Age: 18-34	21%	(87)	22%	(88)	34%	(137)	6%	(23)	5%	(19)	13%	(53)	406
Age: 35-44	33%	(80)	21%	(51)	33%	(79)	3%	(6)	2%	(4)	8%	(20)	239
Age: 45-64	14%	(64)	13%	(60)	52%	(231)	6%	(28)	4%	(18)	10%	(46)	446
Age: 65+	4%	(8)	11%	(25)	68%	(156)	6%	(13)	3%	(6)	10%	(24)	231
GenZers: 1997-2012	11%	(15)	19%	(25)	39%	(50)	6%	(8)	3%	(4)	22%	(28)	129
Millennials: 1981-1996	28%	(119)	22%	(95)	34%	(144)	4%	(17)	4%	(17)	8%	(35)	427
GenXers: 1965-1980	27%	(92)	16%	(55)	40%	(135)	5%	(18)	2%	(8)	10%	(33)	341
Baby Boomers: 1946-1964	3%	(11)	12%	(47)	64%	(245)	6%	(24)	4%	(16)	10%	(40)	383
PID: Dem (no lean)	24%	(140)	21%	(121)	40%	(231)	3%	(19)	3%	(18)	9%	(55)	584
PID: Ind (no lean)	10%	(38)	10%	(38)	56%	(204)	4%	(14)	4%	(15)	16%	(59)	368
PID: Rep (no lean)	16%	(61)	17%	(63)	45%	(167)	10%	(37)	4%	(14)	8%	(28)	370
PID/Gender: Dem Men	33%	(102)	23%	(71)	33%	(100)	3%	(9)	3%	(9)	5%	(15)	305
PID/Gender: Dem Women	14%	(38)	18%	(51)	47%	(132)	4%	(10)	3%	(9)	14%	(40)	279
PID/Gender: Ind Men	10%	(21)	13%	(28)	56%	(116)	4%	(8)	4%	(9)	12%	(26)	209
PID/Gender: Ind Women	10%	(17)	7%	(10)	55%	(88)	3%	(5)	3%	(5)	21%	(33)	159
PID/Gender: Rep Men	22%	(47)	17%	(36)	44%	(92)	10%	(22)	4%	(9)	2%	(5)	210
PID/Gender: Rep Women	9%	(14)	17%	(27)	47%	(75)	10%	(15)	4%	(6)	14%	(23)	160
Ideo: Liberal (1-3)	24%	(103)	20%	(84)	39%	(165)	3%	(14)	4%	(18)	10%	(41)	426
Ideo: Moderate (4)	13%	(52)	22%	(87)	55%	(222)	3%	(13)	1%	(3)	6%	(26)	403
Ideo: Conservative (5-7)	19%	(71)	12%	(44)	47%	(180)	11%	(40)	5%	(21)	6%	(23)	379
Educ: < College	11%	(88)	13%	(111)	52%	(425)	5%	(44)	4%	(34)	15%	(123)	826
Educ: Bachelors degree	26%	(80)	21%	(63)	40%	(122)	6%	(19)	3%	(8)	4%	(13)	304
Educ: Post-grad	37%	(71)	25%	(48)	29%	(55)	3%	(6)	3%	(6)	3%	(6)	193
Income: Under 50k	12%	(78)	13%	(83)	51%	(333)	5%	(31)	4%	(25)	15%	(99)	649
Income: 50k-100k	18%	(74)	19%	(79)	45%	(182)	6%	(26)	4%	(15)	7%	(30)	406
Income: 100k+	32%	(87)	23%	(60)	32%	(87)	5%	(13)	3%	(7)	5%	(13)	267
Ethnicity: White	18%	(186)	17%	(175)	47%	(484)	6%	(59)	4%	(37)	9%	(90)	1030

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Table MCSP9: Do you have a more or less favorable impression of companies or organizations that sponsor or advertise with the NFL compared to last year?

Demographic	Much more favorable	Somewhat more favorable	Neither less nor more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	18% (239)	17% (223)	46% (602)	5% (70)	4% (47)	11% (142)	1322
Ethnicity: Hispanic	25% (54)	26% (55)	33% (70)	2% (4)	1% (2)	13% (28)	213
Ethnicity: Black	20% (36)	17% (31)	36% (67)	4% (6)	5% (9)	18% (34)	183
Ethnicity: Other	16% (17)	15% (16)	48% (52)	4% (4)	1% (1)	17% (18)	109
All Christian	23% (162)	20% (142)	43% (310)	6% (44)	2% (17)	6% (44)	719
All Non-Christian	30% (24)	24% (20)	31% (25)	4% (3)	7% (5)	5% (4)	82
Agnostic/Nothing in particular	10% (28)	14% (38)	53% (143)	4% (10)	5% (14)	14% (37)	271
Something Else	8% (17)	10% (21)	48% (101)	5% (10)	4% (8)	26% (55)	212
Religious Non-Protestant/Catholic	28% (26)	22% (21)	30% (28)	4% (3)	8% (7)	9% (9)	95
Evangelical	29% (131)	22% (97)	33% (148)	5% (20)	3% (13)	9% (41)	450
Non-Evangelical	9% (40)	12% (55)	58% (259)	7% (33)	2% (9)	12% (52)	449
Community: Urban	34% (176)	20% (106)	30% (154)	4% (21)	3% (17)	9% (47)	521
Community: Suburban	6% (29)	15% (77)	59% (297)	6% (30)	3% (16)	11% (57)	505
Community: Rural	11% (33)	13% (40)	51% (152)	7% (19)	5% (14)	13% (38)	297
Employ: Private Sector	26% (128)	24% (116)	36% (174)	6% (29)	3% (16)	5% (23)	487
Employ: Government	31% (37)	19% (23)	38% (46)	3% (3)	4% (5)	5% (6)	121
Employ: Self-Employed	24% (29)	9% (11)	48% (59)	4% (5)	4% (5)	11% (14)	122
Employ: Homemaker	7% (5)	14% (9)	55% (37)	1% (1)	4% (3)	19% (13)	67
Employ: Student	7% (5)	11% (7)	49% (32)	10% (7)	4% (2)	18% (12)	65
Employ: Retired	6% (15)	9% (23)	65% (163)	5% (12)	4% (11)	12% (29)	251
Employ: Unemployed	7% (9)	21% (30)	45% (63)	8% (12)	2% (3)	17% (24)	140
Employ: Other	16% (11)	5% (3)	44% (30)	2% (1)	3% (2)	31% (21)	68
Military HH: Yes	23% (48)	13% (27)	46% (99)	6% (12)	3% (6)	10% (21)	214
Military HH: No	17% (190)	18% (195)	45% (503)	5% (58)	4% (41)	11% (121)	1109
RD/WT: Right Direction	28% (130)	22% (102)	33% (156)	5% (25)	4% (17)	8% (38)	466
RD/WT: Wrong Track	13% (109)	14% (121)	52% (447)	5% (45)	4% (30)	12% (104)	856
Trump Job Approve	21% (109)	17% (88)	42% (220)	7% (39)	5% (26)	9% (45)	527
Trump Job Disapprove	17% (129)	18% (134)	48% (361)	4% (29)	3% (21)	11% (82)	755

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Table MCSP9: Do you have a more or less favorable impression of companies or organizations that sponsor or advertise with the NFL compared to last year?

Demographic	Much more favorable	Somewhat more favorable	Neither less nor more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	18% (239)	17% (223)	46% (602)	5% (70)	4% (47)	11% (142)	1322
Trump Job Strongly Approve	27% (83)	13% (41)	39% (119)	10% (29)	5% (15)	6% (19)	307
Trump Job Somewhat Approve	12% (26)	21% (46)	46% (100)	5% (10)	5% (11)	12% (26)	220
Trump Job Somewhat Disapprove	10% (18)	34% (60)	39% (67)	7% (12)	2% (3)	8% (14)	174
Trump Job Strongly Disapprove	19% (111)	13% (74)	51% (294)	3% (17)	3% (18)	12% (68)	581
Favorable of Trump	21% (110)	17% (87)	41% (214)	9% (48)	5% (26)	7% (38)	523
Unfavorable of Trump	17% (126)	18% (133)	48% (359)	3% (21)	3% (21)	12% (87)	747
Very Favorable of Trump	26% (82)	16% (50)	36% (115)	10% (32)	6% (18)	6% (20)	316
Somewhat Favorable of Trump	13% (28)	18% (38)	48% (99)	8% (17)	4% (8)	9% (18)	206
Somewhat Unfavorable of Trump	13% (20)	34% (52)	38% (58)	4% (6)	3% (4)	8% (12)	152
Very Unfavorable of Trump	18% (106)	14% (81)	50% (300)	3% (16)	3% (17)	13% (75)	595
#1 Issue: Economy	18% (92)	14% (71)	45% (230)	7% (34)	5% (23)	11% (56)	507
#1 Issue: Security	25% (34)	21% (29)	36% (49)	8% (11)	2% (3)	7% (10)	135
#1 Issue: Health Care	20% (55)	20% (55)	49% (133)	3% (8)	1% (4)	5% (15)	271
#1 Issue: Medicare / Social Security	7% (11)	18% (29)	56% (87)	6% (9)	2% (2)	11% (17)	154
#1 Issue: Women's Issues	24% (18)	12% (8)	30% (22)	4% (3)	6% (4)	25% (18)	73
#1 Issue: Education	19% (11)	29% (16)	35% (19)	6% (3)	1% (0)	10% (5)	55
#1 Issue: Energy	15% (8)	21% (11)	37% (20)	2% (1)	11% (6)	15% (8)	53
#1 Issue: Other	14% (10)	6% (5)	58% (43)	1% (0)	6% (4)	16% (12)	74
2018 House Vote: Democrat	25% (132)	19% (104)	41% (220)	3% (17)	2% (12)	9% (50)	535
2018 House Vote: Republican	19% (67)	14% (51)	45% (158)	9% (34)	6% (20)	7% (24)	353
2016 Vote: Hillary Clinton	25% (126)	20% (102)	40% (201)	3% (17)	1% (6)	11% (53)	507
2016 Vote: Donald Trump	19% (75)	15% (59)	47% (184)	8% (33)	5% (19)	6% (24)	394
2016 Vote: Other	2% (1)	15% (9)	52% (32)	6% (3)	13% (8)	13% (8)	61
2016 Vote: Didn't Vote	10% (36)	15% (52)	51% (184)	5% (16)	4% (14)	16% (56)	358
Voted in 2014: Yes	21% (174)	17% (138)	44% (358)	5% (44)	3% (27)	9% (75)	816
Voted in 2014: No	13% (65)	17% (84)	48% (244)	5% (26)	4% (20)	13% (67)	506
2012 Vote: Barack Obama	21% (132)	19% (118)	44% (279)	3% (18)	2% (16)	11% (67)	629
2012 Vote: Mitt Romney	15% (37)	10% (26)	52% (127)	11% (27)	6% (13)	6% (14)	244
2012 Vote: Didn't Vote	15% (64)	19% (79)	44% (184)	5% (22)	4% (16)	14% (58)	422

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Table MCSP9: Do you have a more or less favorable impression of companies or organizations that sponsor or advertise with the NFL compared to last year?

Demographic	Much more favorable	Somewhat more favorable	Neither less nor more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	18% (239)	17% (223)	46% (602)	5% (70)	4% (47)	11% (142)	1322
4-Region: Northeast	26% (66)	20% (52)	35% (91)	6% (15)	2% (4)	12% (30)	258
4-Region: Midwest	11% (30)	11% (29)	57% (147)	5% (14)	6% (15)	10% (25)	259
4-Region: South	16% (75)	15% (71)	48% (231)	5% (24)	4% (19)	12% (58)	478
4-Region: West	21% (68)	22% (71)	41% (133)	5% (17)	3% (9)	9% (29)	328

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

Table MCSP10: Do you believe the upcoming Super Bowl LV in February 2021 will be more or less political compared to Super Bowl LIV in February 2020?

Demographic	Much more political		Somewhat more political		Neither more nor less political		Somewhat less political		Much less political		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	20%	(259)	28%	(368)	25%	(331)	6%	(77)	11%	(149)	11%	(139)	1322
Gender: Male	22%	(163)	30%	(215)	24%	(170)	7%	(49)	7%	(54)	10%	(73)	724
Gender: Female	16%	(96)	25%	(153)	27%	(161)	5%	(28)	16%	(95)	11%	(66)	599
Age: 18-34	22%	(89)	28%	(115)	25%	(103)	7%	(27)	10%	(42)	7%	(30)	406
Age: 35-44	35%	(83)	26%	(63)	19%	(45)	3%	(7)	9%	(21)	8%	(19)	239
Age: 45-64	15%	(68)	28%	(126)	30%	(132)	6%	(25)	11%	(47)	11%	(48)	446
Age: 65+	8%	(19)	27%	(63)	22%	(51)	7%	(17)	17%	(39)	18%	(42)	231
GenZers: 1997-2012	22%	(29)	21%	(28)	19%	(24)	11%	(14)	20%	(26)	7%	(8)	129
Millennials: 1981-1996	26%	(113)	29%	(124)	25%	(109)	4%	(19)	7%	(30)	8%	(32)	427
GenXers: 1965-1980	21%	(71)	32%	(108)	28%	(94)	3%	(12)	6%	(21)	10%	(34)	341
Baby Boomers: 1946-1964	11%	(43)	25%	(96)	25%	(98)	8%	(29)	17%	(65)	13%	(52)	383
PID: Dem (no lean)	18%	(107)	26%	(152)	28%	(163)	8%	(47)	9%	(53)	11%	(62)	584
PID: Ind (no lean)	13%	(49)	30%	(109)	27%	(98)	4%	(13)	16%	(57)	11%	(41)	368
PID: Rep (no lean)	28%	(102)	29%	(106)	19%	(70)	5%	(17)	10%	(38)	10%	(36)	370
PID/Gender: Dem Men	23%	(71)	26%	(79)	26%	(79)	11%	(33)	4%	(13)	10%	(30)	305
PID/Gender: Dem Women	13%	(37)	26%	(73)	30%	(84)	5%	(14)	14%	(40)	11%	(32)	279
PID/Gender: Ind Men	13%	(26)	34%	(70)	25%	(52)	4%	(8)	14%	(29)	11%	(23)	209
PID/Gender: Ind Women	14%	(23)	25%	(39)	29%	(46)	4%	(6)	17%	(28)	11%	(18)	159
PID/Gender: Rep Men	31%	(65)	31%	(65)	19%	(39)	4%	(9)	5%	(11)	10%	(20)	210
PID/Gender: Rep Women	23%	(37)	26%	(41)	19%	(31)	5%	(9)	17%	(27)	10%	(16)	160
Ideo: Liberal (1-3)	21%	(89)	29%	(124)	22%	(96)	8%	(34)	10%	(41)	10%	(41)	426
Ideo: Moderate (4)	10%	(39)	32%	(128)	34%	(135)	4%	(16)	10%	(39)	12%	(47)	403
Ideo: Conservative (5-7)	30%	(115)	27%	(103)	20%	(75)	5%	(20)	8%	(30)	9%	(35)	379
Educ: < College	16%	(136)	26%	(216)	26%	(217)	6%	(50)	15%	(121)	10%	(86)	826
Educ: Bachelors degree	23%	(69)	30%	(92)	25%	(76)	5%	(16)	6%	(18)	11%	(32)	304
Educ: Post-grad	28%	(54)	31%	(60)	20%	(38)	6%	(11)	5%	(10)	11%	(20)	193
Income: Under 50k	14%	(88)	25%	(160)	28%	(181)	6%	(40)	15%	(100)	12%	(79)	649
Income: 50k-100k	25%	(100)	30%	(120)	24%	(99)	5%	(21)	9%	(35)	8%	(32)	406
Income: 100k+	26%	(71)	33%	(88)	19%	(51)	6%	(16)	5%	(14)	11%	(28)	267
Ethnicity: White	21%	(214)	29%	(295)	24%	(249)	5%	(56)	10%	(106)	11%	(110)	1030

Continued on next page

Table MCSP10: Do you believe the upcoming Super Bowl LV in February 2021 will be more or less political compared to Super Bowl LIV in February 2020?

Demographic	Much more political	Somewhat more political	Neither more nor less political	Somewhat less political	Much less political	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	20% (259)	28% (368)	25% (331)	6% (77)	11% (149)	11% (139)	1322
Ethnicity: Hispanic	24% (50)	30% (64)	23% (49)	6% (12)	14% (30)	3% (7)	213
Ethnicity: Black	19% (35)	26% (48)	24% (45)	8% (14)	15% (27)	7% (14)	183
Ethnicity: Other	9% (10)	22% (24)	34% (37)	7% (7)	14% (15)	14% (15)	109
All Christian	22% (156)	29% (210)	24% (174)	6% (42)	9% (65)	10% (72)	719
All Non-Christian	27% (22)	31% (26)	21% (17)	8% (7)	4% (3)	9% (7)	82
Agnostic/Nothing in particular	15% (40)	28% (76)	29% (78)	4% (12)	13% (36)	11% (29)	271
Something Else	14% (30)	24% (52)	22% (47)	7% (15)	20% (42)	12% (25)	212
Religious Non-Protestant/Catholic	27% (25)	30% (29)	19% (18)	7% (7)	9% (9)	8% (7)	95
Evangelical	26% (116)	24% (107)	22% (98)	7% (33)	11% (50)	10% (46)	450
Non-Evangelical	14% (62)	32% (142)	27% (120)	5% (24)	11% (51)	11% (50)	449
Community: Urban	26% (134)	29% (154)	23% (118)	5% (27)	9% (45)	8% (43)	521
Community: Suburban	14% (71)	26% (131)	30% (152)	7% (35)	12% (61)	11% (54)	505
Community: Rural	18% (53)	28% (83)	21% (61)	5% (15)	14% (42)	14% (42)	297
Employ: Private Sector	26% (128)	31% (151)	26% (129)	4% (21)	5% (23)	7% (36)	487
Employ: Government	23% (28)	33% (40)	23% (28)	9% (11)	7% (9)	4% (5)	121
Employ: Self-Employed	23% (28)	33% (40)	20% (24)	3% (4)	8% (10)	13% (16)	122
Employ: Homemaker	19% (13)	22% (15)	14% (9)	3% (2)	28% (19)	15% (10)	67
Employ: Student	32% (21)	22% (14)	14% (9)	5% (3)	19% (12)	9% (6)	65
Employ: Retired	8% (19)	24% (61)	26% (65)	8% (20)	18% (45)	16% (40)	251
Employ: Unemployed	11% (15)	22% (31)	33% (46)	10% (13)	14% (19)	11% (15)	140
Employ: Other	11% (7)	23% (15)	29% (20)	5% (4)	16% (11)	16% (11)	68
Military HH: Yes	21% (46)	28% (60)	19% (40)	8% (16)	11% (24)	13% (29)	214
Military HH: No	19% (213)	28% (308)	26% (291)	6% (61)	11% (125)	10% (110)	1109
RD/WT: Right Direction	27% (128)	27% (125)	21% (100)	5% (23)	8% (39)	11% (52)	466
RD/WT: Wrong Track	15% (131)	28% (242)	27% (231)	6% (54)	13% (110)	10% (87)	856
Trump Job Approve	26% (137)	28% (147)	22% (116)	5% (25)	9% (49)	10% (53)	527
Trump Job Disapprove	15% (115)	28% (214)	27% (204)	7% (53)	11% (85)	11% (85)	755

Continued on next page

Table MCSP10: Do you believe the upcoming Super Bowl LV in February 2021 will be more or less political compared to Super Bowl LIV in February 2020?

Demographic	Much more political	Somewhat more political	Neither more nor less political	Somewhat less political	Much less political	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	20% (259)	28% (368)	25% (331)	6% (77)	11% (149)	11% (139)	1322
Trump Job Strongly Approve	33% (101)	27% (82)	17% (51)	5% (15)	10% (32)	9% (26)	307
Trump Job Somewhat Approve	17% (37)	29% (65)	29% (65)	5% (10)	8% (17)	12% (27)	220
Trump Job Somewhat Disapprove	8% (15)	33% (57)	27% (48)	6% (10)	14% (24)	12% (21)	174
Trump Job Strongly Disapprove	17% (101)	27% (157)	27% (156)	7% (42)	10% (60)	11% (64)	581
Favorable of Trump	27% (142)	28% (145)	22% (116)	5% (26)	9% (46)	9% (48)	523
Unfavorable of Trump	14% (108)	29% (213)	27% (202)	7% (51)	11% (86)	12% (88)	747
Very Favorable of Trump	32% (100)	28% (89)	17% (55)	5% (16)	10% (33)	7% (23)	316
Somewhat Favorable of Trump	20% (42)	27% (56)	30% (61)	5% (10)	6% (13)	12% (25)	206
Somewhat Unfavorable of Trump	11% (17)	30% (45)	26% (40)	6% (9)	14% (21)	13% (20)	152
Very Unfavorable of Trump	15% (91)	28% (168)	27% (162)	7% (41)	11% (64)	12% (69)	595
#1 Issue: Economy	22% (109)	29% (149)	26% (134)	4% (20)	9% (44)	10% (51)	507
#1 Issue: Security	30% (40)	29% (39)	23% (32)	6% (8)	6% (8)	7% (9)	135
#1 Issue: Health Care	15% (39)	32% (86)	27% (72)	4% (11)	12% (31)	11% (30)	271
#1 Issue: Medicare / Social Security	9% (14)	26% (41)	25% (39)	10% (15)	12% (18)	18% (27)	154
#1 Issue: Women's Issues	28% (20)	18% (13)	15% (11)	9% (6)	24% (17)	7% (5)	73
#1 Issue: Education	25% (14)	19% (10)	19% (11)	12% (7)	6% (3)	19% (11)	55
#1 Issue: Energy	33% (17)	21% (11)	27% (14)	7% (4)	7% (4)	5% (3)	53
#1 Issue: Other	6% (5)	26% (19)	25% (19)	8% (6)	32% (23)	4% (3)	74
2018 House Vote: Democrat	18% (97)	29% (153)	26% (138)	7% (37)	9% (50)	11% (59)	535
2018 House Vote: Republican	27% (95)	29% (102)	20% (71)	5% (17)	9% (30)	11% (38)	353
2016 Vote: Hillary Clinton	17% (84)	29% (149)	26% (130)	7% (38)	10% (52)	11% (54)	507
2016 Vote: Donald Trump	27% (106)	28% (110)	22% (88)	3% (14)	8% (33)	11% (43)	394
2016 Vote: Other	9% (5)	26% (16)	25% (15)	13% (8)	16% (10)	11% (7)	61
2016 Vote: Didn't Vote	18% (64)	26% (93)	27% (96)	5% (18)	15% (54)	10% (34)	358
Voted in 2014: Yes	22% (179)	28% (228)	23% (189)	6% (50)	9% (76)	11% (93)	816
Voted in 2014: No	16% (79)	27% (139)	28% (142)	5% (27)	14% (72)	9% (46)	506
2012 Vote: Barack Obama	17% (106)	27% (172)	28% (176)	7% (44)	9% (57)	12% (73)	629
2012 Vote: Mitt Romney	28% (68)	30% (74)	15% (37)	5% (13)	11% (28)	10% (24)	244
2012 Vote: Didn't Vote	17% (74)	27% (114)	27% (113)	5% (19)	14% (60)	10% (42)	422

Continued on next page

Table MCSP10: Do you believe the upcoming Super Bowl LV in February 2021 will be more or less political compared to Super Bowl LIV in February 2020?

Demographic	Much more political	Somewhat more political	Neither more nor less political	Somewhat less political	Much less political	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	20% (259)	28% (368)	25% (331)	6% (77)	11% (149)	11% (139)	1322
4-Region: Northeast	23% (59)	32% (82)	24% (62)	8% (21)	7% (19)	7% (17)	258
4-Region: Midwest	15% (40)	25% (65)	29% (75)	4% (12)	14% (35)	13% (33)	259
4-Region: South	19% (90)	28% (132)	25% (120)	5% (26)	13% (62)	10% (49)	478
4-Region: West	21% (70)	27% (90)	23% (75)	6% (19)	10% (34)	12% (40)	328

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

**Table MCSP11_1: Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?
 Make political statements**

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	16%	(217)	22%	(294)	23%	(303)	31%	(406)	8%	(102)	1322
Gender: Male	21%	(152)	24%	(176)	20%	(147)	28%	(203)	6%	(47)	724
Gender: Female	11%	(65)	20%	(119)	26%	(156)	34%	(204)	9%	(56)	599
Age: 18-34	23%	(93)	30%	(123)	23%	(92)	15%	(62)	9%	(36)	406
Age: 35-44	29%	(69)	30%	(72)	15%	(36)	16%	(39)	10%	(23)	239
Age: 45-64	9%	(42)	17%	(76)	25%	(109)	42%	(187)	7%	(32)	446
Age: 65+	5%	(13)	10%	(23)	28%	(65)	51%	(118)	5%	(12)	231
GenZers: 1997-2012	25%	(32)	29%	(37)	24%	(30)	10%	(13)	13%	(16)	129
Millennials: 1981-1996	25%	(107)	30%	(129)	19%	(80)	17%	(73)	9%	(36)	427
GenXers: 1965-1980	16%	(55)	23%	(77)	25%	(87)	29%	(97)	7%	(25)	341
Baby Boomers: 1946-1964	5%	(21)	13%	(50)	23%	(87)	52%	(200)	6%	(25)	383
PID: Dem (no lean)	22%	(127)	30%	(175)	25%	(149)	17%	(98)	6%	(35)	584
PID: Ind (no lean)	10%	(35)	19%	(70)	25%	(92)	35%	(128)	12%	(43)	368
PID: Rep (no lean)	15%	(55)	13%	(49)	17%	(62)	49%	(180)	6%	(24)	370
PID/Gender: Dem Men	29%	(88)	33%	(102)	21%	(63)	13%	(40)	4%	(13)	305
PID/Gender: Dem Women	14%	(39)	26%	(73)	31%	(86)	21%	(58)	8%	(22)	279
PID/Gender: Ind Men	10%	(20)	20%	(43)	23%	(48)	35%	(73)	12%	(25)	209
PID/Gender: Ind Women	9%	(15)	17%	(28)	27%	(43)	34%	(55)	12%	(19)	159
PID/Gender: Rep Men	21%	(44)	15%	(32)	17%	(36)	43%	(90)	4%	(9)	210
PID/Gender: Rep Women	7%	(11)	11%	(17)	17%	(27)	57%	(91)	9%	(15)	160
Ideo: Liberal (1-3)	28%	(120)	28%	(117)	22%	(92)	18%	(76)	5%	(21)	426
Ideo: Moderate (4)	11%	(43)	26%	(105)	27%	(111)	29%	(116)	7%	(28)	403
Ideo: Conservative (5-7)	13%	(50)	15%	(57)	17%	(64)	51%	(194)	4%	(14)	379
Educ: < College	11%	(93)	17%	(139)	26%	(211)	36%	(296)	10%	(86)	826
Educ: Bachelors degree	20%	(62)	32%	(96)	18%	(53)	27%	(81)	4%	(12)	304
Educ: Post-grad	32%	(62)	31%	(60)	20%	(38)	15%	(29)	2%	(4)	193
Income: Under 50k	10%	(64)	20%	(128)	27%	(175)	32%	(206)	12%	(76)	649
Income: 50k-100k	19%	(77)	23%	(94)	19%	(78)	34%	(137)	5%	(20)	406
Income: 100k+	28%	(76)	27%	(72)	18%	(49)	24%	(64)	3%	(7)	267
Ethnicity: White	16%	(169)	20%	(208)	23%	(234)	34%	(353)	6%	(66)	1030

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Table MCSP11_1: Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?
Make political statements

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	16%	(217)	22%	(294)	23%	(303)	31%	(406)	8%	(102)	1322
Ethnicity: Hispanic	26%	(55)	30%	(63)	21%	(44)	16%	(35)	7%	(15)	213
Ethnicity: Black	19%	(34)	35%	(64)	19%	(35)	19%	(35)	8%	(15)	183
Ethnicity: Other	12%	(13)	20%	(22)	31%	(34)	17%	(19)	20%	(22)	109
All Christian	18%	(133)	21%	(154)	22%	(161)	33%	(239)	4%	(31)	719
All Non-Christian	24%	(20)	37%	(30)	15%	(12)	16%	(13)	8%	(7)	82
Agnostic/Nothing in particular	12%	(34)	22%	(60)	25%	(67)	27%	(74)	13%	(36)	271
Something Else	11%	(24)	19%	(41)	25%	(54)	33%	(69)	11%	(24)	212
Religious Non-Protestant/Catholic	26%	(25)	33%	(31)	16%	(16)	18%	(17)	7%	(7)	95
Evangelical	22%	(100)	27%	(121)	19%	(84)	27%	(120)	5%	(24)	450
Non-Evangelical	10%	(43)	16%	(70)	27%	(122)	41%	(182)	7%	(32)	449
Community: Urban	25%	(131)	32%	(166)	19%	(98)	19%	(97)	6%	(29)	521
Community: Suburban	11%	(55)	18%	(90)	25%	(128)	39%	(195)	7%	(37)	505
Community: Rural	10%	(30)	13%	(39)	26%	(77)	38%	(114)	12%	(37)	297
Employ: Private Sector	24%	(116)	26%	(128)	18%	(90)	26%	(125)	6%	(29)	487
Employ: Government	21%	(26)	29%	(35)	19%	(23)	27%	(32)	4%	(5)	121
Employ: Self-Employed	12%	(15)	23%	(28)	30%	(36)	28%	(35)	7%	(9)	122
Employ: Homemaker	6%	(4)	5%	(4)	34%	(23)	49%	(33)	6%	(4)	67
Employ: Student	19%	(13)	27%	(17)	26%	(17)	14%	(9)	13%	(9)	65
Employ: Retired	6%	(15)	11%	(28)	28%	(71)	48%	(120)	7%	(17)	251
Employ: Unemployed	16%	(23)	28%	(40)	17%	(23)	25%	(35)	13%	(19)	140
Employ: Other	8%	(6)	22%	(15)	28%	(19)	24%	(17)	17%	(11)	68
Military HH: Yes	21%	(46)	18%	(38)	22%	(48)	35%	(74)	4%	(8)	214
Military HH: No	15%	(171)	23%	(256)	23%	(255)	30%	(332)	8%	(94)	1109
RD/WT: Right Direction	22%	(102)	25%	(118)	23%	(105)	27%	(127)	3%	(14)	466
RD/WT: Wrong Track	13%	(115)	21%	(177)	23%	(197)	33%	(279)	10%	(88)	856
Trump Job Approve	16%	(86)	16%	(83)	20%	(107)	42%	(223)	5%	(28)	527
Trump Job Disapprove	17%	(130)	28%	(208)	24%	(185)	24%	(179)	7%	(53)	755

Continued on next page

Table MCSP11_1: Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?
Make political statements

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	16% (217)	22% (294)	23% (303)	31% (406)	8% (102)	1322
Trump Job Strongly Approve	21% (63)	14% (44)	13% (40)	46% (142)	6% (18)	307
Trump Job Somewhat Approve	10% (23)	18% (39)	30% (66)	37% (81)	5% (10)	220
Trump Job Somewhat Disapprove	13% (23)	32% (56)	23% (40)	26% (45)	6% (11)	174
Trump Job Strongly Disapprove	19% (108)	26% (153)	25% (145)	23% (134)	7% (42)	581
Favorable of Trump	16% (82)	17% (90)	20% (103)	42% (218)	6% (30)	523
Unfavorable of Trump	18% (133)	26% (196)	25% (186)	25% (185)	6% (46)	747
Very Favorable of Trump	19% (59)	15% (49)	13% (43)	45% (142)	8% (25)	316
Somewhat Favorable of Trump	11% (23)	20% (41)	29% (61)	37% (76)	3% (6)	206
Somewhat Unfavorable of Trump	17% (25)	26% (39)	23% (35)	28% (42)	6% (10)	152
Very Unfavorable of Trump	18% (108)	26% (157)	25% (150)	24% (143)	6% (37)	595
#1 Issue: Economy	14% (72)	24% (122)	24% (122)	31% (158)	7% (33)	507
#1 Issue: Security	25% (34)	17% (23)	14% (19)	39% (53)	5% (6)	135
#1 Issue: Health Care	19% (53)	24% (64)	25% (67)	27% (72)	6% (15)	271
#1 Issue: Medicare / Social Security	8% (12)	14% (21)	32% (49)	42% (64)	5% (8)	154
#1 Issue: Women's Issues	20% (14)	27% (20)	22% (16)	14% (10)	17% (13)	73
#1 Issue: Education	21% (11)	38% (21)	17% (9)	11% (6)	13% (7)	55
#1 Issue: Energy	20% (10)	35% (19)	10% (6)	27% (15)	7% (4)	53
#1 Issue: Other	13% (9)	7% (6)	20% (15)	37% (28)	22% (16)	74
2018 House Vote: Democrat	20% (108)	31% (164)	23% (123)	22% (117)	4% (23)	535
2018 House Vote: Republican	17% (60)	13% (44)	17% (58)	49% (174)	5% (16)	353
2016 Vote: Hillary Clinton	20% (100)	32% (164)	23% (117)	21% (104)	4% (22)	507
2016 Vote: Donald Trump	15% (59)	13% (52)	18% (70)	49% (194)	5% (20)	394
2016 Vote: Other	7% (4)	20% (12)	31% (19)	34% (21)	8% (5)	61
2016 Vote: Didn't Vote	15% (54)	18% (66)	27% (97)	24% (88)	15% (54)	358
Voted in 2014: Yes	17% (139)	23% (186)	20% (162)	35% (289)	5% (39)	816
Voted in 2014: No	15% (77)	21% (108)	28% (140)	23% (117)	13% (63)	506
2012 Vote: Barack Obama	18% (115)	27% (169)	24% (151)	26% (167)	4% (28)	629
2012 Vote: Mitt Romney	11% (27)	10% (24)	17% (42)	57% (140)	5% (11)	244
2012 Vote: Didn't Vote	17% (71)	23% (98)	26% (108)	20% (86)	14% (59)	422

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Table MCSP11_1: Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?
Make political statements

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	16%	(217)	22%	(294)	23%	(303)	31%	(406)	8%	(102)	1322
4-Region: Northeast	22%	(56)	28%	(73)	22%	(57)	23%	(60)	5%	(12)	258
4-Region: Midwest	7%	(19)	15%	(39)	23%	(60)	44%	(113)	10%	(27)	259
4-Region: South	17%	(80)	23%	(110)	21%	(102)	30%	(142)	9%	(43)	478
4-Region: West	19%	(62)	22%	(72)	25%	(83)	28%	(92)	6%	(20)	328

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

Table MCSP11_2: Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?
 Promote social justice

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	31%	(408)	29%	(390)	15%	(194)	17%	(227)	8%	(104)	1322
Gender: Male	33%	(236)	32%	(231)	14%	(102)	16%	(116)	5%	(40)	724
Gender: Female	29%	(171)	27%	(159)	15%	(92)	19%	(111)	11%	(65)	599
Age: 18-34	38%	(153)	34%	(136)	12%	(50)	8%	(34)	8%	(32)	406
Age: 35-44	45%	(109)	27%	(65)	9%	(21)	11%	(26)	8%	(18)	239
Age: 45-64	23%	(103)	27%	(122)	18%	(78)	23%	(105)	9%	(39)	446
Age: 65+	18%	(42)	29%	(67)	19%	(44)	27%	(62)	7%	(15)	231
GenZers: 1997-2012	43%	(56)	26%	(33)	11%	(14)	6%	(8)	14%	(18)	129
Millennials: 1981-1996	39%	(166)	35%	(148)	10%	(45)	10%	(41)	6%	(26)	427
GenXers: 1965-1980	29%	(98)	31%	(105)	18%	(61)	13%	(45)	9%	(31)	341
Baby Boomers: 1946-1964	21%	(79)	24%	(92)	17%	(64)	32%	(121)	7%	(27)	383
PID: Dem (no lean)	43%	(252)	34%	(198)	11%	(65)	7%	(38)	5%	(31)	584
PID: Ind (no lean)	23%	(84)	29%	(105)	19%	(70)	17%	(63)	12%	(46)	368
PID: Rep (no lean)	19%	(72)	23%	(86)	16%	(59)	34%	(126)	7%	(28)	370
PID/Gender: Dem Men	47%	(143)	37%	(112)	7%	(22)	6%	(18)	3%	(10)	305
PID/Gender: Dem Women	39%	(109)	31%	(87)	15%	(43)	7%	(20)	8%	(21)	279
PID/Gender: Ind Men	20%	(42)	31%	(64)	21%	(43)	17%	(36)	12%	(24)	209
PID/Gender: Ind Women	27%	(43)	26%	(41)	17%	(27)	17%	(27)	14%	(22)	159
PID/Gender: Rep Men	25%	(52)	26%	(55)	17%	(36)	29%	(61)	3%	(6)	210
PID/Gender: Rep Women	13%	(20)	19%	(31)	14%	(23)	40%	(65)	14%	(22)	160
Ideo: Liberal (1-3)	49%	(209)	33%	(139)	9%	(38)	5%	(20)	4%	(19)	426
Ideo: Moderate (4)	26%	(103)	33%	(133)	20%	(81)	13%	(50)	9%	(36)	403
Ideo: Conservative (5-7)	20%	(74)	23%	(86)	16%	(60)	39%	(147)	3%	(13)	379
Educ: < College	23%	(190)	27%	(224)	17%	(140)	22%	(178)	11%	(93)	826
Educ: Bachelors degree	40%	(121)	32%	(99)	13%	(39)	13%	(39)	2%	(6)	304
Educ: Post-grad	50%	(96)	35%	(67)	8%	(15)	5%	(10)	3%	(5)	193
Income: Under 50k	25%	(159)	29%	(187)	15%	(98)	19%	(124)	12%	(80)	649
Income: 50k-100k	33%	(133)	30%	(122)	15%	(60)	17%	(70)	5%	(21)	406
Income: 100k+	43%	(115)	30%	(80)	13%	(35)	12%	(33)	1%	(3)	267
Ethnicity: White	29%	(298)	28%	(293)	15%	(156)	20%	(206)	8%	(78)	1030

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Table MCSP11_2: Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?
Promote social justice

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	31%	(408)	29%	(390)	15%	(194)	17%	(227)	8%	(104)	1322
Ethnicity: Hispanic	38%	(81)	33%	(70)	16%	(34)	6%	(13)	7%	(15)	213
Ethnicity: Black	42%	(76)	35%	(64)	8%	(15)	8%	(15)	7%	(13)	183
Ethnicity: Other	31%	(34)	29%	(32)	21%	(23)	5%	(6)	13%	(14)	109
All Christian	34%	(245)	29%	(208)	14%	(102)	18%	(133)	4%	(31)	719
All Non-Christian	40%	(33)	33%	(27)	13%	(10)	7%	(6)	7%	(6)	82
Agnostic/Nothing in particular	20%	(54)	36%	(99)	15%	(41)	14%	(38)	14%	(39)	271
Something Else	30%	(63)	22%	(46)	15%	(33)	21%	(46)	11%	(24)	212
Religious Non-Protestant/Catholic	40%	(38)	31%	(29)	14%	(14)	9%	(8)	6%	(6)	95
Evangelical	40%	(182)	28%	(127)	10%	(45)	17%	(75)	4%	(20)	450
Non-Evangelical	25%	(112)	27%	(120)	18%	(81)	22%	(101)	8%	(35)	449
Community: Urban	41%	(215)	33%	(174)	12%	(61)	9%	(45)	5%	(26)	521
Community: Suburban	23%	(117)	32%	(160)	15%	(75)	22%	(109)	9%	(44)	505
Community: Rural	25%	(76)	19%	(56)	19%	(58)	25%	(73)	12%	(35)	297
Employ: Private Sector	37%	(179)	30%	(147)	14%	(67)	15%	(72)	5%	(23)	487
Employ: Government	43%	(52)	30%	(36)	10%	(12)	12%	(14)	6%	(7)	121
Employ: Self-Employed	29%	(35)	28%	(34)	24%	(29)	12%	(14)	8%	(9)	122
Employ: Homemaker	18%	(12)	29%	(20)	13%	(9)	34%	(23)	6%	(4)	67
Employ: Student	37%	(24)	22%	(14)	18%	(12)	9%	(6)	13%	(9)	65
Employ: Retired	20%	(50)	28%	(71)	17%	(44)	26%	(65)	9%	(21)	251
Employ: Unemployed	28%	(39)	35%	(48)	10%	(14)	16%	(22)	12%	(16)	140
Employ: Other	24%	(16)	28%	(19)	11%	(7)	16%	(11)	21%	(14)	68
Military HH: Yes	35%	(74)	27%	(59)	17%	(36)	18%	(39)	3%	(6)	214
Military HH: No	30%	(334)	30%	(331)	14%	(157)	17%	(188)	9%	(98)	1109
RD/WT: Right Direction	35%	(162)	27%	(125)	17%	(81)	17%	(78)	4%	(21)	466
RD/WT: Wrong Track	29%	(246)	31%	(265)	13%	(113)	17%	(149)	10%	(84)	856
Trump Job Approve	21%	(110)	25%	(132)	17%	(90)	30%	(159)	7%	(36)	527
Trump Job Disapprove	39%	(294)	34%	(254)	13%	(96)	9%	(66)	6%	(45)	755

Continued on next page

Table MCSP11_2: Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?
 Promote social justice

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	31%	(408)	29%	(390)	15%	(194)	17%	(227)	8%	(104)	1322
Trump Job Strongly Approve	26%	(79)	18%	(56)	14%	(43)	34%	(105)	7%	(23)	307
Trump Job Somewhat Approve	14%	(30)	34%	(75)	21%	(47)	25%	(54)	6%	(13)	220
Trump Job Somewhat Disapprove	28%	(48)	38%	(67)	17%	(29)	12%	(22)	5%	(8)	174
Trump Job Strongly Disapprove	42%	(246)	32%	(187)	12%	(67)	8%	(45)	6%	(37)	581
Favorable of Trump	21%	(107)	24%	(128)	18%	(94)	30%	(157)	7%	(37)	523
Unfavorable of Trump	39%	(292)	33%	(250)	12%	(92)	9%	(69)	6%	(44)	747
Very Favorable of Trump	23%	(72)	20%	(63)	15%	(47)	34%	(109)	8%	(27)	316
Somewhat Favorable of Trump	17%	(36)	31%	(65)	23%	(48)	23%	(48)	5%	(11)	206
Somewhat Unfavorable of Trump	27%	(40)	40%	(61)	11%	(17)	16%	(25)	6%	(9)	152
Very Unfavorable of Trump	42%	(252)	32%	(189)	13%	(75)	7%	(44)	6%	(35)	595
#1 Issue: Economy	29%	(149)	28%	(144)	15%	(78)	22%	(109)	5%	(27)	507
#1 Issue: Security	32%	(43)	27%	(36)	12%	(17)	22%	(29)	7%	(10)	135
#1 Issue: Health Care	37%	(99)	33%	(88)	16%	(43)	7%	(19)	8%	(22)	271
#1 Issue: Medicare / Social Security	19%	(30)	30%	(46)	17%	(27)	27%	(42)	6%	(9)	154
#1 Issue: Women's Issues	40%	(29)	23%	(17)	5%	(4)	7%	(5)	24%	(18)	73
#1 Issue: Education	37%	(20)	41%	(22)	10%	(6)	4%	(2)	8%	(5)	55
#1 Issue: Energy	36%	(19)	43%	(23)	7%	(4)	12%	(7)	1%	(1)	53
#1 Issue: Other	24%	(18)	18%	(13)	21%	(16)	17%	(13)	19%	(14)	74
2018 House Vote: Democrat	44%	(234)	32%	(173)	12%	(65)	8%	(43)	4%	(21)	535
2018 House Vote: Republican	21%	(73)	24%	(85)	15%	(52)	36%	(127)	4%	(15)	353
2016 Vote: Hillary Clinton	44%	(220)	34%	(172)	12%	(62)	6%	(31)	4%	(20)	507
2016 Vote: Donald Trump	19%	(76)	24%	(93)	16%	(65)	35%	(137)	6%	(23)	394
2016 Vote: Other	23%	(14)	37%	(23)	14%	(9)	18%	(11)	7%	(4)	61
2016 Vote: Didn't Vote	27%	(96)	28%	(102)	16%	(58)	13%	(47)	15%	(55)	358
Voted in 2014: Yes	33%	(270)	28%	(232)	14%	(115)	20%	(164)	4%	(35)	816
Voted in 2014: No	27%	(138)	31%	(158)	15%	(78)	12%	(63)	14%	(70)	506
2012 Vote: Barack Obama	39%	(245)	34%	(211)	13%	(79)	10%	(64)	5%	(30)	629
2012 Vote: Mitt Romney	15%	(36)	21%	(51)	16%	(40)	44%	(106)	4%	(10)	244
2012 Vote: Didn't Vote	28%	(118)	30%	(126)	17%	(71)	12%	(49)	14%	(58)	422

Continued on next page

Table MCSP11_2: Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?
Promote social justice

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	31%	(408)	29%	(390)	15%	(194)	17%	(227)	8%	(104)	1322
4-Region: Northeast	38%	(98)	33%	(85)	11%	(27)	13%	(35)	6%	(14)	258
4-Region: Midwest	21%	(55)	24%	(63)	18%	(47)	23%	(60)	13%	(33)	259
4-Region: South	31%	(146)	29%	(140)	15%	(73)	18%	(85)	7%	(34)	478
4-Region: West	33%	(109)	31%	(102)	14%	(47)	14%	(47)	7%	(22)	328

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

**Table MCSP12_1: Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?
 Make political statements**

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	18% (237)	21% (279)	20% (270)	33% (438)	7% (98)	1322
Gender: Male	22% (160)	23% (165)	19% (140)	30% (220)	5% (39)	724
Gender: Female	13% (77)	19% (114)	22% (129)	36% (218)	10% (60)	599
Age: 18-34	24% (96)	31% (127)	20% (82)	16% (67)	8% (34)	406
Age: 35-44	35% (83)	24% (56)	11% (27)	20% (47)	11% (25)	239
Age: 45-64	10% (47)	17% (76)	21% (96)	44% (195)	7% (32)	446
Age: 65+	5% (11)	8% (19)	28% (65)	56% (129)	3% (7)	231
GenZers: 1997-2012	25% (32)	27% (34)	22% (28)	14% (18)	13% (17)	129
Millennials: 1981-1996	27% (115)	31% (131)	17% (72)	17% (74)	8% (34)	427
GenXers: 1965-1980	19% (65)	22% (74)	19% (66)	32% (109)	8% (26)	341
Baby Boomers: 1946-1964	6% (24)	10% (38)	24% (92)	54% (207)	6% (22)	383
PID: Dem (no lean)	25% (145)	28% (161)	21% (122)	20% (120)	6% (36)	584
PID: Ind (no lean)	10% (38)	17% (62)	26% (96)	35% (128)	12% (43)	368
PID: Rep (no lean)	14% (53)	15% (55)	14% (52)	51% (190)	5% (20)	370
PID/Gender: Dem Men	31% (94)	30% (93)	17% (53)	18% (54)	4% (11)	305
PID/Gender: Dem Women	18% (51)	25% (69)	25% (69)	24% (66)	9% (24)	279
PID/Gender: Ind Men	11% (23)	16% (33)	26% (54)	36% (76)	11% (24)	209
PID/Gender: Ind Women	10% (16)	18% (29)	26% (42)	33% (53)	12% (19)	159
PID/Gender: Rep Men	20% (43)	19% (39)	16% (33)	43% (90)	2% (4)	210
PID/Gender: Rep Women	7% (11)	10% (16)	11% (18)	62% (100)	10% (16)	160
Ideo: Liberal (1-3)	31% (132)	23% (99)	22% (95)	18% (78)	5% (21)	426
Ideo: Moderate (4)	12% (48)	26% (105)	20% (81)	34% (138)	8% (32)	403
Ideo: Conservative (5-7)	14% (51)	14% (53)	18% (66)	53% (200)	2% (8)	379
Educ: < College	12% (102)	18% (147)	21% (173)	39% (322)	10% (82)	826
Educ: Bachelors degree	23% (70)	25% (76)	19% (59)	28% (86)	4% (13)	304
Educ: Post-grad	33% (64)	30% (57)	20% (38)	16% (30)	1% (3)	193
Income: Under 50k	11% (72)	21% (138)	22% (143)	33% (216)	12% (79)	649
Income: 50k-100k	20% (82)	19% (77)	21% (85)	37% (149)	3% (13)	406
Income: 100k+	31% (82)	24% (63)	16% (42)	27% (73)	3% (7)	267
Ethnicity: White	17% (180)	20% (206)	20% (209)	37% (384)	5% (51)	1030

Continued on next page

Table MCSP12_1: Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?
Make political statements

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	18%	(237)	21%	(279)	20%	(270)	33%	(438)	7%	(98)	1322
Ethnicity: Hispanic	27%	(57)	32%	(68)	17%	(37)	16%	(35)	7%	(15)	213
Ethnicity: Black	24%	(44)	30%	(55)	17%	(32)	16%	(29)	13%	(23)	183
Ethnicity: Other	12%	(13)	17%	(18)	26%	(28)	23%	(25)	22%	(24)	109
All Christian	19%	(140)	21%	(151)	21%	(153)	35%	(251)	3%	(24)	719
All Non-Christian	25%	(20)	26%	(21)	24%	(20)	21%	(18)	4%	(3)	82
Agnostic/Nothing in particular	17%	(45)	21%	(58)	19%	(52)	28%	(76)	15%	(40)	271
Something Else	11%	(23)	19%	(40)	19%	(39)	39%	(83)	12%	(26)	212
Religious Non-Protestant/Catholic	27%	(25)	24%	(22)	23%	(22)	23%	(22)	4%	(3)	95
Evangelical	24%	(106)	26%	(118)	16%	(72)	29%	(131)	5%	(23)	450
Non-Evangelical	10%	(46)	15%	(65)	26%	(116)	43%	(194)	6%	(28)	449
Community: Urban	28%	(143)	28%	(145)	21%	(110)	18%	(91)	6%	(31)	521
Community: Suburban	13%	(66)	17%	(83)	21%	(107)	43%	(219)	6%	(30)	505
Community: Rural	9%	(28)	17%	(51)	18%	(53)	43%	(128)	12%	(37)	297
Employ: Private Sector	26%	(127)	25%	(124)	18%	(85)	26%	(125)	5%	(26)	487
Employ: Government	30%	(36)	23%	(28)	19%	(23)	24%	(29)	4%	(5)	121
Employ: Self-Employed	14%	(17)	23%	(28)	25%	(30)	31%	(37)	8%	(9)	122
Employ: Homemaker	7%	(5)	6%	(4)	20%	(14)	57%	(38)	10%	(7)	67
Employ: Student	19%	(12)	23%	(15)	18%	(12)	20%	(13)	20%	(13)	65
Employ: Retired	6%	(14)	9%	(24)	27%	(67)	54%	(136)	4%	(11)	251
Employ: Unemployed	14%	(20)	33%	(46)	15%	(22)	27%	(38)	10%	(15)	140
Employ: Other	9%	(6)	15%	(10)	25%	(17)	32%	(22)	19%	(13)	68
Military HH: Yes	18%	(39)	17%	(36)	23%	(50)	38%	(82)	4%	(8)	214
Military HH: No	18%	(198)	22%	(243)	20%	(220)	32%	(357)	8%	(91)	1109
RD/WT: Right Direction	24%	(114)	24%	(114)	19%	(90)	29%	(136)	3%	(12)	466
RD/WT: Wrong Track	14%	(123)	19%	(166)	21%	(179)	35%	(302)	10%	(86)	856
Trump Job Approve	17%	(89)	17%	(89)	16%	(86)	45%	(238)	4%	(24)	527
Trump Job Disapprove	19%	(147)	25%	(189)	23%	(173)	26%	(196)	7%	(50)	755

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Table MCSP12_1: Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?
 Make political statements

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	18%	(237)	21%	(279)	20%	(270)	33%	(438)	7%	(98)	1322
Trump Job Strongly Approve	20%	(62)	15%	(46)	12%	(36)	47%	(145)	6%	(17)	307
Trump Job Somewhat Approve	12%	(27)	20%	(43)	23%	(51)	42%	(93)	3%	(6)	220
Trump Job Somewhat Disapprove	13%	(22)	32%	(57)	20%	(35)	28%	(50)	6%	(11)	174
Trump Job Strongly Disapprove	21%	(125)	23%	(133)	24%	(138)	25%	(146)	7%	(39)	581
Favorable of Trump	17%	(87)	18%	(94)	16%	(83)	45%	(233)	5%	(26)	523
Unfavorable of Trump	20%	(146)	24%	(180)	23%	(174)	27%	(201)	6%	(45)	747
Very Favorable of Trump	18%	(58)	16%	(52)	12%	(37)	46%	(146)	8%	(24)	316
Somewhat Favorable of Trump	14%	(29)	20%	(42)	22%	(46)	42%	(87)	1%	(2)	206
Somewhat Unfavorable of Trump	13%	(20)	31%	(47)	23%	(35)	28%	(42)	5%	(8)	152
Very Unfavorable of Trump	21%	(127)	22%	(133)	23%	(139)	27%	(159)	6%	(37)	595
#1 Issue: Economy	17%	(85)	23%	(115)	21%	(104)	34%	(174)	6%	(28)	507
#1 Issue: Security	28%	(37)	26%	(36)	6%	(9)	34%	(46)	5%	(7)	135
#1 Issue: Health Care	21%	(56)	19%	(51)	24%	(65)	30%	(82)	6%	(16)	271
#1 Issue: Medicare / Social Security	8%	(13)	14%	(21)	29%	(45)	44%	(68)	5%	(7)	154
#1 Issue: Women's Issues	20%	(15)	24%	(18)	15%	(11)	18%	(13)	23%	(17)	73
#1 Issue: Education	21%	(11)	31%	(17)	27%	(15)	11%	(6)	11%	(6)	55
#1 Issue: Energy	21%	(11)	30%	(16)	14%	(7)	26%	(14)	9%	(5)	53
#1 Issue: Other	11%	(8)	8%	(6)	19%	(14)	47%	(35)	16%	(12)	74
2018 House Vote: Democrat	24%	(130)	24%	(130)	23%	(123)	24%	(129)	4%	(24)	535
2018 House Vote: Republican	17%	(59)	15%	(54)	11%	(40)	53%	(186)	4%	(13)	353
2016 Vote: Hillary Clinton	23%	(116)	27%	(135)	24%	(119)	23%	(114)	4%	(22)	507
2016 Vote: Donald Trump	15%	(60)	15%	(58)	14%	(56)	52%	(204)	4%	(17)	394
2016 Vote: Other	14%	(9)	15%	(9)	24%	(14)	38%	(23)	9%	(6)	61
2016 Vote: Didn't Vote	14%	(52)	22%	(78)	22%	(80)	27%	(97)	15%	(52)	358
Voted in 2014: Yes	20%	(164)	20%	(162)	18%	(150)	37%	(304)	4%	(35)	816
Voted in 2014: No	14%	(72)	23%	(117)	24%	(119)	26%	(134)	13%	(64)	506
2012 Vote: Barack Obama	22%	(141)	22%	(141)	22%	(142)	28%	(176)	5%	(30)	629
2012 Vote: Mitt Romney	11%	(28)	11%	(26)	12%	(30)	63%	(153)	3%	(6)	244
2012 Vote: Didn't Vote	15%	(62)	26%	(111)	23%	(96)	23%	(96)	14%	(57)	422

Continued on next page

Table MCSP12_1: Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?
Make political statements

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	18%	(237)	21%	(279)	20%	(270)	33%	(438)	7%	(98)	1322
4-Region: Northeast	24%	(62)	24%	(61)	21%	(54)	27%	(69)	5%	(13)	258
4-Region: Midwest	8%	(22)	13%	(33)	24%	(62)	46%	(119)	9%	(22)	259
4-Region: South	18%	(84)	22%	(105)	20%	(97)	32%	(154)	8%	(37)	478
4-Region: West	21%	(69)	25%	(80)	17%	(56)	29%	(96)	8%	(26)	328

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

**Table MCSP12_2: Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?
 Promote social justice**

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	28%	(371)	29%	(378)	13%	(173)	22%	(291)	8%	(109)	1322
Gender: Male	29%	(211)	31%	(223)	13%	(91)	22%	(159)	6%	(40)	724
Gender: Female	27%	(160)	26%	(155)	14%	(83)	22%	(132)	12%	(69)	599
Age: 18-34	36%	(144)	34%	(139)	11%	(46)	11%	(46)	8%	(31)	406
Age: 35-44	43%	(103)	24%	(59)	11%	(26)	12%	(30)	9%	(22)	239
Age: 45-64	21%	(92)	26%	(116)	13%	(60)	31%	(137)	9%	(41)	446
Age: 65+	13%	(31)	28%	(64)	18%	(42)	34%	(78)	7%	(16)	231
GenZers: 1997-2012	38%	(49)	34%	(44)	10%	(13)	8%	(10)	11%	(14)	129
Millennials: 1981-1996	37%	(158)	31%	(133)	12%	(50)	13%	(54)	7%	(31)	427
GenXers: 1965-1980	28%	(96)	29%	(99)	14%	(47)	20%	(68)	9%	(31)	341
Baby Boomers: 1946-1964	16%	(62)	23%	(88)	15%	(57)	37%	(142)	9%	(33)	383
PID: Dem (no lean)	41%	(238)	31%	(181)	10%	(58)	11%	(64)	7%	(44)	584
PID: Ind (no lean)	20%	(73)	30%	(111)	18%	(66)	21%	(75)	12%	(43)	368
PID: Rep (no lean)	16%	(61)	23%	(86)	13%	(50)	41%	(152)	6%	(23)	370
PID/Gender: Dem Men	45%	(138)	33%	(100)	8%	(23)	12%	(36)	3%	(8)	305
PID/Gender: Dem Women	36%	(99)	29%	(81)	13%	(35)	10%	(28)	13%	(36)	279
PID/Gender: Ind Men	13%	(28)	33%	(69)	20%	(42)	21%	(44)	12%	(26)	209
PID/Gender: Ind Women	28%	(45)	27%	(42)	15%	(24)	19%	(31)	11%	(17)	159
PID/Gender: Rep Men	21%	(45)	26%	(54)	12%	(26)	38%	(79)	3%	(6)	210
PID/Gender: Rep Women	10%	(16)	20%	(32)	15%	(24)	45%	(73)	10%	(16)	160
Ideo: Liberal (1-3)	46%	(194)	33%	(140)	8%	(35)	8%	(36)	5%	(21)	426
Ideo: Moderate (4)	20%	(83)	36%	(146)	16%	(63)	18%	(71)	10%	(41)	403
Ideo: Conservative (5-7)	19%	(73)	19%	(72)	14%	(55)	43%	(165)	4%	(14)	379
Educ: < College	21%	(171)	26%	(215)	15%	(128)	26%	(219)	11%	(93)	826
Educ: Bachelors degree	35%	(107)	31%	(96)	10%	(32)	18%	(55)	5%	(14)	304
Educ: Post-grad	48%	(92)	35%	(67)	7%	(14)	9%	(17)	1%	(3)	193
Income: Under 50k	22%	(140)	28%	(182)	16%	(101)	22%	(143)	13%	(82)	649
Income: 50k-100k	30%	(121)	28%	(114)	12%	(47)	25%	(102)	5%	(22)	406
Income: 100k+	41%	(109)	31%	(82)	10%	(26)	17%	(46)	2%	(5)	267
Ethnicity: White	27%	(273)	27%	(282)	14%	(141)	25%	(262)	7%	(72)	1030

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Table MCSP12_2: Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?
Promote social justice

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	28%	(371)	29%	(378)	13%	(173)	22%	(291)	8%	(109)	1322
Ethnicity: Hispanic	37%	(78)	37%	(80)	8%	(16)	13%	(29)	5%	(11)	213
Ethnicity: Black	40%	(73)	30%	(56)	11%	(20)	7%	(12)	12%	(22)	183
Ethnicity: Other	22%	(24)	37%	(40)	11%	(12)	15%	(17)	14%	(15)	109
All Christian	29%	(206)	31%	(220)	12%	(85)	24%	(171)	5%	(38)	719
All Non-Christian	45%	(37)	27%	(22)	16%	(13)	9%	(7)	4%	(3)	82
Agnostic/Nothing in particular	21%	(57)	32%	(87)	14%	(38)	19%	(52)	14%	(37)	271
Something Else	30%	(63)	18%	(38)	14%	(29)	26%	(54)	13%	(27)	212
Religious Non-Protestant/Catholic	44%	(42)	25%	(24)	17%	(16)	11%	(10)	3%	(3)	95
Evangelical	38%	(172)	28%	(126)	9%	(42)	19%	(87)	5%	(23)	450
Non-Evangelical	19%	(85)	28%	(127)	15%	(66)	29%	(129)	9%	(42)	449
Community: Urban	40%	(207)	34%	(178)	10%	(53)	11%	(58)	5%	(24)	521
Community: Suburban	22%	(112)	29%	(144)	12%	(61)	29%	(145)	8%	(42)	505
Community: Rural	17%	(52)	19%	(56)	20%	(58)	29%	(87)	14%	(43)	297
Employ: Private Sector	34%	(166)	28%	(137)	12%	(56)	20%	(96)	7%	(32)	487
Employ: Government	41%	(49)	30%	(36)	9%	(11)	16%	(20)	4%	(5)	121
Employ: Self-Employed	30%	(37)	33%	(40)	13%	(15)	15%	(19)	9%	(11)	122
Employ: Homemaker	16%	(11)	18%	(12)	15%	(10)	40%	(27)	11%	(7)	67
Employ: Student	30%	(20)	35%	(23)	11%	(7)	9%	(6)	15%	(10)	65
Employ: Retired	14%	(36)	28%	(70)	15%	(39)	34%	(85)	9%	(22)	251
Employ: Unemployed	25%	(35)	33%	(46)	16%	(23)	17%	(23)	9%	(13)	140
Employ: Other	25%	(17)	21%	(14)	17%	(12)	22%	(15)	15%	(10)	68
Military HH: Yes	31%	(66)	25%	(54)	13%	(28)	27%	(57)	4%	(9)	214
Military HH: No	28%	(305)	29%	(324)	13%	(146)	21%	(234)	9%	(100)	1109
RD/WT: Right Direction	34%	(158)	30%	(140)	13%	(61)	19%	(91)	4%	(16)	466
RD/WT: Wrong Track	25%	(213)	28%	(238)	13%	(112)	23%	(200)	11%	(93)	856
Trump Job Approve	19%	(100)	23%	(124)	15%	(77)	37%	(197)	5%	(28)	527
Trump Job Disapprove	35%	(267)	33%	(248)	12%	(90)	12%	(92)	8%	(59)	755

Continued on next page

Table MCSP12_2: Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?
 Promote social justice

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	28% (371)	29% (378)	13% (173)	22% (291)	8% (109)	1322
Trump Job Strongly Approve	23% (70)	20% (60)	11% (33)	43% (132)	4% (12)	307
Trump Job Somewhat Approve	14% (31)	29% (63)	20% (45)	30% (65)	7% (16)	220
Trump Job Somewhat Disapprove	22% (38)	46% (81)	10% (17)	14% (25)	8% (14)	174
Trump Job Strongly Disapprove	39% (229)	29% (167)	12% (72)	12% (67)	8% (46)	581
Favorable of Trump	18% (95)	24% (126)	14% (74)	37% (196)	6% (32)	523
Unfavorable of Trump	36% (268)	32% (240)	12% (90)	12% (92)	8% (57)	747
Very Favorable of Trump	19% (59)	23% (72)	11% (34)	42% (133)	6% (18)	316
Somewhat Favorable of Trump	17% (36)	26% (55)	20% (40)	30% (63)	6% (13)	206
Somewhat Unfavorable of Trump	21% (32)	43% (65)	11% (17)	17% (26)	8% (12)	152
Very Unfavorable of Trump	40% (236)	29% (175)	12% (73)	11% (66)	8% (45)	595
#1 Issue: Economy	27% (136)	25% (128)	16% (79)	25% (128)	7% (36)	507
#1 Issue: Security	29% (39)	30% (41)	11% (15)	23% (32)	6% (9)	135
#1 Issue: Health Care	35% (95)	30% (82)	10% (28)	14% (39)	10% (27)	271
#1 Issue: Medicare / Social Security	16% (24)	27% (41)	20% (31)	30% (46)	8% (13)	154
#1 Issue: Women's Issues	36% (26)	39% (28)	1% (1)	7% (5)	17% (13)	73
#1 Issue: Education	33% (18)	40% (22)	11% (6)	8% (4)	8% (5)	55
#1 Issue: Energy	33% (17)	42% (22)	5% (3)	17% (9)	3% (2)	53
#1 Issue: Other	22% (16)	17% (13)	15% (11)	39% (29)	7% (6)	74
2018 House Vote: Democrat	41% (219)	30% (162)	10% (54)	13% (69)	6% (32)	535
2018 House Vote: Republican	18% (63)	23% (82)	14% (48)	42% (147)	4% (14)	353
2016 Vote: Hillary Clinton	42% (210)	32% (160)	11% (58)	10% (48)	6% (30)	507
2016 Vote: Donald Trump	17% (68)	22% (89)	15% (57)	43% (170)	3% (11)	394
2016 Vote: Other	18% (11)	21% (13)	20% (12)	32% (19)	9% (5)	61
2016 Vote: Didn't Vote	23% (81)	33% (116)	13% (46)	15% (53)	17% (61)	358
Voted in 2014: Yes	30% (248)	26% (212)	13% (103)	26% (216)	4% (36)	816
Voted in 2014: No	24% (123)	33% (166)	14% (70)	15% (75)	14% (73)	506
2012 Vote: Barack Obama	36% (227)	30% (191)	12% (75)	15% (94)	7% (42)	629
2012 Vote: Mitt Romney	14% (33)	19% (46)	14% (35)	52% (126)	2% (4)	244
2012 Vote: Didn't Vote	24% (103)	33% (140)	14% (60)	14% (61)	14% (58)	422

Continued on next page

Table MCSP12_2: Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?
Promote social justice

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	28% (371)	29% (378)	13% (173)	22% (291)	8% (109)	1322
4-Region: Northeast	35% (90)	30% (79)	10% (27)	18% (45)	7% (17)	258
4-Region: Midwest	19% (49)	25% (64)	15% (40)	29% (75)	12% (31)	259
4-Region: South	30% (141)	26% (124)	14% (67)	22% (103)	9% (42)	478
4-Region: West	28% (91)	34% (111)	12% (39)	21% (68)	6% (20)	328

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

Table MCSP13: Which of the following statements comes closest to your view even if neither is exactly right?

Demographic	I believe corporations should make statements on political and cultural issues during entertainment events like the Super Bowl		I prefer that corporations NOT make statements on political and cultural issues during entertainment events like the Super Bowl		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults likely to watch Super Bowl	32%	(419)	55%	(732)	13%	(171)	1322
Gender: Male	36%	(257)	53%	(383)	12%	(84)	724
Gender: Female	27%	(162)	58%	(350)	14%	(87)	599
Age: 18-34	44%	(179)	37%	(150)	19%	(78)	406
Age: 35-44	50%	(121)	37%	(88)	13%	(31)	239
Age: 45-64	21%	(96)	69%	(307)	10%	(43)	446
Age: 65+	10%	(24)	81%	(187)	8%	(19)	231
GenZers: 1997-2012	42%	(54)	33%	(43)	25%	(32)	129
Millennials: 1981-1996	47%	(200)	37%	(157)	16%	(70)	427
GenXers: 1965-1980	35%	(121)	57%	(194)	7%	(26)	341
Baby Boomers: 1946-1964	12%	(44)	77%	(295)	11%	(44)	383
PID: Dem (no lean)	44%	(259)	42%	(245)	14%	(80)	584
PID: Ind (no lean)	22%	(80)	62%	(229)	16%	(58)	368
PID: Rep (no lean)	22%	(80)	70%	(258)	9%	(32)	370
PID/Gender: Dem Men	51%	(157)	35%	(107)	14%	(42)	305
PID/Gender: Dem Women	37%	(102)	50%	(139)	14%	(38)	279
PID/Gender: Ind Men	20%	(42)	65%	(137)	14%	(30)	209
PID/Gender: Ind Women	24%	(38)	58%	(92)	18%	(29)	159
PID/Gender: Rep Men	28%	(58)	66%	(139)	6%	(12)	210
PID/Gender: Rep Women	14%	(22)	74%	(119)	12%	(20)	160
Ideo: Liberal (1-3)	50%	(213)	37%	(156)	13%	(57)	426
Ideo: Moderate (4)	28%	(111)	62%	(251)	10%	(41)	403
Ideo: Conservative (5-7)	20%	(75)	73%	(278)	7%	(27)	379
Educ: < College	22%	(180)	62%	(514)	16%	(131)	826
Educ: Bachelors degree	40%	(122)	50%	(152)	10%	(30)	304
Educ: Post-grad	61%	(117)	35%	(67)	5%	(9)	193

Continued on next page

Table MCSP13: Which of the following statements comes closest to your view even if neither is exactly right?

Demographic	I believe corporations should make statements on political and cultural issues during entertainment events like the Super Bowl		I prefer that corporations NOT make statements on political and cultural issues during entertainment events like the Super Bowl		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults likely to watch Super Bowl	32%	(419)	55%	(732)	13%	(171)	1322
Income: Under 50k	24%	(153)	58%	(374)	19%	(121)	649
Income: 50k-100k	33%	(133)	60%	(242)	8%	(31)	406
Income: 100k+	49%	(132)	43%	(116)	7%	(19)	267
Ethnicity: White	31%	(323)	58%	(594)	11%	(113)	1030
Ethnicity: Hispanic	43%	(92)	43%	(91)	14%	(30)	213
Ethnicity: Black	41%	(75)	44%	(80)	15%	(28)	183
Ethnicity: Other	19%	(21)	53%	(58)	27%	(30)	109
All Christian	32%	(231)	60%	(433)	8%	(54)	719
All Non-Christian	52%	(42)	42%	(35)	6%	(5)	82
Agnostic/Nothing in particular	33%	(88)	49%	(133)	18%	(49)	271
Something Else	23%	(49)	54%	(114)	23%	(49)	212
Religious Non-Protestant/Catholic	46%	(44)	45%	(43)	9%	(8)	95
Evangelical	38%	(172)	50%	(224)	12%	(54)	450
Non-Evangelical	22%	(99)	68%	(305)	10%	(45)	449
Community: Urban	48%	(252)	42%	(221)	9%	(47)	521
Community: Suburban	23%	(115)	62%	(315)	15%	(75)	505
Community: Rural	18%	(52)	66%	(197)	16%	(48)	297
Employ: Private Sector	42%	(205)	47%	(231)	11%	(51)	487
Employ: Government	51%	(61)	43%	(52)	6%	(7)	121
Employ: Self-Employed	28%	(34)	61%	(75)	11%	(13)	122
Employ: Homemaker	18%	(12)	72%	(48)	10%	(7)	67
Employ: Student	31%	(20)	44%	(29)	25%	(16)	65
Employ: Retired	12%	(30)	79%	(198)	9%	(23)	251
Employ: Unemployed	29%	(41)	43%	(61)	28%	(39)	140
Employ: Other	23%	(16)	57%	(39)	20%	(14)	68
Military HH: Yes	33%	(70)	60%	(129)	7%	(14)	214
Military HH: No	31%	(349)	54%	(603)	14%	(156)	1109

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Table MCSP13: Which of the following statements comes closest to your view even if neither is exactly right?

Demographic	I believe corporations should make statements on political and cultural issues during entertainment events like the Super Bowl		I prefer that corporations NOT make statements on political and cultural issues during entertainment events like the Super Bowl		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults likely to watch Super Bowl	32%	(419)	55%	(732)	13%	(171)	1322
RD/WT: Right Direction	39%	(182)	54%	(252)	7%	(32)	466
RD/WT: Wrong Track	28%	(237)	56%	(481)	16%	(138)	856
Trump Job Approve	26%	(136)	67%	(353)	7%	(38)	527
Trump Job Disapprove	36%	(275)	50%	(374)	14%	(106)	755
Trump Job Strongly Approve	28%	(85)	66%	(201)	7%	(20)	307
Trump Job Somewhat Approve	23%	(50)	69%	(151)	8%	(18)	220
Trump Job Somewhat Disapprove	32%	(55)	53%	(93)	15%	(26)	174
Trump Job Strongly Disapprove	38%	(219)	48%	(281)	14%	(80)	581
Favorable of Trump	25%	(133)	68%	(355)	7%	(34)	523
Unfavorable of Trump	36%	(271)	49%	(368)	14%	(108)	747
Very Favorable of Trump	27%	(85)	67%	(213)	6%	(18)	316
Somewhat Favorable of Trump	23%	(48)	69%	(142)	8%	(16)	206
Somewhat Unfavorable of Trump	38%	(57)	50%	(76)	12%	(18)	152
Very Unfavorable of Trump	36%	(214)	49%	(292)	15%	(89)	595
#1 Issue: Economy	31%	(157)	58%	(293)	11%	(57)	507
#1 Issue: Security	29%	(40)	58%	(79)	12%	(16)	135
#1 Issue: Health Care	38%	(104)	51%	(139)	10%	(28)	271
#1 Issue: Medicare / Social Security	18%	(28)	69%	(106)	13%	(20)	154
#1 Issue: Women's Issues	48%	(35)	34%	(25)	18%	(13)	73
#1 Issue: Education	39%	(22)	44%	(24)	16%	(9)	55
#1 Issue: Energy	39%	(20)	43%	(23)	18%	(10)	53
#1 Issue: Other	18%	(14)	58%	(43)	23%	(17)	74
2018 House Vote: Democrat	44%	(237)	45%	(239)	11%	(59)	535
2018 House Vote: Republican	23%	(81)	71%	(252)	6%	(20)	353

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Table MCSP13: Which of the following statements comes closest to your view even if neither is exactly right?

Demographic	I believe corporations should make statements on political and cultural issues during entertainment events like the Super Bowl		I prefer that corporations NOT make statements on political and cultural issues during entertainment events like the Super Bowl		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults likely to watch Super Bowl	32%	(419)	55%	(732)	13%	(171)	1322
2016 Vote: Hillary Clinton	43%	(218)	45%	(228)	12%	(60)	507
2016 Vote: Donald Trump	24%	(96)	71%	(280)	5%	(19)	394
2016 Vote: Other	17%	(10)	70%	(43)	13%	(8)	61
2016 Vote: Didn't Vote	26%	(93)	51%	(182)	23%	(83)	358
Voted in 2014: Yes	34%	(274)	57%	(465)	9%	(77)	816
Voted in 2014: No	29%	(145)	53%	(267)	19%	(94)	506
2012 Vote: Barack Obama	39%	(245)	50%	(314)	11%	(70)	629
2012 Vote: Mitt Romney	15%	(37)	79%	(193)	6%	(14)	244
2012 Vote: Didn't Vote	31%	(132)	49%	(208)	19%	(81)	422
4-Region: Northeast	41%	(105)	48%	(124)	11%	(29)	258
4-Region: Midwest	21%	(55)	68%	(176)	11%	(28)	259
4-Region: South	31%	(149)	54%	(259)	15%	(69)	478
4-Region: West	34%	(110)	53%	(173)	14%	(45)	328

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

Table MCSP14_1: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?

Civil rights

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	38% (506)	28% (367)	10% (137)	10% (130)	14% (182)	1322
Gender: Male	38% (277)	29% (210)	10% (74)	9% (68)	13% (95)	724
Gender: Female	38% (229)	26% (157)	10% (63)	10% (63)	15% (87)	599
Age: 18-34	44% (179)	30% (124)	8% (32)	4% (15)	14% (56)	406
Age: 35-44	49% (117)	26% (63)	8% (18)	6% (15)	11% (26)	239
Age: 45-64	34% (153)	28% (124)	13% (58)	12% (54)	13% (57)	446
Age: 65+	25% (57)	25% (57)	12% (28)	20% (46)	18% (43)	231
GenZers: 1997-2012	41% (53)	30% (39)	8% (10)	2% (2)	19% (25)	129
Millennials: 1981-1996	47% (202)	28% (119)	8% (33)	5% (21)	12% (52)	427
GenXers: 1965-1980	38% (129)	34% (114)	12% (41)	7% (25)	9% (32)	341
Baby Boomers: 1946-1964	30% (115)	22% (85)	12% (45)	19% (73)	17% (64)	383
PID: Dem (no lean)	50% (295)	29% (170)	7% (42)	3% (16)	10% (61)	584
PID: Ind (no lean)	29% (106)	30% (110)	13% (47)	10% (36)	19% (68)	368
PID: Rep (no lean)	28% (105)	23% (87)	13% (47)	21% (79)	14% (53)	370
PID/Gender: Dem Men	52% (157)	30% (93)	7% (22)	1% (4)	10% (29)	305
PID/Gender: Dem Women	49% (137)	28% (77)	7% (20)	4% (12)	11% (32)	279
PID/Gender: Ind Men	29% (60)	29% (60)	13% (26)	11% (23)	19% (40)	209
PID/Gender: Ind Women	29% (46)	32% (50)	13% (21)	8% (13)	18% (29)	159
PID/Gender: Rep Men	28% (59)	27% (57)	12% (26)	20% (41)	13% (26)	210
PID/Gender: Rep Women	28% (46)	19% (30)	13% (21)	23% (38)	16% (26)	160
Ideo: Liberal (1-3)	58% (246)	24% (101)	7% (31)	3% (13)	8% (35)	426
Ideo: Moderate (4)	31% (124)	37% (149)	13% (51)	7% (28)	13% (52)	403
Ideo: Conservative (5-7)	28% (105)	23% (86)	12% (45)	23% (86)	15% (57)	379
Educ: < College	33% (276)	24% (202)	12% (97)	11% (93)	19% (159)	826
Educ: Bachelors degree	43% (129)	33% (99)	10% (29)	10% (29)	6% (17)	304
Educ: Post-grad	52% (101)	34% (66)	6% (11)	5% (9)	3% (6)	193
Income: Under 50k	35% (229)	25% (162)	11% (74)	10% (63)	19% (121)	649
Income: 50k-100k	38% (154)	30% (123)	7% (30)	13% (53)	11% (46)	406
Income: 100k+	46% (123)	31% (83)	12% (32)	5% (14)	6% (15)	267
Ethnicity: White	36% (375)	28% (292)	10% (106)	11% (115)	14% (143)	1030

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Table MCSP14_1: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Civil rights

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	38%	(506)	28%	(367)	10%	(137)	10%	(130)	14%	(182)	1322
Ethnicity: Hispanic	50%	(107)	27%	(57)	15%	(33)	1%	(2)	7%	(14)	213
Ethnicity: Black	47%	(86)	23%	(42)	10%	(18)	7%	(13)	12%	(23)	183
Ethnicity: Other	41%	(45)	30%	(33)	11%	(12)	2%	(2)	15%	(16)	109
All Christian	38%	(270)	30%	(216)	11%	(76)	12%	(84)	10%	(73)	719
All Non-Christian	60%	(49)	27%	(22)	5%	(4)	3%	(2)	5%	(4)	82
Agnostic/Nothing in particular	37%	(99)	27%	(74)	12%	(34)	6%	(17)	17%	(47)	271
Something Else	34%	(72)	22%	(46)	10%	(21)	11%	(23)	24%	(50)	212
Religious Non-Protestant/Catholic	55%	(52)	25%	(23)	8%	(8)	8%	(7)	5%	(4)	95
Evangelical	42%	(189)	30%	(137)	8%	(35)	10%	(44)	10%	(45)	450
Non-Evangelical	32%	(144)	26%	(115)	12%	(54)	13%	(58)	17%	(77)	449
Community: Urban	48%	(251)	30%	(156)	7%	(39)	6%	(32)	8%	(44)	521
Community: Suburban	32%	(161)	28%	(141)	13%	(63)	11%	(54)	17%	(85)	505
Community: Rural	32%	(94)	24%	(70)	12%	(35)	15%	(45)	18%	(53)	297
Employ: Private Sector	45%	(218)	29%	(142)	9%	(43)	8%	(39)	9%	(45)	487
Employ: Government	38%	(45)	35%	(42)	8%	(9)	10%	(12)	11%	(13)	121
Employ: Self-Employed	31%	(38)	28%	(34)	18%	(22)	6%	(7)	17%	(21)	122
Employ: Homemaker	19%	(13)	40%	(27)	10%	(7)	17%	(11)	14%	(10)	67
Employ: Student	53%	(35)	27%	(18)	1%	(1)	—	(0)	18%	(12)	65
Employ: Retired	28%	(71)	25%	(63)	11%	(28)	15%	(39)	20%	(50)	251
Employ: Unemployed	40%	(56)	23%	(33)	12%	(16)	10%	(15)	15%	(21)	140
Employ: Other	43%	(29)	14%	(10)	15%	(10)	10%	(7)	17%	(12)	68
Military HH: Yes	37%	(80)	23%	(49)	12%	(26)	16%	(34)	12%	(26)	214
Military HH: No	38%	(426)	29%	(318)	10%	(111)	9%	(97)	14%	(157)	1109
RD/WT: Right Direction	39%	(182)	29%	(137)	11%	(51)	11%	(50)	10%	(46)	466
RD/WT: Wrong Track	38%	(324)	27%	(230)	10%	(85)	9%	(80)	16%	(137)	856
Trump Job Approve	28%	(145)	29%	(153)	12%	(62)	18%	(93)	14%	(74)	527
Trump Job Disapprove	47%	(353)	27%	(207)	10%	(74)	5%	(37)	11%	(84)	755

Continued on next page

Table MCSP14_1: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
 Civil rights

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	38%	(506)	28%	(367)	10%	(137)	10%	(130)	14%	(182)	1322
Trump Job Strongly Approve	29%	(90)	24%	(74)	13%	(40)	22%	(69)	11%	(34)	307
Trump Job Somewhat Approve	25%	(55)	36%	(79)	10%	(22)	11%	(24)	18%	(40)	220
Trump Job Somewhat Disapprove	32%	(55)	37%	(64)	17%	(30)	6%	(10)	9%	(16)	174
Trump Job Strongly Disapprove	51%	(298)	25%	(144)	8%	(45)	5%	(28)	12%	(68)	581
Favorable of Trump	28%	(147)	28%	(144)	11%	(60)	19%	(97)	14%	(75)	523
Unfavorable of Trump	47%	(349)	28%	(209)	10%	(75)	4%	(33)	11%	(80)	747
Very Favorable of Trump	30%	(94)	22%	(70)	13%	(40)	24%	(77)	11%	(35)	316
Somewhat Favorable of Trump	25%	(53)	36%	(74)	9%	(19)	10%	(20)	20%	(40)	206
Somewhat Unfavorable of Trump	35%	(54)	40%	(61)	12%	(18)	6%	(9)	7%	(11)	152
Very Unfavorable of Trump	50%	(296)	25%	(148)	10%	(57)	4%	(25)	12%	(70)	595
#1 Issue: Economy	38%	(191)	27%	(139)	10%	(50)	11%	(58)	13%	(68)	507
#1 Issue: Security	38%	(51)	25%	(34)	7%	(9)	19%	(25)	11%	(16)	135
#1 Issue: Health Care	42%	(113)	32%	(86)	11%	(29)	5%	(13)	11%	(29)	271
#1 Issue: Medicare / Social Security	28%	(44)	26%	(41)	13%	(20)	13%	(21)	19%	(29)	154
#1 Issue: Women's Issues	49%	(35)	25%	(18)	9%	(7)	4%	(3)	13%	(10)	73
#1 Issue: Education	42%	(23)	32%	(18)	4%	(2)	4%	(2)	17%	(9)	55
#1 Issue: Energy	45%	(24)	29%	(15)	9%	(5)	6%	(3)	10%	(6)	53
#1 Issue: Other	31%	(23)	21%	(16)	19%	(14)	6%	(5)	22%	(16)	74
2018 House Vote: Democrat	52%	(276)	29%	(157)	7%	(39)	4%	(20)	8%	(43)	535
2018 House Vote: Republican	25%	(89)	28%	(97)	12%	(44)	23%	(80)	12%	(43)	353
2016 Vote: Hillary Clinton	51%	(260)	30%	(152)	6%	(31)	3%	(17)	9%	(47)	507
2016 Vote: Donald Trump	26%	(105)	27%	(105)	13%	(52)	21%	(83)	12%	(49)	394
2016 Vote: Other	38%	(23)	24%	(14)	20%	(12)	8%	(5)	10%	(6)	61
2016 Vote: Didn't Vote	32%	(116)	27%	(96)	12%	(41)	7%	(25)	22%	(80)	358
Voted in 2014: Yes	41%	(336)	27%	(217)	10%	(79)	12%	(97)	11%	(87)	816
Voted in 2014: No	33%	(169)	30%	(151)	11%	(58)	7%	(34)	19%	(95)	506
2012 Vote: Barack Obama	48%	(301)	30%	(186)	8%	(47)	6%	(36)	9%	(59)	629
2012 Vote: Mitt Romney	18%	(43)	24%	(59)	14%	(35)	27%	(66)	17%	(40)	244
2012 Vote: Didn't Vote	37%	(156)	27%	(114)	12%	(51)	5%	(23)	18%	(77)	422

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Table MCSP14_1: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
Civil rights

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	38%	(506)	28%	(367)	10%	(137)	10%	(130)	14%	(182)	1322
4-Region: Northeast	43%	(111)	29%	(75)	7%	(18)	9%	(24)	12%	(32)	258
4-Region: Midwest	29%	(75)	25%	(65)	14%	(36)	13%	(34)	19%	(49)	259
4-Region: South	37%	(177)	26%	(125)	12%	(59)	10%	(46)	15%	(70)	478
4-Region: West	44%	(143)	31%	(103)	7%	(24)	8%	(26)	10%	(32)	328

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

Table MCSP14_2: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?

Gay rights

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	26% (348)	24% (312)	13% (173)	20% (262)	17% (228)	1322
Gender: Male	26% (186)	24% (173)	13% (97)	21% (152)	16% (117)	724
Gender: Female	27% (162)	23% (139)	13% (76)	18% (110)	19% (111)	599
Age: 18-34	37% (150)	25% (103)	10% (39)	12% (47)	17% (67)	406
Age: 35-44	36% (87)	19% (47)	12% (28)	19% (45)	14% (33)	239
Age: 45-64	18% (82)	26% (114)	16% (73)	23% (104)	16% (73)	446
Age: 65+	13% (30)	21% (49)	14% (32)	29% (66)	24% (54)	231
GenZers: 1997-2012	39% (50)	29% (37)	8% (11)	7% (9)	17% (22)	129
Millennials: 1981-1996	36% (153)	22% (93)	11% (46)	15% (64)	17% (72)	427
GenXers: 1965-1980	25% (87)	28% (96)	15% (50)	16% (56)	15% (52)	341
Baby Boomers: 1946-1964	14% (55)	21% (80)	16% (61)	31% (120)	18% (67)	383
PID: Dem (no lean)	33% (192)	29% (172)	12% (69)	11% (67)	15% (85)	584
PID: Ind (no lean)	24% (90)	18% (66)	15% (54)	19% (71)	24% (87)	368
PID: Rep (no lean)	18% (66)	20% (75)	13% (49)	33% (124)	15% (56)	370
PID/Gender: Dem Men	31% (96)	30% (92)	12% (37)	13% (39)	13% (41)	305
PID/Gender: Dem Women	34% (96)	29% (80)	12% (32)	10% (28)	16% (44)	279
PID/Gender: Ind Men	23% (48)	17% (35)	18% (37)	21% (44)	21% (44)	209
PID/Gender: Ind Women	26% (41)	19% (31)	11% (17)	17% (27)	27% (42)	159
PID/Gender: Rep Men	20% (42)	22% (46)	11% (22)	33% (69)	15% (31)	210
PID/Gender: Rep Women	15% (25)	18% (29)	17% (27)	34% (55)	15% (25)	160
Ideo: Liberal (1-3)	40% (172)	27% (115)	10% (44)	11% (46)	12% (50)	426
Ideo: Moderate (4)	22% (90)	29% (116)	15% (62)	15% (60)	19% (77)	403
Ideo: Conservative (5-7)	15% (59)	18% (69)	15% (56)	37% (142)	14% (54)	379
Educ: < College	23% (191)	22% (182)	13% (104)	21% (174)	21% (174)	826
Educ: Bachelors degree	30% (90)	26% (78)	14% (41)	18% (55)	13% (39)	304
Educ: Post-grad	34% (66)	27% (52)	14% (27)	17% (32)	8% (15)	193
Income: Under 50k	24% (158)	22% (140)	12% (76)	20% (132)	22% (143)	649
Income: 50k-100k	27% (110)	26% (107)	11% (43)	21% (87)	15% (60)	406
Income: 100k+	30% (79)	25% (66)	20% (54)	16% (43)	9% (25)	267
Ethnicity: White	26% (264)	23% (238)	13% (136)	22% (223)	16% (168)	1030

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Table MCSP14_2: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Gay rights

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	26%	(348)	24%	(312)	13%	(173)	20%	(262)	17%	(228)	1322
Ethnicity: Hispanic	37%	(78)	26%	(56)	11%	(24)	8%	(18)	17%	(36)	213
Ethnicity: Black	27%	(49)	27%	(49)	12%	(22)	17%	(31)	17%	(32)	183
Ethnicity: Other	32%	(35)	23%	(25)	13%	(14)	7%	(7)	25%	(28)	109
All Christian	25%	(177)	24%	(175)	14%	(99)	21%	(151)	16%	(117)	719
All Non-Christian	32%	(26)	20%	(17)	13%	(11)	24%	(20)	10%	(8)	82
Agnostic/Nothing in particular	30%	(81)	26%	(70)	15%	(39)	13%	(34)	17%	(46)	271
Something Else	24%	(51)	21%	(44)	9%	(20)	24%	(52)	21%	(45)	212
Religious Non-Protestant/Catholic	27%	(26)	20%	(19)	12%	(11)	31%	(29)	10%	(10)	95
Evangelical	25%	(112)	23%	(102)	13%	(59)	25%	(115)	14%	(63)	450
Non-Evangelical	25%	(112)	24%	(107)	13%	(56)	17%	(78)	22%	(97)	449
Community: Urban	33%	(170)	26%	(135)	13%	(65)	15%	(76)	14%	(74)	521
Community: Suburban	24%	(120)	24%	(122)	12%	(59)	22%	(109)	19%	(95)	505
Community: Rural	19%	(57)	19%	(56)	16%	(49)	26%	(76)	20%	(59)	297
Employ: Private Sector	31%	(152)	26%	(126)	12%	(59)	20%	(99)	11%	(51)	487
Employ: Government	24%	(29)	25%	(31)	11%	(13)	20%	(25)	19%	(23)	121
Employ: Self-Employed	28%	(34)	24%	(30)	22%	(26)	11%	(13)	16%	(20)	122
Employ: Homemaker	22%	(15)	28%	(19)	7%	(5)	31%	(21)	12%	(8)	67
Employ: Student	40%	(26)	24%	(16)	6%	(4)	6%	(4)	24%	(16)	65
Employ: Retired	15%	(37)	21%	(53)	15%	(38)	25%	(64)	23%	(59)	251
Employ: Unemployed	26%	(36)	21%	(29)	15%	(21)	16%	(23)	23%	(32)	140
Employ: Other	27%	(19)	13%	(9)	10%	(7)	20%	(14)	29%	(20)	68
Military HH: Yes	23%	(48)	19%	(41)	16%	(34)	27%	(58)	15%	(32)	214
Military HH: No	27%	(299)	24%	(271)	13%	(139)	18%	(204)	18%	(196)	1109
RD/WT: Right Direction	26%	(121)	23%	(107)	16%	(74)	21%	(97)	15%	(68)	466
RD/WT: Wrong Track	26%	(227)	24%	(205)	12%	(99)	19%	(165)	19%	(160)	856
Trump Job Approve	18%	(96)	20%	(103)	15%	(81)	30%	(159)	17%	(88)	527
Trump Job Disapprove	32%	(242)	27%	(207)	12%	(91)	13%	(98)	15%	(117)	755

Continued on next page

Table MCSP14_2: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Gay rights

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	26%	(348)	24%	(312)	13%	(173)	20%	(262)	17%	(228)	1322
Trump Job Strongly Approve	20%	(62)	17%	(51)	14%	(44)	37%	(115)	12%	(36)	307
Trump Job Somewhat Approve	16%	(34)	24%	(52)	17%	(38)	20%	(44)	24%	(52)	220
Trump Job Somewhat Disapprove	23%	(40)	28%	(49)	18%	(32)	17%	(30)	13%	(23)	174
Trump Job Strongly Disapprove	35%	(202)	27%	(158)	10%	(59)	12%	(68)	16%	(94)	581
Favorable of Trump	18%	(95)	21%	(109)	15%	(80)	29%	(153)	17%	(87)	523
Unfavorable of Trump	32%	(242)	26%	(195)	12%	(92)	14%	(103)	15%	(114)	747
Very Favorable of Trump	19%	(59)	19%	(59)	12%	(37)	38%	(121)	13%	(41)	316
Somewhat Favorable of Trump	18%	(36)	24%	(50)	21%	(43)	15%	(32)	22%	(46)	206
Somewhat Unfavorable of Trump	25%	(39)	27%	(40)	14%	(22)	20%	(31)	14%	(21)	152
Very Unfavorable of Trump	34%	(204)	26%	(155)	12%	(70)	12%	(73)	16%	(94)	595
#1 Issue: Economy	22%	(110)	24%	(122)	14%	(70)	24%	(121)	17%	(84)	507
#1 Issue: Security	32%	(43)	12%	(16)	13%	(18)	28%	(37)	16%	(21)	135
#1 Issue: Health Care	31%	(85)	31%	(84)	14%	(38)	11%	(30)	13%	(34)	271
#1 Issue: Medicare / Social Security	13%	(20)	23%	(35)	14%	(21)	26%	(40)	25%	(38)	154
#1 Issue: Women's Issues	57%	(41)	14%	(10)	7%	(5)	6%	(5)	16%	(12)	73
#1 Issue: Education	30%	(17)	33%	(18)	8%	(5)	9%	(5)	19%	(11)	55
#1 Issue: Energy	29%	(16)	26%	(14)	8%	(4)	22%	(12)	14%	(8)	53
#1 Issue: Other	22%	(16)	17%	(13)	16%	(12)	18%	(13)	27%	(20)	74
2018 House Vote: Democrat	33%	(175)	30%	(162)	12%	(67)	12%	(64)	12%	(67)	535
2018 House Vote: Republican	16%	(57)	20%	(71)	13%	(45)	37%	(132)	14%	(48)	353
2016 Vote: Hillary Clinton	33%	(166)	31%	(155)	11%	(58)	11%	(57)	14%	(71)	507
2016 Vote: Donald Trump	15%	(58)	19%	(74)	17%	(67)	35%	(139)	14%	(56)	394
2016 Vote: Other	28%	(17)	28%	(17)	11%	(7)	16%	(10)	17%	(10)	61
2016 Vote: Didn't Vote	29%	(104)	18%	(66)	12%	(41)	16%	(56)	25%	(90)	358
Voted in 2014: Yes	26%	(214)	25%	(203)	13%	(110)	22%	(178)	14%	(112)	816
Voted in 2014: No	26%	(134)	22%	(109)	12%	(63)	17%	(84)	23%	(116)	506
2012 Vote: Barack Obama	31%	(196)	27%	(168)	14%	(86)	14%	(86)	15%	(93)	629
2012 Vote: Mitt Romney	11%	(28)	17%	(41)	13%	(31)	44%	(108)	15%	(36)	244
2012 Vote: Didn't Vote	28%	(118)	23%	(97)	12%	(52)	15%	(62)	22%	(92)	422

Continued on next page

Table MCSP14_2: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
Gay rights

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	26%	(348)	24%	(312)	13%	(173)	20%	(262)	17%	(228)	1322
4-Region: Northeast	29%	(75)	26%	(66)	13%	(34)	17%	(43)	16%	(41)	258
4-Region: Midwest	20%	(52)	20%	(52)	12%	(30)	25%	(65)	23%	(59)	259
4-Region: South	24%	(115)	24%	(114)	16%	(75)	21%	(99)	15%	(74)	478
4-Region: West	32%	(106)	24%	(79)	10%	(34)	17%	(54)	17%	(54)	328

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

Table MCSP14_3: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
Transgender rights

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	25% (324)	23% (304)	13% (174)	21% (279)	18% (241)	1322
Gender: Male	24% (172)	26% (185)	13% (97)	21% (155)	16% (115)	724
Gender: Female	25% (153)	20% (119)	13% (77)	21% (124)	21% (126)	599
Age: 18-34	34% (137)	24% (99)	12% (48)	12% (50)	18% (71)	406
Age: 35-44	33% (80)	25% (61)	10% (25)	20% (47)	11% (27)	239
Age: 45-64	18% (78)	23% (104)	15% (65)	26% (117)	18% (82)	446
Age: 65+	12% (29)	17% (39)	16% (36)	28% (65)	27% (61)	231
GenZers: 1997-2012	33% (43)	27% (35)	11% (14)	9% (11)	20% (25)	129
Millennials: 1981-1996	33% (143)	23% (100)	12% (50)	16% (69)	15% (65)	427
GenXers: 1965-1980	23% (79)	27% (93)	14% (49)	19% (63)	17% (57)	341
Baby Boomers: 1946-1964	15% (58)	18% (70)	15% (56)	32% (122)	20% (78)	383
PID: Dem (no lean)	33% (192)	27% (157)	12% (70)	12% (69)	17% (97)	584
PID: Ind (no lean)	20% (75)	19% (71)	16% (58)	20% (73)	25% (91)	368
PID: Rep (no lean)	16% (58)	20% (76)	12% (46)	37% (137)	14% (53)	370
PID/Gender: Dem Men	31% (96)	30% (90)	14% (42)	11% (33)	14% (44)	305
PID/Gender: Dem Women	34% (96)	24% (67)	10% (28)	13% (36)	19% (53)	279
PID/Gender: Ind Men	18% (37)	21% (43)	16% (32)	22% (46)	24% (50)	209
PID/Gender: Ind Women	23% (37)	18% (28)	16% (26)	17% (27)	26% (41)	159
PID/Gender: Rep Men	18% (38)	25% (52)	11% (22)	36% (76)	10% (22)	210
PID/Gender: Rep Women	12% (20)	15% (24)	15% (24)	38% (61)	20% (32)	160
Ideo: Liberal (1-3)	40% (170)	27% (113)	9% (39)	10% (41)	15% (63)	426
Ideo: Moderate (4)	19% (78)	26% (106)	16% (64)	17% (68)	22% (87)	403
Ideo: Conservative (5-7)	13% (51)	18% (68)	16% (60)	40% (152)	13% (49)	379
Educ: < College	22% (178)	19% (160)	13% (105)	24% (197)	23% (187)	826
Educ: Bachelors degree	27% (81)	27% (82)	15% (45)	19% (56)	13% (39)	304
Educ: Post-grad	34% (65)	32% (62)	12% (24)	13% (26)	8% (15)	193
Income: Under 50k	21% (137)	21% (137)	12% (76)	22% (140)	24% (159)	649
Income: 50k-100k	28% (112)	24% (97)	11% (45)	23% (95)	14% (57)	406
Income: 100k+	28% (75)	26% (69)	20% (53)	17% (45)	9% (25)	267
Ethnicity: White	24% (246)	23% (236)	13% (135)	23% (233)	18% (181)	1030

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Table MCSP14_3: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
Transgender rights

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	25%	(324)	23%	(304)	13%	(174)	21%	(279)	18%	(241)	1322
Ethnicity: Hispanic	34%	(72)	27%	(58)	10%	(22)	9%	(19)	20%	(42)	213
Ethnicity: Black	28%	(50)	23%	(41)	13%	(23)	18%	(33)	19%	(35)	183
Ethnicity: Other	26%	(28)	24%	(27)	15%	(17)	12%	(13)	23%	(25)	109
All Christian	23%	(162)	26%	(184)	13%	(94)	21%	(149)	18%	(131)	719
All Non-Christian	31%	(25)	22%	(18)	14%	(12)	23%	(19)	11%	(9)	82
Agnostic/Nothing in particular	28%	(77)	21%	(58)	16%	(42)	19%	(52)	15%	(42)	271
Something Else	22%	(48)	17%	(36)	11%	(23)	26%	(54)	24%	(51)	212
Religious Non-Protestant/Catholic	28%	(27)	20%	(19)	14%	(13)	25%	(24)	13%	(13)	95
Evangelical	26%	(116)	23%	(106)	11%	(52)	24%	(108)	15%	(69)	450
Non-Evangelical	20%	(88)	23%	(104)	14%	(61)	20%	(89)	24%	(108)	449
Community: Urban	33%	(172)	24%	(125)	13%	(65)	16%	(83)	15%	(76)	521
Community: Suburban	22%	(110)	22%	(110)	13%	(67)	22%	(110)	21%	(108)	505
Community: Rural	14%	(42)	23%	(69)	14%	(42)	29%	(87)	19%	(58)	297
Employ: Private Sector	30%	(148)	24%	(119)	11%	(54)	21%	(102)	13%	(64)	487
Employ: Government	23%	(27)	32%	(39)	15%	(18)	18%	(22)	12%	(14)	121
Employ: Self-Employed	24%	(29)	27%	(33)	19%	(24)	12%	(15)	18%	(22)	122
Employ: Homemaker	12%	(8)	28%	(19)	8%	(6)	35%	(24)	17%	(11)	67
Employ: Student	34%	(22)	17%	(11)	14%	(9)	10%	(7)	25%	(16)	65
Employ: Retired	14%	(36)	17%	(43)	13%	(33)	27%	(69)	28%	(69)	251
Employ: Unemployed	27%	(38)	20%	(28)	20%	(28)	16%	(23)	17%	(24)	140
Employ: Other	23%	(16)	17%	(12)	3%	(2)	27%	(18)	29%	(20)	68
Military HH: Yes	20%	(43)	22%	(48)	13%	(28)	27%	(59)	17%	(36)	214
Military HH: No	25%	(281)	23%	(256)	13%	(146)	20%	(220)	19%	(206)	1109
RD/WT: Right Direction	25%	(116)	26%	(122)	15%	(68)	21%	(100)	13%	(61)	466
RD/WT: Wrong Track	24%	(209)	21%	(182)	12%	(106)	21%	(179)	21%	(181)	856
Trump Job Approve	16%	(87)	21%	(108)	14%	(73)	33%	(172)	16%	(87)	527
Trump Job Disapprove	30%	(229)	26%	(193)	13%	(99)	14%	(104)	17%	(131)	755

Continued on next page

Table MCSP14_3: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Transgender rights

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	25%	(324)	23%	(304)	13%	(174)	21%	(279)	18%	(241)	1322
Trump Job Strongly Approve	18%	(55)	18%	(57)	11%	(35)	39%	(120)	13%	(40)	307
Trump Job Somewhat Approve	15%	(32)	24%	(52)	17%	(37)	24%	(52)	21%	(47)	220
Trump Job Somewhat Disapprove	18%	(32)	32%	(56)	23%	(40)	13%	(23)	13%	(23)	174
Trump Job Strongly Disapprove	34%	(197)	24%	(137)	10%	(59)	14%	(81)	18%	(107)	581
Favorable of Trump	17%	(87)	21%	(112)	14%	(75)	32%	(168)	15%	(80)	523
Unfavorable of Trump	30%	(227)	25%	(187)	13%	(94)	14%	(104)	18%	(135)	747
Very Favorable of Trump	17%	(55)	19%	(60)	11%	(36)	40%	(128)	11%	(36)	316
Somewhat Favorable of Trump	15%	(31)	25%	(52)	19%	(39)	19%	(40)	21%	(44)	206
Somewhat Unfavorable of Trump	19%	(29)	32%	(49)	18%	(27)	16%	(24)	15%	(23)	152
Very Unfavorable of Trump	33%	(198)	23%	(138)	11%	(67)	13%	(80)	19%	(112)	595
#1 Issue: Economy	21%	(106)	24%	(122)	14%	(69)	25%	(126)	17%	(84)	507
#1 Issue: Security	23%	(31)	19%	(26)	13%	(18)	30%	(41)	15%	(20)	135
#1 Issue: Health Care	30%	(81)	30%	(82)	12%	(33)	13%	(36)	14%	(38)	271
#1 Issue: Medicare / Social Security	14%	(22)	16%	(25)	10%	(16)	29%	(44)	30%	(47)	154
#1 Issue: Women's Issues	56%	(41)	12%	(8)	8%	(6)	7%	(5)	17%	(13)	73
#1 Issue: Education	29%	(16)	31%	(17)	14%	(8)	11%	(6)	15%	(8)	55
#1 Issue: Energy	26%	(14)	22%	(12)	15%	(8)	14%	(8)	22%	(12)	53
#1 Issue: Other	18%	(13)	14%	(10)	22%	(16)	18%	(13)	28%	(21)	74
2018 House Vote: Democrat	33%	(178)	28%	(147)	12%	(65)	12%	(66)	15%	(79)	535
2018 House Vote: Republican	14%	(49)	20%	(70)	12%	(42)	39%	(138)	15%	(53)	353
2016 Vote: Hillary Clinton	33%	(165)	28%	(143)	12%	(60)	10%	(51)	17%	(87)	507
2016 Vote: Donald Trump	13%	(51)	21%	(84)	13%	(52)	38%	(151)	14%	(55)	394
2016 Vote: Other	32%	(20)	12%	(7)	15%	(9)	22%	(13)	19%	(12)	61
2016 Vote: Didn't Vote	24%	(86)	19%	(69)	15%	(52)	18%	(63)	25%	(88)	358
Voted in 2014: Yes	26%	(211)	23%	(184)	13%	(104)	23%	(187)	16%	(130)	816
Voted in 2014: No	22%	(113)	24%	(120)	14%	(71)	18%	(92)	22%	(111)	506
2012 Vote: Barack Obama	30%	(187)	26%	(166)	12%	(78)	15%	(94)	17%	(105)	629
2012 Vote: Mitt Romney	11%	(27)	14%	(35)	15%	(37)	44%	(107)	16%	(38)	244
2012 Vote: Didn't Vote	25%	(104)	24%	(99)	13%	(56)	17%	(71)	22%	(91)	422

Continued on next page

Table MCSP14_3: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Transgender rights*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	25%	(324)	23%	(304)	13%	(174)	21%	(279)	18%	(241)	1322
4-Region: Northeast	30%	(77)	28%	(72)	11%	(30)	16%	(40)	15%	(40)	258
4-Region: Midwest	17%	(45)	18%	(47)	14%	(35)	30%	(78)	21%	(54)	259
4-Region: South	24%	(115)	20%	(98)	15%	(69)	21%	(100)	20%	(96)	478
4-Region: West	27%	(88)	26%	(87)	12%	(40)	19%	(61)	16%	(51)	328

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

Table MCSP14_4: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
 Abortion rights

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	22% (290)	21% (282)	13% (178)	25% (329)	18% (243)	1322
Gender: Male	23% (164)	24% (172)	13% (94)	24% (177)	16% (117)	724
Gender: Female	21% (126)	18% (110)	14% (84)	26% (153)	21% (126)	599
Age: 18-34	30% (120)	25% (99)	13% (53)	16% (64)	17% (70)	406
Age: 35-44	30% (71)	23% (54)	11% (26)	19% (45)	18% (43)	239
Age: 45-64	16% (71)	20% (90)	13% (59)	31% (138)	20% (89)	446
Age: 65+	12% (28)	16% (38)	17% (39)	36% (83)	18% (42)	231
GenZers: 1997-2012	32% (41)	20% (25)	11% (14)	18% (23)	19% (25)	129
Millennials: 1981-1996	29% (126)	25% (105)	13% (54)	15% (63)	18% (78)	427
GenXers: 1965-1980	20% (70)	22% (76)	13% (44)	25% (86)	19% (65)	341
Baby Boomers: 1946-1964	13% (51)	18% (70)	14% (54)	37% (142)	17% (66)	383
PID: Dem (no lean)	29% (170)	28% (164)	12% (72)	13% (77)	17% (101)	584
PID: Ind (no lean)	17% (62)	19% (69)	15% (57)	24% (87)	25% (94)	368
PID: Rep (no lean)	16% (58)	13% (49)	13% (49)	45% (165)	13% (49)	370
PID/Gender: Dem Men	29% (89)	32% (98)	11% (35)	13% (40)	14% (43)	305
PID/Gender: Dem Women	29% (81)	24% (67)	13% (37)	13% (37)	21% (58)	279
PID/Gender: Ind Men	18% (37)	21% (43)	16% (33)	22% (47)	24% (49)	209
PID/Gender: Ind Women	16% (25)	16% (26)	15% (24)	25% (40)	28% (45)	159
PID/Gender: Rep Men	18% (38)	15% (32)	12% (26)	43% (90)	11% (24)	210
PID/Gender: Rep Women	13% (20)	11% (17)	14% (23)	47% (76)	15% (24)	160
Ideo: Liberal (1-3)	35% (148)	26% (109)	12% (51)	14% (59)	14% (59)	426
Ideo: Moderate (4)	17% (70)	24% (98)	16% (65)	19% (75)	24% (96)	403
Ideo: Conservative (5-7)	15% (57)	14% (53)	12% (44)	47% (180)	12% (45)	379
Educ: < College	18% (151)	17% (141)	13% (109)	28% (229)	24% (196)	826
Educ: Bachelors degree	25% (76)	30% (90)	14% (43)	21% (65)	10% (30)	304
Educ: Post-grad	33% (63)	26% (51)	13% (25)	19% (36)	9% (17)	193
Income: Under 50k	18% (117)	18% (115)	13% (82)	25% (161)	27% (174)	649
Income: 50k-100k	23% (93)	24% (97)	14% (58)	26% (107)	13% (51)	406
Income: 100k+	30% (80)	26% (70)	14% (38)	23% (61)	7% (18)	267
Ethnicity: White	21% (218)	21% (221)	14% (146)	27% (280)	16% (166)	1030

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Table MCSP14_4: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Abortion rights

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	22%	(290)	21%	(282)	13%	(178)	25%	(329)	18%	(243)	1322
Ethnicity: Hispanic	32%	(68)	25%	(54)	10%	(22)	16%	(34)	17%	(35)	213
Ethnicity: Black	24%	(43)	19%	(34)	12%	(22)	17%	(31)	29%	(52)	183
Ethnicity: Other	26%	(29)	25%	(27)	9%	(10)	17%	(18)	23%	(25)	109
All Christian	20%	(143)	21%	(154)	14%	(102)	30%	(217)	14%	(104)	719
All Non-Christian	29%	(24)	27%	(22)	14%	(12)	18%	(14)	12%	(10)	82
Agnostic/Nothing in particular	26%	(71)	23%	(63)	12%	(33)	17%	(46)	21%	(57)	271
Something Else	19%	(41)	16%	(34)	12%	(26)	23%	(49)	30%	(63)	212
Religious Non-Protestant/Catholic	25%	(24)	25%	(24)	13%	(12)	25%	(24)	12%	(11)	95
Evangelical	24%	(109)	21%	(94)	14%	(63)	27%	(120)	14%	(63)	450
Non-Evangelical	16%	(70)	18%	(83)	14%	(61)	30%	(134)	22%	(100)	449
Community: Urban	31%	(159)	24%	(125)	13%	(70)	19%	(98)	13%	(69)	521
Community: Suburban	16%	(80)	21%	(104)	14%	(70)	28%	(142)	22%	(109)	505
Community: Rural	17%	(52)	18%	(53)	13%	(38)	30%	(89)	22%	(65)	297
Employ: Private Sector	27%	(131)	26%	(127)	12%	(60)	21%	(102)	14%	(68)	487
Employ: Government	19%	(24)	24%	(29)	16%	(20)	20%	(24)	21%	(25)	121
Employ: Self-Employed	19%	(23)	24%	(29)	13%	(16)	29%	(36)	15%	(19)	122
Employ: Homemaker	9%	(6)	23%	(16)	4%	(2)	37%	(25)	28%	(19)	67
Employ: Student	37%	(24)	14%	(9)	9%	(6)	21%	(13)	19%	(13)	65
Employ: Retired	14%	(35)	17%	(42)	16%	(40)	35%	(87)	19%	(48)	251
Employ: Unemployed	24%	(33)	16%	(22)	17%	(24)	21%	(30)	22%	(31)	140
Employ: Other	22%	(15)	11%	(8)	15%	(11)	19%	(13)	32%	(22)	68
Military HH: Yes	23%	(48)	17%	(36)	15%	(31)	34%	(74)	11%	(24)	214
Military HH: No	22%	(242)	22%	(245)	13%	(146)	23%	(256)	20%	(219)	1109
RD/WT: Right Direction	24%	(112)	24%	(111)	14%	(63)	27%	(125)	12%	(54)	466
RD/WT: Wrong Track	21%	(178)	20%	(171)	13%	(115)	24%	(204)	22%	(188)	856
Trump Job Approve	15%	(79)	18%	(92)	14%	(75)	38%	(200)	15%	(81)	527
Trump Job Disapprove	27%	(204)	25%	(186)	13%	(102)	16%	(123)	19%	(141)	755

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Table MCSP14_4: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
 Abortion rights

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	22%	(290)	21%	(282)	13%	(178)	25%	(329)	18%	(243)	1322
Trump Job Strongly Approve	18%	(55)	14%	(44)	10%	(32)	45%	(139)	12%	(38)	307
Trump Job Somewhat Approve	11%	(24)	22%	(49)	20%	(44)	28%	(61)	20%	(43)	220
Trump Job Somewhat Disapprove	18%	(32)	28%	(48)	19%	(32)	18%	(31)	18%	(31)	174
Trump Job Strongly Disapprove	30%	(172)	24%	(138)	12%	(69)	16%	(92)	19%	(109)	581
Favorable of Trump	16%	(83)	17%	(90)	15%	(78)	36%	(188)	16%	(84)	523
Unfavorable of Trump	26%	(198)	25%	(188)	13%	(97)	18%	(135)	17%	(130)	747
Very Favorable of Trump	18%	(57)	14%	(45)	12%	(39)	45%	(141)	11%	(34)	316
Somewhat Favorable of Trump	13%	(27)	21%	(44)	19%	(39)	22%	(46)	24%	(50)	206
Somewhat Unfavorable of Trump	19%	(29)	30%	(46)	19%	(29)	17%	(25)	15%	(22)	152
Very Unfavorable of Trump	28%	(168)	24%	(141)	12%	(69)	18%	(109)	18%	(107)	595
#1 Issue: Economy	20%	(101)	20%	(100)	14%	(69)	28%	(141)	19%	(95)	507
#1 Issue: Security	22%	(30)	14%	(19)	18%	(25)	28%	(37)	18%	(25)	135
#1 Issue: Health Care	27%	(74)	28%	(75)	11%	(31)	18%	(48)	16%	(43)	271
#1 Issue: Medicare / Social Security	8%	(13)	18%	(28)	16%	(25)	37%	(57)	21%	(32)	154
#1 Issue: Women's Issues	52%	(38)	16%	(11)	8%	(6)	13%	(9)	11%	(8)	73
#1 Issue: Education	23%	(13)	31%	(17)	11%	(6)	15%	(8)	20%	(11)	55
#1 Issue: Energy	19%	(10)	30%	(16)	14%	(7)	25%	(13)	12%	(7)	53
#1 Issue: Other	16%	(12)	21%	(16)	12%	(9)	20%	(15)	30%	(23)	74
2018 House Vote: Democrat	28%	(152)	28%	(147)	14%	(78)	14%	(73)	16%	(84)	535
2018 House Vote: Republican	15%	(52)	16%	(57)	12%	(43)	46%	(161)	11%	(40)	353
2016 Vote: Hillary Clinton	28%	(143)	29%	(148)	14%	(70)	12%	(62)	16%	(83)	507
2016 Vote: Donald Trump	13%	(53)	16%	(64)	13%	(52)	44%	(173)	13%	(52)	394
2016 Vote: Other	24%	(15)	16%	(10)	13%	(8)	22%	(14)	24%	(15)	61
2016 Vote: Didn't Vote	22%	(80)	17%	(59)	13%	(46)	22%	(80)	26%	(93)	358
Voted in 2014: Yes	22%	(180)	22%	(183)	13%	(109)	27%	(220)	15%	(124)	816
Voted in 2014: No	22%	(111)	20%	(99)	13%	(68)	22%	(110)	23%	(119)	506
2012 Vote: Barack Obama	26%	(162)	25%	(157)	15%	(93)	18%	(111)	17%	(105)	629
2012 Vote: Mitt Romney	10%	(24)	12%	(29)	11%	(28)	55%	(133)	12%	(29)	244
2012 Vote: Didn't Vote	24%	(99)	22%	(91)	12%	(50)	19%	(80)	24%	(102)	422

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Table MCSP14_4: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Abortion rights*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	22%	(290)	21%	(282)	13%	(178)	25%	(329)	18%	(243)	1322
4-Region: Northeast	26%	(66)	25%	(66)	14%	(36)	18%	(46)	17%	(44)	258
4-Region: Midwest	19%	(49)	18%	(48)	11%	(29)	33%	(86)	18%	(46)	259
4-Region: South	21%	(100)	20%	(95)	15%	(72)	24%	(113)	20%	(98)	478
4-Region: West	23%	(75)	23%	(74)	12%	(40)	26%	(84)	17%	(54)	328

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

Table MCSP14_5: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
The right of protestors to kneel during the national anthem

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	29% (389)	22% (291)	10% (139)	24% (316)	14% (189)	1322
Gender: Male	28% (204)	26% (186)	12% (85)	22% (161)	12% (87)	724
Gender: Female	31% (184)	17% (104)	9% (54)	26% (154)	17% (102)	599
Age: 18-34	37% (149)	27% (108)	12% (50)	10% (39)	15% (60)	406
Age: 35-44	40% (96)	26% (62)	8% (18)	13% (31)	13% (32)	239
Age: 45-64	22% (100)	20% (91)	12% (52)	33% (147)	13% (56)	446
Age: 65+	19% (44)	13% (29)	8% (19)	43% (98)	18% (41)	231
GenZers: 1997-2012	35% (45)	30% (39)	13% (17)	4% (6)	17% (22)	129
Millennials: 1981-1996	39% (165)	26% (110)	10% (44)	11% (49)	14% (59)	427
GenXers: 1965-1980	31% (104)	24% (81)	11% (37)	21% (73)	13% (45)	341
Baby Boomers: 1946-1964	17% (67)	15% (59)	9% (34)	45% (173)	13% (50)	383
PID: Dem (no lean)	40% (233)	28% (164)	10% (56)	10% (56)	13% (76)	584
PID: Ind (no lean)	26% (95)	19% (71)	11% (41)	21% (79)	22% (83)	368
PID: Rep (no lean)	17% (61)	15% (56)	11% (42)	49% (181)	8% (30)	370
PID/Gender: Dem Men	36% (110)	33% (101)	10% (32)	8% (25)	12% (37)	305
PID/Gender: Dem Women	44% (123)	22% (62)	9% (24)	11% (31)	14% (39)	279
PID/Gender: Ind Men	25% (51)	23% (49)	11% (23)	22% (45)	19% (40)	209
PID/Gender: Ind Women	27% (43)	14% (22)	11% (18)	21% (34)	27% (43)	159
PID/Gender: Rep Men	20% (42)	17% (36)	14% (30)	44% (92)	5% (10)	210
PID/Gender: Rep Women	12% (19)	12% (20)	8% (12)	56% (89)	13% (20)	160
Ideo: Liberal (1-3)	45% (193)	26% (109)	11% (45)	9% (37)	10% (41)	426
Ideo: Moderate (4)	23% (93)	31% (124)	10% (39)	18% (72)	19% (75)	403
Ideo: Conservative (5-7)	17% (66)	13% (49)	12% (44)	50% (191)	8% (30)	379
Educ: < College	25% (211)	17% (139)	11% (89)	28% (235)	18% (152)	826
Educ: Bachelors degree	31% (94)	30% (90)	11% (32)	20% (61)	9% (26)	304
Educ: Post-grad	44% (84)	32% (61)	9% (17)	10% (20)	5% (10)	193
Income: Under 50k	28% (182)	17% (109)	10% (67)	25% (164)	19% (126)	649
Income: 50k-100k	26% (106)	26% (104)	10% (41)	26% (107)	12% (49)	406
Income: 100k+	38% (101)	29% (77)	12% (31)	17% (45)	5% (14)	267
Ethnicity: White	27% (282)	21% (217)	11% (109)	28% (288)	13% (135)	1030

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Table MCSP14_5: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
The right of protestors to kneel during the national anthem

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	29%	(389)	22%	(291)	10%	(139)	24%	(316)	14%	(189)	1322
Ethnicity: Hispanic	38%	(80)	34%	(72)	8%	(16)	7%	(15)	14%	(29)	213
Ethnicity: Black	45%	(83)	20%	(37)	8%	(15)	10%	(18)	17%	(31)	183
Ethnicity: Other	22%	(24)	34%	(37)	14%	(16)	9%	(10)	21%	(23)	109
All Christian	28%	(204)	23%	(162)	10%	(68)	28%	(204)	11%	(79)	719
All Non-Christian	40%	(33)	32%	(26)	15%	(12)	9%	(8)	4%	(4)	82
Agnostic/Nothing in particular	28%	(77)	24%	(64)	12%	(32)	17%	(47)	19%	(50)	271
Something Else	31%	(65)	14%	(29)	8%	(17)	25%	(53)	23%	(48)	212
Religious Non-Protestant/Catholic	34%	(33)	35%	(33)	13%	(12)	14%	(13)	4%	(4)	95
Evangelical	36%	(160)	24%	(108)	7%	(32)	24%	(107)	10%	(43)	450
Non-Evangelical	23%	(104)	15%	(69)	12%	(52)	31%	(141)	19%	(83)	449
Community: Urban	41%	(213)	26%	(136)	10%	(53)	13%	(68)	10%	(51)	521
Community: Suburban	23%	(115)	20%	(100)	11%	(57)	28%	(142)	18%	(90)	505
Community: Rural	20%	(60)	18%	(54)	9%	(28)	36%	(106)	16%	(48)	297
Employ: Private Sector	33%	(159)	27%	(133)	11%	(55)	20%	(96)	9%	(43)	487
Employ: Government	30%	(37)	35%	(42)	10%	(12)	14%	(17)	11%	(13)	121
Employ: Self-Employed	35%	(43)	25%	(31)	7%	(9)	18%	(21)	15%	(19)	122
Employ: Homemaker	24%	(16)	10%	(7)	19%	(13)	31%	(21)	17%	(11)	67
Employ: Student	36%	(24)	17%	(11)	12%	(8)	10%	(7)	25%	(16)	65
Employ: Retired	18%	(46)	14%	(35)	9%	(23)	40%	(101)	19%	(47)	251
Employ: Unemployed	30%	(42)	20%	(28)	12%	(16)	25%	(35)	14%	(19)	140
Employ: Other	33%	(22)	6%	(4)	4%	(3)	27%	(18)	30%	(20)	68
Military HH: Yes	28%	(59)	15%	(32)	11%	(23)	36%	(77)	11%	(22)	214
Military HH: No	30%	(329)	23%	(259)	10%	(116)	22%	(238)	15%	(166)	1109
RD/WT: Right Direction	30%	(138)	27%	(126)	11%	(50)	24%	(111)	9%	(40)	466
RD/WT: Wrong Track	29%	(250)	19%	(164)	10%	(88)	24%	(205)	17%	(148)	856
Trump Job Approve	18%	(94)	19%	(100)	13%	(66)	41%	(216)	10%	(50)	527
Trump Job Disapprove	38%	(288)	25%	(189)	9%	(70)	13%	(98)	15%	(110)	755

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Table MCSP14_5: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
The right of protestors to kneel during the national anthem

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	29%	(389)	22%	(291)	10%	(139)	24%	(316)	14%	(189)	1322
Trump Job Strongly Approve	20%	(62)	17%	(53)	8%	(25)	48%	(148)	6%	(19)	307
Trump Job Somewhat Approve	14%	(31)	22%	(48)	19%	(41)	31%	(68)	14%	(31)	220
Trump Job Somewhat Disapprove	26%	(45)	37%	(65)	10%	(18)	13%	(22)	14%	(25)	174
Trump Job Strongly Disapprove	42%	(244)	21%	(124)	9%	(52)	13%	(76)	15%	(85)	581
Favorable of Trump	18%	(96)	18%	(92)	13%	(66)	42%	(218)	10%	(51)	523
Unfavorable of Trump	38%	(282)	26%	(197)	9%	(68)	13%	(94)	14%	(106)	747
Very Favorable of Trump	22%	(70)	14%	(44)	9%	(28)	48%	(152)	7%	(22)	316
Somewhat Favorable of Trump	13%	(27)	23%	(48)	18%	(38)	32%	(66)	14%	(29)	206
Somewhat Unfavorable of Trump	24%	(37)	35%	(54)	12%	(18)	15%	(23)	13%	(20)	152
Very Unfavorable of Trump	41%	(245)	24%	(143)	8%	(50)	12%	(71)	14%	(86)	595
#1 Issue: Economy	31%	(155)	19%	(98)	10%	(50)	29%	(146)	11%	(58)	507
#1 Issue: Security	26%	(35)	18%	(25)	15%	(21)	31%	(42)	10%	(13)	135
#1 Issue: Health Care	35%	(94)	30%	(81)	12%	(34)	13%	(34)	10%	(28)	271
#1 Issue: Medicare / Social Security	19%	(29)	14%	(22)	8%	(12)	40%	(62)	19%	(30)	154
#1 Issue: Women's Issues	41%	(30)	17%	(12)	9%	(7)	14%	(10)	19%	(14)	73
#1 Issue: Education	28%	(15)	36%	(20)	9%	(5)	4%	(2)	23%	(13)	55
#1 Issue: Energy	30%	(16)	40%	(21)	12%	(6)	6%	(3)	13%	(7)	53
#1 Issue: Other	19%	(14)	16%	(12)	6%	(5)	21%	(16)	36%	(27)	74
2018 House Vote: Democrat	40%	(216)	28%	(149)	8%	(44)	12%	(62)	12%	(63)	535
2018 House Vote: Republican	17%	(59)	17%	(60)	11%	(37)	49%	(172)	7%	(25)	353
2016 Vote: Hillary Clinton	41%	(208)	28%	(142)	7%	(35)	12%	(60)	12%	(61)	507
2016 Vote: Donald Trump	16%	(63)	17%	(66)	11%	(44)	48%	(189)	8%	(32)	394
2016 Vote: Other	29%	(18)	17%	(10)	18%	(11)	25%	(15)	12%	(7)	61
2016 Vote: Didn't Vote	27%	(97)	20%	(72)	14%	(49)	14%	(52)	24%	(87)	358
Voted in 2014: Yes	30%	(248)	22%	(183)	9%	(71)	28%	(228)	10%	(86)	816
Voted in 2014: No	28%	(140)	21%	(107)	13%	(68)	17%	(88)	20%	(103)	506
2012 Vote: Barack Obama	37%	(234)	25%	(155)	9%	(54)	17%	(106)	13%	(81)	629
2012 Vote: Mitt Romney	11%	(27)	12%	(28)	11%	(27)	60%	(146)	6%	(15)	244
2012 Vote: Didn't Vote	29%	(121)	24%	(103)	13%	(54)	14%	(57)	21%	(87)	422

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Table MCSP14_5: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
The right of protestors to kneel during the national anthem

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	29%	(389)	22%	(291)	10%	(139)	24%	(316)	14%	(189)	1322
4-Region: Northeast	34%	(87)	25%	(64)	9%	(22)	20%	(52)	13%	(33)	258
4-Region: Midwest	19%	(50)	18%	(47)	10%	(26)	36%	(92)	17%	(44)	259
4-Region: South	31%	(149)	18%	(85)	12%	(55)	25%	(117)	15%	(71)	478
4-Region: West	31%	(103)	29%	(95)	11%	(35)	17%	(54)	12%	(41)	328

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

Table MCSP14_6: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
 Stricter gun control policies

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	30% (397)	22% (294)	13% (167)	20% (264)	15% (199)	1322
Gender: Male	30% (214)	24% (175)	11% (82)	21% (149)	14% (103)	724
Gender: Female	31% (183)	20% (119)	14% (85)	19% (115)	16% (96)	599
Age: 18-34	34% (139)	25% (101)	14% (58)	12% (50)	14% (57)	406
Age: 35-44	40% (97)	20% (47)	11% (27)	14% (32)	15% (36)	239
Age: 45-64	24% (107)	22% (96)	13% (57)	27% (119)	15% (66)	446
Age: 65+	23% (54)	21% (50)	11% (25)	27% (62)	18% (40)	231
GenZers: 1997-2012	24% (31)	24% (31)	21% (27)	10% (14)	21% (27)	129
Millennials: 1981-1996	39% (168)	23% (96)	11% (48)	13% (57)	13% (57)	427
GenXers: 1965-1980	33% (111)	24% (81)	13% (45)	18% (60)	13% (43)	341
Baby Boomers: 1946-1964	21% (80)	20% (77)	11% (43)	32% (122)	16% (61)	383
PID: Dem (no lean)	42% (247)	25% (149)	10% (60)	9% (50)	13% (78)	584
PID: Ind (no lean)	25% (91)	20% (73)	15% (54)	20% (72)	21% (78)	368
PID: Rep (no lean)	16% (60)	19% (72)	14% (53)	38% (142)	12% (44)	370
PID/Gender: Dem Men	42% (128)	27% (83)	10% (31)	10% (30)	11% (33)	305
PID/Gender: Dem Women	43% (119)	24% (66)	10% (29)	7% (20)	16% (45)	279
PID/Gender: Ind Men	22% (47)	20% (42)	11% (24)	22% (46)	24% (50)	209
PID/Gender: Ind Women	28% (44)	19% (31)	19% (31)	16% (26)	17% (27)	159
PID/Gender: Rep Men	19% (40)	24% (50)	13% (28)	35% (73)	9% (20)	210
PID/Gender: Rep Women	13% (20)	14% (22)	16% (25)	43% (69)	15% (24)	160
Ideo: Liberal (1-3)	47% (199)	25% (107)	10% (45)	6% (26)	12% (49)	426
Ideo: Moderate (4)	25% (102)	26% (105)	15% (61)	16% (64)	18% (71)	403
Ideo: Conservative (5-7)	19% (74)	18% (69)	14% (51)	39% (148)	10% (38)	379
Educ: < College	23% (192)	19% (158)	13% (111)	25% (205)	19% (160)	826
Educ: Bachelors degree	39% (119)	25% (77)	11% (35)	15% (46)	9% (28)	304
Educ: Post-grad	45% (87)	31% (60)	11% (21)	7% (14)	6% (11)	193
Income: Under 50k	27% (173)	19% (121)	12% (77)	23% (148)	20% (128)	649
Income: 50k-100k	29% (117)	24% (99)	14% (57)	20% (79)	13% (54)	406
Income: 100k+	40% (107)	28% (74)	12% (32)	14% (36)	6% (17)	267
Ethnicity: White	29% (298)	22% (229)	12% (128)	23% (238)	13% (138)	1030

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Table MCSP14_6: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Stricter gun control policies

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	30% (397)	22% (294)	13% (167)	20% (264)	15% (199)	1322
Ethnicity: Hispanic	47% (100)	19% (40)	16% (34)	12% (26)	6% (12)	213
Ethnicity: Black	35% (63)	24% (43)	12% (23)	9% (16)	21% (38)	183
Ethnicity: Other	33% (36)	21% (22)	15% (17)	10% (11)	21% (23)	109
All Christian	34% (242)	24% (174)	11% (80)	19% (140)	11% (83)	719
All Non-Christian	42% (34)	30% (25)	10% (8)	12% (10)	6% (5)	82
Agnostic/Nothing in particular	25% (67)	19% (52)	14% (39)	22% (61)	19% (52)	271
Something Else	19% (41)	17% (36)	17% (37)	23% (49)	23% (49)	212
Religious Non-Protestant/Catholic	37% (35)	26% (25)	13% (13)	18% (17)	5% (5)	95
Evangelical	34% (153)	25% (110)	12% (56)	17% (76)	12% (54)	450
Non-Evangelical	28% (125)	20% (88)	12% (55)	23% (105)	17% (75)	449
Community: Urban	43% (222)	24% (126)	10% (53)	12% (62)	11% (57)	521
Community: Suburban	25% (126)	23% (114)	13% (65)	21% (107)	18% (92)	505
Community: Rural	16% (49)	18% (54)	17% (49)	32% (95)	17% (50)	297
Employ: Private Sector	38% (183)	26% (126)	10% (50)	16% (79)	10% (50)	487
Employ: Government	29% (35)	26% (31)	18% (21)	15% (18)	12% (15)	121
Employ: Self-Employed	23% (28)	27% (33)	14% (17)	21% (26)	15% (18)	122
Employ: Homemaker	25% (17)	10% (7)	17% (11)	26% (17)	22% (15)	67
Employ: Student	32% (21)	21% (14)	9% (6)	17% (11)	21% (14)	65
Employ: Retired	22% (56)	20% (51)	12% (30)	26% (65)	20% (49)	251
Employ: Unemployed	25% (35)	19% (27)	13% (19)	24% (33)	19% (27)	140
Employ: Other	33% (22)	8% (6)	19% (13)	22% (15)	18% (12)	68
Military HH: Yes	26% (56)	25% (52)	12% (26)	24% (52)	12% (27)	214
Military HH: No	31% (341)	22% (242)	13% (141)	19% (212)	16% (173)	1109
RD/WT: Right Direction	30% (140)	26% (124)	15% (72)	20% (92)	8% (39)	466
RD/WT: Wrong Track	30% (257)	20% (171)	11% (95)	20% (172)	19% (161)	856
Trump Job Approve	19% (98)	22% (117)	14% (75)	34% (178)	11% (58)	527
Trump Job Disapprove	39% (297)	23% (175)	11% (85)	11% (81)	15% (117)	755

Continued on next page

Table MCSP14_6: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Stricter gun control policies

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	30%	(397)	22%	(294)	13%	(167)	20%	(264)	15%	(199)	1322
Trump Job Strongly Approve	21%	(65)	19%	(57)	15%	(45)	37%	(114)	8%	(25)	307
Trump Job Somewhat Approve	15%	(32)	27%	(60)	13%	(30)	29%	(65)	15%	(33)	220
Trump Job Somewhat Disapprove	32%	(55)	29%	(51)	15%	(27)	14%	(24)	10%	(17)	174
Trump Job Strongly Disapprove	42%	(242)	21%	(124)	10%	(58)	10%	(57)	17%	(100)	581
Favorable of Trump	19%	(100)	22%	(114)	14%	(71)	34%	(176)	12%	(62)	523
Unfavorable of Trump	39%	(292)	23%	(175)	12%	(87)	11%	(84)	15%	(109)	747
Very Favorable of Trump	20%	(64)	20%	(62)	14%	(43)	37%	(118)	9%	(29)	316
Somewhat Favorable of Trump	17%	(36)	25%	(52)	14%	(28)	28%	(58)	16%	(33)	206
Somewhat Unfavorable of Trump	34%	(52)	31%	(47)	13%	(19)	15%	(23)	7%	(10)	152
Very Unfavorable of Trump	40%	(240)	22%	(128)	11%	(68)	10%	(60)	16%	(98)	595
#1 Issue: Economy	26%	(130)	21%	(108)	15%	(75)	25%	(125)	14%	(68)	507
#1 Issue: Security	34%	(46)	15%	(20)	13%	(18)	31%	(41)	8%	(11)	135
#1 Issue: Health Care	37%	(99)	27%	(74)	11%	(30)	8%	(23)	17%	(45)	271
#1 Issue: Medicare / Social Security	23%	(36)	24%	(36)	13%	(20)	24%	(37)	16%	(25)	154
#1 Issue: Women's Issues	33%	(24)	17%	(13)	16%	(12)	14%	(10)	19%	(14)	73
#1 Issue: Education	30%	(16)	34%	(19)	8%	(4)	4%	(2)	24%	(13)	55
#1 Issue: Energy	34%	(18)	23%	(12)	12%	(6)	15%	(8)	17%	(9)	53
#1 Issue: Other	38%	(28)	15%	(12)	3%	(2)	24%	(18)	20%	(15)	74
2018 House Vote: Democrat	43%	(229)	25%	(132)	11%	(57)	9%	(50)	12%	(66)	535
2018 House Vote: Republican	18%	(65)	20%	(70)	13%	(45)	39%	(137)	10%	(36)	353
2016 Vote: Hillary Clinton	44%	(224)	24%	(124)	10%	(49)	7%	(38)	14%	(72)	507
2016 Vote: Donald Trump	17%	(69)	22%	(88)	13%	(53)	37%	(147)	10%	(38)	394
2016 Vote: Other	26%	(16)	17%	(10)	10%	(6)	34%	(21)	13%	(8)	61
2016 Vote: Didn't Vote	24%	(86)	20%	(72)	16%	(59)	16%	(59)	23%	(82)	358
Voted in 2014: Yes	34%	(277)	21%	(170)	11%	(90)	23%	(188)	11%	(92)	816
Voted in 2014: No	24%	(121)	24%	(124)	15%	(78)	15%	(77)	21%	(108)	506
2012 Vote: Barack Obama	40%	(251)	24%	(152)	9%	(59)	14%	(89)	12%	(78)	629
2012 Vote: Mitt Romney	13%	(32)	16%	(38)	14%	(35)	44%	(108)	13%	(31)	244
2012 Vote: Didn't Vote	26%	(108)	24%	(100)	17%	(71)	14%	(57)	20%	(85)	422

Continued on next page

Table MCSP14_6: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
Stricter gun control policies

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	30%	(397)	22%	(294)	13%	(167)	20%	(264)	15%	(199)	1322
4-Region: Northeast	35%	(91)	25%	(65)	9%	(24)	16%	(42)	14%	(37)	258
4-Region: Midwest	18%	(47)	21%	(55)	14%	(37)	26%	(68)	20%	(52)	259
4-Region: South	28%	(136)	23%	(108)	13%	(60)	21%	(100)	16%	(74)	478
4-Region: West	38%	(123)	20%	(67)	14%	(46)	17%	(55)	11%	(37)	328

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

Table MCSP14_7: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
 Reforming the criminal justice system

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	33% (442)	27% (359)	11% (140)	13% (169)	16% (213)	1322
Gender: Male	34% (247)	30% (219)	11% (81)	10% (76)	14% (102)	724
Gender: Female	33% (195)	23% (140)	10% (60)	16% (93)	19% (111)	599
Age: 18-34	43% (173)	28% (115)	9% (38)	6% (25)	13% (55)	406
Age: 35-44	41% (99)	27% (64)	10% (23)	9% (20)	14% (33)	239
Age: 45-64	28% (125)	28% (124)	10% (46)	17% (74)	17% (77)	446
Age: 65+	20% (46)	24% (56)	14% (33)	21% (48)	21% (48)	231
GenZers: 1997-2012	42% (55)	27% (35)	9% (11)	4% (5)	17% (22)	129
Millennials: 1981-1996	42% (178)	28% (118)	10% (43)	7% (31)	13% (57)	427
GenXers: 1965-1980	36% (123)	29% (98)	11% (36)	9% (31)	16% (53)	341
Baby Boomers: 1946-1964	21% (80)	25% (96)	11% (42)	25% (95)	18% (70)	383
PID: Dem (no lean)	45% (264)	28% (166)	7% (42)	5% (32)	14% (79)	584
PID: Ind (no lean)	26% (97)	24% (90)	14% (52)	12% (43)	23% (86)	368
PID: Rep (no lean)	22% (81)	28% (102)	12% (46)	25% (93)	13% (48)	370
PID/Gender: Dem Men	48% (148)	30% (92)	7% (22)	3% (9)	11% (35)	305
PID/Gender: Dem Women	42% (117)	26% (74)	7% (21)	8% (23)	16% (44)	279
PID/Gender: Ind Men	24% (50)	27% (57)	14% (30)	11% (24)	23% (48)	209
PID/Gender: Ind Women	29% (47)	20% (33)	14% (22)	12% (20)	24% (38)	159
PID/Gender: Rep Men	23% (49)	33% (69)	14% (29)	21% (43)	9% (19)	210
PID/Gender: Rep Women	20% (32)	21% (33)	10% (16)	31% (50)	18% (29)	160
Ideo: Liberal (1-3)	52% (221)	28% (118)	5% (22)	4% (16)	11% (49)	426
Ideo: Moderate (4)	27% (107)	30% (121)	16% (66)	9% (36)	18% (73)	403
Ideo: Conservative (5-7)	23% (87)	25% (94)	12% (44)	26% (100)	14% (54)	379
Educ: < College	29% (237)	25% (204)	11% (91)	15% (128)	20% (166)	826
Educ: Bachelors degree	36% (110)	31% (94)	12% (35)	10% (29)	12% (36)	304
Educ: Post-grad	49% (95)	32% (61)	8% (15)	6% (12)	6% (11)	193
Income: Under 50k	30% (195)	26% (170)	10% (67)	14% (88)	20% (128)	649
Income: 50k-100k	34% (138)	28% (114)	11% (44)	13% (51)	14% (59)	406
Income: 100k+	40% (108)	28% (74)	11% (28)	11% (30)	10% (27)	267
Ethnicity: White	32% (329)	27% (279)	11% (111)	14% (149)	16% (163)	1030

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Table MCSP14_7: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Reforming the criminal justice system

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	33%	(442)	27%	(359)	11%	(140)	13%	(169)	16%	(213)	1322
Ethnicity: Hispanic	50%	(106)	24%	(51)	11%	(23)	3%	(7)	12%	(26)	213
Ethnicity: Black	39%	(71)	29%	(52)	9%	(17)	9%	(16)	15%	(27)	183
Ethnicity: Other	38%	(41)	26%	(28)	12%	(13)	3%	(4)	21%	(23)	109
All Christian	34%	(244)	28%	(199)	11%	(80)	13%	(96)	14%	(100)	719
All Non-Christian	43%	(36)	33%	(27)	13%	(11)	3%	(3)	7%	(5)	82
Agnostic/Nothing in particular	31%	(83)	26%	(70)	10%	(27)	14%	(38)	20%	(53)	271
Something Else	32%	(69)	22%	(48)	8%	(17)	14%	(30)	23%	(49)	212
Religious Non-Protestant/Catholic	39%	(37)	30%	(29)	12%	(12)	8%	(8)	10%	(10)	95
Evangelical	41%	(182)	26%	(117)	9%	(41)	13%	(57)	12%	(52)	450
Non-Evangelical	28%	(125)	26%	(116)	12%	(55)	14%	(63)	20%	(91)	449
Community: Urban	44%	(228)	29%	(150)	8%	(42)	8%	(41)	11%	(59)	521
Community: Suburban	27%	(139)	28%	(143)	11%	(56)	14%	(71)	19%	(96)	505
Community: Rural	25%	(75)	22%	(65)	14%	(42)	19%	(56)	20%	(58)	297
Employ: Private Sector	43%	(210)	29%	(143)	8%	(38)	8%	(41)	11%	(54)	487
Employ: Government	35%	(42)	23%	(28)	16%	(19)	10%	(13)	16%	(19)	121
Employ: Self-Employed	27%	(33)	36%	(44)	13%	(16)	8%	(10)	16%	(19)	122
Employ: Homemaker	18%	(12)	23%	(15)	16%	(11)	26%	(17)	17%	(12)	67
Employ: Student	41%	(27)	24%	(16)	8%	(5)	8%	(5)	19%	(12)	65
Employ: Retired	23%	(58)	25%	(63)	14%	(35)	17%	(44)	20%	(51)	251
Employ: Unemployed	29%	(41)	26%	(37)	9%	(12)	17%	(23)	19%	(27)	140
Employ: Other	28%	(19)	18%	(12)	5%	(4)	21%	(15)	28%	(19)	68
Military HH: Yes	32%	(68)	31%	(67)	12%	(26)	15%	(32)	10%	(21)	214
Military HH: No	34%	(373)	26%	(292)	10%	(114)	12%	(137)	17%	(192)	1109
RD/WT: Right Direction	35%	(165)	31%	(143)	11%	(51)	13%	(60)	10%	(48)	466
RD/WT: Wrong Track	32%	(277)	25%	(216)	10%	(89)	13%	(109)	19%	(166)	856
Trump Job Approve	26%	(138)	26%	(135)	12%	(65)	21%	(110)	15%	(80)	527
Trump Job Disapprove	39%	(297)	29%	(220)	9%	(71)	8%	(57)	15%	(110)	755

Continued on next page

Table MCSP14_7: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
 Reforming the criminal justice system

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	33%	(442)	27%	(359)	11%	(140)	13%	(169)	16%	(213)	1322
Trump Job Strongly Approve	27%	(82)	21%	(65)	12%	(36)	25%	(75)	16%	(48)	307
Trump Job Somewhat Approve	25%	(56)	32%	(69)	13%	(29)	16%	(35)	14%	(32)	220
Trump Job Somewhat Disapprove	28%	(50)	30%	(53)	20%	(35)	8%	(14)	13%	(23)	174
Trump Job Strongly Disapprove	43%	(247)	29%	(167)	6%	(36)	7%	(43)	15%	(88)	581
Favorable of Trump	26%	(134)	26%	(134)	12%	(64)	21%	(110)	15%	(80)	523
Unfavorable of Trump	40%	(296)	29%	(217)	10%	(72)	7%	(56)	14%	(106)	747
Very Favorable of Trump	26%	(83)	22%	(69)	12%	(37)	26%	(82)	14%	(46)	316
Somewhat Favorable of Trump	25%	(52)	31%	(65)	13%	(28)	13%	(28)	17%	(34)	206
Somewhat Unfavorable of Trump	30%	(45)	35%	(53)	15%	(23)	8%	(13)	12%	(19)	152
Very Unfavorable of Trump	42%	(251)	28%	(164)	8%	(49)	7%	(43)	15%	(88)	595
#1 Issue: Economy	33%	(169)	25%	(128)	11%	(54)	16%	(80)	15%	(77)	507
#1 Issue: Security	36%	(49)	23%	(31)	15%	(20)	18%	(24)	8%	(11)	135
#1 Issue: Health Care	38%	(103)	29%	(78)	10%	(28)	7%	(18)	16%	(43)	271
#1 Issue: Medicare / Social Security	23%	(35)	27%	(41)	14%	(21)	16%	(25)	20%	(31)	154
#1 Issue: Women's Issues	49%	(36)	23%	(17)	1%	(0)	11%	(8)	16%	(12)	73
#1 Issue: Education	39%	(22)	34%	(19)	3%	(2)	4%	(2)	19%	(10)	55
#1 Issue: Energy	24%	(13)	49%	(26)	8%	(4)	2%	(1)	16%	(8)	53
#1 Issue: Other	20%	(15)	25%	(18)	15%	(11)	14%	(10)	27%	(20)	74
2018 House Vote: Democrat	45%	(238)	29%	(157)	8%	(41)	6%	(34)	12%	(64)	535
2018 House Vote: Republican	21%	(75)	29%	(104)	12%	(42)	25%	(90)	12%	(42)	353
2016 Vote: Hillary Clinton	43%	(220)	30%	(151)	8%	(41)	5%	(26)	14%	(70)	507
2016 Vote: Donald Trump	21%	(81)	27%	(105)	12%	(47)	26%	(104)	15%	(57)	394
2016 Vote: Other	31%	(19)	32%	(20)	11%	(7)	15%	(9)	11%	(7)	61
2016 Vote: Didn't Vote	34%	(122)	23%	(83)	12%	(44)	8%	(30)	22%	(79)	358
Voted in 2014: Yes	33%	(271)	29%	(236)	10%	(79)	15%	(126)	13%	(105)	816
Voted in 2014: No	34%	(171)	24%	(123)	12%	(62)	8%	(43)	21%	(108)	506
2012 Vote: Barack Obama	40%	(252)	29%	(182)	9%	(57)	9%	(59)	12%	(78)	629
2012 Vote: Mitt Romney	16%	(38)	26%	(63)	11%	(28)	30%	(73)	17%	(41)	244
2012 Vote: Didn't Vote	34%	(144)	26%	(110)	12%	(53)	7%	(31)	20%	(85)	422

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Table MCSP14_7: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Reforming the criminal justice system*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	33%	(442)	27%	(359)	11%	(140)	13%	(169)	16%	(213)	1322
4-Region: Northeast	38%	(98)	31%	(80)	8%	(21)	8%	(20)	15%	(39)	258
4-Region: Midwest	24%	(61)	23%	(60)	9%	(24)	21%	(54)	23%	(58)	259
4-Region: South	34%	(160)	27%	(127)	12%	(57)	13%	(62)	15%	(71)	478
4-Region: West	37%	(122)	28%	(91)	12%	(38)	10%	(32)	14%	(45)	328

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

Table MCSP14_8: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
 Disaster relief

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	40% (532)	37% (489)	7% (96)	4% (48)	12% (158)	1322
Gender: Male	42% (302)	37% (266)	7% (52)	3% (25)	11% (79)	724
Gender: Female	39% (231)	37% (223)	7% (44)	4% (23)	13% (78)	599
Age: 18-34	35% (143)	38% (152)	9% (37)	3% (14)	15% (60)	406
Age: 35-44	48% (114)	33% (78)	6% (15)	3% (8)	10% (24)	239
Age: 45-64	41% (181)	37% (164)	7% (32)	4% (17)	11% (51)	446
Age: 65+	41% (94)	41% (94)	5% (12)	4% (8)	10% (23)	231
GenZers: 1997-2012	28% (36)	48% (61)	4% (5)	5% (7)	16% (20)	129
Millennials: 1981-1996	43% (181)	32% (136)	9% (40)	3% (12)	14% (58)	427
GenXers: 1965-1980	43% (146)	35% (120)	8% (26)	3% (10)	11% (39)	341
Baby Boomers: 1946-1964	41% (156)	40% (152)	5% (21)	5% (18)	9% (35)	383
PID: Dem (no lean)	47% (273)	35% (202)	7% (40)	3% (17)	9% (52)	584
PID: Ind (no lean)	34% (123)	37% (137)	7% (25)	4% (15)	19% (68)	368
PID: Rep (no lean)	37% (136)	40% (149)	9% (32)	4% (16)	10% (37)	370
PID/Gender: Dem Men	50% (154)	34% (104)	5% (15)	3% (8)	8% (25)	305
PID/Gender: Dem Women	43% (119)	35% (99)	9% (25)	3% (9)	10% (27)	279
PID/Gender: Ind Men	33% (68)	36% (76)	9% (18)	4% (8)	19% (39)	209
PID/Gender: Ind Women	34% (55)	39% (61)	4% (6)	5% (7)	18% (29)	159
PID/Gender: Rep Men	38% (80)	41% (87)	9% (19)	5% (10)	7% (15)	210
PID/Gender: Rep Women	35% (56)	39% (63)	8% (13)	4% (6)	14% (22)	160
Ideo: Liberal (1-3)	52% (221)	31% (132)	6% (27)	3% (11)	8% (35)	426
Ideo: Moderate (4)	33% (134)	41% (163)	10% (42)	3% (11)	13% (54)	403
Ideo: Conservative (5-7)	36% (137)	44% (167)	6% (22)	6% (22)	8% (32)	379
Educ: < College	35% (291)	38% (313)	8% (63)	4% (31)	15% (127)	826
Educ: Bachelors degree	47% (141)	36% (109)	6% (19)	4% (13)	7% (22)	304
Educ: Post-grad	52% (100)	35% (67)	7% (14)	2% (3)	4% (9)	193
Income: Under 50k	36% (234)	36% (234)	7% (43)	4% (29)	17% (108)	649
Income: 50k-100k	43% (173)	39% (158)	6% (26)	3% (10)	9% (39)	406
Income: 100k+	47% (125)	36% (96)	10% (27)	3% (8)	4% (11)	267
Ethnicity: White	40% (411)	38% (395)	7% (69)	3% (36)	12% (120)	1030

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Table MCSP14_8: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Disaster relief

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	40%	(532)	37%	(489)	7%	(96)	4%	(48)	12%	(158)	1322
Ethnicity: Hispanic	39%	(82)	40%	(84)	8%	(17)	3%	(6)	11%	(23)	213
Ethnicity: Black	43%	(78)	33%	(59)	9%	(17)	6%	(10)	10%	(18)	183
Ethnicity: Other	40%	(43)	32%	(35)	9%	(10)	1%	(2)	18%	(20)	109
All Christian	43%	(311)	40%	(284)	6%	(42)	3%	(23)	8%	(58)	719
All Non-Christian	51%	(42)	33%	(27)	8%	(7)	2%	(2)	6%	(5)	82
Agnostic/Nothing in particular	36%	(96)	33%	(90)	12%	(32)	2%	(7)	17%	(46)	271
Something Else	34%	(72)	34%	(73)	4%	(10)	7%	(16)	20%	(42)	212
Religious Non-Protestant/Catholic	47%	(44)	35%	(33)	7%	(7)	3%	(3)	9%	(8)	95
Evangelical	48%	(216)	36%	(162)	6%	(28)	3%	(13)	7%	(30)	450
Non-Evangelical	36%	(160)	40%	(178)	4%	(20)	6%	(25)	15%	(67)	449
Community: Urban	49%	(255)	33%	(174)	8%	(40)	2%	(12)	8%	(40)	521
Community: Suburban	33%	(167)	41%	(208)	8%	(41)	3%	(17)	14%	(72)	505
Community: Rural	37%	(111)	36%	(107)	5%	(15)	6%	(19)	15%	(45)	297
Employ: Private Sector	44%	(212)	39%	(189)	6%	(30)	3%	(16)	8%	(41)	487
Employ: Government	38%	(46)	34%	(41)	14%	(17)	3%	(3)	11%	(14)	121
Employ: Self-Employed	30%	(37)	39%	(47)	14%	(17)	3%	(4)	14%	(18)	122
Employ: Homemaker	32%	(21)	46%	(31)	5%	(4)	5%	(3)	13%	(9)	67
Employ: Student	36%	(24)	39%	(25)	4%	(3)	2%	(1)	19%	(12)	65
Employ: Retired	42%	(106)	37%	(93)	6%	(15)	3%	(8)	12%	(29)	251
Employ: Unemployed	42%	(59)	31%	(43)	3%	(4)	4%	(6)	20%	(28)	140
Employ: Other	40%	(27)	29%	(20)	9%	(6)	11%	(7)	11%	(7)	68
Military HH: Yes	45%	(96)	37%	(79)	10%	(21)	4%	(8)	5%	(10)	214
Military HH: No	39%	(437)	37%	(410)	7%	(75)	4%	(39)	13%	(147)	1109
RD/WT: Right Direction	41%	(192)	35%	(161)	9%	(44)	4%	(19)	11%	(49)	466
RD/WT: Wrong Track	40%	(340)	38%	(327)	6%	(52)	3%	(28)	13%	(108)	856
Trump Job Approve	37%	(195)	39%	(205)	8%	(44)	4%	(21)	12%	(61)	527
Trump Job Disapprove	44%	(330)	36%	(275)	7%	(51)	3%	(26)	10%	(73)	755

Continued on next page

Table MCSP14_8: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
 Disaster relief

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	40%	(532)	37%	(489)	7%	(96)	4%	(48)	12%	(158)	1322
Trump Job Strongly Approve	41%	(126)	36%	(110)	9%	(27)	5%	(14)	10%	(30)	307
Trump Job Somewhat Approve	32%	(70)	43%	(95)	8%	(18)	3%	(7)	14%	(31)	220
Trump Job Somewhat Disapprove	30%	(52)	46%	(80)	11%	(19)	4%	(6)	10%	(17)	174
Trump Job Strongly Disapprove	48%	(278)	33%	(195)	6%	(32)	3%	(20)	10%	(56)	581
Favorable of Trump	38%	(197)	40%	(208)	8%	(44)	4%	(19)	10%	(54)	523
Unfavorable of Trump	43%	(322)	36%	(268)	7%	(50)	4%	(28)	11%	(79)	747
Very Favorable of Trump	42%	(133)	36%	(114)	10%	(30)	5%	(14)	8%	(25)	316
Somewhat Favorable of Trump	31%	(65)	46%	(94)	7%	(14)	2%	(5)	14%	(29)	206
Somewhat Unfavorable of Trump	31%	(47)	50%	(76)	5%	(8)	5%	(8)	8%	(12)	152
Very Unfavorable of Trump	46%	(275)	32%	(192)	7%	(42)	3%	(20)	11%	(67)	595
#1 Issue: Economy	40%	(205)	39%	(196)	6%	(32)	3%	(16)	12%	(59)	507
#1 Issue: Security	37%	(50)	35%	(47)	9%	(12)	6%	(9)	13%	(18)	135
#1 Issue: Health Care	43%	(117)	34%	(91)	10%	(26)	3%	(8)	11%	(29)	271
#1 Issue: Medicare / Social Security	36%	(56)	43%	(66)	6%	(9)	4%	(6)	11%	(17)	154
#1 Issue: Women's Issues	29%	(21)	39%	(28)	10%	(8)	5%	(4)	16%	(12)	73
#1 Issue: Education	49%	(27)	33%	(18)	3%	(2)	2%	(1)	14%	(8)	55
#1 Issue: Energy	42%	(22)	39%	(21)	8%	(4)	2%	(1)	10%	(5)	53
#1 Issue: Other	47%	(35)	29%	(21)	5%	(3)	6%	(4)	14%	(10)	74
2018 House Vote: Democrat	48%	(259)	33%	(177)	7%	(37)	3%	(14)	9%	(47)	535
2018 House Vote: Republican	39%	(139)	42%	(147)	8%	(27)	4%	(14)	8%	(27)	353
2016 Vote: Hillary Clinton	50%	(251)	33%	(169)	6%	(31)	3%	(13)	8%	(42)	507
2016 Vote: Donald Trump	39%	(154)	41%	(162)	8%	(30)	4%	(17)	8%	(32)	394
2016 Vote: Other	38%	(23)	33%	(20)	9%	(6)	1%	(1)	18%	(11)	61
2016 Vote: Didn't Vote	28%	(102)	38%	(138)	8%	(30)	5%	(17)	20%	(73)	358
Voted in 2014: Yes	45%	(366)	36%	(296)	7%	(54)	4%	(31)	9%	(69)	816
Voted in 2014: No	33%	(166)	38%	(193)	8%	(42)	3%	(17)	17%	(88)	506
2012 Vote: Barack Obama	47%	(295)	36%	(227)	5%	(33)	3%	(20)	9%	(55)	629
2012 Vote: Mitt Romney	35%	(86)	41%	(100)	7%	(18)	6%	(14)	11%	(27)	244
2012 Vote: Didn't Vote	33%	(140)	37%	(157)	10%	(43)	3%	(13)	16%	(69)	422

Continued on next page

Table MCSP14_8: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
Disaster relief

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	40%	(532)	37%	(489)	7%	(96)	4%	(48)	12%	(158)	1322
4-Region: Northeast	43%	(110)	37%	(94)	7%	(17)	4%	(9)	11%	(28)	258
4-Region: Midwest	39%	(102)	35%	(92)	6%	(15)	6%	(14)	14%	(36)	259
4-Region: South	40%	(190)	39%	(187)	7%	(31)	3%	(16)	11%	(54)	478
4-Region: West	40%	(131)	35%	(116)	10%	(32)	3%	(8)	12%	(40)	328

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

Table MCSP14_9: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
 Helping veterans

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	55% (728)	29% (383)	4% (56)	3% (35)	9% (121)	1322
Gender: Male	56% (402)	29% (210)	5% (37)	2% (16)	8% (59)	724
Gender: Female	54% (326)	29% (173)	3% (19)	3% (19)	10% (62)	599
Age: 18-34	49% (198)	33% (133)	5% (19)	3% (11)	11% (45)	406
Age: 35-44	61% (147)	23% (55)	6% (14)	1% (2)	9% (22)	239
Age: 45-64	55% (244)	28% (127)	5% (21)	4% (18)	8% (37)	446
Age: 65+	60% (139)	29% (67)	1% (3)	2% (4)	8% (17)	231
GenZers: 1997-2012	47% (61)	31% (41)	4% (6)	3% (4)	14% (18)	129
Millennials: 1981-1996	54% (232)	29% (123)	5% (20)	2% (8)	10% (43)	427
GenXers: 1965-1980	52% (179)	31% (105)	6% (21)	4% (13)	7% (22)	341
Baby Boomers: 1946-1964	61% (233)	25% (96)	2% (8)	2% (9)	9% (36)	383
PID: Dem (no lean)	54% (316)	30% (173)	5% (31)	2% (13)	9% (51)	584
PID: Ind (no lean)	51% (187)	31% (116)	3% (10)	3% (12)	12% (43)	368
PID: Rep (no lean)	61% (224)	25% (94)	4% (15)	3% (10)	7% (28)	370
PID/Gender: Dem Men	56% (170)	31% (94)	5% (16)	2% (5)	6% (20)	305
PID/Gender: Dem Women	52% (146)	28% (79)	5% (15)	3% (8)	11% (31)	279
PID/Gender: Ind Men	49% (102)	30% (63)	5% (10)	4% (8)	12% (26)	209
PID/Gender: Ind Women	53% (85)	33% (53)	— (0)	2% (4)	11% (17)	159
PID/Gender: Rep Men	62% (130)	25% (53)	5% (11)	1% (3)	6% (13)	210
PID/Gender: Rep Women	59% (94)	26% (41)	2% (4)	5% (7)	9% (14)	160
Ideo: Liberal (1-3)	57% (242)	29% (125)	6% (24)	2% (9)	6% (25)	426
Ideo: Moderate (4)	51% (206)	30% (121)	4% (17)	4% (18)	10% (41)	403
Ideo: Conservative (5-7)	61% (233)	26% (100)	4% (14)	2% (7)	7% (26)	379
Educ: < College	55% (457)	27% (222)	3% (25)	3% (24)	12% (97)	826
Educ: Bachelors degree	53% (162)	32% (97)	6% (19)	3% (9)	5% (17)	304
Educ: Post-grad	56% (109)	33% (64)	6% (11)	1% (1)	4% (8)	193
Income: Under 50k	54% (348)	27% (177)	3% (21)	2% (14)	14% (88)	649
Income: 50k-100k	54% (220)	33% (134)	4% (17)	3% (11)	6% (25)	406
Income: 100k+	60% (160)	27% (72)	7% (18)	4% (10)	3% (8)	267
Ethnicity: White	56% (578)	30% (307)	4% (44)	2% (22)	8% (79)	1030

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Table MCSP14_9: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Helping veterans

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	55%	(728)	29%	(383)	4%	(56)	3%	(35)	9%	(121)	1322
Ethnicity: Hispanic	50%	(107)	32%	(68)	4%	(8)	6%	(12)	8%	(18)	213
Ethnicity: Black	55%	(101)	24%	(44)	5%	(10)	3%	(5)	12%	(23)	183
Ethnicity: Other	45%	(49)	29%	(31)	3%	(3)	7%	(7)	18%	(19)	109
All Christian	58%	(418)	30%	(216)	5%	(33)	2%	(15)	5%	(37)	719
All Non-Christian	58%	(48)	30%	(24)	3%	(3)	4%	(3)	5%	(5)	82
Agnostic/Nothing in particular	43%	(115)	35%	(95)	4%	(11)	4%	(10)	15%	(40)	271
Something Else	61%	(129)	18%	(38)	4%	(8)	3%	(7)	14%	(30)	212
Religious Non-Protestant/Catholic	57%	(54)	32%	(30)	3%	(3)	3%	(3)	5%	(5)	95
Evangelical	64%	(287)	24%	(109)	6%	(26)	2%	(8)	5%	(21)	450
Non-Evangelical	55%	(246)	29%	(130)	3%	(13)	3%	(13)	10%	(46)	449
Community: Urban	56%	(290)	30%	(157)	5%	(24)	2%	(11)	8%	(39)	521
Community: Suburban	52%	(261)	32%	(163)	4%	(19)	2%	(11)	10%	(50)	505
Community: Rural	60%	(177)	21%	(63)	5%	(14)	4%	(12)	11%	(32)	297
Employ: Private Sector	54%	(263)	31%	(150)	6%	(28)	2%	(9)	7%	(36)	487
Employ: Government	51%	(62)	26%	(31)	10%	(12)	2%	(2)	11%	(13)	121
Employ: Self-Employed	46%	(56)	36%	(44)	2%	(2)	7%	(9)	9%	(11)	122
Employ: Homemaker	65%	(44)	30%	(20)	—	(0)	—	(0)	5%	(4)	67
Employ: Student	53%	(35)	28%	(18)	1%	(1)	—	(0)	17%	(11)	65
Employ: Retired	60%	(150)	28%	(70)	1%	(3)	2%	(5)	9%	(23)	251
Employ: Unemployed	64%	(89)	14%	(20)	6%	(8)	4%	(6)	13%	(18)	140
Employ: Other	42%	(28)	43%	(29)	3%	(2)	5%	(3)	8%	(5)	68
Military HH: Yes	66%	(140)	25%	(54)	5%	(11)	1%	(2)	3%	(7)	214
Military HH: No	53%	(587)	30%	(329)	4%	(46)	3%	(32)	10%	(115)	1109
RD/WT: Right Direction	55%	(254)	30%	(138)	6%	(28)	4%	(19)	6%	(27)	466
RD/WT: Wrong Track	55%	(473)	29%	(245)	3%	(29)	2%	(15)	11%	(94)	856
Trump Job Approve	61%	(323)	27%	(142)	4%	(23)	2%	(11)	5%	(28)	527
Trump Job Disapprove	52%	(396)	31%	(232)	4%	(33)	3%	(23)	9%	(71)	755

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Table MCSP14_9: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
 Helping veterans

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	55% (728)	29% (383)	4% (56)	3% (35)	9% (121)	1322
Trump Job Strongly Approve	64% (196)	24% (75)	3% (11)	2% (6)	6% (18)	307
Trump Job Somewhat Approve	58% (127)	30% (67)	6% (13)	2% (4)	4% (10)	220
Trump Job Somewhat Disapprove	43% (76)	35% (61)	6% (11)	6% (11)	9% (16)	174
Trump Job Strongly Disapprove	55% (320)	29% (171)	4% (22)	2% (12)	9% (55)	581
Favorable of Trump	62% (322)	26% (136)	5% (27)	2% (9)	6% (29)	523
Unfavorable of Trump	52% (390)	32% (237)	4% (27)	3% (24)	9% (68)	747
Very Favorable of Trump	63% (201)	26% (82)	3% (10)	2% (7)	5% (17)	316
Somewhat Favorable of Trump	59% (121)	26% (55)	8% (17)	1% (2)	6% (12)	206
Somewhat Unfavorable of Trump	43% (65)	45% (68)	3% (4)	3% (4)	7% (10)	152
Very Unfavorable of Trump	55% (325)	28% (169)	4% (23)	3% (20)	10% (57)	595
#1 Issue: Economy	55% (278)	31% (156)	4% (21)	2% (9)	8% (43)	507
#1 Issue: Security	66% (89)	19% (25)	2% (3)	7% (9)	7% (9)	135
#1 Issue: Health Care	52% (140)	26% (71)	7% (20)	4% (11)	11% (29)	271
#1 Issue: Medicare / Social Security	61% (94)	26% (40)	3% (5)	1% (2)	8% (13)	154
#1 Issue: Women's Issues	30% (22)	46% (34)	5% (4)	3% (2)	16% (12)	73
#1 Issue: Education	50% (27)	33% (18)	— (0)	1% (0)	17% (9)	55
#1 Issue: Energy	56% (30)	33% (18)	6% (3)	3% (2)	1% (1)	53
#1 Issue: Other	65% (48)	27% (20)	— (0)	— (0)	8% (6)	74
2018 House Vote: Democrat	57% (304)	29% (156)	5% (26)	2% (9)	7% (40)	535
2018 House Vote: Republican	62% (219)	28% (97)	4% (15)	2% (7)	4% (15)	353
2016 Vote: Hillary Clinton	57% (289)	29% (146)	5% (23)	2% (11)	7% (38)	507
2016 Vote: Donald Trump	59% (233)	29% (115)	5% (22)	2% (7)	5% (18)	394
2016 Vote: Other	55% (34)	32% (20)	1% (1)	— (0)	11% (7)	61
2016 Vote: Didn't Vote	48% (172)	28% (100)	3% (11)	5% (17)	16% (58)	358
Voted in 2014: Yes	60% (492)	28% (230)	4% (34)	2% (13)	6% (46)	816
Voted in 2014: No	47% (236)	30% (153)	4% (23)	4% (21)	15% (75)	506
2012 Vote: Barack Obama	59% (370)	29% (182)	4% (24)	1% (9)	7% (44)	629
2012 Vote: Mitt Romney	64% (157)	24% (58)	4% (10)	3% (7)	5% (12)	244
2012 Vote: Didn't Vote	45% (192)	31% (132)	5% (20)	4% (19)	14% (60)	422

Continued on next page

Table MCSP14_9: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Helping veterans*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	55%	(728)	29%	(383)	4%	(56)	3%	(35)	9%	(121)	1322
4-Region: Northeast	58%	(151)	28%	(72)	3%	(7)	2%	(4)	10%	(25)	258
4-Region: Midwest	54%	(139)	31%	(81)	3%	(9)	3%	(8)	9%	(22)	259
4-Region: South	56%	(268)	25%	(120)	7%	(33)	2%	(10)	10%	(46)	478
4-Region: West	52%	(169)	34%	(110)	3%	(8)	4%	(13)	8%	(28)	328

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

Table MCSP14_10: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?

Gender equality

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	33% (439)	28% (367)	10% (137)	14% (185)	15% (194)	1322
Gender: Male	34% (245)	29% (206)	9% (65)	15% (105)	14% (102)	724
Gender: Female	32% (194)	27% (161)	12% (72)	13% (80)	15% (92)	599
Age: 18-34	44% (180)	28% (115)	9% (37)	7% (27)	12% (47)	406
Age: 35-44	42% (102)	27% (64)	12% (28)	6% (15)	13% (30)	239
Age: 45-64	25% (113)	30% (134)	10% (44)	20% (88)	15% (69)	446
Age: 65+	20% (45)	24% (55)	12% (28)	24% (55)	21% (48)	231
GenZers: 1997-2012	38% (49)	35% (46)	10% (13)	3% (3)	14% (18)	129
Millennials: 1981-1996	44% (187)	25% (108)	11% (46)	8% (34)	12% (51)	427
GenXers: 1965-1980	34% (115)	34% (114)	7% (25)	12% (39)	14% (47)	341
Baby Boomers: 1946-1964	21% (80)	24% (91)	12% (47)	26% (100)	17% (65)	383
PID: Dem (no lean)	43% (250)	32% (185)	8% (50)	7% (38)	11% (61)	584
PID: Ind (no lean)	29% (106)	26% (94)	11% (39)	13% (47)	22% (82)	368
PID: Rep (no lean)	23% (84)	24% (88)	13% (48)	27% (100)	14% (50)	370
PID/Gender: Dem Men	47% (143)	28% (85)	8% (26)	7% (22)	10% (30)	305
PID/Gender: Dem Women	38% (107)	36% (99)	9% (24)	6% (17)	11% (32)	279
PID/Gender: Ind Men	24% (50)	31% (64)	7% (15)	14% (30)	24% (50)	209
PID/Gender: Ind Women	35% (56)	19% (30)	15% (24)	11% (17)	20% (32)	159
PID/Gender: Rep Men	25% (53)	27% (57)	11% (24)	26% (54)	11% (22)	210
PID/Gender: Rep Women	19% (31)	20% (31)	15% (24)	29% (46)	17% (28)	160
Ideo: Liberal (1-3)	50% (213)	29% (124)	6% (27)	5% (22)	9% (39)	426
Ideo: Moderate (4)	28% (112)	33% (135)	13% (52)	10% (40)	16% (64)	403
Ideo: Conservative (5-7)	22% (82)	22% (85)	13% (48)	31% (116)	13% (49)	379
Educ: < College	29% (239)	25% (207)	11% (94)	16% (131)	19% (155)	826
Educ: Bachelors degree	37% (114)	30% (93)	9% (27)	14% (42)	9% (29)	304
Educ: Post-grad	45% (87)	35% (67)	8% (16)	6% (12)	5% (10)	193
Income: Under 50k	29% (190)	25% (165)	11% (72)	14% (91)	20% (131)	649
Income: 50k-100k	35% (140)	29% (117)	9% (37)	17% (68)	11% (44)	406
Income: 100k+	41% (110)	32% (85)	10% (27)	10% (27)	7% (18)	267
Ethnicity: White	31% (323)	27% (281)	11% (113)	16% (163)	15% (150)	1030

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Table MCSP14_10: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
Gender equality

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	33%	(439)	28%	(367)	10%	(137)	14%	(185)	15%	(194)	1322
Ethnicity: Hispanic	44%	(93)	35%	(75)	10%	(21)	4%	(8)	7%	(14)	213
Ethnicity: Black	38%	(69)	28%	(51)	8%	(15)	9%	(16)	18%	(32)	183
Ethnicity: Other	43%	(47)	33%	(36)	8%	(8)	7%	(7)	10%	(11)	109
All Christian	33%	(238)	30%	(219)	11%	(79)	14%	(100)	11%	(82)	719
All Non-Christian	46%	(37)	28%	(23)	8%	(7)	12%	(10)	6%	(5)	82
Agnostic/Nothing in particular	33%	(89)	27%	(72)	9%	(24)	14%	(37)	18%	(49)	271
Something Else	29%	(61)	22%	(46)	10%	(22)	17%	(36)	23%	(48)	212
Religious Non-Protestant/Catholic	40%	(37)	33%	(31)	9%	(9)	13%	(13)	5%	(5)	95
Evangelical	36%	(162)	27%	(120)	11%	(51)	13%	(60)	12%	(56)	450
Non-Evangelical	29%	(130)	28%	(127)	10%	(46)	16%	(72)	16%	(73)	449
Community: Urban	42%	(221)	30%	(158)	10%	(51)	8%	(41)	10%	(50)	521
Community: Suburban	30%	(151)	28%	(139)	9%	(46)	17%	(83)	17%	(85)	505
Community: Rural	23%	(67)	24%	(71)	13%	(40)	20%	(61)	20%	(58)	297
Employ: Private Sector	39%	(189)	30%	(144)	8%	(38)	13%	(65)	10%	(51)	487
Employ: Government	37%	(45)	28%	(34)	13%	(16)	10%	(12)	12%	(14)	121
Employ: Self-Employed	28%	(34)	43%	(53)	10%	(12)	9%	(11)	9%	(12)	122
Employ: Homemaker	22%	(15)	27%	(18)	14%	(9)	22%	(15)	15%	(10)	67
Employ: Student	42%	(27)	26%	(17)	7%	(5)	3%	(2)	23%	(15)	65
Employ: Retired	21%	(53)	24%	(60)	11%	(29)	21%	(53)	23%	(57)	251
Employ: Unemployed	34%	(47)	21%	(30)	18%	(25)	12%	(17)	15%	(21)	140
Employ: Other	42%	(29)	15%	(10)	3%	(2)	18%	(12)	22%	(15)	68
Military HH: Yes	32%	(67)	26%	(55)	11%	(24)	19%	(40)	13%	(27)	214
Military HH: No	34%	(372)	28%	(312)	10%	(112)	13%	(146)	15%	(167)	1109
RD/WT: Right Direction	36%	(168)	33%	(152)	10%	(47)	13%	(58)	9%	(42)	466
RD/WT: Wrong Track	32%	(272)	25%	(215)	11%	(90)	15%	(127)	18%	(152)	856
Trump Job Approve	25%	(131)	25%	(130)	14%	(72)	22%	(117)	14%	(76)	527
Trump Job Disapprove	40%	(299)	31%	(234)	9%	(65)	8%	(63)	12%	(94)	755

Continued on next page

Table MCSP14_10: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
 Gender equality

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	33%	(439)	28%	(367)	10%	(137)	14%	(185)	15%	(194)	1322
Trump Job Strongly Approve	25%	(76)	24%	(73)	12%	(38)	28%	(87)	11%	(33)	307
Trump Job Somewhat Approve	25%	(55)	26%	(58)	15%	(34)	14%	(30)	20%	(44)	220
Trump Job Somewhat Disapprove	31%	(53)	38%	(66)	13%	(23)	9%	(15)	9%	(16)	174
Trump Job Strongly Disapprove	42%	(246)	29%	(168)	7%	(42)	8%	(48)	13%	(78)	581
Favorable of Trump	25%	(130)	25%	(131)	13%	(69)	23%	(120)	14%	(73)	523
Unfavorable of Trump	40%	(299)	31%	(231)	9%	(64)	8%	(59)	12%	(93)	747
Very Favorable of Trump	26%	(83)	23%	(73)	11%	(34)	29%	(93)	10%	(33)	316
Somewhat Favorable of Trump	22%	(46)	28%	(58)	17%	(35)	13%	(27)	20%	(40)	206
Somewhat Unfavorable of Trump	32%	(49)	35%	(53)	15%	(22)	10%	(14)	9%	(13)	152
Very Unfavorable of Trump	42%	(251)	30%	(178)	7%	(42)	7%	(45)	13%	(80)	595
#1 Issue: Economy	30%	(150)	27%	(139)	11%	(55)	18%	(92)	14%	(71)	507
#1 Issue: Security	35%	(47)	23%	(31)	10%	(14)	20%	(27)	12%	(17)	135
#1 Issue: Health Care	41%	(111)	32%	(87)	6%	(17)	8%	(21)	12%	(34)	271
#1 Issue: Medicare / Social Security	20%	(30)	25%	(38)	14%	(22)	16%	(25)	25%	(39)	154
#1 Issue: Women's Issues	46%	(34)	30%	(22)	7%	(5)	4%	(3)	12%	(9)	73
#1 Issue: Education	36%	(20)	32%	(18)	9%	(5)	4%	(2)	19%	(10)	55
#1 Issue: Energy	42%	(23)	28%	(15)	9%	(5)	15%	(8)	6%	(3)	53
#1 Issue: Other	34%	(25)	24%	(18)	18%	(14)	10%	(7)	14%	(10)	74
2018 House Vote: Democrat	45%	(240)	30%	(160)	8%	(45)	8%	(44)	9%	(47)	535
2018 House Vote: Republican	21%	(73)	26%	(91)	14%	(48)	27%	(97)	13%	(44)	353
2016 Vote: Hillary Clinton	44%	(225)	31%	(159)	7%	(36)	7%	(36)	10%	(51)	507
2016 Vote: Donald Trump	22%	(85)	26%	(104)	13%	(53)	27%	(105)	12%	(47)	394
2016 Vote: Other	32%	(20)	19%	(12)	12%	(7)	16%	(10)	20%	(12)	61
2016 Vote: Didn't Vote	30%	(107)	26%	(92)	11%	(40)	10%	(34)	23%	(84)	358
Voted in 2014: Yes	35%	(288)	27%	(218)	10%	(85)	16%	(134)	11%	(91)	816
Voted in 2014: No	30%	(151)	29%	(149)	10%	(52)	10%	(52)	20%	(103)	506
2012 Vote: Barack Obama	41%	(258)	29%	(185)	9%	(56)	10%	(60)	11%	(71)	629
2012 Vote: Mitt Romney	16%	(40)	23%	(57)	11%	(27)	34%	(84)	15%	(36)	244
2012 Vote: Didn't Vote	32%	(135)	29%	(123)	12%	(50)	8%	(34)	19%	(80)	422

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Table MCSP14_10: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Gender equality*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	33%	(439)	28%	(367)	10%	(137)	14%	(185)	15%	(194)	1322
4-Region: Northeast	38%	(99)	28%	(73)	8%	(22)	11%	(28)	14%	(37)	258
4-Region: Midwest	24%	(62)	22%	(58)	10%	(25)	22%	(58)	22%	(56)	259
4-Region: South	34%	(163)	26%	(122)	12%	(56)	14%	(66)	15%	(70)	478
4-Region: West	35%	(116)	35%	(114)	10%	(34)	10%	(33)	10%	(31)	328

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

Table MCSP14_11: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
 Preventing climate change

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	36% (476)	28% (372)	11% (146)	11% (145)	14% (183)	1322
Gender: Male	38% (273)	30% (218)	10% (72)	10% (74)	12% (86)	724
Gender: Female	34% (203)	26% (153)	12% (74)	12% (72)	16% (96)	599
Age: 18-34	40% (161)	30% (121)	12% (47)	6% (23)	13% (54)	406
Age: 35-44	48% (115)	26% (63)	9% (20)	6% (14)	12% (28)	239
Age: 45-64	30% (133)	28% (125)	12% (53)	15% (69)	15% (67)	446
Age: 65+	29% (67)	28% (64)	11% (26)	17% (40)	15% (34)	231
GenZers: 1997-2012	37% (48)	33% (43)	12% (16)	2% (2)	16% (20)	129
Millennials: 1981-1996	44% (187)	27% (114)	10% (44)	6% (27)	13% (55)	427
GenXers: 1965-1980	36% (123)	29% (100)	11% (36)	9% (32)	15% (49)	341
Baby Boomers: 1946-1964	29% (111)	25% (96)	12% (46)	20% (77)	14% (52)	383
PID: Dem (no lean)	46% (271)	30% (173)	8% (49)	5% (27)	11% (65)	584
PID: Ind (no lean)	30% (112)	31% (115)	10% (36)	10% (37)	19% (69)	368
PID: Rep (no lean)	25% (94)	23% (84)	17% (62)	22% (82)	13% (49)	370
PID/Gender: Dem Men	52% (159)	31% (95)	5% (16)	3% (8)	9% (27)	305
PID/Gender: Dem Women	40% (112)	28% (78)	12% (32)	7% (19)	14% (38)	279
PID/Gender: Ind Men	24% (51)	35% (73)	11% (22)	11% (22)	19% (40)	209
PID/Gender: Ind Women	38% (61)	26% (41)	8% (13)	9% (15)	18% (29)	159
PID/Gender: Rep Men	30% (64)	24% (50)	16% (33)	21% (43)	9% (19)	210
PID/Gender: Rep Women	19% (30)	21% (34)	18% (29)	24% (38)	18% (29)	160
Ideo: Liberal (1-3)	57% (242)	24% (101)	8% (32)	5% (21)	7% (30)	426
Ideo: Moderate (4)	27% (108)	42% (168)	9% (35)	6% (24)	17% (68)	403
Ideo: Conservative (5-7)	26% (99)	21% (81)	15% (56)	25% (96)	12% (47)	379
Educ: < College	29% (241)	28% (231)	13% (109)	12% (98)	18% (147)	826
Educ: Bachelors degree	44% (134)	27% (81)	8% (24)	13% (38)	9% (27)	304
Educ: Post-grad	53% (101)	31% (60)	7% (13)	5% (9)	5% (9)	193
Income: Under 50k	31% (203)	27% (173)	13% (83)	11% (71)	18% (118)	649
Income: 50k-100k	37% (152)	26% (106)	11% (46)	13% (54)	12% (49)	406
Income: 100k+	45% (122)	35% (93)	6% (17)	8% (21)	6% (16)	267
Ethnicity: White	37% (376)	28% (286)	10% (106)	12% (128)	13% (135)	1030

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Table MCSP14_11: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
Preventing climate change

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	36%	(476)	28%	(372)	11%	(146)	11%	(145)	14%	(183)	1322
Ethnicity: Hispanic	47%	(100)	31%	(66)	9%	(20)	3%	(6)	10%	(21)	213
Ethnicity: Black	34%	(62)	27%	(49)	11%	(21)	10%	(17)	18%	(33)	183
Ethnicity: Other	35%	(38)	33%	(36)	18%	(20)	—	(0)	13%	(15)	109
All Christian	37%	(266)	28%	(200)	10%	(71)	13%	(92)	12%	(88)	719
All Non-Christian	42%	(35)	37%	(30)	11%	(9)	5%	(4)	5%	(4)	82
Agnostic/Nothing in particular	30%	(81)	35%	(95)	11%	(30)	8%	(23)	16%	(43)	271
Something Else	38%	(80)	19%	(41)	13%	(28)	10%	(21)	20%	(42)	212
Religious Non-Protestant/Catholic	38%	(36)	33%	(31)	16%	(15)	8%	(7)	6%	(5)	95
Evangelical	43%	(192)	27%	(123)	9%	(39)	11%	(49)	10%	(47)	450
Non-Evangelical	32%	(143)	25%	(111)	11%	(51)	14%	(61)	18%	(82)	449
Community: Urban	44%	(230)	28%	(145)	10%	(53)	8%	(41)	10%	(52)	521
Community: Suburban	33%	(165)	29%	(144)	10%	(53)	11%	(53)	18%	(90)	505
Community: Rural	28%	(82)	28%	(83)	14%	(40)	17%	(51)	14%	(41)	297
Employ: Private Sector	42%	(202)	29%	(141)	7%	(35)	10%	(49)	12%	(59)	487
Employ: Government	34%	(41)	33%	(40)	15%	(18)	9%	(10)	10%	(12)	121
Employ: Self-Employed	30%	(36)	31%	(38)	11%	(13)	12%	(15)	16%	(20)	122
Employ: Homemaker	34%	(23)	31%	(21)	10%	(7)	15%	(10)	9%	(6)	67
Employ: Student	35%	(23)	35%	(23)	14%	(9)	1%	(1)	15%	(10)	65
Employ: Retired	31%	(77)	29%	(72)	11%	(27)	14%	(36)	16%	(39)	251
Employ: Unemployed	36%	(50)	20%	(28)	18%	(26)	9%	(13)	17%	(23)	140
Employ: Other	36%	(25)	13%	(9)	17%	(11)	16%	(11)	18%	(12)	68
Military HH: Yes	35%	(75)	28%	(60)	15%	(33)	13%	(27)	8%	(18)	214
Military HH: No	36%	(401)	28%	(311)	10%	(113)	11%	(118)	15%	(165)	1109
RD/WT: Right Direction	39%	(184)	29%	(134)	11%	(52)	13%	(59)	8%	(36)	466
RD/WT: Wrong Track	34%	(292)	28%	(237)	11%	(94)	10%	(86)	17%	(146)	856
Trump Job Approve	26%	(138)	27%	(141)	15%	(79)	19%	(101)	13%	(68)	527
Trump Job Disapprove	44%	(333)	29%	(221)	8%	(62)	6%	(43)	13%	(97)	755

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Table MCSP14_11: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
 Preventing climate change

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	36%	(476)	28%	(372)	11%	(146)	11%	(145)	14%	(183)	1322
Trump Job Strongly Approve	31%	(96)	20%	(61)	13%	(41)	24%	(74)	11%	(34)	307
Trump Job Somewhat Approve	19%	(42)	36%	(79)	17%	(38)	12%	(27)	15%	(33)	220
Trump Job Somewhat Disapprove	36%	(63)	36%	(62)	10%	(17)	5%	(8)	14%	(24)	174
Trump Job Strongly Disapprove	46%	(270)	27%	(159)	8%	(45)	6%	(35)	13%	(73)	581
Favorable of Trump	27%	(139)	26%	(135)	15%	(77)	20%	(104)	13%	(68)	523
Unfavorable of Trump	44%	(327)	30%	(223)	8%	(63)	5%	(41)	12%	(93)	747
Very Favorable of Trump	29%	(92)	22%	(70)	13%	(42)	24%	(76)	11%	(36)	316
Somewhat Favorable of Trump	23%	(47)	31%	(65)	17%	(35)	14%	(28)	15%	(31)	206
Somewhat Unfavorable of Trump	35%	(54)	38%	(57)	11%	(17)	6%	(9)	10%	(16)	152
Very Unfavorable of Trump	46%	(274)	28%	(166)	8%	(47)	5%	(32)	13%	(78)	595
#1 Issue: Economy	29%	(149)	27%	(137)	13%	(67)	15%	(78)	15%	(76)	507
#1 Issue: Security	38%	(51)	23%	(31)	15%	(20)	13%	(18)	11%	(15)	135
#1 Issue: Health Care	42%	(114)	33%	(88)	6%	(16)	5%	(13)	14%	(39)	271
#1 Issue: Medicare / Social Security	31%	(48)	29%	(45)	9%	(14)	15%	(23)	16%	(24)	154
#1 Issue: Women's Issues	37%	(27)	27%	(20)	20%	(14)	8%	(6)	8%	(6)	73
#1 Issue: Education	46%	(25)	32%	(18)	4%	(2)	—	(0)	17%	(9)	55
#1 Issue: Energy	51%	(27)	32%	(17)	11%	(6)	5%	(2)	1%	(1)	53
#1 Issue: Other	46%	(34)	20%	(15)	10%	(7)	8%	(6)	17%	(12)	74
2018 House Vote: Democrat	48%	(256)	29%	(157)	6%	(31)	6%	(31)	11%	(60)	535
2018 House Vote: Republican	24%	(85)	26%	(90)	15%	(53)	25%	(88)	10%	(37)	353
2016 Vote: Hillary Clinton	48%	(242)	29%	(148)	7%	(34)	6%	(29)	11%	(54)	507
2016 Vote: Donald Trump	25%	(97)	25%	(99)	16%	(63)	22%	(88)	12%	(47)	394
2016 Vote: Other	37%	(23)	28%	(17)	14%	(9)	8%	(5)	13%	(8)	61
2016 Vote: Didn't Vote	32%	(114)	30%	(108)	12%	(41)	6%	(23)	20%	(72)	358
Voted in 2014: Yes	39%	(319)	26%	(216)	10%	(83)	14%	(114)	10%	(85)	816
Voted in 2014: No	31%	(158)	31%	(156)	12%	(63)	6%	(32)	19%	(98)	506
2012 Vote: Barack Obama	44%	(280)	28%	(176)	9%	(56)	7%	(47)	11%	(71)	629
2012 Vote: Mitt Romney	21%	(50)	24%	(58)	14%	(34)	27%	(66)	15%	(36)	244
2012 Vote: Didn't Vote	33%	(138)	32%	(135)	12%	(52)	6%	(27)	17%	(71)	422

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Table MCSP14_11: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
Preventing climate change

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	36%	(476)	28%	(372)	11%	(146)	11%	(145)	14%	(183)	1322
4-Region: Northeast	41%	(107)	27%	(70)	7%	(17)	10%	(26)	15%	(38)	258
4-Region: Midwest	26%	(68)	28%	(71)	13%	(34)	17%	(43)	16%	(42)	259
4-Region: South	34%	(163)	28%	(132)	12%	(56)	11%	(53)	15%	(73)	478
4-Region: West	42%	(137)	30%	(98)	12%	(39)	7%	(23)	9%	(30)	328

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

Table MCSP14_12: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
 Freedom of the press

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	34% (452)	30% (402)	10% (127)	10% (135)	16% (207)	1322
Gender: Male	38% (275)	32% (234)	8% (57)	9% (62)	13% (95)	724
Gender: Female	30% (177)	28% (167)	12% (70)	12% (73)	19% (112)	599
Age: 18-34	40% (163)	32% (131)	7% (27)	5% (22)	16% (64)	406
Age: 35-44	42% (99)	31% (75)	9% (22)	6% (14)	12% (29)	239
Age: 45-64	26% (118)	28% (123)	13% (56)	16% (73)	17% (77)	446
Age: 65+	31% (72)	31% (73)	9% (21)	12% (27)	17% (38)	231
GenZers: 1997-2012	38% (49)	34% (44)	7% (9)	3% (3)	18% (23)	129
Millennials: 1981-1996	40% (173)	30% (129)	8% (34)	7% (28)	15% (62)	427
GenXers: 1965-1980	32% (108)	30% (103)	13% (45)	9% (29)	16% (56)	341
Baby Boomers: 1946-1964	29% (110)	29% (109)	9% (35)	19% (72)	15% (56)	383
PID: Dem (no lean)	42% (248)	32% (189)	6% (36)	6% (34)	13% (77)	584
PID: Ind (no lean)	28% (103)	27% (99)	13% (49)	9% (35)	22% (83)	368
PID: Rep (no lean)	27% (101)	31% (113)	11% (42)	18% (67)	13% (47)	370
PID/Gender: Dem Men	48% (147)	32% (98)	5% (16)	4% (12)	11% (33)	305
PID/Gender: Dem Women	36% (101)	33% (92)	7% (20)	8% (22)	16% (44)	279
PID/Gender: Ind Men	31% (65)	29% (61)	10% (20)	10% (21)	20% (42)	209
PID/Gender: Ind Women	24% (38)	24% (38)	18% (29)	8% (13)	26% (41)	159
PID/Gender: Rep Men	30% (63)	36% (76)	10% (21)	14% (29)	10% (21)	210
PID/Gender: Rep Women	24% (38)	23% (38)	13% (21)	24% (38)	16% (26)	160
Ideo: Liberal (1-3)	48% (204)	31% (134)	6% (27)	5% (21)	9% (39)	426
Ideo: Moderate (4)	30% (120)	31% (124)	14% (55)	8% (31)	18% (74)	403
Ideo: Conservative (5-7)	28% (108)	30% (114)	9% (34)	19% (72)	13% (51)	379
Educ: < College	29% (240)	28% (227)	10% (82)	13% (106)	21% (171)	826
Educ: Bachelors degree	37% (113)	37% (111)	9% (28)	8% (24)	9% (28)	304
Educ: Post-grad	51% (99)	33% (63)	9% (17)	3% (5)	5% (9)	193
Income: Under 50k	28% (183)	28% (183)	10% (68)	11% (70)	22% (145)	649
Income: 50k-100k	38% (153)	32% (129)	7% (29)	13% (53)	10% (42)	406
Income: 100k+	43% (116)	33% (89)	11% (30)	5% (12)	8% (21)	267
Ethnicity: White	35% (361)	30% (308)	10% (101)	11% (114)	14% (147)	1030

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Table MCSP14_12: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Freedom of the press

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	34%	(452)	30%	(402)	10%	(127)	10%	(135)	16%	(207)	1322
Ethnicity: Hispanic	38%	(82)	33%	(70)	14%	(29)	2%	(5)	13%	(27)	213
Ethnicity: Black	32%	(59)	30%	(55)	5%	(10)	11%	(20)	21%	(38)	183
Ethnicity: Other	29%	(32)	35%	(39)	15%	(16)	1%	(1)	20%	(22)	109
All Christian	34%	(246)	32%	(233)	10%	(72)	10%	(71)	13%	(96)	719
All Non-Christian	46%	(38)	34%	(28)	9%	(7)	6%	(5)	5%	(4)	82
Agnostic/Nothing in particular	34%	(93)	30%	(81)	7%	(20)	10%	(27)	18%	(50)	271
Something Else	30%	(63)	24%	(51)	11%	(23)	12%	(26)	23%	(49)	212
Religious Non-Protestant/Catholic	43%	(40)	31%	(30)	13%	(13)	8%	(8)	5%	(4)	95
Evangelical	39%	(174)	30%	(134)	10%	(45)	10%	(44)	12%	(52)	450
Non-Evangelical	28%	(127)	31%	(138)	9%	(41)	11%	(50)	21%	(92)	449
Community: Urban	42%	(218)	33%	(170)	7%	(35)	8%	(39)	11%	(58)	521
Community: Suburban	27%	(134)	31%	(157)	12%	(61)	11%	(54)	19%	(98)	505
Community: Rural	33%	(99)	25%	(74)	10%	(30)	14%	(42)	17%	(51)	297
Employ: Private Sector	40%	(196)	33%	(162)	7%	(33)	8%	(37)	12%	(58)	487
Employ: Government	34%	(41)	33%	(39)	11%	(14)	8%	(9)	15%	(18)	121
Employ: Self-Employed	28%	(35)	36%	(44)	13%	(16)	8%	(10)	14%	(17)	122
Employ: Homemaker	17%	(11)	26%	(18)	12%	(8)	19%	(13)	26%	(17)	67
Employ: Student	38%	(25)	27%	(18)	7%	(4)	4%	(3)	24%	(16)	65
Employ: Retired	31%	(77)	29%	(73)	9%	(22)	14%	(36)	17%	(43)	251
Employ: Unemployed	35%	(48)	18%	(25)	15%	(21)	12%	(17)	21%	(29)	140
Employ: Other	26%	(17)	33%	(23)	12%	(8)	16%	(11)	14%	(9)	68
Military HH: Yes	37%	(79)	32%	(69)	9%	(20)	9%	(19)	12%	(26)	214
Military HH: No	34%	(373)	30%	(332)	10%	(106)	10%	(116)	16%	(181)	1109
RD/WT: Right Direction	36%	(166)	36%	(167)	9%	(40)	11%	(52)	9%	(41)	466
RD/WT: Wrong Track	33%	(286)	27%	(234)	10%	(86)	10%	(83)	19%	(166)	856
Trump Job Approve	28%	(147)	31%	(165)	12%	(62)	15%	(78)	14%	(75)	527
Trump Job Disapprove	40%	(299)	30%	(229)	9%	(65)	7%	(54)	14%	(108)	755

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Table MCSP14_12: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
 Freedom of the press

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	34%	(452)	30%	(402)	10%	(127)	10%	(135)	16%	(207)	1322
Trump Job Strongly Approve	30%	(93)	28%	(87)	14%	(42)	18%	(55)	10%	(31)	307
Trump Job Somewhat Approve	24%	(54)	36%	(78)	9%	(20)	11%	(24)	20%	(44)	220
Trump Job Somewhat Disapprove	28%	(49)	37%	(65)	18%	(32)	5%	(8)	12%	(21)	174
Trump Job Strongly Disapprove	43%	(250)	28%	(165)	6%	(33)	8%	(46)	15%	(88)	581
Favorable of Trump	28%	(149)	31%	(162)	12%	(61)	15%	(81)	13%	(71)	523
Unfavorable of Trump	39%	(294)	31%	(230)	8%	(62)	7%	(51)	15%	(110)	747
Very Favorable of Trump	29%	(93)	32%	(103)	11%	(35)	17%	(55)	10%	(31)	316
Somewhat Favorable of Trump	27%	(56)	29%	(59)	13%	(26)	12%	(25)	19%	(40)	206
Somewhat Unfavorable of Trump	31%	(48)	41%	(62)	11%	(16)	4%	(7)	13%	(20)	152
Very Unfavorable of Trump	41%	(246)	28%	(168)	8%	(46)	8%	(45)	15%	(90)	595
#1 Issue: Economy	35%	(178)	27%	(139)	9%	(45)	14%	(69)	15%	(76)	507
#1 Issue: Security	41%	(56)	23%	(31)	8%	(11)	15%	(21)	12%	(16)	135
#1 Issue: Health Care	39%	(107)	32%	(87)	8%	(22)	5%	(13)	16%	(42)	271
#1 Issue: Medicare / Social Security	22%	(34)	34%	(52)	11%	(18)	13%	(20)	20%	(31)	154
#1 Issue: Women's Issues	32%	(23)	35%	(25)	12%	(9)	3%	(2)	18%	(13)	73
#1 Issue: Education	36%	(20)	35%	(19)	5%	(3)	5%	(3)	19%	(11)	55
#1 Issue: Energy	24%	(13)	47%	(25)	12%	(6)	9%	(5)	8%	(4)	53
#1 Issue: Other	30%	(22)	31%	(23)	18%	(13)	2%	(2)	19%	(14)	74
2018 House Vote: Democrat	47%	(253)	29%	(152)	5%	(27)	7%	(35)	12%	(67)	535
2018 House Vote: Republican	25%	(88)	31%	(110)	11%	(40)	19%	(69)	13%	(46)	353
2016 Vote: Hillary Clinton	45%	(229)	31%	(159)	5%	(26)	5%	(24)	13%	(68)	507
2016 Vote: Donald Trump	25%	(99)	31%	(122)	14%	(54)	18%	(72)	12%	(48)	394
2016 Vote: Other	31%	(19)	24%	(14)	11%	(7)	19%	(12)	15%	(9)	61
2016 Vote: Didn't Vote	29%	(104)	29%	(104)	11%	(41)	7%	(27)	23%	(83)	358
Voted in 2014: Yes	38%	(307)	30%	(242)	8%	(65)	12%	(99)	13%	(104)	816
Voted in 2014: No	29%	(145)	32%	(160)	12%	(62)	7%	(36)	20%	(104)	506
2012 Vote: Barack Obama	42%	(263)	31%	(192)	6%	(38)	9%	(56)	13%	(80)	629
2012 Vote: Mitt Romney	23%	(56)	29%	(70)	12%	(29)	20%	(49)	17%	(41)	244
2012 Vote: Didn't Vote	30%	(128)	31%	(129)	14%	(57)	6%	(27)	19%	(81)	422

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Table MCSP14_12: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
Freedom of the press

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	34%	(452)	30%	(402)	10%	(127)	10%	(135)	16%	(207)	1322
4-Region: Northeast	38%	(98)	32%	(82)	7%	(18)	8%	(22)	15%	(38)	258
4-Region: Midwest	26%	(67)	26%	(67)	9%	(24)	18%	(48)	21%	(54)	259
4-Region: South	34%	(164)	31%	(147)	11%	(50)	8%	(40)	16%	(77)	478
4-Region: West	37%	(123)	32%	(106)	10%	(34)	8%	(26)	12%	(38)	328

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

Table MCSP14_13: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
The Black Lives Matter movement

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	32% (423)	22% (294)	11% (152)	21% (273)	14% (180)	1322
Gender: Male	31% (227)	24% (172)	12% (90)	19% (140)	13% (95)	724
Gender: Female	33% (197)	20% (123)	10% (62)	22% (133)	14% (84)	599
Age: 18-34	42% (171)	25% (102)	10% (39)	10% (41)	13% (53)	406
Age: 35-44	45% (108)	18% (44)	10% (23)	13% (32)	13% (32)	239
Age: 45-64	22% (98)	23% (105)	14% (63)	28% (124)	13% (56)	446
Age: 65+	20% (46)	19% (43)	12% (28)	33% (75)	17% (38)	231
GenZers: 1997-2012	46% (60)	22% (28)	10% (13)	9% (12)	13% (17)	129
Millennials: 1981-1996	42% (180)	23% (98)	10% (42)	11% (47)	14% (59)	427
GenXers: 1965-1980	30% (102)	25% (85)	14% (49)	20% (68)	11% (37)	341
Baby Boomers: 1946-1964	19% (74)	20% (77)	10% (39)	35% (135)	15% (58)	383
PID: Dem (no lean)	45% (265)	29% (169)	8% (46)	6% (35)	12% (69)	584
PID: Ind (no lean)	23% (85)	21% (79)	14% (52)	20% (74)	21% (78)	368
PID: Rep (no lean)	20% (74)	12% (46)	14% (54)	44% (164)	9% (33)	370
PID/Gender: Dem Men	43% (132)	31% (95)	10% (30)	5% (16)	10% (32)	305
PID/Gender: Dem Women	48% (133)	27% (75)	6% (15)	7% (19)	13% (37)	279
PID/Gender: Ind Men	20% (41)	23% (47)	14% (29)	21% (44)	23% (47)	209
PID/Gender: Ind Women	27% (43)	20% (31)	15% (23)	19% (30)	19% (31)	159
PID/Gender: Rep Men	25% (53)	14% (30)	14% (30)	38% (81)	8% (16)	210
PID/Gender: Rep Women	13% (21)	10% (17)	14% (23)	52% (83)	10% (17)	160
Ideo: Liberal (1-3)	51% (216)	27% (113)	7% (29)	6% (24)	10% (44)	426
Ideo: Moderate (4)	26% (103)	28% (113)	13% (52)	17% (69)	16% (66)	403
Ideo: Conservative (5-7)	21% (78)	13% (50)	14% (53)	45% (170)	8% (29)	379
Educ: < College	27% (226)	18% (145)	13% (105)	25% (203)	18% (147)	826
Educ: Bachelors degree	35% (105)	30% (91)	10% (30)	18% (54)	8% (23)	304
Educ: Post-grad	48% (92)	30% (58)	9% (17)	8% (16)	5% (9)	193
Income: Under 50k	29% (188)	21% (134)	10% (65)	21% (135)	19% (126)	649
Income: 50k-100k	32% (129)	23% (94)	12% (49)	25% (101)	8% (34)	406
Income: 100k+	40% (107)	25% (67)	14% (38)	14% (37)	7% (19)	267
Ethnicity: White	30% (306)	22% (227)	11% (117)	24% (248)	13% (132)	1030

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Table MCSP14_13: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
The Black Lives Matter movement

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	32%	(423)	22%	(294)	11%	(152)	21%	(273)	14%	(180)	1322
Ethnicity: Hispanic	40%	(84)	26%	(56)	13%	(28)	10%	(22)	11%	(22)	213
Ethnicity: Black	47%	(85)	25%	(45)	7%	(13)	7%	(14)	14%	(26)	183
Ethnicity: Other	29%	(32)	20%	(22)	20%	(22)	11%	(12)	19%	(21)	109
All Christian	31%	(225)	24%	(172)	12%	(85)	23%	(163)	10%	(74)	719
All Non-Christian	41%	(34)	28%	(23)	14%	(11)	10%	(8)	7%	(6)	82
Agnostic/Nothing in particular	29%	(78)	23%	(63)	15%	(40)	18%	(48)	16%	(42)	271
Something Else	34%	(73)	14%	(31)	5%	(10)	24%	(50)	23%	(48)	212
Religious Non-Protestant/Catholic	36%	(34)	28%	(26)	13%	(12)	14%	(13)	10%	(9)	95
Evangelical	42%	(187)	22%	(97)	8%	(34)	19%	(87)	10%	(45)	450
Non-Evangelical	24%	(106)	21%	(96)	12%	(56)	27%	(120)	16%	(72)	449
Community: Urban	45%	(234)	27%	(141)	10%	(50)	11%	(56)	8%	(41)	521
Community: Suburban	23%	(117)	22%	(113)	12%	(62)	25%	(127)	17%	(85)	505
Community: Rural	25%	(73)	14%	(41)	13%	(40)	30%	(90)	18%	(53)	297
Employ: Private Sector	39%	(188)	26%	(126)	10%	(48)	17%	(82)	9%	(43)	487
Employ: Government	34%	(42)	30%	(36)	8%	(10)	16%	(19)	11%	(13)	121
Employ: Self-Employed	32%	(39)	25%	(31)	14%	(18)	14%	(17)	14%	(17)	122
Employ: Homemaker	14%	(10)	18%	(12)	7%	(5)	40%	(27)	21%	(14)	67
Employ: Student	42%	(28)	18%	(12)	13%	(8)	13%	(8)	13%	(9)	65
Employ: Retired	20%	(50)	17%	(44)	13%	(33)	31%	(78)	18%	(46)	251
Employ: Unemployed	33%	(46)	18%	(25)	11%	(16)	21%	(30)	17%	(23)	140
Employ: Other	32%	(22)	11%	(8)	20%	(13)	17%	(11)	20%	(14)	68
Military HH: Yes	30%	(63)	21%	(46)	11%	(24)	27%	(58)	10%	(22)	214
Military HH: No	33%	(360)	22%	(248)	11%	(127)	19%	(215)	14%	(158)	1109
RD/WT: Right Direction	34%	(159)	21%	(98)	13%	(60)	21%	(99)	11%	(50)	466
RD/WT: Wrong Track	31%	(264)	23%	(197)	11%	(92)	20%	(174)	15%	(129)	856
Trump Job Approve	22%	(117)	15%	(78)	16%	(82)	36%	(192)	11%	(58)	527
Trump Job Disapprove	40%	(303)	28%	(211)	9%	(69)	10%	(73)	13%	(99)	755

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Table MCSP14_13: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
 The Black Lives Matter movement

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	32%	(423)	22%	(294)	11%	(152)	21%	(273)	14%	(180)	1322
Trump Job Strongly Approve	23%	(71)	10%	(32)	14%	(43)	45%	(138)	7%	(22)	307
Trump Job Somewhat Approve	21%	(45)	21%	(45)	18%	(39)	24%	(54)	16%	(36)	220
Trump Job Somewhat Disapprove	27%	(47)	27%	(47)	17%	(30)	14%	(25)	14%	(25)	174
Trump Job Strongly Disapprove	44%	(256)	28%	(164)	7%	(39)	8%	(48)	13%	(74)	581
Favorable of Trump	24%	(123)	14%	(74)	15%	(80)	37%	(192)	10%	(53)	523
Unfavorable of Trump	39%	(293)	28%	(211)	9%	(68)	10%	(73)	14%	(102)	747
Very Favorable of Trump	25%	(79)	12%	(38)	13%	(40)	44%	(139)	6%	(20)	316
Somewhat Favorable of Trump	22%	(44)	17%	(36)	19%	(40)	26%	(53)	16%	(33)	206
Somewhat Unfavorable of Trump	24%	(36)	33%	(51)	11%	(16)	17%	(26)	15%	(22)	152
Very Unfavorable of Trump	43%	(257)	27%	(161)	9%	(52)	8%	(47)	13%	(79)	595
#1 Issue: Economy	28%	(144)	24%	(122)	12%	(59)	24%	(124)	11%	(57)	507
#1 Issue: Security	31%	(42)	15%	(20)	9%	(13)	30%	(41)	15%	(20)	135
#1 Issue: Health Care	39%	(105)	25%	(68)	13%	(36)	10%	(28)	12%	(33)	271
#1 Issue: Medicare / Social Security	21%	(33)	18%	(28)	8%	(13)	32%	(50)	20%	(31)	154
#1 Issue: Women's Issues	55%	(40)	19%	(14)	6%	(4)	11%	(8)	9%	(7)	73
#1 Issue: Education	34%	(19)	30%	(17)	13%	(7)	7%	(4)	17%	(9)	55
#1 Issue: Energy	43%	(23)	29%	(15)	9%	(5)	5%	(3)	14%	(7)	53
#1 Issue: Other	23%	(17)	15%	(11)	20%	(15)	22%	(16)	20%	(15)	74
2018 House Vote: Democrat	42%	(225)	32%	(169)	8%	(41)	8%	(45)	10%	(54)	535
2018 House Vote: Republican	20%	(71)	14%	(51)	12%	(43)	43%	(152)	10%	(37)	353
2016 Vote: Hillary Clinton	44%	(223)	29%	(148)	8%	(39)	7%	(35)	12%	(61)	507
2016 Vote: Donald Trump	19%	(73)	16%	(62)	13%	(53)	44%	(173)	8%	(33)	394
2016 Vote: Other	30%	(19)	26%	(16)	19%	(11)	14%	(9)	10%	(6)	61
2016 Vote: Didn't Vote	30%	(107)	19%	(68)	14%	(49)	16%	(56)	22%	(79)	358
Voted in 2014: Yes	33%	(266)	23%	(187)	11%	(87)	24%	(192)	10%	(84)	816
Voted in 2014: No	31%	(157)	21%	(107)	13%	(64)	16%	(82)	19%	(96)	506
2012 Vote: Barack Obama	41%	(256)	26%	(161)	8%	(53)	13%	(81)	12%	(78)	629
2012 Vote: Mitt Romney	13%	(32)	12%	(29)	13%	(31)	54%	(133)	8%	(19)	244
2012 Vote: Didn't Vote	31%	(130)	24%	(101)	15%	(64)	12%	(51)	18%	(76)	422

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Table MCSP14_13: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
The Black Lives Matter movement*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	32%	(423)	22%	(294)	11%	(152)	21%	(273)	14%	(180)	1322
4-Region: Northeast	40%	(102)	25%	(63)	11%	(29)	17%	(43)	8%	(21)	258
4-Region: Midwest	23%	(60)	17%	(45)	11%	(28)	32%	(83)	16%	(42)	259
4-Region: South	33%	(159)	21%	(100)	12%	(58)	20%	(93)	14%	(67)	478
4-Region: West	31%	(102)	26%	(86)	11%	(37)	16%	(54)	15%	(49)	328

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

Table MCSP14_14: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
 Calls for national unity*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	43% (565)	31% (413)	8% (106)	5% (72)	13% (166)	1322
Gender: Male	44% (321)	32% (232)	8% (58)	5% (35)	11% (79)	724
Gender: Female	41% (245)	30% (181)	8% (49)	6% (37)	15% (87)	599
Age: 18-34	37% (149)	36% (146)	9% (36)	5% (20)	13% (54)	406
Age: 35-44	46% (110)	30% (71)	11% (26)	2% (4)	12% (28)	239
Age: 45-64	46% (204)	28% (127)	6% (29)	6% (29)	13% (58)	446
Age: 65+	45% (103)	30% (69)	7% (15)	8% (18)	11% (25)	231
GenZers: 1997-2012	26% (34)	47% (60)	7% (9)	4% (5)	16% (21)	129
Millennials: 1981-1996	42% (180)	30% (127)	11% (46)	4% (19)	13% (55)	427
GenXers: 1965-1980	45% (153)	32% (109)	7% (23)	4% (15)	12% (42)	341
Baby Boomers: 1946-1964	46% (177)	28% (109)	6% (23)	8% (30)	11% (43)	383
PID: Dem (no lean)	50% (291)	30% (176)	7% (44)	3% (19)	9% (54)	584
PID: Ind (no lean)	37% (136)	33% (123)	8% (31)	5% (17)	17% (61)	368
PID: Rep (no lean)	37% (138)	31% (115)	9% (32)	10% (35)	14% (51)	370
PID/Gender: Dem Men	51% (156)	31% (93)	7% (22)	3% (9)	8% (25)	305
PID/Gender: Dem Women	48% (135)	29% (82)	8% (22)	4% (11)	10% (29)	279
PID/Gender: Ind Men	38% (80)	35% (73)	7% (15)	5% (11)	14% (30)	209
PID/Gender: Ind Women	35% (56)	31% (50)	10% (16)	4% (6)	20% (31)	159
PID/Gender: Rep Men	40% (85)	31% (65)	10% (21)	7% (16)	11% (24)	210
PID/Gender: Rep Women	33% (53)	31% (49)	7% (11)	12% (20)	17% (27)	160
Ideo: Liberal (1-3)	56% (239)	26% (109)	8% (32)	3% (14)	8% (32)	426
Ideo: Moderate (4)	36% (145)	38% (154)	10% (38)	4% (17)	12% (49)	403
Ideo: Conservative (5-7)	40% (152)	31% (116)	8% (31)	9% (35)	12% (45)	379
Educ: < College	39% (318)	30% (246)	9% (73)	6% (47)	17% (142)	826
Educ: Bachelors degree	47% (144)	35% (107)	6% (20)	5% (16)	6% (17)	304
Educ: Post-grad	54% (103)	31% (60)	7% (14)	4% (8)	4% (7)	193
Income: Under 50k	37% (238)	31% (200)	8% (51)	6% (42)	18% (119)	649
Income: 50k-100k	48% (194)	29% (118)	9% (37)	5% (22)	9% (36)	406
Income: 100k+	50% (133)	36% (96)	7% (19)	3% (8)	4% (11)	267
Ethnicity: White	43% (445)	32% (326)	8% (86)	6% (57)	11% (116)	1030

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Table MCSP14_14: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Calls for national unity*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	43%	(565)	31%	(413)	8%	(106)	5%	(72)	13%	(166)	1322
Ethnicity: Hispanic	44%	(93)	33%	(69)	11%	(24)	3%	(7)	9%	(19)	213
Ethnicity: Black	47%	(85)	27%	(48)	8%	(15)	6%	(10)	13%	(24)	183
Ethnicity: Other	32%	(35)	36%	(39)	5%	(6)	3%	(4)	24%	(26)	109
All Christian	48%	(344)	30%	(219)	7%	(49)	5%	(39)	10%	(69)	719
All Non-Christian	54%	(44)	28%	(23)	9%	(7)	4%	(3)	6%	(5)	82
Agnostic/Nothing in particular	36%	(98)	33%	(89)	9%	(25)	7%	(20)	14%	(39)	271
Something Else	33%	(69)	33%	(70)	10%	(21)	4%	(8)	20%	(43)	212
Religious Non-Protestant/Catholic	48%	(45)	31%	(29)	11%	(11)	5%	(5)	5%	(5)	95
Evangelical	51%	(229)	28%	(126)	8%	(36)	3%	(16)	9%	(42)	450
Non-Evangelical	40%	(178)	33%	(148)	6%	(26)	7%	(29)	15%	(68)	449
Community: Urban	46%	(240)	31%	(160)	9%	(45)	5%	(25)	10%	(52)	521
Community: Suburban	40%	(204)	35%	(176)	7%	(37)	5%	(24)	13%	(63)	505
Community: Rural	41%	(122)	26%	(77)	8%	(25)	7%	(22)	17%	(51)	297
Employ: Private Sector	49%	(239)	30%	(145)	9%	(46)	4%	(20)	8%	(38)	487
Employ: Government	40%	(48)	32%	(39)	11%	(14)	7%	(8)	10%	(12)	121
Employ: Self-Employed	34%	(41)	42%	(52)	8%	(10)	4%	(5)	12%	(14)	122
Employ: Homemaker	27%	(18)	36%	(25)	10%	(7)	1%	(1)	26%	(17)	67
Employ: Student	39%	(26)	37%	(24)	2%	(2)	1%	(0)	20%	(13)	65
Employ: Retired	48%	(120)	27%	(69)	6%	(15)	6%	(16)	13%	(32)	251
Employ: Unemployed	36%	(51)	28%	(39)	10%	(13)	11%	(15)	16%	(22)	140
Employ: Other	33%	(22)	31%	(21)	1%	(1)	9%	(6)	26%	(18)	68
Military HH: Yes	53%	(114)	27%	(59)	9%	(18)	5%	(10)	6%	(12)	214
Military HH: No	41%	(451)	32%	(354)	8%	(88)	6%	(61)	14%	(154)	1109
RD/WT: Right Direction	42%	(195)	34%	(160)	8%	(36)	7%	(32)	9%	(43)	466
RD/WT: Wrong Track	43%	(371)	30%	(253)	8%	(70)	5%	(40)	14%	(122)	856
Trump Job Approve	37%	(194)	31%	(163)	11%	(56)	9%	(46)	13%	(68)	527
Trump Job Disapprove	49%	(368)	31%	(237)	7%	(50)	3%	(26)	10%	(73)	755

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Table MCSP14_14: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
 Calls for national unity*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	43%	(565)	31%	(413)	8%	(106)	5%	(72)	13%	(166)	1322
Trump Job Strongly Approve	39%	(121)	28%	(86)	11%	(33)	11%	(32)	12%	(35)	307
Trump Job Somewhat Approve	33%	(73)	35%	(77)	11%	(23)	6%	(14)	15%	(33)	220
Trump Job Somewhat Disapprove	31%	(55)	39%	(69)	12%	(21)	4%	(6)	13%	(23)	174
Trump Job Strongly Disapprove	54%	(314)	29%	(169)	5%	(29)	3%	(19)	9%	(50)	581
Favorable of Trump	37%	(191)	32%	(165)	10%	(51)	9%	(46)	13%	(69)	523
Unfavorable of Trump	49%	(367)	31%	(231)	7%	(55)	3%	(25)	9%	(68)	747
Very Favorable of Trump	39%	(122)	30%	(95)	10%	(31)	11%	(35)	11%	(34)	316
Somewhat Favorable of Trump	33%	(69)	34%	(70)	10%	(20)	5%	(11)	17%	(36)	206
Somewhat Unfavorable of Trump	37%	(56)	37%	(57)	12%	(19)	3%	(4)	11%	(17)	152
Very Unfavorable of Trump	52%	(312)	29%	(174)	6%	(37)	4%	(21)	9%	(51)	595
#1 Issue: Economy	44%	(225)	31%	(159)	8%	(43)	7%	(34)	9%	(45)	507
#1 Issue: Security	43%	(58)	27%	(36)	7%	(10)	6%	(7)	18%	(24)	135
#1 Issue: Health Care	46%	(125)	33%	(90)	4%	(10)	4%	(10)	13%	(36)	271
#1 Issue: Medicare / Social Security	43%	(66)	29%	(45)	11%	(17)	3%	(5)	14%	(21)	154
#1 Issue: Women's Issues	30%	(22)	41%	(29)	9%	(6)	8%	(5)	13%	(10)	73
#1 Issue: Education	36%	(20)	37%	(20)	2%	(1)	1%	(1)	24%	(13)	55
#1 Issue: Energy	42%	(22)	30%	(16)	13%	(7)	8%	(4)	7%	(4)	53
#1 Issue: Other	37%	(28)	23%	(17)	17%	(13)	6%	(4)	17%	(13)	74
2018 House Vote: Democrat	55%	(295)	28%	(148)	7%	(37)	3%	(17)	7%	(39)	535
2018 House Vote: Republican	38%	(134)	32%	(112)	10%	(37)	10%	(34)	10%	(35)	353
2016 Vote: Hillary Clinton	55%	(276)	29%	(147)	5%	(27)	2%	(12)	9%	(44)	507
2016 Vote: Donald Trump	38%	(150)	32%	(127)	9%	(37)	9%	(37)	11%	(43)	394
2016 Vote: Other	43%	(27)	29%	(17)	14%	(9)	4%	(3)	10%	(6)	61
2016 Vote: Didn't Vote	31%	(113)	34%	(121)	9%	(33)	5%	(19)	20%	(73)	358
Voted in 2014: Yes	48%	(391)	29%	(240)	8%	(62)	6%	(47)	9%	(76)	816
Voted in 2014: No	34%	(174)	34%	(174)	9%	(45)	5%	(25)	18%	(90)	506
2012 Vote: Barack Obama	55%	(344)	27%	(172)	7%	(44)	2%	(15)	9%	(55)	629
2012 Vote: Mitt Romney	33%	(81)	32%	(79)	9%	(21)	14%	(34)	12%	(29)	244
2012 Vote: Didn't Vote	31%	(132)	36%	(154)	9%	(39)	5%	(21)	18%	(76)	422

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Table MCSP14_14: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Calls for national unity*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	43%	(565)	31%	(413)	8%	(106)	5%	(72)	13%	(166)	1322
4-Region: Northeast	45%	(116)	34%	(87)	5%	(14)	4%	(11)	12%	(31)	258
4-Region: Midwest	39%	(101)	30%	(77)	7%	(17)	9%	(22)	16%	(41)	259
4-Region: South	46%	(221)	28%	(134)	10%	(47)	6%	(26)	10%	(48)	478
4-Region: West	39%	(127)	35%	(114)	9%	(28)	4%	(12)	14%	(46)	328

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

Table MCSP14_15: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
 Thanking health care workers and essential workers for their COVID-19 response*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	60% (797)	24% (314)	6% (78)	3% (39)	7% (94)	1322
Gender: Male	56% (407)	28% (201)	6% (42)	3% (22)	7% (51)	724
Gender: Female	65% (390)	19% (113)	6% (36)	3% (17)	7% (43)	599
Age: 18-34	57% (231)	25% (103)	7% (30)	4% (18)	6% (25)	406
Age: 35-44	58% (138)	24% (56)	7% (16)	3% (7)	9% (22)	239
Age: 45-64	62% (278)	22% (96)	6% (29)	2% (11)	7% (32)	446
Age: 65+	66% (151)	25% (58)	2% (4)	1% (3)	6% (14)	231
GenZers: 1997-2012	57% (74)	21% (27)	11% (14)	4% (5)	7% (9)	129
Millennials: 1981-1996	58% (248)	25% (107)	6% (24)	4% (15)	8% (33)	427
GenXers: 1965-1980	61% (207)	24% (82)	7% (24)	2% (8)	6% (21)	341
Baby Boomers: 1946-1964	62% (239)	23% (87)	4% (16)	3% (11)	8% (29)	383
PID: Dem (no lean)	64% (376)	23% (132)	6% (33)	2% (11)	6% (33)	584
PID: Ind (no lean)	56% (207)	26% (96)	4% (13)	3% (12)	11% (40)	368
PID: Rep (no lean)	58% (215)	23% (85)	9% (33)	4% (17)	6% (21)	370
PID/Gender: Dem Men	58% (178)	29% (88)	6% (19)	2% (6)	4% (14)	305
PID/Gender: Dem Women	71% (198)	16% (44)	5% (14)	2% (5)	7% (19)	279
PID/Gender: Ind Men	49% (103)	30% (62)	4% (8)	4% (8)	13% (27)	209
PID/Gender: Ind Women	65% (104)	21% (34)	3% (5)	2% (4)	8% (13)	159
PID/Gender: Rep Men	60% (126)	24% (50)	7% (15)	4% (8)	5% (11)	210
PID/Gender: Rep Women	55% (89)	22% (35)	11% (17)	5% (9)	6% (10)	160
Ideo: Liberal (1-3)	68% (289)	19% (80)	5% (22)	3% (12)	5% (23)	426
Ideo: Moderate (4)	58% (234)	26% (106)	6% (24)	2% (9)	8% (31)	403
Ideo: Conservative (5-7)	56% (213)	29% (108)	6% (24)	4% (13)	5% (21)	379
Educ: < College	60% (497)	22% (179)	6% (48)	3% (23)	9% (78)	826
Educ: Bachelors degree	59% (180)	27% (82)	7% (21)	3% (10)	4% (11)	304
Educ: Post-grad	62% (120)	27% (53)	5% (9)	3% (6)	3% (5)	193
Income: Under 50k	60% (392)	21% (135)	6% (39)	3% (17)	10% (65)	649
Income: 50k-100k	60% (242)	25% (103)	6% (26)	3% (14)	5% (21)	406
Income: 100k+	61% (163)	28% (75)	5% (14)	3% (8)	3% (7)	267
Ethnicity: White	59% (609)	25% (262)	5% (56)	3% (32)	7% (72)	1030

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Table MCSP14_15: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Thanking health care workers and essential workers for their COVID-19 response

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	60%	(797)	24%	(314)	6%	(78)	3%	(39)	7%	(94)	1322
Ethnicity: Hispanic	66%	(141)	21%	(45)	7%	(15)	3%	(7)	2%	(5)	213
Ethnicity: Black	62%	(114)	18%	(33)	9%	(16)	3%	(6)	8%	(14)	183
Ethnicity: Other	69%	(75)	17%	(19)	6%	(6)	1%	(1)	7%	(8)	109
All Christian	63%	(456)	25%	(183)	4%	(32)	3%	(22)	4%	(25)	719
All Non-Christian	58%	(47)	26%	(21)	9%	(7)	3%	(2)	4%	(4)	82
Agnostic/Nothing in particular	50%	(135)	24%	(66)	9%	(25)	2%	(6)	15%	(39)	271
Something Else	65%	(138)	17%	(35)	5%	(11)	4%	(9)	9%	(19)	212
Religious Non-Protestant/Catholic	52%	(50)	30%	(28)	9%	(8)	5%	(5)	4%	(4)	95
Evangelical	67%	(302)	22%	(100)	5%	(23)	3%	(12)	3%	(12)	450
Non-Evangelical	63%	(282)	24%	(107)	3%	(14)	3%	(15)	7%	(31)	449
Community: Urban	62%	(323)	25%	(129)	6%	(32)	3%	(14)	4%	(23)	521
Community: Suburban	59%	(296)	26%	(131)	5%	(27)	2%	(13)	8%	(39)	505
Community: Rural	60%	(178)	18%	(54)	7%	(20)	4%	(12)	11%	(32)	297
Employ: Private Sector	59%	(285)	27%	(129)	6%	(30)	3%	(17)	5%	(26)	487
Employ: Government	51%	(62)	31%	(38)	6%	(7)	6%	(7)	6%	(7)	121
Employ: Self-Employed	50%	(61)	32%	(39)	10%	(12)	—	(0)	9%	(11)	122
Employ: Homemaker	62%	(42)	20%	(13)	8%	(5)	1%	(1)	9%	(6)	67
Employ: Student	72%	(47)	12%	(8)	9%	(6)	1%	(1)	6%	(4)	65
Employ: Retired	66%	(166)	22%	(55)	3%	(8)	2%	(4)	7%	(19)	251
Employ: Unemployed	61%	(85)	16%	(22)	7%	(9)	6%	(8)	11%	(15)	140
Employ: Other	73%	(50)	14%	(10)	1%	(1)	3%	(2)	8%	(5)	68
Military HH: Yes	59%	(126)	29%	(62)	4%	(8)	5%	(10)	4%	(8)	214
Military HH: No	61%	(672)	23%	(252)	6%	(70)	3%	(29)	8%	(86)	1109
RD/WT: Right Direction	56%	(260)	28%	(129)	8%	(38)	5%	(22)	4%	(18)	466
RD/WT: Wrong Track	63%	(537)	22%	(185)	5%	(40)	2%	(17)	9%	(76)	856
Trump Job Approve	57%	(298)	28%	(147)	6%	(32)	4%	(23)	5%	(26)	527
Trump Job Disapprove	65%	(488)	21%	(162)	5%	(40)	2%	(16)	7%	(50)	755

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Table MCSP14_15: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
 Thanking health care workers and essential workers for their COVID-19 response*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	60% (797)	24% (314)	6% (78)	3% (39)	7% (94)	1322
Trump Job Strongly Approve	58% (179)	24% (75)	8% (25)	4% (11)	6% (17)	307
Trump Job Somewhat Approve	54% (119)	33% (73)	3% (7)	5% (12)	4% (9)	220
Trump Job Somewhat Disapprove	49% (85)	35% (61)	9% (15)	2% (4)	6% (11)	174
Trump Job Strongly Disapprove	69% (403)	18% (102)	4% (25)	2% (12)	7% (39)	581
Favorable of Trump	58% (301)	26% (137)	6% (33)	5% (24)	5% (28)	523
Unfavorable of Trump	64% (478)	23% (172)	5% (38)	2% (13)	6% (46)	747
Very Favorable of Trump	59% (185)	23% (73)	8% (26)	4% (12)	6% (20)	316
Somewhat Favorable of Trump	56% (116)	31% (63)	3% (7)	6% (12)	4% (8)	206
Somewhat Unfavorable of Trump	50% (77)	38% (57)	6% (10)	1% (2)	4% (7)	152
Very Unfavorable of Trump	67% (401)	19% (115)	5% (28)	2% (11)	7% (39)	595
#1 Issue: Economy	58% (296)	24% (123)	6% (31)	3% (18)	8% (39)	507
#1 Issue: Security	66% (89)	15% (21)	11% (16)	4% (6)	3% (4)	135
#1 Issue: Health Care	63% (169)	25% (68)	5% (13)	1% (2)	7% (18)	271
#1 Issue: Medicare / Social Security	61% (94)	26% (40)	5% (8)	4% (6)	4% (6)	154
#1 Issue: Women's Issues	48% (35)	25% (18)	7% (5)	4% (3)	15% (11)	73
#1 Issue: Education	57% (31)	25% (14)	5% (3)	1% (1)	13% (7)	55
#1 Issue: Energy	57% (30)	31% (17)	5% (3)	5% (3)	1% (1)	53
#1 Issue: Other	72% (53)	17% (13)	— (0)	1% (1)	11% (8)	74
2018 House Vote: Democrat	67% (358)	22% (119)	4% (21)	2% (9)	5% (28)	535
2018 House Vote: Republican	59% (208)	26% (91)	6% (23)	4% (16)	4% (16)	353
2016 Vote: Hillary Clinton	66% (334)	22% (109)	5% (27)	2% (10)	5% (26)	507
2016 Vote: Donald Trump	57% (224)	27% (106)	7% (29)	4% (16)	5% (21)	394
2016 Vote: Other	72% (44)	17% (11)	1% (1)	2% (1)	7% (4)	61
2016 Vote: Didn't Vote	54% (195)	24% (87)	6% (22)	3% (12)	12% (43)	358
Voted in 2014: Yes	65% (528)	23% (185)	5% (42)	2% (17)	5% (43)	816
Voted in 2014: No	53% (269)	25% (128)	7% (36)	4% (22)	10% (51)	506
2012 Vote: Barack Obama	68% (429)	20% (127)	4% (27)	2% (9)	6% (37)	629
2012 Vote: Mitt Romney	54% (131)	28% (68)	8% (20)	4% (9)	6% (16)	244
2012 Vote: Didn't Vote	54% (229)	26% (111)	7% (28)	4% (18)	9% (36)	422

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Table MCSP14_15: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Thanking health care workers and essential workers for their COVID-19 response*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	60%	(797)	24%	(314)	6%	(78)	3%	(39)	7%	(94)	1322
4-Region: Northeast	58%	(149)	23%	(58)	8%	(22)	2%	(6)	9%	(23)	258
4-Region: Midwest	58%	(150)	23%	(60)	8%	(20)	3%	(7)	8%	(22)	259
4-Region: South	60%	(289)	24%	(117)	5%	(22)	3%	(16)	7%	(34)	478
4-Region: West	64%	(209)	24%	(78)	5%	(15)	3%	(10)	5%	(15)	328

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

Table MCSP14_16: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
 Encouraging people to take a COVID-19 vaccine*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	35% (465)	28% (369)	10% (131)	12% (157)	15% (200)	1322
Gender: Male	40% (293)	30% (216)	8% (60)	8% (57)	14% (98)	724
Gender: Female	29% (172)	26% (153)	12% (71)	17% (100)	17% (103)	599
Age: 18-34	32% (128)	28% (112)	12% (51)	13% (52)	15% (63)	406
Age: 35-44	43% (104)	21% (51)	8% (19)	13% (31)	14% (35)	239
Age: 45-64	32% (141)	28% (125)	10% (46)	14% (64)	16% (70)	446
Age: 65+	40% (92)	35% (81)	7% (16)	4% (9)	14% (33)	231
GenZers: 1997-2012	18% (24)	30% (38)	14% (18)	15% (20)	23% (29)	129
Millennials: 1981-1996	39% (167)	26% (109)	10% (43)	12% (52)	13% (56)	427
GenXers: 1965-1980	35% (118)	27% (93)	9% (30)	13% (45)	16% (54)	341
Baby Boomers: 1946-1964	37% (140)	29% (111)	10% (38)	10% (39)	14% (54)	383
PID: Dem (no lean)	45% (264)	27% (157)	9% (50)	7% (39)	13% (75)	584
PID: Ind (no lean)	26% (96)	30% (111)	10% (37)	12% (42)	22% (81)	368
PID: Rep (no lean)	28% (105)	27% (102)	12% (44)	20% (75)	12% (44)	370
PID/Gender: Dem Men	52% (158)	28% (85)	6% (18)	5% (17)	9% (27)	305
PID/Gender: Dem Women	38% (106)	26% (71)	11% (32)	8% (23)	17% (48)	279
PID/Gender: Ind Men	29% (60)	33% (69)	7% (14)	11% (22)	20% (43)	209
PID/Gender: Ind Women	23% (36)	27% (42)	14% (23)	13% (20)	24% (38)	159
PID/Gender: Rep Men	35% (74)	30% (62)	13% (28)	9% (18)	13% (28)	210
PID/Gender: Rep Women	19% (31)	25% (39)	10% (16)	36% (57)	11% (17)	160
Ideo: Liberal (1-3)	52% (222)	24% (104)	9% (38)	6% (24)	9% (38)	426
Ideo: Moderate (4)	29% (118)	34% (137)	11% (43)	9% (36)	17% (69)	403
Ideo: Conservative (5-7)	26% (99)	29% (111)	11% (43)	18% (69)	15% (58)	379
Educ: < College	26% (219)	26% (213)	12% (100)	16% (131)	20% (164)	826
Educ: Bachelors degree	47% (144)	31% (93)	6% (18)	7% (20)	9% (28)	304
Educ: Post-grad	53% (102)	33% (64)	7% (13)	3% (5)	5% (9)	193
Income: Under 50k	28% (184)	24% (157)	11% (72)	16% (101)	21% (134)	649
Income: 50k-100k	37% (151)	31% (125)	9% (38)	10% (42)	12% (50)	406
Income: 100k+	49% (130)	33% (87)	8% (20)	5% (13)	6% (16)	267
Ethnicity: White	36% (371)	28% (291)	10% (105)	11% (117)	14% (145)	1030

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Table MCSP14_16: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Encouraging people to take a COVID-19 vaccine*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	35%	(465)	28%	(369)	10%	(131)	12%	(157)	15%	(200)	1322
Ethnicity: Hispanic	39%	(84)	30%	(63)	11%	(24)	5%	(11)	14%	(30)	213
Ethnicity: Black	28%	(50)	25%	(46)	10%	(19)	16%	(29)	21%	(39)	183
Ethnicity: Other	39%	(43)	30%	(32)	6%	(7)	10%	(11)	15%	(16)	109
All Christian	39%	(281)	32%	(227)	9%	(68)	6%	(46)	13%	(97)	719
All Non-Christian	56%	(46)	28%	(23)	4%	(3)	7%	(6)	5%	(4)	82
Agnostic/Nothing in particular	32%	(86)	24%	(64)	12%	(32)	17%	(45)	16%	(44)	271
Something Else	20%	(42)	21%	(44)	13%	(27)	26%	(54)	21%	(45)	212
Religious Non-Protestant/Catholic	49%	(47)	27%	(25)	9%	(9)	9%	(8)	6%	(6)	95
Evangelical	40%	(179)	27%	(120)	12%	(55)	10%	(45)	11%	(51)	450
Non-Evangelical	30%	(133)	31%	(141)	8%	(34)	12%	(52)	20%	(89)	449
Community: Urban	44%	(230)	26%	(138)	8%	(40)	9%	(48)	13%	(65)	521
Community: Suburban	31%	(157)	30%	(151)	11%	(57)	11%	(56)	16%	(83)	505
Community: Rural	26%	(77)	27%	(80)	11%	(34)	18%	(53)	18%	(53)	297
Employ: Private Sector	39%	(188)	32%	(154)	10%	(50)	9%	(42)	11%	(53)	487
Employ: Government	29%	(35)	33%	(40)	8%	(10)	14%	(17)	15%	(18)	121
Employ: Self-Employed	31%	(38)	23%	(28)	7%	(9)	16%	(20)	23%	(28)	122
Employ: Homemaker	27%	(18)	18%	(12)	24%	(16)	16%	(11)	15%	(10)	67
Employ: Student	26%	(17)	25%	(16)	8%	(5)	16%	(11)	25%	(16)	65
Employ: Retired	41%	(102)	30%	(74)	6%	(15)	7%	(17)	17%	(42)	251
Employ: Unemployed	28%	(40)	21%	(29)	14%	(20)	20%	(28)	16%	(23)	140
Employ: Other	39%	(26)	23%	(15)	8%	(5)	17%	(12)	14%	(9)	68
Military HH: Yes	42%	(90)	30%	(64)	10%	(21)	8%	(17)	10%	(21)	214
Military HH: No	34%	(375)	28%	(305)	10%	(110)	13%	(140)	16%	(179)	1109
RD/WT: Right Direction	40%	(185)	32%	(148)	9%	(40)	10%	(45)	10%	(48)	466
RD/WT: Wrong Track	33%	(280)	26%	(221)	11%	(91)	13%	(111)	18%	(152)	856
Trump Job Approve	29%	(151)	29%	(154)	10%	(55)	19%	(102)	12%	(65)	527
Trump Job Disapprove	41%	(311)	28%	(210)	10%	(74)	6%	(48)	15%	(113)	755

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Table MCSP14_16: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Encouraging people to take a COVID-19 vaccine

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	35%	(465)	28%	(369)	10%	(131)	12%	(157)	15%	(200)	1322
Trump Job Strongly Approve	33%	(101)	24%	(75)	12%	(37)	20%	(63)	10%	(32)	307
Trump Job Somewhat Approve	23%	(50)	36%	(80)	8%	(18)	18%	(40)	15%	(33)	220
Trump Job Somewhat Disapprove	30%	(52)	37%	(64)	15%	(25)	4%	(7)	15%	(26)	174
Trump Job Strongly Disapprove	45%	(259)	25%	(146)	8%	(49)	7%	(41)	15%	(87)	581
Favorable of Trump	28%	(148)	28%	(145)	11%	(60)	19%	(102)	13%	(69)	523
Unfavorable of Trump	42%	(313)	29%	(218)	9%	(66)	6%	(45)	14%	(106)	747
Very Favorable of Trump	32%	(101)	24%	(76)	12%	(39)	19%	(59)	13%	(42)	316
Somewhat Favorable of Trump	23%	(47)	33%	(69)	10%	(20)	21%	(43)	13%	(27)	206
Somewhat Unfavorable of Trump	34%	(52)	41%	(62)	9%	(14)	3%	(5)	12%	(19)	152
Very Unfavorable of Trump	44%	(261)	26%	(156)	9%	(52)	7%	(39)	15%	(87)	595
#1 Issue: Economy	30%	(154)	28%	(143)	11%	(53)	15%	(74)	16%	(83)	507
#1 Issue: Security	37%	(50)	22%	(30)	7%	(9)	18%	(24)	17%	(23)	135
#1 Issue: Health Care	42%	(114)	35%	(95)	6%	(17)	6%	(17)	11%	(29)	271
#1 Issue: Medicare / Social Security	39%	(60)	23%	(35)	13%	(20)	9%	(14)	17%	(26)	154
#1 Issue: Women's Issues	29%	(21)	24%	(17)	12%	(8)	15%	(11)	21%	(15)	73
#1 Issue: Education	32%	(18)	34%	(19)	8%	(5)	9%	(5)	16%	(9)	55
#1 Issue: Energy	44%	(23)	23%	(12)	17%	(9)	10%	(5)	6%	(3)	53
#1 Issue: Other	34%	(26)	25%	(19)	14%	(10)	10%	(8)	16%	(12)	74
2018 House Vote: Democrat	48%	(255)	29%	(157)	7%	(36)	6%	(32)	10%	(54)	535
2018 House Vote: Republican	29%	(104)	30%	(105)	9%	(33)	18%	(63)	13%	(47)	353
2016 Vote: Hillary Clinton	48%	(243)	28%	(144)	6%	(30)	5%	(26)	13%	(64)	507
2016 Vote: Donald Trump	30%	(118)	30%	(117)	11%	(44)	17%	(68)	12%	(47)	394
2016 Vote: Other	41%	(25)	21%	(13)	14%	(9)	11%	(7)	13%	(8)	61
2016 Vote: Didn't Vote	22%	(79)	26%	(94)	13%	(48)	16%	(57)	23%	(82)	358
Voted in 2014: Yes	42%	(341)	28%	(229)	8%	(64)	11%	(91)	11%	(90)	816
Voted in 2014: No	24%	(124)	28%	(140)	13%	(67)	13%	(66)	22%	(110)	506
2012 Vote: Barack Obama	45%	(281)	28%	(176)	8%	(47)	8%	(50)	12%	(75)	629
2012 Vote: Mitt Romney	28%	(68)	27%	(65)	12%	(28)	20%	(48)	14%	(34)	244
2012 Vote: Didn't Vote	25%	(106)	29%	(122)	13%	(53)	12%	(52)	21%	(89)	422

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Table MCSP14_16: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Encouraging people to take a COVID-19 vaccine*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	35%	(465)	28%	(369)	10%	(131)	12%	(157)	15%	(200)	1322
4-Region: Northeast	41%	(106)	26%	(67)	10%	(25)	10%	(25)	14%	(36)	258
4-Region: Midwest	30%	(77)	26%	(68)	11%	(29)	15%	(40)	17%	(45)	259
4-Region: South	31%	(150)	27%	(131)	10%	(48)	13%	(64)	18%	(84)	478
4-Region: West	40%	(132)	32%	(103)	9%	(29)	9%	(28)	11%	(35)	328

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

Table MCSP14_17: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
 Thanking law enforcement

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	41% (540)	30% (393)	10% (132)	7% (90)	13% (167)	1322
Gender: Male	42% (303)	31% (222)	8% (61)	6% (44)	13% (93)	724
Gender: Female	40% (236)	29% (171)	12% (71)	8% (46)	12% (74)	599
Age: 18-34	32% (130)	32% (129)	14% (56)	9% (37)	13% (53)	406
Age: 35-44	47% (112)	26% (62)	9% (21)	3% (7)	16% (37)	239
Age: 45-64	45% (201)	26% (116)	10% (45)	8% (35)	11% (50)	446
Age: 65+	42% (96)	37% (86)	4% (10)	5% (11)	12% (27)	231
GenZers: 1997-2012	18% (23)	36% (46)	17% (22)	12% (15)	17% (22)	129
Millennials: 1981-1996	40% (171)	28% (120)	11% (48)	6% (27)	14% (60)	427
GenXers: 1965-1980	43% (146)	27% (92)	11% (37)	8% (26)	12% (40)	341
Baby Boomers: 1946-1964	47% (178)	31% (119)	6% (24)	5% (19)	11% (42)	383
PID: Dem (no lean)	37% (214)	29% (168)	12% (68)	9% (52)	14% (82)	584
PID: Ind (no lean)	33% (120)	32% (117)	11% (40)	7% (27)	17% (63)	368
PID: Rep (no lean)	56% (205)	29% (108)	6% (24)	3% (11)	6% (22)	370
PID/Gender: Dem Men	42% (128)	31% (94)	7% (21)	8% (24)	13% (39)	305
PID/Gender: Dem Women	31% (87)	27% (75)	17% (48)	10% (28)	15% (42)	279
PID/Gender: Ind Men	30% (64)	29% (61)	14% (28)	7% (15)	20% (41)	209
PID/Gender: Ind Women	35% (56)	35% (56)	7% (12)	8% (12)	14% (23)	159
PID/Gender: Rep Men	53% (112)	32% (67)	6% (12)	3% (5)	6% (13)	210
PID/Gender: Rep Women	58% (93)	25% (41)	7% (12)	3% (6)	6% (9)	160
Ideo: Liberal (1-3)	38% (163)	27% (116)	14% (58)	9% (39)	12% (50)	426
Ideo: Moderate (4)	33% (135)	33% (133)	12% (48)	7% (29)	14% (58)	403
Ideo: Conservative (5-7)	56% (212)	29% (110)	5% (20)	3% (12)	7% (25)	379
Educ: < College	38% (314)	28% (227)	10% (86)	8% (64)	16% (135)	826
Educ: Bachelors degree	44% (134)	34% (102)	9% (28)	6% (18)	7% (21)	304
Educ: Post-grad	48% (92)	33% (64)	9% (17)	4% (8)	6% (12)	193
Income: Under 50k	34% (219)	29% (190)	10% (63)	9% (57)	18% (119)	649
Income: 50k-100k	46% (187)	29% (118)	11% (44)	5% (21)	9% (36)	406
Income: 100k+	50% (134)	32% (85)	9% (24)	4% (11)	5% (12)	267
Ethnicity: White	44% (452)	32% (325)	9% (89)	5% (50)	11% (115)	1030

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Table MCSP14_17: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Thanking law enforcement

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	41%	(540)	30%	(393)	10%	(132)	7%	(90)	13%	(167)	1322
Ethnicity: Hispanic	34%	(73)	31%	(66)	14%	(30)	9%	(20)	11%	(24)	213
Ethnicity: Black	30%	(55)	19%	(35)	13%	(24)	19%	(35)	18%	(33)	183
Ethnicity: Other	30%	(33)	30%	(33)	17%	(19)	4%	(4)	18%	(20)	109
All Christian	50%	(357)	31%	(220)	7%	(50)	5%	(34)	8%	(56)	719
All Non-Christian	46%	(38)	32%	(26)	8%	(6)	6%	(5)	8%	(7)	82
Agnostic/Nothing in particular	25%	(67)	29%	(79)	16%	(44)	10%	(27)	20%	(53)	271
Something Else	33%	(69)	29%	(61)	12%	(26)	9%	(18)	18%	(38)	212
Religious Non-Protestant/Catholic	45%	(42)	30%	(28)	8%	(7)	5%	(5)	12%	(12)	95
Evangelical	48%	(217)	32%	(142)	9%	(39)	4%	(18)	8%	(34)	450
Non-Evangelical	43%	(195)	29%	(131)	8%	(35)	8%	(34)	12%	(54)	449
Community: Urban	44%	(229)	28%	(147)	10%	(54)	7%	(39)	10%	(53)	521
Community: Suburban	37%	(187)	34%	(174)	10%	(50)	5%	(25)	14%	(69)	505
Community: Rural	42%	(124)	25%	(73)	10%	(29)	9%	(26)	15%	(45)	297
Employ: Private Sector	48%	(233)	29%	(140)	9%	(44)	5%	(25)	9%	(44)	487
Employ: Government	33%	(40)	34%	(41)	14%	(17)	10%	(12)	9%	(11)	121
Employ: Self-Employed	27%	(33)	26%	(32)	18%	(22)	10%	(12)	19%	(23)	122
Employ: Homemaker	39%	(26)	37%	(25)	4%	(2)	10%	(7)	11%	(7)	67
Employ: Student	28%	(18)	33%	(22)	16%	(11)	6%	(4)	16%	(11)	65
Employ: Retired	43%	(109)	34%	(85)	5%	(13)	4%	(11)	13%	(33)	251
Employ: Unemployed	39%	(54)	23%	(32)	13%	(18)	5%	(8)	20%	(28)	140
Employ: Other	38%	(26)	24%	(16)	8%	(6)	16%	(11)	14%	(10)	68
Military HH: Yes	43%	(91)	36%	(77)	9%	(18)	5%	(10)	8%	(17)	214
Military HH: No	40%	(449)	28%	(316)	10%	(114)	7%	(79)	14%	(151)	1109
RD/WT: Right Direction	47%	(221)	30%	(139)	8%	(39)	6%	(26)	9%	(41)	466
RD/WT: Wrong Track	37%	(319)	30%	(255)	11%	(93)	7%	(64)	15%	(126)	856
Trump Job Approve	53%	(280)	30%	(160)	5%	(28)	4%	(22)	7%	(37)	527
Trump Job Disapprove	34%	(257)	29%	(222)	14%	(103)	9%	(65)	14%	(109)	755

Continued on next page

Table MCSP14_17: Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Thanking law enforcement

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	41%	(540)	30%	(393)	10%	(132)	7%	(90)	13%	(167)	1322
Trump Job Strongly Approve	63%	(194)	24%	(73)	5%	(16)	3%	(8)	5%	(15)	307
Trump Job Somewhat Approve	39%	(86)	39%	(87)	6%	(12)	6%	(13)	10%	(22)	220
Trump Job Somewhat Disapprove	36%	(62)	38%	(67)	11%	(20)	4%	(7)	11%	(19)	174
Trump Job Strongly Disapprove	34%	(195)	27%	(155)	14%	(83)	10%	(58)	16%	(90)	581
Favorable of Trump	54%	(282)	29%	(151)	6%	(30)	4%	(21)	7%	(39)	523
Unfavorable of Trump	34%	(254)	30%	(225)	13%	(99)	9%	(65)	14%	(104)	747
Very Favorable of Trump	60%	(190)	25%	(78)	6%	(20)	3%	(10)	6%	(18)	316
Somewhat Favorable of Trump	45%	(92)	35%	(73)	5%	(10)	5%	(11)	10%	(21)	206
Somewhat Unfavorable of Trump	40%	(61)	39%	(59)	8%	(12)	4%	(6)	9%	(14)	152
Very Unfavorable of Trump	32%	(192)	28%	(166)	15%	(87)	10%	(59)	15%	(90)	595
#1 Issue: Economy	46%	(234)	27%	(136)	8%	(42)	9%	(44)	10%	(50)	507
#1 Issue: Security	52%	(71)	20%	(27)	9%	(12)	6%	(7)	14%	(18)	135
#1 Issue: Health Care	39%	(106)	30%	(82)	12%	(32)	6%	(16)	13%	(35)	271
#1 Issue: Medicare / Social Security	37%	(58)	40%	(61)	8%	(13)	3%	(5)	12%	(18)	154
#1 Issue: Women's Issues	15%	(11)	40%	(29)	17%	(12)	12%	(9)	17%	(12)	73
#1 Issue: Education	40%	(22)	34%	(19)	9%	(5)	—	(0)	17%	(10)	55
#1 Issue: Energy	28%	(15)	34%	(18)	15%	(8)	7%	(4)	16%	(9)	53
#1 Issue: Other	32%	(24)	31%	(23)	10%	(7)	6%	(5)	21%	(16)	74
2018 House Vote: Democrat	42%	(224)	29%	(153)	10%	(55)	8%	(43)	11%	(60)	535
2018 House Vote: Republican	56%	(198)	28%	(100)	6%	(20)	4%	(15)	6%	(20)	353
2016 Vote: Hillary Clinton	39%	(199)	30%	(153)	11%	(56)	8%	(41)	11%	(58)	507
2016 Vote: Donald Trump	55%	(218)	29%	(114)	5%	(22)	4%	(17)	6%	(24)	394
2016 Vote: Other	40%	(24)	21%	(13)	12%	(8)	11%	(7)	15%	(9)	61
2016 Vote: Didn't Vote	27%	(97)	32%	(113)	13%	(47)	7%	(26)	21%	(76)	358
Voted in 2014: Yes	49%	(401)	27%	(221)	8%	(63)	7%	(55)	9%	(77)	816
Voted in 2014: No	28%	(139)	34%	(172)	14%	(69)	7%	(34)	18%	(91)	506
2012 Vote: Barack Obama	43%	(268)	29%	(182)	8%	(53)	8%	(53)	12%	(73)	629
2012 Vote: Mitt Romney	56%	(136)	29%	(71)	4%	(11)	4%	(11)	6%	(15)	244
2012 Vote: Didn't Vote	30%	(125)	32%	(134)	15%	(64)	6%	(24)	18%	(74)	422

Continued on next page

Table MCSP14_17: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Thanking law enforcement*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	41%	(540)	30%	(393)	10%	(132)	7%	(90)	13%	(167)	1322
4-Region: Northeast	43%	(112)	30%	(79)	8%	(20)	3%	(9)	15%	(38)	258
4-Region: Midwest	40%	(103)	28%	(72)	8%	(22)	10%	(25)	14%	(36)	259
4-Region: South	40%	(191)	28%	(135)	11%	(54)	8%	(39)	12%	(59)	478
4-Region: West	41%	(134)	33%	(107)	11%	(36)	5%	(16)	10%	(34)	328

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

Table MCSP14_18: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*
Encouraging people to wear face masks during the pandemic

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults likely to watch Super Bowl	50% (667)	27% (351)	6% (85)	6% (79)	11% (140)	1322
Gender: Male	48% (348)	30% (217)	5% (39)	6% (43)	11% (77)	724
Gender: Female	53% (318)	22% (134)	8% (46)	6% (37)	11% (64)	599
Age: 18-34	47% (190)	27% (109)	9% (36)	6% (23)	12% (48)	406
Age: 35-44	50% (119)	26% (62)	5% (12)	6% (14)	14% (33)	239
Age: 45-64	51% (229)	26% (115)	6% (27)	7% (33)	10% (43)	446
Age: 65+	56% (129)	28% (65)	4% (10)	4% (10)	7% (17)	231
GenZers: 1997-2012	43% (56)	32% (42)	6% (8)	5% (6)	14% (18)	129
Millennials: 1981-1996	48% (206)	25% (105)	8% (35)	6% (25)	13% (55)	427
GenXers: 1965-1980	53% (180)	29% (97)	5% (18)	4% (15)	9% (31)	341
Baby Boomers: 1946-1964	53% (201)	23% (89)	6% (25)	9% (33)	9% (35)	383
PID: Dem (no lean)	61% (357)	25% (146)	5% (28)	3% (15)	7% (38)	584
PID: Ind (no lean)	49% (182)	24% (86)	5% (19)	6% (23)	15% (57)	368
PID: Rep (no lean)	34% (128)	32% (118)	10% (38)	11% (41)	12% (45)	370
PID/Gender: Dem Men	58% (176)	29% (89)	5% (15)	2% (7)	6% (19)	305
PID/Gender: Dem Women	65% (181)	21% (57)	5% (13)	3% (8)	7% (19)	279
PID/Gender: Ind Men	44% (92)	30% (62)	3% (5)	9% (19)	15% (31)	209
PID/Gender: Ind Women	57% (90)	15% (25)	9% (14)	3% (4)	16% (26)	159
PID/Gender: Rep Men	39% (81)	32% (67)	9% (19)	8% (17)	13% (26)	210
PID/Gender: Rep Women	29% (47)	32% (52)	12% (19)	15% (24)	12% (19)	160
Ideo: Liberal (1-3)	64% (272)	22% (95)	5% (20)	3% (13)	6% (26)	426
Ideo: Moderate (4)	47% (191)	31% (125)	6% (26)	4% (16)	11% (45)	403
Ideo: Conservative (5-7)	39% (150)	29% (109)	9% (33)	11% (43)	12% (45)	379
Educ: < College	47% (390)	25% (209)	7% (54)	7% (56)	14% (117)	826
Educ: Bachelors degree	52% (158)	28% (84)	7% (22)	7% (20)	6% (19)	304
Educ: Post-grad	61% (118)	30% (57)	5% (10)	2% (4)	2% (4)	193
Income: Under 50k	50% (326)	24% (154)	6% (41)	6% (40)	13% (87)	649
Income: 50k-100k	48% (194)	28% (115)	7% (28)	8% (31)	10% (39)	406
Income: 100k+	55% (146)	31% (83)	6% (16)	3% (9)	5% (14)	267
Ethnicity: White	48% (499)	28% (284)	7% (76)	7% (68)	10% (103)	1030

Continued on next page

Table MCSP14_18: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Encouraging people to wear face masks during the pandemic*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	50%	(667)	27%	(351)	6%	(85)	6%	(79)	11%	(140)	1322
Ethnicity: Hispanic	57%	(121)	30%	(63)	5%	(11)	4%	(9)	4%	(9)	213
Ethnicity: Black	54%	(99)	23%	(42)	4%	(7)	5%	(8)	14%	(26)	183
Ethnicity: Other	63%	(69)	22%	(24)	2%	(2)	2%	(3)	10%	(11)	109
All Christian	53%	(381)	30%	(216)	5%	(39)	6%	(42)	6%	(40)	719
All Non-Christian	61%	(50)	23%	(18)	10%	(9)	3%	(2)	3%	(3)	82
Agnostic/Nothing in particular	42%	(114)	24%	(64)	8%	(23)	6%	(17)	20%	(53)	271
Something Else	48%	(102)	22%	(46)	6%	(12)	9%	(18)	16%	(34)	212
Religious Non-Protestant/Catholic	56%	(53)	21%	(20)	12%	(11)	7%	(6)	4%	(4)	95
Evangelical	54%	(242)	30%	(136)	4%	(18)	5%	(22)	7%	(31)	450
Non-Evangelical	51%	(228)	26%	(117)	6%	(29)	8%	(34)	9%	(41)	449
Community: Urban	55%	(288)	27%	(142)	6%	(31)	4%	(21)	7%	(38)	521
Community: Suburban	51%	(257)	27%	(138)	5%	(24)	6%	(28)	11%	(58)	505
Community: Rural	41%	(121)	24%	(70)	10%	(30)	10%	(30)	15%	(45)	297
Employ: Private Sector	50%	(246)	30%	(144)	6%	(30)	5%	(26)	8%	(40)	487
Employ: Government	37%	(45)	37%	(45)	5%	(7)	7%	(9)	13%	(15)	121
Employ: Self-Employed	48%	(59)	24%	(30)	8%	(9)	8%	(9)	12%	(15)	122
Employ: Homemaker	49%	(33)	26%	(18)	6%	(4)	5%	(3)	13%	(9)	67
Employ: Student	56%	(37)	22%	(15)	4%	(3)	1%	(1)	16%	(11)	65
Employ: Retired	56%	(140)	24%	(61)	6%	(15)	6%	(15)	8%	(20)	251
Employ: Unemployed	45%	(63)	21%	(30)	10%	(14)	8%	(12)	15%	(21)	140
Employ: Other	63%	(43)	12%	(8)	6%	(4)	7%	(5)	12%	(8)	68
Military HH: Yes	55%	(117)	27%	(58)	5%	(11)	6%	(13)	7%	(14)	214
Military HH: No	50%	(550)	26%	(292)	7%	(74)	6%	(66)	11%	(126)	1109
RD/WT: Right Direction	48%	(223)	31%	(142)	6%	(30)	9%	(42)	6%	(29)	466
RD/WT: Wrong Track	52%	(444)	24%	(208)	6%	(55)	4%	(37)	13%	(111)	856
Trump Job Approve	36%	(189)	32%	(171)	10%	(51)	12%	(62)	10%	(54)	527
Trump Job Disapprove	62%	(468)	23%	(171)	4%	(33)	2%	(18)	9%	(66)	755

Continued on next page

Table MCSP14_18: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
 Encouraging people to wear face masks during the pandemic*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	50%	(667)	27%	(351)	6%	(85)	6%	(79)	11%	(140)	1322
Trump Job Strongly Approve	33%	(102)	30%	(93)	11%	(33)	15%	(45)	11%	(34)	307
Trump Job Somewhat Approve	39%	(87)	35%	(78)	9%	(19)	8%	(17)	9%	(20)	220
Trump Job Somewhat Disapprove	44%	(77)	38%	(67)	6%	(11)	1%	(2)	10%	(18)	174
Trump Job Strongly Disapprove	67%	(391)	18%	(105)	4%	(22)	3%	(15)	8%	(48)	581
Favorable of Trump	36%	(190)	31%	(160)	11%	(56)	11%	(59)	11%	(57)	523
Unfavorable of Trump	62%	(467)	24%	(176)	4%	(29)	3%	(19)	8%	(56)	747
Very Favorable of Trump	38%	(120)	27%	(87)	11%	(35)	13%	(42)	10%	(33)	316
Somewhat Favorable of Trump	34%	(70)	35%	(73)	10%	(21)	9%	(18)	12%	(24)	206
Somewhat Unfavorable of Trump	46%	(70)	41%	(62)	4%	(6)	1%	(1)	9%	(13)	152
Very Unfavorable of Trump	67%	(397)	19%	(114)	4%	(23)	3%	(18)	7%	(43)	595
#1 Issue: Economy	47%	(241)	25%	(127)	8%	(38)	9%	(44)	11%	(57)	507
#1 Issue: Security	44%	(60)	29%	(40)	7%	(9)	5%	(7)	15%	(20)	135
#1 Issue: Health Care	56%	(151)	28%	(76)	6%	(16)	2%	(6)	8%	(21)	271
#1 Issue: Medicare / Social Security	58%	(89)	27%	(42)	6%	(9)	2%	(3)	7%	(11)	154
#1 Issue: Women's Issues	50%	(36)	22%	(16)	10%	(7)	6%	(4)	12%	(9)	73
#1 Issue: Education	34%	(19)	38%	(21)	5%	(3)	5%	(3)	18%	(10)	55
#1 Issue: Energy	49%	(26)	33%	(17)	3%	(2)	10%	(5)	6%	(3)	53
#1 Issue: Other	60%	(45)	15%	(11)	3%	(2)	10%	(7)	12%	(9)	74
2018 House Vote: Democrat	63%	(335)	25%	(136)	4%	(23)	3%	(15)	5%	(27)	535
2018 House Vote: Republican	37%	(131)	30%	(106)	11%	(37)	11%	(40)	11%	(39)	353
2016 Vote: Hillary Clinton	62%	(314)	25%	(128)	5%	(28)	2%	(10)	5%	(27)	507
2016 Vote: Donald Trump	40%	(157)	30%	(117)	7%	(29)	12%	(46)	11%	(45)	394
2016 Vote: Other	61%	(37)	19%	(11)	6%	(4)	3%	(2)	11%	(7)	61
2016 Vote: Didn't Vote	44%	(156)	26%	(94)	7%	(25)	6%	(22)	17%	(61)	358
Voted in 2014: Yes	55%	(445)	26%	(211)	6%	(45)	7%	(54)	7%	(61)	816
Voted in 2014: No	44%	(222)	28%	(140)	8%	(40)	5%	(26)	16%	(80)	506
2012 Vote: Barack Obama	62%	(390)	23%	(148)	4%	(28)	3%	(20)	7%	(44)	629
2012 Vote: Mitt Romney	36%	(87)	30%	(72)	10%	(23)	14%	(35)	11%	(26)	244
2012 Vote: Didn't Vote	43%	(180)	30%	(125)	8%	(32)	5%	(22)	15%	(64)	422

Continued on next page

Table MCSP14_18: *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?
Encouraging people to wear face masks during the pandemic*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults likely to watch Super Bowl	50%	(667)	27%	(351)	6%	(85)	6%	(79)	11%	(140)	1322
4-Region: Northeast	54%	(139)	26%	(66)	7%	(17)	4%	(11)	10%	(25)	258
4-Region: Midwest	45%	(116)	28%	(71)	7%	(19)	7%	(17)	13%	(35)	259
4-Region: South	49%	(232)	26%	(126)	6%	(29)	9%	(42)	10%	(49)	478
4-Region: West	55%	(179)	27%	(88)	6%	(21)	3%	(9)	9%	(31)	328

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

Table MCSPdem1_1: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*Sports*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults likely to watch Super Bowl	38%	(503)	52%	(689)	10%	(130)	1322
Gender: Male	50%	(363)	44%	(320)	6%	(41)	724
Gender: Female	23%	(140)	62%	(370)	15%	(89)	599
Age: 18-34	38%	(156)	50%	(202)	12%	(48)	406
Age: 35-44	53%	(127)	36%	(87)	11%	(26)	239
Age: 45-64	35%	(158)	55%	(244)	10%	(44)	446
Age: 65+	27%	(62)	68%	(157)	5%	(12)	231
GenZers: 1997-2012	30%	(38)	51%	(66)	19%	(25)	129
Millennials: 1981-1996	47%	(202)	44%	(188)	9%	(37)	427
GenXers: 1965-1980	41%	(141)	48%	(163)	11%	(37)	341
Baby Boomers: 1946-1964	30%	(115)	62%	(237)	8%	(30)	383
PID: Dem (no lean)	41%	(240)	48%	(278)	11%	(66)	584
PID: Ind (no lean)	29%	(108)	60%	(222)	10%	(37)	368
PID: Rep (no lean)	42%	(155)	51%	(189)	7%	(26)	370
PID/Gender: Dem Men	55%	(167)	38%	(116)	7%	(22)	305
PID/Gender: Dem Women	26%	(73)	58%	(162)	16%	(44)	279
PID/Gender: Ind Men	40%	(83)	55%	(115)	5%	(11)	209
PID/Gender: Ind Women	16%	(25)	68%	(107)	17%	(26)	159
PID/Gender: Rep Men	54%	(113)	42%	(89)	4%	(8)	210
PID/Gender: Rep Women	26%	(42)	63%	(101)	11%	(18)	160
Ideo: Liberal (1-3)	43%	(183)	45%	(193)	12%	(49)	426
Ideo: Moderate (4)	34%	(137)	57%	(228)	9%	(38)	403
Ideo: Conservative (5-7)	43%	(162)	53%	(202)	4%	(15)	379
Educ: < College	30%	(249)	59%	(483)	11%	(93)	826
Educ: Bachelors degree	50%	(151)	42%	(128)	8%	(25)	304
Educ: Post-grad	54%	(104)	40%	(78)	6%	(11)	193
Income: Under 50k	30%	(194)	58%	(379)	12%	(76)	649
Income: 50k-100k	41%	(167)	49%	(200)	10%	(39)	406
Income: 100k+	53%	(143)	41%	(110)	5%	(14)	267
Ethnicity: White	38%	(393)	51%	(530)	10%	(107)	1030
Ethnicity: Hispanic	37%	(79)	43%	(92)	20%	(42)	213
Ethnicity: Black	42%	(76)	53%	(97)	5%	(9)	183

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Table MCSPd1_1: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults likely to watch Super Bowl	38%	(503)	52%	(689)	10%	(130)	1322
Ethnicity: Other	31%	(34)	57%	(62)	12%	(13)	109
All Christian	42%	(304)	51%	(369)	6%	(46)	719
All Non-Christian	48%	(39)	47%	(39)	5%	(4)	82
Agnostic/Nothing in particular	31%	(83)	53%	(142)	17%	(45)	271
Something Else	26%	(56)	59%	(126)	14%	(31)	212
Religious Non-Protestant/Catholic	52%	(49)	44%	(42)	4%	(4)	95
Evangelical	45%	(202)	49%	(220)	6%	(27)	450
Non-Evangelical	30%	(137)	59%	(264)	11%	(48)	449
Community: Urban	49%	(253)	43%	(223)	9%	(45)	521
Community: Suburban	32%	(162)	57%	(286)	11%	(57)	505
Community: Rural	30%	(88)	61%	(181)	9%	(28)	297
Employ: Private Sector	49%	(241)	42%	(205)	9%	(42)	487
Employ: Government	46%	(56)	47%	(57)	7%	(8)	121
Employ: Self-Employed	37%	(45)	48%	(58)	15%	(19)	122
Employ: Homemaker	18%	(12)	63%	(42)	19%	(13)	67
Employ: Student	29%	(19)	49%	(32)	22%	(14)	65
Employ: Retired	28%	(70)	67%	(168)	5%	(13)	251
Employ: Unemployed	28%	(39)	60%	(84)	12%	(17)	140
Employ: Other	31%	(21)	64%	(43)	6%	(4)	68
Military HH: Yes	43%	(91)	51%	(108)	7%	(14)	214
Military HH: No	37%	(412)	52%	(581)	10%	(115)	1109
RD/WT: Right Direction	45%	(210)	47%	(219)	8%	(38)	466
RD/WT: Wrong Track	34%	(293)	55%	(471)	11%	(92)	856
Trump Job Approve	41%	(215)	53%	(279)	6%	(33)	527
Trump Job Disapprove	38%	(283)	51%	(386)	11%	(86)	755
Trump Job Strongly Approve	45%	(137)	51%	(156)	4%	(13)	307
Trump Job Somewhat Approve	35%	(78)	56%	(123)	9%	(19)	220
Trump Job Somewhat Disapprove	37%	(64)	56%	(97)	7%	(13)	174
Trump Job Strongly Disapprove	38%	(219)	50%	(289)	13%	(73)	581
Favorable of Trump	40%	(208)	54%	(284)	6%	(31)	523
Unfavorable of Trump	37%	(280)	51%	(378)	12%	(90)	747

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Table MCSPdem1_1: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
 Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults likely to watch Super Bowl	38%	(503)	52%	(689)	10%	(130)	1322
Very Favorable of Trump	42%	(132)	53%	(167)	5%	(17)	316
Somewhat Favorable of Trump	37%	(76)	56%	(117)	7%	(14)	206
Somewhat Unfavorable of Trump	37%	(56)	56%	(85)	7%	(11)	152
Very Unfavorable of Trump	38%	(224)	49%	(292)	13%	(79)	595
#1 Issue: Economy	41%	(210)	51%	(258)	8%	(39)	507
#1 Issue: Security	40%	(54)	50%	(67)	11%	(15)	135
#1 Issue: Health Care	42%	(115)	47%	(126)	11%	(30)	271
#1 Issue: Medicare / Social Security	33%	(51)	62%	(96)	4%	(7)	154
#1 Issue: Women's Issues	24%	(17)	47%	(34)	29%	(21)	73
#1 Issue: Education	37%	(21)	57%	(31)	5%	(3)	55
#1 Issue: Energy	47%	(25)	44%	(23)	9%	(5)	53
#1 Issue: Other	15%	(11)	72%	(53)	14%	(10)	74
2018 House Vote: Democrat	43%	(228)	48%	(255)	10%	(51)	535
2018 House Vote: Republican	44%	(157)	51%	(179)	5%	(18)	353
2016 Vote: Hillary Clinton	41%	(208)	49%	(250)	10%	(49)	507
2016 Vote: Donald Trump	43%	(168)	50%	(197)	8%	(30)	394
2016 Vote: Other	40%	(24)	52%	(32)	8%	(5)	61
2016 Vote: Didn't Vote	28%	(101)	59%	(211)	13%	(46)	358
Voted in 2014: Yes	42%	(341)	50%	(411)	8%	(64)	816
Voted in 2014: No	32%	(163)	55%	(279)	13%	(65)	506
2012 Vote: Barack Obama	41%	(256)	50%	(313)	10%	(60)	629
2012 Vote: Mitt Romney	41%	(100)	55%	(133)	4%	(11)	244
2012 Vote: Didn't Vote	32%	(136)	56%	(234)	12%	(52)	422
4-Region: Northeast	49%	(127)	43%	(111)	8%	(20)	258
4-Region: Midwest	34%	(87)	57%	(149)	9%	(23)	259
4-Region: South	34%	(163)	55%	(263)	11%	(51)	478
4-Region: West	38%	(126)	51%	(167)	11%	(35)	328

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

Table MCSPdem1_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

Football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults likely to watch Super Bowl	42%	(562)	47%	(616)	11%	(145)	1322
Gender: Male	54%	(392)	40%	(286)	6%	(45)	724
Gender: Female	28%	(170)	55%	(329)	17%	(100)	599
Age: 18-34	34%	(139)	51%	(209)	14%	(58)	406
Age: 35-44	53%	(127)	37%	(89)	10%	(24)	239
Age: 45-64	45%	(200)	45%	(200)	10%	(46)	446
Age: 65+	42%	(96)	51%	(118)	7%	(17)	231
GenZers: 1997-2012	23%	(30)	49%	(63)	28%	(36)	129
Millennials: 1981-1996	44%	(188)	48%	(204)	8%	(34)	427
GenXers: 1965-1980	47%	(161)	42%	(142)	11%	(38)	341
Baby Boomers: 1946-1964	44%	(169)	47%	(181)	9%	(33)	383
PID: Dem (no lean)	45%	(265)	44%	(257)	11%	(63)	584
PID: Ind (no lean)	34%	(125)	53%	(194)	13%	(48)	368
PID: Rep (no lean)	46%	(172)	44%	(164)	9%	(35)	370
PID/Gender: Dem Men	59%	(181)	34%	(104)	7%	(20)	305
PID/Gender: Dem Women	30%	(84)	55%	(153)	15%	(43)	279
PID/Gender: Ind Men	43%	(89)	49%	(102)	9%	(18)	209
PID/Gender: Ind Women	23%	(36)	58%	(93)	19%	(30)	159
PID/Gender: Rep Men	58%	(122)	38%	(80)	4%	(8)	210
PID/Gender: Rep Women	31%	(50)	52%	(84)	17%	(27)	160
Ideo: Liberal (1-3)	46%	(197)	42%	(179)	12%	(51)	426
Ideo: Moderate (4)	37%	(149)	52%	(210)	11%	(45)	403
Ideo: Conservative (5-7)	49%	(186)	44%	(168)	7%	(25)	379
Educ: < College	36%	(294)	51%	(424)	13%	(108)	826
Educ: Bachelors degree	53%	(161)	39%	(117)	8%	(26)	304
Educ: Post-grad	55%	(106)	39%	(75)	6%	(12)	193
Income: Under 50k	36%	(235)	50%	(326)	13%	(87)	649
Income: 50k-100k	44%	(178)	46%	(186)	11%	(43)	406
Income: 100k+	55%	(148)	39%	(104)	6%	(15)	267
Ethnicity: White	43%	(447)	45%	(465)	12%	(119)	1030
Ethnicity: Hispanic	38%	(81)	48%	(102)	14%	(30)	213
Ethnicity: Black	41%	(75)	51%	(93)	8%	(15)	183

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Table MCSPdem1_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
 Football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults likely to watch Super Bowl	42%	(562)	47%	(616)	11%	(145)	1322
Ethnicity: Other	36%	(39)	53%	(58)	11%	(12)	109
All Christian	49%	(353)	43%	(309)	8%	(56)	719
All Non-Christian	42%	(34)	48%	(40)	10%	(8)	82
Agnostic/Nothing in particular	32%	(87)	50%	(135)	18%	(49)	271
Something Else	32%	(67)	57%	(121)	12%	(25)	212
Religious Non-Protestant/Catholic	41%	(39)	51%	(48)	8%	(8)	95
Evangelical	52%	(233)	42%	(189)	6%	(28)	450
Non-Evangelical	38%	(172)	50%	(225)	12%	(52)	449
Community: Urban	51%	(267)	41%	(214)	8%	(40)	521
Community: Suburban	37%	(185)	49%	(248)	14%	(72)	505
Community: Rural	37%	(110)	52%	(154)	11%	(33)	297
Employ: Private Sector	51%	(249)	40%	(193)	9%	(45)	487
Employ: Government	53%	(64)	39%	(48)	7%	(9)	121
Employ: Self-Employed	38%	(46)	49%	(59)	13%	(16)	122
Employ: Homemaker	24%	(16)	51%	(34)	25%	(17)	67
Employ: Student	21%	(14)	51%	(33)	28%	(19)	65
Employ: Retired	40%	(101)	52%	(130)	8%	(21)	251
Employ: Unemployed	32%	(45)	59%	(82)	9%	(13)	140
Employ: Other	39%	(26)	54%	(37)	8%	(5)	68
Military HH: Yes	45%	(97)	48%	(103)	6%	(13)	214
Military HH: No	42%	(464)	46%	(512)	12%	(132)	1109
RD/WT: Right Direction	49%	(229)	42%	(194)	9%	(43)	466
RD/WT: Wrong Track	39%	(332)	49%	(422)	12%	(102)	856
Trump Job Approve	47%	(249)	44%	(231)	9%	(47)	527
Trump Job Disapprove	41%	(308)	48%	(362)	11%	(85)	755
Trump Job Strongly Approve	52%	(160)	40%	(123)	8%	(24)	307
Trump Job Somewhat Approve	40%	(89)	49%	(108)	10%	(23)	220
Trump Job Somewhat Disapprove	37%	(64)	55%	(97)	8%	(13)	174
Trump Job Strongly Disapprove	42%	(243)	46%	(266)	12%	(72)	581
Favorable of Trump	47%	(244)	45%	(237)	8%	(42)	523
Unfavorable of Trump	41%	(305)	47%	(349)	12%	(93)	747

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**Table MCSPdem1_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
Football**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults likely to watch Super Bowl	42%	(562)	47%	(616)	11%	(145)	1322
Very Favorable of Trump	48%	(153)	43%	(135)	9%	(29)	316
Somewhat Favorable of Trump	44%	(91)	49%	(102)	7%	(14)	206
Somewhat Unfavorable of Trump	33%	(49)	60%	(91)	8%	(12)	152
Very Unfavorable of Trump	43%	(255)	43%	(258)	14%	(81)	595
#1 Issue: Economy	44%	(221)	47%	(237)	10%	(49)	507
#1 Issue: Security	41%	(56)	47%	(64)	12%	(16)	135
#1 Issue: Health Care	47%	(128)	41%	(112)	11%	(30)	271
#1 Issue: Medicare / Social Security	43%	(67)	48%	(74)	8%	(13)	154
#1 Issue: Women's Issues	22%	(16)	50%	(36)	29%	(21)	73
#1 Issue: Education	47%	(26)	47%	(26)	7%	(4)	55
#1 Issue: Energy	47%	(25)	44%	(23)	8%	(4)	53
#1 Issue: Other	32%	(23)	57%	(43)	11%	(8)	74
2018 House Vote: Democrat	47%	(251)	45%	(239)	9%	(45)	535
2018 House Vote: Republican	50%	(177)	44%	(155)	6%	(21)	353
2016 Vote: Hillary Clinton	46%	(235)	43%	(218)	11%	(54)	507
2016 Vote: Donald Trump	50%	(197)	43%	(169)	7%	(29)	394
2016 Vote: Other	42%	(25)	48%	(29)	11%	(6)	61
2016 Vote: Didn't Vote	29%	(105)	55%	(198)	16%	(56)	358
Voted in 2014: Yes	48%	(393)	44%	(359)	8%	(63)	816
Voted in 2014: No	33%	(168)	51%	(256)	16%	(82)	506
2012 Vote: Barack Obama	46%	(290)	44%	(280)	9%	(60)	629
2012 Vote: Mitt Romney	46%	(112)	47%	(114)	7%	(17)	244
2012 Vote: Didn't Vote	34%	(145)	51%	(213)	15%	(63)	422
4-Region: Northeast	50%	(130)	40%	(103)	10%	(26)	258
4-Region: Midwest	43%	(112)	46%	(119)	11%	(28)	259
4-Region: South	38%	(183)	50%	(241)	11%	(53)	478
4-Region: West	42%	(137)	46%	(152)	12%	(38)	328

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

Table MCSPdem1_3: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
 NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults likely to watch Super Bowl	41%	(546)	47%	(626)	11%	(151)	1322
Gender: Male	53%	(382)	41%	(300)	6%	(42)	724
Gender: Female	27%	(164)	55%	(326)	18%	(108)	599
Age: 18-34	32%	(130)	52%	(211)	16%	(64)	406
Age: 35-44	51%	(121)	40%	(96)	9%	(22)	239
Age: 45-64	44%	(197)	45%	(202)	11%	(47)	446
Age: 65+	42%	(97)	51%	(117)	7%	(17)	231
GenZers: 1997-2012	19%	(25)	56%	(72)	25%	(32)	129
Millennials: 1981-1996	44%	(188)	46%	(194)	10%	(44)	427
GenXers: 1965-1980	44%	(149)	45%	(154)	11%	(37)	341
Baby Boomers: 1946-1964	44%	(170)	47%	(181)	8%	(32)	383
PID: Dem (no lean)	46%	(269)	44%	(255)	10%	(60)	584
PID: Ind (no lean)	33%	(122)	54%	(199)	13%	(47)	368
PID: Rep (no lean)	42%	(154)	47%	(173)	12%	(43)	370
PID/Gender: Dem Men	61%	(188)	33%	(101)	6%	(17)	305
PID/Gender: Dem Women	29%	(82)	55%	(154)	16%	(43)	279
PID/Gender: Ind Men	43%	(90)	51%	(106)	6%	(13)	209
PID/Gender: Ind Women	20%	(32)	58%	(93)	21%	(34)	159
PID/Gender: Rep Men	50%	(105)	44%	(93)	6%	(12)	210
PID/Gender: Rep Women	31%	(49)	50%	(80)	19%	(31)	160
Ideo: Liberal (1-3)	46%	(197)	42%	(181)	11%	(49)	426
Ideo: Moderate (4)	38%	(152)	52%	(211)	10%	(40)	403
Ideo: Conservative (5-7)	43%	(165)	48%	(181)	9%	(34)	379
Educ: < College	37%	(302)	51%	(417)	13%	(107)	826
Educ: Bachelors degree	48%	(145)	42%	(127)	10%	(32)	304
Educ: Post-grad	51%	(99)	43%	(82)	6%	(12)	193
Income: Under 50k	36%	(232)	50%	(324)	14%	(92)	649
Income: 50k-100k	41%	(167)	48%	(193)	11%	(46)	406
Income: 100k+	55%	(147)	41%	(109)	5%	(12)	267
Ethnicity: White	43%	(438)	46%	(474)	12%	(119)	1030
Ethnicity: Hispanic	38%	(81)	46%	(97)	16%	(34)	213
Ethnicity: Black	38%	(69)	55%	(101)	7%	(13)	183

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Table MCSPdem1_3: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults likely to watch Super Bowl	41%	(546)	47%	(626)	11%	(151)	1322
Ethnicity: Other	35%	(38)	47%	(51)	17%	(19)	109
All Christian	46%	(329)	46%	(329)	8%	(60)	719
All Non-Christian	45%	(37)	43%	(35)	12%	(10)	82
Agnostic/Nothing in particular	33%	(90)	49%	(133)	18%	(47)	271
Something Else	31%	(66)	55%	(117)	14%	(29)	212
Religious Non-Protestant/Catholic	41%	(39)	48%	(46)	10%	(10)	95
Evangelical	48%	(216)	45%	(204)	7%	(30)	450
Non-Evangelical	37%	(165)	50%	(224)	13%	(60)	449
Community: Urban	49%	(254)	42%	(221)	9%	(46)	521
Community: Suburban	36%	(181)	51%	(258)	13%	(66)	505
Community: Rural	37%	(110)	50%	(148)	13%	(39)	297
Employ: Private Sector	48%	(235)	42%	(205)	10%	(47)	487
Employ: Government	51%	(62)	41%	(49)	8%	(10)	121
Employ: Self-Employed	39%	(48)	46%	(57)	15%	(18)	122
Employ: Homemaker	27%	(18)	50%	(34)	23%	(16)	67
Employ: Student	22%	(15)	47%	(31)	31%	(20)	65
Employ: Retired	42%	(106)	50%	(127)	7%	(18)	251
Employ: Unemployed	26%	(37)	62%	(87)	11%	(15)	140
Employ: Other	36%	(25)	54%	(37)	9%	(6)	68
Military HH: Yes	43%	(91)	49%	(106)	8%	(17)	214
Military HH: No	41%	(454)	47%	(520)	12%	(134)	1109
RD/WT: Right Direction	46%	(214)	42%	(197)	12%	(55)	466
RD/WT: Wrong Track	39%	(332)	50%	(429)	11%	(95)	856
Trump Job Approve	42%	(221)	47%	(249)	11%	(57)	527
Trump Job Disapprove	42%	(320)	47%	(354)	11%	(81)	755
Trump Job Strongly Approve	45%	(137)	44%	(134)	12%	(36)	307
Trump Job Somewhat Approve	38%	(83)	52%	(115)	10%	(21)	220
Trump Job Somewhat Disapprove	37%	(64)	57%	(99)	7%	(11)	174
Trump Job Strongly Disapprove	44%	(256)	44%	(255)	12%	(70)	581
Favorable of Trump	42%	(217)	48%	(252)	10%	(53)	523
Unfavorable of Trump	42%	(315)	46%	(345)	12%	(86)	747

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Table MCSPdem1_3: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
 NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults likely to watch Super Bowl	41%	(546)	47%	(626)	11%	(151)	1322
Very Favorable of Trump	42%	(132)	47%	(148)	12%	(37)	316
Somewhat Favorable of Trump	41%	(85)	51%	(105)	8%	(16)	206
Somewhat Unfavorable of Trump	36%	(55)	57%	(86)	7%	(11)	152
Very Unfavorable of Trump	44%	(260)	44%	(259)	13%	(76)	595
#1 Issue: Economy	41%	(206)	49%	(249)	10%	(52)	507
#1 Issue: Security	41%	(55)	46%	(63)	13%	(18)	135
#1 Issue: Health Care	47%	(127)	41%	(111)	12%	(32)	271
#1 Issue: Medicare / Social Security	48%	(75)	44%	(68)	8%	(12)	154
#1 Issue: Women's Issues	27%	(20)	47%	(34)	27%	(19)	73
#1 Issue: Education	38%	(21)	58%	(32)	4%	(2)	55
#1 Issue: Energy	46%	(25)	43%	(23)	10%	(5)	53
#1 Issue: Other	25%	(18)	62%	(46)	13%	(10)	74
2018 House Vote: Democrat	48%	(259)	43%	(232)	8%	(45)	535
2018 House Vote: Republican	43%	(151)	50%	(176)	7%	(26)	353
2016 Vote: Hillary Clinton	48%	(245)	43%	(216)	9%	(45)	507
2016 Vote: Donald Trump	43%	(169)	47%	(187)	10%	(38)	394
2016 Vote: Other	45%	(28)	48%	(29)	7%	(4)	61
2016 Vote: Didn't Vote	29%	(103)	54%	(192)	18%	(63)	358
Voted in 2014: Yes	47%	(384)	46%	(372)	7%	(60)	816
Voted in 2014: No	32%	(161)	50%	(255)	18%	(90)	506
2012 Vote: Barack Obama	47%	(297)	44%	(277)	9%	(55)	629
2012 Vote: Mitt Romney	39%	(95)	51%	(124)	10%	(25)	244
2012 Vote: Didn't Vote	33%	(139)	51%	(216)	16%	(67)	422
4-Region: Northeast	50%	(129)	40%	(104)	10%	(26)	258
4-Region: Midwest	45%	(116)	45%	(115)	10%	(27)	259
4-Region: South	34%	(163)	53%	(254)	13%	(60)	478
4-Region: West	42%	(138)	46%	(152)	12%	(38)	328

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

Table MCS Pdem2: Did you watch last year's Super Bowl, Super Bowl LIV, on Feb. 2, 2020 between the Kansas City Chiefs and San Francisco 49ers?

Demographic	Yes	No	Total N
Adults likely to watch Super Bowl	74% (983)	26% (339)	1322
Gender: Male	79% (574)	21% (150)	724
Gender: Female	68% (409)	32% (190)	599
Age: 18-34	64% (260)	36% (146)	406
Age: 35-44	78% (188)	22% (52)	239
Age: 45-64	76% (338)	24% (108)	446
Age: 65+	85% (197)	15% (34)	231
GenZers: 1997-2012	61% (78)	39% (51)	129
Millennials: 1981-1996	70% (297)	30% (129)	427
GenXers: 1965-1980	76% (258)	24% (83)	341
Baby Boomers: 1946-1964	83% (318)	17% (64)	383
PID: Dem (no lean)	72% (423)	28% (162)	584
PID: Ind (no lean)	74% (272)	26% (96)	368
PID: Rep (no lean)	78% (288)	22% (82)	370
PID/Gender: Dem Men	79% (240)	21% (65)	305
PID/Gender: Dem Women	65% (182)	35% (97)	279
PID/Gender: Ind Men	80% (167)	20% (41)	209
PID/Gender: Ind Women	66% (105)	34% (54)	159
PID/Gender: Rep Men	79% (166)	21% (44)	210
PID/Gender: Rep Women	76% (122)	24% (39)	160
Ideo: Liberal (1-3)	75% (319)	25% (107)	426
Ideo: Moderate (4)	73% (295)	27% (108)	403
Ideo: Conservative (5-7)	83% (314)	17% (65)	379
Educ: < College	72% (594)	28% (232)	826
Educ: Bachelors degree	77% (233)	23% (70)	304
Educ: Post-grad	81% (156)	19% (37)	193
Income: Under 50k	69% (448)	31% (200)	649
Income: 50k-100k	79% (320)	21% (87)	406
Income: 100k+	80% (215)	20% (53)	267
Ethnicity: White	77% (794)	23% (237)	1030
Ethnicity: Hispanic	66% (141)	34% (71)	213
Ethnicity: Black	67% (123)	33% (60)	183
Ethnicity: Other	61% (66)	39% (43)	109

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Table MCSPdem2: Did you watch last year's Super Bowl, Super Bowl LIV, on Feb. 2, 2020 between the Kansas City Chiefs and San Francisco 49ers?

Demographic	Yes		No		Total N
Adults likely to watch Super Bowl	74%	(983)	26%	(339)	1322
All Christian	79%	(568)	21%	(150)	719
All Non-Christian	72%	(59)	28%	(23)	82
Agnostic/Nothing in particular	68%	(185)	32%	(86)	271
Something Else	67%	(141)	33%	(71)	212
Religious Non-Protestant/Catholic	72%	(68)	28%	(26)	95
Evangelical	74%	(333)	26%	(117)	450
Non-Evangelical	79%	(353)	21%	(96)	449
Community: Urban	76%	(395)	24%	(126)	521
Community: Suburban	75%	(378)	25%	(127)	505
Community: Rural	71%	(210)	29%	(87)	297
Employ: Private Sector	75%	(365)	25%	(122)	487
Employ: Government	81%	(98)	19%	(23)	121
Employ: Self-Employed	68%	(84)	32%	(39)	122
Employ: Homemaker	71%	(48)	29%	(20)	67
Employ: Student	70%	(45)	30%	(20)	65
Employ: Retired	82%	(207)	18%	(44)	251
Employ: Unemployed	68%	(95)	32%	(45)	140
Employ: Other	59%	(40)	41%	(28)	68
Military HH: Yes	78%	(167)	22%	(47)	214
Military HH: No	74%	(816)	26%	(293)	1109
RD/WT: Right Direction	77%	(358)	23%	(108)	466
RD/WT: Wrong Track	73%	(625)	27%	(231)	856
Trump Job Approve	77%	(407)	23%	(120)	527
Trump Job Disapprove	73%	(552)	27%	(204)	755
Trump Job Strongly Approve	77%	(238)	23%	(69)	307
Trump Job Somewhat Approve	77%	(169)	23%	(51)	220
Trump Job Somewhat Disapprove	67%	(116)	33%	(58)	174
Trump Job Strongly Disapprove	75%	(436)	25%	(145)	581
Favorable of Trump	76%	(400)	24%	(123)	523
Unfavorable of Trump	73%	(547)	27%	(200)	747

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Table MCSPdem2: Did you watch last year's Super Bowl, Super Bowl LIV, on Feb. 2, 2020 between the Kansas City Chiefs and San Francisco 49ers?

Demographic	Yes		No		Total N
Adults likely to watch Super Bowl	74%	(983)	26%	(339)	1322
Very Favorable of Trump	75%	(237)	25%	(79)	316
Somewhat Favorable of Trump	79%	(162)	21%	(44)	206
Somewhat Unfavorable of Trump	66%	(101)	34%	(51)	152
Very Unfavorable of Trump	75%	(447)	25%	(148)	595
#1 Issue: Economy	74%	(376)	26%	(131)	507
#1 Issue: Security	72%	(97)	28%	(38)	135
#1 Issue: Health Care	76%	(205)	24%	(65)	271
#1 Issue: Medicare / Social Security	78%	(120)	22%	(34)	154
#1 Issue: Women's Issues	66%	(48)	34%	(25)	73
#1 Issue: Education	76%	(42)	24%	(13)	55
#1 Issue: Energy	79%	(42)	21%	(11)	53
#1 Issue: Other	71%	(52)	29%	(22)	74
2018 House Vote: Democrat	78%	(415)	22%	(120)	535
2018 House Vote: Republican	83%	(292)	17%	(61)	353
2016 Vote: Hillary Clinton	76%	(385)	24%	(121)	507
2016 Vote: Donald Trump	81%	(320)	19%	(74)	394
2016 Vote: Other	79%	(48)	21%	(13)	61
2016 Vote: Didn't Vote	64%	(228)	36%	(130)	358
Voted in 2014: Yes	80%	(649)	20%	(167)	816
Voted in 2014: No	66%	(333)	34%	(173)	506
2012 Vote: Barack Obama	76%	(480)	24%	(149)	629
2012 Vote: Mitt Romney	83%	(202)	17%	(42)	244
2012 Vote: Didn't Vote	66%	(278)	34%	(143)	422
4-Region: Northeast	81%	(210)	19%	(48)	258
4-Region: Midwest	82%	(212)	18%	(47)	259
4-Region: South	69%	(330)	31%	(148)	478
4-Region: West	70%	(231)	30%	(97)	328

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 likely to watch Super Bowl	1322	100%
xdemGender	Gender: Male	724	55%
	Gender: Female	599	45%
	N	1322	
age	Age: 18-34	406	31%
	Age: 35-44	239	18%
	Age: 45-64	446	34%
	Age: 65+	231	17%
	N	1322	
demAgeGeneration	GenZers: 1997-2012	129	10%
	Millennials: 1981-1996	427	32%
	GenXers: 1965-1980	341	26%
	Baby Boomers: 1946-1964	383	29%
	N	1279	
xpid3	PID: Dem (no lean)	584	44%
	PID: Ind (no lean)	368	28%
	PID: Rep (no lean)	370	28%
	N	1322	
xpidGender	PID/Gender: Dem Men	305	23%
	PID/Gender: Dem Women	279	21%
	PID/Gender: Ind Men	209	16%
	PID/Gender: Ind Women	159	12%
	PID/Gender: Rep Men	210	16%
	PID/Gender: Rep Women	160	12%
	N	1322	
xdemIdeo3	Ideo: Liberal (1-3)	426	32%
	Ideo: Moderate (4)	403	31%
	Ideo: Conservative (5-7)	379	29%
	N	1208	
xeduc3	Educ: < College	826	62%
	Educ: Bachelors degree	304	23%
	Educ: Post-grad	193	15%
	N	1322	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	649	49%
	Income: 50k-100k	406	31%
	Income: 100k+	267	20%
	N	1322	
xdemWhite	Ethnicity: White	1030	78%
xdemHispBin	Ethnicity: Hispanic	213	16%
demBlackBin	Ethnicity: Black	183	14%
demRaceOther	Ethnicity: Other	109	8%
xdemReligion	All Christian	719	54%
	All Non-Christian	82	6%
	Atheist	39	3%
	Agnostic/Nothing in particular	271	20%
	Something Else	212	16%
N	1322		
xdemReligOther	Religious Non-Protestant/Catholic	95	7%
xdemEvang	Evangelical	450	34%
	Non-Evangelical	449	34%
	N	899	
xdemUsr	Community: Urban	521	39%
	Community: Suburban	505	38%
	Community: Rural	297	22%
	N	1322	
xdemEmploy	Employ: Private Sector	487	37%
	Employ: Government	121	9%
	Employ: Self-Employed	122	9%
	Employ: Homemaker	67	5%
	Employ: Student	65	5%
	Employ: Retired	251	19%
	Employ: Unemployed	140	11%
	Employ: Other	68	5%
N	1322		
xdemMilHH1	Military HH: Yes	214	16%
	Military HH: No	1109	84%
	N	1322	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	466	35%
	RD/WT: Wrong Track	856	65%
	N	1322	
Trump_Approve	Trump Job Approve	527	40%
	Trump Job Disapprove	755	57%
	N	1282	
Trump_Approve2	Trump Job Strongly Approve	307	23%
	Trump Job Somewhat Approve	220	17%
	Trump Job Somewhat Disapprove	174	13%
	Trump Job Strongly Disapprove	581	44%
	N	1282	
Trump_Fav	Favorable of Trump	523	40%
	Unfavorable of Trump	747	56%
	N	1270	
Trump_Fav_FULL	Very Favorable of Trump	316	24%
	Somewhat Favorable of Trump	206	16%
	Somewhat Unfavorable of Trump	152	11%
	Very Unfavorable of Trump	595	45%
	N	1270	
xnr3	#1 Issue: Economy	507	38%
	#1 Issue: Security	135	10%
	#1 Issue: Health Care	271	20%
	#1 Issue: Medicare / Social Security	154	12%
	#1 Issue: Women's Issues	73	6%
	#1 Issue: Education	55	4%
	#1 Issue: Energy	53	4%
	#1 Issue: Other	74	6%
	N	1322	
xsubVote18O	2018 House Vote: Democrat	535	40%
	2018 House Vote: Republican	353	27%
	2018 House Vote: Someone else	26	2%
	N	914	
xsubVote16O	2016 Vote: Hillary Clinton	507	38%
	2016 Vote: Donald Trump	394	30%
	2016 Vote: Other	61	5%
	2016 Vote: Didn't Vote	358	27%
	N	1320	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	816	62%
	Voted in 2014: No	506	38%
	<i>N</i>	1322	
xsubVote12O	2012 Vote: Barack Obama	629	48%
	2012 Vote: Mitt Romney	244	18%
	2012 Vote: Other	25	2%
	2012 Vote: Didn't Vote	422	32%
	<i>N</i>	1320	
xreg4	4-Region: Northeast	258	20%
	4-Region: Midwest	259	20%
	4-Region: South	478	36%
	4-Region: West	328	25%
	<i>N</i>	1322	

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



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