



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 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Table Index

1	Table MCSP1_1: <i>In general, do you believe it is appropriate for brands or corporations to do the following? Make political statements</i>	6
2	Table MCSP1_2: <i>In general, do you believe it is appropriate for brands or corporations to do the following? Promote social justice</i>	11
3	Table MCSP2: <i>How likely are you to watch Super Bowl LV in February 2021?</i>	16
4	Table MCSP3: <i>Are you more or less likely to watch the Super Bowl this year compared to past years?</i>	20
5	Table MCSP4: <i>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?</i>	24
6	Table MCSP5: <i>Which would you say is the primary reason you will likely watch this year's Super Bowl?</i>	28
7	Table MCSP6: <i>Do you support or oppose the decision to have recording artist The Weeknd headline the Super Bowl LV halftime show?</i>	32
8	Table MCSP7_1: <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Political campaign advertisements</i>	36
9	Table MCSP7_2: <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Funny advertisements</i>	40
10	Table MCSP7_3: <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Sentimental advertisements</i>	44
11	Table MCSP7_4: <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Advertisements that make a political statement</i>	48
12	Table MCSP7_5: <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Advertisements that promote social justice</i>	52
13	Table MCSP7_6: <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Patriotic advertisements</i>	56
14	Table MCSP7_7: <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Advertisements that discuss the COVID-19 pandemic (coronavirus)</i>	60
15	Table MCSP7_8: <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Advertisements that discuss the 2020 presidential election</i>	64
16	Table MCSP7_9: <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Informative advertisements</i>	68
17	Table MCSP8: <i>And which type of Super Bowl advertisement would you say is your favorite?</i>	72

18	Table MCSP9: <i>Do you have a more or less favorable impression of companies or organizations that sponsor or advertise with the NFL compared to last year?</i>	75
19	Table MCSP10: <i>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?</i>	80
20	Table MCSP11_1: <i>Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials? Make political statements</i>	85
21	Table MCSP11_2: <i>Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials? Promote social justice</i>	90
22	Table MCSP12_1: <i>Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance? Make political statements</i>	95
23	Table MCSP12_2: <i>Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance? Promote social justice</i>	100
24	Table MCSP13: <i>Which of the following statements comes closest to your view even if neither is exactly right?</i>	105
25	Table MCSP14_1: <i>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</i>	110
26	Table MCSP14_2: <i>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</i>	115
27	Table MCSP14_3: <i>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</i>	120
28	Table MCSP14_4: <i>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</i>	125
29	Table MCSP14_5: <i>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</i>	130
30	Table MCSP14_6: <i>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</i>	135
31	Table MCSP14_7: <i>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</i>	140
32	Table MCSP14_8: <i>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</i>	145

33 **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* 150

34 **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* 155

35 **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* 160

36 **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* 165

37 **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* 170

38 **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* 175

39 **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* 180

40 **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* 185

41 **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* 190

42 **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* 195

43 **Table MCSPdem1_1:** *Do you consider yourself an avid fan, casual fan or not a fan of each of the following? Sports* 200

44 **Table MCSPdem1_2:** *Do you consider yourself an avid fan, casual fan or not a fan of each of the following? Football* 204

45 **Table MCSPdem1_3:** *Do you consider yourself an avid fan, casual fan or not a fan of each of the following? NFL* 208

46 **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?* 212

47 **Summary Statistics of Survey Respondent Demographics** 216

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	17%	(373)	26%	(568)	21%	(456)	24%	(528)	12%	(274)	2200
Gender: Male	20%	(212)	29%	(303)	21%	(222)	23%	(247)	7%	(78)	1062
Gender: Female	14%	(162)	23%	(265)	21%	(234)	25%	(281)	17%	(196)	1138
Age: 18-34	22%	(147)	29%	(190)	18%	(117)	14%	(89)	17%	(111)	655
Age: 35-44	26%	(94)	29%	(104)	16%	(57)	14%	(49)	15%	(54)	358
Age: 45-64	13%	(96)	23%	(171)	24%	(180)	31%	(232)	10%	(72)	751
Age: 65+	8%	(36)	24%	(103)	23%	(102)	36%	(158)	8%	(36)	436
GenZers: 1997-2012	23%	(58)	30%	(77)	20%	(51)	9%	(24)	18%	(46)	256
Millennials: 1981-1996	24%	(144)	29%	(178)	17%	(105)	14%	(83)	16%	(97)	607
GenXers: 1965-1980	18%	(99)	27%	(151)	20%	(112)	24%	(137)	12%	(65)	563
Baby Boomers: 1946-1964	10%	(66)	21%	(141)	24%	(161)	37%	(251)	9%	(58)	678
PID: Dem (no lean)	26%	(229)	33%	(286)	20%	(172)	10%	(90)	10%	(88)	865
PID: Ind (no lean)	11%	(74)	25%	(173)	22%	(151)	24%	(166)	18%	(125)	690
PID: Rep (no lean)	11%	(71)	17%	(109)	21%	(134)	42%	(272)	9%	(60)	645
PID/Gender: Dem Men	31%	(123)	38%	(153)	18%	(74)	8%	(31)	5%	(19)	400
PID/Gender: Dem Women	23%	(106)	29%	(133)	21%	(98)	13%	(59)	15%	(69)	465
PID/Gender: Ind Men	11%	(38)	24%	(80)	25%	(86)	27%	(91)	13%	(44)	340
PID/Gender: Ind Women	10%	(36)	27%	(93)	18%	(65)	22%	(75)	23%	(81)	350
PID/Gender: Rep Men	16%	(51)	22%	(70)	19%	(63)	39%	(125)	4%	(14)	322
PID/Gender: Rep Women	6%	(20)	12%	(39)	22%	(71)	45%	(146)	14%	(46)	324
Ideo: Liberal (1-3)	29%	(196)	31%	(206)	21%	(140)	12%	(78)	7%	(47)	666
Ideo: Moderate (4)	13%	(82)	32%	(194)	24%	(148)	18%	(108)	14%	(84)	615
Ideo: Conservative (5-7)	12%	(79)	18%	(122)	18%	(118)	47%	(314)	5%	(36)	669
Educ: < College	13%	(191)	24%	(359)	22%	(334)	26%	(394)	16%	(234)	1512
Educ: Bachelors degree	22%	(98)	30%	(133)	18%	(82)	23%	(100)	7%	(31)	444
Educ: Post-grad	34%	(84)	32%	(77)	17%	(40)	14%	(34)	4%	(9)	244

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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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(373)	26%	(568)	21%	(456)	24%	(528)	12%	(274)	2200
Income: Under 50k	12%	(152)	23%	(290)	23%	(284)	24%	(304)	17%	(211)	1240
Income: 50k-100k	20%	(122)	30%	(179)	18%	(108)	24%	(144)	8%	(46)	599
Income: 100k+	28%	(100)	28%	(100)	18%	(64)	22%	(80)	5%	(16)	361
Ethnicity: White	16%	(267)	25%	(432)	22%	(387)	27%	(463)	10%	(172)	1722
Ethnicity: Hispanic	21%	(72)	37%	(128)	16%	(55)	12%	(42)	15%	(52)	349
Ethnicity: Black	25%	(70)	28%	(76)	16%	(43)	10%	(28)	21%	(57)	274
Ethnicity: Other	18%	(37)	29%	(60)	13%	(26)	18%	(37)	22%	(44)	204
All Christian	17%	(187)	25%	(270)	22%	(238)	27%	(293)	8%	(83)	1073
All Non-Christian	23%	(28)	38%	(45)	18%	(21)	17%	(20)	4%	(5)	119
Atheist	17%	(14)	32%	(27)	18%	(15)	28%	(23)	5%	(4)	83
Agnostic/Nothing in particular	14%	(75)	28%	(157)	17%	(97)	20%	(110)	21%	(114)	553
Something Else	19%	(70)	19%	(69)	23%	(86)	22%	(82)	18%	(67)	373
Religious Non-Protestant/Catholic	23%	(32)	34%	(47)	17%	(24)	22%	(31)	4%	(5)	139
Evangelical	23%	(153)	24%	(161)	20%	(135)	25%	(165)	9%	(58)	672
Non-Evangelical	12%	(90)	24%	(173)	25%	(181)	27%	(196)	12%	(90)	729
Community: Urban	27%	(205)	29%	(218)	18%	(136)	17%	(132)	10%	(75)	766
Community: Suburban	12%	(108)	27%	(236)	23%	(201)	25%	(219)	12%	(102)	866
Community: Rural	11%	(61)	20%	(113)	21%	(119)	31%	(177)	17%	(97)	568
Employ: Private Sector	22%	(156)	29%	(206)	20%	(139)	21%	(150)	7%	(47)	698
Employ: Government	27%	(40)	29%	(42)	19%	(28)	18%	(26)	7%	(11)	146
Employ: Self-Employed	20%	(38)	32%	(59)	15%	(27)	23%	(43)	10%	(18)	185
Employ: Homemaker	10%	(11)	24%	(28)	18%	(21)	29%	(35)	19%	(23)	119
Employ: Student	19%	(24)	25%	(32)	23%	(29)	14%	(18)	19%	(24)	128
Employ: Retired	10%	(47)	22%	(105)	22%	(109)	37%	(179)	9%	(43)	483
Employ: Unemployed	14%	(41)	20%	(60)	24%	(70)	19%	(57)	23%	(67)	294
Employ: Other	11%	(16)	25%	(36)	22%	(33)	15%	(21)	28%	(41)	147
Military HH: Yes	18%	(63)	25%	(89)	21%	(75)	28%	(101)	9%	(31)	359
Military HH: No	17%	(310)	26%	(479)	21%	(381)	23%	(427)	13%	(243)	1841

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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	17%	(373)	26%	(568)	21%	(456)	24%	(528)	12%	(274)	2200
RD/WT: Right Direction	22%	(156)	24%	(171)	19%	(131)	26%	(181)	9%	(61)	699
RD/WT: Wrong Track	15%	(218)	26%	(398)	22%	(326)	23%	(347)	14%	(213)	1501
Trump Job Approve	14%	(127)	17%	(152)	19%	(167)	40%	(356)	10%	(87)	889
Trump Job Disapprove	20%	(239)	32%	(395)	22%	(274)	13%	(165)	12%	(147)	1220
Trump Job Strongly Approve	16%	(85)	15%	(82)	14%	(74)	48%	(262)	8%	(45)	549
Trump Job Somewhat Approve	12%	(42)	20%	(69)	27%	(93)	28%	(95)	12%	(41)	340
Trump Job Somewhat Disapprove	11%	(30)	33%	(92)	28%	(77)	16%	(44)	13%	(36)	280
Trump Job Strongly Disapprove	22%	(209)	32%	(303)	21%	(197)	13%	(120)	12%	(111)	940
Favorable of Trump	13%	(118)	17%	(156)	19%	(170)	40%	(355)	11%	(94)	893
Unfavorable of Trump	20%	(245)	32%	(391)	23%	(275)	13%	(162)	11%	(137)	1210
Very Favorable of Trump	13%	(72)	17%	(94)	15%	(82)	46%	(255)	9%	(47)	550
Somewhat Favorable of Trump	14%	(47)	18%	(62)	26%	(88)	29%	(100)	14%	(47)	344
Somewhat Unfavorable of Trump	14%	(33)	31%	(70)	27%	(62)	16%	(36)	12%	(27)	227
Very Unfavorable of Trump	22%	(212)	33%	(321)	22%	(213)	13%	(127)	11%	(111)	983
#1 Issue: Economy	14%	(114)	27%	(211)	20%	(159)	27%	(211)	12%	(92)	787
#1 Issue: Security	17%	(42)	17%	(43)	15%	(37)	42%	(103)	9%	(22)	248
#1 Issue: Health Care	24%	(100)	28%	(117)	22%	(92)	13%	(55)	12%	(49)	413
#1 Issue: Medicare / Social Security	10%	(28)	23%	(65)	26%	(74)	30%	(84)	11%	(31)	281
#1 Issue: Women's Issues	26%	(30)	22%	(26)	19%	(22)	12%	(13)	22%	(25)	117
#1 Issue: Education	17%	(18)	31%	(32)	15%	(15)	17%	(17)	20%	(21)	102
#1 Issue: Energy	21%	(20)	34%	(32)	24%	(22)	18%	(17)	4%	(4)	95
#1 Issue: Other	14%	(22)	26%	(41)	23%	(36)	18%	(28)	20%	(31)	158
2018 House Vote: Democrat	25%	(191)	34%	(256)	19%	(147)	12%	(92)	9%	(70)	756
2018 House Vote: Republican	12%	(71)	17%	(100)	19%	(109)	46%	(273)	6%	(37)	591
2016 Vote: Hillary Clinton	25%	(179)	36%	(260)	20%	(141)	11%	(79)	8%	(61)	720
2016 Vote: Donald Trump	12%	(80)	17%	(116)	18%	(128)	45%	(313)	8%	(54)	691
2016 Vote: Other	8%	(8)	36%	(36)	19%	(19)	27%	(27)	10%	(10)	100
2016 Vote: Didn't Vote	15%	(106)	23%	(157)	24%	(168)	16%	(109)	21%	(147)	687

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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	17%	(373)	26%	(568)	21%	(456)	24%	(528)	12%	(274)	2200
Voted in 2014: Yes	19%	(237)	27%	(331)	19%	(238)	27%	(338)	8%	(97)	1242
Voted in 2014: No	14%	(136)	25%	(237)	23%	(218)	20%	(190)	18%	(177)	958
2012 Vote: Barack Obama	22%	(200)	32%	(287)	21%	(187)	15%	(135)	9%	(84)	893
2012 Vote: Mitt Romney	10%	(42)	16%	(71)	20%	(87)	49%	(216)	5%	(23)	440
2012 Vote: Other	11%	(6)	10%	(6)	21%	(11)	49%	(26)	9%	(5)	54
2012 Vote: Didn't Vote	15%	(124)	25%	(204)	21%	(171)	19%	(151)	20%	(161)	810
4-Region: Northeast	22%	(85)	30%	(118)	20%	(77)	19%	(76)	10%	(38)	394
4-Region: Midwest	12%	(55)	22%	(104)	21%	(96)	31%	(141)	14%	(66)	462
4-Region: South	17%	(138)	24%	(202)	22%	(182)	22%	(184)	14%	(119)	824
4-Region: West	18%	(96)	28%	(145)	20%	(102)	25%	(127)	10%	(50)	520
Sports fans	19%	(305)	28%	(439)	21%	(330)	21%	(334)	11%	(167)	1575
Avid sports fans	31%	(171)	27%	(148)	17%	(91)	19%	(104)	7%	(36)	551
Football fans	20%	(298)	28%	(419)	21%	(314)	20%	(306)	11%	(158)	1494
Avid football fans	28%	(171)	25%	(157)	18%	(109)	20%	(122)	9%	(59)	618
NFL fans	20%	(288)	29%	(415)	21%	(295)	20%	(278)	10%	(147)	1423
Avid NFL fans	27%	(156)	29%	(166)	17%	(99)	17%	(95)	10%	(54)	570
Watched Super Bowl LIV	22%	(241)	28%	(309)	20%	(221)	21%	(233)	8%	(90)	1096
Did not watch Super Bowl LIV	12%	(132)	23%	(259)	21%	(235)	27%	(295)	17%	(183)	1104
Brand politics appropriate	40%	(373)	60%	(568)	—	(0)	—	(0)	—	(0)	942
Brand politics inappropriate	—	(0)	—	(0)	46%	(456)	54%	(528)	—	(0)	985
Likely to watch Super Bowl LV	23%	(302)	30%	(395)	20%	(258)	18%	(240)	10%	(127)	1322
Unlikely to watch Super Bowl LV	8%	(63)	21%	(155)	24%	(176)	35%	(262)	12%	(89)	745
Democrats likely to watch SBLV	32%	(185)	35%	(205)	19%	(108)	7%	(43)	7%	(43)	584
Republicans likely to watch SBLV	16%	(60)	22%	(82)	20%	(75)	34%	(127)	7%	(26)	370
Age 18-34 likely to watch SBLV	30%	(121)	32%	(132)	16%	(65)	10%	(42)	11%	(47)	406
Age 35-44 likely to watch SBLV	34%	(82)	28%	(68)	15%	(37)	12%	(29)	10%	(24)	239
Age 45-64 likely to watch SBLV	17%	(76)	29%	(129)	22%	(100)	23%	(104)	9%	(38)	446
Age 65+ likely to watch SBLV	10%	(23)	29%	(67)	24%	(56)	28%	(66)	8%	(19)	231
Whites likely to watch SBLV	21%	(214)	30%	(311)	21%	(220)	20%	(206)	8%	(79)	1030

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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	17%	(373)	26%	(568)	21%	(456)	24%	(528)	12%	(274)	2200
White (non-hispanic) likely to watch SBLV	19%	(173)	29%	(255)	22%	(192)	22%	(197)	8%	(74)	892
Blacks likely to watch SBLV	31%	(56)	30%	(55)	13%	(25)	11%	(20)	14%	(26)	183
Hispanics likely to watch SBLV	29%	(62)	40%	(85)	14%	(29)	9%	(19)	8%	(17)	213

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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	35%	(771)	28%	(622)	11%	(236)	14%	(315)	12%	(256)	2200
Gender: Male	38%	(404)	29%	(305)	11%	(121)	16%	(165)	6%	(68)	1062
Gender: Female	32%	(367)	28%	(318)	10%	(116)	13%	(150)	17%	(188)	1138
Age: 18-34	44%	(285)	28%	(180)	7%	(48)	8%	(49)	14%	(92)	655
Age: 35-44	45%	(162)	26%	(94)	9%	(31)	7%	(24)	13%	(46)	358
Age: 45-64	27%	(202)	30%	(222)	14%	(104)	18%	(138)	11%	(85)	751
Age: 65+	28%	(122)	29%	(125)	12%	(53)	24%	(103)	7%	(33)	436
GenZers: 1997-2012	48%	(124)	29%	(75)	5%	(12)	5%	(13)	13%	(33)	256
Millennials: 1981-1996	44%	(266)	26%	(159)	9%	(56)	7%	(40)	14%	(87)	607
GenXers: 1965-1980	29%	(165)	31%	(172)	14%	(77)	15%	(85)	11%	(64)	563
Baby Boomers: 1946-1964	28%	(193)	29%	(196)	11%	(75)	22%	(149)	10%	(65)	678
PID: Dem (no lean)	51%	(445)	31%	(265)	6%	(56)	4%	(33)	8%	(66)	865
PID: Ind (no lean)	30%	(206)	29%	(197)	12%	(80)	13%	(89)	17%	(117)	690
PID: Rep (no lean)	19%	(120)	25%	(160)	16%	(100)	30%	(192)	11%	(72)	645
PID/Gender: Dem Men	57%	(229)	31%	(124)	7%	(27)	3%	(12)	2%	(8)	400
PID/Gender: Dem Women	46%	(216)	30%	(141)	6%	(29)	5%	(21)	12%	(58)	465
PID/Gender: Ind Men	28%	(96)	30%	(101)	14%	(47)	15%	(50)	13%	(45)	340
PID/Gender: Ind Women	31%	(110)	28%	(96)	9%	(33)	11%	(39)	21%	(72)	350
PID/Gender: Rep Men	25%	(79)	25%	(80)	15%	(47)	32%	(102)	4%	(14)	322
PID/Gender: Rep Women	13%	(42)	25%	(80)	17%	(54)	28%	(90)	18%	(58)	324
Ideo: Liberal (1-3)	57%	(382)	28%	(186)	7%	(44)	5%	(32)	3%	(22)	666
Ideo: Moderate (4)	31%	(191)	36%	(221)	11%	(70)	8%	(47)	14%	(87)	615
Ideo: Conservative (5-7)	21%	(139)	23%	(152)	16%	(110)	33%	(220)	7%	(49)	669
Educ: < College	29%	(438)	28%	(429)	12%	(184)	16%	(238)	15%	(223)	1512
Educ: Bachelors degree	45%	(200)	27%	(119)	8%	(34)	14%	(62)	6%	(28)	444
Educ: Post-grad	55%	(134)	30%	(74)	7%	(18)	6%	(14)	2%	(4)	244
Income: Under 50k	31%	(382)	28%	(349)	11%	(131)	14%	(178)	16%	(201)	1240
Income: 50k-100k	37%	(221)	30%	(179)	11%	(64)	15%	(90)	8%	(46)	599
Income: 100k+	47%	(168)	26%	(95)	11%	(41)	13%	(48)	3%	(9)	361
Ethnicity: White	33%	(572)	28%	(483)	12%	(205)	17%	(286)	10%	(175)	1722

Continued on next page

Table MCSPI_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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	35%	(771)	28%	(622)	11%	(236)	14%	(315)	12%	(256)	2200
Ethnicity: Hispanic	40%	(141)	28%	(96)	10%	(34)	8%	(29)	14%	(49)	349
Ethnicity: Black	48%	(131)	28%	(77)	5%	(12)	4%	(11)	16%	(43)	274
Ethnicity: Other	34%	(69)	30%	(62)	9%	(19)	9%	(17)	18%	(37)	204
All Christian	35%	(370)	30%	(323)	10%	(110)	18%	(189)	8%	(81)	1073
All Non-Christian	54%	(64)	35%	(41)	4%	(5)	5%	(6)	2%	(3)	119
Atheist	43%	(36)	37%	(31)	7%	(6)	6%	(5)	7%	(5)	83
Agnostic/Nothing in particular	32%	(175)	27%	(150)	12%	(66)	11%	(61)	18%	(101)	553
Something Else	34%	(127)	21%	(77)	13%	(49)	15%	(54)	18%	(66)	373
Religious Non-Protestant/Catholic	51%	(71)	32%	(44)	7%	(10)	9%	(12)	2%	(3)	139
Evangelical	39%	(261)	26%	(177)	11%	(75)	15%	(103)	9%	(58)	672
Non-Evangelical	30%	(217)	29%	(212)	11%	(77)	18%	(134)	12%	(89)	729
Community: Urban	46%	(356)	27%	(210)	8%	(58)	10%	(77)	8%	(64)	766
Community: Suburban	33%	(282)	30%	(262)	12%	(105)	14%	(119)	11%	(98)	866
Community: Rural	24%	(134)	26%	(150)	13%	(73)	21%	(118)	17%	(94)	568
Employ: Private Sector	39%	(274)	30%	(211)	11%	(76)	14%	(98)	6%	(40)	698
Employ: Government	46%	(67)	30%	(44)	6%	(8)	10%	(15)	8%	(11)	146
Employ: Self-Employed	35%	(64)	29%	(53)	14%	(25)	13%	(25)	10%	(18)	185
Employ: Homemaker	26%	(31)	32%	(38)	13%	(15)	15%	(17)	15%	(18)	119
Employ: Student	48%	(61)	26%	(33)	6%	(7)	6%	(7)	15%	(20)	128
Employ: Retired	29%	(142)	27%	(131)	13%	(64)	21%	(102)	9%	(45)	483
Employ: Unemployed	31%	(92)	25%	(72)	11%	(32)	13%	(38)	21%	(61)	294
Employ: Other	28%	(42)	28%	(41)	6%	(8)	8%	(12)	30%	(44)	147
Military HH: Yes	32%	(115)	25%	(91)	13%	(48)	20%	(73)	9%	(32)	359
Military HH: No	36%	(656)	29%	(531)	10%	(188)	13%	(241)	12%	(224)	1841
RD/WT: Right Direction	36%	(251)	26%	(183)	12%	(87)	16%	(112)	9%	(65)	699
RD/WT: Wrong Track	35%	(520)	29%	(439)	10%	(149)	13%	(202)	13%	(190)	1501
Trump Job Approve	20%	(181)	25%	(222)	15%	(134)	28%	(249)	12%	(103)	889
Trump Job Disapprove	47%	(569)	31%	(377)	8%	(100)	5%	(63)	9%	(113)	1220

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	35%	(771)	28%	(622)	11%	(236)	14%	(315)	12%	(256)	2200
Trump Job Strongly Approve	20%	(112)	21%	(117)	14%	(75)	35%	(190)	10%	(55)	549
Trump Job Somewhat Approve	20%	(69)	31%	(104)	18%	(60)	17%	(59)	14%	(49)	340
Trump Job Somewhat Disapprove	34%	(97)	30%	(85)	16%	(46)	6%	(18)	13%	(36)	280
Trump Job Strongly Disapprove	50%	(472)	31%	(292)	6%	(54)	5%	(45)	8%	(77)	940
Favorable of Trump	19%	(173)	25%	(227)	15%	(138)	28%	(246)	12%	(110)	893
Unfavorable of Trump	48%	(576)	31%	(372)	8%	(93)	5%	(63)	9%	(106)	1210
Very Favorable of Trump	20%	(110)	22%	(123)	15%	(80)	33%	(182)	10%	(55)	550
Somewhat Favorable of Trump	18%	(63)	30%	(104)	17%	(58)	19%	(64)	16%	(55)	344
Somewhat Unfavorable of Trump	36%	(82)	32%	(73)	12%	(28)	8%	(17)	12%	(26)	227
Very Unfavorable of Trump	50%	(494)	30%	(299)	7%	(65)	5%	(46)	8%	(80)	983
#1 Issue: Economy	31%	(242)	30%	(235)	13%	(101)	16%	(126)	11%	(84)	787
#1 Issue: Security	27%	(66)	22%	(54)	9%	(23)	29%	(73)	13%	(32)	248
#1 Issue: Health Care	45%	(187)	30%	(123)	10%	(40)	6%	(24)	9%	(39)	413
#1 Issue: Medicare / Social Security	29%	(80)	28%	(80)	12%	(33)	19%	(54)	12%	(34)	281
#1 Issue: Women's Issues	50%	(58)	19%	(22)	4%	(5)	5%	(5)	22%	(26)	117
#1 Issue: Education	37%	(38)	32%	(32)	6%	(6)	8%	(8)	17%	(18)	102
#1 Issue: Energy	43%	(41)	45%	(43)	6%	(5)	4%	(4)	2%	(2)	95
#1 Issue: Other	37%	(59)	22%	(34)	15%	(23)	13%	(20)	14%	(22)	158
2018 House Vote: Democrat	53%	(398)	30%	(229)	7%	(55)	4%	(30)	6%	(45)	756
2018 House Vote: Republican	20%	(119)	24%	(142)	15%	(87)	33%	(196)	8%	(46)	591
2016 Vote: Hillary Clinton	53%	(383)	31%	(225)	6%	(42)	4%	(28)	6%	(41)	720
2016 Vote: Donald Trump	19%	(130)	24%	(163)	14%	(100)	32%	(224)	11%	(75)	691
2016 Vote: Other	30%	(30)	35%	(35)	15%	(15)	11%	(11)	9%	(9)	100
2016 Vote: Didn't Vote	33%	(228)	29%	(198)	12%	(80)	7%	(51)	19%	(130)	687
Voted in 2014: Yes	38%	(469)	28%	(344)	11%	(131)	17%	(211)	7%	(86)	1242
Voted in 2014: No	32%	(302)	29%	(278)	11%	(105)	11%	(103)	18%	(170)	958

Continued on next page

Table MCSPI_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	35% (771)	28% (622)	11% (236)	14% (315)	12% (256)	2200
2012 Vote: Barack Obama	48% (425)	30% (271)	9% (76)	7% (59)	7% (62)	893
2012 Vote: Mitt Romney	18% (79)	22% (98)	14% (63)	37% (162)	8% (37)	440
2012 Vote: Other	10% (5)	27% (15)	28% (15)	27% (14)	8% (4)	54
2012 Vote: Didn't Vote	32% (259)	29% (238)	10% (82)	10% (79)	19% (153)	810
4-Region: Northeast	42% (164)	28% (112)	10% (41)	12% (48)	8% (30)	394
4-Region: Midwest	29% (133)	27% (127)	10% (46)	18% (85)	15% (71)	462
4-Region: South	33% (275)	29% (243)	11% (89)	13% (110)	13% (107)	824
4-Region: West	38% (199)	27% (141)	12% (60)	14% (73)	9% (48)	520
Sports fans	38% (595)	30% (480)	10% (162)	13% (198)	9% (140)	1575
Avid sports fans	51% (279)	26% (143)	7% (41)	11% (59)	5% (29)	551
Football fans	36% (545)	30% (455)	11% (165)	13% (188)	9% (141)	1494
Avid football fans	45% (277)	28% (173)	9% (53)	11% (66)	8% (49)	618
NFL fans	37% (533)	32% (453)	10% (148)	12% (164)	9% (125)	1423
Avid NFL fans	46% (264)	29% (167)	9% (49)	8% (47)	8% (44)	570
Watched Super Bowl LIV	40% (440)	31% (338)	10% (108)	12% (127)	8% (83)	1096
Did not watch Super Bowl LIV	30% (331)	26% (284)	12% (128)	17% (188)	16% (173)	1104
Brand politics appropriate	58% (542)	38% (354)	3% (33)	1% (5)	1% (8)	942
Brand politics inappropriate	20% (195)	24% (238)	21% (202)	31% (307)	4% (42)	985
Likely to watch Super Bowl LV	41% (540)	32% (423)	10% (130)	9% (121)	8% (109)	1322
Unlikely to watch Super Bowl LV	28% (206)	23% (174)	13% (95)	24% (178)	12% (92)	745
Democrats likely to watch SBLV	53% (311)	33% (195)	6% (36)	2% (14)	5% (29)	584
Republicans likely to watch SBLV	28% (104)	31% (114)	13% (48)	21% (77)	7% (28)	370
Age 18-34 likely to watch SBLV	49% (200)	29% (117)	7% (29)	5% (20)	10% (40)	406
Age 35-44 likely to watch SBLV	54% (129)	25% (60)	9% (21)	4% (11)	8% (19)	239
Age 45-64 likely to watch SBLV	31% (140)	37% (166)	12% (52)	12% (53)	8% (35)	446
Age 65+ likely to watch SBLV	31% (71)	35% (80)	12% (28)	16% (37)	6% (15)	231
Whites likely to watch SBLV	39% (406)	33% (338)	11% (109)	10% (107)	7% (71)	1030
White (non-hispanic) likely to watch SBLV	37% (332)	34% (303)	10% (87)	12% (103)	7% (66)	892
Blacks likely to watch SBLV	50% (91)	33% (61)	3% (6)	5% (9)	9% (16)	183

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	35%	(771)	28%	(622)	11%	(236)	14%	(315)	12%	(256)	2200
Hispanics likely to watch SBLV	48%	(102)	28%	(59)	13%	(29)	2%	(5)	8%	(18)	213

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		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	37%	(817)	23%	(506)	11%	(232)	23%	(512)	6%	(133)	2200
Gender: Male	47%	(494)	22%	(229)	9%	(91)	18%	(196)	5%	(51)	1062
Gender: Female	28%	(322)	24%	(276)	12%	(142)	28%	(316)	7%	(82)	1138
Age: 18-34	35%	(228)	27%	(178)	13%	(85)	18%	(120)	7%	(44)	655
Age: 35-44	44%	(157)	23%	(82)	9%	(31)	18%	(66)	6%	(21)	358
Age: 45-64	39%	(290)	21%	(157)	11%	(80)	24%	(180)	6%	(45)	751
Age: 65+	33%	(142)	20%	(89)	8%	(36)	34%	(146)	5%	(23)	436
GenZers: 1997-2012	27%	(69)	24%	(60)	18%	(46)	23%	(59)	8%	(22)	256
Millennials: 1981-1996	43%	(259)	28%	(167)	9%	(56)	16%	(94)	5%	(30)	607
GenXers: 1965-1980	40%	(224)	21%	(117)	11%	(63)	23%	(127)	6%	(33)	563
Baby Boomers: 1946-1964	36%	(244)	20%	(138)	9%	(63)	29%	(195)	6%	(38)	678
PID: Dem (no lean)	43%	(372)	25%	(212)	12%	(101)	17%	(151)	3%	(28)	865
PID: Ind (no lean)	30%	(208)	23%	(159)	10%	(68)	28%	(191)	9%	(63)	690
PID: Rep (no lean)	37%	(236)	21%	(134)	10%	(63)	26%	(170)	7%	(42)	645
PID/Gender: Dem Men	55%	(220)	21%	(85)	9%	(38)	13%	(52)	1%	(5)	400
PID/Gender: Dem Women	33%	(152)	27%	(128)	14%	(63)	21%	(99)	5%	(23)	465
PID/Gender: Ind Men	37%	(127)	24%	(82)	7%	(23)	22%	(74)	10%	(33)	340
PID/Gender: Ind Women	23%	(81)	22%	(78)	13%	(45)	33%	(117)	8%	(29)	350
PID/Gender: Rep Men	46%	(147)	20%	(63)	9%	(30)	22%	(70)	4%	(12)	322
PID/Gender: Rep Women	28%	(89)	22%	(71)	10%	(34)	31%	(100)	9%	(30)	324
Ideo: Liberal (1-3)	41%	(273)	23%	(153)	12%	(81)	20%	(133)	4%	(26)	666
Ideo: Moderate (4)	40%	(248)	25%	(155)	10%	(60)	19%	(118)	5%	(33)	615
Ideo: Conservative (5-7)	37%	(250)	19%	(129)	9%	(60)	29%	(196)	5%	(33)	669
Educ: < College	32%	(481)	23%	(345)	12%	(180)	27%	(405)	7%	(101)	1512
Educ: Bachelors degree	46%	(205)	22%	(99)	8%	(34)	18%	(81)	6%	(25)	444
Educ: Post-grad	54%	(131)	25%	(62)	8%	(18)	11%	(26)	3%	(7)	244
Income: Under 50k	30%	(378)	22%	(271)	12%	(146)	28%	(341)	8%	(104)	1240
Income: 50k-100k	43%	(255)	25%	(152)	10%	(60)	19%	(112)	3%	(20)	599
Income: 100k+	51%	(184)	23%	(83)	7%	(26)	16%	(59)	2%	(9)	361
Ethnicity: White	37%	(635)	23%	(395)	11%	(182)	25%	(427)	5%	(82)	1722
Ethnicity: Hispanic	35%	(122)	26%	(91)	11%	(40)	23%	(81)	4%	(15)	349
Ethnicity: Black	44%	(121)	22%	(61)	10%	(28)	12%	(34)	11%	(30)	274

Continued on next page

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

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	37%	(817)	23%	(506)	11%	(232)	23%	(512)	6%	(133)	2200
Ethnicity: Other	29%	(60)	24%	(49)	11%	(22)	26%	(52)	10%	(21)	204
All Christian	43%	(461)	24%	(258)	8%	(91)	20%	(215)	4%	(48)	1073
All Non-Christian	42%	(50)	27%	(32)	14%	(17)	15%	(17)	2%	(2)	119
Atheist	37%	(30)	11%	(9)	5%	(4)	45%	(38)	2%	(2)	83
Agnostic/Nothing in particular	27%	(152)	21%	(119)	13%	(74)	28%	(157)	9%	(51)	553
Something Else	33%	(124)	24%	(88)	13%	(47)	23%	(85)	8%	(29)	373
Religious Non-Protestant/Catholic	40%	(55)	28%	(40)	12%	(17)	18%	(25)	2%	(3)	139
Evangelical	46%	(309)	21%	(141)	9%	(61)	19%	(126)	5%	(35)	672
Non-Evangelical	35%	(255)	27%	(194)	10%	(75)	23%	(165)	5%	(40)	729
Community: Urban	46%	(354)	22%	(167)	8%	(61)	19%	(147)	5%	(37)	766
Community: Suburban	35%	(303)	23%	(202)	13%	(110)	23%	(198)	6%	(54)	866
Community: Rural	28%	(160)	24%	(137)	11%	(62)	30%	(168)	7%	(42)	568
Employ: Private Sector	44%	(306)	26%	(181)	9%	(66)	18%	(124)	3%	(21)	698
Employ: Government	52%	(76)	31%	(45)	9%	(13)	8%	(12)	—	(0)	146
Employ: Self-Employed	43%	(79)	23%	(43)	10%	(18)	20%	(37)	4%	(7)	185
Employ: Homemaker	32%	(38)	25%	(29)	10%	(12)	28%	(34)	4%	(5)	119
Employ: Student	28%	(35)	24%	(30)	19%	(24)	23%	(30)	7%	(9)	128
Employ: Retired	33%	(159)	19%	(92)	10%	(49)	32%	(152)	6%	(31)	483
Employ: Unemployed	28%	(81)	20%	(59)	11%	(33)	29%	(85)	13%	(37)	294
Employ: Other	29%	(42)	18%	(26)	12%	(17)	27%	(39)	15%	(22)	147
Military HH: Yes	40%	(145)	19%	(69)	11%	(39)	26%	(92)	4%	(14)	359
Military HH: No	36%	(672)	24%	(437)	10%	(193)	23%	(421)	6%	(119)	1841
RD/WT: Right Direction	42%	(296)	24%	(170)	9%	(61)	19%	(136)	5%	(36)	699
RD/WT: Wrong Track	35%	(521)	22%	(335)	11%	(171)	25%	(377)	6%	(97)	1501
Trump Job Approve	35%	(314)	24%	(213)	9%	(80)	26%	(232)	6%	(51)	889
Trump Job Disapprove	40%	(492)	22%	(264)	12%	(142)	21%	(255)	6%	(69)	1220
Trump Job Strongly Approve	37%	(201)	19%	(106)	9%	(48)	30%	(166)	5%	(29)	549
Trump Job Somewhat Approve	33%	(113)	31%	(107)	9%	(32)	19%	(66)	6%	(22)	340
Trump Job Somewhat Disapprove	35%	(99)	27%	(76)	14%	(39)	13%	(37)	10%	(29)	280
Trump Job Strongly Disapprove	42%	(393)	20%	(188)	11%	(103)	23%	(217)	4%	(39)	940

Continued on next page

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

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	37%	(817)	23%	(506)	11%	(232)	23%	(512)	6%	(133)	2200
Favorable of Trump	35%	(314)	23%	(208)	9%	(82)	26%	(235)	6%	(53)	893
Unfavorable of Trump	40%	(479)	22%	(268)	12%	(146)	21%	(255)	5%	(63)	1210
Very Favorable of Trump	37%	(206)	20%	(110)	8%	(46)	29%	(159)	5%	(29)	550
Somewhat Favorable of Trump	32%	(108)	29%	(98)	10%	(36)	22%	(77)	7%	(25)	344
Somewhat Unfavorable of Trump	37%	(83)	30%	(69)	14%	(31)	14%	(32)	5%	(12)	227
Very Unfavorable of Trump	40%	(396)	20%	(199)	12%	(115)	23%	(223)	5%	(50)	983
#1 Issue: Economy	39%	(306)	26%	(201)	10%	(80)	19%	(149)	6%	(51)	787
#1 Issue: Security	31%	(78)	23%	(58)	11%	(28)	32%	(78)	2%	(6)	248
#1 Issue: Health Care	43%	(177)	23%	(94)	12%	(49)	20%	(81)	3%	(12)	413
#1 Issue: Medicare / Social Security	39%	(108)	16%	(46)	6%	(18)	31%	(86)	8%	(22)	281
#1 Issue: Women's Issues	30%	(36)	32%	(37)	10%	(12)	20%	(23)	8%	(10)	117
#1 Issue: Education	33%	(34)	20%	(21)	13%	(13)	24%	(24)	10%	(10)	102
#1 Issue: Energy	40%	(38)	16%	(15)	16%	(15)	27%	(26)	1%	(1)	95
#1 Issue: Other	26%	(40)	21%	(34)	11%	(18)	28%	(44)	13%	(21)	158
2018 House Vote: Democrat	47%	(353)	24%	(182)	8%	(62)	17%	(132)	4%	(28)	756
2018 House Vote: Republican	39%	(228)	21%	(125)	8%	(47)	27%	(162)	5%	(29)	591
2016 Vote: Hillary Clinton	46%	(333)	24%	(174)	9%	(62)	18%	(127)	3%	(24)	720
2016 Vote: Donald Trump	37%	(255)	20%	(140)	10%	(66)	27%	(190)	6%	(41)	691
2016 Vote: Other	42%	(42)	19%	(19)	7%	(7)	23%	(23)	8%	(8)	100
2016 Vote: Didn't Vote	27%	(187)	25%	(172)	14%	(97)	25%	(172)	9%	(60)	687
Voted in 2014: Yes	43%	(533)	23%	(283)	9%	(111)	21%	(257)	5%	(58)	1242
Voted in 2014: No	30%	(284)	23%	(223)	13%	(121)	27%	(256)	8%	(74)	958
2012 Vote: Barack Obama	46%	(407)	25%	(222)	9%	(83)	16%	(147)	4%	(33)	893
2012 Vote: Mitt Romney	34%	(151)	21%	(92)	11%	(49)	27%	(120)	6%	(26)	440
2012 Vote: Other	35%	(19)	11%	(6)	11%	(6)	35%	(19)	8%	(4)	54
2012 Vote: Didn't Vote	29%	(237)	23%	(185)	12%	(94)	28%	(226)	9%	(69)	810
4-Region: Northeast	46%	(181)	20%	(78)	9%	(36)	19%	(76)	6%	(22)	394
4-Region: Midwest	35%	(164)	21%	(95)	14%	(64)	24%	(109)	7%	(30)	462
4-Region: South	33%	(271)	25%	(207)	9%	(74)	26%	(215)	7%	(58)	824
4-Region: West	39%	(201)	24%	(127)	11%	(58)	22%	(112)	4%	(23)	520
Sports fans	50%	(781)	26%	(412)	10%	(152)	10%	(155)	5%	(76)	1575

Continued on next page

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

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	37%	(817)	23%	(506)	11%	(232)	23%	(512)	6%	(133)	2200
Avid sports fans	77%	(425)	14%	(78)	4%	(21)	3%	(16)	2%	(10)	551
Football fans	52%	(773)	27%	(404)	10%	(143)	7%	(103)	5%	(71)	1494
Avid football fans	77%	(474)	14%	(88)	4%	(24)	3%	(16)	3%	(17)	618
NFL fans	55%	(777)	28%	(395)	8%	(118)	5%	(67)	5%	(65)	1423
Avid NFL fans	83%	(473)	13%	(72)	3%	(15)	—	(2)	1%	(8)	570
Watched Super Bowl LIV	66%	(719)	24%	(264)	4%	(45)	3%	(32)	3%	(36)	1096
Did not watch Super Bowl LIV	9%	(97)	22%	(242)	17%	(187)	44%	(481)	9%	(97)	1104
Brand politics appropriate	49%	(462)	25%	(235)	9%	(88)	14%	(130)	3%	(28)	942
Brand politics inappropriate	30%	(293)	21%	(205)	13%	(125)	32%	(313)	5%	(48)	985
Likely to watch Super Bowl LV	62%	(817)	38%	(506)	—	(0)	—	(0)	—	(0)	1322
Unlikely to watch Super Bowl LV	—	(0)	—	(0)	31%	(232)	69%	(512)	—	(0)	745
Democrats likely to watch SBLV	64%	(372)	36%	(212)	—	(0)	—	(0)	—	(0)	584
Republicans likely to watch SBLV	64%	(236)	36%	(134)	—	(0)	—	(0)	—	(0)	370
Age 18-34 likely to watch SBLV	56%	(228)	44%	(178)	—	(0)	—	(0)	—	(0)	406
Age 35-44 likely to watch SBLV	66%	(157)	34%	(82)	—	(0)	—	(0)	—	(0)	239
Age 45-64 likely to watch SBLV	65%	(290)	35%	(157)	—	(0)	—	(0)	—	(0)	446
Age 65+ likely to watch SBLV	62%	(142)	38%	(89)	—	(0)	—	(0)	—	(0)	231
Whites likely to watch SBLV	62%	(635)	38%	(395)	—	(0)	—	(0)	—	(0)	1030
White (non-hispanic) likely to watch SBLV	63%	(560)	37%	(332)	—	(0)	—	(0)	—	(0)	892
Blacks likely to watch SBLV	66%	(121)	34%	(61)	—	(0)	—	(0)	—	(0)	183
Hispanics likely to watch SBLV	57%	(122)	43%	(91)	—	(0)	—	(0)	—	(0)	213

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	17% (370)	13% (289)	40% (882)	8% (173)	17% (370)	5% (116)	2200
Gender: Male	22% (235)	14% (144)	39% (418)	7% (70)	15% (155)	4% (40)	1062
Gender: Female	12% (134)	13% (145)	41% (464)	9% (102)	19% (216)	7% (76)	1138
Age: 18-34	17% (113)	17% (112)	33% (215)	10% (67)	14% (93)	9% (56)	655
Age: 35-44	31% (109)	14% (49)	34% (121)	7% (24)	9% (34)	6% (21)	358
Age: 45-64	16% (118)	12% (91)	43% (321)	6% (48)	20% (147)	3% (26)	751
Age: 65+	7% (30)	8% (37)	52% (225)	8% (34)	22% (97)	3% (13)	436
GenZers: 1997-2012	9% (24)	18% (46)	34% (87)	12% (31)	15% (38)	11% (29)	256
Millennials: 1981-1996	26% (158)	15% (94)	35% (212)	7% (40)	11% (67)	6% (35)	607
GenXers: 1965-1980	21% (118)	13% (73)	36% (202)	9% (48)	18% (100)	4% (22)	563
Baby Boomers: 1946-1964	10% (66)	10% (70)	49% (334)	7% (45)	20% (138)	4% (26)	678
PID: Dem (no lean)	22% (192)	17% (151)	40% (347)	7% (58)	9% (81)	4% (36)	865
PID: Ind (no lean)	11% (74)	11% (75)	44% (300)	7% (51)	19% (134)	8% (56)	690
PID: Rep (no lean)	16% (104)	10% (63)	36% (235)	10% (63)	24% (156)	4% (25)	645
PID/Gender: Dem Men	31% (124)	19% (75)	36% (142)	4% (16)	8% (32)	3% (11)	400
PID/Gender: Dem Women	15% (68)	16% (76)	44% (204)	9% (42)	11% (49)	5% (25)	465
PID/Gender: Ind Men	12% (40)	10% (33)	48% (163)	8% (26)	16% (56)	6% (22)	340
PID/Gender: Ind Women	10% (34)	12% (42)	39% (137)	7% (25)	22% (78)	10% (34)	350
PID/Gender: Rep Men	22% (72)	11% (36)	35% (112)	9% (28)	21% (67)	2% (7)	322
PID/Gender: Rep Women	10% (32)	8% (27)	38% (123)	11% (35)	27% (89)	5% (17)	324
Ideo: Liberal (1-3)	22% (148)	15% (99)	39% (261)	8% (56)	11% (72)	5% (30)	666
Ideo: Moderate (4)	13% (81)	17% (102)	46% (285)	8% (47)	11% (68)	5% (31)	615
Ideo: Conservative (5-7)	16% (106)	9% (62)	38% (254)	6% (43)	27% (183)	3% (21)	669
Educ: < College	12% (180)	12% (179)	43% (650)	8% (125)	19% (283)	6% (95)	1512
Educ: Bachelors degree	23% (103)	14% (64)	37% (164)	8% (34)	14% (63)	3% (15)	444
Educ: Post-grad	35% (86)	19% (46)	28% (68)	6% (14)	10% (24)	2% (6)	244
Income: Under 50k	12% (147)	13% (160)	41% (514)	8% (100)	19% (232)	7% (87)	1240
Income: 50k-100k	19% (115)	12% (70)	42% (250)	9% (53)	15% (89)	3% (21)	599
Income: 100k+	30% (107)	16% (59)	32% (117)	5% (19)	14% (50)	2% (9)	361
Ethnicity: White	16% (271)	13% (218)	41% (711)	8% (140)	18% (309)	4% (73)	1722
Ethnicity: Hispanic	21% (73)	17% (60)	35% (123)	8% (27)	15% (51)	4% (15)	349
Ethnicity: Black	23% (63)	17% (47)	35% (97)	6% (16)	8% (22)	10% (28)	274

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	17% (370)	13% (289)	40% (882)	8% (173)	17% (370)	5% (116)	2200
Ethnicity: Other	17% (35)	12% (24)	36% (74)	8% (16)	19% (39)	7% (15)	204
All Christian	20% (214)	15% (163)	38% (408)	7% (73)	17% (177)	4% (38)	1073
All Non-Christian	28% (34)	17% (20)	32% (38)	10% (12)	12% (14)	1% (1)	119
Atheist	17% (14)	6% (5)	46% (38)	5% (4)	24% (20)	2% (2)	83
Agnostic/Nothing in particular	10% (57)	9% (52)	46% (253)	8% (43)	17% (95)	10% (54)	553
Something Else	14% (52)	13% (49)	39% (145)	11% (41)	17% (65)	6% (21)	373
Religious Non-Protestant/Catholic	25% (35)	16% (22)	31% (43)	10% (14)	17% (23)	2% (2)	139
Evangelical	27% (182)	17% (115)	29% (194)	7% (46)	16% (107)	4% (28)	672
Non-Evangelical	10% (75)	12% (90)	47% (344)	9% (65)	17% (124)	4% (31)	729
Community: Urban	30% (233)	16% (121)	31% (238)	5% (42)	13% (96)	5% (36)	766
Community: Suburban	9% (77)	13% (110)	47% (405)	8% (73)	17% (151)	6% (50)	866
Community: Rural	10% (59)	10% (58)	42% (239)	10% (58)	22% (123)	5% (30)	568
Employ: Private Sector	24% (166)	17% (122)	36% (251)	7% (51)	12% (86)	3% (23)	698
Employ: Government	33% (48)	18% (26)	32% (47)	6% (9)	10% (14)	1% (2)	146
Employ: Self-Employed	14% (26)	16% (29)	43% (79)	7% (13)	17% (32)	3% (6)	185
Employ: Homemaker	9% (11)	11% (13)	46% (55)	8% (10)	21% (25)	4% (4)	119
Employ: Student	10% (12)	12% (15)	41% (52)	16% (20)	11% (14)	11% (14)	128
Employ: Retired	8% (38)	10% (48)	47% (229)	8% (38)	24% (116)	3% (15)	483
Employ: Unemployed	16% (48)	9% (28)	34% (101)	7% (22)	19% (57)	13% (39)	294
Employ: Other	14% (20)	6% (8)	47% (70)	6% (9)	18% (27)	9% (13)	147
Military HH: Yes	20% (73)	9% (31)	39% (141)	6% (22)	21% (76)	5% (17)	359
Military HH: No	16% (297)	14% (258)	40% (741)	8% (151)	16% (294)	5% (99)	1841
RD/WT: Right Direction	25% (174)	17% (121)	30% (211)	7% (46)	17% (116)	4% (31)	699
RD/WT: Wrong Track	13% (196)	11% (168)	45% (671)	8% (127)	17% (254)	6% (85)	1501
Trump Job Approve	19% (166)	11% (102)	34% (300)	8% (75)	24% (213)	4% (34)	889
Trump Job Disapprove	16% (198)	14% (173)	46% (558)	7% (81)	12% (144)	5% (66)	1220
Trump Job Strongly Approve	20% (108)	9% (48)	32% (173)	8% (45)	28% (155)	4% (19)	549
Trump Job Somewhat Approve	17% (57)	16% (54)	37% (126)	9% (30)	17% (59)	4% (14)	340
Trump Job Somewhat Disapprove	13% (37)	25% (70)	39% (110)	6% (16)	10% (27)	7% (20)	280
Trump Job Strongly Disapprove	17% (162)	11% (103)	48% (448)	7% (65)	12% (117)	5% (46)	940

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	17% (370)	13% (289)	40% (882)	8% (173)	17% (370)	5% (116)	2200
Favorable of Trump	19% (166)	11% (101)	33% (299)	8% (74)	24% (214)	4% (39)	893
Unfavorable of Trump	16% (193)	14% (172)	46% (551)	7% (86)	12% (149)	5% (59)	1210
Very Favorable of Trump	20% (109)	10% (55)	31% (173)	8% (42)	27% (149)	4% (22)	550
Somewhat Favorable of Trump	17% (57)	13% (46)	37% (126)	9% (32)	19% (65)	5% (17)	344
Somewhat Unfavorable of Trump	18% (40)	22% (51)	37% (84)	9% (20)	10% (23)	4% (8)	227
Very Unfavorable of Trump	16% (153)	12% (122)	47% (467)	7% (66)	13% (125)	5% (50)	983
#1 Issue: Economy	17% (135)	15% (118)	38% (303)	8% (65)	16% (122)	5% (43)	787
#1 Issue: Security	21% (53)	15% (37)	29% (72)	5% (11)	28% (69)	2% (6)	248
#1 Issue: Health Care	19% (78)	14% (58)	41% (170)	8% (33)	13% (52)	5% (21)	413
#1 Issue: Medicare / Social Security	12% (35)	11% (30)	48% (135)	5% (15)	19% (53)	5% (14)	281
#1 Issue: Women's Issues	17% (20)	15% (18)	31% (36)	16% (19)	13% (15)	8% (9)	117
#1 Issue: Education	21% (22)	12% (12)	42% (43)	3% (3)	10% (11)	11% (11)	102
#1 Issue: Energy	15% (14)	9% (8)	50% (47)	6% (6)	18% (17)	2% (2)	95
#1 Issue: Other	8% (13)	4% (7)	48% (76)	13% (20)	20% (31)	6% (10)	158
2018 House Vote: Democrat	23% (174)	16% (123)	42% (315)	7% (53)	10% (73)	2% (18)	756
2018 House Vote: Republican	17% (102)	10% (61)	35% (208)	8% (50)	24% (143)	4% (26)	591
2016 Vote: Hillary Clinton	23% (166)	17% (124)	42% (303)	7% (48)	8% (59)	3% (20)	720
2016 Vote: Donald Trump	16% (107)	10% (70)	35% (244)	8% (56)	27% (184)	4% (29)	691
2016 Vote: Other	11% (11)	9% (9)	56% (56)	6% (6)	13% (13)	4% (4)	100
2016 Vote: Didn't Vote	12% (85)	12% (86)	40% (277)	9% (62)	17% (115)	9% (62)	687
Voted in 2014: Yes	20% (249)	13% (164)	40% (500)	7% (93)	16% (193)	3% (43)	1242
Voted in 2014: No	13% (120)	13% (125)	40% (382)	8% (80)	19% (178)	8% (73)	958
2012 Vote: Barack Obama	22% (192)	15% (130)	44% (395)	6% (58)	10% (90)	3% (27)	893
2012 Vote: Mitt Romney	13% (55)	9% (42)	38% (168)	8% (37)	27% (117)	5% (21)	440
2012 Vote: Other	7% (4)	5% (3)	51% (28)	9% (5)	26% (14)	1% (1)	54
2012 Vote: Didn't Vote	14% (116)	14% (114)	36% (291)	9% (73)	18% (149)	8% (67)	810
4-Region: Northeast	24% (96)	10% (40)	35% (138)	8% (31)	17% (67)	5% (21)	394
4-Region: Midwest	10% (47)	13% (58)	48% (222)	6% (27)	16% (74)	7% (35)	462
4-Region: South	16% (130)	13% (104)	40% (333)	8% (68)	18% (149)	5% (41)	824
4-Region: West	19% (97)	17% (87)	36% (190)	9% (47)	15% (80)	4% (19)	520
Sports fans	23% (355)	16% (251)	41% (642)	8% (128)	9% (142)	4% (58)	1575

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	17% (370)	13% (289)	40% (882)	8% (173)	17% (370)	5% (116)	2200
Avid sports fans	39% (212)	14% (75)	35% (193)	5% (28)	6% (32)	2% (10)	551
Football fans	24% (351)	16% (244)	41% (615)	8% (122)	7% (111)	3% (50)	1494
Avid football fans	36% (223)	14% (84)	36% (225)	6% (40)	5% (32)	2% (15)	618
NFL fans	25% (355)	17% (241)	41% (590)	8% (114)	5% (76)	3% (46)	1423
Avid NFL fans	41% (232)	13% (77)	39% (222)	4% (21)	2% (12)	1% (7)	570
Watched Super Bowl LIV	27% (300)	15% (164)	42% (460)	8% (90)	6% (61)	2% (21)	1096
Did not watch Super Bowl LIV	6% (69)	11% (125)	38% (422)	8% (83)	28% (309)	9% (95)	1104
Brand politics appropriate	28% (260)	18% (167)	36% (335)	6% (54)	10% (92)	4% (34)	942
Brand politics inappropriate	9% (84)	10% (100)	45% (438)	10% (96)	24% (235)	3% (31)	985
Likely to watch Super Bowl LV	27% (363)	20% (270)	42% (553)	8% (101)	2% (28)	1% (8)	1322
Unlikely to watch Super Bowl LV	1% (4)	2% (17)	40% (301)	8% (60)	44% (328)	5% (34)	745
Democrats likely to watch SBLV	32% (188)	24% (142)	35% (204)	7% (39)	2% (10)	— (2)	584
Republicans likely to watch SBLV	28% (104)	16% (60)	42% (156)	10% (37)	3% (10)	1% (4)	370
Age 18-34 likely to watch SBLV	28% (112)	25% (101)	35% (142)	9% (35)	3% (12)	1% (3)	406
Age 35-44 likely to watch SBLV	46% (109)	19% (46)	26% (62)	6% (15)	2% (4)	1% (3)	239
Age 45-64 likely to watch SBLV	25% (112)	20% (88)	46% (203)	8% (36)	2% (7)	— (0)	446
Age 65+ likely to watch SBLV	13% (30)	15% (35)	63% (145)	6% (14)	2% (5)	1% (1)	231
Whites likely to watch SBLV	26% (265)	20% (207)	43% (447)	8% (83)	2% (23)	1% (6)	1030
White (non-hispanic) likely to watch SBLV	25% (219)	19% (173)	45% (404)	8% (71)	2% (19)	1% (6)	892
Blacks likely to watch SBLV	35% (63)	22% (40)	34% (62)	6% (12)	3% (5)	1% (2)	183
Hispanics likely to watch SBLV	35% (73)	26% (55)	31% (66)	7% (15)	2% (4)	— (0)	213

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	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	10%	(217)	15%	(332)	18%	(397)	52%	(1151)	5%	(102)	2200
Gender: Male	15%	(155)	17%	(177)	19%	(200)	46%	(491)	4%	(39)	1062
Gender: Female	5%	(62)	14%	(155)	17%	(198)	58%	(660)	5%	(62)	1138
Age: 18-34	13%	(85)	23%	(150)	19%	(127)	37%	(243)	8%	(50)	655
Age: 35-44	23%	(81)	18%	(64)	16%	(59)	37%	(133)	6%	(20)	358
Age: 45-64	6%	(47)	12%	(92)	21%	(160)	57%	(428)	3%	(23)	751
Age: 65+	1%	(4)	6%	(26)	12%	(51)	80%	(347)	2%	(8)	436
GenZers: 1997-2012	8%	(20)	23%	(58)	18%	(47)	42%	(108)	9%	(22)	256
Millennials: 1981-1996	19%	(113)	23%	(137)	18%	(111)	35%	(211)	6%	(36)	607
GenXers: 1965-1980	14%	(76)	15%	(83)	21%	(117)	46%	(261)	5%	(26)	563
Baby Boomers: 1946-1964	1%	(8)	8%	(51)	17%	(117)	72%	(487)	2%	(15)	678
PID: Dem (no lean)	14%	(119)	18%	(155)	14%	(121)	51%	(438)	4%	(33)	865
PID: Ind (no lean)	4%	(25)	12%	(83)	22%	(155)	55%	(380)	7%	(46)	690
PID: Rep (no lean)	11%	(74)	15%	(94)	19%	(122)	52%	(333)	4%	(23)	645
PID/Gender: Dem Men	23%	(91)	21%	(84)	13%	(54)	40%	(158)	3%	(13)	400
PID/Gender: Dem Women	6%	(27)	15%	(71)	14%	(67)	60%	(280)	4%	(20)	465
PID/Gender: Ind Men	3%	(9)	14%	(49)	24%	(83)	53%	(179)	6%	(20)	340
PID/Gender: Ind Women	4%	(16)	10%	(35)	21%	(72)	58%	(201)	7%	(26)	350
PID/Gender: Rep Men	17%	(54)	14%	(44)	20%	(63)	48%	(154)	2%	(7)	322
PID/Gender: Rep Women	6%	(19)	15%	(50)	18%	(59)	55%	(179)	5%	(17)	324
Ideo: Liberal (1-3)	13%	(87)	17%	(112)	14%	(94)	53%	(350)	3%	(23)	666
Ideo: Moderate (4)	6%	(34)	19%	(119)	21%	(132)	49%	(302)	5%	(28)	615
Ideo: Conservative (5-7)	12%	(83)	12%	(79)	17%	(116)	56%	(374)	3%	(18)	669
Educ: < College	5%	(78)	13%	(197)	20%	(296)	57%	(866)	5%	(76)	1512
Educ: Bachelors degree	16%	(70)	19%	(85)	15%	(69)	45%	(200)	4%	(20)	444
Educ: Post-grad	28%	(70)	21%	(50)	13%	(33)	35%	(85)	3%	(6)	244
Income: Under 50k	6%	(68)	13%	(157)	20%	(243)	56%	(700)	6%	(72)	1240
Income: 50k-100k	11%	(66)	15%	(92)	17%	(102)	54%	(322)	3%	(16)	599
Income: 100k+	23%	(83)	23%	(83)	14%	(52)	36%	(129)	4%	(14)	361
Ethnicity: White	10%	(175)	15%	(263)	17%	(297)	54%	(930)	3%	(57)	1722
Ethnicity: Hispanic	15%	(52)	20%	(71)	21%	(75)	40%	(139)	4%	(13)	349
Ethnicity: Black	11%	(30)	15%	(42)	19%	(52)	45%	(123)	10%	(27)	274

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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(217)	15%	(332)	18%	(397)	52%	(1151)	5%	(102)	2200
Ethnicity: Other	6%	(12)	13%	(27)	24%	(49)	48%	(98)	9%	(18)	204
All Christian	13%	(135)	16%	(172)	17%	(187)	51%	(545)	3%	(34)	1073
All Non-Christian	25%	(30)	23%	(28)	12%	(15)	37%	(43)	2%	(3)	119
Atheist	4%	(4)	6%	(5)	19%	(16)	68%	(57)	2%	(2)	83
Agnostic/Nothing in particular	4%	(22)	13%	(72)	21%	(115)	54%	(297)	8%	(46)	553
Something Else	7%	(27)	15%	(55)	17%	(65)	56%	(209)	4%	(17)	373
Religious Non-Protestant/Catholic	23%	(32)	25%	(36)	11%	(16)	38%	(54)	2%	(3)	139
Evangelical	17%	(117)	19%	(128)	16%	(111)	45%	(300)	2%	(16)	672
Non-Evangelical	5%	(35)	12%	(84)	19%	(138)	60%	(439)	5%	(33)	729
Community: Urban	22%	(167)	21%	(158)	16%	(119)	37%	(283)	5%	(38)	766
Community: Suburban	4%	(31)	13%	(111)	20%	(175)	59%	(510)	4%	(38)	866
Community: Rural	3%	(19)	11%	(63)	18%	(103)	63%	(358)	5%	(26)	568
Employ: Private Sector	17%	(121)	21%	(148)	19%	(131)	40%	(277)	3%	(21)	698
Employ: Government	25%	(36)	22%	(32)	22%	(33)	27%	(40)	4%	(5)	146
Employ: Self-Employed	14%	(27)	14%	(27)	20%	(37)	46%	(86)	5%	(9)	185
Employ: Homemaker	3%	(4)	11%	(13)	12%	(14)	69%	(82)	5%	(6)	119
Employ: Student	4%	(5)	19%	(24)	21%	(27)	51%	(65)	5%	(6)	128
Employ: Retired	2%	(10)	7%	(32)	13%	(63)	76%	(369)	2%	(9)	483
Employ: Unemployed	2%	(7)	14%	(42)	19%	(55)	52%	(153)	13%	(38)	294
Employ: Other	6%	(8)	9%	(14)	25%	(37)	55%	(81)	5%	(8)	147
Military HH: Yes	13%	(45)	12%	(44)	20%	(70)	55%	(196)	1%	(4)	359
Military HH: No	9%	(172)	16%	(289)	18%	(327)	52%	(955)	5%	(98)	1841
RD/WT: Right Direction	19%	(134)	18%	(129)	19%	(131)	40%	(277)	4%	(28)	699
RD/WT: Wrong Track	6%	(84)	14%	(203)	18%	(266)	58%	(874)	5%	(74)	1501
Trump Job Approve	12%	(105)	16%	(143)	21%	(183)	47%	(422)	4%	(36)	889
Trump Job Disapprove	9%	(110)	14%	(177)	16%	(190)	57%	(692)	4%	(51)	1220
Trump Job Strongly Approve	15%	(81)	14%	(78)	18%	(98)	49%	(269)	4%	(23)	549
Trump Job Somewhat Approve	7%	(24)	19%	(66)	25%	(86)	45%	(153)	4%	(12)	340
Trump Job Somewhat Disapprove	10%	(27)	25%	(70)	19%	(54)	41%	(114)	5%	(14)	280
Trump Job Strongly Disapprove	9%	(83)	11%	(106)	15%	(136)	61%	(577)	4%	(37)	940

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	10%	(217)	15%	(332)	18%	(397)	52%	(1151)	5%	(102)	2200
Favorable of Trump	12%	(104)	15%	(137)	20%	(183)	48%	(433)	4%	(37)	893
Unfavorable of Trump	9%	(109)	15%	(179)	16%	(195)	56%	(678)	4%	(50)	1210
Very Favorable of Trump	14%	(75)	15%	(82)	19%	(103)	49%	(270)	4%	(20)	550
Somewhat Favorable of Trump	8%	(28)	16%	(55)	23%	(80)	47%	(163)	5%	(17)	344
Somewhat Unfavorable of Trump	12%	(27)	27%	(61)	15%	(34)	42%	(96)	4%	(10)	227
Very Unfavorable of Trump	8%	(82)	12%	(118)	16%	(161)	59%	(582)	4%	(41)	983
#1 Issue: Economy	11%	(86)	17%	(138)	21%	(164)	46%	(362)	5%	(38)	787
#1 Issue: Security	15%	(38)	11%	(28)	17%	(42)	52%	(129)	4%	(10)	248
#1 Issue: Health Care	10%	(42)	18%	(73)	16%	(66)	51%	(211)	5%	(20)	413
#1 Issue: Medicare / Social Security	4%	(12)	9%	(25)	15%	(41)	71%	(199)	1%	(4)	281
#1 Issue: Women's Issues	8%	(10)	16%	(18)	24%	(28)	44%	(52)	7%	(8)	117
#1 Issue: Education	16%	(16)	19%	(19)	15%	(15)	43%	(44)	8%	(8)	102
#1 Issue: Energy	13%	(12)	17%	(16)	13%	(12)	55%	(52)	2%	(2)	95
#1 Issue: Other	—	(1)	9%	(14)	18%	(29)	65%	(103)	7%	(12)	158
2018 House Vote: Democrat	14%	(108)	16%	(123)	14%	(105)	52%	(396)	3%	(25)	756
2018 House Vote: Republican	12%	(69)	13%	(76)	19%	(110)	54%	(316)	3%	(20)	591
2016 Vote: Hillary Clinton	14%	(100)	17%	(122)	13%	(95)	52%	(377)	3%	(24)	720
2016 Vote: Donald Trump	11%	(77)	13%	(87)	18%	(122)	55%	(380)	4%	(26)	691
2016 Vote: Other	—	(0)	10%	(10)	23%	(23)	63%	(63)	3%	(3)	100
2016 Vote: Didn't Vote	6%	(40)	16%	(113)	23%	(155)	48%	(331)	7%	(48)	687
Voted in 2014: Yes	12%	(148)	14%	(173)	17%	(210)	54%	(667)	4%	(45)	1242
Voted in 2014: No	7%	(69)	17%	(159)	20%	(188)	51%	(485)	6%	(57)	958
2012 Vote: Barack Obama	13%	(119)	16%	(141)	15%	(131)	54%	(478)	3%	(23)	893
2012 Vote: Mitt Romney	8%	(33)	12%	(51)	18%	(81)	58%	(257)	4%	(18)	440
2012 Vote: Other	5%	(3)	6%	(3)	32%	(17)	53%	(29)	4%	(2)	54
2012 Vote: Didn't Vote	7%	(60)	17%	(137)	21%	(167)	48%	(387)	7%	(58)	810
4-Region: Northeast	20%	(78)	16%	(62)	11%	(44)	46%	(182)	7%	(28)	394
4-Region: Midwest	4%	(19)	8%	(38)	21%	(98)	63%	(292)	3%	(16)	462
4-Region: South	8%	(68)	17%	(139)	19%	(153)	51%	(418)	6%	(46)	824
4-Region: West	10%	(52)	18%	(93)	20%	(102)	50%	(260)	2%	(13)	520
Sports fans	13%	(204)	18%	(291)	21%	(325)	44%	(689)	4%	(66)	1575

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	10%	(217)	15%	(332)	18%	(397)	52%	(1151)	5%	(102)	2200
Avid sports fans	26%	(145)	23%	(129)	18%	(99)	29%	(160)	3%	(18)	551
Football fans	14%	(208)	19%	(289)	21%	(314)	41%	(619)	4%	(64)	1494
Avid football fans	24%	(148)	19%	(119)	19%	(120)	33%	(207)	4%	(25)	618
NFL fans	14%	(205)	20%	(286)	21%	(299)	40%	(572)	4%	(60)	1423
Avid NFL fans	25%	(140)	20%	(117)	18%	(101)	35%	(199)	2%	(13)	570
Watched Super Bowl LIV	16%	(174)	18%	(194)	21%	(227)	43%	(466)	3%	(34)	1096
Did not watch Super Bowl LIV	4%	(43)	12%	(138)	15%	(171)	62%	(685)	6%	(68)	1104
Brand politics appropriate	19%	(178)	21%	(196)	18%	(169)	39%	(369)	3%	(30)	942
Brand politics inappropriate	3%	(28)	11%	(110)	18%	(180)	65%	(645)	2%	(22)	985
Likely to watch Super Bowl LV	16%	(215)	23%	(298)	21%	(281)	38%	(496)	2%	(33)	1322
Unlikely to watch Super Bowl LV	—	(3)	4%	(30)	13%	(99)	81%	(603)	1%	(10)	745
Democrats likely to watch SBLV	20%	(118)	23%	(137)	15%	(89)	39%	(225)	3%	(15)	584
Republicans likely to watch SBLV	20%	(73)	24%	(87)	23%	(85)	32%	(119)	2%	(7)	370
Age 18-34 likely to watch SBLV	21%	(84)	32%	(130)	21%	(87)	23%	(93)	3%	(12)	406
Age 35-44 likely to watch SBLV	34%	(80)	26%	(62)	14%	(34)	25%	(59)	2%	(4)	239
Age 45-64 likely to watch SBLV	10%	(46)	19%	(83)	27%	(119)	42%	(188)	2%	(11)	446
Age 65+ likely to watch SBLV	2%	(4)	10%	(24)	17%	(40)	68%	(156)	2%	(6)	231
Whites likely to watch SBLV	17%	(173)	23%	(239)	20%	(204)	38%	(391)	2%	(24)	1030
White (non-hispanic) likely to watch SBLV	15%	(138)	22%	(198)	20%	(179)	40%	(354)	3%	(24)	892
Blacks likely to watch SBLV	17%	(30)	22%	(40)	20%	(36)	39%	(72)	3%	(5)	183
Hispanics likely to watch SBLV	24%	(52)	28%	(59)	25%	(53)	23%	(49)	—	(1)	213

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	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	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	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
Sports fans	64%	(769)	17%	(204)	13%	(154)	6%	(67)	1193
Avid sports fans	76%	(384)	12%	(63)	8%	(41)	3%	(15)	503
Football fans	66%	(772)	16%	(194)	13%	(147)	5%	(64)	1177
Avid football fans	78%	(439)	10%	(56)	9%	(50)	3%	(16)	562

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
Adults	62%	(814)	18%	(240)	14%	(191)	6%	(77)	1322
NFL fans	66%	(769)	17%	(194)	12%	(144)	5%	(64)	1172
Avid NFL fans	78%	(427)	10%	(57)	9%	(49)	2%	(12)	546
Watched Super Bowl LIV	66%	(647)	16%	(158)	14%	(141)	4%	(37)	983
Did not watch Super Bowl LIV	49%	(167)	24%	(82)	15%	(50)	12%	(40)	339
Brand politics appropriate	63%	(437)	20%	(139)	14%	(96)	3%	(24)	697
Brand politics inappropriate	62%	(309)	16%	(79)	16%	(81)	6%	(28)	498
Likely to watch Super Bowl LV	62%	(814)	18%	(240)	14%	(191)	6%	(77)	1322
Democrats likely to watch SBLV	61%	(354)	20%	(115)	14%	(81)	6%	(34)	584
Republicans likely to watch SBLV	62%	(228)	15%	(56)	19%	(69)	5%	(18)	370
Age 18-34 likely to watch SBLV	58%	(237)	22%	(90)	13%	(52)	7%	(27)	406
Age 35-44 likely to watch SBLV	65%	(156)	20%	(48)	11%	(26)	4%	(9)	239
Age 45-64 likely to watch SBLV	59%	(264)	17%	(77)	18%	(78)	6%	(27)	446
Age 65+ likely to watch SBLV	69%	(158)	11%	(25)	15%	(34)	6%	(14)	231
Whites likely to watch SBLV	62%	(644)	16%	(162)	17%	(172)	5%	(52)	1030
White (non-hispanic) likely to watch SBLV	64%	(567)	14%	(123)	17%	(155)	5%	(48)	892
Blacks likely to watch SBLV	58%	(106)	27%	(49)	8%	(15)	7%	(12)	183
Hispanics likely to watch SBLV	56%	(119)	32%	(68)	8%	(18)	4%	(8)	213

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	19%	(426)	20%	(449)	7%	(149)	7%	(146)	47%	(1030)	2200
Gender: Male	21%	(223)	22%	(237)	8%	(86)	7%	(70)	42%	(445)	1062
Gender: Female	18%	(202)	19%	(212)	6%	(63)	7%	(76)	51%	(584)	1138
Age: 18-34	29%	(187)	25%	(166)	7%	(46)	6%	(37)	33%	(219)	655
Age: 35-44	36%	(128)	20%	(71)	5%	(17)	4%	(15)	36%	(127)	358
Age: 45-64	11%	(86)	19%	(145)	8%	(64)	8%	(60)	53%	(396)	751
Age: 65+	6%	(25)	15%	(68)	5%	(22)	8%	(35)	66%	(287)	436
GenZers: 1997-2012	28%	(72)	24%	(61)	8%	(19)	4%	(9)	37%	(94)	256
Millennials: 1981-1996	33%	(197)	25%	(154)	6%	(35)	5%	(32)	31%	(189)	607
GenXers: 1965-1980	19%	(108)	19%	(105)	9%	(51)	8%	(43)	46%	(256)	563
Baby Boomers: 1946-1964	7%	(47)	18%	(121)	6%	(39)	8%	(53)	62%	(419)	678
PID: Dem (no lean)	27%	(234)	25%	(214)	5%	(42)	4%	(31)	40%	(344)	865
PID: Ind (no lean)	11%	(77)	18%	(122)	7%	(47)	9%	(59)	56%	(384)	690
PID: Rep (no lean)	18%	(114)	18%	(113)	9%	(61)	9%	(55)	47%	(301)	645
PID/Gender: Dem Men	30%	(120)	29%	(116)	5%	(22)	3%	(10)	33%	(133)	400
PID/Gender: Dem Women	25%	(114)	21%	(98)	4%	(20)	5%	(21)	46%	(212)	465
PID/Gender: Ind Men	9%	(31)	19%	(65)	7%	(25)	10%	(33)	55%	(186)	340
PID/Gender: Ind Women	13%	(46)	16%	(57)	6%	(22)	8%	(26)	57%	(198)	350
PID/Gender: Rep Men	22%	(72)	18%	(57)	12%	(39)	8%	(27)	39%	(127)	322
PID/Gender: Rep Women	13%	(42)	17%	(56)	7%	(22)	9%	(29)	54%	(175)	324
Ideo: Liberal (1-3)	27%	(181)	22%	(148)	8%	(52)	3%	(17)	40%	(267)	666
Ideo: Moderate (4)	17%	(102)	25%	(155)	5%	(31)	5%	(30)	48%	(296)	615
Ideo: Conservative (5-7)	18%	(119)	15%	(99)	8%	(52)	12%	(77)	48%	(322)	669
Educ: < College	15%	(229)	19%	(281)	7%	(100)	8%	(119)	52%	(783)	1512
Educ: Bachelors degree	24%	(108)	24%	(108)	8%	(37)	4%	(19)	39%	(172)	444
Educ: Post-grad	36%	(88)	25%	(61)	5%	(12)	3%	(8)	31%	(75)	244
Income: Under 50k	15%	(184)	19%	(240)	6%	(75)	7%	(84)	53%	(658)	1240
Income: 50k-100k	21%	(123)	20%	(122)	8%	(49)	6%	(39)	44%	(265)	599
Income: 100k+	33%	(119)	24%	(88)	7%	(24)	6%	(23)	30%	(107)	361
Ethnicity: White	18%	(314)	20%	(350)	7%	(116)	7%	(117)	48%	(824)	1722
Ethnicity: Hispanic	26%	(91)	20%	(68)	7%	(26)	7%	(26)	40%	(138)	349
Ethnicity: Black	28%	(78)	23%	(62)	10%	(26)	4%	(10)	36%	(98)	274

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	19%	(426)	20%	(449)	7%	(149)	7%	(146)	47%	(1030)	2200
Ethnicity: Other	16%	(33)	18%	(37)	3%	(7)	9%	(19)	53%	(108)	204
All Christian	22%	(232)	22%	(238)	7%	(77)	6%	(65)	43%	(461)	1073
All Non-Christian	31%	(37)	27%	(32)	7%	(9)	4%	(5)	31%	(36)	119
Atheist	22%	(18)	11%	(9)	5%	(4)	6%	(5)	56%	(47)	83
Agnostic/Nothing in particular	14%	(80)	18%	(100)	8%	(46)	8%	(47)	51%	(280)	553
Something Else	16%	(59)	19%	(70)	4%	(14)	7%	(25)	55%	(206)	373
Religious Non-Protestant/Catholic	30%	(41)	24%	(33)	7%	(9)	8%	(11)	32%	(45)	139
Evangelical	25%	(169)	24%	(160)	6%	(38)	7%	(45)	39%	(261)	672
Non-Evangelical	15%	(108)	19%	(139)	7%	(52)	5%	(38)	54%	(393)	729
Community: Urban	31%	(235)	21%	(164)	6%	(49)	5%	(36)	37%	(281)	766
Community: Suburban	14%	(118)	21%	(178)	7%	(64)	7%	(60)	51%	(446)	866
Community: Rural	13%	(73)	19%	(108)	6%	(36)	9%	(49)	53%	(302)	568
Employ: Private Sector	27%	(186)	24%	(167)	7%	(47)	6%	(38)	37%	(259)	698
Employ: Government	35%	(52)	30%	(44)	7%	(10)	4%	(5)	24%	(35)	146
Employ: Self-Employed	20%	(37)	17%	(31)	6%	(10)	10%	(19)	47%	(88)	185
Employ: Homemaker	13%	(15)	22%	(26)	4%	(5)	6%	(7)	55%	(66)	119
Employ: Student	27%	(34)	14%	(18)	8%	(10)	4%	(5)	47%	(60)	128
Employ: Retired	6%	(27)	16%	(78)	6%	(31)	6%	(29)	66%	(318)	483
Employ: Unemployed	17%	(51)	20%	(59)	6%	(18)	10%	(29)	47%	(138)	294
Employ: Other	16%	(24)	19%	(27)	12%	(17)	8%	(12)	45%	(66)	147
Military HH: Yes	15%	(56)	17%	(60)	13%	(45)	10%	(35)	46%	(164)	359
Military HH: No	20%	(370)	21%	(389)	6%	(104)	6%	(111)	47%	(866)	1841
RD/WT: Right Direction	27%	(190)	22%	(154)	9%	(63)	7%	(50)	35%	(242)	699
RD/WT: Wrong Track	16%	(235)	20%	(295)	6%	(86)	6%	(96)	52%	(788)	1501
Trump Job Approve	19%	(166)	18%	(164)	8%	(69)	10%	(88)	45%	(402)	889
Trump Job Disapprove	20%	(250)	22%	(270)	6%	(70)	4%	(53)	47%	(578)	1220
Trump Job Strongly Approve	20%	(110)	14%	(76)	9%	(48)	13%	(72)	44%	(242)	549
Trump Job Somewhat Approve	16%	(56)	26%	(88)	6%	(21)	5%	(16)	47%	(160)	340
Trump Job Somewhat Disapprove	17%	(49)	28%	(79)	7%	(18)	5%	(13)	43%	(121)	280
Trump Job Strongly Disapprove	21%	(201)	20%	(190)	6%	(52)	4%	(39)	49%	(458)	940

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	19%	(426)	20%	(449)	7%	(149)	7%	(146)	47%	(1030)	2200
Favorable of Trump	19%	(168)	18%	(161)	8%	(74)	10%	(85)	45%	(406)	893
Unfavorable of Trump	21%	(250)	22%	(271)	6%	(67)	5%	(55)	47%	(567)	1210
Very Favorable of Trump	20%	(110)	16%	(87)	9%	(47)	12%	(67)	44%	(240)	550
Somewhat Favorable of Trump	17%	(58)	22%	(74)	8%	(27)	5%	(18)	48%	(166)	344
Somewhat Unfavorable of Trump	18%	(40)	28%	(64)	6%	(15)	4%	(10)	43%	(99)	227
Very Unfavorable of Trump	21%	(210)	21%	(207)	5%	(52)	5%	(46)	48%	(468)	983
#1 Issue: Economy	20%	(155)	23%	(181)	8%	(65)	5%	(41)	44%	(345)	787
#1 Issue: Security	21%	(52)	19%	(46)	8%	(20)	9%	(23)	43%	(107)	248
#1 Issue: Health Care	24%	(97)	24%	(97)	5%	(21)	6%	(24)	42%	(173)	413
#1 Issue: Medicare / Social Security	12%	(33)	15%	(41)	7%	(18)	9%	(24)	59%	(164)	281
#1 Issue: Women's Issues	28%	(33)	21%	(25)	7%	(8)	7%	(8)	37%	(43)	117
#1 Issue: Education	18%	(19)	29%	(30)	3%	(3)	2%	(2)	47%	(49)	102
#1 Issue: Energy	29%	(27)	15%	(14)	7%	(6)	7%	(7)	43%	(41)	95
#1 Issue: Other	7%	(11)	9%	(15)	5%	(8)	11%	(17)	68%	(108)	158
2018 House Vote: Democrat	26%	(196)	23%	(172)	5%	(39)	3%	(22)	43%	(326)	756
2018 House Vote: Republican	17%	(98)	16%	(97)	9%	(53)	11%	(65)	47%	(278)	591
2016 Vote: Hillary Clinton	26%	(187)	25%	(183)	5%	(35)	3%	(18)	41%	(297)	720
2016 Vote: Donald Trump	15%	(103)	16%	(109)	9%	(59)	10%	(70)	51%	(350)	691
2016 Vote: Other	9%	(9)	13%	(13)	7%	(7)	13%	(13)	58%	(57)	100
2016 Vote: Didn't Vote	18%	(126)	21%	(143)	7%	(48)	6%	(45)	47%	(325)	687
Voted in 2014: Yes	20%	(253)	20%	(244)	6%	(81)	7%	(82)	47%	(582)	1242
Voted in 2014: No	18%	(173)	21%	(205)	7%	(69)	7%	(64)	47%	(448)	958
2012 Vote: Barack Obama	24%	(211)	23%	(204)	4%	(38)	5%	(46)	44%	(394)	893
2012 Vote: Mitt Romney	11%	(49)	14%	(61)	10%	(42)	10%	(46)	55%	(242)	440
2012 Vote: Other	10%	(6)	11%	(6)	7%	(4)	6%	(3)	65%	(35)	54
2012 Vote: Didn't Vote	20%	(158)	22%	(178)	8%	(65)	6%	(51)	44%	(358)	810
4-Region: Northeast	29%	(115)	18%	(71)	5%	(21)	5%	(21)	42%	(166)	394
4-Region: Midwest	12%	(55)	18%	(85)	6%	(26)	9%	(40)	55%	(255)	462
4-Region: South	17%	(140)	21%	(177)	7%	(55)	7%	(54)	48%	(399)	824
4-Region: West	22%	(116)	22%	(116)	9%	(47)	6%	(31)	40%	(209)	520
Sports fans	23%	(369)	24%	(376)	8%	(128)	5%	(82)	39%	(621)	1575

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	19%	(426)	20%	(449)	7%	(149)	7%	(146)	47%	(1030)	2200
Avid sports fans	41%	(228)	20%	(110)	7%	(38)	6%	(32)	26%	(142)	551
Football fans	24%	(358)	23%	(351)	8%	(126)	6%	(83)	39%	(575)	1494
Avid football fans	35%	(219)	21%	(133)	7%	(42)	6%	(34)	31%	(190)	618
NFL fans	25%	(356)	24%	(348)	8%	(119)	5%	(76)	37%	(523)	1423
Avid NFL fans	35%	(200)	22%	(124)	7%	(40)	5%	(29)	31%	(177)	570
Watched Super Bowl LIV	29%	(313)	22%	(243)	7%	(77)	5%	(56)	37%	(407)	1096
Did not watch Super Bowl LIV	10%	(113)	19%	(206)	7%	(72)	8%	(90)	56%	(623)	1104
Brand politics appropriate	30%	(287)	25%	(239)	7%	(63)	5%	(49)	32%	(304)	942
Brand politics inappropriate	11%	(105)	17%	(164)	8%	(79)	9%	(84)	56%	(552)	985
Likely to watch Super Bowl LV	28%	(372)	26%	(346)	7%	(90)	5%	(63)	34%	(451)	1322
Unlikely to watch Super Bowl LV	7%	(49)	11%	(85)	8%	(56)	11%	(79)	64%	(475)	745
Democrats likely to watch SBLV	35%	(205)	28%	(164)	6%	(33)	3%	(15)	29%	(167)	584
Republicans likely to watch SBLV	27%	(100)	25%	(94)	8%	(30)	5%	(18)	35%	(129)	370
Age 18-34 likely to watch SBLV	39%	(158)	31%	(126)	7%	(28)	5%	(22)	18%	(73)	406
Age 35-44 likely to watch SBLV	51%	(122)	22%	(54)	3%	(7)	2%	(4)	22%	(52)	239
Age 45-64 likely to watch SBLV	17%	(77)	27%	(120)	9%	(39)	5%	(24)	42%	(186)	446
Age 65+ likely to watch SBLV	7%	(16)	20%	(47)	7%	(15)	5%	(12)	61%	(140)	231
Whites likely to watch SBLV	27%	(275)	26%	(270)	7%	(69)	5%	(47)	36%	(369)	1030
White (non-hispanic) likely to watch SBLV	25%	(224)	26%	(230)	7%	(63)	4%	(39)	38%	(337)	892
Blacks likely to watch SBLV	38%	(69)	26%	(48)	8%	(15)	2%	(4)	25%	(46)	183
Hispanics likely to watch SBLV	39%	(82)	22%	(48)	6%	(13)	7%	(15)	26%	(55)	213

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	9%	(201)	15%	(325)	20%	(441)	44%	(962)	12%	(272)	2200
Gender: Male	13%	(140)	17%	(185)	20%	(210)	40%	(421)	10%	(106)	1062
Gender: Female	5%	(61)	12%	(140)	20%	(231)	48%	(542)	15%	(165)	1138
Age: 18-34	11%	(75)	21%	(137)	23%	(152)	31%	(206)	13%	(86)	655
Age: 35-44	21%	(76)	19%	(67)	16%	(59)	30%	(106)	14%	(50)	358
Age: 45-64	5%	(38)	12%	(87)	20%	(148)	52%	(391)	12%	(87)	751
Age: 65+	3%	(12)	8%	(34)	19%	(82)	60%	(260)	11%	(49)	436
GenZers: 1997-2012	7%	(17)	18%	(46)	27%	(69)	33%	(84)	16%	(40)	256
Millennials: 1981-1996	18%	(107)	23%	(137)	19%	(113)	29%	(174)	12%	(75)	607
GenXers: 1965-1980	9%	(53)	14%	(79)	21%	(119)	44%	(250)	11%	(63)	563
Baby Boomers: 1946-1964	3%	(21)	9%	(58)	17%	(116)	59%	(402)	12%	(81)	678
PID: Dem (no lean)	14%	(118)	20%	(177)	21%	(185)	33%	(282)	12%	(103)	865
PID: Ind (no lean)	6%	(39)	11%	(74)	22%	(150)	48%	(329)	14%	(97)	690
PID: Rep (no lean)	7%	(43)	11%	(74)	16%	(106)	54%	(351)	11%	(71)	645
PID/Gender: Dem Men	20%	(82)	25%	(100)	19%	(75)	26%	(104)	10%	(39)	400
PID/Gender: Dem Women	8%	(36)	17%	(77)	24%	(109)	38%	(178)	14%	(64)	465
PID/Gender: Ind Men	8%	(26)	12%	(41)	21%	(73)	50%	(171)	8%	(28)	340
PID/Gender: Ind Women	4%	(13)	9%	(33)	22%	(78)	45%	(158)	20%	(69)	350
PID/Gender: Rep Men	10%	(32)	13%	(43)	19%	(62)	45%	(146)	12%	(39)	322
PID/Gender: Rep Women	4%	(11)	9%	(31)	14%	(44)	63%	(205)	10%	(32)	324
Ideo: Liberal (1-3)	13%	(90)	20%	(131)	23%	(153)	36%	(237)	8%	(55)	666
Ideo: Moderate (4)	8%	(50)	16%	(97)	23%	(143)	40%	(244)	13%	(80)	615
Ideo: Conservative (5-7)	8%	(55)	11%	(74)	14%	(95)	57%	(380)	10%	(66)	669
Educ: < College	5%	(74)	13%	(200)	21%	(313)	46%	(700)	15%	(225)	1512
Educ: Bachelors degree	15%	(65)	15%	(68)	19%	(84)	43%	(192)	8%	(34)	444
Educ: Post-grad	25%	(61)	23%	(57)	18%	(44)	29%	(70)	5%	(13)	244
Income: Under 50k	5%	(62)	13%	(167)	20%	(248)	45%	(557)	17%	(207)	1240
Income: 50k-100k	10%	(59)	16%	(93)	20%	(119)	47%	(279)	8%	(48)	599
Income: 100k+	22%	(80)	18%	(64)	20%	(74)	35%	(127)	5%	(17)	361
Ethnicity: White	9%	(161)	12%	(210)	20%	(341)	47%	(814)	11%	(196)	1722
Ethnicity: Hispanic	15%	(52)	19%	(68)	24%	(83)	30%	(106)	12%	(42)	349

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	9%	(201)	15%	(325)	20%	(441)	44%	(962)	12%	(272)	2200
Ethnicity: Black	12%	(34)	26%	(72)	20%	(55)	27%	(75)	14%	(38)	274
Ethnicity: Other	3%	(6)	21%	(42)	22%	(45)	36%	(73)	18%	(37)	204
All Christian	11%	(117)	16%	(167)	21%	(220)	45%	(480)	8%	(88)	1073
All Non-Christian	24%	(29)	19%	(22)	22%	(26)	30%	(35)	6%	(7)	119
Atheist	7%	(6)	5%	(4)	27%	(22)	51%	(42)	10%	(9)	83
Agnostic/Nothing in particular	6%	(33)	14%	(77)	18%	(97)	42%	(235)	20%	(111)	553
Something Else	4%	(15)	15%	(55)	20%	(76)	46%	(171)	15%	(56)	373
Religious Non-Protestant/Catholic	21%	(30)	19%	(27)	21%	(29)	33%	(47)	5%	(7)	139
Evangelical	15%	(103)	20%	(137)	17%	(117)	37%	(252)	10%	(64)	672
Non-Evangelical	3%	(25)	10%	(75)	23%	(165)	53%	(384)	11%	(79)	729
Community: Urban	18%	(136)	20%	(155)	19%	(145)	32%	(243)	11%	(87)	766
Community: Suburban	4%	(38)	12%	(107)	22%	(188)	49%	(421)	13%	(113)	866
Community: Rural	5%	(27)	11%	(63)	19%	(108)	53%	(299)	13%	(72)	568
Employ: Private Sector	14%	(101)	19%	(133)	22%	(151)	36%	(249)	9%	(64)	698
Employ: Government	27%	(40)	21%	(30)	17%	(25)	30%	(44)	5%	(7)	146
Employ: Self-Employed	6%	(12)	17%	(31)	19%	(36)	48%	(88)	10%	(18)	185
Employ: Homemaker	3%	(4)	11%	(13)	12%	(15)	56%	(66)	17%	(21)	119
Employ: Student	2%	(2)	13%	(17)	36%	(46)	37%	(47)	12%	(16)	128
Employ: Retired	4%	(19)	8%	(37)	18%	(85)	57%	(277)	14%	(66)	483
Employ: Unemployed	6%	(17)	13%	(37)	17%	(50)	46%	(134)	19%	(56)	294
Employ: Other	4%	(6)	18%	(26)	22%	(32)	39%	(58)	17%	(24)	147
Military HH: Yes	11%	(38)	13%	(46)	21%	(75)	44%	(158)	12%	(42)	359
Military HH: No	9%	(162)	15%	(279)	20%	(366)	44%	(804)	12%	(230)	1841
RD/WT: Right Direction	16%	(109)	20%	(137)	23%	(158)	35%	(244)	7%	(51)	699
RD/WT: Wrong Track	6%	(92)	13%	(188)	19%	(283)	48%	(718)	15%	(220)	1501
Trump Job Approve	10%	(85)	14%	(124)	17%	(150)	50%	(441)	10%	(89)	889
Trump Job Disapprove	9%	(104)	16%	(194)	22%	(273)	41%	(500)	12%	(149)	1220

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	9%	(201)	15%	(325)	20%	(441)	44%	(962)	12%	(272)	2200
Trump Job Strongly Approve	11%	(59)	15%	(81)	16%	(88)	50%	(273)	9%	(48)	549
Trump Job Somewhat Approve	8%	(26)	13%	(43)	18%	(62)	49%	(168)	12%	(42)	340
Trump Job Somewhat Disapprove	7%	(20)	26%	(72)	20%	(57)	33%	(92)	14%	(39)	280
Trump Job Strongly Disapprove	9%	(84)	13%	(122)	23%	(216)	43%	(408)	12%	(111)	940
Favorable of Trump	9%	(83)	14%	(127)	17%	(148)	50%	(444)	10%	(91)	893
Unfavorable of Trump	9%	(114)	16%	(192)	23%	(273)	40%	(489)	12%	(142)	1210
Very Favorable of Trump	11%	(58)	15%	(85)	16%	(89)	49%	(270)	9%	(48)	550
Somewhat Favorable of Trump	7%	(25)	12%	(42)	17%	(59)	51%	(174)	13%	(43)	344
Somewhat Unfavorable of Trump	11%	(24)	24%	(53)	19%	(43)	35%	(79)	12%	(27)	227
Very Unfavorable of Trump	9%	(90)	14%	(139)	23%	(229)	42%	(410)	12%	(115)	983
#1 Issue: Economy	8%	(59)	16%	(124)	20%	(156)	45%	(352)	12%	(95)	787
#1 Issue: Security	13%	(33)	13%	(32)	21%	(52)	44%	(109)	9%	(23)	248
#1 Issue: Health Care	12%	(48)	15%	(61)	23%	(94)	40%	(164)	11%	(46)	413
#1 Issue: Medicare / Social Security	6%	(17)	9%	(27)	17%	(47)	56%	(158)	12%	(33)	281
#1 Issue: Women's Issues	13%	(15)	14%	(16)	24%	(28)	37%	(43)	12%	(14)	117
#1 Issue: Education	14%	(15)	19%	(20)	15%	(15)	33%	(34)	19%	(19)	102
#1 Issue: Energy	9%	(8)	30%	(28)	19%	(18)	36%	(34)	7%	(7)	95
#1 Issue: Other	4%	(6)	11%	(17)	19%	(30)	44%	(69)	22%	(35)	158
2018 House Vote: Democrat	14%	(104)	19%	(140)	22%	(166)	36%	(270)	10%	(76)	756
2018 House Vote: Republican	9%	(51)	10%	(59)	17%	(100)	57%	(334)	8%	(47)	591
2016 Vote: Hillary Clinton	13%	(93)	20%	(141)	22%	(157)	36%	(256)	10%	(73)	720
2016 Vote: Donald Trump	7%	(49)	12%	(84)	17%	(117)	55%	(377)	9%	(65)	691
2016 Vote: Other	7%	(6)	5%	(5)	15%	(15)	67%	(67)	6%	(6)	100
2016 Vote: Didn't Vote	7%	(51)	14%	(95)	22%	(152)	38%	(262)	19%	(128)	687
Voted in 2014: Yes	11%	(135)	14%	(180)	19%	(239)	47%	(580)	9%	(108)	1242
Voted in 2014: No	7%	(65)	15%	(145)	21%	(202)	40%	(382)	17%	(164)	958
2012 Vote: Barack Obama	13%	(114)	16%	(142)	22%	(196)	39%	(349)	10%	(90)	893
2012 Vote: Mitt Romney	6%	(24)	8%	(35)	16%	(69)	63%	(278)	8%	(34)	440
2012 Vote: Other	2%	(1)	14%	(7)	7%	(4)	71%	(38)	6%	(3)	54
2012 Vote: Didn't Vote	7%	(58)	17%	(140)	21%	(171)	37%	(297)	18%	(144)	810

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	9%	(201)	15%	(325)	20%	(441)	44%	(962)	12%	(272)	2200
4-Region: Northeast	14%	(57)	15%	(60)	22%	(85)	36%	(142)	13%	(50)	394
4-Region: Midwest	5%	(25)	11%	(50)	21%	(99)	51%	(238)	11%	(51)	462
4-Region: South	8%	(67)	14%	(116)	18%	(150)	46%	(375)	14%	(115)	824
4-Region: West	10%	(52)	19%	(98)	21%	(107)	40%	(207)	11%	(56)	520
Sports fans	12%	(183)	18%	(282)	20%	(316)	41%	(645)	9%	(149)	1575
Avid sports fans	20%	(109)	22%	(123)	18%	(97)	33%	(182)	7%	(40)	551
Football fans	12%	(174)	18%	(264)	21%	(312)	40%	(602)	10%	(142)	1494
Avid football fans	18%	(111)	21%	(128)	16%	(101)	39%	(239)	6%	(40)	618
NFL fans	12%	(171)	19%	(268)	21%	(294)	39%	(557)	9%	(132)	1423
Avid NFL fans	18%	(104)	19%	(108)	19%	(110)	37%	(212)	6%	(35)	570
Watched Super Bowl LIV	13%	(142)	16%	(173)	21%	(235)	42%	(460)	8%	(86)	1096
Did not watch Super Bowl LIV	5%	(59)	14%	(151)	19%	(206)	46%	(502)	17%	(186)	1104
Brand politics appropriate	17%	(157)	26%	(249)	24%	(230)	25%	(231)	8%	(74)	942
Brand politics inappropriate	3%	(30)	6%	(55)	18%	(174)	65%	(635)	9%	(91)	985
Likely to watch Super Bowl LV	12%	(164)	19%	(249)	23%	(308)	38%	(497)	8%	(105)	1322
Unlikely to watch Super Bowl LV	4%	(33)	9%	(67)	16%	(118)	55%	(412)	15%	(115)	745
Democrats likely to watch SBLV	18%	(103)	24%	(141)	22%	(131)	28%	(161)	8%	(49)	584
Republicans likely to watch SBLV	11%	(40)	15%	(55)	19%	(70)	48%	(177)	8%	(28)	370
Age 18-34 likely to watch SBLV	16%	(63)	27%	(109)	25%	(103)	24%	(98)	8%	(32)	406
Age 35-44 likely to watch SBLV	28%	(67)	19%	(46)	20%	(47)	24%	(58)	9%	(22)	239
Age 45-64 likely to watch SBLV	7%	(31)	16%	(72)	23%	(104)	46%	(206)	7%	(33)	446
Age 65+ likely to watch SBLV	2%	(4)	10%	(22)	23%	(52)	58%	(134)	8%	(18)	231
Whites likely to watch SBLV	13%	(135)	16%	(160)	23%	(239)	41%	(421)	7%	(75)	1030
White (non-hispanic) likely to watch SBLV	12%	(104)	15%	(132)	22%	(200)	44%	(389)	7%	(67)	892
Blacks likely to watch SBLV	15%	(27)	33%	(60)	22%	(40)	24%	(44)	7%	(12)	183
Hispanics likely to watch SBLV	17%	(36)	23%	(48)	31%	(65)	23%	(50)	7%	(14)	213

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	56%	(1227)	27%	(586)	4%	(87)	5%	(113)	9%	(188)	2200
Gender: Male	53%	(558)	31%	(325)	4%	(43)	5%	(54)	8%	(82)	1062
Gender: Female	59%	(669)	23%	(261)	4%	(43)	5%	(59)	9%	(106)	1138
Age: 18-34	55%	(360)	27%	(174)	6%	(40)	4%	(27)	8%	(54)	655
Age: 35-44	58%	(209)	27%	(95)	2%	(6)	3%	(11)	10%	(37)	358
Age: 45-64	56%	(420)	26%	(195)	4%	(32)	6%	(44)	8%	(60)	751
Age: 65+	55%	(238)	28%	(122)	2%	(8)	7%	(31)	8%	(37)	436
GenZers: 1997-2012	54%	(138)	29%	(73)	5%	(12)	4%	(10)	9%	(23)	256
Millennials: 1981-1996	59%	(356)	25%	(152)	5%	(30)	3%	(20)	8%	(48)	607
GenXers: 1965-1980	54%	(306)	26%	(147)	4%	(23)	6%	(34)	10%	(54)	563
Baby Boomers: 1946-1964	57%	(385)	27%	(181)	3%	(20)	6%	(39)	8%	(54)	678
PID: Dem (no lean)	58%	(497)	28%	(238)	4%	(35)	4%	(33)	7%	(61)	865
PID: Ind (no lean)	54%	(371)	25%	(173)	5%	(34)	5%	(37)	11%	(76)	690
PID: Rep (no lean)	56%	(359)	27%	(175)	3%	(18)	7%	(43)	8%	(51)	645
PID/Gender: Dem Men	52%	(208)	33%	(133)	3%	(12)	5%	(21)	6%	(26)	400
PID/Gender: Dem Women	62%	(289)	23%	(105)	5%	(23)	3%	(12)	8%	(35)	465
PID/Gender: Ind Men	54%	(182)	27%	(91)	7%	(23)	5%	(17)	8%	(27)	340
PID/Gender: Ind Women	54%	(189)	23%	(82)	3%	(11)	6%	(20)	14%	(49)	350
PID/Gender: Rep Men	52%	(168)	31%	(101)	3%	(8)	5%	(16)	9%	(29)	322
PID/Gender: Rep Women	59%	(191)	23%	(74)	3%	(9)	8%	(27)	7%	(22)	324
Ideo: Liberal (1-3)	59%	(396)	24%	(161)	4%	(28)	5%	(33)	7%	(48)	666
Ideo: Moderate (4)	56%	(343)	27%	(167)	4%	(24)	4%	(27)	9%	(53)	615
Ideo: Conservative (5-7)	56%	(377)	26%	(176)	4%	(24)	7%	(46)	7%	(46)	669
Educ: < College	55%	(827)	26%	(397)	4%	(60)	5%	(82)	10%	(147)	1512
Educ: Bachelors degree	57%	(254)	26%	(117)	3%	(15)	6%	(26)	7%	(31)	444
Educ: Post-grad	60%	(145)	29%	(72)	5%	(12)	2%	(5)	4%	(10)	244
Income: Under 50k	52%	(642)	28%	(342)	4%	(51)	6%	(73)	11%	(132)	1240
Income: 50k-100k	62%	(369)	25%	(149)	4%	(22)	3%	(19)	7%	(39)	599
Income: 100k+	60%	(215)	26%	(95)	4%	(13)	6%	(21)	5%	(16)	361
Ethnicity: White	57%	(980)	26%	(451)	4%	(63)	6%	(98)	8%	(130)	1722
Ethnicity: Hispanic	59%	(205)	24%	(82)	4%	(14)	5%	(18)	8%	(29)	349

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	56%	(1227)	27%	(586)	4%	(87)	5%	(113)	9%	(188)	2200
Ethnicity: Black	52%	(143)	27%	(74)	6%	(16)	4%	(10)	11%	(31)	274
Ethnicity: Other	50%	(103)	30%	(61)	4%	(8)	2%	(5)	13%	(27)	204
All Christian	60%	(644)	27%	(290)	3%	(29)	4%	(43)	6%	(66)	1073
All Non-Christian	53%	(63)	26%	(31)	8%	(9)	6%	(7)	7%	(9)	119
Atheist	59%	(49)	22%	(18)	2%	(2)	8%	(7)	9%	(8)	83
Agnostic/Nothing in particular	46%	(256)	28%	(156)	5%	(29)	6%	(34)	14%	(78)	553
Something Else	58%	(215)	24%	(90)	5%	(17)	6%	(23)	7%	(27)	373
Religious Non-Protestant/Catholic	52%	(73)	29%	(40)	7%	(9)	6%	(8)	6%	(9)	139
Evangelical	57%	(382)	29%	(197)	3%	(21)	5%	(32)	6%	(40)	672
Non-Evangelical	63%	(461)	22%	(163)	3%	(24)	4%	(31)	7%	(51)	729
Community: Urban	54%	(414)	28%	(214)	4%	(33)	4%	(33)	9%	(72)	766
Community: Suburban	58%	(504)	24%	(212)	4%	(39)	5%	(42)	8%	(68)	866
Community: Rural	54%	(308)	28%	(160)	3%	(15)	7%	(38)	8%	(48)	568
Employ: Private Sector	58%	(402)	27%	(187)	5%	(34)	4%	(31)	6%	(44)	698
Employ: Government	52%	(76)	33%	(48)	9%	(13)	—	(1)	6%	(9)	146
Employ: Self-Employed	56%	(104)	30%	(56)	2%	(4)	3%	(6)	8%	(15)	185
Employ: Homemaker	64%	(75)	28%	(33)	2%	(3)	2%	(3)	4%	(5)	119
Employ: Student	62%	(79)	21%	(27)	4%	(5)	3%	(4)	10%	(12)	128
Employ: Retired	52%	(250)	30%	(144)	3%	(13)	7%	(35)	8%	(41)	483
Employ: Unemployed	60%	(176)	15%	(44)	4%	(13)	7%	(21)	14%	(41)	294
Employ: Other	43%	(63)	31%	(46)	1%	(2)	9%	(14)	15%	(22)	147
Military HH: Yes	56%	(200)	26%	(95)	3%	(10)	8%	(28)	8%	(27)	359
Military HH: No	56%	(1027)	27%	(491)	4%	(77)	5%	(86)	9%	(161)	1841
RD/WT: Right Direction	56%	(391)	29%	(201)	6%	(39)	4%	(28)	6%	(40)	699
RD/WT: Wrong Track	56%	(835)	26%	(385)	3%	(48)	6%	(85)	10%	(148)	1501
Trump Job Approve	56%	(499)	27%	(244)	4%	(32)	6%	(53)	7%	(60)	889
Trump Job Disapprove	57%	(690)	26%	(320)	4%	(47)	5%	(59)	9%	(104)	1220

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	56%	(1227)	27%	(586)	4%	(87)	5%	(113)	9%	(188)	2200
Trump Job Strongly Approve	57%	(311)	26%	(144)	4%	(19)	6%	(35)	7%	(39)	549
Trump Job Somewhat Approve	55%	(189)	29%	(100)	4%	(13)	5%	(18)	6%	(21)	340
Trump Job Somewhat Disapprove	51%	(143)	30%	(83)	9%	(25)	3%	(7)	8%	(22)	280
Trump Job Strongly Disapprove	58%	(547)	25%	(237)	2%	(22)	6%	(52)	9%	(82)	940
Favorable of Trump	57%	(509)	26%	(232)	4%	(35)	6%	(53)	7%	(64)	893
Unfavorable of Trump	56%	(681)	27%	(329)	4%	(49)	4%	(52)	8%	(100)	1210
Very Favorable of Trump	57%	(312)	27%	(147)	4%	(20)	6%	(35)	7%	(37)	550
Somewhat Favorable of Trump	57%	(197)	25%	(86)	5%	(16)	5%	(18)	8%	(27)	344
Somewhat Unfavorable of Trump	53%	(119)	32%	(73)	8%	(19)	2%	(4)	5%	(12)	227
Very Unfavorable of Trump	57%	(562)	26%	(255)	3%	(29)	5%	(49)	9%	(88)	983
#1 Issue: Economy	59%	(465)	26%	(207)	4%	(32)	3%	(26)	7%	(57)	787
#1 Issue: Security	60%	(148)	29%	(72)	2%	(5)	4%	(11)	5%	(12)	248
#1 Issue: Health Care	58%	(240)	23%	(93)	4%	(18)	5%	(22)	9%	(38)	413
#1 Issue: Medicare / Social Security	46%	(129)	30%	(84)	6%	(17)	8%	(23)	10%	(28)	281
#1 Issue: Women's Issues	51%	(60)	27%	(32)	4%	(5)	8%	(9)	10%	(11)	117
#1 Issue: Education	50%	(51)	25%	(25)	4%	(4)	5%	(5)	16%	(16)	102
#1 Issue: Energy	56%	(53)	29%	(27)	4%	(4)	5%	(5)	6%	(6)	95
#1 Issue: Other	51%	(81)	28%	(44)	1%	(1)	8%	(12)	12%	(19)	158
2018 House Vote: Democrat	60%	(450)	25%	(188)	4%	(31)	4%	(34)	7%	(54)	756
2018 House Vote: Republican	54%	(321)	30%	(175)	3%	(20)	6%	(38)	6%	(37)	591
2016 Vote: Hillary Clinton	59%	(424)	26%	(188)	3%	(24)	4%	(31)	7%	(52)	720
2016 Vote: Donald Trump	56%	(387)	27%	(186)	4%	(25)	6%	(39)	8%	(55)	691
2016 Vote: Other	61%	(61)	21%	(21)	4%	(4)	10%	(10)	4%	(4)	100
2016 Vote: Didn't Vote	51%	(353)	28%	(191)	5%	(34)	5%	(33)	11%	(76)	687
Voted in 2014: Yes	58%	(725)	27%	(331)	3%	(40)	5%	(68)	6%	(78)	1242
Voted in 2014: No	52%	(502)	27%	(255)	5%	(46)	5%	(45)	11%	(110)	958
2012 Vote: Barack Obama	60%	(532)	26%	(230)	4%	(34)	4%	(39)	7%	(58)	893
2012 Vote: Mitt Romney	56%	(246)	27%	(117)	3%	(13)	8%	(33)	7%	(30)	440
2012 Vote: Other	51%	(28)	34%	(18)	4%	(2)	3%	(2)	8%	(4)	54
2012 Vote: Didn't Vote	52%	(419)	27%	(220)	5%	(38)	5%	(39)	12%	(95)	810

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	56% (1227)	27% (586)	4% (87)	5% (113)	9% (188)	2200
4-Region: Northeast	57% (224)	24% (93)	5% (21)	4% (15)	10% (40)	394
4-Region: Midwest	60% (278)	25% (118)	3% (14)	4% (20)	7% (33)	462
4-Region: South	52% (429)	28% (229)	4% (32)	7% (54)	10% (80)	824
4-Region: West	57% (297)	28% (146)	4% (19)	5% (24)	7% (35)	520
Sports fans	60% (951)	28% (444)	4% (64)	2% (35)	5% (82)	1575
Avid sports fans	63% (345)	26% (143)	4% (22)	2% (14)	5% (27)	551
Football fans	61% (908)	27% (405)	4% (61)	2% (34)	6% (86)	1494
Avid football fans	61% (378)	28% (176)	4% (27)	2% (14)	4% (24)	618
NFL fans	61% (869)	27% (380)	4% (60)	2% (32)	6% (81)	1423
Avid NFL fans	63% (357)	27% (154)	5% (27)	2% (13)	3% (18)	570
Watched Super Bowl LIV	66% (721)	24% (262)	4% (40)	2% (26)	4% (47)	1096
Did not watch Super Bowl LIV	46% (506)	29% (324)	4% (46)	8% (87)	13% (141)	1104
Brand politics appropriate	58% (545)	29% (278)	4% (39)	3% (32)	5% (48)	942
Brand politics inappropriate	57% (563)	26% (253)	4% (39)	6% (61)	7% (68)	985
Likely to watch Super Bowl LV	64% (840)	27% (355)	4% (53)	2% (26)	4% (49)	1322
Unlikely to watch Super Bowl LV	46% (345)	27% (198)	4% (28)	11% (80)	13% (94)	745
Democrats likely to watch SBLV	62% (361)	28% (163)	5% (27)	2% (10)	4% (23)	584
Republicans likely to watch SBLV	65% (240)	26% (95)	4% (14)	2% (9)	3% (13)	370
Age 18-34 likely to watch SBLV	57% (231)	31% (124)	6% (23)	2% (9)	5% (19)	406
Age 35-44 likely to watch SBLV	65% (156)	27% (64)	3% (6)	2% (5)	4% (9)	239
Age 45-64 likely to watch SBLV	67% (300)	23% (104)	4% (17)	2% (9)	4% (16)	446
Age 65+ likely to watch SBLV	66% (153)	27% (63)	3% (6)	2% (4)	2% (5)	231
Whites likely to watch SBLV	65% (666)	26% (273)	4% (38)	2% (24)	3% (30)	1030
White (non-hispanic) likely to watch SBLV	66% (588)	26% (235)	3% (29)	2% (16)	3% (25)	892
Blacks likely to watch SBLV	58% (106)	30% (56)	5% (10)	1% (2)	6% (10)	183
Hispanics likely to watch SBLV	62% (132)	24% (52)	5% (12)	4% (8)	4% (9)	213

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	26%	(573)	38%	(833)	11%	(232)	12%	(261)	14%	(301)	2200
Gender: Male	23%	(246)	39%	(412)	12%	(132)	13%	(134)	13%	(137)	1062
Gender: Female	29%	(327)	37%	(421)	9%	(99)	11%	(127)	14%	(164)	1138
Age: 18-34	25%	(161)	40%	(260)	11%	(75)	12%	(77)	12%	(82)	655
Age: 35-44	30%	(107)	30%	(108)	13%	(48)	10%	(36)	16%	(59)	358
Age: 45-64	25%	(190)	39%	(294)	9%	(68)	12%	(92)	14%	(107)	751
Age: 65+	26%	(115)	39%	(171)	9%	(41)	13%	(56)	12%	(53)	436
GenZers: 1997-2012	22%	(55)	41%	(104)	10%	(24)	13%	(34)	15%	(38)	256
Millennials: 1981-1996	29%	(173)	36%	(221)	13%	(77)	10%	(59)	13%	(77)	607
GenXers: 1965-1980	27%	(154)	35%	(198)	10%	(59)	13%	(76)	14%	(76)	563
Baby Boomers: 1946-1964	25%	(169)	40%	(271)	9%	(62)	12%	(80)	14%	(96)	678
PID: Dem (no lean)	27%	(231)	41%	(350)	10%	(89)	10%	(85)	13%	(109)	865
PID: Ind (no lean)	24%	(163)	32%	(223)	13%	(88)	14%	(99)	17%	(117)	690
PID: Rep (no lean)	28%	(180)	40%	(260)	8%	(55)	12%	(77)	12%	(75)	645
PID/Gender: Dem Men	26%	(103)	41%	(164)	11%	(46)	12%	(46)	10%	(41)	400
PID/Gender: Dem Women	27%	(127)	40%	(187)	9%	(44)	8%	(39)	15%	(68)	465
PID/Gender: Ind Men	19%	(65)	34%	(115)	16%	(53)	16%	(56)	15%	(52)	340
PID/Gender: Ind Women	28%	(98)	31%	(108)	10%	(35)	12%	(43)	19%	(65)	350
PID/Gender: Rep Men	24%	(78)	42%	(134)	11%	(34)	10%	(32)	14%	(44)	322
PID/Gender: Rep Women	31%	(102)	39%	(126)	6%	(21)	14%	(45)	10%	(31)	324
Ideo: Liberal (1-3)	33%	(218)	36%	(238)	12%	(81)	10%	(63)	10%	(67)	666
Ideo: Moderate (4)	22%	(137)	40%	(248)	11%	(70)	12%	(71)	14%	(88)	615
Ideo: Conservative (5-7)	26%	(175)	41%	(275)	9%	(62)	14%	(90)	10%	(66)	669
Educ: < College	24%	(366)	37%	(567)	9%	(133)	13%	(194)	17%	(252)	1512
Educ: Bachelors degree	29%	(127)	39%	(173)	14%	(61)	10%	(46)	8%	(37)	444
Educ: Post-grad	33%	(80)	38%	(93)	16%	(38)	9%	(21)	5%	(12)	244
Income: Under 50k	22%	(276)	37%	(459)	9%	(114)	13%	(165)	18%	(226)	1240
Income: 50k-100k	29%	(172)	40%	(237)	13%	(78)	9%	(55)	9%	(57)	599
Income: 100k+	35%	(125)	38%	(137)	11%	(40)	11%	(41)	5%	(18)	361
Ethnicity: White	27%	(462)	39%	(667)	11%	(181)	12%	(203)	12%	(209)	1722
Ethnicity: Hispanic	26%	(92)	35%	(122)	12%	(43)	12%	(41)	15%	(51)	349

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	26%	(573)	38%	(833)	11%	(232)	12%	(261)	14%	(301)	2200
Ethnicity: Black	23%	(62)	36%	(97)	12%	(34)	12%	(33)	18%	(48)	274
Ethnicity: Other	24%	(49)	34%	(69)	8%	(17)	13%	(26)	21%	(43)	204
All Christian	31%	(330)	42%	(453)	9%	(96)	9%	(97)	9%	(97)	1073
All Non-Christian	33%	(39)	33%	(39)	17%	(20)	11%	(13)	7%	(8)	119
Atheist	23%	(19)	29%	(24)	13%	(11)	20%	(16)	15%	(12)	83
Agnostic/Nothing in particular	18%	(101)	30%	(165)	13%	(69)	17%	(93)	22%	(124)	553
Something Else	23%	(84)	41%	(152)	10%	(36)	11%	(43)	16%	(59)	373
Religious Non-Protestant/Catholic	31%	(43)	38%	(53)	15%	(21)	10%	(14)	6%	(8)	139
Evangelical	31%	(206)	41%	(275)	9%	(61)	10%	(66)	10%	(65)	672
Non-Evangelical	27%	(198)	42%	(307)	9%	(65)	10%	(72)	12%	(87)	729
Community: Urban	31%	(238)	33%	(255)	12%	(89)	12%	(89)	12%	(95)	766
Community: Suburban	25%	(216)	41%	(358)	10%	(90)	10%	(90)	13%	(112)	866
Community: Rural	21%	(119)	39%	(220)	9%	(53)	15%	(83)	17%	(94)	568
Employ: Private Sector	27%	(191)	41%	(285)	11%	(78)	10%	(71)	10%	(73)	698
Employ: Government	30%	(44)	35%	(51)	17%	(25)	11%	(17)	7%	(10)	146
Employ: Self-Employed	27%	(50)	40%	(74)	9%	(17)	13%	(25)	10%	(19)	185
Employ: Homemaker	27%	(32)	42%	(50)	10%	(12)	5%	(6)	17%	(20)	119
Employ: Student	28%	(35)	40%	(51)	10%	(12)	9%	(12)	13%	(17)	128
Employ: Retired	25%	(119)	40%	(191)	10%	(46)	12%	(59)	14%	(67)	483
Employ: Unemployed	22%	(64)	30%	(89)	11%	(31)	15%	(45)	22%	(66)	294
Employ: Other	26%	(38)	28%	(41)	7%	(11)	19%	(27)	20%	(29)	147
Military HH: Yes	28%	(101)	38%	(137)	9%	(33)	11%	(39)	14%	(49)	359
Military HH: No	26%	(472)	38%	(696)	11%	(199)	12%	(222)	14%	(252)	1841
RD/WT: Right Direction	30%	(209)	39%	(275)	13%	(91)	10%	(68)	8%	(57)	699
RD/WT: Wrong Track	24%	(364)	37%	(558)	9%	(141)	13%	(194)	16%	(244)	1501
Trump Job Approve	29%	(254)	40%	(358)	9%	(84)	11%	(97)	11%	(97)	889
Trump Job Disapprove	25%	(306)	38%	(460)	11%	(134)	13%	(153)	14%	(167)	1220

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	26%	(573)	38%	(833)	11%	(232)	12%	(261)	14%	(301)	2200
Trump Job Strongly Approve	30%	(166)	41%	(224)	6%	(36)	12%	(65)	11%	(58)	549
Trump Job Somewhat Approve	26%	(88)	39%	(134)	14%	(49)	9%	(31)	11%	(38)	340
Trump Job Somewhat Disapprove	17%	(48)	41%	(114)	16%	(44)	10%	(27)	17%	(47)	280
Trump Job Strongly Disapprove	27%	(258)	37%	(346)	10%	(90)	13%	(126)	13%	(120)	940
Favorable of Trump	28%	(250)	40%	(356)	10%	(86)	11%	(100)	11%	(102)	893
Unfavorable of Trump	25%	(304)	38%	(459)	11%	(138)	12%	(148)	13%	(162)	1210
Very Favorable of Trump	29%	(158)	42%	(229)	8%	(42)	12%	(64)	10%	(57)	550
Somewhat Favorable of Trump	27%	(92)	37%	(127)	13%	(44)	11%	(36)	13%	(45)	344
Somewhat Unfavorable of Trump	20%	(45)	41%	(92)	14%	(33)	13%	(30)	12%	(28)	227
Very Unfavorable of Trump	26%	(259)	37%	(366)	11%	(105)	12%	(118)	14%	(134)	983
#1 Issue: Economy	24%	(189)	41%	(323)	10%	(81)	12%	(93)	13%	(101)	787
#1 Issue: Security	28%	(70)	43%	(107)	7%	(18)	10%	(24)	12%	(30)	248
#1 Issue: Health Care	32%	(131)	32%	(134)	15%	(61)	8%	(34)	13%	(53)	413
#1 Issue: Medicare / Social Security	24%	(68)	37%	(104)	9%	(26)	17%	(49)	12%	(33)	281
#1 Issue: Women's Issues	30%	(35)	33%	(39)	3%	(4)	19%	(22)	15%	(18)	117
#1 Issue: Education	29%	(30)	29%	(30)	13%	(14)	11%	(11)	18%	(18)	102
#1 Issue: Energy	23%	(21)	44%	(42)	14%	(13)	12%	(11)	8%	(7)	95
#1 Issue: Other	19%	(30)	35%	(55)	9%	(14)	11%	(18)	26%	(40)	158
2018 House Vote: Democrat	29%	(220)	38%	(290)	11%	(83)	11%	(82)	11%	(81)	756
2018 House Vote: Republican	27%	(159)	41%	(241)	9%	(53)	12%	(74)	11%	(63)	591
2016 Vote: Hillary Clinton	30%	(219)	39%	(283)	10%	(74)	9%	(67)	11%	(77)	720
2016 Vote: Donald Trump	26%	(180)	40%	(280)	10%	(70)	11%	(75)	13%	(88)	691
2016 Vote: Other	28%	(27)	25%	(25)	11%	(11)	26%	(26)	11%	(11)	100
2016 Vote: Didn't Vote	21%	(145)	36%	(245)	11%	(78)	14%	(94)	18%	(125)	687
Voted in 2014: Yes	28%	(347)	39%	(490)	10%	(123)	12%	(146)	11%	(135)	1242
Voted in 2014: No	24%	(226)	36%	(343)	11%	(109)	12%	(115)	17%	(166)	958
2012 Vote: Barack Obama	29%	(262)	39%	(346)	10%	(88)	11%	(94)	12%	(103)	893
2012 Vote: Mitt Romney	25%	(110)	40%	(176)	9%	(41)	13%	(58)	12%	(53)	440
2012 Vote: Other	14%	(8)	39%	(21)	17%	(9)	14%	(7)	16%	(9)	54
2012 Vote: Didn't Vote	24%	(191)	36%	(289)	12%	(93)	13%	(102)	17%	(135)	810

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	26%	(573)	38%	(833)	11%	(232)	12%	(261)	14%	(301)	2200
4-Region: Northeast	27%	(108)	38%	(148)	11%	(43)	9%	(36)	15%	(59)	394
4-Region: Midwest	25%	(116)	36%	(168)	11%	(53)	14%	(64)	13%	(62)	462
4-Region: South	25%	(204)	37%	(308)	11%	(88)	13%	(108)	14%	(116)	824
4-Region: West	28%	(146)	40%	(209)	9%	(48)	10%	(53)	12%	(64)	520
Sports fans	29%	(455)	41%	(649)	11%	(177)	8%	(127)	11%	(166)	1575
Avid sports fans	33%	(182)	38%	(207)	13%	(73)	8%	(43)	8%	(45)	551
Football fans	28%	(421)	42%	(627)	11%	(165)	8%	(123)	11%	(158)	1494
Avid football fans	33%	(205)	39%	(240)	12%	(76)	8%	(49)	8%	(48)	618
NFL fans	29%	(413)	42%	(594)	11%	(162)	8%	(113)	10%	(141)	1423
Avid NFL fans	35%	(197)	40%	(228)	13%	(71)	7%	(37)	6%	(36)	570
Watched Super Bowl LIV	30%	(331)	42%	(459)	10%	(115)	8%	(92)	9%	(100)	1096
Did not watch Super Bowl LIV	22%	(243)	34%	(374)	11%	(117)	15%	(170)	18%	(201)	1104
Brand politics appropriate	32%	(301)	40%	(373)	10%	(94)	9%	(84)	10%	(90)	942
Brand politics inappropriate	23%	(222)	41%	(400)	13%	(124)	14%	(138)	10%	(101)	985
Likely to watch Super Bowl LV	31%	(407)	44%	(584)	11%	(140)	7%	(89)	8%	(102)	1322
Unlikely to watch Super Bowl LV	20%	(147)	29%	(218)	11%	(84)	21%	(155)	19%	(141)	745
Democrats likely to watch SBLV	30%	(176)	46%	(267)	10%	(59)	8%	(45)	6%	(37)	584
Republicans likely to watch SBLV	32%	(120)	45%	(168)	9%	(33)	6%	(22)	7%	(27)	370
Age 18-34 likely to watch SBLV	27%	(108)	47%	(192)	11%	(43)	8%	(33)	7%	(30)	406
Age 35-44 likely to watch SBLV	37%	(89)	35%	(83)	11%	(26)	7%	(18)	10%	(24)	239
Age 45-64 likely to watch SBLV	31%	(139)	46%	(205)	10%	(44)	6%	(25)	8%	(34)	446
Age 65+ likely to watch SBLV	31%	(71)	45%	(104)	12%	(27)	6%	(14)	6%	(14)	231
Whites likely to watch SBLV	31%	(322)	44%	(457)	11%	(111)	7%	(69)	7%	(72)	1030
White (non-hispanic) likely to watch SBLV	33%	(292)	43%	(388)	11%	(96)	6%	(52)	7%	(65)	892
Blacks likely to watch SBLV	28%	(51)	44%	(81)	12%	(22)	9%	(16)	7%	(13)	183
Hispanics likely to watch SBLV	28%	(59)	46%	(98)	8%	(18)	11%	(23)	7%	(15)	213

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	11%	(235)	18%	(398)	21%	(455)	37%	(814)	14%	(299)	2200
Gender: Male	15%	(160)	20%	(211)	19%	(201)	35%	(377)	11%	(113)	1062
Gender: Female	7%	(75)	16%	(187)	22%	(254)	38%	(437)	16%	(186)	1138
Age: 18-34	12%	(82)	26%	(170)	21%	(136)	26%	(173)	14%	(95)	655
Age: 35-44	23%	(80)	21%	(74)	18%	(65)	23%	(82)	16%	(56)	358
Age: 45-64	7%	(55)	14%	(102)	22%	(166)	45%	(337)	12%	(91)	751
Age: 65+	4%	(18)	12%	(53)	20%	(88)	51%	(222)	13%	(57)	436
GenZers: 1997-2012	9%	(24)	27%	(68)	24%	(61)	24%	(62)	16%	(40)	256
Millennials: 1981-1996	18%	(109)	25%	(154)	19%	(115)	24%	(144)	14%	(86)	607
GenXers: 1965-1980	13%	(74)	12%	(70)	23%	(128)	39%	(220)	13%	(72)	563
Baby Boomers: 1946-1964	4%	(25)	14%	(96)	19%	(128)	51%	(346)	12%	(83)	678
PID: Dem (no lean)	17%	(151)	25%	(219)	23%	(195)	22%	(189)	13%	(111)	865
PID: Ind (no lean)	5%	(37)	15%	(102)	23%	(158)	41%	(281)	16%	(112)	690
PID: Rep (no lean)	7%	(48)	12%	(77)	16%	(101)	53%	(344)	12%	(76)	645
PID/Gender: Dem Men	26%	(104)	27%	(107)	17%	(70)	21%	(82)	9%	(37)	400
PID/Gender: Dem Women	10%	(46)	24%	(112)	27%	(125)	23%	(107)	16%	(74)	465
PID/Gender: Ind Men	6%	(20)	17%	(56)	24%	(82)	42%	(143)	11%	(38)	340
PID/Gender: Ind Women	5%	(17)	13%	(45)	22%	(77)	39%	(138)	21%	(73)	350
PID/Gender: Rep Men	11%	(36)	15%	(48)	15%	(49)	47%	(152)	12%	(37)	322
PID/Gender: Rep Women	4%	(12)	9%	(30)	16%	(51)	59%	(192)	12%	(39)	324
Ideo: Liberal (1-3)	18%	(117)	25%	(170)	24%	(160)	22%	(150)	10%	(69)	666
Ideo: Moderate (4)	7%	(40)	21%	(126)	25%	(152)	33%	(202)	15%	(94)	615
Ideo: Conservative (5-7)	10%	(66)	11%	(74)	16%	(104)	55%	(368)	9%	(57)	669
Educ: < College	6%	(94)	16%	(244)	21%	(319)	40%	(612)	16%	(243)	1512
Educ: Bachelors degree	16%	(70)	21%	(92)	20%	(89)	34%	(151)	9%	(41)	444
Educ: Post-grad	29%	(70)	25%	(61)	19%	(47)	21%	(51)	6%	(15)	244
Income: Under 50k	7%	(82)	16%	(200)	22%	(276)	37%	(462)	18%	(220)	1240
Income: 50k-100k	12%	(72)	19%	(116)	19%	(113)	40%	(241)	9%	(57)	599
Income: 100k+	22%	(81)	23%	(82)	18%	(66)	31%	(110)	6%	(22)	361
Ethnicity: White	10%	(179)	16%	(283)	21%	(359)	40%	(682)	13%	(219)	1722
Ethnicity: Hispanic	16%	(55)	23%	(81)	24%	(84)	24%	(85)	13%	(44)	349

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	11%	(235)	18%	(398)	21%	(455)	37%	(814)	14%	(299)	2200
Ethnicity: Black	13%	(35)	29%	(79)	20%	(54)	22%	(60)	17%	(47)	274
Ethnicity: Other	10%	(21)	18%	(36)	20%	(42)	35%	(72)	16%	(33)	204
All Christian	13%	(144)	17%	(184)	22%	(231)	38%	(406)	10%	(107)	1073
All Non-Christian	23%	(27)	23%	(27)	29%	(34)	22%	(26)	4%	(5)	119
Atheist	20%	(17)	9%	(8)	19%	(16)	38%	(32)	13%	(10)	83
Agnostic/Nothing in particular	5%	(27)	21%	(116)	18%	(102)	35%	(193)	21%	(116)	553
Something Else	5%	(20)	17%	(63)	19%	(71)	42%	(158)	16%	(60)	373
Religious Non-Protestant/Catholic	20%	(28)	23%	(32)	29%	(41)	24%	(34)	4%	(5)	139
Evangelical	17%	(111)	20%	(136)	18%	(123)	34%	(228)	11%	(74)	672
Non-Evangelical	6%	(47)	14%	(99)	23%	(168)	44%	(323)	13%	(92)	729
Community: Urban	21%	(161)	22%	(166)	19%	(145)	26%	(201)	12%	(92)	766
Community: Suburban	5%	(45)	18%	(159)	21%	(184)	40%	(349)	15%	(129)	866
Community: Rural	5%	(29)	13%	(72)	22%	(125)	46%	(264)	14%	(78)	568
Employ: Private Sector	18%	(125)	21%	(148)	19%	(130)	32%	(221)	11%	(74)	698
Employ: Government	21%	(30)	28%	(41)	18%	(27)	28%	(42)	4%	(6)	146
Employ: Self-Employed	11%	(20)	19%	(34)	23%	(43)	38%	(70)	10%	(18)	185
Employ: Homemaker	4%	(5)	13%	(16)	18%	(22)	41%	(49)	23%	(27)	119
Employ: Student	9%	(11)	17%	(21)	34%	(44)	25%	(32)	15%	(20)	128
Employ: Retired	4%	(22)	12%	(59)	20%	(99)	49%	(237)	14%	(67)	483
Employ: Unemployed	4%	(11)	20%	(57)	17%	(50)	39%	(115)	21%	(61)	294
Employ: Other	8%	(12)	14%	(21)	28%	(41)	33%	(48)	17%	(26)	147
Military HH: Yes	12%	(44)	16%	(56)	19%	(68)	40%	(144)	13%	(47)	359
Military HH: No	10%	(191)	19%	(342)	21%	(386)	36%	(670)	14%	(252)	1841
RD/WT: Right Direction	17%	(121)	20%	(140)	23%	(158)	31%	(218)	9%	(63)	699
RD/WT: Wrong Track	8%	(114)	17%	(258)	20%	(297)	40%	(597)	16%	(236)	1501
Trump Job Approve	11%	(96)	13%	(112)	18%	(161)	48%	(428)	10%	(93)	889
Trump Job Disapprove	11%	(135)	22%	(271)	23%	(279)	30%	(363)	14%	(172)	1220

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	11%	(235)	18%	(398)	21%	(455)	37%	(814)	14%	(299)	2200
Trump Job Strongly Approve	12%	(67)	12%	(66)	15%	(83)	51%	(282)	9%	(51)	549
Trump Job Somewhat Approve	8%	(28)	14%	(46)	23%	(78)	43%	(146)	12%	(42)	340
Trump Job Somewhat Disapprove	12%	(33)	24%	(68)	21%	(60)	32%	(88)	11%	(31)	280
Trump Job Strongly Disapprove	11%	(102)	22%	(204)	23%	(219)	29%	(275)	15%	(141)	940
Favorable of Trump	11%	(96)	13%	(118)	17%	(151)	48%	(432)	11%	(96)	893
Unfavorable of Trump	11%	(131)	22%	(271)	24%	(287)	29%	(356)	14%	(165)	1210
Very Favorable of Trump	11%	(62)	13%	(73)	14%	(77)	51%	(282)	10%	(56)	550
Somewhat Favorable of Trump	10%	(35)	13%	(45)	22%	(74)	44%	(150)	12%	(40)	344
Somewhat Unfavorable of Trump	12%	(27)	22%	(50)	19%	(43)	36%	(82)	11%	(25)	227
Very Unfavorable of Trump	11%	(104)	22%	(221)	25%	(244)	28%	(274)	14%	(140)	983
#1 Issue: Economy	9%	(72)	17%	(131)	23%	(182)	37%	(290)	14%	(112)	787
#1 Issue: Security	13%	(31)	18%	(44)	14%	(34)	48%	(118)	9%	(21)	248
#1 Issue: Health Care	13%	(54)	22%	(90)	21%	(87)	31%	(129)	12%	(51)	413
#1 Issue: Medicare / Social Security	7%	(19)	16%	(45)	19%	(53)	45%	(125)	14%	(38)	281
#1 Issue: Women's Issues	15%	(18)	19%	(23)	22%	(26)	31%	(36)	13%	(15)	117
#1 Issue: Education	17%	(17)	19%	(19)	18%	(19)	30%	(31)	16%	(17)	102
#1 Issue: Energy	13%	(12)	22%	(20)	30%	(28)	26%	(25)	9%	(9)	95
#1 Issue: Other	7%	(11)	16%	(25)	17%	(26)	38%	(60)	22%	(35)	158
2018 House Vote: Democrat	17%	(125)	26%	(193)	24%	(179)	22%	(169)	12%	(90)	756
2018 House Vote: Republican	8%	(49)	12%	(72)	16%	(94)	56%	(328)	8%	(48)	591
2016 Vote: Hillary Clinton	17%	(124)	26%	(184)	23%	(165)	22%	(162)	12%	(84)	720
2016 Vote: Donald Trump	9%	(60)	11%	(79)	17%	(118)	54%	(370)	9%	(64)	691
2016 Vote: Other	3%	(3)	14%	(14)	20%	(20)	52%	(52)	11%	(11)	100
2016 Vote: Didn't Vote	7%	(47)	17%	(120)	22%	(149)	34%	(231)	20%	(140)	687
Voted in 2014: Yes	13%	(166)	19%	(233)	20%	(248)	39%	(480)	9%	(115)	1242
Voted in 2014: No	7%	(69)	17%	(164)	22%	(206)	35%	(334)	19%	(184)	958
2012 Vote: Barack Obama	15%	(137)	22%	(196)	24%	(213)	28%	(246)	11%	(101)	893
2012 Vote: Mitt Romney	6%	(26)	10%	(42)	16%	(70)	60%	(263)	9%	(38)	440
2012 Vote: Other	5%	(3)	10%	(6)	12%	(7)	67%	(36)	5%	(3)	54
2012 Vote: Didn't Vote	8%	(68)	19%	(154)	20%	(164)	33%	(269)	19%	(156)	810

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	11%	(235)	18%	(398)	21%	(455)	37%	(814)	14%	(299)	2200
4-Region: Northeast	15%	(59)	22%	(87)	20%	(78)	29%	(116)	14%	(54)	394
4-Region: Midwest	7%	(31)	14%	(67)	22%	(104)	41%	(192)	15%	(69)	462
4-Region: South	9%	(71)	17%	(140)	21%	(170)	39%	(323)	15%	(121)	824
4-Region: West	14%	(74)	20%	(104)	20%	(102)	35%	(184)	11%	(55)	520
Sports fans	13%	(208)	22%	(346)	21%	(325)	34%	(537)	10%	(159)	1575
Avid sports fans	24%	(131)	23%	(125)	20%	(108)	28%	(155)	6%	(32)	551
Football fans	13%	(200)	22%	(322)	21%	(316)	34%	(501)	10%	(154)	1494
Avid football fans	22%	(139)	21%	(131)	19%	(117)	31%	(194)	6%	(38)	618
NFL fans	14%	(199)	22%	(315)	22%	(312)	32%	(455)	10%	(141)	1423
Avid NFL fans	22%	(127)	23%	(129)	20%	(113)	30%	(168)	6%	(32)	570
Watched Super Bowl LIV	15%	(167)	22%	(240)	21%	(235)	34%	(368)	8%	(86)	1096
Did not watch Super Bowl LIV	6%	(67)	14%	(158)	20%	(220)	40%	(446)	19%	(212)	1104
Brand politics appropriate	21%	(201)	32%	(299)	23%	(212)	15%	(142)	9%	(88)	942
Brand politics inappropriate	2%	(22)	9%	(86)	20%	(198)	60%	(589)	9%	(90)	985
Likely to watch Super Bowl LV	16%	(210)	23%	(307)	23%	(302)	30%	(398)	8%	(105)	1322
Unlikely to watch Super Bowl LV	3%	(25)	10%	(74)	18%	(138)	51%	(377)	18%	(131)	745
Democrats likely to watch SBLV	23%	(134)	29%	(171)	22%	(131)	18%	(105)	8%	(44)	584
Republicans likely to watch SBLV	12%	(43)	18%	(68)	18%	(65)	44%	(164)	8%	(30)	370
Age 18-34 likely to watch SBLV	17%	(70)	32%	(132)	22%	(90)	21%	(83)	8%	(31)	406
Age 35-44 likely to watch SBLV	32%	(78)	24%	(56)	19%	(45)	15%	(37)	10%	(23)	239
Age 45-64 likely to watch SBLV	11%	(51)	18%	(81)	25%	(112)	39%	(172)	7%	(30)	446
Age 65+ likely to watch SBLV	5%	(12)	16%	(38)	24%	(55)	46%	(105)	9%	(20)	231
Whites likely to watch SBLV	15%	(157)	22%	(227)	23%	(237)	32%	(334)	7%	(76)	1030
White (non-hispanic) likely to watch SBLV	15%	(130)	21%	(183)	22%	(193)	36%	(318)	8%	(68)	892
Blacks likely to watch SBLV	19%	(34)	32%	(59)	23%	(43)	18%	(33)	8%	(14)	183
Hispanics likely to watch SBLV	23%	(48)	27%	(57)	28%	(59)	17%	(36)	6%	(12)	213

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	23%	(501)	28%	(615)	15%	(322)	21%	(464)	14%	(298)	2200
Gender: Male	23%	(247)	28%	(294)	14%	(149)	24%	(255)	11%	(117)	1062
Gender: Female	22%	(254)	28%	(321)	15%	(174)	18%	(209)	16%	(180)	1138
Age: 18-34	27%	(179)	36%	(237)	12%	(81)	11%	(74)	13%	(84)	655
Age: 35-44	32%	(114)	26%	(92)	14%	(50)	13%	(48)	15%	(53)	358
Age: 45-64	19%	(139)	23%	(175)	15%	(115)	29%	(216)	14%	(106)	751
Age: 65+	16%	(69)	26%	(111)	17%	(76)	29%	(125)	12%	(54)	436
GenZers: 1997-2012	28%	(72)	39%	(100)	11%	(27)	10%	(26)	12%	(31)	256
Millennials: 1981-1996	30%	(182)	32%	(196)	14%	(83)	11%	(64)	14%	(82)	607
GenXers: 1965-1980	22%	(123)	24%	(137)	15%	(87)	25%	(142)	13%	(74)	563
Baby Boomers: 1946-1964	17%	(114)	24%	(163)	15%	(99)	30%	(206)	14%	(96)	678
PID: Dem (no lean)	34%	(297)	34%	(296)	11%	(99)	8%	(73)	12%	(101)	865
PID: Ind (no lean)	18%	(124)	29%	(197)	17%	(115)	22%	(149)	15%	(106)	690
PID: Rep (no lean)	12%	(80)	19%	(122)	17%	(109)	38%	(242)	14%	(91)	645
PID/Gender: Dem Men	34%	(138)	34%	(138)	9%	(35)	12%	(48)	10%	(42)	400
PID/Gender: Dem Women	34%	(159)	34%	(158)	14%	(63)	5%	(25)	13%	(59)	465
PID/Gender: Ind Men	16%	(55)	30%	(100)	18%	(60)	26%	(89)	11%	(36)	340
PID/Gender: Ind Women	20%	(69)	28%	(96)	16%	(55)	17%	(60)	20%	(69)	350
PID/Gender: Rep Men	17%	(54)	17%	(56)	17%	(53)	37%	(119)	12%	(39)	322
PID/Gender: Rep Women	8%	(26)	21%	(66)	17%	(56)	38%	(124)	16%	(52)	324
Ideo: Liberal (1-3)	37%	(243)	35%	(235)	11%	(72)	8%	(54)	9%	(62)	666
Ideo: Moderate (4)	20%	(121)	36%	(221)	16%	(101)	14%	(86)	14%	(87)	615
Ideo: Conservative (5-7)	14%	(94)	16%	(109)	17%	(113)	42%	(283)	10%	(70)	669
Educ: < College	19%	(287)	27%	(404)	16%	(238)	23%	(342)	16%	(241)	1512
Educ: Bachelors degree	26%	(117)	29%	(129)	13%	(59)	22%	(96)	10%	(43)	444
Educ: Post-grad	40%	(97)	34%	(82)	10%	(26)	11%	(26)	6%	(14)	244
Income: Under 50k	20%	(249)	26%	(325)	16%	(197)	20%	(249)	18%	(221)	1240
Income: 50k-100k	22%	(134)	30%	(180)	15%	(91)	23%	(135)	10%	(59)	599
Income: 100k+	33%	(118)	30%	(110)	10%	(35)	22%	(81)	5%	(18)	361
Ethnicity: White	21%	(357)	26%	(440)	16%	(280)	24%	(418)	13%	(227)	1722
Ethnicity: Hispanic	29%	(100)	36%	(125)	14%	(48)	10%	(35)	12%	(41)	349

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	23%	(501)	28%	(615)	15%	(322)	21%	(464)	14%	(298)	2200
Ethnicity: Black	37%	(100)	35%	(96)	6%	(15)	10%	(26)	13%	(37)	274
Ethnicity: Other	21%	(44)	39%	(80)	13%	(27)	10%	(20)	17%	(34)	204
All Christian	24%	(257)	28%	(297)	15%	(166)	23%	(245)	10%	(109)	1073
All Non-Christian	45%	(53)	26%	(31)	13%	(16)	11%	(13)	5%	(6)	119
Atheist	26%	(21)	24%	(20)	14%	(12)	22%	(18)	14%	(12)	83
Agnostic/Nothing in particular	17%	(94)	32%	(175)	14%	(78)	19%	(103)	19%	(104)	553
Something Else	20%	(76)	25%	(93)	14%	(51)	23%	(85)	18%	(67)	373
Religious Non-Protestant/Catholic	40%	(55)	27%	(37)	14%	(20)	15%	(21)	5%	(6)	139
Evangelical	27%	(181)	29%	(194)	12%	(83)	20%	(134)	12%	(80)	672
Non-Evangelical	19%	(142)	25%	(182)	17%	(125)	26%	(186)	13%	(94)	729
Community: Urban	33%	(249)	31%	(236)	12%	(89)	14%	(108)	11%	(84)	766
Community: Suburban	18%	(157)	31%	(271)	16%	(137)	21%	(181)	14%	(120)	866
Community: Rural	17%	(94)	19%	(108)	17%	(97)	31%	(175)	16%	(94)	568
Employ: Private Sector	27%	(188)	31%	(216)	13%	(92)	19%	(131)	10%	(71)	698
Employ: Government	27%	(40)	37%	(54)	12%	(18)	15%	(22)	8%	(12)	146
Employ: Self-Employed	26%	(48)	24%	(45)	17%	(32)	24%	(45)	9%	(16)	185
Employ: Homemaker	17%	(20)	21%	(25)	26%	(31)	16%	(20)	19%	(23)	119
Employ: Student	31%	(39)	36%	(46)	10%	(13)	12%	(15)	11%	(14)	128
Employ: Retired	16%	(76)	25%	(118)	17%	(83)	28%	(134)	15%	(71)	483
Employ: Unemployed	20%	(58)	23%	(68)	13%	(39)	22%	(65)	22%	(65)	294
Employ: Other	22%	(32)	29%	(43)	10%	(15)	22%	(32)	17%	(24)	147
Military HH: Yes	18%	(66)	25%	(89)	12%	(44)	31%	(110)	14%	(50)	359
Military HH: No	24%	(434)	29%	(526)	15%	(279)	19%	(354)	13%	(248)	1841
RD/WT: Right Direction	26%	(183)	26%	(184)	17%	(117)	21%	(145)	10%	(71)	699
RD/WT: Wrong Track	21%	(318)	29%	(431)	14%	(206)	21%	(319)	15%	(226)	1501
Trump Job Approve	15%	(134)	21%	(183)	16%	(146)	35%	(314)	13%	(113)	889
Trump Job Disapprove	29%	(358)	34%	(410)	13%	(161)	12%	(142)	12%	(149)	1220

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	23%	(501)	28%	(615)	15%	(322)	21%	(464)	14%	(298)	2200
Trump Job Strongly Approve	15%	(84)	18%	(101)	15%	(81)	40%	(218)	12%	(65)	549
Trump Job Somewhat Approve	15%	(50)	24%	(82)	19%	(66)	28%	(96)	14%	(47)	340
Trump Job Somewhat Disapprove	20%	(57)	34%	(96)	24%	(66)	11%	(30)	11%	(31)	280
Trump Job Strongly Disapprove	32%	(301)	33%	(315)	10%	(95)	12%	(111)	13%	(118)	940
Favorable of Trump	16%	(142)	20%	(176)	17%	(148)	35%	(310)	13%	(117)	893
Unfavorable of Trump	28%	(345)	34%	(417)	13%	(162)	12%	(142)	12%	(144)	1210
Very Favorable of Trump	17%	(93)	19%	(104)	14%	(79)	38%	(208)	12%	(65)	550
Somewhat Favorable of Trump	14%	(49)	21%	(72)	20%	(69)	30%	(102)	15%	(52)	344
Somewhat Unfavorable of Trump	19%	(43)	35%	(80)	20%	(45)	17%	(38)	9%	(22)	227
Very Unfavorable of Trump	31%	(302)	34%	(337)	12%	(117)	11%	(104)	12%	(123)	983
#1 Issue: Economy	22%	(169)	26%	(203)	18%	(140)	20%	(158)	15%	(117)	787
#1 Issue: Security	16%	(40)	23%	(58)	17%	(41)	35%	(87)	9%	(22)	248
#1 Issue: Health Care	26%	(109)	36%	(149)	11%	(45)	15%	(61)	12%	(49)	413
#1 Issue: Medicare / Social Security	19%	(52)	25%	(69)	15%	(41)	28%	(78)	15%	(41)	281
#1 Issue: Women's Issues	33%	(39)	33%	(38)	6%	(8)	14%	(17)	14%	(16)	117
#1 Issue: Education	28%	(29)	29%	(29)	14%	(14)	9%	(9)	20%	(21)	102
#1 Issue: Energy	32%	(30)	33%	(31)	14%	(13)	14%	(14)	7%	(7)	95
#1 Issue: Other	21%	(33)	24%	(38)	13%	(21)	26%	(41)	16%	(26)	158
2018 House Vote: Democrat	34%	(255)	34%	(255)	13%	(99)	9%	(69)	10%	(78)	756
2018 House Vote: Republican	13%	(77)	18%	(109)	17%	(103)	40%	(237)	11%	(64)	591
2016 Vote: Hillary Clinton	35%	(250)	34%	(243)	13%	(91)	7%	(54)	11%	(82)	720
2016 Vote: Donald Trump	12%	(85)	19%	(131)	17%	(120)	39%	(272)	12%	(83)	691
2016 Vote: Other	22%	(22)	27%	(27)	13%	(13)	28%	(28)	9%	(9)	100
2016 Vote: Didn't Vote	20%	(141)	31%	(214)	14%	(98)	16%	(110)	18%	(124)	687
Voted in 2014: Yes	26%	(323)	25%	(316)	15%	(184)	24%	(294)	10%	(124)	1242
Voted in 2014: No	19%	(177)	31%	(299)	14%	(138)	18%	(170)	18%	(174)	958
2012 Vote: Barack Obama	32%	(282)	33%	(290)	13%	(112)	12%	(110)	11%	(99)	893
2012 Vote: Mitt Romney	10%	(45)	13%	(56)	21%	(90)	45%	(197)	12%	(51)	440
2012 Vote: Other	7%	(4)	15%	(8)	19%	(10)	49%	(26)	10%	(6)	54
2012 Vote: Didn't Vote	21%	(167)	32%	(261)	14%	(110)	16%	(131)	17%	(142)	810

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	23%	(501)	28%	(615)	15%	(322)	21%	(464)	14%	(298)	2200
4-Region: Northeast	26%	(103)	30%	(117)	13%	(53)	16%	(64)	14%	(56)	394
4-Region: Midwest	17%	(77)	27%	(127)	15%	(70)	25%	(118)	15%	(71)	462
4-Region: South	23%	(187)	25%	(203)	15%	(126)	23%	(192)	14%	(116)	824
4-Region: West	26%	(133)	32%	(168)	14%	(74)	17%	(90)	10%	(54)	520
Sports fans	26%	(404)	31%	(487)	15%	(240)	18%	(287)	10%	(158)	1575
Avid sports fans	32%	(179)	31%	(173)	14%	(77)	16%	(86)	7%	(36)	551
Football fans	25%	(374)	31%	(457)	16%	(233)	18%	(276)	10%	(154)	1494
Avid football fans	31%	(191)	31%	(190)	14%	(84)	17%	(104)	8%	(49)	618
NFL fans	26%	(368)	32%	(453)	15%	(218)	17%	(244)	10%	(139)	1423
Avid NFL fans	32%	(185)	30%	(173)	15%	(86)	15%	(84)	7%	(42)	570
Watched Super Bowl LIV	26%	(289)	30%	(329)	17%	(185)	18%	(200)	8%	(93)	1096
Did not watch Super Bowl LIV	19%	(212)	26%	(286)	12%	(138)	24%	(264)	19%	(205)	1104
Brand politics appropriate	38%	(357)	37%	(347)	10%	(99)	6%	(59)	8%	(80)	942
Brand politics inappropriate	11%	(105)	22%	(220)	20%	(195)	37%	(366)	10%	(100)	985
Likely to watch Super Bowl LV	28%	(370)	33%	(438)	16%	(205)	16%	(206)	8%	(103)	1322
Unlikely to watch Super Bowl LV	14%	(107)	22%	(161)	13%	(97)	33%	(243)	18%	(137)	745
Democrats likely to watch SBLV	38%	(223)	39%	(227)	11%	(62)	6%	(36)	6%	(37)	584
Republicans likely to watch SBLV	18%	(68)	23%	(86)	20%	(73)	29%	(107)	10%	(37)	370
Age 18-34 likely to watch SBLV	30%	(121)	42%	(172)	13%	(53)	7%	(28)	8%	(32)	406
Age 35-44 likely to watch SBLV	40%	(96)	27%	(65)	14%	(33)	12%	(28)	7%	(17)	239
Age 45-64 likely to watch SBLV	26%	(114)	27%	(120)	17%	(77)	21%	(95)	9%	(40)	446
Age 65+ likely to watch SBLV	17%	(38)	35%	(81)	18%	(43)	24%	(55)	6%	(14)	231
Whites likely to watch SBLV	26%	(270)	31%	(316)	18%	(181)	18%	(188)	7%	(75)	1030
White (non-hispanic) likely to watch SBLV	25%	(227)	30%	(266)	17%	(150)	20%	(176)	8%	(73)	892
Blacks likely to watch SBLV	39%	(72)	42%	(76)	5%	(10)	6%	(12)	7%	(13)	183
Hispanics likely to watch SBLV	36%	(76)	38%	(81)	17%	(35)	6%	(14)	3%	(7)	213

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	27%	(588)	31%	(690)	13%	(287)	15%	(321)	14%	(314)	2200
Gender: Male	32%	(344)	35%	(372)	11%	(117)	12%	(123)	10%	(106)	1062
Gender: Female	21%	(244)	28%	(319)	15%	(170)	17%	(198)	18%	(208)	1138
Age: 18-34	19%	(126)	29%	(189)	19%	(124)	18%	(115)	15%	(101)	655
Age: 35-44	34%	(120)	28%	(99)	11%	(38)	12%	(43)	16%	(58)	358
Age: 45-64	28%	(211)	33%	(249)	12%	(89)	13%	(96)	14%	(106)	751
Age: 65+	30%	(131)	35%	(154)	8%	(36)	15%	(67)	11%	(49)	436
GenZers: 1997-2012	6%	(16)	24%	(62)	24%	(62)	26%	(67)	19%	(48)	256
Millennials: 1981-1996	30%	(184)	31%	(190)	14%	(84)	11%	(64)	14%	(85)	607
GenXers: 1965-1980	27%	(155)	33%	(187)	12%	(67)	14%	(78)	14%	(77)	563
Baby Boomers: 1946-1964	31%	(207)	32%	(217)	10%	(68)	14%	(94)	14%	(93)	678
PID: Dem (no lean)	22%	(188)	36%	(311)	15%	(129)	14%	(122)	13%	(116)	865
PID: Ind (no lean)	22%	(154)	25%	(174)	16%	(110)	18%	(125)	18%	(127)	690
PID: Rep (no lean)	38%	(246)	32%	(206)	8%	(49)	11%	(74)	11%	(71)	645
PID/Gender: Dem Men	29%	(117)	38%	(152)	11%	(44)	12%	(47)	10%	(41)	400
PID/Gender: Dem Women	15%	(71)	34%	(159)	18%	(85)	16%	(75)	16%	(75)	465
PID/Gender: Ind Men	27%	(90)	31%	(104)	15%	(53)	17%	(58)	10%	(35)	340
PID/Gender: Ind Women	18%	(64)	20%	(70)	16%	(57)	19%	(67)	26%	(92)	350
PID/Gender: Rep Men	43%	(137)	36%	(115)	6%	(20)	6%	(18)	10%	(31)	322
PID/Gender: Rep Women	34%	(109)	28%	(90)	9%	(28)	17%	(56)	12%	(40)	324
Ideo: Liberal (1-3)	20%	(132)	32%	(213)	19%	(127)	18%	(120)	11%	(74)	666
Ideo: Moderate (4)	24%	(148)	36%	(223)	14%	(84)	11%	(69)	15%	(91)	615
Ideo: Conservative (5-7)	43%	(287)	29%	(195)	6%	(41)	13%	(88)	9%	(58)	669
Educ: < College	24%	(364)	29%	(438)	14%	(210)	16%	(237)	17%	(263)	1512
Educ: Bachelors degree	29%	(129)	37%	(163)	12%	(52)	14%	(62)	8%	(37)	444
Educ: Post-grad	39%	(94)	36%	(88)	10%	(25)	9%	(22)	6%	(14)	244
Income: Under 50k	21%	(262)	29%	(363)	14%	(174)	16%	(201)	19%	(240)	1240
Income: 50k-100k	31%	(183)	33%	(200)	12%	(72)	14%	(87)	10%	(58)	599
Income: 100k+	40%	(143)	35%	(128)	11%	(41)	9%	(33)	5%	(16)	361
Ethnicity: White	29%	(498)	32%	(556)	12%	(213)	14%	(233)	13%	(223)	1722
Ethnicity: Hispanic	22%	(78)	28%	(99)	16%	(57)	16%	(57)	17%	(59)	349

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	27%	(588)	31%	(690)	13%	(287)	15%	(321)	14%	(314)	2200
Ethnicity: Black	22%	(60)	29%	(80)	15%	(42)	16%	(45)	18%	(48)	274
Ethnicity: Other	15%	(30)	27%	(55)	16%	(33)	21%	(43)	21%	(43)	204
All Christian	36%	(388)	34%	(369)	9%	(102)	11%	(115)	9%	(100)	1073
All Non-Christian	31%	(37)	36%	(43)	15%	(18)	12%	(15)	5%	(6)	119
Atheist	18%	(15)	18%	(15)	18%	(15)	31%	(26)	15%	(12)	83
Agnostic/Nothing in particular	14%	(76)	28%	(154)	16%	(89)	19%	(103)	24%	(130)	553
Something Else	19%	(72)	29%	(110)	17%	(63)	17%	(63)	18%	(66)	373
Religious Non-Protestant/Catholic	29%	(41)	36%	(50)	18%	(25)	13%	(18)	4%	(6)	139
Evangelical	36%	(244)	34%	(227)	10%	(68)	10%	(65)	10%	(67)	672
Non-Evangelical	28%	(201)	32%	(236)	12%	(87)	15%	(109)	13%	(96)	729
Community: Urban	31%	(240)	31%	(236)	11%	(84)	15%	(113)	12%	(92)	766
Community: Suburban	23%	(197)	34%	(295)	16%	(137)	13%	(111)	15%	(127)	866
Community: Rural	26%	(150)	28%	(159)	12%	(66)	17%	(97)	17%	(95)	568
Employ: Private Sector	34%	(236)	32%	(221)	12%	(84)	11%	(79)	11%	(78)	698
Employ: Government	35%	(51)	38%	(56)	15%	(22)	5%	(7)	7%	(10)	146
Employ: Self-Employed	24%	(44)	31%	(58)	15%	(29)	18%	(33)	12%	(22)	185
Employ: Homemaker	25%	(29)	35%	(41)	13%	(16)	7%	(9)	20%	(24)	119
Employ: Student	6%	(7)	29%	(38)	20%	(26)	24%	(31)	20%	(26)	128
Employ: Retired	27%	(130)	35%	(169)	9%	(45)	15%	(73)	14%	(66)	483
Employ: Unemployed	22%	(65)	24%	(70)	17%	(49)	18%	(54)	19%	(57)	294
Employ: Other	17%	(25)	26%	(38)	11%	(16)	24%	(36)	22%	(32)	147
Military HH: Yes	39%	(139)	33%	(119)	7%	(24)	9%	(33)	12%	(43)	359
Military HH: No	24%	(449)	31%	(571)	14%	(263)	16%	(288)	15%	(271)	1841
RD/WT: Right Direction	35%	(245)	34%	(235)	14%	(98)	9%	(66)	8%	(55)	699
RD/WT: Wrong Track	23%	(343)	30%	(455)	13%	(189)	17%	(255)	17%	(259)	1501
Trump Job Approve	40%	(353)	31%	(274)	9%	(78)	10%	(90)	11%	(95)	889
Trump Job Disapprove	18%	(222)	32%	(396)	16%	(198)	18%	(219)	15%	(185)	1220

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	27%	(588)	31%	(690)	13%	(287)	15%	(321)	14%	(314)	2200
Trump Job Strongly Approve	44%	(240)	30%	(165)	6%	(33)	10%	(55)	10%	(56)	549
Trump Job Somewhat Approve	33%	(113)	32%	(108)	13%	(45)	10%	(35)	12%	(39)	340
Trump Job Somewhat Disapprove	14%	(40)	38%	(107)	20%	(55)	12%	(33)	16%	(45)	280
Trump Job Strongly Disapprove	19%	(181)	31%	(289)	15%	(144)	20%	(186)	15%	(140)	940
Favorable of Trump	40%	(360)	30%	(269)	8%	(71)	11%	(97)	11%	(97)	893
Unfavorable of Trump	18%	(220)	34%	(408)	17%	(205)	17%	(207)	14%	(171)	1210
Very Favorable of Trump	45%	(246)	29%	(157)	6%	(32)	11%	(60)	10%	(55)	550
Somewhat Favorable of Trump	33%	(114)	33%	(112)	11%	(39)	11%	(37)	12%	(42)	344
Somewhat Unfavorable of Trump	17%	(39)	41%	(94)	15%	(34)	14%	(32)	12%	(28)	227
Very Unfavorable of Trump	18%	(181)	32%	(314)	17%	(171)	18%	(174)	14%	(142)	983
#1 Issue: Economy	28%	(218)	34%	(264)	12%	(97)	13%	(101)	14%	(108)	787
#1 Issue: Security	38%	(94)	39%	(96)	6%	(15)	8%	(19)	10%	(24)	248
#1 Issue: Health Care	25%	(104)	26%	(108)	19%	(79)	15%	(62)	14%	(59)	413
#1 Issue: Medicare / Social Security	30%	(84)	33%	(92)	8%	(23)	16%	(44)	13%	(38)	281
#1 Issue: Women's Issues	16%	(19)	22%	(25)	20%	(24)	25%	(29)	17%	(20)	117
#1 Issue: Education	19%	(19)	27%	(28)	18%	(19)	14%	(14)	21%	(22)	102
#1 Issue: Energy	14%	(13)	37%	(35)	14%	(13)	24%	(23)	11%	(10)	95
#1 Issue: Other	24%	(37)	26%	(41)	11%	(17)	18%	(29)	21%	(34)	158
2018 House Vote: Democrat	26%	(196)	36%	(276)	14%	(103)	12%	(92)	12%	(90)	756
2018 House Vote: Republican	42%	(246)	33%	(194)	7%	(40)	10%	(61)	8%	(50)	591
2016 Vote: Hillary Clinton	25%	(177)	37%	(263)	13%	(97)	13%	(94)	12%	(90)	720
2016 Vote: Donald Trump	42%	(290)	32%	(223)	7%	(51)	9%	(61)	10%	(66)	691
2016 Vote: Other	16%	(15)	36%	(36)	15%	(15)	24%	(24)	10%	(10)	100
2016 Vote: Didn't Vote	15%	(105)	24%	(168)	18%	(123)	21%	(142)	22%	(149)	687
Voted in 2014: Yes	34%	(423)	34%	(428)	11%	(131)	12%	(147)	9%	(113)	1242
Voted in 2014: No	17%	(165)	27%	(262)	16%	(156)	18%	(174)	21%	(201)	958
2012 Vote: Barack Obama	28%	(246)	37%	(335)	12%	(108)	12%	(104)	11%	(100)	893
2012 Vote: Mitt Romney	42%	(185)	31%	(135)	7%	(31)	11%	(48)	9%	(40)	440
2012 Vote: Other	28%	(15)	21%	(11)	10%	(6)	29%	(15)	12%	(7)	54
2012 Vote: Didn't Vote	17%	(139)	26%	(209)	18%	(142)	19%	(153)	21%	(167)	810

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	27%	(588)	31%	(690)	13%	(287)	15%	(321)	14%	(314)	2200
4-Region: Northeast	32%	(127)	29%	(115)	13%	(52)	10%	(40)	15%	(61)	394
4-Region: Midwest	26%	(122)	32%	(146)	11%	(53)	15%	(70)	15%	(71)	462
4-Region: South	27%	(226)	28%	(229)	14%	(119)	16%	(133)	14%	(117)	824
4-Region: West	22%	(112)	38%	(200)	12%	(64)	15%	(78)	13%	(66)	520
Sports fans	31%	(490)	36%	(564)	13%	(204)	10%	(153)	10%	(164)	1575
Avid sports fans	40%	(219)	34%	(188)	11%	(58)	8%	(46)	7%	(40)	551
Football fans	31%	(468)	36%	(539)	12%	(184)	10%	(142)	11%	(161)	1494
Avid football fans	40%	(250)	34%	(213)	10%	(63)	7%	(45)	8%	(47)	618
NFL fans	32%	(457)	36%	(506)	13%	(179)	10%	(135)	10%	(144)	1423
Avid NFL fans	39%	(224)	35%	(198)	11%	(62)	7%	(42)	8%	(44)	570
Watched Super Bowl LIV	35%	(386)	34%	(370)	13%	(141)	9%	(96)	9%	(102)	1096
Did not watch Super Bowl LIV	18%	(202)	29%	(320)	13%	(146)	20%	(225)	19%	(212)	1104
Brand politics appropriate	29%	(274)	35%	(332)	15%	(141)	11%	(107)	9%	(88)	942
Brand politics inappropriate	29%	(285)	32%	(315)	13%	(124)	17%	(165)	10%	(95)	985
Likely to watch Super Bowl LV	32%	(426)	37%	(488)	14%	(182)	9%	(114)	9%	(113)	1322
Unlikely to watch Super Bowl LV	19%	(143)	24%	(179)	12%	(92)	25%	(186)	20%	(145)	745
Democrats likely to watch SBLV	27%	(155)	41%	(237)	14%	(83)	10%	(60)	8%	(49)	584
Republicans likely to watch SBLV	46%	(171)	35%	(130)	6%	(23)	6%	(24)	6%	(23)	370
Age 18-34 likely to watch SBLV	22%	(91)	37%	(150)	21%	(86)	11%	(43)	9%	(36)	406
Age 35-44 likely to watch SBLV	41%	(98)	31%	(75)	11%	(26)	6%	(15)	11%	(25)	239
Age 45-64 likely to watch SBLV	35%	(158)	37%	(164)	12%	(52)	8%	(34)	9%	(38)	446
Age 65+ likely to watch SBLV	34%	(79)	43%	(99)	8%	(18)	10%	(22)	6%	(13)	231
Whites likely to watch SBLV	35%	(358)	37%	(386)	12%	(126)	8%	(82)	8%	(78)	1030
White (non-hispanic) likely to watch SBLV	36%	(323)	38%	(337)	11%	(97)	7%	(66)	8%	(69)	892
Blacks likely to watch SBLV	26%	(48)	33%	(61)	18%	(34)	13%	(25)	9%	(16)	183
Hispanics likely to watch SBLV	25%	(53)	36%	(77)	21%	(45)	10%	(21)	8%	(16)	213

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	16%	(345)	27%	(591)	20%	(435)	23%	(516)	14%	(313)	2200
Gender: Male	20%	(208)	28%	(299)	17%	(183)	22%	(236)	13%	(136)	1062
Gender: Female	12%	(137)	26%	(292)	22%	(252)	25%	(280)	16%	(177)	1138
Age: 18-34	17%	(112)	29%	(188)	19%	(127)	22%	(144)	13%	(84)	655
Age: 35-44	26%	(92)	25%	(88)	14%	(51)	19%	(67)	17%	(60)	358
Age: 45-64	14%	(102)	25%	(188)	22%	(166)	25%	(190)	14%	(105)	751
Age: 65+	9%	(39)	29%	(126)	21%	(91)	26%	(116)	15%	(64)	436
GenZers: 1997-2012	14%	(35)	31%	(79)	22%	(57)	22%	(57)	11%	(27)	256
Millennials: 1981-1996	23%	(139)	27%	(167)	18%	(107)	18%	(107)	14%	(87)	607
GenXers: 1965-1980	15%	(86)	24%	(134)	20%	(115)	26%	(146)	15%	(82)	563
Baby Boomers: 1946-1964	11%	(77)	27%	(186)	20%	(138)	26%	(177)	15%	(100)	678
PID: Dem (no lean)	24%	(209)	34%	(292)	17%	(149)	12%	(106)	12%	(108)	865
PID: Ind (no lean)	12%	(80)	24%	(165)	19%	(133)	28%	(195)	17%	(117)	690
PID: Rep (no lean)	9%	(56)	21%	(133)	24%	(153)	33%	(215)	14%	(88)	645
PID/Gender: Dem Men	30%	(119)	35%	(139)	12%	(48)	11%	(45)	12%	(50)	400
PID/Gender: Dem Women	19%	(90)	33%	(153)	22%	(101)	13%	(61)	13%	(58)	465
PID/Gender: Ind Men	13%	(44)	26%	(89)	16%	(55)	31%	(107)	13%	(45)	340
PID/Gender: Ind Women	10%	(36)	22%	(76)	22%	(77)	25%	(88)	21%	(73)	350
PID/Gender: Rep Men	14%	(45)	22%	(70)	25%	(80)	26%	(85)	13%	(41)	322
PID/Gender: Rep Women	3%	(11)	19%	(63)	23%	(73)	40%	(131)	14%	(46)	324
Ideo: Liberal (1-3)	26%	(176)	30%	(198)	17%	(113)	15%	(102)	11%	(77)	666
Ideo: Moderate (4)	12%	(72)	34%	(212)	23%	(141)	16%	(97)	15%	(93)	615
Ideo: Conservative (5-7)	11%	(77)	18%	(121)	20%	(136)	39%	(260)	11%	(76)	669
Educ: < College	11%	(166)	24%	(367)	21%	(319)	27%	(412)	16%	(248)	1512
Educ: Bachelors degree	22%	(95)	31%	(139)	18%	(81)	18%	(79)	11%	(50)	444
Educ: Post-grad	34%	(84)	35%	(85)	14%	(35)	10%	(25)	6%	(15)	244
Income: Under 50k	11%	(142)	25%	(306)	21%	(261)	25%	(305)	18%	(226)	1240
Income: 50k-100k	18%	(105)	29%	(171)	20%	(119)	23%	(140)	11%	(64)	599
Income: 100k+	27%	(98)	31%	(113)	15%	(55)	20%	(71)	6%	(23)	361
Ethnicity: White	14%	(248)	25%	(432)	21%	(363)	26%	(443)	14%	(235)	1722
Ethnicity: Hispanic	20%	(69)	33%	(115)	18%	(64)	14%	(47)	15%	(54)	349

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	16%	(345)	27%	(591)	20%	(435)	23%	(516)	14%	(313)	2200
Ethnicity: Black	24%	(65)	33%	(90)	13%	(35)	15%	(41)	16%	(43)	274
Ethnicity: Other	16%	(32)	34%	(69)	18%	(36)	16%	(32)	17%	(35)	204
All Christian	19%	(202)	28%	(305)	19%	(203)	22%	(241)	11%	(122)	1073
All Non-Christian	32%	(38)	37%	(44)	14%	(17)	12%	(14)	5%	(6)	119
Atheist	20%	(17)	15%	(12)	21%	(17)	27%	(22)	18%	(15)	83
Agnostic/Nothing in particular	8%	(46)	27%	(148)	19%	(108)	26%	(142)	20%	(110)	553
Something Else	12%	(44)	22%	(82)	24%	(90)	26%	(97)	16%	(61)	373
Religious Non-Protestant/Catholic	27%	(38)	34%	(47)	18%	(25)	17%	(23)	5%	(6)	139
Evangelical	23%	(152)	28%	(187)	16%	(108)	21%	(142)	12%	(83)	672
Non-Evangelical	12%	(87)	26%	(190)	23%	(168)	26%	(187)	13%	(98)	729
Community: Urban	25%	(191)	30%	(226)	16%	(123)	17%	(129)	13%	(96)	766
Community: Suburban	11%	(97)	28%	(243)	22%	(190)	24%	(204)	15%	(133)	866
Community: Rural	10%	(58)	21%	(122)	21%	(122)	32%	(183)	15%	(84)	568
Employ: Private Sector	20%	(141)	29%	(200)	19%	(131)	22%	(151)	11%	(76)	698
Employ: Government	29%	(42)	31%	(45)	18%	(26)	17%	(25)	5%	(8)	146
Employ: Self-Employed	13%	(25)	27%	(50)	21%	(39)	27%	(51)	11%	(21)	185
Employ: Homemaker	8%	(9)	25%	(30)	20%	(24)	26%	(31)	21%	(25)	119
Employ: Student	16%	(20)	36%	(46)	18%	(23)	20%	(26)	10%	(13)	128
Employ: Retired	10%	(50)	27%	(131)	20%	(96)	26%	(126)	16%	(80)	483
Employ: Unemployed	13%	(38)	20%	(59)	22%	(65)	24%	(70)	21%	(62)	294
Employ: Other	14%	(20)	21%	(31)	21%	(30)	25%	(37)	19%	(28)	147
Military HH: Yes	18%	(65)	26%	(94)	22%	(78)	21%	(77)	13%	(46)	359
Military HH: No	15%	(280)	27%	(497)	19%	(357)	24%	(439)	15%	(267)	1841
RD/WT: Right Direction	22%	(151)	28%	(196)	21%	(148)	19%	(135)	10%	(69)	699
RD/WT: Wrong Track	13%	(194)	26%	(395)	19%	(287)	25%	(381)	16%	(244)	1501
Trump Job Approve	12%	(102)	22%	(192)	22%	(198)	33%	(291)	12%	(106)	889
Trump Job Disapprove	19%	(235)	31%	(382)	18%	(225)	17%	(208)	14%	(171)	1220

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	16%	(345)	27%	(591)	20%	(435)	23%	(516)	14%	(313)	2200
Trump Job Strongly Approve	13%	(69)	18%	(100)	21%	(115)	37%	(204)	11%	(62)	549
Trump Job Somewhat Approve	10%	(34)	27%	(92)	24%	(83)	26%	(87)	13%	(45)	340
Trump Job Somewhat Disapprove	15%	(42)	32%	(90)	19%	(52)	18%	(51)	16%	(44)	280
Trump Job Strongly Disapprove	20%	(193)	31%	(291)	18%	(173)	17%	(157)	14%	(127)	940
Favorable of Trump	11%	(97)	22%	(194)	22%	(196)	34%	(301)	12%	(105)	893
Unfavorable of Trump	20%	(242)	31%	(379)	19%	(225)	16%	(196)	14%	(170)	1210
Very Favorable of Trump	11%	(60)	21%	(116)	19%	(106)	37%	(203)	12%	(64)	550
Somewhat Favorable of Trump	11%	(37)	23%	(77)	26%	(90)	29%	(98)	12%	(41)	344
Somewhat Unfavorable of Trump	19%	(43)	29%	(65)	16%	(37)	20%	(46)	16%	(35)	227
Very Unfavorable of Trump	20%	(198)	32%	(313)	19%	(188)	15%	(149)	14%	(134)	983
#1 Issue: Economy	16%	(123)	24%	(186)	21%	(166)	26%	(205)	14%	(106)	787
#1 Issue: Security	14%	(35)	23%	(57)	29%	(73)	23%	(56)	11%	(27)	248
#1 Issue: Health Care	19%	(77)	35%	(145)	16%	(67)	16%	(67)	14%	(57)	413
#1 Issue: Medicare / Social Security	11%	(30)	27%	(76)	19%	(53)	27%	(76)	17%	(46)	281
#1 Issue: Women's Issues	18%	(21)	27%	(32)	15%	(17)	28%	(32)	13%	(15)	117
#1 Issue: Education	20%	(21)	25%	(26)	16%	(16)	21%	(21)	18%	(18)	102
#1 Issue: Energy	19%	(18)	26%	(24)	25%	(23)	20%	(19)	10%	(10)	95
#1 Issue: Other	13%	(21)	27%	(43)	12%	(19)	26%	(40)	22%	(34)	158
2018 House Vote: Democrat	25%	(189)	34%	(260)	16%	(123)	12%	(89)	13%	(95)	756
2018 House Vote: Republican	11%	(64)	18%	(105)	24%	(140)	36%	(215)	11%	(67)	591
2016 Vote: Hillary Clinton	25%	(178)	35%	(255)	16%	(115)	12%	(84)	12%	(87)	720
2016 Vote: Donald Trump	10%	(68)	21%	(142)	23%	(160)	34%	(236)	12%	(85)	691
2016 Vote: Other	17%	(17)	18%	(18)	21%	(21)	32%	(32)	12%	(12)	100
2016 Vote: Didn't Vote	12%	(82)	25%	(175)	20%	(139)	24%	(163)	19%	(129)	687
Voted in 2014: Yes	19%	(233)	27%	(331)	20%	(248)	24%	(298)	11%	(133)	1242
Voted in 2014: No	12%	(113)	27%	(260)	20%	(187)	23%	(219)	19%	(180)	958
2012 Vote: Barack Obama	22%	(200)	30%	(267)	19%	(168)	17%	(151)	12%	(107)	893
2012 Vote: Mitt Romney	9%	(41)	18%	(78)	24%	(107)	37%	(163)	12%	(51)	440
2012 Vote: Other	12%	(6)	10%	(5)	16%	(9)	51%	(28)	11%	(6)	54
2012 Vote: Didn't Vote	12%	(96)	30%	(240)	19%	(151)	22%	(175)	18%	(148)	810

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	16%	(345)	27%	(591)	20%	(435)	23%	(516)	14%	(313)	2200
4-Region: Northeast	22%	(88)	25%	(99)	17%	(68)	19%	(74)	16%	(64)	394
4-Region: Midwest	11%	(50)	22%	(100)	22%	(103)	32%	(146)	14%	(64)	462
4-Region: South	14%	(116)	26%	(211)	20%	(166)	25%	(204)	15%	(127)	824
4-Region: West	18%	(91)	35%	(180)	19%	(98)	18%	(92)	11%	(58)	520
Sports fans	19%	(299)	29%	(452)	20%	(322)	21%	(325)	11%	(178)	1575
Avid sports fans	29%	(162)	30%	(163)	17%	(93)	17%	(92)	7%	(40)	551
Football fans	19%	(279)	28%	(424)	21%	(314)	20%	(300)	12%	(177)	1494
Avid football fans	26%	(162)	31%	(192)	16%	(98)	19%	(116)	8%	(50)	618
NFL fans	20%	(279)	29%	(410)	21%	(296)	19%	(274)	11%	(162)	1423
Avid NFL fans	27%	(155)	30%	(172)	17%	(98)	17%	(96)	9%	(49)	570
Watched Super Bowl LIV	21%	(231)	29%	(320)	19%	(203)	21%	(228)	10%	(114)	1096
Did not watch Super Bowl LIV	10%	(115)	25%	(271)	21%	(231)	26%	(289)	18%	(199)	1104
Brand politics appropriate	26%	(249)	35%	(327)	19%	(175)	12%	(117)	8%	(73)	942
Brand politics inappropriate	8%	(74)	22%	(219)	23%	(227)	35%	(345)	12%	(120)	985
Likely to watch Super Bowl LV	21%	(279)	31%	(405)	21%	(279)	18%	(232)	10%	(127)	1322
Unlikely to watch Super Bowl LV	8%	(60)	22%	(162)	19%	(138)	34%	(255)	17%	(129)	745
Democrats likely to watch SBLV	29%	(168)	35%	(206)	17%	(101)	10%	(59)	9%	(51)	584
Republicans likely to watch SBLV	14%	(51)	24%	(89)	26%	(95)	27%	(99)	10%	(37)	370
Age 18-34 likely to watch SBLV	21%	(86)	32%	(129)	23%	(92)	16%	(65)	8%	(34)	406
Age 35-44 likely to watch SBLV	37%	(88)	27%	(65)	13%	(31)	12%	(29)	11%	(26)	239
Age 45-64 likely to watch SBLV	18%	(80)	30%	(133)	23%	(102)	19%	(85)	10%	(47)	446
Age 65+ likely to watch SBLV	11%	(25)	34%	(78)	24%	(54)	23%	(53)	9%	(20)	231
Whites likely to watch SBLV	19%	(200)	30%	(306)	22%	(230)	19%	(199)	9%	(95)	1030
White (non-hispanic) likely to watch SBLV	18%	(164)	29%	(262)	23%	(201)	20%	(182)	9%	(83)	892
Blacks likely to watch SBLV	30%	(55)	34%	(62)	14%	(26)	15%	(27)	7%	(12)	183
Hispanics likely to watch SBLV	25%	(54)	36%	(76)	22%	(47)	9%	(19)	9%	(18)	213

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	11%	(241)	16%	(343)	21%	(456)	39%	(864)	13%	(295)	2200
Gender: Male	15%	(159)	18%	(188)	22%	(232)	34%	(364)	11%	(118)	1062
Gender: Female	7%	(82)	14%	(155)	20%	(224)	44%	(499)	16%	(177)	1138
Age: 18-34	14%	(89)	22%	(147)	24%	(155)	27%	(177)	13%	(87)	655
Age: 35-44	19%	(70)	19%	(68)	19%	(67)	25%	(90)	17%	(62)	358
Age: 45-64	9%	(64)	11%	(83)	20%	(150)	48%	(357)	13%	(96)	751
Age: 65+	4%	(18)	10%	(45)	19%	(84)	55%	(239)	11%	(50)	436
GenZers: 1997-2012	8%	(21)	21%	(54)	28%	(71)	25%	(64)	18%	(45)	256
Millennials: 1981-1996	18%	(111)	23%	(137)	22%	(131)	25%	(155)	12%	(73)	607
GenXers: 1965-1980	13%	(73)	14%	(77)	20%	(115)	38%	(217)	15%	(82)	563
Baby Boomers: 1946-1964	5%	(32)	10%	(66)	17%	(118)	56%	(380)	12%	(82)	678
PID: Dem (no lean)	17%	(143)	22%	(191)	21%	(186)	27%	(237)	12%	(107)	865
PID: Ind (no lean)	6%	(43)	11%	(77)	22%	(151)	44%	(300)	17%	(118)	690
PID: Rep (no lean)	9%	(55)	12%	(75)	19%	(120)	51%	(326)	11%	(69)	645
PID/Gender: Dem Men	22%	(86)	28%	(111)	19%	(77)	22%	(89)	9%	(38)	400
PID/Gender: Dem Women	12%	(57)	17%	(81)	23%	(109)	32%	(149)	15%	(69)	465
PID/Gender: Ind Men	9%	(32)	11%	(38)	23%	(79)	44%	(149)	12%	(42)	340
PID/Gender: Ind Women	3%	(11)	11%	(39)	21%	(72)	43%	(151)	22%	(77)	350
PID/Gender: Rep Men	13%	(41)	12%	(40)	24%	(76)	39%	(126)	12%	(38)	322
PID/Gender: Rep Women	4%	(14)	11%	(35)	13%	(44)	62%	(200)	10%	(31)	324
Ideo: Liberal (1-3)	17%	(116)	20%	(136)	25%	(166)	27%	(178)	10%	(69)	666
Ideo: Moderate (4)	9%	(53)	18%	(110)	22%	(134)	37%	(228)	15%	(90)	615
Ideo: Conservative (5-7)	10%	(64)	10%	(66)	17%	(112)	54%	(360)	10%	(67)	669
Educ: < College	7%	(100)	13%	(203)	22%	(334)	42%	(634)	16%	(241)	1512
Educ: Bachelors degree	16%	(71)	20%	(88)	17%	(77)	38%	(170)	8%	(37)	444
Educ: Post-grad	28%	(69)	22%	(53)	18%	(45)	25%	(60)	7%	(16)	244
Income: Under 50k	7%	(87)	13%	(164)	22%	(269)	40%	(501)	18%	(220)	1240
Income: 50k-100k	12%	(72)	18%	(109)	19%	(113)	41%	(247)	10%	(57)	599
Income: 100k+	23%	(82)	19%	(70)	21%	(75)	32%	(116)	5%	(18)	361
Ethnicity: White	11%	(186)	14%	(238)	20%	(348)	43%	(741)	12%	(209)	1722
Ethnicity: Hispanic	15%	(54)	23%	(81)	24%	(83)	23%	(81)	14%	(50)	349

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	11%	(241)	16%	(343)	21%	(456)	39%	(864)	13%	(295)	2200
Ethnicity: Black	13%	(37)	23%	(64)	21%	(58)	22%	(61)	20%	(54)	274
Ethnicity: Other	9%	(19)	20%	(42)	25%	(50)	30%	(61)	16%	(32)	204
All Christian	13%	(145)	18%	(192)	19%	(200)	41%	(444)	9%	(92)	1073
All Non-Christian	24%	(28)	19%	(23)	25%	(30)	26%	(31)	6%	(8)	119
Atheist	12%	(10)	9%	(7)	25%	(21)	36%	(30)	18%	(15)	83
Agnostic/Nothing in particular	6%	(34)	12%	(67)	23%	(129)	37%	(205)	21%	(118)	553
Something Else	7%	(25)	15%	(54)	21%	(78)	41%	(154)	17%	(62)	373
Religious Non-Protestant/Catholic	20%	(28)	17%	(24)	25%	(35)	31%	(44)	6%	(9)	139
Evangelical	19%	(128)	20%	(136)	16%	(107)	35%	(234)	10%	(67)	672
Non-Evangelical	5%	(36)	14%	(100)	22%	(159)	48%	(349)	12%	(85)	729
Community: Urban	20%	(150)	22%	(165)	19%	(146)	27%	(208)	13%	(96)	766
Community: Suburban	6%	(54)	15%	(130)	22%	(188)	44%	(384)	13%	(110)	866
Community: Rural	7%	(37)	9%	(48)	21%	(122)	48%	(272)	16%	(89)	568
Employ: Private Sector	18%	(122)	19%	(132)	19%	(132)	34%	(235)	11%	(76)	698
Employ: Government	26%	(38)	20%	(29)	20%	(29)	30%	(44)	4%	(6)	146
Employ: Self-Employed	11%	(19)	11%	(21)	28%	(51)	40%	(74)	11%	(20)	185
Employ: Homemaker	2%	(2)	17%	(20)	17%	(21)	50%	(59)	14%	(16)	119
Employ: Student	7%	(8)	20%	(26)	28%	(36)	25%	(32)	20%	(25)	128
Employ: Retired	6%	(28)	10%	(49)	18%	(87)	53%	(255)	13%	(64)	483
Employ: Unemployed	6%	(16)	15%	(44)	20%	(59)	40%	(116)	20%	(59)	294
Employ: Other	4%	(7)	15%	(22)	28%	(41)	33%	(49)	19%	(28)	147
Military HH: Yes	13%	(47)	13%	(47)	20%	(72)	42%	(149)	12%	(44)	359
Military HH: No	11%	(195)	16%	(296)	21%	(384)	39%	(715)	14%	(251)	1841
RD/WT: Right Direction	18%	(126)	18%	(128)	24%	(170)	30%	(212)	9%	(63)	699
RD/WT: Wrong Track	8%	(115)	14%	(215)	19%	(286)	43%	(652)	15%	(232)	1501
Trump Job Approve	11%	(99)	12%	(107)	21%	(183)	46%	(413)	10%	(88)	889
Trump Job Disapprove	11%	(136)	18%	(220)	21%	(260)	35%	(428)	14%	(176)	1220

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	11%	(241)	16%	(343)	21%	(456)	39%	(864)	13%	(295)	2200
Trump Job Strongly Approve	13%	(71)	11%	(61)	19%	(106)	48%	(262)	9%	(48)	549
Trump Job Somewhat Approve	8%	(27)	13%	(46)	22%	(77)	44%	(151)	12%	(40)	340
Trump Job Somewhat Disapprove	12%	(33)	25%	(69)	20%	(57)	30%	(85)	13%	(35)	280
Trump Job Strongly Disapprove	11%	(103)	16%	(151)	22%	(203)	36%	(343)	15%	(140)	940
Favorable of Trump	11%	(102)	13%	(116)	20%	(175)	46%	(411)	10%	(89)	893
Unfavorable of Trump	11%	(135)	18%	(220)	22%	(270)	35%	(422)	13%	(163)	1210
Very Favorable of Trump	13%	(69)	13%	(71)	18%	(100)	47%	(257)	10%	(53)	550
Somewhat Favorable of Trump	9%	(32)	13%	(46)	22%	(75)	45%	(155)	11%	(36)	344
Somewhat Unfavorable of Trump	10%	(24)	26%	(58)	14%	(32)	37%	(85)	13%	(29)	227
Very Unfavorable of Trump	11%	(112)	16%	(161)	24%	(238)	34%	(337)	14%	(135)	983
#1 Issue: Economy	10%	(79)	16%	(125)	20%	(155)	41%	(320)	14%	(108)	787
#1 Issue: Security	14%	(36)	17%	(41)	20%	(49)	40%	(100)	9%	(22)	248
#1 Issue: Health Care	15%	(60)	14%	(59)	24%	(98)	34%	(141)	13%	(54)	413
#1 Issue: Medicare / Social Security	7%	(19)	12%	(33)	19%	(54)	50%	(140)	12%	(34)	281
#1 Issue: Women's Issues	11%	(13)	20%	(24)	23%	(27)	32%	(37)	14%	(16)	117
#1 Issue: Education	17%	(18)	17%	(18)	13%	(13)	31%	(32)	21%	(22)	102
#1 Issue: Energy	9%	(9)	25%	(24)	26%	(24)	33%	(31)	7%	(7)	95
#1 Issue: Other	5%	(8)	12%	(19)	23%	(36)	40%	(63)	20%	(32)	158
2018 House Vote: Democrat	17%	(126)	20%	(155)	22%	(168)	30%	(225)	11%	(83)	756
2018 House Vote: Republican	9%	(53)	12%	(68)	17%	(101)	54%	(318)	9%	(51)	591
2016 Vote: Hillary Clinton	16%	(114)	22%	(156)	21%	(150)	30%	(217)	11%	(82)	720
2016 Vote: Donald Trump	10%	(66)	11%	(76)	18%	(122)	53%	(363)	9%	(64)	691
2016 Vote: Other	9%	(9)	8%	(8)	19%	(19)	55%	(55)	9%	(9)	100
2016 Vote: Didn't Vote	8%	(52)	15%	(104)	24%	(163)	33%	(228)	20%	(140)	687
Voted in 2014: Yes	13%	(160)	16%	(199)	19%	(238)	43%	(531)	9%	(114)	1242
Voted in 2014: No	9%	(81)	15%	(145)	23%	(218)	35%	(332)	19%	(181)	958
2012 Vote: Barack Obama	15%	(134)	19%	(167)	20%	(176)	35%	(315)	11%	(100)	893
2012 Vote: Mitt Romney	7%	(30)	8%	(36)	18%	(79)	58%	(257)	8%	(37)	440
2012 Vote: Other	5%	(3)	12%	(7)	14%	(8)	62%	(34)	6%	(3)	54
2012 Vote: Didn't Vote	9%	(72)	16%	(133)	24%	(193)	32%	(257)	19%	(154)	810

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	11%	(241)	16%	(343)	21%	(456)	39%	(864)	13%	(295)	2200
4-Region: Northeast	17%	(66)	16%	(63)	21%	(81)	33%	(128)	14%	(56)	394
4-Region: Midwest	7%	(31)	12%	(57)	21%	(98)	48%	(221)	12%	(55)	462
4-Region: South	9%	(71)	14%	(118)	20%	(165)	42%	(342)	15%	(127)	824
4-Region: West	14%	(73)	20%	(105)	22%	(113)	33%	(173)	11%	(57)	520
Sports fans	14%	(214)	19%	(297)	21%	(334)	36%	(574)	10%	(156)	1575
Avid sports fans	23%	(124)	21%	(116)	19%	(107)	29%	(161)	8%	(43)	551
Football fans	13%	(198)	19%	(282)	22%	(324)	36%	(531)	11%	(159)	1494
Avid football fans	20%	(125)	19%	(120)	18%	(113)	35%	(216)	7%	(44)	618
NFL fans	14%	(197)	20%	(278)	22%	(308)	35%	(493)	10%	(146)	1423
Avid NFL fans	19%	(106)	22%	(124)	19%	(108)	34%	(192)	7%	(40)	570
Watched Super Bowl LIV	14%	(157)	17%	(191)	22%	(238)	38%	(415)	8%	(93)	1096
Did not watch Super Bowl LIV	8%	(84)	14%	(152)	20%	(218)	41%	(448)	18%	(202)	1104
Brand politics appropriate	20%	(192)	24%	(230)	25%	(231)	21%	(200)	9%	(88)	942
Brand politics inappropriate	4%	(41)	9%	(92)	19%	(192)	58%	(567)	9%	(93)	985
Likely to watch Super Bowl LV	15%	(197)	20%	(267)	23%	(298)	33%	(443)	9%	(118)	1322
Unlikely to watch Super Bowl LV	5%	(37)	9%	(68)	19%	(138)	51%	(379)	16%	(122)	745
Democrats likely to watch SBLV	20%	(119)	26%	(153)	21%	(122)	23%	(137)	9%	(53)	584
Republicans likely to watch SBLV	12%	(46)	16%	(60)	21%	(78)	42%	(157)	8%	(30)	370
Age 18-34 likely to watch SBLV	18%	(72)	28%	(115)	25%	(100)	21%	(86)	8%	(33)	406
Age 35-44 likely to watch SBLV	28%	(66)	23%	(55)	18%	(43)	20%	(47)	12%	(29)	239
Age 45-64 likely to watch SBLV	11%	(49)	15%	(67)	22%	(99)	44%	(195)	8%	(37)	446
Age 65+ likely to watch SBLV	4%	(10)	13%	(29)	24%	(56)	50%	(116)	8%	(19)	231
Whites likely to watch SBLV	15%	(154)	18%	(185)	21%	(221)	37%	(384)	8%	(85)	1030
White (non-hispanic) likely to watch SBLV	14%	(126)	16%	(146)	21%	(191)	40%	(353)	8%	(76)	892
Blacks likely to watch SBLV	17%	(32)	29%	(52)	24%	(44)	19%	(34)	12%	(21)	183
Hispanics likely to watch SBLV	18%	(37)	27%	(57)	26%	(55)	20%	(43)	9%	(20)	213

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	24%	(522)	39%	(858)	13%	(282)	11%	(248)	13%	(290)	2200
Gender: Male	26%	(271)	41%	(432)	12%	(131)	11%	(112)	11%	(116)	1062
Gender: Female	22%	(250)	37%	(426)	13%	(151)	12%	(136)	15%	(174)	1138
Age: 18-34	22%	(141)	41%	(272)	13%	(88)	11%	(73)	12%	(81)	655
Age: 35-44	37%	(131)	28%	(102)	15%	(53)	7%	(25)	13%	(47)	358
Age: 45-64	23%	(170)	38%	(287)	13%	(97)	13%	(97)	13%	(100)	751
Age: 65+	18%	(80)	45%	(198)	10%	(44)	12%	(53)	14%	(62)	436
GenZers: 1997-2012	17%	(44)	39%	(100)	16%	(41)	14%	(35)	14%	(36)	256
Millennials: 1981-1996	30%	(183)	38%	(233)	12%	(75)	8%	(48)	11%	(68)	607
GenXers: 1965-1980	26%	(149)	34%	(194)	14%	(79)	12%	(68)	13%	(73)	563
Baby Boomers: 1946-1964	18%	(125)	44%	(296)	11%	(75)	13%	(85)	14%	(98)	678
PID: Dem (no lean)	30%	(259)	40%	(348)	11%	(95)	8%	(69)	11%	(94)	865
PID: Ind (no lean)	19%	(132)	38%	(259)	12%	(82)	14%	(99)	17%	(118)	690
PID: Rep (no lean)	20%	(131)	39%	(250)	16%	(105)	12%	(80)	12%	(79)	645
PID/Gender: Dem Men	31%	(125)	41%	(163)	10%	(38)	9%	(35)	10%	(38)	400
PID/Gender: Dem Women	29%	(134)	40%	(185)	12%	(57)	7%	(34)	12%	(55)	465
PID/Gender: Ind Men	20%	(68)	41%	(140)	12%	(39)	14%	(49)	13%	(44)	340
PID/Gender: Ind Women	18%	(64)	34%	(119)	12%	(43)	14%	(50)	21%	(74)	350
PID/Gender: Rep Men	24%	(78)	40%	(128)	17%	(53)	9%	(28)	11%	(34)	322
PID/Gender: Rep Women	16%	(53)	38%	(122)	16%	(52)	16%	(52)	14%	(45)	324
Ideo: Liberal (1-3)	31%	(208)	39%	(257)	11%	(77)	10%	(64)	9%	(60)	666
Ideo: Moderate (4)	24%	(149)	43%	(262)	11%	(67)	9%	(53)	14%	(84)	615
Ideo: Conservative (5-7)	19%	(129)	39%	(263)	16%	(105)	15%	(100)	11%	(72)	669
Educ: < College	20%	(306)	38%	(575)	13%	(196)	13%	(200)	15%	(234)	1512
Educ: Bachelors degree	28%	(123)	41%	(183)	14%	(61)	8%	(36)	9%	(42)	444
Educ: Post-grad	38%	(93)	41%	(100)	10%	(25)	5%	(12)	6%	(14)	244
Income: Under 50k	19%	(241)	38%	(468)	12%	(153)	13%	(167)	17%	(211)	1240
Income: 50k-100k	27%	(160)	41%	(248)	13%	(78)	8%	(50)	10%	(62)	599
Income: 100k+	33%	(120)	39%	(142)	14%	(51)	9%	(31)	5%	(18)	361
Ethnicity: White	22%	(384)	41%	(702)	13%	(223)	11%	(197)	13%	(216)	1722
Ethnicity: Hispanic	28%	(99)	39%	(137)	12%	(42)	11%	(38)	9%	(33)	349

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	24%	(522)	39%	(858)	13%	(282)	11%	(248)	13%	(290)	2200
Ethnicity: Black	33%	(92)	30%	(82)	12%	(32)	10%	(28)	15%	(40)	274
Ethnicity: Other	23%	(46)	36%	(74)	13%	(27)	11%	(23)	17%	(34)	204
All Christian	28%	(305)	42%	(448)	12%	(127)	9%	(94)	9%	(99)	1073
All Non-Christian	31%	(37)	39%	(46)	14%	(16)	7%	(9)	9%	(11)	119
Atheist	27%	(22)	23%	(19)	18%	(15)	17%	(14)	16%	(13)	83
Agnostic/Nothing in particular	16%	(86)	36%	(200)	13%	(71)	14%	(79)	21%	(117)	553
Something Else	19%	(72)	39%	(145)	14%	(54)	14%	(52)	14%	(50)	373
Religious Non-Protestant/Catholic	31%	(44)	36%	(50)	15%	(20)	10%	(13)	8%	(11)	139
Evangelical	30%	(204)	37%	(250)	14%	(94)	9%	(60)	10%	(65)	672
Non-Evangelical	22%	(160)	45%	(327)	11%	(79)	11%	(81)	11%	(82)	729
Community: Urban	33%	(256)	35%	(265)	11%	(84)	9%	(72)	11%	(88)	766
Community: Suburban	19%	(162)	44%	(379)	13%	(116)	11%	(93)	13%	(116)	866
Community: Rural	18%	(103)	38%	(214)	14%	(82)	15%	(83)	15%	(87)	568
Employ: Private Sector	30%	(208)	41%	(283)	12%	(85)	9%	(64)	8%	(59)	698
Employ: Government	30%	(44)	39%	(57)	16%	(23)	7%	(11)	8%	(12)	146
Employ: Self-Employed	20%	(37)	45%	(82)	15%	(28)	10%	(19)	10%	(19)	185
Employ: Homemaker	19%	(23)	42%	(50)	9%	(11)	13%	(16)	16%	(19)	119
Employ: Student	17%	(22)	43%	(54)	11%	(14)	15%	(19)	15%	(19)	128
Employ: Retired	18%	(87)	42%	(203)	12%	(60)	12%	(57)	16%	(76)	483
Employ: Unemployed	23%	(69)	28%	(83)	15%	(43)	13%	(37)	21%	(62)	294
Employ: Other	22%	(32)	31%	(46)	13%	(20)	17%	(25)	17%	(25)	147
Military HH: Yes	28%	(100)	40%	(143)	11%	(38)	11%	(39)	11%	(40)	359
Military HH: No	23%	(422)	39%	(715)	13%	(244)	11%	(209)	14%	(251)	1841
RD/WT: Right Direction	31%	(219)	37%	(259)	12%	(87)	10%	(69)	9%	(66)	699
RD/WT: Wrong Track	20%	(303)	40%	(599)	13%	(196)	12%	(179)	15%	(224)	1501
Trump Job Approve	24%	(212)	39%	(343)	14%	(125)	12%	(103)	12%	(107)	889
Trump Job Disapprove	24%	(299)	40%	(490)	12%	(145)	11%	(132)	13%	(155)	1220

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	24%	(522)	39%	(858)	13%	(282)	11%	(248)	13%	(290)	2200
Trump Job Strongly Approve	26%	(142)	36%	(196)	13%	(73)	13%	(70)	13%	(69)	549
Trump Job Somewhat Approve	20%	(70)	43%	(147)	15%	(52)	10%	(33)	11%	(38)	340
Trump Job Somewhat Disapprove	18%	(51)	44%	(122)	14%	(40)	10%	(29)	13%	(38)	280
Trump Job Strongly Disapprove	26%	(247)	39%	(368)	11%	(105)	11%	(103)	12%	(117)	940
Favorable of Trump	23%	(203)	39%	(346)	14%	(129)	12%	(111)	12%	(105)	893
Unfavorable of Trump	25%	(303)	41%	(495)	12%	(143)	10%	(123)	12%	(146)	1210
Very Favorable of Trump	24%	(131)	37%	(204)	13%	(72)	14%	(76)	12%	(66)	550
Somewhat Favorable of Trump	21%	(73)	41%	(141)	16%	(57)	10%	(35)	11%	(39)	344
Somewhat Unfavorable of Trump	22%	(51)	44%	(100)	13%	(29)	10%	(23)	11%	(25)	227
Very Unfavorable of Trump	26%	(253)	40%	(395)	12%	(114)	10%	(100)	12%	(121)	983
#1 Issue: Economy	26%	(206)	38%	(297)	14%	(110)	10%	(77)	12%	(97)	787
#1 Issue: Security	24%	(60)	40%	(100)	11%	(27)	14%	(35)	10%	(25)	248
#1 Issue: Health Care	24%	(101)	39%	(162)	13%	(53)	9%	(38)	14%	(59)	413
#1 Issue: Medicare / Social Security	18%	(51)	39%	(109)	15%	(42)	12%	(34)	16%	(45)	281
#1 Issue: Women's Issues	21%	(25)	36%	(42)	11%	(12)	20%	(23)	12%	(14)	117
#1 Issue: Education	25%	(26)	30%	(30)	14%	(15)	12%	(13)	19%	(19)	102
#1 Issue: Energy	26%	(25)	41%	(39)	14%	(13)	10%	(10)	8%	(8)	95
#1 Issue: Other	18%	(29)	49%	(77)	6%	(10)	12%	(19)	15%	(23)	158
2018 House Vote: Democrat	31%	(237)	40%	(301)	11%	(83)	7%	(53)	11%	(81)	756
2018 House Vote: Republican	20%	(119)	41%	(240)	15%	(91)	13%	(77)	11%	(63)	591
2016 Vote: Hillary Clinton	32%	(232)	40%	(288)	10%	(72)	7%	(53)	10%	(74)	720
2016 Vote: Donald Trump	21%	(148)	39%	(267)	16%	(108)	12%	(86)	12%	(83)	691
2016 Vote: Other	19%	(19)	40%	(40)	10%	(10)	18%	(18)	13%	(13)	100
2016 Vote: Didn't Vote	17%	(120)	38%	(263)	13%	(92)	13%	(91)	18%	(121)	687
Voted in 2014: Yes	27%	(333)	40%	(502)	12%	(154)	10%	(124)	10%	(130)	1242
Voted in 2014: No	20%	(189)	37%	(356)	13%	(129)	13%	(124)	17%	(161)	958
2012 Vote: Barack Obama	30%	(268)	39%	(344)	12%	(107)	9%	(77)	11%	(97)	893
2012 Vote: Mitt Romney	18%	(78)	43%	(189)	14%	(61)	14%	(60)	12%	(52)	440
2012 Vote: Other	16%	(8)	33%	(18)	13%	(7)	19%	(10)	19%	(10)	54
2012 Vote: Didn't Vote	20%	(165)	38%	(306)	13%	(107)	12%	(101)	16%	(131)	810

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	24%	(522)	39%	(858)	13%	(282)	11%	(248)	13%	(290)	2200
4-Region: Northeast	29%	(116)	36%	(141)	11%	(42)	9%	(36)	15%	(60)	394
4-Region: Midwest	19%	(87)	40%	(184)	16%	(74)	12%	(55)	14%	(63)	462
4-Region: South	21%	(177)	40%	(331)	13%	(107)	12%	(100)	13%	(110)	824
4-Region: West	27%	(143)	39%	(202)	12%	(60)	11%	(57)	11%	(58)	520
Sports fans	27%	(431)	43%	(674)	14%	(222)	7%	(109)	9%	(140)	1575
Avid sports fans	38%	(208)	37%	(205)	11%	(63)	6%	(34)	7%	(41)	551
Football fans	28%	(414)	43%	(637)	14%	(202)	7%	(101)	9%	(140)	1494
Avid football fans	35%	(218)	40%	(245)	12%	(75)	6%	(36)	7%	(44)	618
NFL fans	29%	(413)	42%	(604)	13%	(191)	6%	(89)	9%	(125)	1423
Avid NFL fans	35%	(201)	40%	(228)	13%	(73)	6%	(32)	6%	(36)	570
Watched Super Bowl LIV	31%	(335)	43%	(477)	12%	(136)	6%	(70)	7%	(79)	1096
Did not watch Super Bowl LIV	17%	(187)	35%	(381)	13%	(147)	16%	(178)	19%	(211)	1104
Brand politics appropriate	34%	(316)	41%	(390)	10%	(96)	7%	(68)	8%	(72)	942
Brand politics inappropriate	18%	(177)	40%	(397)	17%	(163)	15%	(145)	11%	(103)	985
Likely to watch Super Bowl LV	31%	(409)	44%	(581)	13%	(167)	6%	(79)	7%	(87)	1322
Unlikely to watch Super Bowl LV	13%	(94)	33%	(243)	14%	(106)	21%	(154)	20%	(148)	745
Democrats likely to watch SBLV	35%	(206)	43%	(250)	10%	(60)	6%	(33)	6%	(36)	584
Republicans likely to watch SBLV	27%	(101)	44%	(161)	18%	(65)	5%	(20)	6%	(23)	370
Age 18-34 likely to watch SBLV	26%	(104)	49%	(198)	11%	(44)	7%	(27)	8%	(32)	406
Age 35-44 likely to watch SBLV	48%	(116)	27%	(66)	15%	(36)	4%	(10)	5%	(12)	239
Age 45-64 likely to watch SBLV	31%	(139)	41%	(185)	14%	(64)	6%	(29)	7%	(30)	446
Age 65+ likely to watch SBLV	22%	(50)	57%	(132)	10%	(23)	6%	(14)	5%	(12)	231
Whites likely to watch SBLV	29%	(301)	47%	(480)	13%	(133)	6%	(57)	6%	(59)	1030
White (non-hispanic) likely to watch SBLV	29%	(260)	46%	(408)	13%	(119)	6%	(50)	6%	(54)	892
Blacks likely to watch SBLV	41%	(74)	31%	(57)	16%	(28)	7%	(12)	6%	(11)	183
Hispanics likely to watch SBLV	34%	(73)	45%	(96)	9%	(18)	9%	(19)	3%	(7)	213

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	Advertisements							Advertisements that discuss the		Informative advertisements	Don't know / No opinion	Total N
	Political campaign advertisements	Funny advertisements	Sentimental advertisements	Advertisements that make a political statement	Advertisements that promote social justice	Patriotic advertisements	COVID-19 pandemic (coronavirus)	the 2020 presidential election				
Adults	2% (35)	59% (1287)	3% (70)	1% (27)	4% (92)	5% (119)	4% (80)	2% (38)	6% (142)	14% (310)	2200	
Gender: Male	2% (21)	55% (587)	1% (13)	1% (16)	5% (49)	7% (70)	5% (54)	2% (20)	9% (96)	13% (136)	1062	
Gender: Female	1% (14)	62% (700)	5% (57)	1% (11)	4% (43)	4% (49)	2% (26)	2% (17)	4% (47)	15% (174)	1138	
Age: 18-34	2% (15)	58% (383)	1% (9)	2% (11)	5% (35)	3% (23)	5% (30)	2% (15)	7% (43)	14% (90)	655	
Age: 35-44	3% (10)	48% (170)	1% (5)	3% (10)	4% (14)	6% (22)	7% (25)	2% (8)	12% (44)	14% (49)	358	
Age: 45-64	1% (8)	60% (452)	5% (35)	— (3)	4% (28)	6% (48)	3% (21)	2% (14)	5% (40)	14% (102)	751	
Age: 65+	1% (2)	65% (282)	5% (22)	1% (3)	3% (14)	6% (26)	1% (3)	— (0)	3% (15)	16% (69)	436	
GenZers: 1997-2012	2% (6)	66% (169)	1% (2)	1% (3)	6% (15)	1% (3)	3% (8)	1% (2)	2% (5)	16% (42)	256	
Millennials: 1981-1996	2% (14)	52% (316)	1% (9)	2% (14)	5% (28)	6% (34)	6% (36)	3% (17)	11% (67)	12% (72)	607	
GenXers: 1965-1980	1% (7)	56% (315)	3% (16)	1% (6)	4% (23)	6% (31)	5% (27)	2% (13)	8% (43)	15% (83)	563	
Baby Boomers: 1946-1964	1% (8)	63% (428)	6% (40)	1% (4)	3% (23)	7% (47)	1% (9)	1% (6)	3% (22)	14% (92)	678	
PID: Dem (no lean)	2% (21)	56% (488)	2% (20)	2% (17)	6% (48)	4% (30)	5% (46)	3% (23)	9% (78)	11% (94)	865	
PID: Ind (no lean)	1% (6)	62% (427)	3% (24)	1% (4)	3% (21)	4% (29)	3% (18)	1% (6)	4% (25)	19% (131)	690	
PID: Rep (no lean)	1% (8)	58% (371)	4% (27)	1% (6)	4% (23)	9% (60)	2% (16)	1% (9)	6% (40)	13% (85)	645	
PID/Gender: Dem Men	3% (10)	50% (199)	1% (5)	3% (11)	6% (23)	6% (25)	7% (29)	4% (14)	12% (48)	9% (36)	400	
PID/Gender: Dem Women	2% (11)	62% (290)	3% (15)	1% (5)	5% (25)	1% (5)	4% (17)	2% (9)	6% (30)	12% (57)	465	
PID/Gender: Ind Men	1% (3)	65% (221)	1% (2)	— (0)	4% (14)	4% (12)	4% (12)	— (1)	6% (20)	16% (54)	340	
PID/Gender: Ind Women	1% (3)	59% (207)	6% (21)	1% (4)	2% (7)	5% (16)	2% (6)	1% (4)	1% (5)	22% (77)	350	
PID/Gender: Rep Men	3% (8)	52% (167)	2% (6)	1% (4)	4% (12)	10% (32)	4% (13)	2% (5)	9% (28)	14% (46)	322	
PID/Gender: Rep Women	— (0)	63% (204)	6% (21)	1% (2)	3% (11)	8% (27)	1% (3)	1% (4)	4% (12)	12% (40)	324	
Ideo: Liberal (1-3)	1% (9)	59% (393)	2% (14)	2% (15)	6% (42)	3% (20)	6% (37)	3% (17)	8% (55)	10% (64)	666	
Ideo: Moderate (4)	3% (17)	62% (380)	3% (16)	1% (5)	4% (22)	4% (22)	4% (23)	1% (9)	6% (37)	14% (83)	615	
Ideo: Conservative (5-7)	1% (9)	56% (372)	5% (36)	1% (7)	3% (18)	10% (69)	2% (15)	2% (12)	6% (40)	14% (91)	669	
Educ: < College	1% (19)	62% (938)	3% (45)	1% (13)	3% (51)	5% (72)	2% (31)	1% (21)	4% (59)	17% (263)	1512	
Educ: Bachelors degree	2% (7)	54% (238)	4% (18)	1% (6)	4% (19)	8% (36)	7% (32)	2% (7)	10% (42)	8% (36)	444	
Educ: Post-grad	4% (9)	45% (110)	3% (7)	3% (8)	9% (21)	4% (10)	7% (17)	4% (9)	17% (41)	4% (11)	244	
Income: Under 50k	1% (9)	60% (748)	3% (39)	1% (9)	4% (50)	5% (58)	2% (28)	1% (11)	5% (57)	19% (230)	1240	
Income: 50k-100k	3% (16)	60% (358)	3% (21)	2% (12)	3% (18)	7% (40)	4% (24)	3% (16)	6% (36)	10% (59)	599	
Income: 100k+	3% (10)	50% (181)	3% (11)	2% (6)	7% (24)	6% (20)	8% (28)	3% (10)	14% (50)	6% (21)	361	
Ethnicity: White	2% (26)	60% (1032)	4% (66)	1% (21)	3% (59)	6% (101)	3% (57)	2% (28)	6% (112)	13% (220)	1722	
Ethnicity: Hispanic	3% (9)	57% (201)	1% (3)	1% (4)	6% (20)	4% (16)	4% (14)	2% (6)	10% (33)	12% (43)	349	
Ethnicity: Black	2% (5)	52% (143)	1% (3)	2% (6)	9% (25)	3% (8)	4% (11)	3% (9)	6% (17)	17% (48)	274	
Ethnicity: Other	2% (4)	55% (112)	— (1)	— (0)	4% (8)	5% (10)	6% (12)	1% (2)	7% (14)	20% (42)	204	
All Christian	1% (15)	57% (613)	4% (41)	1% (14)	5% (50)	8% (84)	4% (44)	2% (25)	9% (93)	9% (94)	1073	
All Non-Christian	3% (4)	45% (53)	5% (5)	3% (3)	9% (10)	5% (6)	9% (11)	2% (3)	10% (12)	9% (11)	119	
Atheist	— (0)	63% (52)	2% (1)	1% (0)	2% (2)	8% (6)	4% (3)	1% (1)	5% (4)	15% (13)	83	
Agnostic/Nothing in particular	2% (9)	58% (321)	2% (13)	1% (5)	3% (19)	3% (14)	4% (20)	— (3)	3% (14)	24% (135)	553	
Something Else	2% (8)	66% (248)	2% (9)	1% (5)	3% (10)	2% (8)	— (2)	2% (6)	5% (20)	15% (57)	373	
Religious Non-Protestant/Catholic	3% (4)	47% (66)	4% (5)	2% (3)	8% (11)	5% (7)	9% (13)	2% (3)	8% (12)	11% (15)	139	
Evangelical	2% (15)	50% (339)	3% (22)	2% (14)	5% (32)	7% (47)	5% (32)	4% (24)	12% (83)	10% (65)	672	
Non-Evangelical	1% (8)	69% (500)	4% (26)	— (2)	4% (27)	6% (41)	1% (10)	1% (7)	4% (28)	11% (80)	729	

Continued on next page

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	2% (35)	59% (1287)	3% (70)	1% (27)	4% (92)	5% (119)	4% (80)	2% (38)	6% (142)	14% (310)	2200	
Community: Urban	1% (11)	50% (380)	2% (12)	2% (14)	6% (49)	6% (44)	6% (47)	3% (20)	12% (93)	12% (95)	766	
Community: Suburban	2% (15)	64% (556)	4% (34)	1% (8)	3% (29)	5% (45)	2% (18)	1% (10)	4% (33)	13% (116)	866	
Community: Rural	2% (9)	62% (351)	4% (24)	1% (5)	2% (14)	5% (30)	3% (15)	1% (7)	3% (16)	17% (98)	568	
Employ: Private Sector	2% (16)	53% (367)	3% (18)	1% (9)	5% (38)	7% (49)	6% (44)	2% (14)	11% (80)	9% (64)	698	
Employ: Government	3% (5)	53% (78)	1% (2)	5% (7)	6% (9)	6% (8)	7% (10)	6% (9)	10% (14)	3% (4)	146	
Employ: Self-Employed	3% (6)	58% (108)	6% (11)	2% (4)	5% (8)	4% (7)	3% (6)	1% (1)	6% (11)	12% (23)	185	
Employ: Homemaker	1% (1)	67% (80)	6% (8)	1% (1)	2% (3)	5% (6)	3% (4)	— (1)	— (0)	14% (16)	119	
Employ: Student	2% (3)	75% (96)	— (0)	1% (1)	4% (5)	2% (2)	4% (5)	— (0)	1% (1)	12% (15)	128	
Employ: Retired	— (2)	64% (311)	5% (22)	1% (3)	2% (10)	5% (23)	2% (7)	1% (3)	4% (18)	17% (83)	483	
Employ: Unemployed	— (1)	61% (181)	1% (4)	— (1)	2% (6)	4% (13)	1% (4)	1% (3)	4% (13)	23% (68)	294	
Employ: Other	1% (2)	46% (68)	4% (5)	— (0)	9% (13)	7% (10)	— (0)	4% (6)	4% (5)	25% (37)	147	
Military HH: Yes	3% (9)	53% (189)	3% (12)	2% (6)	6% (22)	7% (26)	3% (11)	3% (10)	6% (22)	14% (52)	359	
Military HH: No	1% (26)	60% (1098)	3% (58)	1% (21)	4% (70)	5% (93)	4% (69)	2% (28)	7% (121)	14% (258)	1841	
RD/WT: Right Direction	2% (17)	51% (357)	2% (17)	2% (13)	5% (36)	8% (53)	6% (39)	3% (19)	11% (74)	11% (75)	699	
RD/WT: Wrong Track	1% (18)	62% (930)	4% (53)	1% (14)	4% (56)	4% (66)	3% (41)	1% (19)	5% (68)	16% (234)	1501	
Trump Job Approve	1% (13)	57% (508)	4% (32)	1% (9)	3% (23)	9% (79)	4% (32)	1% (13)	7% (64)	13% (116)	889	
Trump Job Disapprove	2% (22)	61% (745)	3% (37)	1% (16)	5% (64)	3% (36)	4% (46)	2% (23)	6% (72)	13% (159)	1220	
Trump Job Strongly Approve	1% (6)	54% (296)	3% (18)	1% (6)	3% (17)	11% (58)	4% (21)	1% (7)	8% (43)	14% (77)	549	
Trump Job Somewhat Approve	2% (7)	62% (212)	4% (15)	1% (3)	2% (6)	6% (21)	3% (11)	2% (6)	6% (21)	12% (39)	340	
Trump Job Somewhat Disapprove	3% (10)	55% (155)	3% (7)	1% (3)	6% (17)	4% (11)	5% (13)	3% (8)	10% (27)	10% (28)	280	
Trump Job Strongly Disapprove	1% (12)	63% (590)	3% (30)	1% (13)	5% (47)	3% (25)	4% (34)	2% (15)	5% (45)	14% (131)	940	
Favorable of Trump	2% (15)	56% (499)	4% (35)	1% (8)	2% (22)	9% (81)	4% (32)	1% (13)	8% (68)	14% (121)	893	
Unfavorable of Trump	1% (18)	62% (749)	3% (35)	1% (16)	5% (64)	3% (34)	4% (47)	2% (25)	6% (69)	13% (154)	1210	
Very Favorable of Trump	1% (7)	52% (285)	4% (22)	1% (6)	3% (16)	11% (60)	4% (22)	2% (9)	8% (46)	14% (77)	550	
Somewhat Favorable of Trump	2% (8)	62% (214)	4% (14)	1% (3)	2% (6)	6% (20)	3% (10)	1% (4)	6% (22)	13% (44)	344	
Somewhat Unfavorable of Trump	2% (4)	55% (126)	3% (6)	2% (4)	5% (12)	3% (8)	7% (16)	5% (11)	8% (18)	10% (23)	227	
Very Unfavorable of Trump	1% (14)	63% (623)	3% (28)	1% (13)	5% (52)	3% (26)	3% (30)	1% (14)	5% (51)	13% (131)	983	
#1 Issue: Economy	2% (15)	60% (473)	3% (23)	1% (5)	4% (33)	6% (47)	2% (19)	1% (10)	9% (71)	12% (91)	787	
#1 Issue: Security	1% (3)	55% (136)	4% (9)	1% (2)	4% (9)	11% (27)	3% (8)	1% (3)	9% (22)	12% (29)	248	
#1 Issue: Health Care	1% (4)	61% (253)	3% (11)	1% (5)	5% (22)	3% (14)	7% (29)	3% (12)	4% (17)	11% (45)	413	
#1 Issue: Medicare / Social Security	— (1)	59% (164)	6% (16)	2% (6)	1% (4)	5% (15)	4% (11)	1% (4)	3% (9)	18% (51)	281	
#1 Issue: Women's Issues	3% (3)	55% (65)	5% (6)	1% (1)	7% (8)	1% (1)	5% (5)	1% (1)	4% (5)	18% (21)	117	
#1 Issue: Education	6% (7)	52% (53)	— (0)	2% (2)	2% (2)	4% (4)	4% (4)	2% (3)	7% (7)	20% (21)	102	
#1 Issue: Energy	— (0)	57% (54)	3% (3)	3% (3)	5% (5)	2% (2)	2% (1)	5% (5)	9% (8)	15% (14)	95	
#1 Issue: Other	2% (3)	57% (90)	1% (1)	2% (3)	5% (8)	6% (9)	1% (2)	— (0)	2% (3)	24% (39)	158	
2018 House Vote: Democrat	3% (20)	57% (431)	3% (22)	2% (14)	6% (45)	4% (28)	5% (40)	3% (20)	8% (60)	10% (77)	756	
2018 House Vote: Republican	1% (8)	56% (330)	4% (26)	— (3)	3% (17)	11% (63)	3% (18)	1% (9)	8% (49)	12% (69)	591	
2016 Vote: Hillary Clinton	2% (11)	58% (419)	3% (23)	2% (12)	6% (42)	4% (30)	5% (37)	2% (16)	9% (62)	10% (69)	720	
2016 Vote: Donald Trump	1% (10)	56% (388)	4% (26)	1% (5)	3% (19)	10% (72)	3% (21)	2% (11)	8% (53)	13% (87)	691	
2016 Vote: Other	6% (6)	70% (70)	5% (5)	— (0)	5% (5)	1% (1)	— (0)	1% (1)	— (0)	12% (12)	100	
2016 Vote: Didn't Vote	1% (8)	60% (411)	2% (16)	1% (10)	4% (27)	2% (16)	3% (22)	1% (9)	4% (27)	21% (142)	687	

Continued on next page

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	2% (35)	59% (1287)	3% (70)	1% (27)	4% (92)	5% (119)	4% (80)	2% (38)	6% (142)	14% (310)	2200	
Voted in 2014: Yes	2% (24)	58% (716)	4% (48)	1% (17)	4% (55)	7% (88)	4% (46)	2% (27)	7% (90)	11% (132)	1242	
Voted in 2014: No	1% (11)	60% (571)	2% (22)	1% (10)	4% (37)	3% (31)	4% (34)	1% (11)	6% (53)	19% (178)	958	
2012 Vote: Barack Obama	2% (22)	58% (519)	4% (37)	2% (16)	5% (43)	4% (37)	4% (35)	2% (20)	8% (72)	10% (91)	893	
2012 Vote: Mitt Romney	1% (4)	59% (258)	4% (19)	1% (3)	3% (12)	10% (46)	2% (9)	2% (8)	6% (26)	12% (55)	440	
2012 Vote: Other	— (0)	75% (41)	3% (1)	— (0)	1% (1)	10% (6)	— (0)	— (0)	1% (0)	9% (5)	54	
2012 Vote: Didn't Vote	1% (9)	58% (469)	2% (13)	1% (8)	4% (35)	4% (30)	4% (33)	1% (10)	5% (44)	20% (158)	810	
4-Region: Northeast	2% (10)	54% (211)	3% (12)	2% (9)	5% (21)	5% (21)	6% (24)	2% (6)	8% (30)	13% (51)	394	
4-Region: Midwest	1% (3)	69% (321)	1% (6)	1% (3)	3% (14)	5% (22)	3% (13)	1% (4)	3% (13)	14% (64)	462	
4-Region: South	2% (12)	55% (455)	4% (34)	1% (10)	3% (25)	6% (52)	3% (23)	3% (21)	6% (48)	17% (142)	824	
4-Region: West	2% (10)	58% (301)	3% (18)	1% (5)	6% (32)	5% (24)	4% (20)	1% (7)	10% (51)	10% (53)	520	
Sports fans	2% (29)	62% (970)	3% (50)	1% (21)	5% (83)	6% (89)	4% (69)	2% (35)	7% (116)	7% (114)	1575	
Avid sports fans	3% (14)	54% (298)	2% (12)	2% (12)	5% (29)	7% (40)	8% (46)	3% (14)	11% (59)	5% (26)	551	
Football fans	2% (31)	60% (903)	3% (45)	1% (20)	5% (81)	6% (86)	4% (67)	2% (30)	8% (125)	7% (106)	1494	
Avid football fans	3% (15)	56% (346)	3% (16)	1% (7)	5% (31)	9% (56)	7% (42)	2% (10)	10% (60)	6% (36)	618	
NFL fans	2% (32)	60% (860)	3% (45)	1% (19)	5% (75)	6% (89)	5% (64)	2% (30)	8% (121)	6% (88)	1423	
Avid NFL fans	2% (14)	60% (340)	2% (13)	2% (10)	4% (24)	9% (49)	6% (32)	2% (11)	9% (50)	5% (27)	570	
Watched Super Bowl LIV	2% (20)	64% (703)	3% (31)	2% (18)	5% (57)	6% (70)	4% (49)	2% (19)	6% (70)	5% (59)	1096	
Did not watch Super Bowl LIV	1% (15)	53% (585)	4% (39)	1% (9)	3% (34)	4% (49)	3% (31)	2% (19)	7% (72)	23% (251)	1104	
Brand politics appropriate	3% (31)	52% (489)	3% (28)	2% (20)	7% (63)	5% (49)	6% (60)	3% (24)	11% (99)	8% (79)	942	
Brand politics inappropriate	— (2)	68% (665)	4% (39)	— (5)	2% (19)	6% (61)	1% (14)	1% (10)	4% (39)	13% (131)	985	
Likely to watch Super Bowl LV	2% (28)	63% (827)	3% (38)	2% (21)	5% (63)	6% (77)	5% (69)	2% (30)	9% (117)	4% (53)	1322	
Unlikely to watch Super Bowl LV	— (3)	55% (408)	4% (31)	1% (5)	3% (23)	5% (36)	1% (9)	1% (5)	3% (21)	27% (203)	745	
Democrats likely to watch SBLV	3% (15)	57% (331)	2% (13)	3% (15)	6% (33)	4% (24)	7% (43)	3% (19)	12% (69)	4% (23)	584	
Republicans likely to watch SBLV	2% (7)	62% (230)	3% (13)	1% (4)	4% (16)	10% (36)	4% (16)	2% (8)	8% (30)	3% (11)	370	
Age 18-34 likely to watch SBLV	3% (14)	60% (245)	2% (6)	1% (6)	6% (24)	4% (16)	6% (24)	4% (14)	9% (38)	4% (18)	406	
Age 35-44 likely to watch SBLV	3% (8)	45% (107)	— (1)	4% (10)	6% (14)	8% (18)	10% (25)	2% (5)	17% (40)	5% (11)	239	
Age 45-64 likely to watch SBLV	1% (6)	67% (300)	5% (21)	1% (3)	3% (13)	7% (29)	4% (17)	2% (11)	7% (31)	3% (15)	446	
Age 65+ likely to watch SBLV	— (0)	76% (175)	4% (10)	1% (3)	5% (11)	6% (13)	1% (3)	— (0)	4% (9)	3% (7)	231	
Whites likely to watch SBLV	2% (22)	64% (663)	3% (35)	2% (16)	4% (40)	6% (60)	5% (49)	2% (22)	9% (91)	3% (34)	1030	
White (non-hispanic) likely to watch SBLV	2% (17)	65% (580)	4% (32)	2% (14)	4% (36)	6% (54)	4% (38)	2% (17)	9% (78)	3% (28)	892	
Blacks likely to watch SBLV	1% (2)	57% (105)	2% (3)	3% (5)	9% (16)	4% (7)	5% (10)	4% (8)	9% (16)	6% (11)	183	
Hispanics likely to watch SBLV	3% (7)	56% (119)	1% (3)	1% (2)	5% (10)	6% (13)	6% (13)	3% (6)	15% (31)	4% (8)	213	

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	Somewhat more favorable		Neither less nor more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
	Much more favorable										
Adults	11% (253)	12% (260)	43% (941)	5% (120)	9% (198)	19% (429)	2200				
Gender: Male	16% (174)	13% (142)	44% (463)	6% (61)	10% (101)	11% (121)	1062				
Gender: Female	7% (79)	10% (118)	42% (478)	5% (59)	9% (97)	27% (308)	1138				
Age: 18-34	14% (89)	15% (101)	34% (221)	5% (32)	7% (47)	25% (164)	655				
Age: 35-44	23% (84)	16% (58)	30% (107)	3% (11)	6% (23)	21% (75)	358				
Age: 45-64	9% (68)	9% (67)	47% (353)	8% (57)	12% (91)	16% (116)	751				
Age: 65+	3% (12)	8% (34)	59% (259)	5% (20)	9% (38)	17% (74)	436				
GenZers: 1997-2012	6% (16)	13% (33)	42% (107)	3% (8)	5% (12)	31% (78)	256				
Millennials: 1981-1996	20% (122)	17% (104)	31% (188)	5% (29)	8% (46)	20% (119)	607				
GenXers: 1965-1980	17% (96)	11% (63)	37% (209)	7% (40)	9% (52)	19% (104)	563				
Baby Boomers: 1946-1964	3% (17)	8% (56)	56% (379)	6% (39)	11% (77)	16% (111)	678				
PID: Dem (no lean)	17% (146)	16% (137)	44% (378)	2% (21)	5% (40)	16% (143)	865				
PID: Ind (no lean)	6% (43)	7% (50)	46% (314)	4% (30)	10% (69)	27% (184)	690				
PID: Rep (no lean)	10% (64)	11% (73)	38% (248)	11% (69)	14% (89)	16% (102)	645				
PID/Gender: Dem Men	26% (104)	19% (76)	40% (161)	2% (9)	4% (16)	9% (34)	400				
PID/Gender: Dem Women	9% (41)	13% (61)	47% (218)	3% (12)	5% (24)	23% (108)	465				
PID/Gender: Ind Men	6% (21)	8% (28)	50% (170)	4% (14)	12% (41)	19% (65)	340				
PID/Gender: Ind Women	6% (22)	6% (22)	41% (144)	4% (16)	8% (28)	34% (119)	350				
PID/Gender: Rep Men	15% (48)	12% (38)	41% (131)	12% (38)	14% (44)	7% (22)	322				
PID/Gender: Rep Women	5% (16)	11% (35)	36% (117)	9% (31)	14% (45)	25% (80)	324				
Ideo: Liberal (1-3)	16% (108)	15% (102)	41% (275)	4% (25)	5% (35)	18% (122)	666				
Ideo: Moderate (4)	9% (57)	16% (99)	52% (321)	3% (20)	4% (23)	15% (95)	615				
Ideo: Conservative (5-7)	11% (76)	7% (47)	40% (266)	10% (67)	19% (126)	13% (85)	669				
Educ: < College	6% (96)	9% (136)	45% (682)	6% (84)	10% (150)	24% (364)	1512				
Educ: Bachelors degree	19% (84)	16% (73)	41% (182)	6% (26)	8% (34)	10% (45)	444				
Educ: Post-grad	30% (74)	21% (51)	31% (76)	4% (9)	6% (13)	8% (21)	244				
Income: Under 50k	7% (87)	9% (108)	45% (558)	5% (62)	10% (119)	25% (308)	1240				
Income: 50k-100k	13% (77)	15% (87)	43% (259)	6% (38)	9% (51)	14% (86)	599				
Income: 100k+	25% (90)	18% (65)	34% (124)	6% (20)	8% (28)	10% (35)	361				
Ethnicity: White	12% (200)	12% (205)	44% (752)	6% (103)	9% (159)	18% (303)	1722				

Continued on next page

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	Somewhat more		Neither less		Somewhat less		Much less		Don't know /		Total N
	Much more favorable	more favorable	nor more favorable	less favorable	Much less favorable	No opinion					
Adults	11% (253)	12% (260)	43% (941)	5% (120)	9% (198)	19% (429)			2200		
Ethnicity: Hispanic	17% (61)	17% (60)	33% (116)	4% (14)	7% (24)	21% (74)			349		
Ethnicity: Black	13% (36)	14% (37)	36% (100)	4% (12)	8% (23)	24% (67)			274		
Ethnicity: Other	8% (17)	9% (18)	43% (89)	3% (5)	8% (16)	29% (59)			204		
All Christian	16% (169)	15% (156)	42% (450)	6% (67)	8% (89)	13% (140)			1073		
All Non-Christian	23% (27)	18% (22)	35% (41)	5% (6)	8% (9)	11% (13)			119		
Atheist	10% (8)	5% (4)	50% (41)	2% (2)	8% (6)	25% (21)			83		
Agnostic/Nothing in particular	5% (30)	8% (46)	44% (245)	5% (29)	10% (56)	27% (148)			553		
Something Else	5% (18)	8% (32)	44% (163)	4% (16)	10% (38)	29% (107)			373		
Religious Non-Protestant/Catholic	21% (29)	16% (23)	34% (47)	4% (6)	10% (15)	14% (19)			139		
Evangelical	20% (134)	17% (112)	33% (224)	5% (36)	11% (71)	14% (95)			672		
Non-Evangelical	6% (46)	9% (65)	52% (381)	6% (46)	7% (49)	20% (143)			729		
Community: Urban	24% (182)	15% (118)	33% (255)	5% (38)	7% (56)	15% (117)			766		
Community: Suburban	3% (30)	11% (93)	52% (452)	6% (48)	8% (70)	20% (173)			866		
Community: Rural	7% (41)	9% (49)	41% (234)	6% (34)	13% (72)	24% (138)			568		
Employ: Private Sector	19% (130)	18% (122)	36% (250)	6% (43)	8% (57)	14% (95)			698		
Employ: Government	26% (39)	18% (26)	37% (55)	4% (6)	6% (9)	8% (12)			146		
Employ: Self-Employed	16% (29)	7% (13)	44% (82)	4% (7)	10% (18)	19% (36)			185		
Employ: Homemaker	7% (9)	10% (12)	39% (47)	2% (2)	8% (10)	33% (39)			119		
Employ: Student	4% (5)	10% (13)	44% (57)	5% (7)	8% (10)	29% (37)			128		
Employ: Retired	4% (19)	6% (31)	59% (285)	4% (17)	10% (50)	17% (80)			483		
Employ: Unemployed	4% (12)	11% (34)	38% (111)	9% (28)	9% (27)	28% (83)			294		
Employ: Other	7% (11)	6% (9)	37% (55)	6% (9)	12% (18)	32% (46)			147		
Military HH: Yes	14% (50)	9% (33)	42% (150)	8% (29)	12% (45)	15% (53)			359		
Military HH: No	11% (203)	12% (227)	43% (791)	5% (90)	8% (153)	20% (376)			1841		
RD/WT: Right Direction	19% (135)	16% (112)	35% (241)	7% (49)	8% (59)	15% (102)			699		
RD/WT: Wrong Track	8% (118)	10% (147)	47% (699)	5% (71)	9% (139)	22% (327)			1501		
Trump Job Approve	13% (113)	11% (99)	36% (324)	8% (74)	15% (131)	17% (148)			889		
Trump Job Disapprove	11% (139)	13% (159)	48% (582)	4% (43)	5% (58)	20% (239)			1220		

Continued on next page

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	Somewhat more		Neither less		Somewhat less		Much less		Don't know /		Total N
	Much more favorable	more favorable	nor more favorable	less favorable	Much less favorable	No opinion					
Adults	11% (253)	12% (260)	43% (941)	5% (120)	9% (198)	19% (429)	2200				
Trump Job Strongly Approve	16% (86)	9% (47)	33% (181)	10% (55)	18% (101)	14% (78)	549				
Trump Job Somewhat Approve	8% (27)	15% (52)	42% (143)	5% (18)	9% (30)	21% (71)	340				
Trump Job Somewhat Disapprove	7% (19)	25% (69)	44% (122)	7% (18)	3% (9)	15% (42)	280				
Trump Job Strongly Disapprove	13% (121)	10% (90)	49% (460)	3% (25)	5% (49)	21% (197)	940				
Favorable of Trump	13% (114)	11% (99)	35% (316)	10% (85)	15% (135)	16% (146)	893				
Unfavorable of Trump	11% (135)	13% (159)	48% (579)	3% (35)	5% (60)	20% (242)	1210				
Very Favorable of Trump	15% (83)	10% (55)	31% (172)	10% (54)	20% (109)	14% (77)	550				
Somewhat Favorable of Trump	9% (31)	13% (43)	42% (143)	9% (31)	8% (26)	20% (69)	344				
Somewhat Unfavorable of Trump	9% (20)	26% (59)	42% (95)	3% (7)	4% (9)	17% (38)	227				
Very Unfavorable of Trump	12% (115)	10% (100)	49% (484)	3% (28)	5% (51)	21% (204)	983				
#1 Issue: Economy	12% (96)	10% (82)	43% (336)	6% (47)	9% (69)	20% (157)	787				
#1 Issue: Security	14% (35)	12% (31)	31% (77)	11% (28)	14% (35)	17% (41)	248				
#1 Issue: Health Care	14% (57)	15% (62)	48% (198)	3% (12)	6% (25)	14% (59)	413				
#1 Issue: Medicare / Social Security	5% (15)	13% (37)	49% (138)	4% (12)	9% (26)	18% (52)	281				
#1 Issue: Women's Issues	17% (20)	10% (12)	29% (34)	4% (5)	13% (15)	27% (32)	117				
#1 Issue: Education	10% (11)	17% (17)	38% (39)	4% (4)	4% (5)	26% (27)	102				
#1 Issue: Energy	10% (9)	14% (13)	40% (38)	4% (4)	8% (7)	25% (24)	95				
#1 Issue: Other	6% (10)	4% (6)	51% (80)	5% (7)	10% (15)	25% (39)	158				
2018 House Vote: Democrat	18% (140)	15% (115)	45% (339)	3% (26)	3% (25)	15% (111)	756				
2018 House Vote: Republican	12% (69)	9% (55)	40% (235)	10% (60)	15% (91)	14% (81)	591				
2016 Vote: Hillary Clinton	18% (130)	15% (110)	44% (317)	4% (27)	4% (25)	15% (110)	720				
2016 Vote: Donald Trump	11% (77)	10% (66)	40% (277)	9% (63)	15% (104)	15% (104)	691				
2016 Vote: Other	5% (5)	11% (11)	47% (47)	3% (3)	11% (11)	22% (22)	100				
2016 Vote: Didn't Vote	6% (41)	11% (73)	43% (298)	4% (26)	8% (57)	28% (192)	687				
Voted in 2014: Yes	15% (182)	13% (156)	44% (541)	6% (70)	9% (109)	15% (184)	1242				
Voted in 2014: No	7% (71)	11% (103)	42% (400)	5% (49)	9% (89)	26% (245)	958				

Continued on next page

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Demographic	Somewhat more		Neither less		Somewhat less		Much less		Don't know /		Total N
	Much more favorable	more favorable	nor more favorable	less favorable	Much less favorable	less favorable	No opinion				
Adults	11% (253)	12% (260)	43% (941)	5% (120)	9% (198)	19% (429)	2200				
2012 Vote: Barack Obama	16% (140)	15% (131)	46% (411)	3% (28)	5% (47)	15% (136)	893				
2012 Vote: Mitt Romney	9% (39)	7% (29)	44% (194)	10% (43)	17% (76)	14% (60)	440				
2012 Vote: Other	7% (4)	— (0)	47% (25)	11% (6)	19% (10)	17% (9)	54				
2012 Vote: Didn't Vote	8% (68)	12% (100)	38% (311)	5% (43)	8% (65)	28% (224)	810				
4-Region: Northeast	18% (69)	14% (57)	37% (147)	5% (20)	8% (30)	18% (71)	394				
4-Region: Midwest	7% (34)	7% (34)	51% (236)	6% (27)	9% (40)	20% (91)	462				
4-Region: South	10% (79)	11% (90)	42% (346)	5% (41)	12% (96)	21% (172)	824				
4-Region: West	14% (71)	15% (80)	41% (212)	6% (31)	6% (32)	18% (94)	520				
Sports fans	15% (244)	15% (238)	44% (696)	6% (99)	6% (92)	13% (207)	1575				
Avid sports fans	28% (154)	20% (109)	35% (192)	4% (24)	6% (32)	7% (39)	551				
Football fans	16% (237)	15% (226)	45% (669)	6% (92)	6% (84)	12% (186)	1494				
Avid football fans	28% (172)	15% (95)	40% (245)	4% (26)	5% (31)	8% (50)	618				
NFL fans	17% (236)	16% (231)	45% (642)	6% (86)	5% (67)	11% (160)	1423				
Avid NFL fans	28% (159)	17% (97)	42% (242)	4% (21)	3% (14)	7% (38)	570				
Watched Super Bowl LIV	18% (201)	14% (151)	45% (492)	6% (67)	6% (62)	11% (123)	1096				
Did not watch Super Bowl LIV	5% (52)	10% (109)	41% (449)	5% (53)	12% (136)	28% (306)	1104				
Brand politics appropriate	22% (207)	19% (178)	38% (355)	3% (30)	4% (35)	14% (136)	942				
Brand politics inappropriate	3% (33)	7% (71)	49% (478)	9% (86)	15% (152)	17% (164)	985				
Likely to watch Super Bowl LV	18% (239)	17% (223)	46% (602)	5% (70)	4% (47)	11% (142)	1322				
Unlikely to watch Super Bowl LV	2% (13)	4% (29)	40% (299)	5% (41)	19% (139)	30% (224)	745				
Democrats likely to watch SBLV	24% (140)	21% (121)	40% (231)	3% (19)	3% (18)	9% (55)	584				
Republicans likely to watch SBLV	16% (61)	17% (63)	45% (167)	10% (37)	4% (14)	8% (28)	370				
Age 18-34 likely to watch SBLV	21% (87)	22% (88)	34% (137)	6% (23)	5% (19)	13% (53)	406				
Age 35-44 likely to watch SBLV	33% (80)	21% (51)	33% (79)	3% (6)	2% (4)	8% (20)	239				
Age 45-64 likely to watch SBLV	14% (64)	13% (60)	52% (231)	6% (28)	4% (18)	10% (46)	446				
Age 65+ likely to watch SBLV	4% (8)	11% (25)	68% (156)	6% (13)	3% (6)	10% (24)	231				
Whites likely to watch SBLV	18% (186)	17% (175)	47% (484)	6% (59)	4% (37)	9% (90)	1030				
White (non-hispanic) likely to watch SBLV	17% (151)	15% (132)	49% (437)	6% (56)	4% (35)	9% (81)	892				
Blacks likely to watch SBLV	20% (36)	17% (31)	36% (67)	4% (6)	5% (9)	18% (34)	183				

Continued on next page

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	11% (253)	12% (260)	43% (941)	5% (120)	9% (198)	
Hispanics likely to watch SBLV	25% (54)	26% (55)	33% (70)	2% (4)	1% (2)	13% (28)	213

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	19% (410)	23% (497)	23% (495)	6% (136)	21% (465)	9% (196)	2200
Gender: Male	22% (233)	25% (265)	22% (239)	7% (74)	14% (153)	9% (98)	1062
Gender: Female	16% (178)	20% (232)	23% (257)	5% (61)	27% (312)	9% (99)	1138
Age: 18-34	18% (115)	25% (162)	22% (146)	7% (45)	21% (140)	7% (46)	655
Age: 35-44	28% (99)	22% (77)	18% (64)	4% (13)	20% (71)	9% (33)	358
Age: 45-64	19% (140)	21% (158)	26% (195)	6% (47)	20% (150)	8% (61)	751
Age: 65+	13% (55)	23% (100)	21% (90)	7% (30)	24% (104)	13% (56)	436
GenZers: 1997-2012	15% (39)	21% (54)	21% (53)	9% (24)	28% (71)	6% (14)	256
Millennials: 1981-1996	22% (135)	25% (151)	22% (135)	4% (26)	18% (107)	9% (53)	607
GenXers: 1965-1980	21% (121)	24% (134)	24% (138)	6% (32)	16% (91)	8% (47)	563
Baby Boomers: 1946-1964	16% (110)	20% (138)	23% (153)	6% (44)	25% (168)	10% (67)	678
PID: Dem (no lean)	15% (129)	22% (194)	28% (240)	7% (64)	18% (155)	10% (82)	865
PID: Ind (no lean)	15% (104)	22% (150)	22% (150)	6% (43)	27% (183)	9% (60)	690
PID: Rep (no lean)	28% (178)	24% (153)	16% (105)	4% (29)	20% (127)	8% (54)	645
PID/Gender: Dem Men	20% (80)	23% (91)	27% (110)	9% (37)	12% (47)	9% (35)	400
PID/Gender: Dem Women	10% (48)	22% (103)	28% (131)	6% (27)	23% (109)	10% (47)	465
PID/Gender: Ind Men	15% (51)	26% (88)	21% (72)	7% (24)	21% (70)	10% (35)	340
PID/Gender: Ind Women	15% (52)	18% (63)	22% (78)	5% (19)	32% (113)	7% (25)	350
PID/Gender: Rep Men	31% (101)	27% (87)	18% (57)	4% (13)	11% (36)	8% (27)	322
PID/Gender: Rep Women	24% (77)	20% (66)	15% (47)	5% (15)	28% (91)	8% (27)	324
Ideo: Liberal (1-3)	18% (119)	27% (177)	22% (145)	8% (51)	17% (112)	9% (61)	666
Ideo: Moderate (4)	8% (52)	25% (155)	30% (187)	6% (39)	19% (118)	10% (64)	615
Ideo: Conservative (5-7)	32% (214)	21% (143)	18% (119)	5% (32)	16% (108)	8% (52)	669
Educ: < College	16% (248)	21% (315)	23% (351)	6% (96)	25% (374)	9% (129)	1512
Educ: Bachelors degree	22% (97)	26% (114)	22% (99)	6% (25)	15% (65)	10% (44)	444
Educ: Post-grad	27% (65)	28% (69)	19% (45)	6% (15)	11% (26)	10% (24)	244
Income: Under 50k	14% (174)	19% (241)	24% (299)	6% (79)	27% (335)	9% (112)	1240
Income: 50k-100k	25% (147)	25% (150)	22% (130)	6% (34)	15% (93)	7% (45)	599
Income: 100k+	24% (88)	29% (107)	18% (66)	7% (24)	10% (38)	11% (39)	361
Ethnicity: White	20% (351)	24% (409)	22% (379)	5% (92)	20% (340)	9% (150)	1722

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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	Somewhat		Neither more		Somewhat		Don't know /		Total N
	Much more political	more political	nor less political	less political	Much less political	No opinion			
Adults	19% (410)	23% (497)	23% (495)	6% (136)	21% (465)	9% (196)	2200		
Ethnicity: Hispanic	20% (70)	22% (76)	21% (72)	8% (27)	24% (86)	6% (20)	349		
Ethnicity: Black	14% (37)	22% (59)	24% (66)	9% (26)	23% (64)	8% (22)	274		
Ethnicity: Other	11% (22)	14% (29)	25% (51)	8% (17)	30% (61)	12% (24)	204		
All Christian	22% (238)	25% (264)	22% (235)	6% (62)	17% (179)	9% (94)	1073		
All Non-Christian	24% (29)	27% (31)	20% (24)	8% (10)	11% (13)	10% (12)	119		
Atheist	21% (18)	21% (17)	29% (24)	5% (4)	16% (14)	8% (7)	83		
Agnostic/Nothing in particular	12% (68)	20% (109)	25% (140)	5% (30)	29% (161)	8% (45)	553		
Something Else	15% (58)	20% (76)	19% (72)	8% (29)	26% (99)	10% (39)	373		
Religious Non-Protestant/Catholic	24% (33)	26% (37)	18% (25)	7% (10)	16% (22)	9% (13)	139		
Evangelical	26% (177)	21% (140)	18% (123)	7% (48)	19% (125)	9% (59)	672		
Non-Evangelical	15% (108)	25% (185)	25% (180)	6% (44)	19% (141)	10% (72)	729		
Community: Urban	22% (172)	25% (188)	22% (171)	6% (44)	16% (125)	8% (65)	766		
Community: Suburban	14% (121)	22% (192)	26% (229)	6% (54)	23% (199)	8% (72)	866		
Community: Rural	21% (117)	21% (117)	17% (95)	6% (37)	25% (142)	11% (60)	568		
Employ: Private Sector	25% (174)	26% (183)	25% (176)	6% (39)	12% (84)	6% (42)	698		
Employ: Government	24% (35)	32% (47)	22% (32)	10% (14)	8% (11)	4% (6)	146		
Employ: Self-Employed	20% (37)	26% (47)	21% (38)	2% (4)	19% (35)	13% (24)	185		
Employ: Homemaker	18% (21)	23% (27)	10% (12)	1% (2)	35% (42)	12% (14)	119		
Employ: Student	20% (26)	20% (26)	17% (22)	10% (13)	24% (31)	8% (10)	128		
Employ: Retired	11% (55)	21% (99)	23% (112)	8% (36)	26% (124)	12% (56)	483		
Employ: Unemployed	15% (45)	15% (43)	23% (67)	7% (20)	32% (93)	9% (27)	294		
Employ: Other	13% (18)	16% (24)	24% (36)	5% (7)	31% (45)	11% (16)	147		
Military HH: Yes	23% (84)	22% (80)	20% (72)	7% (25)	18% (66)	9% (32)	359		
Military HH: No	18% (327)	23% (417)	23% (423)	6% (110)	22% (399)	9% (165)	1841		
RD/WT: Right Direction	24% (171)	22% (156)	22% (153)	6% (42)	15% (107)	10% (69)	699		
RD/WT: Wrong Track	16% (239)	23% (341)	23% (342)	6% (93)	24% (358)	8% (127)	1501		
Trump Job Approve	27% (242)	23% (207)	18% (163)	4% (39)	19% (169)	8% (69)	889		
Trump Job Disapprove	13% (162)	23% (284)	26% (312)	8% (93)	21% (252)	10% (117)	1220		

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	Somewhat		Neither more		Somewhat		Don't know /		Total N
	Much more political	more political	nor less political	less political	Much less political	No opinion			
Adults	19% (410)	23% (497)	23% (495)	6% (136)	21% (465)	9% (196)	2200		
Trump Job Strongly Approve	33% (183)	21% (118)	16% (90)	4% (22)	18% (97)	7% (39)	549		
Trump Job Somewhat Approve	17% (59)	26% (89)	21% (73)	5% (17)	21% (72)	9% (30)	340		
Trump Job Somewhat Disapprove	9% (26)	25% (69)	27% (75)	5% (15)	23% (65)	11% (30)	280		
Trump Job Strongly Disapprove	14% (136)	23% (216)	25% (237)	8% (78)	20% (187)	9% (87)	940		
Favorable of Trump	28% (248)	23% (202)	19% (166)	5% (43)	19% (168)	7% (65)	893		
Unfavorable of Trump	12% (150)	23% (284)	25% (308)	7% (89)	21% (254)	10% (125)	1210		
Very Favorable of Trump	32% (177)	22% (119)	17% (96)	5% (26)	18% (97)	6% (35)	550		
Somewhat Favorable of Trump	21% (71)	24% (83)	20% (70)	5% (18)	21% (72)	9% (30)	344		
Somewhat Unfavorable of Trump	11% (25)	24% (54)	24% (54)	6% (14)	25% (56)	11% (25)	227		
Very Unfavorable of Trump	13% (125)	23% (230)	26% (254)	8% (75)	20% (198)	10% (101)	983		
#1 Issue: Economy	19% (151)	25% (194)	24% (186)	5% (38)	19% (149)	9% (68)	787		
#1 Issue: Security	33% (81)	21% (51)	21% (52)	5% (12)	17% (42)	4% (10)	248		
#1 Issue: Health Care	14% (58)	26% (109)	25% (105)	4% (18)	19% (77)	11% (46)	413		
#1 Issue: Medicare / Social Security	14% (39)	21% (59)	21% (58)	9% (26)	22% (61)	13% (37)	281		
#1 Issue: Women's Issues	21% (25)	18% (21)	16% (19)	10% (11)	26% (31)	9% (10)	117		
#1 Issue: Education	16% (17)	13% (14)	22% (23)	13% (13)	22% (23)	13% (13)	102		
#1 Issue: Energy	24% (22)	22% (21)	22% (21)	6% (5)	20% (19)	7% (7)	95		
#1 Issue: Other	11% (17)	18% (29)	21% (33)	7% (11)	40% (63)	4% (6)	158		
2018 House Vote: Democrat	15% (112)	24% (182)	26% (199)	8% (57)	18% (133)	10% (73)	756		
2018 House Vote: Republican	29% (173)	23% (136)	18% (105)	5% (30)	17% (98)	8% (49)	591		
2016 Vote: Hillary Clinton	14% (98)	24% (176)	27% (191)	8% (60)	18% (127)	9% (68)	720		
2016 Vote: Donald Trump	29% (199)	23% (157)	18% (127)	4% (27)	18% (124)	8% (56)	691		
2016 Vote: Other	13% (13)	24% (24)	18% (18)	12% (12)	24% (24)	8% (8)	100		
2016 Vote: Didn't Vote	15% (100)	20% (140)	23% (158)	5% (36)	28% (190)	9% (65)	687		
Voted in 2014: Yes	21% (262)	23% (287)	22% (275)	7% (84)	18% (218)	9% (116)	1242		
Voted in 2014: No	15% (148)	22% (210)	23% (221)	5% (52)	26% (247)	8% (81)	958		

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	19% (410)	23% (497)	23% (495)	6% (136)	21% (465)	9% (196)	2200
2012 Vote: Barack Obama	15% (133)	23% (205)	27% (245)	8% (71)	17% (150)	10% (89)	893
2012 Vote: Mitt Romney	29% (129)	25% (109)	14% (63)	6% (25)	19% (82)	7% (33)	440
2012 Vote: Other	39% (21)	18% (10)	10% (6)	4% (2)	22% (12)	6% (3)	54
2012 Vote: Didn't Vote	15% (125)	21% (174)	22% (181)	5% (38)	27% (221)	9% (71)	810
4-Region: Northeast	20% (80)	26% (101)	23% (90)	8% (33)	16% (62)	7% (27)	394
4-Region: Midwest	15% (67)	22% (101)	28% (129)	4% (19)	22% (103)	9% (43)	462
4-Region: South	19% (155)	21% (172)	20% (168)	7% (55)	24% (196)	10% (79)	824
4-Region: West	21% (107)	24% (124)	21% (108)	6% (29)	20% (103)	9% (48)	520
Sports fans	20% (308)	24% (384)	24% (380)	6% (101)	15% (238)	10% (164)	1575
Avid sports fans	27% (149)	27% (147)	23% (125)	8% (44)	8% (43)	8% (44)	551
Football fans	20% (303)	26% (383)	24% (356)	6% (88)	14% (216)	10% (147)	1494
Avid football fans	25% (152)	25% (155)	25% (152)	8% (50)	9% (56)	8% (52)	618
NFL fans	20% (283)	26% (371)	25% (351)	6% (83)	13% (189)	10% (145)	1423
Avid NFL fans	23% (133)	27% (151)	27% (151)	8% (48)	8% (43)	8% (43)	570
Watched Super Bowl LIV	22% (240)	26% (285)	23% (252)	6% (69)	13% (138)	10% (112)	1096
Did not watch Super Bowl LIV	15% (171)	19% (213)	22% (243)	6% (67)	30% (327)	8% (84)	1104
Brand politics appropriate	19% (183)	26% (249)	24% (226)	7% (66)	13% (124)	10% (95)	942
Brand politics inappropriate	22% (214)	23% (223)	20% (201)	6% (55)	21% (205)	9% (87)	985
Likely to watch Super Bowl LV	20% (259)	28% (368)	25% (331)	6% (77)	11% (149)	11% (139)	1322
Unlikely to watch Super Bowl LV	19% (141)	16% (118)	20% (149)	7% (51)	32% (241)	6% (45)	745
Democrats likely to watch SBLV	18% (107)	26% (152)	28% (163)	8% (47)	9% (53)	11% (62)	584
Republicans likely to watch SBLV	28% (102)	29% (106)	19% (70)	5% (17)	10% (38)	10% (36)	370
Age 18-34 likely to watch SBLV	22% (89)	28% (115)	25% (103)	7% (27)	10% (42)	7% (30)	406
Age 35-44 likely to watch SBLV	35% (83)	26% (63)	19% (45)	3% (7)	9% (21)	8% (19)	239
Age 45-64 likely to watch SBLV	15% (68)	28% (126)	30% (132)	6% (25)	11% (47)	11% (48)	446
Age 65+ likely to watch SBLV	8% (19)	27% (63)	22% (51)	7% (17)	17% (39)	18% (42)	231
Whites likely to watch SBLV	21% (214)	29% (295)	24% (249)	5% (56)	10% (106)	11% (110)	1030
White (non-hispanic) likely to watch SBLV	20% (176)	29% (256)	24% (213)	6% (50)	10% (88)	12% (109)	892
Blacks likely to watch SBLV	19% (35)	26% (48)	24% (45)	8% (14)	15% (27)	7% (14)	183

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	19% (410)	23% (497)	23% (495)	6% (136)	21% (465)	9% (196)	2200
Hispanics likely to watch SBLV	24% (50)	30% (64)	23% (49)	6% (12)	14% (30)	3% (7)	213

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

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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(269)	18%	(400)	20%	(449)	36%	(802)	13%	(279)	2200
Gender: Male	16%	(171)	20%	(216)	19%	(199)	36%	(379)	9%	(97)	1062
Gender: Female	9%	(98)	16%	(185)	22%	(251)	37%	(424)	16%	(182)	1138
Age: 18-34	17%	(112)	26%	(168)	21%	(139)	21%	(135)	16%	(102)	655
Age: 35-44	22%	(78)	26%	(92)	17%	(62)	18%	(64)	17%	(61)	358
Age: 45-64	8%	(60)	13%	(98)	20%	(154)	47%	(351)	12%	(88)	751
Age: 65+	4%	(19)	10%	(42)	22%	(94)	58%	(252)	6%	(28)	436
GenZers: 1997-2012	17%	(43)	25%	(65)	22%	(56)	17%	(44)	18%	(47)	256
Millennials: 1981-1996	19%	(118)	26%	(159)	19%	(118)	20%	(122)	15%	(90)	607
GenXers: 1965-1980	13%	(72)	17%	(98)	22%	(122)	35%	(197)	13%	(74)	563
Baby Boomers: 1946-1964	5%	(33)	11%	(75)	18%	(125)	56%	(379)	10%	(65)	678
PID: Dem (no lean)	18%	(153)	28%	(242)	24%	(208)	20%	(177)	10%	(85)	865
PID: Ind (no lean)	7%	(51)	14%	(96)	22%	(151)	37%	(253)	20%	(138)	690
PID: Rep (no lean)	10%	(64)	10%	(62)	14%	(90)	58%	(373)	9%	(56)	645
PID/Gender: Dem Men	25%	(100)	32%	(127)	20%	(80)	17%	(68)	6%	(26)	400
PID/Gender: Dem Women	12%	(54)	25%	(115)	28%	(128)	23%	(109)	13%	(59)	465
PID/Gender: Ind Men	7%	(25)	15%	(52)	22%	(76)	39%	(133)	16%	(53)	340
PID/Gender: Ind Women	7%	(26)	13%	(45)	21%	(75)	34%	(120)	24%	(84)	350
PID/Gender: Rep Men	14%	(46)	11%	(37)	13%	(42)	55%	(178)	6%	(18)	322
PID/Gender: Rep Women	6%	(18)	8%	(25)	15%	(48)	60%	(195)	12%	(38)	324
Ideo: Liberal (1-3)	21%	(142)	27%	(178)	22%	(148)	22%	(145)	8%	(53)	666
Ideo: Moderate (4)	9%	(57)	21%	(127)	25%	(151)	32%	(194)	14%	(86)	615
Ideo: Conservative (5-7)	9%	(61)	11%	(75)	14%	(93)	60%	(404)	5%	(36)	669
Educ: < College	9%	(131)	14%	(218)	22%	(326)	40%	(602)	16%	(236)	1512
Educ: Bachelors degree	17%	(73)	26%	(114)	17%	(74)	34%	(150)	7%	(32)	444
Educ: Post-grad	26%	(65)	28%	(69)	20%	(49)	21%	(50)	5%	(11)	244
Income: Under 50k	8%	(104)	16%	(198)	22%	(270)	37%	(459)	17%	(209)	1240
Income: 50k-100k	13%	(80)	20%	(117)	19%	(113)	40%	(237)	8%	(51)	599
Income: 100k+	23%	(84)	24%	(85)	18%	(66)	30%	(107)	5%	(20)	361
Ethnicity: White	12%	(205)	17%	(288)	20%	(349)	41%	(700)	10%	(180)	1722

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	12%	(269)	18%	(400)	20%	(449)	36%	(802)	13%	(279)	2200
Ethnicity: Hispanic	19%	(66)	23%	(79)	21%	(72)	21%	(72)	17%	(60)	349
Ethnicity: Black	16%	(44)	28%	(78)	21%	(56)	19%	(53)	16%	(43)	274
Ethnicity: Other	10%	(20)	17%	(35)	21%	(44)	24%	(50)	27%	(56)	204
All Christian	14%	(152)	17%	(178)	21%	(225)	40%	(431)	8%	(87)	1073
All Non-Christian	20%	(23)	33%	(39)	15%	(17)	24%	(29)	9%	(10)	119
Atheist	15%	(12)	24%	(20)	12%	(10)	35%	(29)	15%	(12)	83
Agnostic/Nothing in particular	10%	(55)	18%	(98)	21%	(114)	30%	(166)	22%	(120)	553
Something Else	7%	(26)	18%	(66)	22%	(82)	40%	(148)	14%	(51)	373
Religious Non-Protestant/Catholic	20%	(28)	28%	(40)	16%	(22)	28%	(40)	7%	(10)	139
Evangelical	16%	(111)	21%	(141)	17%	(117)	36%	(241)	9%	(62)	672
Non-Evangelical	8%	(55)	13%	(98)	25%	(180)	44%	(322)	10%	(74)	729
Community: Urban	19%	(148)	26%	(199)	19%	(143)	26%	(195)	10%	(79)	766
Community: Suburban	8%	(73)	16%	(143)	22%	(188)	41%	(357)	12%	(105)	866
Community: Rural	8%	(48)	10%	(58)	21%	(117)	44%	(250)	17%	(95)	568
Employ: Private Sector	18%	(128)	23%	(161)	18%	(126)	30%	(212)	10%	(71)	698
Employ: Government	21%	(31)	25%	(36)	21%	(31)	28%	(41)	5%	(8)	146
Employ: Self-Employed	9%	(17)	21%	(38)	23%	(43)	33%	(62)	13%	(25)	185
Employ: Homemaker	8%	(9)	10%	(12)	28%	(34)	45%	(53)	9%	(10)	119
Employ: Student	12%	(16)	23%	(30)	22%	(28)	27%	(34)	16%	(20)	128
Employ: Retired	5%	(23)	9%	(44)	22%	(104)	57%	(273)	8%	(39)	483
Employ: Unemployed	11%	(31)	18%	(53)	18%	(54)	29%	(86)	24%	(70)	294
Employ: Other	10%	(14)	18%	(26)	21%	(30)	28%	(41)	24%	(36)	147
Military HH: Yes	14%	(52)	14%	(50)	19%	(67)	44%	(159)	8%	(30)	359
Military HH: No	12%	(217)	19%	(350)	21%	(382)	35%	(643)	14%	(249)	1841
RD/WT: Right Direction	16%	(112)	21%	(146)	21%	(147)	35%	(242)	8%	(53)	699
RD/WT: Wrong Track	10%	(157)	17%	(255)	20%	(302)	37%	(561)	15%	(226)	1501
Trump Job Approve	11%	(98)	12%	(104)	16%	(147)	52%	(463)	9%	(78)	889
Trump Job Disapprove	14%	(171)	24%	(291)	23%	(277)	27%	(332)	12%	(150)	1220

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	12%	(269)	18%	(400)	20%	(449)	36%	(802)	13%	(279)	2200
Trump Job Strongly Approve	13%	(72)	10%	(57)	11%	(60)	57%	(314)	8%	(46)	549
Trump Job Somewhat Approve	8%	(26)	14%	(48)	25%	(86)	44%	(148)	9%	(32)	340
Trump Job Somewhat Disapprove	9%	(26)	23%	(65)	24%	(69)	30%	(84)	13%	(36)	280
Trump Job Strongly Disapprove	15%	(145)	24%	(226)	22%	(208)	26%	(248)	12%	(114)	940
Favorable of Trump	10%	(92)	12%	(111)	16%	(145)	52%	(461)	10%	(85)	893
Unfavorable of Trump	14%	(173)	23%	(277)	24%	(290)	27%	(330)	12%	(140)	1210
Very Favorable of Trump	12%	(65)	11%	(62)	11%	(63)	56%	(308)	9%	(52)	550
Somewhat Favorable of Trump	8%	(27)	14%	(49)	24%	(82)	44%	(153)	10%	(33)	344
Somewhat Unfavorable of Trump	13%	(30)	20%	(45)	24%	(53)	33%	(74)	11%	(24)	227
Very Unfavorable of Trump	14%	(143)	24%	(232)	24%	(237)	26%	(256)	12%	(116)	983
#1 Issue: Economy	10%	(79)	21%	(162)	21%	(169)	36%	(281)	12%	(95)	787
#1 Issue: Security	15%	(37)	12%	(29)	14%	(35)	53%	(130)	7%	(17)	248
#1 Issue: Health Care	15%	(64)	20%	(83)	24%	(97)	29%	(118)	12%	(51)	413
#1 Issue: Medicare / Social Security	7%	(20)	11%	(31)	22%	(63)	52%	(146)	7%	(21)	281
#1 Issue: Women's Issues	22%	(25)	25%	(29)	20%	(24)	16%	(19)	18%	(21)	117
#1 Issue: Education	12%	(12)	27%	(27)	19%	(19)	20%	(20)	23%	(23)	102
#1 Issue: Energy	16%	(15)	30%	(29)	18%	(17)	29%	(27)	8%	(7)	95
#1 Issue: Other	11%	(17)	6%	(10)	16%	(25)	39%	(61)	28%	(45)	158
2018 House Vote: Democrat	17%	(129)	27%	(206)	22%	(169)	25%	(186)	9%	(65)	756
2018 House Vote: Republican	11%	(66)	10%	(57)	14%	(80)	59%	(348)	7%	(40)	591
2016 Vote: Hillary Clinton	16%	(116)	29%	(210)	23%	(167)	24%	(171)	8%	(56)	720
2016 Vote: Donald Trump	9%	(65)	10%	(70)	14%	(99)	58%	(404)	8%	(54)	691
2016 Vote: Other	11%	(11)	18%	(18)	21%	(21)	39%	(38)	11%	(11)	100
2016 Vote: Didn't Vote	11%	(77)	15%	(103)	24%	(162)	27%	(189)	23%	(157)	687
Voted in 2014: Yes	14%	(169)	19%	(233)	18%	(226)	42%	(517)	8%	(97)	1242
Voted in 2014: No	10%	(100)	18%	(168)	23%	(223)	30%	(285)	19%	(182)	958

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	12% (269)	18% (400)	20% (449)	36% (802)	13% (279)	2200
2012 Vote: Barack Obama	16% (141)	24% (212)	23% (202)	30% (265)	8% (73)	893
2012 Vote: Mitt Romney	7% (32)	8% (34)	15% (66)	64% (282)	6% (26)	440
2012 Vote: Other	7% (4)	9% (5)	13% (7)	63% (34)	8% (4)	54
2012 Vote: Didn't Vote	11% (90)	19% (150)	22% (175)	27% (221)	22% (175)	810
4-Region: Northeast	18% (69)	24% (93)	19% (76)	30% (116)	10% (40)	394
4-Region: Midwest	8% (35)	13% (61)	23% (106)	44% (203)	12% (58)	462
4-Region: South	12% (99)	18% (145)	19% (159)	36% (299)	15% (122)	824
4-Region: West	13% (66)	20% (102)	21% (109)	35% (183)	11% (60)	520
Sports fans	15% (229)	20% (312)	22% (350)	34% (540)	9% (145)	1575
Avid sports fans	25% (136)	22% (123)	20% (112)	27% (147)	6% (32)	551
Football fans	15% (219)	20% (305)	22% (327)	34% (506)	9% (138)	1494
Avid football fans	22% (136)	20% (124)	20% (121)	31% (194)	7% (44)	618
NFL fans	15% (212)	21% (301)	22% (314)	33% (469)	9% (127)	1423
Avid NFL fans	22% (127)	21% (117)	21% (117)	30% (168)	7% (41)	570
Watched Super Bowl LIV	15% (166)	20% (217)	22% (245)	35% (379)	8% (89)	1096
Did not watch Super Bowl LIV	9% (103)	17% (184)	18% (204)	38% (423)	17% (190)	1104
Brand politics appropriate	26% (244)	36% (336)	19% (183)	12% (109)	8% (71)	942
Brand politics inappropriate	1% (10)	5% (52)	23% (224)	66% (649)	5% (50)	985
Likely to watch Super Bowl LV	16% (217)	22% (294)	23% (303)	31% (406)	8% (102)	1322
Unlikely to watch Super Bowl LV	6% (44)	12% (91)	18% (135)	48% (354)	16% (121)	745
Democrats likely to watch SBLV	22% (127)	30% (175)	25% (149)	17% (98)	6% (35)	584
Republicans likely to watch SBLV	15% (55)	13% (49)	17% (62)	49% (180)	6% (24)	370
Age 18-34 likely to watch SBLV	23% (93)	30% (123)	23% (92)	15% (62)	9% (36)	406
Age 35-44 likely to watch SBLV	29% (69)	30% (72)	15% (36)	16% (39)	10% (23)	239
Age 45-64 likely to watch SBLV	9% (42)	17% (76)	25% (109)	42% (187)	7% (32)	446
Age 65+ likely to watch SBLV	5% (13)	10% (23)	28% (65)	51% (118)	5% (12)	231
Whites likely to watch SBLV	16% (169)	20% (208)	23% (234)	34% (353)	6% (66)	1030
White (non-hispanic) likely to watch SBLV	14% (128)	18% (163)	23% (203)	37% (333)	7% (65)	892
Blacks likely to watch SBLV	19% (34)	35% (64)	19% (35)	19% (35)	8% (15)	183

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	12% (269)	18% (400)	20% (449)	36% (802)	13% (279)	2200
Hispanics likely to watch SBLV	26% (55)	30% (63)	21% (44)	16% (35)	7% (15)	213

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	26%	(565)	26%	(568)	14%	(299)	23%	(496)	12%	(272)	2200
Gender: Male	28%	(296)	27%	(287)	13%	(143)	24%	(251)	8%	(83)	1062
Gender: Female	24%	(269)	25%	(280)	14%	(156)	21%	(245)	17%	(189)	1138
Age: 18-34	32%	(210)	31%	(203)	12%	(80)	11%	(75)	13%	(87)	655
Age: 35-44	39%	(138)	24%	(87)	10%	(35)	12%	(41)	16%	(56)	358
Age: 45-64	19%	(145)	23%	(174)	15%	(109)	30%	(227)	13%	(96)	751
Age: 65+	17%	(72)	24%	(104)	17%	(74)	35%	(153)	8%	(33)	436
GenZers: 1997-2012	36%	(93)	29%	(74)	10%	(25)	9%	(22)	16%	(42)	256
Millennials: 1981-1996	34%	(204)	31%	(186)	11%	(69)	12%	(72)	13%	(78)	607
GenXers: 1965-1980	23%	(127)	25%	(143)	15%	(87)	21%	(119)	15%	(87)	563
Baby Boomers: 1946-1964	19%	(127)	22%	(151)	15%	(99)	36%	(243)	8%	(57)	678
PID: Dem (no lean)	40%	(342)	32%	(278)	11%	(96)	9%	(74)	9%	(75)	865
PID: Ind (no lean)	20%	(135)	25%	(172)	15%	(105)	21%	(146)	19%	(132)	690
PID: Rep (no lean)	14%	(89)	18%	(118)	15%	(98)	43%	(276)	10%	(65)	645
PID/Gender: Dem Men	44%	(176)	35%	(139)	8%	(31)	9%	(34)	5%	(20)	400
PID/Gender: Dem Women	36%	(166)	30%	(139)	14%	(65)	9%	(40)	12%	(55)	465
PID/Gender: Ind Men	18%	(61)	26%	(88)	18%	(63)	24%	(83)	13%	(45)	340
PID/Gender: Ind Women	21%	(74)	24%	(84)	12%	(42)	18%	(63)	25%	(87)	350
PID/Gender: Rep Men	19%	(60)	19%	(60)	15%	(49)	42%	(135)	6%	(18)	322
PID/Gender: Rep Women	9%	(29)	18%	(58)	15%	(49)	44%	(142)	14%	(47)	324
Ideo: Liberal (1-3)	43%	(290)	32%	(211)	10%	(70)	8%	(53)	6%	(43)	666
Ideo: Moderate (4)	24%	(147)	28%	(171)	17%	(104)	15%	(94)	16%	(99)	615
Ideo: Conservative (5-7)	14%	(95)	18%	(124)	15%	(99)	47%	(317)	5%	(34)	669
Educ: < College	20%	(300)	24%	(360)	15%	(223)	26%	(388)	16%	(240)	1512
Educ: Bachelors degree	34%	(153)	29%	(127)	13%	(57)	19%	(84)	5%	(22)	444
Educ: Post-grad	46%	(112)	33%	(80)	8%	(19)	10%	(24)	4%	(10)	244
Income: Under 50k	21%	(264)	25%	(307)	14%	(168)	23%	(286)	17%	(216)	1240
Income: 50k-100k	27%	(164)	27%	(163)	14%	(83)	24%	(144)	7%	(45)	599
Income: 100k+	38%	(137)	27%	(98)	13%	(48)	18%	(66)	3%	(12)	361
Ethnicity: White	24%	(409)	25%	(425)	14%	(244)	26%	(449)	11%	(195)	1722

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	26%	(565)	26%	(568)	14%	(299)	23%	(496)	12%	(272)	2200
Ethnicity: Hispanic	31%	(110)	29%	(100)	15%	(52)	11%	(38)	14%	(49)	349
Ethnicity: Black	39%	(108)	30%	(83)	8%	(21)	9%	(25)	13%	(37)	274
Ethnicity: Other	24%	(48)	29%	(60)	17%	(34)	11%	(22)	19%	(40)	204
All Christian	28%	(298)	25%	(267)	14%	(148)	26%	(275)	8%	(84)	1073
All Non-Christian	37%	(44)	33%	(39)	10%	(12)	11%	(13)	8%	(10)	119
Atheist	27%	(23)	29%	(24)	15%	(12)	16%	(13)	14%	(11)	83
Agnostic/Nothing in particular	20%	(112)	28%	(153)	13%	(74)	18%	(99)	21%	(116)	553
Something Else	24%	(89)	23%	(85)	14%	(52)	26%	(97)	14%	(51)	373
Religious Non-Protestant/Catholic	36%	(50)	31%	(43)	12%	(16)	14%	(20)	7%	(10)	139
Evangelical	31%	(212)	25%	(168)	11%	(77)	24%	(162)	8%	(54)	672
Non-Evangelical	22%	(159)	24%	(176)	15%	(113)	28%	(201)	11%	(81)	729
Community: Urban	35%	(270)	29%	(224)	11%	(87)	15%	(117)	9%	(67)	766
Community: Suburban	22%	(190)	28%	(242)	13%	(116)	24%	(207)	13%	(110)	866
Community: Rural	18%	(105)	18%	(101)	17%	(95)	30%	(172)	17%	(95)	568
Employ: Private Sector	30%	(212)	27%	(190)	13%	(88)	20%	(141)	9%	(66)	698
Employ: Government	41%	(61)	28%	(41)	10%	(14)	15%	(22)	6%	(9)	146
Employ: Self-Employed	22%	(42)	27%	(50)	22%	(40)	15%	(28)	14%	(26)	185
Employ: Homemaker	19%	(23)	30%	(35)	12%	(14)	28%	(33)	11%	(13)	119
Employ: Student	35%	(45)	28%	(36)	14%	(18)	11%	(14)	11%	(14)	128
Employ: Retired	18%	(86)	23%	(110)	15%	(72)	36%	(171)	9%	(44)	483
Employ: Unemployed	23%	(67)	24%	(71)	11%	(32)	21%	(61)	21%	(63)	294
Employ: Other	21%	(30)	24%	(35)	13%	(20)	17%	(25)	25%	(37)	147
Military HH: Yes	25%	(90)	21%	(77)	14%	(52)	32%	(115)	7%	(26)	359
Military HH: No	26%	(476)	27%	(491)	13%	(247)	21%	(381)	13%	(246)	1841
RD/WT: Right Direction	28%	(193)	24%	(168)	16%	(109)	25%	(176)	8%	(53)	699
RD/WT: Wrong Track	25%	(373)	27%	(399)	13%	(190)	21%	(320)	15%	(219)	1501
Trump Job Approve	15%	(131)	19%	(168)	16%	(140)	41%	(364)	10%	(86)	889
Trump Job Disapprove	35%	(423)	32%	(388)	12%	(144)	11%	(128)	11%	(138)	1220

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	26%	(565)	26%	(568)	14%	(299)	23%	(496)	12%	(272)	2200
Trump Job Strongly Approve	17%	(94)	14%	(79)	12%	(67)	48%	(261)	9%	(49)	549
Trump Job Somewhat Approve	11%	(37)	26%	(89)	22%	(74)	30%	(104)	11%	(37)	340
Trump Job Somewhat Disapprove	22%	(62)	35%	(97)	15%	(42)	14%	(40)	14%	(39)	280
Trump Job Strongly Disapprove	38%	(361)	31%	(291)	11%	(102)	9%	(88)	10%	(99)	940
Favorable of Trump	14%	(125)	19%	(167)	17%	(149)	41%	(363)	10%	(90)	893
Unfavorable of Trump	35%	(429)	32%	(383)	12%	(140)	10%	(124)	11%	(136)	1210
Very Favorable of Trump	15%	(83)	15%	(84)	13%	(73)	47%	(257)	10%	(52)	550
Somewhat Favorable of Trump	12%	(41)	24%	(83)	22%	(76)	31%	(106)	11%	(38)	344
Somewhat Unfavorable of Trump	23%	(52)	33%	(75)	12%	(28)	16%	(36)	16%	(36)	227
Very Unfavorable of Trump	38%	(377)	31%	(308)	11%	(112)	9%	(87)	10%	(99)	983
#1 Issue: Economy	23%	(180)	26%	(203)	15%	(116)	25%	(198)	12%	(91)	787
#1 Issue: Security	21%	(51)	20%	(49)	11%	(27)	39%	(98)	9%	(23)	248
#1 Issue: Health Care	35%	(146)	27%	(113)	15%	(60)	10%	(43)	12%	(51)	413
#1 Issue: Medicare / Social Security	17%	(48)	27%	(76)	15%	(42)	33%	(93)	8%	(21)	281
#1 Issue: Women's Issues	39%	(45)	23%	(27)	9%	(10)	8%	(10)	21%	(25)	117
#1 Issue: Education	27%	(28)	36%	(37)	9%	(9)	11%	(11)	17%	(17)	102
#1 Issue: Energy	37%	(35)	38%	(35)	7%	(6)	10%	(10)	8%	(8)	95
#1 Issue: Other	20%	(31)	17%	(27)	19%	(29)	21%	(33)	23%	(37)	158
2018 House Vote: Democrat	40%	(303)	32%	(239)	12%	(89)	10%	(72)	7%	(54)	756
2018 House Vote: Republican	15%	(89)	18%	(105)	14%	(85)	46%	(271)	7%	(41)	591
2016 Vote: Hillary Clinton	40%	(285)	33%	(240)	12%	(87)	8%	(61)	6%	(46)	720
2016 Vote: Donald Trump	13%	(90)	18%	(126)	15%	(101)	45%	(313)	9%	(60)	691
2016 Vote: Other	22%	(22)	28%	(28)	16%	(16)	21%	(21)	13%	(13)	100
2016 Vote: Didn't Vote	24%	(167)	25%	(173)	14%	(95)	15%	(101)	22%	(151)	687
Voted in 2014: Yes	28%	(344)	25%	(313)	14%	(173)	26%	(326)	7%	(86)	1242
Voted in 2014: No	23%	(222)	27%	(255)	13%	(126)	18%	(170)	19%	(186)	958

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	26%	(565)	26%	(568)	14%	(299)	23%	(496)	12%	(272)	2200
2012 Vote: Barack Obama	36%	(321)	32%	(285)	12%	(110)	13%	(114)	7%	(63)	893
2012 Vote: Mitt Romney	10%	(46)	16%	(71)	15%	(66)	52%	(226)	7%	(30)	440
2012 Vote: Other	12%	(7)	4%	(2)	25%	(13)	46%	(25)	12%	(7)	54
2012 Vote: Didn't Vote	23%	(190)	26%	(210)	14%	(110)	16%	(130)	21%	(171)	810
4-Region: Northeast	32%	(127)	28%	(110)	11%	(45)	18%	(71)	10%	(40)	394
4-Region: Midwest	20%	(92)	23%	(106)	16%	(76)	26%	(122)	14%	(67)	462
4-Region: South	25%	(204)	24%	(195)	14%	(119)	23%	(193)	14%	(113)	824
4-Region: West	28%	(143)	30%	(156)	11%	(59)	21%	(110)	10%	(52)	520
Sports fans	28%	(444)	28%	(445)	14%	(222)	21%	(327)	9%	(136)	1575
Avid sports fans	39%	(217)	27%	(149)	12%	(67)	16%	(91)	5%	(27)	551
Football fans	28%	(413)	28%	(413)	14%	(216)	21%	(319)	9%	(133)	1494
Avid football fans	37%	(226)	26%	(163)	12%	(72)	18%	(113)	7%	(44)	618
NFL fans	29%	(407)	29%	(406)	15%	(208)	20%	(282)	8%	(120)	1423
Avid NFL fans	37%	(212)	27%	(155)	12%	(69)	15%	(88)	8%	(46)	570
Watched Super Bowl LIV	30%	(332)	27%	(292)	14%	(153)	21%	(235)	8%	(85)	1096
Did not watch Super Bowl LIV	21%	(234)	25%	(276)	13%	(146)	24%	(261)	17%	(187)	1104
Brand politics appropriate	43%	(402)	36%	(344)	10%	(99)	5%	(47)	5%	(51)	942
Brand politics inappropriate	13%	(128)	18%	(182)	18%	(180)	43%	(426)	7%	(68)	985
Likely to watch Super Bowl LV	31%	(408)	29%	(390)	15%	(194)	17%	(227)	8%	(104)	1322
Unlikely to watch Super Bowl LV	19%	(144)	20%	(152)	12%	(87)	33%	(247)	15%	(115)	745
Democrats likely to watch SBLV	43%	(252)	34%	(198)	11%	(65)	7%	(38)	5%	(31)	584
Republicans likely to watch SBLV	19%	(72)	23%	(86)	16%	(59)	34%	(126)	7%	(28)	370
Age 18-34 likely to watch SBLV	38%	(153)	34%	(136)	12%	(50)	8%	(34)	8%	(32)	406
Age 35-44 likely to watch SBLV	45%	(109)	27%	(65)	9%	(21)	11%	(26)	8%	(18)	239
Age 45-64 likely to watch SBLV	23%	(103)	27%	(122)	18%	(78)	23%	(105)	9%	(39)	446
Age 65+ likely to watch SBLV	18%	(42)	29%	(67)	19%	(44)	27%	(62)	7%	(15)	231
Whites likely to watch SBLV	29%	(298)	28%	(293)	15%	(156)	20%	(206)	8%	(78)	1030
White (non-hispanic) likely to watch SBLV	28%	(246)	27%	(240)	16%	(139)	22%	(195)	8%	(72)	892
Blacks likely to watch SBLV	42%	(76)	35%	(64)	8%	(15)	8%	(15)	7%	(13)	183

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	26% (565)	26% (568)	14% (299)	23% (496)	12% (272)	2200
Hispanics likely to watch SBLV	38% (81)	33% (70)	16% (34)	6% (13)	7% (15)	213

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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(307)	18%	(387)	19%	(419)	37%	(825)	12%	(262)	2200
Gender: Male	17%	(182)	20%	(210)	19%	(197)	37%	(389)	8%	(84)	1062
Gender: Female	11%	(125)	16%	(176)	20%	(222)	38%	(436)	16%	(178)	1138
Age: 18-34	20%	(132)	26%	(171)	20%	(134)	19%	(128)	14%	(91)	655
Age: 35-44	27%	(96)	21%	(74)	15%	(53)	20%	(71)	18%	(64)	358
Age: 45-64	8%	(60)	14%	(107)	18%	(135)	49%	(366)	11%	(82)	751
Age: 65+	4%	(19)	8%	(35)	22%	(98)	60%	(260)	6%	(25)	436
GenZers: 1997-2012	23%	(59)	23%	(58)	22%	(57)	16%	(40)	16%	(41)	256
Millennials: 1981-1996	21%	(128)	27%	(162)	18%	(107)	20%	(123)	14%	(87)	607
GenXers: 1965-1980	14%	(81)	18%	(99)	18%	(100)	37%	(208)	13%	(76)	563
Baby Boomers: 1946-1964	6%	(39)	10%	(66)	20%	(132)	57%	(387)	8%	(54)	678
PID: Dem (no lean)	22%	(187)	26%	(225)	21%	(179)	22%	(190)	10%	(84)	865
PID: Ind (no lean)	9%	(64)	13%	(92)	23%	(157)	37%	(252)	18%	(124)	690
PID: Rep (no lean)	9%	(56)	11%	(69)	13%	(84)	59%	(382)	8%	(54)	645
PID/Gender: Dem Men	27%	(110)	30%	(120)	18%	(73)	19%	(76)	6%	(22)	400
PID/Gender: Dem Women	17%	(77)	23%	(105)	23%	(106)	25%	(115)	13%	(62)	465
PID/Gender: Ind Men	9%	(29)	13%	(44)	25%	(84)	39%	(134)	14%	(48)	340
PID/Gender: Ind Women	10%	(35)	14%	(48)	21%	(73)	34%	(118)	22%	(76)	350
PID/Gender: Rep Men	13%	(43)	14%	(46)	12%	(40)	56%	(179)	4%	(14)	322
PID/Gender: Rep Women	4%	(13)	7%	(23)	13%	(44)	63%	(203)	13%	(41)	324
Ideo: Liberal (1-3)	25%	(167)	23%	(156)	23%	(155)	20%	(135)	8%	(52)	666
Ideo: Moderate (4)	11%	(65)	21%	(131)	19%	(117)	35%	(216)	14%	(86)	615
Ideo: Conservative (5-7)	9%	(58)	10%	(67)	15%	(100)	62%	(413)	5%	(31)	669
Educ: < College	10%	(158)	15%	(226)	19%	(288)	41%	(618)	15%	(222)	1512
Educ: Bachelors degree	18%	(79)	21%	(92)	19%	(86)	35%	(154)	7%	(33)	444
Educ: Post-grad	29%	(70)	28%	(69)	19%	(45)	21%	(52)	3%	(8)	244
Income: Under 50k	10%	(125)	17%	(216)	19%	(231)	37%	(464)	16%	(204)	1240
Income: 50k-100k	15%	(92)	16%	(98)	21%	(126)	41%	(243)	7%	(40)	599
Income: 100k+	25%	(90)	20%	(73)	17%	(62)	33%	(118)	5%	(18)	361
Ethnicity: White	13%	(225)	16%	(281)	19%	(319)	43%	(734)	9%	(163)	1722

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	14%	(307)	18%	(387)	19%	(419)	37%	(825)	12%	(262)	2200
Ethnicity: Hispanic	22%	(78)	26%	(92)	20%	(71)	17%	(58)	15%	(52)	349
Ethnicity: Black	20%	(55)	28%	(76)	18%	(50)	17%	(45)	17%	(47)	274
Ethnicity: Other	13%	(26)	15%	(30)	24%	(49)	22%	(46)	26%	(53)	204
All Christian	15%	(158)	18%	(194)	19%	(202)	41%	(443)	7%	(75)	1073
All Non-Christian	22%	(26)	24%	(29)	25%	(29)	24%	(29)	5%	(6)	119
Atheist	17%	(14)	17%	(14)	22%	(18)	29%	(24)	14%	(12)	83
Agnostic/Nothing in particular	15%	(82)	17%	(95)	17%	(95)	30%	(166)	21%	(115)	553
Something Else	7%	(27)	15%	(55)	20%	(74)	44%	(163)	14%	(53)	373
Religious Non-Protestant/Catholic	22%	(30)	21%	(30)	24%	(33)	28%	(40)	5%	(6)	139
Evangelical	17%	(114)	21%	(138)	15%	(104)	38%	(258)	9%	(58)	672
Non-Evangelical	8%	(61)	14%	(102)	23%	(165)	46%	(332)	10%	(70)	729
Community: Urban	22%	(167)	24%	(181)	20%	(151)	25%	(193)	10%	(73)	766
Community: Suburban	11%	(92)	16%	(137)	20%	(173)	43%	(369)	11%	(95)	866
Community: Rural	8%	(48)	12%	(69)	17%	(95)	46%	(263)	17%	(94)	568
Employ: Private Sector	20%	(140)	22%	(155)	18%	(125)	30%	(208)	10%	(70)	698
Employ: Government	28%	(42)	20%	(30)	20%	(29)	27%	(40)	4%	(6)	146
Employ: Self-Employed	12%	(22)	20%	(37)	18%	(34)	36%	(67)	14%	(25)	185
Employ: Homemaker	10%	(11)	10%	(12)	17%	(20)	52%	(62)	11%	(13)	119
Employ: Student	19%	(24)	24%	(31)	21%	(26)	22%	(29)	14%	(18)	128
Employ: Retired	5%	(22)	9%	(44)	21%	(100)	59%	(286)	6%	(31)	483
Employ: Unemployed	12%	(35)	18%	(54)	18%	(53)	30%	(90)	21%	(62)	294
Employ: Other	7%	(11)	17%	(24)	22%	(32)	30%	(44)	25%	(36)	147
Military HH: Yes	11%	(40)	14%	(49)	20%	(70)	47%	(168)	9%	(31)	359
Military HH: No	15%	(267)	18%	(337)	19%	(349)	36%	(656)	13%	(231)	1841
RD/WT: Right Direction	19%	(130)	20%	(139)	18%	(129)	36%	(253)	7%	(49)	699
RD/WT: Wrong Track	12%	(178)	17%	(248)	19%	(290)	38%	(572)	14%	(214)	1501
Trump Job Approve	11%	(96)	12%	(105)	15%	(132)	54%	(481)	8%	(75)	889
Trump Job Disapprove	17%	(208)	23%	(277)	22%	(266)	27%	(334)	11%	(136)	1220

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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(307)	18%	(387)	19%	(419)	37%	(825)	12%	(262)	2200
Trump Job Strongly Approve	12%	(66)	10%	(56)	11%	(59)	59%	(321)	9%	(47)	549
Trump Job Somewhat Approve	9%	(31)	15%	(50)	21%	(73)	47%	(160)	8%	(28)	340
Trump Job Somewhat Disapprove	9%	(26)	26%	(74)	20%	(56)	33%	(93)	11%	(32)	280
Trump Job Strongly Disapprove	19%	(182)	22%	(203)	22%	(210)	26%	(241)	11%	(104)	940
Favorable of Trump	10%	(93)	12%	(107)	15%	(134)	54%	(481)	9%	(79)	893
Unfavorable of Trump	17%	(205)	22%	(272)	22%	(270)	28%	(334)	11%	(130)	1210
Very Favorable of Trump	11%	(59)	11%	(59)	12%	(65)	57%	(316)	9%	(51)	550
Somewhat Favorable of Trump	10%	(34)	14%	(48)	20%	(69)	48%	(165)	8%	(27)	344
Somewhat Unfavorable of Trump	10%	(23)	25%	(56)	20%	(44)	35%	(80)	11%	(24)	227
Very Unfavorable of Trump	18%	(182)	22%	(216)	23%	(226)	26%	(254)	11%	(106)	983
#1 Issue: Economy	12%	(93)	19%	(152)	19%	(147)	39%	(307)	11%	(88)	787
#1 Issue: Security	16%	(39)	18%	(46)	8%	(19)	50%	(124)	8%	(20)	248
#1 Issue: Health Care	17%	(72)	17%	(71)	24%	(100)	29%	(120)	12%	(50)	413
#1 Issue: Medicare / Social Security	8%	(22)	11%	(30)	22%	(63)	52%	(146)	7%	(21)	281
#1 Issue: Women's Issues	25%	(29)	21%	(24)	18%	(21)	18%	(21)	19%	(22)	117
#1 Issue: Education	20%	(20)	20%	(20)	30%	(30)	13%	(14)	18%	(18)	102
#1 Issue: Energy	16%	(16)	31%	(29)	13%	(12)	30%	(29)	9%	(9)	95
#1 Issue: Other	10%	(16)	9%	(15)	17%	(27)	41%	(65)	23%	(35)	158
2018 House Vote: Democrat	21%	(160)	24%	(178)	21%	(161)	26%	(193)	8%	(64)	756
2018 House Vote: Republican	10%	(60)	10%	(62)	11%	(67)	61%	(362)	7%	(39)	591
2016 Vote: Hillary Clinton	20%	(141)	26%	(187)	23%	(168)	24%	(169)	7%	(54)	720
2016 Vote: Donald Trump	9%	(62)	10%	(66)	13%	(91)	61%	(421)	7%	(51)	691
2016 Vote: Other	16%	(16)	12%	(12)	19%	(19)	40%	(40)	13%	(13)	100
2016 Vote: Didn't Vote	13%	(87)	18%	(122)	20%	(140)	28%	(195)	21%	(142)	687
Voted in 2014: Yes	16%	(199)	17%	(216)	17%	(214)	42%	(523)	7%	(90)	1242
Voted in 2014: No	11%	(108)	18%	(171)	21%	(205)	31%	(301)	18%	(172)	958

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	14%	(307)	18%	(387)	19%	(419)	37%	(825)	12%	(262)	2200
2012 Vote: Barack Obama	19%	(173)	21%	(191)	22%	(192)	30%	(269)	7%	(67)	893
2012 Vote: Mitt Romney	7%	(29)	9%	(38)	12%	(54)	67%	(296)	5%	(23)	440
2012 Vote: Other	13%	(7)	10%	(5)	8%	(4)	58%	(32)	12%	(6)	54
2012 Vote: Didn't Vote	12%	(96)	19%	(152)	21%	(169)	28%	(227)	20%	(165)	810
4-Region: Northeast	19%	(76)	19%	(77)	19%	(76)	32%	(125)	10%	(39)	394
4-Region: Midwest	9%	(40)	14%	(63)	21%	(96)	47%	(215)	11%	(49)	462
4-Region: South	12%	(103)	16%	(134)	19%	(157)	38%	(313)	14%	(118)	824
4-Region: West	17%	(88)	22%	(114)	17%	(91)	33%	(172)	11%	(56)	520
Sports fans	15%	(243)	20%	(308)	20%	(318)	36%	(567)	9%	(139)	1575
Avid sports fans	24%	(133)	20%	(111)	22%	(120)	28%	(153)	6%	(32)	551
Football fans	15%	(226)	20%	(299)	20%	(304)	36%	(538)	9%	(128)	1494
Avid football fans	21%	(130)	19%	(120)	19%	(118)	33%	(206)	7%	(45)	618
NFL fans	16%	(222)	21%	(294)	21%	(297)	35%	(497)	8%	(113)	1423
Avid NFL fans	21%	(121)	20%	(112)	21%	(122)	30%	(172)	8%	(43)	570
Watched Super Bowl LIV	17%	(188)	17%	(191)	21%	(227)	37%	(406)	8%	(84)	1096
Did not watch Super Bowl LIV	11%	(119)	18%	(196)	17%	(192)	38%	(419)	16%	(178)	1104
Brand politics appropriate	28%	(262)	32%	(306)	20%	(192)	13%	(126)	6%	(56)	942
Brand politics inappropriate	3%	(31)	6%	(61)	19%	(186)	66%	(650)	6%	(56)	985
Likely to watch Super Bowl LV	18%	(237)	21%	(279)	20%	(270)	33%	(438)	7%	(98)	1322
Unlikely to watch Super Bowl LV	8%	(63)	13%	(95)	18%	(131)	46%	(346)	15%	(111)	745
Democrats likely to watch SBLV	25%	(145)	28%	(161)	21%	(122)	20%	(120)	6%	(36)	584
Republicans likely to watch SBLV	14%	(53)	15%	(55)	14%	(52)	51%	(190)	5%	(20)	370
Age 18-34 likely to watch SBLV	24%	(96)	31%	(127)	20%	(82)	16%	(67)	8%	(34)	406
Age 35-44 likely to watch SBLV	35%	(83)	24%	(56)	11%	(27)	20%	(47)	11%	(25)	239
Age 45-64 likely to watch SBLV	10%	(47)	17%	(76)	21%	(96)	44%	(195)	7%	(32)	446
Age 65+ likely to watch SBLV	5%	(11)	8%	(19)	28%	(65)	56%	(129)	3%	(7)	231
Whites likely to watch SBLV	17%	(180)	20%	(206)	20%	(209)	37%	(384)	5%	(51)	1030
White (non-hispanic) likely to watch SBLV	15%	(138)	17%	(153)	21%	(188)	40%	(361)	6%	(51)	892
Blacks likely to watch SBLV	24%	(44)	30%	(55)	17%	(32)	16%	(29)	13%	(23)	183

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	14% (307)	18% (387)	19% (419)	37% (825)	12% (262)	2200
Hispanics likely to watch SBLV	27% (57)	32% (68)	17% (37)	16% (35)	7% (15)	213

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	25%	(552)	24%	(530)	12%	(268)	27%	(591)	12%	(259)	2200
Gender: Male	26%	(276)	26%	(276)	11%	(118)	29%	(312)	8%	(81)	1062
Gender: Female	24%	(276)	22%	(254)	13%	(150)	25%	(279)	16%	(178)	1138
Age: 18-34	34%	(221)	30%	(196)	10%	(68)	14%	(89)	12%	(82)	655
Age: 35-44	38%	(137)	23%	(84)	9%	(34)	13%	(47)	16%	(56)	358
Age: 45-64	18%	(134)	21%	(161)	13%	(97)	36%	(268)	12%	(91)	751
Age: 65+	14%	(60)	20%	(89)	16%	(70)	43%	(187)	7%	(30)	436
GenZers: 1997-2012	40%	(102)	29%	(74)	9%	(24)	9%	(22)	13%	(33)	256
Millennials: 1981-1996	32%	(196)	28%	(173)	10%	(64)	15%	(93)	13%	(82)	607
GenXers: 1965-1980	23%	(130)	24%	(135)	13%	(75)	25%	(143)	14%	(80)	563
Baby Boomers: 1946-1964	17%	(114)	19%	(132)	14%	(92)	41%	(279)	9%	(62)	678
PID: Dem (no lean)	39%	(341)	29%	(247)	10%	(89)	13%	(109)	9%	(79)	865
PID: Ind (no lean)	19%	(134)	24%	(164)	15%	(102)	23%	(161)	19%	(129)	690
PID: Rep (no lean)	12%	(77)	19%	(120)	12%	(77)	50%	(321)	8%	(50)	645
PID/Gender: Dem Men	43%	(173)	30%	(122)	8%	(34)	14%	(54)	4%	(17)	400
PID/Gender: Dem Women	36%	(168)	27%	(125)	12%	(55)	12%	(55)	13%	(62)	465
PID/Gender: Ind Men	15%	(52)	26%	(90)	16%	(54)	28%	(94)	15%	(50)	340
PID/Gender: Ind Women	23%	(82)	21%	(74)	14%	(48)	19%	(67)	23%	(79)	350
PID/Gender: Rep Men	16%	(51)	20%	(64)	10%	(31)	51%	(163)	4%	(13)	322
PID/Gender: Rep Women	8%	(26)	17%	(56)	14%	(47)	49%	(158)	11%	(37)	324
Ideo: Liberal (1-3)	45%	(297)	30%	(200)	9%	(59)	10%	(69)	6%	(41)	666
Ideo: Moderate (4)	21%	(126)	30%	(182)	14%	(86)	20%	(126)	16%	(95)	615
Ideo: Conservative (5-7)	13%	(89)	16%	(108)	13%	(88)	52%	(351)	5%	(33)	669
Educ: < College	20%	(305)	21%	(324)	14%	(207)	30%	(454)	15%	(222)	1512
Educ: Bachelors degree	31%	(138)	29%	(127)	10%	(46)	24%	(104)	7%	(30)	444
Educ: Post-grad	45%	(109)	33%	(80)	7%	(16)	13%	(32)	3%	(7)	244
Income: Under 50k	21%	(265)	22%	(273)	13%	(161)	27%	(341)	16%	(201)	1240
Income: 50k-100k	26%	(154)	26%	(156)	12%	(72)	29%	(173)	7%	(43)	599
Income: 100k+	37%	(132)	28%	(101)	10%	(35)	22%	(78)	4%	(15)	361
Ethnicity: White	23%	(401)	23%	(402)	13%	(219)	31%	(530)	10%	(170)	1722

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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	25%	(552)	24%	(530)	12%	(268)	27%	(591)	12%	(259)	2200
Ethnicity: Hispanic	33%	(116)	30%	(106)	9%	(30)	16%	(55)	12%	(42)	349
Ethnicity: Black	38%	(104)	24%	(66)	9%	(25)	12%	(34)	16%	(45)	274
Ethnicity: Other	23%	(47)	31%	(62)	12%	(25)	13%	(27)	21%	(43)	204
All Christian	24%	(259)	25%	(271)	12%	(127)	31%	(329)	8%	(86)	1073
All Non-Christian	42%	(50)	27%	(32)	13%	(16)	13%	(15)	5%	(6)	119
Atheist	24%	(20)	30%	(25)	17%	(14)	17%	(14)	12%	(10)	83
Agnostic/Nothing in particular	23%	(128)	24%	(135)	11%	(60)	22%	(123)	19%	(107)	553
Something Else	25%	(94)	18%	(67)	14%	(52)	29%	(110)	14%	(51)	373
Religious Non-Protestant/Catholic	41%	(57)	24%	(33)	15%	(21)	17%	(24)	4%	(6)	139
Evangelical	30%	(202)	24%	(160)	11%	(72)	28%	(186)	8%	(52)	672
Non-Evangelical	19%	(138)	24%	(172)	14%	(99)	32%	(237)	11%	(83)	729
Community: Urban	34%	(263)	29%	(218)	10%	(74)	19%	(147)	8%	(64)	766
Community: Suburban	23%	(197)	25%	(220)	11%	(98)	29%	(248)	12%	(103)	866
Community: Rural	16%	(92)	16%	(92)	17%	(96)	34%	(196)	16%	(92)	568
Employ: Private Sector	29%	(203)	25%	(178)	11%	(78)	24%	(166)	10%	(72)	698
Employ: Government	41%	(60)	26%	(39)	9%	(13)	20%	(29)	4%	(6)	146
Employ: Self-Employed	28%	(52)	28%	(52)	10%	(18)	22%	(40)	12%	(23)	185
Employ: Homemaker	19%	(23)	21%	(24)	13%	(16)	33%	(39)	14%	(17)	119
Employ: Student	33%	(42)	35%	(45)	10%	(13)	11%	(14)	11%	(14)	128
Employ: Retired	14%	(67)	21%	(103)	14%	(70)	42%	(204)	8%	(40)	483
Employ: Unemployed	23%	(69)	22%	(64)	13%	(37)	23%	(69)	19%	(56)	294
Employ: Other	24%	(36)	18%	(26)	16%	(23)	21%	(30)	21%	(32)	147
Military HH: Yes	22%	(77)	20%	(72)	11%	(38)	39%	(142)	8%	(30)	359
Military HH: No	26%	(474)	25%	(459)	13%	(231)	24%	(449)	12%	(228)	1841
RD/WT: Right Direction	26%	(185)	26%	(180)	13%	(90)	28%	(195)	7%	(49)	699
RD/WT: Wrong Track	24%	(367)	23%	(350)	12%	(179)	26%	(396)	14%	(210)	1501
Trump Job Approve	14%	(122)	18%	(160)	13%	(118)	47%	(415)	8%	(75)	889
Trump Job Disapprove	35%	(422)	29%	(358)	12%	(141)	13%	(164)	11%	(136)	1220

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	25%	(552)	24%	(530)	12%	(268)	27%	(591)	12%	(259)	2200
Trump Job Strongly Approve	15%	(82)	16%	(86)	8%	(46)	55%	(299)	7%	(36)	549
Trump Job Somewhat Approve	12%	(40)	22%	(74)	21%	(72)	34%	(115)	11%	(39)	340
Trump Job Somewhat Disapprove	22%	(61)	35%	(99)	12%	(34)	19%	(53)	12%	(34)	280
Trump Job Strongly Disapprove	38%	(361)	28%	(259)	11%	(107)	12%	(111)	11%	(103)	940
Favorable of Trump	13%	(116)	18%	(162)	13%	(121)	46%	(415)	9%	(80)	893
Unfavorable of Trump	35%	(424)	29%	(350)	11%	(139)	14%	(166)	11%	(131)	1210
Very Favorable of Trump	13%	(70)	17%	(94)	9%	(51)	53%	(293)	7%	(41)	550
Somewhat Favorable of Trump	13%	(46)	20%	(67)	20%	(70)	36%	(122)	11%	(39)	344
Somewhat Unfavorable of Trump	21%	(49)	35%	(79)	12%	(27)	20%	(46)	12%	(27)	227
Very Unfavorable of Trump	38%	(376)	28%	(271)	11%	(112)	12%	(120)	11%	(104)	983
#1 Issue: Economy	22%	(176)	23%	(180)	14%	(112)	29%	(225)	12%	(94)	787
#1 Issue: Security	17%	(42)	22%	(55)	9%	(23)	43%	(106)	9%	(21)	248
#1 Issue: Health Care	34%	(140)	26%	(106)	10%	(41)	17%	(71)	13%	(54)	413
#1 Issue: Medicare / Social Security	16%	(44)	20%	(57)	17%	(47)	37%	(105)	10%	(28)	281
#1 Issue: Women's Issues	38%	(45)	33%	(38)	6%	(7)	8%	(10)	15%	(17)	117
#1 Issue: Education	36%	(37)	29%	(30)	11%	(11)	9%	(9)	14%	(15)	102
#1 Issue: Energy	36%	(34)	41%	(39)	6%	(6)	14%	(13)	3%	(3)	95
#1 Issue: Other	21%	(33)	16%	(25)	14%	(22)	33%	(52)	17%	(27)	158
2018 House Vote: Democrat	39%	(295)	28%	(214)	10%	(78)	14%	(105)	8%	(63)	756
2018 House Vote: Republican	13%	(75)	17%	(102)	13%	(74)	52%	(306)	6%	(34)	591
2016 Vote: Hillary Clinton	40%	(285)	30%	(213)	12%	(85)	11%	(81)	8%	(56)	720
2016 Vote: Donald Trump	12%	(84)	16%	(112)	13%	(87)	53%	(365)	6%	(44)	691
2016 Vote: Other	19%	(19)	22%	(21)	19%	(19)	27%	(27)	12%	(12)	100
2016 Vote: Didn't Vote	24%	(163)	27%	(184)	11%	(77)	17%	(118)	21%	(146)	687
Voted in 2014: Yes	27%	(330)	22%	(277)	13%	(156)	32%	(396)	7%	(83)	1242
Voted in 2014: No	23%	(222)	26%	(254)	12%	(113)	20%	(194)	18%	(176)	958

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	25%	(552)	24%	(530)	12%	(268)	27%	(591)	12%	(259)	2200
2012 Vote: Barack Obama	35%	(315)	28%	(248)	12%	(105)	17%	(150)	8%	(75)	893
2012 Vote: Mitt Romney	9%	(41)	14%	(62)	13%	(59)	59%	(260)	4%	(19)	440
2012 Vote: Other	11%	(6)	10%	(5)	19%	(10)	51%	(27)	10%	(5)	54
2012 Vote: Didn't Vote	23%	(188)	27%	(215)	12%	(95)	19%	(154)	20%	(159)	810
4-Region: Northeast	31%	(122)	25%	(99)	10%	(39)	23%	(91)	11%	(43)	394
4-Region: Midwest	20%	(92)	24%	(109)	15%	(68)	29%	(134)	13%	(59)	462
4-Region: South	24%	(197)	20%	(167)	13%	(109)	29%	(235)	14%	(116)	824
4-Region: West	27%	(142)	30%	(155)	10%	(51)	25%	(131)	8%	(41)	520
Sports fans	27%	(419)	26%	(415)	13%	(203)	26%	(403)	9%	(134)	1575
Avid sports fans	36%	(197)	25%	(139)	11%	(61)	21%	(118)	7%	(37)	551
Football fans	26%	(381)	26%	(389)	13%	(195)	26%	(394)	9%	(135)	1494
Avid football fans	33%	(203)	24%	(150)	11%	(68)	24%	(147)	8%	(50)	618
NFL fans	27%	(380)	27%	(383)	13%	(184)	25%	(356)	8%	(119)	1423
Avid NFL fans	32%	(185)	25%	(145)	11%	(64)	23%	(130)	8%	(46)	570
Watched Super Bowl LIV	28%	(308)	25%	(276)	13%	(142)	26%	(281)	8%	(89)	1096
Did not watch Super Bowl LIV	22%	(243)	23%	(255)	11%	(126)	28%	(309)	15%	(170)	1104
Brand politics appropriate	41%	(387)	34%	(323)	10%	(95)	8%	(79)	6%	(58)	942
Brand politics inappropriate	14%	(133)	17%	(170)	16%	(154)	48%	(473)	6%	(55)	985
Likely to watch Super Bowl LV	28%	(371)	29%	(378)	13%	(173)	22%	(291)	8%	(109)	1322
Unlikely to watch Super Bowl LV	22%	(163)	18%	(131)	11%	(79)	36%	(271)	13%	(100)	745
Democrats likely to watch SBLV	41%	(238)	31%	(181)	10%	(58)	11%	(64)	7%	(44)	584
Republicans likely to watch SBLV	16%	(61)	23%	(86)	13%	(50)	41%	(152)	6%	(23)	370
Age 18-34 likely to watch SBLV	36%	(144)	34%	(139)	11%	(46)	11%	(46)	8%	(31)	406
Age 35-44 likely to watch SBLV	43%	(103)	24%	(59)	11%	(26)	12%	(30)	9%	(22)	239
Age 45-64 likely to watch SBLV	21%	(92)	26%	(116)	13%	(60)	31%	(137)	9%	(41)	446
Age 65+ likely to watch SBLV	13%	(31)	28%	(64)	18%	(42)	34%	(78)	7%	(16)	231
Whites likely to watch SBLV	27%	(273)	27%	(282)	14%	(141)	25%	(262)	7%	(72)	1030
White (non-hispanic) likely to watch SBLV	25%	(222)	25%	(227)	14%	(129)	27%	(242)	8%	(72)	892
Blacks likely to watch SBLV	40%	(73)	30%	(56)	11%	(20)	7%	(12)	12%	(22)	183

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	25%	(552)	24%	(530)	12%	(268)	27%	(591)	12%	(259)	2200
Hispanics likely to watch SBLV	37%	(78)	37%	(80)	8%	(16)	13%	(29)	5%	(11)	213

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	25%	(540)	58%	(1267)	18%	(393)	2200
Gender: Male	28%	(301)	57%	(602)	15%	(159)	1062
Gender: Female	21%	(239)	58%	(665)	21%	(234)	1138
Age: 18-34	34%	(225)	41%	(266)	25%	(164)	655
Age: 35-44	40%	(142)	41%	(147)	19%	(69)	358
Age: 45-64	18%	(132)	68%	(512)	14%	(107)	751
Age: 65+	9%	(41)	78%	(342)	12%	(53)	436
GenZers: 1997-2012	35%	(90)	37%	(94)	28%	(72)	256
Millennials: 1981-1996	36%	(221)	41%	(248)	23%	(138)	607
GenXers: 1965-1980	26%	(149)	59%	(335)	14%	(79)	563
Baby Boomers: 1946-1964	11%	(76)	75%	(507)	14%	(95)	678
PID: Dem (no lean)	38%	(331)	44%	(381)	18%	(153)	865
PID: Ind (no lean)	17%	(119)	59%	(405)	24%	(166)	690
PID: Rep (no lean)	14%	(91)	75%	(481)	11%	(74)	645
PID/Gender: Dem Men	46%	(184)	37%	(150)	17%	(66)	400
PID/Gender: Dem Women	31%	(146)	50%	(231)	19%	(87)	465
PID/Gender: Ind Men	16%	(54)	63%	(213)	21%	(72)	340
PID/Gender: Ind Women	18%	(64)	55%	(192)	27%	(94)	350
PID/Gender: Rep Men	19%	(62)	74%	(239)	6%	(21)	322
PID/Gender: Rep Women	9%	(28)	75%	(242)	16%	(53)	324
Ideo: Liberal (1-3)	42%	(278)	40%	(265)	18%	(123)	666
Ideo: Moderate (4)	22%	(136)	60%	(369)	18%	(110)	615
Ideo: Conservative (5-7)	14%	(93)	78%	(522)	8%	(54)	669
Educ: < College	18%	(266)	61%	(923)	21%	(323)	1512
Educ: Bachelors degree	33%	(145)	56%	(247)	11%	(51)	444
Educ: Post-grad	53%	(128)	40%	(97)	8%	(19)	244

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	25%	(540)	58%	(1267)	18%	(393)	2200
Income: Under 50k	19%	(234)	58%	(714)	24%	(291)	1240
Income: 50k-100k	26%	(156)	63%	(375)	11%	(67)	599
Income: 100k+	41%	(149)	49%	(178)	10%	(35)	361
Ethnicity: White	24%	(413)	61%	(1051)	15%	(258)	1722
Ethnicity: Hispanic	33%	(117)	45%	(157)	22%	(76)	349
Ethnicity: Black	32%	(87)	40%	(110)	28%	(77)	274
Ethnicity: Other	20%	(40)	52%	(106)	29%	(58)	204
All Christian	25%	(268)	65%	(699)	10%	(105)	1073
All Non-Christian	45%	(53)	47%	(56)	8%	(10)	119
Atheist	17%	(14)	55%	(45)	28%	(23)	83
Agnostic/Nothing in particular	25%	(136)	46%	(253)	30%	(164)	553
Something Else	18%	(68)	57%	(214)	24%	(91)	373
Religious Non-Protestant/Catholic	39%	(55)	51%	(71)	10%	(14)	139
Evangelical	30%	(198)	57%	(381)	14%	(92)	672
Non-Evangelical	18%	(128)	69%	(503)	13%	(98)	729
Community: Urban	37%	(285)	47%	(357)	16%	(124)	766
Community: Suburban	20%	(177)	62%	(534)	18%	(155)	866
Community: Rural	14%	(78)	66%	(376)	20%	(114)	568
Employ: Private Sector	34%	(236)	52%	(363)	14%	(99)	698
Employ: Government	47%	(69)	46%	(67)	7%	(10)	146
Employ: Self-Employed	22%	(40)	62%	(115)	16%	(30)	185
Employ: Homemaker	19%	(22)	63%	(75)	19%	(22)	119
Employ: Student	25%	(32)	46%	(59)	28%	(36)	128
Employ: Retired	12%	(56)	78%	(376)	11%	(51)	483
Employ: Unemployed	20%	(60)	47%	(138)	33%	(97)	294
Employ: Other	17%	(24)	51%	(74)	33%	(48)	147

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	25%	(540)	58%	(1267)	18%	(393)	2200
Military HH: Yes	22%	(81)	65%	(235)	12%	(44)	359
Military HH: No	25%	(459)	56%	(1032)	19%	(350)	1841
RD/WT: Right Direction	30%	(212)	58%	(408)	11%	(80)	699
RD/WT: Wrong Track	22%	(328)	57%	(859)	21%	(314)	1501
Trump Job Approve	17%	(152)	73%	(645)	10%	(92)	889
Trump Job Disapprove	31%	(376)	49%	(602)	20%	(243)	1220
Trump Job Strongly Approve	17%	(93)	74%	(406)	9%	(49)	549
Trump Job Somewhat Approve	17%	(59)	70%	(239)	13%	(43)	340
Trump Job Somewhat Disapprove	25%	(69)	54%	(150)	22%	(61)	280
Trump Job Strongly Disapprove	33%	(307)	48%	(452)	19%	(182)	940
Favorable of Trump	17%	(150)	73%	(650)	10%	(93)	893
Unfavorable of Trump	30%	(369)	49%	(593)	21%	(249)	1210
Very Favorable of Trump	17%	(92)	75%	(411)	8%	(46)	550
Somewhat Favorable of Trump	17%	(58)	69%	(239)	14%	(47)	344
Somewhat Unfavorable of Trump	30%	(68)	54%	(122)	17%	(38)	227
Very Unfavorable of Trump	31%	(301)	48%	(471)	21%	(211)	983
#1 Issue: Economy	25%	(196)	59%	(462)	16%	(130)	787
#1 Issue: Security	16%	(40)	71%	(176)	13%	(32)	248
#1 Issue: Health Care	32%	(130)	51%	(210)	17%	(72)	413
#1 Issue: Medicare / Social Security	14%	(40)	69%	(195)	16%	(46)	281
#1 Issue: Women's Issues	39%	(46)	34%	(40)	27%	(31)	117
#1 Issue: Education	33%	(34)	44%	(45)	23%	(24)	102
#1 Issue: Energy	33%	(31)	49%	(46)	18%	(17)	95
#1 Issue: Other	14%	(23)	59%	(93)	27%	(42)	158
2018 House Vote: Democrat	38%	(284)	45%	(341)	17%	(132)	756
2018 House Vote: Republican	16%	(92)	77%	(452)	8%	(46)	591

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	25%	(540)	58%	(1267)	18%	(393)	2200
2016 Vote: Hillary Clinton	37%	(268)	45%	(326)	17%	(126)	720
2016 Vote: Donald Trump	16%	(109)	76%	(525)	8%	(58)	691
2016 Vote: Other	20%	(20)	66%	(66)	14%	(14)	100
2016 Vote: Didn't Vote	21%	(142)	51%	(350)	28%	(196)	687
Voted in 2014: Yes	27%	(334)	60%	(744)	13%	(164)	1242
Voted in 2014: No	21%	(206)	55%	(523)	24%	(229)	958
2012 Vote: Barack Obama	34%	(302)	51%	(451)	16%	(139)	893
2012 Vote: Mitt Romney	10%	(43)	82%	(360)	8%	(36)	440
2012 Vote: Other	11%	(6)	74%	(40)	15%	(8)	54
2012 Vote: Didn't Vote	23%	(185)	51%	(415)	26%	(210)	810
4-Region: Northeast	33%	(128)	52%	(206)	15%	(60)	394
4-Region: Midwest	18%	(84)	63%	(289)	19%	(90)	462
4-Region: South	23%	(187)	58%	(478)	19%	(160)	824
4-Region: West	27%	(141)	57%	(295)	16%	(84)	520
Sports fans	28%	(447)	58%	(911)	14%	(217)	1575
Avid sports fans	40%	(223)	49%	(272)	10%	(56)	551
Football fans	29%	(426)	58%	(865)	14%	(203)	1494
Avid football fans	35%	(214)	54%	(334)	11%	(71)	618
NFL fans	29%	(415)	57%	(817)	13%	(190)	1423
Avid NFL fans	37%	(208)	52%	(298)	11%	(63)	570
Watched Super Bowl LIV	30%	(330)	57%	(629)	12%	(136)	1096
Did not watch Super Bowl LIV	19%	(209)	58%	(638)	23%	(257)	1104
Brand politics appropriate	46%	(437)	38%	(359)	15%	(145)	942
Brand politics inappropriate	7%	(74)	82%	(807)	11%	(104)	985
Likely to watch Super Bowl LV	32%	(419)	55%	(732)	13%	(171)	1322
Unlikely to watch Super Bowl LV	15%	(112)	64%	(473)	21%	(160)	745

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	25%	(540)	58%	(1267)	18%	(393)	2200
Democrats likely to watch SBLV	44%	(259)	42%	(245)	14%	(80)	584
Republicans likely to watch SBLV	22%	(80)	70%	(258)	9%	(32)	370
Age 18-34 likely to watch SBLV	44%	(179)	37%	(150)	19%	(78)	406
Age 35-44 likely to watch SBLV	50%	(121)	37%	(88)	13%	(31)	239
Age 45-64 likely to watch SBLV	21%	(96)	69%	(307)	10%	(43)	446
Age 65+ likely to watch SBLV	10%	(24)	81%	(187)	8%	(19)	231
Whites likely to watch SBLV	31%	(323)	58%	(594)	11%	(113)	1030
White (non-hispanic) likely to watch SBLV	28%	(254)	61%	(542)	11%	(97)	892
Blacks likely to watch SBLV	41%	(75)	44%	(80)	15%	(28)	183
Hispanics likely to watch SBLV	43%	(92)	43%	(91)	14%	(30)	213

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	35% (763)	25% (559)	10% (212)	12% (269)	18% (397)	2200
Gender: Male	35% (370)	26% (277)	10% (109)	13% (134)	16% (172)	1062
Gender: Female	35% (393)	25% (282)	9% (103)	12% (135)	20% (225)	1138
Age: 18-34	42% (276)	27% (179)	7% (47)	6% (36)	18% (117)	655
Age: 35-44	43% (155)	26% (93)	6% (21)	7% (24)	18% (65)	358
Age: 45-64	30% (227)	25% (191)	12% (91)	16% (116)	17% (126)	751
Age: 65+	24% (105)	22% (96)	12% (53)	21% (93)	21% (90)	436
GenZers: 1997-2012	46% (117)	27% (68)	6% (15)	3% (8)	19% (47)	256
Millennials: 1981-1996	43% (259)	27% (163)	7% (43)	6% (38)	17% (104)	607
GenXers: 1965-1980	32% (182)	28% (158)	13% (75)	10% (56)	17% (93)	563
Baby Boomers: 1946-1964	28% (188)	22% (152)	10% (67)	22% (149)	18% (122)	678
PID: Dem (no lean)	49% (421)	27% (232)	6% (56)	4% (34)	14% (122)	865
PID: Ind (no lean)	30% (205)	26% (181)	10% (67)	11% (75)	23% (161)	690
PID: Rep (no lean)	21% (136)	23% (146)	14% (89)	25% (160)	18% (114)	645
PID/Gender: Dem Men	51% (203)	29% (115)	7% (27)	3% (12)	11% (44)	400
PID/Gender: Dem Women	47% (219)	25% (117)	6% (29)	5% (21)	17% (78)	465
PID/Gender: Ind Men	29% (99)	24% (82)	10% (35)	13% (44)	23% (80)	340
PID/Gender: Ind Women	30% (106)	28% (99)	9% (32)	9% (31)	23% (82)	350
PID/Gender: Rep Men	21% (68)	25% (80)	15% (47)	24% (78)	15% (48)	322
PID/Gender: Rep Women	21% (68)	20% (65)	13% (42)	25% (82)	20% (66)	324
Ideo: Liberal (1-3)	54% (360)	25% (164)	8% (50)	4% (26)	10% (65)	666
Ideo: Moderate (4)	31% (188)	31% (189)	11% (69)	7% (43)	20% (126)	615
Ideo: Conservative (5-7)	23% (154)	22% (145)	12% (78)	28% (184)	16% (107)	669
Educ: < College	31% (472)	23% (348)	10% (149)	13% (197)	23% (346)	1512
Educ: Bachelors degree	39% (171)	30% (132)	11% (49)	12% (55)	8% (37)	444
Educ: Post-grad	49% (119)	32% (79)	6% (15)	7% (17)	6% (14)	244
Income: Under 50k	33% (409)	24% (299)	9% (116)	11% (136)	23% (281)	1240
Income: 50k-100k	34% (203)	28% (166)	9% (53)	16% (95)	14% (83)	599
Income: 100k+	42% (151)	26% (94)	12% (43)	11% (39)	9% (34)	361
Ethnicity: White	33% (560)	26% (451)	10% (174)	14% (246)	17% (291)	1722

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	35%	(763)	25%	(559)	10%	(212)	12%	(269)	18%	(397)	2200
Ethnicity: Hispanic	45%	(158)	22%	(77)	12%	(42)	3%	(11)	18%	(62)	349
Ethnicity: Black	47%	(130)	20%	(56)	8%	(23)	5%	(13)	19%	(53)	274
Ethnicity: Other	36%	(73)	26%	(52)	8%	(16)	5%	(10)	26%	(54)	204
All Christian	33%	(356)	28%	(295)	10%	(110)	15%	(163)	14%	(148)	1073
All Non-Christian	55%	(65)	27%	(32)	7%	(9)	4%	(5)	7%	(8)	119
Atheist	48%	(40)	19%	(15)	5%	(4)	8%	(6)	20%	(17)	83
Agnostic/Nothing in particular	34%	(186)	24%	(131)	9%	(51)	8%	(46)	25%	(138)	553
Something Else	31%	(115)	23%	(86)	10%	(38)	13%	(48)	23%	(86)	373
Religious Non-Protestant/Catholic	49%	(68)	25%	(34)	9%	(13)	10%	(15)	7%	(10)	139
Evangelical	38%	(252)	28%	(189)	8%	(55)	13%	(89)	13%	(87)	672
Non-Evangelical	28%	(207)	25%	(180)	12%	(85)	15%	(112)	20%	(144)	729
Community: Urban	45%	(343)	27%	(204)	7%	(53)	8%	(62)	13%	(103)	766
Community: Suburban	30%	(260)	26%	(225)	12%	(102)	13%	(113)	19%	(167)	866
Community: Rural	28%	(159)	23%	(130)	10%	(58)	17%	(94)	22%	(128)	568
Employ: Private Sector	40%	(279)	25%	(178)	9%	(62)	11%	(80)	14%	(100)	698
Employ: Government	40%	(59)	32%	(47)	7%	(10)	10%	(15)	10%	(15)	146
Employ: Self-Employed	29%	(54)	28%	(51)	14%	(25)	9%	(17)	20%	(37)	185
Employ: Homemaker	22%	(26)	30%	(36)	10%	(12)	14%	(16)	25%	(29)	119
Employ: Student	48%	(61)	27%	(34)	4%	(5)	1%	(1)	20%	(26)	128
Employ: Retired	26%	(128)	24%	(115)	11%	(52)	19%	(91)	20%	(96)	483
Employ: Unemployed	37%	(108)	23%	(68)	11%	(34)	11%	(31)	18%	(53)	294
Employ: Other	32%	(48)	20%	(29)	8%	(12)	12%	(17)	28%	(41)	147
Military HH: Yes	32%	(115)	21%	(74)	12%	(43)	19%	(69)	16%	(58)	359
Military HH: No	35%	(648)	26%	(485)	9%	(169)	11%	(199)	18%	(340)	1841
RD/WT: Right Direction	33%	(230)	27%	(189)	12%	(83)	14%	(96)	14%	(101)	699
RD/WT: Wrong Track	36%	(533)	25%	(370)	9%	(129)	12%	(173)	20%	(296)	1501
Trump Job Approve	22%	(197)	26%	(229)	13%	(118)	22%	(194)	17%	(150)	889
Trump Job Disapprove	45%	(544)	26%	(315)	8%	(92)	6%	(71)	16%	(198)	1220

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	35%	(763)	25%	(559)	10%	(212)	12%	(269)	18%	(397)	2200
Trump Job Strongly Approve	23%	(124)	22%	(119)	13%	(74)	28%	(154)	14%	(79)	549
Trump Job Somewhat Approve	22%	(74)	32%	(111)	13%	(44)	12%	(41)	21%	(72)	340
Trump Job Somewhat Disapprove	28%	(79)	34%	(94)	14%	(39)	7%	(20)	17%	(49)	280
Trump Job Strongly Disapprove	49%	(465)	23%	(221)	6%	(53)	5%	(51)	16%	(150)	940
Favorable of Trump	22%	(200)	25%	(221)	13%	(116)	23%	(203)	17%	(154)	893
Unfavorable of Trump	45%	(548)	26%	(320)	8%	(93)	5%	(61)	16%	(188)	1210
Very Favorable of Trump	23%	(128)	21%	(113)	12%	(65)	30%	(166)	14%	(77)	550
Somewhat Favorable of Trump	21%	(72)	31%	(108)	15%	(51)	11%	(36)	22%	(77)	344
Somewhat Unfavorable of Trump	33%	(75)	36%	(82)	10%	(23)	8%	(18)	13%	(30)	227
Very Unfavorable of Trump	48%	(473)	24%	(238)	7%	(71)	4%	(44)	16%	(158)	983
#1 Issue: Economy	32%	(254)	28%	(220)	10%	(75)	13%	(101)	17%	(137)	787
#1 Issue: Security	28%	(69)	20%	(49)	13%	(32)	24%	(59)	16%	(39)	248
#1 Issue: Health Care	42%	(172)	27%	(111)	9%	(38)	7%	(29)	15%	(63)	413
#1 Issue: Medicare / Social Security	28%	(78)	26%	(72)	10%	(28)	17%	(48)	19%	(55)	281
#1 Issue: Women's Issues	55%	(65)	21%	(24)	6%	(8)	4%	(4)	14%	(16)	117
#1 Issue: Education	33%	(33)	27%	(27)	8%	(8)	4%	(4)	29%	(29)	102
#1 Issue: Energy	45%	(42)	30%	(29)	8%	(8)	5%	(5)	12%	(11)	95
#1 Issue: Other	31%	(49)	17%	(27)	10%	(16)	12%	(20)	30%	(47)	158
2018 House Vote: Democrat	49%	(369)	27%	(203)	7%	(53)	4%	(34)	13%	(97)	756
2018 House Vote: Republican	19%	(110)	25%	(146)	13%	(75)	27%	(159)	17%	(101)	591
2016 Vote: Hillary Clinton	50%	(360)	27%	(198)	6%	(42)	4%	(27)	13%	(94)	720
2016 Vote: Donald Trump	19%	(132)	24%	(166)	13%	(90)	27%	(187)	17%	(116)	691
2016 Vote: Other	38%	(38)	19%	(19)	15%	(14)	10%	(10)	19%	(19)	100
2016 Vote: Didn't Vote	34%	(231)	26%	(177)	10%	(66)	7%	(45)	25%	(169)	687
Voted in 2014: Yes	35%	(438)	25%	(311)	10%	(118)	15%	(180)	16%	(195)	1242
Voted in 2014: No	34%	(325)	26%	(248)	10%	(94)	9%	(88)	21%	(203)	958

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	35%	(763)	25%	(559)	10%	(212)	12%	(269)	18%	(397)	2200
2012 Vote: Barack Obama	44%	(393)	28%	(252)	7%	(66)	7%	(60)	14%	(122)	893
2012 Vote: Mitt Romney	15%	(67)	23%	(101)	12%	(54)	30%	(131)	20%	(86)	440
2012 Vote: Other	13%	(7)	25%	(13)	15%	(8)	25%	(14)	22%	(12)	54
2012 Vote: Didn't Vote	36%	(293)	24%	(192)	10%	(84)	8%	(65)	22%	(177)	810
4-Region: Northeast	39%	(155)	26%	(103)	7%	(27)	12%	(48)	15%	(60)	394
4-Region: Midwest	29%	(135)	26%	(122)	12%	(55)	13%	(62)	19%	(89)	462
4-Region: South	33%	(271)	23%	(192)	11%	(89)	13%	(109)	20%	(163)	824
4-Region: West	39%	(201)	27%	(142)	8%	(42)	10%	(50)	16%	(85)	520
Sports fans	36%	(566)	28%	(435)	11%	(168)	11%	(178)	15%	(229)	1575
Avid sports fans	45%	(246)	24%	(131)	11%	(59)	11%	(62)	9%	(52)	551
Football fans	35%	(517)	27%	(406)	11%	(171)	11%	(171)	15%	(230)	1494
Avid football fans	41%	(253)	25%	(152)	11%	(65)	12%	(74)	12%	(75)	618
NFL fans	36%	(510)	27%	(389)	11%	(158)	11%	(162)	14%	(203)	1423
Avid NFL fans	44%	(250)	26%	(147)	9%	(52)	9%	(51)	12%	(70)	570
Watched Super Bowl LIV	39%	(422)	25%	(272)	11%	(120)	12%	(132)	14%	(150)	1096
Did not watch Super Bowl LIV	31%	(341)	26%	(287)	8%	(92)	12%	(137)	22%	(247)	1104
Brand politics appropriate	50%	(470)	29%	(277)	8%	(72)	3%	(33)	10%	(90)	942
Brand politics inappropriate	23%	(231)	25%	(242)	14%	(136)	22%	(216)	16%	(161)	985
Likely to watch Super Bowl LV	38%	(506)	28%	(367)	10%	(137)	10%	(130)	14%	(182)	1322
Unlikely to watch Super Bowl LV	30%	(226)	23%	(170)	8%	(62)	16%	(119)	23%	(168)	745
Democrats likely to watch SBLV	50%	(295)	29%	(170)	7%	(42)	3%	(16)	10%	(61)	584
Republicans likely to watch SBLV	28%	(105)	23%	(87)	13%	(47)	21%	(79)	14%	(53)	370
Age 18-34 likely to watch SBLV	44%	(179)	30%	(124)	8%	(32)	4%	(15)	14%	(56)	406
Age 35-44 likely to watch SBLV	49%	(117)	26%	(63)	8%	(18)	6%	(15)	11%	(26)	239
Age 45-64 likely to watch SBLV	34%	(153)	28%	(124)	13%	(58)	12%	(54)	13%	(57)	446
Age 65+ likely to watch SBLV	25%	(57)	25%	(57)	12%	(28)	20%	(46)	18%	(43)	231
Whites likely to watch SBLV	36%	(375)	28%	(292)	10%	(106)	11%	(115)	14%	(143)	1030
White (non-hispanic) likely to watch SBLV	34%	(304)	28%	(249)	10%	(87)	13%	(114)	16%	(139)	892
Blacks likely to watch SBLV	47%	(86)	23%	(42)	10%	(18)	7%	(13)	12%	(23)	183

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	35%	(763)	25%	(559)	10%	(212)	12%	(269)	18%	(397)	2200
Hispanics likely to watch SBLV	50%	(107)	27%	(57)	15%	(33)	1%	(2)	7%	(14)	213

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	25%	(548)	21%	(454)	12%	(258)	22%	(482)	21%	(458)	2200
Gender: Male	24%	(256)	21%	(220)	13%	(137)	23%	(250)	19%	(199)	1062
Gender: Female	26%	(292)	21%	(234)	11%	(122)	20%	(232)	23%	(259)	1138
Age: 18-34	36%	(233)	23%	(151)	10%	(65)	12%	(78)	20%	(128)	655
Age: 35-44	33%	(117)	18%	(64)	12%	(43)	16%	(56)	22%	(78)	358
Age: 45-64	18%	(136)	21%	(161)	13%	(100)	27%	(206)	20%	(148)	751
Age: 65+	14%	(62)	18%	(77)	12%	(51)	32%	(142)	24%	(104)	436
GenZers: 1997-2012	41%	(105)	23%	(59)	8%	(21)	9%	(23)	18%	(47)	256
Millennials: 1981-1996	32%	(195)	22%	(131)	12%	(71)	14%	(83)	21%	(126)	607
GenXers: 1965-1980	24%	(137)	22%	(126)	13%	(73)	19%	(105)	22%	(122)	563
Baby Boomers: 1946-1964	15%	(105)	18%	(122)	12%	(84)	35%	(239)	19%	(129)	678
PID: Dem (no lean)	35%	(305)	27%	(231)	10%	(82)	10%	(91)	18%	(156)	865
PID: Ind (no lean)	23%	(159)	17%	(117)	13%	(92)	20%	(137)	27%	(184)	690
PID: Rep (no lean)	13%	(84)	16%	(106)	13%	(84)	39%	(254)	18%	(118)	645
PID/Gender: Dem Men	35%	(139)	27%	(109)	11%	(44)	12%	(49)	15%	(59)	400
PID/Gender: Dem Women	36%	(166)	26%	(121)	8%	(39)	9%	(42)	21%	(96)	465
PID/Gender: Ind Men	22%	(74)	15%	(51)	16%	(54)	23%	(78)	24%	(83)	340
PID/Gender: Ind Women	24%	(85)	19%	(66)	11%	(38)	17%	(59)	29%	(102)	350
PID/Gender: Rep Men	13%	(43)	18%	(59)	12%	(39)	38%	(123)	18%	(57)	322
PID/Gender: Rep Women	13%	(41)	14%	(46)	14%	(45)	41%	(131)	19%	(61)	324
Ideo: Liberal (1-3)	43%	(288)	26%	(171)	9%	(62)	9%	(59)	13%	(86)	666
Ideo: Moderate (4)	21%	(127)	26%	(157)	14%	(88)	14%	(84)	26%	(158)	615
Ideo: Conservative (5-7)	11%	(73)	14%	(94)	13%	(88)	46%	(305)	16%	(108)	669
Educ: < College	23%	(349)	19%	(283)	11%	(172)	23%	(342)	24%	(366)	1512
Educ: Bachelors degree	27%	(120)	24%	(108)	13%	(56)	22%	(97)	14%	(63)	444
Educ: Post-grad	32%	(79)	25%	(62)	13%	(31)	18%	(43)	12%	(29)	244
Income: Under 50k	24%	(299)	19%	(236)	11%	(131)	21%	(265)	25%	(309)	1240
Income: 50k-100k	26%	(153)	23%	(138)	10%	(59)	25%	(148)	17%	(100)	599
Income: 100k+	27%	(96)	22%	(80)	19%	(68)	19%	(68)	14%	(49)	361
Ethnicity: White	24%	(417)	20%	(349)	12%	(204)	24%	(421)	19%	(331)	1722

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	25%	(548)	21%	(454)	12%	(258)	22%	(482)	21%	(458)	2200
Ethnicity: Hispanic	34%	(118)	22%	(78)	13%	(45)	8%	(28)	23%	(80)	349
Ethnicity: Black	28%	(77)	21%	(56)	11%	(31)	15%	(42)	25%	(68)	274
Ethnicity: Other	27%	(55)	24%	(48)	11%	(23)	9%	(19)	29%	(59)	204
All Christian	22%	(237)	21%	(226)	13%	(134)	26%	(279)	18%	(197)	1073
All Non-Christian	29%	(34)	23%	(28)	14%	(17)	21%	(25)	12%	(15)	119
Atheist	43%	(36)	18%	(15)	5%	(5)	11%	(9)	22%	(19)	83
Agnostic/Nothing in particular	29%	(162)	21%	(114)	11%	(63)	14%	(75)	25%	(139)	553
Something Else	21%	(79)	19%	(71)	11%	(40)	25%	(94)	24%	(89)	373
Religious Non-Protestant/Catholic	25%	(34)	22%	(31)	12%	(17)	28%	(39)	13%	(18)	139
Evangelical	22%	(146)	19%	(129)	12%	(82)	31%	(205)	16%	(110)	672
Non-Evangelical	23%	(166)	21%	(157)	12%	(87)	20%	(149)	23%	(170)	729
Community: Urban	31%	(238)	22%	(170)	12%	(89)	17%	(131)	18%	(138)	766
Community: Suburban	23%	(196)	22%	(193)	11%	(96)	22%	(188)	22%	(193)	866
Community: Rural	20%	(114)	16%	(91)	13%	(73)	29%	(163)	22%	(127)	568
Employ: Private Sector	29%	(202)	24%	(167)	11%	(77)	22%	(152)	14%	(100)	698
Employ: Government	25%	(36)	24%	(35)	10%	(15)	21%	(31)	19%	(28)	146
Employ: Self-Employed	23%	(42)	23%	(42)	16%	(30)	16%	(29)	23%	(42)	185
Employ: Homemaker	24%	(29)	26%	(31)	8%	(9)	25%	(29)	17%	(20)	119
Employ: Student	41%	(53)	22%	(28)	7%	(8)	6%	(8)	24%	(31)	128
Employ: Retired	16%	(76)	17%	(81)	12%	(58)	32%	(157)	23%	(110)	483
Employ: Unemployed	27%	(78)	17%	(50)	14%	(42)	16%	(48)	26%	(75)	294
Employ: Other	21%	(31)	14%	(20)	12%	(17)	19%	(28)	35%	(51)	147
Military HH: Yes	20%	(72)	15%	(55)	13%	(48)	33%	(120)	18%	(66)	359
Military HH: No	26%	(477)	22%	(399)	11%	(210)	20%	(362)	21%	(392)	1841
RD/WT: Right Direction	21%	(148)	21%	(145)	15%	(104)	26%	(184)	17%	(118)	699
RD/WT: Wrong Track	27%	(400)	21%	(309)	10%	(155)	20%	(298)	23%	(340)	1501
Trump Job Approve	14%	(125)	16%	(145)	14%	(124)	36%	(322)	19%	(173)	889
Trump Job Disapprove	33%	(407)	25%	(303)	10%	(123)	12%	(146)	20%	(242)	1220

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	25%	(548)	21%	(454)	12%	(258)	22%	(482)	21%	(458)	2200
Trump Job Strongly Approve	13%	(70)	13%	(72)	13%	(74)	44%	(243)	17%	(91)	549
Trump Job Somewhat Approve	16%	(55)	22%	(74)	15%	(51)	23%	(79)	24%	(82)	340
Trump Job Somewhat Disapprove	22%	(60)	25%	(70)	16%	(44)	18%	(49)	20%	(56)	280
Trump Job Strongly Disapprove	37%	(346)	25%	(233)	8%	(78)	10%	(97)	20%	(185)	940
Favorable of Trump	14%	(124)	17%	(151)	14%	(122)	36%	(324)	19%	(172)	893
Unfavorable of Trump	34%	(406)	24%	(291)	11%	(131)	12%	(150)	19%	(234)	1210
Very Favorable of Trump	13%	(69)	14%	(77)	11%	(60)	46%	(252)	16%	(90)	550
Somewhat Favorable of Trump	16%	(55)	21%	(74)	18%	(62)	21%	(71)	24%	(82)	344
Somewhat Unfavorable of Trump	23%	(52)	26%	(59)	12%	(28)	20%	(46)	18%	(42)	227
Very Unfavorable of Trump	36%	(353)	24%	(231)	10%	(103)	11%	(104)	20%	(192)	983
#1 Issue: Economy	21%	(162)	22%	(176)	12%	(91)	23%	(185)	22%	(173)	787
#1 Issue: Security	21%	(51)	12%	(30)	12%	(31)	38%	(93)	17%	(43)	248
#1 Issue: Health Care	32%	(131)	25%	(102)	13%	(55)	12%	(49)	18%	(76)	413
#1 Issue: Medicare / Social Security	16%	(44)	18%	(50)	11%	(32)	32%	(90)	23%	(65)	281
#1 Issue: Women's Issues	54%	(63)	16%	(18)	7%	(8)	10%	(12)	14%	(16)	117
#1 Issue: Education	31%	(32)	26%	(27)	10%	(10)	6%	(6)	26%	(27)	102
#1 Issue: Energy	28%	(26)	26%	(24)	17%	(16)	16%	(15)	14%	(13)	95
#1 Issue: Other	24%	(38)	17%	(27)	10%	(16)	20%	(32)	28%	(45)	158
2018 House Vote: Democrat	34%	(254)	27%	(207)	11%	(86)	11%	(82)	17%	(127)	756
2018 House Vote: Republican	11%	(65)	17%	(99)	13%	(75)	43%	(254)	17%	(99)	591
2016 Vote: Hillary Clinton	35%	(253)	28%	(201)	10%	(69)	10%	(72)	17%	(124)	720
2016 Vote: Donald Trump	11%	(74)	16%	(110)	14%	(100)	41%	(283)	18%	(124)	691
2016 Vote: Other	25%	(25)	20%	(20)	13%	(13)	20%	(20)	22%	(21)	100
2016 Vote: Didn't Vote	28%	(195)	18%	(123)	11%	(76)	15%	(106)	27%	(188)	687
Voted in 2014: Yes	24%	(293)	22%	(277)	12%	(144)	25%	(312)	17%	(215)	1242
Voted in 2014: No	27%	(256)	18%	(176)	12%	(114)	18%	(169)	25%	(243)	958

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	25%	(548)	21%	(454)	12%	(258)	22%	(482)	21%	(458)	2200
2012 Vote: Barack Obama	31%	(274)	26%	(230)	12%	(106)	14%	(124)	18%	(159)	893
2012 Vote: Mitt Romney	10%	(43)	15%	(65)	10%	(46)	46%	(202)	19%	(83)	440
2012 Vote: Other	9%	(5)	13%	(7)	9%	(5)	43%	(23)	26%	(14)	54
2012 Vote: Didn't Vote	28%	(224)	19%	(152)	13%	(102)	16%	(132)	25%	(200)	810
4-Region: Northeast	28%	(109)	23%	(89)	11%	(41)	19%	(74)	20%	(80)	394
4-Region: Midwest	21%	(96)	21%	(95)	12%	(54)	25%	(116)	22%	(102)	462
4-Region: South	23%	(186)	19%	(156)	13%	(106)	24%	(194)	22%	(182)	824
4-Region: West	30%	(157)	22%	(114)	11%	(57)	19%	(98)	18%	(95)	520
Sports fans	24%	(383)	22%	(353)	13%	(201)	22%	(346)	18%	(291)	1575
Avid sports fans	29%	(158)	23%	(129)	12%	(68)	23%	(125)	13%	(71)	551
Football fans	23%	(347)	23%	(337)	13%	(194)	23%	(339)	19%	(277)	1494
Avid football fans	27%	(168)	20%	(122)	13%	(78)	22%	(136)	18%	(113)	618
NFL fans	25%	(350)	23%	(329)	13%	(187)	21%	(303)	18%	(255)	1423
Avid NFL fans	28%	(157)	22%	(124)	13%	(74)	19%	(108)	19%	(106)	570
Watched Super Bowl LIV	26%	(284)	22%	(239)	13%	(146)	22%	(241)	17%	(186)	1096
Did not watch Super Bowl LIV	24%	(264)	19%	(215)	10%	(112)	22%	(240)	25%	(272)	1104
Brand politics appropriate	37%	(353)	27%	(257)	10%	(95)	12%	(109)	14%	(128)	942
Brand politics inappropriate	15%	(151)	17%	(167)	14%	(142)	34%	(336)	19%	(188)	985
Likely to watch Super Bowl LV	26%	(348)	24%	(312)	13%	(173)	20%	(262)	17%	(228)	1322
Unlikely to watch Super Bowl LV	24%	(177)	17%	(124)	10%	(71)	26%	(195)	24%	(178)	745
Democrats likely to watch SBLV	33%	(192)	29%	(172)	12%	(69)	11%	(67)	15%	(85)	584
Republicans likely to watch SBLV	18%	(66)	20%	(75)	13%	(49)	33%	(124)	15%	(56)	370
Age 18-34 likely to watch SBLV	37%	(150)	25%	(103)	10%	(39)	12%	(47)	17%	(67)	406
Age 35-44 likely to watch SBLV	36%	(87)	19%	(47)	12%	(28)	19%	(45)	14%	(33)	239
Age 45-64 likely to watch SBLV	18%	(82)	26%	(114)	16%	(73)	23%	(104)	16%	(73)	446
Age 65+ likely to watch SBLV	13%	(30)	21%	(49)	14%	(32)	29%	(66)	24%	(54)	231
Whites likely to watch SBLV	26%	(264)	23%	(238)	13%	(136)	22%	(223)	16%	(168)	1030
White (non-hispanic) likely to watch SBLV	24%	(213)	22%	(201)	14%	(122)	23%	(207)	17%	(151)	892
Blacks likely to watch SBLV	27%	(49)	27%	(49)	12%	(22)	17%	(31)	17%	(32)	183

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	25%	(548)	21%	(454)	12%	(258)	22%	(482)	21%	(458)	2200
Hispanics likely to watch SBLV	37%	(78)	26%	(56)	11%	(24)	8%	(18)	17%	(36)	213

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	23%	(513)	20%	(441)	11%	(240)	24%	(534)	21%	(472)	2200
Gender: Male	22%	(232)	22%	(237)	11%	(121)	26%	(277)	18%	(195)	1062
Gender: Female	25%	(281)	18%	(204)	10%	(119)	23%	(257)	24%	(277)	1138
Age: 18-34	34%	(222)	21%	(138)	10%	(67)	15%	(96)	20%	(132)	655
Age: 35-44	30%	(107)	24%	(86)	8%	(28)	19%	(66)	20%	(70)	358
Age: 45-64	17%	(129)	19%	(145)	12%	(88)	30%	(228)	21%	(161)	751
Age: 65+	13%	(55)	17%	(72)	13%	(57)	33%	(144)	25%	(108)	436
GenZers: 1997-2012	38%	(97)	21%	(53)	10%	(25)	13%	(33)	19%	(48)	256
Millennials: 1981-1996	31%	(187)	23%	(140)	10%	(61)	16%	(98)	20%	(122)	607
GenXers: 1965-1980	21%	(119)	22%	(124)	10%	(58)	24%	(133)	23%	(129)	563
Baby Boomers: 1946-1964	15%	(105)	16%	(109)	13%	(86)	35%	(239)	21%	(140)	678
PID: Dem (no lean)	34%	(297)	26%	(223)	10%	(83)	11%	(95)	19%	(166)	865
PID: Ind (no lean)	21%	(146)	17%	(118)	12%	(84)	21%	(146)	28%	(194)	690
PID: Rep (no lean)	11%	(69)	15%	(100)	11%	(73)	45%	(293)	17%	(111)	645
PID/Gender: Dem Men	33%	(130)	29%	(116)	12%	(50)	11%	(44)	15%	(60)	400
PID/Gender: Dem Women	36%	(167)	23%	(107)	7%	(33)	11%	(51)	23%	(106)	465
PID/Gender: Ind Men	18%	(61)	17%	(58)	12%	(41)	26%	(87)	27%	(93)	340
PID/Gender: Ind Women	24%	(85)	17%	(60)	12%	(43)	17%	(60)	29%	(101)	350
PID/Gender: Rep Men	13%	(40)	20%	(63)	9%	(30)	46%	(147)	13%	(42)	322
PID/Gender: Rep Women	9%	(29)	11%	(37)	13%	(43)	45%	(146)	22%	(70)	324
Ideo: Liberal (1-3)	42%	(279)	26%	(171)	7%	(50)	10%	(68)	15%	(98)	666
Ideo: Moderate (4)	18%	(113)	23%	(144)	14%	(84)	16%	(101)	28%	(172)	615
Ideo: Conservative (5-7)	9%	(63)	13%	(88)	13%	(88)	50%	(331)	15%	(99)	669
Educ: < College	22%	(328)	17%	(257)	10%	(154)	26%	(394)	25%	(380)	1512
Educ: Bachelors degree	24%	(108)	25%	(112)	13%	(58)	23%	(103)	14%	(63)	444
Educ: Post-grad	32%	(77)	30%	(72)	12%	(28)	15%	(38)	12%	(29)	244
Income: Under 50k	22%	(273)	18%	(229)	9%	(114)	24%	(297)	26%	(327)	1240
Income: 50k-100k	25%	(148)	21%	(127)	10%	(61)	28%	(166)	16%	(97)	599
Income: 100k+	25%	(92)	24%	(85)	18%	(65)	20%	(71)	13%	(48)	361
Ethnicity: White	22%	(387)	20%	(336)	11%	(191)	27%	(462)	20%	(345)	1722

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	23%	(513)	20%	(441)	11%	(240)	24%	(534)	21%	(472)	2200
Ethnicity: Hispanic	32%	(112)	24%	(83)	8%	(27)	13%	(46)	23%	(82)	349
Ethnicity: Black	27%	(73)	21%	(58)	10%	(28)	16%	(44)	26%	(71)	274
Ethnicity: Other	26%	(52)	23%	(46)	11%	(22)	14%	(28)	27%	(56)	204
All Christian	19%	(209)	21%	(229)	12%	(129)	27%	(295)	20%	(210)	1073
All Non-Christian	29%	(34)	22%	(26)	15%	(18)	22%	(26)	13%	(15)	119
Atheist	40%	(33)	19%	(16)	7%	(6)	15%	(12)	19%	(16)	83
Agnostic/Nothing in particular	29%	(161)	18%	(102)	10%	(56)	19%	(104)	24%	(131)	553
Something Else	20%	(76)	18%	(69)	8%	(31)	26%	(97)	27%	(100)	373
Religious Non-Protestant/Catholic	26%	(36)	20%	(28)	15%	(20)	25%	(35)	14%	(19)	139
Evangelical	21%	(144)	20%	(137)	11%	(71)	31%	(205)	17%	(114)	672
Non-Evangelical	18%	(134)	20%	(148)	11%	(83)	24%	(173)	26%	(190)	729
Community: Urban	31%	(235)	22%	(167)	9%	(71)	19%	(149)	19%	(144)	766
Community: Suburban	21%	(185)	20%	(173)	12%	(104)	23%	(202)	23%	(203)	866
Community: Rural	16%	(93)	18%	(101)	12%	(66)	32%	(183)	22%	(125)	568
Employ: Private Sector	29%	(199)	21%	(147)	10%	(67)	24%	(165)	17%	(120)	698
Employ: Government	22%	(33)	30%	(45)	14%	(21)	20%	(29)	13%	(20)	146
Employ: Self-Employed	21%	(38)	22%	(42)	14%	(26)	18%	(33)	25%	(47)	185
Employ: Homemaker	16%	(19)	28%	(33)	5%	(6)	28%	(33)	22%	(27)	119
Employ: Student	38%	(48)	15%	(19)	13%	(16)	12%	(16)	23%	(29)	128
Employ: Retired	14%	(70)	15%	(75)	12%	(58)	34%	(162)	24%	(118)	483
Employ: Unemployed	25%	(74)	20%	(60)	13%	(37)	20%	(59)	22%	(65)	294
Employ: Other	22%	(32)	15%	(22)	6%	(9)	25%	(37)	32%	(47)	147
Military HH: Yes	17%	(62)	18%	(63)	10%	(37)	37%	(131)	18%	(66)	359
Military HH: No	25%	(451)	21%	(378)	11%	(203)	22%	(403)	22%	(405)	1841
RD/WT: Right Direction	20%	(143)	21%	(150)	13%	(91)	29%	(205)	16%	(110)	699
RD/WT: Wrong Track	25%	(370)	19%	(291)	10%	(150)	22%	(329)	24%	(362)	1501
Trump Job Approve	13%	(114)	15%	(134)	12%	(108)	41%	(366)	19%	(168)	889
Trump Job Disapprove	31%	(384)	24%	(293)	11%	(129)	13%	(159)	21%	(256)	1220

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	23%	(513)	20%	(441)	11%	(240)	24%	(534)	21%	(472)	2200
Trump Job Strongly Approve	12%	(67)	13%	(69)	10%	(54)	49%	(270)	16%	(89)	549
Trump Job Somewhat Approve	14%	(46)	19%	(65)	16%	(54)	28%	(96)	23%	(79)	340
Trump Job Somewhat Disapprove	17%	(49)	28%	(78)	19%	(53)	15%	(41)	21%	(60)	280
Trump Job Strongly Disapprove	36%	(335)	23%	(215)	8%	(76)	13%	(118)	21%	(196)	940
Favorable of Trump	13%	(115)	15%	(137)	12%	(110)	41%	(370)	18%	(161)	893
Unfavorable of Trump	31%	(375)	25%	(299)	10%	(124)	13%	(155)	21%	(257)	1210
Very Favorable of Trump	12%	(67)	13%	(73)	10%	(55)	50%	(275)	14%	(79)	550
Somewhat Favorable of Trump	14%	(48)	19%	(64)	16%	(55)	28%	(95)	24%	(82)	344
Somewhat Unfavorable of Trump	20%	(45)	28%	(63)	15%	(35)	17%	(38)	20%	(46)	227
Very Unfavorable of Trump	34%	(331)	24%	(236)	9%	(89)	12%	(117)	21%	(211)	983
#1 Issue: Economy	19%	(150)	21%	(164)	12%	(97)	26%	(204)	22%	(172)	787
#1 Issue: Security	16%	(40)	15%	(38)	10%	(25)	42%	(104)	16%	(41)	248
#1 Issue: Health Care	30%	(124)	26%	(108)	10%	(40)	15%	(62)	19%	(78)	413
#1 Issue: Medicare / Social Security	16%	(45)	15%	(43)	9%	(25)	34%	(95)	26%	(73)	281
#1 Issue: Women's Issues	54%	(63)	12%	(14)	7%	(8)	12%	(14)	15%	(18)	117
#1 Issue: Education	33%	(34)	22%	(23)	12%	(13)	7%	(7)	25%	(26)	102
#1 Issue: Energy	26%	(25)	26%	(24)	15%	(14)	14%	(13)	20%	(19)	95
#1 Issue: Other	21%	(33)	16%	(26)	12%	(19)	22%	(35)	29%	(46)	158
2018 House Vote: Democrat	33%	(247)	27%	(202)	11%	(83)	11%	(84)	19%	(141)	756
2018 House Vote: Republican	9%	(54)	15%	(90)	11%	(63)	48%	(286)	17%	(98)	591
2016 Vote: Hillary Clinton	34%	(245)	27%	(195)	10%	(70)	9%	(66)	20%	(144)	720
2016 Vote: Donald Trump	10%	(67)	16%	(110)	11%	(76)	46%	(319)	17%	(119)	691
2016 Vote: Other	25%	(25)	12%	(12)	16%	(16)	24%	(23)	23%	(23)	100
2016 Vote: Didn't Vote	25%	(173)	18%	(124)	11%	(78)	18%	(126)	27%	(187)	687
Voted in 2014: Yes	23%	(281)	20%	(251)	11%	(141)	27%	(332)	19%	(237)	1242
Voted in 2014: No	24%	(231)	20%	(190)	10%	(99)	21%	(202)	25%	(235)	958

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	23%	(513)	20%	(441)	11%	(240)	24%	(534)	21%	(472)	2200
2012 Vote: Barack Obama	29%	(262)	25%	(226)	11%	(98)	14%	(129)	20%	(177)	893
2012 Vote: Mitt Romney	8%	(37)	12%	(54)	12%	(54)	49%	(216)	18%	(78)	440
2012 Vote: Other	8%	(4)	10%	(5)	8%	(4)	47%	(25)	27%	(15)	54
2012 Vote: Didn't Vote	25%	(206)	19%	(155)	10%	(84)	20%	(163)	25%	(201)	810
4-Region: Northeast	28%	(110)	24%	(95)	9%	(37)	19%	(74)	20%	(78)	394
4-Region: Midwest	18%	(84)	18%	(84)	12%	(58)	29%	(135)	22%	(101)	462
4-Region: South	23%	(186)	17%	(138)	12%	(95)	25%	(204)	24%	(200)	824
4-Region: West	25%	(132)	24%	(124)	10%	(51)	23%	(121)	18%	(92)	520
Sports fans	22%	(351)	23%	(357)	12%	(190)	24%	(382)	19%	(295)	1575
Avid sports fans	26%	(143)	24%	(135)	13%	(70)	23%	(126)	14%	(76)	551
Football fans	21%	(316)	22%	(335)	13%	(191)	25%	(367)	19%	(287)	1494
Avid football fans	25%	(157)	21%	(133)	12%	(75)	23%	(141)	18%	(112)	618
NFL fans	23%	(320)	23%	(330)	13%	(188)	23%	(322)	18%	(262)	1423
Avid NFL fans	26%	(148)	23%	(132)	13%	(75)	20%	(116)	17%	(99)	570
Watched Super Bowl LIV	24%	(265)	21%	(233)	13%	(147)	24%	(260)	17%	(190)	1096
Did not watch Super Bowl LIV	22%	(248)	19%	(208)	8%	(93)	25%	(274)	25%	(281)	1104
Brand politics appropriate	36%	(342)	27%	(253)	11%	(102)	11%	(105)	15%	(140)	942
Brand politics inappropriate	12%	(123)	16%	(160)	12%	(119)	40%	(389)	20%	(193)	985
Likely to watch Super Bowl LV	25%	(324)	23%	(304)	13%	(174)	21%	(279)	18%	(241)	1322
Unlikely to watch Super Bowl LV	23%	(169)	16%	(116)	7%	(51)	31%	(233)	24%	(176)	745
Democrats likely to watch SBLV	33%	(192)	27%	(157)	12%	(70)	12%	(69)	17%	(97)	584
Republicans likely to watch SBLV	16%	(58)	20%	(76)	12%	(46)	37%	(137)	14%	(53)	370
Age 18-34 likely to watch SBLV	34%	(137)	24%	(99)	12%	(48)	12%	(50)	18%	(71)	406
Age 35-44 likely to watch SBLV	33%	(80)	25%	(61)	10%	(25)	20%	(47)	11%	(27)	239
Age 45-64 likely to watch SBLV	18%	(78)	23%	(104)	15%	(65)	26%	(117)	18%	(82)	446
Age 65+ likely to watch SBLV	12%	(29)	17%	(39)	16%	(36)	28%	(65)	27%	(61)	231
Whites likely to watch SBLV	24%	(246)	23%	(236)	13%	(135)	23%	(233)	18%	(181)	1030
White (non-hispanic) likely to watch SBLV	22%	(197)	22%	(193)	14%	(123)	24%	(218)	18%	(162)	892
Blacks likely to watch SBLV	28%	(50)	23%	(41)	13%	(23)	18%	(33)	19%	(35)	183

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	23%	(513)	20%	(441)	11%	(240)	24%	(534)	21%	(472)	2200
Hispanics likely to watch SBLV	34%	(72)	27%	(58)	10%	(22)	9%	(19)	20%	(42)	213

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	20%	(441)	19%	(417)	12%	(262)	27%	(599)	22%	(481)	2200
Gender: Male	20%	(217)	22%	(228)	12%	(131)	28%	(294)	18%	(191)	1062
Gender: Female	20%	(224)	17%	(188)	12%	(131)	27%	(305)	26%	(291)	1138
Age: 18-34	29%	(190)	21%	(139)	12%	(81)	16%	(108)	21%	(137)	655
Age: 35-44	24%	(87)	23%	(81)	10%	(35)	18%	(65)	25%	(89)	358
Age: 45-64	15%	(116)	17%	(128)	11%	(83)	35%	(259)	22%	(165)	751
Age: 65+	11%	(49)	16%	(69)	14%	(63)	38%	(166)	21%	(90)	436
GenZers: 1997-2012	32%	(83)	19%	(48)	11%	(28)	17%	(44)	21%	(53)	256
Millennials: 1981-1996	26%	(160)	23%	(142)	12%	(76)	15%	(90)	23%	(140)	607
GenXers: 1965-1980	18%	(102)	18%	(101)	12%	(65)	29%	(162)	24%	(133)	563
Baby Boomers: 1946-1964	13%	(90)	17%	(112)	12%	(78)	40%	(269)	19%	(129)	678
PID: Dem (no lean)	30%	(259)	26%	(229)	10%	(86)	13%	(113)	21%	(178)	865
PID: Ind (no lean)	17%	(116)	17%	(116)	12%	(84)	25%	(173)	29%	(199)	690
PID: Rep (no lean)	10%	(66)	11%	(71)	14%	(92)	48%	(312)	16%	(104)	645
PID/Gender: Dem Men	30%	(119)	30%	(121)	11%	(42)	14%	(55)	16%	(63)	400
PID/Gender: Dem Women	30%	(140)	23%	(108)	9%	(44)	13%	(58)	25%	(114)	465
PID/Gender: Ind Men	18%	(60)	19%	(63)	14%	(47)	25%	(83)	25%	(86)	340
PID/Gender: Ind Women	16%	(56)	15%	(54)	11%	(37)	26%	(90)	32%	(113)	350
PID/Gender: Rep Men	12%	(38)	14%	(44)	13%	(42)	49%	(156)	13%	(41)	322
PID/Gender: Rep Women	8%	(27)	8%	(27)	16%	(50)	48%	(156)	19%	(63)	324
Ideo: Liberal (1-3)	36%	(238)	26%	(172)	10%	(68)	13%	(87)	15%	(101)	666
Ideo: Moderate (4)	16%	(96)	22%	(135)	14%	(89)	19%	(114)	29%	(180)	615
Ideo: Conservative (5-7)	11%	(76)	11%	(74)	11%	(75)	53%	(353)	14%	(91)	669
Educ: < College	17%	(262)	16%	(242)	12%	(179)	29%	(436)	26%	(394)	1512
Educ: Bachelors degree	23%	(104)	26%	(115)	12%	(54)	25%	(112)	13%	(59)	444
Educ: Post-grad	31%	(75)	25%	(60)	12%	(30)	21%	(51)	12%	(29)	244
Income: Under 50k	18%	(218)	17%	(212)	11%	(135)	26%	(328)	28%	(346)	1240
Income: 50k-100k	21%	(127)	21%	(123)	13%	(76)	29%	(176)	16%	(97)	599
Income: 100k+	27%	(96)	23%	(81)	14%	(51)	26%	(94)	11%	(38)	361
Ethnicity: White	19%	(326)	19%	(325)	13%	(223)	30%	(518)	19%	(329)	1722

Continued on next page

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	20%	(441)	19%	(417)	12%	(262)	27%	(599)	22%	(481)	2200
Ethnicity: Hispanic	31%	(107)	21%	(72)	9%	(31)	16%	(55)	24%	(85)	349
Ethnicity: Black	23%	(62)	19%	(52)	9%	(26)	16%	(45)	32%	(89)	274
Ethnicity: Other	26%	(52)	19%	(40)	6%	(13)	17%	(35)	31%	(64)	204
All Christian	17%	(187)	17%	(185)	13%	(137)	35%	(380)	17%	(183)	1073
All Non-Christian	26%	(31)	28%	(33)	13%	(15)	21%	(24)	13%	(15)	119
Atheist	40%	(33)	22%	(19)	7%	(6)	11%	(9)	20%	(16)	83
Agnostic/Nothing in particular	24%	(131)	21%	(116)	11%	(60)	16%	(91)	28%	(155)	553
Something Else	16%	(58)	17%	(65)	12%	(44)	25%	(94)	30%	(111)	373
Religious Non-Protestant/Catholic	22%	(31)	25%	(35)	12%	(16)	29%	(40)	12%	(17)	139
Evangelical	19%	(129)	18%	(120)	13%	(89)	34%	(226)	16%	(108)	672
Non-Evangelical	15%	(111)	16%	(119)	12%	(88)	31%	(229)	25%	(182)	729
Community: Urban	29%	(220)	21%	(159)	12%	(89)	21%	(163)	18%	(134)	766
Community: Suburban	15%	(129)	19%	(165)	12%	(106)	29%	(250)	25%	(216)	866
Community: Rural	16%	(92)	16%	(93)	12%	(67)	33%	(186)	23%	(131)	568
Employ: Private Sector	25%	(173)	22%	(153)	12%	(86)	23%	(160)	18%	(126)	698
Employ: Government	21%	(31)	22%	(32)	15%	(22)	23%	(34)	19%	(28)	146
Employ: Self-Employed	18%	(34)	20%	(38)	11%	(21)	30%	(56)	20%	(36)	185
Employ: Homemaker	11%	(13)	21%	(25)	4%	(4)	31%	(37)	34%	(40)	119
Employ: Student	31%	(40)	18%	(23)	8%	(11)	20%	(25)	22%	(29)	128
Employ: Retired	13%	(64)	16%	(78)	13%	(61)	39%	(186)	19%	(92)	483
Employ: Unemployed	20%	(58)	17%	(49)	12%	(36)	24%	(72)	27%	(80)	294
Employ: Other	19%	(27)	13%	(19)	14%	(21)	20%	(29)	34%	(51)	147
Military HH: Yes	18%	(63)	14%	(50)	12%	(45)	40%	(145)	16%	(56)	359
Military HH: No	21%	(378)	20%	(366)	12%	(218)	25%	(454)	23%	(425)	1841
RD/WT: Right Direction	18%	(129)	21%	(148)	13%	(90)	31%	(215)	17%	(117)	699
RD/WT: Wrong Track	21%	(312)	18%	(268)	12%	(173)	26%	(384)	24%	(364)	1501
Trump Job Approve	11%	(96)	14%	(128)	14%	(123)	44%	(394)	17%	(147)	889
Trump Job Disapprove	27%	(331)	22%	(272)	11%	(137)	16%	(194)	23%	(286)	1220

Continued on next page

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	20%	(441)	19%	(417)	12%	(262)	27%	(599)	22%	(481)	2200
Trump Job Strongly Approve	12%	(67)	12%	(64)	10%	(53)	53%	(289)	14%	(76)	549
Trump Job Somewhat Approve	9%	(29)	19%	(64)	21%	(70)	31%	(106)	21%	(71)	340
Trump Job Somewhat Disapprove	17%	(46)	24%	(66)	17%	(47)	19%	(52)	24%	(68)	280
Trump Job Strongly Disapprove	30%	(285)	22%	(206)	10%	(90)	15%	(141)	23%	(218)	940
Favorable of Trump	11%	(98)	14%	(126)	15%	(130)	43%	(386)	17%	(153)	893
Unfavorable of Trump	27%	(329)	24%	(285)	10%	(126)	17%	(203)	22%	(267)	1210
Very Favorable of Trump	12%	(66)	12%	(66)	11%	(63)	52%	(284)	13%	(71)	550
Somewhat Favorable of Trump	9%	(32)	17%	(60)	20%	(67)	30%	(102)	24%	(82)	344
Somewhat Unfavorable of Trump	19%	(43)	26%	(60)	17%	(38)	19%	(43)	19%	(44)	227
Very Unfavorable of Trump	29%	(286)	23%	(225)	9%	(88)	16%	(161)	23%	(224)	983
#1 Issue: Economy	17%	(136)	20%	(153)	13%	(100)	28%	(220)	23%	(177)	787
#1 Issue: Security	14%	(36)	11%	(27)	15%	(38)	38%	(95)	21%	(52)	248
#1 Issue: Health Care	26%	(105)	24%	(99)	10%	(41)	19%	(77)	22%	(91)	413
#1 Issue: Medicare / Social Security	12%	(35)	17%	(48)	13%	(37)	39%	(110)	18%	(51)	281
#1 Issue: Women's Issues	51%	(59)	14%	(16)	7%	(8)	16%	(18)	13%	(15)	117
#1 Issue: Education	19%	(20)	22%	(22)	15%	(15)	16%	(17)	28%	(28)	102
#1 Issue: Energy	23%	(22)	25%	(23)	11%	(11)	25%	(23)	16%	(15)	95
#1 Issue: Other	18%	(28)	18%	(28)	7%	(12)	24%	(39)	33%	(51)	158
2018 House Vote: Democrat	28%	(209)	27%	(201)	12%	(89)	13%	(101)	21%	(156)	756
2018 House Vote: Republican	10%	(57)	13%	(79)	12%	(72)	51%	(299)	14%	(83)	591
2016 Vote: Hillary Clinton	29%	(209)	28%	(198)	11%	(82)	11%	(81)	21%	(149)	720
2016 Vote: Donald Trump	9%	(60)	13%	(93)	12%	(84)	49%	(342)	16%	(112)	691
2016 Vote: Other	21%	(20)	13%	(13)	10%	(10)	29%	(29)	27%	(27)	100
2016 Vote: Didn't Vote	22%	(151)	16%	(112)	12%	(84)	21%	(147)	28%	(193)	687
Voted in 2014: Yes	19%	(235)	21%	(256)	11%	(140)	30%	(373)	19%	(239)	1242
Voted in 2014: No	22%	(206)	17%	(161)	13%	(122)	24%	(226)	25%	(243)	958

Continued on next page

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	20%	(441)	19%	(417)	12%	(262)	27%	(599)	22%	(481)	2200
2012 Vote: Barack Obama	25%	(221)	25%	(221)	12%	(110)	17%	(154)	21%	(187)	893
2012 Vote: Mitt Romney	7%	(32)	11%	(46)	11%	(47)	57%	(250)	15%	(64)	440
2012 Vote: Other	14%	(7)	10%	(5)	13%	(7)	42%	(22)	22%	(12)	54
2012 Vote: Didn't Vote	22%	(180)	18%	(142)	12%	(98)	21%	(173)	27%	(217)	810
4-Region: Northeast	25%	(97)	23%	(89)	12%	(46)	21%	(85)	20%	(78)	394
4-Region: Midwest	17%	(80)	20%	(92)	11%	(50)	30%	(140)	22%	(100)	462
4-Region: South	18%	(151)	17%	(137)	13%	(108)	28%	(227)	24%	(200)	824
4-Region: West	22%	(112)	19%	(98)	11%	(58)	28%	(147)	20%	(104)	520
Sports fans	20%	(310)	21%	(328)	13%	(200)	28%	(434)	19%	(303)	1575
Avid sports fans	22%	(123)	25%	(139)	13%	(70)	28%	(157)	11%	(62)	551
Football fans	19%	(283)	21%	(318)	13%	(193)	28%	(413)	19%	(288)	1494
Avid football fans	21%	(130)	24%	(150)	12%	(71)	28%	(173)	15%	(93)	618
NFL fans	20%	(284)	22%	(309)	13%	(189)	25%	(361)	20%	(279)	1423
Avid NFL fans	21%	(121)	25%	(144)	14%	(77)	24%	(140)	16%	(89)	570
Watched Super Bowl LIV	21%	(232)	20%	(221)	13%	(141)	28%	(306)	18%	(196)	1096
Did not watch Super Bowl LIV	19%	(208)	18%	(196)	11%	(121)	26%	(293)	26%	(286)	1104
Brand politics appropriate	32%	(298)	26%	(249)	11%	(100)	14%	(136)	17%	(158)	942
Brand politics inappropriate	11%	(109)	15%	(145)	13%	(130)	43%	(428)	18%	(173)	985
Likely to watch Super Bowl LV	22%	(290)	21%	(282)	13%	(178)	25%	(329)	18%	(243)	1322
Unlikely to watch Super Bowl LV	18%	(136)	16%	(122)	10%	(75)	32%	(235)	24%	(177)	745
Democrats likely to watch SBLV	29%	(170)	28%	(164)	12%	(72)	13%	(77)	17%	(101)	584
Republicans likely to watch SBLV	16%	(58)	13%	(49)	13%	(49)	45%	(165)	13%	(49)	370
Age 18-34 likely to watch SBLV	30%	(120)	25%	(99)	13%	(53)	16%	(64)	17%	(70)	406
Age 35-44 likely to watch SBLV	30%	(71)	23%	(54)	11%	(26)	19%	(45)	18%	(43)	239
Age 45-64 likely to watch SBLV	16%	(71)	20%	(90)	13%	(59)	31%	(138)	20%	(89)	446
Age 65+ likely to watch SBLV	12%	(28)	16%	(38)	17%	(39)	36%	(83)	18%	(42)	231
Whites likely to watch SBLV	21%	(218)	21%	(221)	14%	(146)	27%	(280)	16%	(166)	1030
White (non-hispanic) likely to watch SBLV	19%	(174)	21%	(183)	14%	(126)	29%	(257)	17%	(152)	892
Blacks likely to watch SBLV	24%	(43)	19%	(34)	12%	(22)	17%	(31)	29%	(52)	183

Continued on next page

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	20%	(441)	19%	(417)	12%	(262)	27%	(599)	22%	(481)	2200
Hispanics likely to watch SBLV	32%	(68)	25%	(54)	10%	(22)	16%	(34)	17%	(35)	213

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	26% (570)	18% (390)	10% (210)	29% (635)	18% (395)	2200
Gender: Male	25% (267)	21% (224)	11% (114)	28% (298)	15% (158)	1062
Gender: Female	27% (303)	15% (166)	8% (96)	30% (336)	21% (237)	1138
Age: 18-34	34% (220)	22% (143)	13% (83)	12% (81)	20% (128)	655
Age: 35-44	34% (123)	22% (80)	5% (19)	18% (66)	20% (70)	358
Age: 45-64	19% (145)	16% (122)	10% (78)	39% (290)	16% (117)	751
Age: 65+	19% (82)	10% (45)	7% (31)	46% (199)	18% (80)	436
GenZers: 1997-2012	37% (95)	21% (53)	14% (37)	6% (16)	22% (56)	256
Millennials: 1981-1996	34% (204)	23% (139)	9% (57)	16% (98)	18% (109)	607
GenXers: 1965-1980	23% (131)	19% (108)	10% (56)	29% (161)	19% (107)	563
Baby Boomers: 1946-1964	19% (130)	12% (83)	7% (47)	47% (321)	14% (98)	678
PID: Dem (no lean)	40% (348)	24% (208)	9% (78)	10% (89)	16% (142)	865
PID: Ind (no lean)	21% (148)	17% (117)	10% (69)	26% (178)	26% (177)	690
PID: Rep (no lean)	12% (75)	10% (64)	10% (63)	57% (368)	12% (76)	645
PID/Gender: Dem Men	36% (145)	29% (114)	11% (42)	10% (40)	15% (59)	400
PID/Gender: Dem Women	44% (203)	20% (94)	8% (36)	11% (49)	18% (83)	465
PID/Gender: Ind Men	22% (76)	20% (68)	12% (39)	25% (86)	21% (71)	340
PID/Gender: Ind Women	21% (72)	14% (49)	9% (30)	26% (92)	30% (106)	350
PID/Gender: Rep Men	15% (47)	13% (41)	10% (33)	54% (173)	9% (27)	322
PID/Gender: Rep Women	8% (27)	7% (23)	9% (30)	60% (195)	15% (48)	324
Ideo: Liberal (1-3)	45% (301)	23% (154)	10% (69)	9% (63)	12% (79)	666
Ideo: Moderate (4)	22% (132)	24% (147)	10% (59)	21% (129)	24% (147)	615
Ideo: Conservative (5-7)	13% (86)	10% (64)	9% (63)	59% (393)	10% (64)	669
Educ: < College	23% (351)	14% (213)	10% (146)	32% (485)	21% (317)	1512
Educ: Bachelors degree	27% (120)	24% (109)	10% (43)	26% (113)	13% (58)	444
Educ: Post-grad	40% (99)	28% (68)	9% (21)	15% (37)	8% (19)	244
Income: Under 50k	25% (310)	14% (176)	9% (112)	30% (367)	22% (275)	1240
Income: 50k-100k	24% (144)	21% (128)	9% (54)	31% (185)	15% (87)	599
Income: 100k+	32% (116)	24% (86)	12% (44)	23% (82)	9% (33)	361
Ethnicity: White	24% (413)	16% (284)	10% (168)	34% (579)	16% (278)	1722

Continued on next page

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	26%	(570)	18%	(390)	10%	(210)	29%	(635)	18%	(395)	2200
Ethnicity: Hispanic	32%	(112)	26%	(92)	9%	(30)	14%	(49)	19%	(67)	349
Ethnicity: Black	42%	(116)	17%	(47)	6%	(17)	11%	(30)	23%	(64)	274
Ethnicity: Other	20%	(40)	29%	(60)	12%	(25)	13%	(26)	26%	(53)	204
All Christian	25%	(263)	17%	(187)	9%	(94)	36%	(386)	13%	(143)	1073
All Non-Christian	34%	(40)	26%	(31)	17%	(20)	13%	(15)	10%	(12)	119
Atheist	34%	(28)	22%	(18)	14%	(12)	10%	(8)	20%	(17)	83
Agnostic/Nothing in particular	26%	(142)	18%	(99)	10%	(57)	20%	(113)	26%	(142)	553
Something Else	26%	(97)	15%	(55)	7%	(27)	30%	(112)	22%	(81)	373
Religious Non-Protestant/Catholic	29%	(41)	28%	(39)	14%	(20)	20%	(28)	9%	(12)	139
Evangelical	30%	(201)	20%	(132)	7%	(47)	31%	(210)	12%	(83)	672
Non-Evangelical	21%	(152)	13%	(94)	10%	(72)	37%	(271)	19%	(140)	729
Community: Urban	35%	(266)	23%	(178)	9%	(71)	20%	(150)	13%	(100)	766
Community: Suburban	23%	(195)	16%	(138)	11%	(94)	30%	(260)	21%	(179)	866
Community: Rural	19%	(108)	13%	(74)	8%	(45)	40%	(225)	20%	(115)	568
Employ: Private Sector	29%	(199)	23%	(161)	10%	(69)	25%	(175)	13%	(94)	698
Employ: Government	30%	(43)	32%	(47)	11%	(16)	17%	(25)	10%	(15)	146
Employ: Self-Employed	29%	(54)	19%	(36)	8%	(14)	25%	(46)	19%	(35)	185
Employ: Homemaker	22%	(26)	11%	(14)	16%	(18)	33%	(39)	18%	(21)	119
Employ: Student	33%	(43)	17%	(21)	14%	(18)	11%	(14)	25%	(32)	128
Employ: Retired	19%	(91)	11%	(52)	7%	(35)	45%	(218)	18%	(87)	483
Employ: Unemployed	25%	(74)	16%	(47)	9%	(27)	28%	(83)	22%	(64)	294
Employ: Other	28%	(40)	9%	(13)	8%	(12)	23%	(34)	32%	(47)	147
Military HH: Yes	22%	(77)	11%	(39)	8%	(29)	46%	(164)	14%	(50)	359
Military HH: No	27%	(493)	19%	(351)	10%	(181)	26%	(471)	19%	(345)	1841
RD/WT: Right Direction	24%	(166)	21%	(146)	11%	(74)	32%	(226)	12%	(87)	699
RD/WT: Wrong Track	27%	(404)	16%	(244)	9%	(136)	27%	(409)	20%	(308)	1501
Trump Job Approve	12%	(109)	13%	(116)	11%	(96)	52%	(459)	12%	(110)	889
Trump Job Disapprove	37%	(447)	22%	(272)	9%	(109)	13%	(165)	19%	(228)	1220

Continued on next page

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	26%	(570)	18%	(390)	10%	(210)	29%	(635)	18%	(395)	2200
Trump Job Strongly Approve	14%	(74)	11%	(62)	7%	(39)	59%	(325)	9%	(49)	549
Trump Job Somewhat Approve	10%	(35)	16%	(54)	17%	(57)	39%	(134)	18%	(61)	340
Trump Job Somewhat Disapprove	22%	(62)	30%	(85)	11%	(31)	17%	(47)	20%	(55)	280
Trump Job Strongly Disapprove	41%	(384)	20%	(187)	8%	(78)	13%	(118)	18%	(173)	940
Favorable of Trump	13%	(113)	12%	(108)	11%	(100)	52%	(461)	12%	(112)	893
Unfavorable of Trump	37%	(443)	23%	(279)	9%	(103)	14%	(164)	18%	(220)	1210
Very Favorable of Trump	15%	(83)	10%	(54)	8%	(46)	58%	(321)	8%	(45)	550
Somewhat Favorable of Trump	9%	(30)	16%	(54)	16%	(54)	41%	(140)	19%	(67)	344
Somewhat Unfavorable of Trump	24%	(54)	29%	(65)	10%	(22)	19%	(44)	19%	(42)	227
Very Unfavorable of Trump	40%	(389)	22%	(214)	8%	(81)	12%	(120)	18%	(178)	983
#1 Issue: Economy	26%	(202)	16%	(128)	10%	(79)	32%	(253)	16%	(126)	787
#1 Issue: Security	17%	(41)	14%	(34)	10%	(24)	46%	(115)	14%	(34)	248
#1 Issue: Health Care	33%	(136)	24%	(98)	11%	(45)	17%	(68)	16%	(65)	413
#1 Issue: Medicare / Social Security	20%	(55)	10%	(29)	7%	(19)	45%	(126)	18%	(51)	281
#1 Issue: Women's Issues	36%	(42)	17%	(20)	13%	(15)	14%	(16)	20%	(23)	117
#1 Issue: Education	25%	(25)	26%	(26)	9%	(9)	8%	(8)	32%	(33)	102
#1 Issue: Energy	35%	(34)	28%	(26)	10%	(10)	11%	(10)	16%	(15)	95
#1 Issue: Other	22%	(35)	18%	(29)	6%	(10)	24%	(37)	30%	(47)	158
2018 House Vote: Democrat	40%	(302)	25%	(186)	8%	(57)	13%	(98)	15%	(115)	756
2018 House Vote: Republican	12%	(69)	11%	(67)	9%	(51)	58%	(344)	10%	(59)	591
2016 Vote: Hillary Clinton	42%	(301)	26%	(188)	7%	(47)	10%	(75)	15%	(108)	720
2016 Vote: Donald Trump	11%	(78)	11%	(73)	9%	(59)	58%	(403)	11%	(77)	691
2016 Vote: Other	23%	(22)	15%	(15)	14%	(13)	31%	(31)	18%	(18)	100
2016 Vote: Didn't Vote	24%	(166)	17%	(114)	13%	(90)	18%	(126)	28%	(191)	687
Voted in 2014: Yes	27%	(333)	19%	(230)	8%	(97)	34%	(419)	13%	(163)	1242
Voted in 2014: No	25%	(237)	17%	(160)	12%	(113)	23%	(216)	24%	(232)	958

Continued on next page

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	26%	(570)	18%	(390)	10%	(210)	29%	(635)	18%	(395)	2200
2012 Vote: Barack Obama	36%	(325)	22%	(198)	8%	(69)	19%	(167)	15%	(134)	893
2012 Vote: Mitt Romney	8%	(35)	8%	(36)	9%	(38)	65%	(288)	10%	(43)	440
2012 Vote: Other	12%	(7)	15%	(8)	11%	(6)	42%	(23)	19%	(10)	54
2012 Vote: Didn't Vote	25%	(203)	18%	(145)	12%	(97)	19%	(157)	26%	(208)	810
4-Region: Northeast	30%	(118)	20%	(79)	9%	(37)	23%	(91)	17%	(69)	394
4-Region: Midwest	20%	(93)	16%	(75)	9%	(41)	36%	(165)	19%	(89)	462
4-Region: South	26%	(211)	14%	(117)	10%	(84)	31%	(258)	19%	(154)	824
4-Region: West	29%	(148)	23%	(119)	9%	(49)	23%	(121)	16%	(83)	520
Sports fans	27%	(418)	21%	(324)	10%	(162)	28%	(445)	14%	(227)	1575
Avid sports fans	35%	(190)	23%	(129)	11%	(59)	23%	(127)	8%	(45)	551
Football fans	26%	(384)	20%	(303)	10%	(157)	28%	(424)	15%	(227)	1494
Avid football fans	30%	(184)	21%	(132)	11%	(66)	25%	(157)	13%	(79)	618
NFL fans	27%	(386)	21%	(299)	10%	(145)	27%	(379)	15%	(212)	1423
Avid NFL fans	31%	(178)	23%	(132)	9%	(53)	23%	(130)	13%	(76)	570
Watched Super Bowl LIV	28%	(306)	19%	(211)	10%	(109)	29%	(319)	14%	(151)	1096
Did not watch Super Bowl LIV	24%	(265)	16%	(179)	9%	(102)	29%	(316)	22%	(243)	1104
Brand politics appropriate	41%	(389)	27%	(255)	9%	(86)	12%	(109)	11%	(103)	942
Brand politics inappropriate	13%	(130)	12%	(117)	11%	(111)	50%	(490)	14%	(136)	985
Likely to watch Super Bowl LV	29%	(389)	22%	(291)	10%	(139)	24%	(316)	14%	(189)	1322
Unlikely to watch Super Bowl LV	22%	(166)	10%	(76)	8%	(57)	39%	(290)	21%	(155)	745
Democrats likely to watch SBLV	40%	(233)	28%	(164)	10%	(56)	10%	(56)	13%	(76)	584
Republicans likely to watch SBLV	17%	(61)	15%	(56)	11%	(42)	49%	(181)	8%	(30)	370
Age 18-34 likely to watch SBLV	37%	(149)	27%	(108)	12%	(50)	10%	(39)	15%	(60)	406
Age 35-44 likely to watch SBLV	40%	(96)	26%	(62)	8%	(18)	13%	(31)	13%	(32)	239
Age 45-64 likely to watch SBLV	22%	(100)	20%	(91)	12%	(52)	33%	(147)	13%	(56)	446
Age 65+ likely to watch SBLV	19%	(44)	13%	(29)	8%	(19)	43%	(98)	18%	(41)	231
Whites likely to watch SBLV	27%	(282)	21%	(217)	11%	(109)	28%	(288)	13%	(135)	1030
White (non-hispanic) likely to watch SBLV	25%	(226)	19%	(167)	11%	(101)	31%	(278)	13%	(120)	892
Blacks likely to watch SBLV	45%	(83)	20%	(37)	8%	(15)	10%	(18)	17%	(31)	183

Continued on next page

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	26%	(570)	18%	(390)	10%	(210)	29%	(635)	18%	(395)	2200
Hispanics likely to watch SBLV	38%	(80)	34%	(72)	8%	(16)	7%	(15)	14%	(29)	213

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	28% (605)	20% (429)	11% (248)	24% (521)	18% (397)	2200
Gender: Male	28% (293)	21% (223)	11% (115)	25% (268)	15% (163)	1062
Gender: Female	27% (312)	18% (206)	12% (133)	22% (253)	21% (234)	1138
Age: 18-34	32% (211)	23% (154)	13% (83)	14% (95)	17% (113)	655
Age: 35-44	36% (128)	19% (66)	11% (39)	15% (52)	20% (72)	358
Age: 45-64	21% (160)	18% (135)	11% (82)	31% (234)	19% (140)	751
Age: 65+	24% (105)	17% (74)	10% (44)	32% (140)	17% (73)	436
GenZers: 1997-2012	27% (69)	24% (62)	16% (42)	11% (27)	22% (56)	256
Millennials: 1981-1996	37% (226)	21% (127)	11% (65)	15% (92)	16% (97)	607
GenXers: 1965-1980	26% (147)	20% (113)	12% (67)	23% (132)	18% (104)	563
Baby Boomers: 1946-1964	22% (148)	16% (109)	9% (64)	36% (245)	17% (113)	678
PID: Dem (no lean)	41% (359)	24% (208)	9% (78)	9% (76)	17% (144)	865
PID: Ind (no lean)	23% (158)	18% (127)	12% (83)	22% (153)	24% (168)	690
PID: Rep (no lean)	14% (88)	15% (95)	13% (86)	45% (291)	13% (85)	645
PID/Gender: Dem Men	40% (161)	27% (108)	10% (40)	10% (40)	13% (51)	400
PID/Gender: Dem Women	43% (197)	21% (99)	8% (38)	8% (36)	20% (93)	465
PID/Gender: Ind Men	25% (85)	17% (59)	10% (34)	24% (81)	24% (80)	340
PID/Gender: Ind Women	21% (73)	19% (68)	14% (49)	20% (71)	25% (88)	350
PID/Gender: Rep Men	15% (47)	18% (57)	13% (41)	45% (146)	10% (32)	322
PID/Gender: Rep Women	13% (41)	12% (39)	14% (45)	45% (145)	16% (53)	324
Ideo: Liberal (1-3)	46% (310)	26% (170)	8% (56)	8% (50)	12% (80)	666
Ideo: Moderate (4)	25% (155)	21% (130)	15% (92)	16% (97)	23% (141)	615
Ideo: Conservative (5-7)	14% (92)	15% (97)	12% (81)	49% (327)	11% (71)	669
Educ: < College	23% (351)	17% (259)	12% (176)	27% (403)	21% (323)	1512
Educ: Bachelors degree	35% (153)	23% (103)	10% (45)	21% (92)	12% (51)	444
Educ: Post-grad	41% (100)	28% (68)	11% (26)	11% (27)	10% (23)	244
Income: Under 50k	26% (321)	17% (213)	11% (135)	24% (298)	22% (274)	1240
Income: 50k-100k	25% (152)	21% (127)	12% (74)	26% (153)	15% (92)	599
Income: 100k+	36% (132)	25% (90)	11% (39)	19% (70)	9% (31)	361
Ethnicity: White	26% (450)	19% (331)	11% (195)	27% (471)	16% (274)	1722

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	28%	(605)	20%	(429)	11%	(248)	24%	(521)	18%	(397)	2200
Ethnicity: Hispanic	42%	(148)	17%	(60)	10%	(36)	14%	(49)	16%	(55)	349
Ethnicity: Black	35%	(95)	20%	(56)	12%	(33)	8%	(21)	25%	(69)	274
Ethnicity: Other	29%	(60)	21%	(42)	10%	(20)	14%	(28)	27%	(54)	204
All Christian	29%	(315)	20%	(215)	10%	(112)	26%	(283)	14%	(147)	1073
All Non-Christian	38%	(45)	28%	(34)	13%	(16)	13%	(16)	7%	(8)	119
Atheist	33%	(27)	28%	(23)	4%	(4)	11%	(9)	24%	(20)	83
Agnostic/Nothing in particular	26%	(142)	17%	(95)	12%	(64)	21%	(115)	25%	(138)	553
Something Else	20%	(75)	17%	(63)	14%	(52)	26%	(98)	23%	(85)	373
Religious Non-Protestant/Catholic	33%	(46)	24%	(34)	16%	(23)	20%	(28)	6%	(8)	139
Evangelical	29%	(192)	21%	(141)	12%	(79)	24%	(165)	14%	(95)	672
Non-Evangelical	26%	(191)	17%	(125)	11%	(77)	28%	(202)	18%	(134)	729
Community: Urban	39%	(298)	22%	(165)	8%	(64)	17%	(127)	15%	(112)	766
Community: Suburban	24%	(206)	21%	(180)	12%	(104)	23%	(203)	20%	(173)	866
Community: Rural	18%	(101)	15%	(85)	14%	(80)	34%	(191)	20%	(112)	568
Employ: Private Sector	33%	(227)	24%	(165)	11%	(76)	19%	(135)	14%	(95)	698
Employ: Government	30%	(44)	25%	(37)	16%	(24)	17%	(25)	12%	(17)	146
Employ: Self-Employed	19%	(36)	25%	(47)	12%	(22)	26%	(47)	18%	(33)	185
Employ: Homemaker	26%	(31)	12%	(14)	14%	(17)	25%	(29)	23%	(27)	119
Employ: Student	32%	(41)	18%	(23)	13%	(17)	14%	(18)	23%	(30)	128
Employ: Retired	23%	(111)	17%	(80)	10%	(47)	33%	(160)	18%	(85)	483
Employ: Unemployed	24%	(71)	16%	(48)	9%	(28)	26%	(76)	25%	(72)	294
Employ: Other	30%	(44)	11%	(16)	12%	(18)	21%	(31)	25%	(37)	147
Military HH: Yes	22%	(79)	20%	(71)	10%	(38)	35%	(126)	13%	(46)	359
Military HH: No	29%	(526)	19%	(358)	11%	(210)	21%	(394)	19%	(351)	1841
RD/WT: Right Direction	25%	(173)	22%	(155)	15%	(105)	27%	(188)	11%	(78)	699
RD/WT: Wrong Track	29%	(432)	18%	(275)	10%	(143)	22%	(332)	21%	(319)	1501
Trump Job Approve	15%	(136)	18%	(156)	13%	(115)	42%	(375)	12%	(107)	889
Trump Job Disapprove	38%	(458)	22%	(264)	10%	(123)	11%	(138)	19%	(237)	1220

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	28%	(605)	20%	(429)	11%	(248)	24%	(521)	18%	(397)	2200
Trump Job Strongly Approve	15%	(81)	14%	(78)	12%	(68)	50%	(274)	9%	(48)	549
Trump Job Somewhat Approve	16%	(55)	23%	(78)	14%	(47)	30%	(102)	17%	(59)	340
Trump Job Somewhat Disapprove	24%	(67)	29%	(82)	15%	(43)	15%	(43)	16%	(45)	280
Trump Job Strongly Disapprove	42%	(391)	19%	(182)	9%	(80)	10%	(95)	20%	(193)	940
Favorable of Trump	15%	(138)	17%	(154)	12%	(112)	42%	(373)	13%	(117)	893
Unfavorable of Trump	37%	(453)	22%	(269)	10%	(126)	12%	(141)	18%	(222)	1210
Very Favorable of Trump	14%	(78)	15%	(83)	12%	(67)	49%	(270)	9%	(51)	550
Somewhat Favorable of Trump	17%	(59)	21%	(71)	13%	(45)	30%	(104)	19%	(66)	344
Somewhat Unfavorable of Trump	28%	(64)	31%	(69)	12%	(28)	19%	(42)	10%	(24)	227
Very Unfavorable of Trump	40%	(389)	20%	(199)	10%	(98)	10%	(99)	20%	(198)	983
#1 Issue: Economy	23%	(181)	20%	(157)	13%	(102)	27%	(210)	17%	(137)	787
#1 Issue: Security	25%	(62)	13%	(33)	10%	(24)	42%	(103)	10%	(25)	248
#1 Issue: Health Care	37%	(151)	23%	(93)	10%	(41)	10%	(41)	21%	(87)	413
#1 Issue: Medicare / Social Security	22%	(61)	20%	(57)	12%	(34)	31%	(87)	15%	(42)	281
#1 Issue: Women's Issues	34%	(40)	16%	(18)	11%	(13)	19%	(22)	20%	(23)	117
#1 Issue: Education	22%	(23)	25%	(25)	14%	(14)	7%	(7)	32%	(33)	102
#1 Issue: Energy	32%	(30)	23%	(21)	15%	(14)	15%	(15)	15%	(14)	95
#1 Issue: Other	36%	(56)	15%	(24)	3%	(5)	23%	(36)	22%	(35)	158
2018 House Vote: Democrat	43%	(324)	22%	(164)	9%	(71)	10%	(77)	16%	(120)	756
2018 House Vote: Republican	14%	(80)	16%	(94)	12%	(71)	46%	(274)	12%	(71)	591
2016 Vote: Hillary Clinton	45%	(325)	23%	(166)	8%	(60)	7%	(51)	16%	(118)	720
2016 Vote: Donald Trump	13%	(89)	17%	(115)	13%	(87)	45%	(313)	13%	(88)	691
2016 Vote: Other	24%	(24)	15%	(15)	9%	(9)	35%	(35)	17%	(17)	100
2016 Vote: Didn't Vote	24%	(166)	19%	(133)	13%	(92)	18%	(122)	25%	(174)	687
Voted in 2014: Yes	31%	(379)	18%	(225)	10%	(127)	27%	(336)	14%	(175)	1242
Voted in 2014: No	24%	(226)	21%	(204)	13%	(121)	19%	(185)	23%	(222)	958

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	28%	(605)	20%	(429)	11%	(248)	24%	(521)	18%	(397)	2200
2012 Vote: Barack Obama	39%	(346)	22%	(198)	9%	(79)	15%	(131)	15%	(138)	893
2012 Vote: Mitt Romney	11%	(47)	14%	(61)	12%	(54)	49%	(215)	14%	(63)	440
2012 Vote: Other	10%	(5)	13%	(7)	6%	(3)	50%	(27)	21%	(12)	54
2012 Vote: Didn't Vote	25%	(204)	20%	(162)	14%	(112)	18%	(147)	23%	(185)	810
4-Region: Northeast	33%	(130)	24%	(93)	8%	(31)	20%	(77)	16%	(62)	394
4-Region: Midwest	19%	(90)	19%	(88)	13%	(62)	27%	(123)	21%	(99)	462
4-Region: South	25%	(209)	19%	(153)	12%	(95)	25%	(205)	20%	(163)	824
4-Region: West	34%	(177)	18%	(95)	11%	(60)	22%	(116)	14%	(73)	520
Sports fans	28%	(447)	21%	(334)	12%	(194)	23%	(359)	15%	(241)	1575
Avid sports fans	35%	(193)	21%	(117)	13%	(70)	21%	(114)	10%	(57)	551
Football fans	29%	(428)	20%	(303)	13%	(189)	23%	(349)	15%	(225)	1494
Avid football fans	32%	(196)	21%	(129)	12%	(77)	22%	(136)	13%	(80)	618
NFL fans	29%	(416)	21%	(304)	12%	(176)	22%	(313)	15%	(212)	1423
Avid NFL fans	33%	(188)	22%	(124)	12%	(71)	19%	(108)	14%	(79)	570
Watched Super Bowl LIV	30%	(329)	20%	(215)	13%	(145)	22%	(244)	15%	(163)	1096
Did not watch Super Bowl LIV	25%	(276)	19%	(214)	9%	(103)	25%	(276)	21%	(235)	1104
Brand politics appropriate	40%	(379)	27%	(251)	12%	(112)	9%	(84)	12%	(115)	942
Brand politics inappropriate	17%	(169)	15%	(152)	12%	(123)	41%	(404)	14%	(137)	985
Likely to watch Super Bowl LV	30%	(397)	22%	(294)	13%	(167)	20%	(264)	15%	(199)	1322
Unlikely to watch Super Bowl LV	24%	(181)	16%	(122)	9%	(70)	31%	(230)	19%	(142)	745
Democrats likely to watch SBLV	42%	(247)	25%	(149)	10%	(60)	9%	(50)	13%	(78)	584
Republicans likely to watch SBLV	16%	(60)	19%	(72)	14%	(53)	38%	(142)	12%	(44)	370
Age 18-34 likely to watch SBLV	34%	(139)	25%	(101)	14%	(58)	12%	(50)	14%	(57)	406
Age 35-44 likely to watch SBLV	40%	(97)	20%	(47)	11%	(27)	14%	(32)	15%	(36)	239
Age 45-64 likely to watch SBLV	24%	(107)	22%	(96)	13%	(57)	27%	(119)	15%	(66)	446
Age 65+ likely to watch SBLV	23%	(54)	21%	(50)	11%	(25)	27%	(62)	18%	(40)	231
Whites likely to watch SBLV	29%	(298)	22%	(229)	12%	(128)	23%	(238)	13%	(138)	1030
White (non-hispanic) likely to watch SBLV	26%	(232)	22%	(197)	13%	(112)	25%	(219)	15%	(132)	892
Blacks likely to watch SBLV	35%	(63)	24%	(43)	12%	(23)	9%	(16)	21%	(38)	183

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	28%	(605)	20%	(429)	11%	(248)	24%	(521)	18%	(397)	2200
Hispanics likely to watch SBLV	47%	(100)	19%	(40)	16%	(34)	12%	(26)	6%	(12)	213

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	31% (674)	24% (522)	11% (232)	15% (331)	20% (441)	2200
Gender: Male	32% (335)	26% (275)	11% (122)	15% (155)	17% (176)	1062
Gender: Female	30% (339)	22% (247)	10% (110)	15% (176)	23% (265)	1138
Age: 18-34	38% (250)	25% (167)	11% (73)	6% (42)	19% (124)	655
Age: 35-44	38% (136)	24% (86)	8% (29)	10% (36)	20% (71)	358
Age: 45-64	26% (197)	24% (181)	10% (78)	19% (142)	20% (152)	751
Age: 65+	21% (91)	20% (88)	12% (52)	25% (111)	22% (94)	436
GenZers: 1997-2012	39% (99)	25% (63)	11% (27)	4% (11)	22% (55)	256
Millennials: 1981-1996	38% (233)	25% (155)	11% (64)	7% (44)	18% (111)	607
GenXers: 1965-1980	31% (176)	24% (136)	10% (59)	14% (77)	21% (116)	563
Baby Boomers: 1946-1964	22% (151)	22% (149)	10% (66)	27% (181)	19% (131)	678
PID: Dem (no lean)	44% (382)	26% (224)	7% (60)	6% (50)	17% (150)	865
PID: Ind (no lean)	26% (179)	21% (147)	14% (93)	13% (89)	26% (182)	690
PID: Rep (no lean)	18% (113)	23% (151)	12% (79)	30% (192)	17% (110)	645
PID/Gender: Dem Men	45% (181)	30% (119)	7% (28)	4% (17)	14% (56)	400
PID/Gender: Dem Women	43% (201)	23% (105)	7% (32)	7% (33)	20% (94)	465
PID/Gender: Ind Men	27% (91)	21% (72)	15% (50)	13% (44)	24% (82)	340
PID/Gender: Ind Women	25% (88)	21% (74)	12% (43)	13% (45)	28% (100)	350
PID/Gender: Rep Men	20% (63)	26% (84)	14% (44)	29% (93)	12% (38)	322
PID/Gender: Rep Women	16% (50)	21% (67)	11% (35)	31% (99)	22% (72)	324
Ideo: Liberal (1-3)	50% (331)	26% (173)	7% (45)	5% (32)	13% (84)	666
Ideo: Moderate (4)	27% (168)	25% (151)	15% (89)	8% (50)	25% (156)	615
Ideo: Conservative (5-7)	18% (122)	23% (152)	11% (76)	33% (219)	15% (100)	669
Educ: < College	28% (420)	22% (326)	11% (161)	16% (249)	24% (356)	1512
Educ: Bachelors degree	33% (145)	27% (122)	12% (53)	13% (59)	15% (65)	444
Educ: Post-grad	44% (108)	30% (74)	8% (19)	9% (23)	8% (20)	244
Income: Under 50k	29% (362)	23% (281)	10% (121)	14% (177)	24% (299)	1240
Income: 50k-100k	30% (182)	24% (147)	12% (69)	17% (103)	16% (97)	599
Income: 100k+	36% (129)	26% (94)	12% (42)	14% (51)	12% (45)	361
Ethnicity: White	29% (495)	24% (411)	11% (194)	17% (294)	19% (327)	1722

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	31%	(674)	24%	(522)	11%	(232)	15%	(331)	20%	(441)	2200
Ethnicity: Hispanic	46%	(159)	20%	(69)	10%	(36)	5%	(17)	19%	(67)	349
Ethnicity: Black	40%	(111)	23%	(63)	8%	(21)	9%	(24)	20%	(56)	274
Ethnicity: Other	34%	(68)	24%	(48)	8%	(17)	6%	(12)	29%	(58)	204
All Christian	30%	(323)	24%	(260)	12%	(125)	18%	(191)	16%	(173)	1073
All Non-Christian	42%	(49)	29%	(35)	15%	(18)	6%	(7)	8%	(10)	119
Atheist	35%	(29)	25%	(21)	10%	(8)	8%	(6)	22%	(18)	83
Agnostic/Nothing in particular	30%	(165)	22%	(121)	9%	(48)	13%	(73)	26%	(146)	553
Something Else	29%	(107)	23%	(85)	9%	(33)	14%	(53)	26%	(95)	373
Religious Non-Protestant/Catholic	36%	(51)	27%	(38)	13%	(18)	12%	(17)	11%	(16)	139
Evangelical	35%	(238)	25%	(166)	9%	(60)	16%	(106)	15%	(101)	672
Non-Evangelical	25%	(183)	22%	(162)	13%	(97)	18%	(128)	22%	(158)	729
Community: Urban	41%	(311)	25%	(191)	8%	(65)	11%	(81)	15%	(118)	766
Community: Suburban	26%	(226)	25%	(219)	11%	(96)	15%	(132)	22%	(193)	866
Community: Rural	24%	(137)	20%	(112)	12%	(71)	21%	(118)	23%	(131)	568
Employ: Private Sector	38%	(266)	26%	(180)	8%	(58)	12%	(83)	16%	(111)	698
Employ: Government	36%	(53)	22%	(32)	15%	(22)	13%	(19)	14%	(21)	146
Employ: Self-Employed	22%	(41)	34%	(62)	13%	(24)	11%	(21)	20%	(36)	185
Employ: Homemaker	22%	(26)	22%	(27)	12%	(14)	21%	(25)	23%	(28)	119
Employ: Student	34%	(44)	25%	(31)	11%	(14)	8%	(10)	22%	(28)	128
Employ: Retired	24%	(114)	21%	(99)	12%	(58)	23%	(109)	21%	(102)	483
Employ: Unemployed	30%	(90)	21%	(61)	11%	(33)	14%	(41)	24%	(70)	294
Employ: Other	27%	(40)	20%	(29)	6%	(9)	15%	(23)	31%	(46)	147
Military HH: Yes	30%	(107)	24%	(88)	10%	(38)	22%	(79)	13%	(47)	359
Military HH: No	31%	(567)	24%	(434)	11%	(195)	14%	(251)	21%	(394)	1841
RD/WT: Right Direction	30%	(210)	27%	(189)	12%	(81)	17%	(119)	14%	(100)	699
RD/WT: Wrong Track	31%	(464)	22%	(333)	10%	(151)	14%	(212)	23%	(341)	1501
Trump Job Approve	20%	(181)	22%	(200)	13%	(118)	26%	(230)	18%	(161)	889
Trump Job Disapprove	39%	(473)	25%	(309)	9%	(108)	8%	(95)	19%	(235)	1220

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	31%	(674)	24%	(522)	11%	(232)	15%	(331)	20%	(441)	2200
Trump Job Strongly Approve	20%	(112)	20%	(112)	11%	(60)	31%	(172)	17%	(93)	549
Trump Job Somewhat Approve	20%	(69)	26%	(88)	17%	(58)	17%	(58)	20%	(68)	340
Trump Job Somewhat Disapprove	28%	(78)	28%	(79)	16%	(45)	10%	(28)	18%	(51)	280
Trump Job Strongly Disapprove	42%	(396)	24%	(230)	7%	(64)	7%	(67)	20%	(184)	940
Favorable of Trump	20%	(182)	22%	(200)	13%	(117)	26%	(235)	18%	(159)	893
Unfavorable of Trump	39%	(476)	26%	(310)	9%	(110)	8%	(91)	19%	(224)	1210
Very Favorable of Trump	20%	(111)	21%	(113)	11%	(59)	33%	(184)	15%	(83)	550
Somewhat Favorable of Trump	21%	(71)	25%	(87)	17%	(58)	15%	(52)	22%	(76)	344
Somewhat Unfavorable of Trump	29%	(67)	30%	(69)	12%	(28)	12%	(27)	16%	(36)	227
Very Unfavorable of Trump	42%	(409)	25%	(241)	8%	(82)	6%	(64)	19%	(188)	983
#1 Issue: Economy	29%	(227)	23%	(179)	12%	(95)	17%	(135)	19%	(151)	787
#1 Issue: Security	29%	(71)	21%	(52)	13%	(33)	25%	(62)	12%	(31)	248
#1 Issue: Health Care	37%	(152)	24%	(99)	10%	(42)	7%	(31)	21%	(89)	413
#1 Issue: Medicare / Social Security	25%	(69)	20%	(56)	11%	(30)	23%	(65)	22%	(61)	281
#1 Issue: Women's Issues	43%	(50)	29%	(34)	2%	(2)	8%	(9)	19%	(22)	117
#1 Issue: Education	37%	(38)	23%	(23)	9%	(10)	6%	(6)	25%	(26)	102
#1 Issue: Energy	26%	(25)	45%	(42)	10%	(10)	3%	(3)	15%	(14)	95
#1 Issue: Other	26%	(42)	23%	(36)	7%	(11)	13%	(21)	31%	(48)	158
2018 House Vote: Democrat	44%	(332)	26%	(198)	8%	(59)	7%	(51)	15%	(116)	756
2018 House Vote: Republican	18%	(108)	23%	(137)	12%	(72)	31%	(185)	15%	(90)	591
2016 Vote: Hillary Clinton	44%	(320)	27%	(191)	8%	(59)	5%	(40)	15%	(110)	720
2016 Vote: Donald Trump	18%	(122)	22%	(150)	12%	(80)	32%	(219)	18%	(121)	691
2016 Vote: Other	32%	(32)	23%	(23)	11%	(11)	14%	(14)	19%	(19)	100
2016 Vote: Didn't Vote	29%	(200)	23%	(158)	12%	(80)	9%	(58)	28%	(191)	687
Voted in 2014: Yes	31%	(379)	25%	(312)	10%	(125)	18%	(226)	16%	(200)	1242
Voted in 2014: No	31%	(295)	22%	(210)	11%	(107)	11%	(105)	25%	(241)	958

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	31%	(674)	24%	(522)	11%	(232)	15%	(331)	20%	(441)	2200
2012 Vote: Barack Obama	39%	(349)	26%	(235)	9%	(84)	10%	(85)	16%	(139)	893
2012 Vote: Mitt Romney	14%	(62)	22%	(96)	12%	(52)	34%	(150)	18%	(80)	440
2012 Vote: Other	17%	(9)	16%	(9)	12%	(6)	28%	(15)	28%	(15)	54
2012 Vote: Didn't Vote	31%	(252)	22%	(182)	11%	(90)	10%	(81)	25%	(206)	810
4-Region: Northeast	34%	(135)	26%	(103)	8%	(32)	13%	(50)	19%	(74)	394
4-Region: Midwest	25%	(114)	24%	(111)	9%	(43)	20%	(92)	22%	(102)	462
4-Region: South	30%	(245)	22%	(179)	13%	(104)	15%	(123)	21%	(173)	824
4-Region: West	35%	(179)	25%	(128)	10%	(53)	13%	(66)	18%	(93)	520
Sports fans	32%	(507)	26%	(402)	11%	(176)	14%	(223)	17%	(267)	1575
Avid sports fans	36%	(200)	28%	(156)	12%	(64)	13%	(72)	11%	(59)	551
Football fans	32%	(472)	25%	(377)	11%	(161)	15%	(224)	17%	(260)	1494
Avid football fans	34%	(211)	26%	(161)	11%	(67)	14%	(86)	15%	(93)	618
NFL fans	33%	(470)	26%	(373)	10%	(148)	14%	(196)	17%	(236)	1423
Avid NFL fans	35%	(201)	28%	(162)	10%	(59)	11%	(65)	14%	(82)	570
Watched Super Bowl LIV	33%	(359)	26%	(287)	12%	(127)	15%	(162)	15%	(161)	1096
Did not watch Super Bowl LIV	29%	(315)	21%	(235)	10%	(106)	15%	(168)	25%	(280)	1104
Brand politics appropriate	48%	(455)	28%	(268)	8%	(75)	5%	(45)	10%	(98)	942
Brand politics inappropriate	18%	(179)	21%	(211)	15%	(143)	27%	(263)	19%	(189)	985
Likely to watch Super Bowl LV	33%	(442)	27%	(359)	11%	(140)	13%	(169)	16%	(213)	1322
Unlikely to watch Super Bowl LV	27%	(201)	20%	(148)	11%	(78)	19%	(144)	23%	(173)	745
Democrats likely to watch SBLV	45%	(264)	28%	(166)	7%	(42)	5%	(32)	14%	(79)	584
Republicans likely to watch SBLV	22%	(81)	28%	(102)	12%	(46)	25%	(93)	13%	(48)	370
Age 18-34 likely to watch SBLV	43%	(173)	28%	(115)	9%	(38)	6%	(25)	13%	(55)	406
Age 35-44 likely to watch SBLV	41%	(99)	27%	(64)	10%	(23)	9%	(20)	14%	(33)	239
Age 45-64 likely to watch SBLV	28%	(125)	28%	(124)	10%	(46)	17%	(74)	17%	(77)	446
Age 65+ likely to watch SBLV	20%	(46)	24%	(56)	14%	(33)	21%	(48)	21%	(48)	231
Whites likely to watch SBLV	32%	(329)	27%	(279)	11%	(111)	14%	(149)	16%	(163)	1030
White (non-hispanic) likely to watch SBLV	29%	(259)	28%	(246)	11%	(97)	16%	(143)	16%	(146)	892
Blacks likely to watch SBLV	39%	(71)	29%	(52)	9%	(17)	9%	(16)	15%	(27)	183

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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	31%	(674)	24%	(522)	11%	(232)	15%	(331)	20%	(441)	2200
Hispanics likely to watch SBLV	50%	(106)	24%	(51)	11%	(23)	3%	(7)	12%	(26)	213

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	39%	(859)	33%	(722)	7%	(159)	5%	(104)	16%	(357)	2200
Gender: Male	39%	(413)	35%	(367)	8%	(80)	5%	(52)	14%	(150)	1062
Gender: Female	39%	(446)	31%	(355)	7%	(79)	5%	(51)	18%	(207)	1138
Age: 18-34	36%	(236)	31%	(205)	9%	(62)	4%	(26)	19%	(127)	655
Age: 35-44	44%	(158)	29%	(104)	5%	(19)	5%	(17)	17%	(60)	358
Age: 45-64	39%	(294)	33%	(247)	8%	(59)	5%	(36)	15%	(115)	751
Age: 65+	39%	(171)	38%	(166)	4%	(20)	6%	(24)	13%	(55)	436
GenZers: 1997-2012	33%	(84)	32%	(82)	7%	(19)	7%	(17)	21%	(53)	256
Millennials: 1981-1996	40%	(245)	30%	(181)	9%	(54)	3%	(20)	18%	(108)	607
GenXers: 1965-1980	38%	(217)	32%	(178)	9%	(49)	4%	(20)	18%	(99)	563
Baby Boomers: 1946-1964	42%	(288)	35%	(241)	4%	(28)	6%	(42)	12%	(80)	678
PID: Dem (no lean)	48%	(413)	32%	(275)	6%	(49)	3%	(22)	12%	(106)	865
PID: Ind (no lean)	33%	(225)	31%	(211)	7%	(49)	7%	(46)	23%	(159)	690
PID: Rep (no lean)	34%	(221)	37%	(237)	9%	(60)	6%	(36)	14%	(92)	645
PID/Gender: Dem Men	49%	(197)	33%	(133)	5%	(19)	2%	(9)	11%	(44)	400
PID/Gender: Dem Women	47%	(216)	31%	(142)	7%	(31)	3%	(13)	14%	(63)	465
PID/Gender: Ind Men	32%	(110)	31%	(105)	9%	(29)	8%	(26)	20%	(69)	340
PID/Gender: Ind Women	33%	(115)	30%	(105)	6%	(20)	6%	(21)	26%	(90)	350
PID/Gender: Rep Men	33%	(106)	40%	(129)	10%	(32)	6%	(18)	12%	(37)	322
PID/Gender: Rep Women	36%	(115)	33%	(108)	9%	(28)	6%	(18)	17%	(55)	324
Ideo: Liberal (1-3)	52%	(347)	28%	(187)	8%	(53)	3%	(20)	9%	(58)	666
Ideo: Moderate (4)	32%	(198)	36%	(220)	9%	(58)	4%	(23)	19%	(116)	615
Ideo: Conservative (5-7)	35%	(237)	40%	(268)	5%	(36)	8%	(51)	11%	(77)	669
Educ: < College	36%	(542)	32%	(489)	7%	(112)	5%	(73)	20%	(297)	1512
Educ: Bachelors degree	44%	(196)	34%	(149)	7%	(31)	6%	(25)	10%	(43)	444
Educ: Post-grad	49%	(121)	34%	(84)	7%	(16)	2%	(6)	7%	(17)	244
Income: Under 50k	37%	(454)	31%	(383)	7%	(82)	5%	(64)	21%	(257)	1240
Income: 50k-100k	41%	(247)	35%	(210)	8%	(47)	4%	(22)	12%	(73)	599
Income: 100k+	44%	(158)	36%	(129)	8%	(30)	5%	(18)	7%	(27)	361
Ethnicity: White	39%	(680)	34%	(588)	7%	(121)	5%	(79)	15%	(254)	1722

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	39%	(859)	33%	(722)	7%	(159)	5%	(104)	16%	(357)	2200
Ethnicity: Hispanic	36%	(124)	30%	(103)	9%	(33)	5%	(17)	20%	(71)	349
Ethnicity: Black	38%	(104)	29%	(80)	9%	(24)	6%	(18)	18%	(49)	274
Ethnicity: Other	37%	(75)	26%	(54)	7%	(14)	4%	(7)	26%	(54)	204
All Christian	43%	(464)	35%	(378)	6%	(63)	5%	(49)	11%	(119)	1073
All Non-Christian	49%	(58)	28%	(34)	11%	(13)	5%	(6)	6%	(7)	119
Atheist	35%	(29)	37%	(31)	11%	(9)	3%	(3)	13%	(11)	83
Agnostic/Nothing in particular	34%	(186)	30%	(165)	8%	(44)	4%	(23)	24%	(135)	553
Something Else	33%	(121)	31%	(115)	8%	(29)	6%	(23)	23%	(85)	373
Religious Non-Protestant/Catholic	44%	(61)	33%	(46)	10%	(14)	5%	(7)	8%	(11)	139
Evangelical	47%	(317)	32%	(217)	6%	(43)	4%	(26)	10%	(70)	672
Non-Evangelical	35%	(258)	35%	(252)	6%	(45)	6%	(45)	18%	(129)	729
Community: Urban	44%	(340)	32%	(244)	7%	(57)	4%	(34)	12%	(90)	766
Community: Suburban	35%	(305)	35%	(304)	8%	(66)	4%	(35)	18%	(156)	866
Community: Rural	38%	(214)	31%	(175)	6%	(35)	6%	(34)	19%	(110)	568
Employ: Private Sector	40%	(280)	38%	(267)	6%	(44)	4%	(28)	11%	(80)	698
Employ: Government	42%	(61)	31%	(45)	12%	(18)	5%	(7)	11%	(16)	146
Employ: Self-Employed	30%	(55)	34%	(63)	11%	(21)	5%	(9)	20%	(37)	185
Employ: Homemaker	35%	(41)	36%	(43)	6%	(7)	3%	(3)	20%	(24)	119
Employ: Student	37%	(47)	26%	(33)	10%	(12)	4%	(6)	23%	(29)	128
Employ: Retired	40%	(193)	35%	(169)	5%	(26)	6%	(27)	14%	(68)	483
Employ: Unemployed	41%	(122)	23%	(69)	6%	(17)	5%	(15)	25%	(73)	294
Employ: Other	41%	(60)	23%	(34)	9%	(13)	7%	(10)	21%	(30)	147
Military HH: Yes	39%	(139)	35%	(126)	9%	(32)	7%	(24)	10%	(38)	359
Military HH: No	39%	(719)	32%	(596)	7%	(127)	4%	(79)	17%	(319)	1841
RD/WT: Right Direction	38%	(267)	32%	(223)	11%	(76)	6%	(40)	13%	(94)	699
RD/WT: Wrong Track	39%	(592)	33%	(499)	6%	(83)	4%	(64)	18%	(263)	1501
Trump Job Approve	34%	(305)	36%	(320)	9%	(79)	6%	(51)	15%	(134)	889
Trump Job Disapprove	44%	(536)	31%	(383)	6%	(76)	4%	(46)	15%	(179)	1220

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	39%	(859)	33%	(722)	7%	(159)	5%	(104)	16%	(357)	2200
Trump Job Strongly Approve	37%	(202)	34%	(186)	9%	(49)	7%	(39)	13%	(74)	549
Trump Job Somewhat Approve	30%	(103)	39%	(134)	9%	(31)	4%	(12)	18%	(60)	340
Trump Job Somewhat Disapprove	28%	(79)	40%	(112)	11%	(29)	5%	(13)	16%	(46)	280
Trump Job Strongly Disapprove	49%	(457)	29%	(271)	5%	(46)	3%	(32)	14%	(133)	940
Favorable of Trump	35%	(310)	37%	(329)	9%	(79)	5%	(49)	14%	(128)	893
Unfavorable of Trump	44%	(528)	31%	(376)	6%	(77)	4%	(53)	15%	(176)	1210
Very Favorable of Trump	39%	(213)	35%	(190)	8%	(44)	7%	(39)	12%	(63)	550
Somewhat Favorable of Trump	28%	(97)	40%	(139)	10%	(35)	3%	(9)	19%	(64)	344
Somewhat Unfavorable of Trump	33%	(75)	40%	(90)	7%	(15)	5%	(12)	15%	(35)	227
Very Unfavorable of Trump	46%	(453)	29%	(286)	6%	(61)	4%	(41)	14%	(141)	983
#1 Issue: Economy	37%	(289)	36%	(284)	6%	(47)	4%	(33)	17%	(133)	787
#1 Issue: Security	35%	(87)	34%	(85)	10%	(24)	6%	(15)	14%	(36)	248
#1 Issue: Health Care	42%	(173)	29%	(120)	9%	(37)	5%	(19)	16%	(64)	413
#1 Issue: Medicare / Social Security	41%	(114)	34%	(94)	6%	(18)	7%	(19)	13%	(35)	281
#1 Issue: Women's Issues	37%	(43)	32%	(37)	13%	(15)	3%	(4)	16%	(18)	117
#1 Issue: Education	43%	(44)	24%	(25)	5%	(5)	3%	(3)	25%	(25)	102
#1 Issue: Energy	50%	(47)	29%	(28)	8%	(8)	2%	(2)	11%	(10)	95
#1 Issue: Other	39%	(62)	31%	(49)	3%	(4)	5%	(8)	22%	(35)	158
2018 House Vote: Democrat	48%	(364)	31%	(233)	6%	(46)	3%	(21)	12%	(92)	756
2018 House Vote: Republican	34%	(200)	40%	(238)	8%	(47)	6%	(33)	12%	(73)	591
2016 Vote: Hillary Clinton	50%	(357)	31%	(220)	5%	(39)	3%	(20)	12%	(85)	720
2016 Vote: Donald Trump	35%	(245)	38%	(264)	8%	(53)	6%	(41)	13%	(88)	691
2016 Vote: Other	40%	(40)	31%	(31)	6%	(6)	4%	(4)	18%	(18)	100
2016 Vote: Didn't Vote	31%	(215)	30%	(207)	9%	(61)	6%	(39)	24%	(166)	687
Voted in 2014: Yes	42%	(523)	35%	(432)	6%	(75)	5%	(59)	12%	(153)	1242
Voted in 2014: No	35%	(336)	30%	(290)	9%	(83)	5%	(45)	21%	(204)	958

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	39%	(859)	33%	(722)	7%	(159)	5%	(104)	16%	(357)	2200
2012 Vote: Barack Obama	46%	(412)	33%	(298)	5%	(42)	4%	(34)	12%	(107)	893
2012 Vote: Mitt Romney	33%	(147)	39%	(173)	6%	(28)	7%	(29)	14%	(64)	440
2012 Vote: Other	30%	(16)	26%	(14)	7%	(4)	9%	(5)	28%	(15)	54
2012 Vote: Didn't Vote	35%	(282)	29%	(236)	11%	(85)	4%	(36)	21%	(171)	810
4-Region: Northeast	42%	(164)	35%	(136)	6%	(25)	4%	(15)	14%	(54)	394
4-Region: Midwest	40%	(184)	34%	(155)	6%	(27)	5%	(24)	16%	(73)	462
4-Region: South	39%	(319)	31%	(258)	7%	(55)	5%	(42)	18%	(149)	824
4-Region: West	37%	(192)	33%	(173)	10%	(51)	4%	(23)	16%	(81)	520
Sports fans	40%	(626)	36%	(560)	8%	(132)	4%	(62)	12%	(194)	1575
Avid sports fans	47%	(259)	33%	(181)	7%	(39)	4%	(23)	9%	(49)	551
Football fans	40%	(593)	35%	(526)	8%	(121)	4%	(62)	13%	(193)	1494
Avid football fans	45%	(279)	34%	(213)	7%	(45)	4%	(22)	10%	(60)	618
NFL fans	40%	(567)	36%	(511)	8%	(115)	4%	(55)	12%	(174)	1423
Avid NFL fans	46%	(260)	34%	(192)	7%	(41)	3%	(17)	10%	(60)	570
Watched Super Bowl LIV	43%	(468)	35%	(385)	7%	(80)	4%	(40)	11%	(123)	1096
Did not watch Super Bowl LIV	35%	(391)	31%	(337)	7%	(79)	6%	(63)	21%	(234)	1104
Brand politics appropriate	49%	(463)	35%	(327)	6%	(54)	2%	(19)	8%	(78)	942
Brand politics inappropriate	33%	(326)	36%	(352)	9%	(93)	8%	(77)	14%	(137)	985
Likely to watch Super Bowl LV	40%	(532)	37%	(489)	7%	(96)	4%	(48)	12%	(158)	1322
Unlikely to watch Super Bowl LV	38%	(285)	28%	(210)	6%	(48)	6%	(46)	21%	(156)	745
Democrats likely to watch SBLV	47%	(273)	35%	(202)	7%	(40)	3%	(17)	9%	(52)	584
Republicans likely to watch SBLV	37%	(136)	40%	(149)	9%	(32)	4%	(16)	10%	(37)	370
Age 18-34 likely to watch SBLV	35%	(143)	38%	(152)	9%	(37)	3%	(14)	15%	(60)	406
Age 35-44 likely to watch SBLV	48%	(114)	33%	(78)	6%	(15)	3%	(8)	10%	(24)	239
Age 45-64 likely to watch SBLV	41%	(181)	37%	(164)	7%	(32)	4%	(17)	11%	(51)	446
Age 65+ likely to watch SBLV	41%	(94)	41%	(94)	5%	(12)	4%	(8)	10%	(23)	231
Whites likely to watch SBLV	40%	(411)	38%	(395)	7%	(69)	3%	(36)	12%	(120)	1030
White (non-hispanic) likely to watch SBLV	39%	(352)	38%	(341)	7%	(61)	3%	(31)	12%	(106)	892
Blacks likely to watch SBLV	43%	(78)	33%	(59)	9%	(17)	6%	(10)	10%	(18)	183

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	39%	(859)	33%	(722)	7%	(159)	5%	(104)	16%	(357)	2200
Hispanics likely to watch SBLV	39%	(82)	40%	(84)	8%	(17)	3%	(6)	11%	(23)	213

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	54% (1185)	26% (581)	4% (86)	3% (65)	13% (283)	2200
Gender: Male	54% (576)	27% (288)	4% (48)	3% (30)	11% (121)	1062
Gender: Female	54% (609)	26% (293)	3% (39)	3% (35)	14% (162)	1138
Age: 18-34	48% (313)	28% (184)	5% (33)	3% (22)	16% (103)	655
Age: 35-44	56% (201)	24% (85)	4% (14)	1% (5)	15% (53)	358
Age: 45-64	56% (418)	25% (190)	4% (33)	3% (26)	11% (84)	751
Age: 65+	58% (254)	28% (122)	1% (6)	3% (12)	10% (43)	436
GenZers: 1997-2012	47% (119)	27% (69)	6% (16)	4% (9)	16% (42)	256
Millennials: 1981-1996	52% (316)	26% (161)	4% (26)	3% (16)	15% (89)	607
GenXers: 1965-1980	52% (290)	28% (155)	5% (26)	3% (19)	13% (72)	563
Baby Boomers: 1946-1964	60% (410)	24% (164)	3% (17)	3% (19)	10% (69)	678
PID: Dem (no lean)	54% (467)	28% (238)	5% (46)	2% (18)	11% (96)	865
PID: Ind (no lean)	46% (320)	28% (196)	3% (19)	4% (30)	18% (125)	690
PID: Rep (no lean)	62% (398)	23% (147)	3% (22)	3% (18)	9% (61)	645
PID/Gender: Dem Men	56% (223)	29% (114)	5% (21)	2% (7)	9% (36)	400
PID/Gender: Dem Women	53% (245)	27% (124)	5% (25)	2% (11)	13% (60)	465
PID/Gender: Ind Men	46% (156)	28% (97)	4% (12)	5% (17)	17% (58)	340
PID/Gender: Ind Women	47% (163)	28% (99)	2% (7)	4% (13)	19% (67)	350
PID/Gender: Rep Men	61% (197)	24% (77)	5% (15)	2% (7)	8% (27)	322
PID/Gender: Rep Women	62% (201)	22% (70)	2% (7)	3% (11)	11% (34)	324
Ideo: Liberal (1-3)	56% (373)	27% (183)	5% (31)	3% (23)	9% (57)	666
Ideo: Moderate (4)	49% (301)	27% (167)	4% (27)	4% (22)	16% (98)	615
Ideo: Conservative (5-7)	61% (407)	26% (171)	3% (20)	2% (15)	8% (55)	669
Educ: < College	54% (814)	25% (372)	3% (47)	3% (47)	15% (232)	1512
Educ: Bachelors degree	53% (234)	30% (132)	6% (26)	4% (16)	8% (35)	444
Educ: Post-grad	56% (137)	31% (76)	6% (13)	1% (2)	6% (16)	244
Income: Under 50k	53% (660)	25% (312)	3% (39)	2% (24)	17% (205)	1240
Income: 50k-100k	54% (321)	29% (172)	4% (27)	4% (25)	9% (53)	599
Income: 100k+	56% (204)	27% (96)	6% (21)	4% (16)	7% (24)	361
Ethnicity: White	56% (957)	27% (466)	4% (69)	3% (45)	11% (184)	1722

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	54%	(1185)	26%	(581)	4%	(86)	3%	(65)	13%	(283)	2200
Ethnicity: Hispanic	49%	(170)	25%	(88)	5%	(16)	5%	(18)	16%	(56)	349
Ethnicity: Black	56%	(153)	21%	(58)	4%	(11)	2%	(6)	17%	(47)	274
Ethnicity: Other	37%	(75)	28%	(57)	3%	(6)	7%	(14)	25%	(51)	204
All Christian	58%	(626)	27%	(293)	4%	(41)	2%	(27)	8%	(86)	1073
All Non-Christian	54%	(65)	28%	(33)	7%	(9)	3%	(4)	8%	(9)	119
Atheist	44%	(37)	24%	(20)	5%	(4)	2%	(2)	24%	(20)	83
Agnostic/Nothing in particular	44%	(241)	28%	(156)	4%	(20)	4%	(23)	20%	(112)	553
Something Else	58%	(217)	21%	(80)	3%	(12)	3%	(10)	15%	(55)	373
Religious Non-Protestant/Catholic	56%	(78)	29%	(40)	6%	(9)	3%	(4)	6%	(9)	139
Evangelical	63%	(425)	23%	(157)	4%	(28)	2%	(11)	7%	(50)	672
Non-Evangelical	54%	(394)	27%	(197)	3%	(23)	3%	(25)	12%	(90)	729
Community: Urban	54%	(416)	27%	(203)	5%	(40)	3%	(23)	11%	(83)	766
Community: Suburban	51%	(444)	30%	(256)	3%	(28)	3%	(24)	13%	(115)	866
Community: Rural	57%	(325)	22%	(122)	3%	(18)	3%	(19)	15%	(84)	568
Employ: Private Sector	54%	(373)	27%	(189)	6%	(40)	2%	(15)	12%	(81)	698
Employ: Government	54%	(79)	26%	(38)	9%	(13)	2%	(2)	10%	(15)	146
Employ: Self-Employed	46%	(85)	30%	(55)	2%	(4)	6%	(12)	15%	(28)	185
Employ: Homemaker	53%	(63)	35%	(41)	—	(0)	2%	(2)	11%	(13)	119
Employ: Student	51%	(65)	25%	(32)	4%	(6)	2%	(2)	18%	(23)	128
Employ: Retired	58%	(280)	27%	(129)	1%	(7)	3%	(15)	11%	(53)	483
Employ: Unemployed	57%	(167)	19%	(56)	4%	(11)	3%	(9)	17%	(51)	294
Employ: Other	49%	(72)	28%	(41)	4%	(6)	5%	(8)	13%	(19)	147
Military HH: Yes	65%	(232)	21%	(77)	4%	(13)	2%	(7)	8%	(30)	359
Military HH: No	52%	(953)	27%	(505)	4%	(73)	3%	(58)	14%	(252)	1841
RD/WT: Right Direction	53%	(373)	28%	(192)	5%	(36)	5%	(32)	9%	(65)	699
RD/WT: Wrong Track	54%	(812)	26%	(389)	3%	(50)	2%	(33)	14%	(217)	1501
Trump Job Approve	61%	(540)	24%	(216)	3%	(31)	3%	(23)	9%	(79)	889
Trump Job Disapprove	51%	(617)	29%	(351)	5%	(56)	3%	(38)	13%	(158)	1220

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	54%	(1185)	26%	(581)	4%	(86)	3%	(65)	13%	(283)	2200
Trump Job Strongly Approve	65%	(357)	21%	(114)	3%	(16)	2%	(13)	9%	(49)	549
Trump Job Somewhat Approve	54%	(183)	30%	(101)	4%	(14)	3%	(11)	9%	(31)	340
Trump Job Somewhat Disapprove	42%	(119)	32%	(90)	8%	(21)	6%	(16)	12%	(33)	280
Trump Job Strongly Disapprove	53%	(498)	28%	(261)	4%	(34)	2%	(22)	13%	(125)	940
Favorable of Trump	61%	(542)	24%	(215)	4%	(36)	2%	(22)	9%	(80)	893
Unfavorable of Trump	51%	(619)	29%	(353)	4%	(48)	3%	(38)	13%	(152)	1210
Very Favorable of Trump	65%	(356)	22%	(122)	3%	(16)	3%	(14)	7%	(41)	550
Somewhat Favorable of Trump	54%	(186)	27%	(92)	6%	(19)	2%	(8)	11%	(39)	344
Somewhat Unfavorable of Trump	44%	(99)	38%	(87)	4%	(9)	4%	(9)	10%	(23)	227
Very Unfavorable of Trump	53%	(520)	27%	(266)	4%	(39)	3%	(29)	13%	(129)	983
#1 Issue: Economy	52%	(412)	29%	(225)	4%	(31)	2%	(19)	13%	(101)	787
#1 Issue: Security	64%	(159)	20%	(51)	2%	(6)	5%	(13)	8%	(20)	248
#1 Issue: Health Care	53%	(218)	23%	(94)	6%	(26)	4%	(15)	14%	(59)	413
#1 Issue: Medicare / Social Security	63%	(176)	22%	(62)	4%	(10)	2%	(5)	10%	(27)	281
#1 Issue: Women's Issues	38%	(44)	37%	(43)	6%	(7)	4%	(4)	16%	(18)	117
#1 Issue: Education	43%	(44)	31%	(32)	2%	(2)	1%	(1)	22%	(23)	102
#1 Issue: Energy	53%	(50)	31%	(29)	5%	(4)	5%	(4)	7%	(7)	95
#1 Issue: Other	52%	(82)	28%	(44)	—	(0)	2%	(4)	17%	(28)	158
2018 House Vote: Democrat	55%	(419)	28%	(214)	4%	(32)	2%	(12)	10%	(78)	756
2018 House Vote: Republican	62%	(366)	24%	(144)	3%	(20)	3%	(15)	8%	(46)	591
2016 Vote: Hillary Clinton	56%	(402)	29%	(206)	4%	(29)	2%	(13)	10%	(69)	720
2016 Vote: Donald Trump	60%	(417)	25%	(173)	4%	(28)	2%	(17)	8%	(56)	691
2016 Vote: Other	47%	(47)	33%	(33)	4%	(4)	1%	(1)	15%	(15)	100
2016 Vote: Didn't Vote	46%	(318)	24%	(168)	4%	(25)	5%	(34)	21%	(143)	687
Voted in 2014: Yes	58%	(722)	27%	(339)	3%	(43)	2%	(28)	9%	(110)	1242
Voted in 2014: No	48%	(463)	25%	(242)	5%	(43)	4%	(37)	18%	(172)	958

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	54%	(1185)	26%	(581)	4%	(86)	3%	(65)	13%	(283)	2200
2012 Vote: Barack Obama	56%	(501)	29%	(255)	4%	(37)	2%	(18)	9%	(82)	893
2012 Vote: Mitt Romney	62%	(274)	23%	(103)	2%	(11)	4%	(16)	8%	(37)	440
2012 Vote: Other	38%	(21)	41%	(22)	4%	(2)	2%	(1)	14%	(8)	54
2012 Vote: Didn't Vote	48%	(387)	25%	(200)	5%	(37)	4%	(31)	19%	(156)	810
4-Region: Northeast	56%	(222)	25%	(99)	3%	(13)	2%	(8)	13%	(52)	394
4-Region: Midwest	53%	(247)	29%	(136)	4%	(18)	2%	(12)	11%	(51)	462
4-Region: South	54%	(443)	23%	(191)	5%	(45)	3%	(26)	14%	(119)	824
4-Region: West	53%	(273)	30%	(155)	2%	(10)	4%	(20)	12%	(61)	520
Sports fans	56%	(887)	28%	(445)	4%	(60)	3%	(43)	9%	(141)	1575
Avid sports fans	60%	(332)	25%	(140)	4%	(24)	4%	(19)	6%	(35)	551
Football fans	56%	(830)	28%	(412)	4%	(60)	3%	(42)	10%	(151)	1494
Avid football fans	59%	(365)	26%	(159)	5%	(30)	3%	(18)	8%	(47)	618
NFL fans	56%	(798)	28%	(399)	4%	(56)	3%	(40)	9%	(129)	1423
Avid NFL fans	60%	(342)	25%	(143)	4%	(24)	3%	(16)	8%	(45)	570
Watched Super Bowl LIV	59%	(648)	27%	(299)	3%	(37)	2%	(27)	8%	(87)	1096
Did not watch Super Bowl LIV	49%	(537)	26%	(283)	4%	(50)	3%	(38)	18%	(196)	1104
Brand politics appropriate	56%	(527)	30%	(283)	4%	(37)	2%	(18)	8%	(77)	942
Brand politics inappropriate	57%	(561)	25%	(245)	5%	(44)	4%	(41)	9%	(93)	985
Likely to watch Super Bowl LV	55%	(728)	29%	(383)	4%	(56)	3%	(35)	9%	(121)	1322
Unlikely to watch Super Bowl LV	54%	(405)	22%	(166)	3%	(25)	3%	(26)	17%	(123)	745
Democrats likely to watch SBLV	54%	(316)	30%	(173)	5%	(31)	2%	(13)	9%	(51)	584
Republicans likely to watch SBLV	61%	(224)	25%	(94)	4%	(15)	3%	(10)	7%	(28)	370
Age 18-34 likely to watch SBLV	49%	(198)	33%	(133)	5%	(19)	3%	(11)	11%	(45)	406
Age 35-44 likely to watch SBLV	61%	(147)	23%	(55)	6%	(14)	1%	(2)	9%	(22)	239
Age 45-64 likely to watch SBLV	55%	(244)	28%	(127)	5%	(21)	4%	(18)	8%	(37)	446
Age 65+ likely to watch SBLV	60%	(139)	29%	(67)	1%	(3)	2%	(4)	8%	(17)	231
Whites likely to watch SBLV	56%	(578)	30%	(307)	4%	(44)	2%	(22)	8%	(79)	1030
White (non-hispanic) likely to watch SBLV	56%	(499)	29%	(260)	4%	(38)	2%	(17)	9%	(78)	892
Blacks likely to watch SBLV	55%	(101)	24%	(44)	5%	(10)	3%	(5)	12%	(23)	183

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	54%	(1185)	26%	(581)	4%	(86)	3%	(65)	13%	(283)	2200
Hispanics likely to watch SBLV	50%	(107)	32%	(68)	4%	(8)	6%	(12)	8%	(18)	213

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	31%	(685)	24%	(529)	10%	(216)	17%	(369)	18%	(401)	2200
Gender: Male	30%	(321)	26%	(272)	10%	(104)	18%	(187)	17%	(178)	1062
Gender: Female	32%	(364)	23%	(257)	10%	(112)	16%	(182)	20%	(223)	1138
Age: 18-34	42%	(274)	25%	(164)	9%	(59)	9%	(60)	15%	(98)	655
Age: 35-44	38%	(137)	27%	(95)	9%	(33)	7%	(27)	19%	(66)	358
Age: 45-64	24%	(183)	23%	(175)	11%	(80)	22%	(168)	19%	(146)	751
Age: 65+	21%	(92)	22%	(95)	10%	(44)	26%	(115)	21%	(91)	436
GenZers: 1997-2012	42%	(107)	27%	(70)	9%	(24)	6%	(15)	16%	(40)	256
Millennials: 1981-1996	40%	(243)	26%	(155)	10%	(58)	9%	(57)	15%	(94)	607
GenXers: 1965-1980	30%	(168)	26%	(146)	10%	(54)	15%	(87)	19%	(108)	563
Baby Boomers: 1946-1964	23%	(153)	20%	(139)	11%	(71)	27%	(186)	19%	(129)	678
PID: Dem (no lean)	44%	(382)	29%	(248)	7%	(62)	6%	(49)	14%	(123)	865
PID: Ind (no lean)	29%	(199)	23%	(156)	9%	(63)	16%	(108)	24%	(163)	690
PID: Rep (no lean)	16%	(104)	19%	(124)	14%	(90)	33%	(213)	18%	(115)	645
PID/Gender: Dem Men	46%	(184)	27%	(110)	8%	(31)	7%	(28)	12%	(47)	400
PID/Gender: Dem Women	43%	(198)	30%	(139)	7%	(31)	5%	(21)	16%	(76)	465
PID/Gender: Ind Men	23%	(79)	26%	(88)	9%	(31)	17%	(58)	25%	(83)	340
PID/Gender: Ind Women	34%	(120)	20%	(68)	9%	(32)	14%	(50)	23%	(79)	350
PID/Gender: Rep Men	18%	(57)	23%	(75)	13%	(41)	32%	(102)	15%	(47)	322
PID/Gender: Rep Women	14%	(46)	15%	(50)	15%	(49)	34%	(110)	21%	(68)	324
Ideo: Liberal (1-3)	49%	(329)	28%	(184)	7%	(48)	5%	(33)	11%	(72)	666
Ideo: Moderate (4)	27%	(168)	29%	(178)	11%	(65)	10%	(63)	23%	(142)	615
Ideo: Conservative (5-7)	17%	(112)	19%	(125)	13%	(85)	37%	(250)	14%	(97)	669
Educ: < College	28%	(428)	22%	(333)	10%	(150)	18%	(270)	22%	(331)	1512
Educ: Bachelors degree	35%	(156)	26%	(115)	10%	(45)	17%	(78)	11%	(50)	444
Educ: Post-grad	42%	(102)	33%	(80)	8%	(20)	9%	(22)	8%	(20)	244
Income: Under 50k	29%	(360)	22%	(278)	9%	(110)	17%	(208)	23%	(285)	1240
Income: 50k-100k	32%	(190)	25%	(150)	11%	(63)	19%	(113)	14%	(83)	599
Income: 100k+	38%	(136)	28%	(101)	12%	(43)	13%	(49)	9%	(33)	361
Ethnicity: White	29%	(505)	23%	(404)	11%	(182)	19%	(332)	17%	(299)	1722

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	31%	(685)	24%	(529)	10%	(216)	17%	(369)	18%	(401)	2200
Ethnicity: Hispanic	40%	(138)	29%	(102)	9%	(33)	7%	(23)	15%	(52)	349
Ethnicity: Black	39%	(107)	25%	(68)	6%	(17)	8%	(21)	22%	(61)	274
Ethnicity: Other	36%	(74)	28%	(57)	8%	(17)	8%	(17)	20%	(40)	204
All Christian	29%	(313)	26%	(278)	12%	(128)	19%	(207)	14%	(148)	1073
All Non-Christian	45%	(53)	25%	(29)	9%	(10)	12%	(15)	10%	(12)	119
Atheist	42%	(35)	25%	(21)	8%	(7)	9%	(7)	15%	(13)	83
Agnostic/Nothing in particular	33%	(181)	22%	(123)	8%	(42)	13%	(71)	25%	(136)	553
Something Else	28%	(104)	21%	(78)	8%	(29)	19%	(69)	25%	(93)	373
Religious Non-Protestant/Catholic	38%	(53)	29%	(40)	9%	(12)	16%	(22)	9%	(12)	139
Evangelical	32%	(214)	23%	(155)	11%	(75)	19%	(129)	15%	(100)	672
Non-Evangelical	27%	(194)	25%	(181)	11%	(79)	19%	(137)	19%	(139)	729
Community: Urban	38%	(293)	26%	(199)	10%	(78)	11%	(87)	14%	(108)	766
Community: Suburban	29%	(254)	24%	(212)	9%	(76)	18%	(155)	20%	(169)	866
Community: Rural	24%	(138)	21%	(118)	11%	(61)	23%	(128)	22%	(123)	568
Employ: Private Sector	36%	(249)	27%	(187)	8%	(56)	16%	(112)	13%	(94)	698
Employ: Government	37%	(54)	27%	(40)	13%	(20)	12%	(17)	11%	(16)	146
Employ: Self-Employed	24%	(44)	34%	(62)	11%	(21)	13%	(24)	18%	(34)	185
Employ: Homemaker	25%	(30)	27%	(32)	13%	(15)	16%	(19)	19%	(22)	119
Employ: Student	45%	(57)	23%	(29)	5%	(6)	9%	(11)	19%	(24)	128
Employ: Retired	22%	(106)	20%	(99)	10%	(48)	26%	(124)	22%	(105)	483
Employ: Unemployed	32%	(93)	20%	(58)	15%	(43)	12%	(36)	22%	(64)	294
Employ: Other	36%	(52)	15%	(22)	4%	(6)	18%	(27)	27%	(40)	147
Military HH: Yes	25%	(92)	19%	(69)	11%	(39)	29%	(103)	16%	(57)	359
Military HH: No	32%	(594)	25%	(459)	10%	(177)	14%	(266)	19%	(344)	1841
RD/WT: Right Direction	30%	(209)	28%	(193)	12%	(81)	18%	(127)	13%	(88)	699
RD/WT: Wrong Track	32%	(476)	22%	(335)	9%	(135)	16%	(242)	21%	(312)	1501
Trump Job Approve	20%	(174)	20%	(182)	14%	(122)	29%	(261)	17%	(149)	889
Trump Job Disapprove	40%	(492)	27%	(333)	7%	(91)	8%	(100)	17%	(205)	1220

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	31%	(685)	24%	(529)	10%	(216)	17%	(369)	18%	(401)	2200
Trump Job Strongly Approve	18%	(101)	19%	(105)	12%	(64)	37%	(202)	14%	(77)	549
Trump Job Somewhat Approve	21%	(73)	23%	(77)	17%	(58)	17%	(59)	21%	(73)	340
Trump Job Somewhat Disapprove	28%	(78)	31%	(88)	11%	(30)	11%	(31)	19%	(53)	280
Trump Job Strongly Disapprove	44%	(414)	26%	(245)	6%	(60)	7%	(70)	16%	(152)	940
Favorable of Trump	19%	(174)	20%	(182)	14%	(121)	30%	(271)	16%	(145)	893
Unfavorable of Trump	41%	(491)	28%	(340)	7%	(88)	7%	(91)	17%	(200)	1210
Very Favorable of Trump	20%	(109)	19%	(102)	10%	(56)	39%	(213)	13%	(70)	550
Somewhat Favorable of Trump	19%	(65)	23%	(80)	19%	(65)	17%	(58)	22%	(76)	344
Somewhat Unfavorable of Trump	31%	(70)	31%	(70)	12%	(27)	10%	(24)	16%	(36)	227
Very Unfavorable of Trump	43%	(421)	28%	(270)	6%	(61)	7%	(67)	17%	(164)	983
#1 Issue: Economy	27%	(212)	25%	(198)	11%	(84)	19%	(153)	18%	(140)	787
#1 Issue: Security	25%	(63)	18%	(46)	12%	(29)	30%	(75)	14%	(35)	248
#1 Issue: Health Care	40%	(165)	28%	(116)	6%	(24)	9%	(38)	17%	(69)	413
#1 Issue: Medicare / Social Security	22%	(62)	21%	(60)	12%	(34)	20%	(57)	24%	(68)	281
#1 Issue: Women's Issues	50%	(58)	23%	(27)	7%	(9)	9%	(10)	11%	(13)	117
#1 Issue: Education	39%	(40)	23%	(23)	7%	(8)	7%	(7)	24%	(25)	102
#1 Issue: Energy	37%	(35)	33%	(32)	6%	(6)	11%	(11)	12%	(11)	95
#1 Issue: Other	32%	(51)	17%	(27)	13%	(21)	12%	(19)	25%	(40)	158
2018 House Vote: Democrat	44%	(334)	28%	(215)	8%	(58)	7%	(53)	13%	(96)	756
2018 House Vote: Republican	15%	(88)	21%	(122)	14%	(83)	34%	(204)	16%	(95)	591
2016 Vote: Hillary Clinton	46%	(328)	29%	(207)	6%	(42)	6%	(46)	13%	(96)	720
2016 Vote: Donald Trump	16%	(108)	22%	(149)	13%	(89)	33%	(228)	17%	(117)	691
2016 Vote: Other	31%	(31)	19%	(19)	15%	(15)	16%	(16)	20%	(19)	100
2016 Vote: Didn't Vote	31%	(216)	22%	(154)	10%	(69)	12%	(79)	24%	(168)	687
Voted in 2014: Yes	32%	(391)	24%	(299)	10%	(122)	19%	(240)	15%	(189)	1242
Voted in 2014: No	31%	(294)	24%	(230)	10%	(94)	13%	(129)	22%	(212)	958

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	31%	(685)	24%	(529)	10%	(216)	17%	(369)	18%	(401)	2200
2012 Vote: Barack Obama	40%	(361)	27%	(245)	8%	(70)	9%	(84)	15%	(132)	893
2012 Vote: Mitt Romney	12%	(54)	20%	(88)	12%	(51)	38%	(168)	18%	(79)	440
2012 Vote: Other	13%	(7)	9%	(5)	15%	(8)	36%	(20)	27%	(15)	54
2012 Vote: Didn't Vote	32%	(261)	24%	(190)	11%	(87)	12%	(97)	22%	(175)	810
4-Region: Northeast	37%	(145)	26%	(101)	9%	(34)	13%	(50)	16%	(64)	394
4-Region: Midwest	25%	(114)	23%	(106)	9%	(40)	22%	(103)	21%	(99)	462
4-Region: South	32%	(260)	21%	(174)	11%	(91)	17%	(140)	19%	(160)	824
4-Region: West	32%	(166)	28%	(148)	10%	(51)	15%	(77)	15%	(78)	520
Sports fans	32%	(500)	26%	(412)	11%	(174)	16%	(246)	15%	(243)	1575
Avid sports fans	38%	(210)	27%	(149)	9%	(52)	16%	(85)	10%	(54)	551
Football fans	31%	(456)	26%	(391)	12%	(173)	16%	(244)	15%	(230)	1494
Avid football fans	37%	(228)	24%	(148)	10%	(64)	15%	(94)	14%	(85)	618
NFL fans	31%	(444)	27%	(388)	11%	(160)	15%	(219)	15%	(212)	1423
Avid NFL fans	37%	(212)	25%	(141)	10%	(59)	14%	(80)	14%	(79)	570
Watched Super Bowl LIV	32%	(348)	25%	(271)	12%	(130)	16%	(179)	15%	(168)	1096
Did not watch Super Bowl LIV	31%	(338)	23%	(257)	8%	(86)	17%	(190)	21%	(233)	1104
Brand politics appropriate	46%	(432)	30%	(283)	7%	(70)	6%	(58)	10%	(99)	942
Brand politics inappropriate	19%	(185)	20%	(201)	14%	(133)	29%	(288)	18%	(177)	985
Likely to watch Super Bowl LV	33%	(439)	28%	(367)	10%	(137)	14%	(185)	15%	(194)	1322
Unlikely to watch Super Bowl LV	29%	(215)	19%	(142)	8%	(61)	23%	(170)	21%	(157)	745
Democrats likely to watch SBLV	43%	(250)	32%	(185)	8%	(50)	7%	(38)	11%	(61)	584
Republicans likely to watch SBLV	23%	(84)	24%	(88)	13%	(48)	27%	(100)	14%	(50)	370
Age 18-34 likely to watch SBLV	44%	(180)	28%	(115)	9%	(37)	7%	(27)	12%	(47)	406
Age 35-44 likely to watch SBLV	42%	(102)	27%	(64)	12%	(28)	6%	(15)	13%	(30)	239
Age 45-64 likely to watch SBLV	25%	(113)	30%	(134)	10%	(44)	20%	(88)	15%	(69)	446
Age 65+ likely to watch SBLV	20%	(45)	24%	(55)	12%	(28)	24%	(55)	21%	(48)	231
Whites likely to watch SBLV	31%	(323)	27%	(281)	11%	(113)	16%	(163)	15%	(150)	1030
White (non-hispanic) likely to watch SBLV	30%	(268)	26%	(230)	11%	(97)	18%	(156)	16%	(141)	892
Blacks likely to watch SBLV	38%	(69)	28%	(51)	8%	(15)	9%	(16)	18%	(32)	183

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	31%	(685)	24%	(529)	10%	(216)	17%	(369)	18%	(401)	2200
Hispanics likely to watch SBLV	44%	(93)	35%	(75)	10%	(21)	4%	(8)	7%	(14)	213

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	33%	(721)	24%	(530)	11%	(232)	14%	(302)	19%	(416)	2200
Gender: Male	34%	(362)	27%	(283)	9%	(100)	15%	(162)	15%	(155)	1062
Gender: Female	32%	(359)	22%	(247)	12%	(131)	12%	(139)	23%	(261)	1138
Age: 18-34	39%	(259)	26%	(172)	10%	(67)	6%	(41)	18%	(117)	655
Age: 35-44	40%	(145)	25%	(88)	8%	(30)	6%	(22)	21%	(73)	358
Age: 45-64	27%	(205)	23%	(171)	11%	(86)	19%	(146)	19%	(143)	751
Age: 65+	26%	(113)	22%	(98)	11%	(49)	21%	(94)	19%	(83)	436
GenZers: 1997-2012	43%	(109)	27%	(68)	10%	(26)	3%	(9)	18%	(45)	256
Millennials: 1981-1996	39%	(240)	26%	(155)	9%	(55)	7%	(42)	19%	(115)	607
GenXers: 1965-1980	31%	(172)	24%	(135)	10%	(59)	14%	(81)	21%	(116)	563
Baby Boomers: 1946-1964	27%	(186)	21%	(145)	12%	(82)	22%	(150)	17%	(114)	678
PID: Dem (no lean)	48%	(412)	26%	(222)	8%	(67)	5%	(41)	14%	(122)	865
PID: Ind (no lean)	27%	(188)	26%	(183)	10%	(71)	12%	(80)	24%	(169)	690
PID: Rep (no lean)	19%	(121)	19%	(125)	14%	(93)	28%	(180)	20%	(126)	645
PID/Gender: Dem Men	52%	(208)	28%	(113)	5%	(21)	5%	(18)	10%	(39)	400
PID/Gender: Dem Women	44%	(204)	23%	(109)	10%	(46)	5%	(23)	18%	(82)	465
PID/Gender: Ind Men	24%	(82)	31%	(106)	11%	(37)	14%	(47)	20%	(68)	340
PID/Gender: Ind Women	30%	(106)	22%	(77)	10%	(34)	9%	(33)	29%	(100)	350
PID/Gender: Rep Men	22%	(72)	20%	(64)	13%	(42)	30%	(97)	15%	(48)	322
PID/Gender: Rep Women	15%	(49)	19%	(61)	16%	(51)	26%	(84)	24%	(79)	324
Ideo: Liberal (1-3)	57%	(377)	22%	(143)	7%	(44)	7%	(46)	8%	(55)	666
Ideo: Moderate (4)	26%	(162)	35%	(214)	10%	(59)	6%	(35)	24%	(145)	615
Ideo: Conservative (5-7)	20%	(133)	20%	(131)	14%	(94)	31%	(206)	16%	(104)	669
Educ: < College	28%	(421)	23%	(352)	11%	(172)	14%	(217)	23%	(350)	1512
Educ: Bachelors degree	40%	(178)	25%	(110)	10%	(43)	15%	(67)	11%	(47)	444
Educ: Post-grad	50%	(122)	28%	(68)	7%	(17)	7%	(18)	8%	(19)	244
Income: Under 50k	29%	(364)	22%	(275)	11%	(140)	13%	(163)	24%	(298)	1240
Income: 50k-100k	34%	(205)	24%	(142)	12%	(69)	15%	(93)	15%	(90)	599
Income: 100k+	42%	(152)	31%	(112)	6%	(23)	13%	(45)	8%	(29)	361
Ethnicity: White	32%	(556)	24%	(409)	10%	(181)	16%	(267)	18%	(309)	1722

Continued on next page

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	33%	(721)	24%	(530)	11%	(232)	14%	(302)	19%	(416)	2200
Ethnicity: Hispanic	41%	(145)	24%	(85)	9%	(31)	6%	(22)	19%	(68)	349
Ethnicity: Black	34%	(93)	26%	(71)	9%	(26)	8%	(22)	23%	(63)	274
Ethnicity: Other	35%	(72)	24%	(50)	12%	(25)	6%	(12)	22%	(45)	204
All Christian	32%	(346)	24%	(257)	11%	(123)	17%	(184)	15%	(162)	1073
All Non-Christian	47%	(55)	31%	(37)	9%	(10)	7%	(8)	7%	(8)	119
Atheist	47%	(39)	19%	(16)	11%	(9)	11%	(9)	13%	(11)	83
Agnostic/Nothing in particular	29%	(159)	27%	(151)	9%	(50)	9%	(48)	26%	(144)	553
Something Else	33%	(122)	19%	(69)	10%	(38)	14%	(52)	25%	(91)	373
Religious Non-Protestant/Catholic	42%	(58)	28%	(39)	12%	(17)	11%	(15)	7%	(10)	139
Evangelical	36%	(244)	25%	(166)	10%	(67)	15%	(103)	14%	(92)	672
Non-Evangelical	29%	(210)	21%	(151)	12%	(86)	17%	(123)	22%	(159)	729
Community: Urban	40%	(309)	24%	(184)	9%	(65)	12%	(95)	15%	(112)	766
Community: Suburban	31%	(271)	25%	(216)	11%	(94)	13%	(109)	20%	(177)	866
Community: Rural	25%	(141)	23%	(130)	13%	(73)	17%	(98)	22%	(127)	568
Employ: Private Sector	36%	(251)	26%	(184)	9%	(64)	12%	(87)	16%	(112)	698
Employ: Government	37%	(54)	30%	(44)	12%	(18)	10%	(14)	11%	(17)	146
Employ: Self-Employed	26%	(47)	26%	(49)	9%	(17)	18%	(33)	21%	(38)	185
Employ: Homemaker	33%	(39)	25%	(30)	11%	(13)	12%	(15)	20%	(23)	119
Employ: Student	40%	(52)	29%	(37)	10%	(12)	3%	(3)	18%	(23)	128
Employ: Retired	28%	(136)	23%	(109)	10%	(47)	19%	(91)	21%	(100)	483
Employ: Unemployed	33%	(97)	18%	(52)	15%	(44)	12%	(36)	22%	(64)	294
Employ: Other	31%	(46)	17%	(25)	11%	(16)	15%	(22)	26%	(38)	147
Military HH: Yes	27%	(98)	21%	(76)	14%	(51)	22%	(80)	15%	(55)	359
Military HH: No	34%	(623)	25%	(454)	10%	(180)	12%	(222)	20%	(361)	1841
RD/WT: Right Direction	33%	(231)	26%	(181)	11%	(78)	17%	(119)	13%	(90)	699
RD/WT: Wrong Track	33%	(490)	23%	(349)	10%	(153)	12%	(183)	22%	(326)	1501
Trump Job Approve	19%	(173)	22%	(196)	14%	(123)	26%	(228)	19%	(169)	889
Trump Job Disapprove	44%	(534)	26%	(312)	8%	(101)	6%	(70)	17%	(204)	1220

Continued on next page

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	33%	(721)	24%	(530)	11%	(232)	14%	(302)	19%	(416)	2200
Trump Job Strongly Approve	22%	(118)	16%	(89)	12%	(67)	33%	(183)	17%	(91)	549
Trump Job Somewhat Approve	16%	(55)	32%	(108)	16%	(56)	13%	(44)	23%	(77)	340
Trump Job Somewhat Disapprove	32%	(90)	31%	(86)	12%	(33)	5%	(15)	20%	(56)	280
Trump Job Strongly Disapprove	47%	(443)	24%	(226)	7%	(68)	6%	(55)	16%	(148)	940
Favorable of Trump	19%	(174)	21%	(190)	14%	(127)	26%	(232)	19%	(170)	893
Unfavorable of Trump	44%	(533)	26%	(320)	8%	(98)	5%	(65)	16%	(194)	1210
Very Favorable of Trump	21%	(113)	17%	(95)	13%	(71)	33%	(182)	16%	(89)	550
Somewhat Favorable of Trump	18%	(61)	28%	(96)	16%	(56)	15%	(50)	24%	(81)	344
Somewhat Unfavorable of Trump	33%	(75)	33%	(76)	11%	(25)	6%	(13)	17%	(39)	227
Very Unfavorable of Trump	47%	(458)	25%	(244)	7%	(73)	5%	(52)	16%	(156)	983
#1 Issue: Economy	25%	(198)	25%	(201)	12%	(98)	16%	(127)	21%	(164)	787
#1 Issue: Security	27%	(67)	22%	(53)	13%	(32)	24%	(60)	14%	(36)	248
#1 Issue: Health Care	41%	(168)	26%	(109)	8%	(31)	7%	(31)	18%	(74)	413
#1 Issue: Medicare / Social Security	31%	(88)	19%	(54)	10%	(28)	19%	(53)	21%	(58)	281
#1 Issue: Women's Issues	42%	(50)	21%	(25)	14%	(16)	11%	(12)	13%	(15)	117
#1 Issue: Education	37%	(38)	30%	(31)	4%	(4)	—	(0)	29%	(30)	102
#1 Issue: Energy	51%	(49)	31%	(29)	10%	(9)	3%	(2)	5%	(5)	95
#1 Issue: Other	41%	(64)	18%	(28)	9%	(14)	10%	(16)	23%	(36)	158
2018 House Vote: Democrat	47%	(358)	27%	(202)	7%	(49)	5%	(41)	14%	(106)	756
2018 House Vote: Republican	17%	(103)	21%	(122)	14%	(85)	31%	(185)	16%	(96)	591
2016 Vote: Hillary Clinton	50%	(360)	26%	(191)	6%	(43)	5%	(35)	13%	(91)	720
2016 Vote: Donald Trump	18%	(123)	20%	(136)	14%	(100)	30%	(205)	19%	(128)	691
2016 Vote: Other	32%	(32)	23%	(23)	23%	(23)	9%	(9)	14%	(13)	100
2016 Vote: Didn't Vote	30%	(206)	26%	(180)	10%	(66)	8%	(54)	26%	(181)	687
Voted in 2014: Yes	35%	(429)	23%	(291)	11%	(134)	17%	(206)	15%	(182)	1242
Voted in 2014: No	30%	(292)	25%	(239)	10%	(98)	10%	(96)	24%	(235)	958

Continued on next page

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	33%	(721)	24%	(530)	11%	(232)	14%	(302)	19%	(416)	2200
2012 Vote: Barack Obama	44%	(390)	27%	(239)	8%	(75)	7%	(67)	14%	(121)	893
2012 Vote: Mitt Romney	16%	(68)	18%	(81)	14%	(62)	32%	(141)	20%	(87)	440
2012 Vote: Other	15%	(8)	15%	(8)	19%	(11)	30%	(16)	21%	(11)	54
2012 Vote: Didn't Vote	31%	(252)	25%	(200)	10%	(84)	10%	(77)	24%	(197)	810
4-Region: Northeast	39%	(152)	23%	(90)	7%	(26)	14%	(55)	18%	(71)	394
4-Region: Midwest	29%	(133)	25%	(117)	11%	(52)	15%	(71)	19%	(89)	462
4-Region: South	28%	(231)	23%	(188)	13%	(105)	14%	(114)	23%	(187)	824
4-Region: West	39%	(204)	26%	(135)	9%	(48)	12%	(62)	14%	(70)	520
Sports fans	34%	(530)	27%	(432)	11%	(181)	13%	(204)	14%	(228)	1575
Avid sports fans	41%	(229)	27%	(147)	12%	(64)	11%	(60)	9%	(51)	551
Football fans	33%	(495)	27%	(397)	12%	(177)	13%	(191)	16%	(234)	1494
Avid football fans	40%	(247)	26%	(161)	11%	(70)	12%	(72)	11%	(70)	618
NFL fans	34%	(490)	27%	(389)	11%	(157)	12%	(177)	15%	(210)	1423
Avid NFL fans	40%	(229)	28%	(161)	10%	(59)	10%	(58)	11%	(62)	570
Watched Super Bowl LIV	35%	(386)	27%	(295)	12%	(130)	13%	(138)	13%	(148)	1096
Did not watch Super Bowl LIV	30%	(335)	21%	(235)	9%	(102)	15%	(163)	24%	(269)	1104
Brand politics appropriate	49%	(457)	29%	(272)	8%	(79)	4%	(41)	10%	(93)	942
Brand politics inappropriate	21%	(209)	23%	(223)	13%	(129)	25%	(246)	18%	(179)	985
Likely to watch Super Bowl LV	36%	(476)	28%	(372)	11%	(146)	11%	(145)	14%	(183)	1322
Unlikely to watch Super Bowl LV	30%	(225)	18%	(135)	9%	(70)	18%	(136)	24%	(178)	745
Democrats likely to watch SBLV	46%	(271)	30%	(173)	8%	(49)	5%	(27)	11%	(65)	584
Republicans likely to watch SBLV	25%	(94)	23%	(84)	17%	(62)	22%	(82)	13%	(49)	370
Age 18-34 likely to watch SBLV	40%	(161)	30%	(121)	12%	(47)	6%	(23)	13%	(54)	406
Age 35-44 likely to watch SBLV	48%	(115)	26%	(63)	9%	(20)	6%	(14)	12%	(28)	239
Age 45-64 likely to watch SBLV	30%	(133)	28%	(125)	12%	(53)	15%	(69)	15%	(67)	446
Age 65+ likely to watch SBLV	29%	(67)	28%	(64)	11%	(26)	17%	(40)	15%	(34)	231
Whites likely to watch SBLV	37%	(376)	28%	(286)	10%	(106)	12%	(128)	13%	(135)	1030
White (non-hispanic) likely to watch SBLV	34%	(303)	27%	(243)	11%	(100)	14%	(122)	14%	(125)	892
Blacks likely to watch SBLV	34%	(62)	27%	(49)	11%	(21)	10%	(17)	18%	(33)	183

Continued on next page

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	33%	(721)	24%	(530)	11%	(232)	14%	(302)	19%	(416)	2200
Hispanics likely to watch SBLV	47%	(100)	31%	(66)	9%	(20)	3%	(6)	10%	(21)	213

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	31% (684)	28% (606)	10% (222)	11% (241)	20% (446)	2200
Gender: Male	34% (361)	29% (308)	10% (104)	11% (114)	17% (176)	1062
Gender: Female	28% (323)	26% (299)	10% (119)	11% (128)	24% (270)	1138
Age: 18-34	37% (241)	29% (192)	8% (54)	5% (34)	20% (134)	655
Age: 35-44	37% (131)	30% (107)	9% (34)	6% (21)	18% (66)	358
Age: 45-64	25% (187)	26% (193)	12% (90)	16% (122)	21% (159)	751
Age: 65+	29% (126)	26% (114)	10% (44)	15% (65)	20% (87)	436
GenZers: 1997-2012	39% (100)	30% (76)	8% (19)	3% (6)	21% (53)	256
Millennials: 1981-1996	36% (216)	29% (173)	10% (60)	7% (40)	19% (118)	607
GenXers: 1965-1980	27% (154)	29% (163)	12% (70)	11% (61)	20% (114)	563
Baby Boomers: 1946-1964	28% (190)	25% (170)	9% (63)	18% (120)	20% (136)	678
PID: Dem (no lean)	42% (361)	30% (263)	6% (51)	5% (46)	17% (144)	865
PID: Ind (no lean)	25% (175)	25% (174)	13% (90)	10% (67)	27% (184)	690
PID: Rep (no lean)	23% (148)	26% (170)	13% (81)	20% (129)	18% (119)	645
PID/Gender: Dem Men	45% (179)	33% (132)	5% (22)	4% (16)	13% (52)	400
PID/Gender: Dem Women	39% (183)	28% (131)	6% (29)	6% (30)	20% (91)	465
PID/Gender: Ind Men	30% (103)	23% (79)	12% (41)	12% (39)	23% (77)	340
PID/Gender: Ind Women	20% (71)	27% (95)	14% (50)	8% (28)	30% (107)	350
PID/Gender: Rep Men	25% (79)	30% (97)	13% (41)	18% (58)	14% (46)	322
PID/Gender: Rep Women	21% (69)	22% (73)	12% (40)	22% (70)	22% (73)	324
Ideo: Liberal (1-3)	47% (311)	30% (199)	8% (57)	4% (27)	11% (72)	666
Ideo: Moderate (4)	28% (173)	26% (163)	14% (83)	7% (45)	25% (151)	615
Ideo: Conservative (5-7)	24% (163)	27% (178)	9% (61)	23% (153)	17% (114)	669
Educ: < College	27% (413)	26% (391)	10% (155)	12% (184)	24% (369)	1512
Educ: Bachelors degree	34% (151)	32% (142)	10% (47)	11% (47)	13% (57)	444
Educ: Post-grad	49% (119)	30% (74)	9% (21)	4% (10)	8% (20)	244
Income: Under 50k	26% (328)	26% (324)	11% (136)	10% (129)	26% (323)	1240
Income: 50k-100k	36% (214)	29% (172)	8% (49)	14% (82)	14% (82)	599
Income: 100k+	39% (143)	31% (111)	10% (37)	8% (30)	11% (41)	361
Ethnicity: White	31% (538)	27% (471)	11% (182)	12% (209)	19% (322)	1722

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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	31%	(684)	28%	(606)	10%	(222)	11%	(241)	20%	(446)	2200
Ethnicity: Hispanic	34%	(118)	26%	(92)	16%	(57)	3%	(12)	20%	(70)	349
Ethnicity: Black	31%	(86)	27%	(75)	7%	(19)	9%	(23)	26%	(71)	274
Ethnicity: Other	29%	(59)	29%	(60)	11%	(22)	4%	(9)	26%	(53)	204
All Christian	31%	(336)	28%	(303)	11%	(115)	13%	(139)	17%	(179)	1073
All Non-Christian	39%	(46)	33%	(40)	10%	(12)	7%	(8)	10%	(12)	119
Atheist	31%	(26)	30%	(25)	8%	(7)	12%	(10)	19%	(16)	83
Agnostic/Nothing in particular	30%	(168)	26%	(142)	9%	(48)	8%	(43)	28%	(153)	553
Something Else	29%	(108)	26%	(98)	11%	(41)	11%	(41)	23%	(86)	373
Religious Non-Protestant/Catholic	36%	(50)	30%	(42)	13%	(18)	11%	(16)	9%	(13)	139
Evangelical	37%	(247)	28%	(187)	9%	(63)	12%	(78)	15%	(98)	672
Non-Evangelical	25%	(185)	28%	(202)	11%	(84)	13%	(95)	22%	(164)	729
Community: Urban	39%	(295)	30%	(227)	9%	(69)	8%	(63)	15%	(112)	766
Community: Suburban	27%	(231)	28%	(238)	11%	(96)	12%	(100)	23%	(201)	866
Community: Rural	28%	(157)	25%	(141)	10%	(58)	14%	(79)	23%	(134)	568
Employ: Private Sector	35%	(246)	32%	(226)	7%	(49)	10%	(68)	16%	(109)	698
Employ: Government	35%	(52)	31%	(46)	10%	(15)	9%	(13)	14%	(21)	146
Employ: Self-Employed	26%	(49)	30%	(56)	12%	(22)	12%	(22)	20%	(36)	185
Employ: Homemaker	21%	(25)	26%	(31)	10%	(12)	15%	(18)	27%	(32)	119
Employ: Student	35%	(45)	31%	(39)	10%	(12)	3%	(4)	22%	(28)	128
Employ: Retired	28%	(138)	25%	(121)	10%	(48)	15%	(75)	21%	(102)	483
Employ: Unemployed	30%	(88)	18%	(52)	16%	(46)	9%	(26)	28%	(82)	294
Employ: Other	29%	(43)	23%	(34)	13%	(18)	11%	(16)	25%	(36)	147
Military HH: Yes	30%	(107)	28%	(100)	11%	(40)	15%	(55)	16%	(58)	359
Military HH: No	31%	(577)	28%	(507)	10%	(183)	10%	(186)	21%	(388)	1841
RD/WT: Right Direction	31%	(217)	32%	(225)	10%	(73)	13%	(93)	13%	(92)	699
RD/WT: Wrong Track	31%	(467)	25%	(382)	10%	(150)	10%	(149)	24%	(354)	1501
Trump Job Approve	23%	(208)	27%	(244)	12%	(111)	18%	(157)	19%	(169)	889
Trump Job Disapprove	38%	(466)	29%	(349)	8%	(100)	7%	(81)	18%	(224)	1220

Continued on next page

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	31%	(684)	28%	(606)	10%	(222)	11%	(241)	20%	(446)	2200
Trump Job Strongly Approve	26%	(141)	23%	(127)	14%	(76)	22%	(120)	15%	(85)	549
Trump Job Somewhat Approve	20%	(67)	34%	(117)	10%	(35)	11%	(38)	25%	(84)	340
Trump Job Somewhat Disapprove	24%	(68)	34%	(95)	16%	(46)	6%	(18)	19%	(53)	280
Trump Job Strongly Disapprove	42%	(398)	27%	(254)	6%	(54)	7%	(63)	18%	(171)	940
Favorable of Trump	24%	(211)	27%	(244)	12%	(109)	18%	(162)	19%	(166)	893
Unfavorable of Trump	38%	(460)	29%	(348)	9%	(105)	6%	(74)	18%	(223)	1210
Very Favorable of Trump	26%	(143)	27%	(149)	11%	(58)	22%	(124)	14%	(77)	550
Somewhat Favorable of Trump	20%	(68)	28%	(96)	15%	(52)	11%	(39)	26%	(89)	344
Somewhat Unfavorable of Trump	29%	(66)	35%	(80)	13%	(29)	7%	(16)	16%	(36)	227
Very Unfavorable of Trump	40%	(393)	27%	(268)	8%	(76)	6%	(59)	19%	(187)	983
#1 Issue: Economy	30%	(236)	27%	(216)	10%	(77)	13%	(105)	20%	(154)	787
#1 Issue: Security	33%	(81)	23%	(57)	10%	(26)	20%	(49)	14%	(35)	248
#1 Issue: Health Care	37%	(153)	28%	(115)	10%	(39)	6%	(24)	20%	(81)	413
#1 Issue: Medicare / Social Security	23%	(63)	28%	(79)	12%	(33)	15%	(41)	23%	(63)	281
#1 Issue: Women's Issues	40%	(46)	32%	(37)	9%	(11)	2%	(3)	17%	(20)	117
#1 Issue: Education	32%	(33)	29%	(30)	6%	(6)	5%	(5)	28%	(29)	102
#1 Issue: Energy	29%	(27)	35%	(33)	13%	(12)	7%	(6)	17%	(16)	95
#1 Issue: Other	27%	(43)	25%	(39)	12%	(19)	5%	(9)	31%	(48)	158
2018 House Vote: Democrat	45%	(340)	27%	(202)	6%	(44)	6%	(47)	16%	(123)	756
2018 House Vote: Republican	21%	(123)	27%	(161)	12%	(72)	21%	(127)	18%	(107)	591
2016 Vote: Hillary Clinton	45%	(324)	29%	(207)	5%	(36)	5%	(33)	17%	(119)	720
2016 Vote: Donald Trump	20%	(142)	26%	(182)	14%	(95)	21%	(148)	18%	(125)	691
2016 Vote: Other	31%	(31)	24%	(24)	12%	(12)	16%	(15)	17%	(17)	100
2016 Vote: Didn't Vote	27%	(187)	28%	(191)	12%	(79)	7%	(45)	27%	(185)	687
Voted in 2014: Yes	33%	(411)	28%	(347)	8%	(103)	14%	(169)	17%	(213)	1242
Voted in 2014: No	28%	(273)	27%	(260)	12%	(119)	8%	(73)	24%	(233)	958

Continued on next page

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	31%	(684)	28%	(606)	10%	(222)	11%	(241)	20%	(446)	2200
2012 Vote: Barack Obama	40%	(354)	29%	(259)	7%	(60)	9%	(79)	16%	(141)	893
2012 Vote: Mitt Romney	19%	(84)	26%	(115)	12%	(55)	22%	(97)	20%	(90)	440
2012 Vote: Other	22%	(12)	21%	(11)	16%	(9)	20%	(11)	21%	(11)	54
2012 Vote: Didn't Vote	29%	(234)	27%	(218)	12%	(99)	7%	(55)	25%	(204)	810
4-Region: Northeast	34%	(132)	28%	(111)	9%	(34)	10%	(40)	19%	(77)	394
4-Region: Midwest	25%	(114)	29%	(133)	10%	(44)	16%	(74)	21%	(96)	462
4-Region: South	31%	(253)	26%	(215)	11%	(91)	10%	(82)	22%	(182)	824
4-Region: West	35%	(184)	28%	(147)	10%	(53)	9%	(45)	18%	(91)	520
Sports fans	33%	(514)	29%	(458)	11%	(168)	11%	(171)	17%	(264)	1575
Avid sports fans	38%	(209)	28%	(155)	10%	(54)	12%	(66)	12%	(67)	551
Football fans	32%	(475)	29%	(430)	11%	(160)	11%	(166)	18%	(263)	1494
Avid football fans	36%	(221)	28%	(175)	10%	(63)	11%	(69)	15%	(91)	618
NFL fans	32%	(462)	29%	(418)	11%	(152)	11%	(150)	17%	(240)	1423
Avid NFL fans	37%	(211)	29%	(165)	9%	(53)	10%	(58)	15%	(83)	570
Watched Super Bowl LIV	34%	(368)	28%	(312)	10%	(111)	13%	(139)	15%	(167)	1096
Did not watch Super Bowl LIV	29%	(316)	27%	(295)	10%	(111)	9%	(103)	25%	(280)	1104
Brand politics appropriate	45%	(422)	33%	(309)	6%	(59)	5%	(51)	11%	(100)	942
Brand politics inappropriate	22%	(217)	26%	(255)	15%	(148)	18%	(176)	19%	(188)	985
Likely to watch Super Bowl LV	34%	(452)	30%	(402)	10%	(127)	10%	(135)	16%	(207)	1322
Unlikely to watch Super Bowl LV	28%	(206)	25%	(185)	11%	(83)	13%	(95)	24%	(176)	745
Democrats likely to watch SBLV	42%	(248)	32%	(189)	6%	(36)	6%	(34)	13%	(77)	584
Republicans likely to watch SBLV	27%	(101)	31%	(113)	11%	(42)	18%	(67)	13%	(47)	370
Age 18-34 likely to watch SBLV	40%	(163)	32%	(131)	7%	(27)	5%	(22)	16%	(64)	406
Age 35-44 likely to watch SBLV	42%	(99)	31%	(75)	9%	(22)	6%	(14)	12%	(29)	239
Age 45-64 likely to watch SBLV	26%	(118)	28%	(123)	13%	(56)	16%	(73)	17%	(77)	446
Age 65+ likely to watch SBLV	31%	(72)	31%	(73)	9%	(21)	12%	(27)	17%	(38)	231
Whites likely to watch SBLV	35%	(361)	30%	(308)	10%	(101)	11%	(114)	14%	(147)	1030
White (non-hispanic) likely to watch SBLV	34%	(301)	30%	(264)	10%	(85)	12%	(110)	15%	(132)	892
Blacks likely to watch SBLV	32%	(59)	30%	(55)	5%	(10)	11%	(20)	21%	(38)	183

Continued on next page

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	31%	(684)	28%	(606)	10%	(222)	11%	(241)	20%	(446)	2200
Hispanics likely to watch SBLV	38%	(82)	33%	(70)	14%	(29)	2%	(5)	13%	(27)	213

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	28% (623)	19% (407)	10% (217)	26% (566)	18% (387)	2200
Gender: Male	27% (287)	21% (221)	11% (114)	26% (276)	15% (164)	1062
Gender: Female	30% (336)	16% (187)	9% (103)	26% (291)	20% (222)	1138
Age: 18-34	39% (258)	23% (150)	9% (57)	13% (82)	16% (107)	655
Age: 35-44	38% (135)	16% (59)	8% (29)	17% (59)	21% (76)	358
Age: 45-64	19% (145)	18% (135)	11% (84)	35% (261)	17% (126)	751
Age: 65+	19% (85)	15% (64)	11% (46)	38% (164)	18% (78)	436
GenZers: 1997-2012	48% (122)	21% (54)	8% (20)	8% (22)	15% (38)	256
Millennials: 1981-1996	35% (215)	22% (132)	9% (58)	14% (87)	19% (115)	607
GenXers: 1965-1980	25% (139)	18% (101)	12% (67)	27% (152)	19% (105)	563
Baby Boomers: 1946-1964	20% (137)	16% (106)	8% (56)	41% (275)	15% (105)	678
PID: Dem (no lean)	45% (389)	25% (219)	7% (62)	7% (59)	16% (136)	865
PID: Ind (no lean)	22% (153)	18% (122)	11% (76)	25% (170)	24% (169)	690
PID: Rep (no lean)	13% (82)	10% (66)	12% (79)	52% (337)	13% (83)	645
PID/Gender: Dem Men	41% (165)	30% (120)	9% (36)	7% (28)	13% (51)	400
PID/Gender: Dem Women	48% (224)	21% (99)	6% (26)	7% (32)	18% (84)	465
PID/Gender: Ind Men	20% (67)	19% (66)	12% (40)	26% (89)	23% (79)	340
PID/Gender: Ind Women	25% (86)	16% (57)	10% (36)	23% (81)	26% (90)	350
PID/Gender: Rep Men	17% (56)	11% (35)	12% (38)	49% (159)	11% (34)	322
PID/Gender: Rep Women	8% (26)	9% (31)	13% (41)	55% (178)	15% (49)	324
Ideo: Liberal (1-3)	48% (323)	24% (163)	7% (44)	8% (52)	13% (84)	666
Ideo: Moderate (4)	24% (151)	23% (144)	12% (74)	17% (106)	23% (140)	615
Ideo: Conservative (5-7)	14% (92)	9% (63)	11% (74)	56% (375)	10% (64)	669
Educ: < College	25% (385)	15% (222)	10% (157)	28% (427)	21% (321)	1512
Educ: Bachelors degree	29% (130)	27% (121)	9% (39)	24% (107)	10% (47)	444
Educ: Post-grad	44% (108)	26% (65)	8% (20)	13% (32)	8% (19)	244
Income: Under 50k	27% (334)	17% (210)	8% (100)	26% (318)	22% (278)	1240
Income: 50k-100k	27% (164)	20% (118)	11% (66)	29% (175)	13% (75)	599
Income: 100k+	35% (125)	22% (80)	14% (51)	20% (73)	9% (33)	361
Ethnicity: White	25% (435)	18% (307)	10% (178)	30% (520)	16% (281)	1722

Continued on next page

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	28%	(623)	19%	(407)	10%	(217)	26%	(566)	18%	(387)	2200
Ethnicity: Hispanic	38%	(132)	23%	(80)	9%	(31)	12%	(44)	18%	(63)	349
Ethnicity: Black	46%	(127)	21%	(59)	5%	(14)	7%	(18)	21%	(57)	274
Ethnicity: Other	30%	(61)	20%	(41)	12%	(25)	14%	(28)	24%	(49)	204
All Christian	27%	(289)	19%	(207)	11%	(113)	31%	(334)	12%	(130)	1073
All Non-Christian	39%	(46)	28%	(33)	12%	(15)	12%	(14)	9%	(10)	119
Atheist	40%	(33)	17%	(14)	8%	(6)	12%	(10)	23%	(19)	83
Agnostic/Nothing in particular	27%	(148)	19%	(102)	11%	(63)	19%	(105)	24%	(134)	553
Something Else	29%	(108)	14%	(51)	5%	(20)	27%	(103)	25%	(92)	373
Religious Non-Protestant/Catholic	33%	(46)	27%	(37)	12%	(17)	18%	(25)	10%	(15)	139
Evangelical	33%	(224)	18%	(118)	8%	(51)	29%	(195)	13%	(84)	672
Non-Evangelical	23%	(167)	18%	(128)	10%	(74)	31%	(228)	18%	(132)	729
Community: Urban	40%	(304)	23%	(177)	8%	(63)	16%	(125)	13%	(96)	766
Community: Suburban	23%	(197)	19%	(167)	11%	(97)	28%	(238)	19%	(166)	866
Community: Rural	22%	(123)	11%	(63)	10%	(56)	36%	(203)	22%	(124)	568
Employ: Private Sector	33%	(229)	21%	(150)	10%	(68)	21%	(148)	15%	(103)	698
Employ: Government	35%	(51)	29%	(42)	8%	(12)	18%	(26)	10%	(15)	146
Employ: Self-Employed	27%	(49)	19%	(34)	10%	(19)	26%	(47)	19%	(35)	185
Employ: Homemaker	17%	(21)	17%	(20)	6%	(7)	35%	(41)	26%	(30)	119
Employ: Student	43%	(55)	22%	(29)	10%	(13)	11%	(14)	13%	(17)	128
Employ: Retired	20%	(94)	14%	(66)	11%	(53)	38%	(182)	18%	(88)	483
Employ: Unemployed	28%	(84)	16%	(46)	7%	(22)	26%	(78)	22%	(65)	294
Employ: Other	27%	(40)	14%	(21)	16%	(23)	20%	(29)	23%	(34)	147
Military HH: Yes	22%	(78)	17%	(60)	9%	(33)	36%	(129)	16%	(59)	359
Military HH: No	30%	(545)	19%	(348)	10%	(183)	24%	(437)	18%	(328)	1841
RD/WT: Right Direction	27%	(187)	18%	(123)	12%	(82)	30%	(207)	14%	(100)	699
RD/WT: Wrong Track	29%	(436)	19%	(285)	9%	(135)	24%	(359)	19%	(286)	1501
Trump Job Approve	15%	(131)	11%	(95)	13%	(114)	48%	(423)	14%	(126)	889
Trump Job Disapprove	39%	(482)	24%	(298)	8%	(99)	11%	(130)	17%	(212)	1220

Continued on next page

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	28%	(623)	19%	(407)	10%	(217)	26%	(566)	18%	(387)	2200
Trump Job Strongly Approve	14%	(77)	8%	(43)	10%	(57)	56%	(308)	11%	(63)	549
Trump Job Somewhat Approve	16%	(54)	15%	(52)	17%	(56)	34%	(115)	19%	(63)	340
Trump Job Somewhat Disapprove	23%	(63)	27%	(75)	15%	(41)	16%	(46)	20%	(55)	280
Trump Job Strongly Disapprove	45%	(419)	24%	(223)	6%	(58)	9%	(84)	17%	(156)	940
Favorable of Trump	15%	(138)	10%	(92)	13%	(115)	48%	(426)	14%	(123)	893
Unfavorable of Trump	39%	(468)	25%	(306)	8%	(96)	10%	(127)	18%	(213)	1210
Very Favorable of Trump	16%	(85)	9%	(47)	11%	(58)	55%	(305)	10%	(55)	550
Somewhat Favorable of Trump	15%	(52)	13%	(45)	17%	(57)	35%	(122)	20%	(68)	344
Somewhat Unfavorable of Trump	24%	(53)	27%	(62)	11%	(24)	19%	(43)	19%	(44)	227
Very Unfavorable of Trump	42%	(415)	25%	(244)	7%	(72)	9%	(84)	17%	(169)	983
#1 Issue: Economy	24%	(191)	20%	(159)	10%	(82)	27%	(210)	18%	(145)	787
#1 Issue: Security	21%	(51)	11%	(27)	6%	(15)	47%	(117)	15%	(38)	248
#1 Issue: Health Care	37%	(151)	22%	(93)	11%	(46)	13%	(52)	17%	(71)	413
#1 Issue: Medicare / Social Security	22%	(63)	12%	(35)	8%	(23)	39%	(109)	18%	(51)	281
#1 Issue: Women's Issues	51%	(59)	16%	(19)	9%	(10)	14%	(17)	10%	(12)	117
#1 Issue: Education	39%	(40)	18%	(19)	13%	(13)	8%	(8)	22%	(23)	102
#1 Issue: Energy	38%	(36)	25%	(24)	8%	(8)	14%	(14)	15%	(14)	95
#1 Issue: Other	21%	(33)	21%	(33)	13%	(20)	26%	(40)	21%	(33)	158
2018 House Vote: Democrat	42%	(318)	28%	(211)	7%	(52)	9%	(70)	14%	(106)	756
2018 House Vote: Republican	13%	(74)	11%	(66)	10%	(62)	53%	(315)	12%	(73)	591
2016 Vote: Hillary Clinton	43%	(312)	27%	(197)	7%	(49)	7%	(52)	15%	(109)	720
2016 Vote: Donald Trump	13%	(88)	11%	(75)	11%	(74)	54%	(374)	12%	(81)	691
2016 Vote: Other	29%	(29)	20%	(20)	15%	(15)	20%	(20)	16%	(16)	100
2016 Vote: Didn't Vote	28%	(193)	17%	(116)	11%	(79)	17%	(120)	26%	(180)	687
Voted in 2014: Yes	28%	(352)	19%	(236)	10%	(120)	29%	(364)	14%	(170)	1242
Voted in 2014: No	28%	(271)	18%	(171)	10%	(97)	21%	(202)	23%	(217)	958

Continued on next page

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	28%	(623)	19%	(407)	10%	(217)	26%	(566)	18%	(387)	2200
2012 Vote: Barack Obama	39%	(350)	23%	(207)	8%	(70)	15%	(130)	15%	(136)	893
2012 Vote: Mitt Romney	9%	(41)	8%	(37)	11%	(48)	60%	(264)	11%	(50)	440
2012 Vote: Other	6%	(3)	10%	(5)	8%	(4)	53%	(29)	23%	(12)	54
2012 Vote: Didn't Vote	28%	(227)	19%	(157)	12%	(94)	18%	(144)	23%	(188)	810
4-Region: Northeast	35%	(139)	21%	(81)	9%	(36)	23%	(90)	12%	(48)	394
4-Region: Midwest	23%	(106)	16%	(75)	11%	(51)	31%	(143)	19%	(87)	462
4-Region: South	28%	(229)	16%	(131)	10%	(82)	27%	(219)	20%	(163)	824
4-Region: West	29%	(150)	23%	(120)	9%	(48)	22%	(113)	17%	(89)	520
Sports fans	30%	(477)	21%	(325)	11%	(168)	25%	(390)	14%	(216)	1575
Avid sports fans	38%	(211)	21%	(117)	13%	(69)	20%	(110)	8%	(44)	551
Football fans	29%	(431)	22%	(322)	11%	(160)	25%	(368)	14%	(213)	1494
Avid football fans	33%	(206)	22%	(133)	12%	(76)	21%	(132)	12%	(72)	618
NFL fans	30%	(433)	22%	(311)	11%	(155)	23%	(323)	14%	(201)	1423
Avid NFL fans	34%	(193)	22%	(125)	14%	(78)	18%	(103)	12%	(71)	570
Watched Super Bowl LIV	30%	(329)	21%	(226)	11%	(124)	25%	(274)	13%	(144)	1096
Did not watch Super Bowl LIV	27%	(294)	16%	(182)	8%	(93)	27%	(293)	22%	(243)	1104
Brand politics appropriate	44%	(418)	26%	(248)	7%	(68)	10%	(92)	12%	(116)	942
Brand politics inappropriate	15%	(145)	14%	(134)	13%	(124)	45%	(440)	14%	(141)	985
Likely to watch Super Bowl LV	32%	(423)	22%	(294)	11%	(152)	21%	(273)	14%	(180)	1322
Unlikely to watch Super Bowl LV	24%	(175)	13%	(93)	7%	(53)	35%	(259)	22%	(165)	745
Democrats likely to watch SBLV	45%	(265)	29%	(169)	8%	(46)	6%	(35)	12%	(69)	584
Republicans likely to watch SBLV	20%	(74)	12%	(46)	14%	(54)	44%	(164)	9%	(33)	370
Age 18-34 likely to watch SBLV	42%	(171)	25%	(102)	10%	(39)	10%	(41)	13%	(53)	406
Age 35-44 likely to watch SBLV	45%	(108)	18%	(44)	10%	(23)	13%	(32)	13%	(32)	239
Age 45-64 likely to watch SBLV	22%	(98)	23%	(105)	14%	(63)	28%	(124)	13%	(56)	446
Age 65+ likely to watch SBLV	20%	(46)	19%	(43)	12%	(28)	33%	(75)	17%	(38)	231
Whites likely to watch SBLV	30%	(306)	22%	(227)	11%	(117)	24%	(248)	13%	(132)	1030
White (non-hispanic) likely to watch SBLV	28%	(247)	21%	(192)	12%	(104)	26%	(231)	13%	(118)	892
Blacks likely to watch SBLV	47%	(85)	25%	(45)	7%	(13)	7%	(14)	14%	(26)	183

Continued on next page

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	28%	(623)	19%	(407)	10%	(217)	26%	(566)	18%	(387)	2200
Hispanics likely to watch SBLV	40%	(84)	26%	(56)	13%	(28)	10%	(22)	11%	(22)	213

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	39% (862)	28% (615)	8% (181)	7% (157)	17% (385)	2200
Gender: Male	40% (430)	30% (320)	9% (92)	6% (68)	14% (153)	1062
Gender: Female	38% (433)	26% (295)	8% (89)	8% (89)	20% (232)	1138
Age: 18-34	35% (229)	31% (201)	10% (63)	6% (37)	19% (126)	655
Age: 35-44	44% (158)	26% (93)	8% (29)	3% (9)	19% (69)	358
Age: 45-64	40% (297)	26% (193)	8% (64)	8% (63)	18% (134)	751
Age: 65+	41% (179)	29% (127)	6% (25)	11% (48)	13% (57)	436
GenZers: 1997-2012	29% (75)	34% (88)	9% (24)	5% (12)	22% (56)	256
Millennials: 1981-1996	41% (248)	28% (168)	10% (58)	5% (28)	17% (105)	607
GenXers: 1965-1980	38% (216)	29% (161)	9% (51)	5% (30)	19% (106)	563
Baby Boomers: 1946-1964	42% (288)	25% (172)	6% (41)	11% (76)	15% (101)	678
PID: Dem (no lean)	47% (409)	28% (246)	7% (62)	4% (32)	13% (115)	865
PID: Ind (no lean)	36% (248)	26% (177)	8% (52)	7% (51)	23% (161)	690
PID: Rep (no lean)	32% (205)	30% (192)	10% (67)	11% (74)	17% (108)	645
PID/Gender: Dem Men	48% (192)	30% (122)	7% (29)	3% (13)	11% (44)	400
PID/Gender: Dem Women	47% (217)	27% (124)	7% (33)	4% (19)	15% (71)	465
PID/Gender: Ind Men	40% (134)	27% (91)	7% (23)	7% (23)	20% (68)	340
PID/Gender: Ind Women	33% (114)	24% (86)	8% (29)	8% (28)	27% (93)	350
PID/Gender: Rep Men	32% (104)	33% (106)	12% (40)	10% (31)	12% (40)	322
PID/Gender: Rep Women	31% (101)	26% (85)	8% (26)	13% (43)	21% (68)	324
Ideo: Liberal (1-3)	52% (349)	24% (162)	9% (61)	4% (25)	10% (69)	666
Ideo: Moderate (4)	36% (221)	33% (202)	8% (52)	4% (24)	19% (115)	615
Ideo: Conservative (5-7)	34% (225)	29% (193)	8% (57)	14% (96)	15% (98)	669
Educ: < College	36% (542)	26% (391)	9% (133)	8% (119)	22% (327)	1512
Educ: Bachelors degree	44% (193)	34% (149)	7% (31)	6% (28)	9% (41)	444
Educ: Post-grad	52% (127)	30% (74)	7% (16)	4% (10)	7% (16)	244
Income: Under 50k	35% (440)	26% (325)	8% (96)	8% (98)	23% (280)	1240
Income: 50k-100k	43% (254)	28% (169)	9% (55)	7% (42)	13% (78)	599
Income: 100k+	46% (168)	33% (120)	8% (30)	5% (17)	7% (26)	361
Ethnicity: White	40% (683)	28% (481)	9% (153)	8% (131)	16% (273)	1722

Continued on next page

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	39%	(862)	28%	(615)	8%	(181)	7%	(157)	17%	(385)	2200
Ethnicity: Hispanic	41%	(142)	28%	(99)	11%	(38)	4%	(14)	16%	(58)	349
Ethnicity: Black	44%	(120)	26%	(70)	7%	(19)	5%	(14)	19%	(52)	274
Ethnicity: Other	29%	(60)	31%	(63)	4%	(9)	6%	(12)	29%	(60)	204
All Christian	44%	(467)	28%	(304)	8%	(85)	8%	(85)	12%	(132)	1073
All Non-Christian	48%	(57)	30%	(35)	11%	(13)	4%	(5)	8%	(9)	119
Atheist	32%	(27)	24%	(20)	9%	(7)	8%	(7)	26%	(22)	83
Agnostic/Nothing in particular	34%	(187)	27%	(150)	8%	(42)	7%	(39)	24%	(134)	553
Something Else	33%	(124)	28%	(106)	9%	(34)	6%	(21)	23%	(88)	373
Religious Non-Protestant/Catholic	43%	(60)	34%	(48)	12%	(16)	5%	(7)	6%	(9)	139
Evangelical	45%	(305)	27%	(182)	8%	(53)	5%	(35)	14%	(97)	672
Non-Evangelical	38%	(277)	28%	(207)	8%	(57)	9%	(67)	17%	(120)	729
Community: Urban	43%	(326)	28%	(214)	9%	(67)	7%	(52)	14%	(106)	766
Community: Suburban	38%	(332)	31%	(267)	7%	(63)	7%	(58)	17%	(146)	866
Community: Rural	36%	(205)	24%	(134)	9%	(50)	8%	(46)	23%	(133)	568
Employ: Private Sector	44%	(308)	28%	(198)	9%	(59)	6%	(44)	13%	(88)	698
Employ: Government	42%	(62)	31%	(46)	10%	(15)	6%	(9)	10%	(15)	146
Employ: Self-Employed	33%	(62)	33%	(61)	9%	(16)	6%	(12)	19%	(35)	185
Employ: Homemaker	29%	(34)	32%	(38)	11%	(13)	3%	(4)	24%	(28)	119
Employ: Student	39%	(49)	27%	(34)	9%	(12)	3%	(4)	22%	(28)	128
Employ: Retired	41%	(199)	27%	(131)	6%	(29)	10%	(49)	16%	(75)	483
Employ: Unemployed	32%	(94)	24%	(71)	11%	(34)	8%	(23)	25%	(72)	294
Employ: Other	37%	(55)	23%	(34)	2%	(3)	8%	(12)	29%	(43)	147
Military HH: Yes	42%	(150)	26%	(92)	10%	(35)	11%	(41)	11%	(41)	359
Military HH: No	39%	(712)	28%	(522)	8%	(146)	6%	(117)	19%	(344)	1841
RD/WT: Right Direction	37%	(262)	31%	(215)	10%	(67)	9%	(66)	13%	(88)	699
RD/WT: Wrong Track	40%	(601)	27%	(399)	8%	(114)	6%	(91)	20%	(297)	1501
Trump Job Approve	31%	(278)	29%	(258)	11%	(97)	12%	(106)	17%	(150)	889
Trump Job Disapprove	47%	(569)	28%	(342)	6%	(76)	4%	(48)	15%	(186)	1220

Continued on next page

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	39%	(862)	28%	(615)	8%	(181)	7%	(157)	17%	(385)	2200
Trump Job Strongly Approve	33%	(178)	25%	(139)	11%	(60)	15%	(83)	16%	(88)	549
Trump Job Somewhat Approve	29%	(100)	35%	(119)	11%	(37)	7%	(23)	18%	(62)	340
Trump Job Somewhat Disapprove	31%	(87)	35%	(97)	12%	(34)	4%	(10)	18%	(51)	280
Trump Job Strongly Disapprove	51%	(482)	26%	(245)	5%	(42)	4%	(38)	14%	(134)	940
Favorable of Trump	32%	(283)	29%	(257)	10%	(92)	12%	(108)	17%	(153)	893
Unfavorable of Trump	47%	(566)	28%	(336)	7%	(85)	4%	(47)	15%	(177)	1210
Very Favorable of Trump	34%	(186)	26%	(143)	9%	(52)	16%	(90)	14%	(79)	550
Somewhat Favorable of Trump	28%	(97)	33%	(114)	12%	(40)	5%	(18)	21%	(74)	344
Somewhat Unfavorable of Trump	36%	(83)	33%	(76)	10%	(23)	4%	(10)	16%	(36)	227
Very Unfavorable of Trump	49%	(483)	27%	(261)	6%	(62)	4%	(37)	14%	(141)	983
#1 Issue: Economy	39%	(306)	30%	(233)	8%	(66)	7%	(57)	16%	(125)	787
#1 Issue: Security	33%	(82)	24%	(61)	11%	(28)	13%	(33)	18%	(45)	248
#1 Issue: Health Care	46%	(188)	26%	(109)	6%	(23)	4%	(18)	18%	(73)	413
#1 Issue: Medicare / Social Security	42%	(118)	26%	(73)	10%	(28)	6%	(18)	16%	(44)	281
#1 Issue: Women's Issues	32%	(37)	35%	(41)	7%	(8)	8%	(10)	18%	(21)	117
#1 Issue: Education	39%	(40)	31%	(32)	3%	(3)	2%	(2)	26%	(26)	102
#1 Issue: Energy	38%	(36)	34%	(32)	11%	(10)	9%	(8)	8%	(8)	95
#1 Issue: Other	35%	(55)	21%	(34)	10%	(15)	7%	(11)	27%	(43)	158
2018 House Vote: Democrat	52%	(396)	27%	(203)	6%	(45)	3%	(26)	11%	(86)	756
2018 House Vote: Republican	32%	(191)	30%	(180)	11%	(65)	12%	(69)	15%	(86)	591
2016 Vote: Hillary Clinton	53%	(379)	28%	(200)	5%	(35)	3%	(21)	12%	(84)	720
2016 Vote: Donald Trump	32%	(218)	30%	(208)	10%	(66)	13%	(89)	16%	(110)	691
2016 Vote: Other	41%	(41)	22%	(22)	12%	(12)	6%	(6)	20%	(20)	100
2016 Vote: Didn't Vote	33%	(224)	27%	(183)	10%	(69)	6%	(42)	25%	(171)	687
Voted in 2014: Yes	44%	(542)	28%	(353)	7%	(93)	7%	(90)	13%	(164)	1242
Voted in 2014: No	33%	(321)	27%	(261)	9%	(88)	7%	(67)	23%	(221)	958

Continued on next page

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	39%	(862)	28%	(615)	8%	(181)	7%	(157)	17%	(385)	2200
2012 Vote: Barack Obama	51%	(457)	27%	(243)	6%	(56)	4%	(33)	12%	(103)	893
2012 Vote: Mitt Romney	30%	(133)	29%	(129)	9%	(41)	15%	(68)	16%	(70)	440
2012 Vote: Other	26%	(14)	24%	(13)	9%	(5)	12%	(7)	29%	(16)	54
2012 Vote: Didn't Vote	32%	(258)	28%	(227)	10%	(80)	6%	(50)	24%	(196)	810
4-Region: Northeast	41%	(160)	31%	(120)	6%	(24)	8%	(30)	15%	(59)	394
4-Region: Midwest	38%	(174)	29%	(134)	7%	(30)	8%	(39)	18%	(85)	462
4-Region: South	41%	(340)	24%	(195)	10%	(80)	7%	(60)	18%	(150)	824
4-Region: West	36%	(189)	32%	(165)	9%	(47)	5%	(28)	17%	(91)	520
Sports fans	41%	(642)	31%	(490)	9%	(136)	6%	(93)	14%	(214)	1575
Avid sports fans	49%	(270)	28%	(156)	7%	(38)	5%	(29)	11%	(59)	551
Football fans	40%	(596)	31%	(467)	8%	(126)	6%	(96)	14%	(209)	1494
Avid football fans	46%	(285)	29%	(181)	7%	(41)	4%	(27)	14%	(85)	618
NFL fans	41%	(586)	31%	(443)	8%	(120)	6%	(84)	13%	(189)	1423
Avid NFL fans	47%	(265)	29%	(167)	6%	(37)	4%	(21)	14%	(81)	570
Watched Super Bowl LIV	45%	(491)	29%	(320)	9%	(93)	5%	(59)	12%	(133)	1096
Did not watch Super Bowl LIV	34%	(371)	27%	(295)	8%	(88)	9%	(98)	23%	(252)	1104
Brand politics appropriate	50%	(474)	30%	(283)	7%	(66)	3%	(30)	9%	(89)	942
Brand politics inappropriate	34%	(332)	29%	(281)	10%	(101)	12%	(116)	16%	(154)	985
Likely to watch Super Bowl LV	43%	(565)	31%	(413)	8%	(106)	5%	(72)	13%	(166)	1322
Unlikely to watch Super Bowl LV	35%	(259)	24%	(176)	9%	(64)	10%	(73)	23%	(173)	745
Democrats likely to watch SBLV	50%	(291)	30%	(176)	7%	(44)	3%	(19)	9%	(54)	584
Republicans likely to watch SBLV	37%	(138)	31%	(115)	9%	(32)	10%	(35)	14%	(51)	370
Age 18-34 likely to watch SBLV	37%	(149)	36%	(146)	9%	(36)	5%	(20)	13%	(54)	406
Age 35-44 likely to watch SBLV	46%	(110)	30%	(71)	11%	(26)	2%	(4)	12%	(28)	239
Age 45-64 likely to watch SBLV	46%	(204)	28%	(127)	6%	(29)	6%	(29)	13%	(58)	446
Age 65+ likely to watch SBLV	45%	(103)	30%	(69)	7%	(15)	8%	(18)	11%	(25)	231
Whites likely to watch SBLV	43%	(445)	32%	(326)	8%	(86)	6%	(57)	11%	(116)	1030
White (non-hispanic) likely to watch SBLV	43%	(381)	32%	(284)	7%	(66)	6%	(53)	12%	(108)	892
Blacks likely to watch SBLV	47%	(85)	27%	(48)	8%	(15)	6%	(10)	13%	(24)	183

Continued on next page

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	39%	(862)	28%	(615)	8%	(181)	7%	(157)	17%	(385)	2200
Hispanics likely to watch SBLV	44%	(93)	33%	(69)	11%	(24)	3%	(7)	9%	(19)	213

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	57% (1244)	23% (517)	5% (114)	4% (82)	11% (244)	2200
Gender: Male	53% (566)	28% (293)	5% (55)	4% (38)	10% (109)	1062
Gender: Female	60% (678)	20% (223)	5% (59)	4% (44)	12% (135)	1138
Age: 18-34	53% (350)	22% (145)	7% (47)	5% (35)	12% (78)	655
Age: 35-44	53% (189)	26% (95)	5% (16)	2% (8)	14% (49)	358
Age: 45-64	57% (426)	24% (182)	6% (45)	3% (22)	10% (76)	751
Age: 65+	64% (278)	22% (95)	1% (6)	4% (17)	9% (41)	436
GenZers: 1997-2012	54% (138)	20% (52)	10% (25)	5% (12)	11% (29)	256
Millennials: 1981-1996	54% (330)	24% (148)	5% (31)	4% (25)	12% (73)	607
GenXers: 1965-1980	52% (293)	26% (146)	7% (37)	3% (17)	12% (69)	563
Baby Boomers: 1946-1964	62% (421)	23% (155)	3% (20)	3% (23)	9% (59)	678
PID: Dem (no lean)	64% (550)	22% (188)	4% (38)	2% (16)	8% (73)	865
PID: Ind (no lean)	49% (341)	26% (177)	4% (28)	4% (31)	16% (112)	690
PID: Rep (no lean)	55% (353)	24% (152)	7% (47)	5% (35)	9% (59)	645
PID/Gender: Dem Men	58% (232)	28% (111)	5% (21)	2% (8)	7% (29)	400
PID/Gender: Dem Women	68% (318)	17% (77)	4% (17)	2% (8)	9% (44)	465
PID/Gender: Ind Men	47% (160)	28% (95)	4% (14)	4% (14)	16% (56)	340
PID/Gender: Ind Women	52% (181)	23% (82)	4% (14)	5% (17)	16% (56)	350
PID/Gender: Rep Men	54% (175)	27% (88)	6% (20)	5% (15)	8% (24)	322
PID/Gender: Rep Women	55% (178)	20% (64)	8% (27)	6% (19)	11% (35)	324
Ideo: Liberal (1-3)	64% (429)	20% (130)	5% (30)	4% (23)	8% (53)	666
Ideo: Moderate (4)	54% (331)	26% (161)	6% (35)	2% (13)	12% (75)	615
Ideo: Conservative (5-7)	54% (364)	27% (181)	5% (32)	6% (37)	8% (54)	669
Educ: < College	55% (827)	23% (344)	5% (78)	4% (56)	14% (207)	1512
Educ: Bachelors degree	60% (265)	25% (109)	6% (25)	4% (19)	6% (26)	444
Educ: Post-grad	62% (152)	26% (64)	4% (11)	3% (6)	5% (11)	244
Income: Under 50k	55% (679)	23% (290)	4% (55)	4% (47)	14% (169)	1240
Income: 50k-100k	59% (350)	23% (136)	6% (38)	4% (21)	9% (53)	599
Income: 100k+	59% (215)	25% (91)	6% (20)	4% (13)	6% (21)	361
Ethnicity: White	57% (979)	24% (416)	5% (85)	4% (68)	10% (173)	1722

Continued on next page

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	57%	(1244)	23%	(517)	5%	(114)	4%	(82)	11%	(244)	2200
Ethnicity: Hispanic	56%	(196)	24%	(84)	5%	(18)	4%	(15)	10%	(37)	349
Ethnicity: Black	57%	(155)	20%	(54)	7%	(20)	3%	(7)	14%	(37)	274
Ethnicity: Other	54%	(109)	23%	(46)	4%	(9)	3%	(7)	16%	(33)	204
All Christian	61%	(653)	25%	(268)	4%	(40)	4%	(42)	6%	(70)	1073
All Non-Christian	58%	(69)	25%	(29)	9%	(11)	3%	(3)	5%	(6)	119
Atheist	56%	(46)	17%	(14)	7%	(5)	1%	(1)	19%	(16)	83
Agnostic/Nothing in particular	46%	(253)	24%	(135)	7%	(37)	4%	(20)	20%	(108)	553
Something Else	60%	(223)	19%	(70)	6%	(21)	4%	(16)	12%	(44)	373
Religious Non-Protestant/Catholic	53%	(74)	30%	(42)	9%	(12)	4%	(6)	4%	(6)	139
Evangelical	65%	(438)	22%	(147)	4%	(29)	3%	(18)	6%	(40)	672
Non-Evangelical	58%	(423)	24%	(173)	4%	(26)	5%	(35)	10%	(72)	729
Community: Urban	58%	(444)	25%	(191)	5%	(38)	4%	(27)	8%	(64)	766
Community: Suburban	56%	(487)	24%	(211)	5%	(40)	4%	(30)	11%	(97)	866
Community: Rural	55%	(312)	20%	(114)	6%	(36)	4%	(24)	14%	(82)	568
Employ: Private Sector	55%	(385)	26%	(182)	6%	(40)	4%	(26)	9%	(65)	698
Employ: Government	55%	(80)	29%	(43)	5%	(7)	5%	(7)	6%	(9)	146
Employ: Self-Employed	47%	(86)	31%	(57)	7%	(13)	1%	(2)	14%	(26)	185
Employ: Homemaker	60%	(71)	19%	(23)	5%	(6)	3%	(4)	12%	(14)	119
Employ: Student	60%	(76)	17%	(22)	7%	(9)	6%	(7)	10%	(13)	128
Employ: Retired	62%	(298)	23%	(109)	3%	(14)	3%	(15)	10%	(47)	483
Employ: Unemployed	52%	(153)	21%	(62)	6%	(16)	5%	(16)	16%	(47)	294
Employ: Other	63%	(93)	12%	(18)	5%	(7)	4%	(5)	16%	(23)	147
Military HH: Yes	55%	(197)	29%	(105)	3%	(10)	5%	(18)	8%	(29)	359
Military HH: No	57%	(1047)	22%	(412)	6%	(104)	3%	(63)	12%	(215)	1841
RD/WT: Right Direction	53%	(368)	27%	(190)	8%	(55)	5%	(34)	7%	(52)	699
RD/WT: Wrong Track	58%	(875)	22%	(327)	4%	(60)	3%	(47)	13%	(192)	1501
Trump Job Approve	53%	(471)	27%	(240)	5%	(48)	6%	(50)	9%	(81)	889
Trump Job Disapprove	61%	(749)	21%	(262)	5%	(55)	2%	(29)	10%	(124)	1220

Continued on next page

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	57%	(1244)	23%	(517)	5%	(114)	4%	(82)	11%	(244)	2200
Trump Job Strongly Approve	55%	(304)	25%	(137)	6%	(33)	5%	(28)	9%	(48)	549
Trump Job Somewhat Approve	49%	(167)	30%	(103)	4%	(15)	7%	(22)	10%	(33)	340
Trump Job Somewhat Disapprove	49%	(136)	32%	(89)	9%	(26)	1%	(4)	9%	(24)	280
Trump Job Strongly Disapprove	65%	(613)	18%	(173)	3%	(29)	3%	(26)	11%	(100)	940
Favorable of Trump	53%	(475)	26%	(233)	5%	(49)	6%	(52)	10%	(85)	893
Unfavorable of Trump	61%	(742)	23%	(276)	4%	(54)	2%	(25)	9%	(114)	1210
Very Favorable of Trump	56%	(309)	23%	(127)	6%	(33)	6%	(32)	9%	(48)	550
Somewhat Favorable of Trump	48%	(166)	31%	(105)	5%	(16)	6%	(19)	11%	(37)	344
Somewhat Unfavorable of Trump	53%	(121)	32%	(73)	5%	(12)	2%	(4)	7%	(17)	227
Very Unfavorable of Trump	63%	(621)	21%	(203)	4%	(42)	2%	(21)	10%	(97)	983
#1 Issue: Economy	53%	(414)	26%	(203)	5%	(43)	4%	(32)	12%	(96)	787
#1 Issue: Security	59%	(146)	22%	(53)	9%	(21)	4%	(9)	8%	(19)	248
#1 Issue: Health Care	60%	(249)	22%	(91)	4%	(18)	3%	(12)	10%	(41)	413
#1 Issue: Medicare / Social Security	60%	(168)	23%	(66)	4%	(12)	5%	(13)	8%	(22)	281
#1 Issue: Women's Issues	52%	(61)	20%	(24)	8%	(9)	5%	(6)	14%	(16)	117
#1 Issue: Education	50%	(51)	26%	(26)	4%	(4)	1%	(1)	19%	(19)	102
#1 Issue: Energy	60%	(57)	29%	(27)	3%	(3)	5%	(5)	3%	(3)	95
#1 Issue: Other	62%	(98)	16%	(26)	2%	(3)	2%	(3)	18%	(28)	158
2018 House Vote: Democrat	65%	(493)	21%	(159)	3%	(25)	2%	(13)	9%	(66)	756
2018 House Vote: Republican	55%	(326)	26%	(154)	5%	(29)	5%	(31)	9%	(51)	591
2016 Vote: Hillary Clinton	66%	(472)	20%	(147)	4%	(31)	2%	(12)	8%	(57)	720
2016 Vote: Donald Trump	55%	(378)	26%	(179)	5%	(36)	5%	(33)	9%	(65)	691
2016 Vote: Other	64%	(63)	19%	(19)	3%	(3)	2%	(2)	12%	(12)	100
2016 Vote: Didn't Vote	48%	(330)	25%	(169)	7%	(45)	5%	(34)	16%	(109)	687
Voted in 2014: Yes	62%	(765)	22%	(275)	4%	(54)	3%	(38)	9%	(110)	1242
Voted in 2014: No	50%	(479)	25%	(242)	6%	(60)	5%	(44)	14%	(134)	958

Continued on next page

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	57%	(1244)	23%	(517)	5%	(114)	4%	(82)	11%	(244)	2200
2012 Vote: Barack Obama	65%	(579)	21%	(190)	4%	(32)	2%	(19)	8%	(72)	893
2012 Vote: Mitt Romney	54%	(238)	25%	(109)	6%	(26)	5%	(24)	10%	(42)	440
2012 Vote: Other	40%	(22)	33%	(18)	5%	(3)	7%	(4)	15%	(8)	54
2012 Vote: Didn't Vote	50%	(405)	24%	(197)	6%	(52)	4%	(35)	15%	(121)	810
4-Region: Northeast	57%	(225)	21%	(84)	7%	(27)	3%	(10)	12%	(47)	394
4-Region: Midwest	56%	(257)	24%	(113)	6%	(27)	3%	(15)	11%	(51)	462
4-Region: South	55%	(451)	23%	(191)	5%	(42)	5%	(38)	12%	(101)	824
4-Region: West	60%	(310)	25%	(129)	3%	(17)	3%	(18)	9%	(45)	520
Sports fans	59%	(935)	25%	(390)	6%	(87)	3%	(45)	8%	(119)	1575
Avid sports fans	61%	(338)	24%	(134)	6%	(34)	3%	(18)	5%	(27)	551
Football fans	59%	(876)	24%	(362)	5%	(79)	4%	(53)	8%	(126)	1494
Avid football fans	62%	(385)	23%	(141)	6%	(37)	3%	(16)	6%	(39)	618
NFL fans	59%	(838)	25%	(351)	5%	(77)	3%	(46)	8%	(111)	1423
Avid NFL fans	62%	(355)	22%	(128)	7%	(39)	3%	(14)	6%	(34)	570
Watched Super Bowl LIV	62%	(683)	23%	(247)	5%	(56)	3%	(29)	7%	(81)	1096
Did not watch Super Bowl LIV	51%	(560)	24%	(270)	5%	(58)	5%	(52)	15%	(163)	1104
Brand politics appropriate	65%	(609)	23%	(212)	5%	(44)	3%	(25)	6%	(52)	942
Brand politics inappropriate	55%	(540)	26%	(259)	5%	(49)	5%	(53)	9%	(84)	985
Likely to watch Super Bowl LV	60%	(797)	24%	(314)	6%	(78)	3%	(39)	7%	(94)	1322
Unlikely to watch Super Bowl LV	52%	(389)	24%	(179)	3%	(24)	5%	(39)	15%	(113)	745
Democrats likely to watch SBLV	64%	(376)	23%	(132)	6%	(33)	2%	(11)	6%	(33)	584
Republicans likely to watch SBLV	58%	(215)	23%	(85)	9%	(33)	4%	(17)	6%	(21)	370
Age 18-34 likely to watch SBLV	57%	(231)	25%	(103)	7%	(30)	4%	(18)	6%	(25)	406
Age 35-44 likely to watch SBLV	58%	(138)	24%	(56)	7%	(16)	3%	(7)	9%	(22)	239
Age 45-64 likely to watch SBLV	62%	(278)	22%	(96)	6%	(29)	2%	(11)	7%	(32)	446
Age 65+ likely to watch SBLV	66%	(151)	25%	(58)	2%	(4)	1%	(3)	6%	(14)	231
Whites likely to watch SBLV	59%	(609)	25%	(262)	5%	(56)	3%	(32)	7%	(72)	1030
White (non-hispanic) likely to watch SBLV	58%	(521)	26%	(228)	6%	(50)	3%	(25)	8%	(69)	892
Blacks likely to watch SBLV	62%	(114)	18%	(33)	9%	(16)	3%	(6)	8%	(14)	183

Continued on next page

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	57% (1244)	23% (517)	5% (114)	4% (82)	11% (244)	2200
Hispanics likely to watch SBLV	66% (141)	21% (45)	7% (15)	3% (7)	2% (5)	213

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	32% (695)	24% (533)	9% (201)	15% (321)	20% (449)	2200
Gender: Male	35% (376)	27% (292)	9% (93)	11% (116)	17% (185)	1062
Gender: Female	28% (319)	21% (242)	10% (108)	18% (205)	23% (264)	1138
Age: 18-34	29% (190)	23% (153)	12% (77)	16% (102)	20% (133)	655
Age: 35-44	37% (131)	19% (68)	8% (27)	14% (50)	23% (82)	358
Age: 45-64	27% (205)	25% (188)	9% (71)	18% (134)	20% (152)	751
Age: 65+	39% (169)	28% (124)	6% (27)	8% (35)	19% (82)	436
GenZers: 1997-2012	23% (58)	23% (59)	12% (32)	16% (40)	26% (67)	256
Millennials: 1981-1996	35% (211)	23% (139)	10% (58)	15% (91)	18% (109)	607
GenXers: 1965-1980	28% (157)	25% (142)	9% (52)	16% (93)	21% (120)	563
Baby Boomers: 1946-1964	35% (237)	24% (165)	8% (55)	13% (91)	19% (131)	678
PID: Dem (no lean)	44% (383)	24% (209)	8% (65)	7% (60)	17% (147)	865
PID: Ind (no lean)	24% (169)	25% (173)	9% (61)	15% (106)	26% (181)	690
PID: Rep (no lean)	22% (143)	23% (151)	12% (75)	24% (155)	19% (121)	645
PID/Gender: Dem Men	50% (202)	28% (112)	6% (22)	4% (18)	12% (46)	400
PID/Gender: Dem Women	39% (182)	21% (97)	9% (43)	9% (42)	22% (101)	465
PID/Gender: Ind Men	27% (92)	28% (97)	9% (29)	12% (41)	24% (81)	340
PID/Gender: Ind Women	22% (77)	22% (77)	9% (32)	19% (65)	29% (100)	350
PID/Gender: Rep Men	26% (82)	26% (83)	13% (42)	18% (57)	18% (57)	322
PID/Gender: Rep Women	19% (61)	21% (68)	10% (33)	30% (98)	20% (64)	324
Ideo: Liberal (1-3)	48% (320)	24% (157)	8% (56)	7% (48)	13% (85)	666
Ideo: Moderate (4)	30% (183)	27% (166)	9% (58)	8% (52)	25% (156)	615
Ideo: Conservative (5-7)	20% (137)	25% (170)	11% (76)	26% (172)	17% (114)	669
Educ: < College	25% (381)	22% (332)	10% (153)	18% (269)	25% (377)	1512
Educ: Bachelors degree	43% (190)	29% (127)	7% (33)	9% (41)	12% (54)	444
Educ: Post-grad	51% (124)	30% (74)	7% (16)	4% (11)	8% (19)	244
Income: Under 50k	27% (332)	21% (261)	9% (116)	17% (215)	25% (315)	1240
Income: 50k-100k	35% (208)	28% (165)	10% (58)	12% (73)	16% (95)	599
Income: 100k+	43% (155)	30% (107)	8% (27)	9% (32)	11% (39)	361
Ethnicity: White	32% (552)	25% (436)	9% (152)	15% (258)	19% (323)	1722

Continued on next page

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	32%	(695)	24%	(533)	9%	(201)	15%	(321)	20%	(449)	2200
Ethnicity: Hispanic	36%	(126)	22%	(78)	10%	(36)	9%	(31)	22%	(79)	349
Ethnicity: Black	28%	(77)	19%	(53)	9%	(25)	15%	(41)	28%	(77)	274
Ethnicity: Other	32%	(66)	22%	(45)	12%	(24)	11%	(21)	24%	(49)	204
All Christian	36%	(386)	28%	(303)	9%	(96)	10%	(104)	17%	(183)	1073
All Non-Christian	54%	(64)	25%	(30)	5%	(6)	7%	(8)	9%	(10)	119
Atheist	23%	(19)	34%	(28)	2%	(2)	13%	(11)	28%	(23)	83
Agnostic/Nothing in particular	28%	(154)	18%	(100)	10%	(55)	18%	(101)	26%	(143)	553
Something Else	19%	(72)	19%	(72)	11%	(43)	26%	(97)	24%	(90)	373
Religious Non-Protestant/Catholic	47%	(66)	24%	(34)	9%	(12)	11%	(15)	9%	(12)	139
Evangelical	34%	(227)	25%	(170)	12%	(83)	13%	(87)	16%	(106)	672
Non-Evangelical	30%	(218)	26%	(193)	7%	(49)	15%	(107)	22%	(162)	729
Community: Urban	41%	(311)	23%	(179)	7%	(53)	13%	(97)	16%	(126)	766
Community: Suburban	29%	(248)	27%	(231)	11%	(91)	12%	(107)	22%	(188)	866
Community: Rural	24%	(136)	22%	(124)	10%	(57)	21%	(117)	24%	(136)	568
Employ: Private Sector	34%	(237)	28%	(197)	9%	(65)	11%	(77)	17%	(121)	698
Employ: Government	31%	(45)	31%	(46)	9%	(13)	15%	(22)	15%	(21)	146
Employ: Self-Employed	25%	(46)	21%	(38)	9%	(16)	18%	(33)	27%	(51)	185
Employ: Homemaker	27%	(32)	15%	(18)	20%	(24)	19%	(22)	19%	(22)	119
Employ: Student	25%	(32)	21%	(27)	10%	(13)	14%	(18)	29%	(38)	128
Employ: Retired	37%	(179)	26%	(126)	5%	(22)	12%	(56)	21%	(99)	483
Employ: Unemployed	26%	(76)	19%	(55)	13%	(38)	21%	(62)	22%	(64)	294
Employ: Other	32%	(48)	18%	(26)	6%	(9)	21%	(31)	22%	(33)	147
Military HH: Yes	35%	(124)	25%	(91)	9%	(34)	15%	(55)	15%	(55)	359
Military HH: No	31%	(571)	24%	(442)	9%	(168)	14%	(266)	21%	(394)	1841
RD/WT: Right Direction	33%	(229)	29%	(205)	9%	(65)	14%	(95)	15%	(105)	699
RD/WT: Wrong Track	31%	(466)	22%	(328)	9%	(136)	15%	(226)	23%	(344)	1501
Trump Job Approve	23%	(205)	25%	(227)	10%	(93)	24%	(215)	17%	(150)	889
Trump Job Disapprove	39%	(475)	25%	(301)	8%	(102)	8%	(93)	20%	(249)	1220

Continued on next page

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	32%	(695)	24%	(533)	9%	(201)	15%	(321)	20%	(449)	2200
Trump Job Strongly Approve	25%	(135)	21%	(116)	11%	(62)	27%	(150)	16%	(85)	549
Trump Job Somewhat Approve	20%	(70)	32%	(110)	9%	(30)	19%	(66)	19%	(65)	340
Trump Job Somewhat Disapprove	26%	(72)	30%	(84)	13%	(36)	8%	(22)	23%	(66)	280
Trump Job Strongly Disapprove	43%	(403)	23%	(217)	7%	(66)	7%	(70)	20%	(184)	940
Favorable of Trump	22%	(201)	25%	(219)	11%	(97)	25%	(222)	17%	(155)	893
Unfavorable of Trump	40%	(483)	25%	(307)	8%	(94)	7%	(88)	20%	(239)	1210
Very Favorable of Trump	25%	(135)	22%	(118)	12%	(64)	26%	(144)	16%	(88)	550
Somewhat Favorable of Trump	19%	(66)	29%	(101)	10%	(33)	23%	(78)	20%	(67)	344
Somewhat Unfavorable of Trump	30%	(69)	31%	(72)	11%	(25)	8%	(17)	19%	(44)	227
Very Unfavorable of Trump	42%	(414)	24%	(235)	7%	(69)	7%	(70)	20%	(195)	983
#1 Issue: Economy	26%	(206)	26%	(207)	10%	(77)	16%	(125)	22%	(172)	787
#1 Issue: Security	26%	(64)	20%	(50)	8%	(20)	25%	(62)	21%	(52)	248
#1 Issue: Health Care	41%	(171)	29%	(120)	5%	(21)	8%	(32)	17%	(69)	413
#1 Issue: Medicare / Social Security	37%	(105)	24%	(67)	9%	(26)	11%	(29)	19%	(54)	281
#1 Issue: Women's Issues	32%	(37)	19%	(22)	9%	(11)	19%	(22)	21%	(25)	117
#1 Issue: Education	22%	(23)	22%	(22)	16%	(16)	12%	(12)	29%	(29)	102
#1 Issue: Energy	44%	(41)	22%	(21)	10%	(10)	16%	(15)	8%	(8)	95
#1 Issue: Other	30%	(48)	15%	(24)	14%	(22)	14%	(22)	27%	(42)	158
2018 House Vote: Democrat	47%	(353)	26%	(199)	5%	(41)	6%	(44)	16%	(119)	756
2018 House Vote: Republican	23%	(138)	26%	(153)	9%	(55)	24%	(140)	18%	(105)	591
2016 Vote: Hillary Clinton	47%	(336)	26%	(191)	5%	(38)	5%	(39)	16%	(116)	720
2016 Vote: Donald Trump	24%	(164)	25%	(174)	11%	(75)	22%	(155)	18%	(124)	691
2016 Vote: Other	39%	(38)	18%	(18)	11%	(11)	10%	(10)	22%	(22)	100
2016 Vote: Didn't Vote	23%	(157)	22%	(149)	11%	(77)	17%	(117)	27%	(188)	687
Voted in 2014: Yes	37%	(462)	26%	(320)	8%	(98)	13%	(160)	16%	(202)	1242
Voted in 2014: No	24%	(233)	22%	(214)	11%	(104)	17%	(161)	26%	(247)	958

Continued on next page

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	32%	(695)	24%	(533)	9%	(201)	15%	(321)	20%	(449)	2200
2012 Vote: Barack Obama	43%	(388)	25%	(225)	7%	(63)	9%	(77)	16%	(140)	893
2012 Vote: Mitt Romney	23%	(101)	26%	(114)	10%	(46)	23%	(100)	18%	(79)	440
2012 Vote: Other	18%	(10)	17%	(9)	12%	(7)	26%	(14)	26%	(14)	54
2012 Vote: Didn't Vote	24%	(194)	23%	(185)	11%	(86)	16%	(129)	27%	(216)	810
4-Region: Northeast	37%	(144)	23%	(89)	9%	(36)	13%	(50)	19%	(74)	394
4-Region: Midwest	29%	(133)	25%	(114)	8%	(38)	15%	(71)	23%	(106)	462
4-Region: South	29%	(235)	24%	(202)	9%	(76)	16%	(130)	22%	(181)	824
4-Region: West	35%	(183)	25%	(129)	10%	(51)	13%	(69)	17%	(89)	520
Sports fans	34%	(528)	28%	(434)	10%	(154)	13%	(201)	16%	(260)	1575
Avid sports fans	44%	(241)	28%	(152)	8%	(42)	11%	(60)	10%	(56)	551
Football fans	33%	(497)	27%	(400)	10%	(146)	13%	(196)	17%	(256)	1494
Avid football fans	42%	(258)	27%	(167)	8%	(52)	11%	(71)	11%	(70)	618
NFL fans	34%	(480)	27%	(387)	10%	(138)	13%	(185)	16%	(232)	1423
Avid NFL fans	42%	(240)	29%	(164)	7%	(38)	10%	(60)	12%	(69)	570
Watched Super Bowl LIV	36%	(394)	27%	(301)	10%	(105)	12%	(134)	15%	(161)	1096
Did not watch Super Bowl LIV	27%	(301)	21%	(232)	9%	(96)	17%	(187)	26%	(288)	1104
Brand politics appropriate	43%	(405)	28%	(260)	8%	(78)	8%	(74)	13%	(125)	942
Brand politics inappropriate	23%	(229)	25%	(242)	11%	(113)	21%	(206)	20%	(195)	985
Likely to watch Super Bowl LV	35%	(465)	28%	(369)	10%	(131)	12%	(157)	15%	(200)	1322
Unlikely to watch Super Bowl LV	28%	(206)	18%	(138)	8%	(60)	20%	(151)	26%	(191)	745
Democrats likely to watch SBLV	45%	(264)	27%	(157)	9%	(50)	7%	(39)	13%	(75)	584
Republicans likely to watch SBLV	28%	(105)	27%	(102)	12%	(44)	20%	(75)	12%	(44)	370
Age 18-34 likely to watch SBLV	32%	(128)	28%	(112)	12%	(51)	13%	(52)	15%	(63)	406
Age 35-44 likely to watch SBLV	43%	(104)	21%	(51)	8%	(19)	13%	(31)	14%	(35)	239
Age 45-64 likely to watch SBLV	32%	(141)	28%	(125)	10%	(46)	14%	(64)	16%	(70)	446
Age 65+ likely to watch SBLV	40%	(92)	35%	(81)	7%	(16)	4%	(9)	14%	(33)	231
Whites likely to watch SBLV	36%	(371)	28%	(291)	10%	(105)	11%	(117)	14%	(145)	1030
White (non-hispanic) likely to watch SBLV	35%	(315)	28%	(249)	10%	(86)	13%	(113)	14%	(129)	892
Blacks likely to watch SBLV	28%	(50)	25%	(46)	10%	(19)	16%	(29)	21%	(39)	183

Continued on next page

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	32%	(695)	24%	(533)	9%	(201)	15%	(321)	20%	(449)	2200
Hispanics likely to watch SBLV	39%	(84)	30%	(63)	11%	(24)	5%	(11)	14%	(30)	213

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	39% (868)	27% (592)	10% (215)	8% (168)	16% (357)	2200
Gender: Male	40% (424)	28% (301)	9% (100)	7% (70)	16% (167)	1062
Gender: Female	39% (445)	26% (291)	10% (115)	9% (98)	17% (189)	1138
Age: 18-34	30% (195)	28% (183)	14% (92)	11% (73)	17% (113)	655
Age: 35-44	41% (148)	26% (92)	8% (29)	4% (16)	20% (72)	358
Age: 45-64	44% (328)	24% (179)	10% (78)	7% (56)	15% (110)	751
Age: 65+	45% (197)	32% (138)	4% (16)	5% (24)	14% (61)	436
GenZers: 1997-2012	22% (55)	28% (72)	17% (43)	15% (38)	19% (48)	256
Millennials: 1981-1996	36% (221)	28% (167)	11% (67)	7% (44)	18% (107)	607
GenXers: 1965-1980	41% (229)	23% (132)	11% (61)	7% (37)	18% (104)	563
Baby Boomers: 1946-1964	46% (312)	29% (197)	6% (43)	6% (43)	12% (84)	678
PID: Dem (no lean)	35% (303)	28% (239)	11% (98)	10% (88)	16% (137)	865
PID: Ind (no lean)	30% (204)	27% (186)	12% (84)	8% (56)	23% (160)	690
PID: Rep (no lean)	56% (362)	26% (168)	5% (33)	4% (24)	9% (59)	645
PID/Gender: Dem Men	38% (154)	31% (124)	9% (35)	8% (33)	14% (56)	400
PID/Gender: Dem Women	32% (149)	25% (115)	14% (63)	12% (55)	18% (82)	465
PID/Gender: Ind Men	30% (101)	25% (85)	14% (49)	8% (27)	23% (77)	340
PID/Gender: Ind Women	29% (102)	29% (101)	10% (35)	8% (29)	24% (83)	350
PID/Gender: Rep Men	52% (168)	29% (92)	5% (16)	3% (10)	11% (34)	322
PID/Gender: Rep Women	60% (193)	23% (75)	5% (17)	4% (14)	8% (24)	324
Ideo: Liberal (1-3)	33% (220)	26% (176)	16% (109)	11% (73)	13% (88)	666
Ideo: Moderate (4)	33% (203)	30% (185)	10% (62)	7% (46)	19% (119)	615
Ideo: Conservative (5-7)	57% (379)	26% (172)	4% (28)	5% (31)	9% (59)	669
Educ: < College	37% (560)	25% (382)	10% (155)	8% (126)	19% (289)	1512
Educ: Bachelors degree	44% (195)	31% (136)	8% (37)	7% (31)	10% (45)	444
Educ: Post-grad	46% (113)	30% (74)	10% (23)	5% (11)	9% (22)	244
Income: Under 50k	34% (426)	27% (329)	9% (117)	9% (108)	21% (259)	1240
Income: 50k-100k	45% (268)	27% (159)	10% (58)	7% (43)	12% (69)	599
Income: 100k+	48% (173)	29% (103)	11% (40)	5% (17)	8% (28)	361
Ethnicity: White	43% (740)	28% (488)	9% (155)	6% (103)	14% (237)	1722

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	39%	(868)	27%	(592)	10%	(215)	8%	(168)	16%	(357)	2200
Ethnicity: Hispanic	33%	(115)	30%	(103)	10%	(36)	10%	(35)	17%	(61)	349
Ethnicity: Black	29%	(78)	18%	(50)	13%	(35)	15%	(42)	25%	(69)	274
Ethnicity: Other	25%	(50)	27%	(54)	12%	(25)	12%	(24)	25%	(51)	204
All Christian	50%	(534)	28%	(301)	6%	(68)	6%	(60)	10%	(110)	1073
All Non-Christian	37%	(44)	31%	(37)	10%	(12)	12%	(15)	9%	(11)	119
Atheist	22%	(18)	17%	(14)	14%	(11)	14%	(11)	34%	(28)	83
Agnostic/Nothing in particular	25%	(138)	25%	(140)	15%	(83)	9%	(50)	26%	(142)	553
Something Else	36%	(134)	27%	(100)	11%	(41)	9%	(32)	18%	(66)	373
Religious Non-Protestant/Catholic	39%	(54)	29%	(41)	10%	(14)	10%	(15)	12%	(16)	139
Evangelical	49%	(331)	29%	(195)	8%	(53)	4%	(28)	10%	(66)	672
Non-Evangelical	43%	(317)	27%	(195)	7%	(52)	9%	(63)	14%	(103)	729
Community: Urban	40%	(306)	26%	(198)	12%	(91)	8%	(61)	14%	(110)	766
Community: Suburban	36%	(315)	30%	(264)	9%	(82)	7%	(57)	17%	(148)	866
Community: Rural	43%	(247)	23%	(130)	7%	(42)	9%	(50)	17%	(99)	568
Employ: Private Sector	45%	(317)	27%	(191)	8%	(59)	6%	(45)	12%	(86)	698
Employ: Government	37%	(54)	31%	(46)	13%	(19)	10%	(15)	9%	(13)	146
Employ: Self-Employed	29%	(53)	21%	(39)	17%	(32)	12%	(22)	21%	(39)	185
Employ: Homemaker	37%	(44)	30%	(36)	8%	(9)	10%	(12)	15%	(17)	119
Employ: Student	28%	(36)	23%	(29)	16%	(20)	13%	(16)	20%	(26)	128
Employ: Retired	44%	(211)	29%	(139)	6%	(27)	6%	(30)	15%	(75)	483
Employ: Unemployed	33%	(98)	28%	(82)	11%	(32)	4%	(13)	24%	(69)	294
Employ: Other	37%	(55)	20%	(30)	11%	(17)	10%	(14)	21%	(31)	147
Military HH: Yes	45%	(162)	31%	(111)	6%	(21)	6%	(22)	12%	(43)	359
Military HH: No	38%	(706)	26%	(481)	11%	(194)	8%	(146)	17%	(314)	1841
RD/WT: Right Direction	46%	(318)	27%	(191)	8%	(54)	6%	(45)	13%	(91)	699
RD/WT: Wrong Track	37%	(550)	27%	(401)	11%	(162)	8%	(123)	18%	(266)	1501
Trump Job Approve	53%	(471)	27%	(242)	5%	(43)	5%	(43)	10%	(90)	889
Trump Job Disapprove	32%	(387)	27%	(326)	14%	(167)	10%	(120)	18%	(220)	1220

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	39%	(868)	27%	(592)	10%	(215)	8%	(168)	16%	(357)	2200
Trump Job Strongly Approve	62%	(340)	22%	(122)	3%	(17)	4%	(24)	8%	(46)	549
Trump Job Somewhat Approve	39%	(131)	35%	(120)	7%	(25)	6%	(19)	13%	(44)	340
Trump Job Somewhat Disapprove	32%	(90)	33%	(92)	14%	(38)	5%	(14)	16%	(45)	280
Trump Job Strongly Disapprove	32%	(297)	25%	(234)	14%	(129)	11%	(106)	19%	(175)	940
Favorable of Trump	53%	(477)	26%	(233)	5%	(45)	5%	(44)	11%	(94)	893
Unfavorable of Trump	31%	(381)	28%	(340)	14%	(164)	10%	(118)	17%	(207)	1210
Very Favorable of Trump	62%	(341)	21%	(113)	4%	(23)	5%	(28)	8%	(45)	550
Somewhat Favorable of Trump	40%	(136)	35%	(120)	6%	(22)	5%	(16)	14%	(49)	344
Somewhat Unfavorable of Trump	40%	(91)	32%	(73)	8%	(18)	6%	(13)	15%	(33)	227
Very Unfavorable of Trump	29%	(290)	27%	(268)	15%	(146)	11%	(105)	18%	(174)	983
#1 Issue: Economy	44%	(345)	25%	(195)	9%	(72)	8%	(62)	14%	(114)	787
#1 Issue: Security	53%	(131)	19%	(48)	6%	(15)	8%	(19)	14%	(34)	248
#1 Issue: Health Care	36%	(148)	29%	(118)	12%	(49)	7%	(28)	17%	(69)	413
#1 Issue: Medicare / Social Security	42%	(118)	34%	(95)	6%	(17)	5%	(14)	13%	(36)	281
#1 Issue: Women's Issues	21%	(25)	34%	(39)	17%	(20)	13%	(15)	15%	(18)	117
#1 Issue: Education	30%	(31)	28%	(29)	10%	(11)	1%	(1)	30%	(31)	102
#1 Issue: Energy	23%	(21)	31%	(29)	14%	(14)	15%	(14)	17%	(16)	95
#1 Issue: Other	31%	(50)	24%	(38)	11%	(17)	9%	(14)	24%	(39)	158
2018 House Vote: Democrat	38%	(290)	27%	(207)	11%	(83)	8%	(62)	15%	(115)	756
2018 House Vote: Republican	56%	(329)	26%	(152)	5%	(30)	5%	(31)	8%	(49)	591
2016 Vote: Hillary Clinton	37%	(264)	29%	(206)	12%	(83)	9%	(62)	15%	(105)	720
2016 Vote: Donald Trump	55%	(379)	27%	(184)	4%	(29)	5%	(36)	9%	(64)	691
2016 Vote: Other	40%	(40)	21%	(21)	11%	(11)	9%	(9)	19%	(19)	100
2016 Vote: Didn't Vote	27%	(184)	26%	(181)	13%	(92)	9%	(61)	25%	(169)	687
Voted in 2014: Yes	48%	(591)	25%	(316)	8%	(94)	7%	(91)	12%	(150)	1242
Voted in 2014: No	29%	(277)	29%	(276)	13%	(121)	8%	(77)	22%	(207)	958

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	39%	(868)	27%	(592)	10%	(215)	8%	(168)	16%	(357)	2200
2012 Vote: Barack Obama	40%	(360)	28%	(247)	9%	(80)	9%	(82)	14%	(124)	893
2012 Vote: Mitt Romney	57%	(249)	26%	(114)	4%	(19)	5%	(22)	8%	(36)	440
2012 Vote: Other	39%	(21)	23%	(12)	16%	(9)	4%	(2)	18%	(10)	54
2012 Vote: Didn't Vote	29%	(235)	27%	(218)	13%	(108)	8%	(61)	23%	(188)	810
4-Region: Northeast	42%	(167)	27%	(106)	9%	(35)	5%	(19)	17%	(68)	394
4-Region: Midwest	38%	(177)	26%	(120)	10%	(46)	10%	(44)	16%	(74)	462
4-Region: South	39%	(325)	25%	(208)	10%	(81)	8%	(70)	17%	(140)	824
4-Region: West	38%	(199)	30%	(158)	10%	(53)	7%	(36)	14%	(74)	520
Sports fans	42%	(665)	29%	(461)	10%	(156)	6%	(98)	12%	(194)	1575
Avid sports fans	48%	(264)	27%	(147)	10%	(56)	6%	(32)	10%	(52)	551
Football fans	43%	(638)	29%	(430)	10%	(143)	6%	(88)	13%	(195)	1494
Avid football fans	50%	(310)	25%	(156)	8%	(48)	6%	(37)	11%	(66)	618
NFL fans	42%	(601)	29%	(412)	9%	(133)	7%	(95)	13%	(182)	1423
Avid NFL fans	48%	(276)	25%	(145)	9%	(49)	6%	(33)	12%	(67)	570
Watched Super Bowl LIV	45%	(493)	27%	(294)	10%	(108)	7%	(72)	12%	(128)	1096
Did not watch Super Bowl LIV	34%	(375)	27%	(298)	10%	(107)	9%	(96)	21%	(228)	1104
Brand politics appropriate	39%	(365)	30%	(287)	12%	(117)	7%	(70)	11%	(104)	942
Brand politics inappropriate	45%	(440)	26%	(260)	8%	(83)	9%	(86)	12%	(116)	985
Likely to watch Super Bowl LV	41%	(540)	30%	(393)	10%	(132)	7%	(90)	13%	(167)	1322
Unlikely to watch Super Bowl LV	39%	(293)	24%	(176)	9%	(67)	9%	(68)	19%	(141)	745
Democrats likely to watch SBLV	37%	(214)	29%	(168)	12%	(68)	9%	(52)	14%	(82)	584
Republicans likely to watch SBLV	56%	(205)	29%	(108)	6%	(24)	3%	(11)	6%	(22)	370
Age 18-34 likely to watch SBLV	32%	(130)	32%	(129)	14%	(56)	9%	(37)	13%	(53)	406
Age 35-44 likely to watch SBLV	47%	(112)	26%	(62)	9%	(21)	3%	(7)	16%	(37)	239
Age 45-64 likely to watch SBLV	45%	(201)	26%	(116)	10%	(45)	8%	(35)	11%	(50)	446
Age 65+ likely to watch SBLV	42%	(96)	37%	(86)	4%	(10)	5%	(11)	12%	(27)	231
Whites likely to watch SBLV	44%	(452)	32%	(325)	9%	(89)	5%	(50)	11%	(115)	1030
White (non-hispanic) likely to watch SBLV	44%	(393)	32%	(281)	8%	(75)	5%	(43)	11%	(101)	892
Blacks likely to watch SBLV	30%	(55)	19%	(35)	13%	(24)	19%	(35)	18%	(33)	183

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	39%	(868)	27%	(592)	10%	(215)	8%	(168)	16%	(357)	2200
Hispanics likely to watch SBLV	34%	(73)	31%	(66)	14%	(30)	9%	(20)	11%	(24)	213

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	47% (1034)	24% (533)	7% (149)	8% (172)	14% (312)	2200
Gender: Male	45% (479)	27% (285)	7% (72)	8% (88)	13% (138)	1062
Gender: Female	49% (555)	22% (247)	7% (78)	7% (83)	15% (174)	1138
Age: 18-34	45% (297)	21% (140)	10% (63)	8% (50)	16% (105)	655
Age: 35-44	46% (164)	25% (89)	5% (19)	6% (21)	18% (64)	358
Age: 45-64	45% (339)	25% (187)	7% (54)	10% (72)	13% (99)	751
Age: 65+	54% (233)	27% (116)	3% (13)	7% (29)	10% (44)	436
GenZers: 1997-2012	47% (121)	24% (62)	10% (24)	5% (13)	14% (35)	256
Millennials: 1981-1996	46% (277)	21% (130)	8% (48)	8% (46)	18% (107)	607
GenXers: 1965-1980	44% (248)	26% (146)	8% (46)	8% (44)	14% (80)	563
Baby Boomers: 1946-1964	50% (340)	24% (166)	4% (30)	9% (64)	12% (79)	678
PID: Dem (no lean)	62% (537)	22% (191)	4% (38)	2% (16)	10% (83)	865
PID: Ind (no lean)	43% (298)	22% (154)	6% (43)	9% (64)	19% (131)	690
PID: Rep (no lean)	31% (199)	29% (188)	11% (69)	14% (92)	15% (97)	645
PID/Gender: Dem Men	59% (235)	26% (104)	5% (21)	2% (7)	8% (34)	400
PID/Gender: Dem Women	65% (302)	19% (87)	4% (17)	2% (9)	11% (50)	465
PID/Gender: Ind Men	41% (141)	26% (87)	4% (15)	11% (39)	17% (58)	340
PID/Gender: Ind Women	45% (157)	19% (67)	8% (28)	7% (25)	21% (73)	350
PID/Gender: Rep Men	32% (103)	29% (94)	11% (35)	13% (43)	14% (46)	322
PID/Gender: Rep Women	30% (96)	29% (94)	10% (33)	15% (49)	16% (51)	324
Ideo: Liberal (1-3)	63% (423)	19% (128)	6% (41)	4% (26)	7% (50)	666
Ideo: Moderate (4)	46% (283)	28% (172)	6% (39)	4% (23)	16% (97)	615
Ideo: Conservative (5-7)	34% (228)	27% (183)	8% (53)	17% (113)	14% (92)	669
Educ: < College	44% (663)	23% (350)	7% (106)	9% (130)	17% (264)	1512
Educ: Bachelors degree	51% (227)	26% (115)	7% (29)	8% (34)	8% (38)	444
Educ: Post-grad	59% (144)	28% (68)	6% (14)	3% (8)	4% (11)	244
Income: Under 50k	46% (568)	22% (279)	7% (85)	8% (97)	17% (212)	1240
Income: 50k-100k	47% (282)	25% (151)	7% (43)	9% (52)	12% (70)	599
Income: 100k+	51% (184)	28% (102)	6% (22)	6% (23)	8% (30)	361
Ethnicity: White	46% (787)	25% (432)	8% (135)	8% (143)	13% (224)	1722

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	47%	(1034)	24%	(533)	7%	(149)	8%	(172)	14%	(312)	2200
Ethnicity: Hispanic	52%	(182)	24%	(83)	6%	(21)	6%	(22)	12%	(43)	349
Ethnicity: Black	51%	(139)	22%	(61)	3%	(9)	6%	(15)	18%	(50)	274
Ethnicity: Other	53%	(109)	20%	(40)	2%	(5)	6%	(13)	18%	(38)	204
All Christian	50%	(532)	28%	(296)	6%	(65)	8%	(84)	9%	(95)	1073
All Non-Christian	61%	(73)	22%	(26)	10%	(12)	2%	(2)	5%	(6)	119
Atheist	57%	(47)	11%	(9)	6%	(5)	3%	(2)	23%	(19)	83
Agnostic/Nothing in particular	39%	(213)	24%	(132)	7%	(40)	8%	(45)	22%	(122)	553
Something Else	45%	(170)	19%	(69)	7%	(28)	10%	(38)	18%	(69)	373
Religious Non-Protestant/Catholic	56%	(78)	23%	(32)	10%	(14)	5%	(7)	5%	(8)	139
Evangelical	49%	(331)	28%	(186)	5%	(32)	7%	(49)	11%	(74)	672
Non-Evangelical	48%	(351)	23%	(165)	8%	(57)	9%	(68)	12%	(88)	729
Community: Urban	51%	(393)	24%	(187)	7%	(52)	6%	(49)	11%	(85)	766
Community: Suburban	48%	(412)	25%	(216)	5%	(46)	7%	(64)	15%	(129)	866
Community: Rural	40%	(229)	23%	(130)	9%	(52)	10%	(60)	17%	(98)	568
Employ: Private Sector	47%	(330)	26%	(183)	6%	(44)	8%	(56)	12%	(84)	698
Employ: Government	42%	(62)	32%	(48)	5%	(8)	8%	(12)	12%	(17)	146
Employ: Self-Employed	41%	(76)	24%	(45)	8%	(14)	8%	(15)	19%	(35)	185
Employ: Homemaker	43%	(51)	27%	(32)	6%	(7)	5%	(6)	18%	(22)	119
Employ: Student	51%	(65)	23%	(29)	8%	(10)	4%	(5)	14%	(18)	128
Employ: Retired	52%	(253)	23%	(111)	5%	(24)	9%	(41)	11%	(53)	483
Employ: Unemployed	41%	(122)	21%	(61)	12%	(35)	8%	(22)	18%	(54)	294
Employ: Other	51%	(74)	16%	(23)	5%	(7)	9%	(13)	20%	(29)	147
Military HH: Yes	46%	(167)	26%	(92)	6%	(21)	11%	(38)	11%	(41)	359
Military HH: No	47%	(867)	24%	(440)	7%	(128)	7%	(134)	15%	(271)	1841
RD/WT: Right Direction	43%	(301)	29%	(202)	8%	(56)	10%	(71)	10%	(70)	699
RD/WT: Wrong Track	49%	(734)	22%	(331)	6%	(94)	7%	(101)	16%	(242)	1501
Trump Job Approve	31%	(275)	30%	(265)	10%	(86)	15%	(135)	14%	(128)	889
Trump Job Disapprove	61%	(739)	20%	(248)	5%	(59)	3%	(33)	12%	(142)	1220

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	47%	(1034)	24%	(533)	7%	(149)	8%	(172)	14%	(312)	2200
Trump Job Strongly Approve	29%	(161)	27%	(150)	9%	(50)	19%	(104)	15%	(84)	549
Trump Job Somewhat Approve	34%	(114)	34%	(115)	11%	(36)	9%	(31)	13%	(44)	340
Trump Job Somewhat Disapprove	44%	(124)	35%	(97)	7%	(20)	2%	(6)	12%	(33)	280
Trump Job Strongly Disapprove	65%	(615)	16%	(151)	4%	(39)	3%	(27)	12%	(108)	940
Favorable of Trump	31%	(273)	29%	(258)	10%	(93)	15%	(137)	15%	(132)	893
Unfavorable of Trump	61%	(741)	21%	(256)	5%	(55)	3%	(31)	11%	(127)	1210
Very Favorable of Trump	32%	(175)	27%	(148)	9%	(48)	19%	(105)	14%	(74)	550
Somewhat Favorable of Trump	29%	(98)	32%	(110)	13%	(45)	9%	(33)	17%	(58)	344
Somewhat Unfavorable of Trump	47%	(107)	36%	(82)	4%	(10)	2%	(5)	10%	(24)	227
Very Unfavorable of Trump	65%	(635)	18%	(174)	5%	(45)	3%	(26)	11%	(104)	983
#1 Issue: Economy	43%	(335)	25%	(194)	8%	(60)	10%	(79)	15%	(119)	787
#1 Issue: Security	33%	(81)	29%	(71)	10%	(26)	11%	(27)	17%	(43)	248
#1 Issue: Health Care	56%	(231)	23%	(94)	6%	(24)	4%	(15)	12%	(49)	413
#1 Issue: Medicare / Social Security	55%	(155)	25%	(69)	4%	(12)	5%	(14)	11%	(31)	281
#1 Issue: Women's Issues	51%	(60)	18%	(21)	10%	(12)	8%	(10)	13%	(15)	117
#1 Issue: Education	41%	(42)	26%	(27)	7%	(7)	4%	(4)	23%	(23)	102
#1 Issue: Energy	60%	(57)	26%	(25)	2%	(2)	7%	(7)	5%	(5)	95
#1 Issue: Other	48%	(75)	20%	(32)	4%	(6)	11%	(17)	17%	(27)	158
2018 House Vote: Democrat	62%	(471)	22%	(169)	4%	(27)	3%	(22)	9%	(66)	756
2018 House Vote: Republican	32%	(191)	30%	(177)	10%	(58)	14%	(84)	14%	(81)	591
2016 Vote: Hillary Clinton	63%	(454)	22%	(160)	4%	(31)	2%	(16)	8%	(59)	720
2016 Vote: Donald Trump	35%	(245)	29%	(198)	8%	(52)	14%	(97)	14%	(99)	691
2016 Vote: Other	53%	(53)	18%	(18)	8%	(8)	4%	(4)	16%	(16)	100
2016 Vote: Didn't Vote	41%	(281)	23%	(156)	8%	(58)	8%	(55)	20%	(138)	687
Voted in 2014: Yes	51%	(629)	25%	(309)	5%	(66)	8%	(104)	11%	(134)	1242
Voted in 2014: No	42%	(405)	23%	(224)	9%	(84)	7%	(68)	19%	(178)	958

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	47%	(1034)	24%	(533)	7%	(149)	8%	(172)	14%	(312)	2200
2012 Vote: Barack Obama	60%	(535)	23%	(206)	4%	(36)	4%	(35)	9%	(80)	893
2012 Vote: Mitt Romney	34%	(148)	28%	(124)	8%	(34)	16%	(71)	14%	(63)	440
2012 Vote: Other	31%	(17)	19%	(10)	11%	(6)	20%	(11)	18%	(10)	54
2012 Vote: Didn't Vote	41%	(334)	23%	(190)	9%	(73)	7%	(55)	20%	(159)	810
4-Region: Northeast	52%	(206)	22%	(88)	5%	(19)	8%	(33)	12%	(48)	394
4-Region: Midwest	45%	(209)	26%	(120)	8%	(36)	8%	(36)	13%	(61)	462
4-Region: South	43%	(354)	25%	(210)	6%	(53)	10%	(79)	16%	(128)	824
4-Region: West	51%	(266)	22%	(115)	8%	(41)	5%	(24)	14%	(74)	520
Sports fans	49%	(764)	27%	(420)	7%	(114)	7%	(104)	11%	(174)	1575
Avid sports fans	53%	(292)	25%	(139)	7%	(38)	7%	(40)	7%	(41)	551
Football fans	48%	(714)	26%	(388)	7%	(107)	7%	(110)	12%	(175)	1494
Avid football fans	52%	(319)	25%	(154)	6%	(38)	8%	(48)	10%	(60)	618
NFL fans	48%	(688)	26%	(374)	7%	(101)	7%	(102)	11%	(158)	1423
Avid NFL fans	53%	(302)	26%	(151)	7%	(39)	5%	(29)	9%	(49)	570
Watched Super Bowl LIV	50%	(547)	26%	(285)	6%	(67)	7%	(79)	11%	(119)	1096
Did not watch Super Bowl LIV	44%	(488)	22%	(248)	7%	(83)	8%	(93)	18%	(193)	1104
Brand politics appropriate	58%	(551)	25%	(235)	5%	(47)	3%	(32)	8%	(77)	942
Brand politics inappropriate	39%	(387)	27%	(262)	9%	(88)	13%	(128)	12%	(119)	985
Likely to watch Super Bowl LV	50%	(667)	27%	(351)	6%	(85)	6%	(79)	11%	(140)	1322
Unlikely to watch Super Bowl LV	43%	(322)	21%	(159)	7%	(50)	11%	(81)	18%	(132)	745
Democrats likely to watch SBLV	61%	(357)	25%	(146)	5%	(28)	3%	(15)	7%	(38)	584
Republicans likely to watch SBLV	34%	(128)	32%	(118)	10%	(38)	11%	(41)	12%	(45)	370
Age 18-34 likely to watch SBLV	47%	(190)	27%	(109)	9%	(36)	6%	(23)	12%	(48)	406
Age 35-44 likely to watch SBLV	50%	(119)	26%	(62)	5%	(12)	6%	(14)	14%	(33)	239
Age 45-64 likely to watch SBLV	51%	(229)	26%	(115)	6%	(27)	7%	(33)	10%	(43)	446
Age 65+ likely to watch SBLV	56%	(129)	28%	(65)	4%	(10)	4%	(10)	7%	(17)	231
Whites likely to watch SBLV	48%	(499)	28%	(284)	7%	(76)	7%	(68)	10%	(103)	1030
White (non-hispanic) likely to watch SBLV	48%	(424)	27%	(242)	8%	(68)	7%	(60)	11%	(99)	892
Blacks likely to watch SBLV	54%	(99)	23%	(42)	4%	(7)	5%	(8)	14%	(26)	183

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	47% (1034)	24% (533)	7% (149)	8% (172)	14% (312)	2200
Hispanics likely to watch SBLV	57% (121)	30% (63)	5% (11)	4% (9)	4% (9)	213

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	25% (551)	47% (1024)	28% (625)	2200
Gender: Male	37% (392)	44% (466)	19% (203)	1062
Gender: Female	14% (159)	49% (558)	37% (421)	1138
Age: 18-34	26% (173)	46% (302)	28% (180)	655
Age: 35-44	37% (133)	39% (138)	24% (86)	358
Age: 45-64	23% (176)	48% (357)	29% (218)	751
Age: 65+	16% (69)	52% (227)	32% (141)	436
GenZers: 1997-2012	18% (47)	44% (114)	37% (96)	256
Millennials: 1981-1996	35% (214)	44% (269)	20% (123)	607
GenXers: 1965-1980	27% (152)	43% (245)	30% (167)	563
Baby Boomers: 1946-1964	19% (129)	51% (348)	30% (202)	678
PID: Dem (no lean)	29% (253)	45% (389)	26% (223)	865
PID: Ind (no lean)	19% (129)	48% (332)	33% (229)	690
PID: Rep (no lean)	26% (170)	47% (303)	27% (173)	645
PID/Gender: Dem Men	43% (173)	37% (149)	19% (78)	400
PID/Gender: Dem Women	17% (80)	52% (240)	31% (145)	465
PID/Gender: Ind Men	28% (97)	51% (173)	21% (70)	340
PID/Gender: Ind Women	9% (32)	45% (159)	45% (159)	350
PID/Gender: Rep Men	38% (122)	45% (144)	17% (56)	322
PID/Gender: Rep Women	15% (47)	49% (160)	36% (117)	324
Ideo: Liberal (1-3)	30% (198)	41% (273)	29% (195)	666
Ideo: Moderate (4)	24% (147)	52% (318)	24% (150)	615
Ideo: Conservative (5-7)	27% (181)	47% (315)	26% (174)	669
Educ: < College	18% (277)	48% (730)	33% (505)	1512
Educ: Bachelors degree	37% (164)	44% (194)	19% (86)	444
Educ: Post-grad	45% (110)	41% (101)	14% (34)	244
Income: Under 50k	17% (217)	49% (604)	34% (419)	1240
Income: 50k-100k	29% (174)	46% (272)	25% (152)	599
Income: 100k+	44% (160)	41% (148)	15% (53)	361
Ethnicity: White	25% (429)	45% (780)	30% (512)	1722
Ethnicity: Hispanic	25% (87)	47% (165)	28% (98)	349
Ethnicity: Black	30% (82)	52% (142)	18% (50)	274

Continued on next page

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	25%	(551)	47%	(1024)	28%	(625)	2200
Ethnicity: Other	19%	(39)	50%	(102)	31%	(63)	204
All Christian	31%	(328)	49%	(520)	21%	(224)	1073
All Non-Christian	41%	(48)	43%	(51)	17%	(20)	119
Atheist	27%	(23)	28%	(23)	44%	(37)	83
Agnostic/Nothing in particular	17%	(93)	43%	(237)	40%	(222)	553
Something Else	16%	(58)	52%	(193)	33%	(122)	373
Religious Non-Protestant/Catholic	42%	(58)	39%	(54)	20%	(28)	139
Evangelical	31%	(210)	48%	(319)	21%	(143)	672
Non-Evangelical	21%	(156)	52%	(380)	27%	(194)	729
Community: Urban	35%	(268)	44%	(339)	21%	(159)	766
Community: Suburban	22%	(187)	49%	(425)	29%	(254)	866
Community: Rural	17%	(96)	46%	(260)	37%	(212)	568
Employ: Private Sector	37%	(256)	42%	(295)	21%	(147)	698
Employ: Government	44%	(65)	48%	(71)	8%	(11)	146
Employ: Self-Employed	27%	(49)	46%	(86)	27%	(50)	185
Employ: Homemaker	11%	(13)	50%	(60)	39%	(46)	119
Employ: Student	16%	(21)	44%	(57)	39%	(50)	128
Employ: Retired	16%	(77)	51%	(246)	33%	(160)	483
Employ: Unemployed	15%	(44)	48%	(141)	37%	(109)	294
Employ: Other	18%	(26)	47%	(69)	35%	(52)	147
Military HH: Yes	27%	(99)	46%	(164)	27%	(97)	359
Military HH: No	25%	(452)	47%	(861)	29%	(528)	1841
RD/WT: Right Direction	33%	(231)	44%	(311)	22%	(157)	699
RD/WT: Wrong Track	21%	(319)	48%	(714)	31%	(468)	1501
Trump Job Approve	26%	(235)	48%	(426)	26%	(228)	889
Trump Job Disapprove	25%	(308)	45%	(551)	30%	(361)	1220
Trump Job Strongly Approve	28%	(151)	46%	(252)	27%	(146)	549
Trump Job Somewhat Approve	25%	(84)	51%	(175)	24%	(82)	340
Trump Job Somewhat Disapprove	26%	(73)	50%	(140)	24%	(67)	280
Trump Job Strongly Disapprove	25%	(235)	44%	(410)	31%	(295)	940

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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	25%	(551)	47%	(1024)	28%	(625)	2200
Favorable of Trump	25%	(227)	48%	(432)	26%	(234)	893
Unfavorable of Trump	25%	(306)	45%	(550)	29%	(355)	1210
Very Favorable of Trump	27%	(148)	46%	(254)	27%	(148)	550
Somewhat Favorable of Trump	23%	(80)	52%	(179)	25%	(85)	344
Somewhat Unfavorable of Trump	27%	(60)	51%	(116)	22%	(51)	227
Very Unfavorable of Trump	25%	(245)	44%	(434)	31%	(304)	983
#1 Issue: Economy	29%	(228)	48%	(377)	23%	(183)	787
#1 Issue: Security	24%	(59)	47%	(118)	29%	(71)	248
#1 Issue: Health Care	31%	(127)	42%	(175)	27%	(111)	413
#1 Issue: Medicare / Social Security	19%	(54)	51%	(144)	30%	(83)	281
#1 Issue: Women's Issues	15%	(18)	40%	(47)	45%	(52)	117
#1 Issue: Education	21%	(21)	46%	(47)	33%	(33)	102
#1 Issue: Energy	31%	(29)	39%	(36)	31%	(29)	95
#1 Issue: Other	10%	(15)	51%	(81)	39%	(61)	158
2018 House Vote: Democrat	32%	(239)	46%	(345)	23%	(172)	756
2018 House Vote: Republican	28%	(168)	47%	(280)	24%	(143)	591
2016 Vote: Hillary Clinton	31%	(220)	45%	(322)	25%	(177)	720
2016 Vote: Donald Trump	27%	(186)	46%	(320)	27%	(186)	691
2016 Vote: Other	25%	(25)	55%	(55)	19%	(19)	100
2016 Vote: Didn't Vote	17%	(117)	48%	(327)	35%	(243)	687
Voted in 2014: Yes	29%	(360)	47%	(589)	24%	(293)	1242
Voted in 2014: No	20%	(191)	45%	(436)	35%	(331)	958
2012 Vote: Barack Obama	30%	(268)	46%	(412)	24%	(213)	893
2012 Vote: Mitt Romney	26%	(114)	49%	(214)	25%	(112)	440
2012 Vote: Other	19%	(10)	40%	(22)	41%	(22)	54
2012 Vote: Didn't Vote	19%	(156)	46%	(376)	34%	(278)	810
4-Region: Northeast	36%	(142)	40%	(158)	24%	(93)	394
4-Region: Midwest	20%	(91)	48%	(222)	32%	(149)	462
4-Region: South	22%	(183)	48%	(396)	30%	(245)	824
4-Region: West	26%	(134)	48%	(248)	27%	(138)	520
Sports fans	35%	(551)	65%	(1024)	—	(0)	1575

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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	25%	(551)	47%	(1024)	28%	(625)	2200
Avid sports fans	100%	(551)	—	(0)	—	(0)	551
Football fans	36%	(536)	59%	(877)	5%	(81)	1494
Avid football fans	72%	(445)	27%	(166)	1%	(8)	618
NFL fans	37%	(524)	58%	(827)	5%	(72)	1423
Avid NFL fans	71%	(407)	28%	(159)	1%	(4)	570
Watched Super Bowl LIV	42%	(458)	51%	(554)	8%	(84)	1096
Did not watch Super Bowl LIV	8%	(92)	43%	(471)	49%	(541)	1104
Brand politics appropriate	34%	(319)	45%	(425)	21%	(197)	942
Brand politics inappropriate	20%	(195)	48%	(468)	33%	(321)	985
Likely to watch Super Bowl LV	38%	(503)	52%	(689)	10%	(130)	1322
Unlikely to watch Super Bowl LV	5%	(37)	36%	(270)	59%	(438)	745
Democrats likely to watch SBLV	41%	(240)	48%	(278)	11%	(66)	584
Republicans likely to watch SBLV	42%	(155)	51%	(189)	7%	(26)	370
Age 18-34 likely to watch SBLV	38%	(156)	50%	(202)	12%	(48)	406
Age 35-44 likely to watch SBLV	53%	(127)	36%	(87)	11%	(26)	239
Age 45-64 likely to watch SBLV	35%	(158)	55%	(244)	10%	(44)	446
Age 65+ likely to watch SBLV	27%	(62)	68%	(157)	5%	(12)	231
Whites likely to watch SBLV	38%	(393)	51%	(530)	10%	(107)	1030
White (non-hispanic) likely to watch SBLV	39%	(344)	52%	(466)	9%	(82)	892
Blacks likely to watch SBLV	42%	(76)	53%	(97)	5%	(9)	183
Hispanics likely to watch SBLV	37%	(79)	43%	(92)	20%	(42)	213

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

Table MCSPd1_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	28% (618)	40% (876)	32% (706)	2200
Gender: Male	40% (427)	38% (401)	22% (234)	1062
Gender: Female	17% (191)	42% (475)	41% (472)	1138
Age: 18-34	25% (164)	42% (275)	33% (216)	655
Age: 35-44	36% (130)	37% (131)	27% (97)	358
Age: 45-64	29% (217)	40% (299)	31% (234)	751
Age: 65+	25% (107)	39% (170)	36% (159)	436
GenZers: 1997-2012	16% (41)	36% (93)	48% (123)	256
Millennials: 1981-1996	34% (203)	43% (264)	23% (140)	607
GenXers: 1965-1980	31% (174)	37% (211)	32% (178)	563
Baby Boomers: 1946-1964	26% (179)	40% (269)	34% (231)	678
PID: Dem (no lean)	32% (279)	39% (339)	29% (247)	865
PID: Ind (no lean)	22% (151)	39% (270)	39% (269)	690
PID: Rep (no lean)	29% (189)	41% (268)	29% (189)	645
PID/Gender: Dem Men	47% (188)	33% (131)	20% (81)	400
PID/Gender: Dem Women	19% (90)	45% (208)	36% (166)	465
PID/Gender: Ind Men	32% (108)	41% (139)	27% (93)	340
PID/Gender: Ind Women	12% (42)	37% (131)	50% (177)	350
PID/Gender: Rep Men	41% (131)	41% (131)	19% (60)	322
PID/Gender: Rep Women	18% (58)	42% (137)	40% (129)	324
Ideo: Liberal (1-3)	32% (213)	36% (243)	32% (210)	666
Ideo: Moderate (4)	26% (160)	44% (273)	30% (183)	615
Ideo: Conservative (5-7)	31% (205)	40% (265)	30% (199)	669
Educ: < College	22% (331)	41% (616)	37% (565)	1512
Educ: Bachelors degree	39% (172)	38% (169)	23% (103)	444
Educ: Post-grad	47% (115)	37% (91)	16% (38)	244
Income: Under 50k	21% (263)	41% (507)	38% (471)	1240
Income: 50k-100k	32% (190)	40% (241)	28% (167)	599
Income: 100k+	46% (165)	35% (128)	19% (68)	361
Ethnicity: White	28% (488)	39% (664)	33% (569)	1722
Ethnicity: Hispanic	26% (89)	45% (156)	30% (104)	349
Ethnicity: Black	31% (84)	47% (128)	23% (62)	274

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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	28%	(618)	40%	(876)	32%	(706)	2200
Ethnicity: Other	23%	(46)	41%	(84)	36%	(74)	204
All Christian	35%	(371)	41%	(440)	24%	(261)	1073
All Non-Christian	39%	(46)	38%	(45)	23%	(28)	119
Atheist	26%	(22)	23%	(19)	51%	(42)	83
Agnostic/Nothing in particular	19%	(107)	37%	(206)	43%	(240)	553
Something Else	20%	(73)	44%	(166)	36%	(135)	373
Religious Non-Protestant/Catholic	36%	(50)	39%	(55)	25%	(35)	139
Evangelical	36%	(244)	39%	(263)	25%	(165)	672
Non-Evangelical	25%	(185)	44%	(322)	31%	(223)	729
Community: Urban	37%	(286)	39%	(298)	24%	(182)	766
Community: Suburban	24%	(208)	41%	(358)	35%	(300)	866
Community: Rural	22%	(124)	39%	(220)	39%	(224)	568
Employ: Private Sector	37%	(262)	38%	(268)	24%	(169)	698
Employ: Government	50%	(73)	38%	(55)	13%	(19)	146
Employ: Self-Employed	27%	(50)	41%	(76)	32%	(59)	185
Employ: Homemaker	17%	(20)	37%	(44)	46%	(54)	119
Employ: Student	13%	(17)	39%	(49)	48%	(62)	128
Employ: Retired	23%	(112)	41%	(197)	36%	(174)	483
Employ: Unemployed	17%	(50)	43%	(126)	40%	(118)	294
Employ: Other	24%	(35)	41%	(61)	35%	(52)	147
Military HH: Yes	30%	(106)	45%	(162)	25%	(91)	359
Military HH: No	28%	(512)	39%	(714)	33%	(615)	1841
RD/WT: Right Direction	36%	(250)	40%	(281)	24%	(168)	699
RD/WT: Wrong Track	25%	(368)	40%	(595)	36%	(537)	1501
Trump Job Approve	31%	(276)	41%	(360)	28%	(253)	889
Trump Job Disapprove	27%	(327)	39%	(478)	34%	(415)	1220
Trump Job Strongly Approve	33%	(178)	38%	(211)	29%	(159)	549
Trump Job Somewhat Approve	29%	(98)	44%	(149)	27%	(94)	340
Trump Job Somewhat Disapprove	24%	(68)	48%	(133)	28%	(79)	280
Trump Job Strongly Disapprove	28%	(259)	37%	(345)	36%	(336)	940

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Table MCSPd1_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	28%	(618)	40%	(876)	32%	(706)	2200
Favorable of Trump	30%	(271)	41%	(364)	29%	(258)	893
Unfavorable of Trump	27%	(326)	39%	(472)	34%	(412)	1210
Very Favorable of Trump	31%	(171)	39%	(215)	30%	(163)	550
Somewhat Favorable of Trump	29%	(100)	43%	(149)	27%	(94)	344
Somewhat Unfavorable of Trump	23%	(52)	50%	(114)	27%	(62)	227
Very Unfavorable of Trump	28%	(274)	36%	(359)	36%	(350)	983
#1 Issue: Economy	31%	(240)	43%	(335)	27%	(212)	787
#1 Issue: Security	26%	(64)	41%	(101)	33%	(83)	248
#1 Issue: Health Care	33%	(138)	37%	(154)	29%	(121)	413
#1 Issue: Medicare / Social Security	26%	(73)	38%	(106)	36%	(101)	281
#1 Issue: Women's Issues	14%	(17)	40%	(47)	46%	(54)	117
#1 Issue: Education	27%	(27)	33%	(34)	40%	(41)	102
#1 Issue: Energy	27%	(26)	38%	(36)	35%	(33)	95
#1 Issue: Other	20%	(32)	41%	(64)	39%	(62)	158
2018 House Vote: Democrat	35%	(265)	40%	(300)	25%	(190)	756
2018 House Vote: Republican	33%	(192)	41%	(240)	27%	(159)	591
2016 Vote: Hillary Clinton	34%	(246)	37%	(268)	28%	(205)	720
2016 Vote: Donald Trump	31%	(217)	40%	(279)	28%	(195)	691
2016 Vote: Other	27%	(27)	41%	(41)	32%	(31)	100
2016 Vote: Didn't Vote	19%	(128)	42%	(286)	40%	(274)	687
Voted in 2014: Yes	34%	(418)	40%	(502)	26%	(321)	1242
Voted in 2014: No	21%	(200)	39%	(374)	40%	(384)	958
2012 Vote: Barack Obama	34%	(304)	39%	(350)	27%	(239)	893
2012 Vote: Mitt Romney	29%	(128)	43%	(191)	28%	(121)	440
2012 Vote: Other	24%	(13)	37%	(20)	39%	(21)	54
2012 Vote: Didn't Vote	21%	(171)	39%	(315)	40%	(324)	810
4-Region: Northeast	37%	(147)	36%	(141)	27%	(105)	394
4-Region: Midwest	25%	(117)	39%	(181)	35%	(164)	462
4-Region: South	25%	(208)	41%	(335)	34%	(281)	824
4-Region: West	28%	(146)	42%	(219)	30%	(155)	520
Sports fans	39%	(611)	51%	(803)	10%	(161)	1575

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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	28%	(618)	40%	(876)	32%	(706)	2200
Avid sports fans	81%	(445)	17%	(91)	3%	(14)	551
Football fans	41%	(618)	59%	(876)	—	(0)	1494
Avid football fans	100%	(618)	—	(0)	—	(0)	618
NFL fans	42%	(593)	55%	(782)	3%	(48)	1423
Avid NFL fans	85%	(487)	13%	(76)	1%	(7)	570
Watched Super Bowl LIV	47%	(519)	44%	(480)	9%	(97)	1096
Did not watch Super Bowl LIV	9%	(99)	36%	(396)	55%	(609)	1104
Brand politics appropriate	35%	(329)	41%	(388)	24%	(225)	942
Brand politics inappropriate	23%	(231)	39%	(389)	37%	(365)	985
Likely to watch Super Bowl LV	42%	(562)	47%	(616)	11%	(145)	1322
Unlikely to watch Super Bowl LV	5%	(40)	28%	(206)	67%	(498)	745
Democrats likely to watch SBLV	45%	(265)	44%	(257)	11%	(63)	584
Republicans likely to watch SBLV	46%	(172)	44%	(164)	9%	(35)	370
Age 18-34 likely to watch SBLV	34%	(139)	51%	(209)	14%	(58)	406
Age 35-44 likely to watch SBLV	53%	(127)	37%	(89)	10%	(24)	239
Age 45-64 likely to watch SBLV	45%	(200)	45%	(200)	10%	(46)	446
Age 65+ likely to watch SBLV	42%	(96)	51%	(118)	7%	(17)	231
Whites likely to watch SBLV	43%	(447)	45%	(465)	12%	(119)	1030
White (non-hispanic) likely to watch SBLV	45%	(397)	45%	(401)	11%	(94)	892
Blacks likely to watch SBLV	41%	(75)	51%	(93)	8%	(15)	183
Hispanics likely to watch SBLV	38%	(81)	48%	(102)	14%	(30)	213

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	26% (570)	39% (852)	35% (777)	2200
Gender: Male	37% (393)	38% (399)	25% (269)	1062
Gender: Female	16% (177)	40% (453)	45% (508)	1138
Age: 18-34	21% (139)	42% (274)	37% (242)	655
Age: 35-44	35% (124)	39% (138)	27% (96)	358
Age: 45-64	27% (205)	38% (283)	35% (262)	751
Age: 65+	23% (102)	36% (157)	41% (177)	436
GenZers: 1997-2012	12% (31)	40% (103)	48% (122)	256
Millennials: 1981-1996	31% (191)	41% (251)	27% (166)	607
GenXers: 1965-1980	28% (156)	37% (210)	35% (197)	563
Baby Boomers: 1946-1964	26% (174)	38% (259)	36% (246)	678
PID: Dem (no lean)	32% (279)	37% (322)	31% (264)	865
PID: Ind (no lean)	19% (129)	40% (275)	41% (285)	690
PID: Rep (no lean)	25% (162)	39% (255)	35% (229)	645
PID/Gender: Dem Men	48% (192)	30% (120)	22% (88)	400
PID/Gender: Dem Women	19% (86)	44% (202)	38% (176)	465
PID/Gender: Ind Men	27% (92)	42% (143)	31% (104)	340
PID/Gender: Ind Women	11% (37)	38% (132)	52% (180)	350
PID/Gender: Rep Men	34% (109)	42% (136)	24% (77)	322
PID/Gender: Rep Women	16% (53)	37% (119)	47% (152)	324
Ideo: Liberal (1-3)	31% (204)	36% (242)	33% (220)	666
Ideo: Moderate (4)	25% (157)	44% (268)	31% (190)	615
Ideo: Conservative (5-7)	26% (171)	38% (256)	36% (242)	669
Educ: < College	21% (320)	39% (588)	40% (605)	1512
Educ: Bachelors degree	33% (148)	38% (168)	29% (127)	444
Educ: Post-grad	42% (102)	40% (97)	19% (45)	244
Income: Under 50k	20% (249)	39% (486)	41% (505)	1240
Income: 50k-100k	29% (171)	39% (232)	33% (195)	599
Income: 100k+	41% (150)	37% (134)	21% (77)	361
Ethnicity: White	26% (455)	37% (636)	37% (631)	1722
Ethnicity: Hispanic	23% (81)	43% (150)	34% (118)	349
Ethnicity: Black	28% (76)	49% (135)	23% (63)	274

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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	26%	(570)	39%	(852)	35%	(777)	2200
Ethnicity: Other	20%	(40)	40%	(81)	41%	(83)	204
All Christian	31%	(335)	40%	(430)	29%	(308)	1073
All Non-Christian	34%	(40)	38%	(45)	29%	(34)	119
Atheist	30%	(25)	22%	(18)	48%	(40)	83
Agnostic/Nothing in particular	18%	(101)	36%	(201)	45%	(251)	553
Something Else	19%	(69)	43%	(159)	39%	(145)	373
Religious Non-Protestant/Catholic	30%	(42)	40%	(56)	29%	(41)	139
Evangelical	33%	(220)	39%	(260)	29%	(192)	672
Non-Evangelical	23%	(170)	42%	(309)	34%	(250)	729
Community: Urban	34%	(260)	39%	(300)	27%	(205)	766
Community: Suburban	22%	(194)	41%	(357)	36%	(315)	866
Community: Rural	20%	(116)	34%	(195)	45%	(257)	568
Employ: Private Sector	35%	(241)	38%	(266)	27%	(192)	698
Employ: Government	44%	(64)	38%	(55)	19%	(28)	146
Employ: Self-Employed	26%	(49)	39%	(72)	34%	(64)	185
Employ: Homemaker	15%	(18)	35%	(42)	49%	(58)	119
Employ: Student	13%	(16)	37%	(48)	50%	(64)	128
Employ: Retired	24%	(114)	37%	(178)	40%	(191)	483
Employ: Unemployed	13%	(39)	45%	(131)	42%	(124)	294
Employ: Other	20%	(29)	41%	(60)	39%	(58)	147
Military HH: Yes	27%	(96)	42%	(150)	31%	(113)	359
Military HH: No	26%	(474)	38%	(703)	36%	(665)	1841
RD/WT: Right Direction	32%	(221)	38%	(264)	31%	(214)	699
RD/WT: Wrong Track	23%	(349)	39%	(588)	38%	(563)	1501
Trump Job Approve	26%	(230)	40%	(352)	35%	(308)	889
Trump Job Disapprove	27%	(333)	38%	(459)	35%	(428)	1220
Trump Job Strongly Approve	27%	(145)	37%	(206)	36%	(198)	549
Trump Job Somewhat Approve	25%	(84)	43%	(146)	32%	(110)	340
Trump Job Somewhat Disapprove	23%	(66)	48%	(135)	28%	(79)	280
Trump Job Strongly Disapprove	28%	(267)	34%	(324)	37%	(349)	940

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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	26%	(570)	39%	(852)	35%	(777)	2200
Favorable of Trump	25%	(227)	40%	(353)	35%	(313)	893
Unfavorable of Trump	27%	(330)	38%	(458)	35%	(423)	1210
Very Favorable of Trump	26%	(141)	38%	(209)	36%	(200)	550
Somewhat Favorable of Trump	25%	(86)	42%	(144)	33%	(113)	344
Somewhat Unfavorable of Trump	25%	(56)	48%	(108)	28%	(63)	227
Very Unfavorable of Trump	28%	(274)	36%	(349)	37%	(360)	983
#1 Issue: Economy	27%	(216)	42%	(331)	31%	(240)	787
#1 Issue: Security	23%	(58)	38%	(94)	39%	(96)	248
#1 Issue: Health Care	32%	(133)	36%	(147)	32%	(133)	413
#1 Issue: Medicare / Social Security	28%	(79)	34%	(96)	37%	(105)	281
#1 Issue: Women's Issues	17%	(20)	37%	(43)	46%	(54)	117
#1 Issue: Education	21%	(22)	40%	(40)	39%	(40)	102
#1 Issue: Energy	26%	(25)	35%	(33)	39%	(37)	95
#1 Issue: Other	12%	(19)	43%	(67)	45%	(71)	158
2018 House Vote: Democrat	35%	(263)	38%	(291)	27%	(202)	756
2018 House Vote: Republican	27%	(157)	40%	(236)	33%	(197)	591
2016 Vote: Hillary Clinton	35%	(251)	37%	(263)	29%	(205)	720
2016 Vote: Donald Trump	26%	(177)	39%	(272)	35%	(242)	691
2016 Vote: Other	28%	(28)	40%	(39)	32%	(32)	100
2016 Vote: Didn't Vote	16%	(113)	40%	(276)	43%	(299)	687
Voted in 2014: Yes	32%	(395)	39%	(481)	29%	(366)	1242
Voted in 2014: No	18%	(175)	39%	(371)	43%	(412)	958
2012 Vote: Barack Obama	34%	(305)	39%	(348)	27%	(240)	893
2012 Vote: Mitt Romney	23%	(101)	39%	(174)	38%	(165)	440
2012 Vote: Other	24%	(13)	30%	(16)	47%	(25)	54
2012 Vote: Didn't Vote	18%	(149)	39%	(314)	43%	(347)	810
4-Region: Northeast	34%	(133)	37%	(145)	29%	(116)	394
4-Region: Midwest	26%	(121)	36%	(166)	38%	(175)	462
4-Region: South	21%	(174)	40%	(332)	39%	(319)	824
4-Region: West	27%	(142)	40%	(210)	32%	(168)	520
Sports fans	36%	(566)	50%	(785)	14%	(224)	1575

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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	26%	(570)	39%	(852)	35%	(777)	2200
Avid sports fans	74%	(407)	21%	(117)	5%	(27)	551
Football fans	38%	(563)	54%	(812)	8%	(120)	1494
Avid football fans	79%	(487)	17%	(106)	4%	(26)	618
NFL fans	40%	(570)	60%	(852)	—	(0)	1423
Avid NFL fans	100%	(570)	—	(0)	—	(0)	570
Watched Super Bowl LIV	45%	(491)	45%	(495)	10%	(110)	1096
Did not watch Super Bowl LIV	7%	(79)	32%	(357)	60%	(668)	1104
Brand politics appropriate	34%	(322)	41%	(382)	25%	(238)	942
Brand politics inappropriate	20%	(194)	38%	(378)	42%	(412)	985
Likely to watch Super Bowl LV	41%	(546)	47%	(626)	11%	(151)	1322
Unlikely to watch Super Bowl LV	2%	(17)	23%	(169)	75%	(559)	745
Democrats likely to watch SBLV	46%	(269)	44%	(255)	10%	(60)	584
Republicans likely to watch SBLV	42%	(154)	47%	(173)	12%	(43)	370
Age 18-34 likely to watch SBLV	32%	(130)	52%	(211)	16%	(64)	406
Age 35-44 likely to watch SBLV	51%	(121)	40%	(96)	9%	(22)	239
Age 45-64 likely to watch SBLV	44%	(197)	45%	(202)	11%	(47)	446
Age 65+ likely to watch SBLV	42%	(97)	51%	(117)	7%	(17)	231
Whites likely to watch SBLV	43%	(438)	46%	(474)	12%	(119)	1030
White (non-hispanic) likely to watch SBLV	43%	(385)	46%	(410)	11%	(97)	892
Blacks likely to watch SBLV	38%	(69)	55%	(101)	7%	(13)	183
Hispanics likely to watch SBLV	38%	(81)	46%	(97)	16%	(34)	213

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

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	50%	(1096)	50%	(1104)	2200
Gender: Male	60%	(635)	40%	(427)	1062
Gender: Female	40%	(461)	60%	(677)	1138
Age: 18-34	45%	(296)	55%	(359)	655
Age: 35-44	55%	(196)	45%	(161)	358
Age: 45-64	52%	(389)	48%	(362)	751
Age: 65+	49%	(215)	51%	(221)	436
GenZers: 1997-2012	35%	(88)	65%	(167)	256
Millennials: 1981-1996	54%	(330)	46%	(277)	607
GenXers: 1965-1980	51%	(287)	49%	(276)	563
Baby Boomers: 1946-1964	52%	(355)	48%	(324)	678
PID: Dem (no lean)	52%	(447)	48%	(418)	865
PID: Ind (no lean)	46%	(318)	54%	(371)	690
PID: Rep (no lean)	51%	(331)	49%	(315)	645
PID/Gender: Dem Men	63%	(251)	37%	(149)	400
PID/Gender: Dem Women	42%	(196)	58%	(268)	465
PID/Gender: Ind Men	59%	(202)	41%	(138)	340
PID/Gender: Ind Women	33%	(116)	67%	(234)	350
PID/Gender: Rep Men	57%	(182)	43%	(139)	322
PID/Gender: Rep Women	46%	(148)	54%	(175)	324
Ideo: Liberal (1-3)	51%	(341)	49%	(325)	666
Ideo: Moderate (4)	52%	(322)	48%	(293)	615
Ideo: Conservative (5-7)	54%	(360)	46%	(309)	669
Educ: < College	44%	(669)	56%	(843)	1512
Educ: Bachelors degree	59%	(262)	41%	(182)	444
Educ: Post-grad	67%	(165)	33%	(79)	244
Income: Under 50k	41%	(513)	59%	(727)	1240
Income: 50k-100k	58%	(349)	42%	(250)	599
Income: 100k+	65%	(234)	35%	(127)	361
Ethnicity: White	51%	(873)	49%	(849)	1722
Ethnicity: Hispanic	48%	(168)	52%	(181)	349
Ethnicity: Black	52%	(143)	48%	(131)	274
Ethnicity: Other	39%	(80)	61%	(124)	204

Continued on next page

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	50% (1096)	50% (1104)	2200
All Christian	58% (620)	42% (453)	1073
All Non-Christian	55% (65)	45% (54)	119
Atheist	38% (32)	62% (51)	83
Agnostic/Nothing in particular	41% (226)	59% (327)	553
Something Else	41% (154)	59% (219)	373
Religious Non-Protestant/Catholic	54% (75)	46% (65)	139
Evangelical	54% (361)	46% (311)	672
Non-Evangelical	53% (387)	47% (342)	729
Community: Urban	56% (431)	44% (335)	766
Community: Suburban	50% (432)	50% (434)	866
Community: Rural	41% (233)	59% (335)	568
Employ: Private Sector	57% (395)	43% (303)	698
Employ: Government	71% (104)	29% (42)	146
Employ: Self-Employed	49% (92)	51% (93)	185
Employ: Homemaker	41% (49)	59% (70)	119
Employ: Student	41% (52)	59% (76)	128
Employ: Retired	48% (231)	52% (252)	483
Employ: Unemployed	41% (120)	59% (174)	294
Employ: Other	36% (53)	64% (94)	147
Military HH: Yes	52% (186)	48% (173)	359
Military HH: No	49% (910)	51% (931)	1841
RD/WT: Right Direction	55% (388)	45% (311)	699
RD/WT: Wrong Track	47% (708)	53% (793)	1501
Trump Job Approve	52% (465)	48% (425)	889
Trump Job Disapprove	48% (590)	52% (631)	1220
Trump Job Strongly Approve	50% (275)	50% (274)	549
Trump Job Somewhat Approve	56% (190)	44% (151)	340
Trump Job Somewhat Disapprove	46% (129)	54% (151)	280
Trump Job Strongly Disapprove	49% (460)	51% (480)	940
Favorable of Trump	51% (459)	49% (435)	893
Unfavorable of Trump	49% (592)	51% (619)	1210

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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	50% (1096)	50% (1104)	2200
Very Favorable of Trump	50% (276)	50% (274)	550
Somewhat Favorable of Trump	53% (183)	47% (161)	344
Somewhat Unfavorable of Trump	47% (107)	53% (120)	227
Very Unfavorable of Trump	49% (485)	51% (498)	983
#1 Issue: Economy	54% (422)	46% (365)	787
#1 Issue: Security	43% (107)	57% (141)	248
#1 Issue: Health Care	55% (225)	45% (187)	413
#1 Issue: Medicare / Social Security	48% (134)	52% (147)	281
#1 Issue: Women's Issues	45% (52)	55% (65)	117
#1 Issue: Education	43% (44)	57% (59)	102
#1 Issue: Energy	47% (44)	53% (50)	95
#1 Issue: Other	43% (67)	57% (90)	158
2018 House Vote: Democrat	58% (439)	42% (317)	756
2018 House Vote: Republican	54% (321)	46% (270)	591
2016 Vote: Hillary Clinton	56% (400)	44% (319)	720
2016 Vote: Donald Trump	53% (365)	47% (326)	691
2016 Vote: Other	54% (54)	46% (46)	100
2016 Vote: Didn't Vote	40% (276)	60% (411)	687
Voted in 2014: Yes	57% (706)	43% (535)	1242
Voted in 2014: No	41% (390)	59% (569)	958
2012 Vote: Barack Obama	57% (508)	43% (385)	893
2012 Vote: Mitt Romney	54% (235)	46% (204)	440
2012 Vote: Other	45% (24)	55% (30)	54
2012 Vote: Didn't Vote	40% (326)	60% (485)	810
4-Region: Northeast	58% (229)	42% (165)	394
4-Region: Midwest	52% (239)	48% (223)	462
4-Region: South	46% (380)	54% (444)	824
4-Region: West	48% (248)	52% (272)	520
Sports fans	64% (1012)	36% (563)	1575
Avid sports fans	83% (458)	17% (92)	551
Football fans	67% (999)	33% (495)	1494
Avid football fans	84% (519)	16% (99)	618

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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	50%	(1096)	50%	(1104)	2200
NFL fans	69%	(986)	31%	(436)	1423
Avid NFL fans	86%	(491)	14%	(79)	570
Watched Super Bowl LIV	100%	(1096)	—	(0)	1096
Did not watch Super Bowl LIV	—	(0)	100%	(1104)	1104
Brand politics appropriate	58%	(551)	42%	(391)	942
Brand politics inappropriate	46%	(455)	54%	(530)	985
Likely to watch Super Bowl LV	74%	(983)	26%	(339)	1322
Unlikely to watch Super Bowl LV	10%	(77)	90%	(668)	745
Democrats likely to watch SBLV	72%	(423)	28%	(162)	584
Republicans likely to watch SBLV	78%	(288)	22%	(82)	370
Age 18-34 likely to watch SBLV	64%	(260)	36%	(146)	406
Age 35-44 likely to watch SBLV	78%	(188)	22%	(52)	239
Age 45-64 likely to watch SBLV	76%	(338)	24%	(108)	446
Age 65+ likely to watch SBLV	85%	(197)	15%	(34)	231
Whites likely to watch SBLV	77%	(794)	23%	(237)	1030
White (non-hispanic) likely to watch SBLV	78%	(698)	22%	(194)	892
Blacks likely to watch SBLV	67%	(123)	33%	(60)	183
Hispanics likely to watch SBLV	66%	(141)	34%	(71)	213

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	256	12%
	Millennials: 1981-1996	607	28%
	GenXers: 1965-1980	563	26%
	Baby Boomers: 1946-1964	678	31%
	N	2104	
xpid3	PID: Dem (no lean)	865	39%
	PID: Ind (no lean)	690	31%
	PID: Rep (no lean)	645	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	400	18%
	PID/Gender: Dem Women	465	21%
	PID/Gender: Ind Men	340	15%
	PID/Gender: Ind Women	350	16%
	PID/Gender: Rep Men	322	15%
	PID/Gender: Rep Women	324	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	666	30%
	Ideo: Moderate (4)	615	28%
	Ideo: Conservative (5-7)	669	30%
	N	1950	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1240	56%
	Income: 50k-100k	599	27%
	Income: 100k+	361	16%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1073	49%
	All Non-Christian	119	5%
	Atheist	83	4%
	Agnostic/Nothing in particular	553	25%
	Something Else	373	17%
N	2200		
xdemReligOther	Religious Non-Protestant/Catholic	139	6%
xdemEvang	Evangelical	672	31%
	Non-Evangelical	729	33%
	N	1402	
xdemUsr	Community: Urban	766	35%
	Community: Suburban	866	39%
	Community: Rural	568	26%
	N	2200	
xdemEmploy	Employ: Private Sector	698	32%
	Employ: Government	146	7%
	Employ: Self-Employed	185	8%
	Employ: Homemaker	119	5%
	Employ: Student	128	6%
	Employ: Retired	483	22%
	Employ: Unemployed	294	13%
	Employ: Other	147	7%
	N	2200	
xdemMilHH1	Military HH: Yes	359	16%
	Military HH: No	1841	84%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	699	32%
	RD/WT: Wrong Track	1501	68%
	N	2200	
Trump_Approve	Trump Job Approve	889	40%
	Trump Job Disapprove	1220	55%
	N	2110	
Trump_Approve2	Trump Job Strongly Approve	549	25%
	Trump Job Somewhat Approve	340	15%
	Trump Job Somewhat Disapprove	280	13%
	Trump Job Strongly Disapprove	940	43%
	N	2110	
Trump_Fav	Favorable of Trump	893	41%
	Unfavorable of Trump	1210	55%
	N	2104	
Trump_Fav_FULL	Very Favorable of Trump	550	25%
	Somewhat Favorable of Trump	344	16%
	Somewhat Unfavorable of Trump	227	10%
	Very Unfavorable of Trump	983	45%
	N	2104	
xnr3	#1 Issue: Economy	787	36%
	#1 Issue: Security	248	11%
	#1 Issue: Health Care	413	19%
	#1 Issue: Medicare / Social Security	281	13%
	#1 Issue: Women's Issues	117	5%
	#1 Issue: Education	102	5%
	#1 Issue: Energy	95	4%
	#1 Issue: Other	158	7%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	756	34%
	2018 House Vote: Republican	591	27%
	2018 House Vote: Someone else	48	2%
	N	1395	
xsubVote16O	2016 Vote: Hillary Clinton	720	33%
	2016 Vote: Donald Trump	691	31%
	2016 Vote: Other	100	5%
	2016 Vote: Didn't Vote	687	31%
	N	2198	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	1242	56%
	Voted in 2014: No	958	44%
	N	2200	
xsubVote12O	2012 Vote: Barack Obama	893	41%
	2012 Vote: Mitt Romney	440	20%
	2012 Vote: Other	54	2%
	2012 Vote: Didn't Vote	810	37%
	N	2197	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCSPxdem1	Sports fans	1575	72%
MCSPxdem2	Avid sports fans	551	25%
MCSPxdem3	Football fans	1494	68%
MCSPxdem4	Avid football fans	618	28%
MCSPxdem5	NFL fans	1423	65%
MCSPxdem6	Avid NFL fans	570	26%
MCSPxdem7	Watched Super Bowl LIV	1096	50%
	Did not watch Super Bowl LIV	1104	50%
	N	2200	
MCSPxdem8	Brand politics appropriate	942	43%
	Brand politics inappropriate	985	45%
	N	1926	
MCSPxdem9	Likely to watch Super Bowl LV	1322	60%
	Unlikely to watch Super Bowl LV	745	34%
	N	2067	
MCSPxdem10	Democrats likely to watch SBLV	584	27%
	Republicans likely to watch SBLV	370	17%
	N	955	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCSPxdem11	Age 18-34 likely to watch SBLV	406	18%
	Age 35-44 likely to watch SBLV	239	11%
	Age 45-64 likely to watch SBLV	446	20%
	Age 65+ likely to watch SBLV	231	10%
	N	1322	
MCSPxdem12	Whites likely to watch SBLV	1030	47%
MCSPxdem13	White (non-hispanic) likely to watch SBLV	892	41%
MCSPxdem14	Blacks likely to watch SBLV	183	8%
MCSPxdem15	Hispanics likely to watch SBLV	213	10%

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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