

## National Tracking Poll

Project: 181049  
 N Size: 2201 Adults  
 Margin of Error: ± 2%  
 October 25-26, 2018

### Topline Report

Question	Response	Frequency	Percentage
NBC1_1	<i>Do you have a favorable or unfavorable view of the following? Megyn Kelly</i>		
	Very favorable	102	5%
	Somewhat favorable	361	16%
	Somewhat unfavorable	410	19%
	Very unfavorable	466	21%
	Heard of, No opinion	473	22%
	Never heard of	389	18%
NBC1_2	<i>Do you have a favorable or unfavorable view of the following? NBC</i>		
	Very favorable	403	18%
	Somewhat favorable	845	38%
	Somewhat unfavorable	293	13%
	Very unfavorable	285	13%
	Heard of, No opinion	310	14%
	Never heard of	64	3%
NBC2_1	<i>How much have you seen, read or heard about the following in the past week? Megyn Kelly (N=1,812)</i>		
	A lot	501	28%
	Some	578	32%
	Not much	349	19%
	Nothing at all	384	21%
NBC2_2	<i>How much have you seen, read or heard about the following in the past week? NBC (N=2,137)</i>		
	A lot	443	21%
	Some	767	36%
	Not much	516	24%
	Nothing at all	412	19%
NBC3_1	<i>Was what you saw, read or heard about the following mostly positive, mostly negative or neither? Megyn Kelly (N=1,428)</i>		
	Mostly positive	84	6%
	Neither positive nor negative	269	19%
	Mostly negative	948	66%
	Don't know / Don't remember	126	9%

Question	Response	Frequency	Percentage
NBC3_2	<i>Was what you saw, read or heard about the following mostly positive, mostly negative or neither? NBC (N=1,726)</i>		
	Mostly positive	332	19%
	Neither positive nor negative	730	42%
	Mostly negative	417	24%
	Don't know / Don't remember	246	14%
NBC4	<i>As you may know, Megyn Kelly, host of NBC show Megyn Kelly Today, made a comment on Tuesday during a panel segment about blackface Halloween costumes, noting that they were okay when she was a kid as long as you were dressing like a character. She pointed out that Real Housewives star Luann de Lesseps once dressed up as African-American singer Dianna Ross, saying People said that was racist and I don't know, I felt like, who doesnt love Diana Ross? Knowing this, do you have a more or less favorable view of the Megyn Kelly, or does it not make much difference either way?</i>		
	Much more favorable	140	6%
	Somewhat more favorable	178	8%
	No difference either way	1055	48%
	Somewhat less favorable	209	10%
	Much less favorable	335	15%
	Don't know / No opinion	284	13%
NBC5	<i>And, as you may know, there is speculation that Megyn Kellys show has been cancelled as a result of her comments. Knowing this, do you have a more or less favorable view of NBC, or does it not make much difference either way?</i>		
	Much more favorable	154	7%
	Somewhat more favorable	222	10%
	No difference either way	904	41%
	Somewhat less favorable	286	13%
	Much less favorable	347	16%
	Don't know / No opinion	288	13%
NBC6	<i>Based on what you know, which of the following statements comes closest to your view, even if neither are exactly right?</i>		
	NBC cancelling Megyn Kellys show would be too harsh of a consequence for her comments.	995	45%
	NBC cancelling Megyn Kellys show would be the appropriate consequence for her comments.	583	26%
	Don't know / No opinion	623	28%

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1139	52%
	N	2201	
age5	Age: 18-29	473	21%
	Age: 30-44	541	25%
	Age: 45-54	350	16%
	Age: 55-64	401	18%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	Generation Z: 18-21	167	8%
	Millennial: Age 22-37	611	28%
	Generation X: Age 38-53	550	25%
	Boomers: Age 54-72	770	35%
	N	2098	
xpid3	PID: Dem (no lean)	791	36%
	PID: Ind (no lean)	558	25%
	PID: Rep (no lean)	852	39%
	N	2201	
xpidGender	PID/Gender: Dem Men	362	16%
	PID/Gender: Dem Women	429	20%
	PID/Gender: Ind Men	294	13%
	PID/Gender: Ind Women	264	12%
	PID/Gender: Rep Men	407	18%
	PID/Gender: Rep Women	445	20%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	665	30%
	Ideo: Moderate (4)	501	23%
	Ideo: Conservative (5-7)	776	35%
	N	1942	
xeduc3	Educ: College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1283	58%
	Income: 50k-100k	660	30%
	Income: 100k+	258	12%
	N	2201	
xdemWhite	Ethnicity: White	1723	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	517	23%
	Relig: Roman Catholic	459	21%
	Relig: Something Else	196	9%
	N	1172	
xreligion1	Relig: Jewish	52	2%
xreligion2	Relig: Evangelical	621	28%
	Relig: Non-Evang. Catholics	612	28%
	N	1232	
xreligion3	Relig: All Christian	1232	56%
	Relig: All Non-Christian	196	9%
	N	1428	
xdemUsr	Community: Urban	546	25%
	Community: Suburban	1013	46%
	Community: Rural	642	29%
	N	2201	
xdemEmploy	Employ: Private Sector	636	29%
	Employ: Government	142	6%
	Employ: Self-Employed	154	7%
	Employ: Homemaker	193	9%
	Employ: Student	102	5%
	Employ: Retired	509	23%
	Employ: Unemployed	239	11%
	Employ: Other	226	10%
	N	2201	
xdemMilHH1	Military HH: Yes	385	17%
	Military HH: No	1816	83%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	867	39%
	RD/WT: Wrong Track	1334	61%
	N	2201	
Trump_Approve	Trump Job Approve	930	42%
	Trump Job Disapprove	1155	52%
	N	2085	
Trump_Approve2	Trump Job Strongly Approve	503	23%
	Trump Job Somewhat Approve	427	19%
	Trump Job Somewhat Disapprove	288	13%
	Trump Job Strongly Disapprove	867	39%
	N	2085	
xnr3	#1 Issue: Economy	558	25%
	#1 Issue: Security	468	21%
	#1 Issue: Health Care	398	18%
	#1 Issue: Medicare / Social Security	344	16%
	#1 Issue: Women's Issues	114	5%
	#1 Issue: Education	144	7%
	#1 Issue: Energy	80	4%
	#1 Issue: Other	96	4%
	N	2201	
xsubVote16O	2016 Vote: Hillary Clinton	707	32%
	2016 Vote: Donald Trump	736	33%
	2016 Vote: Someone else	193	9%
	2016 Vote: Didnt Vote	561	25%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1378	63%
	Voted in 2014: No	823	37%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	868	39%
	2012 Vote: Mitt Romney	549	25%
	2012 Vote: Other	86	4%
	2012 Vote: Didn't Vote	695	32%
	N	2199	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	899	41%
	Unfavorable of Trump	1161	53%
	<i>N</i>	2061	
Trump_Fav_FULL	Very Favorable of Trump	515	23%
	Somewhat Favorable of Trump	384	17%
	Somewhat Unfavorable of Trump	236	11%
	Very Unfavorable of Trump	926	42%
	<i>N</i>	2061	

*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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