

Sample 1,675 U.S. Adults
Conducted October 12 - 16, 2023

Margin of Error $\pm 2.7\%$

| 1. Do you approve or disapprove of the way Joe Biden is handling his job as President? |
|--|
| Strongly approve |
| Somewhat approve23% |
| Total approve39% |
| Somewhat disapprove14% |
| Strongly disapprove40% |
| Total disapprove54% |
| |

2. Do you approve or disapprove of the way President Biden is handling each of the following issues?

| | Strongly approve | Some- what approve | Total approve | Some- what disap- prove | Strongly disap- prove | Total dis- approve | Not sure |
|----------------------------------|------------------|--------------------------|------------------|----------------------------------|-----------------------------|-----------------------|----------|
| The economy | 14% | 20% | 34% | 15% | 43% | 57% | 8% |
| Crime | 11% | 21% | 32% | 14% | 39% | 54% | 14% |
| Abortion | 17% | 19% | 36% | 14% | 33% | 47% | 17% |
| Inflation | 12% | 19% | 30% | 15% | 45% | 61% | 9% |
| Immigration | 7% | 23% | 30% | 16% | 44% | 59% | 11% |
| The Israeli-Palestinian conflict | 15% | 21% | 36% | 13% | 27% | 40% | 24% |

3. Do you have a favorable or unfavorable opinion of Joe Biden?

| Very favorable | 18% |
|----------------------|-----|
| Somewhat favorable | 23% |
| Favorable | 41% |
| Somewhat unfavorable | 14% |
| Very unfavorable | |
| Unfavorable | 53% |
| Don't know | 7% |

4. Do you have a favorable or unfavorable opinion of Donald Trump?

| Very favorable | |
|----------------------|-----|
| Somewhat favorable | 21% |
| Favorable | 39% |
| Somewhat unfavorable | 12% |
| Very unfavorable | |
| Unfavorable | 56% |
| Don't know | 5% |



| 5. In the 2024 primary election or caucus for president in your state are you more likely to: **Asked of registered voters** | |
|---|------|
| Vote in the Democratic primary or caucus | 25% |
| Vote in the Republican primary or caucus | 27% |
| Skip the primaries and just vote in the general election | 8% |
| Not sure | 6% |
| I would not vote | 1% |
| Not asked - not registered to vote | 33% |
| 6. Who would you rather see as the Democratic nominee in 2024: Joe Biden or someone else | ? |
| Asked of Democrats and Independents who lean Democratic who are registered to vote | |
| Joe Biden | 50% |
| Someone else | 36% |
| Not sure | 14% |
| | |
| 7. If your state's 2024 Democratic primary for president were held today, who would you vote for | or? |
| Asked of Democrats and Independents who lean Democrat who are registered to vote | 51 : |
| Joe Biden | 68% |
| Marianne Williamson | |
| Not sure | |
| I would not vote | |
| | |
| 8. Would you rather see Trump or someone else as the Republican nominee for president in 2 | 024? |
| Asked of Republicans and Independents who lean Republican who are registered to vote | |
| Donald Trump | 57% |
| Someone else | 35% |
| Not sure | 8% |
| | |
| 9. If your state's 2024 Republican primary for president were held today, who would you vote for | or? |
| Asked of Republicans and Independents who lean Republican who are registered to vote | |
| Ron DeSantis | 16% |
| Donald Trump | 56% |
| Nikki Haley | 9% |
| Asa Hutchinson | 0% |
| Tim Scott | 1% |
| Vivek Ramaswamy | 2% |
| Larry Elder | 0% |
| Mike Pence | 2% |
| Doug Burgum | 1% |
| Chris Christie | 3% |
| Not sure | 9% |
| I would not vote | 1% |



| 10. If your state's 2024 Republican primary for president were held today, who would you vote for? Asked of Republicans and Independents who lean Republican who are registered to vote | |
|--|--|
| Donald Trump 66% Nikki Haley 22% Not sure 9% I would not vote 2% | |
| 11. If the 2024 election for president were held today, who would you vote for? Asked of registered voters | |
| Joe Biden, the Democrat 44% Donald Trump, the Republican 43% Not sure | |
| 12. If the 2024 election for president were held today, who would you vote for? Asked of registered voters | |
| Joe Biden, the Democrat | |
| 13. If the 2024 election for president were held today, who would you vote for? Asked of registered voters | |
| Joe Biden, the Democrat 40% Donald Trump, the Republican 39% Robert F. Kennedy, Jr., the independent 9% Not sure 9% I would not vote 2% | |
| 14. Do you have a favorable or unfavorable opinion of Robert F. Kennedy, Jr.? | |
| Very favorable8%Somewhat favorable27%Favorable35%Somewhat unfavorable15%Very unfavorable16%Unfavorable32% | |



| 15. Do you have a favorable or unfavorable opinion of Cornel West? | |
|---|---------|
| Very favorable 3% Somewhat favorable 12% Favorable 14% Somewhat unfavorable 11% Very unfavorable 11% Unfavorable 22% Don't know 64% | |
| 16. Do you have a favorable or unfavorable opinion of the organization known as No Labels? | |
| Very favorable 2% Somewhat favorable 11% Favorable 13% Somewhat unfavorable 9% Very unfavorable 10% Unfavorable 19% Don't know 68% | |
| 17. Do you approve or disapprove of the way Congress is handling its job? | |
| Approve 12% Disapprove 65% Not sure 22% | |
| 18. If an election for U.S. Congress were being held today, who would you vote for in the district where you Asked of registered voters | ı live? |
| The Democratic Party candidate 43% The Republican Party candidate 43% Other 2% Not sure 10% I would not vote 2% | |
| 19. In general, do you think Democrats | |
| Have the right priorities | |
| 20. In general, do you think Republicans | |
| Have the right priorities | |



| Passing legislation . | | | | | | | |
|---|---|---------------|---------------|-----------------|-------------|---|----------|
| | | | | | | 30% | |
| Scoring political points | s | | | | | 50% | |
| Not sure | | | | | | 20% | |
| | | | | | | | |
| 22. In general, do you think | Republicans i | n Congress a | are more inte | rested in | | | |
| Passing legislation | | | | | | 20% | |
| Scoring political points | s | | | | | 58% | |
| Not sure | | | | | | 21% | |
| | | | | | | | |
| 23. How much are each of the | e following to | blame for the | current grid | lock in Congre | ss? | | |
| | | | | | | | |
| | | | A great | | | | |
| | A great | | deal / | | | Not much | |
| | deal | Some | Some | Not much | Not at all | / Not at all | Not sure |
| Progressive Democrats | 36% | 21% | 57% | 15% | 13% | 28% | 15% |
| Moderate Democrats | 23% | 29% | 52% | 19% | 14% | 33% | 14% |
| Moderate Republicans | 23% | 41% | 64% | 15% | 6% | 22% | 15% |
| Conservative | 440/ | 050/ | 660/ | 400/ | 70/ | 000/ | 4.40/ |
| Republicans | 41% | 25% | 66% | 13% | 7% | 20% | 14% |
| 74 WHO DESERVES THE MOST | bianno ioi tino | ourrorn gran | Jon Jong. | | | | |
| 24. Who deserves the most Progressive Democrat Moderate Democrats Total Democrats Moderate Republicans Conservative Republic Total Republicans Not sure | scans | | | | | 6% 7% 35% 42% | |
| Progressive Democrat Moderate Democrats Total Democrats Moderate Republicans Conservative Republic | scans | | | | | 6% 7% 35% 42% 27% | y as |
| Progressive Democrat Moderate Democrats Total Democrats Moderate Republicans Conservative Republic Total Republicans Not sure 25. Do you approve or disspeaker? Approve | s | ne House of | Representa | tives removing | g Speaker k | 6%32%35%42%27% Xevin McCarth | y as |
| Progressive Democrat Moderate Democrats Total Democrats Moderate Republicans Conservative Republic Total Republicans Not sure 25. Do you approve or disspeaker? | s | ne House of | Representa | tives removing | g Speaker k | 6%32%35%42%27% Xevin McCarth | y as |
| Progressive Democrat Moderate Democrats Total Democrats Moderate Republicans Conservative Republic Total Republicans Not sure 25. Do you approve or disspeaker? Approve | ss canss | ne House of | Representa | tives removing | g Speaker k | 6%32%35%42%27% Gevin McCarth31%27% | y as |
| Progressive Democrat Moderate Democrats Total Democrats Moderate Republicans Conservative Republic Total Republicans Not sure 25. Do you approve or disspeaker? Approve Disapprove | s | ne House of | Representa | tives removing | g Speaker k | 6%32%35%42%27% Gevin McCarth31%27%41% | y as |
| Progressive Democrat Moderate Democrats Total Democrats Moderate Republicans Conservative Republic Total Republicans Not sure 25. Do you approve or disspeaker? Approve Disapprove Not sure | s | ne House of | Representa | tives removing | g Speaker k | 6%32%35%42%27% Kevin McCarth31%27%41% | y as |
| Progressive Democrat Moderate Democrats Total Democrats Moderate Republicans Conservative Republic Total Republicans Not sure 25. Do you approve or disspeaker? Approve Disapprove Not sure 26. Do you approve or disapprove or | ss canss sapprove of the vertical contractions and the sapprove of the vertical contractions are sapproved to the sapprove of the vertical contractions are sapproved to the vertical co | ne House of | Representa | itives removing | g Speaker k | 6%32%35%42%27% Gevin McCarth31%27%41% ker?21% | y as |



| 27. Do you approve or disapprove of Kevin McCarthy and other House Republicans making a deal with D to raise the debt limit and temporarily avoid a government shutdown? | emocrats |
|--|-------------|
| Approve | |
| Disapprove | |
| Not sure | |
| | |
| 28. How closely are you following the ongoing election of a new speaker of the U.S. House of Represe | ntatives? |
| Very closely | |
| Somewhat closely35% | |
| Closely51% | |
| Not very closely | |
| Not following at all | |
| Not Closely | |
| 29. Do you have a favorable or unfavorable opinion of the Republican congressman, Jim Jordan? | |
| Very favorable | |
| Somewhat favorable17% | |
| Favorable | |
| Somewhat unfavorable | |
| Very unfavorable22% | |
| Unfavorable | |
| Don't know | |
| 30. Do you think House Republicans should elect Jim Jordan as speaker, or someone else? Asked of Republicans and Independents who lean Republican | |
| Jim Jordan | |
| Donald Trump | |
| None of these9% | |
| Not sure | |
| Patrick McHenry | |
| 31. When it comes to the time and energy House Republicans are spending choosing a new speaker, say they are spending? | would you |
| Too much time and energy33% | |
| An appropriate amount of time and energy24% | |
| Not enough time and energy15% | |
| Not sure | |
| 32. Do you approve or disapprove of the U.S. House of Representatives opening an impeachment in President Joe Biden over his son Hunter's business dealings? | nquiry into |
| Approve | |
| Disapprove | |
| Not sure | |



| 33. Do you think President Biden should be impeached? Yes | |
|---|---------------|
| Yes | |
| | , 5 |
| No | , D |
| Not sure | , • |
| | |
| 34. Do you think President Biden should be removed from office through impeachment? | |
| Yes35% | , o |
| No46% | , D |
| Not sure | , o |
| 35. How would you characterize America's relationship with Israel? | |
| Too supportive | _ |
| Not supportive enough | |
| About right | |
| Not sure | |
| Not sure24% | 0 |
| 36. How would you characterize America's relationship with the Palestinian people? | |
| Too supportive | , o |
| Net connective enough | , o |
| Not supportive enough24% | |
| About right | |
| | , o |
| About right | , o |
| About right | , o |
| About right | |
| About right | |
| About right | |
| About right 18% Not sure 41% 37. Do your sympathies lie more with? Israel 43% About equal 27% The Palestinians 9% | |
| About right | |
| About right 18% Not sure 41% 37. Do your sympathies lie more with? Israel 43% About equal 27% The Palestinians 9% | |
| About right 18% Not sure 41% 37. Do your sympathies lie more with? Israel 43% About equal 27% The Palestinians 9% Not sure 21% | |
| About right 18% Not sure 41% 37. Do your sympathies lie more with? Israel 43% About equal 27% The Palestinians 9% Not sure 21% 38. Which comes closest to your view? | |
| About right | otect Israel? |



| 40. Thinking about U.S. po Palestinians? | licies toward th | e Middle Ea | st, how impor | rtant a goal sh | nould it be to | help protect |
|--|---------------------|----------------|---------------|-----------------|----------------|--------------|
| Very important | | | | | 169 | D/. |
| Somewhat important | | | | | | |
| Total important | | | | | | |
| • | | | | | | |
| Not too important | | | | | | |
| Not at all important | | | | | | |
| Total not important | | | | | | |
| Not sure | | | | | 28 | % |
| 41. How closely are you follo | wing the situation | on with Israel | and Hamas? | | | |
| Very closely | | | | | 24 | % |
| Somewhat closely | | | | | 40 | % |
| Closely | | | | | 63' | % |
| Not very closely | | | | | 23' | % |
| Did not follow at all | | | | | 14' | % |
| Not Closely | | | | | 37' | % |
| | | | | | | |
| 42. Do you have a favorable | or unfavorable v | riew of Israel | ? | | | |
| Very favorable | | | | | 29 | % |
| Somewhat favorable | | | | | 29 | % |
| Favorable | | | | | 58' | % |
| Somewhat unfavorable |) | | | | 11 | % |
| Very unfavorable | | | | | 8 | % |
| Unfavorable | | | | | 19' | % |
| Don't know | | | | | 23' | % |
| | | | | | | |
| 43. Do you have a favorable | or unfavorable v | riew of Hama | ıs? | | | |
| Very favorable | | | | | 3' | % |
| Somewhat favorable | | | | | 4' | % |
| Favorable | | | | | 6 | % |
| Somewhat unfavorable |) | | | | 9 | % |
| Very unfavorable | | | | | 61 | % |
| Unfavorable | | | | | 71° | % |
| Don't know | | | | | 23' | % |
| | | | | | | |
| 44 How responsible for the co | www.mt bootilition | i. | | | | |
| 44. How responsible for the cu | inent nostilities i | 15 | | | | |
| | | | Entirely / | | | |
| | | | Mostly re- | | | |
| | Entirely | Mostly | sponsible | Somewhat | Not at all | Not sure |
| Israel | 7% | 9% | 16% | 30% | 32% | 22% |
| Hamas | 47% | 19% | 66% | 12% | 3% | 19% |
| | ,• | . 5 / 5 | | / • | - / - | / • |



| 45. Do you agree with the statement that Israel is "an apartheid state"? | |
|---|-----|
| Yes23% | |
| No | |
| Not sure49% | |
| | |
| 46. Do you agree with the statement that "Hamas is a terrorist organization"? | |
| Yes69% | |
| No8% | |
| Not sure | |
| | |
| 47. The U.S. has given Israel at least \$3 billion every year for the last decade. Which comes closest to your view | w? |
| This aid should continue | |
| This aid should be conditioned on Israel's conduct toward the Palestinians | |
| This aid should end22% | |
| Not sure25% | |
| | |
| 48. What is the most appropriate action for Israel to take? | |
| De-escalate military action against Hamas to avoid harming Palestinian civilians 24% | |
| Take further military action against Hamas to protect Israeli citizens47% | |
| Not sure | |
| | |
| 49. Do you favor or oppose the establishment of an independent Palestinian state on the West Bank and t Gaza Strip? | the |
| Favor | |
| Oppose | |
| Not sure51% | |
| | |
| 50. Do you have a favorable or unfavorable view of Benjamin Netanyahu? | |
| Very favorable10% | |
| Somewhat favorable | |
| Favorable32% | |
| Somewhat unfavorable | |
| Very unfavorable | |
| Unfavorable 28% Don't know 40% | |
| DOITE KNOW40% | |
| | |
| 51. How would you describe Joe Biden's response so far to the situation with Israel and Hamas? | |
| Too pro-Israel14% | |
| About right | |
| About right | |



| Joe Biden Donald Trump Not sure Agree Disagree Vaccines cause autism COVID-19 vaccines are more harmful than the virus itself Chemicals in the water supply could turn children transgender Climate change is just a pretext for imposing totalitarian controls on society Prozac and other antidepressants have led to a rise in school shootings 55. Do you consider yourself a Taylor Swift fan? Yes No Not sure | . 31% . 44% . 25% . 33% . 40% . 26% |
|--|--|
| Disagree Not sure 23 33. Which of the following presidents would handle the situation with Israel and Hamas better? Joe Biden Donald Trump Not sure 4. Do you agree or disagree with the following statement? Vaccines cause autism Agree Disagree Vaccines cause autism 17% 55% COVID-19 vaccines are more harmful than the virus itself 32% 49% Chemicals in the water supply could turn children transgender Climate change is just a pretext for imposing totalitarian controls on society 33% 49% Prozac and other antidepressants have led to a rise in school shootings 23% 41% 55. Do you consider yourself a Taylor Swift fan? Yes No Not sure 56. Have you ever attended a Taylor Swift concert? Yes - including the latest Eras Tour Yes - but on a previous tour only | . 44% . 25% . 33% . 40% . 26% |
| Not sure | . 25% . 33% . 40% . 26% |
| 53. Which of the following presidents would handle the situation with Israel and Hamas better? Joe Biden Donald Trump Not sure 4. Do you agree or disagree with the following statement? Agree Disagree Vaccines cause autism 17% 55% COVID-19 vaccines are more harmful than the virus itself 32% 49% Chemicals in the water supply could turn children transgender 7% 76% Climate change is just a pretext for imposing totalitarian controls on society Prozac and other antidepressants have led to a rise in school shootings 23% 41% 55. Do you consider yourself a Taylor Swift fan? Yes No Not sure 56. Have you ever attended a Taylor Swift concert? Yes - including the latest Eras Tour Yes - but on a previous tour only | . 33% . 40% . 26% |
| 53. Which of the following presidents would handle the situation with Israel and Hamas better? Joe Biden Donald Trump Not sure 4. Do you agree or disagree with the following statement? Agree Disagree Vaccines cause autism 17% 55% COVID-19 vaccines are more harmful than the virus itself 32% 49% Chemicals in the water supply could turn children transgender 7% 76% Climate change is just a pretext for imposing totalitarian controls on society Prozac and other antidepressants have led to a rise in school shootings 23% 41% 55. Do you consider yourself a Taylor Swift fan? Yes No Not sure 56. Have you ever attended a Taylor Swift concert? Yes - including the latest Eras Tour Yes - but on a previous tour only | . 33% . 40% . 26% |
| Joe Biden Donald Trump Not sure Agree Disagree Vaccines cause autism COVID-19 vaccines are more harmful than the virus itself Chemicals in the water supply could turn children transgender controls on society Prozac and other antidepressants have led to a rise in school shootings 55. Do you consider yourself a Taylor Swift fan? Yes No Not sure Agree Disagree Disagree Agree Disagree Agree Disagree Agree Disagree No Chemicals in the strength fare Town Agree Disagree Disagree Agree Disagree Disagree Disagree Disagree Agree Disagree Town Town Agree Disagree Disagree | . 40% . 26% |
| Donald Trump Not sure Agree Disagree Vaccines cause autism 17% 55% COVID-19 vaccines are more harmful than the virus itself 32% 49% Chemicals in the water supply could turn children transgender 7% 76% Climate change is just a pretext for imposing totalitarian controls on society 33% 49% Prozac and other antidepressants have led to a rise in school shootings 23% 41% 55. Do you consider yourself a Taylor Swift fan? Yes | . 40% . 26% |
| Agree Disagree Vaccines cause autism 17% 55% COVID-19 vaccines are more harmful than the virus itself 32% 49% Chemicals in the water supply could turn children transgender 7% 76% Climate change is just a pretext for imposing totalitarian controls on society 33% 49% Prozac and other antidepressants have led to a rise in school shootings 23% 41% 55. Do you consider yourself a Taylor Swift fan? Yes | . 26% |
| Agree Disagree Vaccines cause autism 17% 55% COVID-19 vaccines are more harmful than the virus itself 32% 49% Chemicals in the water supply could turn children transgender 7% 76% Climate change is just a pretext for imposing totalitarian controls on society 33% 49% Prozac and other antidepressants have led to a rise in school shootings 23% 41% 55. Do you consider yourself a Taylor Swift fan? Yes | |
| Vaccines cause autism 17% 55% COVID-19 vaccines are more harmful than the virus itself 32% 49% Chemicals in the water supply could turn children transgender Climate change is just a pretext for imposing totalitarian controls on society 33% 49% Prozac and other antidepressants have led to a rise in school shootings 23% 41% 55. Do you consider yourself a Taylor Swift fan? Yes No Not sure 56. Have you ever attended a Taylor Swift concert? Yes - including the latest Eras Tour Yes - but on a previous tour only | |
| Vaccines cause autism COVID-19 vaccines are more harmful than the virus itself Chemicals in the water supply could turn children transgender Climate change is just a pretext for imposing totalitarian controls on society Prozac and other antidepressants have led to a rise in school shootings 23% 41% 55. Do you consider yourself a Taylor Swift fan? Yes No Not sure 16. Have you ever attended a Taylor Swift concert? Yes - including the latest Eras Tour Yes - but on a previous tour only | |
| COVID-19 vaccines are more harmful than the virus itself Chemicals in the water supply could turn children transgender 7% 76% Climate change is just a pretext for imposing totalitarian controls on society 33% 49% Prozac and other antidepressants have led to a rise in school shootings 23% 41% 55. Do you consider yourself a Taylor Swift fan? Yes No No Not sure 56. Have you ever attended a Taylor Swift concert? Yes - including the latest Eras Tour Yes - but on a previous tour only | Not sure |
| Chemicals in the water supply could turn children transgender 7% 76% Climate change is just a pretext for imposing totalitarian controls on society 33% 49% Prozac and other antidepressants have led to a rise in school shootings 23% 41% 55. Do you consider yourself a Taylor Swift fan? Yes No No Not sure 56. Have you ever attended a Taylor Swift concert? Yes - including the latest Eras Tour Yes - but on a previous tour only | 28% |
| Climate change is just a pretext for imposing totalitarian controls on society 33% 49% Prozac and other antidepressants have led to a rise in school shootings 23% 41% 55. Do you consider yourself a Taylor Swift fan? Yes 2 No Not sure 56. Have you ever attended a Taylor Swift concert? Yes - including the latest Eras Tour Yes - but on a previous tour only | 19% |
| Climate change is just a pretext for imposing totalitarian controls on society 33% 49% Prozac and other antidepressants have led to a rise in school shootings 23% 41% 55. Do you consider yourself a Taylor Swift fan? Yes 2 No Not sure 56. Have you ever attended a Taylor Swift concert? Yes - including the latest Eras Tour Yes - but on a previous tour only | 17% |
| controls on society Prozac and other antidepressants have led to a rise in school shootings 23% 41% 55. Do you consider yourself a Taylor Swift fan? Yes No Not sure 56. Have you ever attended a Taylor Swift concert? Yes - including the latest Eras Tour Yes - but on a previous tour only | |
| shootings 23% 41% 55. Do you consider yourself a Taylor Swift fan? Yes 2 No 8 No 9 Not sure 1 56. Have you ever attended a Taylor Swift concert? Yes - including the latest Eras Tour Yes - but on a previous tour only | 18% |
| shootings 23% 41% 55. Do you consider yourself a Taylor Swift fan? Yes 2 No 8 No 9 Not sure 1 56. Have you ever attended a Taylor Swift concert? Yes - including the latest Eras Tour Yes - but on a previous tour only | |
| Yes No Not sure 56. Have you ever attended a Taylor Swift concert? Yes - including the latest Eras Tour Yes - but on a previous tour only | 36% |
| No Not sure 56. Have you ever attended a Taylor Swift concert? Yes - including the latest Eras Tour Yes - but on a previous tour only | |
| Not sure 56. Have you ever attended a Taylor Swift concert? Yes - including the latest Eras Tour Yes - but on a previous tour only | |
| 56. Have you ever attended a Taylor Swift concert? Yes - including the latest Eras Tour Yes - but on a previous tour only | |
| Yes - including the latest Eras Tour Yes - but on a previous tour only | . 10% |
| Yes - but on a previous tour only | |
| N | 4% |
| No | 4% |
| | .92% |
| | |
| 57. Are you planning to see the Taylor Swift Eras Tour movie? | |
| Yes1 | . 10% |
| No | .77% |
| Not sure1 | . 13% |
| | |
| 58. Do you consider yourself a Beyonce fan? | 000/ |
| | 23% |
| 58. Do you consider yourself a Beyonce fan? Yes | |



| Have you ever attended a Beyonce concert? | |
|--|---------------|
| Yes - including the latest Renaissance World Tour | 4% |
| Yes - but on a previous tour only | |
| No | |
| | |
| Are you planning to see the Beyonce Renaissance World Tour movie? | |
| Yes | 10% |
| No | 78% |
| Not sure | 12% |
| Would you say major news organizations hiring reporters to cover Taylor Swift and Beyonc | e is a? |
| Good idea | 22% |
| Bad idea | 40% |
| Not sure | 38% |
| | |
| How much have you heard about the relationship between Taylor Swift and NFL player Tra | |
| A lot | 26% |
| A little | 44% |
| Nothing | 31% |
| Too little | |
| Not sure | |
| Would you say the time the NFL spent focusing on Taylor Swift during two recent NFL gas? | mes she atten |
| Too much | 54% |
| Too little | 3% |
| About the right amount | |
| Not sure | 30% |
| Will you be dressing up for Halloween or a Halloween party this year? | |
| Yes | 22% |
| No | 63% |
| Not sure | 14% |
| Are you planning to dress up like a movie or TV character? | |
| Yes | 9% |
| No | 8% |
| INU | 0 /0 |
| Not sure/too soon to say | |



| 67. How do you plan to get your Halloween costume this year? | |
|---|----------|
| Make it myself | 7% |
| Buy it | |
| Have someone else make it for me | |
| Reuse from a prior year | |
| Not sure/too soon to say | |
| Not asked - not dressing up for Halloween or not sure | |
| Not usled that drossing up for Halloween of not sure | . 7 0 70 |
| 68. Are you…? | |
| Male | .49% |
| Female | .51% |
| 69. Respondent age by category | |
| Under 30 | . 21% |
| 30-44 | .25% |
| 45-64 | .33% |
| 65+ | .21% |
| 70. What racial or ethnic group best describes you? | |
| White | 63% |
| Black | |
| Hispanic | |
| Other | |
| | |
| 71. What is the highest level of education you have completed? | |
| HS or Less | |
| Some college | |
| College Grad/Postgrad | .34% |
| 72. Who did you vote for in the election for President in 2020? | |
| Joe Biden | 32% |
| Donald Trump | |
| Jo Jorgensen | |
| Howie Hawkins | |
| Other | |
| Did not vote for President | |
| | . 00 /0 |
| 73. Generally speaking, do you think of yourself as a? | |
| Democrat | |
| Republican | . 28% |
| Independent | . 27% |
| Other | 4% |
| Not sure | 8% |



74. In general, how would you describe your own political viewpoint?

| Very liberal | 10% |
|-------------------|-----|
| Liberal | 15% |
| Moderate | 33% |
| Conservative | 19% |
| Very conservative | 11% |
| Not sure | 13% |

Yahoo! News Poll



Sample 1,675 U.S. Adults

Conducted October 12 – 16, 2023

Margin of Error $\pm 2.7\%$

Polling Methodology and Margin of Error Calculation

The Yahoo! News survey was conducted by YouGov using a nationally representative sample of 1,675 U.S. adults interviewed online between October 12 – 16, 2023.

The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 27% Republican). Respondents were selected from YouGov's opt-in panel to be representative of all U.S. adults. The weights range from 0.2 to 4.4, with a mean of 1 and a standard deviation of 0.5.

The *margin of error* (a 95% confidence interval) for a sample percentage p based upon the entire sample is approximately 2.7%. It is calculated using the formula

$$\hat{p} \pm 100 imes \sqrt{rac{1 + \mathsf{CV}^2}{n}}$$

where CV is the coefficient of variation of the sample weights and *n* is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.