YouGov Survey: Celebrities and the Media

YouGov

Sample	1122 U.S. adult citizens
Conducted	September 6 - 9, 2024
Margin of Error	±4%

1. Do you think the media's coverage of celebrities is generally fair or unfair for. . . ?

	Very fair	Somewhat fair	Somewhat unfair	Very unfair	Not sure
Men early in their career	15%	36%	14%	6%	30%
Men later in their career	16%	36%	14%	6%	28%
Women early in their career	9%	30%	22%	12%	28%
Women later in their career	7%	25%	24%	16%	27%

2. In the past 20 years, do you think that the media's coverage of celebrities has become more or less fair?

More fair	16%
Less fair	29%
No change	31%
Not sure	24%

3. Thinking about the media's coverage of the following person during the early stages of their career, would you say it was. . . ?

	Very fair	Somewhat fair	Somewhat unfair	Very unfair	Not sure
Britney Spears	13%	21%	23%	19%	24%
Lindsay Lohan	12%	23%	21%	12%	31%
Amy Winehouse	10%	16%	20%	11%	43%
Paris Hilton	14%	23%	22%	9%	32%
Miley Cyrus	16%	26%	21%	9%	29%
Janet Jackson	16%	28%	16%	8%	31%
Taylor Swift	27%	30%	13%	6%	25%
Jennifer Aniston	22%	27%	12%	4%	35%
Beyoncé	24%	29%	10%	3%	33%
Olivia Rodrigo	12%	18%	6%	3%	61%

YouGov Survey: Celebrities and the Media

YouGov

Interviewing Dates	September 6 - 9, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	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, 31% Republican). The weights range from 0.052 to 6.594, with a mean of one and a standard deviation of 0.912.
Number of respondents	1122
Margin of error	$\pm$ 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	92 questions not reported.

YouGov Survey: Celebrities and the Media
September 6 - 9, 2024 - 1122 U.S. adult citizens

1A. Fairness of Media Coverage of Celebrities by Gender and Age — Men early in their career
Do you think the media's coverage of celebrities is generally fair or unfair for...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very fair	15%	14%	16%	17%	15%	15%	12%	14%	20%	12%	16%
Somewhat fair	36%	31%	40%	32%	39%	32%	42%	39%	33%	33%	19%
Somewhat unfair	14%	17%	11%	17%	19%	10%	12%	13%	14%	20%	11%
Very unfair	6%	7%	4%	7%	5%	6%	4%	5%	5%	5%	12%
Not sure	30%	31%	29%	27%	21%	37%	31%	29%	28%	30%	41%
Totals	101%	100%	100%	100%	99%	100%	101%	100%	100%	100%	99%
Unweighted N	(1,118)	(506)	(612)	(247)	(208)	(384)	(279)	(725)	(135)	(139)	(119)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very fair	15%	20%	13%	11%	19%	10%	13%	18%	13%	14%	19%	12%	15%
Somewhat fair	36%	39%	30%	40%	39%	35%	33%	40%	45%	36%	37%	38%	31%
Somewhat unfair	14%	16%	13%	13%	15%	13%	12%	17%	15%	18%	11%	14%	15%
Very unfair	6%	4%	5%	8%	3%	9%	6%	6%	4%	6%	5%	6%	6%
Not sure	30%	21%	39%	29%	24%	34%	35%	20%	23%	26%	27%	31%	33%
Totals	101%	100%	100%	101%	100%	101%	99%	101%	100%	100%	99%	101%	100%
Unweighted N	(1,118)	(431)	(382)	(305)	(493)	(379)	(475)	(319)	(208)	(194)	(253)	(404)	(267)

1B. Fairness of Media Coverage of Celebrities by Gender and Age — Men later in their career
Do you think the media's coverage of celebrities is generally fair or unfair for. . . ?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very fair	16%	14%	18%	23%	19%	15%	9%	14%	27%	20%	16%
Somewhat fair	36%	34%	37%	29%	37%	34%	43%	40%	27%	30%	26%
Somewhat unfair	14%	14%	13%	14%	16%	11%	14%	15%	11%	14%	7%
Very unfair	6%	8%	5%	7%	7%	7%	5%	5%	8%	6%	13%
Not sure	28%	29%	27%	27%	22%	33%	28%	27%	28%	30%	39%
Totals	100%	99%	100%	100%	101%	100%	99%	101%	101%	100%	101%
Unweighted N	(1,115)	(504)	(611)	(246)	(207)	(382)	(280)	(723)	(135)	(138)	(119)

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very fair	16%	21%	15%	12%	17%	11%	15%	18%	17%	18%	20%	17%	10%
Somewhat fair	36%	40%	29%	39%	42%	35%	33%	41%	40%	38%	32%	35%	38%
Somewhat unfair	14%	14%	13%	14%	14%	13%	11%	15%	16%	11%	15%	13%	15%
Very unfair	6%	6%	6%	7%	5%	9%	8%	7%	4%	6%	7%	7%	6%
Not sure	28%	19%	37%	27%	22%	32%	33%	19%	23%	27%	25%	29%	31%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,115)	(428)	(383)	(304)	(492)	(378)	(472)	(318)	(209)	(194)	(253)	(402)	(266)

YouGov Survey: Celebrities and the Media
September 6 - 9, 2024 - 1122 U.S. adult citizens

YouGov

1C. Fairness of Media Coverage of Celebrities by Gender and Age — Women early in their career
Do you think the media's coverage of celebrities is generally fair or unfair for. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very fair	9%	9%	8%	12%	6%	7%	10%	8%	11%	9%	7%
Somewhat fair	30%	29%	30%	22%	28%	31%	36%	30%	31%	36%	14%
Somewhat unfair	22%	20%	23%	24%	29%	18%	17%	23%	20%	18%	18%
Very unfair	12%	13%	12%	18%	15%	10%	7%	11%	10%	14%	25%
Not sure	28%	29%	27%	24%	22%	34%	29%	28%	28%	24%	36%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%
Unweighted N	(1,115)	(505)	(610)	(247)	(207)	(381)	(280)	(723)	(135)	(138)	(119)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very fair	9%	10%	5%	11%	7%	13%	10%	6%	8%	8%	13%	8%	6%
Somewhat fair	30%	29%	23%	39%	27%	33%	25%	41%	32%	29%	26%	29%	35%
Somewhat unfair	22%	28%	21%	16%	32%	15%	20%	23%	29%	26%	22%	23%	15%
Very unfair	12%	15%	13%	7%	15%	7%	12%	11%	11%	13%	11%	11%	13%
Not sure	28%	18%	38%	27%	19%	32%	33%	19%	20%	24%	28%	29%	31%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,115)	(429)	(382)	(304)	(492)	(379)	(474)	(318)	(208)	(194)	(252)	(404)	(265)

YouGov Survey: Celebrities and the Media
September 6 - 9, 2024 - 1122 U.S. adult citizens

YouGov

1D. Fairness of Media Coverage of Celebrities by Gender and Age — Women later in their career
Do you think the media's coverage of celebrities is generally fair or unfair for. . . ?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very fair	7%	8%	6%	10%	7%	7%	5%	7%	12%	7%	4%
Somewhat fair	25%	27%	24%	25%	26%	23%	28%	27%	23%	26%	17%
Somewhat unfair	24%	24%	25%	24%	27%	20%	28%	26%	20%	24%	15%
Very unfair	16%	14%	19%	15%	22%	17%	11%	14%	18%	20%	29%
Not sure	27%	28%	26%	25%	18%	34%	28%	27%	27%	22%	35%
Totals	99%	101%	100%	99%	100%	101%	100%	101%	100%	99%	100%
Unweighted N	(1,114)	(506)	(608)	(248)	(207)	(380)	(279)	(720)	(136)	(139)	(119)

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very fair	7%	7%	6%	9%	4%	9%	8%	9%	6%	4%	11%	6%	8%
Somewhat fair	25%	24%	17%	36%	18%	31%	26%	27%	25%	27%	25%	25%	24%
Somewhat unfair	24%	30%	26%	17%	34%	19%	23%	24%	30%	28%	22%	23%	25%
Very unfair	16%	23%	17%	9%	26%	10%	14%	20%	19%	16%	17%	19%	12%
Not sure	27%	16%	35%	29%	18%	31%	30%	20%	20%	25%	25%	27%	30%
Totals	99%	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,114)	(429)	(382)	(303)	(491)	(377)	(473)	(318)	(207)	(194)	(251)	(402)	(267)

YouGov Survey: Celebrities and the Media
September 6 - 9, 2024 - 1122 U.S. adult citizens

2. Change in Media Fairness of Celebrity Coverage
In the past 20 years, do you think that the media's coverage of celebrities has become more or less fair?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More fair	16%	17%	14%	27%	19%	10%	10%	15%	17%	21%	10%
Less fair	29%	26%	32%	27%	28%	32%	29%	31%	26%	23%	27%
No change	31%	32%	30%	29%	27%	34%	34%	31%	29%	36%	33%
Not sure	24%	24%	23%	17%	26%	25%	26%	23%	28%	19%	30%
Totals	100%	99%	99%	100%	100%	101%	99%	100%	100%	99%	100%
Unweighted N	(1,120)	(506)	(614)	(248)	(208)	(383)	(281)	(726)	(136)	(139)	(119)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
More fair	16%	19%	9%	20%	14%	14%	15%	18%	15%	21%	12%	15%	16%
Less fair	29%	35%	25%	28%	33%	32%	25%	36%	33%	29%	31%	29%	28%
No change	31%	26%	36%	32%	30%	34%	34%	29%	30%	23%	34%	33%	33%
Not sure	24%	20%	30%	20%	24%	21%	26%	18%	21%	26%	23%	23%	23%
Totals	100%	100%	100%	100%	101%	101%	100%	101%	99%	99%	100%	100%	100%
Unweighted N	(1,120)	(433)	(382)	(305)	(494)	(379)	(477)	(319)	(208)	(195)	(253)	(405)	(267)

5

3A. Fairness of Media Coverage of Specific Celebrities — Britney Spears
Thinking about the media's coverage of the following person during the early stages of their career, would you say it was...?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very fair	13%	14%	13%	8%	14%	17%	12%	12%	18%	14%	13%
Somewhat fair	21%	24%	19%	24%	20%	17%	27%	23%	16%	25%	14%
Somewhat unfair	23%	20%	26%	15%	24%	24%	28%	26%	20%	17%	9%
Very unfair	19%	17%	20%	28%	24%	16%	8%	17%	18%	22%	25%
Not sure	24%	26%	22%	25%	17%	26%	25%	22%	28%	22%	38%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,119)	(505)	(614)	(248)	(208)	(383)	(280)	(726)	(134)	(140)	(119)

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very fair	13%	14%	10%	16%	11%	14%	16%	11%	13%	13%	11%	16%	11%
Somewhat fair	21%	19%	18%	27%	19%	23%	18%	31%	21%	24%	22%	21%	20%
Somewhat unfair	23%	23%	19%	27%	23%	25%	24%	22%	27%	17%	21%	25%	26%
Very unfair	19%	26%	21%	8%	26%	13%	15%	20%	24%	23%	23%	14%	19%
Not sure	24%	17%	32%	21%	20%	24%	27%	16%	16%	24%	24%	23%	25%
Totals	100%	99%	100%	99%	99%	99%	100%	100%	101%	101%	101%	99%	101%
Unweighted N	(1,119)	(431)	(383)	(305)	(492)	(381)	(477)	(318)	(208)	(195)	(251)	(406)	(267)

6

3B. Fairness of Media Coverage of Specific Celebrities — Lindsay Lohan
Thinking about the media's coverage of the following person during the early stages of their career, would you say it was...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very fair	12%	12%	12%	9%	11%	15%	12%	12%	11%	11%	16%
Somewhat fair	23%	27%	19%	24%	18%	22%	29%	23%	30%	21%	16%
Somewhat unfair	21%	18%	24%	18%	27%	21%	19%	22%	18%	23%	20%
Very unfair	12%	11%	13%	17%	19%	9%	5%	12%	12%	13%	13%
Not sure	31%	31%	31%	32%	25%	32%	35%	31%	29%	32%	35%
Totals	99%	99%	99%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,118)	(505)	(613)	(247)	(207)	(384)	(280)	(725)	(135)	(139)	(119)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very fair	12%	9%	12%	16%	8%	12%	14%	11%	13%	7%	12%	17%	9%
Somewhat fair	23%	24%	20%	26%	20%	31%	25%	25%	19%	28%	17%	24%	24%
Somewhat unfair	21%	24%	17%	23%	27%	18%	19%	25%	27%	24%	24%	20%	20%
Very unfair	12%	17%	13%	6%	18%	8%	9%	14%	18%	14%	12%	11%	13%
Not sure	31%	26%	38%	28%	27%	31%	33%	25%	22%	28%	35%	28%	35%
Totals	99%	100%	100%	99%	100%	100%	100%	100%	99%	101%	100%	100%	101%
Unweighted N	(1,118)	(432)	(381)	(305)	(492)	(380)	(475)	(319)	(208)	(195)	(250)	(406)	(267)

3C. Fairness of Media Coverage of Specific Celebrities — Amy Winehouse
Thinking about the media's coverage of the following person during the early stages of their career, would you say it was...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very fair	10%	12%	8%	10%	10%	11%	7%	9%	9%	8%	19%
Somewhat fair	16%	19%	14%	17%	19%	16%	14%	17%	18%	17%	5%
Somewhat unfair	20%	16%	23%	13%	26%	18%	23%	20%	21%	23%	12%
Very unfair	11%	9%	13%	16%	14%	11%	4%	10%	12%	13%	16%
Not sure	43%	44%	42%	44%	32%	44%	52%	44%	39%	39%	48%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,114)	(504)	(610)	(248)	(206)	(381)	(279)	(723)	(135)	(138)	(118)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very fair	10%	8%	8%	13%	6%	9%	12%	8%	7%	7%	7%	13%	8%
Somewhat fair	16%	16%	13%	21%	16%	18%	17%	18%	17%	17%	14%	18%	16%
Somewhat unfair	20%	21%	21%	18%	22%	16%	21%	22%	21%	24%	19%	17%	23%
Very unfair	11%	19%	10%	5%	17%	7%	12%	10%	12%	12%	14%	9%	12%
Not sure	43%	36%	48%	44%	40%	50%	39%	42%	44%	40%	46%	43%	42%
Totals	100%	100%	100%	101%	101%	100%	101%	100%	101%	100%	100%	100%	101%
Unweighted N	(1,114)	(432)	(379)	(303)	(492)	(379)	(472)	(318)	(208)	(195)	(248)	(405)	(266)

3D. Fairness of Media Coverage of Specific Celebrities — Paris Hilton
Thinking about the media's coverage of the following person during the early stages of their career, would you say it was. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very fair	14%	15%	12%	14%	13%	14%	13%	14%	14%	12%	12%
Somewhat fair	23%	24%	23%	15%	18%	27%	32%	24%	23%	23%	19%
Somewhat unfair	22%	21%	23%	17%	28%	17%	27%	23%	18%	18%	22%
Very unfair	9%	9%	9%	12%	15%	6%	4%	8%	7%	18%	6%
Not sure	32%	31%	33%	42%	26%	35%	24%	31%	39%	28%	41%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	101%	99%	100%
Unweighted N	(1,114)	(501)	(613)	(245)	(208)	(383)	(278)	(721)	(135)	(139)	(119)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very fair	14%	12%	10%	20%	9%	15%	16%	14%	10%	9%	12%	16%	15%
Somewhat fair	23%	23%	24%	24%	25%	26%	21%	28%	27%	34%	16%	22%	25%
Somewhat unfair	22%	27%	19%	20%	26%	22%	22%	23%	27%	24%	29%	19%	19%
Very unfair	9%	10%	10%	7%	10%	7%	10%	8%	10%	9%	8%	10%	8%
Not sure	32%	29%	37%	29%	30%	29%	32%	28%	25%	25%	35%	33%	33%
Totals	100%	101%	100%	100%	100%	99%	101%	101%	99%	101%	100%	100%	100%
Unweighted N	(1,114)	(430)	(382)	(302)	(491)	(376)	(472)	(319)	(208)	(195)	(247)	(405)	(267)

YouGov Survey: Celebrities and the Media
September 6 - 9, 2024 - 1122 U.S. adult citizens

YouGov

3E. Fairness of Media Coverage of Specific Celebrities — Miley Cyrus
Thinking about the media's coverage of the following person during the early stages of their career, would you say it was...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very fair	16%	16%	15%	17%	14%	16%	15%	16%	18%	15%	12%
Somewhat fair	26%	28%	25%	24%	22%	24%	35%	26%	26%	27%	23%
Somewhat unfair	21%	18%	23%	17%	28%	20%	19%	22%	15%	22%	16%
Very unfair	9%	8%	9%	16%	10%	6%	4%	7%	12%	12%	9%
Not sure	29%	30%	28%	26%	26%	34%	27%	28%	29%	26%	41%
Totals	101%	100%	100%	100%	100%	100%	100%	99%	100%	102%	101%
Unweighted N	(1,119)	(504)	(615)	(248)	(208)	(383)	(280)	(725)	(135)	(140)	(119)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very fair	16%	11%	15%	21%	12%	17%	17%	14%	18%	10%	17%	18%	15%
Somewhat fair	26%	29%	21%	29%	24%	31%	27%	29%	22%	35%	24%	25%	23%
Somewhat unfair	21%	26%	18%	19%	27%	17%	20%	20%	29%	19%	23%	21%	20%
Very unfair	9%	12%	9%	5%	12%	5%	8%	10%	7%	8%	8%	8%	10%
Not sure	29%	22%	37%	27%	25%	30%	29%	26%	25%	28%	29%	28%	31%
Totals	101%	100%	100%	101%	100%	100%	101%	99%	101%	100%	101%	100%	99%
Unweighted N	(1,119)	(432)	(382)	(305)	(492)	(380)	(476)	(319)	(208)	(195)	(251)	(406)	(267)

3F. Fairness of Media Coverage of Specific Celebrities — Janet Jackson
Thinking about the media's coverage of the following person during the early stages of their career, would you say it was. . . ?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very fair	16%	17%	14%	11%	13%	21%	14%	14%	24%	12%	17%
Somewhat fair	28%	27%	30%	21%	27%	24%	42%	30%	20%	29%	24%
Somewhat unfair	16%	17%	16%	15%	20%	18%	12%	17%	16%	17%	15%
Very unfair	8%	8%	9%	13%	13%	5%	5%	7%	13%	12%	10%
Not sure	31%	31%	32%	41%	27%	32%	26%	32%	27%	30%	34%
Totals	99%	100%	101%	101%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,117)	(505)	(612)	(247)	(208)	(382)	(280)	(725)	(135)	(139)	(118)

		Party ID			2024 Vote Intent		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very fair	16%	16%	12%	18%	12%	20%	20%	13%	15%	17%	12%	18%	14%
Somewhat fair	28%	29%	24%	32%	28%	31%	26%	37%	25%	30%	26%	29%	29%
Somewhat unfair	16%	21%	15%	13%	19%	11%	16%	17%	20%	19%	18%	13%	19%
Very unfair	8%	9%	8%	8%	9%	5%	10%	7%	9%	7%	10%	10%	5%
Not sure	31%	25%	40%	28%	31%	33%	29%	27%	30%	28%	34%	30%	34%
Totals	99%	100%	99%	99%	99%	100%	101%	101%	99%	101%	100%	100%	101%
Unweighted N	(1,117)	(430)	(382)	(305)	(490)	(380)	(476)	(318)	(208)	(195)	(251)	(404)	(267)

3G. Fairness of Media Coverage of Specific Celebrities — Taylor Swift
Thinking about the media's coverage of the following person during the early stages of their career, would you say it was…?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very fair	27%	25%	28%	23%	21%	29%	33%	27%	27%	30%	16%
Somewhat fair	30%	31%	29%	27%	31%	28%	34%	30%	32%	26%	28%
Somewhat unfair	13%	13%	13%	15%	17%	11%	8%	13%	11%	13%	12%
Very unfair	6%	6%	5%	7%	6%	6%	2%	5%	6%	8%	3%
Not sure	25%	25%	25%	28%	24%	26%	22%	24%	24%	23%	42%
Totals	101%	100%	100%	100%	99%	100%	99%	99%	100%	100%	101%
Unweighted N	(1,117)	(504)	(613)	(248)	(208)	(382)	(279)	(725)	(134)	(139)	(119)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very fair	27%	24%	23%	33%	25%	31%	25%	32%	27%	21%	31%	26%	28%
Somewhat fair	30%	34%	26%	30%	33%	28%	29%	33%	32%	35%	27%	33%	24%
Somewhat unfair	13%	16%	11%	11%	14%	10%	14%	11%	14%	18%	11%	12%	11%
Very unfair	6%	7%	5%	5%	6%	5%	6%	6%	6%	5%	5%	5%	8%
Not sure	25%	19%	35%	20%	22%	26%	27%	18%	21%	21%	27%	24%	30%
Totals	101%	100%	100%	99%	100%	100%	101%	100%	100%	100%	101%	100%	101%
Unweighted N	(1,117)	(429)	(383)	(305)	(491)	(380)	(475)	(318)	(208)	(194)	(251)	(405)	(267)

3H. Fairness of Media Coverage of Specific Celebrities — Jennifer Aniston
Thinking about the media's coverage of the following person during the early stages of their career, would you say it was. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very fair	22%	20%	24%	11%	18%	28%	26%	23%	20%	21%	15%
Somewhat fair	27%	28%	26%	23%	27%	29%	29%	29%	31%	19%	18%
Somewhat unfair	12%	12%	12%	13%	16%	9%	12%	12%	11%	17%	8%
Very unfair	4%	3%	5%	6%	6%	3%	2%	3%	6%	6%	7%
Not sure	35%	37%	33%	46%	33%	31%	31%	33%	31%	37%	52%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,118)	(504)	(614)	(248)	(208)	(383)	(279)	(724)	(135)	(140)	(119)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very fair	22%	20%	17%	29%	20%	27%	21%	26%	23%	20%	20%	23%	22%
Somewhat fair	27%	30%	24%	28%	31%	29%	24%	35%	31%	28%	27%	28%	26%
Somewhat unfair	12%	14%	11%	12%	10%	10%	14%	9%	14%	13%	12%	13%	11%
Very unfair	4%	6%	4%	3%	7%	4%	4%	3%	4%	2%	7%	4%	5%
Not sure	35%	31%	44%	28%	32%	31%	38%	26%	28%	37%	35%	33%	36%
Totals	100%	101%	100%	100%	100%	101%	101%	99%	100%	100%	101%	101%	100%
Unweighted N	(1,118)	(431)	(383)	(304)	(491)	(380)	(476)	(318)	(208)	(195)	(250)	(407)	(266)

YouGov Survey: Celebrities and the Media
September 6 - 9, 2024 - 1122 U.S. adult citizens

YouGov

3I. Fairness of Media Coverage of Specific Celebrities — Beyoncé
Thinking about the media's coverage of the following person during the early stages of their career, would you say it was…?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very fair	24%	22%	26%	21%	20%	28%	26%	24%	29%	21%	25%
Somewhat fair	29%	31%	27%	23%	34%	25%	35%	30%	26%	35%	21%
Somewhat unfair	10%	10%	11%	16%	14%	6%	6%	9%	12%	12%	15%
Very unfair	3%	3%	3%	9%	3%	2%	1%	3%	7%	4%	4%
Not sure	33%	33%	33%	32%	28%	39%	31%	35%	25%	28%	36%
Totals	99%	99%	100%	101%	99%	100%	99%	101%	99%	100%	101%
Unweighted N	(1,115)	(502)	(613)	(247)	(207)	(384)	(277)	(723)	(134)	(140)	(118)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very fair	24%	23%	21%	29%	20%	29%	23%	27%	28%	21%	25%	26%	23%
Somewhat fair	29%	31%	26%	30%	32%	28%	31%	33%	28%	36%	24%	31%	26%
Somewhat unfair	10%	15%	7%	8%	13%	7%	8%	9%	13%	12%	8%	8%	14%
Very unfair	3%	4%	4%	2%	4%	2%	3%	4%	2%	3%	4%	4%	3%
Not sure	33%	26%	42%	31%	32%	33%	35%	28%	28%	28%	39%	32%	33%
Totals	99%	99%	100%	100%	101%	99%	100%	101%	99%	100%	100%	101%	99%
Unweighted N	(1,115)	(430)	(382)	(303)	(491)	(378)	(473)	(319)	(208)	(194)	(250)	(406)	(265)

3J. Fairness of Media Coverage of Specific Celebrities — Olivia Rodrigo
Thinking about the media's coverage of the following person during the early stages of their career, would you say it was...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very fair	12%	12%	12%	17%	18%	10%	7%	12%	10%	16%	12%
Somewhat fair	18%	17%	19%	25%	24%	13%	10%	16%	26%	18%	16%
Somewhat unfair	6%	7%	5%	12%	6%	4%	3%	6%	6%	9%	4%
Very unfair	3%	3%	3%	8%	3%	1%	0%	2%	4%	5%	3%
Not sure	61%	61%	61%	39%	48%	72%	80%	64%	54%	51%	65%
Totals	100%	100%	100%	101%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,115)	(502)	(613)	(246)	(206)	(384)	(279)	(724)	(133)	(140)	(118)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very fair	12%	12%	9%	16%	10%	9%	15%	12%	8%	10%	11%	12%	15%
Somewhat fair	18%	24%	15%	15%	18%	14%	17%	22%	16%	16%	18%	15%	22%
Somewhat unfair	6%	7%	5%	6%	6%	6%	5%	5%	10%	8%	5%	5%	6%
Very unfair	3%	4%	2%	2%	3%	2%	3%	1%	1%	2%	4%	2%	4%
Not sure	61%	53%	69%	62%	62%	69%	60%	61%	65%	64%	62%	65%	53%
Totals	100%	100%	100%	101%	99%	100%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,115)	(431)	(379)	(305)	(491)	(379)	(473)	(319)	(208)	(193)	(251)	(405)	(266)

YouGov Survey: Celebrities and the Media
September 6 - 9, 2024 - 1122 U.S. adult citizens

Interviewing Dates	September 6 - 9, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	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, 31% Republican). The weights range from 0.052 to 6.594, with a mean of one and a standard deviation of 0.912.
Number of respondents	1122
Margin of error	$\pm$ 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	92 questions not reported.