

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1132 adults. Fieldwork was undertaken between 10th - 13th November 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGovNY
November Omni

US_nat Sample: 10th - 13th November 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYN_q13. How often, if ever, do you look at photos or watch videos of celebrities when searching for new fashion/style ideas and tips?

Unweighted base	1132	509	623	321	315	496	209	241	411	271	796	134	98	104
Base: All US adults	1116	555	561	353	322	441	199	228	418	271	717	137	165	98
Often	5%	5%	5%	10%	5%	1%	7%	5%	4%	4%	4%	8%	5%	9%
Sometimes	16%	13%	19%	25%	16%	9%	20%	16%	17%	12%	12%	24%	24%	22%
Rarely	23%	19%	26%	24%	24%	21%	23%	19%	26%	21%	22%	20%	28%	22%
Never	53%	60%	47%	36%	50%	69%	44%	57%	50%	61%	60%	42%	38%	43%
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3%	3%	4%	6%	5%	0%	5%	4%	3%	3%	3%	6%	5%	4%

ZYN_q14. In general how much influence, if any, do you believe a celebrity's stylist has over their fashion decisions?

Unweighted base	1132	509	623	321	315	496	209	241	411	271	796	134	98	104
Base: All US adults	1116	555	561	353	322	441	199	228	418	271	717	137	165	98
A lot of influence	23%	21%	26%	25%	22%	23%	27%	23%	21%	25%	25%	22%	15%	29%
Somewhat of an influence	32%	32%	32%	37%	32%	29%	34%	31%	35%	28%	30%	34%	40%	33%
Not a lot of influence	12%	13%	11%	13%	13%	10%	11%	12%	14%	9%	10%	10%	19%	10%
No influence at all	16%	17%	16%	11%	18%	20%	13%	15%	15%	22%	17%	15%	14%	14%
Don't know	17%	18%	15%	15%	16%	18%	15%	19%	15%	17%	18%	20%	11%	14%

ZYN_q15_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I try to emulate celebrity style

Unweighted base	1132	509	623	321	315	496	209	241	411	271	796	134	98	104
Base: All US adults	1116	555	561	353	322	441	199	228	418	271	717	137	165	98
Strongly agree	5%	6%	3%	9%	5%	1%	5%	5%	4%	6%	3%	9%	6%	7%
Somewhat agree	8%	8%	7%	16%	6%	1%	9%	8%	8%	5%	5%	11%	14%	12%
Somewhat disagree	16%	13%	18%	21%	20%	7%	16%	13%	19%	11%	12%	15%	32%	12%
Strongly disagree	65%	66%	64%	43%	62%	85%	63%	64%	61%	73%	73%	52%	45%	61%
Don't know	7%	6%	8%	11%	7%	4%	7%	10%	7%	5%	7%	13%	2%	8%
Net: Agree	12%	14%	11%	25%	11%	3%	14%	13%	12%	11%	8%	20%	20%	19%
Net: Disagree	81%	80%	81%	64%	82%	93%	79%	77%	80%	85%	85%	67%	78%	73%

YouGovNY
November Omni

US_nat Sample: 10th - 13th November 2017



Total	Education				Marital Status						Children under the age of 18	
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No

ZYN_q13. How often, if ever, do you look at photos or watch videos of celebrities when searching for new fashion/style ideas and tips?

Unweighted base	1132	433	381	203	115	518	22	134	72	346	40	219	913
Base: All US adults	1116	466	355	192	104	505	27	122	68	353	41	240	877
Often	5%	6%	5%	2%	8%	3%	3%	5%	4%	8%	2%	8%	4%
Sometimes	16%	16%	17%	18%	9%	15%	9%	10%	14%	20%	16%	22%	14%
Rarely	23%	22%	20%	26%	25%	23%	29%	21%	15%	23%	24%	28%	21%
Never	53%	52%	55%	52%	56%	56%	59%	60%	66%	43%	56%	39%	57%
Never	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3%	4%	3%	2%	3%	2%	-	5%	-	6%	2%	3%	4%

ZYN_q14. In general how much influence, if any, do you believe a celebrity's stylist has over their fashion decisions?

Unweighted base	1132	433	381	203	115	518	22	134	72	346	40	219	913
Base: All US adults	1116	466	355	192	104	505	27	122	68	353	41	240	877
A lot of influence	23%	21%	21%	30%	30%	22%	23%	26%	22%	23%	35%	28%	22%
Somewhat of an influence	32%	31%	36%	31%	28%	33%	16%	30%	28%	34%	36%	36%	31%
Not a lot of influence	12%	14%	8%	13%	9%	13%	32%	9%	5%	11%	6%	14%	11%
No influence at all	16%	16%	18%	14%	18%	16%	19%	19%	28%	13%	10%	12%	18%
Don't know	17%	19%	16%	12%	16%	16%	10%	16%	17%	19%	12%	10%	18%

ZYN_q15_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I try to emulate celebrity style

Unweighted base	1132	433	381	203	115	518	22	134	72	346	40	219	913
Base: All US adults	1116	466	355	192	104	505	27	122	68	353	41	240	877
Strongly agree	5%	7%	4%	2%	6%	2%	6%	5%	5%	8%	2%	4%	5%
Somewhat agree	8%	9%	8%	5%	4%	7%	14%	3%	7%	10%	2%	14%	6%
Somewhat disagree	16%	15%	17%	20%	7%	15%	20%	11%	6%	19%	20%	22%	14%
Strongly disagree	65%	61%	66%	68%	76%	70%	47%	77%	75%	53%	69%	53%	68%
Don't know	7%	9%	6%	5%	7%	6%	14%	4%	7%	10%	6%	7%	7%
Net: Agree	12%	15%	12%	7%	10%	10%	20%	8%	12%	18%	4%	18%	11%
Net: Disagree	81%	76%	82%	88%	82%	84%	67%	88%	81%	72%	90%	75%	82%

YouGovNY
November Omni

US_nat Sample: 10th - 13th November 2017



Total	Income				Social networks membership									
	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope

ZYN_q13. How often, if ever, do you look at photos or watch videos of celebrities when searching for new fashion/style ideas and tips?

Unweighted base	1132	440	321	194	176	907	392	300	315	77	323	102	333	195	20
Base: All US adults	1116	451	312	183	170	892	387	280	320	85	313	103	353	209	19
Often	5%	6%	4%	6%	4%	5%	8%	4%	10%	6%	8%	9%	9%	11%	20%
Sometimes	16%	19%	19%	10%	10%	17%	19%	16%	19%	27%	20%	21%	24%	24%	18%
Rarely	23%	23%	24%	24%	17%	25%	26%	22%	26%	23%	28%	24%	26%	24%	15%
Never	53%	50%	51%	59%	59%	49%	45%	56%	42%	37%	42%	44%	38%	36%	47%
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3%	3%	2%	1%	10%	3%	3%	2%	3%	7%	2%	2%	4%	6%	-

ZYN_q14. In general how much influence, if any, do you believe a celebrity's stylist has over their fashion decisions?

Unweighted base	1132	440	321	194	176	907	392	300	315	77	323	102	333	195	20
Base: All US adults	1116	451	312	183	170	892	387	280	320	85	313	103	353	209	19
A lot of influence	23%	21%	25%	32%	17%	23%	28%	25%	27%	17%	30%	25%	27%	30%	29%
Somewhat of an influence	32%	32%	37%	27%	29%	33%	36%	32%	34%	36%	34%	43%	33%	32%	28%
Not a lot of influence	12%	15%	10%	10%	8%	13%	10%	11%	13%	19%	10%	7%	13%	16%	-
No influence at all	16%	17%	16%	17%	15%	16%	14%	17%	12%	10%	14%	8%	11%	7%	15%
Don't know	17%	14%	13%	15%	30%	16%	12%	16%	13%	17%	12%	17%	15%	14%	27%

ZYN_q15_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I try to emulate celebrity style

Unweighted base	1132	440	321	194	176	907	392	300	315	77	323	102	333	195	20
Base: All US adults	1116	451	312	183	170	892	387	280	320	85	313	103	353	209	19
Strongly agree	5%	6%	3%	3%	6%	5%	6%	4%	7%	11%	5%	13%	7%	9%	19%
Somewhat agree	8%	10%	6%	8%	3%	7%	9%	6%	12%	11%	8%	11%	12%	14%	10%
Somewhat disagree	16%	17%	15%	15%	12%	17%	19%	16%	21%	28%	22%	21%	23%	24%	19%
Strongly disagree	65%	59%	71%	71%	65%	64%	59%	69%	54%	42%	58%	50%	52%	45%	51%
Don't know	7%	8%	5%	3%	14%	7%	8%	5%	6%	8%	6%	5%	7%	9%	-
Net: Agree	12%	16%	9%	11%	9%	12%	15%	10%	19%	22%	13%	24%	18%	22%	29%
Net: Disagree	81%	76%	86%	86%	77%	81%	78%	85%	76%	70%	80%	71%	74%	69%	71%

YouGovNY

November Omni

US_nat Sample: 10th - 13th November 2017



Total			
	Other	Don't know	None

ZYN_q13. How often, if ever, do you look at photos or watch videos of celebrities when searching for new fashion/style ideas and tips?

Unweighted base	1132	15	8	133
Base: All US adults	1116	15	8	128
Often	5%	7%	-	1%
Sometimes	16%	7%	11%	8%
Rarely	23%	10%	-	13%
Never	53%	68%	56%	75%
Never	-	-	-	-
Don't know	3%	8%	34%	2%

ZYN_q14. In general how much influence, if any, do you believe a celebrity's stylist has over their fashion decisions?

Unweighted base	1132	15	8	133
Base: All US adults	1116	15	8	128
A lot of influence	23%	47%	-	21%
Somewhat of an influence	32%	19%	36%	32%
Not a lot of influence	12%	-	10%	7%
No influence at all	16%	21%	21%	18%
Don't know	17%	13%	34%	22%

ZYN_q15_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I try to emulate celebrity style

Unweighted base	1132	15	8	133
Base: All US adults	1116	15	8	128
Strongly agree	5%	-	-	3%
Somewhat agree	8%	12%	11%	1%
Somewhat disagree	16%	7%	31%	10%
Strongly disagree	65%	67%	10%	77%
Don't know	7%	13%	48%	9%
Net: Agree	12%	12%	11%	4%
Net: Disagree	81%	74%	41%	87%

YouGovNY
November Omni

US_nat Sample: 10th - 13th November 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYN_q15_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I either watch the red carpet before major televised events, or I look up pictures/video afterwards

Unweighted base	1132	509	623	321	315	496	209	241	411	271	796	134	98	104
Base: All US adults	1116	555	561	353	322	441	199	228	418	271	717	137	165	98
Strongly agree	7%	7%	7%	11%	6%	4%	10%	7%	6%	7%	6%	14%	4%	11%
Somewhat agree	16%	13%	19%	19%	16%	14%	16%	21%	16%	11%	14%	16%	22%	18%
Somewhat disagree	15%	13%	18%	17%	18%	13%	16%	13%	16%	17%	12%	18%	30%	12%
Strongly disagree	53%	60%	47%	41%	51%	64%	50%	50%	54%	57%	60%	42%	36%	48%
Don't know	8%	8%	9%	12%	8%	5%	7%	9%	8%	8%	7%	11%	8%	12%
Net: Agree	23%	20%	26%	30%	22%	18%	27%	28%	22%	18%	20%	30%	26%	28%
Net: Disagree	69%	72%	65%	58%	69%	77%	66%	63%	70%	74%	72%	60%	65%	60%

ZYN_q15_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - The media is overly critical of how celebrities dress

Unweighted base	1132	509	623	321	315	496	209	241	411	271	796	134	98	104
Base: All US adults	1116	555	561	353	322	441	199	228	418	271	717	137	165	98
Strongly agree	28%	24%	32%	31%	29%	26%	31%	28%	28%	26%	30%	26%	17%	33%
Somewhat agree	35%	36%	34%	36%	33%	36%	42%	33%	34%	33%	35%	31%	39%	35%
Somewhat disagree	13%	13%	14%	15%	13%	13%	11%	13%	14%	14%	11%	15%	22%	11%
Strongly disagree	7%	8%	7%	6%	8%	8%	5%	9%	9%	5%	7%	7%	10%	7%
Don't know	16%	19%	13%	13%	17%	18%	11%	17%	15%	21%	17%	20%	12%	14%
Net: Agree	63%	60%	66%	67%	62%	61%	73%	61%	62%	59%	65%	58%	56%	68%
Net: Disagree	21%	20%	21%	20%	21%	21%	16%	22%	23%	20%	18%	22%	32%	19%

ZYN_q15_4. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - The only reason celebrities are fashionable is because they have the money to be

Unweighted base	1132	509	623	321	315	496	209	241	411	271	796	134	98	104
Base: All US adults	1116	555	561	353	322	441	199	228	418	271	717	137	165	98
Strongly agree	39%	37%	41%	32%	37%	47%	42%	37%	39%	39%	41%	39%	33%	36%
Somewhat agree	35%	35%	35%	35%	35%	36%	38%	38%	33%	33%	38%	28%	29%	32%
Somewhat disagree	13%	13%	12%	18%	14%	8%	12%	9%	16%	11%	9%	13%	26%	16%
Strongly disagree	5%	5%	4%	5%	5%	3%	3%	5%	3%	8%	4%	8%	7%	4%
Don't know	8%	9%	7%	10%	10%	6%	4%	11%	8%	9%	8%	12%	5%	12%
Net: Agree	74%	72%	76%	68%	71%	82%	81%	75%	73%	72%	80%	67%	62%	68%
Net: Disagree	17%	18%	17%	23%	19%	12%	15%	13%	20%	19%	13%	21%	33%	20%

Cell Contents (Column Percentages)

YouGovNY
November Omni

US_nat Sample: 10th - 13th November 2017



Total	Education				Marital Status						Children under the age of 18	
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No

ZYN_q15_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I either watch the red carpet before major televised events, or I look up pictures/video afterwards

Unweighted base	1132	433	381	203	115	518	22	134	72	346	40	219	913
Base: All US adults	1116	466	355	192	104	505	27	122	68	353	41	240	877
Strongly agree	7%	8%	6%	7%	10%	7%	6%	6%	3%	9%	4%	11%	6%
Somewhat agree	16%	14%	17%	19%	15%	17%	6%	10%	15%	18%	10%	18%	16%
Somewhat disagree	15%	17%	16%	15%	8%	15%	12%	23%	16%	14%	17%	20%	14%
Strongly disagree	53%	50%	55%	53%	62%	54%	60%	55%	60%	49%	63%	41%	57%
Don't know	8%	11%	6%	7%	5%	7%	16%	6%	5%	10%	7%	10%	8%
Net: Agree	23%	22%	23%	26%	25%	24%	12%	16%	19%	27%	14%	29%	22%
Net: Disagree	69%	67%	71%	68%	70%	69%	72%	78%	76%	62%	79%	62%	71%

ZYN_q15_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - The media is overly critical of how celebrities dress

Unweighted base	1132	433	381	203	115	518	22	134	72	346	40	219	913
Base: All US adults	1116	466	355	192	104	505	27	122	68	353	41	240	877
Strongly agree	28%	25%	30%	32%	26%	25%	33%	29%	22%	33%	35%	30%	28%
Somewhat agree	35%	35%	33%	39%	35%	34%	43%	39%	36%	35%	26%	32%	36%
Somewhat disagree	13%	13%	18%	9%	8%	15%	10%	10%	20%	10%	14%	17%	12%
Strongly disagree	7%	9%	5%	6%	8%	9%	-	8%	5%	6%	4%	9%	7%
Don't know	16%	18%	13%	14%	23%	17%	14%	14%	17%	15%	21%	12%	17%
Net: Agree	63%	60%	63%	72%	61%	59%	76%	68%	58%	68%	61%	62%	64%
Net: Disagree	21%	22%	23%	15%	16%	24%	10%	18%	25%	17%	18%	26%	19%

ZYN_q15_4. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - The only reason celebrities are fashionable is because they have the money to be

Unweighted base	1132	433	381	203	115	518	22	134	72	346	40	219	913
Base: All US adults	1116	466	355	192	104	505	27	122	68	353	41	240	877
Strongly agree	39%	44%	36%	39%	31%	39%	15%	46%	46%	38%	44%	36%	40%
Somewhat agree	35%	30%	37%	38%	46%	36%	42%	33%	36%	33%	40%	40%	34%
Somewhat disagree	13%	12%	16%	11%	9%	13%	24%	15%	11%	11%	10%	16%	12%
Strongly disagree	5%	5%	5%	4%	5%	3%	5%	3%	2%	8%	-	3%	5%
Don't know	8%	9%	7%	9%	10%	9%	14%	3%	4%	10%	6%	6%	9%
Net: Agree	74%	74%	73%	76%	77%	75%	57%	79%	82%	71%	84%	75%	74%
Net: Disagree	17%	17%	20%	15%	13%	16%	29%	18%	14%	19%	10%	19%	17%

YouGovNY
November Omni

US_nat Sample: 10th - 13th November 2017



Total	Income				Social networks membership									
	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope

ZYN_q15_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I either watch the red carpet before major televised events, or I look up pictures/video afterwards

Unweighted base	1132	440	321	194	176	907	392	300	315	77	323	102	333	195	20
Base: All US adults	1116	451	312	183	170	892	387	280	320	85	313	103	353	209	19
Strongly agree	7%	8%	7%	8%	4%	7%	11%	8%	10%	11%	10%	15%	12%	14%	26%
Somewhat agree	16%	15%	17%	17%	14%	17%	19%	19%	20%	20%	21%	15%	20%	19%	15%
Somewhat disagree	15%	18%	14%	13%	14%	17%	15%	13%	21%	20%	17%	16%	18%	18%	9%
Strongly disagree	53%	51%	56%	57%	51%	51%	49%	55%	40%	38%	43%	48%	41%	39%	50%
Don't know	8%	9%	5%	5%	16%	8%	6%	5%	8%	11%	9%	6%	9%	11%	-
Net: Agree	23%	23%	25%	25%	18%	25%	30%	27%	31%	31%	31%	30%	31%	33%	41%
Net: Disagree	69%	68%	70%	70%	66%	68%	64%	68%	62%	58%	60%	64%	59%	57%	59%

ZYN_q15_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - The media is overly critical of how celebrities dress

Unweighted base	1132	440	321	194	176	907	392	300	315	77	323	102	333	195	20
Base: All US adults	1116	451	312	183	170	892	387	280	320	85	313	103	353	209	19
Strongly agree	28%	31%	23%	30%	28%	28%	32%	24%	30%	39%	31%	46%	33%	34%	43%
Somewhat agree	35%	34%	39%	36%	29%	37%	34%	38%	38%	30%	35%	28%	35%	36%	37%
Somewhat disagree	13%	14%	13%	14%	11%	14%	15%	13%	14%	12%	14%	11%	14%	14%	4%
Strongly disagree	7%	9%	9%	5%	4%	7%	6%	6%	7%	9%	7%	5%	4%	5%	6%
Don't know	16%	13%	16%	14%	28%	15%	13%	19%	11%	10%	12%	9%	13%	12%	10%
Net: Agree	63%	65%	63%	66%	57%	65%	66%	62%	68%	69%	66%	75%	68%	69%	80%
Net: Disagree	21%	23%	22%	20%	15%	21%	21%	19%	21%	21%	22%	16%	18%	19%	10%

ZYN_q15_4. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - The only reason celebrities are fashionable is because they have the money to be

Unweighted base	1132	440	321	194	176	907	392	300	315	77	323	102	333	195	20
Base: All US adults	1116	451	312	183	170	892	387	280	320	85	313	103	353	209	19
Strongly agree	39%	39%	43%	36%	37%	39%	39%	36%	40%	34%	36%	37%	40%	38%	48%
Somewhat agree	35%	34%	33%	41%	36%	36%	37%	41%	32%	41%	38%	40%	35%	35%	27%
Somewhat disagree	13%	15%	12%	14%	7%	14%	14%	12%	16%	8%	14%	11%	14%	14%	5%
Strongly disagree	5%	5%	5%	3%	3%	4%	3%	4%	6%	4%	4%	5%	4%	4%	15%
Don't know	8%	7%	6%	6%	17%	7%	7%	6%	6%	13%	8%	7%	8%	9%	4%
Net: Agree	74%	73%	76%	77%	73%	75%	76%	77%	72%	75%	74%	77%	75%	73%	75%
Net: Disagree	17%	20%	18%	17%	10%	18%	17%	17%	22%	12%	18%	16%	18%	19%	21%



Total			
	Other	Don't know	None

ZYN_q15_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I either watch the red carpet before major televised events, or I look up pictures/video afterwards

Unweighted base	1132	15	8	133
Base: All US adults	1116	15	8	128
Strongly agree	7%	7%	10%	2%
Somewhat agree	16%	13%	22%	9%
Somewhat disagree	15%	6%	20%	7%
Strongly disagree	53%	54%	-	69%
Don't know	8%	20%	48%	12%
Net: Agree	23%	20%	32%	11%
Net: Disagree	69%	60%	20%	76%

ZYN_q15_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - The media is overly critical of how celebrities dress

Unweighted base	1132	15	8	133
Base: All US adults	1116	15	8	128
Strongly agree	28%	32%	10%	27%
Somewhat agree	35%	26%	32%	26%
Somewhat disagree	13%	12%	10%	12%
Strongly disagree	7%	-	-	9%
Don't know	16%	29%	48%	27%
Net: Agree	63%	59%	42%	53%
Net: Disagree	21%	12%	10%	21%

ZYN_q15_4. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - The only reason celebrities are fashionable is because they have the money to be

Unweighted base	1132	15	8	133
Base: All US adults	1116	15	8	128
Strongly agree	39%	31%	10%	43%
Somewhat agree	35%	33%	32%	32%
Somewhat disagree	13%	8%	10%	7%
Strongly disagree	5%	6%	-	5%
Don't know	8%	22%	48%	14%
Net: Agree	74%	64%	42%	74%
Net: Disagree	17%	14%	10%	12%