

YouGov Survey: Media Treatment of Celebrities



Sample 1122 U.S. adult citizens
 Conducted November 26 - December 3, 2024
 Margin of Error ±3.8%

1. Do you think that 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	19%	40%	12%	4%	25%
Men later in their career	19%	39%	12%	4%	25%
Women early in their career	16%	34%	20%	8%	23%
Women later in their career	11%	31%	23%	11%	24%

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

More fair	18%
Less fair	27%
No change	32%
Not sure	24%

3. Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Very positive	Some-what positive	Equally positive and negative	Some-what negative	Very negative	Not sure	I don't know who this is
Taylor Swift	39%	20%	23%	4%	3%	11%	1%
Ryan Gosling	22%	22%	23%	3%	1%	20%	9%
Ariana Grande	18%	25%	23%	5%	2%	18%	9%
Michael Jackson	13%	15%	30%	18%	12%	11%	1%
Justin Timberlake	13%	25%	32%	8%	2%	19%	2%
Will Smith	13%	21%	32%	13%	7%	14%	1%
Janet Jackson	12%	21%	31%	11%	3%	20%	2%
Justin Bieber	11%	17%	35%	17%	4%	15%	1%
Drake	10%	14%	26%	10%	4%	19%	17%
Britney Spears	8%	10%	22%	26%	17%	15%	2%
Miley Cyrus	7%	18%	33%	19%	6%	15%	2%
Macaulay Culkin	6%	13%	30%	20%	5%	18%	8%
Chappell Roan	5%	10%	14%	5%	1%	17%	46%
Shia LaBeouf	5%	9%	24%	13%	6%	18%	25%
Lindsay Lohan	5%	10%	25%	24%	14%	18%	5%
Amanda Bynes	5%	9%	20%	11%	11%	17%	27%

4. Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Mostly fair	Mostly unfair	Not sure	I don't know who this is
Taylor Swift	67%	9%	24%	1%
Will Smith	63%	12%	25%	1%
Justin Timberlake	60%	8%	30%	2%
Ariana Grande	53%	8%	30%	9%
Ryan Gosling	52%	7%	32%	10%
Janet Jackson	51%	17%	30%	3%
Justin Bieber	50%	20%	29%	1%
Miley Cyrus	49%	22%	28%	2%
Michael Jackson	46%	30%	23%	1%
Drake	41%	11%	31%	17%
Macaulay Culkin	39%	23%	30%	8%
Britney Spears	36%	37%	25%	2%
Lindsay Lohan	35%	31%	29%	5%
Shia LaBeouf	30%	14%	31%	25%
Amanda Bynes	25%	18%	29%	27%
Chappell Roan	21%	8%	25%	46%

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Interviewing Dates	November 26 - December 3, 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, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.596, with a mean of one and a standard deviation of 0.825.
Number of respondents	1122
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	90 questions not reported.

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1A. Fairness of Media Coverage of Celebrities by Gender and Age — Men early in their career

Do you think that 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	19%	18%	20%	15%	20%	19%	23%	20%	24%	17%	9%
Somewhat fair	40%	44%	37%	41%	33%	44%	42%	42%	33%	40%	36%
Somewhat unfair	12%	14%	9%	15%	15%	9%	8%	11%	11%	16%	9%
Very unfair	4%	3%	5%	5%	3%	6%	1%	3%	4%	3%	16%
Not sure	25%	20%	29%	24%	29%	22%	26%	24%	28%	24%	30%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,121)	(551)	(570)	(325)	(225)	(311)	(260)	(687)	(162)	(159)	(113)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very fair	19%	25%	15%	18%	24%	18%	21%	21%	17%	20%	22%	19%	17%
Somewhat fair	40%	43%	37%	41%	43%	40%	42%	39%	45%	38%	38%	42%	42%
Somewhat unfair	12%	11%	11%	13%	12%	12%	10%	11%	15%	17%	12%	9%	12%
Very unfair	4%	2%	4%	5%	3%	5%	4%	4%	4%	1%	4%	5%	5%
Not sure	25%	18%	33%	24%	19%	25%	22%	25%	20%	24%	24%	26%	25%
Totals	100%	99%	100%	101%	101%	100%	99%	100%	101%	100%	100%	101%	101%
Unweighted N	(1,121)	(429)	(349)	(343)	(461)	(418)	(427)	(311)	(233)	(190)	(235)	(435)	(261)

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1B. Fairness of Media Coverage of Celebrities by Gender and Age — Men later in their career

Do you think that 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	19%	19%	20%	15%	20%	20%	21%	21%	26%	14%	7%
Somewhat fair	39%	42%	36%	41%	35%	41%	38%	38%	35%	45%	37%
Somewhat unfair	12%	15%	10%	11%	12%	12%	15%	13%	9%	9%	12%
Very unfair	4%	5%	4%	6%	3%	5%	3%	4%	3%	4%	12%
Not sure	25%	20%	30%	27%	30%	22%	23%	24%	27%	28%	31%
Totals	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,121)	(551)	(570)	(325)	(225)	(311)	(260)	(687)	(162)	(159)	(113)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very fair	19%	23%	17%	18%	24%	19%	19%	23%	21%	16%	24%	18%	20%
Somewhat fair	39%	42%	34%	41%	39%	41%	40%	39%	42%	35%	40%	41%	37%
Somewhat unfair	12%	14%	12%	11%	16%	10%	15%	10%	13%	21%	9%	10%	13%
Very unfair	4%	3%	5%	5%	4%	5%	5%	5%	4%	3%	4%	4%	5%
Not sure	25%	18%	33%	25%	16%	25%	22%	23%	19%	25%	23%	27%	25%
Totals	99%	100%	101%	100%	99%	100%	101%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,121)	(429)	(349)	(343)	(461)	(418)	(427)	(311)	(233)	(190)	(235)	(435)	(261)

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1C. Fairness of Media Coverage of Celebrities by Gender and Age — Women early in their career

Do you think that 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%	21%	11%	16%	20%	13%	15%	15%	25%	13%	14%
Somewhat fair	34%	37%	32%	34%	26%	35%	42%	35%	31%	37%	30%
Somewhat unfair	20%	18%	21%	20%	23%	19%	16%	22%	13%	15%	20%
Very unfair	8%	6%	10%	8%	7%	11%	3%	7%	6%	9%	10%
Not sure	23%	19%	26%	21%	24%	21%	24%	21%	25%	26%	26%
Totals	101%	101%	100%	99%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,121)	(551)	(570)	(325)	(226)	(310)	(260)	(687)	(162)	(159)	(113)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very fair	16%	18%	13%	17%	12%	18%	16%	16%	16%	17%	17%	14%	16%
Somewhat fair	34%	34%	30%	39%	35%	35%	38%	37%	32%	36%	30%	37%	33%
Somewhat unfair	20%	26%	19%	14%	28%	17%	19%	17%	26%	17%	22%	18%	22%
Very unfair	8%	8%	7%	8%	11%	5%	7%	9%	7%	8%	9%	7%	7%
Not sure	23%	14%	31%	22%	14%	25%	20%	21%	19%	21%	21%	24%	22%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(1,121)	(429)	(349)	(343)	(461)	(418)	(428)	(310)	(233)	(190)	(235)	(435)	(261)

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1D. Fairness of Media Coverage of Celebrities by Gender and Age — Women later in their career

Do you think that 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	11%	16%	7%	11%	11%	12%	9%	11%	14%	6%	10%
Somewhat fair	31%	35%	27%	34%	30%	32%	28%	31%	31%	38%	22%
Somewhat unfair	23%	21%	25%	23%	24%	20%	28%	24%	19%	24%	24%
Very unfair	11%	8%	14%	7%	9%	13%	13%	12%	8%	7%	13%
Not sure	24%	20%	27%	24%	25%	23%	22%	22%	27%	26%	32%
Totals	100%	100%	100%	99%	99%	100%	100%	100%	99%	101%	101%
Unweighted N	(1,119)	(550)	(569)	(325)	(224)	(311)	(259)	(686)	(161)	(159)	(113)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very fair	11%	8%	11%	14%	8%	15%	10%	11%	13%	11%	11%	11%	11%
Somewhat fair	31%	29%	28%	36%	24%	36%	32%	31%	36%	31%	34%	32%	27%
Somewhat unfair	23%	31%	21%	19%	34%	18%	27%	22%	23%	24%	23%	22%	27%
Very unfair	11%	15%	10%	8%	20%	6%	10%	12%	10%	9%	11%	11%	14%
Not sure	24%	16%	30%	24%	14%	25%	21%	24%	18%	26%	22%	25%	21%
Totals	100%	99%	100%	101%	100%	100%	100%	100%	100%	101%	101%	101%	100%
Unweighted N	(1,119)	(427)	(348)	(344)	(459)	(419)	(426)	(311)	(232)	(190)	(234)	(435)	(260)

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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?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More fair	18%	21%	15%	23%	28%	11%	10%	15%	24%	19%	24%
Less fair	27%	29%	25%	19%	29%	31%	28%	28%	29%	23%	23%
No change	32%	33%	31%	32%	19%	37%	38%	32%	29%	32%	32%
Not sure	24%	18%	29%	26%	24%	21%	24%	25%	18%	25%	21%
Totals	101%	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,119)	(549)	(570)	(325)	(224)	(311)	(259)	(687)	(160)	(159)	(113)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More fair	18%	23%	14%	16%	16%	18%	17%	20%	20%	26%	12%	17%	16%
Less fair	27%	27%	25%	29%	34%	26%	31%	23%	29%	28%	25%	27%	29%
No change	32%	29%	30%	36%	28%	36%	34%	32%	28%	27%	39%	29%	32%
Not sure	24%	20%	31%	19%	21%	20%	18%	25%	23%	18%	23%	26%	23%
Totals	101%	99%	100%	100%	99%	100%	100%	100%	100%	99%	99%	99%	100%
Unweighted N	(1,119)	(428)	(349)	(342)	(460)	(418)	(426)	(311)	(233)	(190)	(236)	(434)	(259)

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3A. Positive or Negative of Media Coverage of Specific Celebrities — Taylor Swift

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	39%	41%	37%	33%	39%	38%	46%	39%	44%	37%	35%
Somewhat positive	20%	21%	19%	20%	17%	23%	18%	19%	19%	17%	27%
Equally positive and negative	23%	22%	24%	28%	21%	23%	20%	23%	22%	26%	14%
Somewhat negative	4%	3%	4%	6%	5%	1%	4%	5%	2%	3%	0%
Very negative	3%	3%	3%	0%	4%	5%	1%	3%	4%	3%	2%
Not sure	11%	9%	13%	12%	13%	9%	10%	10%	9%	13%	20%
I don't know who this is	1%	2%	0%	1%	0%	1%	1%	1%	0%	0%	2%
Totals	101%	101%	100%	100%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,112)	(546)	(566)	(324)	(222)	(309)	(257)	(683)	(158)	(158)	(113)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	39%	38%	37%	41%	45%	41%	40%	39%	38%	32%	43%	41%	37%
Somewhat positive	20%	23%	17%	19%	22%	18%	22%	22%	20%	30%	17%	16%	21%
Equally positive and negative	23%	24%	24%	21%	20%	23%	23%	21%	23%	21%	21%	26%	21%
Somewhat negative	4%	5%	4%	3%	5%	4%	3%	4%	5%	2%	4%	3%	7%
Very negative	3%	3%	3%	4%	2%	3%	4%	3%	1%	4%	4%	2%	2%
Not sure	11%	7%	15%	10%	6%	9%	8%	12%	12%	12%	10%	11%	11%
I don't know who this is	1%	0%	0%	2%	0%	1%	1%	1%	1%	0%	0%	2%	0%
Totals	101%	100%	100%	100%	100%	99%	101%	102%	100%	101%	99%	101%	99%
Unweighted N	(1,112)	(424)	(347)	(341)	(454)	(416)	(426)	(307)	(230)	(188)	(234)	(431)	(259)

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3B. Positive or Negative of Media Coverage of Specific Celebrities — Ryan Gosling

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	22%	18%	25%	22%	27%	20%	18%	22%	21%	24%	17%
Somewhat positive	22%	26%	19%	20%	28%	20%	22%	23%	28%	16%	19%
Equally positive and negative	23%	28%	18%	24%	18%	27%	22%	24%	19%	20%	21%
Somewhat negative	3%	2%	3%	2%	3%	4%	2%	3%	1%	4%	2%
Very negative	1%	1%	1%	0%	0%	1%	2%	1%	0%	0%	3%
Not sure	20%	14%	25%	21%	20%	18%	20%	17%	24%	25%	26%
I don't know who this is	9%	10%	9%	10%	4%	10%	15%	9%	7%	11%	11%
Totals	100%	99%	100%	99%	100%	100%	101%	99%	100%	100%	99%
Unweighted N	(1,113)	(547)	(566)	(324)	(224)	(310)	(255)	(683)	(160)	(158)	(112)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	22%	24%	18%	23%	26%	20%	22%	23%	20%	13%	20%	26%	23%
Somewhat positive	22%	31%	19%	18%	30%	20%	23%	20%	31%	27%	21%	19%	26%
Equally positive and negative	23%	20%	24%	24%	20%	26%	23%	20%	27%	30%	23%	21%	20%
Somewhat negative	3%	3%	2%	4%	1%	4%	4%	4%	1%	4%	5%	2%	1%
Very negative	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
Not sure	20%	17%	25%	17%	18%	15%	17%	23%	14%	20%	22%	19%	20%
I don't know who this is	9%	3%	12%	13%	4%	15%	10%	9%	7%	5%	7%	12%	9%
Totals	100%	99%	101%	100%	100%	101%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,113)	(425)	(347)	(341)	(456)	(415)	(427)	(306)	(231)	(189)	(234)	(430)	(260)

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3C. Positive or Negative of Media Coverage of Specific Celebrities — Ariana Grande

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	18%	21%	16%	22%	24%	16%	12%	15%	27%	29%	10%
Somewhat positive	25%	22%	28%	29%	20%	28%	21%	25%	27%	23%	26%
Equally positive and negative	23%	23%	24%	23%	26%	22%	22%	23%	27%	22%	24%
Somewhat negative	5%	6%	4%	5%	5%	6%	3%	6%	2%	6%	1%
Very negative	2%	1%	2%	3%	2%	0%	2%	2%	1%	1%	4%
Not sure	18%	15%	21%	14%	20%	18%	21%	17%	16%	18%	31%
I don't know who this is	9%	12%	7%	3%	3%	10%	19%	13%	1%	1%	4%
Totals	100%	100%	102%	99%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(1,114)	(546)	(568)	(324)	(223)	(310)	(257)	(685)	(160)	(157)	(112)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	18%	18%	19%	18%	17%	17%	19%	21%	20%	21%	16%	20%	16%
Somewhat positive	25%	32%	24%	18%	32%	20%	27%	23%	24%	23%	24%	27%	24%
Equally positive and negative	23%	26%	21%	23%	28%	25%	23%	22%	25%	24%	25%	22%	22%
Somewhat negative	5%	5%	2%	7%	3%	6%	6%	4%	5%	3%	5%	4%	7%
Very negative	2%	1%	3%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%
Not sure	18%	15%	22%	18%	14%	15%	15%	20%	16%	19%	14%	19%	21%
I don't know who this is	9%	3%	9%	15%	4%	16%	9%	9%	9%	8%	13%	7%	8%
Totals	100%	100%	100%	100%	99%	100%	101%	101%	100%	99%	99%	100%	100%
Unweighted N	(1,114)	(426)	(346)	(342)	(456)	(416)	(426)	(306)	(233)	(188)	(235)	(433)	(258)

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3D. Positive or Negative of Media Coverage of Specific Celebrities — Michael Jackson

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	13%	16%	11%	25%	12%	9%	10%	12%	18%	20%	5%
Somewhat positive	15%	16%	13%	24%	13%	11%	12%	13%	18%	11%	29%
Equally positive and negative	30%	30%	30%	25%	27%	36%	29%	29%	32%	31%	27%
Somewhat negative	18%	18%	17%	10%	13%	22%	26%	20%	10%	14%	18%
Very negative	12%	11%	13%	3%	20%	13%	12%	13%	14%	8%	7%
Not sure	11%	7%	15%	8%	15%	10%	11%	11%	8%	14%	14%
I don't know who this is	1%	2%	1%	4%	1%	1%	0%	1%	0%	2%	0%
Totals	100%	100%	100%	99%	101%	102%	100%	99%	100%	100%	100%
Unweighted N	(1,112)	(548)	(564)	(324)	(223)	(311)	(254)	(683)	(161)	(159)	(109)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	13%	15%	13%	11%	14%	8%	14%	10%	16%	12%	10%	16%	14%
Somewhat positive	15%	14%	15%	14%	11%	13%	13%	17%	12%	19%	12%	12%	17%
Equally positive and negative	30%	27%	29%	34%	28%	36%	33%	25%	32%	35%	26%	30%	30%
Somewhat negative	18%	20%	15%	19%	25%	19%	15%	23%	17%	15%	22%	18%	17%
Very negative	12%	14%	11%	12%	15%	14%	15%	10%	11%	10%	18%	11%	11%
Not sure	11%	10%	15%	8%	8%	8%	9%	13%	10%	8%	12%	12%	11%
I don't know who this is	1%	0%	2%	1%	0%	2%	0%	2%	1%	1%	1%	2%	0%
Totals	100%	100%	100%	99%	101%	100%	99%	100%	99%	100%	101%	101%	100%
Unweighted N	(1,112)	(425)	(346)	(341)	(458)	(413)	(426)	(305)	(231)	(190)	(233)	(430)	(259)

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3E. Positive or Negative of Media Coverage of Specific Celebrities — Justin Timberlake

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	13%	14%	12%	17%	13%	13%	9%	10%	20%	21%	9%
Somewhat positive	25%	24%	26%	23%	30%	23%	24%	25%	30%	17%	23%
Equally positive and negative	32%	32%	31%	28%	25%	35%	38%	34%	26%	25%	27%
Somewhat negative	8%	10%	6%	4%	6%	13%	8%	9%	4%	9%	9%
Very negative	2%	2%	3%	1%	5%	2%	2%	2%	4%	4%	1%
Not sure	19%	17%	21%	23%	21%	14%	19%	17%	16%	24%	30%
I don't know who this is	2%	2%	2%	5%	0%	2%	1%	3%	0%	1%	1%
Totals	101%	101%	101%	101%	100%	102%	101%	100%	100%	101%	100%
Unweighted N	(1,114)	(545)	(569)	(325)	(224)	(309)	(256)	(684)	(160)	(158)	(112)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	13%	15%	11%	12%	16%	12%	14%	13%	12%	12%	11%	15%	12%
Somewhat positive	25%	32%	21%	22%	29%	25%	25%	23%	31%	22%	24%	24%	30%
Equally positive and negative	32%	28%	34%	33%	30%	34%	31%	32%	30%	37%	36%	28%	30%
Somewhat negative	8%	8%	5%	12%	9%	10%	9%	8%	8%	7%	7%	9%	8%
Very negative	2%	2%	3%	1%	2%	1%	4%	1%	1%	4%	4%	2%	1%
Not sure	19%	14%	25%	17%	12%	14%	15%	21%	16%	17%	17%	21%	18%
I don't know who this is	2%	1%	2%	3%	1%	2%	1%	1%	2%	1%	1%	2%	2%
Totals	101%	100%	101%	100%	99%	98%	99%	99%	100%	100%	100%	101%	101%
Unweighted N	(1,114)	(426)	(346)	(342)	(457)	(416)	(425)	(307)	(233)	(189)	(232)	(432)	(261)

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3F. Positive or Negative of Media Coverage of Specific Celebrities — Will Smith

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	13%	15%	11%	16%	10%	13%	12%	12%	18%	14%	4%
Somewhat positive	21%	20%	22%	21%	24%	17%	22%	23%	21%	10%	18%
Equally positive and negative	32%	33%	30%	30%	32%	34%	31%	31%	30%	32%	39%
Somewhat negative	13%	14%	12%	13%	6%	16%	17%	14%	10%	15%	9%
Very negative	7%	8%	7%	4%	11%	8%	4%	6%	11%	11%	1%
Not sure	14%	10%	17%	14%	16%	11%	13%	12%	9%	16%	28%
I don't know who this is	1%	1%	1%	2%	1%	1%	0%	1%	0%	0%	1%
Totals	101%	101%	100%	100%	100%	100%	99%	99%	99%	98%	100%
Unweighted N	(1,110)	(545)	(565)	(323)	(222)	(310)	(255)	(679)	(162)	(157)	(112)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	13%	13%	13%	12%	13%	11%	14%	11%	13%	18%	10%	14%	10%
Somewhat positive	21%	24%	16%	23%	23%	21%	21%	21%	22%	19%	27%	18%	21%
Equally positive and negative	32%	33%	33%	29%	36%	32%	30%	32%	33%	34%	28%	32%	34%
Somewhat negative	13%	13%	14%	12%	15%	15%	15%	13%	13%	11%	15%	11%	18%
Very negative	7%	7%	7%	8%	6%	7%	8%	8%	4%	9%	6%	8%	5%
Not sure	14%	11%	17%	13%	7%	11%	12%	13%	12%	9%	14%	16%	13%
I don't know who this is	1%	1%	0%	2%	0%	3%	0%	2%	2%	0%	0%	2%	0%
Totals	101%	102%	100%	99%	100%	100%	100%	100%	99%	100%	100%	101%	101%
Unweighted N	(1,110)	(426)	(343)	(341)	(457)	(413)	(427)	(302)	(232)	(188)	(234)	(429)	(259)

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3G. Positive or Negative of Media Coverage of Specific Celebrities — Janet Jackson

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	12%	13%	11%	9%	15%	14%	7%	9%	22%	18%	6%
Somewhat positive	21%	23%	19%	18%	21%	21%	25%	21%	24%	19%	24%
Equally positive and negative	31%	31%	30%	28%	24%	34%	35%	33%	29%	24%	23%
Somewhat negative	11%	12%	11%	8%	13%	12%	12%	12%	7%	12%	10%
Very negative	3%	3%	3%	2%	4%	3%	4%	2%	5%	2%	6%
Not sure	20%	16%	23%	26%	21%	17%	17%	20%	12%	21%	28%
I don't know who this is	2%	2%	3%	9%	2%	0%	1%	2%	1%	3%	4%
Totals	100%	100%	100%	100%	100%	101%	101%	99%	100%	99%	101%
Unweighted N	(1,114)	(548)	(566)	(324)	(225)	(309)	(256)	(682)	(162)	(157)	(113)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	12%	11%	12%	12%	9%	11%	14%	9%	16%	12%	10%	14%	10%
Somewhat positive	21%	23%	16%	24%	25%	24%	21%	20%	25%	25%	19%	20%	23%
Equally positive and negative	31%	29%	31%	31%	28%	36%	33%	30%	26%	35%	33%	28%	30%
Somewhat negative	11%	14%	10%	11%	17%	10%	10%	14%	12%	7%	13%	11%	14%
Very negative	3%	5%	1%	2%	6%	2%	4%	3%	2%	3%	4%	2%	2%
Not sure	20%	16%	26%	17%	15%	14%	15%	22%	17%	17%	21%	21%	18%
I don't know who this is	2%	2%	3%	3%	0%	2%	3%	2%	1%	2%	0%	4%	3%
Totals	100%	100%	99%	100%	100%	99%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(1,114)	(426)	(345)	(343)	(458)	(415)	(425)	(307)	(233)	(189)	(233)	(432)	(260)

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3H. Positive or Negative of Media Coverage of Specific Celebrities — Justin Bieber

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	11%	12%	9%	19%	10%	10%	5%	9%	18%	17%	5%
Somewhat positive	17%	15%	18%	20%	14%	15%	18%	17%	19%	12%	14%
Equally positive and negative	35%	35%	35%	29%	41%	38%	32%	36%	34%	31%	39%
Somewhat negative	17%	21%	13%	14%	14%	19%	21%	18%	14%	19%	13%
Very negative	4%	3%	6%	4%	5%	4%	5%	5%	4%	4%	4%
Not sure	15%	11%	18%	13%	15%	12%	20%	14%	10%	17%	25%
I don't know who this is	1%	2%	0%	1%	1%	2%	0%	1%	0%	0%	1%
Totals	100%	99%	99%	100%	100%	100%	101%	100%	99%	100%	101%
Unweighted N	(1,109)	(546)	(563)	(321)	(224)	(307)	(257)	(682)	(161)	(155)	(111)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	11%	10%	13%	10%	10%	10%	11%	11%	12%	13%	6%	14%	9%
Somewhat positive	17%	18%	13%	19%	15%	20%	17%	14%	19%	19%	20%	15%	16%
Equally positive and negative	35%	39%	34%	33%	38%	31%	38%	31%	34%	36%	32%	36%	38%
Somewhat negative	17%	16%	17%	18%	20%	21%	14%	24%	17%	13%	22%	16%	16%
Very negative	4%	5%	5%	4%	5%	4%	7%	2%	3%	4%	6%	5%	3%
Not sure	15%	12%	19%	13%	10%	11%	11%	16%	13%	16%	14%	13%	18%
I don't know who this is	1%	0%	1%	2%	0%	2%	0%	1%	3%	0%	1%	1%	1%
Totals	100%	100%	102%	99%	98%	99%	98%	99%	101%	101%	101%	100%	101%
Unweighted N	(1,109)	(424)	(344)	(341)	(457)	(413)	(427)	(304)	(231)	(188)	(233)	(431)	(257)

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3I. Positive or Negative of Media Coverage of Specific Celebrities — Drake

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	10%	13%	8%	17%	15%	7%	4%	8%	23%	14%	2%
Somewhat positive	14%	16%	13%	17%	17%	12%	12%	13%	19%	16%	13%
Equally positive and negative	26%	27%	25%	30%	25%	29%	17%	25%	24%	26%	34%
Somewhat negative	10%	11%	10%	10%	8%	12%	10%	10%	15%	12%	5%
Very negative	4%	3%	5%	5%	5%	4%	2%	4%	3%	5%	4%
Not sure	19%	14%	23%	18%	22%	17%	18%	18%	14%	23%	23%
I don't know who this is	17%	17%	17%	2%	7%	20%	36%	22%	2%	4%	19%
Totals	100%	101%	101%	99%	99%	101%	99%	100%	100%	100%	100%
Unweighted N	(1,114)	(549)	(565)	(323)	(223)	(310)	(258)	(685)	(160)	(158)	(111)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	10%	12%	8%	11%	9%	9%	12%	10%	7%	8%	8%	11%	12%
Somewhat positive	14%	18%	14%	11%	17%	14%	12%	15%	19%	16%	12%	14%	16%
Equally positive and negative	26%	29%	26%	23%	29%	21%	27%	24%	26%	32%	25%	25%	23%
Somewhat negative	10%	11%	10%	10%	13%	8%	10%	13%	9%	6%	12%	13%	8%
Very negative	4%	3%	4%	4%	2%	5%	6%	2%	2%	4%	4%	4%	4%
Not sure	19%	18%	22%	16%	17%	17%	17%	21%	14%	14%	19%	19%	22%
I don't know who this is	17%	9%	17%	25%	12%	26%	15%	14%	22%	20%	21%	14%	15%
Totals	100%	100%	101%	100%	99%	100%	99%	99%	99%	100%	101%	100%	100%
Unweighted N	(1,114)	(424)	(346)	(344)	(457)	(416)	(426)	(309)	(231)	(190)	(234)	(431)	(259)

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3J. Positive or Negative of Media Coverage of Specific Celebrities — Britney Spears

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	8%	10%	5%	12%	10%	6%	4%	5%	16%	13%	4%
Somewhat positive	10%	12%	9%	16%	9%	8%	9%	11%	12%	8%	8%
Equally positive and negative	22%	23%	21%	25%	20%	21%	25%	23%	21%	22%	21%
Somewhat negative	26%	27%	25%	16%	22%	31%	33%	28%	27%	18%	19%
Very negative	17%	13%	20%	5%	19%	24%	15%	18%	11%	17%	16%
Not sure	15%	11%	19%	22%	18%	10%	14%	14%	10%	22%	24%
I don't know who this is	2%	3%	1%	5%	3%	1%	0%	2%	2%	0%	8%
Totals	100%	99%	100%	101%	101%	101%	100%	101%	99%	100%	100%
Unweighted N	(1,117)	(549)	(568)	(325)	(224)	(310)	(258)	(684)	(161)	(159)	(113)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	8%	8%	6%	9%	5%	7%	9%	6%	9%	11%	4%	8%	9%
Somewhat positive	10%	13%	8%	10%	13%	10%	11%	8%	14%	7%	11%	11%	10%
Equally positive and negative	22%	22%	22%	23%	21%	26%	24%	21%	20%	34%	24%	19%	17%
Somewhat negative	26%	26%	26%	26%	29%	28%	25%	32%	25%	14%	29%	28%	29%
Very negative	17%	19%	14%	18%	23%	18%	18%	14%	18%	16%	18%	15%	18%
Not sure	15%	11%	22%	12%	9%	10%	12%	16%	12%	15%	14%	17%	15%
I don't know who this is	2%	1%	3%	2%	0%	2%	1%	3%	2%	3%	1%	2%	2%
Totals	100%	100%	101%	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,117)	(426)	(348)	(343)	(458)	(418)	(428)	(309)	(231)	(190)	(235)	(434)	(258)

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3K. Positive or Negative of Media Coverage of Specific Celebrities — Miley Cyrus

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	7%	7%	7%	9%	6%	8%	5%	7%	7%	11%	4%
Somewhat positive	18%	19%	17%	23%	19%	13%	19%	17%	23%	15%	27%
Equally positive and negative	33%	34%	32%	32%	30%	35%	33%	36%	30%	29%	17%
Somewhat negative	19%	19%	18%	14%	18%	21%	20%	20%	17%	16%	18%
Very negative	6%	5%	7%	2%	8%	8%	5%	6%	5%	9%	6%
Not sure	15%	14%	17%	16%	17%	13%	16%	14%	16%	18%	27%
I don't know who this is	2%	2%	2%	4%	1%	1%	2%	2%	3%	3%	1%
Totals	100%	100%	100%	100%	99%	99%	100%	102%	101%	101%	100%
Unweighted N	(1,116)	(549)	(567)	(323)	(223)	(311)	(259)	(686)	(161)	(157)	(112)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	7%	6%	6%	9%	8%	8%	9%	5%	8%	10%	3%	7%	9%
Somewhat positive	18%	22%	17%	14%	16%	16%	19%	15%	20%	26%	15%	15%	20%
Equally positive and negative	33%	30%	35%	33%	35%	36%	31%	34%	32%	33%	34%	35%	28%
Somewhat negative	19%	20%	16%	20%	23%	19%	18%	23%	20%	12%	21%	19%	21%
Very negative	6%	7%	5%	6%	7%	7%	8%	6%	5%	4%	9%	5%	6%
Not sure	15%	11%	20%	15%	11%	12%	13%	15%	14%	14%	15%	17%	14%
I don't know who this is	2%	3%	1%	2%	0%	2%	2%	2%	1%	2%	3%	2%	1%
Totals	100%	99%	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%	99%
Unweighted N	(1,116)	(426)	(348)	(342)	(457)	(417)	(427)	(308)	(231)	(190)	(234)	(431)	(261)

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3L. Positive or Negative of Media Coverage of Specific Celebrities — Macaulay Culkin

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	6%	8%	5%	5%	9%	5%	6%	4%	13%	12%	3%
Somewhat positive	13%	15%	11%	18%	14%	11%	10%	12%	22%	9%	10%
Equally positive and negative	30%	30%	29%	27%	27%	35%	28%	30%	32%	27%	28%
Somewhat negative	20%	23%	18%	7%	20%	24%	27%	24%	9%	12%	19%
Very negative	5%	4%	5%	3%	5%	5%	5%	5%	3%	5%	2%
Not sure	18%	16%	21%	21%	18%	16%	19%	16%	16%	26%	30%
I don't know who this is	8%	5%	11%	19%	6%	4%	6%	9%	6%	8%	8%
Totals	100%	101%	100%	100%	99%	100%	101%	100%	101%	99%	100%
Unweighted N	(1,117)	(547)	(570)	(324)	(225)	(311)	(257)	(684)	(161)	(159)	(113)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	6%	7%	4%	7%	6%	7%	7%	6%	8%	9%	3%	7%	5%
Somewhat positive	13%	17%	9%	12%	15%	13%	15%	13%	14%	13%	13%	12%	14%
Equally positive and negative	30%	27%	32%	30%	30%	32%	28%	30%	31%	37%	30%	30%	23%
Somewhat negative	20%	24%	16%	20%	25%	21%	21%	18%	25%	14%	25%	16%	28%
Very negative	5%	4%	5%	5%	6%	5%	5%	4%	4%	4%	7%	4%	3%
Not sure	18%	15%	22%	18%	15%	16%	16%	20%	14%	14%	15%	22%	18%
I don't know who this is	8%	6%	12%	7%	4%	5%	8%	8%	4%	7%	6%	9%	9%
Totals	100%	100%	100%	99%	101%	99%	100%	99%	100%	98%	99%	100%	100%
Unweighted N	(1,117)	(427)	(348)	(342)	(459)	(417)	(427)	(308)	(232)	(189)	(235)	(433)	(260)

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3M. Positive or Negative of Media Coverage of Specific Celebrities — Chappell Roan

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	5%	9%	2%	7%	8%	5%	2%	4%	11%	8%	1%
Somewhat positive	10%	12%	9%	22%	11%	6%	5%	11%	13%	7%	6%
Equally positive and negative	14%	16%	13%	22%	17%	11%	8%	13%	17%	14%	16%
Somewhat negative	5%	6%	4%	6%	8%	5%	2%	5%	6%	5%	4%
Very negative	1%	1%	2%	1%	0%	2%	2%	1%	0%	2%	1%
Not sure	17%	13%	22%	21%	24%	15%	12%	15%	16%	22%	32%
I don't know who this is	46%	44%	49%	21%	33%	57%	71%	50%	36%	42%	40%
Totals	98%	101%	101%	100%	101%	101%	102%	99%	99%	100%	100%
Unweighted N	(1,111)	(544)	(567)	(321)	(223)	(310)	(257)	(683)	(160)	(157)	(111)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	5%	5%	5%	6%	5%	3%	5%	5%	8%	5%	3%	7%	4%
Somewhat positive	10%	15%	10%	7%	13%	7%	9%	10%	14%	7%	11%	11%	11%
Equally positive and negative	14%	17%	11%	14%	16%	15%	14%	14%	13%	20%	16%	11%	12%
Somewhat negative	5%	8%	4%	3%	7%	2%	4%	3%	8%	7%	3%	5%	6%
Very negative	1%	1%	2%	1%	1%	3%	1%	1%	3%	1%	2%	1%	2%
Not sure	17%	17%	23%	12%	15%	14%	14%	23%	12%	18%	13%	19%	19%
I don't know who this is	46%	37%	46%	56%	42%	55%	52%	43%	42%	41%	53%	45%	47%
Totals	98%	100%	101%	99%	99%	99%	99%	99%	100%	99%	101%	99%	101%
Unweighted N	(1,111)	(423)	(345)	(343)	(456)	(416)	(425)	(309)	(229)	(187)	(236)	(430)	(258)

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3N. Positive or Negative of Media Coverage of Specific Celebrities — Shia LaBeouf

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	5%	7%	3%	8%	8%	3%	3%	4%	10%	10%	3%
Somewhat positive	9%	10%	9%	12%	15%	7%	5%	7%	22%	9%	10%
Equally positive and negative	24%	27%	20%	25%	28%	23%	18%	25%	19%	22%	23%
Somewhat negative	13%	13%	12%	11%	14%	14%	12%	14%	8%	14%	8%
Very negative	6%	5%	6%	3%	8%	7%	3%	5%	6%	8%	8%
Not sure	18%	16%	20%	20%	19%	18%	16%	17%	15%	26%	23%
I don't know who this is	25%	22%	28%	21%	9%	28%	43%	29%	20%	11%	25%
Totals	100%	100%	98%	100%	101%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,115)	(547)	(568)	(324)	(226)	(309)	(256)	(685)	(161)	(156)	(113)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	5%	6%	3%	7%	5%	6%	4%	6%	7%	5%	4%	7%	4%
Somewhat positive	9%	15%	9%	5%	10%	5%	9%	14%	7%	16%	8%	7%	11%
Equally positive and negative	24%	27%	22%	22%	28%	22%	24%	20%	29%	30%	21%	21%	26%
Somewhat negative	13%	15%	13%	11%	18%	13%	10%	14%	15%	11%	16%	13%	11%
Very negative	6%	6%	4%	7%	4%	7%	8%	4%	5%	3%	5%	6%	7%
Not sure	18%	14%	24%	16%	17%	16%	17%	21%	14%	18%	12%	21%	19%
I don't know who this is	25%	18%	26%	32%	18%	32%	28%	20%	24%	18%	34%	25%	22%
Totals	100%	101%	101%	100%	100%	101%	100%	99%	101%	101%	100%	100%	100%
Unweighted N	(1,115)	(427)	(348)	(340)	(458)	(415)	(426)	(309)	(230)	(188)	(235)	(432)	(260)

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30. Positive or Negative of Media Coverage of Specific Celebrities — Lindsay Lohan

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	5%	6%	4%	8%	8%	3%	1%	3%	11%	8%	3%
Somewhat positive	10%	10%	9%	20%	10%	6%	5%	10%	17%	6%	4%
Equally positive and negative	25%	30%	20%	25%	27%	26%	22%	23%	23%	31%	33%
Somewhat negative	24%	22%	25%	11%	20%	29%	32%	27%	16%	19%	17%
Very negative	14%	12%	16%	6%	15%	17%	16%	16%	12%	7%	10%
Not sure	18%	14%	21%	23%	17%	15%	18%	16%	15%	25%	28%
I don't know who this is	5%	6%	4%	7%	3%	3%	7%	5%	6%	4%	4%
Totals	101%	100%	99%	100%	100%	99%	101%	100%	100%	100%	99%
Unweighted N	(1,115)	(546)	(569)	(321)	(224)	(310)	(260)	(685)	(159)	(158)	(113)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	5%	6%	5%	4%	3%	5%	6%	4%	3%	4%	3%	5%	7%
Somewhat positive	10%	12%	10%	7%	10%	6%	10%	9%	11%	10%	11%	10%	8%
Equally positive and negative	25%	26%	25%	24%	25%	26%	24%	25%	27%	39%	22%	22%	23%
Somewhat negative	24%	22%	22%	26%	27%	29%	24%	23%	26%	15%	28%	24%	25%
Very negative	14%	17%	10%	15%	20%	15%	15%	13%	15%	13%	19%	11%	16%
Not sure	18%	14%	23%	17%	13%	13%	15%	19%	15%	14%	15%	21%	18%
I don't know who this is	5%	2%	5%	7%	3%	6%	5%	5%	4%	5%	3%	6%	5%
Totals	101%	99%	100%	100%	101%	100%	99%	98%	101%	100%	101%	99%	102%
Unweighted N	(1,115)	(426)	(347)	(342)	(458)	(416)	(426)	(308)	(233)	(188)	(235)	(432)	(260)

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3P. Positive or Negative of Media Coverage of Specific Celebrities — Amanda Bynes

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	5%	7%	3%	6%	8%	3%	3%	3%	12%	9%	2%
Somewhat positive	9%	11%	8%	14%	10%	8%	5%	10%	9%	9%	6%
Equally positive and negative	20%	24%	16%	25%	24%	15%	16%	19%	18%	20%	24%
Somewhat negative	11%	11%	12%	9%	14%	14%	8%	10%	12%	17%	10%
Very negative	11%	7%	13%	6%	16%	14%	4%	11%	9%	11%	10%
Not sure	17%	15%	20%	21%	20%	16%	14%	16%	21%	22%	21%
I don't know who this is	27%	26%	28%	19%	8%	30%	50%	31%	20%	12%	27%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,114)	(548)	(566)	(325)	(223)	(310)	(256)	(684)	(161)	(158)	(111)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	5%	7%	3%	4%	4%	4%	6%	3%	6%	4%	2%	5%	7%
Somewhat positive	9%	10%	9%	9%	11%	9%	10%	7%	12%	8%	11%	10%	7%
Equally positive and negative	20%	22%	22%	15%	19%	16%	20%	20%	20%	30%	19%	18%	15%
Somewhat negative	11%	15%	10%	10%	14%	12%	12%	12%	11%	12%	10%	12%	10%
Very negative	11%	10%	11%	11%	12%	9%	11%	11%	10%	12%	11%	9%	11%
Not sure	17%	14%	18%	20%	16%	17%	17%	18%	16%	18%	14%	19%	19%
I don't know who this is	27%	22%	27%	31%	23%	33%	24%	29%	26%	16%	33%	27%	31%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,114)	(424)	(348)	(342)	(457)	(416)	(425)	(309)	(231)	(189)	(235)	(430)	(260)

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4A. Fairness of Media Coverage of Specific Celebrities — Taylor Swift

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly fair	67%	72%	62%	57%	58%	72%	79%	69%	66%	63%	57%
Mostly unfair	9%	8%	10%	11%	13%	8%	3%	8%	11%	11%	8%
Not sure	24%	19%	28%	31%	29%	19%	17%	22%	22%	25%	33%
I don't know who this is	1%	2%	0%	1%	0%	1%	1%	1%	0%	0%	2%
Totals	101%	101%	100%	100%	100%	100%	100%	100%	99%	99%	100%
Unweighted N	(1,102)	(542)	(560)	(317)	(223)	(305)	(257)	(678)	(155)	(156)	(113)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly fair	67%	69%	56%	75%	72%	72%	73%	64%	68%	67%	69%	64%	69%
Mostly unfair	9%	12%	9%	6%	12%	7%	9%	9%	10%	5%	10%	10%	10%
Not sure	24%	18%	35%	17%	16%	20%	17%	26%	22%	28%	21%	24%	22%
I don't know who this is	1%	0%	0%	2%	0%	1%	1%	1%	1%	0%	0%	2%	0%
Totals	101%	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%
Unweighted N	(1,102)	(425)	(337)	(340)	(454)	(413)	(419)	(305)	(231)	(185)	(234)	(426)	(257)

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4B. Fairness of Media Coverage of Specific Celebrities — Will Smith

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly fair	63%	65%	60%	53%	53%	71%	71%	66%	66%	57%	37%
Mostly unfair	12%	14%	9%	13%	17%	10%	8%	9%	15%	19%	13%
Not sure	25%	20%	30%	32%	30%	19%	21%	24%	19%	24%	50%
I don't know who this is	1%	1%	1%	2%	1%	1%	0%	1%	0%	0%	1%
Totals	101%	100%	100%	100%	101%	101%	100%	100%	100%	100%	101%
Unweighted N	(1,109)	(546)	(563)	(322)	(224)	(305)	(258)	(680)	(160)	(159)	(110)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly fair	63%	61%	56%	71%	66%	69%	66%	64%	64%	64%	67%	61%	59%
Mostly unfair	12%	16%	9%	10%	14%	10%	14%	9%	14%	10%	8%	10%	19%
Not sure	25%	22%	35%	16%	19%	19%	20%	26%	20%	26%	25%	26%	22%
I don't know who this is	1%	1%	0%	2%	0%	3%	0%	2%	2%	0%	0%	2%	0%
Totals	101%	100%	100%	99%	99%	101%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,109)	(427)	(343)	(339)	(458)	(415)	(422)	(307)	(232)	(187)	(235)	(428)	(259)

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4C. Fairness of Media Coverage of Specific Celebrities — Justin Timberlake

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly fair	60%	66%	54%	51%	51%	68%	65%	59%	68%	59%	51%
Mostly unfair	8%	8%	8%	8%	10%	6%	9%	8%	7%	10%	8%
Not sure	30%	24%	36%	36%	39%	25%	25%	30%	24%	31%	41%
I don't know who this is	2%	2%	2%	5%	0%	2%	1%	3%	0%	1%	1%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	99%	101%	101%
Unweighted N	(1,112)	(543)	(569)	(322)	(224)	(306)	(260)	(681)	(160)	(159)	(112)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly fair	60%	64%	50%	66%	66%	64%	65%	58%	61%	61%	59%	59%	62%
Mostly unfair	8%	8%	6%	9%	9%	10%	9%	8%	8%	4%	9%	9%	9%
Not sure	30%	27%	42%	22%	24%	24%	24%	32%	30%	34%	31%	30%	28%
I don't know who this is	2%	1%	2%	3%	1%	2%	1%	1%	2%	1%	1%	2%	2%
Totals	100%	100%	100%	100%	100%	100%	99%	99%	101%	100%	100%	100%	101%
Unweighted N	(1,112)	(426)	(344)	(342)	(457)	(416)	(425)	(309)	(231)	(187)	(234)	(434)	(257)

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4D. Fairness of Media Coverage of Specific Celebrities — Ariana Grande

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly fair	53%	54%	52%	51%	52%	59%	48%	50%	66%	60%	45%
Mostly unfair	8%	10%	7%	14%	12%	6%	3%	8%	8%	9%	13%
Not sure	30%	25%	34%	32%	33%	25%	30%	30%	25%	30%	38%
I don't know who this is	9%	12%	7%	3%	3%	10%	19%	13%	1%	1%	4%
Totals	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,103)	(545)	(558)	(321)	(220)	(304)	(258)	(676)	(159)	(156)	(112)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly fair	53%	61%	43%	55%	61%	52%	56%	51%	59%	48%	49%	57%	53%
Mostly unfair	8%	7%	10%	8%	8%	7%	9%	10%	5%	11%	7%	8%	8%
Not sure	30%	28%	38%	22%	27%	25%	27%	30%	27%	33%	31%	27%	30%
I don't know who this is	9%	4%	9%	15%	4%	16%	9%	9%	9%	8%	13%	8%	8%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,103)	(423)	(338)	(342)	(455)	(412)	(420)	(307)	(228)	(187)	(233)	(426)	(257)

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4E. Fairness of Media Coverage of Specific Celebrities — Ryan Gosling

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly fair	52%	54%	49%	45%	55%	54%	52%	52%	54%	50%	47%
Mostly unfair	7%	7%	7%	6%	8%	8%	5%	6%	8%	10%	7%
Not sure	32%	29%	35%	39%	34%	28%	28%	32%	31%	30%	34%
I don't know who this is	10%	10%	9%	10%	4%	10%	15%	9%	8%	11%	11%
Totals	101%	100%	100%	100%	101%	100%	100%	99%	101%	101%	99%
Unweighted N	(1,108)	(541)	(567)	(322)	(222)	(309)	(255)	(679)	(159)	(158)	(112)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly fair	52%	58%	40%	57%	59%	55%	51%	58%	55%	54%	51%	50%	52%
Mostly unfair	7%	10%	5%	6%	7%	6%	10%	5%	7%	6%	11%	6%	6%
Not sure	32%	29%	43%	23%	30%	24%	28%	28%	30%	34%	30%	31%	33%
I don't know who this is	10%	4%	12%	13%	4%	15%	10%	9%	7%	6%	7%	13%	10%
Totals	101%	101%	100%	99%	100%	100%	99%	100%	99%	100%	99%	100%	101%
Unweighted N	(1,108)	(427)	(343)	(338)	(460)	(413)	(423)	(308)	(229)	(187)	(234)	(430)	(257)

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4F. Fairness of Media Coverage of Specific Celebrities — Janet Jackson

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly fair	51%	55%	47%	38%	42%	57%	62%	52%	58%	44%	39%
Mostly unfair	17%	18%	16%	13%	23%	18%	13%	16%	20%	19%	20%
Not sure	30%	26%	34%	40%	33%	25%	25%	30%	21%	34%	37%
I don't know who this is	3%	2%	3%	9%	2%	0%	1%	2%	1%	3%	4%
Totals	101%	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,104)	(543)	(561)	(320)	(223)	(307)	(254)	(677)	(159)	(158)	(110)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly fair	51%	50%	46%	56%	49%	58%	54%	48%	56%	55%	55%	46%	49%
Mostly unfair	17%	22%	13%	16%	27%	14%	20%	18%	16%	14%	13%	17%	23%
Not sure	30%	27%	38%	25%	23%	26%	24%	31%	26%	29%	31%	33%	24%
I don't know who this is	3%	2%	3%	3%	0%	2%	3%	2%	1%	2%	0%	4%	3%
Totals	101%	101%	100%	100%	99%	100%	101%	99%	99%	100%	99%	100%	99%
Unweighted N	(1,104)	(426)	(338)	(340)	(456)	(412)	(418)	(307)	(231)	(188)	(234)	(425)	(257)

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4G. Fairness of Media Coverage of Specific Celebrities — Justin Bieber

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly fair	50%	53%	47%	49%	43%	53%	54%	50%	55%	47%	43%
Mostly unfair	20%	22%	18%	19%	25%	18%	19%	19%	20%	26%	24%
Not sure	29%	23%	34%	31%	32%	28%	26%	30%	25%	27%	33%
I don't know who this is	1%	2%	0%	1%	1%	2%	0%	1%	0%	0%	1%
Totals	100%	100%	99%	100%	101%	101%	99%	100%	100%	100%	101%
Unweighted N	(1,112)	(546)	(566)	(318)	(226)	(311)	(257)	(682)	(161)	(157)	(112)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly fair	50%	48%	44%	58%	50%	58%	54%	51%	51%	54%	47%	50%	50%
Mostly unfair	20%	23%	17%	20%	25%	18%	22%	20%	20%	17%	19%	21%	22%
Not sure	29%	28%	39%	20%	24%	22%	24%	29%	27%	29%	32%	28%	28%
I don't know who this is	1%	0%	1%	2%	0%	2%	0%	1%	3%	0%	1%	1%	1%
Totals	100%	99%	101%	100%	99%	100%	100%	101%	101%	100%	99%	100%	101%
Unweighted N	(1,112)	(427)	(343)	(342)	(459)	(414)	(426)	(309)	(231)	(188)	(236)	(432)	(256)

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4H. Fairness of Media Coverage of Specific Celebrities — Miley Cyrus

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly fair	49%	52%	46%	40%	44%	55%	54%	51%	47%	43%	40%
Mostly unfair	22%	22%	21%	20%	23%	22%	21%	20%	21%	30%	18%
Not sure	28%	24%	31%	36%	32%	22%	24%	26%	29%	25%	41%
I don't know who this is	2%	2%	2%	4%	1%	1%	2%	2%	3%	3%	1%
Totals	101%	100%	100%	100%	100%	100%	101%	99%	100%	101%	100%
Unweighted N	(1,110)	(545)	(565)	(324)	(222)	(307)	(257)	(681)	(161)	(158)	(110)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly fair	49%	48%	43%	56%	45%	59%	52%	48%	51%	52%	50%	49%	46%
Mostly unfair	22%	26%	17%	22%	29%	18%	22%	23%	21%	16%	22%	20%	28%
Not sure	28%	24%	39%	20%	25%	21%	23%	27%	27%	30%	25%	29%	25%
I don't know who this is	2%	3%	1%	2%	0%	2%	2%	2%	1%	2%	3%	2%	1%
Totals	101%	101%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,110)	(427)	(342)	(341)	(459)	(413)	(424)	(309)	(229)	(187)	(234)	(432)	(257)

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4I. Fairness of Media Coverage of Specific Celebrities — Michael Jackson

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly fair	46%	51%	42%	49%	39%	46%	51%	47%	42%	48%	39%
Mostly unfair	30%	31%	29%	22%	33%	34%	28%	27%	39%	28%	35%
Not sure	23%	17%	29%	25%	28%	19%	21%	24%	18%	21%	25%
I don't know who this is	1%	2%	1%	4%	1%	1%	0%	1%	0%	2%	0%
Totals	100%	101%	101%	100%	101%	100%	100%	99%	99%	99%	99%
Unweighted N	(1,111)	(545)	(566)	(321)	(223)	(308)	(259)	(683)	(161)	(157)	(110)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly fair	46%	46%	40%	53%	46%	52%	49%	45%	49%	53%	48%	41%	47%
Mostly unfair	30%	31%	29%	29%	33%	27%	34%	31%	28%	27%	28%	31%	31%
Not sure	23%	22%	30%	17%	20%	19%	17%	22%	22%	18%	23%	26%	22%
I don't know who this is	1%	0%	2%	1%	0%	2%	0%	2%	1%	1%	1%	2%	0%
Totals	100%	99%	101%	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,111)	(425)	(343)	(343)	(457)	(417)	(423)	(306)	(233)	(189)	(234)	(429)	(259)

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4J. Fairness of Media Coverage of Specific Celebrities — Drake

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly fair	41%	47%	35%	50%	46%	41%	26%	37%	64%	48%	22%
Mostly unfair	11%	15%	7%	15%	14%	9%	4%	9%	9%	12%	25%
Not sure	31%	22%	40%	33%	32%	30%	33%	32%	25%	36%	34%
I don't know who this is	17%	17%	17%	3%	7%	20%	36%	22%	2%	5%	20%
Totals	100%	101%	99%	101%	99%	100%	99%	100%	100%	101%	101%
Unweighted N	(1,115)	(547)	(568)	(322)	(223)	(311)	(259)	(687)	(160)	(157)	(111)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly fair	41%	48%	36%	39%	43%	38%	45%	42%	39%	45%	37%	43%	39%
Mostly unfair	11%	10%	9%	13%	9%	9%	10%	11%	12%	9%	9%	12%	11%
Not sure	31%	34%	37%	23%	35%	27%	30%	33%	27%	25%	34%	31%	35%
I don't know who this is	17%	9%	17%	25%	12%	26%	15%	14%	22%	21%	21%	14%	15%
Totals	100%	101%	99%	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,115)	(426)	(347)	(342)	(459)	(416)	(425)	(309)	(233)	(188)	(236)	(432)	(259)

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4K. Fairness of Media Coverage of Specific Celebrities — Macaulay Culkin

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly fair	39%	44%	34%	31%	34%	43%	46%	39%	48%	38%	23%
Mostly unfair	23%	23%	24%	18%	26%	27%	20%	23%	21%	23%	29%
Not sure	30%	28%	31%	32%	34%	25%	28%	29%	25%	30%	41%
I don't know who this is	8%	5%	11%	19%	6%	5%	6%	9%	6%	8%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	101%
Unweighted N	(1,111)	(544)	(567)	(322)	(225)	(308)	(256)	(681)	(161)	(158)	(111)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly fair	39%	40%	34%	43%	41%	45%	42%	39%	41%	45%	40%	36%	38%
Mostly unfair	23%	25%	18%	27%	26%	23%	26%	24%	22%	16%	25%	24%	26%
Not sure	30%	29%	36%	23%	29%	26%	24%	28%	32%	31%	29%	31%	27%
I don't know who this is	8%	6%	12%	7%	4%	5%	8%	8%	4%	8%	6%	9%	9%
Totals	100%	100%	100%	100%	100%	99%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(1,111)	(428)	(342)	(341)	(460)	(413)	(424)	(309)	(230)	(187)	(234)	(434)	(256)

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4L. Fairness of Media Coverage of Specific Celebrities — Britney Spears

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly fair	36%	44%	29%	37%	29%	38%	39%	36%	42%	34%	23%
Mostly unfair	37%	32%	42%	25%	37%	44%	39%	39%	36%	33%	33%
Not sure	25%	21%	29%	33%	32%	18%	21%	23%	20%	32%	36%
I don't know who this is	2%	3%	1%	5%	3%	1%	0%	2%	2%	0%	8%
Totals	100%	100%	101%	100%	101%	101%	99%	100%	100%	99%	100%
Unweighted N	(1,112)	(545)	(567)	(322)	(225)	(308)	(257)	(679)	(161)	(159)	(113)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly fair	36%	36%	31%	40%	33%	41%	38%	35%	39%	37%	42%	34%	32%
Mostly unfair	37%	42%	34%	36%	48%	37%	42%	37%	35%	29%	37%	38%	42%
Not sure	25%	21%	32%	22%	19%	20%	19%	26%	24%	30%	21%	26%	24%
I don't know who this is	2%	1%	3%	2%	0%	2%	1%	3%	2%	3%	1%	2%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	99%	101%	100%	100%
Unweighted N	(1,112)	(427)	(345)	(340)	(460)	(414)	(423)	(310)	(231)	(187)	(235)	(431)	(259)

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4M. Fairness of Media Coverage of Specific Celebrities — Lindsay Lohan

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly fair	35%	39%	32%	29%	33%	37%	41%	36%	37%	28%	36%
Mostly unfair	31%	30%	32%	25%	32%	34%	29%	31%	29%	35%	20%
Not sure	29%	26%	33%	38%	31%	26%	23%	27%	28%	33%	40%
I don't know who this is	5%	6%	4%	7%	3%	3%	7%	5%	6%	4%	4%
Totals	100%	101%	101%	99%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,114)	(547)	(567)	(320)	(226)	(310)	(258)	(683)	(160)	(158)	(113)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly fair	35%	36%	31%	39%	34%	42%	37%	36%	37%	40%	43%	28%	36%
Mostly unfair	31%	37%	23%	33%	39%	30%	33%	29%	31%	24%	28%	34%	33%
Not sure	29%	25%	41%	21%	25%	23%	24%	30%	28%	31%	26%	32%	26%
I don't know who this is	5%	2%	5%	7%	3%	6%	5%	5%	4%	5%	3%	6%	5%
Totals	100%	100%	100%	100%	101%	101%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,114)	(426)	(346)	(342)	(458)	(416)	(426)	(310)	(232)	(188)	(236)	(430)	(260)

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4N. Fairness of Media Coverage of Specific Celebrities — Shia LaBeouf

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly fair	30%	34%	26%	30%	37%	31%	21%	30%	33%	29%	25%
Mostly unfair	14%	15%	13%	13%	19%	14%	10%	12%	19%	20%	13%
Not sure	31%	29%	32%	37%	35%	27%	26%	29%	28%	40%	37%
I don't know who this is	25%	21%	28%	21%	9%	28%	43%	29%	20%	11%	25%
Totals	100%	99%	99%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,116)	(547)	(569)	(324)	(225)	(307)	(260)	(685)	(161)	(158)	(112)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly fair	30%	35%	25%	30%	33%	29%	28%	33%	37%	32%	31%	31%	26%
Mostly unfair	14%	17%	9%	16%	16%	15%	16%	14%	12%	13%	13%	13%	18%
Not sure	31%	30%	40%	22%	34%	24%	28%	32%	28%	37%	22%	32%	33%
I don't know who this is	25%	18%	26%	31%	17%	32%	28%	20%	23%	18%	34%	25%	22%
Totals	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%	101%	99%
Unweighted N	(1,116)	(428)	(345)	(343)	(459)	(416)	(424)	(310)	(233)	(188)	(235)	(432)	(261)

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40. Fairness of Media Coverage of Specific Celebrities — Amanda Bynes

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly fair	25%	31%	20%	28%	29%	25%	20%	24%	30%	23%	32%
Mostly unfair	18%	15%	21%	15%	26%	21%	9%	18%	18%	25%	10%
Not sure	29%	28%	30%	37%	37%	24%	21%	26%	32%	40%	31%
I don't know who this is	27%	26%	28%	20%	8%	30%	50%	31%	20%	12%	27%
Totals	99%	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,114)	(547)	(567)	(322)	(226)	(307)	(259)	(684)	(160)	(158)	(112)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly fair	25%	26%	24%	27%	24%	27%	27%	25%	30%	38%	24%	24%	20%
Mostly unfair	18%	23%	15%	18%	25%	16%	21%	18%	16%	14%	19%	19%	20%
Not sure	29%	29%	34%	24%	27%	24%	29%	28%	29%	33%	23%	31%	29%
I don't know who this is	27%	22%	28%	31%	23%	33%	24%	29%	25%	16%	33%	26%	31%
Totals	99%	100%	101%	100%	99%	100%	101%	100%	100%	101%	99%	100%	100%
Unweighted N	(1,114)	(426)	(346)	(342)	(459)	(416)	(424)	(309)	(232)	(189)	(235)	(432)	(258)

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4P. Fairness of Media Coverage of Specific Celebrities — Chappell Roan

Do you think that the media's coverage of the following person throughout their career has generally been... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly fair	21%	25%	17%	31%	28%	16%	10%	20%	30%	19%	18%
Mostly unfair	8%	10%	6%	12%	8%	9%	2%	7%	5%	12%	14%
Not sure	25%	21%	28%	36%	31%	19%	18%	23%	29%	29%	29%
I don't know who this is	46%	44%	49%	21%	33%	56%	70%	50%	36%	41%	39%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,116)	(546)	(570)	(322)	(223)	(311)	(260)	(685)	(161)	(159)	(111)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly fair	21%	27%	15%	20%	23%	19%	21%	18%	27%	21%	23%	21%	19%
Mostly unfair	8%	8%	10%	5%	12%	6%	7%	9%	7%	10%	5%	9%	7%
Not sure	25%	27%	29%	19%	24%	20%	19%	29%	24%	27%	19%	26%	27%
I don't know who this is	46%	37%	45%	56%	42%	55%	52%	43%	42%	41%	53%	45%	48%
Totals	100%	99%	99%	100%	101%	100%	99%	99%	100%	99%	100%	101%	101%
Unweighted N	(1,116)	(427)	(346)	(343)	(460)	(416)	(427)	(310)	(230)	(189)	(236)	(434)	(257)

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Interviewing Dates	November 26 - December 3, 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, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.596, with a mean of one and a standard deviation of 0.825.
Number of respondents	1122
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	90 questions not reported.