

YouGov NY
Crimes

US_nat Sample: 7th - 8th November 2017



Total	Gender		Age			Region				Race				Education			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q

ZYC_q1_1. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Actor

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88	374	398	225	126
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83	464	352	188	104
Murder	55%	52%	57%	50%	55%	58%	53%	56%	53%	56%	59%	45%	44%	52%	45%	58%	68%	62%
Sexual assault/rape	56%	55%	57%	50%	55%	61%	56%	57%	57%	54%	60%	52%	47%	47%	49%	59%	67%	58%
Felony drug possession	25%	23%	27%	16%	23%	35%	24%	27%	27%	23%	28%	22%	18%	26%	21%	27%	29%	32%
Drunk driving	26%	28%	24%	28%	25%	25%	30%	25%	25%	25%	26%	26%	22%	30%	23%	27%	31%	28%
Domestic violence	47%	45%	50%	42%	48%	51%	48%	48%	48%	44%	52%	36%	37%	42%	38%	50%	59%	54%
Assault/battery	42%	40%	43%	38%	41%	45%	39%	43%	43%	42%	45%	34%	33%	40%	48%	48%	48%	48%
None of these	7%	6%	7%	9%	8%	3%	7%	8%	5%	7%	4%	11%	14%	9%	9%	7%	2%	3%
Not applicable - I don't support this type of celebrity	27%	27%	28%	24%	28%	30%	25%	27%	28%	28%	28%	21%	26%	32%	31%	25%	21%	28%

ZYC_q1_2. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Actress

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88	374	398	225	126
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83	464	352	188	104
Murder	54%	51%	56%	49%	53%	58%	53%	57%	53%	53%	58%	43%	41%	54%	43%	58%	68%	60%
Sexual assault/rape	52%	50%	54%	48%	52%	56%	49%	56%	54%	48%	56%	46%	43%	46%	42%	59%	63%	57%
Felony drug possession	24%	23%	26%	14%	23%	34%	23%	29%	26%	17%	28%	20%	13%	24%	19%	27%	29%	30%
Drunk driving	24%	25%	23%	24%	23%	24%	28%	24%	22%	22%	25%	18%	17%	31%	18%	29%	28%	23%
Domestic violence	46%	43%	49%	42%	46%	50%	44%	51%	48%	41%	51%	40%	33%	42%	37%	50%	59%	53%
Assault/battery	40%	39%	41%	38%	38%	43%	40%	41%	41%	38%	44%	37%	26%	38%	28%	45%	56%	46%
None of these	7%	7%	7%	10%	8%	3%	7%	5%	6%	9%	4%	11%	16%	7%	8%	7%	3%	4%
Not applicable - I don't support this type of celebrity	28%	28%	28%	26%	30%	28%	28%	26%	27%	30%	28%	25%	25%	30%	32%	25%	20%	28%

ZYC_q1_3. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Director

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88	374	398	225	126
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83	464	352	188	104
Murder	46%	46%	50%	44%	44%	55%	45%	51%	47%	49%	52%	41%	36%	48%	38%	54%	58%	55%
Sexual assault/rape	50%	50%	51%	45%	48%	57%	49%	51%	50%	52%	54%	48%	39%	48%	41%	55%	61%	58%
Felony drug possession	23%	22%	24%	15%	21%	32%	23%	25%	23%	22%	25%	20%	16%	26%	19%	25%	28%	30%
Drunk driving	20%	20%	21%	20%	19%	22%	23%	21%	19%	19%	22%	20%	12%	29%	16%	23%	26%	24%
Domestic violence	42%	41%	44%	40%	40%	47%	42%	45%	42%	41%	47%	35%	28%	40%	33%	46%	54%	52%
Assault/battery	38%	37%	38%	36%	33%	43%	36%	40%	36%	39%	42%	27%	28%	36%	26%	43%	51%	46%
None of these	7%	5%	8%	8%	7%	5%	5%	7%	7%	8%	4%	8%	18%	5%	9%	7%	3%	4%
Not applicable - I don't support this type of celebrity	34%	35%	34%	32%	39%	33%	34%	34%	36%	33%	36%	28%	33%	35%	39%	32%	28%	33%

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Total	Marital Status						Children under the age of 18		Income			
	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say
	R	S	T	U	V	W	X	Y	Z	AA	AB	AC

ZYC_g1_1. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Actor

Unweighted base	1123	548	26	123	53	324	49	281	842	394	317	241	171
Base: All US adults	1108	510	28	105	45	369	50	288	819	415	313	213	167
Murder	55%	51%	**	66%	53%	55%	63%	53%	55%	52%	59%	60%	46%
Sexual assault/rape	56%	54%	57%	65%	52%	55%	59%	54%	56%	53%	AC	AC	52%
Felony drug possession	25%	26%	15%	32%	35%	22%	25%	22%	27%	24%	26%	29%	23%
Drunk driving	26%	25%	19%	28%	35%	26%	22%	28%	25%	24%	27%	31%	21%
Domestic violence	47%	46%	43%	57%	50%	45%	49%	45%	48%	44%	52%	51%	40%
Assault/battery	42%	41%	37%	52%	43%	41%	43%	42%	42%	38%	46%	50%	33%
None of these	7%	5%	4%	4%	5%	9%	10%	8%	6%	9%	5%	2%	10%
Not applicable - I don't support this type of celebrity	27%	30%	33%	19%	32%	25%	23%	24%	29%	26%	27%	25%	34%

ZYC_g1_2. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Actress

Unweighted base	1123	548	26	123	53	324	49	281	842	394	317	241	171
Base: All US adults	1108	510	28	105	45	369	50	288	819	415	313	213	167
Murder	54%	52%	**	66%	53%	54%	52%	53%	54%	52%	58%	58%	45%
Sexual assault/rape	52%	52%	40%	60%	43%	52%	56%	52%	52%	47%	58%	56%	48%
Felony drug possession	24%	26%	13%	28%	32%	21%	24%	21%	25%	21%	25%	30%	23%
Drunk driving	24%	23%	9%	30%	29%	25%	15%	25%	23%	23%	25%	26%	22%
Domestic violence	46%	48%	33%	52%	48%	44%	47%	46%	47%	43%	51%	51%	40%
Assault/battery	40%	40%	33%	45%	40%	38%	42%	41%	40%	36%	45%	49%	30%
None of these	7%	6%	4%	3%	5%	8%	11%	9%	6%	8%	5%	3%	10%
Not applicable - I don't support this type of celebrity	28%	29%	40%	20%	32%	27%	26%	24%	29%	26%	27%	26%	34%

ZYC_g1_3. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Director

Unweighted base	1123	548	26	123	53	324	49	281	842	394	317	241	171
Base: All US adults	1108	510	28	105	45	369	50	288	819	415	313	213	167
Murder	48%	46%	38%	57%	48%	47%	56%	43%	50%	45%	54%	49%	42%
Sexual assault/rape	50%	50%	38%	59%	49%	49%	57%	47%	52%	49%	54%	52%	45%
Felony drug possession	23%	25%	16%	29%	34%	19%	20%	20%	24%	20%	26%	28%	21%
Drunk driving	20%	21%	12%	23%	21%	21%	15%	22%	20%	19%	24%	20%	17%
Domestic violence	42%	41%	30%	50%	46%	41%	48%	39%	44%	39%	48%	46%	37%
Assault/battery	38%	37%	23%	46%	40%	37%	42%	34%	39%	34%	44%	42%	29%
None of these	7%	6%	6%	5%	7%	8%	5%	8%	6%	9%	3%	3%	12%
Not applicable - I don't support this type of celebrity	34%	36%	49%	29%	35%	34%	27%	34%	34%	33%	33%	37%	38%

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Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

ZYC_g1_1. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Actor

Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	19	9	116
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112
Murder	55%	56%	59%	59%	52%	54%	62%	65%	56%	55%	62%	82%	23%	51%
Sexual assault/rape	56%	58%	59%	57%	51%	58%	63%	63%	58%	56%	66%	80%	6%	53%
Felony drug possession	25%	25%	23%	24%	20%	17%	27%	23%	20%	20%	31%	46%	11%	28%
Drunk driving	26%	26%	25%	23%	28%	17%	27%	30%	24%	24%	43%	39%	6%	28%
Domestic violence	47%	49%	53%	53%	42%	38%	57%	58%	51%	47%	75%	77%	6%	43%
Assault/battery	42%	42%	45%	47%	38%	34%	47%	52%	43%	42%	57%	62%	6%	41%
None of these	7%	7%	6%	2%	8%	3%	7%	8%	8%	10%	3%	2%	2%	2%
Not applicable - I don't support this type of celebrity	27%	26%	22%	30%	24%	25%	24%	20%	23%	24%	5%	3%	7%	39%

ZYC_g1_2. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Actress

Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	19	9	116
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112
Murder	54%	55%	58%	57%	53%	52%	61%	66%	54%	53%	70%	91%	23%	49%
Sexual assault/rape	52%	55%	57%	54%	48%	52%	61%	64%	55%	53%	75%	75%	6%	48%
Felony drug possession	24%	24%	23%	22%	20%	21%	27%	22%	20%	20%	15%	49%	6%	28%
Drunk driving	24%	24%	24%	23%	26%	19%	25%	26%	21%	19%	29%	47%	11%	23%
Domestic violence	46%	47%	52%	51%	45%	41%	58%	60%	47%	45%	81%	80%	46%	43%
Assault/battery	40%	41%	44%	44%	40%	35%	46%	52%	40%	42%	48%	65%	6%	35%
None of these	7%	6%	5%	4%	8%	3%	6%	5%	8%	9%	-	-	5%	5%
Not applicable - I don't support this type of celebrity	28%	27%	23%	30%	25%	25%	25%	23%	26%	26%	5%	3%	26%	36%

ZYC_g1_3. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Director

Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	19	9	116
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112
Murder	46%	49%	50%	51%	43%	44%	51%	55%	46%	46%	65%	77%	23%	45%
Sexual assault/rape	50%	52%	53%	51%	46%	46%	57%	54%	51%	50%	71%	77%	11%	48%
Felony drug possession	23%	23%	19%	19%	22%	20%	24%	20%	17%	17%	30%	35%	6%	30%
Drunk driving	20%	20%	17%	18%	19%	15%	22%	19%	17%	16%	17%	39%	6%	23%
Domestic violence	42%	44%	47%	45%	41%	29%	50%	51%	42%	41%	78%	79%	6%	39%
Assault/battery	38%	39%	41%	41%	33%	29%	43%	48%	36%	36%	47%	57%	6%	36%
None of these	7%	6%	5%	3%	8%	7%	7%	8%	8%	10%	-	-	45%	3%
Not applicable - I don't support this type of celebrity	34%	33%	31%	37%	32%	32%	31%	30%	35%	33%	3%	7%	26%	43%

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Total

ZYC_q1_1. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Actor

Unweighted base	1123
Base: All US adults	1108
Murder	55%
Sexual assault/rape	56%
Felony drug possession	25%
Drunk driving	26%
Domestic violence	47%
Assault/battery	42%
None of these	7%
Not applicable - I don't support this type of celebrity	27%

ZYC_q1_2. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Actress

Unweighted base	1123
Base: All US adults	1108
Murder	54%
Sexual assault/rape	52%
Felony drug possession	24%
Drunk driving	24%
Domestic violence	46%
Assault/battery	40%
None of these	7%
Not applicable - I don't support this type of celebrity	28%

ZYC_q1_3. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Director

Unweighted base	1123
Base: All US adults	1108
Murder	46%
Sexual assault/rape	50%
Felony drug possession	23%
Drunk driving	20%
Domestic violence	42%
Assault/battery	38%
None of these	7%
Not applicable - I don't support this type of celebrity	34%

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Total	Gender		Age			Region				Race				Education			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad

ZYC_q1_4. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Producer

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88	374	398	225	126
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83	464	352	188	104
Murder	46%	45%	46%	41%	42%	52%	45%	48%	43%	48%	49%	38%	33%	49%	35%	50%	57%	54%
Sexual assault/rape	46%	47%	46%	42%	44%	55%	47%	49%	46%	48%	52%	45%	35%	43%	38%	53%	57%	55%
Felony drug possession	23%	23%	23%	14%	19%	34%	25%	24%	23%	20%	24%	20%	19%	23%	19%	24%	28%	28%
Drunk driving	20%	20%	20%	20%	18%	22%	24%	20%	19%	20%	22%	20%	12%	25%	15%	22%	28%	23%
Domestic violence	40%	39%	42%	36%	38%	46%	39%	43%	40%	39%	45%	34%	26%	39%	30%	45%	52%	51%
Assault/battery	35%	34%	37%	31%	31%	42%	33%	38%	34%	38%	39%	28%	24%	33%	25%	39%	50%	46%
None of these	6%	4%	8%	6%	4%	5%	5%	7%	7%	4%	9%	14%	5%	8%	6%	2%	6%	6%
Not applicable - I don't support this type of celebrity	37%	37%	37%	37%	39%	34%	35%	37%	38%	37%	38%	28%	37%	38%	41%	35%	31%	33%

ZYC_q1_5. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Musician

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88	374	398	225	126
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83	464	352	188	104
Murder	56%	56%	57%	53%	56%	60%	59%	57%	54%	57%	61%	46%	44%	56%	47%	60%	70%	60%
Sexual assault/rape	55%	55%	55%	49%	56%	60%	56%	56%	55%	56%	61%	47%	41%	50%	45%	60%	67%	60%
Felony drug possession	26%	24%	27%	14%	25%	36%	24%	28%	27%	22%	29%	21%	14%	27%	20%	28%	30%	34%
Drunk driving	24%	25%	24%	24%	25%	24%	25%	25%	23%	25%	26%	22%	16%	30%	19%	26%	33%	25%
Domestic violence	48%	46%	50%	41%	49%	52%	47%	48%	49%	47%	53%	34%	36%	44%	37%	52%	62%	52%
Assault/battery	42%	40%	43%	39%	41%	46%	40%	42%	42%	45%	47%	29%	31%	41%	31%	46%	58%	49%
None of these	7%	7%	7%	11%	8%	4%	8%	6%	7%	9%	4%	13%	14%	9%	10%	7%	2%	5%
Not applicable - I don't support this type of celebrity	26%	24%	28%	24%	26%	28%	22%	27%	28%	25%	26%	23%	30%	27%	31%	24%	17%	29%

ZYC_q1_6. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Professional athlete

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88	374	398	225	126
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83	464	352	188	104
Murder	51%	53%	49%	46%	48%	58%	50%	53%	49%	54%	56%	42%	38%	53%	39%	57%	66%	60%
Sexual assault/rape	53%	55%	52%	46%	49%	62%	53%	54%	53%	51%	57%	48%	41%	48%	43%	59%	66%	56%
Felony drug possession	29%	29%	30%	16%	26%	43%	29%	31%	29%	27%	34%	24%	15%	26%	23%	31%	36%	37%
Drunk driving	26%	29%	24%	23%	25%	30%	30%	24%	26%	25%	28%	23%	23%	25%	22%	29%	32%	25%
Domestic violence	48%	49%	47%	43%	45%	54%	53%	48%	47%	43%	52%	42%	36%	43%	38%	53%	58%	54%
Assault/battery	41%	41%	40%	34%	39%	48%	40%	43%	40%	40%	47%	30%	26%	35%	29%	46%	55%	49%
None of these	6%	5%	7%	7%	8%	3%	5%	6%	6%	6%	4%	8%	12%	6%	7%	7%	2%	4%
Not applicable - I don't support this type of celebrity	31%	29%	33%	31%	33%	29%	27%	31%	33%	32%	31%	27%	34%	32%	38%	26%	23%	32%

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Total	Marital Status						Children under the age of 18		Income			
	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYC_g1_4. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Producer

Unweighted base	1123	548	26	123	53	324	49	281	842	394	317	241	171
Base: All US adults	1108	510	28	105	45	369	50	288	819	415	313	213	167
Murder	46%	44%	33%	57%	43%	43%	63%	40%	48%	44%	50%	48%	39%
Sexual assault/rape	46%	46%	32%	53%	49%	46%	59%	44%	49%	46%	51%	49%	45%
Felony drug possession	23%	25%	10%	28%	29%	19%	17%	19%	24%	18%	26%	28%	21%
Drunk driving	20%	21%	8%	20%	21%	21%	12%	21%	20%	18%	24%	21%	17%
Domestic violence	40%	42%	24%	46%	50%	37%	42%	39%	41%	37%	45%	45%	35%
Assault/battery	35%	35%	27%	42%	41%	34%	38%	31%	37%	31%	40%	41%	30%
None of these	6%	6%	4%	5%	7%	6%	5%	8%	5%	8%	4%	3%	8%
Not applicable - I don't support this type of celebrity	37%	37%	57%	31%	38%	38%	27%	35%	37%	35%	35%	39%	43%

ZYC_g1_5. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Musician

Unweighted base	1123	548	26	123	53	324	49	281	842	394	317	241	171
Base: All US adults	1108	510	28	105	45	369	50	288	819	415	313	213	167
Murder	56%	55%	55%	67%	50%	55%	63%	53%	57%	53%	59%	67%	46%
Sexual assault/rape	55%	55%	54%	63%	51%	53%	66%	53%	56%	49%	61%	63%	51%
Felony drug possession	26%	28%	10%	34%	35%	20%	25%	23%	27%	22%	27%	33%	22%
Drunk driving	24%	26%	14%	25%	25%	22%	19%	29%	23%	22%	26%	30%	20%
Domestic violence	48%	50%	40%	56%	48%	43%	50%	46%	48%	41%	53%	59%	40%
Assault/battery	42%	42%	40%	51%	40%	39%	48%	41%	42%	37%	47%	52%	31%
None of these	7%	6%	7%	6%	7%	10%	5%	9%	7%	9%	7%	2%	10%
Not applicable - I don't support this type of celebrity	26%	27%	33%	19%	32%	26%	21%	23%	27%	27%	24%	22%	33%

ZYC_g1_6. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Professional athlete

Unweighted base	1123	548	26	123	53	324	49	281	842	394	317	241	171
Base: All US adults	1108	510	28	105	45	369	50	288	819	415	313	213	167
Murder	51%	50%	36%	52%	49%	49%	61%	47%	53%	47%	57%	50%	42%
Sexual assault/rape	53%	52%	35%	65%	54%	52%	62%	47%	55%	49%	60%	57%	46%
Felony drug possession	29%	31%	18%	42%	42%	23%	29%	24%	31%	26%	31%	34%	28%
Drunk driving	26%	27%	15%	29%	29%	24%	32%	27%	26%	23%	33%	28%	20%
Domestic violence	48%	48%	37%	60%	52%	44%	54%	44%	49%	44%	53%	55%	40%
Assault/battery	41%	41%	27%	52%	46%	36%	49%	40%	41%	36%	46%	50%	31%
None of these	6%	6%	6%	5%	7%	7%	3%	8%	5%	8%	3%	3%	9%
Not applicable - I don't support this type of celebrity	31%	32%	51%	22%	33%	32%	24%	29%	32%	31%	28%	29%	40%

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US_nat Sample: 7th - 8th November 2017



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

ZYC_g1_4. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Producer

Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	19	9	116
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112
Murder	46%	48%	49%	49%	43%	46%	53%	55%	43%	46%	56%	74%	23%	42%
Sexual assault/rape	46%	50%	50%	47%	44%	47%	51%	50%	46%	48%	71%	74%	6%	46%
Felony drug possession	23%	23%	21%	20%	19%	17%	24%	20%	16%	18%	19%	35%	6%	26%
Drunk driving	20%	20%	17%	18%	17%	18%	21%	19%	16%	17%	22%	31%	6%	23%
Domestic violence	40%	42%	44%	45%	38%	35%	49%	50%	40%	41%	78%	75%	11%	36%
Assault/battery	35%	36%	36%	37%	30%	36%	41%	42%	33%	36%	53%	64%	6%	34%
None of these	6%	6%	6%	4%	8%	7%	7%	5%	8%	7%	5%	5%	45%	4%
Not applicable - I don't support this type of celebrity	37%	35%	32%	39%	33%	30%	33%	33%	36%	35%	4%	15%	26%	45%

ZYC_g1_5. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Musician

Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	19	9	116
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112
Murder	56%	58%	60%	61%	54%	55%	64%	65%	56%	53%	74%	85%	23%	52%
Sexual assault/rape	55%	57%	58%	56%	52%	50%	64%	62%	56%	53%	75%	80%	6%	52%
Felony drug possession	26%	26%	24%	26%	23%	14%	27%	18%	22%	21%	22%	49%	6%	27%
Drunk driving	24%	25%	22%	22%	25%	18%	28%	26%	23%	22%	32%	47%	11%	25%
Domestic violence	48%	50%	51%	54%	43%	42%	56%	57%	49%	44%	75%	80%	6%	42%
Assault/battery	42%	43%	44%	48%	39%	32%	47%	52%	44%	44%	59%	71%	6%	38%
None of these	7%	7%	7%	3%	10%	5%	7%	6%	10%	12%	5%	5%	5%	5%
Not applicable - I don't support this type of celebrity	26%	25%	23%	27%	23%	28%	23%	24%	24%	25%	3%	3%	66%	34%

ZYC_g1_6. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Professional athlete

Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	19	9	116
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112
Murder	51%	52%	54%	55%	48%	50%	58%	57%	49%	50%	75%	68%	23%	52%
Sexual assault/rape	53%	54%	56%	56%	48%	51%	58%	56%	53%	51%	79%	74%	6%	54%
Felony drug possession	29%	29%	26%	29%	26%	21%	31%	23%	23%	22%	18%	38%	11%	33%
Drunk driving	26%	26%	24%	24%	23%	23%	25%	23%	22%	20%	11%	34%	6%	29%
Domestic violence	48%	49%	50%	51%	44%	40%	53%	49%	46%	46%	71%	68%	6%	46%
Assault/battery	41%	41%	42%	46%	38%	31%	44%	46%	37%	39%	47%	57%	6%	39%
None of these	6%	6%	6%	3%	8%	5%	7%	5%	8%	6%	5%	5%	5%	5%
Not applicable - I don't support this type of celebrity	31%	30%	27%	34%	29%	29%	30%	32%	31%	33%	9%	21%	66%	35%

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US_nat Sample: 7th - 8th November 2017



Total

ZYC_g1_4. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Producer

Unweighted base:	1123
Base: All US adults	1108
Murder	46%
Sexual assault/rape	46%
Felony drug possession	23%
Drunk driving	20%
Domestic violence	40%
Assault/battery	35%
None of these	6%
Not applicable - I don't support this type of celebrity	37%

ZYC_g1_5. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Musician

Unweighted base:	1123
Base: All US adults	1108
Murder	56%
Sexual assault/rape	55%
Felony drug possession	26%
Drunk driving	24%
Domestic violence	48%
Assault/battery	42%
None of these	7%
Not applicable - I don't support this type of celebrity	26%

ZYC_g1_6. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Professional athlete

Unweighted base:	1123
Base: All US adults	1108
Murder	51%
Sexual assault/rape	53%
Felony drug possession	29%
Drunk driving	26%
Domestic violence	48%
Assault/battery	41%
None of these	6%
Not applicable - I don't support this type of celebrity	31%

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Total	Gender		Age			Region				Race				Education			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad

ZYC_q1_7. Which, if any, of the following types of crimes would make you and your support for each of the following types of celebrities? Please select all that apply on each row.

- Politician

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88	374	398	225	126
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83	464	352	188	104
Murder	61%	59%	62%	50%	58%	72%	64%	62%	57%	62%	68%	46%	43%	57%	49%	64%	75%	72%
Sexual assault/rape	62%	61%	63%	51%	58%	74%	67%	63%	59%	60%	68%	48%	50%	53%	52%	65%	72%	68%
Felony drug possession	45%	45%	46%	34%	40%	59%	47%	45%	45%	43%	53%	33%	26%	38%	36%	47%	58%	56%
Drunk driving	39%	39%	38%	33%	35%	46%	40%	37%	37%	41%	44%	29%	22%	39%	30%	41%	52%	46%
Domestic violence	57%	55%	59%	48%	54%	67%	58%	57%	56%	58%	64%	45%	41%	51%	46%	61%	69%	68%
Assault/battery	52%	51%	53%	44%	49%	61%	57%	52%	48%	54%	59%	39%	38%	43%	40%	56%	67%	65%
None of these	5%	4%	7%	6%	7%	4%	4%	4%	7%	5%	3%	8%	13%	4%	7%	5%	3%	4%
Not applicable - I don't support this type of celebrity	23%	24%	23%	30%	26%	16%	18%	24%	26%	25%	21%	24%	30%	26%	29%	22%	16%	17%

ZYC_q2. Please imagine you were excited to see a movie in theaters and the day before going you found out a lead actor/actress in the film was accused of sexual assault. In which ONE, if any, of the following ways would you react? Please select the option that best applies.

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88	374	398	225	126
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83	464	352	188	104
I would go see the movie when I had planned to	38%	40%	36%	45%	38%	31%	39%	33%	40%	38%	36%	47%	40%	35%	38%	39%	36%	38%
I would wait to see if the person was convicted of the crime before seeing the movie	15%	17%	13%	17%	11%	17%	17%	13%	15%	14%	13%	16%	18%	19%	16%	14%	14%	16%
I wouldn't go see the movie in theaters, but I would watch it on TV or streaming service later	12%	10%	14%	12%	14%	11%	12%	12%	12%	15%	13%	8%	12%	12%	11%	12%	15%	14%
I would never watch the movie	16%	14%	17%	8%	16%	22%	15%	20%	15%	13%	16%	8%	14%	11%	16%	15%	16%	9%
Don't know	19%	18%	20%	19%	21%	18%	18%	22%	19%	19%	19%	20%	16%	23%	18%	20%	19%	23%

ZYC_q3. Please i

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88	374	398	225	126
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83	464	352	188	104
I would buy the album anyway	21%	24%	19%	23%	23%	19%	23%	20%	21%	22%	20%	24%	23%	21%	21%	23%	17%	28%
I would wait to see if the person was convicted of the crime before buying the album	18%	19%	18%	17%	16%	21%	21%	16%	18%	18%	18%	20%	18%	18%	18%	18%	19%	19%
I would not buy the album, but I would listen to album for free on the internet/streaming app (e.g., YouTube, Spotify, Pandora, etc.)	20%	20%	20%	27%	22%	14%	21%	17%	22%	20%	18%	19%	27%	27%	20%	19%	24%	17%
I would never buy or listen to the album	22%	21%	23%	16%	16%	22%	18%	26%	22%	22%	25%	12%	19%	16%	24%	21%	23%	16%
Don't know	18%	16%	20%	18%	17%	19%	17%	22%	17%	18%	18%	24%	12%	17%	18%	19%	17%	20%

ZYC_q4. Please imagine two famous actors/actresses were to be accused of sexual assault. Would you be more willing to forgive the younger actor/actress or the older actor/actress?

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88	374	398	225	126
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83	464	352	188	104
Much more willing to forgive the younger actor/actress	4%	3%	5%	4%	4%	3%	4%	5%	3%	3%	3%	6%	3%	7%	3%	5%	3%	4%
Somewhat more willing to forgive the younger actor/actress	8%	10%	6%	11%	7%	5%	7%	7%	8%	8%	7%	12%	10%	6%	9%	4%	10%	9%
Equally willing to forgive both the young and older actor/actress	20%	24%	15%	24%	21%	15%	21%	17%	20%	20%	16%	35%	20%	24%	19%	21%	18%	23%
Somewhat more willing to forgive the older actor/actress	1%	1%	1%	1%	2%	0%	1%	1%	0%	2%	1%	1%	4%	-	0%	2%	2%	-
Much more willing to forgive the older actor/actress	1%	2%	1%	2%	1%	1%	0%	2%	2%	-	1%	1%	3%	1%	1%	1%	1%	1%
Don't know	17%	17%	18%	17%	20%	15%	18%	16%	17%	17%	18%	19%	14%	16%	18%	16%	17%	16%
Not applicable - I would not be willing to forgive either actor/actress	50%	44%	55%	40%	46%	61%	48%	51%	49%	50%	55%	26%	46%	46%	50%	50%	49%	47%

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Total	Marital Status						Children under the age of 18		Income			
	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYC_q1_7. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Politician

Unweighted base	1123	548	26	123	53	324	49	281	842	394	317	241	171
Base: All US adults	1108	510	28	105	45	369	50	288	819	415	313	213	167
Murder	61%	62%	47%	63%	74%	56%	71%	56%	62%	55%	63%	73%	55%
Sexual assault/rape	62%	63%	46%	62%	72%	60%	69%	53%	65%	57%	66%	ZAAAC	57%
Felony drug possession	45%	50%	27%	50%	62%	37%	46%	41%	47%	38%	50%	ZAC	42%
Drunk driving	39%	41%	28%	39%	50%	36%	36%	37%	39%	36%	42%	ZAC	33%
Domestic violence	57%	60%	38%	56%	73%	52%	60%	51%	59%	50%	63%	ZAC	50%
Assault/battery	52%	52%	38%	56%	65%	49%	63%	44%	55%	43%	59%	ZAC	47%
None of these	5%	6%	7%	6%	5%	5%	3%	8%	5%	8%	3%	4%	6%
Not applicable - I don't support this type of celebrity	23%	22%	40%	21%	11%	27%	17%	25%	23%	25%	22%	17%	31%

ZYC_q2. Please imagine you were excited to see a movie in theaters and the day before going you found out a lead actor/actress in the film was accused of sexual assault. In which ONE, if any, of the following ways would you react? Please select the option that best applies.

Unweighted base	1123	548	26	123	53	324	49	281	842	394	317	241	171
Base: All US adults	1108	510	28	105	45	369	50	288	819	415	313	213	167
I would go see the movie when I had planned to	38%	37%	23%	36%	33%	40%	48%	42%	36%	38%	39%	41%	33%
I would wait to see if the person was convicted of the crime before seeing the movie	15%	16%	25%	16%	16%	13%	9%	12%	16%	14%	20%	9%	14%
I wouldn't go see the movie in theaters, but I would watch it on TV or streaming service later	12%	12%	10%	14%	14%	12%	8%	14%	12%	12%	12%	14%	11%
I would never watch the movie	16%	16%	8%	13%	16%	13%	20%	13%	17%	17%	14%	19%	13%
Don't know	19%	17%	34%	21%	21%	21%	14%	19%	19%	19%	15%	17%	28%

ZYC_q3. Please i

Unweighted base	1123	548	26	123	53	324	49	281	842	394	317	241	171
Base: All US adults	1108	510	28	105	45	369	50	288	819	415	313	213	167
I would buy the album anyway	21%	22%	12%	19%	20%	22%	22%	26%	20%	22%	19%	26%	20%
I would wait to see if the person was convicted of the crime before buying the album	18%	19%	5%	26%	22%	16%	21%	15%	19%	18%	22%	13%	17%
I would not buy the album, but I would listen to album for free on the internet/streaming app (e.g., YouTube, Spotify, Pandora, etc.)	20%	19%	33%	15%	10%	24%	18%	24%	19%	16%	28%	20%	16%
I would never buy or listen to the album	22%	25%	35%	17%	27%	19%	23%	20%	23%	25%	18%	25%	20%
Don't know	18%	15%	15%	24%	21%	20%	16%	15%	19%	18%	14%	16%	28%

ZYC_q4. Please imagine two famous actors/actresses were to be accused of sexual assault. Would you be more willing to forgive the younger actor/actress or the older actor/actress?

Unweighted base	1123	548	26	123	53	324	49	281	842	394	317	241	171
Base: All US adults	1108	510	28	105	45	369	50	288	819	415	313	213	167
Much more willing to forgive the younger actor/actress	4%	3%	6%	2%	-	5%	3%	4%	4%	5%	2%	4%	1%
Somewhat more willing to forgive the younger actor/actress	8%	10%	3%	5%	7%	5%	16%	11%	6%	9%	8%	8%	5%
Equally willing to forgive both the young and older actor/actress	20%	16%	9%	20%	13%	26%	22%	19%	20%	22%	18%	17%	21%
Somewhat more willing to forgive the older actor/actress	1%	1%	-	-	-	2%	-	1%	1%	2%	1%	0%	-
Much more willing to forgive the older actor/actress	1%	2%	-	-	-	1%	2%	2%	1%	2%	1%	1%	1%
Don't know	17%	17%	3%	18%	9%	20%	13%	17%	17%	17%	12%	18%	27%
Not applicable - I would not be willing to forgive either actor/actress	50%	52%	80%	56%	71%	41%	44%	46%	51%	44%	59%	52%	45%

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Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

ZYC_q1_7. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Politician

Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	19	9	116
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112
Murder	61%	62%	64%	66%	56%	59%	67%	69%	59%	59%	81%	86%	29%	58%
Sexual assault/rape	62%	64%	67%	65%	55%	52%	63%	68%	61%	58%	73%	76%	6%	58%
Felony drug possession	45%	46%	45%	49%	40%	36%	48%	49%	42%	42%	44%	57%	6%	51%
Drunk driving	39%	39%	40%	42%	36%	26%	41%	42%	35%	32%	30%	57%	6%	41%
Domestic violence	57%	59%	62%	64%	52%	48%	65%	65%	58%	54%	75%	81%	6%	53%
Assault/battery	52%	53%	54%	59%	47%	41%	57%	62%	50%	50%	70%	76%	6%	48%
None of these	5%	5%	5%	3%	6%	7%	6%	6%	7%	6%	6%	45%	3%	4%
Not applicable - I don't support this type of celebrity	23%	22%	19%	23%	24%	23%	20%	19%	23%	27%	5%	14%	26%	28%

ZYC_q2. Please imagine you were excited to see a movie in theaters and the day before going you found out a lead actor/actress in the film was accused of sexual assault. In which ONE, if any, of the following ways would you react? Please select the option that best applies.

Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	19	9	116
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112
I would go see the movie when I had planned to	38%	41%	45%	38%	46%	50%	42%	47%	42%	44%	32%	28%	28%	26%
I would wait to see if the person was convicted of the crime before seeing the movie	15%	14%	14%	14%	17%	9%	12%	16%	14%	12%	23%	19%	50%	15%
I wouldn't go see the movie in theaters, but I would watch it on TV or streaming service later	12%	11%	11%	14%	13%	13%	15%	12%	12%	12%	11%	26%	-	10%
I would never watch the movie	16%	15%	13%	15%	10%	5%	14%	10%	14%	15%	20%	20%	9%	21%
Don't know	19%	19%	16%	19%	15%	23%	17%	15%	18%	17%	14%	8%	12%	28%

ZYC_q3. Please i

Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	19	9	116
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112
I would buy the album anyway	21%	23%	26%	22%	27%	25%	22%	21%	21%	26%	26%	12%	28%	16%
I would wait to see if the person was convicted of the crime before buying the album	18%	17%	17%	18%	20%	14%	17%	20%	16%	11%	19%	15%	46%	19%
I would not buy the album, but I would listen to album for free on the internet/streaming app (e.g., YouTube, Spotify, Pandora, etc.)	20%	21%	21%	23%	22%	28%	26%	26%	24%	27%	14%	40%	5%	11%
I would never buy or listen to the album	22%	21%	19%	21%	18%	12%	19%	17%	21%	22%	36%	26%	9%	28%
Don't know	18%	18%	17%	17%	14%	22%	17%	15%	18%	12%	5%	8%	12%	25%

ZYC_q4. Please imagine two famous actors/actresses were to be accused of sexual assault. Would you be more willing to forgive the younger actor/actress or the older actor/actress?

Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	19	9	116
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112
Much more willing to forgive the younger actor/actress	4%	4%	6%	5%	6%	6%	6%	4%	4%	5%	10%	-	6%	1%
Somewhat more willing to forgive the younger actor/actress	8%	8%	10%	8%	10%	15%	5%	12%	10%	11%	7%	7%	40%	4%
Equally willing to forgive both the young and older actor/actress	20%	20%	23%	19%	24%	25%	18%	24%	18%	22%	16%	26%	22%	14%
Somewhat more willing to forgive the older actor/actress	1%	1%	0%	0%	1%	-	1%	-	2%	2%	-	-	-	1%
Much more willing to forgive the older actor/actress	1%	1%	0%	1%	1%	3%	1%	-	1%	1%	-	-	-	1%
Don't know	17%	16%	14%	16%	17%	12%	14%	7%	14%	13%	21%	21%	15%	25%
Not applicable - I would not be willing to forgive either actor/actress	50%	50%	46%	51%	41%	39%	56%	52%	52%	46%	45%	45%	16%	54%

Cell Contents (Co)

YouGov NY
Crimes

US_nat Sample: 7th - 8th November 2017



Total

ZYC_q1_7. Which, if any, of the following types of crimes would make you end your support for each of the following types of celebrities? Please select all that apply on each row.

- Politician

Unweighted base:	1123
Base: All US adults	1108
Murder	61%
Sexual assault/rape	62%
Felony drug possession	45%
Drunk driving	39%
Domestic violence	57%
Assault/battery	52%
None of these	5%
Not applicable - I don't support this type of celebrity	23%

ZYC_q2. Please imagine you were excited to see a movie in theaters and the day before going you found out a lead actor/actress in the film was accused of sexual assault. In which ONE, if any, of the following ways would you react? Please select the option that best applies.

Unweighted base:	1123
Base: All US adults	1108
I would go see the movie when I had planned to	36%
I would wait to see if the person was convicted of the crime before seeing the movie	15%
I wouldn't go see the movie in theaters, but I would watch it on TV or streaming service later	12%
I would never watch the movie	16%
Don't know	19%

ZYC_q3. Please i

Unweighted base:	1123
Base: All US adults	1108
I would buy the album anyway	21%
I would wait to see if the person was convicted of the crime before buying the album	18%
I would not buy the album, but I would listen to album for free on the internet/streaming app (e.g., YouTube, Spotify, Pandora, etc.)	20%
I would never buy or listen to the album	22%
Don't know	18%

ZYC_q4. Please imagine two famous actors/actresses were to be accused of sexual assault. Would you be more willing to forgive the younger actor/actress or the older actor/actress?

Unweighted base:	1123
Base: All US adults	1108
Much more willing to forgive the younger actor/actress	4%
Somewhat more willing to forgive the younger actor/actress	8%
Equally willing to forgive both the young and older actor/actress	20%
Somewhat more willing to forgive the older actor/actress	1%
Much more willing to forgive the older actor/actress	1%
Don't know	17%
Not applicable - I would not be willing to forgive either actor/actress	50%

Cell Contents (Co