HuffPost: Swift vs West

1. Do you have a favorable or an unfavorable opinion of Taylor Swift?

Strongly favorable 12%
Somewhat favorable 34%
Somewhat unfavorable 18%
Strongly unfavorable 16%
Not sure 19%

2. Do you have a favorable or an unfavorable opinion of Kanye West?

Strongly favorable 8%
Somewhat favorable 19%
Somewhat unfavorable 22%
Strongly unfavorable 37%
Not sure 13%

3. Which artist's music do you prefer?

Taylor Swift 29%
Kanye West 10%
Neither 55%
Not sure 6%

4. Which artist do you think has political views that are closer to your own?

Taylor Swift 27%
Kanye West 21%
Neither 34%
Not sure 18%

5. When it comes to controversial political topics, do you think celebrities should:

Publicly express their values and beliefs 38%
Avoid publicly stating any political opinions 40%
Not sure 22%

6. Has there ever been an instance in which a celebrity's position on a political issue had an effect on your willingness to see, hear or read that celebrity's work, or not?

Yes, there has been 38%

No, there has not been 45%

Not sure 17%

Interviewing Dates	October 12 - 14, 2018
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2016 American Community Study. Voter registration was imputed from the November 2016 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, and 2016 Presidential vote. The weights range from 0.38 to 2.816, with a mean of one and a standard deviation of 0.379.
Number of respondents	1000
Margin of error	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	53 questions not reported.

1. Taylor Swift favorability
Do you have a favorable or an unfavorable opinion of Taylor Swift?

	Total	Registered voters Yes	Gender Male	Female	Age (4 category) 18-29	30-44	45-64	65+	Race (4 category) White	Black	Hispanic	Other
Strongly favorable	12%	14%	12%	12%	7%	15%	14%	12%	12%	16%	16%	5%
Somewhat favorable	34%	35%	32%	37%	35%	35%	34%	33%	34%	31%	35%	41%
Somewhat unfavorable	18%	19%	20%	16%	19%	19%	19%	15%	19%	17%	14%	16%
Strongly unfavorable	16%	17%	19%	14%	17%	11%	15%	24%	18%	12%	12%	16%
Not sure	19%	15%	16%	21%	22%	21%	17%	16%	17%	24%	24%	22%
Totals	99%	100%	99%	100%	100%	101%	99%	100%	100%	100%	101%	100%
Unweighted N	(998)	(780)	(453)	(545)	(194)	(228)	(368)	(208)	(719)	(114)	(103)	(62)

	Total	Party ID Dem	Ind	Rep	2016 Vote Clinton	Trump	Family Income (3 category) < $50K	$50-100K	$100K+	Census Region Northeast	Midwest	South	West
Strongly favorable	12%	24%	6%	6%	23%	5%	11%	12%	14%	10%	12%	14%	12%
Somewhat favorable	34%	46%	31%	23%	49%	22%	31%	36%	47%	40%	38%	31%	31%
Somewhat unfavorable	18%	10%	19%	29%	8%	29%	17%	23%	19%	16%	15%	20%	20%
Strongly unfavorable	16%	6%	17%	30%	3%	32%	18%	15%	10%	15%	15%	17%	18%
Not sure	19%	14%	27%	12%	17%	11%	22%	14%	11%	18%	20%	19%	19%
Totals	99%	100%	100%	100%	100%	99%	99%	100%	101%	99%	100%	101%	100%
Unweighted N	(998)	(358)	(396)	(244)	(337)	(290)	(430)	(284)	(145)	(200)	(222)	(362)	(214)

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2. Kanye West favorability

Do you have a favorable or an unfavorable opinion of Kanye West?

	Total	Registered voters	Gender		Age (4 category)				Race (4 category)			
		Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly favorable	8%	9%	10%	6%	4%	9%	8%	12%	9%	5%	6%	8%
Somewhat favorable	19%	19%	21%	18%	18%	17%	21%	19%	21%	14%	15%	18%
Somewhat unfavorable	22%	22%	20%	23%	24%	26%	22%	14%	22%	18%	20%	27%
Strongly unfavorable	37%	40%	36%	39%	33%	36%	37%	44%	35%	51%	37%	33%
Not sure	13%	10%	13%	14%	20%	13%	12%	10%	12%	12%	22%	15%
Totals	99%	100%	100%	100%	99%	101%	100%	99%	99%	100%	100%	101%
Unweighted N	(995)	(777)	(453)	(542)	(194)	(229)	(364)	(208)	(716)	(114)	(103)	(62)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Strongly favorable	8%	3%	7%	19%	1%	19%	9%	9%	4%	6%	9%	10%	8%
Somewhat favorable	19%	7%	20%	35%	3%	38%	17%	21%	21%	18%	17%	20%	20%
Somewhat unfavorable	22%	21%	23%	21%	18%	20%	20%	24%	27%	23%	24%	19%	22%
Strongly unfavorable	37%	63%	30%	13%	74%	9%	37%	37%	42%	37%	35%	41%	34%
Not sure	13%	6%	20%	13%	5%	14%	17%	9%	5%	16%	14%	10%	16%
Totals	99%	100%	100%	101%	101%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(995)	(358)	(396)	(241)	(336)	(288)	(429)	(283)	(145)	(198)	(221)	(362)	(214)

3. Preferred artist
Which artist's music do you prefer?

	Total	Registered voters	Gender		Age (4 category)				Race (4 category)			
		Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Taylor Swift	29%	31%	24%	35%	24%	34%	28%	32%	32%	20%	21%	35%
Kanye West	10%	7%	11%	8%	19%	14%	6%	2%	8%	17%	15%	4%
Neither	55%	59%	60%	50%	45%	49%	61%	61%	55%	58%	53%	52%
Not sure	6%	3%	5%	7%	12%	3%	4%	5%	5%	5%	11%	9%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,000)	(781)	(453)	(547)	(195)	(229)	(368)	(208)	(720)	(114)	(104)	(62)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Taylor Swift	29%	36%	26%	26%	40%	21%	29%	30%	40%	32%	31%	29%	26%
Kanye West	10%	9%	10%	10%	6%	8%	9%	13%	8%	8%	9%	10%	11%
Neither	55%	51%	54%	61%	51%	67%	56%	54%	50%	53%	53%	56%	56%
Not sure	6%	4%	9%	3%	2%	4%	7%	4%	2%	6%	7%	4%	7%
Totals	100%	100%	99%	100%	99%	100%	101%	101%	100%	99%	100%	99%	100%
Unweighted N	(1,000)	(358)	(398)	(244)	(337)	(290)	(432)	(284)	(145)	(200)	(222)	(363)	(215)

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4. Closer political views
Which artist do you think has political views that are closer to your own?

	Total	Registered voters	Gender		Age (4 category)				Race (4 category)			
		Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Taylor Swift	27%	31%	26%	28%	25%	28%	26%	28%	27%	32%	20%	23%
Kanye West	21%	23%	26%	16%	16%	17%	23%	27%	24%	10%	14%	26%
Neither	34%	31%	35%	33%	39%	35%	33%	29%	30%	50%	41%	28%
Not sure	18%	15%	14%	23%	21%	20%	18%	16%	19%	8%	25%	23%
Totals	100%	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(780)	(452)	(545)	(193)	(229)	(367)	(208)	(719)	(113)	(103)	(62)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Taylor Swift	27%	55%	16%	5%	61%	2%	24%	27%	38%	27%	29%	25%	26%
Kanye West	21%	5%	17%	50%	2%	50%	19%	26%	16%	15%	24%	23%	21%
Neither	34%	28%	42%	29%	26%	32%	35%	33%	32%	38%	30%	34%	33%
Not sure	18%	13%	25%	15%	12%	16%	21%	14%	14%	20%	17%	18%	19%
Totals	100%	101%	100%	99%	101%	100%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(997)	(357)	(396)	(244)	(336)	(290)	(430)	(284)	(145)	(200)	(221)	(361)	(215)

5. Celebrity opinions
When it comes to controversial political topics, do you think celebrities should:

	Total	Registered voters	Gender		Age (4 category)				Race (4 category)			
		Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Publicly express their values and beliefs	38%	43%	36%	40%	36%	35%	40%	39%	36%	42%	42%	39%
Avoid publicly stating any political opinions	40%	41%	45%	36%	33%	36%	42%	50%	44%	30%	36%	27%
Not sure	22%	16%	20%	24%	31%	29%	18%	11%	20%	28%	22%	34%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(996)	(779)	(451)	(545)	(194)	(229)	(366)	(207)	(718)	(114)	(102)	(62)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Publicly express their values and beliefs	38%	56%	32%	22%	68%	17%	37%	40%	46%	37%	40%	38%	36%
Avoid publicly stating any political opinions	40%	25%	37%	68%	13%	73%	40%	41%	41%	38%	40%	39%	44%
Not sure	22%	19%	31%	10%	18%	10%	23%	19%	13%	25%	20%	23%	20%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(996)	(357)	(398)	(241)	(337)	(289)	(430)	(282)	(145)	(199)	(221)	(362)	(214)

6. Celebrity impact
Has there ever been an instance in which a celebrity's position on a political issue had an effect on your willingness to see, hear or read that celebrity's work, or not?

	Total	Registered voters Yes	Gender Male	Female	Age (4 category) 18-29	30-44	45-64	65+	Race (4 category) White	Black	Hispanic	Other
Yes, there has been	38%	45%	40%	35%	31%	37%	42%	38%	42%	22%	31%	30%
No, there has not been	45%	47%	43%	47%	38%	41%	46%	56%	45%	50%	41%	49%
Not sure	17%	7%	16%	18%	31%	23%	12%	6%	13%	28%	28%	21%
Totals	100%	99%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(996)	(778)	(452)	(544)	(193)	(229)	(366)	(208)	(720)	(112)	(102)	(62)

	Total	Party ID Dem	Ind	Rep	2016 Vote Clinton	Trump	Family Income (3 category) < $50K	$50-100K	$100K+	Census Region Northeast	Midwest	South	West
Yes, there has been	38%	40%	29%	50%	41%	54%	31%	46%	51%	34%	37%	36%	43%
No, there has not been	45%	45%	45%	46%	48%	42%	46%	48%	44%	46%	50%	45%	40%
Not sure	17%	16%	26%	5%	10%	4%	24%	6%	5%	20%	13%	19%	17%
Totals	100%	101%	100%	101%	99%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(996)	(357)	(397)	(242)	(336)	(290)	(432)	(281)	(145)	(198)	(222)	(361)	(215)

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Number of respondents	1000
Margin of error	$\pm$ 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	53 questions not reported.