

# YouGov Survey: Taylor Swift and Travis Kelce



Sample 1000 U.S. Adult Citizens  
Conducted January 30 - February 1, 2024  
Margin of Error ±3.9%

## 1. How interested are you in the romantic relationships of celebrities?

Very interested	4%
Somewhat interested	14%
Not very interested	25%
Not at all interested	55%
Not sure	2%

## 2. How often do the romantic relationships of celebrities affect your opinion of them?

Always	2%
Usually	3%
Sometimes	19%
Rarely	30%
Never	40%
Not sure	6%

## 3. If a person could choose to be in a romantic relationship with anyone, do you think all things considered it would be better to be with...?

A celebrity	5%
A non-celebrity	41%
No difference	37%
Not sure	18%

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

Very favorable	21%
Somewhat favorable	33%
Somewhat unfavorable	16%
Very unfavorable	13%
Don't know	17%

## 5. How familiar are you with Taylor Swift?

Very familiar	24%
Somewhat familiar	46%
Not very familiar	23%
Not at all familiar	6%

## 6. Are you a fan of Taylor Swift?

Yes, a major fan	6%
Yes, somewhat of a fan	26%
No, not a fan	62%
Not sure	6%

## 7. Which of the following do you think is the best match romantically for Taylor Swift?

*Among people who are at least somewhat familiar with Taylor Swift*

Joe Jonas .....	2%
Taylor Lautner .....	2%
John Mayer .....	1%
Jake Gyllenhaal .....	1%
Conor Kennedy .....	0%
Harry Styles .....	2%
Calvin Harris .....	2%
Tom Hiddleston .....	0%
Joe Alwyn .....	0%
Matt Healy .....	1%
Travis Kelce .....	28%
None of the above .....	11%
Not sure .....	50%

## 8. Which of the following do you think is the worst match romantically for Taylor Swift?

*Among people who are at least somewhat familiar with Taylor Swift*

Joe Jonas .....	4%
Taylor Lautner .....	1%
John Mayer .....	6%
Jake Gyllenhaal .....	3%
Conor Kennedy .....	1%
Harry Styles .....	4%
Calvin Harris .....	2%
Tom Hiddleston .....	1%
Joe Alwyn .....	1%
Matt Healy .....	2%
Travis Kelce .....	2%
None of the above .....	8%
Not sure .....	66%

## 9. To your knowledge, which of the following is Taylor Swift currently in a relationship with?

Joe Jonas	0%
Taylor Lautner	0%
John Mayer	1%
Jake Gyllenhaal	0%
Conor Kennedy	1%
Harry Styles	1%
Calvin Harris	1%
Tom Hiddleston	1%
Joe Alwyn	1%
Matt Healy	1%
Travis Kelce	62%
None of the above	2%
Not sure	30%

## 10. How interested are you in professional football?

Very interested	27%
Somewhat interested	21%
Not very interested	15%
Not at all interested	34%
Not sure	3%

## 11. Which team do you want to win the Super Bowl this year?

Kansas City Chiefs	24%
San Francisco 49ers	25%
Don't care	42%
Not sure	8%

## 12. Do you have a favorable or an unfavorable opinion of Travis Kelce?

Very favorable	14%
Somewhat favorable	26%
Somewhat unfavorable	6%
Very unfavorable	5%
Don't know	49%

## 13. How familiar are you with Travis Kelce?

Very familiar	13%
Somewhat familiar	24%
Not very familiar	27%
Not at all familiar	36%

## 14. Are you a fan of Travis Kelce?

Yes, a major fan	5%
Yes, somewhat of a fan	21%
No, not a fan	59%
Not sure	15%

## 15. How much have you heard about the relationship between Taylor Swift and professional football player Travis Kelce?

A lot	34%
A little	44%
Nothing at all	21%

## 16. How interested are you in the relationship between Taylor Swift and Travis Kelce?

Very interested	4%
Somewhat interested	10%
Not very interested	18%
Not at all interested	64%
Not sure	5%

## 17. Has your interest in professional football increased or decreased since Taylor Swift began a relationship with Travis Kelce?

Increased	5%
Stayed the same	76%
Decreased	8%
Not sure	11%

## 18. Has your interest in Taylor Swift increased or decreased since she began a relationship with Travis Kelce?

Increased	7%
Stayed the same	71%
Decreased	9%
Not sure	12%

## 19. Do you think that Taylor Swift should...?

Publicly endorse political candidates she supports	21%
Not speak publicly about politics	48%
Not sure	31%

20. Would Taylor Swift's endorsement of a candidate in the 2024 presidential election make you more or less likely to vote for that candidate?

Much more likely	2%
Somewhat more likely	5%
No difference	66%
Somewhat less likely	3%
Much less likely	14%
Not sure	10%

21. Do you think that Taylor Swift is a...?

Democrat	33%
Republican	5%
Independent	7%
Something else	3%
Not sure	53%

22. If Taylor Swift endorsed Joe Biden for president, what effect do you think that would have on his campaign?

Very positive	16%
Somewhat positive	22%
Neither positive nor negative	30%
Somewhat negative	3%
Very negative	6%
Not sure	23%

23. If Taylor Swift endorsed Donald Trump for president, what effect do you think that would have on his campaign?

Very positive	13%
Somewhat positive	19%
Neither positive nor negative	32%
Somewhat negative	3%
Very negative	7%
Not sure	25%

# YouGov Survey: Taylor Swift and Travis Kelce



<b>Interviewing Dates</b>	January 30 - February 1, 2024
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	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 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.071 to 6.53, with a mean of one and a standard deviation of 0.74.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.9% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	71 questions not reported.

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## 1. Interested in Celebrity Relationships

How interested are you in the romantic relationships of celebrities?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very interested	4%	6%	3%	8%	6%	2%	0%	2%	10%	10%	2%
Somewhat interested	14%	9%	18%	22%	14%	12%	8%	12%	20%	20%	8%
Not very interested	25%	23%	26%	27%	23%	26%	22%	25%	25%	20%	32%
Not at all interested	55%	60%	51%	41%	53%	58%	69%	60%	39%	50%	52%
Not sure	2%	2%	2%	2%	4%	2%	1%	1%	5%	2%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	102%	100%
Unweighted N	(1,000)	(471)	(529)	(168)	(229)	(393)	(210)	(687)	(99)	(137)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very interested	4%	8%	1%	3%	5%	3%	4%	7%	3%	5%	5%	4%	2%
Somewhat interested	14%	19%	13%	10%	15%	9%	13%	15%	13%	12%	12%	17%	13%
Not very interested	25%	29%	23%	22%	32%	19%	23%	26%	27%	21%	26%	25%	25%
Not at all interested	55%	42%	60%	63%	47%	69%	58%	51%	55%	60%	55%	52%	57%
Not sure	2%	1%	3%	2%	1%	1%	2%	1%	2%	3%	2%	1%	3%
Totals	100%	99%	100%	100%	100%	101%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(1,000)	(340)	(376)	(284)	(372)	(312)	(398)	(288)	(211)	(165)	(217)	(392)	(226)

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## 2. Celebrity Relationships Affect Opinion

How often do the romantic relationships of celebrities affect your opinion of them?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	2%	3%	1%	3%	3%	1%	1%	2%	2%	1%	2%
Usually	3%	4%	2%	4%	3%	3%	2%	2%	4%	9%	1%
Sometimes	19%	16%	21%	27%	18%	15%	16%	17%	18%	22%	24%
Rarely	30%	27%	33%	26%	28%	33%	32%	33%	29%	13%	36%
Never	40%	45%	36%	31%	38%	44%	46%	41%	40%	47%	22%
Not sure	6%	6%	7%	8%	10%	4%	4%	5%	6%	7%	15%
Totals	100%	101%	100%	99%	100%	100%	101%	100%	99%	99%	100%
Unweighted N	(1,000)	(471)	(529)	(168)	(229)	(393)	(210)	(687)	(99)	(137)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	1%	2%	1%
Usually	3%	5%	2%	3%	3%	4%	3%	5%	2%	6%	2%	3%	1%
Sometimes	19%	25%	17%	14%	20%	14%	16%	21%	25%	15%	22%	18%	19%
Rarely	30%	31%	34%	25%	37%	28%	31%	29%	30%	30%	28%	32%	30%
Never	40%	32%	40%	49%	35%	47%	42%	38%	35%	40%	39%	40%	42%
Not sure	6%	6%	6%	7%	3%	5%	7%	4%	6%	8%	8%	4%	7%
Totals	100%	101%	100%	100%	99%	100%	101%	99%	100%	101%	100%	99%	100%
Unweighted N	(1,000)	(340)	(376)	(284)	(372)	(312)	(398)	(288)	(211)	(165)	(217)	(392)	(226)



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### 3. Better To Be in Romance With Celebrity

If a person could choose to be in a romantic relationship with anyone, do you think all things considered it would be better to be with... ?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A celebrity	5%	6%	4%	12%	4%	4%	1%	4%	8%	7%	5%
A non-celebrity	41%	41%	41%	28%	36%	46%	51%	47%	28%	29%	29%
No difference	37%	35%	38%	43%	38%	34%	32%	34%	40%	45%	43%
Not sure	18%	19%	17%	17%	23%	16%	16%	16%	24%	19%	24%
Totals	101%	101%	100%	100%	101%	100%	100%	101%	100%	100%	101%
Unweighted N	(997)	(470)	(527)	(167)	(229)	(391)	(210)	(686)	(97)	(137)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A celebrity	5%	7%	3%	5%	4%	5%	4%	8%	4%	6%	5%	4%	5%
A non-celebrity	41%	34%	39%	50%	40%	53%	36%	45%	47%	41%	37%	43%	41%
No difference	37%	39%	39%	32%	38%	32%	38%	35%	31%	32%	34%	39%	39%
Not sure	18%	20%	19%	14%	18%	11%	22%	11%	17%	21%	25%	13%	15%
Totals	101%	100%	100%	101%	100%	101%	100%	99%	99%	100%	101%	99%	100%
Unweighted N	(997)	(340)	(373)	(284)	(371)	(312)	(395)	(288)	(211)	(165)	(217)	(390)	(225)

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## 4. Favorability of Taylor Swift

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

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	21%	20%	23%	17%	22%	24%	20%	20%	33%	21%	16%
Somewhat favorable	33%	34%	31%	43%	29%	28%	33%	33%	27%	41%	26%
Somewhat unfavorable	16%	15%	16%	11%	16%	18%	16%	17%	12%	11%	14%
Very unfavorable	13%	14%	13%	8%	16%	14%	16%	16%	6%	11%	11%
Don't know	17%	17%	17%	21%	18%	15%	16%	14%	22%	17%	34%
Totals	100%	100%	100%	100%	101%	99%	101%	100%	100%	101%	101%
Unweighted N	(999)	(471)	(528)	(168)	(229)	(392)	(210)	(687)	(98)	(137)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	21%	37%	11%	16%	35%	15%	18%	23%	25%	20%	24%	20%	21%
Somewhat favorable	33%	37%	34%	26%	38%	25%	32%	31%	34%	35%	25%	35%	34%
Somewhat unfavorable	16%	7%	17%	22%	12%	22%	15%	19%	18%	13%	18%	17%	13%
Very unfavorable	13%	4%	14%	23%	4%	26%	12%	13%	10%	15%	14%	14%	11%
Don't know	17%	14%	24%	13%	12%	13%	22%	13%	13%	17%	19%	14%	21%
Totals	100%	99%	100%	100%	101%	101%	99%	99%	100%	100%	100%	100%	100%
Unweighted N	(999)	(340)	(375)	(284)	(372)	(312)	(397)	(288)	(211)	(165)	(216)	(392)	(226)

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## 5. Familiarity With Taylor Swift

How familiar are you with Taylor Swift?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very familiar	24%	24%	25%	35%	27%	22%	14%	21%	29%	33%	28%
Somewhat familiar	46%	43%	50%	35%	48%	49%	52%	52%	37%	29%	38%
Not very familiar	23%	26%	21%	24%	18%	22%	29%	22%	25%	27%	22%
Not at all familiar	6%	8%	4%	6%	7%	6%	6%	4%	9%	11%	12%
Totals	99%	101%	100%	100%	100%	99%	101%	99%	100%	100%	100%
Unweighted N	(999)	(470)	(529)	(167)	(229)	(393)	(210)	(686)	(99)	(137)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very familiar	24%	33%	20%	21%	29%	21%	21%	28%	25%	28%	20%	25%	24%
Somewhat familiar	46%	43%	43%	53%	50%	50%	47%	47%	52%	50%	52%	44%	42%
Not very familiar	23%	19%	27%	23%	18%	23%	24%	22%	21%	17%	24%	23%	27%
Not at all familiar	6%	6%	9%	4%	3%	6%	9%	3%	2%	5%	4%	8%	6%
Totals	99%	101%	99%	101%	100%	100%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(999)	(339)	(376)	(284)	(371)	(312)	(398)	(287)	(211)	(165)	(216)	(392)	(226)

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## 6. Taylor Swift Fandom

Are you a fan of Taylor Swift?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, a major fan	6%	5%	6%	10%	10%	3%	2%	6%	5%	5%	8%
Yes, somewhat of a fan	26%	23%	29%	29%	24%	27%	23%	24%	32%	27%	27%
No, not a fan	62%	67%	58%	54%	57%	65%	72%	65%	51%	63%	61%
Not sure	6%	5%	6%	6%	9%	5%	3%	5%	11%	5%	4%
Totals	100%	100%	99%	99%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(998)	(470)	(528)	(168)	(228)	(393)	(209)	(686)	(99)	(136)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, a major fan	6%	10%	2%	6%	7%	6%	4%	7%	7%	10%	4%	5%	5%
Yes, somewhat of a fan	26%	39%	19%	20%	34%	18%	24%	28%	27%	22%	29%	27%	25%
No, not a fan	62%	42%	74%	70%	54%	73%	64%	62%	60%	60%	59%	64%	65%
Not sure	6%	10%	4%	4%	6%	3%	7%	4%	6%	8%	8%	4%	5%
Totals	100%	101%	99%	100%	101%	100%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(998)	(340)	(375)	(283)	(372)	(311)	(396)	(288)	(211)	(165)	(216)	(391)	(226)

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## 7. Best Match for Taylor Swift

Which of the following do you think is the best match romantically for Taylor Swift?

*Among people who are at least somewhat familiar with Taylor Swift*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Jonas	2%	1%	2%	4%	1%	1%	0%	0%	5%	0%	9%
Taylor Lautner	2%	2%	3%	8%	3%	0%	0%	1%	5%	6%	3%
John Mayer	1%	1%	0%	1%	1%	0%	0%	0%	1%	0%	0%
Jake Gyllenhaal	1%	1%	1%	2%	0%	1%	0%	1%	0%	0%	0%
Conor Kennedy	0%	1%	0%	0%	2%	0%	0%	0%	0%	2%	0%
Harry Styles	2%	2%	2%	6%	2%	1%	0%	2%	2%	3%	2%
Calvin Harris	2%	2%	1%	5%	2%	0%	0%	1%	6%	0%	0%
Tom Hiddleston	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Joe Alwyn	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%
Matt Healy	1%	1%	1%	2%	2%	0%	0%	1%	2%	2%	0%
Travis Kelce	28%	26%	30%	16%	25%	33%	37%	27%	33%	29%	33%
None of the above	11%	11%	11%	10%	8%	13%	12%	11%	11%	14%	6%
Not sure	50%	52%	49%	45%	55%	50%	49%	55%	34%	43%	45%
Totals	100%	101%	100%	99%	102%	99%	99%	99%	99%	99%	100%
Unweighted N	(723)	(317)	(406)	(117)	(173)	(295)	(138)	(516)	(68)	(90)	(49)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Jonas	2%	4%	1%	0%	3%	0%	3%	1%	1%	1%	1%	1%	3%
Taylor Lautner	2%	5%	0%	2%	3%	1%	3%	4%	1%	2%	1%	3%	3%
John Mayer	1%	1%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%
Jake Gyllenhaal	1%	1%	0%	0%	1%	0%	1%	2%	0%	1%	0%	1%	0%
Conor Kennedy	0%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%
Harry Styles	2%	3%	2%	1%	3%	2%	1%	3%	1%	1%	0%	3%	3%
Calvin Harris	2%	2%	1%	2%	2%	1%	1%	3%	2%	3%	0%	2%	1%
Tom Hiddleston	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%
Joe Alwyn	0%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%
Matt Healy	1%	1%	0%	1%	0%	1%	2%	1%	0%	1%	0%	1%	1%
Travis Kelce	28%	33%	24%	28%	39%	25%	27%	26%	33%	28%	30%	27%	29%
None of the above	11%	6%	13%	14%	4%	14%	12%	10%	10%	12%	9%	10%	12%
Not sure	50%	43%	58%	50%	43%	54%	51%	50%	48%	50%	56%	50%	45%
Totals	100%	100%	101%	100%	99%	100%	102%	100%	100%	100%	98%	99%	99%
Unweighted N	(723)	(265)	(246)	(212)	(288)	(225)	(273)	(214)	(169)	(128)	(160)	(288)	(147)

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## 8. Worst Match for Taylor Swift

Which of the following do you think is the worst match romantically for Taylor Swift?

*Among people who are at least somewhat familiar with Taylor Swift*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Jonas	4%	2%	4%	4%	2%	5%	2%	3%	9%	3%	1%
Taylor Lautner	1%	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%
John Mayer	6%	6%	6%	1%	10%	8%	4%	5%	13%	6%	9%
Jake Gyllenhaal	3%	3%	3%	6%	3%	2%	1%	2%	5%	4%	2%
Conor Kennedy	1%	1%	1%	0%	1%	2%	0%	1%	3%	1%	1%
Harry Styles	4%	4%	5%	3%	4%	6%	3%	3%	4%	12%	0%
Calvin Harris	2%	2%	2%	4%	3%	2%	0%	1%	3%	4%	6%
Tom Hiddleston	1%	1%	1%	1%	2%	1%	0%	1%	2%	3%	0%
Joe Alwyn	1%	1%	1%	1%	1%	1%	1%	1%	0%	3%	0%
Matt Healy	2%	2%	3%	9%	1%	1%	0%	3%	0%	4%	2%
Travis Kelce	2%	3%	1%	1%	2%	3%	2%	3%	0%	0%	0%
None of the above	8%	7%	9%	5%	10%	6%	14%	9%	6%	8%	7%
Not sure	66%	68%	64%	64%	61%	65%	74%	69%	54%	52%	72%
Totals	101%	101%	100%	100%	100%	102%	101%	102%	99%	101%	100%
Unweighted N	(723)	(316)	(407)	(116)	(174)	(295)	(138)	(517)	(68)	(89)	(49)

**YouGov Survey: Taylor Swift and Travis Kelce**  
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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Jonas	4%	3%	3%	4%	4%	2%	6%	2%	3%	2%	2%	5%	3%
Taylor Lautner	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%
John Mayer	6%	10%	5%	3%	10%	3%	3%	6%	12%	6%	4%	8%	5%
Jake Gyllenhaal	3%	2%	2%	4%	2%	4%	1%	3%	5%	3%	1%	4%	2%
Conor Kennedy	1%	2%	0%	1%	2%	1%	1%	2%	0%	0%	2%	1%	1%
Harry Styles	4%	5%	4%	4%	5%	5%	5%	3%	5%	3%	4%	5%	4%
Calvin Harris	2%	2%	3%	2%	1%	1%	2%	1%	2%	4%	2%	2%	1%
Tom Hiddleston	1%	1%	1%	0%	1%	0%	2%	0%	2%	2%	0%	1%	1%
Joe Alwyn	1%	2%	0%	0%	1%	1%	1%	1%	1%	2%	1%	0%	1%
Matt Healy	2%	3%	2%	2%	3%	2%	1%	6%	2%	5%	2%	1%	2%
Travis Kelce	2%	1%	2%	3%	0%	3%	2%	2%	2%	0%	2%	3%	2%
None of the above	8%	5%	8%	12%	5%	13%	8%	9%	6%	11%	8%	7%	7%
Not sure	66%	63%	69%	65%	65%	66%	68%	63%	61%	61%	72%	60%	72%
Totals	101%	100%	99%	101%	99%	101%	100%	99%	101%	99%	100%	98%	101%
Unweighted N	(723)	(264)	(247)	(212)	(287)	(225)	(274)	(215)	(167)	(128)	(160)	(288)	(147)



# YouGov Survey: Taylor Swift and Travis Kelce

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## 9. Taylor Swift Current Partner

To your knowledge, which of the following is Taylor Swift currently in a relationship with?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Jonas	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Taylor Lautner	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
John Mayer	1%	1%	0%	2%	0%	0%	0%	0%	0%	2%	1%
Jake Gyllenhaal	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%
Conor Kennedy	1%	0%	1%	1%	0%	1%	0%	0%	0%	2%	4%
Harry Styles	1%	1%	0%	2%	1%	0%	0%	1%	0%	1%	0%
Calvin Harris	1%	1%	0%	0%	2%	0%	0%	0%	0%	3%	0%
Tom Hiddleston	1%	0%	1%	3%	1%	0%	0%	1%	3%	0%	0%
Joe Alwyn	1%	2%	1%	4%	1%	1%	0%	1%	2%	1%	0%
Matt Healy	1%	1%	0%	3%	0%	0%	0%	1%	0%	2%	0%
Travis Kelce	62%	59%	65%	38%	58%	74%	72%	67%	57%	49%	46%
None of the above	2%	2%	2%	4%	4%	1%	1%	2%	2%	2%	5%
Not sure	30%	32%	28%	42%	33%	22%	27%	26%	34%	37%	44%
Totals	101%	99%	98%	101%	101%	99%	100%	99%	98%	99%	100%
Unweighted N	(997)	(470)	(527)	(167)	(228)	(392)	(210)	(686)	(99)	(136)	(76)

**YouGov Survey: Taylor Swift and Travis Kelce**  
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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Jonas	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Taylor Lautner	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
John Mayer	1%	1%	0%	0%	0%	0%	0%	2%	0%	1%	0%	1%	0%
Jake Gyllenhaal	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%
Conor Kennedy	1%	1%	1%	0%	0%	1%	1%	0%	0%	3%	0%	1%	0%
Harry Styles	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%	2%
Calvin Harris	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%
Tom Hiddleston	1%	1%	1%	1%	0%	1%	1%	1%	1%	3%	0%	0%	1%
Joe Alwyn	1%	2%	0%	2%	1%	2%	0%	3%	2%	2%	1%	2%	1%
Matt Healy	1%	1%	1%	0%	1%	0%	1%	2%	0%	0%	1%	1%	1%
Travis Kelce	62%	67%	56%	64%	76%	66%	56%	67%	70%	64%	69%	61%	56%
None of the above	2%	1%	4%	2%	0%	2%	2%	2%	2%	4%	1%	3%	1%
Not sure	30%	24%	35%	31%	19%	27%	37%	21%	25%	22%	27%	30%	38%
Totals	101%	99%	99%	101%	98%	100%	100%	100%	101%	100%	100%	99%	101%
Unweighted N	(997)	(338)	(375)	(284)	(371)	(312)	(397)	(288)	(210)	(164)	(217)	(390)	(226)

**YouGov Survey: Taylor Swift and Travis Kelce**  
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**10. How Interested Are You in Professional Football**

How interested are you in professional football?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very interested	27%	38%	17%	22%	25%	30%	31%	29%	36%	17%	12%
Somewhat interested	21%	21%	21%	18%	19%	23%	22%	21%	15%	27%	19%
Not very interested	15%	14%	17%	16%	15%	15%	16%	14%	21%	16%	12%
Not at all interested	34%	24%	43%	39%	34%	31%	31%	34%	23%	32%	50%
Not sure	3%	3%	3%	5%	6%	1%	0%	1%	5%	8%	6%
Totals	100%	100%	101%	100%	99%	100%	100%	99%	100%	100%	99%
Unweighted N	(999)	(471)	(528)	(168)	(229)	(392)	(210)	(686)	(99)	(137)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very interested	27%	26%	23%	32%	27%	34%	23%	29%	37%	33%	23%	28%	26%
Somewhat interested	21%	20%	20%	22%	21%	23%	19%	25%	20%	24%	25%	17%	22%
Not very interested	15%	16%	15%	15%	15%	15%	18%	15%	11%	14%	17%	17%	12%
Not at all interested	34%	36%	36%	29%	35%	28%	36%	30%	29%	26%	32%	35%	38%
Not sure	3%	2%	5%	1%	1%	0%	3%	1%	3%	4%	3%	2%	2%
Totals	100%	100%	99%	99%	99%	100%	99%	100%	100%	101%	100%	99%	100%
Unweighted N	(999)	(339)	(376)	(284)	(371)	(312)	(398)	(288)	(211)	(165)	(216)	(392)	(226)

# YouGov Survey: Taylor Swift and Travis Kelce

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## 11. Preferred Super Bowl Winner

Which team do you want to win the Super Bowl this year?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kansas City Chiefs	24%	26%	23%	15%	21%	31%	28%	26%	32%	16%	11%
San Francisco 49ers	25%	28%	22%	29%	25%	23%	23%	22%	31%	32%	28%
Don't care	42%	39%	46%	39%	44%	43%	44%	46%	22%	40%	46%
Not sure	8%	7%	10%	18%	10%	4%	5%	6%	15%	12%	16%
Totals	99%	100%	101%	101%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(998)	(470)	(528)	(167)	(229)	(392)	(210)	(686)	(98)	(137)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kansas City Chiefs	24%	25%	17%	32%	26%	29%	23%	25%	31%	29%	30%	24%	16%
San Francisco 49ers	25%	28%	25%	21%	25%	24%	24%	29%	24%	26%	16%	25%	31%
Don't care	42%	38%	47%	42%	40%	44%	44%	39%	37%	38%	47%	42%	43%
Not sure	8%	9%	12%	4%	9%	3%	10%	7%	7%	8%	7%	9%	9%
Totals	99%	100%	101%	99%	100%	100%	101%	100%	99%	101%	100%	100%	99%
Unweighted N	(998)	(339)	(376)	(283)	(372)	(310)	(398)	(288)	(211)	(165)	(216)	(391)	(226)

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## 12. Favorability of Travis Kelce

Do you have a favorable or an unfavorable opinion of Travis Kelce?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	14%	16%	12%	9%	11%	15%	20%	13%	25%	10%	5%
Somewhat favorable	26%	28%	23%	29%	19%	26%	30%	26%	23%	31%	16%
Somewhat unfavorable	6%	7%	5%	6%	3%	8%	5%	8%	2%	2%	2%
Very unfavorable	5%	6%	5%	2%	7%	8%	3%	6%	1%	6%	7%
Don't know	49%	43%	56%	55%	60%	43%	42%	47%	49%	51%	70%
Totals	100%	100%	101%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(468)	(529)	(167)	(228)	(393)	(209)	(684)	(99)	(137)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	14%	20%	9%	13%	20%	14%	11%	16%	22%	11%	16%	15%	11%
Somewhat favorable	26%	25%	23%	29%	31%	27%	22%	30%	30%	25%	26%	24%	28%
Somewhat unfavorable	6%	4%	5%	8%	5%	10%	6%	7%	3%	10%	7%	4%	4%
Very unfavorable	5%	3%	5%	8%	2%	8%	5%	7%	4%	8%	5%	4%	6%
Don't know	49%	47%	58%	42%	42%	41%	57%	41%	40%	46%	46%	52%	51%
Totals	100%	99%	100%	100%	100%	100%	101%	101%	99%	100%	100%	99%	100%
Unweighted N	(997)	(340)	(375)	(282)	(372)	(311)	(396)	(287)	(211)	(165)	(215)	(391)	(226)

**YouGov Survey: Taylor Swift and Travis Kelce**  
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**13. Familiarity With Travis Kelce**

How familiar are you with Travis Kelce?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very familiar	13%	19%	7%	7%	16%	17%	10%	15%	13%	9%	3%
Somewhat familiar	24%	28%	21%	23%	22%	26%	26%	24%	27%	25%	27%
Not very familiar	27%	23%	30%	32%	21%	27%	28%	28%	28%	25%	16%
Not at all familiar	36%	30%	42%	38%	40%	31%	36%	33%	33%	41%	55%
Totals	100%	100%	100%	100%	99%	101%	100%	100%	101%	100%	101%
Unweighted N	(998)	(469)	(529)	(166)	(229)	(393)	(210)	(687)	(98)	(136)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very familiar	13%	12%	12%	14%	15%	15%	9%	17%	20%	17%	16%	11%	10%
Somewhat familiar	24%	28%	21%	25%	30%	25%	22%	23%	28%	34%	21%	22%	24%
Not very familiar	27%	30%	22%	28%	28%	29%	27%	32%	23%	23%	26%	27%	29%
Not at all familiar	36%	30%	45%	32%	27%	31%	43%	27%	29%	25%	37%	40%	37%
Totals	100%	100%	100%	99%	100%	100%	101%	99%	100%	99%	100%	100%	100%
Unweighted N	(998)	(339)	(375)	(284)	(372)	(312)	(397)	(288)	(211)	(164)	(217)	(392)	(225)

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## 14. Travis Kelce Fandom

Are you a fan of Travis Kelce?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, a major fan	5%	6%	3%	2%	5%	6%	4%	4%	8%	6%	0%
Yes, somewhat of a fan	21%	26%	17%	22%	17%	22%	23%	22%	30%	17%	13%
No, not a fan	59%	57%	62%	61%	56%	58%	63%	60%	54%	60%	64%
Not sure	15%	10%	18%	15%	21%	13%	9%	15%	8%	16%	23%
Totals	100%	99%	100%	100%	99%	99%	99%	101%	100%	99%	100%
Unweighted N	(998)	(470)	(528)	(167)	(229)	(392)	(210)	(686)	(98)	(137)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, a major fan	5%	6%	4%	4%	6%	5%	1%	7%	10%	4%	8%	4%	2%
Yes, somewhat of a fan	21%	24%	17%	23%	25%	20%	20%	22%	23%	23%	21%	21%	21%
No, not a fan	59%	55%	63%	60%	55%	63%	61%	59%	55%	60%	55%	60%	62%
Not sure	15%	15%	16%	12%	14%	11%	17%	11%	12%	13%	15%	15%	15%
Totals	100%	100%	100%	99%	100%	99%	99%	99%	100%	100%	99%	100%	100%
Unweighted N	(998)	(340)	(375)	(283)	(372)	(312)	(397)	(287)	(211)	(164)	(216)	(392)	(226)

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## 15. Heard About Swift and Kelce Relationship

How much have you heard about the relationship between Taylor Swift and professional football player Travis Kelce?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	34%	34%	35%	20%	32%	42%	39%	37%	27%	38%	18%
A little	44%	45%	44%	42%	44%	43%	49%	46%	52%	32%	39%
Nothing at all	21%	21%	22%	38%	24%	15%	12%	17%	21%	30%	42%
Totals	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(997)	(468)	(529)	(166)	(228)	(393)	(210)	(686)	(97)	(137)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	34%	39%	31%	32%	44%	38%	27%	42%	45%	44%	40%	32%	25%
A little	44%	42%	43%	49%	42%	43%	49%	40%	38%	42%	40%	46%	48%
Nothing at all	21%	19%	26%	19%	13%	19%	25%	18%	17%	14%	20%	22%	27%
Totals	99%	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(340)	(373)	(284)	(372)	(312)	(395)	(288)	(211)	(164)	(216)	(392)	(225)



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## 16. Interest in Swift and Kelce Relationship

How interested are you in the relationship between Taylor Swift and Travis Kelce?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very interested	4%	4%	4%	7%	3%	4%	1%	3%	7%	4%	0%
Somewhat interested	10%	8%	11%	13%	10%	8%	8%	9%	10%	14%	7%
Not very interested	18%	17%	19%	17%	14%	19%	21%	18%	27%	10%	12%
Not at all interested	64%	66%	62%	56%	64%	65%	68%	66%	51%	64%	71%
Not sure	5%	4%	5%	7%	9%	3%	1%	4%	6%	9%	10%
Totals	101%	99%	101%	100%	100%	99%	99%	100%	101%	101%	100%
Unweighted N	(1,000)	(471)	(529)	(168)	(229)	(393)	(210)	(687)	(99)	(137)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very interested	4%	6%	1%	4%	5%	5%	2%	7%	4%	6%	4%	3%	2%
Somewhat interested	10%	15%	5%	9%	12%	8%	7%	11%	12%	12%	7%	11%	9%
Not very interested	18%	21%	18%	15%	24%	14%	18%	16%	22%	12%	20%	19%	19%
Not at all interested	64%	53%	69%	69%	56%	71%	67%	61%	58%	68%	61%	62%	66%
Not sure	5%	4%	7%	4%	2%	2%	6%	5%	4%	3%	7%	5%	4%
Totals	101%	99%	100%	101%	99%	100%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(1,000)	(340)	(376)	(284)	(372)	(312)	(398)	(288)	(211)	(165)	(217)	(392)	(226)

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## 17. Change in Interest in Professional Football

Has your interest in professional football increased or decreased since Taylor Swift began a relationship with Travis Kelce?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increased	5%	6%	5%	7%	4%	5%	5%	5%	7%	6%	4%
Stayed the same	76%	72%	79%	67%	71%	79%	84%	79%	73%	67%	62%
Decreased	8%	11%	5%	4%	10%	9%	7%	9%	2%	5%	12%
Not sure	11%	11%	11%	22%	14%	8%	4%	7%	18%	22%	22%
Totals	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(996)	(469)	(527)	(168)	(227)	(393)	(208)	(684)	(99)	(136)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increased	5%	7%	3%	6%	6%	6%	4%	7%	5%	5%	6%	5%	5%
Stayed the same	76%	78%	74%	76%	84%	74%	77%	76%	76%	78%	75%	78%	71%
Decreased	8%	3%	9%	11%	4%	13%	6%	8%	8%	6%	8%	7%	9%
Not sure	11%	12%	14%	7%	7%	6%	13%	8%	10%	11%	11%	10%	14%
Totals	100%	100%	100%	100%	101%	99%	100%	99%	99%	100%	100%	100%	99%
Unweighted N	(996)	(339)	(375)	(282)	(371)	(311)	(395)	(288)	(211)	(165)	(216)	(390)	(225)

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## 18. Change in Interest in Taylor Swift

Has your interest in Taylor Swift increased or decreased since she began a relationship with Travis Kelce?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increased	7%	9%	6%	9%	6%	9%	6%	8%	9%	5%	4%
Stayed the same	71%	66%	76%	64%	69%	71%	79%	73%	70%	64%	64%
Decreased	9%	12%	7%	7%	10%	10%	10%	11%	2%	8%	9%
Not sure	12%	13%	12%	20%	14%	10%	5%	8%	19%	22%	23%
Totals	99%	100%	101%	100%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(997)	(469)	(528)	(168)	(226)	(393)	(210)	(686)	(98)	(137)	(76)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increased	7%	11%	4%	8%	11%	8%	6%	9%	12%	6%	10%	8%	7%
Stayed the same	71%	73%	71%	68%	75%	70%	71%	70%	72%	72%	68%	74%	67%
Decreased	9%	3%	10%	15%	6%	16%	7%	12%	8%	11%	10%	7%	11%
Not sure	12%	13%	14%	9%	8%	7%	15%	8%	8%	12%	11%	11%	14%
Totals	99%	100%	99%	100%	100%	101%	99%	99%	100%	101%	99%	100%	99%
Unweighted N	(997)	(339)	(374)	(284)	(371)	(312)	(397)	(288)	(209)	(165)	(215)	(391)	(226)

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## 19. Taylor Swift Involvement in Politics

Do you think that Taylor Swift should... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Publicly endorse political candidates she supports	21%	21%	21%	19%	25%	20%	21%	21%	26%	21%	16%
Not speak publicly about politics	48%	51%	46%	37%	42%	55%	57%	52%	38%	42%	49%
Not sure	31%	28%	33%	45%	33%	25%	22%	28%	36%	37%	36%
Totals	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(998)	(470)	(528)	(167)	(228)	(393)	(210)	(686)	(98)	(137)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Publicly endorse political candidates she supports	21%	40%	16%	7%	44%	7%	19%	22%	30%	30%	19%	19%	20%
Not speak publicly about politics	48%	27%	47%	72%	26%	78%	44%	55%	45%	48%	47%	53%	42%
Not sure	31%	33%	36%	21%	31%	15%	38%	22%	25%	22%	34%	28%	37%
Totals	100%	100%	99%	100%	101%	100%	101%	99%	100%	100%	100%	100%	99%
Unweighted N	(998)	(340)	(374)	(284)	(371)	(312)	(396)	(288)	(211)	(164)	(217)	(391)	(226)

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## 20. Taylor Swift Endorsement Effect

Would Taylor Swift's endorsement of a candidate in the 2024 presidential election make you more or less likely to vote for that candidate?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Much more likely	2%	3%	2%	3%	3%	3%	1%	2%	5%	3%	0%
Somewhat more likely	5%	7%	4%	13%	7%	1%	2%	3%	9%	10%	10%
No difference	66%	65%	68%	53%	66%	73%	70%	68%	62%	65%	63%
Somewhat less likely	3%	4%	2%	5%	1%	3%	3%	3%	3%	4%	2%
Much less likely	14%	15%	12%	10%	8%	14%	22%	17%	5%	6%	12%
Not sure	10%	7%	12%	16%	15%	6%	3%	7%	17%	13%	13%
Totals	100%	101%	100%	100%	100%	100%	101%	100%	101%	101%	100%
Unweighted N	(1,000)	(471)	(529)	(168)	(229)	(393)	(210)	(687)	(99)	(137)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much more likely	2%	5%	1%	1%	4%	2%	2%	3%	3%	4%	2%	2%	2%
Somewhat more likely	5%	10%	3%	3%	6%	3%	6%	6%	4%	6%	4%	5%	7%
No difference	66%	70%	65%	64%	77%	62%	63%	68%	72%	65%	75%	65%	63%
Somewhat less likely	3%	3%	3%	2%	1%	4%	2%	4%	4%	2%	1%	4%	4%
Much less likely	14%	3%	14%	24%	4%	27%	14%	13%	13%	14%	8%	16%	14%
Not sure	10%	9%	14%	5%	7%	3%	13%	6%	5%	9%	10%	9%	11%
Totals	100%	100%	100%	99%	99%	101%	100%	100%	101%	100%	100%	101%	101%
Unweighted N	(1,000)	(340)	(376)	(284)	(372)	(312)	(398)	(288)	(211)	(165)	(217)	(392)	(226)

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## 21. Taylor Swift Political Party

Do you think that Taylor Swift is a . . . ?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Democrat	33%	37%	29%	27%	32%	34%	37%	33%	24%	43%	28%
Republican	5%	5%	4%	11%	2%	5%	1%	4%	9%	4%	6%
Independent	7%	7%	6%	7%	7%	7%	4%	6%	8%	9%	9%
Something else	3%	3%	3%	5%	2%	4%	2%	3%	1%	6%	3%
Not sure	53%	48%	57%	50%	56%	50%	56%	54%	58%	38%	53%
Totals	101%	100%	99%	100%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(999)	(470)	(529)	(167)	(229)	(393)	(210)	(687)	(98)	(137)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Democrat	33%	42%	24%	34%	38%	43%	22%	42%	49%	35%	32%	33%	31%
Republican	5%	7%	2%	6%	5%	4%	5%	7%	1%	6%	3%	6%	4%
Independent	7%	9%	9%	1%	10%	2%	9%	5%	4%	11%	6%	5%	6%
Something else	3%	1%	3%	5%	2%	4%	3%	4%	2%	3%	2%	4%	2%
Not sure	53%	41%	62%	54%	46%	48%	61%	43%	44%	45%	57%	52%	56%
Totals	101%	100%	100%	100%	101%	101%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(999)	(340)	(375)	(284)	(372)	(312)	(397)	(288)	(211)	(164)	(217)	(392)	(226)

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## 22. Taylor Swift Biden Endorsement Effect

If Taylor Swift endorsed Joe Biden for president, what effect do you think that would have on his campaign?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	16%	17%	14%	18%	17%	16%	13%	15%	25%	13%	11%
Somewhat positive	22%	19%	25%	23%	21%	23%	21%	21%	20%	29%	27%
Neither positive nor negative	30%	35%	26%	25%	28%	31%	37%	33%	22%	28%	23%
Somewhat negative	3%	3%	3%	5%	2%	2%	4%	3%	2%	8%	2%
Very negative	6%	7%	5%	5%	5%	7%	6%	6%	3%	6%	9%
Not sure	23%	19%	27%	24%	27%	22%	20%	22%	30%	17%	29%
Totals	100%	100%	100%	100%	100%	101%	101%	100%	102%	101%	101%
Unweighted N	(997)	(470)	(527)	(167)	(229)	(391)	(210)	(686)	(99)	(135)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	16%	26%	14%	7%	29%	7%	13%	15%	24%	15%	20%	14%	16%
Somewhat positive	22%	32%	21%	13%	33%	16%	21%	25%	27%	26%	20%	23%	21%
Neither positive nor negative	30%	22%	28%	41%	20%	42%	32%	32%	27%	28%	32%	32%	27%
Somewhat negative	3%	1%	3%	4%	2%	4%	3%	2%	4%	6%	2%	3%	2%
Very negative	6%	2%	6%	10%	2%	11%	5%	9%	3%	5%	4%	6%	8%
Not sure	23%	17%	28%	24%	14%	20%	27%	16%	15%	20%	23%	22%	27%
Totals	100%	100%	100%	99%	100%	100%	101%	99%	100%	100%	101%	100%	101%
Unweighted N	(997)	(339)	(376)	(282)	(372)	(310)	(398)	(286)	(211)	(165)	(216)	(390)	(226)

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## 23. Taylor Swift Trump Endorsement Effect

If Taylor Swift endorsed Donald Trump for president, what effect do you think that would have on his campaign?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	13%	13%	13%	13%	13%	13%	13%	13%	15%	12%	9%
Somewhat positive	19%	19%	19%	22%	15%	19%	19%	19%	20%	18%	19%
Neither positive nor negative	32%	35%	29%	27%	31%	33%	36%	35%	20%	31%	31%
Somewhat negative	3%	3%	4%	4%	5%	3%	2%	3%	2%	7%	3%
Very negative	7%	6%	8%	10%	5%	7%	7%	5%	14%	13%	7%
Not sure	25%	23%	28%	23%	31%	24%	23%	25%	29%	19%	31%
Totals	99%	99%	101%	99%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(997)	(470)	(527)	(168)	(227)	(393)	(209)	(685)	(99)	(137)	(76)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	13%	15%	13%	11%	16%	12%	10%	14%	19%	13%	15%	13%	13%
Somewhat positive	19%	22%	17%	17%	23%	19%	17%	19%	27%	20%	14%	21%	18%
Neither positive nor negative	32%	27%	28%	41%	26%	41%	36%	32%	26%	35%	34%	32%	27%
Somewhat negative	3%	5%	4%	2%	4%	4%	3%	3%	5%	4%	4%	3%	3%
Very negative	7%	10%	7%	4%	10%	5%	6%	12%	4%	9%	6%	6%	10%
Not sure	25%	21%	31%	24%	21%	20%	28%	20%	19%	20%	28%	25%	29%
Totals	99%	100%	100%	99%	100%	101%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(997)	(338)	(376)	(283)	(370)	(311)	(398)	(286)	(210)	(165)	(217)	(390)	(225)



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<b>Interviewing Dates</b>	January 30 - February 1, 2024
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	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 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.071 to 6.53, with a mean of one and a standard deviation of 0.74.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.9% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	71 questions not reported.