YouGov Survey: Taylor Swift and Travis Kelce

YouGov

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

---

1. How important do you think celebrity endorsements are when it comes to candidates gaining support in elections?

Very important 10%
Somewhat important 27%
Not very important 20%
Not at all important 30%
Not sure 13%

---

2. 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%

---

3. 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%

---

4. 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%

---

5. 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%

6. How familiar are you with Taylor Swift?

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

7. 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%

8. 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%

9. 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%

10. 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%

11. 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%

12. 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%

13. 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%

14. How familiar are you with Travis Kelce?

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

15. 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%

16. 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%

17. 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%

18. 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%

19. 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%

20. Do you think that Taylor Swift should...?

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

YouGov

21. 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%

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

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

23. 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%

24. 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

YouGov

Interviewing Dates	January 30 - February 1, 2024
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 2019 American Community Survey.
Weighting	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.
Number of respondents	1000
Margin of error	$\pm$ 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	68 questions not reported.

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

YouGov

1. Importance of Celebrity Endorsements
How important do you think celebrity endorsements are when it comes to candidates gaining support in elections?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	10%	11%	9%	18%	8%	7%	7%	8%	*	10%	*
Somewhat important	27%	26%	29%	38%	29%	26%	18%	23%	*	30%	*
Not very important	20%	19%	21%	12%	20%	23%	23%	23%	*	15%	*
Not at all important	30%	34%	26%	17%	22%	35%	44%	35%	*	25%	*
Not sure	13%	11%	15%	15%	20%	10%	8%	11%	*	20%	*
Totals	100%	101%	100%	100%	99%	101%	100%	100%	*	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
Very important	10%	14%	8%	6%	12%	6%	7%	12%	9%	8%	6%	13%	9%
Somewhat important	27%	38%	25%	19%	38%	16%	28%	23%	32%	32%	21%	27%	30%
Not very important	20%	16%	20%	24%	22%	22%	16%	23%	24%	19%	21%	23%	15%
Not at all important	30%	16%	33%	41%	20%	50%	30%	34%	29%	28%	37%	26%	32%
Not sure	13%	15%	14%	10%	8%	6%	17%	7%	6%	14%	15%	11%	14%
Totals	100%	99%	100%	100%	100%	100%	98%	99%	100%	101%	100%	100%	100%
Unweighted N	(1,000)	(340)	(376)	(284)	(372)	(312)	(398)	(288)	(211)	(165)	(217)	(392)	(226)

1

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

2. Interested in Celebrity Relationships
How interested are you in the romantic relationships of celebrities?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very interested	4%	6%	3%	8%	6%	2%	0%	2%	*	10%	*
Somewhat interested	14%	9%	18%	22%	14%	12%	8%	12%	*	20%	*
Not very interested	25%	23%	26%	27%	23%	26%	22%	25%	*	20%	*
Not at all interested	55%	60%	51%	41%	53%	58%	69%	60%	*	50%	*
Not sure	2%	2%	2%	2%	4%	2%	1%	1%	*	2%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	*	102%	*
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
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)

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

YouGov

3. Celebrity Relationships Affect Opinion
How often do the romantic relationships of celebrities affect your opinion of them?

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

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

YouGov

4. 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. . . ?

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

4

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

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

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

5

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

6. 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%	*	33%	*
Somewhat familiar	46%	43%	50%	35%	48%	49%	52%	52%	*	29%	*
Not very familiar	23%	26%	21%	24%	18%	22%	29%	22%	*	27%	*
Not at all familiar	6%	8%	4%	6%	7%	6%	6%	4%	*	11%	*
Totals	99%	101%	100%	100%	100%	99%	101%	99%	*	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)

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

7. Taylor Swift Fandom
Are you a fan of Taylor Swift?

	Total	Gender		Age (4 category)				Race (4 category)			
		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%	*
Yes, somewhat of a fan	26%	23%	29%	29%	24%	27%	23%	24%	*	27%	*
No, not a fan	62%	67%	58%	54%	57%	65%	72%	65%	*	63%	*
Not sure	6%	5%	6%	6%	9%	5%	3%	5%	*	5%	*
Totals	100%	100%	99%	99%	100%	100%	100%	100%	*	100%	*
Unweighted N	(998)	(470)	(528)	(168)	(228)	(393)	(209)	(686)	(99)	(136)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		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)

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

YouGov

8. 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

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

	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%

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
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)

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

YouGov

9. 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

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

	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%

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
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
January 30 - February 1, 2024 - 1000 U.S. adult citizens

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

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

	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%

continued on the next page . . .

12

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
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
January 30 - February 1, 2024 - 1000 U.S. adult citizens

YouGov

11. How Interested Are You in Professional Football
How interested are you in professional football?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very interested	27%	38%	17%	22%	25%	30%	31%	29%	*	17%	*
Somewhat interested	21%	21%	21%	18%	19%	23%	22%	21%	*	27%	*
Not very interested	15%	14%	17%	16%	15%	15%	16%	14%	*	16%	*
Not at all interested	34%	24%	43%	39%	34%	31%	31%	34%	*	32%	*
Not sure	3%	3%	3%	5%	6%	1%	0%	1%	*	8%	*
Totals	100%	100%	101%	100%	99%	100%	100%	99%	*	100%	*
Unweighted N	(999)	(471)	(528)	(168)	(229)	(392)	(210)	(686)	(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
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
January 30 - February 1, 2024 - 1000 U.S. adult citizens

12. Preferred Super Bowl Winner
Which team do you want to win the Super Bowl this year?

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

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

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

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

14. Familiarity With Travis Kelce
How familiar are you with Travis Kelce?

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

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		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)

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

15. Travis Kelce Fandom
Are you a fan of Travis Kelce?

	Total	Gender		Age (4 category)				Race (4 category)			
		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%	*	6%	*
Yes, somewhat of a fan	21%	26%	17%	22%	17%	22%	23%	22%	*	17%	*
No, not a fan	59%	57%	62%	61%	56%	58%	63%	60%	*	60%	*
Not sure	15%	10%	18%	15%	21%	13%	9%	15%	*	16%	*
Totals	100%	99%	100%	100%	99%	99%	99%	101%	*	99%	*
Unweighted N	(998)	(470)	(528)	(167)	(229)	(392)	(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
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)

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

16. Heard About Swift and Kelce Relationship
How much have you heard about the relationship between Taylor Swift and professional football player Travis Kelce?

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

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

YouGov

17. Interest in Swift and Kelce Relationship
How interested are you in the relationship between Taylor Swift and Travis Kelce?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very interested	4%	4%	4%	7%	3%	4%	1%	3%	*	4%	*
Somewhat interested	10%	8%	11%	13%	10%	8%	8%	9%	*	14%	*
Not very interested	18%	17%	19%	17%	14%	19%	21%	18%	*	10%	*
Not at all interested	64%	66%	62%	56%	64%	65%	68%	66%	*	64%	*
Not sure	5%	4%	5%	7%	9%	3%	1%	4%	*	9%	*
Totals	101%	99%	101%	100%	100%	99%	99%	100%	*	101%	*
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
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)

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

18. Change in Interest in Professional Football
Has your interest in professional football increased or decreased since Taylor Swift began a relationship with Travis Kelce?

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

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		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)

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

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

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		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)

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

20. 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%	*	21%	*
Not speak publicly about politics	48%	51%	46%	37%	42%	55%	57%	52%	*	42%	*
Not sure	31%	28%	33%	45%	33%	25%	22%	28%	*	37%	*
Totals	100%	100%	100%	101%	100%	100%	100%	101%	*	100%	*
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)

21. 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%	*	3%	*
Somewhat more likely	5%	7%	4%	13%	7%	1%	2%	3%	*	10%	*
No difference	66%	65%	68%	53%	66%	73%	70%	68%	*	65%	*
Somewhat less likely	3%	4%	2%	5%	1%	3%	3%	3%	*	4%	*
Much less likely	14%	15%	12%	10%	8%	14%	22%	17%	*	6%	*
Not sure	10%	7%	12%	16%	15%	6%	3%	7%	*	13%	*
Totals	100%	101%	100%	100%	100%	100%	101%	100%	*	101%	*
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
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)

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

22. 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%	*	43%	*
Republican	5%	5%	4%	11%	2%	5%	1%	4%	*	4%	*
Independent	7%	7%	6%	7%	7%	7%	4%	6%	*	9%	*
Something else	3%	3%	3%	5%	2%	4%	2%	3%	*	6%	*
Not sure	53%	48%	57%	50%	56%	50%	56%	54%	*	38%	*
Totals	101%	100%	99%	100%	99%	100%	100%	100%	*	100%	*
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)

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

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

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

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		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)

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

YouGov

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

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

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		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)

27

YouGov Survey: Taylor Swift and Travis Kelce
January 30 - February 1, 2024 - 1000 U.S. adult citizens

Interviewing Dates	January 30 - February 1, 2024
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 2019 American Community Survey.
Weighting	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.
Number of respondents	1000
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	68 questions not reported.