

YouGov Survey: Taylor Swift



Sample 2000 U.S. Adult Citizens
 Conducted February 14 - 21, 2023
 Margin of Error ±2.4%

1. How familiar are you with songs by Taylor Swift?

Very familiar	16%
Somewhat familiar	36%
Not very familiar	26%
Not at all familiar	17%
I don't know who Taylor Swift is	5%

2. Are you a fan of Taylor Swift?

Asked of people who know who Taylor Swift is

Yes, I'm a big fan of Taylor Swift	9%
Yes, I'm a fan of Taylor Swift	34%
No, I'm not a fan of Taylor Swift	57%

3. For each of the following Taylor Swift albums, please indicate whether you love, like, dislike, or hate it. If you have not heard of the album or listened to it before, please indicate so using the answer option.

Among people who have at least some familiarity with Taylor Swift songs

	Love it	Like it	Dislike it	Hate it	I have not heard of/listened to this album	Don't know
Taylor Swift, Debut	12%	25%	6%	3%	38%	15%
Fearless (including Taylor's Version)	14%	24%	5%	3%	38%	16%
Speak Now	11%	22%	6%	3%	41%	17%
Red (including Taylor's Version)	13%	25%	6%	3%	38%	15%
1989	12%	25%	6%	3%	39%	15%
Reputation	12%	22%	7%	4%	39%	17%
Lover	15%	22%	5%	3%	39%	16%
Folklore	10%	21%	6%	3%	43%	17%
Evermore	11%	21%	7%	3%	43%	16%
Midnights	12%	22%	6%	3%	41%	16%

4. And, which of these albums is your favorite?

Among people who like or love at least one Taylor Swift album

Lover	15%
1989	13%
Taylor Swift, Debut	11%
Red (including Taylor's Version)	11%
Fearless (including Taylor's Version)	10%
Midnights	8%
Reputation	7%
Speak Now	5%
Evermore	4%
Folklore	4%
Don't know	11%

5. Taylor Swift is currently re-recording some of her older albums from her back catalog. When listening to Taylor Swift's music, to what extent, if at all, do you make a conscious effort to listen to re-recorded versions of her albums where applicable, referred to as "Taylor's Versions"?

Among people who have at least some familiarity with Taylor Swift songs

A great deal	10%
A fair amount	20%
Not very much	20%
None at all	36%
Don't know	13%

6. And, of the remaining albums Taylor Swift is set to re-record, in which order would you like them to be released? Please rank the albums, with 1 being the one you'd most like to be released next.

Among people who have at least some familiarity with Taylor Swift songs

	1	2	3	4	Don't know
Taylor Swift, Debut	19%	12%	11%	15%	43%
Speak Now	11%	16%	17%	13%	43%
1989	18%	16%	12%	11%	43%
Reputation	9%	13%	17%	18%	43%

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Interviewing Dates	February 14 - 17, 2023 February 17 - 21, 2023
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 March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.188 to 5.604, with a mean of 1 and a standard deviation of 0.413.
Number of respondents	2000
Margin of error	± 2.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	44 questions not reported.

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1. Familiarity With Taylor Swift Songs

How familiar are you with songs by 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	16%	14%	18%	27%	24%	10%	6%	15%	17%	19%	21%
Somewhat familiar	36%	33%	39%	39%	41%	37%	27%	38%	29%	33%	39%
Not very familiar	26%	25%	27%	19%	20%	30%	33%	27%	26%	27%	18%
Not at all familiar	17%	22%	13%	5%	10%	20%	32%	18%	19%	9%	15%
I don't know who Taylor Swift is	5%	6%	4%	11%	4%	3%	2%	2%	9%	12%	7%
Totals	100%	100%	101%	101%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,992)	(920)	(1,072)	(407)	(457)	(662)	(466)	(1,436)	(248)	(166)	(142)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very familiar	16%	19%	15%	14%	19%	14%	14%	17%	20%	17%	11%	16%	19%
Somewhat familiar	36%	38%	34%	37%	36%	36%	35%	37%	41%	40%	39%	33%	36%
Not very familiar	26%	26%	26%	26%	29%	27%	27%	26%	24%	23%	27%	27%	25%
Not at all familiar	17%	15%	17%	20%	15%	21%	20%	16%	14%	15%	19%	19%	14%
I don't know who Taylor Swift is	5%	3%	8%	3%	2%	2%	5%	4%	1%	4%	3%	5%	6%
Totals	100%	101%	100%	100%	101%	100%	101%	100%	100%	99%	99%	100%	100%
Unweighted N	(1,992)	(675)	(760)	(557)	(726)	(638)	(787)	(537)	(486)	(365)	(398)	(760)	(469)

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2. Taylor Swift Fandom

Are you a fan of Taylor Swift?

Asked of people who know who Taylor Swift is

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I'm a big fan of Taylor Swift	9%	9%	9%	16%	17%	4%	2%	9%	9%	8%	11%
Yes, I'm a fan of Taylor Swift	34%	31%	36%	47%	39%	27%	26%	34%	35%	33%	32%
No, I'm not a fan of Taylor Swift	57%	59%	55%	37%	44%	68%	72%	57%	56%	59%	57%
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,912)	(876)	(1,036)	(374)	(442)	(642)	(454)	(1,399)	(229)	(150)	(134)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I'm a big fan of Taylor Swift	9%	12%	6%	11%	12%	8%	5%	10%	18%	12%	8%	7%	13%
Yes, I'm a fan of Taylor Swift	34%	39%	31%	30%	36%	29%	32%	36%	37%	35%	34%	33%	34%
No, I'm not a fan of Taylor Swift	57%	49%	63%	59%	52%	63%	63%	55%	45%	53%	58%	60%	54%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(1,912)	(657)	(711)	(544)	(709)	(625)	(753)	(517)	(477)	(350)	(387)	(727)	(448)

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3A. Opinion of Taylor Swift Albums — Taylor Swift, Debut

For each of the following Taylor Swift albums, please indicate whether you love, like, dislike, or hate it. If you have not heard of the album or listened to it before, please indicate so using the answer option.

Among people who have at least some familiarity with Taylor Swift songs

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	12%	13%	12%	23%	16%	6%	5%	12%	16%	7%	15%
Like it	25%	27%	24%	33%	30%	22%	14%	24%	34%	24%	20%
Dislike it	6%	8%	5%	8%	12%	2%	2%	5%	4%	10%	9%
Hate it	3%	3%	3%	4%	6%	1%	1%	3%	3%	4%	1%
I have not heard of/listened to this album	38%	36%	40%	19%	24%	50%	60%	40%	31%	37%	37%
Don't know	15%	15%	16%	11%	12%	19%	18%	15%	12%	18%	17%
Totals	99%	102%	100%	98%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,569)	(668)	(901)	(350)	(387)	(521)	(311)	(1,144)	(179)	(136)	(110)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	12%	18%	7%	12%	13%	13%	11%	12%	15%	15%	10%	12%	13%
Like it	25%	25%	24%	26%	28%	22%	22%	27%	29%	28%	23%	23%	28%
Dislike it	6%	6%	5%	7%	4%	7%	4%	6%	10%	3%	5%	8%	6%
Hate it	3%	3%	2%	3%	1%	3%	3%	3%	4%	3%	3%	3%	4%
I have not heard of/listened to this album	38%	35%	40%	40%	38%	41%	45%	37%	25%	32%	44%	38%	38%
Don't know	15%	12%	21%	12%	17%	14%	15%	14%	16%	19%	15%	16%	12%
Totals	99%	99%	99%	100%	101%	100%	100%	99%	99%	100%	100%	100%	101%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,569)	(563)	(574)	(432)	(607)	(485)	(599)	(426)	(415)	(296)	(312)	(585)	(376)

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3B. Opinion of Taylor Swift Albums — Fearless (including Taylor’s Version)

For each of the following Taylor Swift albums, please indicate whether you love, like, dislike, or hate it. If you have not heard of the album or listened to it before, please indicate so using the answer option.

Among people who have at least some familiarity with Taylor Swift songs

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	14%	14%	14%	26%	17%	6%	7%	14%	18%	10%	18%
Like it	24%	23%	25%	33%	29%	21%	13%	24%	28%	24%	21%
Dislike it	5%	7%	4%	7%	11%	1%	1%	5%	5%	5%	5%
Hate it	3%	4%	3%	4%	5%	2%	1%	3%	3%	5%	1%
I have not heard of/listened to this album	38%	35%	39%	18%	25%	49%	59%	38%	32%	41%	38%
Don't know	16%	17%	15%	12%	13%	20%	19%	16%	14%	15%	17%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,568)	(667)	(901)	(350)	(387)	(521)	(310)	(1,144)	(179)	(137)	(108)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	14%	18%	11%	12%	16%	12%	12%	14%	17%	14%	12%	15%	14%
Like it	24%	24%	22%	27%	25%	23%	25%	23%	27%	25%	22%	24%	26%
Dislike it	5%	6%	3%	7%	3%	6%	3%	6%	9%	4%	4%	6%	7%
Hate it	3%	3%	3%	4%	2%	4%	2%	2%	6%	3%	3%	3%	3%
I have not heard of/listened to this album	38%	35%	39%	39%	37%	39%	44%	37%	25%	36%	44%	36%	37%
Don't know	16%	14%	21%	12%	17%	15%	15%	16%	16%	19%	14%	17%	13%
Totals	100%	100%	99%	101%	100%	99%	101%	98%	100%	101%	99%	101%	100%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,568)	(559)	(576)	(433)	(605)	(486)	(597)	(426)	(415)	(295)	(311)	(585)	(377)

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3C. Opinion of Taylor Swift Albums — Speak Now

For each of the following Taylor Swift albums, please indicate whether you love, like, dislike, or hate it. If you have not heard of the album or listened to it before, please indicate so using the answer option.

Among people who have at least some familiarity with Taylor Swift songs

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	11%	10%	13%	22%	17%	4%	4%	11%	14%	12%	15%
Like it	22%	24%	20%	30%	29%	15%	12%	22%	27%	14%	22%
Dislike it	6%	8%	5%	10%	12%	2%	1%	5%	5%	11%	5%
Hate it	3%	5%	2%	5%	5%	2%	1%	3%	2%	4%	5%
I have not heard of/listened to this album	41%	38%	43%	21%	26%	54%	63%	41%	40%	41%	39%
Don't know	17%	17%	16%	12%	11%	23%	20%	17%	13%	17%	14%
Totals	100%	102%	99%	100%	100%	100%	101%	99%	101%	99%	100%
Unweighted N	(1,559)	(666)	(893)	(349)	(384)	(518)	(308)	(1,135)	(180)	(138)	(106)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	11%	16%	7%	11%	13%	11%	10%	11%	16%	14%	7%	10%	15%
Like it	22%	24%	19%	22%	23%	18%	20%	21%	27%	23%	20%	22%	22%
Dislike it	6%	6%	5%	7%	4%	7%	6%	5%	9%	4%	6%	7%	7%
Hate it	3%	3%	3%	5%	3%	4%	1%	4%	6%	4%	3%	3%	4%
I have not heard of/listened to this album	41%	36%	44%	43%	41%	45%	47%	41%	27%	36%	49%	40%	39%
Don't know	17%	14%	23%	12%	17%	16%	16%	16%	16%	19%	16%	18%	13%
Totals	100%	99%	101%	100%	101%	101%	100%	98%	101%	100%	101%	100%	100%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,559)	(559)	(568)	(432)	(600)	(485)	(594)	(422)	(415)	(293)	(312)	(580)	(374)

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3D. Opinion of Taylor Swift Albums — Red (including Taylor’s Version)

For each of the following Taylor Swift albums, please indicate whether you love, like, dislike, or hate it. If you have not heard of the album or listened to it before, please indicate so using the answer option.

Among people who have at least some familiarity with Taylor Swift songs

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	13%	12%	14%	25%	19%	4%	6%	13%	16%	9%	15%
Like it	25%	25%	24%	35%	29%	21%	13%	24%	25%	26%	25%
Dislike it	6%	7%	5%	9%	13%	2%	2%	6%	3%	10%	8%
Hate it	3%	3%	2%	4%	5%	1%	1%	3%	3%	2%	2%
I have not heard of/listened to this album	38%	37%	39%	18%	24%	51%	60%	38%	42%	36%	38%
Don't know	15%	15%	15%	11%	10%	21%	18%	16%	11%	17%	12%
Totals	100%	99%	99%	102%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,563)	(663)	(900)	(350)	(385)	(519)	(309)	(1,140)	(178)	(137)	(108)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	13%	16%	10%	14%	14%	13%	10%	14%	20%	16%	11%	11%	17%
Like it	25%	28%	22%	25%	26%	22%	22%	24%	31%	24%	21%	27%	26%
Dislike it	6%	6%	5%	8%	4%	8%	5%	6%	10%	7%	6%	7%	5%
Hate it	3%	3%	2%	3%	2%	3%	2%	2%	4%	3%	3%	2%	3%
I have not heard of/listened to this album	38%	35%	41%	39%	38%	41%	46%	39%	20%	33%	44%	38%	36%
Don't know	15%	12%	21%	12%	17%	14%	15%	15%	15%	19%	15%	15%	13%
Totals	100%	100%	101%	101%	101%	101%	100%	100%	100%	102%	100%	100%	100%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,563)	(561)	(572)	(430)	(603)	(485)	(594)	(422)	(418)	(294)	(312)	(581)	(376)

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3E. Opinion of Taylor Swift Albums — 1989

For each of the following Taylor Swift albums, please indicate whether you love, like, dislike, or hate it. If you have not heard of the album or listened to it before, please indicate so using the answer option.

Among people who have at least some familiarity with Taylor Swift songs

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	12%	11%	14%	22%	16%	6%	6%	13%	15%	9%	12%
Like it	25%	26%	23%	32%	31%	21%	12%	24%	25%	25%	26%
Dislike it	6%	7%	5%	9%	12%	3%	1%	6%	5%	10%	4%
Hate it	3%	4%	2%	4%	7%	1%	1%	3%	3%	3%	3%
I have not heard of/listened to this album	39%	36%	41%	22%	24%	49%	61%	39%	40%	38%	36%
Don't know	15%	15%	15%	10%	11%	20%	19%	15%	11%	16%	19%
Totals	100%	99%	100%	99%	101%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,564)	(663)	(901)	(349)	(386)	(518)	(311)	(1,145)	(178)	(134)	(107)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	12%	17%	10%	10%	13%	11%	11%	12%	16%	15%	10%	12%	13%
Like it	25%	26%	22%	26%	27%	23%	22%	29%	28%	27%	24%	23%	25%
Dislike it	6%	6%	5%	7%	5%	6%	5%	4%	11%	5%	5%	6%	9%
Hate it	3%	3%	3%	4%	2%	3%	2%	4%	6%	3%	2%	3%	5%
I have not heard of/listened to this album	39%	35%	40%	42%	37%	43%	45%	38%	25%	33%	44%	40%	36%
Don't know	15%	13%	21%	11%	15%	14%	15%	13%	15%	18%	15%	15%	13%
Totals	100%	100%	101%	100%	99%	100%	100%	100%	101%	101%	100%	99%	101%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,564)	(559)	(573)	(432)	(605)	(487)	(596)	(425)	(413)	(295)	(311)	(584)	(374)

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3F. Opinion of Taylor Swift Albums — Reputation

For each of the following Taylor Swift albums, please indicate whether you love, like, dislike, or hate it. If you have not heard of the album or listened to it before, please indicate so using the answer option.

Among people who have at least some familiarity with Taylor Swift songs

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	12%	14%	10%	21%	19%	4%	4%	11%	15%	8%	17%
Like it	22%	21%	23%	29%	26%	19%	13%	20%	25%	23%	27%
Dislike it	7%	9%	6%	11%	14%	1%	2%	7%	5%	8%	7%
Hate it	4%	4%	3%	6%	6%	2%	1%	3%	4%	7%	1%
I have not heard of/listened to this album	39%	36%	41%	21%	24%	51%	60%	40%	37%	39%	31%
Don't know	17%	17%	17%	13%	12%	22%	20%	18%	13%	15%	17%
Totals	101%	101%	100%	101%	101%	99%	100%	99%	99%	100%	100%
Unweighted N	(1,556)	(659)	(897)	(346)	(385)	(518)	(307)	(1,138)	(177)	(136)	(105)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	12%	18%	7%	10%	12%	10%	10%	12%	14%	11%	8%	12%	15%
Like it	22%	22%	19%	25%	24%	20%	20%	22%	28%	28%	19%	21%	20%
Dislike it	7%	8%	5%	9%	7%	7%	5%	7%	11%	4%	5%	9%	9%
Hate it	4%	3%	4%	4%	2%	4%	3%	3%	7%	3%	6%	2%	4%
I have not heard of/listened to this album	39%	34%	43%	40%	38%	42%	46%	39%	23%	35%	45%	38%	36%
Don't know	17%	15%	23%	12%	17%	16%	16%	17%	16%	18%	16%	17%	15%
Totals	101%	100%	101%	100%	100%	99%	100%	100%	99%	99%	99%	99%	99%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,556)	(557)	(570)	(429)	(600)	(482)	(590)	(422)	(414)	(293)	(309)	(581)	(373)

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3G. Opinion of Taylor Swift Albums — Lover

For each of the following Taylor Swift albums, please indicate whether you love, like, dislike, or hate it. If you have not heard of the album or listened to it before, please indicate so using the answer option.

Among people who have at least some familiarity with Taylor Swift songs

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	15%	16%	14%	29%	20%	7%	5%	14%	22%	14%	21%
Like it	22%	23%	22%	28%	29%	18%	13%	22%	23%	20%	22%
Dislike it	5%	7%	4%	8%	11%	1%	1%	5%	5%	8%	4%
Hate it	3%	3%	2%	4%	4%	2%	1%	3%	2%	3%	2%
I have not heard of/listened to this album	39%	34%	42%	20%	23%	51%	61%	40%	35%	37%	36%
Don't know	16%	16%	16%	12%	13%	21%	18%	17%	13%	18%	15%
Totals	100%	99%	100%	101%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(1,559)	(661)	(898)	(346)	(385)	(518)	(310)	(1,140)	(179)	(135)	(105)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	15%	19%	12%	15%	14%	14%	13%	16%	19%	15%	9%	16%	20%
Like it	22%	23%	20%	25%	25%	19%	20%	22%	29%	24%	23%	22%	21%
Dislike it	5%	7%	4%	4%	4%	5%	5%	5%	7%	5%	4%	6%	5%
Hate it	3%	2%	2%	4%	2%	4%	1%	3%	5%	2%	2%	2%	4%
I have not heard of/listened to this album	39%	34%	42%	40%	39%	42%	46%	39%	23%	36%	48%	36%	36%
Don't know	16%	15%	21%	13%	16%	15%	16%	15%	17%	19%	14%	18%	13%
Totals	100%	100%	101%	101%	100%	99%	101%	100%	100%	101%	100%	100%	99%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,559)	(555)	(575)	(429)	(606)	(482)	(591)	(424)	(415)	(295)	(309)	(582)	(373)

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3H. Opinion of Taylor Swift Albums — Folklore

For each of the following Taylor Swift albums, please indicate whether you love, like, dislike, or hate it. If you have not heard of the album or listened to it before, please indicate so using the answer option.

Among people who have at least some familiarity with Taylor Swift songs

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	10%	10%	10%	19%	16%	3%	5%	10%	17%	6%	7%
Like it	21%	23%	20%	31%	28%	16%	9%	21%	21%	24%	20%
Dislike it	6%	8%	5%	12%	11%	2%	2%	6%	5%	10%	8%
Hate it	3%	3%	2%	4%	5%	1%	1%	3%	0%	2%	5%
I have not heard of/listened to this album	43%	39%	46%	23%	29%	56%	64%	43%	43%	42%	44%
Don't know	17%	17%	16%	12%	12%	22%	19%	17%	14%	16%	16%
Totals	100%	100%	99%	101%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,561)	(661)	(900)	(348)	(384)	(519)	(310)	(1,139)	(178)	(136)	(108)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	10%	14%	7%	11%	12%	10%	9%	8%	17%	12%	10%	9%	12%
Like it	21%	23%	20%	20%	23%	17%	19%	20%	27%	23%	17%	21%	24%
Dislike it	6%	8%	3%	8%	5%	6%	4%	8%	9%	6%	5%	7%	8%
Hate it	3%	2%	2%	3%	2%	3%	2%	2%	5%	2%	2%	3%	4%
I have not heard of/listened to this album	43%	39%	45%	46%	42%	48%	50%	44%	26%	39%	48%	43%	40%
Don't know	17%	14%	22%	13%	16%	15%	17%	17%	15%	18%	17%	18%	13%
Totals	100%	100%	99%	101%	100%	99%	101%	99%	99%	100%	99%	101%	101%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,561)	(560)	(570)	(431)	(605)	(484)	(594)	(425)	(412)	(293)	(312)	(583)	(373)

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3I. Opinion of Taylor Swift Albums — Evermore

For each of the following Taylor Swift albums, please indicate whether you love, like, dislike, or hate it. If you have not heard of the album or listened to it before, please indicate so using the answer option.

Among people who have at least some familiarity with Taylor Swift songs

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	11%	12%	10%	21%	16%	4%	5%	10%	18%	11%	13%
Like it	21%	20%	21%	27%	25%	18%	12%	21%	23%	17%	21%
Dislike it	7%	9%	5%	11%	13%	2%	1%	6%	4%	13%	6%
Hate it	3%	3%	3%	5%	5%	1%	1%	3%	2%	3%	4%
I have not heard of/listened to this album	43%	40%	45%	27%	30%	53%	62%	43%	42%	42%	42%
Don't know	16%	15%	16%	9%	12%	22%	18%	17%	12%	15%	14%
Totals	101%	99%	100%	100%	101%	100%	99%	100%	101%	101%	100%
Unweighted N	(1,566)	(666)	(900)	(350)	(386)	(519)	(311)	(1,145)	(178)	(136)	(107)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	11%	16%	8%	9%	13%	8%	10%	12%	13%	14%	9%	10%	12%
Like it	21%	22%	18%	22%	22%	18%	19%	19%	27%	21%	17%	21%	23%
Dislike it	7%	7%	6%	8%	4%	8%	6%	6%	10%	3%	6%	7%	9%
Hate it	3%	3%	2%	4%	2%	3%	2%	4%	5%	3%	2%	3%	4%
I have not heard of/listened to this album	43%	38%	46%	45%	42%	47%	48%	44%	29%	38%	48%	44%	41%
Don't know	16%	14%	20%	12%	17%	15%	15%	16%	16%	21%	17%	15%	11%
Totals	101%	100%	100%	100%	100%	99%	100%	101%	100%	100%	99%	100%	100%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,566)	(561)	(575)	(430)	(608)	(486)	(596)	(425)	(415)	(294)	(313)	(583)	(376)

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3J. Opinion of Taylor Swift Albums — Midnights

For each of the following Taylor Swift albums, please indicate whether you love, like, dislike, or hate it. If you have not heard of the album or listened to it before, please indicate so using the answer option.

Among people who have at least some familiarity with Taylor Swift songs

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	12%	12%	12%	25%	17%	4%	4%	12%	15%	10%	15%
Like it	22%	23%	20%	30%	27%	17%	13%	20%	29%	22%	21%
Dislike it	6%	8%	5%	12%	11%	1%	1%	6%	4%	9%	5%
Hate it	3%	4%	2%	3%	5%	2%	1%	3%	1%	4%	3%
I have not heard of/listened to this album	41%	38%	45%	21%	28%	54%	63%	43%	35%	41%	43%
Don't know	16%	16%	16%	10%	12%	22%	18%	17%	16%	14%	13%
Totals	100%	101%	100%	101%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,566)	(664)	(902)	(350)	(387)	(521)	(308)	(1,141)	(179)	(138)	(108)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	12%	17%	9%	10%	14%	10%	10%	13%	15%	16%	9%	9%	16%
Like it	22%	23%	19%	23%	23%	18%	21%	20%	27%	22%	20%	22%	22%
Dislike it	6%	6%	5%	7%	5%	6%	5%	6%	9%	5%	4%	7%	7%
Hate it	3%	2%	2%	4%	2%	3%	2%	3%	4%	3%	3%	3%	2%
I have not heard of/listened to this album	41%	37%	44%	43%	40%	48%	48%	42%	27%	35%	48%	41%	40%
Don't know	16%	14%	21%	13%	17%	15%	15%	16%	17%	19%	16%	16%	13%
Totals	100%	99%	100%	100%	101%	100%	101%	100%	99%	100%	100%	98%	100%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,566)	(561)	(572)	(433)	(605)	(486)	(598)	(424)	(415)	(295)	(314)	(582)	(375)

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4. Favorite Taylor Swift Album

And, which of these albums is your favorite?

Among people who like or love at least one Taylor Swift album

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Lover	15%	17%	13%	15%	16%	16%	*	13%	21%	*	*
1989	13%	14%	12%	10%	14%	17%	*	15%	8%	*	*
Taylor Swift, Debut	11%	12%	11%	11%	10%	14%	*	11%	13%	*	*
Red (including Taylor's Version)	11%	9%	12%	13%	11%	6%	*	12%	4%	*	*
Fearless (including Taylor's Version)	10%	9%	11%	10%	7%	12%	*	9%	9%	*	*
Midnights	8%	8%	9%	10%	10%	5%	*	8%	8%	*	*
Reputation	7%	8%	5%	6%	9%	6%	*	6%	9%	*	*
Speak Now	5%	5%	5%	7%	6%	1%	*	5%	8%	*	*
Evermore	4%	4%	5%	5%	5%	4%	*	4%	4%	*	*
Folklore	4%	5%	4%	5%	5%	2%	*	5%	4%	*	*
Don't know	11%	10%	13%	9%	8%	17%	*	11%	13%	*	*
Totals	99%	101%	100%	101%	101%	100%	*	99%	101%	*	*
Unweighted N	(908)	(395)	(513)	(293)	(307)	(215)	(93)	(648)	(115)	(71)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Lover	15%	13%	17%	15%	13%	14%	14%	18%	12%	13%	9%	17%	19%
1989	13%	16%	12%	11%	11%	16%	16%	10%	14%	11%	18%	15%	8%
Taylor Swift, Debut	11%	13%	11%	10%	11%	15%	10%	15%	10%	13%	11%	10%	13%
Red (including Taylor's Version)	11%	10%	10%	14%	10%	12%	7%	13%	14%	9%	12%	11%	12%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Fearless (including Taylor's Version)	10%	8%	14%	7%	9%	7%	12%	9%	7%	8%	10%	11%	8%
Midnights	8%	11%	6%	7%	10%	7%	7%	8%	10%	10%	10%	6%	10%
Reputation	7%	8%	4%	8%	7%	7%	9%	5%	7%	8%	5%	7%	7%
Speak Now	5%	7%	2%	6%	7%	4%	4%	3%	8%	5%	2%	4%	8%
Evermore	4%	4%	4%	5%	4%	5%	4%	3%	6%	4%	6%	4%	3%
Folklore	4%	5%	3%	5%	5%	3%	3%	2%	7%	3%	5%	4%	5%
Don't know	11%	7%	17%	12%	12%	10%	14%	12%	5%	17%	11%	11%	8%
Totals	99%	102%	100%	100%	99%	100%	100%	98%	100%	101%	99%	100%	101%
Unweighted N	(908)	(361)	(301)	(246)	(371)	(241)	(301)	(249)	(304)	(175)	(169)	(322)	(242)

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5. Try To Listen To Taylor's Versions

Taylor Swift is currently re-recording some of her older albums from her back catalog. When listening to Taylor Swift's music, to what extent, if at all, do you make a conscious effort to listen to re-recorded versions of her albums where applicable, referred to as "Taylor's Versions"?

Among people who have at least some familiarity with Taylor Swift songs

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A great deal	10%	11%	9%	18%	15%	5%	1%	9%	15%	11%	11%
A fair amount	20%	21%	20%	37%	28%	8%	10%	20%	25%	17%	19%
Not very much	20%	22%	19%	20%	29%	17%	13%	20%	19%	21%	27%
None at all	36%	33%	38%	15%	19%	52%	59%	38%	27%	38%	27%
Don't know	13%	13%	13%	11%	8%	17%	17%	13%	14%	12%	16%
Totals	99%	100%	99%	101%	99%	99%	100%	100%	100%	99%	100%
Unweighted N	(1,584)	(672)	(912)	(352)	(397)	(523)	(312)	(1,156)	(180)	(136)	(112)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A great deal	10%	16%	5%	8%	14%	8%	9%	10%	13%	12%	8%	9%	12%
A fair amount	20%	23%	18%	21%	19%	17%	17%	19%	30%	20%	17%	21%	22%
Not very much	20%	20%	22%	19%	19%	19%	19%	19%	27%	21%	18%	21%	22%
None at all	36%	30%	38%	41%	36%	44%	39%	41%	24%	33%	39%	37%	35%
Don't know	13%	10%	18%	12%	12%	12%	16%	10%	7%	14%	19%	13%	9%
Totals	99%	99%	101%	101%	100%	100%	100%	99%	101%	100%	101%	101%	100%
Unweighted N	(1,584)	(565)	(584)	(435)	(611)	(493)	(602)	(426)	(424)	(295)	(316)	(589)	(384)

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6A. Rank of Preference for Remaining Re-Recorded Albums — Taylor Swift, Debut

And, of the remaining albums Taylor Swift is set to re-record, in which order would you like them to be released? Please rank the albums, with 1 being the one you'd most like to be released next.

Among people who have at least some familiarity with Taylor Swift songs

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1	19%	22%	16%	21%	21%	17%	16%	18%	22%	14%	25%
2	12%	13%	12%	17%	16%	9%	9%	12%	15%	16%	4%
3	11%	12%	11%	18%	16%	7%	5%	11%	18%	8%	9%
4	15%	12%	17%	19%	23%	9%	9%	15%	11%	18%	17%
Don't know	43%	42%	43%	25%	25%	57%	62%	44%	34%	43%	45%
Totals	100%	101%	99%	100%	101%	99%	101%	100%	100%	99%	100%
Unweighted N	(1,558)	(656)	(902)	(342)	(388)	(521)	(307)	(1,136)	(179)	(136)	(107)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1	19%	21%	15%	20%	21%	17%	18%	19%	19%	20%	21%	18%	18%
2	12%	14%	11%	12%	11%	10%	12%	11%	16%	12%	10%	14%	12%
3	11%	14%	8%	11%	14%	10%	10%	13%	14%	11%	12%	10%	14%
4	15%	15%	15%	15%	14%	14%	14%	16%	18%	14%	17%	15%	14%
Don't know	43%	35%	50%	42%	42%	49%	46%	41%	33%	43%	40%	44%	43%
Totals	100%	99%	99%	100%	102%	100%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(1,558)	(551)	(572)	(435)	(600)	(483)	(593)	(422)	(415)	(285)	(310)	(583)	(380)

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6B. Rank of Preference for Remaining Re-Recorded Albums — Speak Now

And, of the remaining albums Taylor Swift is set to re-record, in which order would you like them to be released? Please rank the albums, with 1 being the one you'd most like to be released next.

Among people who have at least some familiarity with Taylor Swift songs

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1	11%	12%	11%	22%	14%	6%	4%	9%	18%	16%	9%
2	16%	17%	16%	23%	22%	12%	8%	16%	15%	17%	19%
3	17%	16%	17%	19%	24%	11%	14%	17%	17%	13%	20%
4	13%	14%	13%	11%	15%	13%	12%	14%	16%	11%	7%
Don't know	43%	42%	43%	25%	25%	58%	62%	44%	34%	43%	44%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,554)	(653)	(901)	(344)	(385)	(519)	(306)	(1,132)	(179)	(135)	(108)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1	11%	13%	11%	9%	12%	8%	9%	12%	14%	10%	10%	12%	13%
2	16%	17%	14%	19%	16%	16%	16%	16%	18%	17%	18%	16%	15%
3	17%	19%	15%	16%	16%	14%	16%	16%	20%	18%	18%	16%	16%
4	13%	16%	9%	15%	14%	13%	12%	14%	15%	13%	13%	13%	13%
Don't know	43%	36%	50%	42%	42%	49%	46%	41%	33%	43%	40%	44%	43%
Totals	100%	101%	99%	101%	100%	100%	99%	99%	100%	101%	99%	101%	100%
Unweighted N	(1,554)	(550)	(570)	(434)	(598)	(484)	(590)	(422)	(413)	(285)	(308)	(581)	(380)

YouGov Survey: Taylor Swift
February 14 - 21, 2023 - 2000 U.S. adult citizens



6C. Rank of Preference for Remaining Re-Recorded Albums — 1989

And, of the remaining albums Taylor Swift is set to re-record, in which order would you like them to be released? Please rank the albums, with 1 being the one you'd most like to be released next.

Among people who have at least some familiarity with Taylor Swift songs

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1	18%	16%	20%	21%	27%	14%	12%	19%	17%	22%	12%
2	16%	17%	15%	18%	19%	13%	14%	15%	18%	14%	17%
3	12%	13%	11%	17%	17%	9%	6%	12%	14%	8%	15%
4	11%	12%	11%	18%	13%	7%	7%	10%	16%	14%	11%
Don't know	43%	42%	43%	26%	25%	57%	62%	44%	35%	43%	45%
Totals	100%	100%	100%	100%	101%	100%	101%	100%	100%	101%	100%
Unweighted N	(1,553)	(653)	(900)	(339)	(387)	(520)	(307)	(1,135)	(175)	(136)	(107)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1	18%	20%	16%	20%	18%	17%	18%	20%	22%	18%	20%	18%	18%
2	16%	17%	13%	17%	17%	14%	15%	16%	18%	17%	17%	16%	14%
3	12%	13%	11%	12%	13%	11%	10%	12%	16%	12%	12%	12%	13%
4	11%	14%	10%	10%	11%	8%	11%	11%	12%	10%	11%	11%	12%
Don't know	43%	36%	50%	42%	42%	49%	46%	41%	33%	43%	40%	44%	43%
Totals	100%	100%	100%	101%	101%	99%	100%	100%	101%	100%	100%	101%	100%
Unweighted N	(1,553)	(549)	(569)	(435)	(598)	(483)	(590)	(421)	(415)	(285)	(309)	(580)	(379)

YouGov Survey: Taylor Swift
February 14 - 21, 2023 - 2000 U.S. adult citizens



6D. Rank of Preference for Remaining Re-Recorded Albums — Reputation

And, of the remaining albums Taylor Swift is set to re-record, in which order would you like them to be released? Please rank the albums, with 1 being the one you'd most like to be released next.

Among people who have at least some familiarity with Taylor Swift songs

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1	9%	10%	9%	12%	14%	6%	6%	10%	11%	5%	10%
2	13%	12%	14%	17%	19%	9%	8%	12%	19%	11%	16%
3	17%	17%	18%	21%	19%	16%	14%	16%	17%	28%	11%
4	18%	20%	16%	24%	23%	12%	10%	18%	19%	13%	19%
Don't know	43%	42%	43%	25%	25%	58%	62%	44%	34%	43%	44%
Totals	100%	101%	100%	99%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,557)	(655)	(902)	(343)	(387)	(520)	(307)	(1,135)	(180)	(134)	(108)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1	9%	11%	8%	10%	9%	9%	9%	8%	13%	10%	9%	10%	9%
2	13%	16%	13%	10%	15%	10%	11%	15%	16%	11%	15%	11%	17%
3	17%	18%	15%	19%	16%	15%	18%	18%	17%	17%	18%	19%	14%
4	18%	20%	15%	19%	19%	16%	16%	18%	22%	19%	17%	17%	18%
Don't know	43%	36%	50%	42%	42%	49%	46%	41%	33%	43%	40%	44%	43%
Totals	100%	101%	101%	100%	101%	99%	100%	100%	101%	100%	99%	101%	101%
Unweighted N	(1,557)	(550)	(572)	(435)	(600)	(484)	(589)	(422)	(416)	(285)	(309)	(582)	(381)

YouGov Survey: Taylor Swift

February 14 - 21, 2023 - 2000 U.S. adult citizens



Interviewing Dates	February 14 - 17, 2023 February 17 - 21, 2023
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 March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.188 to 5.604, with a mean of 1 and a standard deviation of 0.413.
Number of respondents	2000
Margin of error	± 2.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	45 questions not reported.