

**1) How familiar are you with  
Taylor Swift's music?**

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	All
1) Very familiar	18%
2) Moderately familiar	24%
3) Slightly familiar	39%
4) Not at all familiar	17%
5) Don't know	1%
Unweighted N	1500

Weight Nat Rep

**1) How familiar are you with Taylor Swift's music?**

**2) Based on what you know about her music, which ONE of the following is your favorite Taylor Swift album?**

	1) Very familiar	2) Moderately familiar	3) Slightly familiar	All
1) Taylor Swift (2006)	9%	10%	6%	8%
2) Fearless (2008)	13%	10%	4%	8%
3) Speak Now (2010)	4%	4%	1%	3%
4) Red (2012)	15%	11%	7%	10%
5) 1989 (2014)	14%	15%	7%	11%
6) Reputation (2017)	13%	7%	5%	7%
7) Lover (2019)	9%	8%	3%	6%
8) Folklore (2020)	9%	5%	2%	5%
9) Don't know	14%	29%	66%	44%
Unweighted N	258	386	579	1223

Weight

Nat Rep

**1) How familiar are you with Taylor Swift's music?**

**3) How interested, if at all, are you in listening to Taylor Swift's new album 'Evermore,' which is being released tonight?**

	1) Very familiar	2) Moderately familiar	3) Slightly familiar	4) Not at all familiar	5) Don't know	All
1) Very interested	56%	8%	3%	1%	0%	14%
2) Moderately interested	17%	28%	6%	1%	8%	13%
3) Slightly interested	11%	33%	26%	9%	0%	21%
4) Not at all interested	14%	27%	58%	86%	8%	47%
5) Don't know	3%	3%	7%	3%	84%	6%
Unweighted N	258	386	579	266	11	1500

Weight Nat Rep