

Daily Survey: Taylor Swift

Sample 1000 U.S. Adult Citizens
Conducted September 27 - October 2, 2023
Margin of Error ±4%

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

Very interested	8%
Somewhat interested	19%
Not very interested	25%
Not at all interested	46%
Not sure	1%

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

Always	3%
Usually	6%
Sometimes	27%
Rarely	29%
Never	31%
Not sure	5%

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	6%
A non-celebrity	48%
No difference	29%
Not sure	17%

4. How interested, if at all, are you in professional football?

Very interested	23%
Fairly interested	24%
Not very interested	16%
Not at all interested	35%
Don't know	2%

5. How familiar are you with Taylor Swift?

Very familiar	28%
Somewhat familiar	49%
Not very familiar	16%
Not at all familiar	6%

6. Are you a fan of Taylor Swift?

Yes, a major fan	10%
Yes, somewhat of a fan	31%
No, not a fan	54%
Not sure	5%

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	3%
Taylor Lautner	2%
John Mayer	1%
Jake Gyllenhaal	3%
Conor Kennedy	0%
Harry Styles	6%
Calvin Harris	1%
Tom Hiddleston	1%
Joe Alwyn	1%
Matt Healy	1%
Travis Kelce	15%
None of the above	15%
Not sure	51%

8. Which of the following men 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	3%
John Mayer	9%
Jake Gyllenhaal	7%
Conor Kennedy	1%
Harry Styles	5%
Calvin Harris	2%
Tom Hiddleston	1%
Joe Alwyn	1%
Matt Healy	3%
Travis Kelce	3%
None of the above	6%
Not sure	57%

9. Do you have a favorable or an unfavorable opinion of the following people?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Taylor Swift	22%	38%	13%	10%	17%
Travis Kelce	14%	23%	7%	3%	53%

Daily Survey: Taylor Swift



Interviewing Dates	September 27 - October 2, 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 November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.073 to 6.508, with a mean of one and a standard deviation of 0.795.
Number of respondents	1000
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	75 questions not reported.

Daily Survey: Taylor Swift

September 27 - October 2, 2023 - 1000 US Adult Citizens



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	8%	8%	8%	13%	11%	6%	3%	7%	10%	13%	5%
Somewhat interested	19%	13%	26%	29%	20%	21%	8%	18%	22%	24%	15%
Not very interested	25%	22%	28%	24%	31%	20%	27%	25%	23%	22%	30%
Not at all interested	46%	57%	36%	33%	36%	52%	62%	49%	41%	39%	47%
Not sure	1%	1%	2%	1%	3%	1%	0%	1%	3%	3%	3%
Totals	99%	101%	100%	100%	101%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,000)	(431)	(569)	(136)	(244)	(410)	(210)	(651)	(110)	(167)	(72)

	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	8%	12%	6%	5%	11%	4%	9%	6%	9%	9%	8%	7%	9%
Somewhat interested	19%	26%	16%	16%	23%	14%	21%	22%	20%	17%	19%	22%	17%
Not very interested	25%	25%	27%	22%	28%	18%	23%	27%	25%	31%	25%	23%	23%
Not at all interested	46%	35%	49%	56%	37%	63%	45%	45%	46%	41%	46%	47%	50%
Not sure	1%	1%	2%	1%	1%	1%	2%	1%	0%	1%	2%	1%	1%
Totals	99%	99%	100%	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%
Unweighted N	(1,000)	(355)	(359)	(286)	(370)	(326)	(410)	(285)	(215)	(165)	(218)	(398)	(219)

Daily Survey: Taylor Swift
 September 27 - October 2, 2023 - 1000 US Adult Citizens



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	3%	4%	3%	9%	2%	3%	0%	3%	6%	5%	1%
Usually	6%	6%	5%	10%	6%	3%	5%	5%	12%	4%	5%
Sometimes	27%	22%	31%	32%	30%	26%	17%	27%	20%	28%	32%
Rarely	29%	25%	32%	25%	27%	28%	34%	30%	22%	29%	26%
Never	31%	38%	25%	21%	28%	36%	38%	32%	36%	24%	31%
Not sure	5%	4%	5%	3%	6%	3%	6%	4%	4%	10%	5%
Totals	101%	99%	101%	100%	99%	99%	100%	101%	100%	100%	100%
Unweighted N	(998)	(431)	(567)	(136)	(244)	(410)	(208)	(649)	(110)	(167)	(72)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	3%	3%	3%	4%	5%	1%	5%	2%	2%	3%	1%	3%	7%
Usually	6%	10%	3%	4%	7%	4%	6%	7%	4%	7%	2%	6%	7%
Sometimes	27%	32%	23%	25%	31%	24%	21%	30%	34%	27%	25%	26%	27%
Rarely	29%	29%	31%	25%	33%	25%	28%	30%	29%	31%	32%	26%	28%
Never	31%	21%	37%	36%	21%	42%	34%	27%	29%	26%	37%	35%	24%
Not sure	5%	5%	4%	5%	3%	4%	5%	4%	2%	6%	3%	4%	6%
Totals	101%	100%	101%	99%	100%	100%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(998)	(355)	(358)	(285)	(370)	(324)	(409)	(285)	(215)	(165)	(217)	(397)	(219)

Daily Survey: Taylor Swift
 September 27 - October 2, 2023 - 1000 US Adult Citizens



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	6%	7%	5%	14%	8%	4%	0%	5%	10%	9%	5%
A non-celebrity	48%	44%	51%	44%	45%	46%	58%	53%	38%	36%	41%
No difference	29%	31%	27%	30%	30%	28%	29%	26%	33%	42%	28%
Not sure	17%	17%	17%	12%	17%	22%	13%	16%	19%	13%	27%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(999)	(430)	(569)	(136)	(244)	(410)	(209)	(650)	(110)	(167)	(72)

	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	6%	11%	4%	4%	8%	2%	8%	4%	5%	9%	5%	3%	11%
A non-celebrity	48%	46%	46%	51%	51%	56%	40%	51%	59%	56%	51%	46%	42%
No difference	29%	28%	28%	31%	26%	31%	33%	26%	25%	27%	27%	34%	24%
Not sure	17%	15%	22%	13%	15%	11%	19%	19%	11%	7%	17%	17%	24%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(999)	(355)	(358)	(286)	(369)	(326)	(410)	(284)	(215)	(165)	(217)	(398)	(219)

Daily Survey: Taylor Swift
 September 27 - October 2, 2023 - 1000 US Adult Citizens



4. How Interested Are You in Professional Football

How interested, if at all, 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	23%	30%	17%	17%	22%	27%	24%	23%	28%	25%	8%
Fairly interested	24%	26%	22%	25%	23%	24%	23%	24%	27%	25%	15%
Not very interested	16%	14%	18%	16%	23%	13%	13%	16%	12%	14%	31%
Not at all interested	35%	29%	41%	37%	29%	34%	41%	36%	25%	35%	44%
Don't know	2%	2%	2%	5%	4%	0%	0%	1%	7%	2%	1%
Totals	100%	101%	100%	100%	101%	98%	101%	100%	99%	101%	99%
Unweighted N	(1,000)	(431)	(569)	(136)	(244)	(410)	(210)	(651)	(110)	(167)	(72)

	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	23%	24%	23%	22%	27%	25%	26%	23%	25%	24%	27%	19%	25%
Fairly interested	24%	24%	21%	26%	22%	24%	23%	25%	24%	23%	18%	28%	23%
Not very interested	16%	20%	15%	13%	18%	14%	9%	21%	22%	19%	15%	16%	16%
Not at all interested	35%	30%	39%	36%	31%	36%	39%	30%	28%	33%	37%	35%	35%
Don't know	2%	3%	2%	2%	2%	0%	3%	2%	0%	1%	2%	3%	2%
Totals	100%	101%	100%	99%	100%	99%	100%	101%	99%	100%	99%	101%	101%
Unweighted N	(1,000)	(355)	(359)	(286)	(370)	(326)	(410)	(285)	(215)	(165)	(218)	(398)	(219)

Daily Survey: Taylor Swift
 September 27 - October 2, 2023 - 1000 US Adult Citizens



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	28%	25%	31%	34%	35%	30%	11%	28%	27%	36%	20%
Somewhat familiar	49%	47%	52%	41%	47%	52%	56%	52%	36%	46%	58%
Not very familiar	16%	19%	14%	17%	12%	14%	24%	16%	30%	6%	16%
Not at all familiar	6%	9%	4%	9%	5%	4%	8%	5%	7%	12%	6%
Totals	99%	100%	101%	101%	99%	100%	99%	101%	100%	100%	100%
Unweighted N	(997)	(429)	(568)	(136)	(242)	(410)	(209)	(650)	(110)	(166)	(71)

	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	28%	33%	28%	23%	35%	25%	30%	25%	33%	27%	26%	24%	37%
Somewhat familiar	49%	44%	49%	55%	44%	54%	45%	56%	48%	51%	54%	49%	45%
Not very familiar	16%	19%	17%	14%	17%	16%	16%	16%	14%	19%	15%	18%	13%
Not at all familiar	6%	4%	6%	8%	4%	5%	9%	3%	4%	3%	5%	8%	6%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%	101%
Unweighted N	(997)	(354)	(357)	(286)	(370)	(325)	(407)	(285)	(215)	(165)	(217)	(396)	(219)

Daily Survey: Taylor Swift
September 27 - October 2, 2023 - 1000 US Adult Citizens



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	10%	9%	11%	22%	15%	5%	2%	10%	12%	12%	9%
Yes, somewhat of a fan	31%	26%	35%	33%	36%	32%	23%	32%	22%	35%	30%
No, not a fan	54%	58%	50%	36%	47%	59%	70%	53%	61%	48%	57%
Not sure	5%	6%	3%	9%	2%	5%	5%	5%	5%	4%	4%
Totals	100%	99%	99%	100%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(995)	(427)	(568)	(134)	(244)	(407)	(210)	(649)	(109)	(165)	(72)

	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	10%	12%	9%	10%	13%	7%	12%	11%	8%	9%	11%	9%	12%
Yes, somewhat of a fan	31%	41%	25%	27%	36%	25%	27%	34%	40%	36%	29%	30%	31%
No, not a fan	54%	43%	60%	59%	48%	65%	56%	52%	49%	50%	57%	56%	49%
Not sure	5%	4%	7%	4%	3%	3%	5%	3%	2%	5%	3%	5%	7%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(995)	(353)	(357)	(285)	(369)	(325)	(406)	(285)	(214)	(165)	(217)	(395)	(218)

Daily Survey: Taylor Swift
 September 27 - October 2, 2023 - 1000 US Adult Citizens



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	3%	3%	3%	5%	3%	3%	2%	3%	5%	7%	0%
Taylor Lautner	2%	1%	3%	2%	3%	2%	0%	3%	0%	2%	3%
John Mayer	1%	1%	2%	4%	1%	1%	0%	2%	2%	1%	0%
Jake Gyllenhaal	3%	4%	2%	6%	1%	2%	1%	3%	0%	3%	0%
Conor Kennedy	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%
Harry Styles	6%	6%	6%	9%	7%	4%	4%	5%	6%	6%	11%
Calvin Harris	1%	0%	1%	1%	2%	0%	0%	1%	1%	1%	3%
Tom Hiddleston	1%	0%	2%	3%	0%	2%	0%	1%	5%	0%	0%
Joe Alwyn	1%	1%	1%	2%	1%	1%	1%	1%	0%	0%	2%
Matt Healy	1%	1%	0%	2%	1%	0%	0%	1%	0%	0%	0%
Travis Kelce	15%	17%	12%	15%	15%	16%	11%	15%	12%	16%	7%
None of the above	15%	15%	15%	14%	15%	17%	15%	15%	13%	22%	8%
Not sure	51%	50%	51%	37%	49%	50%	67%	50%	55%	42%	66%
Totals	100%	99%	98%	100%	99%	98%	101%	100%	100%	100%	100%
Unweighted N	(777)	(319)	(458)	(110)	(195)	(332)	(140)	(512)	(78)	(133)	(54)

Daily Survey: Taylor Swift
 September 27 - October 2, 2023 - 1000 US 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
Joe Jonas	3%	2%	6%	2%	2%	3%	4%	3%	4%	3%	3%	4%	2%
Taylor Lautner	2%	3%	0%	3%	2%	2%	3%	2%	3%	4%	1%	2%	3%
John Mayer	1%	2%	1%	2%	2%	1%	2%	1%	1%	1%	1%	3%	1%
Jake Gyllenhaal	3%	2%	2%	4%	4%	1%	3%	1%	3%	1%	2%	1%	6%
Conor Kennedy	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
Harry Styles	6%	6%	8%	4%	8%	4%	5%	5%	7%	7%	5%	4%	9%
Calvin Harris	1%	2%	0%	0%	1%	0%	1%	0%	1%	1%	1%	1%	1%
Tom Hiddleston	1%	3%	1%	0%	1%	0%	2%	0%	1%	0%	2%	1%	2%
Joe Alwyn	1%	1%	0%	2%	1%	1%	0%	2%	2%	1%	0%	2%	1%
Matt Healy	1%	1%	0%	1%	1%	1%	0%	0%	3%	0%	0%	1%	1%
Travis Kelce	15%	18%	13%	12%	18%	15%	15%	18%	15%	11%	20%	10%	20%
None of the above	15%	11%	16%	19%	13%	21%	16%	13%	15%	20%	19%	12%	13%
Not sure	51%	48%	53%	51%	46%	51%	47%	55%	45%	50%	46%	60%	41%
Totals	100%	99%	100%	100%	99%	100%	98%	101%	100%	99%	100%	101%	101%
Unweighted N	(777)	(277)	(281)	(219)	(292)	(252)	(311)	(232)	(172)	(132)	(171)	(300)	(174)

Daily Survey: Taylor Swift
 September 27 - October 2, 2023 - 1000 US Adult Citizens



8. Worst Match for Taylor Swift

Which of the following men 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%	4%	3%	2%	5%	5%	2%	4%	3%	5%	3%
Taylor Lautner	3%	2%	3%	6%	2%	1%	3%	3%	0%	4%	1%
John Mayer	9%	5%	12%	12%	10%	8%	4%	10%	3%	12%	2%
Jake Gyllenhaal	7%	6%	7%	11%	7%	6%	2%	7%	3%	5%	13%
Conor Kennedy	1%	2%	1%	3%	1%	1%	0%	1%	1%	3%	0%
Harry Styles	5%	4%	7%	6%	4%	8%	2%	7%	2%	3%	2%
Calvin Harris	2%	3%	1%	2%	1%	3%	0%	1%	0%	3%	4%
Tom Hiddleston	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	2%
Joe Alwyn	1%	1%	0%	0%	2%	0%	0%	1%	1%	1%	0%
Matt Healy	3%	3%	3%	6%	2%	3%	0%	3%	6%	0%	0%
Travis Kelce	3%	3%	2%	3%	1%	3%	4%	2%	5%	2%	1%
None of the above	6%	6%	6%	6%	4%	6%	9%	6%	10%	5%	3%
Not sure	57%	62%	53%	41%	59%	56%	73%	54%	66%	56%	69%
Totals	102%	102%	99%	99%	99%	101%	99%	100%	100%	100%	100%
Unweighted N	(775)	(320)	(455)	(109)	(195)	(332)	(139)	(511)	(78)	(133)	(53)

Daily Survey: Taylor Swift
 September 27 - October 2, 2023 - 1000 US 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
Joe Jonas	4%	4%	4%	3%	5%	3%	4%	2%	7%	5%	5%	3%	4%
Taylor Lautner	3%	3%	3%	2%	3%	1%	4%	0%	3%	4%	0%	2%	5%
John Mayer	9%	10%	8%	9%	8%	10%	8%	10%	9%	13%	9%	9%	4%
Jake Gyllenhaal	7%	9%	2%	9%	10%	4%	6%	9%	5%	6%	5%	7%	8%
Conor Kennedy	1%	1%	2%	1%	0%	1%	2%	1%	0%	4%	1%	1%	1%
Harry Styles	5%	4%	6%	5%	5%	5%	6%	5%	5%	6%	8%	5%	4%
Calvin Harris	2%	2%	3%	0%	1%	0%	3%	1%	1%	2%	1%	0%	5%
Tom Hiddleston	1%	0%	1%	2%	1%	2%	0%	1%	3%	0%	0%	1%	2%
Joe Alwyn	1%	1%	0%	1%	1%	1%	0%	0%	2%	1%	0%	0%	1%
Matt Healy	3%	5%	3%	1%	5%	1%	3%	3%	4%	0%	2%	3%	6%
Travis Kelce	3%	3%	2%	2%	3%	3%	3%	0%	6%	2%	3%	3%	1%
None of the above	6%	2%	8%	8%	3%	11%	7%	4%	5%	4%	6%	7%	7%
Not sure	57%	56%	58%	57%	55%	58%	53%	62%	50%	53%	60%	61%	51%
Totals	102%	100%	100%	100%	100%	100%	99%	98%	100%	100%	100%	102%	99%
Unweighted N	(775)	(278)	(280)	(217)	(292)	(252)	(310)	(232)	(171)	(131)	(170)	(300)	(174)

Daily Survey: Taylor Swift
September 27 - October 2, 2023 - 1000 US Adult Citizens



9A. Favorability — Taylor Swift

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	22%	21%	23%	32%	25%	19%	14%	21%	28%	22%	21%
Somewhat favorable	38%	36%	40%	34%	35%	40%	42%	41%	21%	42%	35%
Somewhat unfavorable	13%	14%	12%	11%	15%	14%	12%	13%	15%	14%	14%
Very unfavorable	10%	10%	9%	6%	8%	14%	8%	11%	5%	10%	10%
Don't know	17%	18%	16%	17%	17%	13%	23%	15%	31%	12%	20%
Totals	100%	99%	100%	100%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(999)	(431)	(568)	(136)	(244)	(409)	(210)	(650)	(110)	(167)	(72)

	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	22%	36%	18%	12%	32%	13%	21%	25%	26%	27%	23%	18%	25%
Somewhat favorable	38%	38%	37%	39%	38%	37%	35%	42%	40%	38%	39%	40%	34%
Somewhat unfavorable	13%	11%	14%	15%	11%	17%	11%	14%	15%	17%	16%	12%	9%
Very unfavorable	10%	5%	9%	16%	5%	18%	12%	7%	10%	9%	6%	10%	13%
Don't know	17%	10%	23%	18%	13%	15%	20%	13%	9%	8%	16%	20%	19%
Totals	100%	100%	101%	100%	99%	100%	99%	101%	100%	99%	100%	100%	100%
Unweighted N	(999)	(355)	(359)	(285)	(370)	(325)	(410)	(284)	(215)	(165)	(218)	(398)	(218)

Daily Survey: Taylor Swift
September 27 - October 2, 2023 - 1000 US Adult Citizens



9B. Favorability — Travis Kelce

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	14%	17%	12%	15%	14%	15%	14%	15%	18%	13%	6%
Somewhat favorable	23%	27%	19%	24%	26%	23%	17%	25%	16%	23%	12%
Somewhat unfavorable	7%	8%	5%	10%	8%	5%	4%	7%	8%	5%	9%
Very unfavorable	3%	4%	2%	2%	3%	3%	3%	3%	4%	4%	1%
Don't know	53%	44%	62%	50%	48%	54%	62%	51%	55%	55%	71%
Totals	100%	100%	100%	101%	99%	100%	100%	101%	101%	100%	99%
Unweighted N	(997)	(430)	(567)	(136)	(242)	(410)	(209)	(650)	(110)	(165)	(72)

	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%	19%	11%	14%	17%	16%	15%	17%	16%	14%	21%	10%	15%
Somewhat favorable	23%	26%	21%	22%	26%	23%	19%	23%	32%	21%	19%	21%	30%
Somewhat unfavorable	7%	5%	5%	10%	4%	7%	7%	4%	8%	14%	7%	6%	3%
Very unfavorable	3%	2%	2%	4%	1%	5%	3%	3%	3%	2%	2%	3%	3%
Don't know	53%	49%	61%	50%	52%	49%	56%	53%	41%	49%	51%	60%	49%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(354)	(357)	(286)	(370)	(325)	(409)	(285)	(215)	(165)	(218)	(397)	(217)

Daily Survey: Taylor Swift

September 27 - October 2, 2023 - 1000 US Adult Citizens



Interviewing Dates	September 27 - October 2, 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 November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.073 to 6.508, with a mean of one and a standard deviation of 0.795.
Number of respondents	1000
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	75 questions not reported.