

# YouGov Survey: Taylor Swift



Sample 2263 U.S. adult citizens  
 Conducted August 1-6, 2024  
 Margin of Error ±2.7%

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

Very familiar	17%
Somewhat familiar	40%
Not very familiar	22%
Not at all familiar	20%
I don't know who Taylor Swift is	2%

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

*Among people who know who Taylor Swift is*

No, I'm not a fan of Taylor Swift	65%
Yes, I'm a fan of Taylor Swift	30%
Yes, I'm a big fan of Taylor Swift	4%

## 3. Have you attended a show in the Taylor Swift Eras Tour?

*Among people who are fans of Taylor Swift*

No, I have not	88%
Yes, I have	12%

## 4. Do you have tickets to attend upcoming shows in the Taylor Swift Eras Tour?

*Among people who are fans of Taylor Swift*

No, I do not	91%
Yes, I do	9%

## 5. 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 are at least somewhat familiar with Taylor Swift's songs*

	Love it	Like it	Dislike it	Strongly dislike it	I have not heard of/listened to this album	Don't know
Taylor Swift, Debut	9%	27%	4%	2%	41%	16%
Fearless (including Taylor's Version)	9%	29%	5%	3%	38%	16%
Speak Now (including Taylor's Version)	9%	25%	5%	2%	42%	16%
Red (including Taylor's Version)	12%	27%	5%	2%	40%	14%
1989 (including Taylor's Version)	12%	27%	5%	3%	38%	15%

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Reputation	11%	24%	6%	3%	41%	15%
Lover	12%	22%	5%	3%	42%	16%
Folklore	8%	20%	6%	3%	45%	18%
Evermore	9%	20%	6%	2%	46%	17%
Midnights	8%	20%	6%	3%	47%	17%
The Tortured Poets Department	8%	19%	7%	4%	45%	17%

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

Among people who are at least somewhat familiar with Taylor Swift's songs and who like or love at least one album

Taylor Swift, Debut	11%
Fearless (including Taylor's Version)	12%
Speak Now (including Taylor's Version)	4%
Red (including Taylor's Version)	9%
1989 (including Taylor's Version)	19%
Reputation	7%
Lover	10%
Folklore	6%
Evermore	3%
Midnights	3%
The Tortured Poets Department	4%
Don't know	13%

7. Of the remaining albums Taylor Swift is set to re-record, which one would you like to be released next?

Among people who are at least somewhat familiar with Taylor Swift's songs

Taylor Swift, Debut	16%
Reputation	18%
Not sure	66%

8. When do you think 'Taylor Swift (Taylor's Version)' will be released?

Among people who are at least somewhat familiar with Taylor Swift's songs

August 2024	2%
September 2024	3%
October 2024	4%
November 2024	5%
December 2024	8%
January 2025	4%
February 2025	3%
March 2025	2%
April 2025	1%
After April 2025	3%
Don't know	65%

## 9. When do you think 'Reputation (Taylor's Version)' will be released?

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

August 2024	1%
September 2024	3%
October 2024	4%
November 2024	4%
December 2024	5%
January 2025	5%
February 2025	2%
March 2025	2%
April 2025	2%
After April 2025	4%
Don't know	67%

## 10. Do you have a favorable or an unfavorable opinion of the following?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Taylor Swift	25%	33%	13%	15%	15%
Kamala Harris	27%	19%	8%	40%	7%
Donald Trump	28%	16%	8%	44%	4%

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

Publicly endorse political candidates she supports	32%
Not speak publicly about politics	42%
Not sure	26%

## 12. 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	4%
Somewhat more likely	4%
No difference	68%
Somewhat less likely	3%
Much less likely	12%
Not sure	9%

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

Democrat	44%
Republican	5%
Independent	7%
Something else	3%
Not sure	41%

14. If Taylor Swift endorsed Kamala Harris for president, what effect do you think that would have on her campaign?

Very positive	27%
Somewhat positive	26%
Neither positive nor negative	20%
Somewhat negative	4%
Very negative	7%
Not sure	16%

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

Very positive	14%
Somewhat positive	25%
Neither positive nor negative	27%
Somewhat negative	4%
Very negative	8%
Not sure	21%

<b>Interviewing Dates</b>	August 1-5, 2024   August 2-6, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov’s opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent’s most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.051 to 6.158, with a mean of one and a standard deviation of 0.827.
<b>Number of respondents</b>	2263
<b>Margin of error</b>	± 2.7% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	46 questions not reported.

# YouGov Survey: Taylor Swift

August 1-6, 2024 - 2263 U.S. adult citizens



## 1. Familiarity With Taylor Swift Songs

How familiar are you with songs by Taylor Swift?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very familiar	17%	11%	21%	27%	25%	11%	5%	16%	17%	24%	11%
Somewhat familiar	40%	37%	42%	53%	41%	38%	29%	38%	37%	43%	52%
Not very familiar	22%	24%	20%	15%	17%	25%	31%	23%	29%	17%	11%
Not at all familiar	20%	25%	15%	4%	16%	24%	34%	22%	16%	13%	23%
I don't know who Taylor Swift is	2%	2%	1%	2%	1%	2%	1%	1%	2%	4%	3%
Totals	101%	99%	99%	101%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(2,261)	(1,023)	(1,238)	(529)	(409)	(786)	(537)	(1,433)	(308)	(297)	(223)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very familiar	17%	18%	16%	15%	18%	14%	15%	17%	19%	18%	13%	19%	15%
Somewhat familiar	40%	43%	39%	38%	41%	36%	39%	40%	41%	44%	39%	40%	37%
Not very familiar	22%	24%	21%	22%	24%	23%	22%	23%	24%	19%	25%	21%	25%
Not at all familiar	20%	14%	23%	24%	15%	26%	22%	19%	15%	18%	22%	19%	22%
I don't know who Taylor Swift is	2%	1%	1%	2%	1%	2%	1%	1%	0%	1%	1%	2%	1%
Totals	101%	100%	100%	101%	99%	101%	99%	100%	99%	100%	100%	101%	100%
Unweighted N	(2,261)	(783)	(924)	(554)	(920)	(746)	(942)	(628)	(423)	(382)	(480)	(865)	(534)

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## 2. Taylor Swift Fandom

Are you a fan of Taylor Swift?

*Among 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
No, I'm not a fan of Taylor Swift	65%	71%	60%	58%	59%	70%	71%	65%	68%	61%	68%
Yes, I'm a fan of Taylor Swift	30%	26%	35%	34%	35%	27%	27%	31%	29%	31%	28%
Yes, I'm a big fan of Taylor Swift	4%	3%	5%	7%	6%	3%	1%	4%	3%	9%	3%
Totals	99%	100%	100%	99%	100%	100%	99%	100%	100%	101%	99%
Unweighted N	(2,227)	(1,004)	(1,223)	(516)	(403)	(774)	(534)	(1,414)	(301)	(291)	(221)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
No, I'm not a fan of Taylor Swift	65%	51%	73%	72%	54%	76%	68%	62%	63%	61%	66%	67%	65%
Yes, I'm a fan of Taylor Swift	30%	44%	24%	24%	41%	21%	28%	33%	34%	33%	31%	29%	30%
Yes, I'm a big fan of Taylor Swift	4%	6%	3%	4%	5%	3%	4%	5%	3%	6%	3%	4%	5%
Totals	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,227)	(776)	(909)	(542)	(912)	(734)	(926)	(618)	(423)	(381)	(471)	(848)	(527)

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**3. Whether attended Eras Tour**

Have you attended a show in the Taylor Swift Eras Tour?

*Among people who are fans of Taylor Swift*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
No, I have not	88%	84%	91%	81%	81%	96%	99%	90%	*	78%	*
Yes, I have	12%	16%	9%	19%	19%	4%	1%	10%	*	22%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	*	100%	*
Unweighted N	(747)	(288)	(459)	(206)	(158)	(248)	(135)	(481)	(92)	(105)	(69)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
No, I have not	88%	87%	92%	85%	87%	91%	90%	90%	80%	84%	92%	89%	88%
Yes, I have	12%	13%	8%	15%	13%	9%	10%	10%	20%	16%	8%	11%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(747)	(358)	(251)	(138)	(401)	(159)	(283)	(229)	(154)	(149)	(154)	(272)	(172)

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**4. Will you attend Eras Tour**

Do you have tickets to attend upcoming shows in the Taylor Swift Eras Tour?

*Among people who are fans of Taylor Swift*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
No, I do not	91%	86%	94%	86%	82%	97%	100%	92%	*	85%	*
Yes, I do	9%	14%	6%	14%	18%	3%	0%	8%	*	15%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	*	100%	*
Unweighted N	(744)	(287)	(457)	(206)	(157)	(246)	(135)	(478)	(92)	(105)	(69)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
No, I do not	91%	90%	94%	86%	91%	90%	91%	95%	80%	81%	97%	91%	92%
Yes, I do	9%	10%	6%	14%	9%	10%	9%	5%	20%	19%	3%	9%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(744)	(356)	(250)	(138)	(400)	(159)	(283)	(227)	(153)	(148)	(153)	(272)	(171)



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## 5A. 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 are at least somewhat familiar with Taylor Swift's songs*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	9%	8%	10%	13%	11%	8%	3%	10%	8%	7%	9%
Like it	27%	25%	29%	32%	33%	24%	18%	26%	30%	32%	28%
Dislike it	4%	4%	4%	6%	7%	2%	2%	4%	3%	7%	8%
Strongly dislike it	2%	2%	2%	2%	3%	1%	1%	2%	2%	2%	2%
I have not heard of/listened to this album	41%	45%	38%	31%	30%	51%	57%	43%	43%	39%	30%
Don't know	16%	15%	16%	15%	16%	14%	18%	16%	14%	14%	24%
Totals	99%	99%	99%	99%	100%	100%	99%	101%	100%	101%	101%
Unweighted N	(1,789)	(764)	(1,025)	(494)	(345)	(600)	(350)	(1,115)	(243)	(260)	(171)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	9%	11%	6%	10%	10%	8%	9%	12%	9%	11%	8%	9%	10%
Like it	27%	30%	27%	25%	32%	24%	28%	30%	27%	27%	26%	30%	24%
Dislike it	4%	4%	5%	4%	3%	5%	4%	4%	4%	5%	3%	3%	8%
Strongly dislike it	2%	1%	2%	2%	1%	4%	2%	3%	2%	1%	2%	2%	2%
I have not heard of/listened to this album	41%	38%	43%	43%	40%	44%	43%	40%	43%	38%	47%	42%	38%
Don't know	16%	16%	16%	15%	15%	16%	15%	12%	15%	18%	14%	14%	18%
Totals	99%	100%	99%	99%	101%	101%	101%	101%	100%	100%	100%	100%	100%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,789)	(665)	(719)	(405)	(765)	(538)	(724)	(506)	(356)	(314)	(381)	(693)	(401)

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## 5B. 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 are at least somewhat familiar with Taylor Swift's songs*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	9%	7%	11%	15%	9%	8%	5%	10%	8%	8%	6%
Like it	29%	22%	34%	36%	35%	24%	19%	27%	26%	36%	42%
Dislike it	5%	6%	4%	5%	10%	2%	1%	5%	4%	6%	2%
Strongly dislike it	3%	3%	3%	3%	4%	2%	2%	3%	3%	3%	3%
I have not heard of/listened to this album	38%	45%	33%	28%	26%	48%	55%	39%	42%	36%	30%
Don't know	16%	17%	15%	14%	15%	16%	19%	16%	18%	11%	17%
Totals	100%	100%	100%	101%	99%	100%	101%	100%	101%	100%	100%
Unweighted N	(1,788)	(764)	(1,024)	(495)	(345)	(598)	(350)	(1,115)	(242)	(259)	(172)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	9%	10%	9%	9%	10%	8%	8%	14%	9%	9%	9%	10%	9%
Like it	29%	32%	27%	28%	33%	24%	30%	29%	26%	30%	27%	31%	28%
Dislike it	5%	4%	4%	6%	5%	5%	4%	4%	6%	5%	5%	4%	5%
Strongly dislike it	3%	2%	3%	3%	1%	4%	3%	3%	3%	3%	2%	3%	3%
I have not heard of/listened to this album	38%	35%	41%	38%	38%	41%	39%	38%	41%	36%	44%	36%	38%
Don't know	16%	16%	15%	17%	14%	18%	16%	12%	15%	17%	14%	15%	18%
Totals	100%	99%	99%	101%	101%	100%	100%	100%	100%	100%	101%	99%	101%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,788)	(666)	(717)	(405)	(767)	(536)	(725)	(506)	(355)	(314)	(382)	(693)	(399)

**5C. Opinion of Taylor Swift Albums — Speak Now (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 are at least somewhat familiar with Taylor Swift’s songs*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	9%	8%	10%	13%	13%	6%	3%	10%	9%	5%	7%
Like it	25%	19%	31%	32%	29%	22%	17%	23%	25%	32%	30%
Dislike it	5%	7%	4%	8%	8%	2%	1%	5%	5%	8%	5%
Strongly dislike it	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	4%
I have not heard of/listened to this album	42%	48%	37%	30%	32%	51%	58%	44%	43%	40%	34%
Don’t know	16%	17%	16%	15%	15%	17%	19%	16%	16%	14%	21%
Totals	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,784)	(762)	(1,022)	(493)	(345)	(597)	(349)	(1,114)	(242)	(258)	(170)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	9%	12%	7%	9%	11%	6%	7%	12%	13%	12%	7%	8%	9%
Like it	25%	30%	23%	22%	30%	20%	23%	29%	24%	25%	22%	28%	24%
Dislike it	5%	4%	5%	6%	4%	4%	7%	3%	4%	5%	5%	5%	5%
Strongly dislike it	2%	1%	2%	3%	1%	4%	2%	2%	2%	1%	2%	2%	1%
I have not heard of/listened to this album	42%	37%	46%	44%	40%	49%	45%	41%	45%	37%	48%	41%	43%
Don’t know	16%	16%	17%	17%	15%	17%	16%	13%	13%	20%	16%	15%	17%
Totals	99%	100%	100%	101%	101%	100%	100%	100%	101%	100%	100%	99%	99%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,784)	(662)	(719)	(403)	(765)	(537)	(720)	(508)	(355)	(313)	(382)	(692)	(397)

**5D. 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 are at least somewhat familiar with Taylor Swift’s 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%	9%	14%	16%	16%	9%	5%	12%	12%	14%	9%
Like it	27%	22%	31%	31%	34%	24%	17%	26%	25%	31%	29%
Dislike it	5%	6%	4%	8%	8%	2%	1%	5%	4%	8%	6%
Strongly dislike it	2%	2%	2%	3%	2%	2%	2%	2%	2%	1%	3%
I have not heard of/listened to this album	40%	46%	35%	29%	27%	50%	57%	41%	43%	35%	35%
Don’t know	14%	15%	13%	13%	13%	13%	19%	14%	14%	12%	17%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	100%	101%	99%
Unweighted N	(1,781)	(761)	(1,020)	(493)	(344)	(596)	(348)	(1,112)	(242)	(257)	(170)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	12%	16%	11%	7%	16%	7%	11%	13%	13%	13%	8%	13%	13%
Like it	27%	29%	24%	29%	28%	25%	25%	32%	28%	28%	27%	27%	27%
Dislike it	5%	5%	5%	5%	4%	5%	6%	2%	6%	6%	4%	5%	4%
Strongly dislike it	2%	1%	2%	3%	1%	4%	2%	3%	1%	2%	2%	2%	2%
I have not heard of/listened to this album	40%	35%	43%	42%	38%	43%	42%	40%	40%	34%	45%	40%	39%
Don’t know	14%	14%	14%	14%	12%	15%	14%	10%	12%	16%	14%	13%	15%
Totals	100%	100%	99%	100%	99%	99%	100%	100%	100%	99%	100%	100%	100%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,781)	(661)	(719)	(401)	(763)	(535)	(723)	(504)	(353)	(314)	(382)	(687)	(398)



**5E. Opinion of Taylor Swift Albums — 1989 (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 are at least somewhat familiar with Taylor Swift's 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%	10%	14%	16%	17%	11%	2%	13%	6%	13%	14%
Like it	27%	22%	31%	32%	32%	23%	19%	26%	26%	32%	31%
Dislike it	5%	7%	4%	10%	8%	2%	1%	4%	6%	9%	9%
Strongly dislike it	3%	4%	2%	5%	3%	2%	2%	3%	2%	4%	2%
I have not heard of/listened to this album	38%	42%	34%	25%	25%	47%	56%	39%	43%	29%	32%
Don't know	15%	15%	14%	12%	15%	14%	19%	15%	16%	13%	12%
Totals	100%	100%	99%	100%	100%	99%	99%	100%	99%	100%	100%
Unweighted N	(1,779)	(758)	(1,021)	(492)	(343)	(595)	(349)	(1,110)	(242)	(256)	(171)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	12%	16%	10%	11%	17%	10%	10%	14%	14%	14%	9%	13%	13%
Like it	27%	31%	26%	24%	30%	22%	26%	28%	29%	30%	25%	27%	27%
Dislike it	5%	5%	5%	7%	4%	5%	6%	5%	6%	5%	6%	5%	7%
Strongly dislike it	3%	1%	3%	5%	1%	5%	3%	3%	1%	3%	3%	3%	2%
I have not heard of/listened to this album	38%	33%	41%	40%	35%	42%	38%	40%	38%	31%	44%	38%	36%
Don't know	15%	15%	16%	13%	14%	16%	17%	10%	12%	16%	13%	15%	15%
Totals	100%	101%	101%	100%	101%	100%	100%	100%	100%	99%	100%	101%	100%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,779)	(662)	(716)	(401)	(765)	(534)	(719)	(506)	(353)	(313)	(380)	(690)	(396)

**5F. 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 are at least somewhat familiar with Taylor Swift's 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%	9%	12%	14%	15%	8%	5%	11%	10%	14%	8%
Like it	24%	23%	26%	28%	27%	25%	17%	24%	23%	24%	32%
Dislike it	6%	5%	6%	9%	10%	2%	2%	5%	6%	4%	10%
Strongly dislike it	3%	3%	3%	4%	4%	2%	2%	3%	3%	4%	2%
I have not heard of/listened to this album	41%	44%	38%	32%	29%	48%	56%	42%	40%	37%	34%
Don't know	15%	16%	15%	13%	15%	15%	18%	15%	18%	16%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,786)	(763)	(1,023)	(494)	(345)	(598)	(349)	(1,114)	(243)	(259)	(170)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	11%	13%	9%	10%	14%	8%	10%	11%	13%	15%	7%	10%	12%
Like it	24%	31%	23%	19%	30%	17%	24%	30%	23%	28%	21%	25%	23%
Dislike it	6%	8%	5%	4%	6%	5%	5%	5%	5%	6%	6%	6%	5%
Strongly dislike it	3%	2%	2%	5%	1%	5%	3%	4%	2%	2%	5%	3%	2%
I have not heard of/listened to this album	41%	33%	43%	46%	37%	47%	42%	38%	44%	35%	46%	41%	40%
Don't know	15%	14%	17%	15%	13%	17%	16%	12%	13%	14%	15%	15%	18%
Totals	100%	101%	99%	99%	101%	99%	100%	100%	100%	100%	100%	100%	100%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,786)	(663)	(719)	(404)	(766)	(538)	(723)	(505)	(355)	(314)	(382)	(693)	(397)

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## 5G. 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 are at least somewhat familiar with Taylor Swift's songs*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	12%	9%	13%	16%	16%	9%	4%	11%	10%	16%	10%
Like it	22%	19%	24%	25%	26%	19%	16%	20%	22%	28%	24%
Dislike it	5%	6%	5%	7%	9%	3%	2%	5%	4%	5%	5%
Strongly dislike it	3%	3%	4%	5%	3%	3%	3%	4%	2%	2%	4%
I have not heard of/listened to this album	42%	47%	38%	32%	31%	51%	55%	43%	41%	35%	43%
Don't know	16%	16%	16%	15%	15%	16%	19%	16%	20%	14%	14%
Totals	100%	100%	100%	100%	100%	101%	99%	99%	99%	100%	100%
Unweighted N	(1,781)	(759)	(1,022)	(491)	(343)	(598)	(349)	(1,113)	(241)	(258)	(169)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	12%	14%	8%	13%	12%	9%	10%	11%	15%	13%	8%	12%	14%
Like it	22%	28%	20%	16%	28%	13%	22%	26%	18%	23%	18%	23%	22%
Dislike it	5%	4%	5%	7%	4%	6%	6%	4%	6%	5%	6%	6%	3%
Strongly dislike it	3%	3%	3%	5%	1%	6%	3%	4%	3%	3%	4%	4%	2%
I have not heard of/listened to this album	42%	36%	46%	44%	40%	48%	43%	43%	45%	40%	48%	39%	43%
Don't know	16%	16%	17%	15%	14%	17%	17%	13%	14%	16%	16%	16%	16%
Totals	100%	101%	99%	100%	99%	99%	101%	101%	101%	100%	100%	100%	100%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,781)	(662)	(716)	(403)	(763)	(534)	(721)	(505)	(353)	(312)	(380)	(691)	(398)

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## 5H. 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 are at least somewhat familiar with Taylor Swift's songs*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	8%	7%	10%	13%	11%	6%	3%	8%	5%	9%	14%
Like it	20%	17%	22%	23%	24%	18%	14%	18%	20%	28%	18%
Dislike it	6%	8%	5%	9%	9%	3%	3%	6%	6%	7%	6%
Strongly dislike it	3%	2%	3%	4%	4%	1%	2%	3%	3%	3%	4%
I have not heard of/listened to this album	45%	48%	43%	37%	33%	53%	60%	47%	45%	41%	41%
Don't know	18%	18%	17%	14%	19%	19%	19%	18%	21%	13%	17%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%	100%
Unweighted N	(1,779)	(760)	(1,019)	(491)	(344)	(597)	(347)	(1,111)	(241)	(257)	(170)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	8%	11%	6%	8%	11%	6%	8%	8%	9%	11%	5%	9%	9%
Like it	20%	24%	18%	17%	25%	13%	18%	20%	22%	22%	15%	21%	20%
Dislike it	6%	6%	6%	7%	3%	7%	6%	6%	6%	6%	8%	6%	5%
Strongly dislike it	3%	2%	3%	3%	2%	4%	3%	3%	3%	2%	4%	3%	2%
I have not heard of/listened to this album	45%	40%	50%	46%	44%	50%	46%	47%	45%	41%	50%	44%	46%
Don't know	18%	17%	18%	19%	15%	20%	18%	16%	14%	19%	18%	17%	17%
Totals	100%	100%	101%	100%	100%	100%	99%	100%	99%	101%	100%	100%	99%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,779)	(662)	(715)	(402)	(765)	(534)	(720)	(505)	(353)	(312)	(381)	(688)	(398)



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## 5I. 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 are at least somewhat familiar with Taylor Swift's songs*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	9%	7%	10%	13%	13%	6%	2%	9%	7%	10%	7%
Like it	20%	15%	24%	23%	21%	20%	15%	18%	21%	25%	26%
Dislike it	6%	9%	4%	9%	10%	2%	2%	5%	6%	11%	5%
Strongly dislike it	2%	2%	3%	4%	3%	1%	2%	2%	3%	1%	4%
I have not heard of/listened to this album	46%	49%	43%	39%	36%	53%	58%	47%	45%	41%	42%
Don't know	17%	18%	16%	13%	17%	18%	20%	18%	17%	12%	16%
Totals	100%	100%	100%	101%	100%	100%	99%	99%	99%	100%	100%
Unweighted N	(1,780)	(759)	(1,021)	(491)	(343)	(597)	(349)	(1,107)	(243)	(259)	(171)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	9%	12%	5%	9%	11%	8%	8%	8%	10%	11%	6%	8%	11%
Like it	20%	23%	20%	17%	25%	13%	20%	23%	20%	22%	18%	22%	18%
Dislike it	6%	5%	5%	8%	4%	6%	5%	5%	7%	5%	5%	6%	7%
Strongly dislike it	2%	2%	3%	3%	1%	4%	2%	4%	2%	2%	3%	3%	2%
I have not heard of/listened to this album	46%	42%	50%	46%	44%	50%	47%	47%	46%	40%	51%	45%	46%
Don't know	17%	16%	17%	18%	14%	19%	18%	14%	15%	19%	17%	16%	17%
Totals	100%	100%	100%	101%	99%	100%	100%	101%	100%	99%	100%	100%	101%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,780)	(661)	(715)	(404)	(763)	(536)	(721)	(505)	(352)	(311)	(381)	(690)	(398)

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**5J. 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 are at least somewhat familiar with Taylor Swift's songs*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	8%	7%	9%	13%	9%	6%	2%	8%	5%	11%	8%
Like it	20%	16%	23%	21%	23%	19%	15%	18%	21%	27%	25%
Dislike it	6%	8%	4%	10%	9%	2%	2%	5%	6%	9%	4%
Strongly dislike it	3%	2%	3%	4%	3%	2%	1%	2%	3%	2%	5%
I have not heard of/listened to this album	47%	50%	44%	39%	37%	54%	60%	49%	46%	41%	42%
Don't know	17%	17%	17%	13%	18%	17%	19%	17%	20%	11%	16%
Totals	101%	100%	100%	100%	99%	100%	99%	99%	101%	101%	100%
Unweighted N	(1,780)	(759)	(1,021)	(491)	(341)	(598)	(350)	(1,110)	(241)	(260)	(169)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	8%	10%	6%	7%	10%	7%	7%	8%	9%	10%	5%	7%	11%
Like it	20%	24%	17%	18%	25%	15%	20%	21%	20%	21%	16%	23%	18%
Dislike it	6%	6%	5%	7%	5%	6%	5%	4%	8%	7%	3%	7%	5%
Strongly dislike it	3%	2%	3%	3%	1%	4%	2%	5%	1%	2%	4%	3%	2%
I have not heard of/listened to this album	47%	42%	52%	47%	45%	50%	48%	48%	48%	41%	54%	45%	49%
Don't know	17%	16%	17%	17%	14%	18%	18%	14%	14%	20%	18%	15%	16%
Totals	101%	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%	101%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,780)	(659)	(717)	(404)	(762)	(536)	(723)	(505)	(351)	(311)	(380)	(691)	(398)

**5K. Opinion of Taylor Swift Albums — The Tortured Poets Department**

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 are at least somewhat familiar with Taylor Swift's songs*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	8%	6%	10%	10%	11%	6%	3%	9%	5%	9%	2%
Like it	19%	17%	20%	20%	22%	19%	13%	15%	23%	25%	32%
Dislike it	7%	8%	6%	12%	11%	3%	2%	7%	7%	8%	5%
Strongly dislike it	4%	4%	5%	7%	6%	2%	1%	4%	3%	5%	5%
I have not heard of/listened to this album	45%	49%	43%	39%	33%	53%	59%	47%	43%	40%	41%
Don't know	17%	18%	16%	13%	17%	18%	22%	17%	20%	13%	15%
Totals	100%	102%	100%	101%	100%	101%	100%	99%	101%	100%	100%
Unweighted N	(1,787)	(762)	(1,025)	(494)	(344)	(598)	(351)	(1,113)	(243)	(260)	(171)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	8%	11%	5%	8%	9%	7%	8%	6%	11%	9%	7%	7%	9%
Like it	19%	23%	17%	16%	23%	13%	18%	21%	20%	21%	13%	21%	18%
Dislike it	7%	9%	5%	6%	7%	6%	6%	8%	6%	7%	7%	7%	6%
Strongly dislike it	4%	4%	4%	4%	3%	5%	4%	5%	4%	5%	4%	4%	3%
I have not heard of/listened to this album	45%	37%	50%	49%	42%	52%	46%	47%	45%	37%	52%	47%	44%
Don't know	17%	17%	18%	15%	16%	18%	18%	14%	13%	20%	17%	14%	19%
Totals	100%	101%	99%	98%	100%	101%	100%	101%	99%	99%	100%	100%	99%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,787)	(664)	(718)	(405)	(766)	(539)	(723)	(506)	(355)	(311)	(383)	(692)	(401)

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## 6. Favorite Taylor Swift Album

And, which of these albums is your favorite?

*Among people who are at least somewhat familiar with Taylor Swift's songs and who like or love at least one album*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Taylor Swift, Debut	11%	14%	9%	9%	14%	9%	13%	12%	12%	4%	*
Fearless (including Taylor's Version)	12%	8%	14%	13%	10%	10%	20%	12%	17%	8%	*
Speak Now (including Taylor's Version)	4%	4%	4%	6%	5%	2%	2%	5%	4%	3%	*
Red (including Taylor's Version)	9%	8%	9%	9%	6%	13%	7%	7%	13%	13%	*
1989 (including Taylor's Version)	19%	21%	17%	15%	19%	22%	20%	18%	14%	21%	*
Reputation	7%	8%	6%	8%	7%	7%	1%	6%	11%	6%	*
Lover	10%	11%	9%	11%	12%	5%	10%	9%	8%	18%	*
Folklore	6%	4%	7%	8%	6%	4%	5%	6%	2%	7%	*
Evermore	3%	4%	3%	3%	3%	3%	3%	3%	3%	2%	*
Midnights	3%	3%	3%	4%	3%	2%	3%	3%	2%	3%	*
The Tortured Poets Department	4%	3%	5%	2%	5%	6%	5%	6%	2%	3%	*
Don't know	13%	12%	14%	13%	11%	16%	11%	13%	13%	13%	*
Totals	101%	100%	100%	101%	101%	99%	100%	100%	101%	101%	*
Unweighted N	(974)	(379)	(595)	(358)	(215)	(285)	(116)	(579)	(126)	(170)	(99)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Taylor Swift, Debut	11%	8%	11%	15%	8%	14%	12%	9%	10%	11%	9%	13%	8%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Fearless (including Taylor's Version)	12%	10%	14%	13%	12%	11%	11%	17%	9%	12%	11%	13%	11%
Speak Now (including Taylor's Version)	4%	5%	3%	5%	2%	6%	3%	6%	5%	4%	7%	4%	2%
Red (including Taylor's Version)	9%	8%	9%	9%	8%	12%	7%	13%	8%	6%	11%	9%	9%
1989 (including Taylor's Version)	19%	22%	18%	14%	23%	19%	18%	14%	23%	20%	20%	15%	22%
Reputation	7%	7%	8%	5%	7%	7%	5%	8%	7%	6%	5%	7%	9%
Lover	10%	7%	11%	12%	8%	8%	12%	7%	12%	11%	8%	10%	10%
Folklore	6%	7%	5%	5%	6%	6%	7%	5%	4%	8%	3%	7%	6%
Evermore	3%	4%	3%	2%	4%	1%	3%	4%	4%	4%	3%	2%	3%
Midnights	3%	4%	2%	2%	4%	3%	2%	4%	2%	3%	2%	3%	4%
The Tortured Poets Department	4%	6%	2%	4%	6%	2%	5%	2%	7%	4%	5%	4%	4%
Don't know	13%	13%	14%	13%	11%	11%	16%	9%	10%	12%	15%	12%	13%
Totals	101%	101%	100%	99%	99%	100%	101%	98%	101%	101%	99%	99%	101%
Unweighted N	(974)	(409)	(371)	(194)	(468)	(231)	(372)	(298)	(201)	(191)	(181)	(381)	(221)



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## 7. Rank of Preference for Remaining Re-Recorded Albums

Of the remaining albums Taylor Swift is set to re-record, which one would you like to be released next?

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Taylor Swift, Debut	16%	14%	18%	23%	20%	12%	8%	17%	15%	16%	15%
Reputation	18%	16%	19%	24%	24%	13%	8%	17%	13%	22%	22%
Not sure	66%	70%	63%	53%	56%	75%	84%	66%	72%	62%	63%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,789)	(764)	(1,025)	(493)	(345)	(599)	(352)	(1,117)	(242)	(258)	(172)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Taylor Swift, Debut	16%	19%	13%	17%	18%	15%	15%	20%	16%	16%	15%	17%	15%
Reputation	18%	20%	16%	15%	22%	13%	16%	20%	20%	22%	14%	18%	18%
Not sure	66%	61%	71%	68%	59%	72%	69%	61%	64%	61%	72%	65%	67%
Totals	100%	100%	100%	100%	99%	100%	100%	101%	100%	99%	101%	100%	100%
Unweighted N	(1,789)	(666)	(717)	(406)	(769)	(536)	(722)	(509)	(356)	(313)	(383)	(691)	(402)

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## 8. When expect TSTV to be released

When do you think 'Taylor Swift (Taylor's Version)' will be released?

Among people who are at least somewhat familiar with Taylor Swift's songs

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
August 2024	2%	3%	2%	3%	2%	3%	1%	2%	1%	6%	2%
September 2024	3%	3%	4%	4%	3%	4%	2%	3%	4%	3%	3%
October 2024	4%	5%	4%	6%	4%	3%	4%	4%	6%	5%	5%
November 2024	5%	5%	5%	3%	8%	6%	2%	6%	4%	6%	2%
December 2024	8%	6%	9%	9%	8%	7%	6%	7%	10%	9%	7%
January 2025	4%	3%	5%	7%	2%	3%	3%	4%	5%	5%	3%
February 2025	3%	2%	3%	4%	3%	2%	2%	2%	2%	3%	8%
March 2025	2%	1%	2%	2%	3%	1%	1%	2%	1%	1%	4%
April 2025	1%	1%	1%	1%	1%	2%	0%	1%	0%	2%	2%
After April 2025	3%	3%	3%	6%	3%	2%	2%	3%	1%	8%	1%
Don't know	65%	68%	62%	55%	62%	68%	76%	67%	66%	53%	63%
Totals	100%	100%	100%	100%	99%	101%	99%	101%	100%	101%	100%
Unweighted N	(1,794)	(770)	(1,024)	(495)	(344)	(601)	(354)	(1,118)	(245)	(259)	(172)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
August 2024	2%	3%	3%	1%	1%	2%	2%	2%	2%	3%	2%	2%	2%
September 2024	3%	3%	3%	4%	3%	4%	3%	2%	5%	4%	4%	4%	2%
October 2024	4%	4%	4%	5%	4%	4%	4%	6%	4%	3%	5%	4%	5%
November 2024	5%	6%	4%	5%	6%	6%	6%	6%	5%	4%	5%	6%	4%
December 2024	8%	10%	7%	6%	9%	5%	8%	9%	7%	9%	6%	7%	9%
January 2025	4%	5%	3%	3%	4%	3%	3%	4%	5%	6%	5%	3%	3%
February 2025	3%	2%	3%	3%	2%	2%	4%	1%	3%	3%	2%	3%	2%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
March 2025	2%	2%	2%	1%	2%	1%	2%	2%	1%	3%	2%	2%	1%
April 2025	1%	2%	1%	1%	1%	1%	1%	2%	0%	1%	0%	1%	2%
After April 2025	3%	3%	3%	4%	3%	3%	3%	4%	2%	2%	2%	3%	5%
Don't know	65%	60%	67%	67%	64%	69%	64%	62%	65%	62%	67%	64%	66%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%	99%	101%
Unweighted N	(1,794)	(669)	(718)	(407)	(769)	(539)	(726)	(510)	(356)	(315)	(382)	(694)	(403)

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## 9. When expect Reputation TV to be released

When do you think 'Reputation (Taylor's Version)' will be released?

Among people who are at least somewhat familiar with Taylor Swift's songs

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
August 2024	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%
September 2024	3%	3%	3%	3%	4%	3%	2%	4%	2%	2%	3%
October 2024	4%	3%	5%	6%	5%	4%	1%	4%	3%	6%	4%
November 2024	4%	5%	3%	4%	5%	2%	4%	4%	7%	1%	2%
December 2024	5%	4%	6%	7%	4%	5%	5%	4%	6%	7%	8%
January 2025	5%	4%	6%	7%	7%	4%	3%	4%	5%	11%	3%
February 2025	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
March 2025	2%	2%	3%	3%	3%	2%	1%	2%	3%	1%	4%
April 2025	2%	2%	2%	3%	2%	2%	2%	3%	0%	4%	0%
After April 2025	4%	4%	4%	4%	4%	4%	4%	4%	2%	5%	7%
Don't know	67%	70%	65%	60%	62%	72%	76%	68%	70%	59%	65%
Totals	99%	100%	100%	101%	99%	101%	101%	100%	101%	100%	99%
Unweighted N	(1,780)	(763)	(1,017)	(495)	(342)	(594)	(349)	(1,110)	(240)	(258)	(172)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
August 2024	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%
September 2024	3%	3%	3%	3%	3%	3%	3%	3%	4%	6%	2%	3%	2%
October 2024	4%	5%	3%	5%	3%	4%	4%	4%	4%	5%	3%	4%	5%
November 2024	4%	5%	2%	4%	4%	3%	3%	6%	4%	4%	3%	5%	2%
December 2024	5%	7%	4%	4%	7%	5%	4%	5%	7%	6%	5%	5%	6%
January 2025	5%	5%	5%	5%	5%	4%	6%	6%	4%	5%	5%	5%	5%
February 2025	2%	2%	2%	2%	2%	2%	1%	3%	3%	2%	3%	1%	2%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
March 2025	2%	2%	1%	3%	2%	3%	3%	2%	3%	2%	4%	1%	2%
April 2025	2%	3%	2%	2%	3%	1%	3%	1%	1%	2%	1%	2%	4%
After April 2025	4%	4%	5%	3%	5%	3%	4%	4%	4%	4%	3%	5%	3%
Don't know	67%	63%	72%	66%	64%	69%	67%	64%	65%	61%	69%	68%	67%
Totals	99%	100%	100%	99%	99%	98%	100%	99%	100%	99%	99%	100%	99%
Unweighted N	(1,780)	(662)	(714)	(404)	(760)	(535)	(723)	(508)	(351)	(313)	(377)	(689)	(401)

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## 10A. Favorability — Taylor Swift

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	25%	22%	28%	22%	24%	27%	27%	25%	25%	28%	18%
Somewhat favorable	33%	32%	33%	38%	35%	27%	33%	33%	35%	31%	34%
Somewhat unfavorable	13%	12%	13%	16%	14%	12%	11%	15%	9%	9%	11%
Very unfavorable	15%	17%	13%	14%	13%	18%	12%	15%	9%	18%	17%
Don't know	15%	16%	13%	11%	14%	16%	17%	13%	22%	14%	20%
Totals	101%	99%	100%	101%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(2,255)	(1,022)	(1,233)	(527)	(407)	(785)	(536)	(1,433)	(304)	(295)	(223)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	25%	41%	19%	16%	40%	13%	25%	28%	27%	28%	22%	25%	27%
Somewhat favorable	33%	36%	31%	31%	37%	30%	30%	35%	37%	33%	34%	32%	34%
Somewhat unfavorable	13%	6%	17%	16%	8%	20%	13%	13%	14%	15%	11%	13%	14%
Very unfavorable	15%	6%	15%	23%	5%	23%	16%	15%	11%	11%	20%	16%	10%
Don't know	15%	11%	18%	14%	11%	14%	17%	10%	10%	14%	13%	15%	16%
Totals	101%	100%	100%	100%	101%	100%	101%	101%	99%	101%	100%	101%	101%
Unweighted N	(2,255)	(783)	(920)	(552)	(917)	(744)	(938)	(627)	(422)	(381)	(479)	(863)	(532)

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**10B. Favorability — Kamala Harris**

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	27%	25%	28%	20%	24%	29%	33%	24%	45%	27%	15%
Somewhat favorable	19%	17%	20%	24%	25%	16%	10%	16%	24%	22%	26%
Somewhat unfavorable	8%	8%	9%	15%	11%	6%	3%	7%	9%	11%	17%
Very unfavorable	40%	44%	35%	29%	32%	44%	51%	48%	10%	33%	31%
Don't know	7%	6%	8%	12%	8%	5%	3%	5%	12%	7%	10%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(2,258)	(1,023)	(1,235)	(528)	(408)	(786)	(536)	(1,433)	(305)	(297)	(223)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	27%	64%	13%	2%	66%	1%	23%	30%	33%	29%	25%	25%	31%
Somewhat favorable	19%	26%	21%	7%	29%	5%	18%	18%	20%	23%	16%	17%	19%
Somewhat unfavorable	8%	4%	12%	8%	4%	6%	10%	8%	8%	12%	6%	8%	10%
Very unfavorable	40%	3%	40%	79%	1%	85%	41%	38%	39%	32%	46%	42%	34%
Don't know	7%	3%	14%	3%	0%	2%	8%	6%	1%	4%	7%	8%	7%
Totals	101%	100%	100%	99%	100%	99%	100%	100%	101%	100%	100%	100%	101%
Unweighted N	(2,258)	(783)	(921)	(554)	(919)	(744)	(940)	(628)	(423)	(381)	(478)	(865)	(534)

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## 10C. Favorability — Donald Trump

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	28%	31%	25%	24%	25%	30%	33%	33%	11%	24%	23%
Somewhat favorable	16%	17%	15%	14%	16%	17%	16%	18%	10%	13%	15%
Somewhat unfavorable	8%	8%	9%	12%	9%	7%	6%	8%	11%	10%	4%
Very unfavorable	44%	41%	47%	43%	46%	44%	44%	39%	60%	49%	52%
Don't know	4%	4%	4%	7%	5%	3%	1%	3%	8%	5%	7%
Totals	100%	101%	100%	100%	101%	101%	100%	101%	100%	101%	101%
Unweighted N	(2,255)	(1,022)	(1,233)	(528)	(407)	(785)	(535)	(1,431)	(306)	(296)	(222)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	28%	3%	17%	67%	2%	66%	31%	27%	25%	25%	30%	32%	21%
Somewhat favorable	16%	4%	20%	23%	2%	27%	16%	15%	16%	16%	19%	14%	15%
Somewhat unfavorable	8%	7%	12%	5%	4%	5%	7%	8%	9%	10%	6%	8%	10%
Very unfavorable	44%	84%	42%	3%	91%	2%	43%	47%	48%	46%	42%	40%	52%
Don't know	4%	1%	9%	1%	1%	0%	4%	3%	2%	2%	3%	6%	3%
Totals	100%	99%	100%	99%	100%	100%	101%	100%	100%	99%	100%	100%	101%
Unweighted N	(2,255)	(782)	(920)	(553)	(918)	(744)	(937)	(629)	(422)	(380)	(478)	(863)	(534)



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## 11. 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	32%	31%	32%	33%	35%	29%	30%	30%	35%	35%	36%
Not speak publicly about politics	42%	43%	42%	35%	33%	47%	53%	48%	21%	38%	36%
Not sure	26%	26%	26%	32%	32%	24%	17%	22%	44%	27%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,259)	(1,022)	(1,237)	(528)	(407)	(786)	(538)	(1,433)	(305)	(298)	(223)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Publicly endorse political candidates she supports	32%	60%	24%	10%	62%	9%	30%	33%	38%	32%	28%	29%	39%
Not speak publicly about politics	42%	17%	43%	70%	15%	77%	39%	46%	44%	46%	46%	40%	40%
Not sure	26%	23%	34%	20%	23%	14%	31%	21%	18%	22%	26%	31%	21%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,259)	(784)	(923)	(552)	(920)	(745)	(941)	(628)	(423)	(382)	(479)	(864)	(534)

**12. 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	4%	5%	3%	5%	6%	3%	3%	3%	7%	5%	3%
Somewhat more likely	4%	4%	4%	8%	4%	2%	1%	3%	4%	6%	7%
No difference	68%	65%	71%	66%	66%	67%	73%	71%	63%	57%	66%
Somewhat less likely	3%	4%	3%	3%	4%	4%	3%	3%	3%	7%	3%
Much less likely	12%	14%	10%	7%	9%	15%	17%	14%	4%	16%	9%
Not sure	9%	9%	9%	11%	11%	9%	3%	6%	19%	8%	12%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(2,258)	(1,022)	(1,236)	(527)	(408)	(786)	(537)	(1,434)	(306)	(297)	(221)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much more likely	4%	6%	2%	3%	6%	2%	4%	4%	5%	3%	3%	5%	4%
Somewhat more likely	4%	6%	4%	1%	5%	1%	4%	3%	3%	5%	3%	4%	3%
No difference	68%	78%	65%	60%	83%	60%	66%	70%	73%	68%	71%	63%	74%
Somewhat less likely	3%	3%	2%	6%	1%	5%	4%	3%	3%	5%	2%	4%	3%
Much less likely	12%	1%	13%	24%	1%	28%	12%	14%	12%	11%	15%	14%	7%
Not sure	9%	7%	13%	5%	4%	4%	11%	5%	4%	8%	6%	11%	9%
Totals	100%	101%	99%	99%	100%	100%	101%	99%	100%	100%	100%	101%	100%
Unweighted N	(2,258)	(783)	(921)	(554)	(919)	(745)	(938)	(629)	(423)	(382)	(479)	(863)	(534)

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**13. Taylor Swift Political Party**

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Democrat	44%	45%	43%	43%	43%	44%	45%	50%	24%	36%	37%
Republican	5%	5%	4%	6%	9%	3%	2%	4%	8%	8%	4%
Independent	7%	7%	8%	10%	7%	7%	6%	6%	9%	12%	8%
Something else	3%	4%	2%	3%	3%	4%	2%	2%	2%	7%	5%
Not sure	41%	39%	43%	37%	38%	42%	45%	38%	57%	37%	46%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,259)	(1,023)	(1,236)	(528)	(408)	(786)	(537)	(1,433)	(307)	(296)	(223)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Democrat	44%	55%	28%	50%	51%	55%	36%	49%	56%	44%	41%	43%	48%
Republican	5%	3%	2%	10%	3%	7%	5%	4%	6%	6%	4%	5%	5%
Independent	7%	7%	11%	4%	10%	4%	8%	7%	7%	8%	7%	7%	7%
Something else	3%	1%	5%	3%	2%	4%	5%	2%	2%	4%	2%	3%	3%
Not sure	41%	34%	53%	33%	34%	30%	46%	38%	30%	37%	46%	42%	37%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(2,259)	(784)	(922)	(553)	(920)	(744)	(939)	(629)	(423)	(382)	(479)	(863)	(535)

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## 14. Taylor Swift Harris Endorsement Effect

If Taylor Swift endorsed Kamala Harris for president, what effect do you think that would have on her campaign?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	27%	25%	28%	32%	26%	25%	26%	25%	32%	31%	28%
Somewhat positive	26%	27%	25%	31%	24%	24%	27%	27%	22%	24%	24%
Neither positive nor negative	20%	21%	20%	15%	22%	22%	22%	20%	20%	20%	23%
Somewhat negative	4%	4%	3%	3%	3%	4%	3%	4%	2%	4%	1%
Very negative	7%	7%	6%	6%	8%	7%	6%	7%	6%	9%	6%
Not sure	16%	15%	18%	13%	17%	18%	16%	17%	17%	12%	18%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(2,255)	(1,020)	(1,235)	(527)	(408)	(783)	(537)	(1,429)	(308)	(296)	(222)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	27%	49%	20%	11%	51%	11%	24%	28%	32%	29%	25%	24%	31%
Somewhat positive	26%	31%	25%	21%	31%	22%	23%	31%	31%	27%	23%	26%	28%
Neither positive nor negative	20%	12%	22%	28%	11%	31%	22%	20%	19%	16%	25%	19%	22%
Somewhat negative	4%	1%	3%	7%	1%	6%	4%	4%	3%	5%	3%	4%	2%
Very negative	7%	0%	6%	14%	1%	12%	9%	6%	5%	6%	9%	8%	3%
Not sure	16%	7%	24%	17%	6%	18%	18%	12%	11%	17%	14%	19%	13%
Totals	100%	100%	100%	98%	101%	100%	100%	101%	101%	100%	99%	100%	99%
Unweighted N	(2,255)	(783)	(922)	(550)	(919)	(742)	(943)	(627)	(418)	(378)	(479)	(864)	(534)

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**15. Taylor Swift Trump Endorsement Effect**

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	14%	13%	15%	18%	17%	12%	12%	15%	14%	13%	12%
Somewhat positive	25%	26%	24%	29%	24%	22%	24%	25%	19%	26%	29%
Neither positive nor negative	27%	30%	24%	22%	25%	29%	32%	27%	25%	29%	30%
Somewhat negative	4%	4%	4%	5%	4%	4%	3%	4%	3%	5%	1%
Very negative	8%	7%	9%	8%	9%	8%	7%	7%	14%	10%	7%
Not sure	21%	19%	23%	18%	20%	24%	21%	21%	24%	18%	20%
Totals	99%	99%	99%	100%	99%	99%	99%	99%	99%	101%	99%
Unweighted N	(2,259)	(1,022)	(1,237)	(530)	(408)	(785)	(536)	(1,432)	(306)	(298)	(223)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	14%	14%	9%	20%	14%	17%	16%	12%	14%	14%	14%	16%	12%
Somewhat positive	25%	29%	22%	24%	27%	20%	21%	28%	34%	26%	26%	23%	26%
Neither positive nor negative	27%	23%	27%	32%	22%	36%	28%	28%	27%	25%	29%	26%	31%
Somewhat negative	4%	5%	5%	3%	5%	4%	4%	5%	3%	4%	3%	4%	5%
Very negative	8%	13%	8%	3%	13%	4%	9%	7%	6%	8%	8%	8%	8%
Not sure	21%	17%	29%	17%	19%	18%	22%	20%	16%	23%	20%	22%	19%
Totals	99%	101%	100%	99%	100%	99%	100%	100%	100%	100%	100%	99%	101%
Unweighted N	(2,259)	(784)	(923)	(552)	(920)	(745)	(939)	(629)	(423)	(382)	(480)	(863)	(534)

# YouGov Survey: Taylor Swift

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<b>Interviewing Dates</b>	August 1-5, 2024   August 2-6, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.051 to 6.158, with a mean of one and a standard deviation of 0.827.
<b>Number of respondents</b>	2263
<b>Margin of error</b>	± 2.7% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	46 questions not reported.