

## How the Survey was Conducted

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### **Nature of the Sample: Marist Poll of 1,130 National Adults**

This survey of 1,130 adults was conducted December 13<sup>th</sup> through December 14<sup>th</sup>, 2023 by the Marist Poll. Adults 18 years of age and older residing in the United States were contacted through a multi-mode design: By text or online. Survey questions were available in English or Spanish. Phone and online samples were selected to ensure that each region was represented in proportion to its adult population. The samples were then combined and balanced to reflect the 2020 American Community Survey 5-year estimates for age, gender, income, race, and region. Results are statistically significant within  $\pm 3.5$  percentage points. There are 1,014 registered voters. The results for this subset are statistically significant within  $\pm 3.7$  percentage points. Tables include results for subgroups to only display crosstabs with an acceptable sampling error. It should be noted that although you may not see results listed for a certain group, it does not mean interviews were not completed with those individuals. It simply means the sample size is too small to report. The error margin was adjusted for sample weights and increases for cross-tabulations.

## Nature of the Sample

		National Adults	National Registered Voters
		Column %	Column %
<b>National Adults</b>		100%	
<b>National Registered Voters</b>		90%	100%
<b>Party Identification</b>	<b>Democrat</b>	n/a	38%
	<b>Republican</b>	n/a	31%
	<b>Independent</b>	n/a	29%
	<b>Other</b>	n/a	1%
<b>Gender</b>	<b>Men</b>	49%	49%
	<b>Women</b>	51%	51%
<b>Age</b>	<b>Under 45</b>	46%	43%
	<b>45 or older</b>	54%	57%
<b>Age</b>	<b>18 to 29</b>	21%	18%
	<b>30 to 44</b>	25%	24%
	<b>45 to 59</b>	25%	27%
	<b>60 or older</b>	29%	31%
<b>Race/Ethnicity</b>	<b>White</b>	62%	63%
	<b>Black</b>	11%	12%
	<b>Latino</b>	15%	14%
	<b>Other</b>	12%	11%
<b>Region</b>	<b>Northeast</b>	17%	17%
	<b>Midwest</b>	21%	21%
	<b>South</b>	38%	38%
	<b>West</b>	24%	24%
<b>Household Income</b>	<b>Less than \$50,000</b>	37%	34%
	<b>\$50,000 or more</b>	63%	66%
<b>Education</b>	<b>Not college graduate</b>	61%	58%
	<b>College graduate</b>	39%	42%
<b>Area Description</b>	<b>Big city</b>	21%	21%
	<b>Small city</b>	15%	14%
	<b>Suburban</b>	38%	39%
	<b>Small town</b>	13%	12%
	<b>Rural</b>	13%	13%

Marist Poll National Adults. Interviews conducted December 13th through December 14th, 2023, n=1,130 MOE +/- 3.5 percentage points.  
 National Registered Voters: n=1,014 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

**SWIT020R. Marist Poll National Tables December 13th through December 14th, 2023**

		National Adults		
		In general do you have a very favorable, favorable, unfavorable, or very unfavorable impression of Taylor Swift?		
		Very favorable/ Favorable	Unfavorable/ Very unfavorable	Vol: Unsure
		Row %	Row %	Row %
National Adults		70%	30%	<1%
National Registered Voters		70%	30%	0%
Party Identification	Democrat	86%	14%	0%
	Republican	57%	43%	0%
	Independent	66%	33%	0%
Region	Northeast	69%	31%	0%
	Midwest	72%	28%	0%
	South	67%	32%	0%
	West	74%	26%	0%
Household Income	Less than \$50,000	69%	31%	0%
	\$50,000 or more	71%	29%	0%
Education	Not college graduate	67%	33%	0%
	College graduate	75%	24%	1%
Race/Ethnicity	White	73%	27%	0%
	Non-white	66%	34%	0%
Age	Under 45	69%	31%	0%
	45 or older	71%	29%	0%
Age	18 to 29	72%	28%	0%
	30 to 44	67%	33%	0%
	45 to 59	67%	33%	0%
	60 or older	74%	25%	1%
Gender	Men	67%	33%	0%
	Women	74%	26%	0%
Area Description	Big city	72%	28%	0%
	Small city	74%	26%	0%
	Suburban	71%	28%	0%
	Small town	79%	21%	0%
	Rural	53%	47%	0%

Marist Poll National Adults. Interviews conducted December 13th through December 14th, 2023. Totals may not add to 100% due to rounding.

**SWIT020. Marist Poll National Tables December 13th through December 14th, 2023**

		National Adults				
		In general do you have a very favorable, favorable, unfavorable, or very unfavorable impression of Taylor Swift?				
		Very favorable	Favorable	Unfavorable	Very unfavorable	Vol: Unsure
		Row %	Row %	Row %	Row %	Row %
National Adults		18%	52%	21%	9%	<1%
National Registered Voters		18%	52%	21%	9%	0%
Party Identification	Democrat	29%	57%	11%	4%	0%
	Republican	11%	46%	31%	11%	0%
	Independent	14%	52%	22%	12%	0%
Region	Northeast	20%	49%	24%	7%	0%
	Midwest	17%	55%	18%	10%	0%
	South	17%	50%	24%	9%	0%
	West	20%	54%	17%	9%	0%
Household Income	Less than \$50,000	18%	51%	22%	9%	0%
	\$50,000 or more	18%	53%	20%	9%	0%
Education	Not college graduate	15%	52%	23%	10%	0%
	College graduate	24%	52%	18%	6%	1%
Race/Ethnicity	White	19%	54%	19%	8%	0%
	Non-white	17%	49%	24%	10%	0%
Age	Under 45	20%	49%	21%	9%	0%
	45 or older	17%	54%	20%	8%	0%
Age	18 to 29	22%	50%	22%	6%	0%
	30 to 44	18%	49%	21%	12%	0%
	45 to 59	17%	50%	24%	9%	0%
	60 or older	17%	58%	17%	8%	1%
Gender	Men	14%	53%	25%	9%	0%
	Women	22%	51%	17%	9%	0%
Area Description	Big city	27%	45%	20%	8%	0%
	Small city	16%	58%	19%	6%	0%
	Suburban	17%	54%	22%	6%	0%
	Small town	17%	62%	14%	7%	0%
	Rural	11%	42%	27%	20%	0%

Marist Poll National Adults. Interviews conducted December 13th through December 14th, 2023. Totals may not add to 100% due to rounding.

**TSTKNFL1. Marist Poll National Tables December 13th through December 14th, 2023**

		National Adults		
		As you may know, Taylor Swift is dating Kansas City Chiefs football player Travis Kelce. In general, do you think Taylor Swift is:		
		Having a mostly positive impact on the NFL	Having a mostly negative impact on NFL	Vol: Unsure
		Row %	Row %	Row %
National Adults		70%	24%	6%
Football Fans		71%	25%	4%
"Swifties"		80%	19%	1%
National Registered Voters		69%	24%	7%
Party Identification	Democrat	83%	12%	5%
	Republican	61%	33%	7%
	Independent	63%	29%	8%
Region	Northeast	71%	20%	9%
	Midwest	74%	22%	4%
	South	65%	28%	7%
	West	72%	23%	5%
Household Income	Less than \$50,000	71%	25%	3%
	\$50,000 or more	69%	24%	7%
Education	Not college graduate	67%	28%	5%
	College graduate	73%	18%	8%
Race/Ethnicity	White	73%	20%	7%
	Non-white	64%	32%	4%
Age	Under 45	71%	26%	3%
	45 or older	68%	23%	8%
Age	18 to 29	75%	24%	1%
	30 to 44	67%	28%	5%
	45 to 59	65%	31%	4%
	60 or older	71%	16%	12%
Gender	Men	64%	28%	8%
	Women	75%	21%	5%
Area Description	Big city	72%	22%	7%
	Small city	75%	21%	4%
	Suburban	72%	22%	6%
	Small town	68%	23%	9%
	Rural	54%	41%	5%

Marist Poll National Adults. Interviews conducted December 13th through December 14th, 2023. Totals may not add to 100% due to rounding.