

## National Tracking Poll

Project: 180975

N Size: 2192

Margin of Error: ± 2%

### Topline Report

September 27 - October 01, 2018

Question	Response	Frequency	Percentage
HR1_1	<i>Do you agree or disagree with the following statements? I am interested in the political and social opinions of the celebrities whose music, shows and movies I like.</i>		
	Strongly agree	206	9%
	Somewhat agree	454	21%
	Somewhat disagree	343	16%
	Strongly disagree	918	42%
	Don't know / No opinion	271	12%
HR1_4	<i>Do you agree or disagree with the following statements? Sometimes I learn about news and current events through celebrities.</i>		
	Strongly agree	167	8%
	Somewhat agree	471	22%
	Somewhat disagree	360	16%
	Strongly disagree	937	43%
	Don't know / No opinion	256	12%
HR2_1	<i>Do you think each of the following is mostly liberal, mostly conservative or has no political leaning? The entertainment industry</i>		
	Very liberal	818	37%
	Somewhat liberal	529	24%
	No political leaning	209	10%
	Somewhat conservative	99	5%
	Very conservative	57	3%
	Don't know / No opinion	480	22%
HR2_4	<i>Do you think each of the following is mostly liberal, mostly conservative or has no political leaning? Celebrities in general</i>		
	Very liberal	703	32%
	Somewhat liberal	623	28%
	No political leaning	220	10%
	Somewhat conservative	100	5%
	Very conservative	52	2%
	Don't know / No opinion	494	23%

Question	Response	Frequency	Percentage
HR2_5	<i>Do you think each of the following is mostly liberal, mostly conservative or has no political leaning? Athletes in general</i>		
	Very liberal	329	15%
	Somewhat liberal	678	31%
	No political leaning	364	17%
	Somewhat conservative	175	8%
	Very conservative	52	2%
	Don't know / No opinion	594	27%
HR2_6	<i>Do you think each of the following is mostly liberal, mostly conservative or has no political leaning? The sports industry</i>		
	Very liberal	299	14%
	Somewhat liberal	582	27%
	No political leaning	335	15%
	Somewhat conservative	271	12%
	Very conservative	96	4%
	Don't know / No opinion	609	28%
HR3	<i>Which of the following statements best describes your view, even if none are exactly right?</i>		
	I tend to follow the shows, movies and music of celebrities that have the same political views as me	211	10%
	I tend to follow the shows, movies and music of celebrities with both similar and different political views than me	380	17%
	I tend to follow the shows, movies and music of celebrities with celebrities that have different political views than me	86	4%
	I don't really know the political views of the celebrities I follow	1105	50%
	Don't know / No opinion	410	19%

Question	Response	Frequency	Percentage
HR4	<i>And, which of the following statements best describes your view, even if none are exactly right?</i>		
	Celebrities should use all channels available to them, from awards shows to social media, as platforms to express their opinions about political and social issues	618	28%
	Celebrities should mostly use events, such as awards shows, as platforms to express their opinions about political and social issues	111	5%
	Celebrities should mostly use personal channels, such as social media, as platforms to express their opinions about political and social issues	263	12%
	Celebrities should not express their opinions about political and social issues to the public	631	29%
	Don't know / No opinion	569	26%
HR5_1	<i>In general, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing the following audiences? Democrats</i>		
	Very effective	577	26%
	Somewhat effective	628	29%
	Not very effective	295	13%
	Not at all effective	170	8%
	Don't know / No opinion	523	24%
HR5_4	<i>In general, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing the following audiences? Republicans</i>		
	Very effective	231	11%
	Somewhat effective	429	20%
	Not very effective	536	24%
	Not at all effective	446	20%
	Don't know / No opinion	550	25%
HR5_5	<i>In general, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing the following audiences? Generation Z</i>		
	Very effective	356	16%
	Somewhat effective	552	25%
	Not very effective	267	12%
	Not at all effective	169	8%
	Don't know / No opinion	848	39%

Question	Response	Frequency	Percentage
HR5_6 <i>In general, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing the following audiences? Millennials</i>	Very effective	544	25%
	Somewhat effective	632	29%
	Not very effective	266	12%
	Not at all effective	157	7%
	Don't know / No opinion	592	27%
HR5_7 <i>In general, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing the following audiences? Generation X</i>	Very effective	315	14%
	Somewhat effective	645	29%
	Not very effective	341	16%
	Not at all effective	164	7%
	Don't know / No opinion	728	33%
HR5_8 <i>In general, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing the following audiences? Boomers</i>	Very effective	235	11%
	Somewhat effective	512	23%
	Not very effective	507	23%
	Not at all effective	350	16%
	Don't know / No opinion	588	27%
HR5_9 <i>In general, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing the following audiences? College educated Americans</i>	Very effective	329	15%
	Somewhat effective	694	32%
	Not very effective	450	21%
	Not at all effective	194	9%
	Don't know / No opinion	524	24%
HR5_10 <i>In general, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing the following audiences? Non-college educated Americans</i>	Very effective	415	19%
	Somewhat effective	674	31%
	Not very effective	360	16%
	Not at all effective	190	9%
	Don't know / No opinion	553	25%

Question	Response	Frequency	Percentage
HR5_11 <i>In general, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing the following audiences? Low-income Americans</i>	Very effective	498	23%
	Somewhat effective	617	28%
	Not very effective	350	16%
	Not at all effective	242	11%
	Don't know / No opinion	486	22%
	HR5_12 <i>In general, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing the following audiences? Middle-income Americans</i>	Very effective	242
Somewhat effective		782	36%
Not very effective		503	23%
Not at all effective		178	8%
Don't know / No opinion		487	22%
HR5_13 <i>In general, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing the following audiences? High-income Americans</i>		Very effective	295
	Somewhat effective	445	20%
	Not very effective	515	24%
	Not at all effective	401	18%
	Don't know / No opinion	535	24%
	HR6_1 <i>More specifically, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing these audiences choices in the 2018 midterm elections? Democrats</i>	Very effective	552
Somewhat effective		625	28%
Not very effective		306	14%
Not at all effective		168	8%
Don't know / No opinion		541	25%
HR6_4 <i>More specifically, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing these audiences choices in the 2018 midterm elections? Republicans</i>		Very effective	219
	Somewhat effective	402	18%
	Not very effective	515	23%
	Not at all effective	475	22%
	Don't know / No opinion	582	27%

Question	Response	Frequency	Percentage
HR6_5 <i>More specifically, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing these audiences choices in the 2018 midterm elections? Generation Z</i>	Very effective	335	15%
	Somewhat effective	619	28%
	Not very effective	268	12%
	Not at all effective	156	7%
	Don't know / No opinion	814	37%
HR6_6 <i>More specifically, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing these audiences choices in the 2018 midterm elections? Millennials</i>	Very effective	469	21%
	Somewhat effective	650	30%
	Not very effective	295	13%
	Not at all effective	146	7%
	Don't know / No opinion	632	29%
HR6_7 <i>More specifically, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing these audiences choices in the 2018 midterm elections? Generation X</i>	Very effective	289	13%
	Somewhat effective	657	30%
	Not very effective	330	15%
	Not at all effective	158	7%
	Don't know / No opinion	758	35%
HR6_8 <i>More specifically, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing these audiences choices in the 2018 midterm elections? Boomers</i>	Very effective	232	11%
	Somewhat effective	496	23%
	Not very effective	513	23%
	Not at all effective	341	16%
	Don't know / No opinion	609	28%
HR6_9 <i>More specifically, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing these audiences choices in the 2018 midterm elections? College educated Americans</i>	Very effective	303	14%
	Somewhat effective	653	30%
	Not very effective	486	22%
	Not at all effective	195	9%
	Don't know / No opinion	554	25%

Question	Response	Frequency	Percentage
HR6_10	<i>More specifically, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing these audiences choices in the 2018 midterm elections? Non-college educated Americans</i>		
	Very effective	361	16%
	Somewhat effective	688	31%
	Not very effective	377	17%
	Not at all effective	211	10%
	Don't know / No opinion	555	25%
HR6_11	<i>More specifically, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing these audiences choices in the 2018 midterm elections? Low-income Americans</i>		
	Very effective	462	21%
	Somewhat effective	627	29%
	Not very effective	352	16%
	Not at all effective	227	10%
	Don't know / No opinion	524	24%
HR6_12	<i>More specifically, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing these audiences choices in the 2018 midterm elections? Middle-income Americans</i>		
	Very effective	236	11%
	Somewhat effective	773	35%
	Not very effective	474	22%
	Not at all effective	182	8%
	Don't know / No opinion	527	24%
HR6_13	<i>More specifically, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at influencing these audiences choices in the 2018 midterm elections? High-income Americans</i>		
	Very effective	316	14%
	Somewhat effective	409	19%
	Not very effective	531	24%
	Not at all effective	392	18%
	Don't know / No opinion	543	25%
HR7_1	<i>And, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at: Influencing you in general</i>		
	Very effective	164	7%
	Somewhat effective	382	17%
	Not very effective	443	20%
	Not at all effective	886	40%
	Don't know / No opinion	317	14%

Question	Response	Frequency	Percentage
HR7_4	<i>And, when celebrities express their opinions about political or social issues they care about, how effective do you think it is at: Influencing your choices in the 2018 midterm elections</i>		
	Very effective	177	8%
	Somewhat effective	362	17%
	Not very effective	418	19%
	Not at all effective	888	40%
	Don't know / No opinion	347	16%
HR8_1	<i>In general, do you believe that celebrities have increased or decreased the following? Differences between Democrats and Republicans</i>		
	Significantly increased	570	26%
	Somewhat increased	598	27%
	Somewhat decreased	170	8%
	Significantly decreased	83	4%
	Don't know / No opinion	771	35%
HR8_4	<i>In general, do you believe that celebrities have increased or decreased the following? Peoples loyalty to their own political party or social group</i>		
	Significantly increased	385	18%
	Somewhat increased	588	27%
	Somewhat decreased	271	12%
	Significantly decreased	111	5%
	Don't know / No opinion	836	38%
HR9_1	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Encouraging people to register to vote or to vote</i>		
	Very appropriate	1112	51%
	Somewhat appropriate	444	20%
	Not very appropriate	132	6%
	Not at all appropriate	150	7%
	Don't know / No opinion	354	16%
HR9_4	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting LGBTQ rights</i>		
	Very appropriate	640	29%
	Somewhat appropriate	450	21%
	Not very appropriate	249	11%
	Not at all appropriate	353	16%
	Don't know / No opinion	499	23%



Question	Response	Frequency	Percentage
HR9_5 <i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting same sex marriage</i>	Very appropriate	618	28%
	Somewhat appropriate	455	21%
	Not very appropriate	264	12%
	Not at all appropriate	433	20%
	Don't know / No opinion	422	19%
	HR9_6 <i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting transgender individuals to use the bathroom of their choice</i>	Very appropriate	540
Somewhat appropriate	355	16%	
Not very appropriate	311	14%	
Not at all appropriate	525	24%	
Don't know / No opinion	462	21%	
HR9_7 <i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting minority rights</i>	Very appropriate	816	37%
	Somewhat appropriate	578	26%
	Not very appropriate	190	9%
	Not at all appropriate	209	10%
	Don't know / No opinion	400	18%
	HR9_8 <i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting womens rights</i>	Very appropriate	927
Somewhat appropriate		599	27%
Not very appropriate		142	6%
Not at all appropriate		170	8%
Don't know / No opinion		354	16%
HR9_9 <i>How appropriate do you think it is for a celebrity to speak out about the following issues? Speaking out against sexual harassment</i>		Very appropriate	1040
	Somewhat appropriate	497	23%
	Not very appropriate	146	7%
	Not at all appropriate	166	8%
	Don't know / No opinion	342	16%

Question	Response	Frequency	Percentage
HR9_10	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting equal pay</i>		
	Very appropriate	944	43%
	Somewhat appropriate	525	24%
	Not very appropriate	167	8%
	Not at all appropriate	191	9%
	Don't know / No opinion	366	17%
HR9_11	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting efforts to increase diversity in media and entertainment</i>		
	Very appropriate	747	34%
	Somewhat appropriate	551	25%
	Not very appropriate	206	9%
	Not at all appropriate	233	11%
	Don't know / No opinion	455	21%
HR9_12	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting civil rights</i>		
	Very appropriate	947	43%
	Somewhat appropriate	552	25%
	Not very appropriate	139	6%
	Not at all appropriate	186	8%
	Don't know / No opinion	368	17%
HR9_13	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Speaking out against police brutality</i>		
	Very appropriate	840	38%
	Somewhat appropriate	474	22%
	Not very appropriate	241	11%
	Not at all appropriate	258	12%
	Don't know / No opinion	379	17%
HR9_14	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting the Black Lives Matter movement</i>		
	Very appropriate	640	29%
	Somewhat appropriate	452	21%
	Not very appropriate	273	12%
	Not at all appropriate	385	18%
	Don't know / No opinion	441	20%

Question	Response	Frequency	Percentage
HR9_15	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting the rights of protesters to kneel during the national anthem</i>		
	Very appropriate	565	26%
	Somewhat appropriate	377	17%
	Not very appropriate	275	13%
	Not at all appropriate	563	26%
	Don't know / No opinion	412	19%
HR9_16	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Criticizing President Donald Trump</i>		
	Very appropriate	510	23%
	Somewhat appropriate	338	15%
	Not very appropriate	346	16%
	Not at all appropriate	599	27%
	Don't know / No opinion	398	18%
HR9_17	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting President Donald Trump</i>		
	Very appropriate	500	23%
	Somewhat appropriate	423	19%
	Not very appropriate	294	13%
	Not at all appropriate	505	23%
	Don't know / No opinion	470	21%
HR9_18	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Campaigning for a Democratic politician</i>		
	Very appropriate	483	22%
	Somewhat appropriate	479	22%
	Not very appropriate	327	15%
	Not at all appropriate	414	19%
	Don't know / No opinion	490	22%
HR9_19	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Campaigning for a Republican politician</i>		
	Very appropriate	397	18%
	Somewhat appropriate	472	22%
	Not very appropriate	342	16%
	Not at all appropriate	444	20%
	Don't know / No opinion	537	25%

Question	Response	Frequency	Percentage
HR9_20	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting environmental causes</i>		
	Very appropriate	896	41%
	Somewhat appropriate	582	27%
	Not very appropriate	175	8%
	Not at all appropriate	163	7%
	Don't know / No opinion	375	17%
HR9_21	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting efforts to reduce climate change</i>		
	Very appropriate	783	36%
	Somewhat appropriate	534	24%
	Not very appropriate	216	10%
	Not at all appropriate	232	11%
	Don't know / No opinion	427	19%
HR9_22	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting immigrant rights</i>		
	Very appropriate	673	31%
	Somewhat appropriate	487	22%
	Not very appropriate	289	13%
	Not at all appropriate	315	14%
	Don't know / No opinion	428	20%
HR9_23	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting building a wall along the U.S. / Mexico border</i>		
	Very appropriate	399	18%
	Somewhat appropriate	382	17%
	Not very appropriate	401	18%
	Not at all appropriate	555	25%
	Don't know / No opinion	454	21%
HR9_24	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting more gun control</i>		
	Very appropriate	646	29%
	Somewhat appropriate	421	19%
	Not very appropriate	287	13%
	Not at all appropriate	418	19%
	Don't know / No opinion	420	19%

Question	Response	Frequency	Percentage
HR9_25	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting the 2nd Amendment</i>		
	Very appropriate	705	32%
	Somewhat appropriate	552	25%
	Not very appropriate	225	10%
	Not at all appropriate	218	10%
	Don't know / No opinion	492	22%
HR9_26	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting mental health reform</i>		
	Very appropriate	957	44%
	Somewhat appropriate	587	27%
	Not very appropriate	124	6%
	Not at all appropriate	149	7%
	Don't know / No opinion	375	17%
HR9_27	<i>How appropriate do you think it is for a celebrity to speak out about the following issues? Supporting religious freedom</i>		
	Very appropriate	885	40%
	Somewhat appropriate	523	24%
	Not very appropriate	192	9%
	Not at all appropriate	214	10%
	Don't know / No opinion	379	17%
HR10_1	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Encouraging people to register to vote or to vote</i>		
	Would make me much more likely to support	603	28%
	Would make me somewhat more likely to support	284	13%
	Would not make a difference either way	826	38%
	Would make me somewhat less likely to support	65	3%
	Would make me much less likely to support	58	3%
	Don't know / No opinion	355	16%
HR10_4	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting LGBTQ rights</i>		
	Would make me much more likely to support	335	15%
	Would make me somewhat more likely to support	230	10%
	Would not make a difference either way	853	39%
	Would make me somewhat less likely to support	123	6%
	Would make me much less likely to support	233	11%
	Don't know / No opinion	418	19%

Question	Response	Frequency	Percentage
HR10_5 <i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting same sex marriage</i>	Would make me much more likely to support	337	15%
	Would make me somewhat more likely to support	171	8%
	Would not make a difference either way	913	42%
	Would make me somewhat less likely to support	120	5%
	Would make me much less likely to support	273	12%
	Don't know / No opinion	378	17%
	HR10_6 <i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting transgender individuals to use the bathroom of their choice</i>	Would make me much more likely to support	301
Would make me somewhat more likely to support		167	8%
Would not make a difference either way		884	40%
Would make me somewhat less likely to support		132	6%
Would make me much less likely to support		337	15%
Don't know / No opinion		371	17%
HR10_7 <i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting minority rights</i>		Would make me much more likely to support	454
	Would make me somewhat more likely to support	295	13%
	Would not make a difference either way	879	40%
	Would make me somewhat less likely to support	76	3%
	Would make me much less likely to support	104	5%
	Don't know / No opinion	384	18%
	HR10_8 <i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting womens rights</i>	Would make me much more likely to support	551
Would make me somewhat more likely to support		316	14%
Would not make a difference either way		839	38%
Would make me somewhat less likely to support		66	3%
Would make me much less likely to support		75	3%
Don't know / No opinion		345	16%

Question	Response	Frequency	Percentage
HR10_9	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Speaking out against sexual harassment</i>		
	Would make me much more likely to support	571	26%
	Would make me somewhat more likely to support	303	14%
	Would not make a difference either way	822	38%
	Would make me somewhat less likely to support	70	3%
	Would make me much less likely to support	77	4%
	Don't know / No opinion	348	16%
HR10_10	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting equal pay</i>		
	Would make me much more likely to support	582	27%
	Would make me somewhat more likely to support	326	15%
	Would not make a difference either way	816	37%
	Would make me somewhat less likely to support	71	3%
	Would make me much less likely to support	63	3%
	Don't know / No opinion	334	15%
HR10_11	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting efforts to increase diversity in media and entertainment</i>		
	Would make me much more likely to support	374	17%
	Would make me somewhat more likely to support	281	13%
	Would not make a difference either way	931	42%
	Would make me somewhat less likely to support	79	4%
	Would make me much less likely to support	104	5%
	Don't know / No opinion	423	19%
HR10_12	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting civil rights</i>		
	Would make me much more likely to support	508	23%
	Would make me somewhat more likely to support	329	15%
	Would not make a difference either way	849	39%
	Would make me somewhat less likely to support	54	2%
	Would make me much less likely to support	75	3%
	Don't know / No opinion	378	17%



Question	Response	Frequency	Percentage
HR10_13	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Speaking out against police brutality</i>		
	Would make me much more likely to support	478	22%
	Would make me somewhat more likely to support	285	13%
	Would not make a difference either way	866	40%
	Would make me somewhat less likely to support	76	3%
	Would make me much less likely to support	132	6%
	Don't know / No opinion	355	16%
HR10_14	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting the Black Lives Matter movement</i>		
	Would make me much more likely to support	372	17%
	Would make me somewhat more likely to support	237	11%
	Would not make a difference either way	854	39%
	Would make me somewhat less likely to support	111	5%
	Would make me much less likely to support	250	11%
	Don't know / No opinion	368	17%
HR10_15	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting the rights of protesters to kneel during the national anthem</i>		
	Would make me much more likely to support	361	16%
	Would make me somewhat more likely to support	180	8%
	Would not make a difference either way	807	37%
	Would make me somewhat less likely to support	118	5%
	Would make me much less likely to support	350	16%
	Don't know / No opinion	376	17%
HR10_16	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Criticizing President Donald Trump</i>		
	Would make me much more likely to support	313	14%
	Would make me somewhat more likely to support	157	7%
	Would not make a difference either way	881	40%
	Would make me somewhat less likely to support	140	6%
	Would make me much less likely to support	334	15%
	Don't know / No opinion	366	17%



Question	Response	Frequency	Percentage
HR10_17	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting President Donald Trump</i>		
	Would make me much more likely to support	288	13%
	Would make me somewhat more likely to support	170	8%
	Would not make a difference either way	849	39%
	Would make me somewhat less likely to support	138	6%
	Would make me much less likely to support	392	18%
	Don't know / No opinion	355	16%
HR10_18	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Campaigning for a Democratic politician</i>		
	Would make me much more likely to support	324	15%
	Would make me somewhat more likely to support	192	9%
	Would not make a difference either way	903	41%
	Would make me somewhat less likely to support	132	6%
	Would make me much less likely to support	244	11%
	Don't know / No opinion	398	18%
HR10_19	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Campaigning for a Republican politician</i>		
	Would make me much more likely to support	205	9%
	Would make me somewhat more likely to support	171	8%
	Would not make a difference either way	949	43%
	Would make me somewhat less likely to support	148	7%
	Would make me much less likely to support	298	14%
	Don't know / No opinion	422	19%
HR10_20	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting environmental causes</i>		
	Would make me much more likely to support	490	22%
	Would make me somewhat more likely to support	326	15%
	Would not make a difference either way	859	39%
	Would make me somewhat less likely to support	69	3%
	Would make me much less likely to support	85	4%
	Don't know / No opinion	362	17%

Question	Response	Frequency	Percentage
HR10_21	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting efforts to reduce climate change</i>		
	Would make me much more likely to support	450	21%
	Would make me somewhat more likely to support	281	13%
	Would not make a difference either way	894	41%
	Would make me somewhat less likely to support	82	4%
	Would make me much less likely to support	109	5%
	Don't know / No opinion	376	17%
HR10_22	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting immigrant rights</i>		
	Would make me much more likely to support	402	18%
	Would make me somewhat more likely to support	235	11%
	Would not make a difference either way	887	40%
	Would make me somewhat less likely to support	118	5%
	Would make me much less likely to support	177	8%
	Don't know / No opinion	373	17%
HR10_23	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting building a wall along the U.S. / Mexico border</i>		
	Would make me much more likely to support	256	12%
	Would make me somewhat more likely to support	185	8%
	Would not make a difference either way	912	42%
	Would make me somewhat less likely to support	144	7%
	Would make me much less likely to support	337	15%
	Don't know / No opinion	358	16%
HR10_24	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting more gun control</i>		
	Would make me much more likely to support	383	17%
	Would make me somewhat more likely to support	238	11%
	Would not make a difference either way	864	39%
	Would make me somewhat less likely to support	124	6%
	Would make me much less likely to support	215	10%
	Don't know / No opinion	368	17%

Question	Response	Frequency	Percentage
HR10_25	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting the 2nd Amendment</i>		
	Would make me much more likely to support	432	20%
	Would make me somewhat more likely to support	299	14%
	Would not make a difference either way	875	40%
	Would make me somewhat less likely to support	81	4%
	Would make me much less likely to support	100	5%
	Don't know / No opinion	404	18%
HR10_26	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting mental health reform</i>		
	Would make me much more likely to support	545	25%
	Would make me somewhat more likely to support	361	16%
	Would not make a difference either way	817	37%
	Would make me somewhat less likely to support	48	2%
	Would make me much less likely to support	71	3%
	Don't know / No opinion	349	16%
HR10_27	<i>And, if a celebrity you liked made a public statement about these issues, would it make you more or less likely to support each cause, or make no difference either way? Supporting religious freedom</i>		
	Would make me much more likely to support	529	24%
	Would make me somewhat more likely to support	280	13%
	Would not make a difference either way	896	41%
	Would make me somewhat less likely to support	55	3%
	Would make me much less likely to support	79	4%
	Don't know / No opinion	352	16%
HR11_1	<i>Have you ever taken the following actions? Unfollowed a celebrity on social media because of their political views</i>		
	Yes, I have done this	453	21%
	No, I have not done this	1419	65%
	Don't know / No opinion	320	15%
HR11_4	<i>Have you ever taken the following actions? Not watched a movie or TV show because of a cast members political views</i>		
	Yes, I have done this	527	24%
	No, I have not done this	1375	63%
	Don't know / No opinion	290	13%

Question	Response	Frequency	Percentage
HR11_5	<i>Have you ever taken the following actions? Donated to or volunteered for a cause because a celebrity I like encouraged me to</i>		
	Yes, I have done this	246	11%
	No, I have not done this	1660	76%
	Don't know / No opinion	286	13%
HR11_6	<i>Have you ever taken the following actions? Shared or re-posted a celebrity's social media post on a political or social issue that I agreed with</i>		
	Yes, I have done this	480	22%
	No, I have not done this	1421	65%
	Don't know / No opinion	291	13%
demHR1_1	<i>How often do you watch or stream the following? TV Shows</i>		
	Every day	1052	48%
	Several times per week	519	24%
	About once per week	135	6%
	Several times per month	122	6%
	About once per month	68	3%
	Less often than once per month	98	4%
	Never	198	9%
demHR1_4	<i>How often do you watch or stream the following? Movies</i>		
	Every day	424	19%
	Several times per week	543	25%
	About once per week	335	15%
	Several times per month	255	12%
	About once per month	206	9%
	Less often than once per month	218	10%
	Never	211	10%
demHR1_5	<i>How often do you watch or stream the following? Sports games</i>		
	Every day	151	7%
	Several times per week	387	18%
	About once per week	357	16%
	Several times per month	128	6%
	About once per month	136	6%
	Less often than once per month	272	12%
	Never	761	35%

Question	Response	Frequency	Percentage
demHR2_1	<i>How often do you turn to the following sources for news? Social media networks</i>		
	Every day	847	39%
	Several times per week	341	16%
	About once per week	197	9%
	Several times per month	107	5%
	About once per month	65	3%
	Less often than once per month	126	6%
	Never	510	23%
demHR2_4	<i>How often do you turn to the following sources for news? Email listservs or e-newsletters</i>		
	Every day	327	15%
	Several times per week	264	12%
	About once per week	167	8%
	Several times per month	123	6%
	About once per month	106	5%
	Less often than once per month	244	11%
	Never	960	44%
demHR2_5	<i>How often do you turn to the following sources for news? Print magazines</i>		
	Every day	95	4%
	Several times per week	162	7%
	About once per week	234	11%
	Several times per month	209	10%
	About once per month	264	12%
	Less often than once per month	386	18%
	Never	843	38%
demHR2_6	<i>How often do you turn to the following sources for news? Print newspapers</i>		
	Every day	292	13%
	Several times per week	217	10%
	About once per week	239	11%
	Several times per month	141	6%
	About once per month	190	9%
	Less often than once per month	349	16%
	Never	764	35%
demHR2_7	<i>How often do you turn to the following sources for news? Live television news</i>		
	Every day	960	44%
	Several times per week	418	19%
	About once per week	176	8%
	Several times per month	116	5%
	About once per month	78	4%
	Less often than once per month	146	7%
	Never	298	14%

Question	Response	Frequency	Percentage
demHR2_8	<i>How often do you turn to the following sources for news? Streaming service news series</i>		
	Every day	261	12%
	Several times per week	268	12%
	About once per week	196	9%
	Several times per month	126	6%
	About once per month	100	5%
	Less often than once per month	236	11%
	Never	1006	46%
demHR2_9	<i>How often do you turn to the following sources for news? News network websites or mobile apps</i>		
	Every day	536	24%
	Several times per week	403	18%
	About once per week	242	11%
	Several times per month	161	7%
	About once per month	123	6%
	Less often than once per month	174	8%
	Never	554	25%
demHR2_10	<i>How often do you turn to the following sources for news? News aggregator websites or mobile apps</i>		
	Every day	382	17%
	Several times per week	323	15%
	About once per week	215	10%
	Several times per month	128	6%
	About once per month	111	5%
	Less often than once per month	200	9%
	Never	833	38%
demHR2_11	<i>How often do you turn to the following sources for news? Radio</i>		
	Every day	699	32%
	Several times per week	471	21%
	About once per week	177	8%
	Several times per month	129	6%
	About once per month	113	5%
	Less often than once per month	194	9%
	Never	409	19%
demHR2_12	<i>How often do you turn to the following sources for news? Podcasts</i>		
	Every day	128	6%
	Several times per week	132	6%
	About once per week	117	5%
	Several times per month	124	6%
	About once per month	128	6%
	Less often than once per month	271	12%
	Never	1292	59%

Question	Response	Frequency	Percentage
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*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2192	100%
xdemGender	Gender: Male	1058	48%
	Gender: Female	1134	52%
	N	2192	
age5	Age: 18-29	458	21%
	Age: 30-44	552	25%
	Age: 45-54	385	18%
	Age: 55-64	363	17%
	Age: 65+	435	20%
	N	2192	
demAgeGeneration	Generation Z: 18-21	143	7%
	Millennial: Age 22-37	629	29%
	Generation X: Age 38-53	577	26%
	Boomers: Age 54-72	734	34%
	N	2083	
xpid3	PID: Dem (no lean)	787	36%
	PID: Ind (no lean)	531	24%
	PID: Rep (no lean)	874	40%
	N	2192	
xpidGender	PID/Gender: Dem Men	356	16%
	PID/Gender: Dem Women	431	20%
	PID/Gender: Ind Men	277	13%
	PID/Gender: Ind Women	254	12%
	PID/Gender: Rep Men	425	19%
	PID/Gender: Rep Women	449	20%
	N	2192	
xdemIdeo3	Ideo: Liberal (1-3)	697	32%
	Ideo: Moderate (4)	420	19%
	Ideo: Conservative (5-7)	728	33%
	N	1845	
xeduc3	Educ: College	1507	69%
	Educ: Bachelors degree	442	20%
	Educ: Post-grad	243	11%
	N	2192	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1303	59%
	Income: 50k-100k	607	28%
	Income: 100k+	283	13%
	N	2192	
xdemWhite	Ethnicity: White	1715	78%
xdemHispBin	Ethnicity: Hispanic	348	16%
demBlackBin	Ethnicity: Afr. Am.	273	12%
demRaceOther	Ethnicity: Other	203	9%
xrelNet	Relig: Protestant	487	22%
	Relig: Roman Catholic	431	20%
	Relig: Something Else	201	9%
	N	1119	
xreligion1	Relig: Jewish	51	2%
xreligion2	Relig: Evangelical	637	29%
	Relig: Non-Evang. Catholics	560	26%
	N	1197	
xreligion3	Relig: All Christian	1197	55%
	Relig: All Non-Christian	201	9%
	N	1398	
xdemUsr	Community: Urban	536	24%
	Community: Suburban	1011	46%
	Community: Rural	644	29%
	N	2192	
xdemEmploy	Employ: Private Sector	670	31%
	Employ: Government	156	7%
	Employ: Self-Employed	222	10%
	Employ: Homemaker	164	7%
	Employ: Student	86	4%
	Employ: Retired	454	21%
	Employ: Unemployed	185	8%
	Employ: Other	256	12%
	N	2192	
xdemMilHH1	Military HH: Yes	393	18%
	Military HH: No	1799	82%
	N	2192	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	908	41%
	RD/WT: Wrong Track	1284	59%
	N	2192	
Trump_Approve	Trump Job Approve	947	43%
	Trump Job Disapprove	1114	51%
	N	2062	
Trump_Approve2	Trump Job Strongly Approve	507	23%
	Trump Job Somewhat Approve	440	20%
	Trump Job Somewhat Disapprove	268	12%
	Trump Job Strongly Disapprove	847	39%
	N	2062	
xnr3	#1 Issue: Economy	595	27%
	#1 Issue: Security	394	18%
	#1 Issue: Health Care	351	16%
	#1 Issue: Medicare / Social Security	342	16%
	#1 Issue: Women's Issues	111	5%
	#1 Issue: Education	176	8%
	#1 Issue: Energy	85	4%
	#1 Issue: Other	139	6%
	N	2192	
xsubVote16O	2016 Vote: Hillary Clinton	720	33%
	2016 Vote: Donald Trump	725	33%
	2016 Vote: Someone else	199	9%
	2016 Vote: Didnt Vote	547	25%
	N	2190	
xsubVote14O	Voted in 2014: Yes	1427	65%
	Voted in 2014: No	765	35%
	N	2192	
xsubVote12O	2012 Vote: Barack Obama	865	39%
	2012 Vote: Mitt Romney	539	25%
	2012 Vote: Other	101	5%
	2012 Vote: Didn't Vote	685	31%
	N	2190	
xreg4	4-Region: Northeast	392	18%
	4-Region: Midwest	461	21%
	4-Region: South	821	37%
	4-Region: West	518	24%
	N	2192	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	938	43%
	Unfavorable of Trump	1096	50%
	N	2034	
Trump_Fav_FULL	Very Favorable of Trump	549	25%
	Somewhat Favorable of Trump	389	18%
	Somewhat Unfavorable of Trump	223	10%
	Very Unfavorable of Trump	873	40%
	N	2034	
dem1	Frequent TV Watcher	1571	72%
dem2	Frequent Movie Watchers	967	44%

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

