

YouGov Survey: Celebrity Political Influence



Sample 1137 U.S. adult citizens
 Conducted August 13 - 17, 2024
 Margin of Error ±3.9%

1. Has...

	Yes	No	Not sure
A celebrity's position on a political issue ever caused you to form an unfavorable opinion of them?	51%	42%	7%
A celebrity ever caused you to reconsider your position on a political issue?	11%	80%	9%
A celebrity encouraging you to vote in an election ever caused you to vote?	8%	86%	5%
A celebrity endorsement ever caused you to support a political candidate?	7%	87%	6%

2. Do you think that celebrities weighing in on politics generally helps or hurts American democracy?

Helps	20%
Has no effect	25%
Hurts	33%
Not sure	22%

3. Do you think that celebrities weighing in on politics generally helps or hurts the careers of those celebrities?

Helps	10%
Has no effect	26%
Hurts	32%
Not sure	32%

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Interviewing Dates	August 13 - 17, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.052 to 6.591, with a mean of one and a standard deviation of 0.901.
Number of respondents	1137
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	95 questions not reported.

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1A. Celebrity Effects — A celebrity’s position on a political issue ever caused you to form an unfavorable opinion of them? Has...

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	51%	57%	46%	47%	50%	50%	57%	58%	38%	31%	47%
No	42%	36%	47%	42%	37%	48%	40%	38%	51%	56%	41%
Not sure	7%	7%	7%	11%	13%	2%	3%	4%	11%	13%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,134)	(548)	(586)	(287)	(224)	(352)	(271)	(668)	(163)	(183)	(120)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	51%	55%	52%	46%	59%	59%	43%	63%	58%	58%	54%	49%	47%
No	42%	38%	38%	51%	36%	38%	51%	33%	39%	33%	40%	45%	46%
Not sure	7%	6%	10%	4%	5%	4%	6%	4%	3%	9%	6%	6%	8%
Totals	100%	99%	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,134)	(383)	(429)	(322)	(443)	(408)	(497)	(310)	(205)	(194)	(228)	(444)	(268)

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1B. Celebrity Effects — A celebrity ever caused you to reconsider your position on a political issue?

Has...

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	11%	13%	9%	19%	9%	11%	6%	11%	10%	12%	11%
No	80%	77%	84%	71%	70%	86%	91%	83%	74%	76%	78%
Not sure	9%	11%	7%	11%	21%	3%	3%	7%	16%	11%	11%
Totals	100%	101%	100%	101%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(1,130)	(545)	(585)	(285)	(225)	(351)	(269)	(667)	(162)	(182)	(119)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	11%	16%	11%	6%	16%	7%	11%	10%	12%	18%	11%	7%	11%
No	80%	74%	76%	92%	75%	90%	81%	82%	83%	75%	78%	84%	81%
Not sure	9%	10%	13%	3%	8%	3%	8%	8%	5%	7%	11%	9%	8%
Totals	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,130)	(382)	(428)	(320)	(441)	(406)	(498)	(309)	(203)	(192)	(230)	(442)	(266)

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1C. Celebrity Effects — A celebrity encouraging you to vote in an election ever caused you to vote?

Has...

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	8%	9%	7%	17%	10%	5%	3%	8%	12%	9%	7%
No	86%	85%	87%	75%	80%	93%	94%	89%	78%	83%	85%
Not sure	5%	5%	5%	8%	10%	1%	3%	4%	10%	9%	7%
Totals	99%	99%	99%	100%	100%	99%	100%	101%	100%	101%	99%
Unweighted N	(1,136)	(549)	(587)	(287)	(225)	(352)	(272)	(670)	(162)	(184)	(120)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	8%	13%	7%	5%	12%	6%	8%	10%	5%	12%	5%	8%	8%
No	86%	82%	85%	92%	85%	91%	87%	87%	93%	81%	91%	87%	86%
Not sure	5%	5%	8%	3%	3%	3%	5%	3%	2%	7%	4%	5%	6%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,136)	(383)	(430)	(323)	(444)	(409)	(498)	(311)	(205)	(194)	(230)	(443)	(269)

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1D. Celebrity Effects — A celebrity endorsement ever caused you to support a political candidate?

Has...

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	7%	9%	6%	15%	8%	5%	4%	5%	13%	14%	4%
No	87%	85%	89%	73%	83%	93%	94%	91%	77%	77%	89%
Not sure	6%	6%	5%	11%	9%	2%	2%	4%	11%	9%	7%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,133)	(547)	(586)	(287)	(223)	(352)	(271)	(667)	(163)	(183)	(120)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	7%	13%	5%	4%	11%	5%	7%	8%	6%	6%	5%	6%	13%
No	87%	81%	86%	94%	86%	93%	87%	88%	93%	86%	88%	90%	81%
Not sure	6%	5%	9%	2%	3%	3%	6%	4%	1%	8%	7%	4%	6%
Totals	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,133)	(383)	(427)	(323)	(445)	(406)	(499)	(309)	(204)	(194)	(227)	(444)	(268)

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2. Celebrity Involvement Effect on Democracy

Do you think that celebrities weighing in on politics generally helps or hurts American democracy?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Helps	20%	20%	20%	28%	27%	13%	15%	19%	23%	13%	33%
Has no effect	25%	26%	24%	29%	21%	25%	26%	22%	35%	32%	20%
Hurts	33%	36%	31%	20%	29%	39%	41%	38%	12%	35%	28%
Not sure	22%	18%	26%	23%	24%	23%	18%	21%	31%	20%	20%
Totals	100%	100%	101%	100%	101%	100%	100%	100%	101%	100%	101%
Unweighted N	(1,136)	(548)	(588)	(287)	(225)	(353)	(271)	(670)	(162)	(184)	(120)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Helps	20%	41%	12%	7%	37%	6%	17%	21%	22%	26%	20%	16%	22%
Has no effect	25%	29%	20%	26%	31%	22%	26%	24%	23%	25%	26%	26%	22%
Hurts	33%	11%	35%	54%	11%	62%	32%	37%	36%	25%	38%	33%	35%
Not sure	22%	19%	33%	13%	22%	11%	25%	18%	20%	24%	15%	25%	21%
Totals	100%	100%	100%	100%	101%	101%	100%	100%	101%	100%	99%	100%	100%
Unweighted N	(1,136)	(383)	(430)	(323)	(445)	(408)	(498)	(311)	(205)	(194)	(230)	(444)	(268)

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3. Celebrity Involvement Effect on Career

Do you think that celebrities weighing in on politics generally helps or hurts the careers of those celebrities?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Helps	10%	12%	8%	16%	14%	6%	8%	8%	17%	13%	11%
Has no effect	26%	27%	25%	31%	19%	26%	28%	24%	27%	32%	22%
Hurts	32%	36%	29%	27%	36%	33%	31%	36%	15%	27%	32%
Not sure	32%	25%	39%	27%	31%	36%	33%	31%	42%	27%	35%
Totals	100%	100%	101%	101%	100%	101%	100%	99%	101%	99%	100%
Unweighted N	(1,131)	(546)	(585)	(286)	(224)	(349)	(272)	(665)	(163)	(183)	(120)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Helps	10%	16%	5%	10%	9%	10%	10%	12%	10%	11%	8%	9%	13%
Has no effect	26%	28%	25%	24%	32%	22%	30%	22%	21%	26%	21%	30%	22%
Hurts	32%	19%	33%	44%	17%	44%	28%	38%	37%	32%	39%	27%	34%
Not sure	32%	38%	36%	22%	42%	23%	33%	29%	32%	31%	32%	34%	30%
Totals	100%	101%	99%	100%	100%	99%	101%	101%	100%	100%	100%	100%	99%
Unweighted N	(1,131)	(383)	(427)	(321)	(442)	(408)	(497)	(308)	(205)	(194)	(229)	(442)	(266)

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