

1. Favorability - Hulk Hogan

Do you have a favorable or unfavorable opinion Hulk Hogan?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	7%	9%	5%	5%	8%	8%	7%	6%	11%	10%	1%
Somewhat favorable	30%	35%	25%	27%	30%	30%	32%	30%	24%	35%	31%
Somewhat unfavorable	21%	22%	21%	12%	22%	24%	25%	25%	14%	15%	10%
Very unfavorable	9%	10%	9%	5%	11%	9%	12%	10%	7%	6%	14%
Not sure	32%	24%	39%	50%	29%	29%	24%	29%	44%	34%	43%
Totals (Unweighted N)	100% (1,000)	100% (489)	100% (511)	100% (165)	100% (250)	100% (400)	100% (185)	100% (697)	100% (129)	100% (114)	100% (60)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very favorable	7%	7%	6%	8%	9%	4%	5%	8%	8%	8%	6%	8%
Somewhat favorable	30%	26%	33%	30%	34%	25%	31%	22%	35%	30%	27%	29%
Somewhat unfavorable	21%	23%	17%	28%	19%	26%	26%	19%	22%	25%	20%	20%
Very unfavorable	9%	10%	9%	11%	8%	14%	8%	9%	5%	9%	12%	10%
Not sure	32%	35%	35%	24%	31%	30%	30%	43%	30%	28%	35%	33%
Totals (Unweighted N)	100% (1,000)	100% (373)	100% (380)	100% (247)	100% (480)	100% (262)	100% (134)	100% (124)	100% (199)	100% (225)	100% (345)	100% (231)

2. Heard of Gawker

Have you ever heard of the website Gawker?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	40%	46%	34%	42%	46%	40%	33%	42%	36%	26%	53%
No	53%	46%	60%	48%	49%	54%	61%	52%	53%	69%	36%
Not sure	7%	8%	6%	10%	5%	7%	6%	6%	10%	5%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(489)	(511)	(165)	(250)	(400)	(185)	(697)	(129)	(114)	(60)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	40%	43%	40%	35%	30%	51%	61%	37%	42%	39%	43%	35%
No	53%	50%	53%	57%	63%	42%	34%	55%	52%	53%	50%	59%
Not sure	7%	6%	6%	8%	7%	7%	5%	8%	6%	8%	7%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(373)	(380)	(247)	(480)	(262)	(134)	(124)	(199)	(225)	(345)	(231)

3. Favorability - Gawker

Do you have a favorable or unfavorable opinion of Gawker?

Asked if heard of Gawker

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	2%	3%	1%	1%	5%	1%	1%	2%	3%	3%	—
Somewhat favorable	2%	3%	2%	3%	6%	2%	—	3%	1%	4%	1%
Somewhat unfavorable	10%	12%	9%	11%	10%	13%	8%	11%	10%	7%	13%
Very unfavorable	12%	16%	9%	6%	13%	13%	16%	15%	4%	5%	13%
Not sure	13%	13%	13%	21%	13%	12%	8%	12%	18%	7%	26%
Never heard of Gawker	60%	54%	66%	58%	54%	60%	67%	58%	64%	74%	47%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(489)	(511)	(165)	(250)	(400)	(185)	(697)	(129)	(114)	(60)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very favorable	2%	4%	1%	1%	2%	2%	3%	1%	3%	3%	1%	2%
Somewhat favorable	2%	3%	2%	2%	2%	3%	4%	2%	2%	2%	2%	3%
Somewhat unfavorable	10%	12%	10%	9%	7%	15%	16%	9%	14%	9%	10%	10%
Very unfavorable	12%	8%	14%	14%	9%	14%	21%	11%	11%	12%	13%	12%
Not sure	13%	16%	13%	9%	10%	17%	17%	14%	12%	14%	16%	9%
Never heard of Gawker	60%	57%	60%	65%	70%	49%	39%	63%	58%	61%	57%	65%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(373)	(380)	(247)	(480)	(262)	(134)	(124)	(199)	(225)	(345)	(231)

4. Following Gawker Story

How closely have you been following the story of the Hulk Hogan sex tape that Gawker published?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very closely	4%	5%	2%	3%	7%	3%	2%	3%	6%	5%	4%
Somewhat closely	18%	20%	16%	17%	23%	18%	16%	19%	19%	18%	12%
Not very closely	35%	37%	34%	34%	28%	37%	41%	34%	38%	38%	44%
Not at all	39%	34%	44%	40%	38%	40%	38%	41%	33%	36%	39%
Not sure	3%	3%	3%	6%	4%	1%	3%	3%	4%	3%	1%
Totals (Unweighted N)	100% (997)	100% (488)	100% (509)	100% (163)	100% (250)	100% (400)	100% (184)	100% (694)	100% (129)	100% (114)	100% (60)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very closely	4%	6%	3%	2%	4%	4%	6%	3%	5%	3%	4%	5%
Somewhat closely	18%	18%	19%	17%	17%	19%	23%	17%	25%	15%	18%	16%
Not very closely	35%	38%	28%	43%	36%	34%	37%	35%	29%	35%	37%	38%
Not at all	39%	37%	43%	37%	39%	42%	35%	41%	36%	47%	38%	38%
Not sure	3%	1%	7%	0%	5%	1%	–	4%	5%	0%	4%	3%
Totals (Unweighted N)	100% (997)	100% (373)	100% (378)	100% (246)	100% (478)	100% (262)	100% (134)	100% (123)	100% (199)	100% (224)	100% (343)	100% (231)

5. Acceptability

Do you think it was acceptable or unacceptable for Gawker to publish the video of Hulk Hogan having sex?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	7%	10%	5%	7%	13%	6%	4%	7%	9%	8%	8%
Unacceptable	77%	73%	80%	62%	69%	84%	86%	79%	67%	73%	73%
Not sure	16%	17%	15%	31%	18%	10%	10%	14%	24%	19%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(489)	(510)	(165)	(249)	(400)	(185)	(697)	(128)	(114)	(60)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Acceptable	7%	10%	8%	2%	9%	5%	9%	3%	8%	8%	8%	6%
Unacceptable	77%	71%	75%	87%	76%	81%	76%	71%	78%	80%	74%	76%
Not sure	16%	19%	17%	10%	15%	13%	14%	26%	14%	12%	18%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(373)	(380)	(246)	(479)	(262)	(134)	(124)	(199)	(225)	(344)	(231)

6. Legality

Do you think it should be legal or illegal for media outlets to publish the private sex tapes of celebrities?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Legal	8%	13%	4%	7%	13%	7%	6%	9%	4%	8%	6%
Illegal	80%	72%	86%	70%	71%	84%	89%	81%	70%	79%	80%
Not sure	12%	15%	10%	22%	16%	9%	5%	10%	26%	13%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(488)	(510)	(164)	(250)	(399)	(185)	(696)	(128)	(114)	(60)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Legal	8%	8%	10%	6%	8%	9%	10%	3%	10%	7%	8%	8%
Illegal	80%	77%	77%	88%	80%	80%	77%	79%	79%	83%	77%	79%
Not sure	12%	15%	14%	6%	11%	11%	13%	18%	11%	10%	14%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(373)	(379)	(246)	(478)	(262)	(134)	(124)	(198)	(225)	(344)	(231)

7. Publish Sex Tapes - Infidelity – A famous politician having sex with someone other than his or her spouse/boyfriend/girlfriend

Do you think it is acceptable or unacceptable for a media outlet to publish the private sex tape of...

Asked of half of respondents

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	17%	21%	13%	13%	21%	11%	23%	18%	7%	14%	29%
Unacceptable	72%	63%	81%	58%	69%	81%	75%	73%	71%	72%	67%
Not sure	11%	16%	6%	29%	10%	7%	2%	9%	22%	14%	5%
Totals (Unweighted N)	100% (476)	100% (226)	100% (250)	100% (76)	100% (125)	100% (194)	100% (81)	100% (317)	100% (63)	100% (65)	100% (31)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Acceptable	17%	19%	16%	16%	17%	15%	14%	20%	12%	17%	16%	21%
Unacceptable	72%	71%	71%	77%	71%	80%	73%	64%	79%	77%	72%	65%
Not sure	11%	11%	13%	7%	12%	5%	13%	16%	8%	6%	12%	14%
Totals (Unweighted N)	100% (476)	100% (183)	100% (185)	100% (108)	100% (237)	100% (121)	100% (62)	100% (56)	100% (92)	100% (109)	100% (162)	100% (113)

8. Publish Sex Tapes - Infidelity – A celebrity having sex with someone other than his or her spouse/boyfriend/girlfriend

Do you think it is acceptable or unacceptable for a media outlet to publish the private sex tape of...

Asked of half of respondents

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	9%	10%	8%	8%	15%	6%	8%	9%	1%	10%	20%
Unacceptable	82%	77%	86%	72%	72%	89%	90%	84%	80%	80%	75%
Not sure	9%	13%	6%	19%	12%	5%	2%	7%	20%	10%	5%
Totals (Unweighted N)	100% (481)	100% (227)	100% (254)	100% (77)	100% (126)	100% (197)	100% (81)	100% (320)	100% (62)	100% (68)	100% (31)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Acceptable	9%	14%	9%	1%	10%	10%	8%	6%	9%	9%	8%	12%
Unacceptable	82%	75%	82%	93%	81%	85%	87%	73%	85%	83%	83%	78%
Not sure	9%	12%	9%	5%	9%	5%	5%	21%	7%	8%	10%	11%
Totals (Unweighted N)	100% (481)	100% (183)	100% (188)	100% (110)	100% (239)	100% (123)	100% (63)	100% (56)	100% (92)	100% (112)	100% (165)	100% (112)

9. Publish Sex Tapes - Infidelity – An ordinary person having sex with someone other than his or her spouse/boyfriend/girlfriend

Do you think it is acceptable or unacceptable for a media outlet to publish the private sex tape of...

Asked of half of respondents

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	9%	12%	6%	10%	17%	6%	2%	8%	6%	13%	14%
Unacceptable	84%	75%	92%	70%	75%	90%	97%	86%	81%	76%	86%
Not sure	7%	13%	2%	20%	8%	4%	1%	6%	13%	12%	–
Totals (Unweighted N)	100% (471)	100% (221)	100% (250)	100% (76)	100% (124)	100% (192)	100% (79)	100% (314)	100% (59)	100% (68)	100% (30)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Acceptable	9%	12%	10%	2%	10%	8%	3%	10%	9%	8%	9%	9%
Unacceptable	84%	81%	81%	94%	80%	89%	94%	76%	85%	87%	83%	83%
Not sure	7%	7%	9%	4%	9%	3%	3%	14%	7%	5%	8%	9%
Totals (Unweighted N)	100% (471)	100% (180)	100% (183)	100% (108)	100% (233)	100% (121)	100% (62)	100% (55)	100% (90)	100% (109)	100% (162)	100% (110)

10. Publish Sex Tapes - Unmarried – An unmarried famous politician having sex

Do you think it is acceptable or unacceptable for a media outlet to publish the private sex tape of...

Asked of half of respondents

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	8%	13%	4%	7%	15%	7%	5%	7%	11%	15%	9%
Unacceptable	82%	79%	85%	74%	74%	86%	90%	84%	77%	75%	80%
Not sure	10%	8%	11%	20%	11%	7%	5%	9%	12%	9%	11%
Totals (Unweighted N)	100% (498)	100% (254)	100% (244)	100% (85)	100% (120)	100% (194)	100% (99)	100% (364)	100% (64)	100% (42)	100% (28)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Acceptable	8%	8%	10%	6%	10%	11%	4%	2%	8%	8%	9%	8%
Unacceptable	82%	80%	79%	89%	83%	79%	79%	87%	79%	81%	79%	89%
Not sure	10%	12%	11%	5%	7%	10%	17%	12%	13%	11%	12%	3%
Totals (Unweighted N)	100% (498)	100% (184)	100% (183)	100% (131)	100% (228)	100% (136)	100% (69)	100% (65)	100% (105)	100% (106)	100% (173)	100% (114)

11. Publish Sex Tapes - Unmarried – An unmarried celebrity having sex with someone

Do you think it is acceptable or unacceptable for a media outlet to publish the private sex tape of...

Asked of half of respondents

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	5%	9%	1%	7%	10%	5%	–	5%	7%	12%	2%
Unacceptable	86%	81%	91%	73%	82%	90%	95%	88%	78%	83%	86%
Not sure	9%	10%	7%	20%	8%	5%	5%	8%	16%	6%	13%
Totals (Unweighted N)	100% (497)	100% (250)	100% (247)	100% (85)	100% (117)	100% (198)	100% (97)	100% (364)	100% (61)	100% (44)	100% (28)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Acceptable	5%	5%	8%	2%	6%	7%	4%	3%	7%	4%	6%	5%
Unacceptable	86%	88%	83%	87%	88%	88%	82%	79%	83%	87%	85%	89%
Not sure	9%	7%	9%	10%	6%	6%	15%	18%	10%	10%	10%	6%
Totals (Unweighted N)	100% (497)	100% (176)	100% (186)	100% (135)	100% (223)	100% (136)	100% (71)	100% (67)	100% (104)	100% (109)	100% (170)	100% (114)

12. Publish Sex Tapes - Unmarried – An unmarried ordinary person having sex with someone

Do you think it is acceptable or unacceptable for a media outlet to publish the private sex tape of...

Asked of half of respondents

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	5%	8%	2%	6%	10%	3%	1%	3%	9%	10%	9%
Unacceptable	87%	84%	91%	78%	83%	92%	95%	89%	82%	86%	81%
Not sure	8%	8%	7%	16%	7%	5%	4%	8%	9%	4%	10%
Totals (Unweighted N)	100% (503)	100% (255)	100% (248)	100% (86)	100% (119)	100% (199)	100% (99)	100% (366)	100% (63)	100% (45)	100% (29)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Acceptable	5%	5%	6%	2%	7%	5%	1%	0%	4%	3%	6%	6%
Unacceptable	87%	86%	85%	92%	87%	90%	84%	88%	87%	88%	86%	90%
Not sure	8%	8%	9%	5%	6%	5%	15%	12%	9%	9%	8%	4%
Totals (Unweighted N)	100% (503)	100% (181)	100% (186)	100% (136)	100% (228)	100% (138)	100% (70)	100% (67)	100% (103)	100% (109)	100% (175)	100% (116)

Interviewing Dates	March 22 - 23, 2016
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, voter registration, political ideology, party identification, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration and party identification were imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted using propensity scores based on gender, age, race, education, political ideology, geographic region and voter registration. The weights range from 0.033 to 5.697, with a mean of one and a standard deviation of 0.729.
Number of respondents	1000
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.