

Sample 1000 Adult Interviews
 Conducted March 22 - 23, 2016
 Margin of Error ±3.8%

1. Do you have a favorable or unfavorable opinion Hulk Hogan?

Very favorable	7%
Somewhat favorable	30%
Somewhat unfavorable	21%
Very unfavorable	9%
Not sure	32%

2. Have you ever heard of the website Gawker?

Yes	40%
No	53%
Not sure	7%

3. Do you have a favorable or unfavorable opinion of Gawker?

Asked if heard of Gawker

Very favorable	2%
Somewhat favorable	2%
Somewhat unfavorable	10%
Very unfavorable	12%
Not sure	13%
Never heard of Gawker	60%

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

Very closely	4%
Somewhat closely	18%
Not very closely	35%
Not at all	39%
Not sure	3%

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

Acceptable7%
 Unacceptable77%
 Not sure16%

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

Legal8%
 Illegal80%
 Not sure12%

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

Asked of half of respondents

	Acceptable	Unacceptable	Not sure
A famous politician having sex with someone other than his or her spouse/boyfriend/girlfriend	17%	72%	11%
A celebrity having sex with someone other than his or her spouse/boyfriend/girlfriend	9%	82%	9%
An ordinary person having sex with someone other than his or her spouse/boyfriend/girlfriend	9%	84%	7%

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

Asked of half of respondents

	Acceptable	Unacceptable	Not sure
An unmarried famous politician having sex	8%	82%	10%
An unmarried celebrity having sex with someone	5%	86%	9%
An unmarried ordinary person having sex with someone	5%	87%	8%

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.