

HuffPost: Celebrities and politics

April 27 - 29, 2018 - 1000 US Adults



1. Political controversies

When it comes to controversial political topics, do you think celebrities should:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Publicly express their values and beliefs	35%	38%	33%	38%	31%	34%	40%	36%	28%	33%	46%
Avoid publicly stating any political opinions	36%	37%	35%	34%	28%	39%	41%	38%	27%	33%	27%
Not sure	29%	25%	32%	28%	41%	27%	19%	25%	45%	34%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	986	435	551	165	282	341	198	725	106	99	56

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Publicly express their values and beliefs	35%	58%	26%	23%	57%	19%	34%	38%	45%	30%	37%	34%	44%
Avoid publicly stating any political opinions	36%	19%	35%	58%	18%	64%	32%	39%	37%	40%	34%	38%	28%
Not sure	29%	23%	39%	19%	25%	16%	34%	23%	18%	30%	30%	28%	28%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	986	341	377	268	354	324	472	286	108	178	223	416	169

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April 27 - 29, 2018 - 1000 US Adults



2. Ever been affected

Has there ever been an instance in which a celebrity's position on a political issue had an effect on your willingness to see, hear or read that celebrity's work, or not?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, there has been	39%	41%	38%	32%	31%	45%	45%	46%	18%	22%	42%
No, there has not been	40%	43%	38%	38%	39%	40%	45%	40%	45%	35%	40%
Not sure	21%	17%	24%	30%	30%	15%	10%	14%	37%	43%	17%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	994	437	557	165	285	343	201	729	108	101	56

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, there has been	39%	40%	30%	51%	41%	62%	29%	48%	52%	37%	39%	40%	39%
No, there has not been	40%	42%	42%	37%	42%	33%	46%	35%	40%	36%	40%	41%	44%
Not sure	21%	18%	28%	12%	17%	5%	25%	16%	8%	27%	21%	19%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	994	342	380	272	356	327	476	289	109	181	225	418	170

HuffPost: Celebrities and politics

April 27 - 29, 2018 - 1000 US Adults



3. Celebrity supported Trump

If a celebrity publicly supported Donald Trump, would that make you:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Think more highly of them	16%	20%	13%	11%	12%	17%	25%	18%	8%	12%	13%
Think less highly of them	30%	31%	28%	38%	26%	31%	23%	29%	35%	27%	31%
Not really change your opinion of them	41%	37%	44%	36%	40%	40%	48%	43%	35%	36%	40%
Not sure	13%	12%	15%	15%	22%	12%	4%	10%	23%	25%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	989	435	554	166	283	341	199	726	107	100	56

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Think more highly of them	16%	4%	13%	37%	1%	47%	15%	15%	16%	16%	12%	18%	16%
Think less highly of them	30%	55%	24%	7%	62%	4%	26%	36%	38%	30%	31%	27%	35%
Not really change your opinion of them	41%	33%	42%	48%	31%	44%	43%	41%	37%	36%	46%	41%	39%
Not sure	13%	8%	21%	9%	6%	5%	17%	9%	9%	17%	10%	15%	10%
Totals	100%	100%	100%	101%	100%	100%	101%	101%	100%	99%	99%	101%	100%
Unweighted N	989	342	377	270	355	327	473	289	106	179	224	416	170

HuffPost: Celebrities and politics

April 27 - 29, 2018 - 1000 US Adults



4. Reasonable to stop following celebrity supporter

Do you think it's reasonable or not for people to stop following a celebrity's work because that celebrity supports President Trump?

Asked of those who think less highly of a celebrity publicly supporting Trump

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
It is reasonable	73%	75%	71%	73%	68%	75%	74%	75%	58%	69%	*
It is NOT reasonable	15%	16%	14%	16%	17%	14%	14%	11%	30%	25%	*
Not sure	12%	9%	15%	10%	14%	11%	12%	13%	12%	6%	*
Totals	100%	100%	100%	99%	99%	100%	100%	99%	100%	100%	*
Unweighted N	316	135	181	66	88	115	47	221	41	33	21

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
It is reasonable	73%	79%	66%	*	74%	*	67%	76%	76%	72%	71%	72%	77%
It is NOT reasonable	15%	11%	18%	*	13%	*	20%	15%	14%	21%	17%	13%	12%
Not sure	12%	9%	16%	*	13%	*	13%	9%	10%	7%	12%	15%	10%
Totals	100%	99%	100%	*	100%	*	100%	100%	100%	100%	100%	100%	99%
Unweighted N	316	196	98	22	222	14	131	112	42	57	70	122	67

HuffPost: Celebrities and politics

April 27 - 29, 2018 - 1000 US Adults



5. Celebrity opposed to Trump

If a celebrity publicly opposed Donald Trump, would that make you:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Think more highly of them	19%	18%	20%	27%	17%	20%	11%	18%	22%	20%	19%
Think less highly of them	25%	31%	19%	20%	15%	25%	39%	27%	15%	23%	22%
Not really change your opinion of them	42%	38%	46%	37%	45%	42%	45%	43%	42%	37%	36%
Not sure	14%	12%	16%	16%	22%	13%	5%	11%	21%	20%	24%
Totals	100%	99%	101%	100%	99%	100%	100%	99%	100%	100%	101%
Unweighted N	990	435	555	166	284	340	200	726	106	102	56

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Think more highly of them	19%	43%	10%	4%	42%	2%	16%	24%	26%	17%	20%	17%	25%
Think less highly of them	25%	7%	20%	53%	7%	59%	21%	26%	27%	30%	18%	26%	23%
Not really change your opinion of them	42%	43%	47%	33%	44%	34%	48%	41%	32%	40%	45%	42%	42%
Not sure	14%	7%	22%	9%	8%	6%	16%	9%	15%	14%	17%	14%	11%
Totals	100%	100%	99%	99%	101%	101%	101%	100%	100%	101%	100%	99%	101%
Unweighted N	990	340	378	272	353	328	471	289	109	181	223	417	169

HuffPost: Celebrities and politics

April 27 - 29, 2018 - 1000 US Adults



6. Reasonable to stop following celebrity opponent

Do you think it's reasonable or not for people to stop following a celebrity's work because that celebrity opposes President Trump?

Asked of those who think less highly of a celebrity publicly opposing Trump

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
It is reasonable	72%	69%	77%	*	61%	75%	88%	80%	*	*	*
It is NOT reasonable	18%	21%	14%	*	22%	18%	4%	12%	*	*	*
Not sure	10%	11%	9%	*	17%	7%	8%	8%	*	*	*
Totals	100%	101%	100%	*	100%	100%	100%	100%	*	*	*
Unweighted N	249	139	110	26	52	92	79	209	9	21	10

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
It is reasonable	72%	64%	74%	72%	*	85%	72%	78%	68%	64%	81%	74%	69%
It is NOT reasonable	18%	27%	19%	16%	*	7%	19%	17%	10%	27%	10%	17%	17%
Not sure	10%	10%	7%	12%	*	8%	9%	5%	23%	10%	8%	9%	14%
Totals	100%	101%	100%	100%	*	100%	100%	100%	101%	101%	99%	100%	100%
Unweighted N	249	30	82	137	24	181	101	76	31	50	50	108	41

HuffPost: Celebrities and politics

April 27 - 29, 2018 - 1000 US Adults



7. Celebrity support for Trump

How many current American celebrities do you think generally support President Trump?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Almost all support Trump	1%	1%	1%	1%	2%	1%	0%	1%	0%	3%	2%
Most support Trump	8%	11%	6%	13%	7%	7%	6%	8%	10%	10%	1%
Just some support Trump	44%	44%	43%	42%	38%	52%	40%	46%	36%	36%	49%
Almost none support Trump	21%	24%	19%	27%	19%	18%	24%	22%	18%	23%	14%
Not sure	26%	21%	30%	17%	33%	23%	30%	23%	35%	29%	33%
Totals	100%	101%	99%	100%	99%	101%	100%	100%	99%	101%	99%
Unweighted N	986	435	551	164	282	341	199	724	106	100	56

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Almost all support Trump	1%	0%	1%	1%	0%	1%	1%	1%	1%	2%	0%	1%	2%
Most support Trump	8%	10%	7%	8%	3%	10%	10%	8%	7%	7%	6%	8%	13%
Just some support Trump	44%	49%	37%	49%	46%	52%	42%	49%	45%	36%	51%	45%	40%
Almost none support Trump	21%	22%	18%	26%	26%	22%	18%	23%	22%	24%	15%	24%	20%
Not sure	26%	19%	37%	16%	25%	16%	29%	18%	25%	31%	27%	23%	25%
Totals	100%	100%	100%	100%	100%	101%	100%	99%	100%	100%	99%	101%	100%
Unweighted N	986	337	380	269	351	327	470	287	108	179	225	413	169

HuffPost: Celebrities and politics

April 27 - 29, 2018 - 1000 US Adults



8. Favorability of Kanye West

Do you have a favorable or an unfavorable view of Kanye West?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly favorable	5%	8%	3%	11%	5%	3%	3%	6%	2%	7%	7%
Somewhat favorable	13%	15%	11%	10%	16%	11%	17%	14%	7%	14%	14%
Somewhat unfavorable	27%	27%	26%	35%	22%	26%	24%	29%	22%	17%	26%
Strongly unfavorable	29%	26%	31%	25%	32%	33%	21%	26%	38%	34%	25%
Not sure	26%	24%	28%	18%	25%	27%	35%	25%	32%	28%	29%
Totals	100%	100%	99%	99%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	984	434	550	163	281	340	200	723	105	100	56

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly favorable	5%	5%	3%	10%	2%	8%	5%	5%	4%	6%	2%	6%	8%
Somewhat favorable	13%	8%	10%	24%	7%	28%	12%	18%	9%	13%	14%	11%	17%
Somewhat unfavorable	27%	27%	27%	26%	30%	26%	26%	29%	35%	22%	30%	28%	24%
Strongly unfavorable	29%	42%	26%	17%	44%	14%	27%	30%	31%	31%	26%	31%	24%
Not sure	26%	19%	34%	22%	17%	25%	31%	18%	21%	28%	28%	24%	28%
Totals	100%	101%	100%	99%	100%	101%	101%	100%	100%	100%	100%	100%	101%
Unweighted N	984	338	378	268	350	327	470	286	107	179	223	413	169

HuffPost: Celebrities and politics

April 27 - 29, 2018 - 1000 US Adults



9. Kanye tweets

Kanye West recently expressed his views about President Trump in a series of tweets. Do you happen to have heard whether these tweets were:

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Positive toward Trump	48%	51%	45%	45%	47%	49%	51%	51%	41%	35%	52%
Negative toward Trump	6%	6%	5%	13%	7%	3%	1%	4%	9%	13%	7%
I haven't heard anything about these tweets	47%	43%	50%	42%	47%	48%	48%	45%	50%	53%	41%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	100%	101%	100%
Unweighted N	989	436	553	165	281	342	201	727	105	101	56

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Positive toward Trump	48%	53%	39%	56%	58%	64%	42%	58%	45%	45%	44%	50%	50%
Negative toward Trump	6%	7%	5%	5%	4%	2%	6%	3%	7%	3%	7%	6%	7%
I haven't heard anything about these tweets	47%	40%	56%	38%	38%	35%	52%	38%	48%	52%	50%	43%	44%
Totals	101%	100%	100%	99%	100%	101%	100%	99%	100%	100%	101%	99%	101%
Unweighted N	989	339	380	270	352	328	472	289	108	180	225	414	170

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Interviewing Dates	April 27 - 29, 2018
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, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration was imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, 2012 and 2016 Presidential votes. The weights range from 0.147 to 6.468, with a mean of one and a standard deviation of 0.778.
Number of respondents	1000
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	47 questions not reported.