



## Taylor Swift Influence - Toplines

1,534 Interviews nationwide, February 6-8, 2024

### Q1. Do you plan to vote in the November 5th, 2024 election for President and other state and local offices?

89%	Yes, definitely
7	Yes, probably
4	Maybe (50-50)
1	No, probably not
0	No, definitely not

### Q2. How motivated are you to vote in the upcoming election on a scale from 0 to 10, where 0 means you are not motivated at all and 10 means you are extremely motivated?

72%	10 - Extremely motivated
5	9
5	8
4	7
2	6
4	5
1	4
2	3
1	2
1	1
2	0 - Not motivated at all

**82** Total 8-10

**5** Total 0-2

*Polling was conducted online from February 6-8, 2024. Using Dynamic Online Sampling to attain a representative sample, Change Research polled 1,534 registered voters in the United States. Post-stratification was performed on age, gender, race/ethnicity, education, region, CDC urbanicity, and 2020 presidential vote. You can see a full methodology statement [here](#), which complies with the requirements of AAPOR's Transparency Initiative. Members of the Transparency Initiative disclose all relevant details about our research, with the principle that the public should be able to evaluate and understand research-based findings, in order to instill and restore public confidence in survey results.*

**Q3. How favorable are your feelings about each of the following?**

	Favorable		Neutral	Unfavorable		Never	Total	Total	Net
	Very	Smwt		Smwt	Very	Heard	Fav	Unfav	Fav
Donald Trump	27	14	6	5	48	1	<b>41</b>	<b>53</b>	<b>-12</b>
The Republican Party	14	19	11	14	41	0	<b>33</b>	<b>55</b>	<b>-22</b>
The Democratic Party	14	17	10	13	45	1	<b>31</b>	<b>58</b>	<b>-27</b>
Joe Biden	16	14	7	9	53	1	<b>30</b>	<b>62</b>	<b>-32</b>
Kamala Harris	12	14	13	8	51	1	<b>27</b>	<b>59</b>	<b>-32</b>
Nikki Haley	3	11	19	21	38	8	<b>14</b>	<b>59</b>	<b>-45</b>

**Q4. If the election for President were held today and the candidates were the following, who would you vote for?**

47% Donald Trump, Republican  
 40 Joe Biden, Democrat  
 12 Not sure

**Q5. If the election for President were held today and the candidates were the following, who would you vote for?**

41% Donald Trump, Republican  
 33 Joe Biden, Democrat  
 19 Someone else (3rd party candidate)  
 8 Not sure

**[IF VOTING THIRD PARTY]**

**Q6. How favorable are your feelings about each of the following?**

	Favorable		Neutral	Unfavorable		Never	Total	Total	Net
	Very	Smwt		Smwt	Very	Heard	Fav	Unfav	Fav
Cornel West	10	9	16	5	5	55	19	10	9
Robert F. Kennedy Jr.	10	22	27	11	15	14	33	26	7
No Labels	3	8	20	3	4	61	11	8	3
Jill Stein	5	11	20	9	7	48	16	16	0
Dean Phillips	1	6	16	5	7	65	7	12	-5

**Q7. If the 2024 election were held today, which of the following issues would be most important in deciding your vote? You can choose THREE.**

- 37% Illegal immigration and border security
- 32 Inflation and the rising costs of goods
- 25 Government corruption
- 21 Abortion restrictions/bans
- 19 High cost of healthcare and prescription drugs
- 17 High cost of housing
- 17 Gun violence and mass shootings
- 17 Too much foreign aid being sent to other countries
- 14 Climate change
- 12 The amount of taxes you pay
- 12 Crime and public safety
- 10 Restrictions on gun rights
- 10 Fighting racism and discrimination in America
- 7 Student loan debt
- 7 The Israel/Palestine conflict
- 7 Threats against the LGBTQ community
- 7 Parents' rights to determine what their kids learn
- 6 Mental health issues among kids and teens
- 5 The Russia/Ukraine war
- 4 Abortions being legal in too many places and circumstances
- 4 People being too woke/wokeness
- 4 Legalizing cannabis for recreational or medicinal use
- 2 Job opportunities where you live
- 2 Transgender issues becoming too mainstream too fast

**Q8. How favorable are your feelings about each of the following people or teams?**

	Favorable		Neutral	Unfavorable		Never	Total	Total	Net
	Very	Smwt		Smwt	Very	Heard	Fav	Unfav	Fav
Taylor Swift	23	14	29	11	19	4	37	30	7

**Q51. Are you a Swiftie?**

- 11% Yes
- 76 No
- 13 What is that?

**Q9. Who do you think would do a better job when it comes to the following, Taylor Swift or Donald Trump?**

	Donald Trump	Taylor Swift	Neither	Net Taylor
Entertaining people	23	64	12	<b>41</b>
Being ethical and honest	35	47	18	<b>12</b>
Uniting the country	37	39	24	<b>2</b>
Representing America on the world stage	43	41	16	<b>-2</b>
Respecting the Constitution	45	42	13	<b>-3</b>
Successfully managing a business	48	41	11	<b>-7</b>
Cooperating with Congress to get things done	42	32	26	<b>-10</b>
Serving as President of the United States	49	24	28	<b>-25</b>
Managing the economy	50	24	26	<b>-26</b>
Managing international conflicts	49	22	29	<b>-27</b>

**D1. Are you:**

- 45% Male
- 53 Female
- 2 Trans/Non-binary

**D2. Age**

- 24% 18 to 34
- 23 35 to 49
- 28 50 to 64
- 25 65+

**D3. What is your race?**

- 72% White / Caucasian
- 12 Hispanic or Latino/a
- 10 Black or African American
- 2 Asian / Pacific Islander
- 1 American Indian or Alaska Native
- 3 Other

**D4. What is the highest level of education you have completed?**

- 14% High school diploma or less
- 31 Some college, but no degree
- 14 Associate's degree, or two-year college degree
- 25 Bachelor's degree, or four-year college degree
- 17 Graduate degree

**D5. Party Identification**

- 24% Strong Democrats
- 9 Weak Democrats
- 9 Independent lean Democrats
- 14 Pure independents
- 11 Independent lean Republicans

8 Weak Republicans  
25 Strong Republicans

33% Base Democrats  
34 Independents + Leanners  
34 Base Republicans

42% Democrats  
14 Pure independents  
44 Republicans

**D6. How did you vote in the 2020 election for President, or for some reason were you unable to vote?**

47% Joe Biden, the Democrat  
43 Donald Trump, the Republican  
3 Jo Jorgensen, the Libertarian  
2 Not registered/Too young/Ineligible  
6 Did not vote

**D7. 4 Point Census Regions**

18% Northeast  
20 Midwest  
39 South  
23 West

**Q8. 9 Point Census Regions**

5% New England  
13 Middle Atlantic  
19 South Atlantic  
9 East South Central  
10 West South Central  
13 East North Central  
7 West North Central  
10 Mountain  
14 Pacific

**D9. Urbanicity**

25% Large Central Metro  
23 Large Fringe Metro  
22 Medium Metro  
9 Micropolitan Metro  
7 Noncore  
13 Small Metro

**D10. Urbanicity**

31% Rural  
39 Suburban  
29 Urban

**D11. Do you have children under the age of 18?**

22% Yes  
78 No

**D12. What is your annual household income, before taxes?**

8%	Less than \$20,000
13	\$20,000 to \$34,999
13	\$35,000 to \$49,999
19	\$50,000 to \$74,999
12	\$75,000 to \$99,999
15	\$100,000 to \$149,999
8	\$150,000 to \$249,999
2	\$250,000 or more
11	Prefer not to say

**D13. Which of the following best describes your living situation?**

25%	Own, no mortgage
38	Own, pay mortgage
24	Rent
6	Live with friends or family and pay rent
5	Live with friends or family and do not pay rent
2	Other (please specify)

**D14. When it comes to your employment status, are you now:**

35%	Employed full-time
7	Employed part-time
7	Self-employed
31	Retired
5	Unemployed, looking for work
2	Not employed for pay
7	Disabled, unable to work
3	Student
2	Other (please specify)