



National Tracking Poll #2303008
March 03-05, 2023

Crosstabulation Results

Methodology:

This poll was conducted between March 3-March 5, 2023 among a sample of 2204 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table FZKHQF1_1: About how often do you attend each of the following events?

Concerts

Demographic	At least once a month		At least once every three months		At least once every six months		At least once a year		Less often than once a year		Never	Total N	
Adults	4%	(86)	8%	(171)	10%	(219)	16%	(350)	27%	(586)	36%	(792)	2204
Gender: Male	5%	(54)	10%	(105)	12%	(127)	16%	(171)	23%	(250)	34%	(360)	1068
Gender: Female	3%	(31)	6%	(66)	8%	(92)	15%	(175)	30%	(334)	38%	(430)	1128
Age: 18-34	5%	(34)	10%	(62)	12%	(77)	17%	(110)	23%	(147)	32%	(203)	632
Age: 35-44	5%	(17)	9%	(35)	13%	(49)	17%	(62)	29%	(109)	27%	(100)	372
Age: 45-64	3%	(21)	7%	(48)	8%	(57)	17%	(120)	27%	(195)	38%	(271)	712
Age: 65+	3%	(14)	5%	(26)	7%	(36)	12%	(59)	28%	(134)	45%	(219)	488
GenZers: 1997-2012	7%	(17)	9%	(21)	9%	(22)	14%	(35)	28%	(69)	33%	(82)	246
Millennials: 1981-1996	5%	(32)	11%	(73)	13%	(90)	17%	(116)	24%	(162)	30%	(204)	677
GenXers: 1965-1980	3%	(15)	8%	(41)	10%	(52)	19%	(99)	27%	(143)	34%	(182)	532
Baby Boomers: 1946-1964	3%	(21)	5%	(32)	7%	(48)	14%	(93)	29%	(200)	42%	(291)	686
PID: Dem (no lean)	5%	(46)	11%	(96)	13%	(115)	17%	(147)	25%	(218)	30%	(265)	886
PID: Ind (no lean)	3%	(18)	6%	(39)	8%	(50)	14%	(88)	29%	(191)	41%	(265)	650
PID: Rep (no lean)	3%	(23)	5%	(35)	8%	(54)	17%	(116)	27%	(178)	39%	(262)	668
PID/Gender: Dem Men	8%	(35)	14%	(60)	17%	(74)	15%	(67)	19%	(83)	27%	(119)	437
PID/Gender: Dem Women	3%	(11)	8%	(37)	9%	(40)	17%	(77)	30%	(133)	33%	(144)	442
PID/Gender: Ind Men	3%	(8)	8%	(24)	10%	(31)	17%	(51)	24%	(74)	38%	(116)	304
PID/Gender: Ind Women	3%	(10)	4%	(15)	5%	(18)	11%	(37)	34%	(116)	43%	(149)	346
PID/Gender: Rep Men	4%	(12)	7%	(21)	7%	(22)	16%	(53)	29%	(93)	38%	(125)	327
PID/Gender: Rep Women	3%	(10)	4%	(14)	10%	(33)	18%	(61)	25%	(84)	40%	(137)	339
Ideo: Liberal (1-3)	6%	(43)	9%	(61)	15%	(101)	18%	(123)	27%	(181)	24%	(160)	667
Ideo: Moderate (4)	3%	(18)	8%	(47)	9%	(56)	16%	(94)	25%	(151)	39%	(237)	603
Ideo: Conservative (5-7)	3%	(19)	8%	(55)	8%	(56)	16%	(117)	27%	(193)	39%	(280)	721
Educ: < College	3%	(40)	6%	(81)	8%	(117)	14%	(197)	27%	(388)	43%	(617)	1440
Educ: Bachelors degree	4%	(17)	11%	(53)	13%	(64)	22%	(107)	25%	(124)	25%	(121)	485
Educ: Post-grad	10%	(28)	13%	(37)	14%	(38)	17%	(47)	27%	(74)	19%	(54)	279

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Table FZKHQF1_1: About how often do you attend each of the following events?

Concerts

Demographic	At least once a month		At least once every three months		At least once every six months		At least once a year		Less often than once a year		Never	Total N	
Adults	4%	(86)	8%	(171)	10%	(219)	16%	(350)	27%	(586)	36%	(792)	2204
Income: Under 50k	2%	(28)	5%	(59)	6%	(65)	12%	(133)	28%	(317)	47%	(529)	1131
Income: 50k-100k	4%	(29)	9%	(62)	14%	(92)	18%	(121)	27%	(179)	28%	(188)	672
Income: 100k+	7%	(28)	12%	(50)	15%	(61)	24%	(97)	22%	(90)	19%	(75)	402
Ethnicity: White	4%	(73)	8%	(137)	10%	(170)	17%	(287)	26%	(449)	34%	(584)	1701
Ethnicity: Hispanic	4%	(15)	14%	(53)	9%	(33)	16%	(61)	22%	(84)	35%	(134)	380
Ethnicity: Black	3%	(8)	8%	(23)	10%	(29)	12%	(33)	25%	(72)	42%	(119)	283
Ethnicity: Other	2%	(5)	5%	(11)	9%	(20)	14%	(30)	30%	(66)	40%	(89)	220
All Christian	4%	(36)	8%	(74)	10%	(96)	17%	(155)	27%	(247)	34%	(311)	919
All Non-Christian	14%	(21)	19%	(29)	13%	(20)	17%	(25)	19%	(29)	19%	(30)	154
Atheist	—	(0)	3%	(4)	22%	(27)	12%	(15)	37%	(44)	25%	(30)	120
Agnostic/Nothing in particular	3%	(17)	6%	(39)	9%	(54)	16%	(99)	25%	(157)	41%	(259)	625
Something Else	3%	(11)	7%	(26)	6%	(23)	14%	(56)	28%	(108)	42%	(163)	387
Religious Non-Protestant/Catholic	12%	(21)	16%	(29)	12%	(22)	16%	(29)	19%	(33)	24%	(43)	178
Evangelical	3%	(18)	8%	(41)	7%	(37)	12%	(64)	26%	(139)	43%	(229)	527
Non-Evangelical	3%	(25)	8%	(57)	10%	(77)	19%	(138)	28%	(208)	31%	(228)	733
Community: Urban	6%	(38)	9%	(56)	12%	(72)	16%	(98)	22%	(132)	35%	(209)	605
Community: Suburban	3%	(35)	8%	(88)	10%	(114)	18%	(196)	27%	(297)	34%	(375)	1104
Community: Rural	3%	(13)	5%	(27)	7%	(34)	11%	(56)	32%	(157)	42%	(208)	495
Employ: Private Sector	6%	(48)	11%	(80)	16%	(119)	21%	(155)	24%	(180)	22%	(163)	744
Employ: Government	5%	(6)	14%	(18)	16%	(22)	20%	(26)	25%	(34)	21%	(28)	135
Employ: Self-Employed	5%	(10)	6%	(12)	6%	(11)	14%	(26)	34%	(64)	34%	(64)	186
Employ: Homemaker	2%	(2)	5%	(8)	6%	(8)	13%	(18)	26%	(38)	49%	(71)	146
Employ: Student	2%	(1)	5%	(3)	5%	(3)	19%	(13)	33%	(22)	37%	(25)	66
Employ: Retired	2%	(13)	5%	(29)	8%	(42)	12%	(67)	27%	(148)	46%	(252)	551
Employ: Unemployed	2%	(5)	6%	(15)	3%	(8)	11%	(30)	30%	(80)	48%	(126)	264
Employ: Other	—	(0)	5%	(6)	5%	(6)	14%	(15)	19%	(21)	57%	(65)	112
Military HH: Yes	4%	(12)	8%	(27)	8%	(28)	14%	(47)	25%	(83)	41%	(137)	335
Military HH: No	4%	(74)	8%	(144)	10%	(191)	16%	(303)	27%	(502)	35%	(655)	1869

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Table FZKHQF1_1: About how often do you attend each of the following events?**Concerts**

Demographic	At least once a month		At least once every three months		At least once every six months		At least once a year		Less often than once a year		Never	Total N	
Adults	4%	(86)	8%	(171)	10%	(219)	16%	(350)	27%	(586)	36%	(792)	2204
RD/WT: Right Direction	7%	(51)	11%	(83)	14%	(107)	16%	(124)	22%	(165)	30%	(224)	754
RD/WT: Wrong Track	2%	(35)	6%	(88)	8%	(112)	16%	(226)	29%	(421)	39%	(568)	1450
Biden Job Approve	6%	(59)	10%	(104)	13%	(134)	15%	(150)	24%	(241)	31%	(306)	995
Biden Job Disapprove	2%	(26)	6%	(63)	7%	(81)	18%	(196)	28%	(303)	39%	(421)	1090
Biden Job Strongly Approve	10%	(45)	11%	(50)	13%	(61)	15%	(68)	24%	(112)	28%	(133)	469
Biden Job Somewhat Approve	3%	(15)	10%	(54)	14%	(74)	15%	(81)	25%	(130)	33%	(173)	526
Biden Job Somewhat Disapprove	3%	(9)	9%	(28)	8%	(27)	23%	(74)	28%	(90)	29%	(93)	320
Biden Job Strongly Disapprove	2%	(17)	5%	(35)	7%	(55)	16%	(122)	28%	(212)	43%	(329)	770
Favorable of Biden	6%	(62)	9%	(90)	12%	(124)	16%	(155)	23%	(227)	34%	(333)	990
Unfavorable of Biden	2%	(23)	6%	(63)	8%	(90)	17%	(186)	29%	(309)	37%	(398)	1070
Very Favorable of Biden	9%	(41)	11%	(51)	12%	(56)	14%	(70)	23%	(110)	32%	(152)	480
Somewhat Favorable of Biden	4%	(20)	8%	(39)	13%	(67)	17%	(85)	23%	(117)	35%	(181)	510
Somewhat Unfavorable of Biden	1%	(3)	9%	(26)	12%	(34)	20%	(54)	31%	(85)	26%	(72)	275
Very Unfavorable of Biden	2%	(20)	5%	(37)	7%	(56)	17%	(132)	28%	(224)	41%	(326)	795
#1 Issue: Economy	3%	(24)	8%	(70)	12%	(97)	19%	(154)	27%	(229)	31%	(259)	833
#1 Issue: Security	4%	(11)	6%	(19)	7%	(20)	13%	(42)	28%	(88)	42%	(131)	311
#1 Issue: Health Care	6%	(13)	12%	(26)	11%	(23)	17%	(36)	16%	(35)	38%	(81)	214
#1 Issue: Medicare / Social Security	4%	(11)	3%	(7)	7%	(18)	13%	(32)	26%	(65)	46%	(115)	248
#1 Issue: Women's Issues	3%	(7)	9%	(21)	10%	(22)	14%	(33)	29%	(68)	35%	(81)	233
#1 Issue: Education	6%	(5)	8%	(7)	9%	(7)	18%	(15)	39%	(32)	20%	(16)	81
#1 Issue: Energy	9%	(14)	9%	(14)	16%	(24)	16%	(23)	19%	(28)	31%	(46)	151
#1 Issue: Other	1%	(1)	5%	(7)	5%	(7)	11%	(15)	31%	(41)	47%	(63)	133
2022 House Vote: Democrat	6%	(54)	11%	(102)	13%	(122)	17%	(156)	24%	(223)	29%	(263)	919
2022 House Vote: Republican	3%	(20)	5%	(34)	9%	(61)	19%	(127)	29%	(193)	36%	(239)	673
2022 House Vote: Someone else	1%	(1)	9%	(5)	14%	(8)	9%	(5)	33%	(18)	34%	(18)	54
2022 House Vote: Didnt Vote	2%	(11)	5%	(30)	5%	(29)	11%	(63)	27%	(153)	49%	(272)	558

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Table FZKHQF1_1: About how often do you attend each of the following events?

Concerts

Demographic	At least once a month	At least once every three months	At least once every six months	At least once a year	Less often than once a year	Never	Total N
Adults	4% (86)	8% (171)	10% (219)	16% (350)	27% (586)	36% (792)	2204
2020 Vote: Joe Biden	5% (50)	11% (106)	13% (127)	16% (157)	25% (250)	30% (302)	992
2020 Vote: Donald Trump	2% (12)	5% (32)	8% (55)	20% (135)	28% (189)	37% (246)	669
2020 Vote: Other	1% (1)	7% (5)	5% (3)	14% (10)	35% (24)	38% (27)	70
2020 Vote: Didn't Vote	5% (23)	6% (28)	7% (34)	10% (49)	26% (122)	46% (218)	473
2018 House Vote: Democrat	5% (43)	10% (82)	15% (117)	17% (133)	26% (203)	26% (208)	787
2018 House Vote: Republican	3% (16)	5% (33)	10% (57)	19% (112)	26% (158)	37% (221)	597
2018 House Vote: Someone else	2% (1)	7% (3)	5% (3)	12% (6)	44% (23)	30% (15)	52
2018 House Vote: Didnt Vote	3% (26)	7% (53)	5% (42)	13% (98)	26% (202)	45% (348)	768
4-Region: Northeast	6% (22)	10% (40)	14% (53)	18% (69)	23% (90)	29% (112)	386
4-Region: Midwest	4% (17)	5% (22)	10% (44)	19% (84)	31% (141)	32% (146)	455
4-Region: South	3% (29)	7% (61)	8% (66)	13% (108)	27% (230)	41% (346)	841
4-Region: West	3% (17)	9% (49)	11% (56)	17% (89)	24% (124)	36% (188)	522
Concertgoers	18% (86)	36% (171)	46% (219)	— (0)	— (0)	— (0)	475
Taylor Swift Fans	6% (65)	10% (115)	13% (154)	18% (208)	26% (303)	28% (330)	1174
Taylor Swift Avid Fans	11% (38)	13% (45)	17% (62)	18% (63)	21% (76)	20% (72)	356
Swifties	15% (46)	15% (46)	15% (47)	19% (58)	22% (68)	14% (43)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF1_2: About how often do you attend each of the following events?*Sporting events*

Demographic	At least once a month		At least once every three months		At least once every six months		At least once a year		Less often than once a year		Never	Total N	
Adults	7%	(156)	9%	(203)	10%	(212)	13%	(277)	21%	(454)	41%	(903)	2204
Gender: Male	11%	(113)	13%	(136)	13%	(139)	13%	(143)	20%	(212)	31%	(326)	1068
Gender: Female	4%	(43)	6%	(67)	6%	(73)	12%	(134)	21%	(241)	51%	(570)	1128
Age: 18-34	7%	(43)	12%	(77)	12%	(77)	14%	(88)	19%	(121)	36%	(225)	632
Age: 35-44	9%	(32)	11%	(43)	15%	(57)	14%	(52)	17%	(63)	34%	(126)	372
Age: 45-64	8%	(54)	9%	(63)	7%	(51)	13%	(95)	20%	(144)	43%	(306)	712
Age: 65+	5%	(27)	4%	(20)	6%	(27)	9%	(42)	26%	(127)	50%	(246)	488
GenZers: 1997-2012	8%	(20)	10%	(25)	10%	(24)	12%	(29)	22%	(55)	38%	(93)	246
Millennials: 1981-1996	7%	(50)	12%	(84)	14%	(98)	13%	(90)	17%	(114)	36%	(240)	677
GenXers: 1965-1980	9%	(45)	10%	(52)	9%	(50)	15%	(82)	20%	(106)	37%	(196)	532
Baby Boomers: 1946-1964	6%	(40)	5%	(38)	5%	(38)	10%	(68)	24%	(166)	49%	(336)	686
PID: Dem (no lean)	9%	(79)	11%	(96)	11%	(99)	12%	(110)	19%	(172)	37%	(330)	886
PID: Ind (no lean)	5%	(33)	6%	(42)	6%	(42)	12%	(79)	23%	(152)	47%	(303)	650
PID: Rep (no lean)	7%	(44)	10%	(65)	11%	(71)	13%	(88)	19%	(130)	40%	(270)	668
PID/Gender: Dem Men	15%	(67)	15%	(67)	15%	(66)	12%	(51)	18%	(79)	25%	(108)	437
PID/Gender: Dem Women	3%	(12)	7%	(29)	7%	(32)	13%	(59)	21%	(92)	49%	(218)	442
PID/Gender: Ind Men	7%	(21)	10%	(29)	8%	(24)	16%	(48)	24%	(73)	36%	(109)	304
PID/Gender: Ind Women	3%	(12)	4%	(12)	5%	(18)	9%	(31)	23%	(78)	56%	(194)	346
PID/Gender: Rep Men	8%	(25)	12%	(40)	15%	(49)	14%	(45)	18%	(59)	34%	(110)	327
PID/Gender: Rep Women	6%	(19)	7%	(25)	7%	(22)	13%	(44)	21%	(71)	47%	(158)	339
Ideo: Liberal (1-3)	8%	(53)	8%	(56)	11%	(75)	14%	(95)	21%	(142)	37%	(246)	667
Ideo: Moderate (4)	8%	(50)	11%	(67)	9%	(57)	11%	(69)	20%	(123)	39%	(237)	603
Ideo: Conservative (5-7)	6%	(45)	10%	(74)	10%	(74)	13%	(92)	20%	(143)	41%	(293)	721
Educ: < College	6%	(80)	8%	(121)	8%	(112)	11%	(161)	20%	(286)	47%	(681)	1440
Educ: Bachelors degree	9%	(41)	11%	(51)	13%	(62)	15%	(75)	22%	(105)	31%	(151)	485
Educ: Post-grad	12%	(34)	11%	(30)	14%	(38)	15%	(42)	23%	(63)	25%	(71)	279
Income: Under 50k	4%	(49)	7%	(76)	7%	(80)	10%	(109)	20%	(227)	52%	(588)	1131
Income: 50k-100k	9%	(58)	12%	(79)	10%	(66)	15%	(100)	23%	(151)	32%	(217)	672
Income: 100k+	12%	(49)	12%	(48)	16%	(65)	17%	(67)	19%	(75)	24%	(97)	402
Ethnicity: White	7%	(116)	10%	(169)	10%	(166)	13%	(218)	21%	(349)	40%	(683)	1701

Continued on next page

Table FZKHQF1_2: About how often do you attend each of the following events?

Sporting events

Demographic	At least once a month		At least once every three months		At least once every six months		At least once a year		Less often than once a year		Never	Total N	
Adults	7%	(156)	9%	(203)	10%	(212)	13%	(277)	21%	(454)	41%	(903)	2204
Ethnicity: Hispanic	7%	(28)	15%	(58)	11%	(42)	14%	(55)	16%	(62)	35%	(134)	380
Ethnicity: Black	9%	(25)	7%	(20)	11%	(32)	11%	(32)	18%	(50)	44%	(124)	283
Ethnicity: Other	7%	(16)	6%	(14)	6%	(14)	12%	(27)	25%	(55)	43%	(95)	220
All Christian	9%	(80)	12%	(108)	9%	(86)	12%	(114)	21%	(189)	37%	(342)	919
All Non-Christian	16%	(24)	12%	(19)	16%	(25)	15%	(22)	17%	(26)	24%	(37)	154
Atheist	2%	(2)	8%	(10)	7%	(8)	15%	(18)	26%	(31)	41%	(50)	120
Agnostic/Nothing in particular	4%	(26)	6%	(39)	10%	(64)	15%	(93)	18%	(113)	46%	(289)	625
Something Else	6%	(23)	7%	(27)	7%	(29)	7%	(29)	25%	(95)	48%	(185)	387
Religious Non-Protestant/Catholic	14%	(25)	11%	(19)	14%	(26)	15%	(26)	17%	(30)	30%	(53)	178
Evangelical	8%	(41)	11%	(56)	9%	(47)	8%	(41)	19%	(100)	46%	(243)	527
Non-Evangelical	8%	(60)	10%	(74)	9%	(64)	13%	(96)	24%	(175)	36%	(263)	733
Community: Urban	9%	(55)	10%	(59)	11%	(69)	13%	(76)	19%	(114)	38%	(232)	605
Community: Suburban	6%	(71)	11%	(120)	9%	(104)	14%	(151)	22%	(245)	37%	(413)	1104
Community: Rural	6%	(29)	5%	(24)	8%	(38)	10%	(50)	19%	(95)	52%	(258)	495
Employ: Private Sector	9%	(70)	16%	(120)	14%	(104)	16%	(119)	19%	(143)	25%	(188)	744
Employ: Government	13%	(17)	10%	(13)	21%	(28)	13%	(18)	18%	(24)	26%	(34)	135
Employ: Self-Employed	7%	(12)	11%	(20)	10%	(19)	15%	(28)	20%	(37)	38%	(70)	186
Employ: Homemaker	5%	(8)	1%	(1)	5%	(7)	14%	(21)	26%	(37)	49%	(71)	146
Employ: Student	12%	(8)	4%	(3)	5%	(3)	14%	(9)	7%	(5)	58%	(38)	66
Employ: Retired	5%	(25)	4%	(23)	5%	(29)	9%	(52)	24%	(131)	53%	(292)	551
Employ: Unemployed	5%	(14)	7%	(19)	4%	(10)	7%	(18)	23%	(61)	54%	(142)	264
Employ: Other	2%	(2)	3%	(3)	11%	(12)	10%	(12)	15%	(17)	60%	(67)	112
Military HH: Yes	10%	(33)	8%	(25)	11%	(36)	11%	(36)	19%	(64)	42%	(141)	335
Military HH: No	7%	(123)	9%	(177)	9%	(176)	13%	(241)	21%	(390)	41%	(762)	1869
RD/WT: Right Direction	11%	(80)	13%	(95)	13%	(97)	13%	(97)	17%	(128)	34%	(258)	754
RD/WT: Wrong Track	5%	(76)	7%	(108)	8%	(115)	12%	(180)	23%	(326)	44%	(645)	1450
Biden Job Approve	9%	(91)	12%	(117)	11%	(104)	13%	(126)	18%	(182)	38%	(375)	995
Biden Job Disapprove	6%	(65)	8%	(84)	10%	(105)	13%	(145)	22%	(235)	42%	(455)	1090

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Table FZKHQF1_2: About how often do you attend each of the following events?
Sporting events

Demographic	At least once a month		At least once every three months		At least once every six months		At least once a year		Less often than once a year		Never	Total N	
Adults	7%	(156)	9%	(203)	10%	(212)	13%	(277)	21%	(454)	41%	(903)	2204
Biden Job Strongly Approve	12%	(54)	13%	(60)	12%	(58)	12%	(58)	18%	(83)	33%	(156)	469
Biden Job Somewhat Approve	7%	(36)	11%	(57)	9%	(47)	13%	(68)	19%	(99)	42%	(219)	526
Biden Job Somewhat Disapprove	5%	(17)	12%	(38)	12%	(37)	13%	(41)	20%	(63)	39%	(123)	320
Biden Job Strongly Disapprove	6%	(48)	6%	(47)	9%	(67)	14%	(104)	22%	(172)	43%	(332)	770
Favorable of Biden	9%	(87)	10%	(102)	11%	(111)	12%	(122)	18%	(177)	40%	(392)	990
Unfavorable of Biden	6%	(67)	8%	(84)	9%	(96)	14%	(147)	22%	(236)	41%	(441)	1070
Very Favorable of Biden	11%	(53)	10%	(47)	12%	(57)	12%	(57)	18%	(85)	38%	(182)	480
Somewhat Favorable of Biden	7%	(34)	11%	(54)	11%	(54)	13%	(65)	18%	(92)	41%	(210)	510
Somewhat Unfavorable of Biden	5%	(14)	12%	(33)	7%	(20)	14%	(38)	22%	(62)	39%	(107)	275
Very Unfavorable of Biden	7%	(53)	6%	(50)	10%	(76)	14%	(109)	22%	(174)	42%	(333)	795
#1 Issue: Economy	8%	(70)	10%	(86)	11%	(94)	15%	(123)	21%	(172)	35%	(288)	833
#1 Issue: Security	7%	(21)	8%	(26)	9%	(27)	11%	(35)	21%	(65)	44%	(136)	311
#1 Issue: Health Care	8%	(16)	17%	(36)	10%	(20)	10%	(22)	14%	(30)	42%	(90)	214
#1 Issue: Medicare / Social Security	5%	(14)	7%	(17)	4%	(10)	10%	(24)	22%	(55)	52%	(128)	248
#1 Issue: Women's Issues	5%	(11)	6%	(13)	11%	(25)	13%	(30)	19%	(45)	47%	(108)	233
#1 Issue: Education	6%	(5)	6%	(5)	8%	(7)	13%	(10)	33%	(27)	34%	(28)	81
#1 Issue: Energy	12%	(18)	11%	(16)	15%	(22)	15%	(22)	11%	(16)	37%	(56)	151
#1 Issue: Other	1%	(2)	2%	(3)	4%	(6)	8%	(11)	33%	(44)	51%	(68)	133
2022 House Vote: Democrat	9%	(85)	12%	(106)	11%	(104)	13%	(121)	18%	(167)	37%	(337)	919
2022 House Vote: Republican	7%	(47)	8%	(55)	11%	(74)	14%	(95)	22%	(147)	38%	(254)	673
2022 House Vote: Someone else	3%	(2)	6%	(3)	11%	(6)	15%	(8)	24%	(13)	42%	(23)	54
2022 House Vote: Didn't Vote	4%	(23)	7%	(38)	5%	(29)	9%	(52)	23%	(127)	52%	(289)	558
2020 Vote: Joe Biden	9%	(90)	10%	(98)	10%	(104)	12%	(122)	20%	(198)	38%	(381)	992
2020 Vote: Donald Trump	7%	(45)	8%	(56)	11%	(71)	15%	(101)	23%	(151)	37%	(245)	669
2020 Vote: Other	3%	(2)	4%	(3)	10%	(7)	8%	(6)	31%	(22)	43%	(30)	70
2020 Vote: Didn't Vote	4%	(19)	10%	(46)	6%	(30)	10%	(48)	18%	(83)	52%	(246)	473

Continued on next page

Table FZKHQF1_2: About how often do you attend each of the following events?

Sporting events

Demographic	At least once a month	At least once every three months	At least once every six months	At least once a year	Less often than once a year	Never	Total N
Adults	7% (156)	9% (203)	10% (212)	13% (277)	21% (454)	41% (903)	2204
2018 House Vote: Democrat	11% (83)	11% (83)	12% (91)	13% (101)	22% (173)	32% (255)	787
2018 House Vote: Republican	7% (41)	9% (53)	12% (69)	14% (84)	19% (113)	40% (237)	597
2018 House Vote: Someone else	3% (1)	6% (3)	6% (3)	11% (6)	38% (20)	36% (19)	52
2018 House Vote: Didnt Vote	4% (31)	8% (63)	6% (49)	11% (86)	19% (147)	51% (391)	768
4-Region: Northeast	7% (28)	9% (35)	13% (49)	11% (43)	19% (73)	41% (158)	386
4-Region: Midwest	7% (31)	13% (59)	9% (41)	15% (70)	21% (94)	35% (160)	455
4-Region: South	6% (53)	6% (54)	9% (74)	12% (100)	22% (186)	45% (375)	841
4-Region: West	9% (44)	11% (55)	9% (48)	12% (64)	19% (101)	40% (210)	522
Concertgoers	22% (103)	26% (125)	23% (111)	10% (50)	8% (39)	10% (48)	475
Taylor Swift Fans	9% (101)	11% (134)	12% (143)	14% (167)	20% (234)	34% (395)	1174
Taylor Swift Avid Fans	13% (45)	12% (43)	17% (60)	14% (49)	16% (56)	29% (104)	356
Swifties	18% (56)	12% (38)	21% (66)	14% (44)	9% (29)	25% (76)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF1_3: About how often do you attend each of the following events?

Comedy shows

Demographic	At least once a month		At least once every three months		At least once every six months		At least once a year		Less often than once a year		Never	Total N	
Adults	5%	(111)	5%	(111)	7%	(148)	10%	(211)	24%	(519)	50%	(1105)	2204
Gender: Male	7%	(70)	7%	(73)	11%	(114)	11%	(116)	22%	(236)	43%	(459)	1068
Gender: Female	4%	(41)	3%	(38)	3%	(34)	8%	(95)	25%	(281)	57%	(638)	1128
Age: 18-34	8%	(48)	7%	(46)	10%	(65)	12%	(75)	20%	(125)	43%	(272)	632
Age: 35-44	7%	(27)	9%	(35)	8%	(32)	13%	(48)	21%	(78)	41%	(153)	372
Age: 45-64	3%	(22)	3%	(24)	6%	(42)	8%	(58)	29%	(204)	51%	(362)	712
Age: 65+	3%	(14)	1%	(6)	2%	(9)	6%	(30)	23%	(112)	65%	(318)	488
GenZers: 1997-2012	8%	(19)	8%	(19)	9%	(22)	10%	(23)	17%	(43)	49%	(120)	246
Millennials: 1981-1996	8%	(54)	8%	(57)	11%	(73)	13%	(85)	20%	(138)	40%	(270)	677
GenXers: 1965-1980	3%	(16)	5%	(27)	7%	(40)	11%	(56)	27%	(143)	47%	(250)	532
Baby Boomers: 1946-1964	3%	(22)	1%	(8)	1%	(10)	7%	(46)	27%	(187)	60%	(413)	686
PID: Dem (no lean)	7%	(60)	7%	(66)	8%	(71)	9%	(84)	23%	(201)	46%	(405)	886
PID: Ind (no lean)	3%	(20)	3%	(20)	5%	(33)	11%	(69)	26%	(168)	52%	(341)	650
PID: Rep (no lean)	5%	(31)	4%	(25)	7%	(45)	9%	(58)	23%	(150)	54%	(359)	668
PID/Gender: Dem Men	11%	(50)	10%	(43)	13%	(58)	10%	(43)	20%	(87)	36%	(157)	437
PID/Gender: Dem Women	2%	(10)	5%	(23)	3%	(13)	9%	(41)	25%	(112)	55%	(243)	442
PID/Gender: Ind Men	2%	(7)	5%	(16)	7%	(21)	14%	(42)	25%	(77)	46%	(140)	304
PID/Gender: Ind Women	4%	(13)	1%	(3)	3%	(11)	8%	(27)	26%	(90)	58%	(201)	346
PID/Gender: Rep Men	4%	(14)	4%	(14)	11%	(35)	10%	(31)	22%	(71)	50%	(162)	327
PID/Gender: Rep Women	5%	(18)	3%	(11)	3%	(10)	8%	(27)	23%	(79)	57%	(194)	339
Ideo: Liberal (1-3)	6%	(42)	5%	(31)	9%	(62)	11%	(76)	26%	(175)	42%	(282)	667
Ideo: Moderate (4)	5%	(30)	4%	(24)	6%	(34)	12%	(74)	24%	(144)	50%	(299)	603
Ideo: Conservative (5-7)	4%	(26)	7%	(53)	7%	(50)	8%	(55)	22%	(161)	52%	(375)	721
Educ: < College	4%	(65)	4%	(62)	6%	(84)	9%	(129)	22%	(313)	55%	(787)	1440
Educ: Bachelors degree	4%	(20)	7%	(32)	8%	(39)	12%	(58)	27%	(131)	42%	(205)	485
Educ: Post-grad	10%	(27)	6%	(16)	9%	(25)	9%	(24)	27%	(75)	40%	(112)	279
Income: Under 50k	5%	(52)	5%	(52)	5%	(55)	6%	(73)	22%	(252)	57%	(646)	1131
Income: 50k-100k	4%	(28)	4%	(30)	9%	(57)	12%	(80)	25%	(167)	46%	(309)	672
Income: 100k+	8%	(31)	7%	(29)	9%	(35)	14%	(58)	25%	(99)	37%	(149)	402
Ethnicity: White	5%	(78)	5%	(92)	6%	(105)	9%	(158)	24%	(410)	50%	(858)	1701

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Table FZKHQF1_3: About how often do you attend each of the following events?

Comedy shows

Demographic	At least once a month		At least once every three months		At least once every six months		At least once a year		Less often than once a year		Never	Total N	
Adults	5%	(111)	5%	(111)	7%	(148)	10%	(211)	24%	(519)	50%	(1105)	2204
Ethnicity: Hispanic	5%	(20)	12%	(44)	8%	(30)	13%	(51)	15%	(56)	47%	(178)	380
Ethnicity: Black	9%	(25)	5%	(14)	9%	(25)	11%	(31)	20%	(56)	46%	(131)	283
Ethnicity: Other	4%	(8)	2%	(5)	8%	(17)	10%	(22)	24%	(53)	52%	(115)	220
All Christian	5%	(50)	5%	(49)	8%	(72)	8%	(74)	23%	(215)	50%	(459)	919
All Non-Christian	14%	(21)	15%	(23)	10%	(16)	13%	(21)	9%	(14)	38%	(59)	154
Atheist	5%	(6)	1%	(2)	10%	(12)	8%	(9)	27%	(32)	49%	(59)	120
Agnostic/Nothing in particular	4%	(25)	2%	(15)	4%	(27)	10%	(60)	28%	(173)	52%	(325)	625
Something Else	2%	(9)	6%	(21)	5%	(21)	12%	(48)	22%	(85)	53%	(203)	387
Religious Non-Protestant/Catholic	12%	(21)	13%	(24)	9%	(16)	12%	(21)	12%	(21)	42%	(75)	178
Evangelical	5%	(27)	7%	(37)	6%	(30)	7%	(36)	21%	(109)	55%	(288)	527
Non-Evangelical	4%	(27)	4%	(33)	8%	(60)	12%	(84)	24%	(178)	48%	(351)	733
Community: Urban	6%	(38)	7%	(44)	8%	(51)	10%	(60)	20%	(121)	48%	(290)	605
Community: Suburban	5%	(50)	4%	(42)	7%	(80)	11%	(119)	26%	(286)	48%	(527)	1104
Community: Rural	5%	(23)	5%	(24)	3%	(16)	6%	(32)	23%	(112)	58%	(288)	495
Employ: Private Sector	7%	(52)	6%	(48)	13%	(94)	14%	(105)	24%	(182)	35%	(264)	744
Employ: Government	10%	(13)	13%	(17)	8%	(11)	9%	(12)	26%	(35)	34%	(45)	135
Employ: Self-Employed	4%	(8)	4%	(8)	8%	(15)	12%	(23)	28%	(52)	43%	(80)	186
Employ: Homemaker	2%	(3)	1%	(2)	7%	(9)	6%	(9)	23%	(34)	60%	(88)	146
Employ: Student	8%	(5)	2%	(1)	2%	(2)	10%	(7)	20%	(13)	58%	(38)	66
Employ: Retired	2%	(13)	1%	(3)	2%	(9)	6%	(35)	25%	(137)	64%	(354)	551
Employ: Unemployed	5%	(13)	10%	(25)	1%	(4)	5%	(14)	17%	(46)	62%	(162)	264
Employ: Other	3%	(4)	5%	(6)	4%	(4)	5%	(6)	18%	(20)	64%	(72)	112
Military HH: Yes	7%	(24)	6%	(20)	5%	(17)	7%	(24)	27%	(91)	47%	(159)	335
Military HH: No	5%	(87)	5%	(91)	7%	(130)	10%	(187)	23%	(427)	51%	(946)	1869
RD/WT: Right Direction	9%	(65)	7%	(54)	11%	(87)	9%	(71)	20%	(153)	43%	(325)	754
RD/WT: Wrong Track	3%	(46)	4%	(57)	4%	(61)	10%	(140)	25%	(366)	54%	(780)	1450
Biden Job Approve	7%	(70)	7%	(69)	8%	(81)	10%	(100)	22%	(222)	46%	(454)	995
Biden Job Disapprove	4%	(39)	4%	(41)	6%	(66)	10%	(109)	25%	(273)	52%	(562)	1090

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Table FZKHQF1_3: About how often do you attend each of the following events?*Comedy shows*

Demographic	At least once a month		At least once every three months		At least once every six months		At least once a year		Less often than once a year		Never	Total N	
Adults	5%	(111)	5%	(111)	7%	(148)	10%	(211)	24%	(519)	50%	(1105)	2204
Biden Job Strongly Approve	11%	(53)	8%	(37)	10%	(48)	10%	(47)	20%	(95)	40%	(188)	469
Biden Job Somewhat Approve	3%	(17)	6%	(31)	6%	(32)	10%	(53)	24%	(127)	51%	(266)	526
Biden Job Somewhat Disapprove	2%	(8)	2%	(8)	7%	(24)	14%	(44)	27%	(85)	48%	(152)	320
Biden Job Strongly Disapprove	4%	(31)	4%	(34)	5%	(42)	8%	(64)	24%	(188)	53%	(410)	770
Favorable of Biden	7%	(66)	5%	(53)	8%	(79)	10%	(100)	22%	(221)	48%	(472)	990
Unfavorable of Biden	4%	(38)	4%	(40)	6%	(66)	10%	(106)	25%	(268)	52%	(551)	1070
Very Favorable of Biden	10%	(46)	7%	(34)	9%	(42)	10%	(50)	20%	(97)	44%	(211)	480
Somewhat Favorable of Biden	4%	(20)	4%	(19)	7%	(38)	10%	(50)	24%	(124)	51%	(260)	510
Somewhat Unfavorable of Biden	3%	(9)	3%	(8)	8%	(21)	11%	(31)	24%	(67)	50%	(138)	275
Very Unfavorable of Biden	4%	(29)	4%	(32)	6%	(45)	9%	(75)	25%	(201)	52%	(413)	795
#1 Issue: Economy	5%	(45)	4%	(37)	9%	(72)	11%	(94)	26%	(214)	44%	(371)	833
#1 Issue: Security	4%	(13)	4%	(12)	6%	(19)	5%	(17)	23%	(71)	57%	(178)	311
#1 Issue: Health Care	8%	(18)	8%	(17)	7%	(16)	8%	(18)	17%	(37)	51%	(108)	214
#1 Issue: Medicare / Social Security	2%	(5)	1%	(3)	2%	(5)	7%	(17)	25%	(62)	63%	(157)	248
#1 Issue: Women's Issues	3%	(8)	3%	(8)	5%	(13)	9%	(22)	24%	(57)	54%	(126)	233
#1 Issue: Education	7%	(6)	6%	(5)	12%	(10)	21%	(17)	23%	(18)	32%	(26)	81
#1 Issue: Energy	10%	(15)	12%	(17)	6%	(10)	13%	(20)	19%	(28)	41%	(61)	151
#1 Issue: Other	2%	(2)	8%	(11)	2%	(3)	6%	(7)	24%	(32)	59%	(78)	133
2022 House Vote: Democrat	7%	(68)	6%	(55)	8%	(72)	11%	(105)	23%	(214)	44%	(404)	919
2022 House Vote: Republican	4%	(25)	5%	(32)	7%	(46)	10%	(67)	24%	(160)	51%	(343)	673
2022 House Vote: Someone else	1%	(1)	4%	(2)	9%	(5)	6%	(3)	31%	(16)	49%	(26)	54
2022 House Vote: Didn't Vote	3%	(18)	4%	(22)	4%	(24)	6%	(35)	23%	(128)	59%	(332)	558
2020 Vote: Joe Biden	7%	(66)	5%	(50)	8%	(76)	11%	(112)	23%	(230)	46%	(458)	992
2020 Vote: Donald Trump	3%	(20)	5%	(32)	6%	(39)	10%	(67)	25%	(167)	52%	(345)	669
2020 Vote: Other	1%	(1)	5%	(3)	5%	(3)	3%	(2)	46%	(32)	41%	(29)	70
2020 Vote: Didn't Vote	5%	(24)	5%	(26)	6%	(30)	6%	(30)	19%	(90)	58%	(273)	473

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Table FZKHQF1_3: About how often do you attend each of the following events?

Comedy shows

Demographic	At least once a month		At least once every three months		At least once every six months		At least once a year		Less often than once a year		Never	Total N	
Adults	5%	(111)	5%	(111)	7%	(148)	10%	(211)	24%	(519)	50%	(1105)	2204
2018 House Vote: Democrat	8%	(60)	6%	(47)	8%	(66)	12%	(91)	26%	(201)	41%	(323)	787
2018 House Vote: Republican	4%	(26)	3%	(20)	7%	(43)	9%	(56)	24%	(142)	52%	(310)	597
2018 House Vote: Someone else	2%	(1)	1%	(1)	6%	(3)	4%	(2)	42%	(22)	45%	(23)	52
2018 House Vote: Didnt Vote	3%	(24)	6%	(43)	5%	(36)	8%	(62)	20%	(154)	58%	(449)	768
4-Region: Northeast	6%	(22)	8%	(30)	6%	(25)	12%	(47)	23%	(87)	45%	(175)	386
4-Region: Midwest	6%	(26)	2%	(11)	8%	(38)	8%	(37)	27%	(124)	48%	(219)	455
4-Region: South	4%	(35)	5%	(42)	6%	(47)	8%	(64)	25%	(207)	53%	(445)	841
4-Region: West	5%	(27)	5%	(28)	7%	(38)	12%	(63)	19%	(100)	51%	(265)	522
Concertgoers	17%	(82)	16%	(76)	18%	(85)	15%	(71)	14%	(67)	20%	(93)	475
Taylor Swift Fans	7%	(78)	7%	(79)	8%	(98)	11%	(131)	25%	(297)	42%	(491)	1174
Taylor Swift Avid Fans	15%	(53)	7%	(26)	10%	(36)	13%	(45)	25%	(87)	30%	(108)	356
Swifties	18%	(56)	12%	(37)	17%	(51)	14%	(43)	15%	(47)	24%	(74)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF2_1: How often, if at all, do you use the following platforms to listen to music?**YouTube**

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	40%	(882)	29%	(641)	14%	(316)	17%	(365)	2204
Gender: Male	44%	(474)	27%	(293)	13%	(144)	15%	(157)	1068
Gender: Female	36%	(403)	31%	(345)	15%	(172)	18%	(207)	1128
Age: 18-34	54%	(340)	27%	(171)	14%	(88)	5%	(33)	632
Age: 35-44	47%	(176)	32%	(118)	15%	(54)	6%	(24)	372
Age: 45-64	40%	(283)	30%	(214)	14%	(102)	16%	(113)	712
Age: 65+	17%	(84)	28%	(138)	15%	(71)	40%	(195)	488
GenZers: 1997-2012	52%	(128)	25%	(62)	18%	(44)	5%	(11)	246
Millennials: 1981-1996	52%	(355)	29%	(196)	13%	(85)	6%	(41)	677
GenXers: 1965-1980	46%	(247)	27%	(143)	13%	(72)	13%	(70)	532
Baby Boomers: 1946-1964	21%	(142)	33%	(225)	16%	(111)	30%	(208)	686
PID: Dem (no lean)	44%	(394)	29%	(255)	13%	(113)	14%	(125)	886
PID: Ind (no lean)	41%	(266)	28%	(181)	15%	(101)	16%	(102)	650
PID: Rep (no lean)	33%	(222)	31%	(205)	15%	(103)	21%	(138)	668
PID/Gender: Dem Men	51%	(221)	26%	(114)	12%	(51)	12%	(51)	437
PID/Gender: Dem Women	38%	(169)	31%	(139)	14%	(61)	16%	(73)	442
PID/Gender: Ind Men	45%	(135)	28%	(84)	16%	(49)	12%	(35)	304
PID/Gender: Ind Women	38%	(131)	28%	(97)	15%	(52)	19%	(67)	346
PID/Gender: Rep Men	36%	(117)	29%	(95)	14%	(45)	21%	(70)	327
PID/Gender: Rep Women	30%	(103)	32%	(110)	17%	(58)	20%	(68)	339
Ideo: Liberal (1-3)	44%	(293)	31%	(204)	14%	(94)	11%	(76)	667
Ideo: Moderate (4)	44%	(267)	26%	(157)	13%	(76)	17%	(102)	603
Ideo: Conservative (5-7)	33%	(235)	30%	(217)	15%	(108)	22%	(160)	721
Educ: < College	42%	(608)	29%	(414)	13%	(187)	16%	(231)	1440
Educ: Bachelors degree	37%	(179)	30%	(144)	16%	(77)	17%	(84)	485
Educ: Post-grad	34%	(95)	30%	(83)	19%	(52)	18%	(49)	279
Income: Under 50k	43%	(487)	28%	(317)	13%	(151)	15%	(175)	1131
Income: 50k-100k	38%	(255)	29%	(196)	15%	(104)	17%	(116)	672
Income: 100k+	35%	(140)	32%	(127)	15%	(61)	18%	(74)	402
Ethnicity: White	36%	(616)	29%	(501)	15%	(260)	19%	(324)	1701
Ethnicity: Hispanic	51%	(194)	25%	(94)	15%	(56)	9%	(35)	380
Ethnicity: Black	59%	(167)	28%	(78)	9%	(24)	5%	(14)	283

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Table FZKHQF2_1: How often, if at all, do you use the following platforms to listen to music?

YouTube

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	40%	(882)	29%	(641)	14%	(316)	17%	(365)	2204
Ethnicity: Other	45%	(100)	28%	(62)	15%	(32)	12%	(26)	220
All Christian	35%	(326)	28%	(258)	14%	(124)	23%	(211)	919
All Non-Christian	44%	(67)	35%	(54)	9%	(14)	11%	(18)	154
Atheist	43%	(51)	25%	(30)	21%	(25)	11%	(14)	120
Agnostic/Nothing in particular	40%	(249)	31%	(192)	15%	(93)	15%	(91)	625
Something Else	49%	(188)	28%	(107)	16%	(60)	8%	(31)	387
Religious Non-Protestant/Catholic	42%	(74)	33%	(59)	12%	(21)	13%	(24)	178
Evangelical	44%	(230)	29%	(154)	13%	(67)	14%	(76)	527
Non-Evangelical	37%	(270)	27%	(197)	15%	(108)	22%	(158)	733
Community: Urban	46%	(277)	27%	(166)	13%	(77)	14%	(85)	605
Community: Suburban	39%	(436)	29%	(316)	14%	(157)	18%	(196)	1104
Community: Rural	34%	(170)	32%	(159)	17%	(82)	17%	(84)	495
Employ: Private Sector	47%	(351)	27%	(203)	15%	(114)	10%	(77)	744
Employ: Government	46%	(61)	31%	(41)	16%	(21)	8%	(11)	135
Employ: Self-Employed	56%	(104)	28%	(52)	11%	(20)	5%	(10)	186
Employ: Homemaker	44%	(64)	28%	(41)	12%	(18)	16%	(23)	146
Employ: Student	57%	(38)	18%	(12)	17%	(11)	8%	(5)	66
Employ: Retired	18%	(97)	30%	(166)	14%	(79)	38%	(209)	551
Employ: Unemployed	49%	(131)	34%	(89)	11%	(29)	6%	(15)	264
Employ: Other	32%	(36)	33%	(38)	22%	(25)	12%	(14)	112
Military HH: Yes	35%	(116)	28%	(95)	12%	(42)	25%	(83)	335
Military HH: No	41%	(766)	29%	(546)	15%	(275)	15%	(282)	1869
RD/WT: Right Direction	46%	(343)	27%	(207)	13%	(96)	14%	(108)	754
RD/WT: Wrong Track	37%	(539)	30%	(434)	15%	(221)	18%	(256)	1450
Biden Job Approve	43%	(432)	27%	(269)	13%	(131)	16%	(163)	995
Biden Job Disapprove	38%	(411)	30%	(322)	16%	(174)	17%	(182)	1090
Biden Job Strongly Approve	43%	(203)	27%	(126)	15%	(68)	15%	(71)	469
Biden Job Somewhat Approve	44%	(230)	27%	(142)	12%	(63)	17%	(92)	526
Biden Job Somewhat Disapprove	42%	(136)	31%	(100)	15%	(48)	11%	(37)	320
Biden Job Strongly Disapprove	36%	(276)	29%	(222)	16%	(126)	19%	(146)	770

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Table FZKHQF2_1: How often, if at all, do you use the following platforms to listen to music?*YouTube*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	40%	(882)	29%	(641)	14%	(316)	17%	(365)	2204
Favorable of Biden	43%	(422)	28%	(275)	13%	(133)	16%	(161)	990
Unfavorable of Biden	38%	(403)	29%	(306)	16%	(174)	17%	(187)	1070
Very Favorable of Biden	44%	(212)	27%	(128)	13%	(64)	16%	(76)	480
Somewhat Favorable of Biden	41%	(210)	29%	(147)	13%	(68)	17%	(85)	510
Somewhat Unfavorable of Biden	45%	(123)	28%	(76)	14%	(39)	14%	(37)	275
Very Unfavorable of Biden	35%	(280)	29%	(230)	17%	(135)	19%	(150)	795
#1 Issue: Economy	44%	(366)	30%	(246)	13%	(111)	13%	(110)	833
#1 Issue: Security	34%	(106)	33%	(102)	15%	(46)	18%	(57)	311
#1 Issue: Health Care	52%	(111)	23%	(49)	15%	(31)	10%	(22)	214
#1 Issue: Medicare / Social Security	24%	(61)	30%	(74)	11%	(28)	35%	(86)	248
#1 Issue: Women's Issues	36%	(85)	36%	(84)	15%	(35)	13%	(30)	233
#1 Issue: Education	48%	(38)	22%	(18)	26%	(21)	4%	(3)	81
#1 Issue: Energy	38%	(57)	24%	(36)	16%	(25)	22%	(33)	151
#1 Issue: Other	43%	(58)	24%	(32)	15%	(20)	18%	(24)	133
2022 House Vote: Democrat	43%	(400)	28%	(255)	13%	(116)	16%	(148)	919
2022 House Vote: Republican	35%	(236)	29%	(197)	15%	(102)	21%	(138)	673
2022 House Vote: Someone else	38%	(20)	34%	(18)	9%	(5)	19%	(10)	54
2022 House Vote: Didnt Vote	41%	(227)	30%	(170)	17%	(94)	12%	(68)	558
2020 Vote: Joe Biden	43%	(427)	28%	(276)	13%	(127)	16%	(161)	992
2020 Vote: Donald Trump	34%	(229)	32%	(214)	14%	(96)	20%	(131)	669
2020 Vote: Other	29%	(20)	29%	(20)	25%	(17)	17%	(12)	70
2020 Vote: Didn't Vote	44%	(206)	28%	(131)	16%	(76)	13%	(60)	473
2018 House Vote: Democrat	43%	(337)	27%	(211)	13%	(105)	17%	(134)	787
2018 House Vote: Republican	32%	(193)	32%	(193)	14%	(85)	21%	(127)	597
2018 House Vote: Someone else	21%	(11)	31%	(16)	34%	(17)	15%	(8)	52
2018 House Vote: Didnt Vote	45%	(342)	29%	(221)	14%	(110)	12%	(96)	768
4-Region: Northeast	41%	(158)	26%	(99)	17%	(64)	17%	(65)	386
4-Region: Midwest	39%	(178)	29%	(133)	13%	(57)	19%	(88)	455
4-Region: South	42%	(350)	29%	(242)	15%	(125)	15%	(124)	841
4-Region: West	38%	(196)	32%	(167)	14%	(71)	17%	(88)	522
Concertgoers	49%	(235)	28%	(133)	12%	(58)	10%	(49)	475

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Table FZKHQF2_1: How often, if at all, do you use the following platforms to listen to music?

YouTube

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	40%	(882)	29%	(641)	14%	(316)	17%	(365)	2204
Taylor Swift Fans	42%	(494)	30%	(354)	13%	(158)	14%	(168)	1174
Taylor Swift Avid Fans	46%	(164)	33%	(118)	11%	(39)	10%	(36)	356
Swifties	56%	(173)	25%	(77)	12%	(36)	7%	(22)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF2_2: How often, if at all, do you use the following platforms to listen to music?*Spotify*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	22%	(475)	15%	(334)	11%	(233)	53%	(1162)	2204
Gender: Male	23%	(245)	18%	(193)	9%	(101)	49%	(528)	1068
Gender: Female	20%	(225)	12%	(138)	12%	(132)	56%	(633)	1128
Age: 18-34	39%	(248)	20%	(126)	12%	(78)	29%	(180)	632
Age: 35-44	31%	(114)	18%	(67)	13%	(48)	38%	(143)	372
Age: 45-64	11%	(81)	15%	(110)	11%	(75)	63%	(445)	712
Age: 65+	6%	(32)	6%	(31)	7%	(32)	81%	(393)	488
GenZers: 1997-2012	50%	(123)	22%	(55)	10%	(25)	17%	(42)	246
Millennials: 1981-1996	33%	(226)	19%	(127)	13%	(88)	35%	(236)	677
GenXers: 1965-1980	12%	(66)	17%	(90)	13%	(67)	58%	(310)	532
Baby Boomers: 1946-1964	8%	(55)	9%	(60)	8%	(52)	76%	(519)	686
PID: Dem (no lean)	25%	(224)	17%	(152)	10%	(91)	47%	(420)	886
PID: Ind (no lean)	19%	(120)	15%	(94)	12%	(79)	55%	(357)	650
PID: Rep (no lean)	20%	(131)	13%	(88)	9%	(63)	58%	(385)	668
PID/Gender: Dem Men	29%	(125)	21%	(94)	9%	(37)	41%	(181)	437
PID/Gender: Dem Women	22%	(96)	12%	(55)	12%	(53)	54%	(238)	442
PID/Gender: Ind Men	16%	(48)	18%	(56)	11%	(34)	54%	(165)	304
PID/Gender: Ind Women	21%	(72)	11%	(38)	13%	(45)	55%	(191)	346
PID/Gender: Rep Men	22%	(72)	13%	(44)	9%	(30)	56%	(182)	327
PID/Gender: Rep Women	17%	(57)	13%	(44)	10%	(34)	60%	(203)	339
Ideo: Liberal (1-3)	28%	(189)	15%	(100)	11%	(74)	46%	(305)	667
Ideo: Moderate (4)	19%	(116)	17%	(103)	10%	(61)	54%	(323)	603
Ideo: Conservative (5-7)	20%	(143)	14%	(104)	8%	(61)	57%	(413)	721
Educ: < College	20%	(282)	15%	(214)	11%	(163)	54%	(782)	1440
Educ: Bachelors degree	26%	(124)	13%	(64)	10%	(48)	51%	(249)	485
Educ: Post-grad	25%	(69)	20%	(56)	8%	(22)	47%	(131)	279
Income: Under 50k	19%	(210)	13%	(150)	12%	(134)	56%	(637)	1131
Income: 50k-100k	24%	(158)	18%	(118)	8%	(56)	51%	(340)	672
Income: 100k+	27%	(107)	17%	(66)	11%	(43)	46%	(185)	402
Ethnicity: White	22%	(372)	14%	(240)	10%	(173)	54%	(915)	1701
Ethnicity: Hispanic	32%	(123)	17%	(65)	13%	(50)	37%	(141)	380
Ethnicity: Black	22%	(61)	18%	(50)	12%	(35)	48%	(137)	283

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Table FZKHQF2_2: How often, if at all, do you use the following platforms to listen to music?

Spotify

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	22%	(475)	15%	(334)	11%	(233)	53%	(1162)	2204
Ethnicity: Other	19%	(42)	20%	(44)	11%	(24)	50%	(110)	220
All Christian	17%	(158)	14%	(133)	10%	(89)	59%	(538)	919
All Non-Christian	30%	(46)	19%	(30)	10%	(15)	41%	(63)	154
Atheist	34%	(41)	8%	(9)	10%	(12)	48%	(58)	120
Agnostic/Nothing in particular	24%	(152)	15%	(94)	11%	(71)	49%	(309)	625
Something Else	20%	(78)	18%	(69)	12%	(45)	50%	(195)	387
Religious Non-Protestant/Catholic	29%	(52)	22%	(38)	10%	(18)	39%	(70)	178
Evangelical	14%	(73)	16%	(83)	12%	(61)	59%	(309)	527
Non-Evangelical	20%	(149)	15%	(107)	10%	(70)	56%	(407)	733
Community: Urban	26%	(160)	17%	(105)	9%	(54)	47%	(286)	605
Community: Suburban	22%	(241)	14%	(151)	11%	(121)	54%	(592)	1104
Community: Rural	15%	(74)	16%	(78)	12%	(58)	58%	(284)	495
Employ: Private Sector	32%	(241)	19%	(142)	12%	(86)	37%	(275)	744
Employ: Government	23%	(32)	28%	(37)	11%	(15)	38%	(51)	135
Employ: Self-Employed	18%	(34)	18%	(34)	16%	(29)	48%	(89)	186
Employ: Homemaker	15%	(22)	10%	(14)	9%	(13)	66%	(96)	146
Employ: Student	48%	(32)	16%	(10)	15%	(10)	22%	(14)	66
Employ: Retired	7%	(41)	6%	(35)	7%	(38)	79%	(438)	551
Employ: Unemployed	20%	(54)	16%	(43)	13%	(34)	51%	(134)	264
Employ: Other	18%	(20)	18%	(20)	7%	(8)	58%	(65)	112
Military HH: Yes	16%	(55)	14%	(48)	12%	(39)	58%	(195)	335
Military HH: No	22%	(420)	15%	(287)	10%	(194)	52%	(968)	1869
RD/WT: Right Direction	23%	(177)	17%	(129)	12%	(89)	48%	(359)	754
RD/WT: Wrong Track	21%	(298)	14%	(205)	10%	(143)	55%	(803)	1450
Biden Job Approve	22%	(221)	17%	(166)	11%	(110)	50%	(497)	995
Biden Job Disapprove	22%	(241)	14%	(150)	10%	(113)	54%	(585)	1090
Biden Job Strongly Approve	25%	(115)	17%	(80)	9%	(42)	50%	(232)	469
Biden Job Somewhat Approve	20%	(106)	16%	(86)	13%	(69)	50%	(265)	526
Biden Job Somewhat Disapprove	29%	(94)	15%	(46)	15%	(47)	41%	(132)	320
Biden Job Strongly Disapprove	19%	(147)	13%	(104)	9%	(66)	59%	(453)	770

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Table FZKHQF2_2: How often, if at all, do you use the following platforms to listen to music?
Spotify

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	22%	(475)	15%	(334)	11%	(233)	53%	(1162)	2204
Favorable of Biden	22%	(219)	16%	(154)	11%	(114)	51%	(504)	990
Unfavorable of Biden	21%	(226)	15%	(161)	9%	(98)	55%	(584)	1070
Very Favorable of Biden	23%	(113)	15%	(70)	11%	(54)	51%	(244)	480
Somewhat Favorable of Biden	21%	(106)	17%	(85)	12%	(60)	51%	(259)	510
Somewhat Unfavorable of Biden	29%	(80)	18%	(50)	9%	(23)	44%	(121)	275
Very Unfavorable of Biden	18%	(147)	14%	(110)	9%	(75)	58%	(463)	795
#1 Issue: Economy	23%	(194)	17%	(140)	11%	(92)	49%	(408)	833
#1 Issue: Security	15%	(46)	13%	(39)	8%	(25)	65%	(202)	311
#1 Issue: Health Care	21%	(44)	19%	(40)	19%	(40)	42%	(90)	214
#1 Issue: Medicare / Social Security	9%	(24)	10%	(26)	8%	(20)	72%	(179)	248
#1 Issue: Women's Issues	29%	(69)	12%	(29)	11%	(26)	47%	(109)	233
#1 Issue: Education	40%	(33)	15%	(12)	11%	(9)	34%	(28)	81
#1 Issue: Energy	29%	(44)	16%	(24)	8%	(12)	47%	(70)	151
#1 Issue: Other	17%	(22)	19%	(26)	7%	(9)	57%	(76)	133
2022 House Vote: Democrat	26%	(242)	18%	(167)	9%	(85)	46%	(425)	919
2022 House Vote: Republican	20%	(132)	13%	(87)	9%	(57)	59%	(396)	673
2022 House Vote: Someone else	15%	(8)	18%	(10)	13%	(7)	54%	(29)	54
2022 House Vote: Didnt Vote	17%	(93)	13%	(70)	15%	(84)	56%	(312)	558
2020 Vote: Joe Biden	24%	(242)	17%	(168)	10%	(97)	49%	(485)	992
2020 Vote: Donald Trump	17%	(112)	14%	(91)	10%	(65)	60%	(402)	669
2020 Vote: Other	29%	(20)	11%	(7)	9%	(6)	52%	(36)	70
2020 Vote: Didn't Vote	21%	(101)	14%	(68)	14%	(65)	50%	(239)	473
2018 House Vote: Democrat	24%	(185)	18%	(143)	8%	(65)	50%	(394)	787
2018 House Vote: Republican	20%	(117)	11%	(65)	8%	(50)	61%	(365)	597
2018 House Vote: Someone else	21%	(11)	16%	(8)	14%	(7)	49%	(25)	52
2018 House Vote: Didnt Vote	21%	(162)	15%	(118)	14%	(110)	49%	(378)	768
4-Region: Northeast	24%	(93)	19%	(71)	12%	(46)	46%	(176)	386
4-Region: Midwest	21%	(96)	15%	(67)	8%	(38)	56%	(254)	455
4-Region: South	20%	(168)	14%	(116)	10%	(81)	57%	(475)	841
4-Region: West	22%	(117)	15%	(80)	13%	(67)	49%	(257)	522
Concertgoers	34%	(163)	23%	(108)	12%	(59)	31%	(146)	475

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Table FZKHQF2_2: How often, if at all, do you use the following platforms to listen to music?

Spotify

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	22%	(475)	15%	(334)	11%	(233)	53%	(1162)	2204
Taylor Swift Fans	22%	(256)	19%	(223)	12%	(142)	47%	(553)	1174
Taylor Swift Avid Fans	30%	(105)	20%	(70)	12%	(42)	39%	(139)	356
Swifties	35%	(109)	27%	(82)	14%	(42)	24%	(75)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF2_3: How often, if at all, do you use the following platforms to listen to music?*Apple Music*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	12%	(274)	11%	(245)	12%	(264)	64%	(1421)	2204
Gender: Male	13%	(142)	13%	(138)	13%	(139)	61%	(649)	1068
Gender: Female	12%	(132)	9%	(107)	11%	(125)	68%	(764)	1128
Age: 18-34	19%	(121)	13%	(83)	17%	(108)	51%	(321)	632
Age: 35-44	17%	(63)	20%	(73)	12%	(46)	51%	(190)	372
Age: 45-64	9%	(65)	8%	(55)	10%	(68)	74%	(525)	712
Age: 65+	5%	(25)	7%	(34)	9%	(43)	79%	(386)	488
GenZers: 1997-2012	23%	(56)	13%	(32)	17%	(42)	47%	(117)	246
Millennials: 1981-1996	16%	(108)	17%	(118)	15%	(98)	52%	(353)	677
GenXers: 1965-1980	11%	(57)	9%	(46)	12%	(61)	69%	(367)	532
Baby Boomers: 1946-1964	7%	(49)	7%	(46)	9%	(62)	77%	(530)	686
PID: Dem (no lean)	16%	(139)	15%	(131)	12%	(102)	58%	(514)	886
PID: Ind (no lean)	10%	(66)	9%	(58)	13%	(81)	68%	(445)	650
PID: Rep (no lean)	10%	(68)	8%	(56)	12%	(81)	69%	(462)	668
PID/Gender: Dem Men	17%	(72)	20%	(88)	14%	(59)	50%	(217)	437
PID/Gender: Dem Women	15%	(67)	10%	(43)	10%	(42)	66%	(291)	442
PID/Gender: Ind Men	13%	(38)	7%	(21)	12%	(36)	68%	(208)	304
PID/Gender: Ind Women	8%	(28)	11%	(37)	13%	(45)	68%	(237)	346
PID/Gender: Rep Men	10%	(32)	9%	(28)	13%	(43)	69%	(224)	327
PID/Gender: Rep Women	11%	(37)	8%	(28)	11%	(38)	70%	(236)	339
Ideo: Liberal (1-3)	14%	(97)	13%	(87)	12%	(82)	60%	(402)	667
Ideo: Moderate (4)	12%	(71)	9%	(53)	14%	(86)	65%	(393)	603
Ideo: Conservative (5-7)	11%	(77)	11%	(81)	10%	(74)	68%	(489)	721
Educ: < College	11%	(165)	9%	(136)	13%	(186)	66%	(953)	1440
Educ: Bachelors degree	13%	(63)	12%	(59)	10%	(49)	65%	(314)	485
Educ: Post-grad	16%	(45)	18%	(49)	11%	(30)	55%	(154)	279
Income: Under 50k	11%	(120)	8%	(96)	12%	(132)	69%	(783)	1131
Income: 50k-100k	12%	(82)	13%	(90)	12%	(83)	62%	(416)	672
Income: 100k+	18%	(72)	15%	(58)	12%	(49)	55%	(222)	402
Ethnicity: White	11%	(194)	10%	(177)	11%	(179)	68%	(1151)	1701
Ethnicity: Hispanic	18%	(67)	12%	(45)	16%	(61)	54%	(207)	380
Ethnicity: Black	18%	(51)	13%	(37)	18%	(51)	51%	(144)	283

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Table FZKHQF2_3: How often, if at all, do you use the following platforms to listen to music?

Apple Music

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	12%	(274)	11%	(245)	12%	(264)	64%	(1421)	2204
Ethnicity: Other	13%	(29)	14%	(30)	16%	(35)	57%	(126)	220
All Christian	14%	(127)	11%	(102)	10%	(89)	65%	(601)	919
All Non-Christian	21%	(33)	24%	(37)	6%	(10)	48%	(74)	154
Atheist	13%	(15)	6%	(7)	5%	(6)	76%	(91)	120
Agnostic/Nothing in particular	10%	(64)	9%	(54)	15%	(96)	66%	(411)	625
Something Else	9%	(34)	12%	(45)	17%	(64)	63%	(244)	387
Religious Non-Protestant/Catholic	20%	(36)	22%	(39)	6%	(11)	51%	(91)	178
Evangelical	11%	(57)	11%	(60)	12%	(65)	66%	(345)	527
Non-Evangelical	13%	(96)	11%	(81)	12%	(84)	64%	(472)	733
Community: Urban	15%	(92)	15%	(90)	11%	(66)	59%	(358)	605
Community: Suburban	12%	(133)	9%	(96)	13%	(146)	66%	(730)	1104
Community: Rural	10%	(49)	12%	(59)	11%	(52)	68%	(334)	495
Employ: Private Sector	18%	(134)	13%	(98)	14%	(107)	54%	(406)	744
Employ: Government	17%	(23)	24%	(33)	10%	(14)	49%	(65)	135
Employ: Self-Employed	15%	(28)	20%	(37)	14%	(27)	51%	(95)	186
Employ: Homemaker	8%	(12)	7%	(10)	7%	(10)	77%	(113)	146
Employ: Student	21%	(14)	12%	(8)	13%	(8)	55%	(36)	66
Employ: Retired	6%	(31)	6%	(34)	8%	(44)	80%	(441)	551
Employ: Unemployed	9%	(24)	5%	(14)	14%	(37)	72%	(189)	264
Employ: Other	7%	(8)	9%	(10)	15%	(17)	68%	(77)	112
Military HH: Yes	12%	(42)	15%	(50)	9%	(32)	63%	(212)	335
Military HH: No	12%	(232)	10%	(194)	12%	(233)	65%	(1210)	1869
RD/WT: Right Direction	16%	(118)	17%	(132)	15%	(109)	52%	(395)	754
RD/WT: Wrong Track	11%	(156)	8%	(113)	11%	(155)	71%	(1027)	1450
Biden Job Approve	14%	(144)	16%	(157)	12%	(117)	58%	(576)	995
Biden Job Disapprove	11%	(120)	8%	(82)	12%	(128)	70%	(760)	1090
Biden Job Strongly Approve	18%	(85)	21%	(97)	10%	(49)	51%	(237)	469
Biden Job Somewhat Approve	11%	(59)	11%	(60)	13%	(69)	64%	(339)	526
Biden Job Somewhat Disapprove	11%	(37)	6%	(21)	13%	(41)	69%	(222)	320
Biden Job Strongly Disapprove	11%	(83)	8%	(61)	11%	(86)	70%	(539)	770

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Table FZKHQF2_3: How often, if at all, do you use the following platforms to listen to music?*Apple Music*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	12%	(274)	11%	(245)	12%	(264)	64%	(1421)	2204
Favorable of Biden	15%	(146)	15%	(150)	12%	(120)	58%	(574)	990
Unfavorable of Biden	11%	(117)	7%	(79)	12%	(124)	70%	(750)	1070
Very Favorable of Biden	18%	(87)	20%	(96)	10%	(49)	52%	(249)	480
Somewhat Favorable of Biden	12%	(59)	11%	(54)	14%	(71)	64%	(326)	510
Somewhat Unfavorable of Biden	12%	(32)	9%	(25)	10%	(26)	69%	(191)	275
Very Unfavorable of Biden	11%	(85)	7%	(54)	12%	(97)	70%	(559)	795
#1 Issue: Economy	13%	(104)	11%	(95)	13%	(105)	63%	(529)	833
#1 Issue: Security	12%	(38)	11%	(34)	13%	(39)	64%	(200)	311
#1 Issue: Health Care	17%	(36)	6%	(13)	17%	(37)	60%	(128)	214
#1 Issue: Medicare / Social Security	7%	(16)	8%	(21)	9%	(21)	76%	(190)	248
#1 Issue: Women's Issues	12%	(28)	12%	(28)	11%	(25)	65%	(152)	233
#1 Issue: Education	17%	(14)	13%	(11)	20%	(16)	49%	(40)	81
#1 Issue: Energy	15%	(22)	23%	(35)	8%	(12)	54%	(82)	151
#1 Issue: Other	11%	(15)	6%	(7)	7%	(10)	76%	(102)	133
2022 House Vote: Democrat	15%	(141)	14%	(127)	12%	(111)	59%	(541)	919
2022 House Vote: Republican	10%	(69)	7%	(48)	12%	(81)	71%	(475)	673
2022 House Vote: Someone else	22%	(12)	10%	(6)	5%	(3)	62%	(33)	54
2022 House Vote: Didnt Vote	9%	(52)	11%	(64)	12%	(70)	67%	(372)	558
2020 Vote: Joe Biden	14%	(142)	13%	(124)	12%	(116)	62%	(611)	992
2020 Vote: Donald Trump	10%	(64)	7%	(49)	13%	(84)	70%	(472)	669
2020 Vote: Other	7%	(5)	6%	(4)	15%	(11)	72%	(50)	70
2020 Vote: Didn't Vote	13%	(63)	14%	(67)	11%	(53)	61%	(289)	473
2018 House Vote: Democrat	14%	(114)	14%	(109)	12%	(92)	60%	(471)	787
2018 House Vote: Republican	11%	(67)	7%	(42)	11%	(64)	71%	(424)	597
2018 House Vote: Someone else	10%	(5)	11%	(6)	20%	(10)	59%	(30)	52
2018 House Vote: Didnt Vote	11%	(87)	11%	(87)	13%	(98)	65%	(496)	768
4-Region: Northeast	14%	(54)	13%	(52)	15%	(56)	58%	(224)	386
4-Region: Midwest	13%	(60)	7%	(30)	14%	(62)	67%	(303)	455
4-Region: South	10%	(88)	11%	(95)	12%	(104)	66%	(554)	841
4-Region: West	14%	(71)	13%	(68)	8%	(43)	65%	(340)	522
Concertgoers	20%	(94)	22%	(105)	10%	(46)	48%	(230)	475

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Table FZKHQF2_3: How often, if at all, do you use the following platforms to listen to music?

Apple Music

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	12%	(274)	11%	(245)	12%	(264)	64%	(1421)	2204
Taylor Swift Fans	15%	(181)	15%	(177)	13%	(154)	56%	(663)	1174
Taylor Swift Avid Fans	23%	(82)	19%	(66)	13%	(46)	46%	(162)	356
Swifties	28%	(86)	26%	(80)	15%	(45)	32%	(98)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF2_4: How often, if at all, do you use the following platforms to listen to music?*Amazon Prime Music*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	13%	(294)	17%	(365)	14%	(305)	56%	(1240)	2204
Gender: Male	14%	(149)	18%	(197)	14%	(145)	54%	(576)	1068
Gender: Female	13%	(145)	15%	(167)	14%	(159)	58%	(656)	1128
Age: 18-34	11%	(71)	17%	(110)	15%	(93)	57%	(358)	632
Age: 35-44	20%	(74)	20%	(75)	19%	(70)	41%	(153)	372
Age: 45-64	12%	(88)	15%	(107)	13%	(93)	60%	(425)	712
Age: 65+	13%	(62)	15%	(72)	10%	(49)	62%	(304)	488
GenZers: 1997-2012	8%	(21)	15%	(37)	10%	(26)	66%	(163)	246
Millennials: 1981-1996	17%	(114)	18%	(123)	18%	(125)	47%	(315)	677
GenXers: 1965-1980	12%	(66)	18%	(98)	14%	(75)	55%	(293)	532
Baby Boomers: 1946-1964	13%	(87)	14%	(99)	11%	(77)	62%	(422)	686
PID: Dem (no lean)	16%	(139)	20%	(181)	16%	(138)	48%	(429)	886
PID: Ind (no lean)	10%	(68)	14%	(93)	13%	(83)	62%	(406)	650
PID: Rep (no lean)	13%	(87)	14%	(91)	13%	(84)	61%	(406)	668
PID/Gender: Dem Men	19%	(83)	23%	(100)	15%	(66)	43%	(189)	437
PID/Gender: Dem Women	13%	(56)	18%	(81)	16%	(72)	53%	(235)	442
PID/Gender: Ind Men	10%	(29)	15%	(46)	13%	(38)	63%	(190)	304
PID/Gender: Ind Women	11%	(39)	13%	(47)	13%	(45)	62%	(215)	346
PID/Gender: Rep Men	11%	(37)	16%	(52)	13%	(41)	60%	(197)	327
PID/Gender: Rep Women	15%	(50)	12%	(40)	13%	(42)	61%	(207)	339
Ideo: Liberal (1-3)	16%	(104)	18%	(122)	14%	(96)	52%	(345)	667
Ideo: Moderate (4)	12%	(73)	17%	(103)	15%	(91)	56%	(336)	603
Ideo: Conservative (5-7)	13%	(94)	16%	(115)	12%	(87)	59%	(426)	721
Educ: < College	12%	(168)	15%	(216)	14%	(205)	59%	(850)	1440
Educ: Bachelors degree	12%	(59)	20%	(95)	12%	(57)	57%	(274)	485
Educ: Post-grad	24%	(67)	19%	(54)	15%	(42)	42%	(116)	279
Income: Under 50k	12%	(132)	15%	(166)	14%	(155)	60%	(677)	1131
Income: 50k-100k	13%	(89)	18%	(120)	14%	(93)	55%	(370)	672
Income: 100k+	18%	(72)	20%	(79)	14%	(57)	48%	(193)	402
Ethnicity: White	14%	(236)	17%	(285)	13%	(220)	56%	(960)	1701
Ethnicity: Hispanic	12%	(45)	17%	(65)	18%	(67)	53%	(203)	380
Ethnicity: Black	13%	(38)	18%	(50)	20%	(56)	49%	(139)	283

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Table FZKHQF2_4: How often, if at all, do you use the following platforms to listen to music?

Amazon Prime Music

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	13%	(294)	17%	(365)	14%	(305)	56%	(1240)	2204
Ethnicity: Other	9%	(20)	13%	(29)	13%	(29)	64%	(141)	220
All Christian	14%	(126)	18%	(163)	13%	(115)	56%	(515)	919
All Non-Christian	24%	(37)	23%	(35)	14%	(22)	39%	(60)	154
Atheist	11%	(13)	15%	(18)	6%	(8)	67%	(81)	120
Agnostic/Nothing in particular	12%	(72)	15%	(93)	14%	(89)	59%	(370)	625
Something Else	12%	(46)	14%	(55)	18%	(71)	56%	(215)	387
Religious Non-Protestant/Catholic	24%	(42)	21%	(38)	15%	(27)	39%	(70)	178
Evangelical	13%	(68)	16%	(84)	17%	(90)	54%	(285)	527
Non-Evangelical	13%	(95)	17%	(122)	12%	(89)	58%	(427)	733
Community: Urban	17%	(103)	20%	(123)	11%	(69)	51%	(311)	605
Community: Suburban	11%	(125)	15%	(166)	15%	(166)	59%	(648)	1104
Community: Rural	13%	(67)	15%	(76)	14%	(71)	57%	(281)	495
Employ: Private Sector	17%	(128)	21%	(154)	15%	(115)	47%	(347)	744
Employ: Government	16%	(21)	24%	(33)	15%	(20)	45%	(60)	135
Employ: Self-Employed	15%	(28)	17%	(31)	15%	(27)	54%	(100)	186
Employ: Homemaker	13%	(20)	13%	(18)	11%	(16)	63%	(92)	146
Employ: Student	9%	(6)	6%	(4)	13%	(9)	72%	(48)	66
Employ: Retired	11%	(63)	15%	(81)	8%	(47)	65%	(360)	551
Employ: Unemployed	7%	(20)	10%	(25)	21%	(54)	62%	(165)	264
Employ: Other	8%	(9)	16%	(18)	15%	(17)	61%	(69)	112
Military HH: Yes	14%	(47)	16%	(55)	14%	(47)	55%	(186)	335
Military HH: No	13%	(246)	17%	(309)	14%	(259)	56%	(1054)	1869
RD/WT: Right Direction	17%	(129)	21%	(156)	16%	(118)	47%	(352)	754
RD/WT: Wrong Track	11%	(165)	14%	(209)	13%	(187)	61%	(888)	1450
Biden Job Approve	15%	(150)	20%	(204)	15%	(153)	49%	(487)	995
Biden Job Disapprove	12%	(135)	14%	(149)	12%	(135)	62%	(671)	1090
Biden Job Strongly Approve	22%	(104)	20%	(95)	15%	(69)	43%	(201)	469
Biden Job Somewhat Approve	9%	(47)	21%	(108)	16%	(85)	54%	(286)	526
Biden Job Somewhat Disapprove	11%	(35)	17%	(53)	15%	(49)	57%	(183)	320
Biden Job Strongly Disapprove	13%	(100)	12%	(95)	11%	(86)	63%	(489)	770

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Table FZKHQF2_4: How often, if at all, do you use the following platforms to listen to music?*Amazon Prime Music*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	13%	(294)	17%	(365)	14%	(305)	56%	(1240)	2204
Favorable of Biden	16%	(161)	20%	(196)	14%	(141)	50%	(493)	990
Unfavorable of Biden	11%	(118)	14%	(146)	13%	(136)	63%	(670)	1070
Very Favorable of Biden	22%	(106)	19%	(90)	15%	(72)	44%	(212)	480
Somewhat Favorable of Biden	11%	(55)	21%	(105)	13%	(69)	55%	(281)	510
Somewhat Unfavorable of Biden	9%	(24)	14%	(39)	16%	(45)	61%	(168)	275
Very Unfavorable of Biden	12%	(94)	14%	(107)	12%	(92)	63%	(502)	795
#1 Issue: Economy	12%	(103)	17%	(145)	15%	(129)	55%	(457)	833
#1 Issue: Security	13%	(40)	14%	(44)	10%	(31)	63%	(196)	311
#1 Issue: Health Care	18%	(39)	19%	(42)	19%	(41)	43%	(92)	214
#1 Issue: Medicare / Social Security	17%	(42)	17%	(42)	9%	(22)	57%	(142)	248
#1 Issue: Women's Issues	14%	(33)	12%	(29)	12%	(29)	61%	(143)	233
#1 Issue: Education	9%	(8)	15%	(12)	14%	(12)	62%	(50)	81
#1 Issue: Energy	15%	(22)	23%	(35)	14%	(21)	48%	(72)	151
#1 Issue: Other	5%	(7)	13%	(17)	16%	(21)	66%	(88)	133
2022 House Vote: Democrat	16%	(145)	21%	(192)	16%	(143)	48%	(439)	919
2022 House Vote: Republican	12%	(83)	14%	(92)	12%	(81)	62%	(417)	673
2022 House Vote: Someone else	8%	(4)	13%	(7)	11%	(6)	67%	(36)	54
2022 House Vote: Didnt Vote	11%	(61)	13%	(74)	13%	(74)	62%	(348)	558
2020 Vote: Joe Biden	14%	(144)	19%	(190)	15%	(149)	51%	(509)	992
2020 Vote: Donald Trump	13%	(88)	14%	(91)	12%	(79)	62%	(412)	669
2020 Vote: Other	6%	(4)	16%	(11)	25%	(17)	53%	(37)	70
2020 Vote: Didn't Vote	12%	(58)	15%	(73)	13%	(60)	60%	(282)	473
2018 House Vote: Democrat	15%	(121)	22%	(177)	15%	(115)	48%	(375)	787
2018 House Vote: Republican	14%	(81)	13%	(80)	14%	(84)	59%	(352)	597
2018 House Vote: Someone else	13%	(7)	12%	(6)	26%	(13)	49%	(25)	52
2018 House Vote: Didnt Vote	11%	(86)	13%	(102)	12%	(93)	64%	(488)	768
4-Region: Northeast	16%	(63)	15%	(57)	19%	(73)	50%	(192)	386
4-Region: Midwest	12%	(56)	18%	(81)	11%	(49)	59%	(270)	455
4-Region: South	12%	(104)	17%	(143)	14%	(115)	57%	(478)	841
4-Region: West	13%	(70)	16%	(83)	13%	(69)	57%	(300)	522
Concertgoers	20%	(93)	24%	(113)	18%	(87)	38%	(182)	475

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Table FZKHQF2_4: How often, if at all, do you use the following platforms to listen to music?

Amazon Prime Music

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	13%	(294)	17%	(365)	14%	(305)	56%	(1240)	2204
Taylor Swift Fans	15%	(177)	22%	(253)	15%	(178)	48%	(566)	1174
Taylor Swift Avid Fans	20%	(72)	25%	(88)	13%	(46)	42%	(150)	356
Swifties	24%	(74)	26%	(80)	14%	(42)	36%	(111)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF2_5: How often, if at all, do you use the following platforms to listen to music?*Tidal*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	4%	(78)	4%	(85)	5%	(119)	87%	(1922)	2204
Gender: Male	5%	(51)	6%	(66)	7%	(70)	82%	(881)	1068
Gender: Female	2%	(27)	2%	(20)	4%	(49)	92%	(1033)	1128
Age: 18-34	4%	(27)	7%	(44)	8%	(48)	81%	(512)	632
Age: 35-44	5%	(17)	6%	(24)	12%	(46)	76%	(284)	372
Age: 45-64	3%	(19)	2%	(17)	2%	(17)	93%	(660)	712
Age: 65+	3%	(14)	—	(1)	2%	(8)	95%	(466)	488
GenZers: 1997-2012	3%	(7)	8%	(19)	7%	(16)	83%	(204)	246
Millennials: 1981-1996	5%	(37)	7%	(44)	10%	(71)	78%	(525)	677
GenXers: 1965-1980	2%	(11)	3%	(17)	4%	(20)	91%	(484)	532
Baby Boomers: 1946-1964	3%	(19)	1%	(5)	2%	(12)	95%	(650)	686
PID: Dem (no lean)	5%	(40)	6%	(53)	5%	(48)	84%	(744)	886
PID: Ind (no lean)	2%	(13)	2%	(13)	6%	(41)	90%	(584)	650
PID: Rep (no lean)	4%	(25)	3%	(20)	4%	(29)	89%	(594)	668
PID/Gender: Dem Men	7%	(33)	11%	(46)	8%	(36)	74%	(322)	437
PID/Gender: Dem Women	2%	(8)	2%	(7)	3%	(12)	94%	(416)	442
PID/Gender: Ind Men	2%	(6)	3%	(9)	7%	(20)	89%	(269)	304
PID/Gender: Ind Women	2%	(7)	1%	(4)	6%	(21)	91%	(314)	346
PID/Gender: Rep Men	4%	(13)	3%	(11)	4%	(14)	89%	(290)	327
PID/Gender: Rep Women	4%	(12)	3%	(9)	5%	(15)	89%	(303)	339
Ideo: Liberal (1-3)	4%	(28)	6%	(43)	5%	(34)	84%	(562)	667
Ideo: Moderate (4)	2%	(14)	2%	(12)	4%	(27)	91%	(550)	603
Ideo: Conservative (5-7)	4%	(29)	4%	(28)	5%	(34)	88%	(631)	721
Educ: < College	3%	(40)	3%	(45)	5%	(72)	89%	(1283)	1440
Educ: Bachelors degree	4%	(19)	5%	(24)	5%	(25)	86%	(417)	485
Educ: Post-grad	7%	(19)	6%	(17)	8%	(21)	80%	(222)	279
Income: Under 50k	3%	(36)	2%	(25)	5%	(57)	90%	(1013)	1131
Income: 50k-100k	3%	(23)	5%	(36)	5%	(35)	86%	(579)	672
Income: 100k+	5%	(20)	6%	(25)	7%	(27)	82%	(330)	402
Ethnicity: White	3%	(54)	3%	(54)	5%	(92)	88%	(1501)	1701
Ethnicity: Hispanic	4%	(15)	6%	(23)	9%	(34)	81%	(307)	380
Ethnicity: Black	6%	(18)	9%	(26)	6%	(18)	78%	(221)	283

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Table FZKHQF2_5: How often, if at all, do you use the following platforms to listen to music?

Tidal

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	4%	(78)	4%	(85)	5%	(119)	87%	(1922)	2204
Ethnicity: Other	3%	(6)	2%	(5)	4%	(9)	91%	(200)	220
All Christian	4%	(37)	4%	(40)	4%	(36)	88%	(806)	919
All Non-Christian	13%	(19)	11%	(17)	12%	(18)	64%	(99)	154
Atheist	3%	(4)	1%	(1)	2%	(2)	94%	(112)	120
Agnostic/Nothing in particular	1%	(9)	3%	(20)	6%	(38)	89%	(558)	625
Something Else	2%	(9)	2%	(6)	6%	(24)	90%	(348)	387
Religious Non-Protestant/Catholic	11%	(20)	11%	(19)	10%	(18)	68%	(120)	178
Evangelical	3%	(16)	4%	(19)	5%	(29)	88%	(464)	527
Non-Evangelical	4%	(28)	3%	(21)	4%	(30)	89%	(654)	733
Community: Urban	6%	(36)	7%	(39)	6%	(36)	82%	(494)	605
Community: Suburban	3%	(32)	3%	(34)	4%	(48)	90%	(990)	1104
Community: Rural	2%	(10)	2%	(12)	7%	(35)	89%	(438)	495
Employ: Private Sector	5%	(37)	7%	(55)	7%	(51)	81%	(601)	744
Employ: Government	7%	(10)	7%	(10)	14%	(18)	72%	(97)	135
Employ: Self-Employed	2%	(3)	4%	(7)	13%	(23)	82%	(153)	186
Employ: Homemaker	—	(0)	4%	(6)	2%	(3)	94%	(137)	146
Employ: Student	—	(0)	3%	(2)	3%	(2)	93%	(62)	66
Employ: Retired	3%	(15)	—	(1)	2%	(10)	95%	(525)	551
Employ: Unemployed	3%	(8)	2%	(5)	2%	(5)	93%	(246)	264
Employ: Other	4%	(5)	—	(0)	5%	(6)	91%	(102)	112
Military HH: Yes	4%	(14)	3%	(11)	7%	(24)	85%	(286)	335
Military HH: No	3%	(64)	4%	(74)	5%	(95)	88%	(1636)	1869
RD/WT: Right Direction	6%	(46)	8%	(63)	8%	(58)	78%	(587)	754
RD/WT: Wrong Track	2%	(31)	2%	(22)	4%	(61)	92%	(1335)	1450
Biden Job Approve	4%	(42)	7%	(66)	6%	(58)	83%	(829)	995
Biden Job Disapprove	3%	(33)	2%	(19)	5%	(54)	90%	(984)	1090
Biden Job Strongly Approve	7%	(32)	10%	(46)	7%	(33)	76%	(357)	469
Biden Job Somewhat Approve	2%	(9)	4%	(20)	5%	(25)	90%	(472)	526
Biden Job Somewhat Disapprove	3%	(10)	3%	(8)	6%	(20)	88%	(282)	320
Biden Job Strongly Disapprove	3%	(23)	1%	(10)	4%	(34)	91%	(703)	770

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Table FZKHQF2_5: How often, if at all, do you use the following platforms to listen to music?*Tidal*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	4%	(78)	4%	(85)	5%	(119)	87%	(1922)	2204
Favorable of Biden	4%	(41)	6%	(62)	7%	(65)	83%	(823)	990
Unfavorable of Biden	3%	(29)	2%	(18)	4%	(40)	92%	(983)	1070
Very Favorable of Biden	5%	(25)	8%	(37)	8%	(40)	79%	(379)	480
Somewhat Favorable of Biden	3%	(16)	5%	(25)	5%	(25)	87%	(444)	510
Somewhat Unfavorable of Biden	3%	(8)	2%	(5)	4%	(12)	91%	(250)	275
Very Unfavorable of Biden	3%	(21)	2%	(14)	3%	(28)	92%	(733)	795
#1 Issue: Economy	2%	(20)	4%	(32)	6%	(53)	87%	(728)	833
#1 Issue: Security	7%	(20)	3%	(9)	3%	(10)	87%	(271)	311
#1 Issue: Health Care	4%	(8)	5%	(12)	4%	(9)	86%	(185)	214
#1 Issue: Medicare / Social Security	1%	(3)	1%	(2)	1%	(3)	97%	(240)	248
#1 Issue: Women's Issues	2%	(5)	4%	(9)	6%	(14)	88%	(205)	233
#1 Issue: Education	7%	(5)	7%	(5)	8%	(6)	79%	(64)	81
#1 Issue: Energy	6%	(9)	10%	(15)	13%	(20)	71%	(108)	151
#1 Issue: Other	5%	(7)	1%	(1)	3%	(4)	92%	(122)	133
2022 House Vote: Democrat	4%	(40)	6%	(55)	6%	(60)	83%	(764)	919
2022 House Vote: Republican	4%	(25)	2%	(15)	5%	(31)	89%	(602)	673
2022 House Vote: Someone else	—	(0)	—	(0)	6%	(3)	94%	(50)	54
2022 House Vote: Didnt Vote	2%	(12)	3%	(15)	4%	(25)	91%	(506)	558
2020 Vote: Joe Biden	3%	(34)	6%	(57)	6%	(57)	85%	(845)	992
2020 Vote: Donald Trump	3%	(19)	2%	(11)	5%	(31)	91%	(608)	669
2020 Vote: Other	—	(0)	2%	(1)	4%	(3)	94%	(65)	70
2020 Vote: Didn't Vote	5%	(25)	3%	(16)	6%	(28)	85%	(404)	473
2018 House Vote: Democrat	4%	(31)	6%	(48)	6%	(49)	84%	(659)	787
2018 House Vote: Republican	4%	(26)	2%	(15)	5%	(28)	89%	(529)	597
2018 House Vote: Someone else	—	(0)	—	(0)	1%	(1)	99%	(51)	52
2018 House Vote: Didnt Vote	3%	(21)	3%	(23)	5%	(41)	89%	(683)	768
4-Region: Northeast	5%	(20)	6%	(23)	9%	(34)	80%	(309)	386
4-Region: Midwest	3%	(14)	3%	(12)	3%	(16)	91%	(413)	455
4-Region: South	3%	(27)	3%	(27)	4%	(32)	90%	(754)	841
4-Region: West	3%	(16)	4%	(23)	7%	(36)	85%	(446)	522
Concertgoers	7%	(31)	13%	(62)	9%	(44)	71%	(338)	475

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Table FZKHQF2_5: How often, if at all, do you use the following platforms to listen to music?

Tidal

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	4%	(78)	4%	(85)	5%	(119)	87%	(1922)	2204
Taylor Swift Fans	5%	(58)	6%	(68)	7%	(76)	83%	(971)	1174
Taylor Swift Avid Fans	7%	(26)	10%	(35)	10%	(35)	73%	(259)	356
Swifties	11%	(33)	14%	(43)	16%	(50)	59%	(182)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF2_6: How often, if at all, do you use the following platforms to listen to music?*iHeartRadio*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	9%	(192)	15%	(329)	15%	(341)	61%	(1341)	2204
Gender: Male	9%	(91)	17%	(185)	16%	(172)	58%	(620)	1068
Gender: Female	9%	(101)	13%	(144)	15%	(168)	63%	(714)	1128
Age: 18-34	9%	(58)	11%	(71)	19%	(118)	61%	(386)	632
Age: 35-44	7%	(26)	21%	(77)	19%	(73)	53%	(197)	372
Age: 45-64	10%	(72)	16%	(115)	14%	(97)	60%	(428)	712
Age: 65+	8%	(37)	14%	(67)	11%	(54)	68%	(330)	488
GenZers: 1997-2012	12%	(29)	7%	(18)	18%	(43)	63%	(155)	246
Millennials: 1981-1996	8%	(53)	17%	(117)	19%	(130)	56%	(378)	677
GenXers: 1965-1980	10%	(52)	15%	(82)	16%	(85)	59%	(313)	532
Baby Boomers: 1946-1964	8%	(56)	15%	(102)	12%	(80)	65%	(448)	686
PID: Dem (no lean)	10%	(90)	17%	(152)	14%	(127)	58%	(518)	886
PID: Ind (no lean)	7%	(48)	12%	(75)	17%	(109)	64%	(418)	650
PID: Rep (no lean)	8%	(55)	15%	(102)	16%	(105)	61%	(405)	668
PID/Gender: Dem Men	11%	(46)	20%	(86)	15%	(64)	55%	(241)	437
PID/Gender: Dem Women	10%	(43)	15%	(66)	14%	(62)	61%	(272)	442
PID/Gender: Ind Men	5%	(17)	15%	(44)	19%	(57)	61%	(186)	304
PID/Gender: Ind Women	9%	(31)	9%	(31)	15%	(52)	67%	(232)	346
PID/Gender: Rep Men	9%	(29)	17%	(54)	15%	(51)	59%	(194)	327
PID/Gender: Rep Women	8%	(27)	14%	(48)	16%	(54)	62%	(210)	339
Ideo: Liberal (1-3)	11%	(74)	16%	(105)	14%	(92)	59%	(397)	667
Ideo: Moderate (4)	5%	(31)	15%	(90)	17%	(101)	63%	(380)	603
Ideo: Conservative (5-7)	10%	(71)	15%	(111)	15%	(108)	60%	(430)	721
Educ: < College	9%	(125)	13%	(191)	16%	(235)	62%	(889)	1440
Educ: Bachelors degree	7%	(34)	16%	(80)	13%	(64)	63%	(307)	485
Educ: Post-grad	12%	(33)	21%	(58)	15%	(42)	52%	(145)	279
Income: Under 50k	9%	(103)	12%	(139)	15%	(170)	64%	(719)	1131
Income: 50k-100k	9%	(57)	17%	(112)	16%	(108)	59%	(394)	672
Income: 100k+	8%	(32)	19%	(78)	16%	(63)	57%	(228)	402
Ethnicity: White	9%	(154)	14%	(245)	16%	(274)	60%	(1028)	1701
Ethnicity: Hispanic	13%	(49)	10%	(38)	21%	(81)	56%	(212)	380
Ethnicity: Black	9%	(25)	20%	(56)	14%	(40)	57%	(162)	283

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Table FZKHQF2_6: How often, if at all, do you use the following platforms to listen to music?

iHeartRadio

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	9% (192)	15% (329)	15% (341)	61% (1341)	2204
Ethnicity: Other	6% (14)	13% (28)	12% (27)	69% (152)	220
All Christian	11% (103)	16% (151)	15% (135)	58% (530)	919
All Non-Christian	19% (29)	20% (30)	15% (23)	47% (72)	154
Atheist	5% (6)	9% (11)	9% (11)	77% (92)	120
Agnostic/Nothing in particular	6% (35)	12% (78)	15% (96)	67% (417)	625
Something Else	5% (20)	15% (59)	20% (76)	60% (231)	387
Religious Non-Protestant/Catholic	20% (35)	18% (31)	13% (24)	49% (88)	178
Evangelical	9% (47)	13% (68)	20% (106)	58% (305)	527
Non-Evangelical	9% (65)	18% (134)	14% (103)	59% (430)	733
Community: Urban	9% (56)	16% (97)	14% (86)	61% (366)	605
Community: Suburban	9% (95)	13% (147)	16% (180)	62% (684)	1104
Community: Rural	8% (42)	17% (86)	15% (76)	59% (292)	495
Employ: Private Sector	9% (70)	17% (128)	17% (127)	56% (420)	744
Employ: Government	18% (24)	24% (32)	15% (20)	43% (58)	135
Employ: Self-Employed	7% (14)	15% (29)	25% (46)	52% (97)	186
Employ: Homemaker	6% (9)	13% (19)	18% (26)	63% (92)	146
Employ: Student	8% (5)	4% (3)	16% (10)	72% (48)	66
Employ: Retired	8% (42)	14% (79)	10% (58)	68% (373)	551
Employ: Unemployed	7% (20)	12% (33)	15% (40)	65% (171)	264
Employ: Other	9% (10)	6% (6)	13% (15)	73% (82)	112
Military HH: Yes	7% (25)	15% (51)	12% (39)	66% (220)	335
Military HH: No	9% (167)	15% (278)	16% (302)	60% (1121)	1869
RD/WT: Right Direction	13% (97)	18% (137)	15% (112)	54% (408)	754
RD/WT: Wrong Track	7% (95)	13% (192)	16% (229)	64% (934)	1450
Biden Job Approve	11% (106)	18% (177)	14% (144)	57% (568)	995
Biden Job Disapprove	7% (77)	13% (143)	17% (186)	63% (685)	1090
Biden Job Strongly Approve	12% (57)	22% (105)	13% (60)	53% (247)	469
Biden Job Somewhat Approve	9% (49)	14% (72)	16% (84)	61% (321)	526
Biden Job Somewhat Disapprove	7% (22)	11% (35)	16% (51)	66% (212)	320
Biden Job Strongly Disapprove	7% (54)	14% (108)	17% (135)	61% (473)	770

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Table FZKHQF2_6: How often, if at all, do you use the following platforms to listen to music?*iHeartRadio*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	9%	(192)	15%	(329)	15%	(341)	61%	(1341)	2204
Favorable of Biden	9%	(87)	16%	(159)	15%	(149)	60%	(595)	990
Unfavorable of Biden	8%	(81)	14%	(148)	17%	(178)	62%	(663)	1070
Very Favorable of Biden	12%	(60)	19%	(90)	14%	(66)	55%	(264)	480
Somewhat Favorable of Biden	5%	(27)	14%	(69)	16%	(83)	65%	(332)	510
Somewhat Unfavorable of Biden	10%	(27)	12%	(34)	13%	(36)	64%	(177)	275
Very Unfavorable of Biden	7%	(53)	14%	(114)	18%	(142)	61%	(487)	795
#1 Issue: Economy	8%	(64)	16%	(131)	18%	(147)	59%	(491)	833
#1 Issue: Security	9%	(28)	19%	(60)	15%	(46)	57%	(177)	311
#1 Issue: Health Care	19%	(42)	10%	(22)	10%	(22)	60%	(128)	214
#1 Issue: Medicare / Social Security	7%	(18)	20%	(50)	10%	(24)	63%	(157)	248
#1 Issue: Women's Issues	6%	(13)	7%	(17)	14%	(32)	73%	(171)	233
#1 Issue: Education	10%	(8)	11%	(9)	27%	(21)	53%	(43)	81
#1 Issue: Energy	6%	(9)	22%	(33)	14%	(21)	58%	(87)	151
#1 Issue: Other	8%	(11)	6%	(8)	20%	(27)	65%	(87)	133
2022 House Vote: Democrat	8%	(78)	18%	(163)	15%	(139)	59%	(540)	919
2022 House Vote: Republican	10%	(64)	13%	(91)	16%	(106)	61%	(412)	673
2022 House Vote: Someone else	6%	(3)	6%	(3)	16%	(9)	72%	(39)	54
2022 House Vote: Didnt Vote	8%	(47)	13%	(73)	16%	(88)	63%	(351)	558
2020 Vote: Joe Biden	8%	(79)	16%	(155)	15%	(147)	62%	(611)	992
2020 Vote: Donald Trump	8%	(55)	14%	(95)	16%	(107)	61%	(411)	669
2020 Vote: Other	3%	(2)	14%	(10)	13%	(9)	69%	(48)	70
2020 Vote: Didn't Vote	12%	(56)	15%	(69)	16%	(77)	57%	(271)	473
2018 House Vote: Democrat	9%	(70)	18%	(145)	15%	(116)	58%	(456)	787
2018 House Vote: Republican	10%	(61)	14%	(82)	13%	(79)	63%	(375)	597
2018 House Vote: Someone else	5%	(3)	10%	(5)	16%	(8)	69%	(36)	52
2018 House Vote: Didnt Vote	8%	(59)	13%	(97)	18%	(138)	62%	(474)	768
4-Region: Northeast	9%	(35)	19%	(73)	17%	(64)	55%	(214)	386
4-Region: Midwest	9%	(43)	13%	(59)	13%	(58)	65%	(295)	455
4-Region: South	7%	(55)	17%	(144)	18%	(148)	59%	(494)	841
4-Region: West	11%	(60)	10%	(52)	14%	(71)	65%	(339)	522
Concertgoers	17%	(82)	24%	(114)	16%	(75)	43%	(205)	475

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Table FZKHQF2_6: How often, if at all, do you use the following platforms to listen to music?

iHeartRadio

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	9%	(192)	15%	(329)	15%	(341)	61%	(1341)	2204
Taylor Swift Fans	12%	(139)	21%	(244)	17%	(195)	51%	(596)	1174
Taylor Swift Avid Fans	19%	(68)	23%	(83)	15%	(55)	42%	(151)	356
Swifties	19%	(59)	29%	(90)	18%	(55)	34%	(104)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF2_7: How often, if at all, do you use the following platforms to listen to music?**Pandora**

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	16%	(350)	17%	(364)	15%	(325)	53%	(1165)	2204
Gender: Male	16%	(174)	18%	(188)	13%	(144)	53%	(562)	1068
Gender: Female	16%	(176)	16%	(175)	16%	(181)	53%	(595)	1128
Age: 18-34	21%	(130)	17%	(108)	17%	(110)	45%	(284)	632
Age: 35-44	23%	(84)	24%	(90)	16%	(61)	37%	(137)	372
Age: 45-64	12%	(89)	16%	(114)	14%	(101)	57%	(408)	712
Age: 65+	10%	(47)	11%	(52)	11%	(52)	69%	(336)	488
GenZers: 1997-2012	18%	(44)	9%	(22)	15%	(36)	58%	(143)	246
Millennials: 1981-1996	24%	(161)	23%	(153)	19%	(127)	35%	(237)	677
GenXers: 1965-1980	12%	(63)	17%	(92)	16%	(86)	55%	(291)	532
Baby Boomers: 1946-1964	10%	(69)	13%	(92)	11%	(73)	66%	(452)	686
PID: Dem (no lean)	15%	(134)	19%	(168)	13%	(118)	53%	(466)	886
PID: Ind (no lean)	16%	(106)	15%	(96)	18%	(116)	51%	(332)	650
PID: Rep (no lean)	17%	(110)	15%	(100)	14%	(91)	55%	(367)	668
PID/Gender: Dem Men	17%	(74)	19%	(83)	13%	(57)	51%	(223)	437
PID/Gender: Dem Women	13%	(60)	19%	(85)	14%	(61)	54%	(237)	442
PID/Gender: Ind Men	18%	(56)	18%	(54)	14%	(43)	50%	(150)	304
PID/Gender: Ind Women	15%	(51)	12%	(42)	21%	(72)	52%	(181)	346
PID/Gender: Rep Men	14%	(45)	16%	(51)	13%	(43)	58%	(188)	327
PID/Gender: Rep Women	19%	(66)	14%	(48)	14%	(48)	52%	(177)	339
Ideo: Liberal (1-3)	15%	(102)	19%	(125)	13%	(89)	53%	(351)	667
Ideo: Moderate (4)	15%	(89)	14%	(82)	18%	(107)	54%	(325)	603
Ideo: Conservative (5-7)	17%	(123)	15%	(105)	12%	(87)	56%	(406)	721
Educ: < College	17%	(248)	15%	(213)	16%	(225)	52%	(754)	1440
Educ: Bachelors degree	11%	(55)	19%	(91)	13%	(62)	57%	(278)	485
Educ: Post-grad	17%	(48)	22%	(60)	14%	(38)	48%	(133)	279
Income: Under 50k	15%	(166)	15%	(165)	15%	(170)	56%	(629)	1131
Income: 50k-100k	18%	(119)	17%	(117)	13%	(89)	51%	(346)	672
Income: 100k+	16%	(65)	20%	(81)	16%	(65)	47%	(190)	402
Ethnicity: White	16%	(276)	16%	(271)	15%	(251)	53%	(902)	1701
Ethnicity: Hispanic	20%	(76)	16%	(61)	22%	(85)	41%	(157)	380
Ethnicity: Black	23%	(64)	22%	(63)	12%	(35)	43%	(121)	283

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Table FZKHQF2_7: How often, if at all, do you use the following platforms to listen to music?

Pandora

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	16%	(350)	17%	(364)	15%	(325)	53%	(1165)	2204
Ethnicity: Other	4%	(10)	14%	(30)	18%	(39)	64%	(141)	220
All Christian	15%	(136)	17%	(154)	14%	(124)	55%	(504)	919
All Non-Christian	21%	(33)	24%	(37)	12%	(18)	43%	(66)	154
Atheist	8%	(9)	14%	(17)	9%	(11)	69%	(82)	120
Agnostic/Nothing in particular	16%	(99)	15%	(94)	16%	(101)	53%	(331)	625
Something Else	19%	(73)	16%	(62)	18%	(70)	47%	(182)	387
Religious Non-Protestant/Catholic	21%	(37)	21%	(38)	13%	(23)	45%	(80)	178
Evangelical	14%	(73)	18%	(97)	16%	(85)	52%	(272)	527
Non-Evangelical	17%	(127)	16%	(115)	14%	(102)	53%	(390)	733
Community: Urban	17%	(102)	19%	(117)	12%	(75)	52%	(312)	605
Community: Suburban	16%	(172)	15%	(168)	16%	(172)	54%	(593)	1104
Community: Rural	16%	(77)	16%	(79)	16%	(78)	53%	(260)	495
Employ: Private Sector	19%	(141)	20%	(150)	17%	(130)	43%	(323)	744
Employ: Government	21%	(28)	26%	(35)	13%	(17)	41%	(55)	135
Employ: Self-Employed	14%	(26)	16%	(29)	23%	(43)	47%	(88)	186
Employ: Homemaker	21%	(30)	17%	(24)	13%	(20)	49%	(71)	146
Employ: Student	8%	(5)	7%	(5)	15%	(10)	71%	(47)	66
Employ: Retired	12%	(64)	10%	(54)	10%	(54)	69%	(379)	551
Employ: Unemployed	13%	(34)	18%	(47)	15%	(40)	54%	(142)	264
Employ: Other	20%	(22)	18%	(20)	9%	(11)	53%	(60)	112
Military HH: Yes	14%	(47)	16%	(55)	12%	(39)	58%	(194)	335
Military HH: No	16%	(304)	17%	(309)	15%	(285)	52%	(971)	1869
RD/WT: Right Direction	17%	(130)	18%	(135)	15%	(116)	50%	(374)	754
RD/WT: Wrong Track	15%	(220)	16%	(229)	14%	(209)	55%	(791)	1450
Biden Job Approve	15%	(146)	18%	(180)	14%	(143)	53%	(525)	995
Biden Job Disapprove	17%	(186)	14%	(154)	15%	(161)	54%	(588)	1090
Biden Job Strongly Approve	18%	(82)	21%	(98)	14%	(65)	48%	(224)	469
Biden Job Somewhat Approve	12%	(64)	16%	(83)	15%	(79)	57%	(301)	526
Biden Job Somewhat Disapprove	17%	(53)	16%	(50)	14%	(46)	53%	(171)	320
Biden Job Strongly Disapprove	17%	(134)	14%	(104)	15%	(115)	54%	(417)	770

Continued on next page

Table FZKHQF2_7: How often, if at all, do you use the following platforms to listen to music?
 Pandora

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	16%	(350)	17%	(364)	15%	(325)	53%	(1165)	2204
Favorable of Biden	15%	(145)	18%	(175)	14%	(139)	54%	(532)	990
Unfavorable of Biden	17%	(177)	15%	(160)	14%	(151)	54%	(581)	1070
Very Favorable of Biden	16%	(76)	18%	(85)	15%	(71)	52%	(248)	480
Somewhat Favorable of Biden	14%	(69)	17%	(89)	13%	(68)	56%	(283)	510
Somewhat Unfavorable of Biden	13%	(35)	17%	(46)	11%	(31)	59%	(163)	275
Very Unfavorable of Biden	18%	(142)	14%	(114)	15%	(120)	53%	(418)	795
#1 Issue: Economy	18%	(150)	18%	(150)	15%	(127)	49%	(406)	833
#1 Issue: Security	12%	(38)	17%	(54)	11%	(35)	59%	(185)	311
#1 Issue: Health Care	18%	(39)	13%	(28)	17%	(36)	52%	(111)	214
#1 Issue: Medicare / Social Security	11%	(27)	16%	(39)	9%	(23)	64%	(160)	248
#1 Issue: Women's Issues	15%	(36)	15%	(35)	17%	(40)	52%	(122)	233
#1 Issue: Education	7%	(5)	19%	(15)	30%	(24)	45%	(36)	81
#1 Issue: Energy	20%	(30)	18%	(28)	15%	(23)	47%	(70)	151
#1 Issue: Other	19%	(26)	12%	(15)	12%	(16)	57%	(76)	133
2022 House Vote: Democrat	16%	(148)	19%	(172)	13%	(124)	52%	(476)	919
2022 House Vote: Republican	16%	(108)	14%	(95)	13%	(88)	57%	(382)	673
2022 House Vote: Someone else	22%	(12)	11%	(6)	12%	(6)	55%	(30)	54
2022 House Vote: Didnt Vote	15%	(83)	16%	(90)	19%	(107)	50%	(278)	558
2020 Vote: Joe Biden	15%	(153)	17%	(168)	14%	(136)	54%	(535)	992
2020 Vote: Donald Trump	17%	(114)	15%	(101)	13%	(86)	55%	(368)	669
2020 Vote: Other	19%	(13)	5%	(3)	22%	(15)	55%	(38)	70
2020 Vote: Didn't Vote	15%	(70)	19%	(91)	19%	(88)	47%	(224)	473
2018 House Vote: Democrat	16%	(123)	20%	(158)	13%	(105)	51%	(401)	787
2018 House Vote: Republican	16%	(98)	15%	(90)	13%	(75)	56%	(334)	597
2018 House Vote: Someone else	16%	(8)	9%	(4)	30%	(16)	45%	(23)	52
2018 House Vote: Didnt Vote	16%	(121)	14%	(111)	17%	(129)	53%	(406)	768
4-Region: Northeast	15%	(59)	17%	(66)	17%	(64)	51%	(197)	386
4-Region: Midwest	19%	(85)	15%	(68)	12%	(52)	55%	(250)	455
4-Region: South	17%	(146)	18%	(152)	13%	(105)	52%	(438)	841
4-Region: West	12%	(60)	15%	(79)	20%	(102)	54%	(280)	522
Concertgoers	24%	(114)	22%	(105)	15%	(70)	39%	(187)	475

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Table FZKHQF2_7: How often, if at all, do you use the following platforms to listen to music?

Pandora

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	16%	(350)	17%	(364)	15%	(325)	53%	(1165)	2204
Taylor Swift Fans	18%	(211)	21%	(243)	15%	(173)	47%	(547)	1174
Taylor Swift Avid Fans	23%	(82)	22%	(78)	12%	(42)	43%	(154)	356
Swifties	27%	(83)	29%	(90)	11%	(35)	33%	(100)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF2_8: How often, if at all, do you use the following platforms to listen to music?

A radio

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	33% (724)	32% (695)	17% (374)	19% (411)	2204
Gender: Male	32% (345)	33% (354)	16% (174)	18% (195)	1068
Gender: Female	34% (379)	30% (339)	18% (198)	19% (212)	1128
Age: 18-34	20% (129)	32% (205)	24% (154)	23% (145)	632
Age: 35-44	40% (148)	28% (105)	19% (70)	13% (50)	372
Age: 45-64	39% (281)	32% (231)	11% (75)	18% (125)	712
Age: 65+	34% (166)	32% (154)	16% (76)	19% (91)	488
GenZers: 1997-2012	16% (40)	26% (63)	27% (67)	31% (75)	246
Millennials: 1981-1996	29% (199)	33% (220)	21% (143)	17% (116)	677
GenXers: 1965-1980	39% (207)	35% (184)	12% (62)	15% (79)	532
Baby Boomers: 1946-1964	38% (259)	31% (210)	13% (92)	18% (125)	686
PID: Dem (no lean)	31% (277)	33% (295)	17% (148)	19% (167)	886
PID: Ind (no lean)	31% (199)	32% (209)	19% (126)	18% (117)	650
PID: Rep (no lean)	37% (248)	29% (192)	15% (100)	19% (127)	668
PID/Gender: Dem Men	29% (127)	36% (157)	16% (71)	19% (82)	437
PID/Gender: Dem Women	34% (149)	31% (136)	17% (76)	18% (81)	442
PID/Gender: Ind Men	32% (97)	34% (103)	21% (65)	13% (39)	304
PID/Gender: Ind Women	29% (102)	30% (106)	18% (61)	22% (78)	346
PID/Gender: Rep Men	37% (120)	29% (94)	12% (39)	23% (74)	327
PID/Gender: Rep Women	38% (128)	29% (97)	18% (62)	15% (53)	339
Ideo: Liberal (1-3)	29% (193)	32% (215)	20% (136)	19% (124)	667
Ideo: Moderate (4)	35% (208)	31% (188)	16% (96)	18% (111)	603
Ideo: Conservative (5-7)	35% (252)	32% (231)	14% (103)	19% (134)	721
Educ: < College	33% (475)	29% (420)	17% (246)	21% (299)	1440
Educ: Bachelors degree	30% (147)	38% (184)	17% (81)	15% (73)	485
Educ: Post-grad	36% (101)	33% (92)	17% (47)	14% (38)	279
Income: Under 50k	31% (347)	28% (320)	18% (206)	23% (258)	1131
Income: 50k-100k	36% (242)	35% (235)	15% (99)	14% (95)	672
Income: 100k+	34% (135)	35% (141)	17% (69)	14% (57)	402
Ethnicity: White	33% (566)	32% (547)	17% (293)	17% (294)	1701
Ethnicity: Hispanic	27% (101)	31% (118)	21% (81)	21% (79)	380
Ethnicity: Black	31% (88)	28% (80)	14% (39)	27% (75)	283

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Table FZKHQF2_8: How often, if at all, do you use the following platforms to listen to music?

A radio

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	33%	(724)	32%	(695)	17%	(374)	19%	(411)	2204
Ethnicity: Other	31%	(69)	31%	(68)	19%	(42)	19%	(41)	220
All Christian	36%	(330)	34%	(314)	15%	(139)	15%	(136)	919
All Non-Christian	37%	(57)	35%	(54)	14%	(21)	15%	(22)	154
Atheist	20%	(24)	18%	(21)	24%	(29)	38%	(45)	120
Agnostic/Nothing in particular	27%	(171)	30%	(188)	22%	(135)	21%	(132)	625
Something Else	37%	(143)	31%	(119)	13%	(50)	19%	(75)	387
Religious Non-Protestant/Catholic	38%	(68)	34%	(61)	14%	(26)	13%	(23)	178
Evangelical	38%	(199)	30%	(160)	14%	(71)	18%	(96)	527
Non-Evangelical	35%	(256)	35%	(259)	15%	(109)	15%	(109)	733
Community: Urban	28%	(171)	32%	(191)	19%	(113)	21%	(130)	605
Community: Suburban	34%	(370)	32%	(350)	16%	(175)	19%	(210)	1104
Community: Rural	37%	(182)	31%	(155)	17%	(86)	14%	(71)	495
Employ: Private Sector	35%	(263)	34%	(250)	16%	(115)	15%	(115)	744
Employ: Government	38%	(52)	28%	(38)	24%	(32)	10%	(13)	135
Employ: Self-Employed	40%	(75)	28%	(53)	14%	(25)	18%	(33)	186
Employ: Homemaker	29%	(42)	43%	(62)	14%	(21)	14%	(21)	146
Employ: Student	19%	(13)	29%	(19)	19%	(12)	33%	(22)	66
Employ: Retired	30%	(164)	31%	(169)	15%	(85)	24%	(133)	551
Employ: Unemployed	29%	(77)	29%	(77)	22%	(57)	20%	(53)	264
Employ: Other	34%	(39)	25%	(28)	23%	(26)	18%	(20)	112
Military HH: Yes	32%	(108)	32%	(108)	19%	(63)	17%	(57)	335
Military HH: No	33%	(616)	31%	(588)	17%	(311)	19%	(354)	1869
RD/WT: Right Direction	30%	(226)	34%	(253)	18%	(137)	18%	(138)	754
RD/WT: Wrong Track	34%	(498)	31%	(443)	16%	(237)	19%	(273)	1450
Biden Job Approve	31%	(306)	33%	(327)	17%	(172)	19%	(189)	995
Biden Job Disapprove	35%	(382)	31%	(335)	17%	(183)	17%	(190)	1090
Biden Job Strongly Approve	28%	(132)	30%	(142)	20%	(94)	22%	(101)	469
Biden Job Somewhat Approve	33%	(174)	35%	(186)	15%	(78)	17%	(88)	526
Biden Job Somewhat Disapprove	29%	(94)	37%	(119)	16%	(50)	18%	(56)	320
Biden Job Strongly Disapprove	37%	(288)	28%	(215)	17%	(133)	17%	(134)	770

Continued on next page

Table FZKHQF2_8: How often, if at all, do you use the following platforms to listen to music?

A radio

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	33% (724)	32% (695)	17% (374)	19% (411)	2204
Favorable of Biden	32% (315)	33% (325)	16% (161)	19% (190)	990
Unfavorable of Biden	33% (354)	30% (326)	18% (195)	18% (195)	1070
Very Favorable of Biden	32% (154)	27% (132)	19% (90)	22% (104)	480
Somewhat Favorable of Biden	31% (161)	38% (193)	14% (71)	17% (85)	510
Somewhat Unfavorable of Biden	27% (73)	30% (83)	21% (57)	22% (61)	275
Very Unfavorable of Biden	35% (280)	31% (243)	17% (139)	17% (134)	795
#1 Issue: Economy	34% (283)	33% (277)	15% (127)	18% (146)	833
#1 Issue: Security	36% (113)	28% (88)	16% (50)	19% (60)	311
#1 Issue: Health Care	40% (84)	29% (63)	15% (33)	16% (34)	214
#1 Issue: Medicare / Social Security	32% (80)	35% (87)	15% (36)	18% (45)	248
#1 Issue: Women's Issues	30% (70)	29% (68)	21% (49)	20% (47)	233
#1 Issue: Education	25% (20)	24% (20)	26% (21)	25% (20)	81
#1 Issue: Energy	24% (36)	30% (46)	20% (29)	26% (40)	151
#1 Issue: Other	28% (38)	35% (47)	21% (29)	15% (20)	133
2022 House Vote: Democrat	31% (286)	33% (301)	17% (158)	19% (174)	919
2022 House Vote: Republican	38% (254)	30% (203)	15% (101)	17% (114)	673
2022 House Vote: Someone else	39% (21)	24% (13)	19% (10)	18% (9)	54
2022 House Vote: Didnt Vote	29% (162)	32% (179)	19% (104)	20% (113)	558
2020 Vote: Joe Biden	31% (303)	34% (333)	16% (160)	20% (196)	992
2020 Vote: Donald Trump	38% (255)	32% (214)	14% (95)	16% (106)	669
2020 Vote: Other	24% (17)	24% (17)	30% (21)	22% (16)	70
2020 Vote: Didn't Vote	32% (149)	28% (132)	21% (98)	20% (94)	473
2018 House Vote: Democrat	34% (267)	33% (260)	16% (125)	17% (134)	787
2018 House Vote: Republican	39% (235)	30% (178)	16% (95)	15% (89)	597
2018 House Vote: Someone else	24% (13)	24% (13)	37% (19)	14% (7)	52
2018 House Vote: Didnt Vote	27% (209)	32% (244)	17% (134)	24% (181)	768
4-Region: Northeast	31% (119)	31% (119)	21% (81)	17% (67)	386
4-Region: Midwest	37% (167)	35% (160)	14% (64)	14% (64)	455
4-Region: South	32% (265)	31% (258)	17% (140)	21% (177)	841
4-Region: West	33% (173)	30% (158)	17% (88)	20% (103)	522
Concertgoers	40% (192)	33% (158)	13% (64)	13% (62)	475

Continued on next page

Table FZKHQF2_8: How often, if at all, do you use the following platforms to listen to music?

A radio

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	33%	(724)	32%	(695)	17%	(374)	19%	(411)	2204
Taylor Swift Fans	37%	(437)	32%	(382)	18%	(212)	12%	(143)	1174
Taylor Swift Avid Fans	37%	(131)	31%	(110)	18%	(63)	14%	(51)	356
Swifties	37%	(113)	27%	(84)	21%	(66)	15%	(45)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF2_9: How often, if at all, do you use the following platforms to listen to music?

CDs/records

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	11%	(239)	25%	(545)	22%	(479)	43%	(940)	2204
Gender: Male	14%	(145)	29%	(306)	22%	(240)	35%	(377)	1068
Gender: Female	8%	(95)	21%	(235)	21%	(237)	50%	(561)	1128
Age: 18-34	7%	(47)	24%	(154)	25%	(158)	43%	(273)	632
Age: 35-44	10%	(36)	24%	(89)	21%	(77)	46%	(170)	372
Age: 45-64	12%	(87)	27%	(189)	22%	(156)	39%	(280)	712
Age: 65+	14%	(70)	23%	(114)	18%	(87)	44%	(217)	488
GenZers: 1997-2012	5%	(12)	18%	(44)	32%	(79)	45%	(110)	246
Millennials: 1981-1996	10%	(70)	26%	(177)	19%	(131)	44%	(299)	677
GenXers: 1965-1980	11%	(58)	24%	(129)	25%	(132)	40%	(213)	532
Baby Boomers: 1946-1964	13%	(91)	26%	(180)	19%	(132)	41%	(284)	686
PID: Dem (no lean)	12%	(103)	25%	(221)	23%	(200)	41%	(361)	886
PID: Ind (no lean)	12%	(81)	26%	(171)	20%	(133)	41%	(266)	650
PID: Rep (no lean)	8%	(55)	23%	(153)	22%	(146)	47%	(313)	668
PID/Gender: Dem Men	15%	(65)	30%	(130)	23%	(102)	32%	(140)	437
PID/Gender: Dem Women	9%	(38)	20%	(87)	22%	(96)	50%	(221)	442
PID/Gender: Ind Men	17%	(52)	31%	(94)	21%	(65)	30%	(92)	304
PID/Gender: Ind Women	8%	(29)	22%	(77)	19%	(67)	50%	(173)	346
PID/Gender: Rep Men	8%	(27)	25%	(82)	22%	(73)	44%	(144)	327
PID/Gender: Rep Women	8%	(27)	21%	(71)	22%	(74)	49%	(167)	339
Ideo: Liberal (1-3)	11%	(70)	27%	(179)	24%	(159)	39%	(259)	667
Ideo: Moderate (4)	10%	(61)	25%	(148)	19%	(116)	46%	(278)	603
Ideo: Conservative (5-7)	13%	(91)	23%	(168)	21%	(154)	43%	(308)	721
Educ: < College	10%	(147)	23%	(327)	22%	(313)	45%	(652)	1440
Educ: Bachelors degree	11%	(56)	29%	(140)	21%	(103)	38%	(187)	485
Educ: Post-grad	13%	(36)	28%	(78)	22%	(62)	37%	(102)	279
Income: Under 50k	11%	(125)	24%	(275)	21%	(238)	44%	(493)	1131
Income: 50k-100k	10%	(66)	27%	(181)	23%	(156)	40%	(269)	672
Income: 100k+	12%	(48)	22%	(90)	21%	(85)	44%	(178)	402
Ethnicity: White	11%	(190)	25%	(426)	22%	(371)	42%	(714)	1701
Ethnicity: Hispanic	10%	(39)	22%	(85)	23%	(86)	45%	(169)	380
Ethnicity: Black	12%	(35)	25%	(71)	21%	(61)	41%	(117)	283

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Table FZKHQF2_9: How often, if at all, do you use the following platforms to listen to music?

CDs/records

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	11% (239)	25% (545)	22% (479)	43% (940)	2204
Ethnicity: Other	6% (14)	22% (49)	22% (48)	50% (110)	220
All Christian	12% (111)	25% (227)	20% (186)	43% (395)	919
All Non-Christian	21% (32)	25% (38)	21% (32)	33% (51)	154
Atheist	9% (11)	23% (28)	23% (27)	45% (54)	120
Agnostic/Nothing in particular	8% (47)	24% (151)	24% (148)	45% (280)	625
Something Else	10% (38)	26% (102)	22% (86)	42% (161)	387
Religious Non-Protestant/Catholic	23% (40)	23% (41)	21% (37)	33% (59)	178
Evangelical	14% (72)	25% (131)	19% (99)	43% (226)	527
Non-Evangelical	9% (68)	25% (183)	23% (165)	43% (317)	733
Community: Urban	10% (60)	29% (174)	20% (118)	42% (253)	605
Community: Suburban	11% (122)	23% (258)	22% (244)	43% (480)	1104
Community: Rural	12% (57)	23% (113)	24% (116)	42% (208)	495
Employ: Private Sector	11% (78)	25% (185)	24% (178)	41% (302)	744
Employ: Government	12% (16)	28% (38)	19% (26)	41% (55)	135
Employ: Self-Employed	13% (24)	25% (47)	19% (36)	43% (79)	186
Employ: Homemaker	10% (14)	25% (37)	16% (23)	49% (72)	146
Employ: Student	— (0)	24% (16)	16% (11)	60% (40)	66
Employ: Retired	11% (62)	24% (131)	18% (100)	47% (258)	551
Employ: Unemployed	13% (34)	24% (64)	32% (85)	31% (81)	264
Employ: Other	8% (9)	24% (27)	19% (22)	48% (54)	112
Military HH: Yes	16% (54)	23% (79)	25% (84)	35% (119)	335
Military HH: No	10% (186)	25% (467)	21% (395)	44% (821)	1869
RD/WT: Right Direction	14% (102)	28% (213)	21% (156)	38% (283)	754
RD/WT: Wrong Track	9% (137)	23% (332)	22% (323)	45% (657)	1450
Biden Job Approve	14% (135)	27% (271)	21% (206)	38% (383)	995
Biden Job Disapprove	9% (97)	23% (250)	22% (241)	46% (502)	1090
Biden Job Strongly Approve	17% (78)	25% (116)	22% (103)	37% (171)	469
Biden Job Somewhat Approve	11% (57)	29% (155)	20% (103)	40% (211)	526
Biden Job Somewhat Disapprove	9% (28)	25% (79)	24% (77)	42% (136)	320
Biden Job Strongly Disapprove	9% (69)	22% (171)	21% (163)	48% (367)	770

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Table FZKHQF2_9: How often, if at all, do you use the following platforms to listen to music?
 CDs/records

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	11%	(239)	25%	(545)	22%	(479)	43%	(940)	2204
Favorable of Biden	12%	(116)	28%	(274)	21%	(203)	40%	(398)	990
Unfavorable of Biden	9%	(96)	23%	(242)	23%	(243)	46%	(488)	1070
Very Favorable of Biden	15%	(72)	24%	(118)	20%	(97)	40%	(194)	480
Somewhat Favorable of Biden	9%	(44)	31%	(156)	21%	(106)	40%	(204)	510
Somewhat Unfavorable of Biden	7%	(18)	24%	(66)	23%	(63)	46%	(127)	275
Very Unfavorable of Biden	10%	(78)	22%	(176)	23%	(180)	45%	(361)	795
#1 Issue: Economy	8%	(68)	24%	(198)	21%	(178)	47%	(389)	833
#1 Issue: Security	11%	(35)	28%	(87)	23%	(72)	38%	(117)	311
#1 Issue: Health Care	22%	(47)	21%	(44)	21%	(45)	36%	(78)	214
#1 Issue: Medicare / Social Security	12%	(30)	29%	(72)	16%	(39)	43%	(107)	248
#1 Issue: Women's Issues	6%	(13)	24%	(55)	26%	(60)	45%	(105)	233
#1 Issue: Education	11%	(9)	27%	(22)	28%	(23)	34%	(27)	81
#1 Issue: Energy	16%	(24)	27%	(40)	15%	(22)	42%	(64)	151
#1 Issue: Other	9%	(12)	20%	(27)	31%	(41)	40%	(53)	133
2022 House Vote: Democrat	11%	(102)	27%	(251)	23%	(208)	39%	(359)	919
2022 House Vote: Republican	10%	(68)	24%	(159)	22%	(151)	44%	(295)	673
2022 House Vote: Someone else	16%	(9)	17%	(9)	22%	(12)	45%	(24)	54
2022 House Vote: Didnt Vote	11%	(61)	23%	(126)	20%	(109)	47%	(262)	558
2020 Vote: Joe Biden	11%	(108)	27%	(264)	23%	(230)	39%	(389)	992
2020 Vote: Donald Trump	9%	(62)	24%	(159)	23%	(152)	44%	(297)	669
2020 Vote: Other	12%	(8)	18%	(13)	17%	(12)	53%	(37)	70
2020 Vote: Didn't Vote	13%	(61)	23%	(110)	18%	(85)	46%	(217)	473
2018 House Vote: Democrat	13%	(99)	27%	(213)	22%	(176)	38%	(298)	787
2018 House Vote: Republican	10%	(59)	27%	(160)	21%	(125)	42%	(253)	597
2018 House Vote: Someone else	19%	(10)	15%	(8)	18%	(9)	48%	(25)	52
2018 House Vote: Didnt Vote	9%	(71)	21%	(164)	22%	(168)	47%	(365)	768
4-Region: Northeast	17%	(66)	22%	(84)	18%	(68)	43%	(168)	386
4-Region: Midwest	11%	(49)	27%	(122)	21%	(97)	41%	(186)	455
4-Region: South	8%	(65)	24%	(204)	24%	(202)	44%	(370)	841
4-Region: West	11%	(59)	26%	(135)	22%	(112)	41%	(216)	522
Concertgoers	20%	(94)	32%	(153)	20%	(94)	28%	(135)	475

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Table FZKHQF2_9: How often, if at all, do you use the following platforms to listen to music?

CDs/records

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	11%	(239)	25%	(545)	22%	(479)	43%	(940)	2204
Taylor Swift Fans	12%	(138)	27%	(312)	22%	(253)	40%	(471)	1174
Taylor Swift Avid Fans	16%	(56)	27%	(96)	18%	(66)	39%	(139)	356
Swifties	17%	(51)	33%	(101)	19%	(58)	32%	(98)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_1: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?
Taylor Swift

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(356)	37%	(818)	47%	(1030)	2204
Gender: Male	16%	(171)	34%	(366)	50%	(530)	1068
Gender: Female	16%	(184)	40%	(449)	44%	(494)	1128
Age: 18-34	18%	(117)	35%	(223)	46%	(292)	632
Age: 35-44	24%	(91)	37%	(137)	39%	(144)	372
Age: 45-64	13%	(94)	39%	(279)	48%	(340)	712
Age: 65+	11%	(55)	37%	(179)	52%	(253)	488
GenZers: 1997-2012	16%	(39)	34%	(83)	50%	(124)	246
Millennials: 1981-1996	23%	(157)	35%	(240)	41%	(280)	677
GenXers: 1965-1980	14%	(74)	38%	(205)	48%	(253)	532
Baby Boomers: 1946-1964	12%	(82)	39%	(270)	49%	(335)	686
PID: Dem (no lean)	22%	(194)	40%	(357)	38%	(335)	886
PID: Ind (no lean)	12%	(81)	34%	(223)	53%	(346)	650
PID: Rep (no lean)	12%	(81)	36%	(239)	52%	(348)	668
PID/Gender: Dem Men	25%	(111)	38%	(167)	36%	(159)	437
PID/Gender: Dem Women	19%	(83)	42%	(187)	39%	(172)	442
PID/Gender: Ind Men	11%	(32)	31%	(95)	58%	(177)	304
PID/Gender: Ind Women	14%	(49)	37%	(128)	49%	(170)	346
PID/Gender: Rep Men	9%	(28)	32%	(104)	59%	(194)	327
PID/Gender: Rep Women	15%	(52)	40%	(134)	45%	(152)	339
Ideo: Liberal (1-3)	22%	(150)	39%	(258)	39%	(259)	667
Ideo: Moderate (4)	15%	(90)	37%	(221)	48%	(291)	603
Ideo: Conservative (5-7)	13%	(96)	35%	(251)	52%	(374)	721
Educ: < College	14%	(206)	37%	(527)	49%	(707)	1440
Educ: Bachelors degree	18%	(89)	40%	(194)	42%	(203)	485
Educ: Post-grad	22%	(62)	35%	(97)	43%	(120)	279
Income: Under 50k	15%	(175)	35%	(398)	49%	(558)	1131
Income: 50k-100k	13%	(91)	40%	(267)	47%	(314)	672
Income: 100k+	23%	(90)	38%	(154)	39%	(158)	402
Ethnicity: White	16%	(264)	38%	(641)	47%	(796)	1701
Ethnicity: Hispanic	18%	(69)	32%	(120)	50%	(191)	380
Ethnicity: Black	17%	(47)	33%	(95)	50%	(141)	283

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Table FZKHQF3_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Taylor Swift

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(356)	37%	(818)	47%	(1030)	2204
Ethnicity: Other	20%	(44)	38%	(83)	42%	(92)	220
All Christian	17%	(158)	41%	(377)	42%	(384)	919
All Non-Christian	30%	(46)	32%	(49)	38%	(58)	154
Atheist	14%	(17)	32%	(39)	53%	(63)	120
Agnostic/Nothing in particular	14%	(85)	36%	(227)	50%	(313)	625
Something Else	13%	(49)	33%	(126)	55%	(211)	387
Religious Non-Protestant/Catholic	28%	(50)	30%	(54)	41%	(73)	178
Evangelical	13%	(69)	39%	(205)	48%	(253)	527
Non-Evangelical	18%	(130)	39%	(285)	43%	(318)	733
Community: Urban	15%	(93)	43%	(258)	42%	(254)	605
Community: Suburban	17%	(190)	34%	(379)	48%	(536)	1104
Community: Rural	15%	(73)	37%	(181)	49%	(240)	495
Employ: Private Sector	20%	(149)	39%	(289)	41%	(307)	744
Employ: Government	26%	(34)	38%	(51)	37%	(50)	135
Employ: Self-Employed	17%	(31)	37%	(68)	46%	(86)	186
Employ: Homemaker	15%	(22)	44%	(65)	40%	(58)	146
Employ: Student	15%	(10)	25%	(16)	61%	(40)	66
Employ: Retired	11%	(62)	33%	(183)	55%	(305)	551
Employ: Unemployed	14%	(36)	38%	(101)	48%	(127)	264
Employ: Other	10%	(11)	40%	(45)	50%	(56)	112
Military HH: Yes	15%	(49)	33%	(112)	52%	(174)	335
Military HH: No	16%	(307)	38%	(706)	46%	(856)	1869
RD/WT: Right Direction	24%	(182)	38%	(283)	38%	(289)	754
RD/WT: Wrong Track	12%	(175)	37%	(535)	51%	(741)	1450
Biden Job Approve	22%	(218)	41%	(411)	37%	(366)	995
Biden Job Disapprove	12%	(126)	33%	(362)	55%	(602)	1090
Biden Job Strongly Approve	28%	(132)	35%	(166)	36%	(171)	469
Biden Job Somewhat Approve	16%	(86)	47%	(245)	37%	(195)	526
Biden Job Somewhat Disapprove	13%	(42)	35%	(113)	52%	(165)	320
Biden Job Strongly Disapprove	11%	(83)	32%	(250)	57%	(437)	770

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Table FZKHQF3_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Taylor Swift

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(356)	37%	(818)	47%	(1030)	2204
Favorable of Biden	22%	(222)	38%	(381)	39%	(387)	990
Unfavorable of Biden	10%	(112)	35%	(376)	54%	(582)	1070
Very Favorable of Biden	28%	(135)	33%	(158)	39%	(187)	480
Somewhat Favorable of Biden	17%	(87)	44%	(224)	39%	(200)	510
Somewhat Unfavorable of Biden	10%	(28)	36%	(98)	54%	(149)	275
Very Unfavorable of Biden	11%	(84)	35%	(279)	54%	(432)	795
#1 Issue: Economy	16%	(137)	38%	(314)	46%	(382)	833
#1 Issue: Security	14%	(44)	32%	(99)	54%	(168)	311
#1 Issue: Health Care	24%	(52)	42%	(89)	34%	(73)	214
#1 Issue: Medicare / Social Security	10%	(25)	41%	(101)	49%	(123)	248
#1 Issue: Women's Issues	16%	(37)	39%	(90)	46%	(106)	233
#1 Issue: Education	15%	(12)	33%	(27)	52%	(42)	81
#1 Issue: Energy	24%	(36)	34%	(51)	42%	(64)	151
#1 Issue: Other	11%	(15)	35%	(46)	54%	(72)	133
2022 House Vote: Democrat	21%	(190)	39%	(357)	41%	(373)	919
2022 House Vote: Republican	12%	(78)	33%	(224)	55%	(371)	673
2022 House Vote: Someone else	17%	(9)	40%	(22)	42%	(23)	54
2022 House Vote: Didnt Vote	14%	(79)	39%	(216)	47%	(264)	558
2020 Vote: Joe Biden	19%	(186)	39%	(384)	43%	(422)	992
2020 Vote: Donald Trump	11%	(77)	34%	(225)	55%	(368)	669
2020 Vote: Other	18%	(12)	32%	(22)	50%	(35)	70
2020 Vote: Didn't Vote	17%	(81)	40%	(187)	43%	(205)	473
2018 House Vote: Democrat	22%	(173)	41%	(325)	37%	(289)	787
2018 House Vote: Republican	13%	(75)	34%	(204)	53%	(318)	597
2018 House Vote: Someone else	10%	(5)	34%	(18)	56%	(29)	52
2018 House Vote: Didnt Vote	13%	(103)	35%	(271)	51%	(394)	768
4-Region: Northeast	18%	(71)	39%	(150)	43%	(166)	386
4-Region: Midwest	17%	(78)	37%	(169)	46%	(208)	455
4-Region: South	14%	(117)	39%	(326)	47%	(398)	841
4-Region: West	17%	(90)	33%	(174)	49%	(258)	522
Concertgoers	31%	(145)	40%	(188)	30%	(142)	475

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Table FZKHQF3_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Taylor Swift

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(356)	37%	(818)	47%	(1030)	2204
Taylor Swift Fans	30%	(356)	70%	(818)	—	(0)	1174
Taylor Swift Avid Fans	100%	(356)	—	(0)	—	(0)	356
Swifties	50%	(155)	30%	(92)	20%	(60)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Rihanna

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	19% (427)	35% (782)	45% (995)	2204
Gender: Male	17% (183)	33% (355)	50% (530)	1068
Gender: Female	22% (244)	38% (425)	41% (459)	1128
Age: 18-34	27% (174)	39% (248)	33% (210)	632
Age: 35-44	31% (115)	45% (169)	24% (88)	372
Age: 45-64	16% (110)	35% (249)	49% (352)	712
Age: 65+	6% (28)	24% (116)	71% (344)	488
GenZers: 1997-2012	27% (65)	39% (95)	35% (86)	246
Millennials: 1981-1996	29% (195)	43% (293)	28% (189)	677
GenXers: 1965-1980	20% (107)	37% (199)	42% (225)	532
Baby Boomers: 1946-1964	8% (58)	27% (183)	65% (445)	686
PID: Dem (no lean)	28% (247)	39% (344)	33% (295)	886
PID: Ind (no lean)	16% (106)	35% (225)	49% (320)	650
PID: Rep (no lean)	11% (75)	32% (213)	57% (380)	668
PID/Gender: Dem Men	29% (125)	39% (170)	32% (142)	437
PID/Gender: Dem Women	27% (121)	39% (172)	34% (149)	442
PID/Gender: Ind Men	9% (28)	29% (88)	62% (188)	304
PID/Gender: Ind Women	22% (78)	39% (136)	38% (132)	346
PID/Gender: Rep Men	9% (29)	30% (97)	61% (200)	327
PID/Gender: Rep Women	13% (45)	34% (116)	52% (177)	339
Ideo: Liberal (1-3)	24% (162)	43% (289)	32% (216)	667
Ideo: Moderate (4)	20% (122)	33% (198)	47% (282)	603
Ideo: Conservative (5-7)	11% (79)	30% (217)	59% (425)	721
Educ: < College	21% (302)	34% (492)	45% (646)	1440
Educ: Bachelors degree	15% (75)	38% (186)	46% (224)	485
Educ: Post-grad	18% (50)	37% (104)	45% (125)	279
Income: Under 50k	22% (248)	33% (372)	45% (510)	1131
Income: 50k-100k	16% (107)	36% (241)	48% (324)	672
Income: 100k+	18% (72)	42% (169)	40% (160)	402
Ethnicity: White	14% (241)	34% (585)	51% (875)	1701
Ethnicity: Hispanic	27% (101)	37% (140)	36% (138)	380
Ethnicity: Black	52% (148)	33% (94)	15% (41)	283

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Table FZKHQF3_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*

Rihanna

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	19%	(427)	35%	(782)	45%	(995)	2204
Ethnicity: Other	17%	(38)	47%	(103)	36%	(79)	220
All Christian	17%	(158)	33%	(306)	50%	(455)	919
All Non-Christian	27%	(42)	38%	(58)	35%	(54)	154
Atheist	13%	(15)	33%	(39)	54%	(65)	120
Agnostic/Nothing in particular	20%	(126)	38%	(240)	42%	(260)	625
Something Else	22%	(86)	36%	(139)	42%	(162)	387
Religious Non-Protestant/Catholic	26%	(47)	36%	(64)	38%	(67)	178
Evangelical	22%	(117)	34%	(177)	44%	(233)	527
Non-Evangelical	16%	(116)	34%	(252)	50%	(365)	733
Community: Urban	25%	(148)	38%	(232)	37%	(225)	605
Community: Suburban	17%	(187)	36%	(401)	47%	(516)	1104
Community: Rural	19%	(92)	30%	(149)	51%	(254)	495
Employ: Private Sector	21%	(159)	41%	(307)	37%	(279)	744
Employ: Government	28%	(38)	35%	(47)	37%	(49)	135
Employ: Self-Employed	28%	(52)	41%	(76)	31%	(58)	186
Employ: Homemaker	24%	(36)	41%	(60)	34%	(50)	146
Employ: Student	32%	(21)	32%	(21)	36%	(24)	66
Employ: Retired	6%	(34)	24%	(134)	70%	(383)	551
Employ: Unemployed	23%	(60)	39%	(102)	38%	(102)	264
Employ: Other	24%	(27)	31%	(35)	45%	(51)	112
Military HH: Yes	17%	(58)	26%	(89)	56%	(189)	335
Military HH: No	20%	(369)	37%	(693)	43%	(806)	1869
RD/WT: Right Direction	25%	(190)	39%	(294)	36%	(270)	754
RD/WT: Wrong Track	16%	(237)	34%	(489)	50%	(725)	1450
Biden Job Approve	25%	(253)	39%	(387)	36%	(354)	995
Biden Job Disapprove	14%	(148)	31%	(343)	55%	(599)	1090
Biden Job Strongly Approve	30%	(139)	35%	(166)	35%	(163)	469
Biden Job Somewhat Approve	22%	(114)	42%	(221)	36%	(192)	526
Biden Job Somewhat Disapprove	15%	(48)	35%	(111)	50%	(161)	320
Biden Job Strongly Disapprove	13%	(100)	30%	(233)	57%	(438)	770

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Table FZKHQF3_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Rihanna

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	19%	(427)	35%	(782)	45%	(995)	2204
Favorable of Biden	25%	(251)	38%	(378)	37%	(362)	990
Unfavorable of Biden	13%	(137)	32%	(343)	55%	(589)	1070
Very Favorable of Biden	32%	(152)	34%	(163)	34%	(165)	480
Somewhat Favorable of Biden	19%	(98)	42%	(215)	39%	(197)	510
Somewhat Unfavorable of Biden	17%	(46)	36%	(100)	47%	(129)	275
Very Unfavorable of Biden	12%	(92)	31%	(243)	58%	(460)	795
#1 Issue: Economy	23%	(190)	36%	(299)	41%	(345)	833
#1 Issue: Security	12%	(38)	29%	(89)	59%	(185)	311
#1 Issue: Health Care	22%	(46)	37%	(78)	42%	(89)	214
#1 Issue: Medicare / Social Security	12%	(29)	29%	(73)	59%	(147)	248
#1 Issue: Women's Issues	25%	(58)	45%	(104)	30%	(70)	233
#1 Issue: Education	20%	(16)	53%	(43)	27%	(22)	81
#1 Issue: Energy	19%	(29)	36%	(54)	44%	(67)	151
#1 Issue: Other	15%	(20)	32%	(43)	53%	(71)	133
2022 House Vote: Democrat	24%	(218)	38%	(349)	38%	(352)	919
2022 House Vote: Republican	9%	(57)	31%	(210)	60%	(406)	673
2022 House Vote: Someone else	26%	(14)	25%	(14)	48%	(26)	54
2022 House Vote: Didnt Vote	25%	(137)	38%	(209)	38%	(212)	558
2020 Vote: Joe Biden	23%	(228)	38%	(375)	39%	(389)	992
2020 Vote: Donald Trump	9%	(62)	29%	(193)	62%	(414)	669
2020 Vote: Other	13%	(9)	46%	(32)	41%	(28)	70
2020 Vote: Didn't Vote	27%	(128)	39%	(182)	34%	(163)	473
2018 House Vote: Democrat	25%	(194)	39%	(303)	37%	(290)	787
2018 House Vote: Republican	9%	(56)	28%	(169)	62%	(373)	597
2018 House Vote: Someone else	7%	(4)	41%	(21)	52%	(27)	52
2018 House Vote: Didnt Vote	23%	(174)	38%	(290)	40%	(305)	768
4-Region: Northeast	24%	(93)	34%	(132)	42%	(160)	386
4-Region: Midwest	15%	(66)	34%	(156)	51%	(233)	455
4-Region: South	20%	(167)	36%	(301)	44%	(372)	841
4-Region: West	19%	(100)	37%	(192)	44%	(229)	522
Concertgoers	32%	(152)	41%	(194)	27%	(130)	475

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Table FZKHQF3_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*

Rihanna

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	19% (427)	35% (782)	45% (995)	2204
Taylor Swift Fans	28% (332)	45% (532)	26% (311)	1174
Taylor Swift Avid Fans	41% (146)	42% (150)	17% (60)	356
Swifties	41% (127)	37% (114)	22% (67)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_3: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*Miley Cyrus*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(240)	36%	(790)	53%	(1174)	2204
Gender: Male	10%	(109)	31%	(336)	58%	(623)	1068
Gender: Female	11%	(129)	40%	(452)	48%	(546)	1128
Age: 18-34	14%	(92)	37%	(235)	48%	(306)	632
Age: 35-44	16%	(61)	47%	(174)	37%	(137)	372
Age: 45-64	9%	(65)	35%	(249)	56%	(398)	712
Age: 65+	5%	(22)	27%	(131)	68%	(334)	488
GenZers: 1997-2012	18%	(44)	34%	(83)	48%	(118)	246
Millennials: 1981-1996	15%	(103)	42%	(285)	43%	(289)	677
GenXers: 1965-1980	10%	(51)	38%	(201)	53%	(280)	532
Baby Boomers: 1946-1964	6%	(40)	31%	(210)	64%	(436)	686
PID: Dem (no lean)	14%	(121)	41%	(364)	45%	(401)	886
PID: Ind (no lean)	8%	(53)	30%	(196)	62%	(401)	650
PID: Rep (no lean)	10%	(65)	35%	(231)	56%	(371)	668
PID/Gender: Dem Men	17%	(73)	37%	(161)	47%	(204)	437
PID/Gender: Dem Women	11%	(48)	46%	(202)	43%	(192)	442
PID/Gender: Ind Men	5%	(15)	22%	(66)	73%	(222)	304
PID/Gender: Ind Women	11%	(38)	37%	(129)	52%	(179)	346
PID/Gender: Rep Men	6%	(21)	33%	(109)	60%	(197)	327
PID/Gender: Rep Women	13%	(43)	36%	(122)	52%	(175)	339
Ideo: Liberal (1-3)	15%	(99)	41%	(271)	45%	(297)	667
Ideo: Moderate (4)	9%	(52)	34%	(204)	57%	(346)	603
Ideo: Conservative (5-7)	9%	(63)	33%	(238)	58%	(420)	721
Educ: < College	11%	(160)	36%	(521)	53%	(759)	1440
Educ: Bachelors degree	9%	(41)	35%	(171)	56%	(272)	485
Educ: Post-grad	14%	(38)	35%	(97)	51%	(143)	279
Income: Under 50k	11%	(123)	35%	(399)	54%	(609)	1131
Income: 50k-100k	10%	(64)	37%	(246)	54%	(361)	672
Income: 100k+	13%	(53)	36%	(145)	51%	(204)	402
Ethnicity: White	11%	(187)	36%	(606)	53%	(909)	1701
Ethnicity: Hispanic	16%	(62)	34%	(128)	50%	(189)	380
Ethnicity: Black	13%	(37)	39%	(110)	48%	(136)	283

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Table FZKHQF3_3: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?

Miley Cyrus

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(240)	36%	(790)	53%	(1174)	2204
Ethnicity: Other	7%	(16)	34%	(74)	59%	(130)	220
All Christian	11%	(105)	35%	(323)	53%	(491)	919
All Non-Christian	22%	(34)	28%	(43)	50%	(77)	154
Atheist	5%	(6)	36%	(42)	60%	(72)	120
Agnostic/Nothing in particular	9%	(56)	39%	(242)	52%	(326)	625
Something Else	10%	(39)	36%	(139)	54%	(209)	387
Religious Non-Protestant/Catholic	19%	(34)	29%	(51)	52%	(92)	178
Evangelical	11%	(57)	31%	(165)	58%	(306)	527
Non-Evangelical	11%	(82)	38%	(280)	51%	(372)	733
Community: Urban	11%	(68)	38%	(227)	51%	(310)	605
Community: Suburban	10%	(115)	35%	(382)	55%	(608)	1104
Community: Rural	12%	(58)	36%	(180)	52%	(256)	495
Employ: Private Sector	14%	(106)	42%	(314)	44%	(324)	744
Employ: Government	17%	(23)	39%	(53)	44%	(59)	135
Employ: Self-Employed	19%	(35)	33%	(61)	48%	(90)	186
Employ: Homemaker	10%	(14)	47%	(69)	43%	(62)	146
Employ: Student	13%	(8)	27%	(18)	61%	(40)	66
Employ: Retired	5%	(28)	25%	(140)	70%	(383)	551
Employ: Unemployed	7%	(20)	39%	(104)	53%	(141)	264
Employ: Other	5%	(6)	28%	(31)	67%	(75)	112
Military HH: Yes	10%	(34)	29%	(98)	61%	(203)	335
Military HH: No	11%	(206)	37%	(692)	52%	(971)	1869
RD/WT: Right Direction	15%	(116)	37%	(276)	48%	(362)	754
RD/WT: Wrong Track	9%	(124)	35%	(513)	56%	(813)	1450
Biden Job Approve	14%	(137)	39%	(387)	47%	(471)	995
Biden Job Disapprove	9%	(97)	33%	(361)	58%	(632)	1090
Biden Job Strongly Approve	18%	(84)	37%	(174)	45%	(211)	469
Biden Job Somewhat Approve	10%	(53)	40%	(213)	50%	(261)	526
Biden Job Somewhat Disapprove	9%	(29)	34%	(110)	57%	(181)	320
Biden Job Strongly Disapprove	9%	(69)	33%	(251)	58%	(450)	770

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Table FZKHQF3_3: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?
Miley Cyrus

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(240)	36%	(790)	53%	(1174)	2204
Favorable of Biden	14%	(141)	38%	(373)	48%	(476)	990
Unfavorable of Biden	8%	(84)	33%	(358)	59%	(628)	1070
Very Favorable of Biden	17%	(83)	39%	(185)	44%	(212)	480
Somewhat Favorable of Biden	11%	(58)	37%	(188)	52%	(265)	510
Somewhat Unfavorable of Biden	9%	(25)	33%	(90)	58%	(159)	275
Very Unfavorable of Biden	7%	(58)	34%	(268)	59%	(469)	795
#1 Issue: Economy	11%	(88)	39%	(327)	50%	(418)	833
#1 Issue: Security	7%	(23)	27%	(83)	66%	(205)	311
#1 Issue: Health Care	17%	(36)	40%	(86)	43%	(93)	214
#1 Issue: Medicare / Social Security	4%	(11)	31%	(77)	65%	(161)	248
#1 Issue: Women's Issues	12%	(28)	41%	(95)	47%	(110)	233
#1 Issue: Education	9%	(8)	42%	(34)	48%	(39)	81
#1 Issue: Energy	24%	(37)	32%	(48)	44%	(66)	151
#1 Issue: Other	8%	(10)	30%	(41)	62%	(83)	133
2022 House Vote: Democrat	13%	(123)	37%	(343)	49%	(453)	919
2022 House Vote: Republican	8%	(55)	32%	(215)	60%	(402)	673
2022 House Vote: Someone else	12%	(6)	35%	(19)	53%	(28)	54
2022 House Vote: Didnt Vote	10%	(56)	38%	(212)	52%	(290)	558
2020 Vote: Joe Biden	12%	(120)	36%	(355)	52%	(516)	992
2020 Vote: Donald Trump	8%	(55)	30%	(201)	62%	(413)	669
2020 Vote: Other	8%	(6)	36%	(25)	56%	(39)	70
2020 Vote: Didn't Vote	12%	(59)	44%	(208)	44%	(206)	473
2018 House Vote: Democrat	13%	(100)	41%	(323)	46%	(363)	787
2018 House Vote: Republican	9%	(53)	29%	(174)	62%	(370)	597
2018 House Vote: Someone else	4%	(2)	26%	(14)	70%	(36)	52
2018 House Vote: Didnt Vote	11%	(85)	36%	(279)	53%	(405)	768
4-Region: Northeast	14%	(54)	36%	(137)	50%	(194)	386
4-Region: Midwest	10%	(48)	36%	(166)	53%	(242)	455
4-Region: South	8%	(70)	40%	(332)	52%	(439)	841
4-Region: West	13%	(68)	30%	(154)	57%	(299)	522
Concertgoers	22%	(106)	44%	(210)	33%	(159)	475

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Table FZKHQF3_3: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Miley Cyrus

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	11% (240)	36% (790)	53% (1174)	2204
Taylor Swift Fans	17% (202)	53% (626)	29% (346)	1174
Taylor Swift Avid Fans	38% (137)	49% (173)	13% (47)	356
Swifties	30% (93)	45% (140)	24% (75)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_4: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?
Harry Styles

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(198)	29%	(628)	63%	(1378)	2204
Gender: Male	9%	(93)	25%	(266)	66%	(709)	1068
Gender: Female	9%	(105)	32%	(361)	59%	(661)	1128
Age: 18-34	11%	(71)	31%	(197)	58%	(364)	632
Age: 35-44	15%	(55)	34%	(126)	51%	(192)	372
Age: 45-64	7%	(50)	27%	(189)	67%	(474)	712
Age: 65+	5%	(23)	24%	(116)	71%	(348)	488
GenZers: 1997-2012	11%	(26)	32%	(79)	57%	(141)	246
Millennials: 1981-1996	13%	(90)	32%	(215)	55%	(372)	677
GenXers: 1965-1980	7%	(37)	30%	(160)	63%	(334)	532
Baby Boomers: 1946-1964	7%	(45)	24%	(166)	69%	(475)	686
PID: Dem (no lean)	13%	(115)	36%	(315)	52%	(457)	886
PID: Ind (no lean)	6%	(41)	25%	(160)	69%	(449)	650
PID: Rep (no lean)	6%	(43)	23%	(153)	71%	(472)	668
PID/Gender: Dem Men	14%	(61)	34%	(149)	52%	(227)	437
PID/Gender: Dem Women	12%	(54)	37%	(165)	51%	(224)	442
PID/Gender: Ind Men	6%	(18)	16%	(50)	78%	(235)	304
PID/Gender: Ind Women	6%	(22)	32%	(110)	62%	(214)	346
PID/Gender: Rep Men	4%	(13)	20%	(67)	76%	(247)	327
PID/Gender: Rep Women	9%	(30)	25%	(86)	66%	(223)	339
Ideo: Liberal (1-3)	13%	(89)	36%	(241)	50%	(337)	667
Ideo: Moderate (4)	7%	(43)	27%	(163)	66%	(398)	603
Ideo: Conservative (5-7)	8%	(55)	25%	(181)	67%	(484)	721
Educ: < College	8%	(109)	27%	(386)	66%	(945)	1440
Educ: Bachelors degree	11%	(53)	32%	(156)	57%	(277)	485
Educ: Post-grad	13%	(37)	31%	(86)	56%	(156)	279
Income: Under 50k	7%	(81)	28%	(320)	65%	(729)	1131
Income: 50k-100k	10%	(66)	27%	(181)	63%	(425)	672
Income: 100k+	13%	(51)	32%	(127)	56%	(223)	402
Ethnicity: White	9%	(158)	28%	(479)	63%	(1064)	1701
Ethnicity: Hispanic	14%	(52)	25%	(94)	62%	(234)	380
Ethnicity: Black	10%	(28)	28%	(79)	62%	(176)	283

Continued on next page

Table FZKHQF3_4: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?
Harry Styles*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(198)	29%	(628)	63%	(1378)	2204
Ethnicity: Other	6%	(12)	32%	(71)	62%	(137)	220
All Christian	9%	(85)	31%	(285)	60%	(549)	919
All Non-Christian	24%	(36)	32%	(49)	44%	(68)	154
Atheist	6%	(7)	27%	(33)	67%	(80)	120
Agnostic/Nothing in particular	7%	(45)	31%	(194)	62%	(387)	625
Something Else	6%	(25)	18%	(68)	76%	(294)	387
Religious Non-Protestant/Catholic	21%	(37)	33%	(58)	47%	(83)	178
Evangelical	7%	(38)	22%	(117)	71%	(372)	527
Non-Evangelical	9%	(68)	30%	(217)	61%	(449)	733
Community: Urban	13%	(77)	31%	(190)	56%	(338)	605
Community: Suburban	8%	(93)	28%	(310)	63%	(701)	1104
Community: Rural	6%	(27)	26%	(128)	69%	(339)	495
Employ: Private Sector	12%	(90)	32%	(239)	56%	(416)	744
Employ: Government	17%	(23)	33%	(45)	50%	(67)	135
Employ: Self-Employed	12%	(22)	28%	(52)	60%	(112)	186
Employ: Homemaker	7%	(11)	29%	(43)	63%	(92)	146
Employ: Student	6%	(4)	32%	(21)	62%	(41)	66
Employ: Retired	6%	(34)	21%	(114)	73%	(403)	551
Employ: Unemployed	5%	(14)	30%	(79)	65%	(172)	264
Employ: Other	1%	(1)	32%	(36)	66%	(75)	112
Military HH: Yes	9%	(29)	23%	(76)	69%	(230)	335
Military HH: No	9%	(169)	30%	(553)	61%	(1148)	1869
RD/WT: Right Direction	15%	(114)	35%	(265)	50%	(375)	754
RD/WT: Wrong Track	6%	(84)	25%	(363)	69%	(1003)	1450
Biden Job Approve	13%	(132)	35%	(353)	51%	(510)	995
Biden Job Disapprove	6%	(65)	23%	(251)	71%	(774)	1090
Biden Job Strongly Approve	16%	(77)	37%	(174)	47%	(218)	469
Biden Job Somewhat Approve	10%	(55)	34%	(179)	56%	(292)	526
Biden Job Somewhat Disapprove	9%	(30)	29%	(94)	61%	(196)	320
Biden Job Strongly Disapprove	5%	(36)	20%	(157)	75%	(577)	770

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Table FZKHQF3_4: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Harry Styles

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(198)	29%	(628)	63%	(1378)	2204
Favorable of Biden	13%	(126)	34%	(340)	53%	(525)	990
Unfavorable of Biden	6%	(60)	23%	(248)	71%	(763)	1070
Very Favorable of Biden	15%	(74)	36%	(171)	49%	(236)	480
Somewhat Favorable of Biden	10%	(52)	33%	(170)	57%	(289)	510
Somewhat Unfavorable of Biden	8%	(23)	27%	(75)	64%	(176)	275
Very Unfavorable of Biden	5%	(37)	22%	(172)	74%	(586)	795
#1 Issue: Economy	8%	(66)	29%	(242)	63%	(525)	833
#1 Issue: Security	8%	(23)	22%	(70)	70%	(218)	311
#1 Issue: Health Care	11%	(24)	38%	(81)	51%	(108)	214
#1 Issue: Medicare / Social Security	7%	(18)	24%	(59)	69%	(171)	248
#1 Issue: Women's Issues	11%	(26)	33%	(78)	56%	(129)	233
#1 Issue: Education	9%	(7)	34%	(27)	57%	(46)	81
#1 Issue: Energy	19%	(28)	28%	(43)	53%	(79)	151
#1 Issue: Other	4%	(6)	21%	(28)	75%	(100)	133
2022 House Vote: Democrat	13%	(121)	34%	(310)	53%	(488)	919
2022 House Vote: Republican	5%	(35)	23%	(152)	72%	(485)	673
2022 House Vote: Someone else	9%	(5)	35%	(19)	56%	(30)	54
2022 House Vote: Didnt Vote	7%	(37)	26%	(147)	67%	(374)	558
2020 Vote: Joe Biden	12%	(115)	32%	(322)	56%	(556)	992
2020 Vote: Donald Trump	5%	(35)	22%	(148)	73%	(487)	669
2020 Vote: Other	7%	(5)	40%	(28)	54%	(37)	70
2020 Vote: Didn't Vote	9%	(44)	28%	(131)	63%	(298)	473
2018 House Vote: Democrat	14%	(109)	35%	(275)	51%	(403)	787
2018 House Vote: Republican	5%	(28)	23%	(140)	72%	(430)	597
2018 House Vote: Someone else	8%	(4)	35%	(18)	57%	(30)	52
2018 House Vote: Didnt Vote	7%	(57)	25%	(196)	67%	(515)	768
4-Region: Northeast	15%	(58)	33%	(127)	52%	(200)	386
4-Region: Midwest	7%	(31)	29%	(132)	64%	(292)	455
4-Region: South	6%	(54)	26%	(219)	67%	(567)	841
4-Region: West	10%	(54)	29%	(150)	61%	(318)	522
Concertgoers	24%	(113)	37%	(174)	40%	(189)	475

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Table FZKHQF3_4: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?
Harry Styles*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	9% (198)	29% (628)	63% (1378)	2204
Taylor Swift Fans	15% (174)	44% (515)	41% (485)	1174
Taylor Swift Avid Fans	29% (105)	45% (160)	26% (92)	356
Swifties	26% (81)	40% (124)	33% (103)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_5: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Drake

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	13% (294)	27% (592)	60% (1317)	2204
Gender: Male	15% (156)	25% (266)	61% (646)	1068
Gender: Female	12% (139)	29% (326)	59% (663)	1128
Age: 18-34	22% (139)	36% (225)	42% (269)	632
Age: 35-44	22% (83)	35% (131)	43% (158)	372
Age: 45-64	8% (56)	24% (171)	68% (485)	712
Age: 65+	3% (16)	14% (66)	83% (405)	488
GenZers: 1997-2012	21% (51)	35% (85)	44% (109)	246
Millennials: 1981-1996	23% (156)	35% (237)	42% (284)	677
GenXers: 1965-1980	13% (67)	29% (152)	59% (312)	532
Baby Boomers: 1946-1964	3% (20)	16% (113)	81% (553)	686
PID: Dem (no lean)	20% (177)	29% (253)	51% (455)	886
PID: Ind (no lean)	10% (66)	28% (180)	62% (404)	650
PID: Rep (no lean)	8% (51)	24% (159)	69% (458)	668
PID/Gender: Dem Men	25% (111)	25% (110)	49% (216)	437
PID/Gender: Dem Women	15% (66)	32% (142)	53% (234)	442
PID/Gender: Ind Men	7% (20)	28% (85)	65% (199)	304
PID/Gender: Ind Women	13% (45)	28% (96)	59% (205)	346
PID/Gender: Rep Men	7% (25)	22% (71)	71% (232)	327
PID/Gender: Rep Women	8% (27)	26% (88)	66% (224)	339
Ideo: Liberal (1-3)	16% (109)	28% (184)	56% (374)	667
Ideo: Moderate (4)	14% (84)	30% (179)	56% (340)	603
Ideo: Conservative (5-7)	8% (59)	22% (156)	70% (506)	721
Educ: < College	14% (207)	28% (408)	57% (826)	1440
Educ: Bachelors degree	11% (54)	24% (115)	65% (317)	485
Educ: Post-grad	12% (34)	25% (70)	63% (175)	279
Income: Under 50k	15% (165)	27% (302)	59% (664)	1131
Income: 50k-100k	12% (81)	28% (187)	60% (404)	672
Income: 100k+	12% (49)	26% (104)	62% (249)	402
Ethnicity: White	10% (171)	24% (416)	65% (1114)	1701
Ethnicity: Hispanic	22% (83)	36% (136)	42% (161)	380
Ethnicity: Black	36% (102)	35% (100)	29% (81)	283

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Table FZKHQF3_5: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Drake

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(294)	27%	(592)	60%	(1317)	2204
Ethnicity: Other	10%	(21)	35%	(76)	56%	(122)	220
All Christian	13%	(118)	25%	(225)	63%	(575)	919
All Non-Christian	18%	(28)	38%	(58)	44%	(68)	154
Atheist	7%	(9)	19%	(22)	74%	(89)	120
Agnostic/Nothing in particular	14%	(85)	27%	(167)	60%	(373)	625
Something Else	14%	(54)	31%	(120)	55%	(213)	387
Religious Non-Protestant/Catholic	18%	(31)	34%	(61)	48%	(85)	178
Evangelical	17%	(91)	28%	(146)	55%	(290)	527
Non-Evangelical	10%	(76)	26%	(188)	64%	(469)	733
Community: Urban	16%	(98)	32%	(196)	52%	(312)	605
Community: Suburban	12%	(136)	25%	(279)	62%	(690)	1104
Community: Rural	12%	(61)	24%	(118)	64%	(316)	495
Employ: Private Sector	16%	(122)	32%	(241)	51%	(381)	744
Employ: Government	18%	(25)	32%	(44)	49%	(66)	135
Employ: Self-Employed	27%	(50)	24%	(45)	49%	(91)	186
Employ: Homemaker	8%	(11)	33%	(47)	60%	(87)	146
Employ: Student	24%	(16)	26%	(17)	50%	(33)	66
Employ: Retired	3%	(18)	13%	(72)	84%	(461)	551
Employ: Unemployed	17%	(44)	34%	(90)	49%	(130)	264
Employ: Other	8%	(9)	32%	(36)	60%	(68)	112
Military HH: Yes	7%	(25)	23%	(76)	70%	(235)	335
Military HH: No	14%	(270)	28%	(517)	58%	(1082)	1869
RD/WT: Right Direction	19%	(144)	31%	(234)	50%	(376)	754
RD/WT: Wrong Track	10%	(151)	25%	(358)	65%	(941)	1450
Biden Job Approve	18%	(181)	29%	(287)	53%	(527)	995
Biden Job Disapprove	9%	(101)	24%	(257)	67%	(732)	1090
Biden Job Strongly Approve	21%	(96)	30%	(141)	49%	(231)	469
Biden Job Somewhat Approve	16%	(85)	28%	(146)	56%	(296)	526
Biden Job Somewhat Disapprove	11%	(34)	28%	(91)	61%	(195)	320
Biden Job Strongly Disapprove	9%	(67)	22%	(166)	70%	(538)	770

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Table FZKHQF3_5: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Drake

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	13% (294)	27% (592)	60% (1317)	2204
Favorable of Biden	18% (178)	28% (279)	54% (534)	990
Unfavorable of Biden	8% (89)	24% (256)	68% (725)	1070
Very Favorable of Biden	23% (109)	26% (127)	51% (244)	480
Somewhat Favorable of Biden	13% (69)	30% (152)	57% (289)	510
Somewhat Unfavorable of Biden	13% (36)	30% (83)	57% (157)	275
Very Unfavorable of Biden	7% (53)	22% (174)	71% (568)	795
#1 Issue: Economy	15% (124)	32% (264)	53% (445)	833
#1 Issue: Security	10% (33)	21% (65)	69% (214)	311
#1 Issue: Health Care	24% (51)	25% (53)	51% (110)	214
#1 Issue: Medicare / Social Security	4% (10)	20% (49)	76% (189)	248
#1 Issue: Women's Issues	11% (24)	31% (71)	59% (137)	233
#1 Issue: Education	11% (9)	39% (32)	50% (40)	81
#1 Issue: Energy	20% (31)	28% (42)	52% (78)	151
#1 Issue: Other	10% (13)	12% (16)	78% (105)	133
2022 House Vote: Democrat	17% (157)	27% (247)	56% (515)	919
2022 House Vote: Republican	8% (53)	21% (141)	71% (479)	673
2022 House Vote: Someone else	6% (3)	32% (17)	62% (33)	54
2022 House Vote: Didnt Vote	15% (81)	34% (187)	52% (290)	558
2020 Vote: Joe Biden	16% (157)	25% (252)	59% (583)	992
2020 Vote: Donald Trump	7% (48)	22% (149)	70% (472)	669
2020 Vote: Other	3% (2)	44% (31)	53% (37)	70
2020 Vote: Didn't Vote	18% (87)	34% (161)	48% (226)	473
2018 House Vote: Democrat	17% (135)	27% (213)	56% (438)	787
2018 House Vote: Republican	8% (45)	19% (111)	74% (441)	597
2018 House Vote: Someone else	3% (2)	35% (18)	62% (32)	52
2018 House Vote: Didnt Vote	15% (113)	32% (249)	53% (406)	768
4-Region: Northeast	15% (58)	29% (110)	56% (218)	386
4-Region: Midwest	10% (44)	23% (103)	68% (308)	455
4-Region: South	13% (108)	30% (249)	58% (484)	841
4-Region: West	16% (84)	25% (130)	59% (308)	522
Concertgoers	26% (122)	32% (153)	42% (200)	475

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Table FZKHQF3_5: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?

Drake

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	13% (294)	27% (592)	60% (1317)	2204
Taylor Swift Fans	19% (229)	34% (405)	46% (541)	1174
Taylor Swift Avid Fans	32% (116)	33% (116)	35% (124)	356
Swifties	33% (103)	33% (101)	34% (104)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_6: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Beyonce

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	15%	(337)	35%	(763)	50%	(1104)	2204
Gender: Male	15%	(159)	30%	(320)	55%	(588)	1068
Gender: Female	16%	(177)	39%	(441)	45%	(509)	1128
Age: 18-34	19%	(118)	37%	(234)	44%	(280)	632
Age: 35-44	26%	(97)	40%	(150)	34%	(125)	372
Age: 45-64	13%	(93)	36%	(255)	51%	(363)	712
Age: 65+	6%	(28)	26%	(124)	69%	(335)	488
GenZers: 1997-2012	22%	(54)	32%	(78)	46%	(114)	246
Millennials: 1981-1996	21%	(145)	40%	(271)	39%	(261)	677
GenXers: 1965-1980	16%	(86)	37%	(195)	47%	(251)	532
Baby Boomers: 1946-1964	7%	(50)	30%	(208)	62%	(428)	686
PID: Dem (no lean)	24%	(211)	39%	(349)	37%	(327)	886
PID: Ind (no lean)	11%	(73)	33%	(218)	55%	(359)	650
PID: Rep (no lean)	8%	(53)	29%	(197)	63%	(418)	668
PID/Gender: Dem Men	27%	(118)	37%	(162)	36%	(157)	437
PID/Gender: Dem Women	21%	(92)	42%	(185)	37%	(165)	442
PID/Gender: Ind Men	6%	(20)	29%	(87)	65%	(197)	304
PID/Gender: Ind Women	16%	(54)	37%	(130)	47%	(163)	346
PID/Gender: Rep Men	6%	(21)	22%	(71)	72%	(235)	327
PID/Gender: Rep Women	9%	(32)	37%	(126)	54%	(182)	339
Ideo: Liberal (1-3)	21%	(142)	41%	(275)	37%	(250)	667
Ideo: Moderate (4)	13%	(78)	36%	(215)	51%	(310)	603
Ideo: Conservative (5-7)	10%	(74)	25%	(182)	65%	(465)	721
Educ: < College	15%	(222)	34%	(489)	51%	(730)	1440
Educ: Bachelors degree	14%	(68)	35%	(169)	51%	(248)	485
Educ: Post-grad	17%	(47)	38%	(105)	45%	(126)	279
Income: Under 50k	15%	(175)	35%	(390)	50%	(566)	1131
Income: 50k-100k	15%	(98)	34%	(228)	52%	(346)	672
Income: 100k+	16%	(64)	36%	(146)	48%	(192)	402
Ethnicity: White	11%	(188)	33%	(553)	56%	(960)	1701
Ethnicity: Hispanic	19%	(72)	32%	(120)	49%	(187)	380
Ethnicity: Black	43%	(123)	36%	(102)	20%	(58)	283

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Table FZKHQF3_6: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?

Beyonce

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	15%	(337)	35%	(763)	50%	(1104)	2204
Ethnicity: Other	12%	(26)	49%	(108)	39%	(86)	220
All Christian	16%	(146)	32%	(293)	52%	(480)	919
All Non-Christian	23%	(35)	39%	(60)	38%	(58)	154
Atheist	8%	(9)	32%	(39)	60%	(72)	120
Agnostic/Nothing in particular	13%	(84)	38%	(239)	48%	(302)	625
Something Else	16%	(62)	34%	(133)	50%	(192)	387
Religious Non-Protestant/Catholic	23%	(41)	35%	(63)	41%	(74)	178
Evangelical	19%	(100)	35%	(184)	46%	(243)	527
Non-Evangelical	13%	(97)	31%	(227)	56%	(409)	733
Community: Urban	17%	(104)	41%	(250)	41%	(251)	605
Community: Suburban	14%	(151)	33%	(366)	53%	(587)	1104
Community: Rural	17%	(82)	30%	(147)	54%	(266)	495
Employ: Private Sector	17%	(129)	35%	(263)	47%	(352)	744
Employ: Government	26%	(35)	34%	(46)	40%	(54)	135
Employ: Self-Employed	19%	(36)	42%	(77)	39%	(73)	186
Employ: Homemaker	14%	(20)	44%	(64)	42%	(61)	146
Employ: Student	26%	(17)	30%	(20)	44%	(29)	66
Employ: Retired	7%	(38)	27%	(151)	66%	(361)	551
Employ: Unemployed	20%	(54)	37%	(97)	43%	(113)	264
Employ: Other	7%	(8)	39%	(44)	54%	(61)	112
Military HH: Yes	10%	(35)	29%	(97)	61%	(204)	335
Military HH: No	16%	(302)	36%	(667)	48%	(900)	1869
RD/WT: Right Direction	21%	(161)	41%	(307)	38%	(286)	754
RD/WT: Wrong Track	12%	(175)	32%	(457)	56%	(818)	1450
Biden Job Approve	22%	(220)	40%	(394)	38%	(380)	995
Biden Job Disapprove	10%	(104)	28%	(309)	62%	(676)	1090
Biden Job Strongly Approve	25%	(117)	40%	(188)	35%	(163)	469
Biden Job Somewhat Approve	20%	(103)	39%	(206)	41%	(217)	526
Biden Job Somewhat Disapprove	11%	(35)	37%	(118)	52%	(168)	320
Biden Job Strongly Disapprove	9%	(70)	25%	(192)	66%	(509)	770

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Table FZKHQF3_6: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?

Beyonce

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	15%	(337)	35%	(763)	50%	(1104)	2204
Favorable of Biden	22%	(214)	41%	(404)	38%	(373)	990
Unfavorable of Biden	9%	(93)	28%	(297)	64%	(679)	1070
Very Favorable of Biden	27%	(131)	39%	(186)	34%	(163)	480
Somewhat Favorable of Biden	16%	(83)	43%	(217)	41%	(210)	510
Somewhat Unfavorable of Biden	13%	(37)	33%	(90)	54%	(148)	275
Very Unfavorable of Biden	7%	(57)	26%	(207)	67%	(532)	795
#1 Issue: Economy	16%	(134)	34%	(286)	50%	(413)	833
#1 Issue: Security	9%	(27)	32%	(99)	59%	(185)	311
#1 Issue: Health Care	24%	(51)	31%	(67)	45%	(96)	214
#1 Issue: Medicare / Social Security	12%	(30)	30%	(74)	58%	(145)	248
#1 Issue: Women's Issues	17%	(39)	47%	(110)	36%	(83)	233
#1 Issue: Education	13%	(10)	43%	(35)	44%	(35)	81
#1 Issue: Energy	22%	(33)	29%	(44)	49%	(73)	151
#1 Issue: Other	10%	(13)	35%	(47)	55%	(73)	133
2022 House Vote: Democrat	21%	(191)	38%	(352)	41%	(376)	919
2022 House Vote: Republican	7%	(44)	26%	(175)	68%	(454)	673
2022 House Vote: Someone else	15%	(8)	36%	(19)	48%	(26)	54
2022 House Vote: Didnt Vote	17%	(93)	39%	(218)	44%	(247)	558
2020 Vote: Joe Biden	19%	(188)	39%	(387)	42%	(416)	992
2020 Vote: Donald Trump	6%	(40)	27%	(184)	67%	(445)	669
2020 Vote: Other	7%	(5)	30%	(21)	63%	(44)	70
2020 Vote: Didn't Vote	22%	(103)	36%	(171)	42%	(199)	473
2018 House Vote: Democrat	22%	(173)	39%	(305)	39%	(310)	787
2018 House Vote: Republican	6%	(37)	27%	(161)	67%	(399)	597
2018 House Vote: Someone else	5%	(3)	33%	(17)	62%	(32)	52
2018 House Vote: Didnt Vote	16%	(124)	37%	(281)	47%	(363)	768
4-Region: Northeast	20%	(76)	33%	(126)	48%	(184)	386
4-Region: Midwest	10%	(45)	33%	(151)	57%	(259)	455
4-Region: South	16%	(134)	36%	(300)	48%	(406)	841
4-Region: West	16%	(82)	36%	(186)	49%	(254)	522
Concertgoers	31%	(146)	36%	(169)	34%	(160)	475

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Table FZKHQF3_6: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*

Beyonce

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	15% (337)	35% (763)	50% (1104)	2204
Taylor Swift Fans	23% (271)	46% (544)	31% (359)	1174
Taylor Swift Avid Fans	38% (135)	42% (148)	20% (73)	356
Swifties	35% (107)	35% (109)	30% (92)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_7: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Ed Sheeran

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	15% (327)	35% (773)	50% (1105)	2204
Gender: Male	11% (122)	31% (330)	58% (615)	1068
Gender: Female	18% (204)	39% (442)	43% (482)	1128
Age: 18-34	15% (94)	39% (247)	46% (290)	632
Age: 35-44	21% (77)	44% (165)	35% (130)	372
Age: 45-64	13% (95)	33% (238)	53% (379)	712
Age: 65+	12% (60)	25% (122)	63% (306)	488
GenZers: 1997-2012	13% (32)	33% (80)	54% (134)	246
Millennials: 1981-1996	18% (125)	44% (295)	38% (258)	677
GenXers: 1965-1980	14% (74)	40% (211)	46% (247)	532
Baby Boomers: 1946-1964	14% (94)	25% (174)	61% (419)	686
PID: Dem (no lean)	18% (161)	38% (337)	44% (389)	886
PID: Ind (no lean)	11% (70)	34% (224)	55% (357)	650
PID: Rep (no lean)	14% (96)	32% (212)	54% (360)	668
PID/Gender: Dem Men	17% (74)	38% (166)	45% (196)	437
PID/Gender: Dem Women	20% (86)	38% (170)	42% (186)	442
PID/Gender: Ind Men	8% (25)	23% (71)	68% (207)	304
PID/Gender: Ind Women	13% (45)	44% (152)	43% (149)	346
PID/Gender: Rep Men	7% (23)	28% (93)	65% (211)	327
PID/Gender: Rep Women	22% (73)	35% (119)	43% (147)	339
Ideo: Liberal (1-3)	18% (118)	38% (255)	44% (294)	667
Ideo: Moderate (4)	14% (85)	31% (184)	55% (333)	603
Ideo: Conservative (5-7)	12% (90)	34% (245)	54% (386)	721
Educ: < College	14% (203)	34% (485)	52% (752)	1440
Educ: Bachelors degree	16% (76)	39% (189)	46% (221)	485
Educ: Post-grad	17% (47)	36% (99)	47% (132)	279
Income: Under 50k	14% (164)	31% (355)	54% (612)	1131
Income: 50k-100k	14% (97)	36% (240)	50% (334)	672
Income: 100k+	16% (66)	44% (177)	39% (158)	402
Ethnicity: White	14% (245)	35% (597)	50% (858)	1701
Ethnicity: Hispanic	12% (45)	36% (136)	52% (199)	380
Ethnicity: Black	18% (52)	29% (81)	53% (150)	283

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Table FZKHQF3_7: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?

Ed Sheeran

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	15%	(327)	35%	(773)	50%	(1105)	2204
Ethnicity: Other	13%	(29)	43%	(94)	44%	(97)	220
All Christian	16%	(147)	33%	(299)	51%	(473)	919
All Non-Christian	18%	(28)	39%	(60)	42%	(65)	154
Atheist	9%	(11)	37%	(44)	54%	(65)	120
Agnostic/Nothing in particular	12%	(75)	39%	(242)	49%	(309)	625
Something Else	17%	(66)	33%	(127)	50%	(194)	387
Religious Non-Protestant/Catholic	18%	(33)	40%	(72)	41%	(74)	178
Evangelical	15%	(79)	31%	(166)	54%	(283)	527
Non-Evangelical	17%	(124)	33%	(244)	50%	(366)	733
Community: Urban	17%	(100)	37%	(222)	47%	(283)	605
Community: Suburban	14%	(158)	35%	(385)	51%	(561)	1104
Community: Rural	14%	(69)	33%	(165)	53%	(261)	495
Employ: Private Sector	17%	(123)	41%	(304)	43%	(317)	744
Employ: Government	18%	(24)	45%	(60)	38%	(51)	135
Employ: Self-Employed	18%	(34)	33%	(61)	49%	(91)	186
Employ: Homemaker	12%	(17)	43%	(62)	45%	(66)	146
Employ: Student	12%	(8)	29%	(19)	59%	(39)	66
Employ: Retired	12%	(66)	23%	(128)	65%	(357)	551
Employ: Unemployed	13%	(36)	37%	(99)	49%	(129)	264
Employ: Other	16%	(18)	35%	(40)	48%	(54)	112
Military HH: Yes	13%	(43)	27%	(92)	60%	(201)	335
Military HH: No	15%	(284)	36%	(680)	48%	(904)	1869
RD/WT: Right Direction	19%	(144)	36%	(271)	45%	(340)	754
RD/WT: Wrong Track	13%	(183)	35%	(502)	53%	(765)	1450
Biden Job Approve	17%	(168)	39%	(383)	45%	(444)	995
Biden Job Disapprove	14%	(148)	32%	(344)	55%	(598)	1090
Biden Job Strongly Approve	21%	(100)	37%	(175)	41%	(193)	469
Biden Job Somewhat Approve	13%	(68)	40%	(208)	48%	(250)	526
Biden Job Somewhat Disapprove	14%	(45)	32%	(102)	54%	(173)	320
Biden Job Strongly Disapprove	13%	(103)	31%	(242)	55%	(425)	770

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Table FZKHQF3_7: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Ed Sheeran

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	15%	(327)	35%	(773)	50%	(1105)	2204
Favorable of Biden	19%	(190)	36%	(356)	45%	(444)	990
Unfavorable of Biden	12%	(124)	32%	(346)	56%	(600)	1070
Very Favorable of Biden	24%	(115)	34%	(162)	42%	(204)	480
Somewhat Favorable of Biden	15%	(75)	38%	(194)	47%	(241)	510
Somewhat Unfavorable of Biden	9%	(24)	34%	(93)	57%	(158)	275
Very Unfavorable of Biden	13%	(100)	32%	(253)	56%	(443)	795
#1 Issue: Economy	16%	(132)	39%	(327)	45%	(373)	833
#1 Issue: Security	13%	(41)	28%	(87)	59%	(183)	311
#1 Issue: Health Care	17%	(36)	35%	(74)	49%	(104)	214
#1 Issue: Medicare / Social Security	12%	(29)	22%	(56)	66%	(164)	248
#1 Issue: Women's Issues	16%	(37)	45%	(104)	39%	(92)	233
#1 Issue: Education	14%	(11)	44%	(36)	42%	(34)	81
#1 Issue: Energy	17%	(25)	34%	(51)	49%	(74)	151
#1 Issue: Other	11%	(15)	28%	(37)	61%	(82)	133
2022 House Vote: Democrat	18%	(163)	35%	(320)	47%	(437)	919
2022 House Vote: Republican	13%	(88)	32%	(215)	55%	(370)	673
2022 House Vote: Someone else	9%	(5)	38%	(20)	53%	(28)	54
2022 House Vote: Didnt Vote	13%	(71)	39%	(217)	48%	(270)	558
2020 Vote: Joe Biden	16%	(155)	35%	(346)	49%	(491)	992
2020 Vote: Donald Trump	13%	(90)	31%	(206)	56%	(373)	669
2020 Vote: Other	7%	(5)	54%	(38)	39%	(27)	70
2020 Vote: Didn't Vote	16%	(77)	38%	(182)	45%	(214)	473
2018 House Vote: Democrat	17%	(137)	39%	(305)	44%	(345)	787
2018 House Vote: Republican	15%	(88)	31%	(185)	54%	(325)	597
2018 House Vote: Someone else	10%	(5)	36%	(19)	54%	(28)	52
2018 House Vote: Didnt Vote	13%	(97)	34%	(263)	53%	(408)	768
4-Region: Northeast	18%	(70)	39%	(152)	43%	(164)	386
4-Region: Midwest	13%	(57)	33%	(152)	54%	(246)	455
4-Region: South	12%	(101)	35%	(294)	53%	(446)	841
4-Region: West	19%	(99)	33%	(174)	48%	(249)	522
Concertgoers	25%	(121)	41%	(194)	34%	(160)	475

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Table FZKHQF3_7: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?

Ed Sheeran

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	15% (327)	35% (773)	50% (1105)	2204
Taylor Swift Fans	23% (270)	46% (546)	31% (359)	1174
Taylor Swift Avid Fans	44% (158)	36% (127)	20% (71)	356
Swifties	30% (92)	35% (108)	35% (107)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_8: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Bruno Mars

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	19%	(412)	40%	(874)	42%	(918)	2204
Gender: Male	17%	(177)	36%	(381)	48%	(510)	1068
Gender: Female	21%	(235)	43%	(490)	36%	(403)	1128
Age: 18-34	20%	(125)	42%	(266)	38%	(241)	632
Age: 35-44	25%	(93)	53%	(196)	22%	(83)	372
Age: 45-64	20%	(143)	37%	(266)	43%	(303)	712
Age: 65+	11%	(51)	30%	(146)	60%	(290)	488
GenZers: 1997-2012	23%	(57)	35%	(86)	42%	(103)	246
Millennials: 1981-1996	22%	(151)	48%	(326)	30%	(200)	677
GenXers: 1965-1980	19%	(98)	44%	(236)	37%	(197)	532
Baby Boomers: 1946-1964	15%	(101)	31%	(213)	54%	(373)	686
PID: Dem (no lean)	24%	(208)	43%	(380)	34%	(298)	886
PID: Ind (no lean)	16%	(104)	37%	(238)	47%	(309)	650
PID: Rep (no lean)	15%	(99)	39%	(257)	47%	(311)	668
PID/Gender: Dem Men	26%	(113)	40%	(175)	34%	(150)	437
PID/Gender: Dem Women	22%	(95)	46%	(202)	33%	(145)	442
PID/Gender: Ind Men	13%	(40)	28%	(86)	59%	(178)	304
PID/Gender: Ind Women	18%	(63)	44%	(152)	38%	(131)	346
PID/Gender: Rep Men	7%	(23)	37%	(121)	56%	(183)	327
PID/Gender: Rep Women	22%	(76)	40%	(136)	37%	(127)	339
Ideo: Liberal (1-3)	22%	(149)	42%	(284)	35%	(235)	667
Ideo: Moderate (4)	17%	(102)	39%	(234)	44%	(267)	603
Ideo: Conservative (5-7)	14%	(103)	36%	(260)	50%	(358)	721
Educ: < College	20%	(283)	38%	(548)	42%	(609)	1440
Educ: Bachelors degree	15%	(73)	44%	(215)	41%	(197)	485
Educ: Post-grad	20%	(55)	40%	(112)	40%	(111)	279
Income: Under 50k	19%	(211)	37%	(421)	44%	(498)	1131
Income: 50k-100k	17%	(117)	41%	(275)	42%	(280)	672
Income: 100k+	21%	(83)	44%	(178)	35%	(140)	402
Ethnicity: White	17%	(297)	38%	(640)	45%	(764)	1701
Ethnicity: Hispanic	24%	(91)	40%	(153)	36%	(135)	380
Ethnicity: Black	29%	(81)	43%	(123)	28%	(80)	283

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Table FZKHQF3_8: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*

Bruno Mars

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	19%	(412)	40%	(874)	42%	(918)	2204
Ethnicity: Other	15%	(34)	51%	(112)	34%	(74)	220
All Christian	19%	(173)	39%	(357)	42%	(389)	919
All Non-Christian	27%	(41)	41%	(63)	33%	(50)	154
Atheist	9%	(10)	33%	(40)	58%	(70)	120
Agnostic/Nothing in particular	16%	(101)	43%	(269)	41%	(255)	625
Something Else	22%	(87)	38%	(145)	40%	(155)	387
Religious Non-Protestant/Catholic	24%	(43)	43%	(76)	33%	(59)	178
Evangelical	20%	(105)	37%	(195)	43%	(227)	527
Non-Evangelical	20%	(149)	39%	(284)	41%	(299)	733
Community: Urban	19%	(113)	45%	(274)	36%	(218)	605
Community: Suburban	18%	(204)	39%	(426)	43%	(474)	1104
Community: Rural	19%	(95)	35%	(174)	46%	(226)	495
Employ: Private Sector	20%	(147)	44%	(324)	37%	(274)	744
Employ: Government	30%	(40)	42%	(56)	29%	(38)	135
Employ: Self-Employed	25%	(47)	39%	(73)	35%	(65)	186
Employ: Homemaker	26%	(38)	40%	(59)	33%	(49)	146
Employ: Student	20%	(13)	35%	(23)	45%	(30)	66
Employ: Retired	11%	(62)	30%	(163)	59%	(326)	551
Employ: Unemployed	16%	(44)	46%	(123)	37%	(98)	264
Employ: Other	18%	(21)	48%	(54)	34%	(38)	112
Military HH: Yes	19%	(63)	25%	(83)	56%	(189)	335
Military HH: No	19%	(349)	42%	(791)	39%	(729)	1869
RD/WT: Right Direction	23%	(174)	41%	(311)	36%	(270)	754
RD/WT: Wrong Track	16%	(238)	39%	(564)	45%	(648)	1450
Biden Job Approve	22%	(221)	42%	(421)	35%	(353)	995
Biden Job Disapprove	16%	(176)	36%	(391)	48%	(523)	1090
Biden Job Strongly Approve	25%	(119)	41%	(192)	34%	(158)	469
Biden Job Somewhat Approve	20%	(103)	43%	(229)	37%	(195)	526
Biden Job Somewhat Disapprove	16%	(52)	38%	(123)	45%	(146)	320
Biden Job Strongly Disapprove	16%	(125)	35%	(267)	49%	(377)	770

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Table FZKHQF3_8: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?**Bruno Mars**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	19%	(412)	40%	(874)	42%	(918)	2204
Favorable of Biden	22%	(221)	41%	(408)	36%	(361)	990
Unfavorable of Biden	15%	(163)	36%	(384)	49%	(523)	1070
Very Favorable of Biden	28%	(136)	37%	(178)	35%	(167)	480
Somewhat Favorable of Biden	17%	(85)	45%	(231)	38%	(194)	510
Somewhat Unfavorable of Biden	15%	(40)	39%	(106)	47%	(129)	275
Very Unfavorable of Biden	15%	(123)	35%	(278)	50%	(394)	795
#1 Issue: Economy	22%	(183)	42%	(351)	36%	(299)	833
#1 Issue: Security	15%	(46)	33%	(103)	52%	(162)	311
#1 Issue: Health Care	20%	(43)	45%	(95)	36%	(76)	214
#1 Issue: Medicare / Social Security	15%	(37)	34%	(85)	51%	(127)	248
#1 Issue: Women's Issues	14%	(34)	50%	(115)	36%	(84)	233
#1 Issue: Education	16%	(13)	41%	(33)	42%	(34)	81
#1 Issue: Energy	22%	(33)	39%	(59)	39%	(59)	151
#1 Issue: Other	17%	(23)	25%	(33)	58%	(77)	133
2022 House Vote: Democrat	22%	(203)	40%	(366)	38%	(351)	919
2022 House Vote: Republican	13%	(87)	36%	(242)	51%	(343)	673
2022 House Vote: Someone else	25%	(13)	26%	(14)	49%	(26)	54
2022 House Vote: Didnt Vote	19%	(108)	45%	(252)	35%	(198)	558
2020 Vote: Joe Biden	20%	(203)	39%	(391)	40%	(398)	992
2020 Vote: Donald Trump	12%	(82)	39%	(260)	49%	(327)	669
2020 Vote: Other	21%	(14)	43%	(30)	36%	(25)	70
2020 Vote: Didn't Vote	24%	(112)	41%	(194)	35%	(167)	473
2018 House Vote: Democrat	23%	(182)	41%	(322)	36%	(282)	787
2018 House Vote: Republican	13%	(76)	36%	(215)	51%	(306)	597
2018 House Vote: Someone else	11%	(6)	46%	(24)	42%	(22)	52
2018 House Vote: Didnt Vote	19%	(147)	41%	(313)	40%	(309)	768
4-Region: Northeast	22%	(86)	41%	(158)	37%	(142)	386
4-Region: Midwest	17%	(77)	36%	(162)	48%	(216)	455
4-Region: South	18%	(153)	41%	(342)	41%	(346)	841
4-Region: West	18%	(96)	41%	(212)	41%	(214)	522
Concertgoers	28%	(133)	44%	(207)	29%	(136)	475

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Table FZKHQF3_8: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*

Bruno Mars

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	19% (412)	40% (874)	42% (918)	2204
Taylor Swift Fans	28% (332)	48% (569)	23% (273)	1174
Taylor Swift Avid Fans	42% (151)	39% (138)	19% (67)	356
Swifties	36% (111)	42% (128)	22% (69)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_9: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?

John Mayer

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(198)	33%	(727)	58%	(1279)	2204
Gender: Male	10%	(103)	30%	(320)	60%	(645)	1068
Gender: Female	8%	(95)	36%	(407)	55%	(626)	1128
Age: 18-34	10%	(65)	27%	(169)	63%	(398)	632
Age: 35-44	12%	(46)	47%	(173)	41%	(153)	372
Age: 45-64	8%	(56)	35%	(251)	57%	(405)	712
Age: 65+	6%	(31)	27%	(133)	66%	(324)	488
GenZers: 1997-2012	10%	(23)	19%	(48)	71%	(175)	246
Millennials: 1981-1996	12%	(81)	37%	(254)	50%	(342)	677
GenXers: 1965-1980	8%	(41)	39%	(209)	53%	(281)	532
Baby Boomers: 1946-1964	7%	(50)	30%	(209)	62%	(428)	686
PID: Dem (no lean)	10%	(90)	36%	(323)	53%	(473)	886
PID: Ind (no lean)	8%	(50)	31%	(204)	61%	(396)	650
PID: Rep (no lean)	9%	(58)	30%	(200)	61%	(409)	668
PID/Gender: Dem Men	14%	(60)	36%	(158)	50%	(220)	437
PID/Gender: Dem Women	7%	(30)	37%	(165)	56%	(248)	442
PID/Gender: Ind Men	6%	(19)	26%	(79)	68%	(205)	304
PID/Gender: Ind Women	9%	(31)	36%	(125)	55%	(190)	346
PID/Gender: Rep Men	7%	(24)	25%	(83)	67%	(220)	327
PID/Gender: Rep Women	10%	(34)	35%	(118)	55%	(188)	339
Ideo: Liberal (1-3)	10%	(69)	34%	(225)	56%	(373)	667
Ideo: Moderate (4)	8%	(51)	34%	(203)	58%	(349)	603
Ideo: Conservative (5-7)	9%	(62)	31%	(226)	60%	(434)	721
Educ: < College	8%	(117)	32%	(468)	59%	(855)	1440
Educ: Bachelors degree	10%	(49)	34%	(166)	56%	(271)	485
Educ: Post-grad	12%	(33)	34%	(94)	55%	(152)	279
Income: Under 50k	7%	(84)	32%	(358)	61%	(689)	1131
Income: 50k-100k	10%	(69)	32%	(213)	58%	(389)	672
Income: 100k+	11%	(45)	39%	(156)	50%	(200)	402
Ethnicity: White	9%	(155)	33%	(569)	57%	(977)	1701
Ethnicity: Hispanic	11%	(41)	30%	(114)	59%	(225)	380
Ethnicity: Black	10%	(29)	31%	(87)	59%	(168)	283

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Table FZKHQF3_9: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*

John Mayer

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(198)	33%	(727)	58%	(1279)	2204
Ethnicity: Other	6%	(14)	33%	(72)	61%	(134)	220
All Christian	10%	(88)	34%	(315)	56%	(515)	919
All Non-Christian	18%	(28)	33%	(51)	49%	(75)	154
Atheist	4%	(4)	27%	(32)	69%	(83)	120
Agnostic/Nothing in particular	7%	(41)	32%	(202)	61%	(382)	625
Something Else	10%	(37)	33%	(127)	58%	(223)	387
Religious Non-Protestant/Catholic	16%	(29)	31%	(55)	53%	(94)	178
Evangelical	10%	(53)	33%	(175)	57%	(299)	527
Non-Evangelical	9%	(67)	35%	(258)	56%	(408)	733
Community: Urban	11%	(64)	32%	(196)	57%	(345)	605
Community: Suburban	8%	(91)	34%	(373)	58%	(640)	1104
Community: Rural	9%	(43)	32%	(158)	59%	(293)	495
Employ: Private Sector	12%	(90)	36%	(265)	52%	(390)	744
Employ: Government	16%	(22)	35%	(47)	49%	(66)	135
Employ: Self-Employed	8%	(14)	37%	(70)	55%	(102)	186
Employ: Homemaker	7%	(11)	40%	(59)	52%	(76)	146
Employ: Student	2%	(1)	20%	(13)	78%	(52)	66
Employ: Retired	5%	(29)	29%	(158)	66%	(364)	551
Employ: Unemployed	9%	(24)	31%	(82)	60%	(158)	264
Employ: Other	6%	(7)	31%	(34)	63%	(71)	112
Military HH: Yes	10%	(34)	26%	(89)	63%	(212)	335
Military HH: No	9%	(164)	34%	(639)	57%	(1066)	1869
RD/WT: Right Direction	13%	(94)	36%	(271)	52%	(389)	754
RD/WT: Wrong Track	7%	(104)	31%	(456)	61%	(890)	1450
Biden Job Approve	11%	(109)	36%	(355)	53%	(531)	995
Biden Job Disapprove	8%	(83)	32%	(346)	61%	(661)	1090
Biden Job Strongly Approve	15%	(69)	35%	(165)	50%	(234)	469
Biden Job Somewhat Approve	7%	(39)	36%	(190)	56%	(297)	526
Biden Job Somewhat Disapprove	7%	(23)	35%	(113)	58%	(185)	320
Biden Job Strongly Disapprove	8%	(60)	30%	(233)	62%	(477)	770

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Table FZKHQF3_9: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 John Mayer

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(198)	33%	(727)	58%	(1279)	2204
Favorable of Biden	11%	(106)	36%	(352)	54%	(533)	990
Unfavorable of Biden	7%	(77)	31%	(327)	62%	(665)	1070
Very Favorable of Biden	14%	(67)	37%	(176)	49%	(237)	480
Somewhat Favorable of Biden	8%	(39)	34%	(176)	58%	(296)	510
Somewhat Unfavorable of Biden	7%	(21)	31%	(85)	62%	(169)	275
Very Unfavorable of Biden	7%	(57)	31%	(243)	62%	(496)	795
#1 Issue: Economy	10%	(81)	34%	(281)	57%	(471)	833
#1 Issue: Security	10%	(31)	29%	(91)	61%	(189)	311
#1 Issue: Health Care	12%	(25)	37%	(80)	51%	(108)	214
#1 Issue: Medicare / Social Security	5%	(13)	35%	(86)	60%	(149)	248
#1 Issue: Women's Issues	5%	(12)	33%	(78)	62%	(143)	233
#1 Issue: Education	11%	(9)	32%	(26)	57%	(46)	81
#1 Issue: Energy	12%	(17)	34%	(51)	55%	(82)	151
#1 Issue: Other	7%	(9)	26%	(35)	67%	(90)	133
2022 House Vote: Democrat	11%	(102)	33%	(307)	56%	(510)	919
2022 House Vote: Republican	8%	(56)	29%	(198)	62%	(419)	673
2022 House Vote: Someone else	8%	(4)	45%	(24)	47%	(25)	54
2022 House Vote: Didnt Vote	7%	(37)	35%	(198)	58%	(324)	558
2020 Vote: Joe Biden	10%	(99)	34%	(334)	56%	(559)	992
2020 Vote: Donald Trump	8%	(53)	30%	(200)	62%	(417)	669
2020 Vote: Other	5%	(3)	52%	(36)	44%	(30)	70
2020 Vote: Didn't Vote	9%	(44)	33%	(157)	58%	(272)	473
2018 House Vote: Democrat	11%	(86)	35%	(279)	54%	(422)	787
2018 House Vote: Republican	10%	(57)	31%	(185)	60%	(355)	597
2018 House Vote: Someone else	6%	(3)	51%	(26)	43%	(22)	52
2018 House Vote: Didnt Vote	7%	(52)	31%	(237)	62%	(479)	768
4-Region: Northeast	11%	(44)	35%	(135)	53%	(206)	386
4-Region: Midwest	10%	(44)	30%	(137)	60%	(274)	455
4-Region: South	8%	(65)	33%	(279)	59%	(496)	841
4-Region: West	9%	(45)	34%	(175)	58%	(302)	522
Concertgoers	19%	(91)	40%	(191)	41%	(194)	475

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Table FZKHQF3_9: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
John Mayer

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	9% (198)	33% (727)	58% (1279)	2204
Taylor Swift Fans	15% (174)	45% (523)	41% (477)	1174
Taylor Swift Avid Fans	28% (100)	41% (147)	31% (109)	356
Swifties	22% (67)	35% (109)	43% (132)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_10: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Lizzo

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(245)	24%	(533)	65%	(1427)	2204
Gender: Male	8%	(87)	20%	(214)	72%	(767)	1068
Gender: Female	14%	(156)	28%	(316)	58%	(655)	1128
Age: 18-34	17%	(107)	29%	(186)	54%	(339)	632
Age: 35-44	17%	(63)	34%	(126)	49%	(183)	372
Age: 45-64	7%	(49)	24%	(168)	69%	(495)	712
Age: 65+	5%	(26)	11%	(52)	84%	(410)	488
GenZers: 1997-2012	17%	(42)	27%	(66)	56%	(137)	246
Millennials: 1981-1996	19%	(125)	33%	(221)	49%	(330)	677
GenXers: 1965-1980	6%	(30)	27%	(145)	67%	(356)	532
Baby Boomers: 1946-1964	7%	(47)	14%	(98)	79%	(541)	686
PID: Dem (no lean)	16%	(142)	34%	(301)	50%	(443)	886
PID: Ind (no lean)	10%	(68)	20%	(129)	70%	(453)	650
PID: Rep (no lean)	5%	(35)	15%	(102)	79%	(530)	668
PID/Gender: Dem Men	14%	(62)	34%	(150)	52%	(226)	437
PID/Gender: Dem Women	18%	(79)	34%	(149)	48%	(214)	442
PID/Gender: Ind Men	5%	(16)	11%	(34)	83%	(253)	304
PID/Gender: Ind Women	15%	(52)	27%	(94)	58%	(200)	346
PID/Gender: Rep Men	3%	(9)	9%	(29)	88%	(288)	327
PID/Gender: Rep Women	8%	(25)	21%	(73)	71%	(241)	339
Ideo: Liberal (1-3)	17%	(114)	34%	(225)	49%	(329)	667
Ideo: Moderate (4)	10%	(59)	24%	(144)	66%	(399)	603
Ideo: Conservative (5-7)	5%	(36)	16%	(112)	79%	(573)	721
Educ: < College	11%	(157)	22%	(320)	67%	(963)	1440
Educ: Bachelors degree	10%	(49)	28%	(136)	62%	(300)	485
Educ: Post-grad	14%	(38)	27%	(76)	59%	(164)	279
Income: Under 50k	11%	(121)	22%	(244)	68%	(765)	1131
Income: 50k-100k	10%	(70)	27%	(184)	62%	(417)	672
Income: 100k+	13%	(53)	26%	(104)	61%	(244)	402
Ethnicity: White	11%	(184)	22%	(366)	68%	(1150)	1701
Ethnicity: Hispanic	18%	(68)	24%	(92)	58%	(220)	380
Ethnicity: Black	17%	(48)	38%	(106)	45%	(128)	283

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Table FZKHQF3_10: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Lizzo

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(245)	24%	(533)	65%	(1427)	2204
Ethnicity: Other	5%	(12)	27%	(60)	67%	(148)	220
All Christian	9%	(83)	23%	(210)	68%	(625)	919
All Non-Christian	16%	(24)	29%	(44)	55%	(85)	154
Atheist	10%	(12)	23%	(27)	67%	(80)	120
Agnostic/Nothing in particular	13%	(81)	26%	(163)	61%	(381)	625
Something Else	12%	(45)	23%	(88)	66%	(255)	387
Religious Non-Protestant/Catholic	14%	(26)	26%	(46)	60%	(106)	178
Evangelical	10%	(50)	21%	(110)	70%	(367)	527
Non-Evangelical	10%	(73)	24%	(179)	66%	(481)	733
Community: Urban	15%	(89)	26%	(155)	60%	(361)	605
Community: Suburban	8%	(91)	25%	(276)	67%	(737)	1104
Community: Rural	13%	(65)	21%	(102)	66%	(328)	495
Employ: Private Sector	12%	(93)	28%	(208)	60%	(444)	744
Employ: Government	22%	(30)	32%	(44)	46%	(61)	135
Employ: Self-Employed	19%	(35)	24%	(45)	57%	(106)	186
Employ: Homemaker	9%	(14)	31%	(45)	60%	(87)	146
Employ: Student	14%	(9)	29%	(19)	57%	(38)	66
Employ: Retired	6%	(32)	11%	(63)	83%	(456)	551
Employ: Unemployed	10%	(26)	31%	(82)	59%	(155)	264
Employ: Other	5%	(6)	24%	(27)	71%	(79)	112
Military HH: Yes	11%	(36)	17%	(59)	72%	(240)	335
Military HH: No	11%	(208)	25%	(474)	63%	(1186)	1869
RD/WT: Right Direction	16%	(117)	32%	(240)	53%	(396)	754
RD/WT: Wrong Track	9%	(128)	20%	(292)	71%	(1030)	1450
Biden Job Approve	15%	(151)	32%	(322)	52%	(522)	995
Biden Job Disapprove	8%	(89)	17%	(182)	75%	(819)	1090
Biden Job Strongly Approve	19%	(90)	29%	(137)	52%	(242)	469
Biden Job Somewhat Approve	12%	(61)	35%	(185)	53%	(280)	526
Biden Job Somewhat Disapprove	9%	(29)	25%	(79)	66%	(212)	320
Biden Job Strongly Disapprove	8%	(60)	13%	(103)	79%	(608)	770

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Table FZKHQF3_10: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Lizzo

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(245)	24%	(533)	65%	(1427)	2204
Favorable of Biden	16%	(157)	31%	(308)	53%	(526)	990
Unfavorable of Biden	7%	(79)	17%	(180)	76%	(811)	1070
Very Favorable of Biden	19%	(92)	28%	(132)	53%	(256)	480
Somewhat Favorable of Biden	13%	(65)	34%	(176)	53%	(270)	510
Somewhat Unfavorable of Biden	10%	(27)	25%	(69)	65%	(178)	275
Very Unfavorable of Biden	6%	(52)	14%	(111)	80%	(633)	795
#1 Issue: Economy	11%	(93)	24%	(200)	65%	(540)	833
#1 Issue: Security	8%	(24)	15%	(45)	78%	(242)	311
#1 Issue: Health Care	9%	(20)	38%	(81)	53%	(113)	214
#1 Issue: Medicare / Social Security	6%	(15)	17%	(41)	77%	(192)	248
#1 Issue: Women's Issues	18%	(41)	34%	(79)	48%	(112)	233
#1 Issue: Education	15%	(12)	29%	(23)	56%	(45)	81
#1 Issue: Energy	21%	(31)	23%	(35)	56%	(84)	151
#1 Issue: Other	6%	(8)	21%	(27)	74%	(98)	133
2022 House Vote: Democrat	14%	(129)	33%	(300)	53%	(490)	919
2022 House Vote: Republican	7%	(44)	13%	(88)	80%	(541)	673
2022 House Vote: Someone else	3%	(2)	35%	(19)	62%	(33)	54
2022 House Vote: Didnt Vote	13%	(70)	23%	(126)	65%	(362)	558
2020 Vote: Joe Biden	13%	(130)	32%	(316)	55%	(546)	992
2020 Vote: Donald Trump	5%	(37)	13%	(89)	81%	(543)	669
2020 Vote: Other	18%	(13)	23%	(16)	59%	(41)	70
2020 Vote: Didn't Vote	14%	(65)	24%	(112)	63%	(296)	473
2018 House Vote: Democrat	14%	(109)	34%	(264)	52%	(413)	787
2018 House Vote: Republican	6%	(37)	14%	(85)	80%	(475)	597
2018 House Vote: Someone else	19%	(10)	16%	(8)	65%	(34)	52
2018 House Vote: Didnt Vote	11%	(88)	23%	(175)	66%	(505)	768
4-Region: Northeast	17%	(66)	28%	(110)	55%	(211)	386
4-Region: Midwest	9%	(41)	21%	(95)	70%	(320)	455
4-Region: South	10%	(82)	24%	(204)	66%	(555)	841
4-Region: West	11%	(55)	24%	(125)	65%	(342)	522
Concertgoers	19%	(91)	36%	(171)	45%	(214)	475

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Table FZKHQF3_10: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*

Lizzo

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	11% (245)	24% (533)	65% (1427)	2204
Taylor Swift Fans	16% (184)	34% (405)	50% (586)	1174
Taylor Swift Avid Fans	28% (101)	34% (120)	38% (135)	356
Swifties	28% (85)	35% (107)	37% (115)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_11: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Adele

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	21%	(469)	40%	(882)	39%	(853)	2204
Gender: Male	17%	(177)	35%	(378)	48%	(512)	1068
Gender: Female	26%	(290)	45%	(503)	30%	(335)	1128
Age: 18-34	25%	(159)	36%	(227)	39%	(247)	632
Age: 35-44	26%	(96)	48%	(179)	26%	(98)	372
Age: 45-64	19%	(138)	41%	(292)	40%	(282)	712
Age: 65+	16%	(77)	38%	(185)	46%	(226)	488
GenZers: 1997-2012	26%	(64)	28%	(70)	46%	(112)	246
Millennials: 1981-1996	25%	(172)	43%	(293)	31%	(211)	677
GenXers: 1965-1980	20%	(107)	45%	(237)	35%	(187)	532
Baby Boomers: 1946-1964	17%	(119)	38%	(261)	45%	(306)	686
PID: Dem (no lean)	26%	(227)	44%	(387)	31%	(272)	886
PID: Ind (no lean)	19%	(123)	41%	(268)	40%	(259)	650
PID: Rep (no lean)	18%	(120)	34%	(226)	48%	(322)	668
PID/Gender: Dem Men	22%	(95)	43%	(186)	36%	(155)	437
PID/Gender: Dem Women	29%	(130)	45%	(200)	25%	(113)	442
PID/Gender: Ind Men	14%	(41)	32%	(96)	55%	(166)	304
PID/Gender: Ind Women	24%	(81)	50%	(172)	27%	(93)	346
PID/Gender: Rep Men	13%	(41)	29%	(96)	58%	(190)	327
PID/Gender: Rep Women	23%	(79)	39%	(131)	38%	(130)	339
Ideo: Liberal (1-3)	28%	(184)	42%	(283)	30%	(201)	667
Ideo: Moderate (4)	22%	(131)	38%	(227)	41%	(245)	603
Ideo: Conservative (5-7)	15%	(107)	38%	(272)	47%	(342)	721
Educ: < College	22%	(313)	37%	(533)	41%	(594)	1440
Educ: Bachelors degree	19%	(93)	47%	(228)	34%	(164)	485
Educ: Post-grad	23%	(63)	43%	(120)	34%	(96)	279
Income: Under 50k	22%	(244)	38%	(435)	40%	(452)	1131
Income: 50k-100k	19%	(127)	40%	(270)	41%	(274)	672
Income: 100k+	24%	(98)	44%	(176)	32%	(128)	402
Ethnicity: White	21%	(351)	39%	(665)	40%	(685)	1701
Ethnicity: Hispanic	27%	(103)	34%	(128)	39%	(149)	380
Ethnicity: Black	29%	(81)	39%	(110)	32%	(92)	283

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Table FZKHQF3_11: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Adele

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	21%	(469)	40%	(882)	39%	(853)	2204
Ethnicity: Other	17%	(37)	48%	(106)	35%	(76)	220
All Christian	20%	(187)	41%	(381)	38%	(351)	919
All Non-Christian	32%	(50)	34%	(52)	34%	(52)	154
Atheist	18%	(21)	38%	(45)	45%	(54)	120
Agnostic/Nothing in particular	21%	(132)	42%	(261)	37%	(233)	625
Something Else	21%	(79)	37%	(144)	42%	(164)	387
Religious Non-Protestant/Catholic	31%	(54)	34%	(61)	35%	(63)	178
Evangelical	19%	(101)	40%	(211)	41%	(215)	527
Non-Evangelical	21%	(155)	40%	(291)	39%	(287)	733
Community: Urban	23%	(141)	43%	(258)	34%	(206)	605
Community: Suburban	21%	(229)	39%	(431)	40%	(445)	1104
Community: Rural	20%	(100)	39%	(193)	41%	(202)	495
Employ: Private Sector	23%	(171)	41%	(308)	36%	(265)	744
Employ: Government	32%	(42)	39%	(52)	30%	(40)	135
Employ: Self-Employed	22%	(41)	39%	(73)	39%	(72)	186
Employ: Homemaker	30%	(44)	46%	(67)	24%	(35)	146
Employ: Student	30%	(20)	28%	(19)	42%	(28)	66
Employ: Retired	14%	(78)	37%	(204)	49%	(269)	551
Employ: Unemployed	20%	(54)	45%	(118)	35%	(92)	264
Employ: Other	17%	(19)	37%	(41)	47%	(52)	112
Military HH: Yes	17%	(58)	34%	(113)	49%	(164)	335
Military HH: No	22%	(411)	41%	(769)	37%	(689)	1869
RD/WT: Right Direction	26%	(194)	41%	(311)	33%	(249)	754
RD/WT: Wrong Track	19%	(275)	39%	(570)	42%	(604)	1450
Biden Job Approve	25%	(244)	43%	(430)	32%	(320)	995
Biden Job Disapprove	20%	(214)	35%	(386)	45%	(490)	1090
Biden Job Strongly Approve	28%	(132)	42%	(199)	29%	(138)	469
Biden Job Somewhat Approve	21%	(112)	44%	(231)	35%	(183)	526
Biden Job Somewhat Disapprove	23%	(72)	38%	(122)	39%	(126)	320
Biden Job Strongly Disapprove	18%	(142)	34%	(264)	47%	(364)	770

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Table FZKHQF3_11: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Adele

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	21%	(469)	40%	(882)	39%	(853)	2204
Favorable of Biden	26%	(256)	42%	(415)	32%	(319)	990
Unfavorable of Biden	18%	(197)	36%	(381)	46%	(492)	1070
Very Favorable of Biden	29%	(140)	41%	(198)	29%	(142)	480
Somewhat Favorable of Biden	23%	(115)	43%	(217)	35%	(178)	510
Somewhat Unfavorable of Biden	20%	(55)	35%	(97)	45%	(123)	275
Very Unfavorable of Biden	18%	(141)	36%	(285)	46%	(369)	795
#1 Issue: Economy	22%	(182)	42%	(349)	36%	(303)	833
#1 Issue: Security	21%	(64)	35%	(110)	44%	(137)	311
#1 Issue: Health Care	19%	(41)	43%	(93)	37%	(79)	214
#1 Issue: Medicare / Social Security	16%	(41)	43%	(106)	41%	(102)	248
#1 Issue: Women's Issues	27%	(63)	41%	(95)	32%	(74)	233
#1 Issue: Education	26%	(21)	40%	(32)	34%	(28)	81
#1 Issue: Energy	24%	(36)	36%	(53)	41%	(61)	151
#1 Issue: Other	16%	(22)	32%	(43)	52%	(69)	133
2022 House Vote: Democrat	24%	(224)	44%	(400)	32%	(295)	919
2022 House Vote: Republican	16%	(106)	35%	(233)	49%	(333)	673
2022 House Vote: Someone else	18%	(9)	41%	(22)	41%	(22)	54
2022 House Vote: Didnt Vote	23%	(129)	41%	(226)	36%	(203)	558
2020 Vote: Joe Biden	23%	(230)	43%	(423)	34%	(339)	992
2020 Vote: Donald Trump	14%	(97)	38%	(252)	48%	(320)	669
2020 Vote: Other	13%	(9)	56%	(39)	31%	(22)	70
2020 Vote: Didn't Vote	28%	(134)	35%	(167)	36%	(172)	473
2018 House Vote: Democrat	26%	(202)	46%	(364)	28%	(221)	787
2018 House Vote: Republican	16%	(94)	35%	(211)	49%	(292)	597
2018 House Vote: Someone else	10%	(5)	48%	(25)	42%	(22)	52
2018 House Vote: Didnt Vote	22%	(168)	37%	(281)	42%	(319)	768
4-Region: Northeast	27%	(103)	42%	(163)	31%	(120)	386
4-Region: Midwest	18%	(82)	39%	(179)	43%	(194)	455
4-Region: South	22%	(189)	38%	(320)	40%	(332)	841
4-Region: West	18%	(95)	42%	(219)	40%	(207)	522
Concertgoers	33%	(159)	41%	(196)	25%	(121)	475

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Table FZKHQF3_11: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*

Adele

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	21%	(469)	40%	(882)	39%	(853)	2204
Taylor Swift Fans	33%	(392)	49%	(580)	17%	(203)	1174
Taylor Swift Avid Fans	50%	(177)	35%	(126)	15%	(53)	356
Swifties	39%	(119)	34%	(105)	27%	(85)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_12: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Lady Gaga

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	20%	(430)	40%	(886)	40%	(888)	2204
Gender: Male	17%	(179)	35%	(376)	48%	(513)	1068
Gender: Female	22%	(250)	45%	(507)	33%	(371)	1128
Age: 18-34	22%	(137)	43%	(272)	35%	(224)	632
Age: 35-44	25%	(92)	45%	(168)	30%	(112)	372
Age: 45-64	19%	(132)	38%	(269)	44%	(311)	712
Age: 65+	14%	(69)	36%	(177)	50%	(242)	488
GenZers: 1997-2012	27%	(67)	28%	(70)	44%	(109)	246
Millennials: 1981-1996	21%	(143)	50%	(335)	29%	(198)	677
GenXers: 1965-1980	20%	(109)	38%	(204)	41%	(219)	532
Baby Boomers: 1946-1964	15%	(106)	37%	(257)	47%	(323)	686
PID: Dem (no lean)	26%	(227)	45%	(403)	29%	(256)	886
PID: Ind (no lean)	16%	(106)	40%	(261)	43%	(283)	650
PID: Rep (no lean)	14%	(96)	33%	(222)	52%	(349)	668
PID/Gender: Dem Men	25%	(111)	42%	(185)	32%	(141)	437
PID/Gender: Dem Women	26%	(115)	49%	(215)	25%	(112)	442
PID/Gender: Ind Men	12%	(37)	34%	(103)	54%	(164)	304
PID/Gender: Ind Women	20%	(69)	46%	(158)	34%	(119)	346
PID/Gender: Rep Men	10%	(31)	27%	(88)	64%	(208)	327
PID/Gender: Rep Women	19%	(65)	40%	(134)	41%	(140)	339
Ideo: Liberal (1-3)	25%	(169)	46%	(309)	28%	(189)	667
Ideo: Moderate (4)	16%	(96)	45%	(270)	39%	(237)	603
Ideo: Conservative (5-7)	17%	(120)	30%	(217)	53%	(384)	721
Educ: < College	19%	(278)	39%	(559)	42%	(603)	1440
Educ: Bachelors degree	19%	(91)	44%	(213)	37%	(182)	485
Educ: Post-grad	22%	(61)	41%	(114)	37%	(103)	279
Income: Under 50k	20%	(224)	38%	(430)	42%	(477)	1131
Income: 50k-100k	18%	(120)	42%	(284)	40%	(268)	672
Income: 100k+	22%	(87)	43%	(172)	36%	(143)	402
Ethnicity: White	20%	(336)	40%	(672)	41%	(692)	1701
Ethnicity: Hispanic	23%	(89)	38%	(145)	38%	(145)	380
Ethnicity: Black	22%	(63)	39%	(110)	39%	(111)	283

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Table FZKHQF3_12: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Lady Gaga

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	20%	(430)	40%	(886)	40%	(888)	2204
Ethnicity: Other	14%	(31)	47%	(104)	39%	(85)	220
All Christian	20%	(185)	37%	(340)	43%	(394)	919
All Non-Christian	22%	(35)	49%	(75)	29%	(44)	154
Atheist	19%	(23)	41%	(49)	40%	(47)	120
Agnostic/Nothing in particular	18%	(112)	44%	(272)	38%	(240)	625
Something Else	19%	(75)	39%	(150)	42%	(162)	387
Religious Non-Protestant/Catholic	20%	(36)	48%	(86)	32%	(56)	178
Evangelical	19%	(101)	35%	(182)	46%	(244)	527
Non-Evangelical	21%	(151)	39%	(284)	41%	(298)	733
Community: Urban	24%	(144)	40%	(243)	36%	(218)	605
Community: Suburban	19%	(206)	39%	(435)	42%	(463)	1104
Community: Rural	16%	(80)	42%	(208)	42%	(207)	495
Employ: Private Sector	23%	(170)	43%	(321)	34%	(253)	744
Employ: Government	24%	(33)	40%	(54)	35%	(48)	135
Employ: Self-Employed	24%	(45)	38%	(70)	38%	(71)	186
Employ: Homemaker	20%	(28)	48%	(70)	33%	(47)	146
Employ: Student	30%	(20)	23%	(15)	47%	(31)	66
Employ: Retired	13%	(70)	35%	(192)	52%	(288)	551
Employ: Unemployed	18%	(48)	47%	(123)	35%	(93)	264
Employ: Other	13%	(15)	36%	(41)	50%	(57)	112
Military HH: Yes	19%	(64)	28%	(95)	52%	(176)	335
Military HH: No	20%	(366)	42%	(791)	38%	(712)	1869
RD/WT: Right Direction	24%	(185)	43%	(326)	32%	(243)	754
RD/WT: Wrong Track	17%	(245)	39%	(559)	44%	(645)	1450
Biden Job Approve	25%	(251)	43%	(432)	31%	(312)	995
Biden Job Disapprove	16%	(172)	35%	(385)	49%	(533)	1090
Biden Job Strongly Approve	28%	(133)	40%	(187)	32%	(149)	469
Biden Job Somewhat Approve	22%	(118)	47%	(246)	31%	(163)	526
Biden Job Somewhat Disapprove	21%	(67)	38%	(123)	41%	(130)	320
Biden Job Strongly Disapprove	14%	(105)	34%	(261)	52%	(403)	770

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Table FZKHQF3_12: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Lady Gaga

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	20%	(430)	40%	(886)	40%	(888)	2204
Favorable of Biden	25%	(247)	43%	(423)	32%	(320)	990
Unfavorable of Biden	15%	(157)	36%	(386)	49%	(527)	1070
Very Favorable of Biden	29%	(141)	39%	(188)	32%	(152)	480
Somewhat Favorable of Biden	21%	(106)	46%	(235)	33%	(169)	510
Somewhat Unfavorable of Biden	18%	(48)	40%	(110)	42%	(116)	275
Very Unfavorable of Biden	14%	(108)	35%	(276)	52%	(411)	795
#1 Issue: Economy	18%	(147)	42%	(350)	40%	(336)	833
#1 Issue: Security	17%	(51)	34%	(107)	49%	(152)	311
#1 Issue: Health Care	30%	(65)	44%	(93)	26%	(55)	214
#1 Issue: Medicare / Social Security	17%	(42)	39%	(97)	44%	(109)	248
#1 Issue: Women's Issues	20%	(47)	43%	(101)	36%	(85)	233
#1 Issue: Education	20%	(16)	39%	(32)	41%	(33)	81
#1 Issue: Energy	29%	(43)	33%	(50)	38%	(57)	151
#1 Issue: Other	14%	(18)	42%	(56)	45%	(60)	133
2022 House Vote: Democrat	24%	(221)	46%	(419)	30%	(279)	919
2022 House Vote: Republican	13%	(86)	32%	(214)	56%	(373)	673
2022 House Vote: Someone else	16%	(8)	37%	(20)	47%	(25)	54
2022 House Vote: Didnt Vote	21%	(115)	42%	(233)	38%	(210)	558
2020 Vote: Joe Biden	22%	(219)	44%	(440)	34%	(333)	992
2020 Vote: Donald Trump	13%	(87)	33%	(219)	54%	(363)	669
2020 Vote: Other	12%	(8)	51%	(35)	38%	(26)	70
2020 Vote: Didn't Vote	25%	(117)	40%	(191)	35%	(165)	473
2018 House Vote: Democrat	24%	(190)	48%	(380)	28%	(217)	787
2018 House Vote: Republican	14%	(85)	31%	(183)	55%	(330)	597
2018 House Vote: Someone else	12%	(6)	40%	(21)	48%	(25)	52
2018 House Vote: Didnt Vote	19%	(149)	39%	(303)	41%	(316)	768
4-Region: Northeast	25%	(95)	43%	(164)	33%	(126)	386
4-Region: Midwest	19%	(86)	39%	(179)	42%	(191)	455
4-Region: South	16%	(133)	40%	(335)	44%	(372)	841
4-Region: West	22%	(116)	40%	(207)	38%	(198)	522
Concertgoers	34%	(162)	44%	(211)	22%	(102)	475

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Table FZKHQF3_12: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Lady Gaga

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	20% (430)	40% (886)	40% (888)	2204
Taylor Swift Fans	30% (353)	52% (614)	18% (208)	1174
Taylor Swift Avid Fans	49% (176)	38% (135)	13% (45)	356
Swifties	40% (122)	35% (109)	25% (77)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_13: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Justin Bieber

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	10%	(220)	26%	(569)	64%	(1416)	2204
Gender: Male	9%	(97)	23%	(250)	68%	(721)	1068
Gender: Female	11%	(123)	28%	(318)	61%	(686)	1128
Age: 18-34	14%	(85)	24%	(153)	62%	(394)	632
Age: 35-44	20%	(74)	34%	(127)	46%	(171)	372
Age: 45-64	7%	(47)	28%	(199)	65%	(466)	712
Age: 65+	3%	(14)	18%	(90)	79%	(384)	488
GenZers: 1997-2012	13%	(32)	23%	(55)	64%	(158)	246
Millennials: 1981-1996	18%	(120)	29%	(197)	53%	(360)	677
GenXers: 1965-1980	8%	(42)	30%	(159)	62%	(331)	532
Baby Boomers: 1946-1964	4%	(25)	22%	(151)	74%	(510)	686
PID: Dem (no lean)	14%	(125)	30%	(267)	56%	(493)	886
PID: Ind (no lean)	8%	(49)	23%	(147)	70%	(454)	650
PID: Rep (no lean)	7%	(45)	23%	(154)	70%	(468)	668
PID/Gender: Dem Men	15%	(64)	32%	(142)	53%	(231)	437
PID/Gender: Dem Women	14%	(61)	28%	(125)	58%	(256)	442
PID/Gender: Ind Men	6%	(17)	18%	(54)	76%	(232)	304
PID/Gender: Ind Women	9%	(32)	27%	(93)	64%	(222)	346
PID/Gender: Rep Men	5%	(15)	16%	(54)	79%	(258)	327
PID/Gender: Rep Women	9%	(30)	30%	(101)	61%	(208)	339
Ideo: Liberal (1-3)	11%	(74)	28%	(185)	61%	(408)	667
Ideo: Moderate (4)	8%	(51)	28%	(168)	64%	(384)	603
Ideo: Conservative (5-7)	10%	(71)	21%	(154)	69%	(496)	721
Educ: < College	10%	(140)	24%	(349)	66%	(951)	1440
Educ: Bachelors degree	9%	(43)	29%	(142)	62%	(300)	485
Educ: Post-grad	13%	(36)	28%	(78)	59%	(165)	279
Income: Under 50k	10%	(109)	23%	(257)	68%	(765)	1131
Income: 50k-100k	8%	(57)	29%	(192)	63%	(423)	672
Income: 100k+	13%	(54)	30%	(120)	57%	(228)	402
Ethnicity: White	10%	(164)	24%	(402)	67%	(1135)	1701
Ethnicity: Hispanic	19%	(72)	19%	(71)	62%	(236)	380
Ethnicity: Black	15%	(43)	37%	(104)	48%	(136)	283

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Table FZKHQF3_13: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Justin Bieber

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	10%	(220)	26%	(569)	64%	(1416)	2204
Ethnicity: Other	6%	(12)	28%	(62)	66%	(145)	220
All Christian	12%	(109)	26%	(240)	62%	(570)	919
All Non-Christian	25%	(38)	28%	(44)	47%	(72)	154
Atheist	3%	(4)	26%	(31)	71%	(85)	120
Agnostic/Nothing in particular	6%	(35)	25%	(156)	69%	(434)	625
Something Else	9%	(34)	26%	(99)	66%	(254)	387
Religious Non-Protestant/Catholic	24%	(43)	26%	(47)	50%	(88)	178
Evangelical	12%	(63)	25%	(134)	63%	(330)	527
Non-Evangelical	9%	(69)	26%	(194)	64%	(471)	733
Community: Urban	12%	(74)	28%	(171)	60%	(360)	605
Community: Suburban	9%	(94)	25%	(274)	67%	(736)	1104
Community: Rural	11%	(52)	25%	(123)	65%	(319)	495
Employ: Private Sector	12%	(88)	29%	(219)	59%	(437)	744
Employ: Government	22%	(30)	30%	(40)	48%	(65)	135
Employ: Self-Employed	16%	(30)	34%	(63)	50%	(94)	186
Employ: Homemaker	5%	(7)	31%	(45)	65%	(94)	146
Employ: Student	9%	(6)	22%	(14)	69%	(46)	66
Employ: Retired	3%	(19)	18%	(97)	79%	(436)	551
Employ: Unemployed	14%	(36)	24%	(64)	62%	(164)	264
Employ: Other	4%	(4)	25%	(28)	71%	(80)	112
Military HH: Yes	10%	(34)	21%	(70)	69%	(231)	335
Military HH: No	10%	(186)	27%	(498)	63%	(1185)	1869
RD/WT: Right Direction	14%	(106)	31%	(235)	55%	(413)	754
RD/WT: Wrong Track	8%	(114)	23%	(333)	69%	(1003)	1450
Biden Job Approve	14%	(136)	31%	(309)	55%	(550)	995
Biden Job Disapprove	7%	(79)	21%	(231)	72%	(780)	1090
Biden Job Strongly Approve	17%	(81)	34%	(158)	49%	(230)	469
Biden Job Somewhat Approve	10%	(55)	29%	(151)	61%	(320)	526
Biden Job Somewhat Disapprove	6%	(19)	23%	(74)	71%	(227)	320
Biden Job Strongly Disapprove	8%	(60)	20%	(157)	72%	(553)	770

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Table FZKHQF3_13: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Justin Bieber

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	10%	(220)	26%	(569)	64%	(1416)	2204
Favorable of Biden	13%	(128)	29%	(291)	58%	(572)	990
Unfavorable of Biden	7%	(73)	22%	(233)	71%	(764)	1070
Very Favorable of Biden	19%	(90)	30%	(145)	51%	(246)	480
Somewhat Favorable of Biden	7%	(38)	29%	(146)	64%	(326)	510
Somewhat Unfavorable of Biden	10%	(27)	25%	(69)	65%	(179)	275
Very Unfavorable of Biden	6%	(46)	21%	(164)	74%	(585)	795
#1 Issue: Economy	11%	(90)	28%	(236)	61%	(508)	833
#1 Issue: Security	9%	(27)	23%	(71)	68%	(212)	311
#1 Issue: Health Care	12%	(26)	29%	(61)	59%	(126)	214
#1 Issue: Medicare / Social Security	4%	(10)	23%	(56)	73%	(182)	248
#1 Issue: Women's Issues	9%	(21)	24%	(56)	67%	(155)	233
#1 Issue: Education	9%	(7)	28%	(22)	63%	(51)	81
#1 Issue: Energy	18%	(28)	26%	(40)	55%	(83)	151
#1 Issue: Other	8%	(11)	19%	(25)	73%	(98)	133
2022 House Vote: Democrat	12%	(110)	29%	(271)	59%	(539)	919
2022 House Vote: Republican	7%	(48)	20%	(134)	73%	(491)	673
2022 House Vote: Someone else	10%	(6)	36%	(19)	54%	(29)	54
2022 House Vote: Didnt Vote	10%	(57)	26%	(145)	64%	(357)	558
2020 Vote: Joe Biden	11%	(106)	28%	(276)	61%	(610)	992
2020 Vote: Donald Trump	6%	(41)	21%	(141)	73%	(487)	669
2020 Vote: Other	8%	(6)	25%	(18)	66%	(46)	70
2020 Vote: Didn't Vote	14%	(67)	28%	(133)	58%	(273)	473
2018 House Vote: Democrat	12%	(94)	31%	(242)	57%	(451)	787
2018 House Vote: Republican	8%	(45)	21%	(127)	71%	(426)	597
2018 House Vote: Someone else	2%	(1)	26%	(13)	72%	(37)	52
2018 House Vote: Didnt Vote	10%	(80)	24%	(187)	65%	(502)	768
4-Region: Northeast	16%	(61)	28%	(107)	56%	(218)	386
4-Region: Midwest	5%	(24)	26%	(117)	69%	(314)	455
4-Region: South	7%	(61)	28%	(232)	65%	(547)	841
4-Region: West	14%	(73)	21%	(112)	65%	(337)	522
Concertgoers	23%	(110)	32%	(152)	45%	(214)	475

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Table FZKHQF3_13: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?
Justin Bieber*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	10% (220)	26% (569)	64% (1416)	2204
Taylor Swift Fans	16% (187)	39% (458)	45% (529)	1174
Taylor Swift Avid Fans	32% (114)	40% (141)	28% (101)	356
Swifties	34% (106)	29% (88)	37% (113)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_14: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?
 Olivia Rodrigo*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(147)	20%	(446)	73%	(1611)	2204
Gender: Male	8%	(89)	19%	(204)	73%	(775)	1068
Gender: Female	5%	(58)	21%	(240)	74%	(830)	1128
Age: 18-34	12%	(73)	27%	(171)	61%	(388)	632
Age: 35-44	12%	(44)	31%	(114)	58%	(214)	372
Age: 45-64	4%	(26)	17%	(118)	80%	(568)	712
Age: 65+	1%	(4)	9%	(42)	91%	(442)	488
GenZers: 1997-2012	16%	(41)	25%	(62)	58%	(143)	246
Millennials: 1981-1996	10%	(71)	30%	(202)	60%	(405)	677
GenXers: 1965-1980	5%	(25)	19%	(99)	77%	(407)	532
Baby Boomers: 1946-1964	2%	(11)	12%	(82)	87%	(594)	686
PID: Dem (no lean)	9%	(81)	26%	(230)	65%	(575)	886
PID: Ind (no lean)	5%	(34)	18%	(120)	76%	(496)	650
PID: Rep (no lean)	5%	(32)	14%	(95)	81%	(541)	668
PID/Gender: Dem Men	13%	(55)	27%	(117)	61%	(265)	437
PID/Gender: Dem Women	6%	(26)	25%	(112)	69%	(304)	442
PID/Gender: Ind Men	6%	(19)	14%	(42)	80%	(243)	304
PID/Gender: Ind Women	4%	(15)	23%	(78)	73%	(253)	346
PID/Gender: Rep Men	5%	(15)	13%	(44)	82%	(267)	327
PID/Gender: Rep Women	5%	(17)	15%	(49)	81%	(273)	339
Ideo: Liberal (1-3)	10%	(67)	25%	(164)	65%	(436)	667
Ideo: Moderate (4)	5%	(30)	21%	(128)	74%	(445)	603
Ideo: Conservative (5-7)	6%	(42)	15%	(106)	79%	(573)	721
Educ: < College	6%	(93)	19%	(267)	75%	(1080)	1440
Educ: Bachelors degree	6%	(28)	23%	(114)	71%	(344)	485
Educ: Post-grad	10%	(27)	23%	(64)	67%	(187)	279
Income: Under 50k	6%	(67)	19%	(212)	75%	(851)	1131
Income: 50k-100k	7%	(44)	20%	(136)	73%	(491)	672
Income: 100k+	9%	(36)	24%	(97)	67%	(269)	402
Ethnicity: White	6%	(102)	20%	(339)	74%	(1260)	1701
Ethnicity: Hispanic	12%	(47)	24%	(93)	63%	(240)	380
Ethnicity: Black	9%	(25)	18%	(51)	73%	(208)	283

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Table FZKHQF3_14: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?
Olivia Rodrigo*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(147)	20%	(446)	73%	(1611)	2204
Ethnicity: Other	10%	(21)	25%	(56)	65%	(143)	220
All Christian	7%	(67)	20%	(181)	73%	(671)	919
All Non-Christian	17%	(26)	28%	(43)	55%	(85)	154
Atheist	3%	(4)	19%	(23)	78%	(93)	120
Agnostic/Nothing in particular	5%	(34)	19%	(121)	75%	(471)	625
Something Else	4%	(16)	20%	(78)	76%	(293)	387
Religious Non-Protestant/Catholic	15%	(26)	27%	(48)	59%	(104)	178
Evangelical	6%	(31)	18%	(93)	76%	(403)	527
Non-Evangelical	7%	(48)	21%	(156)	72%	(529)	733
Community: Urban	10%	(61)	22%	(134)	68%	(410)	605
Community: Suburban	5%	(57)	19%	(211)	76%	(837)	1104
Community: Rural	6%	(30)	20%	(100)	74%	(365)	495
Employ: Private Sector	9%	(70)	27%	(197)	64%	(477)	744
Employ: Government	21%	(28)	24%	(33)	55%	(74)	135
Employ: Self-Employed	8%	(16)	25%	(46)	67%	(124)	186
Employ: Homemaker	2%	(3)	21%	(30)	78%	(113)	146
Employ: Student	14%	(9)	13%	(8)	73%	(48)	66
Employ: Retired	2%	(9)	8%	(44)	90%	(498)	551
Employ: Unemployed	3%	(8)	25%	(67)	72%	(189)	264
Employ: Other	4%	(5)	17%	(19)	78%	(88)	112
Military HH: Yes	7%	(22)	16%	(52)	78%	(261)	335
Military HH: No	7%	(125)	21%	(394)	72%	(1350)	1869
RD/WT: Right Direction	13%	(101)	23%	(177)	63%	(476)	754
RD/WT: Wrong Track	3%	(46)	19%	(269)	78%	(1135)	1450
Biden Job Approve	10%	(99)	26%	(255)	64%	(641)	995
Biden Job Disapprove	4%	(48)	16%	(171)	80%	(872)	1090
Biden Job Strongly Approve	13%	(59)	25%	(118)	62%	(292)	469
Biden Job Somewhat Approve	8%	(40)	26%	(138)	66%	(349)	526
Biden Job Somewhat Disapprove	7%	(23)	19%	(61)	74%	(236)	320
Biden Job Strongly Disapprove	3%	(24)	14%	(110)	83%	(636)	770

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Table FZKHQF3_14: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?
 Olivia Rodrigo*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(147)	20%	(446)	73%	(1611)	2204
Favorable of Biden	10%	(94)	25%	(244)	66%	(652)	990
Unfavorable of Biden	5%	(48)	15%	(163)	80%	(859)	1070
Very Favorable of Biden	12%	(55)	25%	(119)	64%	(306)	480
Somewhat Favorable of Biden	8%	(39)	25%	(125)	68%	(346)	510
Somewhat Unfavorable of Biden	9%	(23)	18%	(51)	73%	(200)	275
Very Unfavorable of Biden	3%	(25)	14%	(112)	83%	(658)	795
#1 Issue: Economy	6%	(47)	22%	(180)	73%	(606)	833
#1 Issue: Security	5%	(17)	13%	(42)	81%	(253)	311
#1 Issue: Health Care	12%	(26)	27%	(57)	61%	(131)	214
#1 Issue: Medicare / Social Security	1%	(3)	11%	(28)	88%	(218)	248
#1 Issue: Women's Issues	7%	(16)	23%	(55)	70%	(162)	233
#1 Issue: Education	10%	(8)	39%	(32)	51%	(41)	81
#1 Issue: Energy	17%	(25)	23%	(35)	60%	(90)	151
#1 Issue: Other	4%	(5)	14%	(18)	83%	(110)	133
2022 House Vote: Democrat	9%	(83)	23%	(216)	67%	(620)	919
2022 House Vote: Republican	5%	(33)	13%	(89)	82%	(551)	673
2022 House Vote: Someone else	4%	(2)	23%	(13)	73%	(39)	54
2022 House Vote: Didnt Vote	5%	(29)	23%	(128)	72%	(401)	558
2020 Vote: Joe Biden	7%	(74)	23%	(230)	69%	(688)	992
2020 Vote: Donald Trump	4%	(24)	11%	(75)	85%	(571)	669
2020 Vote: Other	5%	(4)	32%	(22)	63%	(44)	70
2020 Vote: Didn't Vote	10%	(46)	25%	(119)	65%	(308)	473
2018 House Vote: Democrat	8%	(62)	24%	(192)	68%	(532)	787
2018 House Vote: Republican	4%	(26)	13%	(76)	83%	(495)	597
2018 House Vote: Someone else	5%	(2)	33%	(17)	63%	(32)	52
2018 House Vote: Didnt Vote	7%	(57)	21%	(160)	72%	(551)	768
4-Region: Northeast	10%	(39)	24%	(93)	66%	(254)	386
4-Region: Midwest	4%	(16)	18%	(82)	79%	(358)	455
4-Region: South	6%	(52)	18%	(152)	76%	(637)	841
4-Region: West	8%	(40)	23%	(119)	70%	(363)	522
Concertgoers	17%	(83)	32%	(152)	51%	(241)	475

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Table FZKHQF3_14: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?
Olivia Rodrigo*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	7% (147)	20% (446)	73% (1611)	2204
Taylor Swift Fans	12% (138)	30% (355)	58% (682)	1174
Taylor Swift Avid Fans	25% (90)	40% (141)	35% (125)	356
Swifties	27% (84)	35% (107)	38% (117)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_15: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Ariana Grande

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(263)	35%	(774)	53%	(1167)	2204
Gender: Male	13%	(136)	32%	(337)	56%	(595)	1068
Gender: Female	11%	(128)	39%	(435)	50%	(565)	1128
Age: 18-34	18%	(114)	40%	(254)	42%	(264)	632
Age: 35-44	20%	(74)	44%	(164)	36%	(134)	372
Age: 45-64	7%	(52)	33%	(237)	59%	(423)	712
Age: 65+	5%	(23)	24%	(119)	71%	(346)	488
GenZers: 1997-2012	17%	(41)	37%	(92)	46%	(113)	246
Millennials: 1981-1996	21%	(142)	42%	(285)	37%	(251)	677
GenXers: 1965-1980	7%	(39)	38%	(200)	55%	(292)	532
Baby Boomers: 1946-1964	6%	(42)	27%	(186)	67%	(459)	686
PID: Dem (no lean)	14%	(124)	41%	(360)	45%	(402)	886
PID: Ind (no lean)	10%	(67)	33%	(214)	57%	(370)	650
PID: Rep (no lean)	11%	(73)	30%	(200)	59%	(395)	668
PID/Gender: Dem Men	18%	(80)	37%	(162)	45%	(195)	437
PID/Gender: Dem Women	10%	(44)	44%	(196)	46%	(203)	442
PID/Gender: Ind Men	7%	(22)	31%	(93)	62%	(188)	304
PID/Gender: Ind Women	13%	(45)	35%	(120)	52%	(181)	346
PID/Gender: Rep Men	10%	(33)	25%	(81)	65%	(212)	327
PID/Gender: Rep Women	12%	(39)	35%	(119)	53%	(181)	339
Ideo: Liberal (1-3)	14%	(96)	42%	(277)	44%	(294)	667
Ideo: Moderate (4)	10%	(58)	37%	(221)	54%	(324)	603
Ideo: Conservative (5-7)	10%	(69)	29%	(208)	62%	(444)	721
Educ: < College	12%	(175)	34%	(492)	54%	(772)	1440
Educ: Bachelors degree	10%	(50)	38%	(184)	52%	(251)	485
Educ: Post-grad	13%	(37)	35%	(98)	52%	(144)	279
Income: Under 50k	12%	(137)	33%	(374)	55%	(620)	1131
Income: 50k-100k	10%	(69)	37%	(247)	53%	(355)	672
Income: 100k+	14%	(57)	38%	(153)	48%	(192)	402
Ethnicity: White	10%	(178)	34%	(586)	55%	(937)	1701
Ethnicity: Hispanic	18%	(67)	39%	(148)	44%	(165)	380
Ethnicity: Black	22%	(61)	34%	(95)	45%	(127)	283

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Table FZKHQF3_15: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*

Ariana Grande

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(263)	35%	(774)	53%	(1167)	2204
Ethnicity: Other	11%	(24)	42%	(93)	47%	(103)	220
All Christian	10%	(92)	36%	(333)	54%	(494)	919
All Non-Christian	20%	(30)	37%	(57)	43%	(67)	154
Atheist	4%	(5)	34%	(40)	62%	(74)	120
Agnostic/Nothing in particular	14%	(85)	36%	(224)	50%	(315)	625
Something Else	13%	(51)	31%	(120)	56%	(216)	387
Religious Non-Protestant/Catholic	17%	(31)	38%	(67)	45%	(80)	178
Evangelical	11%	(59)	32%	(171)	56%	(297)	527
Non-Evangelical	10%	(76)	36%	(264)	54%	(393)	733
Community: Urban	17%	(106)	36%	(219)	46%	(280)	605
Community: Suburban	10%	(110)	35%	(386)	55%	(608)	1104
Community: Rural	10%	(48)	34%	(168)	56%	(279)	495
Employ: Private Sector	16%	(116)	40%	(298)	44%	(330)	744
Employ: Government	17%	(23)	42%	(56)	41%	(56)	135
Employ: Self-Employed	18%	(34)	40%	(74)	42%	(77)	186
Employ: Homemaker	11%	(16)	37%	(54)	52%	(76)	146
Employ: Student	21%	(14)	34%	(23)	45%	(30)	66
Employ: Retired	6%	(31)	23%	(126)	71%	(393)	551
Employ: Unemployed	8%	(22)	40%	(105)	52%	(137)	264
Employ: Other	6%	(7)	34%	(38)	60%	(67)	112
Military HH: Yes	10%	(32)	27%	(92)	63%	(211)	335
Military HH: No	12%	(231)	37%	(682)	51%	(956)	1869
RD/WT: Right Direction	17%	(128)	37%	(277)	46%	(349)	754
RD/WT: Wrong Track	9%	(135)	34%	(497)	56%	(818)	1450
Biden Job Approve	15%	(145)	39%	(386)	47%	(463)	995
Biden Job Disapprove	10%	(107)	31%	(341)	59%	(642)	1090
Biden Job Strongly Approve	23%	(109)	34%	(158)	43%	(201)	469
Biden Job Somewhat Approve	7%	(36)	43%	(228)	50%	(262)	526
Biden Job Somewhat Disapprove	10%	(31)	39%	(124)	52%	(165)	320
Biden Job Strongly Disapprove	10%	(76)	28%	(217)	62%	(477)	770

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Table FZKHQF3_15: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Ariana Grande

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	12% (263)	35% (774)	53% (1167)	2204
Favorable of Biden	16% (159)	37% (363)	47% (469)	990
Unfavorable of Biden	8% (88)	32% (340)	60% (642)	1070
Very Favorable of Biden	24% (115)	33% (156)	44% (209)	480
Somewhat Favorable of Biden	9% (44)	41% (207)	51% (259)	510
Somewhat Unfavorable of Biden	7% (19)	41% (112)	53% (144)	275
Very Unfavorable of Biden	9% (69)	29% (229)	63% (497)	795
#1 Issue: Economy	13% (105)	39% (322)	49% (406)	833
#1 Issue: Security	9% (27)	30% (93)	61% (191)	311
#1 Issue: Health Care	18% (39)	38% (81)	44% (95)	214
#1 Issue: Medicare / Social Security	7% (17)	27% (66)	66% (165)	248
#1 Issue: Women's Issues	12% (27)	43% (100)	45% (105)	233
#1 Issue: Education	16% (13)	32% (26)	52% (42)	81
#1 Issue: Energy	18% (27)	32% (48)	50% (75)	151
#1 Issue: Other	6% (8)	28% (37)	66% (89)	133
2022 House Vote: Democrat	14% (126)	39% (355)	48% (438)	919
2022 House Vote: Republican	7% (50)	27% (180)	66% (443)	673
2022 House Vote: Someone else	7% (4)	38% (21)	55% (29)	54
2022 House Vote: Didnt Vote	15% (83)	39% (218)	46% (257)	558
2020 Vote: Joe Biden	12% (122)	38% (374)	50% (496)	992
2020 Vote: Donald Trump	8% (52)	27% (183)	65% (435)	669
2020 Vote: Other	11% (8)	46% (32)	43% (30)	70
2020 Vote: Didn't Vote	17% (82)	39% (185)	44% (206)	473
2018 House Vote: Democrat	14% (109)	39% (305)	48% (374)	787
2018 House Vote: Republican	9% (54)	26% (156)	65% (387)	597
2018 House Vote: Someone else	6% (3)	40% (21)	54% (28)	52
2018 House Vote: Didnt Vote	13% (98)	38% (292)	49% (378)	768
4-Region: Northeast	14% (54)	42% (163)	44% (169)	386
4-Region: Midwest	8% (38)	33% (151)	59% (267)	455
4-Region: South	11% (97)	33% (281)	55% (463)	841
4-Region: West	14% (75)	34% (179)	51% (268)	522
Concertgoers	23% (108)	44% (210)	33% (157)	475

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Table FZKHQF3_15: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*

Ariana Grande

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	12% (263)	35% (774)	53% (1167)	2204
Taylor Swift Fans	19% (225)	50% (586)	31% (364)	1174
Taylor Swift Avid Fans	35% (126)	45% (159)	20% (72)	356
Swifties	31% (96)	42% (130)	27% (82)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_16: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
The Weeknd

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	13% (292)	29% (631)	58% (1281)	2204
Gender: Male	13% (137)	26% (281)	61% (650)	1068
Gender: Female	14% (155)	31% (349)	55% (624)	1128
Age: 18-34	20% (129)	39% (246)	41% (257)	632
Age: 35-44	24% (89)	38% (143)	38% (140)	372
Age: 45-64	8% (56)	26% (185)	66% (471)	712
Age: 65+	4% (18)	12% (57)	85% (413)	488
GenZers: 1997-2012	22% (53)	39% (95)	40% (98)	246
Millennials: 1981-1996	23% (154)	38% (258)	39% (265)	677
GenXers: 1965-1980	11% (56)	32% (171)	57% (304)	532
Baby Boomers: 1946-1964	4% (29)	15% (105)	80% (552)	686
PID: Dem (no lean)	17% (146)	33% (297)	50% (443)	886
PID: Ind (no lean)	14% (88)	27% (176)	59% (387)	650
PID: Rep (no lean)	9% (58)	24% (159)	68% (451)	668
PID/Gender: Dem Men	18% (77)	32% (139)	51% (221)	437
PID/Gender: Dem Women	16% (69)	35% (157)	49% (217)	442
PID/Gender: Ind Men	10% (31)	24% (73)	66% (199)	304
PID/Gender: Ind Women	16% (57)	29% (102)	54% (188)	346
PID/Gender: Rep Men	9% (28)	21% (69)	70% (230)	327
PID/Gender: Rep Women	9% (29)	27% (90)	65% (220)	339
Ideo: Liberal (1-3)	17% (115)	34% (227)	49% (325)	667
Ideo: Moderate (4)	13% (79)	28% (166)	59% (358)	603
Ideo: Conservative (5-7)	7% (48)	24% (176)	69% (497)	721
Educ: < College	14% (208)	27% (391)	58% (842)	1440
Educ: Bachelors degree	9% (44)	34% (163)	57% (278)	485
Educ: Post-grad	14% (40)	28% (78)	58% (161)	279
Income: Under 50k	14% (156)	27% (306)	59% (668)	1131
Income: 50k-100k	13% (84)	30% (200)	58% (387)	672
Income: 100k+	13% (51)	31% (125)	56% (226)	402
Ethnicity: White	12% (212)	27% (464)	60% (1025)	1701
Ethnicity: Hispanic	19% (71)	39% (149)	42% (159)	380
Ethnicity: Black	21% (60)	33% (92)	46% (131)	283

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Table FZKHQF3_16: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
The Weeknd

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(292)	29%	(631)	58%	(1281)	2204
Ethnicity: Other	9%	(20)	34%	(75)	57%	(124)	220
All Christian	12%	(113)	25%	(229)	63%	(578)	919
All Non-Christian	20%	(31)	34%	(52)	46%	(71)	154
Atheist	8%	(9)	26%	(31)	66%	(79)	120
Agnostic/Nothing in particular	15%	(96)	32%	(202)	52%	(327)	625
Something Else	11%	(43)	31%	(118)	58%	(226)	387
Religious Non-Protestant/Catholic	19%	(34)	32%	(56)	49%	(87)	178
Evangelical	12%	(65)	24%	(129)	63%	(333)	527
Non-Evangelical	12%	(85)	27%	(202)	61%	(447)	733
Community: Urban	16%	(97)	31%	(186)	53%	(322)	605
Community: Suburban	12%	(128)	29%	(326)	59%	(651)	1104
Community: Rural	14%	(67)	24%	(120)	62%	(307)	495
Employ: Private Sector	14%	(104)	38%	(285)	48%	(355)	744
Employ: Government	24%	(32)	38%	(51)	39%	(52)	135
Employ: Self-Employed	23%	(43)	29%	(53)	48%	(90)	186
Employ: Homemaker	13%	(18)	28%	(40)	60%	(87)	146
Employ: Student	30%	(20)	33%	(22)	36%	(24)	66
Employ: Retired	4%	(22)	12%	(65)	84%	(463)	551
Employ: Unemployed	17%	(46)	30%	(78)	53%	(140)	264
Employ: Other	6%	(7)	33%	(37)	61%	(69)	112
Military HH: Yes	8%	(27)	20%	(67)	72%	(242)	335
Military HH: No	14%	(265)	30%	(564)	56%	(1039)	1869
RD/WT: Right Direction	17%	(128)	33%	(248)	50%	(378)	754
RD/WT: Wrong Track	11%	(164)	26%	(384)	62%	(903)	1450
Biden Job Approve	16%	(155)	33%	(328)	51%	(512)	995
Biden Job Disapprove	10%	(112)	25%	(270)	65%	(708)	1090
Biden Job Strongly Approve	17%	(82)	32%	(149)	51%	(238)	469
Biden Job Somewhat Approve	14%	(73)	34%	(179)	52%	(274)	526
Biden Job Somewhat Disapprove	12%	(40)	35%	(113)	52%	(167)	320
Biden Job Strongly Disapprove	9%	(72)	20%	(157)	70%	(540)	770

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Table FZKHQF3_16: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
The Weeknd

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	13% (292)	29% (631)	58% (1281)	2204
Favorable of Biden	16% (159)	31% (308)	53% (523)	990
Unfavorable of Biden	9% (101)	25% (269)	65% (700)	1070
Very Favorable of Biden	21% (101)	29% (138)	50% (242)	480
Somewhat Favorable of Biden	11% (58)	33% (170)	55% (282)	510
Somewhat Unfavorable of Biden	13% (36)	34% (93)	53% (146)	275
Very Unfavorable of Biden	8% (65)	22% (176)	70% (554)	795
#1 Issue: Economy	16% (133)	32% (264)	52% (437)	833
#1 Issue: Security	9% (29)	21% (66)	69% (216)	311
#1 Issue: Health Care	13% (28)	31% (66)	56% (119)	214
#1 Issue: Medicare / Social Security	8% (20)	17% (42)	75% (187)	248
#1 Issue: Women's Issues	15% (35)	37% (86)	48% (112)	233
#1 Issue: Education	14% (12)	43% (35)	43% (34)	81
#1 Issue: Energy	18% (27)	31% (47)	51% (77)	151
#1 Issue: Other	6% (9)	19% (26)	74% (99)	133
2022 House Vote: Democrat	14% (130)	34% (308)	52% (481)	919
2022 House Vote: Republican	8% (54)	21% (144)	71% (475)	673
2022 House Vote: Someone else	10% (5)	35% (19)	55% (30)	54
2022 House Vote: Didnt Vote	18% (102)	29% (160)	53% (296)	558
2020 Vote: Joe Biden	13% (133)	32% (316)	55% (544)	992
2020 Vote: Donald Trump	8% (51)	23% (151)	70% (467)	669
2020 Vote: Other	7% (5)	41% (29)	52% (36)	70
2020 Vote: Didn't Vote	22% (104)	29% (135)	49% (234)	473
2018 House Vote: Democrat	15% (117)	34% (264)	52% (405)	787
2018 House Vote: Republican	7% (41)	20% (118)	73% (438)	597
2018 House Vote: Someone else	6% (3)	38% (20)	55% (29)	52
2018 House Vote: Didnt Vote	17% (131)	30% (228)	53% (408)	768
4-Region: Northeast	16% (61)	34% (132)	50% (193)	386
4-Region: Midwest	9% (41)	26% (120)	65% (294)	455
4-Region: South	12% (104)	26% (218)	62% (519)	841
4-Region: West	17% (87)	31% (160)	53% (275)	522
Concertgoers	22% (104)	38% (179)	40% (192)	475

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Table FZKHQF3_16: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?
The Weeknd*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	13% (292)	29% (631)	58% (1281)	2204
Taylor Swift Fans	19% (226)	36% (424)	45% (525)	1174
Taylor Swift Avid Fans	32% (115)	35% (125)	33% (117)	356
Swifties	32% (99)	32% (99)	36% (110)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_17: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Selena Gomez

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(267)	34%	(758)	54%	(1179)	2204
Gender: Male	11%	(118)	31%	(330)	58%	(619)	1068
Gender: Female	13%	(148)	38%	(426)	49%	(553)	1128
Age: 18-34	18%	(112)	37%	(234)	45%	(287)	632
Age: 35-44	21%	(79)	41%	(152)	38%	(141)	372
Age: 45-64	7%	(52)	35%	(251)	57%	(409)	712
Age: 65+	5%	(24)	25%	(121)	70%	(343)	488
GenZers: 1997-2012	24%	(59)	26%	(63)	50%	(124)	246
Millennials: 1981-1996	18%	(120)	43%	(292)	39%	(266)	677
GenXers: 1965-1980	8%	(42)	38%	(201)	54%	(289)	532
Baby Boomers: 1946-1964	6%	(42)	28%	(194)	66%	(450)	686
PID: Dem (no lean)	16%	(142)	40%	(350)	44%	(394)	886
PID: Ind (no lean)	11%	(69)	31%	(203)	58%	(378)	650
PID: Rep (no lean)	8%	(56)	31%	(205)	61%	(407)	668
PID/Gender: Dem Men	17%	(75)	37%	(163)	46%	(200)	437
PID/Gender: Dem Women	15%	(67)	42%	(185)	43%	(190)	442
PID/Gender: Ind Men	8%	(23)	27%	(82)	65%	(199)	304
PID/Gender: Ind Women	13%	(46)	35%	(121)	52%	(179)	346
PID/Gender: Rep Men	6%	(21)	26%	(85)	68%	(221)	327
PID/Gender: Rep Women	10%	(35)	35%	(119)	54%	(184)	339
Ideo: Liberal (1-3)	16%	(109)	39%	(262)	44%	(297)	667
Ideo: Moderate (4)	10%	(61)	35%	(209)	55%	(333)	603
Ideo: Conservative (5-7)	9%	(67)	30%	(214)	61%	(440)	721
Educ: < College	13%	(186)	34%	(483)	54%	(772)	1440
Educ: Bachelors degree	10%	(48)	36%	(173)	54%	(264)	485
Educ: Post-grad	12%	(33)	37%	(102)	51%	(143)	279
Income: Under 50k	13%	(151)	34%	(387)	52%	(593)	1131
Income: 50k-100k	9%	(61)	34%	(230)	57%	(381)	672
Income: 100k+	14%	(55)	35%	(140)	51%	(206)	402
Ethnicity: White	11%	(194)	35%	(589)	54%	(918)	1701
Ethnicity: Hispanic	16%	(61)	39%	(148)	45%	(171)	380
Ethnicity: Black	19%	(54)	31%	(89)	50%	(141)	283

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Table FZKHQF3_17: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Selena Gomez

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(267)	34%	(758)	54%	(1179)	2204
Ethnicity: Other	9%	(19)	36%	(80)	55%	(121)	220
All Christian	12%	(112)	36%	(332)	52%	(474)	919
All Non-Christian	25%	(38)	29%	(45)	46%	(71)	154
Atheist	4%	(5)	35%	(42)	61%	(73)	120
Agnostic/Nothing in particular	10%	(64)	36%	(225)	54%	(335)	625
Something Else	12%	(47)	29%	(114)	58%	(226)	387
Religious Non-Protestant/Catholic	22%	(39)	32%	(56)	46%	(83)	178
Evangelical	14%	(73)	31%	(166)	55%	(288)	527
Non-Evangelical	11%	(82)	35%	(258)	54%	(393)	733
Community: Urban	15%	(93)	38%	(229)	47%	(283)	605
Community: Suburban	10%	(115)	34%	(374)	56%	(615)	1104
Community: Rural	12%	(59)	31%	(154)	57%	(281)	495
Employ: Private Sector	13%	(100)	40%	(301)	46%	(343)	744
Employ: Government	26%	(36)	30%	(40)	44%	(59)	135
Employ: Self-Employed	18%	(33)	31%	(58)	51%	(96)	186
Employ: Homemaker	12%	(17)	44%	(64)	45%	(65)	146
Employ: Student	31%	(20)	24%	(16)	46%	(30)	66
Employ: Retired	6%	(31)	22%	(123)	72%	(397)	551
Employ: Unemployed	7%	(20)	44%	(116)	49%	(128)	264
Employ: Other	9%	(10)	37%	(42)	54%	(60)	112
Military HH: Yes	13%	(42)	25%	(83)	63%	(210)	335
Military HH: No	12%	(225)	36%	(675)	52%	(969)	1869
RD/WT: Right Direction	17%	(130)	38%	(289)	44%	(335)	754
RD/WT: Wrong Track	9%	(137)	32%	(468)	58%	(845)	1450
Biden Job Approve	15%	(151)	39%	(392)	45%	(452)	995
Biden Job Disapprove	10%	(113)	29%	(317)	61%	(660)	1090
Biden Job Strongly Approve	19%	(88)	41%	(191)	41%	(190)	469
Biden Job Somewhat Approve	12%	(64)	38%	(201)	50%	(262)	526
Biden Job Somewhat Disapprove	11%	(36)	32%	(103)	57%	(182)	320
Biden Job Strongly Disapprove	10%	(78)	28%	(214)	62%	(478)	770

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Table FZKHQF3_17: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Selena Gomez

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(267)	34%	(758)	54%	(1179)	2204
Favorable of Biden	16%	(163)	37%	(370)	46%	(457)	990
Unfavorable of Biden	9%	(97)	30%	(322)	61%	(651)	1070
Very Favorable of Biden	20%	(97)	39%	(185)	41%	(198)	480
Somewhat Favorable of Biden	13%	(66)	36%	(185)	51%	(260)	510
Somewhat Unfavorable of Biden	11%	(29)	33%	(92)	56%	(154)	275
Very Unfavorable of Biden	9%	(68)	29%	(230)	63%	(497)	795
#1 Issue: Economy	14%	(113)	35%	(291)	52%	(430)	833
#1 Issue: Security	8%	(26)	31%	(97)	60%	(188)	311
#1 Issue: Health Care	15%	(33)	45%	(96)	40%	(85)	214
#1 Issue: Medicare / Social Security	6%	(14)	30%	(74)	64%	(160)	248
#1 Issue: Women's Issues	13%	(30)	36%	(83)	51%	(119)	233
#1 Issue: Education	14%	(12)	35%	(28)	51%	(41)	81
#1 Issue: Energy	20%	(31)	35%	(53)	44%	(67)	151
#1 Issue: Other	7%	(9)	26%	(35)	67%	(90)	133
2022 House Vote: Democrat	14%	(128)	39%	(360)	47%	(431)	919
2022 House Vote: Republican	9%	(60)	25%	(171)	66%	(442)	673
2022 House Vote: Someone else	10%	(6)	31%	(17)	59%	(32)	54
2022 House Vote: Didnt Vote	13%	(73)	38%	(211)	49%	(275)	558
2020 Vote: Joe Biden	12%	(120)	38%	(376)	50%	(496)	992
2020 Vote: Donald Trump	9%	(59)	28%	(184)	64%	(426)	669
2020 Vote: Other	9%	(7)	33%	(23)	58%	(40)	70
2020 Vote: Didn't Vote	17%	(80)	37%	(175)	46%	(218)	473
2018 House Vote: Democrat	14%	(113)	41%	(319)	45%	(355)	787
2018 House Vote: Republican	9%	(52)	28%	(164)	64%	(381)	597
2018 House Vote: Someone else	8%	(4)	33%	(17)	58%	(30)	52
2018 House Vote: Didnt Vote	13%	(98)	33%	(257)	54%	(413)	768
4-Region: Northeast	17%	(65)	34%	(133)	49%	(188)	386
4-Region: Midwest	10%	(44)	37%	(169)	53%	(243)	455
4-Region: South	11%	(97)	32%	(268)	57%	(476)	841
4-Region: West	12%	(61)	36%	(189)	52%	(272)	522
Concertgoers	21%	(102)	41%	(196)	37%	(178)	475

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Table FZKHQF3_17: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*

Selena Gomez

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(267)	34%	(758)	54%	(1179)	2204
Taylor Swift Fans	19%	(227)	51%	(594)	30%	(353)	1174
Taylor Swift Avid Fans	38%	(137)	49%	(174)	13%	(46)	356
Swifties	40%	(122)	40%	(124)	20%	(61)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_18: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?

Demi Lovato

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(171)	29%	(650)	63%	(1384)	2204
Gender: Male	9%	(91)	26%	(279)	65%	(698)	1068
Gender: Female	7%	(80)	33%	(368)	60%	(680)	1128
Age: 18-34	12%	(74)	33%	(210)	55%	(348)	632
Age: 35-44	16%	(61)	37%	(137)	47%	(174)	372
Age: 45-64	4%	(29)	29%	(205)	67%	(478)	712
Age: 65+	1%	(7)	20%	(97)	79%	(384)	488
GenZers: 1997-2012	9%	(23)	30%	(74)	60%	(149)	246
Millennials: 1981-1996	15%	(103)	37%	(248)	48%	(326)	677
GenXers: 1965-1980	5%	(29)	30%	(162)	64%	(341)	532
Baby Boomers: 1946-1964	2%	(16)	23%	(158)	75%	(512)	686
PID: Dem (no lean)	12%	(104)	35%	(314)	53%	(469)	886
PID: Ind (no lean)	6%	(37)	26%	(171)	68%	(442)	650
PID: Rep (no lean)	4%	(30)	25%	(165)	71%	(473)	668
PID/Gender: Dem Men	16%	(68)	37%	(160)	48%	(209)	437
PID/Gender: Dem Women	8%	(36)	34%	(151)	58%	(256)	442
PID/Gender: Ind Men	4%	(11)	19%	(59)	77%	(234)	304
PID/Gender: Ind Women	8%	(27)	32%	(112)	60%	(207)	346
PID/Gender: Rep Men	4%	(12)	18%	(60)	78%	(255)	327
PID/Gender: Rep Women	5%	(18)	31%	(105)	64%	(216)	339
Ideo: Liberal (1-3)	11%	(73)	35%	(230)	55%	(364)	667
Ideo: Moderate (4)	7%	(41)	27%	(166)	66%	(396)	603
Ideo: Conservative (5-7)	6%	(40)	24%	(173)	70%	(508)	721
Educ: < College	8%	(110)	29%	(415)	64%	(915)	1440
Educ: Bachelors degree	7%	(33)	31%	(150)	62%	(302)	485
Educ: Post-grad	10%	(28)	30%	(84)	60%	(167)	279
Income: Under 50k	7%	(80)	30%	(340)	63%	(711)	1131
Income: 50k-100k	8%	(51)	29%	(193)	64%	(428)	672
Income: 100k+	10%	(40)	29%	(116)	61%	(245)	402
Ethnicity: White	7%	(125)	30%	(506)	63%	(1070)	1701
Ethnicity: Hispanic	12%	(46)	33%	(126)	55%	(208)	380
Ethnicity: Black	13%	(38)	27%	(78)	59%	(168)	283

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Table FZKHQF3_18: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Demi Lovato

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(171)	29%	(650)	63%	(1384)	2204
Ethnicity: Other	3%	(8)	30%	(66)	66%	(146)	220
All Christian	6%	(57)	30%	(276)	64%	(586)	919
All Non-Christian	20%	(30)	30%	(46)	50%	(77)	154
Atheist	5%	(6)	28%	(34)	67%	(80)	120
Agnostic/Nothing in particular	8%	(51)	28%	(178)	63%	(396)	625
Something Else	7%	(26)	30%	(116)	63%	(245)	387
Religious Non-Protestant/Catholic	17%	(31)	29%	(51)	54%	(96)	178
Evangelical	7%	(39)	28%	(148)	64%	(340)	527
Non-Evangelical	6%	(41)	31%	(229)	63%	(462)	733
Community: Urban	10%	(60)	34%	(204)	56%	(341)	605
Community: Suburban	7%	(83)	29%	(320)	64%	(702)	1104
Community: Rural	6%	(29)	25%	(125)	69%	(341)	495
Employ: Private Sector	11%	(83)	34%	(249)	55%	(412)	744
Employ: Government	18%	(24)	27%	(37)	55%	(74)	135
Employ: Self-Employed	6%	(12)	34%	(64)	59%	(110)	186
Employ: Homemaker	5%	(7)	42%	(60)	54%	(78)	146
Employ: Student	10%	(7)	23%	(15)	67%	(44)	66
Employ: Retired	2%	(11)	20%	(108)	78%	(432)	551
Employ: Unemployed	8%	(21)	33%	(87)	59%	(156)	264
Employ: Other	6%	(7)	26%	(29)	68%	(77)	112
Military HH: Yes	8%	(28)	22%	(75)	69%	(232)	335
Military HH: No	8%	(142)	31%	(575)	62%	(1152)	1869
RD/WT: Right Direction	12%	(90)	33%	(248)	55%	(416)	754
RD/WT: Wrong Track	6%	(81)	28%	(401)	67%	(968)	1450
Biden Job Approve	10%	(102)	35%	(345)	55%	(548)	995
Biden Job Disapprove	5%	(59)	24%	(267)	70%	(764)	1090
Biden Job Strongly Approve	15%	(68)	33%	(156)	52%	(244)	469
Biden Job Somewhat Approve	6%	(34)	36%	(189)	58%	(303)	526
Biden Job Somewhat Disapprove	7%	(21)	26%	(84)	67%	(215)	320
Biden Job Strongly Disapprove	5%	(38)	24%	(183)	71%	(549)	770

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Table FZKHQF3_18: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?**Demi Lovato*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(171)	29%	(650)	63%	(1384)	2204
Favorable of Biden	10%	(101)	34%	(334)	56%	(556)	990
Unfavorable of Biden	5%	(56)	24%	(256)	71%	(757)	1070
Very Favorable of Biden	13%	(64)	34%	(164)	53%	(252)	480
Somewhat Favorable of Biden	7%	(37)	33%	(170)	59%	(303)	510
Somewhat Unfavorable of Biden	6%	(16)	30%	(82)	64%	(177)	275
Very Unfavorable of Biden	5%	(41)	22%	(174)	73%	(580)	795
#1 Issue: Economy	8%	(66)	34%	(280)	59%	(488)	833
#1 Issue: Security	6%	(17)	21%	(66)	73%	(227)	311
#1 Issue: Health Care	7%	(14)	39%	(83)	54%	(116)	214
#1 Issue: Medicare / Social Security	2%	(5)	23%	(57)	75%	(186)	248
#1 Issue: Women's Issues	11%	(26)	30%	(70)	59%	(137)	233
#1 Issue: Education	6%	(5)	34%	(27)	60%	(49)	81
#1 Issue: Energy	21%	(32)	25%	(38)	54%	(81)	151
#1 Issue: Other	4%	(6)	22%	(29)	74%	(99)	133
2022 House Vote: Democrat	10%	(95)	33%	(304)	57%	(520)	919
2022 House Vote: Republican	3%	(22)	21%	(139)	76%	(511)	673
2022 House Vote: Someone else	6%	(3)	34%	(18)	60%	(32)	54
2022 House Vote: Didnt Vote	9%	(50)	34%	(188)	57%	(320)	558
2020 Vote: Joe Biden	9%	(91)	32%	(320)	59%	(581)	992
2020 Vote: Donald Trump	4%	(27)	23%	(152)	73%	(490)	669
2020 Vote: Other	19%	(13)	24%	(17)	57%	(40)	70
2020 Vote: Didn't Vote	8%	(40)	34%	(160)	58%	(273)	473
2018 House Vote: Democrat	11%	(87)	35%	(275)	54%	(425)	787
2018 House Vote: Republican	4%	(25)	23%	(137)	73%	(435)	597
2018 House Vote: Someone else	18%	(9)	26%	(13)	56%	(29)	52
2018 House Vote: Didnt Vote	7%	(50)	29%	(224)	64%	(494)	768
4-Region: Northeast	13%	(50)	31%	(120)	56%	(216)	386
4-Region: Midwest	4%	(20)	33%	(150)	63%	(285)	455
4-Region: South	8%	(64)	25%	(211)	67%	(566)	841
4-Region: West	7%	(37)	32%	(169)	61%	(316)	522
Concertgoers	17%	(79)	40%	(190)	43%	(206)	475

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Table FZKHQF3_18: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*

Demi Lovato

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(171)	29%	(650)	63%	(1384)	2204
Taylor Swift Fans	12%	(143)	44%	(520)	44%	(512)	1174
Taylor Swift Avid Fans	25%	(88)	46%	(163)	30%	(105)	356
Swifties	23%	(71)	41%	(126)	36%	(111)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_19: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Sam Smith

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(186)	27%	(603)	64%	(1415)	2204
Gender: Male	8%	(83)	24%	(252)	69%	(733)	1068
Gender: Female	9%	(103)	31%	(349)	60%	(675)	1128
Age: 18-34	10%	(64)	36%	(226)	54%	(342)	632
Age: 35-44	13%	(49)	35%	(131)	51%	(191)	372
Age: 45-64	7%	(51)	23%	(162)	70%	(499)	712
Age: 65+	4%	(22)	17%	(83)	79%	(383)	488
GenZers: 1997-2012	9%	(23)	34%	(84)	56%	(139)	246
Millennials: 1981-1996	13%	(85)	35%	(240)	52%	(352)	677
GenXers: 1965-1980	8%	(43)	27%	(145)	65%	(343)	532
Baby Boomers: 1946-1964	5%	(33)	19%	(128)	77%	(525)	686
PID: Dem (no lean)	13%	(111)	35%	(310)	52%	(464)	886
PID: Ind (no lean)	6%	(39)	24%	(156)	70%	(455)	650
PID: Rep (no lean)	5%	(36)	20%	(136)	74%	(496)	668
PID/Gender: Dem Men	14%	(59)	33%	(142)	54%	(235)	437
PID/Gender: Dem Women	12%	(52)	38%	(167)	51%	(224)	442
PID/Gender: Ind Men	5%	(15)	19%	(58)	76%	(231)	304
PID/Gender: Ind Women	7%	(25)	28%	(98)	65%	(224)	346
PID/Gender: Rep Men	3%	(9)	16%	(51)	82%	(267)	327
PID/Gender: Rep Women	8%	(27)	25%	(85)	67%	(227)	339
Ideo: Liberal (1-3)	10%	(69)	36%	(241)	54%	(357)	667
Ideo: Moderate (4)	6%	(38)	28%	(168)	66%	(397)	603
Ideo: Conservative (5-7)	8%	(56)	18%	(131)	74%	(534)	721
Educ: < College	8%	(121)	26%	(375)	66%	(944)	1440
Educ: Bachelors degree	7%	(35)	31%	(150)	62%	(299)	485
Educ: Post-grad	10%	(29)	28%	(78)	62%	(172)	279
Income: Under 50k	8%	(93)	26%	(295)	66%	(743)	1131
Income: 50k-100k	8%	(54)	27%	(182)	65%	(435)	672
Income: 100k+	10%	(39)	31%	(126)	59%	(237)	402
Ethnicity: White	8%	(144)	25%	(426)	66%	(1131)	1701
Ethnicity: Hispanic	11%	(41)	25%	(94)	64%	(244)	380
Ethnicity: Black	11%	(30)	37%	(106)	52%	(147)	283

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Table FZKHQF3_19: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*

Sam Smith

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(186)	27%	(603)	64%	(1415)	2204
Ethnicity: Other	5%	(12)	32%	(71)	62%	(137)	220
All Christian	8%	(75)	27%	(248)	65%	(595)	919
All Non-Christian	16%	(24)	33%	(50)	51%	(79)	154
Atheist	6%	(7)	22%	(27)	72%	(86)	120
Agnostic/Nothing in particular	7%	(43)	31%	(193)	62%	(390)	625
Something Else	10%	(37)	22%	(85)	69%	(265)	387
Religious Non-Protestant/Catholic	14%	(26)	29%	(51)	57%	(101)	178
Evangelical	11%	(56)	24%	(124)	66%	(346)	527
Non-Evangelical	7%	(53)	27%	(198)	66%	(482)	733
Community: Urban	10%	(61)	34%	(204)	56%	(340)	605
Community: Suburban	8%	(92)	25%	(279)	66%	(733)	1104
Community: Rural	7%	(33)	24%	(120)	69%	(342)	495
Employ: Private Sector	10%	(72)	34%	(250)	57%	(422)	744
Employ: Government	14%	(19)	36%	(48)	50%	(67)	135
Employ: Self-Employed	10%	(19)	23%	(42)	67%	(125)	186
Employ: Homemaker	6%	(9)	30%	(44)	63%	(92)	146
Employ: Student	9%	(6)	25%	(16)	66%	(44)	66
Employ: Retired	4%	(23)	16%	(86)	80%	(441)	551
Employ: Unemployed	11%	(30)	30%	(78)	59%	(156)	264
Employ: Other	7%	(7)	34%	(38)	60%	(67)	112
Military HH: Yes	7%	(23)	19%	(65)	74%	(247)	335
Military HH: No	9%	(163)	29%	(537)	63%	(1168)	1869
RD/WT: Right Direction	12%	(90)	34%	(253)	55%	(411)	754
RD/WT: Wrong Track	7%	(96)	24%	(349)	69%	(1004)	1450
Biden Job Approve	11%	(110)	33%	(328)	56%	(557)	995
Biden Job Disapprove	6%	(70)	22%	(238)	72%	(782)	1090
Biden Job Strongly Approve	14%	(64)	31%	(147)	55%	(258)	469
Biden Job Somewhat Approve	9%	(46)	34%	(181)	57%	(299)	526
Biden Job Somewhat Disapprove	8%	(25)	29%	(94)	63%	(201)	320
Biden Job Strongly Disapprove	6%	(45)	19%	(144)	75%	(581)	770

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Table FZKHQF3_19: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Sam Smith

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(186)	27%	(603)	64%	(1415)	2204
Favorable of Biden	10%	(102)	32%	(320)	57%	(568)	990
Unfavorable of Biden	5%	(58)	22%	(236)	73%	(776)	1070
Very Favorable of Biden	13%	(62)	32%	(153)	55%	(265)	480
Somewhat Favorable of Biden	8%	(40)	33%	(166)	60%	(304)	510
Somewhat Unfavorable of Biden	7%	(19)	29%	(80)	64%	(176)	275
Very Unfavorable of Biden	5%	(39)	20%	(156)	75%	(600)	795
#1 Issue: Economy	7%	(62)	30%	(253)	62%	(519)	833
#1 Issue: Security	8%	(25)	16%	(50)	76%	(235)	311
#1 Issue: Health Care	13%	(28)	31%	(66)	56%	(120)	214
#1 Issue: Medicare / Social Security	6%	(15)	21%	(53)	73%	(181)	248
#1 Issue: Women's Issues	9%	(22)	35%	(81)	56%	(130)	233
#1 Issue: Education	10%	(8)	30%	(24)	60%	(49)	81
#1 Issue: Energy	12%	(17)	30%	(45)	59%	(88)	151
#1 Issue: Other	7%	(10)	23%	(31)	70%	(93)	133
2022 House Vote: Democrat	11%	(97)	31%	(287)	58%	(536)	919
2022 House Vote: Republican	4%	(29)	20%	(134)	76%	(510)	673
2022 House Vote: Someone else	9%	(5)	33%	(18)	59%	(31)	54
2022 House Vote: Didnt Vote	10%	(56)	30%	(165)	60%	(338)	558
2020 Vote: Joe Biden	9%	(88)	31%	(308)	60%	(596)	992
2020 Vote: Donald Trump	5%	(35)	18%	(123)	76%	(512)	669
2020 Vote: Other	8%	(6)	38%	(27)	53%	(37)	70
2020 Vote: Didn't Vote	12%	(58)	31%	(145)	57%	(270)	473
2018 House Vote: Democrat	11%	(83)	32%	(253)	57%	(451)	787
2018 House Vote: Republican	5%	(29)	20%	(121)	75%	(447)	597
2018 House Vote: Someone else	6%	(3)	37%	(19)	57%	(30)	52
2018 House Vote: Didnt Vote	9%	(71)	27%	(210)	63%	(488)	768
4-Region: Northeast	11%	(41)	31%	(119)	59%	(227)	386
4-Region: Midwest	6%	(29)	26%	(117)	68%	(310)	455
4-Region: South	8%	(65)	27%	(225)	65%	(550)	841
4-Region: West	10%	(51)	27%	(142)	63%	(328)	522
Concertgoers	18%	(88)	37%	(175)	45%	(213)	475

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Table FZKHQF3_19: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*

Sam Smith

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	8% (186)	27% (603)	64% (1415)	2204
Taylor Swift Fans	13% (153)	40% (466)	47% (555)	1174
Taylor Swift Avid Fans	24% (86)	44% (156)	32% (115)	356
Swifties	21% (65)	42% (129)	37% (114)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_20: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Billie Eilish

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	11% (247)	31% (690)	57% (1267)	2204
Gender: Male	11% (114)	27% (293)	62% (661)	1068
Gender: Female	12% (133)	35% (395)	53% (599)	1128
Age: 18-34	16% (103)	39% (248)	44% (281)	632
Age: 35-44	14% (53)	42% (157)	44% (162)	372
Age: 45-64	9% (66)	27% (192)	64% (454)	712
Age: 65+	5% (25)	19% (93)	76% (369)	488
GenZers: 1997-2012	18% (44)	38% (94)	44% (108)	246
Millennials: 1981-1996	16% (105)	41% (278)	43% (294)	677
GenXers: 1965-1980	10% (54)	29% (156)	60% (322)	532
Baby Boomers: 1946-1964	6% (43)	23% (158)	71% (485)	686
PID: Dem (no lean)	16% (143)	37% (327)	47% (416)	886
PID: Ind (no lean)	9% (57)	30% (197)	61% (396)	650
PID: Rep (no lean)	7% (47)	25% (166)	68% (455)	668
PID/Gender: Dem Men	16% (69)	38% (166)	46% (203)	437
PID/Gender: Dem Women	17% (74)	36% (160)	47% (208)	442
PID/Gender: Ind Men	7% (22)	22% (65)	71% (216)	304
PID/Gender: Ind Women	10% (35)	38% (131)	52% (180)	346
PID/Gender: Rep Men	7% (23)	19% (62)	74% (242)	327
PID/Gender: Rep Women	7% (24)	31% (104)	62% (211)	339
Ideo: Liberal (1-3)	16% (105)	38% (254)	46% (308)	667
Ideo: Moderate (4)	10% (59)	30% (181)	60% (363)	603
Ideo: Conservative (5-7)	8% (60)	24% (173)	68% (488)	721
Educ: < College	11% (154)	31% (450)	58% (837)	1440
Educ: Bachelors degree	11% (52)	32% (154)	58% (279)	485
Educ: Post-grad	15% (41)	31% (86)	54% (151)	279
Income: Under 50k	11% (122)	32% (367)	57% (641)	1131
Income: 50k-100k	11% (76)	29% (192)	60% (403)	672
Income: 100k+	12% (49)	32% (130)	55% (222)	402
Ethnicity: White	11% (191)	31% (522)	58% (988)	1701
Ethnicity: Hispanic	15% (56)	40% (151)	46% (173)	380
Ethnicity: Black	11% (32)	32% (91)	57% (161)	283

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Table FZKHQF3_20: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Billie Eilish

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(247)	31%	(690)	57%	(1267)	2204
Ethnicity: Other	11%	(25)	35%	(77)	54%	(118)	220
All Christian	12%	(111)	28%	(253)	60%	(554)	919
All Non-Christian	18%	(28)	35%	(53)	47%	(72)	154
Atheist	15%	(18)	41%	(49)	44%	(53)	120
Agnostic/Nothing in particular	10%	(62)	36%	(227)	54%	(336)	625
Something Else	7%	(28)	28%	(108)	65%	(251)	387
Religious Non-Protestant/Catholic	16%	(29)	34%	(60)	50%	(89)	178
Evangelical	9%	(49)	27%	(140)	64%	(338)	527
Non-Evangelical	11%	(83)	28%	(209)	60%	(442)	733
Community: Urban	17%	(104)	32%	(191)	51%	(310)	605
Community: Suburban	9%	(103)	30%	(330)	61%	(672)	1104
Community: Rural	8%	(40)	34%	(169)	58%	(285)	495
Employ: Private Sector	15%	(110)	35%	(258)	51%	(377)	744
Employ: Government	19%	(25)	37%	(50)	44%	(59)	135
Employ: Self-Employed	16%	(30)	35%	(65)	49%	(91)	186
Employ: Homemaker	7%	(10)	28%	(41)	64%	(94)	146
Employ: Student	7%	(5)	40%	(26)	53%	(35)	66
Employ: Retired	5%	(28)	20%	(108)	75%	(416)	551
Employ: Unemployed	12%	(32)	41%	(107)	47%	(125)	264
Employ: Other	6%	(7)	30%	(34)	64%	(71)	112
Military HH: Yes	6%	(21)	24%	(80)	70%	(235)	335
Military HH: No	12%	(226)	33%	(610)	55%	(1032)	1869
RD/WT: Right Direction	17%	(128)	36%	(269)	47%	(358)	754
RD/WT: Wrong Track	8%	(119)	29%	(421)	63%	(909)	1450
Biden Job Approve	17%	(164)	35%	(344)	49%	(487)	995
Biden Job Disapprove	7%	(78)	28%	(303)	65%	(709)	1090
Biden Job Strongly Approve	19%	(88)	35%	(164)	46%	(217)	469
Biden Job Somewhat Approve	14%	(76)	34%	(180)	51%	(270)	526
Biden Job Somewhat Disapprove	10%	(31)	36%	(116)	54%	(173)	320
Biden Job Strongly Disapprove	6%	(47)	24%	(187)	70%	(535)	770

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Table FZKHQF3_20: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Billie Eilish

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(247)	31%	(690)	57%	(1267)	2204
Favorable of Biden	14%	(143)	35%	(351)	50%	(496)	990
Unfavorable of Biden	8%	(84)	26%	(282)	66%	(703)	1070
Very Favorable of Biden	18%	(87)	36%	(174)	46%	(219)	480
Somewhat Favorable of Biden	11%	(57)	35%	(177)	54%	(277)	510
Somewhat Unfavorable of Biden	12%	(33)	34%	(94)	54%	(148)	275
Very Unfavorable of Biden	6%	(51)	24%	(189)	70%	(555)	795
#1 Issue: Economy	10%	(82)	35%	(290)	55%	(461)	833
#1 Issue: Security	9%	(29)	20%	(62)	71%	(220)	311
#1 Issue: Health Care	24%	(51)	32%	(69)	44%	(93)	214
#1 Issue: Medicare / Social Security	7%	(17)	24%	(61)	69%	(171)	248
#1 Issue: Women's Issues	12%	(27)	40%	(94)	48%	(112)	233
#1 Issue: Education	15%	(12)	38%	(31)	47%	(38)	81
#1 Issue: Energy	14%	(22)	32%	(49)	53%	(80)	151
#1 Issue: Other	5%	(7)	26%	(34)	69%	(92)	133
2022 House Vote: Democrat	14%	(128)	37%	(343)	49%	(449)	919
2022 House Vote: Republican	8%	(53)	22%	(147)	70%	(473)	673
2022 House Vote: Someone else	9%	(5)	32%	(17)	59%	(31)	54
2022 House Vote: Didnt Vote	11%	(61)	33%	(183)	56%	(314)	558
2020 Vote: Joe Biden	12%	(124)	36%	(360)	51%	(508)	992
2020 Vote: Donald Trump	6%	(41)	22%	(150)	72%	(479)	669
2020 Vote: Other	7%	(5)	42%	(29)	51%	(36)	70
2020 Vote: Didn't Vote	16%	(78)	32%	(150)	52%	(245)	473
2018 House Vote: Democrat	14%	(110)	38%	(297)	48%	(380)	787
2018 House Vote: Republican	8%	(45)	23%	(137)	69%	(415)	597
2018 House Vote: Someone else	9%	(5)	33%	(17)	58%	(30)	52
2018 House Vote: Didnt Vote	11%	(87)	31%	(239)	58%	(442)	768
4-Region: Northeast	14%	(53)	35%	(134)	52%	(199)	386
4-Region: Midwest	11%	(49)	32%	(146)	57%	(260)	455
4-Region: South	9%	(75)	29%	(242)	62%	(524)	841
4-Region: West	14%	(71)	32%	(168)	54%	(283)	522
Concertgoers	25%	(118)	37%	(178)	38%	(179)	475

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Table FZKHQF3_20: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*

Billie Eilish

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	11% (247)	31% (690)	57% (1267)	2204
Taylor Swift Fans	18% (212)	42% (491)	40% (472)	1174
Taylor Swift Avid Fans	32% (115)	42% (149)	26% (93)	356
Swifties	31% (95)	40% (123)	29% (90)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_21: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Doja Cat

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(188)	22%	(481)	70%	(1534)	2204
Gender: Male	7%	(79)	23%	(245)	70%	(743)	1068
Gender: Female	10%	(109)	21%	(234)	70%	(784)	1128
Age: 18-34	17%	(104)	31%	(197)	52%	(330)	632
Age: 35-44	13%	(47)	36%	(133)	52%	(192)	372
Age: 45-64	5%	(34)	17%	(124)	78%	(554)	712
Age: 65+	1%	(3)	6%	(27)	94%	(457)	488
GenZers: 1997-2012	17%	(41)	33%	(81)	50%	(123)	246
Millennials: 1981-1996	16%	(106)	32%	(220)	52%	(351)	677
GenXers: 1965-1980	6%	(32)	23%	(123)	71%	(377)	532
Baby Boomers: 1946-1964	1%	(9)	8%	(54)	91%	(623)	686
PID: Dem (no lean)	12%	(103)	27%	(236)	62%	(548)	886
PID: Ind (no lean)	8%	(49)	22%	(142)	71%	(459)	650
PID: Rep (no lean)	5%	(36)	16%	(104)	79%	(528)	668
PID/Gender: Dem Men	12%	(53)	29%	(125)	59%	(259)	437
PID/Gender: Dem Women	11%	(50)	25%	(109)	64%	(284)	442
PID/Gender: Ind Men	3%	(8)	22%	(68)	75%	(227)	304
PID/Gender: Ind Women	12%	(41)	21%	(74)	67%	(232)	346
PID/Gender: Rep Men	5%	(18)	16%	(52)	79%	(257)	327
PID/Gender: Rep Women	5%	(18)	15%	(52)	79%	(269)	339
Ideo: Liberal (1-3)	11%	(72)	28%	(188)	61%	(407)	667
Ideo: Moderate (4)	7%	(40)	20%	(121)	73%	(442)	603
Ideo: Conservative (5-7)	7%	(50)	15%	(111)	78%	(560)	721
Educ: < College	9%	(136)	21%	(306)	69%	(999)	1440
Educ: Bachelors degree	6%	(28)	23%	(114)	71%	(343)	485
Educ: Post-grad	9%	(24)	22%	(62)	69%	(193)	279
Income: Under 50k	8%	(95)	22%	(245)	70%	(791)	1131
Income: 50k-100k	8%	(52)	22%	(149)	70%	(470)	672
Income: 100k+	10%	(41)	22%	(87)	68%	(274)	402
Ethnicity: White	8%	(133)	19%	(331)	73%	(1236)	1701
Ethnicity: Hispanic	20%	(77)	28%	(105)	52%	(198)	380
Ethnicity: Black	14%	(40)	31%	(87)	55%	(156)	283

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Table FZKHQF3_21: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Doja Cat

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(188)	22%	(481)	70%	(1534)	2204
Ethnicity: Other	7%	(15)	29%	(63)	64%	(142)	220
All Christian	7%	(61)	20%	(188)	73%	(671)	919
All Non-Christian	19%	(29)	28%	(43)	54%	(82)	154
Atheist	6%	(7)	25%	(29)	70%	(83)	120
Agnostic/Nothing in particular	8%	(53)	24%	(152)	67%	(421)	625
Something Else	10%	(39)	18%	(70)	72%	(278)	387
Religious Non-Protestant/Catholic	17%	(30)	24%	(43)	59%	(105)	178
Evangelical	10%	(52)	17%	(91)	73%	(384)	527
Non-Evangelical	6%	(41)	22%	(162)	72%	(530)	733
Community: Urban	10%	(61)	30%	(182)	60%	(361)	605
Community: Suburban	7%	(81)	20%	(220)	73%	(803)	1104
Community: Rural	9%	(45)	16%	(79)	75%	(370)	495
Employ: Private Sector	10%	(78)	27%	(204)	62%	(462)	744
Employ: Government	22%	(30)	27%	(36)	51%	(68)	135
Employ: Self-Employed	12%	(23)	30%	(56)	58%	(107)	186
Employ: Homemaker	5%	(7)	27%	(39)	68%	(99)	146
Employ: Student	11%	(7)	31%	(20)	59%	(39)	66
Employ: Retired	1%	(7)	6%	(33)	93%	(511)	551
Employ: Unemployed	12%	(30)	26%	(70)	62%	(164)	264
Employ: Other	5%	(6)	20%	(23)	74%	(84)	112
Military HH: Yes	7%	(24)	17%	(58)	75%	(253)	335
Military HH: No	9%	(164)	23%	(423)	69%	(1281)	1869
RD/WT: Right Direction	11%	(84)	26%	(193)	63%	(477)	754
RD/WT: Wrong Track	7%	(104)	20%	(289)	73%	(1057)	1450
Biden Job Approve	11%	(106)	26%	(259)	63%	(629)	995
Biden Job Disapprove	7%	(74)	17%	(182)	76%	(834)	1090
Biden Job Strongly Approve	13%	(61)	24%	(113)	63%	(295)	469
Biden Job Somewhat Approve	9%	(45)	28%	(146)	64%	(335)	526
Biden Job Somewhat Disapprove	8%	(27)	22%	(71)	69%	(222)	320
Biden Job Strongly Disapprove	6%	(47)	14%	(111)	79%	(612)	770

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Table FZKHQF3_21: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Doja Cat

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(188)	22%	(481)	70%	(1534)	2204
Favorable of Biden	10%	(104)	25%	(251)	64%	(636)	990
Unfavorable of Biden	6%	(61)	18%	(187)	77%	(821)	1070
Very Favorable of Biden	15%	(72)	22%	(105)	63%	(303)	480
Somewhat Favorable of Biden	6%	(32)	28%	(145)	65%	(333)	510
Somewhat Unfavorable of Biden	9%	(24)	26%	(70)	66%	(180)	275
Very Unfavorable of Biden	5%	(37)	15%	(117)	81%	(640)	795
#1 Issue: Economy	9%	(78)	25%	(207)	66%	(549)	833
#1 Issue: Security	6%	(18)	17%	(54)	77%	(239)	311
#1 Issue: Health Care	12%	(26)	23%	(50)	64%	(138)	214
#1 Issue: Medicare / Social Security	2%	(4)	10%	(24)	88%	(220)	248
#1 Issue: Women's Issues	11%	(26)	27%	(64)	62%	(143)	233
#1 Issue: Education	11%	(9)	30%	(24)	59%	(48)	81
#1 Issue: Energy	15%	(22)	26%	(39)	59%	(89)	151
#1 Issue: Other	4%	(6)	15%	(20)	81%	(108)	133
2022 House Vote: Democrat	9%	(83)	27%	(245)	64%	(592)	919
2022 House Vote: Republican	6%	(38)	14%	(96)	80%	(539)	673
2022 House Vote: Someone else	4%	(2)	28%	(15)	68%	(36)	54
2022 House Vote: Didnt Vote	12%	(65)	23%	(126)	66%	(367)	558
2020 Vote: Joe Biden	8%	(81)	25%	(244)	67%	(667)	992
2020 Vote: Donald Trump	4%	(28)	16%	(105)	80%	(537)	669
2020 Vote: Other	15%	(10)	25%	(17)	60%	(42)	70
2020 Vote: Didn't Vote	15%	(69)	24%	(115)	61%	(288)	473
2018 House Vote: Democrat	8%	(61)	26%	(202)	67%	(524)	787
2018 House Vote: Republican	5%	(28)	15%	(90)	80%	(479)	597
2018 House Vote: Someone else	19%	(10)	19%	(10)	63%	(32)	52
2018 House Vote: Didnt Vote	12%	(90)	23%	(179)	65%	(499)	768
4-Region: Northeast	13%	(49)	26%	(98)	62%	(239)	386
4-Region: Midwest	5%	(22)	22%	(98)	74%	(335)	455
4-Region: South	8%	(63)	20%	(165)	73%	(612)	841
4-Region: West	10%	(54)	23%	(120)	67%	(348)	522
Concertgoers	17%	(80)	35%	(167)	48%	(228)	475

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Table FZKHQF3_21: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Doja Cat

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	9% (188)	22% (481)	70% (1534)	2204
Taylor Swift Fans	12% (146)	30% (354)	57% (675)	1174
Taylor Swift Avid Fans	23% (81)	31% (112)	46% (163)	356
Swifties	23% (71)	39% (119)	39% (119)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_22: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Katy Perry

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(252)	43%	(941)	46%	(1011)	2204
Gender: Male	11%	(122)	37%	(395)	52%	(550)	1068
Gender: Female	12%	(130)	48%	(541)	41%	(457)	1128
Age: 18-34	12%	(77)	47%	(297)	41%	(258)	632
Age: 35-44	20%	(74)	51%	(189)	29%	(109)	372
Age: 45-64	11%	(75)	40%	(283)	50%	(354)	712
Age: 65+	5%	(26)	35%	(172)	59%	(290)	488
GenZers: 1997-2012	12%	(28)	41%	(100)	48%	(118)	246
Millennials: 1981-1996	17%	(114)	50%	(341)	33%	(222)	677
GenXers: 1965-1980	11%	(58)	42%	(222)	47%	(252)	532
Baby Boomers: 1946-1964	7%	(51)	38%	(261)	55%	(374)	686
PID: Dem (no lean)	13%	(119)	49%	(430)	38%	(337)	886
PID: Ind (no lean)	10%	(67)	40%	(259)	50%	(324)	650
PID: Rep (no lean)	10%	(66)	38%	(251)	52%	(350)	668
PID/Gender: Dem Men	17%	(75)	44%	(192)	39%	(170)	437
PID/Gender: Dem Women	10%	(44)	53%	(235)	37%	(163)	442
PID/Gender: Ind Men	8%	(25)	32%	(99)	59%	(180)	304
PID/Gender: Ind Women	12%	(42)	46%	(160)	42%	(144)	346
PID/Gender: Rep Men	7%	(23)	32%	(105)	61%	(200)	327
PID/Gender: Rep Women	13%	(44)	43%	(145)	44%	(150)	339
Ideo: Liberal (1-3)	14%	(92)	46%	(308)	40%	(267)	667
Ideo: Moderate (4)	10%	(58)	46%	(275)	45%	(270)	603
Ideo: Conservative (5-7)	9%	(64)	37%	(267)	54%	(390)	721
Educ: < College	11%	(152)	44%	(627)	46%	(662)	1440
Educ: Bachelors degree	11%	(53)	45%	(217)	44%	(214)	485
Educ: Post-grad	17%	(47)	35%	(97)	49%	(135)	279
Income: Under 50k	11%	(120)	43%	(482)	47%	(529)	1131
Income: 50k-100k	11%	(75)	42%	(281)	47%	(316)	672
Income: 100k+	14%	(57)	44%	(178)	41%	(167)	402
Ethnicity: White	12%	(201)	43%	(725)	46%	(775)	1701
Ethnicity: Hispanic	12%	(46)	47%	(177)	41%	(156)	380
Ethnicity: Black	11%	(32)	42%	(120)	46%	(131)	283

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Table FZKHQF3_22: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?
Katy Perry*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(252)	43%	(941)	46%	(1011)	2204
Ethnicity: Other	9%	(19)	44%	(96)	48%	(105)	220
All Christian	11%	(97)	43%	(394)	47%	(428)	919
All Non-Christian	25%	(38)	40%	(61)	35%	(54)	154
Atheist	6%	(7)	40%	(48)	55%	(65)	120
Agnostic/Nothing in particular	7%	(46)	46%	(290)	46%	(289)	625
Something Else	17%	(64)	38%	(147)	45%	(175)	387
Religious Non-Protestant/Catholic	22%	(40)	40%	(70)	38%	(68)	178
Evangelical	14%	(75)	36%	(191)	50%	(261)	527
Non-Evangelical	11%	(83)	45%	(329)	44%	(321)	733
Community: Urban	14%	(85)	44%	(269)	41%	(251)	605
Community: Suburban	9%	(101)	43%	(480)	47%	(524)	1104
Community: Rural	13%	(65)	39%	(192)	48%	(237)	495
Employ: Private Sector	15%	(114)	49%	(365)	36%	(266)	744
Employ: Government	17%	(23)	47%	(63)	36%	(49)	135
Employ: Self-Employed	15%	(29)	33%	(62)	51%	(96)	186
Employ: Homemaker	12%	(17)	51%	(75)	37%	(54)	146
Employ: Student	7%	(5)	42%	(28)	51%	(34)	66
Employ: Retired	6%	(33)	32%	(177)	62%	(341)	551
Employ: Unemployed	9%	(24)	46%	(122)	45%	(119)	264
Employ: Other	7%	(8)	45%	(50)	48%	(54)	112
Military HH: Yes	10%	(33)	36%	(120)	54%	(182)	335
Military HH: No	12%	(218)	44%	(821)	44%	(829)	1869
RD/WT: Right Direction	16%	(117)	46%	(349)	38%	(288)	754
RD/WT: Wrong Track	9%	(135)	41%	(592)	50%	(723)	1450
Biden Job Approve	14%	(134)	47%	(470)	39%	(390)	995
Biden Job Disapprove	10%	(109)	38%	(414)	52%	(567)	1090
Biden Job Strongly Approve	19%	(90)	43%	(202)	38%	(177)	469
Biden Job Somewhat Approve	9%	(45)	51%	(268)	41%	(213)	526
Biden Job Somewhat Disapprove	11%	(37)	42%	(135)	46%	(148)	320
Biden Job Strongly Disapprove	9%	(72)	36%	(279)	54%	(419)	770

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Table FZKHQF3_22: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Katy Perry

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(252)	43%	(941)	46%	(1011)	2204
Favorable of Biden	14%	(140)	46%	(452)	40%	(398)	990
Unfavorable of Biden	8%	(88)	39%	(417)	53%	(564)	1070
Very Favorable of Biden	20%	(95)	42%	(202)	38%	(184)	480
Somewhat Favorable of Biden	9%	(46)	49%	(250)	42%	(215)	510
Somewhat Unfavorable of Biden	10%	(28)	41%	(114)	48%	(133)	275
Very Unfavorable of Biden	8%	(61)	38%	(303)	54%	(432)	795
#1 Issue: Economy	12%	(103)	46%	(380)	42%	(351)	833
#1 Issue: Security	11%	(34)	35%	(110)	54%	(167)	311
#1 Issue: Health Care	16%	(34)	49%	(104)	35%	(76)	214
#1 Issue: Medicare / Social Security	9%	(22)	37%	(92)	54%	(135)	248
#1 Issue: Women's Issues	8%	(18)	49%	(115)	43%	(100)	233
#1 Issue: Education	9%	(7)	44%	(35)	47%	(38)	81
#1 Issue: Energy	16%	(25)	41%	(62)	42%	(64)	151
#1 Issue: Other	8%	(10)	32%	(43)	60%	(80)	133
2022 House Vote: Democrat	13%	(123)	47%	(433)	39%	(363)	919
2022 House Vote: Republican	8%	(53)	35%	(237)	57%	(382)	673
2022 House Vote: Someone else	6%	(3)	43%	(23)	51%	(27)	54
2022 House Vote: Didnt Vote	13%	(72)	44%	(247)	43%	(239)	558
2020 Vote: Joe Biden	12%	(118)	46%	(455)	42%	(419)	992
2020 Vote: Donald Trump	9%	(61)	35%	(236)	56%	(372)	669
2020 Vote: Other	14%	(10)	43%	(30)	43%	(30)	70
2020 Vote: Didn't Vote	13%	(63)	47%	(220)	40%	(190)	473
2018 House Vote: Democrat	14%	(111)	48%	(374)	38%	(301)	787
2018 House Vote: Republican	9%	(56)	35%	(211)	55%	(330)	597
2018 House Vote: Someone else	6%	(3)	52%	(27)	42%	(22)	52
2018 House Vote: Didnt Vote	11%	(82)	43%	(328)	47%	(358)	768
4-Region: Northeast	12%	(47)	50%	(192)	38%	(147)	386
4-Region: Midwest	11%	(48)	43%	(197)	46%	(210)	455
4-Region: South	11%	(89)	40%	(338)	49%	(413)	841
4-Region: West	13%	(68)	41%	(213)	46%	(240)	522
Concertgoers	23%	(108)	49%	(232)	28%	(135)	475

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Table FZKHQF3_22: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Katy Perry

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(252)	43%	(941)	46%	(1011)	2204
Taylor Swift Fans	18%	(214)	61%	(722)	20%	(239)	1174
Taylor Swift Avid Fans	39%	(138)	49%	(173)	13%	(45)	356
Swifties	27%	(82)	52%	(159)	22%	(67)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF3_23: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
 Bad Bunny

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(173)	16%	(348)	76%	(1683)	2204
Gender: Male	7%	(79)	17%	(178)	76%	(811)	1068
Gender: Female	8%	(94)	15%	(170)	77%	(864)	1128
Age: 18-34	12%	(78)	25%	(155)	63%	(398)	632
Age: 35-44	17%	(62)	22%	(81)	61%	(229)	372
Age: 45-64	4%	(26)	13%	(91)	84%	(595)	712
Age: 65+	1%	(6)	4%	(21)	95%	(461)	488
GenZers: 1997-2012	13%	(32)	24%	(60)	63%	(155)	246
Millennials: 1981-1996	16%	(108)	23%	(153)	61%	(416)	677
GenXers: 1965-1980	4%	(19)	18%	(95)	78%	(417)	532
Baby Boomers: 1946-1964	2%	(14)	6%	(40)	92%	(633)	686
PID: Dem (no lean)	10%	(93)	21%	(186)	68%	(607)	886
PID: Ind (no lean)	6%	(38)	14%	(88)	81%	(524)	650
PID: Rep (no lean)	6%	(41)	11%	(74)	83%	(553)	668
PID/Gender: Dem Men	13%	(56)	23%	(99)	64%	(282)	437
PID/Gender: Dem Women	8%	(37)	20%	(87)	72%	(318)	442
PID/Gender: Ind Men	2%	(6)	13%	(38)	85%	(259)	304
PID/Gender: Ind Women	9%	(32)	14%	(50)	76%	(264)	346
PID/Gender: Rep Men	5%	(17)	12%	(40)	83%	(270)	327
PID/Gender: Rep Women	7%	(24)	10%	(33)	83%	(281)	339
Ideo: Liberal (1-3)	11%	(70)	20%	(134)	69%	(463)	667
Ideo: Moderate (4)	6%	(36)	14%	(87)	80%	(480)	603
Ideo: Conservative (5-7)	6%	(41)	12%	(84)	83%	(596)	721
Educ: < College	8%	(122)	15%	(220)	76%	(1098)	1440
Educ: Bachelors degree	5%	(24)	17%	(85)	78%	(377)	485
Educ: Post-grad	10%	(27)	16%	(44)	75%	(208)	279
Income: Under 50k	10%	(110)	14%	(163)	76%	(858)	1131
Income: 50k-100k	5%	(35)	17%	(117)	77%	(519)	672
Income: 100k+	7%	(27)	17%	(69)	76%	(306)	402
Ethnicity: White	8%	(130)	15%	(258)	77%	(1313)	1701
Ethnicity: Hispanic	23%	(87)	26%	(99)	51%	(194)	380
Ethnicity: Black	12%	(34)	19%	(54)	69%	(196)	283

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Table FZKHQF3_23: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Bad Bunny

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(173)	16%	(348)	76%	(1683)	2204
Ethnicity: Other	4%	(9)	17%	(37)	79%	(174)	220
All Christian	9%	(80)	15%	(134)	77%	(705)	919
All Non-Christian	12%	(18)	23%	(36)	65%	(100)	154
Atheist	4%	(5)	14%	(16)	82%	(98)	120
Agnostic/Nothing in particular	7%	(43)	18%	(114)	75%	(467)	625
Something Else	7%	(26)	12%	(48)	81%	(313)	387
Religious Non-Protestant/Catholic	12%	(21)	21%	(37)	67%	(120)	178
Evangelical	7%	(34)	13%	(67)	81%	(426)	527
Non-Evangelical	8%	(62)	15%	(109)	77%	(562)	733
Community: Urban	11%	(66)	21%	(125)	69%	(414)	605
Community: Suburban	6%	(71)	15%	(169)	78%	(864)	1104
Community: Rural	7%	(36)	11%	(54)	82%	(404)	495
Employ: Private Sector	11%	(80)	22%	(161)	68%	(504)	744
Employ: Government	15%	(21)	21%	(28)	63%	(85)	135
Employ: Self-Employed	11%	(21)	14%	(26)	75%	(139)	186
Employ: Homemaker	12%	(17)	11%	(16)	77%	(113)	146
Employ: Student	5%	(3)	21%	(14)	74%	(49)	66
Employ: Retired	1%	(6)	5%	(26)	94%	(518)	551
Employ: Unemployed	7%	(18)	23%	(61)	70%	(185)	264
Employ: Other	6%	(7)	14%	(16)	79%	(89)	112
Military HH: Yes	6%	(19)	12%	(39)	83%	(278)	335
Military HH: No	8%	(154)	17%	(310)	75%	(1405)	1869
RD/WT: Right Direction	11%	(81)	19%	(142)	70%	(531)	754
RD/WT: Wrong Track	6%	(92)	14%	(206)	79%	(1152)	1450
Biden Job Approve	10%	(95)	20%	(197)	71%	(703)	995
Biden Job Disapprove	7%	(75)	11%	(122)	82%	(893)	1090
Biden Job Strongly Approve	14%	(65)	19%	(91)	67%	(313)	469
Biden Job Somewhat Approve	6%	(30)	20%	(106)	74%	(391)	526
Biden Job Somewhat Disapprove	5%	(17)	15%	(49)	80%	(255)	320
Biden Job Strongly Disapprove	8%	(58)	10%	(73)	83%	(638)	770

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Table FZKHQF3_23: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*
Bad Bunny

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(173)	16%	(348)	76%	(1683)	2204
Favorable of Biden	10%	(97)	18%	(182)	72%	(711)	990
Unfavorable of Biden	6%	(65)	11%	(121)	83%	(883)	1070
Very Favorable of Biden	15%	(71)	17%	(80)	69%	(329)	480
Somewhat Favorable of Biden	5%	(26)	20%	(102)	75%	(382)	510
Somewhat Unfavorable of Biden	7%	(19)	17%	(46)	76%	(209)	275
Very Unfavorable of Biden	6%	(46)	9%	(75)	85%	(674)	795
#1 Issue: Economy	10%	(80)	17%	(143)	73%	(610)	833
#1 Issue: Security	5%	(17)	9%	(27)	86%	(267)	311
#1 Issue: Health Care	9%	(19)	19%	(40)	72%	(155)	214
#1 Issue: Medicare / Social Security	1%	(3)	6%	(16)	92%	(229)	248
#1 Issue: Women's Issues	10%	(23)	21%	(49)	69%	(161)	233
#1 Issue: Education	7%	(6)	32%	(26)	62%	(50)	81
#1 Issue: Energy	14%	(21)	20%	(30)	66%	(100)	151
#1 Issue: Other	3%	(4)	14%	(18)	83%	(111)	133
2022 House Vote: Democrat	10%	(91)	20%	(180)	71%	(648)	919
2022 House Vote: Republican	5%	(37)	9%	(61)	86%	(575)	673
2022 House Vote: Someone else	—	(0)	24%	(13)	76%	(41)	54
2022 House Vote: Didnt Vote	8%	(45)	17%	(95)	75%	(419)	558
2020 Vote: Joe Biden	8%	(79)	18%	(183)	74%	(730)	992
2020 Vote: Donald Trump	5%	(31)	8%	(51)	88%	(587)	669
2020 Vote: Other	4%	(3)	24%	(17)	72%	(50)	70
2020 Vote: Didn't Vote	13%	(60)	20%	(97)	67%	(316)	473
2018 House Vote: Democrat	9%	(70)	19%	(150)	72%	(567)	787
2018 House Vote: Republican	5%	(29)	8%	(50)	87%	(518)	597
2018 House Vote: Someone else	2%	(1)	23%	(12)	75%	(39)	52
2018 House Vote: Didnt Vote	9%	(73)	18%	(136)	73%	(559)	768
4-Region: Northeast	10%	(40)	21%	(81)	69%	(266)	386
4-Region: Midwest	5%	(25)	11%	(50)	84%	(381)	455
4-Region: South	7%	(56)	14%	(119)	79%	(666)	841
4-Region: West	10%	(52)	19%	(99)	71%	(371)	522
Concertgoers	15%	(72)	28%	(133)	57%	(271)	475

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Table FZKHQF3_23: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following music artists?*

Bad Bunny

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	8% (173)	16% (348)	76% (1683)	2204
Taylor Swift Fans	11% (128)	23% (269)	66% (778)	1174
Taylor Swift Avid Fans	24% (86)	21% (76)	55% (194)	356
Swifties	27% (83)	26% (79)	48% (146)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF4_1: Consider the music you listen to. Have you done any of the following within the past year?
 Purchased CD's / records

Demographic	Yes	No	Total N
Adults	24% (519)	76% (1685)	2204
Gender: Male	29% (314)	71% (754)	1068
Gender: Female	18% (202)	82% (926)	1128
Age: 18-34	25% (156)	75% (476)	632
Age: 35-44	30% (113)	70% (259)	372
Age: 45-64	22% (159)	78% (553)	712
Age: 65+	19% (92)	81% (396)	488
GenZers: 1997-2012	19% (47)	81% (199)	246
Millennials: 1981-1996	30% (202)	70% (475)	677
GenXers: 1965-1980	25% (130)	75% (401)	532
Baby Boomers: 1946-1964	19% (130)	81% (557)	686
PID: Dem (no lean)	25% (225)	75% (661)	886
PID: Ind (no lean)	21% (139)	79% (512)	650
PID: Rep (no lean)	23% (156)	77% (512)	668
PID/Gender: Dem Men	35% (151)	65% (286)	437
PID/Gender: Dem Women	16% (70)	84% (372)	442
PID/Gender: Ind Men	25% (75)	75% (228)	304
PID/Gender: Ind Women	18% (63)	82% (283)	346
PID/Gender: Rep Men	27% (87)	73% (240)	327
PID/Gender: Rep Women	20% (68)	80% (271)	339
Ideo: Liberal (1-3)	29% (192)	71% (475)	667
Ideo: Moderate (4)	23% (140)	77% (463)	603
Ideo: Conservative (5-7)	21% (154)	79% (567)	721
Educ: < College	21% (307)	79% (1133)	1440
Educ: Bachelors degree	27% (132)	73% (353)	485
Educ: Post-grad	29% (80)	71% (198)	279
Income: Under 50k	20% (231)	80% (900)	1131
Income: 50k-100k	25% (168)	75% (503)	672
Income: 100k+	30% (120)	70% (282)	402
Ethnicity: White	24% (410)	76% (1290)	1701
Ethnicity: Hispanic	23% (88)	77% (292)	380
Ethnicity: Black	22% (62)	78% (221)	283

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Table FZKHQF4_1: Consider the music you listen to. Have you done any of the following within the past year?

Purchased CD's / records

Demographic	Yes	No	Total N
Adults	24% (519)	76% (1685)	2204
Ethnicity: Other	21% (46)	79% (174)	220
All Christian	24% (216)	76% (702)	919
All Non-Christian	35% (54)	65% (100)	154
Atheist	18% (21)	82% (98)	120
Agnostic/Nothing in particular	22% (138)	78% (487)	625
Something Else	23% (90)	77% (297)	387
Religious Non-Protestant/Catholic	35% (61)	65% (116)	178
Evangelical	24% (127)	76% (400)	527
Non-Evangelical	22% (162)	78% (571)	733
Community: Urban	28% (170)	72% (435)	605
Community: Suburban	22% (245)	78% (859)	1104
Community: Rural	21% (104)	79% (391)	495
Employ: Private Sector	32% (235)	68% (509)	744
Employ: Government	28% (38)	72% (97)	135
Employ: Self-Employed	26% (48)	74% (138)	186
Employ: Homemaker	22% (32)	78% (113)	146
Employ: Student	14% (9)	86% (57)	66
Employ: Retired	18% (97)	82% (453)	551
Employ: Unemployed	15% (40)	85% (224)	264
Employ: Other	17% (19)	83% (93)	112
Military HH: Yes	20% (67)	80% (268)	335
Military HH: No	24% (452)	76% (1417)	1869
RD/WT: Right Direction	28% (208)	72% (546)	754
RD/WT: Wrong Track	21% (311)	79% (1139)	1450
Biden Job Approve	27% (269)	73% (726)	995
Biden Job Disapprove	22% (242)	78% (848)	1090
Biden Job Strongly Approve	30% (142)	70% (326)	469
Biden Job Somewhat Approve	24% (127)	76% (400)	526
Biden Job Somewhat Disapprove	24% (76)	76% (245)	320
Biden Job Strongly Disapprove	22% (166)	78% (603)	770

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Table FZKHQF4_1: Consider the music you listen to. Have you done any of the following within the past year?
 Purchased CD's / records

Demographic	Yes	No	Total N
Adults	24% (519)	76% (1685)	2204
Favorable of Biden	26% (259)	74% (732)	990
Unfavorable of Biden	22% (235)	78% (834)	1070
Very Favorable of Biden	28% (134)	72% (346)	480
Somewhat Favorable of Biden	24% (125)	76% (385)	510
Somewhat Unfavorable of Biden	26% (73)	74% (202)	275
Very Unfavorable of Biden	20% (163)	80% (632)	795
#1 Issue: Economy	25% (204)	75% (629)	833
#1 Issue: Security	25% (77)	75% (234)	311
#1 Issue: Health Care	29% (61)	71% (152)	214
#1 Issue: Medicare / Social Security	20% (50)	80% (199)	248
#1 Issue: Women's Issues	19% (44)	81% (189)	233
#1 Issue: Education	22% (17)	78% (63)	81
#1 Issue: Energy	32% (49)	68% (102)	151
#1 Issue: Other	13% (17)	87% (116)	133
2022 House Vote: Democrat	28% (262)	72% (658)	919
2022 House Vote: Republican	23% (154)	77% (518)	673
2022 House Vote: Someone else	23% (12)	77% (42)	54
2022 House Vote: Didnt Vote	16% (91)	84% (467)	558
2020 Vote: Joe Biden	27% (265)	73% (727)	992
2020 Vote: Donald Trump	21% (143)	79% (526)	669
2020 Vote: Other	18% (13)	82% (57)	70
2020 Vote: Didn't Vote	21% (99)	79% (374)	473
2018 House Vote: Democrat	29% (226)	71% (561)	787
2018 House Vote: Republican	24% (143)	76% (454)	597
2018 House Vote: Someone else	20% (10)	80% (41)	52
2018 House Vote: Didnt Vote	18% (140)	82% (629)	768
4-Region: Northeast	25% (96)	75% (290)	386
4-Region: Midwest	26% (120)	74% (335)	455
4-Region: South	22% (189)	78% (652)	841
4-Region: West	22% (114)	78% (407)	522
Concertgoers	45% (213)	55% (262)	475

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Table FZKHQF4_1: Consider the music you listen to. Have you done any of the following within the past year?

Purchased CD's / records

Demographic	Yes		No		Total N
Adults	24%	(519)	76%	(1685)	2204
Taylor Swift Fans	29%	(336)	71%	(839)	1174
Taylor Swift Avid Fans	38%	(136)	62%	(220)	356
Swifties	48%	(147)	52%	(161)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF4_2: Consider the music you listen to. Have you done any of the following within the past year?
 Purchased tickets to a concert(s)

Demographic	Yes	No	Total N
Adults	31% (674)	69% (1530)	2204
Gender: Male	35% (376)	65% (692)	1068
Gender: Female	26% (295)	74% (833)	1128
Age: 18-34	42% (267)	58% (366)	632
Age: 35-44	34% (126)	66% (246)	372
Age: 45-64	27% (189)	73% (523)	712
Age: 65+	19% (93)	81% (395)	488
GenZers: 1997-2012	37% (91)	63% (154)	246
Millennials: 1981-1996	40% (274)	60% (403)	677
GenXers: 1965-1980	30% (158)	70% (373)	532
Baby Boomers: 1946-1964	21% (144)	79% (543)	686
PID: Dem (no lean)	38% (333)	62% (553)	886
PID: Ind (no lean)	25% (165)	75% (485)	650
PID: Rep (no lean)	26% (176)	74% (492)	668
PID/Gender: Dem Men	46% (200)	54% (237)	437
PID/Gender: Dem Women	29% (130)	71% (313)	442
PID/Gender: Ind Men	28% (84)	72% (220)	304
PID/Gender: Ind Women	24% (81)	76% (265)	346
PID/Gender: Rep Men	28% (92)	72% (235)	327
PID/Gender: Rep Women	25% (84)	75% (255)	339
Ideo: Liberal (1-3)	39% (263)	61% (404)	667
Ideo: Moderate (4)	29% (177)	71% (426)	603
Ideo: Conservative (5-7)	27% (194)	73% (527)	721
Educ: < College	25% (367)	75% (1073)	1440
Educ: Bachelors degree	39% (187)	61% (298)	485
Educ: Post-grad	43% (119)	57% (159)	279
Income: Under 50k	20% (231)	80% (899)	1131
Income: 50k-100k	37% (247)	63% (425)	672
Income: 100k+	49% (195)	51% (206)	402
Ethnicity: White	31% (532)	69% (1169)	1701
Ethnicity: Hispanic	35% (132)	65% (247)	380
Ethnicity: Black	27% (76)	73% (208)	283

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Table FZKHQF4_2: Consider the music you listen to. Have you done any of the following within the past year?
Purchased tickets to a concert(s)

Demographic	Yes	No	Total N
Adults	31% (674)	69% (1530)	2204
Ethnicity: Other	30% (66)	70% (154)	220
All Christian	30% (276)	70% (643)	919
All Non-Christian	50% (77)	50% (76)	154
Atheist	36% (43)	64% (77)	120
Agnostic/Nothing in particular	27% (171)	73% (453)	625
Something Else	27% (106)	73% (281)	387
Religious Non-Protestant/Catholic	46% (83)	54% (95)	178
Evangelical	25% (130)	75% (397)	527
Non-Evangelical	32% (235)	68% (498)	733
Community: Urban	34% (203)	66% (402)	605
Community: Suburban	32% (350)	68% (755)	1104
Community: Rural	24% (120)	76% (374)	495
Employ: Private Sector	45% (333)	55% (412)	744
Employ: Government	49% (66)	51% (69)	135
Employ: Self-Employed	29% (54)	71% (132)	186
Employ: Homemaker	22% (31)	78% (114)	146
Employ: Student	31% (21)	69% (45)	66
Employ: Retired	20% (108)	80% (443)	551
Employ: Unemployed	17% (44)	83% (220)	264
Employ: Other	16% (18)	84% (95)	112
Military HH: Yes	30% (102)	70% (233)	335
Military HH: No	31% (571)	69% (1297)	1869
RD/WT: Right Direction	38% (284)	62% (470)	754
RD/WT: Wrong Track	27% (390)	73% (1060)	1450
Biden Job Approve	36% (357)	64% (638)	995
Biden Job Disapprove	27% (297)	73% (793)	1090
Biden Job Strongly Approve	39% (182)	61% (287)	469
Biden Job Somewhat Approve	33% (175)	67% (351)	526
Biden Job Somewhat Disapprove	35% (112)	65% (209)	320
Biden Job Strongly Disapprove	24% (185)	76% (585)	770

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Table FZKHQF4_2: Consider the music you listen to. Have you done any of the following within the past year?
 Purchased tickets to a concert(s)

Demographic	Yes	No	Total N
Adults	31% (674)	69% (1530)	2204
Favorable of Biden	35% (347)	65% (644)	990
Unfavorable of Biden	28% (299)	72% (771)	1070
Very Favorable of Biden	37% (176)	63% (304)	480
Somewhat Favorable of Biden	33% (170)	67% (340)	510
Somewhat Unfavorable of Biden	36% (99)	64% (176)	275
Very Unfavorable of Biden	25% (200)	75% (595)	795
#1 Issue: Economy	34% (287)	66% (547)	833
#1 Issue: Security	23% (71)	77% (240)	311
#1 Issue: Health Care	29% (63)	71% (151)	214
#1 Issue: Medicare / Social Security	23% (58)	77% (190)	248
#1 Issue: Women's Issues	34% (78)	66% (155)	233
#1 Issue: Education	32% (26)	68% (55)	81
#1 Issue: Energy	41% (61)	59% (89)	151
#1 Issue: Other	23% (30)	77% (103)	133
2022 House Vote: Democrat	38% (352)	62% (567)	919
2022 House Vote: Republican	28% (191)	72% (482)	673
2022 House Vote: Someone else	39% (21)	61% (33)	54
2022 House Vote: Didnt Vote	20% (110)	80% (449)	558
2020 Vote: Joe Biden	37% (363)	63% (629)	992
2020 Vote: Donald Trump	28% (189)	72% (480)	669
2020 Vote: Other	27% (19)	73% (51)	70
2020 Vote: Didn't Vote	22% (102)	78% (371)	473
2018 House Vote: Democrat	39% (309)	61% (478)	787
2018 House Vote: Republican	29% (172)	71% (425)	597
2018 House Vote: Someone else	24% (13)	76% (39)	52
2018 House Vote: Didnt Vote	23% (180)	77% (588)	768
4-Region: Northeast	38% (147)	62% (239)	386
4-Region: Midwest	35% (157)	65% (298)	455
4-Region: South	26% (216)	74% (625)	841
4-Region: West	29% (154)	71% (368)	522
Concertgoers	74% (351)	26% (125)	475

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Table FZKHQF4_2: Consider the music you listen to. Have you done any of the following within the past year?
Purchased tickets to a concert(s)

Demographic	Yes		No		Total N
Adults	31%	(674)	69%	(1530)	2204
Taylor Swift Fans	35%	(407)	65%	(767)	1174
Taylor Swift Avid Fans	44%	(155)	56%	(201)	356
Swifties	59%	(180)	41%	(128)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF4_3: Consider the music you listen to. Have you done any of the following within the past year?
 Purchased merchandise related to a musician or music artist / group (apparel, accessories, posters, etc.)

Demographic	Yes	No	Total N
Adults	26% (566)	74% (1638)	2204
Gender: Male	30% (317)	70% (751)	1068
Gender: Female	22% (246)	78% (882)	1128
Age: 18-34	41% (258)	59% (374)	632
Age: 35-44	39% (145)	61% (227)	372
Age: 45-64	18% (125)	82% (587)	712
Age: 65+	8% (38)	92% (450)	488
GenZers: 1997-2012	42% (104)	58% (142)	246
Millennials: 1981-1996	40% (268)	60% (409)	677
GenXers: 1965-1980	24% (126)	76% (406)	532
Baby Boomers: 1946-1964	9% (64)	91% (623)	686
PID: Dem (no lean)	30% (261)	70% (625)	886
PID: Ind (no lean)	24% (155)	76% (495)	650
PID: Rep (no lean)	22% (149)	78% (518)	668
PID/Gender: Dem Men	36% (156)	64% (281)	437
PID/Gender: Dem Women	23% (102)	77% (340)	442
PID/Gender: Ind Men	27% (82)	73% (221)	304
PID/Gender: Ind Women	21% (73)	79% (274)	346
PID/Gender: Rep Men	24% (78)	76% (248)	327
PID/Gender: Rep Women	21% (71)	79% (268)	339
Ideo: Liberal (1-3)	34% (228)	66% (439)	667
Ideo: Moderate (4)	23% (141)	77% (462)	603
Ideo: Conservative (5-7)	21% (148)	79% (573)	721
Educ: < College	24% (343)	76% (1097)	1440
Educ: Bachelors degree	30% (144)	70% (342)	485
Educ: Post-grad	28% (79)	72% (200)	279
Income: Under 50k	22% (254)	78% (877)	1131
Income: 50k-100k	27% (183)	73% (488)	672
Income: 100k+	32% (129)	68% (273)	402
Ethnicity: White	26% (438)	74% (1263)	1701
Ethnicity: Hispanic	38% (143)	62% (237)	380
Ethnicity: Black	24% (67)	76% (216)	283

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Table FZKHQF4_3: Consider the music you listen to. Have you done any of the following within the past year?
Purchased merchandise related to a musician or music artist / group (apparel, accessories, posters, etc.)

Demographic	Yes	No	Total N
Adults	26% (566)	74% (1638)	2204
Ethnicity: Other	28% (61)	72% (159)	220
All Christian	23% (213)	77% (706)	919
All Non-Christian	39% (61)	61% (93)	154
Atheist	26% (31)	74% (88)	120
Agnostic/Nothing in particular	26% (161)	74% (464)	625
Something Else	26% (101)	74% (286)	387
Religious Non-Protestant/Catholic	36% (64)	64% (114)	178
Evangelical	21% (111)	79% (416)	527
Non-Evangelical	26% (188)	74% (546)	733
Community: Urban	32% (191)	68% (414)	605
Community: Suburban	24% (265)	76% (839)	1104
Community: Rural	22% (109)	78% (385)	495
Employ: Private Sector	38% (282)	62% (462)	744
Employ: Government	40% (54)	60% (81)	135
Employ: Self-Employed	32% (60)	68% (127)	186
Employ: Homemaker	19% (27)	81% (118)	146
Employ: Student	41% (27)	59% (39)	66
Employ: Retired	8% (46)	92% (505)	551
Employ: Unemployed	18% (48)	82% (216)	264
Employ: Other	20% (23)	80% (89)	112
Military HH: Yes	20% (68)	80% (267)	335
Military HH: No	27% (498)	73% (1371)	1869
RD/WT: Right Direction	31% (235)	69% (520)	754
RD/WT: Wrong Track	23% (331)	77% (1119)	1450
Biden Job Approve	28% (277)	72% (717)	995
Biden Job Disapprove	25% (278)	75% (812)	1090
Biden Job Strongly Approve	32% (150)	68% (318)	469
Biden Job Somewhat Approve	24% (127)	76% (399)	526
Biden Job Somewhat Disapprove	38% (122)	62% (198)	320
Biden Job Strongly Disapprove	20% (156)	80% (614)	770

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Table FZKHQF4_3: Consider the music you listen to. Have you done any of the following within the past year?
 Purchased merchandise related to a musician or music artist / group (apparel, accessories, posters, etc.)

Demographic	Yes	No	Total N
Adults	26% (566)	74% (1638)	2204
Favorable of Biden	28% (282)	72% (708)	990
Unfavorable of Biden	24% (260)	76% (810)	1070
Very Favorable of Biden	32% (154)	68% (327)	480
Somewhat Favorable of Biden	25% (128)	75% (382)	510
Somewhat Unfavorable of Biden	36% (99)	64% (176)	275
Very Unfavorable of Biden	20% (161)	80% (634)	795
#1 Issue: Economy	29% (241)	71% (593)	833
#1 Issue: Security	19% (60)	81% (251)	311
#1 Issue: Health Care	33% (70)	67% (144)	214
#1 Issue: Medicare / Social Security	13% (33)	87% (215)	248
#1 Issue: Women's Issues	27% (64)	73% (169)	233
#1 Issue: Education	36% (29)	64% (52)	81
#1 Issue: Energy	36% (55)	64% (96)	151
#1 Issue: Other	11% (15)	89% (118)	133
2022 House Vote: Democrat	30% (272)	70% (647)	919
2022 House Vote: Republican	24% (158)	76% (515)	673
2022 House Vote: Someone else	32% (17)	68% (36)	54
2022 House Vote: Didnt Vote	21% (118)	79% (440)	558
2020 Vote: Joe Biden	28% (280)	72% (712)	992
2020 Vote: Donald Trump	23% (155)	77% (514)	669
2020 Vote: Other	22% (15)	78% (55)	70
2020 Vote: Didn't Vote	24% (116)	76% (357)	473
2018 House Vote: Democrat	29% (228)	71% (559)	787
2018 House Vote: Republican	23% (137)	77% (460)	597
2018 House Vote: Someone else	21% (11)	79% (41)	52
2018 House Vote: Didnt Vote	25% (191)	75% (577)	768
4-Region: Northeast	33% (126)	67% (260)	386
4-Region: Midwest	26% (118)	74% (337)	455
4-Region: South	22% (184)	78% (657)	841
4-Region: West	26% (138)	74% (384)	522
Concertgoers	50% (239)	50% (236)	475

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Table FZKHQF4_3: Consider the music you listen to. Have you done any of the following within the past year?
Purchased merchandise related to a musician or music artist / group (apparel, accessories, posters, etc.)

Demographic	Yes		No		Total N
Adults	26%	(566)	74%	(1638)	2204
Taylor Swift Fans	29%	(338)	71%	(837)	1174
Taylor Swift Avid Fans	41%	(144)	59%	(212)	356
Swifties	57%	(174)	43%	(134)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF4_4: Consider the music you listen to. Have you done any of the following within the past year?
 Attended a meet-up or theme night related to a musician or music artist / group

Demographic	Yes	No	Total N
Adults	11% (252)	89% (1952)	2204
Gender: Male	15% (158)	85% (910)	1068
Gender: Female	8% (94)	92% (1034)	1128
Age: 18-34	19% (119)	81% (513)	632
Age: 35-44	16% (60)	84% (312)	372
Age: 45-64	7% (51)	93% (662)	712
Age: 65+	5% (22)	95% (466)	488
GenZers: 1997-2012	19% (47)	81% (199)	246
Millennials: 1981-1996	18% (122)	82% (555)	677
GenXers: 1965-1980	10% (52)	90% (480)	532
Baby Boomers: 1946-1964	4% (31)	96% (655)	686
PID: Dem (no lean)	16% (141)	84% (745)	886
PID: Ind (no lean)	8% (54)	92% (597)	650
PID: Rep (no lean)	9% (58)	91% (610)	668
PID/Gender: Dem Men	23% (99)	77% (338)	437
PID/Gender: Dem Women	9% (41)	91% (401)	442
PID/Gender: Ind Men	9% (28)	91% (276)	304
PID/Gender: Ind Women	7% (26)	93% (320)	346
PID/Gender: Rep Men	9% (31)	91% (296)	327
PID/Gender: Rep Women	8% (27)	92% (312)	339
Ideo: Liberal (1-3)	14% (91)	86% (576)	667
Ideo: Moderate (4)	13% (81)	87% (522)	603
Ideo: Conservative (5-7)	9% (68)	91% (653)	721
Educ: < College	10% (138)	90% (1302)	1440
Educ: Bachelors degree	12% (58)	88% (428)	485
Educ: Post-grad	20% (56)	80% (222)	279
Income: Under 50k	8% (95)	92% (1036)	1131
Income: 50k-100k	14% (93)	86% (578)	672
Income: 100k+	16% (64)	84% (338)	402
Ethnicity: White	11% (190)	89% (1510)	1701
Ethnicity: Hispanic	16% (60)	84% (319)	380
Ethnicity: Black	13% (37)	87% (246)	283

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Table FZKHQF4_4: Consider the music you listen to. Have you done any of the following within the past year?
Attended a meet-up or theme night related to a musician or music artist / group

Demographic	Yes	No	Total N
Adults	11% (252)	89% (1952)	2204
Ethnicity: Other	11% (24)	89% (196)	220
All Christian	11% (97)	89% (822)	919
All Non-Christian	29% (44)	71% (110)	154
Atheist	9% (11)	91% (109)	120
Agnostic/Nothing in particular	9% (54)	91% (571)	625
Something Else	12% (45)	88% (342)	387
Religious Non-Protestant/Catholic	25% (45)	75% (133)	178
Evangelical	10% (53)	90% (474)	527
Non-Evangelical	11% (82)	89% (651)	733
Community: Urban	17% (102)	83% (503)	605
Community: Suburban	9% (103)	91% (1001)	1104
Community: Rural	10% (47)	90% (447)	495
Employ: Private Sector	19% (139)	81% (606)	744
Employ: Government	29% (39)	71% (96)	135
Employ: Self-Employed	11% (20)	89% (166)	186
Employ: Homemaker	3% (5)	97% (141)	146
Employ: Student	7% (5)	93% (61)	66
Employ: Retired	4% (22)	96% (529)	551
Employ: Unemployed	6% (16)	94% (248)	264
Employ: Other	6% (6)	94% (106)	112
Military HH: Yes	10% (33)	90% (302)	335
Military HH: No	12% (219)	88% (1650)	1869
RD/WT: Right Direction	18% (136)	82% (618)	754
RD/WT: Wrong Track	8% (116)	92% (1334)	1450
Biden Job Approve	16% (161)	84% (834)	995
Biden Job Disapprove	8% (89)	92% (1002)	1090
Biden Job Strongly Approve	19% (91)	81% (377)	469
Biden Job Somewhat Approve	13% (70)	87% (456)	526
Biden Job Somewhat Disapprove	13% (40)	87% (280)	320
Biden Job Strongly Disapprove	6% (48)	94% (722)	770

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Table FZKHQF4_4: Consider the music you listen to. Have you done any of the following within the past year?
 Attended a meet-up or theme night related to a musician or music artist / group

Demographic	Yes	No	Total N
Adults	11% (252)	89% (1952)	2204
Favorable of Biden	15% (148)	85% (843)	990
Unfavorable of Biden	9% (92)	91% (978)	1070
Very Favorable of Biden	18% (84)	82% (396)	480
Somewhat Favorable of Biden	12% (64)	88% (447)	510
Somewhat Unfavorable of Biden	15% (40)	85% (234)	275
Very Unfavorable of Biden	6% (51)	94% (744)	795
#1 Issue: Economy	12% (100)	88% (733)	833
#1 Issue: Security	9% (27)	91% (284)	311
#1 Issue: Health Care	19% (41)	81% (172)	214
#1 Issue: Medicare / Social Security	5% (13)	95% (236)	248
#1 Issue: Women's Issues	9% (22)	91% (211)	233
#1 Issue: Education	16% (13)	84% (68)	81
#1 Issue: Energy	19% (29)	81% (122)	151
#1 Issue: Other	6% (8)	94% (126)	133
2022 House Vote: Democrat	16% (150)	84% (770)	919
2022 House Vote: Republican	9% (60)	91% (613)	673
2022 House Vote: Someone else	23% (12)	77% (41)	54
2022 House Vote: Didnt Vote	5% (30)	95% (528)	558
2020 Vote: Joe Biden	15% (151)	85% (841)	992
2020 Vote: Donald Trump	7% (47)	93% (622)	669
2020 Vote: Other	13% (9)	87% (61)	70
2020 Vote: Didn't Vote	9% (45)	91% (428)	473
2018 House Vote: Democrat	16% (125)	84% (662)	787
2018 House Vote: Republican	9% (52)	91% (545)	597
2018 House Vote: Someone else	13% (7)	87% (45)	52
2018 House Vote: Didnt Vote	9% (68)	91% (700)	768
4-Region: Northeast	16% (60)	84% (326)	386
4-Region: Midwest	13% (61)	87% (395)	455
4-Region: South	8% (71)	92% (769)	841
4-Region: West	11% (60)	89% (462)	522
Concertgoers	29% (137)	71% (338)	475

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Table FZKHQF4_4: Consider the music you listen to. Have you done any of the following within the past year?
Attended a meet-up or theme night related to a musician or music artist / group

Demographic	Yes		No		Total N
Adults	11%	(252)	89%	(1952)	2204
Taylor Swift Fans	15%	(177)	85%	(997)	1174
Taylor Swift Avid Fans	22%	(80)	78%	(276)	356
Swifties	36%	(111)	64%	(196)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF4_5: Consider the music you listen to. Have you done any of the following within the past year?
 Downloaded music

Demographic	Yes	No	Total N
Adults	47% (1042)	53% (1162)	2204
Gender: Male	50% (530)	50% (538)	1068
Gender: Female	45% (509)	55% (619)	1128
Age: 18-34	66% (414)	34% (218)	632
Age: 35-44	60% (222)	40% (150)	372
Age: 45-64	40% (286)	60% (426)	712
Age: 65+	25% (120)	75% (368)	488
GenZers: 1997-2012	69% (169)	31% (76)	246
Millennials: 1981-1996	62% (419)	38% (258)	677
GenXers: 1965-1980	48% (253)	52% (279)	532
Baby Boomers: 1946-1964	28% (189)	72% (497)	686
PID: Dem (no lean)	54% (479)	46% (407)	886
PID: Ind (no lean)	45% (294)	55% (357)	650
PID: Rep (no lean)	40% (270)	60% (398)	668
PID/Gender: Dem Men	60% (262)	40% (175)	437
PID/Gender: Dem Women	48% (213)	52% (229)	442
PID/Gender: Ind Men	46% (139)	54% (165)	304
PID/Gender: Ind Women	45% (155)	55% (192)	346
PID/Gender: Rep Men	39% (129)	61% (198)	327
PID/Gender: Rep Women	42% (141)	58% (198)	339
Ideo: Liberal (1-3)	54% (362)	46% (305)	667
Ideo: Moderate (4)	46% (277)	54% (326)	603
Ideo: Conservative (5-7)	41% (297)	59% (424)	721
Educ: < College	46% (670)	54% (771)	1440
Educ: Bachelors degree	47% (228)	53% (257)	485
Educ: Post-grad	52% (145)	48% (134)	279
Income: Under 50k	46% (522)	54% (609)	1131
Income: 50k-100k	46% (308)	54% (363)	672
Income: 100k+	53% (212)	47% (190)	402
Ethnicity: White	46% (774)	54% (927)	1701
Ethnicity: Hispanic	63% (238)	37% (142)	380
Ethnicity: Black	53% (151)	47% (132)	283

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Table FZKHQF4_5: Consider the music you listen to. Have you done any of the following within the past year?

Downloaded music

Demographic	Yes	No	Total N
Adults	47% (1042)	53% (1162)	2204
Ethnicity: Other	53% (117)	47% (102)	220
All Christian	41% (381)	59% (538)	919
All Non-Christian	57% (87)	43% (66)	154
Atheist	52% (62)	48% (57)	120
Agnostic/Nothing in particular	50% (311)	50% (314)	625
Something Else	52% (201)	48% (186)	387
Religious Non-Protestant/Catholic	55% (97)	45% (80)	178
Evangelical	49% (258)	51% (269)	527
Non-Evangelical	41% (300)	59% (433)	733
Community: Urban	50% (304)	50% (301)	605
Community: Suburban	45% (498)	55% (606)	1104
Community: Rural	48% (240)	52% (255)	495
Employ: Private Sector	57% (425)	43% (319)	744
Employ: Government	61% (82)	39% (53)	135
Employ: Self-Employed	57% (107)	43% (79)	186
Employ: Homemaker	37% (54)	63% (91)	146
Employ: Student	65% (43)	35% (23)	66
Employ: Retired	25% (140)	75% (411)	551
Employ: Unemployed	53% (140)	47% (124)	264
Employ: Other	46% (52)	54% (60)	112
Military HH: Yes	43% (143)	57% (193)	335
Military HH: No	48% (899)	52% (969)	1869
RD/WT: Right Direction	50% (380)	50% (374)	754
RD/WT: Wrong Track	46% (662)	54% (788)	1450
Biden Job Approve	51% (508)	49% (486)	995
Biden Job Disapprove	46% (497)	54% (593)	1090
Biden Job Strongly Approve	53% (247)	47% (222)	469
Biden Job Somewhat Approve	50% (262)	50% (264)	526
Biden Job Somewhat Disapprove	53% (170)	47% (151)	320
Biden Job Strongly Disapprove	43% (328)	57% (442)	770

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Table FZKHQF4_5: Consider the music you listen to. Have you done any of the following within the past year?
 Downloaded music

Demographic	Yes	No	Total N
Adults	47% (1042)	53% (1162)	2204
Favorable of Biden	50% (492)	50% (498)	990
Unfavorable of Biden	45% (485)	55% (584)	1070
Very Favorable of Biden	53% (256)	47% (224)	480
Somewhat Favorable of Biden	46% (236)	54% (274)	510
Somewhat Unfavorable of Biden	55% (152)	45% (122)	275
Very Unfavorable of Biden	42% (333)	58% (462)	795
#1 Issue: Economy	52% (432)	48% (402)	833
#1 Issue: Security	37% (114)	63% (197)	311
#1 Issue: Health Care	50% (108)	50% (106)	214
#1 Issue: Medicare / Social Security	36% (90)	64% (159)	248
#1 Issue: Women's Issues	55% (128)	45% (105)	233
#1 Issue: Education	50% (40)	50% (41)	81
#1 Issue: Energy	52% (79)	48% (72)	151
#1 Issue: Other	39% (52)	61% (81)	133
2022 House Vote: Democrat	51% (471)	49% (449)	919
2022 House Vote: Republican	42% (280)	58% (392)	673
2022 House Vote: Someone else	40% (21)	60% (32)	54
2022 House Vote: Didnt Vote	48% (270)	52% (289)	558
2020 Vote: Joe Biden	50% (497)	50% (495)	992
2020 Vote: Donald Trump	42% (281)	58% (388)	669
2020 Vote: Other	45% (32)	55% (38)	70
2020 Vote: Didn't Vote	49% (233)	51% (240)	473
2018 House Vote: Democrat	50% (394)	50% (393)	787
2018 House Vote: Republican	41% (242)	59% (355)	597
2018 House Vote: Someone else	48% (25)	52% (27)	52
2018 House Vote: Didnt Vote	50% (382)	50% (386)	768
4-Region: Northeast	50% (191)	50% (195)	386
4-Region: Midwest	45% (203)	55% (252)	455
4-Region: South	45% (375)	55% (466)	841
4-Region: West	52% (273)	48% (249)	522
Concertgoers	65% (308)	35% (167)	475

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Table FZKHQF4_5: Consider the music you listen to. Have you done any of the following within the past year?

Downloaded music

Demographic	Yes	No	Total N
Adults	47% (1042)	53% (1162)	2204
Taylor Swift Fans	53% (624)	47% (550)	1174
Taylor Swift Avid Fans	62% (220)	38% (136)	356
Swifties	73% (223)	27% (85)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF4_6: Consider the music you listen to. Have you done any of the following within the past year?
 Posted about a musician or music artist / group on social media

Demographic	Yes	No	Total N
Adults	33% (728)	67% (1476)	2204
Gender: Male	33% (355)	67% (712)	1068
Gender: Female	33% (369)	67% (759)	1128
Age: 18-34	47% (299)	53% (333)	632
Age: 35-44	43% (160)	57% (212)	372
Age: 45-64	28% (197)	72% (515)	712
Age: 65+	15% (71)	85% (417)	488
GenZers: 1997-2012	48% (117)	52% (129)	246
Millennials: 1981-1996	45% (307)	55% (370)	677
GenXers: 1965-1980	35% (185)	65% (347)	532
Baby Boomers: 1946-1964	16% (112)	84% (574)	686
PID: Dem (no lean)	41% (366)	59% (520)	886
PID: Ind (no lean)	31% (199)	69% (451)	650
PID: Rep (no lean)	24% (163)	76% (505)	668
PID/Gender: Dem Men	42% (185)	58% (252)	437
PID/Gender: Dem Women	40% (178)	60% (265)	442
PID/Gender: Ind Men	30% (91)	70% (212)	304
PID/Gender: Ind Women	31% (107)	69% (239)	346
PID/Gender: Rep Men	24% (79)	76% (247)	327
PID/Gender: Rep Women	25% (83)	75% (256)	339
Ideo: Liberal (1-3)	42% (278)	58% (389)	667
Ideo: Moderate (4)	30% (183)	70% (420)	603
Ideo: Conservative (5-7)	27% (193)	73% (528)	721
Educ: < College	32% (467)	68% (974)	1440
Educ: Bachelors degree	34% (164)	66% (321)	485
Educ: Post-grad	35% (97)	65% (181)	279
Income: Under 50k	31% (351)	69% (780)	1131
Income: 50k-100k	34% (231)	66% (440)	672
Income: 100k+	36% (146)	64% (256)	402
Ethnicity: White	33% (556)	67% (1145)	1701
Ethnicity: Hispanic	47% (180)	53% (199)	380
Ethnicity: Black	39% (109)	61% (174)	283

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Table FZKHQF4_6: Consider the music you listen to. Have you done any of the following within the past year?
Posted about a musician or music artist / group on social media

Demographic	Yes	No	Total N
Adults	33% (728)	67% (1476)	2204
Ethnicity: Other	28% (62)	72% (158)	220
All Christian	30% (272)	70% (647)	919
All Non-Christian	45% (69)	55% (85)	154
Atheist	40% (48)	60% (72)	120
Agnostic/Nothing in particular	33% (207)	67% (418)	625
Something Else	34% (132)	66% (255)	387
Religious Non-Protestant/Catholic	40% (72)	60% (106)	178
Evangelical	32% (171)	68% (356)	527
Non-Evangelical	30% (218)	70% (516)	733
Community: Urban	38% (231)	62% (374)	605
Community: Suburban	29% (325)	71% (779)	1104
Community: Rural	35% (171)	65% (323)	495
Employ: Private Sector	41% (307)	59% (438)	744
Employ: Government	46% (63)	54% (72)	135
Employ: Self-Employed	46% (86)	54% (100)	186
Employ: Homemaker	27% (40)	73% (106)	146
Employ: Student	51% (34)	49% (32)	66
Employ: Retired	14% (79)	86% (472)	551
Employ: Unemployed	32% (83)	68% (181)	264
Employ: Other	32% (36)	68% (76)	112
Military HH: Yes	30% (102)	70% (234)	335
Military HH: No	34% (626)	66% (1243)	1869
RD/WT: Right Direction	38% (284)	62% (470)	754
RD/WT: Wrong Track	31% (443)	69% (1007)	1450
Biden Job Approve	39% (387)	61% (608)	995
Biden Job Disapprove	29% (320)	71% (770)	1090
Biden Job Strongly Approve	43% (201)	57% (268)	469
Biden Job Somewhat Approve	35% (186)	65% (340)	526
Biden Job Somewhat Disapprove	38% (121)	62% (199)	320
Biden Job Strongly Disapprove	26% (199)	74% (571)	770

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Table FZKHQF4_6: Consider the music you listen to. Have you done any of the following within the past year?
 Posted about a musician or music artist / group on social media

Demographic	Yes	No	Total N
Adults	33% (728)	67% (1476)	2204
Favorable of Biden	37% (365)	63% (626)	990
Unfavorable of Biden	29% (311)	71% (759)	1070
Very Favorable of Biden	42% (201)	58% (279)	480
Somewhat Favorable of Biden	32% (164)	68% (347)	510
Somewhat Unfavorable of Biden	42% (115)	58% (160)	275
Very Unfavorable of Biden	25% (196)	75% (599)	795
#1 Issue: Economy	36% (302)	64% (532)	833
#1 Issue: Security	27% (84)	73% (227)	311
#1 Issue: Health Care	36% (77)	64% (137)	214
#1 Issue: Medicare / Social Security	21% (53)	79% (196)	248
#1 Issue: Women's Issues	39% (91)	61% (142)	233
#1 Issue: Education	41% (33)	59% (47)	81
#1 Issue: Energy	37% (56)	63% (94)	151
#1 Issue: Other	24% (32)	76% (102)	133
2022 House Vote: Democrat	39% (361)	61% (558)	919
2022 House Vote: Republican	24% (159)	76% (514)	673
2022 House Vote: Someone else	40% (22)	60% (32)	54
2022 House Vote: Didnt Vote	33% (186)	67% (372)	558
2020 Vote: Joe Biden	37% (371)	63% (621)	992
2020 Vote: Donald Trump	23% (157)	77% (512)	669
2020 Vote: Other	40% (28)	60% (42)	70
2020 Vote: Didn't Vote	36% (172)	64% (301)	473
2018 House Vote: Democrat	38% (298)	62% (489)	787
2018 House Vote: Republican	26% (153)	74% (444)	597
2018 House Vote: Someone else	32% (17)	68% (35)	52
2018 House Vote: Didnt Vote	34% (259)	66% (509)	768
4-Region: Northeast	37% (143)	63% (243)	386
4-Region: Midwest	31% (141)	69% (314)	455
4-Region: South	30% (250)	70% (590)	841
4-Region: West	37% (193)	63% (329)	522
Concertgoers	59% (279)	41% (197)	475

Continued on next page

Table FZKHQF4_6: Consider the music you listen to. Have you done any of the following within the past year?
Posted about a musician or music artist / group on social media

Demographic	Yes		No		Total N
Adults	33%	(728)	67%	(1476)	2204
Taylor Swift Fans	37%	(430)	63%	(744)	1174
Taylor Swift Avid Fans	47%	(167)	53%	(189)	356
Swifties	55%	(169)	45%	(139)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF4_7: Consider the music you listen to. Have you done any of the following within the past year?
 Communicated with others on social media about a musician or music artist / group

Demographic	Yes	No	Total N
Adults	37% (806)	63% (1398)	2204
Gender: Male	40% (426)	60% (642)	1068
Gender: Female	33% (377)	67% (751)	1128
Age: 18-34	53% (333)	47% (299)	632
Age: 35-44	48% (177)	52% (195)	372
Age: 45-64	30% (212)	70% (500)	712
Age: 65+	17% (84)	83% (404)	488
GenZers: 1997-2012	55% (136)	45% (109)	246
Millennials: 1981-1996	50% (340)	50% (337)	677
GenXers: 1965-1980	35% (185)	65% (347)	532
Baby Boomers: 1946-1964	20% (138)	80% (549)	686
PID: Dem (no lean)	44% (394)	56% (492)	886
PID: Ind (no lean)	34% (224)	66% (426)	650
PID: Rep (no lean)	28% (188)	72% (480)	668
PID/Gender: Dem Men	50% (217)	50% (220)	437
PID/Gender: Dem Women	39% (174)	61% (268)	442
PID/Gender: Ind Men	36% (109)	64% (195)	304
PID/Gender: Ind Women	33% (115)	67% (232)	346
PID/Gender: Rep Men	31% (100)	69% (227)	327
PID/Gender: Rep Women	26% (88)	74% (251)	339
Ideo: Liberal (1-3)	45% (302)	55% (365)	667
Ideo: Moderate (4)	33% (198)	67% (405)	603
Ideo: Conservative (5-7)	32% (228)	68% (493)	721
Educ: < College	37% (530)	63% (910)	1440
Educ: Bachelors degree	36% (175)	64% (310)	485
Educ: Post-grad	36% (101)	64% (177)	279
Income: Under 50k	36% (412)	64% (719)	1131
Income: 50k-100k	34% (232)	66% (440)	672
Income: 100k+	40% (163)	60% (239)	402
Ethnicity: White	37% (629)	63% (1071)	1701
Ethnicity: Hispanic	54% (205)	46% (174)	380
Ethnicity: Black	34% (97)	66% (186)	283

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**Table FZKHQF4_7: Consider the music you listen to. Have you done any of the following within the past year?
Communicated with others on social media about a musician or music artist / group**

Demographic	Yes	No	Total N
Adults	37% (806)	63% (1398)	2204
Ethnicity: Other	36% (80)	64% (140)	220
All Christian	32% (290)	68% (629)	919
All Non-Christian	49% (75)	51% (78)	154
Atheist	41% (48)	59% (71)	120
Agnostic/Nothing in particular	39% (245)	61% (380)	625
Something Else	38% (148)	62% (239)	387
Religious Non-Protestant/Catholic	45% (81)	55% (97)	178
Evangelical	35% (186)	65% (341)	527
Non-Evangelical	32% (235)	68% (498)	733
Community: Urban	38% (230)	62% (375)	605
Community: Suburban	36% (395)	64% (710)	1104
Community: Rural	37% (181)	63% (314)	495
Employ: Private Sector	46% (345)	54% (399)	744
Employ: Government	50% (67)	50% (67)	135
Employ: Self-Employed	48% (89)	52% (97)	186
Employ: Homemaker	25% (37)	75% (109)	146
Employ: Student	46% (30)	54% (36)	66
Employ: Retired	17% (96)	83% (455)	551
Employ: Unemployed	40% (105)	60% (159)	264
Employ: Other	33% (37)	67% (76)	112
Military HH: Yes	37% (125)	63% (210)	335
Military HH: No	36% (681)	64% (1188)	1869
RD/WT: Right Direction	43% (321)	57% (433)	754
RD/WT: Wrong Track	33% (485)	67% (965)	1450
Biden Job Approve	41% (406)	59% (589)	995
Biden Job Disapprove	35% (379)	65% (711)	1090
Biden Job Strongly Approve	44% (208)	56% (261)	469
Biden Job Somewhat Approve	38% (198)	62% (328)	526
Biden Job Somewhat Disapprove	42% (136)	58% (185)	320
Biden Job Strongly Disapprove	32% (244)	68% (526)	770

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Table FZKHQF4_7: Consider the music you listen to. Have you done any of the following within the past year?
 Communicated with others on social media about a musician or music artist / group

Demographic	Yes	No	Total N
Adults	37% (806)	63% (1398)	2204
Favorable of Biden	39% (389)	61% (602)	990
Unfavorable of Biden	34% (368)	66% (702)	1070
Very Favorable of Biden	43% (208)	57% (272)	480
Somewhat Favorable of Biden	35% (181)	65% (330)	510
Somewhat Unfavorable of Biden	45% (123)	55% (152)	275
Very Unfavorable of Biden	31% (246)	69% (549)	795
#1 Issue: Economy	39% (324)	61% (510)	833
#1 Issue: Security	30% (93)	70% (218)	311
#1 Issue: Health Care	47% (101)	53% (112)	214
#1 Issue: Medicare / Social Security	21% (53)	79% (195)	248
#1 Issue: Women's Issues	37% (86)	63% (147)	233
#1 Issue: Education	40% (33)	60% (48)	81
#1 Issue: Energy	46% (70)	54% (81)	151
#1 Issue: Other	35% (46)	65% (87)	133
2022 House Vote: Democrat	42% (386)	58% (534)	919
2022 House Vote: Republican	30% (204)	70% (469)	673
2022 House Vote: Someone else	39% (21)	61% (33)	54
2022 House Vote: Didnt Vote	35% (195)	65% (363)	558
2020 Vote: Joe Biden	40% (395)	60% (597)	992
2020 Vote: Donald Trump	31% (205)	69% (464)	669
2020 Vote: Other	41% (29)	59% (41)	70
2020 Vote: Didn't Vote	37% (177)	63% (296)	473
2018 House Vote: Democrat	42% (327)	58% (460)	787
2018 House Vote: Republican	30% (177)	70% (421)	597
2018 House Vote: Someone else	35% (18)	65% (33)	52
2018 House Vote: Didnt Vote	37% (285)	63% (484)	768
4-Region: Northeast	40% (154)	60% (232)	386
4-Region: Midwest	35% (160)	65% (296)	455
4-Region: South	35% (294)	65% (547)	841
4-Region: West	38% (198)	62% (323)	522
Concertgoers	61% (292)	39% (183)	475

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Table FZKHQF4_7: Consider the music you listen to. Have you done any of the following within the past year?
Communicated with others on social media about a musician or music artist / group

Demographic	Yes		No		Total N
Adults	37%	(806)	63%	(1398)	2204
Taylor Swift Fans	41%	(482)	59%	(692)	1174
Taylor Swift Avid Fans	51%	(183)	49%	(173)	356
Swifties	65%	(201)	35%	(106)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF4_8: Consider the music you listen to. Have you done any of the following within the past year?
 Shared or followed a playlist inspired by a musician or music artist / group

Demographic	Yes	No	Total N
Adults	34% (751)	66% (1453)	2204
Gender: Male	35% (376)	65% (691)	1068
Gender: Female	33% (368)	67% (759)	1128
Age: 18-34	53% (334)	47% (298)	632
Age: 35-44	40% (148)	60% (224)	372
Age: 45-64	27% (190)	73% (522)	712
Age: 65+	16% (78)	84% (409)	488
GenZers: 1997-2012	60% (147)	40% (99)	246
Millennials: 1981-1996	46% (310)	54% (367)	677
GenXers: 1965-1980	30% (159)	70% (373)	532
Baby Boomers: 1946-1964	18% (126)	82% (560)	686
PID: Dem (no lean)	41% (364)	59% (522)	886
PID: Ind (no lean)	31% (202)	69% (449)	650
PID: Rep (no lean)	28% (185)	72% (483)	668
PID/Gender: Dem Men	46% (199)	54% (238)	437
PID/Gender: Dem Women	36% (161)	64% (281)	442
PID/Gender: Ind Men	29% (88)	71% (215)	304
PID/Gender: Ind Women	33% (113)	67% (234)	346
PID/Gender: Rep Men	27% (88)	73% (239)	327
PID/Gender: Rep Women	28% (94)	72% (245)	339
Ideo: Liberal (1-3)	43% (285)	57% (382)	667
Ideo: Moderate (4)	32% (192)	68% (411)	603
Ideo: Conservative (5-7)	28% (203)	72% (518)	721
Educ: < College	33% (482)	67% (959)	1440
Educ: Bachelors degree	34% (166)	66% (320)	485
Educ: Post-grad	37% (103)	63% (175)	279
Income: Under 50k	34% (384)	66% (747)	1131
Income: 50k-100k	34% (227)	66% (445)	672
Income: 100k+	35% (140)	65% (262)	402
Ethnicity: White	33% (555)	67% (1146)	1701
Ethnicity: Hispanic	44% (166)	56% (214)	380
Ethnicity: Black	42% (119)	58% (164)	283

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Table FZKHQF4_8: Consider the music you listen to. Have you done any of the following within the past year?
Shared or followed a playlist inspired by a musician or music artist / group

Demographic	Yes	No	Total N
Adults	34% (751)	66% (1453)	2204
Ethnicity: Other	35% (77)	65% (143)	220
All Christian	28% (262)	72% (657)	919
All Non-Christian	45% (70)	55% (84)	154
Atheist	36% (43)	64% (77)	120
Agnostic/Nothing in particular	35% (221)	65% (404)	625
Something Else	40% (156)	60% (231)	387
Religious Non-Protestant/Catholic	43% (77)	57% (101)	178
Evangelical	33% (176)	67% (351)	527
Non-Evangelical	31% (225)	69% (508)	733
Community: Urban	41% (245)	59% (360)	605
Community: Suburban	31% (338)	69% (767)	1104
Community: Rural	34% (167)	66% (327)	495
Employ: Private Sector	41% (305)	59% (440)	744
Employ: Government	46% (62)	54% (73)	135
Employ: Self-Employed	44% (83)	56% (103)	186
Employ: Homemaker	26% (38)	74% (108)	146
Employ: Student	55% (36)	45% (30)	66
Employ: Retired	17% (93)	83% (458)	551
Employ: Unemployed	34% (90)	66% (174)	264
Employ: Other	39% (44)	61% (68)	112
Military HH: Yes	33% (111)	67% (224)	335
Military HH: No	34% (639)	66% (1229)	1869
RD/WT: Right Direction	41% (307)	59% (447)	754
RD/WT: Wrong Track	31% (443)	69% (1007)	1450
Biden Job Approve	39% (392)	61% (603)	995
Biden Job Disapprove	31% (339)	69% (751)	1090
Biden Job Strongly Approve	38% (177)	62% (291)	469
Biden Job Somewhat Approve	41% (214)	59% (312)	526
Biden Job Somewhat Disapprove	41% (132)	59% (188)	320
Biden Job Strongly Disapprove	27% (207)	73% (563)	770

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Table FZKHQF4_8: Consider the music you listen to. Have you done any of the following within the past year?
 Shared or followed a playlist inspired by a musician or music artist / group

Demographic	Yes	No	Total N
Adults	34% (751)	66% (1453)	2204
Favorable of Biden	38% (381)	62% (609)	990
Unfavorable of Biden	30% (320)	70% (750)	1070
Very Favorable of Biden	39% (188)	61% (292)	480
Somewhat Favorable of Biden	38% (193)	62% (317)	510
Somewhat Unfavorable of Biden	42% (117)	58% (158)	275
Very Unfavorable of Biden	26% (203)	74% (592)	795
#1 Issue: Economy	36% (300)	64% (533)	833
#1 Issue: Security	29% (89)	71% (222)	311
#1 Issue: Health Care	44% (94)	56% (120)	214
#1 Issue: Medicare / Social Security	23% (56)	77% (192)	248
#1 Issue: Women's Issues	38% (89)	62% (144)	233
#1 Issue: Education	40% (32)	60% (48)	81
#1 Issue: Energy	40% (60)	60% (90)	151
#1 Issue: Other	22% (30)	78% (104)	133
2022 House Vote: Democrat	39% (361)	61% (558)	919
2022 House Vote: Republican	26% (175)	74% (498)	673
2022 House Vote: Someone else	41% (22)	59% (32)	54
2022 House Vote: Didnt Vote	34% (192)	66% (366)	558
2020 Vote: Joe Biden	38% (379)	62% (613)	992
2020 Vote: Donald Trump	27% (179)	73% (491)	669
2020 Vote: Other	29% (20)	71% (49)	70
2020 Vote: Didn't Vote	36% (173)	64% (300)	473
2018 House Vote: Democrat	38% (300)	62% (487)	787
2018 House Vote: Republican	28% (168)	72% (430)	597
2018 House Vote: Someone else	28% (15)	72% (37)	52
2018 House Vote: Didnt Vote	35% (269)	65% (500)	768
4-Region: Northeast	36% (137)	64% (249)	386
4-Region: Midwest	33% (148)	67% (307)	455
4-Region: South	32% (268)	68% (572)	841
4-Region: West	38% (197)	62% (325)	522
Concertgoers	54% (259)	46% (216)	475

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Table FZKHQF4_8: Consider the music you listen to. Have you done any of the following within the past year?
Shared or followed a playlist inspired by a musician or music artist / group

Demographic	Yes		No		Total N
Adults	34%	(751)	66%	(1453)	2204
Taylor Swift Fans	40%	(471)	60%	(703)	1174
Taylor Swift Avid Fans	50%	(179)	50%	(177)	356
Swifties	57%	(175)	43%	(133)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF5: Taylor Swift fans have developed a community of fandom and refer to themselves as 'Swifties.' Do you consider yourself personally to be a Swiftie?

Demographic	Yes	No	Total N
Adults	14% (308)	86% (1896)	2204
Gender: Male	17% (181)	83% (886)	1068
Gender: Female	11% (126)	89% (1002)	1128
Age: 18-34	22% (138)	78% (494)	632
Age: 35-44	26% (96)	74% (276)	372
Age: 45-64	8% (54)	92% (658)	712
Age: 65+	4% (20)	96% (468)	488
GenZers: 1997-2012	26% (63)	74% (183)	246
Millennials: 1981-1996	23% (156)	77% (521)	677
GenXers: 1965-1980	11% (56)	89% (476)	532
Baby Boomers: 1946-1964	5% (32)	95% (654)	686
PID: Dem (no lean)	19% (173)	81% (713)	886
PID: Ind (no lean)	10% (65)	90% (586)	650
PID: Rep (no lean)	11% (71)	89% (597)	668
PID/Gender: Dem Men	25% (111)	75% (327)	437
PID/Gender: Dem Women	14% (62)	86% (381)	442
PID/Gender: Ind Men	11% (34)	89% (270)	304
PID/Gender: Ind Women	9% (31)	91% (316)	346
PID/Gender: Rep Men	11% (37)	89% (290)	327
PID/Gender: Rep Women	10% (33)	90% (305)	339
Ideo: Liberal (1-3)	19% (129)	81% (539)	667
Ideo: Moderate (4)	13% (80)	87% (523)	603
Ideo: Conservative (5-7)	12% (86)	88% (635)	721
Educ: < College	12% (166)	88% (1275)	1440
Educ: Bachelors degree	15% (73)	85% (412)	485
Educ: Post-grad	25% (69)	75% (210)	279
Income: Under 50k	12% (130)	88% (1001)	1131
Income: 50k-100k	12% (82)	88% (589)	672
Income: 100k+	24% (95)	76% (306)	402
Ethnicity: White	13% (224)	87% (1477)	1701
Ethnicity: Hispanic	20% (77)	80% (303)	380
Ethnicity: Black	18% (52)	82% (231)	283

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Table FZKHQF5: Taylor Swift fans have developed a community of fandom and refer to themselves as 'Swifties.' Do you consider yourself personally to be a Swiftie?

Demographic	Yes	No	Total N
Adults	14% (308)	86% (1896)	2204
Ethnicity: Other	15% (32)	85% (188)	220
All Christian	16% (144)	84% (774)	919
All Non-Christian	39% (60)	61% (94)	154
Atheist	10% (12)	90% (108)	120
Agnostic/Nothing in particular	9% (57)	91% (568)	625
Something Else	9% (34)	91% (353)	387
Religious Non-Protestant/Catholic	36% (64)	64% (114)	178
Evangelical	13% (69)	87% (458)	527
Non-Evangelical	13% (98)	87% (635)	733
Community: Urban	18% (110)	82% (495)	605
Community: Suburban	12% (133)	88% (972)	1104
Community: Rural	13% (65)	87% (429)	495
Employ: Private Sector	20% (146)	80% (599)	744
Employ: Government	33% (45)	67% (90)	135
Employ: Self-Employed	17% (32)	83% (154)	186
Employ: Homemaker	7% (11)	93% (135)	146
Employ: Student	28% (19)	72% (47)	66
Employ: Retired	3% (18)	97% (533)	551
Employ: Unemployed	10% (25)	90% (239)	264
Employ: Other	10% (12)	90% (101)	112
Military HH: Yes	16% (54)	84% (282)	335
Military HH: No	14% (254)	86% (1615)	1869
RD/WT: Right Direction	23% (174)	77% (580)	754
RD/WT: Wrong Track	9% (134)	91% (1316)	1450
Biden Job Approve	20% (198)	80% (797)	995
Biden Job Disapprove	9% (98)	91% (992)	1090
Biden Job Strongly Approve	27% (127)	73% (342)	469
Biden Job Somewhat Approve	14% (71)	86% (455)	526
Biden Job Somewhat Disapprove	11% (35)	89% (286)	320
Biden Job Strongly Disapprove	8% (63)	92% (707)	770

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Table FZKHQF5: Taylor Swift fans have developed a community of fandom and refer to themselves as 'Swifties.' Do you consider yourself personally to be a Swiftie?

Demographic	Yes	No	Total N
Adults	14% (308)	86% (1896)	2204
Favorable of Biden	18% (179)	82% (811)	990
Unfavorable of Biden	10% (105)	90% (964)	1070
Very Favorable of Biden	23% (112)	77% (369)	480
Somewhat Favorable of Biden	13% (67)	87% (443)	510
Somewhat Unfavorable of Biden	13% (35)	87% (240)	275
Very Unfavorable of Biden	9% (71)	91% (724)	795
#1 Issue: Economy	14% (113)	86% (720)	833
#1 Issue: Security	12% (37)	88% (274)	311
#1 Issue: Health Care	18% (40)	82% (174)	214
#1 Issue: Medicare / Social Security	9% (23)	91% (226)	248
#1 Issue: Women's Issues	12% (28)	88% (205)	233
#1 Issue: Education	18% (14)	82% (66)	81
#1 Issue: Energy	30% (45)	70% (106)	151
#1 Issue: Other	6% (8)	94% (125)	133
2022 House Vote: Democrat	19% (171)	81% (748)	919
2022 House Vote: Republican	12% (78)	88% (595)	673
2022 House Vote: Someone else	17% (9)	83% (45)	54
2022 House Vote: Didnt Vote	9% (49)	91% (509)	558
2020 Vote: Joe Biden	17% (167)	83% (825)	992
2020 Vote: Donald Trump	10% (66)	90% (603)	669
2020 Vote: Other	15% (10)	85% (59)	70
2020 Vote: Didn't Vote	13% (64)	87% (409)	473
2018 House Vote: Democrat	18% (142)	82% (644)	787
2018 House Vote: Republican	11% (67)	89% (530)	597
2018 House Vote: Someone else	10% (5)	90% (47)	52
2018 House Vote: Didnt Vote	12% (93)	88% (675)	768
4-Region: Northeast	21% (83)	79% (304)	386
4-Region: Midwest	15% (67)	85% (388)	455
4-Region: South	11% (96)	89% (745)	841
4-Region: West	12% (62)	88% (460)	522
Concertgoers	29% (139)	71% (337)	475

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Table FZKHQF5: Taylor Swift fans have developed a community of fandom and refer to themselves as 'Swifties.' Do you consider yourself personally to be a Swiftie?

Demographic	Yes		No		Total N
Adults	14%	(308)	86%	(1896)	2204
Taylor Swift Fans	21%	(248)	79%	(927)	1174
Taylor Swift Avid Fans	44%	(155)	56%	(201)	356
Swifties	100%	(308)	—	(0)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF6_1: Have you done any of the following related to Taylor Swift and her music within the past year?
 Purchased Taylor Swift's CD's / records

Demographic	Yes	No	Total N
Adults	10% (212)	90% (1992)	2204
Gender: Male	12% (130)	88% (937)	1068
Gender: Female	7% (82)	93% (1046)	1128
Age: 18-34	14% (88)	86% (544)	632
Age: 35-44	17% (63)	83% (309)	372
Age: 45-64	6% (39)	94% (673)	712
Age: 65+	4% (22)	96% (466)	488
GenZers: 1997-2012	14% (35)	86% (211)	246
Millennials: 1981-1996	15% (103)	85% (574)	677
GenXers: 1965-1980	8% (44)	92% (488)	532
Baby Boomers: 1946-1964	4% (29)	96% (657)	686
PID: Dem (no lean)	14% (125)	86% (761)	886
PID: Ind (no lean)	5% (30)	95% (620)	650
PID: Rep (no lean)	9% (58)	91% (610)	668
PID/Gender: Dem Men	20% (89)	80% (349)	437
PID/Gender: Dem Women	8% (36)	92% (406)	442
PID/Gender: Ind Men	5% (15)	95% (288)	304
PID/Gender: Ind Women	4% (15)	96% (331)	346
PID/Gender: Rep Men	8% (27)	92% (300)	327
PID/Gender: Rep Women	9% (31)	91% (308)	339
Ideo: Liberal (1-3)	14% (92)	86% (575)	667
Ideo: Moderate (4)	7% (42)	93% (561)	603
Ideo: Conservative (5-7)	9% (67)	91% (654)	721
Educ: < College	8% (116)	92% (1324)	1440
Educ: Bachelors degree	10% (48)	90% (437)	485
Educ: Post-grad	17% (48)	83% (230)	279
Income: Under 50k	7% (77)	93% (1053)	1131
Income: 50k-100k	9% (62)	91% (610)	672
Income: 100k+	18% (73)	82% (328)	402
Ethnicity: White	10% (163)	90% (1538)	1701
Ethnicity: Hispanic	13% (48)	87% (331)	380
Ethnicity: Black	11% (32)	89% (252)	283

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Table FZKHQF6_1: Have you done any of the following related to Taylor Swift and her music within the past year?
Purchased Taylor Swift's CD's / records

Demographic	Yes	No	Total N
Adults	10% (212)	90% (1992)	2204
Ethnicity: Other	8% (18)	92% (202)	220
All Christian	10% (96)	90% (823)	919
All Non-Christian	32% (49)	68% (105)	154
Atheist	10% (12)	90% (107)	120
Agnostic/Nothing in particular	6% (38)	94% (587)	625
Something Else	5% (18)	95% (369)	387
Religious Non-Protestant/Catholic	30% (54)	70% (124)	178
Evangelical	9% (47)	91% (480)	527
Non-Evangelical	8% (57)	92% (676)	733
Community: Urban	16% (94)	84% (511)	605
Community: Suburban	8% (88)	92% (1017)	1104
Community: Rural	6% (30)	94% (464)	495
Employ: Private Sector	15% (111)	85% (633)	744
Employ: Government	21% (29)	79% (106)	135
Employ: Self-Employed	9% (16)	91% (170)	186
Employ: Homemaker	5% (8)	95% (138)	146
Employ: Student	7% (4)	93% (62)	66
Employ: Retired	3% (19)	97% (532)	551
Employ: Unemployed	8% (20)	92% (244)	264
Employ: Other	4% (5)	96% (108)	112
Military HH: Yes	10% (35)	90% (300)	335
Military HH: No	9% (177)	91% (1691)	1869
RD/WT: Right Direction	17% (132)	83% (622)	754
RD/WT: Wrong Track	6% (81)	94% (1369)	1450
Biden Job Approve	15% (151)	85% (844)	995
Biden Job Disapprove	5% (59)	95% (1031)	1090
Biden Job Strongly Approve	23% (106)	77% (363)	469
Biden Job Somewhat Approve	9% (45)	91% (481)	526
Biden Job Somewhat Disapprove	6% (18)	94% (303)	320
Biden Job Strongly Disapprove	5% (41)	95% (729)	770

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Table FZKHQF6_1: Have you done any of the following related to Taylor Swift and her music within the past year?
Purchased Taylor Swift's CD's / records

Demographic	Yes	No	Total N
Adults	10% (212)	90% (1992)	2204
Favorable of Biden	14% (144)	86% (847)	990
Unfavorable of Biden	5% (53)	95% (1017)	1070
Very Favorable of Biden	18% (89)	82% (392)	480
Somewhat Favorable of Biden	11% (55)	89% (455)	510
Somewhat Unfavorable of Biden	5% (12)	95% (262)	275
Very Unfavorable of Biden	5% (40)	95% (755)	795
#1 Issue: Economy	10% (80)	90% (754)	833
#1 Issue: Security	8% (24)	92% (287)	311
#1 Issue: Health Care	15% (31)	85% (182)	214
#1 Issue: Medicare / Social Security	6% (15)	94% (233)	248
#1 Issue: Women's Issues	9% (20)	91% (212)	233
#1 Issue: Education	10% (8)	90% (73)	81
#1 Issue: Energy	21% (31)	79% (119)	151
#1 Issue: Other	2% (3)	98% (131)	133
2022 House Vote: Democrat	14% (131)	86% (788)	919
2022 House Vote: Republican	8% (51)	92% (622)	673
2022 House Vote: Someone else	10% (5)	90% (49)	54
2022 House Vote: Didnt Vote	5% (25)	95% (533)	558
2020 Vote: Joe Biden	12% (119)	88% (874)	992
2020 Vote: Donald Trump	6% (41)	94% (628)	669
2020 Vote: Other	7% (5)	93% (65)	70
2020 Vote: Didn't Vote	10% (48)	90% (425)	473
2018 House Vote: Democrat	14% (111)	86% (676)	787
2018 House Vote: Republican	8% (47)	92% (550)	597
2018 House Vote: Someone else	8% (4)	92% (48)	52
2018 House Vote: Didnt Vote	7% (50)	93% (718)	768
4-Region: Northeast	14% (54)	86% (332)	386
4-Region: Midwest	8% (39)	92% (417)	455
4-Region: South	7% (61)	93% (779)	841
4-Region: West	11% (58)	89% (464)	522
Concertgoers	26% (124)	74% (352)	475

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Table FZKHQF6_1: Have you done any of the following related to Taylor Swift and her music within the past year?
Purchased Taylor Swift's CD's / records

Demographic	Yes		No		Total N
Adults	10%	(212)	90%	(1992)	2204
Taylor Swift Fans	16%	(184)	84%	(990)	1174
Taylor Swift Avid Fans	32%	(115)	68%	(241)	356
Swifties	44%	(135)	56%	(172)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF6_2: *Have you done any of the following related to Taylor Swift and her music within the past year?*
Purchased tickets to Taylor Swift's concert(s)

Demographic	Yes	No	Total N
Adults	8% (176)	92% (2028)	2204
Gender: Male	11% (123)	89% (945)	1068
Gender: Female	5% (53)	95% (1075)	1128
Age: 18-34	11% (68)	89% (564)	632
Age: 35-44	20% (73)	80% (299)	372
Age: 45-64	4% (27)	96% (685)	712
Age: 65+	2% (8)	98% (480)	488
GenZers: 1997-2012	9% (23)	91% (223)	246
Millennials: 1981-1996	16% (108)	84% (570)	677
GenXers: 1965-1980	7% (35)	93% (497)	532
Baby Boomers: 1946-1964	2% (10)	98% (676)	686
PID: Dem (no lean)	12% (111)	88% (775)	886
PID: Ind (no lean)	3% (19)	97% (631)	650
PID: Rep (no lean)	7% (46)	93% (621)	668
PID/Gender: Dem Men	20% (88)	80% (350)	437
PID/Gender: Dem Women	5% (22)	95% (420)	442
PID/Gender: Ind Men	2% (7)	98% (297)	304
PID/Gender: Ind Women	3% (12)	97% (334)	346
PID/Gender: Rep Men	9% (28)	91% (299)	327
PID/Gender: Rep Women	5% (18)	95% (321)	339
Ideo: Liberal (1-3)	10% (67)	90% (601)	667
Ideo: Moderate (4)	6% (34)	94% (569)	603
Ideo: Conservative (5-7)	10% (70)	90% (651)	721
Educ: < College	6% (86)	94% (1354)	1440
Educ: Bachelors degree	9% (44)	91% (442)	485
Educ: Post-grad	17% (46)	83% (232)	279
Income: Under 50k	5% (54)	95% (1076)	1131
Income: 50k-100k	8% (52)	92% (620)	672
Income: 100k+	17% (70)	83% (332)	402
Ethnicity: White	8% (131)	92% (1570)	1701
Ethnicity: Hispanic	14% (53)	86% (327)	380
Ethnicity: Black	9% (25)	91% (258)	283

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Table FZKHQF6_2: Have you done any of the following related to Taylor Swift and her music within the past year?
Purchased tickets to Taylor Swift's concert(s)

Demographic	Yes	No	Total N
Adults	8% (176)	92% (2028)	2204
Ethnicity: Other	9% (20)	91% (200)	220
All Christian	8% (76)	92% (842)	919
All Non-Christian	33% (51)	67% (103)	154
Atheist	7% (8)	93% (112)	120
Agnostic/Nothing in particular	4% (27)	96% (597)	625
Something Else	3% (13)	97% (374)	387
Religious Non-Protestant/Catholic	29% (52)	71% (126)	178
Evangelical	7% (35)	93% (492)	527
Non-Evangelical	7% (48)	93% (685)	733
Community: Urban	14% (83)	86% (522)	605
Community: Suburban	6% (69)	94% (1035)	1104
Community: Rural	5% (24)	95% (470)	495
Employ: Private Sector	14% (103)	86% (642)	744
Employ: Government	23% (31)	77% (104)	135
Employ: Self-Employed	9% (17)	91% (170)	186
Employ: Homemaker	2% (4)	98% (142)	146
Employ: Student	3% (2)	97% (64)	66
Employ: Retired	1% (7)	99% (544)	551
Employ: Unemployed	4% (10)	96% (254)	264
Employ: Other	3% (3)	97% (109)	112
Military HH: Yes	11% (36)	89% (299)	335
Military HH: No	7% (140)	93% (1729)	1869
RD/WT: Right Direction	16% (120)	84% (634)	754
RD/WT: Wrong Track	4% (56)	96% (1394)	1450
Biden Job Approve	13% (131)	87% (864)	995
Biden Job Disapprove	4% (40)	96% (1050)	1090
Biden Job Strongly Approve	21% (100)	79% (369)	469
Biden Job Somewhat Approve	6% (31)	94% (495)	526
Biden Job Somewhat Disapprove	1% (5)	99% (316)	320
Biden Job Strongly Disapprove	5% (36)	95% (734)	770

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Table FZKHQF6_2: Have you done any of the following related to Taylor Swift and her music within the past year?
 Purchased tickets to Taylor Swift's concert(s)

Demographic	Yes	No	Total N
Adults	8% (176)	92% (2028)	2204
Favorable of Biden	12% (119)	88% (872)	990
Unfavorable of Biden	4% (45)	96% (1025)	1070
Very Favorable of Biden	17% (80)	83% (400)	480
Somewhat Favorable of Biden	8% (38)	92% (472)	510
Somewhat Unfavorable of Biden	4% (11)	96% (264)	275
Very Unfavorable of Biden	4% (34)	96% (761)	795
#1 Issue: Economy	9% (72)	91% (761)	833
#1 Issue: Security	6% (20)	94% (291)	311
#1 Issue: Health Care	12% (26)	88% (188)	214
#1 Issue: Medicare / Social Security	3% (7)	97% (241)	248
#1 Issue: Women's Issues	4% (10)	96% (222)	233
#1 Issue: Education	10% (8)	90% (73)	81
#1 Issue: Energy	20% (31)	80% (120)	151
#1 Issue: Other	1% (1)	99% (132)	133
2022 House Vote: Democrat	13% (116)	87% (803)	919
2022 House Vote: Republican	6% (38)	94% (635)	673
2022 House Vote: Someone else	4% (2)	96% (52)	54
2022 House Vote: Didnt Vote	4% (20)	96% (538)	558
2020 Vote: Joe Biden	11% (110)	89% (883)	992
2020 Vote: Donald Trump	5% (33)	95% (636)	669
2020 Vote: Other	4% (3)	96% (67)	70
2020 Vote: Didn't Vote	6% (30)	94% (443)	473
2018 House Vote: Democrat	12% (97)	88% (690)	787
2018 House Vote: Republican	7% (43)	93% (554)	597
2018 House Vote: Someone else	4% (2)	96% (50)	52
2018 House Vote: Didnt Vote	4% (34)	96% (735)	768
4-Region: Northeast	12% (47)	88% (339)	386
4-Region: Midwest	8% (36)	92% (420)	455
4-Region: South	7% (58)	93% (783)	841
4-Region: West	7% (36)	93% (486)	522
Concertgoers	22% (103)	78% (373)	475

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Table FZKHQF6_2: Have you done any of the following related to Taylor Swift and her music within the past year?
Purchased tickets to Taylor Swift's concert(s)

Demographic	Yes		No		Total N
Adults	8%	(176)	92%	(2028)	2204
Taylor Swift Fans	12%	(141)	88%	(1033)	1174
Taylor Swift Avid Fans	24%	(86)	76%	(270)	356
Swifties	41%	(127)	59%	(181)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF6_3: *Have you done any of the following related to Taylor Swift and her music within the past year?
 Purchased merchandise related to Taylor Swift (apparel, accessories, posters, etc.)*

Demographic	Yes	No	Total N
Adults	9% (196)	91% (2008)	2204
Gender: Male	11% (123)	89% (945)	1068
Gender: Female	6% (73)	94% (1054)	1128
Age: 18-34	13% (83)	87% (549)	632
Age: 35-44	20% (75)	80% (297)	372
Age: 45-64	4% (29)	96% (683)	712
Age: 65+	2% (8)	98% (479)	488
GenZers: 1997-2012	13% (31)	87% (215)	246
Millennials: 1981-1996	18% (119)	82% (558)	677
GenXers: 1965-1980	6% (30)	94% (501)	532
Baby Boomers: 1946-1964	2% (15)	98% (671)	686
PID: Dem (no lean)	12% (108)	88% (778)	886
PID: Ind (no lean)	5% (33)	95% (617)	650
PID: Rep (no lean)	8% (55)	92% (613)	668
PID/Gender: Dem Men	18% (79)	82% (358)	437
PID/Gender: Dem Women	7% (29)	93% (414)	442
PID/Gender: Ind Men	5% (14)	95% (290)	304
PID/Gender: Ind Women	5% (19)	95% (327)	346
PID/Gender: Rep Men	9% (29)	91% (297)	327
PID/Gender: Rep Women	8% (25)	92% (314)	339
Ideo: Liberal (1-3)	12% (79)	88% (588)	667
Ideo: Moderate (4)	5% (32)	95% (571)	603
Ideo: Conservative (5-7)	10% (72)	90% (649)	721
Educ: < College	7% (105)	93% (1335)	1440
Educ: Bachelors degree	9% (42)	91% (443)	485
Educ: Post-grad	18% (49)	82% (229)	279
Income: Under 50k	7% (74)	93% (1057)	1131
Income: 50k-100k	8% (57)	92% (615)	672
Income: 100k+	16% (65)	84% (336)	402
Ethnicity: White	9% (145)	91% (1556)	1701
Ethnicity: Hispanic	16% (61)	84% (319)	380
Ethnicity: Black	12% (35)	88% (248)	283

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Table FZKHQF6_3: *Have you done any of the following related to Taylor Swift and her music within the past year?
Purchased merchandise related to Taylor Swift (apparel, accessories, posters, etc.)*

Demographic	Yes	No	Total N
Adults	9% (196)	91% (2008)	2204
Ethnicity: Other	7% (16)	93% (204)	220
All Christian	10% (92)	90% (827)	919
All Non-Christian	31% (48)	69% (106)	154
Atheist	7% (9)	93% (111)	120
Agnostic/Nothing in particular	5% (32)	95% (593)	625
Something Else	4% (15)	96% (372)	387
Religious Non-Protestant/Catholic	27% (49)	73% (129)	178
Evangelical	8% (43)	92% (484)	527
Non-Evangelical	8% (56)	92% (677)	733
Community: Urban	13% (78)	87% (527)	605
Community: Suburban	8% (84)	92% (1020)	1104
Community: Rural	7% (34)	93% (460)	495
Employ: Private Sector	14% (103)	86% (642)	744
Employ: Government	21% (28)	79% (107)	135
Employ: Self-Employed	10% (19)	90% (167)	186
Employ: Homemaker	6% (8)	94% (137)	146
Employ: Student	12% (8)	88% (58)	66
Employ: Retired	2% (10)	98% (541)	551
Employ: Unemployed	7% (18)	93% (246)	264
Employ: Other	2% (2)	98% (111)	112
Military HH: Yes	10% (35)	90% (301)	335
Military HH: No	9% (161)	91% (1707)	1869
RD/WT: Right Direction	16% (121)	84% (633)	754
RD/WT: Wrong Track	5% (75)	95% (1375)	1450
Biden Job Approve	13% (134)	87% (861)	995
Biden Job Disapprove	5% (59)	95% (1031)	1090
Biden Job Strongly Approve	20% (93)	80% (376)	469
Biden Job Somewhat Approve	8% (41)	92% (485)	526
Biden Job Somewhat Disapprove	3% (11)	97% (309)	320
Biden Job Strongly Disapprove	6% (48)	94% (722)	770

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Table FZKHQF6_3: *Have you done any of the following related to Taylor Swift and her music within the past year?
 Purchased merchandise related to Taylor Swift (apparel, accessories, posters, etc.)*

Demographic	Yes	No	Total N
Adults	9% (196)	91% (2008)	2204
Favorable of Biden	13% (125)	87% (865)	990
Unfavorable of Biden	5% (55)	95% (1015)	1070
Very Favorable of Biden	17% (83)	83% (397)	480
Somewhat Favorable of Biden	8% (42)	92% (468)	510
Somewhat Unfavorable of Biden	3% (9)	97% (265)	275
Very Unfavorable of Biden	6% (45)	94% (750)	795
#1 Issue: Economy	9% (71)	91% (762)	833
#1 Issue: Security	7% (20)	93% (291)	311
#1 Issue: Health Care	14% (30)	86% (183)	214
#1 Issue: Medicare / Social Security	4% (9)	96% (239)	248
#1 Issue: Women's Issues	6% (14)	94% (218)	233
#1 Issue: Education	15% (12)	85% (69)	81
#1 Issue: Energy	22% (34)	78% (117)	151
#1 Issue: Other	3% (4)	97% (129)	133
2022 House Vote: Democrat	13% (117)	87% (803)	919
2022 House Vote: Republican	7% (48)	93% (625)	673
2022 House Vote: Someone else	8% (4)	92% (49)	54
2022 House Vote: Didnt Vote	5% (27)	95% (531)	558
2020 Vote: Joe Biden	11% (111)	89% (881)	992
2020 Vote: Donald Trump	6% (43)	94% (626)	669
2020 Vote: Other	5% (4)	95% (66)	70
2020 Vote: Didn't Vote	8% (38)	92% (435)	473
2018 House Vote: Democrat	13% (103)	87% (684)	787
2018 House Vote: Republican	8% (46)	92% (551)	597
2018 House Vote: Someone else	6% (3)	94% (49)	52
2018 House Vote: Didnt Vote	6% (44)	94% (724)	768
4-Region: Northeast	15% (58)	85% (329)	386
4-Region: Midwest	9% (43)	91% (413)	455
4-Region: South	6% (50)	94% (791)	841
4-Region: West	9% (46)	91% (476)	522
Concertgoers	24% (116)	76% (359)	475

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Table FZKHQF6_3: *Have you done any of the following related to Taylor Swift and her music within the past year?
Purchased merchandise related to Taylor Swift (apparel, accessories, posters, etc.)*

Demographic	Yes		No		Total N
Adults	9%	(196)	91%	(2008)	2204
Taylor Swift Fans	14%	(161)	86%	(1013)	1174
Taylor Swift Avid Fans	31%	(110)	69%	(246)	356
Swifties	47%	(145)	53%	(162)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF6_4: Have you done any of the following related to Taylor Swift and her music within the past year?
 Attended a meet-up or theme night related to Taylor Swift

Demographic	Yes	No	Total N
Adults	7% (157)	93% (2047)	2204
Gender: Male	11% (120)	89% (947)	1068
Gender: Female	3% (36)	97% (1091)	1128
Age: 18-34	10% (64)	90% (568)	632
Age: 35-44	17% (64)	83% (308)	372
Age: 45-64	3% (20)	97% (692)	712
Age: 65+	2% (8)	98% (480)	488
GenZers: 1997-2012	7% (17)	93% (228)	246
Millennials: 1981-1996	15% (102)	85% (575)	677
GenXers: 1965-1980	5% (27)	95% (505)	532
Baby Boomers: 1946-1964	1% (9)	99% (677)	686
PID: Dem (no lean)	11% (95)	89% (791)	886
PID: Ind (no lean)	2% (14)	98% (636)	650
PID: Rep (no lean)	7% (48)	93% (620)	668
PID/Gender: Dem Men	18% (78)	82% (359)	437
PID/Gender: Dem Women	4% (17)	96% (425)	442
PID/Gender: Ind Men	2% (6)	98% (297)	304
PID/Gender: Ind Women	2% (8)	98% (338)	346
PID/Gender: Rep Men	11% (36)	89% (291)	327
PID/Gender: Rep Women	3% (11)	97% (327)	339
Ideo: Liberal (1-3)	9% (58)	91% (610)	667
Ideo: Moderate (4)	4% (24)	96% (579)	603
Ideo: Conservative (5-7)	9% (66)	91% (655)	721
Educ: < College	5% (73)	95% (1367)	1440
Educ: Bachelors degree	7% (34)	93% (451)	485
Educ: Post-grad	18% (50)	82% (229)	279
Income: Under 50k	5% (51)	95% (1080)	1131
Income: 50k-100k	8% (51)	92% (621)	672
Income: 100k+	14% (55)	86% (347)	402
Ethnicity: White	8% (131)	92% (1569)	1701
Ethnicity: Hispanic	14% (51)	86% (328)	380
Ethnicity: Black	4% (11)	96% (272)	283

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Table FZKHQF6_4: *Have you done any of the following related to Taylor Swift and her music within the past year?
Attended a meet-up or theme night related to Taylor Swift*

Demographic	Yes	No	Total N
Adults	7% (157)	93% (2047)	2204
Ethnicity: Other	6% (14)	94% (206)	220
All Christian	8% (75)	92% (844)	919
All Non-Christian	31% (48)	69% (105)	154
Atheist	5% (6)	95% (113)	120
Agnostic/Nothing in particular	2% (14)	98% (611)	625
Something Else	4% (14)	96% (373)	387
Religious Non-Protestant/Catholic	28% (49)	72% (129)	178
Evangelical	7% (38)	93% (489)	527
Non-Evangelical	6% (46)	94% (687)	733
Community: Urban	12% (71)	88% (534)	605
Community: Suburban	5% (59)	95% (1045)	1104
Community: Rural	5% (26)	95% (468)	495
Employ: Private Sector	12% (90)	88% (654)	744
Employ: Government	22% (30)	78% (105)	135
Employ: Self-Employed	6% (10)	94% (176)	186
Employ: Homemaker	2% (3)	98% (142)	146
Employ: Student	2% (1)	98% (65)	66
Employ: Retired	1% (8)	99% (543)	551
Employ: Unemployed	4% (10)	96% (254)	264
Employ: Other	3% (3)	97% (109)	112
Military HH: Yes	10% (34)	90% (301)	335
Military HH: No	7% (122)	93% (1746)	1869
RD/WT: Right Direction	15% (112)	85% (642)	754
RD/WT: Wrong Track	3% (44)	97% (1406)	1450
Biden Job Approve	11% (114)	89% (881)	995
Biden Job Disapprove	4% (39)	96% (1051)	1090
Biden Job Strongly Approve	17% (80)	83% (388)	469
Biden Job Somewhat Approve	6% (34)	94% (493)	526
Biden Job Somewhat Disapprove	3% (9)	97% (312)	320
Biden Job Strongly Disapprove	4% (30)	96% (740)	770

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Table FZKHQF6_4: Have you done any of the following related to Taylor Swift and her music within the past year?
 Attended a meet-up or theme night related to Taylor Swift

Demographic	Yes	No	Total N
Adults	7% (157)	93% (2047)	2204
Favorable of Biden	11% (104)	89% (886)	990
Unfavorable of Biden	3% (36)	97% (1034)	1070
Very Favorable of Biden	14% (69)	86% (411)	480
Somewhat Favorable of Biden	7% (36)	93% (475)	510
Somewhat Unfavorable of Biden	3% (9)	97% (266)	275
Very Unfavorable of Biden	3% (27)	97% (768)	795
#1 Issue: Economy	8% (63)	92% (771)	833
#1 Issue: Security	8% (24)	92% (287)	311
#1 Issue: Health Care	9% (19)	91% (195)	214
#1 Issue: Medicare / Social Security	2% (6)	98% (243)	248
#1 Issue: Women's Issues	5% (12)	95% (221)	233
#1 Issue: Education	7% (5)	93% (75)	81
#1 Issue: Energy	17% (26)	83% (124)	151
#1 Issue: Other	1% (2)	99% (131)	133
2022 House Vote: Democrat	10% (95)	90% (824)	919
2022 House Vote: Republican	7% (44)	93% (628)	673
2022 House Vote: Someone else	3% (2)	97% (52)	54
2022 House Vote: Didnt Vote	3% (15)	97% (543)	558
2020 Vote: Joe Biden	9% (88)	91% (904)	992
2020 Vote: Donald Trump	6% (37)	94% (632)	669
2020 Vote: Other	4% (3)	96% (67)	70
2020 Vote: Didn't Vote	6% (29)	94% (444)	473
2018 House Vote: Democrat	11% (85)	89% (702)	787
2018 House Vote: Republican	7% (39)	93% (558)	597
2018 House Vote: Someone else	2% (1)	98% (51)	52
2018 House Vote: Didnt Vote	4% (31)	96% (737)	768
4-Region: Northeast	10% (39)	90% (347)	386
4-Region: Midwest	8% (37)	92% (419)	455
4-Region: South	5% (45)	95% (796)	841
4-Region: West	7% (37)	93% (485)	522
Concertgoers	20% (94)	80% (381)	475

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Table FZKHQF6_4: Have you done any of the following related to Taylor Swift and her music within the past year?
Attended a meet-up or theme night related to Taylor Swift

Demographic	Yes		No		Total N
Adults	7%	(157)	93%	(2047)	2204
Taylor Swift Fans	10%	(120)	90%	(1055)	1174
Taylor Swift Avid Fans	21%	(76)	79%	(280)	356
Swifties	36%	(112)	64%	(196)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF6_5: *Have you done any of the following related to Taylor Swift and her music within the past year?*
 Downloaded Taylor Swift's music

Demographic	Yes	No	Total N
Adults	19% (428)	81% (1776)	2204
Gender: Male	21% (220)	79% (848)	1068
Gender: Female	18% (208)	82% (920)	1128
Age: 18-34	30% (188)	70% (444)	632
Age: 35-44	34% (125)	66% (247)	372
Age: 45-64	12% (87)	88% (626)	712
Age: 65+	6% (28)	94% (460)	488
GenZers: 1997-2012	28% (68)	72% (178)	246
Millennials: 1981-1996	32% (218)	68% (459)	677
GenXers: 1965-1980	16% (88)	84% (444)	532
Baby Boomers: 1946-1964	8% (52)	92% (634)	686
PID: Dem (no lean)	27% (239)	73% (647)	886
PID: Ind (no lean)	13% (88)	87% (563)	650
PID: Rep (no lean)	15% (101)	85% (566)	668
PID/Gender: Dem Men	32% (141)	68% (296)	437
PID/Gender: Dem Women	22% (99)	78% (344)	442
PID/Gender: Ind Men	15% (45)	85% (259)	304
PID/Gender: Ind Women	12% (43)	88% (303)	346
PID/Gender: Rep Men	11% (35)	89% (292)	327
PID/Gender: Rep Women	20% (66)	80% (273)	339
Ideo: Liberal (1-3)	26% (171)	74% (496)	667
Ideo: Moderate (4)	16% (99)	84% (504)	603
Ideo: Conservative (5-7)	17% (120)	83% (601)	721
Educ: < College	18% (255)	82% (1186)	1440
Educ: Bachelors degree	20% (98)	80% (388)	485
Educ: Post-grad	27% (76)	73% (203)	279
Income: Under 50k	17% (189)	83% (942)	1131
Income: 50k-100k	18% (123)	82% (548)	672
Income: 100k+	29% (116)	71% (286)	402
Ethnicity: White	18% (304)	82% (1397)	1701
Ethnicity: Hispanic	26% (100)	74% (279)	380
Ethnicity: Black	25% (72)	75% (212)	283

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Table FZKHQF6_5: Have you done any of the following related to Taylor Swift and her music within the past year?

Downloaded Taylor Swift's music

Demographic	Yes	No	Total N
Adults	19% (428)	81% (1776)	2204
Ethnicity: Other	24% (52)	76% (168)	220
All Christian	18% (161)	82% (757)	919
All Non-Christian	46% (71)	54% (82)	154
Atheist	19% (22)	81% (97)	120
Agnostic/Nothing in particular	18% (115)	82% (510)	625
Something Else	15% (58)	85% (329)	387
Religious Non-Protestant/Catholic	43% (76)	57% (101)	178
Evangelical	17% (92)	83% (435)	527
Non-Evangelical	16% (116)	84% (617)	733
Community: Urban	27% (161)	73% (444)	605
Community: Suburban	16% (181)	84% (923)	1104
Community: Rural	17% (86)	83% (409)	495
Employ: Private Sector	27% (198)	73% (547)	744
Employ: Government	31% (42)	69% (93)	135
Employ: Self-Employed	24% (45)	76% (141)	186
Employ: Homemaker	20% (30)	80% (116)	146
Employ: Student	24% (16)	76% (50)	66
Employ: Retired	6% (35)	94% (515)	551
Employ: Unemployed	19% (51)	81% (213)	264
Employ: Other	11% (12)	89% (101)	112
Military HH: Yes	20% (66)	80% (269)	335
Military HH: No	19% (362)	81% (1507)	1869
RD/WT: Right Direction	27% (202)	73% (552)	754
RD/WT: Wrong Track	16% (225)	84% (1225)	1450
Biden Job Approve	26% (256)	74% (739)	995
Biden Job Disapprove	14% (154)	86% (936)	1090
Biden Job Strongly Approve	33% (152)	67% (316)	469
Biden Job Somewhat Approve	20% (104)	80% (422)	526
Biden Job Somewhat Disapprove	16% (50)	84% (270)	320
Biden Job Strongly Disapprove	14% (104)	86% (666)	770

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Table FZKHQF6_5: Have you done any of the following related to Taylor Swift and her music within the past year?
 Downloaded Taylor Swift's music

Demographic	Yes	No	Total N
Adults	19% (428)	81% (1776)	2204
Favorable of Biden	25% (245)	75% (746)	990
Unfavorable of Biden	14% (151)	86% (919)	1070
Very Favorable of Biden	30% (144)	70% (337)	480
Somewhat Favorable of Biden	20% (101)	80% (409)	510
Somewhat Unfavorable of Biden	15% (41)	85% (234)	275
Very Unfavorable of Biden	14% (110)	86% (685)	795
#1 Issue: Economy	20% (168)	80% (665)	833
#1 Issue: Security	16% (50)	84% (261)	311
#1 Issue: Health Care	24% (51)	76% (163)	214
#1 Issue: Medicare / Social Security	8% (19)	92% (230)	248
#1 Issue: Women's Issues	25% (59)	75% (174)	233
#1 Issue: Education	16% (13)	84% (68)	81
#1 Issue: Energy	37% (55)	63% (96)	151
#1 Issue: Other	10% (13)	90% (120)	133
2022 House Vote: Democrat	25% (234)	75% (686)	919
2022 House Vote: Republican	13% (86)	87% (587)	673
2022 House Vote: Someone else	22% (12)	78% (42)	54
2022 House Vote: Didnt Vote	17% (96)	83% (462)	558
2020 Vote: Joe Biden	23% (229)	77% (764)	992
2020 Vote: Donald Trump	13% (84)	87% (585)	669
2020 Vote: Other	22% (15)	78% (54)	70
2020 Vote: Didn't Vote	21% (100)	79% (373)	473
2018 House Vote: Democrat	25% (196)	75% (591)	787
2018 House Vote: Republican	14% (83)	86% (514)	597
2018 House Vote: Someone else	13% (7)	87% (45)	52
2018 House Vote: Didnt Vote	18% (142)	82% (626)	768
4-Region: Northeast	25% (95)	75% (291)	386
4-Region: Midwest	16% (71)	84% (384)	455
4-Region: South	17% (142)	83% (699)	841
4-Region: West	23% (119)	77% (402)	522
Concertgoers	36% (173)	64% (303)	475

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Table FZKHQF6_5: Have you done any of the following related to Taylor Swift and her music within the past year?

Downloaded Taylor Swift's music

Demographic	Yes		No		Total N
Adults	19%	(428)	81%	(1776)	2204
Taylor Swift Fans	34%	(395)	66%	(779)	1174
Taylor Swift Avid Fans	57%	(205)	43%	(152)	356
Swifties	62%	(191)	38%	(116)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF6_6: *Have you done any of the following related to Taylor Swift and her music within the past year?
 Posted about Taylor Swift on social media*

Demographic	Yes	No	Total N
Adults	12% (261)	88% (1943)	2204
Gender: Male	15% (159)	85% (908)	1068
Gender: Female	9% (102)	91% (1026)	1128
Age: 18-34	18% (113)	82% (519)	632
Age: 35-44	22% (82)	78% (291)	372
Age: 45-64	7% (53)	93% (659)	712
Age: 65+	3% (13)	97% (474)	488
GenZers: 1997-2012	20% (48)	80% (198)	246
Millennials: 1981-1996	20% (135)	80% (543)	677
GenXers: 1965-1980	10% (53)	90% (479)	532
Baby Boomers: 1946-1964	4% (25)	96% (661)	686
PID: Dem (no lean)	17% (152)	83% (734)	886
PID: Ind (no lean)	7% (48)	93% (602)	650
PID: Rep (no lean)	9% (61)	91% (606)	668
PID/Gender: Dem Men	22% (96)	78% (341)	437
PID/Gender: Dem Women	13% (55)	87% (387)	442
PID/Gender: Ind Men	9% (27)	91% (277)	304
PID/Gender: Ind Women	6% (21)	94% (325)	346
PID/Gender: Rep Men	11% (36)	89% (291)	327
PID/Gender: Rep Women	7% (25)	93% (314)	339
Ideo: Liberal (1-3)	17% (114)	83% (553)	667
Ideo: Moderate (4)	9% (52)	91% (550)	603
Ideo: Conservative (5-7)	12% (83)	88% (638)	721
Educ: < College	10% (142)	90% (1299)	1440
Educ: Bachelors degree	13% (62)	87% (423)	485
Educ: Post-grad	21% (58)	79% (221)	279
Income: Under 50k	9% (102)	91% (1029)	1131
Income: 50k-100k	12% (82)	88% (589)	672
Income: 100k+	19% (77)	81% (325)	402
Ethnicity: White	12% (196)	88% (1505)	1701
Ethnicity: Hispanic	19% (71)	81% (309)	380
Ethnicity: Black	15% (43)	85% (241)	283

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Table FZKHQF6_6: *Have you done any of the following related to Taylor Swift and her music within the past year?
Posted about Taylor Swift on social media*

Demographic	Yes	No	Total N
Adults	12% (261)	88% (1943)	2204
Ethnicity: Other	10% (23)	90% (197)	220
All Christian	12% (107)	88% (812)	919
All Non-Christian	40% (61)	60% (92)	154
Atheist	15% (18)	85% (101)	120
Agnostic/Nothing in particular	7% (47)	93% (578)	625
Something Else	7% (28)	93% (359)	387
Religious Non-Protestant/Catholic	35% (63)	65% (115)	178
Evangelical	10% (53)	90% (474)	527
Non-Evangelical	10% (74)	90% (659)	733
Community: Urban	17% (101)	83% (504)	605
Community: Suburban	10% (116)	90% (989)	1104
Community: Rural	9% (44)	91% (450)	495
Employ: Private Sector	18% (131)	82% (613)	744
Employ: Government	28% (37)	72% (97)	135
Employ: Self-Employed	11% (21)	89% (165)	186
Employ: Homemaker	7% (10)	93% (135)	146
Employ: Student	21% (14)	79% (52)	66
Employ: Retired	3% (18)	97% (533)	551
Employ: Unemployed	8% (22)	92% (242)	264
Employ: Other	7% (8)	93% (104)	112
Military HH: Yes	14% (46)	86% (290)	335
Military HH: No	12% (215)	88% (1653)	1869
RD/WT: Right Direction	21% (157)	79% (597)	754
RD/WT: Wrong Track	7% (104)	93% (1346)	1450
Biden Job Approve	17% (171)	83% (824)	995
Biden Job Disapprove	8% (86)	92% (1004)	1090
Biden Job Strongly Approve	24% (115)	76% (354)	469
Biden Job Somewhat Approve	11% (56)	89% (470)	526
Biden Job Somewhat Disapprove	10% (31)	90% (290)	320
Biden Job Strongly Disapprove	7% (55)	93% (714)	770

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Table FZKHQF6_6: *Have you done any of the following related to Taylor Swift and her music within the past year?
 Posted about Taylor Swift on social media*

Demographic	Yes	No	Total N
Adults	12% (261)	88% (1943)	2204
Favorable of Biden	16% (161)	84% (829)	990
Unfavorable of Biden	8% (84)	92% (986)	1070
Very Favorable of Biden	21% (103)	79% (377)	480
Somewhat Favorable of Biden	11% (58)	89% (452)	510
Somewhat Unfavorable of Biden	10% (26)	90% (248)	275
Very Unfavorable of Biden	7% (58)	93% (737)	795
#1 Issue: Economy	11% (90)	89% (743)	833
#1 Issue: Security	9% (29)	91% (282)	311
#1 Issue: Health Care	20% (43)	80% (171)	214
#1 Issue: Medicare / Social Security	6% (15)	94% (233)	248
#1 Issue: Women's Issues	11% (26)	89% (207)	233
#1 Issue: Education	18% (15)	82% (66)	81
#1 Issue: Energy	24% (37)	76% (114)	151
#1 Issue: Other	5% (7)	95% (127)	133
2022 House Vote: Democrat	18% (163)	82% (756)	919
2022 House Vote: Republican	11% (71)	89% (602)	673
2022 House Vote: Someone else	8% (4)	92% (49)	54
2022 House Vote: Didnt Vote	4% (22)	96% (536)	558
2020 Vote: Joe Biden	15% (152)	85% (841)	992
2020 Vote: Donald Trump	9% (58)	91% (611)	669
2020 Vote: Other	8% (5)	92% (64)	70
2020 Vote: Didn't Vote	10% (46)	90% (427)	473
2018 House Vote: Democrat	18% (139)	82% (648)	787
2018 House Vote: Republican	10% (62)	90% (535)	597
2018 House Vote: Someone else	4% (2)	96% (50)	52
2018 House Vote: Didnt Vote	8% (59)	92% (709)	768
4-Region: Northeast	16% (61)	84% (325)	386
4-Region: Midwest	12% (54)	88% (402)	455
4-Region: South	10% (83)	90% (758)	841
4-Region: West	12% (63)	88% (459)	522
Concertgoers	29% (138)	71% (337)	475

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Table FZKHQF6_6: *Have you done any of the following related to Taylor Swift and her music within the past year?
Posted about Taylor Swift on social media*

Demographic	Yes		No		Total N
Adults	12%	(261)	88%	(1943)	2204
Taylor Swift Fans	18%	(214)	82%	(960)	1174
Taylor Swift Avid Fans	38%	(136)	62%	(220)	356
Swifties	55%	(169)	45%	(139)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF6_7: Have you done any of the following related to Taylor Swift and her music within the past year?
 Communicated with others on social media about Taylor Swift

Demographic	Yes	No	Total N
Adults	14% (303)	86% (1901)	2204
Gender: Male	18% (191)	82% (877)	1068
Gender: Female	10% (112)	90% (1015)	1128
Age: 18-34	19% (122)	81% (510)	632
Age: 35-44	28% (104)	72% (268)	372
Age: 45-64	8% (60)	92% (652)	712
Age: 65+	3% (17)	97% (471)	488
GenZers: 1997-2012	20% (50)	80% (196)	246
Millennials: 1981-1996	23% (155)	77% (522)	677
GenXers: 1965-1980	13% (71)	87% (460)	532
Baby Boomers: 1946-1964	3% (22)	97% (665)	686
PID: Dem (no lean)	22% (194)	78% (692)	886
PID: Ind (no lean)	8% (52)	92% (599)	650
PID: Rep (no lean)	9% (58)	91% (610)	668
PID/Gender: Dem Men	30% (133)	70% (304)	437
PID/Gender: Dem Women	14% (61)	86% (382)	442
PID/Gender: Ind Men	8% (25)	92% (279)	304
PID/Gender: Ind Women	8% (26)	92% (320)	346
PID/Gender: Rep Men	10% (33)	90% (294)	327
PID/Gender: Rep Women	7% (25)	93% (314)	339
Ideo: Liberal (1-3)	21% (141)	79% (527)	667
Ideo: Moderate (4)	11% (67)	89% (536)	603
Ideo: Conservative (5-7)	12% (85)	88% (636)	721
Educ: < College	12% (176)	88% (1265)	1440
Educ: Bachelors degree	14% (66)	86% (419)	485
Educ: Post-grad	22% (62)	78% (217)	279
Income: Under 50k	11% (128)	89% (1003)	1131
Income: 50k-100k	13% (84)	87% (588)	672
Income: 100k+	23% (91)	77% (311)	402
Ethnicity: White	13% (229)	87% (1471)	1701
Ethnicity: Hispanic	22% (84)	78% (295)	380
Ethnicity: Black	20% (56)	80% (227)	283

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Table FZKHQF6_7: Have you done any of the following related to Taylor Swift and her music within the past year?
Communicated with others on social media about Taylor Swift

Demographic	Yes	No	Total N
Adults	14% (303)	86% (1901)	2204
Ethnicity: Other	8% (18)	92% (202)	220
All Christian	13% (120)	87% (799)	919
All Non-Christian	40% (61)	60% (92)	154
Atheist	11% (13)	89% (107)	120
Agnostic/Nothing in particular	11% (72)	89% (553)	625
Something Else	10% (38)	90% (349)	387
Religious Non-Protestant/Catholic	36% (63)	64% (115)	178
Evangelical	14% (74)	86% (453)	527
Non-Evangelical	11% (78)	89% (655)	733
Community: Urban	20% (122)	80% (483)	605
Community: Suburban	12% (135)	88% (970)	1104
Community: Rural	10% (47)	90% (447)	495
Employ: Private Sector	22% (161)	78% (583)	744
Employ: Government	29% (39)	71% (95)	135
Employ: Self-Employed	11% (21)	89% (165)	186
Employ: Homemaker	10% (14)	90% (131)	146
Employ: Student	20% (13)	80% (53)	66
Employ: Retired	4% (20)	96% (531)	551
Employ: Unemployed	10% (28)	90% (236)	264
Employ: Other	6% (7)	94% (106)	112
Military HH: Yes	17% (57)	83% (278)	335
Military HH: No	13% (246)	87% (1623)	1869
RD/WT: Right Direction	25% (185)	75% (569)	754
RD/WT: Wrong Track	8% (119)	92% (1331)	1450
Biden Job Approve	20% (202)	80% (793)	995
Biden Job Disapprove	9% (98)	91% (992)	1090
Biden Job Strongly Approve	28% (130)	72% (338)	469
Biden Job Somewhat Approve	14% (72)	86% (454)	526
Biden Job Somewhat Disapprove	12% (39)	88% (282)	320
Biden Job Strongly Disapprove	8% (59)	92% (711)	770

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Table FZKHQF6_7: Have you done any of the following related to Taylor Swift and her music within the past year?
 Communicated with others on social media about Taylor Swift

Demographic	Yes	No	Total N
Adults	14% (303)	86% (1901)	2204
Favorable of Biden	19% (191)	81% (799)	990
Unfavorable of Biden	9% (97)	91% (973)	1070
Very Favorable of Biden	25% (122)	75% (358)	480
Somewhat Favorable of Biden	13% (69)	87% (441)	510
Somewhat Unfavorable of Biden	14% (38)	86% (237)	275
Very Unfavorable of Biden	7% (59)	93% (736)	795
#1 Issue: Economy	13% (105)	87% (728)	833
#1 Issue: Security	12% (37)	88% (274)	311
#1 Issue: Health Care	24% (52)	76% (162)	214
#1 Issue: Medicare / Social Security	4% (10)	96% (239)	248
#1 Issue: Women's Issues	13% (30)	87% (203)	233
#1 Issue: Education	17% (13)	83% (67)	81
#1 Issue: Energy	32% (49)	68% (102)	151
#1 Issue: Other	6% (8)	94% (126)	133
2022 House Vote: Democrat	20% (185)	80% (734)	919
2022 House Vote: Republican	10% (67)	90% (606)	673
2022 House Vote: Someone else	12% (6)	88% (47)	54
2022 House Vote: Didnt Vote	8% (45)	92% (513)	558
2020 Vote: Joe Biden	19% (189)	81% (803)	992
2020 Vote: Donald Trump	9% (57)	91% (612)	669
2020 Vote: Other	7% (5)	93% (64)	70
2020 Vote: Didn't Vote	11% (52)	89% (421)	473
2018 House Vote: Democrat	22% (175)	78% (612)	787
2018 House Vote: Republican	10% (61)	90% (537)	597
2018 House Vote: Someone else	8% (4)	92% (48)	52
2018 House Vote: Didnt Vote	8% (64)	92% (705)	768
4-Region: Northeast	19% (72)	81% (315)	386
4-Region: Midwest	13% (61)	87% (394)	455
4-Region: South	13% (107)	87% (734)	841
4-Region: West	12% (64)	88% (458)	522
Concertgoers	33% (155)	67% (320)	475

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Table FZKHQF6_7: *Have you done any of the following related to Taylor Swift and her music within the past year?
Communicated with others on social media about Taylor Swift*

Demographic	Yes		No		Total N
Adults	14%	(303)	86%	(1901)	2204
Taylor Swift Fans	22%	(254)	78%	(921)	1174
Taylor Swift Avid Fans	40%	(144)	60%	(212)	356
Swifties	58%	(179)	42%	(129)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF6_8: *Have you done any of the following related to Taylor Swift and her music within the past year?
 Shared or followed a playlist inspired by Taylor Swift*

Demographic	Yes	No	Total N
Adults	13% (296)	87% (1908)	2204
Gender: Male	16% (169)	84% (898)	1068
Gender: Female	11% (126)	89% (1002)	1128
Age: 18-34	21% (136)	79% (496)	632
Age: 35-44	24% (90)	76% (282)	372
Age: 45-64	8% (59)	92% (653)	712
Age: 65+	2% (11)	98% (477)	488
GenZers: 1997-2012	22% (54)	78% (192)	246
Millennials: 1981-1996	23% (154)	77% (523)	677
GenXers: 1965-1980	12% (62)	88% (470)	532
Baby Boomers: 1946-1964	4% (26)	96% (660)	686
PID: Dem (no lean)	19% (167)	81% (719)	886
PID: Ind (no lean)	7% (48)	93% (602)	650
PID: Rep (no lean)	12% (81)	88% (587)	668
PID/Gender: Dem Men	24% (107)	76% (331)	437
PID/Gender: Dem Women	14% (60)	86% (383)	442
PID/Gender: Ind Men	6% (19)	94% (284)	304
PID/Gender: Ind Women	8% (29)	92% (318)	346
PID/Gender: Rep Men	13% (43)	87% (284)	327
PID/Gender: Rep Women	11% (37)	89% (302)	339
Ideo: Liberal (1-3)	18% (121)	82% (546)	667
Ideo: Moderate (4)	11% (64)	89% (539)	603
Ideo: Conservative (5-7)	13% (92)	87% (629)	721
Educ: < College	12% (171)	88% (1270)	1440
Educ: Bachelors degree	14% (67)	86% (419)	485
Educ: Post-grad	21% (58)	79% (220)	279
Income: Under 50k	11% (125)	89% (1005)	1131
Income: 50k-100k	14% (94)	86% (577)	672
Income: 100k+	19% (76)	81% (326)	402
Ethnicity: White	13% (215)	87% (1486)	1701
Ethnicity: Hispanic	20% (74)	80% (305)	380
Ethnicity: Black	19% (55)	81% (229)	283

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Table FZKHQF6_8: *Have you done any of the following related to Taylor Swift and her music within the past year?
Shared or followed a playlist inspired by Taylor Swift*

Demographic	Yes	No	Total N
Adults	13% (296)	87% (1908)	2204
Ethnicity: Other	12% (26)	88% (194)	220
All Christian	14% (128)	86% (791)	919
All Non-Christian	36% (55)	64% (99)	154
Atheist	7% (9)	93% (111)	120
Agnostic/Nothing in particular	11% (70)	89% (555)	625
Something Else	9% (35)	91% (352)	387
Religious Non-Protestant/Catholic	34% (60)	66% (118)	178
Evangelical	12% (64)	88% (463)	527
Non-Evangelical	12% (88)	88% (645)	733
Community: Urban	19% (114)	81% (491)	605
Community: Suburban	12% (132)	88% (972)	1104
Community: Rural	10% (49)	90% (445)	495
Employ: Private Sector	21% (153)	79% (592)	744
Employ: Government	25% (33)	75% (101)	135
Employ: Self-Employed	17% (31)	83% (155)	186
Employ: Homemaker	14% (20)	86% (125)	146
Employ: Student	23% (15)	77% (51)	66
Employ: Retired	3% (17)	97% (534)	551
Employ: Unemployed	8% (21)	92% (243)	264
Employ: Other	5% (6)	95% (107)	112
Military HH: Yes	14% (48)	86% (287)	335
Military HH: No	13% (247)	87% (1621)	1869
RD/WT: Right Direction	22% (166)	78% (588)	754
RD/WT: Wrong Track	9% (129)	91% (1321)	1450
Biden Job Approve	19% (185)	81% (809)	995
Biden Job Disapprove	10% (106)	90% (984)	1090
Biden Job Strongly Approve	26% (124)	74% (345)	469
Biden Job Somewhat Approve	12% (62)	88% (465)	526
Biden Job Somewhat Disapprove	11% (36)	89% (284)	320
Biden Job Strongly Disapprove	9% (70)	91% (700)	770

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Table FZKHQF6_8: Have you done any of the following related to Taylor Swift and her music within the past year?
Shared or followed a playlist inspired by Taylor Swift

Demographic	Yes	No	Total N
Adults	13% (296)	87% (1908)	2204
Favorable of Biden	17% (172)	83% (818)	990
Unfavorable of Biden	10% (107)	90% (963)	1070
Very Favorable of Biden	22% (107)	78% (373)	480
Somewhat Favorable of Biden	13% (65)	87% (445)	510
Somewhat Unfavorable of Biden	11% (31)	89% (244)	275
Very Unfavorable of Biden	10% (76)	90% (719)	795
#1 Issue: Economy	13% (108)	87% (726)	833
#1 Issue: Security	11% (35)	89% (276)	311
#1 Issue: Health Care	16% (35)	84% (179)	214
#1 Issue: Medicare / Social Security	4% (11)	96% (237)	248
#1 Issue: Women's Issues	16% (37)	84% (195)	233
#1 Issue: Education	20% (16)	80% (65)	81
#1 Issue: Energy	27% (40)	73% (110)	151
#1 Issue: Other	10% (14)	90% (120)	133
2022 House Vote: Democrat	18% (168)	82% (752)	919
2022 House Vote: Republican	11% (74)	89% (598)	673
2022 House Vote: Someone else	11% (6)	89% (48)	54
2022 House Vote: Didnt Vote	9% (48)	91% (511)	558
2020 Vote: Joe Biden	17% (170)	83% (822)	992
2020 Vote: Donald Trump	9% (63)	91% (607)	669
2020 Vote: Other	5% (3)	95% (66)	70
2020 Vote: Didn't Vote	13% (59)	87% (414)	473
2018 House Vote: Democrat	18% (144)	82% (643)	787
2018 House Vote: Republican	12% (71)	88% (526)	597
2018 House Vote: Someone else	8% (4)	92% (47)	52
2018 House Vote: Didnt Vote	10% (76)	90% (692)	768
4-Region: Northeast	17% (68)	83% (319)	386
4-Region: Midwest	12% (55)	88% (400)	455
4-Region: South	12% (105)	88% (736)	841
4-Region: West	13% (68)	87% (454)	522
Concertgoers	31% (148)	69% (328)	475

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Table FZKHQF6_8: *Have you done any of the following related to Taylor Swift and her music within the past year?
Shared or followed a playlist inspired by Taylor Swift*

Demographic	Yes		No		Total N
Adults	13%	(296)	87%	(1908)	2204
Taylor Swift Fans	22%	(259)	78%	(915)	1174
Taylor Swift Avid Fans	42%	(150)	58%	(206)	356
Swifties	58%	(178)	42%	(130)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF7_1: And about how much have you spent on each of the following within the past year?
Purchased Taylor Swift's CD's / records

Demographic	\$1-\$50	\$51-\$100	\$101-\$250	\$251-\$500	\$501-\$750	\$751-\$1,000	More than \$1,000	Don't know	Total N
Adults	22% (47)	31% (66)	13% (28)	12% (25)	8% (18)	2% (5)	3% (6)	8% (18)	212
Gender: Male	13% (17)	31% (40)	19% (25)	16% (20)	11% (15)	3% (4)	3% (4)	4% (5)	130
Gender: Female	36% (29)	32% (26)	4% (4)	5% (4)	3% (3)	— (0)	4% (3)	15% (13)	82
Age: 18-34	19% (16)	28% (24)	17% (15)	7% (6)	10% (9)	4% (3)	2% (1)	14% (13)	88
Age: 35-44	11% (7)	33% (21)	14% (9)	23% (14)	7% (5)	2% (2)	8% (5)	1% (1)	63
Millennials: 1981-1996	11% (12)	28% (29)	15% (15)	19% (20)	9% (10)	4% (5)	3% (3)	10% (10)	103
PID: Dem (no lean)	17% (21)	30% (38)	19% (23)	10% (13)	11% (14)	1% (2)	4% (5)	8% (10)	125
PID: Rep (no lean)	29% (17)	35% (20)	6% (4)	12% (7)	5% (3)	4% (2)	1% (0)	8% (5)	58
PID/Gender: Dem Men	8% (7)	31% (28)	26% (23)	14% (12)	15% (13)	2% (2)	2% (2)	1% (1)	89
Ideo: Liberal (1-3)	21% (20)	27% (25)	13% (12)	14% (13)	14% (12)	3% (3)	2% (1)	6% (6)	92
Ideo: Conservative (5-7)	14% (9)	47% (32)	18% (12)	9% (6)	6% (4)	1% (1)	2% (1)	2% (1)	67
Educ: < College	27% (31)	40% (46)	9% (11)	5% (6)	8% (9)	— (0)	4% (4)	8% (9)	116
Income: Under 50k	29% (22)	30% (23)	5% (4)	6% (5)	10% (8)	1% (0)	6% (5)	13% (10)	77
Income: 50k-100k	21% (13)	33% (20)	11% (7)	10% (6)	7% (4)	5% (3)	1% (0)	12% (7)	62
Income: 100k+	15% (11)	30% (22)	24% (18)	19% (14)	8% (6)	1% (1)	2% (2)	— (0)	73
Ethnicity: White	24% (39)	29% (48)	14% (22)	12% (19)	8% (14)	3% (5)	2% (4)	8% (12)	163
All Christian	18% (17)	37% (36)	12% (11)	14% (14)	7% (7)	1% (1)	1% (1)	10% (10)	96
Religious Non-Protestant/Catholic	18% (10)	22% (12)	22% (12)	12% (6)	12% (7)	4% (2)	4% (2)	7% (4)	54
Non-Evangelical	32% (18)	35% (20)	4% (2)	8% (5)	10% (6)	— (0)	— (0)	10% (6)	57
Community: Urban	10% (9)	30% (28)	15% (14)	19% (18)	15% (14)	4% (4)	4% (4)	3% (3)	94
Community: Suburban	33% (29)	33% (29)	11% (10)	7% (6)	3% (3)	1% (1)	2% (2)	9% (8)	88
Employ: Private Sector	13% (14)	30% (33)	17% (19)	18% (20)	10% (11)	2% (2)	1% (1)	8% (9)	111
Military HH: No	23% (41)	31% (54)	13% (22)	12% (22)	10% (17)	2% (4)	3% (6)	6% (11)	177
RD/WT: Right Direction	13% (17)	30% (39)	15% (19)	15% (20)	12% (16)	4% (5)	3% (4)	9% (12)	132
RD/WT: Wrong Track	37% (30)	33% (27)	11% (9)	6% (4)	2% (2)	— (0)	4% (3)	7% (6)	81
Biden Job Approve	16% (24)	32% (48)	15% (22)	15% (22)	10% (15)	3% (4)	2% (2)	9% (14)	151
Biden Job Disapprove	38% (23)	29% (17)	11% (6)	5% (3)	5% (3)	1% (0)	7% (4)	5% (3)	59
Biden Job Strongly Approve	12% (12)	31% (33)	19% (20)	14% (15)	13% (14)	4% (4)	2% (2)	6% (6)	106
Favorable of Biden	19% (27)	30% (42)	13% (19)	15% (22)	10% (14)	2% (3)	4% (5)	7% (10)	144
Unfavorable of Biden	31% (17)	34% (18)	13% (7)	5% (3)	6% (3)	2% (1)	2% (1)	6% (3)	53

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Table FZKHQF7_1: *And about how much have you spent on each of the following within the past year?*
Purchased Taylor Swift's CD's / records

Demographic	\$1-\$50	\$51-\$100	\$101-\$250	\$251-\$500	\$501-\$750	\$751- \$1,000	More than \$1,000	Don't know	Total N
Adults	22% (47)	31% (66)	13% (28)	12% (25)	8% (18)	2% (5)	3% (6)	8% (18)	212
Very Favorable of Biden	16% (14)	33% (29)	20% (18)	13% (11)	11% (9)	2% (2)	2% (2)	4% (4)	89
Somewhat Favorable of Biden	25% (14)	24% (13)	3% (2)	19% (11)	9% (5)	2% (1)	6% (3)	12% (6)	55
#1 Issue: Economy	26% (21)	36% (29)	13% (10)	6% (5)	10% (8)	3% (2)	1% (1)	5% (4)	80
2022 House Vote: Democrat	18% (23)	31% (41)	18% (23)	11% (14)	10% (14)	2% (3)	4% (5)	7% (9)	131
2022 House Vote: Republican	35% (18)	27% (14)	9% (4)	11% (6)	7% (3)	1% (1)	3% (1)	8% (4)	51
2020 Vote: Joe Biden	18% (21)	32% (38)	18% (21)	12% (14)	5% (6)	2% (3)	2% (2)	12% (14)	119
2018 House Vote: Democrat	21% (23)	31% (35)	15% (17)	13% (14)	10% (11)	1% (2)	2% (2)	7% (8)	111
2018 House Vote: Didnt Vote	16% (8)	35% (18)	16% (8)	14% (7)	3% (1)	2% (1)	6% (3)	8% (4)	50
4-Region: Northeast	15% (8)	29% (16)	22% (12)	14% (7)	8% (4)	3% (2)	6% (3)	3% (2)	54
4-Region: South	30% (18)	30% (18)	13% (8)	8% (5)	10% (6)	2% (1)	5% (3)	2% (1)	61
4-Region: West	21% (12)	38% (22)	10% (6)	16% (9)	7% (4)	2% (1)	— (0)	6% (3)	58
Concertgoers	12% (15)	39% (48)	17% (21)	16% (20)	10% (12)	3% (4)	3% (4)	— (0)	124
Taylor Swift Fans	20% (37)	31% (58)	15% (28)	13% (24)	9% (17)	2% (4)	4% (6)	6% (12)	184
Taylor Swift Avid Fans	21% (24)	31% (36)	15% (17)	14% (16)	9% (10)	2% (2)	3% (3)	6% (7)	115
Swifties	15% (21)	28% (37)	17% (23)	15% (21)	11% (16)	3% (5)	3% (4)	7% (10)	135

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF7_2: And about how much have you spent on each of the following within the past year?
Purchased tickets to Taylor Swift's concert(s)

Demographic	\$1-\$50	\$51-\$100	\$101-\$250	\$251-\$500	\$501-\$750	\$751-\$1,000	More than \$1,000	Don't know	Total N
Adults	15% (26)	17% (29)	23% (41)	20% (35)	10% (18)	4% (8)	5% (9)	6% (10)	176
Gender: Male	15% (18)	18% (22)	27% (34)	18% (22)	8% (10)	6% (7)	3% (4)	5% (6)	123
Gender: Female	15% (8)	13% (7)	13% (7)	24% (13)	17% (9)	1% (1)	9% (5)	8% (4)	53
Age: 18-34	6% (4)	13% (9)	29% (20)	17% (11)	17% (11)	3% (2)	9% (6)	7% (5)	68
Age: 35-44	26% (19)	19% (14)	18% (13)	27% (20)	5% (4)	3% (2)	2% (2)	1% (0)	73
Millennials: 1981-1996	18% (19)	14% (15)	25% (27)	19% (21)	12% (13)	3% (3)	5% (5)	4% (4)	108
PID: Dem (no lean)	9% (10)	18% (20)	28% (31)	20% (23)	14% (16)	6% (6)	1% (2)	3% (4)	111
PID/Gender: Dem Men	8% (7)	22% (19)	30% (26)	21% (18)	10% (8)	7% (6)	1% (1)	2% (1)	88
Ideo: Liberal (1-3)	4% (3)	18% (12)	24% (16)	17% (11)	19% (13)	9% (6)	8% (5)	— (0)	67
Ideo: Conservative (5-7)	28% (19)	18% (13)	26% (18)	18% (13)	5% (3)	1% (0)	2% (2)	3% (2)	70
Educ: < College	25% (22)	20% (17)	24% (21)	14% (12)	8% (7)	— (0)	5% (4)	3% (3)	86
Income: Under 50k	24% (13)	17% (9)	19% (10)	17% (9)	10% (5)	1% (1)	8% (4)	5% (3)	54
Income: 50k-100k	11% (5)	19% (10)	25% (13)	16% (8)	8% (4)	8% (4)	2% (1)	11% (6)	52
Income: 100k+	10% (7)	15% (10)	25% (18)	26% (18)	13% (9)	4% (3)	5% (3)	2% (2)	70
Ethnicity: White	17% (23)	19% (25)	23% (30)	16% (21)	12% (16)	4% (5)	3% (4)	6% (7)	131
Ethnicity: Hispanic	35% (18)	15% (8)	20% (11)	11% (6)	10% (5)	— (0)	— (0)	8% (4)	53
All Christian	21% (16)	13% (10)	22% (17)	19% (14)	12% (9)	6% (4)	3% (2)	4% (3)	76
All Non-Christian	15% (8)	18% (9)	24% (12)	15% (8)	11% (6)	7% (3)	2% (1)	7% (4)	51
Religious Non-Protestant/Catholic	15% (8)	18% (9)	24% (12)	15% (8)	11% (6)	7% (3)	2% (1)	9% (5)	52
Community: Urban	2% (2)	16% (14)	26% (22)	31% (25)	11% (9)	5% (4)	7% (6)	1% (1)	83
Community: Suburban	27% (19)	14% (10)	17% (12)	13% (9)	11% (8)	5% (3)	3% (2)	9% (6)	69
Employ: Private Sector	16% (16)	14% (15)	29% (30)	17% (18)	9% (9)	5% (6)	2% (2)	8% (8)	103
Military HH: No	13% (18)	13% (18)	27% (37)	24% (34)	8% (12)	4% (6)	5% (7)	5% (7)	140
RD/WT: Right Direction	11% (13)	19% (22)	23% (28)	18% (21)	13% (16)	7% (8)	4% (5)	6% (7)	120
RD/WT: Wrong Track	23% (13)	12% (7)	23% (13)	25% (14)	5% (3)	— (0)	6% (4)	5% (3)	56
Biden Job Approve	11% (15)	18% (23)	26% (34)	19% (25)	12% (16)	6% (8)	2% (3)	6% (7)	131
Biden Job Strongly Approve	13% (13)	23% (23)	24% (24)	17% (17)	9% (9)	7% (7)	2% (2)	5% (5)	100
Favorable of Biden	9% (11)	20% (23)	25% (30)	20% (24)	13% (16)	6% (7)	4% (5)	3% (3)	119
Very Favorable of Biden	12% (10)	23% (19)	26% (21)	20% (16)	11% (9)	3% (3)	2% (1)	3% (2)	80
#1 Issue: Economy	18% (13)	17% (12)	25% (18)	19% (14)	6% (4)	5% (3)	7% (5)	4% (3)	72
2022 House Vote: Democrat	11% (13)	17% (20)	26% (30)	21% (24)	13% (16)	6% (8)	2% (2)	3% (3)	116

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Table FZKHQF7_2: And about how much have you spent on each of the following within the past year?
Purchased tickets to Taylor Swift's concert(s)

Demographic	\$1-\$50	\$51-\$100	\$101-\$250	\$251-\$500	\$501-\$750	\$751-\$1,000	More than \$1,000	Don't know	Total N
Adults	15% (26)	17% (29)	23% (41)	20% (35)	10% (18)	4% (8)	5% (9)	6% (10)	176
2020 Vote: Joe Biden	12% (13)	13% (14)	24% (27)	22% (24)	11% (12)	5% (6)	5% (6)	7% (7)	110
2018 House Vote: Democrat	10% (10)	16% (16)	26% (25)	22% (22)	13% (13)	7% (7)	2% (2)	3% (3)	97
4-Region: South	4% (2)	15% (8)	31% (18)	32% (19)	5% (3)	1% (1)	11% (6)	1% (0)	58
Concertgoers	10% (10)	20% (20)	24% (24)	24% (24)	13% (13)	6% (7)	4% (4)	— (0)	103
Taylor Swift Fans	8% (11)	17% (24)	28% (40)	23% (33)	12% (17)	5% (6)	4% (5)	4% (6)	141
Taylor Swift Avid Fans	12% (10)	13% (11)	30% (26)	25% (22)	11% (9)	6% (5)	3% (3)	— (0)	86
Swifties	16% (20)	17% (21)	21% (27)	23% (29)	10% (13)	4% (5)	4% (5)	5% (7)	127

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table FZKHQF7_3: *And about how much have you spent on each of the following within the past year?
Purchased merchandise related to Taylor Swift (apparel, accessories, posters, etc.)*

Demographic	\$1-\$50	\$51-\$100	\$101-\$250	\$251-\$500	\$501-\$750	\$751-\$1,000	More than \$1,000	Don't know	Total N
Adults	24% (47)	22% (43)	20% (38)	13% (25)	8% (17)	4% (8)	4% (7)	6% (11)	196
Gender: Male	21% (25)	24% (29)	17% (21)	14% (17)	13% (16)	4% (5)	5% (6)	3% (4)	123
Gender: Female	30% (22)	19% (14)	24% (18)	11% (8)	1% (1)	4% (3)	2% (2)	9% (7)	73
Age: 18-34	14% (11)	19% (16)	30% (25)	15% (13)	6% (5)	4% (3)	4% (4)	9% (7)	83
Age: 35-44	28% (21)	26% (19)	12% (9)	12% (9)	11% (9)	5% (4)	5% (4)	1% (1)	75
Millennials: 1981-1996	22% (27)	24% (28)	20% (24)	12% (14)	9% (10)	5% (5)	5% (6)	3% (4)	119
PID: Dem (no lean)	24% (26)	21% (23)	21% (22)	16% (17)	10% (11)	3% (4)	3% (3)	2% (2)	108
PID: Rep (no lean)	34% (19)	19% (11)	21% (12)	7% (4)	5% (3)	3% (1)	3% (1)	8% (5)	55
PID/Gender: Dem Men	17% (13)	24% (19)	21% (17)	19% (15)	13% (10)	3% (3)	3% (3)	— (0)	79
Ideo: Liberal (1-3)	21% (17)	18% (15)	22% (17)	15% (12)	12% (9)	7% (6)	4% (3)	1% (1)	79
Ideo: Conservative (5-7)	32% (23)	27% (19)	13% (9)	12% (9)	9% (6)	2% (1)	3% (2)	3% (2)	72
Educ: < College	36% (37)	23% (24)	21% (22)	7% (7)	6% (6)	1% (1)	2% (2)	4% (5)	105
Income: Under 50k	37% (27)	26% (19)	15% (11)	5% (3)	7% (5)	2% (1)	4% (3)	5% (4)	74
Income: 50k-100k	20% (11)	11% (6)	21% (12)	23% (13)	6% (4)	6% (3)	3% (2)	10% (6)	57
Income: 100k+	13% (8)	28% (18)	23% (15)	13% (8)	12% (8)	6% (4)	4% (3)	2% (1)	65
Ethnicity: White	21% (30)	24% (34)	18% (26)	14% (21)	9% (13)	4% (5)	5% (7)	6% (9)	145
Ethnicity: Hispanic	41% (25)	20% (12)	10% (6)	6% (4)	10% (6)	1% (1)	— (0)	11% (6)	61
All Christian	32% (30)	21% (20)	17% (16)	14% (13)	11% (10)	2% (2)	— (0)	3% (2)	92
Non-Evangelical	40% (23)	23% (13)	15% (8)	5% (3)	7% (4)	2% (1)	— (0)	8% (5)	56
Community: Urban	6% (4)	19% (14)	29% (22)	21% (16)	15% (12)	6% (5)	4% (3)	1% (1)	78
Community: Suburban	36% (30)	20% (17)	16% (13)	10% (8)	6% (5)	3% (3)	4% (3)	6% (5)	84
Employ: Private Sector	21% (22)	20% (20)	18% (18)	15% (15)	13% (14)	4% (4)	3% (3)	6% (7)	103
Military HH: No	23% (37)	20% (33)	18% (30)	15% (25)	10% (17)	4% (6)	4% (6)	5% (8)	161
RD/WT: Right Direction	19% (23)	19% (22)	18% (22)	16% (19)	12% (15)	6% (7)	6% (7)	4% (5)	121
RD/WT: Wrong Track	32% (24)	27% (21)	22% (17)	7% (5)	3% (2)	1% (1)	1% (1)	8% (6)	75
Biden Job Approve	20% (27)	24% (32)	18% (24)	14% (18)	11% (14)	6% (7)	4% (6)	4% (5)	134
Biden Job Disapprove	32% (19)	19% (11)	24% (14)	11% (6)	4% (2)	1% (1)	3% (2)	6% (4)	59
Biden Job Strongly Approve	21% (19)	19% (18)	17% (16)	16% (14)	12% (11)	6% (6)	5% (5)	4% (4)	93
Favorable of Biden	25% (31)	19% (24)	21% (26)	15% (18)	12% (14)	4% (5)	4% (5)	1% (2)	125
Unfavorable of Biden	28% (15)	20% (11)	23% (13)	9% (5)	4% (2)	5% (2)	5% (3)	6% (3)	55
Very Favorable of Biden	29% (24)	13% (11)	20% (16)	19% (15)	10% (9)	5% (4)	4% (4)	— (0)	83

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Table FZKHQF7_3: *And about how much have you spent on each of the following within the past year?
Purchased merchandise related to Taylor Swift (apparel, accessories, posters, etc.)*

Demographic	\$1-\$50	\$51-\$100	\$101-\$250	\$251-\$500	\$501-\$750	\$751-\$1,000	More than \$1,000	Don't know	Total N
Adults	24% (47)	22% (43)	20% (38)	13% (25)	8% (17)	4% (8)	4% (7)	6% (11)	196
#1 Issue: Economy	30% (22)	24% (17)	17% (12)	10% (7)	7% (5)	6% (4)	3% (2)	4% (3)	71
2022 House Vote: Democrat	26% (30)	23% (27)	20% (23)	13% (16)	8% (10)	5% (6)	3% (4)	1% (1)	117
2020 Vote: Joe Biden	26% (29)	23% (25)	20% (22)	14% (15)	7% (8)	3% (3)	3% (4)	5% (5)	111
2018 House Vote: Democrat	26% (27)	26% (26)	20% (21)	16% (17)	5% (5)	3% (3)	3% (3)	1% (1)	103
4-Region: Northeast	24% (14)	24% (14)	15% (9)	8% (4)	11% (7)	8% (5)	7% (4)	3% (2)	58
4-Region: South	11% (6)	23% (12)	29% (14)	20% (10)	8% (4)	2% (1)	4% (2)	2% (1)	50
Concertgoers	16% (19)	26% (30)	23% (26)	14% (17)	11% (13)	5% (5)	5% (6)	— (1)	116
Taylor Swift Fans	20% (32)	24% (39)	22% (35)	13% (20)	10% (17)	3% (5)	4% (6)	4% (7)	161
Taylor Swift Avid Fans	22% (24)	25% (27)	20% (22)	10% (11)	14% (15)	3% (4)	4% (4)	2% (3)	110
Swifties	22% (32)	20% (30)	18% (26)	15% (22)	11% (16)	5% (7)	4% (6)	4% (6)	145

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table FZKHQF7_4: And about how much have you spent on each of the following within the past year?
Attended a meet-up or theme night related to Taylor Swift

Demographic	\$1-\$50	\$51-\$100	\$101-\$250	\$251-\$500	\$501-\$750	\$751-\$1,000	More than \$1,000	Don't know	Total N
Adults	15% (24)	26% (41)	17% (26)	15% (24)	8% (12)	4% (6)	3% (5)	12% (18)	157
Gender: Male	14% (17)	29% (35)	19% (23)	18% (21)	9% (11)	5% (5)	2% (3)	5% (6)	120
Age: 18-34	5% (3)	32% (21)	24% (15)	16% (10)	3% (2)	3% (2)	6% (4)	11% (7)	64
Age: 35-44	27% (18)	24% (15)	13% (8)	14% (9)	13% (9)	5% (3)	2% (2)	2% (1)	64
Millennials: 1981-1996	17% (17)	25% (25)	17% (18)	17% (17)	10% (10)	5% (5)	3% (3)	7% (7)	102
PID: Dem (no lean)	10% (9)	27% (25)	21% (20)	20% (19)	9% (9)	4% (3)	2% (2)	8% (8)	95
PID/Gender: Dem Men	5% (4)	29% (22)	25% (19)	22% (17)	10% (8)	4% (3)	2% (2)	2% (2)	78
Ideo: Liberal (1-3)	9% (5)	25% (14)	25% (14)	16% (9)	7% (4)	6% (3)	2% (1)	10% (6)	58
Ideo: Conservative (5-7)	21% (14)	25% (16)	15% (10)	17% (11)	10% (6)	1% (0)	3% (2)	9% (6)	66
Educ: < College	21% (16)	45% (33)	8% (6)	3% (2)	3% (2)	— (0)	3% (2)	17% (12)	73
Educ: Post-grad	6% (3)	11% (6)	18% (9)	32% (16)	10% (5)	9% (5)	4% (2)	9% (5)	50
Income: Under 50k	28% (15)	34% (17)	12% (6)	4% (2)	1% (1)	— (0)	6% (3)	14% (7)	51
Income: 50k-100k	5% (3)	23% (12)	17% (8)	9% (5)	16% (8)	8% (4)	1% (1)	21% (11)	51
Income: 100k+	12% (7)	21% (12)	22% (12)	32% (17)	5% (3)	4% (2)	3% (2)	1% (1)	55
Ethnicity: White	16% (21)	21% (27)	16% (21)	17% (23)	8% (11)	4% (6)	4% (5)	13% (17)	131
Ethnicity: Hispanic	24% (12)	29% (15)	17% (9)	5% (2)	3% (2)	5% (3)	4% (2)	13% (7)	51
All Christian	21% (16)	22% (16)	13% (10)	22% (16)	7% (5)	3% (3)	1% (0)	11% (8)	75
Community: Urban	5% (4)	22% (15)	23% (16)	28% (20)	13% (9)	6% (5)	1% (1)	2% (2)	71
Community: Suburban	30% (18)	25% (15)	14% (8)	6% (4)	2% (1)	1% (0)	4% (2)	19% (11)	59
Employ: Private Sector	15% (14)	22% (20)	20% (18)	20% (18)	6% (5)	6% (5)	2% (2)	9% (8)	90
Military HH: No	14% (17)	23% (29)	21% (26)	18% (22)	8% (9)	4% (5)	4% (4)	8% (10)	122
RD/WT: Right Direction	6% (6)	28% (32)	20% (22)	20% (23)	10% (11)	5% (5)	2% (3)	9% (10)	112
Biden Job Approve	9% (10)	26% (30)	19% (21)	20% (23)	10% (11)	5% (6)	2% (2)	9% (10)	114
Biden Job Strongly Approve	8% (6)	25% (20)	22% (17)	22% (18)	11% (9)	5% (4)	3% (2)	5% (4)	80
Favorable of Biden	7% (7)	30% (31)	20% (21)	21% (22)	11% (11)	4% (4)	2% (2)	6% (6)	104
Very Favorable of Biden	5% (4)	26% (18)	26% (18)	24% (17)	11% (8)	5% (3)	3% (2)	— (0)	69
#1 Issue: Economy	22% (13)	34% (21)	20% (12)	6% (4)	9% (6)	1% (0)	1% (1)	8% (5)	63
2022 House Vote: Democrat	11% (10)	27% (26)	21% (20)	19% (18)	9% (9)	4% (4)	2% (2)	7% (6)	95
2020 Vote: Joe Biden	11% (10)	26% (23)	17% (15)	20% (17)	8% (7)	4% (4)	2% (2)	12% (10)	88
2018 House Vote: Democrat	11% (10)	30% (26)	18% (15)	18% (15)	10% (9)	3% (3)	2% (2)	7% (6)	85
Concertgoers	9% (8)	34% (32)	20% (18)	20% (19)	9% (9)	4% (4)	3% (3)	1% (1)	94

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Table FZKHQF7_4: *And about how much have you spent on each of the following within the past year?
Attended a meet-up or theme night related to Taylor Swift*

Demographic	\$1-\$50	\$51-\$100	\$101-\$250	\$251-\$500	\$501-\$750	\$751-\$1,000	More than \$1,000	Don't know	Total N
Adults	15% (24)	26% (41)	17% (26)	15% (24)	8% (12)	4% (6)	3% (5)	12% (18)	157
Taylor Swift Fans	8% (10)	27% (32)	20% (24)	19% (22)	9% (10)	4% (5)	4% (5)	9% (11)	120
Taylor Swift Avid Fans	10% (7)	27% (20)	19% (15)	18% (13)	9% (7)	6% (5)	6% (4)	7% (5)	76
Swifties	16% (18)	23% (25)	20% (23)	19% (21)	7% (8)	5% (5)	3% (3)	8% (9)	112

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF8: Which of the following is your favorite Taylor Swift album?

Demographic	Taylor Swift (Debut)	Fearless	Speak Now	Red	1989	Reputation	Lover	Folklore	Evermore	Fearless (Taylor's Version)	Red (Taylor's Version)	Midnights
Adults	6% (141)	7% (150)	2% (34)	5% (99)	7% (152)	2% (34)	2% (48)	1% (30)	2% (34)	4% (78)	2% (48)	2% (53)
Gender: Male	8% (85)	5% (53)	1% (9)	4% (42)	7% (72)	2% (20)	1% (16)	2% (21)	1% (16)	5% (51)	2% (20)	2% (24)
Gender: Female	5% (56)	9% (96)	2% (25)	5% (57)	7% (78)	1% (14)	3% (32)	1% (9)	2% (19)	2% (26)	2% (27)	3% (28)
Age: 18-34	7% (47)	10% (61)	3% (20)	7% (42)	10% (64)	2% (12)	2% (11)	3% (16)	2% (13)	4% (28)	2% (13)	4% (24)
Age: 35-44	10% (38)	7% (28)	1% (5)	5% (17)	10% (38)	2% (7)	3% (10)	3% (11)	3% (9)	6% (23)	3% (11)	3% (12)
Age: 45-64	6% (39)	7% (47)	1% (6)	4% (27)	7% (47)	2% (11)	3% (21)	— (3)	1% (7)	2% (17)	1% (11)	2% (12)
Age: 65+	3% (16)	3% (14)	1% (4)	3% (13)	— (2)	1% (3)	1% (5)	— (0)	1% (5)	2% (10)	3% (13)	1% (5)
GenZers: 1997-2012	5% (11)	10% (24)	4% (9)	7% (17)	13% (31)	2% (6)	2% (4)	2% (5)	2% (6)	7% (17)	2% (5)	2% (5)
Millennials: 1981-1996	10% (66)	9% (58)	2% (16)	6% (39)	9% (59)	2% (13)	2% (16)	3% (22)	2% (16)	5% (33)	3% (19)	4% (28)
GenXers: 1965-1980	6% (30)	8% (40)	1% (5)	5% (25)	9% (46)	2% (11)	4% (19)	— (2)	1% (4)	2% (11)	1% (3)	2% (13)
Baby Boomers: 1946-1964	5% (33)	4% (27)	1% (5)	3% (19)	2% (16)	1% (4)	1% (9)	— (1)	1% (8)	2% (16)	3% (19)	1% (5)
PID: Dem (no lean)	8% (68)	7% (63)	1% (12)	5% (46)	7% (66)	2% (18)	3% (25)	3% (24)	2% (19)	4% (39)	3% (23)	3% (28)
PID: Ind (no lean)	4% (26)	6% (36)	2% (13)	4% (27)	6% (40)	2% (10)	1% (9)	1% (4)	1% (5)	2% (13)	2% (13)	2% (12)
PID: Rep (no lean)	7% (47)	7% (50)	2% (10)	4% (26)	7% (46)	1% (6)	2% (14)	— (2)	2% (10)	4% (26)	2% (11)	2% (13)
PID/Gender: Dem Men	11% (47)	5% (22)	1% (2)	5% (23)	7% (30)	3% (13)	3% (13)	4% (18)	2% (10)	6% (28)	2% (9)	3% (14)
PID/Gender: Dem Women	5% (21)	9% (41)	2% (9)	5% (23)	8% (36)	1% (5)	3% (13)	1% (5)	2% (9)	3% (11)	3% (14)	3% (14)
PID/Gender: Ind Men	5% (14)	3% (10)	2% (7)	4% (12)	8% (25)	2% (6)	— (0)	— (1)	— (1)	2% (7)	2% (5)	1% (4)
PID/Gender: Ind Women	4% (12)	8% (27)	2% (6)	5% (16)	4% (14)	1% (4)	3% (9)	1% (4)	1% (4)	2% (5)	2% (8)	2% (8)
PID/Gender: Rep Men	7% (24)	6% (21)	— (0)	2% (8)	5% (16)	— (2)	1% (3)	1% (2)	1% (5)	5% (16)	2% (5)	2% (7)
PID/Gender: Rep Women	7% (23)	9% (29)	3% (10)	5% (18)	8% (28)	1% (5)	3% (11)	— (0)	2% (6)	3% (10)	2% (6)	2% (6)
Ideo: Liberal (1-3)	8% (52)	5% (35)	2% (15)	6% (38)	9% (58)	2% (16)	2% (17)	3% (17)	2% (13)	4% (28)	4% (24)	3% (22)
Ideo: Moderate (4)	5% (32)	9% (52)	2% (10)	5% (30)	7% (43)	1% (8)	2% (15)	— (2)	2% (14)	4% (24)	1% (6)	3% (15)
Ideo: Conservative (5-7)	7% (53)	7% (52)	1% (6)	3% (22)	5% (38)	1% (9)	2% (16)	1% (10)	1% (6)	3% (24)	2% (12)	2% (13)
Educ: < College	6% (89)	7% (105)	1% (21)	4% (63)	7% (99)	1% (20)	2% (27)	1% (17)	1% (17)	3% (48)	2% (33)	2% (23)
Educ: Bachelors degree	5% (24)	6% (28)	3% (12)	5% (24)	8% (37)	1% (5)	3% (13)	1% (6)	2% (10)	4% (19)	2% (10)	4% (19)
Educ: Post-grad	10% (27)	6% (17)	— (1)	5% (13)	5% (15)	4% (10)	3% (8)	3% (8)	2% (6)	4% (11)	1% (4)	4% (10)
Income: Under 50k	5% (55)	8% (90)	2% (22)	4% (45)	6% (64)	1% (10)	1% (17)	1% (10)	1% (15)	4% (40)	2% (28)	2% (22)
Income: 50k-100k	8% (51)	5% (36)	1% (6)	5% (35)	9% (62)	2% (11)	3% (18)	1% (9)	1% (10)	4% (24)	2% (14)	2% (13)
Income: 100k+	9% (35)	6% (24)	2% (6)	5% (19)	6% (25)	3% (13)	3% (13)	3% (11)	2% (10)	3% (13)	2% (7)	4% (18)
Ethnicity: White	7% (117)	7% (111)	2% (29)	5% (80)	7% (114)	2% (29)	2% (41)	2% (27)	2% (26)	3% (51)	2% (40)	2% (38)
Ethnicity: Hispanic	10% (39)	9% (35)	1% (3)	3% (13)	5% (19)	1% (4)	1% (5)	3% (13)	1% (3)	6% (23)	3% (10)	4% (13)
Ethnicity: Black	6% (16)	10% (28)	2% (5)	3% (9)	7% (19)	1% (2)	2% (5)	— (1)	2% (4)	4% (11)	— (0)	2% (5)
Ethnicity: Other	4% (8)	5% (11)	— (1)	4% (10)	9% (19)	1% (3)	1% (2)	1% (2)	2% (4)	7% (15)	4% (8)	5% (10)
All Christian	7% (62)	6% (58)	1% (13)	5% (48)	7% (63)	1% (7)	3% (26)	1% (8)	1% (13)	4% (38)	1% (12)	3% (28)
All Non-Christian	18% (28)	5% (7)	3% (4)	4% (6)	6% (9)	2% (3)	3% (4)	6% (9)	2% (2)	5% (8)	2% (3)	3% (5)
Atheist	3% (3)	5% (6)	3% (4)	3% (4)	8% (9)	6% (8)	1% (1)	3% (4)	3% (3)	3% (3)	3% (3)	1% (1)
Agnostic/Nothing in particular	5% (32)	7% (46)	1% (9)	4% (27)	8% (53)	2% (12)	2% (11)	1% (6)	2% (10)	3% (19)	3% (20)	2% (10)
Something Else	4% (16)	8% (31)	1% (5)	4% (14)	4% (17)	1% (4)	2% (6)	1% (3)	1% (5)	2% (9)	2% (9)	2% (9)
Religious Non-Protestant/Catholic	17% (31)	5% (9)	2% (4)	5% (9)	7% (12)	2% (3)	3% (5)	5% (9)	1% (2)	4% (8)	2% (3)	3% (5)
Evangelical	4% (23)	7% (39)	2% (10)	5% (24)	4% (23)	1% (5)	2% (12)	1% (3)	1% (8)	3% (16)	2% (10)	2% (11)
Non-Evangelical	6% (47)	7% (48)	1% (7)	5% (35)	7% (54)	1% (6)	3% (19)	1% (8)	1% (11)	4% (30)	2% (12)	3% (24)
Community: Urban	11% (69)	7% (42)	2% (12)	4% (25)	6% (39)	1% (7)	3% (15)	2% (12)	2% (15)	4% (25)	3% (15)	3% (19)
Community: Suburban	3% (37)	6% (64)	1% (16)	5% (57)	7% (76)	2% (22)	2% (22)	1% (9)	1% (16)	4% (44)	2% (27)	2% (27)
Community: Rural	7% (35)	9% (43)	1% (6)	3% (17)	7% (37)	1% (5)	2% (10)	2% (9)	1% (3)	2% (9)	1% (6)	1% (7)

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Table FZKHQF8: Which of the following is your favorite Taylor Swift album?

Demographic	Taylor Swift (Debut)	Fearless	Speak Now	Red	1989	Reputation	Lover	Folklore	Evermore	Fearless (Taylor's Version)	Red (Taylor's Version)	Midnights
Adults	6% (141)	7% (150)	2% (34)	5% (99)	7% (152)	2% (34)	2% (48)	1% (30)	2% (34)	4% (78)	2% (48)	2% (53)
Employ: Private Sector	8% (63)	8% (61)	2% (18)	6% (48)	9% (69)	2% (16)	2% (18)	2% (13)	2% (14)	7% (50)	2% (15)	3% (25)
Employ: Government	10% (13)	6% (9)	1% (1)	6% (7)	13% (18)	5% (7)	2% (3)	9% (12)	2% (3)	4% (6)	1% (1)	2% (3)
Employ: Self-Employed	7% (14)	10% (19)	2% (4)	3% (5)	9% (17)	2% (3)	2% (4)	1% (3)	2% (3)	1% (2)	2% (3)	2% (4)
Employ: Homemaker	11% (16)	8% (11)	1% (1)	7% (10)	8% (12)	— (1)	6% (8)	— (0)	— (0)	2% (3)	1% (1)	4% (5)
Employ: Student	4% (3)	12% (8)	— (0)	9% (6)	3% (2)	1% (1)	1% (0)	2% (1)	1% (1)	2% (1)	5% (3)	1% (0)
Employ: Retired	4% (21)	2% (10)	— (2)	3% (16)	1% (8)	1% (4)	1% (8)	— (0)	1% (5)	2% (10)	3% (14)	1% (5)
Employ: Unemployed	3% (8)	11% (28)	2% (5)	1% (3)	7% (19)	— (1)	1% (3)	— (1)	2% (6)	2% (5)	4% (9)	3% (7)
Employ: Other	3% (3)	4% (4)	2% (2)	4% (5)	6% (7)	2% (2)	2% (2)	— (0)	2% (2)	2% (2)	— (0)	3% (3)
Military HH: Yes	6% (20)	5% (17)	1% (4)	3% (11)	5% (17)	1% (3)	1% (5)	2% (8)	— (1)	2% (8)	2% (8)	2% (8)
Military HH: No	6% (120)	7% (133)	2% (30)	5% (88)	7% (135)	2% (31)	2% (43)	1% (22)	2% (34)	4% (70)	2% (39)	2% (45)
RD/WT: Right Direction	9% (70)	6% (46)	2% (14)	5% (37)	7% (56)	2% (18)	3% (24)	2% (19)	2% (12)	4% (33)	3% (20)	4% (28)
RD/WT: Wrong Track	5% (71)	7% (104)	1% (20)	4% (62)	7% (95)	1% (16)	2% (23)	1% (12)	2% (22)	3% (45)	2% (28)	2% (25)
Biden Job Approve	8% (82)	6% (62)	2% (17)	5% (53)	8% (79)	2% (22)	3% (29)	2% (24)	2% (19)	4% (40)	3% (28)	4% (37)
Biden Job Disapprove	5% (57)	7% (77)	1% (16)	4% (45)	7% (71)	1% (11)	2% (18)	1% (7)	1% (15)	3% (35)	2% (19)	1% (15)
Biden Job Strongly Approve	12% (57)	6% (27)	1% (5)	4% (19)	5% (22)	3% (13)	4% (17)	4% (18)	2% (11)	3% (16)	4% (17)	4% (18)
Biden Job Somewhat Approve	5% (25)	7% (35)	2% (11)	6% (34)	11% (56)	2% (9)	2% (12)	1% (5)	2% (8)	5% (24)	2% (11)	4% (19)
Biden Job Somewhat Disapprove	3% (9)	8% (25)	2% (8)	3% (10)	8% (25)	1% (3)	2% (6)	1% (4)	1% (3)	3% (9)	3% (10)	2% (7)
Biden Job Strongly Disapprove	6% (49)	7% (52)	1% (8)	5% (35)	6% (46)	1% (8)	2% (13)	— (3)	2% (12)	3% (26)	1% (9)	1% (8)
Favorable of Biden	7% (71)	6% (56)	2% (17)	5% (49)	7% (68)	2% (20)	3% (29)	2% (22)	1% (14)	4% (36)	3% (30)	4% (37)
Unfavorable of Biden	6% (60)	7% (71)	2% (16)	4% (47)	8% (81)	1% (12)	2% (17)	1% (7)	2% (19)	3% (36)	2% (17)	1% (11)
Very Favorable of Biden	10% (50)	7% (32)	1% (6)	4% (19)	5% (24)	3% (14)	3% (14)	3% (15)	2% (11)	3% (12)	3% (17)	4% (17)
Somewhat Favorable of Biden	4% (21)	5% (24)	2% (11)	6% (30)	9% (44)	1% (6)	3% (15)	1% (7)	1% (3)	5% (24)	3% (13)	4% (20)
Somewhat Unfavorable of Biden	4% (12)	3% (9)	2% (4)	3% (8)	11% (29)	1% (4)	2% (4)	1% (3)	2% (5)	4% (10)	3% (7)	2% (5)
Very Unfavorable of Biden	6% (49)	8% (62)	1% (12)	5% (38)	6% (52)	1% (8)	2% (13)	— (4)	2% (14)	3% (26)	1% (10)	1% (7)
#1 Issue: Economy	5% (45)	8% (63)	1% (10)	6% (48)	9% (72)	2% (15)	2% (19)	1% (6)	1% (11)	5% (44)	1% (9)	3% (21)
#1 Issue: Security	7% (23)	6% (20)	1% (2)	1% (4)	5% (15)	1% (3)	2% (8)	2% (5)	2% (6)	2% (5)	1% (4)	1% (5)
#1 Issue: Health Care	9% (19)	10% (21)	2% (4)	6% (13)	5% (10)	1% (3)	3% (7)	1% (2)	1% (3)	5% (11)	5% (10)	3% (6)
#1 Issue: Medicare / Social Security	2% (5)	5% (13)	1% (2)	2% (6)	3% (7)	1% (3)	2% (5)	1% (1)	— (1)	3% (8)	3% (8)	1% (3)
#1 Issue: Women's Issues	7% (16)	6% (15)	2% (6)	6% (13)	8% (20)	2% (6)	2% (5)	1% (3)	4% (9)	1% (3)	4% (9)	4% (10)
#1 Issue: Education	6% (5)	4% (3)	2% (2)	6% (5)	13% (11)	2% (1)	2% (2)	3% (2)	— (0)	2% (2)	5% (4)	— (0)
#1 Issue: Energy	14% (21)	5% (8)	4% (6)	3% (5)	9% (13)	2% (3)	1% (1)	6% (10)	3% (4)	1% (2)	2% (3)	4% (6)
#1 Issue: Other	5% (6)	5% (7)	2% (3)	3% (4)	3% (4)	— (0)	1% (1)	— (0)	— (0)	2% (2)	1% (1)	2% (2)
2022 House Vote: Democrat	8% (78)	6% (55)	1% (13)	5% (49)	6% (58)	2% (20)	3% (24)	3% (24)	2% (19)	4% (40)	2% (21)	3% (30)
2022 House Vote: Republican	6% (41)	6% (40)	2% (10)	3% (22)	9% (57)	1% (5)	2% (13)	— (3)	1% (5)	4% (25)	2% (12)	1% (9)
2022 House Vote: Someone else	2% (1)	4% (2)	— (0)	6% (3)	4% (2)	2% (1)	1% (0)	3% (2)	— (0)	5% (3)	1% (1)	4% (2)
2022 House Vote: Didnt Vote	4% (21)	9% (52)	2% (11)	5% (25)	6% (35)	1% (8)	2% (10)	— (1)	2% (10)	2% (10)	2% (14)	2% (12)
2020 Vote: Joe Biden	8% (75)	5% (54)	1% (10)	5% (47)	7% (69)	2% (18)	2% (24)	2% (22)	2% (19)	4% (36)	2% (22)	3% (31)
2020 Vote: Donald Trump	6% (37)	7% (48)	1% (7)	4% (25)	7% (45)	1% (7)	2% (14)	— (3)	1% (6)	4% (24)	2% (10)	1% (9)
2020 Vote: Other	4% (3)	12% (9)	1% (1)	2% (2)	10% (7)	1% (0)	— (0)	1% (0)	— (0)	5% (3)	— (0)	7% (5)
2020 Vote: Didn't Vote	6% (26)	8% (39)	3% (16)	5% (26)	7% (31)	2% (9)	2% (10)	1% (4)	2% (9)	3% (14)	3% (15)	2% (9)
2018 House Vote: Democrat	8% (67)	6% (44)	1% (8)	5% (41)	7% (56)	2% (16)	3% (23)	3% (22)	2% (16)	5% (37)	3% (22)	3% (25)
2018 House Vote: Republican	7% (41)	6% (34)	1% (8)	4% (22)	6% (38)	1% (6)	2% (11)	1% (3)	1% (6)	5% (27)	2% (12)	1% (7)
2018 House Vote: Someone else	4% (2)	14% (7)	— (0)	1% (0)	3% (2)	1% (0)	1% (1)	2% (1)	— (0)	1% (1)	— (0)	6% (3)
2018 House Vote: Didnt Vote	4% (31)	8% (65)	2% (19)	5% (36)	7% (56)	2% (12)	2% (14)	— (4)	2% (12)	2% (12)	2% (14)	2% (18)

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Table FZKHQF8: Which of the following is your favorite Taylor Swift album?

Demographic	Taylor Swift (Debut)	Fearless	Speak Now	Red	1989	Reputation	Lover	Folklore	Evermore	Fearless (Taylor's Version)	Red (Taylor's Version)	Midnights
Adults	6% (141)	7% (150)	2% (34)	5% (99)	7% (152)	2% (34)	2% (48)	1% (30)	2% (34)	4% (78)	2% (48)	2% (53)
4-Region: Northeast	9% (34)	7% (28)	3% (10)	5% (21)	8% (31)	2% (8)	2% (7)	3% (13)	2% (9)	3% (12)	2% (8)	2% (9)
4-Region: Midwest	5% (24)	7% (32)	1% (6)	5% (23)	7% (34)	2% (8)	3% (11)	1% (3)	1% (6)	5% (25)	2% (11)	1% (6)
4-Region: South	5% (39)	6% (52)	1% (6)	4% (38)	7% (56)	2% (14)	2% (21)	1% (6)	1% (12)	3% (26)	3% (23)	3% (23)
4-Region: West	8% (44)	7% (37)	2% (12)	3% (18)	6% (31)	1% (4)	2% (9)	2% (8)	1% (7)	3% (14)	1% (6)	3% (15)
Concertgoers	11% (53)	9% (42)	3% (16)	7% (31)	9% (42)	4% (19)	4% (18)	4% (17)	3% (13)	5% (24)	2% (8)	5% (24)
Taylor Swift Fans	11% (124)	10% (121)	3% (29)	7% (81)	11% (127)	2% (28)	4% (43)	2% (26)	2% (27)	5% (60)	4% (44)	4% (51)
Taylor Swift Avid Fans	14% (50)	12% (41)	5% (16)	10% (34)	15% (52)	4% (13)	5% (16)	4% (14)	3% (9)	7% (25)	7% (23)	7% (26)
Swifties	18% (56)	8% (25)	5% (16)	6% (19)	12% (36)	5% (15)	4% (13)	7% (20)	3% (9)	10% (32)	3% (10)	7% (21)

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table FZKHQF9_1: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
I enjoy listening to Taylor Swift's music

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	44%	(538)	34%	(421)	22%	(275)	1235
Gender: Male	41%	(240)	33%	(192)	26%	(152)	583
Gender: Female	46%	(297)	35%	(227)	19%	(123)	648
Age: 18-34	48%	(171)	29%	(105)	23%	(81)	358
Age: 35-44	53%	(132)	28%	(70)	20%	(49)	251
Age: 45-64	40%	(154)	41%	(158)	19%	(73)	385
Age: 65+	33%	(81)	37%	(89)	30%	(71)	241
GenZers: 1997-2012	54%	(69)	24%	(31)	22%	(28)	127
Millennials: 1981-1996	48%	(209)	29%	(126)	23%	(97)	432
GenXers: 1965-1980	42%	(123)	39%	(114)	18%	(53)	290
Baby Boomers: 1946-1964	36%	(128)	40%	(145)	24%	(88)	361
PID: Dem (no lean)	46%	(261)	32%	(182)	22%	(125)	568
PID: Ind (no lean)	39%	(126)	33%	(105)	28%	(89)	320
PID: Rep (no lean)	44%	(152)	39%	(135)	17%	(60)	347
PID/Gender: Dem Men	41%	(120)	34%	(100)	25%	(73)	293
PID/Gender: Dem Women	52%	(140)	29%	(79)	19%	(52)	272
PID/Gender: Ind Men	35%	(49)	30%	(43)	35%	(48)	140
PID/Gender: Ind Women	43%	(76)	35%	(62)	23%	(41)	179
PID/Gender: Rep Men	47%	(71)	32%	(49)	20%	(31)	151
PID/Gender: Rep Women	41%	(81)	44%	(86)	15%	(30)	196
Ideo: Liberal (1-3)	52%	(221)	31%	(132)	17%	(71)	424
Ideo: Moderate (4)	39%	(127)	38%	(123)	23%	(76)	327
Ideo: Conservative (5-7)	44%	(161)	34%	(125)	23%	(85)	371
Educ: < College	41%	(314)	35%	(266)	24%	(185)	765
Educ: Bachelors degree	49%	(143)	30%	(88)	21%	(61)	292
Educ: Post-grad	46%	(81)	38%	(68)	16%	(29)	178
Income: Under 50k	41%	(247)	32%	(191)	27%	(158)	596
Income: 50k-100k	46%	(174)	36%	(137)	18%	(69)	380
Income: 100k+	45%	(117)	36%	(94)	19%	(48)	259
Ethnicity: White	44%	(421)	35%	(336)	21%	(196)	953
Ethnicity: Hispanic	48%	(100)	28%	(57)	24%	(49)	206
Ethnicity: Black	46%	(68)	27%	(41)	26%	(39)	148

Continued on next page

Table FZKHQF9_1: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
 I enjoy listening to Taylor Swift's music

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	44%	(538)	34%	(421)	22%	(275)	1235
Ethnicity: Other	37%	(49)	33%	(45)	30%	(40)	134
All Christian	44%	(246)	34%	(194)	22%	(123)	564
All Non-Christian	51%	(55)	31%	(33)	19%	(20)	109
Atheist	42%	(25)	25%	(15)	32%	(19)	59
Agnostic/Nothing in particular	44%	(140)	36%	(114)	20%	(65)	319
Something Else	39%	(72)	35%	(64)	26%	(47)	183
Religious Non-Protestant/Catholic	51%	(61)	30%	(36)	19%	(22)	119
Evangelical	41%	(118)	32%	(91)	27%	(76)	286
Non-Evangelical	43%	(189)	36%	(159)	21%	(91)	438
Community: Urban	44%	(160)	35%	(126)	22%	(79)	366
Community: Suburban	45%	(271)	33%	(201)	21%	(128)	599
Community: Rural	40%	(107)	35%	(95)	25%	(68)	270
Employ: Private Sector	47%	(219)	36%	(168)	18%	(83)	469
Employ: Government	56%	(50)	30%	(27)	14%	(12)	89
Employ: Self-Employed	46%	(48)	32%	(33)	22%	(23)	104
Employ: Homemaker	40%	(36)	44%	(39)	17%	(15)	90
Employ: Retired	39%	(98)	38%	(95)	23%	(59)	252
Employ: Unemployed	39%	(53)	23%	(31)	39%	(53)	138
Employ: Other	31%	(18)	37%	(22)	32%	(19)	59
Military HH: Yes	38%	(68)	33%	(59)	29%	(51)	179
Military HH: No	45%	(471)	34%	(362)	21%	(223)	1056
RD/WT: Right Direction	47%	(231)	32%	(156)	21%	(103)	489
RD/WT: Wrong Track	41%	(308)	36%	(265)	23%	(172)	745
Biden Job Approve	47%	(308)	29%	(191)	24%	(157)	656
Biden Job Disapprove	42%	(216)	39%	(204)	19%	(97)	517
Biden Job Strongly Approve	49%	(154)	30%	(94)	22%	(69)	317
Biden Job Somewhat Approve	45%	(153)	29%	(97)	26%	(88)	339
Biden Job Somewhat Disapprove	43%	(70)	39%	(63)	17%	(28)	161
Biden Job Strongly Disapprove	41%	(146)	39%	(141)	19%	(69)	356
Favorable of Biden	47%	(296)	31%	(191)	22%	(139)	626
Unfavorable of Biden	43%	(221)	38%	(199)	19%	(98)	518

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Table FZKHQF9_1: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
I enjoy listening to Taylor Swift's music

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	44%	(538)	34%	(421)	22%	(275)	1235
Very Favorable of Biden	51%	(156)	29%	(87)	20%	(62)	305
Somewhat Favorable of Biden	44%	(140)	32%	(104)	24%	(77)	320
Somewhat Unfavorable of Biden	51%	(68)	32%	(42)	17%	(22)	132
Very Unfavorable of Biden	40%	(153)	41%	(157)	20%	(76)	386
#1 Issue: Economy	43%	(207)	36%	(170)	21%	(102)	479
#1 Issue: Security	40%	(60)	35%	(53)	24%	(36)	149
#1 Issue: Health Care	48%	(71)	23%	(34)	29%	(42)	147
#1 Issue: Medicare / Social Security	35%	(46)	41%	(53)	24%	(32)	131
#1 Issue: Women's Issues	47%	(61)	38%	(49)	15%	(20)	130
#1 Issue: Energy	52%	(47)	33%	(30)	15%	(14)	91
#1 Issue: Other	42%	(27)	31%	(20)	27%	(17)	64
2022 House Vote: Democrat	48%	(272)	31%	(175)	21%	(119)	567
2022 House Vote: Republican	45%	(148)	36%	(118)	19%	(63)	330
2022 House Vote: Didnt Vote	34%	(104)	40%	(122)	26%	(79)	306
2020 Vote: Joe Biden	48%	(286)	31%	(185)	20%	(121)	592
2020 Vote: Donald Trump	42%	(139)	36%	(120)	21%	(71)	330
2020 Vote: Didn't Vote	36%	(99)	37%	(103)	27%	(75)	277
2018 House Vote: Democrat	47%	(242)	32%	(165)	21%	(106)	514
2018 House Vote: Republican	45%	(136)	36%	(108)	20%	(59)	303
2018 House Vote: Didnt Vote	39%	(152)	36%	(140)	26%	(102)	394
4-Region: Northeast	48%	(112)	34%	(80)	18%	(41)	233
4-Region: Midwest	46%	(127)	27%	(75)	26%	(72)	274
4-Region: South	41%	(185)	39%	(177)	21%	(94)	456
4-Region: West	42%	(113)	33%	(89)	25%	(68)	271
Concertgoers	54%	(186)	30%	(103)	16%	(56)	346
Taylor Swift Fans	44%	(515)	35%	(416)	21%	(244)	1174
Taylor Swift Avid Fans	73%	(260)	19%	(66)	8%	(30)	356
Swifties	63%	(193)	22%	(68)	15%	(47)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table FZKHQF9_2: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
 I enjoy attending Taylor Swift's concerts

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	14%	(168)	18%	(222)	68%	(844)	1235
Gender: Male	18%	(102)	24%	(138)	59%	(343)	583
Gender: Female	10%	(66)	13%	(84)	77%	(497)	648
Age: 18-34	18%	(65)	24%	(87)	58%	(206)	358
Age: 35-44	23%	(59)	25%	(63)	51%	(129)	251
Age: 45-64	9%	(35)	16%	(61)	75%	(289)	385
Age: 65+	4%	(9)	5%	(11)	92%	(221)	241
GenZers: 1997-2012	17%	(21)	31%	(40)	52%	(66)	127
Millennials: 1981-1996	22%	(94)	22%	(95)	56%	(244)	432
GenXers: 1965-1980	12%	(34)	19%	(56)	69%	(200)	290
Baby Boomers: 1946-1964	5%	(19)	9%	(31)	86%	(310)	361
PID: Dem (no lean)	19%	(105)	19%	(111)	62%	(352)	568
PID: Ind (no lean)	6%	(20)	17%	(56)	76%	(243)	320
PID: Rep (no lean)	12%	(43)	16%	(55)	72%	(249)	347
PID/Gender: Dem Men	24%	(71)	26%	(77)	49%	(144)	293
PID/Gender: Dem Women	12%	(34)	12%	(33)	75%	(205)	272
PID/Gender: Ind Men	5%	(7)	26%	(37)	69%	(96)	140
PID/Gender: Ind Women	7%	(13)	11%	(19)	82%	(147)	179
PID/Gender: Rep Men	16%	(24)	16%	(24)	68%	(103)	151
PID/Gender: Rep Women	10%	(19)	16%	(32)	74%	(146)	196
Ideo: Liberal (1-3)	18%	(75)	20%	(86)	62%	(264)	424
Ideo: Moderate (4)	8%	(25)	24%	(77)	69%	(225)	327
Ideo: Conservative (5-7)	16%	(58)	14%	(53)	70%	(261)	371
Educ: < College	12%	(92)	18%	(138)	70%	(535)	765
Educ: Bachelors degree	13%	(39)	16%	(47)	71%	(206)	292
Educ: Post-grad	21%	(37)	21%	(37)	58%	(103)	178
Income: Under 50k	12%	(72)	15%	(92)	72%	(432)	596
Income: 50k-100k	10%	(38)	22%	(84)	68%	(257)	380
Income: 100k+	22%	(58)	18%	(46)	60%	(155)	259
Ethnicity: White	14%	(130)	15%	(147)	71%	(675)	953
Ethnicity: Hispanic	24%	(49)	16%	(33)	60%	(123)	206
Ethnicity: Black	16%	(24)	34%	(51)	49%	(73)	148

Continued on next page

Table FZKHQF9_2: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
I enjoy attending Taylor Swift's concerts

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	14%	(168)	18%	(222)	68%	(844)	1235
Ethnicity: Other	10%	(14)	18%	(24)	72%	(97)	134
All Christian	13%	(75)	18%	(99)	69%	(390)	564
All Non-Christian	35%	(38)	25%	(28)	40%	(44)	109
Atheist	20%	(12)	10%	(6)	70%	(41)	59
Agnostic/Nothing in particular	10%	(31)	18%	(57)	73%	(232)	319
Something Else	7%	(13)	18%	(33)	75%	(138)	183
Religious Non-Protestant/Catholic	36%	(42)	24%	(29)	40%	(48)	119
Evangelical	12%	(33)	17%	(49)	71%	(204)	286
Non-Evangelical	11%	(48)	17%	(76)	72%	(315)	438
Community: Urban	20%	(73)	22%	(79)	59%	(214)	366
Community: Suburban	12%	(73)	16%	(96)	72%	(430)	599
Community: Rural	8%	(23)	18%	(48)	74%	(200)	270
Employ: Private Sector	20%	(93)	24%	(112)	56%	(264)	469
Employ: Government	22%	(20)	29%	(26)	49%	(43)	89
Employ: Self-Employed	15%	(15)	21%	(22)	65%	(67)	104
Employ: Homemaker	10%	(9)	7%	(6)	83%	(75)	90
Employ: Retired	4%	(10)	6%	(14)	90%	(228)	252
Employ: Unemployed	10%	(14)	20%	(27)	70%	(96)	138
Employ: Other	8%	(5)	10%	(6)	82%	(48)	59
Military HH: Yes	20%	(35)	13%	(23)	68%	(121)	179
Military HH: No	13%	(133)	19%	(199)	68%	(723)	1056
RD/WT: Right Direction	20%	(99)	25%	(124)	55%	(267)	489
RD/WT: Wrong Track	9%	(69)	13%	(98)	77%	(578)	745
Biden Job Approve	17%	(111)	21%	(140)	62%	(404)	656
Biden Job Disapprove	11%	(55)	14%	(72)	75%	(390)	517
Biden Job Strongly Approve	26%	(84)	23%	(72)	51%	(162)	317
Biden Job Somewhat Approve	8%	(28)	20%	(68)	72%	(242)	339
Biden Job Somewhat Disapprove	6%	(10)	19%	(31)	75%	(120)	161
Biden Job Strongly Disapprove	13%	(45)	12%	(42)	76%	(269)	356
Favorable of Biden	17%	(108)	20%	(127)	62%	(391)	626
Unfavorable of Biden	10%	(53)	14%	(73)	76%	(392)	518

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Table FZKHQF9_2: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
 I enjoy attending Taylor Swift's concerts

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	14%	(168)	18%	(222)	68%	(844)	1235
Very Favorable of Biden	26%	(78)	20%	(62)	54%	(166)	305
Somewhat Favorable of Biden	9%	(30)	20%	(65)	70%	(225)	320
Somewhat Unfavorable of Biden	6%	(8)	21%	(27)	73%	(96)	132
Very Unfavorable of Biden	11%	(44)	12%	(46)	77%	(296)	386
#1 Issue: Economy	14%	(66)	16%	(76)	70%	(336)	479
#1 Issue: Security	14%	(20)	19%	(29)	67%	(100)	149
#1 Issue: Health Care	16%	(23)	18%	(26)	67%	(98)	147
#1 Issue: Medicare / Social Security	6%	(8)	12%	(16)	82%	(108)	131
#1 Issue: Women's Issues	13%	(17)	16%	(21)	70%	(91)	130
#1 Issue: Energy	26%	(24)	35%	(32)	39%	(35)	91
#1 Issue: Other	8%	(5)	13%	(8)	79%	(51)	64
2022 House Vote: Democrat	18%	(103)	23%	(130)	59%	(334)	567
2022 House Vote: Republican	14%	(47)	12%	(39)	74%	(244)	330
2022 House Vote: Didnt Vote	6%	(17)	16%	(48)	79%	(241)	306
2020 Vote: Joe Biden	17%	(101)	20%	(117)	63%	(374)	592
2020 Vote: Donald Trump	12%	(41)	11%	(36)	77%	(253)	330
2020 Vote: Didn't Vote	9%	(25)	22%	(60)	69%	(192)	277
2018 House Vote: Democrat	18%	(91)	20%	(103)	62%	(320)	514
2018 House Vote: Republican	14%	(43)	14%	(43)	72%	(217)	303
2018 House Vote: Didnt Vote	8%	(33)	18%	(72)	73%	(288)	394
4-Region: Northeast	18%	(42)	22%	(52)	60%	(139)	233
4-Region: Midwest	11%	(31)	16%	(45)	72%	(198)	274
4-Region: South	10%	(48)	17%	(77)	73%	(331)	456
4-Region: West	17%	(47)	18%	(48)	65%	(176)	271
Concertgoers	31%	(107)	28%	(95)	42%	(144)	346
Taylor Swift Fans	13%	(150)	18%	(214)	69%	(811)	1174
Taylor Swift Avid Fans	32%	(113)	27%	(95)	42%	(148)	356
Swifties	40%	(124)	32%	(98)	28%	(86)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table FZKHQF9_3: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
I enjoy watching Taylor Swift's performances / music videos

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	24%	(292)	35%	(436)	41%	(506)	1235
Gender: Male	27%	(156)	38%	(220)	36%	(207)	583
Gender: Female	21%	(137)	33%	(216)	46%	(295)	648
Age: 18-34	33%	(119)	33%	(117)	34%	(122)	358
Age: 35-44	27%	(67)	38%	(95)	36%	(89)	251
Age: 45-64	18%	(70)	40%	(155)	42%	(161)	385
Age: 65+	15%	(37)	29%	(69)	56%	(134)	241
GenZers: 1997-2012	43%	(54)	32%	(41)	25%	(32)	127
Millennials: 1981-1996	27%	(117)	36%	(155)	37%	(159)	432
GenXers: 1965-1980	21%	(60)	37%	(108)	42%	(122)	290
Baby Boomers: 1946-1964	16%	(59)	34%	(121)	50%	(181)	361
PID: Dem (no lean)	30%	(169)	32%	(182)	38%	(217)	568
PID: Ind (no lean)	17%	(54)	34%	(110)	49%	(155)	320
PID: Rep (no lean)	20%	(69)	42%	(144)	39%	(134)	347
PID/Gender: Dem Men	35%	(103)	35%	(102)	30%	(88)	293
PID/Gender: Dem Women	24%	(66)	30%	(80)	46%	(126)	272
PID/Gender: Ind Men	15%	(21)	35%	(49)	50%	(70)	140
PID/Gender: Ind Women	19%	(34)	34%	(60)	48%	(85)	179
PID/Gender: Rep Men	21%	(32)	46%	(69)	33%	(50)	151
PID/Gender: Rep Women	19%	(37)	38%	(75)	43%	(84)	196
Ideo: Liberal (1-3)	30%	(128)	34%	(144)	36%	(152)	424
Ideo: Moderate (4)	17%	(57)	43%	(141)	40%	(130)	327
Ideo: Conservative (5-7)	25%	(94)	33%	(123)	42%	(155)	371
Educ: < College	22%	(170)	36%	(273)	42%	(322)	765
Educ: Bachelors degree	23%	(68)	35%	(103)	41%	(121)	292
Educ: Post-grad	30%	(54)	34%	(60)	36%	(64)	178
Income: Under 50k	23%	(135)	36%	(214)	41%	(247)	596
Income: 50k-100k	20%	(76)	37%	(140)	43%	(164)	380
Income: 100k+	31%	(81)	32%	(83)	37%	(95)	259
Ethnicity: White	22%	(208)	37%	(354)	41%	(391)	953
Ethnicity: Hispanic	26%	(54)	45%	(92)	29%	(59)	206
Ethnicity: Black	36%	(54)	29%	(43)	35%	(51)	148

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Table FZKHQF9_3: *To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
 I enjoy watching Taylor Swift's performances / music videos*

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	24%	(292)	35%	(436)	41%	(506)	1235
Ethnicity: Other	23%	(30)	30%	(40)	48%	(64)	134
All Christian	23%	(132)	36%	(204)	41%	(229)	564
All Non-Christian	40%	(44)	28%	(30)	32%	(35)	109
Atheist	22%	(13)	27%	(16)	51%	(30)	59
Agnostic/Nothing in particular	21%	(66)	41%	(131)	38%	(122)	319
Something Else	21%	(38)	30%	(56)	49%	(90)	183
Religious Non-Protestant/Catholic	39%	(46)	30%	(35)	32%	(38)	119
Evangelical	23%	(65)	30%	(85)	48%	(136)	286
Non-Evangelical	22%	(97)	38%	(167)	40%	(174)	438
Community: Urban	28%	(103)	36%	(133)	36%	(130)	366
Community: Suburban	23%	(139)	34%	(202)	43%	(259)	599
Community: Rural	19%	(50)	38%	(102)	43%	(117)	270
Employ: Private Sector	27%	(126)	39%	(185)	34%	(158)	469
Employ: Government	40%	(36)	33%	(29)	27%	(24)	89
Employ: Self-Employed	28%	(29)	30%	(31)	42%	(44)	104
Employ: Homemaker	20%	(18)	39%	(35)	41%	(37)	90
Employ: Retired	14%	(35)	36%	(91)	50%	(126)	252
Employ: Unemployed	19%	(26)	29%	(40)	52%	(72)	138
Employ: Other	18%	(10)	23%	(14)	59%	(35)	59
Military HH: Yes	28%	(50)	27%	(49)	45%	(80)	179
Military HH: No	23%	(243)	37%	(388)	40%	(426)	1056
RD/WT: Right Direction	31%	(153)	35%	(173)	33%	(163)	489
RD/WT: Wrong Track	19%	(139)	35%	(263)	46%	(343)	745
Biden Job Approve	30%	(194)	34%	(224)	36%	(237)	656
Biden Job Disapprove	18%	(95)	37%	(193)	44%	(229)	517
Biden Job Strongly Approve	35%	(110)	31%	(99)	34%	(108)	317
Biden Job Somewhat Approve	25%	(84)	37%	(125)	38%	(129)	339
Biden Job Somewhat Disapprove	21%	(33)	36%	(58)	44%	(70)	161
Biden Job Strongly Disapprove	17%	(62)	38%	(135)	45%	(159)	356
Favorable of Biden	28%	(178)	33%	(208)	38%	(239)	626
Unfavorable of Biden	20%	(105)	38%	(198)	42%	(216)	518

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Table FZKHQF9_3: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
I enjoy watching Taylor Swift's performances / music videos

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	24%	(292)	35%	(436)	41%	(506)	1235
Very Favorable of Biden	35%	(106)	31%	(94)	34%	(105)	305
Somewhat Favorable of Biden	22%	(72)	36%	(114)	42%	(134)	320
Somewhat Unfavorable of Biden	26%	(35)	39%	(52)	34%	(45)	132
Very Unfavorable of Biden	18%	(70)	38%	(146)	44%	(171)	386
#1 Issue: Economy	23%	(111)	35%	(167)	42%	(201)	479
#1 Issue: Security	27%	(41)	38%	(57)	34%	(51)	149
#1 Issue: Health Care	25%	(37)	35%	(52)	39%	(58)	147
#1 Issue: Medicare / Social Security	17%	(23)	29%	(38)	54%	(71)	131
#1 Issue: Women's Issues	18%	(23)	36%	(47)	46%	(59)	130
#1 Issue: Energy	36%	(33)	45%	(41)	19%	(17)	91
#1 Issue: Other	20%	(13)	31%	(20)	49%	(31)	64
2022 House Vote: Democrat	29%	(164)	35%	(201)	36%	(202)	567
2022 House Vote: Republican	21%	(68)	37%	(122)	42%	(139)	330
2022 House Vote: Didnt Vote	17%	(52)	36%	(109)	47%	(145)	306
2020 Vote: Joe Biden	29%	(172)	35%	(208)	36%	(212)	592
2020 Vote: Donald Trump	17%	(57)	38%	(125)	45%	(148)	330
2020 Vote: Didn't Vote	20%	(54)	33%	(91)	48%	(132)	277
2018 House Vote: Democrat	27%	(141)	36%	(184)	37%	(189)	514
2018 House Vote: Republican	20%	(61)	39%	(119)	41%	(123)	303
2018 House Vote: Didnt Vote	22%	(87)	33%	(130)	45%	(177)	394
4-Region: Northeast	32%	(75)	33%	(76)	35%	(82)	233
4-Region: Midwest	18%	(50)	37%	(101)	45%	(123)	274
4-Region: South	21%	(97)	37%	(169)	42%	(190)	456
4-Region: West	26%	(69)	33%	(91)	41%	(111)	271
Concertgoers	38%	(132)	34%	(117)	28%	(97)	346
Taylor Swift Fans	24%	(283)	36%	(417)	40%	(475)	1174
Taylor Swift Avid Fans	50%	(177)	34%	(120)	17%	(59)	356
Swifties	48%	(146)	35%	(109)	17%	(52)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table FZKHQF9_4: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
I look up to Taylor Swift and feel she is aspirational

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	15%	(182)	26%	(318)	59%	(734)	1235
Gender: Male	16%	(91)	30%	(175)	54%	(317)	583
Gender: Female	14%	(90)	22%	(143)	64%	(414)	648
Age: 18-34	23%	(82)	32%	(113)	46%	(163)	358
Age: 35-44	20%	(51)	35%	(89)	44%	(111)	251
Age: 45-64	10%	(37)	21%	(80)	70%	(268)	385
Age: 65+	5%	(12)	15%	(37)	80%	(192)	241
GenZers: 1997-2012	18%	(23)	41%	(52)	41%	(52)	127
Millennials: 1981-1996	24%	(105)	30%	(129)	46%	(199)	432
GenXers: 1965-1980	10%	(28)	26%	(74)	65%	(187)	290
Baby Boomers: 1946-1964	7%	(25)	17%	(61)	76%	(275)	361
PID: Dem (no lean)	19%	(106)	30%	(172)	51%	(291)	568
PID: Ind (no lean)	12%	(37)	21%	(66)	68%	(216)	320
PID: Rep (no lean)	11%	(39)	23%	(80)	66%	(228)	347
PID/Gender: Dem Men	20%	(58)	38%	(111)	42%	(123)	293
PID/Gender: Dem Women	17%	(47)	22%	(61)	60%	(164)	272
PID/Gender: Ind Men	8%	(12)	20%	(28)	72%	(100)	140
PID/Gender: Ind Women	14%	(25)	21%	(38)	65%	(116)	179
PID/Gender: Rep Men	14%	(21)	24%	(36)	62%	(93)	151
PID/Gender: Rep Women	9%	(18)	22%	(44)	68%	(134)	196
Ideo: Liberal (1-3)	18%	(78)	29%	(124)	52%	(223)	424
Ideo: Moderate (4)	12%	(41)	31%	(102)	57%	(185)	327
Ideo: Conservative (5-7)	13%	(50)	23%	(86)	63%	(235)	371
Educ: < College	13%	(101)	25%	(188)	62%	(476)	765
Educ: Bachelors degree	14%	(41)	27%	(78)	59%	(173)	292
Educ: Post-grad	22%	(40)	29%	(52)	48%	(86)	178
Income: Under 50k	16%	(97)	22%	(134)	61%	(366)	596
Income: 50k-100k	11%	(43)	27%	(104)	61%	(232)	380
Income: 100k+	16%	(42)	31%	(81)	53%	(136)	259
Ethnicity: White	15%	(139)	25%	(238)	60%	(576)	953
Ethnicity: Hispanic	22%	(46)	29%	(60)	48%	(99)	206
Ethnicity: Black	19%	(28)	32%	(47)	49%	(72)	148

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Table FZKHQF9_4: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
I look up to Taylor Swift and feel she is aspirational

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	15%	(182)	26%	(318)	59%	(734)	1235
Ethnicity: Other	11%	(15)	25%	(33)	64%	(86)	134
All Christian	14%	(77)	24%	(133)	63%	(353)	564
All Non-Christian	28%	(31)	35%	(38)	37%	(40)	109
Atheist	10%	(6)	26%	(15)	65%	(38)	59
Agnostic/Nothing in particular	14%	(44)	30%	(96)	56%	(180)	319
Something Else	13%	(24)	20%	(36)	67%	(123)	183
Religious Non-Protestant/Catholic	27%	(32)	35%	(42)	38%	(45)	119
Evangelical	15%	(42)	19%	(54)	66%	(189)	286
Non-Evangelical	13%	(56)	24%	(106)	63%	(277)	438
Community: Urban	18%	(66)	29%	(105)	53%	(195)	366
Community: Suburban	15%	(90)	24%	(147)	61%	(363)	599
Community: Rural	10%	(27)	25%	(67)	65%	(176)	270
Employ: Private Sector	17%	(80)	32%	(152)	51%	(237)	469
Employ: Government	19%	(17)	36%	(32)	45%	(40)	89
Employ: Self-Employed	20%	(21)	28%	(30)	52%	(54)	104
Employ: Homemaker	10%	(9)	22%	(20)	68%	(61)	90
Employ: Retired	7%	(17)	15%	(38)	78%	(198)	252
Employ: Unemployed	18%	(24)	21%	(29)	61%	(84)	138
Employ: Other	11%	(6)	14%	(8)	75%	(45)	59
Military HH: Yes	17%	(31)	20%	(36)	63%	(112)	179
Military HH: No	14%	(151)	27%	(283)	59%	(622)	1056
RD/WT: Right Direction	18%	(90)	33%	(163)	48%	(236)	489
RD/WT: Wrong Track	12%	(92)	21%	(155)	67%	(499)	745
Biden Job Approve	18%	(117)	29%	(193)	53%	(346)	656
Biden Job Disapprove	12%	(61)	23%	(121)	65%	(335)	517
Biden Job Strongly Approve	22%	(69)	35%	(110)	44%	(138)	317
Biden Job Somewhat Approve	14%	(48)	25%	(83)	61%	(207)	339
Biden Job Somewhat Disapprove	13%	(20)	30%	(48)	58%	(93)	161
Biden Job Strongly Disapprove	11%	(41)	21%	(73)	68%	(242)	356
Favorable of Biden	18%	(116)	29%	(183)	52%	(327)	626
Unfavorable of Biden	11%	(56)	23%	(121)	66%	(342)	518

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Table FZKHQF9_4: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
 I look up to Taylor Swift and feel she is aspirational

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	15%	(182)	26%	(318)	59%	(734)	1235
Very Favorable of Biden	23%	(71)	31%	(96)	45%	(139)	305
Somewhat Favorable of Biden	14%	(44)	27%	(87)	59%	(188)	320
Somewhat Unfavorable of Biden	12%	(16)	26%	(34)	62%	(81)	132
Very Unfavorable of Biden	10%	(39)	22%	(86)	67%	(260)	386
#1 Issue: Economy	14%	(69)	26%	(125)	60%	(285)	479
#1 Issue: Security	16%	(23)	24%	(36)	60%	(90)	149
#1 Issue: Health Care	14%	(20)	28%	(42)	58%	(85)	147
#1 Issue: Medicare / Social Security	11%	(14)	16%	(21)	73%	(96)	131
#1 Issue: Women's Issues	13%	(17)	28%	(36)	59%	(77)	130
#1 Issue: Energy	27%	(25)	39%	(36)	34%	(31)	91
#1 Issue: Other	7%	(4)	15%	(10)	78%	(50)	64
2022 House Vote: Democrat	18%	(104)	32%	(180)	50%	(283)	567
2022 House Vote: Republican	12%	(41)	21%	(70)	67%	(219)	330
2022 House Vote: Didnt Vote	11%	(33)	21%	(66)	68%	(207)	306
2020 Vote: Joe Biden	19%	(113)	29%	(174)	51%	(305)	592
2020 Vote: Donald Trump	10%	(34)	21%	(69)	69%	(227)	330
2020 Vote: Didn't Vote	11%	(31)	24%	(67)	65%	(179)	277
2018 House Vote: Democrat	18%	(94)	30%	(154)	52%	(265)	514
2018 House Vote: Republican	12%	(35)	22%	(68)	66%	(200)	303
2018 House Vote: Didnt Vote	13%	(51)	24%	(94)	63%	(249)	394
4-Region: Northeast	15%	(35)	32%	(74)	53%	(124)	233
4-Region: Midwest	13%	(36)	26%	(72)	61%	(166)	274
4-Region: South	14%	(62)	24%	(108)	63%	(286)	456
4-Region: West	18%	(48)	24%	(65)	58%	(158)	271
Concertgoers	23%	(78)	34%	(118)	43%	(150)	346
Taylor Swift Fans	14%	(163)	26%	(310)	60%	(702)	1174
Taylor Swift Avid Fans	31%	(109)	38%	(135)	31%	(112)	356
Swifties	39%	(121)	35%	(108)	26%	(79)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF9_5: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
I feel like I can relate to Taylor Swift and her music

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	20%	(242)	30%	(365)	51%	(627)	1235
Gender: Male	21%	(121)	32%	(184)	48%	(278)	583
Gender: Female	19%	(121)	28%	(179)	54%	(348)	648
Age: 18-34	30%	(106)	34%	(123)	36%	(129)	358
Age: 35-44	27%	(68)	37%	(92)	36%	(91)	251
Age: 45-64	14%	(53)	26%	(102)	60%	(230)	385
Age: 65+	7%	(16)	20%	(49)	73%	(177)	241
GenZers: 1997-2012	35%	(45)	36%	(46)	29%	(37)	127
Millennials: 1981-1996	28%	(120)	34%	(148)	38%	(165)	432
GenXers: 1965-1980	15%	(45)	29%	(83)	56%	(162)	290
Baby Boomers: 1946-1964	9%	(33)	23%	(84)	68%	(244)	361
PID: Dem (no lean)	22%	(128)	32%	(180)	46%	(260)	568
PID: Ind (no lean)	17%	(53)	27%	(88)	56%	(179)	320
PID: Rep (no lean)	18%	(62)	28%	(97)	54%	(188)	347
PID/Gender: Dem Men	27%	(79)	33%	(97)	40%	(117)	293
PID/Gender: Dem Women	18%	(49)	30%	(81)	52%	(142)	272
PID/Gender: Ind Men	12%	(17)	26%	(37)	62%	(86)	140
PID/Gender: Ind Women	20%	(36)	28%	(51)	52%	(93)	179
PID/Gender: Rep Men	17%	(26)	33%	(50)	50%	(75)	151
PID/Gender: Rep Women	18%	(36)	24%	(47)	58%	(113)	196
Ideo: Liberal (1-3)	24%	(104)	33%	(139)	43%	(181)	424
Ideo: Moderate (4)	14%	(47)	35%	(114)	51%	(166)	327
Ideo: Conservative (5-7)	21%	(77)	24%	(89)	55%	(205)	371
Educ: < College	19%	(146)	28%	(212)	53%	(407)	765
Educ: Bachelors degree	18%	(54)	31%	(92)	50%	(147)	292
Educ: Post-grad	24%	(42)	35%	(62)	41%	(73)	178
Income: Under 50k	19%	(115)	28%	(168)	53%	(314)	596
Income: 50k-100k	17%	(64)	32%	(123)	51%	(192)	380
Income: 100k+	24%	(63)	29%	(75)	47%	(121)	259
Ethnicity: White	20%	(192)	29%	(280)	51%	(481)	953
Ethnicity: Hispanic	30%	(61)	24%	(48)	47%	(96)	206
Ethnicity: Black	18%	(27)	36%	(53)	46%	(68)	148

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Table FZKHQF9_5: *To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
 I feel like I can relate to Taylor Swift and her music*

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	20%	(242)	30%	(365)	51%	(627)	1235
Ethnicity: Other	18%	(24)	24%	(32)	58%	(78)	134
All Christian	18%	(100)	28%	(156)	55%	(308)	564
All Non-Christian	33%	(36)	29%	(32)	37%	(41)	109
Atheist	20%	(12)	28%	(17)	52%	(31)	59
Agnostic/Nothing in particular	18%	(58)	34%	(110)	47%	(152)	319
Something Else	20%	(37)	28%	(50)	53%	(96)	183
Religious Non-Protestant/Catholic	32%	(38)	30%	(35)	38%	(46)	119
Evangelical	19%	(53)	26%	(73)	56%	(160)	286
Non-Evangelical	18%	(77)	29%	(127)	54%	(235)	438
Community: Urban	23%	(83)	31%	(113)	47%	(170)	366
Community: Suburban	19%	(115)	31%	(185)	50%	(299)	599
Community: Rural	16%	(44)	25%	(67)	59%	(158)	270
Employ: Private Sector	26%	(121)	32%	(152)	42%	(195)	469
Employ: Government	33%	(29)	34%	(30)	33%	(30)	89
Employ: Self-Employed	17%	(17)	40%	(42)	43%	(45)	104
Employ: Homemaker	17%	(16)	26%	(24)	57%	(51)	90
Employ: Retired	7%	(17)	22%	(57)	71%	(179)	252
Employ: Unemployed	17%	(23)	31%	(43)	52%	(72)	138
Employ: Other	12%	(7)	13%	(8)	75%	(45)	59
Military HH: Yes	18%	(32)	29%	(51)	54%	(96)	179
Military HH: No	20%	(211)	30%	(314)	50%	(531)	1056
RD/WT: Right Direction	26%	(130)	32%	(158)	41%	(202)	489
RD/WT: Wrong Track	15%	(113)	28%	(207)	57%	(425)	745
Biden Job Approve	22%	(145)	33%	(214)	45%	(296)	656
Biden Job Disapprove	18%	(92)	27%	(139)	55%	(286)	517
Biden Job Strongly Approve	30%	(95)	31%	(97)	39%	(125)	317
Biden Job Somewhat Approve	15%	(50)	35%	(117)	51%	(171)	339
Biden Job Somewhat Disapprove	25%	(40)	31%	(50)	44%	(71)	161
Biden Job Strongly Disapprove	15%	(52)	25%	(89)	60%	(215)	356
Favorable of Biden	23%	(145)	32%	(201)	45%	(279)	626
Unfavorable of Biden	17%	(89)	27%	(141)	56%	(289)	518

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Table FZKHQF9_5: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
I feel like I can relate to Taylor Swift and her music

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	20%	(242)	30%	(365)	51%	(627)	1235
Very Favorable of Biden	30%	(93)	28%	(87)	41%	(126)	305
Somewhat Favorable of Biden	16%	(53)	36%	(114)	48%	(154)	320
Somewhat Unfavorable of Biden	20%	(27)	33%	(43)	47%	(62)	132
Very Unfavorable of Biden	16%	(62)	25%	(97)	59%	(227)	386
#1 Issue: Economy	21%	(101)	28%	(134)	51%	(244)	479
#1 Issue: Security	15%	(22)	32%	(47)	54%	(80)	149
#1 Issue: Health Care	22%	(33)	32%	(47)	45%	(67)	147
#1 Issue: Medicare / Social Security	12%	(15)	19%	(24)	70%	(92)	131
#1 Issue: Women's Issues	21%	(27)	37%	(48)	42%	(54)	130
#1 Issue: Energy	30%	(27)	39%	(35)	32%	(29)	91
#1 Issue: Other	6%	(4)	24%	(15)	70%	(45)	64
2022 House Vote: Democrat	22%	(127)	34%	(192)	44%	(247)	567
2022 House Vote: Republican	18%	(60)	25%	(83)	57%	(186)	330
2022 House Vote: Didnt Vote	17%	(51)	26%	(81)	57%	(174)	306
2020 Vote: Joe Biden	22%	(133)	34%	(198)	44%	(261)	592
2020 Vote: Donald Trump	16%	(53)	27%	(90)	57%	(187)	330
2020 Vote: Didn't Vote	18%	(51)	23%	(65)	58%	(161)	277
2018 House Vote: Democrat	22%	(113)	32%	(163)	46%	(237)	514
2018 House Vote: Republican	18%	(55)	28%	(85)	54%	(163)	303
2018 House Vote: Didnt Vote	18%	(72)	28%	(110)	54%	(212)	394
4-Region: Northeast	23%	(54)	32%	(75)	45%	(104)	233
4-Region: Midwest	22%	(61)	29%	(80)	49%	(133)	274
4-Region: South	17%	(76)	29%	(133)	54%	(247)	456
4-Region: West	19%	(50)	28%	(77)	53%	(144)	271
Concertgoers	35%	(122)	31%	(106)	34%	(118)	346
Taylor Swift Fans	19%	(223)	30%	(353)	51%	(598)	1174
Taylor Swift Avid Fans	42%	(150)	34%	(122)	24%	(84)	356
Swifties	47%	(144)	31%	(97)	22%	(67)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table FZKHQF9_6: *To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
 I enjoy following Taylor Swift on social media*

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	13%	(166)	21%	(261)	65%	(807)	1235
Gender: Male	17%	(100)	25%	(147)	58%	(336)	583
Gender: Female	10%	(66)	18%	(114)	72%	(467)	648
Age: 18-34	23%	(83)	27%	(98)	50%	(177)	358
Age: 35-44	18%	(46)	34%	(85)	48%	(120)	251
Age: 45-64	8%	(32)	15%	(59)	77%	(295)	385
Age: 65+	3%	(6)	8%	(20)	89%	(214)	241
GenZers: 1997-2012	24%	(30)	34%	(43)	42%	(54)	127
Millennials: 1981-1996	21%	(90)	28%	(123)	51%	(219)	432
GenXers: 1965-1980	12%	(35)	17%	(50)	71%	(205)	290
Baby Boomers: 1946-1964	3%	(11)	13%	(45)	84%	(304)	361
PID: Dem (no lean)	18%	(103)	25%	(143)	57%	(322)	568
PID: Ind (no lean)	9%	(30)	16%	(50)	75%	(239)	320
PID: Rep (no lean)	10%	(33)	20%	(68)	71%	(246)	347
PID/Gender: Dem Men	24%	(71)	31%	(90)	45%	(132)	293
PID/Gender: Dem Women	12%	(32)	20%	(54)	69%	(187)	272
PID/Gender: Ind Men	8%	(12)	16%	(23)	75%	(106)	140
PID/Gender: Ind Women	10%	(18)	15%	(27)	75%	(134)	179
PID/Gender: Rep Men	11%	(17)	23%	(35)	65%	(98)	151
PID/Gender: Rep Women	8%	(16)	17%	(33)	75%	(147)	196
Ideo: Liberal (1-3)	18%	(77)	21%	(91)	60%	(257)	424
Ideo: Moderate (4)	10%	(33)	27%	(88)	63%	(206)	327
Ideo: Conservative (5-7)	11%	(42)	19%	(71)	70%	(258)	371
Educ: < College	12%	(96)	22%	(166)	66%	(503)	765
Educ: Bachelors degree	13%	(39)	18%	(52)	69%	(201)	292
Educ: Post-grad	18%	(32)	24%	(42)	58%	(103)	178
Income: Under 50k	14%	(82)	21%	(124)	65%	(390)	596
Income: 50k-100k	13%	(48)	18%	(70)	69%	(262)	380
Income: 100k+	14%	(37)	26%	(67)	60%	(155)	259
Ethnicity: White	12%	(114)	20%	(192)	68%	(647)	953
Ethnicity: Hispanic	14%	(29)	34%	(71)	52%	(106)	206
Ethnicity: Black	24%	(36)	31%	(45)	45%	(67)	148

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Table FZKHQF9_6: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
I enjoy following Taylor Swift on social media

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	13%	(166)	21%	(261)	65%	(807)	1235
Ethnicity: Other	13%	(17)	18%	(24)	69%	(93)	134
All Christian	12%	(66)	20%	(112)	68%	(386)	564
All Non-Christian	29%	(31)	30%	(33)	41%	(45)	109
Atheist	8%	(5)	20%	(12)	73%	(43)	59
Agnostic/Nothing in particular	14%	(44)	24%	(76)	63%	(200)	319
Something Else	11%	(21)	16%	(29)	73%	(133)	183
Religious Non-Protestant/Catholic	28%	(33)	30%	(36)	42%	(50)	119
Evangelical	11%	(30)	19%	(55)	70%	(201)	286
Non-Evangelical	12%	(54)	17%	(77)	70%	(308)	438
Community: Urban	19%	(71)	24%	(88)	56%	(206)	366
Community: Suburban	12%	(73)	21%	(128)	67%	(398)	599
Community: Rural	8%	(23)	17%	(45)	75%	(202)	270
Employ: Private Sector	17%	(79)	28%	(129)	56%	(261)	469
Employ: Government	18%	(17)	35%	(31)	46%	(42)	89
Employ: Self-Employed	13%	(13)	27%	(28)	60%	(63)	104
Employ: Homemaker	12%	(11)	12%	(11)	76%	(68)	90
Employ: Retired	4%	(11)	9%	(23)	86%	(218)	252
Employ: Unemployed	16%	(22)	15%	(21)	69%	(95)	138
Employ: Other	9%	(5)	11%	(6)	80%	(47)	59
Military HH: Yes	14%	(26)	22%	(40)	63%	(113)	179
Military HH: No	13%	(141)	21%	(222)	66%	(694)	1056
RD/WT: Right Direction	21%	(104)	28%	(136)	51%	(250)	489
RD/WT: Wrong Track	8%	(63)	17%	(125)	75%	(557)	745
Biden Job Approve	18%	(115)	25%	(164)	57%	(376)	656
Biden Job Disapprove	9%	(48)	17%	(90)	73%	(379)	517
Biden Job Strongly Approve	21%	(67)	30%	(95)	49%	(155)	317
Biden Job Somewhat Approve	14%	(49)	20%	(69)	65%	(221)	339
Biden Job Somewhat Disapprove	12%	(19)	23%	(37)	65%	(105)	161
Biden Job Strongly Disapprove	8%	(29)	15%	(53)	77%	(275)	356
Favorable of Biden	18%	(111)	24%	(150)	58%	(365)	626
Unfavorable of Biden	9%	(45)	18%	(93)	73%	(380)	518

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Table FZKHQF9_6: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
 I enjoy following Taylor Swift on social media

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	13%	(166)	21%	(261)	65%	(807)	1235
Very Favorable of Biden	21%	(63)	28%	(84)	52%	(158)	305
Somewhat Favorable of Biden	15%	(48)	20%	(65)	65%	(207)	320
Somewhat Unfavorable of Biden	13%	(17)	19%	(25)	68%	(90)	132
Very Unfavorable of Biden	7%	(28)	18%	(69)	75%	(290)	386
#1 Issue: Economy	15%	(70)	19%	(89)	67%	(320)	479
#1 Issue: Security	12%	(18)	23%	(34)	65%	(97)	149
#1 Issue: Health Care	15%	(21)	23%	(34)	62%	(91)	147
#1 Issue: Medicare / Social Security	7%	(9)	10%	(13)	83%	(109)	131
#1 Issue: Women's Issues	13%	(17)	21%	(27)	66%	(86)	130
#1 Issue: Energy	16%	(15)	46%	(42)	37%	(34)	91
#1 Issue: Other	8%	(5)	19%	(12)	74%	(47)	64
2022 House Vote: Democrat	17%	(98)	27%	(154)	56%	(315)	567
2022 House Vote: Republican	9%	(29)	16%	(53)	75%	(248)	330
2022 House Vote: Didnt Vote	12%	(36)	16%	(49)	72%	(221)	306
2020 Vote: Joe Biden	16%	(96)	25%	(148)	59%	(349)	592
2020 Vote: Donald Trump	8%	(26)	18%	(58)	75%	(246)	330
2020 Vote: Didn't Vote	14%	(39)	18%	(51)	68%	(187)	277
2018 House Vote: Democrat	17%	(87)	25%	(127)	58%	(300)	514
2018 House Vote: Republican	10%	(30)	18%	(53)	72%	(219)	303
2018 House Vote: Didnt Vote	12%	(49)	20%	(77)	68%	(267)	394
4-Region: Northeast	15%	(35)	27%	(64)	58%	(134)	233
4-Region: Midwest	8%	(23)	23%	(64)	68%	(187)	274
4-Region: South	13%	(62)	19%	(85)	68%	(310)	456
4-Region: West	17%	(47)	18%	(49)	65%	(175)	271
Concertgoers	24%	(83)	30%	(102)	46%	(161)	346
Taylor Swift Fans	13%	(155)	21%	(243)	66%	(777)	1174
Taylor Swift Avid Fans	31%	(109)	31%	(111)	38%	(136)	356
Swifties	33%	(103)	40%	(124)	26%	(81)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table FZKHQF9_7: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
I enjoy communicating with others about Taylor Swift on social media

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	12%	(152)	18%	(221)	70%	(861)	1235
Gender: Male	19%	(109)	21%	(124)	60%	(350)	583
Gender: Female	7%	(43)	15%	(97)	78%	(507)	648
Age: 18-34	19%	(68)	25%	(89)	56%	(200)	358
Age: 35-44	18%	(45)	26%	(65)	56%	(141)	251
Age: 45-64	9%	(34)	14%	(55)	77%	(296)	385
Age: 65+	2%	(5)	5%	(12)	93%	(224)	241
GenZers: 1997-2012	20%	(25)	28%	(36)	52%	(67)	127
Millennials: 1981-1996	19%	(82)	24%	(103)	57%	(247)	432
GenXers: 1965-1980	12%	(35)	17%	(48)	71%	(206)	290
Baby Boomers: 1946-1964	3%	(10)	8%	(31)	89%	(320)	361
PID: Dem (no lean)	18%	(101)	19%	(106)	64%	(362)	568
PID: Ind (no lean)	7%	(23)	17%	(54)	76%	(243)	320
PID: Rep (no lean)	8%	(29)	18%	(61)	74%	(257)	347
PID/Gender: Dem Men	28%	(81)	22%	(64)	50%	(148)	293
PID/Gender: Dem Women	7%	(20)	15%	(42)	77%	(211)	272
PID/Gender: Ind Men	9%	(13)	18%	(25)	73%	(102)	140
PID/Gender: Ind Women	5%	(10)	16%	(29)	79%	(141)	179
PID/Gender: Rep Men	10%	(15)	23%	(35)	67%	(101)	151
PID/Gender: Rep Women	7%	(14)	13%	(26)	79%	(156)	196
Ideo: Liberal (1-3)	16%	(67)	19%	(82)	65%	(275)	424
Ideo: Moderate (4)	11%	(35)	20%	(65)	69%	(227)	327
Ideo: Conservative (5-7)	11%	(40)	18%	(67)	71%	(263)	371
Educ: < College	10%	(78)	20%	(150)	70%	(537)	765
Educ: Bachelors degree	13%	(37)	14%	(41)	73%	(214)	292
Educ: Post-grad	21%	(37)	17%	(31)	62%	(110)	178
Income: Under 50k	11%	(65)	18%	(109)	71%	(422)	596
Income: 50k-100k	10%	(39)	18%	(68)	72%	(272)	380
Income: 100k+	18%	(48)	17%	(44)	65%	(167)	259
Ethnicity: White	12%	(116)	15%	(146)	73%	(691)	953
Ethnicity: Hispanic	15%	(31)	27%	(55)	58%	(119)	206
Ethnicity: Black	20%	(29)	32%	(48)	48%	(71)	148

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Table FZKHQF9_7: *To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
 I enjoy communicating with others about Taylor Swift on social media*

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	12%	(152)	18%	(221)	70%	(861)	1235
Ethnicity: Other	5%	(7)	21%	(28)	74%	(99)	134
All Christian	10%	(57)	19%	(107)	71%	(400)	564
All Non-Christian	36%	(39)	19%	(21)	45%	(49)	109
Atheist	17%	(10)	9%	(5)	74%	(44)	59
Agnostic/Nothing in particular	11%	(34)	17%	(53)	73%	(232)	319
Something Else	7%	(12)	19%	(35)	74%	(136)	183
Religious Non-Protestant/Catholic	34%	(40)	18%	(21)	49%	(58)	119
Evangelical	10%	(30)	19%	(55)	70%	(201)	286
Non-Evangelical	8%	(37)	19%	(82)	73%	(320)	438
Community: Urban	20%	(72)	22%	(81)	58%	(213)	366
Community: Suburban	9%	(56)	17%	(101)	74%	(443)	599
Community: Rural	9%	(24)	15%	(40)	76%	(206)	270
Employ: Private Sector	16%	(74)	24%	(111)	60%	(284)	469
Employ: Government	23%	(21)	21%	(19)	56%	(50)	89
Employ: Self-Employed	17%	(18)	23%	(24)	60%	(63)	104
Employ: Homemaker	4%	(4)	11%	(10)	84%	(76)	90
Employ: Retired	2%	(6)	7%	(17)	91%	(229)	252
Employ: Unemployed	14%	(19)	17%	(23)	70%	(96)	138
Employ: Other	10%	(6)	6%	(4)	84%	(50)	59
Military HH: Yes	15%	(27)	18%	(33)	67%	(119)	179
Military HH: No	12%	(125)	18%	(189)	70%	(742)	1056
RD/WT: Right Direction	21%	(103)	21%	(104)	58%	(283)	489
RD/WT: Wrong Track	7%	(49)	16%	(118)	78%	(579)	745
Biden Job Approve	17%	(114)	19%	(125)	64%	(417)	656
Biden Job Disapprove	7%	(37)	17%	(89)	76%	(391)	517
Biden Job Strongly Approve	26%	(82)	20%	(62)	55%	(173)	317
Biden Job Somewhat Approve	10%	(32)	19%	(63)	72%	(244)	339
Biden Job Somewhat Disapprove	7%	(11)	20%	(33)	73%	(117)	161
Biden Job Strongly Disapprove	7%	(26)	16%	(56)	77%	(274)	356
Favorable of Biden	18%	(110)	18%	(111)	65%	(405)	626
Unfavorable of Biden	6%	(33)	18%	(95)	75%	(389)	518

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Table FZKHQF9_7: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
I enjoy communicating with others about Taylor Swift on social media

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	12%	(152)	18%	(221)	70%	(861)	1235
Very Favorable of Biden	24%	(74)	17%	(53)	58%	(178)	305
Somewhat Favorable of Biden	11%	(36)	18%	(57)	71%	(227)	320
Somewhat Unfavorable of Biden	6%	(7)	21%	(28)	73%	(97)	132
Very Unfavorable of Biden	7%	(26)	17%	(68)	76%	(293)	386
#1 Issue: Economy	12%	(56)	18%	(88)	70%	(335)	479
#1 Issue: Security	14%	(21)	24%	(36)	62%	(92)	149
#1 Issue: Health Care	15%	(22)	17%	(25)	68%	(100)	147
#1 Issue: Medicare / Social Security	8%	(11)	8%	(10)	84%	(110)	131
#1 Issue: Women's Issues	6%	(8)	18%	(23)	76%	(99)	130
#1 Issue: Energy	30%	(28)	23%	(21)	46%	(42)	91
#1 Issue: Other	2%	(1)	8%	(5)	90%	(58)	64
2022 House Vote: Democrat	18%	(101)	21%	(117)	62%	(349)	567
2022 House Vote: Republican	8%	(27)	17%	(55)	75%	(248)	330
2022 House Vote: Didnt Vote	7%	(22)	16%	(49)	77%	(235)	306
2020 Vote: Joe Biden	17%	(100)	18%	(108)	65%	(384)	592
2020 Vote: Donald Trump	7%	(24)	17%	(55)	76%	(251)	330
2020 Vote: Didn't Vote	10%	(27)	19%	(53)	71%	(197)	277
2018 House Vote: Democrat	18%	(91)	18%	(90)	65%	(332)	514
2018 House Vote: Republican	9%	(27)	17%	(53)	74%	(224)	303
2018 House Vote: Didnt Vote	8%	(32)	20%	(78)	72%	(284)	394
4-Region: Northeast	18%	(42)	20%	(47)	62%	(144)	233
4-Region: Midwest	8%	(22)	20%	(55)	72%	(198)	274
4-Region: South	10%	(45)	19%	(86)	71%	(325)	456
4-Region: West	16%	(43)	13%	(34)	72%	(195)	271
Concertgoers	28%	(97)	24%	(83)	48%	(166)	346
Taylor Swift Fans	12%	(140)	17%	(200)	71%	(834)	1174
Taylor Swift Avid Fans	25%	(88)	27%	(95)	49%	(173)	356
Swifties	34%	(105)	36%	(110)	30%	(92)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table FZKHQF9_8: *To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
I enjoy watching online content related to Taylor Swift (i.e., interviews, documentaries, videos, etc.)*

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	18%	(216)	27%	(332)	56%	(687)	1235
Gender: Male	22%	(128)	28%	(165)	50%	(291)	583
Gender: Female	14%	(88)	26%	(167)	61%	(392)	648
Age: 18-34	24%	(85)	30%	(106)	47%	(167)	358
Age: 35-44	27%	(69)	31%	(78)	41%	(104)	251
Age: 45-64	12%	(47)	28%	(110)	59%	(228)	385
Age: 65+	6%	(15)	16%	(38)	78%	(188)	241
GenZers: 1997-2012	24%	(31)	34%	(43)	42%	(54)	127
Millennials: 1981-1996	25%	(110)	29%	(126)	46%	(197)	432
GenXers: 1965-1980	18%	(54)	26%	(76)	55%	(160)	290
Baby Boomers: 1946-1964	6%	(22)	22%	(79)	72%	(259)	361
PID: Dem (no lean)	21%	(119)	27%	(153)	52%	(296)	568
PID: Ind (no lean)	13%	(42)	26%	(83)	61%	(194)	320
PID: Rep (no lean)	16%	(54)	28%	(96)	57%	(196)	347
PID/Gender: Dem Men	26%	(75)	30%	(87)	45%	(131)	293
PID/Gender: Dem Women	16%	(44)	24%	(66)	59%	(162)	272
PID/Gender: Ind Men	14%	(20)	28%	(39)	58%	(81)	140
PID/Gender: Ind Women	13%	(23)	24%	(44)	63%	(113)	179
PID/Gender: Rep Men	22%	(33)	26%	(39)	52%	(79)	151
PID/Gender: Rep Women	11%	(21)	29%	(58)	60%	(117)	196
Ideo: Liberal (1-3)	21%	(89)	30%	(127)	49%	(208)	424
Ideo: Moderate (4)	13%	(44)	29%	(94)	58%	(189)	327
Ideo: Conservative (5-7)	19%	(71)	25%	(93)	56%	(207)	371
Educ: < College	16%	(121)	27%	(208)	57%	(436)	765
Educ: Bachelors degree	18%	(53)	25%	(73)	57%	(166)	292
Educ: Post-grad	24%	(42)	29%	(51)	48%	(85)	178
Income: Under 50k	18%	(110)	26%	(153)	56%	(333)	596
Income: 50k-100k	15%	(59)	27%	(103)	57%	(218)	380
Income: 100k+	18%	(48)	29%	(76)	52%	(136)	259
Ethnicity: White	17%	(158)	26%	(252)	57%	(543)	953
Ethnicity: Hispanic	23%	(48)	27%	(56)	49%	(102)	206
Ethnicity: Black	24%	(35)	32%	(47)	44%	(65)	148

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Table FZKHQF9_8: *To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
I enjoy watching online content related to Taylor Swift (i.e., interviews, documentaries, videos, etc.)*

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	18%	(216)	27%	(332)	56%	(687)	1235
Ethnicity: Other	17%	(23)	24%	(33)	59%	(79)	134
All Christian	19%	(108)	26%	(147)	55%	(309)	564
All Non-Christian	35%	(38)	32%	(35)	33%	(36)	109
Atheist	5%	(3)	34%	(20)	61%	(36)	59
Agnostic/Nothing in particular	12%	(39)	28%	(91)	59%	(189)	319
Something Else	16%	(29)	21%	(39)	63%	(116)	183
Religious Non-Protestant/Catholic	35%	(42)	31%	(36)	34%	(40)	119
Evangelical	16%	(47)	24%	(70)	59%	(169)	286
Non-Evangelical	19%	(82)	25%	(111)	56%	(245)	438
Community: Urban	25%	(90)	27%	(99)	48%	(176)	366
Community: Suburban	16%	(93)	27%	(159)	58%	(347)	599
Community: Rural	12%	(33)	27%	(73)	61%	(164)	270
Employ: Private Sector	24%	(110)	31%	(146)	45%	(212)	469
Employ: Government	21%	(19)	38%	(34)	42%	(37)	89
Employ: Self-Employed	21%	(22)	29%	(30)	50%	(52)	104
Employ: Homemaker	9%	(8)	26%	(23)	66%	(59)	90
Employ: Retired	5%	(13)	20%	(51)	75%	(188)	252
Employ: Unemployed	19%	(26)	19%	(26)	62%	(85)	138
Employ: Other	14%	(8)	19%	(11)	68%	(40)	59
Military HH: Yes	13%	(23)	28%	(50)	60%	(106)	179
Military HH: No	18%	(194)	27%	(282)	55%	(580)	1056
RD/WT: Right Direction	25%	(121)	30%	(145)	46%	(223)	489
RD/WT: Wrong Track	13%	(95)	25%	(187)	62%	(463)	745
Biden Job Approve	22%	(141)	28%	(181)	51%	(333)	656
Biden Job Disapprove	13%	(69)	28%	(142)	59%	(306)	517
Biden Job Strongly Approve	28%	(89)	28%	(87)	45%	(141)	317
Biden Job Somewhat Approve	16%	(53)	28%	(94)	57%	(192)	339
Biden Job Somewhat Disapprove	13%	(21)	34%	(54)	53%	(86)	161
Biden Job Strongly Disapprove	14%	(48)	25%	(88)	62%	(220)	356
Favorable of Biden	22%	(136)	27%	(170)	51%	(319)	626
Unfavorable of Biden	13%	(65)	28%	(144)	60%	(309)	518

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Table FZKHQF9_8: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
 I enjoy watching online content related to Taylor Swift (i.e., interviews, documentaries, videos, etc.)

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	18%	(216)	27%	(332)	56%	(687)	1235
Very Favorable of Biden	27%	(82)	28%	(86)	45%	(138)	305
Somewhat Favorable of Biden	17%	(54)	26%	(85)	57%	(181)	320
Somewhat Unfavorable of Biden	15%	(19)	36%	(48)	49%	(65)	132
Very Unfavorable of Biden	12%	(46)	25%	(96)	63%	(245)	386
#1 Issue: Economy	19%	(91)	25%	(121)	56%	(267)	479
#1 Issue: Security	15%	(22)	39%	(58)	46%	(69)	149
#1 Issue: Health Care	22%	(33)	22%	(32)	56%	(82)	147
#1 Issue: Medicare / Social Security	8%	(11)	17%	(22)	75%	(98)	131
#1 Issue: Women's Issues	18%	(24)	19%	(24)	63%	(82)	130
#1 Issue: Energy	29%	(27)	42%	(38)	29%	(27)	91
#1 Issue: Other	4%	(2)	31%	(20)	66%	(42)	64
2022 House Vote: Democrat	21%	(121)	28%	(161)	50%	(285)	567
2022 House Vote: Republican	14%	(48)	25%	(83)	60%	(199)	330
2022 House Vote: Didnt Vote	14%	(43)	26%	(79)	60%	(184)	306
2020 Vote: Joe Biden	20%	(121)	27%	(162)	52%	(309)	592
2020 Vote: Donald Trump	14%	(46)	24%	(80)	62%	(204)	330
2020 Vote: Didn't Vote	15%	(41)	28%	(78)	57%	(157)	277
2018 House Vote: Democrat	21%	(109)	27%	(137)	52%	(268)	514
2018 House Vote: Republican	14%	(41)	29%	(87)	58%	(175)	303
2018 House Vote: Didnt Vote	16%	(63)	26%	(104)	57%	(226)	394
4-Region: Northeast	22%	(50)	30%	(70)	48%	(113)	233
4-Region: Midwest	17%	(46)	26%	(73)	57%	(156)	274
4-Region: South	15%	(69)	26%	(120)	59%	(268)	456
4-Region: West	19%	(51)	26%	(69)	55%	(150)	271
Concertgoers	29%	(102)	32%	(110)	39%	(134)	346
Taylor Swift Fans	17%	(195)	28%	(324)	56%	(655)	1174
Taylor Swift Avid Fans	34%	(120)	38%	(136)	28%	(101)	356
Swifties	47%	(143)	30%	(92)	24%	(72)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF9_9: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
I bond with friends and peers in-person over Taylor Swift and her music

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	15%	(179)	19%	(231)	67%	(825)	1235
Gender: Male	20%	(118)	21%	(120)	59%	(346)	583
Gender: Female	10%	(62)	17%	(110)	73%	(476)	648
Age: 18-34	24%	(85)	23%	(83)	53%	(190)	358
Age: 35-44	25%	(63)	24%	(60)	51%	(128)	251
Age: 45-64	7%	(27)	18%	(69)	75%	(290)	385
Age: 65+	2%	(4)	8%	(19)	90%	(218)	241
GenZers: 1997-2012	26%	(33)	28%	(36)	46%	(58)	127
Millennials: 1981-1996	25%	(108)	21%	(89)	54%	(235)	432
GenXers: 1965-1980	11%	(31)	21%	(61)	68%	(198)	290
Baby Boomers: 1946-1964	2%	(7)	12%	(42)	86%	(311)	361
PID: Dem (no lean)	17%	(98)	22%	(126)	60%	(344)	568
PID: Ind (no lean)	10%	(33)	14%	(46)	75%	(241)	320
PID: Rep (no lean)	14%	(48)	17%	(58)	69%	(241)	347
PID/Gender: Dem Men	25%	(73)	25%	(73)	50%	(147)	293
PID/Gender: Dem Women	9%	(25)	19%	(53)	71%	(193)	272
PID/Gender: Ind Men	11%	(15)	15%	(21)	74%	(104)	140
PID/Gender: Ind Women	10%	(18)	14%	(25)	76%	(137)	179
PID/Gender: Rep Men	20%	(30)	17%	(26)	63%	(95)	151
PID/Gender: Rep Women	9%	(18)	16%	(32)	74%	(146)	196
Ideo: Liberal (1-3)	16%	(68)	23%	(99)	61%	(257)	424
Ideo: Moderate (4)	11%	(38)	20%	(66)	68%	(223)	327
Ideo: Conservative (5-7)	17%	(62)	15%	(55)	69%	(255)	371
Educ: < College	13%	(101)	18%	(141)	68%	(523)	765
Educ: Bachelors degree	14%	(42)	18%	(52)	68%	(198)	292
Educ: Post-grad	21%	(37)	21%	(37)	58%	(103)	178
Income: Under 50k	15%	(89)	17%	(102)	68%	(405)	596
Income: 50k-100k	13%	(48)	19%	(71)	69%	(261)	380
Income: 100k+	17%	(43)	22%	(58)	61%	(158)	259
Ethnicity: White	13%	(123)	18%	(170)	69%	(660)	953
Ethnicity: Hispanic	27%	(56)	17%	(34)	56%	(115)	206
Ethnicity: Black	26%	(39)	23%	(34)	50%	(75)	148

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Table FZKHQF9_9: *To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
 I bond with friends and peers in-person over Taylor Swift and her music*

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	15%	(179)	19%	(231)	67%	(825)	1235
Ethnicity: Other	13%	(17)	20%	(27)	67%	(90)	134
All Christian	14%	(77)	18%	(102)	68%	(384)	564
All Non-Christian	34%	(37)	24%	(27)	41%	(45)	109
Atheist	11%	(6)	21%	(13)	68%	(40)	59
Agnostic/Nothing in particular	13%	(41)	18%	(58)	69%	(221)	319
Something Else	10%	(17)	17%	(31)	73%	(135)	183
Religious Non-Protestant/Catholic	33%	(39)	25%	(30)	42%	(50)	119
Evangelical	13%	(38)	17%	(48)	70%	(200)	286
Non-Evangelical	12%	(52)	18%	(77)	71%	(310)	438
Community: Urban	20%	(73)	24%	(87)	56%	(206)	366
Community: Suburban	14%	(83)	17%	(102)	69%	(414)	599
Community: Rural	8%	(23)	15%	(42)	76%	(205)	270
Employ: Private Sector	20%	(95)	23%	(107)	57%	(267)	469
Employ: Government	27%	(25)	27%	(24)	45%	(41)	89
Employ: Self-Employed	15%	(16)	25%	(26)	60%	(62)	104
Employ: Homemaker	6%	(5)	11%	(10)	83%	(74)	90
Employ: Retired	2%	(5)	10%	(24)	88%	(223)	252
Employ: Unemployed	15%	(21)	17%	(24)	67%	(93)	138
Employ: Other	8%	(4)	10%	(6)	82%	(49)	59
Military HH: Yes	15%	(28)	18%	(33)	66%	(118)	179
Military HH: No	14%	(152)	19%	(198)	67%	(707)	1056
RD/WT: Right Direction	22%	(109)	23%	(114)	54%	(266)	489
RD/WT: Wrong Track	9%	(70)	16%	(117)	75%	(558)	745
Biden Job Approve	19%	(123)	21%	(140)	60%	(393)	656
Biden Job Disapprove	10%	(53)	16%	(85)	73%	(379)	517
Biden Job Strongly Approve	26%	(82)	22%	(71)	52%	(165)	317
Biden Job Somewhat Approve	12%	(41)	20%	(69)	67%	(228)	339
Biden Job Somewhat Disapprove	9%	(14)	24%	(39)	67%	(108)	161
Biden Job Strongly Disapprove	11%	(39)	13%	(46)	76%	(271)	356
Favorable of Biden	18%	(114)	21%	(133)	61%	(379)	626
Unfavorable of Biden	10%	(53)	16%	(85)	73%	(380)	518

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Table FZKHQF9_9: To what extent are each of the following reasons why you consider yourself to be a Taylor Swift fan?
I bond with friends and peers in-person over Taylor Swift and her music

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	15%	(179)	19%	(231)	67%	(825)	1235
Very Favorable of Biden	23%	(71)	22%	(66)	55%	(169)	305
Somewhat Favorable of Biden	14%	(44)	21%	(67)	66%	(210)	320
Somewhat Unfavorable of Biden	8%	(11)	23%	(30)	69%	(91)	132
Very Unfavorable of Biden	11%	(42)	14%	(56)	75%	(289)	386
#1 Issue: Economy	15%	(70)	18%	(86)	67%	(323)	479
#1 Issue: Security	18%	(27)	19%	(28)	63%	(94)	149
#1 Issue: Health Care	18%	(26)	21%	(31)	62%	(90)	147
#1 Issue: Medicare / Social Security	5%	(6)	9%	(12)	86%	(113)	131
#1 Issue: Women's Issues	12%	(16)	17%	(22)	71%	(92)	130
#1 Issue: Energy	28%	(26)	31%	(29)	41%	(37)	91
#1 Issue: Other	3%	(2)	11%	(7)	86%	(55)	64
2022 House Vote: Democrat	17%	(97)	23%	(130)	60%	(340)	567
2022 House Vote: Republican	12%	(39)	15%	(49)	73%	(242)	330
2022 House Vote: Didnt Vote	14%	(43)	15%	(46)	71%	(217)	306
2020 Vote: Joe Biden	17%	(99)	21%	(127)	62%	(366)	592
2020 Vote: Donald Trump	10%	(34)	16%	(52)	74%	(244)	330
2020 Vote: Didn't Vote	16%	(45)	15%	(42)	69%	(190)	277
2018 House Vote: Democrat	17%	(86)	22%	(112)	61%	(316)	514
2018 House Vote: Republican	12%	(37)	15%	(45)	73%	(221)	303
2018 House Vote: Didnt Vote	14%	(57)	18%	(70)	68%	(268)	394
4-Region: Northeast	19%	(45)	23%	(53)	58%	(135)	233
4-Region: Midwest	13%	(35)	15%	(42)	72%	(198)	274
4-Region: South	13%	(58)	19%	(86)	69%	(313)	456
4-Region: West	15%	(42)	18%	(50)	66%	(179)	271
Concertgoers	29%	(100)	27%	(94)	44%	(152)	346
Taylor Swift Fans	14%	(160)	19%	(222)	67%	(793)	1174
Taylor Swift Avid Fans	30%	(106)	31%	(109)	40%	(141)	356
Swifties	40%	(124)	33%	(101)	27%	(83)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table FZKHQF10: As you may already know, Taylor Swift will begin her upcoming 'Eras' concert tour in March 2023. Have you attempted to get tickets to Taylor Swift's upcoming 'Eras' concert tour?

Demographic	Yes	No	Total N
Adults	11% (232)	89% (1972)	2204
Gender: Male	13% (140)	87% (928)	1068
Gender: Female	8% (92)	92% (1036)	1128
Age: 18-34	17% (107)	83% (525)	632
Age: 35-44	21% (79)	79% (293)	372
Age: 45-64	5% (36)	95% (676)	712
Age: 65+	2% (10)	98% (478)	488
GenZers: 1997-2012	19% (48)	81% (198)	246
Millennials: 1981-1996	18% (124)	82% (554)	677
GenXers: 1965-1980	8% (41)	92% (491)	532
Baby Boomers: 1946-1964	3% (20)	97% (666)	686
PID: Dem (no lean)	17% (149)	83% (737)	886
PID: Ind (no lean)	4% (28)	96% (622)	650
PID: Rep (no lean)	8% (55)	92% (613)	668
PID/Gender: Dem Men	23% (100)	77% (337)	437
PID/Gender: Dem Women	11% (48)	89% (394)	442
PID/Gender: Ind Men	5% (14)	95% (290)	304
PID/Gender: Ind Women	4% (14)	96% (332)	346
PID/Gender: Rep Men	8% (26)	92% (301)	327
PID/Gender: Rep Women	9% (29)	91% (310)	339
Ideo: Liberal (1-3)	16% (108)	84% (559)	667
Ideo: Moderate (4)	9% (52)	91% (551)	603
Ideo: Conservative (5-7)	8% (61)	92% (660)	721
Educ: < College	8% (113)	92% (1327)	1440
Educ: Bachelors degree	12% (59)	88% (427)	485
Educ: Post-grad	22% (61)	78% (218)	279
Income: Under 50k	7% (82)	93% (1049)	1131
Income: 50k-100k	11% (75)	89% (597)	672
Income: 100k+	19% (76)	81% (326)	402
Ethnicity: White	10% (174)	90% (1527)	1701
Ethnicity: Hispanic	15% (55)	85% (324)	380
Ethnicity: Black	16% (44)	84% (239)	283

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Table FZKHQF10: As you may already know, Taylor Swift will begin her upcoming 'Eras' concert tour in March 2023. Have you attempted to get tickets to Taylor Swift's upcoming 'Eras' concert tour?

Demographic	Yes	No	Total N
Adults	11% (232)	89% (1972)	2204
Ethnicity: Other	7% (14)	93% (205)	220
All Christian	11% (103)	89% (816)	919
All Non-Christian	37% (57)	63% (97)	154
Atheist	9% (11)	91% (109)	120
Agnostic/Nothing in particular	7% (46)	93% (579)	625
Something Else	4% (16)	96% (371)	387
Religious Non-Protestant/Catholic	34% (61)	66% (117)	178
Evangelical	9% (46)	91% (481)	527
Non-Evangelical	8% (62)	92% (671)	733
Community: Urban	18% (107)	82% (498)	605
Community: Suburban	7% (80)	93% (1025)	1104
Community: Rural	9% (46)	91% (449)	495
Employ: Private Sector	16% (119)	84% (625)	744
Employ: Government	27% (36)	73% (99)	135
Employ: Self-Employed	12% (22)	88% (165)	186
Employ: Homemaker	6% (9)	94% (136)	146
Employ: Student	10% (7)	90% (59)	66
Employ: Retired	2% (10)	98% (541)	551
Employ: Unemployed	9% (24)	91% (240)	264
Employ: Other	6% (6)	94% (106)	112
Military HH: Yes	11% (36)	89% (299)	335
Military HH: No	10% (196)	90% (1673)	1869
RD/WT: Right Direction	20% (148)	80% (606)	754
RD/WT: Wrong Track	6% (84)	94% (1365)	1450
Biden Job Approve	17% (167)	83% (828)	995
Biden Job Disapprove	6% (63)	94% (1027)	1090
Biden Job Strongly Approve	25% (118)	75% (351)	469
Biden Job Somewhat Approve	9% (49)	91% (477)	526
Biden Job Somewhat Disapprove	6% (18)	94% (302)	320
Biden Job Strongly Disapprove	6% (44)	94% (726)	770

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Table FZKHQF10: As you may already know, Taylor Swift will begin her upcoming 'Eras' concert tour in March 2023. Have you attempted to get tickets to Taylor Swift's upcoming 'Eras' concert tour?

Demographic	Yes	No	Total N
Adults	11% (232)	89% (1972)	2204
Favorable of Biden	15% (145)	85% (846)	990
Unfavorable of Biden	7% (74)	93% (996)	1070
Very Favorable of Biden	21% (100)	79% (381)	480
Somewhat Favorable of Biden	9% (45)	91% (465)	510
Somewhat Unfavorable of Biden	9% (25)	91% (250)	275
Very Unfavorable of Biden	6% (49)	94% (746)	795
#1 Issue: Economy	10% (84)	90% (749)	833
#1 Issue: Security	11% (35)	89% (276)	311
#1 Issue: Health Care	13% (29)	87% (185)	214
#1 Issue: Medicare / Social Security	5% (12)	95% (236)	248
#1 Issue: Women's Issues	10% (23)	90% (210)	233
#1 Issue: Education	12% (10)	88% (71)	81
#1 Issue: Energy	23% (35)	77% (115)	151
#1 Issue: Other	3% (4)	97% (129)	133
2022 House Vote: Democrat	16% (150)	84% (769)	919
2022 House Vote: Republican	8% (56)	92% (617)	673
2022 House Vote: Someone else	9% (5)	91% (49)	54
2022 House Vote: Didnt Vote	4% (21)	96% (537)	558
2020 Vote: Joe Biden	14% (142)	86% (850)	992
2020 Vote: Donald Trump	6% (40)	94% (630)	669
2020 Vote: Other	5% (3)	95% (66)	70
2020 Vote: Didn't Vote	10% (47)	90% (426)	473
2018 House Vote: Democrat	16% (125)	84% (662)	787
2018 House Vote: Republican	8% (47)	92% (550)	597
2018 House Vote: Someone else	9% (5)	91% (47)	52
2018 House Vote: Didnt Vote	7% (55)	93% (713)	768
4-Region: Northeast	16% (61)	84% (325)	386
4-Region: Midwest	9% (41)	91% (414)	455
4-Region: South	10% (80)	90% (761)	841
4-Region: West	10% (50)	90% (472)	522
Concertgoers	28% (134)	72% (342)	475

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Table FZKHQF10: As you may already know, Taylor Swift will begin her upcoming 'Eras' concert tour in March 2023. Have you attempted to get tickets to Taylor Swift's upcoming 'Eras' concert tour?

Demographic	Yes		No		Total N
Adults	11%	(232)	89%	(1972)	2204
Taylor Swift Fans	16%	(192)	84%	(983)	1174
Taylor Swift Avid Fans	29%	(104)	71%	(252)	356
Swifties	56%	(171)	44%	(136)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF11: And do you have tickets and plan on attending Taylor Swift's upcoming 'Eras' concert tour?

Demographic	Yes, I'm going		No, but I am still trying to get tickets and attend		No, I am not going		Total N
	%	(N)	%	(N)	%	(N)	
Adults	7%	(159)	7%	(148)	86%	(1897)	2204
Gender: Male	11%	(114)	7%	(76)	82%	(877)	1068
Gender: Female	4%	(44)	6%	(71)	90%	(1012)	1128
Age: 18-34	12%	(76)	10%	(60)	78%	(496)	632
Age: 35-44	17%	(65)	12%	(45)	71%	(262)	372
Age: 45-64	2%	(16)	4%	(32)	93%	(664)	712
Age: 65+	1%	(2)	2%	(10)	97%	(475)	488
GenZers: 1997-2012	13%	(31)	11%	(28)	76%	(187)	246
Millennials: 1981-1996	15%	(102)	9%	(62)	76%	(513)	677
GenXers: 1965-1980	4%	(20)	8%	(43)	88%	(469)	532
Baby Boomers: 1946-1964	1%	(5)	2%	(15)	97%	(666)	686
PID: Dem (no lean)	12%	(108)	8%	(71)	80%	(708)	886
PID: Ind (no lean)	2%	(14)	6%	(37)	92%	(600)	650
PID: Rep (no lean)	6%	(37)	6%	(40)	88%	(590)	668
PID/Gender: Dem Men	19%	(82)	9%	(39)	72%	(316)	437
PID/Gender: Dem Women	6%	(25)	7%	(32)	87%	(385)	442
PID/Gender: Ind Men	3%	(9)	6%	(19)	91%	(275)	304
PID/Gender: Ind Women	1%	(5)	5%	(18)	93%	(324)	346
PID/Gender: Rep Men	7%	(24)	6%	(18)	87%	(285)	327
PID/Gender: Rep Women	4%	(14)	6%	(22)	90%	(303)	339
Ideo: Liberal (1-3)	11%	(74)	8%	(55)	81%	(538)	667
Ideo: Moderate (4)	4%	(23)	8%	(47)	88%	(533)	603
Ideo: Conservative (5-7)	8%	(57)	5%	(39)	87%	(625)	721
Educ: < College	5%	(70)	7%	(100)	88%	(1270)	1440
Educ: Bachelors degree	7%	(36)	7%	(36)	85%	(413)	485
Educ: Post-grad	19%	(53)	4%	(12)	77%	(214)	279
Income: Under 50k	4%	(48)	7%	(74)	89%	(1008)	1131
Income: 50k-100k	8%	(51)	6%	(37)	87%	(583)	672
Income: 100k+	15%	(60)	9%	(36)	76%	(306)	402
Ethnicity: White	7%	(117)	6%	(96)	87%	(1487)	1701
Ethnicity: Hispanic	11%	(42)	9%	(36)	80%	(302)	380
Ethnicity: Black	10%	(29)	11%	(31)	79%	(223)	283

Continued on next page

Table FZKHQF11: And do you have tickets and plan on attending Taylor Swift's upcoming 'Eras' concert tour?

Demographic	Yes, I'm going		No, but I am still trying to get tickets and attend		No, I am not going		Total N
	%	(N)	%	(N)	%	(N)	
Adults	7%	(159)	7%	(148)	86%	(1897)	2204
Ethnicity: Other	6%	(12)	9%	(20)	85%	(187)	220
All Christian	9%	(78)	8%	(71)	84%	(770)	919
All Non-Christian	30%	(46)	10%	(16)	60%	(92)	154
Atheist	5%	(7)	6%	(7)	89%	(106)	120
Agnostic/Nothing in particular	3%	(18)	6%	(38)	91%	(570)	625
Something Else	3%	(11)	4%	(16)	93%	(360)	387
Religious Non-Protestant/Catholic	28%	(50)	9%	(16)	63%	(111)	178
Evangelical	8%	(42)	6%	(32)	86%	(453)	527
Non-Evangelical	5%	(35)	7%	(54)	88%	(644)	733
Community: Urban	15%	(88)	7%	(45)	78%	(472)	605
Community: Suburban	3%	(37)	7%	(75)	90%	(992)	1104
Community: Rural	7%	(33)	6%	(28)	88%	(433)	495
Employ: Private Sector	11%	(85)	11%	(79)	78%	(580)	744
Employ: Government	27%	(37)	8%	(10)	65%	(87)	135
Employ: Self-Employed	9%	(17)	6%	(12)	85%	(158)	186
Employ: Homemaker	1%	(2)	7%	(11)	91%	(133)	146
Employ: Student	3%	(2)	11%	(7)	86%	(57)	66
Employ: Retired	1%	(3)	2%	(9)	98%	(538)	551
Employ: Unemployed	4%	(12)	4%	(11)	91%	(241)	264
Employ: Other	1%	(2)	6%	(7)	92%	(104)	112
Military HH: Yes	9%	(30)	5%	(18)	86%	(288)	335
Military HH: No	7%	(129)	7%	(129)	86%	(1610)	1869
RD/WT: Right Direction	17%	(125)	9%	(70)	74%	(559)	754
RD/WT: Wrong Track	2%	(34)	5%	(77)	92%	(1338)	1450
Biden Job Approve	14%	(138)	7%	(74)	79%	(783)	995
Biden Job Disapprove	2%	(21)	6%	(67)	92%	(1002)	1090
Biden Job Strongly Approve	21%	(97)	8%	(35)	72%	(336)	469
Biden Job Somewhat Approve	8%	(40)	7%	(39)	85%	(446)	526
Biden Job Somewhat Disapprove	1%	(3)	6%	(20)	93%	(296)	320
Biden Job Strongly Disapprove	2%	(17)	6%	(46)	92%	(706)	770

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Table FZKHQF11: And do you have tickets and plan on attending Taylor Swift's upcoming 'Eras' concert tour?

Demographic	Yes, I'm going		No, but I am still trying to get tickets and attend		No, I am not going		Total N
	%	(N)	%	(N)	%	(N)	
Adults	7%	(159)	7%	(148)	86%	(1897)	2204
Favorable of Biden	12%	(114)	8%	(75)	81%	(801)	990
Unfavorable of Biden	3%	(32)	6%	(62)	91%	(976)	1070
Very Favorable of Biden	17%	(81)	7%	(34)	76%	(365)	480
Somewhat Favorable of Biden	7%	(34)	8%	(41)	85%	(435)	510
Somewhat Unfavorable of Biden	6%	(16)	5%	(13)	89%	(245)	275
Very Unfavorable of Biden	2%	(15)	6%	(48)	92%	(731)	795
#1 Issue: Economy	6%	(49)	9%	(77)	85%	(707)	833
#1 Issue: Security	8%	(26)	4%	(12)	88%	(273)	311
#1 Issue: Health Care	9%	(19)	8%	(17)	83%	(178)	214
#1 Issue: Medicare / Social Security	3%	(8)	2%	(5)	95%	(235)	248
#1 Issue: Women's Issues	6%	(14)	5%	(11)	89%	(207)	233
#1 Issue: Education	8%	(7)	10%	(8)	81%	(66)	81
#1 Issue: Energy	23%	(35)	8%	(13)	68%	(103)	151
#1 Issue: Other	1%	(1)	3%	(4)	96%	(129)	133
2022 House Vote: Democrat	12%	(112)	8%	(73)	80%	(735)	919
2022 House Vote: Republican	5%	(31)	7%	(44)	89%	(598)	673
2022 House Vote: Someone else	4%	(2)	6%	(3)	90%	(48)	54
2022 House Vote: Didnt Vote	3%	(14)	5%	(27)	93%	(517)	558
2020 Vote: Joe Biden	10%	(104)	7%	(65)	83%	(824)	992
2020 Vote: Donald Trump	3%	(20)	6%	(42)	91%	(607)	669
2020 Vote: Other	3%	(2)	4%	(3)	92%	(64)	70
2020 Vote: Didn't Vote	7%	(33)	8%	(39)	85%	(402)	473
2018 House Vote: Democrat	12%	(93)	7%	(52)	82%	(642)	787
2018 House Vote: Republican	5%	(30)	7%	(40)	88%	(527)	597
2018 House Vote: Someone else	6%	(3)	3%	(2)	91%	(47)	52
2018 House Vote: Didnt Vote	4%	(33)	7%	(54)	89%	(681)	768
4-Region: Northeast	12%	(47)	7%	(27)	81%	(312)	386
4-Region: Midwest	6%	(26)	7%	(34)	87%	(395)	455
4-Region: South	5%	(45)	6%	(48)	89%	(748)	841
4-Region: West	8%	(40)	7%	(39)	85%	(442)	522
Concertgoers	22%	(106)	14%	(65)	64%	(304)	475

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Table FZKHQF11: *And do you have tickets and plan on attending Taylor Swift's upcoming 'Eras' concert tour?*

Demographic	Yes, I'm going		No, but I am still trying to get tickets and attend		No, I am not going		Total N
Adults	7%	(159)	7%	(148)	86%	(1897)	2204
Taylor Swift Fans	12%	(142)	10%	(118)	78%	(914)	1174
Taylor Swift Avid Fans	23%	(80)	20%	(73)	57%	(203)	356
Swifties	43%	(132)	25%	(76)	32%	(100)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table FZKHQF12: *How much have you seen, read, or heard about Taylor Swift's fans' anger at Ticketmaster for issues with ticket sales for her upcoming 'Eras' tour?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(364)	30%	(662)	16%	(344)	38%	(834)	2204
Gender: Male	17%	(185)	31%	(330)	15%	(158)	37%	(395)	1068
Gender: Female	16%	(178)	29%	(331)	16%	(185)	38%	(434)	1128
Age: 18-34	20%	(129)	26%	(164)	18%	(114)	36%	(225)	632
Age: 35-44	21%	(79)	28%	(104)	12%	(45)	39%	(144)	372
Age: 45-64	13%	(92)	31%	(219)	15%	(109)	41%	(292)	712
Age: 65+	13%	(64)	36%	(173)	16%	(76)	36%	(173)	488
GenZers: 1997-2012	23%	(57)	23%	(56)	20%	(48)	35%	(85)	246
Millennials: 1981-1996	21%	(140)	27%	(184)	15%	(100)	37%	(253)	677
GenXers: 1965-1980	13%	(70)	32%	(173)	16%	(85)	38%	(204)	532
Baby Boomers: 1946-1964	13%	(91)	33%	(226)	15%	(104)	39%	(266)	686
PID: Dem (no lean)	24%	(209)	34%	(298)	14%	(127)	28%	(252)	886
PID: Ind (no lean)	10%	(67)	29%	(188)	15%	(100)	45%	(295)	650
PID: Rep (no lean)	13%	(87)	26%	(176)	18%	(117)	43%	(287)	668
PID/Gender: Dem Men	27%	(117)	35%	(152)	11%	(50)	27%	(118)	437
PID/Gender: Dem Women	21%	(93)	33%	(144)	17%	(77)	29%	(129)	442
PID/Gender: Ind Men	10%	(32)	29%	(88)	16%	(49)	45%	(135)	304
PID/Gender: Ind Women	10%	(36)	29%	(100)	15%	(51)	46%	(159)	346
PID/Gender: Rep Men	11%	(36)	27%	(89)	18%	(60)	43%	(142)	327
PID/Gender: Rep Women	15%	(50)	25%	(86)	17%	(58)	43%	(145)	339
Ideo: Liberal (1-3)	26%	(176)	39%	(257)	11%	(72)	24%	(161)	667
Ideo: Moderate (4)	12%	(71)	31%	(188)	20%	(118)	37%	(226)	603
Ideo: Conservative (5-7)	13%	(96)	27%	(197)	18%	(131)	41%	(297)	721
Educ: < College	13%	(186)	26%	(379)	17%	(239)	44%	(636)	1440
Educ: Bachelors degree	20%	(96)	38%	(182)	14%	(67)	29%	(140)	485
Educ: Post-grad	29%	(81)	36%	(100)	14%	(39)	21%	(58)	279
Income: Under 50k	13%	(143)	26%	(296)	16%	(176)	46%	(516)	1131
Income: 50k-100k	19%	(126)	33%	(223)	16%	(109)	32%	(214)	672
Income: 100k+	24%	(95)	36%	(143)	15%	(59)	26%	(105)	402
Ethnicity: White	17%	(285)	31%	(535)	16%	(279)	35%	(602)	1701
Ethnicity: Hispanic	14%	(55)	21%	(79)	21%	(81)	43%	(165)	380
Ethnicity: Black	19%	(55)	24%	(69)	10%	(28)	46%	(131)	283

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Table FZKHQF12: *How much have you seen, read, or heard about Taylor Swift's fans' anger at Ticketmaster for issues with ticket sales for her upcoming 'Eras' tour?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(364)	30%	(662)	16%	(344)	38%	(834)	2204
Ethnicity: Other	11%	(24)	26%	(58)	17%	(37)	46%	(101)	220
All Christian	17%	(155)	35%	(320)	16%	(145)	33%	(299)	919
All Non-Christian	30%	(47)	25%	(38)	14%	(22)	30%	(47)	154
Atheist	22%	(26)	31%	(37)	21%	(25)	27%	(32)	120
Agnostic/Nothing in particular	15%	(95)	30%	(188)	14%	(88)	40%	(253)	625
Something Else	11%	(41)	20%	(78)	17%	(64)	53%	(203)	387
Religious Non-Protestant/Catholic	27%	(49)	23%	(41)	15%	(26)	35%	(62)	178
Evangelical	12%	(63)	25%	(131)	16%	(82)	48%	(251)	527
Non-Evangelical	17%	(124)	35%	(256)	17%	(122)	32%	(232)	733
Community: Urban	19%	(114)	35%	(209)	10%	(59)	37%	(223)	605
Community: Suburban	18%	(199)	28%	(311)	17%	(192)	36%	(402)	1104
Community: Rural	10%	(51)	29%	(141)	19%	(93)	42%	(210)	495
Employ: Private Sector	20%	(148)	33%	(249)	17%	(125)	30%	(222)	744
Employ: Government	30%	(40)	34%	(45)	17%	(23)	19%	(26)	135
Employ: Self-Employed	14%	(26)	24%	(45)	17%	(31)	45%	(84)	186
Employ: Homemaker	14%	(20)	29%	(43)	8%	(12)	48%	(70)	146
Employ: Student	19%	(12)	33%	(22)	9%	(6)	39%	(26)	66
Employ: Retired	14%	(75)	34%	(185)	14%	(76)	39%	(215)	551
Employ: Unemployed	13%	(35)	17%	(46)	20%	(53)	49%	(130)	264
Employ: Other	7%	(8)	24%	(27)	16%	(18)	53%	(59)	112
Military HH: Yes	17%	(56)	29%	(96)	13%	(43)	42%	(140)	335
Military HH: No	16%	(308)	30%	(566)	16%	(301)	37%	(693)	1869
RD/WT: Right Direction	23%	(171)	35%	(266)	14%	(107)	28%	(210)	754
RD/WT: Wrong Track	13%	(193)	27%	(396)	16%	(237)	43%	(624)	1450
Biden Job Approve	24%	(235)	35%	(349)	13%	(129)	28%	(282)	995
Biden Job Disapprove	12%	(127)	27%	(294)	18%	(201)	43%	(468)	1090
Biden Job Strongly Approve	28%	(132)	32%	(149)	10%	(48)	30%	(140)	469
Biden Job Somewhat Approve	20%	(104)	38%	(200)	15%	(81)	27%	(142)	526
Biden Job Somewhat Disapprove	13%	(43)	27%	(87)	23%	(74)	37%	(117)	320
Biden Job Strongly Disapprove	11%	(85)	27%	(207)	16%	(127)	46%	(351)	770

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Table FZKHQF12: *How much have you seen, read, or heard about Taylor Swift's fans' anger at Ticketmaster for issues with ticket sales for her upcoming 'Eras' tour?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(364)	30%	(662)	16%	(344)	38%	(834)	2204
Favorable of Biden	23%	(223)	35%	(344)	12%	(119)	31%	(304)	990
Unfavorable of Biden	12%	(128)	28%	(296)	18%	(189)	43%	(456)	1070
Very Favorable of Biden	26%	(127)	30%	(145)	11%	(52)	32%	(155)	480
Somewhat Favorable of Biden	19%	(96)	39%	(199)	13%	(67)	29%	(149)	510
Somewhat Unfavorable of Biden	19%	(51)	26%	(72)	21%	(58)	34%	(94)	275
Very Unfavorable of Biden	10%	(77)	28%	(224)	17%	(132)	46%	(362)	795
#1 Issue: Economy	14%	(119)	31%	(255)	18%	(154)	37%	(306)	833
#1 Issue: Security	16%	(50)	31%	(95)	13%	(40)	40%	(126)	311
#1 Issue: Health Care	22%	(46)	27%	(57)	19%	(40)	33%	(70)	214
#1 Issue: Medicare / Social Security	14%	(34)	29%	(72)	18%	(45)	39%	(97)	248
#1 Issue: Women's Issues	23%	(54)	31%	(73)	14%	(33)	31%	(72)	233
#1 Issue: Education	13%	(10)	29%	(23)	16%	(13)	42%	(34)	81
#1 Issue: Energy	23%	(34)	34%	(51)	8%	(12)	35%	(53)	151
#1 Issue: Other	11%	(15)	26%	(35)	6%	(8)	56%	(75)	133
2022 House Vote: Democrat	23%	(209)	36%	(334)	14%	(126)	27%	(250)	919
2022 House Vote: Republican	14%	(96)	30%	(205)	18%	(124)	37%	(249)	673
2022 House Vote: Someone else	14%	(7)	29%	(16)	20%	(11)	37%	(20)	54
2022 House Vote: Didnt Vote	9%	(52)	19%	(107)	15%	(84)	56%	(315)	558
2020 Vote: Joe Biden	22%	(219)	35%	(351)	14%	(138)	29%	(284)	992
2020 Vote: Donald Trump	12%	(79)	28%	(190)	18%	(119)	42%	(280)	669
2020 Vote: Other	14%	(10)	29%	(20)	25%	(17)	32%	(23)	70
2020 Vote: Didn't Vote	12%	(56)	21%	(100)	15%	(69)	52%	(247)	473
2018 House Vote: Democrat	24%	(189)	37%	(293)	12%	(97)	26%	(208)	787
2018 House Vote: Republican	15%	(89)	30%	(177)	18%	(110)	37%	(221)	597
2018 House Vote: Someone else	11%	(6)	15%	(8)	28%	(14)	46%	(24)	52
2018 House Vote: Didnt Vote	10%	(80)	24%	(184)	16%	(122)	50%	(381)	768
4-Region: Northeast	22%	(84)	35%	(133)	14%	(53)	30%	(115)	386
4-Region: Midwest	16%	(73)	33%	(148)	15%	(71)	36%	(163)	455
4-Region: South	15%	(130)	27%	(229)	14%	(117)	43%	(364)	841
4-Region: West	15%	(76)	29%	(151)	20%	(103)	37%	(192)	522
Concertgoers	31%	(149)	36%	(171)	17%	(79)	16%	(77)	475

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Table FZKHQF12: *How much have you seen, read, or heard about Taylor Swift’s fans’ anger at Ticketmaster for issues with ticket sales for her upcoming ‘Eras’ tour?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(364)	30%	(662)	16%	(344)	38%	(834)	2204
Taylor Swift Fans	24%	(277)	35%	(416)	15%	(172)	26%	(309)	1174
Taylor Swift Avid Fans	39%	(141)	33%	(117)	8%	(30)	19%	(68)	356
Swifties	45%	(139)	30%	(92)	12%	(37)	13%	(40)	308

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2204	100%
xdemGender	Gender: Male	1068	48%
	Gender: Female	1128	51%
	N	2195	
age	Age: 18-34	632	29%
	Age: 35-44	372	17%
	Age: 45-64	712	32%
	Age: 65+	488	22%
	N	2204	
demAgeGeneration	GenZers: 1997-2012	246	11%
	Millennials: 1981-1996	677	31%
	GenXers: 1965-1980	532	24%
	Baby Boomers: 1946-1964	686	31%
	N	2141	
xpid3	PID: Dem (no lean)	886	40%
	PID: Ind (no lean)	650	30%
	PID: Rep (no lean)	668	30%
	N	2204	
xpidGender	PID/Gender: Dem Men	437	20%
	PID/Gender: Dem Women	442	20%
	PID/Gender: Ind Men	304	14%
	PID/Gender: Ind Women	346	16%
	PID/Gender: Rep Men	327	15%
	PID/Gender: Rep Women	339	15%
	N	2195	
xdemIdeo3	Ideo: Liberal (1-3)	667	30%
	Ideo: Moderate (4)	603	27%
	Ideo: Conservative (5-7)	721	33%
	N	1991	
xeduc3	Educ: < College	1440	65%
	Educ: Bachelors degree	485	22%
	Educ: Post-grad	279	13%
	N	2204	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1131	51%
	Income: 50k-100k	672	30%
	Income: 100k+	402	18%
	N	2204	
xdemWhite	Ethnicity: White	1701	77%
xdemHispBin	Ethnicity: Hispanic	380	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	220	10%
xdemReligion	All Christian	919	42%
	All Non-Christian	154	7%
	Atheist	120	5%
	Agnostic/Nothing in particular	625	28%
	Something Else	387	18%
	N	2204	
xdemReligOther	Religious Non-Protestant/Catholic	178	8%
xdemEvang	Evangelical	527	24%
	Non-Evangelical	733	33%
	N	1260	
xdemUsr	Community: Urban	605	27%
	Community: Suburban	1104	50%
	Community: Rural	495	22%
	N	2204	
xdemEmploy	Employ: Private Sector	744	34%
	Employ: Government	135	6%
	Employ: Self-Employed	186	8%
	Employ: Homemaker	146	7%
	Employ: Student	66	3%
	Employ: Retired	551	25%
	Employ: Unemployed	264	12%
	Employ: Other	112	5%
	N	2204	
xdemMilHH1	Military HH: Yes	335	15%
	Military HH: No	1869	85%
	N	2204	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	754	34%
	RD/WT: Wrong Track	1450	66%
	N	2204	
xdemBidenApprove	Biden Job Approve	995	45%
	Biden Job Disapprove	1090	49%
	N	2085	
xdemBidenApprove2	Biden Job Strongly Approve	469	21%
	Biden Job Somewhat Approve	526	24%
	Biden Job Somewhat Disapprove	320	15%
	Biden Job Strongly Disapprove	770	35%
	N	2085	
xdemBidenFav	Favorable of Biden	990	45%
	Unfavorable of Biden	1070	49%
	N	2060	
xdemBidenFavFull	Very Favorable of Biden	480	22%
	Somewhat Favorable of Biden	510	23%
	Somewhat Unfavorable of Biden	275	12%
	Very Unfavorable of Biden	795	36%
	N	2060	
xnr3	#1 Issue: Economy	833	38%
	#1 Issue: Security	311	14%
	#1 Issue: Health Care	214	10%
	#1 Issue: Medicare / Social Security	248	11%
	#1 Issue: Women's Issues	233	11%
	#1 Issue: Education	81	4%
	#1 Issue: Energy	151	7%
	#1 Issue: Other	133	6%
	N	2204	
xsubVote22O	2022 House Vote: Democrat	919	42%
	2022 House Vote: Republican	673	31%
	2022 House Vote: Someone else	54	2%
	2022 House Vote: Didnt Vote	558	25%
	N	2204	
xsubVote20O	2020 Vote: Joe Biden	992	45%
	2020 Vote: Donald Trump	669	30%
	2020 Vote: Other	70	3%
	2020 Vote: Didn't Vote	473	21%
	N	2204	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote18O	2018 House Vote: Democrat	787	36%
	2018 House Vote: Republican	597	27%
	2018 House Vote: Someone else	52	2%
	2018 House Vote: Didnt Vote	768	35%
	N	2204	
xreg4	4-Region: Northeast	386	18%
	4-Region: Midwest	455	21%
	4-Region: South	841	38%
	4-Region: West	522	24%
	N	2204	
FZKHQFxdem1	Concertgoers	475	22%
FZKHQFxdem2	Taylor Swift Fans	1174	53%
FZKHQFxdem3	Taylor Swift Avid Fans	356	16%
FZKHQFxdem4	Swifties	308	14%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

The logo consists of a stylized 'M' shape formed by two overlapping chevron-like shapes pointing downwards.

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