📊 DATA FOR *PROGRESS*

From February 7 to 9, 2024, Data for Progress conducted a survey of 1,220 U.S. likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and voting history. The survey was conducted in English. The margin of error is ±3 percentage points.

"Hostile sexism" scores were calcuated using questions from the Ambivalent Sexism Inventory (ASI) from the University of California-San Diego. Voters were asked if they agree or disagree with the following statements:

• Women exaggerate problems they have at work
• Women are too easily offended
• When women lose to men in a fair competition, they typically complain about being discriminated against
• Women seek power by getting control over men

For each response, voters were assigned a point value: 0 for strongly disagree, 1 for somewhat disagree, 2 for don't know, 3 for somewhat agree, and 4 for strongly agree. Cumulative scores of 0 to 5 represent "low" hostile sexism, scores of 6 to 11 represent "medium" hostile sexism, and scores of 12 to 16 represent "high" hostile sexism.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=1,220 unless otherwise specified.

[1] Do you have a favorable or unfavorable opinion of the following people or institutions?

— Taylor Swift

Response	Topline	Democrat	Inde-pendent / Third party	Repub lican	Female	Male	Under 45	45+	Black or African American	White	Latino	Low hostile sexism	Medium hostile sexism	High hostile sexism
Very favorable	26	33	27	17	29	22	26	25	30	27	21	34	19	16
Somewhat favorable	35	39	35	32	35	36	34	36	33	36	28	37	36	29
Somewhat unfavorable	14	8	17	19	14	15	15	14	13	15	12	12	17	16
Very unfavorable	16	12	13	23	14	19	20	15	15	15	27	12	16	28
Haven't heard enough to say	8	7	8	9	8	8	6	9	9	7	13	4	13	10
FAVORABLE (TOTAL)	61	72	62	49	64	58	60	61	63	63	49	71	55	45
UNFAVORABLE (TOTAL)	30	20	30	42	28	34	35	29	28	30	39	24	33	44
FAVORABLE (NET)	+31	+52	+32	+7	+36	+24	+25	+32	+35	+33	+10	+47	+22	+1
Weighted N	1,220	446	306	468	653	567	409	811	134	886	164	573	427	220

[2] Do you have a favorable or unfavorable opinion of the following people or institutions?

— **Travis Kelce**

Response	Topline	Democrat	Inde-pendent / Third party	Repub lican	Female	Male	Under 45	45+	Black or African American	White	Latino	Low hostile sexism	Medium hostile sexism	High hostile sexism
Very favorable	19	23	17	18	18	21	19	19	25	20	17	23	14	19
Somewhat favorable	27	28	25	28	28	27	27	27	24	29	18	29	27	22
Somewhat unfavorable	10	10	10	11	8	13	10	11	9	10	10	10	10	13
Very unfavorable	8	6	4	11	6	10	10	6	3	7	18	5	9	13
Haven't heard enough to say	35	34	44	32	41	29	33	37	39	34	37	33	40	33
FAVORABLE (TOTAL)	46	51	42	46	46	48	46	46	49	49	35	52	41	41
UNFAVORABLE (TOTAL)	18	16	14	22	14	23	20	17	12	17	28	15	19	26
FAVORABLE (NET)	+28	+35	+28	+24	+32	+25	+26	+29	+37	+32	+7	+37	+22	+15
Weighted N	1,220	446	306	468	653	567	409	811	134	886	164	573	427	220

[3] How often do you watch National Football League (NFL) football games?

Response	Topline	Democrat	Inde-pendent / Third party	Repub lican	Female	Male	Under 45	45+	Black or African American	White	Latino	Low hostile sexism	Medium hostile sexism	High hostile sexism
Always	21	20	16	24	14	28	17	23	23	21	20	20	18	27
Often	23	24	20	25	17	30	23	23	18	24	29	19	28	28
Sometimes	25	28	24	22	27	22	29	22	34	23	30	26	24	23
Rarely	14	12	21	12	19	9	17	13	16	13	11	16	12	14
Never	17	16	20	16	23	11	14	19	9	20	10	19	19	9
Weighted N	1,220	446	306	468	653	567	409	811	134	886	164	573	427	220

[4] Do you plan to watch the Super Bowl on Sunday, February 11?

Response	Topline	Democrat	Inde-pendent / Third party	Repub lican	Female	Male	Under 45	45+	Black or African American	White	Latino	Low hostile sexism	Medium hostile sexism	High hostile sexism
Yes	61	64	53	63	54	69	63	60	68	60	63	59	59	71
Maybe	20	19	21	19	22	17	21	19	22	19	23	20	22	16
No	19	17	25	18	25	13	17	21	10	21	13	22	20	13
Weighted N	1,220	446	306	468	653	567	409	811	134	886	164	573	427	220

[5] What are the main reasons you may watch the Super Bowl? Please select all that apply.

(N=983)

Response	Topline	Democrat	Inde-pendent / Third party	Repub lican	Female	Male	Under 45	45+	Black or African American	White	Latino	Low hostile sexism	Medium hostile sexism	High hostile sexism
I like watching football	59	53	57	66	45	72	51	63	51	62	55	56	59	64
It's an annual tradition	46	47	47	46	45	48	53	43	35	48	56	47	45	47
I want to see the advertisements	45	41	47	49	50	40	36	50	33	50	34	54	40	34
I'm excited to spend time with friends or family	40	41	38	41	46	34	43	39	42	39	46	45	35	38
I'm excited to watch Usher's halftime performance	22	29	18	19	32	13	27	20	41	19	27	28	21	12
I care about the cultural significance of the Super Bowl	15	14	14	15	14	15	16	14	13	15	14	13	14	20
I'm excited to see the camera pan to Taylor Swift	8	9	7	8	10	6	11	6	10	8	9	10	6	6
Other reason	3	2	6	2	5	1	2	3	3	3	1	4	2	2
None of these	3	3	5	3	5	2	3	4	5	3	3	3	4	4
Weighted N	983	370	228	385	491	492	340	643	121	700	142	450	342	191

[6] Which team — if any — are you rooting for in the Super Bowl?

Response	Topline	Democrat	Inde-pendent / Third party	Repub lican	Female	Male	Under 45	45+	Black or African American	White	Latino	Low hostile sexism	Medium hostile sexism	High hostile sexism
Kansas City Chiefs	36	41	30	36	35	38	40	34	46	35	38	37	33	40
San Francisco 49ers	29	27	26	33	22	36	30	28	23	29	39	26	30	35
I am not rooting for either team	35	32	44	31	43	25	29	37	31	36	23	37	37	25
Weighted N	1,220	446	306	468	653	567	409	811	134	886	164	573	427	220

[7] As you may know, NFL star Travis Kelce and popular singer-songwriter Taylor Swift have been dating for the last several months.

Over that time, Swift has featured prominently in broadcasts of Kelce's football games and has been a focal point of media coverage around the sport.

Has the presence of Taylor Swift increased or decreased your enjoyment watching NFL games, or has it had no effect?

Response	Topline	Democrat	Inde-pendent / Third party	Republican	Female	Male	Under 45	45+	Black or African American	White	Latino	Low hostile sexism	Medium hostile sexism	High hostile sexism
Has made it more enjoyable	13	20	10	9	12	15	21	10	17	12	22	14	12	15
Has had no effect on my enjoyment	59	60	64	55	59	59	52	62	55	62	38	67	54	46
Has made it less enjoyable	20	13	15	29	18	21	19	20	15	18	32	13	22	32
Don't know	8	7	12	7	11	5	8	8	13	7	7	6	12	6
Weighted N	1,220	446	306	468	653	567	409	811	134	886	164	573	427	220

[8] As you may know, Taylor Swift recently won the Grammy Award for Album of the Year for her album *Midnights*, making her the only artist to ever win Album of the Year four times.

Which album do you think should have won the award for Album of the Year at the 2024 Grammy Awards?

Response	Topline	Democrat	Inde-pendent / Third party	Republican	Female	Male	Under 45	45+	Black or African American	White	Latino	Low hostile sexism	Medium hostile sexism	High hostile sexism
Taylor Swift for Midnights	18	23	15	15	19	16	23	15	14	18	18	22	14	15
Jon Batiste for World Music Radio	2	3	3	1	2	2	1	2	2	2	1	3	0	1
boygenius for the record	1	2	0	0	0	1	1	1	3	0	2	1	1	1
Miley Cyrus for Endless Summer Vacation	7	7	7	8	10	4	8	7	3	9	6	8	6	8
Lana Del Rey for Did You Know That There's a Tunnel Under Ocean Blvd	2	2	3	3	3	2	6	1	3	2	6	2	3	4
Janelle Monáe for The Age of Pleasure	1	2	0	1	1	1	3	0	2	1	1	1	1	1
Olivia Rodrigo for GUTS	2	4	1	2	2	3	6	0	3	2	4	2	2	4
SZA for SOS	7	11	7	4	8	7	16	3	27	2	20	6	10	6
Don't know	59	47	64	67	55	64	35	71	45	63	42	55	63	60
Weighted N	1,220	446	306	468	653	567	409	811	134	886	164	573	427	220