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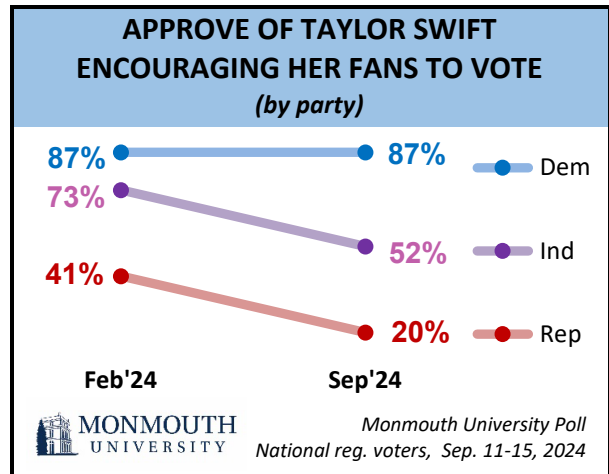
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## NATIONAL: DROP IN SUPPORT FOR ‘SWIFTIES’ GOTV

*Most have heard about the singer’s presidential endorsement*

West Long Branch, NJ – Just over half (53%) of American voters approve of Taylor Swift encouraging her fans to vote in the upcoming election, as she did in a social media post immediately after last week’s presidential debate that also endorsed Kamala Harris for president. Three-quarters (76%) have heard of this endorsement, according to the *Monmouth (“Mon-muth”) University Poll*.

Interestingly, support for the singer’s get-out-the-vote (GOTV) efforts were much higher [seven months ago](#), when she was the subject of a debunked conspiracy theory around the election and the Super Bowl. Monmouth’s February poll found 68% of voters approved of Swift’s turnout efforts. While support of her political engagement has remained astronomically high among Democrats (87% in February and 87% now), it has dropped by 21 percentage points among both independents (from 73% to 52%) and Republicans (from an already low 41% to 20% currently).



“Republicans were wary of Swift all along. What we don’t know is whether this will have any effect on the part of her fan base who already leans right,” said Patrick Murray, director of the independent Monmouth University Polling Institute.

The *Monmouth University Poll* was conducted by telephone and online from September 11 to 15, 2024 with 803 registered voters in the United States. The question results in this release have a margin of error +/- 3.9 percentage points. The poll was conducted by the Monmouth University Polling Institute in West Long Branch, NJ.

## QUESTIONS AND RESULTS

(\* Some columns may not add to 100% due to rounding.)

[Q1-23 previously released.]

24. Have you heard that the singer Taylor Swift endorsed Kamala Harris for president, or have you not heard about this?

Registered voters	Sept. 2024
Heard	76%
Not heard	22%
(VOL) Don't know	2%
(n)	(803)

25. Do you approve or disapprove of Taylor Swift encouraging her fans to vote in the upcoming presidential election?

Trend:	Sept.	Feb.
Registered voters	2024	2024
Approve	53%	68%
Disapprove	35%	24%
(VOL) Don't know	12%	7%
(n)	(803)	(822)

[Q26-29 previously released.]

## METHODOLOGY

The *Monmouth University Poll* was sponsored and conducted by the Monmouth University Polling Institute from September 11 to 15, 2024 with a probability-based national random sample of 803 voters. Monmouth is responsible for all aspects of the survey design, data weighting and analysis. Interviews were conducted in English, and included 140 live landline telephone interviews, 502 live cell phone interviews, and 161 online surveys via a cell phone text invitation. Interviewing services were provided by Braun Research using telephone numbers randomly selected from a list of active registered voters obtained from Aristotle. The full sample is weighted for region, age, gender, race and listed partisanship based on the voter list and education based on US Census information (2022 CPS and 2021 ACS one-year surveys), with adjustments made for self-reported 2020 presidential vote. For results based on this sample, one can say with 95% confidence that the error attributable to sampling has a maximum margin of plus or minus 3.9 percentage points adjusted for sample design effects (1.30). Sampling error can be larger for sub-groups (see table below). In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

### **Demographics (weighted)**

*Party (registration/inferred from vote history): 35% Republican, 34% Democrat, 31% other, none*

*Party (self-reported): 28% Republican, 42% Independent, 30% Democrat*

*Sex: 48% men, 51% women, 1% other*

*Age: 24% 18-34, 23% 35-49, 26% 50-64, 27% 65+*

*Race: 69% White, 11% Black, 12% Hispanic, 8% Asian/other*

*Education: 31% high school or less, 30% some college, 24% 4 year degree, 15% graduate degree*

MARGIN OF ERROR		Unweighted sample	moe (+/-)
REGISTERED VOTERS		803	3.9%
LISTED PARTY	Republican	291	6.6%
REGIS./INFER	Democrat	319	6.3%
	Other, none	193	8.0%
SELF-REPORTED PARTY ID	Republican	209	7.7%
	Independent	322	6.2%
	Democrat	260	6.9%
IDEOLOGY	Liberal	212	7.7%
	Moderate	302	6.4%
	Conservative	268	6.8%
GENDER	Men	392	5.6%
	Women	402	5.6%
AGE	18-34	152	9.1%
	35-49	195	8.0%
	50-64	221	7.5%
	65+	234	7.3%
RACE	White, non-Hispanic	589	4.6%
	Other	198	7.9%
COLLEGE	No degree	383	5.7%
GRADUATE	4 year degree	417	5.5%
WHITE COLLEGE	White, no degree	273	6.8%
	White, 4 year degree	314	6.3%

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Monmouth University Poll -- NATIONAL VOTERS -- 9/19/24

		REGVOT ER	PARTY LIST \ INFER			PARTY ID			GENDER	
			Rep	Dem	Other	Rep	Ind	Dem	Men	Women
24. Have you heard that the singer Taylor Swift endorsed Kamala Harris for president, or have you not heard about this?	Heard	76%	73%	83%	71%	75%	71%	85%	78%	74%
	Not heard	22%	23%	16%	27%	20%	28%	15%	19%	24%
	[VOL] Dont know	2%	4%	1%	2%	5%	2%	0%	3%	1%

		POLITICAL IDEOLOGY			AGE				RACE	
		Lib	Mod	Con	18-34	35-49	50-64	65+	White non-Hisp	Hsp-Blk-Asn-Oth
24. Have you heard that the singer Taylor Swift endorsed Kamala Harris for president, or have you not heard about this?	Heard	81%	74%	77%	65%	75%	84%	81%	79%	70%
	Not heard	18%	25%	19%	33%	23%	14%	18%	19%	29%
	[VOL] Dont know	1%	1%	4%	2%	2%	2%	2%	2%	2%

		COLLEGE GRAD		WHITE COLLEGE DEGREE	
		No degree	4 yr degree	White no degree	White college
24. Have you heard that the singer Taylor Swift endorsed Kamala Harris for president, or have you not heard about this?	Heard	73%	81%	75%	85%
	Not heard	26%	16%	23%	13%
	[VOL] Dont know	2%	3%	2%	2%

		REGVOT ER	PARTY LIST \ INFER			PARTY ID			GENDER	
			Rep	Dem	Other	Rep	Ind	Dem	Men	Women
25. Do you approve or disapprove of Taylor Swift encouraging her fans to vote in the upcoming presidential election?	Approve	53%	32%	74%	55%	20%	52%	87%	48%	59%
	Disapprove	35%	53%	16%	36%	66%	35%	6%	39%	31%
	[VOL] Dont know	12%	15%	10%	9%	15%	12%	7%	12%	11%

		POLITICAL IDEOLOGY			AGE				RACE	
		Lib	Mod	Con	18-34	35-49	50-64	65+	White non-Hisp	Hsp-Blk-Asn-Oth
25. Do you approve or disapprove of Taylor Swift encouraging her fans to vote in the upcoming presidential election?	Approve	84%	59%	27%	61%	57%	49%	48%	51%	61%
	Disapprove	9%	30%	59%	30%	36%	38%	36%	37%	31%
	[VOL] Dont know	7%	10%	14%	9%	7%	13%	16%	12%	8%

		COLLEGE GRAD		WHITE COLLEGE DEGREE	
		No degree	4 yr degree	White no degree	White college
25. Do you approve or disapprove of Taylor Swift encouraging her fans to vote in the upcoming presidential election?	Approve	51%	57%	46%	58%
	Disapprove	39%	28%	42%	28%
	[VOL] Dont know	10%	14%	11%	14%