

## Public Attitudes About the Taylor Swift – Travis Kelce Relationship

### \*Topline Results\*

Interviews for this study were conducted on the SSRS Opinion Panel Omnibus, **October 6 – 8, 2023**, among a nationally representative sample of **1,006 adults**. The margin of error for total respondents is +/-3.5 percentage points at the 95% confidence level, and the design effect is 1.26.

*The SSRS Opinion Panel Omnibus is a multi-client probability-based survey that fields twice a month. It delivers a nationally representative sample of 1000+ adults age 18 or older in English with a Spanish-language option. Data collection is conducted online and via phone (for non-internet and web-reluctant respondents) using the SSRS Opinion Panel. More information about SSRS can be obtained by visiting [www.ssrs.com](http://www.ssrs.com).*

SPOT1. Are you a big fan of singer-entertainer Taylor Swift, a casual fan, or not a fan of hers?

	%
Big fan	8
Casual fan	51
Not a fan	41
Don't know/refused/web blank	*

SPOT2. Have you heard or read about the relationship between Taylor Swift and professional football player Travis Kelce?

	%
Yes	80
No	20
Don't know/refused/web blank	*

SPOT3. How interested are you in news about the relationship of Taylor Swift and Travis Kelce?

**Based on those who have heard/read about the Swift – Kelce relationship (n=833)**

	%
<b>Interested (NET)</b>	<b>25</b>
Very interested	4
Somewhat interested	21
<b>Not interested (NET)</b>	<b>75</b>
Not too interested	31
Not at all interested	44
Don't know/refused/web blank	*

SPOT4. Do you think Taylor Swift and Travis Kelce have a real relationship with each other, or is this mainly a publicity stunt?

**Based on those who have heard/read about the Swift – Kelce relationship (n=833)**

	%
Real relationship	57
Publicity stunt	43
Don't know/refused/web blank	*