

Celebrities and Politics

As you're probably aware, celebrities often use their notoriety to voice support for various causes, or political figures. For the purposes of this survey, when we say "celebrity," we mean actors, musicians, directors, or other famous people you may associate with "Hollywood."

Q14. When it comes to celebrities publicly expressing their political views, which of these statements is closest to your opinion, even if neither is exactly how you feel?

[ROTATE]

It's OK for celebrities to use their platform to give voice to political causes they believe in
Celebrities should just focus on their work and avoid making political statements

Q15. There are different things celebrities might do in order to express their political views. Setting aside what the issue is and whether you would agree or disagree with their actual point, what do you think of celebrities voicing such views in each of the following ways?

[ROWS – RANDOMIZE]

Taking part in public protests
Making political statements during acceptance speeches at awards shows
Sharing political opinions on social media
Writing a song with a political message

[COLUMNS]

Not appropriate and annoying
A positive thing that can inform and inspire people

Q16. When a celebrity does take a public stand on an issue and you disagree with it, does that make you less likely to support their work (for example, buy their music or watch their show)?

Yes, it makes me less likely to support them
No, it doesn't affect my behaviour
It depends on the issue

Now, let's consider similar questions for professional athletes. For the purposes of this survey, please think of those who play in the major leagues or associations – the NFL, NBA, NHL, MLB, PGA etc.

Q17. When it comes to professional athletes publicly expressing their political views, which of these statements is closest to your opinion, even if neither is exactly how you feel?

[ROTATE]

It's OK for professional athletes to use their platform to give voice to political causes they believe in
Professional athletes should just focus on their work and avoid making political statements

Q18. There are different things athletes might do in order to express their political views. Setting aside what the issue is and whether you would agree or disagree with their actual point, what do you think of athletes voicing such views in each of the following ways?

[ROWS – RANDOMIZE]

Not standing during the national anthem

Refusing to visit the White House after winning a championship

Wearing clothes that express a political opinion during warm-ups

Sharing political opinions on social media

[COLUMNS]

Not appropriate and annoying

A positive thing that can inform and inspire people

Q19. Regardless of whether you think these actions by athletes are appropriate or not, we'd like to get your opinion on how you think sports teams and leagues should react to athletes making political statements. In your opinion, is this the sort of thing sports teams and leagues should have a policy on?

Yes, they should prohibit political speech by athletes and punish violations with a fine or suspension

Yes, they should have policies that clearly outline when and where political speech by athletes is acceptable

No, teams and leagues should not have a policy on this

[Demo, Tracking] Q20. Which of the following best describes your level of sports fandom?

I am an avid sports fan

I like some sports and generally keep up with sports headlines

I have only a mild interest in sports

I am not at all interested in sports