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Suffolk University/*USA TODAY* National Voter Poll: Neither Taylor Swift, Beyoncé, nor Kim Kardashian Will Influence the 2024 Election

BOSTON—They have hundreds of millions of followers on social media, but celebrities like Taylor Swift, Beyoncé, and Kim Kardashian will have limited impact on the 2024 election—and could even hurt the candidate they endorse—according to a new Suffolk University/*USA TODAY* national poll of registered voters.

The polling partners asked 1,000 registered voters across all US regions and demographics if the endorsement of certain popular TV personalities, celebrities, former politicians, and sports figures would influence their election choices.

“A majority of voters gave thumbs down to the list of celebrities, former politicians, and sports figures,” said David Paleologos, director of the Suffolk University Political Research Center. “Most said the celebrities would ‘not at all’ influence their vote and a small group even said they would be ‘less likely’ to support that candidate.”

The political power couple of Barack and Michelle Obama led the list for voters, who said the Obamas’ endorsement would influence them positively “a lot.” Eighteen percent of respondents said they’d be influenced “a lot” by the former president’s endorsement, while 14% said they’d be influenced “a lot” by the First Lady’s endorsement. Three percent said they’d be influenced “a lot” by a Taylor Swift endorsement, while 89% of voters they’d be “a little” or “not at all” influenced by the singer. Additionally, 6% said Swift’s endorsement would make them “less likely” to support a candidate.

Similarly, 3% said they’d be strongly positively influenced by Beyoncé’s endorsement, while 88% said they’d be “a little” or “not at all” influenced by her support of a candidate, with 6% saying her endorsement would negatively impact their feelings on a candidate. No respondents said that a Kardashian endorsement would influence them “a lot,” while 3% said she’d influence

them “a little” and 89% said she’d be “not at all influential.” Seven percent of voters said a Kardashian endorsement would negatively affect their view of a candidate.

Methodology

The nationwide Suffolk University/*USA TODAY* survey was conducted April 30-May 3, through live interviews of 1,000 registered voters, residing in all 50 states and the District of Columbia. Quota and demographic information—including region, race, and age—were determined from 2020 national census data. States were grouped into four general regions. Surveys were administered in English and Spanish. The margin of sampling error for results based on the total sample is +/-3.1 percentage points. Marginals and full cross-tabulation data are posted on the [Suffolk University Political Research Center](#) website. For more information, contact David Paleologos at 781-290-9310, dpaleologos@suffolk.edu.

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