



**Napolitan News Service Survey**  
of 1,000 Registered Voters  
Conducted November 7-8, 2024

*1\* Who do you believe was the legitimate winner of the presidential election?*

78%	Donald Trump
14%	Kamala Harris
8%	Not sure

*2\* Did celebrity endorsements make you more or less likely to vote for Donald Trump?*

9%	More likely
12%	Less likely
77%	No difference
2%	Not sure

*3a\* [Among all voters] Which celebrity endorsement had the biggest impact on whether you voted for Donald Trump?*

79%	Not asked, no impact
4%	Elon Musk
1%	Joe Rogan
6%	Other
8%	No answer
1%	Did not vote for him



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*3b\* [Among those who said more or less likely] Which celebrity endorsement had the biggest impact on whether you voted for Donald Trump?*

17%	Elon Musk
7%	Joe Rogan
31%	Other
40%	No answer
6%	Did not vote for him

*4\* Did celebrity endorsements make you more or less likely to vote for Kamala Harris?*

10%	More likely
14%	Less likely
74%	No difference
1%	Not sure

*5a\* [Among all voters] Which celebrity endorsement had the biggest impact on whether you voted for Kamala Harris?*

75%	Not asked, no impact
3%	Taylor Swift
2%	Beyonce
2%	Obamas
1%	Oprah
1%	Cardi B
5%	Other
9%	No answer
1%	Did not vote for her



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*5b\* [Among those who said more or less likely] Which celebrity endorsement had the biggest impact on whether you voted for Kamala Harris?*

13%	Taylor Swift
9%	Beyonce
6%	Obamas
5%	Oprah
4%	Cardi B
22%	Other
37%	No answer
4%	Did not vote for her

**Methodology**

This survey of 1,000 Registered Voters was conducted online by Scott Rasmussen on November 7-8, 2024. Field work for the survey was conducted by RMG Research, Inc. Certain quotas were applied, and the sample was lightly weighted by geography, gender, age, race, education, internet usage, and political party to reasonably reflect the nation's population of Registered Voters. Other variables were reviewed to ensure that the final sample is representative of that population.

The margin of sampling error for the full sample is +/- 3.1 percentage points.

This survey was paid for by Napolitan News Service as part of the service provided for our Gold Circle Members.

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