



Leaving Neverland - Follow Up
Fieldwork Dates: 5th - 6th March 2019

Conducted by YouGov
On behalf of YouGov Omnibus

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1203 adults. Fieldwork was undertaken between 5th - 6th March 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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Total	Gender		Generation						
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other
	A	B	C	D	E	F	G	H	I

HYC_q1a. In general, to what extent do you have a favorable or unfavorable opinion of Michael Jackson?

Unweighted base	1203	573	630	31	406	334	355	77	-	-
Base: All US adults	1203	586	617	29	382	326	376	90	-	-
Very favorable	17%	16%	19%	21%	23%	17%	16%	2%	-	-
				G*	E.F.G	G	G	*	**	**
Somewhat favorable	19%	19%	20%	36%	20%	22%	15%	12%	-	-
				D.F.G*		F.G		*	**	**
Neither favorable nor unfavorable	27%	26%	28%	31%	28%	23%	26%	37%	-	-
				*				E.F*	**	**
Somewhat unfavorable	19%	20%	17%	6%	15%	17%	22%	27%	-	-
				*			C.D	C.D*	**	**
Very unfavorable	15%	16%	15%	-	10%	18%	20%	18%	-	-
				*		C.D	C.D	C*	**	**
Don't know	3%	3%	2%	7%	3%	3%	2%	4%	-	-
				F*				*	**	**
Net: Favorable	37%	35%	38%	57%	43%	39%	31%	14%	-	-
				F.G*	F.G	F.G	G	*	**	**
Net: Unfavorable	34%	36%	32%	6%	25%	35%	42%	45%	-	-
				*	C	C.D	C.D	C.D*	**	**

HYC_q2. And have you heard anything in the news recently (i.e., in the past week) about Michael Jackson?

Unweighted base	1203	573	630	31	406	334	355	77	-	-
Base: All US adults	1203	586	617	29	382	326	376	90	-	-
Yes, I have	61%	61%	60%	35%	54%	62%	67%	66%	-	-
				*	C	C.D	C.D	C.D*	**	**
No, I have not	36%	36%	37%	55%	42%	36%	30%	32%	-	-
				E.F.G*	F			*	**	**
Don't know	3%	3%	3%	10%	4%	2%	3%	2%	-	-
				E.F.G*				*	**	**

HYC_q5. As you may or may not have heard, two men have come forward with allegations of child molestation against Michael Jackson after his death. To what extent do you believe he was guilty or not guilty of these accusations?

Unweighted base	1203	573	630	31	406	334	355	77	-	-
Base: All US adults	1203	586	617	29	382	326	376	90	-	-
He is definitely guilty	15%	17%	12%	5%	19%	14%	12%	12%	-	-
				*	F		*	*	**	**
He is probably guilty	33%	32%	35%	30%	34%	29%	37%	33%	-	-
				*		E	*	*	**	**
He is probably not guilty	13%	12%	14%	21%	14%	13%	12%	10%	-	-
				*			*	*	**	**
He definitely is not guilty	6%	5%	6%	5%	5%	8%	6%	-	-	-
				G*	G	G	G	*	**	**
Don't know	33%	33%	33%	40%	28%	36%	32%	45%	-	-
				*		D		D.F*	**	**
Net: Definitely/probably did it	48%	49%	47%	34%	53%	44%	49%	45%	-	-
				*	E		*	*	**	**
Net: Definitely/probably do not do it	19%	18%	20%	26%	19%	20%	19%	10%	-	-
				G*		G		*	**	**

HYC_q6. These two men are suing the Jackson estate with allegations of child molestation against Michael Jackson. The cases were dismissed due to the statute of limitations (i.e., the case was determined to be too old) but the men are appealing. Do you think the cases should be reopened?

Unweighted base	1203	573	630	31	406	334	355	77	-	-
Base: All US adults	1203	586	617	29	382	326	376	90	-	-
Yes, they should be reopened	30%	32%	29%	27%	39%	31%	24%	19%	-	-
				*	E.F.G	G		*	**	**
No, they should not be reopened	49%	48%	50%	47%	41%	46%	57%	58%	-	-
				*			D.E	D*	**	**
Don't know	21%	21%	21%	25%	20%	23%	18%	23%	-	-
				*			*	*	**	**

dsw5d. Have you heard of and/or watched any of the HBO documentary "Leaving Neverland"?

Unweighted base	1203	573	630	31	406	334	355	77	-	-
Base: All US adults	1203	586	617	29	382	326	376	90	-	-
Yes, I watched all of it	7%	8%	7%	5%	13%	5%	4%	1%	-	-
				*	E.F.G			*	**	**
Yes, I watched part of it	6%	7%	5%	-	8%	7%	3%	4%	-	-
				*	F	F		*	**	**
No, I didn't watch it, but I heard about it	60%	57%	63%	45%	50%	62%	67%	69%	-	-
				*		D	C.D	C.D*	**	**
I haven't heard of it	27%	28%	26%	50%	29%	26%	25%	25%	-	-
				D.E.F.G*			*	*	**	**

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Total	Region				Race				No HS, High school graduate
	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	J	K	L	M	N	O	P	Q	

HYC_q1a. In general, to what extent do you have a favorable or unfavorable opinion of Michael Jackson?

Unweighted base	1203	195	254	470	284	763	158	190	92	480
Base: All US adults	1203	214	253	453	284	781	144	188	90	485
Very favorable	17%	18%	14%	21%	15%	12%	47%	15%	20%	19%
				K			N.P.Q		*	
Somewhat favorable	19%	15%	19%	21%	19%	18%	23%	24%	13%	21%
								Q	*	
Neither favorable nor unfavorable	27%	30%	23%	27%	27%	28%	24%	26%	23%	27%
									*	
Somewhat unfavorable	19%	16%	23%	17%	19%	22%	4%	15%	18%	15%
						O.P		O	O*	
Very unfavorable	15%	17%	18%	12%	17%	18%	0%	13%	23%	13%
						O		O	O.P*	
Don't know	3%	3%	4%	2%	3%	2%	1%	7%	4%	4%
								N.O	*	T
Net: Favorable	37%	34%	33%	42%	34%	30%	70%	39%	32%	41%
				K.M			N.P.Q	N	*	T
Net: Unfavorable	34%	34%	41%	30%	36%	40%	4%	28%	41%	28%
			L			O.P		O	O.P*	

HYC_q2. And have you heard anything in the news recently (i.e., in the past week) about Michael Jackson?

Unweighted base	1203	195	254	470	284	763	158	190	92	480
Base: All US adults	1203	214	253	453	284	781	144	188	90	485
Yes, I have	61%	60%	59%	60%	63%	60%	71%	55%	59%	54%
							N.P		*	
No, I have not	36%	38%	36%	36%	36%	37%	26%	40%	38%	41%
						O		O	*	T.U
Don't know	3%	2%	4%	4%	1%	3%	3%	5%	3%	5%
			M	M					*	T

HYC_q5. As you may or may not have heard, two men have come forward with allegations of child molestation against Michael Jackson after his death. To what extent do you believe he was guilty or not guilty of these accusations?

Unweighted base	1203	195	254	470	284	763	158	190	92	480
Base: All US adults	1203	214	253	453	284	781	144	188	90	485
He is definitely guilty	15%	14%	15%	14%	16%	16%	11%	13%	15%	15%
									*	
He is probably guilty	33%	32%	36%	32%	34%	36%	11%	38%	34%	28%
						O		O	O*	
He is probably not guilty	13%	13%	11%	17%	10%	12%	25%	9%	15%	15%
				K.M			N.P		*	
He definitely is not guilty	6%	3%	5%	8%	5%	3%	17%	9%	8%	8%
				J			N.P.Q		N*	S.T
Don't know	33%	38%	33%	30%	35%	34%	37%	30%	29%	34%
									*	
Net: Definitely/probably did it	48%	47%	51%	46%	50%	52%	22%	52%	49%	43%
						O		O	O*	
Net: Definitely/probably do not do it	19%	16%	16%	25%	15%	14%	42%	18%	22%	23%
				J.K.M			N.P.Q		N*	T

HYC_q6. These two men are suing the Jackson estate with allegations of child molestation against Michael Jackson. The cases were dismissed due to the statute of limitations (i.e., the case was determined to be too old) but the men are appealing. Do you think the cases should be reopened?

Unweighted base	1203	195	254	470	284	763	158	190	92	480
Base: All US adults	1203	214	253	453	284	781	144	188	90	485
Yes, they should be reopened	30%	32%	26%	27%	37%	31%	15%	37%	38%	27%
					K.L		O	O	O*	
No, they should not be reopened	49%	46%	50%	53%	43%	49%	71%	33%	44%	51%
				M		P	N.P.Q		*	
Don't know	21%	22%	24%	19%	20%	20%	14%	30%	18%	22%
								N.O.Q	*	

dsw5d. Have you heard of and/or watched any of the HBO documentary "Leaving Neverland"?

Unweighted base	1203	195	254	470	284	763	158	190	92	480
Base: All US adults	1203	214	253	453	284	781	144	188	90	485
Yes, I watched all of it	7%	8%	6%	5%	10%	7%	4%	12%	7%	6%
					L			N.O	*	
Yes, I watched part of it	6%	4%	6%	5%	8%	5%	6%	7%	10%	5%
									*	
No, I didn't watch it, but I heard about it	60%	61%	59%	62%	57%	61%	71%	52%	50%	57%
						P.Q	N.P.Q		*	
I haven't heard of it	27%	27%	28%	27%	25%	27%	20%	29%	33%	32%
									O*	T.U

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Total	Education			Marital Status					
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
	S	T	U	V	W	X	Y	Z	AA

HYC_q1a. In general, to what extent do you have a favorable or unfavorable opinion of Michael Jackson?

Unweighted base	1203	392	209	122	573	26	123	52	361	68
Base: All US adults	1203	373	219	126	588	25	125	57	340	67
Very favorable	17%	17%	13%	17%	17%	20%	22%	13%	19%	12%
						**		*		*
Somewhat favorable	19%	18%	16%	19%	17%	17%	22%	13%	20%	36%
						**		*		V.X.Y.Z*
Neither favorable nor unfavorable	27%	30%	23%	23%	26%	29%	21%	32%	28%	27%
						**		*		*
Somewhat unfavorable	19%	15%	27%	27%	22%	16%	16%	21%	16%	10%
			R.S	R.S	AA	**		*		*
Very unfavorable	15%	17%	19%	13%	17%	14%	16%	19%	13%	11%
			R		**			*		*
Don't know	3%	2%	1%	1%	2%	4%	3%	2%	3%	4%
					**		*			*
Net: Favorable	37%	35%	30%	36%	33%	37%	43%	26%	39%	49%
					**		V.Y	*		V.Y*
Net: Unfavorable	34%	33%	47%	39%	38%	30%	33%	40%	30%	20%
			R.S	R	Z.AA	**		AA*		*

HYC_q2. And have you heard anything in the news recently (i.e., in the past week) about Michael Jackson?

Unweighted base	1203	392	209	122	573	26	123	52	361	68
Base: All US adults	1203	373	219	126	588	25	125	57	340	67
Yes, I have	61%	62%	67%	71%	64%	71%	57%	67%	54%	60%
		R	R	R	Z	**		*		*
No, I have not	36%	36%	32%	26%	34%	29%	39%	33%	41%	35%
		U			**			*	V	*
Don't know	3%	3%	1%	3%	2%	-	4%	-	5%	4%
					**		*		V	*

HYC_q5. As you may or may not have heard, two men have come forward with allegations of child molestation against Michael Jackson after his death. To what extent do you believe he was guilty or not guilty of these accusations?

Unweighted base	1203	392	209	122	573	26	123	52	361	68
Base: All US adults	1203	373	219	126	588	25	125	57	340	67
He is definitely guilty	15%	13%	15%	15%	17%	13%	8%	15%	14%	10%
					X	**		*		*
He is probably guilty	33%	34%	42%	38%	36%	32%	36%	30%	29%	33%
		R	R	R	**		*			*
He is probably not guilty	13%	14%	10%	10%	13%	4%	14%	9%	14%	17%
		U			**		*			*
He definitely is not guilty	6%	4%	3%	5%	4%	13%	8%	7%	6%	7%
					**		*			*
Don't know	33%	35%	30%	32%	31%	38%	35%	39%	36%	33%
					**		*			*
Net: Definitely/probably did it	48%	48%	57%	53%	52%	45%	44%	45%	44%	43%
			R.S	Z	**		*			*
Net: Definitely/probably do not do it	19%	18%	13%	15%	17%	17%	22%	16%	21%	24%
					**		*			*

HYC_q6. These two men are suing the Jackson estate with allegations of child molestation against Michael Jackson. The cases were dismissed due to the statute of limitations (i.e., the case was determined to be too old) but the men are appealing. Do you think the cases should be reopened?

Unweighted base	1203	392	209	122	573	26	123	52	361	68
Base: All US adults	1203	373	219	126	588	25	125	57	340	67
Yes, they should be reopened	30%	33%	31%	32%	33%	22%	26%	20%	30%	29%
					**		*			*
No, they should not be reopened	49%	44%	52%	50%	50%	59%	54%	56%	43%	49%
					Z	**	Z	*		*
Don't know	21%	23%	18%	17%	17%	19%	20%	24%	27%	22%
					**		*		V	*

dsw5d. Have you heard of and/or watched any of the HBO documentary "Leaving Neverland"?

Unweighted base	1203	392	209	122	573	26	123	52	361	68
Base: All US adults	1203	373	219	126	588	25	125	57	340	67
Yes, I watched all of it	7%	8%	7%	10%	10%	8%	2%	2%	4%	6%
					X.Z	**		*		*
Yes, I watched part of it	6%	7%	3%	11%	7%	4%	3%	2%	5%	10%
				R.T	**		*			X*
No, I didn't watch it, but I heard about it	60%	57%	70%	64%	60%	60%	71%	71%	57%	54%
			R.S		**		V.Z.AA	*		*
I haven't heard of it	27%	28%	19%	15%	23%	29%	24%	25%	34%	31%
		T.U			**		*		V.X	*

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Total	Children under the age of 18		Income					Type of Area	
	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town
	AB	AC	AD	AE	AF	AG	AH	AI	AJ

HYC_q1a. In general, to what extent do you have a favorable or unfavorable opinion of Michael Jackson?

Unweighted base	1203	366	837	313	205	343	196	146	405	569
Base: All US adults	1203	358	845	305	209	342	198	149	399	575
Very favorable	17%	22%	15%	20%	17%	15%	21%	14%	28%	12%
		AC							AJ,AK	
Somewhat favorable	19%	20%	19%	22%	20%	20%	16%	15%	19%	21%
									AK	
Neither favorable nor unfavorable	27%	25%	27%	26%	28%	26%	23%	32%	26%	27%
Somewhat unfavorable	19%	18%	19%	15%	17%	23%	21%	16%	14%	21%
					AD				AI	
Very unfavorable	15%	14%	16%	14%	15%	15%	17%	19%	11%	16%
									AI	
Don't know	3%	1%	3%	4%	3%	2%	1%	5%	3%	2%
			AB					AF,AG		
Net: Favorable	37%	42%	34%	41%	37%	35%	37%	29%	46%	34%
		AC		AH					AJ,AK	
Net: Unfavorable	34%	32%	35%	29%	31%	37%	39%	35%	25%	37%
					AD		AD		AI	

HYC_q2. And have you heard anything in the news recently (i.e., in the past week) about Michael Jackson?

Unweighted base	1203	366	837	313	205	343	196	146	405	569
Base: All US adults	1203	358	845	305	209	342	198	149	399	575
Yes, I have	61%	62%	60%	54%	54%	63%	71%	63%	63%	61%
						AD,AE	AD,AE		AK	
No, I have not	36%	35%	37%	41%	43%	34%	26%	35%	34%	36%
				AG	AG					
Don't know	3%	3%	3%	5%	3%	2%	3%	3%	3%	3%

HYC_q5. As you may or may not have heard, two men have come forward with allegations of child molestation against Michael Jackson after his death. To what extent do you believe he was guilty or not guilty of these accusations?

Unweighted base	1203	366	837	313	205	343	196	146	405	569
Base: All US adults	1203	358	845	305	209	342	198	149	399	575
He is definitely guilty	15%	20%	13%	17%	13%	12%	19%	12%	18%	13%
		AC					AF		AJ	
He is probably guilty	33%	31%	35%	29%	29%	40%	39%	27%	28%	36%
						AD,AE,AH	AD,AH		AI	
He is probably not guilty	13%	15%	12%	13%	15%	13%	12%	13%	13%	13%
He definitely is not guilty	6%	6%	5%	8%	7%	4%	4%	4%	7%	4%
				AF					AJ	
Don't know	33%	28%	35%	34%	35%	31%	26%	44%	33%	34%
			AB					AD,AF,AG		
Net: Definitely/probably did it	48%	50%	47%	45%	43%	52%	58%	39%	46%	49%
						AE,AH	AD,AE,AH			
Net: Definitely/probably do not do it	19%	21%	18%	21%	22%	17%	16%	17%	21%	18%

HYC_q6. These two men are suing the Jackson estate with allegations of child molestation against Michael Jackson. The cases were dismissed due to the statute of limitations (i.e., the case was determined to be too old) but the men are appealing. Do you think the cases should be reopened?

Unweighted base	1203	366	837	313	205	343	196	146	405	569
Base: All US adults	1203	358	845	305	209	342	198	149	399	575
Yes, they should be reopened	30%	36%	28%	30%	23%	32%	38%	26%	32%	31%
		AC				AE	AE,AH			
No, they should not be reopened	49%	48%	49%	44%	54%	51%	45%	51%	46%	51%
				AD						
Don't know	21%	16%	23%	26%	23%	16%	18%	23%	22%	18%
			AB	AF,AG						

dsw5d. Have you heard of and/or watched any of the HBO documentary "Leaving Neverland"?

Unweighted base	1203	366	837	313	205	343	196	146	405	569
Base: All US adults	1203	358	845	305	209	342	198	149	399	575
Yes, I watched all of it	7%	13%	5%	7%	3%	7%	14%	4%	12%	5%
		AC					AD,AE,AF,AH		AJ,AK	
Yes, I watched part of it	6%	8%	5%	4%	6%	7%	7%	4%	7%	4%
		AC								
No, I didn't watch it, but I heard about it	60%	54%	63%	56%	63%	62%	61%	60%	58%	63%
			AB							
I haven't heard of it	27%	25%	28%	33%	28%	24%	17%	33%	23%	27%
				AF,AG	AG			AF,AG		

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Total	Area Lived in	
	Rural	Other
	AK	AL

HYC_q1a. In general, to what extent do you have a favorable or unfavorable opinion of Michael Jackson?

Unweighted base	1203	223	6
Base: All US adults	1203	223	6
Very favorable	17%	13%	18%
			**
Somewhat favorable	19%	14%	-
			**
Neither favorable nor unfavorable	27%	27%	31%
			**
Somewhat unfavorable	19%	19%	18%
			**
Very unfavorable	15%	22%	18%
		AI	**
Don't know	3%	4%	15%
			**
Net: Favorable	37%	27%	18%
			**
Net: Unfavorable	34%	41%	36%
		AI	**

HYC_q2. And have you heard anything in the news recently (i.e., in the past week) about Michael Jackson?

Unweighted base	1203	223	6
Base: All US adults	1203	223	6
Yes, I have	61%	54%	52%
			**
No, I have not	36%	42%	33%
		AI	**
Don't know	3%	4%	15%
			**

HYC_q5. As you may or may not have heard, two men have come forward with allegations of child molestation against Michael Jackson after his death. To what extent do you believe he was guilty or not guilty of these accusations?

Unweighted base	1203	223	6
Base: All US adults	1203	223	6
He is definitely guilty	15%	13%	-
			**
He is probably guilty	33%	38%	18%
		AI	**
He is probably not guilty	13%	12%	16%
			**
He definitely is not guilty	6%	6%	18%
			**
Don't know	33%	31%	48%
			**
Net: Definitely/probably did it	48%	51%	18%
			**
Net: Definitely/probably do not do it	19%	18%	34%
			**

HYC_q6. These two men are suing the Jackson estate with allegations of child molestation against Michael Jackson. The cases were dismissed due to the statute of limitations (i.e., the case was determined to be too old) but the men are appealing. Do you think the cases should be reopened?

Unweighted base	1203	223	6
Base: All US adults	1203	223	6
Yes, they should be reopened	30%	27%	-
			**
No, they should not be reopened	49%	48%	52%
			**
Don't know	21%	25%	48%
		AJ	**

dsw5d. Have you heard of and/or watched any of the HBO documentary "Leaving Neverland"?

Unweighted base	1203	223	6
Base: All US adults	1203	223	6
Yes, I watched all of it	7%	4%	-
			**
Yes, I watched part of it	6%	8%	-
			**
No, I didn't watch it, but I heard about it	60%	57%	34%
			**
I haven't heard of it	27%	31%	66%
		AI	**