

Hollywood Celebrities Now The Worst Spokespeople For Your Brand Or Cause. Most Don't See Celebrities as Good Role Models

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Following this year's Golden Globes, the first award show of Hollywood's #MeToo era, even fewer Americans see celebrities as good role models.

A new Rasmussen Reports national telephone and online survey finds that just 12% of American Adults think most Hollywood celebrities are good role models, [down from 20% who felt that way a year ago](#). Sixty-six percent (66%) say most celebrities are not good role models, up from 60%, while 22% are undecided. (To see survey question wording, [click here](#).)

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The survey of 1,000 American Adults was conducted on January 8-9, 2018 by Rasmussen Reports. The margin of sampling error is +/- 3 percentage points with a 95% level of confidence. Field work for all Rasmussen Reports surveys is conducted by [Pulse Opinion Research, LLC](#). See [methodology](#).

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To learn more about our methodology, [click here](#).