

1. How often do you read comic strips, either in print or online?

Daily	5%
Weekly	9%
Monthly	8%
Rarely	37%
Never	37%
Not sure	4%

2. How often did you read comic strips when you were a child?

Daily	24%
Weekly	32%
Monthly	10%
Rarely	19%
Never	12%
Not sure	4%

3. When you read comic strips, where do you read them?

Asked of people who ever read comic strips

Always online	10%
Usually online	25%
About equally online and in print	19%
Usually in print	21%
Always in print	25%

4. Do you have a favorable or an unfavorable opinion of the following comic strips?

	Net (Favorable					
	- Unfavorable)	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Peanuts	78%	54%	28%	3%	1%	14%
Garfield	79%	51%	33%	3%	2%	11%
Calvin and Hobbes	60%	39%	24%	4%	0%	33%
The Family Circus	53%	29%	29%	4%	1%	37%
Blondie	52%	27%	32%	5%	2%	34%
The Far Side	50%	32%	22%	4%	1%	40%
Beetle Bailey	49%	24%	30%	5%	1%	41%
Dilbert	40%	21%	32%	7%	5%	35%
Doonesbury	39%	18%	29%	6%	2%	45%
Hagar the Horrible	37%	18%	25%	5%	1%	51%
For Better or For Worse	36%	17%	23%	4%	0%	56%
Dick Tracy	35%	17%	30%	10%	2%	40%
Cathy	33%	15%	26%	7%	1%	51%
Bloom County	22%	10%	16%	3%	1%	70%

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Foxtrot	21%	8%	17%	4%	0%	71%
Zits	19%	9%	15%	5%	1%	71%
Pearls Before Swine	17%	10%	12%	3%	1%	74%
Baby Blues	15%	9%	11%	4%	1%	75%
Mary Worth	12%	5%	15%	6%	2%	72%
Pluggers	6%	4%	7%	3%	1%	85%

Interviewing Dates	January 13 - 15, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 5.596, with a mean of one and a standard deviation of 0.927.
Number of respondents	1,122
Margin of error	± 4 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	90 questions not reported.

1. Frequency Reading Comics

How often do you read comic strips, either in print or online?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	5%	6%	3%	3%	4%	3%	10%	4%	7%	5%	*
Weekly	9%	11%	8%	13%	9%	7%	10%	10%	10%	8%	*
Monthly	8%	9%	6%	8%	9%	7%	6%	8%	5%	10%	*
Rarely	37%	39%	35%	32%	31%	41%	43%	40%	35%	28%	*
Never	37%	31%	42%	37%	41%	39%	30%	37%	37%	41%	*
Not sure	4%	3%	5%	6%	7%	2%	1%	2%	6%	8%	*
Totals	100%	99%	99%	99%	101%	99%	100%	101%	100%	100%	*
Unweighted N	(1,120)	(502)	(618)	(280)	(296)	(320)	(224)	(715)	(154)	(174)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Daily	5%	7%	5%	3%	8%	5%	5%	4%	7%	6%	5%	3%	8%
Weekly	9%	15%	6%	8%	14%	10%	8%	12%	11%	11%	10%	9%	9%
Monthly	8%	9%	7%	7%	9%	9%	8%	5%	9%	10%	5%	7%	9%
Rarely	37%	41%	33%	38%	39%	37%	36%	38%	41%	32%	41%	34%	42%
Never	37%	27%	41%	42%	27%	36%	38%	38%	30%	39%	37%	42%	28%
Not sure	4%	2%	8%	2%	3%	3%	5%	3%	2%	3%	2%	5%	4%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,120)	(359)	(460)	(301)	(456)	(363)	(415)	(338)	(264)	(197)	(231)	(432)	(260)

2. Frequency Reading Comics as a Child

How often did you read comic strips when you were a child?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	24%	28%	20%	5%	13%	32%	42%	27%	27%	10%	*
Weekly	32%	31%	33%	25%	28%	39%	32%	33%	23%	34%	*
Monthly	10%	10%	9%	10%	17%	6%	8%	9%	11%	13%	*
Rarely	19%	19%	18%	27%	18%	17%	13%	20%	18%	15%	*
Never	12%	8%	15%	25%	18%	5%	2%	9%	16%	18%	*
Not sure	4%	3%	4%	8%	5%	1%	2%	2%	6%	9%	*
Totals	101%	99%	99%	100%	99%	100%	99%	100%	101%	99%	*
Unweighted N	(1,119)	(501)	(618)	(281)	(295)	(320)	(223)	(713)	(154)	(175)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Daily	24%	27%	20%	26%	28%	31%	23%	24%	27%	26%	28%	22%	23%
Weekly	32%	34%	29%	34%	37%	36%	31%	36%	35%	34%	31%	30%	35%
Monthly	10%	10%	8%	12%	9%	8%	12%	8%	9%	5%	8%	11%	12%
Rarely	19%	20%	19%	17%	16%	16%	16%	19%	21%	18%	21%	19%	15%
Never	12%	7%	18%	10%	6%	5%	16%	10%	4%	11%	10%	15%	8%
Not sure	4%	3%	6%	2%	4%	3%	3%	2%	4%	5%	3%	3%	6%
Totals	101%	101%	100%	101%	100%	99%	101%	99%	100%	99%	101%	100%	99%
Unweighted N	(1,119)	(359)	(460)	(300)	(456)	(363)	(414)	(338)	(264)	(197)	(231)	(431)	(260)

3. Mode of Reading Comics

When you read comic strips, where do you read them?

Asked of people who ever read comic strips

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always online	10%	11%	9%	10%	12%	9%	10%	11%	*	6%	*
Usually online	25%	28%	21%	22%	26%	25%	26%	28%	*	17%	*
About equally online and in print	19%	20%	17%	31%	24%	13%	11%	16%	*	25%	*
Usually in print	21%	21%	22%	21%	21%	22%	22%	22%	*	28%	*
Always in print	25%	20%	30%	15%	17%	31%	32%	23%	*	23%	*
Totals	100%	100%	99%	99%	100%	100%	101%	100%	*	99%	*
Unweighted N	(676)	(334)	(342)	(164)	(169)	(194)	(149)	(442)	(92)	(101)	(41)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always online	10%	13%	8%	10%	13%	11%	6%	8%	20%	9%	10%	9%	12%
Usually online	25%	27%	27%	21%	28%	24%	26%	25%	23%	20%	27%	24%	28%
About equally online and in print	19%	19%	19%	17%	20%	20%	19%	17%	23%	29%	17%	16%	18%
Usually in print	21%	19%	23%	23%	18%	21%	22%	25%	15%	20%	21%	25%	17%
Always in print	25%	22%	23%	30%	21%	24%	27%	26%	18%	22%	25%	26%	25%
Totals	100%	100%	100%	101%	100%	100%	100%	101%	99%	100%	100%	100%	100%
Unweighted N	(676)	(249)	(261)	(166)	(313)	(216)	(239)	(203)	(182)	(122)	(143)	(242)	(169)

4A. Favorability of Comic Strips — Peanuts

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				* Net (Favorable - Unfavorable)
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	54%	51%	58%	33%	39%	69%	70%	59%	50%	43%	*
Somewhat favorable	28%	29%	26%	36%	33%	20%	24%	27%	26%	29%	*
Somewhat unfavorable	3%	3%	2%	0%	4%	4%	1%	3%	3%	2%	*
Very unfavorable	1%	2%	1%	3%	0%	1%	1%	1%	1%	4%	*
Don't know	14%	15%	13%	27%	23%	6%	3%	10%	20%	22%	*
Totals	100%	100%	100%	99%	99%	100%	99%	100%	100%	100%	*
Unweighted N	(1,119)	(500)	(619)	(281)	(295)	(319)	(224)	(716)	(154)	(174)	(75)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	54%	63%	42%	60%	65%	60%	57%	53%	60%	51%	61%	51%	57%
Somewhat favorable	28%	27%	29%	27%	23%	29%	26%	29%	27%	28%	23%	30%	28%
Somewhat unfavorable	3%	2%	4%	2%	2%	2%	3%	2%	3%	2%	3%	3%	3%
Very unfavorable	1%	1%	1%	2%	1%	1%	2%	2%	0%	3%	1%	1%	1%
Don't know	14%	6%	24%	9%	8%	8%	12%	13%	10%	16%	13%	15%	11%
Totals	100%	99%	100%	100%	99%	100%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,119)	(358)	(460)	(301)	(454)	(364)	(415)	(339)	(264)	(197)	(230)	(432)	(260)

4B. Favorability of Comic Strips — Garfield

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	79%	77%	80%	67%	68%	87%	88%	82%	74%	72%	*
Very favorable	51%	48%	54%	41%	42%	63%	52%	54%	50%	44%	*
Somewhat favorable	33%	35%	30%	34%	33%	28%	38%	33%	27%	33%	*
Somewhat unfavorable	3%	4%	3%	4%	5%	3%	1%	4%	3%	1%	*
Very unfavorable	2%	2%	1%	3%	2%	0%	2%	1%	0%	4%	*
Don't know	11%	11%	12%	18%	18%	5%	7%	7%	20%	18%	*
Totals	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%	*
Unweighted N	(1,112)	(499)	(613)	(280)	(295)	(319)	(218)	(712)	(150)	(173)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	79%	81%	72%	84%	80%	83%	79%	80%	78%	73%	78%	79%	81%
Very favorable	51%	57%	43%	54%	53%	57%	56%	49%	51%	44%	51%	51%	54%
Somewhat favorable	33%	30%	33%	34%	33%	30%	27%	37%	34%	35%	32%	32%	32%
Somewhat unfavorable	3%	5%	3%	3%	5%	4%	2%	4%	6%	4%	6%	2%	3%
Very unfavorable	2%	1%	2%	1%	1%	1%	2%	2%	1%	2%	0%	2%	2%
Don't know	11%	7%	19%	7%	8%	8%	12%	8%	8%	17%	10%	12%	9%
Totals	100%	100%	100%	99%	100%	100%	99%	100%	100%	102%	99%	99%	100%
Unweighted N	(1,112)	(352)	(461)	(299)	(451)	(362)	(411)	(336)	(262)	(195)	(230)	(427)	(260)

4C. Favorability of Comic Strips — Calvin and Hobbes

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				* *
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	60%	64%	56%	49%	63%	66%	58%	63%	49%	56%	*
Very favorable	39%	43%	36%	28%	40%	48%	37%	43%	28%	29%	*
Somewhat favorable	24%	24%	24%	25%	24%	24%	25%	25%	23%	27%	*
Somewhat unfavorable	4%	4%	3%	3%	1%	6%	4%	4%	2%	0%	*
Very unfavorable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Don't know	33%	29%	37%	44%	35%	23%	35%	28%	47%	44%	*
Totals	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%	*
Unweighted N	(1,112)	(500)	(612)	(279)	(294)	(319)	(220)	(714)	(148)	(174)	(76)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	60%	70%	48%	63%	74%	64%	54%	60%	73%	54%	64%	61%	57%
Very favorable	39%	46%	34%	39%	50%	41%	33%	38%	51%	31%	44%	36%	45%
Somewhat favorable	24%	26%	18%	29%	27%	27%	24%	26%	27%	27%	22%	26%	20%
Somewhat unfavorable	4%	2%	4%	4%	2%	4%	3%	4%	5%	4%	2%	1%	8%
Very unfavorable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	33%	26%	44%	28%	22%	27%	39%	32%	17%	38%	31%	36%	26%
Totals	100%	100%	100%	100%	101%	99%	99%	100%	100%	100%	99%	99%	99%
Unweighted N	(1,112)	(355)	(458)	(299)	(450)	(362)	(414)	(334)	(262)	(195)	(230)	(428)	(259)

4D. Favorability of Comic Strips — The Family Circus

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				*
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	53%	51%	54%	27%	41%	72%	60%	56%	44%	40%	*
Very favorable	29%	24%	33%	10%	16%	43%	40%	33%	25%	19%	*
Somewhat favorable	29%	34%	25%	23%	32%	34%	25%	28%	26%	28%	*
Somewhat unfavorable	4%	6%	3%	4%	6%	4%	3%	4%	6%	5%	*
Very unfavorable	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	*
Don't know	37%	35%	38%	62%	45%	19%	30%	34%	43%	47%	*
Totals	100%	101%	100%	101%	100%	101%	100%	101%	101%	100%	*
Unweighted N	(1,112)	(497)	(615)	(280)	(294)	(318)	(220)	(711)	(151)	(174)	(76)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	53%	50%	45%	64%	51%	65%	49%	52%	61%	47%	56%	53%	51%
Very favorable	29%	30%	21%	37%	30%	37%	30%	29%	31%	25%	30%	29%	30%
Somewhat favorable	29%	27%	30%	30%	30%	32%	25%	29%	36%	29%	31%	28%	29%
Somewhat unfavorable	4%	5%	4%	3%	7%	3%	4%	5%	5%	4%	3%	3%	6%
Very unfavorable	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	0%	1%	2%
Don't know	37%	36%	43%	30%	32%	27%	39%	36%	27%	39%	36%	38%	33%
Totals	100%	100%	100%	101%	101%	100%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(1,112)	(356)	(458)	(298)	(451)	(361)	(414)	(334)	(263)	(196)	(229)	(429)	(258)

4E. Favorability of Comic Strips — Blondie

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				* *
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	52%	50%	54%	24%	32%	66%	79%	55%	52%	41%	*
Very favorable	27%	26%	28%	9%	16%	36%	44%	31%	29%	16%	*
Somewhat favorable	32%	31%	32%	20%	25%	38%	40%	32%	30%	29%	*
Somewhat unfavorable	5%	6%	5%	3%	7%	7%	3%	6%	5%	4%	*
Very unfavorable	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	*
Don't know	34%	34%	33%	66%	49%	17%	11%	30%	35%	50%	*
Totals	100%	98%	100%	100%	99%	99%	100%	101%	101%	100%	*
Unweighted N	(1,113)	(499)	(614)	(280)	(295)	(317)	(221)	(711)	(152)	(173)	(77)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	52%	53%	41%	64%	56%	65%	53%	52%	58%	57%	54%	46%	58%
Very favorable	27%	29%	22%	32%	30%	34%	30%	27%	27%	29%	32%	26%	25%
Somewhat favorable	32%	32%	26%	39%	31%	37%	31%	32%	37%	33%	27%	30%	39%
Somewhat unfavorable	5%	7%	6%	4%	5%	4%	6%	4%	5%	3%	3%	9%	4%
Very unfavorable	2%	1%	1%	2%	1%	2%	2%	3%	1%	3%	1%	2%	1%
Don't know	34%	31%	44%	24%	32%	24%	32%	34%	29%	33%	37%	33%	32%
Totals	100%	100%	99%	101%	99%	101%	101%	100%	99%	101%	100%	100%	101%
Unweighted N	(1,113)	(358)	(460)	(295)	(453)	(359)	(414)	(335)	(263)	(196)	(228)	(430)	(259)

4F. Favorability of Comic Strips — The Far Side

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				* *
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	50%	59%	41%	22%	43%	68%	56%	56%	38%	37%	*
Very favorable	32%	39%	27%	12%	24%	51%	34%	36%	20%	26%	*
Somewhat favorable	22%	23%	21%	14%	24%	22%	29%	25%	24%	16%	*
Somewhat unfavorable	4%	3%	5%	2%	3%	4%	5%	3%	4%	5%	*
Very unfavorable	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	*
Don't know	40%	35%	45%	70%	47%	22%	31%	35%	51%	51%	*
Totals	99%	101%	100%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,115)	(499)	(616)	(279)	(296)	(319)	(221)	(714)	(150)	(174)	(77)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	50%	53%	47%	50%	59%	57%	49%	49%	58%	49%	53%	47%	52%
Very favorable	32%	39%	29%	31%	41%	37%	28%	32%	48%	30%	35%	28%	39%
Somewhat favorable	22%	19%	21%	27%	21%	27%	24%	23%	19%	27%	22%	23%	19%
Somewhat unfavorable	4%	4%	2%	6%	4%	5%	2%	4%	6%	6%	2%	4%	4%
Very unfavorable	1%	1%	1%	3%	0%	2%	1%	1%	2%	2%	2%	1%	2%
Don't know	40%	38%	48%	33%	33%	30%	45%	40%	25%	34%	40%	45%	35%
Totals	99%	101%	101%	100%	99%	101%	100%	100%	100%	99%	101%	101%	99%
Unweighted N	(1,115)	(356)	(459)	(300)	(453)	(363)	(412)	(336)	(264)	(196)	(230)	(430)	(259)

4G. Favorability of Comic Strips — Beetle Bailey

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				*
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	
Net (Favorable - Unfavorable)	49%	51%	47%	26%	28%	62%	73%	55%	42%	31%	*
Very favorable	24%	31%	18%	10%	9%	35%	39%	27%	24%	15%	*
Somewhat favorable	30%	27%	32%	18%	26%	33%	40%	33%	24%	24%	*
Somewhat unfavorable	5%	7%	3%	1%	7%	4%	6%	4%	5%	7%	*
Very unfavorable	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	*
Don't know	41%	34%	47%	70%	57%	28%	14%	36%	46%	52%	*
Totals	101%	99%	101%	99%	99%	101%	100%	100%	100%	99%	*
Unweighted N	(1,114)	(497)	(617)	(278)	(296)	(318)	(222)	(712)	(152)	(174)	(76)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	49%	49%	44%	54%	50%	62%	48%	49%	52%	45%	50%	48%	50%
Very favorable	24%	20%	24%	28%	25%	34%	26%	21%	28%	24%	28%	24%	21%
Somewhat favorable	30%	36%	24%	30%	32%	32%	29%	33%	29%	28%	27%	30%	33%
Somewhat unfavorable	5%	6%	4%	4%	6%	4%	5%	5%	5%	6%	3%	6%	4%
Very unfavorable	1%	1%	0%	1%	1%	1%	1%	0%	1%	2%	1%	0%	0%
Don't know	41%	37%	47%	37%	36%	29%	39%	42%	37%	40%	42%	40%	42%
Totals	101%	100%	99%	100%	100%	100%	100%	101%	100%	100%	101%	100%	100%
Unweighted N	(1,114)	(359)	(457)	(298)	(454)	(360)	(413)	(335)	(264)	(196)	(231)	(428)	(259)

4H. Favorability of Comic Strips — Dilbert

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				*
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	
Net (Favorable - Unfavorable)	40%	43%	38%	20%	30%	48%	59%	45%	31%	25%	*
Very favorable	21%	26%	16%	12%	17%	29%	22%	22%	17%	20%	*
Somewhat favorable	32%	31%	33%	20%	30%	33%	44%	34%	25%	23%	*
Somewhat unfavorable	7%	7%	8%	8%	9%	8%	4%	7%	7%	11%	*
Very unfavorable	5%	6%	4%	3%	8%	5%	3%	5%	4%	7%	*
Don't know	35%	30%	40%	57%	36%	26%	27%	32%	47%	39%	*
Totals	100%	100%	101%	100%	100%	101%	100%	100%	100%	100%	*
Unweighted N	(1,117)	(501)	(616)	(280)	(296)	(319)	(222)	(714)	(153)	(174)	(76)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	40%	32%	35%	55%	31%	61%	44%	43%	41%	41%	43%	43%	32%
Very favorable	21%	20%	19%	24%	20%	29%	19%	24%	25%	13%	22%	22%	22%
Somewhat favorable	32%	31%	27%	38%	32%	37%	35%	31%	32%	39%	33%	30%	29%
Somewhat unfavorable	7%	9%	8%	6%	10%	4%	6%	7%	10%	5%	6%	6%	12%
Very unfavorable	5%	10%	4%	1%	10%	2%	4%	6%	6%	5%	6%	3%	7%
Don't know	35%	31%	42%	31%	28%	28%	37%	32%	26%	38%	32%	39%	30%
Totals	100%	101%	100%	100%	100%	100%	101%	100%	99%	100%	99%	100%	100%
Unweighted N	(1,117)	(357)	(459)	(301)	(454)	(364)	(415)	(338)	(262)	(198)	(230)	(430)	(259)

4I. Favorability of Comic Strips — Doonesbury

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				* *
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	39%	42%	36%	20%	27%	47%	58%	43%	40%	25%	*
Very favorable	18%	21%	16%	6%	9%	25%	29%	20%	17%	12%	*
Somewhat favorable	29%	31%	27%	17%	26%	32%	39%	30%	29%	23%	*
Somewhat unfavorable	6%	8%	5%	2%	6%	8%	7%	6%	5%	9%	*
Very unfavorable	2%	1%	2%	1%	2%	2%	3%	2%	2%	1%	*
Don't know	45%	40%	50%	74%	57%	34%	22%	42%	48%	55%	*
Totals	100%	101%	100%	100%	100%	101%	100%	100%	101%	100%	*
Unweighted N	(1,116)	(499)	(617)	(278)	(296)	(320)	(222)	(714)	(151)	(174)	(77)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	39%	47%	32%	40%	53%	40%	36%	41%	50%	37%	40%	40%	39%
Very favorable	18%	25%	15%	15%	28%	17%	17%	19%	25%	13%	20%	18%	20%
Somewhat favorable	29%	29%	24%	34%	31%	34%	27%	30%	32%	35%	27%	28%	28%
Somewhat unfavorable	6%	6%	5%	8%	4%	8%	7%	7%	4%	9%	6%	5%	6%
Very unfavorable	2%	2%	2%	1%	2%	3%	1%	1%	3%	2%	1%	2%	3%
Don't know	45%	37%	54%	42%	35%	38%	48%	43%	35%	41%	46%	46%	43%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%
Unweighted N	(1,116)	(356)	(461)	(299)	(454)	(364)	(414)	(336)	(264)	(197)	(230)	(429)	(260)

4J. Favorability of Comic Strips — Hagar the Horrible

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	37%	45%	31%	27%	22%	52%	42%	42%	22%	32%	*
Very favorable	18%	22%	15%	8%	9%	29%	22%	21%	15%	11%	*
Somewhat favorable	25%	29%	22%	23%	21%	28%	28%	26%	20%	24%	*
Somewhat unfavorable	5%	6%	5%	3%	7%	5%	7%	5%	12%	2%	*
Very unfavorable	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	*
Don't know	51%	42%	58%	66%	62%	38%	43%	47%	52%	62%	*
Totals	100%	99%	101%	100%	100%	101%	101%	99%	100%	100%	*
Unweighted N	(1,119)	(502)	(617)	(281)	(295)	(321)	(222)	(715)	(153)	(175)	(76)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	37%	37%	37%	39%	37%	48%	37%	43%	40%	45%	36%	37%	34%
Very favorable	18%	19%	18%	19%	20%	24%	18%	17%	24%	21%	18%	18%	17%
Somewhat favorable	25%	26%	24%	26%	25%	29%	24%	30%	26%	29%	24%	25%	24%
Somewhat unfavorable	5%	8%	4%	5%	8%	4%	5%	4%	8%	4%	6%	6%	6%
Very unfavorable	1%	0%	0%	1%	0%	1%	0%	0%	2%	1%	1%	0%	0%
Don't know	51%	47%	54%	50%	46%	43%	53%	49%	40%	45%	52%	51%	53%
Totals	100%	100%	100%	101%	99%	101%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,119)	(358)	(460)	(301)	(453)	(364)	(415)	(338)	(263)	(198)	(229)	(432)	(260)

4K. Favorability of Comic Strips — For Better or For Worse

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				* *
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	36%	38%	34%	17%	22%	50%	45%	39%	36%	26%	*
Very favorable	17%	16%	17%	8%	10%	24%	20%	19%	13%	11%	*
Somewhat favorable	23%	26%	20%	14%	19%	30%	26%	23%	27%	21%	*
Somewhat unfavorable	4%	4%	3%	5%	6%	4%	0%	3%	4%	4%	*
Very unfavorable	0%	0%	0%	1%	1%	0%	0%	0%	0%	2%	*
Don't know	56%	53%	59%	72%	65%	42%	53%	54%	56%	62%	*
Totals	100%	99%	99%	100%	101%	100%	99%	99%	100%	100%	*
Unweighted N	(1,114)	(499)	(615)	(280)	(295)	(320)	(219)	(711)	(152)	(175)	(76)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	36%	39%	30%	38%	40%	36%	41%	32%	38%	32%	35%	36%	37%
Very favorable	17%	19%	13%	18%	19%	19%	18%	18%	16%	18%	16%	15%	19%
Somewhat favorable	23%	25%	19%	26%	26%	23%	25%	19%	27%	22%	22%	24%	23%
Somewhat unfavorable	4%	4%	2%	5%	3%	6%	2%	5%	5%	6%	3%	3%	5%
Very unfavorable	0%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%
Don't know	56%	51%	65%	51%	52%	51%	54%	58%	50%	53%	59%	58%	53%
Totals	100%	100%	99%	100%	101%	99%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,114)	(357)	(458)	(299)	(453)	(362)	(414)	(338)	(261)	(198)	(229)	(428)	(259)

4L. Favorability of Comic Strips — Dick Tracy

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				* *
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	35%	41%	30%	16%	18%	36%	70%	36%	43%	34%	*
Very favorable	17%	22%	13%	6%	9%	19%	34%	16%	28%	16%	*
Somewhat favorable	30%	31%	30%	16%	23%	34%	46%	33%	25%	29%	*
Somewhat unfavorable	10%	10%	9%	4%	11%	14%	8%	11%	10%	2%	*
Very unfavorable	2%	2%	3%	3%	3%	2%	2%	2%	1%	8%	*
Don't know	40%	35%	45%	70%	53%	32%	11%	38%	36%	45%	*
Totals	99%	100%	100%	99%	99%	101%	101%	100%	100%	100%	*
Unweighted N	(1,116)	(501)	(615)	(280)	(294)	(321)	(221)	(714)	(151)	(174)	(77)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	35%	36%	27%	44%	40%	52%	35%	40%	34%	40%	33%	37%	32%
Very favorable	17%	21%	11%	21%	19%	24%	15%	19%	18%	22%	14%	20%	13%
Somewhat favorable	30%	29%	27%	35%	32%	37%	32%	30%	32%	32%	31%	29%	32%
Somewhat unfavorable	10%	12%	9%	9%	9%	7%	11%	7%	13%	11%	10%	10%	10%
Very unfavorable	2%	2%	2%	4%	2%	1%	2%	3%	4%	3%	2%	2%	4%
Don't know	40%	36%	51%	31%	38%	31%	40%	41%	33%	33%	44%	40%	42%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%	101%	101%
Unweighted N	(1,116)	(358)	(457)	(301)	(454)	(362)	(414)	(337)	(263)	(197)	(229)	(431)	(259)

4M. Favorability of Comic Strips — Cathy

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				* *
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	33%	27%	39%	22%	22%	40%	44%	35%	32%	32%	*
Very favorable	15%	12%	17%	9%	11%	21%	15%	15%	13%	15%	*
Somewhat favorable	26%	26%	27%	18%	22%	29%	35%	27%	26%	24%	*
Somewhat unfavorable	7%	9%	5%	4%	9%	9%	4%	6%	5%	4%	*
Very unfavorable	1%	2%	1%	1%	3%	1%	1%	1%	2%	3%	*
Don't know	51%	51%	50%	68%	54%	42%	45%	50%	55%	53%	*
Totals	100%	100%	100%	100%	99%	102%	100%	99%	101%	99%	*
Unweighted N	(1,114)	(501)	(613)	(280)	(294)	(319)	(221)	(712)	(152)	(174)	(76)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	33%	46%	22%	33%	43%	33%	30%	32%	42%	24%	35%	33%	36%
Very favorable	15%	22%	10%	13%	20%	15%	12%	19%	19%	11%	15%	15%	16%
Somewhat favorable	26%	31%	21%	28%	31%	27%	25%	22%	34%	26%	27%	25%	28%
Somewhat unfavorable	7%	5%	6%	9%	6%	9%	5%	7%	10%	12%	6%	6%	6%
Very unfavorable	1%	2%	2%	0%	1%	0%	2%	1%	1%	1%	1%	2%	2%
Don't know	51%	40%	61%	50%	41%	48%	56%	51%	36%	50%	52%	53%	48%
Totals	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(1,114)	(359)	(458)	(297)	(453)	(360)	(415)	(336)	(261)	(197)	(229)	(429)	(259)

4N. Favorability of Comic Strips — Bloom County

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				*
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	
Net (Favorable - Unfavorable)	22%	24%	19%	14%	18%	26%	25%	22%	18%	23%	*
Very favorable	10%	13%	7%	5%	5%	18%	10%	11%	9%	9%	*
Somewhat favorable	16%	17%	14%	16%	16%	13%	18%	14%	20%	19%	*
Somewhat unfavorable	3%	5%	2%	5%	2%	4%	3%	2%	10%	3%	*
Very unfavorable	1%	1%	1%	2%	1%	1%	0%	1%	1%	2%	*
Don't know	70%	64%	76%	72%	76%	65%	70%	72%	59%	66%	*
Totals	100%	100%	100%	100%	100%	101%	101%	100%	99%	99%	*
Unweighted N	(1,115)	(499)	(616)	(280)	(293)	(319)	(223)	(713)	(152)	(175)	(75)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	22%	31%	12%	23%	26%	25%	21%	24%	27%	22%	20%	25%	16%
Very favorable	10%	14%	8%	10%	15%	12%	9%	10%	16%	8%	11%	11%	10%
Somewhat favorable	16%	20%	11%	16%	15%	17%	16%	17%	15%	21%	12%	17%	13%
Somewhat unfavorable	3%	2%	6%	2%	2%	3%	3%	4%	0%	5%	3%	2%	5%
Very unfavorable	1%	1%	1%	0%	1%	1%	0%	0%	3%	2%	0%	0%	2%
Don't know	70%	63%	74%	72%	67%	67%	71%	69%	66%	64%	74%	70%	71%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,115)	(358)	(458)	(299)	(453)	(361)	(414)	(337)	(264)	(197)	(229)	(429)	(260)

40. Favorability of Comic Strips — Foxtrot

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	21%	19%	22%	21%	30%	15%	19%	20%	18%	23%	*
Very favorable	8%	8%	7%	7%	11%	7%	6%	8%	10%	6%	*
Somewhat favorable	17%	17%	17%	18%	26%	12%	15%	16%	19%	20%	*
Somewhat unfavorable	4%	5%	2%	3%	5%	4%	2%	3%	9%	1%	*
Very unfavorable	0%	1%	0%	2%	1%	0%	0%	0%	1%	2%	*
Don't know	71%	69%	73%	70%	57%	78%	78%	73%	61%	70%	*
Totals	100%	100%	99%	100%	100%	101%	101%	100%	100%	99%	*
Unweighted N	(1,114)	(500)	(614)	(281)	(294)	(320)	(219)	(713)	(150)	(174)	(77)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	21%	26%	17%	20%	19%	21%	24%	17%	20%	21%	21%	24%	14%
Very favorable	8%	9%	7%	8%	9%	8%	6%	7%	14%	5%	9%	9%	7%
Somewhat favorable	17%	22%	15%	15%	16%	16%	21%	15%	13%	20%	17%	19%	12%
Somewhat unfavorable	4%	4%	4%	3%	5%	3%	2%	5%	6%	3%	5%	3%	3%
Very unfavorable	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%
Don't know	71%	65%	74%	73%	70%	72%	72%	72%	66%	72%	70%	68%	77%
Totals	100%	101%	101%	99%	101%	99%	102%	99%	100%	100%	101%	99%	100%
Unweighted N	(1,114)	(357)	(459)	(298)	(452)	(363)	(413)	(336)	(263)	(196)	(228)	(431)	(259)

4P. Favorability of Comic Strips — Zits

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				* Net (Favorable - Unfavorable)
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	9%	8%	9%	9%	9%	8%	9%	8%	10%	11%	*
Somewhat favorable	15%	16%	15%	17%	23%	14%	9%	13%	19%	17%	*
Somewhat unfavorable	5%	7%	3%	7%	6%	5%	2%	3%	13%	7%	*
Very unfavorable	1%	1%	0%	0%	1%	1%	0%	0%	2%	1%	*
Don't know	71%	68%	73%	68%	61%	73%	80%	75%	56%	64%	*
Totals	101%	100%	100%	101%	100%	101%	100%	99%	100%	100%	*
Unweighted N	(1,112)	(497)	(615)	(278)	(294)	(320)	(220)	(711)	(150)	(174)	(77)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	9%	13%	5%	8%	11%	9%	7%	10%	11%	7%	9%	8%	9%
Somewhat favorable	15%	17%	15%	14%	16%	16%	16%	13%	18%	20%	15%	14%	15%
Somewhat unfavorable	5%	7%	4%	4%	5%	5%	5%	4%	5%	6%	3%	5%	6%
Very unfavorable	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%	0%
Don't know	71%	62%	76%	74%	67%	70%	71%	73%	64%	66%	73%	72%	70%
Totals	101%	100%	101%	101%	100%	101%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,112)	(357)	(457)	(298)	(451)	(363)	(413)	(334)	(263)	(195)	(229)	(431)	(257)

4Q. Favorability of Comic Strips — Pearls Before Swine

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	17%	18%	17%	18%	25%	10%	20%	18%	18%	17%	*
Very favorable	10%	9%	10%	8%	10%	8%	12%	10%	10%	8%	*
Somewhat favorable	12%	15%	10%	15%	19%	6%	12%	11%	17%	15%	*
Somewhat unfavorable	3%	5%	2%	4%	2%	4%	3%	3%	6%	6%	*
Very unfavorable	1%	1%	1%	1%	2%	1%	0%	1%	3%	1%	*
Don't know	74%	69%	78%	71%	67%	81%	73%	76%	64%	70%	*
Totals	100%	99%	101%	99%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,116)	(500)	(616)	(280)	(295)	(320)	(221)	(714)	(152)	(173)	(77)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	17%	22%	14%	16%	24%	18%	16%	18%	23%	12%	20%	19%	15%
Very favorable	10%	16%	8%	5%	16%	7%	9%	9%	13%	6%	12%	10%	9%
Somewhat favorable	12%	12%	11%	15%	12%	15%	11%	14%	15%	13%	11%	14%	10%
Somewhat unfavorable	3%	5%	3%	3%	3%	3%	3%	3%	3%	5%	2%	4%	3%
Very unfavorable	1%	1%	1%	0%	1%	1%	1%	1%	1%	2%	0%	1%	2%
Don't know	74%	65%	78%	77%	69%	74%	77%	72%	67%	75%	74%	72%	76%
Totals	100%	99%	101%	100%	101%	100%	101%	99%	99%	101%	99%	101%	100%
Unweighted N	(1,116)	(359)	(458)	(299)	(456)	(361)	(414)	(337)	(262)	(198)	(230)	(429)	(259)

4R. Favorability of Comic Strips — Baby Blues

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				* Net (Favorable - Unfavorable)
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	9%	9%	9%	11%	12%	7%	6%	8%	13%	12%	*
Somewhat favorable	11%	14%	9%	19%	15%	6%	9%	11%	11%	11%	*
Somewhat unfavorable	4%	6%	2%	2%	3%	8%	1%	2%	9%	7%	*
Very unfavorable	1%	1%	1%	2%	2%	1%	0%	1%	2%	1%	*
Don't know	75%	70%	79%	66%	68%	79%	84%	78%	65%	70%	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%	*
Unweighted N	(1,118)	(500)	(618)	(279)	(294)	(321)	(224)	(715)	(153)	(174)	(76)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	9%	12%	6%	10%	11%	9%	8%	7%	14%	6%	10%	9%	9%
Somewhat favorable	11%	13%	10%	11%	10%	11%	11%	9%	14%	20%	13%	9%	8%
Somewhat unfavorable	4%	5%	5%	2%	3%	3%	4%	2%	3%	3%	2%	5%	3%
Very unfavorable	1%	1%	2%	0%	1%	1%	2%	0%	1%	1%	2%	1%	1%
Don't know	75%	69%	77%	77%	75%	76%	75%	81%	68%	70%	73%	75%	79%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(1,118)	(358)	(459)	(301)	(453)	(364)	(415)	(337)	(263)	(197)	(230)	(432)	(259)

4S. Favorability of Comic Strips — Mary Worth

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	12%	11%	13%	17%	10%	7%	17%	10%	25%	16%	*
Very favorable	5%	5%	5%	7%	4%	4%	7%	5%	9%	5%	*
Somewhat favorable	15%	17%	13%	15%	12%	13%	20%	13%	21%	19%	*
Somewhat unfavorable	6%	9%	4%	3%	6%	7%	8%	7%	5%	4%	*
Very unfavorable	2%	2%	1%	1%	0%	3%	2%	2%	1%	4%	*
Don't know	72%	67%	77%	75%	77%	73%	63%	74%	64%	67%	*
Totals	100%	100%	100%	101%	99%	100%	100%	101%	100%	99%	*
Unweighted N	(1,110)	(498)	(612)	(279)	(292)	(318)	(221)	(710)	(149)	(174)	(77)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	12%	23%	5%	9%	18%	16%	13%	12%	14%	12%	6%	15%	13%
Very favorable	5%	8%	2%	6%	7%	8%	4%	6%	7%	7%	4%	5%	6%
Somewhat favorable	15%	22%	12%	11%	17%	15%	17%	12%	17%	15%	13%	17%	13%
Somewhat unfavorable	6%	5%	6%	7%	4%	6%	5%	6%	9%	9%	6%	6%	4%
Very unfavorable	2%	2%	3%	1%	2%	1%	2%	1%	2%	1%	4%	1%	1%
Don't know	72%	63%	78%	75%	70%	70%	72%	74%	65%	69%	73%	71%	76%
Totals	100%	100%	101%	100%	100%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(1,110)	(357)	(457)	(296)	(452)	(358)	(412)	(334)	(262)	(195)	(228)	(428)	(259)

4T. Favorability of Comic Strips — Pluggers

Do you have a favorable or an unfavorable opinion of the following comic strips?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	6%	5%	6%	14%	8%	0%	4%	4%	10%	11%	*
Very favorable	4%	4%	4%	6%	3%	3%	2%	3%	5%	6%	*
Somewhat favorable	7%	8%	6%	12%	10%	2%	4%	4%	16%	12%	*
Somewhat unfavorable	3%	4%	2%	2%	4%	4%	2%	2%	9%	5%	*
Very unfavorable	1%	2%	1%	2%	2%	1%	1%	1%	2%	2%	*
Don't know	85%	82%	88%	77%	81%	90%	91%	90%	68%	75%	*
Totals	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,111)	(500)	(611)	(279)	(293)	(319)	(220)	(709)	(152)	(174)	(76)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	6%	7%	4%	7%	6%	8%	5%	7%	7%	9%	6%	5%	4%
Very favorable	4%	5%	1%	5%	5%	5%	4%	4%	5%	5%	4%	4%	3%
Somewhat favorable	7%	8%	7%	6%	6%	6%	7%	6%	8%	10%	4%	7%	6%
Somewhat unfavorable	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	1%	5%	2%
Very unfavorable	1%	2%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%
Don't know	85%	82%	88%	86%	86%	84%	84%	87%	83%	79%	90%	83%	87%
Totals	100%	101%	101%	101%	101%	99%	100%	101%	101%	99%	100%	100%	100%
Unweighted N	(1,111)	(357)	(457)	(297)	(450)	(362)	(412)	(337)	(260)	(197)	(229)	(427)	(258)

YouGov Survey: Comics

January 13 - 15, 2026 - 1,122 U.S. adult citizens



Interviewing Dates	January 13 - 15, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 5.596, with a mean of one and a standard deviation of 0.927.
Number of respondents	1,122
Margin of error	± 4 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	90 questions not reported.