

1. How cool do you think you are?

Very cool	16%
Somewhat cool	39%
Not very cool	24%
Not at all cool	12%
Not sure	9%

2. How cool do you think other people think you are?

Very cool	14%
Somewhat cool	38%
Not very cool	19%
Not at all cool	12%
Not sure	16%

3. How cool do you think you were in high school?

Very cool	15%
Somewhat cool	28%
Not very cool	27%
Not at all cool	23%
Not sure	7%

4. How important is it to you to be cool?

Very important	7%
Somewhat important	15%
Not very important	31%
Not at all important	42%
Not sure	4%

5. As far as you know, on average, how important do people you know think it is to be cool?

Very important	11%
Somewhat important	31%
Not very important	28%
Not at all important	16%
Not sure	14%

6. How cool do you think the following are?

	Very cool	Somewhat cool	Not very cool	Not at all cool	Not sure
The average American	6%	33%	36%	9%	15%
The average person in your local area	6%	33%	35%	11%	15%
The average teenager	7%	28%	33%	17%	15%
The average person in their twenties	8%	40%	27%	10%	15%
The average person in their forties	7%	40%	30%	8%	15%
The average person in their sixties	11%	29%	31%	15%	15%
The average person in their eighties	14%	23%	24%	22%	18%

7. How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Very cool	Somewhat cool	Not very cool	Not at all cool	Not sure
Samuel L. Jackson	41%	31%	5%	7%	17%
The Beatles	37%	35%	7%	8%	14%
Willie Nelson	34%	33%	8%	7%	18%
Barack Obama	34%	22%	9%	25%	11%
Clint Eastwood	33%	32%	8%	9%	18%
Michael Jordan	30%	40%	10%	9%	11%
Ryan Reynolds	28%	32%	12%	9%	19%
Bruce Springsteen	27%	24%	12%	18%	19%
Beyoncé	26%	26%	12%	24%	12%
Simone Biles	25%	26%	10%	13%	25%
Taylor Swift	25%	25%	14%	20%	15%
Dwayne Johnson	25%	39%	10%	10%	17%
Meryl Streep	24%	30%	12%	14%	19%
Bad Bunny	23%	19%	9%	28%	22%
Serena Williams	20%	36%	13%	14%	16%
Bernie Sanders	19%	18%	15%	33%	14%
LeBron James	19%	30%	15%	15%	20%
Zendaya	19%	18%	12%	9%	42%
Kendrick Lamar	17%	26%	8%	15%	34%
Kamala Harris	17%	19%	13%	39%	11%
Caitlin Clark	15%	26%	9%	11%	39%
Zohran Mamdani	15%	16%	8%	27%	34%
Alexandria Ocasio-Cortez	14%	17%	8%	31%	29%
Sabrina Carpenter	13%	22%	10%	13%	42%
JD Vance	13%	15%	14%	43%	16%
Sydney Sweeney	13%	22%	11%	18%	36%

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Elon Musk	13%	20%	16%	40%	12%
Shohei Ohtani	12%	18%	6%	9%	55%
Travis Kelce	12%	28%	15%	21%	24%
Donald Trump	12%	16%	14%	53%	6%
Timothée Chalamet	11%	23%	11%	11%	44%
Drake	10%	22%	16%	21%	30%
BTS	10%	17%	6%	13%	54%
Olivia Rodrigo	10%	23%	7%	11%	48%
Joe Rogan	9%	26%	14%	27%	25%
Kanye West	5%	15%	17%	48%	15%

8. How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Very cool	Somewhat cool	Not very cool	Not at all cool	Not sure
Science	58%	29%	6%	3%	4%
Outer space	56%	27%	5%	4%	7%
Reading books	49%	32%	9%	5%	5%
Rock music	44%	36%	7%	7%	7%
Computers	41%	40%	7%	7%	4%
Watching movies	38%	44%	8%	4%	6%
Coffee	35%	34%	10%	13%	8%
Online surveys	34%	40%	12%	7%	6%
American football	31%	29%	13%	21%	6%
Sourdough bread	31%	28%	16%	12%	14%
Math	29%	30%	15%	19%	6%
Tea	27%	38%	13%	13%	9%
Classical music	26%	37%	16%	13%	9%
Avocados	25%	26%	11%	22%	16%
Video games	24%	40%	16%	12%	8%
Country music	22%	34%	16%	20%	9%
Basketball	22%	32%	18%	19%	8%
Baseball	21%	38%	15%	18%	8%
Word games	20%	44%	15%	10%	10%
Heavy metal music	19%	28%	17%	24%	11%
Rap music	18%	29%	16%	29%	8%
Artificial intelligence	17%	27%	14%	30%	12%
Auto racing	17%	34%	18%	20%	12%

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Wine	17%	37%	14%	23%	9%
Beer	16%	29%	16%	32%	7%
Guns	16%	17%	18%	42%	8%
Soccer	15%	36%	16%	24%	8%
Watching short-form video	15%	35%	16%	18%	16%
Whisky	15%	32%	14%	30%	9%
Golf	13%	28%	19%	30%	10%
Selfies	13%	26%	25%	25%	11%
Marijuana	13%	23%	20%	35%	10%
Poker	11%	32%	21%	21%	14%
Pickleball	10%	32%	17%	25%	17%
Cryptocurrency	8%	15%	20%	44%	13%
Sports betting	7%	18%	21%	45%	9%

9. How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Very cool	Somewhat cool	Not very cool	Not at all cool	Not sure
Samuel L. Jackson	46%	26%	7%	5%	16%
Michael Jordan	44%	32%	6%	5%	12%
The Beatles	40%	33%	9%	6%	12%
Clint Eastwood	40%	24%	8%	9%	19%
Barack Obama	33%	25%	10%	23%	8%
Willie Nelson	32%	30%	10%	7%	20%
Dwayne Johnson	30%	37%	12%	5%	15%
Taylor Swift	30%	31%	12%	16%	11%
Bad Bunny	29%	23%	10%	22%	16%
LeBron James	28%	31%	13%	14%	14%
Bruce Springsteen	27%	25%	9%	19%	20%
Zendaya	26%	19%	10%	10%	36%
Kendrick Lamar	25%	27%	9%	12%	28%
Simone Biles	25%	29%	8%	10%	27%
Beyoncé	25%	34%	12%	17%	13%
Ryan Reynolds	23%	33%	14%	8%	22%
Serena Williams	23%	38%	8%	9%	22%
Meryl Streep	22%	29%	12%	13%	23%
Caitlin Clark	20%	22%	9%	12%	38%
Sabrina Carpenter	18%	28%	8%	7%	39%

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Bernie Sanders	18%	25%	14%	31%	12%
Travis Kelce	18%	35%	14%	11%	22%
Zohran Mamdani	17%	19%	9%	23%	33%
Drake	16%	24%	15%	19%	26%
Kamala Harris	15%	20%	15%	40%	10%
BTS	15%	20%	9%	7%	48%
Elon Musk	15%	21%	15%	40%	10%
Sydney Sweeney	14%	23%	13%	12%	38%
Joe Rogan	14%	24%	17%	21%	24%
Alexandria Ocasio-Cortez	13%	21%	14%	21%	30%
Olivia Rodrigo	13%	24%	7%	11%	46%
Donald Trump	12%	16%	14%	49%	10%
Timothée Chalamet	12%	25%	12%	10%	41%
Shohei Ohtani	11%	19%	6%	8%	56%
JD Vance	10%	17%	15%	42%	15%
Kanye West	7%	14%	22%	42%	14%

10. How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Very cool	Somewhat cool	Not very cool	Not at all cool	Not sure
Coffee	48%	26%	8%	6%	11%
Outer space	46%	27%	8%	7%	12%
American football	45%	30%	8%	7%	10%
Computers	43%	36%	8%	4%	10%
Rock music	40%	37%	7%	4%	11%
Watching movies	38%	43%	6%	3%	10%
Video games	38%	36%	7%	7%	12%
Basketball	31%	39%	11%	6%	12%
Beer	31%	30%	14%	14%	11%
Online surveys	30%	31%	16%	14%	10%
Science	29%	37%	15%	8%	10%
Selfies	29%	32%	14%	15%	10%
Wine	29%	39%	13%	7%	12%
Avocados	27%	34%	16%	6%	18%
Marijuana	27%	31%	12%	17%	13%
Reading books	26%	36%	20%	10%	9%
Watching short-form video	25%	37%	12%	7%	18%

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Artificial intelligence	25%	32%	13%	17%	13%
Rap music	25%	36%	11%	15%	12%
Auto racing	24%	38%	15%	10%	13%
Baseball	24%	41%	15%	10%	9%
Soccer	23%	34%	19%	13%	11%
Sourdough bread	22%	36%	16%	6%	19%
Country music	22%	35%	18%	15%	10%
Whisky	20%	38%	12%	16%	15%
Tea	18%	34%	24%	12%	12%
Word games	18%	34%	22%	12%	14%
Guns	18%	31%	20%	18%	13%
Classical music	17%	27%	27%	20%	10%
Heavy metal music	17%	34%	20%	14%	14%
Cryptocurrency	17%	26%	13%	21%	23%
Poker	17%	42%	14%	12%	16%
Sports betting	16%	26%	22%	20%	16%
Math	15%	24%	24%	27%	10%
Pickleball	14%	31%	20%	16%	19%
Golf	14%	30%	22%	22%	12%

YouGov Survey: Coolness

April 9 - 17, 2026 - 2,236 U.S. adult citizens



Interviewing Dates	April 9 - 12, 2026 April 13 - 17, 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, 33% Republican). The weights range from 0.051 to 6.751, with a mean of one and a standard deviation of 0.909.
Number of respondents	2,236
Margin of error	± 2.8 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	90 questions not reported.

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



1. Rating of Own Coolness

How cool do you think you are?

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	16%	18%	15%	21%	21%	15%	8%	11%	35%	20%	18%	14%
Somewhat cool	39%	41%	38%	44%	41%	37%	37%	38%	44%	45%	41%	35%
Not very cool	24%	19%	28%	17%	18%	24%	36%	28%	11%	15%	20%	30%
Not at all cool	12%	12%	12%	8%	9%	15%	13%	13%	4%	10%	11%	12%
Not sure	9%	11%	8%	10%	11%	9%	6%	9%	6%	10%	9%	9%
Totals	100%	101%	101%	100%	100%	100%	100%	99%	100%	100%	99%	100%
Unweighted N	(2,235)	(1,048)	(1,187)	(535)	(598)	(643)	(459)	(1,469)	(289)	(327)	(1,435)	(800)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	16%	16%	16%	17%	13%	14%	18%	16%	15%	29%	0%
Somewhat cool	39%	43%	36%	40%	39%	40%	39%	39%	40%	71%	0%
Not very cool	24%	25%	22%	25%	29%	25%	20%	24%	30%	0%	67%
Not at all cool	12%	9%	14%	11%	10%	13%	13%	12%	9%	0%	33%
Not sure	9%	7%	12%	7%	9%	8%	9%	9%	6%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(2,235)	(771)	(867)	(597)	(910)	(732)	(822)	(644)	(525)	(1,216)	(816)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



2. Rating of Own Coolness by Others

How cool do you think other people think you are?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	14%	15%	13%	16%	20%	11%	9%	10%	34%	20%	15%	12%
Somewhat cool	38%	37%	40%	40%	34%	40%	38%	38%	38%	41%	40%	35%
Not very cool	19%	18%	21%	17%	17%	19%	25%	23%	9%	14%	16%	26%
Not at all cool	12%	12%	12%	10%	10%	14%	14%	14%	4%	10%	12%	12%
Not sure	16%	18%	15%	17%	19%	15%	14%	16%	15%	15%	16%	15%
Totals	99%	100%	101%	100%	100%	99%	100%	101%	100%	100%	99%	100%
Unweighted N	(2,230)	(1,047)	(1,183)	(535)	(594)	(642)	(459)	(1,469)	(286)	(325)	(1,430)	(800)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	14%	17%	11%	15%	14%	12%	14%	13%	14%	25%	1%
Somewhat cool	38%	39%	36%	41%	36%	39%	41%	38%	41%	56%	20%
Not very cool	19%	19%	19%	21%	23%	23%	15%	23%	22%	8%	41%
Not at all cool	12%	12%	13%	11%	12%	13%	14%	12%	8%	2%	30%
Not sure	16%	14%	21%	12%	16%	14%	16%	13%	14%	9%	8%
Totals	99%	101%	100%	100%	101%	101%	100%	99%	99%	100%	100%
Unweighted N	(2,230)	(767)	(866)	(597)	(908)	(733)	(818)	(642)	(526)	(1,213)	(816)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



3. Rating of Own Coolness in High School

How cool do you think you were in high school?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	15%	17%	13%	19%	14%	13%	14%	11%	27%	19%	16%	13%
Somewhat cool	28%	28%	28%	24%	29%	31%	28%	27%	31%	36%	30%	25%
Not very cool	27%	25%	29%	28%	26%	25%	32%	30%	18%	23%	25%	32%
Not at all cool	23%	22%	23%	18%	21%	26%	25%	25%	16%	14%	21%	25%
Not sure	7%	8%	7%	12%	10%	6%	2%	7%	7%	9%	8%	5%
Totals	100%	100%	100%	101%	100%	101%	101%	100%	99%	101%	100%	100%
Unweighted N	(2,233)	(1,049)	(1,184)	(535)	(597)	(642)	(459)	(1,468)	(288)	(327)	(1,434)	(799)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	15%	17%	12%	16%	14%	15%	15%	15%	16%	24%	2%
Somewhat cool	28%	28%	27%	30%	28%	27%	28%	28%	27%	39%	15%
Not very cool	27%	28%	25%	29%	28%	31%	24%	28%	32%	24%	35%
Not at all cool	23%	23%	25%	19%	25%	21%	26%	22%	20%	9%	46%
Not sure	7%	5%	10%	6%	5%	6%	8%	7%	5%	3%	2%
Totals	100%	101%	99%	100%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(2,233)	(769)	(868)	(596)	(908)	(732)	(820)	(643)	(526)	(1,215)	(816)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



4. Importance of Being Cool

How important is it to you to be cool?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	7%	9%	5%	14%	10%	4%	2%	6%	13%	11%	8%	6%
Somewhat important	15%	16%	15%	24%	19%	11%	9%	14%	19%	18%	16%	15%
Not very important	31%	33%	30%	31%	27%	32%	35%	31%	30%	31%	32%	31%
Not at all important	42%	38%	46%	24%	38%	50%	53%	46%	31%	35%	40%	46%
Not sure	4%	4%	3%	7%	6%	2%	1%	4%	6%	5%	5%	3%
Totals	99%	100%	99%	100%	100%	99%	100%	101%	99%	100%	101%	101%
Unweighted N	(2,234)	(1,049)	(1,185)	(535)	(598)	(643)	(458)	(1,468)	(289)	(327)	(1,434)	(800)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very important	7%	9%	4%	10%	7%	9%	6%	6%	11%	12%	0%
Somewhat important	15%	14%	15%	16%	14%	15%	15%	18%	14%	25%	4%
Not very important	31%	37%	31%	27%	34%	27%	32%	29%	31%	36%	27%
Not at all important	42%	37%	44%	44%	43%	47%	42%	44%	41%	25%	68%
Not sure	4%	2%	6%	3%	3%	1%	4%	3%	3%	3%	1%
Totals	99%	99%	100%	100%	101%	99%	99%	100%	100%	101%	100%
Unweighted N	(2,234)	(769)	(868)	(597)	(908)	(733)	(820)	(644)	(526)	(1,215)	(816)

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5. Other People's Importance of Being Cool

As far as you know, on average, how important do people you know think it is to be cool?

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very important	11%	12%	11%	22%	15%	8%	3%	9%	23%	15%	13%	9%
Somewhat important	31%	33%	28%	33%	36%	29%	24%	31%	29%	35%	30%	31%
Not very important	28%	26%	29%	24%	20%	28%	39%	30%	17%	23%	27%	29%
Not at all important	16%	13%	19%	8%	14%	19%	22%	17%	11%	15%	15%	19%
Not sure	14%	15%	13%	13%	16%	15%	13%	13%	21%	13%	16%	11%
Totals	100%	99%	100%	100%	101%	99%	101%	100%	101%	101%	101%	99%
Unweighted N	(2,235)	(1,049)	(1,186)	(535)	(598)	(643)	(459)	(1,469)	(289)	(327)	(1,435)	(800)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very important	11%	14%	8%	13%	12%	10%	13%	10%	13%	18%	4%
Somewhat important	31%	28%	29%	35%	26%	34%	30%	31%	33%	35%	27%
Not very important	28%	29%	28%	25%	31%	28%	24%	33%	26%	27%	33%
Not at all important	16%	17%	16%	17%	18%	16%	19%	14%	17%	9%	26%
Not sure	14%	12%	19%	10%	13%	11%	14%	12%	11%	11%	10%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(2,235)	(770)	(868)	(597)	(909)	(733)	(821)	(644)	(526)	(1,216)	(815)

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6A. Rating of Average Coolness — The average American

How cool do you think the following are?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	6%	8%	5%	11%	11%	4%	1%	6%	12%	7%	7%	6%
Somewhat cool	33%	31%	35%	34%	35%	35%	28%	33%	34%	33%	37%	25%
Not very cool	36%	37%	36%	35%	28%	34%	50%	38%	28%	34%	32%	44%
Not at all cool	9%	9%	10%	6%	11%	12%	7%	9%	9%	7%	7%	13%
Not sure	15%	15%	15%	14%	15%	16%	14%	14%	17%	17%	16%	12%
Totals	99%	100%	101%	100%	100%	101%	100%	100%	100%	98%	99%	100%
Unweighted N	(2,233)	(1,047)	(1,186)	(533)	(598)	(642)	(460)	(1,469)	(289)	(325)	(1,434)	(799)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	6%	7%	3%	10%	6%	9%	6%	7%	6%	9%	2%
Somewhat cool	33%	32%	30%	39%	28%	38%	37%	31%	29%	44%	22%
Not very cool	36%	38%	39%	31%	42%	32%	32%	40%	41%	31%	49%
Not at all cool	9%	10%	11%	7%	12%	7%	9%	8%	12%	6%	14%
Not sure	15%	14%	17%	13%	12%	15%	16%	14%	11%	9%	12%
Totals	99%	101%	100%	100%	100%	101%	100%	100%	99%	99%	99%
Unweighted N	(2,233)	(770)	(866)	(597)	(910)	(732)	(822)	(641)	(526)	(1,215)	(815)

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6B. Rating of Average Coolness — The average person in your local area

How cool do you think the following are?

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	6%	6%	5%	10%	9%	3%	1%	4%	14%	8%	6%	4%
Somewhat cool	33%	31%	34%	37%	37%	31%	27%	32%	39%	35%	34%	31%
Not very cool	35%	36%	34%	31%	26%	38%	45%	38%	18%	32%	33%	39%
Not at all cool	11%	10%	12%	8%	11%	11%	14%	12%	11%	6%	10%	13%
Not sure	15%	16%	14%	14%	17%	16%	14%	14%	18%	19%	17%	12%
Totals	100%	99%	99%	100%	100%	99%	101%	100%	100%	100%	100%	99%
Unweighted N	(2,193)	(1,031)	(1,162)	(534)	(593)	(631)	(435)	(1,432)	(288)	(325)	(1,415)	(778)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	6%	6%	4%	7%	5%	7%	6%	6%	4%	9%	2%
Somewhat cool	33%	34%	30%	35%	34%	35%	34%	32%	36%	45%	20%
Not very cool	35%	35%	35%	36%	36%	35%	34%	36%	36%	31%	46%
Not at all cool	11%	11%	12%	9%	13%	9%	12%	11%	11%	7%	18%
Not sure	15%	14%	18%	13%	12%	14%	15%	15%	12%	8%	14%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	99%	100%	100%
Unweighted N	(2,193)	(754)	(853)	(586)	(887)	(718)	(807)	(632)	(517)	(1,189)	(805)

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6C. Rating of Average Coolness — The average teenager

How cool do you think the following are?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	7%	7%	8%	14%	8%	3%	6%	6%	16%	9%	8%	6%
Somewhat cool	28%	24%	31%	29%	31%	22%	31%	27%	33%	30%	28%	26%
Not very cool	33%	33%	33%	32%	28%	37%	33%	34%	23%	32%	33%	33%
Not at all cool	17%	22%	14%	12%	14%	23%	18%	19%	9%	14%	15%	21%
Not sure	15%	15%	15%	13%	19%	15%	12%	14%	18%	15%	15%	14%
Totals	100%	101%	101%	100%	100%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(2,228)	(1,045)	(1,183)	(535)	(598)	(642)	(453)	(1,462)	(289)	(327)	(1,434)	(794)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	7%	10%	4%	9%	9%	8%	7%	8%	7%	10%	4%
Somewhat cool	28%	29%	25%	29%	32%	26%	29%	27%	25%	34%	21%
Not very cool	33%	34%	35%	30%	33%	33%	33%	36%	32%	31%	39%
Not at all cool	17%	12%	19%	21%	13%	21%	17%	14%	22%	15%	22%
Not sure	15%	16%	17%	11%	13%	12%	14%	14%	14%	10%	13%
Totals	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(2,228)	(766)	(866)	(596)	(904)	(732)	(822)	(641)	(521)	(1,214)	(811)

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6D. Rating of Average Coolness — The average person in their twenties

How cool do you think the following are?

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	8%	6%	10%	13%	10%	5%	6%	6%	18%	12%	9%	7%
Somewhat cool	40%	36%	43%	45%	41%	34%	42%	40%	41%	36%	41%	38%
Not very cool	27%	31%	24%	22%	22%	32%	31%	30%	17%	24%	26%	30%
Not at all cool	10%	11%	9%	5%	9%	13%	11%	10%	9%	13%	9%	12%
Not sure	15%	15%	15%	15%	18%	16%	11%	15%	15%	15%	15%	14%
Totals	100%	99%	101%	100%	100%	100%	101%	101%	100%	100%	100%	101%
Unweighted N	(2,228)	(1,047)	(1,181)	(534)	(598)	(639)	(457)	(1,464)	(288)	(326)	(1,431)	(797)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	8%	12%	6%	8%	11%	9%	8%	8%	9%	12%	4%
Somewhat cool	40%	44%	34%	43%	43%	38%	40%	43%	36%	46%	36%
Not very cool	27%	22%	32%	26%	27%	29%	28%	25%	30%	25%	33%
Not at all cool	10%	7%	11%	11%	8%	13%	10%	9%	13%	7%	15%
Not sure	15%	15%	17%	12%	11%	12%	14%	14%	12%	9%	12%
Totals	100%	100%	100%	100%	100%	101%	100%	99%	100%	99%	100%
Unweighted N	(2,228)	(769)	(865)	(594)	(907)	(729)	(818)	(642)	(526)	(1,210)	(815)

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6E. Rating of Average Coolness — The average person in their forties

How cool do you think the following are?

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	7%	5%	9%	11%	14%	4%	1%	6%	17%	7%	8%	6%
Somewhat cool	40%	40%	40%	34%	38%	43%	42%	40%	41%	45%	42%	35%
Not very cool	30%	30%	30%	33%	23%	28%	38%	32%	18%	27%	27%	36%
Not at all cool	8%	9%	7%	9%	8%	9%	7%	8%	8%	7%	8%	9%
Not sure	15%	16%	14%	12%	18%	16%	12%	14%	16%	14%	15%	14%
Totals	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,230)	(1,048)	(1,182)	(535)	(598)	(640)	(457)	(1,466)	(287)	(327)	(1,433)	(797)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	7%	9%	5%	8%	7%	8%	8%	6%	8%	12%	2%
Somewhat cool	40%	36%	40%	44%	38%	44%	44%	40%	37%	53%	26%
Not very cool	30%	33%	29%	29%	34%	28%	26%	32%	33%	22%	46%
Not at all cool	8%	7%	9%	8%	8%	7%	8%	9%	10%	4%	14%
Not sure	15%	14%	17%	12%	13%	13%	14%	14%	11%	9%	12%
Totals	100%	99%	100%	101%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(2,230)	(768)	(868)	(594)	(907)	(730)	(819)	(643)	(525)	(1,210)	(816)

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6F. Rating of Average Coolness — The average person in their sixties

How cool do you think the following are?

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	11%	10%	11%	13%	13%	10%	7%	9%	21%	14%	12%	8%
Somewhat cool	29%	29%	29%	25%	32%	31%	28%	30%	32%	27%	31%	26%
Not very cool	31%	30%	32%	33%	25%	29%	36%	32%	23%	32%	29%	34%
Not at all cool	15%	15%	14%	15%	12%	15%	18%	16%	10%	8%	13%	19%
Not sure	15%	16%	13%	15%	18%	15%	11%	14%	14%	18%	16%	13%
Totals	101%	100%	99%	101%	100%	100%	100%	101%	100%	99%	101%	100%
Unweighted N	(2,227)	(1,045)	(1,182)	(534)	(598)	(641)	(454)	(1,461)	(289)	(327)	(1,432)	(795)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	11%	10%	10%	11%	9%	11%	15%	7%	9%	15%	6%
Somewhat cool	29%	28%	28%	32%	28%	35%	30%	32%	27%	42%	13%
Not very cool	31%	33%	29%	30%	34%	29%	30%	31%	34%	26%	41%
Not at all cool	15%	14%	15%	15%	15%	13%	13%	15%	18%	8%	27%
Not sure	15%	14%	17%	12%	13%	12%	13%	16%	12%	9%	13%
Totals	101%	99%	99%	100%	99%	100%	101%	101%	100%	100%	100%
Unweighted N	(2,227)	(766)	(866)	(595)	(904)	(731)	(820)	(640)	(525)	(1,212)	(811)

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6G. Rating of Average Coolness — The average person in their eighties

How cool do you think the following are?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	14%	14%	14%	16%	16%	14%	10%	13%	24%	17%	15%	12%
Somewhat cool	23%	22%	23%	23%	24%	24%	19%	24%	21%	19%	24%	20%
Not very cool	24%	22%	26%	24%	21%	25%	26%	25%	19%	23%	22%	27%
Not at all cool	22%	23%	20%	23%	15%	19%	30%	23%	14%	18%	20%	25%
Not sure	18%	19%	17%	15%	23%	18%	14%	16%	22%	24%	19%	15%
Totals	101%	100%	100%	101%	99%	100%	99%	101%	100%	101%	100%	99%
Unweighted N	(2,230)	(1,047)	(1,183)	(535)	(598)	(642)	(455)	(1,464)	(289)	(327)	(1,432)	(798)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	14%	13%	15%	14%	13%	16%	16%	11%	14%	18%	9%
Somewhat cool	23%	21%	22%	26%	21%	26%	24%	25%	18%	31%	13%
Not very cool	24%	27%	22%	24%	28%	23%	22%	27%	27%	22%	30%
Not at all cool	22%	22%	20%	22%	23%	21%	19%	22%	26%	14%	35%
Not sure	18%	18%	21%	14%	15%	14%	19%	15%	15%	14%	14%
Totals	101%	101%	100%	100%	100%	100%	100%	100%	100%	99%	101%
Unweighted N	(2,230)	(769)	(867)	(594)	(908)	(730)	(819)	(644)	(525)	(1,213)	(813)

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7A. Own View of Coolness of People — Samuel L. Jackson

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	41%	43%	39%	33%	49%	46%	31%	39%	66%	46%	39%	45%
Somewhat cool	31%	29%	32%	25%	33%	30%	35%	35%	19%	25%	33%	27%
Not very cool	5%	6%	4%	4%	2%	5%	7%	6%	0%	4%	3%	8%
Not at all cool	7%	10%	5%	9%	2%	7%	11%	8%	2%	3%	7%	8%
Not sure	17%	12%	21%	29%	14%	12%	16%	12%	13%	22%	19%	13%
Totals	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(590)	(281)	(309)	(142)	(160)	(174)	(114)	(365)	(74)	(106)	(361)	(229)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	41%	53%	40%	31%	60%	31%	42%	39%	44%	48%	35%
Somewhat cool	31%	35%	25%	34%	26%	36%	29%	35%	29%	33%	29%
Not very cool	5%	3%	6%	5%	5%	5%	3%	4%	9%	2%	10%
Not at all cool	7%	2%	6%	14%	2%	12%	8%	10%	4%	3%	13%
Not sure	17%	7%	23%	16%	8%	16%	18%	11%	15%	15%	12%
Totals	101%	100%	100%	100%	101%	100%	100%	99%	101%	101%	99%
Unweighted N	(590)	(207)	(221)	(162)	(236)	(189)	(198)	(182)	(146)	(322)	(211)

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7B. Own View of Coolness of People — The Beatles

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	37%	34%	39%	23%	32%	38%	50%	37%	36%	44%	37%	37%
Somewhat cool	35%	36%	34%	31%	28%	44%	29%	38%	28%	27%	34%	37%
Not very cool	7%	7%	6%	10%	11%	5%	3%	8%	2%	6%	7%	6%
Not at all cool	8%	9%	8%	10%	9%	9%	5%	8%	6%	8%	7%	11%
Not sure	14%	14%	13%	26%	20%	4%	12%	10%	27%	14%	16%	9%
Totals	101%	100%	100%	100%	100%	100%	99%	101%	99%	99%	101%	100%
Unweighted N	(566)	(268)	(298)	(134)	(153)	(168)	(111)	(368)	(77)	(85)	(367)	(199)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	37%	45%	37%	27%	50%	29%	43%	34%	39%	43%	29%
Somewhat cool	35%	33%	33%	39%	34%	41%	28%	42%	34%	30%	42%
Not very cool	7%	7%	5%	9%	6%	6%	5%	6%	11%	4%	12%
Not at all cool	8%	4%	8%	13%	3%	14%	9%	9%	7%	9%	8%
Not sure	14%	11%	17%	12%	8%	11%	14%	9%	9%	14%	9%
Totals	101%	100%	100%	100%	101%	101%	99%	100%	100%	100%	100%
Unweighted N	(566)	(207)	(215)	(144)	(234)	(182)	(201)	(168)	(123)	(318)	(198)

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7C. Own View of Coolness of People — Willie Nelson

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	34%	31%	37%	18%	33%	37%	42%	33%	*	36%	37%	28%
Somewhat cool	33%	32%	34%	23%	30%	38%	35%	35%	*	34%	29%	40%
Not very cool	8%	5%	11%	10%	5%	8%	10%	7%	*	9%	8%	9%
Not at all cool	7%	10%	4%	6%	8%	8%	7%	9%	*	3%	7%	9%
Not sure	18%	21%	14%	42%	24%	9%	7%	16%	*	19%	20%	14%
Totals	100%	99%	100%	99%	100%	100%	101%	100%	*	101%	101%	100%
Unweighted N	(558)	(269)	(289)	(129)	(142)	(168)	(119)	(369)	(65)	(89)	(349)	(209)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	34%	34%	37%	28%	39%	32%	37%	32%	34%	37%	31%
Somewhat cool	33%	35%	27%	39%	35%	35%	31%	30%	38%	35%	36%
Not very cool	8%	8%	9%	6%	7%	11%	7%	12%	6%	5%	13%
Not at all cool	7%	7%	7%	8%	7%	11%	8%	7%	8%	4%	13%
Not sure	18%	16%	20%	17%	12%	11%	17%	18%	14%	19%	8%
Totals	100%	100%	100%	98%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(558)	(187)	(219)	(152)	(231)	(194)	(190)	(160)	(154)	(307)	(197)

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7D. Own View of Coolness of People — Barack Obama

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	34%	30%	38%	34%	39%	30%	34%	30%	67%	39%	33%	35%
Somewhat cool	22%	21%	22%	23%	27%	21%	15%	22%	16%	25%	19%	27%
Not very cool	9%	11%	7%	15%	5%	9%	8%	12%	3%	3%	9%	8%
Not at all cool	25%	27%	23%	12%	24%	27%	32%	29%	8%	21%	25%	24%
Not sure	11%	12%	10%	16%	5%	13%	10%	7%	6%	13%	14%	6%
Totals	101%	101%	100%	100%	100%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(573)	(280)	(293)	(136)	(139)	(180)	(118)	(365)	(74)	(95)	(356)	(217)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	34%	74%	25%	5%	68%	3%	35%	33%	34%	42%	24%
Somewhat cool	22%	21%	27%	14%	25%	15%	18%	26%	25%	21%	24%
Not very cool	9%	1%	11%	15%	3%	17%	6%	7%	13%	8%	10%
Not at all cool	25%	1%	21%	55%	1%	56%	28%	25%	21%	19%	35%
Not sure	11%	4%	16%	11%	3%	9%	14%	9%	6%	10%	7%
Totals	101%	101%	100%	100%	100%	100%	101%	100%	99%	100%	100%
Unweighted N	(573)	(201)	(223)	(149)	(234)	(189)	(205)	(168)	(146)	(309)	(219)

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7E. Own View of Coolness of People — Clint Eastwood

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	33%	32%	33%	16%	28%	41%	41%	35%	34%	31%	33%	32%
Somewhat cool	32%	33%	31%	26%	35%	31%	37%	33%	32%	35%	32%	32%
Not very cool	8%	7%	10%	9%	9%	10%	5%	9%	6%	10%	8%	9%
Not at all cool	9%	8%	10%	12%	9%	6%	11%	10%	5%	6%	7%	13%
Not sure	18%	21%	15%	37%	18%	12%	7%	13%	23%	18%	20%	14%
Totals	100%	101%	99%	100%	99%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(564)	(275)	(289)	(146)	(145)	(159)	(114)	(365)	(77)	(85)	(359)	(205)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	33%	28%	28%	43%	30%	45%	36%	31%	31%	37%	31%
Somewhat cool	32%	36%	32%	29%	33%	29%	31%	32%	33%	33%	31%
Not very cool	8%	9%	8%	8%	14%	7%	5%	15%	10%	7%	13%
Not at all cool	9%	14%	7%	7%	13%	5%	7%	13%	10%	5%	15%
Not sure	18%	13%	25%	14%	9%	13%	20%	10%	16%	18%	10%
Totals	100%	100%	100%	101%	99%	99%	99%	101%	100%	100%	100%
Unweighted N	(564)	(195)	(207)	(162)	(225)	(192)	(220)	(162)	(132)	(319)	(200)

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7F. Own View of Coolness of People — Michael Jordan

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	30%	28%	33%	32%	34%	29%	26%	28%	*	37%	29%	33%
Somewhat cool	40%	44%	36%	45%	37%	37%	40%	40%	*	44%	40%	39%
Not very cool	10%	9%	12%	15%	8%	9%	10%	11%	*	8%	12%	8%
Not at all cool	9%	11%	7%	1%	5%	14%	13%	10%	*	3%	9%	10%
Not sure	11%	9%	13%	7%	16%	11%	11%	11%	*	8%	11%	10%
Totals	100%	101%	101%	100%	100%	100%	100%	100%	*	100%	101%	100%
Unweighted N	(553)	(269)	(284)	(137)	(138)	(159)	(119)	(363)	(69)	(88)	(360)	(193)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	30%	39%	27%	27%	36%	31%	28%	30%	35%	38%	19%
Somewhat cool	40%	43%	36%	42%	44%	35%	41%	40%	38%	40%	42%
Not very cool	10%	9%	13%	8%	11%	11%	10%	10%	11%	9%	12%
Not at all cool	9%	3%	11%	12%	3%	13%	13%	11%	2%	5%	17%
Not sure	11%	6%	13%	12%	7%	10%	8%	10%	14%	8%	10%
Totals	100%	100%	100%	101%	101%	100%	100%	101%	100%	100%	100%
Unweighted N	(553)	(181)	(207)	(165)	(223)	(187)	(188)	(173)	(132)	(301)	(205)

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7G. Own View of Coolness of People — Ryan Reynolds

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	28%	29%	27%	30%	30%	29%	22%	27%	*	33%	28%	27%
Somewhat cool	32%	32%	31%	29%	32%	34%	31%	37%	*	21%	31%	34%
Not very cool	12%	12%	13%	13%	15%	9%	13%	13%	*	8%	11%	13%
Not at all cool	9%	8%	10%	14%	9%	11%	3%	7%	*	22%	9%	9%
Not sure	19%	19%	19%	14%	13%	17%	32%	17%	*	15%	21%	17%
Totals	100%	100%	100%	100%	99%	100%	101%	101%	*	99%	100%	100%
Unweighted N	(544)	(270)	(274)	(124)	(137)	(163)	(120)	(359)	(67)	(82)	(338)	(206)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	28%	33%	33%	17%	31%	23%	27%	31%	29%	33%	20%
Somewhat cool	32%	30%	25%	41%	33%	34%	30%	37%	31%	29%	39%
Not very cool	12%	12%	14%	10%	13%	9%	11%	11%	18%	12%	15%
Not at all cool	9%	7%	6%	14%	6%	14%	12%	6%	6%	7%	13%
Not sure	19%	18%	21%	18%	18%	20%	20%	15%	16%	19%	14%
Totals	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%	101%
Unweighted N	(544)	(183)	(205)	(156)	(212)	(186)	(222)	(154)	(116)	(309)	(182)

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7H. Own View of Coolness of People — Bruce Springsteen

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	27%	23%	30%	12%	22%	31%	38%	24%	36%	33%	26%	29%
Somewhat cool	24%	19%	29%	17%	26%	28%	24%	27%	24%	19%	22%	29%
Not very cool	12%	18%	8%	21%	17%	6%	9%	13%	11%	17%	14%	9%
Not at all cool	18%	19%	17%	9%	13%	27%	18%	22%	8%	9%	17%	19%
Not sure	19%	22%	16%	41%	22%	8%	11%	15%	21%	22%	21%	13%
Totals	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%
Unweighted N	(525)	(233)	(292)	(121)	(135)	(160)	(109)	(336)	(72)	(78)	(345)	(180)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	27%	45%	26%	11%	51%	10%	30%	26%	26%	30%	23%
Somewhat cool	24%	26%	23%	24%	27%	24%	21%	29%	22%	24%	30%
Not very cool	12%	10%	10%	17%	9%	16%	12%	11%	15%	15%	10%
Not at all cool	18%	6%	14%	33%	3%	40%	17%	18%	22%	16%	23%
Not sure	19%	12%	26%	15%	9%	11%	19%	15%	15%	15%	14%
Totals	100%	99%	99%	100%	99%	101%	99%	99%	100%	100%	100%
Unweighted N	(525)	(176)	(208)	(141)	(201)	(173)	(194)	(156)	(119)	(300)	(173)

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7I. Own View of Coolness of People — Beyoncé

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	26%	23%	29%	41%	28%	15%	23%	23%	40%	33%	26%	24%
Somewhat cool	26%	23%	29%	23%	26%	27%	27%	27%	33%	18%	22%	33%
Not very cool	12%	11%	14%	8%	6%	20%	11%	12%	8%	6%	13%	10%
Not at all cool	24%	28%	21%	17%	24%	27%	27%	27%	11%	23%	25%	22%
Not sure	12%	16%	8%	11%	15%	12%	11%	11%	8%	21%	13%	10%
Totals	100%	101%	101%	100%	99%	101%	99%	100%	100%	101%	99%	99%
Unweighted N	(549)	(262)	(287)	(139)	(158)	(152)	(100)	(368)	(72)	(75)	(346)	(203)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	26%	37%	24%	15%	38%	16%	28%	20%	29%	32%	17%
Somewhat cool	26%	37%	19%	24%	36%	17%	24%	32%	25%	26%	28%
Not very cool	12%	11%	15%	10%	10%	15%	10%	11%	16%	12%	15%
Not at all cool	24%	8%	24%	40%	8%	37%	23%	28%	20%	22%	28%
Not sure	12%	7%	18%	11%	7%	15%	14%	9%	10%	9%	11%
Totals	100%	100%	100%	100%	99%	100%	99%	100%	100%	101%	99%
Unweighted N	(549)	(183)	(223)	(143)	(212)	(179)	(203)	(153)	(133)	(313)	(191)

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7J. Own View of Coolness of People — Simone Biles

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	25%	23%	28%	24%	25%	26%	25%	22%	*	35%	22%	31%
Somewhat cool	26%	21%	32%	25%	23%	25%	33%	27%	*	26%	25%	29%
Not very cool	10%	14%	7%	11%	7%	12%	11%	11%	*	7%	12%	7%
Not at all cool	13%	16%	10%	13%	9%	17%	11%	13%	*	16%	13%	13%
Not sure	25%	27%	23%	26%	36%	20%	21%	27%	*	16%	28%	20%
Totals	99%	101%	100%	99%	100%	100%	101%	100%	*	100%	100%	100%
Unweighted N	(581)	(263)	(318)	(139)	(152)	(166)	(124)	(398)	(69)	(82)	(363)	(218)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	25%	47%	20%	13%	46%	12%	22%	29%	26%	28%	24%
Somewhat cool	26%	28%	24%	28%	33%	27%	24%	27%	33%	28%	28%
Not very cool	10%	7%	8%	16%	7%	16%	10%	10%	11%	10%	11%
Not at all cool	13%	6%	11%	21%	4%	21%	15%	11%	12%	9%	19%
Not sure	25%	12%	36%	23%	11%	24%	29%	24%	18%	25%	19%
Totals	99%	100%	99%	101%	101%	100%	100%	101%	100%	100%	101%
Unweighted N	(581)	(196)	(231)	(154)	(237)	(185)	(212)	(174)	(147)	(317)	(220)

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7K. Own View of Coolness of People — Taylor Swift

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	25%	23%	27%	21%	25%	21%	34%	24%	*	31%	24%	26%
Somewhat cool	25%	24%	27%	20%	21%	35%	22%	26%	*	27%	22%	32%
Not very cool	14%	14%	14%	18%	14%	15%	10%	16%	*	12%	14%	14%
Not at all cool	20%	25%	16%	20%	22%	19%	22%	21%	*	24%	22%	17%
Not sure	15%	14%	16%	22%	18%	10%	13%	12%	*	6%	18%	10%
Totals	99%	100%	100%	101%	100%	100%	101%	99%	*	100%	100%	99%
Unweighted N	(573)	(265)	(308)	(145)	(157)	(154)	(117)	(381)	(69)	(92)	(364)	(209)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	25%	42%	18%	16%	44%	16%	26%	23%	31%	30%	19%
Somewhat cool	25%	25%	24%	28%	33%	26%	25%	29%	25%	26%	27%
Not very cool	14%	11%	17%	14%	10%	19%	11%	19%	15%	13%	20%
Not at all cool	20%	7%	24%	30%	6%	28%	21%	20%	17%	18%	25%
Not sure	15%	15%	17%	12%	7%	11%	17%	8%	12%	13%	9%
Totals	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(573)	(204)	(226)	(143)	(230)	(189)	(211)	(166)	(141)	(312)	(206)

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7L. Own View of Coolness of People — Dwayne Johnson

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	25%	23%	27%	26%	25%	26%	21%	22%	38%	32%	25%	24%
Somewhat cool	39%	39%	38%	34%	39%	42%	38%	37%	45%	44%	40%	36%
Not very cool	10%	8%	11%	12%	7%	10%	11%	11%	7%	6%	8%	12%
Not at all cool	10%	13%	8%	7%	12%	9%	13%	12%	5%	4%	10%	11%
Not sure	17%	17%	17%	21%	17%	13%	17%	18%	6%	15%	17%	17%
Totals	101%	100%	101%	100%	100%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(570)	(269)	(301)	(132)	(163)	(155)	(120)	(373)	(72)	(86)	(354)	(216)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	25%	29%	21%	25%	26%	25%	26%	26%	20%	33%	16%
Somewhat cool	39%	42%	36%	38%	43%	38%	41%	37%	43%	44%	35%
Not very cool	10%	10%	10%	9%	12%	10%	7%	8%	16%	7%	16%
Not at all cool	10%	5%	10%	15%	6%	12%	11%	12%	6%	6%	15%
Not sure	17%	13%	22%	13%	12%	15%	15%	17%	14%	10%	18%
Totals	101%	99%	99%	100%	99%	100%	100%	100%	99%	100%	100%
Unweighted N	(570)	(197)	(218)	(155)	(240)	(187)	(199)	(173)	(148)	(319)	(202)

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7M. Own View of Coolness of People — Meryl Streep

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	24%	18%	28%	17%	25%	25%	26%	22%	*	33%	19%	34%
Somewhat cool	30%	28%	32%	32%	28%	31%	29%	35%	*	28%	30%	30%
Not very cool	12%	10%	14%	14%	11%	15%	8%	11%	*	12%	14%	8%
Not at all cool	14%	19%	10%	3%	12%	18%	19%	17%	*	6%	14%	15%
Not sure	19%	25%	15%	34%	24%	10%	18%	15%	*	21%	22%	13%
Totals	99%	100%	99%	100%	100%	99%	100%	100%	*	100%	99%	100%
Unweighted N	(568)	(251)	(317)	(122)	(153)	(177)	(116)	(383)	(64)	(77)	(366)	(202)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	24%	40%	21%	10%	43%	13%	26%	20%	29%	28%	19%
Somewhat cool	30%	32%	31%	28%	33%	29%	30%	31%	34%	34%	27%
Not very cool	12%	10%	13%	13%	6%	18%	12%	15%	11%	13%	12%
Not at all cool	14%	3%	12%	29%	4%	32%	12%	17%	15%	8%	27%
Not sure	19%	15%	23%	19%	14%	9%	20%	16%	12%	18%	14%
Totals	99%	100%	100%	99%	100%	101%	100%	99%	101%	101%	99%
Unweighted N	(568)	(208)	(212)	(148)	(229)	(184)	(212)	(165)	(131)	(314)	(206)

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7N. Own View of Coolness of People — Bad Bunny

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	23%	18%	27%	33%	21%	20%	19%	19%	38%	33%	20%	27%
Somewhat cool	19%	23%	15%	23%	22%	17%	13%	18%	26%	23%	19%	19%
Not very cool	9%	8%	9%	6%	6%	13%	6%	9%	2%	8%	10%	6%
Not at all cool	28%	29%	27%	9%	28%	30%	42%	33%	7%	25%	26%	30%
Not sure	22%	22%	22%	30%	23%	19%	20%	21%	28%	11%	25%	18%
Totals	101%	100%	100%	101%	100%	99%	100%	100%	101%	100%	100%	100%
Unweighted N	(579)	(276)	(303)	(142)	(167)	(165)	(105)	(363)	(75)	(92)	(364)	(215)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	23%	49%	18%	4%	49%	4%	21%	19%	28%	27%	15%
Somewhat cool	19%	25%	22%	10%	26%	9%	16%	24%	21%	23%	13%
Not very cool	9%	6%	7%	13%	4%	13%	9%	10%	7%	11%	8%
Not at all cool	28%	7%	21%	56%	6%	61%	28%	30%	24%	20%	42%
Not sure	22%	14%	32%	17%	16%	12%	25%	17%	21%	19%	23%
Totals	101%	101%	100%	100%	101%	99%	99%	100%	101%	100%	101%
Unweighted N	(579)	(192)	(227)	(160)	(228)	(189)	(191)	(189)	(133)	(323)	(206)

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70. Own View of Coolness of People — Serena Williams

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	20%	16%	23%	15%	24%	22%	16%	16%	33%	29%	20%	19%
Somewhat cool	36%	33%	40%	33%	35%	35%	45%	36%	34%	42%	33%	43%
Not very cool	13%	16%	10%	14%	14%	13%	12%	14%	15%	10%	12%	16%
Not at all cool	14%	16%	13%	12%	12%	17%	15%	15%	5%	6%	14%	14%
Not sure	16%	19%	14%	26%	15%	14%	13%	18%	13%	12%	21%	8%
Totals	99%	100%	100%	100%	100%	101%	101%	99%	100%	99%	100%	100%
Unweighted N	(578)	(283)	(295)	(141)	(151)	(173)	(113)	(383)	(74)	(86)	(382)	(196)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	20%	32%	15%	12%	28%	11%	23%	14%	20%	25%	12%
Somewhat cool	36%	35%	37%	38%	43%	36%	33%	39%	40%	39%	35%
Not very cool	13%	16%	11%	14%	15%	15%	11%	19%	12%	12%	18%
Not at all cool	14%	5%	15%	22%	3%	22%	16%	12%	14%	8%	24%
Not sure	16%	13%	22%	14%	11%	15%	16%	15%	14%	17%	12%
Totals	99%	101%	100%	100%	100%	99%	99%	99%	100%	101%	101%
Unweighted N	(578)	(201)	(222)	(155)	(240)	(189)	(206)	(173)	(138)	(311)	(216)

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7P. Own View of Coolness of People — Bernie Sanders

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	19%	18%	20%	18%	25%	16%	19%	14%	*	23%	18%	21%
Somewhat cool	18%	20%	16%	21%	17%	19%	15%	21%	*	12%	13%	27%
Not very cool	15%	13%	16%	20%	16%	12%	12%	15%	*	24%	15%	14%
Not at all cool	33%	33%	34%	11%	25%	43%	48%	40%	*	25%	34%	32%
Not sure	14%	16%	13%	30%	17%	10%	5%	10%	*	16%	19%	5%
Totals	99%	100%	99%	100%	100%	100%	99%	100%	*	100%	99%	99%
Unweighted N	(557)	(258)	(299)	(129)	(151)	(156)	(121)	(359)	(67)	(87)	(366)	(191)

	Party ID				2024 Vote		Family income			View of Own Coolness	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	19%	41%	12%	4%	38%	1%	22%	16%	17%	24%	13%
Somewhat cool	18%	28%	16%	9%	30%	10%	15%	12%	30%	19%	18%
Not very cool	15%	14%	15%	15%	15%	16%	14%	22%	11%	16%	15%
Not at all cool	33%	9%	34%	59%	10%	67%	29%	41%	34%	27%	46%
Not sure	14%	7%	22%	12%	6%	5%	19%	9%	8%	13%	8%
Totals	99%	99%	99%	99%	99%	99%	99%	100%	100%	99%	100%
Unweighted N	(557)	(203)	(201)	(153)	(220)	(190)	(203)	(162)	(135)	(308)	(200)

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7Q. Own View of Coolness of People — LeBron James

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	19%	18%	20%	29%	25%	8%	19%	15%	41%	23%	17%	23%
Somewhat cool	30%	26%	34%	28%	26%	31%	35%	28%	30%	44%	28%	35%
Not very cool	15%	18%	13%	18%	11%	20%	10%	19%	9%	7%	16%	14%
Not at all cool	15%	16%	15%	4%	16%	23%	15%	18%	6%	12%	16%	15%
Not sure	20%	22%	18%	20%	23%	17%	21%	20%	14%	14%	24%	13%
Totals	99%	100%	100%	99%	101%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(570)	(248)	(322)	(144)	(143)	(163)	(120)	(382)	(74)	(85)	(377)	(193)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	19%	32%	14%	14%	30%	17%	19%	18%	23%	26%	11%
Somewhat cool	30%	37%	27%	29%	43%	23%	26%	33%	29%	30%	31%
Not very cool	15%	8%	21%	14%	9%	15%	15%	14%	19%	16%	17%
Not at all cool	15%	5%	14%	25%	6%	30%	19%	16%	11%	11%	22%
Not sure	20%	17%	24%	18%	12%	16%	20%	19%	17%	17%	18%
Totals	99%	99%	100%	100%	100%	101%	99%	100%	99%	100%	99%
Unweighted N	(570)	(179)	(234)	(157)	(209)	(204)	(208)	(165)	(145)	(315)	(203)

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7R. Own View of Coolness of People — Zendaya

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	19%	13%	24%	34%	29%	9%	10%	17%	*	22%	17%	21%
Somewhat cool	18%	17%	20%	25%	25%	17%	10%	16%	*	21%	16%	23%
Not very cool	12%	18%	7%	16%	4%	17%	12%	14%	*	19%	13%	12%
Not at all cool	9%	10%	8%	6%	8%	9%	13%	8%	*	8%	7%	13%
Not sure	42%	42%	42%	19%	34%	48%	56%	45%	*	31%	47%	31%
Totals	100%	100%	101%	100%	100%	100%	101%	100%	*	101%	100%	100%
Unweighted N	(553)	(263)	(290)	(129)	(148)	(159)	(117)	(376)	(65)	(81)	(354)	(199)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	19%	32%	15%	12%	31%	12%	17%	19%	22%	25%	9%
Somewhat cool	18%	26%	16%	15%	29%	15%	17%	21%	20%	18%	19%
Not very cool	12%	5%	12%	20%	6%	14%	19%	9%	8%	16%	9%
Not at all cool	9%	2%	10%	14%	1%	16%	8%	14%	5%	3%	19%
Not sure	42%	36%	47%	40%	32%	43%	39%	37%	45%	37%	45%
Totals	100%	101%	100%	101%	99%	100%	100%	100%	100%	99%	101%
Unweighted N	(553)	(190)	(204)	(159)	(216)	(178)	(201)	(171)	(132)	(306)	(194)

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7S. Own View of Coolness of People — Kendrick Lamar

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	17%	18%	17%	35%	22%	11%	5%	13%	*	23%	17%	18%
Somewhat cool	26%	21%	31%	30%	32%	23%	20%	23%	*	38%	28%	22%
Not very cool	8%	7%	9%	10%	8%	8%	6%	9%	*	7%	7%	9%
Not at all cool	15%	17%	13%	12%	11%	24%	10%	16%	*	11%	16%	13%
Not sure	34%	38%	30%	13%	28%	34%	59%	40%	*	21%	32%	38%
Totals	100%	101%	100%	100%	101%	100%	100%	101%	*	100%	100%	100%
Unweighted N	(543)	(250)	(293)	(135)	(145)	(160)	(103)	(366)	(65)	(73)	(351)	(192)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	17%	30%	15%	8%	30%	8%	16%	19%	18%	22%	12%
Somewhat cool	26%	32%	27%	20%	32%	23%	26%	28%	25%	30%	20%
Not very cool	8%	5%	9%	9%	8%	11%	6%	8%	12%	8%	9%
Not at all cool	15%	10%	14%	23%	5%	22%	22%	11%	10%	9%	23%
Not sure	34%	24%	36%	40%	25%	36%	30%	34%	34%	31%	35%
Totals	100%	101%	101%	100%	100%	100%	100%	100%	99%	100%	99%
Unweighted N	(543)	(188)	(226)	(129)	(216)	(184)	(200)	(163)	(124)	(286)	(201)

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7T. Own View of Coolness of People — Kamala Harris

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	17%	15%	18%	20%	21%	10%	20%	10%	41%	28%	19%	13%
Somewhat cool	19%	17%	22%	15%	14%	25%	20%	20%	25%	15%	17%	23%
Not very cool	13%	14%	13%	22%	21%	7%	7%	16%	6%	14%	13%	15%
Not at all cool	39%	43%	35%	32%	28%	45%	50%	46%	17%	30%	40%	38%
Not sure	11%	11%	12%	12%	16%	13%	3%	9%	11%	14%	11%	11%
Totals	99%	100%	100%	101%	100%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(559)	(291)	(268)	(130)	(147)	(174)	(108)	(363)	(74)	(87)	(354)	(205)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	17%	39%	10%	4%	33%	2%	17%	18%	14%	24%	7%
Somewhat cool	19%	33%	19%	7%	40%	7%	17%	22%	23%	19%	22%
Not very cool	13%	12%	17%	9%	14%	14%	9%	14%	18%	12%	15%
Not at all cool	39%	7%	38%	73%	7%	70%	42%	38%	35%	36%	49%
Not sure	11%	9%	17%	7%	5%	7%	14%	8%	9%	10%	7%
Totals	99%	100%	101%	100%	99%	100%	99%	100%	99%	101%	100%
Unweighted N	(559)	(192)	(221)	(146)	(231)	(178)	(208)	(166)	(129)	(297)	(208)

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7U. Own View of Coolness of People — Caitlin Clark

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	15%	15%	15%	12%	15%	17%	15%	16%	*	12%	13%	18%
Somewhat cool	26%	29%	23%	25%	30%	22%	27%	25%	*	26%	21%	35%
Not very cool	9%	12%	6%	9%	8%	10%	7%	8%	*	12%	9%	9%
Not at all cool	11%	11%	11%	15%	9%	12%	9%	12%	*	5%	14%	6%
Not sure	39%	33%	44%	38%	38%	39%	42%	39%	*	44%	43%	32%
Totals	100%	100%	99%	99%	100%	100%	100%	100%	*	99%	100%	100%
Unweighted N	(555)	(255)	(300)	(141)	(142)	(156)	(116)	(357)	(67)	(90)	(350)	(205)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	15%	20%	14%	13%	23%	20%	9%	19%	21%	16%	14%
Somewhat cool	26%	35%	16%	30%	33%	30%	21%	30%	32%	29%	23%
Not very cool	9%	7%	11%	8%	11%	8%	8%	11%	8%	9%	9%
Not at all cool	11%	5%	13%	14%	6%	11%	16%	12%	4%	10%	10%
Not sure	39%	33%	47%	35%	28%	32%	46%	28%	35%	35%	44%
Totals	100%	100%	101%	100%	101%	101%	100%	100%	100%	99%	100%
Unweighted N	(555)	(192)	(215)	(148)	(229)	(174)	(203)	(164)	(130)	(314)	(204)

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7V. Own View of Coolness of People — Zohran Mamdani

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	15%	12%	17%	22%	17%	8%	15%	13%	*	22%	11%	22%
Somewhat cool	16%	17%	15%	24%	14%	13%	14%	16%	*	17%	16%	15%
Not very cool	8%	8%	7%	6%	9%	10%	5%	9%	*	8%	7%	10%
Not at all cool	27%	31%	24%	15%	22%	33%	37%	31%	*	24%	29%	25%
Not sure	34%	32%	37%	33%	37%	36%	30%	32%	*	29%	37%	29%
Totals	100%	100%	100%	100%	99%	100%	101%	101%	*	100%	100%	101%
Unweighted N	(577)	(275)	(302)	(147)	(147)	(171)	(112)	(394)	(63)	(83)	(374)	(203)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	15%	36%	10%	3%	35%	3%	9%	16%	21%	16%	15%
Somewhat cool	16%	23%	17%	8%	29%	9%	14%	15%	21%	16%	15%
Not very cool	8%	5%	9%	9%	5%	11%	4%	14%	9%	8%	8%
Not at all cool	27%	5%	19%	56%	5%	60%	30%	23%	27%	25%	32%
Not sure	34%	30%	44%	24%	26%	17%	43%	33%	21%	35%	30%
Totals	100%	99%	99%	100%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(577)	(184)	(236)	(157)	(217)	(195)	(206)	(165)	(142)	(308)	(215)

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7W. Own View of Coolness of People — Alexandria Ocasio-Cortez

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	14%	13%	15%	13%	19%	9%	16%	12%	13%	29%	11%	20%
Somewhat cool	17%	16%	19%	24%	17%	13%	19%	16%	28%	12%	16%	21%
Not very cool	8%	7%	9%	8%	13%	7%	4%	8%	8%	11%	9%	7%
Not at all cool	31%	39%	24%	19%	25%	42%	34%	36%	12%	26%	30%	33%
Not sure	29%	25%	34%	37%	26%	29%	28%	28%	38%	23%	35%	19%
Totals	99%	100%	101%	101%	100%	100%	101%	100%	99%	101%	101%	100%
Unweighted N	(562)	(264)	(298)	(122)	(158)	(160)	(122)	(375)	(72)	(76)	(362)	(200)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	14%	35%	7%	5%	34%	3%	14%	14%	15%	17%	10%
Somewhat cool	17%	28%	20%	5%	39%	6%	16%	12%	30%	16%	20%
Not very cool	8%	7%	8%	9%	10%	9%	6%	11%	9%	7%	13%
Not at all cool	31%	6%	28%	57%	7%	62%	25%	41%	29%	29%	34%
Not sure	29%	25%	36%	24%	10%	19%	39%	22%	16%	31%	22%
Totals	99%	101%	99%	100%	100%	99%	100%	100%	99%	100%	99%
Unweighted N	(562)	(186)	(219)	(157)	(223)	(182)	(205)	(178)	(128)	(312)	(197)

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7X. Own View of Coolness of People — Sabrina Carpenter

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	13%	10%	17%	17%	17%	10%	10%	14%	9%	18%	13%	15%
Somewhat cool	22%	19%	24%	32%	23%	17%	16%	21%	23%	21%	20%	25%
Not very cool	10%	13%	6%	7%	13%	12%	4%	10%	8%	10%	9%	11%
Not at all cool	13%	14%	12%	19%	7%	17%	7%	14%	2%	20%	15%	9%
Not sure	42%	44%	40%	25%	39%	45%	63%	41%	58%	30%	44%	40%
Totals	100%	100%	99%	100%	99%	101%	100%	100%	100%	99%	101%	100%
Unweighted N	(582)	(271)	(311)	(145)	(157)	(175)	(105)	(388)	(72)	(82)	(374)	(208)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	13%	25%	9%	9%	20%	10%	12%	13%	15%	17%	8%
Somewhat cool	22%	29%	21%	16%	29%	22%	15%	23%	34%	23%	20%
Not very cool	10%	6%	11%	12%	8%	12%	9%	11%	9%	9%	14%
Not at all cool	13%	4%	13%	21%	5%	16%	18%	9%	13%	10%	19%
Not sure	42%	36%	47%	43%	38%	41%	46%	43%	29%	41%	39%
Totals	100%	100%	101%	101%	100%	101%	100%	99%	100%	100%	100%
Unweighted N	(582)	(205)	(223)	(154)	(238)	(181)	(206)	(180)	(134)	(319)	(207)

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7Y. Own View of Coolness of People — JD Vance

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	13%	15%	11%	8%	13%	13%	17%	17%	*	8%	14%	11%
Somewhat cool	15%	17%	12%	17%	12%	14%	17%	17%	*	14%	16%	12%
Not very cool	14%	11%	17%	21%	15%	13%	7%	12%	*	17%	16%	10%
Not at all cool	43%	45%	41%	29%	44%	48%	44%	41%	*	48%	32%	61%
Not sure	16%	12%	20%	25%	16%	12%	15%	13%	*	13%	22%	5%
Totals	101%	100%	101%	100%	100%	100%	100%	100%	*	100%	100%	99%
Unweighted N	(553)	(270)	(283)	(126)	(139)	(168)	(120)	(373)	(66)	(79)	(357)	(196)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	13%	2%	5%	32%	2%	30%	10%	19%	9%	16%	8%
Somewhat cool	15%	2%	7%	35%	2%	33%	16%	14%	13%	17%	13%
Not very cool	14%	14%	12%	16%	10%	18%	13%	12%	17%	16%	11%
Not at all cool	43%	71%	51%	8%	81%	11%	41%	42%	51%	33%	60%
Not sure	16%	11%	26%	10%	5%	8%	20%	12%	10%	18%	7%
Totals	101%	100%	101%	101%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(553)	(184)	(202)	(167)	(206)	(194)	(204)	(174)	(121)	(302)	(201)

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7Z. Own View of Coolness of People — Sydney Sweeney

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	13%	17%	10%	15%	12%	15%	9%	12%	11%	*	14%	11%
Somewhat cool	22%	23%	21%	15%	24%	25%	22%	22%	24%	*	21%	23%
Not very cool	11%	9%	13%	16%	11%	9%	11%	10%	19%	*	12%	10%
Not at all cool	18%	18%	18%	30%	19%	14%	13%	16%	8%	*	18%	17%
Not sure	36%	33%	38%	24%	34%	37%	46%	39%	37%	*	34%	39%
Totals	100%	100%	100%	100%	100%	100%	101%	99%	99%	*	99%	100%
Unweighted N	(562)	(258)	(304)	(123)	(150)	(171)	(118)	(379)	(72)	(69)	(364)	(198)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	13%	10%	9%	20%	11%	23%	7%	13%	22%	14%	11%
Somewhat cool	22%	17%	21%	27%	21%	31%	20%	21%	25%	24%	21%
Not very cool	11%	15%	13%	6%	17%	9%	10%	12%	13%	11%	12%
Not at all cool	18%	20%	20%	13%	17%	8%	22%	19%	13%	14%	24%
Not sure	36%	37%	37%	34%	34%	29%	41%	35%	27%	37%	33%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(562)	(181)	(224)	(157)	(221)	(199)	(214)	(158)	(145)	(300)	(214)

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7AA. Own View of Coolness of People — Elon Musk

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	13%	13%	12%	12%	12%	12%	15%	14%	*	10%	14%	11%
Somewhat cool	20%	24%	16%	24%	19%	20%	17%	22%	*	25%	22%	15%
Not very cool	16%	15%	16%	18%	12%	15%	18%	17%	*	14%	17%	13%
Not at all cool	40%	35%	45%	30%	42%	44%	43%	38%	*	44%	33%	53%
Not sure	12%	13%	10%	16%	15%	9%	7%	10%	*	8%	14%	8%
Totals	101%	100%	99%	100%	100%	100%	100%	101%	*	101%	100%	100%
Unweighted N	(551)	(257)	(294)	(133)	(133)	(171)	(114)	(371)	(62)	(79)	(352)	(199)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	13%	5%	10%	23%	4%	28%	9%	15%	12%	15%	12%
Somewhat cool	20%	6%	14%	39%	5%	31%	21%	21%	18%	26%	14%
Not very cool	16%	14%	17%	15%	13%	18%	16%	13%	16%	17%	18%
Not at all cool	40%	71%	43%	10%	75%	14%	43%	35%	47%	35%	49%
Not sure	12%	4%	16%	13%	3%	10%	12%	16%	8%	8%	7%
Totals	101%	100%	100%	100%	100%	101%	101%	100%	101%	101%	100%
Unweighted N	(551)	(184)	(210)	(157)	(215)	(194)	(189)	(163)	(138)	(289)	(209)

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7AB. Own View of Coolness of People — Shohei Ohtani

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	12%	16%	8%	9%	15%	10%	16%	11%	*	17%	11%	15%
Somewhat cool	18%	20%	16%	36%	17%	12%	14%	17%	*	26%	18%	19%
Not very cool	6%	8%	3%	1%	7%	8%	5%	7%	*	4%	5%	7%
Not at all cool	9%	10%	7%	2%	9%	10%	12%	10%	*	4%	8%	9%
Not sure	55%	46%	65%	52%	52%	60%	54%	55%	*	50%	58%	49%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	*	101%	100%	99%
Unweighted N	(548)	(268)	(280)	(134)	(145)	(154)	(115)	(359)	(63)	(80)	(341)	(207)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	12%	13%	13%	11%	15%	12%	11%	14%	14%	16%	9%
Somewhat cool	18%	23%	15%	19%	22%	21%	19%	16%	21%	22%	14%
Not very cool	6%	4%	5%	8%	3%	8%	2%	8%	8%	5%	7%
Not at all cool	9%	4%	8%	13%	4%	15%	9%	8%	7%	5%	14%
Not sure	55%	58%	59%	48%	56%	44%	59%	54%	50%	52%	56%
Totals	100%	102%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(548)	(171)	(223)	(154)	(210)	(193)	(187)	(165)	(142)	(294)	(206)

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7AC. Own View of Coolness of People — Travis Kelce

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	12%	12%	13%	3%	15%	7%	25%	10%	*	21%	10%	16%
Somewhat cool	28%	25%	31%	25%	22%	38%	24%	30%	*	23%	25%	33%
Not very cool	15%	15%	15%	22%	15%	9%	16%	16%	*	14%	14%	16%
Not at all cool	21%	24%	17%	28%	17%	23%	15%	22%	*	22%	24%	16%
Not sure	24%	23%	25%	22%	31%	22%	21%	22%	*	20%	27%	19%
Totals	100%	99%	101%	100%	100%	99%	101%	100%	*	100%	100%	100%
Unweighted N	(524)	(245)	(279)	(132)	(142)	(142)	(108)	(349)	(58)	(83)	(330)	(194)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	12%	13%	14%	9%	17%	12%	12%	14%	11%	15%	7%
Somewhat cool	28%	36%	21%	30%	30%	26%	26%	35%	24%	27%	30%
Not very cool	15%	16%	13%	16%	19%	20%	9%	15%	29%	14%	19%
Not at all cool	21%	10%	20%	31%	15%	26%	24%	18%	17%	19%	25%
Not sure	24%	25%	32%	13%	19%	17%	30%	17%	19%	25%	19%
Totals	100%	100%	100%	99%	100%	101%	101%	99%	100%	100%	100%
Unweighted N	(524)	(171)	(214)	(139)	(206)	(171)	(190)	(156)	(128)	(290)	(192)

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7AD. Own View of Coolness of People — Donald Trump

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	12%	10%	13%	13%	11%	8%	18%	14%	*	13%	13%	10%
Somewhat cool	16%	19%	13%	15%	17%	15%	15%	18%	*	9%	14%	18%
Not very cool	14%	16%	12%	12%	10%	18%	14%	17%	*	9%	16%	9%
Not at all cool	53%	49%	56%	51%	57%	52%	51%	47%	*	62%	49%	60%
Not sure	6%	6%	6%	10%	5%	7%	3%	4%	*	7%	7%	4%
Totals	101%	100%	100%	101%	100%	100%	101%	100%	*	100%	99%	101%
Unweighted N	(549)	(254)	(295)	(139)	(152)	(153)	(105)	(362)	(62)	(84)	(355)	(194)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	12%	0%	4%	31%	1%	31%	12%	11%	12%	13%	9%
Somewhat cool	16%	3%	8%	36%	1%	28%	15%	25%	6%	19%	13%
Not very cool	14%	6%	18%	16%	5%	23%	13%	16%	13%	14%	16%
Not at all cool	53%	90%	59%	13%	91%	15%	52%	45%	65%	51%	56%
Not sure	6%	2%	11%	5%	2%	3%	7%	4%	5%	4%	5%
Totals	101%	101%	100%	101%	100%	100%	99%	101%	101%	101%	99%
Unweighted N	(549)	(195)	(196)	(158)	(227)	(182)	(204)	(149)	(133)	(295)	(208)

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7AE. Own View of Coolness of People — Timothée Chalamet

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	11%	13%	10%	22%	14%	5%	7%	10%	15%	16%	13%	9%
Somewhat cool	23%	21%	25%	32%	16%	20%	22%	22%	17%	36%	19%	28%
Not very cool	11%	9%	13%	9%	16%	11%	7%	10%	15%	6%	11%	10%
Not at all cool	11%	11%	12%	6%	13%	14%	13%	13%	9%	5%	9%	17%
Not sure	44%	46%	41%	30%	41%	50%	51%	45%	45%	39%	48%	36%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	101%	102%	100%	100%
Unweighted N	(521)	(248)	(273)	(128)	(131)	(147)	(115)	(338)	(79)	(73)	(336)	(185)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	11%	18%	10%	7%	14%	9%	12%	10%	13%	15%	5%
Somewhat cool	23%	27%	18%	24%	26%	19%	26%	18%	23%	26%	18%
Not very cool	11%	18%	12%	3%	19%	7%	7%	12%	16%	9%	16%
Not at all cool	11%	9%	12%	13%	10%	17%	8%	17%	9%	7%	20%
Not sure	44%	29%	48%	52%	31%	48%	46%	43%	39%	43%	40%
Totals	100%	101%	100%	99%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(521)	(183)	(194)	(144)	(213)	(174)	(178)	(155)	(145)	(294)	(188)

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7AF. Own View of Coolness of People — Drake

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	10%	10%	11%	20%	13%	7%	4%	6%	27%	29%	11%	10%
Somewhat cool	22%	19%	25%	20%	19%	19%	31%	22%	35%	21%	24%	19%
Not very cool	16%	13%	19%	14%	17%	19%	13%	18%	12%	17%	15%	18%
Not at all cool	21%	25%	18%	25%	27%	22%	12%	21%	11%	22%	19%	25%
Not sure	30%	32%	27%	22%	24%	32%	40%	34%	15%	11%	31%	28%
Totals	99%	99%	100%	101%	100%	99%	100%	101%	100%	100%	100%	100%
Unweighted N	(556)	(264)	(292)	(133)	(146)	(151)	(126)	(372)	(71)	(80)	(344)	(212)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	10%	16%	8%	8%	16%	10%	10%	11%	12%	16%	4%
Somewhat cool	22%	25%	21%	21%	26%	20%	23%	19%	22%	26%	21%
Not very cool	16%	21%	17%	9%	19%	10%	14%	16%	19%	18%	15%
Not at all cool	21%	13%	21%	30%	15%	24%	25%	24%	14%	16%	27%
Not sure	30%	24%	33%	31%	24%	37%	28%	30%	33%	23%	33%
Totals	99%	99%	100%	99%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(556)	(207)	(198)	(151)	(234)	(186)	(208)	(156)	(139)	(320)	(188)

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7AG. Own View of Coolness of People — BTS

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	10%	8%	13%	15%	16%	7%	7%	9%	*	11%	10%	11%
Somewhat cool	17%	17%	16%	11%	28%	15%	13%	18%	*	17%	16%	18%
Not very cool	6%	6%	6%	12%	3%	5%	3%	4%	*	11%	4%	9%
Not at all cool	13%	14%	12%	25%	7%	15%	6%	16%	*	16%	16%	9%
Not sure	54%	55%	53%	37%	46%	59%	72%	53%	*	46%	55%	53%
Totals	100%	100%	100%	100%	100%	101%	101%	100%	*	101%	101%	100%
Unweighted N	(527)	(253)	(274)	(122)	(138)	(158)	(109)	(337)	(66)	(83)	(339)	(188)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	10%	16%	8%	8%	16%	8%	9%	9%	16%	13%	7%
Somewhat cool	17%	20%	19%	11%	26%	13%	12%	22%	21%	19%	13%
Not very cool	6%	4%	8%	4%	7%	6%	5%	4%	10%	5%	8%
Not at all cool	13%	5%	11%	24%	5%	19%	13%	17%	8%	10%	18%
Not sure	54%	55%	54%	53%	45%	54%	61%	47%	45%	53%	54%
Totals	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(527)	(178)	(203)	(146)	(203)	(180)	(195)	(152)	(122)	(298)	(184)

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7AH. Own View of Coolness of People — Olivia Rodrigo

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	10%	8%	12%	19%	11%	9%	3%	9%	13%	19%	10%	11%
Somewhat cool	23%	22%	24%	33%	25%	22%	13%	20%	25%	29%	21%	28%
Not very cool	7%	8%	7%	16%	4%	6%	5%	7%	5%	15%	7%	8%
Not at all cool	11%	10%	12%	10%	13%	9%	13%	10%	11%	7%	12%	9%
Not sure	48%	53%	44%	23%	47%	55%	66%	54%	47%	30%	50%	44%
Totals	99%	101%	99%	101%	100%	101%	100%	100%	101%	100%	100%	100%
Unweighted N	(552)	(263)	(289)	(134)	(152)	(146)	(120)	(357)	(75)	(84)	(356)	(196)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	10%	17%	8%	8%	15%	8%	11%	8%	15%	12%	8%
Somewhat cool	23%	32%	23%	15%	32%	18%	20%	25%	26%	25%	20%
Not very cool	7%	4%	6%	11%	6%	10%	5%	9%	9%	8%	8%
Not at all cool	11%	7%	10%	15%	6%	17%	13%	12%	8%	5%	17%
Not sure	48%	40%	52%	50%	42%	47%	51%	46%	41%	50%	47%
Totals	99%	100%	99%	99%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(552)	(174)	(222)	(156)	(212)	(180)	(197)	(161)	(134)	(291)	(217)

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7A1. Own View of Coolness of People — Joe Rogan

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	9%	8%	9%	10%	8%	14%	2%	9%	*	8%	10%	7%
Somewhat cool	26%	31%	20%	21%	20%	24%	36%	26%	*	34%	26%	24%
Not very cool	14%	15%	13%	12%	19%	13%	12%	16%	*	10%	13%	15%
Not at all cool	27%	26%	27%	34%	25%	27%	24%	28%	*	21%	22%	35%
Not sure	25%	19%	31%	23%	29%	22%	27%	21%	*	26%	29%	18%
Totals	101%	99%	100%	100%	101%	100%	101%	100%	*	99%	100%	99%
Unweighted N	(575)	(272)	(303)	(138)	(149)	(166)	(122)	(386)	(69)	(87)	(353)	(222)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	9%	6%	6%	14%	4%	15%	9%	9%	7%	10%	7%
Somewhat cool	26%	12%	23%	40%	15%	36%	31%	20%	25%	32%	16%
Not very cool	14%	12%	15%	14%	16%	15%	9%	17%	20%	14%	17%
Not at all cool	27%	45%	30%	9%	46%	11%	25%	31%	27%	20%	34%
Not sure	25%	26%	26%	24%	20%	23%	26%	24%	21%	24%	25%
Totals	101%	101%	100%	101%	101%	100%	100%	101%	100%	100%	99%
Unweighted N	(575)	(193)	(221)	(161)	(229)	(189)	(208)	(171)	(136)	(323)	(206)

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7AJ. Own View of Coolness of People — Kanye West

How cool do you think the following people are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	5%	5%	6%	6%	13%	1%	3%	4%	14%	7%	6%	5%
Somewhat cool	15%	18%	13%	31%	21%	9%	7%	15%	21%	9%	15%	15%
Not very cool	17%	14%	20%	24%	12%	15%	21%	16%	17%	19%	17%	18%
Not at all cool	48%	44%	51%	27%	40%	59%	53%	52%	27%	48%	45%	52%
Not sure	15%	19%	10%	11%	15%	15%	16%	13%	20%	17%	17%	10%
Totals	100%	100%	100%	99%	101%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(555)	(254)	(301)	(124)	(157)	(167)	(107)	(356)	(78)	(78)	(346)	(209)

	Party ID				2024 Vote		Family income			View of Own Coolness	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	5%	5%	5%	6%	5%	7%	4%	6%	6%	7%	3%
Somewhat cool	15%	15%	12%	19%	10%	13%	16%	18%	13%	24%	3%
Not very cool	17%	18%	18%	15%	20%	17%	14%	14%	19%	20%	17%
Not at all cool	48%	55%	46%	43%	59%	45%	54%	47%	48%	35%	67%
Not sure	15%	7%	19%	16%	6%	18%	13%	16%	14%	14%	11%
Totals	100%	100%	100%	99%	100%	100%	101%	101%	100%	100%	101%
Unweighted N	(555)	(198)	(209)	(148)	(223)	(182)	(202)	(164)	(129)	(299)	(200)

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8A. Own View of Coolness of Things — Science

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	58%	60%	55%	53%	60%	61%	54%	57%	53%	69%	57%	59%
Somewhat cool	29%	28%	30%	27%	30%	28%	31%	32%	28%	23%	31%	24%
Not very cool	6%	6%	7%	10%	4%	4%	8%	5%	13%	2%	5%	8%
Not at all cool	3%	2%	4%	4%	2%	3%	2%	3%	0%	5%	2%	4%
Not sure	4%	4%	5%	6%	4%	3%	5%	4%	7%	1%	4%	4%
Totals	100%	100%	101%	100%	100%	99%	100%	101%	101%	100%	99%	99%
Unweighted N	(564)	(260)	(304)	(145)	(146)	(162)	(111)	(371)	(79)	(82)	(358)	(206)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	58%	67%	53%	56%	64%	47%	62%	57%	53%	65%	49%
Somewhat cool	29%	20%	32%	34%	24%	39%	27%	29%	36%	25%	38%
Not very cool	6%	6%	10%	1%	4%	5%	6%	7%	4%	7%	3%
Not at all cool	3%	2%	1%	6%	2%	6%	2%	4%	2%	2%	4%
Not sure	4%	5%	5%	2%	6%	3%	3%	3%	5%	1%	6%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(564)	(195)	(221)	(148)	(227)	(188)	(186)	(175)	(140)	(316)	(196)

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8B. Own View of Coolness of Things — Outer space

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	56%	58%	55%	54%	45%	59%	67%	58%	*	53%	56%	57%
Somewhat cool	27%	27%	27%	24%	35%	27%	21%	25%	*	36%	26%	28%
Not very cool	5%	6%	4%	8%	7%	2%	4%	5%	*	3%	5%	5%
Not at all cool	4%	3%	6%	1%	4%	6%	5%	5%	*	6%	6%	2%
Not sure	7%	6%	9%	12%	10%	5%	4%	7%	*	2%	7%	8%
Totals	99%	100%	101%	99%	101%	99%	101%	100%	*	100%	100%	100%
Unweighted N	(540)	(267)	(273)	(135)	(141)	(159)	(105)	(355)	(69)	(80)	(335)	(205)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	56%	57%	60%	51%	63%	50%	54%	64%	55%	55%	63%
Somewhat cool	27%	26%	22%	34%	21%	35%	27%	26%	28%	30%	21%
Not very cool	5%	7%	5%	3%	7%	2%	3%	4%	9%	6%	4%
Not at all cool	4%	3%	4%	7%	3%	7%	8%	2%	1%	2%	7%
Not sure	7%	7%	9%	6%	5%	6%	9%	4%	7%	7%	5%
Totals	99%	100%	100%	101%	99%	100%	101%	100%	100%	100%	100%
Unweighted N	(540)	(186)	(211)	(143)	(228)	(184)	(205)	(160)	(124)	(289)	(214)

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8C. Own View of Coolness of Things — Reading books

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	49%	43%	55%	40%	53%	42%	62%	48%	51%	62%	46%	54%
Somewhat cool	32%	33%	31%	28%	30%	42%	23%	33%	23%	26%	33%	30%
Not very cool	9%	12%	5%	16%	5%	7%	8%	9%	14%	5%	9%	8%
Not at all cool	5%	6%	4%	7%	5%	5%	3%	5%	3%	5%	6%	3%
Not sure	5%	6%	5%	9%	7%	3%	4%	5%	9%	2%	6%	5%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(565)	(251)	(314)	(130)	(153)	(158)	(124)	(358)	(73)	(96)	(374)	(191)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	49%	54%	55%	37%	55%	40%	52%	46%	43%	53%	47%
Somewhat cool	32%	27%	27%	42%	29%	42%	30%	35%	35%	30%	34%
Not very cool	9%	7%	10%	8%	9%	7%	6%	11%	11%	9%	9%
Not at all cool	5%	6%	1%	9%	2%	7%	7%	5%	2%	3%	5%
Not sure	5%	6%	7%	3%	5%	4%	5%	3%	9%	4%	4%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(565)	(203)	(205)	(157)	(235)	(182)	(206)	(171)	(135)	(327)	(183)

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8D. Own View of Coolness of Things — Rock music

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	44%	44%	43%	39%	39%	51%	42%	47%	*	47%	46%	39%
Somewhat cool	36%	37%	34%	31%	42%	31%	39%	35%	*	35%	33%	40%
Not very cool	7%	5%	8%	7%	5%	8%	7%	7%	*	7%	6%	9%
Not at all cool	7%	8%	6%	12%	6%	6%	6%	6%	*	7%	7%	8%
Not sure	7%	5%	8%	11%	8%	4%	6%	4%	*	4%	8%	4%
Totals	101%	99%	99%	100%	100%	100%	100%	99%	*	100%	100%	100%
Unweighted N	(551)	(265)	(286)	(117)	(149)	(166)	(119)	(374)	(69)	(74)	(353)	(198)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	44%	45%	45%	41%	44%	40%	49%	42%	46%	49%	39%
Somewhat cool	36%	31%	35%	40%	35%	41%	29%	41%	34%	34%	38%
Not very cool	7%	6%	6%	8%	10%	11%	6%	7%	8%	4%	12%
Not at all cool	7%	7%	5%	10%	5%	6%	8%	7%	7%	8%	6%
Not sure	7%	10%	8%	2%	6%	3%	8%	3%	6%	5%	6%
Totals	101%	99%	99%	101%	100%	101%	100%	100%	101%	100%	101%
Unweighted N	(551)	(185)	(214)	(152)	(218)	(185)	(193)	(173)	(124)	(313)	(189)

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8E. Own View of Coolness of Things — Computers

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	41%	42%	39%	47%	51%	32%	36%	40%	*	44%	42%	39%
Somewhat cool	40%	37%	44%	39%	32%	46%	41%	38%	*	50%	40%	40%
Not very cool	7%	7%	8%	4%	7%	9%	9%	8%	*	1%	7%	8%
Not at all cool	7%	9%	6%	3%	7%	9%	11%	8%	*	0%	6%	9%
Not sure	4%	5%	4%	7%	3%	4%	3%	4%	*	6%	5%	4%
Totals	99%	100%	101%	100%	100%	100%	100%	98%	*	101%	100%	100%
Unweighted N	(569)	(278)	(291)	(134)	(153)	(157)	(125)	(379)	(67)	(83)	(371)	(198)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	41%	45%	40%	38%	40%	31%	45%	40%	36%	50%	30%
Somewhat cool	40%	35%	39%	46%	38%	47%	37%	43%	44%	38%	42%
Not very cool	7%	12%	6%	5%	12%	9%	7%	5%	10%	5%	11%
Not at all cool	7%	4%	9%	8%	5%	10%	7%	10%	6%	5%	13%
Not sure	4%	4%	6%	3%	5%	4%	4%	2%	5%	1%	4%
Totals	99%	100%	100%	100%	100%	101%	100%	100%	101%	99%	100%
Unweighted N	(569)	(181)	(232)	(156)	(219)	(191)	(216)	(159)	(137)	(300)	(218)

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8F. Own View of Coolness of Things — Watching movies

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	38%	35%	41%	51%	45%	37%	19%	34%	*	52%	40%	35%
Somewhat cool	44%	45%	43%	38%	41%	43%	55%	47%	*	35%	44%	43%
Not very cool	8%	9%	6%	2%	6%	11%	11%	9%	*	7%	7%	9%
Not at all cool	4%	6%	2%	2%	2%	4%	8%	4%	*	2%	4%	4%
Not sure	6%	5%	7%	7%	6%	5%	7%	7%	*	3%	5%	8%
Totals	100%	100%	99%	100%	100%	100%	100%	101%	*	99%	100%	99%
Unweighted N	(569)	(256)	(313)	(131)	(157)	(165)	(116)	(372)	(61)	(95)	(365)	(204)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	38%	44%	34%	39%	36%	31%	46%	41%	29%	47%	24%
Somewhat cool	44%	49%	38%	46%	47%	47%	40%	43%	45%	46%	44%
Not very cool	8%	4%	13%	5%	10%	9%	5%	6%	17%	4%	14%
Not at all cool	4%	0%	6%	6%	0%	7%	6%	4%	1%	1%	10%
Not sure	6%	4%	9%	4%	7%	6%	4%	5%	8%	2%	8%
Totals	100%	101%	100%	100%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(569)	(194)	(210)	(165)	(221)	(192)	(208)	(161)	(137)	(319)	(203)

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8G. Own View of Coolness of Things — Coffee

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	35%	37%	34%	23%	41%	35%	40%	35%	27%	53%	35%	35%
Somewhat cool	34%	29%	39%	42%	41%	27%	33%	34%	44%	22%	32%	38%
Not very cool	10%	13%	7%	10%	4%	14%	10%	10%	9%	8%	10%	10%
Not at all cool	13%	15%	11%	10%	8%	18%	11%	14%	9%	9%	14%	11%
Not sure	8%	6%	9%	15%	5%	7%	6%	7%	12%	8%	9%	6%
Totals	100%	100%	100%	100%	99%	101%	100%	100%	101%	100%	100%	100%
Unweighted N	(552)	(251)	(301)	(119)	(144)	(168)	(121)	(365)	(78)	(75)	(352)	(200)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	35%	42%	28%	38%	39%	39%	36%	35%	37%	45%	24%
Somewhat cool	34%	33%	33%	36%	30%	33%	32%	38%	29%	33%	38%
Not very cool	10%	10%	12%	7%	13%	7%	9%	10%	13%	8%	12%
Not at all cool	13%	8%	15%	15%	9%	15%	15%	9%	13%	9%	18%
Not sure	8%	8%	11%	4%	8%	6%	7%	8%	8%	5%	7%
Totals	100%	101%	99%	100%	99%	100%	99%	100%	100%	100%	99%
Unweighted N	(552)	(193)	(205)	(154)	(226)	(184)	(202)	(174)	(130)	(293)	(208)

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8H. Own View of Coolness of Things — Online surveys

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	34%	31%	38%	43%	46%	25%	30%	30%	*	44%	39%	26%
Somewhat cool	40%	40%	40%	29%	28%	52%	42%	43%	*	39%	42%	36%
Not very cool	12%	12%	13%	13%	10%	11%	15%	14%	*	1%	9%	18%
Not at all cool	7%	12%	3%	6%	7%	6%	10%	7%	*	6%	6%	10%
Not sure	6%	6%	6%	8%	9%	6%	2%	7%	*	9%	4%	10%
Totals	99%	101%	100%	99%	100%	100%	99%	101%	*	99%	100%	100%
Unweighted N	(575)	(287)	(288)	(119)	(162)	(171)	(123)	(373)	(69)	(84)	(366)	(209)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	34%	39%	31%	34%	33%	27%	37%	35%	25%	47%	16%
Somewhat cool	40%	34%	40%	45%	33%	47%	43%	41%	35%	39%	40%
Not very cool	12%	15%	14%	8%	20%	9%	9%	11%	19%	7%	21%
Not at all cool	7%	6%	8%	8%	8%	11%	8%	7%	9%	5%	13%
Not sure	6%	6%	7%	6%	6%	6%	3%	6%	11%	1%	9%
Totals	99%	100%	100%	101%	100%	100%	100%	100%	99%	99%	99%
Unweighted N	(575)	(195)	(213)	(167)	(222)	(199)	(212)	(169)	(142)	(323)	(204)

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8I. Own View of Coolness of Things — American football

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	31%	34%	27%	24%	30%	36%	30%	28%	*	36%	32%	28%
Somewhat cool	29%	28%	29%	27%	29%	27%	32%	30%	*	24%	25%	35%
Not very cool	13%	14%	13%	11%	13%	12%	16%	14%	*	15%	16%	8%
Not at all cool	21%	20%	22%	30%	19%	19%	18%	23%	*	19%	20%	23%
Not sure	6%	3%	9%	7%	8%	5%	5%	6%	*	7%	7%	5%
Totals	100%	99%	100%	99%	99%	99%	101%	101%	*	101%	100%	99%
Unweighted N	(558)	(274)	(284)	(136)	(144)	(151)	(127)	(377)	(64)	(80)	(351)	(207)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	31%	29%	29%	34%	29%	38%	34%	30%	27%	43%	14%
Somewhat cool	29%	40%	22%	26%	37%	25%	23%	37%	29%	26%	34%
Not very cool	13%	13%	14%	12%	12%	10%	15%	12%	11%	10%	16%
Not at all cool	21%	15%	26%	21%	18%	17%	22%	17%	26%	16%	29%
Not sure	6%	3%	8%	7%	4%	10%	6%	4%	7%	4%	7%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(558)	(201)	(211)	(146)	(228)	(172)	(193)	(167)	(134)	(306)	(207)

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8J. Own View of Coolness of Things — Sourdough bread

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	31%	26%	35%	20%	29%	35%	35%	31%	27%	32%	30%	31%
Somewhat cool	28%	27%	28%	26%	30%	26%	30%	28%	26%	31%	27%	29%
Not very cool	16%	14%	18%	20%	20%	12%	14%	14%	26%	24%	16%	16%
Not at all cool	12%	15%	8%	18%	7%	9%	14%	13%	9%	2%	12%	11%
Not sure	14%	17%	11%	15%	14%	18%	7%	15%	12%	11%	15%	12%
Totals	101%	99%	100%	99%	100%	100%	100%	101%	100%	100%	100%	99%
Unweighted N	(561)	(257)	(304)	(138)	(146)	(162)	(115)	(372)	(75)	(81)	(369)	(192)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	31%	30%	29%	33%	27%	32%	38%	27%	27%	37%	25%
Somewhat cool	28%	27%	29%	27%	34%	30%	25%	29%	28%	29%	29%
Not very cool	16%	18%	11%	21%	17%	19%	14%	22%	17%	17%	17%
Not at all cool	12%	16%	10%	9%	12%	5%	11%	13%	14%	8%	18%
Not sure	14%	9%	21%	11%	10%	15%	13%	9%	13%	9%	10%
Totals	101%	100%	100%	101%	100%	101%	101%	100%	99%	100%	99%
Unweighted N	(561)	(201)	(215)	(145)	(230)	(174)	(217)	(162)	(124)	(298)	(210)

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8K. Own View of Coolness of Things — Math

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	29%	27%	31%	23%	36%	28%	32%	25%	43%	34%	27%	34%
Somewhat cool	30%	29%	31%	32%	27%	29%	33%	33%	23%	22%	30%	30%
Not very cool	15%	18%	12%	15%	17%	16%	13%	16%	16%	14%	16%	14%
Not at all cool	19%	18%	20%	23%	15%	21%	17%	20%	14%	22%	21%	17%
Not sure	6%	7%	5%	7%	4%	6%	6%	6%	4%	8%	6%	5%
Totals	99%	99%	99%	100%	99%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(543)	(249)	(294)	(146)	(121)	(160)	(116)	(351)	(76)	(82)	(354)	(189)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	29%	30%	27%	31%	29%	27%	29%	28%	28%	35%	23%
Somewhat cool	30%	29%	33%	27%	27%	31%	27%	32%	31%	30%	30%
Not very cool	15%	13%	16%	15%	20%	19%	14%	19%	15%	14%	16%
Not at all cool	19%	23%	17%	18%	19%	15%	25%	16%	19%	17%	24%
Not sure	6%	4%	6%	8%	5%	8%	4%	5%	8%	3%	5%
Totals	99%	99%	99%	99%	100%	100%	99%	100%	101%	99%	98%
Unweighted N	(543)	(201)	(207)	(135)	(230)	(166)	(198)	(162)	(127)	(288)	(201)

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8L. Own View of Coolness of Things — Tea

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	27%	23%	32%	32%	38%	27%	13%	24%	*	39%	27%	27%
Somewhat cool	38%	38%	37%	30%	35%	37%	49%	40%	*	27%	40%	35%
Not very cool	13%	16%	10%	25%	10%	10%	11%	13%	*	22%	13%	12%
Not at all cool	13%	14%	12%	4%	4%	18%	20%	14%	*	6%	13%	14%
Not sure	9%	8%	10%	10%	12%	8%	7%	9%	*	6%	7%	12%
Totals	100%	99%	101%	101%	99%	100%	100%	100%	*	100%	100%	100%
Unweighted N	(576)	(277)	(299)	(130)	(154)	(177)	(115)	(393)	(65)	(83)	(375)	(201)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	27%	35%	21%	28%	30%	27%	30%	33%	17%	35%	17%
Somewhat cool	38%	35%	39%	39%	35%	41%	35%	41%	37%	39%	36%
Not very cool	13%	10%	12%	16%	17%	11%	13%	8%	19%	13%	16%
Not at all cool	13%	10%	18%	10%	9%	13%	15%	12%	12%	9%	21%
Not sure	9%	9%	11%	7%	8%	8%	7%	6%	14%	4%	11%
Totals	100%	99%	101%	100%	99%	100%	100%	100%	99%	100%	101%
Unweighted N	(576)	(189)	(220)	(167)	(214)	(203)	(204)	(181)	(136)	(317)	(209)

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8M. Own View of Coolness of Things — Classical music

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	26%	23%	28%	24%	30%	24%	23%	24%	25%	28%	25%	26%
Somewhat cool	37%	40%	34%	33%	35%	35%	45%	38%	31%	39%	39%	33%
Not very cool	16%	15%	17%	9%	18%	20%	13%	17%	25%	7%	14%	20%
Not at all cool	13%	13%	13%	21%	8%	14%	12%	12%	15%	19%	16%	9%
Not sure	9%	10%	8%	13%	10%	7%	7%	9%	5%	6%	7%	12%
Totals	101%	101%	100%	100%	101%	100%	100%	100%	101%	99%	101%	100%
Unweighted N	(562)	(267)	(295)	(122)	(162)	(162)	(116)	(365)	(79)	(80)	(350)	(212)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	26%	22%	31%	23%	26%	29%	25%	22%	34%	28%	23%
Somewhat cool	37%	36%	35%	39%	36%	42%	34%	37%	37%	40%	36%
Not very cool	16%	23%	11%	15%	21%	13%	18%	17%	13%	16%	17%
Not at all cool	13%	13%	8%	18%	12%	11%	15%	15%	9%	13%	14%
Not sure	9%	6%	15%	5%	5%	5%	8%	8%	8%	4%	10%
Totals	101%	100%	100%	100%	100%	100%	100%	99%	101%	101%	100%
Unweighted N	(562)	(195)	(201)	(166)	(219)	(197)	(197)	(175)	(137)	(313)	(204)

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8N. Own View of Coolness of Things — Avocados

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	25%	20%	30%	16%	32%	22%	31%	21%	22%	42%	23%	29%
Somewhat cool	26%	23%	28%	32%	31%	20%	24%	28%	29%	18%	25%	26%
Not very cool	11%	13%	9%	18%	12%	9%	8%	14%	11%	6%	10%	14%
Not at all cool	22%	25%	19%	17%	14%	30%	23%	23%	14%	24%	25%	18%
Not sure	16%	18%	13%	17%	11%	19%	14%	15%	24%	10%	17%	13%
Totals	100%	99%	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(538)	(261)	(277)	(127)	(142)	(160)	(109)	(348)	(77)	(80)	(354)	(184)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	25%	24%	29%	20%	25%	27%	25%	20%	31%	32%	14%
Somewhat cool	26%	33%	23%	23%	37%	22%	18%	37%	26%	26%	27%
Not very cool	11%	14%	10%	11%	14%	12%	12%	8%	16%	12%	11%
Not at all cool	22%	12%	23%	31%	13%	22%	28%	23%	15%	18%	35%
Not sure	16%	16%	16%	15%	11%	17%	17%	11%	12%	12%	13%
Totals	100%	99%	101%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(538)	(174)	(220)	(144)	(205)	(195)	(192)	(157)	(131)	(303)	(186)

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80. Own View of Coolness of Things — Video games

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	24%	32%	18%	43%	35%	17%	9%	22%	*	25%	27%	19%
Somewhat cool	40%	36%	44%	41%	39%	44%	34%	42%	*	38%	41%	39%
Not very cool	16%	15%	16%	5%	11%	19%	25%	16%	*	17%	14%	19%
Not at all cool	12%	11%	14%	6%	8%	12%	23%	13%	*	13%	11%	14%
Not sure	8%	7%	8%	4%	7%	9%	9%	7%	*	7%	7%	9%
Totals	100%	101%	100%	99%	100%	101%	100%	100%	*	100%	100%	100%
Unweighted N	(546)	(254)	(292)	(133)	(135)	(163)	(115)	(359)	(60)	(87)	(346)	(200)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	24%	28%	27%	16%	20%	16%	31%	20%	21%	33%	11%
Somewhat cool	40%	40%	39%	42%	39%	44%	37%	43%	40%	46%	38%
Not very cool	16%	13%	16%	17%	20%	17%	13%	16%	19%	13%	19%
Not at all cool	12%	12%	8%	19%	11%	17%	13%	14%	11%	6%	21%
Not sure	8%	6%	9%	6%	10%	7%	7%	7%	9%	3%	11%
Totals	100%	99%	99%	100%	100%	101%	101%	100%	100%	101%	100%
Unweighted N	(546)	(185)	(220)	(141)	(222)	(179)	(195)	(158)	(139)	(299)	(199)

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8P. Own View of Coolness of Things — Country music

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	22%	21%	23%	11%	24%	22%	29%	22%	*	32%	26%	15%
Somewhat cool	34%	30%	38%	37%	28%	34%	35%	35%	*	30%	30%	39%
Not very cool	16%	13%	19%	19%	15%	15%	15%	16%	*	19%	15%	17%
Not at all cool	20%	26%	14%	21%	25%	18%	16%	21%	*	5%	19%	22%
Not sure	9%	10%	8%	11%	8%	11%	5%	6%	*	14%	10%	7%
Totals	101%	100%	102%	99%	100%	100%	100%	100%	*	100%	100%	100%
Unweighted N	(540)	(259)	(281)	(114)	(157)	(154)	(115)	(365)	(60)	(77)	(335)	(205)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	22%	14%	19%	34%	12%	30%	22%	20%	27%	30%	14%
Somewhat cool	34%	34%	29%	39%	35%	39%	33%	35%	29%	32%	37%
Not very cool	16%	21%	17%	8%	19%	14%	16%	13%	19%	15%	16%
Not at all cool	20%	25%	22%	12%	27%	10%	19%	25%	16%	16%	27%
Not sure	9%	6%	13%	6%	7%	7%	10%	6%	8%	7%	6%
Totals	101%	100%	100%	99%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(540)	(181)	(213)	(146)	(210)	(193)	(179)	(162)	(139)	(282)	(205)

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8Q. Own View of Coolness of Things — Basketball

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	22%	19%	25%	36%	20%	15%	20%	16%	52%	22%	21%	23%
Somewhat cool	32%	30%	35%	31%	40%	32%	24%	32%	25%	44%	32%	32%
Not very cool	18%	23%	14%	13%	12%	21%	28%	22%	6%	11%	17%	21%
Not at all cool	19%	20%	19%	12%	13%	27%	21%	22%	10%	14%	21%	15%
Not sure	8%	9%	8%	8%	14%	4%	7%	8%	8%	9%	8%	9%
Totals	99%	101%	101%	100%	99%	99%	100%	100%	101%	100%	99%	100%
Unweighted N	(595)	(273)	(322)	(148)	(167)	(167)	(113)	(376)	(80)	(92)	(372)	(223)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	22%	33%	20%	13%	33%	18%	22%	17%	28%	29%	12%
Somewhat cool	32%	36%	27%	36%	35%	28%	29%	42%	28%	39%	26%
Not very cool	18%	11%	26%	16%	15%	21%	17%	15%	23%	15%	24%
Not at all cool	19%	16%	15%	28%	9%	27%	25%	20%	11%	13%	30%
Not sure	8%	5%	12%	7%	8%	7%	7%	6%	11%	5%	9%
Totals	99%	101%	100%	100%	100%	101%	100%	100%	101%	101%	101%
Unweighted N	(595)	(210)	(239)	(146)	(242)	(179)	(223)	(163)	(148)	(321)	(218)

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8R. Own View of Coolness of Things — Baseball

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	21%	21%	21%	10%	22%	20%	32%	18%	*	21%	21%	20%
Somewhat cool	38%	38%	39%	46%	41%	34%	34%	39%	*	46%	40%	36%
Not very cool	15%	14%	16%	14%	13%	15%	16%	15%	*	13%	13%	18%
Not at all cool	18%	19%	17%	19%	14%	24%	11%	18%	*	13%	19%	16%
Not sure	8%	9%	7%	10%	10%	6%	7%	10%	*	7%	8%	9%
Totals	100%	101%	100%	99%	100%	99%	100%	100%	*	100%	101%	99%
Unweighted N	(547)	(264)	(283)	(141)	(150)	(141)	(115)	(354)	(61)	(100)	(358)	(189)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	21%	28%	20%	17%	30%	20%	20%	24%	23%	29%	12%
Somewhat cool	38%	38%	32%	47%	36%	43%	37%	40%	36%	44%	35%
Not very cool	15%	19%	12%	14%	18%	14%	14%	13%	15%	12%	19%
Not at all cool	18%	10%	25%	16%	9%	16%	21%	17%	17%	11%	27%
Not sure	8%	5%	12%	6%	7%	6%	8%	5%	9%	5%	7%
Totals	100%	100%	101%	100%	100%	99%	100%	99%	100%	101%	100%
Unweighted N	(547)	(183)	(209)	(155)	(217)	(188)	(196)	(161)	(130)	(293)	(208)

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8S. Own View of Coolness of Things — Word games

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	20%	20%	21%	23%	14%	22%	22%	15%	32%	41%	22%	16%
Somewhat cool	44%	37%	52%	39%	46%	49%	41%	47%	52%	36%	43%	47%
Not very cool	15%	17%	13%	16%	15%	12%	19%	19%	5%	8%	16%	15%
Not at all cool	10%	15%	6%	10%	15%	10%	7%	10%	6%	11%	9%	13%
Not sure	10%	11%	8%	12%	10%	7%	11%	10%	6%	4%	10%	10%
Totals	99%	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%	101%
Unweighted N	(572)	(271)	(301)	(149)	(141)	(163)	(119)	(365)	(75)	(89)	(374)	(198)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	20%	16%	20%	24%	18%	18%	26%	16%	15%	26%	13%
Somewhat cool	44%	52%	42%	40%	48%	49%	44%	39%	55%	48%	41%
Not very cool	15%	19%	16%	12%	21%	13%	13%	20%	12%	12%	22%
Not at all cool	10%	8%	7%	17%	7%	13%	9%	15%	8%	9%	14%
Not sure	10%	6%	15%	7%	6%	7%	9%	10%	10%	5%	11%
Totals	99%	101%	100%	100%	100%	100%	101%	100%	100%	100%	101%
Unweighted N	(572)	(197)	(220)	(155)	(226)	(184)	(224)	(162)	(134)	(312)	(208)

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8T. Own View of Coolness of Things — Heavy metal music

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	19%	26%	13%	21%	27%	21%	6%	20%	*	28%	21%	16%
Somewhat cool	28%	27%	28%	25%	34%	28%	24%	25%	*	33%	29%	25%
Not very cool	17%	13%	22%	15%	17%	19%	18%	19%	*	13%	12%	26%
Not at all cool	24%	22%	27%	16%	13%	24%	45%	25%	*	19%	25%	22%
Not sure	11%	12%	11%	22%	10%	8%	8%	11%	*	6%	12%	11%
Totals	99%	100%	101%	99%	101%	100%	101%	100%	*	99%	99%	100%
Unweighted N	(570)	(268)	(302)	(145)	(153)	(161)	(111)	(384)	(67)	(83)	(363)	(207)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	19%	19%	22%	16%	16%	17%	22%	20%	19%	23%	13%
Somewhat cool	28%	31%	25%	28%	35%	27%	28%	31%	24%	32%	22%
Not very cool	17%	24%	16%	13%	24%	17%	11%	22%	25%	18%	18%
Not at all cool	24%	13%	22%	37%	17%	33%	29%	19%	21%	18%	37%
Not sure	11%	13%	15%	5%	8%	6%	10%	7%	11%	9%	10%
Totals	99%	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(570)	(204)	(211)	(155)	(230)	(176)	(199)	(171)	(130)	(326)	(199)

8U. Own View of Coolness of Things — Rap music

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	18%	19%	18%	38%	28%	8%	4%	11%	*	28%	19%	17%
Somewhat cool	29%	28%	30%	33%	32%	30%	18%	31%	*	34%	31%	24%
Not very cool	16%	16%	17%	9%	13%	19%	23%	17%	*	15%	14%	21%
Not at all cool	29%	29%	28%	8%	18%	35%	50%	34%	*	15%	26%	33%
Not sure	8%	8%	8%	13%	9%	7%	5%	6%	*	7%	10%	5%
Totals	100%	100%	101%	101%	100%	99%	100%	99%	*	99%	100%	100%
Unweighted N	(553)	(277)	(276)	(136)	(145)	(172)	(100)	(369)	(67)	(76)	(346)	(207)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	18%	24%	20%	11%	27%	9%	19%	15%	21%	25%	8%
Somewhat cool	29%	34%	32%	21%	31%	27%	28%	29%	32%	36%	21%
Not very cool	16%	14%	20%	14%	19%	16%	15%	16%	18%	16%	20%
Not at all cool	29%	20%	17%	49%	16%	44%	27%	37%	21%	18%	47%
Not sure	8%	9%	11%	4%	7%	4%	12%	2%	9%	5%	5%
Totals	100%	101%	100%	99%	100%	100%	101%	99%	101%	100%	101%
Unweighted N	(553)	(184)	(208)	(161)	(211)	(191)	(211)	(166)	(128)	(302)	(198)

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8V. Own View of Coolness of Things — Artificial intelligence

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	17%	18%	16%	18%	20%	16%	16%	15%	28%	24%	19%	13%
Somewhat cool	27%	26%	28%	26%	24%	28%	30%	30%	24%	19%	25%	31%
Not very cool	14%	12%	17%	15%	15%	14%	13%	16%	16%	9%	14%	16%
Not at all cool	30%	30%	30%	30%	31%	33%	24%	31%	22%	35%	29%	31%
Not sure	12%	14%	9%	11%	10%	10%	17%	9%	10%	14%	13%	9%
Totals	100%	100%	100%	100%	100%	101%	100%	101%	100%	101%	100%	100%
Unweighted N	(537)	(271)	(266)	(128)	(142)	(160)	(107)	(350)	(75)	(75)	(346)	(191)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	17%	19%	15%	19%	20%	20%	18%	17%	19%	23%	8%
Somewhat cool	27%	28%	24%	30%	27%	27%	24%	29%	31%	26%	32%
Not very cool	14%	15%	14%	14%	16%	17%	10%	22%	11%	14%	17%
Not at all cool	30%	29%	32%	28%	28%	29%	39%	22%	28%	27%	33%
Not sure	12%	9%	15%	9%	8%	7%	9%	9%	11%	9%	10%
Totals	100%	100%	100%	100%	99%	100%	100%	99%	100%	99%	100%
Unweighted N	(537)	(175)	(215)	(147)	(207)	(189)	(193)	(162)	(125)	(301)	(185)

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8W. Own View of Coolness of Things — Auto racing

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	17%	17%	17%	22%	22%	12%	15%	16%	*	18%	17%	17%
Somewhat cool	34%	35%	32%	27%	35%	34%	35%	35%	*	36%	32%	36%
Not very cool	18%	21%	14%	21%	13%	19%	17%	15%	*	24%	20%	13%
Not at all cool	20%	18%	22%	15%	15%	24%	24%	23%	*	12%	19%	23%
Not sure	12%	8%	14%	15%	14%	11%	8%	11%	*	10%	12%	11%
Totals	101%	99%	99%	100%	99%	100%	99%	100%	*	100%	100%	100%
Unweighted N	(526)	(230)	(296)	(120)	(130)	(159)	(117)	(360)	(49)	(85)	(329)	(197)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	17%	17%	14%	20%	17%	19%	16%	17%	17%	22%	12%
Somewhat cool	34%	28%	30%	42%	29%	46%	32%	41%	33%	35%	31%
Not very cool	18%	18%	21%	13%	22%	12%	23%	16%	13%	19%	15%
Not at all cool	20%	27%	19%	17%	25%	14%	16%	19%	26%	16%	26%
Not sure	12%	10%	16%	8%	8%	9%	12%	7%	12%	8%	16%
Totals	101%	100%	100%	100%	101%	100%	99%	100%	101%	100%	100%
Unweighted N	(526)	(157)	(214)	(155)	(196)	(191)	(182)	(161)	(126)	(283)	(201)

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8X. Own View of Coolness of Things — Wine

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	17%	18%	15%	26%	21%	10%	14%	16%	*	16%	17%	17%
Somewhat cool	37%	30%	43%	25%	31%	39%	51%	38%	*	31%	37%	37%
Not very cool	14%	14%	14%	7%	18%	19%	11%	15%	*	15%	12%	19%
Not at all cool	23%	27%	19%	24%	24%	25%	18%	21%	*	31%	25%	21%
Not sure	9%	10%	8%	17%	6%	7%	6%	10%	*	7%	10%	7%
Totals	100%	99%	99%	99%	100%	100%	100%	100%	*	100%	101%	101%
Unweighted N	(583)	(281)	(302)	(139)	(153)	(172)	(119)	(395)	(66)	(81)	(376)	(207)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	17%	26%	11%	16%	21%	18%	14%	13%	23%	23%	8%
Somewhat cool	37%	35%	37%	38%	35%	42%	31%	41%	42%	36%	40%
Not very cool	14%	11%	18%	13%	20%	13%	12%	16%	17%	13%	18%
Not at all cool	23%	14%	27%	26%	12%	24%	36%	22%	11%	22%	26%
Not sure	9%	14%	7%	7%	11%	4%	8%	8%	7%	7%	8%
Totals	100%	100%	100%	100%	99%	101%	101%	100%	100%	101%	100%
Unweighted N	(583)	(191)	(222)	(170)	(230)	(204)	(198)	(171)	(153)	(328)	(207)

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8Y. Own View of Coolness of Things — Beer

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	16%	19%	12%	20%	20%	11%	12%	14%	15%	27%	17%	14%
Somewhat cool	29%	31%	27%	24%	32%	28%	33%	30%	34%	32%	31%	25%
Not very cool	16%	12%	19%	15%	11%	16%	21%	16%	19%	3%	15%	16%
Not at all cool	32%	30%	35%	30%	26%	41%	30%	34%	27%	26%	30%	38%
Not sure	7%	8%	6%	10%	11%	4%	4%	6%	5%	11%	7%	8%
Totals	100%	100%	99%	99%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(585)	(277)	(308)	(146)	(159)	(165)	(115)	(388)	(71)	(87)	(379)	(206)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	16%	17%	12%	20%	20%	18%	12%	13%	29%	22%	7%
Somewhat cool	29%	34%	25%	31%	31%	30%	28%	34%	27%	32%	24%
Not very cool	16%	19%	19%	8%	20%	13%	15%	18%	15%	13%	22%
Not at all cool	32%	24%	35%	36%	22%	33%	38%	30%	23%	28%	41%
Not sure	7%	5%	10%	5%	6%	6%	7%	5%	6%	5%	6%
Totals	100%	99%	101%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(585)	(177)	(236)	(172)	(227)	(201)	(225)	(174)	(127)	(332)	(199)

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8Z. Own View of Coolness of Things — Guns

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	16%	21%	11%	9%	12%	15%	26%	16%	*	12%	19%	9%
Somewhat cool	17%	20%	14%	20%	13%	20%	14%	19%	*	9%	17%	16%
Not very cool	18%	16%	19%	27%	22%	11%	13%	15%	*	21%	14%	25%
Not at all cool	42%	35%	48%	33%	43%	47%	43%	41%	*	45%	43%	39%
Not sure	8%	8%	8%	11%	10%	7%	4%	8%	*	13%	7%	10%
Totals	101%	100%	100%	100%	100%	100%	100%	99%	*	100%	100%	99%
Unweighted N	(527)	(234)	(293)	(132)	(128)	(155)	(112)	(345)	(67)	(81)	(346)	(181)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	16%	6%	16%	27%	7%	28%	18%	13%	15%	21%	8%
Somewhat cool	17%	12%	14%	26%	14%	27%	12%	27%	19%	17%	18%
Not very cool	18%	22%	19%	9%	22%	10%	18%	15%	16%	18%	15%
Not at all cool	42%	55%	41%	27%	52%	26%	45%	37%	44%	40%	51%
Not sure	8%	5%	9%	10%	5%	9%	6%	9%	6%	4%	8%
Totals	101%	100%	99%	99%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(527)	(181)	(218)	(128)	(214)	(166)	(190)	(142)	(131)	(291)	(184)

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8AA. Own View of Coolness of Things — Soccer

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	15%	15%	16%	25%	20%	10%	10%	13%	28%	22%	14%	19%
Somewhat cool	36%	34%	39%	34%	38%	40%	32%	39%	24%	39%	34%	42%
Not very cool	16%	17%	14%	16%	13%	10%	27%	19%	9%	12%	15%	17%
Not at all cool	24%	28%	21%	15%	22%	33%	23%	22%	23%	23%	29%	16%
Not sure	8%	6%	10%	10%	8%	7%	7%	8%	16%	4%	9%	6%
Totals	99%	100%	100%	100%	101%	100%	99%	101%	100%	100%	101%	100%
Unweighted N	(597)	(289)	(308)	(152)	(161)	(173)	(111)	(393)	(78)	(88)	(386)	(211)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	15%	20%	17%	9%	24%	12%	12%	13%	23%	18%	11%
Somewhat cool	36%	45%	29%	38%	47%	33%	34%	42%	37%	37%	36%
Not very cool	16%	13%	18%	15%	13%	15%	19%	10%	18%	17%	15%
Not at all cool	24%	13%	29%	30%	9%	32%	28%	27%	16%	21%	30%
Not sure	8%	9%	7%	8%	8%	7%	7%	8%	5%	6%	8%
Totals	99%	100%	100%	100%	101%	99%	100%	100%	99%	99%	100%
Unweighted N	(597)	(212)	(224)	(161)	(235)	(192)	(208)	(183)	(153)	(336)	(211)

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8AB. Own View of Coolness of Things — Watching short-form video

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	15%	17%	12%	22%	18%	12%	9%	14%	*	15%	17%	12%
Somewhat cool	35%	33%	37%	30%	43%	36%	30%	32%	*	49%	32%	40%
Not very cool	16%	14%	18%	24%	9%	11%	24%	16%	*	7%	17%	14%
Not at all cool	18%	19%	16%	16%	13%	22%	18%	21%	*	5%	20%	14%
Not sure	16%	16%	16%	8%	17%	18%	19%	16%	*	23%	14%	20%
Totals	100%	99%	99%	100%	100%	99%	100%	99%	*	99%	100%	100%
Unweighted N	(571)	(271)	(300)	(139)	(151)	(167)	(114)	(373)	(60)	(93)	(356)	(215)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	15%	15%	12%	18%	14%	15%	15%	17%	13%	22%	6%
Somewhat cool	35%	36%	36%	32%	37%	39%	38%	34%	34%	40%	30%
Not very cool	16%	20%	19%	9%	22%	10%	16%	16%	15%	17%	16%
Not at all cool	18%	11%	14%	28%	10%	22%	17%	19%	15%	11%	29%
Not sure	16%	18%	18%	12%	17%	14%	14%	15%	23%	9%	19%
Totals	100%	100%	99%	99%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(571)	(189)	(237)	(145)	(229)	(189)	(208)	(171)	(125)	(295)	(219)

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8AC. Own View of Coolness of Things — Whisky

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	15%	17%	12%	22%	18%	10%	11%	13%	17%	20%	17%	11%
Somewhat cool	32%	38%	28%	35%	36%	33%	24%	34%	18%	30%	31%	35%
Not very cool	14%	13%	15%	13%	6%	16%	21%	16%	16%	12%	10%	22%
Not at all cool	30%	25%	35%	19%	27%	34%	38%	31%	34%	25%	33%	26%
Not sure	9%	7%	10%	10%	13%	6%	6%	6%	15%	13%	10%	6%
Totals	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(548)	(257)	(291)	(130)	(148)	(162)	(108)	(337)	(81)	(86)	(343)	(205)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	15%	15%	12%	16%	16%	17%	14%	17%	14%	19%	8%
Somewhat cool	32%	30%	34%	33%	31%	34%	31%	30%	36%	38%	20%
Not very cool	14%	22%	10%	12%	19%	8%	13%	11%	22%	12%	20%
Not at all cool	30%	26%	33%	32%	25%	32%	31%	36%	21%	23%	44%
Not sure	9%	7%	11%	8%	8%	9%	9%	6%	7%	8%	8%
Totals	100%	100%	100%	101%	99%	100%	98%	100%	100%	100%	100%
Unweighted N	(548)	(200)	(200)	(148)	(221)	(179)	(202)	(157)	(138)	(314)	(188)

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8AD. Own View of Coolness of Things — Golf

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	13%	18%	9%	25%	11%	6%	17%	12%	*	23%	17%	8%
Somewhat cool	28%	28%	27%	25%	31%	26%	31%	31%	*	21%	24%	34%
Not very cool	19%	20%	18%	17%	25%	14%	22%	18%	*	16%	17%	22%
Not at all cool	30%	23%	36%	21%	25%	44%	21%	31%	*	32%	32%	27%
Not sure	10%	11%	10%	13%	9%	10%	9%	8%	*	8%	11%	10%
Totals	100%	100%	100%	101%	101%	100%	100%	100%	*	100%	101%	101%
Unweighted N	(518)	(230)	(288)	(117)	(141)	(150)	(110)	(348)	(63)	(72)	(310)	(208)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	13%	17%	10%	13%	17%	10%	15%	11%	17%	20%	4%
Somewhat cool	28%	18%	27%	37%	23%	34%	23%	29%	30%	34%	22%
Not very cool	19%	22%	20%	14%	21%	20%	16%	19%	20%	17%	23%
Not at all cool	30%	29%	30%	30%	30%	27%	39%	33%	19%	22%	42%
Not sure	10%	13%	13%	6%	9%	9%	7%	8%	14%	8%	9%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(518)	(183)	(183)	(152)	(211)	(174)	(168)	(162)	(138)	(280)	(192)

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8AE. Own View of Coolness of Things — Selfies

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	13%	13%	13%	21%	15%	9%	10%	10%	28%	23%	14%	12%
Somewhat cool	26%	19%	33%	21%	38%	25%	19%	25%	31%	30%	25%	28%
Not very cool	25%	28%	22%	26%	22%	25%	28%	28%	27%	13%	28%	20%
Not at all cool	25%	27%	23%	15%	14%	32%	37%	29%	2%	26%	21%	31%
Not sure	11%	13%	9%	17%	12%	10%	6%	9%	12%	8%	12%	9%
Totals	100%	100%	100%	100%	101%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(580)	(278)	(302)	(137)	(155)	(176)	(112)	(394)	(71)	(81)	(353)	(227)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	13%	15%	12%	13%	15%	8%	13%	14%	12%	20%	4%
Somewhat cool	26%	30%	22%	29%	27%	32%	25%	32%	21%	33%	17%
Not very cool	25%	32%	26%	17%	32%	21%	24%	29%	23%	24%	30%
Not at all cool	25%	18%	23%	35%	19%	31%	26%	20%	29%	16%	41%
Not sure	11%	6%	18%	6%	8%	8%	12%	5%	14%	8%	9%
Totals	100%	101%	101%	100%	101%	100%	100%	100%	99%	101%	101%
Unweighted N	(580)	(199)	(225)	(156)	(243)	(184)	(206)	(174)	(146)	(313)	(218)

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8AF. Own View of Coolness of Things — Marijuana

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	13%	13%	12%	16%	15%	12%	8%	12%	19%	15%	13%	12%
Somewhat cool	23%	20%	26%	21%	28%	25%	16%	20%	32%	23%	25%	18%
Not very cool	20%	20%	19%	28%	11%	19%	20%	22%	15%	18%	19%	21%
Not at all cool	35%	32%	37%	22%	28%	37%	51%	36%	27%	31%	31%	42%
Not sure	10%	14%	6%	13%	18%	7%	4%	10%	7%	12%	11%	8%
Totals	101%	99%	100%	100%	100%	100%	99%	100%	100%	99%	99%	101%
Unweighted N	(561)	(281)	(280)	(140)	(159)	(155)	(107)	(372)	(72)	(82)	(362)	(199)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	13%	14%	13%	11%	17%	10%	16%	8%	15%	15%	9%
Somewhat cool	23%	36%	19%	15%	31%	17%	21%	27%	22%	28%	17%
Not very cool	20%	16%	21%	22%	17%	18%	20%	17%	21%	22%	17%
Not at all cool	35%	28%	31%	45%	29%	45%	33%	40%	32%	27%	49%
Not sure	10%	6%	17%	7%	7%	9%	10%	8%	10%	8%	7%
Totals	101%	100%	101%	100%	101%	99%	100%	100%	100%	100%	99%
Unweighted N	(561)	(202)	(205)	(154)	(222)	(188)	(204)	(153)	(146)	(301)	(208)

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8AG. Own View of Coolness of Things — Poker

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender		Age				Race			Education		
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	11%	12%	11%	13%	12%	9%	13%	10%	19%	16%	14%	7%
Somewhat cool	32%	35%	30%	33%	33%	36%	27%	33%	30%	29%	35%	28%
Not very cool	21%	21%	22%	24%	25%	17%	21%	22%	17%	21%	18%	28%
Not at all cool	21%	19%	23%	16%	16%	23%	27%	23%	17%	16%	20%	23%
Not sure	14%	13%	15%	14%	14%	16%	12%	12%	17%	17%	14%	13%
Totals	99%	100%	101%	100%	100%	101%	100%	100%	100%	99%	101%	99%
Unweighted N	(576)	(276)	(300)	(134)	(152)	(160)	(130)	(366)	(79)	(91)	(368)	(208)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	11%	11%	10%	13%	10%	14%	12%	11%	11%	16%	6%
Somewhat cool	32%	31%	30%	37%	33%	34%	32%	32%	34%	40%	24%
Not very cool	21%	26%	22%	16%	27%	19%	20%	23%	24%	19%	27%
Not at all cool	21%	21%	19%	25%	17%	23%	18%	24%	20%	16%	29%
Not sure	14%	12%	19%	9%	13%	10%	17%	9%	10%	9%	13%
Totals	99%	101%	100%	100%	100%	100%	99%	99%	99%	100%	99%
Unweighted N	(576)	(180)	(242)	(154)	(224)	(194)	(206)	(172)	(136)	(314)	(209)

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8AH. Own View of Coolness of Things — Pickleball

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	10%	8%	12%	14%	9%	6%	13%	9%	*	17%	12%	7%
Somewhat cool	32%	28%	35%	30%	38%	24%	37%	32%	*	34%	32%	32%
Not very cool	17%	18%	15%	18%	13%	21%	12%	18%	*	11%	14%	21%
Not at all cool	25%	27%	23%	19%	22%	30%	27%	25%	*	25%	23%	29%
Not sure	17%	19%	14%	20%	18%	18%	11%	17%	*	13%	20%	12%
Totals	101%	100%	99%	101%	100%	99%	100%	101%	*	100%	101%	101%
Unweighted N	(540)	(253)	(287)	(133)	(146)	(150)	(111)	(354)	(64)	(80)	(339)	(201)

	Party ID				2024 Vote		Family income			View of Own Coolness	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	10%	15%	8%	8%	12%	8%	12%	7%	11%	12%	7%
Somewhat cool	32%	29%	24%	44%	32%	36%	27%	40%	28%	37%	24%
Not very cool	17%	21%	13%	18%	19%	20%	12%	18%	24%	16%	20%
Not at all cool	25%	22%	31%	21%	19%	26%	29%	23%	19%	20%	34%
Not sure	17%	14%	25%	9%	18%	10%	19%	12%	17%	16%	14%
Totals	101%	101%	101%	100%	100%	100%	99%	100%	99%	101%	99%
Unweighted N	(540)	(183)	(202)	(155)	(216)	(185)	(197)	(167)	(130)	(310)	(192)

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8AI. Own View of Coolness of Things — Cryptocurrency

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	8%	8%	9%	19%	6%	3%	7%	6%	21%	14%	9%	8%
Somewhat cool	15%	20%	11%	12%	20%	19%	9%	14%	18%	20%	15%	16%
Not very cool	20%	19%	20%	18%	21%	21%	18%	20%	14%	15%	18%	22%
Not at all cool	44%	43%	45%	32%	38%	49%	55%	49%	26%	33%	42%	46%
Not sure	13%	11%	15%	19%	15%	9%	10%	11%	21%	19%	16%	8%
Totals	100%	101%	100%	100%	100%	101%	99%	100%	100%	101%	100%	100%
Unweighted N	(561)	(265)	(296)	(157)	(145)	(155)	(104)	(367)	(70)	(86)	(348)	(213)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	8%	15%	5%	6%	12%	7%	9%	7%	10%	11%	4%
Somewhat cool	15%	13%	12%	22%	13%	22%	16%	14%	15%	20%	8%
Not very cool	20%	18%	23%	16%	19%	21%	14%	23%	22%	21%	19%
Not at all cool	44%	48%	44%	39%	48%	41%	46%	44%	42%	36%	56%
Not sure	13%	6%	16%	16%	8%	9%	15%	12%	11%	12%	13%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(561)	(192)	(218)	(151)	(226)	(186)	(202)	(158)	(154)	(319)	(194)

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8AJ. Own View of Coolness of Things — Sports betting

How cool do you think the following things are?

A randomly selected half of respondents were asked about their own view of the coolness of people and things, and not asked what a typical American would say about the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	7%	10%	4%	7%	10%	4%	9%	5%	*	15%	8%	5%
Somewhat cool	18%	18%	17%	18%	21%	22%	7%	20%	*	6%	20%	14%
Not very cool	21%	19%	22%	21%	25%	15%	27%	18%	*	30%	25%	15%
Not at all cool	45%	46%	45%	39%	30%	52%	54%	49%	*	38%	38%	58%
Not sure	9%	7%	11%	14%	13%	7%	3%	8%	*	11%	10%	7%
Totals	100%	100%	99%	99%	99%	100%	100%	100%	*	100%	101%	99%
Unweighted N	(540)	(245)	(295)	(123)	(135)	(173)	(109)	(358)	(68)	(79)	(340)	(200)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	7%	4%	8%	7%	6%	8%	7%	3%	11%	11%	2%
Somewhat cool	18%	14%	15%	25%	13%	21%	19%	22%	12%	24%	8%
Not very cool	21%	23%	24%	15%	23%	17%	19%	22%	21%	22%	20%
Not at all cool	45%	49%	43%	46%	53%	46%	45%	46%	49%	35%	63%
Not sure	9%	9%	10%	7%	5%	8%	9%	7%	8%	8%	7%
Totals	100%	99%	100%	100%	100%	100%	99%	100%	101%	100%	100%
Unweighted N	(540)	(178)	(217)	(145)	(206)	(178)	(199)	(159)	(127)	(299)	(192)

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9A. Americans' View of Coolness of People — Samuel L. Jackson

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	46%	48%	44%	36%	48%	57%	36%	42%	*	40%	44%	49%
Somewhat cool	26%	28%	25%	29%	29%	19%	33%	28%	*	26%	27%	25%
Not very cool	7%	5%	9%	9%	7%	4%	9%	7%	*	10%	6%	9%
Not at all cool	5%	5%	4%	2%	4%	6%	6%	5%	*	7%	4%	7%
Not sure	16%	13%	19%	23%	12%	14%	16%	18%	*	17%	19%	11%
Totals	100%	99%	101%	99%	100%	100%	100%	100%	*	100%	100%	101%
Unweighted N	(534)	(261)	(273)	(125)	(144)	(154)	(111)	(362)	(67)	(73)	(348)	(186)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	46%	55%	48%	35%	59%	35%	46%	47%	50%	51%	45%
Somewhat cool	26%	25%	27%	28%	22%	26%	27%	24%	27%	32%	23%
Not very cool	7%	5%	4%	14%	7%	13%	5%	13%	7%	5%	10%
Not at all cool	5%	2%	2%	11%	2%	9%	4%	2%	9%	3%	8%
Not sure	16%	14%	20%	12%	10%	17%	18%	15%	6%	9%	13%
Totals	100%	101%	101%	100%	100%	100%	100%	101%	99%	100%	99%
Unweighted N	(534)	(170)	(222)	(142)	(225)	(176)	(196)	(156)	(119)	(286)	(195)

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9B. Americans' View of Coolness of People — Michael Jordan

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	44%	41%	47%	52%	43%	40%	43%	42%	61%	44%	45%	44%
Somewhat cool	32%	36%	29%	24%	37%	33%	34%	33%	22%	40%	32%	33%
Not very cool	6%	6%	7%	4%	10%	4%	8%	6%	7%	6%	5%	8%
Not at all cool	5%	7%	3%	4%	1%	10%	5%	6%	4%	3%	5%	7%
Not sure	12%	9%	14%	16%	9%	12%	10%	12%	6%	8%	14%	8%
Totals	99%	99%	100%	100%	100%	99%	100%	99%	100%	101%	101%	100%
Unweighted N	(557)	(250)	(307)	(141)	(142)	(168)	(106)	(369)	(70)	(83)	(362)	(195)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	44%	49%	43%	40%	48%	37%	47%	38%	49%	49%	43%
Somewhat cool	32%	29%	34%	33%	34%	37%	32%	40%	23%	31%	36%
Not very cool	6%	7%	4%	9%	6%	10%	5%	8%	10%	8%	5%
Not at all cool	5%	6%	4%	6%	3%	6%	4%	2%	9%	4%	7%
Not sure	12%	8%	16%	11%	8%	9%	12%	12%	9%	8%	9%
Totals	99%	99%	101%	99%	99%	99%	100%	100%	100%	100%	100%
Unweighted N	(557)	(206)	(198)	(153)	(231)	(178)	(225)	(143)	(131)	(298)	(207)

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9C. Americans' View of Coolness of People — The Beatles

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	40%	43%	38%	33%	28%	42%	56%	41%	40%	37%	39%	41%
Somewhat cool	33%	30%	35%	35%	32%	33%	32%	34%	34%	28%	32%	36%
Not very cool	9%	10%	8%	11%	14%	7%	2%	9%	6%	8%	7%	12%
Not at all cool	6%	5%	6%	4%	7%	7%	4%	7%	4%	5%	6%	5%
Not sure	12%	11%	13%	17%	18%	11%	5%	10%	16%	22%	16%	6%
Totals	100%	99%	100%	100%	99%	100%	99%	101%	100%	100%	100%	100%
Unweighted N	(544)	(240)	(304)	(129)	(151)	(145)	(119)	(362)	(77)	(77)	(343)	(201)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	40%	43%	42%	35%	49%	36%	42%	43%	38%	48%	33%
Somewhat cool	33%	34%	30%	35%	33%	37%	29%	36%	32%	30%	37%
Not very cool	9%	8%	8%	11%	7%	10%	6%	11%	10%	8%	11%
Not at all cool	6%	4%	3%	11%	4%	8%	7%	3%	9%	4%	10%
Not sure	12%	10%	17%	8%	7%	8%	16%	8%	10%	11%	8%
Totals	100%	99%	100%	100%	100%	99%	100%	101%	99%	101%	99%
Unweighted N	(544)	(186)	(214)	(144)	(235)	(177)	(197)	(165)	(126)	(292)	(201)

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9D. Americans' View of Coolness of People — Clint Eastwood

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	40%	45%	36%	23%	39%	48%	46%	43%	*	34%	42%	37%
Somewhat cool	24%	25%	23%	19%	26%	25%	25%	25%	*	30%	23%	24%
Not very cool	8%	5%	11%	6%	15%	4%	10%	7%	*	16%	7%	10%
Not at all cool	9%	10%	8%	3%	5%	13%	14%	9%	*	2%	4%	17%
Not sure	19%	16%	23%	49%	15%	10%	6%	16%	*	19%	24%	12%
Totals	100%	101%	101%	100%	100%	100%	101%	100%	*	101%	100%	100%
Unweighted N	(522)	(239)	(283)	(133)	(135)	(157)	(97)	(337)	(69)	(75)	(334)	(188)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	40%	28%	39%	53%	37%	52%	39%	48%	26%	44%	40%
Somewhat cool	24%	19%	27%	23%	27%	26%	25%	25%	24%	25%	20%
Not very cool	8%	13%	5%	8%	11%	9%	8%	9%	6%	7%	12%
Not at all cool	9%	15%	6%	7%	15%	7%	7%	5%	20%	6%	14%
Not sure	19%	24%	23%	9%	10%	6%	20%	14%	23%	19%	13%
Totals	100%	99%	100%	100%	100%	100%	99%	101%	99%	101%	99%
Unweighted N	(522)	(174)	(212)	(136)	(213)	(162)	(196)	(142)	(122)	(287)	(188)

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9E. Americans' View of Coolness of People — Barack Obama

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	33%	27%	39%	31%	36%	33%	32%	26%	*	35%	31%	38%
Somewhat cool	25%	30%	21%	36%	24%	22%	23%	27%	*	29%	21%	33%
Not very cool	10%	12%	9%	7%	13%	11%	10%	13%	*	8%	11%	9%
Not at all cool	23%	27%	20%	9%	19%	30%	30%	28%	*	20%	28%	15%
Not sure	8%	5%	11%	17%	9%	5%	5%	7%	*	9%	9%	5%
Totals	99%	101%	100%	100%	101%	101%	100%	101%	*	101%	100%	100%
Unweighted N	(519)	(237)	(282)	(129)	(138)	(138)	(114)	(339)	(64)	(85)	(346)	(173)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	33%	67%	26%	10%	65%	6%	37%	29%	34%	42%	24%
Somewhat cool	25%	21%	34%	19%	28%	26%	18%	30%	30%	25%	26%
Not very cool	10%	1%	13%	17%	3%	17%	14%	12%	6%	11%	11%
Not at all cool	23%	6%	16%	48%	2%	44%	24%	21%	22%	19%	31%
Not sure	8%	5%	12%	6%	2%	7%	7%	8%	8%	3%	8%
Totals	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(519)	(178)	(188)	(153)	(203)	(177)	(188)	(158)	(113)	(291)	(184)

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9F. Americans' View of Coolness of People — Willie Nelson

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	32%	38%	27%	20%	22%	48%	32%	32%	39%	34%	33%	31%
Somewhat cool	30%	30%	29%	24%	31%	29%	36%	32%	26%	28%	25%	39%
Not very cool	10%	11%	10%	8%	14%	6%	14%	12%	7%	7%	10%	10%
Not at all cool	7%	3%	11%	6%	7%	7%	10%	8%	6%	11%	8%	7%
Not sure	20%	18%	23%	42%	27%	10%	8%	16%	23%	20%	24%	14%
Totals	99%	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(554)	(265)	(289)	(135)	(143)	(158)	(118)	(363)	(81)	(81)	(357)	(197)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	32%	31%	33%	33%	40%	29%	37%	23%	37%	38%	27%
Somewhat cool	30%	27%	26%	37%	33%	42%	25%	39%	27%	28%	33%
Not very cool	10%	14%	6%	10%	9%	11%	10%	15%	7%	11%	10%
Not at all cool	7%	9%	5%	8%	5%	7%	11%	6%	5%	3%	15%
Not sure	20%	18%	29%	11%	13%	11%	17%	16%	24%	21%	16%
Totals	99%	99%	99%	99%	100%	100%	100%	99%	100%	101%	101%
Unweighted N	(554)	(204)	(207)	(143)	(240)	(178)	(204)	(149)	(134)	(294)	(210)

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9G. Americans' View of Coolness of People — Dwayne Johnson

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	30%	28%	31%	31%	34%	29%	24%	27%	38%	40%	31%	28%
Somewhat cool	37%	37%	38%	34%	34%	36%	47%	38%	40%	40%	36%	40%
Not very cool	12%	12%	12%	18%	12%	11%	9%	13%	5%	9%	11%	15%
Not at all cool	5%	7%	4%	3%	7%	6%	4%	5%	7%	5%	6%	3%
Not sure	15%	16%	15%	15%	14%	17%	16%	16%	11%	5%	15%	15%
Totals	99%	100%	100%	101%	101%	99%	100%	99%	101%	99%	99%	101%
Unweighted N	(556)	(259)	(297)	(122)	(174)	(149)	(111)	(367)	(75)	(77)	(360)	(196)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	30%	29%	31%	29%	34%	27%	30%	34%	29%	35%	26%
Somewhat cool	37%	39%	40%	33%	37%	36%	37%	36%	41%	40%	38%
Not very cool	12%	14%	10%	14%	13%	13%	9%	15%	13%	11%	15%
Not at all cool	5%	3%	6%	7%	4%	7%	5%	4%	3%	2%	9%
Not sure	15%	16%	14%	17%	11%	17%	19%	11%	15%	11%	12%
Totals	99%	101%	101%	100%	99%	100%	100%	100%	101%	99%	100%
Unweighted N	(556)	(188)	(216)	(152)	(214)	(187)	(212)	(156)	(116)	(297)	(206)

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9H. Americans' View of Coolness of People — Taylor Swift

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	30%	26%	34%	23%	22%	33%	41%	29%	37%	22%	27%	35%
Somewhat cool	31%	29%	32%	35%	32%	22%	38%	29%	35%	32%	31%	31%
Not very cool	12%	15%	9%	17%	12%	14%	8%	13%	8%	13%	13%	11%
Not at all cool	16%	18%	14%	10%	21%	22%	8%	18%	14%	16%	17%	14%
Not sure	11%	11%	10%	15%	13%	10%	6%	10%	5%	17%	12%	8%
Totals	100%	99%	99%	100%	100%	101%	101%	99%	99%	100%	100%	99%
Unweighted N	(561)	(270)	(291)	(138)	(157)	(153)	(113)	(366)	(75)	(80)	(368)	(193)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	30%	38%	27%	25%	47%	27%	30%	31%	32%	30%	31%
Somewhat cool	31%	32%	32%	29%	31%	28%	31%	31%	32%	35%	29%
Not very cool	12%	9%	10%	18%	9%	17%	12%	14%	12%	14%	13%
Not at all cool	16%	11%	15%	23%	6%	19%	14%	15%	20%	16%	19%
Not sure	11%	10%	17%	5%	7%	9%	14%	9%	4%	6%	8%
Totals	100%	100%	101%	100%	100%	100%	101%	100%	100%	101%	100%
Unweighted N	(561)	(189)	(225)	(147)	(234)	(175)	(218)	(160)	(118)	(306)	(206)

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9I. Americans' View of Coolness of People — Bad Bunny

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	29%	20%	37%	31%	35%	22%	31%	25%	48%	35%	24%	37%
Somewhat cool	23%	26%	20%	22%	32%	25%	9%	25%	23%	16%	22%	25%
Not very cool	10%	10%	10%	20%	8%	10%	4%	10%	6%	12%	13%	5%
Not at all cool	22%	26%	18%	3%	13%	29%	38%	26%	8%	18%	22%	22%
Not sure	16%	17%	15%	23%	13%	14%	18%	15%	15%	18%	19%	12%
Totals	100%	99%	100%	99%	101%	100%	100%	101%	100%	99%	100%	101%
Unweighted N	(562)	(260)	(302)	(125)	(166)	(161)	(110)	(361)	(82)	(74)	(347)	(215)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	29%	52%	23%	12%	56%	10%	27%	32%	34%	32%	29%
Somewhat cool	23%	21%	28%	19%	25%	17%	21%	22%	27%	26%	23%
Not very cool	10%	7%	9%	15%	2%	14%	11%	13%	10%	10%	13%
Not at all cool	22%	9%	17%	44%	4%	46%	23%	24%	19%	20%	23%
Not sure	16%	11%	23%	11%	14%	13%	19%	10%	10%	13%	12%
Totals	100%	100%	100%	101%	101%	100%	101%	101%	100%	101%	100%
Unweighted N	(562)	(202)	(221)	(139)	(240)	(179)	(204)	(153)	(145)	(304)	(201)

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9J. Americans' View of Coolness of People — LeBron James

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	28%	25%	31%	47%	32%	18%	23%	21%	*	*	29%	27%
Somewhat cool	31%	31%	30%	22%	34%	35%	28%	35%	*	*	27%	36%
Not very cool	13%	15%	11%	10%	9%	13%	20%	14%	*	*	12%	14%
Not at all cool	14%	17%	12%	6%	13%	20%	16%	14%	*	*	16%	13%
Not sure	14%	12%	16%	16%	13%	14%	14%	16%	*	*	16%	10%
Totals	100%	100%	100%	101%	101%	100%	101%	100%	*	*	100%	100%
Unweighted N	(542)	(255)	(287)	(120)	(158)	(145)	(119)	(361)	(68)	(68)	(335)	(207)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	28%	42%	23%	20%	38%	17%	27%	25%	36%	35%	22%
Somewhat cool	31%	28%	33%	30%	28%	29%	29%	37%	27%	33%	31%
Not very cool	13%	8%	14%	17%	14%	20%	9%	16%	13%	13%	14%
Not at all cool	14%	11%	12%	21%	7%	21%	19%	10%	14%	11%	18%
Not sure	14%	11%	18%	11%	14%	13%	15%	11%	11%	9%	14%
Totals	100%	100%	100%	99%	101%	100%	99%	99%	101%	101%	99%
Unweighted N	(542)	(191)	(217)	(134)	(225)	(177)	(193)	(156)	(127)	(283)	(211)

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9K. Americans' View of Coolness of People — Bruce Springsteen

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	27%	27%	27%	19%	21%	27%	39%	25%	*	29%	26%	29%
Somewhat cool	25%	22%	28%	26%	26%	27%	21%	26%	*	26%	25%	26%
Not very cool	9%	11%	6%	12%	11%	6%	6%	9%	*	6%	8%	10%
Not at all cool	19%	22%	16%	2%	11%	27%	28%	24%	*	11%	19%	20%
Not sure	20%	18%	22%	42%	29%	13%	6%	16%	*	28%	23%	16%
Totals	100%	100%	99%	101%	98%	100%	100%	100%	*	100%	101%	101%
Unweighted N	(558)	(254)	(304)	(129)	(143)	(164)	(122)	(373)	(69)	(82)	(354)	(204)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	27%	43%	26%	11%	50%	14%	35%	25%	23%	27%	30%
Somewhat cool	25%	26%	25%	24%	30%	25%	22%	27%	25%	26%	26%
Not very cool	9%	3%	9%	14%	5%	15%	8%	9%	10%	10%	8%
Not at all cool	19%	10%	13%	36%	3%	34%	14%	23%	22%	17%	24%
Not sure	20%	18%	27%	14%	13%	12%	21%	16%	19%	20%	12%
Totals	100%	100%	100%	99%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(558)	(203)	(207)	(148)	(240)	(180)	(222)	(148)	(128)	(290)	(216)

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9L. Americans' View of Coolness of People — Zendaya

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	26%	16%	34%	35%	32%	21%	16%	20%	45%	40%	24%	28%
Somewhat cool	19%	20%	19%	18%	29%	21%	8%	20%	11%	18%	17%	24%
Not very cool	10%	15%	5%	15%	11%	5%	9%	8%	8%	12%	10%	10%
Not at all cool	10%	13%	7%	1%	8%	17%	10%	12%	3%	6%	10%	9%
Not sure	36%	36%	35%	31%	20%	37%	56%	39%	32%	24%	40%	29%
Totals	101%	100%	100%	100%	100%	101%	99%	99%	99%	100%	101%	100%
Unweighted N	(554)	(261)	(293)	(139)	(147)	(152)	(116)	(372)	(70)	(78)	(349)	(205)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	26%	43%	22%	11%	46%	8%	25%	23%	31%	29%	24%
Somewhat cool	19%	14%	16%	29%	18%	25%	13%	25%	23%	20%	20%
Not very cool	10%	5%	15%	7%	3%	10%	11%	16%	2%	10%	11%
Not at all cool	10%	9%	7%	14%	3%	16%	11%	5%	15%	10%	10%
Not sure	36%	28%	40%	39%	31%	41%	41%	31%	30%	30%	35%
Totals	101%	99%	100%	100%	101%	100%	101%	100%	101%	99%	100%
Unweighted N	(554)	(206)	(210)	(138)	(238)	(172)	(204)	(156)	(137)	(297)	(202)

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9M. Americans' View of Coolness of People — Kendrick Lamar

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	25%	21%	30%	40%	32%	17%	17%	16%	57%	43%	26%	24%
Somewhat cool	27%	23%	30%	33%	33%	28%	11%	27%	22%	18%	27%	26%
Not very cool	9%	14%	5%	2%	9%	10%	14%	11%	2%	9%	9%	8%
Not at all cool	12%	15%	9%	2%	6%	19%	16%	14%	5%	8%	10%	14%
Not sure	28%	28%	28%	22%	21%	27%	42%	32%	14%	22%	27%	28%
Totals	101%	101%	102%	99%	101%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(573)	(257)	(316)	(138)	(148)	(174)	(113)	(382)	(72)	(89)	(377)	(196)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	25%	38%	25%	14%	35%	14%	31%	19%	19%	31%	22%
Somewhat cool	27%	22%	28%	29%	30%	24%	20%	29%	31%	27%	27%
Not very cool	9%	5%	6%	16%	4%	12%	10%	14%	5%	11%	7%
Not at all cool	12%	11%	8%	17%	10%	17%	10%	7%	19%	8%	16%
Not sure	28%	23%	33%	25%	21%	32%	28%	31%	25%	22%	29%
Totals	101%	99%	100%	101%	100%	99%	99%	100%	99%	99%	101%
Unweighted N	(573)	(198)	(222)	(153)	(231)	(194)	(206)	(167)	(127)	(307)	(207)

YouGov Survey: Coolness

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9N. Americans' View of Coolness of People — Simone Biles

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	25%	16%	35%	30%	27%	27%	15%	22%	37%	*	25%	25%
Somewhat cool	29%	32%	26%	21%	32%	25%	40%	30%	34%	*	23%	39%
Not very cool	8%	10%	6%	5%	10%	7%	10%	10%	5%	*	10%	6%
Not at all cool	10%	12%	9%	3%	8%	18%	10%	11%	7%	*	8%	14%
Not sure	27%	30%	24%	41%	24%	22%	24%	27%	16%	*	34%	16%
Totals	99%	100%	100%	100%	101%	99%	99%	100%	99%	*	100%	100%
Unweighted N	(529)	(265)	(264)	(128)	(154)	(148)	(99)	(348)	(73)	(69)	(337)	(192)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	25%	39%	19%	21%	34%	17%	20%	32%	19%	32%	21%
Somewhat cool	29%	26%	33%	26%	35%	31%	27%	29%	37%	32%	29%
Not very cool	8%	3%	7%	14%	3%	17%	15%	5%	3%	9%	9%
Not at all cool	10%	9%	6%	18%	6%	15%	8%	8%	18%	8%	14%
Not sure	27%	22%	35%	20%	23%	19%	29%	26%	23%	19%	27%
Totals	99%	99%	100%	99%	101%	99%	99%	100%	100%	100%	100%
Unweighted N	(529)	(171)	(223)	(135)	(218)	(168)	(198)	(154)	(116)	(282)	(200)

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90. Americans' View of Coolness of People — Beyoncé

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	25%	19%	31%	36%	32%	16%	23%	21%	45%	28%	23%	28%
Somewhat cool	34%	35%	33%	34%	32%	33%	36%	33%	31%	37%	33%	35%
Not very cool	12%	15%	8%	8%	10%	13%	15%	13%	4%	10%	12%	11%
Not at all cool	17%	19%	14%	6%	17%	24%	13%	20%	11%	12%	19%	13%
Not sure	13%	12%	14%	17%	10%	15%	12%	13%	9%	13%	14%	13%
Totals	101%	100%	100%	101%	101%	101%	99%	100%	100%	100%	101%	100%
Unweighted N	(566)	(258)	(308)	(131)	(156)	(164)	(115)	(373)	(71)	(82)	(361)	(205)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	25%	42%	23%	10%	44%	10%	28%	26%	24%	29%	22%
Somewhat cool	34%	36%	31%	35%	34%	31%	36%	33%	31%	36%	36%
Not very cool	12%	4%	13%	17%	6%	17%	10%	12%	15%	15%	8%
Not at all cool	17%	8%	16%	26%	6%	28%	16%	16%	18%	13%	23%
Not sure	13%	10%	17%	12%	11%	14%	11%	12%	12%	6%	12%
Totals	101%	100%	100%	100%	101%	100%	101%	99%	100%	99%	101%
Unweighted N	(566)	(188)	(236)	(142)	(222)	(188)	(218)	(147)	(128)	(312)	(198)

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9P. Americans' View of Coolness of People — Ryan Reynolds

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	23%	22%	25%	28%	21%	27%	18%	25%	27%	14%	24%	23%
Somewhat cool	33%	31%	34%	26%	38%	30%	38%	36%	23%	37%	32%	34%
Not very cool	14%	14%	15%	21%	16%	14%	6%	12%	17%	15%	14%	15%
Not at all cool	8%	10%	6%	5%	7%	10%	7%	7%	9%	7%	6%	11%
Not sure	22%	24%	20%	20%	18%	19%	31%	20%	23%	27%	24%	18%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(576)	(253)	(323)	(123)	(155)	(167)	(131)	(379)	(83)	(76)	(373)	(203)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	23%	29%	15%	27%	33%	21%	21%	24%	25%	26%	20%
Somewhat cool	33%	32%	33%	33%	34%	37%	33%	36%	32%	37%	31%
Not very cool	14%	14%	15%	14%	9%	12%	11%	18%	13%	11%	21%
Not at all cool	8%	11%	6%	6%	6%	8%	7%	5%	11%	6%	10%
Not sure	22%	14%	31%	20%	17%	23%	28%	16%	20%	19%	19%
Totals	100%	100%	100%	100%	99%	101%	100%	99%	101%	99%	101%
Unweighted N	(576)	(210)	(215)	(151)	(249)	(180)	(216)	(170)	(124)	(287)	(231)

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9Q. Americans' View of Coolness of People — Serena Williams

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	23%	19%	27%	18%	27%	22%	25%	19%	40%	31%	23%	23%
Somewhat cool	38%	42%	34%	39%	39%	35%	42%	40%	36%	35%	36%	42%
Not very cool	8%	6%	11%	4%	9%	13%	5%	9%	2%	8%	9%	7%
Not at all cool	9%	11%	6%	3%	9%	12%	10%	7%	11%	11%	10%	7%
Not sure	22%	22%	21%	35%	16%	19%	18%	24%	12%	15%	22%	21%
Totals	100%	100%	99%	99%	100%	101%	100%	99%	101%	100%	100%	100%
Unweighted N	(572)	(288)	(284)	(142)	(139)	(172)	(119)	(372)	(72)	(81)	(367)	(205)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	23%	34%	15%	21%	35%	22%	25%	22%	23%	28%	20%
Somewhat cool	38%	38%	43%	30%	44%	33%	34%	46%	39%	43%	40%
Not very cool	8%	7%	6%	13%	4%	15%	11%	9%	4%	9%	9%
Not at all cool	9%	4%	9%	14%	6%	12%	11%	5%	9%	6%	12%
Not sure	22%	16%	26%	22%	11%	18%	19%	18%	26%	14%	19%
Totals	100%	99%	99%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(572)	(210)	(217)	(145)	(251)	(183)	(215)	(159)	(129)	(307)	(211)

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9R. Americans' View of Coolness of People — Meryl Streep

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	22%	18%	25%	15%	21%	30%	19%	22%	*	21%	18%	29%
Somewhat cool	29%	31%	27%	25%	27%	33%	30%	31%	*	21%	28%	32%
Not very cool	12%	18%	8%	7%	12%	12%	20%	15%	*	7%	12%	12%
Not at all cool	13%	13%	13%	6%	12%	15%	18%	16%	*	9%	14%	11%
Not sure	23%	20%	26%	47%	29%	10%	12%	17%	*	42%	28%	15%
Totals	99%	100%	99%	100%	101%	100%	99%	101%	*	100%	100%	99%
Unweighted N	(546)	(243)	(303)	(127)	(154)	(152)	(113)	(375)	(59)	(71)	(356)	(190)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	22%	39%	14%	17%	38%	12%	20%	26%	25%	27%	18%
Somewhat cool	29%	28%	31%	27%	38%	32%	32%	25%	30%	27%	35%
Not very cool	12%	6%	15%	15%	8%	17%	15%	14%	7%	14%	10%
Not at all cool	13%	8%	11%	22%	5%	22%	12%	11%	16%	10%	17%
Not sure	23%	20%	29%	19%	11%	16%	21%	23%	22%	23%	20%
Totals	99%	101%	100%	100%	100%	99%	100%	99%	100%	101%	100%
Unweighted N	(546)	(173)	(241)	(132)	(219)	(172)	(213)	(142)	(129)	(289)	(205)

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9S. Americans' View of Coolness of People — Caitlin Clark

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	20%	23%	17%	15%	17%	25%	20%	21%	12%	27%	19%	22%
Somewhat cool	22%	27%	18%	33%	11%	18%	28%	21%	24%	20%	22%	22%
Not very cool	9%	12%	6%	6%	11%	9%	9%	10%	9%	6%	8%	10%
Not at all cool	12%	7%	16%	4%	15%	15%	12%	11%	16%	9%	13%	9%
Not sure	38%	31%	43%	42%	46%	34%	31%	37%	38%	37%	38%	37%
Totals	101%	100%	100%	100%	100%	101%	100%	100%	99%	99%	100%	100%
Unweighted N	(572)	(260)	(312)	(142)	(150)	(156)	(124)	(375)	(76)	(86)	(371)	(201)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	20%	24%	16%	21%	24%	23%	15%	24%	27%	24%	16%
Somewhat cool	22%	24%	21%	22%	27%	24%	22%	27%	20%	24%	22%
Not very cool	9%	7%	11%	7%	9%	11%	9%	7%	12%	8%	12%
Not at all cool	12%	13%	9%	15%	7%	14%	14%	6%	12%	8%	20%
Not sure	38%	33%	42%	35%	33%	29%	40%	35%	28%	36%	31%
Totals	101%	101%	99%	100%	100%	101%	100%	99%	99%	100%	101%
Unweighted N	(572)	(191)	(237)	(144)	(235)	(180)	(212)	(156)	(127)	(304)	(208)

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9T. Americans' View of Coolness of People — Sabrina Carpenter

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	18%	14%	21%	33%	22%	8%	11%	16%	*	33%	18%	18%
Somewhat cool	28%	32%	23%	30%	34%	32%	13%	28%	*	22%	26%	31%
Not very cool	8%	7%	9%	10%	7%	9%	6%	8%	*	9%	9%	7%
Not at all cool	7%	6%	7%	2%	7%	9%	7%	7%	*	7%	8%	5%
Not sure	39%	40%	39%	24%	29%	42%	63%	41%	*	29%	40%	39%
Totals	100%	99%	99%	99%	99%	100%	100%	100%	*	100%	101%	100%
Unweighted N	(556)	(261)	(295)	(132)	(151)	(153)	(120)	(372)	(68)	(80)	(368)	(188)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	18%	26%	17%	10%	23%	9%	14%	21%	24%	21%	17%
Somewhat cool	28%	28%	30%	25%	33%	26%	27%	30%	25%	31%	28%
Not very cool	8%	5%	8%	12%	5%	13%	7%	9%	9%	11%	7%
Not at all cool	7%	9%	3%	9%	8%	9%	7%	5%	9%	4%	11%
Not sure	39%	32%	42%	44%	31%	43%	45%	35%	33%	33%	37%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(556)	(194)	(217)	(145)	(232)	(194)	(200)	(160)	(130)	(280)	(225)

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9U. Americans' View of Coolness of People — Bernie Sanders

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	18%	16%	19%	19%	23%	14%	16%	13%	28%	20%	15%	22%
Somewhat cool	25%	24%	26%	30%	29%	19%	24%	23%	41%	24%	21%	32%
Not very cool	14%	13%	14%	16%	15%	15%	9%	15%	6%	18%	14%	12%
Not at all cool	31%	32%	30%	10%	22%	44%	44%	37%	17%	23%	33%	28%
Not sure	12%	14%	11%	26%	11%	8%	8%	12%	8%	16%	16%	5%
Totals	100%	99%	100%	101%	100%	100%	101%	100%	100%	101%	99%	99%
Unweighted N	(583)	(284)	(299)	(145)	(148)	(160)	(130)	(388)	(75)	(87)	(378)	(205)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	18%	33%	18%	4%	36%	5%	20%	16%	19%	19%	16%
Somewhat cool	25%	42%	23%	12%	35%	12%	24%	24%	28%	31%	19%
Not very cool	14%	8%	17%	15%	12%	18%	14%	16%	7%	16%	14%
Not at all cool	31%	14%	21%	60%	13%	56%	28%	33%	36%	26%	42%
Not sure	12%	4%	21%	10%	4%	9%	13%	10%	10%	8%	10%
Totals	100%	101%	100%	101%	100%	100%	99%	99%	100%	100%	101%
Unweighted N	(583)	(204)	(224)	(155)	(239)	(200)	(210)	(164)	(141)	(309)	(217)

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9V. Americans' View of Coolness of People — Travis Kelce

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	18%	12%	23%	29%	11%	15%	18%	17%	23%	22%	18%	16%
Somewhat cool	35%	35%	34%	19%	35%	38%	45%	38%	36%	18%	33%	39%
Not very cool	14%	20%	9%	22%	13%	9%	14%	12%	11%	25%	13%	17%
Not at all cool	11%	11%	11%	5%	17%	15%	5%	13%	12%	8%	12%	9%
Not sure	22%	22%	22%	25%	23%	23%	16%	20%	19%	27%	24%	18%
Totals	100%	100%	99%	100%	99%	100%	98%	100%	101%	100%	100%	99%
Unweighted N	(531)	(247)	(284)	(130)	(150)	(145)	(106)	(323)	(84)	(80)	(356)	(175)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	18%	25%	15%	14%	29%	15%	16%	19%	19%	18%	19%
Somewhat cool	35%	32%	33%	42%	26%	39%	30%	37%	39%	40%	32%
Not very cool	14%	14%	15%	13%	16%	14%	14%	15%	18%	14%	17%
Not at all cool	11%	8%	11%	15%	8%	14%	12%	8%	10%	8%	16%
Not sure	22%	21%	26%	16%	20%	18%	28%	21%	14%	20%	17%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(531)	(183)	(219)	(129)	(222)	(159)	(197)	(147)	(126)	(297)	(174)

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9W. Americans' View of Coolness of People — Zohran Mamdani

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	17%	10%	23%	20%	17%	15%	15%	12%	30%	18%	14%	22%
Somewhat cool	19%	21%	17%	24%	20%	14%	20%	21%	15%	21%	14%	28%
Not very cool	9%	13%	6%	17%	8%	10%	3%	9%	8%	6%	8%	11%
Not at all cool	23%	29%	17%	15%	12%	34%	28%	26%	9%	26%	24%	21%
Not sure	33%	27%	38%	25%	43%	26%	34%	32%	38%	29%	41%	18%
Totals	101%	100%	101%	101%	100%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(538)	(255)	(283)	(126)	(151)	(142)	(119)	(349)	(77)	(75)	(354)	(184)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	17%	36%	12%	1%	36%	1%	16%	12%	19%	19%	16%
Somewhat cool	19%	29%	13%	17%	28%	18%	16%	27%	21%	17%	22%
Not very cool	9%	3%	11%	13%	6%	16%	7%	9%	14%	11%	7%
Not at all cool	23%	7%	21%	42%	5%	42%	22%	19%	29%	19%	32%
Not sure	33%	25%	43%	26%	25%	23%	38%	33%	17%	35%	24%
Totals	101%	100%	100%	99%	100%	100%	99%	100%	100%	101%	101%
Unweighted N	(538)	(192)	(206)	(140)	(215)	(187)	(189)	(150)	(134)	(288)	(202)

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9X. Americans' View of Coolness of People — Drake

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	16%	12%	19%	22%	19%	9%	16%	12%	*	15%	17%	12%
Somewhat cool	24%	26%	23%	27%	24%	26%	21%	21%	*	39%	24%	26%
Not very cool	15%	15%	15%	14%	24%	14%	9%	17%	*	14%	14%	17%
Not at all cool	19%	22%	17%	18%	19%	26%	12%	21%	*	15%	19%	20%
Not sure	26%	26%	26%	19%	14%	25%	43%	29%	*	17%	26%	25%
Totals	100%	101%	100%	100%	100%	100%	101%	100%	*	100%	100%	100%
Unweighted N	(536)	(239)	(297)	(127)	(134)	(154)	(121)	(359)	(57)	(77)	(342)	(194)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	16%	21%	15%	11%	19%	12%	15%	16%	15%	21%	9%
Somewhat cool	24%	24%	26%	23%	27%	21%	27%	24%	19%	28%	22%
Not very cool	15%	19%	12%	14%	18%	12%	13%	19%	16%	17%	14%
Not at all cool	19%	14%	19%	25%	16%	22%	20%	15%	20%	13%	28%
Not sure	26%	21%	29%	27%	20%	32%	26%	25%	30%	20%	27%
Totals	100%	99%	101%	100%	100%	99%	101%	99%	100%	99%	100%
Unweighted N	(536)	(190)	(205)	(141)	(235)	(173)	(203)	(155)	(114)	(288)	(199)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



9Y. Americans' View of Coolness of People — Kamala Harris

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	15%	12%	18%	16%	15%	20%	7%	8%	*	19%	15%	16%
Somewhat cool	20%	17%	22%	23%	17%	18%	23%	19%	*	26%	20%	19%
Not very cool	15%	15%	14%	24%	20%	7%	10%	16%	*	15%	12%	19%
Not at all cool	40%	45%	35%	23%	38%	46%	54%	47%	*	31%	41%	39%
Not sure	10%	10%	10%	15%	10%	9%	6%	11%	*	9%	12%	7%
Totals	100%	99%	99%	101%	100%	100%	100%	101%	*	100%	100%	100%
Unweighted N	(543)	(269)	(274)	(141)	(150)	(155)	(97)	(369)	(68)	(73)	(350)	(193)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	15%	36%	9%	3%	26%	5%	17%	7%	18%	23%	8%
Somewhat cool	20%	32%	17%	12%	35%	9%	19%	26%	15%	23%	17%
Not very cool	15%	18%	14%	12%	18%	9%	12%	13%	23%	14%	16%
Not at all cool	40%	8%	45%	65%	14%	70%	42%	45%	41%	33%	52%
Not sure	10%	6%	15%	8%	7%	7%	10%	9%	3%	7%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(543)	(185)	(213)	(145)	(226)	(173)	(203)	(153)	(124)	(278)	(214)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



9Z. Americans' View of Coolness of People — BTS

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	15%	12%	17%	20%	22%	7%	12%	12%	29%	19%	15%	15%
Somewhat cool	20%	15%	25%	29%	25%	18%	9%	20%	18%	17%	20%	21%
Not very cool	9%	10%	8%	11%	12%	9%	2%	9%	6%	6%	9%	9%
Not at all cool	7%	11%	4%	5%	8%	10%	6%	6%	7%	12%	8%	6%
Not sure	48%	53%	45%	35%	34%	56%	71%	53%	40%	46%	48%	49%
Totals	99%	101%	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(572)	(256)	(316)	(144)	(166)	(152)	(110)	(360)	(95)	(84)	(362)	(210)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	15%	23%	12%	12%	23%	8%	19%	16%	13%	19%	12%
Somewhat cool	20%	30%	14%	19%	20%	16%	22%	18%	17%	23%	21%
Not very cool	9%	7%	8%	12%	4%	11%	4%	10%	9%	10%	9%
Not at all cool	7%	5%	7%	10%	8%	10%	9%	5%	9%	5%	10%
Not sure	48%	36%	59%	48%	44%	55%	46%	51%	52%	43%	48%
Totals	99%	101%	100%	101%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(572)	(207)	(220)	(145)	(245)	(176)	(211)	(170)	(126)	(317)	(206)

YouGov Survey: Coolness

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9AA. Americans' View of Coolness of People — Elon Musk

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	15%	20%	9%	21%	9%	16%	12%	15%	13%	15%	15%	14%
Somewhat cool	21%	22%	19%	16%	25%	25%	15%	22%	18%	10%	22%	19%
Not very cool	15%	15%	15%	14%	12%	13%	21%	13%	22%	20%	16%	13%
Not at all cool	40%	37%	43%	34%	40%	41%	44%	40%	38%	38%	34%	51%
Not sure	10%	7%	14%	15%	15%	5%	8%	10%	9%	18%	14%	3%
Totals	101%	101%	100%	100%	101%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(556)	(267)	(289)	(134)	(140)	(167)	(115)	(353)	(78)	(86)	(363)	(193)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	15%	3%	11%	30%	3%	31%	15%	14%	16%	17%	15%
Somewhat cool	21%	6%	20%	34%	4%	37%	20%	22%	23%	25%	15%
Not very cool	15%	12%	18%	12%	15%	15%	11%	19%	14%	13%	20%
Not at all cool	40%	72%	37%	17%	73%	13%	40%	38%	42%	36%	46%
Not sure	10%	7%	14%	7%	5%	4%	14%	6%	5%	9%	4%
Totals	101%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(556)	(189)	(229)	(138)	(232)	(183)	(215)	(154)	(120)	(294)	(211)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



9AB. Americans' View of Coolness of People — Sydney Sweeney

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	14%	14%	14%	21%	17%	7%	18%	12%	15%	32%	16%	12%
Somewhat cool	23%	27%	20%	23%	17%	29%	21%	28%	12%	15%	21%	28%
Not very cool	13%	11%	14%	17%	18%	12%	3%	12%	15%	6%	10%	18%
Not at all cool	12%	12%	12%	12%	8%	17%	8%	11%	12%	13%	12%	11%
Not sure	38%	36%	39%	27%	40%	34%	50%	38%	45%	34%	41%	31%
Totals	100%	100%	99%	100%	100%	99%	100%	101%	99%	100%	100%	100%
Unweighted N	(552)	(269)	(283)	(133)	(142)	(165)	(112)	(362)	(78)	(80)	(365)	(187)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	14%	15%	11%	18%	12%	22%	14%	18%	12%	16%	14%
Somewhat cool	23%	21%	18%	32%	25%	31%	17%	25%	32%	26%	19%
Not very cool	13%	16%	10%	13%	12%	9%	13%	15%	12%	13%	15%
Not at all cool	12%	15%	12%	10%	10%	8%	13%	7%	15%	11%	14%
Not sure	38%	34%	49%	28%	40%	29%	44%	35%	28%	34%	37%
Totals	100%	101%	100%	101%	99%	99%	101%	100%	99%	100%	99%
Unweighted N	(552)	(199)	(204)	(149)	(233)	(184)	(214)	(157)	(122)	(308)	(190)

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9AC. Americans' View of Coolness of People — Joe Rogan

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	14%	18%	10%	16%	14%	18%	5%	15%	9%	16%	16%	10%
Somewhat cool	24%	26%	23%	27%	25%	23%	23%	25%	32%	24%	25%	23%
Not very cool	17%	20%	14%	17%	23%	14%	12%	17%	11%	18%	13%	24%
Not at all cool	21%	20%	22%	13%	18%	26%	27%	22%	22%	18%	19%	26%
Not sure	24%	15%	32%	26%	20%	20%	33%	22%	27%	24%	28%	17%
Totals	100%	99%	101%	99%	100%	101%	100%	101%	101%	100%	101%	100%
Unweighted N	(602)	(284)	(318)	(147)	(159)	(186)	(110)	(393)	(80)	(91)	(390)	(212)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	14%	5%	16%	21%	4%	20%	17%	15%	12%	17%	10%
Somewhat cool	24%	19%	23%	33%	19%	35%	23%	26%	24%	30%	19%
Not very cool	17%	20%	15%	15%	21%	15%	14%	20%	17%	19%	17%
Not at all cool	21%	33%	18%	13%	36%	12%	19%	17%	25%	14%	31%
Not sure	24%	23%	28%	18%	20%	18%	27%	21%	22%	20%	24%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(602)	(212)	(248)	(142)	(246)	(185)	(219)	(169)	(142)	(330)	(219)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



9AD. Americans' View of Coolness of People — Alexandria Ocasio-Cortez

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	13%	14%	12%	8%	18%	12%	14%	12%	13%	18%	11%	16%
Somewhat cool	21%	21%	21%	23%	22%	19%	22%	21%	27%	25%	19%	26%
Not very cool	14%	14%	14%	10%	16%	14%	14%	13%	9%	10%	13%	15%
Not at all cool	21%	26%	18%	12%	14%	27%	32%	24%	13%	19%	20%	24%
Not sure	30%	25%	35%	47%	30%	28%	18%	30%	37%	27%	36%	18%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	99%	99%	99%	99%
Unweighted N	(533)	(244)	(289)	(131)	(158)	(148)	(96)	(339)	(86)	(73)	(360)	(173)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	13%	24%	12%	1%	31%	4%	13%	11%	15%	14%	12%
Somewhat cool	21%	32%	18%	13%	30%	14%	22%	26%	16%	22%	19%
Not very cool	14%	13%	13%	15%	12%	17%	13%	15%	18%	16%	14%
Not at all cool	21%	7%	17%	44%	8%	44%	20%	20%	26%	16%	31%
Not sure	30%	23%	39%	26%	18%	21%	32%	28%	24%	32%	24%
Totals	99%	99%	99%	99%	99%	100%	100%	100%	99%	100%	100%
Unweighted N	(533)	(195)	(208)	(130)	(225)	(159)	(214)	(139)	(123)	(292)	(202)

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9AE. Americans' View of Coolness of People — Olivia Rodrigo

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	13%	10%	16%	24%	10%	10%	9%	11%	13%	24%	13%	13%
Somewhat cool	24%	23%	24%	30%	30%	24%	10%	27%	15%	15%	22%	27%
Not very cool	7%	6%	7%	10%	10%	3%	4%	5%	12%	4%	7%	5%
Not at all cool	11%	12%	10%	9%	8%	17%	7%	11%	6%	8%	10%	12%
Not sure	46%	49%	43%	27%	42%	45%	70%	46%	54%	49%	48%	42%
Totals	101%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(572)	(270)	(302)	(135)	(140)	(168)	(129)	(373)	(85)	(77)	(381)	(191)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	13%	21%	10%	8%	22%	3%	11%	12%	20%	14%	13%
Somewhat cool	24%	21%	20%	30%	23%	27%	19%	29%	21%	26%	20%
Not very cool	7%	4%	7%	8%	6%	9%	4%	9%	9%	8%	6%
Not at all cool	11%	13%	6%	15%	8%	12%	9%	5%	15%	10%	13%
Not sure	46%	41%	56%	39%	41%	49%	56%	44%	35%	42%	48%
Totals	101%	100%	99%	100%	100%	100%	99%	99%	100%	100%	100%
Unweighted N	(572)	(199)	(221)	(152)	(238)	(183)	(211)	(167)	(123)	(321)	(197)

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9AF. Americans' View of Coolness of People — Donald Trump

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	12%	14%	10%	14%	8%	11%	15%	13%	10%	13%	12%	11%
Somewhat cool	16%	17%	14%	12%	14%	21%	13%	18%	11%	11%	18%	11%
Not very cool	14%	19%	9%	24%	12%	7%	16%	15%	5%	23%	14%	13%
Not at all cool	49%	39%	58%	36%	53%	51%	51%	44%	62%	43%	43%	61%
Not sure	10%	11%	9%	13%	13%	10%	5%	10%	11%	10%	13%	4%
Totals	101%	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(546)	(268)	(278)	(118)	(151)	(155)	(122)	(358)	(78)	(79)	(361)	(185)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	12%	1%	7%	30%	1%	31%	10%	11%	17%	16%	7%
Somewhat cool	16%	3%	17%	29%	3%	30%	17%	17%	15%	17%	15%
Not very cool	14%	8%	18%	15%	10%	17%	12%	21%	15%	11%	20%
Not at all cool	49%	82%	43%	18%	82%	14%	49%	43%	49%	50%	52%
Not sure	10%	6%	15%	9%	4%	8%	11%	9%	5%	5%	6%
Totals	101%	100%	100%	101%	100%	100%	99%	101%	101%	99%	100%
Unweighted N	(546)	(203)	(200)	(143)	(237)	(169)	(208)	(145)	(131)	(293)	(201)

YouGov Survey: Coolness
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9AG. Americans' View of Coolness of People — Timothée Chalamet

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	12%	13%	11%	15%	10%	8%	15%	10%	*	20%	11%	12%
Somewhat cool	25%	22%	27%	28%	30%	25%	14%	24%	*	27%	24%	26%
Not very cool	12%	13%	11%	11%	17%	8%	13%	12%	*	15%	10%	17%
Not at all cool	10%	11%	10%	9%	12%	13%	8%	12%	*	5%	9%	14%
Not sure	41%	41%	40%	37%	30%	46%	50%	42%	*	33%	47%	31%
Totals	100%	100%	99%	100%	99%	100%	100%	100%	*	100%	101%	100%
Unweighted N	(560)	(251)	(309)	(125)	(156)	(149)	(130)	(379)	(66)	(81)	(355)	(205)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	12%	19%	8%	9%	20%	10%	9%	17%	13%	16%	7%
Somewhat cool	25%	26%	26%	23%	28%	19%	23%	26%	25%	29%	23%
Not very cool	12%	13%	13%	11%	13%	10%	9%	16%	13%	11%	15%
Not at all cool	10%	9%	8%	15%	9%	14%	10%	4%	11%	8%	15%
Not sure	41%	32%	45%	43%	30%	47%	48%	36%	37%	36%	39%
Totals	100%	99%	100%	101%	100%	100%	99%	99%	99%	100%	99%
Unweighted N	(560)	(196)	(218)	(146)	(246)	(176)	(201)	(152)	(134)	(301)	(206)

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9AH. Americans' View of Coolness of People — Shohei Ohtani

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	11%	17%	6%	12%	12%	8%	15%	10%	13%	13%	10%	13%
Somewhat cool	19%	20%	19%	27%	15%	17%	19%	17%	19%	26%	20%	18%
Not very cool	6%	7%	4%	8%	9%	1%	6%	7%	7%	1%	4%	10%
Not at all cool	8%	9%	7%	2%	7%	15%	6%	9%	5%	7%	7%	10%
Not sure	56%	47%	63%	51%	57%	60%	55%	57%	56%	53%	59%	50%
Totals	100%	100%	99%	100%	100%	101%	101%	100%	100%	100%	100%	101%
Unweighted N	(555)	(255)	(300)	(136)	(150)	(154)	(115)	(371)	(74)	(74)	(367)	(188)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	11%	14%	9%	11%	14%	15%	10%	11%	16%	11%	13%
Somewhat cool	19%	20%	14%	24%	22%	22%	16%	28%	14%	20%	19%
Not very cool	6%	5%	6%	5%	8%	4%	5%	5%	9%	6%	6%
Not at all cool	8%	9%	3%	13%	3%	12%	10%	3%	11%	7%	12%
Not sure	56%	52%	67%	46%	52%	46%	60%	53%	50%	56%	51%
Totals	100%	100%	99%	99%	99%	99%	101%	100%	100%	100%	101%
Unweighted N	(555)	(205)	(204)	(146)	(228)	(179)	(206)	(161)	(129)	(308)	(203)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



9AI. Americans' View of Coolness of People — JD Vance

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	10%	15%	7%	19%	3%	10%	10%	13%	9%	5%	11%	10%
Somewhat cool	17%	20%	14%	14%	15%	18%	18%	20%	7%	19%	18%	15%
Not very cool	15%	13%	17%	15%	14%	16%	16%	15%	9%	13%	16%	14%
Not at all cool	42%	35%	49%	31%	46%	43%	48%	37%	64%	41%	38%	50%
Not sure	15%	18%	13%	21%	21%	12%	8%	14%	11%	21%	18%	11%
Totals	99%	101%	100%	100%	99%	99%	100%	99%	100%	99%	101%	100%
Unweighted N	(583)	(270)	(313)	(147)	(150)	(173)	(113)	(368)	(79)	(95)	(370)	(213)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	10%	2%	9%	21%	2%	23%	12%	8%	14%	11%	11%
Somewhat cool	17%	4%	13%	35%	4%	36%	14%	24%	16%	19%	15%
Not very cool	15%	15%	15%	16%	8%	19%	15%	10%	22%	21%	12%
Not at all cool	42%	73%	40%	14%	80%	10%	45%	40%	42%	35%	54%
Not sure	15%	6%	24%	14%	5%	12%	14%	17%	6%	14%	8%
Totals	99%	100%	101%	100%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(583)	(198)	(230)	(155)	(239)	(184)	(222)	(169)	(124)	(312)	(207)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



9AJ. Americans' View of Coolness of People — Kanye West

How cool do you think the typical American thinks the following people are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 people

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	7%	4%	10%	16%	10%	3%	4%	4%	*	22%	8%	6%
Somewhat cool	14%	13%	15%	20%	16%	13%	11%	12%	*	20%	16%	12%
Not very cool	22%	27%	18%	19%	29%	18%	27%	24%	*	12%	20%	27%
Not at all cool	42%	39%	45%	25%	37%	53%	45%	44%	*	38%	39%	47%
Not sure	14%	17%	12%	21%	9%	14%	14%	16%	*	9%	17%	8%
Totals	99%	100%	100%	101%	101%	101%	101%	100%	*	101%	100%	100%
Unweighted N	(545)	(246)	(299)	(119)	(149)	(172)	(105)	(368)	(67)	(74)	(349)	(196)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	7%	9%	5%	8%	7%	9%	6%	12%	8%	11%	5%
Somewhat cool	14%	14%	11%	18%	9%	18%	11%	9%	22%	18%	12%
Not very cool	22%	17%	26%	22%	20%	25%	27%	19%	19%	26%	21%
Not at all cool	42%	52%	40%	36%	55%	31%	40%	45%	44%	37%	52%
Not sure	14%	7%	18%	16%	8%	16%	17%	15%	7%	9%	9%
Totals	99%	99%	100%	100%	99%	99%	101%	100%	100%	101%	99%
Unweighted N	(545)	(172)	(210)	(163)	(214)	(189)	(208)	(154)	(123)	(292)	(200)

YouGov Survey: Coolness

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10A. Americans' View of Coolness of Things — Coffee

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	48%	38%	56%	38%	57%	53%	41%	46%	50%	51%	52%	41%
Somewhat cool	26%	30%	23%	34%	19%	22%	32%	27%	24%	25%	19%	39%
Not very cool	8%	11%	6%	11%	9%	4%	12%	9%	8%	8%	10%	5%
Not at all cool	6%	9%	4%	2%	6%	9%	5%	7%	2%	9%	5%	8%
Not sure	11%	12%	11%	15%	8%	12%	10%	10%	16%	6%	14%	6%
Totals	99%	100%	100%	100%	99%	100%	100%	99%	100%	99%	100%	99%
Unweighted N	(570)	(259)	(311)	(136)	(150)	(167)	(117)	(381)	(73)	(80)	(370)	(200)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	48%	52%	44%	51%	51%	47%	43%	52%	49%	58%	42%
Somewhat cool	26%	32%	21%	25%	31%	32%	22%	31%	29%	22%	35%
Not very cool	8%	3%	11%	12%	4%	9%	14%	7%	5%	9%	9%
Not at all cool	6%	6%	5%	8%	5%	7%	6%	4%	9%	5%	7%
Not sure	11%	7%	20%	4%	10%	5%	15%	5%	8%	5%	7%
Totals	99%	100%	101%	100%	101%	100%	100%	99%	100%	99%	100%
Unweighted N	(570)	(200)	(222)	(148)	(241)	(182)	(211)	(170)	(127)	(295)	(212)

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10B. Americans' View of Coolness of Things — Outer space

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	46%	41%	51%	41%	51%	44%	46%	44%	56%	36%	49%	40%
Somewhat cool	27%	26%	28%	23%	22%	32%	30%	29%	23%	29%	25%	31%
Not very cool	8%	11%	5%	12%	12%	5%	4%	7%	9%	18%	7%	10%
Not at all cool	7%	8%	6%	3%	5%	9%	10%	7%	8%	5%	6%	9%
Not sure	12%	14%	11%	19%	11%	10%	9%	13%	5%	12%	13%	10%
Totals	100%	100%	101%	98%	101%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(567)	(265)	(302)	(134)	(146)	(166)	(121)	(362)	(85)	(72)	(367)	(200)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	46%	47%	49%	40%	48%	41%	46%	49%	43%	56%	39%
Somewhat cool	27%	31%	19%	33%	33%	36%	24%	28%	34%	26%	31%
Not very cool	8%	2%	11%	11%	6%	9%	9%	9%	7%	7%	11%
Not at all cool	7%	10%	5%	6%	4%	4%	7%	5%	8%	6%	10%
Not sure	12%	10%	15%	11%	9%	10%	14%	9%	9%	5%	9%
Totals	100%	100%	99%	101%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(567)	(206)	(213)	(148)	(238)	(181)	(220)	(159)	(123)	(298)	(213)

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 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10C. Americans' View of Coolness of Things — American football

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	45%	42%	48%	40%	50%	44%	46%	39%	61%	54%	45%	46%
Somewhat cool	30%	29%	30%	28%	32%	25%	34%	36%	17%	19%	28%	33%
Not very cool	8%	8%	8%	15%	7%	10%	2%	8%	13%	8%	9%	8%
Not at all cool	7%	7%	6%	3%	4%	9%	11%	9%	3%	4%	6%	8%
Not sure	10%	13%	7%	14%	7%	12%	7%	8%	7%	15%	13%	5%
Totals	100%	99%	99%	100%	100%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(556)	(255)	(301)	(137)	(158)	(148)	(113)	(359)	(72)	(86)	(356)	(200)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	45%	49%	44%	43%	50%	43%	44%	46%	46%	50%	42%
Somewhat cool	30%	29%	30%	30%	29%	30%	25%	33%	35%	33%	29%
Not very cool	8%	7%	8%	11%	7%	9%	10%	6%	5%	8%	10%
Not at all cool	7%	10%	4%	7%	6%	6%	9%	6%	7%	4%	12%
Not sure	10%	5%	14%	9%	8%	11%	12%	9%	7%	5%	7%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(556)	(196)	(221)	(139)	(233)	(172)	(205)	(142)	(143)	(297)	(206)

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 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10D. Americans' View of Coolness of Things — Computers

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	43%	37%	48%	43%	50%	40%	38%	38%	54%	55%	43%	42%
Somewhat cool	36%	41%	32%	33%	29%	39%	42%	38%	33%	29%	38%	32%
Not very cool	8%	10%	6%	10%	10%	7%	7%	11%	3%	2%	6%	12%
Not at all cool	4%	4%	4%	0%	3%	7%	1%	4%	5%	4%	2%	8%
Not sure	10%	9%	10%	14%	8%	7%	12%	10%	4%	10%	11%	6%
Totals	101%	101%	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(541)	(249)	(292)	(118)	(141)	(168)	(114)	(364)	(74)	(70)	(351)	(190)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	43%	57%	35%	40%	44%	43%	47%	40%	38%	52%	32%
Somewhat cool	36%	26%	40%	40%	33%	39%	33%	44%	34%	36%	37%
Not very cool	8%	8%	5%	12%	10%	9%	8%	7%	11%	5%	14%
Not at all cool	4%	3%	4%	5%	4%	4%	3%	2%	9%	1%	8%
Not sure	10%	6%	16%	4%	9%	5%	10%	7%	8%	6%	8%
Totals	101%	100%	100%	101%	100%	100%	101%	100%	100%	100%	99%
Unweighted N	(541)	(177)	(214)	(150)	(224)	(186)	(201)	(156)	(121)	(300)	(198)

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 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10E. Americans' View of Coolness of Things — Rock music

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	40%	42%	39%	44%	36%	43%	38%	42%	40%	44%	42%	38%
Somewhat cool	37%	38%	37%	37%	40%	31%	43%	39%	39%	26%	33%	44%
Not very cool	7%	7%	7%	7%	13%	4%	5%	6%	10%	11%	7%	6%
Not at all cool	4%	5%	4%	2%	2%	6%	7%	5%	5%	2%	4%	5%
Not sure	11%	9%	14%	10%	9%	16%	7%	8%	6%	16%	14%	7%
Totals	99%	101%	101%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(590)	(281)	(309)	(143)	(154)	(172)	(121)	(380)	(78)	(90)	(373)	(217)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	40%	39%	39%	44%	40%	48%	40%	44%	37%	47%	36%
Somewhat cool	37%	37%	36%	39%	40%	33%	37%	37%	41%	35%	44%
Not very cool	7%	7%	9%	5%	11%	4%	4%	10%	7%	6%	9%
Not at all cool	4%	8%	1%	4%	2%	5%	4%	2%	6%	5%	5%
Not sure	11%	9%	16%	8%	6%	10%	14%	7%	9%	7%	6%
Totals	99%	100%	101%	100%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(590)	(220)	(217)	(153)	(254)	(189)	(230)	(155)	(136)	(324)	(212)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10F. Americans' View of Coolness of Things — Watching movies

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	38%	32%	43%	38%	48%	38%	28%	34%	57%	45%	41%	33%
Somewhat cool	43%	46%	40%	38%	39%	45%	49%	44%	35%	40%	43%	41%
Not very cool	6%	5%	7%	6%	6%	3%	10%	7%	3%	1%	4%	9%
Not at all cool	3%	6%	1%	2%	3%	6%	1%	4%	2%	5%	2%	6%
Not sure	10%	11%	9%	16%	3%	9%	13%	10%	4%	9%	9%	11%
Totals	100%	100%	100%	100%	99%	101%	101%	99%	101%	100%	99%	100%
Unweighted N	(568)	(257)	(311)	(132)	(151)	(162)	(123)	(371)	(81)	(71)	(375)	(193)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	38%	38%	36%	42%	39%	38%	37%	42%	38%	50%	23%
Somewhat cool	43%	44%	43%	41%	44%	44%	43%	44%	41%	41%	52%
Not very cool	6%	5%	7%	7%	8%	7%	7%	5%	6%	2%	14%
Not at all cool	3%	5%	2%	2%	1%	2%	3%	1%	7%	4%	2%
Not sure	10%	8%	12%	9%	8%	9%	10%	9%	9%	3%	9%
Totals	100%	100%	100%	101%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(568)	(201)	(223)	(144)	(233)	(176)	(210)	(155)	(127)	(300)	(209)

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10G. Americans' View of Coolness of Things — Video games

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	38%	31%	45%	50%	42%	34%	27%	33%	*	52%	41%	32%
Somewhat cool	36%	40%	32%	23%	36%	40%	41%	42%	*	20%	35%	37%
Not very cool	7%	8%	6%	5%	11%	6%	9%	7%	*	14%	5%	11%
Not at all cool	7%	8%	6%	3%	5%	7%	13%	9%	*	0%	6%	9%
Not sure	12%	13%	11%	19%	7%	12%	11%	10%	*	14%	12%	12%
Totals	100%	100%	100%	100%	101%	99%	101%	101%	*	100%	99%	101%
Unweighted N	(551)	(258)	(293)	(130)	(138)	(176)	(107)	(366)	(65)	(79)	(350)	(201)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	38%	43%	33%	40%	40%	35%	48%	32%	33%	46%	34%
Somewhat cool	36%	33%	33%	42%	35%	43%	33%	38%	32%	36%	40%
Not very cool	7%	8%	8%	6%	10%	8%	4%	10%	8%	5%	11%
Not at all cool	7%	8%	7%	6%	5%	5%	5%	5%	14%	6%	8%
Not sure	12%	8%	20%	6%	10%	9%	10%	15%	13%	7%	7%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(551)	(187)	(224)	(140)	(214)	(192)	(210)	(152)	(131)	(295)	(199)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10H. Americans' View of Coolness of Things — Basketball

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	31%	27%	35%	24%	46%	22%	34%	26%	55%	31%	30%	32%
Somewhat cool	39%	38%	40%	39%	31%	45%	41%	43%	27%	31%	37%	45%
Not very cool	11%	15%	7%	16%	6%	11%	11%	11%	7%	20%	13%	7%
Not at all cool	6%	7%	6%	4%	7%	8%	6%	8%	4%	3%	7%	5%
Not sure	12%	12%	12%	18%	9%	14%	8%	12%	7%	15%	13%	11%
Totals	99%	99%	100%	101%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(547)	(260)	(287)	(116)	(152)	(164)	(115)	(360)	(79)	(72)	(350)	(197)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	31%	41%	26%	28%	40%	29%	33%	32%	26%	37%	28%
Somewhat cool	39%	42%	34%	43%	41%	42%	33%	41%	54%	44%	39%
Not very cool	11%	7%	16%	8%	5%	10%	14%	12%	7%	9%	14%
Not at all cool	6%	2%	7%	10%	5%	8%	7%	3%	6%	4%	10%
Not sure	12%	8%	17%	10%	9%	10%	12%	13%	8%	6%	9%
Totals	99%	100%	100%	99%	100%	99%	99%	101%	101%	100%	100%
Unweighted N	(547)	(198)	(199)	(150)	(235)	(183)	(200)	(161)	(126)	(284)	(211)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10I. Americans' View of Coolness of Things — Beer

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	31%	28%	32%	27%	40%	31%	23%	29%	30%	32%	30%	31%
Somewhat cool	30%	35%	26%	34%	24%	30%	35%	33%	30%	29%	30%	32%
Not very cool	14%	13%	16%	11%	18%	15%	13%	12%	16%	14%	13%	17%
Not at all cool	14%	14%	15%	13%	14%	16%	14%	16%	16%	10%	16%	12%
Not sure	11%	11%	11%	15%	5%	9%	15%	10%	8%	15%	12%	9%
Totals	100%	101%	100%	100%	101%	101%	100%	100%	100%	100%	101%	101%
Unweighted N	(534)	(251)	(283)	(126)	(152)	(140)	(116)	(342)	(75)	(80)	(342)	(192)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	31%	35%	26%	33%	36%	26%	30%	28%	35%	37%	23%
Somewhat cool	30%	30%	31%	29%	32%	38%	23%	45%	29%	27%	35%
Not very cool	14%	13%	15%	15%	15%	12%	14%	10%	16%	14%	16%
Not at all cool	14%	13%	15%	15%	8%	12%	19%	9%	12%	14%	16%
Not sure	11%	9%	13%	9%	9%	12%	13%	8%	7%	8%	10%
Totals	100%	100%	100%	101%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(534)	(180)	(214)	(140)	(214)	(169)	(193)	(146)	(126)	(289)	(197)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10J. Americans' View of Coolness of Things — Online surveys

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	30%	28%	32%	39%	41%	23%	20%	24%	55%	47%	37%	16%
Somewhat cool	31%	30%	31%	25%	20%	39%	32%	29%	23%	26%	33%	27%
Not very cool	16%	16%	17%	14%	13%	14%	25%	21%	9%	8%	14%	20%
Not at all cool	14%	18%	10%	16%	16%	14%	9%	16%	6%	12%	7%	26%
Not sure	10%	9%	10%	6%	10%	9%	13%	10%	8%	7%	9%	10%
Totals	101%	101%	100%	100%	100%	99%	99%	100%	101%	100%	100%	99%
Unweighted N	(548)	(270)	(278)	(130)	(133)	(166)	(119)	(365)	(70)	(76)	(349)	(199)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	30%	32%	25%	32%	24%	31%	37%	30%	20%	40%	19%
Somewhat cool	31%	28%	32%	32%	28%	30%	32%	28%	29%	34%	27%
Not very cool	16%	20%	14%	16%	20%	18%	12%	19%	23%	14%	20%
Not at all cool	14%	13%	16%	12%	16%	13%	9%	14%	20%	7%	24%
Not sure	10%	7%	13%	8%	12%	7%	10%	8%	8%	5%	10%
Totals	101%	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%
Unweighted N	(548)	(196)	(212)	(140)	(235)	(177)	(208)	(153)	(127)	(299)	(203)

YouGov Survey: Coolness

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10K. Americans' View of Coolness of Things — Science

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	29%	27%	31%	28%	40%	26%	25%	27%	45%	30%	29%	31%
Somewhat cool	37%	38%	35%	37%	32%	35%	44%	38%	34%	34%	37%	35%
Not very cool	15%	14%	16%	14%	15%	18%	14%	15%	12%	14%	13%	20%
Not at all cool	8%	9%	8%	9%	7%	7%	9%	7%	5%	7%	8%	8%
Not sure	10%	12%	10%	12%	7%	14%	8%	12%	3%	15%	12%	6%
Totals	99%	100%	100%	100%	101%	100%	100%	99%	99%	100%	99%	100%
Unweighted N	(546)	(252)	(294)	(133)	(152)	(149)	(112)	(356)	(83)	(74)	(357)	(189)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	29%	32%	28%	29%	34%	26%	26%	30%	41%	38%	21%
Somewhat cool	37%	36%	40%	34%	36%	37%	45%	33%	32%	39%	38%
Not very cool	15%	17%	12%	17%	16%	17%	10%	23%	15%	11%	23%
Not at all cool	8%	9%	7%	7%	7%	9%	5%	5%	8%	6%	11%
Not sure	10%	6%	13%	13%	6%	11%	14%	9%	4%	6%	7%
Totals	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(546)	(190)	(212)	(144)	(224)	(175)	(213)	(149)	(127)	(280)	(210)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10L. Americans' View of Coolness of Things — Selfies

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	29%	24%	35%	36%	30%	25%	28%	25%	39%	41%	33%	24%
Somewhat cool	32%	31%	32%	27%	34%	33%	31%	30%	34%	32%	27%	40%
Not very cool	14%	17%	11%	15%	10%	17%	14%	17%	9%	10%	13%	16%
Not at all cool	15%	17%	12%	2%	18%	17%	19%	18%	8%	9%	16%	12%
Not sure	10%	11%	10%	20%	8%	9%	7%	10%	11%	8%	11%	9%
Totals	100%	100%	100%	100%	100%	101%	99%	100%	101%	100%	100%	101%
Unweighted N	(580)	(264)	(316)	(140)	(165)	(166)	(109)	(374)	(81)	(89)	(373)	(207)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	29%	43%	22%	25%	32%	27%	33%	21%	32%	35%	25%
Somewhat cool	32%	26%	34%	35%	34%	36%	29%	37%	32%	33%	34%
Not very cool	14%	15%	11%	17%	19%	12%	13%	13%	19%	16%	12%
Not at all cool	15%	8%	17%	19%	8%	19%	15%	19%	9%	11%	22%
Not sure	10%	8%	16%	5%	8%	6%	11%	10%	7%	6%	6%
Totals	100%	100%	100%	101%	101%	100%	101%	100%	99%	101%	99%
Unweighted N	(580)	(203)	(228)	(149)	(250)	(177)	(221)	(162)	(134)	(320)	(203)

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10M. Americans' View of Coolness of Things — Wine

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	29%	23%	34%	31%	27%	26%	33%	26%	*	31%	29%	27%
Somewhat cool	39%	42%	37%	30%	33%	43%	49%	42%	*	27%	35%	48%
Not very cool	13%	12%	13%	14%	21%	10%	6%	12%	*	19%	11%	16%
Not at all cool	7%	9%	6%	4%	7%	9%	7%	8%	*	8%	9%	4%
Not sure	12%	14%	10%	20%	12%	11%	4%	12%	*	14%	15%	5%
Totals	100%	100%	100%	99%	100%	99%	99%	100%	*	99%	99%	100%
Unweighted N	(535)	(258)	(277)	(126)	(152)	(161)	(96)	(357)	(63)	(79)	(346)	(189)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	29%	37%	22%	31%	32%	27%	29%	32%	27%	35%	26%
Somewhat cool	39%	43%	35%	42%	46%	43%	35%	41%	43%	40%	39%
Not very cool	13%	9%	14%	14%	11%	16%	11%	14%	19%	13%	15%
Not at all cool	7%	4%	10%	6%	5%	9%	9%	5%	5%	6%	11%
Not sure	12%	7%	18%	7%	6%	6%	16%	8%	6%	7%	9%
Totals	100%	100%	99%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(535)	(161)	(238)	(136)	(210)	(178)	(194)	(169)	(112)	(288)	(192)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10N. Americans' View of Coolness of Things — Avocados

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	27%	23%	32%	27%	34%	26%	22%	21%	40%	42%	29%	24%
Somewhat cool	34%	36%	31%	32%	32%	36%	35%	36%	23%	28%	32%	37%
Not very cool	16%	17%	14%	13%	17%	15%	18%	16%	19%	12%	13%	22%
Not at all cool	6%	5%	6%	6%	5%	6%	4%	5%	6%	8%	6%	5%
Not sure	18%	19%	16%	22%	11%	17%	21%	21%	12%	9%	20%	13%
Totals	101%	100%	99%	100%	99%	100%	100%	99%	100%	99%	100%	101%
Unweighted N	(559)	(263)	(296)	(147)	(148)	(155)	(109)	(359)	(76)	(89)	(360)	(199)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	27%	31%	21%	34%	28%	26%	24%	22%	39%	35%	20%
Somewhat cool	34%	31%	38%	29%	35%	33%	32%	37%	30%	34%	39%
Not very cool	16%	15%	16%	15%	16%	18%	18%	17%	13%	18%	15%
Not at all cool	6%	6%	4%	7%	4%	9%	8%	6%	4%	3%	10%
Not sure	18%	17%	20%	14%	17%	15%	19%	18%	14%	10%	15%
Totals	101%	100%	99%	99%	100%	101%	101%	100%	100%	100%	99%
Unweighted N	(559)	(199)	(230)	(130)	(241)	(175)	(212)	(144)	(132)	(304)	(187)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



100. Americans' View of Coolness of Things — Marijuana

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	27%	28%	26%	29%	23%	33%	20%	24%	41%	24%	30%	21%
Somewhat cool	31%	31%	30%	24%	32%	27%	41%	31%	26%	32%	26%	40%
Not very cool	12%	12%	13%	14%	14%	10%	12%	15%	6%	10%	12%	13%
Not at all cool	17%	16%	17%	16%	18%	18%	14%	16%	14%	23%	17%	16%
Not sure	13%	13%	14%	17%	14%	11%	13%	14%	14%	12%	15%	11%
Totals	100%	100%	100%	100%	101%	99%	100%	100%	101%	101%	100%	101%
Unweighted N	(543)	(264)	(279)	(129)	(146)	(157)	(111)	(357)	(75)	(82)	(350)	(193)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	27%	32%	27%	22%	26%	27%	35%	20%	24%	33%	21%
Somewhat cool	31%	32%	33%	26%	42%	27%	21%	37%	39%	32%	33%
Not very cool	12%	11%	9%	18%	11%	15%	10%	11%	15%	11%	15%
Not at all cool	17%	15%	13%	23%	11%	25%	17%	20%	13%	14%	21%
Not sure	13%	10%	18%	12%	11%	7%	18%	13%	8%	11%	10%
Totals	100%	100%	100%	101%	101%	101%	101%	101%	99%	101%	100%
Unweighted N	(543)	(191)	(213)	(139)	(235)	(168)	(204)	(158)	(124)	(298)	(206)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10P. Americans' View of Coolness of Things — Reading books

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	26%	17%	33%	28%	36%	24%	14%	17%	48%	30%	26%	25%
Somewhat cool	36%	36%	36%	37%	33%	33%	41%	41%	33%	21%	38%	32%
Not very cool	20%	28%	14%	17%	14%	23%	27%	22%	6%	31%	19%	22%
Not at all cool	10%	10%	9%	5%	10%	10%	14%	11%	9%	7%	9%	12%
Not sure	9%	9%	8%	12%	6%	10%	5%	9%	4%	12%	9%	8%
Totals	101%	100%	100%	99%	99%	100%	101%	100%	100%	101%	101%	99%
Unweighted N	(548)	(250)	(298)	(138)	(148)	(154)	(108)	(359)	(74)	(76)	(367)	(181)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	26%	28%	25%	24%	28%	25%	23%	25%	25%	35%	15%
Somewhat cool	36%	34%	35%	39%	37%	34%	39%	28%	41%	38%	33%
Not very cool	20%	23%	20%	17%	20%	20%	19%	26%	24%	17%	28%
Not at all cool	10%	9%	7%	14%	9%	13%	9%	13%	8%	6%	15%
Not sure	9%	6%	13%	5%	5%	9%	10%	8%	2%	3%	9%
Totals	101%	100%	100%	99%	99%	101%	100%	100%	100%	99%	100%
Unweighted N	(548)	(189)	(211)	(148)	(223)	(180)	(216)	(146)	(117)	(288)	(204)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10Q. Americans' View of Coolness of Things — Watching short-form video

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	25%	23%	27%	40%	28%	17%	19%	23%	*	44%	26%	24%
Somewhat cool	37%	40%	34%	25%	36%	48%	35%	36%	*	23%	35%	41%
Not very cool	12%	10%	14%	9%	16%	9%	13%	12%	*	10%	12%	12%
Not at all cool	7%	11%	4%	4%	7%	10%	8%	10%	*	6%	7%	8%
Not sure	18%	16%	20%	22%	13%	17%	25%	20%	*	18%	20%	16%
Totals	99%	100%	99%	100%	100%	101%	100%	101%	*	101%	100%	101%
Unweighted N	(574)	(278)	(296)	(140)	(160)	(146)	(128)	(389)	(68)	(83)	(369)	(205)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	25%	32%	19%	26%	27%	23%	29%	28%	22%	28%	24%
Somewhat cool	37%	39%	34%	38%	40%	43%	36%	36%	38%	44%	30%
Not very cool	12%	9%	12%	15%	11%	14%	10%	12%	11%	10%	16%
Not at all cool	7%	9%	8%	6%	8%	6%	6%	7%	12%	6%	11%
Not sure	18%	12%	27%	16%	15%	14%	19%	17%	17%	11%	20%
Totals	99%	101%	100%	101%	101%	100%	100%	100%	100%	99%	101%
Unweighted N	(574)	(201)	(207)	(166)	(232)	(191)	(202)	(171)	(139)	(314)	(214)

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10R. Americans' View of Coolness of Things — Artificial intelligence

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	25%	22%	28%	33%	35%	15%	22%	20%	38%	35%	27%	21%
Somewhat cool	32%	34%	30%	23%	25%	44%	29%	35%	31%	25%	30%	35%
Not very cool	13%	16%	11%	17%	14%	11%	13%	11%	8%	20%	10%	20%
Not at all cool	17%	17%	17%	12%	19%	18%	19%	21%	12%	10%	17%	17%
Not sure	13%	11%	14%	14%	7%	12%	18%	13%	10%	10%	16%	6%
Totals	100%	100%	100%	99%	100%	100%	101%	100%	99%	100%	100%	99%
Unweighted N	(566)	(261)	(305)	(133)	(156)	(165)	(112)	(352)	(86)	(79)	(366)	(200)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	25%	31%	18%	31%	20%	35%	28%	23%	26%	33%	16%
Somewhat cool	32%	28%	32%	36%	35%	34%	32%	31%	32%	36%	31%
Not very cool	13%	14%	15%	10%	16%	11%	7%	21%	18%	10%	19%
Not at all cool	17%	16%	21%	12%	17%	13%	17%	16%	17%	14%	22%
Not sure	13%	12%	14%	12%	12%	7%	16%	9%	7%	7%	12%
Totals	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(566)	(197)	(234)	(135)	(245)	(170)	(219)	(157)	(123)	(288)	(218)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10S. Americans' View of Coolness of Things — Rap music

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	25%	23%	27%	45%	28%	18%	14%	17%	47%	39%	29%	19%
Somewhat cool	36%	36%	37%	30%	51%	37%	23%	37%	35%	33%	32%	44%
Not very cool	11%	12%	10%	4%	8%	10%	22%	15%	6%	1%	10%	14%
Not at all cool	15%	17%	14%	3%	5%	23%	29%	19%	7%	13%	17%	13%
Not sure	12%	12%	12%	17%	8%	12%	12%	12%	6%	15%	13%	11%
Totals	99%	100%	100%	99%	100%	100%	100%	100%	101%	101%	101%	101%
Unweighted N	(539)	(242)	(297)	(130)	(151)	(147)	(111)	(351)	(73)	(80)	(350)	(189)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	25%	32%	26%	18%	26%	17%	29%	15%	28%	33%	17%
Somewhat cool	36%	38%	30%	41%	46%	35%	27%	43%	41%	37%	37%
Not very cool	11%	10%	11%	12%	9%	17%	13%	17%	6%	11%	13%
Not at all cool	15%	12%	11%	22%	9%	22%	17%	14%	14%	14%	20%
Not sure	12%	7%	21%	7%	10%	9%	13%	11%	10%	6%	13%
Totals	99%	99%	99%	100%	100%	100%	99%	100%	99%	101%	100%
Unweighted N	(539)	(192)	(195)	(152)	(223)	(190)	(185)	(146)	(137)	(282)	(208)

YouGov Survey: Coolness

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10T. Americans' View of Coolness of Things — Auto racing

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	24%	26%	22%	29%	25%	17%	30%	22%	35%	20%	30%	14%
Somewhat cool	38%	40%	36%	34%	33%	44%	42%	40%	40%	34%	37%	41%
Not very cool	15%	13%	17%	12%	18%	13%	15%	16%	10%	13%	11%	21%
Not at all cool	10%	10%	10%	5%	9%	15%	5%	9%	9%	15%	9%	10%
Not sure	13%	11%	15%	20%	15%	10%	8%	13%	6%	17%	13%	14%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%
Unweighted N	(535)	(240)	(295)	(114)	(169)	(152)	(100)	(361)	(71)	(70)	(340)	(195)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	24%	23%	25%	24%	25%	22%	31%	19%	22%	28%	22%
Somewhat cool	38%	37%	37%	42%	37%	43%	34%	42%	42%	44%	36%
Not very cool	15%	21%	12%	12%	21%	14%	11%	18%	23%	12%	21%
Not at all cool	10%	5%	12%	11%	9%	12%	8%	11%	5%	7%	14%
Not sure	13%	14%	14%	11%	8%	9%	15%	10%	9%	9%	8%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	101%	100%	101%
Unweighted N	(535)	(189)	(206)	(140)	(229)	(178)	(200)	(155)	(109)	(281)	(206)

YouGov Survey: Coolness

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10U. Americans' View of Coolness of Things — Baseball

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	24%	25%	23%	16%	27%	26%	25%	21%	33%	30%	28%	17%
Somewhat cool	41%	38%	43%	48%	45%	34%	40%	43%	34%	34%	39%	45%
Not very cool	15%	16%	15%	16%	12%	15%	19%	16%	5%	18%	13%	20%
Not at all cool	10%	12%	9%	4%	10%	16%	8%	10%	18%	8%	10%	11%
Not sure	9%	8%	10%	16%	6%	9%	8%	9%	11%	9%	10%	8%
Totals	99%	99%	100%	100%	100%	100%	100%	99%	101%	99%	100%	101%
Unweighted N	(579)	(260)	(319)	(129)	(157)	(161)	(132)	(379)	(76)	(88)	(381)	(198)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	24%	28%	22%	22%	28%	26%	28%	23%	25%	30%	16%
Somewhat cool	41%	38%	38%	47%	39%	44%	39%	39%	48%	43%	43%
Not very cool	15%	18%	13%	15%	18%	13%	13%	20%	12%	15%	16%
Not at all cool	10%	11%	11%	9%	8%	10%	11%	11%	9%	7%	15%
Not sure	9%	4%	16%	7%	7%	7%	10%	7%	7%	5%	10%
Totals	99%	99%	100%	100%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(579)	(193)	(227)	(159)	(238)	(192)	(210)	(171)	(128)	(309)	(221)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10V. Americans' View of Coolness of Things — Soccer

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	23%	22%	25%	25%	30%	18%	20%	20%	48%	22%	19%	31%
Somewhat cool	34%	36%	32%	35%	32%	38%	28%	35%	22%	25%	35%	31%
Not very cool	19%	20%	18%	17%	19%	15%	26%	20%	12%	20%	18%	19%
Not at all cool	13%	14%	12%	8%	9%	19%	14%	14%	7%	17%	13%	13%
Not sure	11%	9%	13%	15%	10%	10%	11%	11%	11%	16%	14%	6%
Totals	100%	101%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(565)	(262)	(303)	(138)	(154)	(161)	(112)	(380)	(70)	(79)	(360)	(205)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	23%	35%	13%	23%	31%	20%	20%	26%	33%	33%	13%
Somewhat cool	34%	31%	39%	30%	36%	35%	32%	33%	26%	36%	33%
Not very cool	19%	18%	18%	20%	16%	18%	23%	16%	19%	16%	24%
Not at all cool	13%	5%	14%	20%	7%	19%	10%	16%	16%	9%	20%
Not sure	11%	11%	16%	6%	10%	8%	15%	10%	6%	7%	10%
Totals	100%	100%	100%	99%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(565)	(201)	(221)	(143)	(224)	(189)	(202)	(155)	(137)	(306)	(210)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10W. Americans' View of Coolness of Things — Sourdough bread

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	22%	21%	23%	18%	18%	24%	29%	22%	*	26%	22%	23%
Somewhat cool	36%	33%	40%	35%	38%	38%	33%	39%	*	26%	33%	42%
Not very cool	16%	21%	11%	19%	16%	16%	15%	17%	*	22%	16%	16%
Not at all cool	6%	6%	6%	2%	6%	10%	5%	7%	*	3%	7%	6%
Not sure	19%	18%	20%	26%	22%	12%	19%	15%	*	23%	22%	14%
Totals	99%	99%	100%	100%	100%	100%	101%	100%	*	100%	100%	101%
Unweighted N	(528)	(254)	(274)	(123)	(148)	(145)	(112)	(357)	(62)	(75)	(336)	(192)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	22%	21%	23%	23%	23%	28%	22%	22%	22%	27%	19%
Somewhat cool	36%	38%	32%	39%	39%	34%	29%	38%	41%	36%	41%
Not very cool	16%	20%	13%	16%	18%	17%	14%	17%	22%	19%	15%
Not at all cool	6%	5%	5%	9%	6%	7%	7%	6%	6%	4%	12%
Not sure	19%	16%	27%	12%	14%	13%	28%	17%	9%	14%	13%
Totals	99%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(528)	(181)	(201)	(146)	(209)	(180)	(192)	(149)	(125)	(292)	(198)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10X. Americans' View of Coolness of Things — Country music

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	22%	14%	29%	30%	27%	18%	15%	20%	36%	29%	24%	19%
Somewhat cool	35%	42%	29%	21%	28%	45%	41%	37%	35%	20%	35%	35%
Not very cool	18%	17%	19%	18%	22%	14%	18%	19%	10%	27%	13%	28%
Not at all cool	15%	13%	16%	19%	12%	17%	11%	14%	13%	14%	16%	12%
Not sure	10%	14%	7%	11%	11%	7%	15%	10%	6%	10%	12%	7%
Totals	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%	101%
Unweighted N	(562)	(263)	(299)	(128)	(168)	(153)	(113)	(367)	(72)	(87)	(366)	(196)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	22%	20%	20%	26%	18%	24%	21%	18%	27%	30%	14%
Somewhat cool	35%	36%	29%	41%	34%	43%	35%	44%	28%	37%	34%
Not very cool	18%	19%	21%	14%	22%	14%	18%	22%	21%	17%	22%
Not at all cool	15%	19%	13%	11%	16%	11%	17%	9%	13%	12%	20%
Not sure	10%	6%	17%	7%	9%	8%	10%	8%	10%	5%	10%
Totals	100%	100%	100%	99%	99%	100%	101%	101%	99%	101%	100%
Unweighted N	(562)	(211)	(208)	(143)	(246)	(174)	(207)	(149)	(135)	(310)	(206)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10Y. Americans' View of Coolness of Things — Whisky

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	20%	19%	20%	17%	24%	23%	12%	21%	21%	14%	17%	24%
Somewhat cool	38%	41%	35%	38%	49%	31%	37%	37%	36%	52%	38%	39%
Not very cool	12%	14%	10%	13%	2%	12%	21%	12%	17%	13%	13%	9%
Not at all cool	16%	13%	18%	15%	14%	17%	15%	17%	12%	13%	17%	13%
Not sure	15%	12%	17%	17%	11%	16%	15%	14%	13%	8%	14%	16%
Totals	101%	99%	100%	100%	100%	99%	100%	101%	99%	100%	99%	101%
Unweighted N	(527)	(243)	(284)	(129)	(133)	(151)	(114)	(337)	(73)	(76)	(341)	(186)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	20%	15%	17%	27%	23%	24%	17%	26%	23%	24%	15%
Somewhat cool	38%	45%	33%	38%	39%	35%	34%	49%	41%	44%	37%
Not very cool	12%	10%	15%	11%	13%	13%	17%	7%	10%	8%	20%
Not at all cool	16%	19%	14%	14%	14%	13%	16%	10%	15%	15%	18%
Not sure	15%	12%	21%	10%	12%	15%	16%	9%	12%	9%	10%
Totals	101%	101%	100%	100%	101%	100%	100%	101%	101%	100%	100%
Unweighted N	(527)	(183)	(208)	(136)	(212)	(158)	(195)	(148)	(120)	(287)	(189)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10Z. Americans' View of Coolness of Things — Tea

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	18%	19%	18%	25%	23%	15%	12%	17%	43%	12%	22%	13%
Somewhat cool	34%	34%	34%	31%	37%	28%	41%	30%	34%	45%	34%	35%
Not very cool	24%	24%	25%	19%	29%	25%	24%	27%	9%	20%	20%	32%
Not at all cool	12%	12%	11%	9%	6%	18%	11%	14%	2%	15%	13%	10%
Not sure	12%	12%	11%	16%	6%	14%	11%	13%	11%	7%	12%	11%
Totals	100%	101%	99%	100%	101%	100%	99%	101%	99%	99%	101%	101%
Unweighted N	(559)	(263)	(296)	(138)	(149)	(152)	(120)	(370)	(70)	(81)	(358)	(201)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	18%	17%	19%	20%	21%	15%	20%	12%	20%	23%	14%
Somewhat cool	34%	32%	34%	36%	32%	39%	33%	40%	29%	41%	27%
Not very cool	24%	29%	22%	24%	26%	27%	23%	26%	31%	24%	28%
Not at all cool	12%	15%	9%	12%	10%	9%	10%	13%	13%	8%	21%
Not sure	12%	7%	17%	8%	11%	10%	13%	9%	7%	5%	11%
Totals	100%	100%	101%	100%	100%	100%	99%	100%	100%	101%	101%
Unweighted N	(559)	(189)	(221)	(149)	(216)	(190)	(210)	(153)	(128)	(303)	(199)

YouGov Survey: Coolness

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10AA. Americans' View of Coolness of Things — Word games

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	18%	13%	22%	25%	19%	15%	14%	12%	38%	22%	20%	14%
Somewhat cool	34%	35%	33%	34%	26%	39%	37%	35%	34%	33%	32%	38%
Not very cool	22%	26%	19%	16%	26%	23%	22%	27%	9%	9%	19%	27%
Not at all cool	12%	13%	11%	11%	13%	12%	13%	13%	10%	12%	11%	13%
Not sure	14%	13%	14%	15%	15%	11%	15%	14%	10%	25%	17%	7%
Totals	100%	100%	99%	101%	99%	100%	101%	101%	101%	101%	99%	99%
Unweighted N	(533)	(255)	(278)	(128)	(143)	(144)	(118)	(351)	(81)	(73)	(347)	(186)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	18%	25%	12%	17%	23%	14%	17%	14%	18%	26%	9%
Somewhat cool	34%	31%	36%	36%	39%	37%	32%	36%	36%	36%	33%
Not very cool	22%	24%	20%	23%	22%	24%	17%	29%	25%	22%	26%
Not at all cool	12%	12%	12%	13%	9%	11%	14%	7%	16%	9%	19%
Not sure	14%	8%	20%	12%	7%	14%	20%	14%	4%	8%	13%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(533)	(188)	(213)	(132)	(222)	(174)	(194)	(154)	(122)	(286)	(200)

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 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10AB. Americans' View of Coolness of Things — Guns

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	18%	19%	17%	22%	20%	17%	14%	18%	*	23%	17%	19%
Somewhat cool	31%	39%	25%	29%	26%	34%	34%	36%	*	20%	33%	28%
Not very cool	20%	13%	26%	18%	22%	18%	21%	18%	*	26%	20%	18%
Not at all cool	18%	17%	20%	19%	20%	18%	17%	15%	*	24%	16%	24%
Not sure	13%	12%	13%	12%	12%	12%	14%	13%	*	8%	14%	11%
Totals	100%	100%	101%	100%	100%	99%	100%	100%	*	101%	100%	100%
Unweighted N	(549)	(252)	(297)	(131)	(140)	(147)	(131)	(363)	(68)	(77)	(369)	(180)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	18%	12%	18%	25%	11%	24%	17%	13%	25%	17%	19%
Somewhat cool	31%	23%	32%	40%	27%	46%	32%	28%	32%	33%	33%
Not very cool	20%	28%	18%	13%	25%	10%	20%	27%	13%	22%	19%
Not at all cool	18%	27%	15%	14%	26%	13%	15%	21%	25%	22%	13%
Not sure	13%	11%	18%	8%	11%	8%	16%	11%	5%	6%	16%
Totals	100%	101%	101%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(549)	(190)	(211)	(148)	(220)	(181)	(211)	(153)	(126)	(306)	(183)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10AC. Americans' View of Coolness of Things — Classical music

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	17%	17%	18%	22%	21%	14%	14%	13%	*	25%	18%	16%
Somewhat cool	27%	27%	26%	24%	31%	20%	32%	27%	*	36%	28%	24%
Not very cool	27%	29%	25%	21%	22%	36%	27%	29%	*	12%	23%	35%
Not at all cool	20%	16%	22%	21%	17%	20%	20%	20%	*	18%	19%	20%
Not sure	10%	11%	8%	12%	9%	10%	8%	11%	*	10%	12%	5%
Totals	101%	100%	99%	100%	100%	100%	101%	100%	*	101%	100%	100%
Unweighted N	(573)	(262)	(311)	(139)	(159)	(159)	(116)	(382)	(65)	(80)	(373)	(200)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	17%	22%	14%	17%	18%	21%	15%	20%	19%	24%	10%
Somewhat cool	27%	22%	26%	32%	26%	33%	29%	26%	24%	32%	21%
Not very cool	27%	35%	25%	22%	28%	23%	24%	27%	31%	28%	30%
Not at all cool	20%	17%	20%	21%	20%	15%	18%	20%	24%	12%	31%
Not sure	10%	4%	15%	8%	8%	8%	13%	7%	2%	6%	8%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	100%	102%	100%
Unweighted N	(573)	(197)	(228)	(148)	(248)	(180)	(218)	(160)	(129)	(317)	(208)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10AD. Americans' View of Coolness of Things — Heavy metal music

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	17%	20%	15%	15%	23%	20%	8%	19%	17%	16%	21%	10%
Somewhat cool	34%	37%	32%	38%	33%	36%	31%	34%	36%	40%	34%	36%
Not very cool	20%	16%	24%	14%	18%	19%	29%	23%	15%	11%	16%	27%
Not at all cool	14%	12%	16%	2%	17%	16%	20%	13%	19%	22%	14%	15%
Not sure	14%	14%	14%	30%	9%	9%	12%	12%	14%	11%	15%	12%
Totals	99%	99%	101%	99%	100%	100%	100%	101%	101%	100%	100%	100%
Unweighted N	(554)	(252)	(302)	(135)	(144)	(164)	(111)	(378)	(74)	(71)	(354)	(200)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	17%	17%	18%	16%	14%	19%	22%	15%	15%	19%	16%
Somewhat cool	34%	29%	34%	39%	29%	37%	31%	39%	38%	40%	34%
Not very cool	20%	26%	17%	20%	28%	19%	17%	20%	22%	19%	27%
Not at all cool	14%	15%	12%	17%	17%	18%	16%	13%	15%	15%	14%
Not sure	14%	13%	19%	9%	13%	6%	14%	13%	10%	7%	9%
Totals	99%	100%	100%	101%	101%	99%	100%	100%	100%	100%	100%
Unweighted N	(554)	(199)	(216)	(139)	(243)	(163)	(209)	(150)	(126)	(305)	(194)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10AE. Americans' View of Coolness of Things — Cryptocurrency

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	17%	13%	20%	19%	23%	15%	11%	15%	30%	18%	17%	16%
Somewhat cool	26%	28%	25%	21%	24%	33%	24%	26%	22%	29%	23%	32%
Not very cool	13%	15%	12%	12%	17%	10%	15%	16%	1%	13%	12%	14%
Not at all cool	21%	24%	18%	14%	24%	22%	22%	23%	22%	18%	19%	24%
Not sure	23%	20%	25%	34%	13%	20%	28%	20%	25%	22%	28%	14%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(574)	(257)	(317)	(133)	(154)	(169)	(118)	(379)	(74)	(82)	(370)	(204)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	17%	19%	12%	21%	16%	19%	19%	14%	21%	23%	12%
Somewhat cool	26%	22%	25%	32%	25%	33%	21%	33%	30%	29%	28%
Not very cool	13%	12%	11%	18%	15%	16%	14%	16%	13%	10%	20%
Not at all cool	21%	24%	22%	17%	25%	18%	21%	20%	22%	19%	25%
Not sure	23%	24%	30%	12%	19%	14%	26%	17%	14%	19%	16%
Totals	100%	101%	100%	100%	100%	100%	101%	100%	100%	100%	101%
Unweighted N	(574)	(197)	(233)	(144)	(238)	(177)	(219)	(156)	(133)	(307)	(211)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10AF. Americans' View of Coolness of Things — Poker

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	17%	20%	14%	25%	19%	15%	9%	15%	22%	18%	17%	17%
Somewhat cool	42%	42%	42%	39%	40%	48%	38%	45%	39%	41%	41%	42%
Not very cool	14%	14%	14%	5%	19%	12%	20%	15%	9%	11%	11%	18%
Not at all cool	12%	10%	14%	14%	7%	11%	17%	11%	9%	13%	15%	8%
Not sure	16%	14%	17%	18%	15%	14%	16%	14%	21%	17%	16%	15%
Totals	101%	100%	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(552)	(256)	(296)	(135)	(139)	(167)	(111)	(361)	(71)	(85)	(352)	(200)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	17%	14%	19%	16%	20%	14%	18%	19%	17%	21%	13%
Somewhat cool	42%	39%	40%	47%	40%	46%	39%	40%	51%	51%	37%
Not very cool	14%	15%	11%	15%	16%	21%	12%	15%	16%	11%	20%
Not at all cool	12%	16%	11%	10%	11%	9%	12%	13%	6%	9%	16%
Not sure	16%	16%	19%	11%	13%	10%	19%	13%	10%	8%	14%
Totals	101%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(552)	(198)	(210)	(144)	(235)	(181)	(214)	(156)	(126)	(295)	(204)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10AG. Americans' View of Coolness of Things — Sports betting

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	16%	13%	19%	18%	24%	10%	13%	12%	32%	26%	15%	18%
Somewhat cool	26%	29%	24%	21%	27%	30%	26%	27%	22%	18%	25%	29%
Not very cool	22%	23%	21%	27%	24%	17%	21%	24%	19%	16%	22%	22%
Not at all cool	20%	18%	21%	15%	15%	26%	22%	21%	19%	21%	20%	19%
Not sure	16%	17%	15%	19%	10%	17%	18%	15%	8%	18%	17%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	99%	99%	101%
Unweighted N	(571)	(261)	(310)	(134)	(156)	(162)	(119)	(361)	(86)	(86)	(370)	(201)

	Total	Party ID			2024 Vote		Family income			View of Own Coolness	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	16%	18%	13%	17%	14%	14%	17%	17%	16%	22%	10%
Somewhat cool	26%	27%	26%	27%	29%	30%	27%	29%	27%	30%	24%
Not very cool	22%	24%	20%	22%	17%	23%	19%	22%	24%	21%	27%
Not at all cool	20%	17%	17%	26%	21%	21%	18%	16%	22%	17%	25%
Not sure	16%	14%	24%	8%	20%	11%	19%	16%	11%	10%	14%
Totals	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%
Unweighted N	(571)	(199)	(215)	(157)	(233)	(184)	(216)	(167)	(117)	(310)	(204)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10AH. Americans' View of Coolness of Things — Math

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	15%	14%	16%	20%	15%	12%	12%	13%	26%	11%	16%	13%
Somewhat cool	24%	28%	20%	19%	22%	29%	25%	22%	34%	22%	25%	22%
Not very cool	24%	23%	24%	14%	27%	24%	30%	27%	10%	24%	20%	30%
Not at all cool	27%	24%	30%	32%	30%	26%	21%	28%	20%	34%	28%	25%
Not sure	10%	10%	10%	15%	6%	9%	13%	9%	9%	9%	11%	10%
Totals	100%	99%	100%	100%	100%	100%	101%	99%	99%	100%	100%	100%
Unweighted N	(569)	(276)	(293)	(147)	(149)	(157)	(116)	(381)	(81)	(78)	(365)	(204)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	15%	13%	16%	15%	14%	14%	16%	12%	18%	18%	12%
Somewhat cool	24%	18%	26%	27%	22%	26%	26%	22%	26%	34%	13%
Not very cool	24%	27%	16%	32%	29%	29%	21%	26%	29%	24%	24%
Not at all cool	27%	34%	27%	21%	30%	22%	25%	30%	25%	19%	43%
Not sure	10%	8%	15%	5%	6%	9%	13%	10%	2%	5%	8%
Totals	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(569)	(196)	(232)	(141)	(241)	(183)	(217)	(165)	(123)	(315)	(207)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10AI. Americans' View of Coolness of Things — Pickleball

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	14%	9%	18%	11%	8%	20%	15%	15%	10%	14%	12%	17%
Somewhat cool	31%	31%	32%	22%	36%	33%	35%	31%	30%	35%	31%	32%
Not very cool	20%	26%	14%	20%	18%	15%	27%	21%	15%	11%	17%	24%
Not at all cool	16%	17%	16%	20%	22%	13%	10%	16%	17%	11%	17%	14%
Not sure	19%	17%	21%	28%	16%	19%	14%	17%	28%	29%	22%	13%
Totals	100%	100%	101%	101%	100%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(516)	(245)	(271)	(139)	(136)	(142)	(99)	(346)	(72)	(72)	(341)	(175)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	14%	18%	8%	16%	19%	16%	11%	9%	24%	16%	12%
Somewhat cool	31%	35%	28%	33%	37%	34%	33%	41%	23%	34%	30%
Not very cool	20%	24%	18%	17%	21%	17%	14%	24%	23%	20%	21%
Not at all cool	16%	12%	16%	21%	12%	17%	18%	10%	17%	15%	19%
Not sure	19%	12%	30%	14%	11%	16%	23%	16%	11%	16%	18%
Totals	100%	101%	100%	101%	100%	100%	99%	100%	98%	101%	100%
Unweighted N	(516)	(196)	(192)	(128)	(230)	(157)	(205)	(141)	(117)	(283)	(188)

YouGov Survey: Coolness
 April 9 - 17, 2026 - 2,236 U.S. adult citizens



10AJ. Americans' View of Coolness of Things — Golf

How cool do you think the typical American thinks the following things are?

A randomly selected half of respondents were asked what a typical American would say about the coolness of people and things, and not about their own view of the coolness of those people and things. Respondents shown this question were asked about a random sample of 18 of 36 things

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very cool	14%	11%	17%	15%	11%	12%	18%	11%	26%	18%	15%	11%
Somewhat cool	30%	31%	29%	36%	19%	33%	31%	28%	29%	27%	31%	26%
Not very cool	22%	27%	19%	15%	32%	24%	18%	24%	23%	11%	18%	33%
Not at all cool	22%	20%	24%	14%	24%	25%	25%	25%	13%	21%	21%	24%
Not sure	12%	12%	12%	20%	15%	7%	7%	11%	10%	23%	15%	6%
Totals	100%	101%	101%	100%	101%	101%	99%	99%	101%	100%	100%	100%
Unweighted N	(547)	(259)	(288)	(138)	(144)	(159)	(106)	(359)	(72)	(78)	(367)	(180)

	Party ID			2024 Vote		Family income			View of Own Coolness		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Very or somewhat cool	Not very or not at all cool
Very cool	14%	13%	10%	20%	13%	18%	12%	16%	16%	20%	8%
Somewhat cool	30%	27%	29%	32%	28%	34%	27%	32%	28%	30%	33%
Not very cool	22%	26%	25%	17%	25%	20%	19%	26%	29%	25%	23%
Not at all cool	22%	23%	21%	23%	26%	20%	28%	18%	18%	17%	31%
Not sure	12%	12%	15%	8%	9%	7%	14%	8%	8%	8%	6%
Totals	100%	101%	100%	100%	101%	99%	100%	100%	99%	100%	101%
Unweighted N	(547)	(178)	(219)	(150)	(219)	(182)	(192)	(160)	(128)	(284)	(211)

YouGov Survey: Coolness

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Interviewing Dates	April 9 - 12, 2026 April 13 - 17, 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, 33% Republican). The weights range from 0.051 to 6.751, with a mean of one and a standard deviation of 0.909.
Number of respondents	2,236
Margin of error	± 2.8 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	90 questions not reported.