

YouGov Survey: Favorability of Media Figures

February 23 - March 1, 2026 - 1,139 U.S. adult citizens



1. Do you have a favorable or an unfavorable opinion of the following people?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Anderson Cooper	18%	23%	12%	19%	27%
Joe Rogan	10%	28%	15%	20%	26%
Bari Weiss	3%	8%	8%	16%	66%

Interviewing Dates	February 23 - March 1, 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 0.052 to 6.152, with a mean of one and a standard deviation of 0.931.
Number of respondents	1,139
Margin of error	± 4 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	98 questions not reported.

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1A. Favorability of Individuals — Anderson Cooper

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very favorable	18%	17%	20%	7%	18%	19%	30%	18%	28%	12%	14%	26%
Somewhat favorable	23%	25%	22%	23%	23%	25%	20%	23%	27%	22%	22%	25%
Somewhat unfavorable	12%	12%	12%	14%	12%	11%	13%	14%	6%	10%	12%	12%
Very unfavorable	19%	24%	14%	10%	14%	26%	24%	22%	8%	16%	19%	20%
Don't know	27%	22%	32%	47%	34%	19%	13%	24%	31%	40%	33%	17%
Totals	99%	100%	100%	101%	101%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,136)	(547)	(589)	(236)	(277)	(343)	(280)	(758)	(127)	(165)	(729)	(407)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	18%	39%	14%	5%	43%	4%	18%	19%	20%	12%	19%	20%	20%
Somewhat favorable	23%	31%	20%	19%	33%	17%	25%	23%	20%	25%	24%	21%	25%
Somewhat unfavorable	12%	5%	10%	20%	6%	22%	10%	13%	13%	17%	11%	12%	10%
Very unfavorable	19%	2%	20%	34%	3%	37%	18%	20%	22%	15%	16%	22%	18%
Don't know	27%	23%	35%	21%	16%	20%	28%	25%	24%	31%	30%	26%	26%
Totals	99%	100%	99%	99%	101%	100%	99%	100%	99%	100%	100%	101%	99%
Unweighted N	(1,136)	(349)	(490)	(297)	(455)	(393)	(419)	(324)	(261)	(198)	(232)	(417)	(289)

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1B. Favorability of Individuals — Joe Rogan

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very favorable	10%	14%	7%	10%	12%	10%	10%	11%	8%	12%	12%	8%
Somewhat favorable	28%	34%	21%	23%	26%	33%	27%	31%	22%	19%	28%	28%
Somewhat unfavorable	15%	19%	12%	13%	15%	16%	18%	17%	10%	13%	15%	16%
Very unfavorable	20%	17%	24%	29%	21%	17%	17%	19%	28%	21%	16%	28%
Don't know	26%	16%	36%	26%	26%	25%	28%	22%	31%	36%	29%	20%
Totals	99%	100%	100%	101%	100%	101%	100%	100%	99%	101%	100%	100%
Unweighted N	(1,137)	(548)	(589)	(237)	(277)	(343)	(280)	(759)	(127)	(165)	(730)	(407)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	10%	4%	8%	19%	2%	17%	12%	9%	10%	13%	13%	10%	8%
Somewhat favorable	28%	9%	29%	44%	10%	48%	26%	29%	32%	27%	24%	27%	33%
Somewhat unfavorable	15%	27%	13%	7%	25%	6%	18%	15%	15%	12%	19%	15%	14%
Very unfavorable	20%	41%	19%	3%	45%	3%	17%	24%	27%	19%	21%	18%	25%
Don't know	26%	19%	30%	27%	18%	26%	28%	23%	16%	29%	23%	29%	21%
Totals	99%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	99%	101%
Unweighted N	(1,137)	(349)	(491)	(297)	(455)	(393)	(419)	(325)	(261)	(198)	(233)	(417)	(289)

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1C. Favorability of Individuals — Bari Weiss

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very favorable	3%	5%	1%	2%	6%	1%	2%	2%	6%	5%	3%	2%
Somewhat favorable	8%	11%	6%	9%	9%	8%	8%	8%	14%	6%	7%	11%
Somewhat unfavorable	8%	10%	5%	8%	8%	9%	5%	8%	7%	9%	8%	7%
Very unfavorable	16%	19%	13%	14%	16%	16%	17%	16%	16%	13%	11%	24%
Don't know	66%	56%	75%	67%	61%	66%	68%	66%	58%	68%	70%	57%
Totals	101%	101%	100%	100%	100%	100%	100%	100%	101%	101%	99%	101%
Unweighted N	(1,136)	(547)	(589)	(236)	(277)	(343)	(280)	(758)	(127)	(165)	(729)	(407)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	3%	3%	2%	3%	2%	3%	2%	3%	2%	2%	3%	3%	2%
Somewhat favorable	8%	4%	8%	13%	4%	15%	8%	9%	10%	13%	3%	9%	9%
Somewhat unfavorable	8%	9%	7%	7%	9%	6%	8%	8%	7%	5%	7%	9%	7%
Very unfavorable	16%	27%	15%	7%	31%	8%	16%	18%	15%	15%	17%	15%	17%
Don't know	66%	57%	68%	70%	54%	69%	65%	61%	65%	66%	70%	64%	65%
Totals	101%	100%	100%	100%	100%	101%	99%	99%	99%	101%	100%	100%	100%
Unweighted N	(1,136)	(349)	(490)	(297)	(455)	(393)	(419)	(324)	(261)	(198)	(232)	(417)	(289)

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