YouGov Survey: Favorability of Public Figures

YouGov

Sample	1112 U.S. adult citizens	
Conducted	June 27 - 30, 2025	
Margin of Error	±3.8%	

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

	Net (Favorable - Unfavorable)	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
MacKenzie Scott	**8%**	8%	12%	7%	5%	68%
Lauren Sánchez	**-15%**	2%	10%	12%	15%	61%
Jeff Bezos	**-28%**	6%	21%	26%	28%	19%

Interviewing Dates June 27 - 30, 2025

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, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 5.363, with a mean of one and a standard deviation of 0.797.

Number of respondents 1112

Margin of error ± 3.8% (adjusted for weighting)

Survey mode Web-based interviews

Questions not reported 80 questions not reported.

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June 27 - 30, 2025 - 1112 U.S. adult citizens

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1A. Favorability of Individuals — MacKenzie Scott
Do you have a favorable or an unfavorable opinion of the following people?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	**8%**	**7%**	**9%**	**12%**	**0%**	**8%**	**13%**	**9%**	**8%**	**7%**	*
Very favorable	8%	7%	8%	6%	6%	8%	11%	7%	8%	11%	*
Somewhat favorable	12%	14%	11%	16%	14%	11%	10%	12%	12%	13%	*
Somewhat unfavorable	7%	8%	7%	9%	11%	6%	3%	6%	6%	13%	*
Very unfavorable	5%	6%	4%	1%	8%	5%	4%	4%	6%	4%	*
Don't know	68%	65%	71%	68%	61%	71%	72%	70%	67%	59%	*
Totals	100%	100%	101%	100%	100%	101%	100%	99%	99%	100%	*
Unweighted N	(1,111)	(510)	(601)	(265)	(286)	(332)	(228)	(730)	(152)	(152)	(77)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	**8%**	**17%**	**5%**	**4%**	**22%**	**2%**	**0%**	**6%**	**27%**	**5%**	**6%**	**6%**	**17%**
Very favorable	8%	14%	6%	3%	17%	3%	6%	9%	11%	5%	5%	8%	12%
Somewhat favorable	12%	15%	9%	14%	15%	14%	7%	10%	25%	13%	10%	12%	15%
Somewhat unfavorable	7%	7%	5%	10%	5%	9%	7%	10%	5%	7%	7%	9%	5%
Very unfavorable	5%	5%	6%	3%	4%	6%	6%	3%	4%	5%	2%	6%	4%
Don't know	68%	60%	74%	71%	59%	68%	73%	69%	54%	70%	76%	66%	64%
Totals	100%	101%	100%	101%	100%	100%	99%	101%	99%	100%	100%	101%	100%
Unweighted N	(1,111)	(396)	(431)	(284)	(467)	(360)	(441)	(307)	(236)	(207)	(216)	(448)	(240)

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1B. Favorability of Individuals — Lauren Sánchez
Do you have a favorable or an unfavorable opinion of the following people?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	**-15%**	**-9%**	**-20%**	**-3%**	**-12%**	**-21%**	**-20%**	**-15%**	**-2%**	**-18%**	*
Very favorable	2%	4%	1%	4%	4%	1%	1%	2%	3%	5%	∗
Somewhat favorable	10%	12%	8%	13%	10%	9%	8%	9%	15%	9%	∗
Somewhat unfavorable	12%	12%	11%	12%	11%	12%	13%	11%	9%	14%	∗
Very unfavorable	15%	12%	18%	8%	16%	19%	17%	15%	12%	19%	∗
Don't know	61%	59%	62%	63%	59%	60%	61%	63%	61%	53%	∗
Totals	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	∗
Unweighted N	(1,112)	(511)	(601)	(265)	(287)	(332)	(228)	(731)	(152)	(152)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	**-15%**	**-18%**	**-14%**	**-13%**	**-21%**	**-16%**	**-12%**	**-11%**	**-25%**	**-12%**	**-16%**	**-15%**	**-15%**
Very favorable	2%	4%	1%	2%	3%	2%	3%	3%	2%	2%	0%	4%	2%
Somewhat favorable	10%	10%	10%	10%	10%	12%	9%	10%	10%	11%	7%	10%	12%
Somewhat unfavorable	12%	11%	10%	14%	13%	14%	9%	11%	14%	8%	12%	13%	12%
Very unfavorable	15%	20%	14%	11%	20%	16%	15%	12%	23%	17%	11%	16%	17%
Don't know	61%	55%	65%	62%	54%	56%	64%	64%	50%	63%	70%	58%	56%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	99%	101%	100%	101%	99%
Unweighted N	(1,112)	(397)	(431)	(284)	(468)	(360)	(442)	(307)	(236)	(207)	(216)	(449)	(240)

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1C. Favorability of Individuals — Jeff Bezos
Do you have a favorable or an unfavorable opinion of the following people?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	**-28%**	**-25%**	**-30%**	**-24%**	**-26%**	**-27%**	**-35%**	**-33%**	**6%**	**-26%**	*****
Very favorable	6%	9%	3%	9%	7%	6%	1%	5%	10%	8%	∗
Somewhat favorable	21%	23%	19%	22%	18%	23%	21%	20%	26%	22%	∗
Somewhat unfavorable	26%	30%	23%	25%	19%	31%	29%	29%	11%	24%	∗
Very unfavorable	28%	27%	29%	30%	31%	25%	28%	29%	20%	32%	∗
Don't know	19%	11%	26%	15%	25%	16%	20%	18%	32%	13%	∗
Totals	100%	100%	100%	101%	100%	101%	99%	101%	99%	99%	∗
Unweighted N	(1,111)	(511)	(600)	(265)	(287)	(332)	(227)	(731)	(152)	(152)	(76)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	**-28%**	**-38%**	**-30%**	**-16%**	**-47%**	**-17%**	**-29%**	**-22%**	**-30%**	**-23%**	**-15%**	**-36%**	**-29%**
Very favorable	6%	7%	5%	6%	4%	6%	5%	7%	8%	4%	4%	5%	10%
Somewhat favorable	21%	18%	18%	27%	17%	28%	18%	25%	23%	27%	28%	17%	17%
Somewhat unfavorable	26%	24%	24%	31%	27%	29%	24%	29%	26%	24%	22%	30%	26%
Very unfavorable	28%	38%	29%	18%	40%	22%	28%	25%	35%	31%	25%	28%	30%
Don't know	19%	14%	24%	18%	13%	14%	25%	14%	8%	15%	22%	20%	17%
Totals	100%	101%	100%	100%	101%	99%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(1,111)	(397)	(431)	(283)	(468)	(359)	(442)	(306)	(236)	(207)	(216)	(448)	(240)

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