

YouGov Survey: Favorability of Public Figures



Sample 1121 U.S. adult citizens
Conducted July 3 - 9, 2025
Margin of Error $\pm 3.9\%$

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
J. K. Rowling	20%	20%	30%	14%	16%	20%
Riley Gaines	9%	16%	9%	6%	11%	57%
Keith Olbermann	-5%	4%	13%	8%	14%	61%
Linda McMahon	-10%	9%	10%	9%	21%	52%
Lia Thomas	-15%	4%	8%	8%	18%	62%
Caitlyn Jenner	-28%	4%	22%	24%	29%	21%

Interviewing Dates	July 3 - 9, 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 5.138, with a mean of one and a standard deviation of 0.854.
Number of respondents	1121
Margin of error	$\pm 3.9\%$ (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	64 questions not reported.

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1A. Favorability of Individuals — J. K. Rowling

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)	20%	23%	17%	-4%	13%	26%	41%	25%	11%	18%	*
Very favorable	20%	19%	20%	14%	17%	23%	25%	22%	9%	18%	*
Somewhat favorable	30%	35%	26%	23%	29%	31%	37%	32%	26%	31%	*
Somewhat unfavorable	14%	14%	14%	16%	12%	15%	14%	16%	10%	14%	*
Very unfavorable	16%	16%	15%	24%	22%	13%	5%	14%	14%	17%	*
Don't know	20%	16%	24%	23%	20%	18%	19%	16%	41%	20%	*
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,115)	(517)	(598)	(287)	(282)	(323)	(223)	(727)	(147)	(167)	(74)

	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)	20%	-11%	14%	60%	-7%	60%	23%	25%	16%	30%	19%	17%	19%
Very favorable	20%	10%	16%	35%	13%	33%	20%	23%	17%	24%	16%	21%	19%
Somewhat favorable	30%	26%	30%	36%	27%	38%	27%	34%	35%	32%	33%	27%	34%
Somewhat unfavorable	14%	18%	16%	8%	21%	6%	10%	18%	16%	12%	14%	16%	13%
Very unfavorable	16%	29%	15%	2%	26%	5%	15%	13%	19%	13%	16%	14%	21%
Don't know	20%	17%	23%	19%	14%	18%	29%	13%	12%	19%	21%	23%	13%
Totals	100%	100%	100%	100%	101%	100%	101%	101%	99%	100%	100%	101%	100%
Unweighted N	(1,115)	(393)	(466)	(256)	(475)	(361)	(404)	(347)	(253)	(205)	(222)	(428)	(260)

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1B. Favorability of Individuals — Riley Gaines

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)	9%	17%	1%	-3%	5%	14%	17%	13%	-4%	9%	*
Very favorable	16%	21%	12%	7%	12%	20%	26%	19%	5%	16%	*
Somewhat favorable	9%	15%	4%	13%	12%	8%	4%	10%	7%	11%	*
Somewhat unfavorable	6%	7%	5%	9%	6%	5%	5%	6%	7%	8%	*
Very unfavorable	11%	12%	10%	14%	12%	10%	8%	11%	10%	9%	*
Don't know	57%	45%	69%	57%	59%	57%	57%	54%	72%	55%	*
Totals	99%	100%	100%	100%	101%	100%	100%	100%	101%	99%	*
Unweighted N	(1,117)	(517)	(600)	(288)	(282)	(323)	(224)	(729)	(146)	(168)	(74)

	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)	9%	-19%	7%	40%	-14%	44%	5%	13%	11%	13%	5%	7%	13%
Very favorable	16%	2%	12%	37%	4%	41%	11%	19%	23%	19%	18%	15%	16%
Somewhat favorable	9%	6%	11%	11%	7%	13%	9%	11%	9%	10%	6%	9%	12%
Somewhat unfavorable	6%	8%	6%	4%	7%	5%	6%	7%	5%	9%	6%	6%	5%
Very unfavorable	11%	19%	10%	4%	18%	5%	9%	10%	17%	6%	13%	12%	10%
Don't know	57%	66%	61%	44%	63%	36%	65%	52%	46%	56%	58%	58%	57%
Totals	99%	101%	100%	100%	99%	100%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,117)	(392)	(466)	(259)	(474)	(364)	(404)	(349)	(253)	(206)	(222)	(430)	(259)

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1C. Favorability of Individuals — Keith Olbermann

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)	-5%	-10%	-1%	2%	-8%	-8%	-5%	-5%	1%	-8%	*
Very favorable	4%	5%	4%	3%	2%	4%	8%	4%	4%	6%	*
Somewhat favorable	13%	16%	10%	10%	12%	15%	14%	15%	11%	11%	*
Somewhat unfavorable	8%	9%	7%	6%	10%	8%	8%	8%	8%	8%	*
Very unfavorable	14%	22%	7%	6%	13%	19%	19%	15%	7%	18%	*
Don't know	61%	48%	73%	75%	63%	55%	52%	58%	71%	57%	*
Totals	100%	100%	101%	100%	100%	101%	101%	100%	101%	100%	*
Unweighted N	(1,114)	(517)	(597)	(287)	(282)	(321)	(224)	(728)	(145)	(167)	(74)

	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)	-5%	14%	-10%	-19%	19%	-27%	-6%	-1%	-8%	-8%	-6%	-6%	-2%
Very favorable	4%	9%	1%	2%	10%	2%	4%	4%	5%	5%	4%	3%	6%
Somewhat favorable	13%	18%	12%	9%	23%	9%	9%	19%	13%	12%	12%	14%	12%
Somewhat unfavorable	8%	8%	9%	7%	9%	8%	7%	10%	9%	13%	7%	7%	7%
Very unfavorable	14%	6%	14%	24%	5%	30%	12%	13%	18%	11%	15%	16%	14%
Don't know	61%	59%	64%	58%	52%	51%	68%	55%	55%	58%	61%	61%	62%
Totals	100%	100%	100%	100%	99%	100%	100%	101%	100%	99%	99%	101%	101%
Unweighted N	(1,114)	(391)	(466)	(257)	(473)	(363)	(403)	(346)	(254)	(206)	(222)	(427)	(259)

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1D. Favorability of Individuals — Linda McMahon

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)	-10%	-7%	-13%	-8%	-14%	-14%	-3%	-7%	-13%	-11%	*
Very favorable	9%	14%	5%	5%	8%	9%	14%	11%	7%	7%	*
Somewhat favorable	10%	13%	7%	13%	9%	8%	11%	10%	9%	14%	*
Somewhat unfavorable	9%	10%	7%	12%	10%	7%	7%	7%	10%	10%	*
Very unfavorable	21%	24%	17%	15%	21%	24%	21%	20%	19%	21%	*
Don't know	52%	40%	63%	55%	53%	51%	48%	52%	55%	48%	*
Totals	101%	101%	99%	100%	101%	99%	101%	100%	100%	100%	*
Unweighted N	(1,118)	(518)	(600)	(288)	(281)	(324)	(225)	(729)	(146)	(169)	(74)

	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)	-10%	-43%	-10%	23%	-43%	23%	-13%	-9%	-10%	-10%	-13%	-4%	-18%
Very favorable	9%	3%	8%	17%	4%	18%	7%	12%	11%	16%	4%	9%	10%
Somewhat favorable	10%	5%	9%	16%	6%	19%	7%	10%	12%	6%	12%	12%	6%
Somewhat unfavorable	9%	12%	7%	6%	10%	6%	9%	12%	4%	15%	5%	6%	12%
Very unfavorable	21%	39%	19%	4%	43%	7%	18%	19%	29%	17%	23%	20%	23%
Don't know	52%	41%	57%	56%	37%	50%	58%	47%	43%	46%	57%	53%	49%
Totals	101%	100%	100%	99%	100%	100%	99%	100%	99%	100%	101%	100%	100%
Unweighted N	(1,118)	(394)	(465)	(259)	(474)	(364)	(404)	(348)	(254)	(206)	(223)	(431)	(258)

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1E. Favorability of Individuals — Lia Thomas

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)	-15%	-21%	-9%	-2%	-12%	-20%	-24%	-18%	-3%	-10%	*
Very favorable	4%	4%	3%	6%	6%	2%	3%	4%	3%	3%	*
Somewhat favorable	8%	8%	7%	13%	8%	6%	4%	7%	11%	12%	*
Somewhat unfavorable	8%	10%	6%	12%	7%	6%	8%	7%	10%	9%	*
Very unfavorable	18%	24%	13%	9%	18%	22%	23%	21%	7%	15%	*
Don't know	62%	53%	71%	60%	61%	64%	63%	60%	69%	61%	*
Totals	100%	99%	100%	100%	100%	100%	101%	99%	100%	100%	*
Unweighted N	(1,115)	(518)	(597)	(288)	(281)	(323)	(223)	(728)	(146)	(168)	(73)

	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)	-15%	2%	-17%	-30%	3%	-35%	-12%	-15%	-21%	-17%	-12%	-17%	-13%
Very favorable	4%	6%	2%	3%	6%	3%	2%	4%	6%	4%	5%	4%	3%
Somewhat favorable	8%	9%	7%	7%	10%	7%	6%	10%	8%	8%	8%	7%	9%
Somewhat unfavorable	8%	10%	8%	6%	9%	5%	6%	8%	12%	14%	5%	7%	7%
Very unfavorable	18%	4%	18%	34%	5%	40%	14%	21%	24%	14%	20%	19%	18%
Don't know	62%	71%	65%	50%	70%	45%	71%	58%	49%	60%	62%	63%	63%
Totals	100%	100%	100%	100%	100%	100%	99%	101%	99%	100%	100%	100%	100%
Unweighted N	(1,115)	(393)	(465)	(257)	(475)	(362)	(403)	(347)	(254)	(205)	(223)	(429)	(258)

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1F. Favorability of Individuals — Caitlyn Jenner

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%	-24%	-31%	-27%	-39%	-25%	-19%	-29%	-11%	-28%	*
Very favorable	4%	5%	4%	4%	6%	3%	4%	3%	7%	3%	*
Somewhat favorable	22%	23%	20%	17%	14%	25%	29%	24%	20%	20%	*
Somewhat unfavorable	24%	23%	25%	27%	22%	22%	27%	26%	15%	21%	*
Very unfavorable	29%	29%	30%	21%	38%	32%	25%	30%	23%	31%	*
Don't know	21%	20%	21%	30%	20%	19%	15%	16%	35%	25%	*
Totals	100%	100%	100%	99%	100%	101%	100%	99%	100%	100%	*
Unweighted N	(1,118)	(518)	(600)	(288)	(282)	(324)	(224)	(729)	(147)	(168)	(74)

	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%	-34%	-29%	-19%	-40%	-13%	-25%	-36%	-19%	-21%	-33%	-25%	-32%
Very favorable	4%	2%	4%	6%	3%	6%	3%	3%	8%	4%	3%	4%	5%
Somewhat favorable	22%	20%	19%	27%	19%	30%	21%	23%	25%	27%	16%	24%	21%
Somewhat unfavorable	24%	27%	23%	23%	29%	23%	19%	29%	23%	25%	26%	22%	25%
Very unfavorable	29%	30%	28%	31%	34%	26%	28%	33%	29%	26%	27%	31%	32%
Don't know	21%	21%	27%	13%	14%	15%	29%	12%	14%	18%	28%	19%	18%
Totals	100%	100%	101%	100%	99%	100%	100%	100%	99%	100%	100%	100%	101%
Unweighted N	(1,118)	(393)	(467)	(258)	(475)	(364)	(405)	(348)	(254)	(206)	(223)	(429)	(260)

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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 5.138, with a mean of one and a standard deviation of 0.854.
Number of respondents	1121
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	64 questions not reported.