

YouGov Survey: MAGA Culture



Sample 2206 U.S. adult citizens
 Conducted July 22 - 25, 2025
 Margin of Error $\pm 2.8\%$

1. How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Love	Like	Neutral	Dislike	Hate	Not sure
Steak	46%	32%	11%	7%	3%	2%
Hamburgers	45%	39%	10%	3%	1%	1%
BBQ	44%	35%	13%	5%	1%	1%
American flags	44%	24%	21%	6%	2%	4%
Clint Eastwood	24%	37%	23%	7%	2%	7%
Top Gun	16%	34%	28%	10%	3%	10%
Sylvester Stallone	15%	40%	29%	7%	2%	8%
Tim Allen	14%	35%	26%	11%	3%	12%
Mel Gibson	13%	30%	26%	16%	6%	10%
Yellowstone (TV show)	12%	19%	33%	7%	2%	28%
Carrie Underwood	12%	30%	39%	9%	3%	7%
'Live Laugh Love' signs	10%	19%	33%	20%	8%	10%
High heels	10%	26%	30%	21%	9%	4%
American Sniper	9%	21%	31%	9%	4%	25%
Kid Rock	9%	24%	29%	18%	11%	9%
Dennis Quaid	8%	31%	31%	7%	1%	21%
Farmhouse decor	9%	25%	38%	14%	3%	12%
American beer	9%	26%	24%	19%	15%	7%
Mike Tyson	8%	25%	41%	16%	4%	6%
Joe Rogan	7%	16%	31%	18%	9%	18%
Professional wrestling	7%	13%	28%	34%	15%	3%
Duck Dynasty	7%	15%	28%	23%	11%	15%
Camouflage clothing	7%	25%	37%	20%	8%	2%
Village People	6%	31%	39%	8%	2%	14%
Golf	6%	17%	31%	30%	13%	3%
Hair extensions	6%	11%	46%	21%	9%	7%
Tom Brady	6%	25%	38%	17%	4%	10%
Roseanne Barr	5%	17%	29%	24%	11%	14%
Ted Nugent	5%	14%	27%	16%	8%	29%
Confederate flags	5%	14%	28%	21%	27%	5%
Morgan Wallen	5%	13%	27%	10%	5%	40%
The Apprentice	5%	14%	29%	17%	21%	15%
Conor McGregor	3%	14%	32%	11%	5%	34%
Breast augmentation surgery	3%	10%	42%	24%	12%	8%
Billy Ray Cyrus	4%	19%	42%	21%	4%	10%

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Kanye West	3%	10%	20%	35%	22%	9%
Taxidermy	3%	11%	41%	21%	10%	13%
Aaron Rodgers	3%	14%	33%	15%	6%	30%
Spray tans	2%	10%	21%	38%	21%	8%
Lip fillers	2%	4%	20%	37%	27%	10%

2. Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Yes	No	Not sure
American flags	55%	30%	15%
Kid Rock	48%	30%	23%
Confederate flags	49%	38%	14%
The Apprentice	44%	31%	25%
Joe Rogan	39%	32%	29%
Duck Dynasty	39%	32%	28%
Kanye West	34%	42%	24%
Ted Nugent	36%	31%	33%
Roseanne Barr	33%	43%	24%
Camouflage clothing	32%	50%	18%
American beer	29%	52%	19%
Mel Gibson	29%	41%	30%
Clint Eastwood	28%	44%	27%
Golf	25%	54%	21%
Tim Allen	25%	40%	34%
Spray tans	24%	57%	20%
Professional wrestling	24%	54%	22%
American Sniper	23%	43%	34%
Carrie Underwood	21%	47%	32%
Steak	20%	63%	18%
BBQ	20%	62%	18%
Dennis Quaid	17%	41%	41%
Village People	18%	54%	29%
Aaron Rodgers	18%	38%	44%
Hamburgers	18%	65%	17%
Billy Ray Cyrus	19%	46%	36%
Sylvester Stallone	18%	50%	33%
Conor McGregor	16%	39%	45%
Morgan Wallen	18%	33%	49%
Taxidermy	16%	56%	28%
Farmhouse decor	15%	60%	25%

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Top Gun	14%	60%	26%
Tom Brady	15%	49%	36%
Lip fillers	13%	67%	20%
Yellowstone (TV show)	12%	55%	33%
'Live Laugh Love' signs	11%	63%	26%
Mike Tyson	11%	61%	28%
Breast augmentation surgery	9%	68%	23%
High heels	7%	71%	22%
Hair extensions	6%	75%	19%

3. How much have you heard about the MAGA movement?

A lot	51%
A little	36%
Nothing at all	13%

Interviewing Dates	July 22 - 24, 2025 July 23 - 25, 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 6.663, with a mean of one and a standard deviation of 0.928.
Number of respondents	2206
Margin of error	± 2.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	62 questions not reported.

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1A. Feelings on Culture — Steak

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	46%	49%	43%	36%	42%	55%	46%	46%	42%	45%	*
Like	32%	34%	30%	35%	32%	30%	32%	32%	31%	35%	*
Neutral	11%	11%	11%	12%	13%	8%	11%	10%	15%	9%	*
Dislike	7%	6%	7%	6%	9%	5%	7%	8%	8%	2%	*
Hate	3%	1%	5%	5%	2%	2%	4%	2%	2%	6%	*
Not sure	2%	1%	4%	6%	3%	1%	0%	1%	2%	4%	*
Totals	101%	102%	100%	100%	101%	101%	100%	99%	100%	101%	*
Unweighted N	(1,075)	(485)	(590)	(234)	(285)	(328)	(228)	(705)	(145)	(146)	(79)

		Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	46%	39%	46%	52%	40%	48%	50%	44%	41%	52%	49%
Like	32%	32%	29%	35%	33%	39%	27%	36%	36%	38%	37%
Neutral	11%	15%	11%	6%	15%	6%	12%	9%	11%	5%	9%
Dislike	7%	9%	8%	3%	9%	4%	7%	6%	8%	2%	3%
Hate	3%	3%	2%	3%	3%	2%	1%	4%	4%	2%	2%
Not sure	2%	2%	4%	0%	1%	0%	4%	1%	0%	0%	0%
Totals	101%	100%	100%	99%	101%	99%	101%	100%	100%	99%	100%
Unweighted N	(1,075)	(376)	(422)	(277)	(453)	(343)	(426)	(317)	(211)	(125)	(111)

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1B. Feelings on Culture — Hamburgers

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	45%	47%	43%	38%	43%	48%	52%	45%	57%	45%	*
Like	39%	37%	40%	42%	39%	39%	35%	40%	27%	42%	*
Neutral	10%	10%	10%	10%	11%	9%	10%	11%	8%	8%	*
Dislike	3%	3%	4%	6%	5%	2%	2%	3%	6%	1%	*
Hate	1%	0%	2%	1%	1%	1%	1%	2%	0%	1%	*
Not sure	1%	2%	1%	3%	1%	1%	0%	1%	2%	3%	*
Totals	99%	99%	100%	100%	100%	100%	100%	102%	100%	100%	*
Unweighted N	(1,100)	(498)	(602)	(251)	(301)	(328)	(220)	(697)	(146)	(170)	(87)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	45%	45%	43%	47%	48%	49%	52%	49%	35%	53%	49%
Like	39%	36%	37%	42%	35%	41%	33%	38%	46%	37%	42%
Neutral	10%	10%	13%	7%	11%	6%	11%	10%	9%	8%	6%
Dislike	3%	7%	3%	0%	5%	1%	3%	1%	4%	0%	1%
Hate	1%	2%	1%	1%	2%	2%	1%	1%	3%	2%	1%
Not sure	1%	1%	2%	1%	0%	1%	0%	1%	3%	0%	2%
Totals	99%	101%	99%	98%	101%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,100)	(374)	(446)	(280)	(433)	(386)	(425)	(326)	(220)	(127)	(107)

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1C. Feelings on Culture — BBQ

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	44%	45%	44%	37%	49%	48%	41%	44%	50%	45%	*
Like	35%	35%	36%	33%	34%	34%	41%	35%	31%	36%	*
Neutral	13%	14%	12%	19%	10%	13%	9%	12%	13%	11%	*
Dislike	5%	4%	6%	6%	4%	3%	7%	5%	3%	3%	*
Hate	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%	*
Not sure	1%	2%	1%	4%	2%	0%	1%	1%	2%	3%	*
Totals	99%	101%	101%	100%	101%	100%	100%	99%	100%	99%	*
Unweighted N	(1,080)	(487)	(593)	(241)	(275)	(337)	(227)	(714)	(128)	(160)	(78)

		Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	44%	44%	40%	51%	44%	48%	40%	48%	51%	53%	52%
Like	35%	38%	35%	33%	36%	37%	34%	42%	29%	27%	38%
Neutral	13%	11%	15%	11%	10%	8%	16%	6%	12%	15%	5%
Dislike	5%	5%	5%	3%	6%	5%	6%	3%	6%	4%	2%
Hate	1%	2%	1%	2%	2%	2%	1%	1%	1%	1%	3%
Not sure	1%	0%	3%	0%	1%	0%	3%	0%	1%	0%	0%
Totals	99%	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,080)	(376)	(450)	(254)	(456)	(351)	(421)	(329)	(212)	(123)	(100)

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1D. Feelings on Culture — American flags

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	44%	45%	44%	21%	33%	54%	62%	50%	27%	34%	*
Like	24%	24%	24%	29%	27%	20%	22%	24%	27%	22%	*
Neutral	21%	20%	21%	26%	28%	19%	11%	19%	20%	29%	*
Dislike	6%	7%	4%	12%	6%	3%	3%	4%	12%	7%	*
Hate	2%	2%	1%	3%	3%	1%	0%	1%	5%	3%	*
Not sure	4%	1%	6%	9%	4%	2%	1%	2%	9%	4%	*
Totals	101%	99%	100%	100%	101%	99%	99%	100%	100%	99%	*
Unweighted N	(1,093)	(484)	(609)	(234)	(296)	(325)	(238)	(716)	(137)	(164)	(76)

		Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	44%	27%	35%	72%	30%	76%	44%	52%	41%	82%	67%
Like	24%	26%	27%	19%	30%	17%	21%	22%	28%	11%	18%
Neutral	21%	32%	22%	8%	29%	5%	22%	17%	24%	5%	13%
Dislike	6%	10%	7%	0%	7%	1%	8%	4%	1%	0%	1%
Hate	2%	2%	3%	0%	2%	1%	2%	1%	2%	0%	0%
Not sure	4%	4%	6%	1%	3%	1%	4%	3%	4%	2%	1%
Totals	101%	101%	100%	100%	101%	101%	101%	99%	100%	100%	100%
Unweighted N	(1,093)	(371)	(456)	(266)	(450)	(374)	(448)	(306)	(214)	(117)	(107)

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1E. Feelings on Culture — Clint Eastwood

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	24%	28%	20%	9%	12%	31%	38%	27%	14%	19%	*
Like	37%	38%	36%	23%	42%	39%	40%	38%	30%	30%	*
Neutral	23%	23%	23%	33%	35%	15%	15%	22%	37%	20%	*
Dislike	7%	7%	7%	8%	4%	10%	6%	8%	7%	6%	*
Hate	2%	1%	3%	2%	3%	2%	1%	2%	2%	2%	*
Not sure	7%	4%	10%	26%	4%	3%	0%	4%	10%	22%	*
Totals	100%	101%	99%	101%	100%	100%	100%	101%	100%	99%	*
Unweighted N	(1,100)	(491)	(609)	(241)	(294)	(336)	(229)	(730)	(139)	(155)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	24%	18%	15%	38%	15%	34%	28%	28%	17%	47%	31%
Like	37%	33%	36%	41%	33%	42%	36%	38%	41%	34%	49%
Neutral	23%	24%	32%	14%	31%	18%	19%	19%	30%	13%	13%
Dislike	7%	14%	8%	1%	12%	2%	8%	7%	8%	1%	1%
Hate	2%	4%	1%	1%	4%	1%	1%	3%	1%	0%	1%
Not sure	7%	8%	8%	6%	6%	2%	8%	4%	3%	4%	5%
Totals	100%	101%	100%	101%	101%	99%	100%	99%	100%	99%	100%
Unweighted N	(1,100)	(374)	(448)	(278)	(461)	(374)	(433)	(314)	(235)	(129)	(113)

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1F. Feelings on Culture — Top Gun

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	16%	18%	14%	15%	15%	16%	19%	17%	18%	18%	*
Like	34%	37%	31%	22%	27%	44%	37%	35%	21%	25%	*
Neutral	28%	29%	28%	29%	33%	25%	27%	29%	32%	28%	*
Dislike	10%	6%	13%	6%	8%	11%	13%	11%	6%	6%	*
Hate	3%	3%	2%	2%	4%	2%	2%	2%	3%	4%	*
Not sure	10%	7%	12%	27%	12%	1%	3%	7%	20%	19%	*
Totals	101%	100%	100%	101%	99%	99%	101%	101%	100%	100%	*
Unweighted N	(1,132)	(508)	(624)	(253)	(292)	(350)	(237)	(752)	(132)	(156)	(92)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	16%	12%	13%	23%	13%	23%	10%	22%	25%	25%	26%
Like	34%	31%	32%	38%	30%	41%	29%	38%	37%	41%	30%
Neutral	28%	29%	33%	23%	34%	22%	36%	23%	19%	21%	24%
Dislike	10%	14%	8%	8%	13%	7%	12%	8%	8%	8%	5%
Hate	3%	2%	4%	2%	3%	1%	3%	2%	2%	1%	3%
Not sure	10%	12%	10%	7%	6%	5%	9%	7%	9%	4%	12%
Totals	101%	100%	100%	101%	99%	99%	99%	100%	100%	100%	100%
Unweighted N	(1,132)	(385)	(466)	(281)	(465)	(382)	(446)	(348)	(234)	(121)	(116)

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1G. Feelings on Culture — Sylvester Stallone

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	15%	17%	13%	15%	13%	15%	16%	14%	16%	21%	*
Like	40%	47%	34%	21%	42%	47%	45%	42%	34%	28%	*
Neutral	29%	24%	33%	31%	29%	27%	29%	29%	29%	28%	*
Dislike	7%	6%	8%	3%	8%	9%	8%	7%	8%	9%	*
Hate	2%	1%	2%	3%	2%	1%	2%	2%	3%	2%	*
Not sure	8%	4%	11%	28%	6%	1%	1%	6%	12%	11%	*
Totals	101%	99%	101%	101%	100%	100%	101%	100%	102%	99%	*
Unweighted N	(1,124)	(482)	(642)	(258)	(280)	(351)	(235)	(741)	(152)	(164)	(67)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	15%	12%	11%	21%	10%	20%	13%	17%	15%	28%	15%
Like	40%	33%	39%	48%	32%	48%	42%	40%	40%	52%	50%
Neutral	29%	32%	32%	23%	36%	23%	31%	24%	32%	15%	23%
Dislike	7%	12%	7%	2%	11%	4%	7%	9%	5%	2%	3%
Hate	2%	4%	1%	0%	5%	1%	1%	2%	2%	0%	0%
Not sure	8%	7%	10%	6%	6%	4%	6%	8%	6%	4%	10%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(1,124)	(390)	(460)	(274)	(478)	(375)	(436)	(346)	(221)	(129)	(107)

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1H. Feelings on Culture — Tim Allen

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	14%	14%	14%	5%	13%	13%	22%	17%	5%	11%	*
Like	35%	38%	33%	19%	34%	40%	43%	38%	28%	29%	*
Neutral	26%	27%	25%	29%	24%	26%	25%	26%	36%	20%	*
Dislike	11%	11%	11%	5%	14%	15%	7%	11%	7%	13%	*
Hate	3%	2%	4%	5%	5%	3%	0%	3%	2%	5%	*
Not sure	12%	9%	14%	38%	9%	3%	3%	7%	22%	22%	*
Totals	101%	101%	101%	101%	99%	100%	100%	102%	100%	100%	*
Unweighted N	(1,078)	(485)	(593)	(231)	(297)	(317)	(233)	(719)	(123)	(155)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	14%	9%	8%	24%	8%	26%	10%	20%	13%	27%	20%
Like	35%	24%	32%	49%	29%	44%	37%	37%	31%	42%	56%
Neutral	26%	26%	34%	17%	30%	20%	24%	22%	30%	18%	14%
Dislike	11%	20%	10%	3%	19%	4%	11%	10%	14%	4%	3%
Hate	3%	5%	4%	0%	6%	1%	3%	2%	4%	0%	0%
Not sure	12%	16%	13%	6%	8%	6%	14%	8%	8%	8%	6%
Totals	101%	100%	101%	99%	100%	101%	99%	99%	100%	99%	99%
Unweighted N	(1,078)	(348)	(454)	(276)	(438)	(372)	(415)	(291)	(237)	(125)	(109)

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11. Feelings on Culture — Mel Gibson

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	13%	16%	10%	4%	11%	18%	14%	13%	9%	14%	*
Like	30%	32%	27%	16%	28%	34%	37%	31%	25%	22%	*
Neutral	26%	22%	29%	27%	29%	24%	26%	26%	25%	31%	*
Dislike	16%	16%	15%	12%	21%	13%	17%	17%	19%	11%	*
Hate	6%	7%	6%	4%	7%	9%	5%	6%	5%	6%	*
Not sure	10%	6%	12%	37%	5%	1%	2%	7%	16%	16%	*
Totals	101%	99%	99%	100%	101%	99%	101%	100%	99%	100%	*
Unweighted N	(1,090)	(470)	(620)	(253)	(275)	(325)	(237)	(728)	(137)	(150)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	13%	6%	11%	23%	6%	18%	10%	16%	15%	26%	18%
Like	30%	17%	27%	47%	19%	46%	28%	37%	25%	50%	44%
Neutral	26%	25%	33%	20%	27%	24%	30%	21%	25%	17%	21%
Dislike	16%	25%	14%	6%	27%	6%	16%	16%	17%	2%	14%
Hate	6%	12%	6%	0%	14%	2%	6%	5%	9%	0%	1%
Not sure	10%	16%	9%	3%	7%	4%	10%	5%	9%	5%	3%
Totals	101%	101%	100%	99%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,090)	(407)	(417)	(266)	(475)	(366)	(419)	(324)	(244)	(115)	(115)

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1J. Feelings on Culture — Yellowstone (TV show)

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	12%	8%	15%	5%	10%	10%	24%	12%	16%	11%	*
Like	19%	21%	16%	12%	17%	23%	19%	19%	16%	21%	*
Neutral	33%	38%	27%	38%	31%	33%	29%	35%	22%	37%	*
Dislike	7%	8%	6%	10%	7%	6%	5%	8%	7%	6%	*
Hate	2%	3%	1%	1%	4%	2%	1%	2%	0%	3%	*
Not sure	28%	21%	34%	34%	31%	25%	23%	25%	39%	22%	*
Totals	101%	99%	99%	100%	100%	99%	101%	101%	100%	100%	*
Unweighted N	(1,122)	(512)	(610)	(238)	(293)	(361)	(230)	(697)	(155)	(179)	(91)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	12%	12%	8%	16%	14%	16%	12%	15%	11%	18%	15%
Like	19%	18%	16%	22%	18%	21%	16%	19%	25%	29%	13%
Neutral	33%	33%	35%	30%	32%	28%	34%	29%	33%	23%	36%
Dislike	7%	6%	8%	6%	6%	8%	6%	8%	6%	5%	7%
Hate	2%	2%	3%	1%	2%	3%	2%	2%	2%	2%	1%
Not sure	28%	28%	31%	24%	28%	24%	29%	27%	23%	24%	27%
Totals	101%	99%	101%	99%	100%	100%	99%	100%	100%	101%	99%
Unweighted N	(1,122)	(377)	(470)	(275)	(457)	(366)	(447)	(330)	(223)	(123)	(116)

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1K. Feelings on Culture — Carrie Underwood

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	12%	12%	12%	9%	12%	13%	13%	15%	6%	9%	*
Like	30%	27%	33%	18%	27%	30%	44%	30%	32%	23%	*
Neutral	39%	44%	34%	48%	35%	41%	31%	40%	37%	35%	*
Dislike	9%	9%	9%	9%	11%	9%	5%	9%	6%	13%	*
Hate	3%	3%	4%	7%	7%	1%	1%	1%	6%	7%	*
Not sure	7%	6%	8%	9%	8%	6%	6%	5%	13%	13%	*
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,094)	(487)	(607)	(243)	(278)	(332)	(241)	(699)	(149)	(171)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	12%	6%	9%	22%	6%	18%	12%	11%	10%	19%	23%
Like	30%	29%	23%	40%	29%	37%	27%	37%	28%	47%	31%
Neutral	39%	42%	48%	24%	39%	31%	43%	31%	38%	26%	25%
Dislike	9%	14%	7%	6%	16%	6%	7%	13%	11%	4%	10%
Hate	3%	4%	5%	2%	4%	3%	3%	2%	7%	2%	3%
Not sure	7%	5%	8%	7%	6%	5%	8%	6%	6%	3%	9%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(1,094)	(361)	(464)	(269)	(469)	(361)	(430)	(342)	(200)	(124)	(108)

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1L. Feelings on Culture — 'Live Laugh Love' signs

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	10%	6%	13%	12%	11%	8%	7%	7%	18%	13%	*
Like	19%	16%	23%	18%	13%	22%	23%	18%	24%	24%	*
Neutral	33%	36%	30%	27%	24%	37%	44%	34%	32%	34%	*
Dislike	20%	21%	19%	25%	26%	17%	12%	23%	10%	11%	*
Hate	8%	9%	8%	10%	15%	6%	2%	8%	4%	11%	*
Not sure	10%	13%	6%	8%	10%	9%	12%	10%	13%	6%	*
Totals	100%	101%	99%	100%	99%	99%	100%	100%	101%	99%	*
Unweighted N	(1,117)	(505)	(612)	(265)	(282)	(334)	(236)	(740)	(147)	(155)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	10%	11%	8%	10%	8%	7%	11%	7%	7%	8%	13%
Like	19%	22%	11%	26%	18%	20%	20%	24%	14%	28%	20%
Neutral	33%	31%	34%	33%	35%	36%	33%	30%	39%	39%	31%
Dislike	20%	21%	22%	16%	22%	17%	17%	22%	24%	10%	23%
Hate	8%	7%	12%	6%	10%	7%	7%	11%	11%	7%	6%
Not sure	10%	7%	13%	9%	7%	11%	13%	7%	5%	8%	8%
Totals	100%	99%	100%	100%	100%	98%	101%	101%	100%	100%	101%
Unweighted N	(1,117)	(382)	(456)	(279)	(451)	(382)	(434)	(330)	(222)	(135)	(102)

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1M. Feelings on Culture — High heels

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	10%	10%	10%	11%	13%	10%	5%	9%	12%	10%	*
Like	26%	24%	27%	30%	26%	22%	26%	23%	28%	33%	*
Neutral	30%	41%	20%	28%	27%	35%	31%	31%	35%	28%	*
Dislike	21%	13%	29%	17%	19%	20%	28%	23%	15%	19%	*
Hate	9%	5%	12%	7%	10%	10%	7%	9%	6%	5%	*
Not sure	4%	6%	3%	7%	6%	2%	3%	4%	4%	4%	*
Totals	100%	99%	101%	100%	101%	99%	100%	99%	100%	99%	*
Unweighted N	(1,057)	(469)	(588)	(217)	(287)	(330)	(223)	(679)	(141)	(164)	(73)

		Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	10%	8%	11%	10%	8%	11%	9%	10%	9%	12%	*
Like	26%	26%	22%	29%	27%	28%	23%	27%	27%	32%	*
Neutral	30%	32%	32%	27%	32%	30%	31%	28%	35%	24%	*
Dislike	21%	21%	20%	22%	22%	19%	24%	23%	14%	17%	*
Hate	9%	8%	9%	9%	9%	10%	8%	11%	11%	13%	*
Not sure	4%	4%	7%	2%	2%	3%	5%	3%	4%	1%	*
Totals	100%	99%	101%	99%	100%	101%	100%	102%	100%	99%	*
Unweighted N	(1,057)	(359)	(450)	(248)	(446)	(360)	(391)	(324)	(226)	(116)	(95)

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1N. Feelings on Culture — American Sniper

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	9%	12%	6%	7%	15%	8%	9%	10%	9%	9%	*
Like	21%	26%	17%	19%	22%	21%	23%	22%	18%	30%	*
Neutral	31%	30%	31%	28%	30%	34%	30%	34%	32%	20%	*
Dislike	9%	8%	10%	9%	7%	10%	12%	10%	9%	7%	*
Hate	4%	3%	4%	4%	5%	4%	2%	3%	2%	8%	*
Not sure	25%	20%	31%	34%	21%	22%	26%	21%	30%	26%	*
Totals	99%	99%	99%	101%	100%	99%	102%	100%	100%	100%	*
Unweighted N	(1,055)	(487)	(568)	(246)	(269)	(334)	(206)	(697)	(127)	(155)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	9%	6%	7%	15%	6%	18%	10%	11%	8%	26%	7%
Like	21%	11%	16%	36%	14%	32%	20%	23%	22%	35%	41%
Neutral	31%	36%	32%	24%	31%	27%	27%	34%	27%	18%	28%
Dislike	9%	11%	10%	8%	14%	5%	11%	7%	13%	7%	6%
Hate	4%	5%	5%	2%	7%	2%	4%	6%	1%	0%	1%
Not sure	25%	30%	30%	15%	28%	16%	28%	18%	28%	13%	17%
Totals	99%	99%	100%	100%	100%	100%	100%	99%	99%	99%	100%
Unweighted N	(1,055)	(343)	(452)	(260)	(424)	(346)	(419)	(303)	(215)	(113)	(107)

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10. Feelings on Culture — Kid Rock

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	9%	9%	8%	8%	7%	12%	6%	9%	5%	11%	*
Like	24%	24%	23%	18%	23%	28%	24%	27%	18%	17%	*
Neutral	29%	28%	29%	25%	33%	25%	35%	29%	26%	31%	*
Dislike	18%	20%	16%	23%	14%	17%	19%	17%	23%	15%	*
Hate	11%	12%	11%	7%	13%	14%	11%	11%	13%	10%	*
Not sure	9%	6%	13%	20%	10%	4%	5%	7%	15%	17%	*
Totals	100%	99%	100%	101%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,111)	(520)	(591)	(256)	(271)	(357)	(227)	(735)	(138)	(163)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	9%	4%	6%	16%	3%	12%	10%	9%	6%	22%	8%
Like	24%	16%	19%	36%	12%	34%	22%	25%	26%	40%	30%
Neutral	29%	19%	37%	29%	22%	32%	31%	26%	26%	25%	35%
Dislike	18%	27%	17%	11%	30%	12%	16%	21%	23%	9%	16%
Hate	11%	23%	11%	2%	26%	4%	12%	11%	13%	0%	3%
Not sure	9%	11%	10%	7%	7%	6%	9%	8%	7%	4%	9%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(1,111)	(363)	(464)	(284)	(440)	(377)	(424)	(347)	(221)	(131)	(115)

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1P. Feelings on Culture — Dennis Quaid

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	8%	7%	9%	4%	5%	13%	10%	9%	3%	12%	*
Like	31%	33%	29%	14%	22%	36%	52%	36%	19%	22%	*
Neutral	31%	37%	26%	29%	38%	33%	23%	31%	44%	25%	*
Dislike	7%	8%	6%	6%	8%	7%	7%	7%	3%	9%	*
Hate	1%	1%	1%	3%	1%	1%	0%	1%	1%	2%	*
Not sure	21%	14%	28%	44%	26%	11%	8%	16%	29%	31%	*
Totals	99%	100%	99%	100%	100%	101%	100%	100%	99%	101%	*
Unweighted N	(1,144)	(507)	(637)	(268)	(293)	(364)	(219)	(744)	(154)	(167)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	8%	6%	5%	14%	4%	16%	7%	12%	7%	16%	10%
Like	31%	23%	27%	43%	29%	44%	27%	37%	33%	44%	43%
Neutral	31%	34%	36%	23%	36%	26%	34%	29%	32%	25%	21%
Dislike	7%	9%	8%	4%	12%	3%	7%	7%	11%	5%	4%
Hate	1%	3%	1%	0%	3%	1%	2%	1%	1%	0%	0%
Not sure	21%	26%	23%	16%	16%	11%	23%	15%	17%	11%	22%
Totals	99%	101%	100%	100%	100%	101%	100%	101%	101%	101%	100%
Unweighted N	(1,144)	(384)	(471)	(289)	(464)	(378)	(441)	(349)	(239)	(128)	(120)

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1Q. Feelings on Culture — Farmhouse decor

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	9%	6%	11%	6%	11%	10%	6%	9%	6%	9%	*
Like	25%	24%	26%	20%	28%	24%	28%	28%	24%	17%	*
Neutral	38%	44%	33%	38%	30%	42%	42%	38%	38%	39%	*
Dislike	14%	13%	15%	16%	14%	13%	12%	14%	9%	12%	*
Hate	3%	2%	3%	1%	4%	2%	3%	2%	4%	2%	*
Not sure	12%	12%	11%	19%	14%	8%	8%	9%	19%	21%	*
Totals	101%	101%	99%	100%	101%	99%	99%	100%	100%	100%	*
Unweighted N	(1,114)	(499)	(615)	(242)	(283)	(343)	(246)	(732)	(145)	(159)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	9%	5%	7%	14%	5%	11%	10%	8%	7%	11%	13%
Like	25%	27%	21%	27%	25%	32%	24%	29%	25%	29%	26%
Neutral	38%	36%	43%	36%	40%	34%	39%	38%	35%	42%	35%
Dislike	14%	17%	12%	12%	18%	12%	10%	13%	23%	10%	14%
Hate	3%	4%	3%	1%	5%	2%	2%	3%	3%	1%	2%
Not sure	12%	10%	15%	9%	7%	9%	15%	8%	7%	7%	10%
Totals	101%	99%	101%	99%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,114)	(372)	(451)	(291)	(459)	(389)	(449)	(326)	(213)	(131)	(117)

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1R. Feelings on Culture — American beer

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	9%	12%	6%	7%	10%	8%	9%	10%	6%	10%	*
Like	26%	33%	20%	23%	24%	29%	26%	28%	20%	24%	*
Neutral	24%	24%	24%	20%	25%	24%	28%	23%	27%	28%	*
Dislike	19%	15%	23%	21%	19%	18%	19%	21%	15%	16%	*
Hate	15%	12%	17%	15%	16%	14%	14%	14%	22%	12%	*
Not sure	7%	5%	9%	14%	5%	6%	4%	5%	10%	11%	*
Totals	100%	101%	99%	100%	99%	99%	100%	101%	100%	101%	*
Unweighted N	(1,115)	(499)	(616)	(262)	(319)	(321)	(213)	(725)	(145)	(172)	(73)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	9%	8%	9%	10%	10%	12%	9%	10%	10%	13%	6%
Like	26%	25%	19%	34%	24%	34%	23%	28%	29%	43%	31%
Neutral	24%	24%	26%	23%	28%	21%	25%	19%	28%	19%	22%
Dislike	19%	23%	20%	15%	21%	13%	20%	18%	18%	10%	19%
Hate	15%	15%	17%	13%	13%	15%	13%	20%	14%	11%	16%
Not sure	7%	5%	8%	7%	4%	5%	9%	5%	2%	4%	5%
Totals	100%	100%	99%	102%	100%	100%	99%	100%	101%	100%	99%
Unweighted N	(1,115)	(404)	(458)	(253)	(478)	(369)	(438)	(332)	(217)	(111)	(108)

YouGov Survey: MAGA Culture

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1S. Feelings on Culture — Mike Tyson

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	8%	12%	5%	11%	13%	8%	2%	6%	18%	12%	*
Like	25%	31%	19%	24%	28%	24%	23%	22%	37%	28%	*
Neutral	41%	39%	44%	39%	36%	45%	44%	45%	27%	33%	*
Dislike	16%	14%	18%	10%	13%	18%	22%	18%	5%	14%	*
Hate	4%	2%	5%	2%	3%	4%	5%	3%	2%	8%	*
Not sure	6%	3%	9%	14%	8%	2%	4%	4%	11%	4%	*
Totals	100%	101%	100%	100%	101%	101%	100%	98%	100%	99%	*
Unweighted N	(1,118)	(494)	(624)	(249)	(302)	(337)	(230)	(724)	(146)	(166)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	8%	6%	7%	12%	6%	11%	8%	9%	11%	16%	*
Like	25%	27%	19%	29%	24%	29%	21%	30%	23%	32%	*
Neutral	41%	39%	45%	39%	42%	40%	45%	34%	42%	38%	*
Dislike	16%	18%	17%	13%	19%	13%	15%	15%	17%	10%	*
Hate	4%	4%	2%	5%	5%	4%	4%	5%	2%	2%	*
Not sure	6%	6%	9%	2%	5%	3%	6%	6%	4%	3%	*
Totals	100%	100%	99%	100%	101%	100%	99%	99%	99%	101%	*
Unweighted N	(1,118)	(388)	(477)	(253)	(487)	(353)	(430)	(324)	(233)	(122)	(96)

YouGov Survey: MAGA Culture

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1T. Feelings on Culture — Joe Rogan

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	7%	8%	7%	5%	10%	8%	6%	7%	7%	6%	*
Like	16%	21%	12%	14%	17%	15%	18%	17%	9%	22%	*
Neutral	31%	34%	28%	26%	30%	31%	35%	31%	28%	30%	*
Dislike	18%	19%	17%	20%	15%	17%	21%	20%	21%	11%	*
Hate	9%	8%	11%	14%	10%	10%	3%	10%	5%	8%	*
Not sure	18%	10%	26%	20%	18%	18%	18%	15%	31%	24%	*
Totals	99%	100%	101%	99%	100%	99%	101%	100%	101%	101%	*
Unweighted N	(1,096)	(508)	(588)	(259)	(272)	(342)	(223)	(697)	(142)	(178)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	7%	3%	6%	14%	3%	14%	4%	10%	14%	21%	10%
Like	16%	5%	16%	28%	7%	29%	12%	20%	17%	39%	16%
Neutral	31%	27%	34%	32%	22%	35%	31%	30%	31%	24%	42%
Dislike	18%	30%	19%	5%	36%	6%	17%	17%	21%	3%	9%
Hate	9%	19%	9%	1%	19%	2%	7%	11%	11%	1%	2%
Not sure	18%	18%	18%	20%	13%	13%	28%	13%	5%	12%	22%
Totals	99%	102%	102%	100%	100%	99%	99%	101%	99%	100%	101%
Unweighted N	(1,096)	(372)	(459)	(265)	(431)	(371)	(429)	(329)	(222)	(122)	(105)

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1U. Feelings on Culture — Professional wrestling

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	7%	10%	5%	9%	10%	7%	3%	7%	11%	10%	*
Like	13%	19%	8%	20%	17%	9%	8%	12%	19%	18%	*
Neutral	28%	30%	25%	32%	28%	29%	21%	27%	25%	31%	*
Dislike	34%	31%	37%	29%	29%	36%	41%	36%	28%	25%	*
Hate	15%	8%	21%	5%	11%	17%	24%	16%	9%	12%	*
Not sure	3%	2%	4%	5%	4%	1%	3%	2%	8%	4%	*
Totals	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%	*
Unweighted N	(1,098)	(492)	(606)	(268)	(280)	(327)	(223)	(728)	(130)	(164)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	7%	8%	7%	8%	7%	7%	8%	8%	8%	10%	*
Like	13%	13%	11%	17%	11%	17%	18%	10%	14%	24%	*
Neutral	28%	24%	29%	31%	20%	26%	29%	27%	23%	32%	*
Dislike	34%	37%	33%	32%	38%	35%	28%	38%	36%	26%	*
Hate	15%	16%	16%	11%	22%	13%	14%	16%	15%	8%	*
Not sure	3%	3%	5%	1%	3%	1%	4%	1%	3%	1%	*
Totals	100%	101%	101%	100%	101%	99%	101%	100%	99%	101%	*
Unweighted N	(1,098)	(390)	(456)	(252)	(458)	(377)	(418)	(327)	(221)	(124)	(95)

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1V. Feelings on Culture — Duck Dynasty

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	7%	7%	7%	10%	4%	10%	5%	9%	3%	6%	*
Like	15%	17%	13%	14%	12%	17%	16%	17%	12%	14%	*
Neutral	28%	30%	27%	21%	31%	28%	32%	28%	31%	30%	*
Dislike	23%	19%	26%	17%	25%	22%	29%	24%	18%	15%	*
Hate	11%	13%	9%	8%	15%	10%	10%	11%	9%	12%	*
Not sure	15%	14%	17%	31%	14%	12%	8%	11%	28%	23%	*
Totals	99%	100%	99%	101%	101%	99%	100%	100%	101%	100%	*
Unweighted N	(1,059)	(478)	(581)	(233)	(266)	(343)	(217)	(708)	(133)	(157)	(61)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	7%	1%	5%	16%	1%	15%	9%	6%	7%	25%	12%
Like	15%	8%	10%	28%	10%	27%	15%	17%	12%	29%	21%
Neutral	28%	21%	31%	33%	26%	34%	28%	28%	29%	27%	38%
Dislike	23%	32%	23%	13%	33%	13%	24%	22%	25%	14%	15%
Hate	11%	17%	13%	2%	19%	4%	10%	13%	13%	1%	4%
Not sure	15%	19%	18%	8%	10%	7%	14%	15%	14%	4%	9%
Totals	99%	98%	100%	100%	99%	100%	100%	101%	100%	100%	99%
Unweighted N	(1,059)	(368)	(423)	(268)	(445)	(349)	(410)	(298)	(228)	(120)	(109)

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1W. Feelings on Culture — Camouflage clothing

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	7%	7%	7%	8%	10%	7%	3%	6%	16%	3%	*
Like	25%	26%	23%	24%	30%	26%	18%	23%	33%	28%	*
Neutral	37%	39%	36%	31%	31%	43%	43%	42%	30%	33%	*
Dislike	20%	21%	20%	21%	19%	14%	31%	22%	11%	17%	*
Hate	8%	4%	12%	12%	7%	9%	4%	6%	5%	13%	*
Not sure	2%	2%	3%	4%	4%	1%	1%	1%	5%	6%	*
Totals	99%	99%	101%	100%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(1,113)	(494)	(619)	(251)	(286)	(343)	(233)	(732)	(154)	(157)	(70)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	7%	5%	9%	7%	5%	9%	9%	5%	7%	10%	7%
Like	25%	21%	25%	28%	21%	26%	30%	22%	18%	34%	21%
Neutral	37%	32%	37%	43%	34%	44%	35%	39%	37%	40%	44%
Dislike	20%	26%	18%	17%	29%	16%	17%	22%	29%	15%	21%
Hate	8%	14%	7%	4%	10%	4%	6%	9%	8%	2%	6%
Not sure	2%	1%	4%	2%	2%	1%	3%	2%	2%	0%	2%
Totals	99%	99%	100%	101%	101%	100%	100%	99%	101%	101%	101%
Unweighted N	(1,113)	(378)	(450)	(285)	(468)	(381)	(420)	(328)	(244)	(114)	(126)

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1X. Feelings on Culture — Village People

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	6%	5%	6%	4%	4%	7%	8%	6%	7%	5%	*
Like	31%	34%	28%	19%	32%	34%	37%	32%	34%	27%	*
Neutral	39%	37%	42%	43%	38%	39%	37%	41%	37%	41%	*
Dislike	8%	11%	5%	3%	7%	9%	12%	8%	6%	3%	*
Hate	2%	2%	2%	1%	3%	2%	1%	1%	3%	2%	*
Not sure	14%	10%	18%	30%	17%	8%	6%	11%	13%	21%	*
Totals	100%	99%	101%	100%	101%	99%	101%	99%	100%	99%	*
Unweighted N	(1,140)	(529)	(611)	(252)	(300)	(347)	(241)	(765)	(136)	(161)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	6%	5%	4%	8%	7%	8%	7%	7%	4%	6%	10%
Like	31%	31%	30%	33%	30%	36%	29%	35%	34%	39%	32%
Neutral	39%	40%	41%	36%	43%	35%	38%	36%	44%	34%	40%
Dislike	8%	9%	6%	9%	7%	9%	9%	6%	6%	8%	7%
Hate	2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	1%
Not sure	14%	13%	16%	12%	11%	11%	15%	12%	10%	12%	9%
Totals	100%	100%	99%	100%	100%	100%	100%	98%	99%	100%	99%
Unweighted N	(1,140)	(392)	(466)	(282)	(472)	(399)	(427)	(351)	(228)	(135)	(106)

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1Y. Feelings on Culture — Golf

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	6%	8%	4%	4%	8%	5%	7%	7%	6%	2%	*
Like	17%	22%	12%	18%	20%	12%	20%	17%	16%	16%	*
Neutral	31%	31%	32%	37%	29%	30%	32%	30%	37%	36%	*
Dislike	30%	24%	36%	27%	31%	33%	29%	29%	28%	30%	*
Hate	13%	12%	14%	11%	8%	19%	10%	15%	5%	13%	*
Not sure	3%	3%	3%	4%	5%	1%	3%	2%	8%	2%	*
Totals	100%	100%	101%	101%	101%	100%	101%	100%	100%	99%	*
Unweighted N	(1,101)	(507)	(594)	(243)	(278)	(350)	(230)	(720)	(135)	(158)	(88)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	6%	6%	5%	8%	6%	9%	5%	7%	7%	8%	7%
Like	17%	15%	15%	21%	17%	20%	14%	17%	25%	26%	18%
Neutral	31%	33%	34%	28%	35%	32%	31%	32%	30%	28%	27%
Dislike	30%	34%	27%	31%	27%	25%	34%	29%	25%	24%	36%
Hate	13%	11%	15%	11%	14%	11%	14%	14%	9%	10%	12%
Not sure	3%	2%	5%	2%	2%	3%	3%	2%	3%	3%	0%
Totals	100%	101%	101%	101%	101%	100%	101%	101%	99%	99%	100%
Unweighted N	(1,101)	(369)	(458)	(274)	(457)	(381)	(416)	(330)	(226)	(134)	(107)

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12. Feelings on Culture — Hair extensions

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	6%	2%	10%	12%	9%	3%	1%	4%	14%	10%	*
Like	11%	8%	13%	17%	11%	10%	8%	10%	19%	14%	*
Neutral	46%	49%	43%	49%	41%	45%	50%	46%	45%	40%	*
Dislike	21%	24%	19%	12%	21%	24%	26%	25%	10%	18%	*
Hate	9%	10%	9%	5%	10%	12%	9%	10%	5%	13%	*
Not sure	7%	8%	6%	6%	8%	6%	6%	6%	6%	5%	*
Totals	100%	101%	100%	101%	100%	100%	100%	101%	99%	100%	*
Unweighted N	(1,095)	(483)	(612)	(248)	(280)	(349)	(218)	(719)	(130)	(158)	(88)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	6%	9%	5%	5%	6%	3%	7%	4%	6%	4%	3%
Like	11%	10%	14%	9%	12%	13%	9%	13%	11%	9%	11%
Neutral	46%	51%	44%	43%	51%	38%	48%	52%	38%	46%	39%
Dislike	21%	17%	19%	27%	20%	27%	16%	20%	28%	27%	27%
Hate	9%	5%	11%	11%	5%	13%	11%	5%	12%	9%	14%
Not sure	7%	7%	7%	5%	8%	6%	8%	5%	4%	5%	6%
Totals	100%	99%	100%	100%	102%	100%	99%	99%	99%	100%	100%
Unweighted N	(1,095)	(354)	(458)	(283)	(445)	(361)	(414)	(328)	(228)	(128)	(108)

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1AA. Feelings on Culture — Tom Brady

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	6%	8%	4%	8%	7%	4%	5%	5%	6%	12%	*
Like	25%	32%	20%	21%	22%	28%	29%	26%	26%	26%	*
Neutral	38%	41%	35%	35%	33%	40%	43%	40%	35%	32%	*
Dislike	17%	11%	22%	16%	21%	16%	16%	17%	13%	16%	*
Hate	4%	4%	5%	2%	7%	5%	3%	4%	5%	1%	*
Not sure	10%	4%	15%	18%	10%	8%	5%	8%	16%	12%	*
Totals	100%	100%	101%	100%	100%	101%	101%	100%	101%	99%	*
Unweighted N	(1,051)	(454)	(597)	(211)	(289)	(336)	(215)	(688)	(137)	(148)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	6%	5%	5%	8%	5%	7%	7%	4%	6%	7%	7%
Like	25%	18%	27%	31%	20%	30%	22%	30%	32%	38%	24%
Neutral	38%	37%	38%	39%	39%	36%	39%	32%	37%	35%	42%
Dislike	17%	25%	14%	12%	24%	15%	15%	20%	16%	10%	17%
Hate	4%	5%	6%	2%	6%	3%	4%	4%	6%	5%	1%
Not sure	10%	10%	11%	8%	6%	8%	14%	10%	3%	5%	8%
Totals	100%	100%	101%	100%	100%	99%	101%	100%	100%	100%	99%
Unweighted N	(1,051)	(362)	(446)	(243)	(440)	(332)	(404)	(300)	(217)	(108)	(106)

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1AB. Feelings on Culture — Roseanne Barr

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	5%	5%	6%	2%	6%	8%	3%	6%	3%	5%	*
Like	17%	20%	15%	8%	15%	21%	23%	18%	15%	13%	*
Neutral	29%	30%	27%	31%	31%	27%	26%	28%	29%	30%	*
Dislike	24%	24%	24%	14%	23%	25%	33%	27%	19%	22%	*
Hate	11%	11%	10%	5%	10%	14%	13%	11%	11%	8%	*
Not sure	14%	11%	18%	40%	15%	6%	1%	10%	23%	21%	*
Totals	100%	101%	100%	100%	100%	101%	99%	100%	100%	99%	*
Unweighted N	(1,142)	(532)	(610)	(258)	(322)	(323)	(239)	(749)	(152)	(166)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	5%	3%	4%	8%	3%	8%	3%	7%	5%	14%	2%
Like	17%	9%	16%	27%	11%	28%	19%	20%	13%	28%	26%
Neutral	29%	25%	37%	23%	22%	24%	33%	25%	25%	22%	23%
Dislike	24%	33%	19%	22%	38%	19%	18%	25%	32%	13%	30%
Hate	11%	13%	9%	10%	17%	12%	13%	11%	10%	14%	9%
Not sure	14%	17%	16%	11%	9%	8%	15%	13%	15%	9%	10%
Totals	100%	100%	101%	101%	100%	99%	101%	101%	100%	100%	100%
Unweighted N	(1,142)	(379)	(462)	(301)	(462)	(393)	(463)	(323)	(234)	(142)	(117)

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1AC. Feelings on Culture — Ted Nugent

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	5%	9%	2%	1%	6%	8%	5%	6%	3%	4%	*
Like	14%	18%	11%	6%	11%	17%	21%	17%	9%	11%	*
Neutral	27%	26%	28%	23%	27%	23%	35%	28%	19%	26%	*
Dislike	16%	19%	14%	8%	16%	23%	14%	17%	20%	15%	*
Hate	8%	9%	7%	4%	7%	13%	7%	9%	6%	5%	*
Not sure	29%	19%	38%	57%	32%	17%	18%	23%	43%	39%	*
Totals	99%	100%	100%	99%	99%	101%	100%	100%	100%	100%	*
Unweighted N	(1,100)	(506)	(594)	(250)	(268)	(355)	(227)	(703)	(141)	(166)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	5%	3%	3%	11%	3%	12%	4%	11%	3%	18%	*
Like	14%	7%	11%	27%	9%	30%	13%	17%	16%	32%	*
Neutral	27%	22%	28%	31%	23%	27%	29%	21%	28%	27%	*
Dislike	16%	25%	14%	10%	23%	9%	16%	18%	18%	6%	*
Hate	8%	15%	9%	1%	19%	3%	7%	10%	10%	1%	*
Not sure	29%	29%	35%	20%	23%	18%	31%	22%	25%	16%	*
Totals	99%	101%	100%	100%	100%	99%	100%	99%	100%	100%	*
Unweighted N	(1,100)	(384)	(462)	(254)	(455)	(367)	(442)	(317)	(225)	(125)	(98)

YouGov Survey: MAGA Culture

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1AD. Feelings on Culture — Confederate flags

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	5%	6%	4%	7%	4%	6%	3%	6%	2%	2%	*
Like	14%	18%	11%	15%	12%	12%	21%	16%	8%	16%	*
Neutral	28%	25%	30%	21%	24%	31%	32%	32%	13%	24%	*
Dislike	21%	22%	19%	11%	21%	24%	23%	19%	31%	21%	*
Hate	27%	26%	28%	35%	32%	24%	18%	25%	38%	24%	*
Not sure	5%	4%	7%	11%	7%	3%	2%	3%	8%	12%	*
Totals	100%	101%	99%	100%	100%	100%	99%	101%	100%	99%	*
Unweighted N	(1,087)	(486)	(601)	(234)	(277)	(355)	(221)	(704)	(144)	(162)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	5%	1%	5%	9%	1%	10%	7%	5%	2%	10%	9%
Like	14%	4%	10%	30%	7%	23%	13%	16%	14%	36%	22%
Neutral	28%	14%	29%	39%	11%	42%	30%	21%	25%	44%	36%
Dislike	21%	27%	21%	13%	27%	14%	21%	22%	20%	8%	20%
Hate	27%	50%	27%	5%	53%	8%	22%	31%	33%	1%	9%
Not sure	5%	4%	8%	3%	2%	4%	6%	5%	4%	1%	3%
Totals	100%	100%	100%	99%	101%	101%	99%	100%	98%	100%	99%
Unweighted N	(1,087)	(377)	(447)	(263)	(468)	(353)	(434)	(332)	(200)	(126)	(104)

YouGov Survey: MAGA Culture

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1AE. Feelings on Culture — Morgan Wallen

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	5%	4%	6%	8%	5%	5%	2%	4%	6%	10%	*
Like	13%	12%	15%	12%	17%	14%	8%	13%	9%	11%	*
Neutral	27%	29%	26%	28%	27%	29%	24%	30%	27%	23%	*
Dislike	10%	10%	9%	12%	12%	8%	7%	11%	6%	7%	*
Hate	5%	3%	6%	9%	6%	4%	1%	3%	8%	7%	*
Not sure	40%	42%	38%	30%	32%	41%	57%	38%	45%	43%	*
Totals	100%	100%	100%	99%	99%	101%	99%	99%	101%	101%	*
Unweighted N	(1,088)	(490)	(598)	(261)	(267)	(346)	(214)	(716)	(142)	(159)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	5%	5%	3%	7%	3%	6%	5%	3%	5%	7%	8%
Like	13%	7%	13%	20%	6%	17%	13%	14%	10%	22%	16%
Neutral	27%	26%	25%	32%	27%	28%	23%	28%	37%	31%	38%
Dislike	10%	15%	11%	2%	15%	6%	9%	9%	15%	0%	3%
Hate	5%	10%	4%	1%	10%	1%	5%	4%	5%	0%	0%
Not sure	40%	37%	44%	38%	39%	42%	45%	42%	28%	40%	35%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,088)	(371)	(455)	(262)	(458)	(371)	(428)	(304)	(229)	(124)	(100)

YouGov Survey: MAGA Culture

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1AF. Feelings on Culture — The Apprentice

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	5%	5%	4%	2%	6%	5%	6%	5%	6%	3%	*
Like	14%	13%	15%	12%	13%	16%	16%	14%	14%	14%	*
Neutral	29%	31%	27%	30%	27%	29%	31%	28%	34%	32%	*
Dislike	17%	15%	19%	10%	20%	17%	19%	17%	17%	13%	*
Hate	21%	21%	20%	15%	17%	24%	24%	22%	12%	18%	*
Not sure	15%	14%	15%	30%	17%	9%	5%	13%	17%	20%	*
Totals	101%	99%	100%	99%	100%	100%	101%	99%	100%	100%	*
Unweighted N	(1,122)	(512)	(610)	(255)	(283)	(368)	(216)	(747)	(142)	(163)	(70)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	5%	3%	4%	7%	2%	9%	5%	5%	6%	12%	6%
Like	14%	7%	11%	25%	8%	27%	11%	18%	19%	31%	23%
Neutral	29%	20%	28%	38%	17%	36%	32%	28%	25%	37%	37%
Dislike	17%	22%	18%	10%	22%	11%	17%	16%	17%	6%	12%
Hate	21%	36%	22%	5%	44%	7%	19%	21%	23%	3%	7%
Not sure	15%	12%	18%	14%	7%	11%	16%	13%	9%	12%	15%
Totals	101%	100%	101%	99%	100%	101%	100%	101%	99%	101%	100%
Unweighted N	(1,122)	(374)	(459)	(289)	(461)	(385)	(427)	(325)	(244)	(136)	(116)

YouGov Survey: MAGA Culture

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1AG. Feelings on Culture — Conor McGregor

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	3%	5%	2%	7%	3%	3%	2%	4%	2%	6%	*
Like	14%	20%	9%	16%	20%	15%	7%	13%	20%	17%	*
Neutral	32%	33%	32%	31%	28%	33%	36%	32%	29%	28%	*
Dislike	11%	12%	10%	6%	13%	11%	13%	10%	12%	10%	*
Hate	5%	6%	5%	6%	8%	5%	2%	4%	6%	8%	*
Not sure	34%	24%	41%	34%	27%	33%	41%	36%	30%	31%	*
Totals	99%	100%	99%	100%	99%	100%	101%	99%	99%	100%	*
Unweighted N	(1,136)	(491)	(645)	(254)	(267)	(361)	(254)	(740)	(156)	(155)	(85)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	3%	2%	2%	6%	2%	5%	4%	3%	4%	8%	5%
Like	14%	11%	11%	21%	8%	19%	15%	14%	13%	26%	19%
Neutral	32%	25%	38%	34%	28%	31%	31%	28%	39%	32%	36%
Dislike	11%	14%	13%	5%	19%	9%	10%	12%	15%	5%	7%
Hate	5%	11%	3%	2%	9%	5%	3%	9%	4%	3%	3%
Not sure	34%	38%	33%	31%	33%	30%	37%	34%	25%	26%	30%
Totals	99%	101%	100%	99%	99%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,136)	(375)	(469)	(292)	(455)	(384)	(448)	(333)	(232)	(136)	(117)

YouGov Survey: MAGA Culture

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1AH. Feelings on Culture — Breast augmentation surgery

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	3%	4%	3%	1%	8%	3%	1%	4%	1%	1%	*
Like	10%	10%	10%	11%	14%	10%	2%	10%	11%	11%	*
Neutral	42%	42%	42%	39%	42%	44%	43%	41%	47%	43%	*
Dislike	24%	22%	26%	23%	14%	24%	36%	27%	16%	17%	*
Hate	12%	13%	12%	13%	11%	13%	13%	11%	12%	13%	*
Not sure	8%	9%	8%	13%	11%	6%	4%	7%	13%	15%	*
Totals	99%	100%	101%	100%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,126)	(495)	(631)	(262)	(279)	(352)	(233)	(738)	(141)	(167)	(80)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	3%	4%	2%	5%	2%	5%	3%	5%	4%	4%	7%
Like	10%	10%	7%	12%	9%	11%	9%	12%	11%	11%	9%
Neutral	42%	50%	40%	37%	48%	35%	40%	45%	38%	36%	39%
Dislike	24%	22%	25%	25%	24%	27%	22%	21%	30%	29%	16%
Hate	12%	8%	13%	16%	12%	14%	14%	12%	13%	12%	25%
Not sure	8%	6%	12%	7%	6%	8%	13%	6%	4%	9%	4%
Totals	99%	100%	99%	102%	101%	100%	101%	101%	100%	101%	100%
Unweighted N	(1,126)	(366)	(480)	(280)	(459)	(392)	(439)	(349)	(230)	(129)	(110)

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1A1. Feelings on Culture — Billy Ray Cyrus

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	4%	4%	4%	3%	4%	5%	2%	3%	3%	6%	*
Like	19%	20%	19%	19%	17%	16%	28%	20%	25%	20%	*
Neutral	42%	43%	41%	34%	40%	47%	45%	43%	36%	35%	*
Dislike	21%	20%	23%	18%	22%	24%	21%	25%	13%	11%	*
Hate	4%	4%	4%	4%	6%	3%	2%	3%	3%	7%	*
Not sure	10%	9%	11%	23%	11%	5%	2%	6%	20%	21%	*
Totals	100%	100%	102%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,077)	(476)	(601)	(250)	(280)	(339)	(208)	(706)	(134)	(164)	(73)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	4%	2%	3%	5%	2%	5%	4%	4%	4%	5%	4%
Like	19%	16%	15%	28%	17%	25%	19%	21%	19%	31%	24%
Neutral	42%	43%	43%	39%	42%	39%	42%	41%	40%	40%	37%
Dislike	21%	27%	20%	18%	28%	21%	20%	24%	28%	16%	21%
Hate	4%	5%	3%	3%	5%	4%	4%	3%	4%	2%	4%
Not sure	10%	7%	15%	7%	6%	6%	11%	7%	4%	6%	10%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,077)	(360)	(445)	(272)	(453)	(357)	(410)	(314)	(227)	(131)	(108)

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1AJ. Feelings on Culture — Kanye West

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	3%	4%	2%	4%	6%	3%	0%	3%	6%	6%	*
Like	10%	12%	8%	10%	16%	8%	5%	8%	17%	12%	*
Neutral	20%	22%	18%	17%	23%	20%	21%	18%	30%	22%	*
Dislike	35%	33%	37%	30%	26%	37%	48%	39%	28%	28%	*
Hate	22%	20%	25%	32%	21%	22%	15%	22%	10%	29%	*
Not sure	9%	9%	10%	7%	7%	12%	11%	10%	9%	3%	*
Totals	99%	100%	100%	100%	99%	102%	100%	100%	100%	100%	*
Unweighted N	(1,116)	(502)	(614)	(258)	(292)	(348)	(218)	(725)	(153)	(155)	(83)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	3%	1%	4%	4%	2%	3%	4%	1%	5%	5%	5%
Like	10%	8%	11%	9%	9%	8%	10%	7%	12%	11%	11%
Neutral	20%	16%	20%	24%	15%	25%	21%	18%	20%	25%	26%
Dislike	35%	38%	32%	36%	40%	39%	29%	43%	37%	40%	34%
Hate	22%	32%	23%	13%	31%	16%	24%	22%	19%	11%	16%
Not sure	9%	4%	10%	14%	3%	9%	10%	8%	7%	7%	9%
Totals	99%	99%	100%	100%	100%	100%	98%	99%	100%	99%	101%
Unweighted N	(1,116)	(379)	(460)	(277)	(461)	(376)	(428)	(327)	(232)	(127)	(116)

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1AK. Feelings on Culture — Taxidermy

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	3%	4%	2%	5%	4%	3%	0%	3%	2%	5%	*
Like	11%	16%	6%	7%	10%	15%	12%	12%	7%	10%	*
Neutral	41%	44%	39%	27%	45%	42%	50%	44%	28%	39%	*
Dislike	21%	19%	24%	27%	18%	20%	21%	23%	16%	22%	*
Hate	10%	5%	15%	12%	9%	11%	9%	11%	9%	6%	*
Not sure	13%	12%	14%	22%	14%	10%	8%	6%	38%	19%	*
Totals	99%	100%	100%	100%	100%	101%	100%	99%	100%	101%	*
Unweighted N	(1,099)	(491)	(608)	(238)	(285)	(345)	(231)	(707)	(143)	(170)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	3%	3%	1%	4%	2%	4%	3%	2%	3%	3%	6%
Like	11%	6%	10%	18%	9%	19%	8%	16%	12%	23%	14%
Neutral	41%	36%	46%	42%	36%	39%	45%	39%	41%	38%	46%
Dislike	21%	25%	21%	17%	28%	21%	16%	23%	28%	19%	18%
Hate	10%	15%	7%	9%	14%	7%	12%	8%	9%	7%	8%
Not sure	13%	14%	15%	10%	12%	10%	15%	12%	7%	9%	9%
Totals	99%	99%	100%	100%	101%	100%	99%	100%	100%	99%	101%
Unweighted N	(1,099)	(375)	(452)	(272)	(455)	(386)	(422)	(332)	(226)	(130)	(110)

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1AL. Feelings on Culture — Aaron Rodgers

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	3%	4%	1%	1%	5%	1%	4%	2%	5%	3%	*
Like	14%	18%	10%	8%	19%	10%	19%	15%	12%	12%	*
Neutral	33%	36%	31%	32%	27%	37%	36%	34%	32%	28%	*
Dislike	15%	15%	15%	6%	15%	20%	16%	17%	9%	14%	*
Hate	6%	5%	7%	5%	6%	7%	3%	6%	5%	8%	*
Not sure	30%	23%	36%	47%	28%	25%	22%	27%	37%	35%	*
Totals	101%	101%	100%	99%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,139)	(511)	(628)	(260)	(298)	(348)	(233)	(757)	(150)	(157)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	3%	3%	1%	5%	3%	5%	2%	3%	4%	7%	4%
Like	14%	8%	11%	22%	8%	19%	12%	16%	17%	26%	22%
Neutral	33%	28%	36%	35%	25%	36%	33%	32%	31%	35%	31%
Dislike	15%	21%	13%	11%	27%	13%	10%	16%	24%	5%	21%
Hate	6%	9%	5%	3%	10%	5%	3%	8%	6%	4%	4%
Not sure	30%	32%	34%	23%	27%	22%	39%	25%	18%	23%	19%
Totals	101%	101%	100%	99%	100%	100%	99%	100%	100%	100%	101%
Unweighted N	(1,139)	(410)	(445)	(284)	(473)	(387)	(462)	(326)	(227)	(130)	(118)

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1AM. Feelings on Culture — Spray tans

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	2%	2%	1%	3%	3%	1%	0%	1%	6%	1%	*
Like	10%	8%	11%	12%	13%	11%	2%	10%	6%	17%	*
Neutral	21%	19%	24%	22%	21%	24%	18%	22%	23%	22%	*
Dislike	38%	40%	36%	33%	34%	34%	55%	42%	28%	27%	*
Hate	21%	21%	20%	18%	21%	22%	20%	20%	19%	17%	*
Not sure	8%	10%	7%	13%	8%	7%	6%	5%	17%	14%	*
Totals	100%	100%	99%	101%	100%	99%	101%	100%	99%	98%	*
Unweighted N	(1,110)	(490)	(620)	(253)	(295)	(354)	(208)	(717)	(142)	(166)	(85)

		Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	2%	1%	0%	4%	2%	2%	1%	4%	1%	8%	1%
Like	10%	7%	9%	13%	8%	10%	9%	11%	11%	11%	11%
Neutral	21%	23%	20%	22%	20%	23%	23%	22%	16%	22%	24%
Dislike	38%	40%	40%	35%	41%	38%	35%	40%	44%	37%	32%
Hate	21%	22%	20%	20%	24%	19%	24%	18%	21%	19%	26%
Not sure	8%	7%	12%	6%	5%	7%	9%	6%	7%	5%	7%
Totals	100%	100%	101%	100%	100%	99%	101%	101%	100%	102%	101%
Unweighted N	(1,110)	(380)	(447)	(283)	(447)	(367)	(438)	(329)	(208)	(119)	(124)

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1AN. Feelings on Culture — Lip fillers

How do you feel about the following?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	2%	2%	2%	1%	3%	2%	0%	2%	1%	2%	*
Like	4%	3%	5%	7%	4%	3%	3%	4%	3%	9%	*
Neutral	20%	19%	20%	22%	22%	18%	17%	19%	18%	31%	*
Dislike	37%	36%	38%	33%	33%	36%	47%	40%	34%	24%	*
Hate	27%	26%	27%	24%	24%	33%	23%	26%	28%	22%	*
Not sure	10%	14%	7%	13%	13%	7%	10%	9%	16%	12%	*
Totals	100%	100%	99%	100%	99%	99%	100%	100%	100%	100%	*
Unweighted N	(1,089)	(497)	(592)	(259)	(281)	(333)	(216)	(726)	(137)	(156)	(70)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Love	2%	0%	1%	4%	0%	4%	1%	3%	1%	3%	5%
Like	4%	3%	3%	7%	3%	6%	4%	3%	6%	6%	10%
Neutral	20%	26%	19%	16%	22%	16%	22%	17%	15%	14%	15%
Dislike	37%	36%	36%	38%	37%	34%	38%	37%	42%	37%	32%
Hate	27%	26%	29%	26%	30%	29%	23%	31%	30%	28%	30%
Not sure	10%	9%	12%	10%	7%	11%	13%	9%	5%	11%	9%
Totals	100%	100%	100%	101%	99%	100%	101%	100%	99%	99%	101%
Unweighted N	(1,089)	(369)	(443)	(277)	(449)	(376)	(422)	(324)	(212)	(130)	(109)

YouGov Survey: MAGA Culture

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2A. Is Culture MAGA — American flags

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	55%	59%	52%	57%	52%	53%	58%	58%	52%	43%	*
No	30%	29%	31%	22%	31%	36%	26%	26%	32%	40%	*
Not sure	15%	13%	18%	21%	17%	11%	16%	15%	16%	17%	*
Totals	100%	101%	101%	100%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,093)	(484)	(609)	(234)	(296)	(325)	(238)	(716)	(137)	(164)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	55%	51%	44%	71%	44%	75%	52%	57%	56%	87%	56%
No	30%	38%	34%	17%	44%	17%	33%	26%	35%	7%	35%
Not sure	15%	11%	22%	13%	12%	8%	15%	17%	9%	6%	9%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,093)	(371)	(456)	(266)	(450)	(374)	(448)	(306)	(214)	(117)	(107)

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2B. Is Culture MAGA — Kid Rock

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	53%	42%	35%	41%	55%	55%	51%	43%	34%	*
No	30%	27%	33%	32%	37%	28%	22%	29%	28%	37%	*
Not sure	23%	20%	26%	32%	22%	17%	22%	20%	29%	29%	*
Totals	101%	100%	101%	99%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,110)	(519)	(591)	(256)	(271)	(356)	(227)	(734)	(138)	(163)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	48%	59%	41%	45%	63%	53%	42%	57%	54%	66%	32%
No	30%	21%	34%	33%	20%	30%	33%	24%	33%	18%	51%
Not sure	23%	20%	25%	22%	18%	17%	25%	19%	13%	16%	17%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,110)	(363)	(464)	(283)	(440)	(376)	(424)	(347)	(220)	(130)	(115)

2C. Is Culture MAGA — Confederate flags

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	49%	53%	44%	59%	50%	46%	41%	44%	65%	51%	*
No	38%	35%	40%	27%	34%	41%	46%	41%	25%	36%	*
Not sure	14%	12%	16%	14%	15%	13%	13%	15%	10%	12%	*
Totals	101%	100%	100%	100%	99%	100%	100%	100%	100%	99%	*
Unweighted N	(1,086)	(486)	(600)	(233)	(277)	(355)	(221)	(703)	(144)	(162)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	49%	77%	45%	25%	79%	25%	43%	56%	53%	30%	26%
No	38%	17%	37%	58%	15%	60%	43%	35%	33%	56%	58%
Not sure	14%	5%	18%	17%	6%	15%	14%	10%	14%	14%	16%
Totals	101%	99%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,086)	(377)	(447)	(262)	(468)	(352)	(434)	(332)	(199)	(125)	(104)

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2D. Is Culture MAGA — The Apprentice

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	43%	45%	38%	40%	47%	51%	46%	40%	33%	*
No	31%	34%	29%	28%	39%	32%	25%	32%	30%	32%	*
Not sure	25%	23%	27%	34%	21%	22%	25%	22%	30%	35%	*
Totals	100%	100%	101%	100%	100%	101%	101%	100%	100%	100%	*
Unweighted N	(1,122)	(512)	(610)	(255)	(283)	(368)	(216)	(747)	(142)	(163)	(70)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	44%	60%	43%	31%	66%	38%	38%	47%	50%	37%	32%
No	31%	19%	29%	45%	20%	45%	33%	29%	39%	47%	49%
Not sure	25%	21%	29%	23%	14%	17%	29%	24%	11%	16%	19%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,122)	(374)	(459)	(289)	(461)	(385)	(427)	(325)	(244)	(136)	(116)

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2E. Is Culture MAGA — Joe Rogan

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	39%	45%	34%	46%	41%	36%	35%	40%	36%	35%	*
No	32%	34%	30%	26%	35%	36%	29%	32%	26%	34%	*
Not sure	29%	21%	36%	29%	24%	27%	37%	27%	37%	31%	*
Totals	100%	100%	100%	101%	100%	99%	101%	99%	99%	100%	*
Unweighted N	(1,096)	(508)	(588)	(259)	(272)	(342)	(223)	(697)	(142)	(178)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	39%	57%	34%	27%	63%	30%	29%	50%	49%	40%	19%
No	32%	18%	36%	43%	16%	46%	34%	29%	37%	37%	55%
Not sure	29%	26%	30%	30%	22%	23%	37%	22%	14%	23%	26%
Totals	100%	101%	100%	100%	101%	99%	100%	101%	100%	100%	100%
Unweighted N	(1,096)	(372)	(459)	(265)	(431)	(371)	(429)	(329)	(222)	(122)	(105)

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2F. Is Culture MAGA — Duck Dynasty

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	39%	44%	35%	34%	39%	40%	43%	42%	35%	36%	*
No	32%	31%	33%	26%	32%	38%	28%	34%	27%	28%	*
Not sure	28%	25%	32%	40%	29%	22%	28%	24%	38%	36%	*
Totals	99%	100%	100%	100%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,058)	(477)	(581)	(233)	(266)	(343)	(216)	(707)	(133)	(157)	(61)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	39%	46%	36%	36%	55%	37%	36%	49%	48%	45%	29%
No	32%	28%	31%	38%	25%	43%	36%	26%	33%	36%	53%
Not sure	28%	26%	33%	26%	20%	20%	28%	25%	19%	18%	19%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%	101%
Unweighted N	(1,058)	(368)	(422)	(268)	(445)	(348)	(410)	(298)	(227)	(120)	(109)

2G. Is Culture MAGA — Kanye West

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	34%	35%	33%	45%	32%	35%	23%	30%	42%	40%	*
No	42%	41%	43%	30%	49%	40%	47%	44%	36%	30%	*
Not sure	24%	24%	24%	25%	18%	25%	30%	25%	22%	30%	*
Totals	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%	*
Unweighted N	(1,116)	(502)	(614)	(258)	(292)	(348)	(218)	(725)	(153)	(155)	(83)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	34%	55%	33%	16%	60%	20%	29%	42%	37%	21%	16%
No	42%	27%	39%	58%	22%	60%	44%	39%	43%	60%	61%
Not sure	24%	18%	28%	26%	17%	19%	27%	19%	20%	18%	23%
Totals	100%	100%	100%	100%	99%	99%	100%	100%	100%	99%	100%
Unweighted N	(1,116)	(379)	(460)	(277)	(461)	(376)	(428)	(327)	(232)	(127)	(116)

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2H. Is Culture MAGA — Ted Nugent

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	36%	44%	27%	24%	29%	43%	41%	40%	25%	30%	*
No	31%	29%	34%	17%	41%	32%	34%	32%	30%	24%	*
Not sure	33%	27%	39%	59%	30%	25%	26%	28%	44%	46%	*
Totals	100%	100%	100%	100%	100%	100%	101%	100%	99%	100%	*
Unweighted N	(1,100)	(506)	(594)	(250)	(268)	(355)	(227)	(703)	(141)	(166)	(90)

		Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	36%	42%	31%	34%	49%	42%	28%	44%	44%	46%	*
No	31%	22%	32%	40%	21%	38%	35%	33%	29%	38%	*
Not sure	33%	36%	37%	26%	30%	20%	37%	23%	27%	16%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,100)	(384)	(462)	(254)	(455)	(367)	(442)	(317)	(225)	(125)	(98)

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2I. Is Culture MAGA — Roseanne Barr

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	33%	37%	28%	27%	31%	38%	34%	35%	29%	27%	*
No	43%	42%	45%	32%	45%	45%	49%	43%	40%	43%	*
Not sure	24%	21%	27%	41%	24%	17%	17%	22%	31%	30%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,142)	(532)	(610)	(258)	(322)	(323)	(239)	(749)	(152)	(166)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	33%	43%	29%	28%	51%	33%	28%	39%	40%	35%	21%
No	43%	32%	44%	52%	30%	50%	47%	38%	42%	50%	59%
Not sure	24%	25%	27%	20%	19%	16%	25%	23%	19%	14%	21%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	101%	99%	101%
Unweighted N	(1,142)	(379)	(462)	(301)	(462)	(393)	(463)	(323)	(234)	(142)	(117)

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2J. Is Culture MAGA — Camouflage clothing

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	32%	33%	32%	42%	30%	29%	29%	31%	32%	29%	*
No	50%	50%	50%	41%	47%	52%	60%	53%	44%	50%	*
Not sure	18%	17%	18%	17%	23%	19%	11%	16%	24%	21%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,113)	(494)	(619)	(251)	(286)	(343)	(233)	(732)	(154)	(157)	(70)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	32%	48%	25%	25%	44%	24%	28%	35%	37%	27%	26%
No	50%	35%	54%	59%	42%	63%	51%	46%	52%	59%	63%
Not sure	18%	16%	21%	15%	14%	13%	20%	19%	11%	14%	11%
Totals	100%	99%	100%	99%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,113)	(378)	(450)	(285)	(468)	(381)	(420)	(328)	(244)	(114)	(126)

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2K. Is Culture MAGA — American beer

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	29%	33%	26%	42%	34%	23%	22%	28%	32%	29%	*
No	52%	48%	55%	35%	51%	62%	54%	55%	40%	48%	*
Not sure	19%	18%	19%	23%	15%	15%	24%	17%	27%	24%	*
Totals	100%	99%	100%	100%	100%	100%	100%	100%	99%	101%	*
Unweighted N	(1,115)	(499)	(616)	(262)	(319)	(321)	(213)	(725)	(145)	(172)	(73)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	29%	35%	26%	27%	32%	29%	26%	34%	28%	39%	20%
No	52%	49%	52%	55%	51%	56%	52%	50%	60%	47%	64%
Not sure	19%	16%	22%	18%	17%	15%	22%	17%	11%	14%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(1,115)	(404)	(458)	(253)	(478)	(369)	(438)	(332)	(217)	(111)	(108)

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2L. Is Culture MAGA — Mel Gibson

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	29%	36%	23%	24%	22%	30%	39%	30%	24%	27%	*
No	41%	41%	41%	32%	46%	45%	37%	41%	38%	42%	*
Not sure	30%	23%	36%	44%	31%	25%	24%	28%	37%	31%	*
Totals	100%	100%	100%	100%	99%	100%	100%	99%	99%	100%	*
Unweighted N	(1,090)	(470)	(620)	(253)	(275)	(325)	(237)	(728)	(137)	(150)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	29%	37%	21%	28%	44%	26%	25%	34%	32%	37%	15%
No	41%	32%	45%	47%	30%	52%	45%	39%	42%	39%	65%
Not sure	30%	31%	35%	25%	26%	23%	31%	27%	26%	24%	21%
Totals	100%	100%	101%	100%	100%	101%	101%	100%	100%	100%	101%
Unweighted N	(1,090)	(407)	(417)	(266)	(475)	(366)	(419)	(324)	(244)	(115)	(115)

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2M. Is Culture MAGA — Clint Eastwood

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	28%	35%	22%	23%	20%	29%	41%	32%	23%	22%	*
No	44%	41%	47%	44%	46%	47%	38%	43%	41%	42%	*
Not sure	27%	24%	31%	33%	33%	24%	21%	25%	37%	36%	*
Totals	99%	100%	100%	100%	99%	100%	100%	100%	101%	100%	*
Unweighted N	(1,099)	(490)	(609)	(241)	(294)	(335)	(229)	(729)	(139)	(155)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	28%	28%	20%	37%	31%	38%	23%	34%	39%	52%	21%
No	44%	48%	47%	38%	42%	41%	49%	41%	39%	26%	56%
Not sure	27%	24%	32%	26%	27%	21%	28%	25%	22%	21%	23%
Totals	99%	100%	99%	101%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,099)	(374)	(448)	(277)	(461)	(373)	(433)	(314)	(234)	(128)	(113)

YouGov Survey: MAGA Culture

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2N. Is Culture MAGA — Golf

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	25%	25%	25%	32%	20%	21%	31%	23%	25%	30%	*
No	54%	58%	50%	44%	63%	57%	48%	56%	55%	48%	*
Not sure	21%	16%	25%	24%	17%	22%	21%	20%	20%	22%	*
Totals	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,101)	(507)	(594)	(243)	(278)	(350)	(230)	(720)	(135)	(158)	(88)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	25%	30%	21%	26%	29%	25%	22%	30%	23%	32%	24%
No	54%	53%	57%	52%	55%	59%	57%	48%	64%	55%	57%
Not sure	21%	17%	23%	22%	16%	16%	21%	22%	13%	13%	19%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,101)	(369)	(458)	(274)	(457)	(381)	(416)	(330)	(226)	(134)	(107)

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20. Is Culture MAGA — Tim Allen

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	25%	30%	21%	22%	27%	22%	31%	29%	12%	22%	*
No	40%	39%	41%	35%	49%	43%	33%	38%	43%	39%	*
Not sure	34%	30%	37%	43%	24%	35%	36%	32%	46%	39%	*
Totals	99%	99%	99%	100%	100%	100%	100%	99%	101%	100%	*
Unweighted N	(1,078)	(485)	(593)	(231)	(297)	(317)	(233)	(719)	(123)	(155)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	25%	28%	20%	28%	31%	29%	22%	26%	31%	41%	15%
No	40%	35%	44%	41%	35%	46%	45%	36%	47%	36%	57%
Not sure	34%	37%	35%	31%	33%	25%	33%	39%	22%	24%	28%
Totals	99%	100%	99%	100%	99%	100%	100%	101%	100%	101%	100%
Unweighted N	(1,078)	(348)	(454)	(276)	(438)	(372)	(415)	(291)	(237)	(125)	(109)

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2P. Is Culture MAGA — Spray tans

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	24%	26%	21%	31%	18%	24%	23%	23%	30%	20%	*
No	57%	55%	58%	48%	57%	56%	64%	61%	42%	54%	*
Not sure	20%	19%	21%	21%	25%	19%	13%	17%	28%	26%	*
Totals	101%	100%	100%	100%	100%	99%	100%	101%	100%	100%	*
Unweighted N	(1,110)	(490)	(620)	(253)	(295)	(354)	(208)	(717)	(142)	(166)	(85)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	24%	41%	21%	11%	44%	11%	23%	28%	22%	6%	13%
No	57%	46%	52%	71%	42%	73%	56%	53%	62%	80%	74%
Not sure	20%	13%	27%	18%	15%	16%	21%	19%	15%	14%	14%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	99%	100%	101%
Unweighted N	(1,110)	(380)	(447)	(283)	(447)	(367)	(438)	(329)	(208)	(119)	(124)

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2Q. Is Culture MAGA — Professional wrestling

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	24%	28%	20%	23%	19%	25%	30%	25%	22%	21%	*
No	54%	55%	53%	55%	58%	57%	43%	53%	51%	59%	*
Not sure	22%	17%	27%	21%	23%	18%	27%	22%	27%	19%	*
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,096)	(491)	(605)	(268)	(279)	(326)	(223)	(727)	(130)	(164)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	24%	33%	18%	22%	37%	24%	21%	27%	31%	25%	*
No	54%	50%	57%	54%	45%	56%	59%	46%	55%	50%	*
Not sure	22%	17%	25%	24%	18%	20%	20%	26%	14%	25%	*
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,096)	(389)	(456)	(251)	(457)	(376)	(418)	(326)	(220)	(123)	(95)

2R. Is Culture MAGA — American Sniper

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	23%	28%	18%	26%	25%	20%	23%	24%	28%	19%	*
No	43%	43%	42%	34%	47%	47%	40%	46%	30%	43%	*
Not sure	34%	29%	40%	39%	28%	33%	37%	30%	42%	38%	*
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,055)	(487)	(568)	(246)	(269)	(334)	(206)	(697)	(127)	(155)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	23%	28%	16%	27%	27%	31%	18%	33%	27%	40%	18%
No	43%	34%	47%	45%	36%	46%	50%	37%	40%	40%	52%
Not sure	34%	38%	36%	28%	37%	23%	32%	30%	32%	21%	29%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	99%	101%	99%
Unweighted N	(1,055)	(343)	(452)	(260)	(424)	(346)	(419)	(303)	(215)	(113)	(107)

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2S. Is Culture MAGA — Carrie Underwood

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	21%	17%	25%	19%	26%	23%	15%	20%	20%	20%	*
No	47%	50%	45%	41%	45%	50%	49%	48%	47%	43%	*
Not sure	32%	34%	31%	40%	29%	27%	35%	32%	33%	37%	*
Totals	100%	101%	101%	100%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,094)	(487)	(607)	(243)	(278)	(332)	(241)	(699)	(149)	(171)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	21%	26%	15%	23%	27%	21%	15%	27%	26%	30%	16%
No	47%	42%	51%	47%	46%	48%	54%	43%	44%	39%	64%
Not sure	32%	32%	34%	30%	27%	30%	31%	31%	30%	31%	20%
Totals	100%	100%	100%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(1,094)	(361)	(464)	(269)	(469)	(361)	(430)	(342)	(200)	(124)	(108)

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2T. Is Culture MAGA — Steak

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	20%	22%	18%	15%	19%	22%	22%	22%	12%	19%	*
No	63%	60%	65%	68%	62%	64%	57%	62%	62%	60%	*
Not sure	18%	18%	17%	17%	19%	14%	21%	16%	26%	21%	*
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,074)	(485)	(589)	(234)	(285)	(327)	(228)	(704)	(145)	(146)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	20%	13%	11%	35%	11%	30%	17%	20%	23%	48%	23%
No	63%	70%	69%	49%	72%	55%	64%	61%	66%	40%	65%
Not sure	18%	17%	21%	16%	17%	16%	20%	19%	11%	12%	11%
Totals	101%	100%	101%	100%	100%	101%	101%	100%	100%	100%	99%
Unweighted N	(1,074)	(376)	(421)	(277)	(452)	(343)	(426)	(316)	(211)	(125)	(111)

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2U. Is Culture MAGA — BBQ

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	20%	20%	20%	25%	23%	15%	19%	21%	18%	14%	*
No	62%	64%	61%	54%	59%	72%	61%	63%	58%	66%	*
Not sure	18%	16%	19%	21%	18%	13%	20%	16%	24%	20%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,078)	(487)	(591)	(241)	(275)	(337)	(225)	(712)	(128)	(160)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	20%	13%	16%	32%	10%	33%	17%	18%	26%	40%	*
No	62%	69%	64%	53%	73%	53%	60%	69%	65%	49%	*
Not sure	18%	18%	20%	15%	17%	14%	23%	13%	9%	11%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,078)	(376)	(450)	(252)	(456)	(349)	(419)	(329)	(212)	(123)	(99)

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2V. Is Culture MAGA — Dennis Quaid

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	17%	20%	15%	17%	14%	17%	23%	18%	13%	18%	*
No	41%	46%	37%	32%	45%	51%	33%	42%	41%	35%	*
Not sure	41%	34%	48%	51%	40%	33%	44%	40%	46%	46%	*
Totals	99%	100%	100%	100%	99%	101%	100%	100%	100%	99%	*
Unweighted N	(1,144)	(507)	(637)	(268)	(293)	(364)	(219)	(744)	(154)	(167)	(79)

		Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	17%	21%	13%	19%	26%	23%	16%	20%	21%	26%	14%
No	41%	35%	48%	41%	35%	48%	48%	36%	42%	40%	44%
Not sure	41%	44%	39%	41%	39%	30%	36%	44%	37%	34%	43%
Totals	99%	100%	100%	101%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(1,144)	(384)	(471)	(289)	(464)	(378)	(441)	(349)	(239)	(128)	(120)

2W. Is Culture MAGA — Village People

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	18%	17%	18%	21%	16%	13%	24%	19%	14%	13%	*
No	54%	59%	49%	39%	56%	61%	53%	55%	54%	46%	*
Not sure	29%	24%	33%	40%	28%	26%	23%	26%	33%	40%	*
Totals	101%	100%	100%	100%	100%	100%	100%	100%	101%	99%	*
Unweighted N	(1,140)	(529)	(611)	(252)	(300)	(347)	(241)	(765)	(136)	(161)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	18%	20%	12%	22%	21%	25%	15%	20%	17%	34%	15%
No	54%	50%	59%	51%	54%	52%	55%	53%	63%	41%	66%
Not sure	29%	30%	29%	27%	25%	23%	30%	27%	20%	25%	19%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,140)	(392)	(466)	(282)	(472)	(399)	(427)	(351)	(228)	(135)	(106)

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2X. Is Culture MAGA — Aaron Rodgers

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	18%	20%	16%	14%	19%	18%	20%	18%	17%	22%	*
No	38%	39%	38%	41%	42%	40%	30%	40%	31%	39%	*
Not sure	44%	41%	47%	46%	39%	42%	50%	42%	52%	39%	*
Totals	100%	100%	101%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,139)	(511)	(628)	(260)	(298)	(348)	(233)	(757)	(150)	(157)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	18%	29%	14%	10%	31%	15%	10%	24%	25%	13%	9%
No	38%	27%	39%	49%	29%	50%	42%	30%	43%	45%	61%
Not sure	44%	44%	46%	41%	41%	35%	47%	46%	32%	41%	30%
Totals	100%	100%	99%	100%	101%	100%	99%	100%	100%	99%	100%
Unweighted N	(1,139)	(410)	(445)	(284)	(473)	(387)	(462)	(326)	(227)	(130)	(118)

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2Y. Is Culture MAGA — Hamburgers

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	18%	18%	17%	16%	19%	18%	18%	19%	14%	15%	*
No	65%	66%	65%	65%	62%	67%	66%	65%	67%	66%	*
Not sure	17%	16%	18%	19%	19%	15%	16%	17%	19%	19%	*
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,100)	(498)	(602)	(251)	(301)	(328)	(220)	(697)	(146)	(170)	(87)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	18%	10%	15%	27%	11%	28%	19%	14%	23%	37%	18%
No	65%	79%	65%	52%	78%	57%	65%	67%	66%	48%	66%
Not sure	17%	11%	20%	20%	11%	16%	16%	19%	11%	14%	16%
Totals	100%	100%	100%	99%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,100)	(374)	(446)	(280)	(433)	(386)	(425)	(326)	(220)	(127)	(107)

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22. Is Culture MAGA — Billy Ray Cyrus

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	19%	18%	20%	19%	23%	16%	19%	19%	21%	18%	*
No	46%	46%	45%	40%	41%	52%	47%	50%	32%	42%	*
Not sure	36%	36%	35%	41%	36%	33%	34%	32%	46%	40%	*
Totals	101%	100%	100%	100%	100%	101%	100%	101%	99%	100%	*
Unweighted N	(1,076)	(476)	(600)	(250)	(280)	(338)	(208)	(706)	(134)	(164)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	19%	26%	16%	14%	26%	17%	15%	24%	22%	17%	14%
No	46%	37%	45%	55%	37%	53%	48%	40%	53%	52%	57%
Not sure	36%	37%	39%	31%	36%	30%	37%	36%	25%	30%	29%
Totals	101%	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,076)	(359)	(445)	(272)	(452)	(357)	(410)	(314)	(226)	(131)	(108)

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2AA. Is Culture MAGA — Sylvester Stallone

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	18%	19%	16%	13%	16%	18%	23%	18%	14%	22%	*
No	50%	55%	45%	45%	54%	54%	43%	51%	45%	45%	*
Not sure	33%	25%	39%	42%	31%	28%	34%	31%	41%	32%	*
Totals	101%	99%	100%	100%	101%	100%	100%	100%	100%	99%	*
Unweighted N	(1,124)	(482)	(642)	(258)	(280)	(351)	(235)	(741)	(152)	(164)	(67)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	18%	19%	13%	21%	21%	23%	14%	22%	19%	31%	12%
No	50%	47%	52%	50%	46%	48%	57%	44%	51%	41%	64%
Not sure	33%	34%	35%	29%	33%	29%	28%	34%	30%	28%	24%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,124)	(390)	(460)	(274)	(478)	(375)	(436)	(346)	(221)	(129)	(107)

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2AB. Is Culture MAGA — Conor McGregor

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	16%	20%	13%	23%	20%	13%	11%	16%	21%	14%	*
No	39%	47%	32%	33%	42%	44%	34%	39%	36%	44%	*
Not sure	45%	33%	55%	44%	38%	43%	54%	45%	43%	43%	*
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%	*
Unweighted N	(1,136)	(491)	(645)	(254)	(267)	(361)	(254)	(740)	(156)	(155)	(85)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	16%	21%	14%	15%	23%	16%	10%	24%	21%	21%	11%
No	39%	28%	42%	46%	26%	49%	44%	34%	42%	46%	56%
Not sure	45%	51%	44%	39%	52%	36%	47%	42%	38%	32%	33%
Totals	100%	100%	100%	100%	101%	101%	101%	100%	101%	99%	100%
Unweighted N	(1,136)	(375)	(469)	(292)	(455)	(384)	(448)	(333)	(232)	(136)	(117)

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2AC. Is Culture MAGA — Morgan Wallen

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	18%	17%	19%	27%	23%	14%	11%	18%	24%	12%	*
No	33%	30%	35%	32%	38%	35%	24%	33%	21%	42%	*
Not sure	49%	52%	46%	41%	40%	51%	65%	49%	54%	46%	*
Totals	100%	99%	100%	100%	101%	100%	100%	100%	99%	100%	*
Unweighted N	(1,088)	(490)	(598)	(261)	(267)	(346)	(214)	(716)	(142)	(159)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	18%	25%	16%	15%	27%	15%	15%	23%	23%	20%	9%
No	33%	26%	31%	41%	21%	44%	35%	29%	39%	41%	46%
Not sure	49%	49%	53%	44%	52%	42%	50%	48%	38%	40%	45%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,088)	(371)	(455)	(262)	(458)	(371)	(428)	(304)	(229)	(124)	(100)

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2AD. Is Culture MAGA — Taxidermy

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	16%	18%	14%	25%	14%	14%	12%	17%	21%	10%	*
No	56%	57%	54%	51%	54%	58%	59%	60%	37%	52%	*
Not sure	28%	24%	32%	24%	32%	28%	29%	23%	42%	39%	*
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,099)	(491)	(608)	(238)	(285)	(345)	(231)	(707)	(143)	(170)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	16%	22%	13%	13%	21%	14%	12%	18%	23%	17%	10%
No	56%	50%	58%	59%	49%	64%	57%	53%	58%	53%	70%
Not sure	28%	28%	29%	28%	30%	22%	31%	29%	19%	30%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,099)	(375)	(452)	(272)	(455)	(386)	(422)	(332)	(226)	(130)	(110)

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2AE. Is Culture MAGA — Farmhouse decor

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	15%	16%	14%	18%	18%	14%	10%	16%	19%	7%	*
No	60%	59%	61%	56%	58%	63%	61%	61%	58%	58%	*
Not sure	25%	25%	25%	26%	24%	23%	29%	23%	23%	35%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,114)	(499)	(615)	(242)	(283)	(343)	(246)	(732)	(145)	(159)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	15%	17%	10%	18%	18%	14%	16%	14%	16%	22%	14%
No	60%	60%	62%	58%	60%	63%	59%	62%	68%	57%	67%
Not sure	25%	23%	28%	24%	22%	23%	26%	24%	17%	21%	19%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(1,114)	(372)	(451)	(291)	(459)	(389)	(449)	(326)	(213)	(131)	(117)

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2AF. Is Culture MAGA — Top Gun

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	14%	20%	10%	19%	13%	14%	12%	14%	24%	10%	*
No	60%	60%	60%	56%	63%	63%	56%	62%	47%	54%	*
Not sure	26%	21%	31%	26%	24%	23%	33%	25%	29%	36%	*
Totals	100%	101%	101%	101%	100%	100%	101%	101%	100%	100%	*
Unweighted N	(1,132)	(508)	(624)	(253)	(292)	(350)	(237)	(752)	(132)	(156)	(92)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	14%	8%	14%	21%	11%	20%	13%	15%	20%	28%	13%
No	60%	64%	63%	52%	62%	58%	58%	59%	63%	48%	65%
Not sure	26%	27%	23%	28%	27%	22%	29%	27%	17%	24%	21%
Totals	100%	99%	100%	101%	100%	100%	100%	101%	100%	100%	99%
Unweighted N	(1,132)	(385)	(466)	(281)	(465)	(382)	(446)	(348)	(234)	(121)	(116)

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2AG. Is Culture MAGA — Tom Brady

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	15%	15%	15%	12%	18%	12%	17%	14%	15%	15%	*
No	49%	56%	44%	44%	51%	56%	43%	52%	42%	50%	*
Not sure	36%	30%	41%	44%	31%	32%	40%	34%	43%	35%	*
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,050)	(454)	(596)	(211)	(288)	(336)	(215)	(688)	(136)	(148)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	15%	23%	10%	12%	22%	11%	12%	17%	19%	18%	10%
No	49%	43%	55%	49%	44%	63%	49%	50%	57%	52%	57%
Not sure	36%	35%	34%	39%	33%	27%	39%	32%	23%	30%	32%
Totals	100%	101%	99%	100%	99%	101%	100%	99%	99%	100%	99%
Unweighted N	(1,050)	(362)	(446)	(242)	(439)	(332)	(403)	(300)	(217)	(108)	(106)

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2AH. Is Culture MAGA — Lip fillers

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	13%	12%	14%	22%	11%	10%	10%	11%	16%	13%	*
No	67%	69%	66%	59%	69%	68%	72%	69%	60%	72%	*
Not sure	20%	19%	20%	19%	19%	21%	18%	20%	23%	16%	*
Totals	100%	100%	100%	100%	99%	99%	100%	100%	99%	101%	*
Unweighted N	(1,089)	(497)	(592)	(259)	(281)	(333)	(216)	(726)	(137)	(156)	(70)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	13%	24%	12%	4%	23%	5%	9%	17%	14%	5%	4%
No	67%	56%	72%	73%	55%	79%	70%	66%	70%	80%	75%
Not sure	20%	21%	16%	22%	21%	16%	21%	17%	16%	15%	21%
Totals	100%	101%	100%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,089)	(369)	(443)	(277)	(449)	(376)	(422)	(324)	(212)	(130)	(109)

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2AI. Is Culture MAGA — Yellowstone (TV show)

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	12%	14%	11%	19%	17%	7%	11%	12%	15%	13%	*
No	55%	56%	54%	46%	50%	60%	60%	57%	52%	49%	*
Not sure	33%	30%	35%	35%	33%	33%	29%	31%	34%	38%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	*
Unweighted N	(1,122)	(512)	(610)	(238)	(293)	(361)	(230)	(697)	(155)	(179)	(91)

		Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	12%	14%	9%	15%	13%	17%	10%	15%	17%	28%	4%
No	55%	51%	58%	55%	50%	57%	61%	49%	57%	39%	74%
Not sure	33%	35%	33%	30%	37%	26%	30%	36%	27%	32%	22%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	101%	99%	100%
Unweighted N	(1,122)	(377)	(470)	(275)	(457)	(366)	(447)	(330)	(223)	(123)	(116)

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2AJ. Is Culture MAGA — 'Live Laugh Love' signs

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	11%	11%	12%	18%	11%	10%	7%	10%	12%	16%	*
No	63%	62%	64%	56%	68%	66%	60%	65%	51%	59%	*
Not sure	26%	27%	24%	25%	21%	25%	33%	24%	36%	25%	*
Totals	100%	100%	100%	99%	100%	101%	100%	99%	99%	100%	*
Unweighted N	(1,117)	(505)	(612)	(265)	(282)	(334)	(236)	(740)	(147)	(155)	(75)

		Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	11%	12%	9%	14%	10%	12%	12%	10%	13%	18%	10%
No	63%	62%	67%	60%	61%	67%	60%	66%	69%	57%	72%
Not sure	26%	26%	24%	27%	29%	21%	28%	24%	18%	25%	18%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,117)	(382)	(456)	(279)	(451)	(382)	(434)	(330)	(222)	(135)	(102)

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2AK. Is Culture MAGA — Mike Tyson

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	11%	15%	8%	13%	12%	8%	13%	13%	6%	10%	*
No	61%	64%	58%	57%	64%	63%	60%	58%	72%	62%	*
Not sure	28%	21%	34%	30%	24%	29%	27%	29%	21%	28%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	*
Unweighted N	(1,118)	(494)	(624)	(249)	(302)	(337)	(230)	(724)	(146)	(166)	(82)

		Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	11%	12%	7%	15%	14%	15%	8%	14%	15%	21%	*
No	61%	57%	66%	59%	58%	63%	67%	58%	62%	54%	*
Not sure	28%	30%	27%	25%	28%	22%	25%	27%	23%	25%	*
Totals	100%	99%	100%	99%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,118)	(388)	(477)	(253)	(487)	(353)	(430)	(324)	(233)	(122)	(96)

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2AL. Is Culture MAGA — Breast augmentation surgery

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	9%	9%	8%	8%	10%	10%	7%	8%	8%	12%	*
No	68%	68%	68%	64%	66%	72%	69%	69%	62%	61%	*
Not sure	23%	23%	24%	27%	25%	18%	25%	23%	30%	27%	*
Totals	100%	100%	100%	99%	101%	100%	101%	100%	100%	100%	*
Unweighted N	(1,126)	(495)	(631)	(262)	(279)	(352)	(233)	(738)	(141)	(167)	(80)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	9%	13%	6%	9%	14%	5%	8%	11%	10%	5%	13%
No	68%	65%	70%	69%	65%	72%	68%	65%	75%	74%	68%
Not sure	23%	22%	25%	23%	21%	23%	24%	24%	15%	22%	19%
Totals	100%	100%	101%	101%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,126)	(366)	(480)	(280)	(459)	(392)	(439)	(349)	(230)	(129)	(110)

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2AM. Is Culture MAGA — High heels

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	7%	7%	8%	6%	9%	6%	9%	6%	9%	10%	*
No	71%	70%	72%	79%	72%	75%	58%	70%	69%	77%	*
Not sure	22%	23%	21%	16%	19%	19%	33%	24%	22%	13%	*
Totals	100%	100%	101%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,057)	(469)	(588)	(217)	(287)	(330)	(223)	(679)	(141)	(164)	(73)

		Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	7%	7%	7%	9%	8%	8%	7%	8%	9%	13%	*
No	71%	73%	73%	66%	71%	71%	68%	73%	76%	63%	*
Not sure	22%	20%	20%	25%	21%	21%	25%	19%	15%	24%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,057)	(359)	(450)	(248)	(446)	(360)	(391)	(324)	(226)	(116)	(95)

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2AN. Is Culture MAGA — Hair extensions

Do you associate the following with MAGA Republicans?

Respondents were asked about a random sample of 20 of the 40 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	6%	6%	7%	11%	7%	4%	5%	5%	10%	8%	*
No	75%	74%	75%	68%	72%	82%	72%	76%	71%	69%	*
Not sure	19%	20%	18%	20%	21%	14%	22%	19%	19%	23%	*
Totals	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,095)	(483)	(612)	(248)	(280)	(349)	(218)	(719)	(130)	(158)	(88)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
Yes	6%	10%	4%	5%	9%	6%	7%	6%	8%	5%	7%
No	75%	73%	76%	74%	72%	79%	72%	72%	78%	78%	76%
Not sure	19%	16%	19%	21%	19%	15%	21%	22%	14%	17%	17%
Totals	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,095)	(354)	(458)	(283)	(445)	(361)	(414)	(328)	(228)	(128)	(108)

3. Awareness of MAGA

How much have you heard about the MAGA movement?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	51%	57%	45%	49%	49%	53%	52%	55%	40%	39%	53%
A little	36%	35%	36%	39%	34%	34%	38%	35%	39%	42%	32%
Nothing at all	13%	8%	18%	12%	17%	13%	10%	10%	22%	19%	15%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(2,203)	(989)	(1,214)	(496)	(570)	(684)	(453)	(1,442)	(283)	(322)	(156)

	Total	Party ID			2024 Vote		Family Income (3 category)			MAGA ID	
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	MAGA Republican	Non-MAGA Republican
A lot	51%	62%	44%	48%	68%	59%	41%	59%	63%	72%	35%
A little	36%	30%	37%	40%	25%	34%	40%	33%	34%	26%	51%
Nothing at all	13%	8%	19%	12%	8%	7%	19%	8%	3%	2%	14%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,203)	(750)	(909)	(544)	(912)	(741)	(857)	(651)	(449)	(250)	(219)

YouGov Survey: MAGA Culture

July 22 - 25, 2025 - 2206 U.S. adult citizens



Interviewing Dates	July 22 - 24, 2025 July 23 - 25, 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 6.663, with a mean of one and a standard deviation of 0.928.
Number of respondents	2206
Margin of error	± 2.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	62 questions not reported.