

YouGov Survey: Sydney Sweeney and American Eagle

Sample 1128 U.S. adult citizens
Conducted August 7 - 11, 2025
Margin of Error $\pm 3.9\%$

1. Do you consider it appropriate or inappropriate to say someone has "good genes"?

Appropriate	57%
Inappropriate	17%
Not sure	26%

2. Actress Sydney Sweeney was recently featured in an American Eagle ad campaign with the tagline "Sydney Sweeney Has Great Jeans." Do you think this ad campaign's wordplay is appropriate or inappropriate?

Appropriate	59%
Inappropriate	17%
Not sure	24%

Interviewing Dates	August 7 - 11, 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 6.667, with a mean of one and a standard deviation of 0.902.
Number of respondents	1128
Margin of error	$\pm 3.9\%$ (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	70 questions not reported.

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1. Appropriateness of Saying Someone Has Good Genes

Do you consider it appropriate or inappropriate to say someone has "good genes"?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	57%	59%	55%	49%	57%	57%	64%	59%	48%	56%	*
Inappropriate	17%	16%	18%	23%	15%	18%	11%	17%	27%	11%	*
Not sure	26%	25%	27%	29%	28%	25%	25%	25%	25%	33%	*
Totals	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,127)	(520)	(607)	(283)	(299)	(319)	(226)	(734)	(151)	(167)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Appropriate	57%	41%	54%	75%	38%	78%	51%	59%	66%	58%	58%	57%	54%
Inappropriate	17%	29%	15%	8%	29%	6%	20%	15%	15%	16%	17%	18%	16%
Not sure	26%	30%	31%	17%	33%	16%	29%	25%	19%	26%	25%	25%	30%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,127)	(371)	(466)	(290)	(471)	(363)	(471)	(278)	(269)	(195)	(227)	(452)	(253)

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2. Appropriateness of American Eagle Ad Campaign Wordplay

Actress Sydney Sweeney was recently featured in an American Eagle ad campaign with the tagline “Sydney Sweeney Has Great Jeans.” Do you think this ad campaign’s wordplay is appropriate or inappropriate?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	59%	67%	51%	44%	56%	63%	70%	63%	42%	54%	*
Inappropriate	17%	15%	20%	27%	17%	16%	10%	17%	22%	17%	*
Not sure	24%	18%	29%	29%	27%	21%	20%	19%	36%	29%	*
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,127)	(520)	(607)	(284)	(299)	(318)	(226)	(734)	(151)	(168)	(74)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Appropriate	59%	37%	61%	78%	38%	82%	55%	63%	64%	63%	58%	62%	51%
Inappropriate	17%	29%	15%	9%	32%	6%	17%	17%	20%	17%	17%	15%	22%
Not sure	24%	33%	25%	13%	30%	12%	28%	20%	16%	21%	25%	22%	27%
Totals	100%	99%	101%	100%	100%	100%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(1,127)	(370)	(467)	(290)	(470)	(363)	(471)	(278)	(269)	(195)	(227)	(451)	(254)

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