

YouGov Survey: Sydney Sweeney and American Eagle

Sample 1128 U.S. adult citizens
Conducted August 14 - 16, 2025
Margin of Error $\pm 3.8\%$

1. Do you think the advertisement displayed above is offensive, or not offensive?

Offensive	17%
Not offensive	70%
Not sure	12%

2. Do you think that most Democrats would think the advertisement displayed above is offensive, or not offensive?

Offensive	33%
Not offensive	33%
Not sure	34%

3. Do you think that most Republicans would think the advertisement displayed above is offensive, or not offensive?

Offensive	12%
Not offensive	58%
Not sure	30%

Interviewing Dates	August 14 - 16, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 5.115, with a mean of one and a standard deviation of 0.851.
Number of respondents	1128
Margin of error	$\pm 3.8\%$ (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	73 questions not reported.

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1. View of Sydney Sweeney Ad

Do you think the advertisement displayed above is offensive, or not offensive?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Offensive	17%	12%	22%	23%	13%	16%	18%	17%	20%	17%	*
Not offensive	70%	79%	63%	58%	70%	75%	76%	73%	63%	65%	*
Not sure	12%	9%	15%	18%	17%	9%	6%	10%	17%	18%	*
Totals	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,128)	(488)	(640)	(293)	(268)	(351)	(216)	(721)	(145)	(178)	(84)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Offensive	17%	26%	17%	9%	25%	9%	16%	18%	19%	23%	15%	15%	19%
Not offensive	70%	55%	70%	86%	60%	86%	71%	72%	72%	65%	67%	74%	71%
Not sure	12%	19%	13%	4%	15%	5%	13%	10%	9%	12%	17%	11%	10%
Totals	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,128)	(406)	(436)	(286)	(462)	(362)	(450)	(292)	(242)	(200)	(233)	(434)	(261)

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2. Democrats' View of Sydney Sweeney Ad

Do you think that most Democrats would think the advertisement displayed above is offensive, or not offensive?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Offensive	33%	36%	30%	40%	35%	32%	25%	35%	18%	38%	*
Not offensive	33%	33%	33%	23%	30%	32%	46%	31%	44%	27%	*
Not sure	34%	31%	38%	37%	35%	36%	29%	34%	37%	36%	*
Totals	100%	100%	101%	100%	100%	100%	100%	100%	99%	101%	*
Unweighted N	(1,128)	(488)	(640)	(293)	(268)	(351)	(216)	(721)	(145)	(178)	(84)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Offensive	33%	26%	25%	50%	23%	52%	29%	37%	41%	35%	35%	32%	31%
Not offensive	33%	42%	33%	23%	46%	20%	35%	33%	32%	24%	30%	35%	38%
Not sure	34%	32%	41%	27%	31%	27%	36%	30%	28%	41%	35%	33%	31%
Totals	100%	100%	99%	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,128)	(406)	(436)	(286)	(462)	(362)	(450)	(292)	(242)	(200)	(233)	(434)	(261)

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3. Republicans' View of Sydney Sweeney Ad

Do you think that most Republicans would think the advertisement displayed above is offensive, or not offensive?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Offensive	12%	10%	13%	8%	11%	11%	17%	11%	12%	13%	*
Not offensive	58%	63%	53%	61%	59%	57%	56%	60%	43%	56%	*
Not sure	30%	26%	34%	32%	30%	32%	26%	29%	45%	32%	*
Totals	100%	99%	100%	101%	100%	100%	99%	100%	100%	101%	*
Unweighted N	(1,127)	(487)	(640)	(293)	(268)	(351)	(215)	(720)	(145)	(178)	(84)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Offensive	12%	18%	10%	7%	16%	7%	14%	13%	9%	10%	12%	11%	14%
Not offensive	58%	53%	51%	73%	54%	74%	52%	61%	71%	54%	58%	60%	59%
Not sure	30%	30%	39%	19%	30%	20%	34%	27%	20%	36%	31%	29%	27%
Totals	100%	101%	100%	99%	100%	101%	100%	101%	100%	100%	101%	100%	100%
Unweighted N	(1,127)	(405)	(436)	(286)	(461)	(362)	(449)	(292)	(242)	(200)	(233)	(434)	(260)

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