

YouGov Survey: Sydney Sweeney and American Eagle

Sample 1120 U.S. adult citizens

Conducted November 14 - 17, 2025

Margin of Error $\pm 3.7\%$

1. Do you have a favorable or an unfavorable opinion of Sydney Sweeney?

Very favorable	15%
Somewhat favorable	21%
Somewhat unfavorable	10%
Very unfavorable	8%
Don't know	46%

2. How much have you heard about a recent American Eagle ad campaign featuring actress Sydney Sweeney with the tagline "Sydney Sweeney Has Great Jeans," and the reaction to it?

A lot	28%
A little	34%
Nothing at all	38%

3. Do you think the advertisement displayed above is more...?

Clever	36%
Offensive	14%
Neither	40%
Not sure	11%

4. How much do you care about the recent American Eagle ad campaign featuring actress Sydney Sweeney, and the reaction to it?

A lot	6%
A little	20%
Not at all	74%

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Interviewing Dates	November 14 - 17, 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 0.051 to 6.035, with a mean of one and a standard deviation of 0.793.
Number of respondents	1120
Margin of error	± 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	101 questions not reported.

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1. Favorability of Sydney Sweeney

Do you have a favorable or an unfavorable opinion of Sydney Sweeney?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	15%	23%	7%	14%	15%	16%	13%	15%	6%	24%	*
Somewhat favorable	21%	23%	20%	19%	26%	24%	15%	20%	19%	20%	*
Somewhat unfavorable	10%	9%	11%	20%	13%	7%	3%	12%	6%	11%	*
Very unfavorable	8%	7%	8%	14%	9%	5%	5%	6%	9%	15%	*
Don't know	46%	37%	54%	33%	37%	48%	65%	46%	59%	29%	*
Totals	100%	99%	100%	100%	100%	100%	101%	99%	99%	99%	*
Unweighted N	(1,118)	(524)	(594)	(290)	(299)	(305)	(224)	(737)	(143)	(168)	(70)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	15%	11%	11%	24%	11%	25%	12%	17%	17%	18%	15%	15%	12%
Somewhat favorable	21%	17%	24%	22%	16%	29%	17%	21%	33%	18%	16%	25%	23%
Somewhat unfavorable	10%	14%	12%	4%	13%	4%	7%	15%	11%	8%	13%	7%	15%
Very unfavorable	8%	12%	9%	2%	14%	2%	9%	8%	5%	10%	7%	7%	8%
Don't know	46%	47%	44%	48%	47%	40%	56%	40%	34%	46%	50%	46%	42%
Totals	100%	101%	100%	100%	101%	100%	101%	101%	100%	100%	101%	100%	100%
Unweighted N	(1,118)	(378)	(424)	(316)	(448)	(377)	(437)	(302)	(260)	(196)	(244)	(419)	(259)

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2. Heard About Sydney Sweeney Ad

How much have you heard about a recent American Eagle ad campaign featuring actress Sydney Sweeney with the tagline “Sydney Sweeney Has Great Jeans,” and the reaction to it?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	28%	30%	26%	40%	27%	29%	16%	29%	25%	31%	*
A little	34%	36%	32%	34%	38%	27%	38%	35%	23%	41%	*
Nothing at all	38%	34%	42%	26%	35%	43%	46%	36%	51%	28%	*
Totals	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	*
Unweighted N	(1,120)	(524)	(596)	(291)	(300)	(305)	(224)	(739)	(143)	(168)	(70)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	28%	31%	25%	29%	27%	35%	24%	35%	30%	33%	25%	27%	30%
A little	34%	32%	36%	33%	40%	36%	27%	33%	44%	37%	34%	31%	37%
Nothing at all	38%	37%	39%	38%	33%	29%	49%	33%	26%	30%	41%	43%	33%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,120)	(378)	(426)	(316)	(449)	(377)	(438)	(303)	(260)	(196)	(245)	(419)	(260)

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3. View on Sydney Sweeney Ad

Do you think the advertisement displayed above is more... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Clever	36%	48%	25%	26%	44%	40%	32%	37%	26%	42%	*
Offensive	14%	9%	17%	21%	11%	12%	12%	13%	15%	13%	*
Neither	40%	33%	46%	38%	37%	37%	47%	39%	45%	35%	*
Not sure	11%	9%	12%	14%	9%	11%	9%	10%	14%	10%	*
Totals	101%	99%	100%	99%	101%	100%	100%	99%	100%	100%	*
Unweighted N	(1,115)	(524)	(591)	(291)	(298)	(303)	(223)	(737)	(142)	(167)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Clever	36%	25%	34%	50%	26%	55%	29%	39%	49%	40%	34%	37%	35%
Offensive	14%	22%	11%	9%	20%	9%	14%	17%	12%	11%	14%	14%	14%
Neither	40%	46%	42%	31%	45%	28%	45%	36%	32%	37%	41%	37%	44%
Not sure	11%	8%	13%	10%	9%	8%	13%	8%	7%	12%	11%	12%	7%
Totals	101%	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,115)	(375)	(424)	(316)	(446)	(377)	(436)	(302)	(258)	(195)	(244)	(417)	(259)

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4. Care About Sydney Sweeney Ad

How much do you care about the recent American Eagle ad campaign featuring actress Sydney Sweeney, and the reaction to it?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	6%	6%	5%	7%	9%	4%	2%	5%	4%	11%	*
A little	20%	22%	18%	31%	24%	15%	14%	20%	19%	27%	*
Not at all	74%	71%	77%	61%	67%	80%	84%	75%	78%	62%	*
Totals	100%	99%	100%	99%	100%	99%	100%	100%	101%	100%	*
Unweighted N	(1,119)	(524)	(595)	(291)	(299)	(305)	(224)	(739)	(143)	(167)	(70)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	6%	7%	1%	9%	7%	9%	5%	7%	6%	9%	5%	5%	5%
A little	20%	21%	21%	19%	23%	21%	16%	23%	25%	13%	21%	21%	23%
Not at all	74%	71%	78%	72%	70%	69%	79%	71%	68%	78%	74%	74%	72%
Totals	100%	99%	100%	100%	100%	99%	100%	101%	99%	100%	100%	100%	100%
Unweighted N	(1,119)	(378)	(425)	(316)	(448)	(377)	(438)	(302)	(260)	(195)	(245)	(419)	(260)

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