

# YouGov Survey: Character Vote Intentions



Sample 1167 U.S. adult citizens  
Conducted October 25 - 28, 2024  
Margin of Error ±4%

## 1. Which of the following fictional characters are you familiar with? Select all that apply.

Forrest Gump	80%
The Joker	77%
Rocky Balboa	69%
Ken (Barbie)	66%
Mr. Miyagi (The Karate Kid)	66%
Apollo Creed (Rocky)	59%
Scarlett O'Hara (Gone with the Wind)	55%
Monica Geller (Friends)	53%
Steve Rogers (Captain America)	45%
Nurse Ratched (One Flew Over the Cuckoo's Nest)	41%
Carrie Bradshaw (Sex and the City)	40%
Olivia Benson (Law & Order: SVU)	39%
Ted Lasso	30%
None of the above	1%

## 2. Which of the following fictional characters are you familiar with? Select all that apply.

Bruce Wayne (Batman)	76%
Lucy Ricardo (I Love Lucy)	68%
Marty McFly (Back to the Future)	66%
John McClane (Die Hard)	52%
John Rambo (First Blood)	50%
Biff Tannen (Back to the Future)	50%
Alex P. Keaton (Family Ties)	49%
Walter White (Breaking Bad)	42%
Ron Swanson (Parks and Recreation)	25%
Olivia Pope (Scandal)	21%
Leslie Knope (Parks and Recreation)	20%
Liz Lemon (30 Rock)	20%
Jack Donaghy (30 Rock)	16%
None of the above	3%

3. Which of the following fictional characters are you familiar with? Select all that apply.

Marge Simpson (The Simpsons)	75%
Indiana Jones	73%
Barbie	71%
Peter Parker (Spiderman)	68%
Hannibal Lecter (The Silence of the Lambs)	64%
Cliff Huxtable (The Cosby Show)	63%
Roseanne Conner (Roseanne)	62%
Tony Stark (Iron Man)	61%
Frasier Crane (Frasier)	58%
George Costanza (Seinfeld)	58%
Carlton Banks (The Fresh Prince of Bel-Air)	56%
Elaine Benes (Seinfeld)	51%
Elle Woods (Legally Blonde)	44%
Dwight Schrute (The Office)	34%
None of the above	2%

4. Which of the following fictional characters are you familiar with? Select all that apply.

Homer Simpson (The Simpsons)	81%
Archie Bunker (All in the Family)	63%
Blanche Devereaux (The Golden Girls)	58%
Joey Tribbiani (Friends)	54%
Deadpool	53%
Phoebe Buffay (Friends)	53%
Tony Soprano (The Sopranos)	51%
Hank Hill (King of the Hill)	48%
Pete "Maverick" Mitchell (Top Gun)	47%
Shaft	42%
Bella Swan (Twilight)	40%
Michael Scott (The Office)	37%
Miles Morales (Spiderman)	33%
Don Draper (Mad Men)	24%
None of the above	2%

5. If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Kamala Harris	Donald Trump	Not sure
Barbie	71%	11%	18%
Marge Simpson (The Simpsons)	58%	21%	21%
Phoebe Buffay (Friends)	73%	10%	17%
Elaine Benes (Seinfeld)	74%	13%	13%

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Monica Geller (Friends)	70%	15%	15%
Peter Parker (Spiderman)	52%	25%	23%
Lucy Ricardo (I Love Lucy)	51%	25%	24%
Forrest Gump	41%	33%	27%
Cliff Huxtable (The Cosby Show)	52%	31%	18%
Ken (Barbie)	49%	25%	26%
Elle Woods (Legally Blonde)	72%	16%	12%
Carrie Bradshaw (Sex and the City)	77%	10%	12%
Mr. Miyagi (The Karate Kid)	45%	30%	25%
Blanche Devereaux (The Golden Girls)	51%	32%	18%
Bruce Wayne (Batman)	37%	42%	21%
Marty McFly (Back to the Future)	40%	33%	27%
Olivia Benson (Law & Order: SVU)	66%	22%	13%
Carlton Banks (The Fresh Prince of Bel-Air)	45%	36%	19%
Indiana Jones	34%	40%	25%
Joey Tribbiani (Friends)	46%	28%	26%
Bella Swan (Twilight)	57%	13%	30%
Shaft	53%	30%	17%
Apollo Creed (Rocky)	37%	42%	21%
Tony Stark (Iron Man)	36%	47%	18%
Frasier Crane (Frasier)	37%	43%	20%
Homer Simpson (The Simpsons)	26%	44%	30%
George Costanza (Seinfeld)	37%	36%	28%
Deadpool	38%	30%	31%
Miles Morales (Spiderman)	59%	21%	20%
Scarlett O'Hara (Gone with the Wind)	35%	35%	30%
Steve Rogers (Captain America)	42%	40%	18%
Rocky Balboa	25%	49%	26%
Roseanne Conner (Roseanne)	28%	59%	13%
Leslie Knope (Parks and Recreation)	80%	12%	8%
Ted Lasso	54%	21%	24%
The Joker	21%	50%	30%
Olivia Pope (Scandal)	74%	14%	11%
Liz Lemon (30 Rock)	77%	8%	15%
John McClane (Die Hard)	28%	50%	22%
Michael Scott (The Office)	34%	40%	26%
Alex P. Keaton (Family Ties)	25%	62%	13%
Walter White (Breaking Bad)	28%	42%	30%
Pete "Maverick" Mitchell (Top Gun)	24%	54%	22%
Nurse Ratched (One Flew Over the Cuckoo's Nest)	27%	43%	30%
John Rambo (First Blood)	20%	59%	21%
Tony Soprano (The Sopranos)	19%	57%	23%
Hannibal Lecter (The Silence of the Lambs)	14%	50%	35%

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Biff Tannen (Back to the Future)	18%	64%	18%
Dwight Schrute (The Office)	24%	51%	25%
Hank Hill (King of the Hill)	16%	66%	18%
Ron Swanson (Parks and Recreation)	29%	47%	24%
Archie Bunker (All in the Family)	9%	78%	13%
Don Draper (Mad Men)	21%	64%	14%
Jack Donaghy (30 Rock)	28%	46%	26%

6. Generally speaking, do you think that Democrats are overrepresented, underrepresented, or appropriately represented among fictional TV and movie characters, relative to their share of the overall population?

Overrepresented	29%
Appropriately represented	34%
Underrepresented	11%
Not sure	26%

7. Generally speaking, do you think that Republicans are overrepresented, underrepresented, or appropriately represented among fictional TV and movie characters, relative to their share of the overall population?

Overrepresented	17%
Appropriately represented	30%
Underrepresented	27%
Not sure	26%

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<b>Interviewing Dates</b>	October 25 - 28, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.052 to 6.653, with a mean of one and a standard deviation of 0.983.
<b>Number of respondents</b>	1167
<b>Margin of error</b>	± 4% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	83 questions not reported.

# YouGov Survey: Character Vote Intentions

October 25 - 28, 2024 - 1167 U.S. adult citizens



## 1. Knowledge of Fictional Characters - Question 1

Which of the following fictional characters are you familiar with? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Forrest Gump	80%	79%	81%	57%	79%	93%	87%	84%	72%	69%	82%
The Joker	77%	80%	74%	79%	70%	83%	73%	76%	75%	82%	74%
Rocky Balboa	69%	71%	67%	34%	63%	84%	86%	73%	60%	58%	69%
Ken (Barbie)	66%	56%	76%	60%	63%	73%	66%	66%	60%	71%	68%
Mr. Miyagi (The Karate Kid)	66%	69%	63%	47%	63%	77%	70%	66%	65%	64%	66%
Apollo Creed (Rocky)	59%	65%	53%	38%	51%	72%	68%	59%	66%	51%	61%
Scarlett O'Hara (Gone with the Wind)	55%	51%	59%	20%	37%	75%	79%	63%	35%	39%	43%
Monica Geller (Friends)	53%	47%	59%	42%	51%	67%	46%	58%	39%	41%	49%
Steve Rogers (Captain America)	45%	53%	38%	54%	49%	44%	34%	43%	43%	51%	57%
Nurse Ratched (One Flew Over the Cuckoo's Nest)	41%	40%	42%	14%	25%	57%	61%	46%	22%	33%	42%
Carrie Bradshaw (Sex and the City)	40%	31%	48%	29%	41%	49%	36%	43%	35%	26%	40%
Olivia Benson (Law & Order: SVU)	39%	36%	42%	24%	42%	44%	45%	41%	47%	31%	33%
Ted Lasso	30%	31%	28%	33%	30%	32%	24%	32%	27%	19%	32%
None of the above	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	4%
Unweighted N	(1,167)	(530)	(637)	(253)	(196)	(403)	(315)	(758)	(163)	(145)	(101)

# YouGov Survey: Character Vote Intentions

October 25 - 28, 2024 - 1167 U.S. adult citizens



	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Forrest Gump	80%	84%	78%	79%	85%	84%	81%	82%	85%	84%	82%	77%	82%
The Joker	77%	80%	79%	71%	81%	73%	75%	79%	77%	78%	72%	77%	80%
Rocky Balboa	69%	68%	67%	71%	73%	76%	65%	76%	72%	76%	66%	66%	70%
Ken (Barbie)	66%	74%	64%	61%	76%	63%	61%	74%	70%	68%	68%	65%	66%
Mr. Miyagi (The Karate Kid)	66%	66%	66%	65%	67%	69%	65%	67%	76%	70%	60%	65%	69%
Apollo Creed (Rocky)	59%	58%	55%	64%	62%	67%	54%	62%	66%	66%	55%	60%	54%
Scarlett O'Hara (Gone with the Wind)	55%	60%	46%	59%	63%	63%	50%	60%	67%	54%	55%	57%	51%
Monica Geller (Friends)	53%	58%	49%	51%	60%	54%	48%	58%	66%	56%	56%	53%	48%
Steve Rogers (Captain America)	45%	47%	50%	38%	51%	38%	41%	52%	46%	41%	39%	48%	50%
Nurse Ratched (One Flew Over the Cuckoo's Nest)	41%	49%	36%	39%	55%	41%	36%	48%	48%	39%	46%	38%	43%
Carrie Bradshaw (Sex and the City)	40%	53%	32%	34%	50%	36%	35%	42%	55%	49%	40%	41%	30%
Olivia Benson (Law & Order: SVU)	39%	50%	35%	33%	52%	37%	38%	42%	49%	35%	42%	43%	35%
Ted Lasso	30%	41%	26%	21%	43%	22%	23%	33%	43%	32%	33%	29%	25%
None of the above	1%	2%	1%	1%	2%	1%	2%	1%	0%	1%	1%	2%	0%
Unweighted N	(1,167)	(440)	(402)	(325)	(522)	(428)	(487)	(316)	(235)	(213)	(247)	(432)	(275)

# YouGov Survey: Character Vote Intentions

October 25 - 28, 2024 - 1167 U.S. adult citizens



## 2. Knowledge of Fictional Characters - Question 2

Which of the following fictional characters are you familiar with? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Bruce Wayne (Batman)	76%	80%	73%	68%	69%	85%	79%	76%	80%	71%	81%
Lucy Ricardo (I Love Lucy)	68%	64%	72%	26%	62%	87%	88%	73%	59%	56%	59%
Marty McFly (Back to the Future)	66%	67%	65%	40%	65%	80%	71%	72%	54%	51%	60%
John McClane (Die Hard)	52%	63%	41%	33%	47%	68%	54%	55%	57%	43%	33%
John Rambo (First Blood)	50%	65%	37%	22%	42%	70%	60%	52%	54%	38%	48%
Biff Tannen (Back to the Future)	50%	53%	47%	31%	46%	65%	52%	53%	46%	43%	46%
Alex P. Keaton (Family Ties)	49%	46%	51%	9%	30%	82%	60%	53%	50%	32%	32%
Walter White (Breaking Bad)	42%	48%	37%	54%	47%	43%	25%	45%	32%	35%	47%
Ron Swanson (Parks and Recreation)	25%	25%	24%	34%	34%	20%	12%	28%	14%	22%	23%
Olivia Pope (Scandal)	21%	19%	23%	14%	30%	22%	17%	20%	40%	11%	20%
Leslie Knope (Parks and Recreation)	20%	21%	20%	25%	27%	19%	11%	22%	11%	20%	21%
Liz Lemon (30 Rock)	20%	20%	21%	14%	21%	27%	15%	24%	12%	9%	18%
Jack Donaghy (30 Rock)	16%	18%	14%	11%	18%	20%	13%	18%	11%	10%	16%
None of the above	3%	2%	5%	4%	4%	2%	3%	2%	2%	9%	7%
Unweighted N	(1,167)	(530)	(637)	(253)	(196)	(403)	(315)	(758)	(163)	(145)	(101)



# YouGov Survey: Character Vote Intentions

October 25 - 28, 2024 - 1167 U.S. adult citizens



	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Bruce Wayne (Batman)	76%	79%	77%	72%	84%	75%	74%	83%	75%	80%	71%	77%	78%
Lucy Ricardo (I Love Lucy)	68%	68%	64%	72%	75%	76%	65%	76%	71%	68%	67%	65%	74%
Marty McFly (Back to the Future)	66%	69%	63%	66%	69%	72%	63%	72%	73%	66%	66%	67%	65%
John McClane (Die Hard)	52%	55%	50%	51%	55%	54%	50%	54%	59%	46%	49%	57%	51%
John Rambo (First Blood)	50%	45%	53%	53%	50%	57%	49%	52%	53%	50%	47%	53%	50%
Biff Tannen (Back to the Future)	50%	55%	48%	47%	53%	53%	49%	51%	55%	48%	51%	50%	51%
Alex P. Keaton (Family Ties)	49%	50%	44%	52%	52%	58%	44%	55%	56%	45%	53%	51%	43%
Walter White (Breaking Bad)	42%	50%	44%	33%	51%	34%	38%	44%	48%	47%	40%	37%	50%
Ron Swanson (Parks and Recreation)	25%	30%	23%	21%	33%	22%	18%	27%	38%	22%	29%	23%	25%
Olivia Pope (Scandal)	21%	29%	20%	15%	34%	15%	19%	26%	24%	17%	20%	24%	20%
Leslie Knope (Parks and Recreation)	20%	29%	20%	12%	31%	15%	16%	23%	30%	22%	23%	19%	20%
Liz Lemon (30 Rock)	20%	28%	21%	12%	28%	13%	19%	20%	26%	20%	21%	21%	18%
Jack Donaghy (30 Rock)	16%	24%	13%	11%	25%	11%	16%	16%	21%	13%	17%	17%	16%
None of the above	3%	1%	5%	3%	1%	2%	5%	3%	0%	1%	6%	3%	3%
Unweighted N	(1,167)	(440)	(402)	(325)	(522)	(428)	(487)	(316)	(235)	(213)	(247)	(432)	(275)

# YouGov Survey: Character Vote Intentions

October 25 - 28, 2024 - 1167 U.S. adult citizens



## 3. Knowledge of Fictional Characters - Question 3

Which of the following fictional characters are you familiar with? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Marge Simpson (The Simpsons)	75%	77%	73%	67%	81%	82%	65%	76%	74%	74%	71%
Indiana Jones	73%	74%	73%	53%	65%	87%	81%	78%	61%	62%	72%
Barbie	71%	62%	79%	59%	65%	79%	76%	73%	60%	73%	67%
Peter Parker (Spiderman)	68%	72%	65%	73%	70%	71%	58%	68%	70%	64%	77%
Hannibal Lecter (The Silence of the Lambs)	64%	63%	65%	35%	59%	82%	73%	69%	58%	49%	61%
Cliff Huxtable (The Cosby Show)	63%	62%	63%	20%	60%	83%	78%	66%	68%	42%	59%
Roseanne Conner (Roseanne)	62%	57%	67%	18%	60%	81%	82%	68%	54%	38%	68%
Tony Stark (Iron Man)	61%	66%	56%	71%	67%	59%	48%	57%	66%	68%	72%
Frasier Crane (Frasier)	58%	56%	60%	15%	51%	81%	76%	64%	49%	43%	48%
George Costanza (Seinfeld)	58%	62%	54%	26%	60%	71%	69%	66%	38%	43%	46%
Carlton Banks (The Fresh Prince of Bel-Air)	56%	51%	61%	30%	70%	69%	48%	55%	70%	50%	54%
Elaine Benes (Seinfeld)	51%	50%	52%	20%	50%	70%	56%	59%	29%	38%	45%
Elle Woods (Legally Blonde)	44%	34%	54%	35%	49%	49%	40%	47%	33%	39%	45%
Dwight Schrute (The Office)	34%	36%	32%	48%	42%	31%	16%	38%	19%	27%	41%
None of the above	2%	3%	1%	3%	1%	1%	4%	1%	5%	3%	3%
Unweighted N	(1,167)	(530)	(637)	(253)	(196)	(403)	(315)	(758)	(163)	(145)	(101)

# YouGov Survey: Character Vote Intentions

October 25 - 28, 2024 - 1167 U.S. adult citizens



	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Marge Simpson (The Simpsons)	75%	78%	77%	69%	80%	70%	76%	75%	74%	66%	80%	72%	81%
Indiana Jones	73%	74%	69%	76%	78%	78%	72%	77%	76%	74%	79%	67%	76%
Barbie	71%	75%	71%	66%	78%	66%	67%	77%	74%	69%	73%	65%	78%
Peter Parker (Spiderman)	68%	72%	72%	60%	74%	62%	66%	70%	72%	64%	63%	68%	77%
Hannibal Lecter (The Silence of the Lambs)	64%	70%	62%	61%	77%	66%	60%	71%	72%	66%	69%	64%	59%
Cliff Huxtable (The Cosby Show)	63%	64%	60%	64%	72%	70%	58%	73%	67%	57%	64%	65%	62%
Roseanne Conner (Roseanne)	62%	60%	61%	66%	66%	71%	65%	63%	61%	54%	70%	64%	60%
Tony Stark (Iron Man)	61%	63%	68%	52%	64%	55%	60%	62%	62%	58%	52%	63%	68%
Frasier Crane (Frasier)	58%	58%	55%	61%	68%	67%	54%	66%	65%	54%	63%	58%	57%
George Costanza (Seinfeld)	58%	58%	58%	58%	65%	63%	53%	63%	68%	61%	60%	58%	54%
Carlton Banks (The Fresh Prince of Bel-Air)	56%	59%	61%	49%	65%	54%	58%	61%	55%	50%	57%	57%	60%
Elaine Benes (Seinfeld)	51%	53%	46%	55%	57%	60%	47%	56%	59%	56%	56%	47%	48%
Elle Woods (Legally Blonde)	44%	53%	40%	39%	56%	43%	39%	45%	58%	36%	43%	46%	47%
Dwight Schrute (The Office)	34%	37%	34%	31%	39%	30%	27%	39%	45%	36%	39%	32%	31%
None of the above	2%	1%	3%	1%	1%	1%	1%	1%	3%	1%	0%	3%	2%
Unweighted N	(1,167)	(440)	(402)	(325)	(522)	(428)	(487)	(316)	(235)	(213)	(247)	(432)	(275)

# YouGov Survey: Character Vote Intentions

October 25 - 28, 2024 - 1167 U.S. adult citizens



## 4. Knowledge of Fictional Characters - Question 4

Which of the following fictional characters are you familiar with? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Homer Simpson (The Simpsons)	81%	82%	80%	71%	86%	86%	76%	81%	82%	82%	75%
Archie Bunker (All in the Family)	63%	61%	64%	15%	43%	89%	93%	68%	54%	44%	61%
Blanche Devereaux (The Golden Girls)	58%	50%	66%	19%	51%	78%	74%	63%	59%	39%	44%
Joey Tribbiani (Friends)	54%	48%	59%	39%	55%	67%	48%	58%	37%	46%	55%
Deadpool	53%	59%	48%	66%	59%	55%	32%	54%	50%	54%	55%
Phoebe Buffay (Friends)	53%	47%	58%	39%	55%	67%	43%	58%	39%	44%	46%
Tony Soprano (The Sopranos)	51%	54%	48%	37%	47%	65%	50%	54%	53%	42%	39%
Hank Hill (King of the Hill)	48%	55%	41%	32%	62%	58%	32%	49%	44%	44%	48%
Pete "Maverick" Mitchell (Top Gun)	47%	54%	41%	30%	46%	57%	51%	53%	37%	38%	31%
Shaft	42%	47%	37%	9%	36%	57%	58%	42%	55%	32%	37%
Bella Swan (Twilight)	40%	31%	48%	50%	50%	41%	19%	42%	34%	41%	36%
Michael Scott (The Office)	37%	40%	34%	55%	47%	31%	17%	41%	20%	33%	44%
Miles Morales (Spiderman)	33%	38%	28%	53%	39%	27%	16%	29%	49%	34%	37%
Don Draper (Mad Men)	24%	25%	23%	21%	26%	29%	16%	26%	14%	18%	31%
None of the above	2%	2%	2%	3%	1%	1%	2%	1%	2%	4%	4%
Unweighted N	(1,167)	(530)	(637)	(253)	(196)	(403)	(315)	(758)	(163)	(145)	(101)

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	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Homer Simpson (The Simpsons)	81%	86%	80%	76%	85%	77%	81%	81%	81%	83%	80%	78%	83%
Archie Bunker (All in the Family)	63%	63%	56%	70%	69%	74%	58%	72%	66%	65%	69%	63%	55%
Blanche Devereaux (The Golden Girls)	58%	56%	57%	61%	64%	67%	56%	64%	62%	53%	57%	61%	58%
Joey Tribbiani (Friends)	54%	59%	52%	50%	59%	52%	52%	56%	62%	58%	61%	50%	49%
Deadpool	53%	59%	58%	42%	60%	41%	54%	55%	52%	57%	50%	48%	63%
Phoebe Buffay (Friends)	53%	58%	51%	49%	59%	52%	51%	52%	62%	57%	56%	50%	50%
Tony Soprano (The Sopranos)	51%	60%	47%	46%	66%	53%	45%	57%	60%	63%	54%	47%	46%
Hank Hill (King of the Hill)	48%	50%	50%	43%	55%	45%	50%	49%	45%	41%	49%	47%	52%
Pete "Maverick" Mitchell (Top Gun)	47%	46%	43%	52%	52%	56%	41%	53%	58%	45%	47%	47%	50%
Shaft	42%	47%	38%	40%	50%	40%	41%	46%	46%	36%	48%	42%	40%
Bella Swan (Twilight)	40%	49%	40%	31%	43%	30%	42%	35%	44%	41%	44%	38%	40%
Michael Scott (The Office)	37%	38%	40%	34%	41%	32%	31%	42%	48%	39%	41%	35%	37%
Miles Morales (Spiderman)	33%	40%	33%	26%	38%	24%	32%	32%	37%	28%	30%	38%	32%
Don Draper (Mad Men)	24%	37%	20%	14%	37%	17%	19%	26%	35%	29%	25%	22%	23%
None of the above	2%	2%	2%	2%	2%	2%	2%	0%	1%	1%	0%	3%	2%
Unweighted N	(1,167)	(440)	(402)	(325)	(522)	(428)	(487)	(316)	(235)	(213)	(247)	(432)	(275)

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## 5A. Vote of Fictional Characters — Barbie

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	71%	74%	69%	79%	75%	68%	66%	72%	70%	69%	*
Donald Trump	11%	8%	12%	9%	11%	9%	14%	10%	9%	18%	*
Not sure	18%	18%	18%	12%	14%	23%	20%	18%	22%	13%	*
Totals	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%	*
Unweighted N	(861)	(348)	(513)	(162)	(129)	(324)	(246)	(579)	(106)	(105)	(71)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	71%	81%	69%	62%	82%	61%	71%	74%	73%	69%	73%	73%	69%
Donald Trump	11%	4%	10%	18%	3%	22%	11%	10%	8%	8%	10%	11%	13%
Not sure	18%	14%	20%	20%	14%	17%	18%	16%	19%	23%	17%	16%	18%
Totals	100%	99%	99%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(861)	(347)	(295)	(219)	(416)	(286)	(331)	(244)	(194)	(159)	(192)	(301)	(209)

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## 5B. Vote of Fictional Characters — Marge Simpson (The Simpsons)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	58%	60%	56%	49%	60%	59%	62%	56%	78%	54%	*
Donald Trump	21%	21%	22%	30%	20%	19%	18%	22%	12%	25%	*
Not sure	21%	19%	23%	22%	20%	22%	21%	23%	10%	21%	*
Totals	100%	100%	101%	101%	100%	100%	101%	101%	100%	100%	*
Unweighted N	(879)	(406)	(473)	(180)	(156)	(335)	(208)	(579)	(124)	(102)	(74)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	58%	80%	56%	34%	80%	28%	60%	59%	60%	66%	52%	57%	59%
Donald Trump	21%	4%	20%	42%	3%	45%	21%	18%	20%	15%	24%	24%	19%
Not sure	21%	15%	24%	24%	17%	27%	19%	23%	20%	19%	24%	19%	22%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(879)	(352)	(302)	(225)	(422)	(294)	(365)	(238)	(186)	(154)	(195)	(316)	(214)

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## 5C. Vote of Fictional Characters — Phoebe Buffay (Friends)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	73%	77%	69%	63%	77%	71%	80%	73%	*	*	*
Donald Trump	10%	9%	11%	11%	10%	9%	11%	11%	*	*	*
Not sure	17%	13%	20%	25%	14%	20%	10%	15%	*	*	*
Totals	100%	99%	100%	99%	101%	100%	101%	99%	*	*	*
Unweighted N	(624)	(252)	(372)	(101)	(105)	(271)	(147)	(439)	(69)	(69)	(47)

  

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	73%	83%	75%	57%	90%	59%	71%	70%	83%	73%	72%	72%	74%
Donald Trump	10%	1%	6%	26%	1%	22%	11%	12%	7%	4%	9%	13%	12%
Not sure	17%	16%	20%	17%	10%	19%	18%	19%	10%	23%	18%	16%	14%
Totals	100%	100%	101%	100%	101%	100%	100%	101%	100%	100%	99%	101%	100%
Unweighted N	(624)	(249)	(219)	(156)	(306)	(213)	(250)	(164)	(150)	(126)	(141)	(218)	(139)



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## 5D. Vote of Fictional Characters — Elaine Benes (Seinfeld)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	74%	76%	72%	*	*	74%	79%	74%	*	*	*
Donald Trump	13%	11%	15%	*	*	12%	14%	13%	*	*	*
Not sure	13%	13%	13%	*	*	14%	7%	12%	*	*	*
Totals	100%	100%	100%	*	*	100%	100%	99%	*	*	*
Unweighted N	(629)	(276)	(353)	(61)	(91)	(291)	(186)	(468)	(52)	(58)	(51)

  

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	74%	91%	68%	62%	92%	64%	73%	71%	84%	76%	69%	73%	80%
Donald Trump	13%	5%	14%	21%	2%	20%	15%	12%	9%	11%	18%	13%	9%
Not sure	13%	4%	18%	17%	6%	16%	12%	17%	6%	14%	13%	14%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(629)	(239)	(212)	(178)	(297)	(239)	(237)	(176)	(156)	(132)	(144)	(214)	(139)

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## 5E. Vote of Fictional Characters — Monica Geller (Friends)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	70%	72%	68%	64%	75%	69%	70%	70%	*	*	*
Donald Trump	15%	10%	18%	14%	14%	15%	16%	16%	*	*	*
Not sure	15%	18%	14%	22%	11%	16%	14%	14%	*	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(635)	(251)	(384)	(107)	(102)	(274)	(152)	(453)	(69)	(66)	(47)

  

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	70%	90%	70%	47%	89%	49%	73%	64%	74%	76%	64%	70%	70%
Donald Trump	15%	4%	10%	32%	2%	30%	13%	19%	18%	9%	19%	14%	15%
Not sure	15%	7%	20%	21%	9%	20%	14%	18%	8%	15%	17%	15%	15%
Totals	100%	101%	100%	100%	100%	99%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(635)	(248)	(220)	(167)	(308)	(222)	(242)	(175)	(157)	(124)	(151)	(228)	(132)

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## 5F. Vote of Fictional Characters — Peter Parker (Spiderman)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	52%	55%	48%	48%	63%	46%	50%	46%	62%	65%	*
Donald Trump	25%	24%	27%	24%	21%	30%	27%	30%	13%	21%	*
Not sure	23%	20%	26%	29%	16%	24%	23%	24%	25%	15%	*
Totals	100%	99%	101%	101%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(822)	(402)	(420)	(201)	(144)	(295)	(182)	(525)	(117)	(102)	(78)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	52%	76%	53%	19%	81%	17%	54%	51%	50%	45%	50%	52%	56%
Donald Trump	25%	7%	20%	55%	2%	57%	22%	28%	28%	23%	30%	25%	24%
Not sure	23%	17%	26%	26%	16%	26%	24%	21%	22%	31%	20%	23%	19%
Totals	100%	100%	99%	100%	99%	100%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(822)	(322)	(293)	(207)	(387)	(279)	(330)	(220)	(183)	(146)	(168)	(300)	(208)

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## 5G. Vote of Fictional Characters — Lucy Ricardo (I Love Lucy)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	51%	56%	47%	*	56%	51%	49%	50%	*	*	*
Donald Trump	25%	23%	27%	*	22%	25%	28%	27%	*	*	*
Not sure	24%	21%	26%	*	22%	24%	23%	23%	*	*	*
Totals	100%	100%	100%	*	100%	100%	100%	100%	*	*	*
Unweighted N	(820)	(331)	(489)	(62)	(117)	(355)	(286)	(581)	(99)	(78)	(62)

  

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	51%	77%	49%	27%	77%	23%	53%	50%	51%	58%	50%	48%	52%
Donald Trump	25%	5%	22%	47%	4%	51%	25%	26%	26%	20%	25%	30%	24%
Not sure	24%	17%	29%	25%	18%	26%	22%	24%	23%	22%	26%	22%	25%
Totals	100%	99%	100%	99%	99%	100%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(820)	(314)	(273)	(233)	(386)	(313)	(328)	(232)	(177)	(153)	(182)	(289)	(196)

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## 5H. Vote of Fictional Characters — Forrest Gump

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	41%	41%	41%	24%	47%	42%	43%	36%	56%	51%	*
Donald Trump	33%	34%	32%	31%	33%	31%	36%	37%	17%	22%	*
Not sure	27%	26%	27%	46%	19%	27%	22%	27%	26%	27%	*
Totals	101%	101%	100%	101%	99%	100%	101%	100%	99%	100%	*
Unweighted N	(948)	(418)	(530)	(138)	(154)	(367)	(289)	(646)	(116)	(102)	(84)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	41%	65%	38%	17%	68%	15%	38%	43%	45%	42%	31%	41%	49%
Donald Trump	33%	10%	31%	59%	8%	61%	35%	29%	32%	26%	38%	35%	28%
Not sure	27%	25%	31%	24%	24%	24%	27%	28%	23%	32%	31%	24%	23%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(948)	(365)	(322)	(261)	(439)	(352)	(379)	(266)	(209)	(178)	(209)	(340)	(221)

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## 5I. Vote of Fictional Characters — Cliff Huxtable (The Cosby Show)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	52%	57%	46%	*	47%	57%	49%	47%	81%	*	*
Donald Trump	31%	28%	33%	*	33%	25%	37%	36%	9%	*	*
Not sure	18%	14%	21%	*	20%	18%	14%	17%	10%	*	*
Totals	101%	99%	100%	*	100%	100%	100%	100%	100%	*	*
Unweighted N	(751)	(319)	(432)	(51)	(112)	(337)	(251)	(525)	(120)	(49)	(57)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	52%	74%	47%	33%	71%	32%	54%	54%	47%	61%	47%	51%	51%
Donald Trump	31%	12%	30%	50%	12%	53%	30%	29%	34%	16%	39%	31%	31%
Not sure	18%	14%	23%	17%	16%	16%	16%	17%	18%	23%	14%	18%	18%
Totals	101%	100%	100%	100%	99%	101%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(751)	(297)	(249)	(205)	(371)	(280)	(294)	(218)	(169)	(134)	(175)	(279)	(163)

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## 5J. Vote of Fictional Characters — Ken (Barbie)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	49%	53%	46%	47%	61%	49%	36%	49%	58%	39%	*
Donald Trump	25%	23%	27%	29%	25%	21%	30%	25%	17%	35%	*
Not sure	26%	25%	27%	24%	14%	30%	34%	26%	25%	26%	*
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(820)	(314)	(506)	(158)	(129)	(310)	(223)	(545)	(102)	(102)	(71)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	49%	62%	40%	42%	57%	41%	46%	49%	53%	43%	51%	51%	46%
Donald Trump	25%	14%	27%	38%	18%	39%	25%	25%	26%	24%	26%	23%	30%
Not sure	26%	24%	34%	20%	24%	21%	29%	26%	21%	33%	22%	26%	24%
Totals	100%	100%	101%	100%	99%	101%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(820)	(332)	(279)	(209)	(404)	(275)	(315)	(237)	(185)	(157)	(182)	(293)	(188)

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## 5K. Vote of Fictional Characters — Elle Woods (Legally Blonde)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	72%	73%	71%	*	*	67%	71%	72%	*	*	*
Donald Trump	16%	17%	15%	*	*	20%	17%	16%	*	*	*
Not sure	12%	9%	14%	*	*	13%	12%	11%	*	*	*
Totals	100%	99%	100%	*	*	100%	100%	99%	*	*	*
Unweighted N	(508)	(175)	(333)	(84)	(88)	(204)	(132)	(350)	(54)	(61)	(43)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	72%	88%	70%	52%	91%	47%	76%	67%	77%	*	78%	71%	66%
Donald Trump	16%	3%	15%	35%	2%	39%	15%	20%	13%	*	14%	17%	23%
Not sure	12%	9%	15%	14%	7%	14%	9%	13%	10%	*	8%	13%	11%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	*	100%	101%	100%
Unweighted N	(508)	(221)	(165)	(122)	(262)	(167)	(187)	(135)	(132)	(72)	(114)	(194)	(128)



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## 5L. Vote of Fictional Characters — Carrie Bradshaw (Sex and the City)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	77%	78%	77%	*	*	78%	79%	78%	*	*	*
Donald Trump	10%	12%	9%	*	*	9%	15%	12%	*	*	*
Not sure	12%	11%	13%	*	*	13%	6%	11%	*	*	*
Totals	99%	101%	99%	*	*	100%	100%	101%	*	*	*
Unweighted N	(494)	(171)	(323)	(67)	(79)	(210)	(138)	(342)	(66)	(48)	(38)

  

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	77%	86%	74%	67%	86%	72%	77%	67%	88%	*	74%	80%	79%
Donald Trump	10%	6%	8%	20%	6%	18%	12%	12%	7%	*	16%	8%	12%
Not sure	12%	9%	18%	13%	8%	10%	11%	21%	5%	*	10%	12%	8%
Totals	99%	101%	100%	100%	100%	100%	100%	100%	100%	*	100%	100%	99%
Unweighted N	(494)	(225)	(156)	(113)	(264)	(149)	(186)	(129)	(140)	(99)	(110)	(185)	(100)

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## 5M. Vote of Fictional Characters — Mr. Miyagi (The Karate Kid)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	45%	45%	45%	38%	54%	47%	39%	40%	64%	*	*
Donald Trump	30%	33%	27%	27%	27%	29%	37%	35%	19%	*	*
Not sure	25%	21%	28%	35%	19%	25%	23%	25%	17%	*	*
Totals	100%	99%	100%	100%	100%	101%	99%	100%	100%	*	*
Unweighted N	(781)	(373)	(408)	(132)	(128)	(309)	(212)	(514)	(107)	(91)	(69)

  

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	45%	78%	39%	17%	79%	9%	48%	42%	45%	50%	44%	43%	47%
Donald Trump	30%	4%	29%	58%	3%	65%	28%	30%	36%	20%	30%	38%	26%
Not sure	25%	18%	31%	24%	18%	26%	24%	28%	19%	30%	26%	20%	27%
Totals	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(781)	(299)	(271)	(211)	(360)	(288)	(320)	(205)	(182)	(148)	(166)	(281)	(186)

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## 5N. Vote of Fictional Characters — Blanche Devereaux (The Golden Girls)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	51%	56%	47%	*	*	51%	51%	49%	*	*	*
Donald Trump	32%	28%	34%	*	*	34%	31%	33%	*	*	*
Not sure	18%	16%	19%	*	*	15%	18%	17%	*	*	*
Totals	101%	100%	100%	*	*	100%	100%	99%	*	*	*
Unweighted N	(700)	(255)	(445)	(52)	(90)	(328)	(230)	(500)	(93)	(55)	(52)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	51%	73%	48%	33%	71%	32%	50%	45%	62%	52%	48%	53%	49%
Donald Trump	32%	15%	26%	52%	14%	54%	33%	33%	29%	24%	39%	30%	33%
Not sure	18%	12%	26%	15%	14%	14%	17%	22%	9%	24%	12%	17%	18%
Totals	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(700)	(262)	(235)	(203)	(326)	(277)	(289)	(194)	(153)	(128)	(163)	(259)	(150)

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## 50. Vote of Fictional Characters — Bruce Wayne (Batman)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	37%	35%	38%	25%	47%	36%	37%	33%	59%	33%	*
Donald Trump	42%	45%	39%	50%	29%	42%	47%	47%	24%	47%	*
Not sure	21%	20%	23%	25%	23%	22%	16%	20%	17%	20%	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(942)	(454)	(488)	(193)	(149)	(346)	(254)	(611)	(135)	(113)	(83)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	37%	68%	31%	7%	69%	4%	39%	37%	36%	37%	30%	37%	40%
Donald Trump	42%	12%	40%	78%	10%	83%	41%	43%	39%	36%	43%	45%	40%
Not sure	21%	20%	29%	15%	21%	13%	20%	20%	25%	26%	27%	18%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(942)	(363)	(335)	(244)	(443)	(335)	(382)	(258)	(198)	(172)	(200)	(342)	(228)

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## 5P. Vote of Fictional Characters — Marty McFly (Back to the Future)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	40%	42%	38%	21%	53%	37%	42%	37%	*	*	*
Donald Trump	33%	34%	33%	24%	26%	37%	39%	38%	*	*	*
Not sure	27%	23%	30%	55%	20%	26%	19%	25%	*	*	*
Totals	100%	99%	101%	100%	99%	100%	100%	100%	*	*	*
Unweighted N	(805)	(376)	(429)	(118)	(135)	(322)	(230)	(569)	(83)	(83)	(70)

  

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	40%	66%	37%	15%	70%	14%	40%	40%	43%	32%	33%	43%	48%
Donald Trump	33%	9%	32%	61%	9%	62%	33%	31%	35%	26%	43%	36%	25%
Not sure	27%	25%	31%	25%	21%	23%	27%	29%	23%	42%	24%	21%	27%
Totals	100%	100%	100%	101%	100%	99%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(805)	(302)	(286)	(217)	(371)	(302)	(318)	(222)	(185)	(142)	(183)	(287)	(193)

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## 5Q. Vote of Fictional Characters — Olivia Benson (Law & Order: SVU)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	66%	65%	67%	*	*	60%	68%	63%	*	*	*
Donald Trump	22%	20%	23%	*	*	22%	24%	26%	*	*	*
Not sure	13%	16%	10%	*	*	18%	9%	11%	*	*	*
Totals	101%	101%	100%	*	*	100%	101%	100%	*	*	*
Unweighted N	(495)	(196)	(299)	(71)	(87)	(191)	(146)	(321)	(87)	(47)	(40)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	66%	91%	58%	35%	91%	34%	67%	63%	73%	*	60%	71%	62%
Donald Trump	22%	3%	21%	51%	0%	51%	24%	17%	21%	*	30%	19%	17%
Not sure	13%	6%	21%	14%	8%	15%	9%	20%	6%	*	10%	10%	21%
Totals	101%	100%	100%	100%	99%	100%	100%	100%	100%	*	100%	100%	100%
Unweighted N	(495)	(224)	(160)	(111)	(263)	(154)	(198)	(140)	(114)	(93)	(113)	(188)	(101)

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## 5R. Vote of Fictional Characters — Carlton Banks (The Fresh Prince of Bel-Air)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	45%	50%	41%	*	47%	41%	53%	44%	48%	*	*
Donald Trump	36%	33%	38%	*	36%	39%	36%	36%	37%	*	*
Not sure	19%	17%	21%	*	16%	20%	12%	20%	15%	*	*
Totals	100%	100%	100%	*	99%	100%	101%	100%	100%	*	*
Unweighted N	(659)	(272)	(387)	(84)	(135)	(290)	(150)	(411)	(120)	(72)	(56)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	45%	56%	46%	31%	58%	30%	46%	42%	48%	48%	47%	43%	44%
Donald Trump	36%	23%	32%	55%	24%	58%	36%	40%	34%	15%	36%	41%	40%
Not sure	19%	21%	22%	14%	18%	13%	18%	17%	17%	37%	18%	15%	16%
Totals	100%	100%	100%	100%	100%	101%	100%	99%	99%	100%	101%	99%	100%
Unweighted N	(659)	(269)	(236)	(154)	(321)	(219)	(285)	(177)	(135)	(110)	(142)	(258)	(149)

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## 5S. Vote of Fictional Characters — Indiana Jones

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	34%	35%	33%	22%	42%	34%	34%	32%	55%	*	*
Donald Trump	40%	41%	40%	34%	36%	37%	54%	46%	15%	*	*
Not sure	25%	24%	27%	44%	22%	28%	12%	23%	30%	*	*
Totals	99%	100%	100%	100%	100%	99%	100%	101%	100%	*	*
Unweighted N	(894)	(408)	(486)	(142)	(140)	(349)	(263)	(612)	(109)	(94)	(79)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	34%	64%	31%	7%	64%	6%	35%	32%	39%	44%	31%	29%	38%
Donald Trump	40%	8%	37%	76%	11%	79%	40%	43%	38%	27%	43%	46%	39%
Not sure	25%	28%	32%	17%	25%	15%	25%	25%	23%	29%	26%	25%	23%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(894)	(339)	(302)	(253)	(421)	(331)	(351)	(250)	(202)	(161)	(203)	(309)	(221)



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## 5T. Vote of Fictional Characters — Joey Tribbiani (Friends)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	46%	53%	40%	27%	54%	44%	54%	43%	*	*	*
Donald Trump	28%	26%	30%	39%	25%	27%	27%	29%	*	*	*
Not sure	26%	20%	30%	35%	20%	30%	19%	27%	*	*	*
Totals	100%	99%	100%	101%	99%	101%	100%	99%	*	*	*
Unweighted N	(634)	(253)	(381)	(100)	(108)	(272)	(154)	(445)	(65)	(72)	(52)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	46%	61%	45%	28%	66%	25%	49%	39%	49%	40%	41%	49%	50%
Donald Trump	28%	11%	29%	48%	13%	50%	29%	28%	31%	20%	32%	30%	28%
Not sure	26%	28%	26%	24%	21%	26%	22%	34%	21%	40%	27%	20%	21%
Totals	100%	100%	100%	100%	100%	101%	100%	101%	101%	100%	100%	99%	99%
Unweighted N	(634)	(249)	(219)	(166)	(304)	(219)	(248)	(170)	(154)	(127)	(151)	(221)	(135)

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## 5U. Vote of Fictional Characters — Bella Swan (Twilight)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	57%	66%	51%	47%	*	60%	*	59%	*	*	*
Donald Trump	13%	12%	14%	12%	*	8%	*	14%	*	*	*
Not sure	30%	22%	35%	41%	*	32%	*	27%	*	*	*
Totals	100%	100%	100%	100%	*	100%	*	100%	*	*	*
Unweighted N	(444)	(158)	(286)	(123)	(95)	(166)	(60)	(285)	(56)	(68)	(35)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	57%	65%	54%	*	71%	43%	57%	60%	*	*	*	58%	48%
Donald Trump	13%	7%	13%	*	3%	28%	11%	8%	*	*	*	11%	20%
Not sure	30%	29%	33%	*	26%	29%	32%	32%	*	*	*	31%	32%
Totals	100%	101%	100%	*	100%	100%	100%	100%	*	*	*	100%	100%
Unweighted N	(444)	(184)	(164)	(96)	(207)	(128)	(182)	(118)	(97)	(77)	(90)	(163)	(114)

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## 5V. Vote of Fictional Characters — Shaft

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	53%	58%	47%	*	*	51%	50%	46%	*	*	*
Donald Trump	30%	30%	29%	*	*	29%	35%	35%	*	*	*
Not sure	17%	12%	24%	*	*	20%	16%	19%	*	*	*
Totals	100%	100%	100%	*	*	100%	101%	100%	*	*	*
Unweighted N	(512)	(249)	(263)	(29)	(78)	(221)	(184)	(336)	(96)	(41)	(39)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	53%	80%	42%	31%	84%	28%	53%	53%	57%	*	52%	52%	55%
Donald Trump	30%	6%	35%	54%	6%	60%	26%	31%	37%	*	30%	38%	24%
Not sure	17%	14%	23%	16%	10%	12%	21%	16%	6%	*	17%	10%	21%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	*	99%	100%	100%
Unweighted N	(512)	(219)	(162)	(131)	(270)	(171)	(215)	(134)	(115)	(81)	(127)	(195)	(109)

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## 5W. Vote of Fictional Characters — Apollo Creed (Rocky)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	37%	39%	35%	28%	43%	38%	36%	31%	64%	*	*
Donald Trump	42%	44%	40%	39%	36%	44%	45%	48%	22%	*	*
Not sure	21%	17%	25%	33%	20%	18%	18%	21%	14%	*	*
Totals	100%	100%	100%	100%	99%	100%	99%	100%	100%	*	*
Unweighted N	(735)	(362)	(373)	(108)	(110)	(300)	(217)	(484)	(111)	(79)	(61)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	37%	68%	30%	15%	65%	15%	35%	39%	43%	35%	34%	40%	38%
Donald Trump	42%	14%	40%	70%	15%	70%	45%	42%	38%	33%	52%	44%	36%
Not sure	21%	18%	30%	15%	20%	15%	21%	19%	19%	32%	14%	15%	26%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(735)	(278)	(248)	(209)	(336)	(282)	(290)	(194)	(168)	(146)	(160)	(270)	(159)

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## 5X. Vote of Fictional Characters — Tony Stark (Iron Man)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	36%	34%	37%	27%	38%	36%	44%	35%	53%	*	*
Donald Trump	47%	51%	42%	50%	47%	47%	40%	49%	27%	*	*
Not sure	18%	14%	21%	23%	15%	17%	15%	15%	20%	*	*
Totals	101%	99%	100%	100%	100%	100%	99%	99%	100%	*	*
Unweighted N	(707)	(372)	(335)	(193)	(136)	(232)	(146)	(434)	(102)	(98)	(73)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	36%	59%	35%	7%	64%	7%	36%	37%	38%	30%	43%	32%	39%
Donald Trump	47%	23%	44%	81%	22%	81%	49%	45%	43%	40%	43%	53%	44%
Not sure	18%	18%	21%	12%	14%	12%	15%	18%	19%	30%	14%	14%	17%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(707)	(277)	(263)	(167)	(330)	(232)	(293)	(179)	(157)	(122)	(139)	(265)	(181)

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## 5Y. Vote of Fictional Characters — Frasier Crane (Frasier)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	37%	40%	35%	*	*	37%	33%	36%	*	*	*
Donald Trump	43%	44%	42%	*	*	43%	49%	45%	*	*	*
Not sure	20%	17%	23%	*	*	20%	18%	19%	*	*	*
Totals	100%	101%	100%	*	*	100%	100%	100%	*	*	*
Unweighted N	(730)	(305)	(425)	(48)	(96)	(333)	(253)	(529)	(87)	(60)	(54)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	37%	58%	33%	21%	54%	20%	37%	37%	39%	45%	33%	33%	42%
Donald Trump	43%	26%	38%	63%	27%	63%	41%	43%	44%	29%	50%	47%	37%
Not sure	20%	16%	29%	16%	18%	17%	21%	20%	17%	26%	16%	20%	21%
Totals	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	99%	100%	100%
Unweighted N	(730)	(284)	(243)	(203)	(355)	(276)	(284)	(204)	(171)	(138)	(172)	(260)	(160)

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## 5Z. Vote of Fictional Characters — Homer Simpson (The Simpsons)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	26%	29%	24%	24%	33%	25%	21%	21%	43%	38%	*
Donald Trump	44%	44%	44%	36%	43%	46%	49%	49%	31%	39%	*
Not sure	30%	27%	33%	40%	24%	29%	30%	30%	27%	23%	*
Totals	100%	100%	101%	100%	100%	100%	100%	100%	101%	100%	*
Unweighted N	(931)	(428)	(503)	(180)	(164)	(343)	(244)	(608)	(134)	(111)	(78)

  

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	26%	38%	25%	14%	35%	12%	31%	21%	29%	19%	25%	27%	32%
Donald Trump	44%	28%	45%	62%	30%	64%	41%	49%	45%	38%	51%	48%	36%
Not sure	30%	34%	30%	25%	35%	24%	28%	30%	26%	44%	23%	25%	32%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(931)	(370)	(318)	(243)	(440)	(323)	(381)	(256)	(196)	(176)	(198)	(335)	(222)

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## 5AA. Vote of Fictional Characters — George Costanza (Seinfeld)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	37%	39%	34%	*	37%	33%	43%	36%	*	*	*
Donald Trump	36%	36%	36%	*	45%	31%	38%	37%	*	*	*
Not sure	28%	25%	30%	*	18%	35%	19%	28%	*	*	*
Totals	101%	100%	100%	*	100%	99%	100%	101%	*	*	*
Unweighted N	(700)	(326)	(374)	(72)	(108)	(295)	(225)	(520)	(66)	(62)	(52)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	37%	54%	29%	27%	53%	27%	36%	33%	43%	34%	32%	39%	39%
Donald Trump	36%	21%	40%	47%	22%	48%	38%	37%	38%	29%	42%	35%	36%
Not sure	28%	25%	32%	26%	25%	25%	26%	30%	20%	36%	26%	26%	25%
Totals	101%	100%	101%	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(700)	(269)	(243)	(188)	(341)	(253)	(263)	(194)	(174)	(145)	(158)	(246)	(151)



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## 5AB. Vote of Fictional Characters — Deadpool

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	38%	37%	39%	33%	43%	36%	*	36%	*	*	*
Donald Trump	30%	33%	27%	28%	27%	33%	*	32%	*	*	*
Not sure	31%	30%	33%	39%	30%	31%	*	32%	*	*	*
Totals	99%	100%	99%	100%	100%	100%	*	100%	*	*	*
Unweighted N	(609)	(327)	(282)	(173)	(127)	(216)	(93)	(385)	(77)	(87)	(60)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	38%	58%	32%	17%	61%	12%	41%	36%	43%	36%	38%	35%	43%
Donald Trump	30%	10%	30%	61%	9%	65%	32%	30%	26%	28%	24%	38%	28%
Not sure	31%	32%	37%	22%	30%	23%	27%	34%	32%	35%	38%	27%	29%
Totals	99%	100%	99%	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(609)	(250)	(223)	(136)	(293)	(185)	(249)	(163)	(131)	(111)	(124)	(202)	(172)

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## 5AC. Vote of Fictional Characters — Miles Morales (Spiderman)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	59%	60%	58%	54%	*	53%	*	54%	*	*	*
Donald Trump	21%	23%	18%	24%	*	22%	*	29%	*	*	*
Not sure	20%	17%	23%	22%	*	25%	*	17%	*	*	*
Totals	100%	100%	99%	100%	*	100%	*	100%	*	*	*
Unweighted N	(385)	(211)	(174)	(151)	(83)	(107)	(44)	(209)	(80)	(62)	(34)

  

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	59%	75%	57%	*	79%	31%	57%	*	*	*	*	62%	*
Donald Trump	21%	5%	22%	*	6%	47%	28%	*	*	*	*	24%	*
Not sure	20%	20%	21%	*	15%	21%	15%	*	*	*	*	14%	*
Totals	100%	100%	100%	*	100%	99%	100%	*	*	*	*	100%	*
Unweighted N	(385)	(161)	(141)	(83)	(180)	(114)	(159)	(95)	(86)	(64)	(76)	(155)	(90)

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## 5AD. Vote of Fictional Characters — Scarlett O’Hara (Gone with the Wind)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	35%	41%	31%	*	*	31%	38%	36%	*	*	*
Donald Trump	35%	33%	36%	*	*	34%	38%	32%	*	*	*
Not sure	30%	25%	34%	*	*	35%	24%	32%	*	*	*
Totals	100%	99%	101%	*	*	100%	100%	100%	*	*	*
Unweighted N	(695)	(270)	(425)	(48)	(72)	(309)	(266)	(510)	(75)	(58)	(52)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	35%	51%	32%	22%	51%	20%	35%	36%	36%	38%	33%	34%	39%
Donald Trump	35%	25%	31%	48%	27%	52%	30%	39%	40%	22%	37%	37%	37%
Not sure	30%	24%	37%	30%	22%	29%	35%	24%	24%	40%	29%	29%	24%
Totals	100%	100%	100%	100%	100%	101%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(695)	(276)	(221)	(198)	(349)	(260)	(256)	(197)	(176)	(118)	(158)	(265)	(154)

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## 5AE. Vote of Fictional Characters — Steve Rogers (Captain America)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	42%	40%	45%	31%	49%	44%	44%	41%	*	*	*
Donald Trump	40%	45%	33%	41%	34%	43%	45%	44%	*	*	*
Not sure	18%	15%	22%	29%	17%	13%	11%	15%	*	*	*
Totals	100%	100%	100%	101%	100%	100%	100%	100%	*	*	*
Unweighted N	(524)	(296)	(228)	(150)	(103)	(171)	(100)	(318)	(76)	(75)	(55)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	42%	74%	33%	14%	76%	6%	43%	40%	51%	*	*	38%	46%
Donald Trump	40%	12%	37%	78%	8%	87%	41%	44%	31%	*	*	48%	34%
Not sure	18%	14%	29%	7%	16%	7%	17%	17%	17%	*	*	14%	20%
Totals	100%	100%	99%	99%	100%	100%	101%	101%	99%	*	*	100%	100%
Unweighted N	(524)	(200)	(199)	(125)	(249)	(168)	(201)	(147)	(116)	(90)	(99)	(197)	(138)

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## 5AF. Vote of Fictional Characters — Rocky Balboa

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	25%	24%	27%	16%	32%	27%	20%	20%	45%	*	*
Donald Trump	49%	53%	45%	40%	39%	48%	61%	55%	29%	*	*
Not sure	26%	23%	28%	44%	28%	24%	19%	25%	26%	*	*
Totals	100%	100%	100%	100%	99%	99%	100%	100%	100%	*	*
Unweighted N	(842)	(392)	(450)	(100)	(130)	(337)	(275)	(583)	(102)	(86)	(71)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	25%	52%	19%	5%	47%	4%	27%	24%	23%	27%	21%	26%	27%
Donald Trump	49%	16%	50%	80%	18%	85%	49%	51%	50%	44%	53%	51%	46%
Not sure	26%	32%	31%	15%	35%	11%	24%	25%	27%	29%	26%	23%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(842)	(314)	(297)	(231)	(395)	(314)	(333)	(235)	(188)	(167)	(184)	(293)	(198)

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## 5AG. Vote of Fictional Characters — Roseanne Conner (Roseanne)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	28%	26%	29%	*	20%	32%	30%	28%	*	*	*
Donald Trump	59%	64%	55%	*	59%	58%	61%	61%	*	*	*
Not sure	13%	10%	16%	*	21%	11%	9%	11%	*	*	*
Totals	100%	100%	100%	*	100%	101%	100%	100%	*	*	*
Unweighted N	(759)	(317)	(442)	(51)	(112)	(336)	(260)	(540)	(93)	(59)	(67)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	28%	32%	32%	20%	30%	20%	33%	23%	23%	35%	24%	29%	24%
Donald Trump	59%	59%	47%	70%	60%	70%	53%	63%	69%	48%	66%	57%	62%
Not sure	13%	9%	21%	11%	10%	10%	14%	14%	8%	17%	10%	14%	14%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(759)	(276)	(259)	(224)	(349)	(297)	(317)	(206)	(161)	(135)	(183)	(276)	(165)

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## 5AH. Vote of Fictional Characters — Leslie Knope (Parks and Recreation)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	80%	76%	83%	*	*	*	*	81%	*	*	*
Donald Trump	12%	17%	7%	*	*	*	*	12%	*	*	*
Not sure	8%	7%	10%	*	*	*	*	7%	*	*	*
Totals	100%	100%	100%	*	*	*	*	100%	*	*	*
Unweighted N	(246)	(126)	(120)	(65)	(54)	(84)	(43)	(174)	(20)	(32)	(20)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	80%	91%	*	*	92%	*	*	*	*	*	*	*	*
Donald Trump	12%	1%	*	*	0%	*	*	*	*	*	*	*	*
Not sure	8%	8%	*	*	8%	*	*	*	*	*	*	*	*
Totals	100%	100%	*	*	100%	*	*	*	*	*	*	*	*
Unweighted N	(246)	(125)	(85)	(36)	(153)	(54)	(82)	(63)	(77)	(43)	(66)	(77)	(60)

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## 5A1. Vote of Fictional Characters — Ted Lasso

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	54%	54%	55%	*	*	57%	*	56%	*	*	*
Donald Trump	21%	25%	17%	*	*	19%	*	19%	*	*	*
Not sure	24%	21%	28%	*	*	24%	*	25%	*	*	*
Totals	99%	100%	100%	*	*	100%	*	100%	*	*	*
Unweighted N	(377)	(185)	(192)	(89)	(55)	(134)	(99)	(258)	(49)	(38)	(32)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	54%	78%	38%	*	76%	*	58%	49%	60%	*	*	54%	*
Donald Trump	21%	7%	23%	*	6%	*	18%	32%	19%	*	*	23%	*
Not sure	24%	15%	38%	*	18%	*	24%	19%	21%	*	*	23%	*
Totals	99%	100%	99%	*	100%	*	100%	100%	100%	*	*	100%	*
Unweighted N	(377)	(191)	(119)	(67)	(228)	(92)	(121)	(101)	(117)	(75)	(83)	(142)	(77)



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## 5AJ. Vote of Fictional Characters — The Joker

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	21%	21%	20%	23%	17%	23%	19%	19%	26%	22%	*
Donald Trump	50%	53%	46%	37%	60%	47%	57%	52%	46%	52%	*
Not sure	30%	26%	34%	40%	24%	30%	24%	29%	27%	26%	*
Totals	101%	100%	100%	100%	101%	100%	100%	100%	99%	100%	*
Unweighted N	(900)	(421)	(479)	(193)	(148)	(325)	(234)	(584)	(119)	(120)	(77)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	21%	20%	18%	24%	18%	27%	21%	22%	22%	18%	17%	23%	21%
Donald Trump	50%	47%	53%	50%	54%	47%	50%	49%	52%	48%	49%	51%	50%
Not sure	30%	33%	29%	26%	29%	25%	29%	29%	26%	34%	34%	26%	29%
Totals	101%	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(900)	(348)	(318)	(234)	(419)	(315)	(367)	(251)	(189)	(165)	(189)	(321)	(225)

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## 5AK. Vote of Fictional Characters — Olivia Pope (Scandal)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	74%	*	72%	*	*	*	*	74%	*	*	*
Donald Trump	14%	*	14%	*	*	*	*	18%	*	*	*
Not sure	11%	*	14%	*	*	*	*	9%	*	*	*
Totals	99%	*	100%	*	*	*	*	101%	*	*	*
Unweighted N	(241)	(83)	(158)	(34)	(52)	(87)	(68)	(136)	(67)	(19)	(19)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	74%	90%	*	*	90%	*	*	*	*	*	*	77%	*
Donald Trump	14%	2%	*	*	1%	*	*	*	*	*	*	13%	*
Not sure	11%	9%	*	*	9%	*	*	*	*	*	*	10%	*
Totals	99%	101%	*	*	100%	*	*	*	*	*	*	100%	*
Unweighted N	(241)	(129)	(73)	(39)	(156)	(51)	(87)	(68)	(65)	(39)	(47)	(105)	(50)

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## 5AL. Vote of Fictional Characters — Liz Lemon (30 Rock)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	77%	76%	79%	*	*	74%	*	77%	*	*	*
Donald Trump	8%	9%	7%	*	*	13%	*	9%	*	*	*
Not sure	15%	15%	14%	*	*	14%	*	14%	*	*	*
Totals	100%	100%	100%	*	*	101%	*	100%	*	*	*
Unweighted N	(233)	(108)	(125)	(28)	(41)	(109)	(55)	(173)	(21)	(20)	(19)

  

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	77%	90%	*	*	89%	*	*	*	*	*	*	*	*
Donald Trump	8%	2%	*	*	2%	*	*	*	*	*	*	*	*
Not sure	15%	8%	*	*	9%	*	*	*	*	*	*	*	*
Totals	100%	100%	*	*	100%	*	*	*	*	*	*	*	*
Unweighted N	(233)	(116)	(78)	(39)	(146)	(50)	(82)	(61)	(70)	(44)	(55)	(79)	(55)

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## 5AM. Vote of Fictional Characters — John McClane (Die Hard)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	28%	25%	32%	*	*	28%	28%	27%	*	*	*
Donald Trump	50%	55%	43%	*	*	50%	63%	52%	*	*	*
Not sure	22%	20%	25%	*	*	22%	10%	21%	*	*	*
Totals	100%	100%	100%	*	*	100%	101%	100%	*	*	*
Unweighted N	(620)	(338)	(282)	(97)	(98)	(260)	(165)	(420)	(92)	(58)	(50)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	28%	51%	24%	7%	52%	3%	32%	25%	27%	35%	25%	27%	30%
Donald Trump	50%	19%	51%	82%	21%	88%	47%	55%	51%	38%	58%	51%	50%
Not sure	22%	29%	26%	10%	27%	9%	21%	20%	22%	28%	17%	23%	21%
Totals	100%	99%	101%	99%	100%	100%	100%	100%	100%	101%	100%	101%	101%
Unweighted N	(620)	(241)	(207)	(172)	(286)	(233)	(254)	(161)	(140)	(106)	(132)	(236)	(146)

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## 5AN. Vote of Fictional Characters — Michael Scott (The Office)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	34%	39%	28%	28%	*	38%	*	31%	*	*	*
Donald Trump	40%	40%	41%	37%	*	38%	*	44%	*	*	*
Not sure	26%	22%	30%	35%	*	24%	*	25%	*	*	*
Totals	100%	101%	99%	100%	*	100%	*	100%	*	*	*
Unweighted N	(437)	(227)	(210)	(147)	(87)	(140)	(63)	(287)	(48)	(59)	(43)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	34%	54%	28%	*	50%	20%	29%	36%	34%	*	23%	35%	42%
Donald Trump	40%	17%	41%	*	23%	60%	48%	38%	34%	*	59%	39%	32%
Not sure	26%	29%	31%	*	27%	20%	23%	26%	32%	*	19%	25%	26%
Totals	100%	100%	100%	*	100%	100%	100%	100%	100%	*	101%	99%	100%
Unweighted N	(437)	(179)	(164)	(94)	(216)	(129)	(147)	(124)	(117)	(81)	(100)	(147)	(109)

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## 5AO. Vote of Fictional Characters — Alex P. Keaton (Family Ties)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	25%	28%	23%	*	*	17%	31%	26%	*	*	*
Donald Trump	62%	60%	63%	*	*	70%	59%	61%	*	*	*
Not sure	13%	12%	14%	*	*	14%	10%	13%	*	*	*
Totals	100%	100%	100%	*	*	101%	100%	100%	*	*	*
Unweighted N	(607)	(237)	(370)	(31)	(53)	(335)	(188)	(432)	(87)	(46)	(42)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	25%	34%	26%	15%	32%	15%	25%	27%	22%	27%	18%	29%	24%
Donald Trump	62%	54%	54%	76%	55%	77%	60%	63%	66%	51%	72%	60%	60%
Not sure	13%	12%	19%	10%	13%	8%	15%	10%	12%	22%	10%	11%	16%
Totals	100%	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(607)	(233)	(196)	(178)	(292)	(236)	(238)	(168)	(146)	(117)	(145)	(217)	(128)

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## 5AP. Vote of Fictional Characters — Walter White (Breaking Bad)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	28%	28%	28%	20%	27%	33%	*	26%	*	*	*
Donald Trump	42%	47%	37%	41%	40%	47%	*	43%	*	*	*
Not sure	30%	25%	35%	38%	33%	20%	*	31%	*	*	*
Totals	100%	100%	100%	99%	100%	100%	*	100%	*	*	*
Unweighted N	(514)	(272)	(242)	(151)	(100)	(176)	(87)	(345)	(56)	(65)	(48)

  

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	28%	46%	22%	8%	51%	13%	23%	35%	34%	30%	20%	25%	37%
Donald Trump	42%	23%	42%	71%	20%	64%	46%	43%	40%	39%	52%	49%	29%
Not sure	30%	30%	35%	21%	28%	22%	31%	22%	27%	31%	28%	26%	34%
Totals	100%	99%	99%	100%	99%	99%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(514)	(223)	(183)	(108)	(270)	(150)	(188)	(143)	(123)	(101)	(109)	(165)	(139)

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## 5AQ. Vote of Fictional Characters — Pete "Maverick" Mitchell (Top Gun)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	24%	24%	23%	*	*	26%	18%	20%	*	*	*
Donald Trump	54%	53%	56%	*	*	55%	68%	59%	*	*	*
Not sure	22%	23%	21%	*	*	20%	14%	20%	*	*	*
Totals	100%	100%	100%	*	*	101%	100%	99%	*	*	*
Unweighted N	(581)	(294)	(287)	(91)	(88)	(236)	(166)	(417)	(66)	(54)	(44)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	24%	48%	20%	5%	42%	4%	24%	24%	24%	31%	21%	21%	26%
Donald Trump	54%	21%	54%	85%	24%	87%	58%	49%	58%	44%	63%	59%	48%
Not sure	22%	31%	26%	10%	34%	9%	18%	27%	18%	25%	17%	21%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(581)	(210)	(200)	(171)	(265)	(230)	(208)	(160)	(150)	(100)	(127)	(205)	(149)



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## 5AR. Vote of Fictional Characters — Nurse Ratched (One Flew Over the Cuckoo’s Nest)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	27%	32%	23%	*	*	25%	32%	27%	*	*	*
Donald Trump	43%	42%	44%	*	*	43%	44%	41%	*	*	*
Not sure	30%	26%	33%	*	*	32%	24%	32%	*	*	*
Totals	100%	100%	100%	*	*	100%	100%	100%	*	*	*
Unweighted N	(521)	(218)	(303)	(36)	(51)	(225)	(209)	(391)	(45)	(42)	(43)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	27%	31%	20%	29%	26%	30%	29%	29%	22%	*	24%	28%	32%
Donald Trump	43%	32%	52%	48%	43%	47%	37%	47%	51%	*	44%	41%	47%
Not sure	30%	37%	28%	23%	31%	23%	33%	24%	27%	*	32%	31%	21%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	*	100%	100%	100%
Unweighted N	(521)	(218)	(163)	(140)	(283)	(177)	(187)	(152)	(131)	(91)	(127)	(180)	(123)

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## 5AS. Vote of Fictional Characters — John Rambo (First Blood)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	20%	18%	22%	*	*	20%	16%	16%	*	*	*
Donald Trump	59%	65%	51%	*	*	58%	70%	66%	*	*	*
Not sure	21%	17%	27%	*	*	22%	13%	18%	*	*	*
Totals	100%	100%	100%	*	*	100%	99%	100%	*	*	*
Unweighted N	(614)	(353)	(261)	(73)	(94)	(271)	(176)	(409)	(84)	(61)	(60)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	20%	51%	10%	2%	48%	1%	20%	23%	17%	22%	15%	21%	21%
Donald Trump	59%	21%	64%	89%	26%	92%	62%	53%	62%	45%	70%	60%	61%
Not sure	21%	28%	26%	9%	27%	7%	18%	24%	21%	33%	15%	20%	19%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(614)	(220)	(221)	(173)	(271)	(240)	(265)	(150)	(131)	(106)	(137)	(226)	(145)

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## 5AT. Vote of Fictional Characters — Tony Soprano (The Sopranos)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	19%	20%	19%	24%	31%	16%	11%	15%	*	*	*
Donald Trump	57%	60%	54%	49%	44%	60%	72%	61%	*	*	*
Not sure	23%	20%	27%	27%	26%	24%	17%	24%	*	*	*
Totals	99%	100%	100%	100%	101%	100%	100%	100%	*	*	*
Unweighted N	(666)	(324)	(342)	(107)	(102)	(269)	(188)	(454)	(90)	(71)	(51)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	19%	33%	14%	7%	30%	6%	20%	20%	21%	23%	10%	20%	24%
Donald Trump	57%	41%	59%	76%	43%	80%	56%	59%	59%	48%	70%	54%	59%
Not sure	23%	26%	27%	16%	27%	14%	24%	20%	20%	29%	20%	25%	17%
Totals	99%	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(666)	(282)	(229)	(155)	(347)	(223)	(253)	(187)	(153)	(139)	(155)	(224)	(148)

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## 5AU. Vote of Fictional Characters — Hannibal Lecter (The Silence of the Lambs)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	14%	11%	18%	*	13%	14%	15%	14%	*	*	*
Donald Trump	50%	52%	48%	*	58%	50%	55%	51%	*	*	*
Not sure	35%	37%	34%	*	28%	37%	30%	35%	*	*	*
Totals	99%	100%	100%	*	99%	101%	100%	100%	*	*	*
Unweighted N	(785)	(350)	(435)	(91)	(127)	(332)	(235)	(549)	(94)	(74)	(68)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	14%	15%	11%	17%	17%	18%	11%	17%	19%	9%	14%	16%	16%
Donald Trump	50%	45%	50%	57%	51%	51%	52%	51%	50%	40%	53%	56%	45%
Not sure	35%	40%	38%	27%	32%	31%	37%	32%	31%	50%	33%	28%	39%
Totals	99%	100%	99%	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(785)	(310)	(272)	(203)	(392)	(276)	(310)	(217)	(183)	(152)	(182)	(274)	(177)

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## 5AV. Vote of Fictional Characters — Biff Tannen (Back to the Future)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	18%	17%	19%	*	*	15%	17%	17%	*	*	*
Donald Trump	64%	66%	61%	*	*	63%	68%	66%	*	*	*
Not sure	18%	17%	20%	*	*	23%	15%	18%	*	*	*
Totals	100%	100%	100%	*	*	101%	100%	101%	*	*	*
Unweighted N	(592)	(299)	(293)	(85)	(98)	(251)	(158)	(409)	(65)	(64)	(54)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	18%	24%	16%	14%	22%	17%	17%	18%	26%	*	13%	18%	20%
Donald Trump	64%	63%	60%	69%	66%	62%	67%	63%	61%	*	69%	69%	58%
Not sure	18%	13%	24%	18%	12%	21%	17%	19%	13%	*	17%	12%	21%
Totals	100%	100%	100%	101%	100%	100%	101%	100%	100%	*	99%	99%	99%
Unweighted N	(592)	(223)	(213)	(156)	(269)	(222)	(238)	(162)	(130)	(98)	(137)	(205)	(152)

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## 5AW. Vote of Fictional Characters — Dwight Schrute (The Office)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	24%	27%	22%	20%	*	21%	*	24%	*	*	*
Donald Trump	51%	56%	45%	49%	*	59%	*	49%	*	*	*
Not sure	25%	17%	33%	30%	*	20%	*	26%	*	*	*
Totals	100%	100%	100%	99%	*	100%	*	99%	*	*	*
Unweighted N	(399)	(205)	(194)	(126)	(72)	(138)	(63)	(277)	(35)	(50)	(37)

  

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	24%	32%	29%	*	31%	20%	23%	24%	19%	*	*	26%	*
Donald Trump	51%	31%	53%	*	41%	63%	52%	46%	59%	*	*	52%	*
Not sure	25%	37%	19%	*	28%	17%	25%	30%	22%	*	*	22%	*
Totals	100%	100%	101%	*	100%	100%	100%	100%	100%	*	*	100%	*
Unweighted N	(399)	(165)	(144)	(90)	(200)	(118)	(135)	(110)	(108)	(77)	(88)	(137)	(97)

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## 5AX. Vote of Fictional Characters — Hank Hill (King of the Hill)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	16%	13%	20%	*	21%	14%	*	15%	*	*	*
Donald Trump	66%	74%	56%	*	61%	69%	*	67%	*	*	*
Not sure	18%	13%	24%	*	18%	18%	*	18%	*	*	*
Totals	100%	100%	100%	*	100%	101%	*	100%	*	*	*
Unweighted N	(536)	(288)	(248)	(94)	(122)	(226)	(94)	(345)	(71)	(66)	(54)

  

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	16%	27%	15%	4%	24%	5%	14%	19%	15%	*	11%	14%	21%
Donald Trump	66%	47%	66%	87%	54%	85%	70%	64%	61%	*	75%	70%	66%
Not sure	18%	25%	19%	9%	22%	10%	16%	17%	23%	*	14%	16%	13%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	99%	*	100%	100%	100%
Unweighted N	(536)	(207)	(205)	(124)	(259)	(179)	(238)	(137)	(109)	(84)	(124)	(197)	(131)

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## 5AY. Vote of Fictional Characters — Ron Swanson (Parks and Recreation)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	29%	28%	29%	*	*	*	*	28%	*	*	*
Donald Trump	47%	46%	48%	*	*	*	*	48%	*	*	*
Not sure	24%	26%	23%	*	*	*	*	24%	*	*	*
Totals	100%	100%	100%	*	*	*	*	100%	*	*	*
Unweighted N	(282)	(152)	(130)	(84)	(63)	(91)	(44)	(197)	(23)	(39)	(23)

  

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	29%	38%	*	*	40%	*	*	*	*	*	*	*	*
Donald Trump	47%	29%	*	*	37%	*	*	*	*	*	*	*	*
Not sure	24%	33%	*	*	23%	*	*	*	*	*	*	*	*
Totals	100%	100%	*	*	100%	*	*	*	*	*	*	*	*
Unweighted N	(282)	(128)	(97)	(57)	(158)	(76)	(94)	(69)	(84)	(46)	(76)	(89)	(71)



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## 5AZ. Vote of Fictional Characters — Archie Bunker (All in the Family)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	9%	9%	9%	*	*	6%	7%	7%	6%	*	*
Donald Trump	78%	81%	76%	*	*	80%	86%	82%	74%	*	*
Not sure	13%	11%	15%	*	*	14%	7%	11%	20%	*	*
Totals	100%	101%	100%	*	*	100%	100%	100%	100%	*	*
Unweighted N	(780)	(320)	(460)	(36)	(87)	(359)	(298)	(561)	(101)	(57)	(61)

  

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	9%	15%	8%	3%	15%	5%	9%	10%	10%	8%	4%	10%	14%
Donald Trump	78%	70%	74%	89%	75%	90%	79%	77%	84%	65%	85%	82%	74%
Not sure	13%	14%	18%	8%	10%	5%	13%	14%	6%	27%	11%	8%	12%
Totals	100%	99%	100%	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(780)	(300)	(246)	(234)	(370)	(311)	(312)	(223)	(170)	(146)	(187)	(285)	(162)

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## 5BA. Vote of Fictional Characters — Don Draper (Mad Men)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	21%	19%	24%	*	*	23%	*	18%	*	*	*
Donald Trump	64%	68%	61%	*	*	60%	*	69%	*	*	*
Not sure	14%	13%	16%	*	*	18%	*	12%	*	*	*
Totals	99%	100%	101%	*	*	101%	*	99%	*	*	*
Unweighted N	(293)	(145)	(148)	(49)	(52)	(124)	(68)	(203)	(31)	(30)	(29)

  

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	21%	34%	*	*	28%	*	*	*	*	*	*	*	*
Donald Trump	64%	51%	*	*	56%	*	*	*	*	*	*	*	*
Not sure	14%	15%	*	*	16%	*	*	*	*	*	*	*	*
Totals	99%	100%	*	*	100%	*	*	*	*	*	*	*	*
Unweighted N	(293)	(159)	(90)	(44)	(181)	(68)	(97)	(78)	(92)	(64)	(65)	(96)	(68)

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## 5BB. Vote of Fictional Characters — Jack Donaghy (30 Rock)

If the following character were to vote in the 2024 presidential election, which of these candidates do you think they would vote for?

*Respondents were only asked about characters they said they were familiar with in a previous question*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	28%	27%	30%	*	*	*	*	30%	*	*	*
Donald Trump	46%	47%	45%	*	*	*	*	47%	*	*	*
Not sure	26%	25%	26%	*	*	*	*	23%	*	*	*
Totals	100%	99%	101%	*	*	*	*	100%	*	*	*
Unweighted N	(200)	(100)	(100)	(24)	(37)	(94)	(45)	(142)	(21)	(20)	(17)

  

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	28%	39%	*	*	35%	*	*	*	*	*	*	*	*
Donald Trump	46%	37%	*	*	39%	*	*	*	*	*	*	*	*
Not sure	26%	23%	*	*	26%	*	*	*	*	*	*	*	*
Totals	100%	99%	*	*	100%	*	*	*	*	*	*	*	*
Unweighted N	(200)	(103)	(60)	(37)	(129)	(45)	(75)	(46)	(63)	(34)	(49)	(64)	(53)

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## 6. Representation of Democrats

Generally speaking, do you think that Democrats are overrepresented, underrepresented, or appropriately represented among fictional TV and movie characters, relative to their share of the overall population?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	29%	34%	24%	20%	24%	34%	37%	34%	8%	29%	27%
Appropriately represented	34%	32%	35%	46%	39%	28%	24%	33%	42%	32%	29%
Underrepresented	11%	11%	11%	10%	11%	10%	14%	9%	21%	15%	10%
Not sure	26%	22%	29%	23%	26%	29%	25%	25%	29%	25%	33%
Totals	100%	99%	99%	99%	100%	101%	100%	101%	100%	101%	99%
Unweighted N	(1,165)	(530)	(635)	(253)	(196)	(402)	(314)	(756)	(163)	(145)	(101)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	29%	7%	27%	55%	5%	65%	26%	29%	36%	29%	35%	29%	25%
Appropriately represented	34%	53%	28%	20%	54%	15%	33%	36%	38%	33%	29%	34%	37%
Underrepresented	11%	23%	8%	2%	19%	2%	12%	11%	9%	12%	9%	14%	9%
Not sure	26%	17%	37%	23%	22%	18%	29%	24%	17%	26%	27%	23%	29%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,165)	(439)	(401)	(325)	(521)	(428)	(486)	(315)	(235)	(213)	(247)	(430)	(275)

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## 7. Representation of Republicans

Generally speaking, do you think that Republicans are overrepresented, underrepresented, or appropriately represented among fictional TV and movie characters, relative to their share of the overall population?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Overrepresented	17%	17%	17%	14%	18%	17%	18%	14%	30%	22%	10%
Appropriately represented	30%	33%	27%	38%	35%	27%	22%	31%	30%	28%	28%
Underrepresented	27%	30%	25%	23%	22%	30%	34%	32%	11%	20%	25%
Not sure	26%	20%	30%	25%	25%	26%	26%	23%	29%	30%	37%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,159)	(527)	(632)	(250)	(196)	(398)	(315)	(753)	(162)	(144)	(100)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Overrepresented	17%	33%	15%	2%	29%	3%	20%	17%	12%	18%	17%	16%	17%
Appropriately represented	30%	36%	26%	28%	38%	22%	31%	30%	33%	26%	26%	34%	32%
Underrepresented	27%	9%	23%	50%	8%	61%	21%	30%	37%	29%	31%	28%	22%
Not sure	26%	22%	35%	19%	25%	15%	27%	24%	18%	27%	26%	22%	30%
Totals	100%	100%	99%	99%	100%	101%	99%	101%	100%	100%	100%	100%	101%
Unweighted N	(1,159)	(438)	(399)	(322)	(522)	(424)	(481)	(315)	(235)	(210)	(245)	(430)	(274)

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<b>Interviewing Dates</b>	October 25 - 28, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.052 to 6.653, with a mean of one and a standard deviation of 0.983.
<b>Number of respondents</b>	1167
<b>Margin of error</b>	± 4% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	83 questions not reported.