YouGov Survey: Literary and Film Love Interests

YouGov®

Sample	1000 U.S. Adult Citizens
Conducted	November 13 - 19, 2023
Margin of Error	±3.9%

1. Do you have a favorable or unfavorable opinion of the following?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Romeo from Romeo and Juliet	27%	40%	11%	3%	19%
Juliet from Romeo and Juliet	29%	40%	9%	3%	18%
Mr. Darcy from Pride and Prejudice	15%	19%	6%	2%	58%
Elizabeth Bennet from Pride and Prejudice	16%	20%	4%	1%	58%
Heathcliff from Wuthering Heights	9%	18%	7%	3%	64%
Catherine Earnshaw from Wuthering Heights	8%	17%	6%	2%	68%
Jay Gatsby from The Great Gatsby	13%	25%	12%	3%	47%
Daisy Buchanan from The Great Gatsby	11%	20%	10%	5%	54%
Rhett Butler from Gone with the Wind	26%	25%	8%	3%	38%
Scarlett O'Hara from Gone with the Wind	24%	25%	13%	6%	32%
Han Solo from Star Wars	41%	27%	4%	4%	24%
Princess Leia from Star Wars	41%	31%	5%	3%	21%
Danny from Grease	25%	32%	9%	2%	32%
Sandy from Grease	34%	31%	6%	2%	27%
Jack from Titanic	37%	34%	6%	4%	20%
Rose from Titanic	35%	32%	10%	4%	19%
Edward Cullen from Twilight	17%	20%	11%	8%	43%
Bella Swan from Twilight	18%	18%	11%	10%	42%
Christian Grey from Fifty Shades of Grey	14%	15%	10%	15%	47%
Anastasia Steele from Fifty Shades of Grey	14%	17%	8%	10%	51%
Noah from The Notebook	22%	17%	4%	2%	55%
Allie from The Notebook	18%	21%	5%	1%	55%
Westley from The Princess Bride	25%	21%	4%	1%	50%
Buttercup from The Princess Bride	23%	21%	4%	2%	50%

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Romeo and Juliet 58%
Pride and Prejudice 24%
Wuthering Heights 14%
The Great Gatsby 35%
Gone with the Wind 50%
Twilight 41%
Fifty Shades of Grey 29%
The Notebook 37%
The Princess Bride 42%
Star Wars 65%
Grease 63%
Titanic 73%
None of the above 6%

3. Have you ever read the following books? Select all that apply.

Romeo and Juliet 39%
Pride and Prejudice 17%
Wuthering Heights 13%
The Great Gatsby 26%
Gone with the Wind 18%
Twilight 18%
Fifty Shades of Grey 16%
The Notebook 13%
The Princess Bride 8%
None of the above 39%

4. With which group do you most closely identify?

Heterosexual / straight 89%
Lesbian / gay woman 1%
Gay man 1%
Bisexual 4%
Other 2%
Prefer not to say 2%

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Interviewing Dates   November 13 - 19, 2023

Target population   U.S. Citizens, aged 18 and over.

Sampling method   Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.

Weighting   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 0.107 to 6.541, with a mean of one and a standard deviation of 0.772.

Number of respondents   1000

Margin of error $\pm$ 3.9% (adjusted for weighting)

Survey mode   Web-based interviews

Questions not reported   70 questions not reported.

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1A. Favorability of Literary and Film Love Interests — Romeo from Romeo and Juliet
Do you have a favorable or unfavorable opinion of the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	27%	25%	29%	25%	26%	28%	30%	26%	34%	28%	21%
Somewhat favorable	40%	43%	37%	37%	38%	41%	44%	42%	28%	42%	37%
Somewhat unfavorable	11%	10%	12%	12%	15%	10%	7%	10%	8%	13%	18%
Very unfavorable	3%	4%	3%	6%	5%	2%	1%	3%	4%	4%	5%
Don't know	19%	18%	19%	20%	16%	20%	18%	19%	25%	14%	19%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	99%	101%	100%
Unweighted N	(999)	(431)	(568)	(148)	(240)	(376)	(235)	(670)	(99)	(143)	(87)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	27%	25%	21%	37%	23%	28%	30%	29%	28%	27%	25%	29%	27%
Somewhat favorable	40%	41%	40%	39%	43%	44%	35%	44%	45%	38%	43%	40%	38%
Somewhat unfavorable	11%	15%	12%	5%	14%	7%	9%	12%	15%	12%	11%	8%	14%
Very unfavorable	3%	4%	4%	2%	3%	2%	3%	3%	2%	5%	5%	2%	1%
Don't know	19%	16%	22%	18%	17%	19%	23%	12%	11%	17%	16%	21%	21%
Totals	100%	101%	99%	101%	100%	100%	100%	100%	101%	99%	100%	100%	101%
Unweighted N	(999)	(362)	(374)	(263)	(372)	(319)	(450)	(281)	(173)	(156)	(224)	(392)	(227)

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1B. Favorability of Literary and Film Love Interests — Juliet from Romeo and Juliet
Do you have a favorable or unfavorable opinion of the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	29%	28%	31%	26%	28%	31%	31%	28%	35%	33%	22%
Somewhat favorable	40%	40%	40%	41%	40%	36%	44%	43%	28%	37%	35%
Somewhat unfavorable	9%	9%	9%	11%	13%	8%	5%	9%	3%	11%	23%
Very unfavorable	3%	4%	3%	6%	3%	3%	1%	1%	8%	6%	9%
Don't know	18%	20%	17%	17%	15%	21%	19%	19%	26%	13%	11%
Totals	99%	101%	100%	101%	99%	99%	100%	100%	100%	100%	100%
Unweighted N	(996)	(431)	(565)	(148)	(240)	(374)	(234)	(669)	(98)	(143)	(86)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	29%	30%	22%	36%	28%	28%	31%	32%	26%	32%	31%	28%	28%
Somewhat favorable	40%	43%	41%	36%	43%	42%	36%	42%	47%	39%	40%	40%	40%
Somewhat unfavorable	9%	9%	10%	9%	10%	9%	6%	13%	11%	9%	8%	10%	10%
Very unfavorable	3%	4%	4%	2%	2%	2%	5%	2%	2%	1%	6%	2%	4%
Don't know	18%	15%	22%	18%	17%	19%	22%	11%	14%	19%	15%	21%	18%
Totals	99%	101%	99%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(996)	(359)	(373)	(264)	(370)	(320)	(449)	(280)	(173)	(155)	(224)	(391)	(226)

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1C. Favorability of Literary and Film Love Interests — Mr. Darcy from Pride and Prejudice
Do you have a favorable or unfavorable opinion of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	15%	12%	18%	20%	21%	11%	11%	13%	21%	19%	19%
Somewhat favorable	19%	15%	24%	23%	20%	18%	17%	20%	13%	23%	18%
Somewhat unfavorable	6%	9%	2%	8%	7%	4%	6%	6%	3%	9%	3%
Very unfavorable	2%	2%	1%	3%	1%	2%	0%	1%	1%	5%	0%
Don't know	58%	62%	54%	45%	51%	66%	66%	60%	62%	45%	60%
Totals	100%	100%	99%	99%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(997)	(430)	(567)	(146)	(240)	(376)	(235)	(669)	(98)	(143)	(87)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	15%	15%	10%	22%	14%	15%	13%	17%	18%	21%	11%	13%	19%
Somewhat favorable	19%	25%	16%	17%	21%	19%	15%	26%	25%	18%	19%	21%	18%
Somewhat unfavorable	6%	6%	7%	5%	7%	4%	6%	8%	3%	7%	6%	6%	4%
Very unfavorable	2%	2%	2%	2%	1%	1%	2%	1%	1%	1%	3%	2%	0%
Don't know	58%	53%	65%	55%	58%	62%	63%	47%	52%	53%	61%	58%	58%
Totals	100%	101%	100%	101%	101%	101%	99%	99%	99%	100%	100%	100%	99%
Unweighted N	(997)	(361)	(373)	(263)	(370)	(319)	(450)	(279)	(173)	(155)	(224)	(391)	(227)

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1D. Favorability of Literary and Film Love Interests — Elizabeth Bennet from Pride and Prejudice
Do you have a favorable or unfavorable opinion of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	16%	12%	19%	19%	20%	13%	11%	15%	14%	17%	21%
Somewhat favorable	20%	20%	21%	24%	24%	15%	20%	21%	13%	28%	12%
Somewhat unfavorable	4%	6%	3%	8%	6%	3%	1%	4%	7%	6%	3%
Very unfavorable	1%	1%	2%	5%	0%	1%	0%	1%	1%	1%	8%
Don't know	58%	61%	55%	44%	49%	68%	67%	59%	65%	48%	56%
Totals	99%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(996)	(429)	(567)	(147)	(240)	(375)	(234)	(668)	(98)	(143)	(87)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	16%	17%	11%	20%	18%	11%	16%	20%	14%	16%	17%	14%	18%
Somewhat favorable	20%	23%	20%	19%	19%	24%	18%	24%	28%	23%	19%	19%	22%
Somewhat unfavorable	4%	6%	3%	5%	6%	2%	5%	5%	3%	9%	3%	4%	4%
Very unfavorable	1%	2%	1%	0%	0%	0%	2%	0%	1%	1%	0%	1%	3%
Don't know	58%	51%	66%	56%	57%	63%	60%	50%	54%	51%	61%	62%	53%
Totals	99%	99%	101%	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%
Unweighted N	(996)	(361)	(373)	(262)	(371)	(317)	(449)	(281)	(171)	(154)	(224)	(391)	(227)

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1E. Favorability of Literary and Film Love Interests — Heathcliff from Wuthering Heights
Do you have a favorable or unfavorable opinion of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	9%	9%	10%	11%	11%	9%	6%	8%	19%	9%	5%
Somewhat favorable	18%	17%	18%	20%	14%	18%	18%	19%	12%	17%	16%
Somewhat unfavorable	7%	8%	5%	6%	8%	4%	9%	7%	1%	11%	2%
Very unfavorable	3%	3%	3%	4%	5%	2%	2%	2%	3%	7%	0%
Don't know	64%	63%	64%	59%	62%	67%	65%	63%	65%	56%	77%
Totals	101%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(997)	(430)	(567)	(148)	(240)	(376)	(233)	(668)	(99)	(143)	(87)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	9%	10%	6%	13%	7%	10%	11%	9%	6%	13%	7%	10%	7%
Somewhat favorable	18%	19%	15%	19%	16%	19%	14%	21%	24%	20%	11%	18%	20%
Somewhat unfavorable	7%	8%	6%	6%	8%	6%	6%	9%	8%	8%	8%	5%	7%
Very unfavorable	3%	3%	4%	1%	3%	2%	3%	2%	6%	3%	4%	3%	3%
Don't know	64%	60%	69%	61%	67%	63%	65%	59%	57%	56%	69%	64%	63%
Totals	101%	100%	100%	100%	101%	100%	99%	100%	101%	100%	99%	100%	100%
Unweighted N	(997)	(361)	(373)	(263)	(370)	(319)	(449)	(281)	(172)	(156)	(225)	(390)	(226)

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1F. Favorability of Literary and Film Love Interests — Catherine Earnshaw from Wuthering Heights
Do you have a favorable or unfavorable opinion of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	8%	9%	8%	8%	11%	7%	7%	8%	15%	6%	2%
Somewhat favorable	17%	17%	17%	19%	18%	15%	17%	18%	10%	24%	12%
Somewhat unfavorable	6%	5%	6%	12%	4%	4%	4%	6%	7%	4%	7%
Very unfavorable	2%	2%	1%	2%	1%	2%	0%	1%	1%	5%	0%
Don't know	68%	67%	68%	59%	65%	72%	72%	68%	67%	61%	80%
Totals	101%	100%	100%	100%	99%	100%	100%	101%	100%	100%	101%
Unweighted N	(998)	(431)	(567)	(148)	(239)	(375)	(236)	(670)	(98)	(143)	(87)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	8%	9%	5%	11%	9%	8%	9%	10%	7%	8%	5%	10%	8%
Somewhat favorable	17%	19%	12%	20%	14%	19%	14%	18%	26%	18%	13%	18%	18%
Somewhat unfavorable	6%	7%	6%	4%	7%	3%	5%	7%	6%	9%	6%	5%	5%
Very unfavorable	2%	2%	2%	1%	1%	1%	2%	1%	1%	3%	2%	1%	1%
Don't know	68%	64%	75%	63%	69%	69%	70%	64%	60%	62%	74%	66%	69%
Totals	101%	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(998)	(362)	(373)	(263)	(372)	(319)	(449)	(281)	(173)	(155)	(225)	(391)	(227)

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1G. Favorability of Literary and Film Love Interests — Jay Gatsby from The Great Gatsby
Do you have a favorable or unfavorable opinion of the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	13%	15%	12%	22%	17%	9%	8%	10%	28%	19%	10%
Somewhat favorable	25%	25%	25%	25%	28%	19%	29%	26%	13%	27%	25%
Somewhat unfavorable	12%	13%	10%	14%	10%	11%	13%	14%	0%	10%	8%
Very unfavorable	3%	3%	2%	2%	4%	4%	2%	3%	1%	2%	4%
Don't know	47%	44%	51%	37%	41%	58%	48%	46%	57%	42%	52%
Totals	100%	100%	100%	100%	100%	101%	100%	99%	99%	100%	99%
Unweighted N	(997)	(431)	(566)	(148)	(240)	(373)	(236)	(669)	(98)	(143)	(87)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	13%	16%	8%	17%	9%	14%	15%	11%	11%	14%	12%	13%	16%
Somewhat favorable	25%	29%	21%	25%	29%	25%	21%	28%	30%	22%	25%	24%	27%
Somewhat unfavorable	12%	12%	14%	8%	14%	7%	9%	16%	16%	18%	7%	12%	11%
Very unfavorable	3%	2%	4%	3%	3%	2%	3%	4%	2%	2%	4%	3%	3%
Don't know	47%	41%	53%	48%	44%	51%	53%	42%	41%	44%	52%	49%	44%
Totals	100%	100%	100%	101%	99%	99%	101%	101%	100%	100%	100%	101%	101%
Unweighted N	(997)	(362)	(373)	(262)	(372)	(319)	(449)	(281)	(172)	(154)	(225)	(392)	(226)

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1H. Favorability of Literary and Film Love Interests — Daisy Buchanan from The Great Gatsby
Do you have a favorable or unfavorable opinion of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	11%	12%	11%	12%	18%	8%	7%	11%	19%	10%	4%
Somewhat favorable	20%	21%	19%	31%	18%	15%	19%	20%	13%	28%	20%
Somewhat unfavorable	10%	8%	12%	12%	11%	9%	10%	10%	7%	16%	11%
Very unfavorable	5%	6%	4%	10%	6%	4%	1%	4%	3%	3%	13%
Don't know	54%	53%	55%	36%	47%	64%	64%	56%	57%	43%	52%
Totals	100%	100%	101%	101%	100%	100%	101%	101%	99%	100%	100%
Unweighted N	(999)	(432)	(567)	(148)	(240)	(375)	(236)	(670)	(99)	(143)	(87)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	11%	8%	8%	17%	9%	12%	10%	12%	17%	15%	9%	11%	9%
Somewhat favorable	20%	25%	17%	16%	20%	17%	19%	18%	23%	16%	23%	17%	24%
Somewhat unfavorable	10%	15%	10%	6%	15%	8%	9%	13%	10%	13%	8%	11%	10%
Very unfavorable	5%	5%	6%	3%	5%	2%	5%	6%	3%	6%	3%	5%	5%
Don't know	54%	46%	58%	57%	50%	62%	57%	50%	47%	50%	57%	56%	51%
Totals	100%	99%	99%	99%	99%	101%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(999)	(362)	(374)	(263)	(372)	(320)	(451)	(281)	(172)	(156)	(225)	(392)	(226)

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1I. Favorability of Literary and Film Love Interests — Rhett Butler from Gone with the Wind
Do you have a favorable or unfavorable opinion of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	26%	23%	29%	12%	18%	30%	41%	28%	25%	21%	14%
Somewhat favorable	25%	26%	24%	16%	22%	27%	34%	28%	9%	26%	26%
Somewhat unfavorable	8%	8%	8%	7%	8%	9%	6%	8%	2%	15%	5%
Very unfavorable	3%	5%	2%	4%	4%	5%	1%	3%	7%	3%	5%
Don't know	38%	38%	37%	61%	48%	29%	18%	33%	56%	35%	50%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(998)	(430)	(568)	(148)	(240)	(375)	(235)	(669)	(99)	(143)	(87)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	26%	21%	21%	37%	19%	38%	28%	29%	24%	28%	21%	28%	26%
Somewhat favorable	25%	27%	21%	28%	25%	31%	20%	26%	37%	19%	26%	27%	26%
Somewhat unfavorable	8%	11%	7%	6%	11%	6%	7%	10%	9%	6%	8%	7%	11%
Very unfavorable	3%	4%	5%	1%	7%	1%	3%	5%	3%	4%	3%	4%	3%
Don't know	38%	37%	46%	29%	38%	25%	42%	30%	27%	43%	42%	35%	34%
Totals	100%	100%	100%	101%	100%	101%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(998)	(362)	(374)	(262)	(372)	(318)	(449)	(281)	(173)	(156)	(224)	(391)	(227)

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1J. Favorability of Literary and Film Love Interests — Scarlett O'Hara from Gone with the Wind
Do you have a favorable or unfavorable opinion of the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	24%	18%	29%	13%	16%	29%	35%	25%	27%	22%	9%
Somewhat favorable	25%	27%	24%	15%	28%	27%	28%	27%	10%	29%	26%
Somewhat unfavorable	13%	15%	11%	10%	10%	13%	18%	14%	7%	8%	14%
Very unfavorable	6%	7%	6%	7%	7%	7%	5%	5%	7%	10%	7%
Don't know	32%	33%	31%	56%	39%	24%	15%	28%	50%	31%	45%
Totals	100%	100%	101%	101%	100%	100%	101%	99%	101%	100%	101%
Unweighted N	(996)	(430)	(566)	(147)	(239)	(376)	(234)	(668)	(99)	(142)	(87)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	24%	20%	20%	33%	18%	35%	25%	27%	19%	23%	25%	24%	22%
Somewhat favorable	25%	23%	21%	31%	25%	30%	22%	27%	34%	19%	19%	29%	29%
Somewhat unfavorable	13%	15%	12%	11%	17%	12%	11%	12%	19%	13%	13%	12%	13%
Very unfavorable	6%	9%	7%	2%	10%	4%	6%	9%	6%	6%	8%	5%	6%
Don't know	32%	32%	40%	22%	31%	20%	36%	24%	22%	38%	35%	30%	29%
Totals	100%	99%	100%	99%	101%	101%	100%	99%	100%	99%	100%	100%	99%
Unweighted N	(996)	(362)	(372)	(262)	(370)	(318)	(448)	(280)	(173)	(154)	(225)	(391)	(226)

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1K. Favorability of Literary and Film Love Interests — Han Solo from Star Wars
Do you have a favorable or unfavorable opinion of the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	41%	46%	36%	21%	46%	48%	44%	42%	36%	40%	36%
Somewhat favorable	27%	29%	25%	31%	24%	25%	28%	29%	16%	22%	29%
Somewhat unfavorable	4%	4%	5%	7%	6%	3%	3%	4%	1%	7%	5%
Very unfavorable	4%	5%	4%	8%	4%	4%	2%	4%	5%	8%	0%
Don't know	24%	17%	31%	34%	21%	20%	23%	20%	41%	22%	30%
Totals	100%	101%	101%	101%	101%	100%	100%	99%	99%	99%	100%
Unweighted N	(998)	(430)	(568)	(147)	(239)	(376)	(236)	(670)	(99)	(142)	(87)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	41%	35%	40%	48%	42%	49%	39%	39%	52%	40%	40%	37%	47%
Somewhat favorable	27%	31%	24%	25%	30%	25%	22%	33%	26%	29%	25%	27%	26%
Somewhat unfavorable	4%	4%	6%	3%	3%	3%	5%	5%	5%	3%	5%	4%	5%
Very unfavorable	4%	4%	4%	6%	2%	4%	6%	5%	1%	8%	5%	4%	2%
Don't know	24%	26%	27%	18%	24%	19%	28%	18%	15%	19%	25%	28%	20%
Totals	100%	100%	101%	100%	101%	100%	100%	100%	99%	99%	100%	100%	100%
Unweighted N	(998)	(361)	(374)	(263)	(372)	(320)	(450)	(280)	(173)	(156)	(225)	(391)	(226)

YouGov Survey: Literary and Film Love Interests
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1L. Favorability of Literary and Film Love Interests — Princess Leia from Star Wars
Do you have a favorable or unfavorable opinion of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	41%	43%	39%	29%	43%	46%	44%	42%	40%	38%	40%
Somewhat favorable	31%	32%	29%	30%	27%	33%	32%	34%	18%	32%	24%
Somewhat unfavorable	5%	6%	4%	6%	8%	3%	3%	4%	3%	9%	5%
Very unfavorable	3%	3%	2%	5%	2%	2%	2%	2%	2%	4%	1%
Don't know	21%	15%	26%	31%	19%	16%	19%	17%	38%	17%	30%
Totals	101%	99%	100%	101%	99%	100%	100%	99%	101%	100%	100%
Unweighted N	(996)	(430)	(566)	(148)	(240)	(373)	(235)	(667)	(99)	(143)	(87)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	41%	38%	39%	48%	43%	47%	40%	42%	47%	43%	41%	36%	48%
Somewhat favorable	31%	32%	33%	26%	31%	29%	27%	33%	36%	28%	27%	35%	30%
Somewhat unfavorable	5%	5%	4%	6%	4%	5%	5%	3%	5%	6%	6%	3%	6%
Very unfavorable	3%	2%	2%	3%	1%	2%	3%	4%	0%	6%	3%	2%	0%
Don't know	21%	23%	22%	17%	21%	16%	25%	17%	11%	17%	23%	24%	16%
Totals	101%	100%	100%	100%	100%	99%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(996)	(361)	(372)	(263)	(370)	(319)	(450)	(279)	(172)	(155)	(225)	(390)	(226)

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1M. Favorability of Literary and Film Love Interests — Danny from Grease
Do you have a favorable or unfavorable opinion of the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	25%	19%	30%	11%	26%	33%	25%	26%	25%	25%	13%
Somewhat favorable	32%	35%	30%	27%	28%	34%	39%	34%	20%	36%	28%
Somewhat unfavorable	9%	7%	11%	15%	13%	7%	4%	9%	2%	14%	13%
Very unfavorable	2%	2%	2%	4%	3%	2%	1%	2%	1%	3%	2%
Don't know	32%	37%	26%	43%	30%	25%	31%	28%	51%	22%	43%
Totals	100%	100%	99%	100%	100%	101%	100%	99%	99%	100%	99%
Unweighted N	(997)	(432)	(565)	(147)	(239)	(376)	(235)	(670)	(98)	(143)	(86)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	25%	19%	24%	32%	19%	30%	28%	25%	25%	23%	28%	25%	23%
Somewhat favorable	32%	37%	27%	34%	34%	34%	30%	37%	39%	40%	32%	30%	31%
Somewhat unfavorable	9%	10%	12%	5%	10%	6%	8%	12%	10%	14%	4%	7%	14%
Very unfavorable	2%	3%	2%	1%	2%	1%	2%	3%	2%	2%	2%	2%	3%
Don't know	32%	32%	34%	27%	34%	29%	33%	23%	24%	21%	34%	36%	30%
Totals	100%	101%	99%	99%	99%	100%	101%	100%	100%	100%	100%	100%	101%
Unweighted N	(997)	(361)	(374)	(262)	(371)	(318)	(449)	(280)	(173)	(155)	(224)	(392)	(226)

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1N. Favorability of Literary and Film Love Interests — Sandy from Grease
Do you have a favorable or unfavorable opinion of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	34%	26%	42%	18%	36%	41%	36%	36%	32%	30%	21%
Somewhat favorable	31%	32%	31%	24%	31%	32%	37%	33%	17%	40%	27%
Somewhat unfavorable	6%	6%	5%	12%	6%	4%	1%	6%	0%	9%	8%
Very unfavorable	2%	3%	1%	3%	3%	2%	0%	1%	3%	4%	2%
Don't know	27%	33%	21%	43%	24%	20%	26%	24%	47%	17%	41%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	99%
Unweighted N	(996)	(432)	(564)	(147)	(239)	(374)	(236)	(670)	(97)	(142)	(87)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	34%	27%	30%	46%	29%	40%	35%	35%	39%	35%	30%	34%	36%
Somewhat favorable	31%	38%	30%	26%	36%	30%	27%	40%	36%	35%	34%	29%	30%
Somewhat unfavorable	6%	5%	7%	5%	3%	5%	6%	7%	2%	6%	2%	5%	9%
Very unfavorable	2%	3%	2%	0%	2%	1%	3%	1%	3%	1%	3%	3%	1%
Don't know	27%	27%	31%	23%	29%	24%	29%	18%	20%	22%	31%	28%	25%
Totals	100%	100%	100%	100%	99%	100%	100%	101%	100%	99%	100%	99%	101%
Unweighted N	(996)	(359)	(373)	(264)	(369)	(320)	(449)	(279)	(173)	(156)	(223)	(390)	(227)

1O. Favorability of Literary and Film Love Interests — Jack from Titanic
Do you have a favorable or unfavorable opinion of the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	37%	31%	41%	27%	40%	41%	35%	35%	46%	42%	23%
Somewhat favorable	34%	35%	32%	38%	33%	32%	33%	35%	27%	28%	46%
Somewhat unfavorable	6%	7%	5%	6%	10%	4%	4%	5%	5%	8%	8%
Very unfavorable	4%	6%	2%	1%	3%	6%	3%	4%	6%	3%	2%
Don't know	20%	20%	20%	27%	13%	17%	25%	21%	16%	19%	22%
Totals	101%	99%	100%	99%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(994)	(432)	(562)	(147)	(238)	(374)	(235)	(669)	(97)	(142)	(86)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	37%	31%	33%	47%	33%	38%	37%	40%	39%	40%	36%	36%	36%
Somewhat favorable	34%	45%	30%	26%	40%	30%	31%	35%	36%	31%	35%	33%	35%
Somewhat unfavorable	6%	5%	8%	5%	6%	7%	5%	7%	7%	4%	6%	6%	7%
Very unfavorable	4%	3%	6%	3%	3%	5%	6%	2%	1%	6%	5%	4%	1%
Don't know	20%	17%	23%	19%	17%	21%	21%	15%	17%	19%	18%	21%	21%
Totals	101%	101%	100%	100%	99%	101%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(994)	(358)	(374)	(262)	(369)	(319)	(447)	(280)	(172)	(155)	(223)	(392)	(224)

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1P. Favorability of Literary and Film Love Interests — Rose from Titanic
Do you have a favorable or unfavorable opinion of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	35%	26%	43%	27%	33%	38%	40%	35%	44%	31%	27%
Somewhat favorable	32%	34%	31%	26%	37%	32%	34%	34%	20%	35%	38%
Somewhat unfavorable	10%	12%	8%	20%	12%	8%	1%	10%	7%	9%	12%
Very unfavorable	4%	6%	2%	5%	5%	5%	1%	3%	8%	7%	1%
Don't know	19%	22%	16%	22%	13%	18%	23%	18%	21%	18%	23%
Totals	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%	101%
Unweighted N	(998)	(432)	(566)	(148)	(239)	(376)	(235)	(670)	(99)	(143)	(86)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	35%	31%	32%	42%	34%	37%	38%	35%	33%	37%	35%	34%	35%
Somewhat favorable	32%	37%	30%	30%	33%	35%	26%	39%	42%	23%	35%	34%	34%
Somewhat unfavorable	10%	11%	11%	8%	13%	6%	9%	10%	10%	17%	5%	9%	10%
Very unfavorable	4%	4%	5%	2%	4%	3%	4%	3%	3%	3%	6%	4%	2%
Don't know	19%	17%	21%	18%	17%	20%	22%	13%	13%	21%	19%	18%	19%
Totals	100%	100%	99%	100%	101%	101%	99%	100%	101%	101%	100%	99%	100%
Unweighted N	(998)	(361)	(373)	(264)	(370)	(320)	(450)	(281)	(173)	(156)	(224)	(391)	(227)

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1Q. Favorability of Literary and Film Love Interests — Edward Cullen from Twilight
Do you have a favorable or unfavorable opinion of the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	17%	13%	22%	16%	22%	19%	10%	17%	25%	22%	3%
Somewhat favorable	20%	18%	22%	26%	23%	16%	15%	21%	7%	26%	21%
Somewhat unfavorable	11%	14%	9%	20%	17%	7%	4%	11%	14%	10%	15%
Very unfavorable	8%	9%	7%	8%	15%	6%	3%	6%	7%	14%	14%
Don't know	43%	47%	40%	29%	22%	52%	68%	45%	47%	29%	48%
Totals	99%	101%	100%	99%	99%	100%	100%	100%	100%	101%	101%
Unweighted N	(998)	(430)	(568)	(147)	(240)	(376)	(235)	(669)	(99)	(143)	(87)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	17%	15%	16%	21%	12%	16%	21%	16%	15%	19%	17%	17%	18%
Somewhat favorable	20%	22%	17%	21%	18%	18%	19%	21%	26%	22%	17%	18%	24%
Somewhat unfavorable	11%	13%	13%	8%	16%	7%	10%	14%	10%	14%	11%	10%	12%
Very unfavorable	8%	11%	8%	5%	10%	6%	9%	9%	5%	6%	14%	7%	6%
Don't know	43%	39%	45%	46%	44%	53%	41%	40%	44%	39%	42%	48%	41%
Totals	99%	100%	99%	101%	100%	100%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(998)	(362)	(373)	(263)	(371)	(319)	(451)	(280)	(172)	(155)	(225)	(391)	(227)

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1R. Favorability of Literary and Film Love Interests — Bella Swan from Twilight
Do you have a favorable or unfavorable opinion of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	18%	15%	22%	18%	22%	22%	10%	16%	30%	22%	11%
Somewhat favorable	18%	16%	20%	23%	22%	15%	14%	20%	6%	25%	10%
Somewhat unfavorable	11%	10%	12%	12%	20%	9%	3%	11%	13%	9%	15%
Very unfavorable	10%	13%	8%	20%	14%	7%	2%	8%	6%	16%	24%
Don't know	42%	46%	39%	28%	21%	48%	70%	45%	45%	28%	40%
Totals	99%	100%	101%	101%	99%	101%	99%	100%	100%	100%	100%
Unweighted N	(997)	(431)	(566)	(148)	(239)	(374)	(236)	(668)	(99)	(143)	(87)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	18%	16%	17%	22%	11%	19%	21%	18%	16%	20%	15%	20%	17%
Somewhat favorable	18%	17%	16%	21%	17%	17%	17%	21%	23%	20%	18%	14%	24%
Somewhat unfavorable	11%	15%	13%	5%	18%	6%	11%	11%	12%	11%	11%	10%	13%
Very unfavorable	10%	14%	10%	7%	10%	7%	12%	9%	6%	10%	15%	10%	7%
Don't know	42%	38%	44%	44%	43%	51%	39%	42%	43%	39%	41%	46%	40%
Totals	99%	100%	100%	99%	99%	100%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(997)	(362)	(374)	(261)	(371)	(320)	(450)	(281)	(171)	(156)	(225)	(390)	(226)

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1S. Favorability of Literary and Film Love Interests — Christian Grey from Fifty Shades of Grey
Do you have a favorable or unfavorable opinion of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	14%	11%	17%	16%	22%	12%	8%	12%	27%	12%	15%
Somewhat favorable	15%	13%	17%	21%	16%	13%	11%	15%	11%	21%	11%
Somewhat unfavorable	10%	9%	10%	10%	9%	9%	11%	11%	5%	11%	7%
Very unfavorable	15%	16%	14%	15%	17%	14%	11%	14%	10%	22%	17%
Don't know	47%	51%	42%	38%	36%	52%	59%	48%	47%	34%	50%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(431)	(566)	(148)	(240)	(375)	(234)	(669)	(99)	(143)	(86)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	14%	13%	12%	18%	11%	11%	17%	14%	13%	16%	10%	14%	18%
Somewhat favorable	15%	20%	13%	12%	15%	13%	13%	18%	19%	17%	16%	13%	16%
Somewhat unfavorable	10%	12%	8%	9%	10%	9%	9%	8%	11%	8%	7%	12%	10%
Very unfavorable	15%	13%	15%	15%	17%	17%	13%	16%	16%	20%	16%	11%	15%
Don't know	47%	42%	52%	45%	47%	50%	47%	43%	42%	39%	51%	51%	41%
Totals	101%	100%	100%	99%	100%	100%	99%	99%	101%	100%	100%	101%	100%
Unweighted N	(997)	(360)	(374)	(263)	(370)	(319)	(451)	(279)	(173)	(156)	(225)	(391)	(225)

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1T. Favorability of Literary and Film Love Interests — Anastasia Steele from Fifty Shades of Grey
Do you have a favorable or unfavorable opinion of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	14%	11%	18%	17%	20%	12%	10%	14%	17%	13%	10%
Somewhat favorable	17%	16%	18%	22%	19%	15%	14%	15%	19%	25%	18%
Somewhat unfavorable	8%	8%	8%	9%	9%	7%	7%	9%	6%	4%	5%
Very unfavorable	10%	10%	10%	9%	13%	11%	6%	8%	10%	18%	11%
Don't know	51%	54%	47%	43%	39%	56%	63%	53%	47%	39%	56%
Totals	100%	99%	101%	100%	100%	101%	100%	99%	99%	99%	100%
Unweighted N	(999)	(432)	(567)	(148)	(240)	(376)	(235)	(670)	(99)	(143)	(87)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	14%	12%	11%	21%	10%	15%	15%	14%	16%	15%	11%	15%	15%
Somewhat favorable	17%	21%	14%	17%	19%	15%	16%	19%	21%	21%	16%	15%	19%
Somewhat unfavorable	8%	10%	8%	6%	8%	8%	7%	9%	7%	7%	7%	8%	9%
Very unfavorable	10%	11%	10%	9%	10%	12%	10%	9%	11%	12%	12%	9%	8%
Don't know	51%	47%	57%	47%	54%	51%	52%	48%	45%	45%	53%	53%	49%
Totals	100%	101%	100%	100%	101%	101%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(999)	(362)	(374)	(263)	(372)	(319)	(450)	(281)	(173)	(155)	(225)	(392)	(227)

YouGov Survey: Literary and Film Love Interests
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YouGov

1U. Favorability of Literary and Film Love Interests — Noah from The Notebook
Do you have a favorable or unfavorable opinion of the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	22%	14%	29%	20%	27%	21%	18%	21%	22%	26%	20%
Somewhat favorable	17%	12%	22%	19%	24%	16%	11%	17%	9%	28%	15%
Somewhat unfavorable	4%	7%	2%	9%	6%	2%	1%	4%	3%	7%	2%
Very unfavorable	2%	2%	1%	2%	3%	2%	0%	2%	1%	3%	3%
Don't know	55%	65%	45%	50%	41%	59%	69%	56%	64%	36%	61%
Totals	100%	100%	99%	100%	101%	100%	99%	100%	99%	100%	101%
Unweighted N	(991)	(430)	(561)	(148)	(238)	(371)	(234)	(668)	(99)	(139)	(85)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	22%	18%	15%	34%	15%	25%	22%	24%	25%	18%	17%	24%	25%
Somewhat favorable	17%	23%	17%	10%	21%	13%	16%	19%	21%	15%	15%	17%	22%
Somewhat unfavorable	4%	5%	3%	5%	4%	3%	3%	7%	4%	7%	2%	5%	3%
Very unfavorable	2%	2%	2%	1%	1%	1%	2%	3%	2%	2%	2%	2%	0%
Don't know	55%	52%	63%	49%	59%	58%	57%	47%	48%	57%	64%	52%	49%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(991)	(359)	(372)	(260)	(369)	(316)	(447)	(277)	(172)	(156)	(223)	(388)	(224)

YouGov Survey: Literary and Film Love Interests
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YouGov

1V. Favorability of Literary and Film Love Interests — Allie from The Notebook
Do you have a favorable or unfavorable opinion of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	18%	12%	23%	13%	20%	20%	15%	16%	21%	26%	8%
Somewhat favorable	21%	15%	26%	28%	29%	15%	13%	21%	9%	25%	30%
Somewhat unfavorable	5%	7%	4%	8%	8%	4%	2%	5%	3%	12%	3%
Very unfavorable	1%	2%	1%	3%	2%	1%	0%	1%	1%	2%	0%
Don't know	55%	65%	46%	48%	41%	60%	70%	56%	65%	36%	60%
Totals	100%	101%	100%	100%	100%	100%	100%	99%	99%	101%	101%
Unweighted N	(998)	(430)	(568)	(148)	(240)	(374)	(236)	(669)	(99)	(143)	(87)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	18%	14%	14%	26%	13%	19%	19%	19%	18%	15%	16%	21%	16%
Somewhat favorable	21%	27%	18%	17%	21%	16%	17%	25%	28%	20%	15%	19%	30%
Somewhat unfavorable	5%	7%	4%	5%	5%	6%	6%	6%	4%	7%	4%	4%	7%
Very unfavorable	1%	1%	2%	1%	1%	1%	2%	1%	1%	3%	1%	1%	1%
Don't know	55%	51%	62%	51%	59%	57%	56%	49%	48%	56%	64%	55%	46%
Totals	100%	100%	100%	100%	99%	99%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(998)	(362)	(372)	(264)	(370)	(320)	(451)	(280)	(172)	(155)	(224)	(392)	(227)

YouGov Survey: Literary and Film Love Interests
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1W. Favorability of Literary and Film Love Interests — Westley from The Princess Bride
Do you have a favorable or unfavorable opinion of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	25%	24%	25%	22%	37%	21%	19%	24%	27%	22%	31%
Somewhat favorable	21%	20%	21%	27%	22%	20%	13%	22%	8%	27%	15%
Somewhat unfavorable	4%	5%	2%	6%	4%	3%	3%	4%	3%	6%	2%
Very unfavorable	1%	2%	1%	2%	2%	1%	0%	1%	0%	5%	1%
Don't know	50%	48%	51%	42%	35%	55%	65%	49%	62%	41%	51%
Totals	101%	99%	100%	99%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(999)	(432)	(567)	(148)	(240)	(375)	(236)	(671)	(98)	(143)	(87)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	25%	26%	25%	23%	27%	20%	24%	25%	28%	19%	26%	21%	33%
Somewhat favorable	21%	22%	18%	23%	18%	21%	19%	23%	23%	28%	18%	17%	23%
Somewhat unfavorable	4%	4%	3%	4%	2%	4%	4%	5%	4%	4%	2%	5%	3%
Very unfavorable	1%	2%	2%	0%	1%	0%	1%	1%	1%	1%	3%	1%	1%
Don't know	50%	46%	52%	51%	51%	55%	52%	46%	44%	47%	51%	56%	40%
Totals	101%	100%	100%	101%	99%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(999)	(361)	(374)	(264)	(372)	(320)	(450)	(281)	(173)	(156)	(224)	(392)	(227)

YouGov Survey: Literary and Film Love Interests
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1X. Favorability of Literary and Film Love Interests — Buttercup from The Princess Bride
Do you have a favorable or unfavorable opinion of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	23%	22%	24%	24%	32%	18%	21%	23%	24%	19%	24%
Somewhat favorable	21%	22%	20%	28%	26%	18%	14%	20%	15%	25%	27%
Somewhat unfavorable	4%	5%	3%	4%	6%	5%	1%	3%	3%	12%	2%
Very unfavorable	2%	2%	1%	4%	2%	1%	0%	2%	1%	3%	0%
Don't know	50%	49%	52%	41%	35%	58%	65%	51%	57%	42%	46%
Totals	100%	100%	100%	101%	101%	100%	101%	99%	100%	101%	99%
Unweighted N	(998)	(430)	(568)	(148)	(239)	(375)	(236)	(669)	(99)	(143)	(87)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very favorable	23%	20%	23%	26%	22%	22%	22%	24%	29%	26%	23%	20%	26%
Somewhat favorable	21%	25%	20%	17%	23%	18%	18%	23%	24%	21%	17%	20%	25%
Somewhat unfavorable	4%	5%	3%	5%	5%	3%	4%	5%	5%	1%	4%	3%	8%
Very unfavorable	2%	2%	2%	0%	1%	1%	2%	1%	1%	1%	1%	2%	1%
Don't know	50%	48%	52%	52%	49%	56%	54%	46%	40%	50%	54%	55%	41%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	99%	99%	99%	100%	101%
Unweighted N	(998)	(362)	(373)	(263)	(372)	(320)	(449)	(281)	(173)	(155)	(225)	(391)	(227)

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2. Watched Movies

Have you ever seen a movie or play of the following? Select all that apply.

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Romeo and Juliet	58%	54%	62%	58%	72%	49%	57%	59%	50%	59%	64%
Pride and Prejudice	24%	20%	28%	23%	28%	22%	24%	25%	15%	27%	25%
Wuthering Heights	14%	12%	15%	7%	13%	14%	21%	15%	11%	11%	10%
The Great Gatsby	35%	34%	35%	35%	40%	28%	38%	36%	23%	31%	47%
Gone with the Wind	50%	44%	55%	14%	40%	61%	78%	56%	25%	47%	39%
Twilight	41%	36%	46%	41%	55%	42%	26%	42%	29%	51%	39%
Fifty Shades of Grey	29%	23%	36%	32%	35%	26%	26%	29%	28%	32%	32%
The Notebook	37%	22%	51%	29%	52%	35%	32%	38%	26%	41%	39%
The Princess Bride	42%	37%	46%	33%	55%	41%	37%	46%	14%	37%	55%
Star Wars	65%	72%	58%	50%	64%	73%	67%	70%	39%	64%	62%
Grease	63%	55%	71%	29%	62%	79%	73%	70%	32%	63%	52%
Titanic	73%	69%	76%	59%	76%	79%	72%	74%	71%	67%	77%
None of the above	6%	6%	5%	6%	4%	4%	9%	5%	6%	8%	3%
Unweighted N	(1,000)	(432)	(568)	(148)	(240)	(376)	(236)	(671)	(99)	(143)	(87)

YouGov Survey: Literary and Film Love Interests
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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Romeo and Juliet	58%	63%	59%	51%	67%	51%	55%	59%	69%	59%	55%	58%	61%
Pride and Prejudice	24%	26%	24%	22%	28%	22%	19%	29%	33%	27%	20%	26%	23%
Wuthering Heights	14%	15%	15%	10%	19%	14%	12%	16%	20%	11%	14%	15%	13%
The Great Gatsby	35%	39%	36%	29%	39%	31%	30%	39%	42%	33%	32%	35%	38%
Gone with the Wind	50%	48%	45%	58%	55%	65%	47%	50%	63%	40%	51%	53%	52%
Twilight	41%	45%	41%	38%	39%	37%	44%	37%	44%	46%	42%	39%	42%
Fifty Shades of Grey	29%	31%	31%	25%	29%	27%	28%	30%	39%	29%	26%	29%	33%
The Notebook	37%	38%	35%	38%	36%	36%	37%	40%	41%	27%	31%	43%	41%
The Princess Bride	42%	45%	43%	37%	49%	38%	37%	46%	50%	34%	40%	37%	58%
Star Wars	65%	62%	66%	66%	69%	70%	60%	65%	77%	67%	64%	59%	73%
Grease	63%	60%	66%	63%	66%	69%	64%	67%	67%	64%	63%	62%	64%
Titanic	73%	77%	70%	70%	79%	72%	70%	76%	78%	76%	71%	75%	68%
None of the above	6%	4%	7%	5%	4%	6%	6%	5%	3%	7%	6%	6%	3%
Unweighted N	(1,000)	(362)	(374)	(264)	(372)	(320)	(451)	(281)	(173)	(156)	(225)	(392)	(227)

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3. Read Books
Have you ever read the following books? 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
Romeo and Juliet	39%	37%	40%	41%	45%	35%	35%	40%	32%	36%	42%
Pride and Prejudice	17%	11%	22%	17%	18%	12%	23%	20%	5%	13%	20%
Wuthering Heights	13%	8%	18%	9%	11%	13%	20%	16%	7%	9%	8%
The Great Gatsby	26%	22%	29%	32%	25%	22%	27%	28%	8%	25%	43%
Gone with the Wind	18%	13%	23%	6%	16%	18%	31%	20%	9%	19%	14%
Twilight	18%	11%	24%	25%	31%	11%	9%	17%	19%	24%	16%
Fifty Shades of Grey	16%	9%	22%	14%	23%	11%	15%	14%	20%	17%	20%
The Notebook	13%	8%	17%	14%	19%	10%	8%	13%	9%	13%	15%
The Princess Bride	8%	8%	8%	7%	14%	6%	6%	8%	1%	11%	14%
None of the above	39%	47%	32%	32%	30%	49%	40%	38%	46%	38%	35%
Unweighted N	(1,000)	(432)	(568)	(148)	(240)	(376)	(236)	(671)	(99)	(143)	(87)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Romeo and Juliet	39%	45%	39%	31%	48%	33%	32%	43%	49%	40%	35%	39%	40%
Pride and Prejudice	17%	20%	16%	15%	26%	14%	13%	22%	20%	18%	17%	14%	21%
Wuthering Heights	13%	18%	11%	11%	17%	11%	12%	16%	15%	10%	11%	16%	12%
The Great Gatsby	26%	32%	25%	20%	34%	24%	19%	34%	32%	26%	25%	24%	30%
Gone with the Wind	18%	22%	14%	19%	22%	20%	12%	25%	25%	9%	18%	21%	19%
Twilight	18%	23%	15%	16%	18%	17%	14%	24%	20%	18%	20%	16%	20%
Fifty Shades of Grey	16%	20%	12%	15%	14%	18%	12%	18%	23%	17%	12%	16%	17%
The Notebook	13%	12%	9%	18%	9%	14%	11%	15%	17%	11%	13%	12%	16%
The Princess Bride	8%	8%	9%	7%	11%	7%	6%	9%	12%	8%	7%	6%	12%
None of the above	39%	32%	43%	42%	32%	44%	46%	32%	29%	44%	41%	39%	33%
Unweighted N	(1,000)	(362)	(374)	(264)	(372)	(320)	(451)	(281)	(173)	(156)	(225)	(392)	(227)

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4. Sexual Orientation

With which group do you most closely identify?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Heterosexual / straight	89%	89%	90%	84%	89%	90%	95%	90%	93%	85%	86%
Lesbian / gay woman	1%	0%	3%	2%	0%	2%	1%	1%	3%	1%	0%
Gay man	1%	3%	0%	2%	0%	2%	2%	2%	1%	1%	2%
Bisexual	4%	3%	4%	3%	6%	4%	1%	4%	1%	6%	4%
Other	2%	2%	1%	3%	3%	1%	0%	2%	1%	1%	1%
Prefer not to say	2%	3%	2%	5%	2%	2%	1%	1%	0%	6%	7%
Totals	99%	100%	100%	99%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(1,000)	(432)	(568)	(148)	(240)	(376)	(236)	(671)	(99)	(143)	(87)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Heterosexual / straight	89%	85%	89%	95%	83%	96%	87%	93%	91%	92%	84%	95%	85%
Lesbian / gay woman	1%	3%	0%	1%	3%	1%	2%	1%	0%	0%	4%	1%	1%
Gay man	1%	3%	1%	0%	3%	0%	1%	2%	1%	1%	2%	1%	2%
Bisexual	4%	6%	4%	2%	5%	3%	5%	2%	3%	2%	6%	3%	4%
Other	2%	1%	2%	2%	3%	0%	2%	2%	1%	2%	1%	0%	3%
Prefer not to say	2%	2%	4%	0%	2%	0%	2%	1%	3%	3%	3%	1%	5%
Totals	99%	100%	100%	100%	99%	100%	99%	101%	99%	100%	100%	101%	100%
Unweighted N	(1,000)	(362)	(374)	(264)	(372)	(320)	(451)	(281)	(173)	(156)	(225)	(392)	(227)

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Interviewing Dates	November 13 - 19, 2023
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	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 0.107 to 6.541, with a mean of one and a standard deviation of 0.772.
Number of respondents	1000
Margin of error	$\pm$ 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	70 questions not reported.