



Napolitan News Service Survey
of 1,000 Registered Voters
Conducted August 6-7, 2025

1 How closely have you followed recent news stories about an ad campaign featuring American Eagle jeans?*

13%	Very closely
29%	Somewhat closely
21%	Not very closely
19%	Not at all closely
17%	Never heard of it
1%	Not sure

2 The American Eagle ads featured Sydney Sweeney. From what you know, has the ad campaign increased sales and brand value for the company?*

41%	Yes
17%	No
42%	Not sure

3 Have you seen any of the ads?*

53%	Yes
42%	No
5%	Not sure



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4a [Among all voters] Some have said that the ad campaign was Nazi propaganda or promoted white supremacy. Others have said it was just a typical ad using a beautiful woman to sell jeans. Which is closer to your view?*

- 47% Not asked, have not seen the ads
- 12% It promoted white supremacy
- 37% It was a typical ad
- 4% Not sure

4b [Among those who have seen the ads] Some have said that the ad campaign was Nazi propaganda or promoted white supremacy. Others have said it was just a typical ad using a beautiful woman to sell jeans. Which is closer to your view?*

- 23% It promoted white supremacy
- 70% It was a typical ad
- 7% Not sure

Methodology

This survey of 1,000 Registered Voters was conducted online by Scott Rasmussen on August 6-7, 2025. Field work for the survey was conducted by RMG Research, Inc. Certain quotas were applied, and the sample was lightly weighted by geography, gender, age, race, education, internet usage, and political party to reasonably reflect the nation's population of Registered Voters. Other variables were reviewed to ensure that the final sample is representative of that population.

The margin of sampling error for the full sample is +/- 3.1 percentage points.

This survey was paid for by Napolitan News Service as part of the service provided for our Gold Circle Members.

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