

INTERVIEWS: Tom Jensen 919-744-6312**IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH OF THE PRESS RELEASE**

Americans So Over Hipsters

Raleigh, N.C. – Just 16% of Americans have a favorable opinion of hipsters, a new PPP poll on the much-discussed subculture shows. 42% have an unfavorable opinion of hipsters, and 43% aren't sure. Democrats (18% favorable, 34% unfav) are twice as likely as Republicans (9% fav, 48% unfav) to have a favorable opinion. Voters age 18-29 have a favorable opinion of them (43% fav-29% unfav), but very few voters over age 65 do (6% fav -37% unfav).

Just 10% of voters say they consider themselves to be hipsters – and almost all of those are younger voters. Half of all voters aged 18-29 consider themselves hipsters; every other age group is 5% or less.

14% of voters say they'd be more likely to vote for a hipster for political office – mostly independent voters. 12% of Democrats and 27% of independent voters say they'd be more likely to vote for a hipster, but just 2% of Republicans agreed. 98% of Republicans say they'd be less likely to vote for a hipster.

We asked voters whether they thought hipsters made a positive cultural contribution to society or whether they just “soullessly appropriate cultural tropes from the past for their own ironic amusement.” 23% of voters said they made positive cultural contributions while nearly half – 46% – went with soulless cultural appropriation. Independents at 31% were most likely to say hipsters make a positive cultural contribution, while Republicans were least likely (15%) with Democrats in the middle (23%).

27% of voters said they thought hipsters should be subjected to a special tax for being so annoying, while 73% did not think so.

About one in five voters (21%) said they thought Pabst Blue Ribbon, commonly associated with hipsters, was a good beer. Democrats (29%) were more likely than Republicans (23%) to think so, while independents (11%) were least likely.

PPP surveyed 571 voters nationwide on May 6th and 7th. The margin of error is +/-4.1%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



National Survey Results

- Q1** Do you have a favorable or unfavorable opinion of hipsters?
- Favorable*..... 16%
 - Unfavorable* 42%
 - Not sure* 43%
- Q2** Do you consider yourself to be a hipster, or not?
- Consider yourself a hipster* 10%
 - Do not*..... 77%
 - Not sure* 13%
- Q3** Do you think Pabst Blue Ribbon, also known as PBR, is a good beer, or not?
- Think PBR is good*..... 21%
 - Think it is not*..... 47%
 - Not sure* 32%
- Q4** Would you be more or less likely to vote for a hipster for political office?
- More likely*..... 14%
 - Less likely*..... 86%
- Q5** Do you think that hipsters make a positive cultural contribution to society, or do you think they just soullessly appropriate cultural tropes from the past for their own ironic amusement?
- Hipsters make a positive cultural contribution to society*..... 23%
 - They just soullessly appropriate cultural tropes from the past for their own ironic amusement*..... 46%
 - Not sure* 31%
- Q6** Do you think hipsters should be subjected to a special tax because they are so annoying, or not?
- They should* 27%
 - They should not* 73%
- Q7** If you are a woman, press 1. If a man, press 2.
- Woman* 54%
 - Man*..... 46%
- Q8** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.
- Democrat* 39%
 - Republican*..... 35%
 - Independent/Other*..... 26%
- Q9** If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.
- Hispanic*..... 13%
 - White* 71%
 - African-American* 11%
 - Other*..... 6%
- Q10** If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.
- 18 to 29*..... 16%
 - 30 to 45*..... 24%
 - 46 to 65*..... 40%
 - Older than 65*..... 20%
- Q11** Do you live in the Northeast, the Midwest, the South, or the West?
- Northeast*..... 27%
 - Midwest* 24%
 - South* 30%
 - West*..... 19%





Crosstabs

	Base	Gender	
		Woman	Man
Hipsters Favorability			
Favorable	16%	21%	11%
Unfavorable	42%	34%	49%
Not sure	43%	46%	40%

	Base	Gender	
		Woman	Man
Consider Yourself a Hipster?			
Consider yourself a hipster	10%	16%	4%
Do not	77%	73%	82%
Not sure	13%	11%	14%

	Base	Gender	
		Woman	Man
Think PBR is Good?			
Think PBR is good	21%	17%	26%
Think it is not	47%	48%	46%
Not sure	32%	35%	29%

	Base	Gender	
		Woman	Man
More/Less Likely to Vote for Hipster			
More likely	14%	13%	15%
Less likely	86%	87%	85%





Crosstabs

	Base	Gender	
		Woman	Man
Do Hipsters Make Pos. Cultural Contribution?			
Hipsters make a positive cultural contribution to society	23%	23%	23%
They just soullessly appropriate cultural tropes from the past for their own ironic amusement	46%	38%	54%
Not sure	31%	39%	22%

	Base	Gender	
		Woman	Man
Should Hipsters Be Subject to Special Tax?			
They should	27%	27%	27%
They should not	73%	73%	73%

	Base	Party		
		Democrat	Republican	Independent/Other
Hipsters Favorability				
Favorable	16%	18%	9%	19%
Unfavorable	42%	34%	48%	46%
Not sure	43%	49%	43%	35%

	Base	Party		
		Democrat	Republican	Independent/Other
Consider Yourself a Hipster?				
Consider yourself a hipster	10%	15%	10%	3%
Do not	77%	74%	74%	85%
Not sure	13%	11%	16%	12%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Think PBR is Good?				
Think PBR is good	21%	29%	23%	11%
Think it is not	47%	41%	40%	60%
Not sure	32%	30%	38%	29%

	Base	Party		
		Democrat	Republican	Independent/Other
More/Less Likely to Vote for Hipster				
More likely	14%	12%	2%	27%
Less likely	86%	88%	98%	73%

	Base	Party		
		Democrat	Republican	Independent/Other
Do Hipsters Make Pos. Cultural Contribution?				
Hipsters make a positive cultural contribution to society	23%	23%	15%	31%
They just soullessly appropriate cultural tropes from the past for their own ironic amusement	46%	33%	60%	52%
Not sure	31%	44%	26%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Should Hipsters Be Subject to Special Tax?				
They should	27%	27%	24%	30%
They should not	73%	73%	76%	70%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Hipsters Favorability					
Favorable	16%	46%	8%	20%	26%
Unfavorable	42%	18%	52%	21%	22%
Not sure	43%	36%	39%	58%	52%

	Base	Race			
		Hispanic	White	African-American	Other
Consider Yourself a Hipster?					
Consider yourself a hipster	10%	33%	6%	10%	-
Do not	77%	63%	82%	75%	52%
Not sure	13%	4%	12%	15%	48%

	Base	Race			
		Hispanic	White	African-American	Other
Think PBR is Good?					
Think PBR is good	21%	33%	20%	18%	22%
Think it is not	47%	55%	51%	27%	35%
Not sure	32%	13%	29%	55%	44%

	Base	Race			
		Hispanic	White	African-American	Other
More/Less Likely to Vote for Hipster					
More likely	14%	31%	10%	15%	30%
Less likely	86%	69%	90%	85%	70%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Do Hipsters Make Pos. Cultural Contribution?					
Hipsters make a positive cultural contribution to society	23%	54%	21%	13%	26%
They just soullessly appropriate cultural tropes from the past for their own ironic amusement	46%	25%	51%	40%	47%
Not sure	31%	21%	28%	47%	26%

	Base	Race			
		Hispanic	White	African-American	Other
Should Hipsters Be Subject to Special Tax?					
They should	27%	41%	25%	17%	45%
They should not	73%	59%	75%	83%	55%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hipsters Favorability					
Favorable	16%	43%	21%	8%	6%
Unfavorable	42%	29%	46%	44%	37%
Not sure	43%	29%	33%	49%	57%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Consider Yourself a Hipster?					
Consider yourself a hipster	10%	50%	4%	5%	3%
Do not	77%	50%	79%	80%	88%
Not sure	13%	-	17%	15%	9%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Think PBR is Good?					
Think PBR is good	21%	29%	21%	19%	23%
Think it is not	47%	43%	50%	49%	36%
Not sure	32%	29%	29%	32%	41%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
More/Less Likely to Vote for Hipster					
More likely	14%	21%	21%	9%	6%
Less likely	86%	79%	79%	91%	94%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Do Hipsters Make Pos. Cultural Contribution?					
Hipsters make a positive cultural contribution to society	23%	54%	30%	14%	12%
They just soullessly appropriate cultural tropes from the past for their own ironic amusement	46%	15%	57%	47%	49%
Not sure	31%	31%	13%	40%	38%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Should Hipsters Be Subject to Special Tax?					
They should	27%	33%	29%	25%	22%
They should not	73%	67%	71%	75%	78%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Hipsters Favorability					
Favorable	16%	23%	17%	7%	18%
Unfavorable	42%	36%	45%	42%	45%
Not sure	43%	40%	39%	51%	37%

	Base	Region			
		Northeast	Midwest	South	West
Consider Yourself a Hipster?					
Consider yourself a hipster	10%	17%	4%	9%	7%
Do not	77%	74%	88%	74%	75%
Not sure	13%	8%	8%	17%	18%

	Base	Region			
		Northeast	Midwest	South	West
Think PBR is Good?					
Think PBR is good	21%	32%	15%	20%	17%
Think it is not	47%	43%	62%	41%	44%
Not sure	32%	25%	24%	39%	39%

	Base	Region			
		Northeast	Midwest	South	West
More/Less Likely to Vote for Hipster					
More likely	14%	15%	7%	9%	30%
Less likely	86%	85%	93%	91%	70%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Do Hipsters Make Pos. Cultural Contribution?					
Hipsters make a positive cultural contribution to society	23%	25%	12%	13%	51%
They just soullessly appropriate cultural tropes from the past for their own ironic amusement	46%	47%	63%	47%	25%
Not sure	31%	28%	26%	40%	24%

	Base	Region			
		Northeast	Midwest	South	West
Should Hipsters Be Subject to Special Tax?					
They should	27%	29%	30%	29%	17%
They should not	73%	71%	70%	71%	83%

