



Study Explores Impact of Anti-Trump Resistance on Democrats, Republicans, and Independents

Ipsos Behavioral Analysis

Washington, DC, June 15, 2017 — Ipsos recently ran a study on the impact of images of anti-Trump opposition on respondent's attitudes toward Trump and his administration's policies. Nearly half (46%) supported Trump's travel ban while another 52% of respondents supported the repeal of the Affordable Care Act. At 45%, most respondents believe that resisting the President's policies would do more harm than it would do good, while 37% disagree and 18% neither agree nor disagree. Participants were randomly assigned to modules. Each module included the following images and captions, followed by questions about attitudes and beliefs:

Module 1



Republican Senator John McCain, at the Munich Security Conference, said that the resignation of the President's security advisor Michael Flynn over his contacts with Russia reflected deep problems in Washington. "The president, I think, makes statements (and) on other occasions contradicts himself. So we've learned to watch what the president does as opposed to what he says," he said.

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1. In general, how do you feel about this images?

	Module 1 Total
Strongly Positively	10%
Positively	14%
Slightly Positively	11%
Neither Negatively or Positively	39%
Slightly Negatively	10%
Negatively	9%
Strongly Negatively	6%
Net Positively	35%
Net Negatively	26%



Senator Susan Collins, a Republican from Maine, speaking on Capitol Hill. Ms. Collins has voted against President Trump more than any other Republican. She, along with four fellow Republican senators, are leading an effort to slow down the process to repeal the Affordable Care Act. She has also spoken out against the President's immigration policies, stating "The worldwide refugee ban set forth in the executive order is overly broad and implementing it will be immediately problematic."

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2. In general, how do you feel about this images?

	Module 1 Total
Strongly Positively	17%
Positively	17%
Slightly Positively	8%
Neither Negatively or Positively	27%
Slightly Negatively	9%
Negatively	11%
Strongly Negatively	11%
<i>Net Positively</i>	<i>42%</i>
<i>Net Negatively</i>	<i>31%</i>

Module 2



Democratic Senator Elizabeth Warren answers a question during an interview in Boston. Sen. Warren is an outspoken critic of President Trump and congressional republicans, calling the proposed repeal of the Affordable Care Act a “repeal and run” strategy. She has also called for a bipartisan congressional “inquiry into Russia,” warning that national security advisor Michael Flynn’s resignation should not distract from the Trump administration’s “disturbing ties to Russia.”

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1. In general, how do you feel about this images?

	Module 2 Total
Strongly Positively	19%
Positively	17%
Slightly Positively	8%
Neither Negatively or Positively	28%
Slightly Negatively	7%
Negatively	7%
Strongly Negatively	13%
<i>Net Positively</i>	<i>44%</i>
<i>Net Negatively</i>	<i>27%</i>



Senator Al Franken, a Democrat from Minnesota speaking on the Senate floor, has spoken out against the President's immigration policies, specifically the restriction of immigration from Muslim countries and suspended refugee admission. He said that President Trump's "discriminatory executive orders slam our doors shut on innocent people — refugees, immigrants, and even tourists and families trying to visit their loved ones who live here"

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2. In general, how do you feel about this images?

	Module 2 Total
Strongly Positively	23%
Positively	12%
Slightly Positively	9%
Neither Negatively or Positively	26%
Slightly Negatively	9%
Negatively	5%
Strongly Negatively	16%
Net Positively	44%
Net Negatively	30%

Module 3



Protestors at the International Arrivals terminal at JFK Airport. Thousands of protesters flooded airports across the United States after President Trump signed an executive order temporarily banning all refugees from entering the country, and barring access for 90 days to nationals from seven nations. As one protester said, "We're asking [airport] workers to stand with us and not comply to these racist orders. We're asking lawyers to stay on our side and continue to defend these immigrants and refugees."

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1. In general, how do you feel about this images?

	Module 3 Total
Strongly Positively	15%
Positively	19%
Slightly Positively	7%
Neither Negatively or Positively	23%
Slightly Negatively	10%
Negatively	11%
Strongly Negatively	16%
Net Positively	41%
Net Negatively	36%



People react to a question posed at a congressman's Town Hall meeting in New Jersey. Frustrated constituents have confronted lawmakers at public forums and events in the last few weeks, demanding answers to tough questions on subjects ranging from the proposed repeal of the Affordable Care Act (ACA) to the White House's rumored relationship with Russia.

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2. In general, how do you feel about this images?

	Module 3 Total
Strongly Positively	13%
Positively	19%
Slightly Positively	12%
Neither Negatively or Positively	35%
Slightly Negatively	7%
Negatively	5%
Strongly Negatively	9%
<i>Net Positively</i>	<i>44%</i>
<i>Net Negatively</i>	<i>21%</i>

Module 4



State fairs such as this attract visitors annually. Residents of the state and region come to the fair to be entertained, exhibit their best livestock, showcase art and cooking, learn about new products and services, and enjoy many different types of food. Many State Fairs also host to numerous concerts, comedy shows, and talent contests.

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1. In general, how do you feel about this images?

	Module 4 Total
Strongly Positively	14%
Positively	26%
Slightly Positively	28%
Neither Negatively or Positively	24%
Slightly Negatively	7%
Negatively	*
Strongly Negatively	*
Net Positively	68%
Net Negatively	7%



Steve Martin, an actor and banjo player, and Edie Brickell, a singer-songwriter, accept the Grammy for Best American Roots Song for their bluegrass song Love Has Come For You. The duo also created an original stage musical, Bright Star, which ran at the Kennedy Center in Washington, DC before hitting Broadway. "It tells the story of a young woman and how she matures," says Martin.

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2. In general, how do you feel about this images?

	Module 4 Total
Strongly Positively	9%
Positively	31%
Slightly Positively	21%
Neither Negatively or Positively	36%
Slightly Negatively	2%
Negatively	*
Strongly Negatively	1%
<i>Net Positively</i>	<i>61%</i>
<i>Net Negatively</i>	<i>3%</i>

3. Overall, do you approve or disapprove about the way Donald Trump is handling his job as President?

	Total	Module 1 (n = 252)	Module 2 (n = 251)	Module 3 (n = 252)	Module 4 (n = 252)
Strongly approve	19%	15%	25%	17%	18%
Somewhat approve	13%	12%	17%	9%	13%
Lean toward approve	8%	11%	5%	7%	10%
Neither approve nor disapprove	15%	17%	15%	13%	17%
Lean toward disapprove	7%	7%	8%	7%	6%
Somewhat disapprove	6%	7%	4%	8%	3%
Strongly disapprove	32%	31%	26%	39%	33%
<i>Net Approve</i>	<i>40%</i>	<i>38%</i>	<i>47%</i>	<i>33%</i>	<i>41%</i>
<i>Net Disapprove</i>	<i>45%</i>	<i>45%</i>	<i>38%</i>	<i>54%</i>	<i>41%</i>



4. Do you support or oppose the Executive Order that President Trump signed blocking refugees and banning people from seven Muslim majority countries from entering the U.S.?

	Total	Module 1 (n = 252)	Module 2 (n = 251)	Module 3 (n = 252)	Module 4 (n = 252)
Support	27%	26%	35%	22%	26%
Lean toward Support	19%	14%	23%	19%	19%
Lean toward Oppose	21%	26%	14%	24%	19%
Oppose	34%	34%	28%	36%	36%
<i>Net Support</i>	<i>46%</i>	<i>40%</i>	<i>58%</i>	<i>41%</i>	<i>45%</i>
<i>Net Oppose</i>	<i>54%</i>	<i>60%</i>	<i>42%</i>	<i>59%</i>	<i>55%</i>

5. How strongly do you feel this way about the Executive Order?

	Total	Module 1 (n = 252)	Module 2 (n = 251)	Module 3 (n = 252)	Module 4 (n = 252)
1 (Not strongly at all)	4%	6%	6%	1%	5%
2	3%	5%	2%	1%	2%
3	5%	5%	6%	7%	2%
4	12%	13%	10%	16%	10%
5	17%	16%	16%	18%	18%
6	19%	19%	18%	16%	22%
7 (Extremely strongly)	40%	35%	42%	40%	42%

6. Do you agree or disagree that The Affordable Care Act (Obamacare) should be repealed and replaced?

	Total	Module 1 (n = 252)	Module 2 (n = 251)	Module 3 (n = 252)	Module 4 (n = 252)
Agree	32%	25%	39%	31%	33%
Lean toward agree	20%	27%	21%	19%	15%
Lean toward disagree	17%	19%	17%	14%	19%
Disagree	31%	29%	24%	36%	33%
<i>Net Agree</i>	<i>52%</i>	<i>52%</i>	<i>60%</i>	<i>49%</i>	<i>48%</i>
<i>Net disagree</i>	<i>48%</i>	<i>48%</i>	<i>40%</i>	<i>51%</i>	<i>52%</i>



7. How strongly do you feel this way about the Affordable Care Act (Obamacare)?

	Total	Module 1 (n = 252)	Module 2 (n = 251)	Module 3 (n = 252)	Module 4 (n = 252)
1 (Not strongly at all)	4%	2%	6%	6%	3%
2	2%	2%	1%	3%	1%
3	4%	10%	2%	4%	2%
4	14%	17%	12%	15%	12%
5	18%	24%	18%	17%	15%
6	16%	12%	16%	15%	19%
7 (Extremely strongly)	42%	33%	46%	40%	49%

8. Do you believe that Donald Trump or individuals in his campaign worked with the Russians to influence the 2016 election?

	Total	Module 1 (n = 252)	Module 2 (n = 251)	Module 3 (n = 252)	Module 4 (n = 252)
Definitely yes	30%	30%	33%	29%	28%
Lean toward yes	26%	29%	20%	29%	26%
Lean toward no	23%	22%	24%	22%	23%
Definitely no	21%	19%	24%	20%	23%
Net Yes	56%	59%	52%	58%	54%
Net No	44%	41%	48%	42%	46%

9. How certain are you about this belief regarding Russian influence in the 2016 election?

	Total	Module 1 (n = 252)	Module 2 (n = 251)	Module 3 (n = 252)	Module 4 (n = 252)
1 (Not strongly at all)	11%	6%	11%	13%	12%
2	4%	5%	6%	5%	2%
3	6%	8%	6%	6%	5%
4	14%	16%	11%	13%	16%
5	20%	22%	18%	23%	17%
6	17%	17%	19%	14%	17%
7 (Extremely strongly)	28%	26%	29%	27%	31%



10. Do you agree or disagree with the following statement: Resisting President Trump's policies does more harm than good?

	Total	Module 1 (n = 252)	Module 2 (n = 251)	Module 3 (n = 252)	Module 4 (n = 252)
Strongly agree	19%	18%	22%	18%	18%
Agree	16%	16%	20%	11%	16%
Slightly agree	10%	11%	10%	13%	7%
Neither Agree nor Disagree	18%	18%	16%	16%	22%
Slightly disagree	8%	14%	5%	9%	6%
Disagree	10%	8%	11%	10%	11%
Strongly disagree	19%	15%	15%	24%	20%
<i>Net Agree</i>	45%	45%	53%	41%	41%
<i>Net Disagree</i>	37%	36%	31%	43%	37%

11. Do you consider yourself a Democrat, a Republican an Independent or none of these?

	Total	Module 1 (n = 252)	Module 2 (n = 251)	Module 3 (n = 252)	Module 4 (n = 252)
Strong Democrat	17%	14%	19%	21%	13%
Moderate Democrat	20%	21%	14%	19%	23%
Moderate Republican	17%	19%	16%	15%	19%
Strong Republican	11%	10%	12%	12%	10%
Independent	22%	22%	24%	21%	23%
None of these	7%	8%	8%	6%	7%
Don't know / Rather not say	6%	7%	7%	6%	5%

12. Do your beliefs tend to lean more towards the Democrats or the Republicans?

	Total	Module 1 (n = 252)	Module 2 (n = 251)	Module 3 (n = 252)	Module 4 (n = 252)
Towards the Democrats	15%	18%	7%	23%	11%
Towards the Republicans	18%	17%	29%	16%	11%
Definitely Independent	25%	26%	18%	22%	34%
Neither	25%	24%	24%	21%	30%
Don't know / Rather not say	17%	16%	22%	17%	13%



13. For whom did you vote for President in 2016?

	Total	Module 1 (n = 252)	Module 2 (n = 251)	Module 3 (n = 252)	Module 4 (n = 252)
Hillary Clinton (Democrat)	41%	44%	36%	47%	37%
Donald Trump (Republican)	33%	31%	39%	31%	33%
Other	11%	12%	12%	11%	10%
Unsure / Rather not say	14%	13%	13%	11%	20%

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About the Study

These are findings from an Ipsos poll conducted March 3-6, 2017. For the survey, a sample of roughly 1,007 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English. The sample includes four modules, the sample for Module 1 is 252, Module 2 is 251, Module 3 is 252, and Module 4 is 252.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2013 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ($n=1,007$, $DEFF=1.5$, adjusted Confidence Interval=5).

The poll also has a credibility interval plus or minus 7.0 percentage points for Module 1, plus or minus 7.1 percentage points for Module 2, plus or minus 7.0 percentage points for Module 3 and plus or minus 7.0 percentage points for Module 4.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

For more information on this news release, please contact:

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Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

GAME CHANGERS

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