



“American” Identification Study

Ipsos Poll on American Identity

Washington, DC, August 18, 2017

1. Do you consider yourself to be a “real American” or not?

	Total	Democrat	Republican	Independent
Yes	84%	82%	92%	86%
No	6%	6%	5%	5%
Don't know	9%	12%	3%	9%

2. For each item in the list below, please indicate if you think a person like this is a “real American” or not.

Robert E. Lee

	Total	Democrat	Republican	Independent
Real American	54%	42%	75%	58%
Not a real American	18%	28%	8%	15%
Don't know	28%	30%	17%	27%

George Washington

	Total	Democrat	Republican	Independent
Real American	88%	87%	95%	90%
Not a real American	2%	1%	2%	2%
Don't know	10%	12%	4%	7%

Believes immigration should be restricted

	Total	Democrat	Republican	Independent
Real American	41%	25%	68%	39%
Not a real American	34%	54%	11%	29%
Don't know	25%	20%	22%	32%

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Believes in the right to bear arms

	Total	Democrat	Republican	Independent
Real American	70%	60%	87%	80%
Not a real American	8%	11%	4%	5%
Don't know	22%	29%	9%	15%

Believes in open borders

	Total	Democrat	Republican	Independent
Real American	45%	64%	20%	49%
Not a real American	25%	9%	53%	23%
Don't know	30%	28%	26%	28%

Belongs to a Christian church

	Total	Democrat	Republican	Independent
Real American	48%	44%	60%	55%
Not a real American	8%	10%	5%	7%
Don't know	43%	46%	35%	38%

Is an immigrant

	Total	Democrat	Republican	Independent
Real American	46%	57%	35%	54%
Not a real American	25%	21%	34%	15%
Don't know	29%	22%	31%	31%

Is a Democrat

	Total	Democrat	Republican	Independent
Real American	54%	67%	44%	61%
Not a real American	12%	3%	25%	8%
Don't know	34%	30%	31%	31%

Is a Republican

	Total	Democrat	Republican	Independent
Real American	54%	44%	76%	56%
Not a real American	12%	20%	2%	9%
Don't know	34%	36%	21%	35%

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Knows all the words to the Pledge of Allegiance

	Total	Democrat	Republican	Independent
Real American	73%	71%	82%	70%
Not a real American	4%	4%	4%	3%
Don't know	23%	25%	13%	27%

Believes in free speech

	Total	Democrat	Republican	Independent
Real American	91%	92%	91%	95%
Not a real American	3%	3%	4%	*
Don't know	6%	5%	5%	5%

Burns the flag

	Total	Democrat	Republican	Independent
Real American	13%	20%	6%	14%
Not a real American	73%	63%	88%	72%
Don't know	14%	18%	7%	14%

Lives near where they grew up

	Total	Democrat	Republican	Independent
Real American	46%	48%	51%	45%
Not a real American	5%	5%	3%	3%
Don't know	49%	47%	46%	52%

Served in the military

	Total	Democrat	Republican	Independent
Real American	80%	80%	86%	86%
Not a real American	3%	3%	2%	1%
Don't know	17%	17%	12%	13%

Believes that fewer laws and regulations are better than more

	Total	Democrat	Republican	Independent
Real American	47%	38%	64%	53%
Not a real American	17%	21%	13%	16%
Don't know	36%	42%	23%	32%

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Believes the federal Government should regulate the economy

	Total	Democrat	Republican	Independent
Real American	39%	48%	30%	38%
Not a real American	26%	14%	40%	32%
Don't know	35%	38%	30%	29%

Is liberal

	Total	Democrat	Republican	Independent
Real American	51%	68%	37%	53%
Not a real American	16%	5%	32%	16%
Don't know	33%	27%	31%	31%

Is conservative

	Total	Democrat	Republican	Independent
Real American	57%	52%	73%	56%
Not a real American	11%	15%	6%	8%
Don't know	32%	33%	21%	36%

Sympathizes with "Black Lives Matter" movement

	Total	Democrat	Republican	Independent
Real American	54%	75%	29%	58%
Not a real American	19%	5%	40%	15%
Don't know	27%	20%	31%	27%

Sympathizes with the "Alt-Right" movement

	Total	Democrat	Republican	Independent
Real American	21%	21%	22%	24%
Not a real American	39%	49%	33%	36%
Don't know	40%	29%	45%	40%

Has extreme political views

	Total	Democrat	Republican	Independent
Real American	32%	36%	31%	33%
Not a real American	32%	32%	37%	31%
Don't know	36%	32%	32%	37%

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Cares about the welfare of all Americans equally

	Total	Democrat	Republican	Independent
Real American	88%	94%	84%	88%
Not a real American	4%	2%	6%	4%
Don't know	8%	4%	10%	9%

3. Which, if any, of the following applies to you? Please choose as many as apply.

	Total	Democrat	Republican	Independent
I have lived outside of the United States	17%	19%	13%	21%
I have traveled outside of the United States at least once	69%	72%	76%	61%
I have not traveled outside of the United States	25%	21%	21%	32%

4. Which, if any, of the following applies to you? Please choose as many as apply.

	Total	Democrat	Republican	Independent
I was born outside of the United States	9%	11%	4%	13%
One or more of my immediate family members (parent, sibling, or child) was born outside of the United States	21%	25%	15%	21%
One or more of my closest friends was born outside of the United States	28%	33%	20%	34%
One or more of my casual acquaintances was born outside of the United States	46%	51%	44%	48%
No one I know was born outside the United States	33%	26%	41%	25%

5. Which, if any, of the following applies to you? Please choose as many as apply.

	Total	Democrat	Republican	Independent
I speak a language other than English fluently	19%	19%	13%	25%
One or more of my immediate family members (parent, sibling, or child) speaks a language other than English fluently	25%	24%	25%	29%
One or more of my closest friends speak a language other than English fluently	39%	44%	32%	39%
One or more of my casual acquaintances speak a language other than English fluently	50%	53%	47%	52%
No one I know speaks a language other than English fluently	26%	22%	32%	22%



6. Which of the following is closer to your view of what the “American Dream” means...

	Total	Democrat	Republican	Independent
In the U.S. it does not matter where you come from, if you work hard you can get ahead.	48%	41%	58%	46%
The U.S. is a place where no matter your religion or ethnicity, you will be treated with respect and dignity.	52%	59%	42%	54%

7. On a scale of 0-10, how much involvement, if any, do you think the US Government should have on America's economy? For this question, 0 means no involvement at all and 10 means complete involvement

	Total	Democrat	Republican	Independent
0 – No involvement at all	2%	1%	3%	5%
1	2%	1%	4%	2%
2	3%	1%	4%	5%
3	6%	2%	10%	9%
4	4%	3%	5%	5%
5	19%	14%	22%	29%
6	15%	17%	16%	7%
7	15%	21%	13%	6%
8	13%	18%	8%	11%
9	4%	6%	4%	1%
10 – Complete involvement	9%	9%	7%	10%
Don't know	8%	8%	4%	10%
0-2 (Net)	8%	3%	11%	12%
8-10 (Net)	26%	34%	19%	23%

8. When you think about abortion, which of the following is closest to your personal opinion?

	Total	Democrat	Republican	Independent
Abortion should be illegal in all cases	9%	6%	13%	6%
Abortion should be illegal in most cases	23%	11%	39%	27%
Abortion should be legal in most cases	27%	33%	23%	26%
Abortion should be legal in all cases	28%	39%	17%	31%
Unsure	12%	11%	8%	10%

9. Thinking about all the conversations you have on an average day, would you say...

	Total	Democrat	Republican	Independent
All of them happen online (rather than in person)	2%	3%	2%	1%



Most of them happen online (rather than in person)	7%	7%	7%	9%
Equal numbers happen online and in person	22%	23%	20%	17%
Most of them happen in person (rather than online)	43%	46%	44%	41%
All of them happen in person (rather than online)	21%	18%	25%	24%
Don't know	5%	3%	2%	8%

10. How do you get most of your news? (Select all that apply)

	Total	Democrat	Republican	Independent
Television	65%	70%	72%	59%
Online/internet	60%	64%	55%	67%
Social media (Twitter, Facebook)	37%	43%	31%	33%
Radio	28%	30%	28%	29%
Print newspapers/magazines	28%	29%	32%	28%
Mobile News apps	21%	25%	15%	24%
None of the above	3%	1%	2%	3%

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

	Total	Democrat	Republican	Independent
Strong Democrat	16%	37%	-	-
Moderate Democrat	16%	38%	-	-
Independent, lean Democrat	11%	25%	-	-
Independent, lean Republican	8%	-	24%	-
Moderate Republican	16%	-	50%	-
Strong Republican	8%	-	26%	-
Independent	16%	-	-	100%
None of these	6%	-	-	-
Don't know	4%	-	-	-

12. Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

	Total	Democrat	Republican	Independent
Can trust	20%	28%	16%	14%
Cannot trust	14%	10%	17%	14%
Depends	60%	60%	62%	66%
Don't know	5%	2%	5%	5%

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13. From the list below, please choose all that apply to you.

	Total	Democrat	Republican	Independent
Drink bottled water	61%	56%	62%	71%
Shop at Walmart regularly	48%	46%	49%	50%
Have ever lived in a rural area	40%	34%	45%	52%
Watch HBO	39%	44%	36%	41%
Love baseball	32%	29%	41%	34%
Learned to drive before age 15	29%	24%	35%	32%
Prefer to buy organic foods when possible	27%	26%	23%	36%
Drink sparkling water	20%	21%	21%	18%
Watch soccer on TV	19%	20%	18%	22%
Enjoy NASCAR	16%	11%	23%	19%
Drive a pickup truck	15%	11%	23%	16%
Shop at Whole Foods regularly	12%	15%	11%	10%
Have donated money to NPR	10%	14%	5%	12%
None of these	4%	3%	2%	4%

14. Do you agree or disagree with the following statements?

Social policies, such as affirmative action, discriminate unfairly against white people

	Total	Democrat	Republican	Independent
Strongly agree	14%	8%	24%	14%
Somewhat agree	23%	14%	42%	17%
Neither agree nor disagree	24%	25%	19%	28%
Somewhat disagree	12%	17%	5%	15%
Strongly disagree	18%	31%	5%	15%
Don't know	8%	5%	6%	10%
<i>Agree (Net)</i>	<i>37%</i>	<i>22%</i>	<i>66%</i>	<i>31%</i>
<i>Disagree (Net)</i>	<i>30%</i>	<i>47%</i>	<i>9%</i>	<i>31%</i>

Race plays an important role in who gets sent to prison

	Total	Democrat	Republican	Independent
Strongly agree	22%	36%	6%	20%
Somewhat agree	28%	35%	19%	34%
Neither agree nor disagree	16%	12%	20%	14%
Somewhat disagree	12%	7%	19%	12%
Strongly disagree	17%	6%	31%	18%
Don't know	5%	4%	4%	2%
<i>Agree (Net)</i>	<i>50%</i>	<i>71%</i>	<i>26%</i>	<i>54%</i>
<i>Disagree (Net)</i>	<i>29%</i>	<i>13%</i>	<i>51%</i>	<i>30%</i>

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Due to racial discrimination, programs such as affirmative action are necessary to help create equality

	Total	Democrat	Republican	Independent
Strongly agree	19%	30%	9%	10%
Somewhat agree	32%	41%	21%	35%
Neither agree nor disagree	19%	15%	21%	25%
Somewhat disagree	12%	6%	21%	10%
Strongly disagree	11%	2%	23%	9%
Don't know	8%	6%	5%	10%
<i>Agree (Net)</i>	<i>50%</i>	<i>71%</i>	<i>30%</i>	<i>46%</i>
<i>Disagree (Net)</i>	<i>22%</i>	<i>8%</i>	<i>44%</i>	<i>19%</i>

Black people do not have the same opportunities as white people in the U.S.

	Total	Democrat	Republican	Independent
Strongly agree	22%	34%	9%	18%
Somewhat agree	28%	38%	15%	29%
Neither agree nor disagree	14%	11%	16%	16%
Somewhat disagree	14%	7%	21%	16%
Strongly disagree	20%	8%	38%	19%
Don't know	3%	2%	2%	3%
<i>Agree (Net)</i>	<i>50%</i>	<i>72%</i>	<i>24%</i>	<i>46%</i>
<i>Disagree (Net)</i>	<i>33%</i>	<i>15%</i>	<i>58%</i>	<i>35%</i>

15. Do you agree or disagree with the following statements?

People who talk about their conservative beliefs are often disrespected

	Total	Democrat	Republican	Independent
Strongly agree	16%	11%	25%	12%
Somewhat agree	31%	27%	39%	37%
Neither agree nor disagree	30%	36%	21%	30%
Somewhat disagree	10%	13%	8%	9%
Strongly disagree	5%	6%	4%	5%
Don't know	8%	7%	3%	7%
<i>Agree (Net)</i>	<i>47%</i>	<i>38%</i>	<i>64%</i>	<i>49%</i>
<i>Disagree (Net)</i>	<i>15%</i>	<i>19%</i>	<i>12%</i>	<i>15%</i>

People who talk about their liberal or progressive beliefs are often disrespected

	Total	Democrat	Republican	Independent
Strongly agree	13%	16%	12%	10%
Somewhat agree	29%	32%	24%	34%
Neither agree nor disagree	32%	34%	30%	35%

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Somewhat disagree	12%	7%	20%	12%
Strongly disagree	6%	3%	10%	4%
Don't know	8%	7%	4%	5%
<i>Agree (Net)</i>	<i>42%</i>	<i>48%</i>	<i>36%</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>11%</i>	<i>30%</i>	<i>16%</i>

“Political Correctness” is just a way for people to shut down people they disagree with

	Total	Democrat	Republican	Independent
Strongly agree	24%	14%	38%	25%
Somewhat agree	30%	30%	35%	29%
Neither agree nor disagree	21%	25%	16%	23%
Somewhat disagree	10%	14%	6%	9%
Strongly disagree	8%	12%	5%	8%
Don't know	6%	6%	2%	6%
<i>Agree (Net)</i>	<i>54%</i>	<i>43%</i>	<i>72%</i>	<i>53%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>26%</i>	<i>10%</i>	<i>17%</i>

16. Do you agree or disagree with the following statements?

These days I feel like a stranger in my own country

	Total	Democrat	Republican	Independent
Strongly agree	17%	17%	20%	13%
Somewhat agree	26%	25%	32%	26%
Neither agree nor disagree	17%	15%	16%	21%
Somewhat disagree	16%	16%	16%	17%
Strongly disagree	20%	26%	15%	19%
Don't know	3%	1%	1%	4%
<i>Agree (Net)</i>	<i>44%</i>	<i>42%</i>	<i>52%</i>	<i>39%</i>
<i>Disagree (Net)</i>	<i>36%</i>	<i>42%</i>	<i>31%</i>	<i>36%</i>

When jobs are scarce, employers should prioritize hiring people of this country over immigrants

	Total	Democrat	Republican	Independent
Strongly agree	22%	13%	38%	18%
Somewhat agree	24%	21%	27%	28%
Neither agree nor disagree	24%	27%	16%	29%
Somewhat disagree	13%	19%	9%	9%
Strongly disagree	13%	19%	5%	11%
Don't know	4%	1%	4%	5%
<i>Agree (Net)</i>	<i>46%</i>	<i>35%</i>	<i>66%</i>	<i>46%</i>
<i>Disagree (Net)</i>	<i>26%</i>	<i>38%</i>	<i>14%</i>	<i>19%</i>

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Immigrants take importance social services away from real Americans

	Total	Democrat	Republican	Independent
Strongly agree	15%	10%	26%	12%
Somewhat agree	23%	14%	40%	16%
Neither agree nor disagree	19%	15%	18%	27%
Somewhat disagree	17%	22%	10%	18%
Strongly disagree	23%	36%	4%	23%
Don't know	4%	3%	1%	3%
<i>Agree (Net)</i>	<i>38%</i>	<i>24%</i>	<i>66%</i>	<i>28%</i>
<i>Disagree (Net)</i>	<i>39%</i>	<i>58%</i>	<i>15%</i>	<i>41%</i>

Immigrants take jobs away from real Americans

	Total	Democrat	Republican	Independent
Strongly agree	13%	8%	20%	11%
Somewhat agree	20%	11%	32%	22%
Neither agree nor disagree	19%	14%	22%	26%
Somewhat disagree	19%	24%	16%	19%
Strongly disagree	26%	41%	8%	19%
Don't know	3%	2%	1%	4%
<i>Agree (Net)</i>	<i>32%</i>	<i>19%</i>	<i>52%</i>	<i>33%</i>
<i>Disagree (Net)</i>	<i>45%</i>	<i>65%</i>	<i>24%</i>	<i>38%</i>

America would be stronger if we stopped immigration

	Total	Democrat	Republican	Independent
Strongly agree	10%	8%	16%	8%
Somewhat agree	12%	6%	21%	10%
Neither agree nor disagree	18%	13%	21%	21%
Somewhat disagree	22%	20%	28%	21%
Strongly disagree	35%	52%	11%	36%
Don't know	4%	2%	3%	4%
<i>Agree (Net)</i>	<i>22%</i>	<i>13%</i>	<i>37%</i>	<i>18%</i>
<i>Disagree (Net)</i>	<i>57%</i>	<i>72%</i>	<i>39%</i>	<i>57%</i>

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America would be better off if we let in all immigrants who wanted to come here

	Total	Democrat	Republican	Independent
Strongly agree	10%	14%	6%	7%
Somewhat agree	14%	20%	7%	11%
Neither agree nor disagree	21%	31%	8%	24%
Somewhat disagree	22%	23%	21%	25%
Strongly disagree	28%	8%	55%	31%
Don't know	5%	4%	3%	2%
<i>Agree (Net)</i>	<i>24%</i>	<i>34%</i>	<i>13%</i>	<i>18%</i>
<i>Disagree (Net)</i>	<i>50%</i>	<i>32%</i>	<i>76%</i>	<i>55%</i>

17. Do you agree or disagree with the following statements?

The government should control the price of basic foodstuffs or staples

	Total	Democrat	Republican	Independent
Strongly agree	10%	13%	8%	7%
Somewhat agree	16%	17%	15%	13%
Neither agree nor disagree	24%	28%	16%	28%
Somewhat disagree	21%	25%	20%	16%
Strongly disagree	23%	13%	36%	28%
Don't know	6%	4%	5%	7%
<i>Agree (Net)</i>	<i>26%</i>	<i>30%</i>	<i>23%</i>	<i>20%</i>
<i>Disagree (Net)</i>	<i>44%</i>	<i>38%</i>	<i>56%</i>	<i>44%</i>

America should stop terrorism at all costs, even if that means ignoring civil rights

	Total	Democrat	Republican	Independent
Strongly agree	11%	9%	19%	6%
Somewhat agree	19%	15%	28%	12%
Neither agree nor disagree	17%	14%	19%	21%
Somewhat disagree	22%	25%	20%	21%
Strongly disagree	25%	35%	11%	31%
Don't know	6%	3%	4%	9%
<i>Agree (Net)</i>	<i>30%</i>	<i>23%</i>	<i>46%</i>	<i>18%</i>
<i>Disagree (Net)</i>	<i>47%</i>	<i>60%</i>	<i>31%</i>	<i>52%</i>

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America needs a strong leader to take the country back from the rich and powerful

	Total	Democrat	Republican	Independent
Strongly agree	37%	41%	34%	33%
Somewhat agree	31%	34%	29%	28%
Neither agree nor disagree	20%	18%	22%	29%
Somewhat disagree	6%	4%	10%	4%
Strongly disagree	4%	3%	5%	5%
Don't know	3%	1%	1%	1%
<i>Agree (Net)</i>	<i>67%</i>	<i>75%</i>	<i>63%</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>10%</i>	<i>6%</i>	<i>15%</i>	<i>9%</i>

The American economy is rigged to advantage the rich and powerful

	Total	Democrat	Republican	Independent
Strongly agree	34%	45%	19%	32%
Somewhat agree	32%	34%	29%	36%
Neither agree nor disagree	17%	14%	22%	17%
Somewhat disagree	9%	5%	18%	6%
Strongly disagree	4%	1%	9%	5%
Don't know	4%	1%	3%	3%
<i>Agree (Net)</i>	<i>66%</i>	<i>79%</i>	<i>48%</i>	<i>68%</i>
<i>Disagree (Net)</i>	<i>13%</i>	<i>6%</i>	<i>27%</i>	<i>11%</i>

Traditional parties and politicians don't care about people like me

	Total	Democrat	Republican	Independent
Strongly agree	32%	30%	35%	32%
Somewhat agree	34%	33%	35%	41%
Neither agree nor disagree	21%	24%	18%	20%
Somewhat disagree	8%	10%	9%	2%
Strongly disagree	1%	1%	2%	1%
Don't know	3%	1%	1%	4%
<i>Agree (Net)</i>	<i>66%</i>	<i>63%</i>	<i>70%</i>	<i>73%</i>
<i>Disagree (Net)</i>	<i>9%</i>	<i>11%</i>	<i>11%</i>	<i>3%</i>

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The mainstream media is more interested in making money than telling the truth

	Total	Democrat	Republican	Independent
Strongly agree	37%	18%	61%	37%
Somewhat agree	24%	23%	27%	23%
Neither agree nor disagree	18%	26%	5%	23%
Somewhat disagree	10%	17%	3%	12%
Strongly disagree	8%	15%	3%	1%
Don't know	3%	*	1%	3%
<i>Agree (Net)</i>	<i>61%</i>	<i>41%</i>	<i>88%</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>33%</i>	<i>5%</i>	<i>13%</i>

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About the Study

These are findings from an Ipsos poll conducted August 17-18, 2017. For the survey, a sample of roughly 1,021 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English. The sample includes 401 Democrats, 363 Republicans, and 149 Independents.

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 ($n=1,021$, $DEFF=1.5$, adjusted Confidence Interval=5).

The poll also has a credibility interval plus or minus 5.6 percentage points for Democrats, plus or minus 5.9 percentage points for Republicans, and plus or minus 9.2 percentage points for Independents.

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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About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

About Ipsos

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 88 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

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

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