



The New Tribalism: Clashing Views On Who Is a Real American

Discord on Race, Immigration and the News Media

Ipsos U.S. Public Affairs

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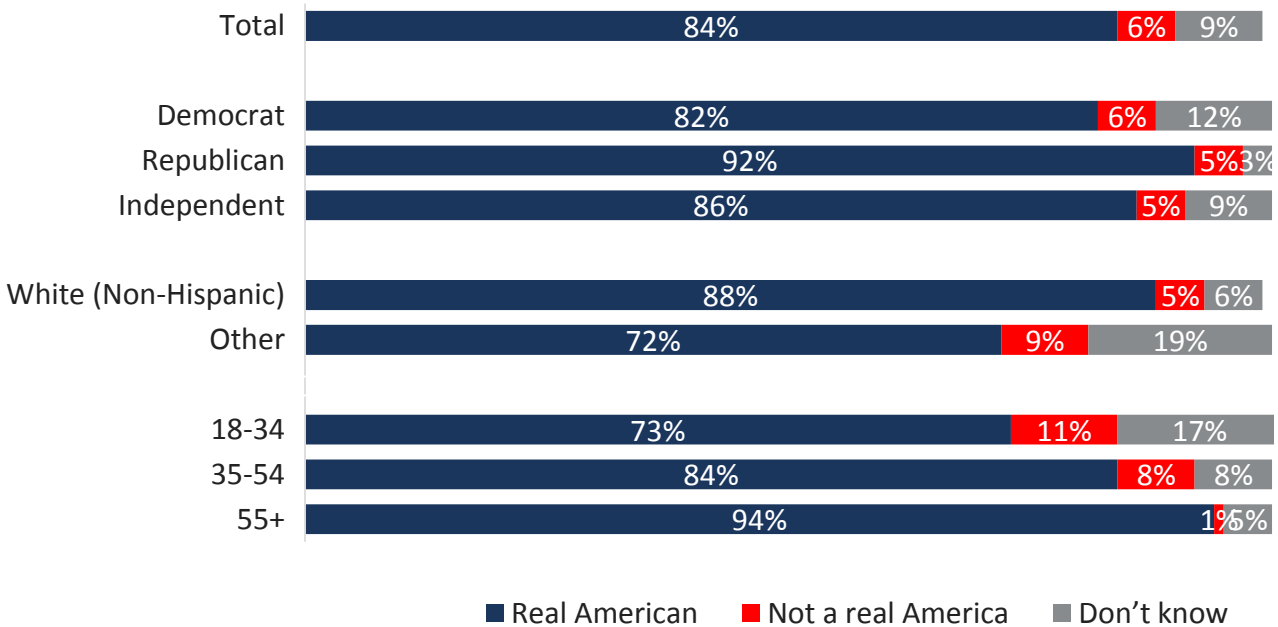
THE NEW PARTISAN DIVIDE

These are findings from two Ipsos polls one of 1,021 U.S. adults age 18+ conducted August 17-18, 2017 and one of 1,003 U.S. adults age 18+ conducted October 3-5, 2017

- For both surveys, a sample of adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English. The samples of the August 17-18 and October 3-5 surveys include 401 and 390 Democrats, 363 and 362 Republicans, and 149 and 141 Independents, respectively.
- The samples for this study were 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.
- 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). Each survey had a credibility interval adjusted for design effect of the following (n=1,021 and 1,003, DEFF=1.5, adjusted Confidence Interval=5). Both polls also have 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.
- Where figures do not sum to 100, this is due to the effects of rounding.
- 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.

Are You a Real American?

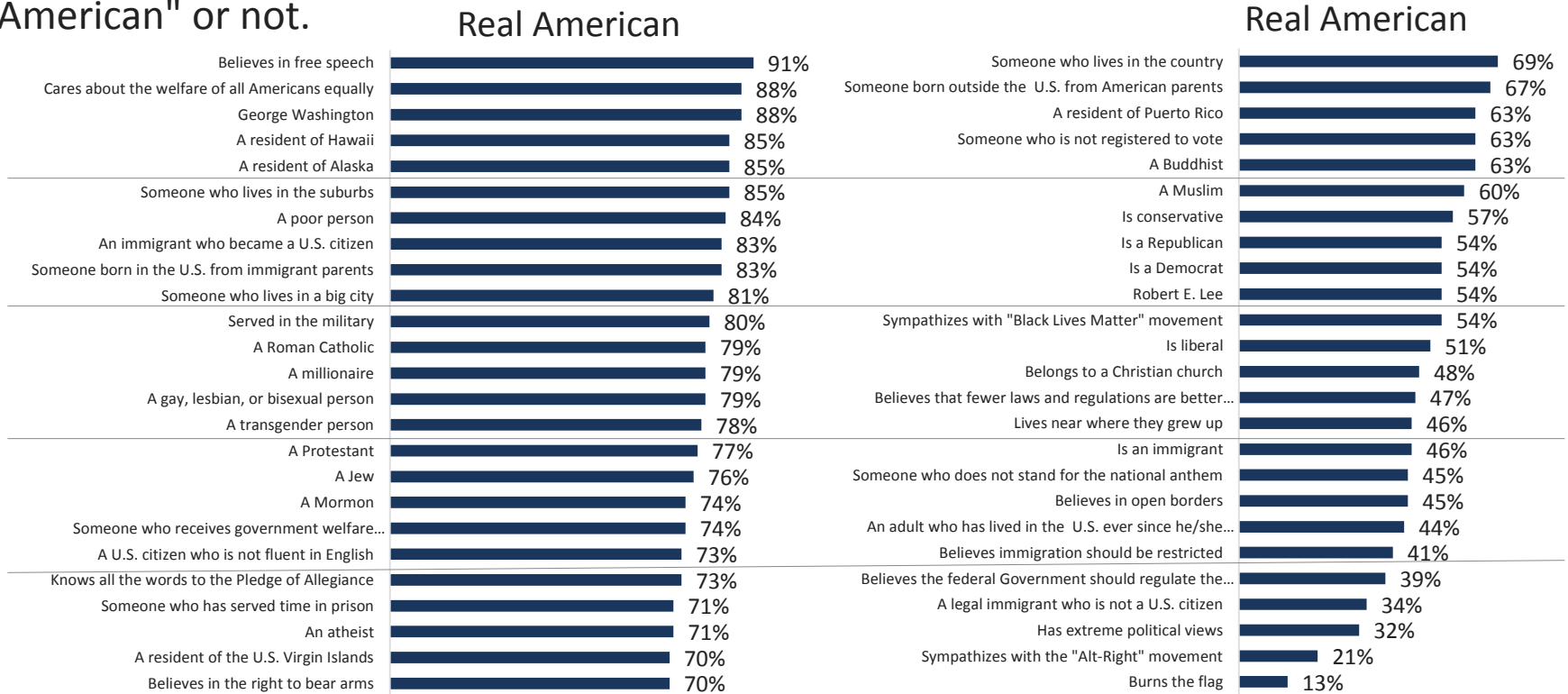
Q1. Do you consider yourself to be a "real American" or not?



Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

Who's a Real American?

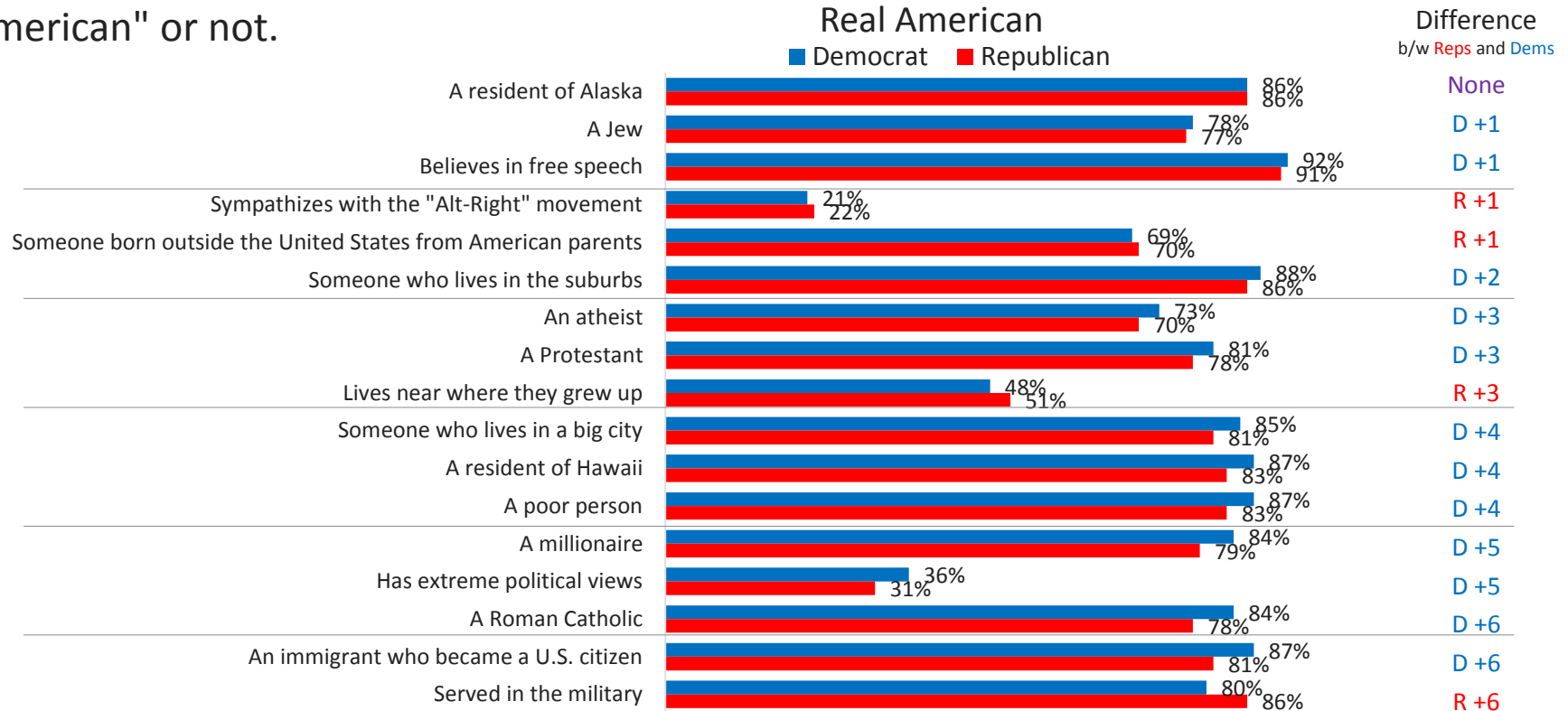
Q#. For each item in the list below, please indicate if you think a person like this is a "real American" or not.



Ipsos polls conducted August 17-18, 2017 among 1,021 US adults and October 3-5, 2017 among 1,003 US adults

Who's a Real American? Solid Consensus

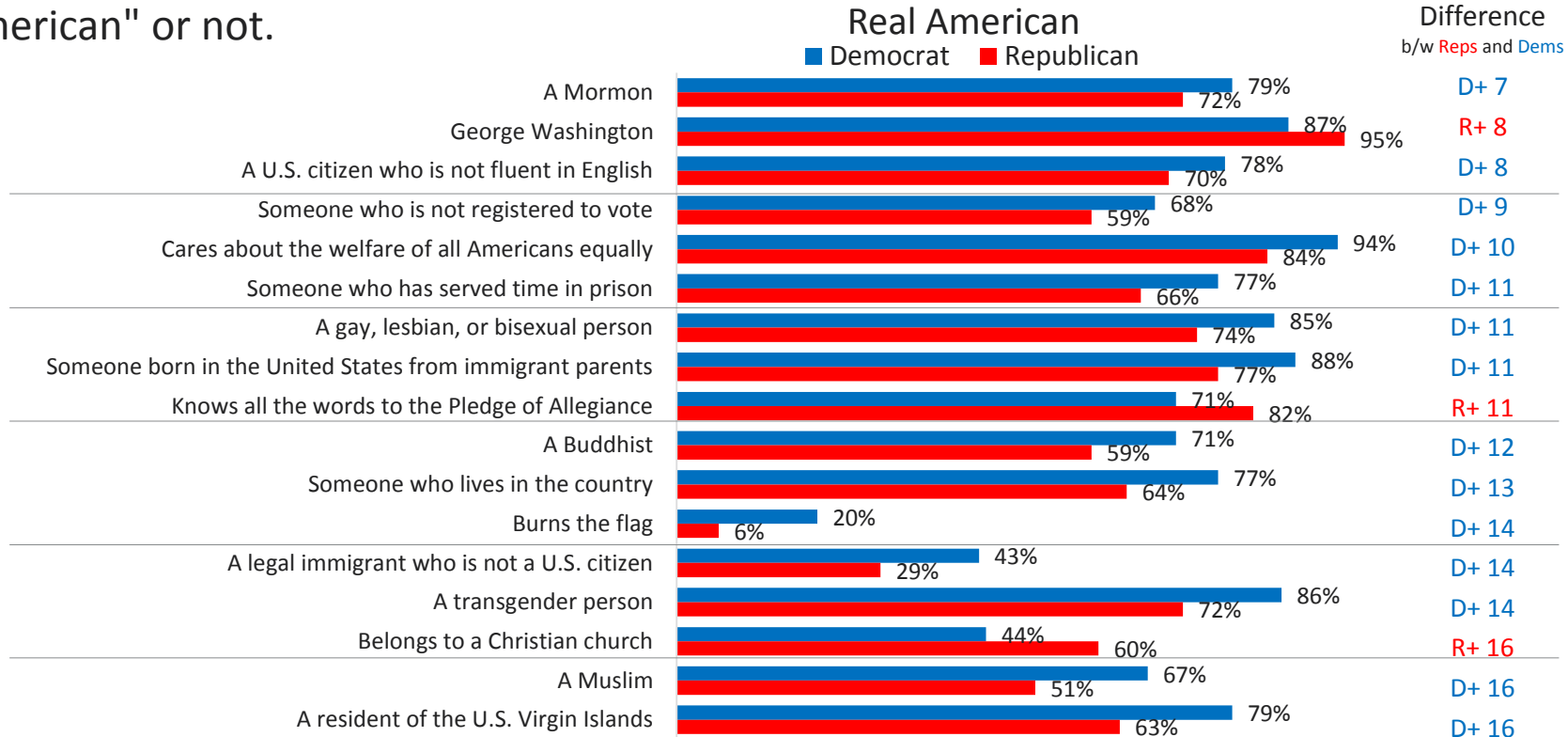
Q#. For each item in the list below, please indicate if you think a person like this is a "real American" or not.



Ipsos polls conducted August 17-18, 2017 among 1,021 US adults and October 3-5, 2017 among 1,003 US adults

Who's a Real American? Middling Differences

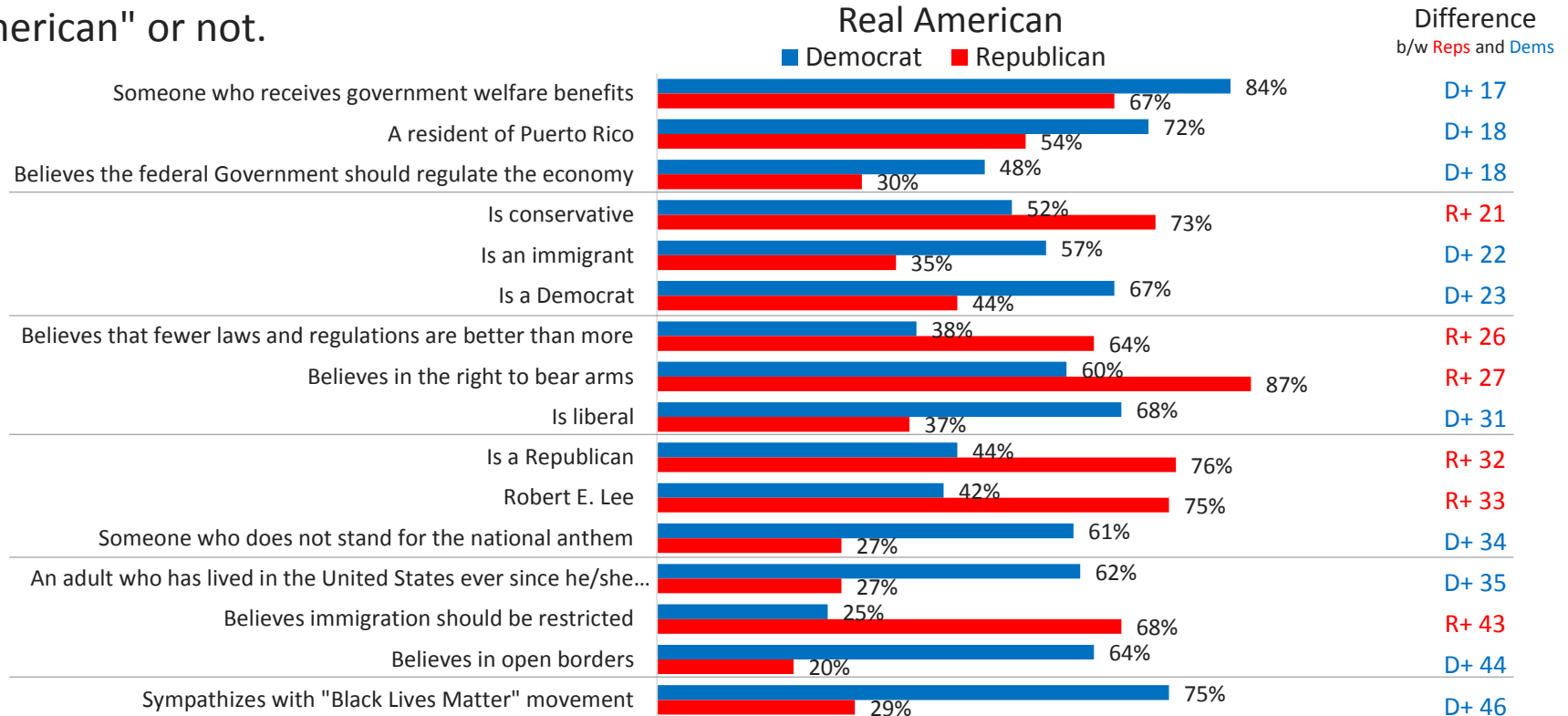
Q#. For each item in the list below, please indicate if you think a person like this is a "real American" or not.



Ipsos polls conducted August 17-18, 2017 among 1,021 US adults and October 3-5, 2017 among 1,003 US adults

Who's a Real American? Dissonance

Q#. For each item in the list below, please indicate if you think a person like this is a "real American" or not.

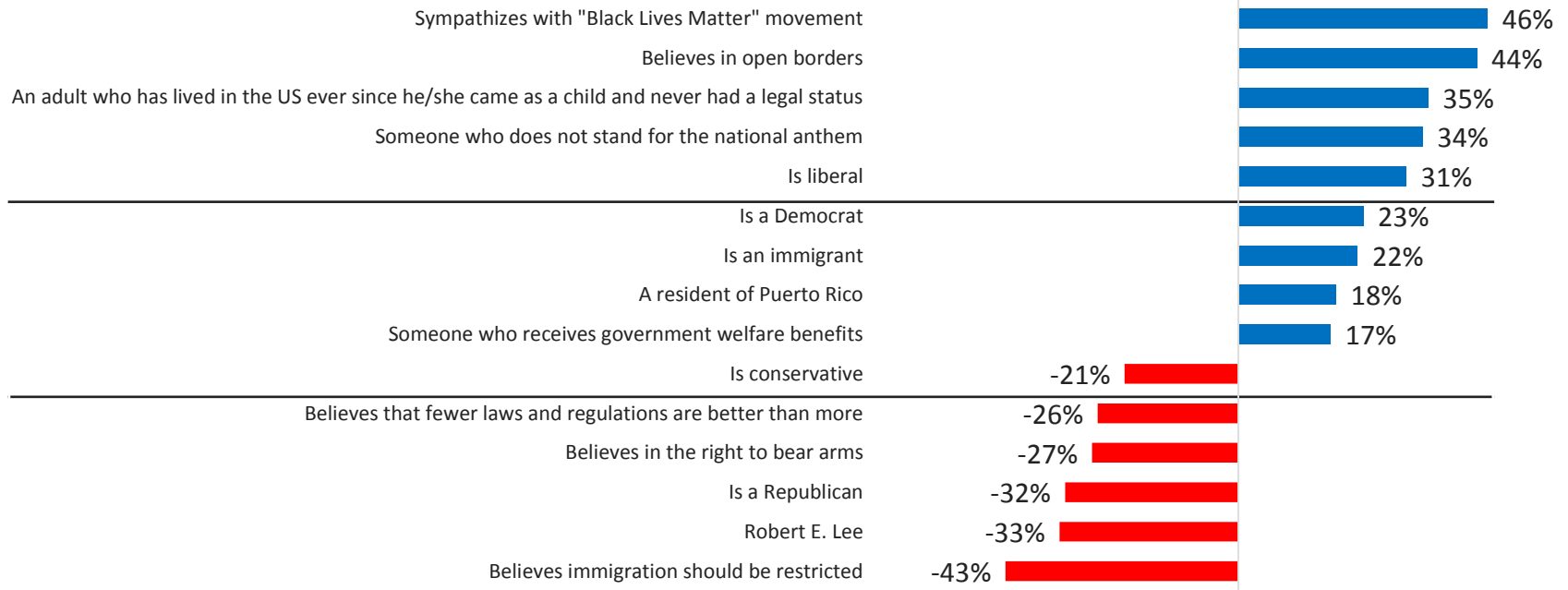


Ipsos polls conducted August 17-18, 2017 among 1,021 US adults and October 3-5, 2017 among 1,003 US adults

15 Least Consensual “Real Americans” by Party ID

Q2. For each item in the list below, please indicate if you think a person like this is a "real American" or not.

Difference Between % of Democrats and % of Republicans answering “Real American”



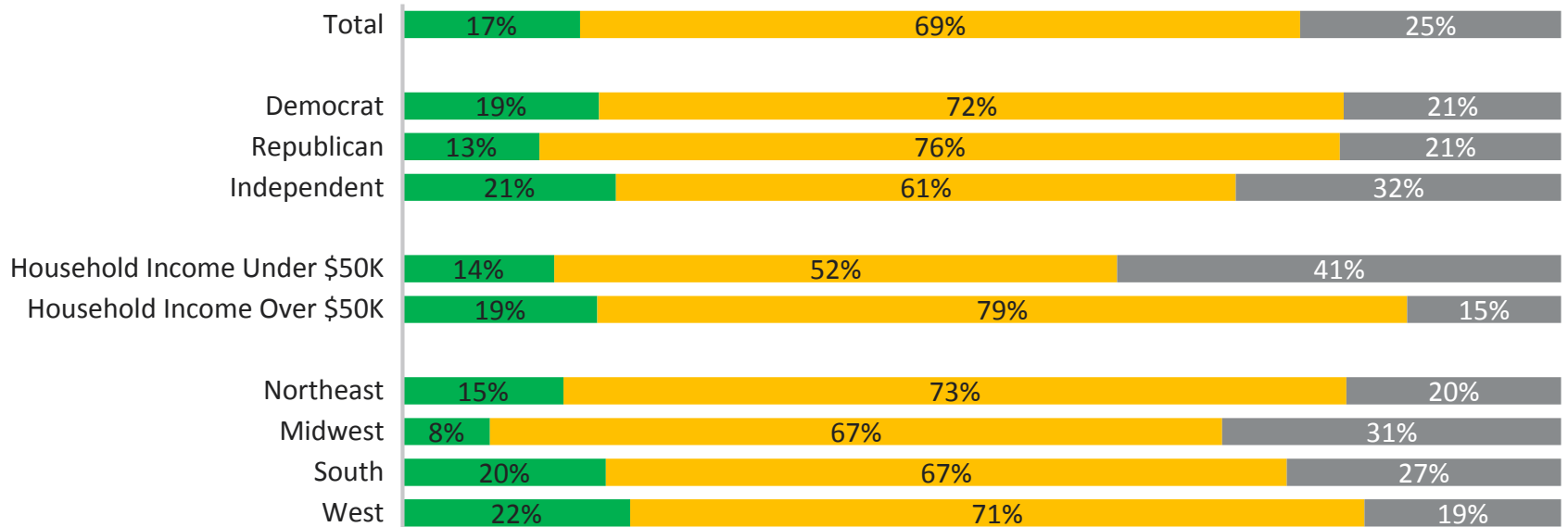
Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

Red bar indicates a higher level of Republican support, blue bar indicates a higher level of Democratic support

International Experience

Q3. Which, if any, of the following applies to you?

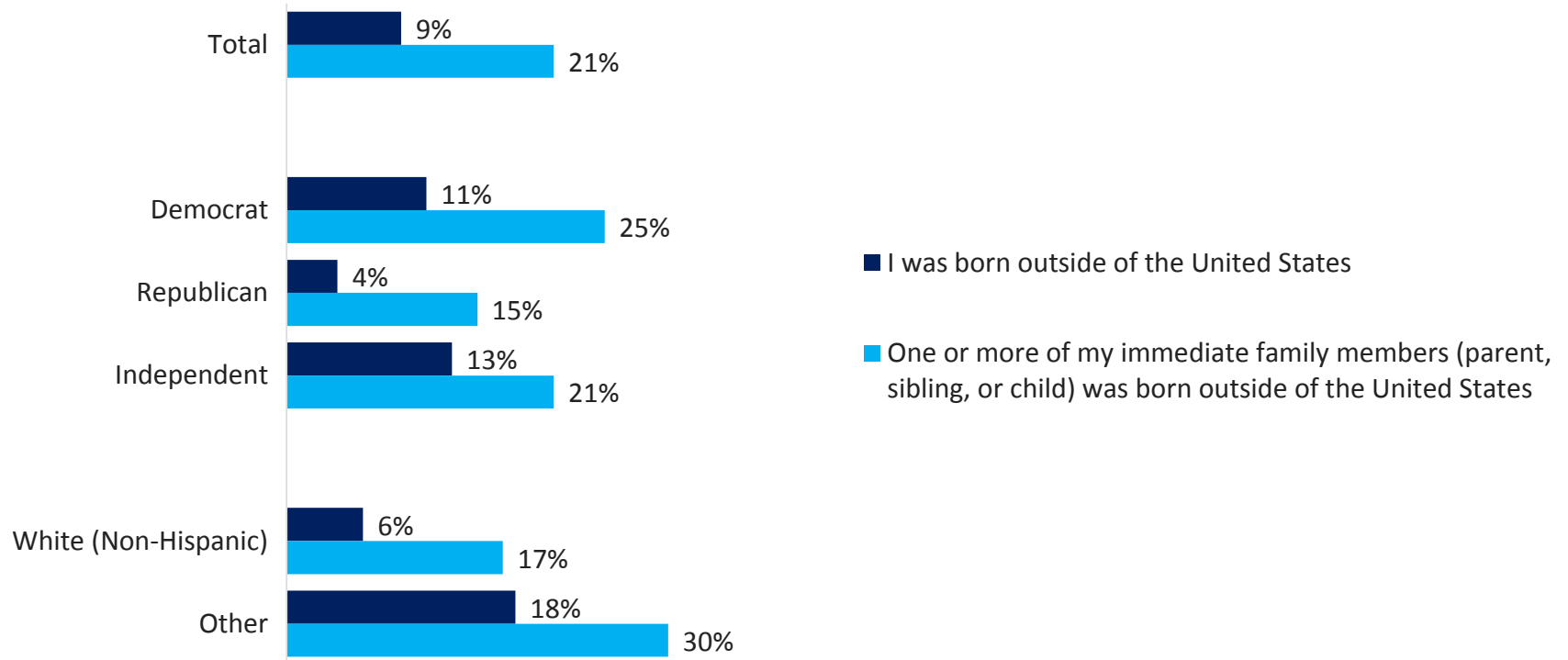
■ I have lived outside the U.S. ■ I have traveled outside the U.S. at least once ■ I have not traveled outside the U.S.



Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

Foreign-Born / Foreign-Born Relatives

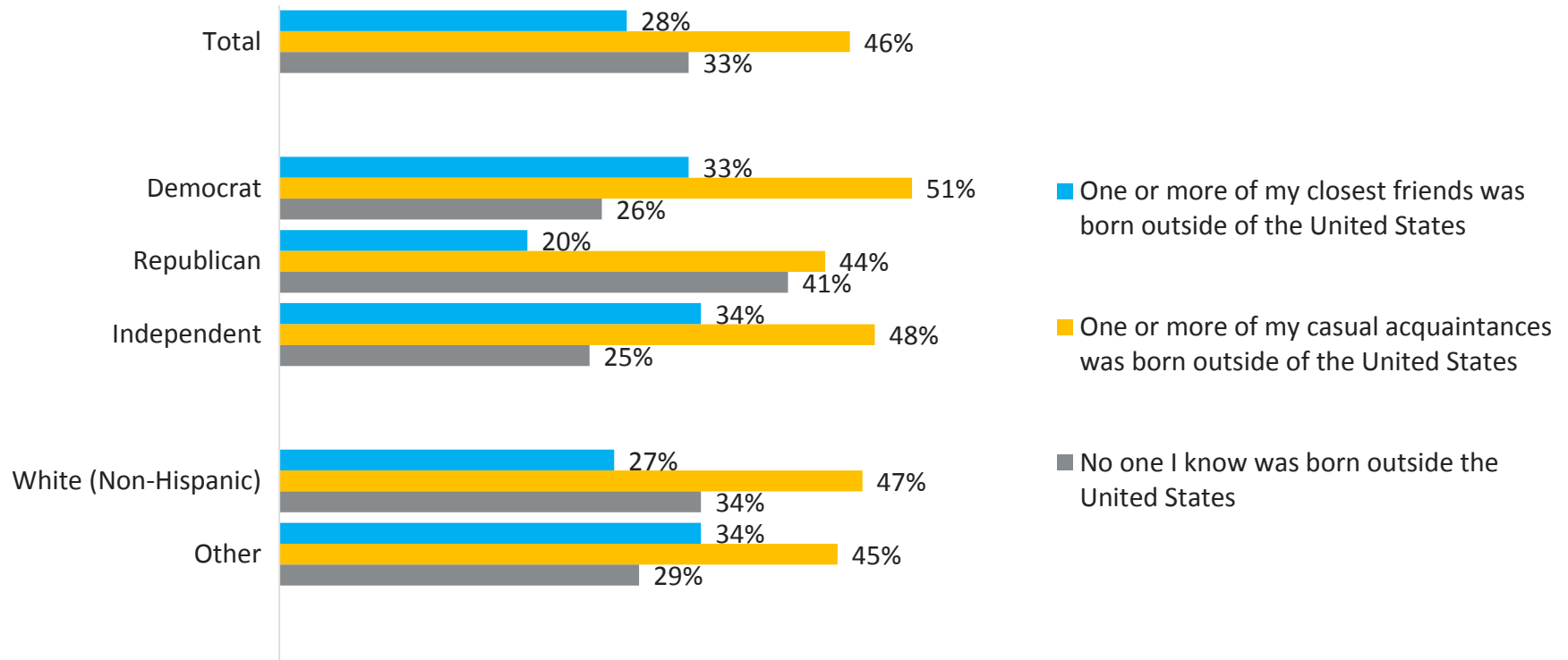
Q4. Which, if any, of the following applies to you?



Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

Foreign-Born Friends and Acquaintances

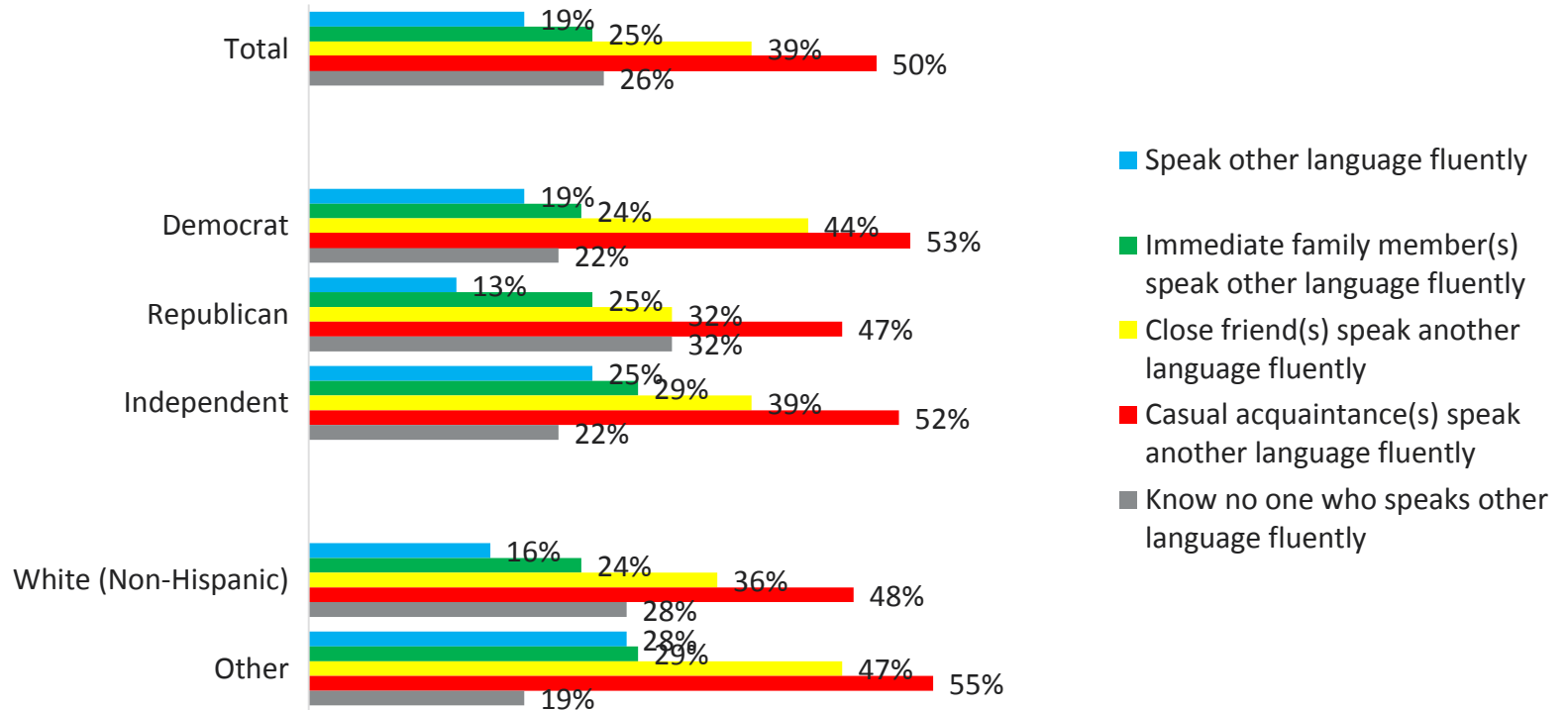
Q4. Which, if any, of the following applies to you?



Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

Exposure to Language Other than English

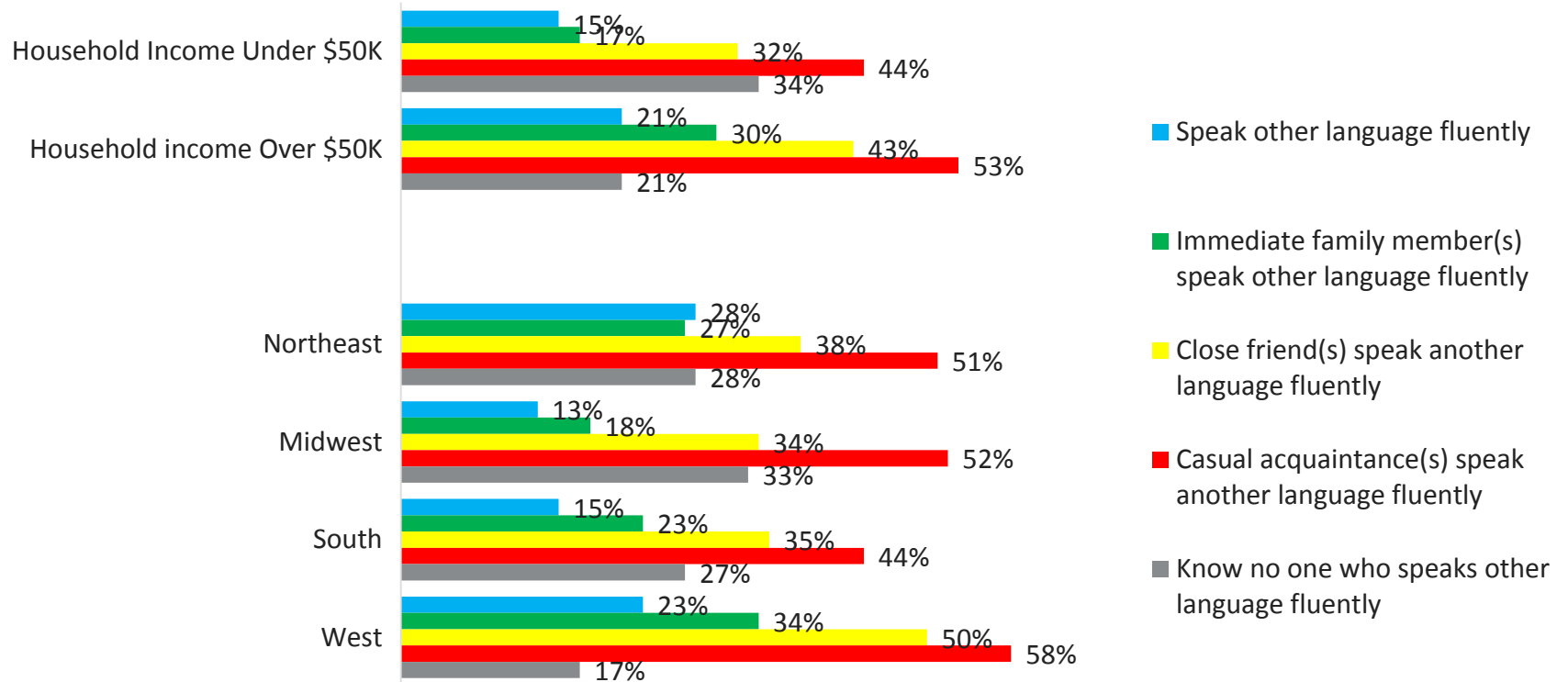
Q5. Which, if any, of the following applies to you?



Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

Exposure to Language Other than English

Q5. Which, if any, of the following applies to you?

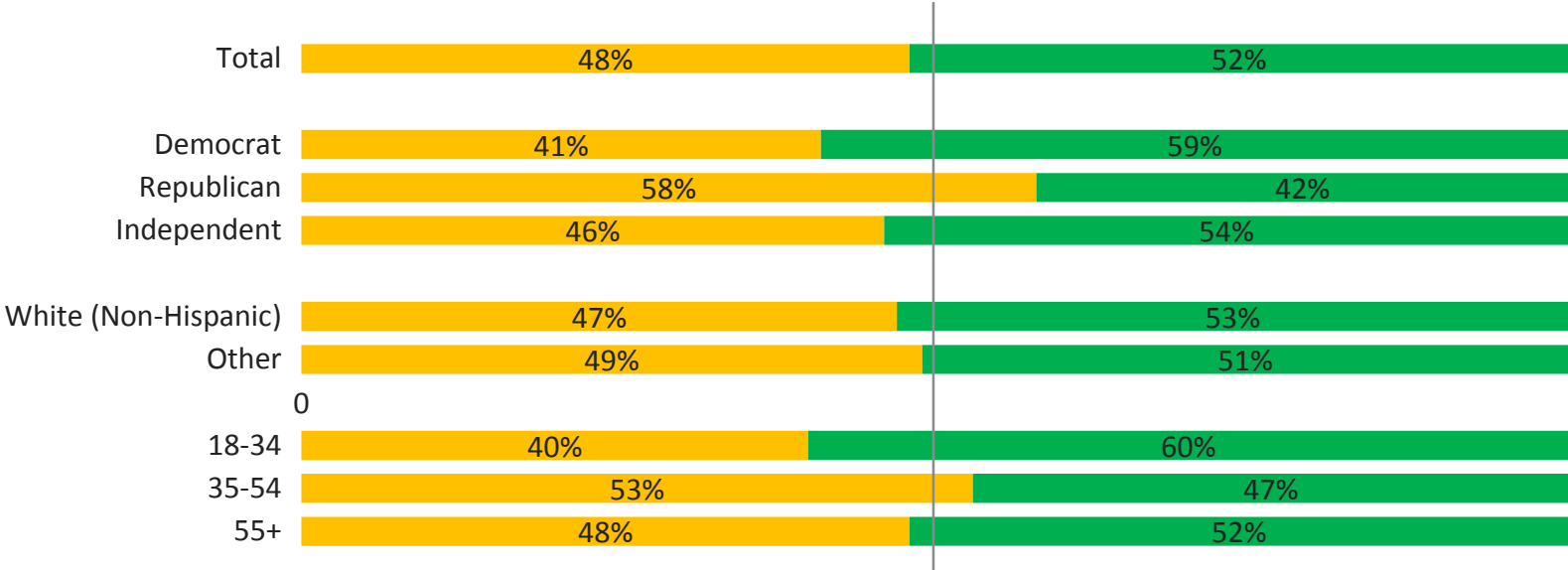


Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

The American Dream

Q6. Which of the following is closer to your view of what the "American Dream" means...

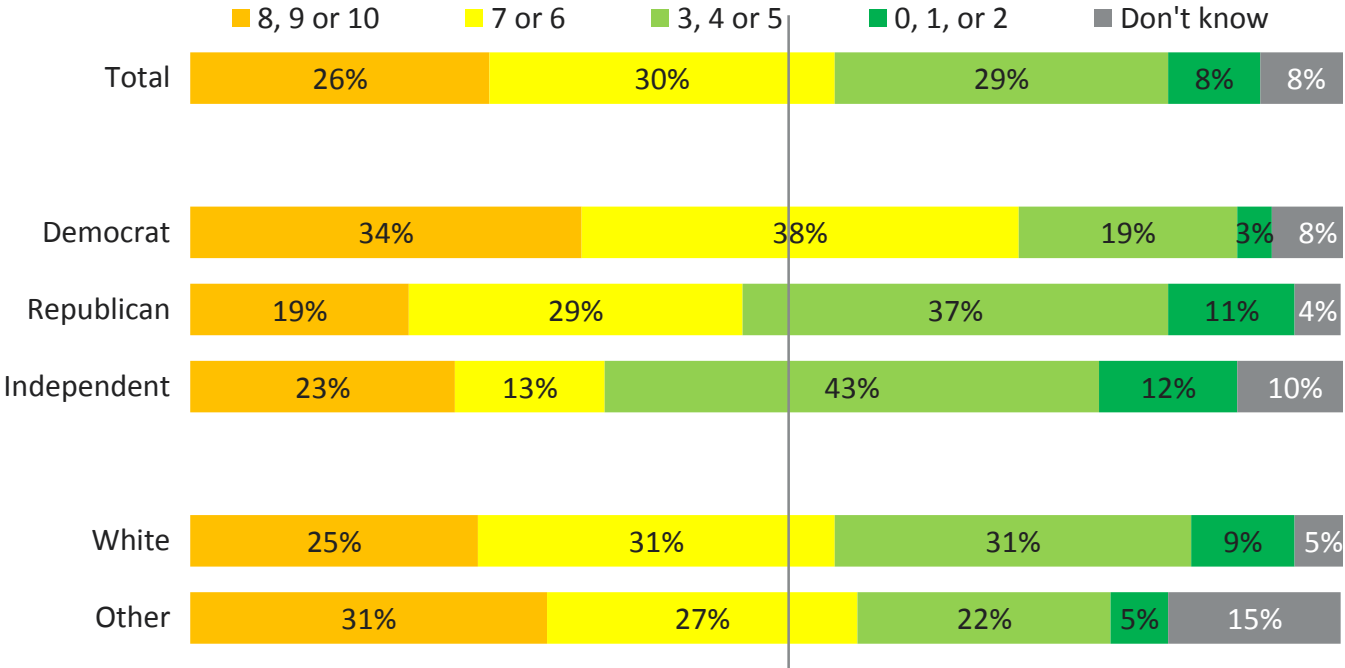
- In the U.S. it does not matter where you come from, if you work hard you can get ahead.
- The U.S. is a place where no matter your religion or ethnicity, you will be treated with respect and dignity.



Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

Government involvement in the Economy

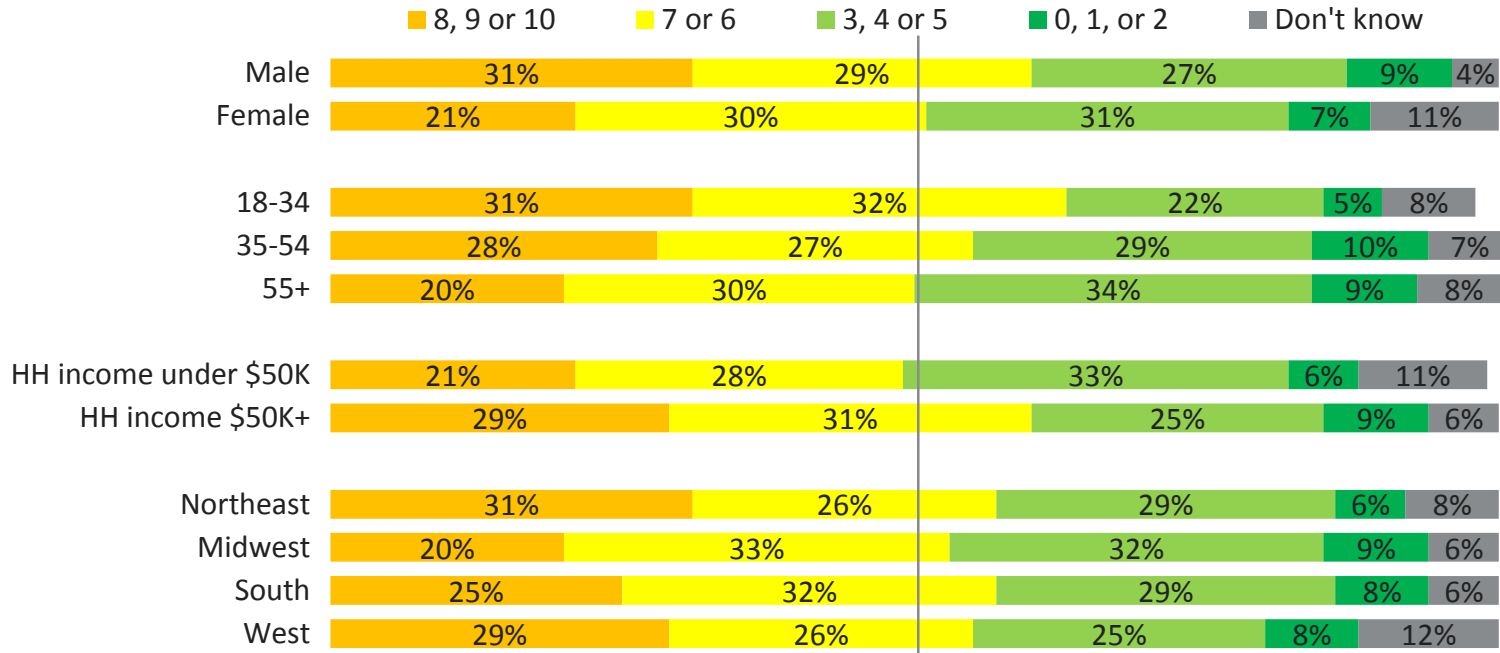
Q7: On a scale of 1-10, how much involvement, if any, do you think the US Government should have on America's economy?



Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

Government involvement in the Economy

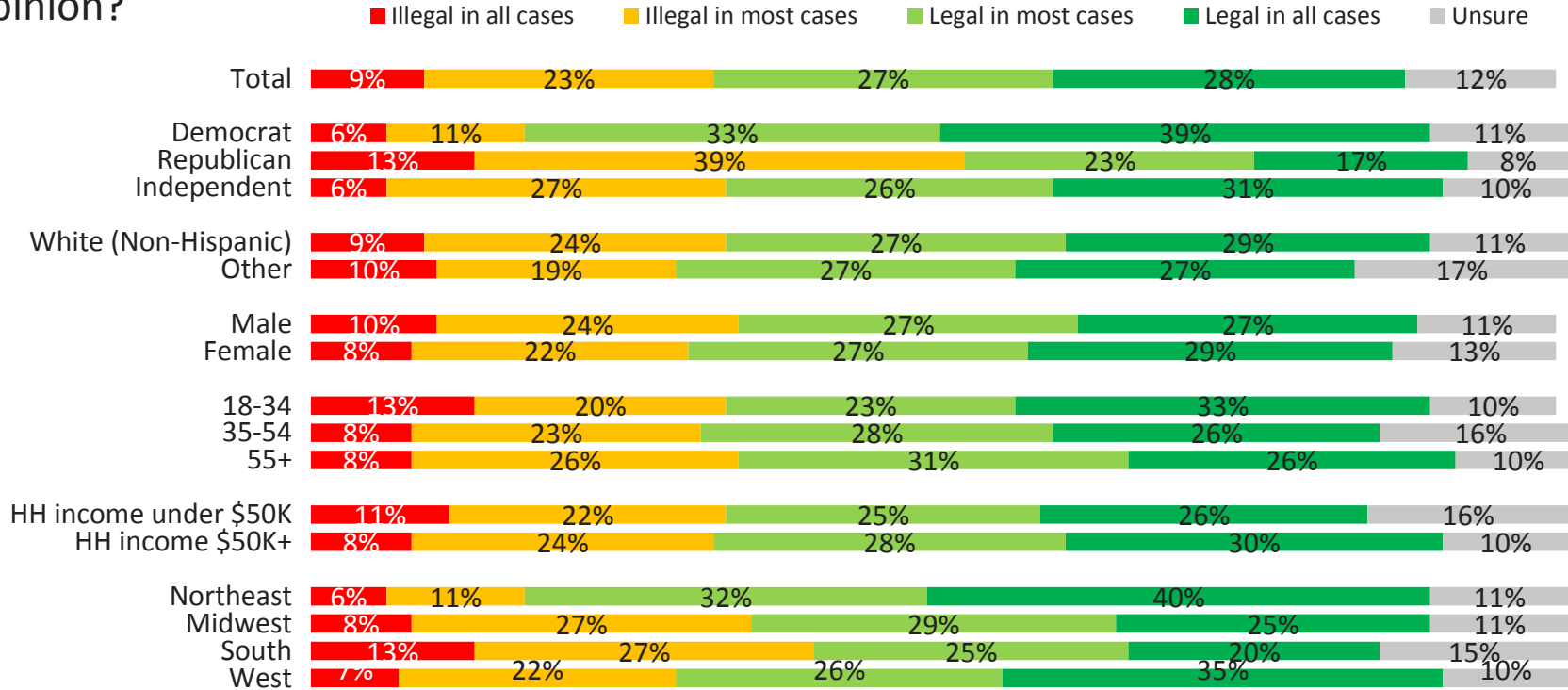
Q7: On a scale of 1-10, how much involvement, if any, do you think the US Government should have on America's economy?



Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

Views on Abortion

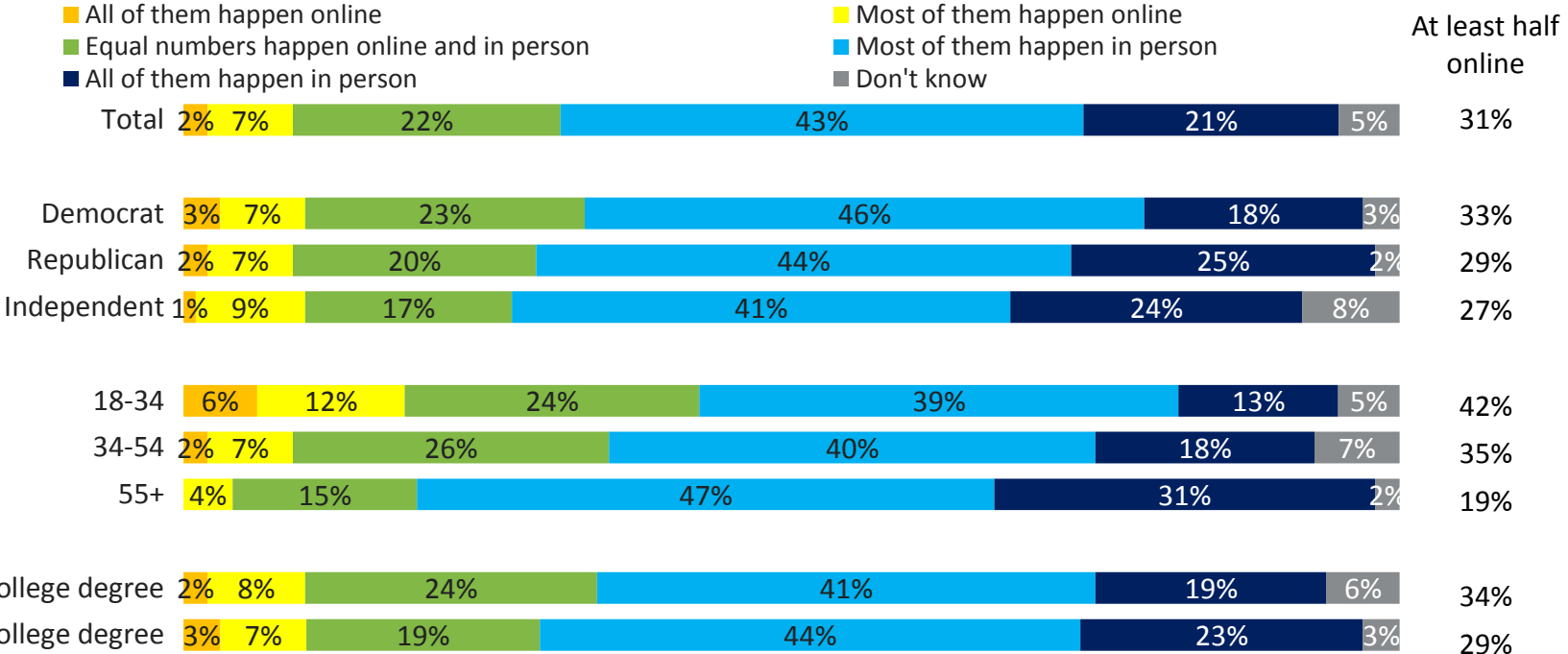
Q8. When you think about abortion, which of the following is closest to your personal opinion?



Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

Online Conversation

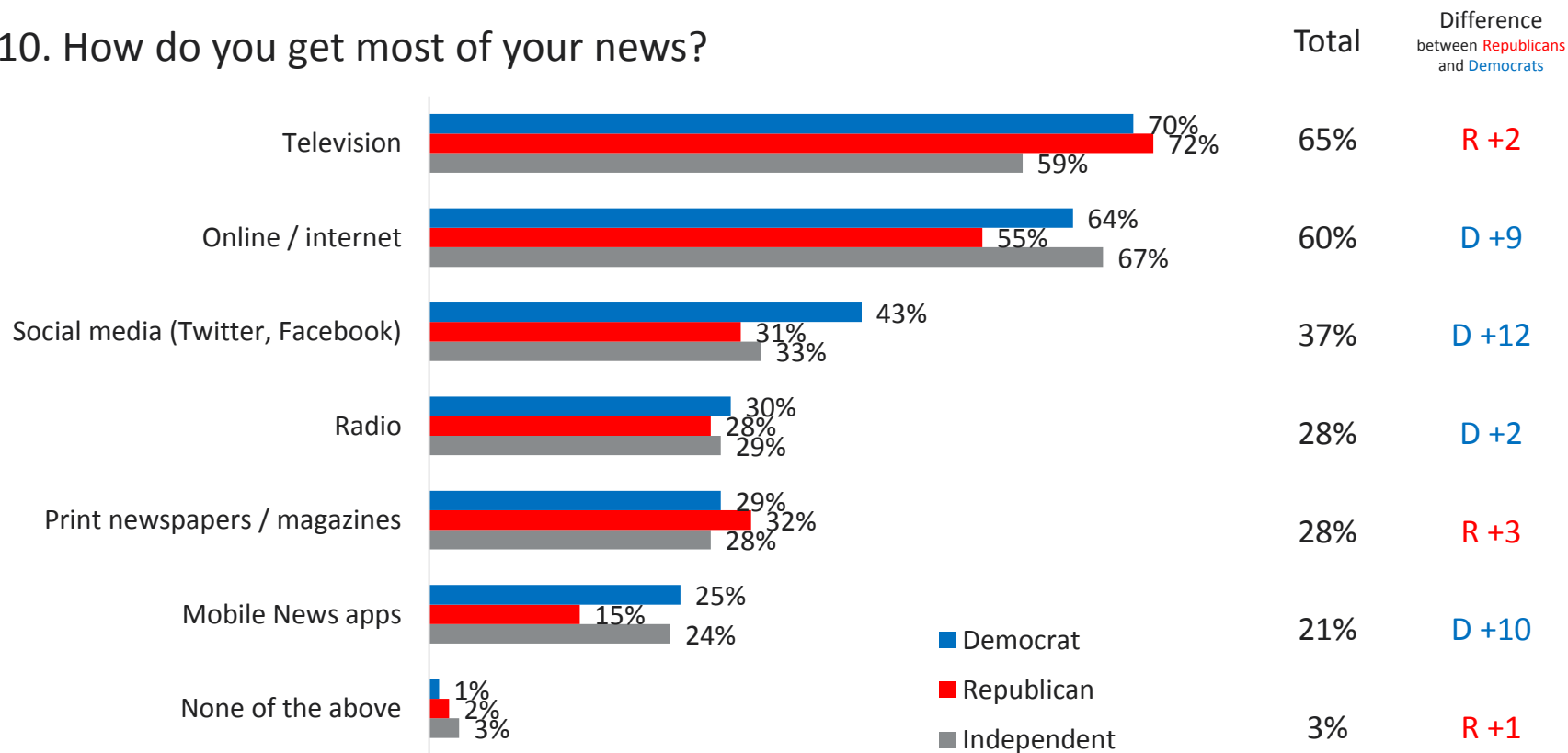
Q9: Thinking about all the conversations you have on an average day, would you say...



Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

News Source

Q10. How do you get most of your news?



Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

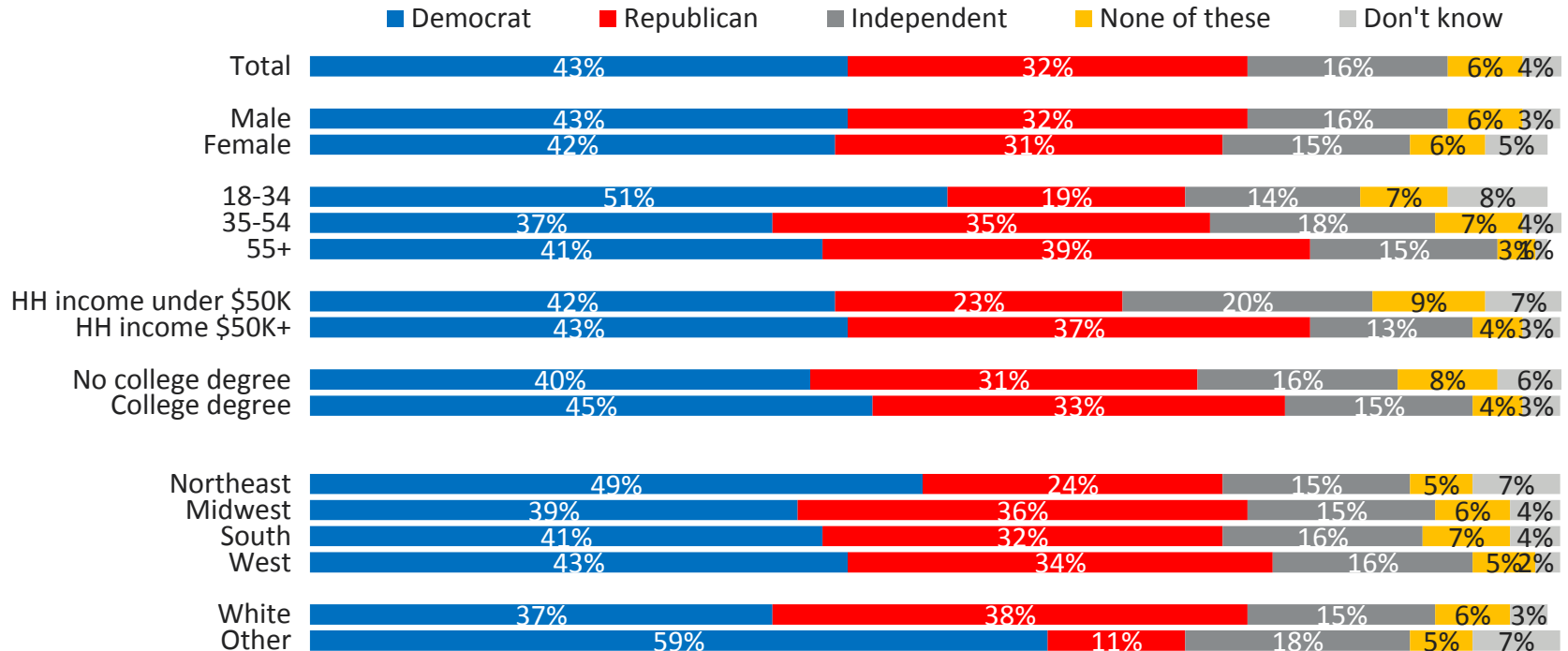
News Source

Q10. How do you get most of your news?

	Television	Online/internet	Social media	Radio	Print	Mobile news apps	None of the above
Total	65%	60%	37%	28%	28%	21%	3%
Male	70%	62%	35%	35%	31%	24%	2%
Female	61%	59%	38%	22%	25%	18%	5%
18-34	47%	70%	62%	29%	14%	31%	5%
35-54	64%	61%	35%	26%	23%	21%	5%
55+	81%	52%	18%	29%	43%	12%	1%
Under \$50K	64%	54%	34%	19%	21%	17%	4%
\$50K+	66%	64%	38%	34%	32%	24%	3%
Northeast	65%	62%	37%	27%	25%	21%	3%
Midwest	67%	65%	39%	36%	34%	19%	3%
South	65%	61%	40%	27%	25%	21%	4%
West	64%	55%	30%	23%	29%	22%	4%
No college degree	66%	54%	36%	21%	25%	15%	4%
College degree	64%	66%	38%	34%	31%	26%	3%
White	64%	60%	36%	29%	30%	20%	3%
Other	70%	61%	39%	24%	22%	24%	4%

Party Identification

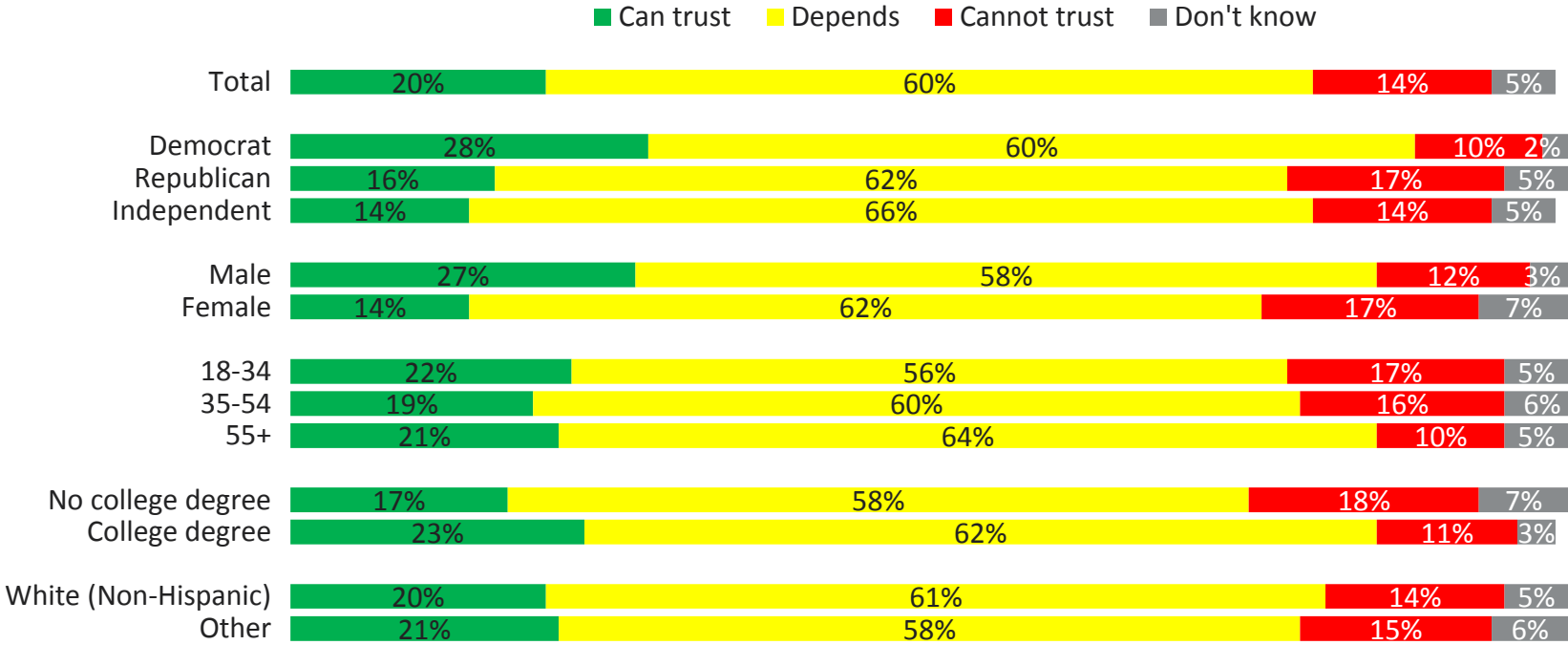
Q11. Do you consider yourself a Democrat, a Republican, an Independent, or none of these?



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Social Trust

Q12. Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?











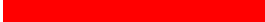




Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

Ideologically Polarized Consumer Behavior

Q13. From the list below, please choose all that apply to you.

Difference Between % of Democrats
and % of Republicans

		Total	Dem.	Rep.	Ind.
Have donated money to NPR	 9%	10%	14%	5%	12%
Watch HBO	 8%	39%	44%	36%	41%
Shop at Whole Foods regularly	 4%	12%	15%	11%	10%
Prefer to buy organic foods when possible	 3%	27%	26%	23%	36%
Watch soccer on TV	 2%	19%	20%	18%	22%
None of these	 1%	4%	3%	2%	4%
Drink sparkling water	0%	20%	21%	21%	18%
Shop at Walmart regularly	-3% 	48%	46%	49%	50%
Drink bottled water	-6% 	61%	56%	62%	71%
Have ever lived in a rural area	-11% 	40%	34%	45%	52%
Learned to drive before age 15	-11% 	29%	24%	35%	32%
Love baseball	-12% 	32%	29%	41%	34%
Enjoy NASCAR	-12% 	16%	11%	23%	19%
Drive a pickup truck	-12% 	15%	11%	23%	16%

Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

Red bar indicates a higher level of Republican support, blue bar indicates a higher level of Democratic support













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Ideologically Polarized Consumer Behavior

Q13. From the list below, please choose all that apply to you.

Blue Bars: Ratio of Democrats relative to Republicans

Red Bars: Ration of Republicans relative to Democrats

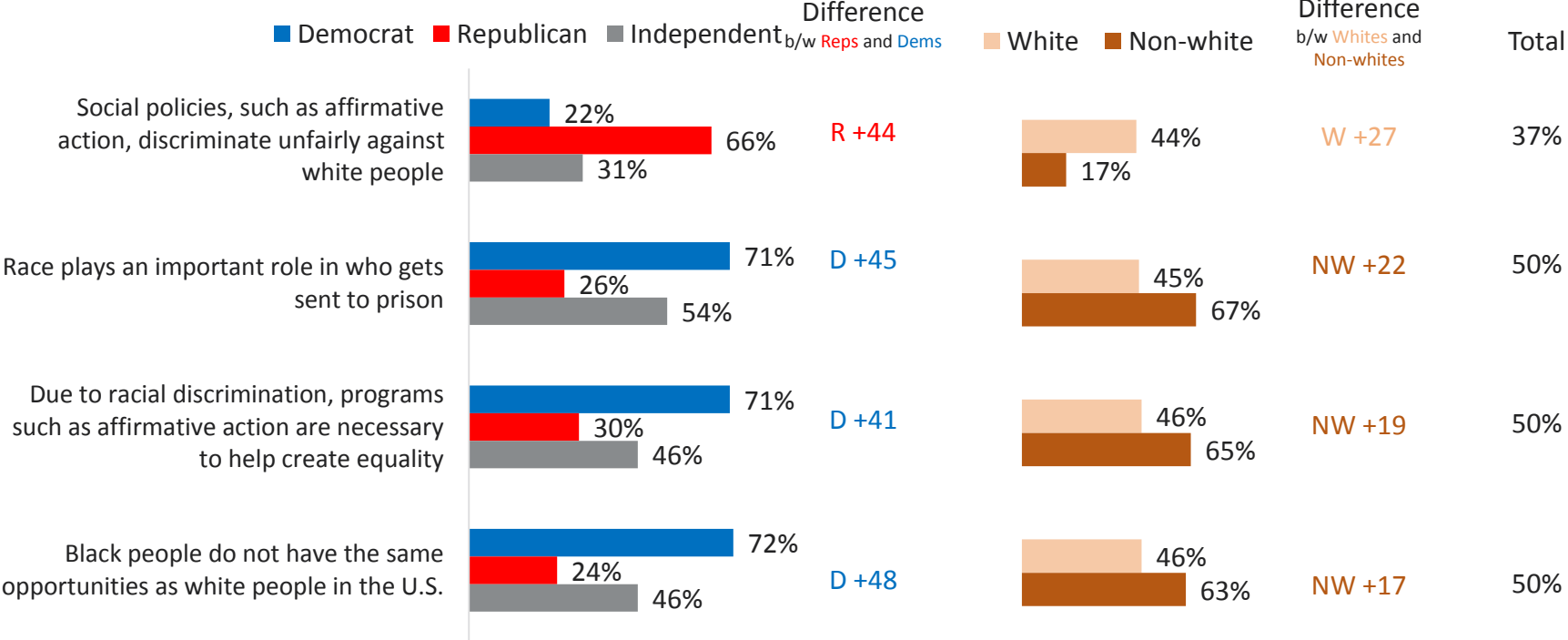
		Total	Dem.	Rep.	Ind.
Have donated money to NPR	 280%	10%	14%	5%	12%
Shop at Whole Foods regularly	 136%	39%	44%	36%	41%
Watch HBO	 122%	12%	15%	11%	10%
Prefer to buy organic foods when possible	 113%	27%	26%	23%	36%
Watch soccer on TV	 111%	19%	20%	18%	22%
Drink sparkling water	100%	20%	21%	21%	18%
Shop at Walmart regularly	 107%	48%	46%	49%	50%
Drink bottled water	 111%	61%	56%	62%	71%
Have ever lived in a rural area	 132%	40%	34%	45%	52%
Love baseball	 141%	32%	29%	41%	34%
Learned to drive before age 15	 146%	29%	24%	35%	32%
Enjoy NASCAR	 209%	16%	11%	23%	19%
Drive a pickup truck	 209%	15%	11%	23%	16%

Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

Red bar indicates a higher level of Republican support, blue bar indicates a higher level of Democratic support

Affirmative Action by Party ID and Race

Q14. Do you agree or disagree with the following statements? *Strongly/Somewhat Agree*

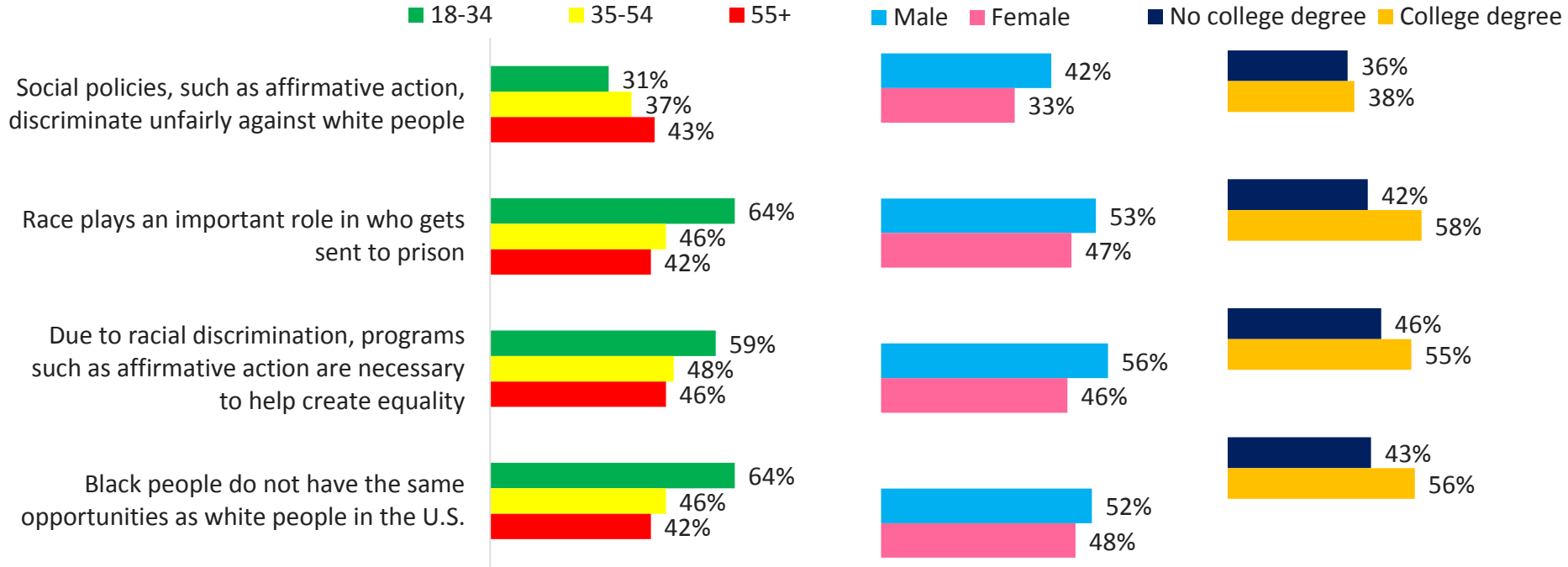


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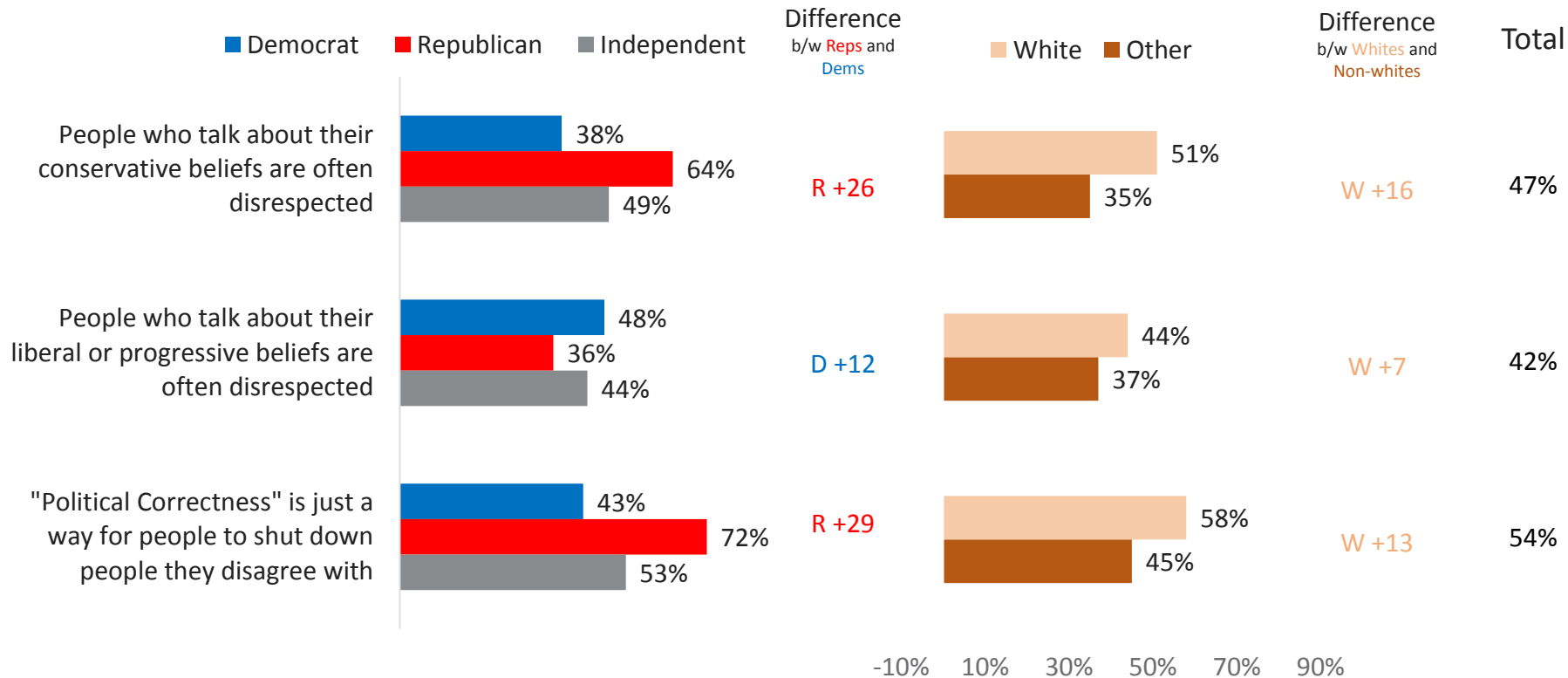
Affirmative Action by Age, Gender and Education

Q14. Do you agree or disagree with the following statements? *Strongly/Somewhat Agree*



Perceptions of Disrespect by Party ID

Q15. Do you agree or disagree with the following statements? *Strongly/Somewhat Agree*



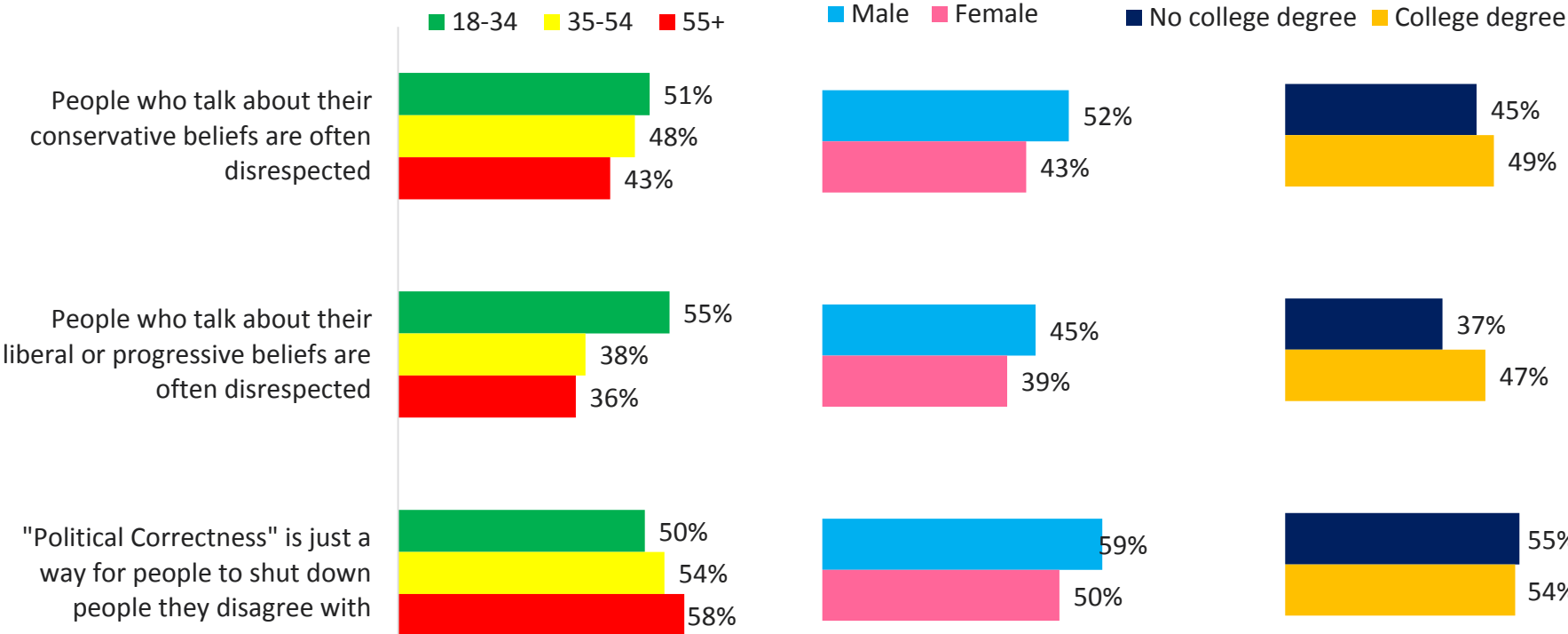
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Attitudes about Immigration by Age, Gender and Education

Q15. Do you agree or disagree with the following statements? *Strongly/Somewhat Agree*

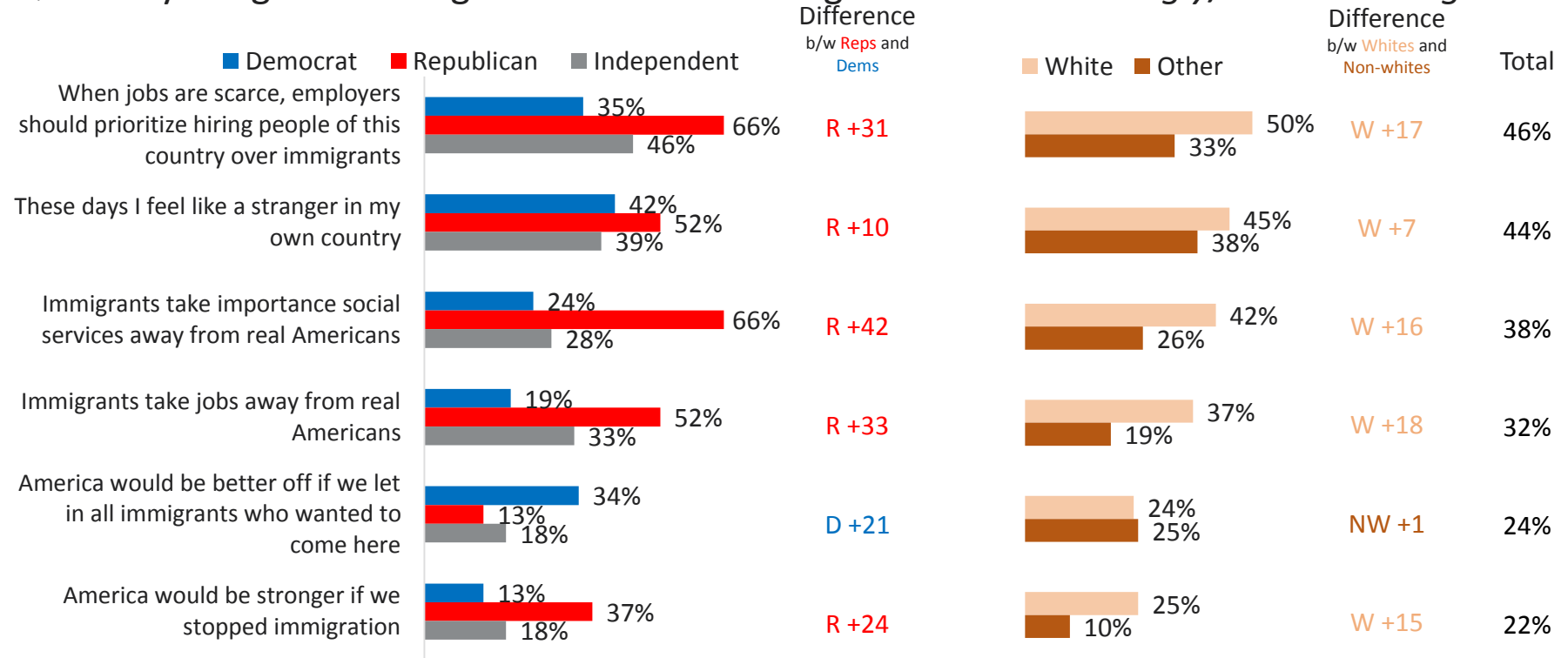


Ipsos poll conducted August 17-18, 2017 among 1,021 US adults
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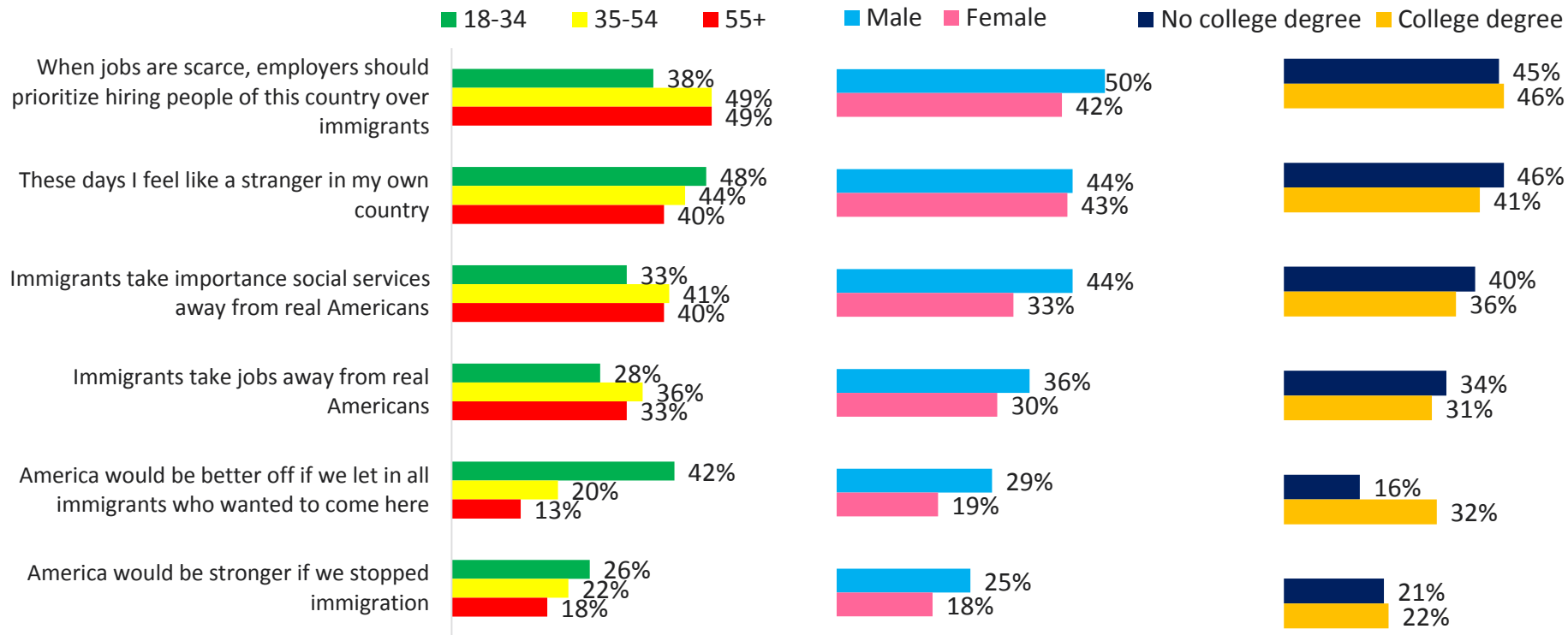
Attitudes about Immigration by Party ID and Race

Q16. Do you agree or disagree with the following statements? *Strongly/Somewhat Agree*



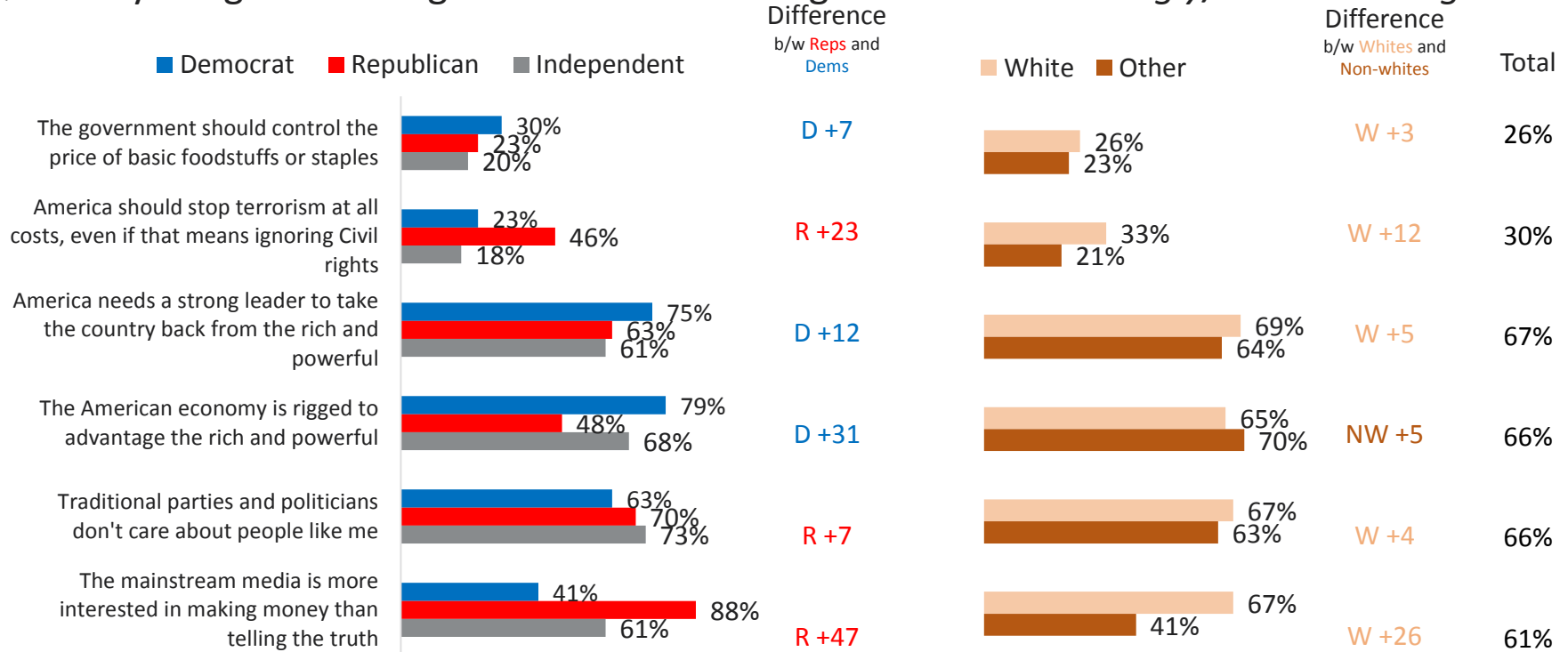
Attitudes about Immigration by Age, Gender and Education

Q16. Do you agree or disagree with the following statements? *Strongly/Somewhat Agree*



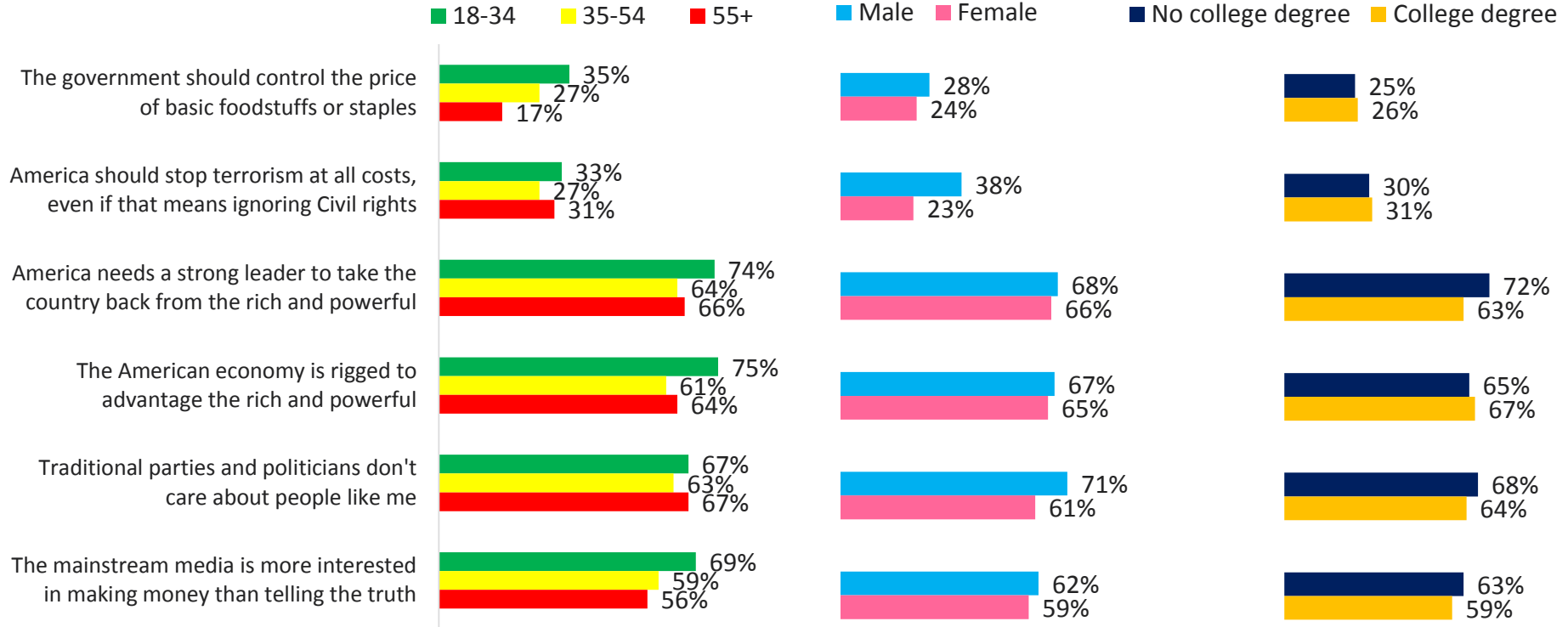
Populist Attitudes by Party ID and Race

Q17. Do you agree or disagree with the following statements? *Strongly/Somewhat Agree*



Populist Attitudes by Party ID and Race by Age, Gender and Education

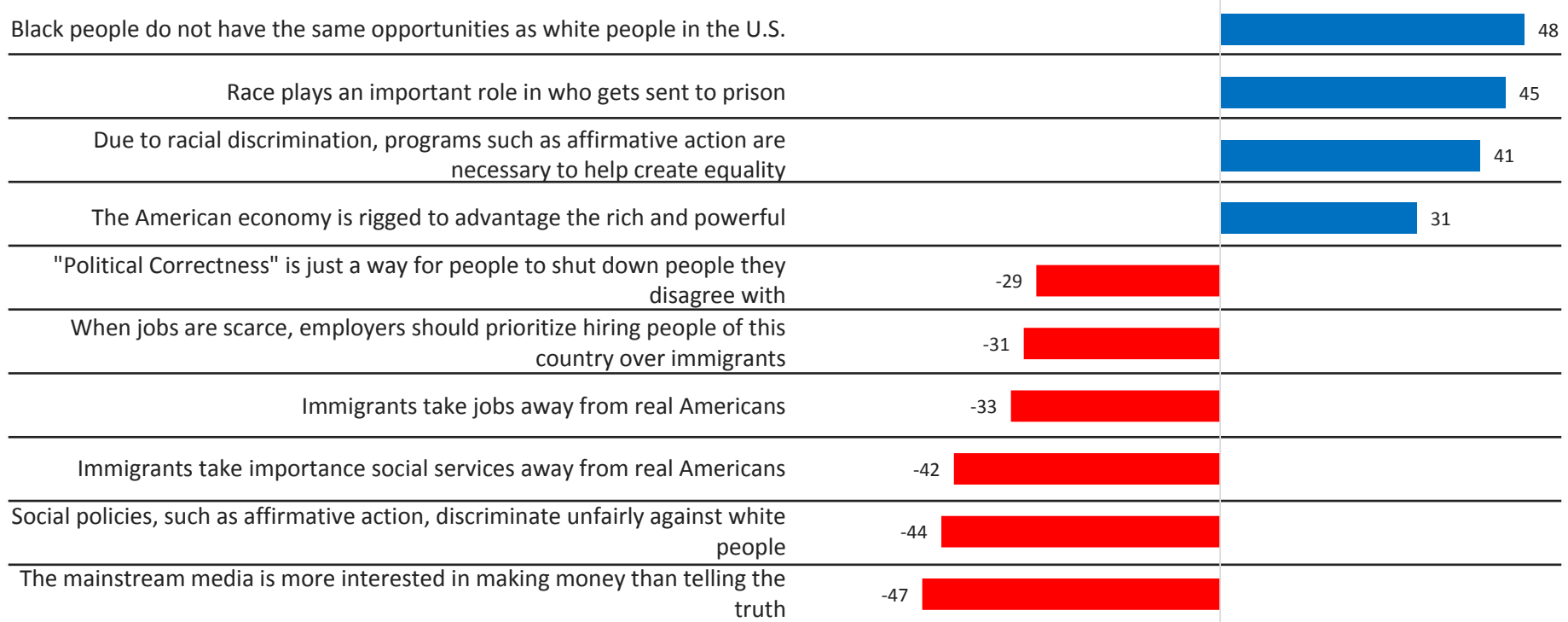
Q17. Do you agree or disagree with the following statements? *Strongly/Somewhat Agree*



10 Most Party ID-Polarized Attitudes

Q. Do you agree or disagree with the following statements? *Strongly/Somewhat Agree*

Difference Between % of Democrats and % of Republicans



Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

Red bar indicates a higher level of Republican support, blue bar indicates a higher level of Democratic support

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GAME CHANGERS

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We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialization, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest caliber of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” - our tagline - summarizes our ambition.

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