



Ipsos Poll: “Roseanne” Viewership

Surprise! The 2018 TV revival draws a bipartisan audience

Washington, DC, May 15, 2018 –The 2018 “Roseanne” reboot was widely expected to be a magnet for President Trump’s supporters. Fox News even called the show, “ABC’s pro-Trump ‘Roseanne,’” and the show’s eponymous star is a vocal Trump supporter. But the show draws viewers fairly evenly among Democrats, Republicans and Independents, according to new survey of 2,010 American adults by Ipsos.

“Although Roseanne Barr is a staunch Trump supporter, and her character’s decision to vote for Trump was a featured storyline, her show draws viewers from across party lines,” said Mallory Newall, director, U.S. Ipsos Public Affairs.

While slightly more watchers voted for Trump (39%) than Clinton (34%) in 2016, their political views are complicated and don’t break evenly along party lines. For example, when given a battery of issues that often elicit responses along a party divide, Roseanne watchers tend to answer closer to Independent respondents. Seventy-four percent of Roseanne watchers agree that the mainstream media is more interested in making money than telling the truth, compared to 59% of Democrats, 87% of Republicans and 70% of Independents.

“Across nearly all of these questions examining Americans’ beliefs that the system is broken, Roseanne viewers tend to be more in line with Independents. That, coupled with the party identification of viewers, points to ‘Roseanne’ as more of a bipartisan draw than critics predicted,” said Newall.

However, there are some ways in which Roseanne viewers show clear Republican leanings or believe the show to have partisan roots. When watchers were given several reasons for why they may find the show appealing (see question 2), Republican viewers agreed that Roseanne’s character reflects their politics at nearly twice the rate of Democrat or Independent viewers. Those that watch every episode are also more likely to be Republicans (39%, compared to 30% of Democrats). Lastly, Roseanne viewers get more television news from Fox News, a network considered to skew Republican more than any other network.

A third (34%) of current viewers described themselves as avid viewers of the original series. Among watchers, the show’s humor was listed as the top reason for those tuning in the second time around, followed by a desire to see what happened to the characters.

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1. How often do you watch the following television shows? ***Watchers are defined as those who watch a show weekly, sometimes, or rarely.**

a. Watchers

	Total (n = 2,010)	Democrat (n = 661)	Republican (n = 638)	Independent (n = 430)	Roseanne Watchers* (n= 925)
Roseanne	43%	41	47	43	100
The Big Bang Theory	70%	67	74	69	85
NCIS	65%	64	69	64	77
The Voice	57%	61	58	49	70
Westworld	24%	27	26	24	36
The Handmaid’s Tale	21%	26	20	18	33

b. Roseanne (2018 Reboot)

	Total	Democrat	Republican	Independent	Roseanne Watchers*
Weekly/every episode	17%	14%	23%	20%	40%
Sometimes	13	13	13	9	29
Rarely	13	14	11	14	31
Never/I haven’t seen it	55	56	52	54	-
Don’t know	3	3	1	3	-
Watcher*	43%	41%	47%	43%	100%

c. The Big Bang Theory

	Total	Democrat	Republican	Independent	Roseanne Watchers
Weekly/every episode	23%	20%	26%	24%	35%
Sometimes	24	23	26	23	27
Rarely	23	24	22	21	23
Never/I haven’t seen it	29	31	26	31	15
Don’t know	1	2	*	-	*
Watcher	70%	67%	74%	69%	85%

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d. NCIS

	Total	Democrat	Republican	Independent	Roseanne Watchers
Weekly/every episode	19%	20%	23%	18%	23%
Sometimes	22	22	25	19	28
Rarely	23	22	21	26	25
Never/I haven't seen it	34	35	30	36	22
Don't know	1	2	1	*	1
<i>Watcher</i>	<i>65%</i>	<i>64%</i>	<i>69%</i>	<i>64%</i>	<i>77%</i>

e. The Voice

	Total	Democrat	Republican	Independent	Roseanne Watchers
Weekly/every episode	12%	13%	13%	8%	18%
Sometimes	19	21	21	13	27
Rarely	26	26	23	28	26
Never/I haven't seen it	41	38	41	49	29
Don't know	1	1	1	2	1
<i>Watcher</i>	<i>57%</i>	<i>61%</i>	<i>58%</i>	<i>49%</i>	<i>70%</i>

f. Westworld

	Total	Democrat	Republican	Independent	Roseanne Watchers
Weekly/every episode	9%	9%	10%	10%	12%
Sometimes	8	9	9	5	12
Rarely	8	9	7	9	11
Never/I haven't seen it	72	70	73	73	61
Don't know	3	4	1	3	3
<i>Watcher</i>	<i>24%</i>	<i>27%</i>	<i>26%</i>	<i>24%</i>	<i>36%</i>

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g. The Handmaid’s Tale

	Total	Democrat	Republican	Independent	Roseanne Watchers
Weekly/every episode	8%	11%	7%	7%	11%
Sometimes	6	8	7	4	11
Rarely	6	7	7	7	10
Never/I haven’t seen it	76	71	77	80	65
Don’t know	3	3	2	2	3
<i>Watcher</i>	<i>21%</i>	<i>26%</i>	<i>20%</i>	<i>18%</i>	<i>33%</i>

2. Which of the following best describes your viewership of the original Roseanne series?

	Total	Democrat	Republican	Independent	Roseanne Watchers
I did not watch/had no interest in the show	27%	28%	24%	29%	4%
I watched from time to time	24	24	23	27	27
I was an avid watcher of the series	19	19	19	17	34
I watched most of the series	17	17	20	17	27
I knew about the show but didn’t really watch it	11	10	12	10	7
Don’t know	2	2	1	1	1

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3. For those who watch Roseanne weekly/every episode, sometimes, or rarely, thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements.
- a. Agree summary

	Total (n = 925)	Democrat (n = 302)	Republican (n = 317)	Independent (n = 190)
The show is funny.	81%	78	84	83
I want to see what happened to the characters.	76%	81	77	71
I want to see how original storylines played out.	67%	71	73	58
I watch it for the nostalgia.	62%	67	67	53
I like the changes they made to the show.	57%	58	66	46
I like reboot shows generally.	46%	46	54	34
The characters remind me of my family.	44%	48	46	34
It is the best option in that day/time slot.	44%	44	49	41
Roseanne’s character reflects my politics.	41%	35	61	33

- b. The show is funny.

	Total	Democrat	Republican	Independent
Strongly agree	45%	13%	51%	40%
Somewhat agree	36	35	33	43
Neither agree nor disagree	9	11	7	9
Somewhat disagree	5	8	3	4
Strongly disagree	2	1	4	1
Don’t know	3	2	1	3
<i>Agree</i>	81%	78%	84%	83%
<i>Disagree</i>	7	9	8	5

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c. I watch it for the nostalgia.

	Total	Democrat	Republican	Independent
Strongly agree	23%	23%	26%	20%
Somewhat agree	39	44	41	33
Neither agree nor disagree	22	16	20	32
Somewhat disagree	7	8	6	8
Strongly disagree	6	7	5	5
Don't know	3	2	2	3
<i>Agree</i>	<i>62%</i>	<i>67%</i>	<i>67%</i>	<i>53%</i>
<i>Disagree</i>	<i>13</i>	<i>15</i>	<i>12</i>	<i>13</i>

d. Roseanne's character reflects my politics.

	Total	Democrat	Republican	Independent
Strongly agree	17%	10%	33%	12%
Somewhat agree	24	24	28	22
Neither agree nor disagree	28	21	25	33
Somewhat disagree	9	11	6	10
Strongly disagree	18	31	4	20
Don't know	4	2	3	4
<i>Agree</i>	<i>41%</i>	<i>35%</i>	<i>61%</i>	<i>33%</i>
<i>Disagree</i>	<i>27</i>	<i>42</i>	<i>10</i>	<i>30</i>

e. The characters remind me of my family.

	Total	Democrat	Republican	Independent
Strongly agree	14%	18%	16%	7%
Somewhat agree	30	31	30	27
Neither agree nor disagree	20	15	22	22
Somewhat disagree	15	14	19	16
Strongly disagree	18	21	11	26
Don't know	3	1	2	2
<i>Agree</i>	<i>44%</i>	<i>48%</i>	<i>46%</i>	<i>34%</i>
<i>Disagree</i>	<i>33</i>	<i>35</i>	<i>30</i>	<i>42</i>

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f. I want to see what happened to the characters.

	Total	Democrat	Republican	Independent
Strongly agree	36%	41%	38%	30%
Somewhat agree	40	39	39	41
Neither agree nor disagree	13	11	11	17
Somewhat disagree	5	4	6	6
Strongly disagree	4	3	5	4
Don't know	2	*	2	2
<i>Agree</i>	<i>76%</i>	<i>81%</i>	<i>77%</i>	<i>71%</i>
<i>Disagree</i>	<i>9</i>	<i>8</i>	<i>11</i>	<i>9</i>

g. I want to see how original storylines played out.

	Total	Democrat	Republican	Independent
Strongly agree	31%	34%	37%	18%
Somewhat agree	36	37	37	40
Neither agree nor disagree	21	19	17	27
Somewhat disagree	5	6	3	8
Strongly disagree	4	2	4	6
Don't know	3	2	2	1
<i>Agree</i>	<i>67%</i>	<i>71%</i>	<i>73%</i>	<i>58%</i>
<i>Disagree</i>	<i>9</i>	<i>8</i>	<i>7</i>	<i>14</i>

h. I like reboot shows generally

	Total	Democrat	Republican	Independent
Strongly agree	15%	18%	17%	10%
Somewhat agree	31	29	37	24
Neither agree nor disagree	30	30	25	38
Somewhat disagree	13	14	13	15
Strongly disagree	7	9	5	10
Don't know	3	1	3	3
<i>Agree</i>	<i>46%</i>	<i>46%</i>	<i>54%</i>	<i>34%</i>
<i>Disagree</i>	<i>21</i>	<i>22</i>	<i>18</i>	<i>24</i>

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i. It is the best option in that day/time.

	Total	Democrat	Republican	Independent
Strongly agree	21%	24%	26%	13%
Somewhat agree	23	20	23	28
Neither agree nor disagree	31	31	30	32
Somewhat disagree	11	11	11	12
Strongly disagree	8	9	7	8
Don't know	6	6	3	7
<i>Agree</i>	<i>44%</i>	<i>44%</i>	<i>49%</i>	<i>41%</i>
<i>Disagree</i>	<i>19</i>	<i>19</i>	<i>17</i>	<i>20</i>

j. I like the changes they made to the show.

	Total	Democrat	Republican	Independent
Strongly agree	21%	20%	28%	15%
Somewhat agree	36	38	37	31
Neither agree nor disagree	29	26	24	37
Somewhat disagree	6	8	4	9
Strongly disagree	3	3	4	2
Don't know	5	4	3	6
<i>Agree</i>	<i>57%</i>	<i>58%</i>	<i>66%</i>	<i>46%</i>
<i>Disagree</i>	<i>9</i>	<i>11</i>	<i>7</i>	<i>12</i>

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

a. Agree summary

	Total	Democrat	Republican	Independent	Roseanne Watchers
The mainstream media is more interested in making money than telling the truth.	71%	59	87	70	74
The American economy is rigged to advantage the rich and powerful.	70%	85	52	71	72
Traditional parties and politicians don't care about people like me.	68%	70	66	70	70
Social policies, such as affirmative action, discriminate unfairly against white people.	38%	24	61	37	48

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b. The American economy is rigged to advantage the rich and powerful.

	Total	Democrat	Republican	Independent	Roseanne Watchers
Strongly agree	36%	47%	21%	37%	37%
Somewhat agree	34	38	31	34	35
Neither agree nor disagree	15	7	22	17	15
Somewhat disagree	7	4	15	5	6
Strongly disagree	5	2	10	5	5
Don't know	2	2	1	3	2
<i>Agree</i>	<i>70%</i>	<i>85%</i>	<i>52%</i>	<i>71%</i>	<i>72%</i>
<i>Disagree</i>	<i>12</i>	<i>6</i>	<i>25</i>	<i>10</i>	<i>11</i>

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

	Total	Democrat	Republican	Independent	Roseanne Watchers
Strongly agree	36%	32%	34%	43%	38%
Somewhat agree	32	38	33	27	32
Neither agree nor disagree	19	18	20	17	19
Somewhat disagree	7	7	10	6	6
Strongly disagree	3	3	3	3	2
Don't know	3	2	1	4	3
<i>Agree</i>	<i>68%</i>	<i>70%</i>	<i>66%</i>	<i>70%</i>	<i>70%</i>
<i>Disagree</i>	<i>10</i>	<i>10</i>	<i>13</i>	<i>9</i>	<i>9</i>

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

	Total	Democrat	Republican	Independent	Roseanne Watchers
Strongly agree	40%	26%	56%	43%	43%
Somewhat agree	31	33	31	27	31
Neither agree nor disagree	14	17	7	16	14
Somewhat disagree	7	11	3	6	6
Strongly disagree	7	12	2	6	5
Don't know	2	2	1	2	2
<i>Agree</i>	<i>71%</i>	<i>59%</i>	<i>87%</i>	<i>70%</i>	<i>74%</i>
<i>Disagree</i>	<i>13</i>	<i>23</i>	<i>5</i>	<i>12</i>	<i>11</i>

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e. Social politics, such as affirmative action, discriminate unfairly against white people.

	Total	Democrat	Republican	Independent	Roseanne Watchers
Strongly agree	15%	7%	27%	16%	19%
Somewhat agree	23	16	34	21	29
Neither agree nor disagree	27	26	24	27	27
Somewhat disagree	12	18	7	10	9
Strongly disagree	18	29	5	17	11
Don't know	6	4	3	9	5
<i>Agree</i>	<i>38%</i>	<i>24%</i>	<i>61%</i>	<i>37%</i>	<i>48%</i>
<i>Disagree</i>	<i>30</i>	<i>47</i>	<i>12</i>	<i>27</i>	<i>21</i>

5. How do you get most of your news.

	Total	Democrat	Republican	Independent	Roseanne Watchers
Television	62%	70%	62%	57%	72%
Online/internet	58	60	55	59	54
Social media (Twitter, Facebook)	35	38	30	29	39
Radio	28	27	32	29	30
Print newspapers/magazines	24	30	24	22	23
Mobile News apps	20	21	21	18	21
None of the above	2	1	2	3	1

6. Of the choices listed below, which is your main source of television news?

	Total	Democrat	Republican	Independent	Roseanne Watchers
Fox news	22%	11%	39%	20%	28%
CNN	13	19	9	13	13
NBC	12	12	13	12	12
ABC	11	12	11	9	13
CBS	10	13	9	8	12
Public Television	5	5	2	7	4
MSNBC	4	8	1	3	4
NPR	4	6	2	4	3
Other	6	5	5	8	5
None of the above	12	9	9	17	6

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7. In the 2016 election for President, for whom did you vote?

	Total	Democrat	Republican	Independent	Roseanne Watchers
Hillary Clinton (Democrat)	36%	75%	6%	27%	34%
Donald Trump (Republican)	32	6	75	27	39
Other/someone else	9	5	7	19	7
Did not vote	19	11	10	23	15
Don't know/Refuse	4	2	2	5	5

8. Which category best fits how you define your profession/former/profession/the job of the primary earner in your household?

	Total	Democrat	Republican	Independent	Roseanne Watchers
White Collar (science, technical, arts, engineering, sales, education, health, administration)	49%	53%	52%	44%	46%
Blue Collar (farming, manual or physical labor, trades, military, transport)	26	24	27	28	29
Executive (company leadership, manager, specialist)	15	14	16	19	15
Don't know/Refuse	10	9	5	9	10

9. How would you describe the area in which you live?

	Total	Democrat	Republican	Independent	Roseanne Watchers
Suburban	49%	45%	52%	54%	47%
Urban	28	36	22	22	31
Rural	23	19	26	24	22

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About the Study

These are findings from an Ipsos poll conducted May 2-4, 2018. For the survey, a sample of roughly 2,010 adults age 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English. The sample includes 661 Democrats, 638 Republicans, and 430 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 2016 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 nonprobability sampling 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 3.4 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=2,010, DEFF=1.5, adjusted Confidence Interval=2.5).

The poll also has a credibility interval plus or minus 4.3 percentage points for Democrats, plus or minus 4.4 percentage points for Republicans, and plus or minus 5.5 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.

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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.

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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 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.

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