



# Concept Favorability

Everyone likes a helpful, clean comedian

1. Do you have a favorable or unfavorable opinion of the following? Net favorability (favorable – unfavorable)

	Total Favorable	Total Unfavorable	Total Net Favorability (N = 1,002)	Democrat Net Favorability (N = 339)	Republican Net Favorability (N = 357)	Independent Net Favorability (N = 191)
Sense of humor	93%	4	89%	90%	84%	92%
Good personal hygiene	92%	5	87%	88%	87%	93%
Helping others in their times of need	91%	5	86%	88%	81%	92%
Comfort	91%	4	87%	87%	87%	88%
Reducing waste and trash	91%	5	86%	85%	86%	90%
Family	90%	6	84%	85%	82%	86%
Strength	90%	4	86%	86%	84%	89%
Individuality	89%	6	83%	85%	83%	77%
Working women	89%	6	83%	87%	80%	80%
Affordability	88%	6	82%	83%	82%	87%
Connecting with others	87%	7	80%	82%	79%	86%
Sustainability	87%	6	81%	82%	80%	87%
Physical fitness	86%	10	76%	76%	80%	75%
Mental health	86%	7	79%	77%	83%	81%
Taking an ethical stand	85%	6	79%	83%	79%	76%
Community	85%	9	76%	78%	74%	85%
Inner beauty	84%	7	77%	76%	79%	77%
Socializing	84%	11	73%	73%	75%	77%
Giving the benefit of doubt	84%	9	75%	77%	73%	82%
Beauty	83%	8	75%	78%	76%	77%
Family farms	82%	5	77%	76%	76%	82%
Risking one's self to help others	77%	15	62%	64%	65%	56%
Masculinity	76%	12	64%	57%	72%	60%
Guilty pleasures	74%	16	58%	61%	58%	54%
Being inclusive	73%	14	59%	63%	52%	69%
Tolerance for pain	68%	21	47%	44%	46%	60%
Pioneering	67%	11	56%	51%	66%	57%
Indulgence	61%	26	35%	39%	34%	34%
Agribusiness	50%	15	35%	29%	44%	43%
Retail therapy	46%	30	16%	17%	19%	2%

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Industrial farms	45%	32	13%	2%	34%	2%
Being unaware of your impact on others	40%	46	-6%	-6%	1%	-22%
Vanity	31%	51	-20%	-29%	-2%	-35%
Being sedentary	29%	54	-25%	-20%	-15%	-48%

### 2. Do you agree or disagree with the following statements?

#### a. Agree summary

	Total	Democrats	Republicans	Independents
Traditional parties and politicians don't care about people like me	71%	73%	66%	76%
America needs a strong leader to take the country back from the rich and powerful	68%	80%	62%	62%
The American economy is rigged to advantage the rich and powerful	68%	86%	51%	64%
The mainstream media is more interested in making money than telling the truth	67%	47%	86%	69%
When jobs are scarce, employers should prioritize hiring people of this country over immigrants	62%	52%	80%	57%
I am proud to be an American right now	62%	48%	82%	63%

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

	Total	Democrats	Republicans	Independents
Strongly agree	38%	24%	58%	34%
Somewhat agree	23	28	21	24
Neither agree nor disagree	23	27	13	28
Somewhat disagree	6	7	4	6
Strongly disagree	5	9	1	6
Don't know	5	7	2	3
<i>Agree (Net)</i>	<i>62%</i>	<i>52%</i>	<i>80%</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>11</i>	<i>15</i>	<i>6</i>	<i>12</i>

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## Press Release – continued –

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

	<b>Total</b>	<b>Democrats</b>	<b>Republicans</b>	<b>Independents</b>
Strongly agree	46%	58%	37%	42%
Somewhat agree	22	21	25	20
Neither agree nor disagree	16	10	15	26
Somewhat disagree	6	2	11	7
Strongly disagree	4	2	7	4
Don't know	6	6	4	2
<i>Agree (Net)</i>	<i>68%</i>	<i>80%</i>	<i>62%</i>	<i>62%</i>
<i>Disagree (Net)</i>	<i>10</i>	<i>4</i>	<i>18</i>	<i>11</i>

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

	<b>Total</b>	<b>Democrats</b>	<b>Republicans</b>	<b>Independents</b>
Strongly agree	40%	59%	23%	38%
Somewhat agree	28	27	29	25
Neither agree nor disagree	14	6	16	24
Somewhat disagree	8	1	18	4
Strongly disagree	6	2	11	7
Don't know	5	6	3	2
<i>Agree (Net)</i>	<i>68%</i>	<i>86%</i>	<i>51%</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>14</i>	<i>3</i>	<i>29</i>	<i>11</i>

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

	<b>Total</b>	<b>Democrats</b>	<b>Republicans</b>	<b>Independents</b>
Strongly agree	39%	36%	37%	45%
Somewhat agree	32	36	29	31
Neither agree nor disagree	15	11	18	17
Somewhat disagree	7	7	10	4
Strongly disagree	3	4	3	2
Don't know	5	5	3	*
<i>Agree (Net)</i>	<i>71%</i>	<i>73%</i>	<i>66%</i>	<i>76%</i>
<i>Disagree (Net)</i>	<i>10</i>	<i>12</i>	<i>13</i>	<i>6</i>

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## Press Release – continued –

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

	Total	Democrats	Republicans	Independents
Strongly agree	41%	23%	61%	40%
Somewhat agree	26	24	26	28
Neither agree nor disagree	11	15	5	12
Somewhat disagree	8	12	2	11
Strongly disagree	9	19	4	6
Don't know	5	7	1	3
<i>Agree (Net)</i>	<i>67%</i>	<i>47%</i>	<i>86%</i>	<i>69%</i>
<i>Disagree (Net)</i>	<i>17</i>	<i>31</i>	<i>7</i>	<i>16</i>

g. I am proud to be an American right now.

	Total	Democrats	Republicans	Independents
Strongly agree	40%	26%	61%	32%
Somewhat agree	22	22	21	31
Neither agree nor disagree	14	15	10	18
Somewhat disagree	12	21	4	12
Strongly disagree	7	12	2	7
Don't know	4	5	2	*
<i>Agree (Net)</i>	<i>62%</i>	<i>48%</i>	<i>82%</i>	<i>63%</i>
<i>Disagree (Net)</i>	<i>19</i>	<i>33</i>	<i>6</i>	<i>19</i>

3. How do you get most of your news?

	Total	Democrats	Republicans	Independents
Television	63%	67%	67%	62%
Online/internet	53	54	50	58
Print newspapers/magazines	29	30	33	29
Social media (Twitter, Facebook)	27	28	21	26
Radio	26	25	28	26
Mobile news apps	16	17	18	10
None of the above	6	8	4	4

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4. Of the choices listed below, which is your main source of television news? (select one)

	<b>Total</b>	<b>Democrats</b>	<b>Republicans</b>	<b>Independents</b>
FOX News	20%	10%	35%	14%
ABC	15	15	13	12
CNN	13	18	7	13
CBS	11	13	12	11
NBC	11	12	10	12
Public Television	5	4	4	7
MSNBC	4	8	2	2
Other	7	6	4	12
None of the above	15	13	13	18

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## Press Release – continued –

### About the Study

These are findings from an Ipsos poll conducted November 29-30, 2018. For the survey, a sample of 1,002 adults 18+ from the continental U.S., Alaska, and Hawaii were interviewed online in English. The sample includes 339 Democrats, 357 Republicans, and 191 Independents.

The sample for this study was randomly drawn from Ipsos' 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 a 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 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=1,010, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

This study also has a credibility interval of 6.1 percentage points for Democrats, 5.9 percentage points for Republicans, and 8.1 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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## Press Release – continued –

### 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. Through our media partnerships, Ipsos Public Affairs is a leading source of intelligent information for businesses and professionals in the U.S., Canada, the UK, and internationally. 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 €1,780.5 million in 2017.

#### GAME CHANGERS

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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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