



Americans Like Buying Local and Amazon.com

Americans also like putting customers and employees ahead of shareholders

Washington, DC, February 26, 2018 – An Ipsos poll reveals the extent to which Americans have a favorable opinion towards different ideas, companies and people. When it comes to retail outlets, more than eight in ten Americans (86%) have a favorable opinion of Amazon.com, the highest on the list. Second on the list is Target, with an 80% favorability. Walmart is a distant third, with 70% of Americans reporting a favorable opinion of the country's largest retail outlet. Other retailers include Trader Joe's (66%), Whole Foods (66%), and Zappos (41%). Last on the list of retailers is Jet.com: A third (32%) of Americans have a favorable opinion of the online shopping website, but more than half (54%) are unfamiliar with it.

When it comes to ideas, buying local is seen as favorable by nine in ten Americans. Americans also think highly of the idea of putting customers (83%) and employees (81%) ahead of shareholders; but are less embracing of the idea of putting customers ahead of employees (59%). Americans also like thinking big (79%) and frugality (68%).

In the battle of virtual assistants, Google Home slightly beats out Alexa as America's most favorable voice-activated smart speaker. Fifty-seven percent of Americans have a favorable opinion of Google Home while 52% have a favorable opinion of Amazon's Alexa. Among newspapers, 54% of Americans have a favorable opinion of USA Today. Forty-five percent of Americans have a favorable opinion of the Washington Post.

Americans have slightly less favorable opinions when it comes to billionaires. Jeff Bezos, CEO of Amazon.com and the world's largest billionaire, is seen favorably by 39% of Americans. Howard Schultz, former CEO of Starbucks and potential independent candidate for the 2020 presidential election, is only seen favorably by 20% of Americans.

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1. Do you have a favorable or unfavorable opinion of the following

	Total (N= 1,007)	Democrats (N= 314)	Republicans (N= 351)	Independent (N= 240)
Buying local	90%	93%	90%	91%
Amazon.com	86%	86%	88%	86%
Putting customers ahead of shareholders	83%	90%	82%	81%
Putting employees ahead of shareholders	81%	85%	81%	80%
Target	80%	90%	72%	79%
Thinking big	79%	80%	83%	78%
Walmart	70%	66%	76%	68%
Frugality	68%	67%	74%	66%
Trader Joe's	66%	75%	63%	66%
Whole Foods	66%	69%	67%	66%
Putting customers ahead of employees	59%	58%	65%	57%
Google Home	57%	60%	58%	54%
USA Today	54%	66%	52%	50%
Alexa	52%	54%	55%	49%
Washington Post	45%	67%	30%	41%
Zappos	41%	43%	42%	43%
Jeff Bezos	39%	45%	40%	36%
Jet.com	32%	36%	33%	32%
Howard Schultz	20%	19%	27%	16%

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a. Amazon.com

	Total	Democrats	Republicans	Independent
Very favorable	46%	45%	52%	40%
Somewhat favorable	27%	28%	22%	31%
Lean towards favorable	14%	13%	14%	14%
Lean towards unfavorable	6%	9%	6%	6%
Somewhat unfavorable	2%	2%	1%	3%
Very unfavorable	2%	2%	3%	1%
Don't know	3%	2%	3%	5%
Favorable (net)	86%	86%	88%	86%
Unfavorable (net)	10%	13%	9%	10%

b. Walmart

	Total	Democrats	Republicans	Independent
Very favorable	24%	29%	26%	15%
Somewhat favorable	23%	15%	26%	29%
Lean towards favorable	23%	21%	25%	24%
Lean towards unfavorable	9%	11%	8%	10%
Somewhat unfavorable	8%	10%	7%	9%
Very unfavorable	9%	11%	7%	10%
Don't know	3%	2%	2%	4%
Favorable (net)	70%	66%	76%	68%
Unfavorable (net)	27%	32%	22%	28%

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c. Target

	Total	Democrats	Republicans	Independent
Very favorable	28%	37%	26%	20%
Somewhat favorable	31%	30%	30%	32%
Lean towards favorable	21%	23%	15%	27%
Lean towards unfavorable	7%	4%	11%	7%
Somewhat unfavorable	3%	2%	6%	3%
Very unfavorable	4%	1%	7%	5%
Don't know	5%	4%	4%	7%
Favorable (net)	80%	90%	72%	79%
Unfavorable (net)	15%	7%	24%	14%

d. Jet.com

	Total	Democrats	Republicans	Independent
Very favorable	6%	4%	11%	4%
Somewhat favorable	10%	14%	9%	9%
Lean towards favorable	16%	18%	13%	19%
Lean towards unfavorable	8%	7%	10%	9%
Somewhat unfavorable	2%	2%	2%	1%
Very unfavorable	2%	1%	3%	1%
Don't know	56%	53%	53%	57%
Favorable (net)	32%	36%	33%	32%
Unfavorable (net)	12%	11%	15%	11%

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e. Zappos

	Total	Democrats	Republicans	Independent
Very favorable	10%	9%	13%	7%
Somewhat favorable	13%	14%	14%	14%
Lean towards favorable	18%	20%	15%	22%
Lean towards unfavorable	5%	5%	7%	3%
Somewhat unfavorable	3%	5%	4%	1%
Very unfavorable	1%	*	2%	2%
Don't know	50%	47%	46%	51%
Favorable (net)	41%	43%	42%	43%
Unfavorable (net)	10%	10%	12%	6%

f. Whole Foods

	Total	Democrats	Republicans	Independent
Very favorable	19%	24%	22%	11%
Somewhat favorable	23%	23%	21%	25%
Lean towards favorable	24%	23%	24%	30%
Lean towards unfavorable	11%	13%	10%	12%
Somewhat unfavorable	3%	5%	3%	2%
Very unfavorable	4%	3%	5%	4%
Don't know	16%	11%	15%	17%
Favorable (net)	66%	69%	67%	66%
Unfavorable (net)	18%	21%	18%	17%

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g. Trader Joe's

	Total	Democrats	Republicans	Independent
Very favorable	25%	35%	26%	16%
Somewhat favorable	22%	20%	20%	30%
Lean towards favorable	19%	20%	17%	21%
Lean towards unfavorable	5%	6%	4%	5%
Somewhat unfavorable	2%	2%	4%	*
Very unfavorable	3%	1%	5%	3%
Don't know	23%	17%	24%	26%
Favorable (net)	66%	75%	63%	66%
Unfavorable (net)	10%	8%	14%	8%

h. Jeff Bezos

	Total	Democrats	Republicans	Independent
Very favorable	8%	10%	10%	4%
Somewhat favorable	13%	15%	15%	10%
Lean towards favorable	18%	20%	15%	22%
Lean towards unfavorable	11%	11%	12%	11%
Somewhat unfavorable	6%	7%	6%	6%
Very unfavorable	7%	8%	7%	6%
Don't know	37%	29%	35%	42%
Favorable (net)	39%	45%	40%	36%
Unfavorable (net)	24%	26%	25%	23%

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i. Howard Schultz

	Total	Democrats	Republicans	Independent
Very favorable	5%	3%	8%	3%
Somewhat favorable	5%	4%	7%	5%
Lean towards favorable	11%	12%	12%	8%
Lean towards unfavorable	11%	12%	8%	14%
Somewhat unfavorable	6%	9%	4%	3%
Very unfavorable	4%	5%	4%	5%
Don't know	59%	55%	56%	62%
Favorable (net)	20%	19%	27%	16%
Unfavorable (net)	21%	26%	17%	22%

j. Alexa

	Total	Democrats	Republicans	Independent
Very favorable	12%	10%	21%	5%
Somewhat favorable	20%	20%	20%	20%
Lean towards favorable	20%	24%	14%	25%
Lean towards unfavorable	11%	11%	11%	10%
Somewhat unfavorable	8%	9%	5%	9%
Very unfavorable	7%	5%	9%	7%
Don't know	21%	20%	18%	24%
Favorable (net)	52%	54%	55%	49%
Unfavorable (net)	26%	26%	26%	27%

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k. Google Home

	Total	Democrats	Republicans	Independent
Very favorable	15%	17%	17%	11%
Somewhat favorable	20%	20%	19%	20%
Lean towards favorable	23%	23%	22%	23%
Lean towards unfavorable	8%	9%	8%	8%
Somewhat unfavorable	6%	7%	7%	5%
Very unfavorable	4%	2%	6%	5%
Don't know	24%	22%	22%	27%
Favorable (net)	57%	60%	58%	54%
Unfavorable (net)	19%	18%	21%	18%

l. Washington Post

	Total	Democrats	Republicans	Independent
Very favorable	14%	25%	12%	6%
Somewhat favorable	12%	18%	7%	13%
Lean towards favorable	18%	24%	11%	21%
Lean towards unfavorable	8%	6%	12%	5%
Somewhat unfavorable	7%	2%	15%	6%
Very unfavorable	10%	1%	20%	13%
Don't know	29%	24%	23%	35%
Favorable (net)	45%	67%	30%	41%
Unfavorable (net)	26%	9%	47%	24%

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m. USA Today

	Total	Democrats	Republicans	Independent
Very favorable	11%	13%	15%	6%
Somewhat favorable	16%	24%	13%	12%
Lean towards favorable	27%	29%	24%	33%
Lean towards unfavorable	12%	9%	15%	14%
Somewhat unfavorable	5%	4%	8%	3%
Very unfavorable	5%	1%	6%	6%
Don't know	24%	21%	19%	27%
Favorable (net)	54%	66%	52%	50%
Unfavorable (net)	22%	14%	30%	23%

n. Thinking big

	Total	Democrats	Republicans	Independent
Very favorable	29%	28%	32%	26%
Somewhat favorable	28%	27%	29%	29%
Lean towards favorable	22%	24%	22%	24%
Lean towards unfavorable	3%	3%	3%	3%
Somewhat unfavorable	1%	1%	1%	1%
Very unfavorable	1%	*	2%	-
Don't know	16%	17%	11%	17%
Favorable (net)	79%	80%	83%	78%
Unfavorable (net)	5%	3%	6%	4%

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o. Frugality

	Total	Democrats	Republicans	Independent
Very favorable	24%	24%	28%	19%
Somewhat favorable	22%	21%	27%	19%
Lean towards favorable	22%	22%	19%	28%
Lean towards unfavorable	6%	7%	5%	6%
Somewhat unfavorable	2%	2%	3%	1%
Very unfavorable	2%	4%	2%	*
Don't know	22%	20%	16%	26%
Favorable (net)	68%	67%	74%	66%
Unfavorable (net)	10%	13%	10%	8%

p. Putting customers ahead of employees

	Total	Democrats	Republicans	Independent
Very favorable	18%	21%	20%	13%
Somewhat favorable	21%	21%	25%	16%
Lean towards favorable	20%	16%	20%	28%
Lean towards unfavorable	21%	23%	19%	21%
Somewhat unfavorable	5%	5%	6%	5%
Very unfavorable	3%	3%	3%	3%
Don't know	12%	11%	8%	14%
Favorable (net)	59%	58%	65%	57%
Unfavorable (net)	29%	30%	27%	29%

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q. Putting employees ahead of shareholders

	Total	Democrats	Republicans	Independent
Very favorable	36%	42%	33%	35%
Somewhat favorable	25%	27%	24%	24%
Lean towards favorable	19%	16%	24%	21%
Lean towards unfavorable	4%	4%	6%	4%
Somewhat unfavorable	2%	2%	2%	2%
Very unfavorable	1%	*	2%	2%
Don't know	11%	9%	9%	13%
Favorable (net)	81%	85%	81%	80%
Unfavorable (net)	7%	6%	9%	8%

r. Putting customers ahead of shareholders

	Total	Democrats	Republicans	Independent
Very favorable	38%	42%	37%	33%
Somewhat favorable	26%	30%	22%	25%
Lean towards favorable	20%	18%	23%	22%
Lean towards unfavorable	3%	1%	4%	4%
Somewhat unfavorable	2%	2%	2%	2%
Very unfavorable	2%	*	4%	1%
Don't know	10%	7%	8%	12%
Favorable (net)	83%	90%	82%	81%
Unfavorable (net)	7%	3%	9%	7%

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s. Buying local

	Total	Democrats	Republicans	Independent
Very favorable	44%	49%	43%	39%
Somewhat favorable	29%	26%	32%	28%
Lean towards favorable	18%	18%	14%	23%
Lean towards unfavorable	3%	2%	4%	3%
Somewhat unfavorable	1%	*	1%	1%
Very unfavorable	1%	*	2%	*
Don't know	5%	4%	3%	5%
Favorable (net)	90%	93%	90%	91%
Unfavorable (net)	5%	3%	7%	4%

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About the Study

These are findings from an Ipsos poll conducted February 22 - 25, 2018. For the survey, a sample of 1,007 adults 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English. The sample includes 314 Democrats, 351 Republicans and 240 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 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=+/-5.0 percentage points). The poll also has a credibility interval plus or minus 6.3 percentage points for Democrats, 6.0 plus or minor for Republicans and plus or minus 7.2 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. 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

« 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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