

Americans are most likely to trust healthcare workers and doctors Partisanship drives difference in opinion amongst professions

Topline Findings

Washington, **DC**, **March 12**, **2021** – As the country reaches its one-year anniversary of the COVID-19 pandemic, a new Ipsos poll shows that Americans are most likely to trust healthcare workers. On the other hand, deep partisan divides exist when it comes to how Americans view top political figures.

Detailed Findings

- 1. Americans find those professions within healthcare and academia to be the most trustworthy.
 - Healthcare workers are the most likely to be viewed as trustworthy, with 69% of Americans finding saying they find them trustworthy.
 - Americans also find doctors (67%) and teachers (61%) to be trustworthy professions.
 Democrats are especially positive, with 75% finding doctors trustworthy and 69% for teachers.
- 2. Americans are more skeptical of those that work in government.
 - Politicians are the least trusted profession, with only 15% of Americans finding them trustworthy.
 - Government workers are also not very reliable according to Americans, with only 27% finding them trustworthy.
- 3. Partisan divides are evident amongst top political figures
 - President Joe Biden (55%) and Vice President Kamala Harris (50%) both have favorability ratings at or above 50%. However, they are heavily favored by Democrats, with 88% finding Biden favorable and 85% for Harris, compared to 19% and 15% respectively amongst Republicans.
 - Thirty-six percent of Americans find former President Donald Trump to be favorable, and 39% find former Vice President Mike Pence favorable. Republicans find both Trump (73%) and Pence (69%) much more favorable than Democrats (11% and 24%, respectively).
 - Outside of the oval office, more favorable government officials include Michelle Obama (62%), Dr. Anthony Fauci (59%) and Bernie Sanders (50%). Less favorable officials include Congresswoman Alexandria Ocasio-Cortez (35%), Congressman Ted Cruz (30%), Senator Mitch McConnell (21%), and Congresswoman Marjorie Taylor Greene (18%).
- 4. Americans have favorable views of most entertainers.
 - Tom Hanks was the most favorable of those surveyed, with 72% of Americans finding him to be favorable.
 - Taylor Swift (56%), Tom Brady (55%), Beyoncé (53%), Lebron James (51%), and Britney Spears (51%) were also amongst the most favorable entertainers.





• Ellen DeGeneres (43%) and Charli D'Amelio (16%) were found to be the most unfavorable entertainers. However, D'Amelio's low favorability is driven by the fact that 70% of Americans say that they do not know how they view her.

These are the findings of an Ipsos poll conducted between March 3-4, 2021. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.

For full results, please refer to the following annotated questionnaire:

Full Annotated Questionnaire

1. Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in the United States? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Total Trustworthy (1/2) Summary

	Total (N=1,005)	Democrats (N=468)	Republicans (N=356)	Independents (N=98)
Healthcare workers	69%	77%	69%	53%
Doctors	67%	75%	67%	52%
Teachers	61%	69%	58%	57%
Armed Forces	61%	52%	76%	58%
Scientists	60%	72%	50%	50%
The Police	49%	36%	71%	44%
Judges	41%	41%	43%	34%
Clergy/Priests	41%	40%	51%	29%
Bankers	34%	31%	36%	28%
Government workers	27%	34%	24%	19%
Journalists	25%	39%	14%	19%
Lawyers	22%	22%	22%	17%
Television news readers	22%	30%	16%	13%
Business Leaders	22%	23%	25%	15%
Pollsters	21%	30%	13%	14%
Advertising executives	17%	19%	12%	9%
Politicians generally	15%	18%	9%	13%





Mean Summary

Weari Summary	Total	Democrats	Republicans	Independents
Healthcare workers	2.1	1.9	2.1	2.5
Doctors	2.2	2	2.2	2.5
Armed Forces	2.2	2.4	1.9	2.3
Scientists	2.3	2	2.5	2.5
Teachers	2.3	2.1	2.4	2.5
The Police	2.7	3	2.1	2.8
Judges	2.7	2.7	2.6	2.9
Clergy/Priests	2.8	2.8	2.5	3
Bankers	2.9	2.9	2.8	3
Government workers	3	2.8	3.1	3.3
Business Leaders	3.1	3.2	3	3.1
Lawyers	3.2	3.2	3.2	3.3
Television news readers	3.2	2.9	3.6	3.4
Journalists	3.2	2.8	3.8	3.2
Pollsters	3.3	3	3.6	3.4
Advertising executives	3.4	3.3	3.5	3.5
Politicians generally	3.7	3.5	4	3.8

a. Scientists

	Total	Democrats	Republicans	Independents
1 – Very trustworthy	29%	43%	20%	22%
2	31%	29%	30%	27%
3	26%	18%	35%	32%
4	12%	8%	13%	16%
5 – Very untrustworthy	2%	3%	2%	3%
Trustworthy 1/2 (Net)	60%	72%	50%	50%
Untrustworthy 4/5 (Net)	14%	11%	15%	18%
Mean	2.3	2	2.5	2.5

b. Doctors

	Total	Democrats	Republicans	Independents
1 – Very trustworthy	28%	37%	28%	18%
2	39%	37%	39%	34%
3	22%	17%	23%	35%
4	7%	6%	7%	8%
5 – Very untrustworthy	3%	3%	3%	5%
Trustworthy 1/2 (Net)	67%	75%	67%	52%
Untrustworthy 4/5 (Net)	10%	8%	10%	13%
Mean	2.2	2	2.2	2.5

2020 K Street, NW, Suite 410 Washington DC 20006 +1 202 463-7300

Contact: Chris Jackson

Senior Vice President, US, Public Affairs, Ipsos

Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025







c. Teachers

	Total	Democrats	Republicans	Independents
1 – Very trustworthy	24%	30%	20%	20%
2	38%	39%	38%	37%
3	24%	20%	25%	24%
4	10%	9%	12%	16%
5 – Very untrustworthy	4%	3%	5%	3%
Trustworthy 1/2 (Net)	61%	69%	58%	57%
Untrustworthy 4/5 (Net)	14%	11%	17%	19%
Mean	2.3	2.1	2.4	2.5

d. Armed Forces

	Total	Democrats	Republicans	Independents
1 – Very trustworthy	30%	25%	42%	26%
2	31%	27%	34%	32%
3	26%	33%	14%	26%
4	10%	10%	9%	12%
5 – Very untrustworthy	3%	5%	2%	4%
Trustworthy 1/2 (Net)	61%	52%	76%	58%
Untrustworthy 4/5 (Net)	13%	15%	10%	15%
Mean	2.2	2.4	1.9	2.3

e. The Police

	Total	Democrats	Republicans	Independents
1 – Very trustworthy	17%	11%	28%	14%
2	32%	24%	43%	30%
3	27%	30%	18%	28%
4	14%	18%	7%	16%
5 – Very untrustworthy	11%	16%	3%	12%
Trustworthy 1/2 (Net)	49%	36%	71%	44%
Untrustworthy 4/5 (Net)	25%	34%	11%	28%
Mean	2.7	3	2.1	2.8





f. Judges

	Total	Democrats	Republicans	Independents
1 – Very trustworthy	11%	12%	15%	5%
2	29%	29%	28%	29%
3	40%	38%	41%	44%
4	12%	14%	12%	13%
5 – Very untrustworthy	7%	7%	5%	9%
Trustworthy 1/2 (Net)	41%	41%	43%	34%
Untrustworthy 4/5 (Net)	19%	21%	17%	22%
Mean	2.7	2.7	2.6	2.9

g. Lawyers

	Total	Democrats	Republicans	Independents
1 – Very trustworthy	5%	6%	6%	2%
2	17%	16%	16%	16%
3	45%	47%	39%	50%
4	21%	20%	25%	15%
5 – Very untrustworthy	12%	11%	14%	18%
Trustworthy 1/2 (Net)	22%	22%	22%	17%
Untrustworthy 4/5 (Net)	33%	31%	39%	33%
Mean	3.2	3.2	3.2	3.3

h. Television news readers

	Total	Democrats	Republicans	Independents
1 – Very trustworthy	5%	7%	4%	-
2	17%	23%	12%	13%
3	42%	47%	32%	49%
4	20%	15%	25%	28%
5 – Very untrustworthy	15%	8%	27%	10%
Trustworthy 1/2 (Net)	22%	30%	16%	13%
Untrustworthy 4/5 (Net)	36%	23%	52%	38%
Mean	3.2	2.9	3.6	3.4



Contact: Chris Jackson

Senior Vice President, US, Public Affairs, Ipsos

Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



i. Pollsters

	Total	Democrats	Republicans	Independents
1 – Very trustworthy	6%	8%	4%	3%
2	15%	22%	10%	11%
3	42%	45%	34%	48%
4	22%	16%	30%	21%
5 – Very untrustworthy	15%	9%	23%	17%
Trustworthy 1/2 (Net)	21%	30%	13%	14%
Untrustworthy 4/5 (Net)	37%	25%	53%	38%
Mean	3.3	3	3.6	3.4

i. Government workers

	Total	Democrats	Republicans	Independents
1 – Very trustworthy	5%	7%	3%	*
2	22%	26%	21%	18%
3	46%	47%	44%	49%
4	18%	14%	23%	14%
5 – Very untrustworthy	9%	5%	9%	18%
Trustworthy 1/2 (Net)	27%	34%	24%	19%
Untrustworthy 4/5 (Net)	27%	20%	32%	32%
Mean	3	2.8	3.1	3.3

k. Business Leaders

	Total	Democrats	Republicans	Independents
1 – Very trustworthy	4%	6%	3%	1%
2	18%	16%	21%	13%
3	50%	43%	52%	65%
4	19%	25%	16%	12%
5 - Very untrustworthy	9%	10%	8%	8%
Trustworthy 1/2 (Net)	22%	23%	25%	15%
Untrustworthy 4/5 (Net)	28%	35%	24%	20%
Mean	3.1	3.2	3	3.1





I. Journalists

	Total	Democrats	Republicans	Independents
1 – Very trustworthy	6%	10%	4%	3%
2	19%	29%	10%	16%
3	37%	40%	23%	49%
4	21%	14%	32%	17%
5 – Very untrustworthy	17%	7%	31%	15%
Trustworthy 1/2 (Net)	25%	39%	14%	19%
Untrustworthy 4/5 (Net)	37%	21%	63%	32%
Mean	3.2	2.8	3.8	3.2

m. Clergy/Priests

	Total	Democrats	Republicans	Independents
1 – Very trustworthy	14%	14%	19%	6%
2	27%	26%	32%	23%
3	36%	33%	34%	47%
4	16%	20%	10%	12%
5 – Very untrustworthy	8%	7%	5%	13%
Trustworthy 1/2 (Net)	41%	40%	51%	29%
Untrustworthy 4/5 (Net)	24%	27%	15%	24%
Mean	2.8	2.8	2.5	3

n. Bankers

	Total	Democrats	Republicans	Independents
1 – Very trustworthy	11%	11%	11%	9%
2	24%	21%	25%	20%
3	43%	44%	43%	45%
4	16%	17%	15%	17%
5 – Very untrustworthy	7%	7%	6%	10%
Trustworthy 1/2 (Net)	34%	31%	36%	28%
Untrustworthy 4/5 (Net)	23%	25%	21%	26%
Mean	2.9	2.9	2.8	3





o. Advertising executives

	Total	Democrats	Republicans	Independents
1 – Very trustworthy	5%	8%	2%	1%
2	12%	12%	10%	8%
3	40%	39%	38%	43%
4	31%	28%	34%	35%
5 – Very untrustworthy	13%	13%	15%	14%
Trustworthy 1/2 (Net)	17%	19%	12%	9%
Untrustworthy 4/5 (Net)	44%	41%	49%	49%
Mean	3.4	3.3	3.5	3.5

p. Politicians generally

	Total	Democrats	Republicans	Independents
1 – Very trustworthy	5%	7%	4%	1%
2	9%	10%	5%	13%
3	25%	29%	17%	26%
4	29%	29%	32%	31%
5 – Very untrustworthy	32%	24%	42%	29%
Trustworthy 1/2 (Net)	15%	18%	9%	13%
Untrustworthy 4/5 (Net)	61%	53%	74%	60%
Mean	3.7	3.5	4	3.8

g. Healthcare workers

	Total	Democrats	Republicans	Independents
1 – Very trustworthy	32%	44%	29%	19%
2	36%	33%	40%	34%
3	20%	12%	21%	31%
4	8%	6%	9%	11%
5 - Very untrustworthy	3%	4%	2%	4%
Trustworthy 1/2 (Net)	69%	77%	69%	53%
Untrustworthy 4/5 (Net)	12%	10%	10%	16%
Mean	2.1	1.9	2.1	2.5





2. Do you have a favorable or unfavorable opinion of the following people?

Net Favorable Summary (Total Favorable – Total Unfavorable)

	Total	Democrats	Republicans	Independents
Tom Hanks	57%	76%	39%	49%
Ronald Reagan	35%	3%	73%	40%
Dr. Anthony Fauci	33%	77%	-10%	32%
Taylor Swift	31%	54%	9%	24%
Michelle Obama	31%	85%	-32%	39%
Tom Brady	29%	25%	37%	34%
Elon Musk	28%	26%	32%	40%
Bill Gates	27%	64%	-6%	19%
Barack Obama	25%	83%	-41%	26%
George W. Bush	25%	10%	47%	27%
Beyoncé	24%	61%	-13%	13%
Lebron James	24%	51%	-6%	28%
Britney Spears	22%	41%	3%	16%
Joe Biden	18%	80%	-58%	25%
Tiger Woods	16%	24%	16%	-5%
Kamala Harris	14%	77%	-61%	14%
Bernie Sanders	14%	71%	-48%	8%
Bill Clinton	2%	50%	-56%	-3%
Alexandria Ocasio-Cortez (AOC)	1%	48%	-49%	-6%
Charli D'Amelio	1%	8%	-2%	-2%
Ellen DeGeneres	0%	18%	-23%	5%
Mike Pence	-7%	-44%	47%	-23%
Nancy Pelosi	-9%	47%	-72%	-11%
Marjorie Taylor Greene	-15%	-32%	-1%	-21%
Ted Cruz	-22%	-56%	27%	-42%
Donald Trump	-22%	-75%	48%	-45%
Mitch McConnell	-36%	-48%	-21%	-45%



Contact: Chris Jackson

Senior Vice President, US, Public Affairs, Ipsos

Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



a. Alexandria Ocasio-Cortez (AOC)

	Total	Democrats	Republicans	Independents
Very favorable	12%	28%	2%	3%
Somewhat favorable	11%	20%	4%	12%
Lean towards favorable	11%	16%	7%	12%
Lean towards unfavorable	8%	8%	10%	8%
Somewhat unfavorable	4%	4%	4%	6%
Very unfavorable	22%	4%	47%	19%
Don't know	31%	20%	25%	40%
Favorable (Net)	35%	64%	13%	27%
Unfavorable (Net)	34%	16%	62%	33%

b. Ted Cruz

	Total	Democrats	Republicans	Independents
Very favorable	8%	4%	18%	1%
Somewhat favorable	9%	5%	15%	6%
Lean towards favorable	14%	8%	22%	15%
Lean towards unfavorable	10%	8%	14%	9%
Somewhat unfavorable	7%	6%	4%	19%
Very unfavorable	35%	60%	11%	37%
Don't know	18%	10%	16%	14%
Favorable (Net)	30%	17%	55%	22%
Unfavorable (Net)	52%	73%	28%	64%

c. Joe Biden

	Total	Democrats	Republicans	Independents
Very favorable	24%	48%	3%	11%
Somewhat favorable	18%	28%	6%	22%
Lean towards favorable	13%	13%	10%	22%
Lean towards unfavorable	10%	4%	16%	11%
Somewhat unfavorable	6%	2%	12%	5%
Very unfavorable	22%	2%	49%	14%
Don't know	8%	4%	4%	15%
Favorable (Net)	55%	88%	19%	55%
Unfavorable (Net)	37%	8%	77%	30%





d. Kamala Harris

	Total	Democrats	Republicans	Independents
Very favorable	21%	44%	4%	9%
Somewhat favorable	16%	25%	5%	19%
Lean towards favorable	14%	17%	7%	22%
Lean towards unfavorable	7%	4%	13%	4%
Somewhat unfavorable	6%	1%	10%	12%
Very unfavorable	23%	2%	53%	19%
Don't know	13%	7%	9%	15%
Favorable (Net)	50%	85%	15%	49%
Unfavorable (Net)	36%	8%	76%	35%

e. Donald Trump

	Total	Democrats	Republicans	Independents
Very favorable	17%	5%	40%	5%
Somewhat favorable	10%	3%	19%	11%
Lean towards favorable	9%	4%	14%	10%
Lean towards unfavorable	7%	4%	8%	16%
Somewhat unfavorable	6%	7%	7%	6%
Very unfavorable	45%	75%	10%	49%
Don't know	6%	3%	2%	3%
Favorable (Net)	36%	11%	73%	26%
Unfavorable (Net)	58%	86%	25%	71%

f. Mike Pence

	Total	Democrats	Republicans	Independents
Very favorable	11%	5%	23%	6%
Somewhat favorable	13%	8%	22%	11%
Lean towards favorable	15%	11%	24%	14%
Lean towards unfavorable	15%	16%	11%	17%
Somewhat unfavorable	10%	13%	6%	18%
Very unfavorable	22%	40%	5%	20%
Don't know	15%	8%	8%	14%
Favorable (Net)	39%	24%	69%	31%
Unfavorable (Net)	46%	68%	22%	54%





g. Barack Obama

	Total	Democrats	Republicans	Independents
Very favorable	32%	62%	7%	19%
Somewhat favorable	13%	18%	7%	18%
Lean towards favorable	14%	10%	14%	21%
Lean towards unfavorable	7%	3%	11%	7%
Somewhat unfavorable	6%	1%	12%	8%
Very unfavorable	21%	3%	46%	17%
Don't know	7%	3%	3%	10%
Favorable (Net)	59%	90%	28%	58%
Unfavorable (Net)	34%	7%	69%	32%

h. Ronald Reagan

	Total	Democrats	Republicans	Independents
Very favorable	25%	11%	43%	26%
Somewhat favorable	15%	13%	20%	15%
Lean towards favorable	21%	22%	20%	22%
Lean towards unfavorable	12%	19hanks %	5%	12%
Somewhat unfavorable	6%	12%	3%	2%
Very unfavorable	8%	13%	2%	10%
Don't know	14%	9%	8%	14%
Favorable (Net)	61%	47%	82%	63%
Unfavorable (Net)	26%	44%	9%	23%

i. George W. Bush

	Total	Democrats	Republicans	Independents
Very favorable	12%	8%	21%	9%
Somewhat favorable	17%	16%	19%	17%
Lean towards favorable	28%	27%	31%	31%
Lean towards unfavorable	17%	23%	12%	13%
Somewhat unfavorable	7%	11%	7%	5%
Very unfavorable	8%	7%	5%	13%
Don't know	11%	8%	5%	12%
Favorable (Net)	57%	51%	71%	58%
Unfavorable (Net)	32%	41%	24%	31%





j. Bill Clinton

	Total	Democrats	Republicans	Independents
Very favorable	9%	17%	5%	5%
Somewhat favorable	15%	27%	4%	10%
Lean towards favorable	21%	28%	10%	24%
Lean towards unfavorable	16%	13%	21%	21%
Somewhat unfavorable	10%	4%	17%	11%
Very unfavorable	18%	5%	37%	9%
Don't know	12%	6%	6%	20%
Favorable (Net)	45%	72%	19%	38%
Unfavorable (Net)	43%	22%	75%	41%

k. Bernie Sanders

	Total	Democrats	Republicans	Independents
Very favorable	14%	30%	4%	5%
Somewhat favorable	17%	29%	6%	20%
Lean towards favorable	19%	23%	11%	22%
Lean towards unfavorable	12%	6%	15%	17%
Somewhat unfavorable	6%	3%	14%	2%
Very unfavorable	18%	2%	40%	19%
Don't know	14%	8%	10%	14%
Favorable (Net)	50%	81%	21%	47%
Unfavorable (Net)	36%	10%	69%	39%

I. Mitch McConnell

	Total	Democrats	Republicans	Independents
Very favorable	2%	4%	2%	-
Somewhat favorable	8%	9%	11%	6%
Lean towards favorable	10%	6%	15%	13%
Lean towards unfavorable	16%	10%	21%	22%
Somewhat unfavorable	12%	11%	15%	14%
Very unfavorable	28%	46%	13%	26%
Don't know	23%	15%	23%	19%
Favorable (Net)	21%	19%	28%	18%
Unfavorable (Net)	57%	67%	49%	63%





m. Marjorie Taylor Greene

	Total	Democrats	Republicans	Independents
Very favorable	4%	4%	6%	1%
Somewhat favorable	5%	5%	5%	4%
Lean towards favorable	9%	7%	12%	6%
Lean towards unfavorable	7%	5%	9%	11%
Somewhat unfavorable	4%	2%	6%	3%
Very unfavorable	23%	40%	9%	19%
Don't know	49%	36%	53%	57%
Favorable (Net)	18%	16%	23%	11%
Unfavorable (Net)	33%	48%	24%	32%

n. Nancy Pelosi

	Total	Democrats	Republicans	Independents
Very favorable	11%	25%	3%	1%
Somewhat favorable	12%	21%	2%	9%
Lean towards favorable	16%	22%	6%	26%
Lean towards unfavorable	9%	10%	9%	9%
Somewhat unfavorable	6%	5%	9%	6%
Very unfavorable	32%	6%	65%	32%
Don't know	13%	10%	6%	17%
Favorable (Net)	39%	68%	11%	36%
Unfavorable (Net)	48%	21%	83%	47%

o. Dr. Anthony Fauci

	Total	Democrats	Republicans	Independents
Very favorable	29%	54%	9%	27%
Somewhat favorable	17%	22%	13%	21%
Lean towards favorable	12%	10%	17%	12%
Lean towards unfavorable	8%	3%	15%	7%
Somewhat unfavorable	5%	2%	9%	5%
Very unfavorable	13%	3%	26%	15%
Don't know	15%	7%	10%	13%
Favorable (Net)	59%	85%	40%	59%
Unfavorable (Net)	26%	8%	50%	27%



Contact: Chris Jackson



p. Tom Hanks

	Total	Democrats	Republicans	Independents
Very favorable	31%	39%	22%	31%
Somewhat favorable	22%	27%	21%	16%
Lean towards favorable	19%	17%	23%	18%
Lean towards unfavorable	6%	4%	10%	6%
Somewhat unfavorable	5%	2%	9%	7%
Very unfavorable	4%	1%	8%	3%
Don't know	12%	10%	6%	19%
Favorable (Net)	72%	83%	66%	65%
Unfavorable (Net)	15%	7%	27%	16%

q. Bill Gates

	Total	Democrats	Republicans	Independents
Very favorable	14%	22%	7%	11%
Somewhat favorable	20%	28%	16%	18%
Lean towards favorable	24%	28%	19%	24%
Lean towards unfavorable	11%	5%	16%	17%
Somewhat unfavorable	7%	5%	12%	6%
Very unfavorable	12%	4%	21%	11%
Don't know	13%	8%	9%	14%
Favorable (Net)	57%	78%	42%	53%
Unfavorable (Net)	30%	14%	48%	34%

r. Beyoncé

	Total	Democrats	Republicans	Independents
Very favorable	11%	21%	6%	5%
Somewhat favorable	15%	23%	10%	6%
Lean towards favorable	26%	30%	22%	31%
Lean towards unfavorable	12%	8%	20%	10%
Somewhat unfavorable	7%	3%	13%	8%
Very unfavorable	10%	3%	17%	11%
Don't know	18%	13%	13%	29%
Favorable (Net)	53%	74%	37%	42%
Unfavorable (Net)	29%	13%	50%	29%





s. Elon Musk

	Total	Democrats	Republicans	Independents
Very favorable	10%	9%	11%	11%
Somewhat favorable	15%	14%	15%	21%
Lean towards favorable	26%	29%	26%	22%
Lean towards unfavorable	11%	14%	10%	7%
Somewhat unfavorable	5%	7%	6%	2%
Very unfavorable	5%	5%	5%	5%
Don't know	28%	22%	26%	32%
Favorable (Net)	50%	52%	53%	54%
Unfavorable (Net)	22%	26%	21%	14%

t. Tiger Woods

_	Total	Democrats	Republicans	Independents
Very favorable	8%	10%	9%	5%
Somewhat favorable	16%	17%	17%	12%
Lean towards favorable	26%	28%	27%	20%
Lean towards unfavorable	18%	19%	16%	19%
Somewhat unfavorable	9%	8%	11%	13%
Very unfavorable	7%	4%	10%	10%
Don't know	16%	14%	10%	21%
Favorable (Net)	50%	55%	53%	37%
Unfavorable (Net)	34%	31%	37%	42%

u. Lebron James

	Total	Democrats	Republicans	Independents
Very favorable	13%	24%	6%	6%
Somewhat favorable	17%	21%	13%	16%
Lean towards favorable	21%	22%	17%	33%
Lean towards unfavorable	11%	9%	13%	10%
Somewhat unfavorable	5%	3%	8%	5%
Very unfavorable	10%	3%	20%	11%
Don't know	22%	17%	22%	18%
Favorable (Net)	51%	67%	36%	55%
Unfavorable (Net)	27%	16%	42%	27%





v. Tom Brady

	Total	Democrats	Republicans	Independents
Very favorable	12%	11%	17%	11%
Somewhat favorable	17%	16%	18%	20%
Lean towards favorable	26%	27%	27%	26%
Lean towards unfavorable	12%	13%	13%	8%
Somewhat unfavorable	6%	8%	5%	1%
Very unfavorable	8%	7%	7%	14%
Don't know	20%	19%	13%	20%
Favorable (Net)	55%	53%	62%	57%
Unfavorable (Net)	26%	28%	25%	23%

w. Britney Spears

	Total	Democrats	Republicans	Independents
Very favorable	7%	12%	4%	5%
Somewhat favorable	14%	17%	14%	14%
Lean towards favorable	29%	34%	26%	24%
Lean towards unfavorable	15%	14%	21%	9%
Somewhat unfavorable	7%	4%	11%	9%
Very unfavorable	7%	4%	9%	9%
Don't know	19%	15%	13%	30%
Favorable (Net)	51%	63%	45%	43%
Unfavorable (Net)	29%	22%	42%	27%

x. Taylor Swift

Ţ.	Total	Democrats	Republicans	Independents
Very favorable	13%	18%	11%	9%
Somewhat favorable	18%	21%	15%	15%
Lean towards favorable	25%	30%	23%	21%
Lean towards unfavorable	10%	6%	15%	8%
Somewhat unfavorable	8%	5%	12%	9%
Very unfavorable	7%	4%	14%	5%
Don't know	19%	16%	9%	34%
Favorable (Net)	56%	69%	50%	45%
Unfavorable (Net)	25%	15%	41%	21%





y. Charli D'Amelio

	Total	Democrats	Republicans	Independents
Very favorable	3%	5%	2%	-
Somewhat favorable	5%	7%	2%	4%
Lean towards favorable	8%	8%	11%	6%
Lean towards unfavorable	7%	7%	8%	7%
Somewhat unfavorable	3%	3%	3%	1%
Very unfavorable	4%	3%	6%	3%
Don't know	70%	66%	69%	78%
Favorable (Net)	16%	21%	15%	10%
Unfavorable (Net)	15%	13%	17%	12%

z. Ellen DeGeneres

	Total	Democrats	Republicans	Independents
Very favorable	11%	14%	6%	13%
Somewhat favorable	13%	18%	10%	9%
Lean towards favorable	20%	21%	18%	21%
Lean towards unfavorable	18%	18%	18%	20%
Somewhat unfavorable	13%	11%	18%	8%
Very unfavorable	13%	5%	23%	9%
Don't know	14%	12%	7%	21%
Favorable (Net)	43%	53%	35%	42%
Unfavorable (Net)	43%	35%	58%	37%

aa. Michelle Obama

	Total	Democrats	Republicans	Independents
Very favorable	31%	58%	8%	21%
Somewhat favorable	16%	21%	9%	13%
Lean towards favorable	16%	10%	16%	33%
Lean towards unfavorable	7%	2%	10%	7%
Somewhat unfavorable	7%	1%	17%	3%
Very unfavorable	17%	2%	37%	17%
Don't know	7%	5%	2%	6%
Favorable (Net)	62%	90%	33%	67%
Unfavorable (Net)	31%	5%	65%	28%





About the Study

These are some of the findings of an Ipsos poll conducted between March 3-4, 2021. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes 468 Democrats, 356 Republicans, and 98 Independents.

The sample was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the lpsos panel, lpsos 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 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability 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=1,005, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

The poll also has a credibility interval of plus or minus 5.2 percentage points for Democrats, plus or minus 5.9 percentage points for Republicans, and plus or minus 11.3 percentage points for Independents.

For more information on this news release, please contact:

Chris Jackson Senior Vice President, US Public Affairs +1 202 420-2025 chris.jackson@ipsos.com

Kate Silverstein Media Relations Specialist, US Public Affairs +1 718 755-8829 kate.silverstein@ipsos.com





About Ipsos

lpsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

