



TOPLINE & METHODOLOGY

Ipsos Snap Poll: TV Shows and Reality

A survey of the American adult population (ages 18)

Interview dates: March 18-19, 2022
Number of interviews: 1,000
Number of 18-34 year old interviews: 300
Number of 35-54 year old interviews: 350
Number of 55+ year old interviews: 350

Credibility Interval: +/- 3.5 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. While they may tell fictional stories, how realistic or not do you believe the following television shows are in their portrayal of the world?f

a. The West Wing

	Among all					Among aware of show			
	All	18-34	35-54	55+		All	18-34	35-54	55+
Very realistic	17%	16%	20%	15%	-	23%	23%	26%	21%
Somewhat realistic	34%	31%	39%	33%		48%	44%	52%	47%
Not very realistic	13%	14%	10%	14%		18%	19%	14%	21%
Not at all realistic	8%	10%	7%	8%		11%	15%	9%	11%
Don't know / Not familiar with this show	28%	30%	24%	31%		--	--	--	--
Total realistic	51%	47%	59%	47%		71%	66%	77%	68%
Total not realistic	21%	24%	17%	22%		29%	34%	22%	32%



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b. VEEP

	Among all					Among aware of show			
	All	18-34	35-54	55+		All	18-34	35-54	55+
Very realistic	9%	11%	13%	2%	-	17%	19%	24%	5%
Somewhat realistic	18%	22%	18%	14%		35%	37%	31%	37%
Not very realistic	17%	16%	18%	15%		32%	28%	32%	39%
Not at all realistic	8%	10%	8%	7%		16%	16%	14%	18%
Don't know / Not familiar with this show	49%	40%	43%	61%		--	--	--	--
<i>Total realistic</i>	<i>27%</i>	<i>34%</i>	<i>31%</i>	<i>16%</i>		<i>52%</i>	<i>56%</i>	<i>55%</i>	<i>42%</i>
<i>Total not realistic</i>	<i>25%</i>	<i>26%</i>	<i>26%</i>	<i>22%</i>		<i>48%</i>	<i>44%</i>	<i>45%</i>	<i>58%</i>

c. House of Cards

	Among all					Among aware of show			
	All	18-34	35-54	55+		All	18-34	35-54	55+
Very realistic	16%	21%	21%	7%	-	26%	28%	31%	14%
Somewhat realistic	25%	31%	25%	21%		40%	41%	37%	43%
Not very realistic	15%	18%	14%	13%		23%	23%	21%	26%
Not at all realistic	7%	6%	7%	8%		11%	7%	11%	17%
Don't know / Not familiar with this show	37%	25%	33%	52%		--	--	--	--
<i>Total realistic</i>	<i>42%</i>	<i>52%</i>	<i>46%</i>	<i>28%</i>		<i>66%</i>	<i>69%</i>	<i>68%</i>	<i>57%</i>
<i>Total not realistic</i>	<i>22%</i>	<i>23%</i>	<i>21%</i>	<i>21%</i>		<i>34%</i>	<i>31%</i>	<i>32%</i>	<i>43%</i>

d. Parks and Rec

	Among all					Among aware of show			
	All	18-34	35-54	55+		All	18-34	35-54	55+
Very realistic	15%	19%	20%	6%	-	22%	24%	27%	11%
Somewhat realistic	24%	33%	23%	17%		35%	41%	31%	31%
Not very realistic	19%	22%	16%	20%		27%	27%	21%	36%
Not at all realistic	11%	7%	15%	12%		16%	8%	20%	22%
Don't know / Not familiar with this show	31%	19%	26%	46%		--	--	--	--
<i>Total realistic</i>	<i>39%</i>	<i>52%</i>	<i>44%</i>	<i>23%</i>		<i>57%</i>	<i>65%</i>	<i>59%</i>	<i>42%</i>
<i>Total not realistic</i>	<i>30%</i>	<i>29%</i>	<i>31%</i>	<i>31%</i>		<i>44%</i>	<i>35%</i>	<i>41%</i>	<i>58%</i>

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e. Scandal

	Among all					Among aware of show			
	All	18-34	35-54	55+		All	18-34	35-54	55+
Very realistic	16%	22%	18%	6%	-	24%	29%	27%	14%
Somewhat realistic	26%	30%	27%	21%		41%	40%	39%	45%
Not very realistic	16%	17%	18%	13%		25%	22%	26%	27%
Not at all realistic	7%	7%	7%	6%		10%	9%	9%	14%
Don't know / Not familiar with this show	37%	24%	31%	54%		--	--	--	--
<i>Total realistic</i>	<i>41%</i>	<i>52%</i>	<i>45%</i>	<i>27%</i>		<i>65%</i>	<i>69%</i>	<i>65%</i>	<i>59%</i>
<i>Total not realistic</i>	<i>22%</i>	<i>24%</i>	<i>24%</i>	<i>19%</i>		<i>35%</i>	<i>31%</i>	<i>35%</i>	<i>41%</i>

f. The Good Wife

	Among all					Among aware of show			
	All	18-34	35-54	55+		All	18-34	35-54	55+
Very realistic	15%	19%	17%	8%	-	22%	27%	24%	13%
Somewhat realistic	30%	32%	31%	27%		45%	45%	45%	46%
Not very realistic	15%	14%	15%	15%		22%	19%	22%	26%
Not at all realistic	7%	7%	6%	9%		11%	9%	9%	15%
Don't know / Not familiar with this show	33%	28%	31%	41%		--	--	--	--
<i>Total realistic</i>	<i>45%</i>	<i>52%</i>	<i>48%</i>	<i>35%</i>		<i>67%</i>	<i>71%</i>	<i>69%</i>	<i>59%</i>
<i>Total not realistic</i>	<i>22%</i>	<i>21%</i>	<i>21%</i>	<i>24%</i>		<i>33%</i>	<i>29%</i>	<i>31%</i>	<i>41%</i>

g. 24

	Among all					Among aware of show			
	All	18-34	35-54	55+		All	18-34	35-54	55+
Very realistic	14%	19%	18%	6%	-	21%	27%	24%	10%
Somewhat realistic	27%	26%	33%	23%		40%	37%	43%	40%
Not very realistic	17%	15%	16%	20%		25%	21%	20%	36%
Not at all realistic	10%	11%	11%	8%		14%	15%	14%	14%
Don't know / Not familiar with this show	32%	30%	22%	43%		--	--	--	--
<i>Total realistic</i>	<i>42%</i>	<i>45%</i>	<i>52%</i>	<i>28%</i>		<i>61%</i>	<i>64%</i>	<i>66%</i>	<i>50%</i>
<i>Total not realistic</i>	<i>27%</i>	<i>25%</i>	<i>27%</i>	<i>28%</i>		<i>39%</i>	<i>36%</i>	<i>34%</i>	<i>50%</i>

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h. The Crown

	Among all					Among aware of show			
	All	18-34	35-54	55+		All	18-34	35-54	55+
Very realistic	18%	20%	24%	10%	-	29%	26%	35%	22%
Somewhat realistic	26%	28%	28%	23%		42%	38%	42%	50%
Not very realistic	13%	18%	12%	8%		20%	24%	18%	17%
Not at all realistic	6%	8%	4%	5%		9%	11%	6%	10%
Don't know / Not familiar with this show	38%	26%	32%	55%		--	--	--	--
<i>Total realistic</i>	<i>44%</i>	<i>48%</i>	<i>52%</i>	<i>33%</i>		<i>71%</i>	<i>65%</i>	<i>77%</i>	<i>72%</i>
<i>Total not realistic</i>	<i>18%</i>	<i>26%</i>	<i>16%</i>	<i>12%</i>		<i>29%</i>	<i>35%</i>	<i>23%</i>	<i>28%</i>

i. Madame Secretary

	Among all					Among aware of show			
	All	18-34	35-54	55+		All	18-34	35-54	55+
Very realistic	14%	15%	21%	7%	-	21%	22%	30%	12%
Somewhat realistic	32%	34%	29%	34%		48%	49%	42%	55%
Not very realistic	15%	17%	14%	14%		22%	24%	20%	22%
Not at all realistic	5%	4%	6%	7%		8%	6%	8%	11%
Don't know / Not familiar with this show	33%	31%	31%	39%		--	--	--	--
<i>Total realistic</i>	<i>46%</i>	<i>49%</i>	<i>50%</i>	<i>41%</i>		<i>70%</i>	<i>70%</i>	<i>72%</i>	<i>67%</i>
<i>Total not realistic</i>	<i>20%</i>	<i>21%</i>	<i>20%</i>	<i>20%</i>		<i>30%</i>	<i>30%</i>	<i>28%</i>	<i>33%</i>

2. Which do you think provides a more realistic portrayal of how American government really works and the people in it?

	All	18-34	35-54	55+
Cable news	33%	35%	32%	31%
TV shows based on politics	29%	37%	34%	15%
Neither	31%	21%	26%	47%
Don't know	7%	7%	8%	7%



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About the Study

These are some of the findings of an Ipsos poll conducted on March 18-19, 2022. For this survey, a sample of 1,000 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes 300 18-34 year olds, 350 35-54 year olds and 350 55+ year olds.

The sample was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and ["river" sampling](#) 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 2019 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=1,000, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

The poll also has a credibility interval of plus or minus 3.5 percentage points for all respondents, +/- 7 for the age subgroups.



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About Ipsos

Ipsos 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).

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