

Star Wars: Best Hero and Political Match-Ups

These are findings from an Ipsos poll conducted December 10-14, 2015. For the survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.

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 2015 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, region, race/ethnicity and income.

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 (see link below for more info on Ipsos online polling "Credibility Intervals"). 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).

For more information about Ipsos online polling methodology, please go here <http://goo.gl/yJBkuf>

1. In your opinion, who is the best hero of the Star Wars series? Please consider movies I through VI.

	Total	Rebased removing those that have not seen the Star Wars films (n=678)
Luke Skywalker	21%	31%
Han Solo	16%	23%
Yoda	8%	12%
Obi Wan Kenobi	6%	9%
Princess Leia	4%	7%
R2D2	4%	6%
Anakin Skywalker/Darth Vader	3%	4%
Chewbacca	3%	4%
Princess Amadala	1%	1%
Qui Gon Jinn	1%	1%
Lando Calrissian	1%	1%
C3PO	1%	1%
Other	*%	1%
None	2%	N/A
Don't know	18%	N/A
I have never seen any Star Wars films	12%	N/A

2. If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote?

Hillary Clinton	33%	Obi Wan Kenobi	37%
Darth Vader	20%	Hillary Clinton	26%
Neither/Other	21%	Neither/Other	15%
Wouldn't vote	14%	Wouldn't vote	11%
Don't know/Refused	11%	Don't know/Refused	11%
Donald Trump	29%	Obi Wan Kenobi	39%
Darth Vader	20%	Donald Trump	24%
Neither/Other	23%	Neither/Other	14%
Wouldn't vote	17%	Wouldn't vote	12%
Don't know/Refused	11%	Don't know/Refused	10%
Yoda	41%	Hillary Clinton	32%
Hillary Clinton	25%	Chewbacca	28%
Neither/Other	14%	Neither/Other	18%
Wouldn't vote	10%	Wouldn't vote	12%
Don't know/Refused	10%	Don't know/Refused	11%
Yoda	42%	Chewbacca	30%
Donald Trump	24%	Donald Trump	28%
Neither/Other	13%	Neither/Other	18%
Wouldn't vote	11%	Wouldn't vote	14%
Don't know/Refused	10%	Don't know/Refused	11%