

Ipsos Calls 2016 Election for Obi Wan Kenobi

New Poll Indicates that Star Wars Heroes and Villains Poll Closely to Actual Candidates

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Washington, DC – In a new poll pitting characters from the Star Wars franchise against actual presidential candidates, Ipsos finds that the American public would prefer to elect the iconic Jedi Obi Wan Kenobi than any other challenger. Outside of the political realm, the Ipsos poll established that America's favorite Star Wars character is Luke Skywalker, who captured 21% of respondents, followed closely by Han Solo, Yoda and Obi Wan Kenobi. The remainder of the poll pitted main Star Wars characters in hypothetical matchups with the frontrunners in the actual Presidential race, yielding some surprising results.

"Whether it's because of this week's release of Episode 7, or general disdain among Americans for their political system, this data suggests that the Jedi Order is vastly more popular than either the Republican or Democratic Party," said Chris Jackson, Vice President at Ipsos Public Affairs. "As we have seen in much of the political data this year, our Republic is more fractured than in recent history. However, it seems that the force could 'surround us and bind the universe together'."



Other key highlights from the data:

- In a head-to-head matchup among Millennials: Darth Vader (27%) would beat Donald Trump (18%)
- In a head-to-head matchup among Millennials: Yoda (50%) would beat Hillary Clinton (26%). Even among the general public, the margin is 41% for the candidate from Dagobah and 25% for Clinton
- Minorities would prefer to elect the Sith Lord Darth Vader (26%) before rather than Trump who captured only 13% of the minority vote
- Clinton would fare better against Vader, winning this hypothetical matchup by 32% to 16% to the individual formerly known as Anakin Skywalker
- Among the general public, Jedi Master Yoda would soundly beat the actual human Trump 42% to 24%
- The well-quafted Chewbacca would fall into a statistical dead heat with his counterpart Trump
- Awareness of the force is quite strong with the US public given that 70% identified a favorite character. The remaining 30% of the population had no awareness or opinion

Luckily for the Presidential hopefuls, Star Wars took place a long time ago, in a galaxy far, far away and none of the characters meet the Constitutional requirement of being born in the United States of America, potentially highlighting a weakness in the “birther” argument.



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>

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