



# American Public Does Not See Celebrity Candidates as the Answer

## Prior Government or Management Experience Seen as Important for Elected Officials

**Washington, DC, June 15, 2018** — With an entrepreneur / reality show star occupying the White House, the rumor mills are putting forward many other celebrity would-be politicians as the response to President Trump. Ipsos, with the Daily Beast, examined Americans' opinions of many leading entertainment, business, and political figures and asked Americans what they think of celebrity candidates. The results do not look good for stars seeking a change of spotlights.

Large majorities of Americans believe that high-level elected officials should have prior government (66%) or management (73%) experience before assuming office. Republicans (75%) and Democrats (74%) alike value prior management experience, but Republicans (49%) are much less likely than Democrats (78%) to value prior government experience. All Americans (18%), including both Democrats (21%) and Republicans (19%), are unlikely to agree that celebrity candidates are good for democracy.

When presented with a short list of individuals, all of whom are at least somewhat prominent but none of whom have said they are seeking the presidency, most Americans say they are unlikely to consider supporting each of the celebrities or business persons. Only one in three (34%) Americans say they would be likely to vote for Oprah Winfrey, who earned some buzz after a stemwinder speech at the Golden Globes in January. Former FBI Director James Comey could get the support of 15% of Americans, businessman Howard Schultz 9%, and entertainer Kanye West also 9%. West also earns the strongest negative reaction, with 84% of Americans saying they would be *unlikely* to vote for him.

Looking at the reputations of specific public figures, our Ipsos/Daily Beast survey finds that Bill Gates and Tom Hanks are universally beloved with 84% of Americans giving either man a favorable rating. Positivity towards the two is relatively uniform across partisans, although Republicans are a little cooler towards Hanks. The next tier in popularity include Oprah Winfrey (66% favorable), Barack Obama (64%), George W. Bush (63%), and Warren Buffett (62%). These four have positive public personas with at least twice as many Americans viewing them favorably as view them unfavorably.

Political figures see extremely asymmetric support. For example, Barack Obama is viewed favorably by virtually all Democrats (96%) and most independents (60%), but very few Republicans (28%). Donald Trump has a relatively low favorability rating overall (40%) but he is highly regarded by Republicans (83%). Trump and George W. Bush are essentially tied among Republicans (83% vs 86%) with W.'s stronger ratings with Democrats and Independents pushing him ahead of the current president.

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## Press Release – continued –

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

	Favorable				Unfavorable
	Total	Democrat	Republican	Independent	Total
Bill Gates	84%	88%	82%	80%	10%
Tom Hanks	84%	89%	77%	88%	9%
Oprah Winfrey	66%	87%	43%	62%	30%
Barack Obama	64%	96%	28%	60%	34%
George W. Bush	63%	51%	86%	58%	31%
Warren Buffett	62%	67%	63%	59%	16%
Bernie Sanders	58%	82%	29%	58%	32%
John McCain	58%	65%	54%	56%	31%
Beyoncé	56%	71%	42%	45%	34%
LeBron James	54%	69%	40%	47%	29%
Bill Clinton	52%	76%	28%	50%	43%
Chelsea Clinton	50%	74%	30%	49%	32%
Tom Brady	50%	46%	60%	47%	31%
Elon Musk	49%	53%	53%	42%	13%
Justin Trudeau	47%	64%	33%	42%	19%
Mark Cuban	46%	53%	46%	40%	20%
Ivanka Trump	43%	20%	82%	39%	46%
Donald Trump	40%	10%	83%	34%	57%
Elizabeth Warren	37%	53%	23%	33%	26%
Colin Kaepernick	35%	53%	18%	30%	37%
Robert Muller	35%	50%	23%	35%	27%
Jeff Bezos	34%	37%	37%	34%	17%
Michael Bloomberg	34%	42%	33%	29%	25%
James Comey	33%	48%	21%	29%	34%
Roseanne Barr	32%	17%	50%	36%	58%
Nancy Pelosi	29%	46%	17%	18%	47%
Rachel Maddow	29%	44%	21%	19%	24%
Sean Hannity	28%	14%	55%	21%	35%
Kanye West	22%	19%	31%	24%	65%
Mitch McConnell	20%	15%	34%	13%	43%

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	Favorable				Unfavorable
	Total	Democrat	Republican	Independent	Total
Howard Schultz	18%	19%	22%	12%	13%
Tom Steyer	17%	21%	17%	13%	11%
Scott Pruitt	14%	10%	24%	10%	27%
Kim Jong-un	12%	8%	19%	7%	75%

### 2. Do you agree or disagree with the following statements?

#### Total agree

	Total	Democrat	Republican	Independent
High-level elected officials should have management experience prior to being elected.	73%	74	75	71
High-level elected officials should have government experience prior to being elected.	66%	78	49	68
Most celebrities are less qualified to be elected than most current government officials.	53%	55	54	55
Celebrity candidates encourage more people to engage in the democratic process.	48%	54	47	42
Celebrity candidates are good for democracy.	18%	21	19	13

#### a. High-level elected officials should have government experience prior to being elected.

	Total	Democrat	Republican	Independent
Strongly agree	37%	51%	21%	35%
Somewhat agree	29	28	28	34
Neither agree nor disagree	18	11	26	17
Somewhat disagree	7	4	14	5
Strongly disagree	5	3	10	7
Don't know	3	4	1	2
<i>Agree (Net)</i>	<i>66</i>	<i>78</i>	<i>49</i>	<i>68</i>
<i>Disagree (Net)</i>	<i>13</i>	<i>7</i>	<i>24</i>	<i>12</i>

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b. High-level elected officials should have management experience prior to being elected.

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Strongly agree	40%	39%	40%	38%
Somewhat agree	33	35	35	33
Neither agree nor disagree	16	15	16	18
Somewhat disagree	5	6	5	6
Strongly disagree	2	1	1	3
Don't know	4	4	3	2
<i>Agree (Net)</i>	<i>73%</i>	<i>74%</i>	<i>75%</i>	<i>71%</i>
<i>Disagree (Net)</i>	<i>7</i>	<i>7</i>	<i>6</i>	<i>9</i>

c. Celebrity candidates are good for democracy.

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Strongly agree	6%	6%	7%	4%
Somewhat agree	12	15	12	8
Neither agree nor disagree	32	30	33	28
Somewhat disagree	22	24	20	27
Strongly disagree	24	22	26	28
Don't know	5	4	2	5
<i>Agree (Net)</i>	<i>18%</i>	<i>21%</i>	<i>19%</i>	<i>13%</i>
<i>Disagree (Net)</i>	<i>46</i>	<i>45</i>	<i>46</i>	<i>54</i>

d. Celebrity candidates encourage more people to engage in the democratic process.

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Strongly agree	12%	11%	16%	10%
Somewhat agree	36	43	31	32
Neither agree nor disagree	24	22	20	33
Somewhat disagree	12	10	13	14
Strongly disagree	11	8	17	8
Don't know	5	5	3	3
<i>Agree (Net)</i>	<i>48%</i>	<i>54%</i>	<i>47%</i>	<i>42%</i>
<i>Disagree (Net)</i>	<i>23</i>	<i>18</i>	<i>30</i>	<i>22</i>

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## Press Release – continued –

e. Most celebrities are less qualified to be elected than most current government officials.

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Strongly agree	28%	28%	30%	27%
Somewhat agree	25	27	25	28
Neither agree nor disagree	27	23	29	25
Somewhat disagree	13	14	11	13
Strongly disagree	4	5	4	4
Don't know	3	4	1	2
<i>Agree (Net)</i>	<i>53%</i>	<i>55%</i>	<i>54%</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>17</i>	<i>19</i>	<i>15</i>	<i>18</i>

3. How likely or unlikely would you be to consider voting for the following people for president in the 2020 election?

Total likely

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Michelle Obama	50%	83	17	41
Oprah Winfrey	34%	49	18	30
James Comey	15%	22	14	8
Kanye West	9%	9	12	8
Howard Schultz	9%	9	13	5

a. Oprah Winfrey

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Very likely	15%	21%	5%	15%
Somewhat likely	19	28	13	15
Unsure	17	16	12	15
Somewhat unlikely	14	20	11	10
Very unlikely	36	14	59	45
<i>Likely (Net)</i>	<i>34%</i>	<i>49%</i>	<i>18%</i>	<i>30%</i>
<i>Unlikely (Net)</i>	<i>50</i>	<i>34</i>	<i>70</i>	<i>55</i>

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## Press Release – continued –

### b. Michelle Obama

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Very likely	32%	58%	10%	20%
Somewhat likely	18	25	7	21
Unsure	10	7	6	14
Somewhat unlikely	7	5	9	6
Very unlikely	34	4	68	38
<i>Likely (Net)</i>	<i>50%</i>	<i>83%</i>	<i>17%</i>	<i>41%</i>
<i>Unlikely (Net)</i>	<i>40</i>	<i>9</i>	<i>77</i>	<i>44</i>

### c. Kanye West

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Very likely	5%	5%	6%	5%
Somewhat likely	4	4	6	3
Unsure	8	5	7	7
Somewhat unlikely	9	12	6	9
Very unlikely	75	74	75	76
<i>Likely (Net)</i>	<i>9%</i>	<i>9%</i>	<i>12%</i>	<i>8%</i>
<i>Unlikely (Net)</i>	<i>84</i>	<i>86</i>	<i>81</i>	<i>85</i>

### d. James Comey

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Very likely	4%	5%	5%	4%
Somewhat likely	11	18	9	4
Unsure	38	43	25	36
Somewhat unlikely	13	13	11	19
Very unlikely	34	21	50	37
<i>Likely (Net)</i>	<i>15%</i>	<i>22%</i>	<i>14%</i>	<i>8%</i>
<i>Unlikely (Net)</i>	<i>47</i>	<i>34</i>	<i>60</i>	<i>56</i>

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## Press Release – continued –

### e. Howard Schultz

	Total	Democrat	Republican	Independent
Very likely	3%	4%	3%	3%
Somewhat likely	6	6	10	2
Unsure	53	64	35	50
Somewhat unlikely	10	10	11	12
Very unlikely	29	17	41	33
<i>Likely (Net)</i>	<i>9%</i>	<i>9%</i>	<i>13%</i>	<i>5%</i>
<i>Unlikely (Net)</i>	<i>38</i>	<i>27</i>	<i>52</i>	<i>45</i>

### 4. Do you agree or disagree with the following statements?

Total agree

	Total	Democrat	Republican	Independent
I am proud to be an American.	81%	74	97	75
The American economy is better today than it was two years ago.	51%	34	86	42
The mainstream media is biased against President Donald Trump.	49%	20	87	51
It is appropriate to separate undocumented immigrant parents from their children when they cross the border in order to discourage others from crossing the border illegally.	27%	14	46	29

### a. It is appropriate to separate undocumented immigrant parents from their children when they cross the border in order to discourage others from crossing the border illegally.

	Total	Democrat	Republican	Independent
Strongly agree	14%	7%	23%	15%
Somewhat agree	14	7	23	14
Neither agree nor disagree	13	8	19	11
Somewhat disagree	13	14	16	10
Strongly disagree	42	61	17	46
Don't know	4	3	2	4
<i>Agree (Net)</i>	<i>27%</i>	<i>14%</i>	<i>46%</i>	<i>29%</i>
<i>Disagree (Net)</i>	<i>55</i>	<i>75</i>	<i>32</i>	<i>56</i>

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## Press Release – continued –

b. The American economy is better today than it was two years ago.

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Strongly agree	26%	9%	58%	21%
Somewhat agree	25	25	29	21
Neither agree nor disagree	17	20	7	23
Somewhat disagree	15	23	3	18
Strongly disagree	13	21	2	13
Don't know	4	3	2	4
<i>Agree (Net)</i>	<i>51%</i>	<i>34%</i>	<i>86%</i>	<i>42%</i>
<i>Disagree (Net)</i>	<i>27</i>	<i>43</i>	<i>5</i>	<i>31</i>

c. The mainstream media is biased against President Donald Trump.

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Strongly agree	30%	4%	67%	28%
Somewhat agree	19	16	20	23
Neither agree nor disagree	15	19	8	14
Somewhat disagree	10	16	3	9
Strongly disagree	22	43	1	24
Don't know	3	2	1	2
<i>Agree (Net)</i>	<i>49%</i>	<i>20%</i>	<i>87%</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>32</i>	<i>59</i>	<i>4</i>	<i>32</i>

d. I am proud to be an American.

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Strongly agree	61%	49%	84%	51%
Somewhat agree	20	25	13	24
Neither agree nor disagree	10	11	2	15
Somewhat disagree	5	10	*	4
Strongly disagree	3	3	*	3
Don't know	2	1	-	3
<i>Agree (Net)</i>	<i>81%</i>	<i>74%</i>	<i>97%</i>	<i>75%</i>
<i>Disagree (Net)</i>	<i>8</i>	<i>14</i>	<i>1</i>	<i>7</i>

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## Press Release – continued –

### 5. Do you agree or disagree with the following statements?

Total agree

	Total	Democrat	Republican	Independent
America needs a strong leader to take the country back from the rich and powerful.	74%	84	63	75
Traditional parties and politicians don't care about people like me.	72%	71	73	80
The American economy is rigged to advantage the rich and powerful.	71%	84	50	80
The mainstream media is more interested in making money than telling the truth.	68%	50	89	71
When jobs are scarce, employers should prioritize hiring people of this country over immigrants.	65%	53	84	66

#### a. When jobs are scarce, employers should prioritize hiring people of this country over immigrants.

	Total	Democrat	Republican	Independent
Strongly agree	37%	25%	56%	35%
Somewhat agree	28	27	28	31
Neither agree nor disagree	19	28	11	17
Somewhat disagree	8	10	4	11
Strongly disagree	5	7	2	4
Don't know	3	3	*	2
<i>Agree (Net)</i>	<i>65%</i>	<i>53%</i>	<i>84%</i>	<i>66%</i>
<i>Disagree (Net)</i>	<i>13</i>	<i>17</i>	<i>5</i>	<i>15</i>

#### b. America needs a strong leader to take the country back from the rich and powerful.

	Total	Democrat	Republican	Independent
Strongly agree	47%	53%	42%	46%
Somewhat agree	27	31	21	29
Neither agree nor disagree	16	12	20	15
Somewhat disagree	4	2	8	3
Strongly disagree	3	1	7	4
Don't know	3	1	2	3
<i>Agree (Net)</i>	<i>74%</i>	<i>84%</i>	<i>63%</i>	<i>75%</i>
<i>Disagree (Net)</i>	<i>7</i>	<i>3</i>	<i>15</i>	<i>7</i>

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## Press Release – continued –

c. The American economy is rigged to advantage the rich and powerful.

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Strongly agree	41%	54%	22%	46%
Somewhat agree	30	31	28	34
Neither agree nor disagree	14	11	21	7
Somewhat disagree	8	3	16	7
Strongly disagree	5	*	13	4
Don't know	2	1	1	2
<i>Agree (Net)</i>	<i>71%</i>	<i>84%</i>	<i>50%</i>	<i>80%</i>
<i>Disagree (Net)</i>	<i>13</i>	<i>4</i>	<i>28</i>	<i>11</i>

d. Traditional parties and politicians don't care about people like me.

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Strongly agree	36%	34%	31%	49%
Somewhat agree	36	38	42	31
Neither agree nor disagree	18	17	15	17
Somewhat disagree	5	7	7	2
Strongly disagree	2	2	4	1
Don't know	3	3	1	*
<i>Agree (Net)</i>	<i>72%</i>	<i>71%</i>	<i>73%</i>	<i>80%</i>
<i>Disagree (Net)</i>	<i>8</i>	<i>9</i>	<i>11</i>	<i>3</i>

e. The mainstream media is more interested in making money than telling the truth.

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Strongly agree	42%	21%	61%	50%
Somewhat agree	27	28	28	21
Neither agree nor disagree	14	21	5	14
Somewhat disagree	7	11	4	7
Strongly disagree	8	16	1	8
Don't know	2	3	1	1
<i>Agree (Net)</i>	<i>68%</i>	<i>50%</i>	<i>89%</i>	<i>71%</i>
<i>Disagree (Net)</i>	<i>15</i>	<i>26</i>	<i>5</i>	<i>15</i>

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## Press Release – continued –

6. How do you get most of your news?

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Television	66%	66%	70%	65%
Online/internet	63	63	61	64
Social media (Twitter, Facebook)	37	41	36	30
Radio	32	26	38	33
Print newspapers/ magazines	29	26	33	34
Mobile News apps	23	26	22	19
None of the above	2	1	*	2

7. Of the choices listed below, which is your main source of television news?

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
FOX News	21%	10%	40%	17%
CNN	16	26	9	13
ABC	11	12	12	9
NBC	11	13	10	8
CBS	9	10	10	9
Public Television	6	7	2	8
MSNBC	5	6	1	9
Other	6	5	4	9
None of the above	15	12	12	16

8. How would you describe the area in which you live?

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Suburban	52%	52%	50%	54%
Urban	28	36	23	23
Rural	20	12	27	23

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## Press Release – continued –

### About the Study

These are findings from an Ipsos poll conducted on behalf of the Daily Beast from June 14-15, 2018. For the survey, a sample of roughly 1,000 adults age 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English. The sample includes 339 Democrats, 335 Republicans, and 204 Independents.

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 2016 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 nonprobability sampling 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).

The poll also has a credibility interval plus or minus 6.1 percentage points for Democrats, plus or minus 6.1 percentage points for Republicans, and plus or minus 7.8 percentage points 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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## Press Release – continued –

### 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 €1,782.7 million in 2016.

#### **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.

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