



American Identity
Fieldwork Dates: 9th - 10th August 2018

Conducted by YouGov
On behalf of YouGov Omnibus

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1260 adults. Fieldwork was undertaken between 9th - 10th August 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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American Identity

US_nat Sample: 9th - 10th August 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

GYA1. In general, which of the following statements about nationality do you feel best reflects how you primarily identify yourself as being?

Unweighted base	1260	595	665	319	423	518	234	259	479	288	825	147	190	98	452
Base: All US adults	1260	612	648	372	383	505	233	262	475	290	833	166	141	119	496
I am primarily American	71%	70%	73%	53%	77%	81%	73%	78%	68%	69%	81%	74%	33%	49%	68%
				C	C			H			LM	LM		L*	
I am American and another nationality (e.g., Irish American, Italian American, etc.)	17%	18%	17%	21%	15%	16%	17%	12%	18%	21%	13%	11%	37%	30%	17%
				D,E				G					J,K	J,K*	
I am primarily another nationality	5%	4%	5%	8%	4%	2%	6%	4%	4%	5%	1%	7%	19%	6%	6%
				D,E							J		J,K,M	J*	
Don't know/hot sure	7%	9%	5%	17%	4%	1%	4%	7%	9%	5%	5%	8%	12%	15%	10%
				D,E	E							J		J*	Q

GYA3. In general, is being from America better or worse than being from other countries?

Unweighted base	1260	595	665	319	423	518	234	259	479	288	825	147	190	98	452
Base: All US adults	1260	612	648	372	383	505	233	262	475	290	833	166	141	119	496
Being from America is much better than being from somewhere else	40%	39%	40%	20%	38%	55%	38%	39%	43%	35%	44%	35%	31%	28%	43%
				C		C,D					LM			*	
Being from America is somewhat better than being from somewhere else	17%	19%	16%	21%	19%	14%	16%	19%	16%	19%	15%	19%	21%	28%	15%
				E										J*	
Being from America is neither better nor worse than being from somewhere else	26%	24%	27%	31%	26%	22%	28%	24%	24%	28%	26%	22%	30%	24%	19%
				E										*	
Being from America is somewhat worse than being from somewhere else	3%	4%	3%	4%	5%	2%	4%	2%	2%	6%	3%	4%	4%	5%	4%
										H				*	
Being from America is much worse than being from somewhere else	1%	1%	1%	2%	1%	1%	2%	2%	1%	0%	1%	1%	2%	0%	1%
														*	
Don't know/hot sure	13%	14%	12%	23%	12%	7%	12%	14%	14%	11%	11%	18%	13%	16%	17%
				D,E	E									*	O,P,Q

GYA4. To what extent do you agree or disagree with the following statement: "America is a special country"?

Unweighted base	1260	595	665	319	423	518	234	259	479	288	825	147	190	98	452
Base: All US adults	1260	612	648	372	383	505	233	262	475	290	833	166	141	119	496
Strongly agree	46%	46%	46%	26%	46%	61%	43%	41%	53%	43%	51%	34%	49%	30%	48%
				C		C,D			F,G,I		K,M		K,M	*	
Somewhat agree	24%	23%	25%	25%	25%	22%	28%	29%	20%	22%	23%	24%	23%	29%	20%
							H	H						*	
Neither agree or disagree	16%	16%	16%	23%	16%	10%	16%	15%	15%	17%	14%	20%	18%	19%	18%
				E	E									*	
Somewhat disagree	5%	4%	6%	7%	4%	4%	4%	4%	5%	6%	4%	7%	4%	9%	3%
														*	
Strongly disagree	4%	6%	2%	6%	3%	2%	3%	3%	2%	8%	3%	5%	1%	9%	4%
				E						H				J,L*	
Don't know/hot sure	5%	6%	5%	13%	5%	0%	5%	7%	5%	4%	5%	9%	5%	4%	8%
				D,E	E									*	Q

GYA5. Thinking about what defines America, do you think American ideals (e.g., Freedom of Speech, American Dream, etc.) or the American people are more important?

Unweighted base	1260	595	665	319	423	518	234	259	479	288	825	147	190	98	452
Base: All US adults	1260	612	648	372	383	505	233	262	475	290	833	166	141	119	496
American ideals are much more important	25%	28%	22%	13%	25%	33%	25%	25%	24%	26%	27%	17%	25%	20%	24%

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American Identity

US_nat Sample: 9th - 10th August 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

GYA1. In general, which of the following statements about nationality do you feel best reflects how you primarily identify yourself as being?

Unweighted base	1260	413	250	145	628	22	132	58	382	38	326	934	430	391	273
Base: All US adults	1260	411	233	120	568	32	141	64	415	40	299	960	469	377	241
I am primarily American	71%	72%	75%	78%	76%	32%	79%	76%	66%	67%	73%	71%	70%	74%	78%
				N	V	**	V*	*		*				AC	AC
I am American and another nationality (e.g., Irish American, Italian American, etc.)	17%	17%	17%	17%	16%	47%	17%	11%	16%	33%	15%	18%	19%	17%	18%
					**	*	*			R.T.U.V*					
I am primarily another nationality	5%	4%	3%	4%	5%	6%	1%	4%	6%	-	6%	4%	4%	5%	1%
					**	**	*	*	*	*				AB	
Don't know/hot sure	7%	7%	5%	1%	3%	14%	4%	9%	12%	-	6%	7%	7%	4%	3%
		Q			**	*	*	*	R.T.W	*			AB		

GYA3. In general, is being from America better or worse than being from other countries?

Unweighted base	1260	413	250	145	628	22	132	58	382	38	326	934	430	391	273
Base: All US adults	1260	411	233	120	568	32	141	64	415	40	299	960	469	377	241
Being from America is much better than being from somewhere else	40%	37%	37%	40%	46%	29%	43%	64%	28%	27%	40%	39%	35%	43%	45%
					V.W	**	V*	R.T.V.W*		*				Z	Z
Being from America is somewhat better than being from somewhere else	17%	19%	18%	16%	16%	25%	22%	12%	18%	19%	16%	18%	17%	19%	19%
					**	*	*			*					
Being from America is neither better nor worse than being from somewhere else	26%	27%	32%	34%	26%	26%	18%	13%	29%	28%	23%	26%	27%	26%	26%
		N	N	N	**	*	*	T.U	*	*					
Being from America is somewhat worse than being from somewhere else	3%	4%	3%	1%	3%	11%	5%	-	3%	7%	4%	3%	4%	3%	3%
					**	**	*	*	*	*					
Being from America is much worse than being from somewhere else	1%	2%	1%	1%	0%	3%	2%	2%	2%	2%	1%	1%	2%	1%	1%
					**	**	*	*	*	*					
Don't know/hot sure	13%	11%	10%	8%	9%	6%	11%	9%	20%	18%	15%	12%	16%	7%	7%
					**	**	*	*	R	*			AA,AB		

GYA4. To what extent do you agree or disagree with the following statement: "America is a special country"?

Unweighted base	1260	413	250	145	628	22	132	58	382	38	326	934	430	391	273
Base: All US adults	1260	411	233	120	568	32	141	64	415	40	299	960	469	377	241
Strongly agree	46%	45%	45%	50%	54%	27%	55%	60%	32%	51%	46%	47%	46%	46%	52%
				V	**	**	V*	V*		V*					
Somewhat agree	24%	25%	27%	26%	24%	26%	15%	25%	27%	20%	25%	24%	20%	29%	26%
					**	**	*	*	T	*				Z	
Neither agree or disagree	16%	14%	16%	12%	14%	33%	17%	4%	19%	14%	17%	15%	18%	15%	13%
					**	**	U*	*	U	*					
Somewhat disagree	5%	8%	4%	7%	4%	-	5%	3%	8%	-	4%	5%	5%	5%	4%
		N	N	N	**	**	*	*	R	*					
Strongly disagree	4%	4%	4%	3%	2%	5%	5%	-	6%	10%	2%	4%	5%	2%	3%
					**	**	R*	*	R	R.U*					
Don't know/hot sure	5%	4%	5%	1%	3%	9%	4%	7%	8%	5%	6%	5%	6%	4%	2%
					**	**	*	*	R	*					

GYA5. Thinking about what defines America, do you think American ideals (e.g., Freedom of Speech, American Dream, etc.) or the American people are more important?

Unweighted base	1260	413	250	145	628	22	132	58	382	38	326	934	430	391	273
Base: All US adults	1260	411	233	120	568	32	141	64	415	40	299	960	469	377	241
American ideals are much more important	25%	25%	23%	32%	29%	21%	24%	27%	19%	24%	24%	25%	22%	25%	29%

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American Identity

US_nat Sample: 9th - 10th August 2018



Total	Political Party					
	Prefer not to say	Democrat	Republican	Independent	Other	Not sure
	AC	AQ	AR	AS	AT	AU

GYA1. In general, which of the following statements about nationality do you feel best reflects how you primarily identify yourself as being?

Unweighted base	1260	166	415	337	359	55	94
Base: All US adults	1260	172	369	315	373	55	148
I am primarily American	71%	62%	69%	84%	68%	89%	53%
			AU	AQ,AS,AU	AU	AQ,AS,AU*	*
I am American and another nationality (e.g., Irish American, Italian American, etc.)	17%	11%	22%	13%	20%	7%	8%
			AR,AT,AU		AR,AU	*	*
I am primarily another nationality	5%	8%	5%	2%	5%	1%	8%
		AB				*	AR*
Don't know/hot sure	7%	18%	4%	1%	6%	3%	30%
		Z,AA,AB	AR		AR	*	AQ,AR,AS,AT*

GYA3. In general, is being from America better or worse than being from other countries?

Unweighted base	1260	166	415	337	359	55	94
Base: All US adults	1260	172	369	315	373	55	148
Being from America is much better than being from somewhere else	40%	36%	28%	66%	34%	31%	29%
				AQ,AS,AT,AU		*	*
Being from America is somewhat better than being from somewhere else	17%	12%	18%	15%	23%	13%	7%
			AU		AR,AU	*	*
Being from America is neither better nor worse than being from somewhere else	26%	20%	37%	12%	28%	27%	17%
			AR,AS,AU		AR	AR*	*
Being from America is somewhat worse than being from somewhere else	3%	4%	5%	1%	4%	4%	5%
			AR		AR	*	AR*
Being from America is much worse than being from somewhere else	1%	1%	3%	0%	1%	-	1%
			AR			*	*
Don't know/hot sure	13%	27%	9%	6%	10%	25%	41%
		Z,AA,AB				AQ,AR,AS*	AQ,AR,AS*

GYA4. To what extent do you agree or disagree with the following statement: "America is a special country"?

Unweighted base	1260	166	415	337	359	55	94
Base: All US adults	1260	172	369	315	373	55	148
Strongly agree	46%	41%	35%	78%	41%	33%	26%
				AQ,AS,AT,AU	AU	*	*
Somewhat agree	24%	21%	31%	14%	24%	34%	23%
			AR		AR	AR*	*
Neither agree or disagree	16%	14%	18%	8%	19%	8%	20%
			AR		AR	*	AR*
Somewhat disagree	5%	5%	8%	0%	7%	5%	3%
			AR		AR	AR*	*
Strongly disagree	4%	6%	6%	-	5%	10%	1%
			AR		AR	AR,AU*	*
Don't know/hot sure	5%	12%	3%	0%	4%	10%	27%
		Z,AA,AB	AR		AR	AQ,AR*	AQ,AR,AS,AT*

GYA5. Thinking about what defines America, do you think American ideals (e.g., Freedom of Speech, American Dream, etc.) or the American people are more important?

Unweighted base	1260	166	415	337	359	55	94
Base: All US adults	1260	172	369	315	373	55	148
American ideals are much more important	25%	28%	20%	36%	25%	31%	9%

YouGov Omnibus
American Identity

US_nat Sample: 9th - 10th August 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
American ideals are somewhat more important	12%	B	11%	E	C	C.D	10%	10%	11%	16%	K	8%	15%	*	10%
American ideals and American people are equally important	37%	34%	40%	31%	35%	42%	36%	35%	40%	34%	37%	43%	31%	*	35%
American people are somewhat more important	5%	5%	5%	6%	5%	4%	6%	4%	5%	4%	5%	3%	5%	*	4%
American people are much more important	8%	9%	8%	9%	9%	7%	6%	12%	7%	10%	8%	7%	8%	*	7%
Don't know/not sure	13%	12%	15%	D.E	E	5%	16%	14%	13%	10%	11%	23%	15%	*	19%

GYA6. Thinking about American ideals, do you think democracy or liberty is more important?

Unweighted base	1260	595	665	319	423	518	234	259	479	288	825	147	190	98	452
Base: All US adults	1260	612	648	372	383	505	233	262	475	290	833	166	141	119	496
Democracy is much more important	12%	13%	11%	9%	13%	13%	13%	11%	13%	10%	10%	23%	14%	5%	11%
Democracy is somewhat more important	4%	4%	4%	5%	4%	3%	4%	5%	3%	5%	4%	4%	7%	*	3%
Both democracy and liberty are equally as important	52%	51%	54%	45%	47%	61%	49%	54%	54%	51%	54%	42%	54%	*	50%
Liberty is somewhat more important	6%	7%	5%	7%	5%	5%	6%	4%	5%	8%	6%	4%	2%	11%	6%
Liberty is much more important	11%	15%	9%	9%	13%	12%	10%	11%	11%	14%	13%	6%	5%	L*	7%
Don't know/not sure	15%	11%	18%	D.E	E	5%	18%	16%	14%	12%	13%	21%	17%	*	24%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, AQ/AR/AS/AT/AU, Minimum Base: 30 (**), Small Base: 100 (*)

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American Identity

US_nat Sample: 9th - 10th August 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
American ideals are somewhat more important	12%	14%	12%	11%	V	**	*	*	*	*	12%	12%	12%	12%	15%
American ideals and American people are equally important	37%	35%	45%	34%	36%	36%	40%	49%	37%	27%	31%	39%	37%	37%	40%
American people are somewhat more important	5%	6%	4%	5%	5%	1%	4%	5%	5%	9%	7%	4%	4%	8%	3%
American people are much more important	8%	11%	5%	9%	9%	11%	9%	2%	8%	12%	10%	8%	10%	8%	5%
Don't know/not sure	13%	9%	10%	9%	10%	10%	11%	14%	19%	10%	16%	13%	15%	10%	8%

GYA6. Thinking about American ideals, do you think democracy or liberty is more important?

Unweighted base	1260	413	250	145	628	22	132	58	382	38	326	934	430	391	273
Base: All US adults	1260	411	233	120	568	32	141	64	415	40	299	960	469	377	241
Democracy is much more important	12%	12%	15%	12%	13%	5%	8%	12%	11%	17%	14%	11%	11%	15%	11%
Democracy is somewhat more important	4%	5%	3%	9%	4%	1%	5%	1%	5%	-	5%	4%	3%	6%	3%
Both democracy and liberty are equally as important	52%	55%	52%	53%	55%	71%	63%	52%	43%	52%	49%	53%	53%	54%	54%
Liberty is somewhat more important	6%	5%	6%	6%	5%	-	4%	4%	8%	6%	4%	6%	5%	5%	6%
Liberty is much more important	11%	16%	11%	14%	12%	4%	8%	11%	12%	12%	10%	12%	8%	13%	16%
Don't know/not sure	15%	8%	13%	6%	11%	19%	11%	19%	21%	13%	18%	14%	20%	8%	9%

Cell Contents (Col)

YouGov Omnibus
American Identity

US_nat Sample: 9th - 10th August 2018



	Total	Political Party					
		Prefer not to say	Democrat	Republican	Independent	Other	Not sure
			AU	AQ,AS,AU	AU	AU*	*
American ideals are somewhat more important	12%	5%	15%	10%	12%	10% +	8% +
American ideals and American people are equally important	37%	32%	40%	41%	37%	24% +	25% +
American people are somewhat more important	5%	3%	6%	3%	7% AR	1% +	3% +
American people are much more important	8%	8%	10%	5%	8%	18% AR,AS*	11% +
Don't know/not sure	13%	24% Z,AA,AB	9%	6%	12% AR	17% AR*	44% AQ,AR,AS,AT*

GYA6. Thinking about American ideals, do you think democracy or liberty is more important?

Unweighted base	1260	166	415	337	359	55	94
Base: All US adults	1260	172	369	315	373	55	148
Democracy is much more important	12%	8%	23% AR,AS,AT,AU	10%	6%	3% +	5% +
Democracy is somewhat more important	4%	3%	6%	3%	4%	5% +	1% +
Both democracy and liberty are equally as important	52%	45%	58% AT,AU	58% AT,AU	53% AT,AU	33% +	31% +
Liberty is somewhat more important	6%	9%	3%	4%	10% AQ,AR,AU	12% AQ,AU*	2% +
Liberty is much more important	11%	11%	4%	16% AQ,AU	16% AQ,AU	32% AQ,AR,AS,AU*	3% +
Don't know/not sure	15%	24% AA,AB	8%	8%	10%	15% +	58% AQ,AR,AS,AT*

Cell Contents (Col