

McCANN
TRUTH CENTRAL

THE TRUTH ABOUT AMERICA



METHODOLOGY

The Truth About America is based on an online quantitative survey of 1,000 nationally representative adult Americans aged 18 and over, conducted in February 2017.

INTRODUCTION

What does it mean to be an American today?

That's a question many of us have asked ourselves in recent years—before, during, and certainly after events of 2016. What values have changed over time? How are we divided or united today? What makes us happy, hopeful, anxious, or angry? And how do all of these come together to paint a picture of today's America?

So we asked Americans from all corners of the country, from the biggest cities to the smallest towns, representing every age, gender, and ethnicity, and every political identity, to tell us. They shared their experiences, doubts, and dreams to give us 50 states' worth of opinions on the state of the union.

From what we heard, here are some emerging themes around today's America. Some involve politics. Some involve brands. All involve people. Gaining a better understanding of these might help you and your brand in better understanding how you can serve today's America.

Since the election, a third of workers say their colleagues talk about politics more than work

The Washington Post

Music Got Political In 2016
With Beyonce & Neil Young,
But Did It Make a Difference?

Cable TV Rankings 2016: Presidential Politics Fuels Ratings Gains

DEADLINE.com

Super Bowl ads normally avoid politics, but not this year



billboard

The Super Bowl's best ads got political, intentionally or not

THE VERGE

by Kwame Opari | @kwameopari | Feb 6, 2017, 11:45am EST

ESPN, ESPN2 and ESPNU lose a combined 1.9 million homes in latest cable estimates

nielsen

The Women's March shows how intertwined pop culture and politics have become

Vox

BASIC CABLE RANKINGS 2016 (Total Viewers In Millions)

NETWORK	P2+ 2016	P2+ 2015	% CHANGE
1 Fox News Channel			
2 ESPN	2.48M	1.83M	+36%
3 USA Network	1.91M	2.15M	-11%
4 TBS	1.68M	1.82M	-8%
5 HGTV	1.59M	1.80M	-12%
6 TNT	1.58M	1.50M	+5%
7 Discovery Channel	1.55M	1.72M	-10%
	1.40M	1.55M	-10%
	1.33M	1.49M	-11%
	1.32M	1.72M	-23%
	1.30M	0.732M	+77%

POLITICS IS POP CULTURE

We've all seen how politics has become a greater part of everyday life in recent years, but what we didn't anticipate was to what extent. 68% of us had read news about the government or politics *within the last few hours*, with 28% of those reads occurring *within the hour*. Politics is taking over TV ratings, it's saving shows like Saturday Night Live, it's impacting music, it took over the Super Bowl, and can be found on Twitter and through memes all over the internet.

To learn more about Truth Central,
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