

Ipsos Public Affairs



Ipsos Poll Conducted for Reuters

# Core Political Data

08.10.2016

© 2016 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

GAME CHANGERS



# IPSOS POLL CONDUCTED FOR REUTERS

## Core Political Data

These are findings from an Ipsos poll conducted

*for*



*date*

August 6-August 10, 2016



For the survey,

*a sample of*

1,459

Americans

*including*

680

Democrats

468

Republicans

175

Independents

*ages*

18+

were interviewed online

# Core Political Data

The precision of the Reuters/Ipsos online polls is measured using a credibility interval.

In this case, the poll has a credibility interval of plus or minus the following percentage points



For more information about credibility intervals, please see the appendix.

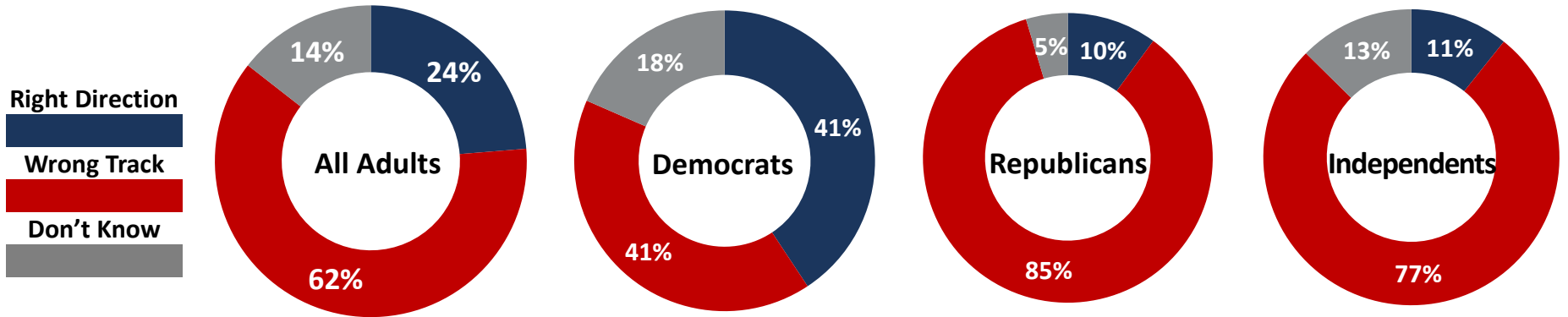
# Core Political Data

- The data were weighted to the U.S. current population data by:
  - **Gender**
  - **Age**
  - **Education**
  - **Ethnicity**
- 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.
- Figures marked by an asterisk (\*) indicate a percentage value of greater than zero but less than one half of one per cent.
- Where figures do not sum to 100, this is due to the effects of rounding.
- *To see more information on this and other Reuters/Ipsos polls, please visit:  
<http://polling.reuters.com/>*

ALL ADULT AMERICANS

# Right Direction/Wrong Track

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



ALL ADULT AMERICANS

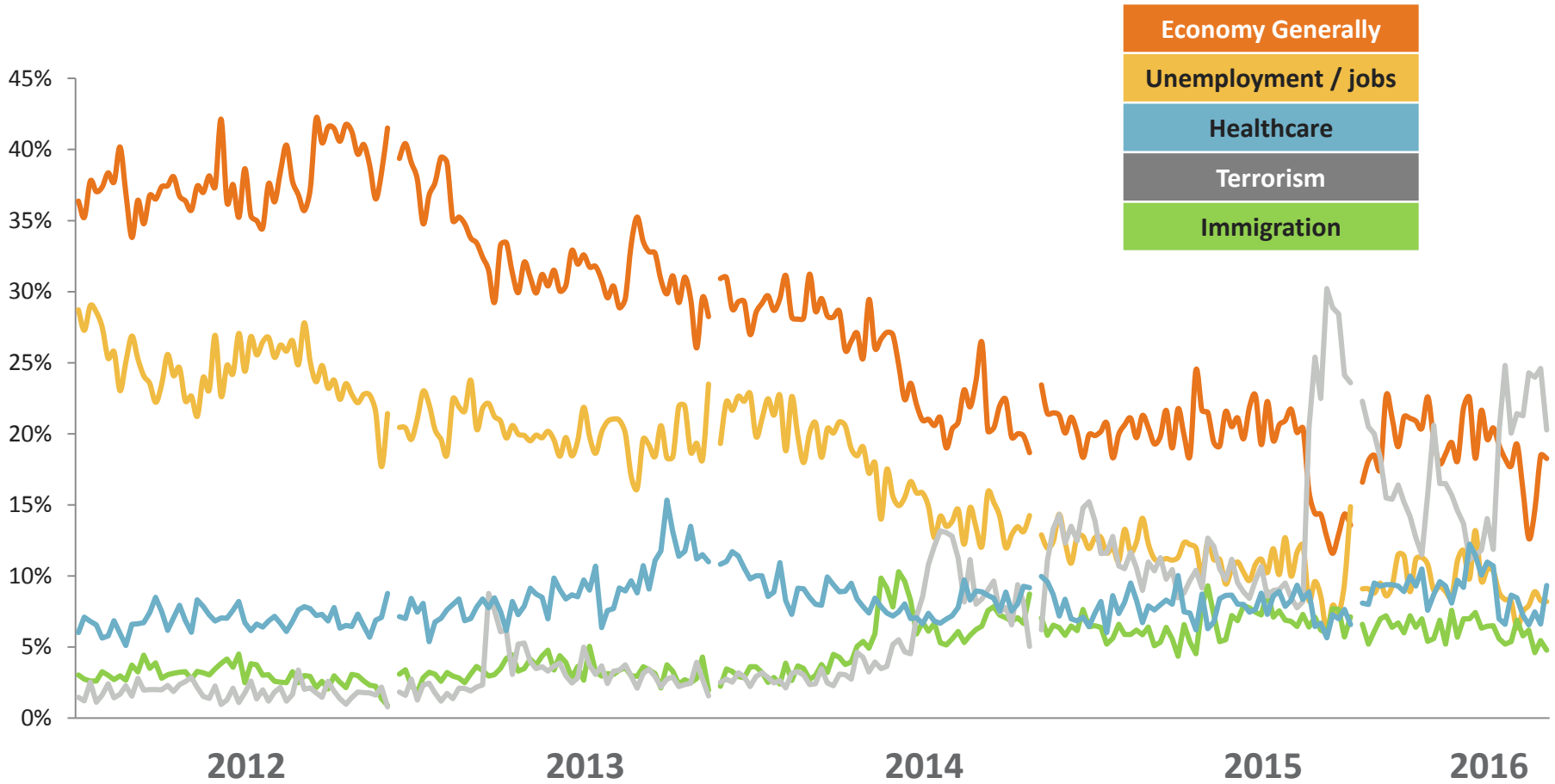
# Main Problem Facing America

In your opinion, what is the most important problem facing the US today?

	Total	Democrat	Republican	Independent
Economy generally	18%	19%	19%	20%
Unemployment / lack of jobs	8%	9%	7%	12%
War / foreign conflicts	4%	5%	2%	5%
Immigration	5%	3%	9%	5%
Terrorism / terrorist attacks	20%	17%	23%	22%
Healthcare	9%	10%	7%	14%
Energy issues	1%	1%	1%	0%
Morality	8%	5%	15%	7%
Education	5%	7%	3%	3%
Crime	6%	8%	4%	4%
Environment	3%	6%	1%	2%
Don't know	5%	3%	2%	1%
Other	7%	7%	7%	6%

ALL ADULT AMERICANS

# Main Problem Facing America



ALL ADULT AMERICANS

# Barack Obama



## Overall, do you approve or disapprove about the way Barack Obama is handling his job as President?

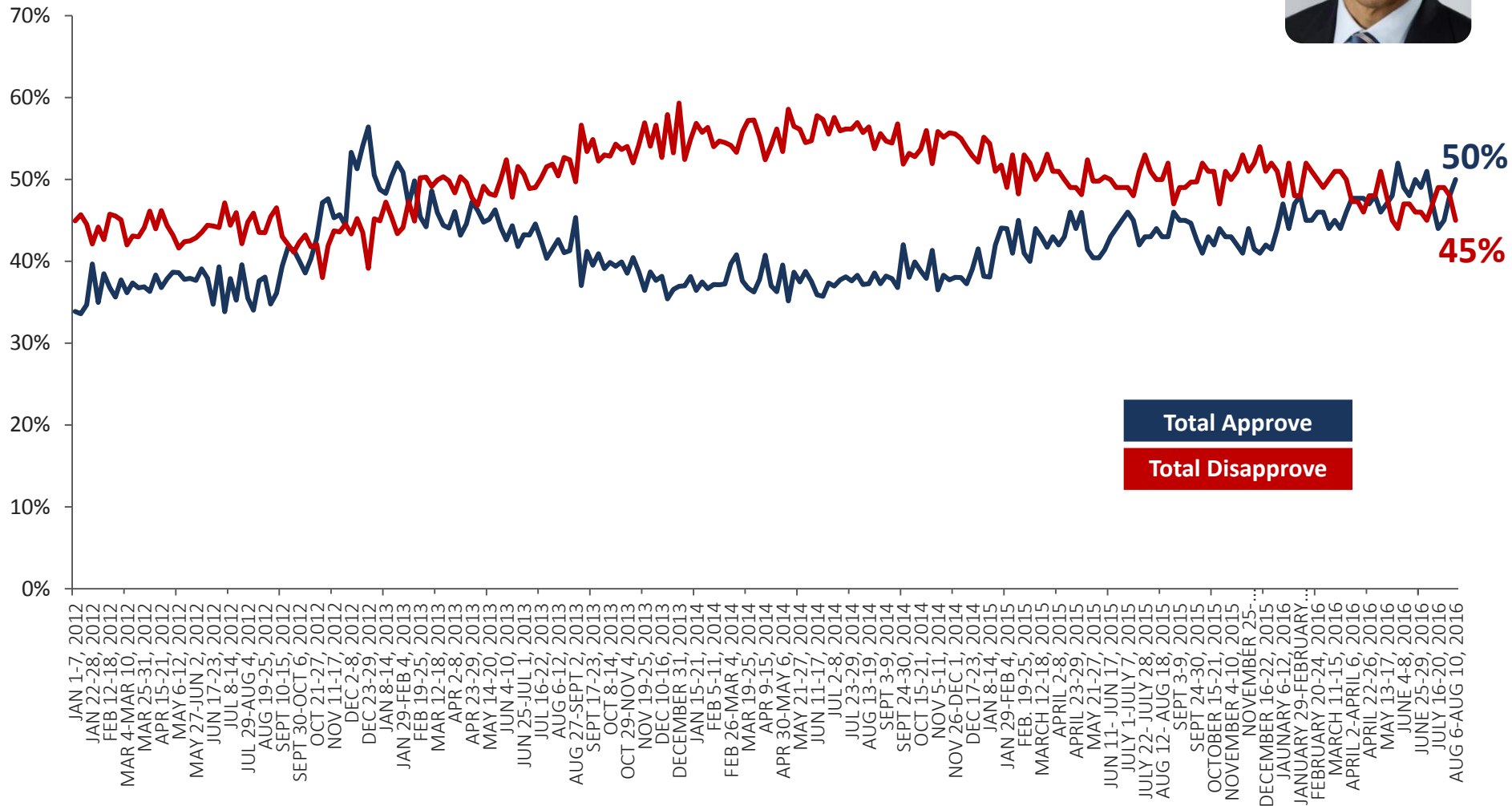
Is that strongly (approve/disapprove) or somewhat (approve/disapprove)? (Asked of those who selected “approve” or “disapprove”)  
Q2b. If you had to choose, do you lean more towards approve or disapprove? (Asked of those who selected “don’t know”)

	Total	Democrat	Republican	Independent
Strongly approve	28%	51%	4%	17%
Somewhat approve	19%	30%	5%	15%
Lean towards approve	3%	4%	1%	4%
Lean towards disapprove	2%	1%	2%	7%
Somewhat disapprove	11%	7%	15%	17%
Strongly disapprove	32%	7%	71%	33%
Not sure	5%	1%	3%	7%
<b>TOTAL APPROVE</b>	<b>50%</b>	<b>84%</b>	<b>10%</b>	<b>36%</b>
<b>TOTAL DISAPPROVE</b>	<b>45%</b>	<b>14%</b>	<b>87%</b>	<b>57%</b>



ALL ADULT AMERICANS

# Weekly Approval



\* Starting June 1st, 2016, this slide will reflect data from the same five-day field period as the rest of this report. Previously, this chart was based off of a seven-day roll-up.

# Trump / Clinton Head-to-Head

If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote? *(Asked of registered voters, n=1,248 and likely voters, n=974)*

	Likely Voters (LV)	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton (Democrat)	42%	77%	6%	20%
Donald Trump (Republican)	36%	7%	80%	24%
Other	10%	7%	8%	34%
Wouldn't Vote	4%	2%	3%	10%
Don't know / Refused	8%	7%	4%	12%

	Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Hillary Clinton (Democrat)	44%	78%	6%	20%
Donald Trump (Republican)	32%	5%	76%	27%
Other	11%	8%	9%	28%
Wouldn't Vote	5%	3%	5%	13%
Don't know / Refused	8%	6%	5%	12%

# Four-Way Ballot Head-to-Head

If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote? *(Asked of registered voters, n=1,248 and likely voters, n=974)*

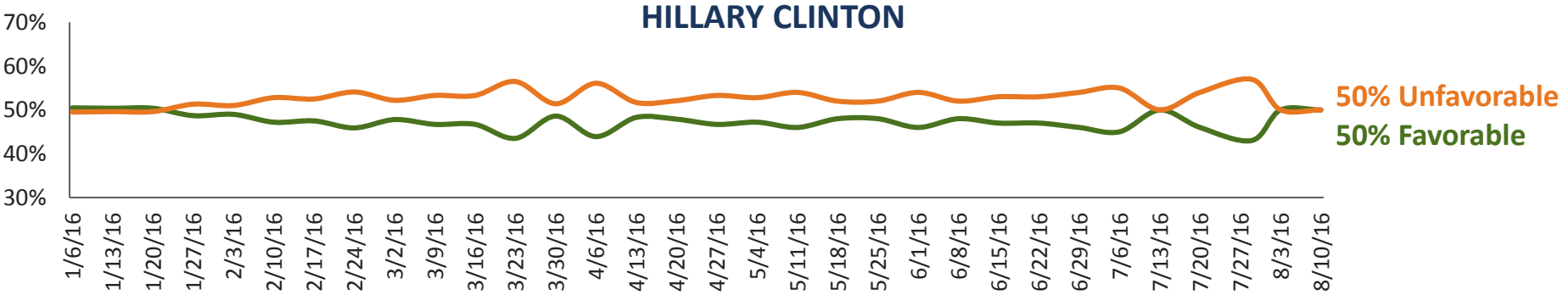
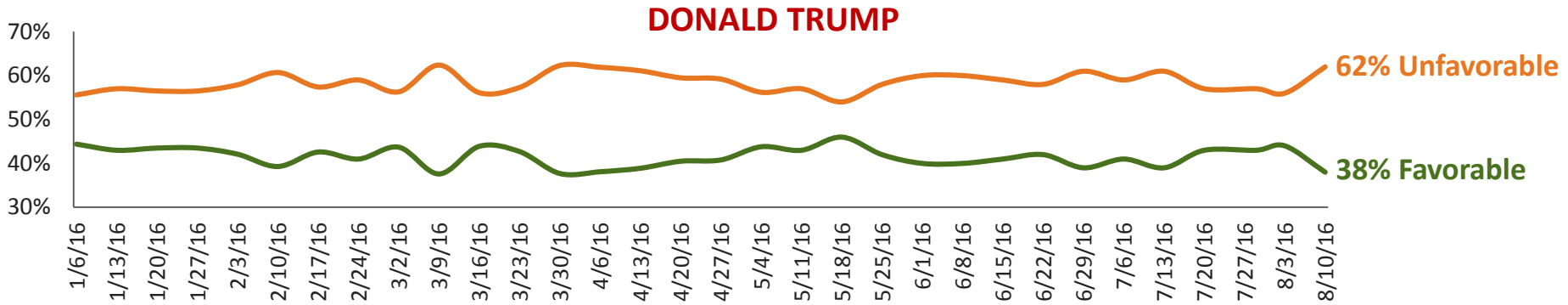
	Likely Voters (LV)	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton (Democrat)	40%	76%	5%	18%
Donald Trump (Republican)	35%	6%	78%	24%
Gary Johnson (Libertarian)	7%	4%	7%	22%
Jill Stein (Green)	3%	2%	1%	9%
Other	4%	4%	2%	10%
Wouldn't Vote	3%	1%	2%	6%
Don't know / Refused	8%	7%	6%	11%

	Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Hillary Clinton (Democrat)	42%	75%	5%	20%
Donald Trump (Republican)	31%	5%	76%	25%
Gary Johnson (Libertarian)	8%	5%	8%	24%
Jill Stein (Green)	3%	4%	1%	7%
Other	4%	3%	2%	7%
Wouldn't Vote	3%	2%	2%	9%
Don't know / Refused	8%	6%	6%	9%

# General Election Candidate Favorability

Would you say you are generally favorable or unfavorable towards these public figures?

(Data Collected in 2016)



# Congressional Head-to-Head

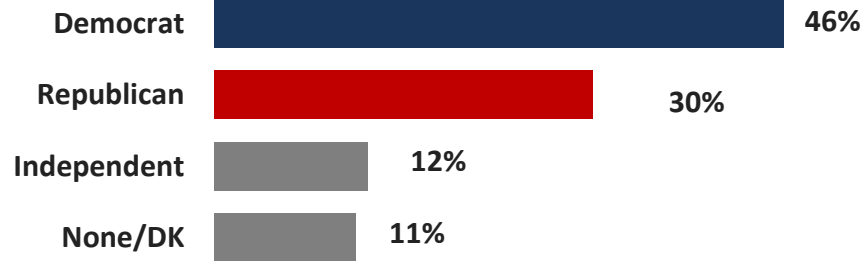
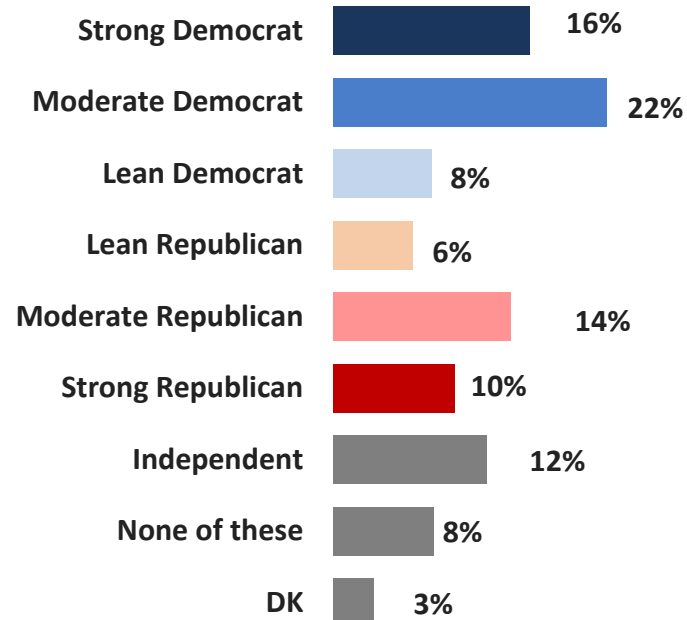
**In 2016, if the election for U.S. Congress were held today, would you vote for the Democratic candidate or the Republican candidate for U.S. Congress in your district where you live?**

*(Asked of registered voters, n=1,248 and likely voters, n=974)*

	Likely Voters (LV)	Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
<b>Democratic Candidate</b>	41%	44%	78%	6%	18%
<b>Republican Candidate</b>	35%	31%	5%	81%	20%
Candidate from Another Party	4%	5%	3%	3%	17%
Will not/do not plan to vote	3%	3%	2%	1%	8%
Don't know / Refused	17%	16%	12%	9%	36%

ALL ADULT AMERICANS

# Political Identity



All Adults: n = 1,459

# How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that  $Y$  has a binomial distribution conditioned on the parameter  $\theta$ , i.e.,  $Y|\theta \sim \text{bin}(n, \theta)$ , where  $n$  is the size of our sample. In this setting,  $Y$  counts the number of “yes”, or “1”, observed in the sample, so that the sample mean ( $\bar{y}$ ) is a natural estimate of the true population proportion  $\theta$ . This model is often called the likelihood function, and it is a standard concept in both the bayesian and the classical framework. The bayesian 1 statistics combines both the prior distribution and the likelihood function to create a posterior distribution.

The posterior distribution represents our opinion about which are the plausible values for  $\theta$  adjusted after observing the sample data. In reality, the posterior distribution is one’s knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution ( $\pi(\theta/y) \sim \beta(y+a, n-y+b)$ ), but with updated hyper-parameters.

Our credibility interval for  $\theta$  is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for  $\theta$  given our updated knowledge base. There are different ways to calculate these intervals based on  $\pi(\theta/y)$ . Since we want only one measure of precision for all variables in the survey, analogous to what is done within the classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that  $a=1$  and  $b=1$  and  $y=n/2$ . Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \pm \frac{1}{\sqrt{n}}$$

# How to Calculate Bayesian Credibility Intervals

## FOR THIS POLL

The Bayesian credibility interval was adjusted using standard weighting design effect  $1+L=1.3$  to account for complex weighting<sup>2</sup>

Examples of credibility intervals for different base sizes are below:

	SAMPLE SIZE	CREDIBILITY INTERVALS
	2,000	2.5
	1,500	2.9
	1,000	3.5
Ipsos does not publish data for base sizes (sample sizes) below 100.	750	4.1
	500	5.0
	350	6.0
	200	7.9
	100	11.2

<sup>1</sup> *Bayesian Data Analysis, Second Edition*, Andrew Gelman, John B. Carlin, Hal S. Stern, Donald B. Rubin, Chapman & Hall/CRC | ISBN: 158488388X | 2003

<sup>2</sup> Kish, L. (1992). *Weighting for unequal Pi*. *Journal of Official Statistics*, 8, 2, 183200.



## ABOUT IPSOS

---

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

Ipsos is listed on Eurolist – NYSE – Euronext. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA,  
Bloomberg IPS:FP

[www.ipsos.com](http://www.ipsos.com)

## GAME CHANGERS

---

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” – our tagline – summarises our ambition.