Ipsos Public Affairs

REUTERS

Ipsos Poll Conducted for Reuters

Core Political Data

07.20.2016

These are findings from an Ipsos poll conducted

for	*date*
REUTERS	July 16-20, 2016

For the survey,

a sample of	*including*			*ages*
1,522 Americans	650 Democrats	496 Republicans	196 Independents	18+

were interviewed online

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

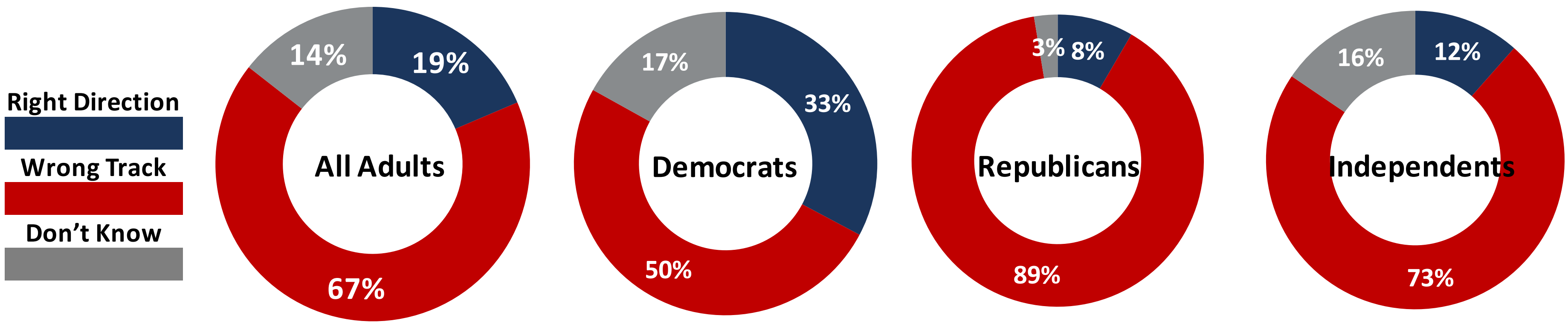
2.9	4.4	5.0	8.0
for all adults	Democrats	Republicans	Independents

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

- 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/.*

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?

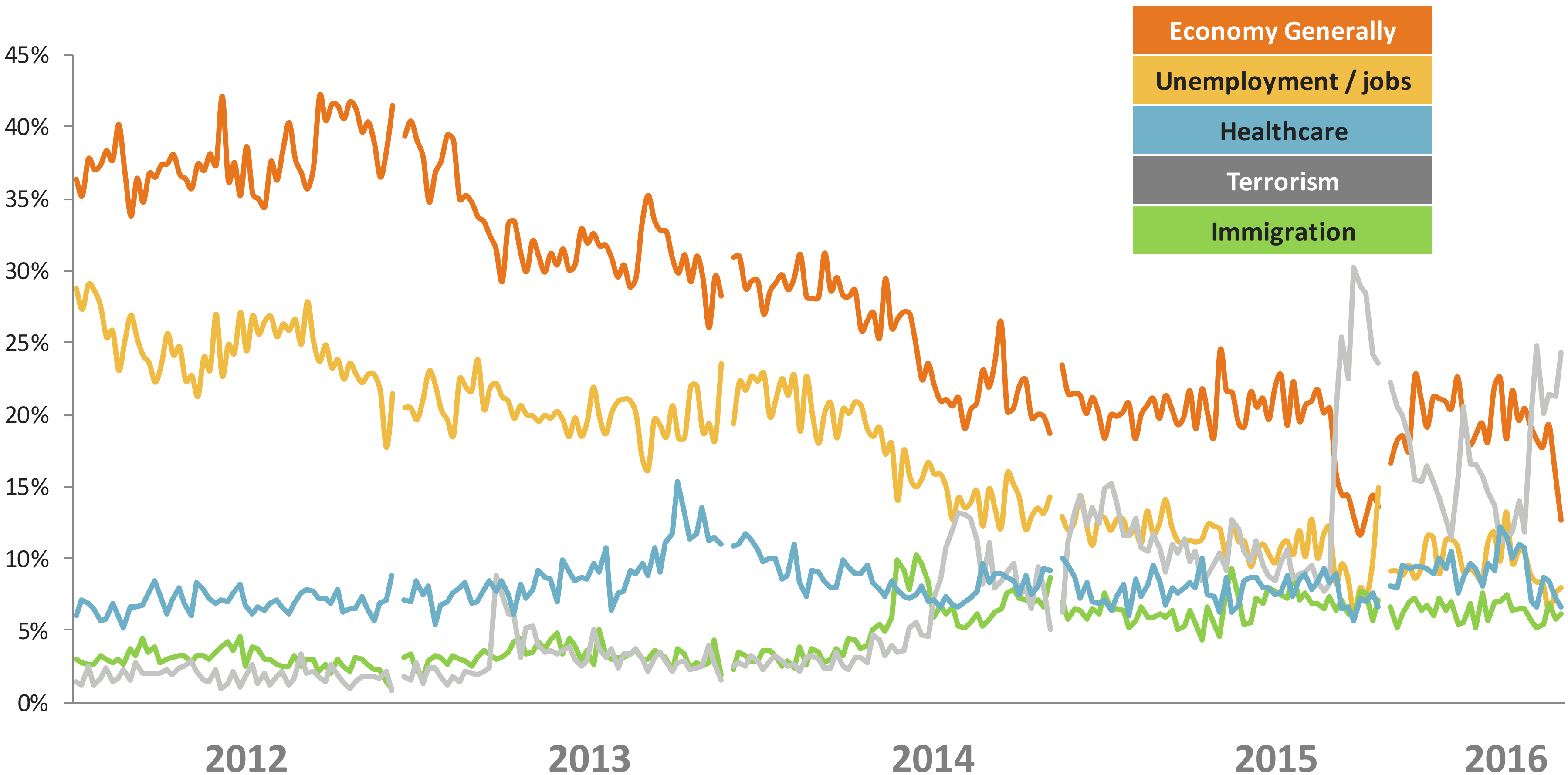
Main Problem Facing America

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

	Total	Democrat	Republican	Independent
Economy generally	13%	13%	14%	16%
Unemployment / lack of jobs	8%	10%	6%	10%
War / foreign conflicts	3%	5%	3%	1%
Immigration	6%	4%	9%	7%
Terrorism / terrorist attacks	24%	20%	33%	18%
Healthcare	7%	7%	6%	10%
Energy issues	1%	2%	1%	2%
Morality	8%	4%	13%	7%
Education	4%	5%	3%	4%
Crime	9%	14%	3%	5%
Environment	2%	4%	0%	1%
Don’t know	7%	3%	2%	6%
Other	9%	9%	7%	12%

ALL ADULT AMERICANS

Main Problem Facing America



ALL ADULT AMERICANS

Barack Obama

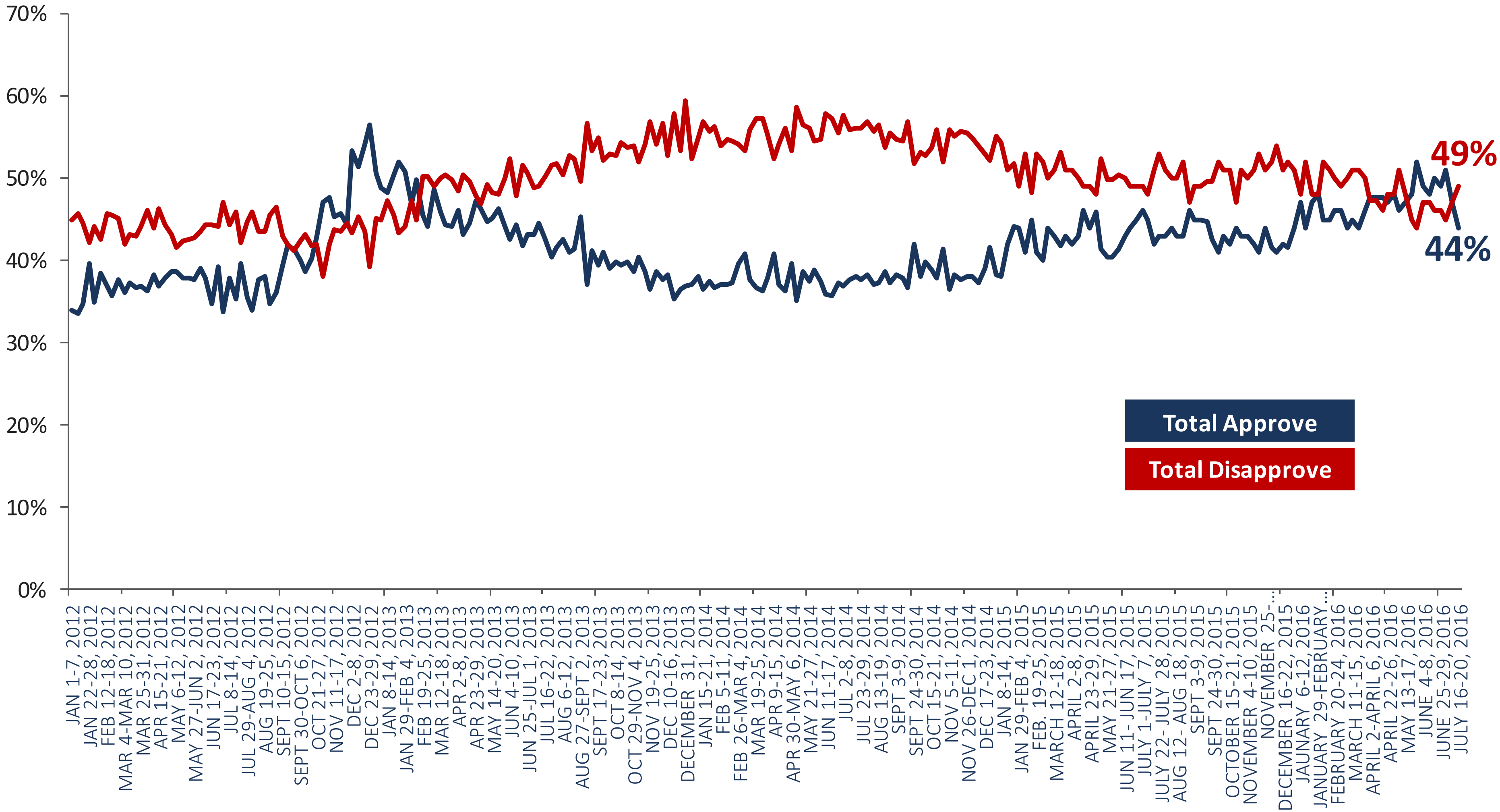
Overall, do you approve or disapprove about the way Barack Obama is handling his job as President?

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	25%	50%	5%	13%
Somewhat approve	16%	26%	5%	10%
Lean towards approve	3%	3%	1%	4%
Lean towards disapprove	3%	3%	2%	6%
Somewhat disapprove	15%	8%	23%	22%
Strongly disapprove	31%	8%	63%	31%
Not sure	7%	3%	1%	13%
TOTAL APPROVE	*44%*	*78%*	*11%*	*27%*
TOTAL DISAPPROVE	*49%*	*19%*	*87%*	*60%*

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.

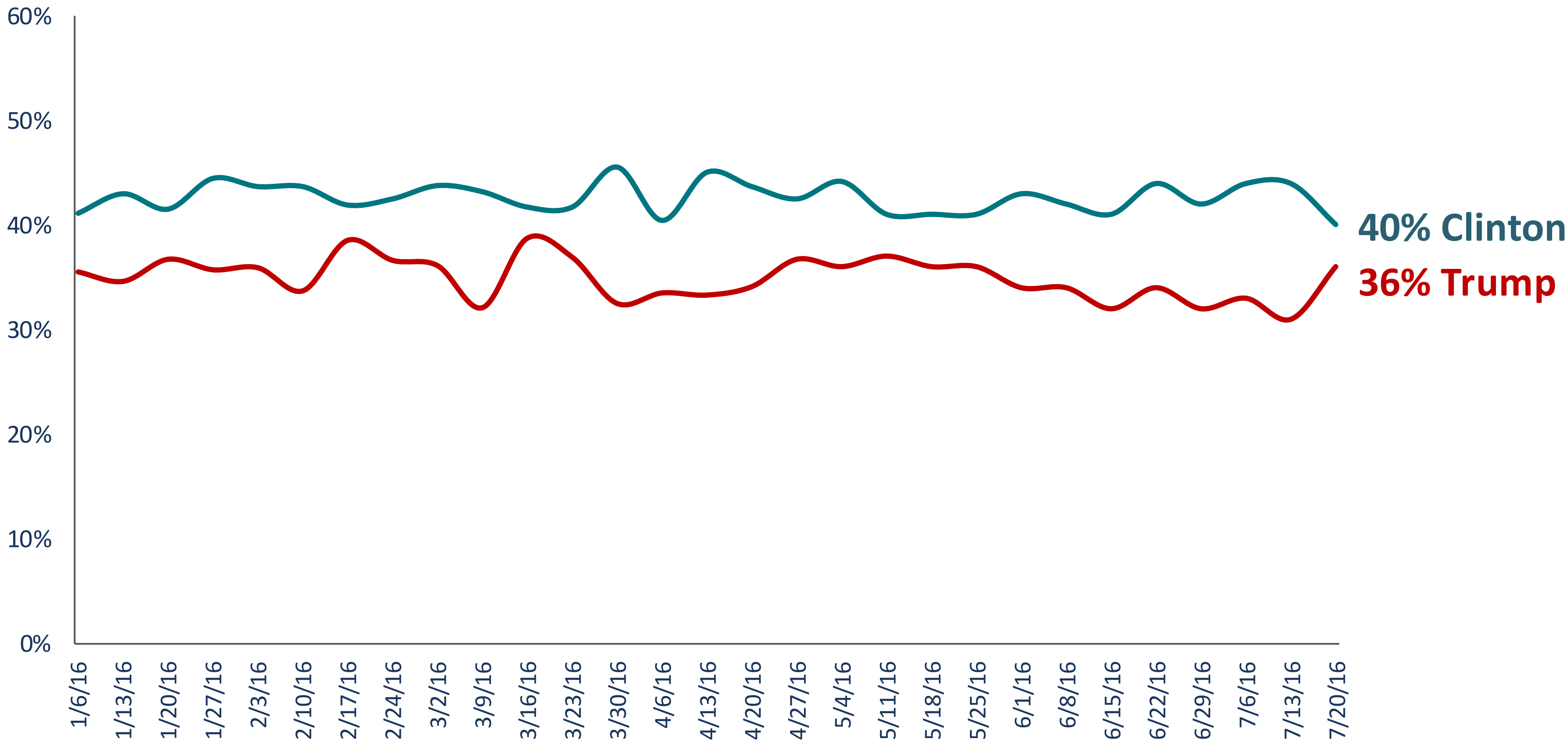
General Head-to-Heads

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=1,232)

	Total	Democrat	Republican	Independent
Hillary Clinton (Democrat)	40%	76%	8%	15%
Donald Trump (Republican)	36%	10%	74%	33%
Neither / Other	13%	8%	11%	31%
Wouldn't Vote	3%	3%	2%	8%
Don't know / Refused	8%	5%	6%	13%

General Head-to-Head Trend



Data collected in 2016

General Head-to-Heads

If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote?

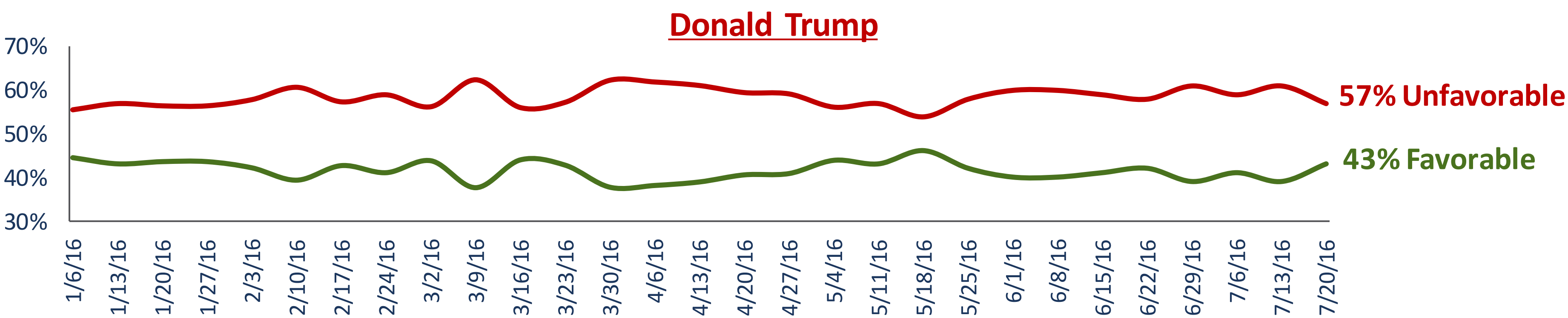
(Asked of registered voters, n=1,232)

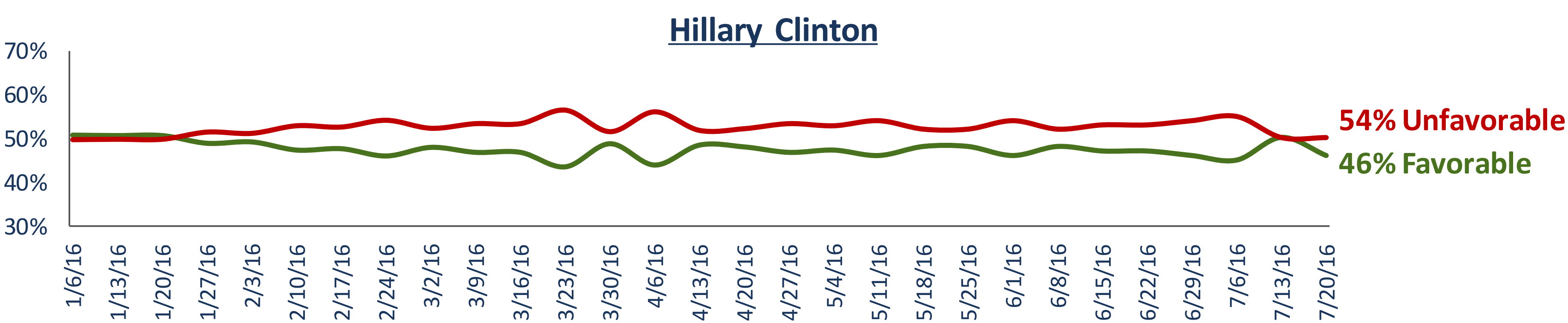
	Total	Democrat	Republican	Independent
Hillary Clinton (Democrat)	39%	74%	7%	14%
Donald Trump (Republican)	35%	9%	71%	32%
Gary Johnson (Libertarian)	7%	4%	7%	17%
Jill Stein (Green)	3%	4%	2%	5%
Neither / Other	5%	4%	4%	13%
Wouldn't Vote	3%	1%	2%	6%
Don't know / Refused	8%	5%	7%	13%

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

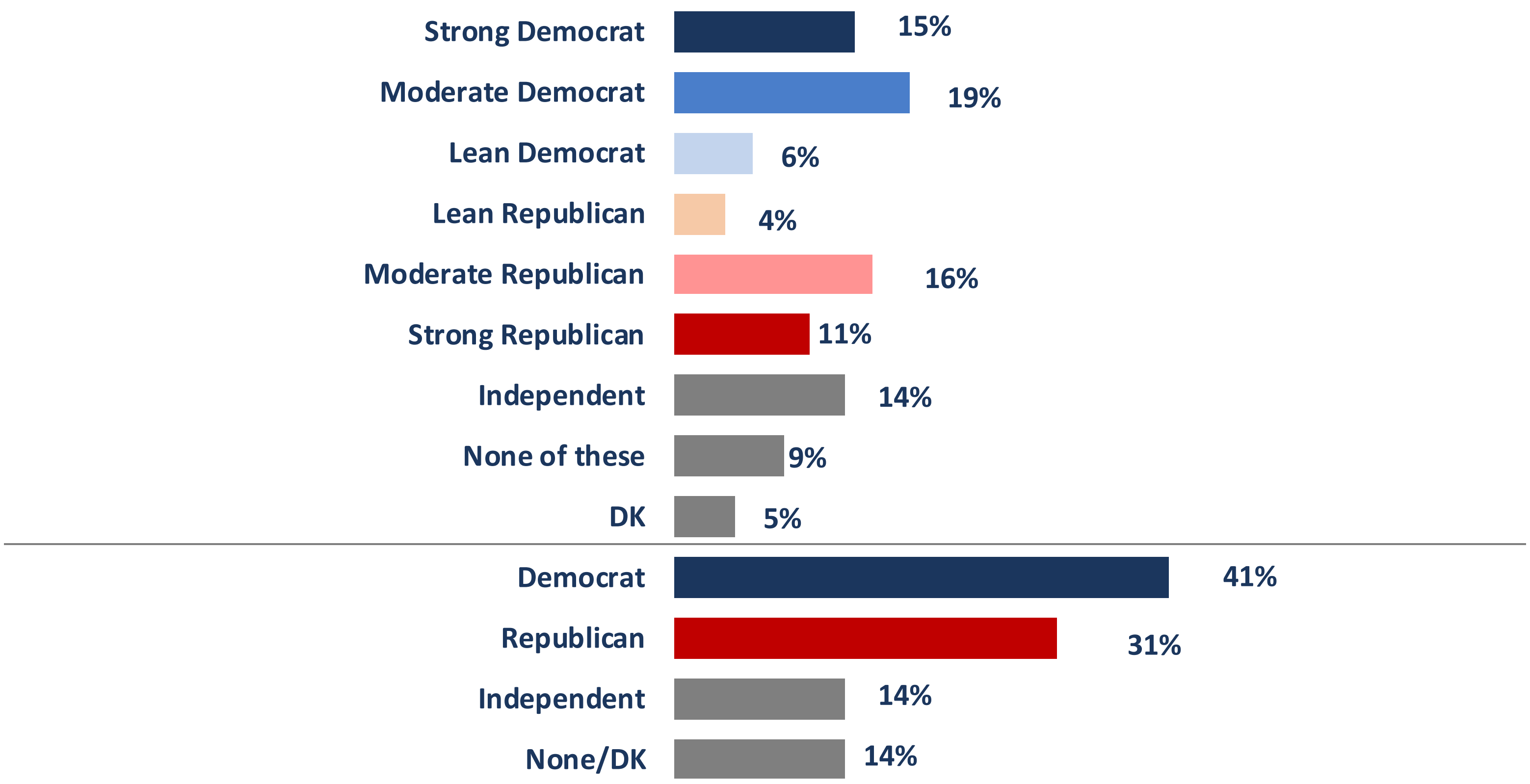
In 2016, if the election for U.S. Congress were held today, would you vote for the Democratic candidate or the Republican candidate for U.S. Congress in your district where you live?

(Asked of registered voters, n=1,232)

	Total	Democrat	Republican	Independent
Democratic Candidate	45%	85%	7%	21%
Republican Candidate	34%	4%	82%	19%
Candidate from Another Party	4%	2%	2%	18%
Will not/do not plan to vote	3%	1%	1%	10%
Don’t know / Refused	14%	8%	8%	31%

ALL ADULT AMERICANS

Political Identity



All Adults: n= 1,522

How to Calculate Bayesian Credibility Intervals

- The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ\, i.E., Y|θ~bin(n,θ), 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 θ. 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 θ 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 (π(θ/y)~β(y+a,n-y+b)), but with updated hyper-parameters.

- Our credibility interval for θ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for θ given our updated knowledge base. There are different ways to calculate these intervals based on π(θ/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:

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

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 weighting2

Examples of credibility intervals for different base sizes are below.

Ipsos does not publish data for base sizes (sample sizes) below 100.

SAMPLE SIZE	CREDIBILITY INTERVALS
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2

[1] *Bayesian Data Analysis, Second Edition, Andrew Gelman, John B. Carlin, Hal S. Stern, Donald B. Rubin, Chapman & Hall/CRC | ISBN: 158488388X | 2003*
[2] *Kish, L. (1992). Weighting for unequal Pi . Journal of Official, Statistics, 8, 2, 183200.*

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

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