



# IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

## Ipsos Poll Conducted for Reuters

Buy America Poll 6.01.2017

These are findings from an Ipsos poll conducted May 24-31, 2017 on behalf Thomson Reuters. For the survey, a sample of roughly 2,857 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English. The sample includes 1,257 Democrats, 1,004 Republicans, and 354 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 2013 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 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 2.1 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=2,857, DEFF=1.5, adjusted Confidence Interval=3.6).

The poll also has a credibility interval plus or minus 3.2 percentage points for Democrats, plus or minus 3.5 percentage points for Republicans, and plus or minus 5.9 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.

		<u>Total</u>	<u>Democrat</u>	<u>Republican</u>	<u>Independent</u>
TM1213Y17 - In your opinion, which country makes the highest quality cars?	Germany	23%	24%	23%	20%
	England	1%	1%	1%	1%
	France	0%	0%	0%	0%
	Japan	22%	25%	22%	20%
	Italy	3%	3%	2%	2%
	South Korea	1%	2%	1%	1%
	USA	31%	27%	37%	36%
	Mexico	0%	0%	1%	0%
	China	2%	2%	2%	2%
	Taiwan	0%	0%	0%	0%
	Other	0%	0%	0%	0%
	Don't Know	15%	15%	11%	17%
Total	2857	1257	1004	354	
TM1214Y17 - In your opinion, which country makes the highest quality clothing?	Germany	1%	1%	1%	1%
	England	3%	3%	3%	3%
	France	6%	6%	6%	6%
	Japan	1%	2%	1%	2%
	Italy	15%	18%	12%	16%



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	South Korea	1%	0%	1%	2%
	USA	38%	33%	45%	37%
	Mexico	1%	1%	0%	1%
	China	6%	7%	5%	4%
	Taiwan	2%	2%	2%	1%
	Other	1%	1%	1%	1%
	Don't Know	25%	26%	23%	25%
	Total	2857	1257	1004	354
	Germany	2%	2%	3%	3%
	England	0%	0%	0%	0%
	France	0%	1%	0%	0%
	Japan	37%	38%	35%	42%
	Italy	0%	0%	0%	0%
	South Korea	4%	5%	4%	4%
	USA	19%	16%	25%	17%
	Mexico	0%	0%	0%	0%
	China	15%	18%	11%	16%
	Taiwan	1%	2%	2%	2%
	Other	0%	0%	0%	0%
	Don't Know	19%	18%	18%	18%
	Total	2857	1257	1004	354
TM1215Y17 - In your opinion, which country makes the highest quality electronics?	Very important	69%	71%	68%	69%
	Somewhat important	25%	25%	27%	23%
	Not very important	3%	3%	3%	4%
	Not at all important	1%	0%	0%	1%
	Don't know	2%	1%	1%	2%
	Total	2857	1257	1004	354
TM1216Y17_1 - How important is the following when you are buying products... Total price?	Very important	77%	79%	78%	74%
	Somewhat important	19%	19%	18%	22%
	Not very important	2%	2%	2%	1%
	Not at all important	1%	0%	1%	1%
	Don't know	2%	1%	1%	2%
	Total	2857	1257	1004	354
TM1216Y17_2 - How important is the following when you are buying products... Quality of products?	Very important	32%	28%	37%	33%
	Somewhat important	38%	37%	42%	40%
	Not very important	18%	22%	15%	17%
	Not at all important	10%	12%	6%	9%
	Don't know	2%	2%	1%	2%
	Total	2857	1257	1004	354
TM1216Y17_3 - How important is the following when you are buying products... If it is made in the USA?	Very important	38%	41%	35%	35%
	Somewhat important	39%	38%	43%	36%
	Not very important	14%	14%	13%	14%
	Not at all important	7%	6%	6%	12%
	Don't know	2%	1%	2%	3%
	Total	2857	1257	1004	354
TM1216Y17_4 - How important is the following when you are buying products... Reviews or recommendations?	Very important	30%	35%	28%	28%
	Somewhat important	35%	37%	33%	37%
	Not very important	19%	17%	21%	20%
	Not at all important	10%	7%	13%	10%
	Don't know	6%	4%	5%	5%
	Total	2857	1257	1004	354
TM1216Y17_5 - How important is the following when you are buying products... If it is ethically sourced?	Very important	30%	35%	28%	28%
	Somewhat important	35%	37%	33%	37%
	Not very important	19%	17%	21%	20%
	Not at all important	10%	7%	13%	10%
	Don't know	6%	4%	5%	5%
	Total	2857	1257	1004	354



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	Zero – I'm not willing to pay more	37%	40%	29%	38%
TM1217Y17 - How much extra are you willing to pay for a product that's made in America?	5% more	26%	23%	30%	29%
	10% more	21%	22%	24%	14%
	25% more	9%	8%	10%	14%
	50% more	3%	4%	3%	2%
	100% more	4%	4%	4%	2%
	Total	2857	1257	1004	354
	Yes – today	8%	8%	8%	10%
TM1218Y17 - Do you remember the last time you bought something (such as a durable or non-durable good) that you know was made in America?	Yes - A week ago	33%	31%	41%	27%
	Yes - A month ago	26%	27%	24%	32%
	Yes - A year ago	11%	11%	11%	13%
	Yes - More than a year ago	11%	12%	10%	12%
	I've never bought anything that I knew was made in America	10%	10%	7%	6%
	Total	2857	1257	1004	354



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## 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 <sup>1</sup> 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  $\vartheta$  is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for  $\vartheta$  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:

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

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. 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