

August 22, 2018

POTUS RADIO

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President, Ipsos Public Affairs

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CORE POLITICAL

IPSOS POLL CONDUCTED FOR REUTERS

Core Political Data

These are findings from an Ipsos poll conducted

for



date

August 8-August 14, 2018



For the survey,

a sample of

2,232
Americans

including

1,860 Registered voters
831 Democrats
746 Republicans
190 Independents

ages

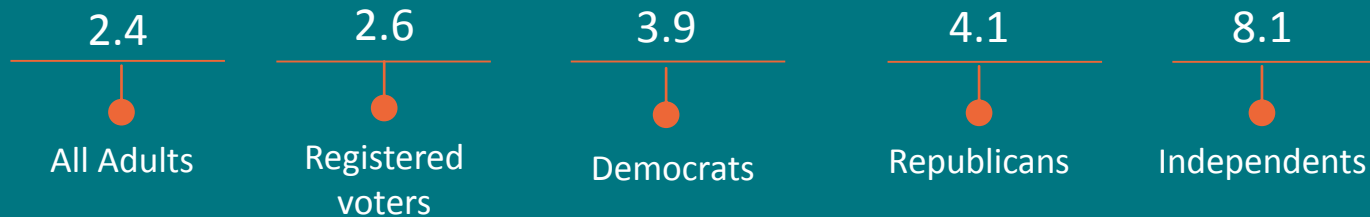
18+

were interviewed online

Core Political Data

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

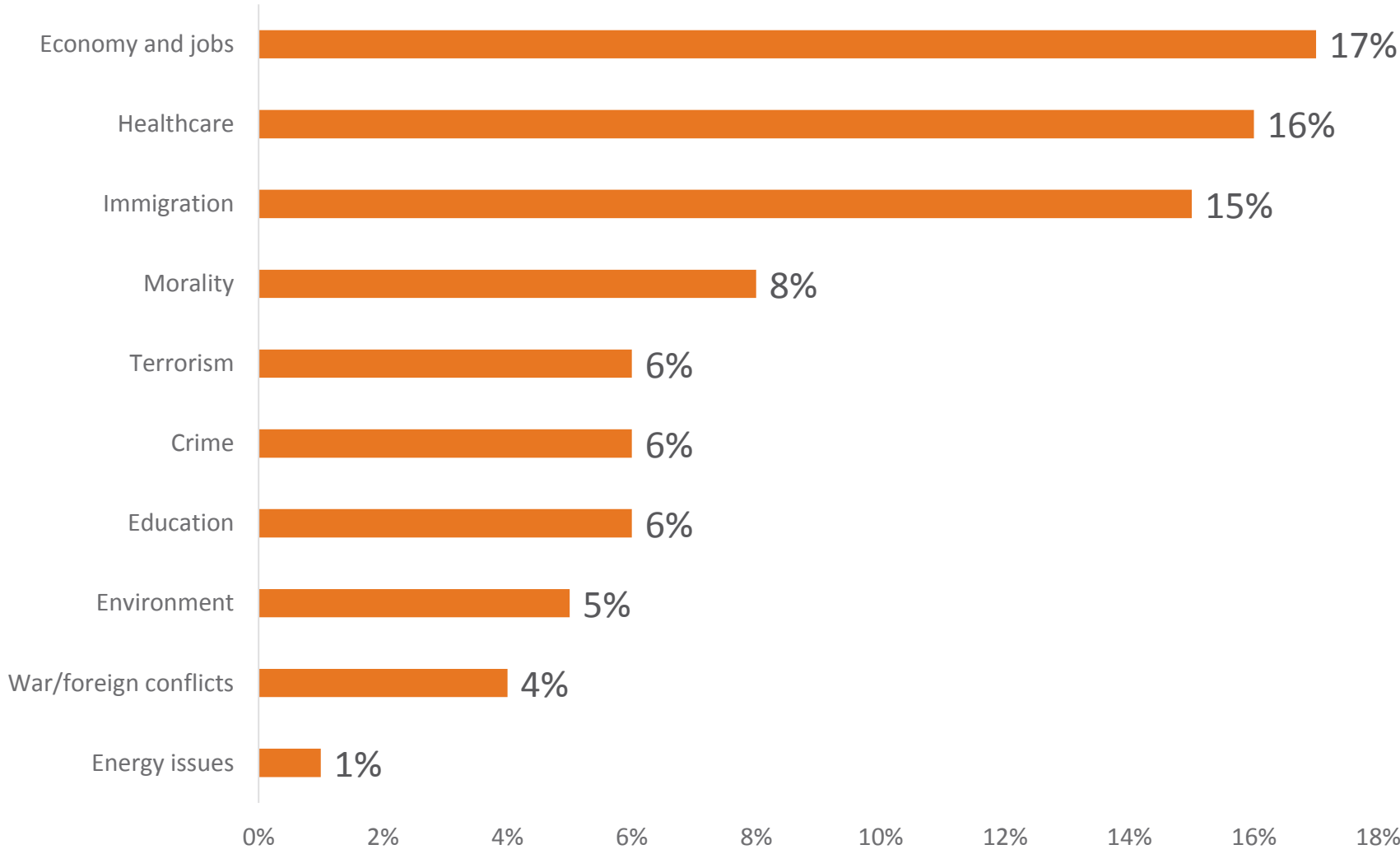
In this case, the poll has a credibility interval of plus or minus the following percentage points



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

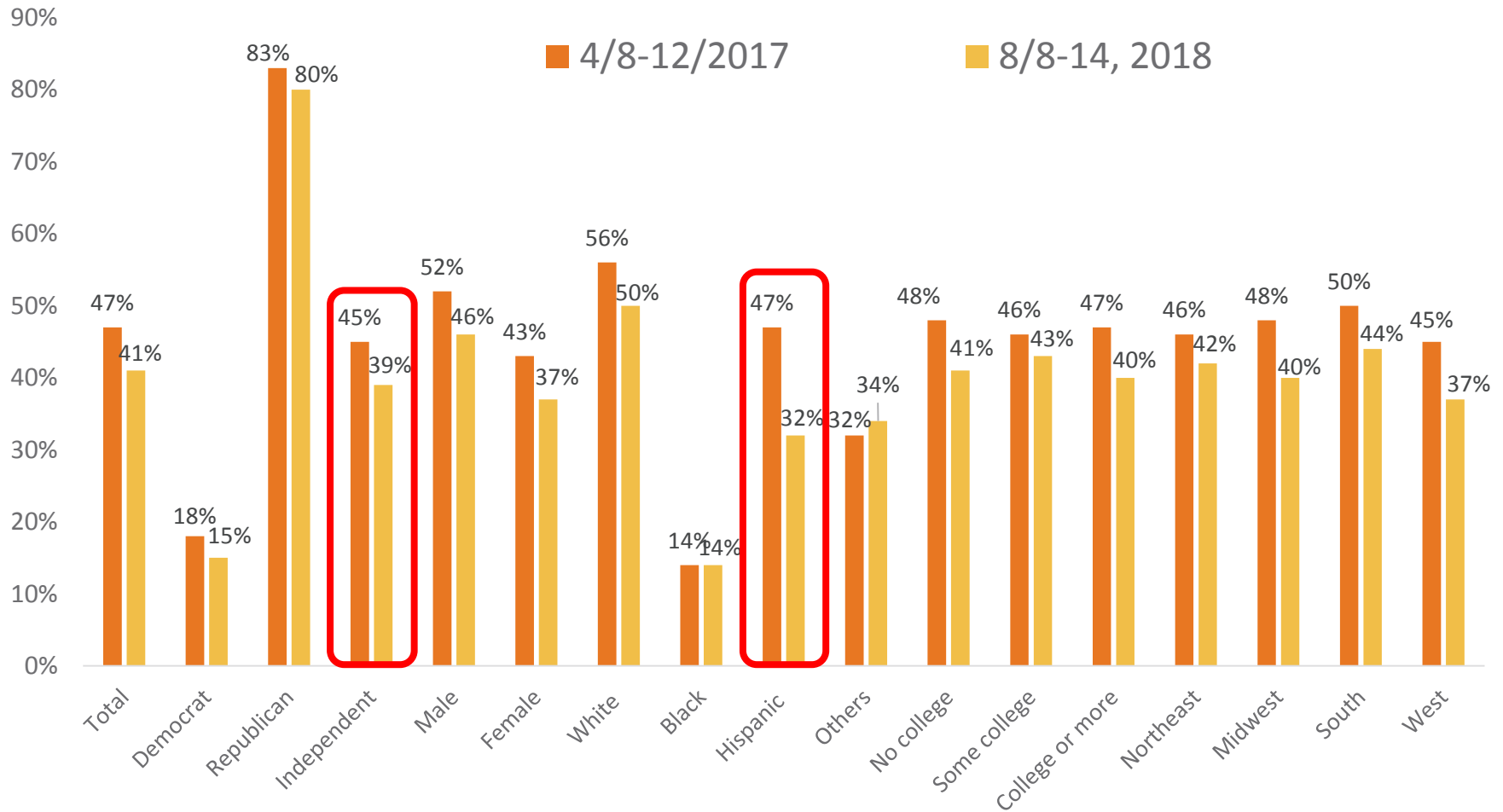
Main Problems

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



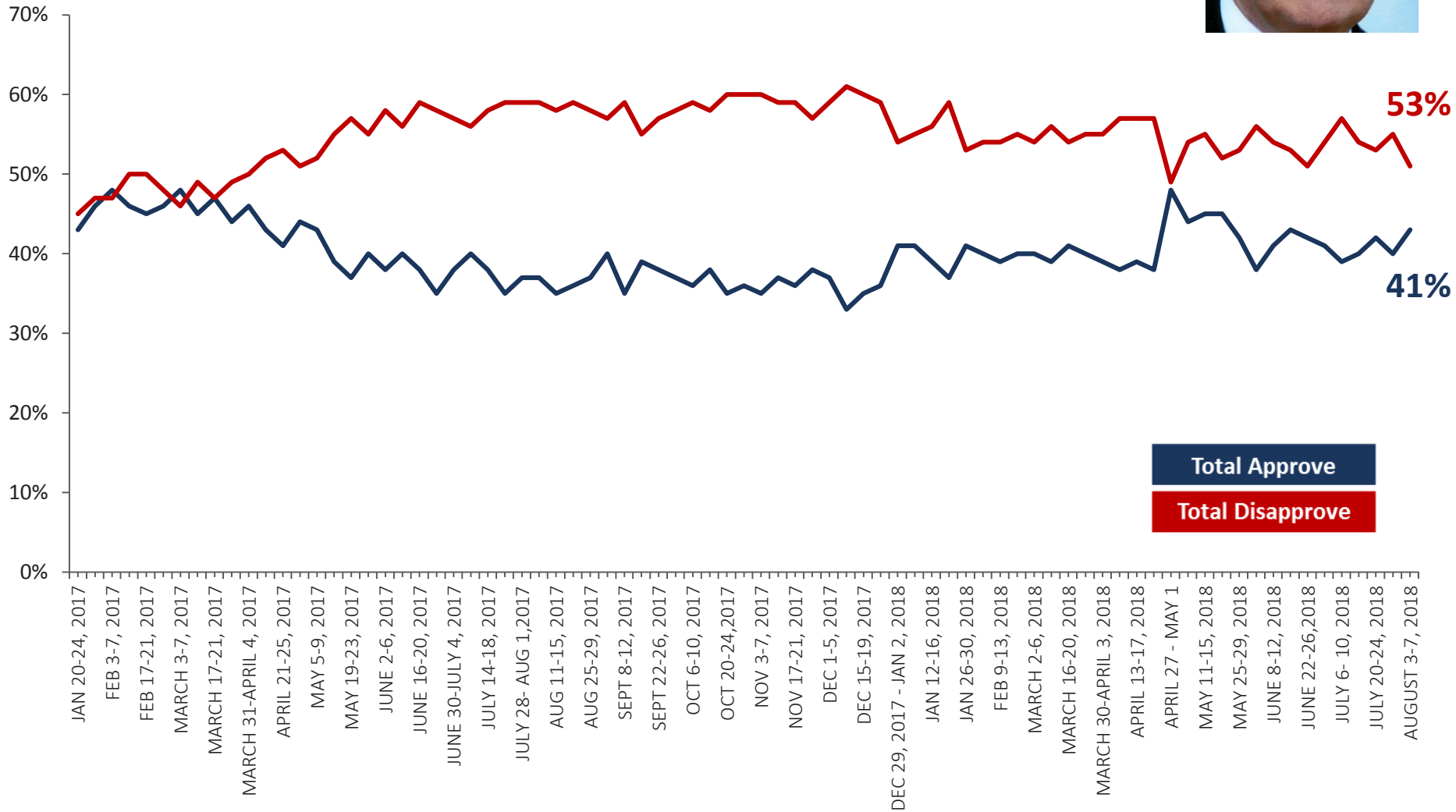
Approval by Demographic

Overall, do you approve or disapprove about the way Donald Trump is handling his job as President? *Approve*



ALL ADULT AMERICANS

Weekly Approval



ALL ADULT AMERICANS

Approval Attributes



Do you approve or disapprove about the way Donald Trump is handling the following issues?

	Strongly approve	Somewhat approve	Lean towards approve	Lean towards disapprove	Somewhat disapprove	Strongly disapprove	Don't know	TOTAL APPROVE	TOTAL DISAPPROVE
The US economy	23%	14%	12%	9%	8%	25%	9%	49%	42%
US foreign policy	18%	12%	10%	8%	7%	35%	10%	40%	50%
Healthcare reform	17%	12%	12%	8%	7%	36%	9%	40%	51%
Employment and jobs	23%	14%	13%	9%	7%	24%	9%	51%	40%
Dealing with Congress	16%	13%	10%	8%	10%	32%	11%	39%	50%
Dealing with ISIS / ISIL	23%	11%	12%	8%	8%	27%	12%	46%	42%
International trade	18%	13%	10%	8%	7%	34%	10%	41%	48%
Taxation	18%	12%	11%	8%	9%	31%	11%	41%	48%
Corruption	16%	11%	9%	8%	7%	37%	11%	36%	53%
The environment	15%	11%	11%	8%	6%	38%	11%	37%	52%
Immigration	22%	11%	9%	6%	5%	39%	7%	42%	51%
The way he treats people like me	18%	10%	10%	7%	7%	40%	9%	37%	54%
The effort he is making to unify the country	17%	13%	10%	7%	5%	39%	8%	40%	52%
Russia	15%	11%	10%	7%	7%	39%	10%	36%	53%

2018 Generic Congressional Ballot Question

Thinking about the elections in 2018, if the election for U.S. Congress were held today, would you vote for the Democratic candidate or the Republican candidate in your district where you live?

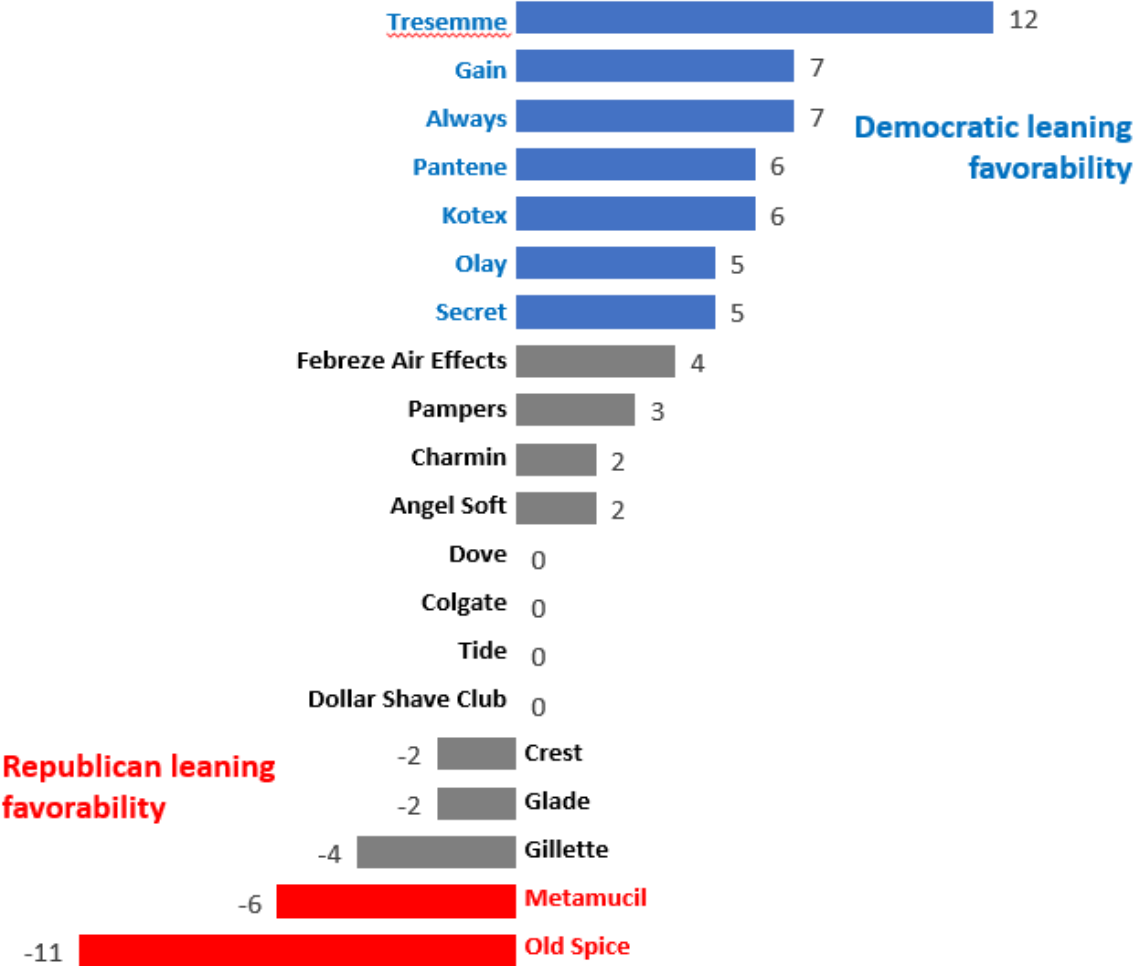
	All Adults	Registered Voters	Registered Voters: Democrat	Registered Voters: Republican	Registered Voters: Independent
Democratic candidate	40%	45%	86%	5%	28%
Republican candidate	32%	36%	3%	83%	19%
Candidate from another political party	4%	4%	2%	2%	17%
Will not/do not plan to vote	11%	3%	2%	1%	8%
Don't know / Refused	13%	12%	7%	8%	28%

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SENTIMENTS TOWARD POPULAR BRANDS

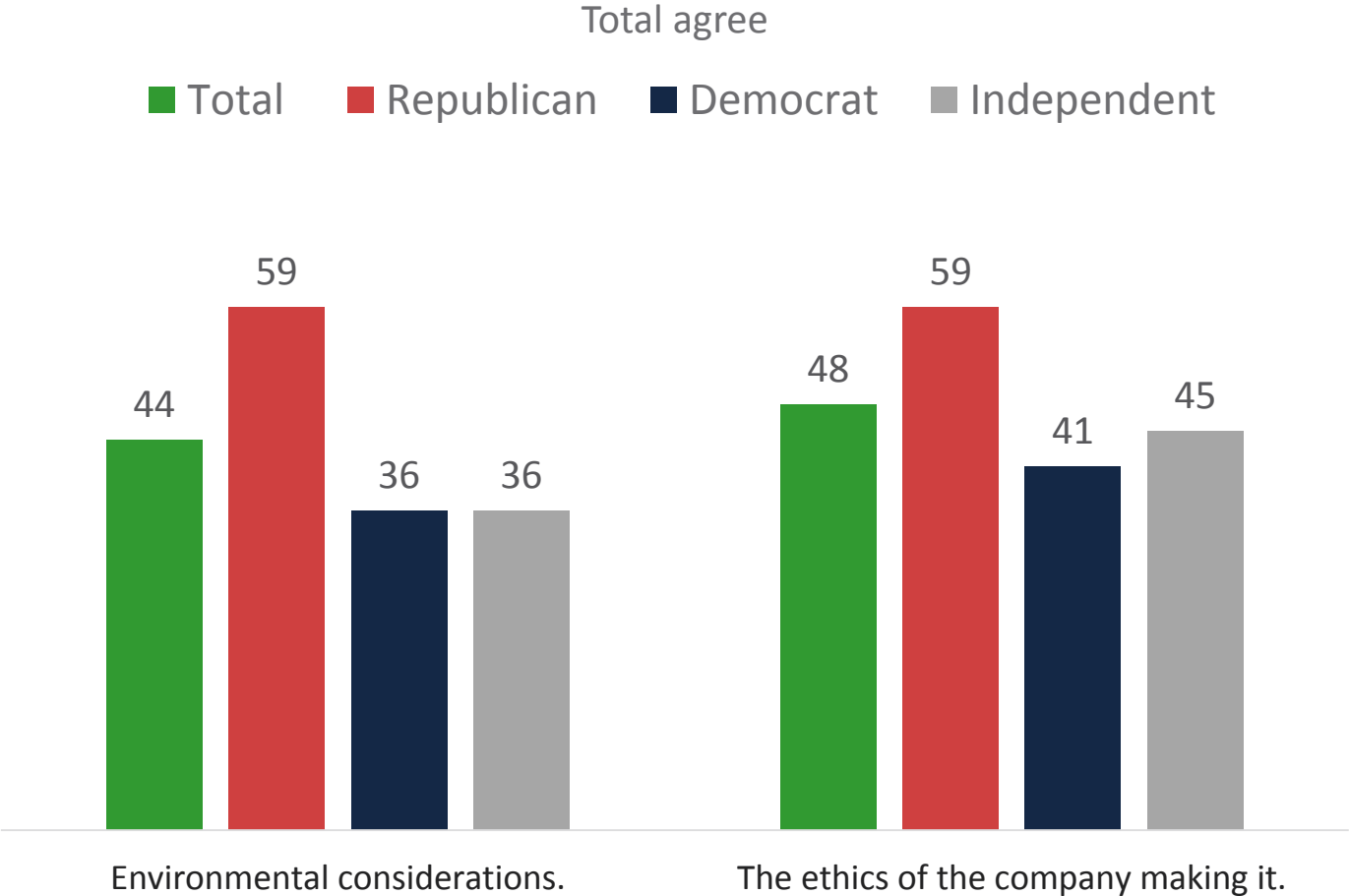
More products are reported as favorable by Democrats than Republicans.

Net favorability (D-R) of CPG brands



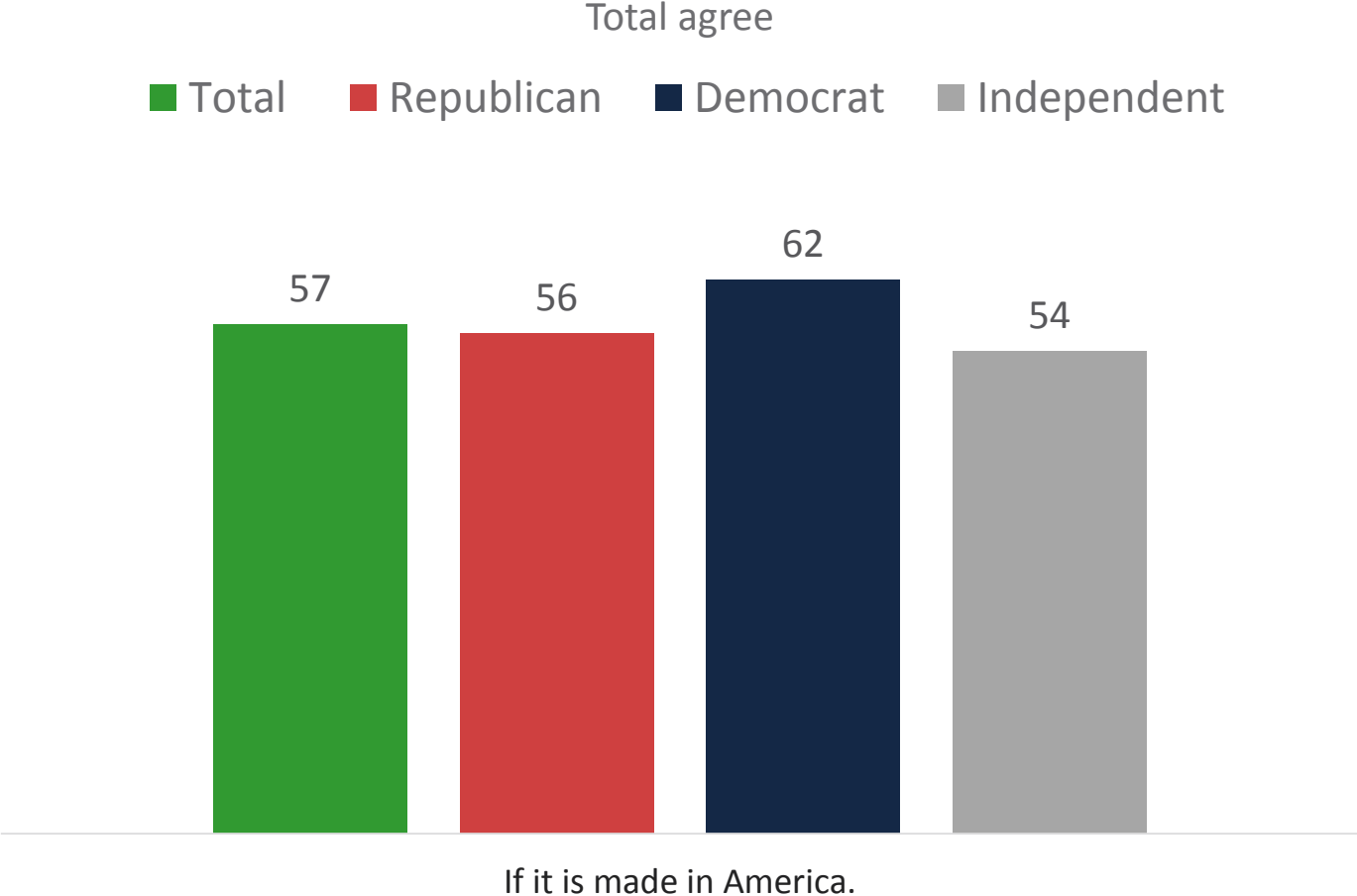
Compared to Democrats, Republicans care more about quality and value over environmental and ethical considerations...

When selecting products, do you care more about quality and value than...



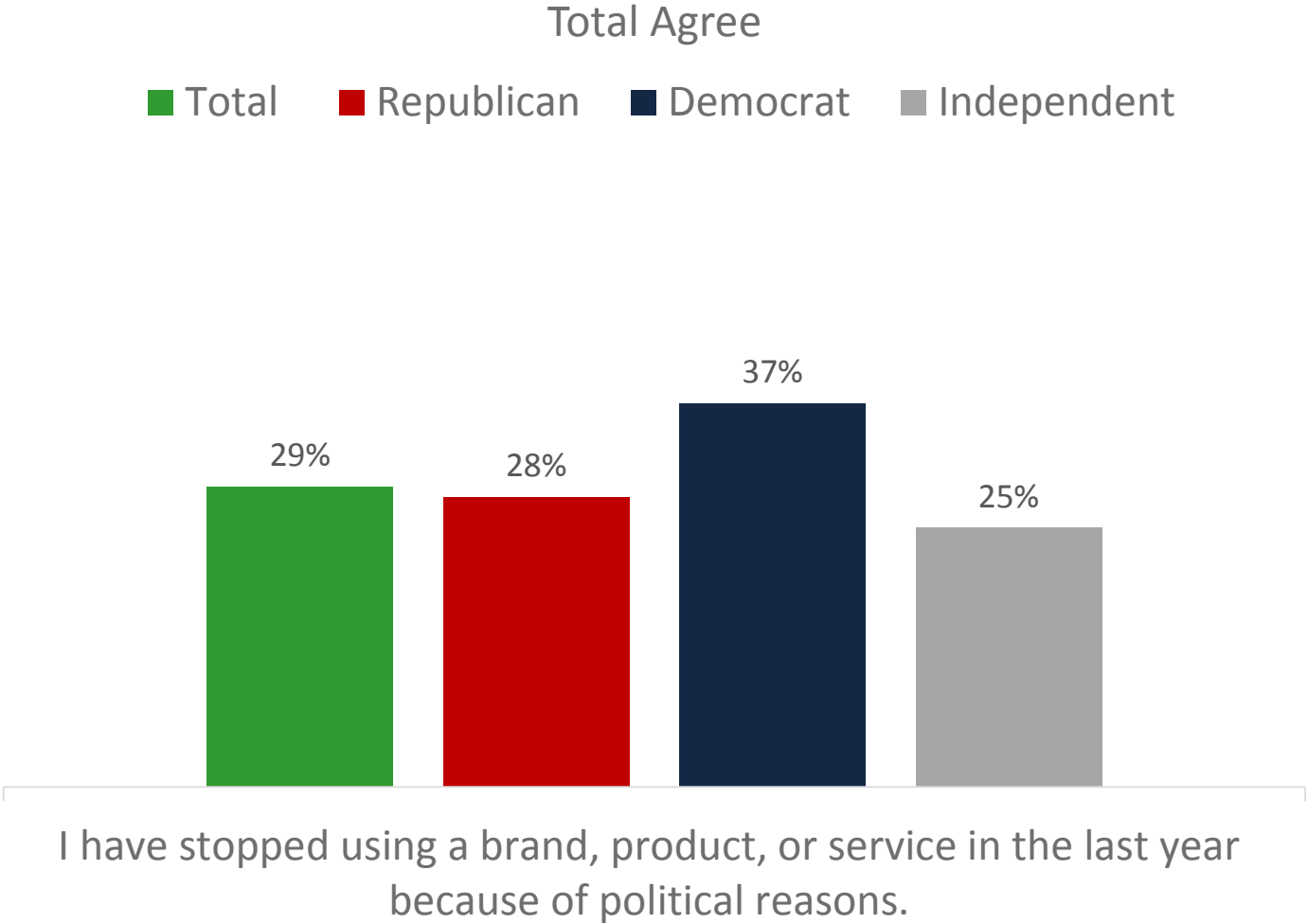
... but care more about if the product is made in America.

When selecting products, do you care more about quality and value than...



A third of Americans have stopped using a brand, product, or service in the last year for political reasons.

Do you agree or disagree with the following statements?





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Cliff Young is President of Ipsos Public Affairs in the United States and also leads Ipsos' global election and polling risk practice. He is a polling expert with specialties in social and public opinion trends, crisis management, corporate and institution reputation and elections. Cliff is a contributor to POTUS Radio and has served as an expert commentator on Fox News and NPR, among others. Cliff is also an adjunct professor at Johns Hopkins SAIS and an instructor at both Columbia University SIPA and University of São Paulo where he teaches courses on public opinion and election forecasting.

(MORE BIO INFO: <http://spotlight.ipsosna.com/index.php/author/clifford-young/>)