REUTERS / IPSOS POLL DATA
Prepared by Ipsos Public Affairs

Ipsos Poll Conducted for Reuters
Taxes 10.25.2017

These are findings from an Ipsos poll conducted October 20-23, 2017 on behalf of Thomson Reuters. For the survey, a sample of roughly 1,862 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English. The sample includes 754 Democrats, 606 Republicans and 270 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 2016 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 2.6 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=1,862, DEFF=1.5, adjusted Confidence Interval=4.1).

The poll has a credibility interval of plus or minus 4.1 percentage points for Democrats, plus or minus 4.5 percentage points for Republicans and plus or minus 6.8 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.

		Total	**Democrat**	**Republican**	**Independent**
AB10_271 - Awareness...Tax reform plan proposed by Congressional Republicans and supported by President Trump	Yes	58%	64%	64%	53%
	No	42%	36%	36%	47%
	Total	1862	754	606	270
	Tax reform	14%	10%	24%	13%
	Infrastructure	8%	11%	5%	10%
	Immigration	10%	9%	12%	9%
	Unemployment	9%	11%	5%	7%
TM1282Y17 - What should Congressional Republicans prioritize?	Terrorism / foreign relations	15%	15%	17%	11%
	Energy issues	4%	7%	1%	4%
	Continue working on a new healthcare bill	24%	23%	30%	27%
	Other	5%	6%	2%	7%
	Don't know	11%	7%	4%	11%
	Total	1862	754	606	270

TM1337Y17 - Please indicate whether you support or oppose limiting corporate tax deductions.	Support	51%	57%	55%	49%
	Oppose	20%	21%	19%	24%
	Not sure	29%	22%	27%	28%
	Total	1862	754	606	270
PV19_1 - Extent to which you agree or disagree with the statement... The Medicare eligibility age should be raised above the age of 65 to help reduce the deficit.	Strongly agree	7%	7%	7%	8%
	Somewhat agree	13%	11%	19%	10%
	Neither agree nor disagree	22%	16%	19%	27%
	Somewhat disagree	22%	22%	25%	23%
	Strongly disagree	36%	43%	31%	32%
	Total	1862	754	606	270
PV19_2 - Extent to which you agree or disagree with the statement... Medicare should be turned into a privatized system where seniors receive a voucher, premium support or defined contribution to do what they want with.	Strongly agree	11%	9%	14%	13%
	Somewhat agree	16%	13%	21%	16%
	Neither agree nor disagree	30%	21%	30%	33%
	Somewhat disagree	15%	18%	16%	14%
	Strongly disagree	28%	39%	19%	24%
	Total	1862	754	606	270
PV19_3 - Extent to which you agree or disagree with the statement... The cap on Social Security taxes should be lifted to help reduce the deficit.	Strongly agree	15%	19%	12%	16%
	Somewhat agree	16%	15%	22%	12%
	Neither agree nor disagree	32%	28%	25%	39%
	Somewhat disagree	15%	15%	18%	13%
	Strongly disagree	22%	24%	22%	21%
	Total	1862	754	606	270
PV19_4 - Extent to which you agree or disagree with the statement... The Social Security retirement age should be increased to 67 to help reduce the deficit.	Strongly agree	9%	9%	10%	11%
	Somewhat agree	17%	16%	21%	14%
	Neither agree nor disagree	22%	19%	18%	27%
	Somewhat disagree	20%	20%	23%	18%
	Strongly disagree	32%	36%	28%	29%
	Total	1862	754	606	270
PV19_5 - Extent to which you agree or disagree with the statement... Social security should be turned into a privatized system where retirees get 401k style accounts.	Strongly agree	12%	9%	15%	16%
	Somewhat agree	18%	15%	23%	18%
	Neither agree nor disagree	30%	23%	31%	31%
	Somewhat disagree	14%	16%	12%	13%
	Strongly disagree	26%	37%	18%	22%
	Total	1862	754	606	270
TM1338Y17 - Which of the following comes closest to your personal opinion regarding cutting income taxes for people like me	Cutting income taxes for people like me is more important than reducing the federal deficit	48%	50%	52%	49%
	Reducing the federal deficit is more important than cutting	32%	34%	37%	27%

versus reducing the federal deficit?	income taxes for people like me				
	Don't know	20%	16%	12%	23%
	Total	1862	754	606	270
TM1339Y17 - Which of the following comes closest to your personal opinion regarding cutting taxes for corporations versus reducing the federal deficit?	Cutting taxes for corporations is more important than reducing the federal deficit	17%	13%	25%	13%
	Reducing the federal deficit is more important than cutting taxes for corporations	66%	75%	63%	69%
	Don't know	18%	12%	12%	18%
	Total	1862	754	606	270
TM1340Y17 - Which of the following comes closest to your personal opinion regarding cutting income taxes for the poor versus reducing the federal deficit?	Cutting income taxes for the poor is more important than reducing the federal deficit	56%	68%	47%	55%
	Reducing the federal deficit is more important than cutting income taxes for the poor	27%	20%	40%	29%
	Don't know	17%	11%	13%	17%
	Total	1862	754	606	270
TM1341Y17 - Which of the following comes closest to your personal opinion regarding cutting income taxes for the wealthy versus reducing the federal deficit?	Cutting income taxes for the wealthy is more important than reducing the federal deficit	14%	12%	16%	12%
	Reducing the federal deficit is more important than cutting income taxes for the wealthy	72%	78%	75%	73%
	Don't know	14%	10%	8%	15%
	Total	1862	754	606	270
TM1342Y17 - Do you support or oppose the tax reform plan recently proposed by Congressional Republicans?	Support	28%	9%	56%	27%
	Oppose	41%	68%	11%	37%
	Don't know	31%	23%	33%	36%
	Total	1079	490	380	139
TM1343Y17 - From what you know about the tax reform plan recently proposed by Congressional Republicans, how do you think your personal income taxes will be impacted?	I will pay more in taxes	30%	40%	18%	35%
	There will be no change in how much I pay in taxes	35%	33%	38%	38%
	I will pay less taxes	14%	9%	26%	9%
	Don't know	20%	18%	19%	18%
	Total	1079	490	380	139

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., $Y|\theta \sim Bin(n,\theta)$, 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 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 ($\pi(\theta/y) \sim \beta(y+a, n-y+b)$), 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 $\pi(\theta/y)$. 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:

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

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting[2]

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