

Ipsos Public Affairs



Ipsos Poll Conducted for Reuters

Core Political Data

01.17.2018

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GAME CHANGERS



Core Political Data

These are findings from an Ipsos poll conducted

for



date

January 12 - 16, 2018



For the survey,

a sample of

1,638
Americans

including

645
Democrats

625
Republicans

210
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.

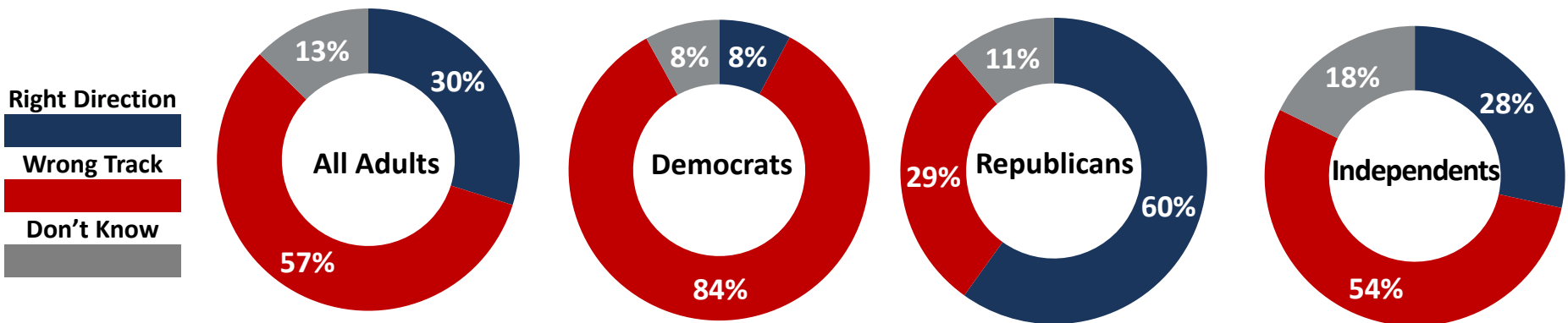
Core Political Data

- The data were weighted to the U.S. current population data by:
 - **Gender**
 - **Age**
 - **Education**
 - **Ethnicity**
 - **Region**
- 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?



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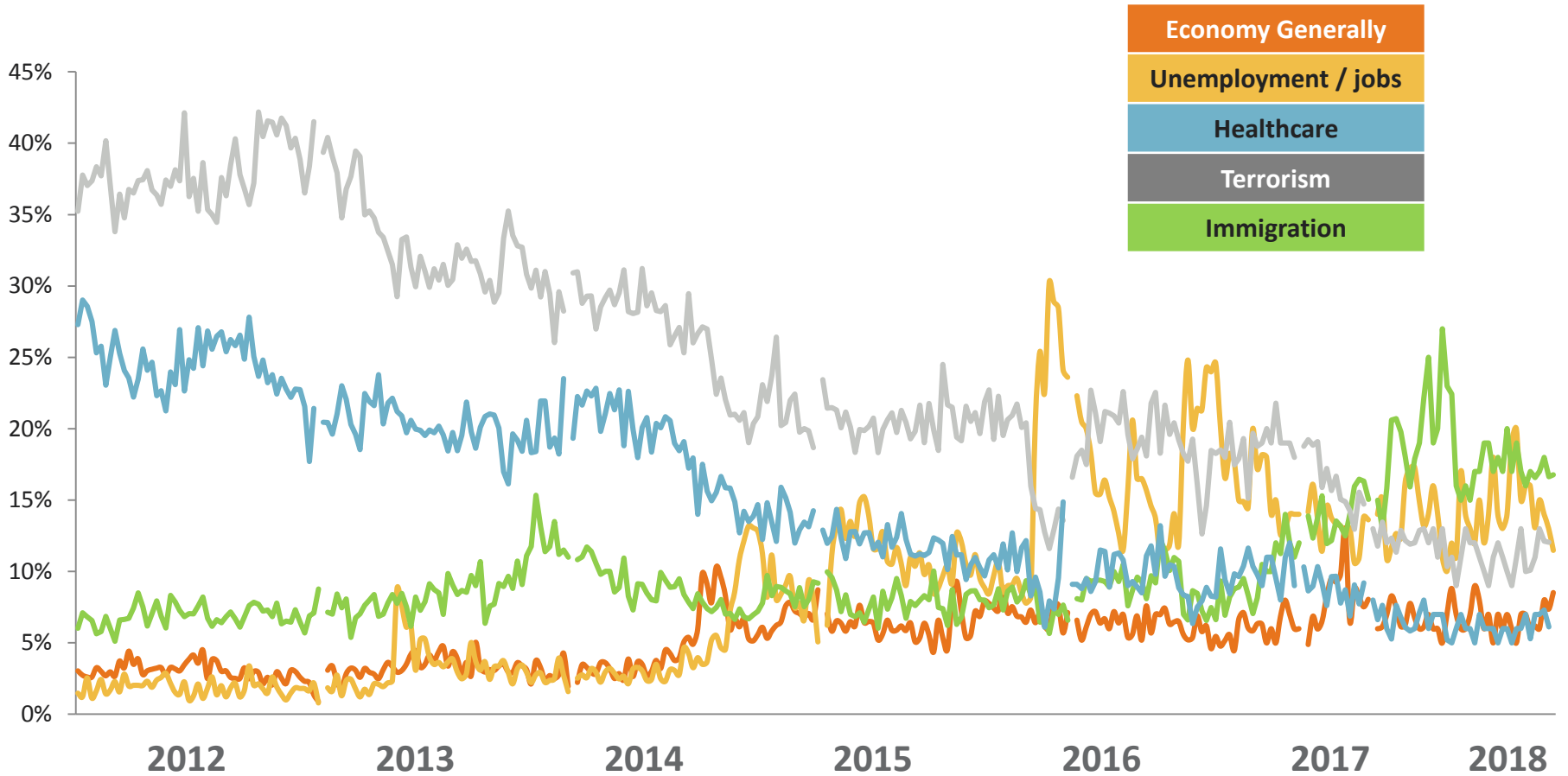
Main Problem Facing America

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

	Total	Democrat	Republican	Independent
Economy generally	12%	13%	11%	12%
Unemployment / lack of jobs	6%	6%	5%	6%
War / foreign conflicts	6%	6%	6%	5%
Immigration	9%	5%	15%	6%
Terrorism / terrorist attacks	11%	10%	15%	11%
Healthcare	17%	22%	13%	15%
Energy issues	0%	0%	1%	1%
Morality	10%	7%	13%	12%
Education	5%	6%	3%	7%
Crime	8%	8%	6%	9%
Environment	4%	6%	2%	3%
Don't know	2%	1%	2%	3%
Other	10%	12%	8%	11%

ALL ADULT AMERICANS

Main Problem Facing America



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DONALD TRUMP



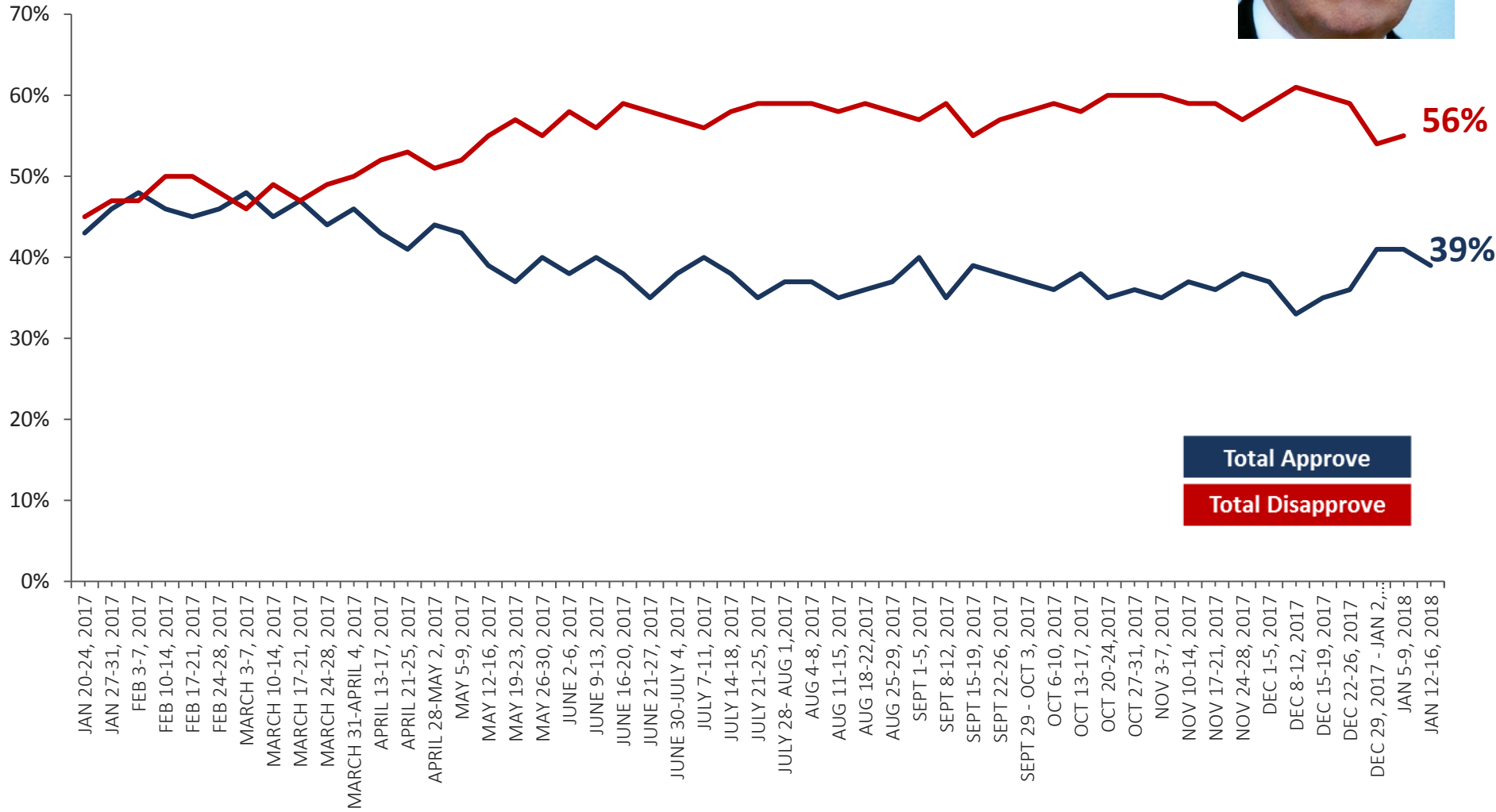
Overall, do you approve or disapprove about the way Donald Trump is handling his job as President?

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	19%	4%	41%	12%
Somewhat approve	16%	4%	30%	15%
Lean towards approve	4%	3%	4%	6%
Lean towards disapprove	3%	2%	4%	6%
Somewhat disapprove	10%	10%	9%	15%
Strongly disapprove	43%	74%	10%	38%
Not sure	5%	2%	2%	8%
TOTAL APPROVE	39%	11%	75%	32%
TOTAL DISAPPROVE	56%	87%	23%	59%

ALL ADULT AMERICANS

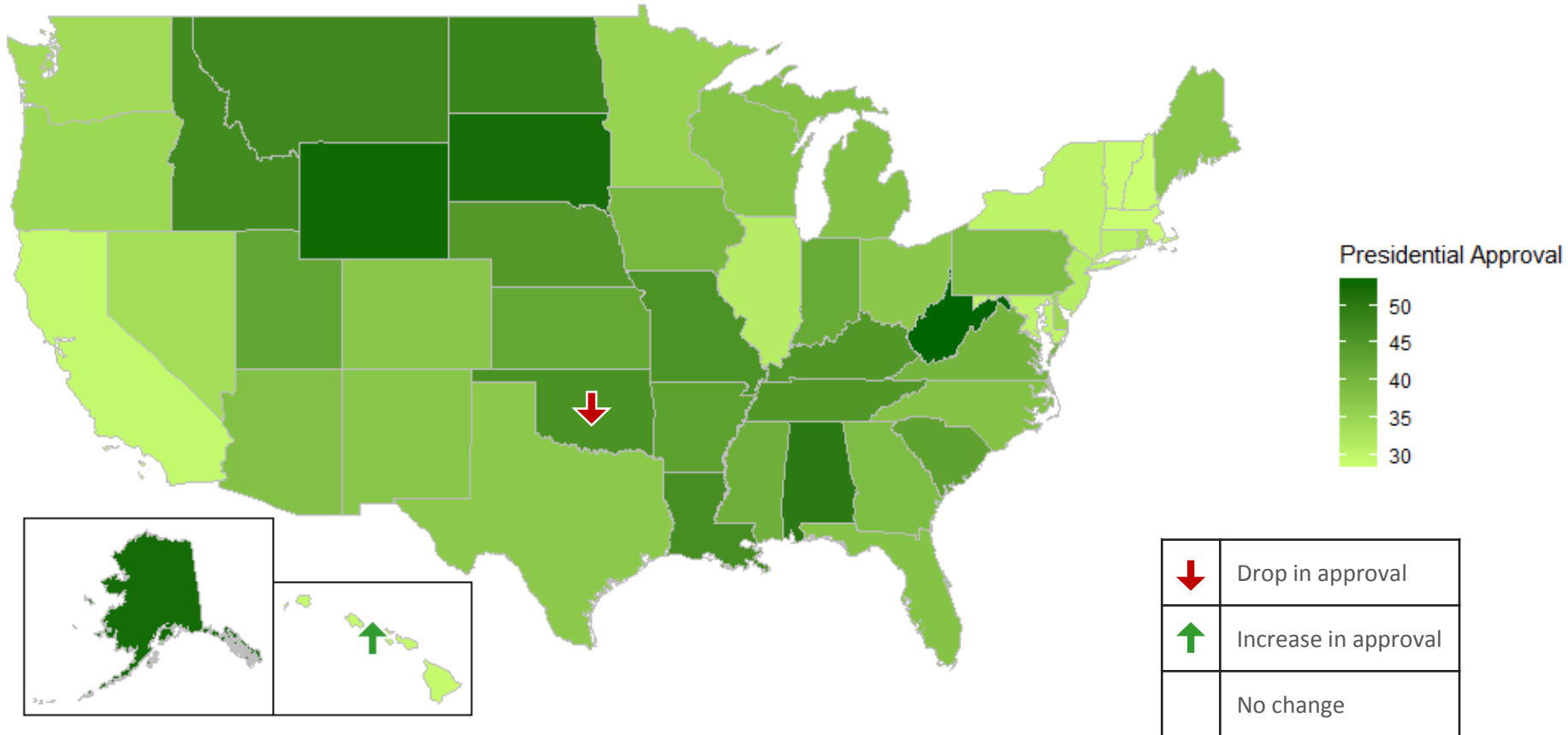
Weekly Approval



Total Approve
Total Disapprove

ALL ADULT AMERICANS

Approval by State (July – December 2017)



Reuters/Ipsos poll conducted 7/1/2017 to 12/31/2017 among 67,285; arrows represent changes of plus or minus 3 percentage points from 6/1/2017 thru 11/30/2017 based on change in color bracket. Color scale represents degree of Trump approval, with each color corresponding to varying degrees of job approval from over 50% approval to under 30% approval. Overall, do you approve or disapprove about the way Donald Trump is handling his job as President?

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%	13%	8%	7%	28%	7%	49%	44%
US foreign policy	17%	12%	10%	9%	7%	38%	7%	40%	53%
Healthcare reform	15%	14%	11%	9%	7%	37%	6%	40%	54%
Employment and jobs	23%	14%	14%	8%	7%	26%	8%	50%	42%
Dealing with Congress	14%	12%	14%	9%	10%	34%	7%	40%	53%
Dealing with ISIS / ISIL	23%	11%	13%	8%	8%	28%	9%	48%	43%
International trade	18%	12%	14%	8%	8%	30%	10%	43%	47%
Taxation	18%	14%	11%	9%	7%	33%	7%	43%	50%
Corruption	13%	13%	12%	8%	6%	37%	11%	37%	52%
The environment	12%	13%	11%	9%	7%	38%	9%	36%	55%
Immigration	21%	12%	10%	6%	7%	39%	5%	43%	52%
The way he treats people like me	13%	11%	11%	8%	6%	43%	7%	36%	57%
The effort he is making to unify the country	14%	11%	12%	10%	7%	40%	7%	37%	56%

White House Exits

Of the following White House or Executive Branch staff members, who do you believe will be the next to resign or be terminated? Will it be...

	Yes
Jeff Sessions, Attorney General	19%
Rex Tillerson, Secretary of State	11%
Kellyanne Conway, Senior Counselor	7%
Sarah Sanders, Press Secretary	7%
John F. Kelly, Chief of Staff	5%
Stephen Miller, Senior Advisor for Policy	5%
Steve Mnuchin, Treasury Secretary	5%
Mike Pence, Vice President	4%
Hope Hicks, Director of Strategic Communications	4%
James Mattis, Secretary of Defense	4%
Gary Cohn, Director of White House Economic Council	4%
H.R. McMaster, National Security Advisor	4%
Wilbur Ross, Secretary of Commerce	2%

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Congressional Approval

Split Sampled

Overall, do you approve or disapprove about the way your Congressperson is handling their job as Representative?

	Total	Democrat	Republican	Independent
Strongly approve	10%	10%	13%	8%
Somewhat approve	35%	34%	42%	30%
Somewhat disapprove	21%	21%	24%	22%
Strongly disapprove	12%	15%	8%	12%
Don't know	21%	19%	13%	28%
TOTAL APPROVE	45%	45%	55%	39%
TOTAL DISAPPROVE	33%	36%	32%	33%

Overall, do you approve or disapprove about the way Congress as a whole is handling its job?

	Total	Democrat	Republican	Independent
Strongly approve	4%	3%	5%	0%
Somewhat approve	19%	17%	26%	16%
Somewhat disapprove	32%	32%	37%	32%
Strongly disapprove	30%	36%	24%	38%
Don't know	14%	12%	8%	13%
TOTAL APPROVE	23%	21%	31%	16%
TOTAL DISAPPROVE	63%	68%	62%	70%

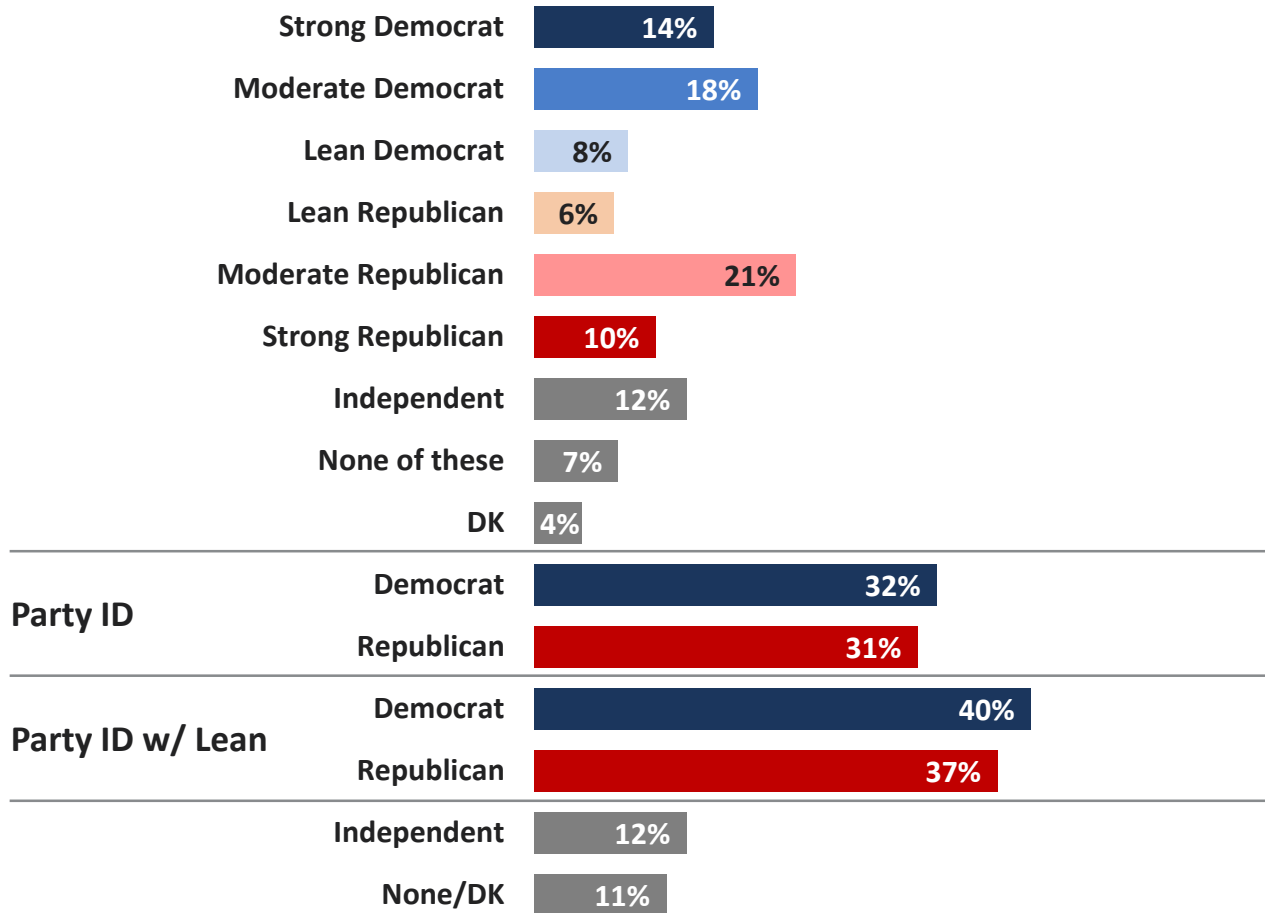
2018 Generic Congressional Ballot Question

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?

	Total	Democrat	Republican	Independent
Democratic candidate	37%	82%	3%	18%
Republican candidate	32%	3%	76%	13%
Candidate from another political party	3%	1%	3%	13%
Will not/do not plan to vote	11%	5%	6%	17%
Don't know / Refused	17%	8%	12%	39%

ALL ADULT AMERICANS

Political Identity



All Adults: n= 1,638

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., $Y|\theta \sim \text{bin}(n, \theta)$, 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 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:

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

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 weighting²

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

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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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.