Topline Findings

Ipsos/The University of Virginia Center for Politics

February 2018

These are the findings from an Ipsos poll conducted February 7-8, 2018 on behalf of the University of Virginia Center for Politics. For the survey, a sample of 1,004 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online, in English. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of ±3.5 percentage points for all respondents surveyed.

1. On a scale of 1 to 10, with 1 being terrible and 10 being excellent, how would you rate each of the following Presidents? - Mean Summary

	Total	Democrats	Republicans	Independents
John F. Kennedy (1961-1963)	6.56	7.09	6.2	6.62
Ronald Reagan (1981-1989)	6.29	5.15	8.03	6.21
Barack Obama (2009-2017)	6.15	8.65	3.47	6.11
Bill Clinton (1993-2001)	5.71	7.19	4.31	5.76
George H. W. Bush (1989-1993)	5.45	4.96	6.52	5.32
George W. Bush (2001-2009)	5.45	4.85	6.73	5.06
Dwight D. Eisenhower (1953-1961)	5	4.82	5.65	4.99
Jimmy Carter (1977-1981)	4.7	5.45	4.18	4.65
Gerald Ford (1974-1977)	4.45	4.33	5.03	4.23
Donald Trump (2017-)	4.2	2.14	7.2	3.77
Lyndon B. Johnson (1963-1969)	4.17	4.61	4.3	3.89
Richard Nixon (1969-1974)	3.8	3.3	4.74	3.7

2. On a scale of 1 to 10, with 1 being terrible and 10 being excellent, how would you rate each of the following Presidents? – Rank Order

	Total	Democrats	Republicans	Independents
1	John F. Kennedy	Barack Obama	Ronald Reagan	John F. Kennedy
2	Ronald Reagan	Bill Clinton	Donald Trump	Ronald Reagan
3	Barack Obama	John F. Kennedy	George W. Bush	Barack Obama
4	Bill Clinton	Jimmy Carter	George H. W. Bush	Bill Clinton
5	George H. W. Bush	Ronald Reagan	John F. Kennedy	George H. W. Bush
6	George W. Bush	George H. W. Bush	Dwight D. Eisenhower	George W. Bush
7	Dwight D. Eisenhower	George W. Bush	Gerald Ford	Dwight D. Eisenhower
8	Jimmy Carter	Dwight D. Eisenhower	Richard Nixon	Jimmy Carter
9	Gerald Ford	Lyndon B. Johnson	Bill Clinton	Gerald Ford
10	Donald Trump	Gerald Ford	Lyndon B. Johnson	Lyndon B. Johnson
11	Lyndon B. Johnson	Richard Nixon	Jimmy Carter	Donald Trump
12	Richard Nixon	Donald Trump	Barack Obama	Richard Nixon

3. On a scale of 1 to 10, with 1 being terrible and 10 being excellent, how would you rate each of the following Presidents? - Dwight D. Eisenhower (1953-1961)

	Total	Democrats	Republicans	Independents
10 - excellent	6%	4%	10%	4%
9	7%	6%	9%	6%
8	15%	12%	19%	15%
7	14%	17%	12%	15%
6	13%	14%	12%	10%
5	13%	13%	10%	17%
4	5%	5%	5%	6%
3	2%	1%	2%	3%
2	*	-	1%	-
1 – terrible	1%	2%	1%	*
Don't know	25%	26%	20%	23%

4. On a scale of 1 to 10, with 1 being terrible and 10 being excellent, how would you rate each of the following Presidents? - John F. Kennedy (1961-1963)

	Total	Democrats	Republicans	Independents
10 - excellent	14%	18%	9%	13%
9	12%	16%	9%	11%
8	19%	22%	15%	21%
7	18%	16%	21%	19%
6	12%	11%	14%	12%
5	9%	7%	11%	8%
4	3%	*	7%	3%
3	1%	1%	3%	1%
2	*	-	1%	-
1 – terrible	1%	1%	2%	1%
Don't know	11%	9%	8%	11%

5. On a scale of 1 to 10, with 1 being terrible and 10 being excellent, how would you rate each of the following Presidents? - Lyndon B. Johnson (1963-1969)

	Total	Democrats	Republicans	Independents
10 - excellent	3%	4%	3%	1%
9	3%	4%	4%	2%
8	7%	11%	7%	6%
7	11%	14%	10%	11%
6	14%	14%	17%	13%
5	15%	12%	15%	18%
4	9%	10%	7%	12%
3	5%	2%	10%	4%
2	2%	3%	3%	2%
1 – terrible	4%	1%	6%	7%
Don't know	25%	25%	20%	24%

Topline – continued –

6. On a scale of 1 to 10, with 1 being terrible and 10 being excellent, how would you rate each of the following Presidents? - Richard Nixon (1969-1974)

	Total	Democrats	Republicans	Independents
10 - excellent	2%	2%	4%	1%
9	2%	*	4%	1%
8	5%	3%	9%	5%
7	10%	9%	11%	11%
6	9%	7%	12%	8%
5	14%	11%	18%	14%
4	13%	13%	12%	14%
3	10%	10%	8%	12%
2	6%	11%	3%	6%
1 – terrible	14%	20%	8%	12%
Don't know	15%	13%	11%	16%

7. On a scale of 1 to 10, with 1 being terrible and 10 being excellent, how would you rate each of the following Presidents? - Gerald Ford (1974-1977)

	Total	Democrats	Republicans	Independents
10 - excellent	3%	3%	2%	1%
9	2%	1%	3%	2%
8	8%	6%	11%	6%
7	12%	12%	16%	9%
6	17%	18%	18%	21%
5	20%	19%	18%	22%
4	8%	9%	9%	6%
3	4%	3%	4%	3%
2	2%	2%	1%	3%
1 – terrible	3%	2%	2%	5%
Don't know	22%	24%	15%	22%

8. On a scale of 1 to 10, with 1 being terrible and 10 being excellent, how would you rate each of the following Presidents? - Jimmy Carter (1977-1981)

	Total	Democrats	Republicans	Independents
10 - excellent	4%	6%	2%	5%
9	4%	7%	3%	3%
8	10%	12%	10%	10%
7	14%	21%	9%	10%
6	12%	15%	8%	14%
5	14%	11%	16%	17%
4	9%	5%	11%	12%
3	5%	3%	8%	5%
2	4%	2%	8%	3%
1 – terrible	7%	2%	14%	6%
Don't know	16%	17%	11%	15%

9. On a scale of 1 to 10, with 1 being terrible and 10 being excellent, how would you rate each of the following Presidents? - Ronald Reagan (1981-1989)

	Total	Democrats	Republicans	Independents
10 - excellent	17%	5%	35%	13%
9	11%	5%	18%	11%
8	14%	8%	19%	15%
7	14%	17%	10%	15%
6	9%	13%	5%	10%
5	10%	13%	4%	14%
4	6%	12%	1%	3%
3	4%	8%	3%	3%
2	3%	5%	*	2%
1 – terrible	3%	5%	-	4%
Don't know	9%	9%	4%	9%

Topline – continued –

10. On a scale of 1 to 10, with 1 being terrible and 10 being excellent, how would you rate each of the following Presidents? - George H. W. Bush (1989-1993)

	Total	Democrats	Republicans	Independents
10 - excellent	5%	3%	9%	4%
9	6%	5%	9%	4%
8	11%	5%	22%	7%
7	16%	13%	22%	18%
6	15%	16%	12%	17%
5	15%	19%	10%	19%
4	11%	16%	4%	12%
3	7%	9%	4%	7%
2	3%	3%	2%	2%
1 – terrible	5%	6%	3%	5%
Don't know	7%	6%	4%	5%

11. On a scale of 1 to 10, with 1 being terrible and 10 being excellent, how would you rate each of the following Presidents? - Bill Clinton (1993-2001)

	Total	Democrats	Republicans	Independents
10 - excellent	7%	11%	2%	6%
9	6%	10%	3%	7%
8	16%	29%	6%	15%
7	15%	22%	10%	11%
6	13%	11%	14%	19%
5	10%	8%	11%	12%
4	9%	3%	13%	10%
3	7%	2%	13%	7%
2	4%	*	9%	3%
1 – terrible	8%	1%	18%	5%
Don't know	4%	1%	1%	3%

12. On a scale of 1 to 10, with 1 being terrible and 10 being excellent, how would you rate each of the following Presidents? - George W. Bush (2001-2009)

	Total	Democrats	Republicans	Independents
10 - excellent	5%	2%	11%	4%
9	5%	2%	12%	1%
8	11%	5%	17%	9%
7	17%	13%	23%	16%
6	17%	20%	14%	17%
5	12%	13%	8%	15%
4	10%	15%	5%	13%
3	8%	13%	3%	9%
2	4%	5%	3%	4%
1 – terrible	7%	9%	3%	8%
Don't know	4%	1%	1%	4%

13. On a scale of 1 to 10, with 1 being terrible and 10 being excellent, how would you rate each of the following Presidents? - Barack Obama (2009-2017)

	Total	Democrats	Republicans	Independents
10 - excellent	21%	40%	4%	14%
9	13%	23%	4%	12%
8	12%	18%	4%	16%
7	9%	11%	6%	10%
6	6%	5%	7%	9%
5	7%	1%	10%	10%
4	3%	*	6%	5%
3	5%	*	10%	6%
2	4%	*	9%	3%
1 – terrible	17%	1%	41%	12%
Don't know	2%	-	1%	2%

14. On a scale of 1 to 10, with 1 being terrible and 10 being excellent, how would you rate each of the following Presidents? - Donald Trump (2017-)

	Total	Democrats	Republicans	Independents
10 - excellent	11%	3%	26%	6%
9	7%	1%	15%	4%
8	7%	1%	15%	7%
7	8%	3%	15%	8%
6	5%	2%	8%	5%
5	7%	4%	6%	11%
4	4%	6%	2%	5%
3	4%	4%	1%	6%
2	5%	7%	2%	5%
1 – terrible	41%	69%	8%	41%
Don't know	3%	*	2%	3%

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15. Assuming they were all alive and could legally serve, which of the following would you choose to serve as President right now?

	Total	Democrats	Republicans	Independents
Barack Obama	31%	58%	3%	27%
Ronald Reagan	22%	4%	44%	23%
John F. Kennedy	16%	19%	9%	18%
Donald Trump	9%	1%	24%	4%
Bill Clinton	5%	10%	*	6%
Dwight D. Eisenhower	2%	1%	3%	4%
George W. Bush	2%	*	5%	1%
Jimmy Carter	2%	2%	1%	3%
George H. W. Bush	1%	*	3%	-
Gerald Ford	1%	1%	1%	1%
Lyndon B. Johnson	1%	*	1%	1%
Richard Nixon	1%	-	1%	1%
None of these	3%	2%	2%	5%
Don't know	4%	2%	3%	5%

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

	Total	Democrats	Republicans	Independents
The Democratic candidate	42%	90%	4%	29%
The Republican candidate	33%	1%	87%	18%
Other candidate	4%	1%	1%	14%
Do not plan to vote	8%	3%	1%	13%
Don't know	14%	6%	7%	26%

17. Party ID

	Total	Democrats	Republicans	Independents
Democrat (Net)	36%	100%	-	-
Strong Democrat	14%	40%	-	-
Moderate Democrat	13%	36%	-	-
Lean Democrat	9%	25%	-	-
Republican (Net)	32%	-	100%	-
Lean Republican	6%	-	20%	-
Moderate Republican	13%	-	41%	-
Strong Republican	12%	-	39%	-
Independent	23%	-	-	100%
Other	2%	-	-	-
Don't know/Refuse	7%	-	-	-

About the Study

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, region, race/ethnicity and income.

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 ± 3.5 percentage points for all respondents (see link below for more info on Ipsos online polling "Credibility Intervals"). The poll has a credibility interval of ± 5.8 percentage points for Democrats, ± 6.2 percentage points for Republicans, ± 7.4 percentage points for Independents. 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=1,004, DEFF=1.5, adjusted Confidence Interval=5.0).

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.

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