



REUTERS



Ipsos

Ipsos Poll Conducted for Reuters

# Core Political Data

08.29.2018

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GAME CHANGERS



Ipsos

# IPSOS POLL CONDUCTED FOR REUTERS

## Core Political Data

These are findings from an Ipsos poll conducted

*for*



**REUTERS**

*date*

August 22 - August 28, 2018



For the survey,

*a sample of*

3,550  
Americans

*including*

2,920 Registered voters  
1,292 Democrats  
1,123 Republicans  
338 Independents

*ages*

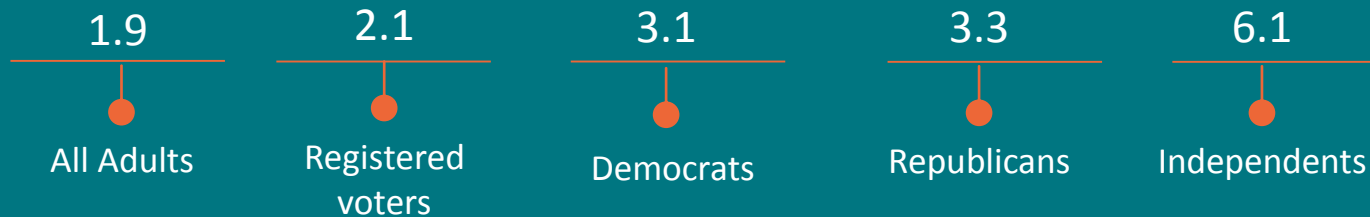
18+

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



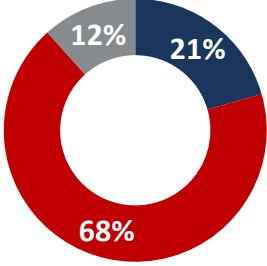
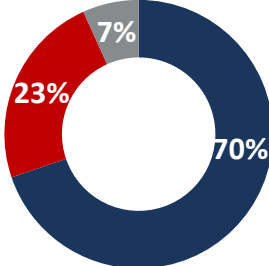
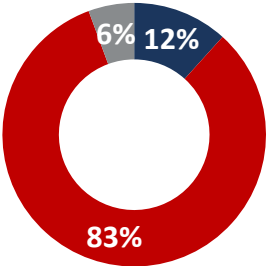
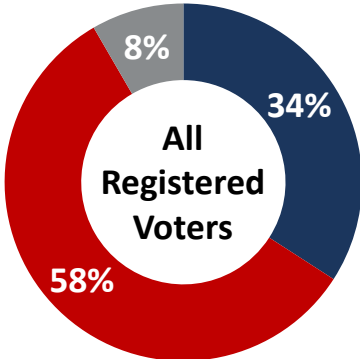
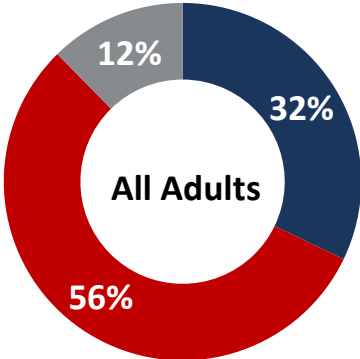
For more information about credibility intervals, please see the appendix.

# 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 nonprobability 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/>*

# 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?



**Registered Voters:  
Democrats**

**Registered Voters:  
Republicans**

**Registered Voters:  
Independents**

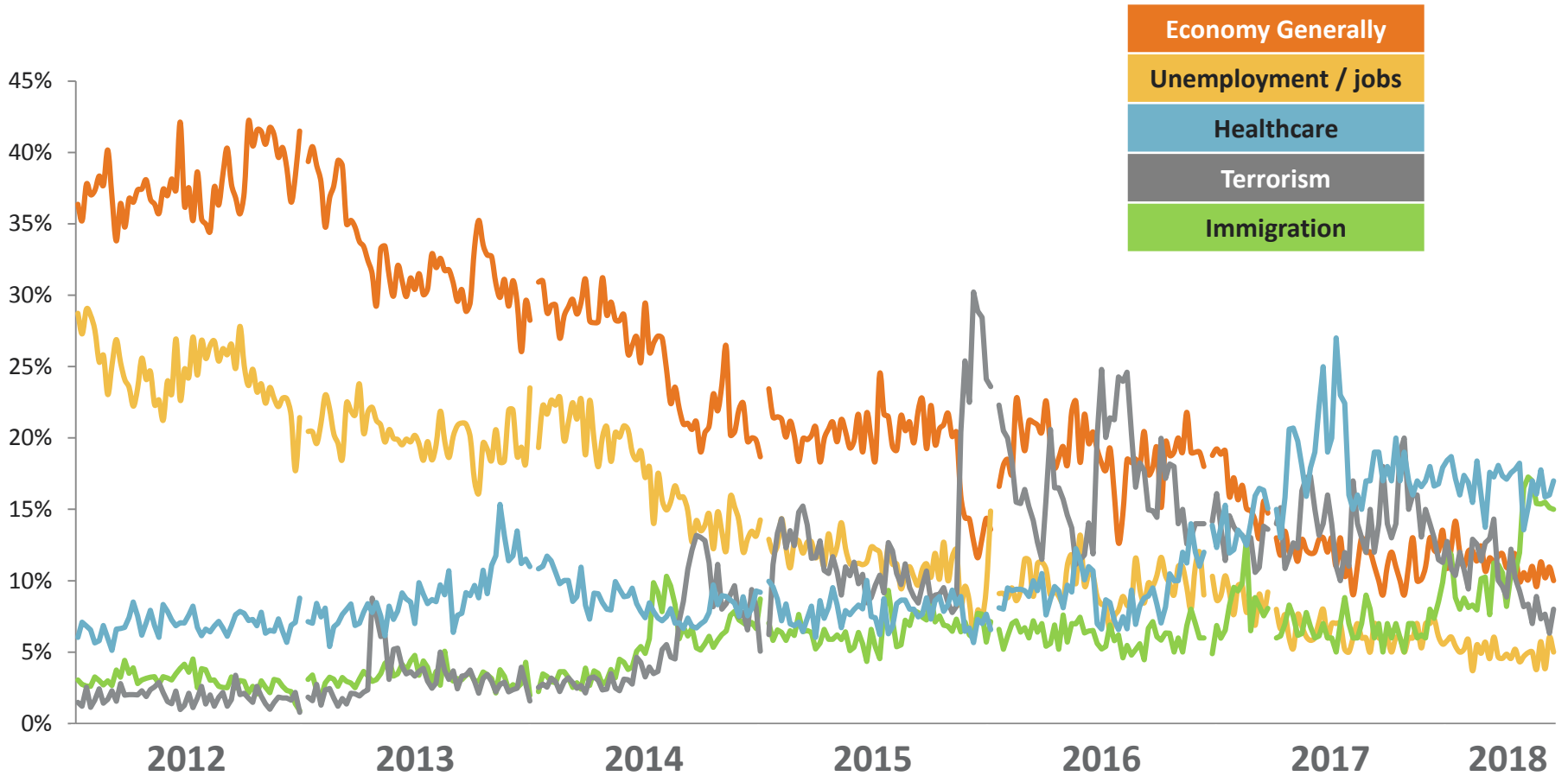
# Main Problem Facing America

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

	All Adults	Registered Voters	Registered Voters: Democrat	Registered Voters: Republican	Registered Voters: Independent
<b>Economy generally</b>	<b>10%</b>	<b>10%</b>	<b>9%</b>	<b>11%</b>	<b>13%</b>
<b>Unemployment / lack of jobs</b>	<b>5%</b>	<b>4%</b>	<b>4%</b>	<b>3%</b>	<b>4%</b>
<b>War / foreign conflicts</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>
<b>Immigration</b>	<b>15%</b>	<b>17%</b>	<b>10%</b>	<b>29%</b>	<b>12%</b>
<b>Terrorism / terrorist attacks</b>	<b>8%</b>	<b>8%</b>	<b>6%</b>	<b>11%</b>	<b>4%</b>
<b>Healthcare</b>	<b>17%</b>	<b>18%</b>	<b>24%</b>	<b>11%</b>	<b>19%</b>
<b>Energy issues</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>2%</b>
<b>Morality</b>	<b>9%</b>	<b>10%</b>	<b>8%</b>	<b>13%</b>	<b>9%</b>
<b>Education</b>	<b>7%</b>	<b>6%</b>	<b>8%</b>	<b>4%</b>	<b>6%</b>
<b>Crime</b>	<b>8%</b>	<b>7%</b>	<b>6%</b>	<b>7%</b>	<b>6%</b>
<b>Environment</b>	<b>4%</b>	<b>4%</b>	<b>6%</b>	<b>1%</b>	<b>7%</b>
<b>Don't know</b>	<b>4%</b>	<b>3%</b>	<b>2%</b>	<b>2%</b>	<b>4%</b>
<b>Other</b>	<b>9%</b>	<b>10%</b>	<b>12%</b>	<b>6%</b>	<b>11%</b>

ALL ADULT AMERICANS

# Main Problem Facing America



# DONALD TRUMP



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

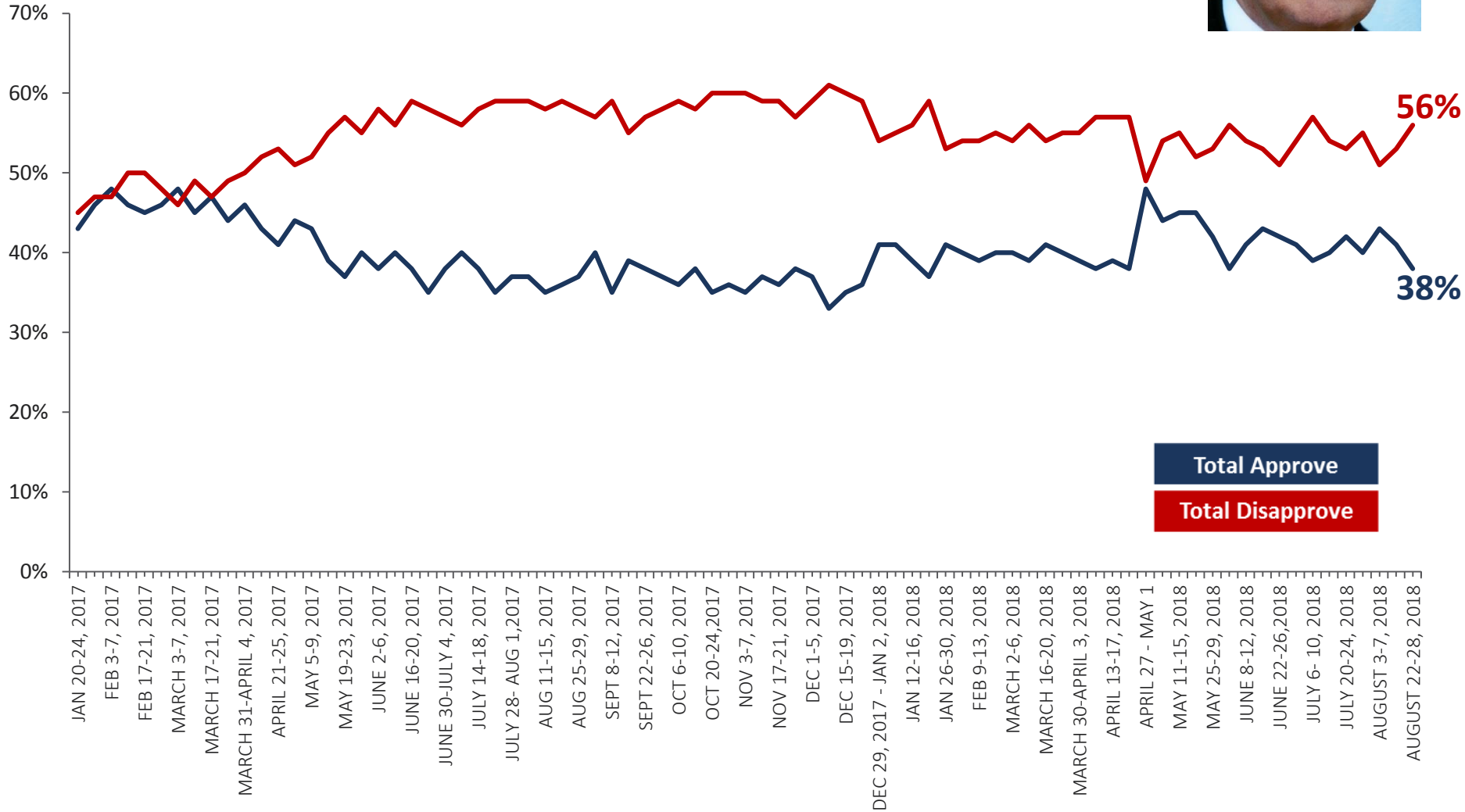
Is that strongly (approve/disapprove) or somewhat (approve/disapprove)? (Asked of those who selected “approve” or “disapprove”)  
 Q2b. If you had to choose, do you lean more towards approve or disapprove? (Asked of those who selected “don’t know”)

	All Adults	All Registered Voters	Registered Voters: Democrat	Registered Voters: Republican	Registered Voters: Independent
<b>Strongly approve</b>	21%	23%	7%	48%	14%
<b>Somewhat approve</b>	14%	15%	5%	30%	11%
<b>Lean towards approve</b>	2%	2%	1%	3%	2%
<b>Lean towards disapprove</b>	2%	1%	1%	1%	1%
<b>Somewhat disapprove</b>	12%	12%	12%	9%	18%
<b>Strongly disapprove</b>	42%	43%	73%	6%	48%
<b>Not sure</b>	6%	3%	1%	2%	5%
<b>TOTAL APPROVE</b>	<b>38%</b>	<b>40%</b>	<b>12%</b>	<b>81%</b>	<b>27%</b>
<b>TOTAL DISAPPROVE</b>	<b>56%</b>	<b>57%</b>	<b>87%</b>	<b>16%</b>	<b>67%</b>



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	22%	13%	12%	9%	7%	28%	9%	47%	44%
US foreign policy	18%	11%	10%	8%	7%	37%	9%	39%	52%
Healthcare reform	15%	12%	10%	8%	8%	38%	9%	37%	54%
Employment and jobs	24%	12%	13%	8%	7%	27%	9%	49%	42%
Dealing with Congress	15%	12%	10%	9%	8%	35%	10%	37%	53%
Dealing with ISIS / ISIL	21%	12%	12%	8%	6%	30%	12%	44%	44%
International trade	18%	11%	10%	8%	7%	36%	10%	39%	51%
Taxation	18%	11%	10%	9%	7%	33%	10%	40%	50%
Corruption	15%	9%	10%	8%	6%	40%	11%	34%	55%
The environment	13%	11%	10%	9%	6%	39%	11%	34%	55%
Immigration	22%	10%	8%	6%	6%	40%	8%	40%	52%
The way he treats people like me	17%	10%	8%	7%	6%	42%	10%	35%	55%
The effort he is making to unify the country	17%	10%	10%	8%	6%	40%	9%	37%	54%
Russia	15%	10%	10%	9%	6%	40%	10%	35%	55%

ALL ADULT AMERICANS

# 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...

	<b>Yes</b>
<b>Jeff Sessions, Attorney General</b>	<b>19%</b>
<b>Sarah Sanders, Press Secretary</b>	<b>10%</b>
<b>Betsy DeVos, Secretary of Education</b>	<b>8%</b>
<b>John F. Kelly, Chief of Staff</b>	<b>8%</b>
<b>Jared Kushner, Senior Adviser to the President</b>	<b>7%</b>
<b>Kellyanne Conway, Senior Counselor</b>	<b>6%</b>
<b>Mike Pompeo, Secretary of State</b>	<b>5%</b>
<b>Mike Pence, Vice President</b>	<b>4%</b>
<b>John R. Bolton, National Security Advisor</b>	<b>4%</b>
<b>Kirstjen Nielsen, Secretary of Homeland Security</b>	<b>3%</b>
<b>Bill Shine, White House Communications Director</b>	<b>3%</b>
<b>Steve Mnuchin, Treasury Secretary</b>	<b>3%</b>
<b>Nikki Haley, U.N. Ambassador</b>	<b>3%</b>
<b>Stephen Miller, Senior Advisor for Policy</b>	<b>3%</b>
<b>James Mattis, Secretary of Defense</b>	<b>2%</b>
<b>Wilbur Ross, Secretary of Commerce</b>	<b>2%</b>
<b>Robert Lighthizer, Trade Representative</b>	<b>2%</b>
<b>Sonny Perdue, Agriculture Secretary</b>	<b>2%</b>

# Congressional Approval

Split Sampled

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

	All Adults	Registered Voters	Registered Voters: Democrat	Registered Voters: Republican	Registered Voters: Independent
Strongly approve	14%	16%	19%	19%	3%
Somewhat approve	29%	32%	31%	37%	30%
Somewhat disapprove	18%	20%	20%	17%	25%
Strongly disapprove	15%	15%	16%	12%	19%
Don't know	24%	18%	14%	16%	23%
<b>TOTAL APPROVE</b>	<b>43%</b>	<b>48%</b>	<b>49%</b>	<b>56%</b>	<b>33%</b>
<b>TOTAL DISAPPROVE</b>	<b>33%</b>	<b>34%</b>	<b>36%</b>	<b>28%</b>	<b>44%</b>

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

	All Adults	Registered Voters	Registered Voters: Democrat	Registered Voters: Republican	Registered Voters: Independent
Strongly approve	6%	6%	6%	7%	2%
Somewhat approve	17%	17%	12%	26%	12%
Somewhat disapprove	34%	36%	34%	40%	36%
Strongly disapprove	30%	32%	42%	19%	36%
Don't know	13%	9%	6%	7%	14%
<b>TOTAL APPROVE</b>	<b>23%</b>	<b>23%</b>	<b>18%</b>	<b>33%</b>	<b>14%</b>
<b>TOTAL DISAPPROVE</b>	<b>64%</b>	<b>68%</b>	<b>76%</b>	<b>60%</b>	<b>72%</b>

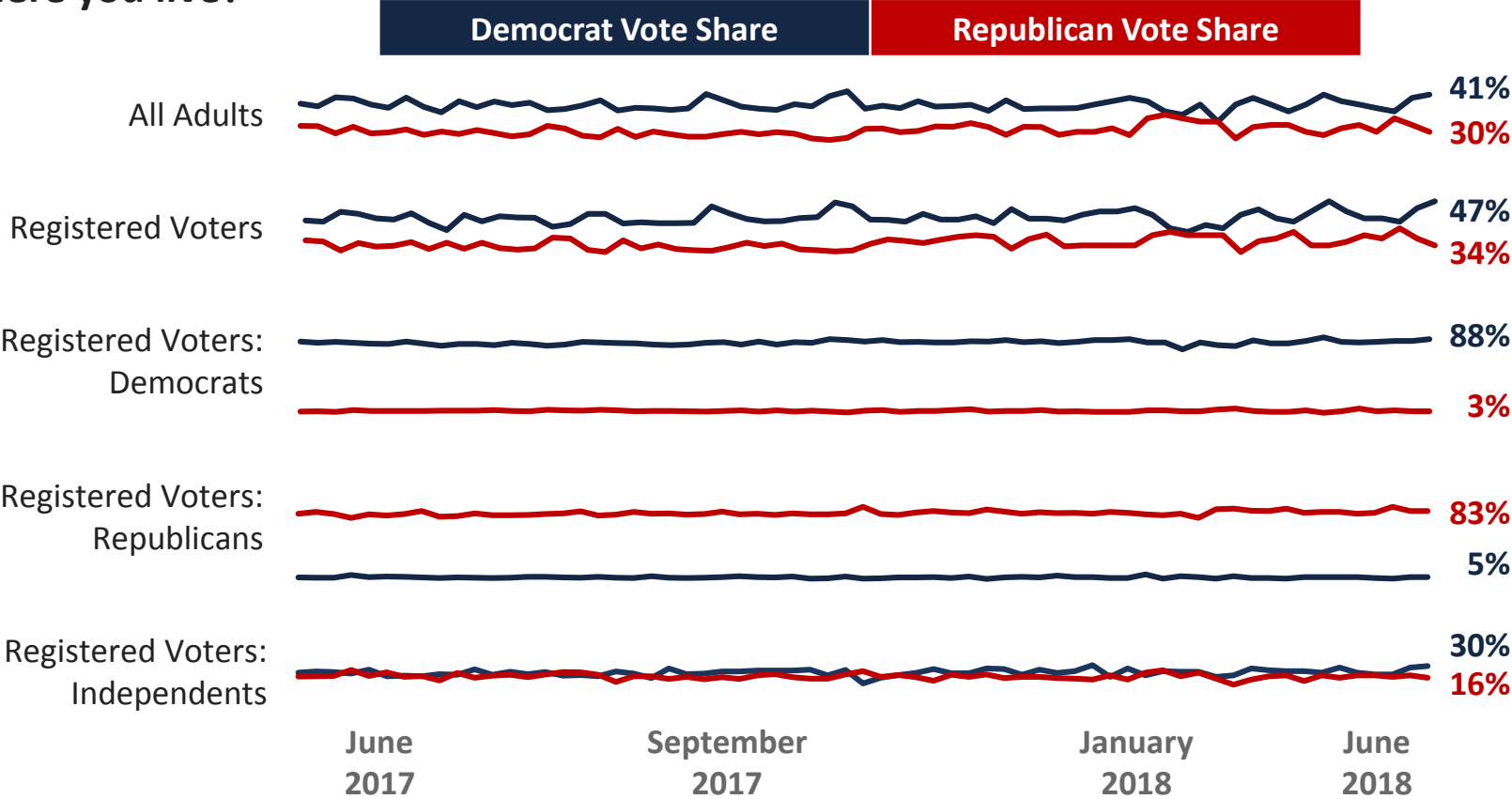
# 2018 Generic Congressional Ballot Question

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	41%	47%	88%	5%	30%
Republican candidate	30%	34%	3%	83%	16%
Candidate from another political party	4%	4%	1%	3%	16%
Will not/do not plan to vote	11%	4%	1%	2%	11%
Don't know / Refused	14%	12%	6%	7%	28%

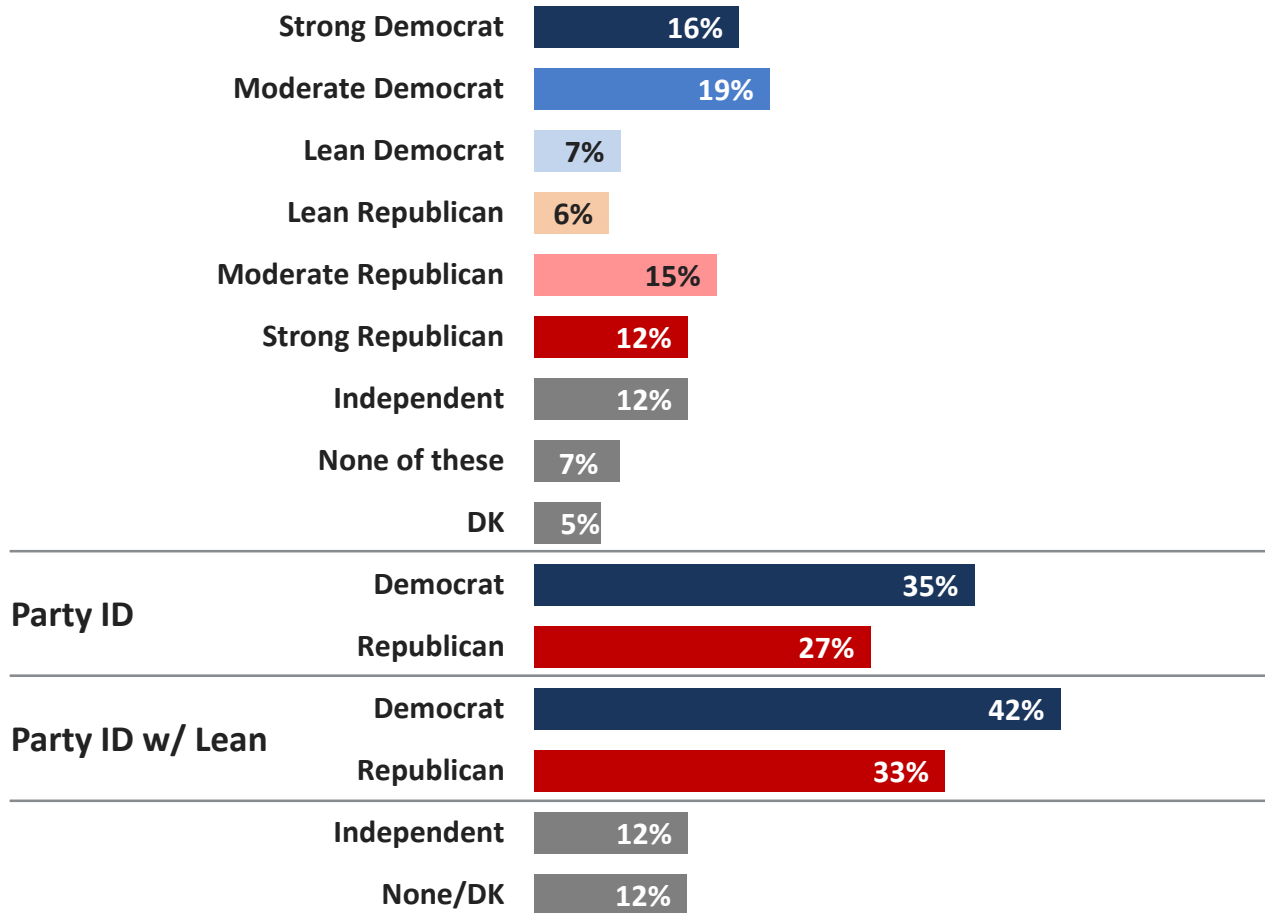
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Thinking about the elections in 2018, if the election for U.S. Congress were held today, would you vote for the Democratic candidate or the Republican candidate in your district where you live?



ALL ADULT AMERICANS

# Political Identity



All Adults: n = 3,550

# 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  $\theta$  is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for  $\theta$  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 weighting<sup>2</sup>

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

<sup>1</sup> *Bayesian Data Analysis, Second Edition*, Andrew Gelman, John B. Carlin, Hal S. Stern, Donald B. Rubin, Chapman & Hall/CRC | ISBN: 158488388X | 2003

<sup>2</sup> Kish, L. (1992). *Weighting for unequal Pi*. *Journal of Official Statistics*, 8, 2, 183200.

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## GAME CHANGERS

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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 specialization, 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 caliber of people who have the ability and desire to influence and shape the future.

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