



REUTERS



Ipsos

Ipsos Poll Conducted for Reuters

Core Political Data

08.08.2018

© 2018 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

GAME CHANGERS



Ipsos

IPSOS POLL CONDUCTED FOR REUTERS

Core Political Data

These are findings from an Ipsos poll conducted

for



REUTERS

date

August 3-August 7, 2018



For the survey,

a sample of

1,774

Americans

including

1,479

Registered voters

627

Democrats

610

Republicans

179

Independents

ages

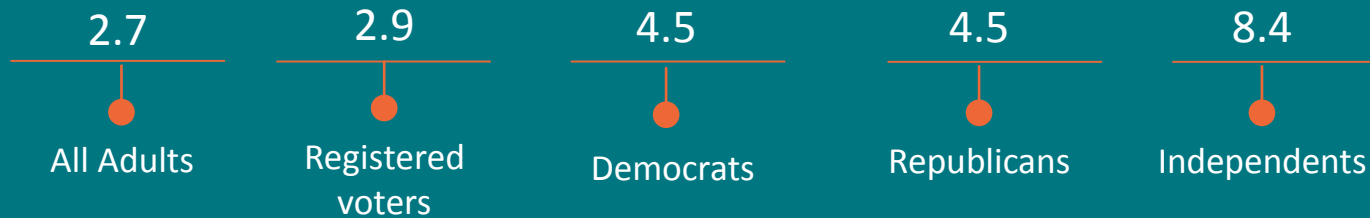
18+

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



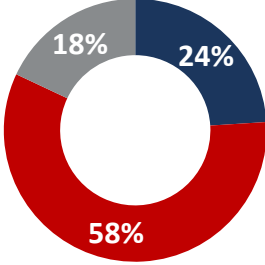
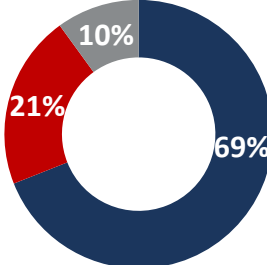
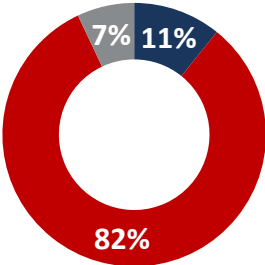
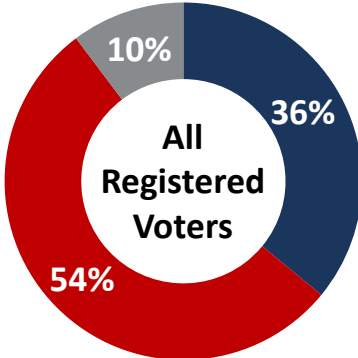
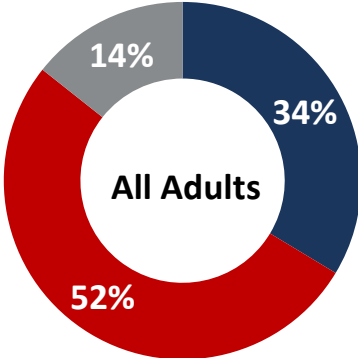
For more information about credibility intervals, please see the appendix.

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

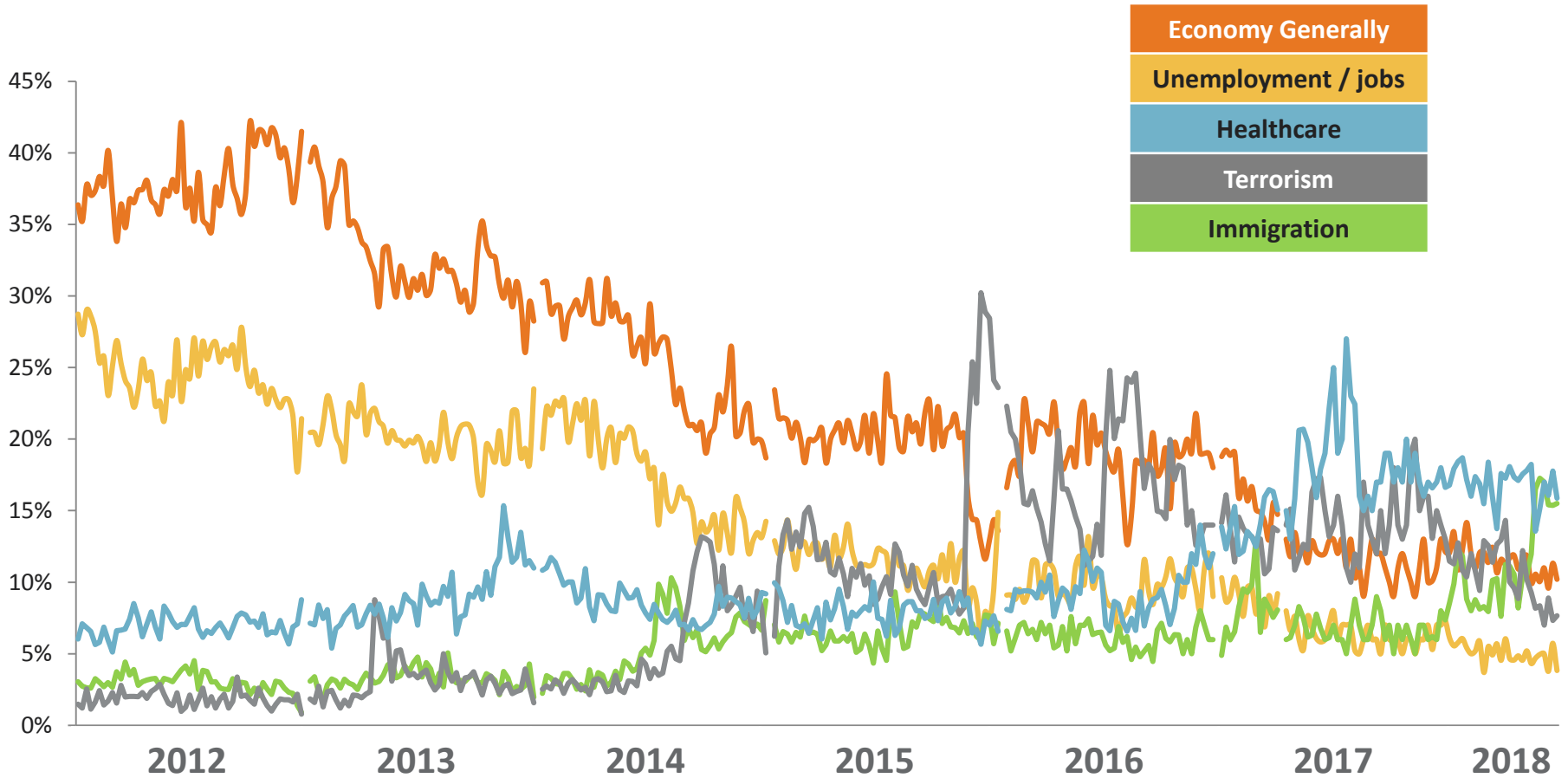
Main Problem Facing America

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
Economy generally	10%	11%	12%	10%	10%
Unemployment / lack of jobs	4%	3%	3%	3%	5%
War / foreign conflicts	4%	4%	3%	4%	6%
Immigration	16%	17%	8%	29%	10%
Terrorism / terrorist attacks	8%	8%	7%	10%	5%
Healthcare	16%	17%	20%	14%	19%
Energy issues	1%	1%	1%	0%	0%
Morality	9%	9%	8%	10%	9%
Education	5%	5%	6%	4%	6%
Crime	8%	7%	8%	5%	6%
Environment	5%	5%	7%	1%	8%
Don't know	4%	2%	1%	2%	4%
Other	12%	13%	15%	8%	12%

ALL ADULT AMERICANS

Main Problem Facing America



DONALD TRUMP



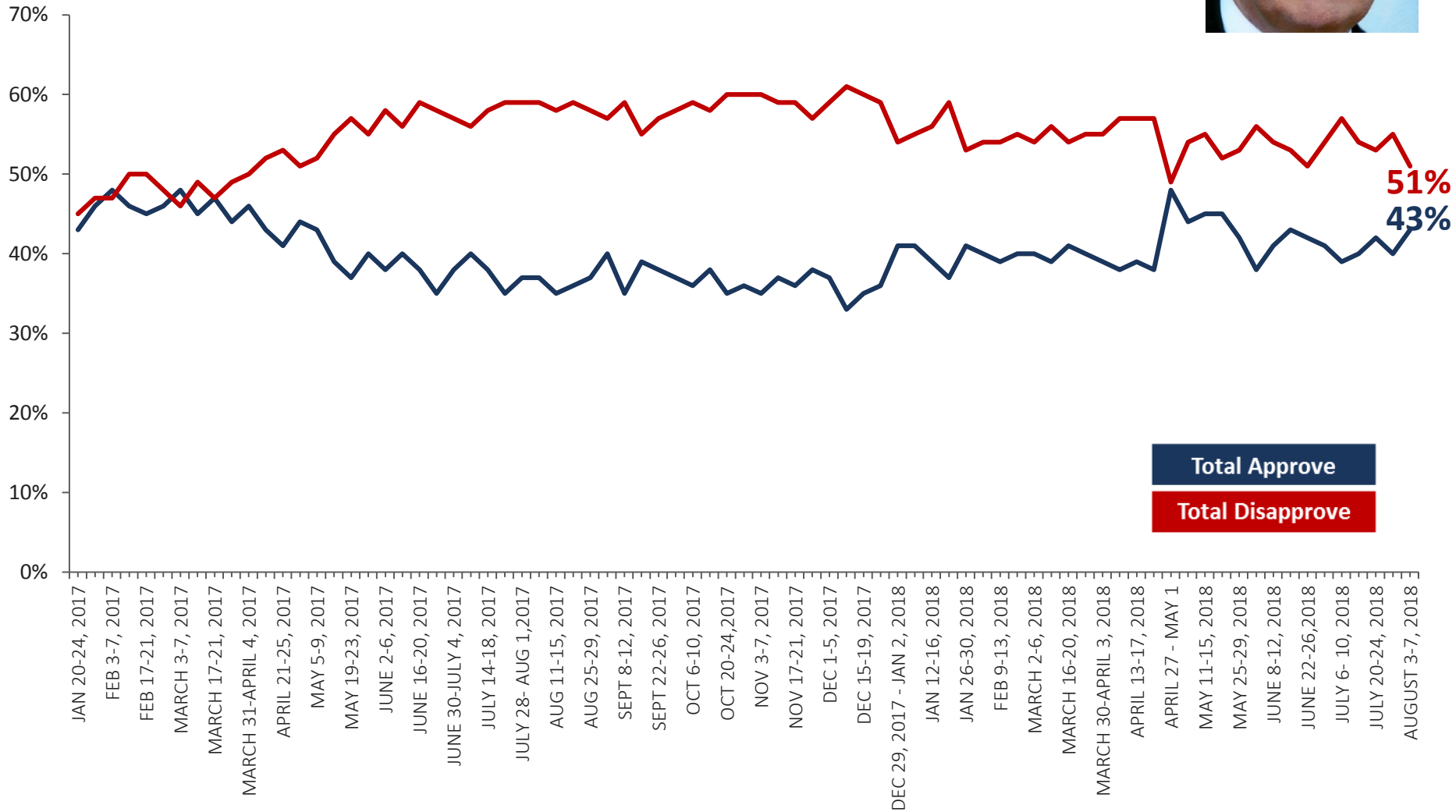
Overall, do you approve or disapprove about the way Donald Trump is handling his job as President?

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
Strongly approve	22%	23%	4%	49%	10%
Somewhat approve	18%	18%	6%	32%	17%
Lean towards approve	4%	4%	1%	5%	7%
Lean towards disapprove	2%	2%	2%	1%	2%
Somewhat disapprove	11%	11%	14%	7%	13%
Strongly disapprove	38%	40%	71%	4%	41%
Not sure	6%	3%	1%	2%	10%
TOTAL APPROVE	43%	45%	11%	86%	34%
TOTAL DISAPPROVE	51%	52%	88%	12%	56%

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	26%	13%	10%	8%	7%	27%	9%	49%	42%
US foreign policy	20%	13%	8%	8%	7%	34%	10%	41%	49%
Healthcare reform	16%	13%	11%	9%	7%	33%	10%	41%	50%
Employment and jobs	26%	13%	11%	9%	8%	24%	10%	50%	40%
Dealing with Congress	16%	15%	10%	9%	8%	32%	10%	40%	49%
Dealing with ISIS / ISIL	23%	14%	10%	7%	8%	27%	12%	46%	41%
International trade	19%	12%	9%	9%	7%	33%	11%	40%	49%
Taxation	19%	14%	9%	9%	7%	31%	11%	42%	47%
Corruption	16%	13%	10%	8%	7%	35%	12%	39%	50%
The environment	13%	13%	11%	9%	6%	36%	11%	37%	52%
Immigration	24%	11%	8%	7%	5%	37%	8%	43%	49%
The way he treats people like me	17%	12%	10%	7%	7%	38%	9%	39%	52%
The effort he is making to unify the country	19%	13%	10%	7%	6%	36%	9%	42%	49%
Russia	16%	13%	9%	9%	7%	36%	11%	37%	52%

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...

	Yes
Jeff Sessions, Attorney General	16%
Sarah Sanders, Press Secretary	11%
Betsy DeVos, Secretary of Education	8%
Jared Kushner, Senior Adviser to the President	7%
John F. Kelly, Chief of Staff	7%
Mike Pompeo, Secretary of State	6%
Mike Pence, Vice President	6%
Kellyanne Conway, Senior Counselor	4%
Kirstjen Nielsen, Secretary of Homeland Security	3%
James Mattis, Secretary of Defense	3%
Steve Mnuchin, Treasury Secretary	3%
John R. Bolton, National Security Advisor	3%
Stephen Miller, Senior Advisor for Policy	3%
Nikki Haley, U.N. Ambassador	3%
Robert Lighthizer, Trade Representative	2%
Wilbur Ross, Secretary of Commerce	2%
Sonny Perdue, Agriculture Secretary	2%
Bill Shine, White House Communications Director	2%

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	10%	11%	12%	16%	1%
Somewhat approve	33%	35%	35%	40%	27%
Somewhat disapprove	17%	18%	20%	16%	23%
Strongly disapprove	14%	14%	17%	11%	12%
Don't know	26%	21%	16%	18%	36%
TOTAL APPROVE	42%	46%	47%	55%	28%
TOTAL DISAPPROVE	31%	32%	37%	27%	36%

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	4%	5%	7%	6%	0%
Somewhat approve	17%	19%	9%	27%	24%
Somewhat disapprove	32%	34%	35%	38%	19%
Strongly disapprove	33%	35%	43%	23%	48%
Don't know	13%	7%	6%	5%	9%
TOTAL APPROVE	22%	24%	16%	33%	24%
TOTAL DISAPPROVE	65%	69%	78%	61%	67%

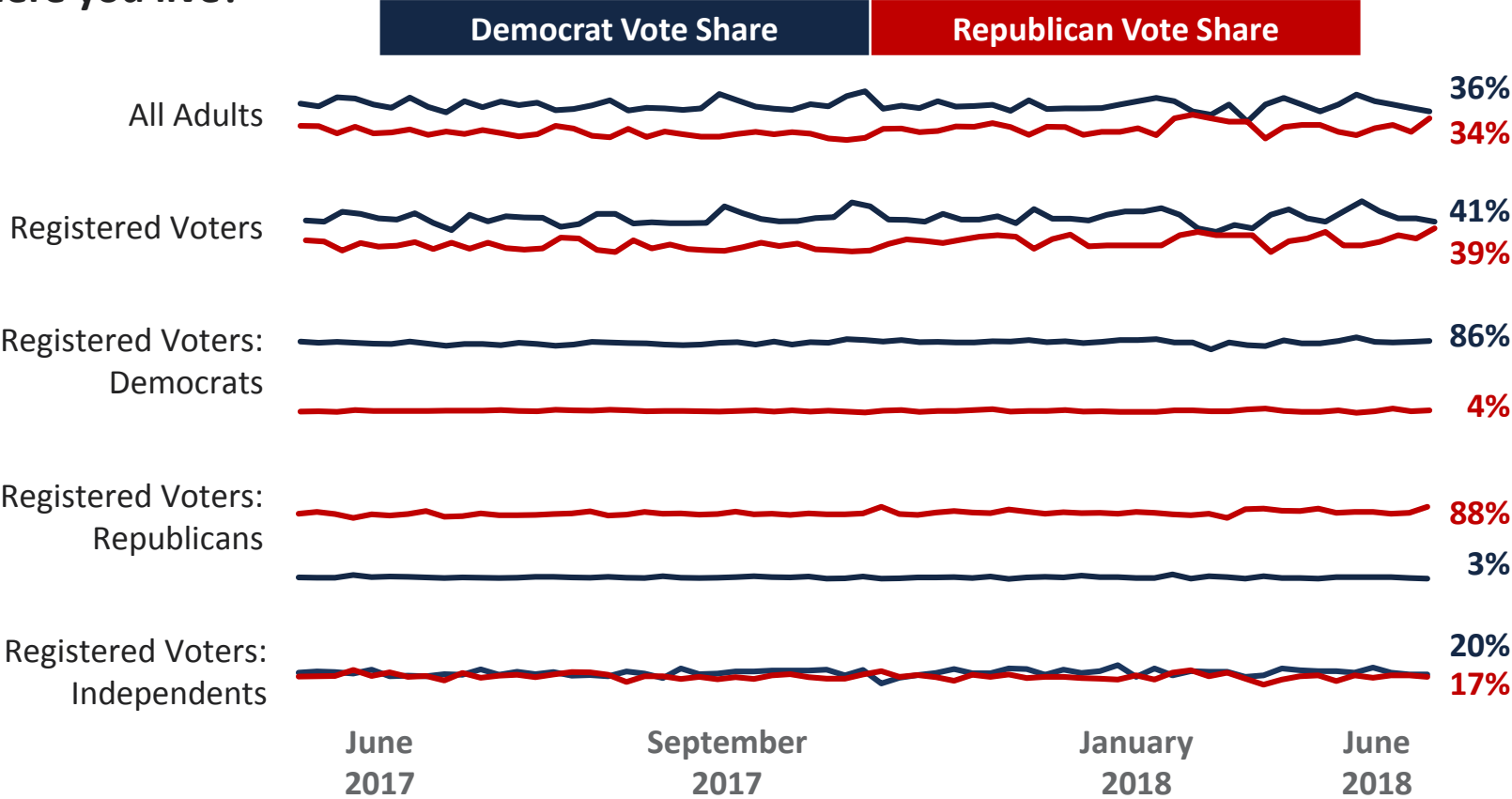
2018 Generic Congressional Ballot Question

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	36%	41%	86%	3%	20%
Republican candidate	34%	39%	4%	88%	17%
Candidate from another political party	5%	5%	1%	2%	28%
Will not/do not plan to vote	12%	3%	1%	1%	5%
Don't know / Refused	13%	12%	8%	7%	30%

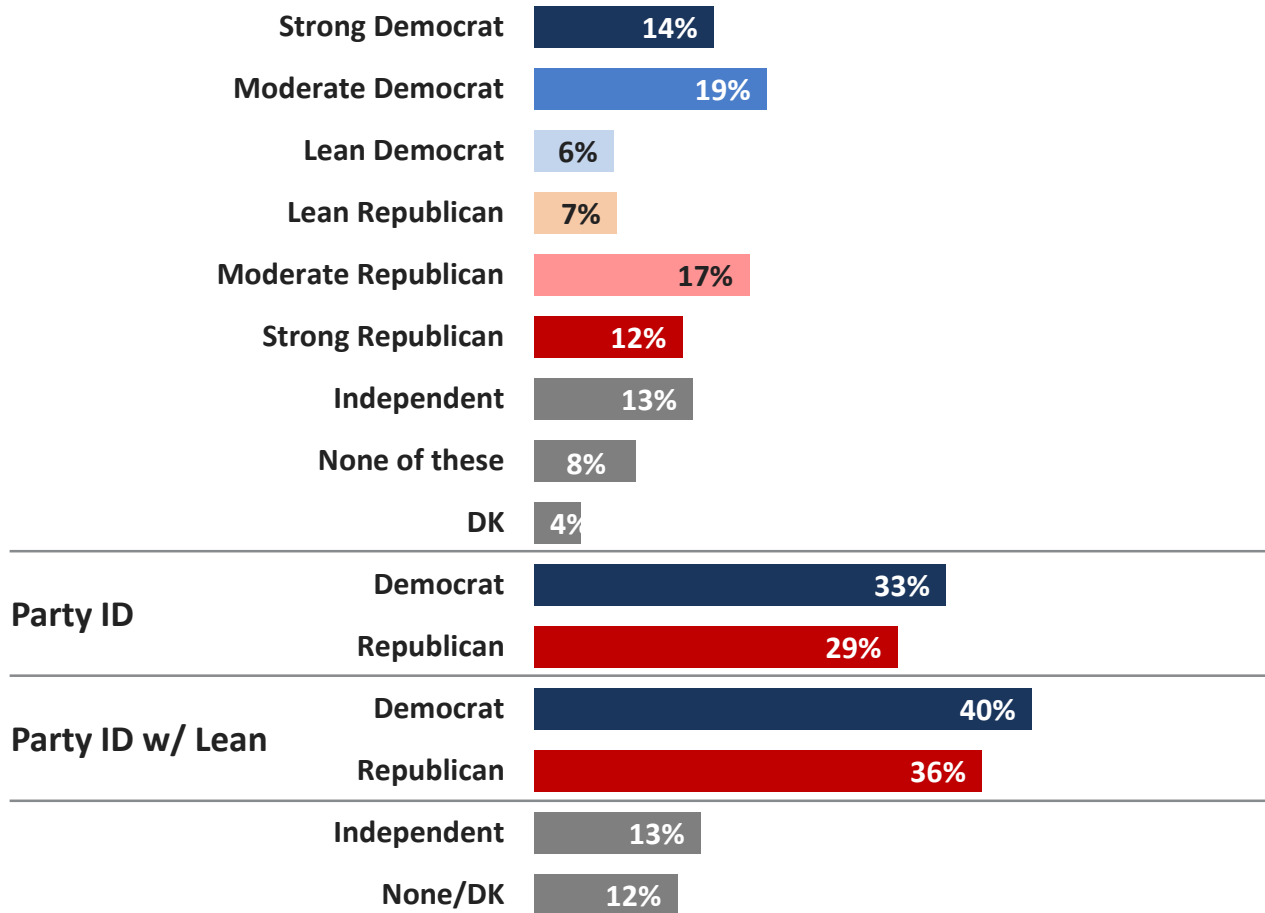
2018 Generic Congressional Ballot Question

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 ADULT AMERICANS

Political Identity



All Adults: n= 1,774

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 Bayesian¹ 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.

ABOUT IPSOS

Ipsos ranks third in the global research industry. With a strong presence in 89 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

Ipsos is listed on Eurolist – NYSE – Euronext. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA,
Bloomberg IPS:FP

www.ipsos.com

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 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.

“GAME CHANGERS” – our tagline – summarizes our ambition.