



REUTERS



Ipsos

Ipsos Poll Conducted for Reuters

# Core Political Data

01.16.2019

© 2019 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*

January 9-15, 2019

For the survey,

*a sample of*

3,363

Americans

*including*

1,439

Democrats

1,159

Republicans

438

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.

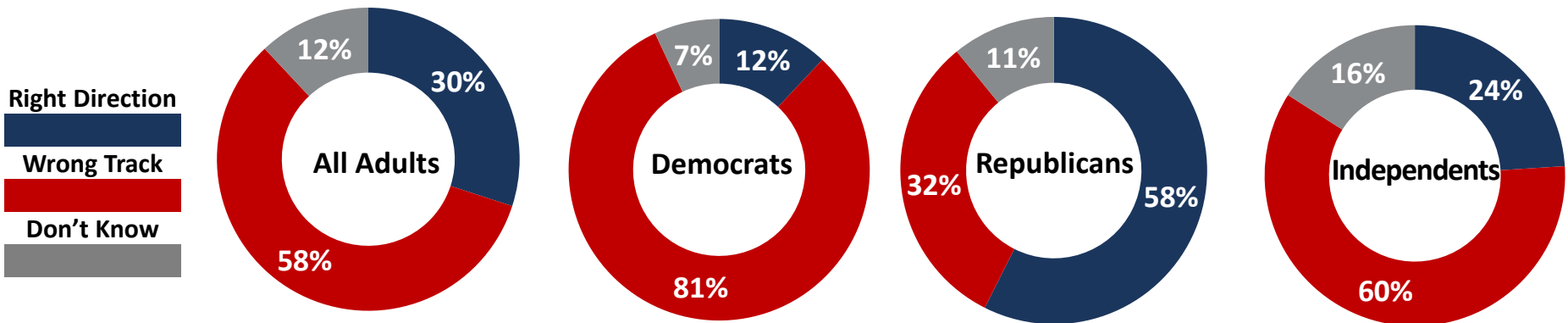
# Core Political Data

- 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?



ALL ADULT AMERICANS

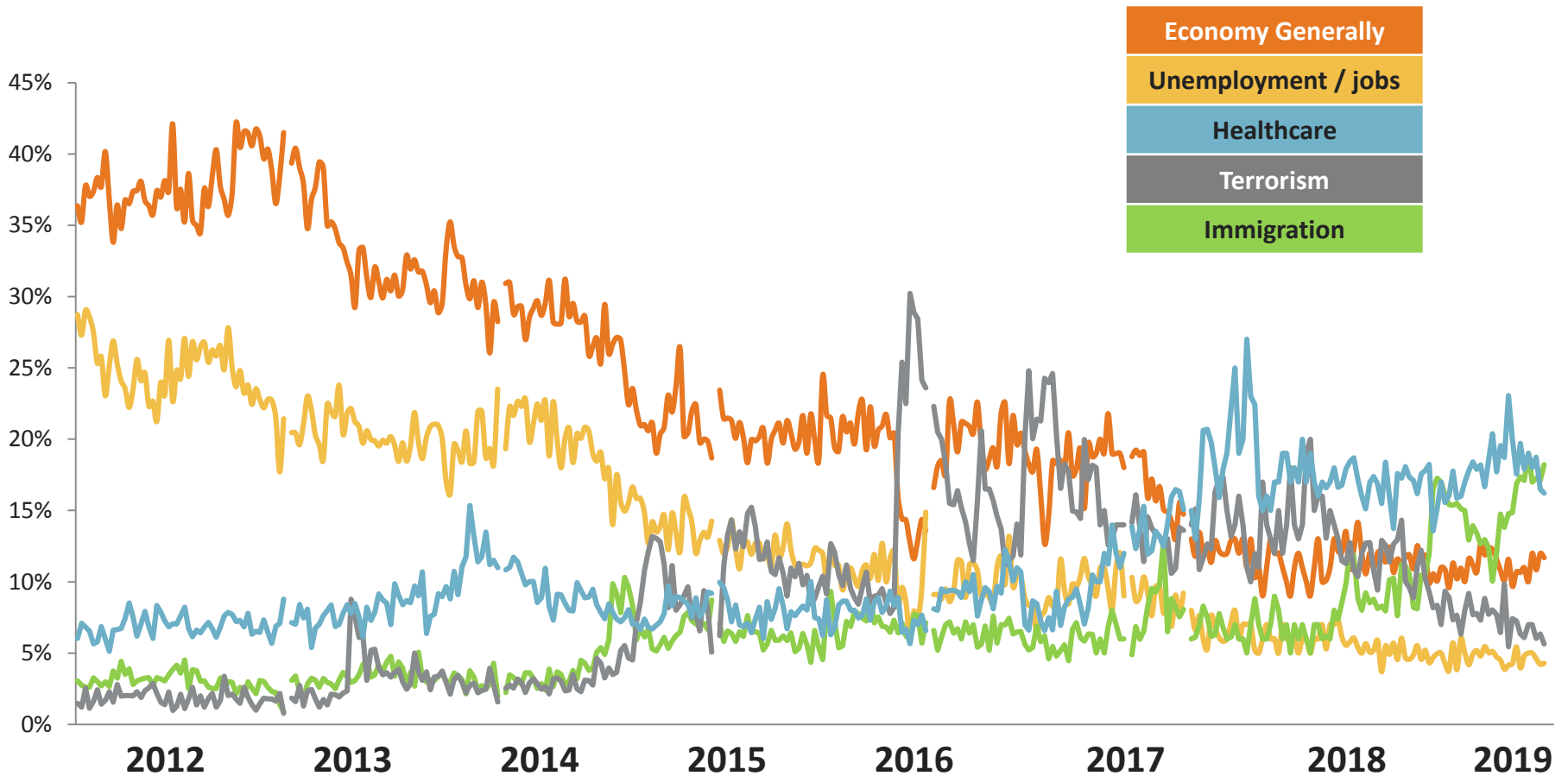
# Main Problem Facing America

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

	Total	Democrat	Republican	Independent
Economy generally	12%	14%	9%	12%
Unemployment / lack of jobs	4%	4%	3%	6%
War / foreign conflicts	2%	2%	2%	3%
Immigration	18%	9%	34%	13%
Terrorism / terrorist attacks	6%	4%	8%	6%
Healthcare	16%	21%	11%	17%
Energy issues	1%	1%	1%	1%
Morality	9%	6%	12%	11%
Education	5%	5%	3%	6%
Crime	6%	5%	5%	7%
Environment	6%	10%	3%	4%
Don't know	4%	2%	2%	4%
Other	11%	15%	7%	11%

ALL ADULT AMERICANS

# Main Problem Facing America



# ALL ADULT AMERICANS

## DONALD TRUMP



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

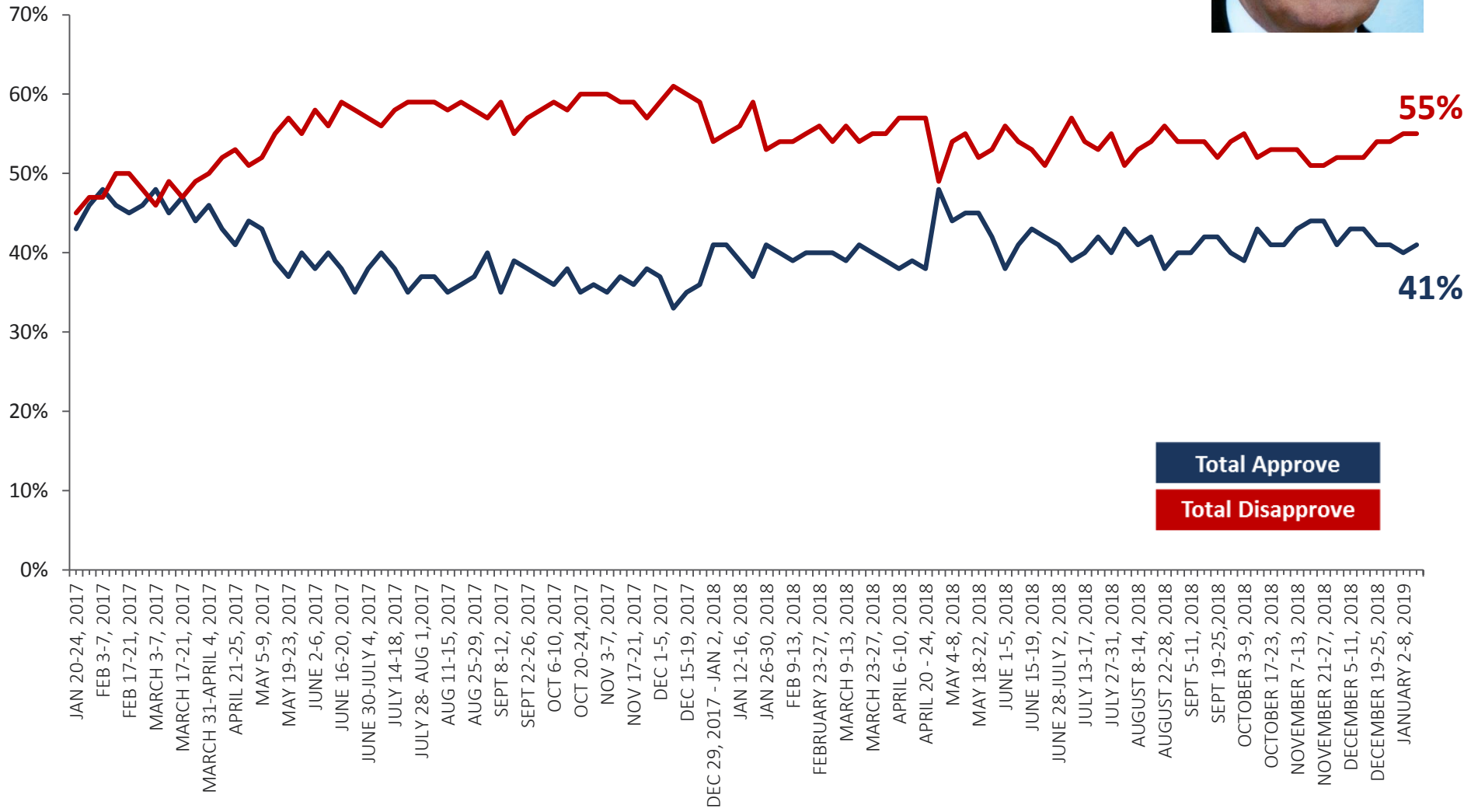
Is that strongly (approve/disapprove) or somewhat (approve/disapprove)? (Asked of those who selected “approve” or “disapprove”)  
 Q2b. If you had to choose, do you lean more towards approve or disapprove? (Asked of those who selected “don’t know”)

	Total	Democrat	Republican	Independent
Strongly approve	21%	4%	47%	13%
Somewhat approve	16%	6%	30%	16%
Lean towards approve	3%	2%	4%	4%
Lean towards disapprove	2%	2%	1%	4%
Somewhat disapprove	11%	12%	8%	15%
Strongly disapprove	42%	73%	7%	41%
Not sure	4%	1%	2%	8%
<b>TOTAL APPROVE</b>	<b>41%</b>	<b>12%</b>	<b>81%</b>	<b>33%</b>
<b>TOTAL DISAPPROVE</b>	<b>55%</b>	<b>87%</b>	<b>17%</b>	<b>60%</b>



ALL ADULT AMERICANS

# Weekly Approval



Total Approve  
Total Disapprove

# 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%	12%	14%	9%	7%	29%	6%	48%	45%
US foreign policy	18%	12%	10%	8%	8%	36%	8%	40%	52%
Healthcare reform	14%	12%	12%	10%	7%	37%	7%	38%	54%
Employment and jobs	25%	13%	13%	8%	7%	26%	7%	51%	42%
Dealing with Congress	17%	12%	9%	9%	7%	40%	7%	38%	55%
Dealing with ISIS / ISIL	21%	12%	12%	9%	7%	30%	9%	45%	46%
International trade	18%	12%	11%	8%	8%	33%	9%	41%	50%
Taxation	18%	13%	12%	10%	8%	32%	9%	42%	49%
Corruption	15%	10%	11%	9%	6%	38%	10%	36%	54%
The environment	14%	11%	11%	9%	7%	39%	9%	36%	55%
Immigration	24%	11%	8%	6%	6%	40%	6%	43%	52%
The way he treats people like me	16%	10%	10%	8%	7%	42%	8%	36%	57%
The effort he is making to unify the country	17%	11%	10%	8%	6%	41%	7%	38%	55%
Russia	14%	11%	10%	9%	6%	39%	10%	35%	54%

# 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
Sarah Sanders, Press Secretary	9%
Kirstjen Nielsen, Secretary of Homeland Security	9%
Mike Pompeo, Secretary of State	8%
John R. Bolton, National Security Advisor	7%
Jared Kushner, Senior Adviser to the President	7%
Steve Mnuchin, Treasury Secretary	7%
Betsy DeVos, Secretary of Education	6%
Kellyanne Conway, Senior Counselor	5%
Mike Pence, Vice President	4%
Stephen Miller, Senior Advisor for Policy	4%
Bill Shine, White House Communications Director	3%
Wilbur Ross, Secretary of Commerce	3%
Robert Lighthizer, Trade Representative	3%
Sonny Perdue, Agriculture Secretary	2%

ALL ADULT AMERICANS

# Congressional Approval

*Split Sampled*

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

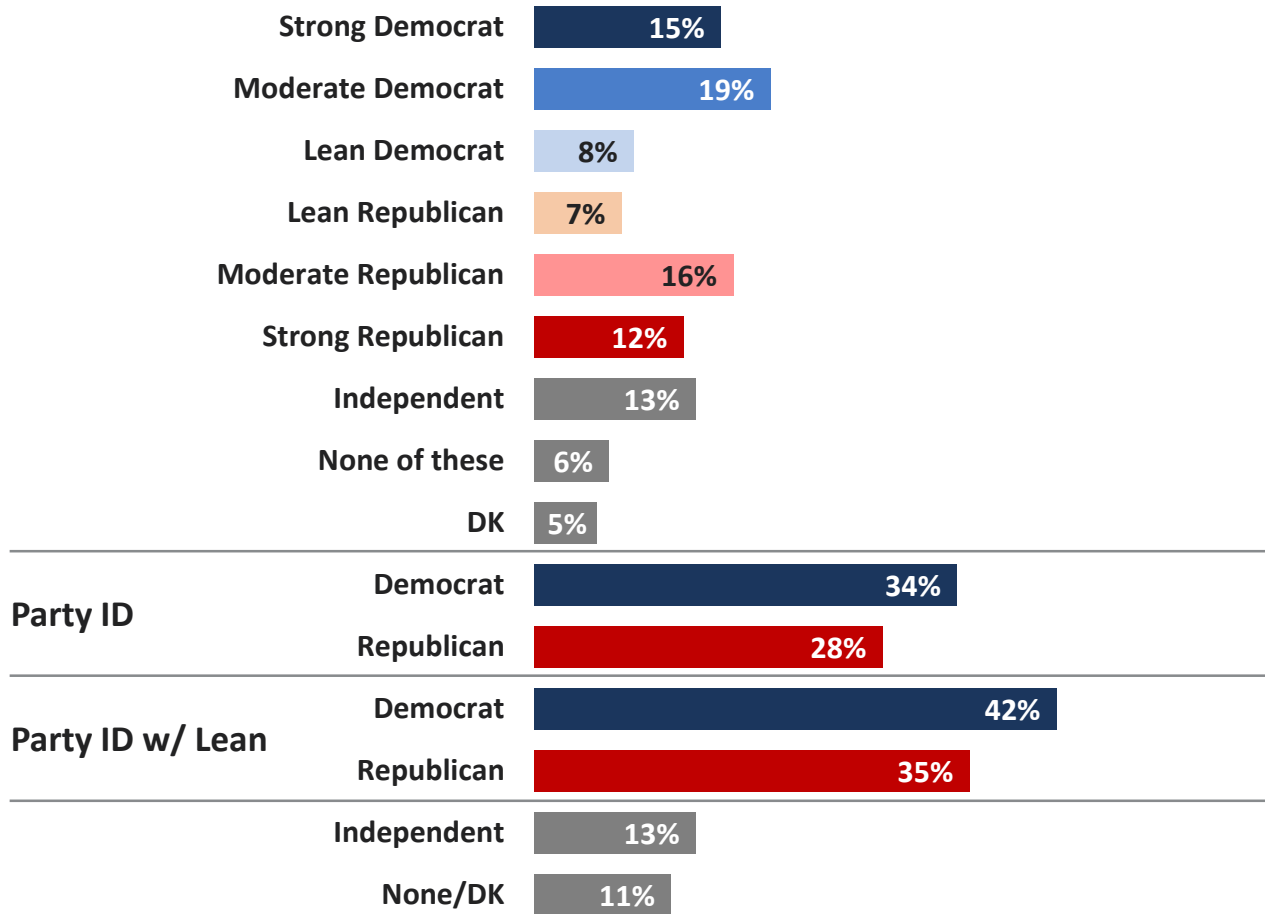
	Total	Democrat	Republican	Independent
Strongly approve	13%	15%	16%	4%
Somewhat approve	34%	34%	38%	29%
Somewhat disapprove	19%	21%	19%	21%
Strongly disapprove	15%	13%	14%	23%
Don't know	20%	17%	13%	23%
<b>TOTAL APPROVE</b>	<b>46%</b>	<b>50%</b>	<b>54%</b>	<b>33%</b>
<b>TOTAL DISAPPROVE</b>	<b>34%</b>	<b>33%</b>	<b>33%</b>	<b>44%</b>

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

	Total	Democrat	Republican	Independent
Strongly approve	5%	6%	5%	1%
Somewhat approve	17%	21%	17%	15%
Somewhat disapprove	35%	35%	35%	33%
Strongly disapprove	34%	31%	36%	37%
Don't know	10%	7%	6%	14%
<b>TOTAL APPROVE</b>	<b>22%</b>	<b>28%</b>	<b>22%</b>	<b>16%</b>
<b>TOTAL DISAPPROVE</b>	<b>68%</b>	<b>65%</b>	<b>72%</b>	<b>70%</b>

ALL ADULT AMERICANS

# Political Identity



All Adults: n= 3,363

# 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 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  $\theta$  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.

## ABOUT IPSOS

---

Ipsos ranks third in the global research industry. With a strong presence in 87 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](http://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 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.