

Ipsos Poll Conducted for Thomson Reuters

Core Political Data

AUGUST 7, 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.

Core Political Data

These are findings from an Ipsos poll conducted

for



date

August 1-5, 2019



For the survey,

a sample of

2,129
Americans

including

1,795
Registered
Voters

807
Democratic
Registered
Voters

772
Republican
Registered
Voters

140
Independent
Registered
Voters

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

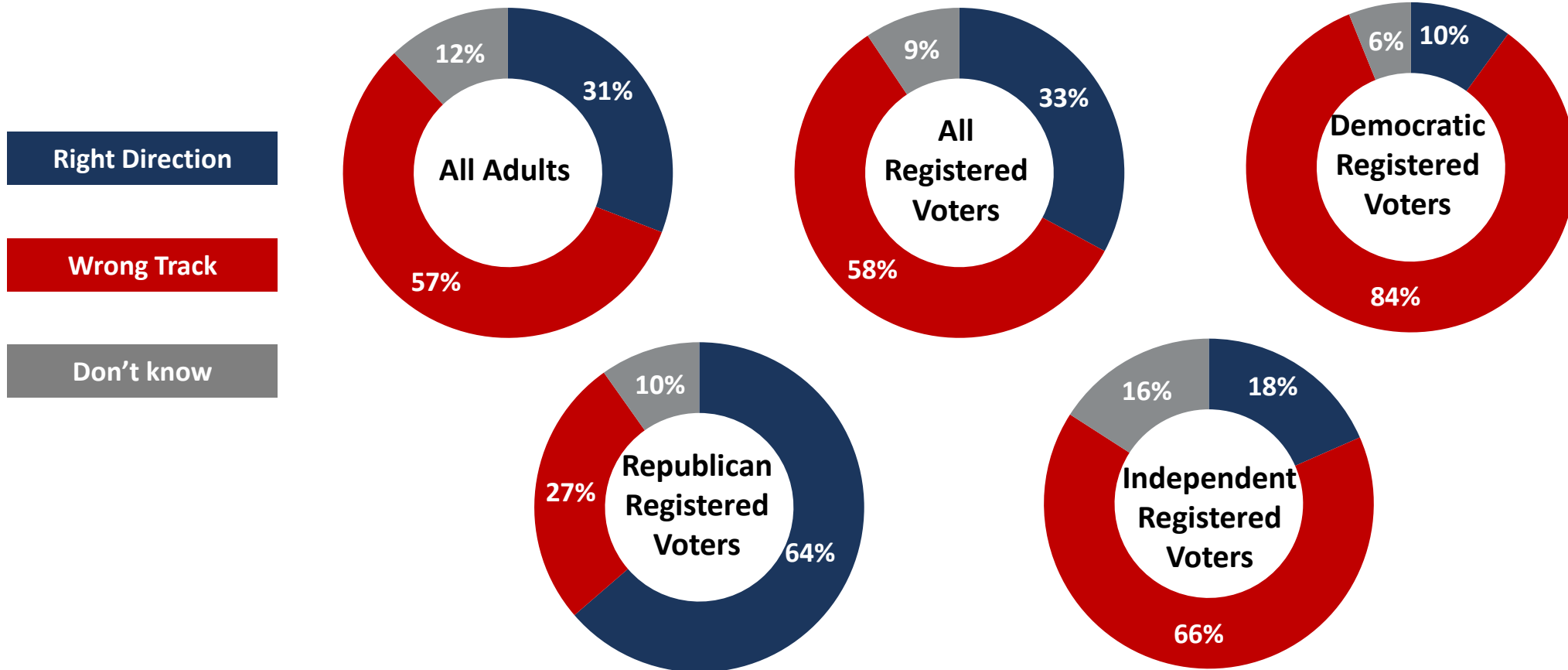
- The data were weighted to the U.S. current population data by:

- 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/>*

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?



Most Important Problem Facing America

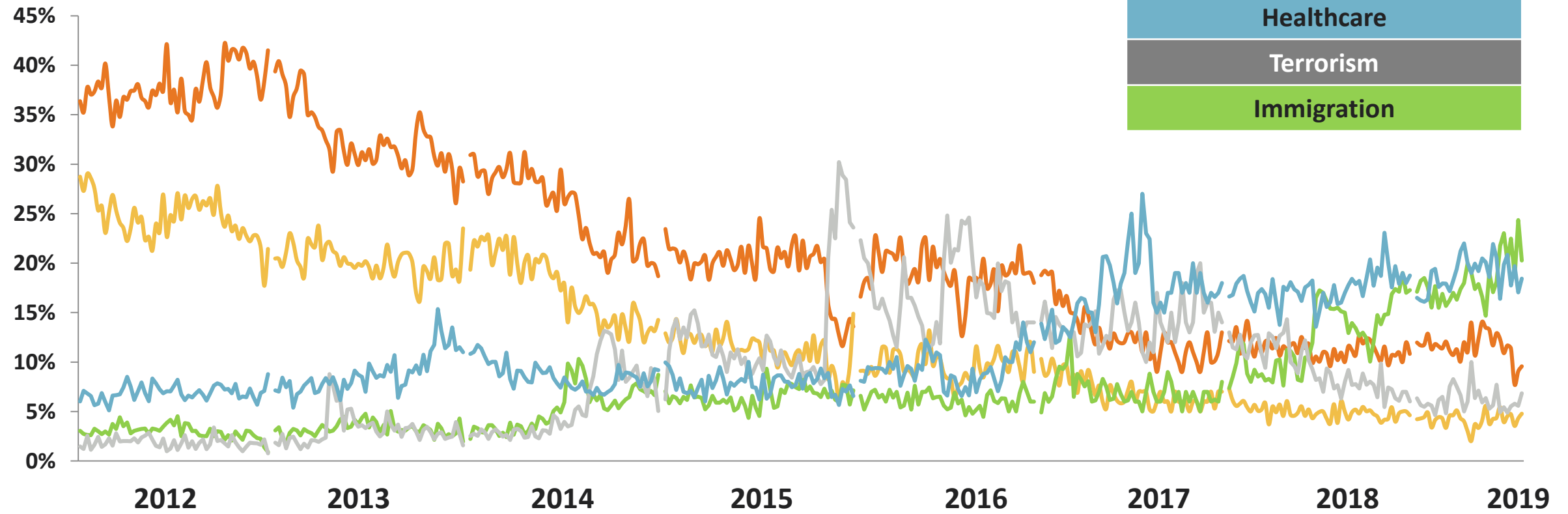
In your opinion, what is the most important problem facing the U.S. today?

	All Adults	All Registered Voters	Democratic Registered Voters	Republican Registered Voters	Independent Registered Voters
Economy generally	10%	9%	11%	8%	10%
Unemployment / lack of jobs	5%	4%	5%	2%	6%
War / foreign conflicts	3%	3%	4%	2%	3%
Immigration	20%	22%	8%	41%	10%
Terrorism / terrorist attacks	7%	7%	4%	9%	8%
Healthcare	18%	19%	25%	12%	24%
Energy issues	1%	1%	2%	1%	0%
Morality	7%	7%	6%	8%	8%
Education	5%	4%	5%	4%	6%
Crime	5%	5%	6%	4%	5%
Environment	7%	7%	12%	2%	5%
Other	9%	10%	12%	6%	13%
Don't know	4%	2%	1%	1%	2%

ALL ADULT AMERICANS

Most Important Problem Facing America

In your opinion, what is the most important problem facing the U.S. today?



Donald Trump's Approval



Overall, do you approve or disapprove of 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")

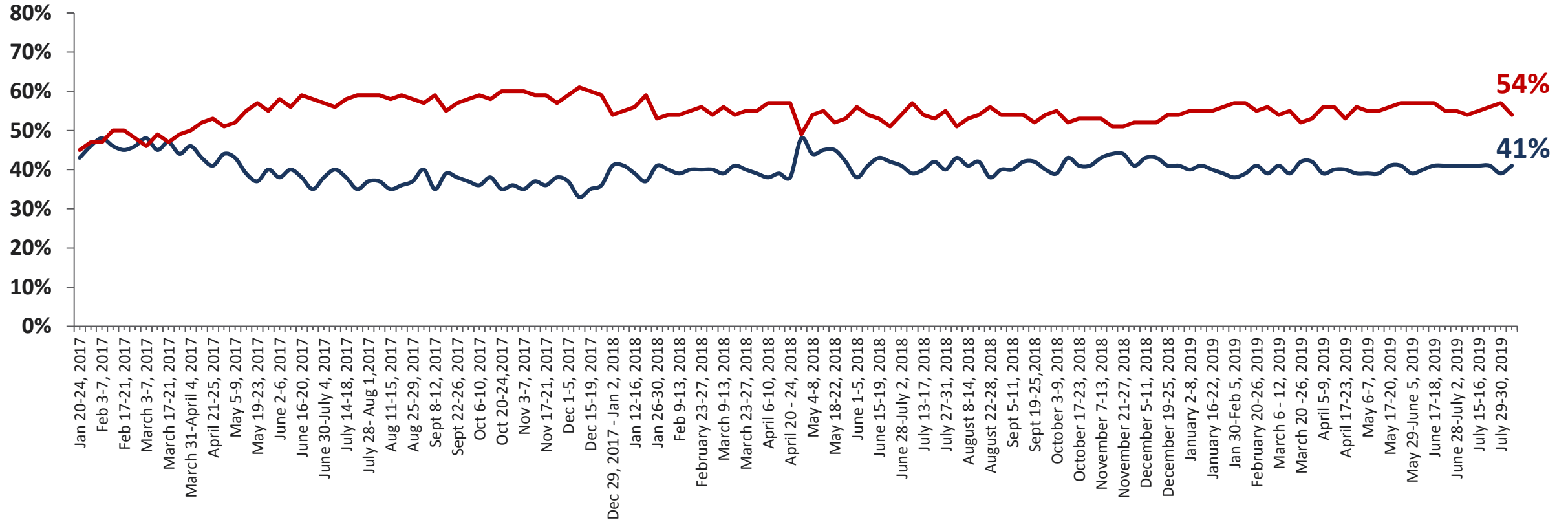
	All Adults	Registered Voters	Democratic Registered Voters	Republican Registered Voters	Independent Registered Voters
Strongly approve	22%	24%	3%	51%	8%
Somewhat approve	18%	18%	5%	33%	20%
Lean towards approve	2%	1%	1%	2%	2%
Lean towards disapprove	2%	2%	1%	1%	2%
Somewhat disapprove	10%	9%	11%	6%	14%
Strongly disapprove	42%	44%	78%	5%	47%
Not sure	5%	3%	2%	1%	6%
TOTAL APPROVE	41%	43%	9%	86%	31%
TOTAL DISAPPROVE	54%	54%	90%	12%	63%

ALL ADULT AMERICANS

Donald Trump's Weekly Approval



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

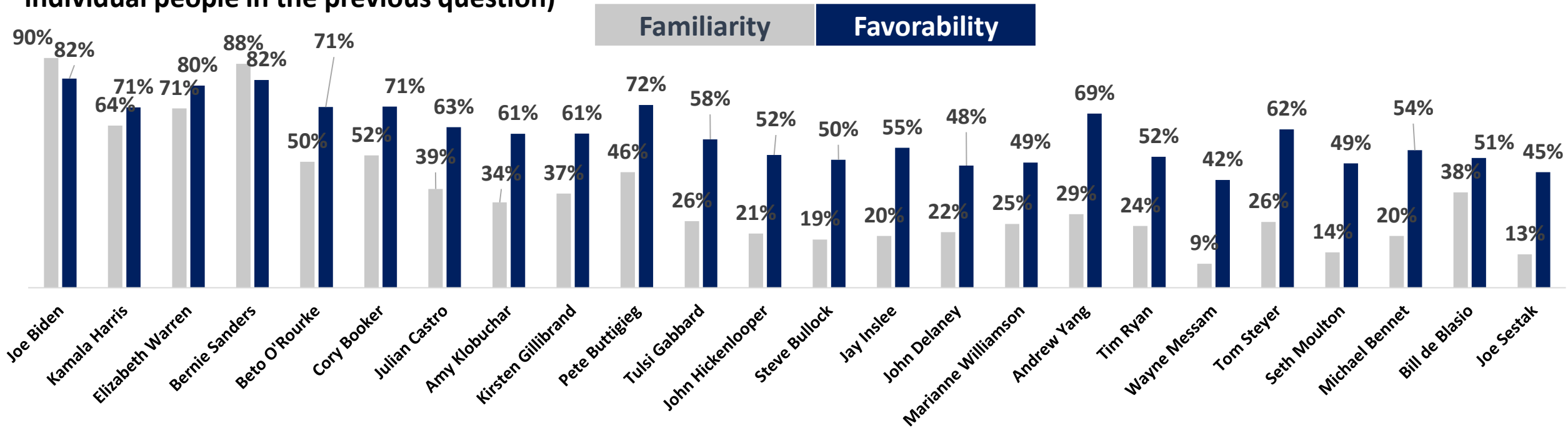


FAMILIARITY & FAVORABILITY AMONG DEMOCRATIC REGISTERED VOTERS

2020 Democratic Presidential Candidates

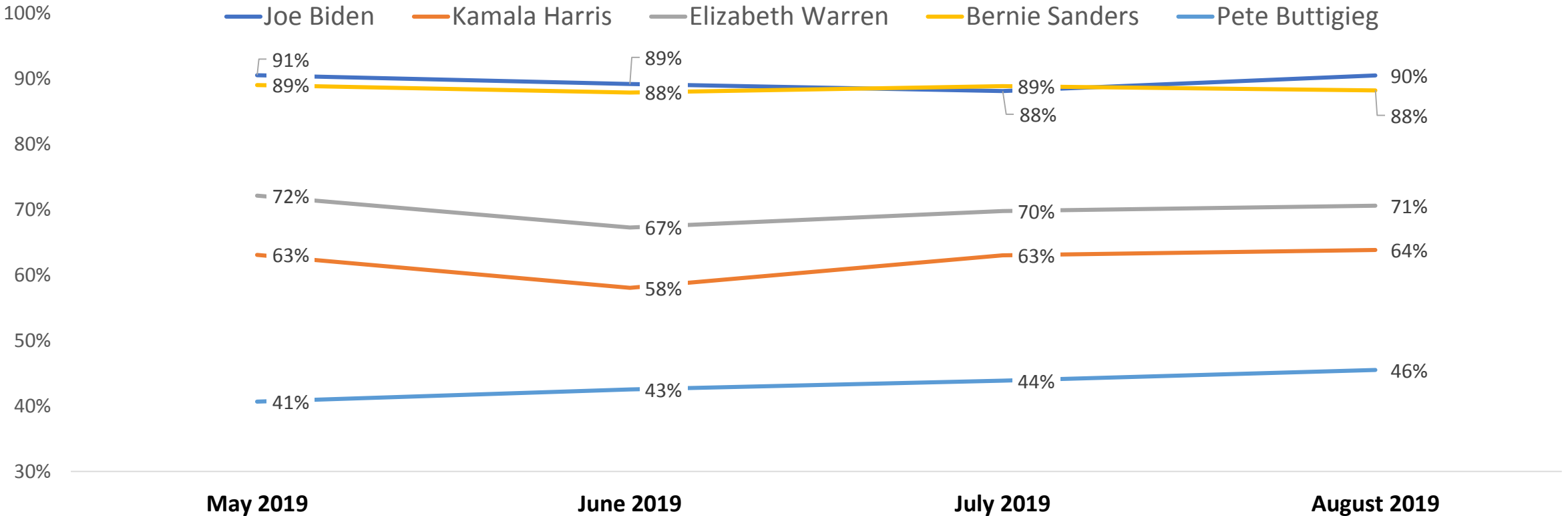
How familiar are you with the following public figures, taking into account all the ways you may have heard about them?

Would you say you are generally favorable or unfavorable towards these public figures? (Asked only of those aware of the individual people in the previous question)



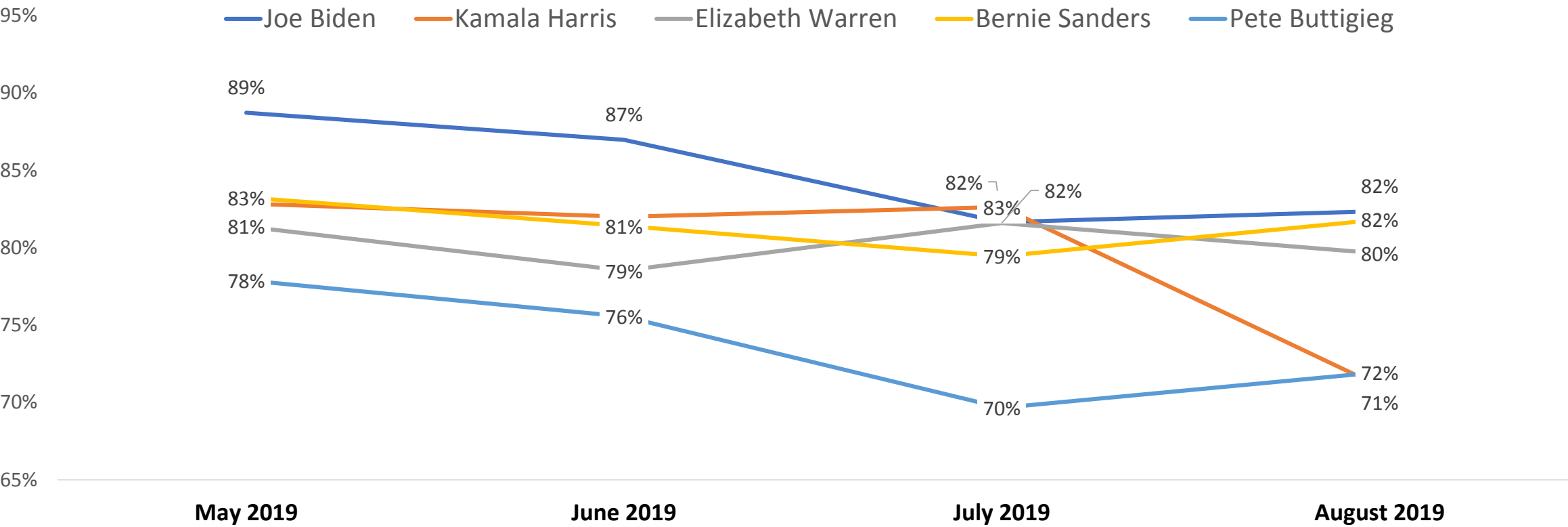
Familiarity Trend

How familiar are you with the following public figures, taking into account all the ways you may have heard about them?



Favorability Trend

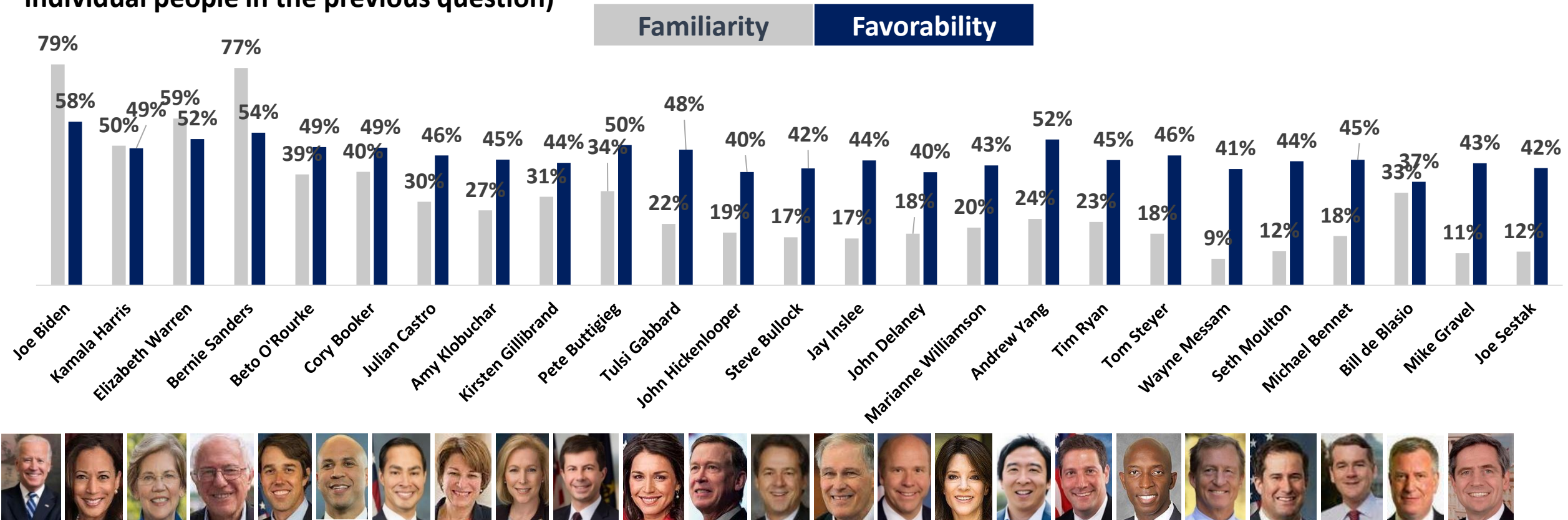
Would you say you are generally favorable or unfavorable towards these public figures? (Asked only of those aware of the individual people in the previous question)



FAMILIARITY & FAVORABILITY AMONG ALL AMERICANS

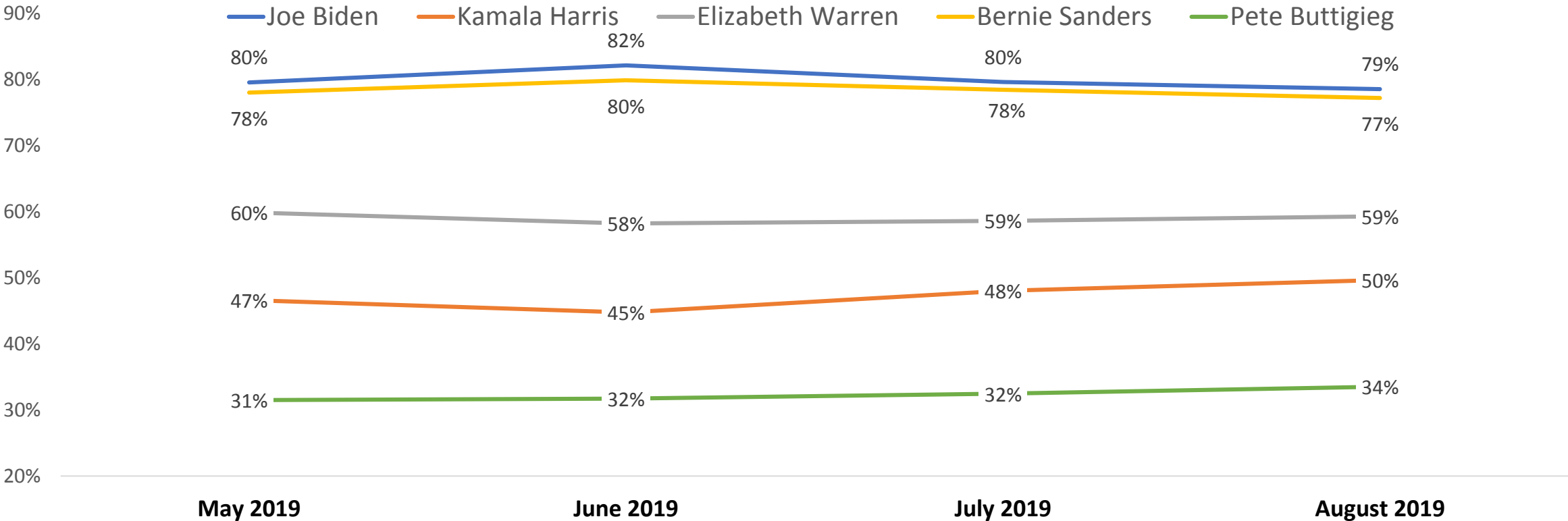
2020 Democratic Presidential Candidates

How familiar are you with the following public figures, taking into account all the ways you may have heard about them?
Would you say you are generally favorable or unfavorable towards these public figures? (Asked only of those aware of the individual people in the previous question)



Familiarity Trend

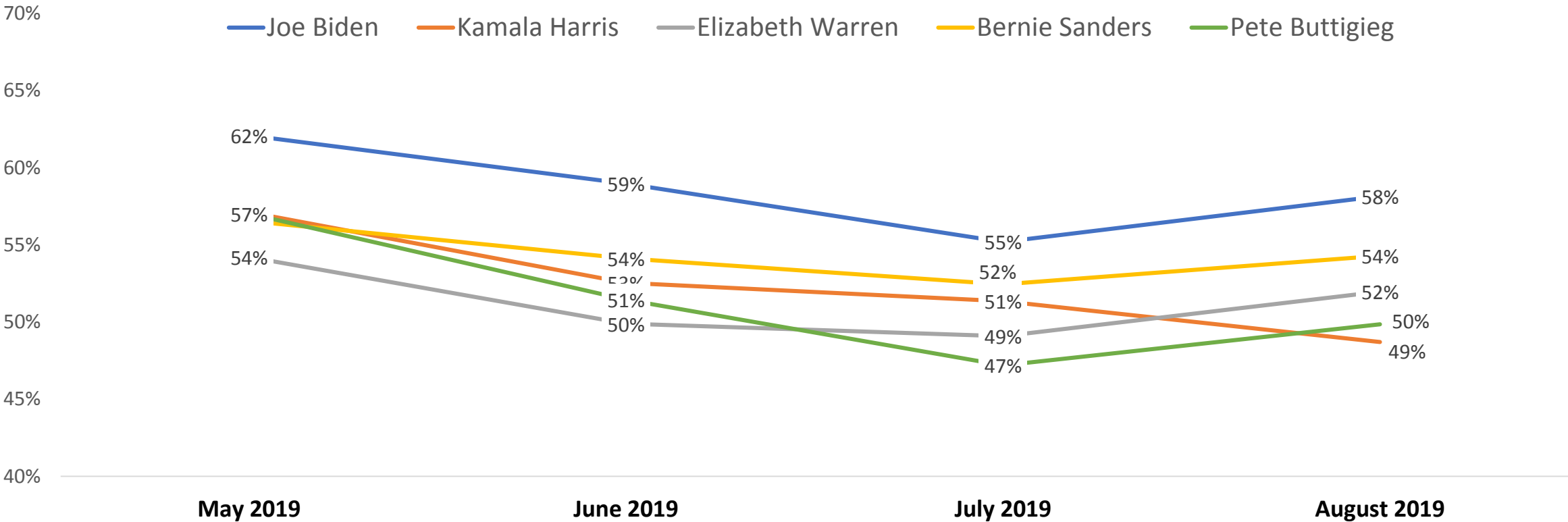
How familiar are you with the following public figures, taking into account all the ways you may have heard about them?



FAVORABILITY AMONG ALL AMERICANS

Favorability Trend

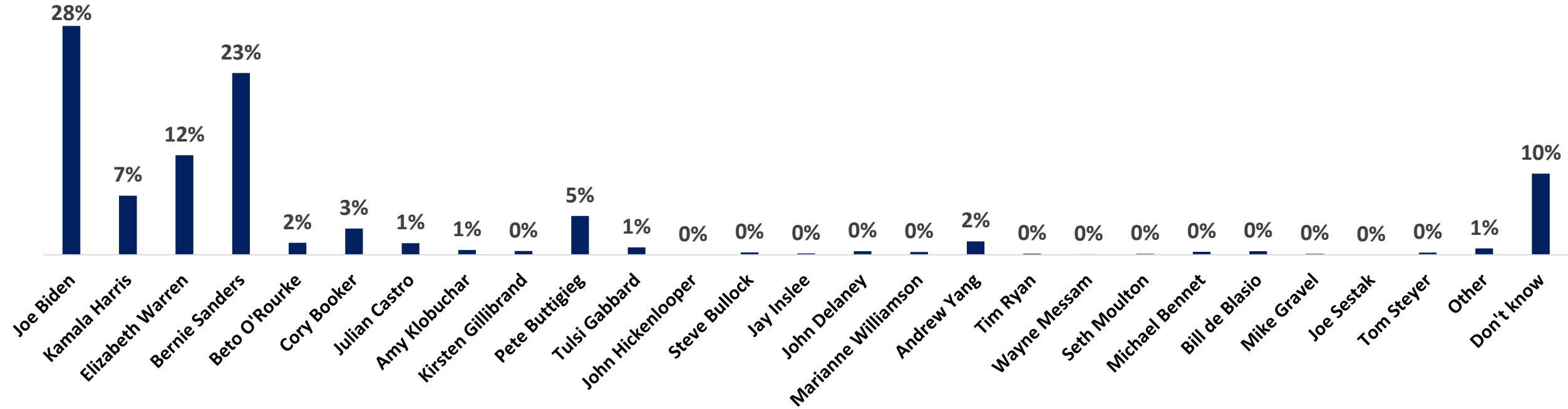
Would you say you are generally favorable or unfavorable towards these public figures? (Asked only of those aware of the individual people in the previous question)



DEMOCRATIC REGISTERED VOTERS

2020 Democratic Primary Horseshoe

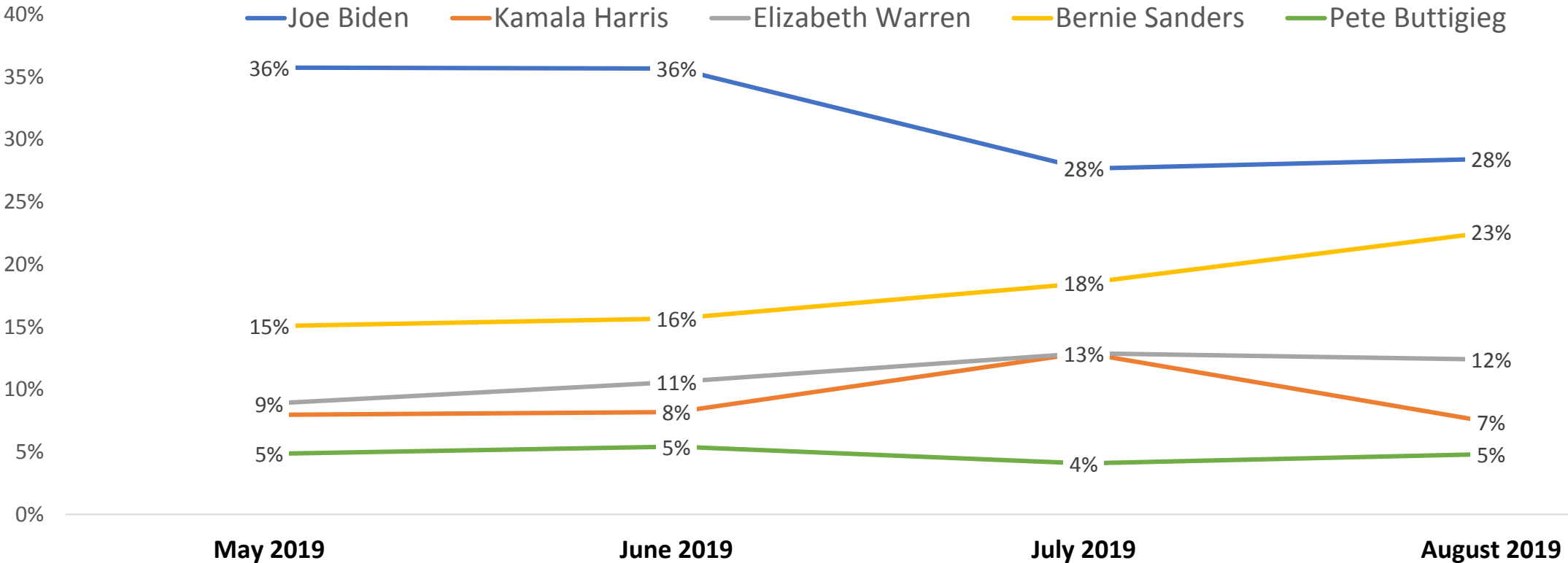
If the 2020 Democratic presidential primary election were held today, and you had to choose from the list of candidates below, for whom would you vote?



DEMOCRATIC REGISTERED VOTERS

2020 Democratic Primary Horserace - Trend

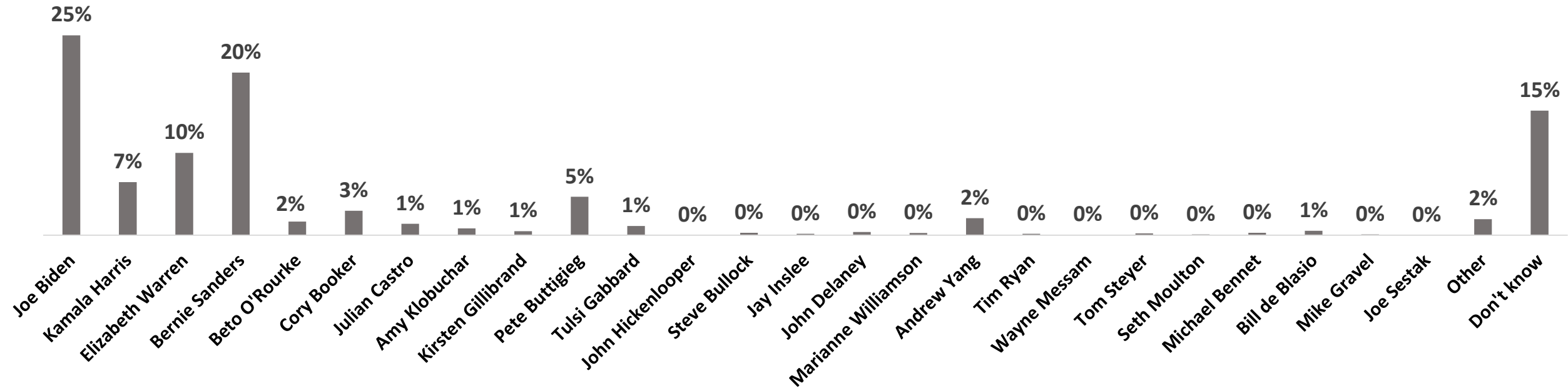
If the 2020 Democratic presidential primary election were held today, and you had to choose from the list of candidates below, for whom would you vote?



DEMOCRATIC, INDEPENDENT, & OTHER REGISTERED VOTERS

2020 Democratic Primary Horseshoe

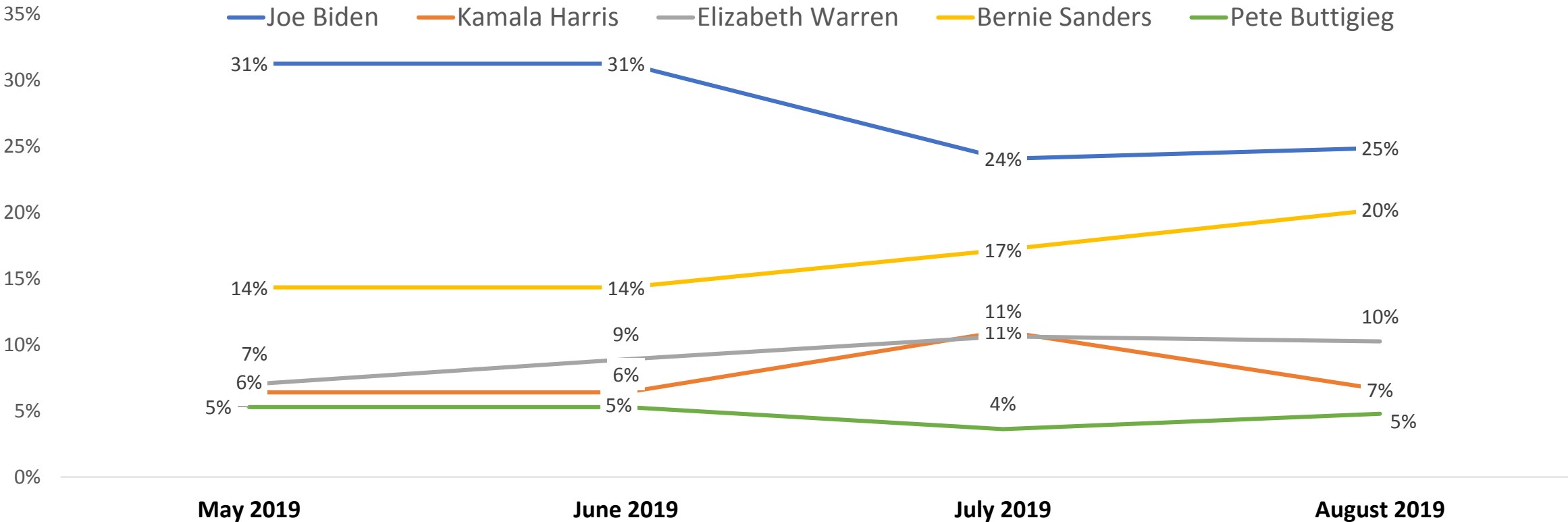
If the 2020 Democratic presidential primary election were held today, and you had to choose from the list of candidates below, for whom would you vote?



DEMOCRATIC, INDEPENDENT, & OTHER REGISTERED VOTERS

2020 Democratic Primary Horserace - Trend

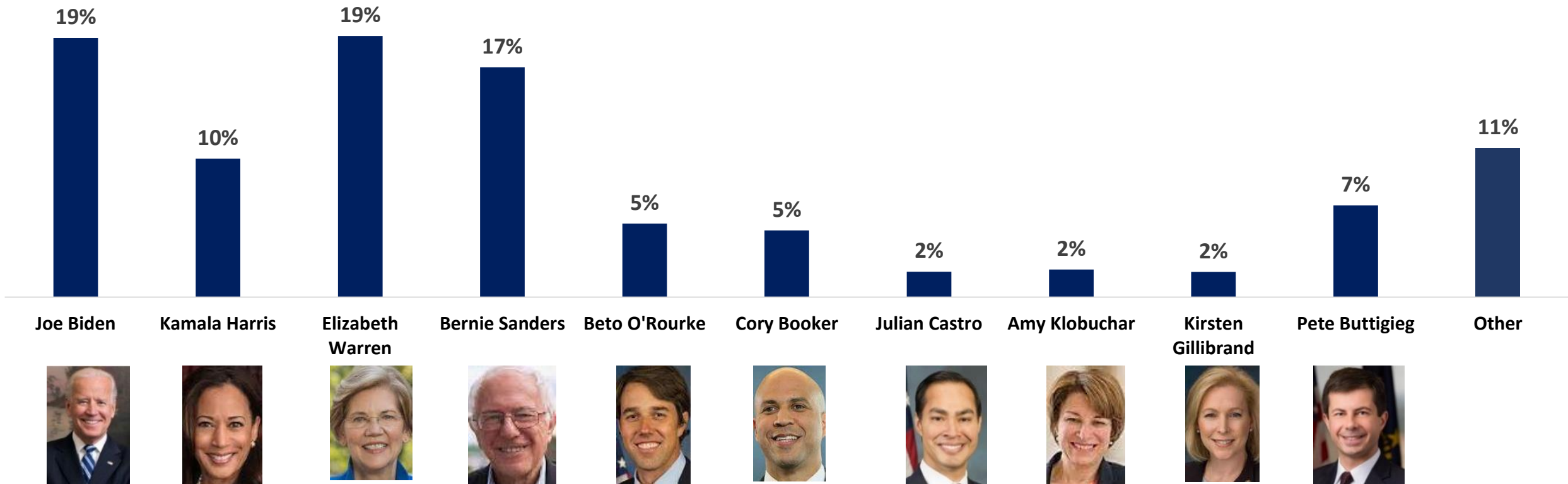
If the 2020 Democratic presidential primary election were held today, and you had to choose from the list of candidates below, for whom would you vote?



DEMOCRATIC REGISTERED VOTERS

2020 Democratic Primary Horseshoe – Second Choice

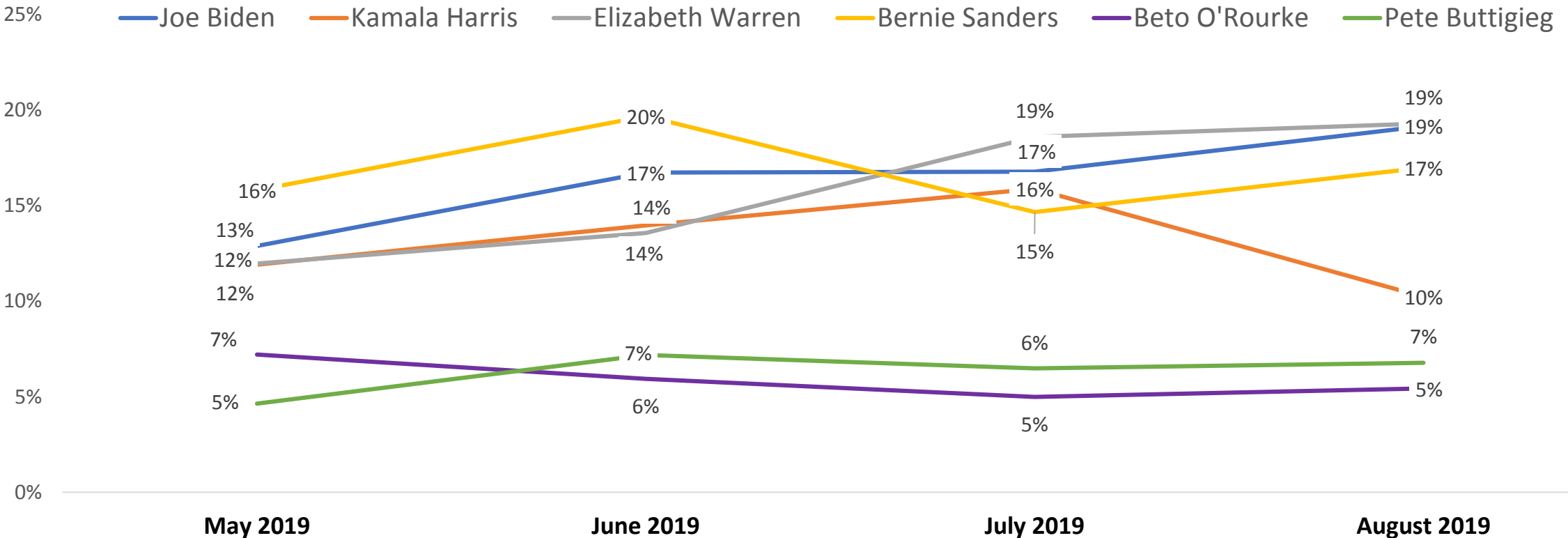
If your first choice dropped out of the race or you had to choose someone to vote for, who would you vote for in the upcoming presidential primary election?



DEMOCRATIC REGISTERED VOTERS

2020 Democratic Primary Horseshoe – Second Choice Trend

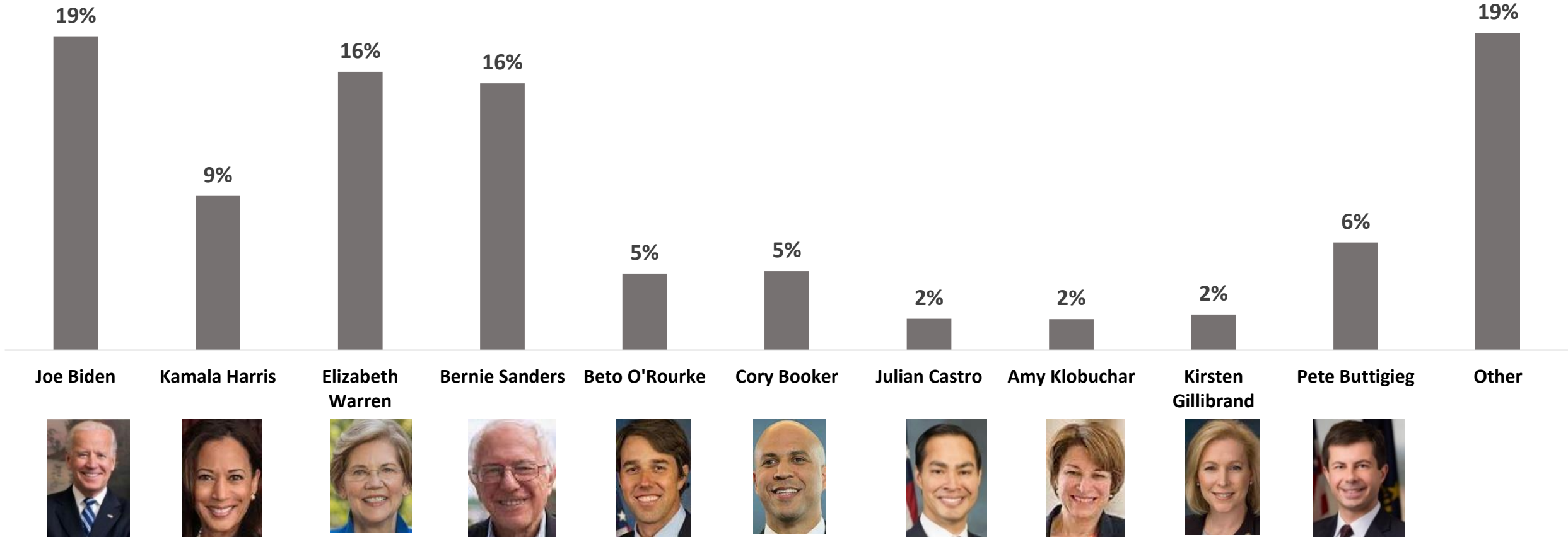
If your first choice dropped out of the race or you had to choose someone to vote for, who would you vote for in the upcoming presidential primary election?



DEMOCRATIC, INDEPENDENT, & OTHER REGISTERED VOTERS

2020 Democratic Primary Horseshoe – Second Choice

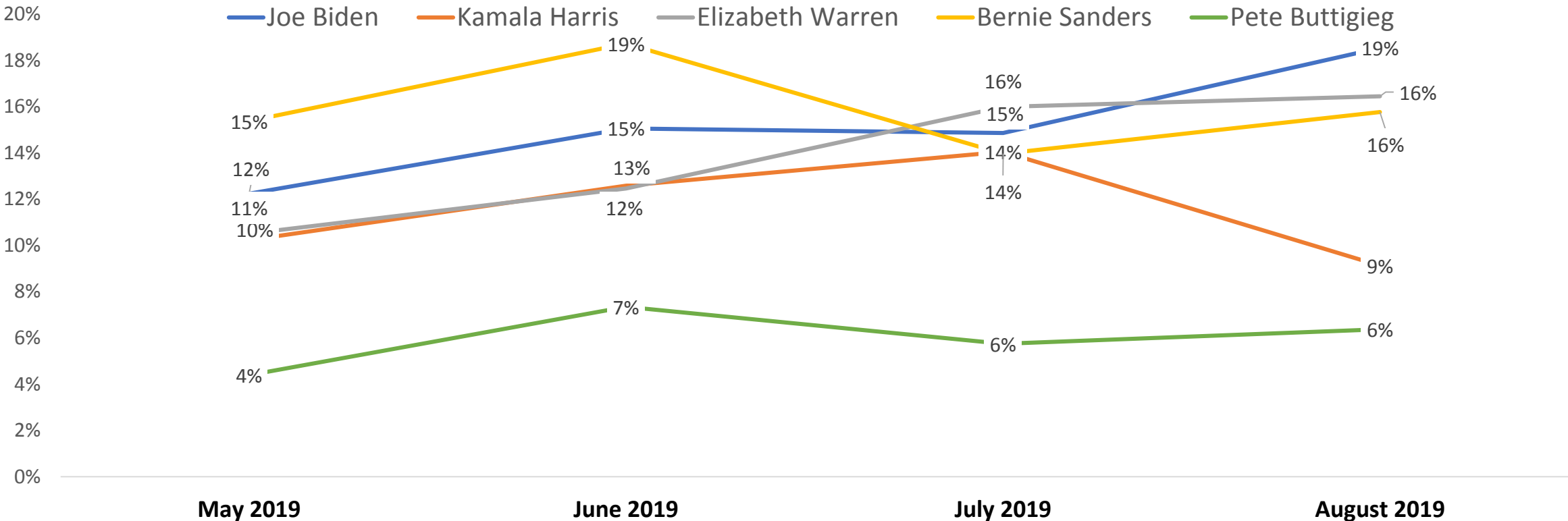
If your first choice dropped out of the race or you had to choose someone to vote for, who would you vote for in the upcoming presidential primary election?



DEMOCRATIC, INDEPENDENT, & OTHER REGISTERED VOTERS

2020 Democratic Primary Horserace – Second Choice Trend

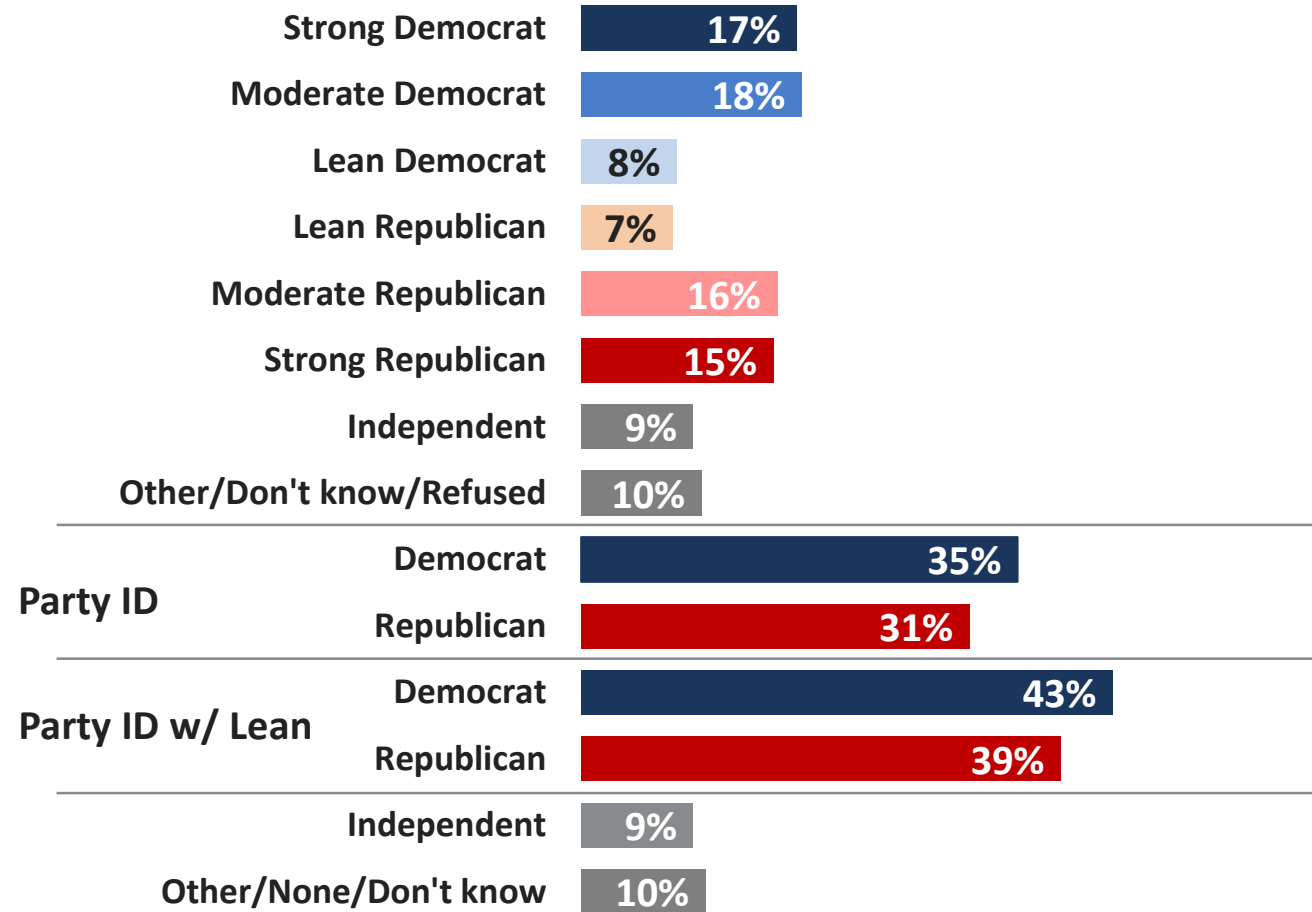
If your first choice dropped out of the race or you had to choose someone to vote for, who would you vote for in the upcoming presidential primary election?



ALL ADULT AMERICANS

Political Identity

With which political party do you most identify?



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 ($\pi(\frac{\theta}{y}) \sim \beta(y+a, n-y+b)$), 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 $\pi(\frac{\theta}{y})$. 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: $\bar{Y} \mp \frac{1}{\sqrt{n}}$

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 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

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.