

Ipsos Poll Conducted for Thomson Reuters

# Core Political Data

SEPTEMBER 2, 2020

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IPSOS POLL CONDUCTED FOR REUTERS

# Core Political Data



These are findings from an Ipsos poll conducted

*for*



*date*

August 28 - September 1, 2020

For the survey,

*a sample of*

1,335  
Americans

*including*

1,089  
Registered  
Voters

480  
Democratic  
Registered  
Voters

460  
Republican  
Registered  
Voters

116  
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



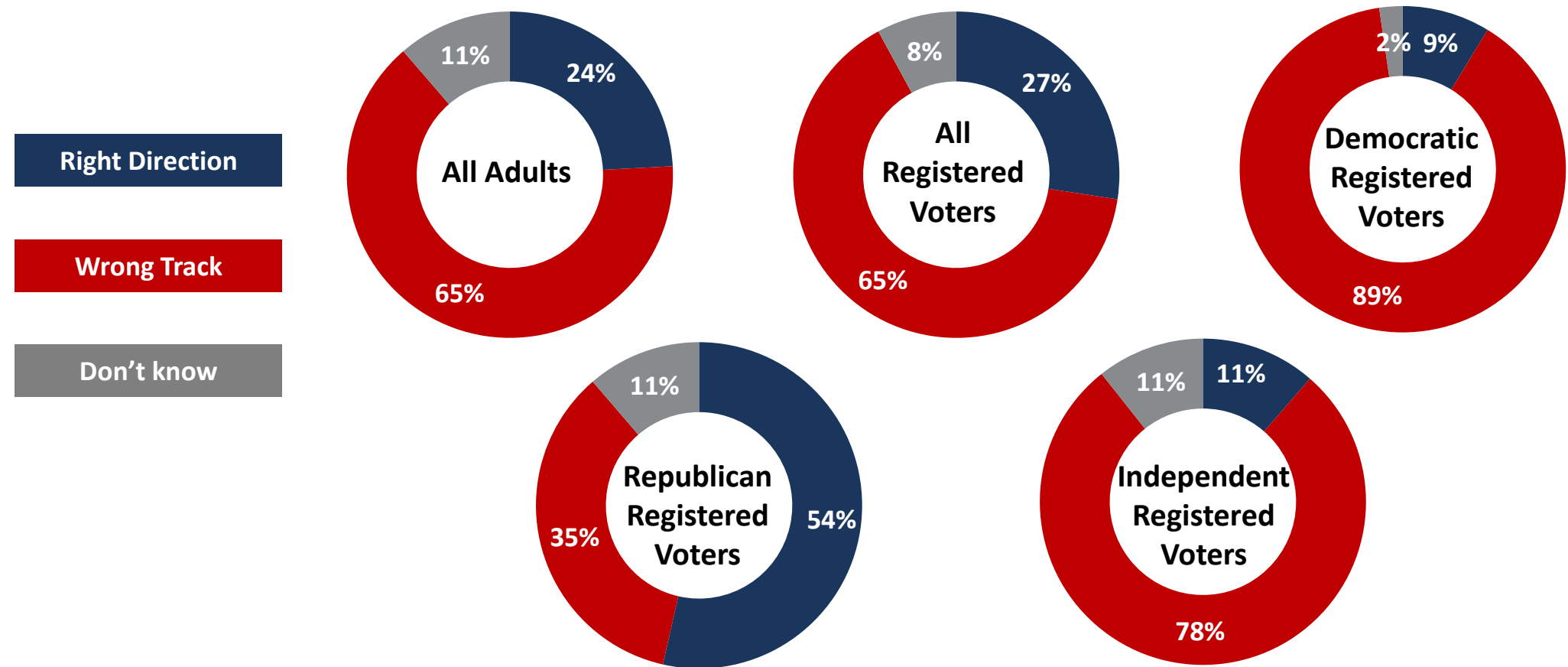
For more information about credibility intervals, please see the appendix.

# 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

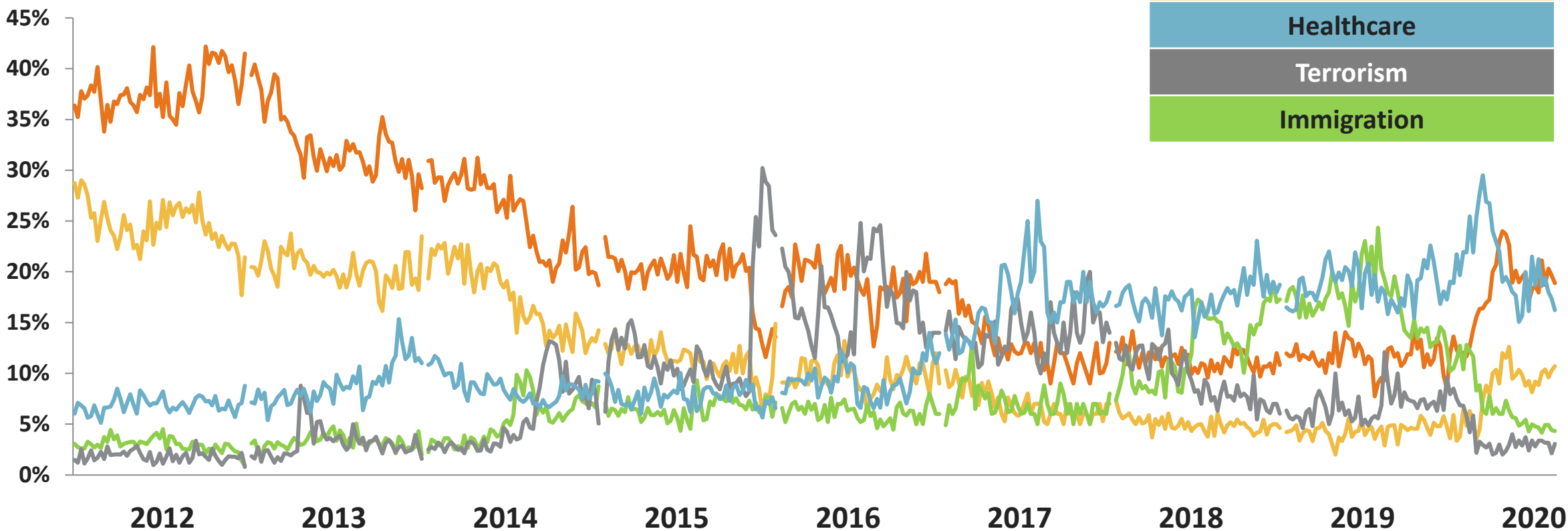
In your opinion, what is the most important problem facing the U.S. today?

	All Adults	All Registered Voters	Democratic Registered Voters	Republican Registered Voters	Independent Registered Voters
<b>Economy generally</b>	<b>19%</b>	<b>19%</b>	<b>15%</b>	<b>24%</b>	<b>20%</b>
<b>Unemployment / lack of jobs</b>	<b>11%</b>	<b>10%</b>	<b>13%</b>	<b>7%</b>	<b>14%</b>
<b>War / foreign conflicts</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>
<b>Immigration</b>	<b>4%</b>	<b>4%</b>	<b>3%</b>	<b>6%</b>	<b>2%</b>
<b>Terrorism / terrorist attacks</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>5%</b>	<b>2%</b>
<b>Healthcare</b>	<b>16%</b>	<b>18%</b>	<b>25%</b>	<b>10%</b>	<b>19%</b>
<b>Energy issues</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>
<b>Morality</b>	<b>8%</b>	<b>8%</b>	<b>5%</b>	<b>13%</b>	<b>4%</b>
<b>Education</b>	<b>3%</b>	<b>3%</b>	<b>4%</b>	<b>3%</b>	<b>2%</b>
<b>Crime</b>	<b>8%</b>	<b>8%</b>	<b>4%</b>	<b>11%</b>	<b>13%</b>
<b>Environment</b>	<b>5%</b>	<b>5%</b>	<b>7%</b>	<b>3%</b>	<b>4%</b>
<b>Other</b>	<b>16%</b>	<b>17%</b>	<b>20%</b>	<b>13%</b>	<b>16%</b>
<b>Don't know</b>	<b>4%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>6%</b>

ALL ADULT AMERICANS

# Most Important Problem Facing America

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



ALL ADULT AMERICANS

# 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
<b>Strongly approve</b>	<b>24%</b>	<b>26%</b>	<b>4%</b>	<b>55%</b>	<b>11%</b>
<b>Somewhat approve</b>	<b>16%</b>	<b>16%</b>	<b>3%</b>	<b>31%</b>	<b>18%</b>
<b>Lean towards approve</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>4%</b>
<b>Lean towards disapprove</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>3%</b>
<b>Somewhat disapprove</b>	<b>8%</b>	<b>7%</b>	<b>8%</b>	<b>6%</b>	<b>9%</b>
<b>Strongly disapprove</b>	<b>44%</b>	<b>46%</b>	<b>82%</b>	<b>5%</b>	<b>52%</b>
<b>Not sure</b>	<b>4%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>4%</b>
<b>TOTAL APPROVE</b>	<b>41%</b>	<b>44%</b>	<b>8%</b>	<b>88%</b>	<b>33%</b>
<b>TOTAL DISAPPROVE</b>	<b>54%</b>	<b>54%</b>	<b>91%</b>	<b>12%</b>	<b>63%</b>



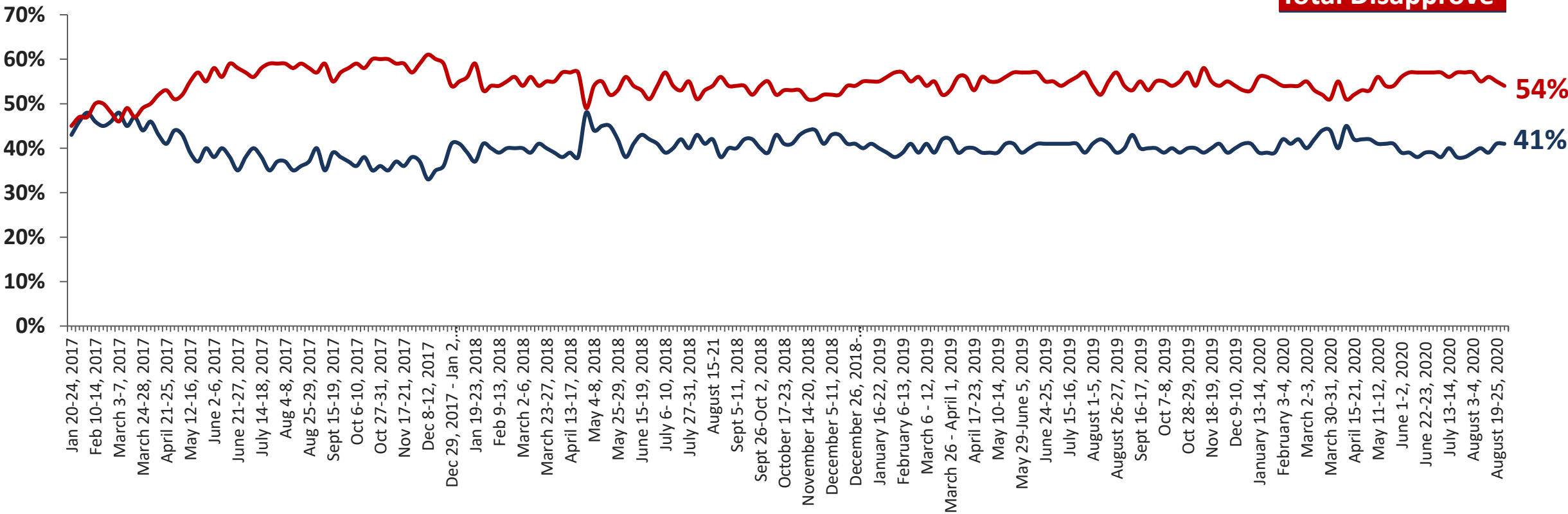
ALL ADULT AMERICANS

# Donald Trump's Weekly Approval



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

Total Approve  
Total Disapprove



ALL ADULT AMERICANS

# Issue Approval



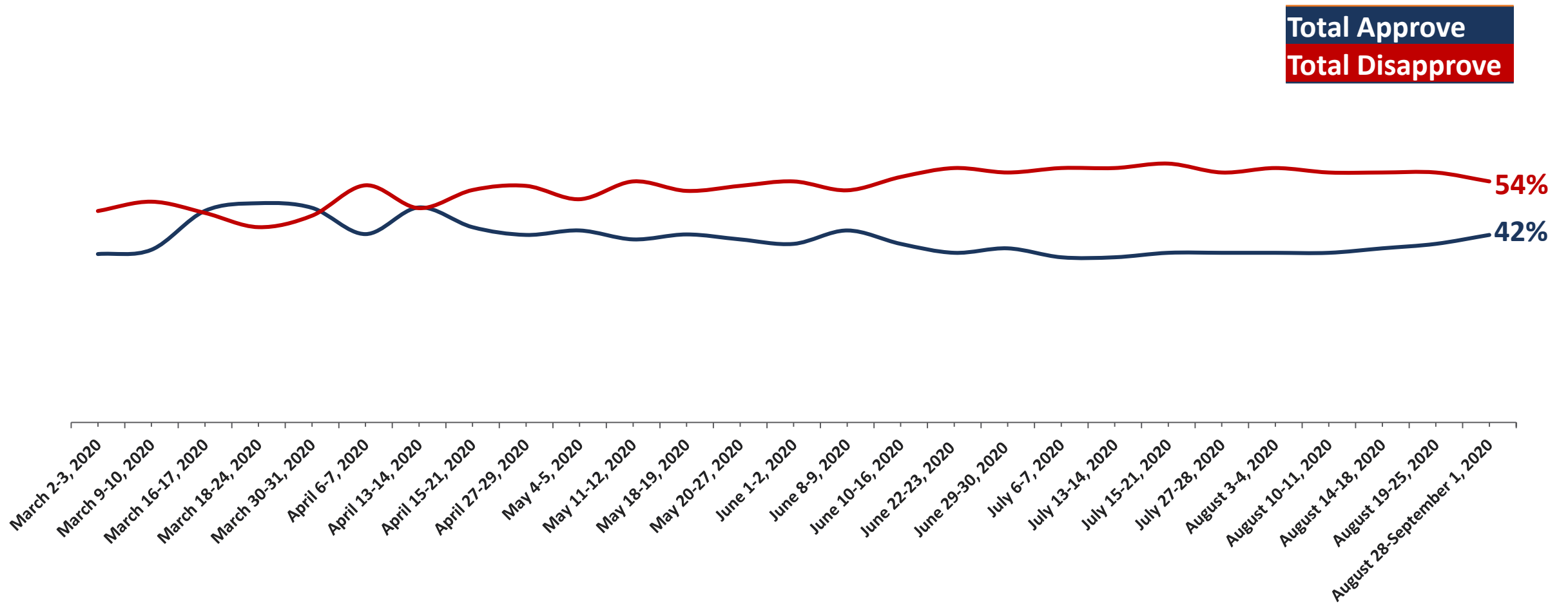
Do you approve or disapprove of the way Donald Trump is handling the following issues?

	Strongly approve	Somewhat approve	Lean towards approve	Lean towards disapprove	Somewhat disapprove	Strongly disapprove	Don't know	TOTAL APPROVE	TOTAL DISAPPROVE
The U.S. Economy	27%	12%	10%	8%	9%	28%	5%	50%	45%
Employment and jobs	28%	13%	10%	8%	9%	27%	5%	51%	44%
Immigration	25%	12%	7%	7%	8%	36%	5%	44%	51%
Coronavirus/COVID-19	17%	15%	10%	6%	6%	41%	5%	42%	54%

ALL ADULT AMERICANS

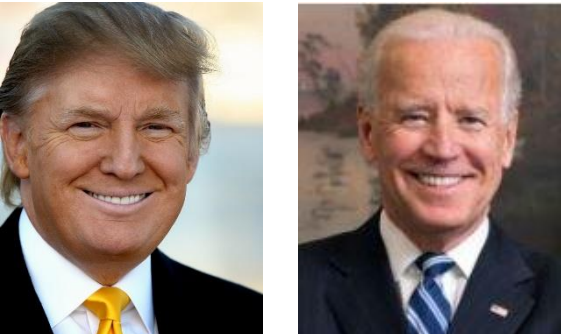
# Response to the Coronavirus

Do you approve or disapprove of the way Donald Trump is handling the following issues? Coronavirus/COVID-19:



ALL ADULT AMERICANS

# General Election



If the 2020 presidential election were held today, would you vote for Donald Trump or Joe Biden?

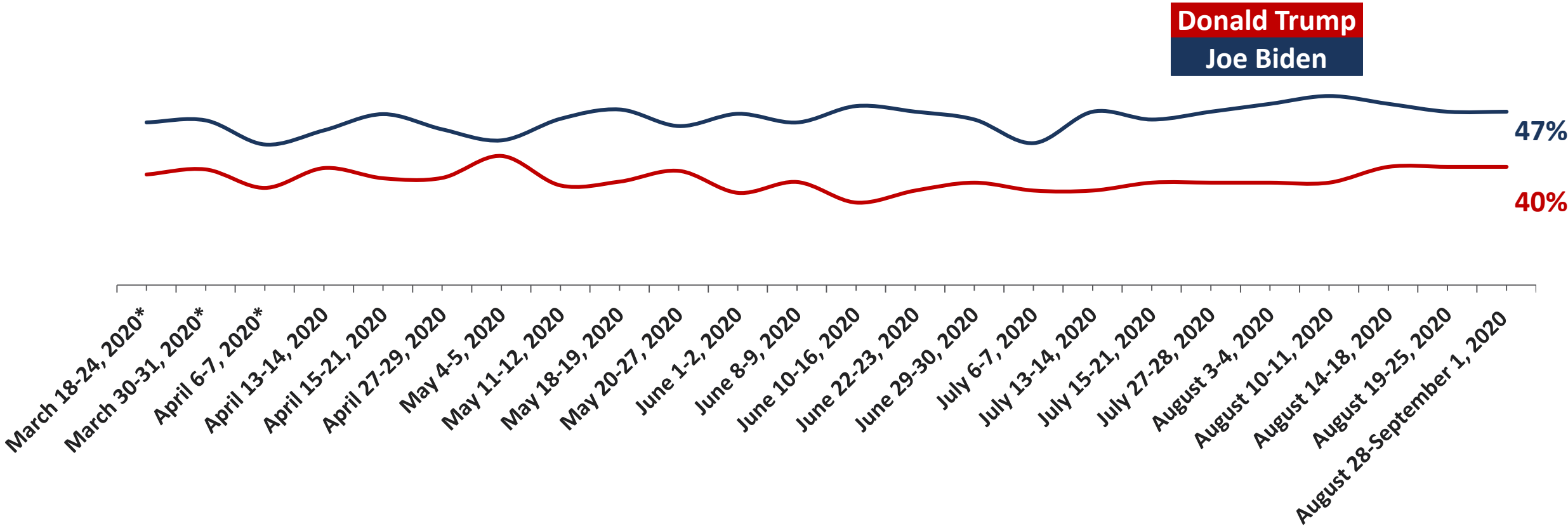
\*Order of candidates is randomly rotated in question text

	All Adults	Registered Voters	Democratic Registered Voters	Republican Registered Voters	Independent Registered Voters
Donald Trump	38%	40%	5%	85%	24%
Joe Biden	43%	47%	89%	6%	38%
Some other candidate	6%	5%	3%	4%	14%
I would not vote	7%	2%	1%	1%	6%
Not sure	6%	5%	2%	4%	17%

ALL REGISTERED VOTERS

# Presidential Ballot Trend

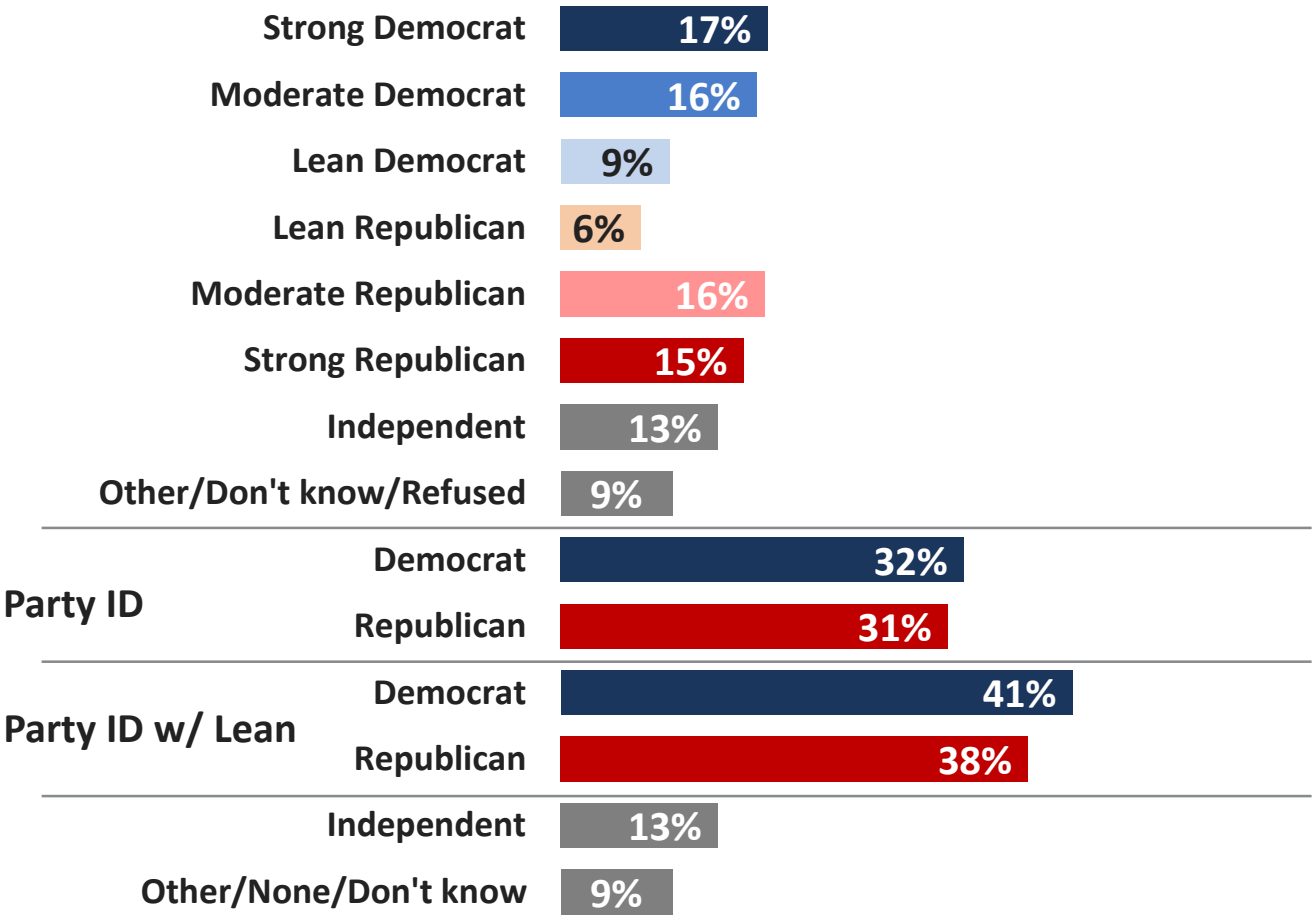
If the 2020 presidential election were held today, would you vote for Donald Trump or Joe Biden?  
*Order of candidates is randomly rotated in question text*



\*"If the 2020 presidential election were being held today and the candidates were as below, for whom would you vote?" Question text from March 18-April 7, 2020

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

# 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
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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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.

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