

Ipsos Poll Conducted for Thomson Reuters

# Core Political Data

OCTOBER 7, 2020

© 2020 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

IPSOS POLL CONDUCTED FOR REUTERS

# Core Political Data



These are findings from an Ipsos poll conducted

*for*



REUTERS

*date*

October 2-6, 2020

For the survey,

*a sample of*

1,328  
Americans

*including*

1,123  
Registered  
Voters

502  
Democratic  
Registered  
Voters

462  
Republican  
Registered  
Voters

120  
Independent  
Registered  
Voters

882  
Likely Voters

*ages*

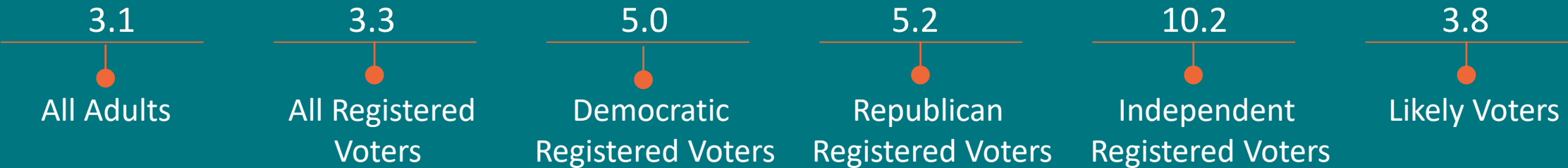
18+

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



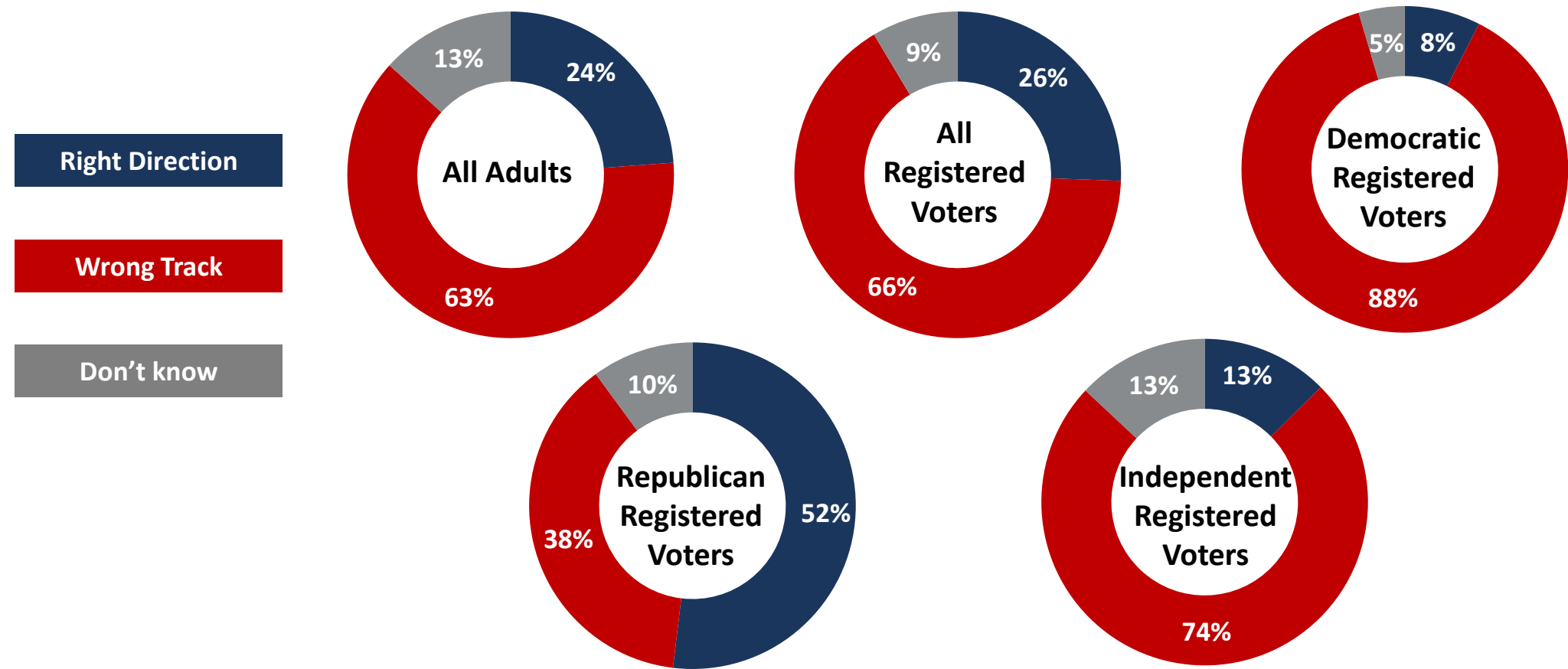
For more information about credibility intervals, please see the appendix.

# 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

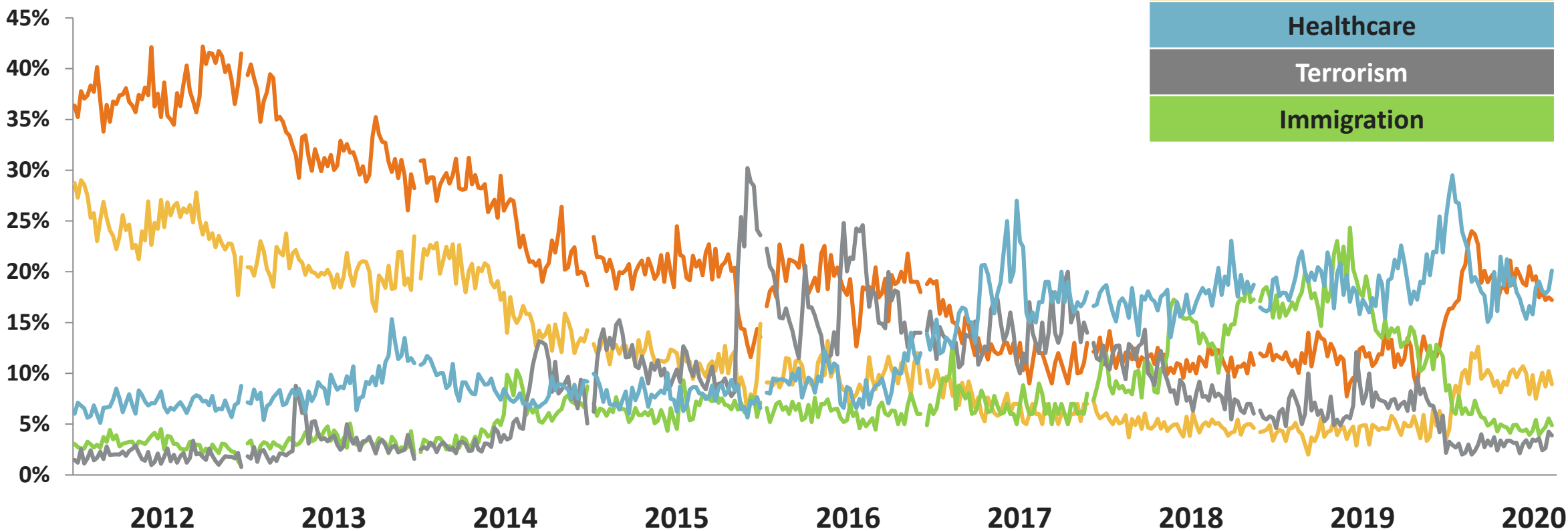
In your opinion, what is the most important problem facing the U.S. today?

	All Adults	All Registered Voters	Democratic Registered Voters	Republican Registered Voters	Independent Registered Voters
<b>Economy generally</b>	<b>17%</b>	<b>18%</b>	<b>15%</b>	<b>22%</b>	<b>12%</b>
<b>Unemployment / lack of jobs</b>	<b>9%</b>	<b>8%</b>	<b>8%</b>	<b>6%</b>	<b>7%</b>
<b>War / foreign conflicts</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>
<b>Immigration</b>	<b>5%</b>	<b>5%</b>	<b>3%</b>	<b>9%</b>	<b>2%</b>
<b>Terrorism / terrorist attacks</b>	<b>4%</b>	<b>5%</b>	<b>1%</b>	<b>7%</b>	<b>9%</b>
<b>Healthcare</b>	<b>20%</b>	<b>22%</b>	<b>29%</b>	<b>14%</b>	<b>25%</b>
<b>Energy issues</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>
<b>Morality</b>	<b>7%</b>	<b>7%</b>	<b>5%</b>	<b>8%</b>	<b>13%</b>
<b>Education</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>5%</b>
<b>Crime</b>	<b>6%</b>	<b>6%</b>	<b>4%</b>	<b>10%</b>	<b>4%</b>
<b>Environment</b>	<b>5%</b>	<b>6%</b>	<b>10%</b>	<b>1%</b>	<b>5%</b>
<b>Other</b>	<b>16%</b>	<b>17%</b>	<b>21%</b>	<b>15%</b>	<b>13%</b>
<b>Don't know</b>	<b>5%</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>3%</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>27%</b>	<b>3%</b>	<b>58%</b>	<b>14%</b>
<b>Somewhat approve</b>	<b>14%</b>	<b>14%</b>	<b>5%</b>	<b>24%</b>	<b>15%</b>
<b>Lean towards approve</b>	<b>2%</b>	<b>2%</b>	<b>0%</b>	<b>4%</b>	<b>1%</b>
<b>Lean towards disapprove</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>3%</b>
<b>Somewhat disapprove</b>	<b>10%</b>	<b>9%</b>	<b>11%</b>	<b>7%</b>	<b>10%</b>
<b>Strongly disapprove</b>	<b>42%</b>	<b>45%</b>	<b>79%</b>	<b>4%</b>	<b>48%</b>
<b>Not sure</b>	<b>6%</b>	<b>3%</b>	<b>1%</b>	<b>2%</b>	<b>8%</b>
<b>TOTAL APPROVE</b>	<b>41%</b>	<b>42%</b>	<b>8%</b>	<b>87%</b>	<b>30%</b>
<b>TOTAL DISAPPROVE</b>	<b>53%</b>	<b>55%</b>	<b>91%</b>	<b>12%</b>	<b>62%</b>



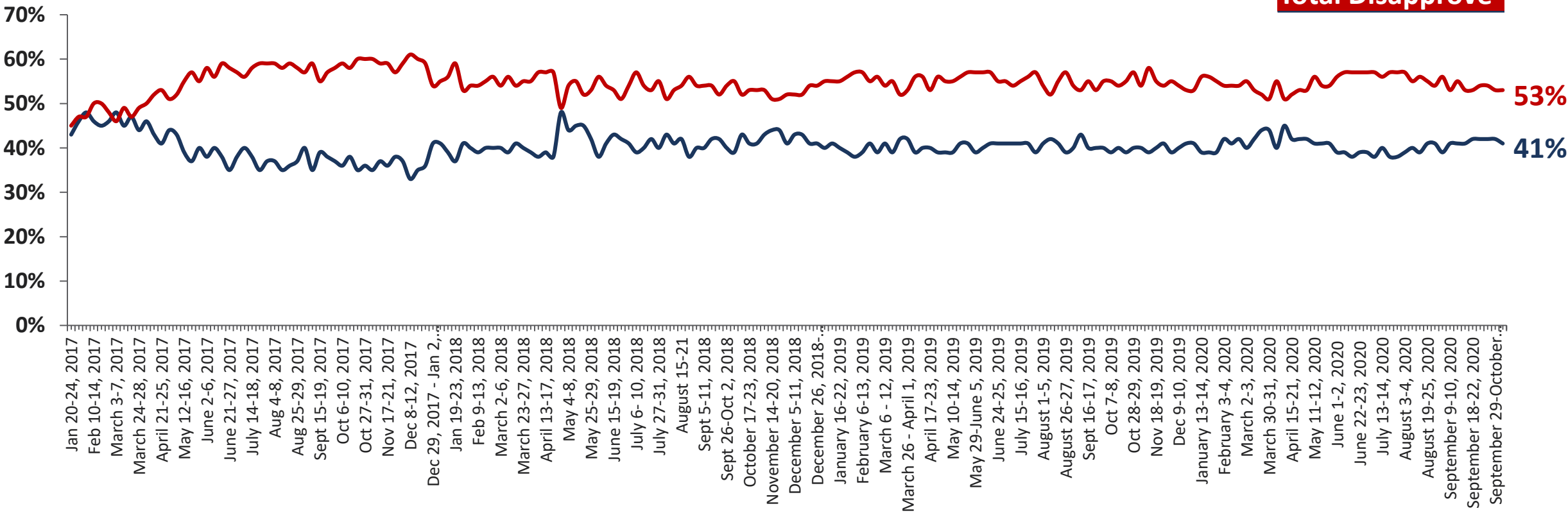
ALL ADULT AMERICANS

# Donald Trump's Weekly Approval



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

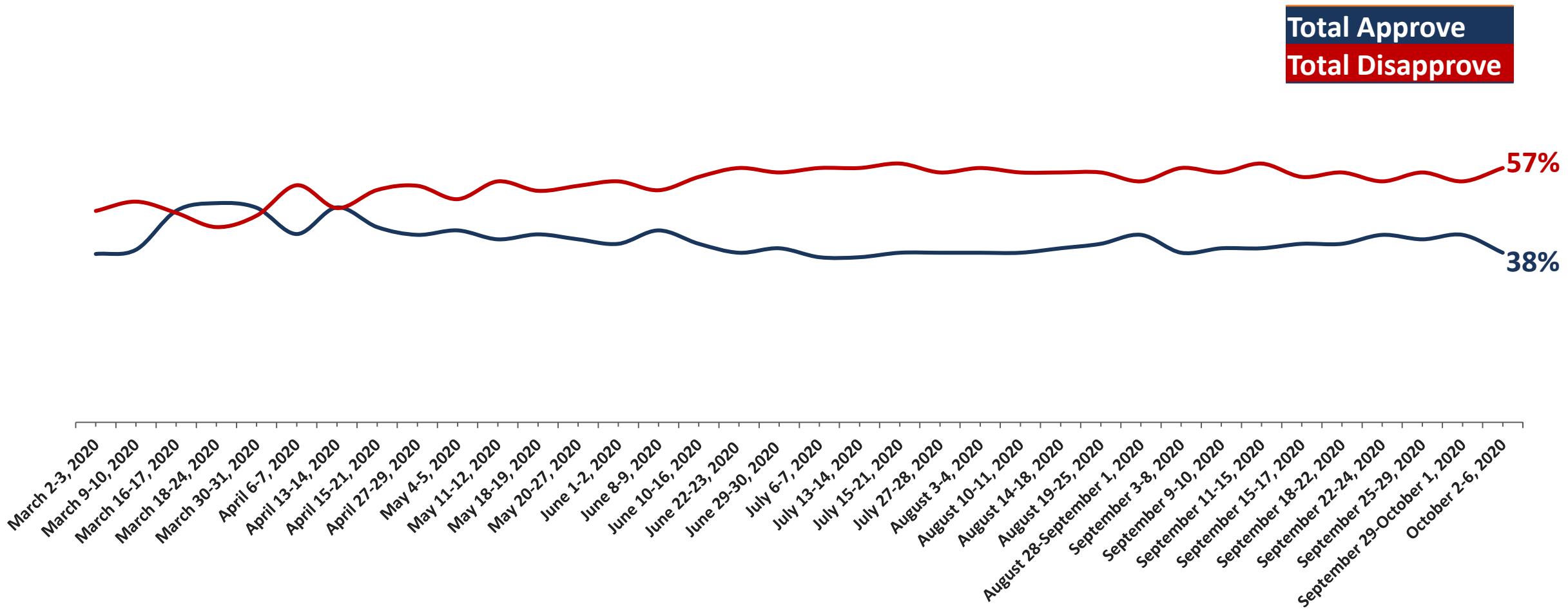
Total Approve  
Total Disapprove



ALL ADULT AMERICANS

# 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



In the 2020 presidential election, did you/would you vote for Donald Trump or Joe Biden?

\*Order of candidates is randomly rotated in question text

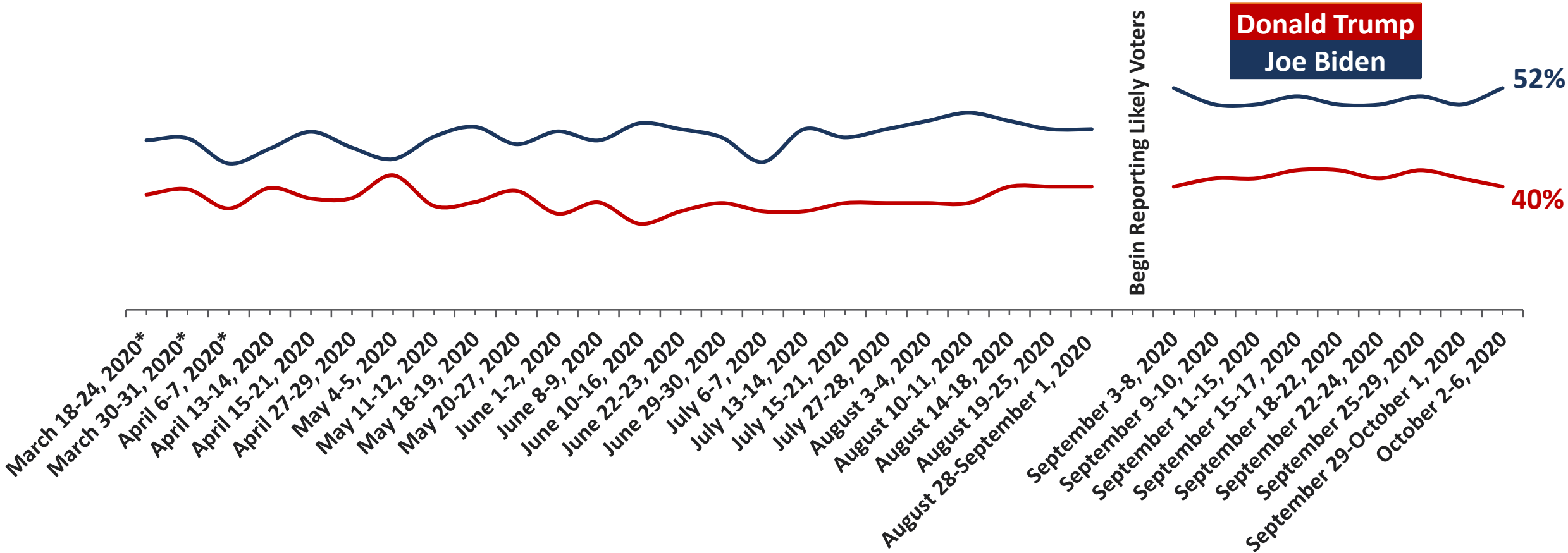
	All Adults	Registered Voters	Likely Voters	Democratic Likely Voters	Republican Likely Voters	Independent Likely Voters
Donald Trump	37%	40%	40%	4%	87%	19%
Joe Biden	44%	49%	52%	93%	6%	55%
Some other candidate	5%	5%	4%	2%	3%	11%
I would not vote	7%	1%	0%	0%	0%	0%
Not sure	7%	5%	4%	1%	4%	14%

ALL LIKELY VOTERS

# Presidential Ballot Trend

In the 2020 presidential election, did you/would you vote for Donald Trump or Joe Biden?

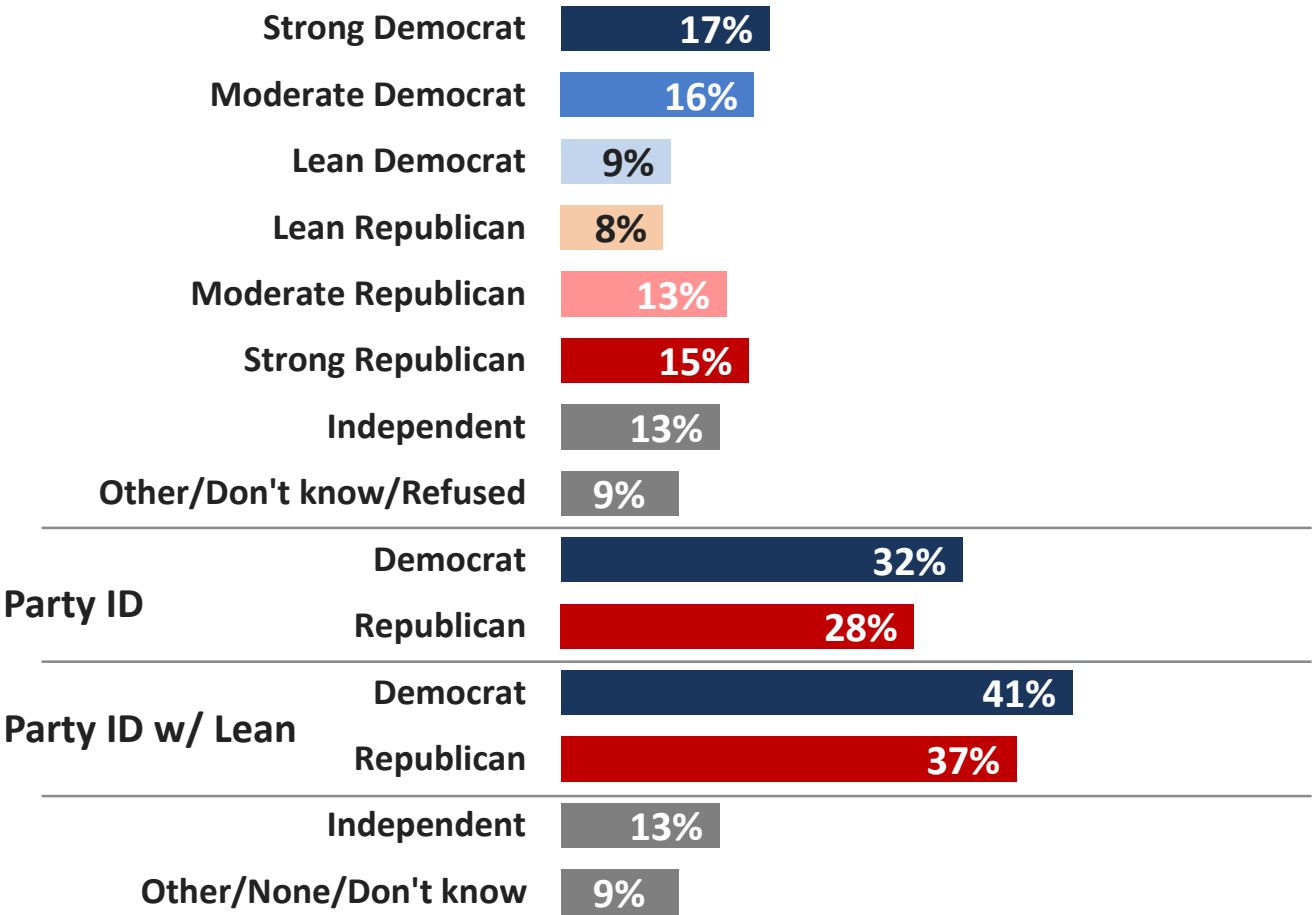
Order of candidates is randomly rotated in question text



\*"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  
Week of September 7<sup>th</sup>, Reuters/Ipsos began reporting data on Likely Voters

# 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.

## 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.