Ipsos Poll

# Core Political Data

**November 10, 2021**

# Core Political Data

These are findings from an Ipsos poll conducted November 9-10, 2021. A sample of 1,004 Americans ages 18+ were interviewed online for this survey.

This included 424 Democrats, 377 Republicans, and 115 independents

---

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:

3.5 for All Adults, 5.4 for Democrats, 5.8 for Republicans, and 10.4 for independents
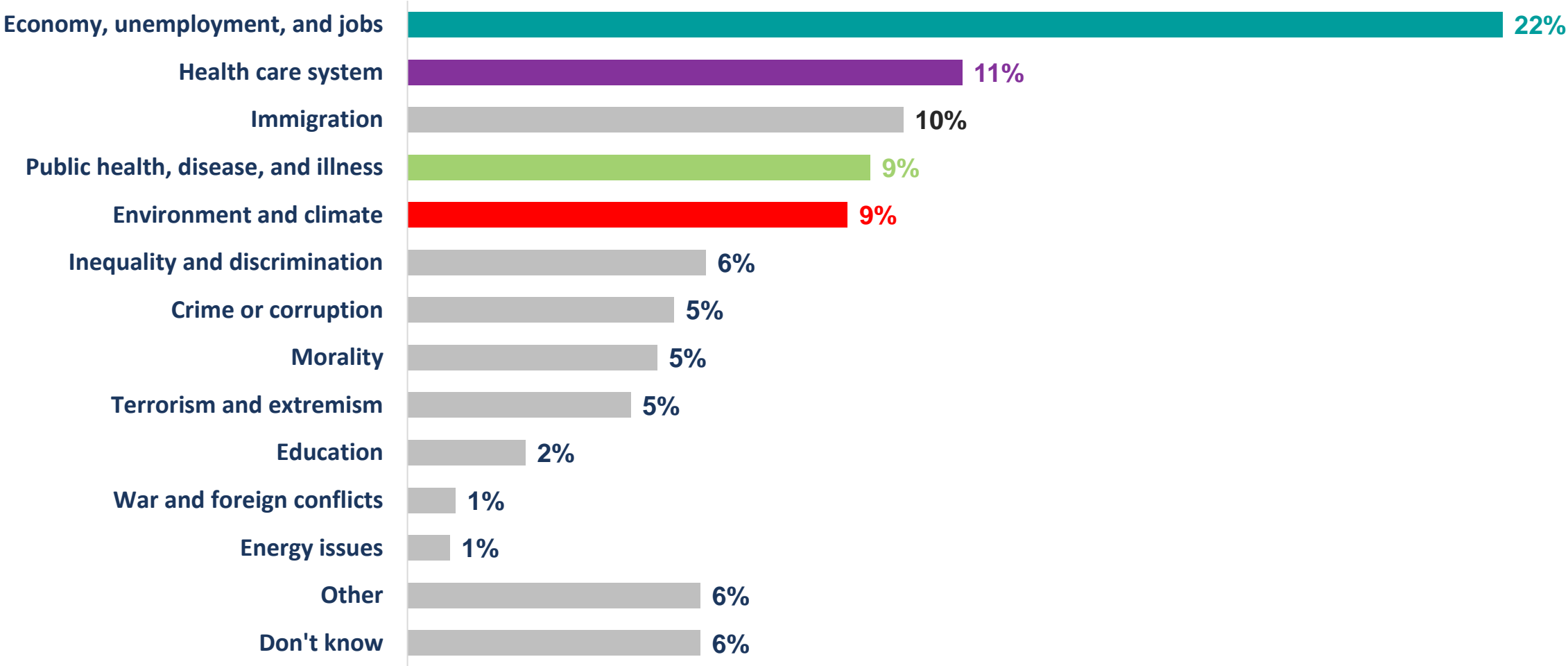
---

The data from this survey was weighted to the U.S. current population data using Gender, Age, Education, Ethnicity, and 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
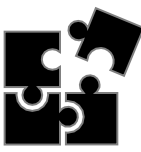❖ Where figures do not sum to 100, this is because of rounding
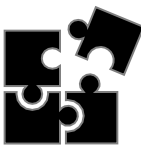
*For more information about credibility intervals, please see the appendix*

# Most Important Problem Facing America

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

| Problem | Percentage |
|---|---|
| Economy, unemployment, and jobs | 22% |
| Health care system | 11% |
| Immigration | 10% |
| Public health, disease, and illness | 9% |
| Environment and climate | 9% |
| Inequality and discrimination | 6% |
| Crime or corruption | 5% |
| Morality | 5% |
| Terrorism and extremism | 5% |
| Education | 2% |
| War and foreign conflicts | 1% |
| Energy issues | 1% |
| Other | 6% |
| Don't know | 6% |

*\* Starting with 2/4/21 wave, "system" was added to "Healthcare" ,"extremism" was added to "Terrorism", and "corruption" was added to "Crime". "Public health, disease, and illness"  and "Inequality and discrimination" were added as new issues. "Economy, generally" and "Unemployment/lack of jobs" were combined to create "Economy, unemployment, and jobs"*

# Most Important Problem Facing America

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



Legend: Economy, unemployment, and jobs | Public Health | Environment and Climate | Health care system

*\*Prior to February 2021, "Economy, generally" and "Unemployment/lack of jobs" were asked separately, results on chart display the sum of both issues through that date. Have since been combined to create "Economy, unemployment, and jobs". Other changes include "system" being added to "healthcare", and "Inequality and discrimination" and "Public health, disease, and illness" were added as new issues.*
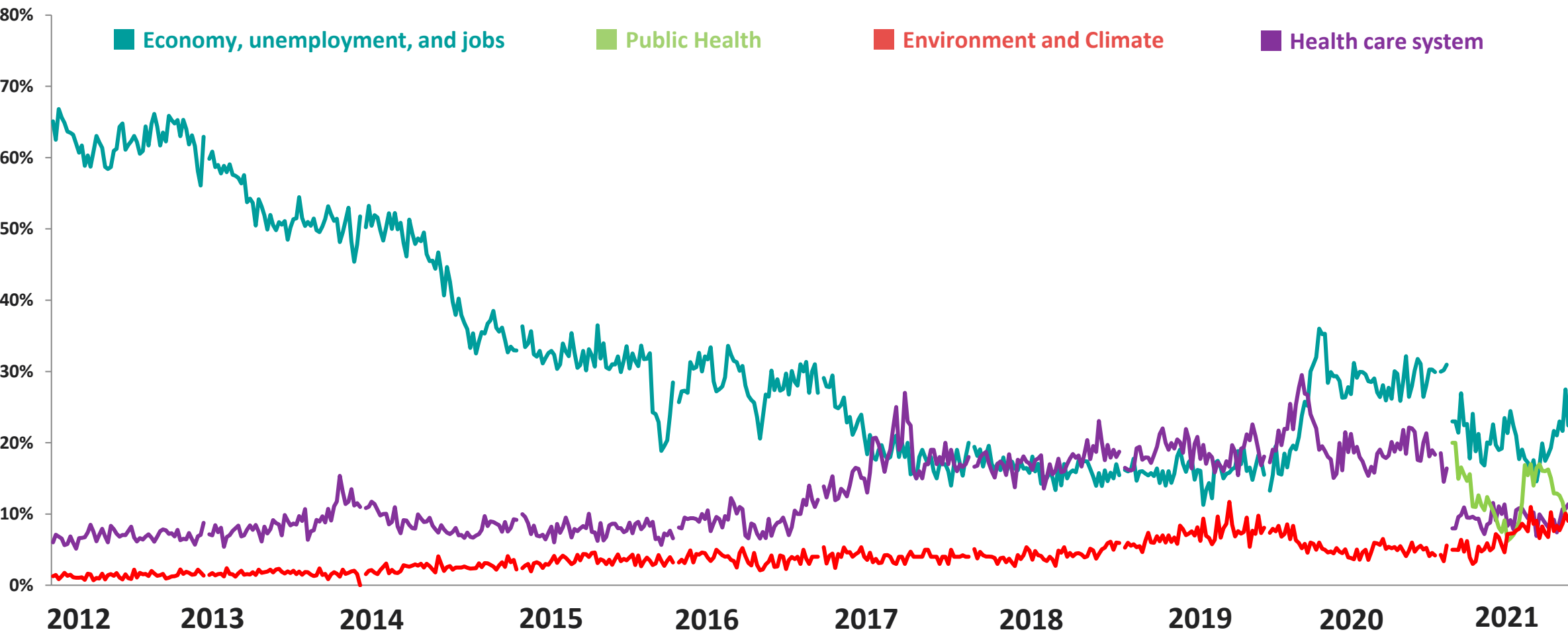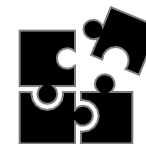
# Most Important Problem Facing America

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

| | Democrats | Republicans | Independents |
|---|---|---|---|
| **Economy, unemployment, and jobs** | **18%** | **27%** | **27%** |
| War and foreign conflicts | 2% | 0% | 1% |
| Immigration | 1% | 21% | 12% |
| Terrorism and extremism | 6% | 4% | 3% |
| **Healthcare system** | **17%** | **5%** | **14%** |
| **Public health, disease, and illness** | **13%** | **6%** | **9%** |
| Energy issues | 1% | 1% | 0% |
| Morality | 3% | 9% | 3% |
| Education | 3% | 2% | 2% |
| Crime or corruption | 4% | 7% | 4% |
| **Environment and climate** | **14%** | **5%** | **6%** |
| Inequality and discrimination | 10% | 2% | 3% |
| Other | 7% | 6% | 9% |
| Don't know | 2% | 4% | 8% |

* Starting with 2/4/21 wave, "system" was added to "Healthcare" ,"extremism" was added to "Terrorism", and "corruption" was added to "Crime". "Public health, disease, and illness"  and "Inequality and discrimination" were added as new issues. "Economy, generally" and "Unemployment/lack of jobs" were combined to create "Economy, unemployment, and jobs"
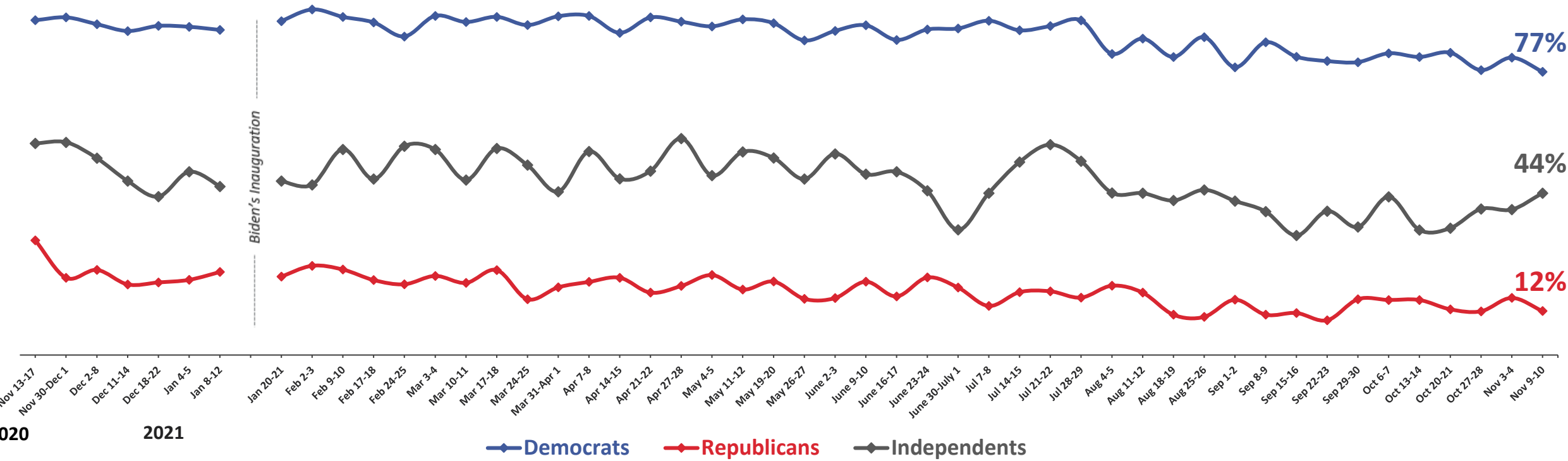
# Joe Biden's Weekly Approval

**Overall, do you approve or disapprove of the way Joe Biden is handling his job as President (previously president-elect)?**
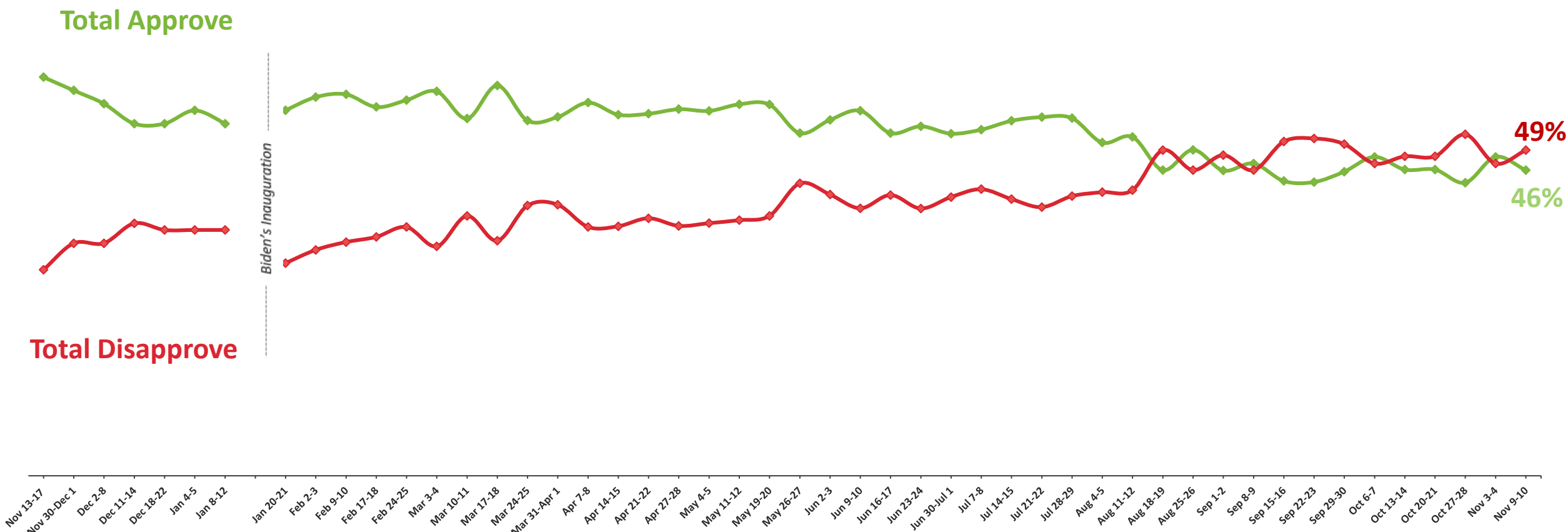
# Partisan Biden Approval

**Overall, do you approve or disapprove of the way Joe Biden is handling his job as President (previously president-elect)?**



**Democrats**     **Republicans**     Independents

# 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|θ~bin(n,θ), 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 $(\pi(\frac{\theta}{y})$~β(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 $\pi\left(\frac{\theta}{y}\right)$. 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: $\bar{Y} \mp \frac{1}{\sqrt{n}}$

For this poll, the Bayesian credibility interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting[2]

**Examples of credibility intervals for different base sizes are below:**

| SAMPLE SIZE | CREDIBILITY INTERVALS |
|:---:|:---:|
| 2,000 | 2.5 |
| 500 | 5.0 |
| 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.