Ipsos Poll
Core Political Data
October 26, 2022
These are findings from an Ipsos poll conducted October 24-25, 2022. A sample of 1,005 Americans ages 18+ were interviewed online for this survey.

This included 447 Democrats, 369 Republicans, and 123 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:

3.8 for All Adults, 5.7 for Democrats, 6.2 for Republicans, and 10.8 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 percent
❖ Where figures do not sum to 100, this is because of rounding

For more information about credibility intervals, please see the appendix
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

- **All Adults**: 17% Right Direction, 71% Wrong Track, 12% Don’t Know
- **Republicans**: 10% Right Direction, 75% Wrong Track, 15% Don’t Know
- **Democrats**: 12% Right Direction, 32% Wrong Track, 56% Don’t Know
- **Independents**: 5% Right Direction, 88% Wrong Track, 5% Don’t Know
In your opinion, what is the most important problem facing the U.S. today?

- **Economy, unemployment, and jobs**: 32%
- **Crime or corruption**: 9%
- **Healthcare system**: 8%
- **The end of national abortion rights**: 6%
- **Immigration**: 6%
- **Environment and climate**: 6%
- **Inequality and discrimination**: 4%
- **Education**: 3%
- **Morality**: 3%
- **Public health, disease, and illness**: 3%
- **War and foreign conflicts**: 3%
- **Terrorism and extremism**: 3%
- **Energy issues**: 1%
- **Other**: 8%
- **Don't know**: 5%

(All Americans)
Most Important Problem Facing America

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

- The Economy, Unemployment and Jobs
- Crime or Corruption
- Healthcare System
- The end of national abortion rights
### Most Important Problem Facing America

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>All Americans</th>
<th>Democrats</th>
<th>Republicans</th>
<th>Independents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy, unemployment, and jobs</td>
<td>32%</td>
<td>21%</td>
<td>43%</td>
<td>32%</td>
</tr>
<tr>
<td>War and foreign conflicts</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Immigration</td>
<td>6%</td>
<td>2%</td>
<td>13%</td>
<td>2%</td>
</tr>
<tr>
<td>Terrorism and extremism</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Healthcare system</td>
<td>8%</td>
<td>9%</td>
<td>3%</td>
<td>12%</td>
</tr>
<tr>
<td>Public health, disease, and illness</td>
<td>3%</td>
<td>4%</td>
<td>1%</td>
<td>5%</td>
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<tr>
<td>Energy issues</td>
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<td>1%</td>
<td>3%</td>
<td>0%</td>
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<tr>
<td>Morality</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
<td>3%</td>
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<tr>
<td>Education</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Crime or corruption</td>
<td>9%</td>
<td>7%</td>
<td>10%</td>
<td>15%</td>
</tr>
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<td>Environment and climate</td>
<td>6%</td>
<td>10%</td>
<td>3%</td>
<td>2%</td>
</tr>
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<td>4%</td>
<td>8%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>The end of national abortion rights</td>
<td>6%</td>
<td>13%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
<td>9%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>5%</td>
</tr>
</tbody>
</table>

* 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 Job Approval

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

### Total Approve

- **60%**
- **31%**

### Total Disapprove

- **55%**
- **39%**

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Joe Biden’s Weekly Job Approval by Partisanship

Overall, do you approve or disapprove of the way Joe Biden is handling his job as president? (previously ‘president-elect’)
2022 Generic Congressional Ballot

Thinking about the elections in 2022, if the election for U.S. Congress were held today, would you vote for the Democratic or Republican candidate in your district where you live?

- Democratic Candidate
- Republican candidate
- Candidate from another party
- Will not/do not plan to vote
- Don’t know

Graph showing trends from June 6-7 to October 24-25.
Thinking about the elections in 2022, if the election for U.S. Congress were held today, would you vote for the Democratic or Republican candidate in your district where you live?

By Partisanship

Democrats

86%

Republicans

81%

Independents

28%
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 \( \pi(y|\theta) \sim \beta(y+a,n-y+b) \), 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 \( \pi(y|\theta) \). 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:

\[
\bar{Y} \pm \frac{1}{\sqrt{n}}
\]

For this poll, the Bayesian credibility interval was adjusted using standard weighting design effect \( 1+L=1.5 \) to account for complex weighting\(^2\).

Examples of credibility intervals for different base sizes are below:

<table>
<thead>
<tr>
<th>SAMPLE SIZE</th>
<th>CREDIBILITY INTERVALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,000</td>
<td>2.7</td>
</tr>
<tr>
<td>500</td>
<td>5.4</td>
</tr>
<tr>
<td>100</td>
<td>12.0</td>
</tr>
</tbody>
</table>

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 specialization, 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 caliber of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” – our tagline – summarizes our ambition.