



**Ipsos Poll conducted for Reuters, March 2012
Healthcare Law Poll**

NOTE: all results shown are percentages unless otherwise labeled.

These are findings from an Ipsos poll conducted for Thomson Reuters from March 26th – 27th, 2012. For the survey, a sample of 1,953 Americans was interviewed online. 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 2.6 percentage points for all respondents. For more information about credibility intervals, please see the appendix.

The data were weighted to the U.S. current population data by gender, age, education, ethnicity and a political values scale. 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 a per cent. Where figures do not sum to 100, this is due to the effects of rounding.*

HEALTHCARE LAW POLL

Q1. Which of the following involved in health care reform do you trust the MOST to make sure that All Americans have access to quality healthcare?

	<u>All</u>	<u>Repub</u>	<u>Dem</u>	<u>Indep</u>
President Barack Obama	14	3	28	8
Democrats in Congress	9	2	17	6
Republicans in Congress	7	18	2	3
Pharmaceutical companies	1	2	*	*
Health insurance companies	6	10	4	4
Doctors and other health practitioners	18	21	15	27
None of these	31	35	23	36
Don't know	15	11	12	16

Q2. As of right now, do you favor or oppose the healthcare reform bill passed by Congress and signed into law by President Obama in 2010?

	<u>All</u>	<u>Repub</u>	<u>Dem</u>	<u>Indep</u>
Favor	44	14	72	45
Oppose	56	86	28	55

[IF OPPOSE IN Q2; N=1,094]

Q3. You said you are opposed to the healthcare reform bill passed by Congress and signed into law by the President in 2010. Is that because...

	<u>All</u>	<u>Repub</u>	<u>Dem</u>	<u>Indep</u>
You favor healthcare reform overall but think the current proposals don't go far enough to reform healthcare	37	29	52	38
You oppose healthcare reform overall and think the current proposals go too far in reforming healthcare	63	71	48	62



Q4. Have you heard about the Supreme Court reviewing the healthcare reform law?

	<u>All</u>	<u>Repub</u>	<u>Dem</u>	<u>Indep</u>
Yes	54	64	53	51
No	46	36	47	49

[IF YES IN Q4; N=1,050]

Q5. Has what you have heard about the Supreme Court review made you more or less favorable toward the healthcare reform law?

	<u>All</u>	<u>Repub</u>	<u>Dem</u>	<u>Indep</u>
Much more favorable	11	3	21	6
Somewhat more favorable	19	11	29	13
Somewhat less favorable	13	18	9	15
Much less favorable	17	31	5	11
Don't know	41	38	37	55
Total more favorable	30	14	50	19
Total less favorable	30	49	14	26

Q6. Thinking about the elections this November, if your member of Congress were to run on a platform of repealing the healthcare bill passed into law in 2010, would that make you...

	<u>All</u>	<u>Repub</u>	<u>Dem</u>	<u>Indep</u>
Much more likely to vote for them	20	36	12	10
Somewhat more likely to vote for them	23	36	16	19
Somewhat less likely to vote for the	10	5	15	17
Much less likely to vote for them	16	4	29	14
Don't know/Not sure	31	18	28	41
Total more likely	43	72	28	29
Total less likely	26	9	43	31

Q7. And how important of an issue is the healthcare reform law to you?

	<u>All</u>	<u>Repub</u>	<u>Dem</u>	<u>Indep</u>
Single most important issue	5	5	6	2
Very important	54	57	59	42
Somewhat important	33	31	31	48
Not very important	5	6	5	3
Not at all important	3	1	*	6
Total important (top 2 box)	59	62	65	44
Total not important (bottom 3 box)	41	38	35	56

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., $Y|\theta \sim \text{Bin}(n, \theta)$

θ . This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian¹ 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 ($\pi(\theta/y) \sim \beta(y+a, n-y+b)$), 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 . 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 . Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

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For the poll published on March 28th, 2012, the Bayesian Credibility Interval was adjusted using standard weighting design effect $1+L=1.3$ to account for complex weighting²

Analysis Domain	Sample size	Credibility intervals
All Americans	1,953	2.6%

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.