



Ipsos Poll Conducted for Reuters

Core Political Approval 4.23.13

These are findings from an Ipsos poll conducted for Thomson Reuters from April 19 - 23, 2013. For the survey, a sample of 734 Americans, including 275 Democrats and 274 Republicans 18+ were 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 4.1 percentage points for all respondents, and plus or minus 6.7 percentage points for Democrats and Republicans, respectively. 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, and ethnicity. 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.

CORE POLITICAL APPROVAL

Q1. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

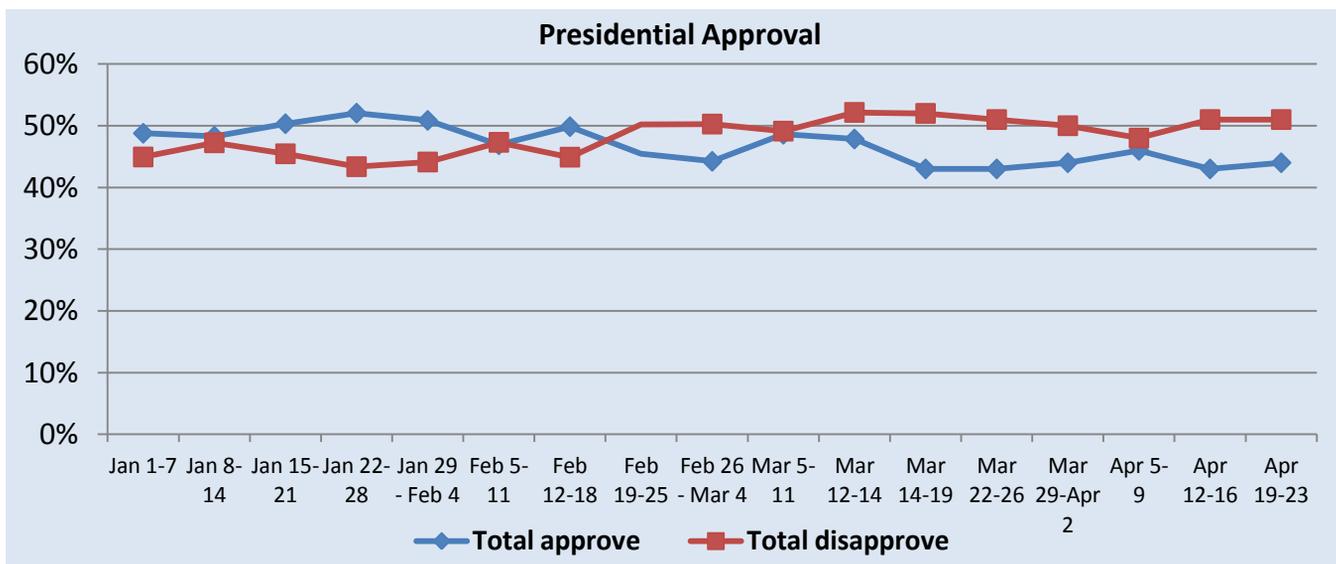
	All adults	Democrats	Republicans
Right direction	28%	47%	7%
Wrong track	59%	39%	86%
Don't know	13%	14%	6%

Q2. Overall, do you approve or disapprove about the way Barack Obama is handling his job as President?

Q2a. 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	Democrats	Republicans
Strongly approve	23%	43%	1%
Somewhat approve	16%	24%	5%
Lean towards approve	5%	7%	1%
Lean towards disapprove	6%	6%	3%
Somewhat disapprove	10%	7%	14%
Strongly disapprove	36%	9%	76%
Not sure	5%	3%	1%
Total approve	44%	75%	7%
Total disapprove	51%	22%	92%



Q3. In your opinion, which political party has a better plan, policy or approach to each of the following?

All adults	<u>Democratic Party</u>	<u>Republican Party</u>	<u>Independents</u>	<u>Other</u>	<u>None</u>	<u>Don't know</u>
Healthcare	40%	21%	6%	1%	15%	16%
The war on terror	31%	22%	6%	1%	17%	23%
Iran	23%	19%	6%	1%	17%	35%
The US Economy	30%	23%	7%	1%	17%	23%
Immigration	35%	19%	8%	3%	15%	21%
Social Security	29%	19%	8%	1%	21%	22%
Medicare	34%	18%	8%	3%	16%	21%
Taxes	32%	21%	9%	2%	15%	21%
Gay marriage	41%	14%	9%	2%	14%	20%
Jobs and employment	33%	21%	8%	1%	18%	19%
The federal government deficit	29%	22%	7%	1%	18%	23%
Supporting small businesses	34%	24%	7%	1%	11%	22%
Education	32%	16%	7%	4%	18%	22%
Foreign policy	27%	21%	8%	4%	14%	26%
Women's rights	45%	12%	7%	2%	12%	22%
The environment	37%	18%	9%	2%	12%	23%
Israel	22%	22%	7%	1%	12%	35%

Democrats (n=275)	<u>Democratic Party</u>	<u>Republican Party</u>	<u>Independents</u>	<u>Other</u>	<u>None</u>	<u>Don't know</u>
Healthcare	73%	3%	2%	*%	11%	10%
The war on terror	60%	7%	1%	1%	14%	17%
Iran	43%	6%	1%	1%	13%	34%
The US Economy	57%	6%	2%	1%	17%	19%
Immigration	61%	5%	6%	3%	10%	14%
Social Security	55%	3%	5%	1%	19%	17%
Medicare	63%	1%	4%	6%	13%	13%
Taxes	60%	3%	8%	2%	11%	17%
Gay marriage	62%	12%	5%	1%	8%	12%
Jobs and employment	63%	4%	4%	1%	17%	12%
The federal government deficit	58%	4%	3%	1%	16%	18%
Supporting small businesses	62%	7%	6%	1%	10%	14%
Education	62%	3%	5%	2%	15%	13%
Foreign policy	52%	7%	4%	6%	10%	20%
Women's rights	77%	3%	4%	1%	7%	9%
The environment	66%	10%	3%	1%	7%	13%
Israel	40%	8%	3%	2%	11%	36%

Q3. In your opinion, which political party has a better plan, policy or approach to each of the following?

Republicans (n=274)	<u>Democratic Party</u>	<u>Republican Party</u>	<u>Independents</u>	<u>Other</u>	<u>None</u>	<u>Don't know</u>
Healthcare	7%	60%	5%	2%	18%	9%
The war on terror	9%	59%	3%	1%	17%	12%
Iran	8%	47%	6%	1%	17%	20%
The US Economy	4%	64%	5%	1%	18%	9%
Immigration	11%	47%	4%	4%	21%	13%
Social Security	6%	55%	6%	*%	22%	11%
Medicare	7%	53%	6%	*%	20%	14%
Taxes	5%	63%	6%	2%	15%	10%
Gay marriage	29%	28%	7%	3%	17%	17%
Jobs and employment	3%	63%	6%	1%	17%	10%
The federal government deficit	4%	62%	6%	2%	17%	8%
Supporting small businesses	6%	64%	6%	2%	10%	12%
Education	7%	47%	4%	6%	21%	15%
Foreign policy	5%	55%	5%	2%	16%	17%
Women's rights	17%	35%	7%	2%	17%	22%
The environment	13%	43%	7%	3%	15%	18%
Israel	6%	55%	5%	1%	11%	22%

PARTY ID	<u>All Adults</u>
Strong Democrat	12%
Moderate Democrat	22%
Lean Democrat	9%
Lean Republican	6%
Moderate Republican	14%
Strong Republican	10%
Independent	13%
None of these	9%
DK	6%
<i>Total Democrat</i>	<i>43%</i>
<i>Total Republican</i>	<i>30%</i>

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., $Y|\theta \sim \text{Bin}(n, \theta)$, 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 ($\pi(\theta|y) \sim \beta(y+a, n-y+b)$), 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:

$$\bar{y} \pm \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect $1+L=1.3$ to account for complex weighting²

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

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

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.*