



Ipsos Poll Conducted for Reuters

Core Political Approval 5.01.13

These are findings from an Ipsos poll conducted for Thomson Reuters from April 25 – May 1, 2013. For the survey, a sample of 943 Americans, including 390 Democrats, 330 Republicans and 139 Independents ages 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 3.6 percentage points, 5.7 percentage points for Democrats, 6.2 percentage points for Republicans, and 9.5 percentage points for Independents. 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?

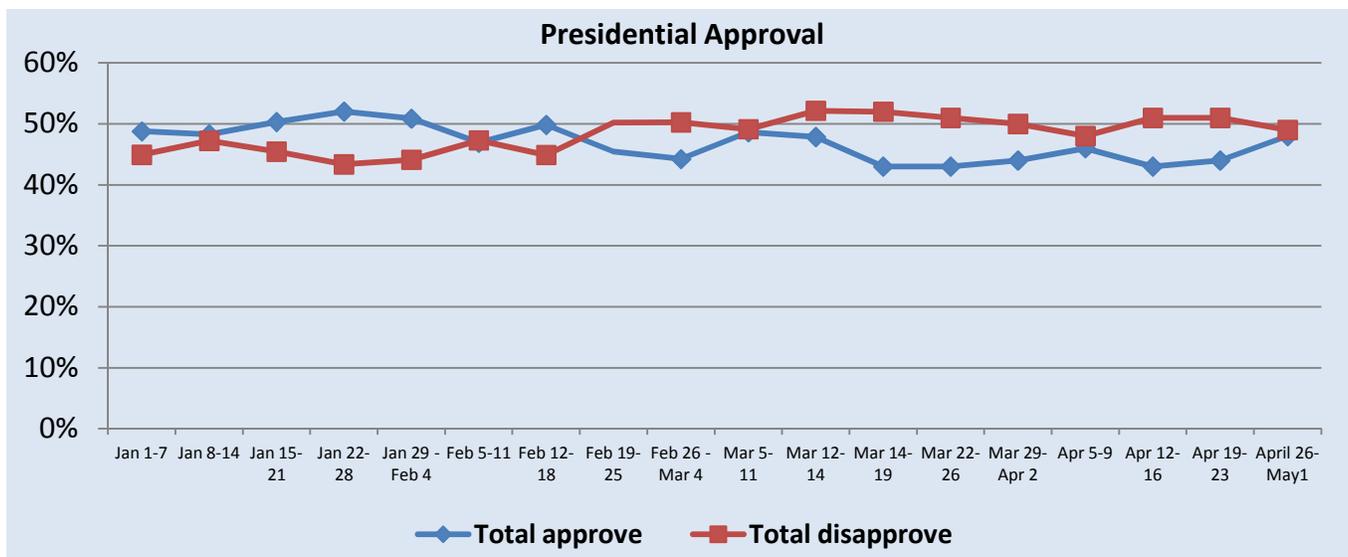
	All adults	Democrats	Republicans	Independents
Right direction	24%	42%	9%	19%
Wrong track	60%	39%	81%	68%
Don't know	16%	19%	10%	13%

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	Independents
Strongly approve	20%	37%	4%	16%
Somewhat approve	23%	34%	12%	21%
Lean towards approve	5%	5%	*	5%
Lean towards disapprove	3%	3%	3%	2%
Somewhat disapprove	13%	9%	17%	19%
Strongly disapprove	33%	12%	62%	33%
Not sure	4%	2%	2%	5%
Total approve	48%	76%	16%	42%
Total disapprove	49%	24%	82%	54%





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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	36%	21%	6%	1%	16%	20%
The war on terror	26%	27%	5%	1%	16%	26%
Iran	21%	23%	3%	2%	18%	33%
The US Economy	29%	26%	5%	1%	17%	22%
Immigration	31%	23%	5%	1%	15%	27%
Social Security	33%	22%	4%	1%	17%	22%
Medicare	37%	21%	4%	1%	16%	21%
Taxes	32%	26%	4%	1%	15%	21%
Gay marriage	41%	11%	4%	2%	15%	27%
Jobs and employment	33%	24%	5%	1%	16%	21%
The federal government deficit	27%	25%	5%	1%	17%	25%
Supporting small businesses	33%	26%	6%	1%	12%	22%
Education	31%	20%	5%	1%	18%	25%
Foreign policy	25%	25%	5%	1%	14%	30%
Women's rights	42%	16%	5%	1%	11%	25%
The environment	37%	14%	6%	1%	16%	26%
Israel	22%	22%	5%	3%	15%	33%

Democrats (n=390)	<u>Democratic Party</u>	<u>Republican Party</u>	<u>Independents</u>	<u>Other</u>	<u>None</u>	<u>Don't know</u>
Healthcare	61%	7%	3%	1%	9%	18%
The war on terror	44%	12%	4%	0%	13%	26%
Iran	36%	7%	3%	1%	12%	40%
The US Economy	53%	10%	3%	0%	13%	21%
Immigration	50%	7%	3%	1%	9%	31%
Social Security	56%	5%	2%	1%	15%	22%
Medicare	62%	5%	1%	1%	10%	20%
Taxes	56%	9%	2%	1%	11%	21%
Gay marriage	57%	7%	3%	1%	9%	23%
Jobs and employment	62%	6%	3%	1%	11%	18%
The federal government deficit	48%	10%	4%	0%	14%	24%
Supporting small businesses	62%	6%	3%	0%	6%	22%
Education	56%	7%	2%	1%	14%	21%
Foreign policy	44%	9%	3%	1%	11%	31%
Women's rights	65%	5%	3%	1%	5%	20%
The environment	59%	3%	4%	1%	10%	23%
Israel	36%	8%	2%	2%	12%	40%



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

Republicans (n=330)	<u>Democratic Party</u>	<u>Republican Party</u>	<u>Independents</u>	<u>Other</u>	<u>None</u>	<u>Don't know</u>
Healthcare	19%	50%	6%	0%	14%	10%
The war on terror	12%	58%	6%	1%	11%	12%
Iran	10%	55%	2%	0%	17%	17%
The US Economy	11%	62%	5%	1%	12%	10%
Immigration	15%	56%	4%	0%	13%	11%
Social Security	17%	59%	3%	1%	11%	9%
Medicare	17%	54%	4%	1%	15%	11%
Taxes	15%	58%	5%	1%	11%	10%
Gay marriage	39%	22%	2%	1%	15%	20%
Jobs and employment	11%	63%	5%	0%	11%	10%
The federal government deficit	13%	59%	6%	0%	11%	10%
Supporting small businesses	9%	64%	7%	0%	9%	11%
Education	15%	46%	8%	1%	15%	16%
Foreign policy	12%	59%	5%	1%	11%	13%
Women's rights	27%	39%	4%	1%	11%	19%
The environment	21%	38%	6%	1%	18%	16%
Israel	13%	53%	4%	2%	12%	16%

Independents (n=139)	<u>Democratic Party</u>	<u>Republican Party</u>	<u>Independents</u>	<u>Other</u>	<u>None</u>	<u>Don't know</u>
Healthcare	23%	7%	16%	0%	27%	27%
The war on terror	19%	13%	9%	3%	25%	32%
Iran	17%	9%	10%	4%	31%	28%
The US Economy	20%	11%	11%	5%	26%	27%
Immigration	23%	5%	14%	2%	27%	29%
Social Security	20%	7%	15%	0%	26%	31%
Medicare	26%	7%	14%	0%	23%	29%
Taxes	22%	11%	13%	2%	25%	27%
Gay marriage	18%	4%	14%	3%	30%	30%
Jobs and employment	18%	6%	16%	4%	29%	27%
The federal government deficit	16%	9%	10%	2%	28%	35%
Supporting small businesses	20%	12%	18%	2%	24%	23%
Education	17%	8%	13%	3%	27%	32%
Foreign policy	19%	10%	13%	0%	25%	33%
Women's rights	30%	4%	15%	1%	19%	32%
The environment	28%	3%	14%	1%	21%	33%
Israel	17%	8%	15%	2%	30%	27%



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PARTY ID	<u>All Adults</u>
Strong Democrat	13%
Moderate Democrat	24%
Lean Democrat	6%
Lean Republican	7%
Moderate Republican	16%
Strong Republican	9%
Independent	14%
None of these	11%
DK	5%
<i>Total Democrat</i>	<i>43%</i>
<i>Total Republican</i>	<i>32%</i>



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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.*