



Ipsos Public Affairs



# Ipsos Poll Conducted for Reuters

## Core Political Approval

05.20.2015



These are findings from an Ipsos poll conducted

*for*

*date*



May 16-20, 2015



For the survey,

*a sample of*

*including*

*ages*

1,586

Americans

672

Democrats

529

Republicans

216

Independents

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 the following percentage points



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
- 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.
- *To see more information on this and other Reuters/Ipsos polls, please visit <http://polling.reuters.com/>.*

# RIGHT DIRECTION/WRONG TRACK

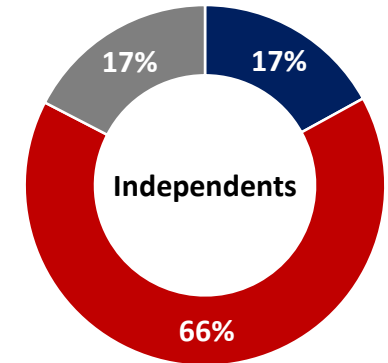
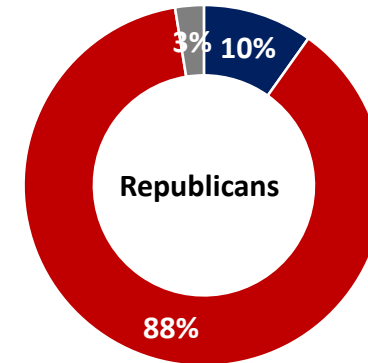
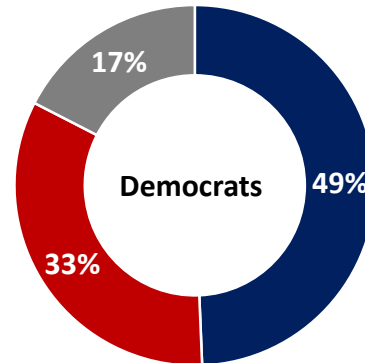
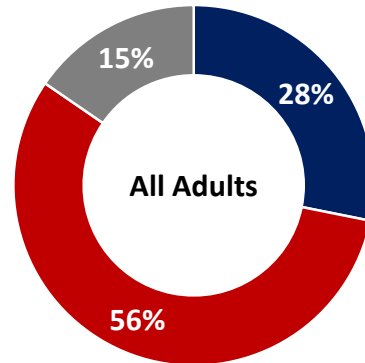
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

May 16 – 20, 2015

Right Direction

Wrong Track

Don't Know





# BARACK OBAMA

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

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") May 16 – 20, 2015

|                                | Total      | Democrat   | Republican | Independent |
|--------------------------------|------------|------------|------------|-------------|
| <b>Strongly approve</b>        | <b>20%</b> | <b>37%</b> | <b>5%</b>  | <b>10%</b>  |
| <b>Somewhat approve</b>        | <b>19%</b> | <b>32%</b> | <b>3%</b>  | <b>14%</b>  |
| <b>Lean towards approve</b>    | <b>4%</b>  | <b>4%</b>  | <b>*%</b>  | <b>4%</b>   |
| <b>Lean towards disapprove</b> | <b>3%</b>  | <b>3%</b>  | <b>3%</b>  | <b>3%</b>   |
| <b>Somewhat disapprove</b>     | <b>14%</b> | <b>11%</b> | <b>14%</b> | <b>27%</b>  |
| <b>Strongly disapprove</b>     | <b>33%</b> | <b>9%</b>  | <b>72%</b> | <b>34%</b>  |
| <b>Not sure</b>                | <b>7%</b>  | <b>4%</b>  | <b>1%</b>  | <b>8%</b>   |
| <b>Total Approve</b>           | <b>43%</b> | <b>74%</b> | <b>9%</b>  | <b>28%</b>  |
| <b>Total Disapprove</b>        | <b>51%</b> | <b>22%</b> | <b>90%</b> | <b>64%</b>  |

# REPUBLICAN PRESIDENTIAL PRIMARIES



Please think ahead now to the next Presidential in four years time, in 2016.

**If the 2016 Republican presidential primaries were being held today, for whom of the following would you vote?**

May 16 – 20, 2015

TOP 3

|   | Total<br>(n=880) | Republican<br>(n=521) | Independent<br>(n=211) |
|---|------------------|-----------------------|------------------------|
| Governor Jeb Bush, former governor of Florida                 | 13%              | 16%                   | 8%                     |
| Governor Mike Huckabee, former governor of Arkansas           | 10%              | 14%                   | 8%                     |
| Senator Rand Paul, senator from Kentucky                      | 9%               | 9%                    | 13%                    |
| Governor Scott Walker, governor of Wisconsin                  | 7%               | 12%                   | 3%                     |
| Benjamin Carson, author and retired neurosurgeon              | 7%               | 8%                    | 5%                     |
| Senator Marco Rubio, senator from Florida                     | 7%               | 10%                   | 1%                     |
| Donald Trump, businessman and television personality          | 5%               | 5%                    | 8%                     |
| Governor Chris Christie, governor of New Jersey               | 5%               | 5%                    | 7%                     |
| Senator Ted Cruz, senator from Texas                          | 5%               | 7%                    | 3%                     |
| Senator Lindsey Graham, senator from South Carolina           | 3%               | 3%                    | 6%                     |
| Senator Rick Santorum, former senator from Pennsylvania       | 3%               | 3%                    | 4%                     |
| Carly Fiorina, former Senate candidate and business executive | 2%               | 1%                    | 4%                     |
| Wouldn't vote   | 25%              | 7%                    | 30%                    |

# REPUBLICAN PRESIDENTIAL CANDIDATES



Regardless of your personal preference, if the Republican Presidential Primaries came down to these candidates, for whom would you vote? May 16 – 20, 2015

TOP



|   | Total<br>(n=880) | Republican<br>(n=521) | Independent<br>(n=211) |
|---|------------------|-----------------------|------------------------|
| Governor Jeb Bush, former governor of Florida       | 25%              | 33%                   | 17%                    |
| Governor Mike Huckabee, former governor of Arkansas | 23%              | 31%                   | 21%                    |
| Senator Rand Paul, senator from Kentucky            | 23%              | 26%                   | 25%                    |
| Wouldn't vote                                       | 29%              | 10%                   | 37%                    |





# DEMOCRATIC PRESIDENTIAL PRIMARIES



Please think ahead now to the next Presidential in four years time, in 2016.

**If the 2016 Democratic presidential primaries were being held today, for whom of the following would you vote?**

May 16 – 20, 2015

TOP 3

|   | Total<br>(n=1022) | Democrat<br>(n=663) | Independent<br>(n=211) |
|---|-------------------|---------------------|------------------------|
| Former Secretary of State Hillary Clinton                               | 39%               | 49%                 | 28%                    |
| Vice President Joe Biden  | 10%               | 13%                 | 5%                     |
| Senator Elizabeth Warren, senator from Massachusetts                    | 8%                | 8%                  | 11%                    |
| Senator Bernie Sanders, senator from Vermont                            | 6%                | 8%                  | 4%                     |
| Governor Andrew Cuomo, governor of New York                             | 5%                | 5%                  | 6%                     |
| Jim Webb, former Senator from Virginia and former Secretary of the Navy | 3%                | 2%                  | 4%                     |
| Governor Martin O'Malley, governor of Maryland                          | 2%                | 3%                  | 1%                     |
| Senator Kirsten Gillibrand, senator from New York                       | 2%                | 2%                  | 1%                     |
| Wouldn't vote   | 25%               | 10%                 | 39%                    |

# DEMOCRATIC PRESIDENTIAL CANDIDATES



**Regardless of your personal preference, if the Democratic Presidential Primaries came down to these candidates, for whom would you vote?** May 16 – 20, 2015

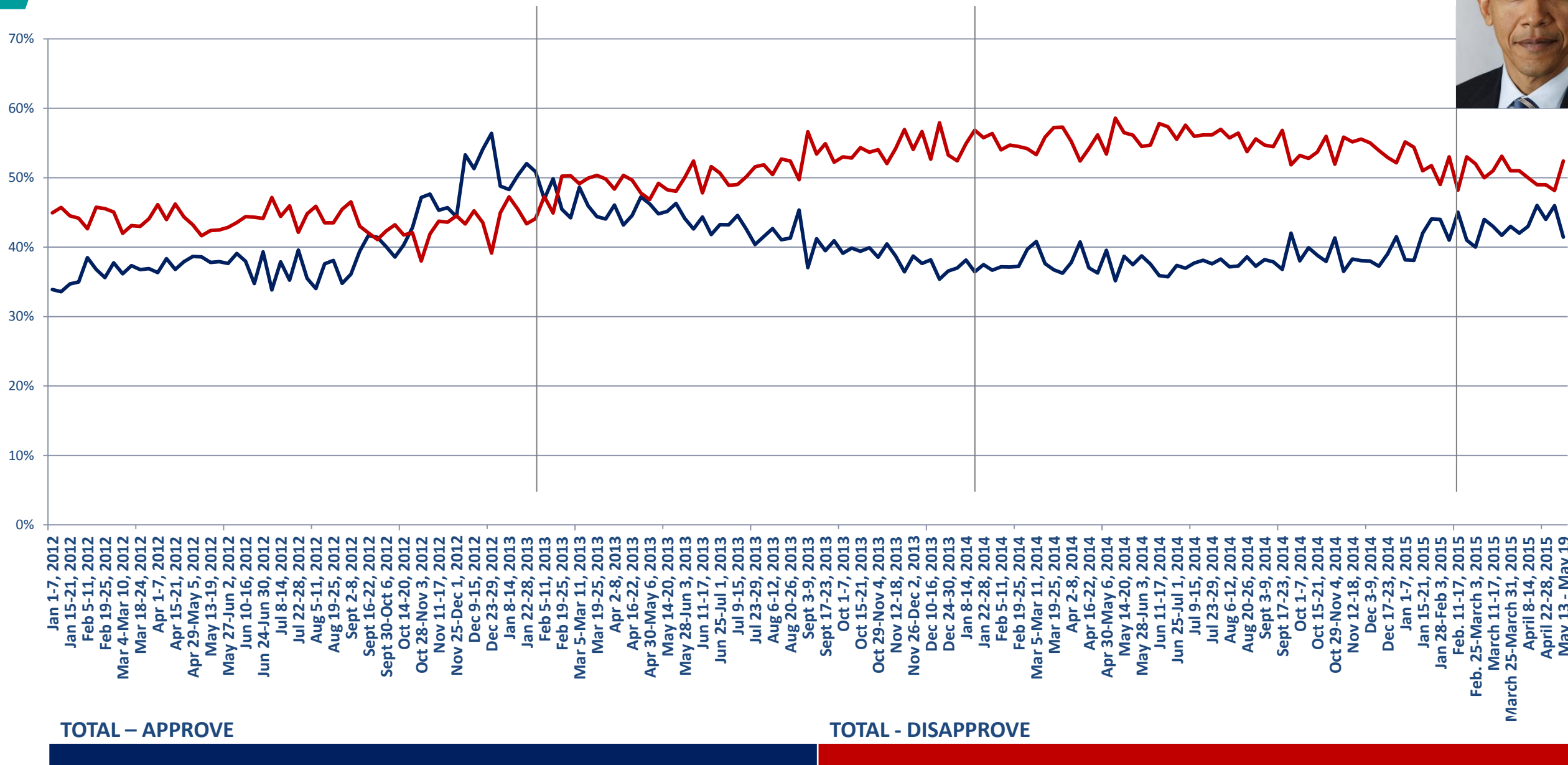
TOP



|  | Total<br>(n=1022) | Democrat<br>(n=663) | Independent<br>(n=211) |
|--|-------------------|---------------------|------------------------|
| Former Secretary of State Hillary Clinton    | 49%               | 60%                 | 35%                    |
| Vice President Joe Biden                     | 15%               | 18%                 | 11%                    |
| Senator Bernie Sanders, senator from Vermont | 14%               | 15%                 | 18%                    |
| Wouldn't vote                                | 22%               | 7%                  | 36%                    |



# Weekly Presidential Approval



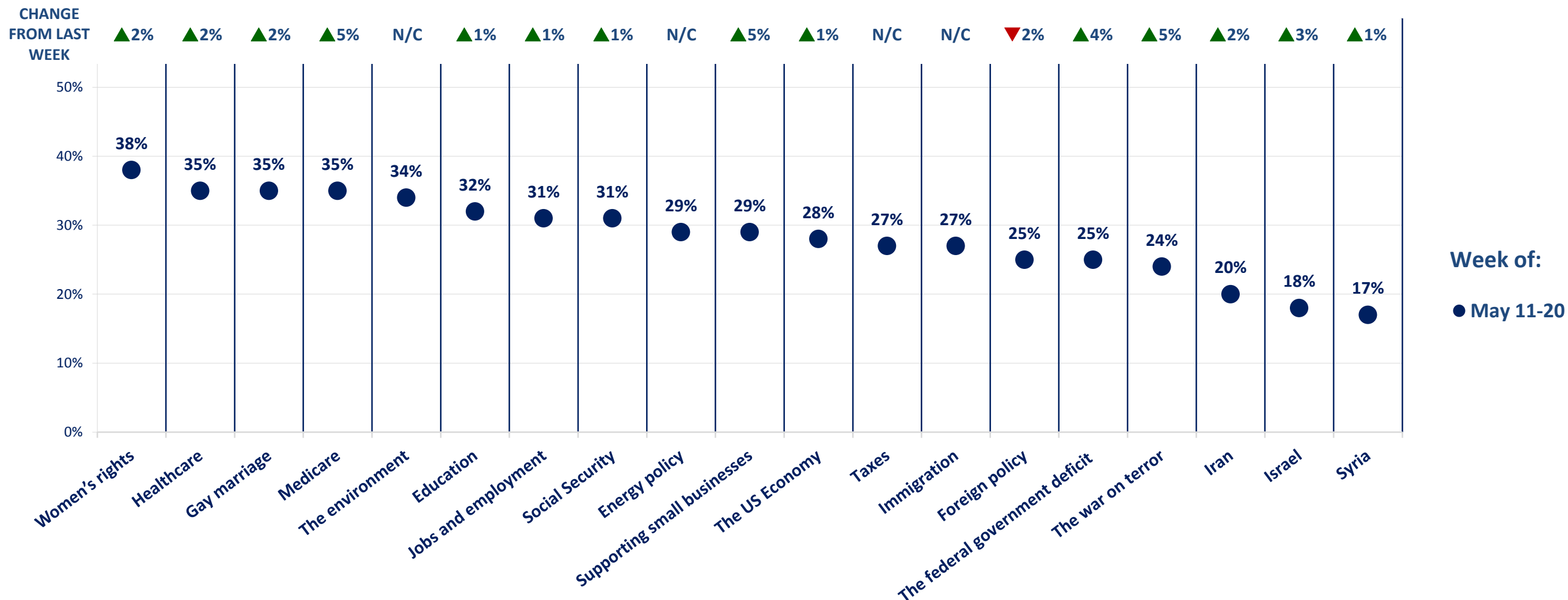
# CORE POLITICAL APPROVAL

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

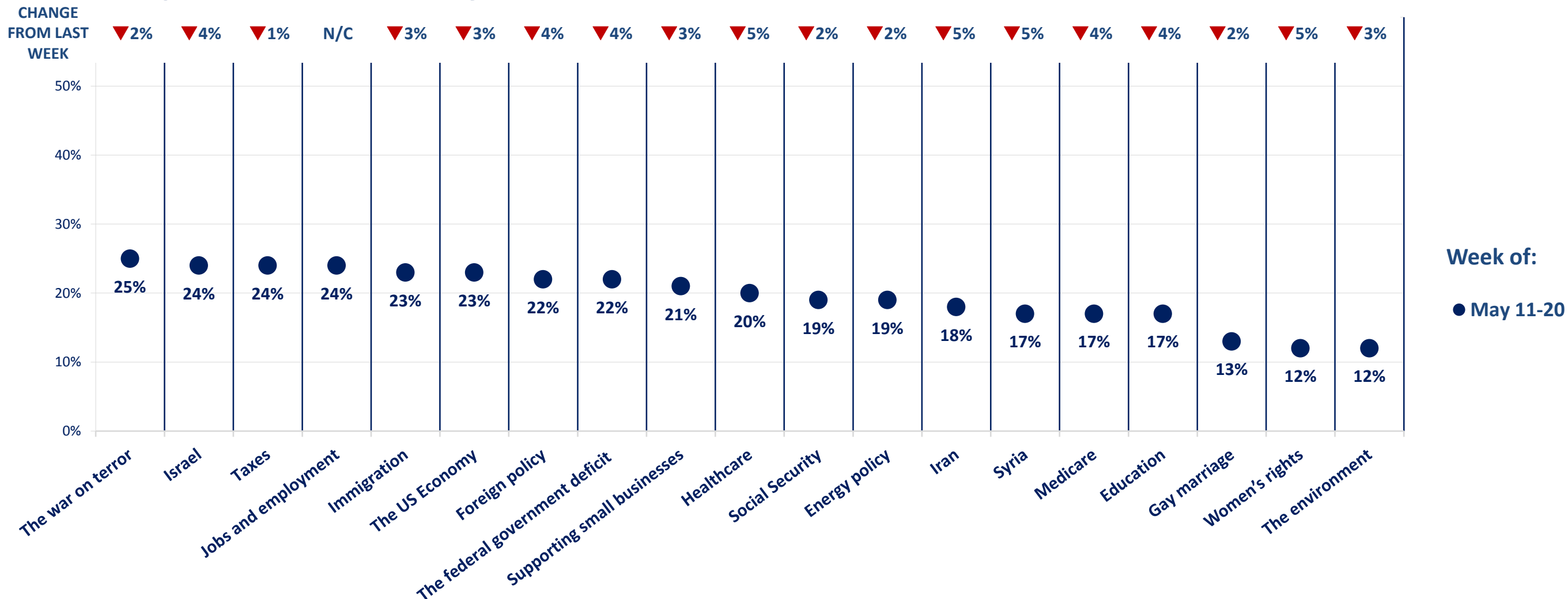
Data based on interviewing from May 11 – 20, 2015

| All Adults (n=826)             | Democratic Party | Republican Party | Independents | Other | None | Don't know | DEM/REP PARTY DIFF | TOP 3       |
|--------------------------------|------------------|------------------|--------------|-------|------|------------|--------------------|-------------|
| Healthcare                     | 35%              | 20%              | 6%           | 3%    | 11%  | 25%        | 15%                | Democrats   |
| The war on terror              | 24%              | 25%              | 5%           | 2%    | 14%  | 31%        | -1%                | Republicans |
| Iran                           | 20%              | 18%              | 5%           | 4%    | 15%  | 38%        | 2%                 |             |
| The US Economy                 | 28%              | 23%              | 5%           | 3%    | 12%  | 29%        | 5%                 |             |
| Immigration                    | 27%              | 23%              | 7%           | 3%    | 11%  | 28%        | 4%                 |             |
| Social Security                | 31%              | 19%              | 5%           | 2%    | 12%  | 30%        | 12%                |             |
| Medicare                       | 35%              | 17%              | 6%           | 3%    | 13%  | 27%        | 18%                |             |
| Taxes                          | 27%              | 24%              | 7%           | 2%    | 13%  | 27%        | 3%                 |             |
| Gay marriage                   | 35%              | 13%              | 6%           | 3%    | 14%  | 30%        | 22%                |             |
| Jobs and employment            | 31%              | 24%              | 4%           | 3%    | 10%  | 27%        | 7%                 |             |
| The federal government deficit | 25%              | 22%              | 6%           | 4%    | 14%  | 30%        | 3%                 |             |
| Supporting small businesses    | 29%              | 21%              | 5%           | 2%    | 9%   | 32%        | 8%                 |             |
| Education                      | 32%              | 17%              | 6%           | 3%    | 12%  | 30%        | 15%                |             |
| Foreign policy                 | 25%              | 22%              | 6%           | 2%    | 13%  | 33%        | 3%                 |             |
| Women's rights                 | 38%              | 12%              | 6%           | 3%    | 10%  | 31%        | 26%                |             |
| The environment                | 34%              | 12%              | 7%           | 3%    | 13%  | 31%        | 22%                |             |
| Israel                         | 18%              | 24%              | 5%           | 2%    | 13%  | 39%        | -6%                |             |
| Syria                          | 17%              | 17%              | 5%           | 4%    | 14%  | 43%        | N/C                |             |
| Energy policy                  | 29%              | 19%              | 5%           | 4%    | 10%  | 33%        | 10%                |             |

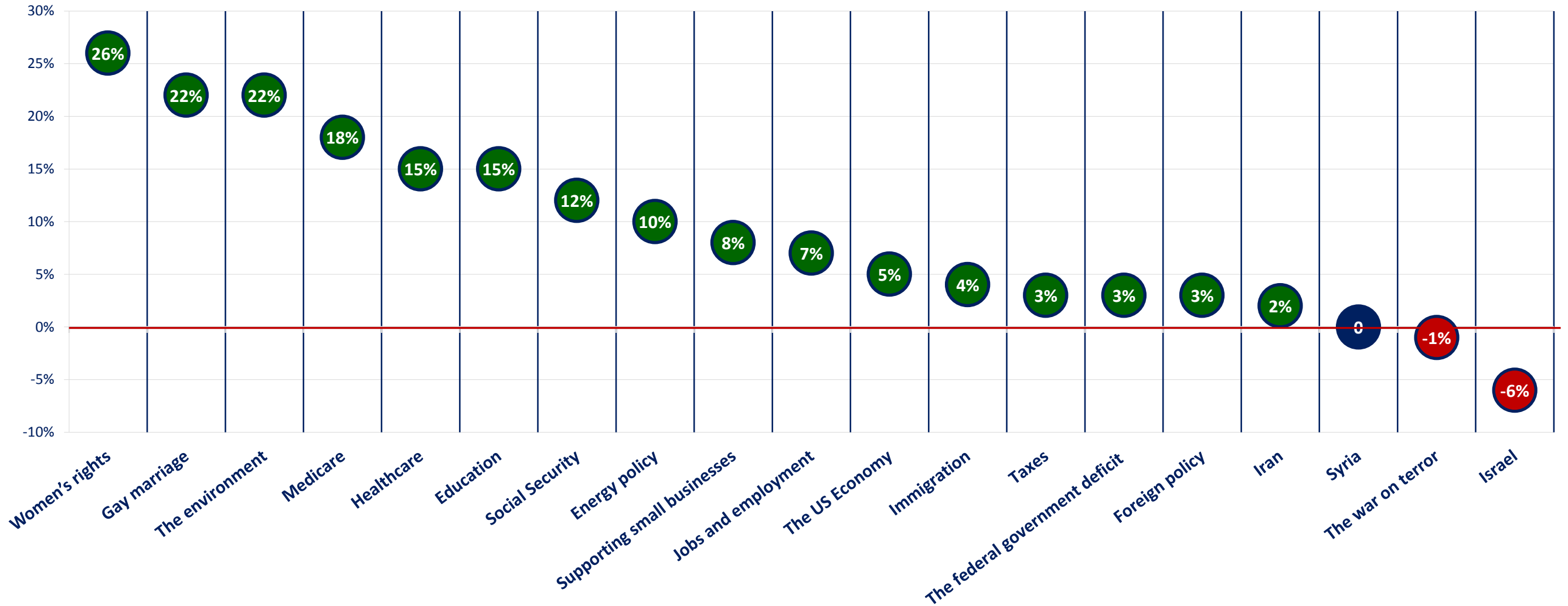
## Democratic Party



## Republican Party



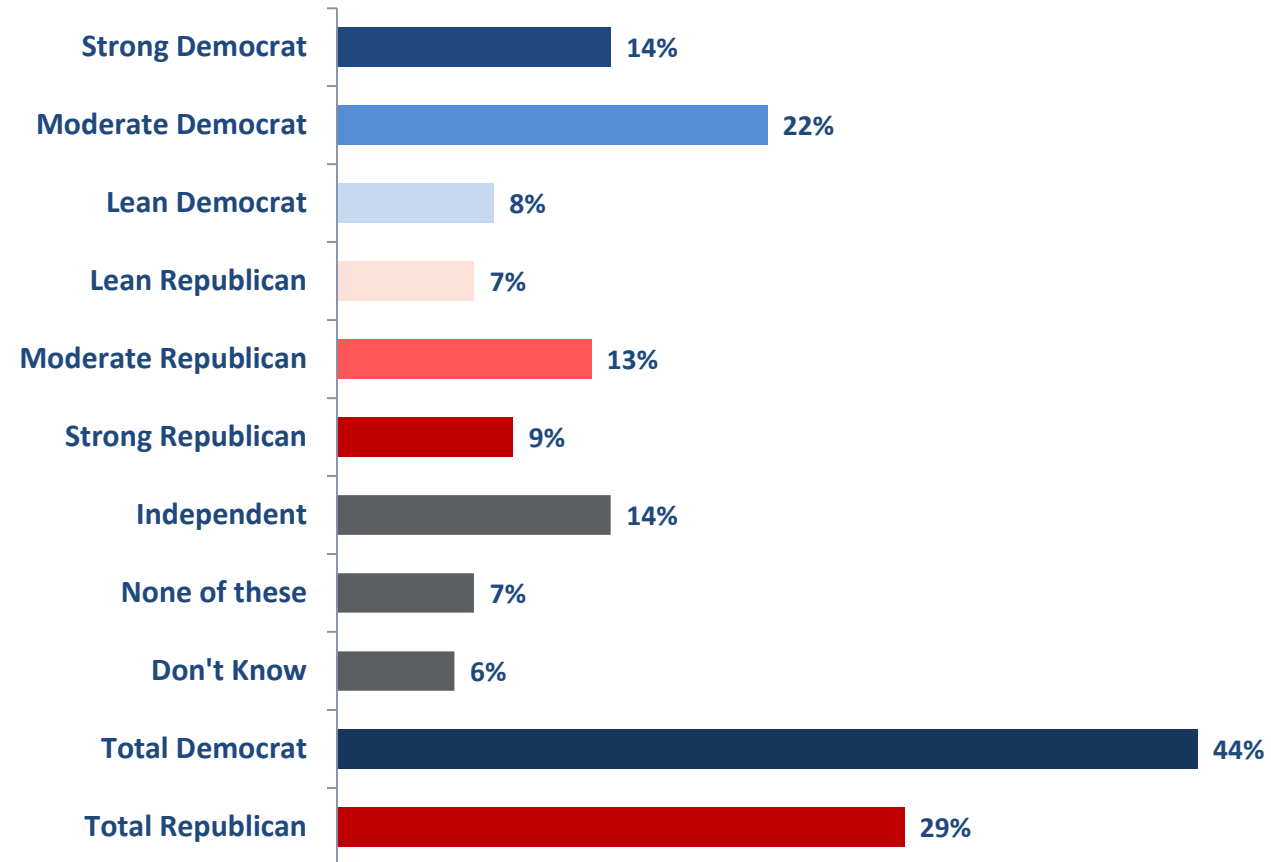
## Democratic/Republican Party Difference



# Party Identification

All Adults: n= 1,586

Data based on interviewing from May 16 – 20, 2015





# 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 ( $\pi(\theta/y) \sim \beta(y+a, n-y+b)$ ), 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  $\pi(\theta/y)$ . 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:

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



# How to Calculate Bayesian Credibility Intervals

*For this poll,*

the Bayesian Credibility Interval was adjusted using standard weighting design effect  $1+L=1.3$  to account for complex weighting<sup>2</sup>

Examples of credibility intervals for different base sizes are below.

| 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                  |

Ipsos does not publish data  
for base sizes  
(sample sizes) below 100.

<sup>1</sup> Bayesian Data Analysis, Second Edition, Andrew Gelman, John B. Carlin, Hal S. Stern, Donald B. Rubin, Chapman & Hall/CRC | ISBN: 158488388X | 2003

<sup>2</sup> Kish, L. (1992). Weighting for unequal Pi. Journal of Official, Statistics, 8, 2, 183200.