



Ipsos Public Affairs



Ipsos Poll Conducted for Reuters

Core Political Approval

07.22.2015



These are findings from an Ipsos poll conducted

for

date



July 18 —July 22, 2015



For the survey,

a sample of

including

ages

1,046

Americans

412

Democrats

362

Republicans

152

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

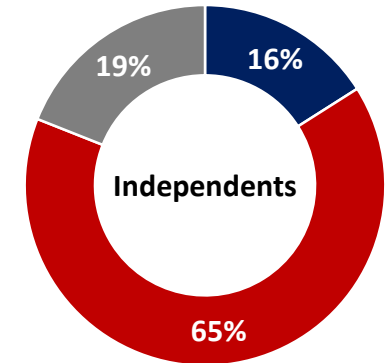
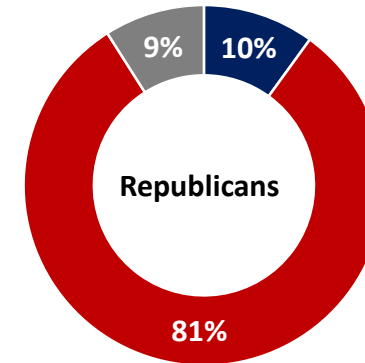
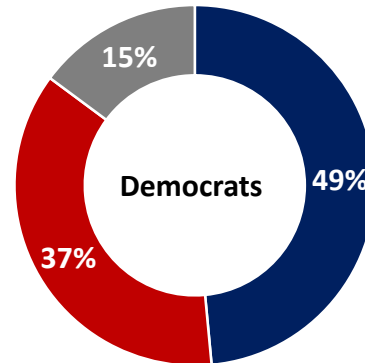
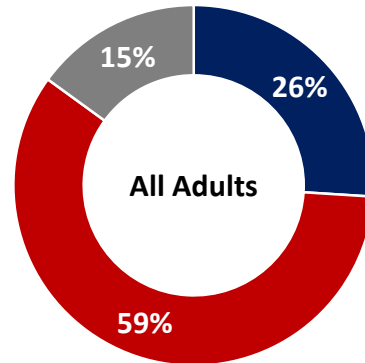
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

July 18– July 22, 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”) July 18– July 22, 2015

	Total	Democrat	Republican	Independent
Strongly approve	21%	44%	5%	12%
Somewhat approve	17%	28%	4%	16%
Lean towards approve	3%	4%	2%	3%
Lean towards disapprove	2%	1%	1%	3%
Somewhat disapprove	12%	8%	17%	16%
Strongly disapprove	38%	12%	68%	44%
Not sure	6%	2%	3%	6%
TOTAL APPROVE	41%	76%	11%	30%
TOTAL DISAPPROVE	52%	22%	86%	63%

REPUBLICAN PRESIDENTIAL PRIMARIES



Please think ahead now to the next Presidential in one year's time, in 2016.

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

July 18– July 22, 2015

	Total (n=612)	Republican (n=359)	Independent (n=148)
Governor Jeb Bush, former governor of Florida	12%	18%	5%
Donald Trump, businessman and television personality	16%	17%	16%
Benjamin Carson, author and retired neurosurgeon	5%	6%	6%
Governor Scott Walker, governor of Wisconsin	7%	10%	5%
Governor Chris Christie, governor of New Jersey	4%	6%	2%
Senator Rand Paul, senator from Kentucky	6%	4%	14%
Senator Marco Rubio, senator from Florida	2%	2%	2%
Governor Mike Huckabee, former governor of Arkansas	3%	4%	1%
Senator Ted Cruz, senator from Texas	4%	6%	1%
Senator Rick Santorum, former senator from Pennsylvania	2%	3%	1%
Carly Fiorina, former Senate candidate and business executive	1%	1%	2%
Governor George Pataki, former governor of New York	1%	1%	3%
Senator Lindsey Graham, senator from South Carolina	2%	2%	*%
Governor Bobby Jindal, governor of Louisiana	2%	2%	2%
Governor Rick Perry, governor of Texas	3%	5%	2%
Governor John Kasich, governor of Ohio	2%	3%	2%
Wouldn't vote	27%	10%	37%

TOP 3

REPUBLICAN PRESIDENTIAL CANDIDATES



Regardless of your personal preference, if the Republican Presidential Primaries came down to these candidates, for whom would you vote? July 18– July 22, 2015

TOP

	Total (n=612)	Republican (n=359)	Independent (n=148)
Governor Jeb Bush, former governor of Florida	26%	37%	16%
Donald Trump, businessman and television personality	26%	26%	28%
Governor Scott Walker, governor of Wisconsin	23%	30%	18%
Wouldn't vote	25%	8%	38%



DEMOCRATIC PRESIDENTIAL PRIMARIES



Please think ahead now to the next Presidential in one year's time, in 2016.

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

July 18– July 22, 2015

TOP 3

	Total (n=659)	Democrat (n=406)	Independent (n=148)
Former Secretary of State Hillary Clinton	37%	51%	20%
Senator Bernie Sanders, senator from Vermont	16%	18%	15%
Vice President Joe Biden	8%	10%	8%
Governor Andrew Cuomo, governor of New York	4%	5%	2%
Senator Jim Webb, former Senator from Virginia and former Secretary of the Navy	6%	5%	9%
Senator Kirsten Gillibrand, senator from New York	2%	1%	3%
Governor Martin O'Malley, former governor of Maryland	1%	1%	*%
Governor Lincoln Chafee, former Governor of Rhode Island	1%	2%	2%
Wouldn't vote	26%	8%	43%

DEMOCRATIC PRESIDENTIAL CANDIDATES



Regardless of your personal preference, if the Democratic Presidential Primaries came down to these candidates, for whom would you vote? July 18– July 22, 2015

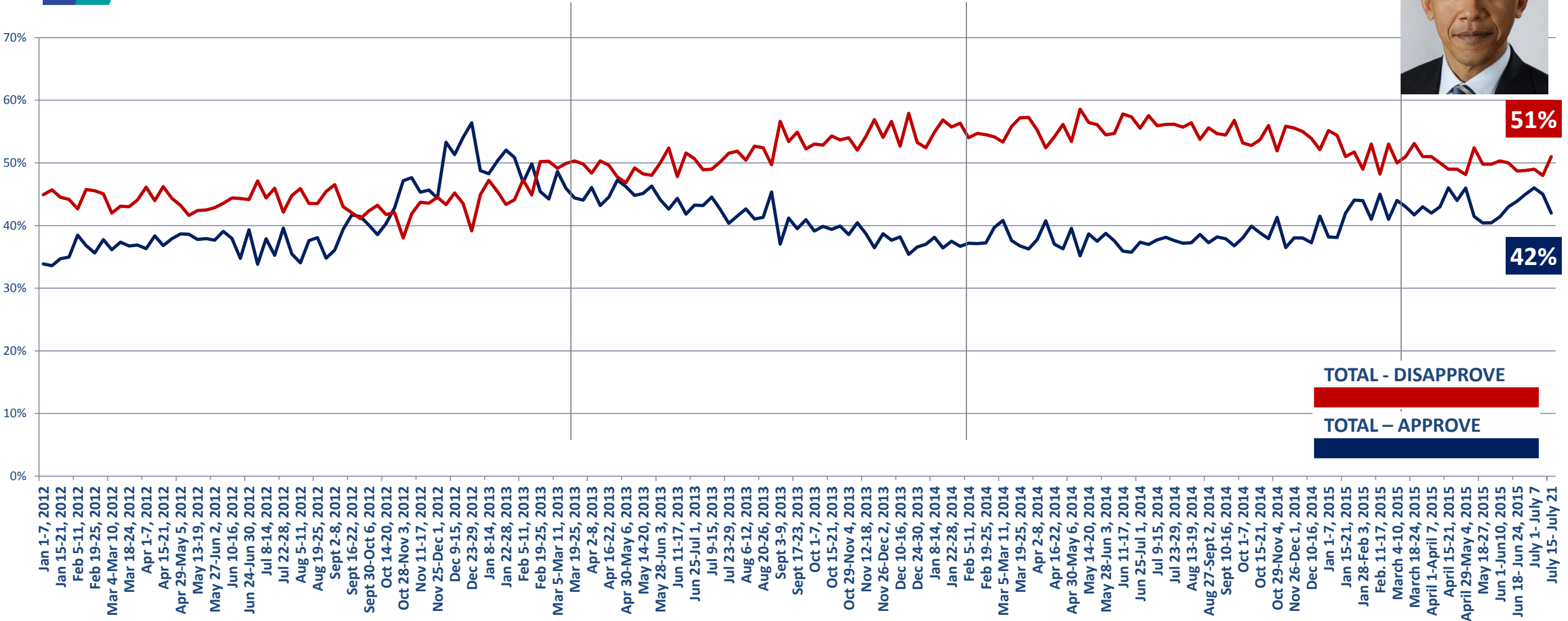
TOP

	Total (n=659)	Democrat (n=406)	Independent (n=148)
Former Secretary of State Hillary Clinton	40%	54%	22%
Senator Bernie Sanders, senator from Vermont	24%	25%	22%
Vice President Joe Biden	11%	14%	12%
Wouldn't vote	25%	7%	45%





Weekly Presidential Approval



TOTAL - DISAPPROVE

TOTAL - APPROVE

CORE POLITICAL APPROVAL

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

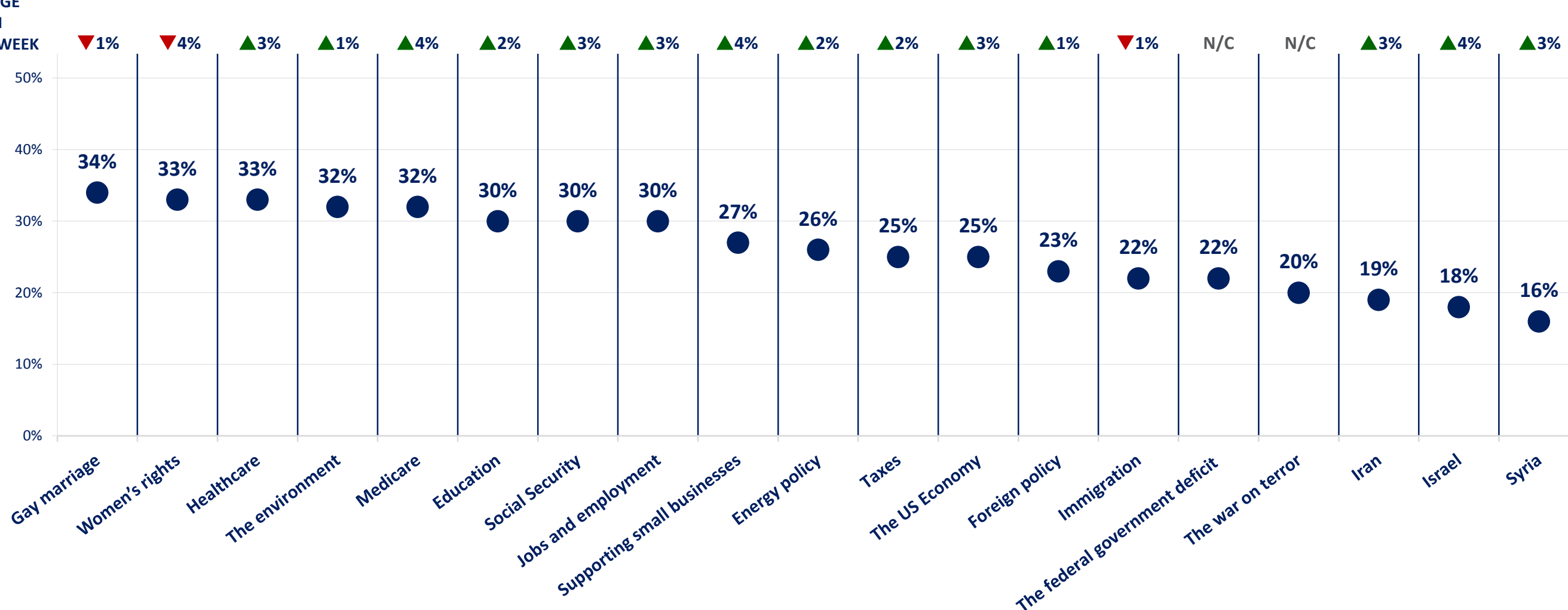
Data based on interviewing from July 13– July 22, 2015 n= 574

All Adults (n=574)	Democratic Party	Republican Party	Independents	Other	None	Don't know	DEM/REP PARTY DIFF
Healthcare	33%	23%	6%	2%	14%	22%	10%
The war on terror	20%	29%	6%	2%	15%	29%	-9%
Iran	19%	24%	5%	2%	15%	34%	-5%
The US Economy	25%	25%	7%	3%	15%	25%	0%
Immigration	22%	27%	5%	3%	17%	26%	-5%
Social Security	30%	22%	4%	2%	14%	28%	8%
Medicare	32%	21%	4%	2%	13%	28%	11%
Taxes	25%	26%	8%	2%	14%	26%	-1%
Gay marriage	34%	19%	3%	1%	14%	28%	15%
Jobs and employment	30%	25%	5%	2%	13%	25%	5%
The federal government deficit	22%	26%	6%	2%	17%	27%	-4%
Supporting small businesses	27%	26%	7%	2%	11%	27%	1%
Education	30%	21%	5%	2%	12%	29%	9%
Foreign policy	23%	28%	5%	2%	13%	29%	-5%
Women's rights	33%	17%	7%	2%	12%	28%	16%
The environment	32%	17%	6%	2%	15%	28%	15%
Israel	18%	25%	4%	2%	13%	38%	-7%
Syria	16%	23%	4%	2%	15%	40%	-7%
Energy policy	26%	22%	6%	2%	13%	31%	4%

TOP 3
Democrats
Republicans

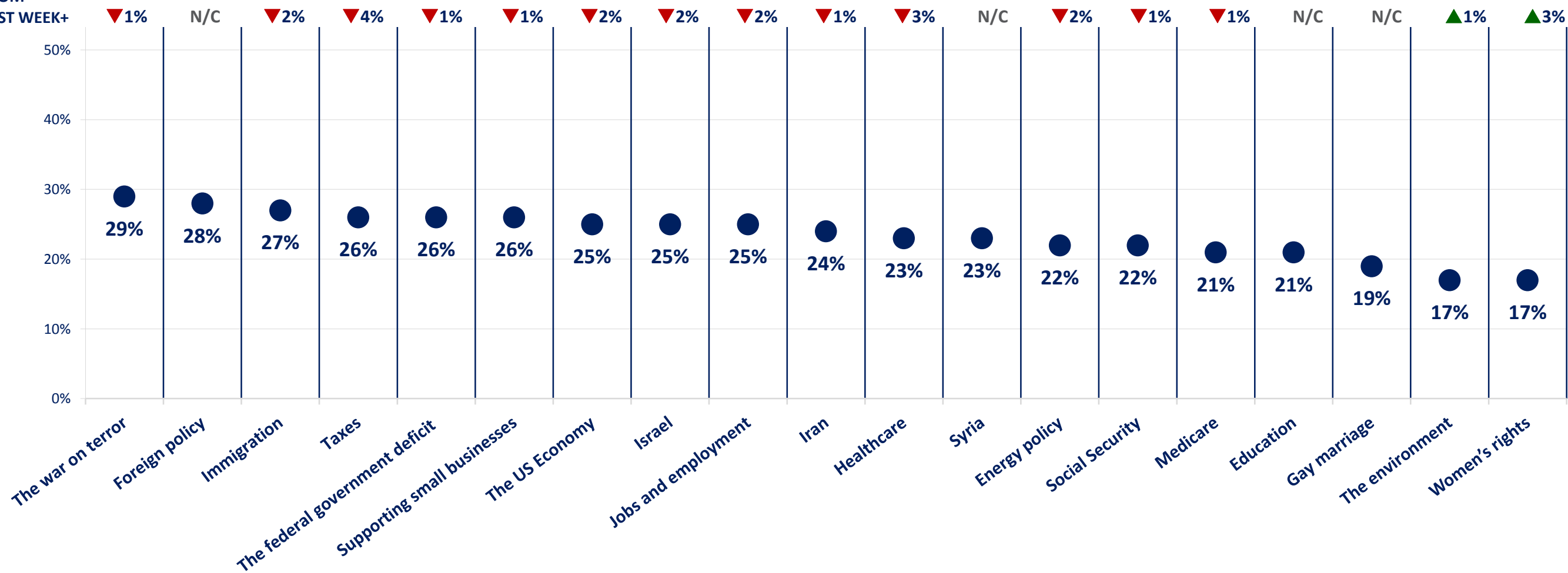
Democratic Party

CHANGE
FROM
LAST WEEK

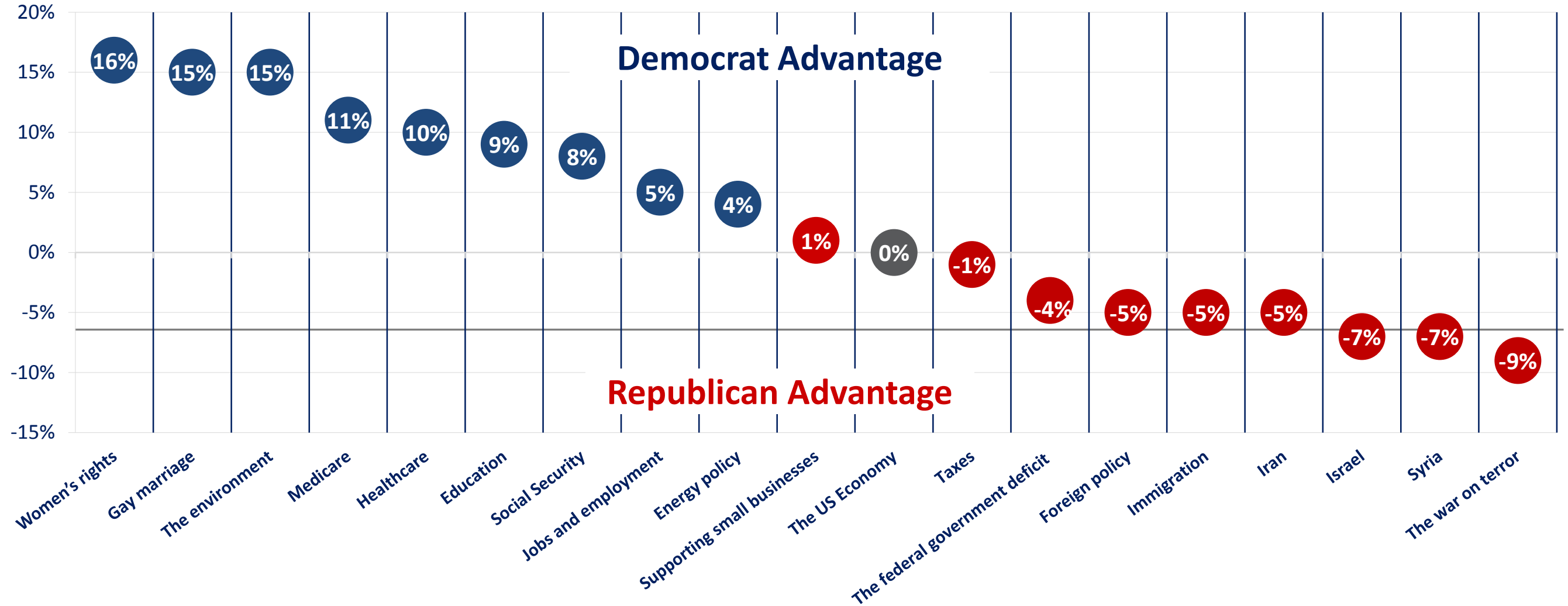


Republican Party

CHANGE
FROM
LAST WEEK+



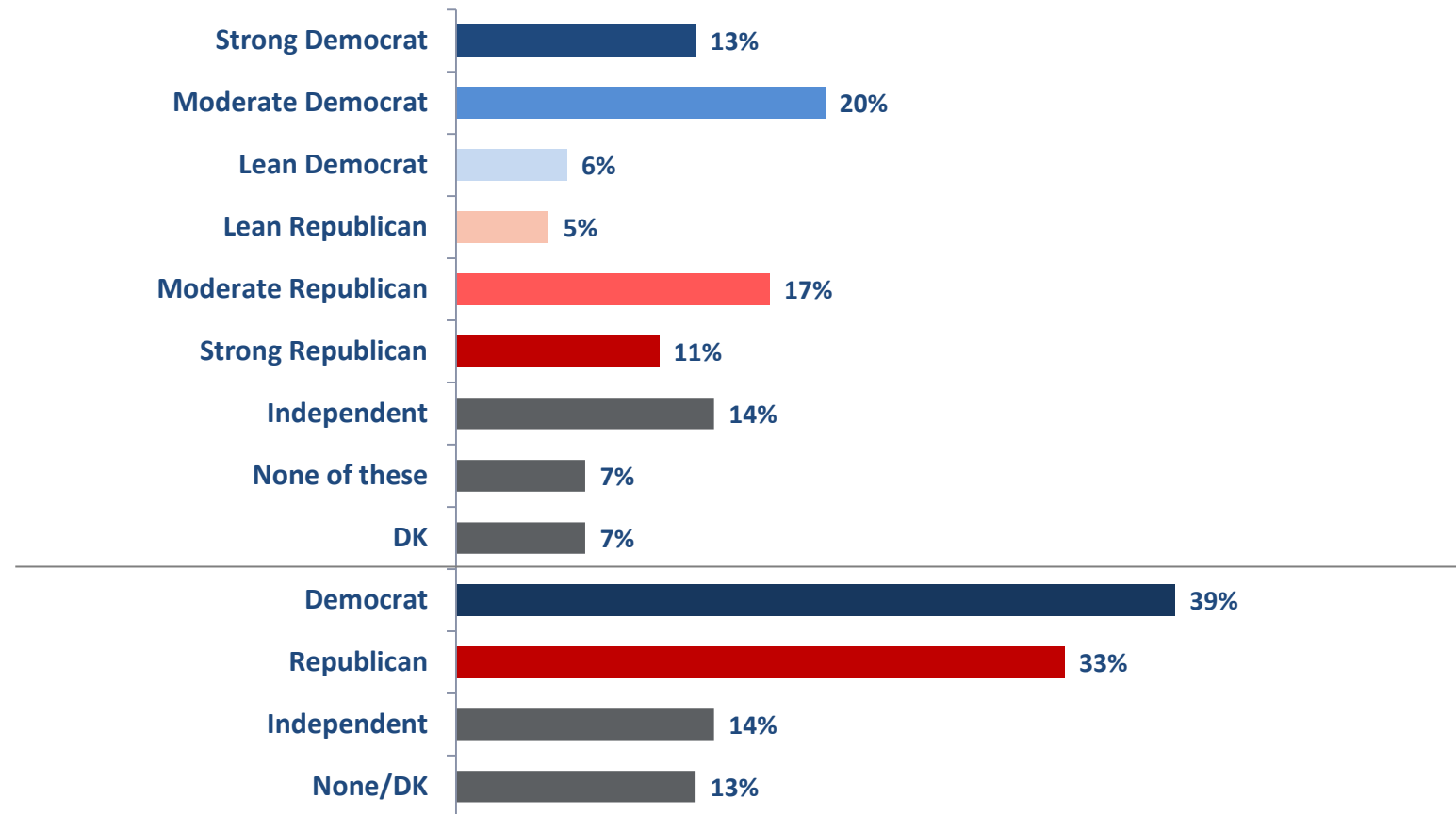
Democratic/Republican Party Difference



Party Identification

All Adults: n= 1,046

Data based on interviewing from July 18– July 22, 2015



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 $\pi(\theta/y)$. 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 weighting²

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.

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.