These are findings from an Ipsos poll conducted for Thomson Reuters August 13-18, 2015. For the surveys, a sample of 1,280 adults 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 3.1 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, 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. To see more information on this and other Reuters/Ipsos polls, please visit http://polling.reuters.com/.

PLANNED PARENTHOOD

Q1. Would you support or oppose the federal government funding an organization that provides the following services free of charge? *(Asked of split sample, n=639)*

	Support	Oppose	Not sure
Cancer screening and prevention	78%	11%	11%
Women's health exams	73%	14%	13%
Health counseling	73%	12%	15%
Prenatal services	69%	13%	17%
Sexually transmitted infection/disease testing and treatment	66%	17%	17%
Family practice services	63%	17%	20%
Pregnancy testing	61%	20%	20%
Contraception	59%	22%	20%

Q2. Would you support or oppose the federal government funding Planned Parenthood in order to help them provide the following services free of charge? *(Asked of split sample, n=641)*

	Support	Oppose	Not sure
Cancer screening and prevention	78%	11%	11%
Women's health exams	76%	11%	12%
Sexually transmitted infection/disease testing and treatment	73%	15%	12%
Prenatal services	72%	14%	14%
Family practice services	72%	15%	13%
Pregnancy testing	71%	15%	14%
Health counseling	71%	12%	17%
Contraception	68%	15%	17%

Q3. Would you support or oppose the federal government funding an organization that provides these health services and also performs abortions?

Support	41%
Oppose	37%
Not sure	22%

Q4. Would you support or oppose the federal government funding an organization that provides these health services and also performs abortions, if that funding was not used for abortions?

Support	44%
Oppose	31%
Not sure	25%

Q5. Do you support or oppose the federal government funding of Planned Parenthood?

Support	54%
Oppose	26%
Not sure	20%

Q6. As you may have heard, an anti-abortion group recently released videos reportedly showing Planned Parenthood staff saying they sell tissue from aborted fetuses. Have you seen any of these videos?

Yes	37%
No	63%

Q7. Has seeing these videos changed your view of Planned Parenthood? *(Asked of those who had seen the video at Q6, n=484)*

Yes – more positive towards Planned Parenthood	19%
Yes – more negative towards Planned Parenthood	44%
No – has not changed my view	34%
Don't know	3%

Q8. Has seeing these videos changed your view toward abortion? *(Asked of those who had seen the video at Q6, n=484)*

Yes – more supportive of abortion	16%
Yes – more opposed to abortion	31%
No – has not changed my view	51%
Don't know	2%

Q9. As you may have heard, an anti-abortion group recently released videos reportedly showing Planned Parenthood staff saying they sell tissue from aborted fetuses. Due to these allegations, Republicans in Congress are attempting to take away all federal funding for Planned Parenthood.

In light of this, do you support or opposed the defunding of Planned Parenthood? *(Asked of split sample, n=640)*

Support – Planned Parenthood should not receive government funding	39%
Oppose – Planned Parenthood should continue to receive government funding	34%
Not sure	27%

Q10. As you may have heard, an anti-abortion group recently released videos reportedly showing Planned Parenthood staff saying they sell tissue from aborted fetuses. Planned Parenthood has responded by saying they are engaging in the entirely appropriate activity of allowing women to voluntarily donate fetal tissue for medical research and Planned Parenthood can receive compensation for transport and delivery of this tissue.

Based on what you know about this issue, are you more likely to...? *(Asked of split sample, n=640)*

Agree with critics that Planned Parenthood is acting inappropriately	43%
Agree with Planned Parenthood that their behavior is acceptable	33%
Not sure	24%

Q11. Have you or has anyone close to you ever had an abortion? *(Asked of women, n=785)*

Yes – I have	8%
Yes – someone close to me has	24%
No	50%
Not sure	13%
Prefer not to answer	5%

Q12. Has anyone close to you ever had an abortion? *(Asked of men, n=495)*

Yes – my spouse or partner has (pregnancy from our relationship)	7%
Yes – my spouse or partner has (pregnancy from a past relationship)	9%
Yes – someone else close to me has	15%
No	58%
Not sure	8%
Prefer not to answer	4%

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|θ~Bin(n,θ), 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 (π(θ/y)~β(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 π(θ/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:

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

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting[2]

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.*