



Ipsos Public Affairs



# Ipsos Poll Conducted for Reuters

# Core Political Approval

09.16.2015



These are findings from an Ipsos poll conducted

*for*

*date*



September 12-16, 2015



For the survey,

*a sample of*

*including*

*ages*

1,570

Americans

647

Democrats

536

Republicans

224

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

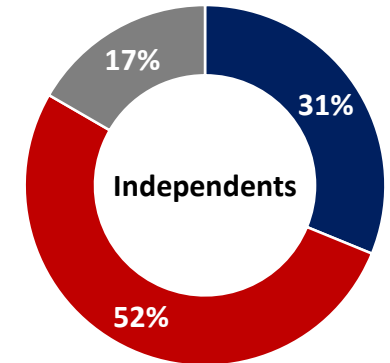
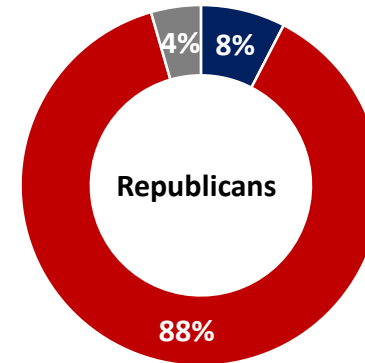
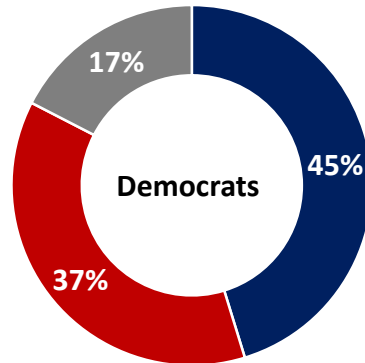
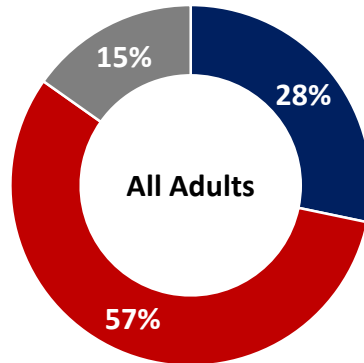
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

September 12-9, 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") September 12-16, 2015

	Total	Democrat	Republican	Independent
Strongly approve	24%	43%	4%	16%
Somewhat approve	17%	28%	4%	15%
Lean towards approve	3%	4%	2%	4%
Lean towards disapprove	2%	1%	2%	5%
Somewhat disapprove	13%	9%	16%	18%
Strongly disapprove	34%	13%	71%	32%
Not sure	6%	3%	1%	10%
<b>TOTAL APPROVE</b>	<b>44%</b>	<b>75%</b>	<b>10%</b>	<b>34%</b>
<b>TOTAL DISAPPROVE</b>	<b>49%</b>	<b>22%</b>	<b>89%</b>	<b>56%</b>



# 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?**  
 September 12-16, 2015

	Total (n=901)	Republican (n=532)	Independent (n=220)
Donald Trump	28%	35%	25%
Benjamin Carson	11%	14%	8%
Jeb Bush	7%	8%	6%
Chris Christie	5%	6%	6%
Mike Huckabee	4%	7%	2%
Ted Cruz	4%	5%	1%
Scott Walker	3%	4%	3%
Carly Fiorina	3%	2%	4%
Rand Paul	2%	2%	3%
Bobby Jindal	2%	1%	5%
Marco Rubio	2%	3%	*%
John Kasich	1%	2%	1%
Rick Santorum	1%	1%	3%
Lindsey Graham	1%	*%	3%
George Pataki	1%	*%	2%
Jim Gilmore	*%	*%	*%
Wouldn't vote	25%	8%	28%

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?** September 12-16, 2015

TOP

	Total (n=901)	Republican (n=532)	Independent (n=220)
Donald Trump	34%	43%	29%
Benjamin Carson	25%	30%	26%
Jeb Bush	20%	22%	18%
Wouldn't vote	21%	5%	27%





# 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?**

September 12-16, 2015

TOP 3

	Total (n=1,011)	Democrat (n=642)	Independent (n=220)
Hillary Clinton	38%	46%	26%
Bernie Sanders	21%	25%	20%
Joe Biden	16%	18%	15%
Andrew Cuomo	3%	1%	5%
Martin O'Malley	2%	*%	4%
Jim Webb	1%	1%	1%
Kirsten Gillibrand	1%	1%	3%
Lincoln Chafee	*%	*%	2%
Wouldn't vote	19%	8%	26%

# DEMOCRATIC PRESIDENTIAL CANDIDATES



Regardless of your personal preference, if the Democratic Presidential Primaries came down to these candidates, for whom would you **vote?** September 12-16, 2015

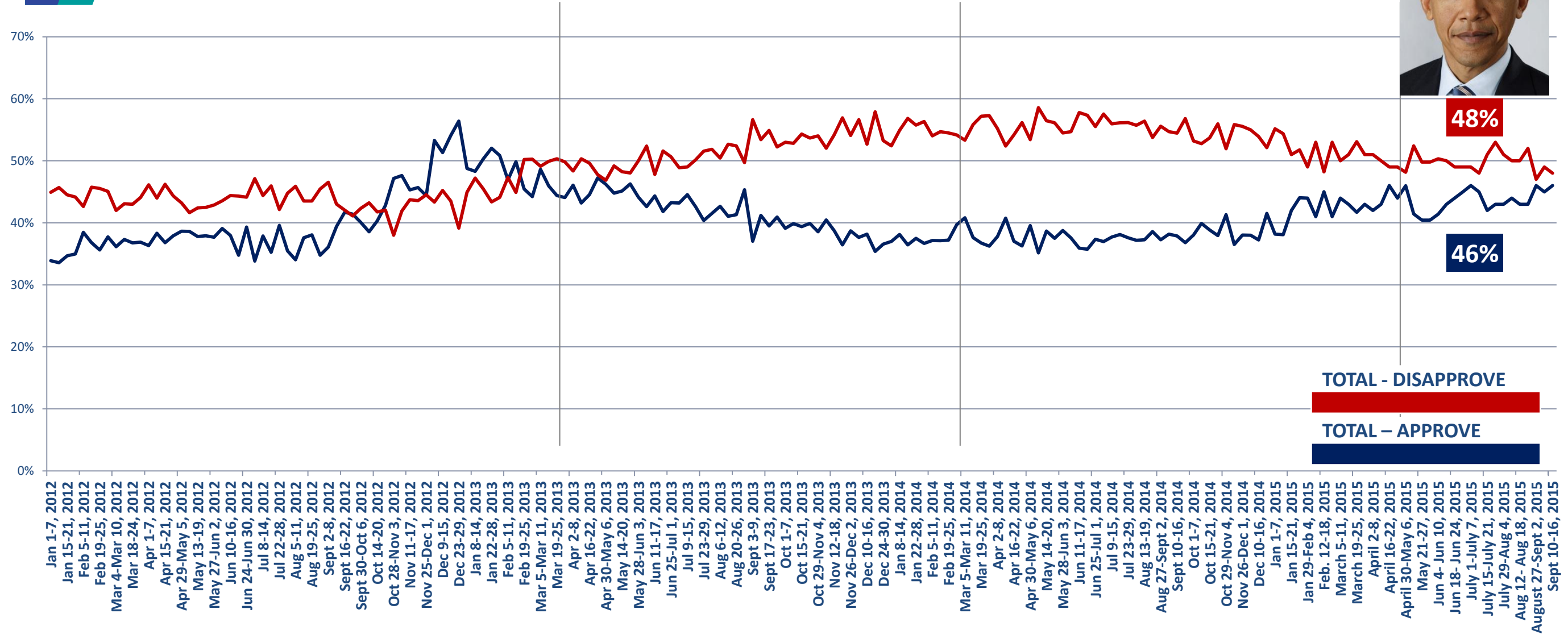
TOP

	Total (n=1,011)	Democrat (n=642)	Independent (n=220)
Hillary Clinton	38%	45%	30%
Bernie Sanders	25%	27%	28%
Joe Biden	19%	22%	16%
Wouldn't vote	18%	6%	25%





# Weekly Presidential Approval



# CORE POLITICAL APPROVAL

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

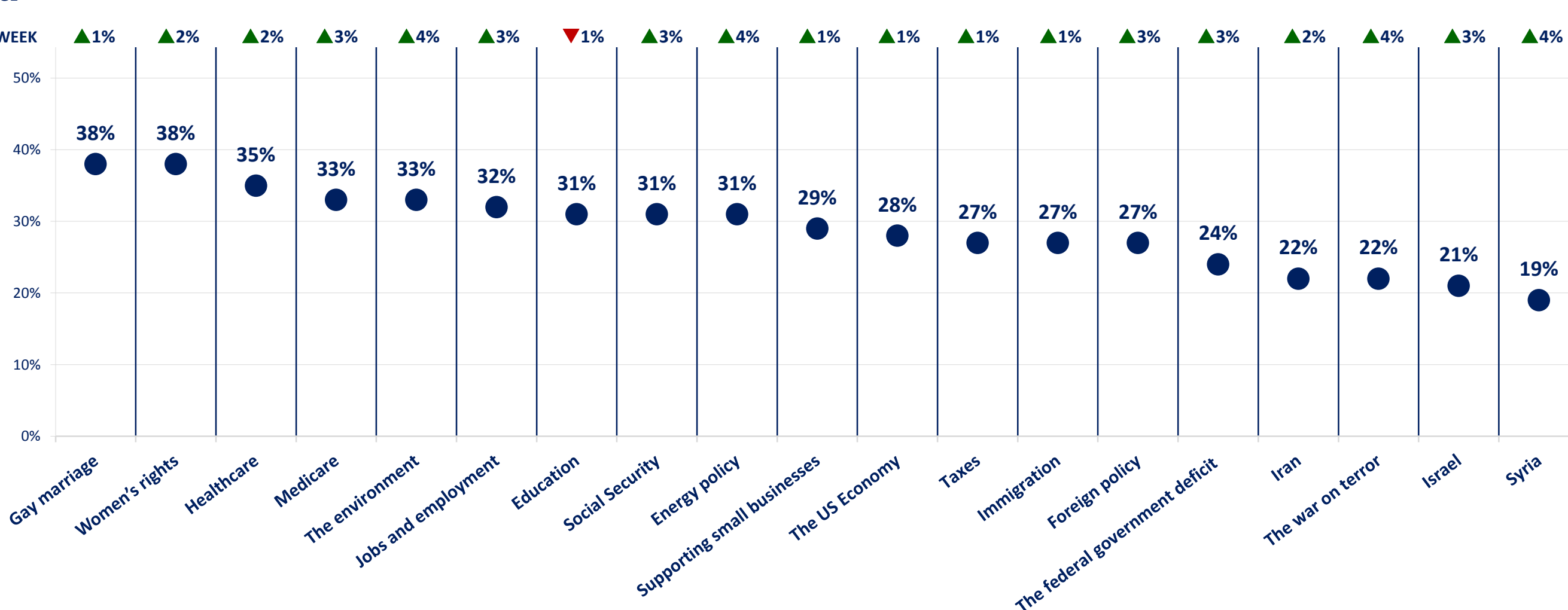
Data based on interviewing from September 7–16, 2015 (n=812)

All Adults (n=812)	Democratic Party	Republican Party	Independents	Other	None	Don't know	DEM/REP PARTY DIFF
Healthcare	35%	22%	6%	1%	13%	24%	14%
The war on terror	22%	30%	5%	1%	13%	28%	-8%
Iran	22%	26%	5%	2%	12%	33%	-3%
The US Economy	28%	24%	7%	1%	15%	25%	3%
Immigration	27%	27%	6%	1%	14%	25%	1%
Social Security	31%	18%	5%	1%	15%	29%	13%
Medicare	33%	18%	5%	1%	14%	29%	14%
Taxes	27%	23%	6%	2%	14%	28%	4%
Gay marriage	38%	14%	6%	1%	13%	28%	24%
Jobs and employment	32%	24%	7%	1%	12%	25%	8%
The federal government deficit	24%	22%	7%	1%	17%	28%	2%
Supporting small businesses	29%	23%	6%	2%	11%	30%	6%
Education	31%	19%	6%	2%	15%	27%	12%
Foreign policy	27%	26%	5%	2%	12%	28%	1%
Women's rights	38%	17%	7%	2%	11%	26%	21%
The environment	33%	17%	7%	1%	13%	28%	17%
Israel	21%	25%	5%	1%	15%	34%	-4%
Syria	19%	21%	5%	2%	17%	36%	-2%
Energy policy	31%	20%	6%	2%	11%	29%	11%

TOP 3
Democrats
Republicans

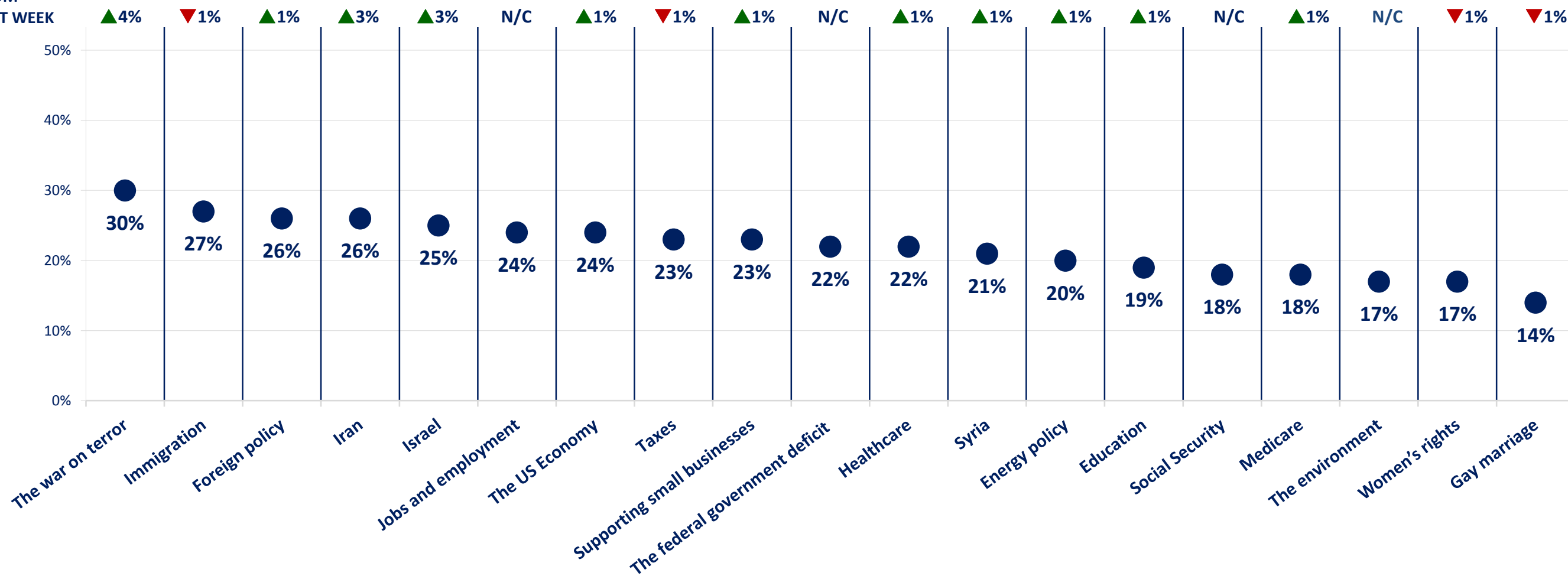
## Democratic Party

CHANGE  
FROM  
LAST WEEK

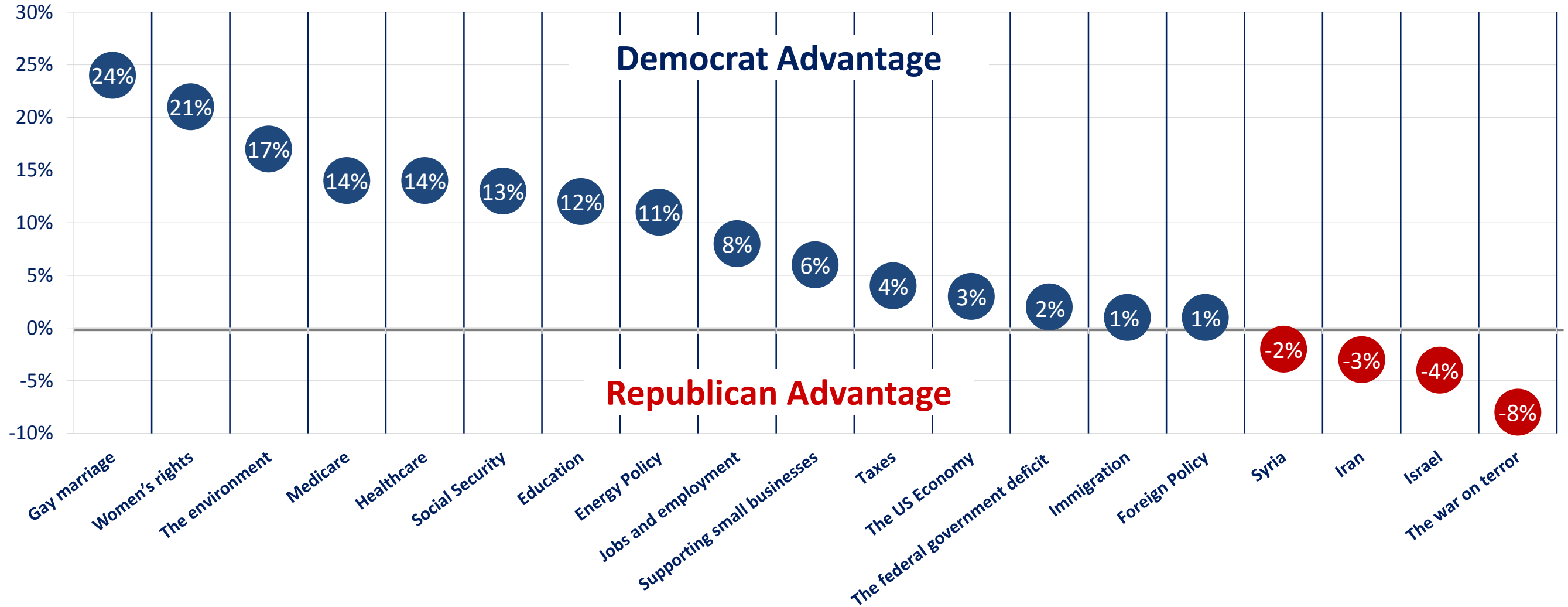


## Republican Party

CHANGE  
FROM  
LAST WEEK

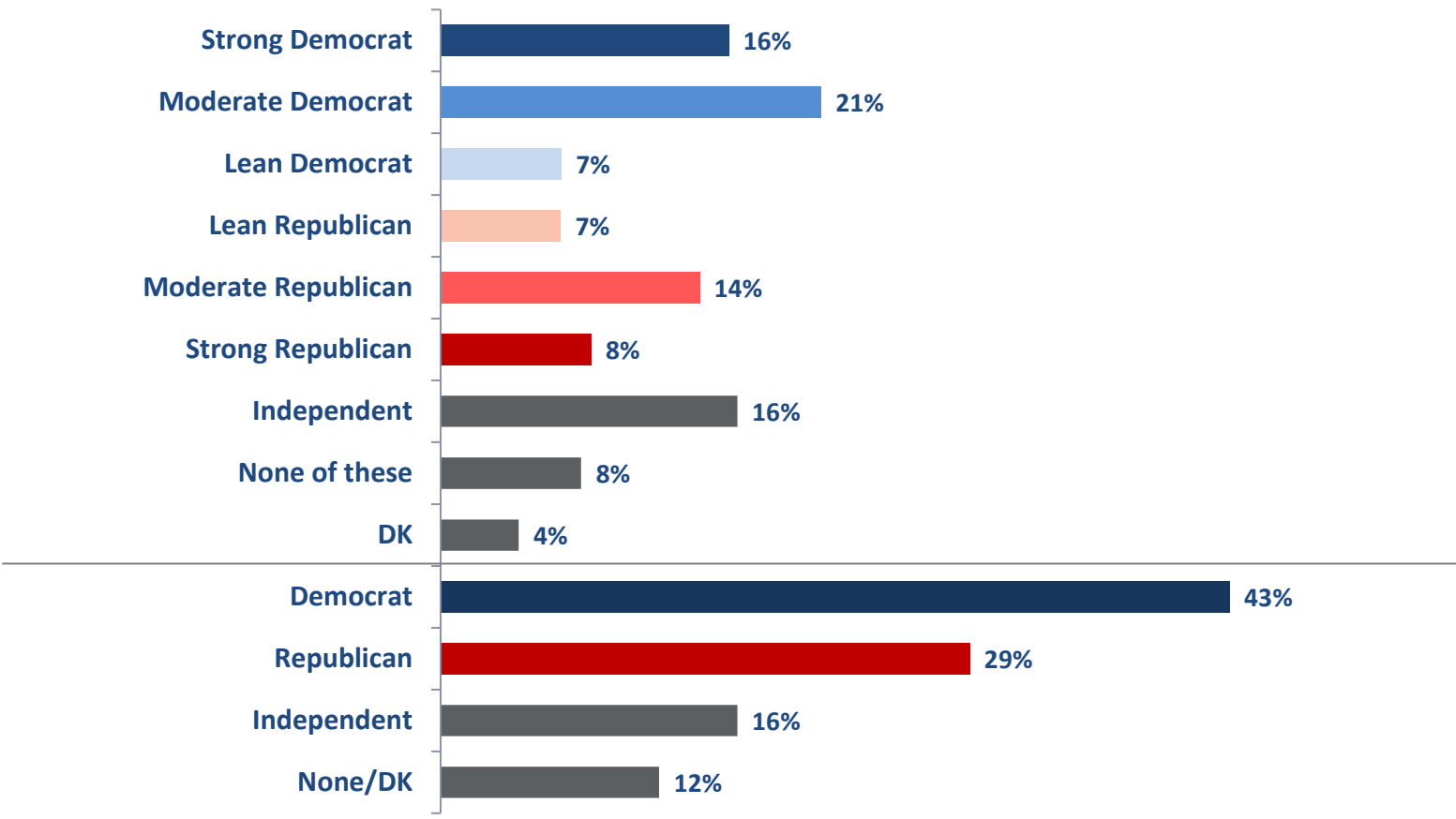


## Democratic/Republican Party Difference



# Party Identification

All Adults: n= 1,570  
 Data based on interviewing from September 12-16, 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.