



Ipsos Public Affairs



Ipsos Poll Conducted for Reuters

Core Political Approval

10.21.2015



These are findings from an Ipsos poll conducted

for

date



October 17-21, 2015



For the survey,

a sample of

including

ages

2,214

Americans

873

Democrats

806

Republicans

301

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

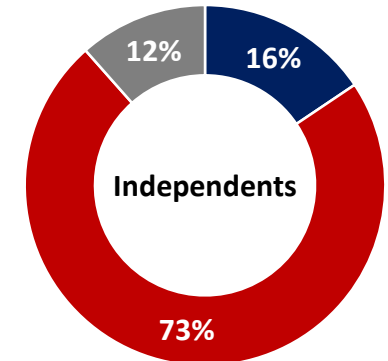
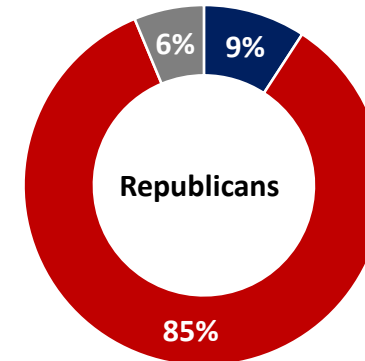
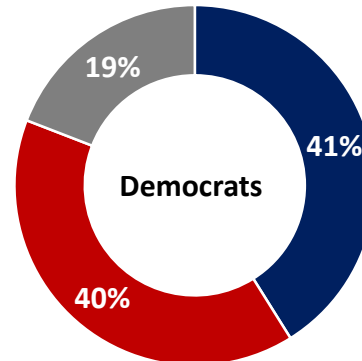
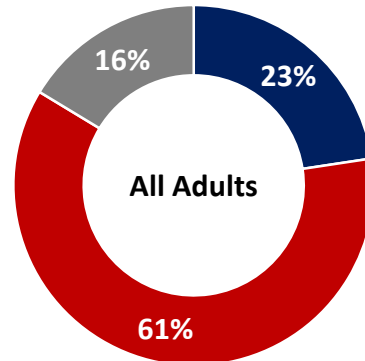
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

October 17-21, 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") October 17-21, 2015

	Total	Democrat	Republican	Independent
Strongly approve	18%	35%	5%	9%
Somewhat approve	20%	34%	7%	13%
Lean towards approve	5%	7%	2%	5%
Lean towards disapprove	3%	3%	3%	2%
Somewhat disapprove	13%	8%	14%	17%
Strongly disapprove	35%	9%	69%	43%
Not sure	7%	5%	1%	10%
TOTAL APPROVE	42%	75%	13%	28%
TOTAL DISAPPROVE	51%	20%	85%	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?
 October 17-21, 2015

	Total (n=1,314)	Republican (n=806)	Independent (n=301)
Donald Trump	27%	31%	32%
Benjamin Carson	12%	18%	10%
Jeb Bush	7%	9%	5%
Marco Rubio	4%	6%	3%
Carly Fiorina	4%	6%	6%
Ted Cruz	3%	5%	2%
Mike Huckabee	3%	4%	2%
Rand Paul	2%	3%	2%
Chris Christie	2%	3%	3%
John Kasich	2%	4%	1%
Rick Santorum	1%	1%	*%
Lindsey Graham	1%	1%	1%
Bobby Jindal	1%	2%	1%
George Pataki	1%	1%	1%
Jim Gilmore	*%	*%	*%
Wouldn't vote	29%	8%	31%

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? October 17-21, 2015

TOP

	Total (n=1,314)	Republican (n=806)	Independent (n=301)
Donald Trump	35%	39%	37%
Benjamin Carson	23%	32%	19%
Jeb Bush	15%	20%	15%
Wouldn't vote	28%	8%	29%



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?

October 17-21, 2015

TOP 3

	Total (n=1,408)	Democrat (n=873)	Independent (n=301)
Hillary Clinton	34%	45%	17%
Bernie Sanders	24%	29%	24%
Joe Biden	13%	16%	16%
Martin O'Malley	2%	1%	5%
Lincoln Chafee	1%	1%	3%
Wouldn't vote	25%	9%	35%

DEMOCRATIC PRESIDENTIAL CANDIDATES



Regardless of your personal preference, if the Democratic Presidential Primaries came down to these candidates, for whom would you vote? October 17-21, 2015

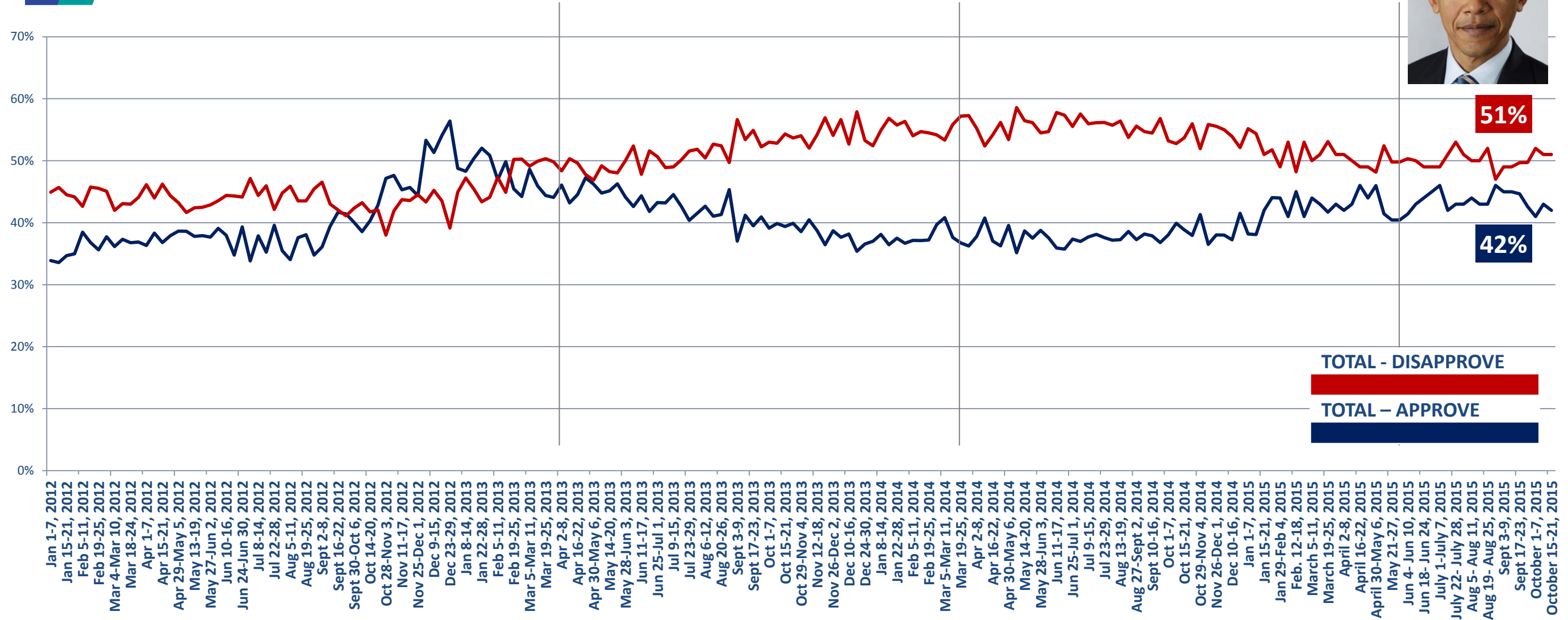
TOP

	Total (n=1,408)	Democrat (n=873)	Independent (n=301)
Hillary Clinton	36%	46%	20%
Bernie Sanders	26%	30%	26%
Joe Biden	15%	17%	19%
Wouldn't vote	23%	7%	35%





Weekly Presidential Approval



For tracking purposes, approval ratings in the above graphic reflect weekly roll-ups of our tracking data (a 7-day period), rather than the 5-day period reflected throughout this topline document

CORE POLITICAL APPROVAL

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

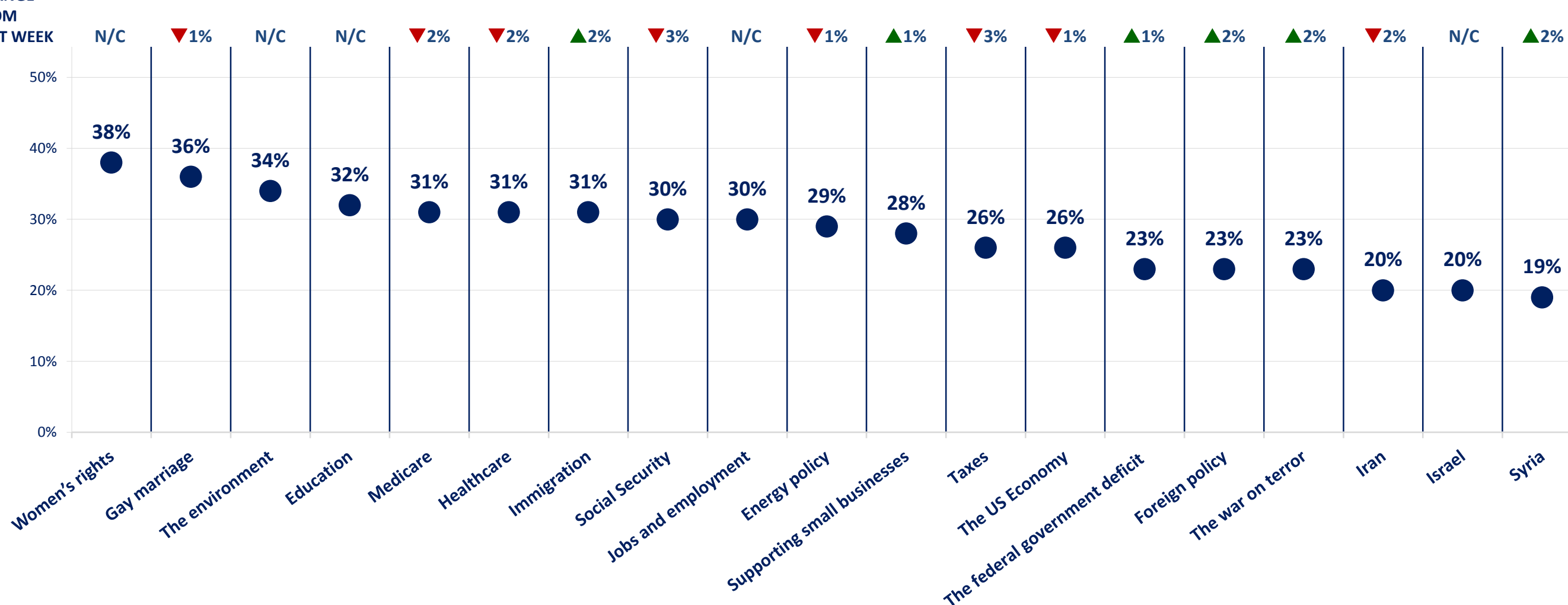
Data based on interviewing from October 12-21, 2015 (n=1,010)

All Adults (n=1,010)	Democratic Party	Republican Party	Independents	Other	None	Don't know	DEM/REP PARTY DIFF
Healthcare	31%	24%	7%	2%	15%	21%	7%
The war on terror	23%	27%	5%	3%	16%	26%	-5%
Iran	20%	24%	5%	2%	16%	32%	-4%
The US Economy	26%	27%	7%	1%	16%	22%	-1%
Immigration	31%	25%	6%	2%	14%	23%	6%
Social Security	30%	22%	5%	2%	16%	25%	9%
Medicare	31%	22%	6%	3%	14%	25%	9%
Taxes	26%	24%	8%	2%	15%	24%	2%
Gay marriage	36%	15%	7%	3%	14%	25%	21%
Jobs and employment	30%	29%	4%	2%	13%	23%	1%
The federal government deficit	23%	26%	6%	2%	18%	26%	-3%
Supporting small businesses	28%	27%	7%	2%	13%	24%	1%
Education	32%	20%	6%	2%	14%	25%	12%
Foreign policy	23%	25%	6%	2%	15%	29%	-2%
Women's rights	38%	17%	7%	2%	12%	23%	21%
The environment	34%	17%	9%	2%	14%	25%	16%
Israel	20%	24%	5%	2%	16%	34%	-4%
Syria	19%	21%	6%	2%	17%	35%	-2%
Energy policy	29%	20%	7%	3%	14%	27%	9%

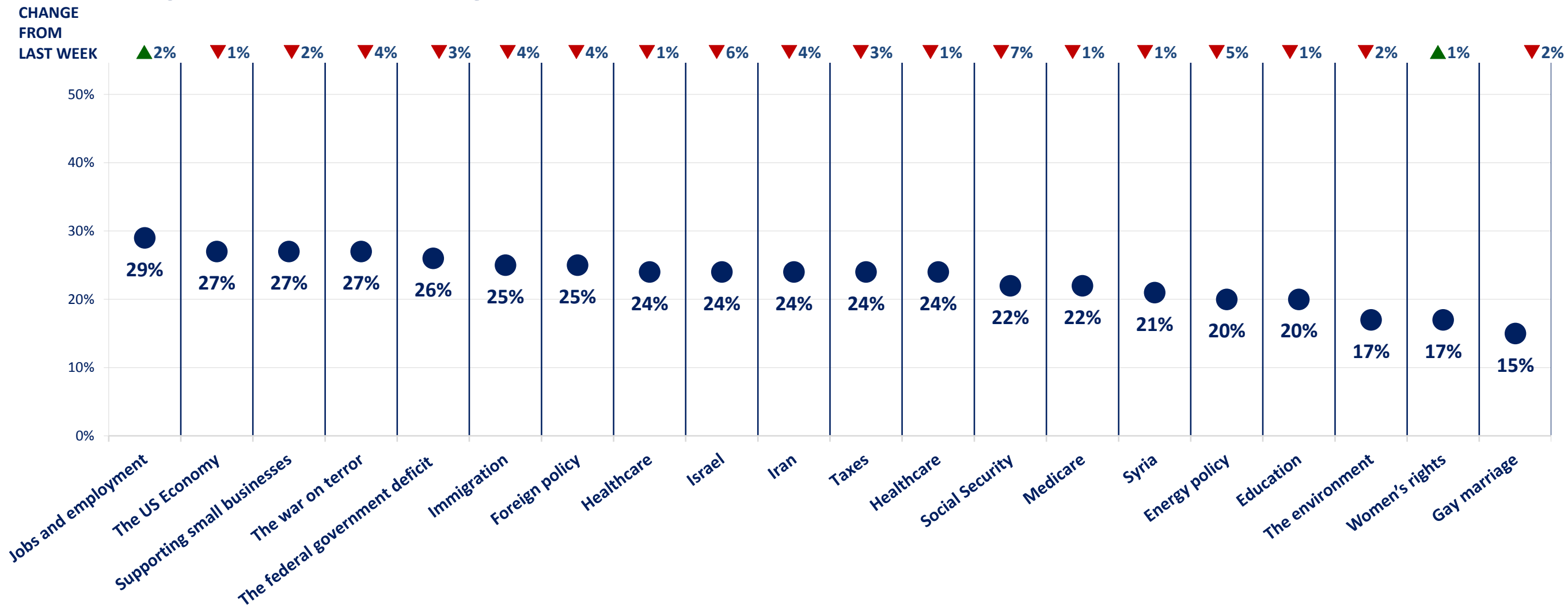
TOP 3
Democrats
Republicans

Democratic Party

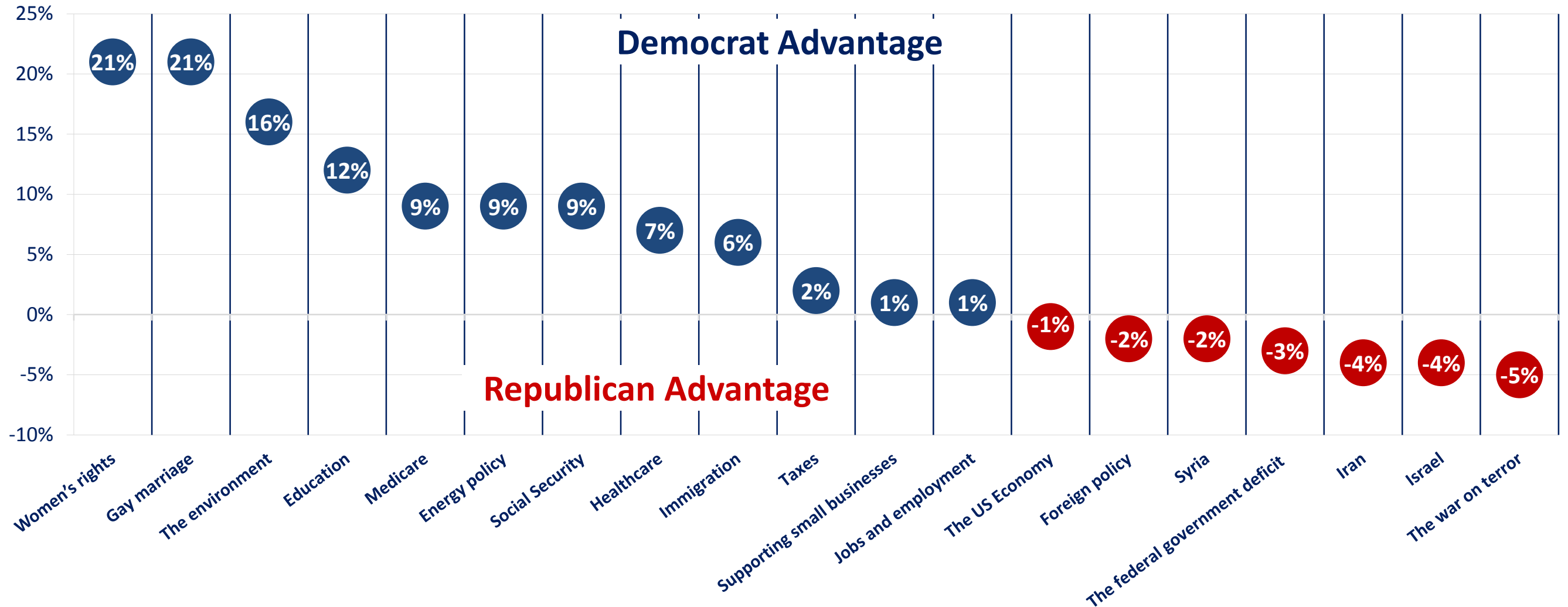
CHANGE
FROM
LAST WEEK



Republican Party



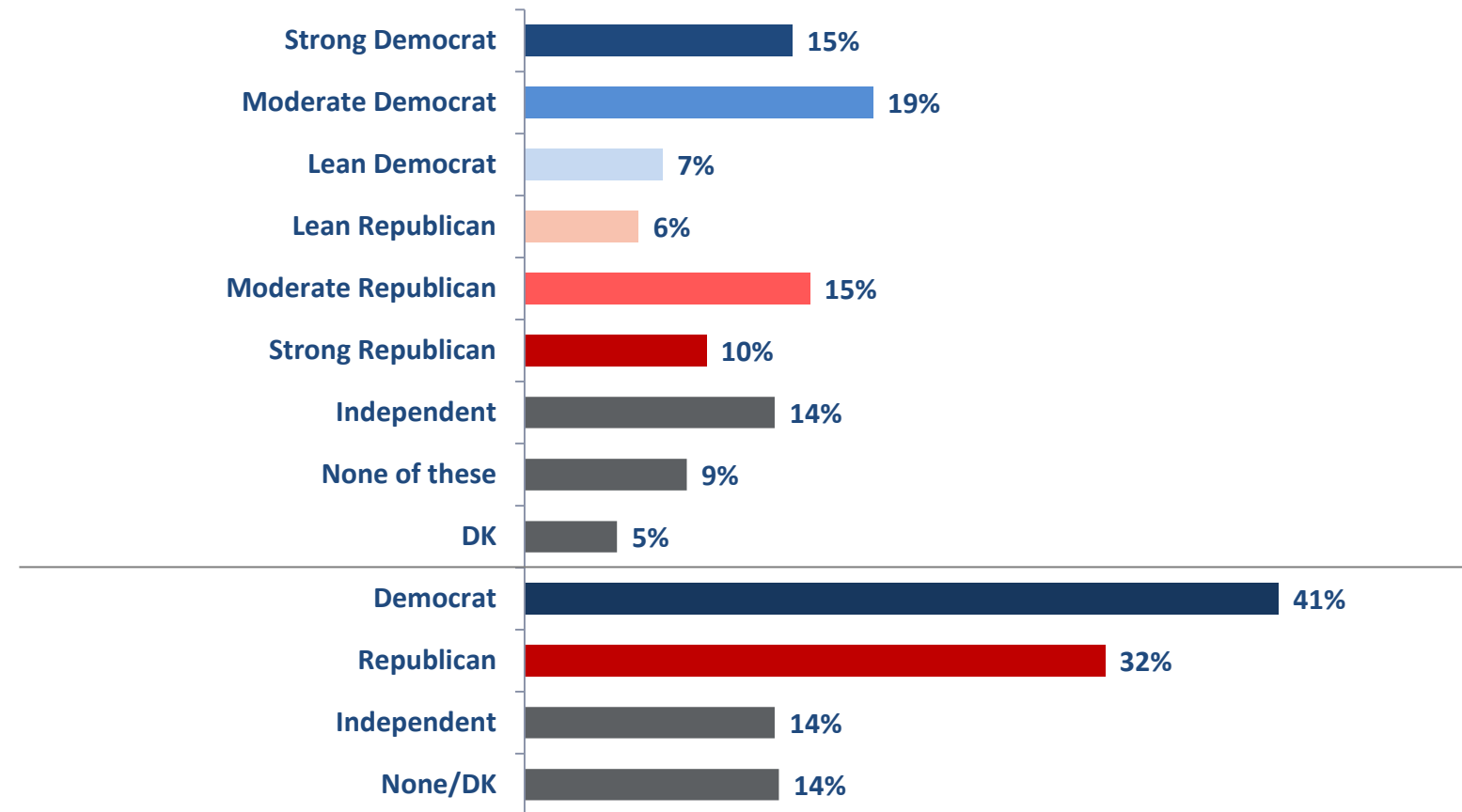
Democratic/Republican Party Difference



Party Identification

All Adults: n= 2,214

Data based on interviewing from October 17-21, 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.