



# Ipsos Poll Conducted for Reuters

GOP Debate & 2016 Ballots 08.10.2015

These are findings from an Ipsos poll conducted for Thomson Reuters from August 6 (post-debate) -- 10, 2015. For the survey, a sample of 823 Americans ages 18+, including 346 who identify as Democrats, 278 who identify as Republican, and 111 who identify as Independent 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 4.4 percentage points for all, including 6.0 percentage points for Democrats; 6.7 percentage points for Republicans; 10.6 percentage points for Independents. 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.

## GOP DEBATE & 2016 BALLOTS

Q1. Please think ahead now to the next Presidential election 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? (Asked of Republicans and Independents only)

	Total	Republicans	Independents
Donald Trump	21%	24%	12%
Jeb Bush	11%	12%	13%
Marco Rubio	6%	8%	7%
Mike Huckabee	5%	8%	1%
Scott Walker	4%	7%	1%
Benjamin Carson	4%	8%	*%
Rand Paul	4%	3%	9%
Carly Fiorina	4%	6%	1%
Ted Cruz	3%	5%	1%
Chris Christie	3%	1%	9%
John Kasich	3%	4%	2%
Lindsey Graham	2%	3%	1%
George Pataki	2%	*%	5%
Rick Perry	1%	1%	*%
Rick Santorum	1%	1%	1%
Bobby Jindal	1%	1%	1%
Wouldn't vote	26%	8%	37%

Q2. If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote?

	Total	Democrats	Republicans	Independents
Jeb Bush (Republican)	29%	9%	66%	28%
Hillary Clinton (Democrat)	41%	74%	7%	32%
Neither / Other	10%	6%	16%	10%
Wouldn't vote	9%	6%	3%	18%
Don't know / Refused	11%	5%	8%	13%
Scott Walker (Republican)	24%	6%	62%	15%
Hillary Clinton (Democrat)	44%	76%	9%	41%
Neither / Other	12%	7%	17%	14%
Wouldn't vote	10%	7%	3%	17%
Don't know / Refused	11%	5%	9%	13%
Chris Christie (Republican)	25%	7%	57%	21%
Hillary Clinton (Democrat)	42%	76%	8%	32%
Neither / Other	12%	6%	18%	15%
Wouldn't vote	10%	6%	5%	16%
Don't know / Refused	12%	5%	12%	15%
Ben Carson (Republican)	24%	6%	58%	17%
Hillary Clinton (Democrat)	44%	75%	8%	44%
Neither / Other	12%	7%	19%	12%
Wouldn't vote	9%	6%	5%	11%
Don't know / Refused	12%	5%	10%	16%
Ted Cruz (Republican)	27%	11%	58%	23%
Hillary Clinton (Democrat)	41%	71%	7%	38%
Neither / Other	12%	6%	21%	12%
Wouldn't vote	9%	7%	5%	12%
Don't know / Refused	11%	5%	9%	14%
Marco Rubio (Republican)	28%	10%	60%	30%
Hillary Clinton (Democrat)	41%	70%	11%	35%
Neither / Other	11%	7%	15%	11%
Wouldn't vote	9%	6%	5%	12%
Don't know / Refused	12%	7%	9%	12%
Donald Trump (Republican)	29%	11%	60%	25%
Hillary Clinton (Democrat)	43%	76%	9%	38%
Neither / Other	11%	6%	17%	11%
Wouldn't vote	9%	4%	5%	17%
Don't know / Refused	8%	3%	8%	8%

Q3. How interested, if at all, are you, in the Republican primary process, that is, the pool of Republican candidates who have declared that they are running to be the Republican nominee for President?

	Total	Democrats	Republicans	Independents
Very interested	29%	26%	47%	17%
Somewhat interested	31%	32%	39%	26%
Not very interested	19%	23%	8%	29%
Not at all interested	21%	20%	5%	28%
<b>TOTAL INTERESTED</b>	<b>61%</b>	<b>58%</b>	<b>86%</b>	<b>43%</b>
<b>TOTAL NOT INTERESTED</b>	<b>39%</b>	<b>42%</b>	<b>14%</b>	<b>57%</b>

Q4. How much, if anything, have you seen or heard about the Republican Primary debate?

	Total	Democrats	Republicans	Independents
Seen or heard a great deal	24%	24%	32%	18%
Seen or heard a fair amount	29%	36%	31%	14%
Seen or heard a little bit	27%	27%	26%	31%
Not seen or heard anything at all	20%	14%	11%	37%
<b>HEARD SOMETHING</b>	<b>80%</b>	<b>86%</b>	<b>89%</b>	<b>63%</b>

Q5. Regardless of which candidate you happen to support, who do you think did the best job in the Republican Primary debate? (Asked of those who had seen or heard at least a little bit about the debate at Q4)

	Total (n=666)	Democrats (n=303)	Republicans (n=248)	Independents (n=74)
Donald Trump	21%	18%	24%	22%
Jeb Bush	10%	12%	8%	7%
Marco Rubio	6%	5%	10%	5%
Ted Cruz	6%	7%	8%	1%
Chris Christie	5%	6%	3%	8%
Benjamin Carson	5%	4%	9%	2%
Mike Huckabee	4%	3%	6%	4%
John Kasich	4%	6%	2%	3%
Rand Paul	3%	4%	3%	6%
Scott Walker	2%	2%	3%	*%
Don't know	34%	35%	24%	43%

Q6. And has the debate changed your view of each candidate? (Asked of those who had seen or heard at least a little bit about the debate at Q4)

Total (n=666)	<u>Yes – more positive towards candidate</u>	<u>Yes – more negative towards candidate</u>	<u>No – has not changed my view</u>	<u>Don't know</u>
Donald Trump	21%	31%	33%	15%
Marco Rubio	21%	13%	44%	22%
Carly Fiorina	18%	14%	43%	25%
Ted Cruz	16%	18%	43%	23%
Benjamin Carson	16%	13%	45%	25%
Jeb Bush	15%	19%	46%	19%
Scott Walker	14%	14%	45%	27%
Chris Christie	13%	17%	49%	21%
Mike Huckabee	13%	15%	48%	24%
John Kasich	13%	11%	48%	28%
Rand Paul	9%	19%	49%	23%

Democrats (n=303)	<u>Yes – more positive towards candidate</u>	<u>Yes – more negative towards candidate</u>	<u>No – has not changed my view</u>	<u>Don't know</u>
Marco Rubio	19%	15%	49%	18%
Donald Trump	17%	35%	36%	12%
Ted Cruz	13%	21%	48%	18%
Benjamin Carson	13%	13%	54%	21%
Jeb Bush	12%	23%	48%	17%
Chris Christie	12%	20%	50%	18%
John Kasich	12%	13%	52%	23%
Carly Fiorina	12%	16%	51%	21%
Rand Paul	9%	16%	55%	19%
Scott Walker	8%	17%	48%	27%
Mike Huckabee	6%	16%	55%	22%

Republicans (n=248)	<u>Yes – more positive towards candidate</u>	<u>Yes – more negative towards candidate</u>	<u>No – has not changed my view</u>	<u>Don't know</u>
Donald Trump	30%	28%	29%	13%
Carly Fiorina	29%	13%	32%	26%
Marco Rubio	28%	11%	37%	23%
Benjamin Carson	26%	14%	35%	24%
Scott Walker	25%	8%	43%	25%
Ted Cruz	25%	13%	36%	26%
Mike Huckabee	24%	13%	40%	23%
Jeb Bush	18%	17%	45%	20%
John Kasich	14%	9%	44%	32%
Chris Christie	12%	18%	50%	20%
Rand Paul	8%	22%	45%	26%

Q6. And has the debate changed your view of each candidate? (Asked of those who had seen or heard at least a little bit about the debate at Q4) (cont.)

Independents (n=74)	Yes – more positive towards candidate	Yes – more negative towards candidate	No – has not changed my view	Don't know
Chris Christie	26%	14%	40%	19%
Carly Fiorina	25%	10%	40%	25%
Jeb Bush	24%	18%	40%	17%
Marco Rubio	20%	14%	41%	25%
John Kasich	18%	10%	44%	28%
Scott Walker	16%	23%	35%	26%
Donald Trump	15%	37%	33%	15%
Rand Paul	14%	25%	40%	20%
Mike Huckabee	12%	20%	45%	23%
Ted Cruz	10%	25%	41%	24%
Benjamin Carson	10%	13%	40%	36%

Q7. What made your view of Jeb Bush more positive? (Asked of those whose opinion of Jeb Bush became more positive at Q5, n=96)

	Total	Democrats	Republicans	Independents
His general attitude / demeanor	64%	48%	84%	56%
His views on immigration	48%	53%	41%	66%
His record in his state	42%	34%	38%	60%
His views on foreign policy	37%	35%	47%	22%
His views on Obamacare	31%	18%	46%	29%
Other	3%	1%	5%	5%
Don't know	1%	1%	2%	*%

Q8. What made your view of Jeb Bush more negative? (Asked of those whose opinion of Jeb Bush became more negative at Q5, n=105)

	Total	Democrats	Republicans	Independents
His general attitude / demeanor	60%	52%	66%	78%
His views on foreign policy	39%	45%	37%	15%
His record in his state	28%	35%	22%	9%
His views on immigration	27%	19%	46%	8%
His views on Obamacare	20%	28%	12%	*%
Other	5%	4%	4%	8%
Don't know	2%	3%	*%	*%

Q9. What made your view of Donald Trump more positive? (Asked of those whose opinion of Donald Trump became more positive at Q5, n=109)

	Total	Democrats	Republicans	Independents
His general attitude / demeanor	64%	50%	71%	65%
His record as a businessman	54%	58%	53%	30%
His views on immigration	53%	51%	51%	47%
His views on foreign policy	48%	60%	47%	19%
His views on Obamacare	41%	33%	41%	43%
His statements about women	18%	18%	19%	28%
Other	15%	24%	9%	3%
Don't know	1%	1%	1%	*%

Q10. What made your view of Donald Trump more negative? (Asked of those whose opinion of Donald Trump became more negative at Q5, n=208)

	Total	Democrats	Republicans	Independents
His general attitude / demeanor	81%	85%	78%	72%
His statements about women	62%	76%	46%	47%
His views on immigration	46%	69%	15%	26%
His views on Obamacare	28%	43%	1%	29%
His views on foreign policy	27%	39%	9%	22%
His record as a businessman	23%	31%	5%	31%
Other	21%	21%	26%	5%
Don't know	*%	*%	*%	*%

Q11. Do you personally agree or disagree that Donald Trump's participation in the debate...

Total	Agree	Disagree	Not Sure
...challenged the establishment	44%	25%	31%
...made a mockery of the political process	42%	28%	30%
... meant something offensive was said	42%	23%	35%
...added comedy to an otherwise boring event	41%	28%	31%
...allowed for more honesty about the problems facing America	41%	29%	30%
...opened the Republican Party to new ideas	34%	31%	36%

Democrats	Agree	Disagree	Not Sure
...made a mockery of the political process	57%	25%	18%
... meant something offensive was said	52%	23%	25%
...added comedy to an otherwise boring event	46%	32%	23%
...challenged the establishment	41%	38%	21%
...allowed for more honesty about the problems facing America	37%	42%	21%
...opened the Republican Party to new ideas	33%	43%	24%



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Q11. Do you personally agree or disagree that Donald Trump's participation in the debate...(cont.)

<u>Republicans</u>	<u>Agree</u>	<u>Disagree</u>	<u>Not Sure</u>
...challenged the establishment	62%	13%	25%
...allowed for more honesty about the problems facing America	56%	20%	24%
...opened the Republican Party to new ideas	46%	23%	32%
...added comedy to an otherwise boring event	43%	33%	24%
... meant something offensive was said	40%	28%	32%
...made a mockery of the political process	36%	37%	26%

<u>Independents</u>	<u>Agree</u>	<u>Disagree</u>	<u>Not Sure</u>
...added comedy to an otherwise boring event	39%	16%	45%
... meant something offensive was said	35%	20%	45%
...challenged the establishment	34%	20%	46%
...allowed for more honesty about the problems facing America	33%	21%	47%
...made a mockery of the political process	31%	24%	45%
...opened the Republican Party to new ideas	22%	23%	55%

## 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 <sup>1</sup> 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  $\vartheta$  is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for  $\vartheta$  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:

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

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. 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

<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.*