



Ipsos Public Affairs



REUTERS

# Ipsos Poll Conducted for Reuters

## Core Political Data

04.13.2016





These are findings from an Ipsos poll conducted

*for*

*date*



April 9-13, 2016



For the survey,

*a sample of*

*including*

*ages*

1,680

Americans

732

Democrats

622

Republicans

189

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



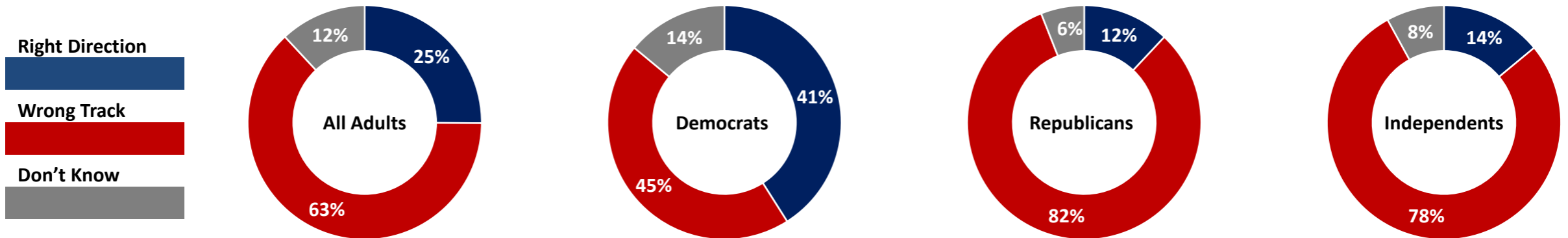
For more information about credibility intervals, please see the appendix.

- 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?





# 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”)

	Total	Democrat	Republican	Independent
<b>Strongly approve</b>	25%	45%	6%	13%
<b>Somewhat approve</b>	21%	32%	8%	21%
<b>Lean towards approve</b>	3%	3%	1%	2%
<b>Lean towards disapprove</b>	3%	2%	2%	1%
<b>Somewhat disapprove</b>	14%	8%	20%	18%
<b>Strongly disapprove</b>	32%	7%	61%	40%
<b>Not sure</b>	4%	2%	1%	5%
<b>TOTAL APPROVE</b>	<b>48%</b>	<b>81%</b>	<b>15%</b>	<b>36%</b>
<b>TOTAL DISAPPROVE</b>	<b>48%</b>	<b>17%</b>	<b>84%</b>	<b>59%</b>

# REPUBLICAN PRESIDENTIAL PRIMARIES



Please think ahead now to the next Presidential election this year, in 2016.

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

*(Asked of registered voters, n=789)*

	Total (n=789)	Republican (n=575)	Independent (n=147)
Donald Trump	40%	44%	28%
Ted Cruz	29%	32%	23%
John Kasich	19%	21%	17%
Wouldn't vote	13%	4%	31%

# DEMOCRATIC PRESIDENTIAL PRIMARIES



Please think ahead now to the next Presidential election this year, in 2016.

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

*(Asked of registered voters, n=849)*

	Total (n=849)	Democrat (n=635)	Independent (n=147)
Bernie Sanders	47%	49%	45%
Hillary Clinton	42%	48%	29%
Wouldn't vote	11%	3%	26%



# GENERAL ELECTION HEAD-TO-HEADS

If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote?  
*(Asked of registered voters, n=1,424)*

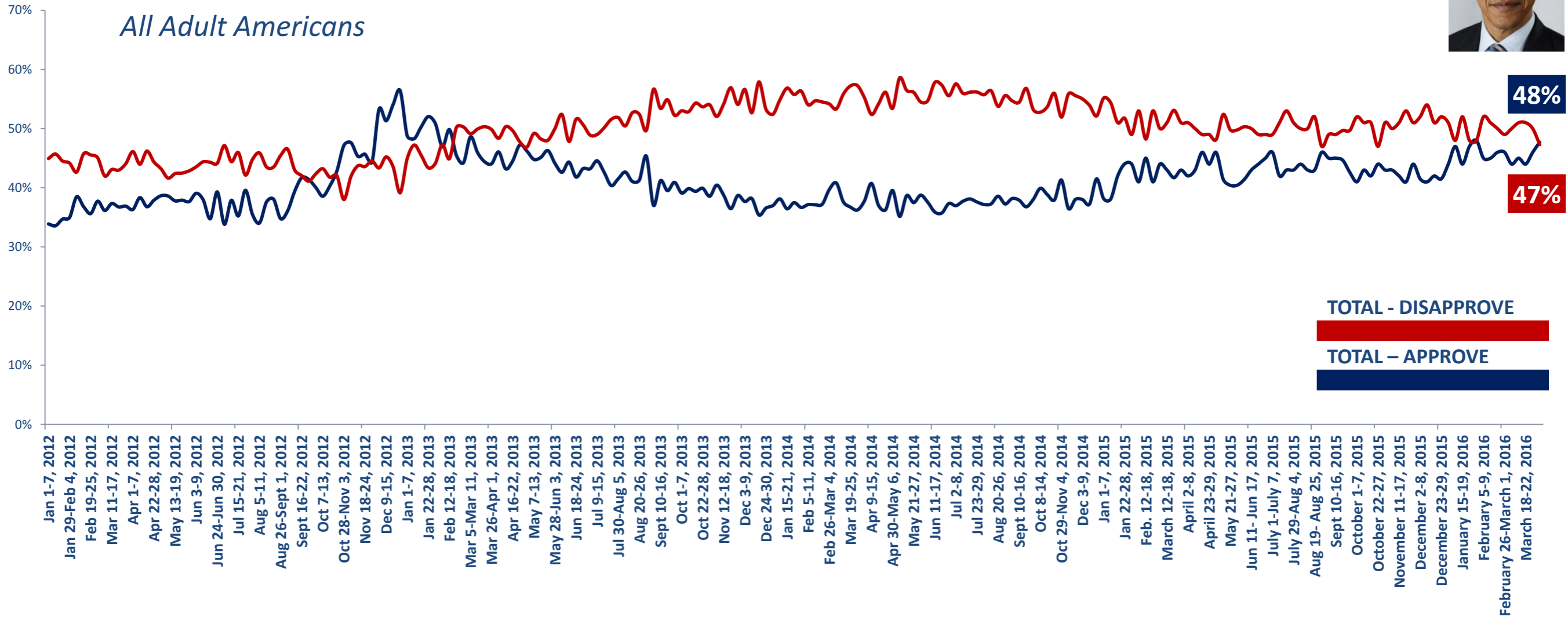
	Registered Voters
Donald Trump (Republican)	34%
Hillary Clinton (Democrat)	43%
Neither / Other	15%
Wouldn't Vote	3%
Don't know / Refused	4%

	Registered Voters
Ted Cruz (Republican)	33%
Hillary Clinton (Democrat)	42%
Neither / Other	15%
Wouldn't Vote	6%
Refused	4%

	Registered Voters
John Kasich (Republican)	31%
Hillary Clinton (Democrat)	41%
Neither / Other	15%
Wouldn't vote	7%
Don't know / Refused	6%



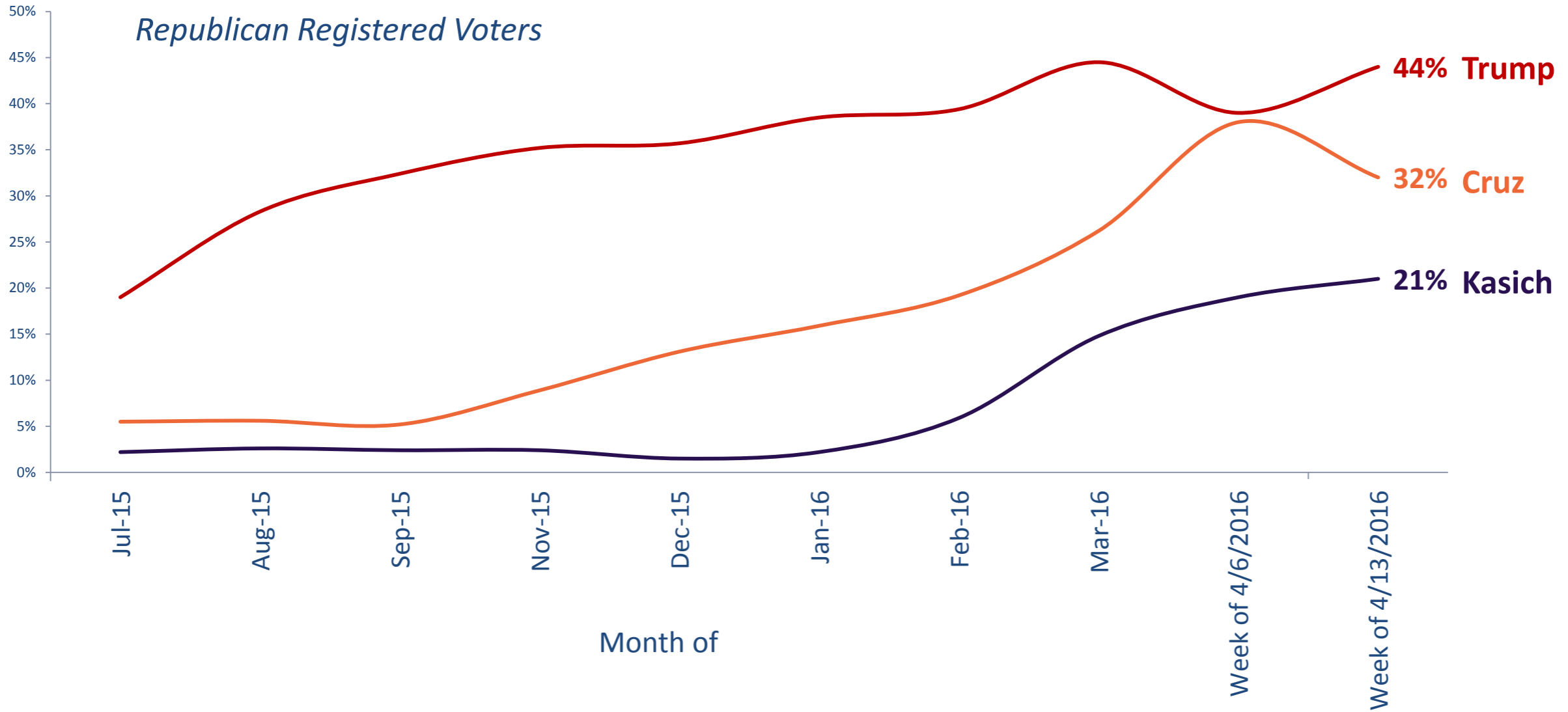
# Weekly Presidential Approval



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



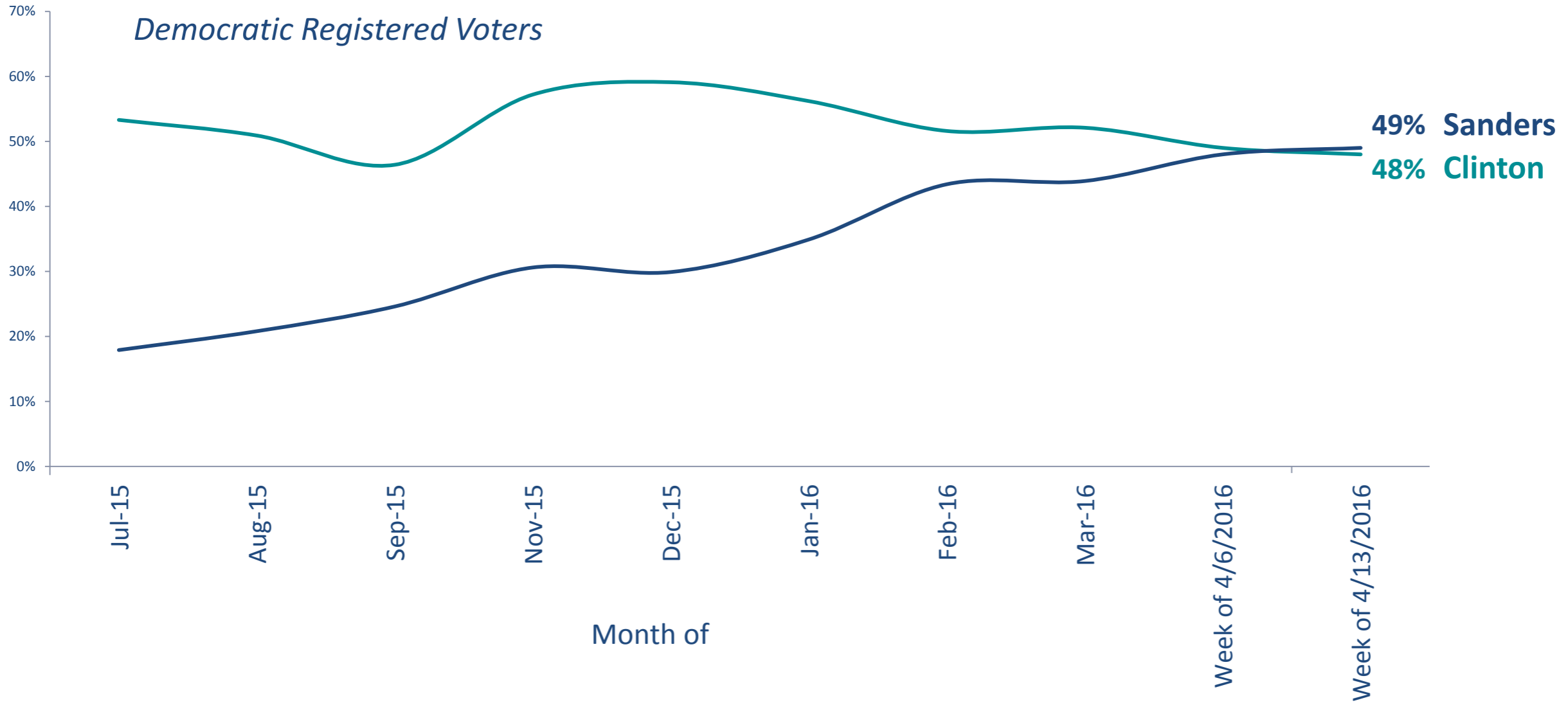
# Republican Primary Trend



Please think ahead now to the next Presidential election this year, in 2016.  
If the 2016 Republican presidential primaries were being held today, for whom of the following would you vote?



# Democratic Primary Trend

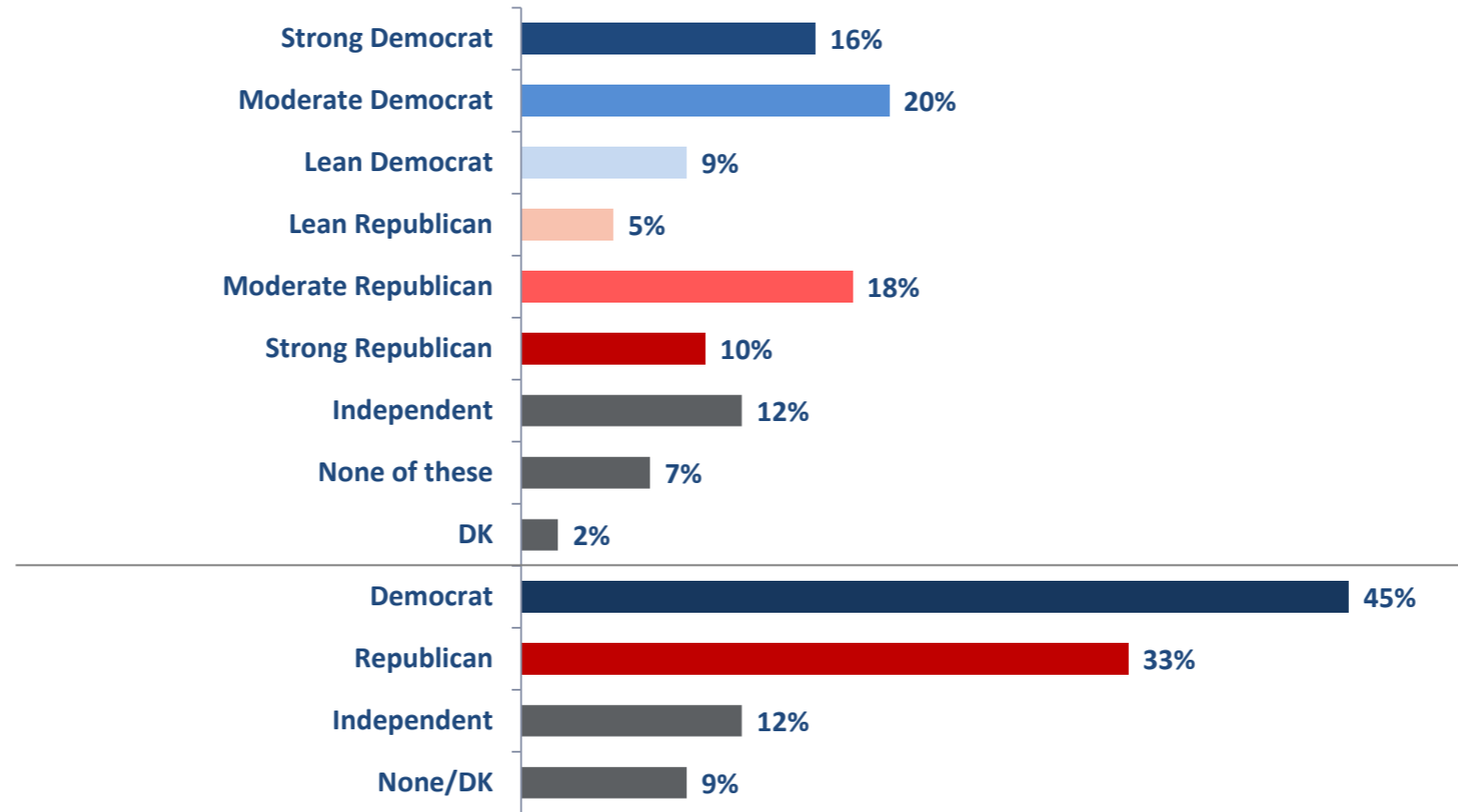


Please think ahead now to the next Presidential election this year, in 2016.  
If the 2016 Democratic presidential primaries were being held today, for whom of the following would you vote?



# Party Identification

All Adults: n= 1,680





# 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.*