

Ipsos Public Affairs



Ipsos Poll Conducted for Reuters

# Core Political Data

11.08.2017

© 2017 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

GAME CHANGERS



# Core Political Data

These are findings from an Ipsos poll conducted

*for*



**REUTERS**

*date*

November 3-7, 2017



For the survey,

*a sample of*

1,572

Americans

*including*

651

Democrats

523

Republicans

242

Independents

*ages*

18+

were interviewed online

# Core Political Data

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.

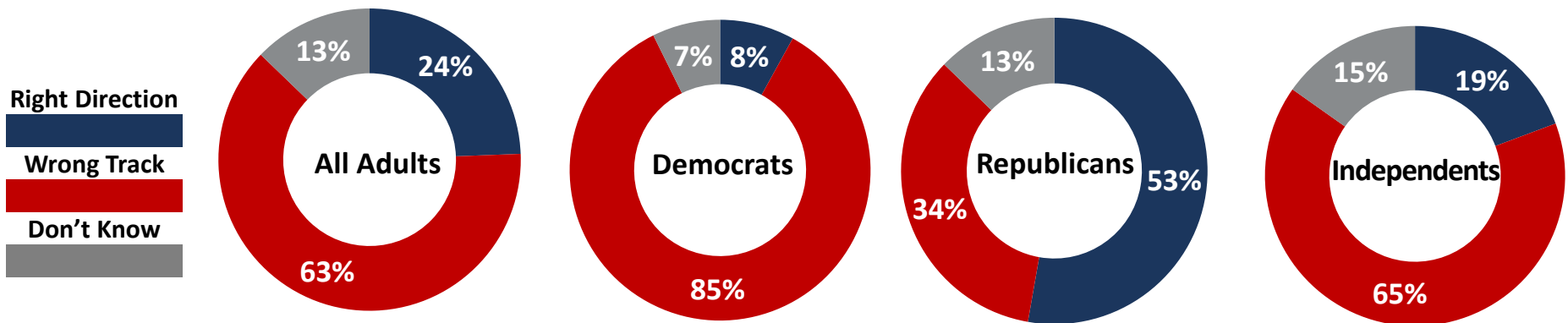
# Core Political Data

- The data were weighted to the U.S. current population data by:
  - **Gender**
  - **Age**
  - **Education**
  - **Ethnicity**
  - **Region**
- 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/>*

ALL ADULT AMERICANS

# 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?



ALL ADULT AMERICANS

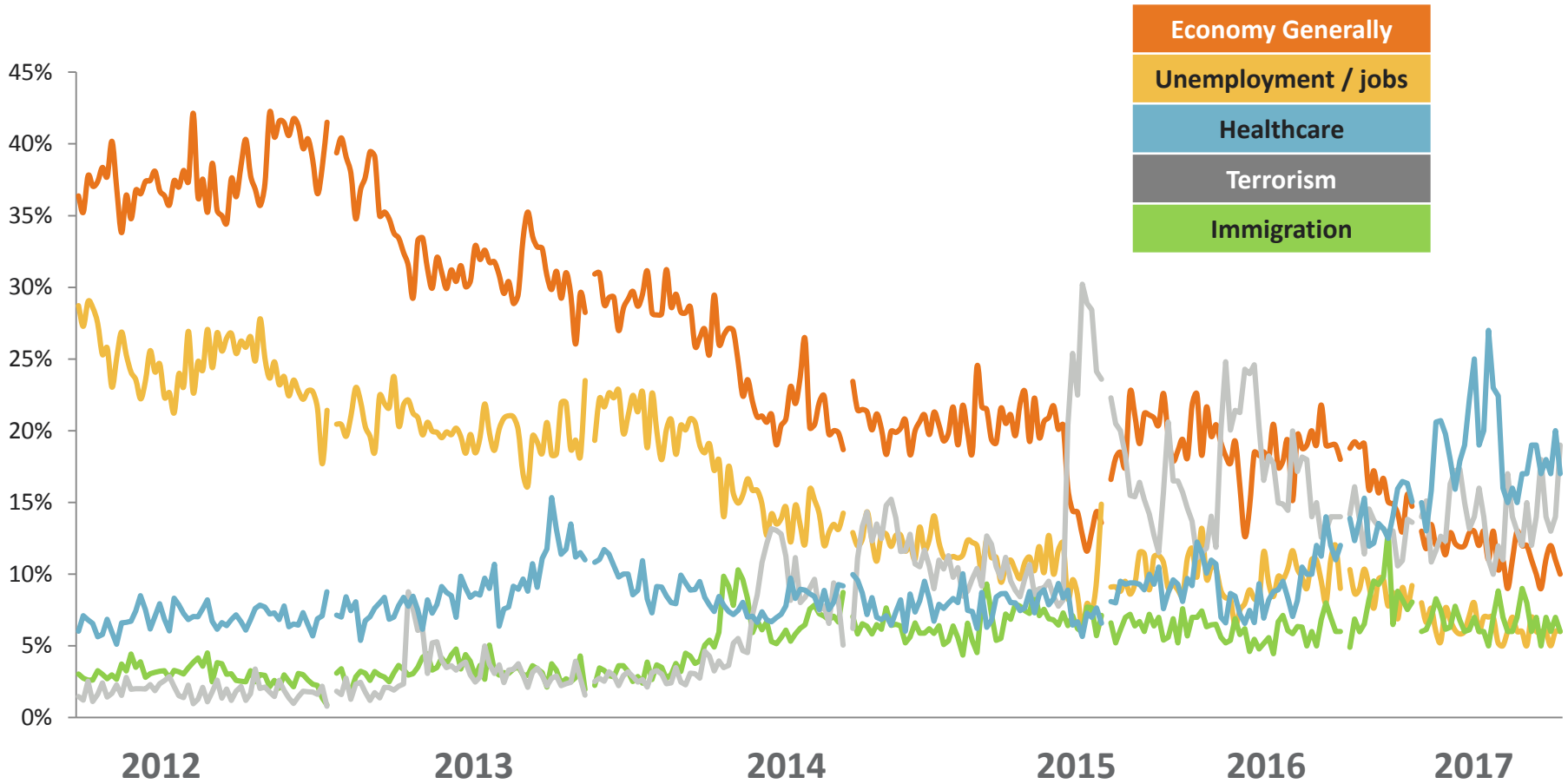
# Main Problem Facing America

In your opinion, what is the most important problem facing the US today?

	Total	Democrat	Republican	Independent
<b>Economy generally</b>	<b>10%</b>	<b>10%</b>	<b>12%</b>	<b>9%</b>
Unemployment / lack of jobs	6%	4%	7%	8%
War / foreign conflicts	5%	6%	3%	3%
Immigration	6%	3%	11%	6%
Terrorism / terrorist attacks	19%	14%	27%	22%
Healthcare	17%	22%	13%	17%
Energy issues	1%	2%	0%	0%
Morality	8%	7%	10%	9%
Education	5%	6%	4%	5%
Crime	8%	9%	4%	8%
Environment	3%	4%	0%	5%
Don't know	3%	2%	1%	2%
Other	10%	13%	7%	8%

ALL ADULT AMERICANS

# Main Problem Facing America



# ALL ADULT AMERICANS

## DONALD TRUMP



### Overall, do you approve or disapprove about the way Donald Trump is handling his job as President?

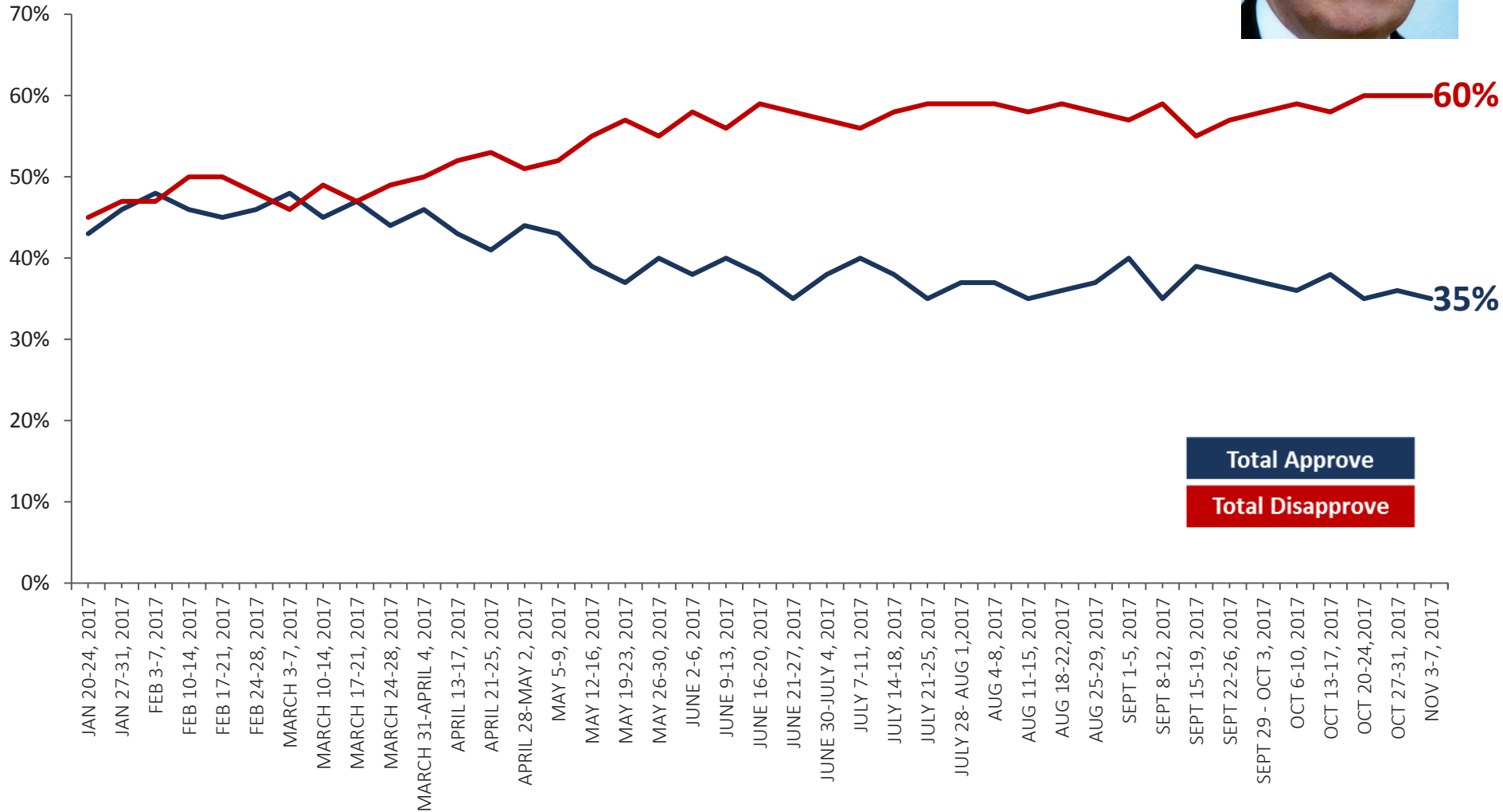
Is that strongly (approve/disapprove) or somewhat (approve/disapprove)? (Asked of those who selected “approve” or “disapprove”)  
 Q2b. If you had to choose, do you lean more towards approve or disapprove? (Asked of those who selected “don’t know”)

	Total	Democrat	Republican	Independent
Strongly approve	17%	4%	41%	9%
Somewhat approve	15%	6%	28%	13%
Lean towards approve	3%	1%	4%	8%
Lean towards disapprove	2%	2%	2%	5%
Somewhat disapprove	13%	11%	13%	19%
Strongly disapprove	44%	74%	10%	40%
Not sure	5%	2%	2%	7%
<b>TOTAL APPROVE</b>	<b>35%</b>	<b>11%</b>	<b>73%</b>	<b>30%</b>
<b>TOTAL DISAPPROVE</b>	<b>60%</b>	<b>87%</b>	<b>25%</b>	<b>64%</b>



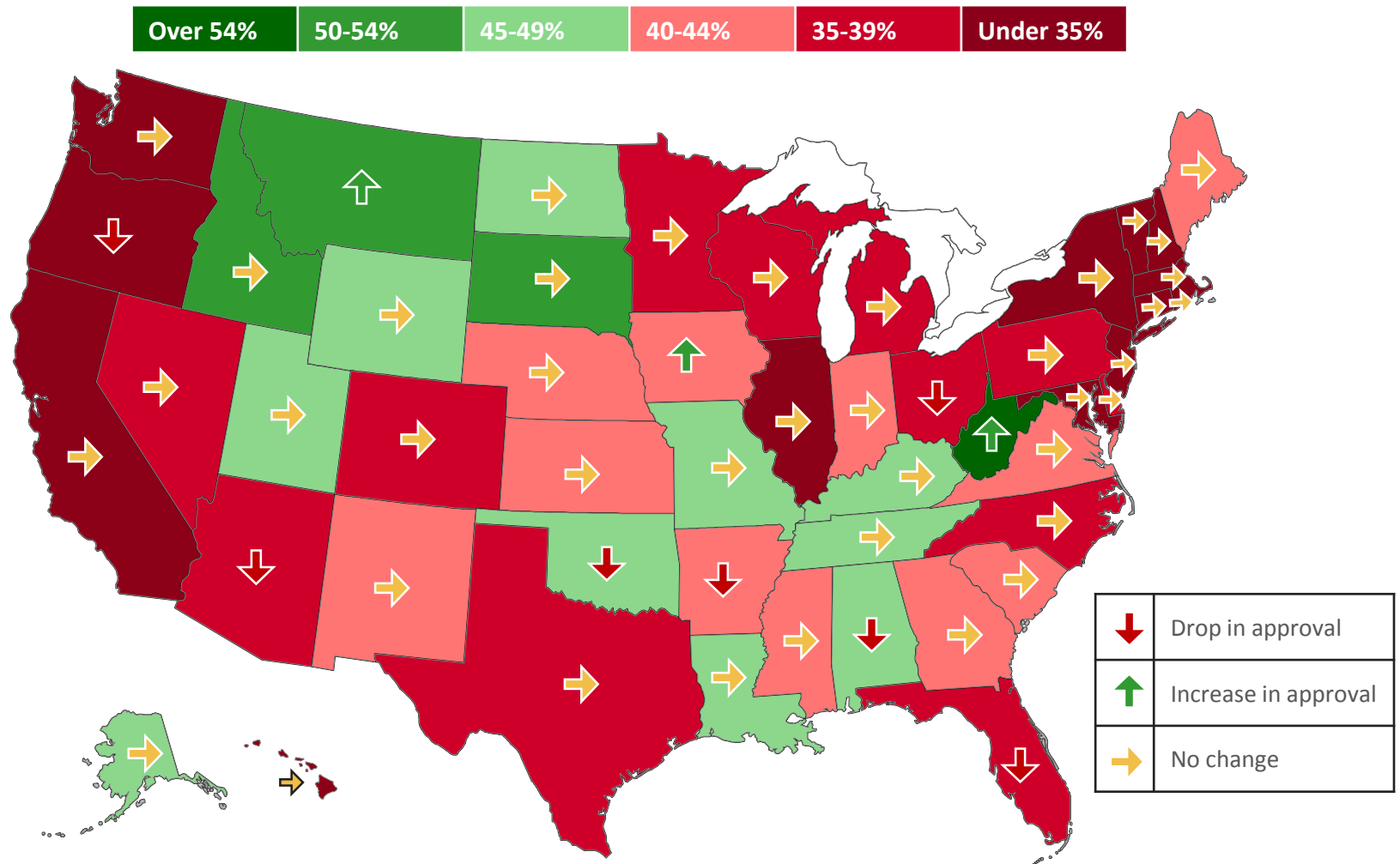
ALL ADULT AMERICANS

# Weekly Approval



ALL ADULT AMERICANS

# Approval by State (May – October 2017)



Reuters/Ipsos poll conducted 5/1/2017 to 10/31/2017 among 70,067; arrows represent changes from 4/1/2017 thru 9/30/2017 based on change in color bracket. Color scale represents degree of Trump approval, with each color corresponding to varying degrees of job approval from over 55% approval to under 35% approval. Overall, do you approve or disapprove about the way Donald Trump is handling his job as President?

# Approval Attributes



Do you approve or disapprove about the way Donald Trump is handling the following issues?

	Strongly approve	Somewhat approve	Lean towards approve	Lean towards disapprove	Somewhat disapprove	Strongly disapprove	Don't know	TOTAL APPROVE	TOTAL DISAPPROVE
The US economy	17%	12%	14%	10%	10%	30%	8%	43%	50%
US foreign policy	14%	12%	11%	9%	9%	36%	7%	38%	55%
Healthcare reform	12%	12%	11%	9%	8%	42%	7%	34%	59%
Employment and jobs	18%	13%	16%	8%	8%	28%	9%	47%	44%
Dealing with Congress	12%	11%	13%	10%	9%	36%	8%	37%	55%
Dealing with ISIS / ISIL	19%	13%	14%	7%	8%	31%	8%	46%	46%
International trade	15%	12%	13%	8%	10%	31%	11%	40%	49%
Taxation	13%	13%	11%	11%	8%	34%	9%	37%	54%
Corruption	14%	10%	12%	9%	8%	38%	10%	35%	55%
The environment	10%	10%	13%	11%	7%	40%	9%	33%	58%
Immigration	20%	11%	10%	8%	7%	39%	6%	40%	54%
The way he treats people like me	13%	10%	10%	9%	6%	44%	8%	33%	59%
The effort he is making to unify the country	13%	11%	12%	8%	7%	41%	7%	37%	56%

# White House Exits

Of the following White House or Executive Branch staff members, who do you believe will be the next to resign or be terminated? Will it be...

	Yes
Jeff Sessions, Attorney General	19%
Rex Tillerson, Secretary of State	11%
John F. Kelly, Chief of Staff	9%
Sarah Sanders, Press Secretary	8%
Kellyanne Conway, Senior Counselor	6%
Mike Pence, Vice President	6%
Steve Mnuchin, Treasury Secretary	5%
James Mattis, Secretary of Defense	5%
Stephen Miller, Senior Advisor for Policy	4%
Gary Cohn, Director of the White House Economic Council	4%
Hope Hicks, Director of Strategic Communications	4%
H.R. McMaster, National Security Advisor	4%
Wilbur Ross, Secretary of Commerce	4%

ALL ADULT AMERICANS

# Congressional Approval

*Split Sampled*

Overall, do you approve or disapprove about the way your Congressperson is handling their job as Representative?

	Total	Democrat	Republican	Independent
Strongly approve	11%	11%	18%	3%
Somewhat approve	28%	26%	35%	28%
Somewhat disapprove	24%	26%	22%	29%
Strongly disapprove	15%	17%	10%	21%
Don't know	22%	20%	15%	19%
<b>TOTAL APPROVE</b>	<b>38%</b>	<b>37%</b>	<b>53%</b>	<b>31%</b>
<b>TOTAL DISAPPROVE</b>	<b>40%</b>	<b>43%</b>	<b>33%</b>	<b>50%</b>

Overall, do you approve or disapprove about the way Congress as a whole is handling its job?

	Total	Democrat	Republican	Independent
Strongly approve	4%	3%	4%	4%
Somewhat approve	17%	15%	25%	13%
Somewhat disapprove	31%	30%	33%	33%
Strongly disapprove	36%	45%	30%	35%
Don't know	12%	7%	8%	15%
<b>TOTAL APPROVE</b>	<b>21%</b>	<b>18%</b>	<b>29%</b>	<b>17%</b>
<b>TOTAL DISAPPROVE</b>	<b>67%</b>	<b>75%</b>	<b>63%</b>	<b>68%</b>

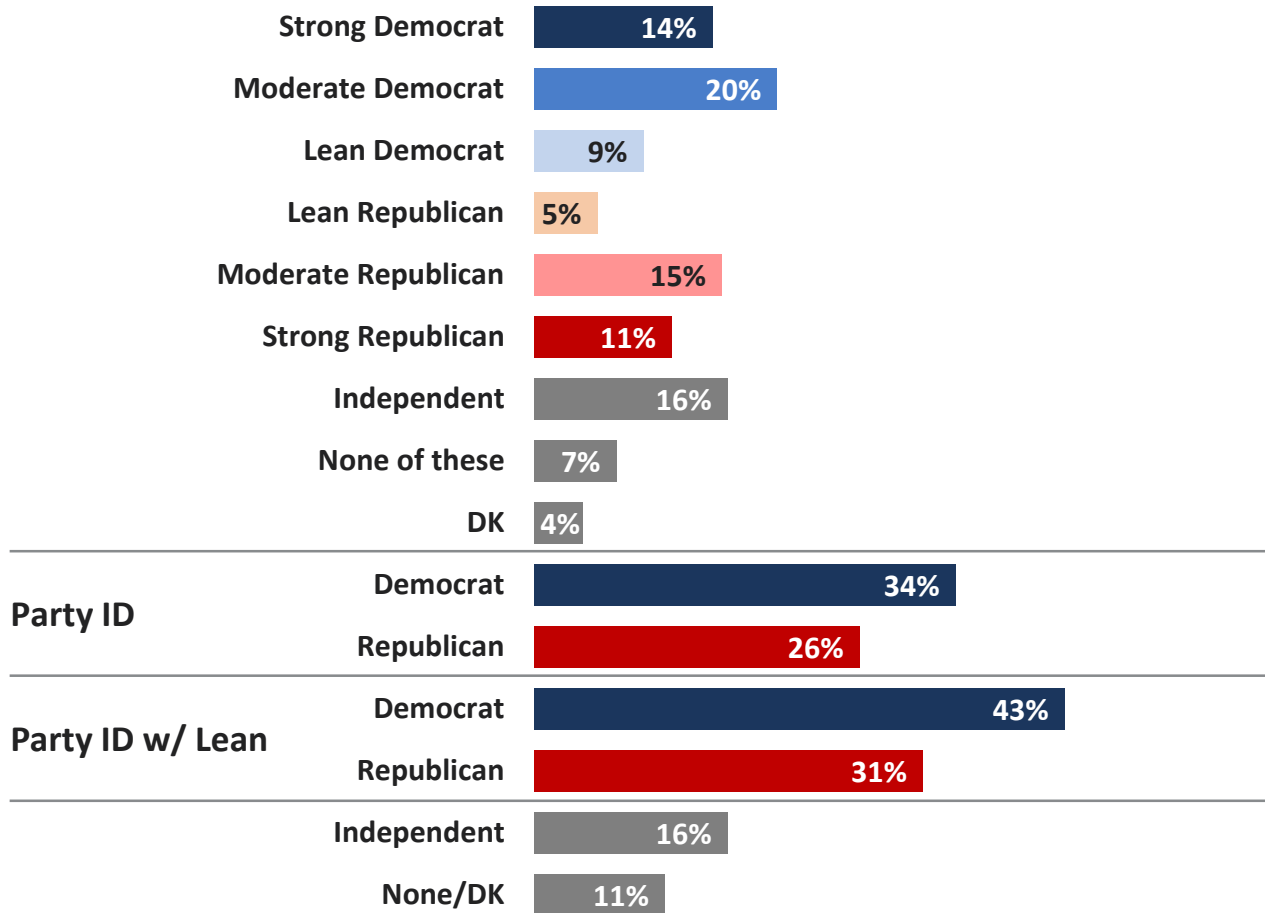
# 2018 Generic Congressional Ballot Question

Thinking about the elections in 2018, if the election for U.S. Congress were held today, would you vote for the Democratic candidate or the Republican candidate in your district where you live?

	Total	Democrat	Republican	Independent
Democratic candidate	38%	78%	3%	26%
Republican candidate	30%	3%	82%	13%
Candidate from another political party	4%	4%	2%	11%
Will not/do not plan to vote	12%	4%	4%	22%
Don't know / Refused	16%	11%	10%	28%

ALL ADULT AMERICANS

# Political Identity



All Adults: n = 1,572

# 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
Ipsos does not publish data for base sizes (sample sizes) below 100.	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.

## ABOUT IPSOS

---

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

Ipsos is listed on Eurolist – NYSE – Euronext. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

[www.ipsos.com](http://www.ipsos.com)

## GAME CHANGERS

---

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” – our tagline – summarises our ambition.