Ipsos Poll Conducted for Reuters

Core Political Approval 7.09.13

These are findings from an Ipsos poll conducted for Thomson Reuters from July 5-9, 2013 . For the survey, a sample of 1,437 Americans, including 577 Democrats, 501 Republicans, and 208 Independents ages 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 2.9 percentage points for all adults, 4.7 percentage points for Democrats, 5.0 percentage points for Republicans, and 7.7 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.

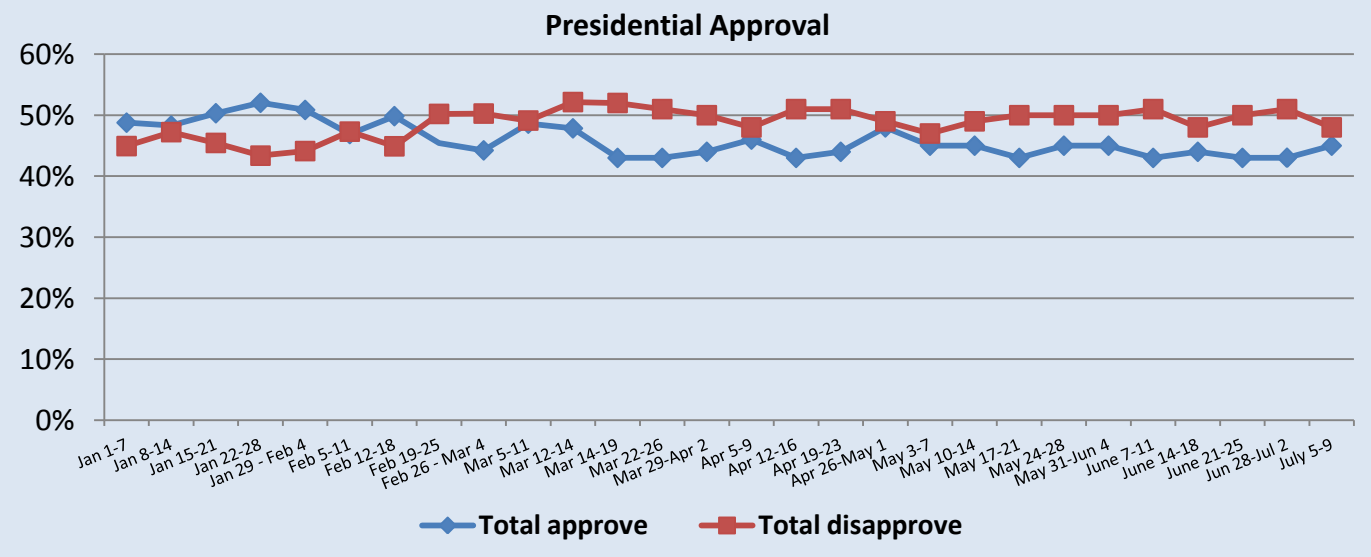
CORE POLITICAL APPROVAL

Q1. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

	All adults	Democrats	Republicans	Independents
Right direction	25%	44%	7%	15%
Wrong track	58%	37%	88%	77%
Don't know	16%	19%	5%	8%

Q2. Overall, do you approve or disapprove about the way Barack Obama is handling his job as President?
Q2a. 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"*)

	All adults	Democrats	Republicans	Independents
Strongly approve	21%	38%	4%	10%
Somewhat approve	20%	34%	3%	16%
Lean towards approve	4%	7%	*	3%
Lean towards disapprove	3%	2%	3%	4%
Somewhat disapprove	12%	6%	18%	15%
Strongly disapprove	33%	7%	71%	43%
Not sure	7%	6%	*	9%
Total approve	*45%*	*78%*	*8%*	*28%*
Total disapprove	*48%*	*16%*	*92%*	*63%*



Q3. In your opinion, which political party has a better plan, policy or approach to each of the following?

All adults	Democratic Party	Republican Party	Independents	Other	None	Don't know
Healthcare	32%	21%	6%	3%	18%	21%
The war on terror	26%	23%	6%	2%	19%	24%
Iran	23%	21%	5%	2%	18%	31%
The US Economy	27%	24%	6%	2%	19%	21%
Immigration	30%	21%	6%	3%	18%	23%
Social Security	28%	20%	7%	2%	20%	23%
Medicare	31%	19%	5%	2%	19%	23%
Taxes	28%	23%	7%	2%	18%	21%
Gay marriage	41%	13%	5%	3%	16%	23%
Jobs and employment	30%	22%	6%	2%	18%	22%
The federal government deficit	24%	25%	6%	2%	21%	21%
Supporting small businesses	29%	24%	6%	2%	15%	23%
Education	30%	19%	5%	4%	19%	23%
Foreign policy	26%	23%	6%	2%	17%	26%
Women's rights	39%	14%	7%	2%	15%	23%
The environment	35%	16%	7%	3%	17%	22%
Israel	22%	21%	5%	2%	19%	32%

Democrats *(n=577)*	Democratic Party	Republican Party	Independents	Other	None	Don't know
Healthcare	59%	5%	3%	2%	14%	17%
The war on terror	50%	9%	4%	1%	16%	21%
Iran	42%	10%	3%	1%	15%	29%
The US Economy	52%	9%	3%	*%	17%	19%
Immigration	55%	8%	2%	1%	14%	20%
Social Security	54%	6%	4%	2%	14%	20%
Medicare	58%	4%	4%	1%	15%	19%
Taxes	53%	9%	4%	1%	16%	17%
Gay marriage	66%	6%	3%	1%	9%	15%
Jobs and employment	57%	6%	3%	1%	16%	17%
The federal government deficit	47%	10%	3%	1%	19%	20%
Supporting small businesses	55%	8%	3%	1%	13%	18%
Education	56%	8%	1%	2%	14%	19%
Foreign policy	48%	9%	3%	1%	14%	25%
Women's rights	68%	4%	4%	1%	8%	15%
The environment	61%	5%	5%	1%	12%	16%
Israel	39%	7%	4%	1%	17%	32%

Q3. In your opinion, which political party has a better plan, policy or approach to each of the following?

Republicans *(n=501)*	Democratic Party	Republican Party	Independents	Other	None	Don't know
Healthcare	5%	59%	5%	3%	16%	12%
The war on terror	4%	60%	5%	2%	14%	15%
Iran	7%	52%	3%	2%	15%	21%
The US Economy	3%	66%	5%	2%	14%	10%
Immigration	7%	55%	8%	4%	14%	13%
Social Security	5%	54%	6%	3%	18%	14%
Medicare	6%	54%	3%	4%	18%	16%
Taxes	4%	62%	6%	4%	14%	11%
Gay marriage	22%	36%	5%	3%	17%	17%
Jobs and employment	5%	64%	5%	3%	12%	11%
The federal government deficit	3%	62%	7%	4%	15%	9%
Supporting small businesses	6%	65%	5%	3%	10%	11%
Education	7%	50%	5%	5%	18%	15%
Foreign policy	5%	62%	3%	3%	11%	15%
Women's rights	17%	40%	6%	4%	14%	19%
The environment	16%	43%	6%	3%	15%	17%
Israel	8%	55%	2%	2%	12%	21%

Independents *(n=208)*	Democratic Party	Republican Party	Independents	Other	None	Don't know
Healthcare	19%	14%	20%	2%	29%	16%
The war on terror	12%	16%	19%	2%	28%	22%
Iran	11%	10%	22%	3%	26%	28%
The US Economy	13%	12%	23%	5%	28%	19%
Immigration	16%	12%	19%	4%	30%	19%
Social Security	10%	12%	22%	1%	33%	21%
Medicare	20%	10%	20%	3%	29%	18%
Taxes	17%	12%	23%	1%	26%	20%
Gay marriage	27%	3%	19%	5%	23%	23%
Jobs and employment	16%	12%	21%	1%	27%	22%
The federal government deficit	13%	14%	22%	5%	32%	14%
Supporting small businesses	14%	14%	24%	2%	25%	21%
Education	15%	8%	21%	3%	30%	23%
Foreign policy	14%	12%	25%	2%	27%	21%
Women's rights	22%	7%	24%	2%	24%	21%
The environment	17%	10%	21%	5%	29%	18%
Israel	13%	12%	19%	2%	29%	26%

PARTY ID	All Adults
Strong Democrat	14%
Moderate Democrat	23%
Lean Democrat	8%
Lean Republican	6%
Moderate Republican	13%
Strong Republican	9%
Independent	13%
None of these	7%
Don't know	6%
Total Democrat	*45%*
Total Republican	*28%*

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|θ~Bin(n,θ), 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 (π(θ/y)~β(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 . 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 . Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

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

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting[2]

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

[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.*