



Ipsos Poll Conducted for Reuters

Core Political Approval 10.29.13

These are findings from an Ipsos poll conducted for Thomson Reuters from October 25-29, 2013. For the survey, a sample of 1,660 Americans, including 658 Democrats, 557 Republicans, and 242 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 2.7 percentage points for all adults, 4.4 percentage points for Democrats, 4.7 percentage points for Republicans, and 7.2 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. To see more information on this and other Reuters/Ipsos polls, please visit <http://polling.reuters.com/>.

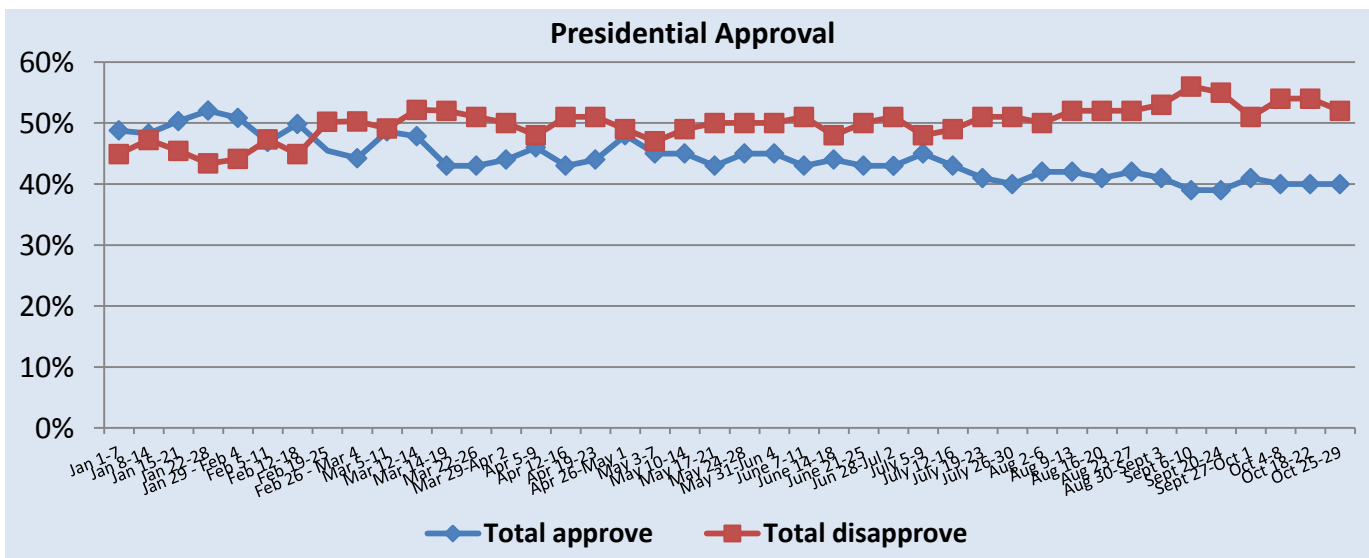
CORE POLITICAL APPROVAL

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	19%	38%	8%	8%
Wrong track	66%	45%	84%	80%
Don't know	15%	17%	8%	12%

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	20%	38%	6%	8%
Somewhat approve	16%	29%	4%	13%
Lean towards approve	4%	6%	1%	6%
Lean towards disapprove	3%	3%	3%	4%
Somewhat disapprove	11%	10%	11%	10%
Strongly disapprove	38%	9%	73%	48%
Not sure	7%	4%	1%	11%
Total approve	40%	74%	12%	27%
Total disapprove	52%	22%	87%	63%



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

All adults (n=400)	<u>Democratic Party</u>	<u>Republican Party</u>	<u>Independents</u>	<u>Other</u>	<u>None</u>	<u>Don't know</u>
Healthcare	34%	15%	4%	1%	20%	26%
The war on terror	25%	22%	2%	2%	18%	32%
Iran	28%	14%	4%	2%	16%	36%
The US Economy	32%	18%	5%	1%	18%	26%
Immigration	28%	18%	6%	1%	18%	30%
Social Security	33%	13%	3%	4%	17%	30%
Medicare	33%	12%	5%	4%	16%	29%
Taxes	29%	19%	5%	2%	19%	27%
Gay marriage	38%	10%	6%	1%	16%	29%
Jobs and employment	31%	22%	5%	1%	17%	24%
The federal government deficit	24%	22%	6%	2%	20%	25%
Supporting small businesses	31%	19%	3%	2%	16%	29%
Education	31%	14%	5%	2%	19%	29%
Foreign policy	27%	21%	4%	2%	15%	31%
Women's rights	41%	11%	5%	1%	15%	27%
The environment	30%	13%	6%	1%	17%	32%
Israel	24%	20%	3%	1%	13%	39%
Syria	25%	15%	3%	2%	17%	37%

PARTY ID	<u>All Adults</u>
Strong Democrat	13%
Moderate Democrat	21%
Lean Democrat	6%
Lean Republican	5%
Moderate Republican	15%
Strong Republican	8%
Independent	13%
None of these	11%
Don't know	7%
<i>Total Democrat</i>	<i>41%</i>
<i>Total Republican</i>	<i>28%</i>

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:

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

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. 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.*