



1146 19th St., NW, Suite 200
Washington, DC 20036
(202) 463-7300

Interview dates: May 22-24, 2012
Base: 995 Americans

**Ipsos Poll conducted for Reuters, May 2012
Fed Policy and Campaign Spending Poll**

NOTE: all results shown are percentages unless otherwise labeled.

These are findings from an Ipsos poll conducted for Thomson Reuters from May 22-24, 2012. For the survey, a sample of 995 Americans was 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 3.6 percentage points for all respondents. 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 and a political values scale. 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 a per cent. Where figures do not sum to 100, this is due to the effects of rounding.*

FED POLICY POLL

Q1 In your personal opinion, which of the following is more important? (Select one)

	<u>All</u>	<u>18-34 years old</u>	<u>35-54 years old</u>	<u>55+ years old</u>
Paying a lower interest rate on loans (like your home mortgage)	54	58	60	44
Earning more interest from your savings and investments	46	42	40	56

Q2. Do you agree or disagree with the following statement? "Lower returns on my savings (i.e. they accumulate less interest) is an acceptable price to pay for stronger economic recovery and more job growth" (Select one)

	<u>All</u>	<u>18-34 years old</u>	<u>35-54 years old</u>	<u>55+ years old</u>
Agree	62	68	61	57
Disagree	38	32	39	43



CAMPAIGN SPENDING POLL

Q3. The next few questions ask about freedom of speech. Please indicate whether you believe each of the following should be protected or not protected under 'free speech' laws. (Select one for each row)

TOTAL "PROTECTED"

	<u>All</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Indep/Other</u>
An individual purchasing advertisements promoting or attacking a political candidate	60	60	62	59
A non-profit organization purchasing advertisements promoting or attacking a political candidate	57	53	62	57
A Union purchasing advertisements promoting or attacking a political candidate	56	56	55	58
A corporation purchasing advertisements promoting or attacking a political candidate	51	47	57	52
Anti-American speech	45	43	41	53
Pornography	42	43	37	47
Public obscenity, profanity or cursing	42	38	39	50
Racist or hate speech	34	34	27	41
Speech promoting violence	27	25	23	37
Speech that encourages others to commit a crime	25	22	22	35

Q4. Have you heard of the 2010 Supreme Court case "Citizens United v. Federal Election Commission", often referred to as "Citizens United"? (Select one)

	<u>All</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Indep/Other</u>
Yes	19	22	18	15
No	81	78	82	85

Q5. Based on everything you know or may have heard, is your opinion of the "Citizens United" decision and its impact on elections and campaigns favorable or unfavorable? (Select one)

	<u>All</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Indep/Other</u>
Very favorable	3	4	4	2
Somewhat favorable	5	3	7	7
Mixed feelings	78	76	81	78
Somewhat unfavorable	6	6	6	6
Very unfavorable	8	12	3	8
Total favorable	8	7	11	9
Total unfavorable	14	18	9	14

REBASED IF YES IN Q4, N=190

	<u>All</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Indep/Other</u>
Very favorable	14	17	15	8
Somewhat favorable	10	2	15	23
Mixed feelings	38	32	46	40
Somewhat unfavorable	12	15	9	8
Very unfavorable	27	35	15	23
Total favorable	24	19	30	31
Total unfavorable	39	50	24	31



[ALL ADULTS]

Q6. To the best of your knowledge, which of the below was/were the result(s) of the "Citizens United" decision? (Select all that apply)

	<u>All</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Indep/Other</u>
It allowed corporations, unions, and not-for-profit organizations to spend unlimited money on political advertising and elections	31	28	29	37
It ruled that corporations have the same Constitutionally protected right to free speech as individual Americans	37	41	38	28
It imposed new laws requiring voters to show photo IDs before being allowed to vote	26	26	28	26
It placed new limits on how much money individuals could donate to a political campaign	35	35	37	32
Percent Correct on All Four Items	6	6	6	5

Q7. Which of the following comes closer to your opinion? (Select one)

	<u>All</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Indep/Other</u>
There is too much money in politics and campaigns	75	79	68	77
People have a right to spend what they want to support any cause they want	25	21	32	23

Q8. Which of the following comes closer to your opinion? (Select one)

	<u>All</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Indep/Other</u>
Public officials change their stances to appeal to campaign donors	67	69	64	68
Campaign donations mainly go to officials that already agree with the donors' positions	33	31	36	32

Q9. Which of the following comes closer to your opinion? (Select one)

	<u>All</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Indep/Other</u>
All the additional money in elections has given rich people more influence than regular Americans	76	81	65	80
The new campaign finance rules allow regular Americans to work together to have their voices heard	24	19	35	20

How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the para

θ . This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian¹ 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 . 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:

$$\bar{y} \pm 1.96 \sqrt{\frac{\bar{y}(1-\bar{y})}{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect $1+L=1.3$ to account for complex weighting²

Analysis Domain	Sample size	Credibility intervals
All Americans	995	3.6
Age 18-34	306	6.5
Age 35-54	359	6.0
Age 55+	329	6.3
Democrats	431	5.5
Republicans	309	6.5
Independents/Other	254	7.2

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.