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Interview dates: August 28- Sept 1, 2012  
Base: 1,505 registered voters (RV)  
Base: 619 RV Democrats, 621 RV Republicans, 186 RV Independents  
Base: 1,288 Likely Voters (LV), 221 Non-aligned RVs

**Ipsos Poll conducted for Reuters  
CONVENTIONS DAY 6 (9.1.12)**

*These are findings from an Ipsos poll conducted for Thomson Reuters from August 28-Sept 1, 2012. For the survey, a sample of 1,505 American registered voters 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 2.9 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, 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 a per cent. Where figures do not sum to 100, this is due to the effects of rounding.*

*Non-aligned Registered Voters are defined as those individuals not indicating a candidate preference at the Presidential Voting Intention question (Q3 below).*

**POLITICAL AND ISSUES QUESTIONS**

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

	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Non-aligned RVs</u>
Right direction	24%	46%	7%	12%	7%
Wrong track	64%	37%	87%	76%	72%
Don't know	12%	17%	6%	11%	22%

Q2. Generally speaking, would you say the following things are heading in the right direction, or are they off on the wrong track?

		<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Non-aligned RVs</u>
The national economy	Right direction	17%	32%	6%	9%	5%
	Wrong track	74%	56%	91%	85%	80%
	Don't know	9%	11%	4%	7%	15%
Employment and jobs	Right direction	19%	35%	6%	13%	4%
	Wrong track	72%	53%	89%	80%	82%
	Don't know	9%	11%	5%	7%	14%
Healthcare system	Right direction	29%	53%	9%	23%	11%
	Wrong track	61%	35%	86%	69%	69%
	Don't know	9%	12%	5%	7%	20%
Immigration policy	Right direction	22%	39%	10%	16%	8%
	Wrong track	60%	40%	79%	66%	67%
	Don't know	17%	20%	11%	18%	25%
National deficit	Right direction	14%	25%	6%	8%	6%
	Wrong track	73%	56%	88%	81%	80%
	Don't know	13%	19%	6%	11%	15%
Education system	Right direction	24%	38%	12%	21%	11%
	Wrong track	61%	48%	74%	63%	67%
	Don't know	15%	14%	13%	16%	21%



		<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Independents (RV)</u>
National politics	Right direction	14%	23%	6%	11%	6%
	Wrong track	70%	57%	85%	72%	66%
	Don't know	17%	20%	9%	18%	28%
American foreign policy	Right direction	27%	47%	13%	18%	15%
	Wrong track	51%	30%	71%	57%	55%
	Don't know	22%	23%	17%	25%	30%
Fuel and gas prices	Right direction	8%	14%	4%	6%	2%
	Wrong track	85%	78%	92%	87%	83%
	Don't know	7%	8%	5%	7%	15%
Your cost of living	Right direction	14%	21%	9%	9%	5%
	Wrong track	79%	69%	87%	86%	84%
	Don't know	7%	9%	5%	5%	11%

Q3. If the 2012 Presidential Election were being held today and the candidates were [ROTATE] Barack Obama for president and Joe Biden for vice president, the Democrats, and [INSERT CANDIDATE BELOW AND ROTATE LIST] Mitt Romney for president and Paul Ryan for vice president, the Republicans [END ROTATE], for whom would you vote?

	<u>All LIKELY Voters (LV)</u>	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>
Barack Obama for president and Joe Biden for vice president, the Democrats	44%	42%	81%	8%	30%
Mitt Romney for president and Paul Ryan for vice president, the Republicans	43%	41%	8%	84%	28%
Wouldn't vote	1%	2%	1%	2%	5%
None / Other	4%	4%	4%	1%	13%
Don't know / Refused	7%	10%	7%	4%	25%

Q4. In your opinion, which candidate for President has a better plan, policy or approach to each of the following?

8. Healthcare

	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Non-aligned RVs</u>
Barack Obama, Democrat	37%	71%	7%	29%	15%
Mitt Romney, Republican	34%	8%	71%	16%	8%
None	14%	10%	11%	32%	37%
Don't know	15%	11%	11%	23%	40%

b. Medicare

	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Non-aligned RVs</u>
Barack Obama, Democrat	36%	68%	9%	25%	17%
Mitt Romney, Republican	32%	8%	67%	17%	6%
None	14%	11%	10%	32%	37%
Don't know	18%	14%	14%	26%	40%



Q5. When you think about abortion, which of the following is closest to your personal opinion?

	<u>All Registered</u> <u>Voters (RV)</u>	<u>Democrats</u> <u>(RV)</u>	<u>Republicans</u> <u>(RV)</u>	<u>Independents</u> <u>(RV)</u>	<u>Non-aligned</u> <u>RVs</u>
Abortion should be illegal in all cases	15%	9%	23%	8%	11%
Abortion should be illegal in most cases	28%	17%	42%	25%	28%
Abortion should be legal in most cases	24%	30%	14%	37%	26%
Abortion should be legal in all cases	23%	36%	12%	16%	14%
Unsure	10%	8%	8%	14%	20%

Q6. As you may know, the US federal budget has a significant deficit. Here are the main expenses for the government. In your view, which of the following areas can we afford to cut back on? (Select all that apply)

	<u>All Registered</u> <u>Voters (RV)</u>	<u>Democrats</u> <u>(RV)</u>	<u>Republicans</u> <u>(RV)</u>	<u>Independents</u> <u>(RV)</u>	<u>Non-aligned</u> <u>RVs</u>
Social Security	10%	7%	13%	6%	8%
Medicare	10%	5%	16%	11%	8%
Defense & the Military	34%	47%	19%	39%	33%
Education	12%	5%	19%	13%	8%
Alternative energy development	29%	16%	49%	20%	23%
Law enforcement	10%	9%	11%	10%	7%
Other	27%	20%	35%	26%	19%
None	17%	20%	13%	21%	16%

Q7. Would you say you are generally favorable or unfavorable towards these public figures?

8. President Barack Obama

	<u>All Registered</u> <u>Voters (RV)</u>	<u>Democrats</u> <u>(RV)</u>	<u>Republicans</u> <u>(RV)</u>	<u>Independents</u> <u>(RV)</u>	<u>Non-aligned</u> <u>RVs</u>
Very favorable	25%	51%	4%	9%	2%
Somewhat favorable	14%	24%	5%	15%	10%
Lean towards favorable	13%	14%	6%	22%	31%
<b>Total favorable</b>	<b>52%</b>	<b>89%</b>	<b>16%</b>	<b>46%</b>	<b>42%</b>
Lean towards unfavorable	10%	4%	11%	21%	21%
Somewhat unfavorable	6%	2%	11%	4%	7%
Very unfavorable	32%	5%	63%	29%	30%
<b>Total unfavorable</b>	<b>48%</b>	<b>11%</b>	<b>84%</b>	<b>54%</b>	<b>58%</b>

b. Vice President Joe Biden

	<u>All Registered</u> <u>Voters (RV)</u>	<u>Democrats</u> <u>(RV)</u>	<u>Republicans</u> <u>(RV)</u>	<u>Independents</u> <u>(RV)</u>	<u>Non-aligned</u> <u>RVs</u>
Very favorable	15%	30%	6%	4%	2%
Somewhat favorable	15%	28%	5%	9%	5%
Lean towards favorable	19%	25%	10%	23%	28%
<b>Total favorable</b>	<b>50%</b>	<b>83%</b>	<b>21%</b>	<b>36%</b>	<b>35%</b>
Lean towards unfavorable	16%	10%	17%	32%	31%
Somewhat unfavorable	10%	4%	17%	12%	12%
Very unfavorable	23%	3%	45%	20%	23%
<b>Total unfavorable</b>	<b>50%</b>	<b>17%</b>	<b>79%</b>	<b>64%</b>	<b>65%</b>



c. Republican Presidential Candidate Mitt Romney

	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Non-aligned RVs</u>
Very favorable	17%	3%	36%	9%	1%
Somewhat favorable	18%	7%	34%	11%	6%
Lean towards favorable	16%	9%	19%	25%	21%
<b>Total favorable</b>	<b>50%</b>	<b>18%</b>	<b>89%</b>	<b>44%</b>	<b>28%</b>
Lean towards unfavorable	16%	22%	5%	27%	37%
Somewhat unfavorable	9%	14%	2%	7%	13%
Very unfavorable	25%	45%	4%	21%	22%
<b>Total unfavorable</b>	<b>50%</b>	<b>82%</b>	<b>11%</b>	<b>56%</b>	<b>72%</b>

d. Republican Vice Presidential Candidate Paul Ryan

	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Non-aligned RVs</u>
Very favorable	18%	2%	41%	8%	0%
Somewhat favorable	13%	7%	23%	5%	7%
Lean towards favorable	20%	13%	24%	29%	27%
<b>Total favorable</b>	<b>51%</b>	<b>22%</b>	<b>88%</b>	<b>42%</b>	<b>34%</b>
Lean towards unfavorable	17%	21%	5%	33%	35%
Somewhat unfavorable	8%	12%	4%	8%	12%
Very unfavorable	24%	45%	3%	17%	19%
<b>Total unfavorable</b>	<b>49%</b>	<b>78%</b>	<b>12%</b>	<b>58%</b>	<b>66%</b>

CONVENTION QUESTIONS

Q8. In your opinion, which candidate for President is stronger on each of the following?

		<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Non-aligned RVs</u>
Eloquent	Barack Obama, Democrat	46%	71%	25%	40%	28%
	Mitt Romney, Republican	24%	8%	47%	17%	6%
	Neither	15%	12%	16%	23%	33%
	Don't know	14%	10%	13%	20%	33%
Presidential	Barack Obama, Democrat	41%	76%	9%	32%	20%
	Mitt Romney, Republican	37%	8%	74%	27%	9%
	Neither	11%	8%	8%	26%	38%
	Don't know	11%	8%	9%	16%	34%
Understands people like me	Barack Obama, Democrat	39%	76%	8%	28%	14%
	Mitt Romney, Republican	28%	5%	61%	10%	4%
	Neither	21%	13%	23%	37%	51%
	Don't know	11%	6%	8%	25%	32%
Is a good person	Barack Obama, Democrat	43%	77%	13%	33%	26%
	Mitt Romney, Republican	32%	7%	66%	19%	6%
	Neither	11%	6%	8%	26%	32%
	Don't know	15%	11%	13%	22%	37%
Likeable	Barack Obama, Democrat	47%	80%	18%	40%	23%
	Mitt Romney, Republican	32%	8%	64%	18%	15%
	Neither	12%	7%	10%	26%	34%
	Don't know	9%	5%	9%	16%	27%
Tough enough for the job	Barack Obama, Democrat	37%	70%	8%	24%	13%
	Mitt Romney, Republican	37%	8%	75%	27%	11%
	Neither	12%	10%	7%	27%	39%
	Don't know	14%	12%	9%	22%	38%



		<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Non-aligned RVs</u>
Represents America	Barack Obama, Democrat	38%	74%	7%	25%	15%
	Mitt Romney, Republican	38%	10%	76%	27%	9%
	Neither	13%	9%	8%	27%	40%
	Don't know	11%	7%	8%	21%	37%
Smart enough for the job	Barack Obama, Democrat	41%	77%	9%	28%	18%
	Mitt Romney, Republican	37%	8%	75%	26%	14%
	Neither	10%	6%	7%	25%	31%
	Don't know	12%	9%	9%	21%	37%
Has the right values	Barack Obama, Democrat	39%	74%	9%	21%	15%
	Mitt Romney, Republican	38%	9%	73%	30%	16%
	Neither	12%	8%	10%	28%	34%
	Don't know	12%	9%	7%	21%	35%
Will protect American jobs	Barack Obama, Democrat	34%	68%	5%	19%	11%
	Mitt Romney, Republican	36%	8%	75%	24%	8%
	Neither	16%	12%	11%	34%	46%
	Don't know	14%	12%	9%	24%	35%
A man of faith	Barack Obama, Democrat	27%	55%	4%	11%	11%
	Mitt Romney, Republican	44%	19%	75%	36%	26%
	Neither	12%	9%	8%	31%	26%
	Don't know	17%	16%	13%	22%	36%
Would be fun to meet in person	Barack Obama, Democrat	43%	76%	13%	35%	19%
	Mitt Romney, Republican	24%	4%	51%	12%	5%
	Neither	20%	13%	22%	35%	48%
	Don't know	12%	7%	14%	18%	28%
Can be effective in Washington	Barack Obama, Democrat	32%	62%	6%	21%	14%
	Mitt Romney, Republican	36%	10%	73%	22%	11%
	Neither	18%	17%	11%	36%	43%
	Don't know	14%	12%	9%	22%	31%

TO BE ACTIVATED AUG 28 ONWARDS (BASE = 1,280)

Q9. The Republican National Convention is currently under way [AUG 31 ONWARDS: CHANGE TO "was recently held"] in Tampa, Florida. How much, if anything, have you seen or heard or read about the Republican National Convention?

	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Non-aligned RVs</u>
A great deal	18%	14%	28%	10%	6%
Some	33%	33%	36%	27%	31%
A little bit	29%	32%	23%	35%	35%
Nothing at all	20%	21%	13%	28%	29%

ASK ALL WHO HAVE HEARD AT LEAST A LITTLE BIT (BASE = 1,046)

Q10. And what is your evaluation of the Republican National Convention so far?

	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Non-aligned RVs</u>
Excellent	14%	5%	25%	8%	9%
Good	25%	10%	40%	23%	10%
Average	38%	44%	31%	40%	60%
Poor	15%	26%	3%	18%	16%
Terrible	8%	14%	0%	10%	5%



ASK ALL WHO HAVE HEARD AT LEAST A LITTLE BIT ABOUT EITHER CONVENTION. TO BE ACTIVATED AUG 28 ONWARDS  
Q11. And where have you seen or heard or read about the Convention?

	<u>All Registered</u> <u>Voters (RV)</u>	<u>Democrats</u> <u>(RV)</u>	<u>Republicans</u> <u>(RV)</u>	<u>Independents</u> <u>(RV)</u>	<u>Non-aligned</u> <u>RVs</u>
Television	86%	90%	84%	81%	82%
Newspaper	33%	35%	34%	27%	29%
Social media like Facebook or Twitter	17%	17%	17%	13%	12%
Radio	19%	17%	22%	12%	18%
Blogs	7%	8%	8%	5%	8%
News websites	28%	28%	28%	27%	21%
Conversations with friends, family, or colleagues	20%	22%	22%	12%	9%
Other	2%	2%	1%	2%	5%

### 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 ( $\bar{y} = Y/n$ ) 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<sup>1</sup> 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:

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

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>

Analysis Domain	Sample size	Credibility intervals
Registered voters (RV)	1,505	2.9
RV Democratic	619	4.5
RV Republican	621	4.5
RV Independent	186	8.2
Likely Voters	1,288	3.1

<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.