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Interview dates: Sept 1-5, 2012
Base: 1,352 registered voters (RV), 1,162 Likely Voters (LV)
552 RV Democrats, 586 RV Republicans,
152 RV Independents, 171 Non-aligned RVs

**Ipsos Poll conducted for Reuters
CONVENTIONS DAY 10 (9.5.12)**

These are findings from an Ipsos poll conducted for Thomson Reuters from Sept 1-5, 2012. For the survey, a sample of 1,352 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 3.0 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	25%	47%	5%	21%	14%
Wrong track	62%	37%	91%	64%	60%
Don't know	13%	16%	4%	15%	26%

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	18%	33%	5%	10%	6%
	Wrong track	74%	58%	92%	81%	77%
	Don't know	8%	9%	3%	9%	17%
Employment and jobs	Right direction	21%	38%	6%	17%	9%
	Wrong track	72%	54%	91%	79%	76%
	Don't know	7%	8%	3%	5%	15%
Healthcare system	Right direction	30%	56%	7%	25%	13%
	Wrong track	59%	34%	88%	62%	61%
	Don't know	11%	11%	6%	13%	26%
Immigration policy	Right direction	22%	36%	11%	22%	7%
	Wrong track	59%	39%	79%	62%	60%
	Don't know	19%	25%	10%	16%	33%
National deficit	Right direction	13%	24%	3%	15%	3%
	Wrong track	72%	54%	93%	71%	70%
	Don't know	14%	22%	4%	15%	28%
Education system	Right direction	26%	42%	12%	24%	16%
	Wrong track	59%	45%	75%	69%	58%
	Don't know	14%	13%	13%	8%	26%



		<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	16%	27%	6%	20%	3%
	Wrong track	66%	52%	84%	65%	63%
	Don't know	18%	21%	11%	15%	34%
American foreign policy	Right direction	26%	43%	9%	29%	7%
	Wrong track	52%	31%	77%	49%	54%
	Don't know	22%	25%	14%	21%	40%
Fuel and gas prices	Right direction	7%	13%	2%	8%	2%
	Wrong track	84%	76%	95%	84%	83%
	Don't know	8%	10%	3%	8%	15%
Your cost of living	Right direction	13%	21%	4%	14%	4%
	Wrong track	79%	70%	91%	80%	79%
	Don't know	8%	9%	5%	6%	16%

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%	43%	79%	9%	34%
Mitt Romney for president and Paul Ryan for vice president, the Republicans	46%	43%	10%	86%	35%
Wouldn't vote	1%	2%	1%	0%	3%
None / Other	2%	3%	3%	2%	11%
Don't know / Refused	7%	9%	8%	3%	18%

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	40%	74%	9%	33%	17%
Mitt Romney, Republican	32%	6%	67%	22%	6%
None	14%	8%	15%	22%	35%
Don't know	14%	12%	10%	23%	42%

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	39%	69%	11%	29%	18%
Mitt Romney, Republican	31%	6%	64%	21%	7%
None	12%	9%	11%	24%	33%
Don't know	18%	15%	15%	25%	43%



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	18%	15%	21%	13%	12%
Abortion should be illegal in most cases	29%	18%	41%	24%	24%
Abortion should be legal in most cases	23%	29%	17%	26%	19%
Abortion should be legal in all cases	22%	29%	12%	25%	19%
Unsure	10%	10%	8%	11%	26%

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	11%	10%	12%	10%	9%
Medicare	11%	8%	16%	11%	4%
Defense & the Military	35%	49%	21%	33%	27%
Education	12%	5%	21%	11%	6%
Alternative energy development	30%	16%	48%	27%	20%
Law enforcement	11%	10%	10%	14%	9%
Other	29%	23%	35%	30%	18%
None	17%	20%	16%	19%	22%

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	27%	52%	5%	14%	10%
Somewhat favorable	16%	25%	6%	16%	10%
Lean towards favorable	9%	11%	4%	17%	21%
Total favorable	52%	89%	15%	48%	41%
Lean towards unfavorable	11%	6%	13%	16%	23%
Somewhat unfavorable	6%	2%	12%	5%	7%
Very unfavorable	30%	3%	60%	31%	28%
Total unfavorable	48%	11%	85%	52%	59%

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	14%	27%	3%	11%	1%
Somewhat favorable	16%	29%	4%	15%	7%
Lean towards favorable	19%	26%	9%	21%	20%
Total favorable	50%	82%	17%	47%	28%
Lean towards unfavorable	16%	10%	19%	20%	34%
Somewhat unfavorable	8%	3%	15%	6%	9%
Very unfavorable	26%	5%	48%	26%	28%
Total unfavorable	50%	18%	83%	53%	72%



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	19%	4%	41%	10%	3%
Somewhat favorable	19%	9%	30%	19%	8%
Lean towards favorable	13%	8%	15%	19%	19%
Total favorable	51%	22%	86%	49%	30%
Lean towards unfavorable	17%	23%	8%	22%	30%
Somewhat unfavorable	8%	13%	3%	8%	12%
Very unfavorable	23%	41%	3%	21%	28%
Total unfavorable	49%	78%	14%	51%	70%

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	19%	4%	40%	9%	4%
Somewhat favorable	15%	8%	25%	13%	7%
Lean towards favorable	18%	10%	24%	24%	22%
Total favorable	52%	23%	89%	46%	33%
Lean towards unfavorable	18%	26%	6%	24%	28%
Somewhat unfavorable	7%	12%	2%	8%	10%
Very unfavorable	22%	40%	2%	23%	29%
Total unfavorable	48%	77%	11%	54%	67%

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	47%	71%	25%	44%	29%
	Mitt Romney, Republican	26%	8%	52%	15%	5%
	Neither	11%	8%	11%	20%	24%
	Don't know	16%	13%	13%	21%	43%
Presidential	Barack Obama, Democrat	43%	75%	11%	38%	23%
	Mitt Romney, Republican	38%	10%	76%	27%	11%
	Neither	8%	6%	6%	23%	31%
	Don't know	11%	10%	7%	12%	36%
Understands people like me	Barack Obama, Democrat	40%	71%	10%	37%	17%
	Mitt Romney, Republican	28%	5%	57%	18%	5%
	Neither	20%	14%	22%	31%	42%
	Don't know	12%	9%	11%	13%	36%
Is a good person	Barack Obama, Democrat	43%	76%	10%	42%	23%
	Mitt Romney, Republican	33%	7%	67%	24%	7%
	Neither	7%	4%	7%	14%	24%
	Don't know	16%	12%	16%	20%	46%
Likeable	Barack Obama, Democrat	51%	80%	23%	47%	29%
	Mitt Romney, Republican	29%	6%	57%	21%	8%
	Neither	10%	7%	10%	18%	25%
	Don't know	10%	7%	10%	13%	38%
Tough enough for the job	Barack Obama, Democrat	37%	67%	9%	27%	14%
	Mitt Romney, Republican	39%	11%	77%	29%	8%
	Neither	11%	10%	6%	23%	28%
	Don't know	13%	12%	7%	22%	50%



		<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	41%	74%	9%	33%	16%
	Mitt Romney, Republican	38%	9%	76%	29%	11%
	Neither	10%	7%	8%	24%	34%
	Don't know	11%	10%	7%	14%	40%
Smart enough for the job	Barack Obama, Democrat	41%	75%	10%	35%	16%
	Mitt Romney, Republican	39%	10%	78%	25%	12%
	Neither	8%	6%	5%	16%	27%
	Don't know	12%	10%	8%	23%	45%
Has the right values	Barack Obama, Democrat	41%	73%	7%	40%	20%
	Mitt Romney, Republican	38%	9%	77%	24%	12%
	Neither	10%	7%	9%	20%	28%
	Don't know	12%	11%	7%	16%	41%
Will protect American jobs	Barack Obama, Democrat	35%	65%	7%	31%	8%
	Mitt Romney, Republican	38%	11%	74%	25%	8%
	Neither	12%	11%	8%	24%	36%
	Don't know	15%	13%	10%	21%	48%
A man of faith	Barack Obama, Democrat	30%	52%	8%	26%	15%
	Mitt Romney, Republican	44%	22%	74%	34%	19%
	Neither	9%	7%	7%	19%	20%
	Don't know	17%	18%	10%	21%	46%
Would be fun to meet in person	Barack Obama, Democrat	47%	75%	21%	44%	25%
	Mitt Romney, Republican	22%	4%	47%	13%	5%
	Neither	15%	11%	18%	21%	32%
	Don't know	15%	10%	14%	22%	37%
Can be effective in Washington	Barack Obama, Democrat	33%	62%	6%	21%	7%
	Mitt Romney, Republican	37%	10%	73%	28%	7%
	Neither	15%	15%	10%	31%	36%
	Don't know	15%	14%	11%	20%	50%

TO BE ACTIVATED AUG 28 ONWARDS (BASE = 1,352)

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	25%	24%	30%	21%	8%
Some	32%	27%	40%	28%	17%
A little bit	26%	30%	21%	28%	34%
Nothing at all	17%	18%	8%	22%	42%

ASK ALL WHO HAVE HEARD AT LEAST A LITTLE BIT (BASE = 1,148)

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%	6%	25%	6%	1%
Good	26%	11%	40%	27%	8%
Average	36%	39%	30%	45%	62%
Poor	13%	22%	3%	12%	20%
Terrible	12%	23%	2%	10%	9%



TO BE ACTIVATED SEPT 4 ONWARDS (BASE = 395)

Q11. The Democratic National Convention is currently under way [SEPT 7 ONWARDS: CHANGE TO “was recently held”] in Charlotte, North Carolina. How much, if anything, have you seen or heard or read about the Democratic 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	17%				
Some	23%				
A little bit	29%	<i>Base sizes too small for provision of data</i>			
Nothing at all	31%				

ASK ALL WHO HAVE HEARD AT LEAST A LITTLE BIT (BASE = 282)

Q12. And what is your evaluation of the Democratic 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	7%				
Good	29%				
Average	46%	<i>Base sizes too small for provision of data</i>			
Poor	13%				
Terrible	5%				

ASK ALL WHO HAVE HEARD AT LEAST A LITTLE BIT ABOUT EITHER CONVENTION. TO BE ACTIVATED AUG 28 ONWARDS

Q13. And where have you seen or heard or read about the Convention?

	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Non-aligned RVs</u>
Television	84%	85%	84%	82%	78%
Newspaper	33%	41%	28%	24%	22%
Social media like Facebook or Twitter	20%	24%	18%	21%	8%
Radio	23%	24%	23%	22%	18%
Blogs	8%	11%	6%	6%	4%
News websites	33%	37%	29%	37%	22%
Conversations with friends, family, or colleagues	25%	25%	28%	23%	22%
Other	3%	3%	2%	5%	9%

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 ($\bar{y} = Y/n$) 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 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 $\pi(\theta/y)$. 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

Analysis Domain	Sample size	Credibility intervals
Registered voters (RV)	1,352	3.0
RV Democratic	552	4.8
RV Republican	586	4.6
RV Independent	152	9.1
Likely Voters	1,162	3.3

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.