



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

Interview dates: Sept 4-8, 2012
Base: 1,720 registered voters (RV)
Base for Voting Intention: 1,457 Likely Voters (LV)

**Ipsos Poll conducted for Reuters
CONVENTIONS DAY 13 (9.8.12)**

These are findings from an Ipsos poll conducted for Thomson Reuters from Sept 4-8, 2012. For the survey, a sample of 1,720 American registered voters (age 18 and over) 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 2.7 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	30%	55%	7%	19%	15%
Wrong track	58%	28%	90%	67%	68%
Don't know	12%	17%	3%	14%	16%

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	20%	38%	6%	7%	6%
	Wrong track	72%	53%	92%	80%	77%
	Don't know	7%	9%	2%	12%	17%
Employment and jobs	Right direction	26%	44%	7%	23%	12%
	Wrong track	67%	48%	90%	68%	73%
	Don't know	7%	8%	3%	9%	15%
Healthcare system	Right direction	33%	61%	6%	20%	15%
	Wrong track	59%	30%	90%	65%	68%
	Don't know	9%	8%	5%	15%	17%
Immigration policy	Right direction	24%	38%	9%	21%	10%
	Wrong track	57%	38%	81%	56%	57%
	Don't know	20%	24%	10%	23%	33%
National deficit	Right direction	14%	26%	3%	8%	2%
	Wrong track	72%	53%	93%	76%	71%
	Don't know	14%	22%	3%	16%	28%
Education system	Right direction	28%	41%	15%	24%	14%
	Wrong track	58%	45%	74%	59%	60%
	Don't know	14%	14%	11%	16%	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%	28%	5%	15%	9%
	Wrong track	66%	52%	87%	65%	60%
	Don't know	17%	20%	9%	20%	31%
American foreign policy	Right direction	27%	46%	8%	28%	6%
	Wrong track	48%	27%	76%	46%	51%
	Don't know	24%	27%	16%	26%	43%
Fuel and gas prices	Right direction	8%	15%	2%	3%	1%
	Wrong track	85%	76%	95%	87%	80%
	Don't know	7%	9%	3%	10%	19%
Your cost of living	Right direction	16%	27%	8%	9%	12%
	Wrong track	76%	65%	89%	80%	71%
	Don't know	8%	8%	4%	11%	17%

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	47%	45%	85%	6%	31%
Mitt Romney for president and Paul Ryan for vice president, the Republicans	43%	42%	7%	88%	38%
Wouldn't vote	1%	2%	1%	1%	5%
None / Other	2%	3%	2%	2%	9%
Don't know / Refused	7%	8%	6%	3%	17%

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	41%	76%	7%	25%	17%
Mitt Romney, Republican	33%	8%	71%	23%	13%
None	14%	9%	15%	24%	33%
Don't know	12%	6%	8%	29%	37%

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	40%	74%	8%	26%	16%
Mitt Romney, Republican	31%	7%	66%	25%	9%
None	13%	10%	13%	19%	30%
Don't know	16%	10%	13%	30%	45%



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

	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Non-aligned RVs</u>
Abortion should be illegal in all cases	17%	12%	22%	15%	19%
Abortion should be illegal in most cases	27%	17%	42%	27%	20%
Abortion should be legal in most cases	24%	31%	14%	26%	21%
Abortion should be legal in all cases	22%	30%	13%	20%	18%
Unsure	11%	10%	8%	11%	23%

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 Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Non-aligned RVs</u>
Social Security	10%	7%	13%	11%	9%
Medicare	9%	4%	15%	12%	7%
Defense & the Military	34%	44%	23%	35%	21%
Education	11%	5%	20%	13%	9%
Alternative energy development	29%	16%	48%	26%	22%
Law enforcement	11%	9%	11%	19%	7%
Other	28%	23%	34%	26%	23%
None	20%	25%	14%	22%	22%

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

8. President Barack Obama

	<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	29%	56%	4%	12%	4%
Somewhat favorable	16%	25%	5%	18%	13%
Lean towards favorable	8%	9%	4%	19%	23%
Total favorable	53%	89%	13%	49%	39%
Lean towards unfavorable	11%	5%	16%	19%	27%
Somewhat unfavorable	6%	1%	12%	6%	7%
Very unfavorable	29%	4%	59%	26%	27%
Total unfavorable	47%	11%	87%	51%	61%

b. Vice President Joe Biden

	<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	16%	30%	4%	3%	2%
Somewhat favorable	17%	30%	3%	17%	10%
Lean towards favorable	18%	23%	9%	24%	18%
Total favorable	51%	83%	16%	45%	30%
Lean towards unfavorable	16%	10%	20%	28%	32%
Somewhat unfavorable	9%	3%	16%	7%	16%
Very unfavorable	24%	4%	48%	20%	21%
Total unfavorable	49%	17%	84%	55%	70%



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	18%	4%	41%	9%	8%
Somewhat favorable	19%	8%	33%	17%	9%
Lean towards favorable	14%	7%	18%	23%	19%
Total favorable	51%	19%	92%	49%	37%
Lean towards unfavorable	15%	21%	5%	22%	28%
Somewhat unfavorable	11%	20%	1%	12%	11%
Very unfavorable	23%	40%	2%	17%	24%
Total unfavorable	49%	81%	8%	51%	63%

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%	44%	7%	2%
Somewhat favorable	14%	8%	22%	16%	15%
Lean towards favorable	17%	9%	22%	29%	17%
Total favorable	51%	20%	88%	52%	34%
Lean towards unfavorable	18%	25%	8%	23%	33%
Somewhat unfavorable	9%	15%	1%	9%	10%
Very unfavorable	22%	39%	3%	15%	22%
Total unfavorable	49%	80%	12%	48%	66%

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	50%	78%	23%	41%	27%
	Mitt Romney, Republican	25%	7%	53%	19%	12%
	Neither	11%	6%	12%	19%	26%
	Don't know	14%	9%	12%	22%	35%
Presidential	Barack Obama, Democrat	45%	80%	9%	39%	24%
	Mitt Romney, Republican	37%	9%	78%	28%	12%
	Neither	8%	5%	7%	13%	32%
	Don't know	10%	6%	7%	20%	32%
Understands people like me	Barack Obama, Democrat	45%	82%	8%	33%	22%
	Mitt Romney, Republican	27%	4%	59%	22%	9%
	Neither	18%	9%	23%	28%	40%
	Don't know	10%	6%	9%	17%	29%
Is a good person	Barack Obama, Democrat	46%	79%	10%	40%	23%
	Mitt Romney, Republican	32%	4%	69%	23%	9%
	Neither	8%	6%	7%	12%	31%
	Don't know	15%	10%	14%	24%	36%
Likeable	Barack Obama, Democrat	52%	84%	18%	46%	31%
	Mitt Romney, Republican	29%	5%	63%	20%	7%
	Neither	10%	6%	11%	15%	32%
	Don't know	9%	5%	9%	19%	29%
Tough enough for the job	Barack Obama, Democrat	42%	75%	7%	34%	22%
	Mitt Romney, Republican	37%	8%	79%	28%	10%
	Neither	10%	9%	7%	12%	30%
	Don't know	12%	8%	7%	26%	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	44%	77%	9%	35%	19%
	Mitt Romney, Republican	37%	7%	79%	31%	13%
	Neither	10%	9%	8%	15%	36%
	Don't know	9%	7%	4%	19%	33%
Smart enough for the job	Barack Obama, Democrat	46%	83%	7%	36%	20%
	Mitt Romney, Republican	37%	6%	81%	29%	15%
	Neither	7%	5%	5%	12%	28%
	Don't know	10%	6%	7%	23%	36%
Has the right values	Barack Obama, Democrat	44%	80%	7%	36%	19%
	Mitt Romney, Republican	37%	7%	80%	27%	19%
	Neither	9%	6%	8%	18%	33%
	Don't know	9%	7%	5%	19%	29%
Will protect American jobs	Barack Obama, Democrat	40%	75%	5%	30%	14%
	Mitt Romney, Republican	36%	6%	77%	30%	14%
	Neither	11%	10%	11%	15%	34%
	Don't know	12%	9%	7%	25%	38%
A man of faith	Barack Obama, Democrat	31%	55%	6%	27%	12%
	Mitt Romney, Republican	44%	19%	80%	35%	28%
	Neither	9%	9%	6%	11%	25%
	Don't know	16%	17%	8%	26%	35%
Would be fun to meet in person	Barack Obama, Democrat	48%	78%	15%	43%	26%
	Mitt Romney, Republican	21%	4%	46%	13%	11%
	Neither	18%	10%	22%	26%	33%
	Don't know	13%	7%	16%	18%	30%
Can be effective in Washington	Barack Obama, Democrat	38%	72%	4%	29%	17%
	Mitt Romney, Republican	36%	6%	77%	31%	10%
	Neither	13%	11%	11%	20%	34%
	Don't know	13%	11%	8%	20%	38%

ACTIVATED AUG 28 ONWARDS

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	24%	22%	32%	14%	6%
Some	32%	29%	37%	42%	18%
A little bit	28%	33%	23%	29%	36%
Nothing at all	16%	17%	9%	16%	39%

ASK ALL WHO HAVE HEARD AT LEAST A LITTLE BIT (BASE = 1,476)

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	12%	2%	26%	8%	2%
Good	27%	14%	41%	31%	15%
Average	38%	40%	32%	47%	58%
Poor	13%	24%	1%	8%	15%
Terrible	10%	20%	1%	6%	9%



ACTIVATED SEPT 4 ONWARDS

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	22%	31%	16%	11%	5%
Some	33%	34%	31%	43%	22%
A little bit	25%	21%	30%	27%	26%
Nothing at all	21%	15%	22%	19%	46%

ASK ALL WHO HAVE HEARD AT LEAST A LITTLE BIT (BASE = 1,338)

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	15%	27%	3%	3%	1%
Good	29%	42%	13%	28%	24%
Average	41%	28%	53%	54%	57%
Poor	10%	2%	20%	12%	11%
Terrible	5%	1%	11%	3%	7%

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	86%	88%	85%	83%	76%
Newspaper	33%	35%	31%	33%	27%
Social media like Facebook or Twitter	23%	24%	21%	22%	20%
Radio	22%	21%	27%	17%	17%
Blogs	7%	8%	5%	6%	4%
News websites	35%	38%	32%	37%	29%
Conversations with friends, family, or colleagues	26%	28%	28%	20%	19%
Other	3%	4%	2%	2%	12%

PARTY ID

Strong Democrat	16%
Moderate Democrat	21%
Lean Democrat	8%
Lean Republican	7%
Moderate Republican	17%
Strong Republican	13%
Independent	12%
None of these	4%
DK	2%

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 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

Examples of credibility intervals for different base sizes are below.

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.