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Interview dates: Sept 15-19, 2012
Base: 1,772 registered voters (RV)
Base for Voting Intention: 1,197 Likely Voters (LV)
Base for Video Questions: 869 Registered Voters
(video data collected 3pm September 18th – 10am September 19th)

Ipsos Poll conducted for Reuters
DAILY ELECTION TRACKING 09.19.12

These are findings from an Ipsos poll conducted for Thomson Reuters from Sept 15-19, 2012. For the survey, a sample of 1,772 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.

Data for the video questions was collected between approximately 3pm on September 18th through 10am on September 19th. The video questions were asked of 869 Registered Voters who were able to view the video. The credibility interval for these questions is plus or minus 3.8 percentage points.

DAILY ELECTION TRACKER

Q1. 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 Mitt Romney for president and Paul Ryan for vice president, the Republicans [END ROTATE], for whom would you vote?

	All LIKELY Voters (LV)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Barack Obama for president and Joe Biden for vice president, the Democrats	48%	49%	86%	8%	33%
Mitt Romney for president and Paul Ryan for vice president, the Republicans	43%	38%	8%	81%	33%
Wouldn't vote	1%	2%	1%	2%	6%
None / Other	3%	4%	2%	4%	10%
Don't know / Refused	5%	8%	4%	5%	17%

Next you will see an excerpt from a speech that Republican Presidential Candidate Mitt Romney gave at a private fundraiser. Please take a minute to watch this video completely. It is important that you watch the full video in order to answer the remaining questions. You may need to wait a moment or two for the video to load. *(INDIVIDUALS UNABLE TO WATCH THE VIDEO AT THIS POINT WERE SCREENED OUT)*

Q2. How, if at all, does this video affect your opinion of Mitt Romney?

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Much more favorable	16%	5%	33%	5%
Somewhat more favorable	10%	4%	19%	6%
Makes no difference	30%	16%	39%	49%
Somewhat less favorable	9%	9%	6%	14%
Much less favorable	34%	65%	3%	22%
Don't know	2%	1%	1%	4%
More favorable	**26%**	**9%**	**52%**	**11%**
Less favorable	**43%**	**74%**	**9%**	**36%**

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Q3. Which of the following statements comes closer to your personal point of view?

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
In the video, Mitt Romney unfairly dismisses almost half of Americans as 'victims'	59%	91%	19%	58%
In the video, Mitt Romney is rightly making an important point about the Government being too big	41%	9%	81%	42%

Q4. At this speech, Mitt Romney was speaking at a private home in Florida to potential campaign donors. Do you personally identify more with Romney's audience at this fundraiser, or with the people Romney is talking about when he says 'the 47%'?

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Romney's audience at the fundraiser	33%	14%	54%	39%
The people Romney is talking about when he says 'the 47%'	67%	86%	46%	61%

Q5. Mitt Romney has defended his statements in this video, pointing out that he was speaking at a private event to potential donors, and was sharing with them messages and campaign tactics about keeping his supporters strong and motivated. Which of the following statements comes closer to your personal point of view?

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Mitt Romney is being unfairly attacked for a private statement to his own supporters	27%	6%	52%	26%
As a Presidential Candidate, all of Mitt Romney's comments may be subject to public scrutiny like this one has been	73%	94%	48%	74%

Q6. Do you believe that you personally fall into the 47% of Americans who do not end up owing anything in federal income taxes? Please note that people in this group may not pay federal income taxes, but may receive Social Security benefits, fall into a low-income category, or pay payroll taxes.

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
I do not end up owing anything in federal income taxes (although I may receive Social Security benefits, fall into a low-income category, or pay payroll taxes)	41%	41%	39%	35%
I do end up owing federal income tax	59%	59%	61%	65%

Q7. Before seeing the video, how much, if anything, have you seen or heard or read about this issue?

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
A great deal	28%	34%	24%	23%
Some	32%	26%	40%	34%
A little bit	24%	23%	21%	26%
Nothing at all	17%	16%	15%	17%
Heard at least a little	**84%**	**83%**	**85%**	**83%**

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PARTY ID (REGISTERED VOTERS)

Strong Democrat	19%
Moderate Democrat	22%
Lean Democrat	7%
Lean Republican	8%
Moderate Republican	16%
Strong Republican	13%
Independent	12%
None of these	2%
DK	2%

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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|θ~Bin(n,θ), 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 (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 (π(θ/y)~β(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:

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

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For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting[2]

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.*