



Ipsos Poll Conducted for Reuters

VP Debate Poll: 10.12.12

These are findings from an Ipsos poll conducted for Thomson Reuters from Oct. 8-12, 2012 (Pre-debate), and Oct. 12 (midnight onwards), 2012 (post-debate). For the survey, samples of 1,298 and 629 American registered voters (age 18 and over) were interviewed online, respectively. The precision of the Reuters/Ipsos online polls is measured using a [credibility interval](#). In this case, the pre-debate poll has a credibility interval of plus or minus 3.1 percentage points for Registered Voters; the post-debate poll has a credibility interval of plus or minus 4.5 percentage points for Registered Voters. 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.

VICE PRESIDENTIAL DEBATE ON 10.11.12

Q1. How much, if anything, have you seen, heard or read about the vice Presidential debate?

(n=629)	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV) *</u>
A great deal	32%	30%	37%	34%
A fair amount	32%	32%	33%	31%
A little bit	27%	28%	25%	19%
Not heard anything at all	10%	10%	5%	16%
Heard anything about VP debate	90%	90%	95%	84%

Q2. Regardless of which candidate you happen to support, who do you think did the better job in the Vice Presidential debate?

(n=629)	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV) *</u>
Joe Biden, the Democrat	42%	74%	7%	35%
Paul Ryan, the Republican	35%	7%	74%	28%
Don't know	23%	19%	19%	37%

Q3. And has the debate changed your view of each candidate?

(n=629)	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV) *</u>
Joe Biden, Democrat				
Yes – more positive towards candidate	25%	44%	5%	21%
Yes – more negative towards candidate	23%	3%	49%	21%
No – has not changed my view	43%	44%	40%	48%
Don't know	9%	9%	6%	10%
Paul Ryan, Republican				
Yes – more positive towards candidate	21%	4%	48%	9%
Yes – more negative towards candidate	18%	32%	1%	4%
No – has not changed my view	49%	51%	44%	72%
Don't know	12%	14%	7%	15%

* Small base among Independents for post-debate questions (n=58)



Ipsos Poll Conducted for Reuters

Daily Election Tracking

VP CANDIDATE TRACKER QUESTIONS

Q4. How familiar are you with the following public figure, taking into account all the ways you may have heard about them?

	<u>All Registered Voters (RV)</u>		<u>Democrats (RV)</u>		<u>Republicans (RV)</u>		<u>Independents (RV)</u>	
	<u>Pre-Debate</u>	<u>Post-Debate</u>	<u>Pre-Debate</u>	<u>Post-Debate</u>	<u>Pre-Debate</u>	<u>Post-Debate</u>	<u>Pre-Debate</u>	<u>Post-Debate*</u>
Vice President Joe Biden								
Very familiar	35%	39%	41%	44%	36%	40%	14%	25%
Somewhat familiar	40%	37%	37%	33%	41%	39%	48%	50%
Not very familiar	20%	19%	19%	19%	20%	18%	25%	15%
Have heard of, but that's it	4%	3%	3%	4%	3%	2%	5%	8%
Have not heard of	2%	1%	1%	*%	1%	1%	7%	3%
All familiar	75%	76%	78%	77%	77%	79%	62%	75%
All aware	99%	98%	100%	100%	100%	99%	92%	98%
Republican Vice Presidential Candidate Paul Ryan								
Very familiar	22%	25%	19%	19%	30%	35%	12%	20%
Somewhat familiar	37%	37%	34%	34%	43%	43%	34%	34%
Not very familiar	29%	29%	34%	35%	21%	19%	38%	37%
Have heard of, but that's it	8%	5%	11%	8%	5%	3%	6%	0%
Have not heard of	3%	4%	3%	4%	*%	1%	11%	9%
All familiar	59%	62%	53%	53%	73%	78%	46%	54%
All aware	96%	96%	98%	96%	99%	100%	90%	91%

Q5. Would you say you are generally favorable or unfavorable towards these public figures?

	<u>All Registered Voters (RV)</u>		<u>Democrats (RV)</u>		<u>Republicans (RV)</u>		<u>Independents (RV)</u>	
	<u>Pre-Debate</u>	<u>Post-Debate</u>	<u>Pre-Debate</u>	<u>Post-Debate</u>	<u>Pre-Debate</u>	<u>Post-Debate</u>	<u>Pre-Debate</u>	<u>Post-Debate*</u>
Vice President Joe Biden								
Very favorable	17%	21%	35%	41%	1%	2%	5%	8%
Somewhat favorable	17%	16%	27%	28%	6%	5%	15%	10%
Lean towards favorable	19%	17%	24%	21%	11%	7%	27%	27%
Lean towards unfavorable	16%	15%	10%	8%	20%	22%	28%	21%
Somewhat unfavorable	10%	8%	2%	1%	19%	16%	4%	5%
Very unfavorable	21%	23%	2%	0%	43%	47%	21%	30%
Total favorable	53%	54%	86%	90%	18%	15%	47%	44%
Total unfavorable	47%	46%	14%	10%	82%	85%	53%	56%
Republican Vice Presidential Candidate Paul Ryan								
Very favorable	19%	21%	2%	5%	44%	47%	7%	7%
Somewhat favorable	14%	14%	6%	6%	22%	24%	19%	18%
Lean towards favorable	18%	15%	13%	9%	20%	17%	29%	36%
Lean towards unfavorable	19%	19%	24%	24%	10%	9%	29%	29%
Somewhat unfavorable	9%	9%	15%	16%	2%	1%	3%	2%
Very unfavorable	21%	22%	40%	39%	2%	1%	12%	8%
Total favorable	51%	50%	21%	20%	87%	88%	55%	60%
Total unfavorable	49%	50%	79%	80%	13%	12%	45%	40%

* Small base among Independents for post-debate questions (n=58)



Ipsos Poll Conducted for Reuters

Daily Election Tracking

Q6. As you may have heard, Republican Presidential Candidate Mitt Romney has chosen Wisconsin Congressman Paul Ryan as his Vice Presidential running mate. Does this make you more or less favorable towards Mitt Romney?

	<u>All Registered Voters (RV)</u>		<u>Democrats (RV)</u>		<u>Republicans (RV)</u>		<u>Independents (RV)</u>	
	<u>Pre-Debate</u>	<u>Post-Debate</u>	<u>Pre-Debate</u>	<u>Post-Debate</u>	<u>Pre-Debate</u>	<u>Post-Debate</u>	<u>Pre-Debate</u>	<u>Post-Debate*</u>
Much more favorable	14%	15%	2%	5%	29%	31%	8%	3%
Somewhat more favorable	15%	15%	5%	3%	28%	30%	12%	19%
No impact	50%	44%	54%	47%	38%	33%	70%	68%
Somewhat less favorable	8%	9%	13%	12%	4%	4%	5%	3%
Much less favorable	13%	18%	26%	33%	1%	1%	5%	7%
Total more favorable	29%	30%	7%	8%	57%	61%	20%	22%
Total less favorable	21%	27%	39%	45%	5%	5%	10%	9%

Q7. Do you think Paul Ryan is qualified to be President?

	<u>All Registered Voters (RV)</u>		<u>Democrats (RV)</u>		<u>Republicans (RV)</u>		<u>Independents (RV)</u>	
	<u>Pre-Debate</u>	<u>Post-Debate</u>	<u>Pre-Debate</u>	<u>Post-Debate</u>	<u>Pre-Debate</u>	<u>Post-Debate</u>	<u>Pre-Debate</u>	<u>Post-Debate*</u>
Yes	28%	29%	7%	7%	57%	60%	20%	28%
No	40%	44%	66%	72%	17%	12%	22%	26%
Don't know	32%	27%	27%	20%	26%	28%	59%	46%

Q8. Who do you think is more qualified to be President, [ROTATE] Joe Biden, the Democrat, or Paul Ryan, the Republican [END ROTATE]?

	<u>All Registered Voters (RV)</u>		<u>Democrats (RV)</u>		<u>Republicans (RV)</u>		<u>Independents (RV)</u>	
	<u>Pre-Debate</u>	<u>Post-Debate</u>	<u>Pre-Debate</u>	<u>Post-Debate</u>	<u>Pre-Debate</u>	<u>Post-Debate</u>	<u>Pre-Debate</u>	<u>Post-Debate*</u>
Joe Biden, the Democrat	43%	45%	76%	77%	11%	11%	27%	29%
Paul Ryan, the Republican	35%	35%	6%	6%	72%	76%	34%	35%
Don't know	21%	19%	18%	17%	16%	14%	39%	36%

PARTY ID	<u>All Registered Voters (RV)</u>
Strong Democrat	20%
Moderate Democrat	21%
Lean Democrat	8%
Lean Republican	9%
Moderate Republican	17%
Strong Republican	13%
Independent	9%
None of these	3%
DK	1%

* Small base among Independents for post-debate questions (n=58)