



Ipsos Poll Conducted for Reuters

3rd Presidential Debate Poll: 10.23.12

These are findings from an Ipsos poll conducted for Thomson Reuters from Oct. 19-23, 2012 (Pre-debate), and Oct. 23 (midnight onwards), 2012 (post-debate). For the survey, samples of 1,381 and 515 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 3.0 percentage points for Registered Voters; the post-debate poll has a credibility interval of plus or minus 4.9 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 percent. Where figures do not sum to 100, this is due to the effects of rounding.

PRESIDENTIAL DEBATE ON 10.23.12

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

Post-debate (n=515)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV) *
A great deal	39%	43%	40%	27%
A fair amount	36%	34%	38%	41%
A little bit	19%	18%	18%	26%
Not heard anything at all	6%	4%	5%	6%
Heard anything about the debate	94%	96%	95%	94%

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

Post-debate (n=515)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV) *
Barack Obama, Democrat	47%	82%	15%	39%
Mitt Romney, Republican	31%	5%	64%	19%
Don't know	22%	13%	21%	42%

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

Post-debate (n=515)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV) *
Barack Obama, Democrat				
Yes – more positive towards candidate	22%	42%	6%	7%
Yes – more negative towards candidate	19%	4%	33%	21%
No – has not changed my view	54%	49%	58%	65%
Don't know	6%	5%	3%	7%
Mitt Romney, Republican				
Yes – more positive towards candidate	24%	6%	43%	24%
Yes – more negative towards candidate	21%	39%	6%	11%
No – has not changed my view	48%	49%	47%	55%
Don't know	7%	6%	3%	11%

* Small base among Independents for post-debate questions (n=61)



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CANDIDATE FAVORABILITY

Q4. 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>
President Barack Obama								
Very favorable	32%	29%	64%	62%	4%	2%	15%	8%
Somewhat favorable	15%	16%	23%	23%	6%	7%	18%	24%
Lean towards favorable	9%	13%	6%	9%	8%	10%	18%	21%
Lean towards unfavorable	11%	11%	2%	2%	16%	17%	20%	24%
Somewhat unfavorable	8%	5%	2%	1%	13%	10%	9%	4%
Very unfavorable	25%	26%	3%	3%	54%	52%	19%	19%
Total favorable	56%	57%	93%	94%	18%	20%	51%	54%
Total unfavorable	44%	43%	7%	6%	82%	80%	49%	46%
Republican Presidential Candidate Mitt Romney								
Very favorable	22%	21%	2%	1%	48%	47%	16%	11%
Somewhat favorable	19%	17%	7%	9%	32%	25%	20%	24%
Lean towards favorable	12%	16%	8%	7%	13%	19%	17%	25%
Lean towards unfavorable	13%	14%	20%	22%	3%	4%	19%	15%
Somewhat unfavorable	10%	8%	18%	13%	2%	2%	9%	12%
Very unfavorable	24%	24%	45%	48%	2%	3%	18%	12%
Total favorable	53%	54%	17%	17%	93%	91%	53%	60%
Total unfavorable	47%	46%	83%	83%	7%	9%	47%	40%

* Small base among Independents for post-debate questions (n=61)



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CANDIDATE PREFERENCES ON POLICIES

Q5. In your opinion, which candidate for President has a better plan, policy or approach to each of the following?

		<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>
Healthcare	Barack Obama, Democrat	44%	42%	81%	79%	9%	8%	34%	33%
	Mitt Romney, Republican	36%	35%	6%	6%	75%	73%	28%	24%
	Neither	10%	12%	7%	9%	7%	10%	24%	22%
	Don't know	10%	11%	7%	6%	9%	9%	14%	21%
The war on terror	Barack Obama, Democrat	40%	40%	76%	77%	5%	8%	30%	23%
	Mitt Romney, Republican	31%	33%	5%	7%	66%	67%	20%	22%
	Neither	12%	12%	8%	7%	14%	15%	20%	15%
	Don't know	17%	16%	11%	10%	15%	11%	30%	39%
Iran	Barack Obama, Democrat	34%	33%	65%	67%	6%	6%	18%	11%
	Mitt Romney, Republican	29%	29%	5%	6%	61%	59%	19%	20%
	Neither	14%	15%	10%	8%	12%	16%	30%	36%
	Don't know	24%	23%	20%	19%	21%	19%	33%	32%
The US Economy	Barack Obama, Democrat	39%	37%	75%	73%	4%	5%	27%	26%
	Mitt Romney, Republican	41%	40%	7%	8%	82%	78%	37%	38%
	Neither	8%	11%	5%	7%	6%	11%	21%	20%
	Don't know	12%	11%	12%	12%	8%	6%	15%	16%
Immigration	Barack Obama, Democrat	34%	31%	64%	60%	7%	7%	18%	16%
	Mitt Romney, Republican	34%	34%	7%	8%	66%	65%	30%	29%
	Neither	14%	15%	13%	14%	9%	12%	31%	27%
	Don't know	19%	20%	15%	19%	18%	15%	21%	28%
Social Security	Barack Obama, Democrat	40%	37%	77%	74%	7%	4%	25%	25%
	Mitt Romney, Republican	33%	30%	5%	4%	70%	63%	23%	19%
	Neither	12%	16%	8%	11%	9%	18%	32%	30%
	Don't know	15%	16%	10%	11%	14%	15%	21%	26%
Medicare	Barack Obama, Democrat	43%	40%	81%	76%	8%	8%	30%	27%
	Mitt Romney, Republican	32%	33%	6%	7%	67%	65%	23%	25%
	Neither	11%	13%	6%	8%	13%	15%	23%	21%
	Don't know	13%	14%	8%	8%	12%	11%	24%	26%
Taxes	Barack Obama, Democrat	40%	39%	75%	74%	7%	7%	28%	29%
	Mitt Romney, Republican	37%	36%	6%	6%	75%	71%	33%	33%
	Neither	11%	13%	9%	9%	9%	11%	25%	24%
	Don't know	11%	13%	9%	11%	9%	11%	14%	14%
Gay marriage	Barack Obama, Democrat	45%	43%	72%	72%	19%	19%	35%	28%
	Mitt Romney, Republican	23%	24%	4%	6%	45%	46%	23%	18%
	Neither	16%	17%	10%	13%	19%	17%	25%	28%
	Don't know	16%	16%	13%	9%	17%	17%	17%	25%

* Small base among Independents for post-debate questions (n=61)



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Q5. In your opinion, which candidate for President has a better plan, policy or approach to each of the following?
(cont'd)

		<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>
Jobs and employment	Barack Obama, Democrat	40%	38%	75%	76%	5%	5%	31%	26%
	Mitt Romney, Republican	41%	41%	8%	8%	83%	82%	32%	37%
	Neither	9%	10%	8%	7%	5%	6%	20%	24%
	Don't know	11%	11%	10%	10%	7%	7%	17%	14%
The federal government deficit	Barack Obama, Democrat	30%	29%	59%	59%	3%	4%	16%	7%
	Mitt Romney, Republican	41%	40%	11%	9%	79%	77%	35%	35%
	Neither	14%	15%	16%	13%	8%	11%	27%	38%
	Don't know	15%	16%	14%	19%	10%	9%	21%	20%
Supporting small businesses	Barack Obama, Democrat	40%	37%	75%	72%	7%	9%	30%	20%
	Mitt Romney, Republican	40%	40%	9%	11%	76%	72%	38%	41%
	Neither	7%	8%	6%	5%	6%	8%	13%	16%
	Don't know	13%	15%	10%	12%	10%	11%	19%	22%
Education	Barack Obama, Democrat	42%	40%	78%	77%	9%	8%	28%	26%
	Mitt Romney, Republican	30%	31%	4%	4%	60%	64%	29%	28%
	Neither	11%	12%	7%	8%	12%	14%	20%	20%
	Don't know	18%	16%	12%	11%	19%	14%	23%	26%
Foreign policy	Barack Obama, Democrat	38%	37%	70%	71%	8%	7%	26%	28%
	Mitt Romney, Republican	34%	32%	5%	4%	69%	65%	30%	26%
	Neither	10%	13%	8%	9%	7%	14%	21%	19%
	Don't know	19%	18%	17%	15%	16%	14%	23%	27%
Women's rights	Barack Obama, Democrat	47%	45%	83%	80%	14%	15%	38%	30%
	Mitt Romney, Republican	25%	27%	4%	5%	52%	53%	19%	24%
	Neither	11%	11%	5%	4%	15%	15%	20%	18%
	Don't know	16%	17%	8%	10%	19%	17%	22%	28%
The environment	Barack Obama, Democrat	41%	39%	76%	72%	11%	12%	25%	21%
	Mitt Romney, Republican	27%	28%	3%	4%	55%	56%	25%	22%
	Neither	13%	15%	8%	9%	12%	15%	30%	31%
	Don't know	19%	18%	13%	15%	22%	17%	20%	26%
Israel	Barack Obama, Democrat	30%	30%	58%	60%	6%	5%	15%	11%
	Mitt Romney, Republican	33%	34%	6%	7%	66%	67%	26%	27%
	Neither	12%	15%	11%	11%	8%	13%	26%	28%
	Don't know	25%	22%	25%	22%	20%	14%	33%	34%
The American auto industry	Barack Obama, Democrat	-	42%	-	78%	-	9%	-	30%
	Mitt Romney, Republican	-	29%	-	7%	-	59%	-	12%
	Neither	-	11%	-	3%	-	12%	-	29%
	Don't know	-	19%	-	11%	-	19%	-	29%

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VIOLENCE IN THE MIDDLE EAST

Q7. How much, if anything, have you heard about the violence in several Middle Eastern countries including Egypt, Libya and Yemen that included attacks on U.S. embassies or consulates?

	<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>
Heard a great deal	38%	37%	37%	35%	45%	45%	30%	20%
Heard a fair amount	33%	32%	36%	36%	30%	28%	33%	35%
Heard a little bit	21%	22%	21%	23%	18%	18%	27%	33%
Not heard anything at all	8%	9%	6%	6%	7%	9%	11%	12%
Heard anything	92%	91%	94%	94%	93%	91%	89%	88%

Q8. Do you approve or disapprove about the way each leader is handling the current situation in the Egypt and Libya?

	<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>
Secretary of State Hillary Clinton								
Strongly approve	19%	17%	35%	34%	5%	4%	9%	8%
Somewhat approve	14%	17%	21%	23%	7%	12%	16%	13%
Lean towards approve	15%	14%	20%	15%	11%	10%	14%	20%
Lean towards disapprove	9%	10%	4%	6%	15%	12%	13%	17%
Somewhat disapprove	9%	9%	5%	3%	15%	18%	8%	4%
Strongly disapprove	17%	15%	2%	1%	33%	29%	17%	14%
Don't know	17%	19%	13%	18%	15%	15%	22%	23%
Total approve	48%	47%	76%	72%	22%	26%	40%	41%
Total disapprove	35%	34%	11%	10%	62%	59%	38%	35%
President Barack Obama								
Strongly approve	19%	18%	38%	38%	2%	2%	8%	4%
Somewhat approve	13%	13%	24%	24%	3%	3%	11%	14%
Lean towards approve	12%	15%	17%	20%	6%	7%	13%	19%
Lean towards disapprove	11%	9%	6%	3%	16%	16%	12%	8%
Somewhat disapprove	7%	7%	3%	2%	11%	11%	9%	13%
Strongly disapprove	25%	23%	3%	2%	51%	48%	25%	18%
Don't know	13%	15%	10%	12%	11%	13%	21%	24%
Total approve	44%	45%	78%	82%	11%	12%	33%	37%
Total disapprove	43%	39%	11%	7%	78%	75%	46%	39%
Presidential Candidate Mitt Romney								
Strongly approve	11%	10%	3%	2%	23%	21%	4%	6%
Somewhat approve	10%	10%	2%	2%	20%	21%	6%	5%
Lean towards approve	15%	18%	7%	12%	23%	25%	16%	23%
Lean towards disapprove	12%	13%	17%	17%	6%	5%	17%	19%
Somewhat disapprove	6%	5%	9%	9%	2%	2%	10%	4%
Strongly disapprove	18%	16%	36%	32%	2%	1%	10%	6%
Don't know	28%	28%	25%	25%	25%	25%	39%	37%
Total approve	36%	39%	13%	17%	66%	66%	25%	34%
Total disapprove	36%	34%	62%	58%	9%	8%	36%	29%

* Small base among Independents for post-debate questions (n=61)



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FAVORABILITY TOWARD OTHER COUNTRIES

Q9. Now thinking about the rest of the world, would you say your opinion is favorable or unfavorable towards the following countries?

<i>Post-debate (n=655)</i>	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>
China				
Very favorable	6%	13%	2%	1%
Somewhat favorable	10%	12%	8%	16%
Lean towards favorable	22%	24%	18%	29%
Lean towards unfavorable	25%	21%	28%	24%
Somewhat unfavorable	17%	15%	21%	13%
Very unfavorable	19%	14%	23%	17%
Total favorable	39%	49%	28%	46%
Total unfavorable	61%	51%	72%	54%
Iran				
Very favorable	2%	3%	1%	4%
Somewhat favorable	4%	4%	1%	16%
Lean towards favorable	12%	14%	10%	11%
Lean towards unfavorable	14%	18%	9%	12%
Somewhat unfavorable	20%	20%	21%	18%
Very unfavorable	47%	40%	58%	41%
Total favorable	19%	22%	12%	30%
Total unfavorable	81%	78%	88%	70%
Israel				
Very favorable	20%	15%	29%	12%
Somewhat favorable	22%	23%	25%	15%
Lean towards favorable	25%	25%	19%	43%
Lean towards unfavorable	16%	19%	10%	16%
Somewhat unfavorable	10%	11%	9%	7%
Very unfavorable	8%	6%	9%	7%
Total favorable	67%	63%	73%	70%
Total unfavorable	33%	37%	27%	30%

PARTY ID	<u>Pre-Debate</u>	<u>Post-Debate</u>
<u>All Registered Voters (RV)</u>		
Strong Democrat	17%	17%
Moderate Democrat	19%	18%
Lean Democrat	7%	7%
Lean Republican	8%	9%
Moderate Republican	20%	22%
Strong Republican	12%	11%
Independent	14%	12%
None of these	2%	2%
DK	2%	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., $Y|\theta \sim \text{Bin}(n, \theta)$, 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 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 ($\pi(\theta|y) \sim \beta(y+a, n-y+b)$), 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 . 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 . 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. 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.