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Interview dates: Oct 2-6, 2012
Base: 1,770 Registered voters (RV)
Base for Voting Intention: 1,492 Likely Voters (LV)

**Ipsos Poll conducted for Reuters
DAILY ELECTION TRACKING 10.06.12**

These are findings from an Ipsos poll conducted for Thomson Reuters from Oct. 2-6, 2012. For the survey, a sample of 1,770 American registered voters and 1,492 Likely Voters (all 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 Registered Voters and 2.9 for Likely 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.*

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?

| | <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% | 47% | 85% | 8% | 35% |
| Mitt Romney for president and Paul Ryan for vice president, the Republicans | 45% | 41% | 8% | 86% | 31% |
| Wouldn't vote | *% | 2% | 1% | 1% | 4% |
| None / Other | 3% | 4% | 2% | 2% | 13% |
| Don't know / Refused | 5% | 6% | 4% | 3% | 17% |

[ASK IF OBAMA OR ROMNEY SELECTED IN Q1]

Q2. Have you definitely decided to vote for [INSERT RESPONSE FROM Q1], or is there a chance you might change your mind before you vote? (n=1,559)

| | <u>All Registered Voters (RV)</u> | <u>Democrats (RV)</u> | <u>Republicans (RV)</u> | <u>Independents (RV)</u> |
|------------------------------------|---------------------------------------|---------------------------|-----------------------------|------------------------------|
| Definitely will vote for candidate | 84% | 88% | 85% | 71% |
| Could change my mind | 16% | 12% | 15% | 29% |

Q3. Have you already voted in the upcoming November general election by going to an early voting location, or by mailing in an early voting or absentee ballot, or not?

| | <u>All Registered Voters (RV)</u> | <u>Democrats (RV)</u> | <u>Republicans (RV)</u> | <u>Independents (RV)</u> |
|-----|---------------------------------------|---------------------------|-----------------------------|------------------------------|
| Yes | 8% | 8% | 8% | 5% |
| No | 92% | 92% | 92% | 95% |



[IF "No" at Q3, ASK Q4]

Q4. And do you plan to vote at an early voting location or by mailing in an early voting or absentee ballot? (n=1,239)

| | <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> |
|--|---|---------------------------------|-----------------------------------|------------------------------------|
| Yes – I plan to vote at an early voting location | 12% | 11% | 13% | 14% |
| Yes – I plan to mail in an early voting ballot | 9% | 10% | 8% | 10% |
| Yes – I plan to mail in an absentee ballot | 9% | 8% | 9% | 14% |
| No – I do not plan to vote early | 70% | 71% | 70% | 62% |

| |
|----------------------------------|
| FIRST PRESIDENTIAL DEBATE |
|----------------------------------|

Questions 5-9 were added to the survey at 11pm EST the night of the debate (October 3rd). The base size for these questions is 1,323 American registered voters, with a credibility interval of plus or minus 3.1 percentage points

Q5. Have you seen, heard or read anything about the Presidential debate on Wednesday, October 3rd?

| POST-DEBATE | <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> |
|--------------------------------------|---|---------------------------------|-----------------------------------|------------------------------------|
| A great deal | 41% | 43% | 43% | 40% |
| A fair amount | 29% | 29% | 30% | 25% |
| A little bit | 21% | 20% | 21% | 24% |
| Not heard anything at all | 9% | 8% | 6% | 10% |
| Seen, heard or read something | 91% | 92% | 94% | 90% |

Q6. Regardless of which candidate you happen to support, who do you think did the better job in the debate?

| POST-DEBATE | <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> |
|-------------------------|---|---------------------------------|-----------------------------------|------------------------------------|
| Barack Obama, Democrat | 23% | 42% | 6% | 15% |
| Mitt Romney, Republican | 55% | 34% | 83% | 51% |
| Don't know | 22% | 25% | 11% | 33% |

Q7. And has the debate changed your view of each candidate?

| POST-DEBATE | | <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> |
|-------------------------|---------------------------------------|---|---------------------------------|-----------------------------------|------------------------------------|
| Barack Obama, Democrat | Yes – more positive towards candidate | 14% | 26% | 4% | 7% |
| | Yes – more negative towards candidate | 20% | 5% | 40% | 15% |
| | No – has not changed my view | 56% | 62% | 51% | 57% |
| | Don't know | 10% | 7% | 5% | 20% |
| Mitt Romney, Republican | Yes – more positive towards candidate | 29% | 8% | 57% | 22% |
| | Yes – more negative towards candidate | 16% | 29% | 4% | 9% |
| | No – has not changed my view | 44% | 52% | 35% | 50% |
| | Don't know | 12% | 11% | 5% | 19% |



Q8. After watching this debate, are you now more or less likely to watch the next Presidential debate, or has it made no difference?

| POST-DEBATE | All Registered Voters (RV) | Democrats (RV) | Republicans (RV) | Independents (RV) |
|---------------------------|-------------------------------|-------------------|---------------------|----------------------|
| More likely | 46% | 47% | 53% | 32% |
| Less likely | 4% | 5% | 3% | 3% |
| No difference | 35% | 34% | 32% | 46% |
| Didn't watch first debate | 15% | 14% | 12% | 19% |

Q9. If you had to choose one, which of the following activities would you do?

| POST-DEBATE | All Registered Voters (RV) | Democrats (RV) | Republicans (RV) | Independents (RV) |
|---|-------------------------------|-------------------|---------------------|----------------------|
| Watch the Presidential debate | 61% | 69% | 62% | 42% |
| Have a tooth pulled | 4% | 2% | 4% | 4% |
| Watch paint dry | 9% | 6% | 10% | 12% |
| Do your taxes | 7% | 8% | 6% | 8% |
| Wait in line at security at the airport | 7% | 7% | 5% | 11% |
| Jury duty | 12% | 8% | 13% | 23% |

CANDIDATE ATTRIBUTES

Q10. In your opinion, which candidate for President is stronger on each of the following?

| | | All Registered Voters (RV) | Democrats (RV) | Republicans (RV) | Independents (RV) |
|----------------------------|-------------------------|-------------------------------|-------------------|---------------------|----------------------|
| Eloquent | Barack Obama, Democrat | 48% | 73% | 24% | 41% |
| | Mitt Romney, Republican | 27% | 8% | 55% | 18% |
| | Neither | 11% | 7% | 11% | 23% |
| | Don't know | 14% | 12% | 11% | 18% |
| Presidential | Barack Obama, Democrat | 45% | 81% | 10% | 33% |
| | Mitt Romney, Republican | 37% | 8% | 76% | 29% |
| | Neither | 8% | 5% | 7% | 20% |
| | Don't know | 10% | 6% | 7% | 17% |
| Understands people like me | Barack Obama, Democrat | 43% | 79% | 8% | 30% |
| | Mitt Romney, Republican | 28% | 4% | 60% | 24% |
| | Neither | 20% | 12% | 23% | 32% |
| | Don't know | 9% | 5% | 8% | 14% |
| Is a good person | Barack Obama, Democrat | 47% | 83% | 13% | 34% |
| | Mitt Romney, Republican | 31% | 4% | 68% | 25% |
| | Neither | 8% | 5% | 8% | 17% |
| | Don't know | 13% | 8% | 12% | 23% |
| Likeable | Barack Obama, Democrat | 53% | 85% | 22% | 45% |
| | Mitt Romney, Republican | 29% | 4% | 61% | 24% |
| | Neither | 8% | 6% | 9% | 14% |
| | Don't know | 10% | 5% | 8% | 16% |
| Tough enough for the job | Barack Obama, Democrat | 42% | 77% | 8% | 31% |
| | Mitt Romney, Republican | 38% | 8% | 78% | 33% |
| | Neither | 9% | 6% | 7% | 20% |
| | Don't know | 11% | 8% | 8% | 17% |
| Represents America | Barack Obama, Democrat | 43% | 80% | 8% | 28% |
| | Mitt Romney, Republican | 37% | 7% | 75% | 32% |
| | Neither | 11% | 7% | 11% | 24% |
| | Don't know | 9% | 6% | 5% | 16% |



| CONTINUED | | <u>All Registered Voters (RV)</u> | <u>Democrats (RV)</u> | <u>Republicans (RV)</u> | <u>Independents (RV)</u> |
|--------------------------------|-------------------------|---------------------------------------|---------------------------|-----------------------------|------------------------------|
| Smart enough for the job | Barack Obama, Democrat | 45% | 82% | 10% | 35% |
| | Mitt Romney, Republican | 37% | 6% | 78% | 32% |
| | Neither | 7% | 4% | 6% | 17% |
| | Don't know | 10% | 7% | 7% | 16% |
| Has the right values | Barack Obama, Democrat | 43% | 80% | 7% | 32% |
| | Mitt Romney, Republican | 37% | 7% | 75% | 32% |
| | Neither | 10% | 6% | 9% | 19% |
| | Don't know | 11% | 7% | 9% | 17% |
| Will protect American jobs | Barack Obama, Democrat | 40% | 76% | 6% | 27% |
| | Mitt Romney, Republican | 36% | 6% | 76% | 32% |
| | Neither | 12% | 9% | 11% | 22% |
| | Don't know | 11% | 9% | 7% | 18% |
| A man of faith | Barack Obama, Democrat | 31% | 57% | 6% | 19% |
| | Mitt Romney, Republican | 44% | 19% | 78% | 39% |
| | Neither | 11% | 9% | 7% | 20% |
| | Don't know | 15% | 15% | 9% | 21% |
| Would be fun to meet in person | Barack Obama, Democrat | 48% | 80% | 18% | 38% |
| | Mitt Romney, Republican | 24% | 4% | 51% | 19% |
| | Neither | 17% | 9% | 21% | 27% |
| | Don't know | 11% | 7% | 10% | 17% |
| Can be effective in Washington | Barack Obama, Democrat | 37% | 70% | 5% | 25% |
| | Mitt Romney, Republican | 37% | 7% | 77% | 27% |
| | Neither | 14% | 13% | 11% | 29% |
| | Don't know | 12% | 10% | 7% | 20% |
| Bipartisanship* | Barack Obama, Democrat | 34% | 62% | 9% | 21% |
| | Mitt Romney, Republican | 27% | 5% | 57% | 23% |
| | Neither | 17% | 14% | 17% | 25% |
| | Don't know | 22% | 20% | 17% | 31% |

*This questions has been included in the survey since 11pm EST the night of the debate (October 3rd). The base size for this question is 1,323 American registered voters, and has a credibility interval of plus or minus 3.1 percentage points

PARTY ID

| | <u>All Registered Voters (RV)</u> |
|---------------------|---------------------------------------|
| Strong Democrat | 17% |
| Moderate Democrat | 20% |
| Lean Democrat | 7% |
| Lean Republican | 7% |
| Moderate Republican | 18% |
| Strong Republican | 13% |
| Independent | 13% |
| None of these | 3% |
| 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 ($\bar{y} = Y/n$) 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

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.