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Interview dates: August 24-28, 2012  
Base: 1,591 registered voters (RV)  
Base: 699 RV Democrats, 634 RV Republicans, 180 RV Independents  
Base: 1,325 Likely Voters (LV), 244 Non-aligned RVs

**Ipsos Poll conducted for Reuters  
REPUBLICAN NATIONAL CONVENTION DAY 2 (8.28.12)**

*These are findings from an Ipsos poll conducted for Thomson Reuters from August 24-28, 2012. For the survey, a sample of 1,591 American registered voters 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 2.8 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	23%	41%	8%	12%	6%
Wrong track	64%	41%	86%	73%	76%
Don't know	13%	18%	6%	15%	19%

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	16%	27%	5%	10%	4%
	Wrong track	74%	60%	91%	78%	80%
	Don't know	10%	13%	3%	12%	16%
Employment and jobs	Right direction	19%	31%	7%	18%	6%
	Wrong track	72%	58%	88%	74%	77%
	Don't know	8%	10%	5%	8%	18%
Healthcare system	Right direction	29%	50%	9%	21%	9%
	Wrong track	61%	40%	85%	67%	69%
	Don't know	10%	10%	6%	12%	22%
Immigration policy	Right direction	22%	34%	11%	15%	8%
	Wrong track	58%	41%	78%	64%	60%
	Don't know	20%	25%	12%	21%	32%
National deficit	Right direction	10%	18%	3%	6%	2%
	Wrong track	76%	62%	91%	80%	81%
	Don't know	14%	20%	5%	13%	18%
Education system	Right direction	25%	35%	15%	20%	11%
	Wrong track	62%	51%	74%	64%	65%
	Don't know	14%	14%	11%	16%	24%



		All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Independents (RV)
National politics	Right direction	14%	22%	6%	7%	6%
	Wrong track	68%	57%	81%	74%	66%
	Don't know	19%	21%	13%	19%	28%
American foreign policy	Right direction	25%	37%	14%	25%	13%
	Wrong track	50%	34%	69%	55%	53%
	Don't know	25%	29%	18%	20%	34%
Fuel and gas prices	Right direction	10%	15%	7%	4%	4%
	Wrong track	82%	76%	89%	87%	83%
	Don't know	8%	9%	4%	8%	13%
Your cost of living	Right direction	13%	21%	7%	11%	4%
	Wrong track	78%	70%	88%	77%	79%
	Don't know	8%	10%	5%	12%	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?

	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	45%	43%	78%	9%	32%
Mitt Romney for president and Paul Ryan for vice president, the Republicans	43%	39%	10%	80%	31%
Wouldn't vote	1%	2%	1%	3%	2%
None / Other	4%	6%	4%	2%	16%
Don't know / Refused	7%	10%	7%	6%	19%

Q4. In your opinion, which candidate for President has a better plan, policy or approach to each of the following?

a. Healthcare

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Barack Obama, Democrat	38%	67%	10%	34%	17%
Mitt Romney, Republican	33%	9%	67%	26%	11%
None	14%	12%	12%	21%	34%
Don't know	15%	12%	11%	18%	38%

b. Medicare

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Barack Obama, Democrat	35%	62%	9%	28%	10%
Mitt Romney, Republican	31%	9%	63%	24%	10%
None	17%	14%	14%	31%	38%
Don't know	18%	15%	15%	17%	41%



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

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Abortion should be illegal in all cases	14%	9%	20%	13%	17%
Abortion should be illegal in most cases	29%	18%	45%	24%	22%
Abortion should be legal in most cases	23%	28%	17%	27%	20%
Abortion should be legal in all cases	24%	36%	11%	23%	20%
Unsure	10%	9%	7%	14%	21%

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)

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Social Security	8%	6%	12%	9%	6%
Medicare	9%	5%	16%	7%	4%
Defense & the Military	38%	52%	25%	43%	34%
Education	13%	5%	25%	12%	6%
Alternative energy development	30%	15%	47%	33%	26%
Law enforcement	9%	11%	7%	11%	8%
Other	31%	25%	38%	36%	30%
None	16%	18%	13%	15%	11%

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

a. President Barack Obama

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Very favorable	22%	44%	3%	5%	6%
Somewhat favorable	15%	23%	4%	21%	10%
Lean towards favorable	14%	17%	8%	20%	27%
<b>Total favorable</b>	<b>51%</b>	<b>84%</b>	<b>16%</b>	<b>46%</b>	<b>43%</b>
Lean towards unfavorable	14%	7%	18%	23%	34%
Somewhat unfavorable	7%	4%	12%	8%	7%
Very unfavorable	27%	6%	54%	24%	16%
<b>Total unfavorable</b>	<b>49%</b>	<b>16%</b>	<b>84%</b>	<b>54%</b>	<b>57%</b>

b. Vice President Joe Biden

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Very favorable	12%	23%	3%	3%	4%
Somewhat favorable	15%	25%	4%	16%	9%
Lean towards favorable	21%	29%	13%	19%	25%
<b>Total favorable</b>	<b>48%</b>	<b>77%</b>	<b>19%</b>	<b>39%</b>	<b>39%</b>
Lean towards unfavorable	19%	12%	22%	25%	33%
Somewhat unfavorable	11%	6%	18%	10%	11%
Very unfavorable	22%	4%	41%	26%	17%
<b>Total unfavorable</b>	<b>52%</b>	<b>23%</b>	<b>81%</b>	<b>61%</b>	<b>61%</b>



c. Republican Presidential Candidate Mitt Romney

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Very favorable	18%	2%	38%	11%	3%
Somewhat favorable	15%	7%	28%	9%	6%
Lean towards favorable	17%	14%	19%	17%	26%
<b>Total favorable</b>	<b>50%</b>	<b>23%</b>	<b>86%</b>	<b>38%</b>	<b>36%</b>
Lean towards unfavorable	16%	21%	7%	20%	34%
Somewhat unfavorable	12%	20%	3%	14%	9%
Very unfavorable	22%	35%	4%	28%	22%
<b>Total unfavorable</b>	<b>50%</b>	<b>77%</b>	<b>14%</b>	<b>62%</b>	<b>64%</b>

d. Republican Vice Presidential Candidate Paul Ryan

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Very favorable	17%	2%	36%	10%	2%
Somewhat favorable	11%	4%	22%	6%	3%
Lean towards favorable	22%	16%	27%	25%	28%
<b>Total favorable</b>	<b>50%</b>	<b>23%</b>	<b>85%</b>	<b>41%</b>	<b>34%</b>
Lean towards unfavorable	17%	23%	9%	22%	34%
Somewhat unfavorable	10%	17%	3%	9%	12%
Very unfavorable	22%	37%	3%	28%	21%
<b>Total unfavorable</b>	<b>50%</b>	<b>77%</b>	<b>15%</b>	<b>59%</b>	<b>66%</b>

CONVENTION QUESTIONS

Q8. In your opinion, which candidate for President is stronger on each of the following?

		All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Eloquent	Barack Obama, Democrat	49%	71%	29%	40%	26%
	Mitt Romney, Republican	22%	6%	44%	15%	7%
	Neither	13%	11%	12%	26%	29%
	Don't know	15%	12%	15%	18%	38%
Presidential	Barack Obama, Democrat	42%	71%	11%	36%	20%
	Mitt Romney, Republican	37%	12%	72%	27%	16%
	Neither	9%	8%	6%	24%	33%
	Don't know	11%	9%	11%	14%	32%
Understands people like me	Barack Obama, Democrat	37%	65%	8%	27%	14%
	Mitt Romney, Republican	27%	6%	56%	17%	6%
	Neither	23%	18%	25%	35%	45%
	Don't know	14%	11%	11%	22%	36%
Is a good person	Barack Obama, Democrat	43%	72%	13%	37%	24%
	Mitt Romney, Republican	31%	7%	65%	22%	11%
	Neither	8%	6%	6%	20%	24%
	Don't know	17%	15%	16%	22%	42%
Likeable	Barack Obama, Democrat	51%	78%	23%	47%	32%
	Mitt Romney, Republican	28%	7%	59%	19%	7%
	Neither	9%	6%	8%	22%	29%
	Don't know	11%	9%	10%	12%	32%
Tough enough for the job	Barack Obama, Democrat	38%	66%	10%	29%	15%
	Mitt Romney, Republican	38%	11%	73%	29%	17%
	Neither	11%	10%	7%	23%	32%
	Don't know	14%	12%	10%	19%	36%



		<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	40%	68%	11%	33%	14%
	Mitt Romney, Republican	37%	11%	72%	28%	14%
	Neither	12%	10%	9%	28%	34%
	Don't know	12%	11%	9%	12%	37%
Smart enough for the job	Barack Obama, Democrat	42%	72%	9%	37%	24%
	Mitt Romney, Republican	37%	10%	75%	30%	11%
	Neither	8%	6%	5%	21%	26%
	Don't know	13%	13%	11%	12%	40%
Has the right values	Barack Obama, Democrat	40%	72%	7%	34%	17%
	Mitt Romney, Republican	36%	8%	75%	24%	9%
	Neither	11%	9%	8%	25%	31%
	Don't know	13%	11%	10%	17%	43%
Will protect American jobs	Barack Obama, Democrat	34%	63%	5%	27%	9%
	Mitt Romney, Republican	35%	9%	72%	25%	9%
	Neither	15%	15%	10%	30%	42%
	Don't know	15%	13%	12%	17%	41%
A man of faith	Barack Obama, Democrat	26%	47%	7%	17%	14%
	Mitt Romney, Republican	43%	21%	77%	29%	23%
	Neither	12%	11%	7%	27%	24%
	Don't know	19%	21%	10%	27%	39%
Would be fun to meet in person	Barack Obama, Democrat	45%	73%	16%	38%	26%
	Mitt Romney, Republican	23%	5%	46%	16%	6%
	Neither	19%	13%	24%	29%	37%
	Don't know	13%	9%	14%	17%	31%
Can be effective in Washington	Barack Obama, Democrat	33%	60%	7%	20%	14%
	Mitt Romney, Republican	36%	9%	71%	30%	14%
	Neither	16%	17%	11%	29%	35%
	Don't know	15%	14%	11%	22%	37%

TO BE 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					
Some					
A little bit					
Nothing at all					

ASK ALL WHO HAVE HEARD AT LEAST A LITTLE BIT

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					
Good					
Average					
Poor					
Terrible					



TO BE 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</u> <u>Voters (RV)</u>	<u>Democrats</u> <u>(RV)</u>	<u>Republicans</u> <u>(RV)</u>	<u>Independents</u> <u>(RV)</u>	<u>Non-aligned</u> <u>RVs</u>
A great deal					
Some					
A little bit					
Nothing at all					

ASK ALL WHO HAVE HEARD AT LEAST A LITTLE BIT

Q12. And what is your evaluation of the Democratic National Convention so far?

	<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>	<u>Non-aligned</u> <u>RVs</u>
Excellent					
Good					
Average					
Poor					
Terrible					

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</u> <u>Voters (RV)</u>	<u>Democrats</u> <u>(RV)</u>	<u>Republicans</u> <u>(RV)</u>	<u>Independents</u> <u>(RV)</u>	<u>Non-aligned</u> <u>RVs</u>
Television					
Newspaper					
Social media like Facebook or Twitter					
Radio					
Blogs					
News websites					
Conversations with friends, family, or colleagues					
Other					



### How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that  $Y$  has a binomial distribution conditioned on the parameter  $\theta$ , 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  $\theta$ . This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian<sup>1</sup> 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  $\theta$  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  $\vartheta$  is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for  $\vartheta$  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 weighting<sup>2</sup>

Analysis Domain	Sample size	Credibility intervals
Registered voters (RV)	1,591	2.8
RV Democratic	699	4.2
RV Republican	634	4.4
RV Independent	180	8.3

<sup>1</sup> *Bayesian Data Analysis, Second Edition, Andrew Gelman, John B. Carlin, Hal S. Stern, Donald B. Rubin, Chapman & Hall/CRC | ISBN: 158488388X | 2003*

<sup>2</sup> *Kish, L. (1992). Weighting for unequal Pi. Journal of Official Statistics, 8, 2, 183200.*