Ipsos Public Affairs

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Interview dates: August 27-31, 2012
Base: 1,632 registered voters (RV)
Base: 679 RV Democrats, 677 RV Republicans, 195 RV Independents
Base: 1,292 Likely Voters (LV), 248 Non-aligned RVs

Ipsos Poll conducted for Reuters
REPUBLICAN NATIONAL CONVENTION DAY 5 (8.31.12)

These are findings from an Ipsos poll conducted for Thomson Reuters from August 27-31, 2012. For the survey, a sample of 1,632 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?

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Right direction	24%	45%	7%	13%	5%
Wrong track	65%	38%	88%	79%	77%
Don't know	12%	17%	6%	8%	18%

Q2. Generally speaking, would you say the following things are heading in the right direction, or are they off on the wrong track?

		All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
The national economy	Right direction	16%	31%	5%	7%	2%
	Wrong track	75%	57%	91%	87%	83%
	Don't know	8%	12%	4%	6%	14%
Employment and jobs	Right direction	19%	35%	6%	13%	4%
	Wrong track	72%	53%	89%	82%	84%
	Don't know	9%	12%	5%	5%	12%
Healthcare system	Right direction	29%	52%	9%	24%	10%
	Wrong track	62%	37%	86%	70%	73%
	Don't know	9%	11%	6%	7%	18%
Immigration policy	Right direction	21%	38%	9%	14%	8%
	Wrong track	61%	42%	80%	67%	65%
	Don't know	18%	21%	12%	19%	27%
National deficit	Right direction	12%	21%	6%	8%	3%
	Wrong track	75%	60%	88%	81%	85%
	Don't know	13%	19%	6%	11%	12%
Education system	Right direction	24%	37%	12%	23%	13%
	Wrong track	61%	48%	75%	61%	64%
	Don't know	15%	14%	13%	16%	23%

		All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Independents (RV)
National politics	Right direction	13%	23%	5%	10%	6%
	Wrong track	70%	58%	84%	73%	70%
	Don't know	17%	19%	11%	17%	25%
American foreign policy	Right direction	27%	46%	14%	20%	16%
	Wrong track	50%	29%	67%	57%	52%
	Don't know	23%	25%	18%	23%	32%
Fuel and gas prices	Right direction	9%	14%	4%	6%	2%
	Wrong track	85%	80%	91%	87%	88%
	Don't know	6%	6%	5%	6%	9%
Your cost of living	Right direction	14%	21%	8%	9%	4%
	Wrong track	79%	70%	87%	87%	86%
	Don't know	7%	9%	5%	4%	10%

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	43%	43%	82%	9%	27%
Mitt Romney for president and Paul Ryan for vice president, the Republicans	44%	40%	8%	82%	27%
Wouldn't vote	1%	3%	1%	3%	5%
None / Other	4%	5%	3%	2%	15%
Don't know / Refused	8%	10%	6%	5%	27%

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

8. Healthcare

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Barack Obama, Democrat	37%	71%	7%	30%	17%
Mitt Romney, Republican	35%	7%	73%	18%	9%
None	15%	12%	11%	34%	39%
Don't know	13%	10%	9%	19%	36%

b. Medicare

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Barack Obama, Democrat	36%	66%	9%	24%	13%
Mitt Romney, Republican	32%	7%	67%	17%	6%
None	15%	13%	11%	35%	39%
Don't know	17%	13%	13%	24%	41%

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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	15%	8%	23%	9%	11%
Abortion should be illegal in most cases	30%	19%	43%	29%	26%
Abortion should be legal in most cases	22%	29%	13%	30%	23%
Abortion should be legal in all cases	23%	36%	12%	18%	19%
Unsure	10%	8%	8%	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	9%	6%	13%	6%	4%
Medicare	10%	5%	16%	11%	6%
Defense & the Military	35%	49%	22%	38%	32%
Education	12%	6%	20%	14%	8%
Alternative energy development	31%	16%	49%	24%	25%
Law enforcement	9%	9%	9%	12%	8%
Other	28%	23%	36%	25%	21%
None	16%	19%	13%	19%	16%

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

8. President Barack Obama

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Very favorable	24%	49%	4%	8%	2%
Somewhat favorable	14%	25%	5%	15%	9%
Lean towards favorable	14%	16%	7%	23%	31%
Total favorable	**52%**	**89%**	**16%**	**45%**	**42%**
Lean towards unfavorable	10%	4%	11%	17%	26%
Somewhat unfavorable	7%	2%	11%	6%	7%
Very unfavorable	32%	4%	62%	31%	24%
Total unfavorable	**48%**	**11%**	**84%**	**55%**	**58%**

b. Vice President Joe Biden

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Very favorable	15%	29%	7%	2%	2%
Somewhat favorable	14%	27%	3%	9%	7%
Lean towards favorable	20%	28%	10%	21%	26%
Total favorable	**50%**	**84%**	**19%**	**33%**	**35%**
Lean towards unfavorable	16%	9%	17%	30%	33%
Somewhat unfavorable	11%	4%	18%	15%	13%
Very unfavorable	23%	3%	46%	23%	19%
Total unfavorable	**50%**	**16%**	**81%**	**67%**	**65%**

c. Republican Presidential Candidate Mitt Romney

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Very favorable	18%	3%	37%	11%	1%
Somewhat favorable	17%	6%	32%	11%	4%
Lean towards favorable	16%	10%	18%	24%	27%
Total favorable	**50%**	**19%**	**87%**	**45%**	**32%**
Lean towards unfavorable	16%	22%	6%	22%	36%
Somewhat unfavorable	10%	16%	3%	7%	12%
Very unfavorable	24%	43%	4%	25%	20%
Total unfavorable	**50%**	**81%**	**13%**	**55%**	**68%**

d. Republican Vice Presidential Candidate Paul Ryan

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Very favorable	19%	2%	41%	9%	0%
Somewhat favorable	12%	6%	21%	4%	3%
Lean towards favorable	19%	11%	23%	29%	27%
Total favorable	**50%**	**19%**	**85%**	**42%**	**30%**
Lean towards unfavorable	18%	23%	7%	28%	37%
Somewhat unfavorable	9%	14%	4%	8%	13%
Very unfavorable	23%	44%	3%	21%	19%
Total unfavorable	**50%**	**81%**	**15%**	**58%**	**70%**

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	47%	72%	26%	40%	28%
	Mitt Romney, Republican	24%	7%	47%	17%	7%
	Neither	15%	10%	15%	24%	29%
	Don't know	14%	11%	12%	19%	36%
Presidential	Barack Obama, Democrat	41%	76%	9%	28%	20%
	Mitt Romney, Republican	37%	8%	74%	30%	11%
	Neither	11%	8%	8%	26%	37%
	Don't know	11%	8%	9%	16%	32%
Understands people like me	Barack Obama, Democrat	38%	74%	7%	25%	13%
	Mitt Romney, Republican	29%	5%	61%	12%	4%
	Neither	22%	14%	22%	39%	50%
	Don't know	11%	7%	9%	24%	34%
Is a good person	Barack Obama, Democrat	43%	76%	13%	33%	25%
	Mitt Romney, Republican	32%	6%	67%	21%	7%
	Neither	10%	6%	8%	24%	30%
	Don't know	15%	13%	12%	22%	38%
Likeable	Barack Obama, Democrat	48%	81%	19%	40%	27%
	Mitt Romney, Republican	31%	6%	63%	20%	12%
	Neither	11%	6%	10%	25%	32%
	Don't know	9%	7%	8%	15%	29%
Tough enough for the job	Barack Obama, Democrat	36%	70%	8%	20%	14%
	Mitt Romney, Republican	39%	9%	76%	32%	13%
	Neither	13%	10%	8%	27%	39%
	Don't know	12%	11%	8%	21%	35%

		All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Represents America	Barack Obama, Democrat	38%	73%	8%	22%	13%
	Mitt Romney, Republican	38%	9%	74%	29%	10%
	Neither	13%	8%	10%	29%	38%
	Don't know	11%	9%	8%	21%	39%
Smart enough for the job	Barack Obama, Democrat	41%	77%	11%	25%	19%
	Mitt Romney, Republican	37%	7%	74%	28%	11%
	Neither	10%	6%	6%	26%	31%
	Don't know	12%	10%	9%	21%	39%
Has the right values	Barack Obama, Democrat	38%	73%	9%	20%	15%
	Mitt Romney, Republican	37%	7%	73%	33%	13%
	Neither	13%	8%	10%	29%	33%
	Don't know	12%	11%	8%	18%	38%
Will protect American jobs	Barack Obama, Democrat	34%	69%	5%	16%	11%
	Mitt Romney, Republican	37%	8%	75%	25%	8%
	Neither	15%	12%	10%	37%	43%
	Don't know	13%	12%	9%	22%	38%
A man of faith	Barack Obama, Democrat	26%	53%	5%	9%	10%
	Mitt Romney, Republican	46%	21%	77%	39%	30%
	Neither	11%	8%	8%	30%	24%
	Don't know	16%	17%	10%	22%	36%
Would be fun to meet in person	Barack Obama, Democrat	43%	76%	15%	32%	22%
	Mitt Romney, Republican	24%	4%	50%	14%	5%
	Neither	21%	13%	22%	37%	46%
	Don't know	11%	7%	12%	16%	26%
Can be effective in Washington	Barack Obama, Democrat	33%	63%	6%	17%	16%
	Mitt Romney, Republican	37%	8%	75%	26%	12%
	Neither	18%	17%	11%	37%	41%
	Don't know	13%	12%	8%	20%	31%

TO BE ACTIVATED AUG 28 ONWARDS (BASE = 1,051)
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?

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
A great deal	18%	13%	27%	11%	4%
Some	34%	33%	40%	27%	29%
A little bit	30%	34%	22%	37%	36%
Nothing at all	19%	21%	10%	25%	30%

ASK ALL WHO HAVE HEARD AT LEAST A LITTLE BIT (BASE = 857)
Q10. And what is your evaluation of the Republican National Convention so far?

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Excellent	14%	4%	26%	8%	6%
Good	23%	9%	39%	19%	8%
Average	40%	48%	32%	44%	63%
Poor	16%	27%	3%	18%	17%
Terrible	7%	13%	0%	11%	7%

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ASK ALL WHO HAVE HEARD AT LEAST A LITTLE BIT ABOUT EITHER CONVENTION. TO BE ACTIVATED AUG 28 ONWARDS
Q11. And where have you seen or heard or read about the Convention?

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)	Non-aligned RVs
Television	85%	91%	84%	76%	77%
Newspaper	34%	37%	33%	30%	29%
Social media like Facebook or Twitter	17%	16%	18%	13%	13%
Radio	19%	16%	24%	13%	12%
Blogs	6%	5%	8%	5%	3%
News websites	29%	29%	28%	30%	25%
Conversations with friends, family, or colleagues	18%	20%	20%	11%	8%
Other	2%	2%	2%	2%	5%

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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:

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

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

Analysis Domain	Sample size	Credibility intervals
Registered voters (RV)	1,632	2.8
RV Democratic	679	4.3
RV Republican	677	4.3
RV Independent	195	8.0
Likely Voters	1,292	3.1

[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.*