



# Ipsos Poll Conducted for Reuters

## State-Level Election Tracking: 11.04.12

These are findings from Ipsos polling conducted for Thomson Reuters from Nov. 2-4, 2012. State-specific sample details are below. For all states, the data are weighted to each state's current population voter data by gender, age, education, ethnicity, and a political values scale.

Ipsos' Likely Voter model (applied to Voting Intention questions only) uses a seven-item summated index, including questions on voter registration, past voting behavior, likelihood of voting in the upcoming election, and interest in following news about the campaign. This index is then transformed by logistic regression into estimated probabilities of voting.

Statistical margins of error are not applicable to online polls. The precision of the Reuters/Ipsos online polls is measured using a [credibility interval](#). 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 one per cent. Where figures do not sum to 100, this is due to the effects of rounding.

### VIRGINIA

A sample of 1,030 American Registered Voters (RVs) and 662 Likely Voters (LVs), age 18 and over in Virginia was interviewed online. Data below has a credibility interval of plus or minus 3.5 percentage points for RVs and 4.3 for LVs.

**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?**

	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	47%	50%	94%	6%	36%
Mitt Romney for president and Paul Ryan for vice president, the Republicans	46%	42%	3%	87%	33%
Wouldn't vote	0%	2%	%	%	11%
None / Other	2%	2%	%	2%	10%
Don't know / Refused	6%	5%	2%	5%	11%

**Q2. If the election for U.S. Senate were held today and the candidates were [ROTATE] Democrat Tim Kaine and Republican George Allen [END ROTATE], for whom would you vote?**

[IF 'NONE/OTHER/DON'T KNOW/REFUSED' AT Q2]

**Q3. Do you lean more towards were [ROTATE] Democratic candidate Tim Kaine or Republican candidate George Allen [END ROTATE]?**

	All LIKELY Voters (LV)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Tim Kaine, the Democrat	48%	47%	87%	7%	41%
George Allen, the Republican	46%	42%	5%	85%	35%
Wouldn't vote	1%	2%	2%	1%	9%
None / Other	1%	2%	0%	1%	5%
Don't know / Refused	5%	7%	5%	6%	10%

**Q4. Thinking about the elections in 2012, if the election for U.S. Congress were held today, would you vote for the Democratic candidate or the Republican candidate in your district where you live?**

[IF 'NONE/OTHER/DON'T KNOW/REFUSED' AT Q4]

**Q5. If you had to choose, would you lean more towards the Democratic candidate or the Republican candidate?**

	All LIKELY Voters (LV)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Democratic candidate	45%	47%	91%	4%	30%
Republican candidate	47%	44%	5%	91%	34%
Candidate from another political party	2%	2%	1%	1%	10%
Will not/do not plan to vote	1%	1%	%	%	5%
Don't know / Refused	5%	7%	3%	4%	20%



# Ipsos Poll Conducted for Reuters

## State-Level Election Tracking: Virginia

[ASK IF OBAMA OR ROMNEY SELECTED IN Q1]

**Q6. 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=930)	All Registered Voters (RV)	Obama Voters (RV)	Romney Voters (RV)
Definitely will vote for candidate	93%	93%	93%
Could change my mind	7%	7%	7%

**Q7. 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?**

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Yes	13%	14%	13%	12%
No	87%	86%	87%	88%

[IF "Yes" at Q7]

**Q8. For whom did you vote for President?**

(n=155)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Barack Obama and Joe Biden	54%			
Mitt Romney and Paul Ryan	43%			
Other	3%			

*Base size too small to report data*

**Q9. In your opinion, what is the most important problem facing the US today?**

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Economy generally	53%	50%	58%	43%
Unemployment / lack of jobs	21%	20%	18%	36%
War / foreign conflicts	1%	2%	1%	0%
Immigration	2%	1%	4%	3%
Terrorism / terrorist attacks	1%	1%	1%	2%
Healthcare	6%	11%	2%	1%
Energy issues	2%	3%	2%	2%
Morality	3%	1%	7%	2%
Education	5%	7%	1%	6%
Crime	%	%	%	0%
Environment	1%	2%	0%	1%
Don't know	%	1%	%	1%
Other, please specify:	5%	3%	6%	4%

PARTY ID	All Registered Voters (RV)
Strong Democrat	15%
Moderate Democrat	19%
Lean Democrat	10%
Lean Republican	11%

PARTY ID, con't	All Registered Voters (RV)
Moderate Republican	18%
Strong Republican	13%
Independent	11%
None of these	2%
DK	1%



# Ipsos Poll Conducted for Reuters

## State-Level Election Tracking: Virginia

### CANDIDATE PREFERENCES ON POLICIES (p1)

Q10. In your opinion, which candidate for President has a better plan, policy or approach to each of the following?

		All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Healthcare	Barack Obama, Democrat	44%	86%	6%	30%
	Mitt Romney, Republican	38%	3%	79%	25%
	Neither	11%	6%	11%	27%
	Don't know	8%	4%	4%	18%
The war on terror	Barack Obama, Democrat	44%	84%	6%	26%
	Mitt Romney, Republican	34%	3%	72%	28%
	Neither	10%	6%	12%	22%
	Don't know	12%	7%	10%	23%
Iran	Barack Obama, Democrat	38%	75%	4%	22%
	Mitt Romney, Republican	32%	3%	67%	29%
	Neither	13%	8%	13%	27%
	Don't know	17%	14%	17%	22%
The US economy	Barack Obama, Democrat	42%	83%	3%	24%
	Mitt Romney, Republican	42%	4%	86%	33%
	Neither	7%	6%	6%	19%
	Don't know	9%	6%	5%	23%
Immigration	Barack Obama, Democrat	39%	73%	5%	34%
	Mitt Romney, Republican	34%	5%	70%	30%
	Neither	12%	8%	12%	24%
	Don't know	15%	14%	13%	12%
Social Security	Barack Obama, Democrat	42%	81%	6%	33%
	Mitt Romney, Republican	34%	3%	74%	26%
	Neither	11%	7%	10%	24%
	Don't know	12%	10%	11%	17%
Medicare	Barack Obama, Democrat	44%	85%	6%	33%
	Mitt Romney, Republican	35%	3%	74%	26%
	Neither	10%	5%	9%	28%
	Don't know	11%	7%	11%	13%
Taxes	Barack Obama, Democrat	43%	86%	5%	21%
	Mitt Romney, Republican	40%	4%	81%	42%
	Neither	8%	6%	7%	24%
	Don't know	9%	5%	7%	14%
Gay marriage	Barack Obama, Democrat	50%	86%	16%	42%
	Mitt Romney, Republican	28%	2%	58%	21%
	Neither	12%	6%	14%	24%
	Don't know	10%	5%	11%	13%
Jobs and employment	Barack Obama, Democrat	40%	80%	2%	30%
	Mitt Romney, Republican	44%	6%	88%	37%
	Neither	8%	5%	6%	25%
	Don't know	8%	8%	4%	8%
Federal Government deficit	Barack Obama, Democrat	33%	67%	2%	14%
	Mitt Romney, Republican	44%	10%	84%	40%
	Neither	12%	12%	8%	29%
	Don't know	11%	11%	6%	17%



# Ipsos Poll Conducted for Reuters

State-Level Election Tracking: Virginia

## CANDIDATE PREFERENCES ON POLICIES (p2)

Q10. In your opinion, which candidate for President has a better plan, policy or approach to each of the following?

		All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Supporting small businesses	Barack Obama, Democrat	39%	75%	3%	26%
	Mitt Romney, Republican	45%	11%	85%	39%
	Neither	8%	6%	6%	22%
	Don't know	9%	9%	6%	13%
Education	Barack Obama, Democrat	46%	88%	8%	32%
	Mitt Romney, Republican	31%	1%	65%	27%
	Neither	11%	5%	14%	25%
	Don't know	12%	6%	13%	16%
Foreign policy	Barack Obama, Democrat	43%	83%	6%	23%
	Mitt Romney, Republican	35%	3%	75%	25%
	Neither	9%	5%	8%	22%
	Don't know	14%	9%	11%	30%
Women's rights	Barack Obama, Democrat	56%	95%	15%	61%
	Mitt Romney, Republican	27%	2%	56%	23%
	Neither	7%	1%	13%	7%
	Don't know	9%	2%	15%	9%
The environment	Barack Obama, Democrat	49%	84%	15%	39%
	Mitt Romney, Republican	25%	3%	52%	22%
	Neither	10%	6%	13%	19%
	Don't know	15%	7%	20%	20%
Israel	Barack Obama, Democrat	34%	68%	2%	17%
	Mitt Romney, Republican	36%	3%	76%	33%
	Neither	11%	11%	7%	28%
	Don't know	19%	18%	15%	22%
The American auto industry	Barack Obama, Democrat	48%	87%	8%	43%
	Mitt Romney, Republican	32%	3%	67%	26%
	Neither	8%	3%	13%	13%
	Don't know	12%	8%	12%	19%



# Ipsos Poll Conducted for Reuters

## State-Level Election Tracking: Ohio

### OHIO

A sample of 992 American Registered Voters (RVs) and 712 Likely Voters (LVs), age 18 and over in Ohio was interviewed online. Data below has a credibility interval of plus or minus 3.5 percentage points for RVs and 4.2 for LVs.

**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?**

	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	48%	52%	86%	9%	59%
Mitt Romney for president and Paul Ryan for vice president, the Republicans	44%	41%	9%	88%	25%
Wouldn't vote	*%	1%	%	2%	1%
None / Other	3%	2%	%	1%	7%
Don't know / Refused	5%	4%	5%	1%	9%

**Q2. If the election for U.S. Senate were held today and the candidates were [ROTATE] Democrat Sherrod Brown and Republican Josh Mandel [END ROTATE], for whom would you vote?**

[IF 'NONE/OTHER/DON'T KNOW/REFUSED' AT Q2]

**Q3. Do you lean more towards were [ROTATE] Democratic candidate Sherrod Brown or Republican candidate Josh Mandel [END ROTATE]?**

	All LIKELY Voters (LV)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Sherrod Brown, the Democrat	50%	51%	85%	10%	55%
Josh Mandel, the Republican	42%	39%	10%	83%	23%
Wouldn't vote	1%	2%	1%	4%	2%
None / Other	3%	2%	1%	1%	7%
Don't know / Refused	4%	5%	3%	2%	13%

**Q4. Thinking about the elections in 2012, if the election for U.S. Congress were held today, would you vote for the Democratic candidate or the Republican candidate in your district where you live?**

[IF 'NONE/OTHER/DON'T KNOW/REFUSED' AT Q4]

**Q5. If you had to choose, would you lean more towards the Democratic candidate or the Republican candidate?**

	All LIKELY Voters (LV)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Democratic candidate	50%	50%	90%	7%	41%
Republican candidate	41%	40%	4%	89%	32%
Candidate from another political party	2%	2%	%	%	8%
Will not/do not plan to vote	1%	1%	1%	%	0%
Don't know / Refused	7%	8%	4%	3%	20%

[ASK IF OBAMA OR ROMNEY SELECTED IN Q1]

**Q6. 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=923)	All Registered Voters (RV)	Obama Voters (RV)	Romney Voters (RV)
Definitely will vote for candidate	92%	91%	92%
Could change my mind	8%	9%	8%



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## State-Level Election Tracking: Ohio

**Q7. 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	38%	47%	36%	21%
No	62%	53%	64%	79%

[IF "Yes" at Q7]

**Q8. For whom did you vote for President?**

<i>(n=406 for All RVs; 197 for Dem RVs; 168 for Repub RVs)</i>	<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,	58%	90%	10%	
Mitt Romney for President and Paul Ryan for Vice President,	38%	6%	88%	<i>Base size too small to report data</i>
Other	4%	4%	2%	

**Q9. In your opinion, what is the most important problem facing the US today?**

	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>
Economy generally	45%	42%	54%	37%
Unemployment / lack of jobs	22%	21%	18%	36%
War / foreign conflicts	2%	2%	1%	6%
Immigration	2%	1%	2%	0%
Terrorism / terrorist attacks	1%	%	2%	0%
Healthcare	9%	14%	3%	6%
Energy issues	2%	2%	2%	0%
Morality	6%	2%	11%	5%
Education	3%	5%	1%	2%
Crime	2%	3%	1%	%
Environment	1%	2%	0%	1%
Don't know	1%	2%	%	%
Other, please specify:	6%	4%	6%	8%

<b>PARTY ID</b>	<u>All Registered Voters (RV)</u>
Strong Democrat	18%
Moderate Democrat	20%
Lean Democrat	8%
Lean Republican	8%
Moderate Republican	17%
Strong Republican	12%
Independent	14%
None of these	2%
DK	2%



# Ipsos Poll Conducted for Reuters

## State-Level Election Tracking: Ohio

### CANDIDATE PREFERENCES ON POLICIES (p1)

Q10. In your opinion, which candidate for President has a better plan, policy or approach to each of the following?

		All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Healthcare	Barack Obama, Democrat	42%	75%	5%	44%
	Mitt Romney, Republican	38%	10%	79%	28%
	Neither	10%	7%	9%	17%
	Don't know	9%	9%	7%	11%
The war on terror	Barack Obama, Democrat	47%	79%	7%	52%
	Mitt Romney, Republican	31%	7%	69%	11%
	Neither	10%	5%	11%	17%
	Don't know	12%	9%	13%	19%
Iran	Barack Obama, Democrat	37%	63%	4%	45%
	Mitt Romney, Republican	28%	6%	62%	12%
	Neither	11%	7%	10%	19%
	Don't know	24%	24%	24%	25%
The US economy	Barack Obama, Democrat	42%	74%	5%	42%
	Mitt Romney, Republican	38%	6%	83%	25%
	Neither	11%	9%	7%	22%
	Don't know	9%	11%	5%	11%
Immigration	Barack Obama, Democrat	33%	61%	4%	22%
	Mitt Romney, Republican	32%	5%	67%	34%
	Neither	15%	15%	11%	21%
	Don't know	20%	19%	17%	22%
Social Security	Barack Obama, Democrat	46%	78%	7%	53%
	Mitt Romney, Republican	30%	3%	69%	16%
	Neither	12%	8%	13%	14%
	Don't know	12%	11%	11%	17%
Medicare	Barack Obama, Democrat	42%	77%	6%	31%
	Mitt Romney, Republican	31%	6%	68%	19%
	Neither	14%	8%	12%	34%
	Don't know	13%	9%	14%	16%
Taxes	Barack Obama, Democrat	48%	82%	9%	51%
	Mitt Romney, Republican	33%	5%	76%	16%
	Neither	9%	6%	9%	17%
	Don't know	9%	7%	7%	15%
Gay marriage	Barack Obama, Democrat	47%	71%	21%	44%
	Mitt Romney, Republican	23%	6%	53%	3%
	Neither	16%	11%	13%	33%
	Don't know	14%	12%	13%	20%
Jobs and employment	Barack Obama, Democrat	44%	77%	6%	43%
	Mitt Romney, Republican	40%	8%	83%	33%
	Neither	7%	4%	6%	14%
	Don't know	8%	10%	5%	10%
Federal Government deficit	Barack Obama, Democrat	31%	59%	3%	25%
	Mitt Romney, Republican	39%	9%	85%	23%
	Neither	18%	18%	8%	38%
	Don't know	11%	14%	5%	13%



# Ipsos Poll Conducted for Reuters

State-Level Election Tracking: Ohio

## CANDIDATE PREFERENCES ON POLICIES (p2)

Q10. In your opinion, which candidate for President has a better plan, policy or approach to each of the following?

		All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Supporting small businesses	Barack Obama, Democrat	46%	78%	6%	50%
	Mitt Romney, Republican	38%	8%	81%	24%
	Neither	6%	5%	4%	13%
	Don't know	10%	10%	9%	13%
Education	Barack Obama, Democrat	50%	82%	14%	47%
	Mitt Romney, Republican	27%	4%	61%	15%
	Neither	10%	5%	12%	17%
	Don't know	13%	9%	12%	21%
Foreign policy	Barack Obama, Democrat	40%	68%	6%	45%
	Mitt Romney, Republican	31%	5%	70%	15%
	Neither	10%	6%	8%	20%
	Don't know	19%	21%	16%	20%
Women's rights	Barack Obama, Democrat	57%	88%	19%	61%
	Mitt Romney, Republican	23%	2%	56%	6%
	Neither	9%	4%	11%	17%
	Don't know	10%	6%	13%	15%
The environment	Barack Obama, Democrat	47%	73%	15%	53%
	Mitt Romney, Republican	22%	6%	49%	5%
	Neither	12%	7%	13%	24%
	Don't know	19%	15%	23%	18%
Israel	Barack Obama, Democrat	32%	58%	4%	27%
	Mitt Romney, Republican	33%	4%	69%	33%
	Neither	12%	10%	8%	19%
	Don't know	24%	27%	19%	21%
The American auto industry	Barack Obama, Democrat	52%	84%	12%	62%
	Mitt Romney, Republican	27%	4%	62%	10%
	Neither	9%	4%	12%	12%
	Don't know	12%	9%	14%	16%





# Ipsos Poll Conducted for Reuters

## State-Level Election Tracking: Florida

### FLORIDA

A sample of 1,107 American Registered Voters (RVs) and 743 Likely Voters (LVs), age 18 and over in Florida was interviewed online. Data below has a credibility interval of plus or minus 3.4 percentage points for RVs and 4.1 for LVs.

**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?**

	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	46%	47%	87%	9%	48%
Mitt Romney for president and Paul Ryan for vice president, the Republicans	46%	44%	9%	87%	31%
Wouldn't vote	*%	1%	%	%	2%
None / Other	4%	3%	1%	2%	9%
Don't know / Refused	4%	5%	2%	2%	11%

**Q2. If the election for U.S. Senate were held today and the candidates were [ROTATE] Democrat Bill Nelson and Republican Connie Mack [END ROTATE], for whom would you vote?**

[IF 'NONE/OTHER/DON'T KNOW/REFUSED' AT Q2]

**Q3. Do you lean more towards were [ROTATE] Democratic candidate Bill Nelson or Republican candidate Connie Mack [END ROTATE]?**

	All LIKELY Voters (LV)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Bill Nelson, the Democrat	54%	55%	86%	24%	60%
Connie Mack, the Republican	39%	34%	6%	68%	19%
Wouldn't vote	1%	2%	2%	2%	1%
None / Other	3%	3%	2%	3%	4%
Don't know / Refused	3%	7%	4%	3%	15%

**Q4. Thinking about the elections in 2012, if the election for U.S. Congress were held today, would you vote for the Democratic candidate or the Republican candidate in your district where you live?**

[IF 'NONE/OTHER/DON'T KNOW/REFUSED' AT Q4]

**Q5. If you had to choose, would you lean more towards the Democratic candidate or the Republican candidate?**

	All LIKELY Voters (LV)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Democratic candidate	47%	46%	88%	8%	46%
Republican candidate	46%	42%	7%	86%	26%
Candidate from another political party	1%	2%	%	2%	5%
Will not/do not plan to vote	2%	1%	1%	%	2%
Don't know / Refused	4%	9%	4%	5%	21%

[ASK IF OBAMA OR ROMNEY SELECTED IN Q1]

**Q6. 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=1,020)	All Registered Voters (RV)	Obama Voters (RV)	Romney Voters (RV)
Definitely will vote for candidate	94%	93%	94%
Could change my mind	6%	7%	6%



# Ipsos Poll Conducted for Reuters

## State-Level Election Tracking: Florida

**Q7. 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	52%	54%	51%	58%
No	48%	46%	49%	42%

[IF "Yes" at Q7]

**Q8. For whom did you vote for President?**

<i>(n=646 for All RVs; 264 for Dem RVs; 303 for Repub RVs)</i>	<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,	53%	93%	11%	
Mitt Romney for President and Paul Ryan for Vice President,	43%	5%	86%	<i>Base size too small to report data</i>
Other	4%	2%	3%	

**Q9. In your opinion, what is the most important problem facing the US today?**

	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>
Economy generally	45%	39%	55%	36%
Unemployment / lack of jobs	21%	20%	19%	23%
War / foreign conflicts	3%	4%	1%	7%
Immigration	2%	2%	1%	2%
Terrorism / terrorist attacks	2%	4%	2%	1%
Healthcare	8%	13%	5%	4%
Energy issues	%	%	%	1%
Morality	3%	1%	6%	1%
Education	4%	6%	2%	11%
Crime	1%	2%	%	1%
Environment	2%	4%	1%	4%
Don't know	1%	%	1%	1%
Other, please specify:	7%	5%	7%	8%

<b>PARTY ID</b>	<u>All Registered Voters (RV)</u>
Strong Democrat	13%
Moderate Democrat	23%
Lean Democrat	7%
Lean Republican	8%
Moderate Republican	21%
Strong Republican	13%
Independent	10%
None of these	3%
DK	2%



# Ipsos Poll Conducted for Reuters

## State-Level Election Tracking: Florida

### CANDIDATE PREFERENCES ON POLICIES (p1)

Q10. In your opinion, which candidate for President has a better plan, policy or approach to each of the following?

		All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Healthcare	Barack Obama, Democrat	44%	82%	8%	48%
	Mitt Romney, Republican	36%	6%	73%	29%
	Neither	12%	7%	14%	18%
	Don't know	7%	5%	4%	5%
The war on terror	Barack Obama, Democrat	42%	77%	11%	46%
	Mitt Romney, Republican	31%	4%	65%	19%
	Neither	12%	8%	13%	15%
	Don't know	15%	11%	12%	19%
Iran	Barack Obama, Democrat	39%	72%	6%	42%
	Mitt Romney, Republican	31%	4%	66%	17%
	Neither	12%	8%	13%	17%
	Don't know	19%	16%	16%	24%
The US economy	Barack Obama, Democrat	37%	73%	7%	25%
	Mitt Romney, Republican	44%	11%	83%	40%
	Neither	10%	7%	7%	20%
	Don't know	9%	10%	3%	15%
Immigration	Barack Obama, Democrat	36%	67%	8%	39%
	Mitt Romney, Republican	33%	6%	67%	21%
	Neither	14%	9%	16%	24%
	Don't know	17%	19%	10%	16%
Social Security	Barack Obama, Democrat	43%	80%	8%	45%
	Mitt Romney, Republican	31%	4%	65%	20%
	Neither	13%	8%	16%	20%
	Don't know	13%	9%	11%	15%
Medicare	Barack Obama, Democrat	44%	82%	11%	44%
	Mitt Romney, Republican	33%	5%	68%	24%
	Neither	10%	7%	11%	13%
	Don't know	12%	7%	10%	18%
Taxes	Barack Obama, Democrat	43%	78%	9%	43%
	Mitt Romney, Republican	39%	8%	75%	32%
	Neither	11%	7%	12%	15%
	Don't know	8%	7%	5%	10%
Gay marriage	Barack Obama, Democrat	50%	82%	20%	47%
	Mitt Romney, Republican	22%	2%	46%	13%
	Neither	14%	8%	20%	16%
	Don't know	14%	8%	14%	24%
Jobs and employment	Barack Obama, Democrat	40%	76%	8%	30%
	Mitt Romney, Republican	43%	8%	84%	39%
	Neither	9%	8%	5%	19%
	Don't know	8%	7%	3%	13%
Federal Government deficit	Barack Obama, Democrat	28%	56%	2%	30%
	Mitt Romney, Republican	44%	10%	84%	38%
	Neither	15%	19%	7%	21%
	Don't know	13%	15%	6%	10%



# Ipsos Poll Conducted for Reuters

## State-Level Election Tracking: Florida

### CANDIDATE PREFERENCES ON POLICIES (p2)

Q10. In your opinion, which candidate for President has a better plan, policy or approach to each of the following?

		All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Supporting small businesses	Barack Obama, Democrat	40%	76%	7%	33%
	Mitt Romney, Republican	42%	9%	82%	33%
	Neither	8%	6%	6%	12%
	Don't know	10%	10%	4%	22%
Education	Barack Obama, Democrat	45%	80%	13%	43%
	Mitt Romney, Republican	30%	4%	62%	19%
	Neither	12%	7%	12%	24%
	Don't know	14%	9%	13%	14%
Foreign policy	Barack Obama, Democrat	42%	74%	9%	56%
	Mitt Romney, Republican	33%	6%	68%	21%
	Neither	9%	5%	12%	12%
	Don't know	16%	15%	12%	11%
Women's rights	Barack Obama, Democrat	52%	85%	21%	56%
	Mitt Romney, Republican	24%	4%	50%	10%
	Neither	10%	3%	14%	17%
	Don't know	14%	8%	15%	17%
The environment	Barack Obama, Democrat	47%	77%	19%	48%
	Mitt Romney, Republican	25%	4%	52%	15%
	Neither	11%	5%	13%	23%
	Don't know	17%	14%	16%	14%
Israel	Barack Obama, Democrat	33%	63%	5%	35%
	Mitt Romney, Republican	34%	5%	71%	25%
	Neither	10%	8%	10%	14%
	Don't know	22%	24%	14%	25%
The American auto industry	Barack Obama, Democrat	44%	79%	12%	48%
	Mitt Romney, Republican	30%	4%	63%	20%
	Neither	10%	5%	12%	10%
	Don't know	16%	12%	13%	21%



# Ipsos Poll Conducted for Reuters

## State-Level Election Tracking: Colorado

### COLORADO

A sample of 974 American Registered Voters (RVs) and 676 Likely Voters (LVs), age 18 and over in Colorado was interviewed online. Data below has a credibility interval of plus or minus 3.6 percentage points for RVs and 4.3 for LVs.

**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?**

	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	48%	50%	93%	6%	41%
Mitt Romney for president and Paul Ryan for vice president, the Republicans	48%	42%	3%	88%	42%
Wouldn't vote	*%	2%	1%	%	8%
None / Other	3%	3%	1%	4%	5%
Don't know / Refused	2%	2%	3%	1%	4%

**Q2. Thinking about the elections in 2012, if the election for U.S. Congress were held today, would you vote for the Democratic candidate or the Republican candidate in your district where you live?**

[IF 'NONE/OTHER/DON'T KNOW/REFUSED' AT Q2]

**Q3. If you had to choose, would you lean more towards the Democratic candidate or the Republican candidate?**

	All LIKELY Voters (LV)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Democratic candidate	48%	50%	92%	5%	43%
Republican candidate	45%	41%	3%	89%	31%
Candidate from another political party	4%	5%	1%	4%	13%
Will not/do not plan to vote	*%	1%	1%	%	2%
Don't know / Refused	3%	4%	4%	2%	10%

[ASK IF OBAMA OR ROMNEY SELECTED IN Q1]

**Q4. 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=918)	All Registered Voters (RV)	Obama Voters (RV)	Romney Voters (RV)
Definitely will vote for candidate	94%	93%	94%
Could change my mind	6%	7%	6%

PARTY ID	All Registered Voters (RV)
Strong Democrat	14%
Moderate Democrat	16%
Lean Democrat	16%
Lean Republican	12%
Moderate Republican	13%
Strong Republican	15%
Independent	13%
None of these	1%
DK	1%



# Ipsos Poll Conducted for Reuters

## State-Level Election Tracking: Colorado

**Q5. 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	70%	77%	63%	70%
No	30%	23%	37%	30%

[IF "Yes" at Q5]

**Q6. For whom did you vote for President?**

<i>(n=755 for All RVs; 364 for Dem RVs; 309 for Repub RVs)</i>	<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,	56%	96%	5%	
Mitt Romney for President and Paul Ryan for Vice President,	40%	2%	91%	<i>Base size too small to report data</i>
Other	4%	2%	4%	

**Q7. In your opinion, what is the most important problem facing the US today?**

	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>
Economy generally	45%	36%	60%	37%
Unemployment / lack of jobs	12%	13%	11%	8%
War / foreign conflicts	3%	3%	1%	8%
Immigration	5%	6%	4%	3%
Terrorism / terrorist attacks	1%	%	1%	0%
Healthcare	7%	11%	2%	6%
Energy issues	2%	3%	%	2%
Morality	6%	2%	10%	5%
Education	7%	11%	3%	4%
Crime	%	%	%	0%
Environment	3%	4%	1%	5%
Don't know	%	1%	%	1%
Other, please specify:	10%	9%	7%	23%



# Ipsos Poll Conducted for Reuters

## State-Level Election Tracking: Colorado

### CANDIDATE PREFERENCES ON POLICIES (p1)

Q10. In your opinion, which candidate for President has a better plan, policy or approach to each of the following?

		All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Healthcare	Barack Obama, Democrat	46%	82%	6%	42%
	Mitt Romney, Republican	35%	3%	78%	22%
	Neither	13%	8%	13%	31%
	Don't know	6%	8%	4%	5%
The war on terror	Barack Obama, Democrat	43%	77%	6%	38%
	Mitt Romney, Republican	30%	1%	69%	16%
	Neither	14%	9%	13%	29%
	Don't know	13%	13%	11%	17%
Iran	Barack Obama, Democrat	37%	64%	6%	34%
	Mitt Romney, Republican	28%	2%	62%	18%
	Neither	19%	14%	20%	34%
	Don't know	16%	19%	12%	14%
The US economy	Barack Obama, Democrat	39%	73%	3%	34%
	Mitt Romney, Republican	42%	3%	91%	31%
	Neither	10%	12%	3%	25%
	Don't know	8%	11%	3%	11%
Immigration	Barack Obama, Democrat	34%	63%	4%	33%
	Mitt Romney, Republican	32%	3%	71%	17%
	Neither	19%	18%	15%	33%
	Don't know	15%	16%	11%	17%
Social Security	Barack Obama, Democrat	41%	74%	6%	35%
	Mitt Romney, Republican	31%	2%	69%	22%
	Neither	14%	10%	10%	36%
	Don't know	14%	14%	14%	7%
Medicare	Barack Obama, Democrat	42%	75%	7%	33%
	Mitt Romney, Republican	31%	1%	68%	27%
	Neither	13%	8%	13%	30%
	Don't know	14%	16%	11%	10%
Taxes	Barack Obama, Democrat	44%	78%	6%	41%
	Mitt Romney, Republican	37%	3%	81%	29%
	Neither	13%	13%	8%	25%
	Don't know	6%	6%	5%	6%
Gay marriage	Barack Obama, Democrat	54%	81%	21%	59%
	Mitt Romney, Republican	21%	2%	47%	13%
	Neither	12%	7%	18%	16%
	Don't know	13%	11%	14%	12%
Jobs and employment	Barack Obama, Democrat	41%	75%	5%	37%
	Mitt Romney, Republican	40%	5%	87%	27%
	Neither	12%	11%	6%	30%
	Don't know	7%	9%	2%	7%
Federal Government deficit	Barack Obama, Democrat	29%	55%	2%	25%
	Mitt Romney, Republican	44%	8%	86%	40%
	Neither	19%	25%	9%	26%
	Don't know	9%	12%	4%	10%



# Ipsos Poll Conducted for Reuters

## State-Level Election Tracking: Colorado

### CANDIDATE PREFERENCES ON POLICIES (p2)

Q10. In your opinion, which candidate for President has a better plan, policy or approach to each of the following?

		<u>All Registered</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
		<u>Voters (RV)</u>	<u>(RV)</u>	<u>(RV)</u>	<u>(RV)</u>
Supporting small businesses	Barack Obama, Democrat	39%	71%	5%	30%
	Mitt Romney, Republican	45%	9%	87%	43%
	Neither	8%	10%	3%	18%
	Don't know	8%	11%	4%	8%
Education	Barack Obama, Democrat	48%	86%	9%	38%
	Mitt Romney, Republican	30%	1%	68%	18%
	Neither	14%	9%	13%	33%
	Don't know	8%	4%	9%	11%
Foreign policy	Barack Obama, Democrat	43%	76%	8%	37%
	Mitt Romney, Republican	32%	2%	72%	19%
	Neither	14%	9%	14%	27%
	Don't know	12%	13%	6%	17%
Women's rights	Barack Obama, Democrat	60%	90%	22%	68%
	Mitt Romney, Republican	21%	1%	47%	13%
	Neither	13%	5%	23%	13%
	Don't know	6%	3%	8%	6%
The environment	Barack Obama, Democrat	50%	82%	13%	50%
	Mitt Romney, Republican	24%	1%	56%	14%
	Neither	13%	7%	16%	24%
	Don't know	13%	10%	15%	12%
Israel	Barack Obama, Democrat	33%	57%	5%	35%
	Mitt Romney, Republican	34%	2%	74%	26%
	Neither	16%	18%	10%	25%
	Don't know	18%	23%	12%	14%
The American auto industry	Barack Obama, Democrat	48%	77%	17%	38%
	Mitt Romney, Republican	25%	1%	55%	18%
	Neither	11%	8%	9%	28%
	Don't know	16%	14%	19%	16%





# Ipsos Poll Conducted for Reuters

## 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 . 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 weighting<sup>2</sup>

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

<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.*