Ipsos Poll Conducted for Reuters
State-Level Election Tracking: 10.31.12

These are findings from Ipsos polling conducted for Thomson Reuters from Oct. 29-31, 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 855 American Registered Voters (RVs) and 703 Likely Voters (LVs), age 18 and over in Virginia was interviewed online. Data below has a credibility interval of plus or minus 3.8 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%	54%	92%	4%	50%
Mitt Romney for president and Paul Ryan for vice president, the Republicans	46%	37%	3%	91%	21%
Wouldn't vote	*%	1%	0%	%	7%
None / Other	2%	2%	1%	2%	6%
Don't know / Refused	4%	5%	3%	2%	15%

[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=776)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Definitely will vote for candidate	92%	94%	94%	78%
Could change my mind	8%	6%	6%	22%

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?

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Yes	13%	14%	8%	26%
No	87%	86%	92%	74%

[IF "Yes" at Q3, ASK Q4]
Q4. For whom did you vote for President?

(n=97)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Barack Obama for President and Joe Biden for Vice President	68%			
Mitt Romney for President and Paul Ryan for Vice President	30%	*Base size too small to report data*		
Other	2%			

[IF "No" at Q3, ASK Q5]
Q5. And do you plan to vote at an early voting location or by mailing in an early voting or absentee ballot?

(n=758)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Yes – I plan to vote at an early voting location	11%	14%	6%	14%
Yes – I plan to mail in an early voting ballot	*%	*%	0%	0%
Yes – I plan to mail in an absentee ballot	2%	%	3%	4%
No – I do not plan to vote early	87%	85%	91%	82%

Q6. 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 Q6]
Q7. 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	47%	50%	90%	4%	37%
George Allen, the Republican	45%	38%	4%	90%	29%
Wouldn't vote	3%	5%	4%	1%	8%
None / Other	1%	1%	1%	1%	4%
Don't know / Refused	4%	6%	2%	4%	21%

Q8. 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 Q8]
Q9. If you had to choose, would you lean more towards the Democratic candidate or the Republican candidate?

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Democratic candidate	48%	89%	3%	24%
Republican candidate	37%	3%	93%	21%
Candidate from another political party	2%	1%	1%	7%
Will not/do not plan to vote	*%	*%	*%	2%
Don't know / Refused	12%	7%	2%	46%

PARTY ID	All Registered Voters (RV)
Strong Democrat	16%
Moderate Democrat	19%
Lean Democrat	11%
Lean Republican	9%
Moderate Republican	17%
Strong Republican	9%
Independent	14%
None of these	4%
DK	2%

OHIO

A sample of 985 American Registered Voters (RVs) and 885 Likely Voters (LVs), age 18 and over in Ohio was interviewed online. Data below has a credibility interval of plus or minus 3.6 percentage points for RVs and 3.8 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%	45%	86%	4%	35%
Mitt Romney for president and Paul Ryan for vice president, the Republicans	45%	41%	6%	89%	30%
Wouldn't vote	*%	2%	3%	%	2%
None / Other	4%	4%	1%	1%	18%
Don't know / Refused	4%	8%	5%	6%	15%

[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=872)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Definitely will vote for candidate	92%	94%	93%	79%
Could change my mind	8%	6%	7%	21%

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?

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Yes	32%	43%	21%	23%
No	68%	57%	79%	77%

[IF "Yes" at Q3, ASK Q4]
Q4. For whom did you vote for President?

(n=331)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Barack Obama for President and Joe Biden for Vice President,	60%			
Mitt Romney for President and Paul Ryan for Vice President,	32%	*Base size too small to report data*		
Other	9%			

[IF "No" at Q3, ASK Q5]

Q5. And do you plan to vote at an early voting location or by mailing in an early voting or absentee ballot?

(n=654)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Yes – I plan to vote at an early voting location	10%	15%	8%	10%
Yes – I plan to mail in an early voting ballot	2%	1%	2%	%
Yes – I plan to mail in an absentee ballot	8%	12%	6%	4%
No – I do not plan to vote early	80%	73%	84%	86%

Q6. 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 Q6]

Q7. 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	49%	46%	86%	8%	36%
Josh Mandel, the Republican	41%	40%	6%	81%	36%
Wouldn't vote	1%	3%	3%	2%	5%
None / Other	4%	3%	1%	2%	13%
Don't know / Refused	5%	8%	5%	6%	10%

Q8. 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 Q8]

Q9. If you had to choose, would you lean more towards the Democratic candidate or the Republican candidate?

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Democratic candidate	43%	85%	3%	18%
Republican candidate	41%	7%	91%	22%
Candidate from another political party	5%	1%	1%	35%
Will not/do not plan to vote	1%	%	1%	2%
Don't know / Refused	11%	7%	5%	23%

PARTY ID	All Registered Voters (RV)
Strong Democrat	15%
Moderate Democrat	22%
Lean Democrat	8%
Lean Republican	9%
Moderate Republican	19%
Strong Republican	11%
Independent	12%
None of these	2%
DK	3%

FLORIDA

A sample of 963 American Registered Voters (RVs) and 716 Likely Voters (LVs), age 18 and over in Florida was interviewed online. Data below has a credibility interval of plus or minus 4.0 percentage points for RVs and 4.2 for LVs.
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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%	45%	85%	5%	49%
Mitt Romney for president and Paul Ryan for vice president, the Republicans	47%	44%	8%	86%	21%
Wouldn't vote	*%	3%	2%	4%	5%
None / Other	1%	3%	1%	2%	11%
Don't know / Refused	4%	6%	5%	3%	14%

[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=873)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Definitely will vote for candidate	91%	90%	93%	82%
Could change my mind	9%	10%	7%	18%

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?

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Yes	35%	39%	32%	27%
No	65%	61%	68%	73%

[IF "Yes" at Q3, ASK Q4]
Q4. For whom did you vote for President?

(n=385)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Barack Obama for President and Joe Biden for Vice President,	53%			
Mitt Romney for President and Paul Ryan for Vice President,	45%	*Base size too small to report data*		
Other	2%			

[IF "No" at Q3, ASK Q5]

Q5. And do you plan to vote at an early voting location or by mailing in an early voting or absentee ballot?

(n=578)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Yes – I plan to vote at an early voting location	37%	35%	36%	46%
Yes – I plan to mail in an early voting ballot	6%	8%	5%	2%
Yes – I plan to mail in an absentee ballot	4%	2%	6%	1%
No – I do not plan to vote early	53%	54%	52%	50%

Q6. 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 Q6]
Q7. 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	52%	48%	81%	18%	43%
Connie Mack, the Republican	42%	37%	6%	73%	17%
Wouldn't vote	1%	4%	2%	4%	14%
None / Other	1%	3%	2%	2%	9%
Don't know / Refused	5%	9%	9%	4%	17%

Q8. 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 Q8]
Q9. If you had to choose, would you lean more towards the Democratic candidate or the Republican candidate?

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Democratic candidate	48%	89%	11%	37%
Republican candidate	40%	6%	81%	17%
Candidate from another political party	2%	1%	1%	11%
Will not/do not plan to vote	1%	%	1%	3%
Don't know / Refused	9%	4%	5%	32%

PARTY ID	All Registered Voters (RV)
Strong Democrat	16%
Moderate Democrat	19%
Lean Democrat	8%
Lean Republican	7%
Moderate Republican	22%
Strong Republican	15%
Independent	11%
None of these	2%
DK	1%

COLORADO

A sample of 879 American Registered Voters (RVs) and 744 Likely Voters (LVs), age 18 and over in Colorado was interviewed online. Data below has a credibility interval of plus or minus 3.8 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	45%	42%	87%	4%	43%
Mitt Romney for president and Paul Ryan for vice president, the Republicans	46%	46%	5%	90%	21%
Wouldn't vote	0%	1%	1%	0%	2%
None / Other	3%	4%	1%	4%	12%
Don't know / Refused	6%	6%	5%	2%	22%

[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=800)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Definitely will vote for candidate	93%	93%	96%	79%
Could change my mind	7%	7%	4%	21%

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?

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Yes	61%	69%	57%	56%
No	39%	31%	43%	44%

[IF "Yes" at Q3, ASK Q4]
Q4. For whom did you vote for President?

(n=566)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Barack Obama for President and Joe Biden for Vice President,	50%			
Mitt Romney for President and Paul Ryan for Vice President,	43%	*Base size too small to report data*		
Other	7%			

[IF "No" at Q3, ASK Q5]
Q5. And do you plan to vote at an early voting location or by mailing in an early voting or absentee ballot?

(n=313)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Yes – I plan to vote at an early voting location	17%	18%	15%	21%
Yes – I plan to mail in an early voting ballot	43%	44%	49%	21%
Yes – I plan to mail in an absentee ballot	13%	14%	13%	14%
No – I do not plan to vote early	27%	24%	23%	43%

Q6. 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 Q6]
Q7. If you had to choose, would you lean more towards the Democratic candidate or the Republican candidate?

	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Democratic candidate	38%	82%	3%	30%
Republican candidate	47%	5%	91%	21%
Candidate from another political party	8%	6%	3%	26%
Will not/do not plan to vote	1%	2%	%	0%
Don't know / Refused	7%	5%	2%	23%

PARTY ID	All Registered Voters (RV)
Strong Democrat	11%
Moderate Democrat	16%
Lean Democrat	12%
Lean Republican	12%
Moderate Republican	20%
Strong Republican	12%
Independent	15%
None of these	2%
DK	1%

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 ($\bar{y}$) 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 (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 . 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:

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

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

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.*