



Ipsos Poll Conducted for Reuters

Daily Election Tracking: 11.04.12

These are findings from an Ipsos poll conducted for Thomson Reuters from Oct. 31-Nov. 4, 2012. For the survey, a sample of 5,158 American registered voters and 3,805 Likely Voters (all age 18 and over) was interviewed online. On October 29th, Ipsos began boosting sample in four swing states, which accounts for the increase in our overall sample size. The data collected in these states are included in our national sample, although weighted appropriately to reflect the population of each state relative to the national population. 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 3.0 percentage points for Registered Voters and 3.4 for Likely Voters. Likely voter model adjusted to include all respondents who have voted, as of 10.15.12. For more information about credibility intervals, please see the appendix.

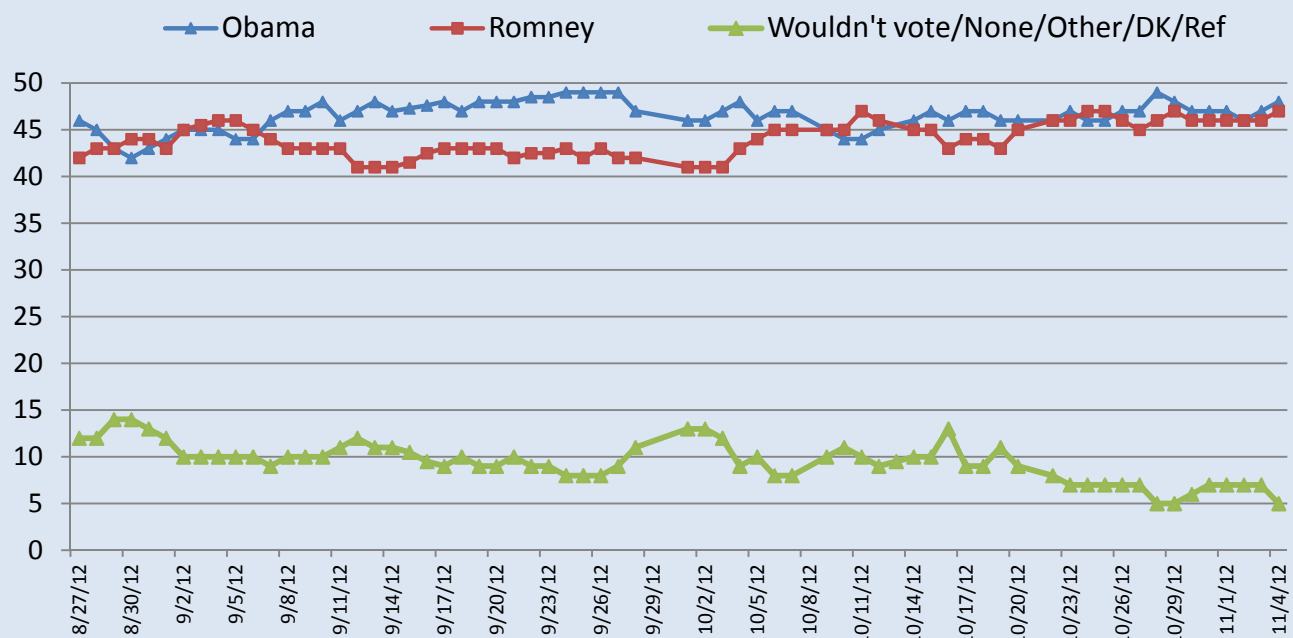
The data were weighted to the U.S. current population data by gender, age, education, and ethnicity. Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Figures marked by an asterisk (*) indicate a percentage value of greater than zero but less than one half of one per cent. Where figures do not sum to 100, this is due to the effects of rounding.

VOTING INTENTION

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%	48%	90%	9%	33%
Mitt Romney for president and Paul Ryan for vice president, the Republicans	47%	42%	6%	85%	42%
Wouldn't vote	*%	1%	%	1%	3%
None / Other	2%	3%	1%	2%	12%
Don't know / Refused	3%	5%	3%	3%	9%

Obama & Romney Vote Share Daily Data: 2012 Conventions to present (Likely Voters only)





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OTHER VOTING QUESTIONS

[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=4,739)	All Registered Voters (RV)	Obama Voters (RV)	Romney Voters (RV)
Definitely will vote for candidate	91%	91%	91%
Could change my mind	9%	9%	9%

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	33%	35%	34%	28%
No	67%	65%	66%	72%

[IF "Yes" at Q3, ASK Q4]

Q4. For whom did you vote for President?

(n=2,258 for All RVs; 1,037 for Democrats; 968 for Republicans; 213 for Independents)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Barack Obama for President and Joe Biden for Vice President,	51%	91%	10%	41%
Mitt Romney for President and Paul Ryan for Vice President,	45%	5%	89%	55%
Other	1%	1%	1%	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=2,900)	All Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Yes – I plan to vote at an early voting location	11%	11%	9%	18%
Yes – I plan to mail in an early voting ballot	4%	7%	2%	4%
Yes – I plan to mail in an absentee ballot	2%	2%	1%	3%
No – I do not plan to vote early	83%	81%	87%	75%

PARTY ID	All Registered Voters (RV)
Strong Democrat	15%
Moderate Democrat	20%
Lean Democrat	10%
Lean Republican	8%
Moderate Republican	19%
Strong Republican	13%
Independent	10%
None of these	2%
DK	2%



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GENERAL QUESTIONS

Q6. Regardless of how you will vote, if you were to wager money, who would you pick to win the presidential race?

	<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,	51%	81%	22%	43%
Mitt Romney for President and Paul Ryan for Vice President,	32%	8%	62%	26%
Other	1%	1%	%	4%
Don't know	16%	11%	16%	27%

Q7. Regardless of how you will vote, if you were to wager money, who would you pick to win the presidential race in your state?

	<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,	45%	68%	24%	38%
Mitt Romney for President and Paul Ryan for Vice President,	42%	23%	65%	39%
Other	1%	%	1%	2%
Don't know	12%	8%	11%	21%

Q8. Has anyone called you or talked to you in person on behalf of either major presidential campaign about coming out to vote?

	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>
Yes, for Barack Obama	10%	19%	3%	5%
Yes, for Mitt Romney	7%	2%	13%	3%
Yes, for both Obama and Romney	18%	15%	20%	18%
No, I not contacted	65%	64%	64%	73%

Q9. What is the most important issue in determining your vote?

	<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>
Economy in general	41%	34%	49%	37%
Unemployment, jobs	13%	13%	13%	12%
Healthcare generally	9%	13%	6%	9%
Deficit/budget	7%	3%	11%	11%
Social issues like abortion and same-sex marriage	7%	9%	7%	5%
Taxes	3%	4%	2%	3%
Social Security	4%	4%	3%	5%
Medicare/Medicaid	2%	3%	1%	4%
Education	2%	3%	%	2%
The environment	1%	2%	%	2%
Energy, gas prices	1%	1%	1%	1%
Immigration	1%	1%	1%	1%
International issues/conflicts abroad	1%	2%	%	1%
Crime, law & order	1%	1%	%	0%
Other (specify)	6%	7%	6%	7%



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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?

		<u>All Registered Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>
Healthcare	Barack Obama, Democrat	43%	78%	8%	31%
	Mitt Romney, Republican	38%	7%	76%	33%
	Neither	11%	9%	9%	23%
	Don't know	8%	6%	7%	13%
The war on terror	Barack Obama, Democrat	43%	77%	9%	37%
	Mitt Romney, Republican	33%	5%	68%	24%
	Neither	11%	9%	9%	21%
	Don't know	14%	9%	14%	18%
Iran	Barack Obama, Democrat	36%	67%	5%	27%
	Mitt Romney, Republican	31%	5%	63%	23%
	Neither	12%	9%	12%	21%
	Don't know	22%	20%	19%	28%
The US economy	Barack Obama, Democrat	40%	77%	6%	22%
	Mitt Romney, Republican	42%	8%	82%	45%
	Neither	10%	8%	7%	22%
	Don't know	8%	7%	6%	12%
Immigration	Barack Obama, Democrat	34%	63%	7%	24%
	Mitt Romney, Republican	34%	8%	66%	30%
	Neither	13%	11%	11%	25%
	Don't know	18%	17%	16%	21%
Social Security	Barack Obama, Democrat	42%	77%	10%	30%
	Mitt Romney, Republican	33%	6%	67%	26%
	Neither	11%	7%	12%	25%
	Don't know	13%	11%	12%	19%
Medicare	Barack Obama, Democrat	43%	78%	9%	31%
	Mitt Romney, Republican	33%	4%	69%	25%
	Neither	12%	9%	12%	27%
	Don't know	12%	9%	10%	18%
Taxes	Barack Obama, Democrat	42%	77%	8%	32%
	Mitt Romney, Republican	38%	7%	77%	33%
	Neither	9%	8%	7%	20%
	Don't know	10%	9%	8%	15%
Gay marriage	Barack Obama, Democrat	46%	76%	18%	33%
	Mitt Romney, Republican	26%	7%	49%	22%
	Neither	13%	8%	17%	22%
	Don't know	15%	9%	16%	23%
Jobs and employment	Barack Obama, Democrat	40%	76%	8%	23%
	Mitt Romney, Republican	43%	10%	81%	42%
	Neither	8%	6%	5%	22%
	Don't know	9%	8%	6%	13%
Federal Government deficit	Barack Obama, Democrat	31%	60%	4%	21%
	Mitt Romney, Republican	43%	11%	81%	41%
	Neither	13%	13%	8%	25%
	Don't know	13%	16%	7%	13%



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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 Voters (RV)</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>
Supporting small businesses	Barack Obama, Democrat	39%	73%	8%	26%
	Mitt Romney, Republican	40%	9%	77%	41%
	Neither	8%	6%	6%	19%
	Don't know	13%	12%	9%	14%
Education	Barack Obama, Democrat	47%	81%	14%	35%
	Mitt Romney, Republican	29%	5%	59%	22%
	Neither	11%	6%	11%	24%
	Don't know	13%	8%	15%	19%
Foreign policy	Barack Obama, Democrat	42%	75%	10%	33%
	Mitt Romney, Republican	33%	6%	67%	30%
	Neither	10%	6%	10%	21%
	Don't know	15%	13%	14%	17%
Women's rights	Barack Obama, Democrat	52%	86%	20%	42%
	Mitt Romney, Republican	25%	3%	53%	20%
	Neither	10%	4%	14%	23%
	Don't know	12%	7%	13%	14%
The environment	Barack Obama, Democrat	46%	78%	16%	39%
	Mitt Romney, Republican	25%	5%	52%	17%
	Neither	11%	7%	12%	22%
	Don't know	17%	11%	20%	22%
Israel	Barack Obama, Democrat	32%	60%	6%	22%
	Mitt Romney, Republican	35%	7%	68%	35%
	Neither	12%	12%	10%	21%
	Don't know	21%	21%	16%	21%
The American auto industry	Barack Obama, Democrat	44%	77%	12%	34%
	Mitt Romney, Republican	29%	5%	59%	23%
	Neither	11%	6%	12%	23%
	Don't know	16%	12%	17%	21%



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Electoral College Projection

Ipsos' Electoral College model includes our own data, previous election outcome data, data from other pollsters, and aggregated poll data.

The most recent projection shows that Obama has a solid lead over Romney in 14 states, which represent 177 Electoral College votes. These are the 'Likely Obama' states. Romney has a solid lead over Obama in 17 states (127 EC votes), which are the 'Likely Romney' states. In these states, the projected winner has a lead of 7 or more in the polls (on average).

Some states are close but tend to 'lean' towards one candidate or the other. In our projection, these are the 'Lean Obama' (24 EC votes) or 'Lean Romney' (63 EC votes) states. In these states, the projected winner has a lead of between 3 and 6 in the polls (on average).

The remaining 12 states (representing 147 Electoral College votes) are too close to call. In these states, the two candidates are within 3 points of each other (on average).

IPSOS ELECTORAL COLLEGE PROJECTION

	# of states	# of Electoral College Votes
Likely Obama	14	177
Lean Obama (Toss-up)	3	24
Toss-up (Too close to call)	12	147
Lean Romney (Toss-up)	7	63
Likely Romney	17	127



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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., $Y|\theta \sim \text{Bin}(n, \theta)$, 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 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 ($\pi(\theta|y) \sim \beta(y+a, n-y+b)$), 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 . 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 weighting²

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.