



Ipsos Poll Conducted for Reuters

State-Level Election Tracking-Iowa: 10.30.14

These are findings from Ipsos polling conducted for Thomson Reuters from October 23-29, 2014. State-specific sample details are below. The data are weighted to Iowa's current population voter data (CPS) 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. 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.

IOWA

A sample of 1,129 Likely Voters (LVs) age 18 and over in Iowa was interviewed online. Data below has a credibility interval of plus or minus 3.3 percentage points.

Q1. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

Right direction	28%
Wrong track	63%
Don't know	9%

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

Right direction	61%
Wrong track	27%
Don't know	12%

Q3. Have you already voted in the upcoming November midterm elections by going to an early voting location, or by mailing in an early voting or absentee ballot, or not?

Yes	37%
No	63%

SENATE RACE:

Q4. For whom did you vote for Senate? (ASKED OF THOSE WHO HAVE ALREADY VOTED, n=468)

Q5. If the 2014 Senate election were held today and the candidates Republican Joni Ernst or Democrat Bruce Braley, for whom would you vote? (ASKED OF THOSE WHO HAVE NOT ALREADY VOTED, n=661)

Joni Ernst (Republican)	45%
Bruce Braley (Democrat)	45%
Didn't cast a vote in this race	1%
None / Other	4%
Don't know / Refused	6%

GUBERNATORIAL RACE:

Q6. For whom did you vote for Governor? (ASKED OF THOSE WHO HAVE ALREADY VOTED, n=468)

Q7. If the 2014 gubernatorial election were held today and the candidates Republican Terry Branstad or Democrat Jack Hatch, for whom would you vote? (ASKED OF THOSE WHO HAVE NOT ALREADY VOTED, n=661)

Terry Branstad (Republican)	57%
Jack Hatch (Democrat)	34%
Didn't cast a vote in this race	*%
None / Other	4%
Don't know / Refused	5%

CONGRESSIONAL RACE:

Q8. For whom did you vote for Congress in the district where you live? (ASKED OF THOSE WHO HAVE ALREADY VOTED, n=468)

Q9. Thinking about the elections in 2014, 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? (ASKED OF THOSE WHO HAVE NOT ALREADY VOTED, n=661)

Democratic candidate	40%
Republican candidate	47%
Candidate from another political party	2%
Didn't cast a vote in this race	*%
Don't know / Refused	10%

Q10. How familiar are you with the following public figures, taking into account all the ways you may have heard about them?

	Very familiar	Somewhat familiar	Not very familiar	Have heard of them, but that's it	Have not heard about them	TOTAL FAMILIAR	TOTAL AWARE
President Barack Obama	74%	25%	*%	*%	*%	99%	100%
Governor Terry Branstad	71%	25%	3%	1%	*%	96%	100%
Congressman Bruce Braley	40%	47%	10%	3%	*%	87%	100%
State Senator Joni Ernst	37%	50%	9%	4%	1%	86%	99%
State Senator Jack Hatch	20%	43%	27%	9%	1%	63%	99%

Q11. Would you say you are generally favorable or unfavorable towards these public figures? (Asked of those aware of each person)

	Very favorable	Somewhat favorable	Lean towards favorable	Lean towards unfavorable	Somewhat unfavorable	Very unfavorable	TOTAL FAVORABLE	TOTAL UNFAVORABLE
Governor Terry Branstad	27%	24%	14%	14%	7%	14%	65%	35%
State Senator Joni Ernst	18%	16%	16%	12%	10%	29%	50%	50%
State Senator Jack Hatch	7%	16%	25%	24%	13%	15%	48%	52%
Congressman Bruce Braley	14%	21%	13%	14%	13%	24%	48%	52%
President Barack Obama	18%	16%	9%	8%	8%	40%	44%	56%

Q12. What is the most important issue affecting how you plan to vote in the U.S. Senate election between Toni Ernst and Bruce Braley? (Select one)

Economy generally	30%
Healthcare	19%
Morality	10%
Immigration	6%
Unemployment / lack of jobs	6%
Education	4%
Environment	3%
Terrorism / terrorist attacks	1%
Coal and Energy issues	1%
War / foreign conflicts	1%
Crime	*%
Other - WRITE IN	13%
Don't know	7%

Q13. Overall, do you approve or disapprove about the way Barack Obama is handling his job as President?

Q13a. Is that strongly (approve/disapprove) or somewhat (approve/disapprove)? (Asked of those who selected "approve" or "disapprove") Q2b. If you had to choose, do you lean more towards approve or disapprove? (Asked of those who selected "don't know")

	All Likely Voters (LV)	Democrats (LV)	Republicans (LV)	Independents (LV)
Strongly approve	16%	38%	1%	4%
Somewhat approve	22%	43%	2%	26%
Lean towards approve	3%	4%	1%	3%
Lean towards disapprove	1%	1%	%	2%
Somewhat disapprove	11%	7%	12%	18%
Strongly disapprove	46%	6%	84%	43%
Don't know	1%	1%	*%	4%
TOTAL APPROVE	41%	85%	3%	33%
TOTAL DISAPPROVE	58%	14%	97%	63%

(ASKED OF THOSE WHO SELF-IDENTIFIED AS INDEPENDENT AND REPUBLICAN, n=602)

Q14. Please think ahead now to the next Presidential election in two years time, in 2016. If the 2016 Republican presidential primaries were being held today, for whom of the following would you vote?

Governor Mitt Romney (former Republican Presidential Candidate)	17%
Congressman Paul Ryan, chair of the House Budget Committee (former Republican Vice Presidential Candidate)	13%
Governor Chris Christie, governor of New Jersey	12%
Governor Scott Walker, governor of Wisconsin	10%
Governor Jeb Bush, former governor of Florida	10%
Senator Rand Paul, senator from Kentucky	8%
Senator Ted Cruz, senator from Texas	7%
Senator Rick Santorum, former senator from Pennsylvania	6%
Senator Marco Rubio, senator from Florida	6%
Governor Rick Perry, governor of Texas	5%
Wouldn't vote	7%

(ASKED OF THOSE WHO SELF-IDENTIFIED AS INDEPENDENT AND DEMOCRAT, n=552)

Q15. Please think ahead now to the next Presidential election in two years time, in 2016. If the 2016 Democratic presidential primaries were being held today, for whom of the following would you vote?

Former Secretary of State Hillary Clinton	60%
Senator Elizabeth Warren, senator from Massachusetts	17%
Vice President Joe Biden	4%
Governor Andrew Cuomo, governor of New York	3%
Senator Bernie Sanders, senator from Vermont	2%
Senator Kirsten Gillibrand, senator from New York	1%
Governor Martin O'Malley, governor of Maryland	1%
Wouldn't vote	12%

Q16. If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote?

	All LVs	Democrat LVs	Republican LVs	Independent LVs
Former of Secretary of State Hillary Clinton (Democrat)	42%	88%	6%	28%
Congressman Paul Ryan (Republican)	41%	3%	80%	29%
Neither/Other	10%	4%	9%	29%
Wouldn't vote	*%	*%	*%	1%
Don't know/Refused	6%	5%	5%	13%
Former of Secretary of State Hillary Clinton (Democrat)	40%	83%	6%	22%
Governor Chris Christie (Republican)	37%	6%	70%	32%
Neither/Other	13%	3%	16%	26%
Wouldn't vote	1%	*%	1%	5%
Don't know/Refused	9%	8%	7%	15%
Former of Secretary of State Hillary Clinton (Democrat)	44%	90%	7%	28%
Governor Jeb Bush (Republican)	36%	2%	73%	24%
Neither/Other	11%	3%	12%	28%
Wouldn't vote	1%	*%	1%	5%
Don't know/Refused	8%	5%	7%	15%
Former of Secretary of State Hillary Clinton (Democrat)	43%	87%	8%	27%
Senator Rand Paul (Republican)	36%	5%	69%	28%
Neither/Other	12%	3%	14%	27%
Wouldn't vote	1%	*%	1%	3%
Don't know/Refused	8%	5%	9%	15%
Governor Andrew Cuomo (Democrats)	27%	62%	1%	12%
Congressional Paul Ryan (Republican)	41%	6%	78%	30%
Neither/Other	16%	14%	12%	35%
Wouldn't vote	1%	1%	*%	3%
Don't know/Refused	14%	17%	9%	20%

Q16. If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote? (Continued)

	All LVs	Democrat LVs	Republican LVs	Independent LVs
Governor Andrew Cuomo (Democrats)	24%	55%	2%	6%
Governor Chris Christie (Republican)	39%	12%	69%	28%
Neither/Other	18%	11%	16%	38%
Wouldn't vote	2%	2%	2%	5%
Don't know/Refused	17%	21%	11%	23%
Governor Andrew Cuomo (Democrats)	30%	67%	2%	11%
Governor Jeb Bush (Republican)	36%	2%	73%	26%
Neither/Other	16%	11%	15%	35%
Wouldn't vote	3%	4%	1%	5%
Don't know/Refused	14%	15%	10%	23%
Governor Andrew Cuomo (Democrats)	30%	65%	4%	14%
Senator Rand Paul (Republican)	37%	5%	70%	29%
Neither/Other	15%	10%	12%	34%
Wouldn't vote	2%	2%	*%	3%
Don't know/Refused	17%	19%	14%	19%
Vice President Joe Biden (Democrat)	32%	70%	3%	14%
Congressional Paul Ryan (Republican)	45%	8%	83%	36%
Neither/Other	13%	12%	7%	34%
Wouldn't vote	1%	*%	1%	1%
Don't know/Refused	9%	10%	6%	16%
Vice President Joe Biden (Democrat)	30%	67%	2%	12%
Governor Chris Christie (Republican)	41%	10%	73%	33%
Neither/Other	17%	9%	16%	35%
Wouldn't vote	1%	*%	1%	2%
Don't know/Refused	12%	14%	7%	17%
Vice President Joe Biden (Democrat)	33%	72%	4%	13%
Governor Jeb Bush (Republican)	40%	3%	77%	32%
Neither/Other	16%	12%	13%	34%
Wouldn't vote	1%	1%	1%	2%
Don't know/Refused	10%	11%	6%	18%
Vice President Joe Biden (Democrat)	33%	72%	5%	13%
Senator Rand Paul (Republican)	39%	5%	74%	31%
Neither/Other	15%	10%	11%	37%
Wouldn't vote	1%	1%	1%	2%
Don't know/Refused	12%	12%	9%	16%

Q17. When you think about America's energy needs, which of the following solutions come closest to your opinion?

Strong investment in renewable energy like wind and solar	28%
A mix of both, but with more investment in renewable than drilling	39%
A mix of both, but with more drilling than investment in renewables	21%
Strong focus on offshore drilling and allowing drilling in federal lands including wildlife reserves	9%
Unsure	4%

Q18. Do you believe global warming is happening?

Yes	56%
No	29%
Unsure	15%

(Asked of those who answered 'Yes' at Q18, n=677)

Q19. When you think about the planet and global warming, which of the following comes closest to your personal opinion? The planet has been getting warmer because of...

Natural patterns in the earth's environment	2%
Mostly natural patterns but some impact from human activity	19%
Mostly human activity but some natural patterns in the earth's environment	49%
Human activity such as burning fossil fuels	28%
Unsure	2%

Q20. When you think about the planet and global warming, which of the following comes closest to your personal opinion:

The government should take aggressive steps to curb global warming by cutting carbon dioxide emissions and subsidizing clean energy sources like wind and solar	49%
The government should stay out of the energy marketplace	35%
Unsure	16%

Q21. Do you support or oppose the use of hydraulic fracturing (fracking) to tap natural gas reserves in your state?

Support	36%
Oppose	34%
Unsure	30%

Q22. When you think about immigration, which of the following solutions come closest to your opinion?

All illegal immigrants should be able to stay in the US legally	2%
Most illegal immigrants should be able to stay in the US, with some exceptions	26%
Most illegal immigrants should be deported, with some exceptions	35%
All illegal immigrants should be deported	32%
Unsure	5%



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Q20. How important is it that Congress address immigration in the next year?

Very important	62%
Somewhat important	31%
Not too important	4%
Not important at all	2%
TOTAL IMPORTANT	94%
TOTAL UNIMPORTANT	6%

Q21. When you think about abortion, which of the following is closest to your personal opinion?

Abortion should be illegal in all cases	15%
Abortion should be illegal in most cases	26%
Abortion should be legal in most cases	31%
Abortion should be legal in all cases	23%
Unsure	15%

Q22. Thinking about politics and government, do you consider yourself:

	All Likely Voters (LV)
Very conservative	16%
Moderately conservative	26%
Lean conservative	16%
Lean liberal	10%
Moderately liberal	19%
Very liberal	7%
Don't know/Refuse	7%

PARTY ID	All Likely Voters (LV)
Democrat	32%
Republican	33%
Independent	34%
None/Don't Know	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., $Y|\theta \sim \text{Bin}(n, \theta)$, 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 $\pi(\theta|y)$. 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 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.*