

Ipsos Public Affairs



Ipsos Poll Conducted for Reuters

States of the Nation

10.17.2016

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GAME CHANGERS



IPSOS POLL CONDUCTED FOR REUTERS

States of the Nation Poll

These are findings from an Ipsos poll conducted

for



REUTERS

date

Sept 23-Oct 17, 2016



For the survey,

a sample of

29,909
Americans

ages

18+

were interviewed online

States of the Nation Poll

- The data were weighted to the U.S. current population data.
- 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.
- *To see more information on this and other Reuters/Ipsos polls, please visit:*

[Reuters.com/statesofthenation](https://www.reuters.com/statesofthenation)

LIKELY VOTERS

States of the Nation Poll

UPDATED | THURSDAY OCTOBER 13, 2016



CLINTON ★

310

46% OF VOTE
Predicted winner




TRUMP

176

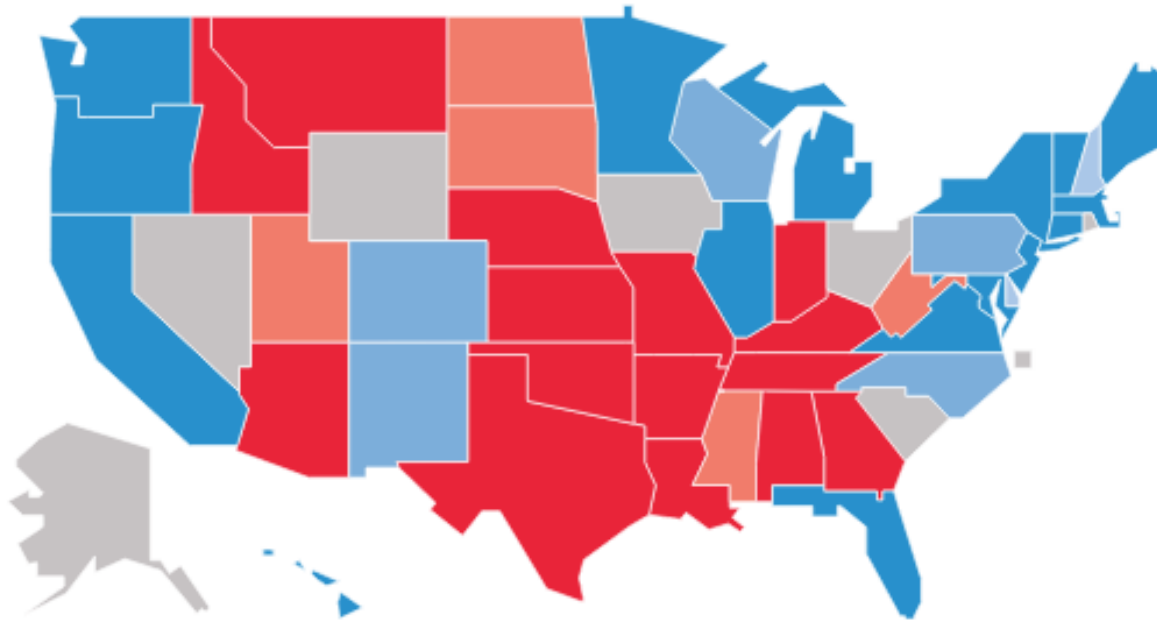
39% OF VOTE

270 TO WIN

High confidence

 SHOW
CARTOGRAM

 SHOW
TABLE



States of the Nation Poll

STATE	SAMPLE	CONFIDENCE	CLINTON	TRUMP	DK/OTR	STATE	SAMPLE	CONFIDENCE	CLINTON	TRUMP	DK/OTH
Alabama	550	High	38%	54%	8%	Nebraska	386	High	33%	49%	18%
Alaska	51	—	—	—		Nevada	641	Tossup	41%	39%	20%
Arizona	1665	High	39%	45%	16%	New Hampshire	282	Low	46%	42%	12%
Arkansas	495	High	36%	52%	12%	New Jersey	1084	High	50%	32%	18%
California	1196	High	66%	22%	12%	New Mexico	263	Moderate	44%	36%	20%
Colorado	695	Moderate	47%	41%	12%	New York	986	High	53%	27%	20%
Connecticut	741	High	53%	36%	11%	North Carolina	2059	Moderate	46%	42%	12%
Delaware	242	Low	47%	39%	14%	North Dakota	148	Moderate	35%	45%	20%
Florida	1799	High	48%	42%	10%	Ohio	2192	Tossup	42%	43%	15%
Georgia	1020	High	42%	50%	8%	Oklahoma	647	High	36%	51%	13%
Hawaii	175	—	—	—		Oregon	616	High	47%	37%	16%
Idaho	323	High	31%	54%	15%	Pennsylvania	2271	Moderate	46%	42%	12%
Illinois	612	High	60%	27%	13%	Rhode Island	204	—	—	—	—
Indiana	822	High	38%	47%	15%	South Carolina	751	Tossup	46%	49%	5%
Iowa	549	Tossup	45%	44%	11%	South Dakota	139	Moderate	34%	48%	18%
Kansas	565	High	38%	50%	12%	Tennessee	799	High	35%	47%	18%
Kentucky	576	High	39%	53%	8%	Texas	831	High	32%	57%	11%
Louisiana	644	High	36%	49%	15%	DC	145	—	—	—	—
Maine	281	High	48%	35%	17%	Utah	543	Moderate	35%	41%	24%
Maryland	686	High	54%	32%	14%	Vermont	101	—	—	—	—
Massachusetts	829	High	54%	29%	17%	Virginia	1075	High	49%	39%	12%
Michigan	2192	High	44%	37%	19%	Washington	905	High	47%	37%	16%
Minnesota	689	High	43%	36%	21%	West Virginia	360	Moderate	41%	54%	5%
Mississippi	404	Moderate	41%	49%	10%	Wisconsin	810	Moderate	42%	37%	21%
Missouri	812	High	36%	48%	16%	Wyoming	93	—	—	—	—
Montana	222	High	34%	54%	12%						

States of the Nation

SURVEY METHODOLOGY

The poll is conducted entirely online, using the approach described in our standard political tracking survey. We use a sampling approach that includes a mix of respondents from pre-screened panels and non-panel respondents recruited online, in real-time. In line with industry practice, some of these respondents are awarded points for participating. Those points can be redeemed for various rewards. The questions included in the States of the Nation Poll are simple: standard demographics; our Party ID question; our Likelihood of Voting question; and our Vote Intention question.

The sample comprises data from three separate surveys: our standard tracking survey (about 2,500 interviews/week) with two additional surveys that are conducted as part of Ipsos' other online survey systems (about 6,000-7,000 interviews/week each), totaling up to 16,000 a week. The survey questions and order are identical for all surveys.

ABOUT IPSOS

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GAME CHANGERS

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” – our tagline – summarises our ambition.