

Ipsos Public Affairs



Ipsos Poll Conducted for Reuters

# States of the Nation

11.07.2016

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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*

Oct 17 - Nov 6, 2016



For the survey,

*a sample of*

29,413  
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 | SUNDAY NOVEMBER 06, 2016



**CLINTON** ★  
**247**  
45% OF VOTE  
Predicted winner

**TRUMP**  
**185**  
42% OF VOTE



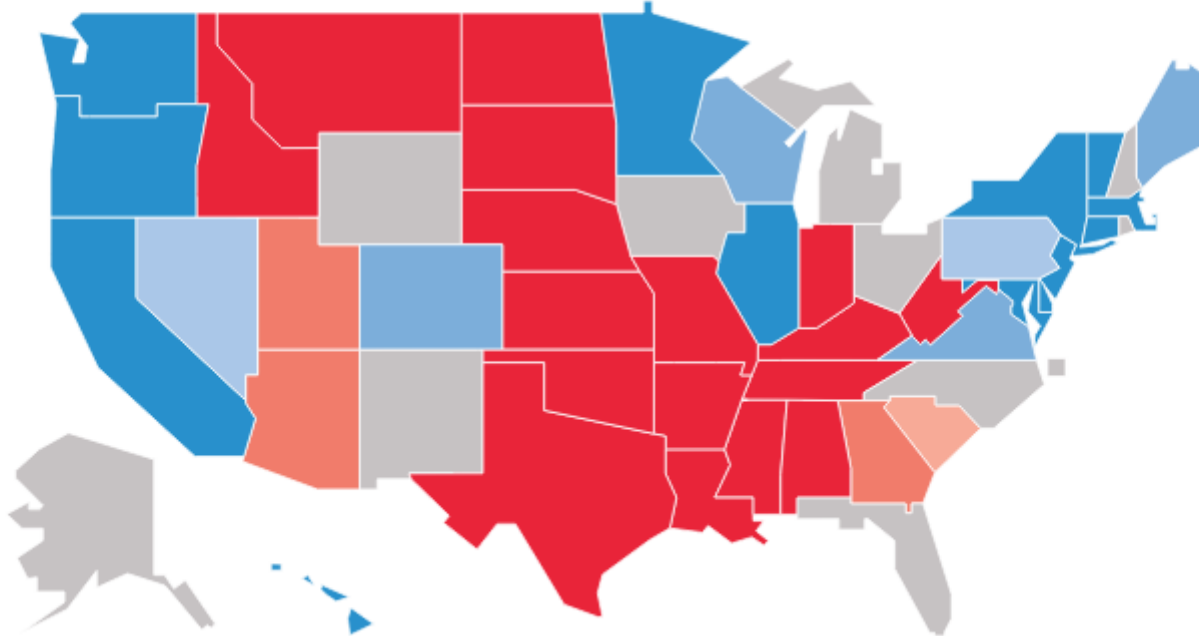
270 TO WIN



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	585	High	38%	54%	8%	Nebraska	350	High	32%	53%	15%
Alaska	70	—	—	—	—	Nevada	571	Low	45%	42%	13%
Arizona	857	Moderate	42%	47%	11%	New Hampshire	316	Tossup	44%	42%	14%
Arkansas	515	High	38%	53%	9%	New Jersey	658	High	48%	38%	14%
California	1393	High	59%	32%	9%	New Mexico	275	Tossup	41%	38%	21%
Colorado	696	Moderate	48%	42%	10%	New York	1383	High	51%	33%	16%
Connecticut	515	High	50%	40%	10%	North Carolina	650	Tossup	46%	47%	7%
Delaware	244	High	52%	36%	12%	North Dakota	144	—	—	—	—
Florida	1274	Tossup	48%	47%	5%	Ohio	775	Tossup	47%	46%	7%
Georgia	691	Moderate	42%	48%	10%	Oklahoma	664	High	30%	61%	9%
Hawaii	185	High	47%	29%	24%	Oregon	636	High	47%	37%	16%
Idaho	325	High	30%	53%	17%	Pennsylvania	955	Low	48%	45%	7%
Illinois	781	High	51%	39%	10%	Rhode Island	238	Tossup	—	—	—
Indiana	541	High	38%	54%	8%	South Carolina	617	Low	44%	49%	7%
Iowa	595	Tossup	44%	44%	12%	South Dakota	157	High	29%	52%	19%
Kansas	519	High	38%	54%	8%	Tennessee	823	High	36%	50%	14%
Kentucky	651	High	38%	58%	4%	Texas	1213	High	39%	49%	12%
Louisiana	633	High	36%	52%	12%	DC	141	—	—	—	—
Maine	304	Moderate	42%	35%	23%	Utah	532	Moderate	33%	40%	27%
Maryland	720	High	56%	34%	10%	Vermont	106	—	—	—	—
Massachusetts	512	High	53%	36%	11%	Virginia	636	Moderate	46%	41%	13%
Michigan	609	Tossup	46%	45%	9%	Washington	863	High	47%	38%	15%
Minnesota	762	High	44%	36%	20%	West Virginia	422	High	34%	58%	8%
Mississippi	388	High	36%	53%	11%	Wisconsin	842	Moderate	46%	40%	14%
Missouri	836	High	40%	48%	12%	Wyoming	79	—	—	—	—
Montana	166	High	35%	54%	11%						

# 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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Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

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Bloomberg IPS:FP

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## GAME CHANGERS

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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.