

Ipsos Public Affairs



Ipsos Poll Conducted for Reuters

States of the Nation

09.16.2016

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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



date

Aug 26-Sept 15, 2016



For the survey,

a sample of

45,705
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 SEPTEMBER 15, 2016



CLINTON ★

242

45% OF VOTE

Predicted winner



TRUMP

243

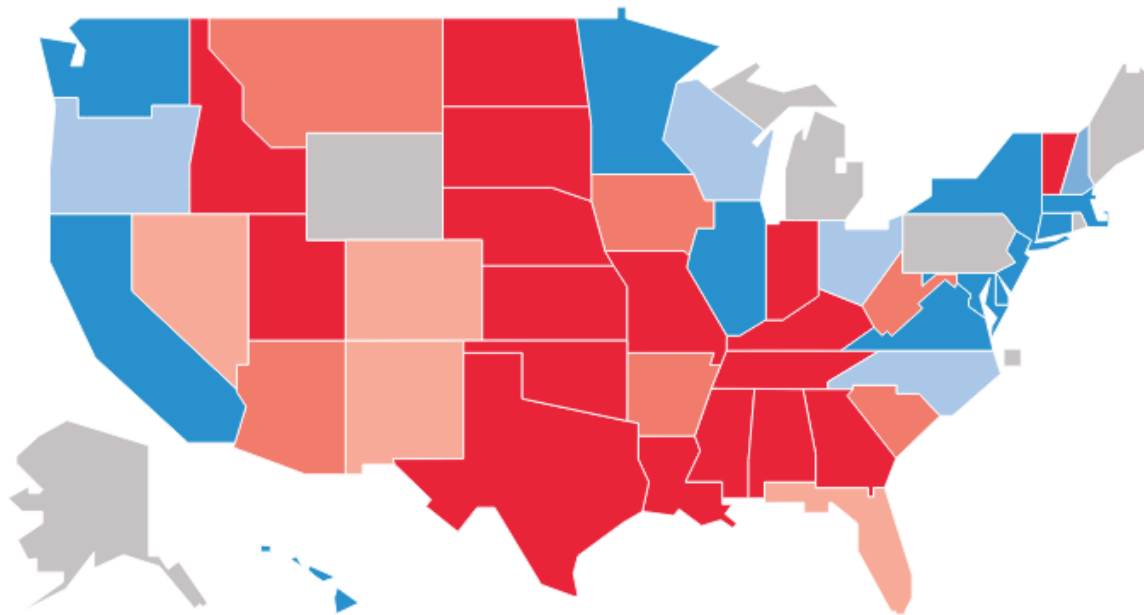
40% OF VOTE

NEEDED
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	628	High	40%	53%	7%	Nebraska	267	High	32%	51%	17%
Alaska	54	—	—	—	—	Nevada	549	Low	38%	41%	
Arizona	711	Mod	39%	46%	15%	New Hampshire	269	Mod	48%	39%	13%
Arkansas	437	Mod	41%	51%	8%	New Jersey	982	High	49%	33%	18%
California	1189	High	63%	24%	13%	New Mexico	224	Low	38%	43%	19%
Colorado	563	Low	40%	43%	17%	New York	1089	High	53%	30%	17%
Connecticut	674	High	47%	37%	16%	North Carolina	917	Low	46%	44%	10%
Delaware	194	High	43%	28%	29%	North Dakota	104	—	—	—	—
Florida	1065	Low	46%	50%	4%	Ohio	625	Low	47%	44%	9%
Georgia	890	High	40%	48%	12%	Oklahoma	498	High	32%	53%	15%
Hawaii	159	—	—	—	—	Oregon	687	Low	44%	41%	15%
Idaho	261	High	32%	56%	12%	Pennsylvania	776	High	46%	44%	10%
Illinois	615	High	51%	36%	13%	Rhode Island	185	—	—	—	—
Indiana	709	High	33%	53%	14%	South Carolina	703	Mod	43%	51%	6%
Iowa	510	Mod	41%	49%	10%	South Dakota	122	—	—	—	—
Kansas	459	High	39%	49%	12%	Tennessee	578	High	26%	50%	24%
Kentucky	716	High	35%	54%	11%	Texas	869	High	29%	51%	20%
Louisiana	511	High	34%	54%	12%	DC	148	—	—	—	—
Maine	275	Low	41%	40%	19%	Utah	408	High	29%	48%	23%
Maryland	525	High	53%	29%	18%	Vermont	96	—	—	—	—
Massachusetts	691	High	53%	31%	16%	Virginia	510	High	47%	38%	15%
Michigan	991	Mod	44%	44%	12%	Washington	733	High	47%	37%	16%
Minnesota	641	High	44%	34%	22%	West Virginia	295	Mod	39%	49%	12%
Mississippi	348	High	37%	51%	12%	Wisconsin	695	Low	43%	40%	17%
Missouri	693	High	36%	53%	11%	Wyoming	83	—	—	—	—
Montana	156	Mod	39%	52%	9%						

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.