Ipsos Webinar Series

THE INSIDE TRACK: ELECTION 2016

JULIA CLARK & CHRIS JACKSON

WITH CLIFF YOUNG

ELECTION BRIEFING #5: MAY 26, 2016

#IPSOS2016ELECTION

© 2016 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

Hello

& WELCOME

GAME CHANGERS

@ipsospa
@ipsosna
@ipsosnewspolls
@_Ipsos

#Ipsos2016Election
#Ipsos2016
#Ipsos
#ReutersIpsos

@CliffAYoung
@PollsterJulia
@jcbjackson

@Reuters
@ReutersPolls
@ReutersUS
@ReutersPolitics
@cmkahn

This talk

1 Big Trends

The trends shaping American politics

2 State of the Election

The nominating process and poll update

3 The Donald

Is Trump's candidacy going to upset general election dynamics?

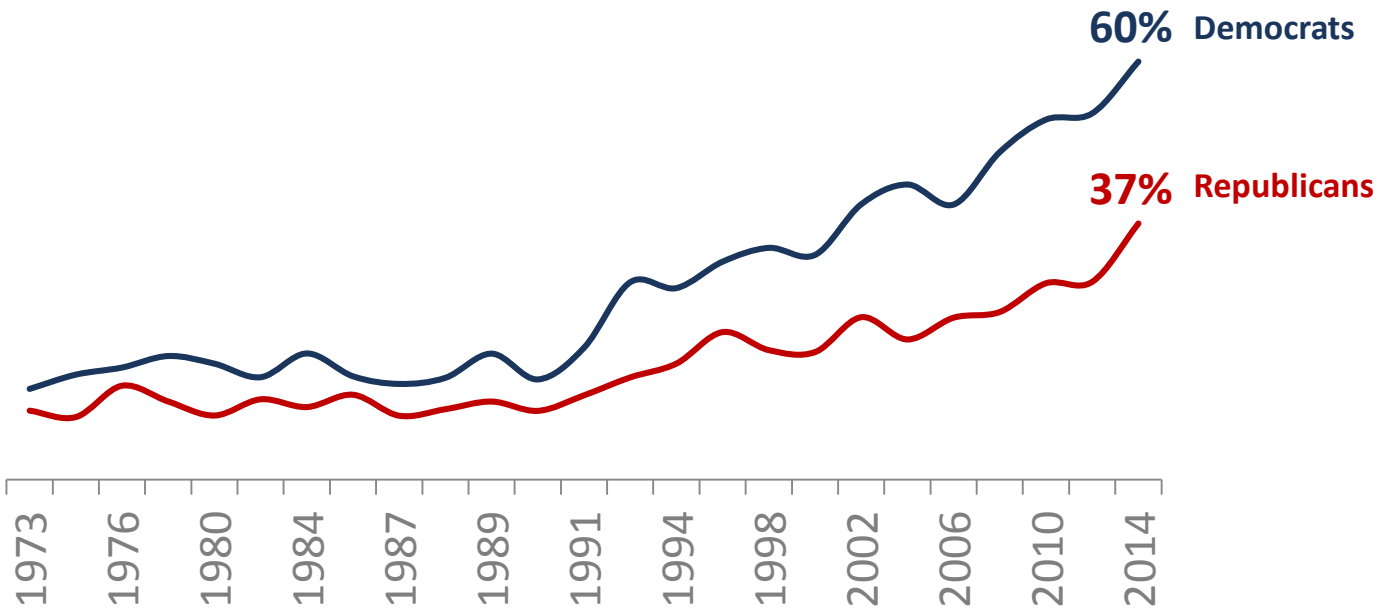
First

BIG TRENDS

THE BIG PICTURE

Party Divide on the Social Issues

Believe Homosexual Relations are Not Wrong at All

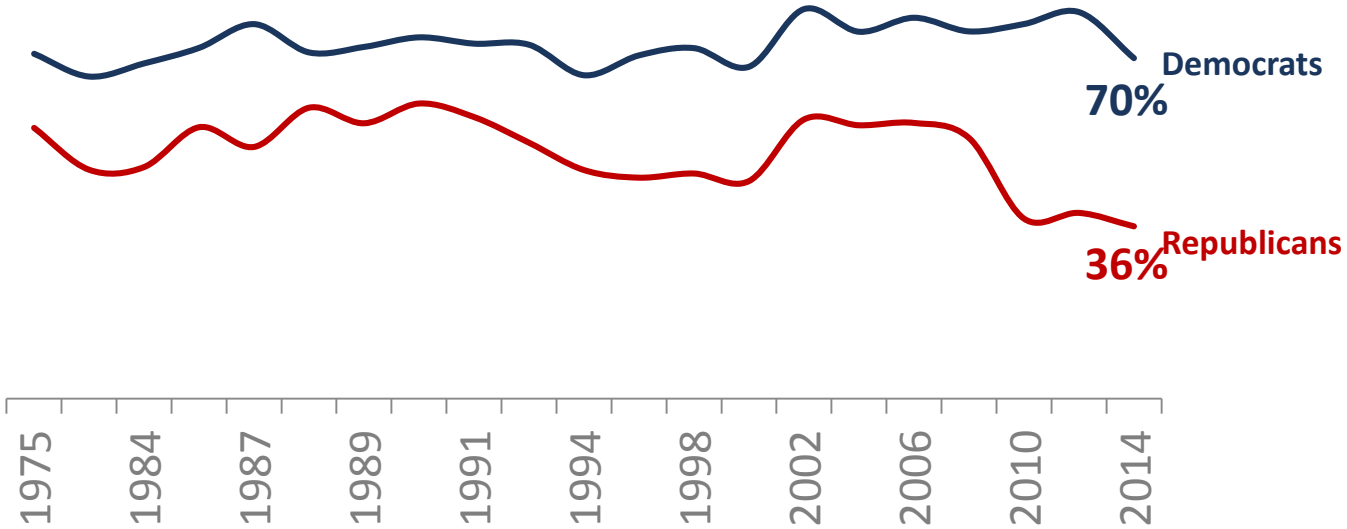


Source: General Social Survey 1975-2014

THE BIG PICTURE

Continued Cleavage: Big versus Small Government

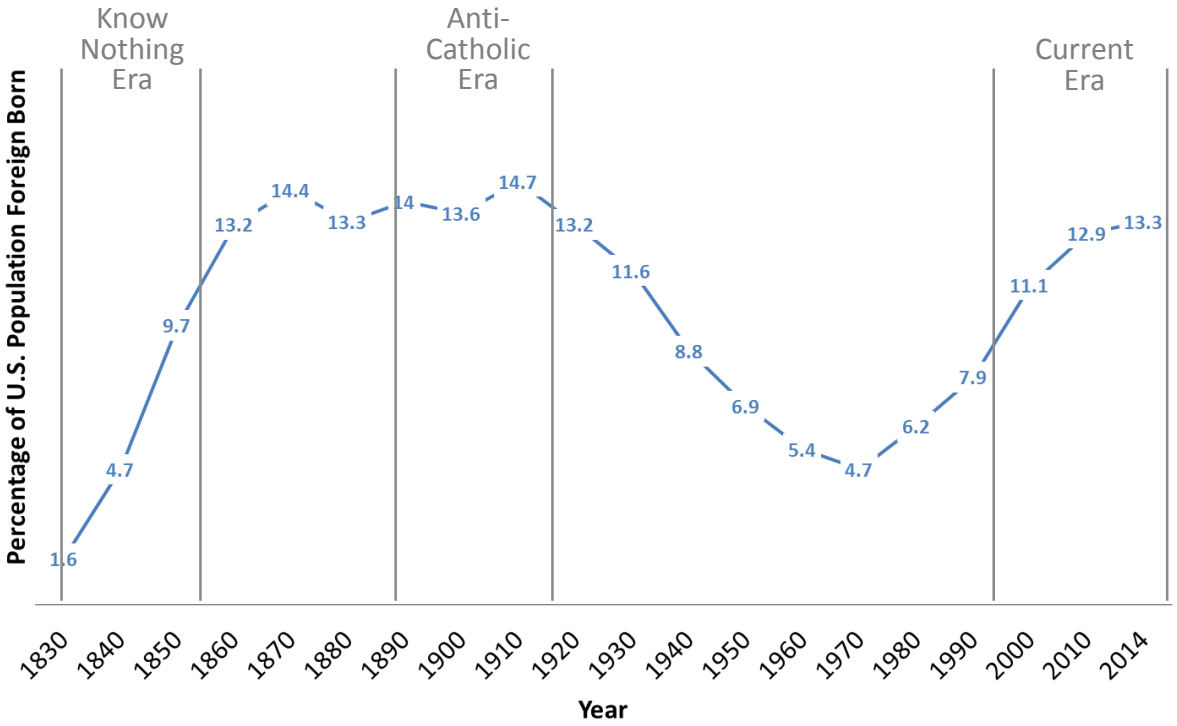
Believe that the Government Should do More



Source: General Social Survey 1975-2014

THE BIG PICTURE

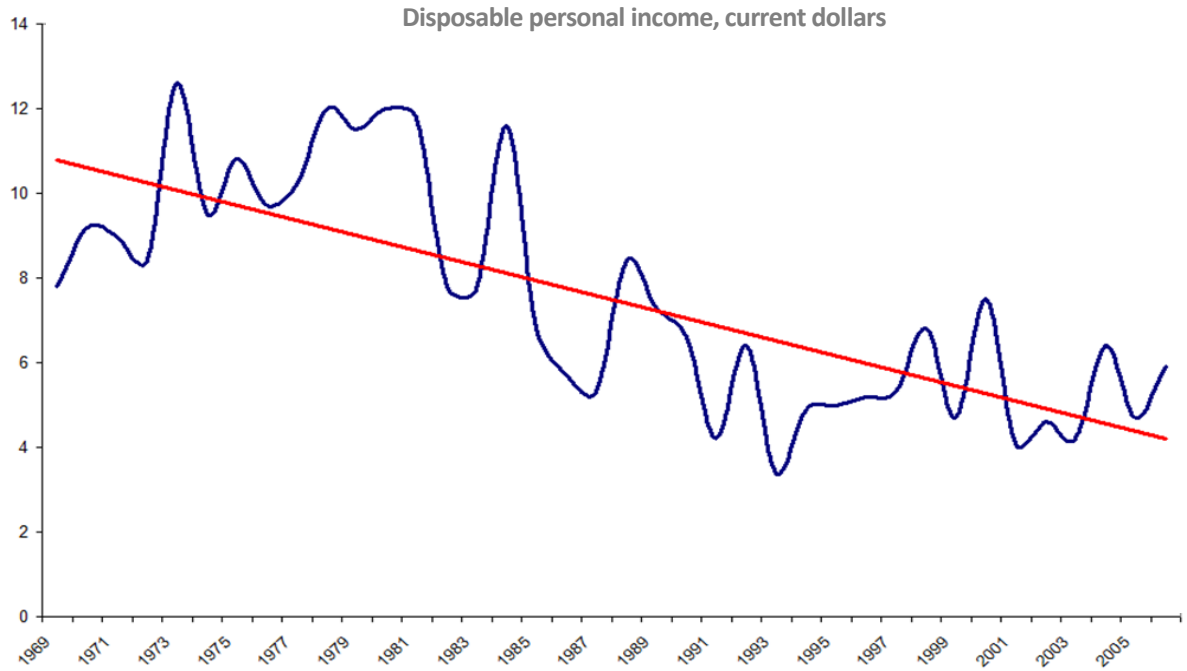
Increased Immigration Pressures



More non-white than white babies born in 2011

THE BIG PICTURE

Economic Pressure on the Middle Class



63% believe worse off than parents

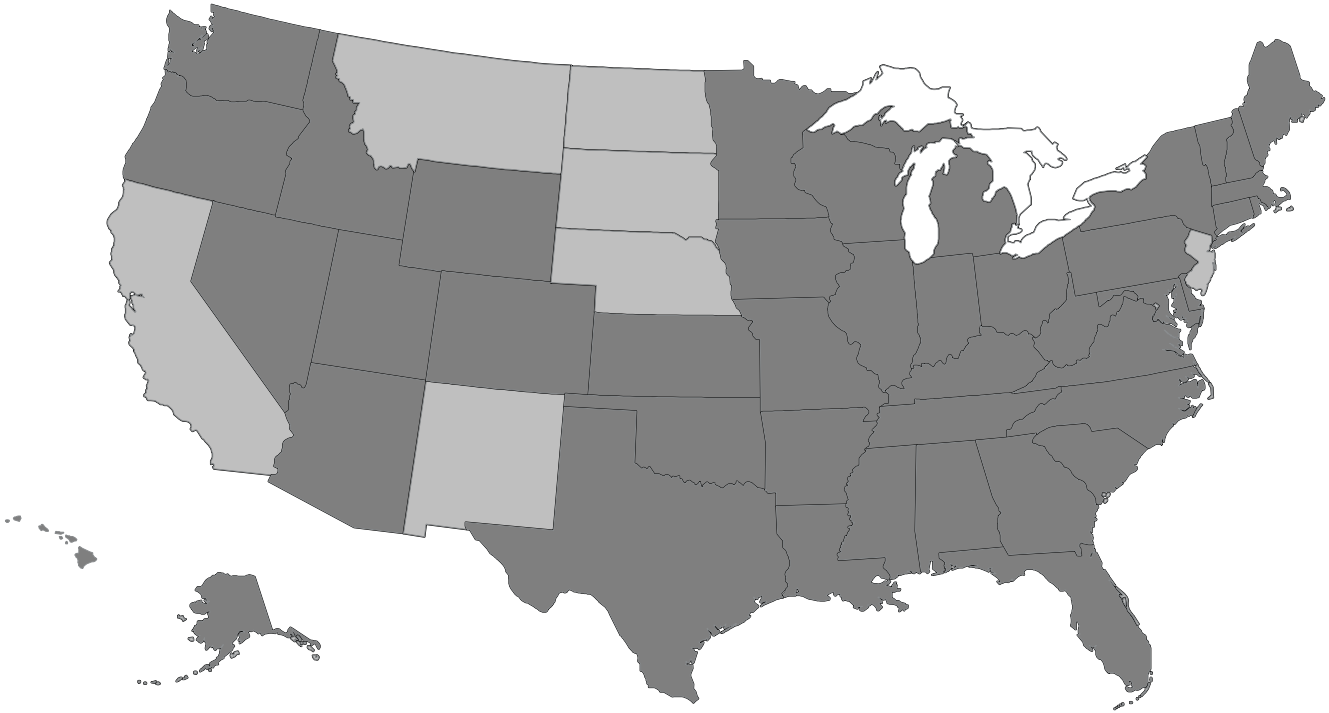
Second

STATE OF THE ELECTION

GAME CHANGERS

STATE OF THE ELECTION

The Road Remaining

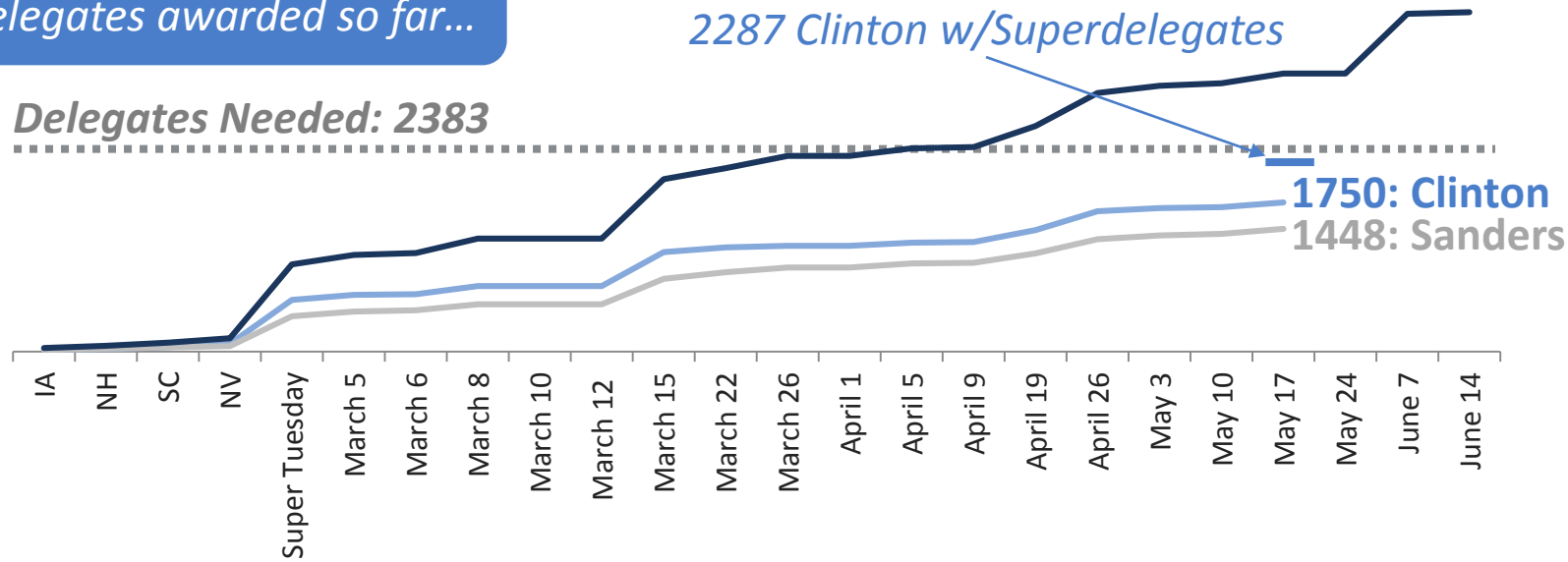


Only 7 states left
(and DC!)

STATE OF THE ELECTION

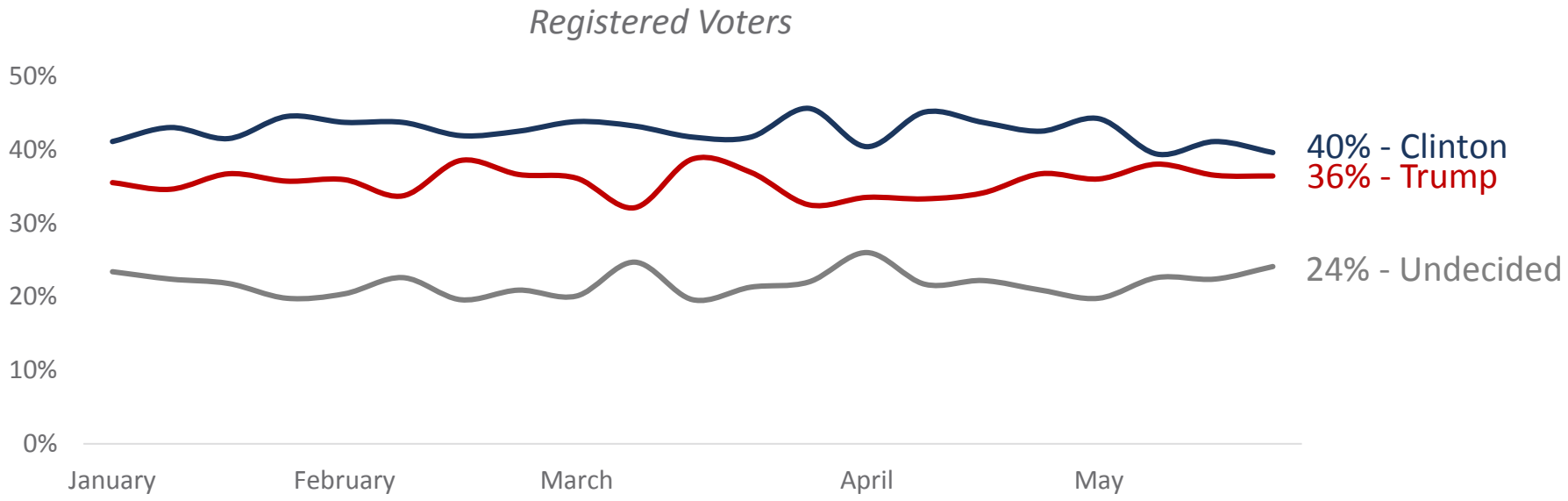
Democratic Delegate Process

Clinton has 54% of the delegates awarded so far…



STATE OF THE ELECTION

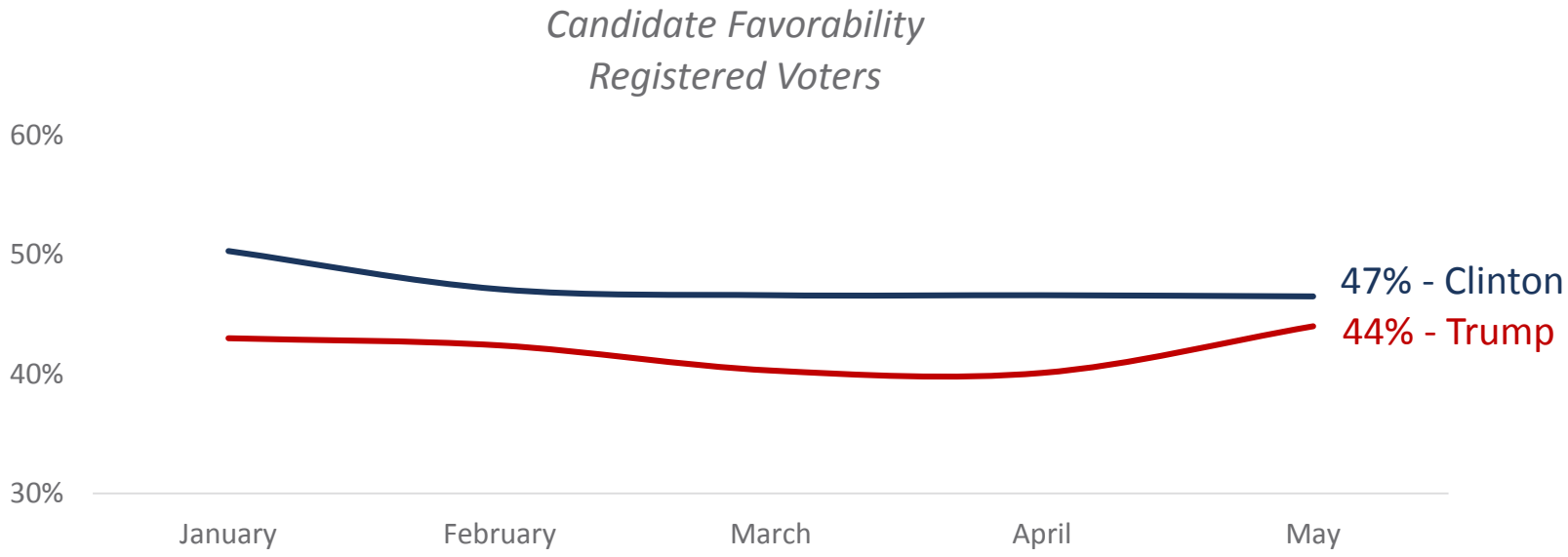
General Election Polls Closing



Ipsos/Reuters Poll Jan-May 2016

STATE OF THE ELECTION

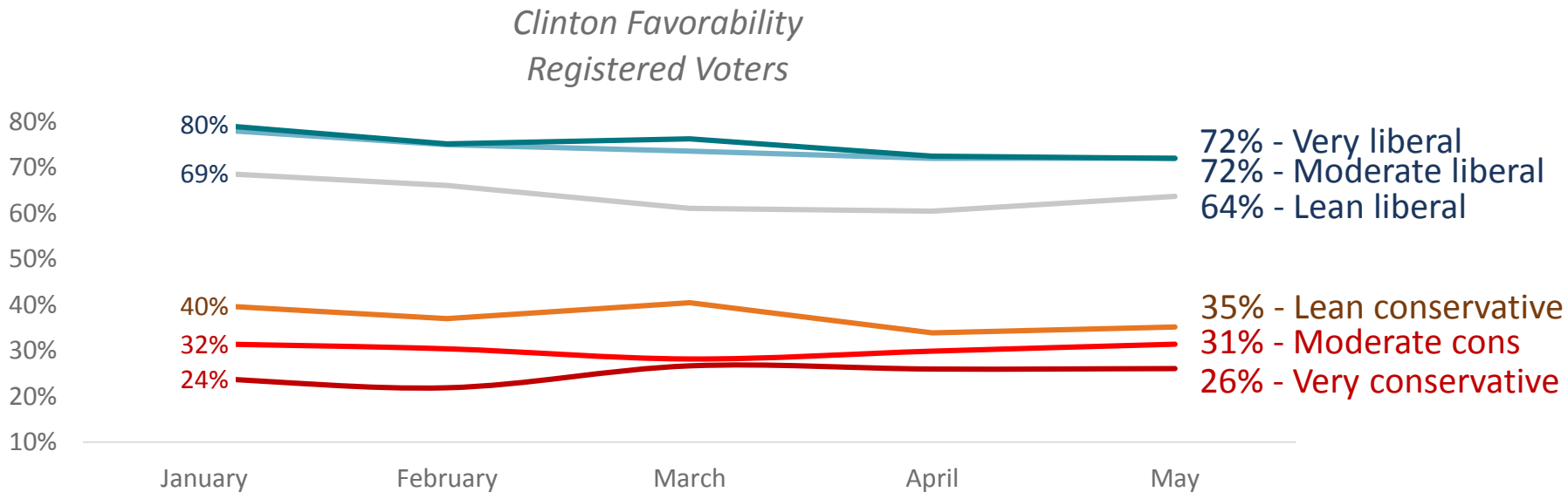
Trump Favorability Scores Rebounding



Ipsos/Reuters Poll Jan-May 2016

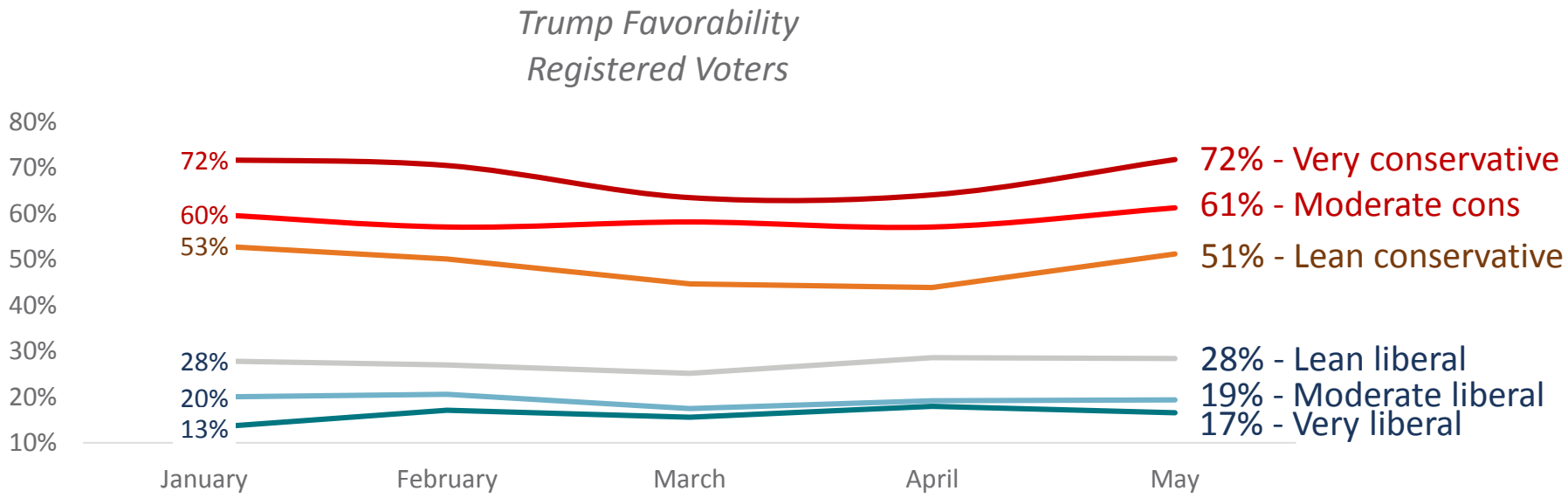
STATE OF THE ELECTION

Clinton Favorability Declining with the Left



Ipsos/Reuters Poll Jan-May 2016

Trump Favorability Rebounding with the Right



Ipsos/Reuters Poll Jan-May 2016

Third

THE DONALD

THE DONALD

Structural Model of the Election

Government approval rating	Incumbent	Successo
40%	55%	6%
45%	78%	14%
50%	90%	28%
55%	96%	49%
60%	98%	71%

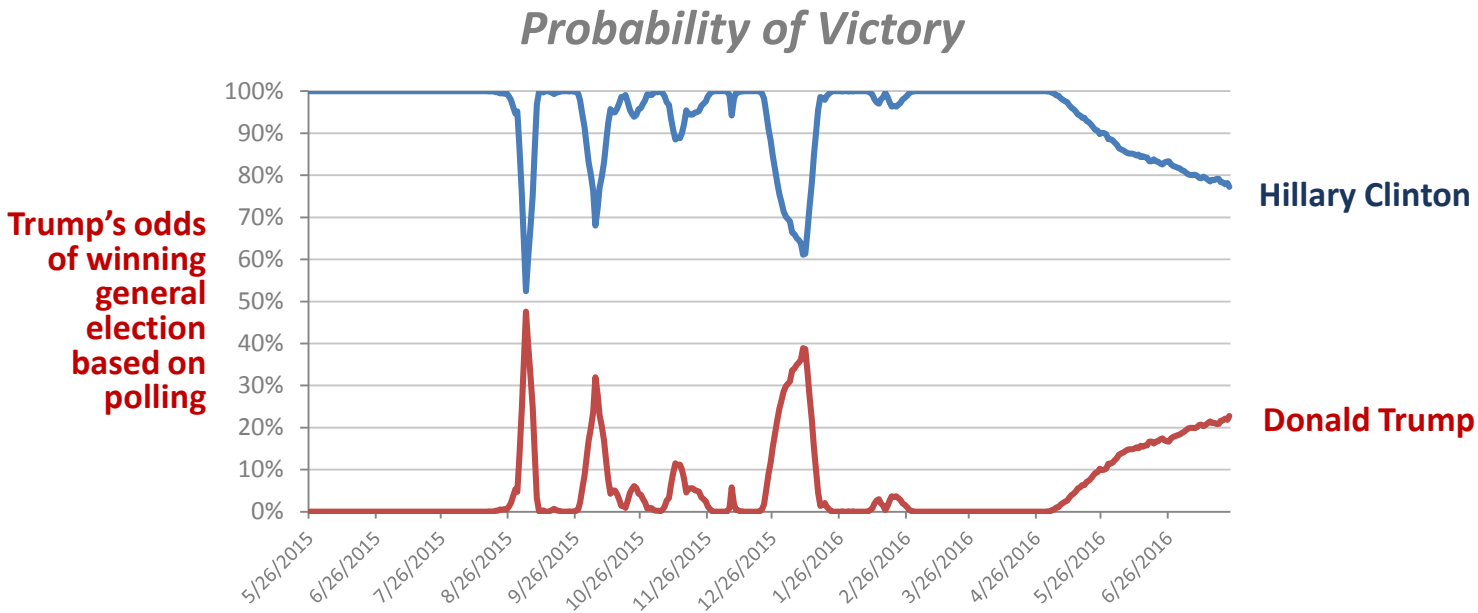
Scenario advantages Republican

Obama's Current Approval

Source: Ipsos Analysis of 500+ elections

THE DONALD

Polling Indicates Strong Clinton Advantage



Source: Ipsos/Reuters Poll, July 2015-April 2016

Polls are less reliable the further out

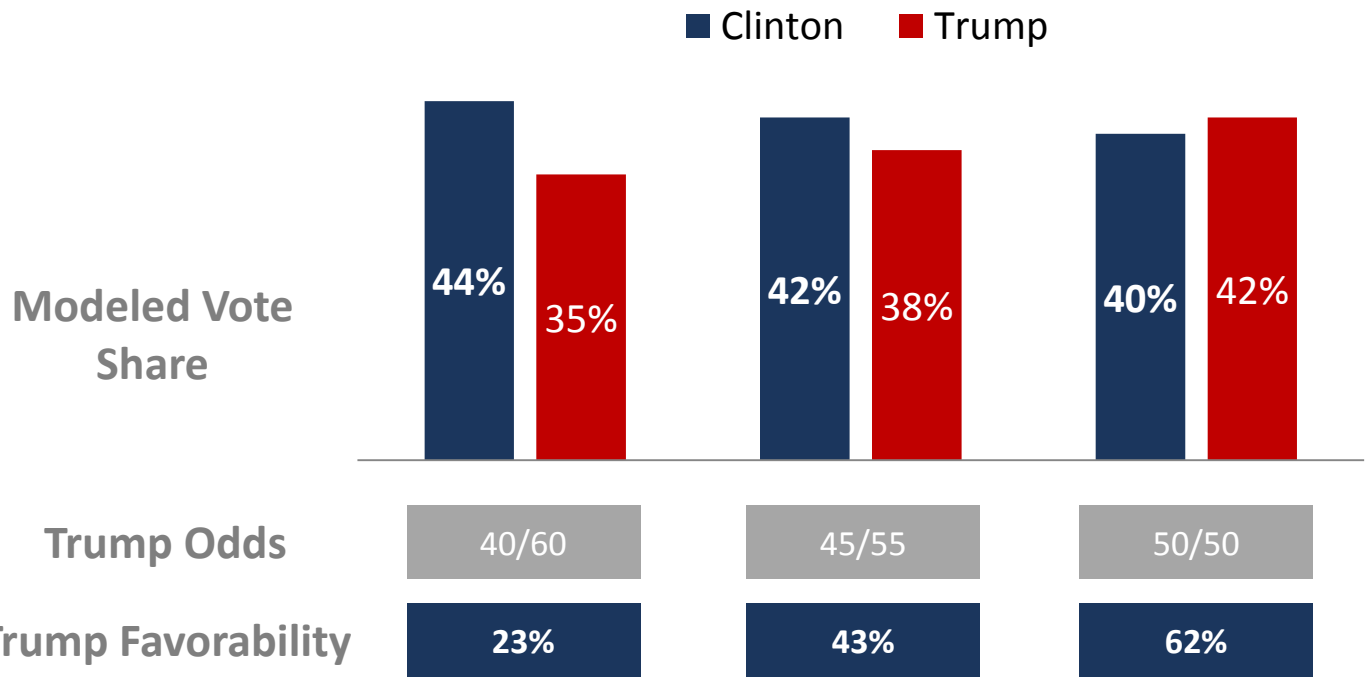
Time Before Election	Average Poll Error
One week	1.7%
One month	2.7%
Two months	3.8%
Three months	4.8%
Six months	5.8%
Nine months	6.9%
Twelve months	7.9%

Source: Ipsos analysis of 300 polls across 40 markets from 1980 through current

THE DONALD

Alternative Polling Scenarios

Likely Voters: General Election



THE DONALD

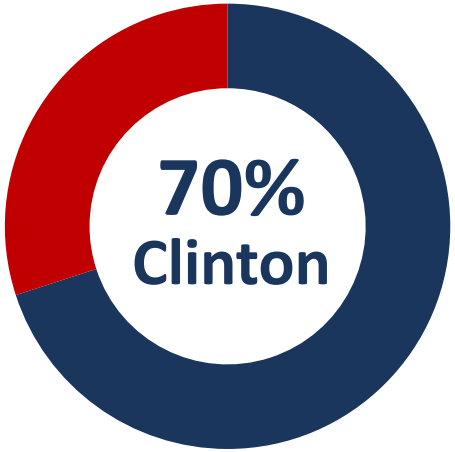
Combinatorial Approaches

	Base Rate Model	Poll Aggregate	Pr(Hillary)
Traditional (50-50)	28%	77%	**53%**
Cliff (70-30)	28%	77%	**43%**
Clinton Optimistic	59%	77%	**66%**
Clinton Pessimistic	59%	57%	**58%**
Trump Optimistic	28%	57%	**43%**
Trump Pessimistic	28%	77%	**53%**
Average	38%	70%	**53%**

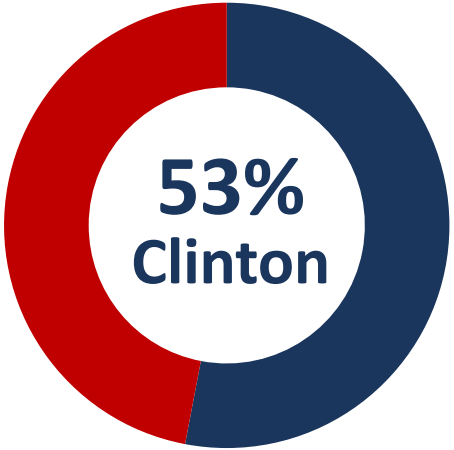
THE DONALD

Our Challenge

The Market



Ipsos



Source: PredictWise

Contacts

Cliff Young
President

Clifford.Young@ipsos.com
202.420.2016
@CliffAYoung

Julia Clark
Senior Vice President

Julia.Clark@ipsos.com
312.526..4919
@PollsterJulia

Chris Jackson
Vice President

Chris.Jackson@ipsos.com
202.420.2025
@jcbjackson

OVER TO YOU