

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



REUTERS

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

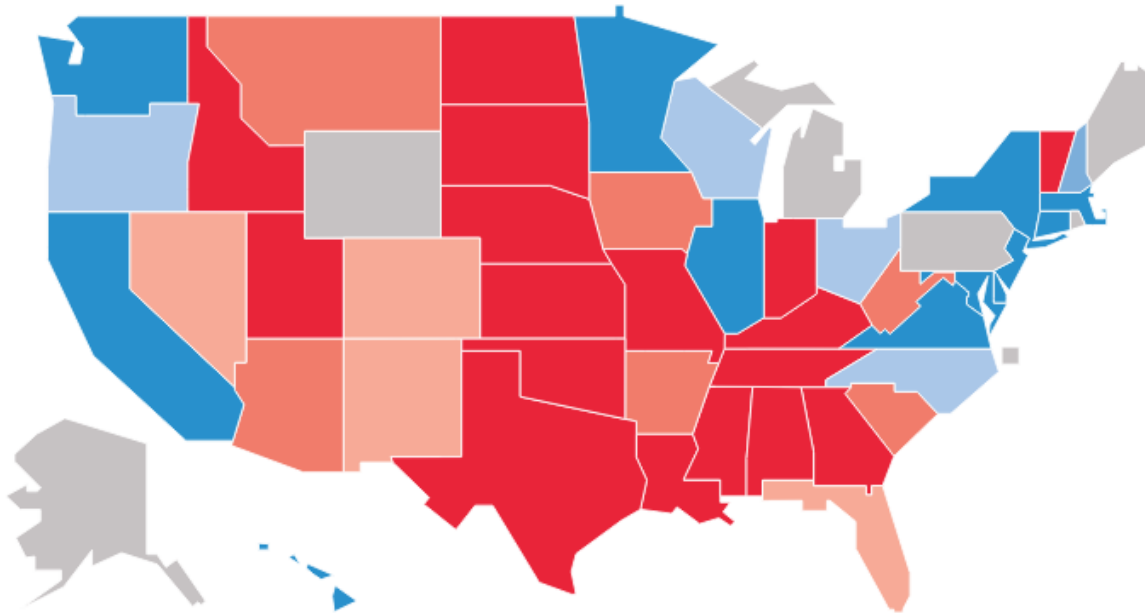
40% OF VOTE

NEEDED TO WIN

High confidence

SHOW CARTOGRAM

SHOW TABLE



States of the Nation Poll

| STATE | SAMPLE | CONFIDENCE | CLINTON | TRUMP | STATE | SAMPLE | CONFIDENCE | CLINTON | TRUMP |
|---------------|--------|------------|---------|-------|----------------------|--------|------------|---------|-------|
| Alabama | 628 | High | 40% | 53% | Nebraska | 267 | High | 32% | 51% |
| Alaska | 54 | — | — | — | Nevada | 549 | Low | 38% | 41% |
| Arizona | 711 | Moderate | 39% | 46% | New Hampshire | 269 | Moderate | 48% | 39% |
| Arkansas | 437 | Moderate | 41% | 51% | New Jersey | 982 | High | 49% | 33% |
| California | 1189 | High | 63% | 24% | New Mexico | 224 | Low | 38% | 43% |
| Colorado | 563 | Low | 40% | 43% | New York | 1089 | High | 53% | 30% |
| Connecticut | 674 | High | 47% | 37% | North Carolina | 917 | Low | 46% | 44% |
| Delaware | 194 | High | 43% | 28% | North Dakota | 104 | — | — | — |
| Florida | 148 | Low | 46% | 50% | Ohio | 625 | Low | 47% | 44% |
| Georgia | 1065 | High | 40% | 48% | Oklahoma | 498 | High | 32% | 53% |
| Hawaii | 890 | — | — | — | Oregon | 687 | Low | 44% | 41% |
| Idaho | 159 | High | 32% | 56% | Pennsylvania | 776 | High | 46% | 44% |
| Illinois | 261 | High | 51% | 36% | Rhode Island | 185 | — | — | — |
| Indiana | 615 | High | 33% | 53% | South Carolina | 703 | Moderate | 43% | 51% |
| Iowa | 709 | Moderate | 41% | 49% | South Dakota | 122 | — | — | — |
| Kansas | 510 | High | 39% | 49% | Tennessee | 578 | High | 26% | 50% |
| Kentucky | 459 | High | 35% | 54% | Texas | 869 | High | 29% | 51% |
| Louisiana | 716 | High | 34% | 54% | District of Columbia | 408 | — | — | — |
| Maine | 511 | Low | 41% | 40% | Utah | 96 | High | 29% | 48% |
| Maryland | 275 | High | 53% | 29% | Vermont | 510 | — | — | — |
| Massachusetts | 525 | High | 53% | 31% | Virginia | 733 | High | 47% | 38% |
| Michigan | 691 | Moderate | 44% | 44% | Washington | 295 | High | 47% | 37% |
| Minnesota | 991 | High | 44% | 34% | West Virginia | 695 | Moderate | 39% | 49% |
| Mississippi | 641 | High | 37% | 51% | Wisconsin | 83 | Low | 43% | 40% |
| Missouri | 348 | High | 36% | 53% | Wyoming | 267 | — | — | — |
| Montana | 693 | Moderate | 39% | 52% | | | | | |

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

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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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.