

Ipsos Public Affairs



Ipsos Poll Conducted for Reuters

Debate Special Report

09.29.2016

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GAME CHANGERS



IPSOS POLL CONDUCTED FOR REUTERS

Debate Special Report

These are findings from an Ipsos poll conducted

for



REUTERS

date

September 27-28, 2016



For the survey,

a sample of

2,036
Americans

including

820 Democrats 742 Republicans 253 Independents 1,710 Registered voters 1,336 Likely voters

ages

18+

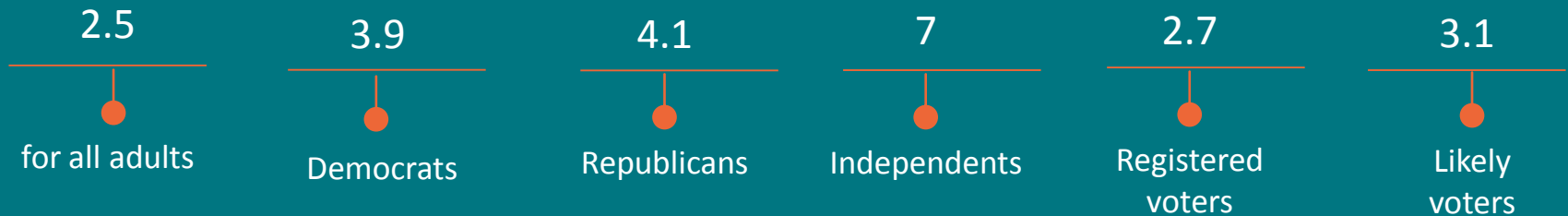
were interviewed online

IPSOS POLL CONDUCTED FOR REUTERS

Debate Special Report

The precision of the Reuters/Ipsos online polls is measured using a credibility interval.

In this case, the poll has a credibility interval of plus or minus the following percentage points



For more information about credibility intervals, please see the appendix.

Debate Special Report

- The data were weighted to the U.S. current population data by:
 - **Gender**
 - **Age**
 - **Education**
 - **Ethnicity**
- 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:
<http://polling.reuters.com/>*

Trump / Clinton Head-to-Head

If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote? *(Asked of likely voters, n=1,336)*

Pre-Debate

Sept. 22-26, 2016

	Likely Voters (LV)	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton	44%	84%	8%	20%
Donald Trump	38%	7%	78%	29%
Other	7%	2%	8%	24%
Wouldn't Vote	3%	3%	0%	12%
Don't know / Refused	7%	4%	6%	15%

Post-Debate

Sept. 27-28, 2016

	Likely Voters (LV)	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton	42%	81%	7%	22%
Donald Trump	38%	5%	78%	36%
Other	8%	6%	7%	19%
Wouldn't Vote	4%	3%	2%	10%
Don't know / Refused	8%	5%	6%	13%

Four-Way Ballot Head-to-Head

Regardless of the candidate you're supporting for president, who do you think will win the election? *(Asked of likely voters, n=1,336)*

Pre-Debate

Sept. 22-26, 2016

	Likely Voters (LV)	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton (Democrat)	42%	82%	6%	20%
Donald Trump (Republican)	38%	7%	76%	27%
Gary Johnson (Libertarian)	7%	3%	9%	18%
Jill Stein (Green)	2%	1%	2%	6%
Other	3%	1%	3%	5%
Don't know / Refused	2%	2%	0%	4%

Post-Debate

Sept. 27-28, 2016

	Likely Voters (LV)	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton (Democrat)	48%	79%	21%	29%
Donald Trump (Republican)	30%	7%	55%	33%
Gary Johnson (Libertarian)	1%	0%	1%	3%
Jill Stein (Green)	1%	1%	1%	0%
Other	1%	0%	1%	0%
Don't know / Refused	20%	13%	21%	34%

Debate Awareness

How much, if anything, have you seen, heard or read about the most recent Presidential debate? *(Asked of likely voters, n=1,336)*

	Total	Democrat	Republican	Independent
A great deal	47%	56%	43%	28%
A fair amount	32%	28%	34%	43%
A little bit	17%	13%	19%	22%
Not heard anything at all	4%	2%	3%	8%

Watching the Debate

Did you watch the debate between Donald Trump and Hillary Clinton?

(Asked of respondents who noted they had heard a great deal, a fair amount and a little bit about the debate, n=1,336)

	Total	Democrat	Republican	Independent
Yes, I watched it live	62%	66%	60%	51%
Yes, I saw some clips of the debate on TV	15%	15%	17%	11%
Yes, I saw some clips of the debate online	5%	4%	6%	8%
No, I have not seen any of the debate	18%	%	18%	30%

Trump / Clinton Head-to-Head

Regardless of which candidate you happen to support, who do you think did the better job in the latest debate? *(Asked of registered voters, n=1,710 and likely voters, n=1,336)*

	Likely Voters (LV)	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton	48%	82%	17%	33%
Donald Trump	23%	2%	48%	20%
Don't know / Refused	29%	6%	35%	47%

	Registered Voters (RV)	Democrats (RV)	Republicans (RV)	Independents (RV)
Hillary Clinton	50%	80%	20%	39%
Donald Trump	23%	4%	48%	23%
Don't know / Refused	27%	15%	32%	39%

Trump / Clinton Head-to-Head

And has the debate changed your view of each candidate?

Likely Voters
(n=1,336)

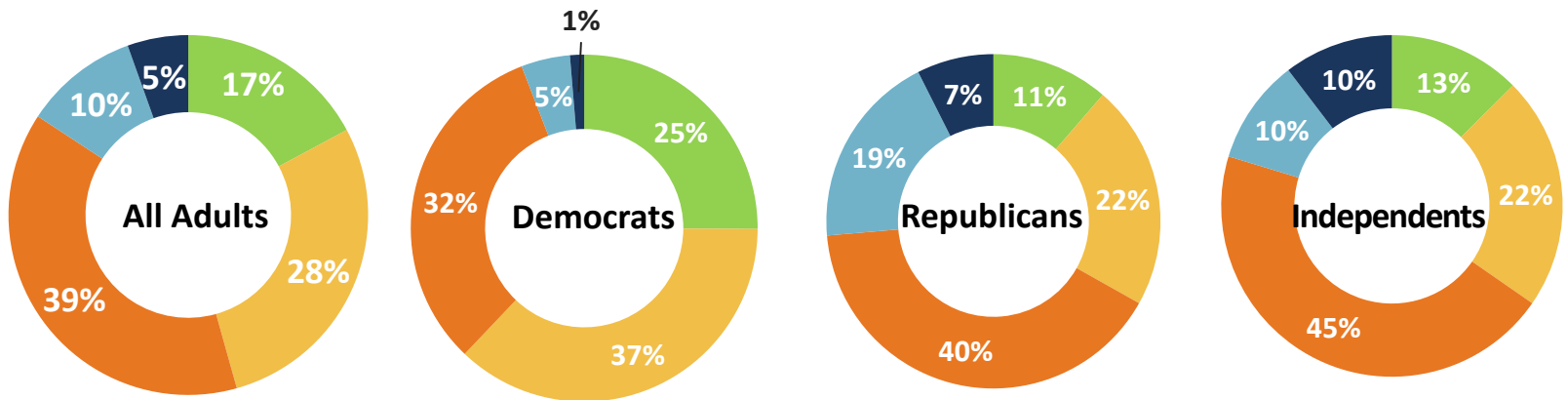
	Hillary Clinton	Donald Trump
Yes-more positive towards candidate	28%	17%
Yes-more negative towards candidate	12%	21%
No-has not changed my view	53%	56%
Don't know	7%	7%

Registered Voters
(n=1,710)

	Hillary Clinton	Donald Trump
Yes-more positive towards candidate	28%	16%
Yes-more negative towards candidate	12%	21%
No-has not changed my view	49%	52%
Don't know	11%	11%

Moderator Performance

How did the moderator, Lester Holt, do?



Trump / Clinton Head-to-Head

Do you agree or disagree with each of the following: ... is honest and truthful. *Agree*
(Asked of likely voters, n=1,336)

	Likely Voters (LV)	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton	29%	53%	7%	18%
Donald Trump	30%	8%	55%	29%

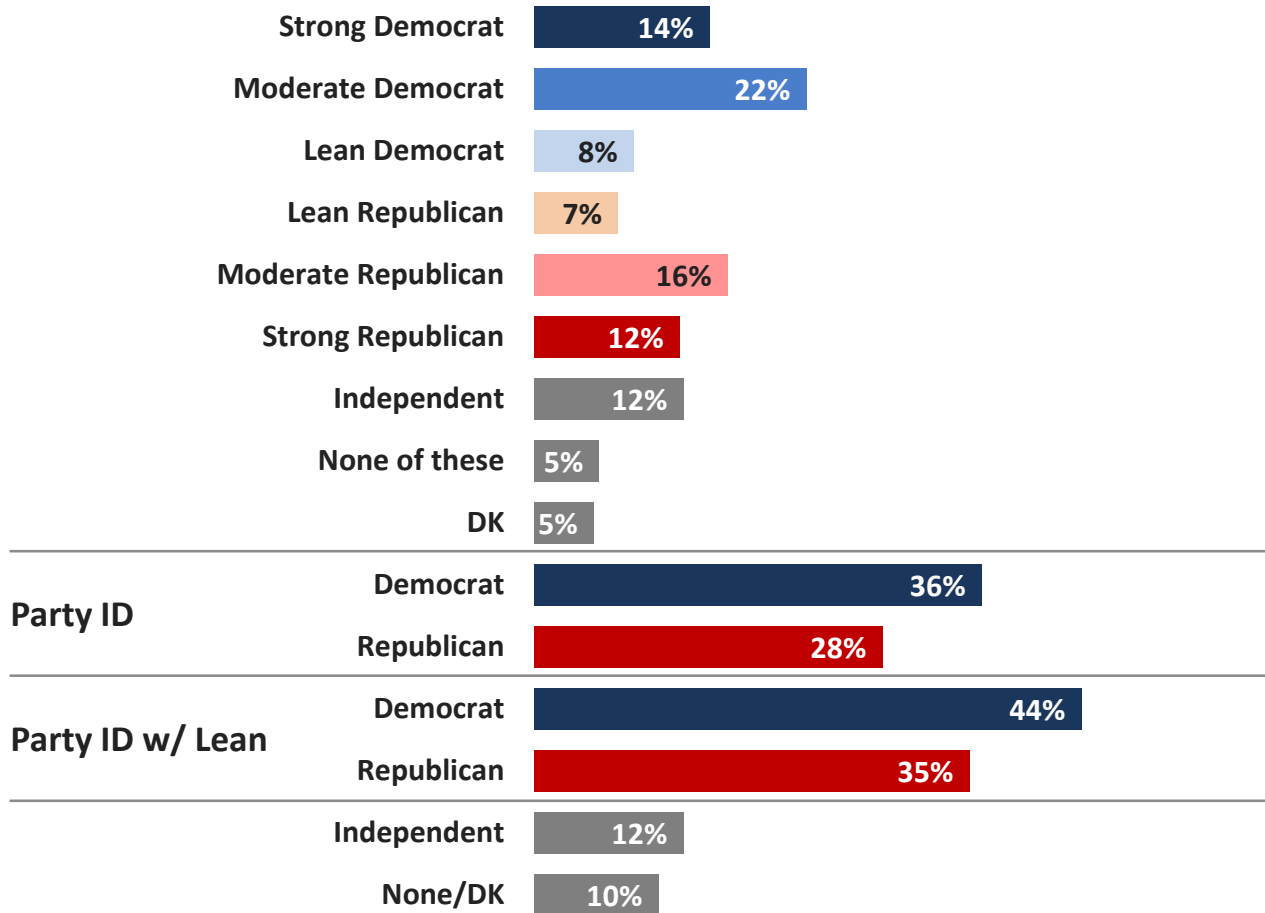
Debate Results

Did the debate change your view of who will win the election?

	Total	Democrat	Republican	Independent
I think Trump is more likely to win	15%	3%	29%	13%
I think Clinton is more likely to win	27%	51%	6%	17%
No change	50%	39%	58%	61%
Don't know / Refused	8%	7%	7%	10%

ALL ADULT AMERICANS

Political Identity



All Adults: n = 1,749

How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ , i.e., $Y|\theta \sim \text{bin}(n, \theta)$, where n is the size of our sample. In this setting, Y counts the number of “yes”, or “1”, observed in the sample, so that the sample mean (\bar{y}) is a natural estimate of the true population proportion θ . This model is often called the likelihood function, and it is a standard concept in both the bayesian and the classical framework. The bayesian 1 statistics combines both the prior distribution and the likelihood function to create a posterior distribution.

The posterior distribution represents our opinion about which are the plausible values for θ adjusted after observing the sample data. In reality, the posterior distribution is one’s knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution ($\pi(\theta/y) \sim \beta(y+a, n-y+b)$), but with updated hyper-parameters.

Our credibility interval for θ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for θ given our updated knowledge base. There are different ways to calculate these intervals based on $\pi(\theta/y)$. Since we want only one measure of precision for all variables in the survey, analogous to what is done within the classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that $a=1$ and $b=1$ and $y=n/2$. Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \pm \frac{1}{\sqrt{n}}$$

How to Calculate Bayesian Credibility Intervals

FOR THIS POLL

The Bayesian credibility interval was adjusted using standard weighting design effect $1+L=1.3$ to account for complex weighting²

Examples of credibility intervals for different base sizes are below:

	SAMPLE SIZE	CREDIBILITY INTERVALS
	2,000	2.5
	1,500	2.9
	1,000	3.5
Ipsos does not publish data for base sizes (sample sizes) below 100.	750	4.1
	500	5.0
	350	6.0
	200	7.9
	100	11.2

¹ *Bayesian Data Analysis, Second Edition*, Andrew Gelman, John B. Carlin, Hal S. Stern, Donald B. Rubin, Chapman & Hall/CRC | ISBN: 158488388X | 2003

² Kish, L. (1992). *Weighting for unequal Pi*. *Journal of Official Statistics*, 8, 2, 183200.

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GAME CHANGERS

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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.