



Ipsos Poll Conducted for Reuters

State Poll: FLORIDA

10.14.2016

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IPSOS POLL CONDUCTED FOR REUTERS

State Polling Data: FLORIDA

These are findings from an Ipsos poll conducted

for

date



REUTERS

October 5-12, 2016



For the survey,

a sample of

including

ages

2,610
Americans

1,215
Democrats

843
Republicans

338
Independents

2,216
Registered
voters

1,532
Likely
voters

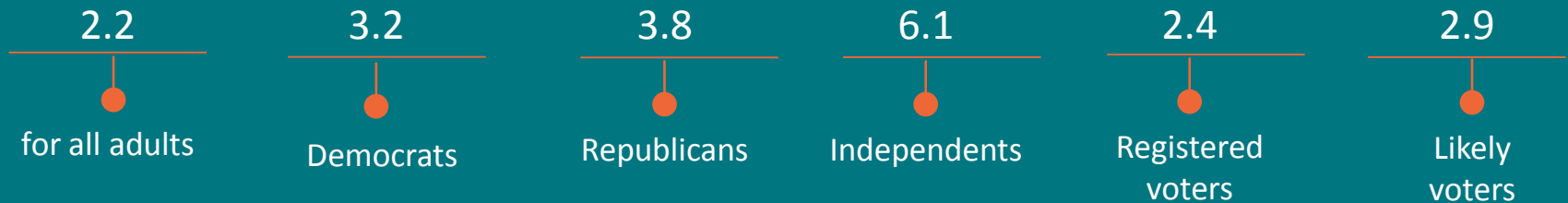
18+

were interviewed online

State Polling Data: FLORIDA

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.

State Polling Data: FLORIDA

- The data were weighted to the U.S. current population data by:
 - **Gender**
 - **Age**
 - **Education**
 - **Ethnicity**
 - **Urbanicity**
- 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/>*

ALL ADULTS/ LIKELY VOTERS

Right Direction/Wrong Track

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track? *(All Adults n=2,610, Likely Voter n=1,532)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Right Direction	25%	26%	44%	8%	15%
Wrong Track	61%	61%	38%	87%	72%
Don't know	14%	13%	18%	5%	13%

Main Problem Facing America

In your opinion, what is the most important problem facing the US today?

(All Adults n=2,610, Likely Voter n=1,532)

	All Adults	Likely Voters	Democrat (LV)	Republican (LV)	Independent (LV)
Economy generally	19%	21%	20%	22%	20%
Unemployment / lack of jobs	10%	8%	10%	7%	9%
War / foreign conflicts	5%	4%	4%	3%	3%
Immigration	7%	8%	6%	11%	12%
Terrorism / terrorist attacks	26%	27%	23%	33%	27%
Healthcare	8%	11%	11%	9%	11%
Energy issues	0%	0%	1%	0%	0%
Morality	6%	5%	5%	6%	2%
Education	4%	3%	6%	1%	3%
Crime	5%	4%	5%	2%	1%
Environment	2%	3%	3%	1%	2%
Other	5%	5%	5%	4%	8%
Don't know	3%	2%	2%	1%	1%

ALL ADULTS/ LIKELY VOTERS

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? *(All Adults n=2,610, Likely Voter n=1,532)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton (Democrat)	37%	42%	80%	12%	21%
Donald Trump (Republican)	36%	40%	15%	77%	45%
Other	7%	7%	3%	5%	19%
Wouldn't Vote	9%	1%	0%	1%	3%
Don't know / Refused	12%	10%	3%	6%	11%

Four-Way Ballot Head-to-Head

If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote? *(All Adults n=2,610, Likely Voter n=1,532)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton (Democrat)	39%	42%	83%	6%	25%
Donald Trump (Republican)	32%	38%	7%	83%	38%
Gary Johnson (Libertarian)	6%	6%	5%	4%	6%
Jill Stein (Green)	3%	2%	1%	1%	8%
Other	3%	2%	1%	1%	10%
Wouldn't Vote	7%	1%	0%	0%	3%
Don't know / Refused	11%	9%	3%	5%	9%

ALL ADULTS/ LIKELY VOTERS

Senate Head-to-Head

If the election for U.S. Senate were held today and the candidates were Democrat Patrick Murphy and Republican Marco Rubio , for whom would you vote?

(All Adults n=2,610, Likely Voter n=1,532)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Patrick Murphy (Democrat)	33%	38%	74%	6%	35%
Marco Rubio (Republican)	35%	40%	13%	79%	36%
Other	6%	6%	1%	4%	9%
Wouldn't vote	13%	3%	4%	2%	5%
Don't know / Refused	14%	12%	7%	9%	16%

Congressional Head-to-Head

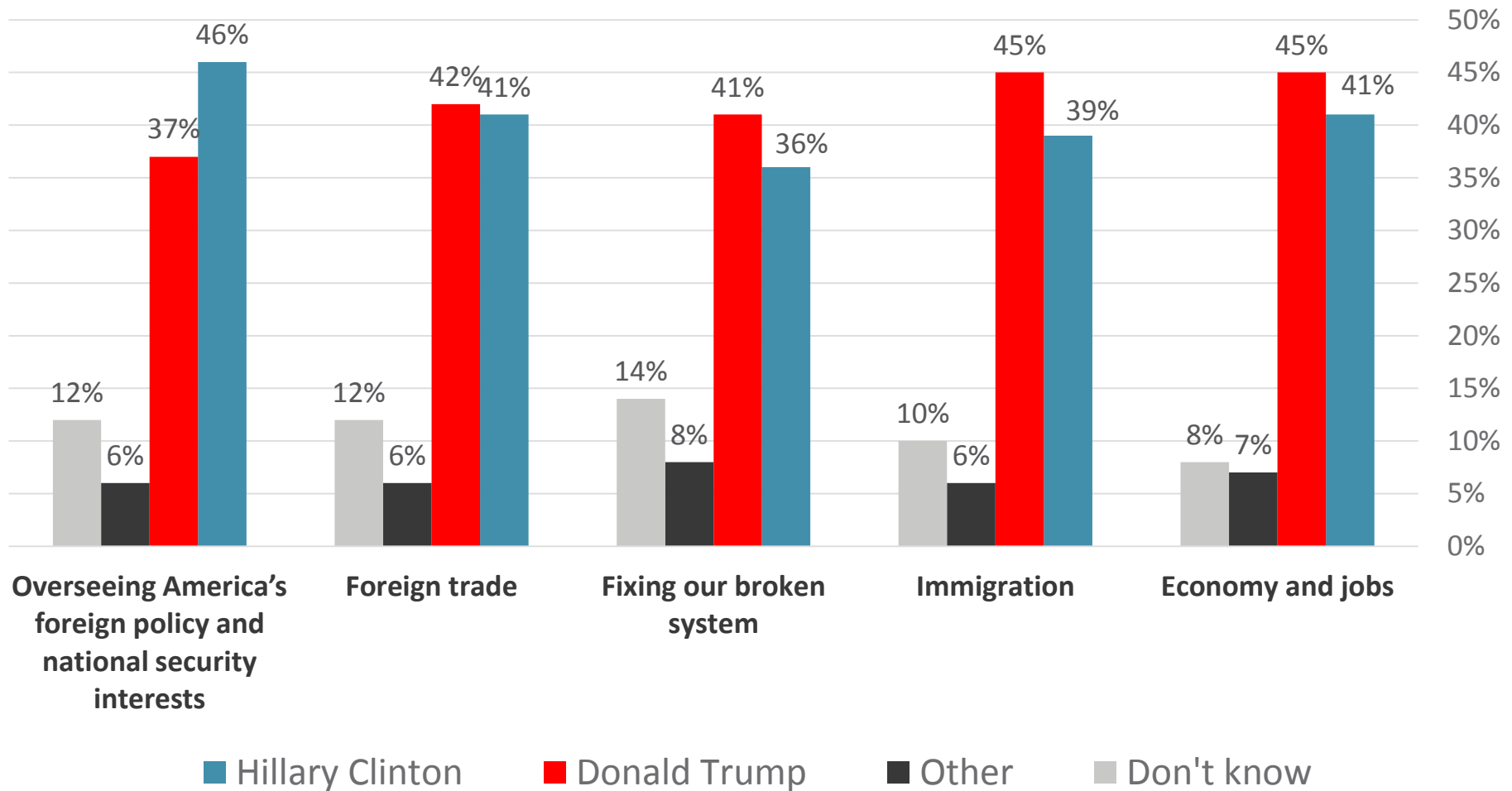
In 2016, if the election for U.S. Congress were held today, would you vote for the Democratic candidate or the Republican candidate for U.S. Congress in your district where you live? *(All Adults n=2,610 Likely Voter n=1,532)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Democratic Candidate	37%	40%	86%	3%	26%
Republican Candidate	33%	38%	5%	88%	27%
Candidate from Another Party	4%	4%	1%	2%	12%
Will not/do not plan to vote	9%	1%	1%	1%	4%
Don't know / Refused	16%	16%	7%	7%	31%

LIKELY VOTERS

Presidential Matchups on Key Issues

Which candidate would do a better job with... (Likely Voter n=1,532)



Immigration (1)

When you think about immigration, which of the following solutions come closest to your opinion?

(All Adults n=2,610, Likely Voter n=1,532)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
All illegal immigrants should be able to stay in the US legally	10%	9%	15%	3%	6%
Most illegal immigrants should be able to stay in the US, with some exceptions	33%	38%	48%	25%	34%
Most illegal immigrants should be deported, with some exceptions	25%	25%	16%	38%	26%
All illegal immigrants should be deported	19%	19%	10%	29%	24%
Unsure	12%	9%	10%	5%	10%

Immigration (2)

Which of the following statements comes closer to your personal opinion?

(All Adults n=2,610, Likely Voter n=1,532)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Immigrants threaten traditional American beliefs and customs	50%	44%	29%	66%	44%
Immigrants strengthen American society	50%	56%	71%	34%	56%

Immigration & Children (1)

Do you agree or disagree with the following statements?

The U.S. is morally obligated to ensure children in the U.S., including illegal immigrants, receive adequate care and shelter

(All Adults n=2,610, Likely Voter n=1,532)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Strongly agree	31%	30%	47%	14%	27%
Somewhat agree	34%	35%	34%	36%	31%
Somewhat disagree	18%	17%	9%	24%	23%
Strongly disagree	14%	16%	7%	25%	17%
Don't know	4%	2%	2%	2%	2%
TOTAL AGREE	65%	65%	81%	50%	58%
TOTAL DISAGREE	32%	33%	16%	49%	40%

Where figures do not sum up exactly, this is due to the effects of rounding

Immigration & Children (2)

Do you agree or disagree with the following statements?

Children of undocumented immigrants should be granted access to public schooling

(All Adults n=2,610, Likely Voter n=1,532)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Strongly agree	28%	28%	45%	13%	29%
Somewhat agree	29%	30%	33%	24%	25%
Somewhat disagree	17%	18%	12%	27%	16%
Strongly disagree	21%	22%	8%	33%	27%
Don't know	5%	3%	2%	3%	2%
TOTAL AGREE	57%	58%	78%	37%	54%
TOTAL DISAGREE	38%	40%	20%	60%	43%

Where figures do not sum up exactly, this is due to the effects of rounding

ALL ADULTS/ LIKELY VOTERS

U.S.-Mexico Border: Support/Oppose

Do you support or oppose building additional fencing across the US-Mexico border?

(All Adults n=2,610, Likely Voter n=1,532)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Support	46%	48%	29%	76%	53%
Oppose	33%	34%	56%	10%	30%
Not sure	22%	18%	15%	14%	17%

Where figures do not sum up exactly, this is due to the effects of rounding

ALL ADULTS/ LIKELY VOTERS

U.S.-Mexico Border: Effective/Waste

Would expanding the border fencing along the U.S.-Mexico border be an effective barrier or a waste of money?

(All Adults n=2,610, Likely Voter n=1,532)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Effective barrier	36%	38%	21%	65%	41%
Waste money	41%	42%	65%	15%	36%
Not sure	23%	20%	14%	20%	22%

Where figures do not sum up exactly, this is due to the effects of rounding

U.S.-Mexico Border: Payment

Is it realistic to expect that Mexico should pay for building a wall along the US-Mexico

(All Adults n=2,610, Likely Voter n=1,532)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Yes	29%	28%	17%	48%	27%
No	52%	55%	74%	31%	56%
Not sure	19%	17%	9%	21%	18%

Where figures do not sum up exactly, this is due to the effects of rounding

ALL ADULTS/ LIKELY VOTERS

Cuba Relations (1)

Do you think that the United States should or should not...

Establish normal diplomatic relations with Cuba?

(All Adults n=2,610, Likely Voter n=1,532)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Should	61%	62%	74%	50%	59%
Should not	17%	18%	10%	30%	15%
Not sure	22%	20%	16%	20%	26%

ALL ADULTS/ LIKELY VOTERS

Cuba Relations (2)

Do you think that the United States should or should not...

Lift its trade embargo on Cuba?

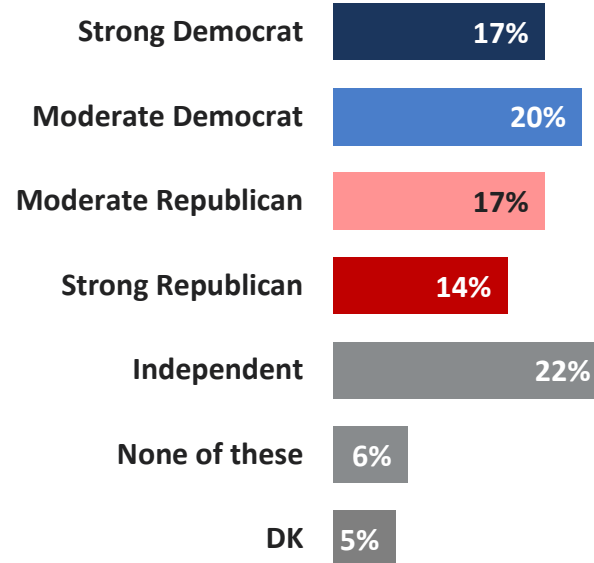
(All Adults n=2,610, Likely Voter n=1,532)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Should	48%	48%	57%	36%	47%
Should not	24%	27%	23%	38%	19%
Not sure	28%	26%	20%	26%	34%

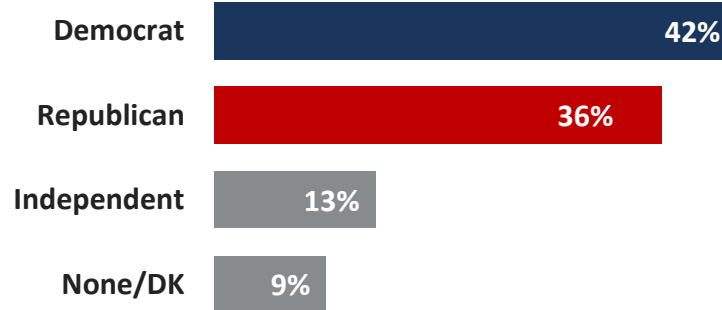
ALL ADULTS

Political Identity

**NON-PUSHED
POLITICAL
IDENTITY (prior
to ‘pushing’
Independents,
None, and DK
responses)**



**‘PUSHED’
POLITICAL
IDENTITY**



All Adults: n= 2,002

For more information on Ipsos’ ‘pushed’ and ‘non-pushed’ Party Identification questions, please see:
<http://spotlight.ipsos-na.com/index.php/news/just-cause-you-lean-dont-make-you-a-pushover-party-identification-measurement-in-polling/>

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 π . *Journal of Official Statistics*, 8, 2, 183200.

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