



Ipsos Poll Conducted for Reuters

State Poll: OHIO

10.13.2016

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IPSOS POLL CONDUCTED FOR REUTERS

State Polling Data: OHIO

These are findings from an Ipsos poll conducted

for

date



REUTERS

October 6-12, 2016



For the survey,

a sample of

including

ages

2,002
Americans

841
Democrats

753
Republicans

236
Independents

1,739
Registered
voters

1,200
Likely
voters

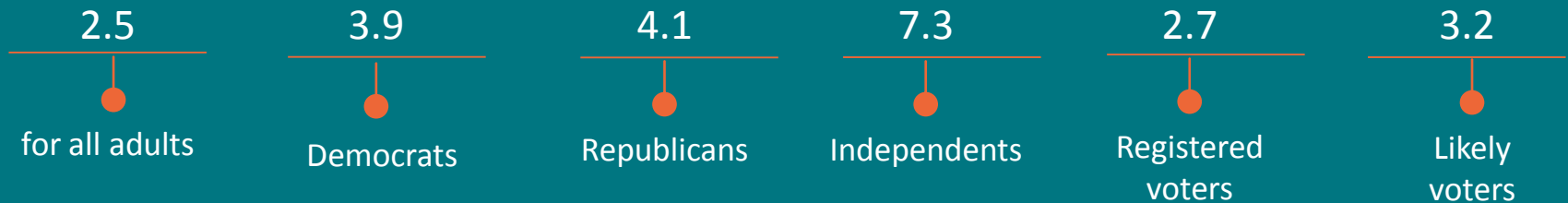
18+

were interviewed online

State Polling Data: OHIO

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: OHIO

- 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=2002, Likely Voter n=1200)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Right Direction	20%	24%	42%	6%	9%
Wrong Track	70%	67%	47%	88%	82%
Don't know	10%	8%	10%	6%	9%

Main Problem Facing America

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

(All Adults n=2002, Likely Voter n=1200)

	All Adults	Likely Voters	Democrat (LV)	Republican (LV)	Independent (LV)
Economy generally	21%	23%	22%	24%	22%
Unemployment / lack of jobs	11%	9%	10%	7%	12%
War / foreign conflicts	4%	4%	5%	3%	0%
Immigration	6%	7%	2%	12%	7%
Terrorism / terrorist attacks	18%	20%	17%	25%	18%
Healthcare	10%	11%	11%	10%	11%
Energy issues	1%	1%	1%	0%	0%
Morality	6%	5%	4%	6%	4%
Education	4%	4%	6%	1%	5%
Crime	6%	6%	8%	4%	3%
Environment	2%	3%	5%	0%	3%
Other	7%	7%	7%	5%	9%
Don't know	4%	2%	1%	2%	6%

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=2002, Likely Voter n=1200)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton (Democrat)	38%	44%	82%	7%	13%
Donald Trump (Republican)	36%	41%	8%	80%	44%
Other	10%	8%	6%	7%	29%
Wouldn't Vote	8%	1%	1%	1%	2%
Don't know / Refused	8%	6%	4%	6%	12%

ALL ADULTS/ LIKELY VOTERS

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=2002, Likely Voter n=1200)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton (Democrat)	37%	43%	81%	6%	13%
Donald Trump (Republican)	34%	39%	8%	78%	41%
Gary Johnson (Libertarian)	9%	8%	5%	10%	21%
Jill Stein (Green)	3%	2%	3%	0%	7%
Other	3%	2%	1%	2%	5%
Wouldn't Vote	7%	1%	1%	0%	0%
Don't know / Refused	8%	5%	3%	5%	13%

ALL ADULTS/ LIKELY VOTERS

Senate Head-to-Head

If the election for U.S. Senate were held today and the candidates were Democrat Ted Strickland and Republican Rob Portman, for whom would you vote? *(All Adults n=2002, Likely Voter n=1200)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Ted Strickland (Democrat)	32%	37%	69%	4%	15%
Rob Portman (Republican)	42%	49%	15%	86%	66%
Other	4%	3%	4%	2%	5%
Wouldn't vote	9%	2%	2%	2%	0%
Don't know / Refused	13%	9%	10%	5%	14%

Congressional Head-to-Head

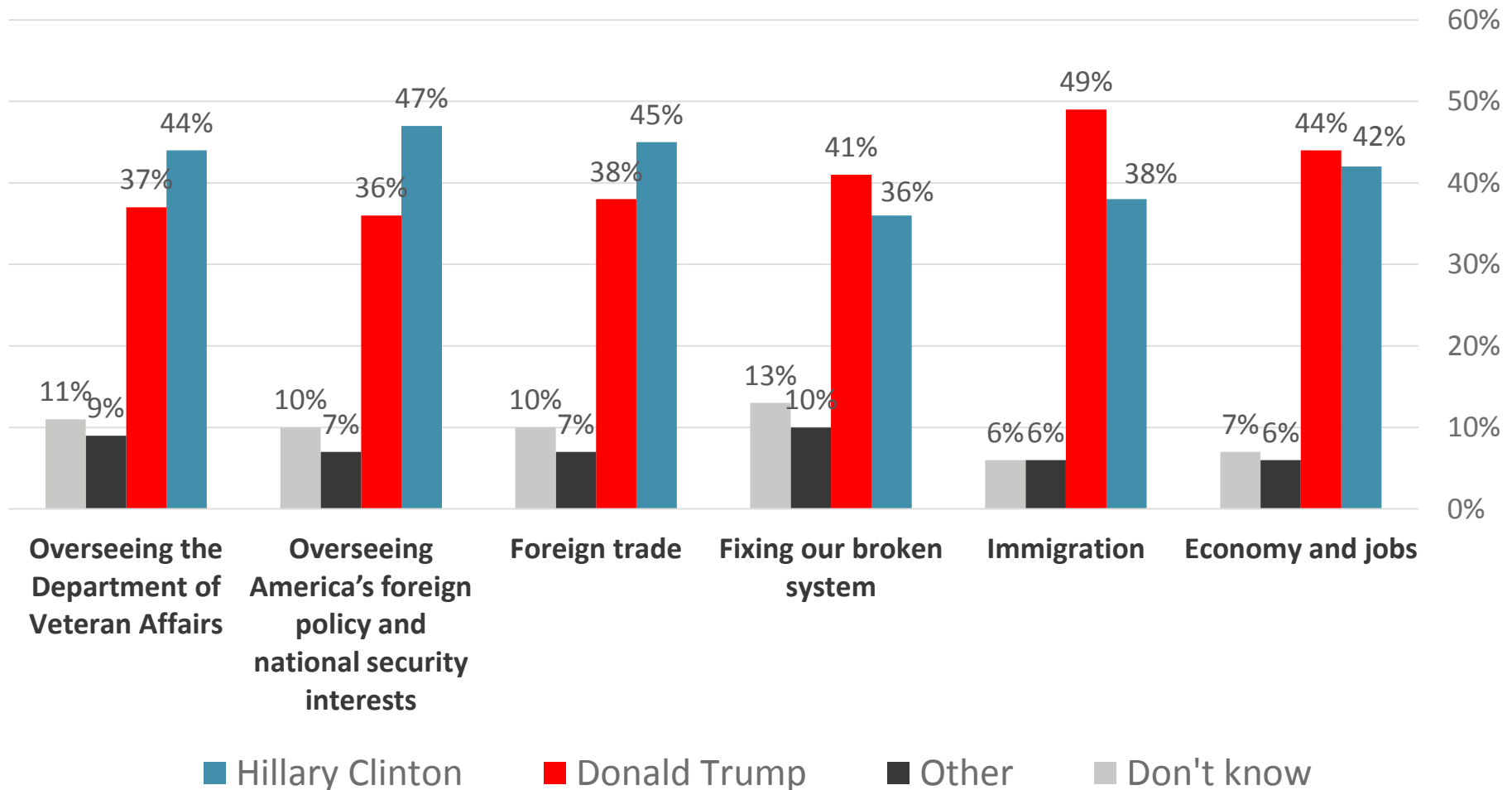
In 2016, if the election for U.S. Congress were held today, would you vote for the Democratic candidate or the Republican candidate for U.S. Congress in your district where you live? *(All Adults n=2002, Likely Voter n=1200)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Democratic Candidate	36%	42%	81%	3%	16%
Republican Candidate	37%	44%	7%	89%	42%
Candidate from Another Party	5%	3%	2%	1%	14%
Will not/do not plan to vote	9%	1%	1%	0%	1%
Don't know / Refused	13%	11%	9%	6%	26%

LIKELY VOTERS

Presidential Matchups on Key Issues

Which candidate would do a better job with... (Likely Voter n=1200)



International Trade (1)

Please indicate the extent to which you agree or disagree with each of the following statements:

International trade helps average Americans by keeping the cost of goods low

(All Adults n=2002, Likely Voter n=1200)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Strongly agree	14%	12%	14%	12%	8%
Somewhat agree	47%	48%	52%	44%	42%
Somewhat disagree	29%	30%	25%	34%	37%
Strongly disagree	10%	10%	9%	10%	13%
TOTAL AGREE	61%	60%	65%	56%	50%
TOTAL DISAGREE	39%	40%	35%	44%	50%

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

International Trade (2)

Please indicate the extent to which you agree or disagree with each of the following statements:

International trade hurts average Americans because it causes us to lose jobs here in America

(All Adults n=2002, Likely Voter n=1200)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Strongly agree	34%	34%	32%	36%	30%
Somewhat agree	43%	42%	41%	41%	49%
Somewhat disagree	19%	19%	21%	17%	19%
Strongly disagree	5%	5%	6%	5%	3%
TOTAL AGREE	76%	76%	73%	78%	78%
TOTAL DISAGREE	24%	24%	27%	22%	22%

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

International Trade (3)

Please indicate the extent to which you agree or disagree with each of the following statements:

International trade hurts average Americans because it keeps wages down due to the cheaper costs of foreign labor

(All Adults n=2002, Likely Voter n=1200)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Strongly agree	31%	32%	32%	34%	29%
Somewhat agree	43%	44%	45%	40%	56%
Somewhat disagree	21%	20%	18%	23%	13%
Strongly disagree	5%	4%	5%	3%	2%
TOTAL AGREE	74%	76%	76%	74%	85%
TOTAL DISAGREE	26%	24%	24%	26%	15%

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

International Trade & Jobs

On balance, in your view, does international trade between countries help create jobs in the US or cause job losses in the US?

(All Adults n=2002, Likely Voter n=1200)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Creates jobs	9%	9%	10%	8%	4%
Causes job losses	50%	52%	45%	59%	56%
Both equally	31%	32%	37%	27%	32%
Don't know	10%	7%	7%	6%	9%

Hydraulic Fracturing: Familiarity

How familiar are you with hydraulic fracturing, or “fracking”, a process that’s used to extract natural gas and oil from deep in the ground?

(All Adults n=2002, Likely Voter n=1200)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Very familiar	14%	17%	16%	18%	18%
Somewhat familiar	47%	53%	52%	55%	54%
Not very familiar	21%	21%	22%	19%	24%
Not at all familiar	14%	8%	9%	6%	4%
Don’t know	4%	1%	2%	1%	1%
NET Very + Somewhat familiar	62%	70%	67%	74%	72%

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

ALL ADULTS/ LIKELY VOTERS

Hydraulic Fracturing: Favor / Oppose

To what extent do you favor or oppose hydraulic fracturing or “fracking” as a means of increasing the production of natural gas and oil in the U.S.?

(All Adults n=2002, Likely Voter n=1200)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Strongly favor	10%	13%	5%	22%	7%
Somewhat favor	31%	34%	28%	40%	40%
Somewhat oppose	21%	23%	28%	17%	23%
Strongly oppose	15%	15%	22%	8%	14%
Don't know	23%	15%	16%	13%	17%
TOTAL FAVOR	41%	47%	33%	62%	47%
TOTAL OPPOSE	36%	38%	50%	24%	37%

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

ALL ADULTS/ LIKELY VOTERS

Global Warming Sentiments

Which of these sentiments is closer to your point of view?

(All Adults n=2002, Likely Voter n=1200)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Reducing global warming will hurt jobs and the economy	20%	21%	7%	39%	18%
Clean energy will create new jobs and growth	80%	79%	93%	61%	82%

America's Energy Needs

When you think about America's energy needs, which of the following solutions come closest to your opinion? (All Adults n=2002, Likely Voter n=1200)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Strong investment in renewable energy like wind and solar	29%	29%	42%	14%	27%
A mix of both, but with more investment in renewable than drilling	33%	36%	37%	34%	37%
A mix of both, but with more drilling than investment in renewables	17%	19%	10%	29%	24%
Strong focus on offshore drilling and allowing drilling in federal lands including wildlife reserves	6%	7%	2%	13%	5%
Unsure	15%	9%	9%	9%	7%

ALL ADULTS/ LIKELY VOTERS

Energy Industry

Which statement comes closer to your point of view? *(All Adults n=2002, Likely Voter n=1200)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
U.S. energy production has been harmed by too many environmental regulations	40%	42%	25%	63%	40%
The environment has been harmed by weak regulations on the energy industry	60%	58%	75%	37%	60%

Coal Industry

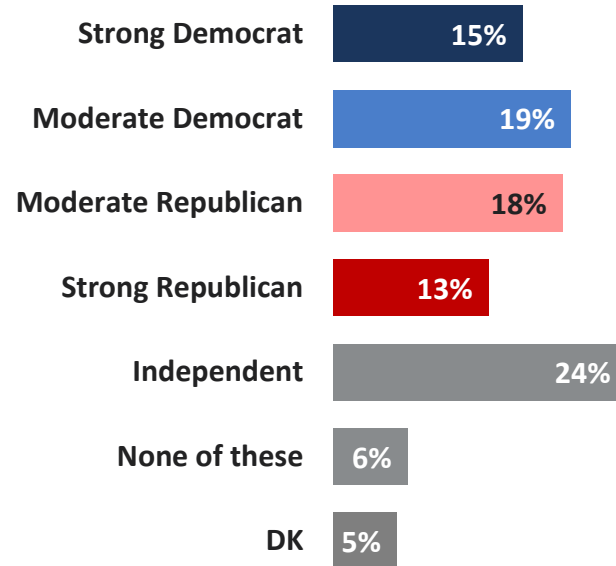
Which statement comes closer to your point of view? *(All Adult n=2002, Likely Voter n=1200)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
The government should help the coal industry expand	44%	46%	32%	64%	42%
The government should encourage people to find jobs outside the coal industry	56%	54%	68%	36%	58%

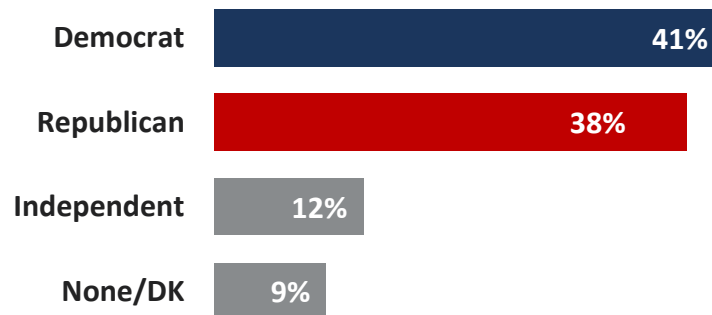
ALL ADULTS

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:

Ipsos does not publish data for base sizes (sample sizes) below 100.	SAMPLE SIZE	CREDIBILITY INTERVALS
	2,000	2.5
	1,500	2.9
	1,000	3.5
	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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