



Ipsos Poll Conducted for Reuters **Core Political Data (Expansion)**

10.20.2016

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IPSOS POLL CONDUCTED FOR REUTERS

Core Political Data

These are findings from an Ipsos poll conducted

for



REUTERS

date

October 13-17, 2016



For the survey,

a sample of

1,750
Americans

including

Category
(registered voters)

Sample
Size

Men	674
Women	827
White	1,155
Minority	346
No college	261
Some college	526
College or more	714

ages

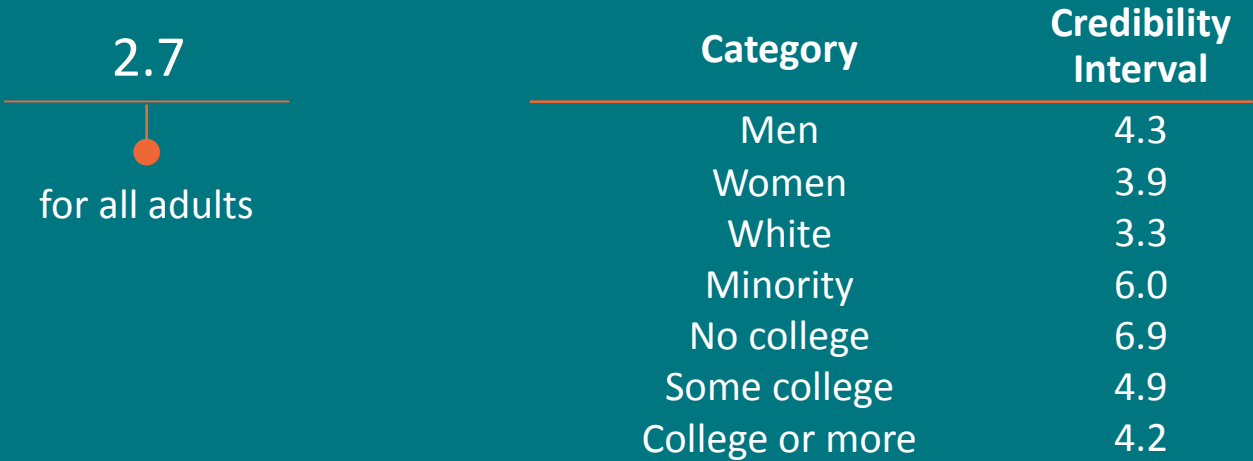
18+

were interviewed online

Core Political Data

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.

Core Political Data

- 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/>*

Main Problem Facing America

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

	Men	Women	White	Minority	No college	Some college	College or more
Economy generally	22%	18%	21%	18%	17%	22%	23%
Unemployment / lack of jobs	9%	8%	6%	13%	10%	8%	6%
War / foreign conflicts	4%	3%	3%	4%	3%	5%	4%
Immigration	9%	3%	8%	2%	7%	5%	6%
Terrorism / terrorist attacks	18%	18%	18%	17%	23%	13%	16%
Healthcare	9%	10%	12%	5%	10%	10%	10%
Energy issues	0%	0%	0%	1%	0%	1%	0%
Morality	7%	12%	8%	12%	10%	11%	6%
Education	6%	5%	6%	6%	2%	6%	11%
Crime	4%	8%	5%	9%	6%	6%	7%
Environment	3%	5%	4%	3%	3%	4%	4%
Don't know	3%	3%	2%	4%	2%	3%	2%
Other	6%	7%	7%	6%	8%	7%	5%

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?

	Men	Women	White	Minority	No college	Some college	College or more
Hillary Clinton (Democrat)	45%	44%	38%	60%	39%	42%	54%
Donald Trump (Republican)	39%	32%	43%	17%	43%	34%	27%
Other	8%	11%	10%	10%	6%	15%	11%
Wouldn't Vote	4%	3%	3%	4%	5%	2%	2%
Don't know / Refused	5%	9%	6%	8%	8%	7%	5%

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?

	Men	Women	White	Minority	No college	Some college	College or more
Hillary Clinton (Democrat)	43%	41%	35%	57%	36%	40%	52%
Donald Trump (Republican)	37%	31%	41%	18%	40%	33%	26%
Gary Johnson (Libertarian)	7%	7%	8%	5%	5%	8%	8%
Jill Stein (Green)	3%	4%	3%	5%	3%	6%	3%
Other	2%	4%	3%	3%	3%	3%	3%
Wouldn't Vote	3%	4%	3%	4%	5%	2%	2%
Don't know / Refused	5%	9%	7%	8%	9%	7%	5%

General Election Candidate Favorability

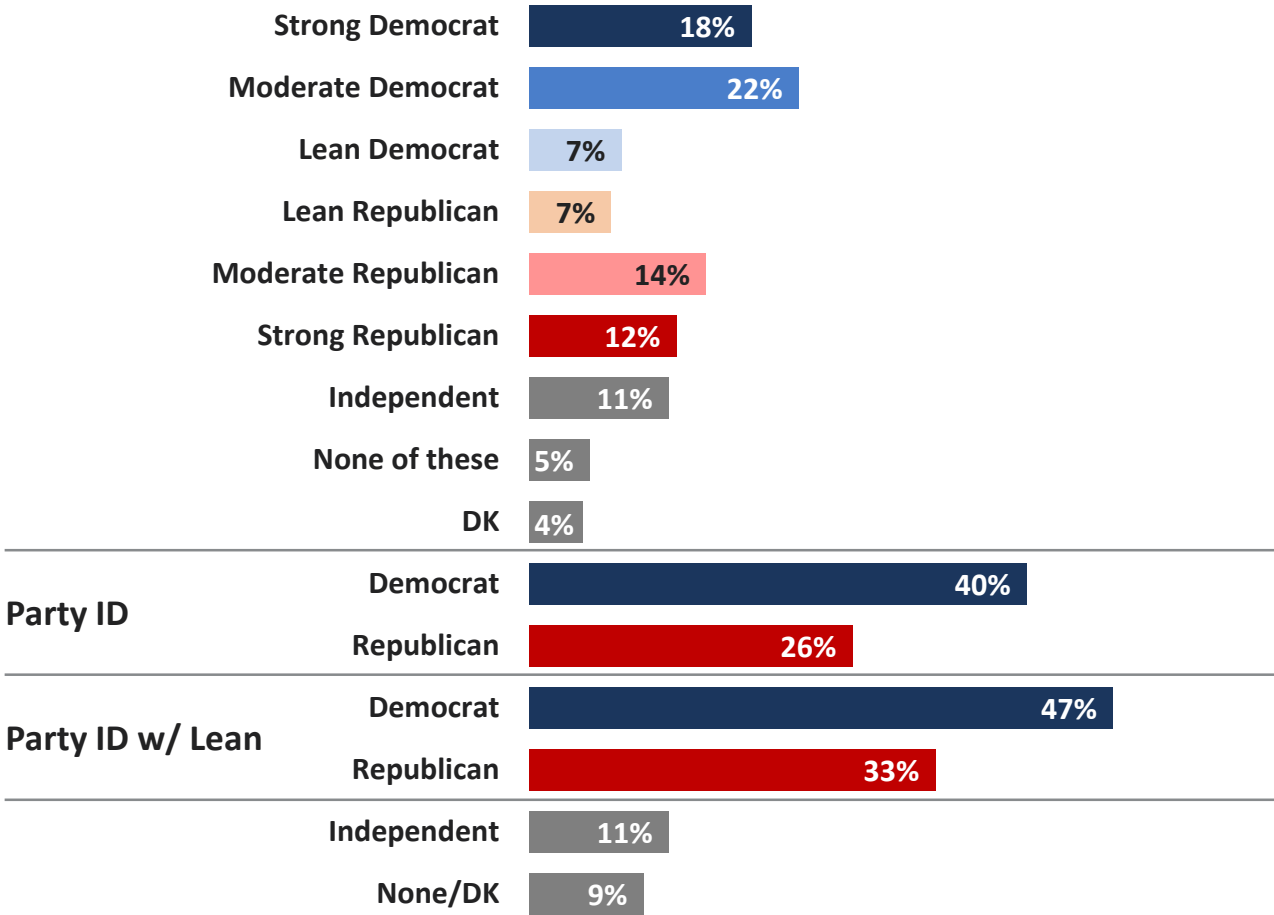
Would you say you are generally favorable or unfavorable towards these public figures?

Donald Trump	Men	Women	White	Minority	No college	Some college	College or more
Favorable	48%	37%	49%	26%	48%	38%	38%
Unfavorable	52%	63%	51%	74%	52%	62%	62%

Hillary Clinton	Men	Women	White	Minority	No college	Some college	College or more
Favorable	50%	48%	41%	67%	44%	49%	56%
Unfavorable	50%	52%	59%	33%	56%	51%	44%

ALL ADULT AMERICANS

Political Identity



All Adults: n= 1,750

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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