



Ipsos Public Affairs



Ipsos Poll Conducted for Reuters

States of the Nation

10.03.2016

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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

Sept 9-29, 2016



For the survey,

a sample of

48,985
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 29, 2016



CLINTON ★

246

45% OF VOTE

Predicted winner



TRUMP

180

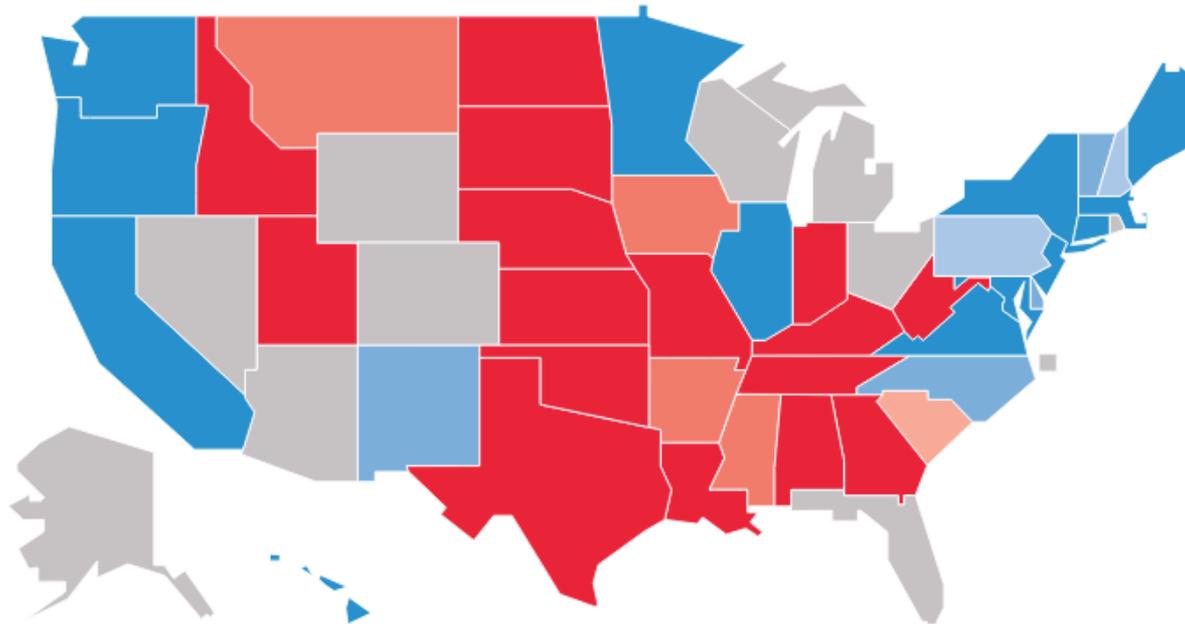
40% OF VOTE

270 TO WIN

High confidence

SHOW CARTOGRAM

SHOW TABLE



States of the Nation Poll

STATE	SAMPLE	CONFIDENCE	CLINTON	TRUMP	DK/OTR	STATE	SAMPLE	CONFIDENCE	CLINTON	TRUMP	DK/OTH
Alabama	518	High	37%	56%	7%	Nebraska	324	High	33%	51%	16%
Alaska	55		—	—		Nevada	580	Tossup	42%	44%	14%
Arizona	802	Tossup	44%	46%	10%	New Hampshire	276	Low	47%	41%	12%
Arkansas	462	Mod	41%	50%	9%	New Jersey	606	High	47%	34%	19%
California	1610	High	64%	24%	12%	New Mexico	240	Mod	49%	40%	11%
Colorado	622	Tossup	43%	45%	12%	New York	1259	High	49%	29%	22%
Connecticut	666	High	52%	34%	14%	North Carolina	1014	Mod	48%	44%	8%
Delaware	219	Mod	43%	35%	22%	North Dakota	115		—	—	
Florida	1030	Tossup	48%	46%	6%	Ohio	769	Tossup	44%	43%	13%
Georgia	508	High	38%	51%	11%	Oklahoma	590	High	31%	54%	15%
Hawaii	156		—	—		Oregon	583	High	48%	38%	14%
Idaho	276	High	27%	60%	13%	Pennsylvania	938	Low	45%	42%	13%
Illinois	641	High	53%	33%	14%	Rhode Island	182		—	—	
Indiana	688	High	36%	53%	11%	South Carolina	519	Low	44%	49%	7%
Iowa	501	Mod	42%	49%	9%	South Dakota	134	High	32%	47%	21%
Kansas	498	High	34%	54%	12%	Tennessee	712	High	35%	47%	18%
Kentucky	593	High	38%	56%	6%	Texas	916	High	33%	48%	19%
Louisiana	585	High	38%	50%	12%	DC	131		—	—	
Maine	326	High	45%	34%	21%	Utah	463	High	34%	50%	16%
Maryland	669	High	52%	33%	15%	Vermont	120		—	—	
Massachusetts	780	High	50%	28%	22%	Virginia	1005	High	48%	40%	12%
Michigan	608	Tossup	39%	39%	22%	Washington	788	High	49%	35%	16%
Minnesota	615	High	43%	35%	22%	West Virginia	351	High	33%	53%	14%
Mississippi	385	Mod	38%	49%	13%	Wisconsin	751	Tossup	42%	42%	16%
Missouri	708	High	36%	48%	16%	Wyoming	83		—	—	
Montana	223	Mod	40%	53%	7%						

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

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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.