



Ipsos Poll Conducted for Reuters

State Poll: MICHIGAN

10.18.2016

© 2016 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

IPSOS POLL CONDUCTED FOR REUTERS

State Polling Data: MICHIGAN

These are findings from an Ipsos poll conducted

for

date



REUTERS

October 6-17, 2016



For the survey,

a sample of

including

ages

2,400
Americans

1,058

Democrats

799

Republicans

316

Independents

2,125

Registered
voters

1,370

Likely
voters

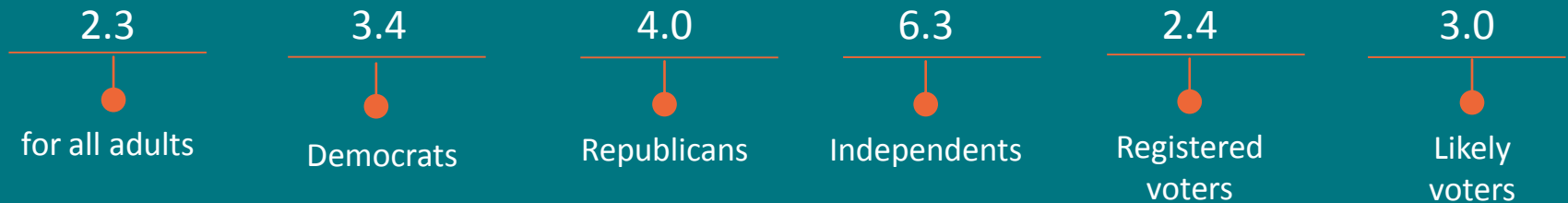
18+

were interviewed online

State Polling Data: MICHIGAN

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: MICHIGAN

- 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=2,400, Likely Voter n=1,370)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Right Direction	22%	22%	43%	4%	9%
Wrong Track	66%	68%	43%	92%	81%
Don't know	12%	11%	13%	3%	10%

Main Problem Facing America

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

(All Adults n=2,400, Likely Voter n=1,370)

	All Adults	Likely Voters	Democrat (LV)	Republican (LV)	Independent (LV)
Economy generally	21%	22%	20%	23%	28%
Unemployment / lack of jobs	8%	7%	7%	7%	6%
War / foreign conflicts	4%	4%	4%	3%	6%
Immigration	5%	6%	3%	11%	7%
Terrorism / terrorist attacks	18%	21%	20%	26%	14%
Healthcare	10%	12%	18%	6%	8%
Energy issues	1%	0%	1%	0%	0%
Morality	7%	7%	3%	11%	4%
Education	5%	4%	6%	2%	5%
Crime	6%	4%	5%	2%	5%
Environment	2%	2%	3%	1%	2%
Other	8%	9%	9%	7%	13%
Don't know	4%	3%	2%	1%	3%

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=2,400, Likely Voter n=1,370)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton (Democrat)	39%	40%	81%	7%	26%
Donald Trump (Republican)	31%	36%	6%	75%	26%
Other	12%	9%	5%	8%	30%
Wouldn't Vote	8%	4%	2%	2%	5%
Don't know / Refused	11%	11%	6%	8%	13%

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=2,400, Likely Voter n=1,370)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton (Democrat)	38%	40%	81%	6%	24%
Donald Trump (Republican)	30%	36%	6%	76%	28%
Gary Johnson (Libertarian)	9%	7%	5%	8%	12%
Jill Stein (Green)	4%	2%	1%	2%	7%
Other	4%	3%	2%	2%	11%
Wouldn't Vote	6%	3%	1%	1%	5%
Don't know / Refused	9%	9%	4%	5%	13%

ALL ADULTS/ LIKELY VOTERS

Congressional Head-to-Head

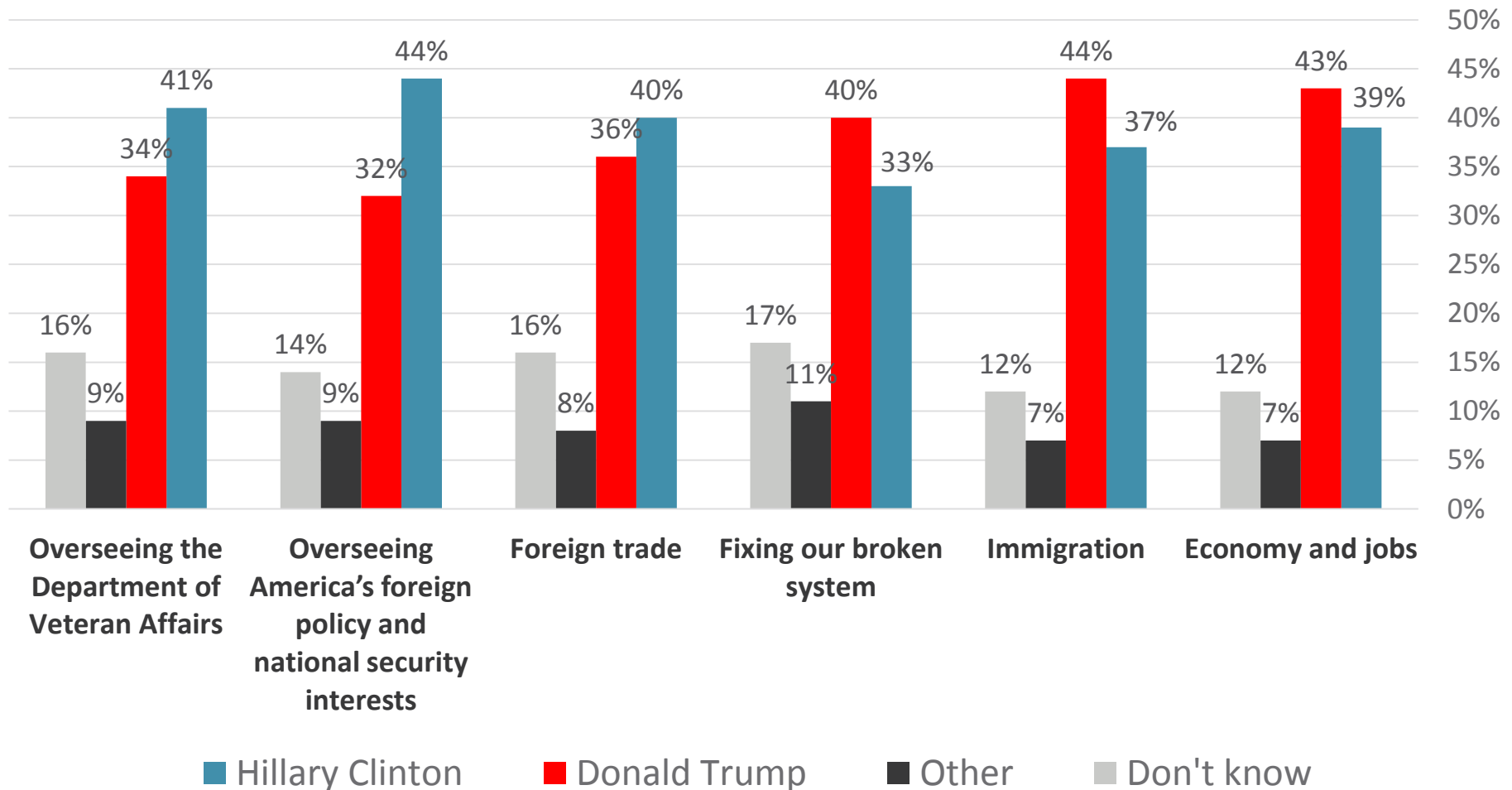
In 2016, if the election for U.S. Congress were held today, would you vote for the Democratic candidate or the Republican candidate for U.S. Congress in your district where you live? *(All Adults n=2,400, Likely Voter n=1,370)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Democratic Candidate	42%	41%	87%	4%	15%
Republican Candidate	31%	36%	4%	81%	23%
Candidate from Another Party	6%	5%	2%	3%	23%
Will not/do not plan to vote	6%	3%	1%	2%	3%
Don't know / Refused	15%	15%	7%	11%	36%

LIKELY VOTERS

Presidential Matchups on Key Issues

Which candidate would do a better job with... (Likely Voter n=1,370)



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=2,400, Likely Voter n=1,370)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Strongly agree	12%	9%	10%	6%	12%
Somewhat agree	48%	49%	54%	44%	48%
Somewhat disagree	28%	30%	26%	36%	30%
Strongly disagree	11%	12%	9%	14%	10%
TOTAL AGREE	60%	58%	64%	50%	60%
TOTAL DISAGREE	39%	42%	35%	50%	40%

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=2,400, Likely Voter n=1,370)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Strongly agree	34%	36%	31%	41%	32%
Somewhat agree	41%	41%	41%	42%	42%
Somewhat disagree	20%	19%	25%	14%	20%
Strongly disagree	5%	4%	4%	3%	6%
TOTAL AGREE	75%	77%	72%	83%	74%
TOTAL DISAGREE	25%	23%	29%	17%	26%

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=2,400, Likely Voter n=1,370)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Strongly agree	33%	34%	34%	36%	35%
Somewhat agree	41%	41%	42%	41%	37%
Somewhat disagree	20%	20%	20%	19%	23%
Strongly disagree	5%	5%	4%	4%	5%
TOTAL AGREE	74%	75%	76%	77%	72%
TOTAL DISAGREE	25%	25%	24%	23%	28%

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=2,400, Likely Voter n=1,370)

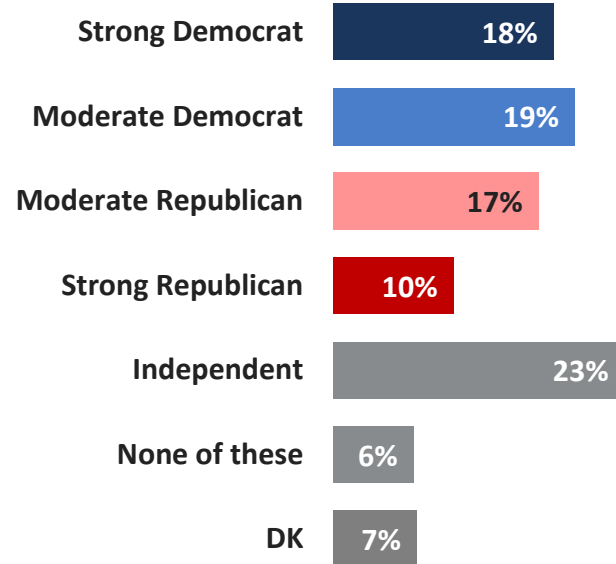
	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Creates jobs	9%	7%	8%	6%	10%
Causes job losses	49%	54%	48%	64%	46%
Both equally	32%	31%	37%	26%	37%
Don't know	10%	8%	6%	4%	7%

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

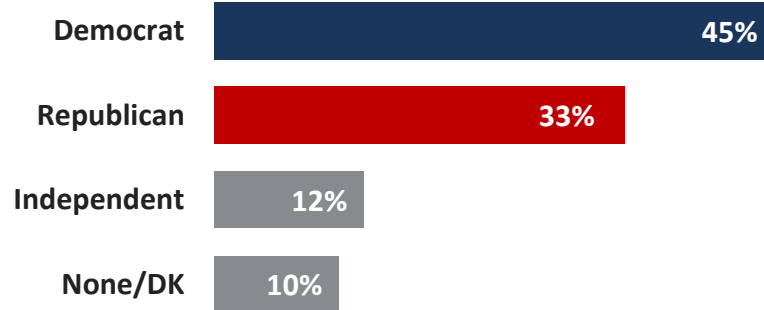
ALL ADULTS

Political Identity

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



**‘PUSHED’
POLITICAL
IDENTITY**



All Adults: n= 2,400

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.

ABOUT IPSOS

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

Ipsos is listed on Eurolist – NYSE – Euronext. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

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.