IPSOS POLL DATA
Prepared by Ipsos Public Affairs

IPSOS PUBLIC AFFAIRS: Teen Vogue
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These are findings from an Ipsos poll conducted October 21-27, 2016. For the survey, a sample of roughly 1,050 adults age 18-24 and 255 teens age 12-17 year olds from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2015 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

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. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.1 percentage points for all respondents (see link below for more info on Ipsos online polling "Credibility Intervals"). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,305, DEFF=1.5, adjusted Confidence Interval=4.6).

The poll also has a credibility interval plus or minus 3.4 percentage points for adults, and plus or minus 7.0 percentage points for teens (see link below for more info on Ipsos online polling "Credibility Intervals").

For more information about Ipsos online polling methodology, please go here http://goo.gl/yJBkuf

		18-24 (N=1050)
Q1. Which of the following best describes how you will vote or have voted in this year's Presidential Election, held on November 8th? (Select one)	I plan to vote at my polling station on November 8th	42%
	I plan to vote early at an early voting location before November 8th	14%
	I plan to vote early via early absentee ballot, before November 8th	10%
	I have voted at an early voting location already	4%
	I have voted via early voting already	5%
	I have voted via absentee ballot already	4%
	I do not plan to vote at all	15%
	Don't know	6%

	All 12-24	12-17	18-24
Economy generally	12%	8%	13%
Political system is broken	12%	5%	13%
Terrorism / terrorist attacks	11%	23%	8%
Racial inequality	8%	7%	8%
Unemployment / lack of jobs	7%	4%	7%
Education	6%	6%	6%
Crime	6%	9%	5%
Environment	6%	5%	6%
Healthcare	5%	5%	5%
War / foreign conflicts	4%	5%	4%
Immigration	4%	5%	4%
Morality	4%	3%	5%
Student loan debt	4%	1%	5%
LGBTQ+ issues	2%	2%	2%
Women's reproductive rights	2%	2%	2%
Energy issues	1%	1%	1%
Other	3%	4%	3%
Don't know	3%	5%	3%

Q2. In your opinion, what is the most important problem facing the US today? (Select from below or write in)

	All 12-24	12-17	18-24
Right direction	22%	27%	21%
Wrong track	60%	50%	62%
Don't know	18%	23%	17%

Q3. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

	All 12-24	12-17	18-24
Hillary Clinton (Democrat)	43%	42%	43%
Donald Trump(Republican)	24%	29%	23%
Gary Johnson (Libertarian)	9%	4%	11%
Jill Stein (Green)	4%	1%	5%
Other	5%	4%	5%
Wouldn't vote	9%	10%	9%
Don't Know/Refused	6%	9%	6%

Q4. If the 2016 presidential election were being held today and the candidates were as below, who do you support?

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		All 12-24	12-17	18-24
Q5. From the list below, please choose the topics or issues you have heard anything about in the past few months:	Black Lives Matter, an international movement that campaigns against violence and systematic racism towards black people	72%	64%	74%
	Efforts to promote gun control	62%	54%	64%
	Refugees from the civil war in Syria seeking asylum in the United States	55%	43%	58%
	Climate change or its effect	49%	38%	52%
	Government efforts to defund Planned Parenthood	47%	26%	53%
	North Carolina's HB2 bill, an act which legislates that in government buildings, individuals may only use restrooms and changing facilities that correspond to the sex on their birth certificates	40%	34%	41%
	The Alt-right, a segment of right-wing ideologies that reject mainstream Conservatism	18%	10%	20%
	None of the above	8%	13%	7%

		All 12-24	12-17	18-24
Q6_1. Do you agree or disagree with the following statements? -To fix America, we need a strong leader willing to break the rules	Strongly agree	21%	26%	19%
	Somewhat agree	29%	29%	29%
	Somewhat disagree	23%	18%	24%
	Strongly disagree	19%	18%	19%
	Don't know	8%	8%	8%
	Total agree	*50%*	*55%*	*48%*
	Total disagree	*42%*	*36%*	*43%*

		All 12-24	12-17	18-24
Q6_2. Do you agree or disagree with the following statements? -America needs a strong leader to take the country back from the rich and powerful	Strongly agree	43%	43%	43%
	Somewhat agree	36%	39%	35%
	Somewhat disagree	13%	9%	14%
	Strongly disagree	4%	2%	4%
	Don't know	5%	7%	4%
	Total agree	*79%*	*82%*	*78%*
	Total disagree	*17%*	*11%*	*18%*

	All 12-24	12-17	18-24
Q6_3. Do you agree or disagree with the following statements? -The American economy is rigged to advantage the rich and powerful			
Strongly agree	37%	32%	39%
Somewhat agree	38%	38%	38%
Somewhat disagree	12%	12%	13%
Strongly disagree	6%	5%	6%
Don't know	6%	13%	5%
Total agree	*75%*	*70%*	*77%*
Total disagree	*18%*	*17%*	*19%*

	All 12-24	12-17	18-24
Q6_4. Do you agree or disagree with the following statements? -Traditional parties and politicians don't care about people like me			
Strongly agree	31%	37%	30%
Somewhat agree	41%	43%	40%
Somewhat disagree	16%	12%	17%
Strongly disagree	5%	3%	6%
Don't know	7%	6%	8%
Total agree	*72%*	*80%*	*70%*
Total disagree	*21%*	*15%*	*23%*

	All 12-24	12-17	18-24
Q6_5. Do you agree or disagree with the following statements? -The mainstream media is more interested in making money than telling the truth			
Strongly agree	52%	49%	52%
Somewhat agree	32%	32%	32%
Somewhat disagree	9%	13%	8%
Strongly disagree	4%	1%	4%
Don't know	4%	4%	4%
Total agree	*84%*	*81%*	*84%*
Total disagree	*13%*	*14%*	*12%*

	All 12-24	12-17	18-24
Q6_6. Do you agree or disagree with the following statements? -Being active on social media is more impactful than voting			
Strongly agree	11%	16%	10%
Somewhat agree	22%	32%	20%
Somewhat disagree	27%	20%	29%
Strongly disagree	32%	25%	34%
Don't know	7%	7%	7%
Total agree	*33%*	*48%*	*30%*
Total disagree	*59%*	*45%*	*63%*

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|θ~Bin(n,θ), 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 (π(θ/y)~β(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 π(θ/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:

$$\bar{y} \mp \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting[2]

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