Ipsos Public Affairs

REUTERS

Ipsos Poll Conducted for Reuters

Core Political Daily Tracker

11.07.2016

GAME CHANGERS

IPSOS POLL CONDUCTED FOR REUTERS

Core Political Data

These are findings from an Ipsos poll conducted

for

REUTERS

date

November 2-6, 2016

For the survey,

a sample of

3,198
Americans

including

1,463
Democrats

1,086
Republicans

370
Independents

2,756
Registered voters

2,195
Likely voters

ages

18+

were interviewed online

IPSOS POLL CONDUCTED FOR REUTERS

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/*

LIKELY VOTERS

Trump / Clinton Head-to-Head

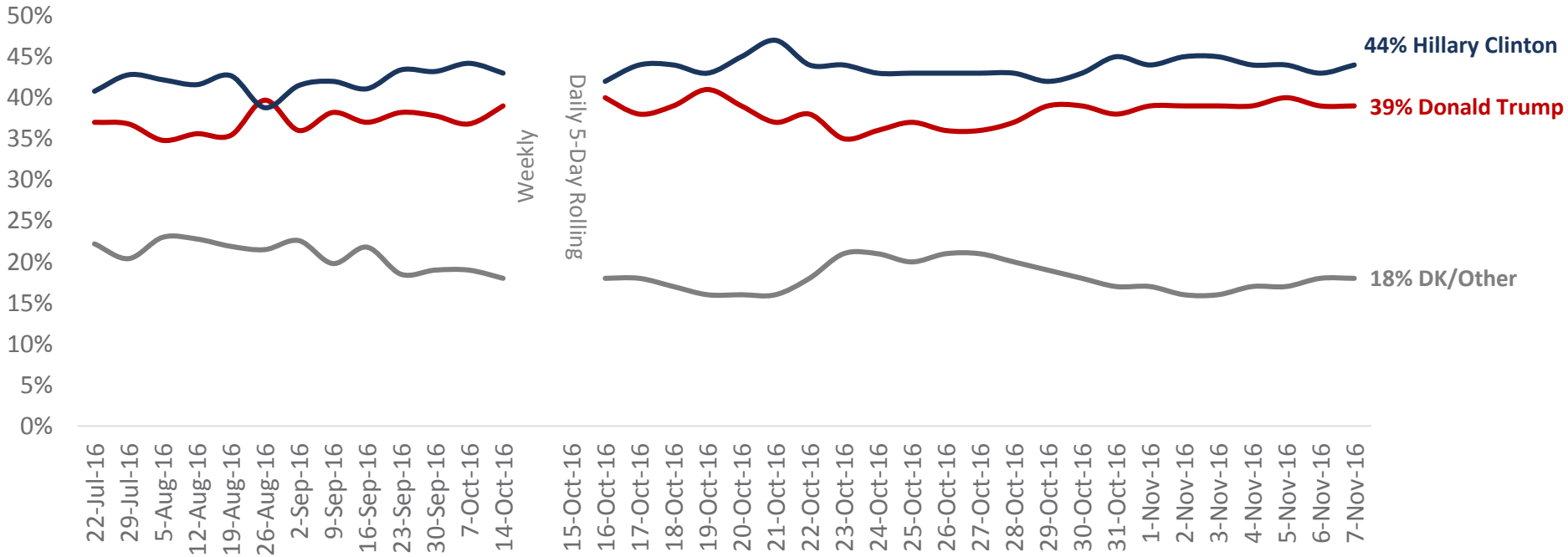
If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote? *(Asked of likely voters, n=2,195)*

	Likely Voters (LV)	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton (Democrat)	44%	84%	6%	29%
Donald Trump (Republican)	39%	7%	81%	24%
Other	9%	5%	7%	28%
Wouldn't Vote	2%	1%	1%	7%
Don't know / Refused	6%	4%	6%	12%

LIKELY VOTERS

Trump / Clinton Head-to-Head Trend

If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote? *(Asked of likely voters, n=2,195)*



Four-Way Ballot Head-to-Head

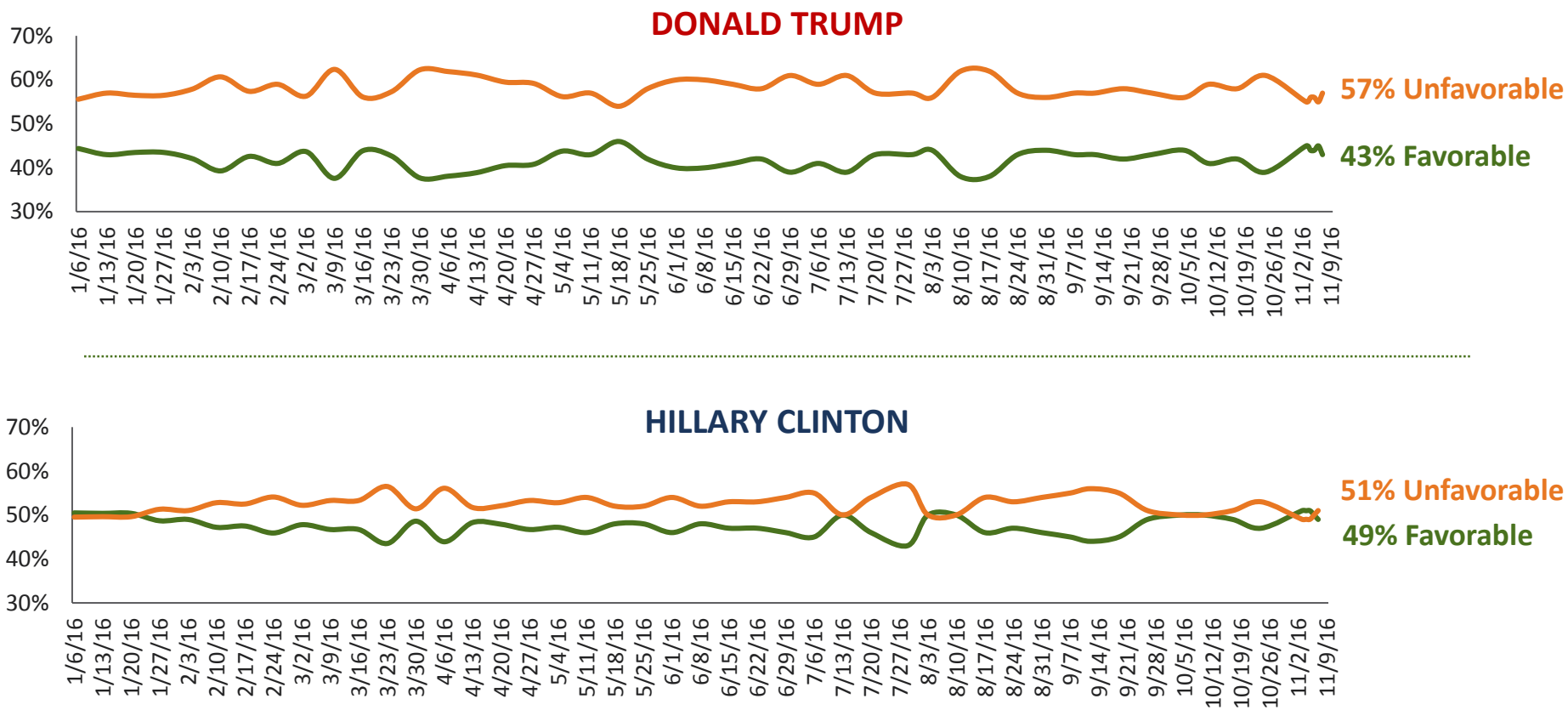
If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote? *(Asked of likely voters, n=2,195)*

	Likely Voters (LV)	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton (Democrat)	42%	81%	6%	28%
Donald Trump (Republican)	39%	7%	81%	24%
Gary Johnson (Libertarian)	6%	4%	5%	15%
Jill Stein (Green)	3%	2%	1%	8%
Other	3%	1%	2%	8%
Wouldn't Vote	2%	1%	1%	6%
Don't know / Refused	5%	3%	4%	11%

REGISTERED VOTERS

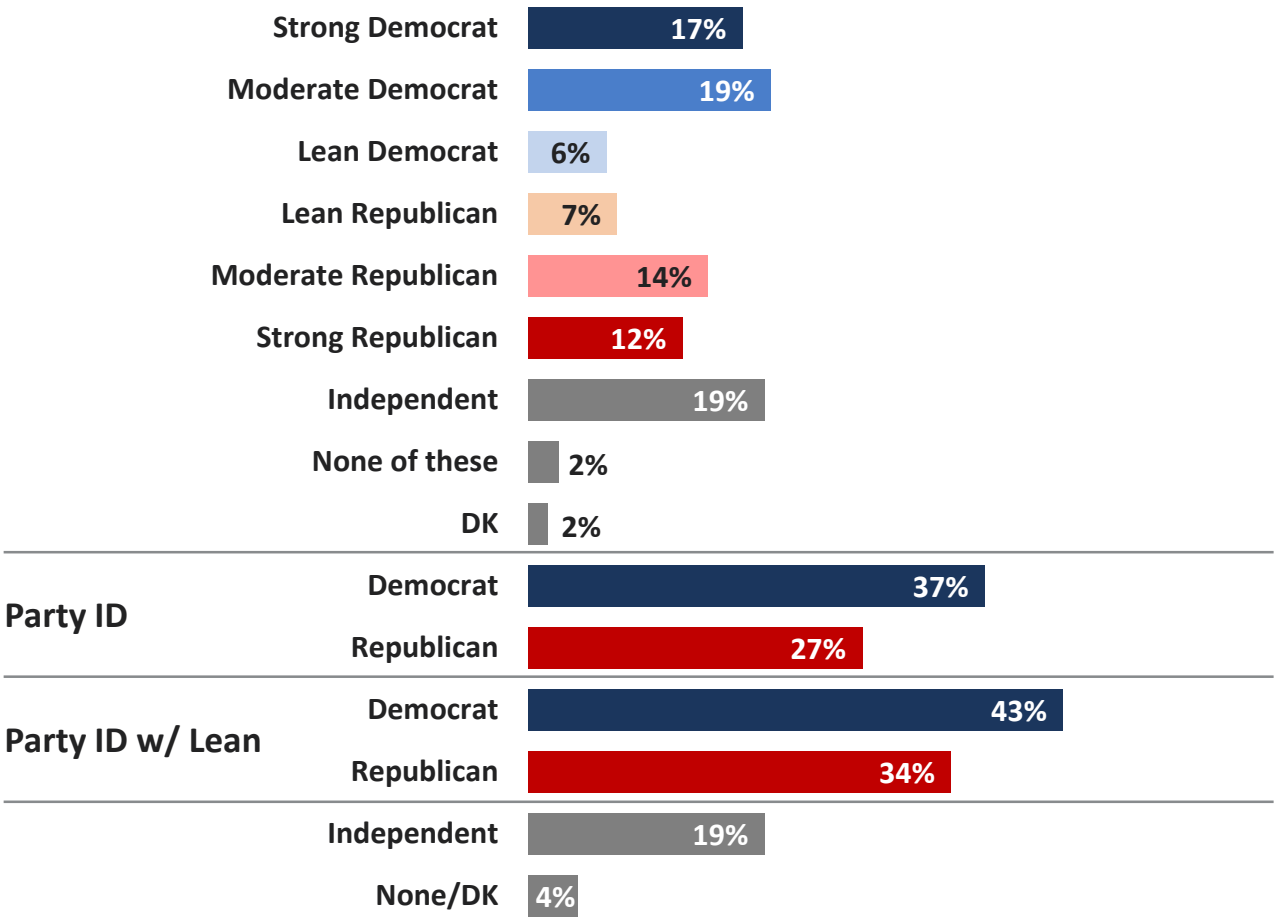
General Election Candidate Favorability

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



ALL ADULT AMERICANS

Political Identity



All Adults: n= 3,198

APPENDIX

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: $\bar{y} \pm \frac{1}{\sqrt{n}}$

APPENDIX

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 Pi . Journal of Official, Statistics, 8, 2, 183200.*

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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.