

# UPI/CVoter Poll

## Presidential Tracker 2016

Current projections based on UPI/CVoter daily tracking poll conducted online during last seven days among 18+ adults nationwide, including likely voters, details of which are mentioned right below the projections as of today. The data is weighted to the known demographic profile of the United States, including the Census. Sometimes the table figures do not sum to 100 due to the effects of rounding.

# UPI/CVoter Tracking Poll

## #PrezTracker2016

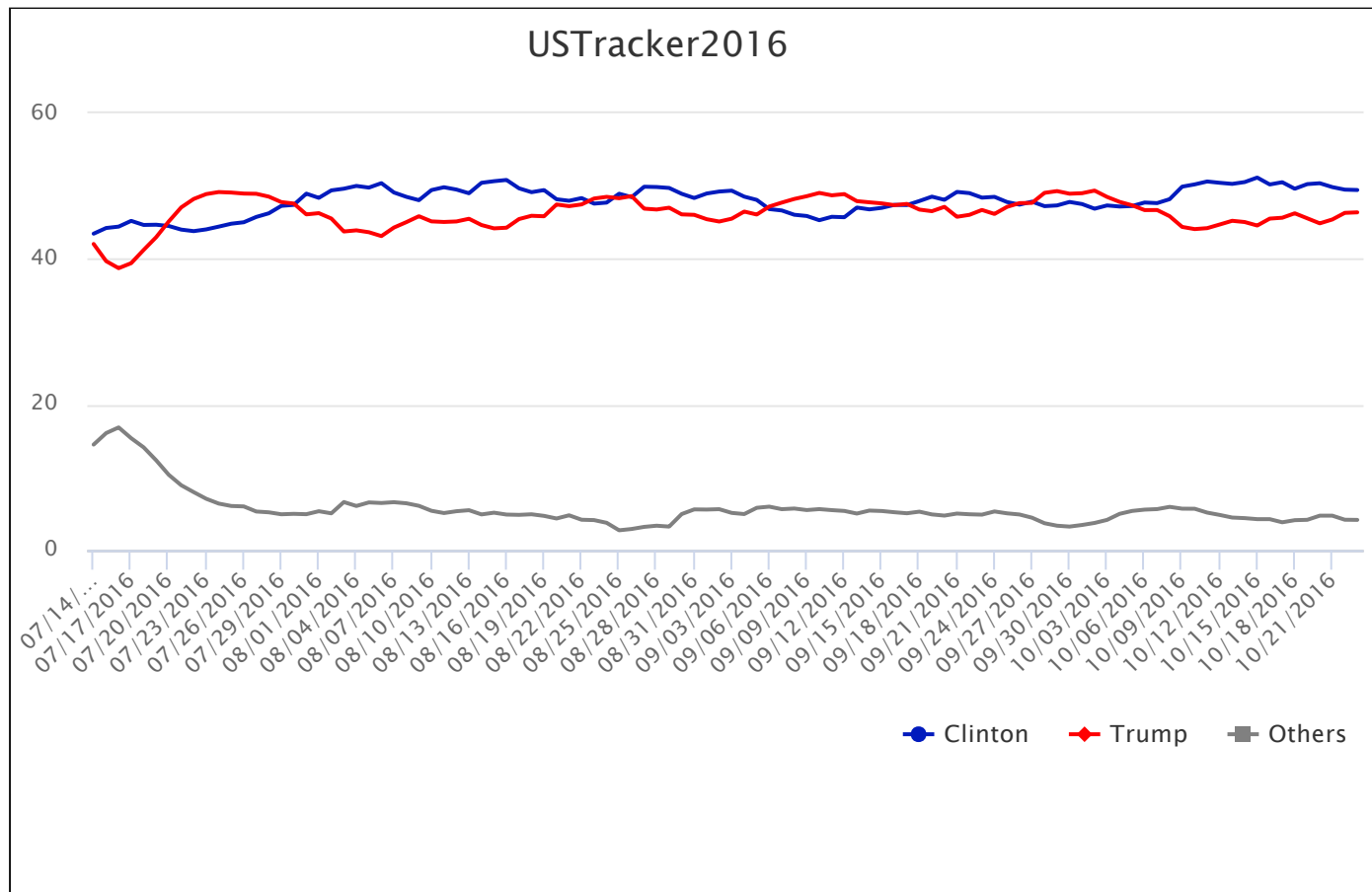
Results of rollover samples of last 7 days ending on:

Date	Clinton	Trump	Others
10/22/2016	49.51	46.32	4.17
10/23/2016	49.46	46.39	4.15
Change	-0.05	0.07	-0.02
Lead (D-R)	3.07		

### Survey Fieldwork Dates

Starting on	Ending on	Sample Size	Likely Voters
10/17/2016	10/23/2016	1992	1414

As Of Today	Clinton	Trump	Others
Change:1 Week	-0.76	0.86	-0.24
Change:2 Week	-0.46	2.00	-1.53
Change:3 Week	2.57	-2.99	0.44
Change:4 Week	1.65	-0.75	-0.89
Change:5 Week	1.51	-0.38	-1.11
Change:6 Week	3.68	-2.34	-1.33



If the U.S. presidential election was held today, which candidate would you vote for? (Close Ended Options: Donald Trump / Hillary Clinton / Other Candidate / Will vote, but undecided right now / I will not vote in coming elections) \*Excluding Undecided/LV Only\*

## #October2016

Nation	Clinton	Trump	Others	Margin (D-R)	Starting on	Ending on	Sample Size	Likely Voters
USA	49.46	46.39	4.15	3.07	10/17/2016	10/23/2016	1992	1414
USA	49.51	46.32	4.17	3.19	10/16/2016	10/22/2016	1885	1347
USA	49.86	45.41	4.73	4.45	10/15/2016	10/21/2016	1875	1330
USA	50.39	44.88	4.73	5.51	10/14/2016	10/20/2016	1870	1320
USA	50.27	45.57	4.16	4.70	10/13/2016	10/19/2016	1939	1360
USA	49.63	46.26	4.11	3.37	10/12/2016	10/18/2016	1897	1344
USA	50.53	45.65	3.82	4.88	10/11/2016	10/17/2016	1876	1326
USA	50.22	45.53	4.25	4.69	10/10/2016	10/16/2016	1861	1325
USA	51.17	44.58	4.25	6.59	10/09/2016	10/15/2016	1930	1386
USA	50.55	45.06	4.39	5.49	10/08/2016	10/14/2016	2015	1448
USA	50.30	45.23	4.47	5.07	10/07/2016	10/13/2016	2069	1482
USA	50.45	44.72	4.83	5.73	10/06/2016	10/12/2016	1966	1402
USA	50.63	44.22	5.15	6.41	10/05/2016	10/11/2016	1927	1367
USA	50.23	44.09	5.68	6.14	10/04/2016	10/10/2016	1915	1367
USA	49.92	44.39	5.69	5.53	10/03/2016	10/09/2016	1891	1350
USA	48.20	45.86	5.94	2.34	10/02/2016	10/08/2016	1862	1325
USA	47.66	46.71	5.63	0.95	10/01/2016	10/07/2016	1813	1286
USA	47.74	46.70	5.56	1.04	09/30/2016	10/06/2016	1774	1250
USA	47.26	47.36	5.38	-0.10	09/29/2016	10/05/2016	1783	1257
USA	47.19	47.83	4.98	-0.64	09/28/2016	10/04/2016	1800	1274
USA	47.34	48.51	4.15	-1.17	09/27/2016	10/03/2016	1806	1275
USA	46.89	49.38	3.73	-2.49	09/26/2016	10/02/2016	1836	1285
USA	47.53	49.02	3.45	-1.49	09/25/2016	10/01/2016	1861	1288

# #September2016

Nation	Clinton	Trump	Others	Margin (D-R)	Starting on	Ending on	Sample Size	Likely Voters
USA	47.82	48.95	3.23	-1.13	09/24/2016	09/30/2016	1770	1223
USA	47.34	49.31	3.35	-1.97	09/23/2016	09/29/2016	1804	1236
USA	47.24	49.07	3.69	-1.83	09/22/2016	09/28/2016	1807	1234
USA	47.86	47.69	4.45	0.17	09/21/2016	09/27/2016	1822	1239
USA	47.45	47.66	4.89	-0.21	09/20/2016	09/26/2016	1739	1174
USA	47.81	47.14	5.05	0.67	09/19/2016	09/25/2016	1572	1052
USA	48.52	46.17	5.31	2.35	09/18/2016	09/24/2016	1536	1022
USA	48.41	46.72	4.87	1.69	09/17/2016	09/23/2016	1627	1091
USA	49.03	46.05	4.92	2.98	09/16/2016	09/22/2016	1600	1098
USA	49.20	45.78	5.02	3.42	09/15/2016	09/21/2016	1577	1073
USA	48.11	47.15	4.74	0.96	09/14/2016	09/20/2016	1579	1075
USA	48.55	46.55	4.90	2.00	09/13/2016	09/19/2016	1691	1160
USA	47.95	46.77	5.28	1.18	09/12/2016	09/18/2016	1775	1203
USA	47.39	47.55	5.06	-0.16	09/11/2016	09/17/2016	1797	1229
USA	47.42	47.38	5.20	0.04	09/10/2016	09/16/2016	1805	1246
USA	47.01	47.62	5.37	-0.61	09/09/2016	09/15/2016	1796	1229
USA	46.80	47.77	5.43	-0.97	09/08/2016	09/14/2016	1851	1265
USA	47.05	47.93	5.02	-0.88	09/07/2016	09/13/2016	1811	1245
USA	45.72	48.90	5.38	-3.18	09/06/2016	09/12/2016	1792	1232
USA	45.78	48.73	5.49	-2.95	09/05/2016	09/11/2016	1815	1260
USA	45.31	49.06	5.63	-3.75	09/04/2016	09/10/2016	1799	1244
USA	45.89	48.61	5.50	-2.72	09/03/2016	09/09/2016	1838	1260
USA	46.06	48.23	5.71	-2.17	09/02/2016	09/08/2016	1837	1256
USA	46.65	47.73	5.62	-1.08	09/01/2016	09/07/2016	1776	1226
USA	46.84	47.19	5.97	-0.35	08/31/2016	09/06/2016	1825	1262
USA	48.10	46.09	5.81	2.01	08/30/2016	09/05/2016	1783	1220
USA	48.55	46.50	4.95	2.05	08/29/2016	09/04/2016	1798	1237
USA	49.37	45.52	5.11	3.85	08/28/2016	09/03/2016	1791	1242
USA	49.25	45.13	5.62	4.12	08/27/2016	09/02/2016	1664	1142
USA	48.98	45.45	5.57	3.53	08/26/2016	09/01/2016	1700	1172

## #August2016

Nation	Clinton	Trump	Others	Margin (D-R)	Starting on	Ending on	Sample Size	Likely Voters
USA	48.36	46.05	5.59	2.31	08/25/2016	08/31/2016	1705	1173
USA	48.94	46.11	4.96	2.83	08/24/2016	08/30/2016	1699	1162
USA	49.74	47.03	3.23	2.71	08/23/2016	08/29/2016	1695	1173
USA	49.87	46.78	3.35	3.09	08/22/2016	08/28/2016	1652	1145
USA	49.91	46.90	3.19	3.01	08/21/2016	08/27/2016	1682	1157
USA	48.48	48.62	2.90	-0.14	08/20/2016	08/26/2016	1743	1211
USA	48.95	48.33	2.72	0.62	08/19/2016	08/25/2016	1726	1183
USA	47.73	48.52	3.74	-0.79	08/18/2016	08/24/2016	1737	1196
USA	47.59	48.29	4.12	-0.70	08/17/2016	08/23/2016	1720	1187
USA	48.35	47.48	4.17	0.87	08/16/2016	08/22/2016	1752	1214
USA	47.98	47.24	4.78	0.74	08/15/2016	08/21/2016	1795	1259
USA	48.19	47.47	4.34	0.72	08/14/2016	08/20/2016	1689	1191
USA	49.45	45.85	4.71	3.60	08/13/2016	08/19/2016	1554	1096
USA	49.16	45.92	4.92	3.24	08/12/2016	08/18/2016	1378	993
USA	49.69	45.47	4.85	4.22	08/11/2016	08/17/2016	1397	1009
USA	50.84	44.28	4.88	6.56	08/10/2016	08/16/2016	1473	1069
USA	50.67	44.19	5.14	6.48	08/09/2016	08/15/2016	1449	1037
USA	50.45	44.65	4.88	5.80	08/08/2016	08/14/2016	1391	975
USA	49.01	45.51	5.48	3.50	08/07/2016	08/13/2016	1403	974
USA	49.52	45.14	5.34	4.38	08/06/2016	08/12/2016	1511	1045
USA	49.84	45.07	5.10	4.77	08/05/2016	08/11/2016	1601	1107
USA	49.45	45.15	5.39	4.30	08/04/2016	08/10/2016	1416	920
USA	48.06	45.86	6.08	2.20	08/03/2016	08/09/2016	1452	1002
USA	48.52	45.05	6.44	3.47	08/02/2016	08/08/2016	1471	993
USA	49.12	44.30	6.59	4.82	08/01/2016	08/07/2016	1407	960
USA	50.40	43.13	6.46	7.27	07/31/2016	08/06/2016	1475	1036
USA	49.79	43.66	6.55	6.13	07/30/2016	08/05/2016	1455	1038
USA	50.02	43.92	6.06	6.10	07/29/2016	08/04/2016	1468	1060
USA	49.64	43.76	6.60	5.88	07/28/2016	08/03/2016	1406	1009
USA	49.41	45.54	5.05	3.87	07/27/2016	08/02/2016	1286	934
USA	48.38	46.28	5.34	2.10	07/26/2016	08/01/2016	1328	1006

# #July2016

Nation	Clinton	Trump	Others	Margin (D-R)	Starting on	Ending on	Sample Size	Likely Voters
USA	48.96	46.11	4.94	2.85	07/25/2016	07/31/2016	1308	989
USA	47.42	47.60	4.97	-0.18	07/24/2016	07/30/2016	1437	1078
USA	47.28	47.80	4.93	-0.52	07/23/2016	07/29/2016	1403	1048
USA	46.26	48.55	5.20	-2.29	07/22/2016	07/28/2016	1272	949
USA	45.76	48.94	5.30	-3.18	07/21/2016	07/27/2016	1332	992
USA	45.03	48.97	6.00	-3.94	07/20/2016	07/26/2016	1475	1089
USA	44.83	49.11	6.05	-4.28	07/19/2016	07/25/2016	1400	1023
USA	44.43	49.18	6.38	-4.75	07/18/2016	07/24/2016	1274	932
USA	44.05	48.90	7.04	-4.85	07/17/2016	07/23/2016	1021	733
USA	43.81	48.23	7.96	-4.42	07/16/2016	07/22/2016	978	701
USA	44.02	47.07	8.90	-3.05	07/15/2016	07/21/2016	1157	843
USA	44.52	45.13	10.35	-0.61	07/14/2016	07/20/2016	1187	895
USA	44.69	42.98	12.33	1.71	07/13/2016	07/19/2016	1167	905
USA	44.66	41.23	14.11	3.43	07/12/2016	07/18/2016	1281	1012
USA	45.22	39.41	15.37	5.81	07/11/2016	07/17/2016	1490	1188
USA	44.43	38.72	16.84	5.71	07/10/2016	07/16/2016	1553	1264
USA	44.24	39.69	16.09	4.55	07/09/2016	07/15/2016	1914	1581
USA	43.46	42.05	14.50	1.41	07/08/2016	07/14/2016	2000	1652

## Methodology & Tracker Details

Statistical margins of error are not applicable to online polls. The precision of online polls is measured using a credibility interval. The error due to sampling for projections based on the Likely Voter sample; could be plus or minus 3 percentage points at the national level and plus or minus 5 percentage points at state level. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error.

Rather than conducting a regular survey with one single wave of approximately 1,400 respondents every week, we are interviewing about 200 respondents daily. We make a rollover master file every day from the samples collected in the last 7 days; this gives us a new sample of about 1,400 every day. Thus, rather than a routine weekly tracker, the UPI/CVoter Poll is a daily tracker, giving the public opinion trends on a daily basis.

We will analyze the Presidential Tracker over the rest of the campaign until Election Day. The data collection started July 8 and will continue until Nov. 7. Technically speaking, we are conducting 17 weekly waves of 1,400 respondents each. But by splitting that sample into 200 interviews every day, and making one rollover file of the last 7 days every day, we would be able to do 100 waves of 1,400 samples each. In other words, this gives us an opportunity of analyze fresh data daily for the remainder of the campaign through Election Day.

We did multiple rounds of pilots with different platforms, both online and offline, and eventually decided that we would use the online mode for data collection. In the #USAtacker2016 we employ multiple providers of panels to randomize and remove the contact bias of any one particular sample provider, if any. Just like in our 2012 presidential polls, our exclusive Psephometer algorithm will be updated every day. So we will have the national projection as well as the state level projections on a daily basis. This will be a unique tracker from that perspective.

## What issues/items are we covering in our Presidential Tracker 2016?

1. National vote projection
2. Projections for 50 states
3. Timeline for the “swing” states
4. Ten most important issues: Top of mind recall
5. Who can solve this particular issue: Trump or Clinton
6. Perceptions of winning: Who is “seen” as winning as of today
7. Country going in right or wrong direction
8. Which of these candidates you feel like you will NEVER vote for
9. Tracking the Bernie Sanders supporters
10. Tracking non-Trump Republicans voters

## Code of conduct & IPR Details

All our tracking polls conducted for media are released in public domain and report archives are available on public platform. We are proud to follow the WAPOR/ESOMAR Code of Conduct and meet the AAPOR Level 1 standard of disclosure. All publication rights for worldwide UPI releases remain with UPI, and all survey instruments, design and data IPR remain with CVoter.

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