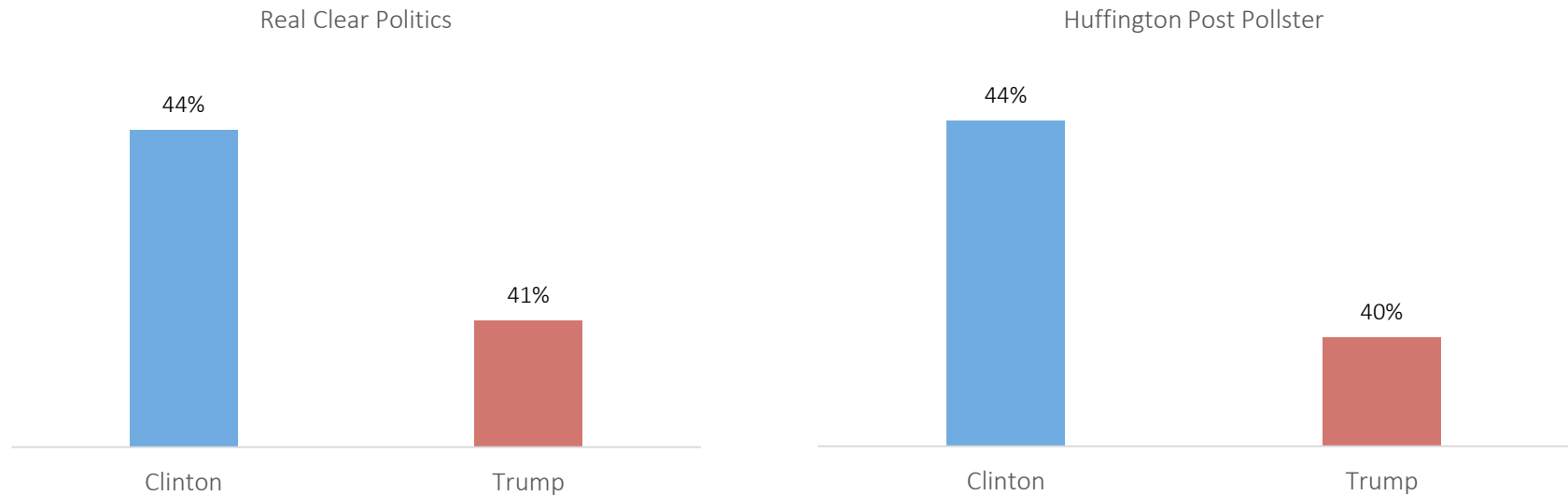


# Current Polls Indicate Clinton Has a Narrow But Steady Lead

## The Latest Averages of Major National Polls



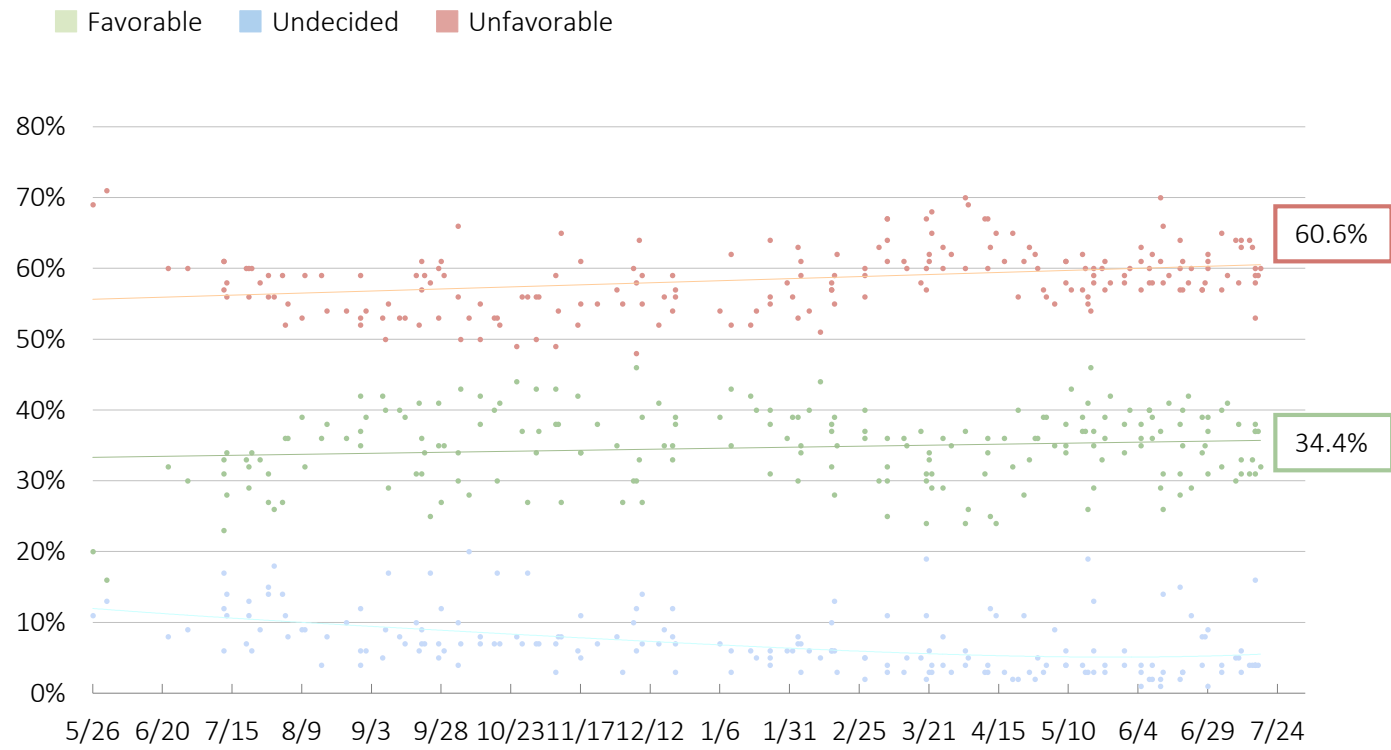
**Background**

- Both Hillary Clinton and Donald Trump have high unfavorable ratings, Clinton hovers around 56% and Trump at 60%
- Trump and Clinton are also tied at 36% among independents
- Both candidates have high floors of support with low ceilings, however Clinton appears to have a slightly higher trading range

Source: Charlie Cook, "Searching the Polls for Clues in the Clinton-Trump Race," The National Journal, July 19, 2016.

# Donald Trump’s Favorability Has Decreased in Recent Months

May 2015 – July 2016 Donald Trump Favorability Ratings



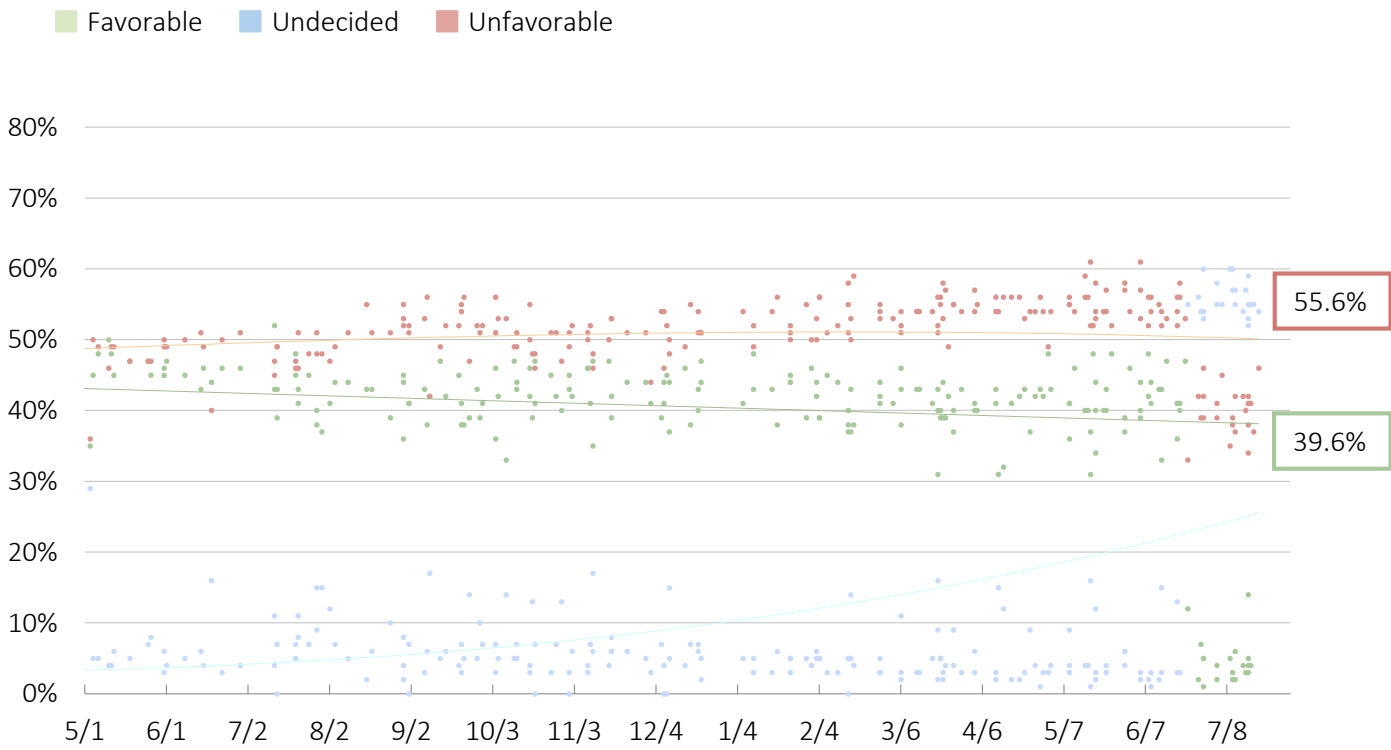
**Analysis**

- Donald Trump has consistently been more unfavorated than favored since May 2015
- Over the past few months, his favorability rating has decreased and his unfavorability rating has increased

Source: HuffPost Pollster, “Poll Chart: Donald Trump Favorable Rating,” July 20, 2016.

# Hillary Clinton’s Favorability Has Declined Since May 2015

May 2015– July 2016 Hillary Clinton Favorability Ratings



**Analysis**

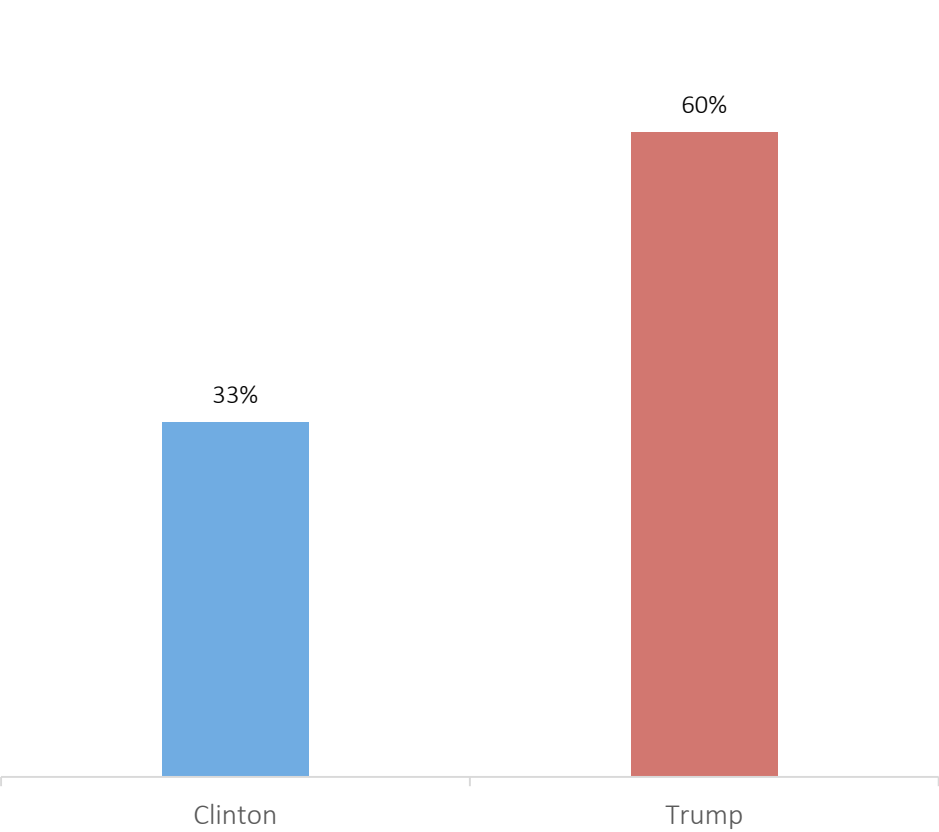
- Hillary Clinton’s favorability has steadily declined over the past few years
- She has been more unfavorably viewed than favorably since Summer of 2015

Source: HuffPost Pollster, “Poll Chart: Hillary Clinton Favorable Rating,” June 16, 2016.

# White Voters Without A College Education Are Trump's Stronghold

## Trump vs. Hillary Among Non-College Educated White Voters

Post-ABC Poll July 11-14



### Background

- Trump has a strong edge over Clinton among white voters without a college education
- According to 2012 exit polls, Romney had 62% support among white voters without a college education and Trump is on track to surpass this
- Following the trend for Democratic candidates in the general election, Clinton leads the polls among Hispanic and Black voters



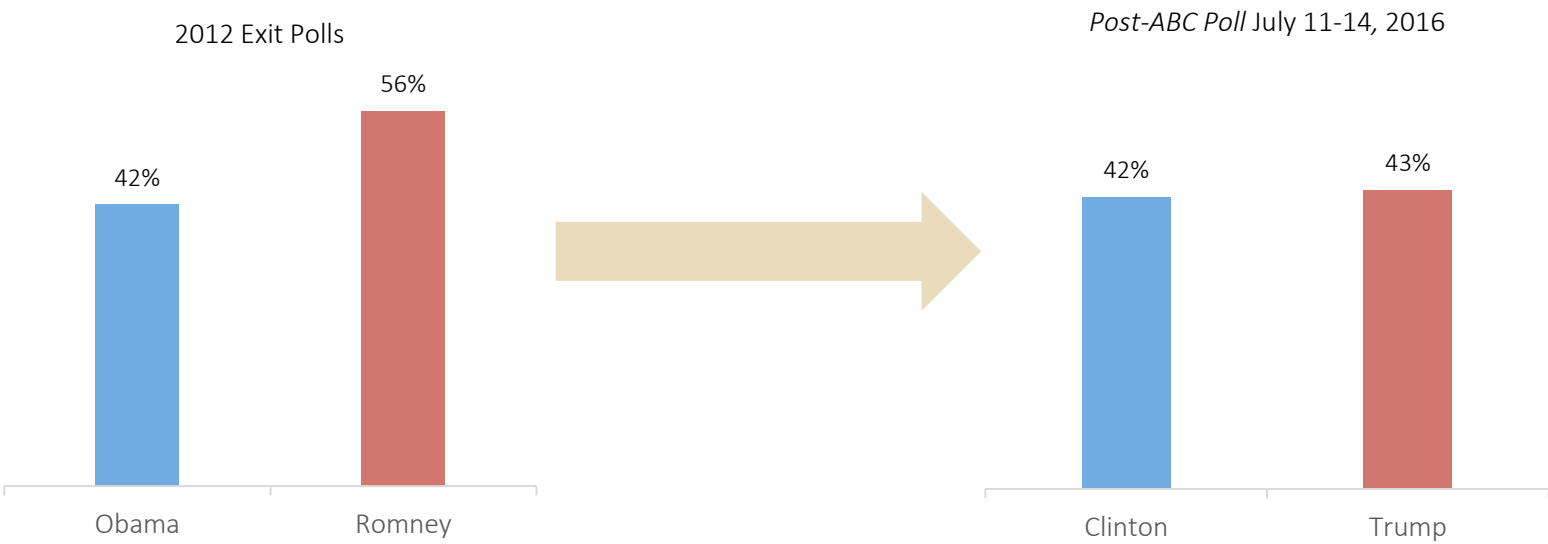
### What's Next?

- This leaves college educated white voters as the largest remaining contested constituency

Source: Ronald Brownstein, "College-Educated Whites Are Key to the Presidential Race," National Journal, July 20, 2016.

# College-Educated Whites are the Key to the Presidential Race and Trump is Underperforming

## 2012 vs. 2016 Polls of College Educated White Voters



**Analysis**

- College educated whites, who normally are critical voters for the GOP, are currently torn between Hillary and Trump
- Well-educated white voters are leaning towards the Democratic nominee at higher rates than in the last 60 years
- In order to win, Trump needs to capture about 60% of college-educated whites

Source: Dan Balz and Scott Clement, "Clinton Holds Narrow Lead Over Trump on Eve of Conventions," *The Washington Post*, July 17, 2016; Harry Enten, "Trump May Become The First Republican In 60 Years To Loose White College Graduates," *Five Thirty Eight*, July 6, 2016; Ronald Brownstein, "College-Educated Whites Are Key to the Presidential Race," *National Journal*, July 20, 2016.