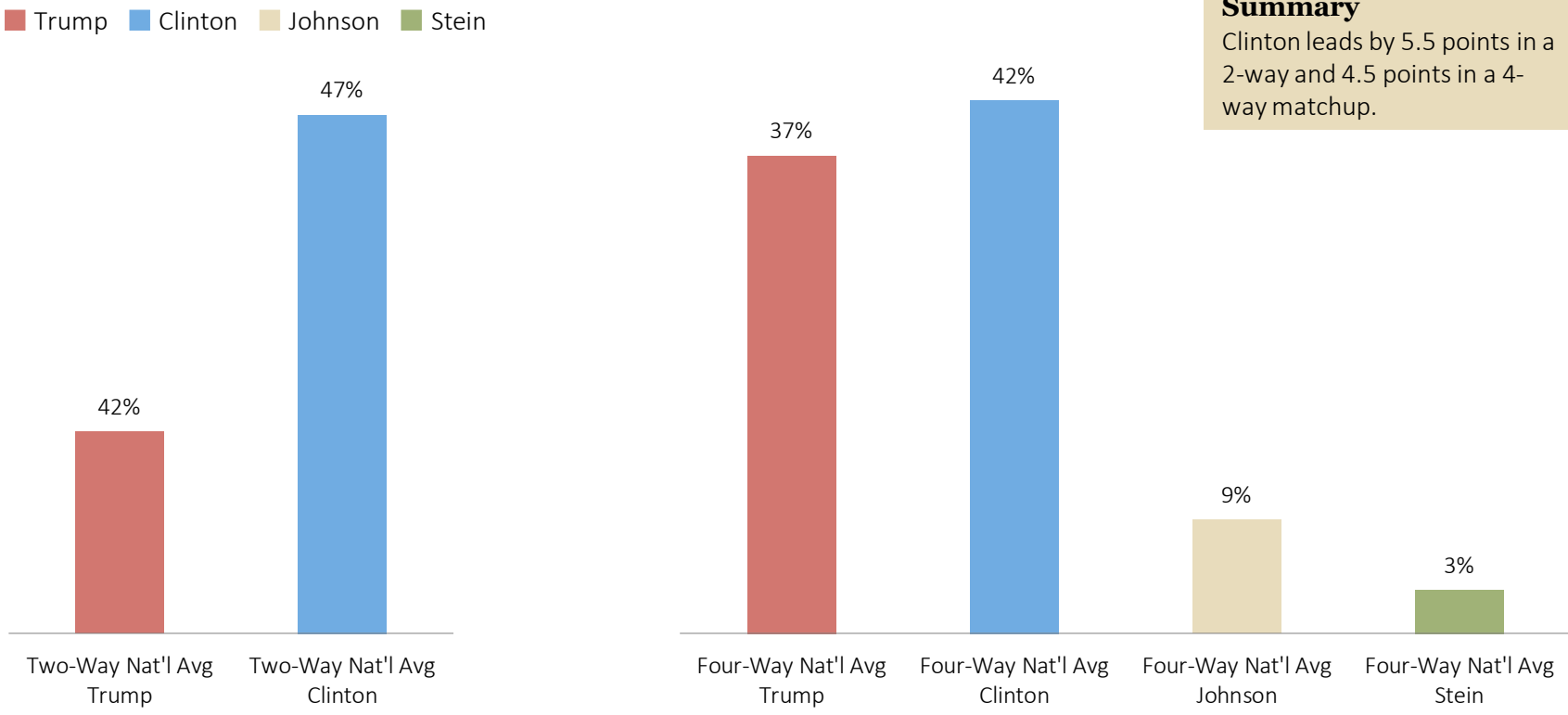


In an Unpredictable Race, Many Question Whether Polling Will be as Predictive as in the Past

RCP National Polling Averages in Two- and Four-Way Races

Data from Most Recent RCP Averages



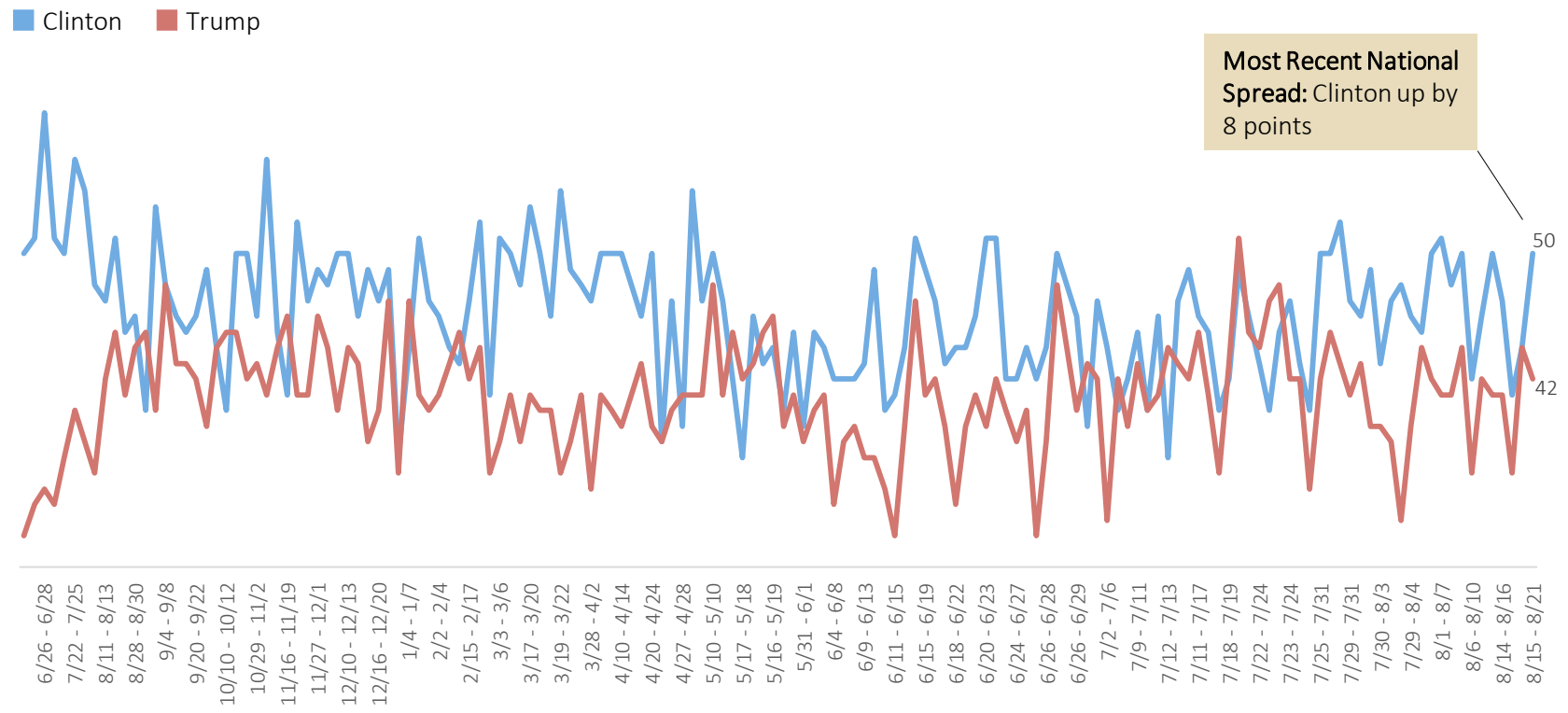
Summary
 Clinton leads by 5.5 points in a 2-way and 4.5 points in a 4-way matchup.

Sources: Charlie Cook, "Predicting Turnout in an Unpredictable Race," National Journal, August 22, 2016; RealClearPolitics Poll Average, August 23, 2016.

Charlie Cook: In Past Races, Holding a Lead This Long Indicated an Advantage Through November

Overview of National Presidential Polling

Data from Most Recent RCP 2-Way Polling



Sources: Charlie Cook, "Predicting Turnout in an Unpredictable Race," National Journal, August 22, 2016; RealClearPolitics Poll Average, August 23, 2016.

Charlie Cook: State Polls, Campaign Structures, and Approval Ratings Indicate a Clinton Advantage

Other Indicators of Election Outcome



- Clinton leads in each state President Obama carried in 2012 and is tied or nearly tied in Arizona and Georgia.
- Clinton's scale-back of campaign efforts in Colorado and Virginia indicates the campaign's high degree of confidence in these battleground states.



- Clinton has a traditional campaign structure and staff carrying out grassroots efforts throughout the country.
- Trump has not invested in a traditional campaign, leaving grassroots organizing to the RNC. If the race were to get close, field organization could make a 1 or 2 point difference.



- Clinton currently has a 43% favorability rating and a 53.5% unfavorability rating in the RCP national average.
- Trump has a 33% favorability and a 62.7% unfavorability rating.
- Trump's net unfavorability is 19.2 points higher than Clinton's.

Cook's Analysis

- Clinton's lead in state polling, her comprehensive campaign strategy, and Trump's low favorability ratings are evidence for a Clinton advantage.
- Many argue the high unfavorability of both candidates will lead to low voter turnout.
- Cook argues that **ambivalence is what drives low voter turnout** and high unfavorability does not necessarily indicate ambivalence.
- Though many voters are not inspired to vote in support of either candidate, they still grasp the significance of the **election's outcome**.
- Cook argues the polls are reliable because the intensity of hatred voters experience for the candidates will motivate them to go to the polls.
- According to Cook, "**Trump has painted himself into a corner**. That doesn't mean there is no way for him to escape that corner, but it will require considerable agility to pull it off—more than he now appears to have."

Sources: Charlie Cook, "Predicting Turnout in an Unpredictable Race," *National Journal*, August 22, 2016; RealClearPolitics Poll Average, August 23, 2016.