

Hotline Presidential Update

Top Hotline Presidential Campaign
Stories of the Week

September 16, 2016

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Edited by: Alistair Taylor
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New Trump ad targets Clinton for deplorables comment

Based on headlines from
National Journal’s Hotline

An overview of Trump’s TV ads

Ad Name	First Aired	States
“Two Americas: Immigration”	August 19 th	OH, PA, NV, FL
“Two Americas: Economy”	August 28 rd	OH, PA, NC FL, NH, IA, NV, VA, CO
“Deplorables”	September 12 th	OH, PA, NC, FL



“Deplorables”
This latest ad attacks Clinton for her comment last week that half of Trump’s supporters fall into a “basket of deplorables.” The ad features a clip of Clinton saying Trump supporters are racist, sexist, homophobic, Islamophobic and xenophobic. The ad asserts that Clinton viciously demonized “hard working people like you.”

Sources: Karyn Bruggeman, “New Trump ad targets Clinton for ‘deplorables’ comment,” National Journal, September 12, 2016.

Clinton hits back on deplorables fallout

Based on headlines from
National Journal’s Hotline

An overview of Clinton’s TV ads

Ad Name	First Aired	States
“Role models”	July 14 th	VA, OH, CO, NH, IA, FL, NV, NC
“Hat”	August 23 rd	PA, IA, OH, NC, FL
“Everything”	August 26 th	FL, NC, PA, OH
“Sacrifice”	September 6 th	OH, FL, IA, NV, PA, GA
“Only way”	September 9 th	FL, IA, NC, NH, OH, PA
“Dependen de nosotros”	September 13 th	FL, OH, NV
“Low opinion”	September 13 th	FL, NV



“Low opinion”

Following Trump’s ad attacking her “basket of deplorable” gaffe, Clinton’s camp released “Low opinion,” spotlighting various disparaging remarks made by Trump. The close of the ad features a clip of Trump saying, “You can’t lead this nation if you have such a low opinion for its citizens.” The ad ends with the word “exactly.”



“Dependen de nosotros” / “They depend on us”

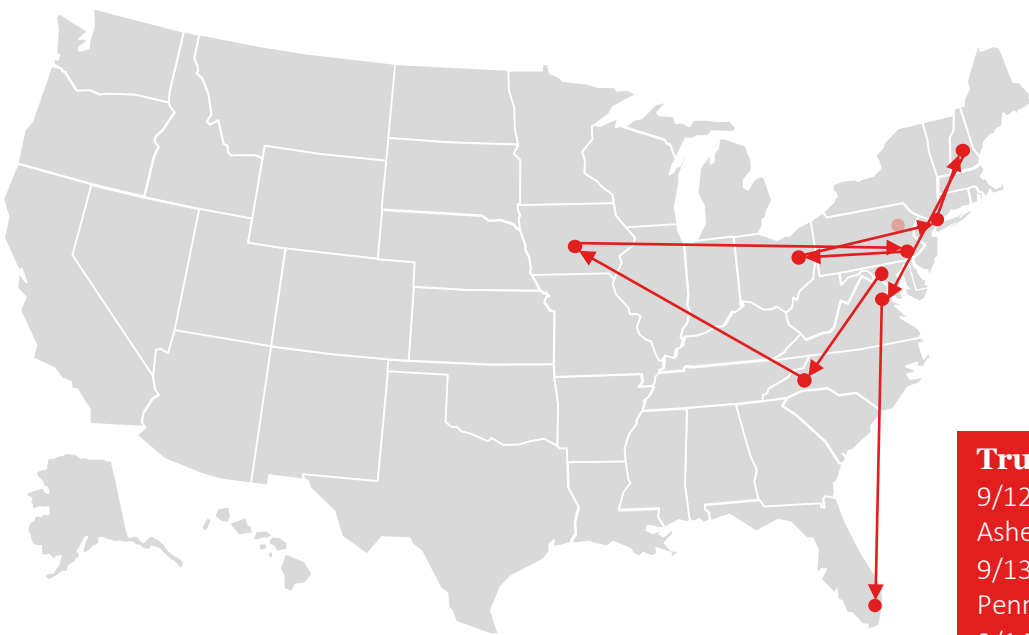
This ad, the latest Spanish-language appeal to Latino voters from Clinton’s camp, lauds her plans to help families with child care and tuition costs, as well as ensure equal pay for women.

Sources: Serafin Gomez, “Clinton’s new push in toss-up states includes Tim Kaine’s first Spanish-language ad,” Fox News Latino, September 13, 2016; Jelle Akkerman, Gregor Črešnar, Noun Project; “Clinton hits back on deplorables fallout,” National Journal, September 13, 2016

Trump’s September shift

Trump campaign stop tracker

September 12th – 16th



*Based on headlines from
National Journal’s Hotline*

Background

- Trump’s campaign schedule has shifted under his new team of advisors to incorporate small meetings, town hall forums, restaurant meet-and-greets, etc.
- He has traditionally avoided events like this, but his advisors now believe these types of interactions have less risk of rhetorical gaffes

Trump Campaign Stops:
9/12: Baltimore, Maryland;
Asheville, North Carolina
9/13: Des Moines, Iowa; Aston
Pennsylvania
9/14: Canton, Ohio
9/15: New York, NY; Laconia, NH
9/16: Washington, D.C.; Miami, FL

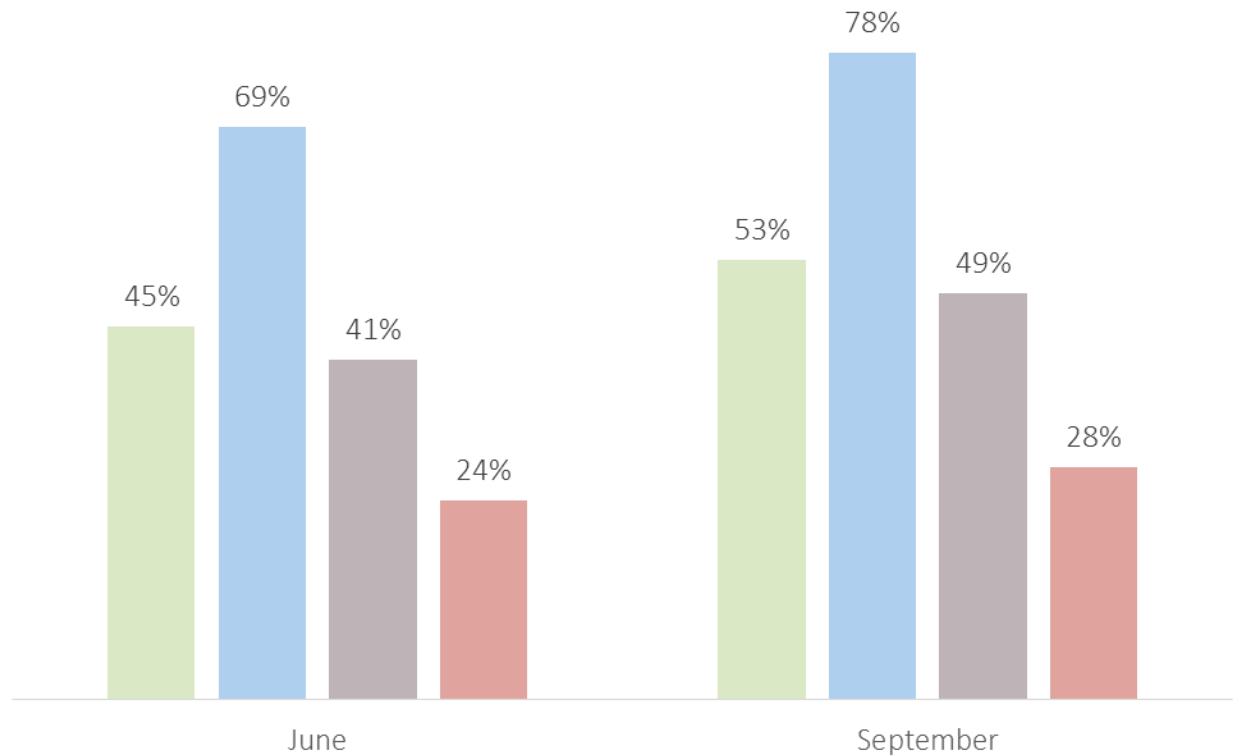
Sources: DonaldJTrump.com; Karyn Bruggeman, “New Trump ad targets Clinton for ‘deplorables’ comment,” National Journal, September 12, 2016.

New polls: more Americans rate economic conditions “good”

Economic optimism poll

CNN/ORC, June vs. September 2016

Americans Democrats Independents Republicans



Based on headlines from
National Journal’s Hotline

Analysis

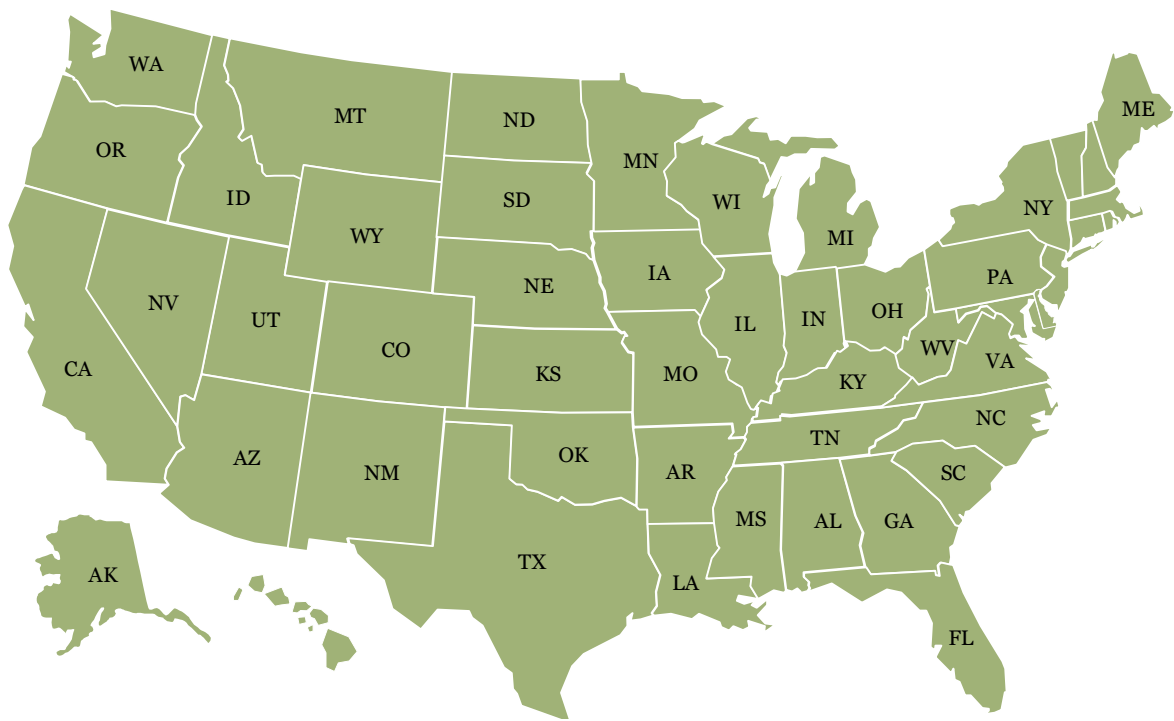
- Americans are more positive about the economy than they have been in nine years
- As Obama’s approval rating has increased so has the level of economic optimism, especially among Democrats
- A good economic outlook and high presidential approval rating traditionally bode well for the president’s party in an election

Sources: Colin Diersing, “New Polls: more Americans rate economic conditions ‘good’,” National Journal, September 12, 2016.

Johnson makes ballot in all 50 states

Libertarian Party presidential ballot access

■ On the ballot



Based on headlines from
National Journal’s Hotline

Analysis

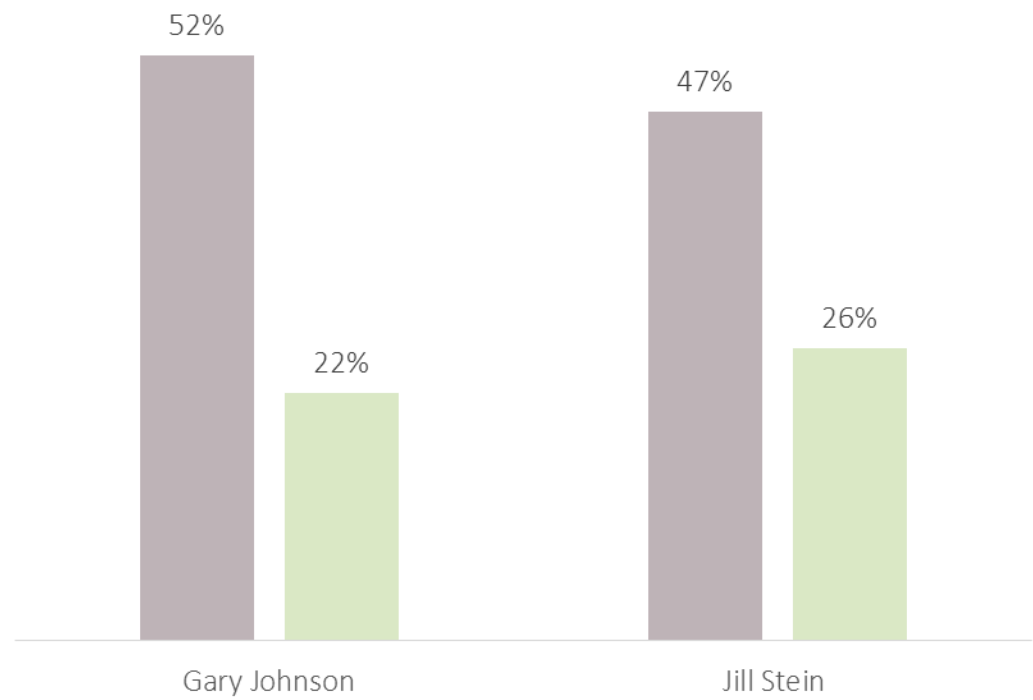
- Gary Johnson and the Libertarian Party currently have the most accessible third-party ticket as they are confirmed to be on the ballot in all 50 states and DC
- Ross Perot’s Reform Party in 1996 was the last time a third-party candidate secured full ballot access

Johnson makes big debate push

Survey results: should third-party candidates debate?

Morning Consult, August 29 – 30

■ Yes ■ No



Based on headlines from
National Journal’s Hotline

Background

- Johnson ran a full-page ad in *The New York Times* featuring the letter his campaign sent to the Commission on Presidential Debates asking to be included in the first debate
- *The Winston Salem Journal* made its first ever endorsement of a Libertarian candidate when it endorsed Johnson this week to encourage the commission to include him in the debates
- Currently Johnson is polling 3 percentage points below the requisite 15% polling average needed to qualify

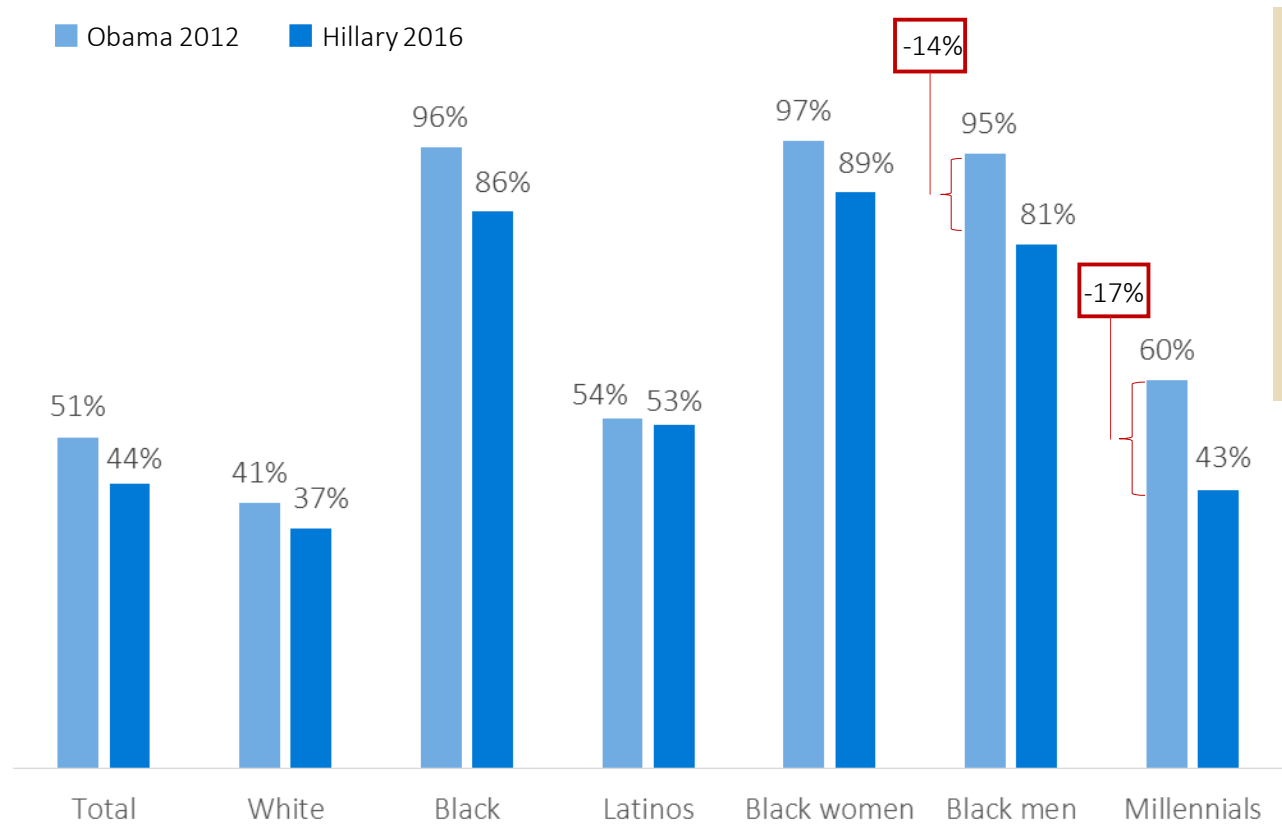
Sources: Karyn Bruggeman, “Johnson makes ballot in all 50 states,” *National Journal*, September 14, 2016; Eli Yokley, “Voters Want Gary Johnson, Jill Stein on the Debate Stage,” *Morning Consult*, September 1, 2016.

Minority report: Clinton struggles to rally Obama coalition

Ohio Democratic performance, 2012 vs. 2016

Brilliant Corners Research and Strategies, July 2016

Based on headlines from
National Journal's Hotline



Analysis

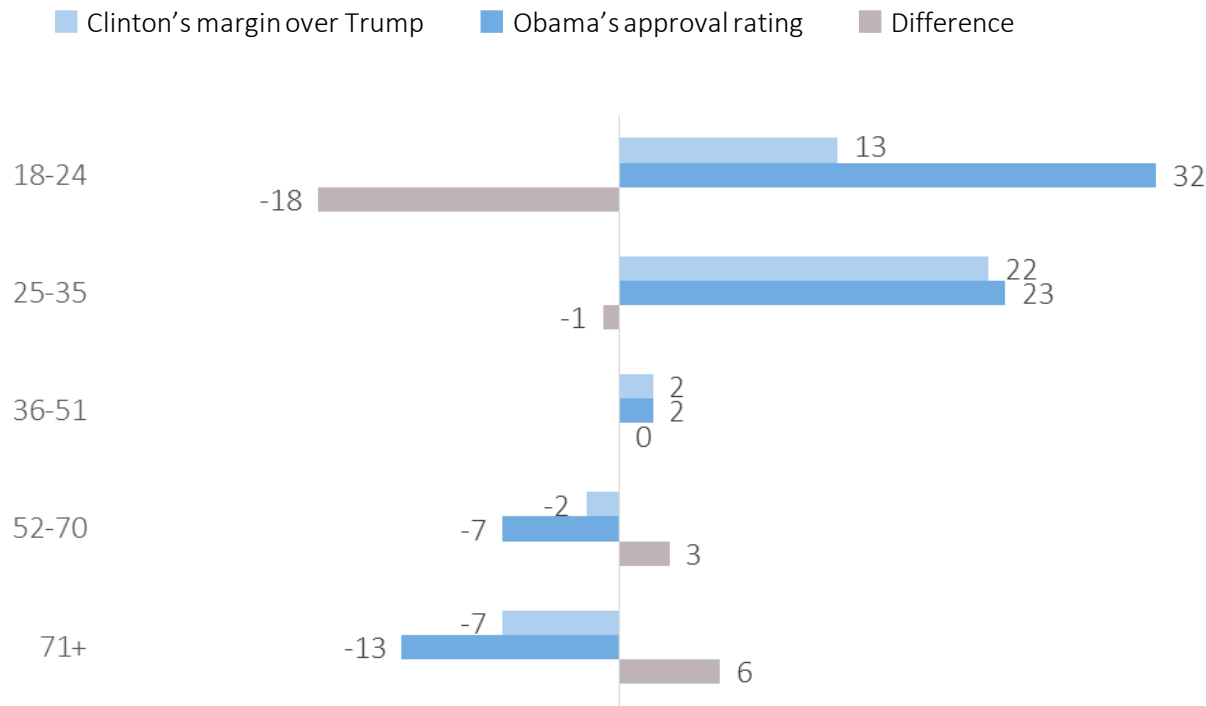
- Turnout and support were more influential factors in securing Obama's win in 2008 and 2012 than demographic trends
- In swing states especially, Obama relied on minority turnout
- So far, Clinton has been unable to galvanize the Obama coalition to support her with enthusiasm

Sources: Colin Diersing, "Hacking could cast shadow on election process," National Journal, September 15, 2016; Cornell Belcher, "Their focus – the police, racism and reform," Brilliant Corners Research and Strategies, August 2016.

Millennial watch: Clinton lags Obama among under-25 voters

Clinton’s performance by age group

SurveyMonkey, August 22 – 28



Based on headlines from
National Journal’s Hotline

Analysis

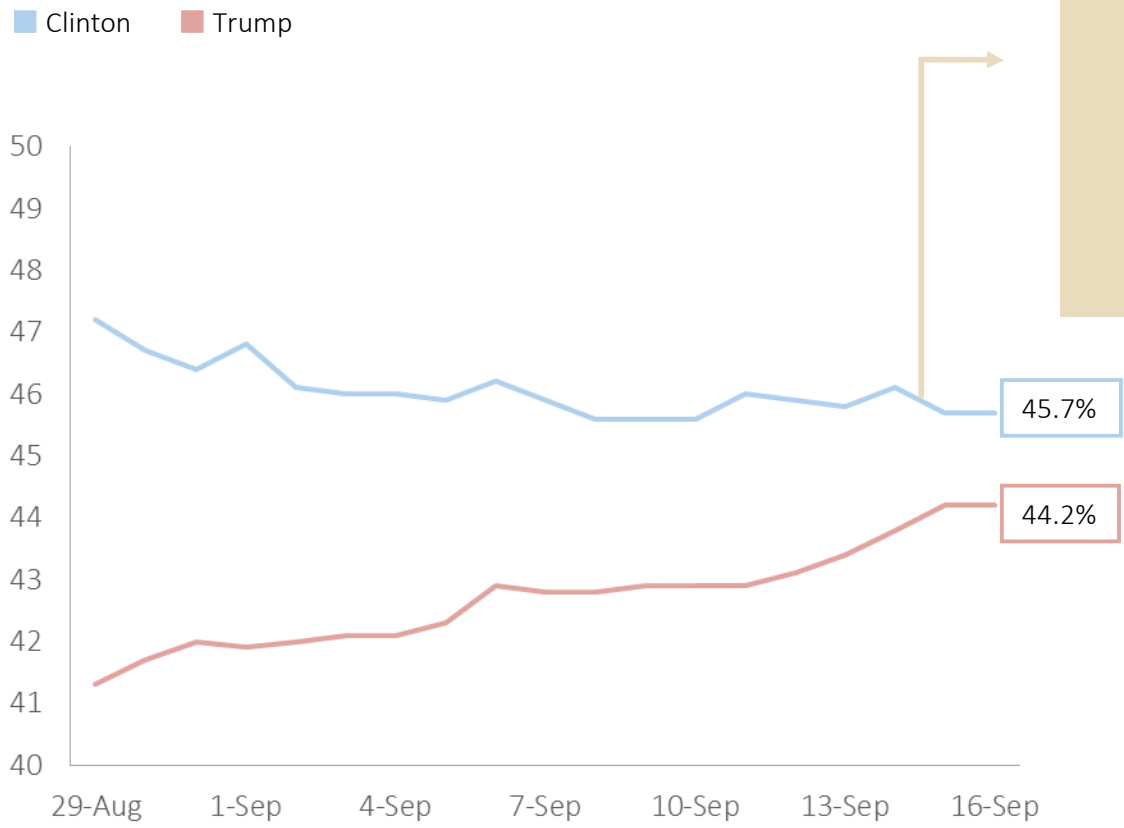
- Obama’s high approval rating among voters under 25 suggests they are solidly democratic; however, Clinton has been unable to harness their support at the same rate as Obama
- According to *FiveThirtyEight*, if Clinton’s numbers among younger millennials matched Obama’s approval ratings, she would be performing around two percentage points better overall
- In this election cycle, many under-25 voters are either undecided or backing a third-party candidate

Sources: “Clinton hits back on deplorables fallout,” *National Journal*, September 13, 2016; Harry Enten, “Young millennials love Obama, but Clinton is struggling to win them over,” *FiveThirtyEight*, September 12, 2016.

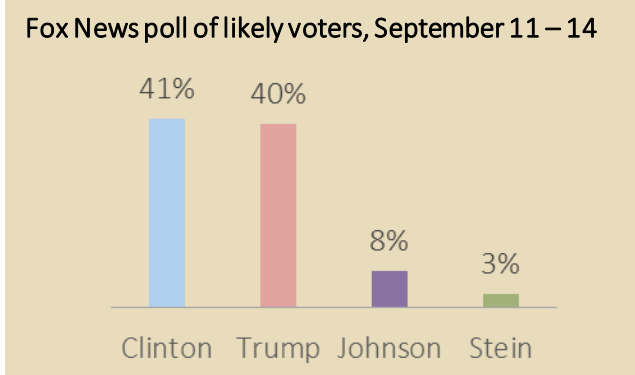
Latest Fox polls show tight race

General election polling averages: Trump vs. Clinton

RealClearPolitics, August 16 – September 16



Based on headlines from National Journal's Hotline



Sources: Collin Diersing, "Fox polls show tight race," National Journal, September 16, 2016; Real Clear Politics, 2016.