

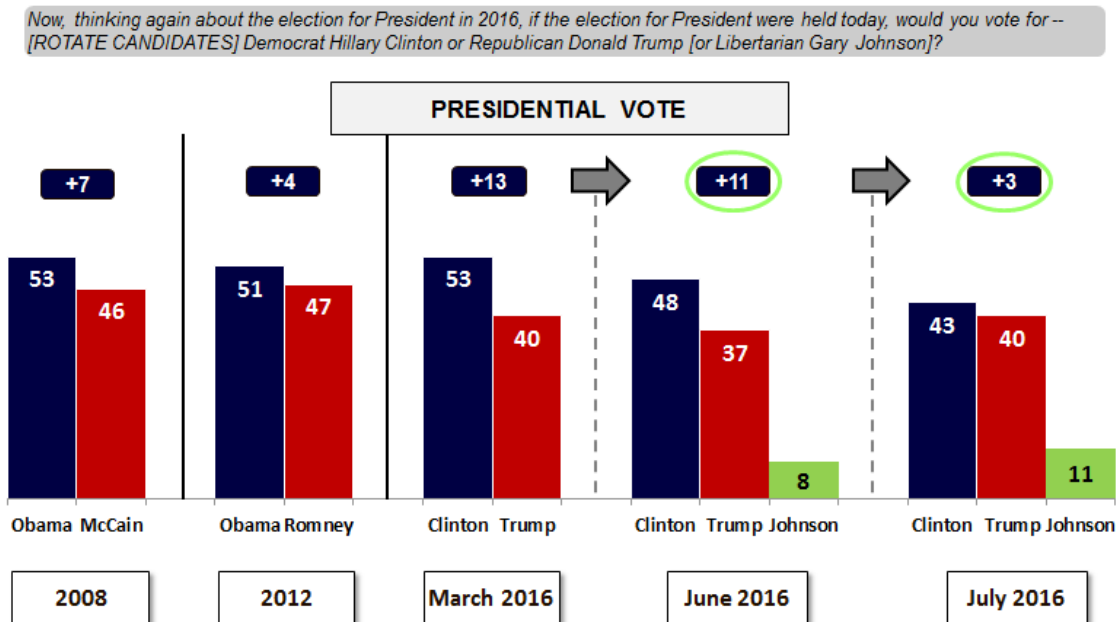
Date: July 19, 2016

To: Progressive Community

From: Stan Greenberg, Democracy Corps

Key Findings from National Survey on Trade, TPP & ISDS

A new national poll from Democracy Corps conducted in the days leading up to the GOP convention shows a rise in Hillary Clinton's negative image and a tightening 3-point presidential race; but this poll reveals no changes to the structure of the race which indicates Clinton can quickly raise her vote and a repudiation of Donald Trump. This national survey of likely 2016 voters was conducted July 13-18; sixty-seven percent of respondents were reached by cell phone in order to accurately sample the electorate.¹



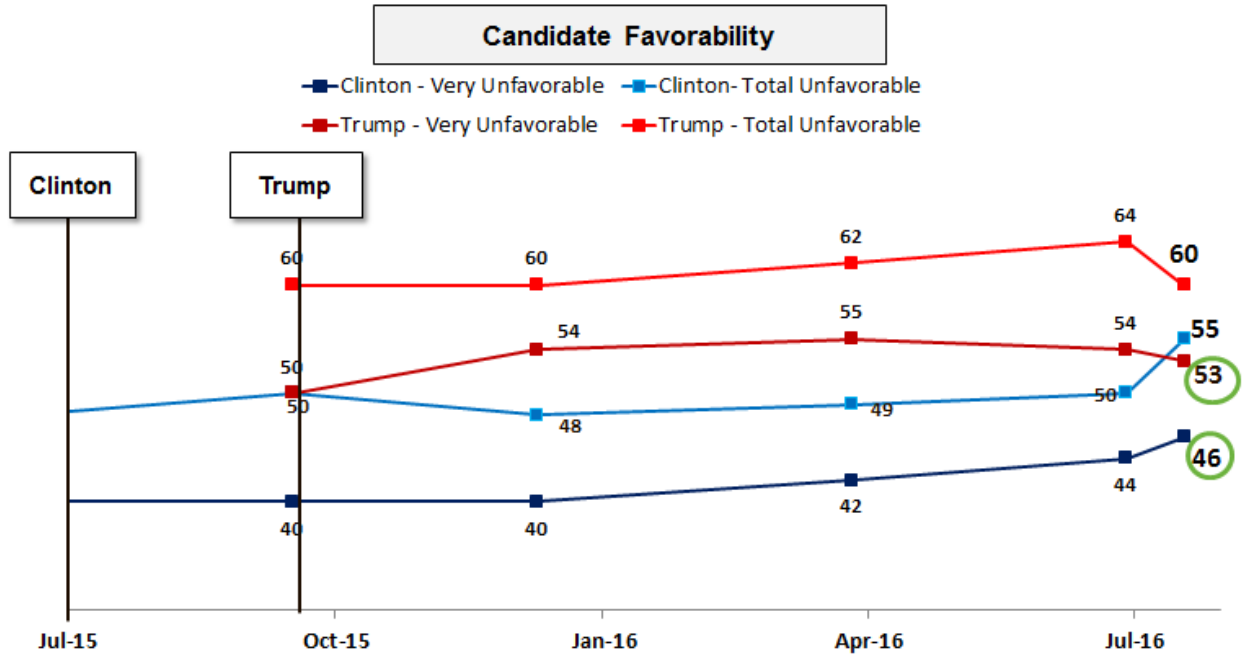
Three weeks ago, Democracy Corps found Clinton held an [8 point lead in a three-way presidential ballot across the 9 most competitive battleground states](#) and [her margin was even greater in our national polling](#). That advantage has been squeezed by a real surge in Clinton's negative rat-

¹ National likely voter survey conducted by Democracy Corps, June 13-18, 2016. Respondents who voted in the 2012 election, 2014 election, or registered since the 2014 election were selected from the national voter file. Likely voters were determined based on stated intention of voting in 2016. Margin of error for the full sample = +/-3.27 percentage points at 95% confidence. Sixty-seven percent of respondents were reached by cell phone, in order to account for ever-changing demographics and accurately sample the full electorate.



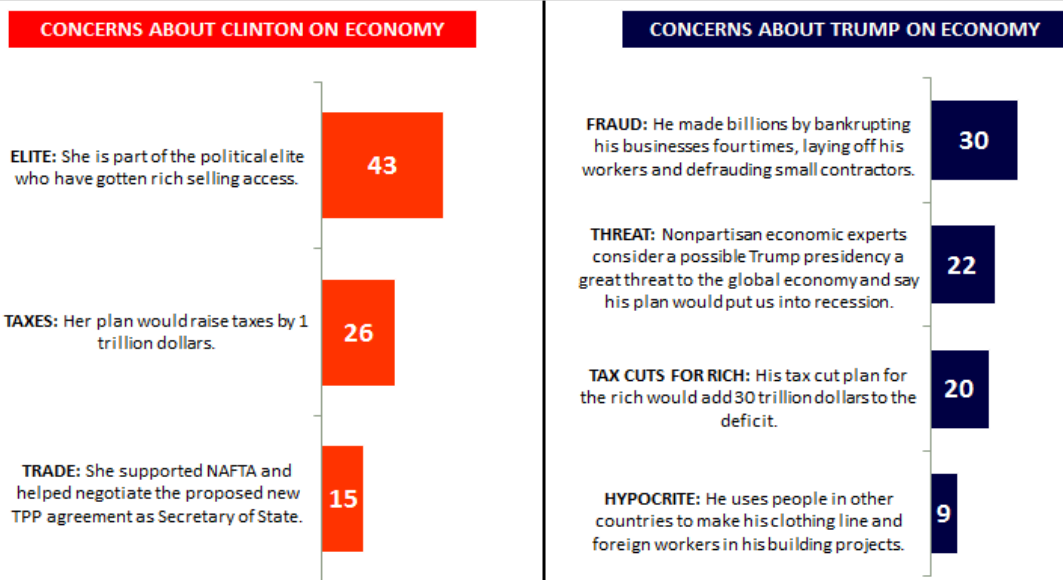
ings. Her total unfavorability rose 5 points to 55 percent, and 46 percent now hold very unfavorable views of her.

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.



This drop was likely driven by Director Comey's testimony, though the greatest worry about Clinton concerns the perception that she is part of the political elite that has taken care of itself.

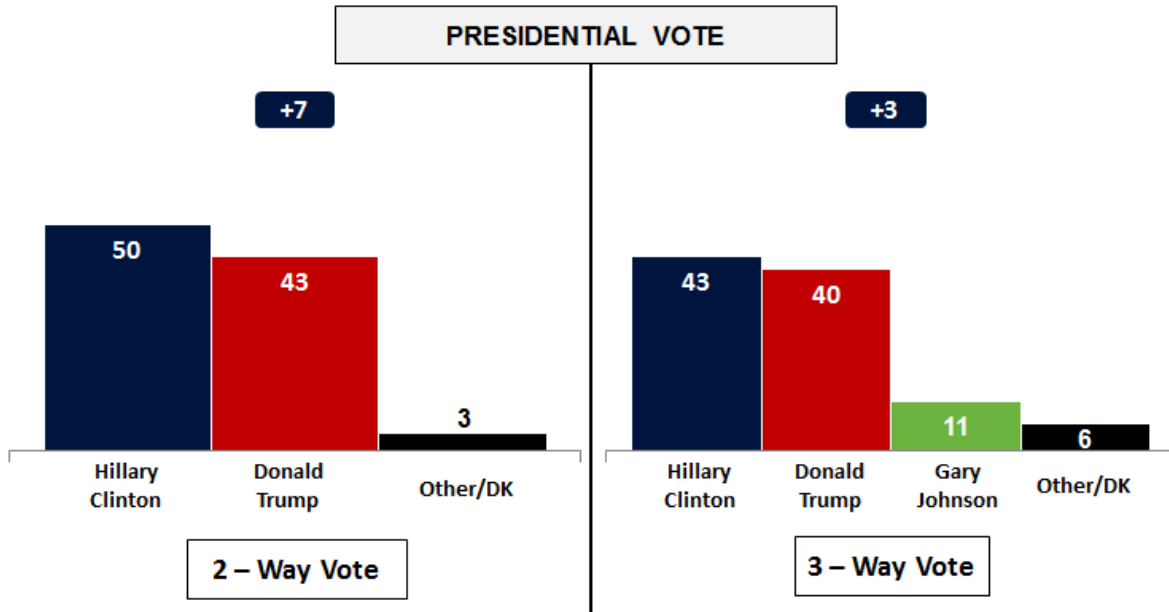
Now I am going to read you some reasons to worry about their approach to the economy. Please tell which one concerns you the most.





Despite the changed favorability and vote, closer analysis of this survey reveals the structure of the race is unchanged and there are strong indications that the vote will consolidate at a much higher level behind Clinton. In a two-way ballot, Clinton’s margin grows to 7 points (50 to 43 percent); Clinton also has twice as many “winnable” voters as Trump (10 to 5 percent).

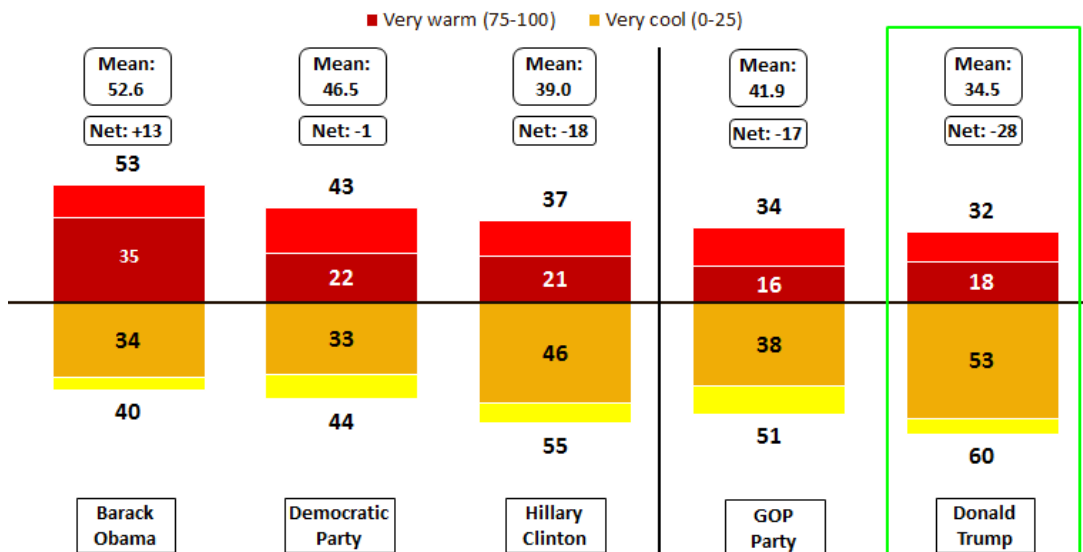
I know it's a long way off, but thinking about the election for President in November, if the election for President were held today, would you vote for --Democrat Hillary Clinton or Republican Donald Trump (or Libertarian Gary Johnson)? / Well, what if you had to choose between Democrat Hillary Clinton and Republican Donald Trump, for whom would you vote?

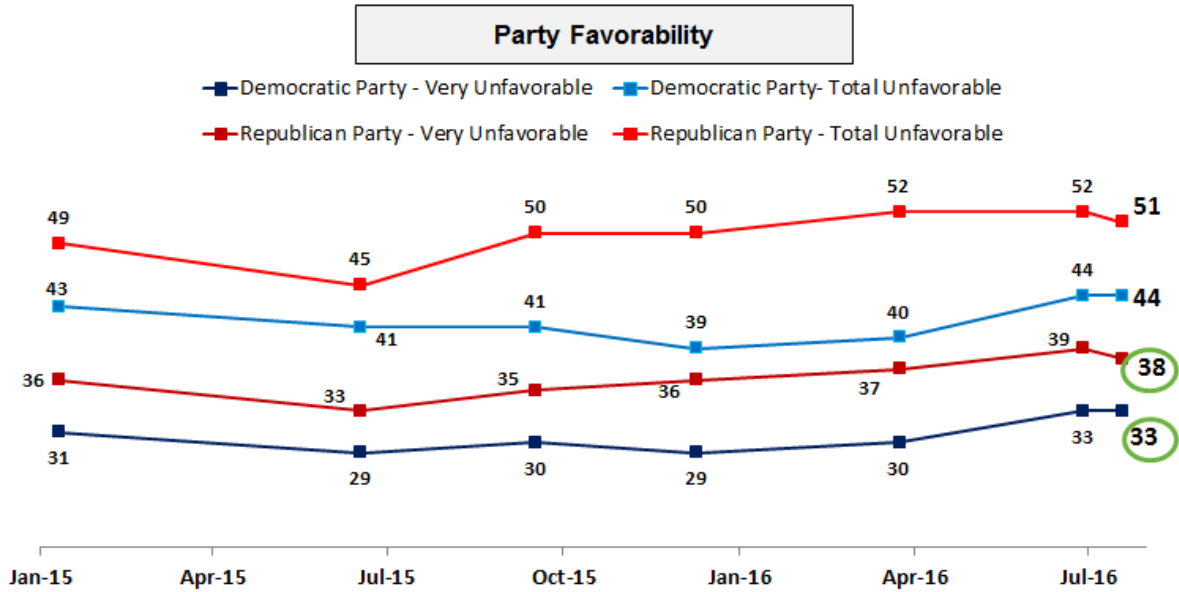


This race is still shaped by Trump's high negatives – his unfavorability remains stuck at 60 percent – as well as a Republican Party this is viewed negatively by 51 percent of voters.

The GOP is viewed negatively two-to-one, but reactions to the Democratic Party have moved to parity.

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Half of voters now say they absolutely will not vote for Trump, compared to 43 percent who say that of Clinton, and Trump's very unfavorable ratings are 7 points higher than Clinton's. Finally, Trump's vote in the 3-way ballot is stuck at around 40 percent. Nothing has changed that as the two parties enter their conventions.

