



MEMORANDUM

TO: AMERICAN CROSSROADS

FROM: GLEN BOLGER/BRENDA GIANINY/JIM HOBART

RE: KEY FINDINGS – HILLARY CLINTON’S STANDING IN A SURVEY OF TARGET STATES

DATE: JUNE 11, 2015

Methodology

Public Opinion Strategies and Axis Research completed a telephone survey of N=1,500 likely voters in twelve key Target States for the 2016 election. The survey has a margin of error of ±2.53% in 95 out of 100 cases. Fully 40% of the interviews (N=600) were conducted with cell phone only respondents.

A total of 125 interviews were conducted in each of the following states: Colorado, Florida, Iowa, Michigan, Nevada, New Hampshire, New Mexico, North Carolina, Ohio, Pennsylvania, Virginia, and Wisconsin. In 2012, Barack Obama won all of those states except North Carolina.

Key Findings

1. ***Hillary Clinton’s image is just as troubled in Target States as it is nationally.*** In the Target States, Clinton has a 44% favorable/49% unfavorable image. This is similar to her weak image nationally. In the May CNN national survey that was just released, she has a 46% favorable/50% unfavorable image.

Clinton has major image problems among key groups in the Target States:

- ✓ White women are lukewarm toward her – Clinton’s image with that group is an underwhelming 48% favorable/47% unfavorable. She is not even competitive with white men – she has a 31% favorable/64% unfavorable image with them.
- ✓ Among the 10% of the sample that is Hispanic, Clinton has a 47% favorable/40% unfavorable image, which is not where she needs to be with that group.
- ✓ Independents do not like her – Clinton has a 32% favorable/55% unfavorable image with them.
- ✓ Clinton has a double digit net negative image among voters age 45+, and a modest 49% fav/44% unfav image among 18-44 year olds.
- ✓ Moderates, who Democrats need solidly in their corner, give her just a 48% fav/45% unfav image.

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2. ***At 42% against a generic Republican, Hillary’s ballot score does not exactly ooze strength.*** While there are limitations to the value of testing a specific candidate against a generic partisan candidate, the fact that Clinton trails “the Republican nominee” by a 42%-47% count does not bode well for her.

If Target State voters were more enthusiastic about her, Clinton would definitely be polling above the 42% mark.

3. ***The voters have trust issues with Hillary Clinton.*** This poll is not the first to show it, nor will it be the last. But, the important thing is, just like national surveys show, Clinton has problems with trust among Target State voters. We tested several agree/disagree statements with respondents related to trust/honesty:

<i>“Hillary Clinton will say or do anything to get elected.”</i>	58% Agree	33% Disagree
<i>“Hillary Clinton is honest and trustworthy.”</i>	43% Agree	54% Disagree
<i>“From Whitewater to her State Department emails to the Clinton Foundation, scandal follows Hillary Clinton wherever she goes.”</i>	66% Agree	31% Disagree
<i>“Hillary Clinton is honest and straightforward with the American people.”</i>	40% Agree	57% Disagree

This trust/honesty dimension is the most problematic for Clinton among the various perceptual measures we tested on her.

The Bottom Line

In the twelve Target States most likely to determine the next President of the United States, Hillary Clinton is not particularly liked, and definitely not trusted. Campaigns change opinions, and attitudes will shift over the next 515 days, but the Anointed One of the Democratic Party definitely begins the race with a troubled image, an underwhelming level of affirmative ballot support, and a trust/honesty deficit with the American people the size of the Grand Canyon.