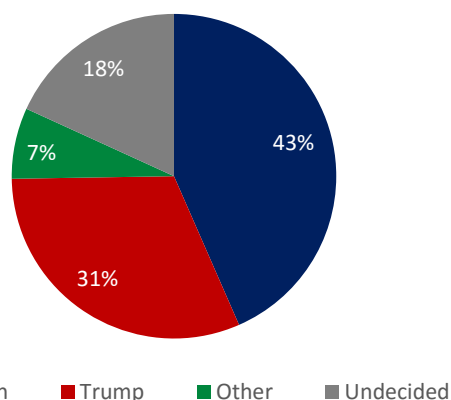


TO: Interested Parties
FR: Lincoln Park Strategies
RE: Trump is Nowhere Near Where He Needs to Be with Key Groups
DATE: June 23, 2016

As numerous recent polls have shown over the last few days and weeks, Hillary Clinton has a decided advantage over Donald Trump in terms of national public opinion. Currently, the [Real Clear Politics General Election poll average](#) gives Clinton a 5.8 point advantage over Trump. Our recently completed national survey of registered voters gives support to this narrative and gives further credence to the idea that Donald Trump is failing to consolidate support among the key groups that he will need if he is to have any shot of winning in November.

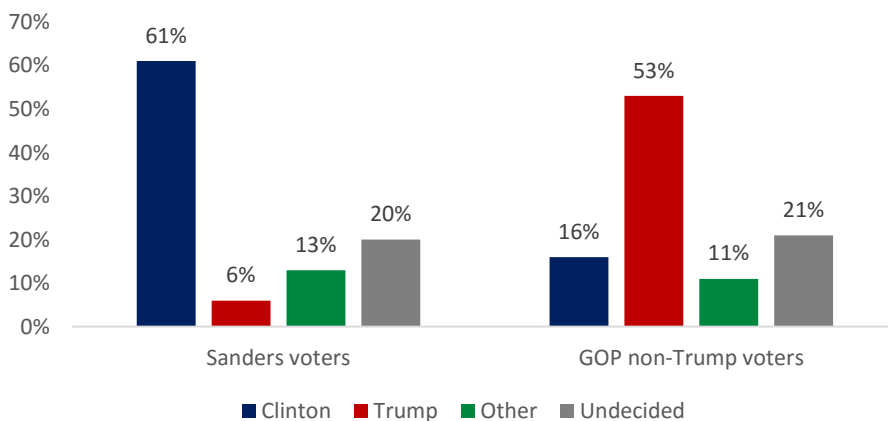
Looking at the topline numbers in our poll, Clinton has a 12-percentage point lead over Trump, with the former Secretary of State winning 43% of registered voters and Trump winning 31%. Other candidates that will likely appear on the ballot in November garner 7% of the vote and 18% of voters are still undecided.

General Election Matchup



While much has been made about the struggles of the Clinton campaign to consolidate the supporters of her primary opponent Bernie Sanders, our findings suggest that while there is still work to be done, those concerns are much ado about nothing. Indeed, 61% of those who voted for Sanders in the Democratic primary say they plan on voting for Clinton in November, while just 6% say they are voting for Donald Trump. Though Clinton should certainly not feel as if there will be a mass migration of these typically-very liberal voters to Donald Trump, she does have some work to do to convince the 13% of Sanders voters who say they will support either the Libertarian or Green

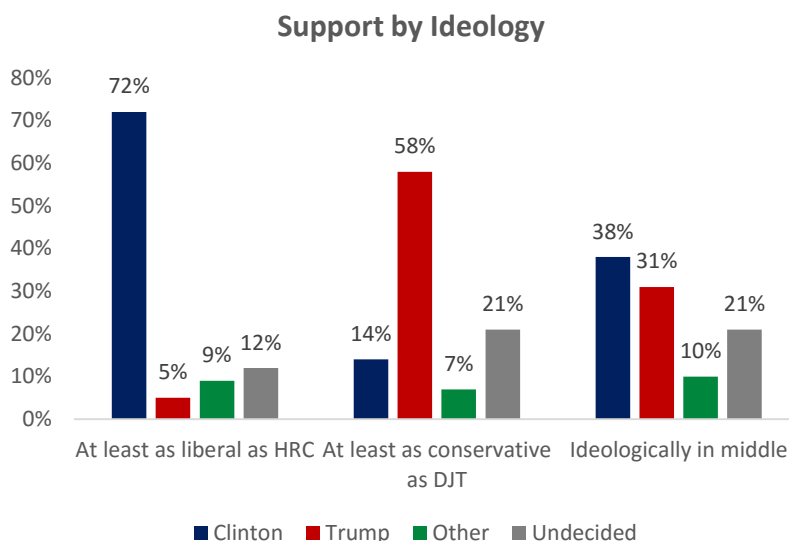
Support Among Non-Clinton/Trump Primary Voters



Party candidates and the 20% who say they are still undecided.

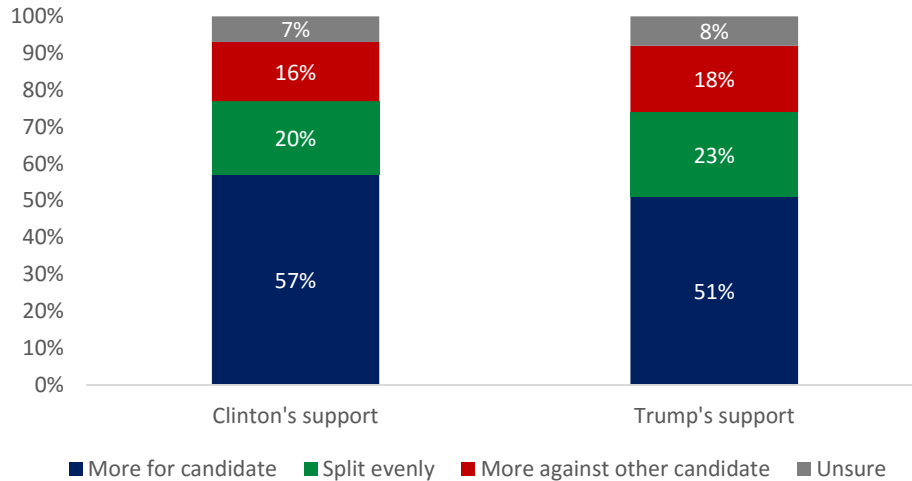
Interestingly, and suggestive of the fact that Clinton is drawing enough disaffected Republicans to offset any drop-off she may see among Sanders voters, is that she is winning 16% of Republican primary voters who voted for someone other than Donald Trump. Among this group, her biggest areas of support are among former Kasich, Rubio, and Bush supporters.

From an ideological perspective, Clinton has been more effective at attracting the voters who should naturally be in her corner due to their personal ideological bend. While Trump is winning 58% of voters that say they are close to Trump’s perceived ideology or to his right, Clinton is winning 72% of voters that are close to her ideologically or are to her left. Voters that find themselves between the candidates ideologically are split between supporting Clinton (38%), Trump (31%), and supporting a third party candidate or are undecided (31%).

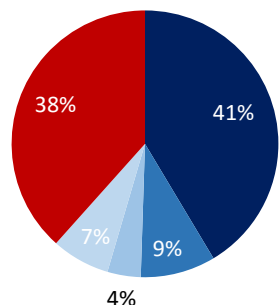


While most polls only give a binary choice on what is motivating their vote (for example: Are you voting for Clinton or are you voting against Trump?) we decided to give voters the ability to choose both and asked respondents to assign a percentage to how much of their vote was for either Clinton or Trump, and how much of their vote was simply to stop their respective opponent. Interestingly, supporters of both candidates had a similar response. On average, 57% of Clinton’s support is positive in nature while 16% is negative (voting against Trump). On the GOP side, 51% of Trump support is positive in nature while 18% is negative (voting against Clinton).

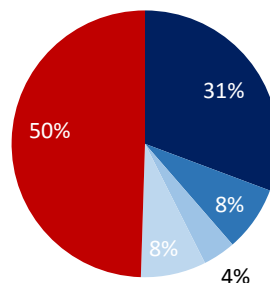
Percentage of Vote For/Against Candidate



Another point of strength for Clinton is the fact that voters are more open to her candidacy. According to our survey, a majority of voters (50%) say there is a better than 50-50 chance they will support Clinton this November (including 41% of who say that there is a very strong chance). At the same time, just 39% say there is better than a 50-50 chance they will support Trump (including 31% at the 75% chance or higher level). Perhaps more distressing for Trump is that 50% of voters say there is almost no chance (24% or below) they will vote for him, while just 38% say the same about Clinton. This being said, voters who chose a candidate in our survey are unlikely to change their views with 85% of Clinton supporters saying there is a 90% chance or better that they will end up supporting her, and 83% of Trump supporters saying the same about their preferred candidate.

Chance of Supporting Clinton


- Very strong chance (75-100%)
- Strong chance (51-74%)
- Even chance (50%)
- Weak chance (25-49%)
- No chance (0-24%)

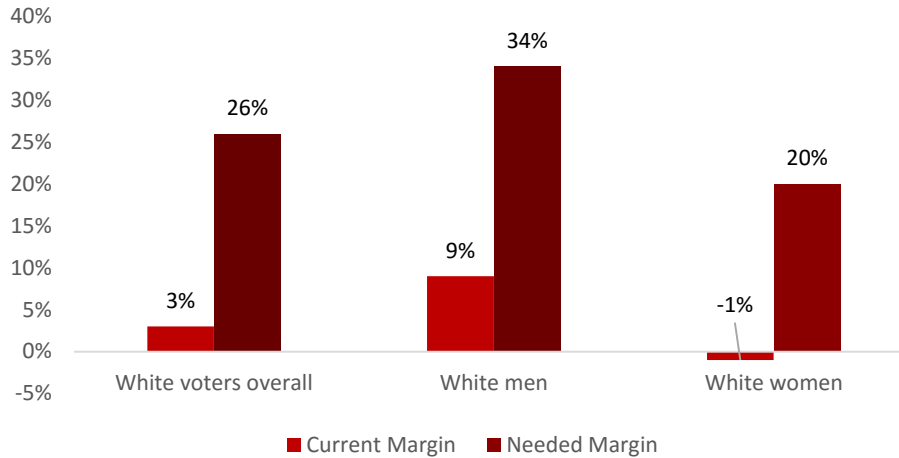
Chance of Supporting Trump


- Very strong chance (75-100%)
- Strong chance (51-74%)
- Even chance (50%)
- Weak chance (25-49%)
- No chance (0-24%)

As outlined in our last [findings memo](#), Donald Trump has two ways of winning this November. He can either 1) focus on running up the margin among white voters while keeping his deficit among minority groups to a minimum or 2) focus on winning the four rust belt states of Wisconsin, Ohio, Michigan, and Pennsylvania. Since this is a national poll, let's focus on the first option. To briefly recap, as the percentage of white voters dwindles compared to other groups, Trump needs to win a higher percentage of their vote just to stay even with Mitt Romney's 2012 performance (which, of course, was a losing effort). To best Romney's performance and have a chance of winning, Trump would have to do 4-percentage points better with white voters than Romney did, while simultaneously holding the same level of support among minority voters. This increase translates to a 26 point gap among white voters between himself and Clinton.

In 2012, Mitt Romney won 17% of the minority vote; our findings indicate that Trump is actually matching that performance currently (18%). Now does he have anything close to the needed 26 point advantage among white voters? The answer is an emphatic NO. He currently has a 3-point advantage overall with white voters, winning 38% to Clinton's 35%. Breaking the white vote number down a little more, we stated that if Trump can somehow match Reagan's 1984 turnout among white men (which was the biggest electoral blowouts in modern history), where he won 67% of the group, he would still need to win by 20 points among white women. Not surprisingly, Trump is nowhere near where he needs to be to approach these figures. Among white men, Trump is winning by a 9-point margin (42% to 31%) and among white women he is 1 point behind Clinton (37% to 36%). This represents a 24-percentage point deficit from where he would need to be to match Reagan's 1984 showing.

Trump Advantage and Shortfall



The overall numbers in the polling have not been favorable to Donald Trump and when you look at the internals, the picture is even worse. There are still five months to go before Election Day, but Donald Trump has his work cut out for him between now and then. As we have said, the key numbers to look at are his support among minority voters and the gap among white women. While some might be surprised he is matching Romney’s numbers among minority voters, it will still be tough to make the White House-winning math work if he can’t increase his advantage among white women by 21 points.