# Clinton Hits a New High in Unpopularity; On Par with Trump Among Reg. Voters

Hillary Clinton's unpopularity reached a new high in the latest ABC News/Washington Post poll, putting her on par with Donald Trump among registered voters and cementing their positions as the two most unpopular presidential candidates in polling dating back more than 30 years.

Among all adults, 56 percent now see Clinton unfavorably, up 6 percentage points in three weeks; 63 percent say the same about Trump. Among registered voters, moreover, they're essentially even – 59 percent rate Clinton unfavorably, vs. 60 percent for Trump.

The high in unfavorability for any previous major-party candidate for president in ABC/Post polls was George H. W. Bush's 53 percent in July 1992 on his way to losing his re-election bid.

Clinton's rise in unpopularity follows renewed attention on her use of a private email server and alleged conflicts with Clinton Foundation fundraising while she served as secretary of state. It's most pronounced in some of her core support groups: women, post-graduates, Hispanics and liberals.
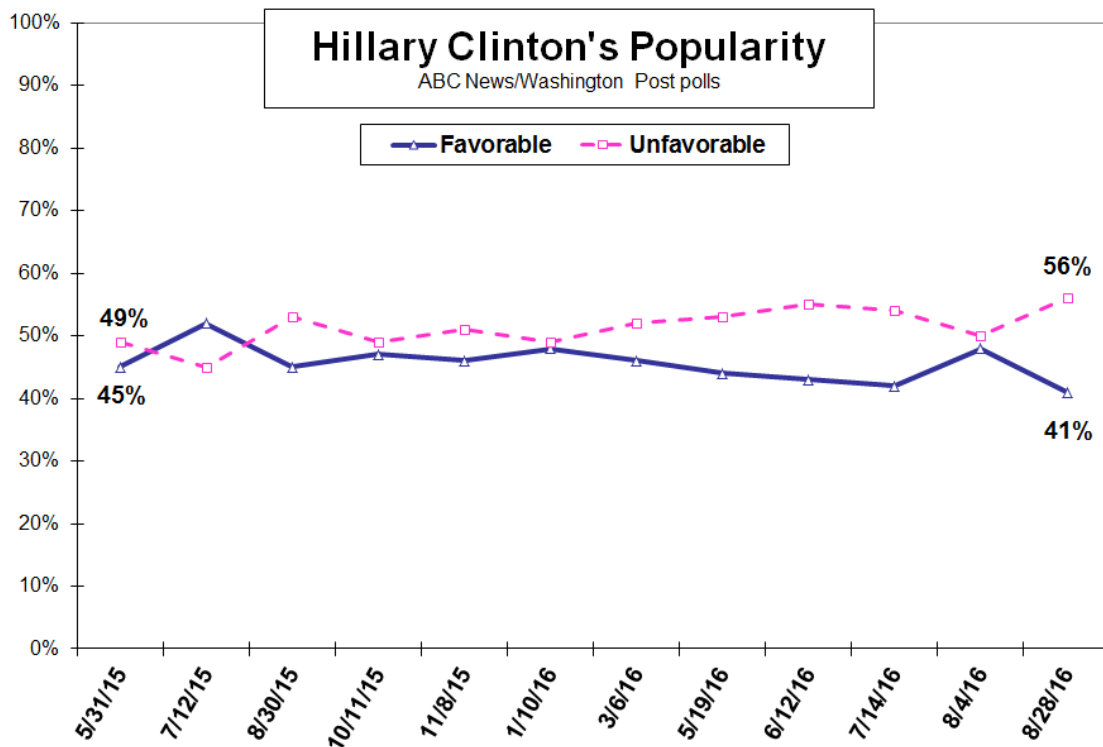
The shift erases a post-convention gain for Clinton, whose favorability rating advanced from 42 percent in July to 48 percent in early August before falling back to 41 percent in this poll, produced for ABC by Langer Research Associates.

Trump, on the other hand, has been in worse shape, including a 29-70 percent favorable-unfavorable rating in June, a point from his peak unfavorability, 71 percent in May 2015, shortly before he announced his candidacy. Among other groups, 84 percent of blacks see Trump unfavorably; given sample sizes that's not significantly different from the 91 percent who did so in early August, despite his recent appeals for their votes.
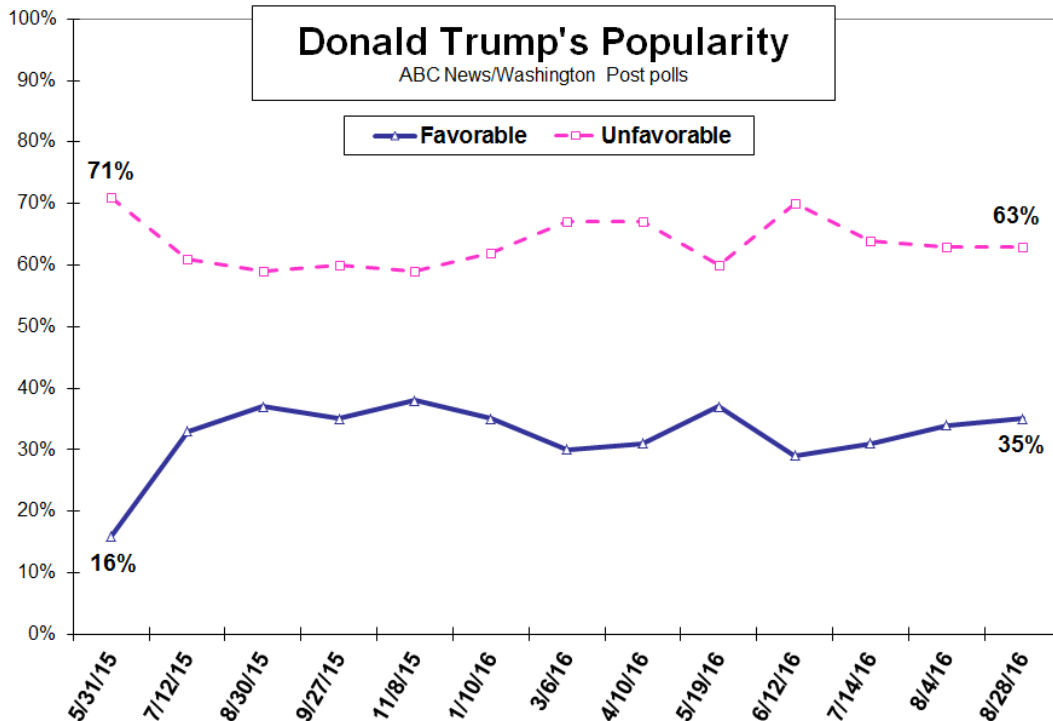
Favorability is the most basic measure of a public figure's popularity. Clinton and Trump's unprecedentedly low ratings raise substantial uncertainties about voter turnout in the November election. The open question is whether they can motivate their potential supporters to show up to vote – either for them, or, as may be more likely, against their unpopular opponent.

GROUPS – Notably among groups, Clinton's popularity among women has flipped from 54-43 percent favorable-unfavorable last month (+11 points favorable); to 45-52 percent now (-7); it's the first time in a year that most women have seen her unfavorably.

Clinton's rating also has flipped among those with post-graduate degrees, from 60-39 percent in in early August to 47-51 percent now. She's now back to about where she was among post-grads in July.

She's gone from about an even split among moderates, 50-48 percent favorable-unfavorable, to 41-56 percent now. Among liberals she's dropped from 76 to 63 percent favorable. And among nonwhites she's fallen from 73 to 62 percent favorable, largely due to a 16-point drop, to 55 percent, among Hispanics.

Clinton couldn't get much less popular among Republicans – 88 percent see her unfavorably. But she's lost 8 points of favorability among independents (to 31 percent) and among Democrats alike (to 79 percent in her home party, vs. Trump's 72 percent among Republicans).

There's been no change in Trump's popularity overall, but some shifts among groups. Most notably, he's slipped by 6 points in favorability among men while gaining 7 points among women, perhaps reflecting his recent efforts at "softening" some of his positions.

	Favorable-Unfavorable ratings			
	Hillary Clinton		Donald Trump	
	Late Aug.	Early Aug.	Late Aug.	Early Aug.
All	41-56%	48-50	35-63%	34-63
Registered voters	38-59	46-52	37-60	36-61
Men	37-60	41-57	37-60	43-55
Women	45-52	54-43	33-65	26-70
Democrats	79-18	87-11	8-90	6-93
Republicans	12-88	10-89	72-28	68-28
Independents	31-66	39-59	32-63	39-59
Liberals	63-34	76-24	14-85	13-86
Moderates	41-56	50-48	31-66	30-69
Conservatives NET	26-73	28-70	53-45	54-42
Somewhat cons.	29-70	32-67	48-49	50-46
Very cons.	22-78	21-77	61-38	61-35
College grads	43-55	51-48	29-69	30-68
Non-grads	41-56	47-50	37-59	36-61
High school or less	42-55	49-47	38-59	35-60
Some college	38-60	42-56	36-61	36-62
College grad	41-59	44-54	29-70	35-64
Post-grad	47-51	60-39	30-68	25-73
<50	41-55	47-50	28-69	32-65
50+	41-57	50-48	42-55	35-61
<$50K	45-53	53-44	32-64	28-69
$50-$100K	38-58	46-51	41-58	38-59
$100K+	37-61	43-57	34-64	41-59
Whites	30-68	35-64	44-53	44-53
Nonwhites	62-34	73-23	17-79	15-82
Blacks	80-19	84-10	12-84	4-91
Hispanics	55-40	71-28	18-80	18-79
White men	26-72	28-70	46-51	52-46
White women	34-64	41-57	42-55	36-60

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             White men w/out deg.      26-71       24-74       49-48       58-40
             White men w/ deg.         26-73       35-64       42-58       42-57
             White women w/out deg.    27-70       33-64       51-45       41-54
             White women w/ deg.       49-51       53-47       21-79       28-70
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METHODOLOGY – This ABC News/Washington Post poll was conducted by landline and cell phone from Aug. 24-28, 2016, among a random national sample of 1,020 adults. Results have a margin of sampling error of 3.5 points. The survey was produced for ABC News by Langer Research Associates of New York, N.Y., with sampling, data collection and tabulation by SSRS of Media, Pa. See details on the survey's methodology here.

Analysis by Gregory Holyk and Gary Langer.

ABC News polls can be found at ABCNEWS.com at http://abcnews.com/pollingunit.

Media contacts: Heather Riley, (212) 456-4396, or Julie Townsend, (212) 456-4934.

Full results follow.

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1. Overall, do you have a favorable or unfavorable impression of [ITEM]? Do you feel
that way strongly or somewhat?

8/28/16 – Summary Table

                        ------- Favorable -------   ------ Unfavorable ------     No
                        NET    Strongly   Somewhat   NET   Somewhat   Strongly   opinion
a. Hillary Clinton      41       20         22       56      15         40         3
b. Donald Trump         35       16         18       63      16         47         3


Trend:

a. Hillary Clinton

                  ------- Favorable -------   ------ Unfavorable ------     No
                  NET    Strongly   Somewhat   NET   Somewhat   Strongly   opinion
8/28/16           41       20         22       56      15         40         3
8/4/16            48       28         20       50       7         42         2
7/14/16           42       21         21       54      11         44         4
6/12/16           43       25         18       55      16         39         2
5/19/16           44       22         22       53      12         41         3
3/6/16            46       24         22       52      11         41         2
1/10/16           48       24         24       49      13         36         3
11/8/15           46       23         24       51      13         38         3
10/11/15          47       20         26       49      14         35         5
8/30/15           45       21         24       53      14         39         2
7/12/15           52       25         26       45      14         30         4
5/31/15           45       24         21       49      10         39         6
3/29/15           49       30         20       46      11         35         4
1/23/14           58       32         26       38      12         26         4
6/23/13           61       31         30       33      13         21         6
1/20/13           67       35         32       26      12         14         6
12/2/12           66       35         30       28      14         14         6
4/22/12           65       33         32       27      14         13         8
8/22/08 RV        52       29         23       44      14         30         4
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6/15/08       54       26        28        43       17        26         3
4/13/08       44       22        23        54       15        39         2
1/12/08       58       32        26        40       11        29         2
11/1/07       50       28        22        46       11        35         4
2/25/07       49       25        24        48       13        35         3
1/19/07       54       31        23        44       14        30         3
12/11/06      56       27        29        40       11        29         4
5/15/06       54       29        25        42       11        31         4
3/5/06        52       27        25        46       12        33         2
6/5/05        51       NA        NA        46       NA        NA         3
6/1/03        44       15        29        48       16        32         8
9/2/99        49       NA        NA        44       NA        NA         7
6/6/99        59                           35                            6
3/14/99       60                           36                            4
2/14/99       63                           31                            6
11/1/98       64                           31                            5
8/21/98       64                           28                            8
8/19/98       64                           32                            4
4/4/98        58                           33                           10
1/30/98       60                           30                           10
1/19/98       52                           39                            9
3/9/97        47                           44                            9
9/4/96 RV     47                           42                           12
6/30/96       44                           47                            9
1/21/96       28                           36                           36
1/19/96       32                           34                           34
10/31/94      47                           44                            8
5/15/94       54                           41                            5
3/27/94       53                           39                            8
1/23/94       55                           34                           11
11/14/93      58                           33                            9
8/8/93        59                           33                            8
4/26/93       54                           26                           20
2/23/93       59                           24                           18
1/17/93       51                           20                           29
7/8/92        30                           26                           43
3/18/92       28        "         "        22        "         "        51
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b. Donald Trump

| | ------- Favorable ------- | | | ------ Unfavorable ------ | | No |
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	opinion
8/28/16	35	16	18	63	16	47	3
8/4/16	34	16	18	63	11	52	3
7/14/16	31	15	16	64	13	52	4
6/12/16	29	15	14	70	14	56	1
5/19/16	37	18	19	60	11	49	3
4/10/16	31	14	17	67	14	53	2
3/6/16	30	15	14	67	11	56	3
1/10/16	35	17	18	62	14	48	3
11/8/15	38	16	23	59	13	46	3
9/27/15	35	14	21	60	19	41	5
8/30/15	37	16	21	59	16	43	4
7/12/15	33	14	19	61	16	45	6
5/31/15	16	7	9	71	16	55	13
12/18/11	40	12	29	48	21	27	12
1/16/00*	20	NA	NA	70	NA	NA	11
10/31/99*	18	"	"	70	"	"	12

* "Regardless of how you might vote, please tell me if you have a favorable or
unfavorable impression of Donald Trump, or perhaps you don't know enough to say."