

TRUMP'S MOMENTUM CONTINUES

(please, please, please keep going...)

It's great to be on top. Just ask Donald Trump, the [insert adjective of your choice here] presidential candidate currently leading the pack of GOP contenders seeking the Oval Office. Since his official entrance into the race on June 16, Trump has amassed an orb of media coverage that has eclipsed all other presidential candidates, including Hillary Clinton and Bernie Sanders. He's used his oversized personality and media megaphone to make the sorts of comments usually reserved for fringe subreddits and the darker corners of Twitter. Rather than getting punished in the polls for his trolling, Trump finds himself sitting on an average 11-point lead nationally over his next closest rival, Jeb Bush (24% Trump / 13% Bush).

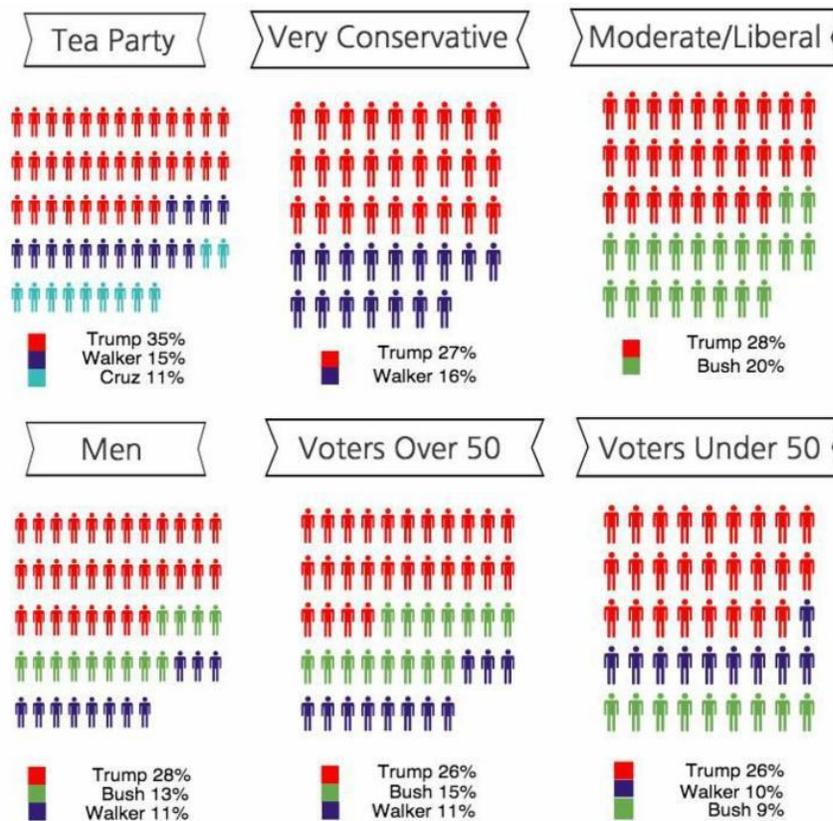
	FOX 7/30-8/2	Monmouth University 7/30-8/2	NBC/WSJ 7/26-7/30	Quinnipiac University 7/23-28	Morning Consult 7/23-27	Poll Average
Trump	26	26	19	20	24	24.3
Bush	15	12	14	10	13	13.4
Walker	9	11	15	13	9	11.7
Carson	7	5	10	6	8	5.9
Cruz	6	6	9	5	4	5.7

In a recent NBC/Marist poll Trump ranks among the top three GOP candidates in Iowa (Walker 19 / Trump 17 / Bush 12). In New Hampshire, Monmouth University has Trump leading the pack by twelve points (Trump 24 / Bush 12 / Walker 7 / Kasich 7). Trump is also leading in New Jersey and Florida, beating out a current Governor, a former Governor and a sitting Senator in their own states. Furthermore, In the six weeks since he's announced his candidacy, Trump has seen his support in the polls increase by 16 points.

Chalk up Trump's success to his celebrity status, blunt talk, universal name recognition, massive wealth, insistence on bucking the Washington Campaign Playbook, or something else, but for the time being no degree of incendiary comment or publicity stunt appears to be pulling him down.

So who are these his supporters? Are they "crazies" or real voters like the rest of us schmucks? Well, it looks like Trump pulls votes from across the board with Republicans but does better with men, those with a high school education or less, and more

conservative GOP voters.



Demographics alone though won't give you a crystal ball analysis of a Trump supporter. His broad appeal is his willingness to say whatever he wants without fear of offending anyone or being deemed politically incorrect. To his supporters, this brazenness is more important than any policy position (or lack of) or damning comment about John McCain's military record. In fact, in the two weeks since Trump's comments about McCain, his support in the polls has only increased despite predictions by many that his candidacy would crumble under the media scrutiny. This promise to "shoot straight" with voters and "tell it like it is" was actually supposed to be Christie's strength in the race. Foregoing traditional talking points, Trump is liberating Nixon's "silent majority" by giving them a voice that is pretty loud.

Nevertheless, Trump remains polarizing among GOP voters. When Republican voters are asked which GOP candidate they would definitely never vote for, Trump tops the list. 30 percent of respondents said they would never vote for Trump, with Christie behind him at 15 percent and Bush at 14 percent according to the latest Quinnipiac University Poll. That's the major limiting factor for The Donald: for every Republican voter that likes Trump, there is an equal and greater number who don't.

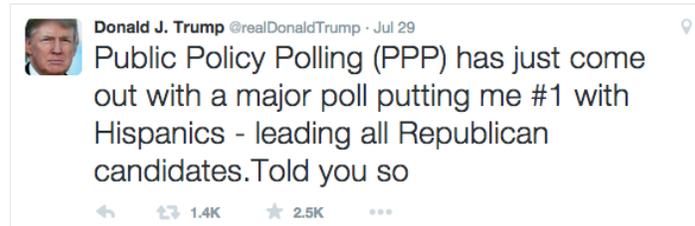
Trump in a General Election

Democrats are giddy to face Trump, because outside the GOP primary he is downright toxic. He receives a net-negative popularity rating (33% favorable / 58% unfavorable) with especially poor numbers among women (29% unfavorable / 61% favorable). Even with Republican leaning groups like white evangelicals (45% favorable / 47% unfavorable) and

self-identified conservatives (46% favorable / 45% unfavorable), he's a mixed bag (of wind?).

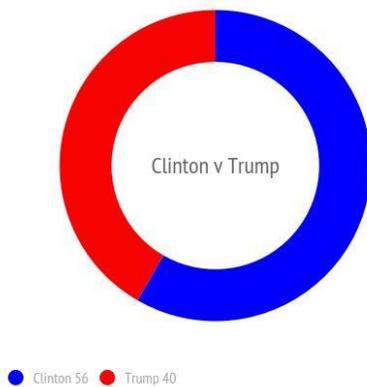
Moreover, among people of color, and specifically Hispanics, Trump performs dismally. According to the latest [NBC/Wall Street Journal](#) polling, nationally only 13 percent of Hispanics held a favorable view of Trump with 61 percent reporting very negative views.

Trump has a different take on his standing with Hispanics.



According to [Public Policy Polling](#), Trump's popularity among Hispanics is at 34% favorable / 59% unfavorable, the highest favorability among the GOP pool of candidates. It should be noted that PPP does not do dialing in Spanish and does not call cellphones, leaving wide swaths of Hispanic voters out of their sample. Additionally, this finding is not corroborated by [other recent national](#) polls.

Matched up against Hillary Clinton in a hypothetical General Election, Trump doesn't fare so well either. Both [CNN](#) and [Marist's](#) latest polls have Clinton up 16 points (CNN: Clinton 56 / Trump 40, McClatchy: Clinton 54 / Trump 38). Quinnipiac shows Clinton with a 12 point advantage (Clinton 48 / Trump 36). In fact, that same poll has Trump even [losing to Bernie Sanders](#) (Sanders 44 / Trump 39). In fact, that same poll has Trump even losing to Bernie Sanders (Sanders 44 / Trump 39). Should Trump decide to run as an Independent, it's big trouble for Republicans. The latest [Marist poll](#) has Bush losing to Clinton in a two-way general election by 6 points (Clinton 49 / Bush 43). Add Trump to the mix and Bush's vote share drops to 29 percent with Trump taking 20 percent (Clinton 44).



At the end of the day, only 19 percent of GOP primary voters in the most recent [Morning Consult](#) poll think Trump could actually win the nomination, whereas a quarter listed Bush as the likely Republican candidate. The latest [YouGov/Economist poll](#) shows an even wider margin for Bush, with Republican voters citing him as their likely nominee over Trump by 26 points.

This gap between current support and belief about credibility as the GOP candidate reveals a vulnerability in Trump's candidacy, suggesting his time at the top may be limited. We've seen these head fake leads in the past with Herbert Cain, Rudy Guliani and even Fred Thompson. While The Donald does feel different, he has a long road before the first vote is cast.

For what it's worth, this is not the first time Trump has topped the polls among GOP presidential candidates. Four years ago, Trump was polling at similar levels of support without even making a formal announcement. In April 2011, [Trump polled](#) at 13 percent behind Romney (18%) and Huckabee (17%) and was the top candidate among Republican leaning independents. By May, Trump announced he would not be seeking

the Oval Office, though not without his trademark bravado ("I maintain the strong conviction that if I were to run, I would be able to win the primary and, ultimately, the general election").

Where does the Trump ride end? We are glad we don't have to make a living out of predicting what GOP voters will do. Matt Dickinson breaks down what Trump's ceiling looks like and how close he is to approaching it in an op-ed with U.S. News. We'll be eagerly watching Thursday night's debate (the one Trump may or may not prep for) and the polling that comes in after to see whether his time at the top is coming to its end.

Thank you for reading our pollsters' take on data and trends affecting the national political landscape. Stay tuned for regular thoughtful analysis on all things political. In the meantime, enjoy our round-up of favorite stories from the latest news cycle below.

- Anzalone Liszt Grove Research

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- >> Super PACs have raised nearly as much as they spent in total in 2012 (and the election is still 15 months away)
- >> Trump's Iowa Co-Chair starred in an infomercial for Bedazzler (no, really)
- >> Trump's most notable insults
- >> Generate your very own Trump insult
- >> Trump your cat