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FIRST EMERSON POLL OF THE GENERAL ELECTION SHOWS A CLOSE RACE IN OHIO, MICHIGAN, AND PENNSYLVANIA; GOP SENATE SEATS LOOK SAFE

BOSTON, MA - Three new Emerson College polls show a tight race shaping up between Democrat Hillary Clinton and Republican Donald Trump in the key Rust Belt States of Ohio, Michigan and Pennsylvania. The two are deadlocked at 43% in Ohio. Clinton leads by three points in Pennsylvania (46% to 43%) and by five in Michigan (45% to 40%). The Libertarian Party's Gary Johnson garners 7% of the vote in Pennsylvania and Michigan and 10% in Ohio. Green Party candidate Jill Stein receives 2% of the vote in Ohio and Pennsylvania and 3% in Michigan. Each poll consisted of 800 likely voters and had a margin of error of 3.4 percentage points.

These are Emerson College's first general election polls since the primaries; Bloomberg Politics ranked Emerson as the most accurate collegiate polling group in the U.S. during the primary season, with a record of correctly predicting the primary winner 94% of the time.

In the three states Emerson most recently polled, both candidates face skepticism. Only 41% of Ohioans have a 41% favorable opinion of Trump versus 57% who have an unfavorable view. Clinton's ratio is very similar: 42%/56%. In Michigan, Trump is at a 40%/55%, compared to Clinton's 45%/52%. In Pennsylvania, Trump's favorable/unfavorable numbers are 40%/58%, and Clinton's are 42%/55%. Clinton's unfavorability ratings are almost as high as Trump's, with no more than 3 percentage points separating the two candidates. Trump tends to do better in states (such as Ohio) where Clinton's unfavorables are similar to his.

There is a significant gender gap, with women breaking for Clinton by 26 points in Michigan (56% to 30%), 15 points in Pennsylvania (53% to 38%) and 13 points in Ohio (51% to 38%). In all three states, 49% of men plan to vote for Trump whereas only 33% of women support him in Ohio and Michigan and 38% in Pennsylvania.

Younger voters favor Clinton over Trump in Ohio (by 50% to 32%) and Pennsylvania (42% to 39%). But in Michigan, where young people helped Bernie Sanders stage an upset over Clinton in the Democratic primary, Trump leads 45% to 33% among those 18-34. Both candidates are receiving about 80% of their party vote. However, Independents are consistently lining up for Trump. In Ohio his edge with Independents is 47% to 30% for Clinton, in Michigan it's 39% to 38% and in Pennsylvania 43% to 37%.

Both major candidates enjoy very high rates of loyalty. Among voters who view Clinton or Trump favorably, 90% or more plan to vote for that candidate in November.

While the horserace in all three polls is within the margin of error, there is a strong expectation that Clinton will win the presidency; 54% of those in Ohio see Clinton winning while 35% believe Trump will. The numbers

are similar in Pennsylvania, where 56% predict a Clinton victory compared 35% who think Trump will prevail. In Michigan Clinton gets the nod, 50% to 36%. This finding could be a positive sign for Clinton. Research suggests that expectation questions are a better predictor of electoral success than the ballot test question.

In two U.S. Senate races, the Republican incumbents seem likely to hold on to their seats. Ohio's Rob Portman has a wide lead over former Democratic Governor Ted Strickland (40% to 25%), although 25% of Ohio voters remain undecided. Portman is viewed much more positively (41% favorable, 35% unfavorable) than Strickland (26% favorable, 54% unfavorable). In Pennsylvania, incumbent GOP Senator Pat Toomey holds a 7-point lead (46% to 39%) over Democratic challenger Katie McGinty, with 10% of voters undecided.

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The Emerson College Polling Society Ohio poll was conducted from August 25-27, 2016. The Michigan and Pennsylvania polls were conducted August 25-28, 2016. The samples consisted of 800 likely general election voters with a margin of error of +/- 3.4%. Data was weighted by 2012 election results and Michigan results included regional weights. Data was collected using an Interactive Voice Response (IVR) system of landlines only. The full methodology and results can be found at www.theecps.com.

Frequency

Table

Pennsylvania

Voting intention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	800	100.0	100.0	100.0

party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	361	45.1	45.1	45.1
	Republican	274	34.3	34.3	79.4
	Independent	165	20.6	20.6	100.0
	Total	800	100.0	100.0	

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	362	45.2	45.2	45.2
	female	438	54.8	54.8	100.0
	Total	800	100.0	100.0	

2012 Ballot

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Barack Obama	416	52.0	52.0	52.0
	Mitt Romney	373	46.6	46.6	98.6
	Someone else	11	1.4	1.4	100.0
	Total	800	100.0	100.0	

Clinton Favorability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	332	41.5	41.5	41.5
	unfavorable	440	54.9	54.9	96.5
	undecided	28	3.5	3.5	100.0
	Total	800	100.0	100.0	

Trump Favorability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	316	39.5	39.5	39.5
	unfavorable	461	57.7	57.7	97.1
	undecided	23	2.9	2.9	100.0
	Total	800	100.0	100.0	

Toomey Favorablilty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	278	34.8	34.8	34.8
	unfavorable	301	37.6	37.6	72.4
	undecided	192	24.0	24.0	96.4
	never heard of	29	3.6	3.6	100.0
	Total	800	100.0	100.0	

McGinty Favorability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	222	27.8	27.8	27.8
	unfavorable	312	39.0	39.0	66.8
	undecided	199	24.8	24.8	91.6
	never heard of	67	8.4	8.4	100.0
	Total	800	100.0	100.0	

Presidential Ballot

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Donald Trump	342	42.7	42.7	42.7
	Hillary Clinton	367	45.9	45.9	88.6
	Gary Johnson	56	6.9	6.9	95.6
	Jill Stein	12	1.5	1.5	97.1
	Unsure	23	2.9	2.9	100.0
	Total	800	100.0	100.0	

PrezExpect

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hillary Clinton	449	56.2	56.2	56.2
	Donald Trump	282	35.3	35.3	91.5
	Gary Johnson	12	1.5	1.5	93.0
	Unsure	56	7.0	7.0	100.0
	Total	800	100.0	100.0	

Senate Ballot

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Toomey	364	45.5	45.5	45.5
	McGinty	315	39.4	39.4	85.0
	someone else	40	5.0	5.0	90.0
	undecided	80	10.0	10.0	100.0
	Total	800	100.0	100.0	

age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34	204	25.6	25.6	25.6
	35-54	297	37.2	37.2	62.7
	55-74	229	28.7	28.7	91.4
	75+	69	8.6	8.6	100.0
	Total	800	100.0	100.0	

education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>HS	28	3.5	3.5	3.5
	HS	162	20.2	20.2	23.7
	Some College	163	20.3	20.3	44.0
	College	115	14.4	14.4	58.4
	Grad +	333	41.6	41.6	100.0
	Total	800	100.0	100.0	

race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	white	613	76.6	76.6	76.6
	black	86	10.7	10.7	87.4
	American Indian	14	1.7	1.7	89.1
	Asian	22	2.7	2.7	91.8
	Hawaiian	11	1.4	1.4	93.2
	hispanic	16	2.0	2.0	95.2
	other	21	2.6	2.6	97.9
	dont know	17	2.1	2.1	100.0
	Total	800	100.0	100.0	

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Phila	96	12.0	12.0	12.0
	Phi-burbs	232	29.0	29.0	41.0
	NE	184	23.0	23.0	64.0
	West	288	36.0	36.0	100.0
	Total	800	100.0	100.0	

Congressional district

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	51	6.4	6.4	6.4
	2.00	45	5.6	5.6	12.0
	3.00	45	5.6	5.6	17.6
	4.00	24	3.0	3.0	20.6
	5.00	52	6.5	6.5	27.1
	6.00	46	5.8	5.8	32.9
	7.00	46	5.8	5.8	38.6
	8.00	43	5.4	5.4	44.0
	9.00	48	6.0	6.0	50.0
	10.00	33	4.1	4.1	54.1
	11.00	48	6.0	6.0	60.1
	12.00	59	7.4	7.4	67.5
	13.00	37	4.6	4.6	72.0
	14.00	40	5.0	5.0	77.0
	15.00	53	6.7	6.7	83.7
	16.00	36	4.5	4.5	88.2
	17.00	50	6.3	6.3	94.4
	18.00	45	5.6	5.6	100.0
	Total	800	100.0	100.0	

Frequency

Table

Michigan

Voting Intention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	800	100.0	100.0	100.0

party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	318	39.7	39.7	39.7
	Republican	234	29.2	29.2	68.9
	Independent	249	31.1	31.1	100.0
	Total	800	100.0	100.0	

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	393	49.1	49.1	49.1
	female	407	50.9	50.9	100.0
	Total	800	100.0	100.0	

2012 Ballot

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Barack Obama	434	54.2	54.2	54.2
	Mitt Romney	358	44.7	44.7	98.9
	Someone else	9	1.1	1.1	100.0
	Total	800	100.0	100.0	

Clinton Favorability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	362	45.3	45.3	45.3
	unfavorable	412	51.5	51.5	96.8
	undecided	16	2.0	2.0	98.8
	never heard of	10	1.2	1.2	100.0
	Total	800	100.0	100.0	

Trump Favorability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	316	39.5	39.5	39.5
	unfavorable	441	55.1	55.1	94.6
	undecided	26	3.3	3.3	97.9
	never heard of	17	2.1	2.1	100.0
	Total	800	100.0	100.0	

Presidential Ballot

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Donald Trump	316	39.5	39.5	39.5
	Hillary Clinton	359	44.9	44.9	84.3
	Gary Johnson	52	6.5	6.5	90.8
	Jill Stein	20	2.5	2.5	93.3
	Unsure	54	6.7	6.7	100.0
	Total	800	100.0	100.0	

PrezExpect

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hillary Clinton	398	49.7	49.7	49.7
	Donald Trump	284	35.5	35.5	85.2
	Gary Johnson	16	2.1	2.1	87.3
	Jill Stein	12	1.5	1.5	88.7
	Unsure	90	11.3	11.3	100.0
	Total	800	100.0	100.0	

age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34	128	16.0	16.0	16.0
	35-54	170	21.2	21.2	37.3
	55-74	146	18.3	18.3	55.6
	75+	355	44.4	44.4	100.0
	Total	800	100.0	100.0	

education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>HS	97	12.2	12.2	12.2
	HS	200	25.1	25.1	37.2
	Some College	215	26.8	26.8	64.1
	College	93	11.6	11.6	75.7
	Grad +	194	24.3	24.3	100.0
	Total	800	100.0	100.0	

race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	white	567	70.8	70.8	70.8
	black	148	18.5	18.5	89.3
	American Indian	10	1.3	1.3	90.6
	Asian	20	2.5	2.5	93.1
	Hawaiian	2	.2	.2	93.3
	hispanic	13	1.6	1.6	94.9
	other	22	2.8	2.8	97.7
	dont know	18	2.3	2.3	100.0
	Total	800	100.0	100.0	

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North	292	36.5	36.5	36.5
	Detroit area	286	35.8	35.8	72.3
	SW	222	27.7	27.7	100.0
	Total	800	100.0	100.0	

congressional district

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	35	4.3	4.3	4.3
	2.00	53	6.6	6.6	10.9
	3.00	33	4.1	4.1	15.0
	4.00	67	8.3	8.3	23.3
	5.00	81	10.1	10.1	33.4
	6.00	74	9.2	9.2	42.6
	7.00	69	8.6	8.6	51.2
	8.00	46	5.8	5.8	57.0
	9.00	51	6.3	6.3	63.4
	10.00	57	7.2	7.2	70.5
	11.00	50	6.3	6.3	76.9
	12.00	37	4.7	4.7	81.5
	13.00	79	9.9	9.9	91.4
	14.00	69	8.6	8.6	100.0
	Total	800	100.0	100.0	

Frequency

Table

Ohio

Voting Intention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	800	100.0	100.0	100.0

party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	298	37.3	37.3	37.3
	Republican	246	30.7	30.7	68.0
	Independent	256	32.0	32.0	100.0
	Total	800	100.0	100.0	

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	381	47.6	47.6	47.6
	female	419	52.4	52.4	100.0
	Total	800	100.0	100.0	

2012 Ballot

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Barack Obama	406	50.7	50.7	50.7
	Mitt Romney	382	47.7	47.7	98.4
	Someone else	13	1.6	1.6	100.0
	Total	800	100.0	100.0	

Clinton Favorability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	335	41.8	41.8	41.8
	unfavorable	448	56.0	56.0	97.9
	undecided	17	2.1	2.1	100.0
	Total	800	100.0	100.0	

Trump Favorability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	326	40.7	40.7	40.7
	unfavorable	459	57.4	57.4	98.2
	undecided	13	1.7	1.7	99.8
	never heard of	1	.2	.2	100.0
	Total	800	100.0	100.0	

Strickland Favorablilty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	204	25.5	25.5	25.5
	unfavorable	432	54.0	54.0	79.5
	undecided	155	19.4	19.4	98.9
	never heard of	9	1.1	1.1	100.0
	Total	800	100.0	100.0	

Portman Favorability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	326	40.8	40.8	40.8
	unfavorable	281	35.1	35.1	75.9
	undecided	180	22.5	22.5	98.4
	never heard of	13	1.6	1.6	100.0
	Total	800	100.0	100.0	

Presidential Ballot

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Donald Trump	347	43.4	43.4	43.4
	Hillary Clinton	340	42.5	42.5	85.9
	Gary Johnson	78	9.8	9.8	95.7
	Jill Stein	17	2.1	2.1	97.8
	Unsure	18	2.2	2.2	100.0
	Total	800	100.0	100.0	

PrezExpect

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Clinton	429	53.6	53.6	53.6
	Trump	280	35.1	35.1	88.7
	Gary Johnson	26	3.3	3.3	91.9
	Jill Stein	2	.3	.3	92.2
	Unsure	62	7.8	7.8	100.0
	Total	800	100.0	100.0	

Senate Ballot

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strickland	201	25.2	25.2	25.2
	Portman	316	39.5	39.5	64.6
	someone else	81	10.1	10.1	74.8
	undecided	202	25.2	25.2	100.0
	Total	800	100.0	100.0	

age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34	197	24.6	24.6	24.6
	35-54	298	37.2	37.2	61.8
	55-74	233	29.1	29.1	90.9
	75+	73	9.1	9.1	100.0
	Total	800	100.0	100.0	

education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>HS	25	3.1	3.1	3.1
	HS	198	24.7	24.7	27.8
	Some College	257	32.1	32.1	59.9
	College	214	26.8	26.8	86.7
	Grad +	106	13.3	13.3	100.0
	Total	800	100.0	100.0	

ethnicity/race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	white	581	72.6	72.9	72.9
	black	133	16.7	16.7	89.7
	American Indian	6	.8	.8	90.4
	Asian	4	.5	.5	90.9
	Hawaiian		.0	.0	90.9
	hispanic	18	2.2	2.2	93.2
	other	52	6.5	6.5	99.7
	dont know	2	.3	.3	100.0
	Total	796	99.5	100.0	
Missing	System	4	.5		
Total		800	100.0		

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SW	235	29.4	29.4	29.4
	NE	185	23.1	23.1	52.5
	E/SE	272	33.9	33.9	86.4
	NW/Col	109	13.6	13.6	100.0
	Total	800	100.0	100.0	

Congressional District

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	70	8.8	8.8	8.8
	2.00	42	5.2	5.2	14.0
	3.00	30	3.8	3.8	17.8
	4.00	33	4.1	4.1	21.9
	5.00	46	5.7	5.7	27.6
	6.00	56	7.0	7.0	34.6
	7.00	67	8.4	8.4	43.0
	8.00	72	9.0	9.0	52.0
	9.00	50	6.2	6.2	58.3
	10.00	51	6.3	6.3	64.6
	11.00	42	5.3	5.3	69.9
	12.00	43	5.4	5.4	75.3
	13.00	37	4.7	4.7	80.0
	14.00	55	6.9	6.9	86.9
	15.00	67	8.4	8.4	95.3
	16.00	38	4.7	4.7	100.0
	Total	800	100.0	100.0	