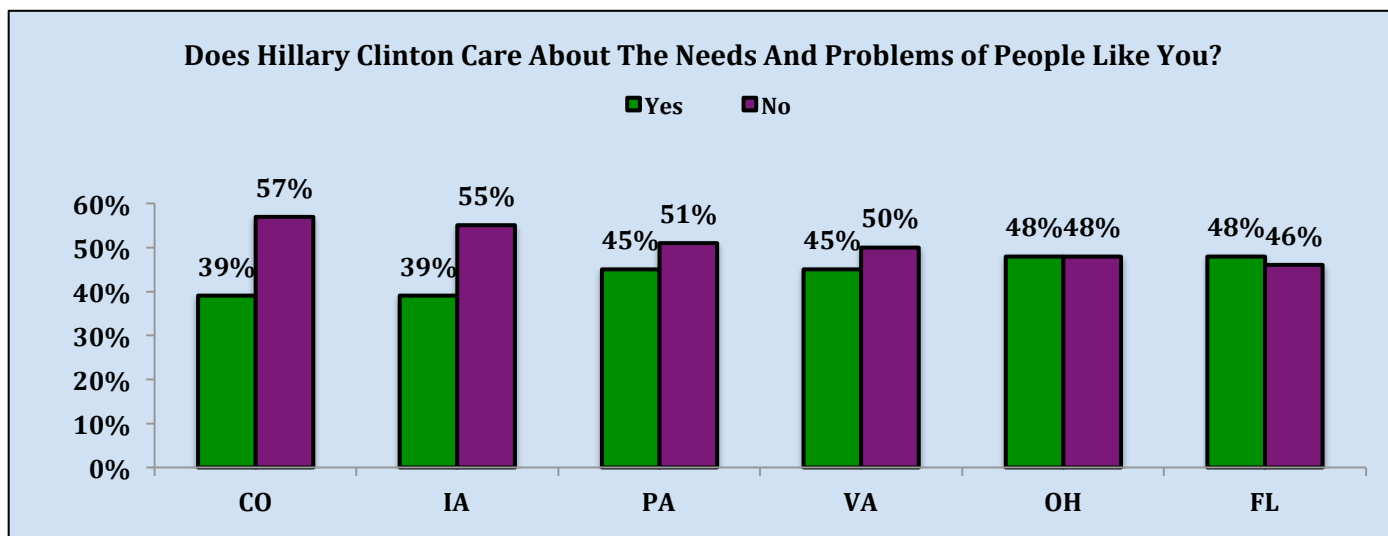


**Clinton’s “Cares About You” Problem Affecting Her Support:** There were plenty of numbers in the July Quinnipiac University [surveys](#) of Colorado, Iowa and Virginia to make former Secretary of State Hillary Clinton nervous. For example, more than half the voters in each state said she is dishonest and untrustworthy (62% in CO, 59% IA and 55% VA). More worrisome for Mrs. Clinton, however, was that most voters do not believe she understands or cares about their struggles. When asked if they thought Mrs. Clinton “cares about the needs and problems of people like them,” 57% in CO, 55% in IA and 50% in VA said she does not.

This number appears linked to how Mrs. Clinton fared when matched up against potential Republican opponents. She trailed Florida Sen. Marco Rubio (Clinton loses 38-46% in CO, 36-44% in IA and 41-43% in VA); former Florida Gov. Jeb Bush (Clinton loses 36%-41% in CO, 36-42% in IA and 39-42% in VA) and Wisconsin Gov. Scott Walker (Clinton loses 38-47% in CO, 37-45% in IA and 40-43% in VA). This relationship between Mrs. Clinton’s “cares” number and her ballot number also appeared in Quinnipiac’s June [matchups](#) in three other swing states, Florida, Ohio and Pennsylvania. A few more voters said they thought Mrs. Clinton cared about their needs and problems (48% in FL, 48% in OH and 45% in PA) putting her closer to potential Republican opponents. She was just above Sen. Rubio in FL (47-44%), trailed former Ohio Gov. John Kasich (40-47%) and tied Kentucky Sen. Rand Paul (43-43%) in OH, and polled just behind both Sens. Rubio and Paul in PA (43-44% and 44-45% respectively). Looking at the six states, when 40% or fewer voters said they do not think Mrs. Clinton cares about their needs and problems, she lost the state.

Other candidates have had a problem on the “cares” question but have been viewed by voters as “honest and trustworthy.” That Mrs. Clinton is doing badly on both measures may explain why she’s doing badly in key battleground states.



Source: Quinnipiac University