



### Presidential Polling Analysis at the 2-Month Milestone Before the Election

With the 2020 U.S. presidential election just two months away, the latest polling indicates a rapidly evolving race between incumbent President Trump and former Vice President Biden. A majority of polls show Biden in the lead, although the president has continued to slowly claw back into the race. Biden also leads President Trump in approval rating across a majority of accredited polls, although the latter continues to have overwhelmingly positive approval among Republicans, indicating a united party behind the president. Former Vice President Biden also holds a slight advantage in many vital swing states, including some that President Trump won in 2016. Traditionally, the first polls after party conventions give a strong indication of where the presidential race will lead. Challengers tend to not have a large deviation from their previous numbers, whereas the incumbent can use a strong convention to catapult themselves into a better position. President Trump's failure to elicit a significant jump in support after the convention will worry him, as he would have to be the first incumbent in 70 years to win re-election after trailing following the party conventions.

After this year's conventions, President Trump's favorability numbers dropped from 32% to 31%, and former Vice President Biden's improved from 45% to 46%. Nationally, the president trailed by around nine points heading into the Republican convention, and failed to receive a major improvement in his numbers after the 4-day event was held. Additionally, in an Ipsos poll based specifically on the conventions, a majority of Americans disagreed with Republican messaging and said the convention focused too much on criticizing Democrats instead of extolling Republican ideals.

The latest polls focused on approval ratings show President Trump improving his favorability, but still trailing former Vice President Biden. According to FiveThirtyEight, President Trump's approval rating is just above 43%, whereas Biden's is a shade above 49%. However, the president's approval rating among Republicans remains extremely strong, with the latest data from several polls indicating favorability between 87%-90%. According to data from Pew Research, President Trump's average support from within his own party is the strongest among presidents dating back to 1953, which indicates a Republican Party that is unified behind his re-election campaign.

Of the most recent poll data, the biggest cause for concern for President Trump is the support for former Vice President Biden in swing states, particularly those that Trump won in 2016. The latest data from reputable organizations such as the Cook Report and the Economist indicate wavering support for the president in states such as Florida, Wisconsin, Michigan, Pennsylvania, and North Carolina, which were crucial when he was elected in 2016. Additionally, new data indicates that Arizona and Ohio are both in play for Biden despite voting for Trump in 2016. In the most recent FiveThirtyEight polls, Biden also holds leads in other key states like New Hampshire, Nevada, and Minnesota. However, the Trump campaign will point to polls from 2016 that showed Democratic nominee Hillary Clinton with a strong advantage in most metrics, leading up to her eventual loss to Trump in the general election. With the 2020 election still two months away, there is room for both Trump and Biden to improve upon and lose support.