

Hillary Clinton's Falling Ratings: Former Secretary of State Hillary Clinton has been a candidate for president for just about two months and her ratings are already taking a hit. A new [CNN/ORC](#) poll this week found Mrs. Clinton's unfavorable rating reached 50% for the first time since August 2000, a 24-point increase above her lowest unfavorable number in September 2011, 26%. Her favorable rating dropped below 50% for the first time since March of 2007, a 23-point decline from her high point of 69% in September 2011.

The same [CNN/ORC](#) poll found Mrs. Clinton is underwater for the first time on two key characteristics. Forty-two percent of voters believe she is trustworthy, compared to 51% in October 2007. Only 47% percent feel that the phrase "Hillary Clinton cares about people like you" applies to her, down from 57% in October 2007. The latter characteristic is significant because it was arguably one of President Barack Obama's biggest advantages over former Massachusetts Governor Mitt Romney in 2012. Twenty-one percent of 2012 voters said it was the important characteristic driving their vote. Among this group, Mr. Obama won 81%, while Mr. Romney won just 18%.

No campaign-launch reboot or set of contrived round tables can convince voters Mrs. Clinton can be trusted or understands the problems they face every day. On the other hand, by offering proactive solutions focused on expanding the middle class, Republican candidates can do better than Mrs. Clinton on these measurements and if they do, the GOP will win.

