



# Election 2016: What Happened and Why

November 2016  
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# BAD Week for ALL Polls

## November 6<sup>th</sup> Associated Press Top 10 College Football Poll

#1	Alabama	W
#2	Michigan	L
#3	Clemson	L
#4	Washington	L
#5	Louisville	W
#6	Ohio State	W
#7	Wisconsin	W
#8	Auburn	L
#9	Oklahoma	W
#10	Texas A&M	L

\*\*First time in 31 years that #2, #3, #4 ranked teams lost on same weekend

# Pre-Election Polling: National

	<u>Dates</u>	<u>% Clinton</u>	<u>% Trump</u>	<u>% Johnson/Stein</u>	<u>% Undecided</u>	<u>HRC Margin</u>
Gravis	11/1-2	47	45	4	4	+2
NBC/WSJ	11/3-5	44	40	8	8	+4
NBC/Survey Monkey	10/31-11/6	47	41	9	3	+6
Monmouth	11/3-6	50	44	5	1	+6
ABS/Post	11/3-6	47	43	5	5	+4
Reuters	11/2-6	42	39	9	10	+3
Fox News	11/3-6	48	44	5	3	+4
CBS News	11/2-6	45	41	7	7	+4
Bloomberg	11/4-6	44	41	6	9	+3
IBD/TIPP	11/4-7	43	45	10	2	-2
<b>Avg.</b>	<b>NA</b>	<b>45.7</b>	<b>42.3</b>	<b>6.8</b>	<b>5.2</b>	<b>+3.4</b>
<b>Final result</b>	<b>11/8</b>	<b>47.9</b>	<b>47.2</b>	<b>4.2</b>	<b>NA</b>	<b>+0.7</b>

# Pre-Election Polling: Battleground States

State	Final RCP Average	Margin	Actual Result	Margin
Colorado	40.4% Trump/ 43.3% Clinton	Clinton +2.9	44.8% Trump/ 47.0% Clinton	Clinton +2.2
Florida	46.6% Trump/ 46.4% Clinton	Trump +0.2	49.1% Trump/ 47.7% Clinton	Trump +1.4
Michigan	42.0% Trump/ 45.4% Clinton	Clinton +3.4	47.6% Trump/ 47.3% Clinton	Trump +0.3
Nevada	45.8% Trump/ 45.0% Clinton	Trump +0.8	45.5% Trump/ 47.9% Clinton	Clinton +2.4
New Hampshire	42.7% Trump/ 43.3% Clinton	Clinton +0.6	47.3% Trump/ 47.6% Clinton	Clinton +0.3
North Carolina	46.5% Trump/ 45.5% Clinton	Trump +1.0	50.5% Trump/ 46.7% Clinton	Trump +3.8
Ohio	45.8% Trump/ 42.3% Clinton	Trump +3.5	52.1% Trump/ 43.5% Clinton	Trump +8.6
Pennsylvania	44.3% Trump/ 46.2% Clinton	Clinton +1.9	48.8% Trump/ 47.7% Clinton	Trump +1.1
Wisconsin	40.3% Trump/ 46.8% Clinton	Clinton +6.5	47.9% Trump/ 46.9% Clinton	Trump +1.0

# This WAS a close election: change of 53,667 votes and HRC is president

## HRC: 232 Electoral Votes

Michigan: 16 EVs

HRC: 2,267,373

Trump: 2,279,210

HRC deficit: 11,837

**Votes needed to change: 5,919**

Pennsylvania: 20 EVs

HRC: 2,844,705

Trump: 2,912,941

HRC deficit: 68,236

**Votes needed to change: 34,119**

Wisconsin: 10 EVs

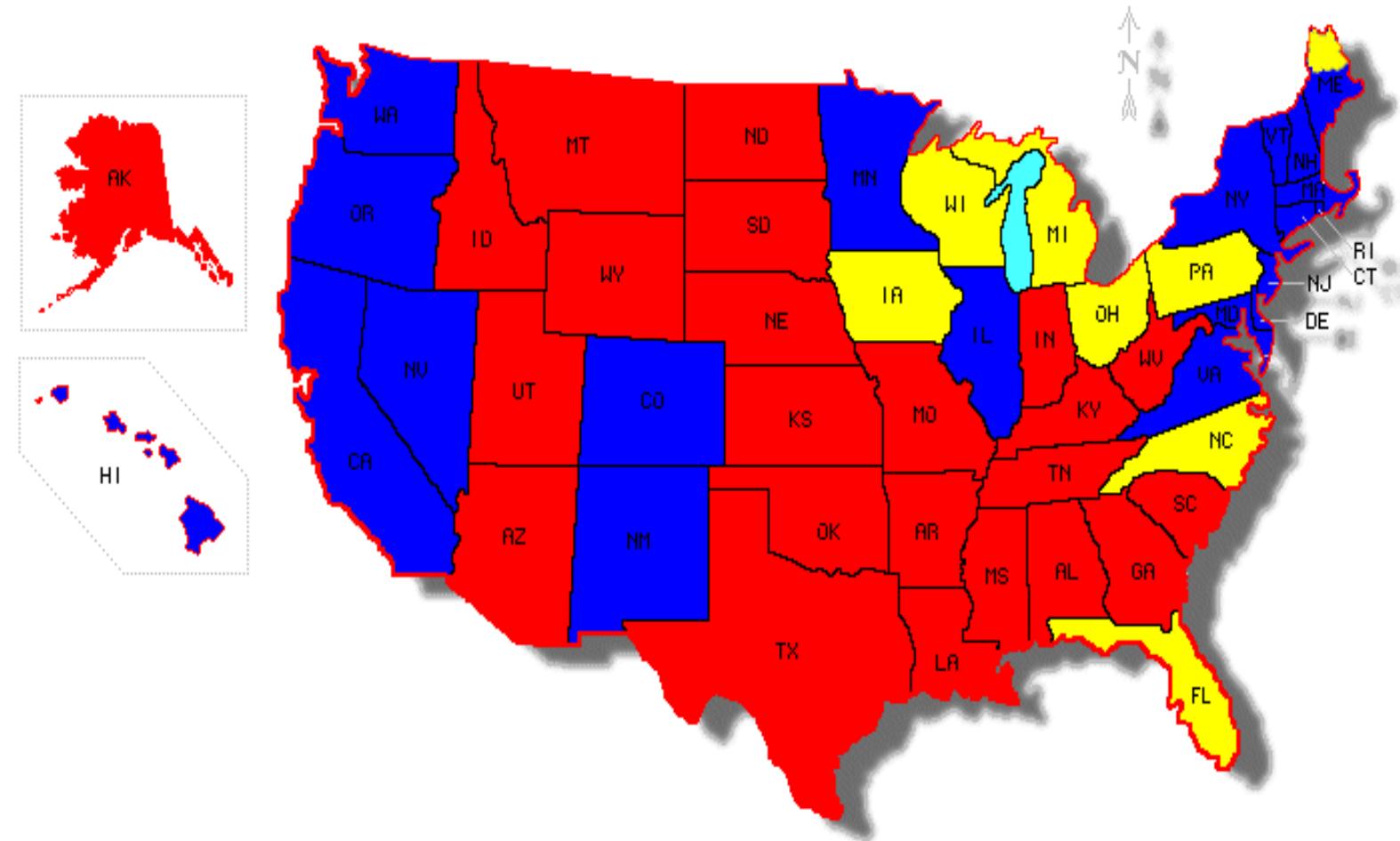
HRC: 1,382,210

Trump: 1,409,467

HRC deficit: 27,257

**Votes needed to change: 13,629**

- - Clinton
- - Trump
- - Trump Pickup



# Ballot Margins: Exit Polls 2016 to 2012

	<u>% of electorate</u>			<u>2016 Exit Poll Net Diff.</u>	<u>2012 Exit Poll Net Diff.</u>
<b>TOTAL</b>					<b>+3%</b>
Men	48%	<b>53%</b>	<b>41%</b>	<b>+8%</b>	<b>+7%</b>
Women	52%	<b>42%</b>	<b>54%</b>	<b>+12%</b>	<b>+11%</b>
White Men	34%	<b>63%</b>	<b>31%</b>	<b>+32%</b>	<b>+27%</b>
White Women	37%	<b>53%</b>	<b>43%</b>	<b>+10%</b>	<b>+14%</b>
Ages 18-29	19%	<b>37%</b>	<b>55%</b>	<b>+18%</b>	<b>+23%</b>
Ages 30-44	25%	<b>42%</b>	<b>50%</b>	<b>+8%</b>	<b>+7%</b>
Ages 45-64	40%	<b>53%</b>	<b>44%</b>	<b>+7%</b>	<b>+4%</b>
Ages 65+	15%	<b>53%</b>	<b>45%</b>	<b>+8%</b>	<b>+12%</b>
Whites	70%	<b>58%</b>	<b>37%</b>	<b>+21%</b>	<b>+20%</b>
Non-Whites	30%	<b>21%</b>	<b>74%</b>	<b>+53%</b>	<b>+58%</b>
African Americans	12%	<b>8%</b>	<b>88%</b>	<b>+80%</b>	<b>+87%</b>
Latinos	11%	<b>29%</b>	<b>65%</b>	<b>+36%</b>	<b>+44%</b>

# Ballot Margins: Exit Polls 2016 to 2012

	<u>% of electorate</u>			<u>2016 Exit Poll</u>	<u>2012 Exit Poll</u>
				<u>Net Diff.</u>	<u>Net Diff.</u>
<b>TOTAL</b>					<b>+3%</b>
Republicans	33%	90%	7%	+83%	+87%
Independents	31%	48%	42%	+6%	+5%
Democrats	37%	9%	89%	+80%	+85%
Conservative	35%	81%	15%	+66%	+65%
Moderate	39%	41%	52%	+11%	+15%
Liberal	26%	10%	84%	+74%	+75%
Under \$30K	17%	41%	53%	+12%	+28%
\$30K - \$50K	19%	42%	51%	+9%	+15%
\$50K - \$100K	31%	50%	46%	+4%	+6%
Over \$100K	33%	48%	47%	+1%	+10%
HS or Less	18%	51%	45%	+6%	+4%
Some College	32%	52%	43%	+9%	+1%
College	32%	45%	49%	+4%	+4%
Postgraduate	18%	37%	58%	+21%	+13%

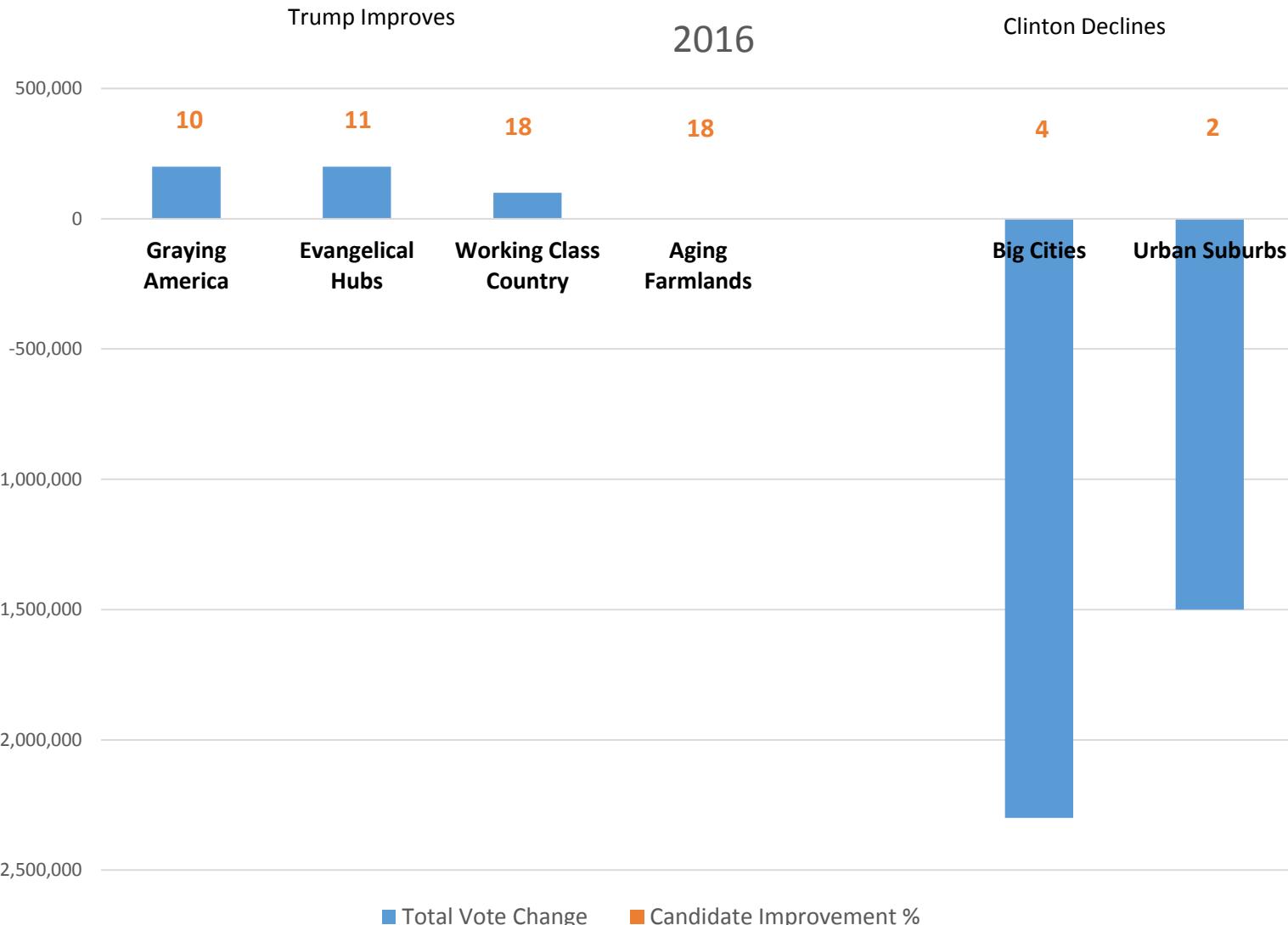
# Ballot Margins: Exit Polls 2016 to 2012

	% of electorate			<u>2016 Exit Poll Net Diff.</u>	<u>2012 Exit Poll Net Diff.</u>
<b>TOTAL</b>					<b>+3%</b>
White Non-College	34%	67%	28%	+39%	+26%
White College+	37%	49%	45%	+4%	+13%
White Men Less College	17%	72%	23%	+49%	+31%
White Men College+	17%	54%	39%	+15%	+21%
White Women Less College	17%	62%	34%	+28%	+20%
White Women College+	20%	45%	51%	+6%	+6%

# The Obama Coalition & The Clinton Coalition

	<u>% of 2012 electorate</u>	<u>% of 2016 electorate</u>	<u>2012 Obama Margin</u>	<u>2016 Clinton Margin</u>
<b>18-29 year-olds</b>	19%	19%	+23	+18
<b>African Americans</b>	13%	12%	+87	+80
<b>Hispanics</b>	10%	11%	+44	+36
<b>White Women College +</b>	18%	20%	-6	+6

# Turnout Changes



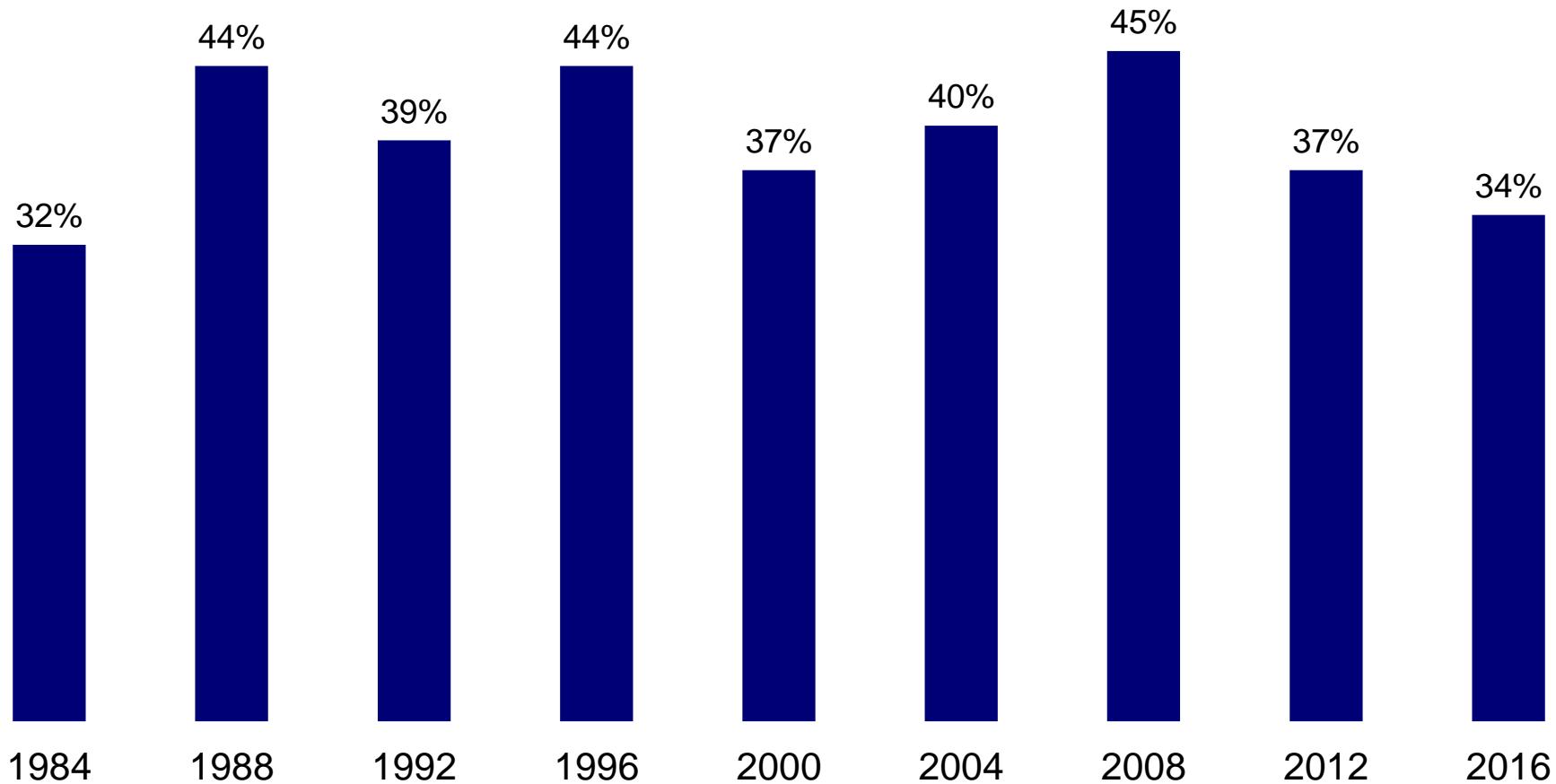
# Turnout Changes: Examples by County

<b>Big cities</b>	New York City, Los Angeles, Miami
<b>Urban Suburbs</b>	Fairfield County, Montgomery County (PA/MD), DeKalb County
<b>Graying America</b>	Pendleton County (WV), Adams County (WI), Polk County (FL)
<b>Evangelical Hubs</b>	Beaufort County (NC), Madison County (KY)
<b>Working Class Country</b>	Adams County (OH), Huron County (MI), Warren County (PA)
<b>Aging Farmlands</b>	Brown County (NE), Calhoun County (IA)
<b>Middle Suburbs</b>	Northampton County (PA), Outagamie County (WI), Peoria County (IL)

# Comparison of Vote Totals from Key Battleground States

	2008		2012		2016		HRC '16 v. '12	Trump '16 v. '12
	<u>Obama</u>	<u>McCain</u>	<u>Obama</u>	<u>Romney</u>	<u>HRC</u>	<u>Trump</u>		
<b>PA</b>	3,276,363	2,655,885	2,990,274	2,680,434	2,844,705	2,912,941	-145,569	+232,507
<b>MI</b>	2,872,579	2,048,639	2,564,569	2,115,256	2,267,373	2,279,210	-297,196	+163,954
<b>OH</b>	2,940,044	2,677,820	2,827,710	2,661,433	2,317,001	2,771,984	-510,709	+110,551
<b>WI</b>	1,677,211	1,262,339	1,620,985	1,407,966	1,382,210	1,409,467	-238,775	-1,501

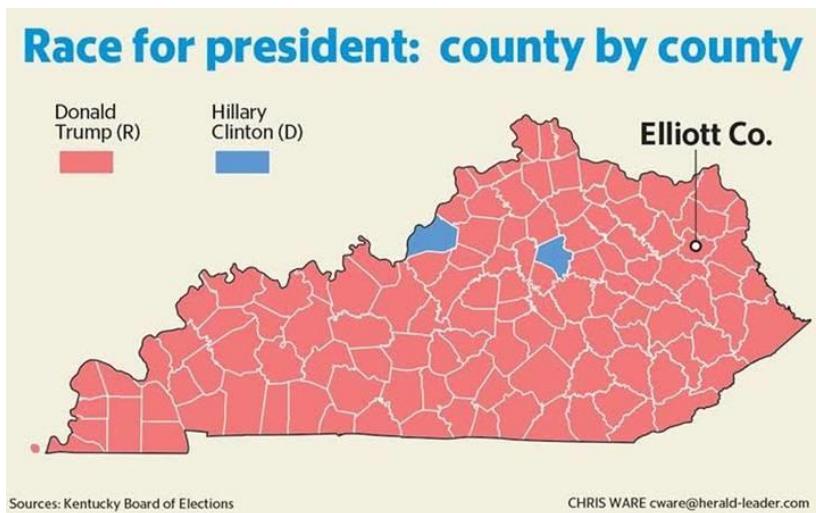
# Democratic Share of the Rural Vote



# Elliott County, KY, the ‘most reliably Democratic county in America’ went for Trump.

## Elliott County in Eastern Kentucky

- Has voted for a Democrat for president in every election for 144 years
- Party registration: 4,580 Democratic, 429 Republican (10.5 to 1 DEM advantage)



2008	<b>61% Obama</b>	39% Romney
2012	<b>50% Obama</b>	47% McCain
2016	26% Clinton	<b>70% Trump</b>

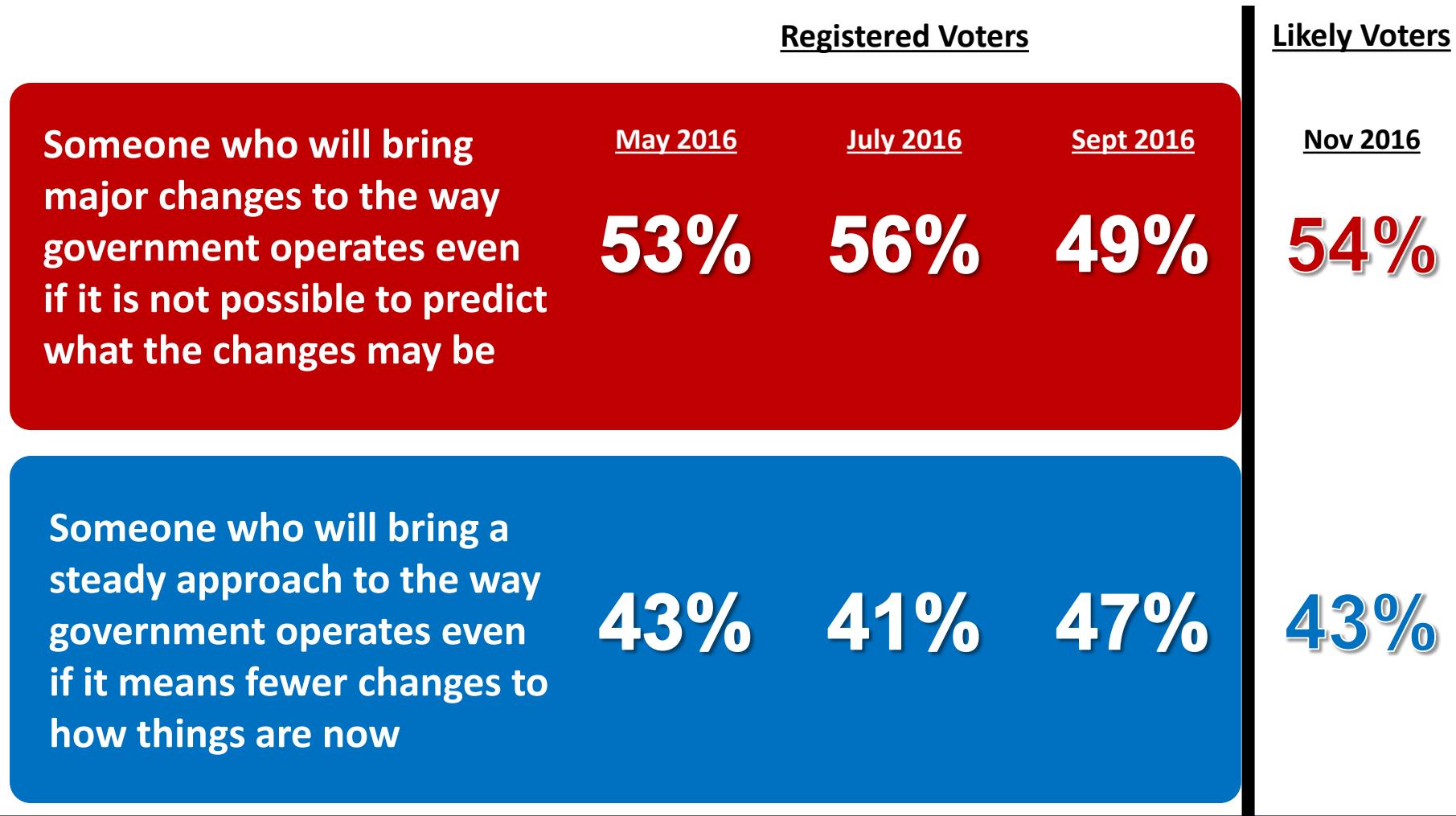
# Blue Collar Bellwethers

	PA: Berks Co.	PA: Luzerne Co.	OH: Stark Co.	OH: Mahoning Co.	OH: Jefferson Co.	MI: Macomb Co.
2016 Turnout	173,279	126,817	168,487	111,555	30,966	334,936
2016 Margin	R +10.2	R +20.1	R +17.4	D +3	R +35.6	R +11.8
Clinton %	42.70%	38.50%	39.00%	49.80%	30.30%	41.90%
2012 Turnout	170,676	124,845	181,746	121,584	32,327	405,515
2012 Margin	R +1	D +5	D +1	D +28	R +5.4	D +4
Obama %	48.9	51.7	48.9	63.2	46.3	51.6
2008 Turnout	180,511	135,968	188,010	127,659	35,939	420,176
2008 Margin	D +9	D +8	D +6	D+26	D+.2	D +8
Obama %	54	54	50	62	49	53
2004 Turnout	164,487	136,028	188,459	132,904	36,366	402,410
2004 Margin	R +7	D +3	D +2	D +26	D +5	R +1
2000 Turnout	135,297	119,586	159,844	114,119	34,636	345,559
2000 Margin	R +9	D +8	R +2	D +26	D +7.07	D +2

# Voters WERE signaling possible Trump victory (even when HRC was ahead)

## Type of President

*"In thinking about the next president that we'll be electing, which of the following two statements comes closer to your point of view?"*



# And majority of voters agreed with Trump's core populist message

Respondents were given statements that illustrate each nominee's general election campaign theme. They were asked which statement describes their point of view about the situation in our country, but neither Trump nor Clinton were associated with either statement.



**Our country is losing ground. Our economy has not improved enough and too many middle-class people are struggling to keep up. Bad trade deals and the persistent threat of terrorism threaten our way of life**

**48%**



**Our country is making progress. Our economy is coming back, millions more have a job, and real wages are improving. Working with our allies we are dismantling terrorist networks and preventing planned attacks against us here.**

**45%**

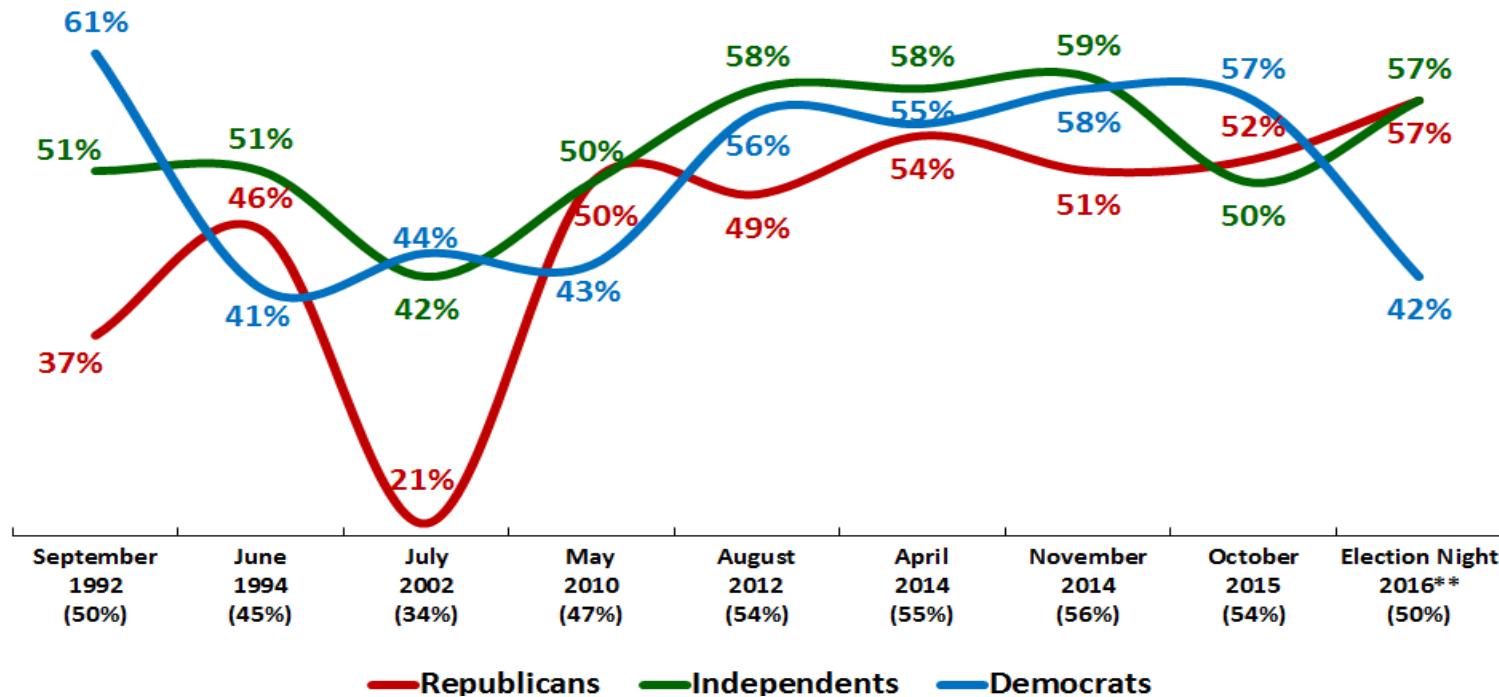
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## *Candidate Statements* *Among Key Swing Voter Groups*

	September 2016		
	Losing Ground	Making Progress	Net Diff.
Total	48%	45%	+3%
Independents	51%	37%	+14%
White Women	52%	42%	+10%
Suburban Women	50%	43%	+7%
Midwest	50%	44%	+6%
Ages 65+	48%	44%	+4%
Moderates	48%	44%	+4%
White College +	48%	45%	+3%
Swing States*	47%	45%	+2%

# And majority of voters agreed with Trump's core populist message

The U.S. Economic And Political Systems  
Stacked Against People Like Me (% Agree)



# In 2016, Character/Image “Trumped” Economy

