



MEMORANDUM

TO: INTERESTED PARTIES
FROM: PUBLIC OPINION STRATEGIES
DATE: NOVEMBER 9, 2016
RE: 2016 ELECTION POLLING

- Hillary Clinton is winning (and will win) the national popular vote.
Pre-Election state-by-state polling averages were very close to the actual results.

Table with 5 columns: State, Final RCP Average, Margin, Actual Result, Margin. Rows include Colorado, Florida, Michigan, Nevada, New Hampshire, North Carolina, Ohio, Pennsylvania, and Wisconsin.

✓ **The composition of the electorate was unlike the Obama presidential election years.**

African-American turnout was down as the Clinton campaign was unable to motivate their Democratic base. By not being able to replicate the Obama coalition, the composition of the electorate looked much different than it did in previous years.

- In North Carolina, African-Americans made up just 22% of the state’s early vote compared to 27% four years ago. And, the exit polls confirmed fewer African-Americans voted in the state – going from 23% four years ago to just 19% in 2016.
- In Pennsylvania, 2012 exit polls had African-Americans as 13% of the electorate. In 2016, exit polls have African-Americans at 10% of the electorate.
- In Michigan, 2012 exit polls had African-Americans as 16% of the electorate. In 2016, exit polls have African-Americans as 15% of the electorate (in a race where the margin is currently 0.3%, that makes a big difference!)

For further illustration of this, the table below depicts traditional Democratic strongholds in key states. In Virginia, the Clinton campaign was able to get the turnout they needed in Fairfax County – helping her win the state. But in the other states, note the significant turnout drops in key Democratic counties in Wisconsin, North Carolina, Ohio, and Michigan:

State	County	2012 Turnout	2016 Turnout	D/S	'12 Obama	'16 Clinton	Clinton-Obama
WI	Dane	84%	81%	-3%	71%	71%	0%
WI	Milwaukee	87%	77%	-10%	67%	66%	-1%
WI	Waukesha	89%	86%	-3%	32%	34%	+2%
WI	Washington	90%	87%	-3%	30%	27%	-3%
WI	Ozaukee	90%	84%	-6%	34%	38%	+4%
NC	Mecklenburg	66%	65%	-1%	61%	63%	+2%
NC	Wake	81%	72%	-9%	55%	58%	+3%
NC	Durham	68%	65%	-3%	76%	79%	+3%
VA	Loudon	75%	75%	0%	52%	55%	+3%
VA	Fairfax	60%	73%	+13%	59%	65%	+6%
VA	Arlington	69%	71%	+1%	69%	77%	+8%
VA	Norfolk City	60%	59%	-1%	71%	69%	-2%
VA	Richmond City	69%	64%	-5%	77%	79%	+2%
MI	Wayne	59%	56%	-3%	73%	67%	-6%
MI	Oakland	69%	69%	0%	54%	52%	-2%
MI	Kalamazoo	63%	64%	+1%	56%	53%	-3%
MI	Genesee	60%	57%	-3%	64%	53%	-11%
FL	Miami-Dade	67%	71%	+4%	62%	64%	+2%
FL	Broward	66%	69%	+3%	57%	67%	+10%
FL	Palm Beach	69%	71%	+2%	58%	56%	-2%
FL	Orange	68%	70%	+2%	59%	60%	+1%
OH	Cuyahoga	66%	65%	-1%	69%	66%	-3%

- ✓ **Not only was there a decline in turnout in key Democratic areas, but exit polling shows that Clinton fell short of Obama’s margins with core Democratic groups.**

Key Group	Obama-Romney	D/S	Clinton-Trump	D/S	Trump Difference
18-29 Year Olds	60%-37%	+23%	55%-37%	+18%	+5%
Latinos	71%-27%	+44%	65%-29%	+36%	+8%
African-Americans	93%-6%	+87%	88%-8%	+80%	+7%
Democrats	92%-7%	+85%	89%-9%	+80%	+5%

- ✓ **Further, exit polling suggests that voters supporting 3rd Party candidates or who were undecided leaned GOP and “came home” to Trump.**
Americans who were previously supporting 3rd Party candidates or refusing to answer pollsters’ questions leaned GOP, and ended up voting that way. And, fully 18% of voters said they had negative impressions of both candidates – and they voted Trump by a 49%-29% margin – suggesting strongly that late-deciding “noseholders” came to Trump.

BOTTOM LINE

Early in the summer, we started preparing our clients for the worst.

We were ready for anything.

And, our clients had a big night as a result.

But, even with modeling for a Presidential turnout that followed the patterns of ‘08 and ‘12, yesterday’s votes and the exit polling indicates that the enthusiasm gap between Trump and Clinton had traction. Simply put, Clinton did not perform like Obama and was unable to pull Democratic coalitional groups to the polls.

It appears that the Democratic campaigns modeled for turnout levels similar to ‘08 and ‘12, but when those groups didn’t materialize, they were essentially stuck, losing key battleground states due to low Democratic core group turnout. On the other hand, Public Opinion Strategies’ candidates were generally prepared for a more difficult turnout and thrived on election night.

Read more about Public Opinion Strategies’ big Election Night:

<http://pos.org/cms/wp-content/uploads/2016/11/post-elect-release-2016.pdf>

And, here is a link to our annual Election Night survey, which we think you’ll find interesting:

<http://pos.org/cms/wp-content/uploads/2016/11/2016-Post-Elect-Deck.pdf>