

1A 2016 Schield CTC2 Trump 1

## Why Did Clinton Lose? Why Did Trump Win?

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**Milo Schield**  
Augsburg College

Editor: [www.StatLit.org](http://www.StatLit.org)  
US Rep: International Statistical Literacy Project

**TC Metro Critical Thinking Club**  
[www.StatLit.org/pdf/2016-Schield-CTC2-Slides.pdf](http://www.StatLit.org/pdf/2016-Schield-CTC2-Slides.pdf)  
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## We Want Explanations: Wrong Color Pantsuits?

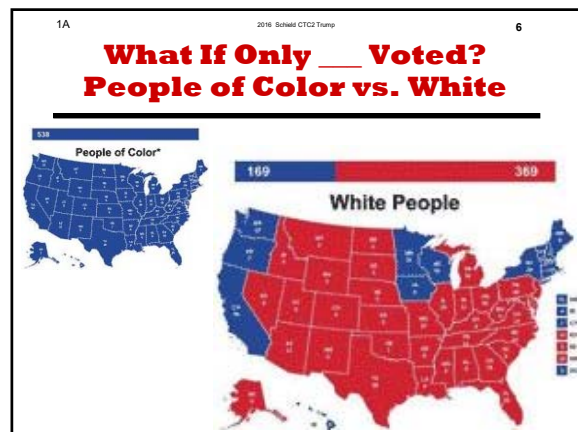
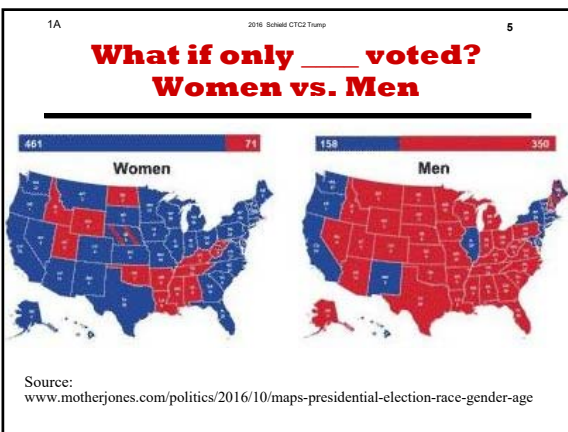
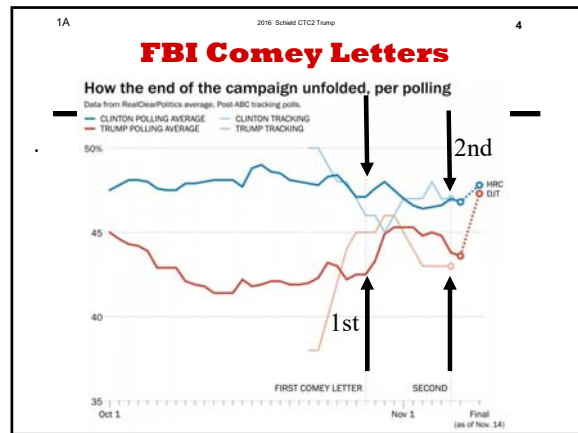


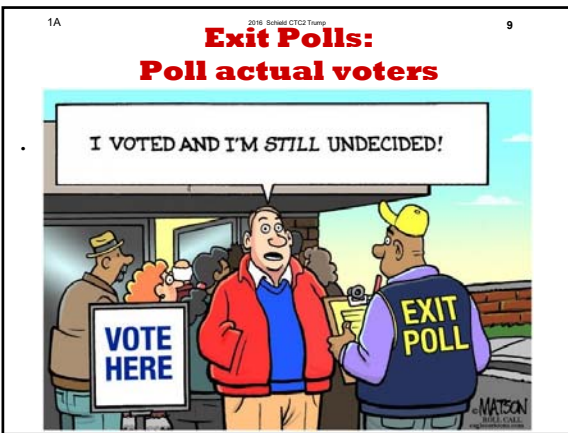
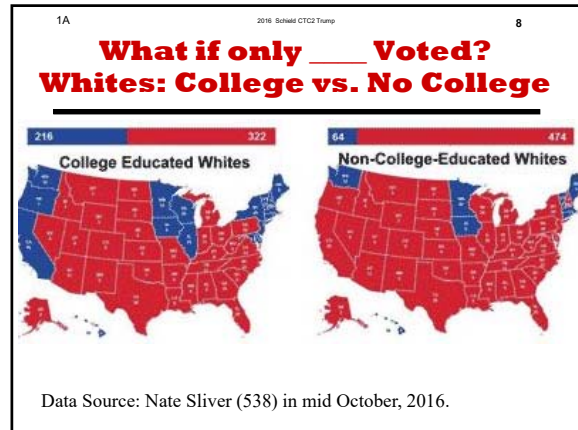
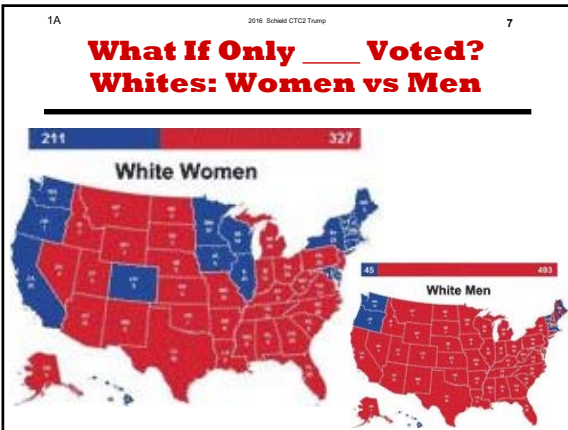
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## Plausible Explanations Must be Supported by Data



**CLINTON CAMPAIGN: We lost because of  
James Comey**





- 1A 2016 Schield CTC2 Trump 10
- ### Exit Polls Voters Asked on Exit
- PLUS:**
1. Best way to contact actual voters.
  2. Connect candidate choice with multiple groups.
  3. No undecided after voting
  4. Get smaller subgroups.
- MINUS:**
1. Not necessarily representative. Sampling bias?
  2. Some chose "None of the options" or "No answer"
  3. Subject bias is still relevant.

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### Exit Poll Results: Questions with Two-Answers

What groups should each candidate focus on?

Pro-Clinton Groups (Most are for Clinton):

- Sort by Group's share of population
- Sort by Clinton's share of group vote

[www.statlit.org/pdf/2016-Schild-CTC2-Exit-Poll-Summary.pdf](http://www.statlit.org/pdf/2016-Schild-CTC2-Exit-Poll-Summary.pdf)

Source of Exit Poll Data:  
[www.cnn.com/election/results/exit-polls](http://www.cnn.com/election/results/exit-polls)  
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### Pro-Hillary Exit-Poll Sheet Left Side

In this exit poll data, 48% voted for Clinton  
Data is sorted by percentage who voted for Clinton

24,458 respondents		Percentage of group who voted for Clinton	Percentage of voters who are in Group
All respondents voted			
#	Group (Condition/Opinion)		
1	Clinton: Honest	94%	36%
2	HC Wins: Feel positive	94%	44%
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4	HC E-mail: No problem	90%	36%
5	Democrat	89%	37%
6	Clinton: Qualified	86%	52%

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### Pro-Hillary Exit-Poll Sheet Right Side

In this exit poll data, 48% voted for Clinton  
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24,458 respondents  
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24	Legalize Illegals	60%	70%
19	DT: Temperament Bad	72%	63%
21	Trump: Dishonest	71%	63%

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### Multi-Group Choice-Based

Choice When	Share	Clinton	Trump	Other	Total
Last few days	8%	44%	46%	10%	100%
Last week	6%	38%	50%	12%	100%
October	12%	37%	51%	12%	100%
September	13%	46%	50%	4%	100%
Before Sept	60%	52%	45%	3%	100%
<b>Total</b>	99%				

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### Multi-Group Opinion-Based

Quality Mattered Most	Share	Clinton	Trump	Other	Total
Bring about Change	39%	14%	83%	3%	100%
Right experience	21%	90%	8%	2%	100%
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Strongly favor	41%	53%	42%	5%	100%
have reservations	32%	48%	49%	3%	100%
dislike opponent	25%	39%	51%	10%	100%
<b>Total</b>	98%				

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### Multi-Group Choice or Opinion-Based

Feelings about Fed. Govt.	Share	Clinton	Trump	Other	Total
Enthusiastic	5%	78%	20%	2%	100%
Satisfied	24%	75%	20%	5%	100%
Dissatisfied	46%	45%	49%	6%	100%
Angry	23%	18%	77%	5%	100%
<b>Total</b>	98%				

Supreme Court Judge	Share	Clinton	Trump	Other	Total
The most important factor	21%	41%	56%	3%	100%
An important factor	48%	48%	47%	5%	100%
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Nor a factor at all	14%	55%	39%	6%	100%
<b>Total</b>	97%				

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### Multi-Group: Fixed Conditions

Race-Education-Gender	Share	Clinton	Trump	Other	Total
White Non-College Men	17%	23%	72%	5%	100%
White College Grad Men	17%	39%	54%	7%	100%
White Non-College Women	17%	34%	62%	4%	100%
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### Critical Thinking Review

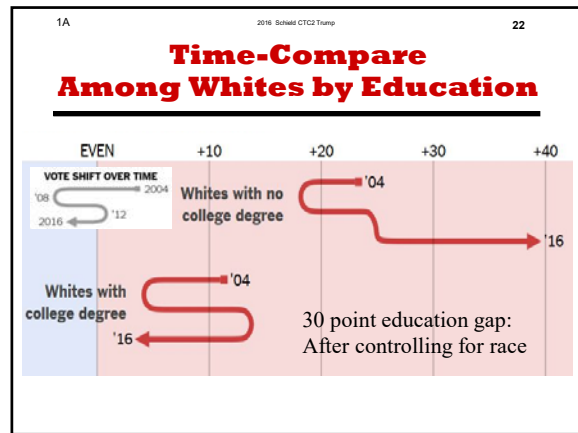
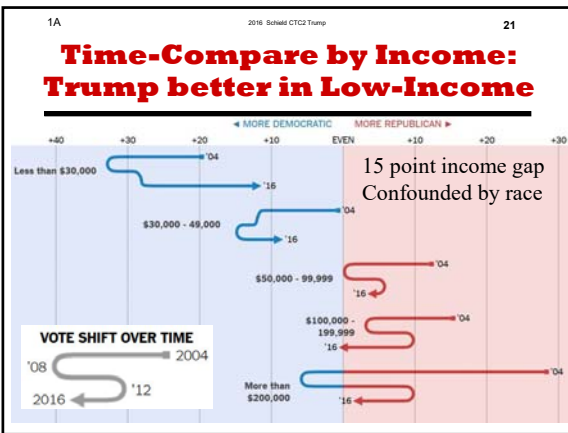
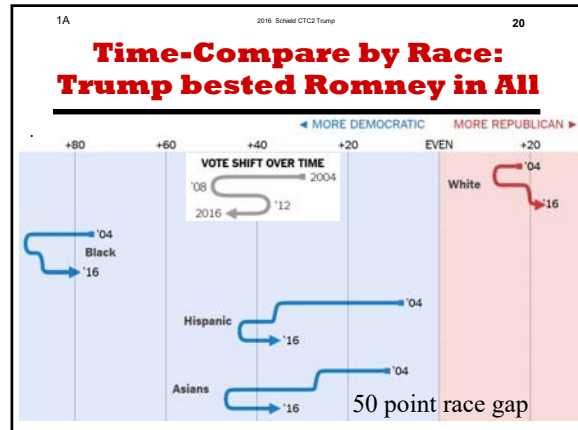
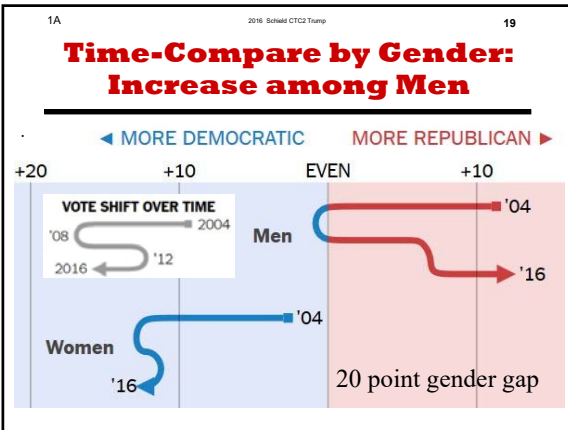
#### What Other Data Would Help?

We have lots of data comparing Clinton & Trump.

- Two-answer data (See Handout)
- Multiple-answer data (3-7 choices)

Is this data sufficient/adequate for our decision?  
If not, what other data would be helpful?

We need time-data: Hillary compared to Obama.  
*It takes a change to explain a change.*



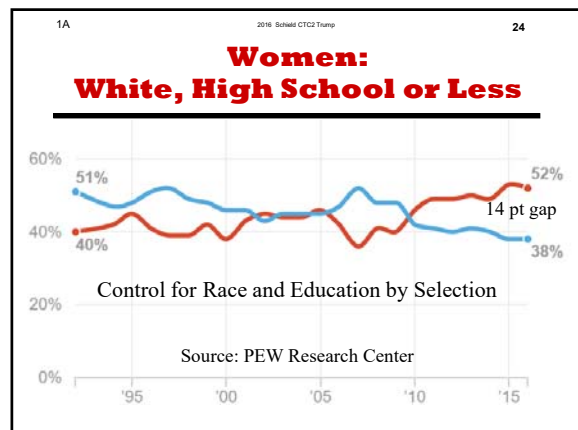
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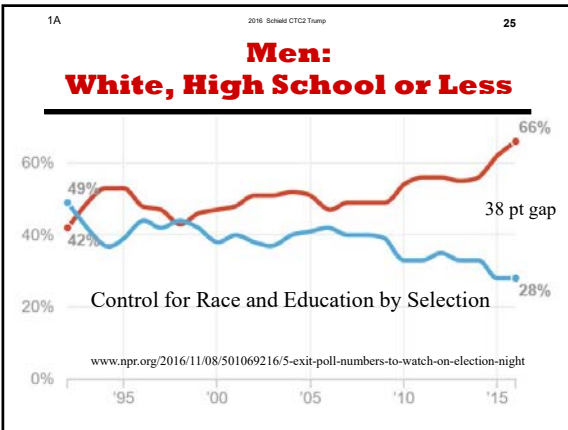
### Biggest Problem: Confounding

50 point gap by **Race** (70% White vs. 30% Non-White)  
 20 point gap by **Gender** (48% Men vs. 52% Women)  
 15 point gap by **Income** (Low vs High: Low is less than \$50K)  
 5 point gap by **Education** (50% no College vs. 50% College)

Statistical Literacy: Take into account most important factors first. Otherwise the results will be “confounded”. Simplest way: Selection!

30 point gap by **Education among Whites** (no College vs. College)



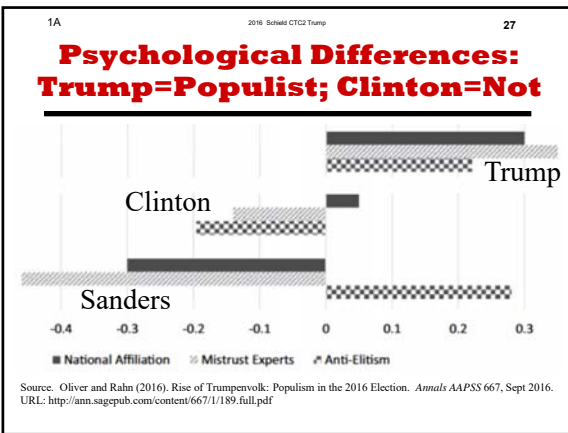


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### Psychological Explanation: Trump is a Populist

*The only antidote to decades of ruinous rule by a small handful of elites is a bold infusion of popular will. On every major issue affecting this country, the people are right and the governing elite are wrong. The elites are wrong on taxes, on the size of government, on trade, on immigration, on foreign policy.*

—Donald J. Trump, *The Wall Street Journal*, April 14, 2016



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### Critical Thinking Summary

What kind of data do we need?

“It takes a change to explain a change”  
Time-based data is essential

If data doesn't include the motivating reason or condition, that data will not be helpful.

Let's look at some psychological “data”.

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### “Trumpland” Excerpt by Michael Moore

<https://www.youtube.com/watch?v=YKeYbEOSqYc>  
Uploaded Oct 24 2.3 million views as of 12/03

Why Trump will win

2016 Schield CTC2 Trump

### Michael Moore

“On Nov 8, the dispossessed will walk into the voting booth and ... vote ... for the man that has threatened to upend and overturn the very system that has ruined their lives: Donald J. Trump”

“Trump's election is going to be the biggest 'fuck you' ever recorded in human history”  
“And it will feel good !!!!”

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### Why did Moore Get it Right?

---

**He had a personal relationship with the respondents.**

**Moore:** *“I know a lot of people in Michigan that are planning to vote for Trump and they don't necessarily agree with him. They're not racist or redneck, they're actually pretty decent people. After talking to a number of them, I wanted to write this.*

*“We went to union halls and guys that I grew up with — people who normally vote Democrat who are thinking of voting for Trump. That is a huge chunk of the population, especially where I'm from.”*

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### Critical Thinking Summary

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CTC1: Election poll forecasts -- closer to fortune telling  
CTC2: Why Clinton Lost.

1. Looking at the wrong data can be debilitating!
2. It takes a change to explain a change  
‘Movie’ data is better than ‘snapshot’ data
3. Take into account (control for) the biggest factor first
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# **Why Did Clinton Lose? Why Did Trump Win?**

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# **Plausible Explanations Must be Supported by Data**



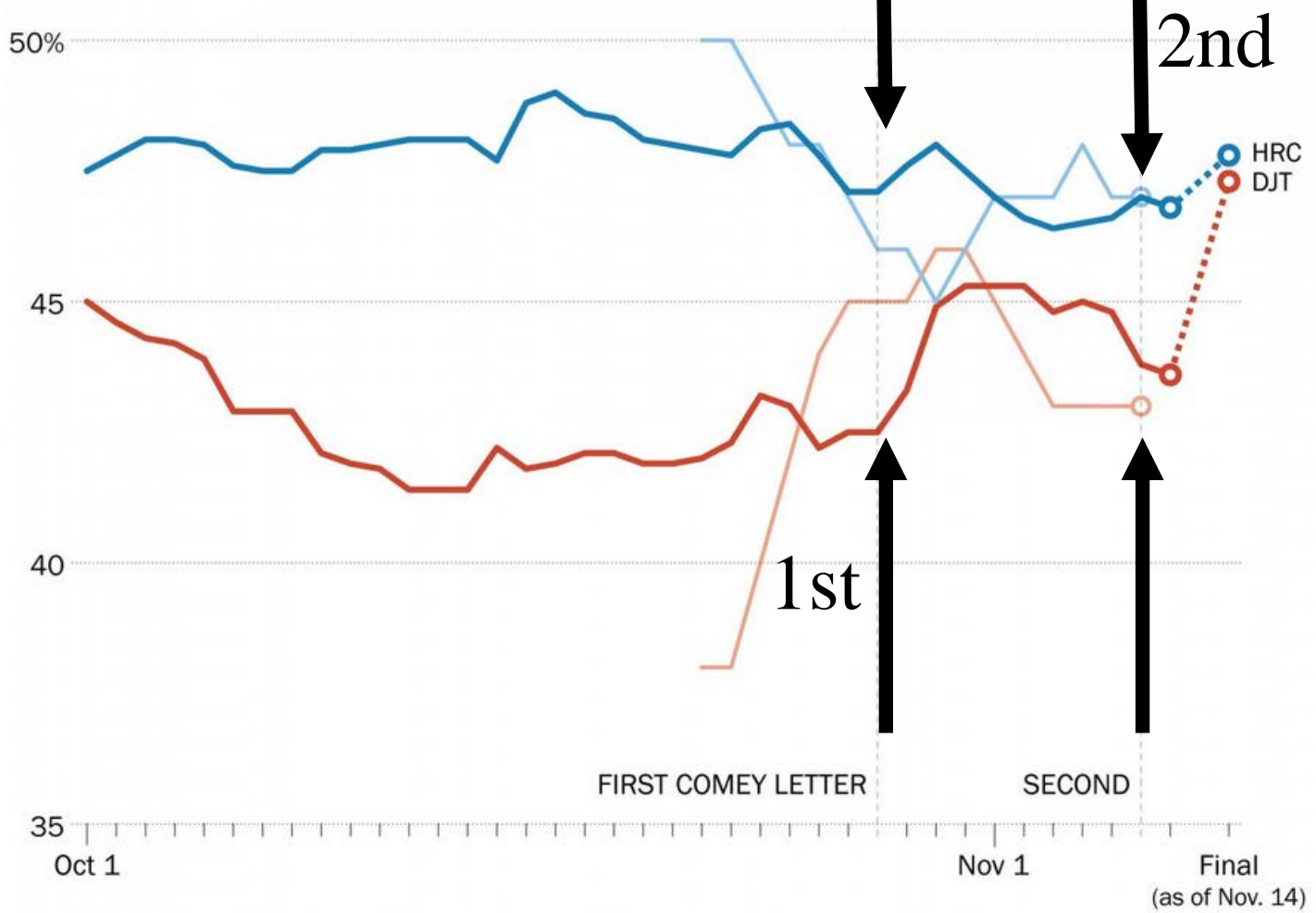
**CLINTON CAMPAIGN: We lost because of  
James Comey**

# FBI Comey Letters

## How the end of the campaign unfolded, per polling

Data from RealClearPolitics average, Post-ABC tracking polls.

CLINTON POLLING AVERAGE    CLINTON TRACKING  
TRUMP POLLING AVERAGE    TRUMP TRACKING









# What if only \_\_\_\_ Voted? Whites: College vs. No College

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Data Source: Nate Sliver (538) in mid October, 2016.



# Exit Polls: Poll actual voters





# **Exit Polls**

## **Voters Asked on Exit**

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### **PLUS:**

1. Best way to contact actual voters.
2. Connect candidate choice with multiple groups.
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### **MINUS:**

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# **Critical Thinking Review**

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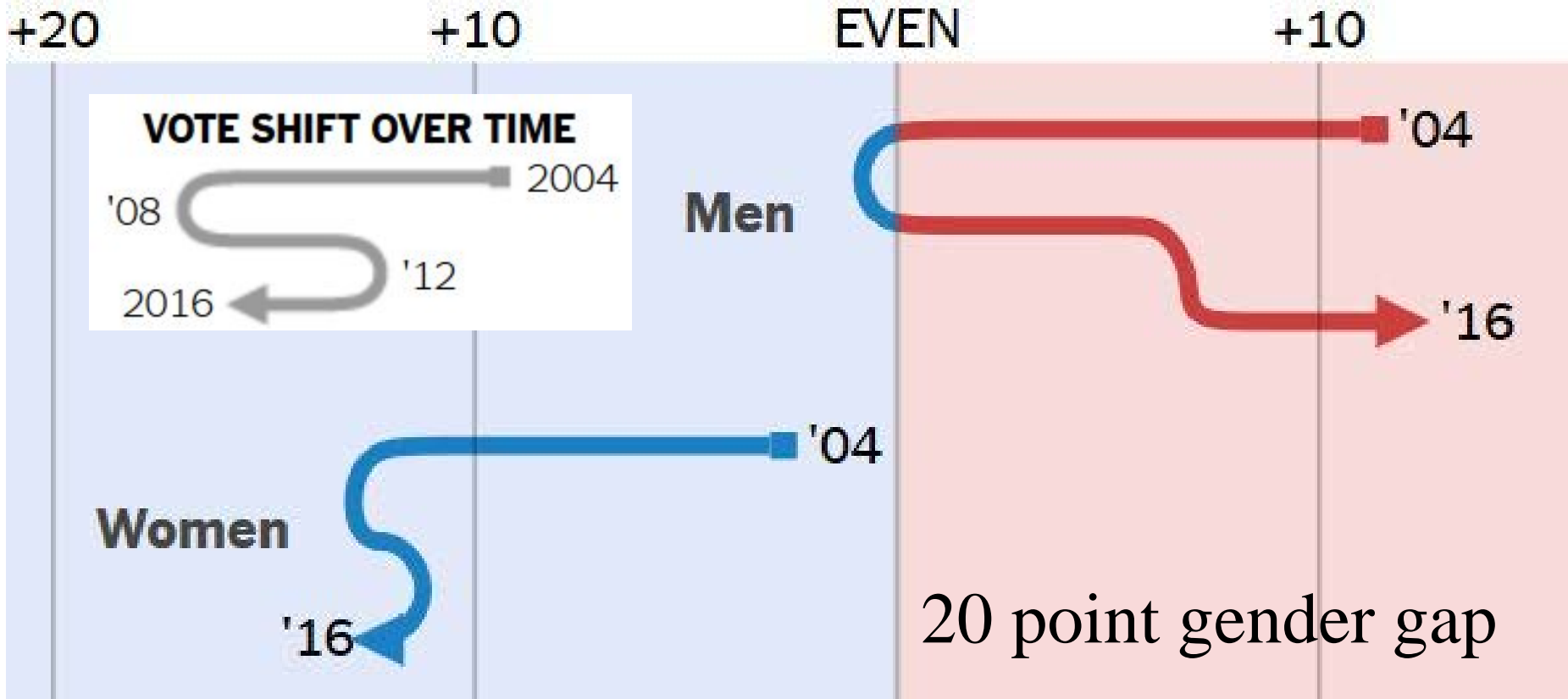
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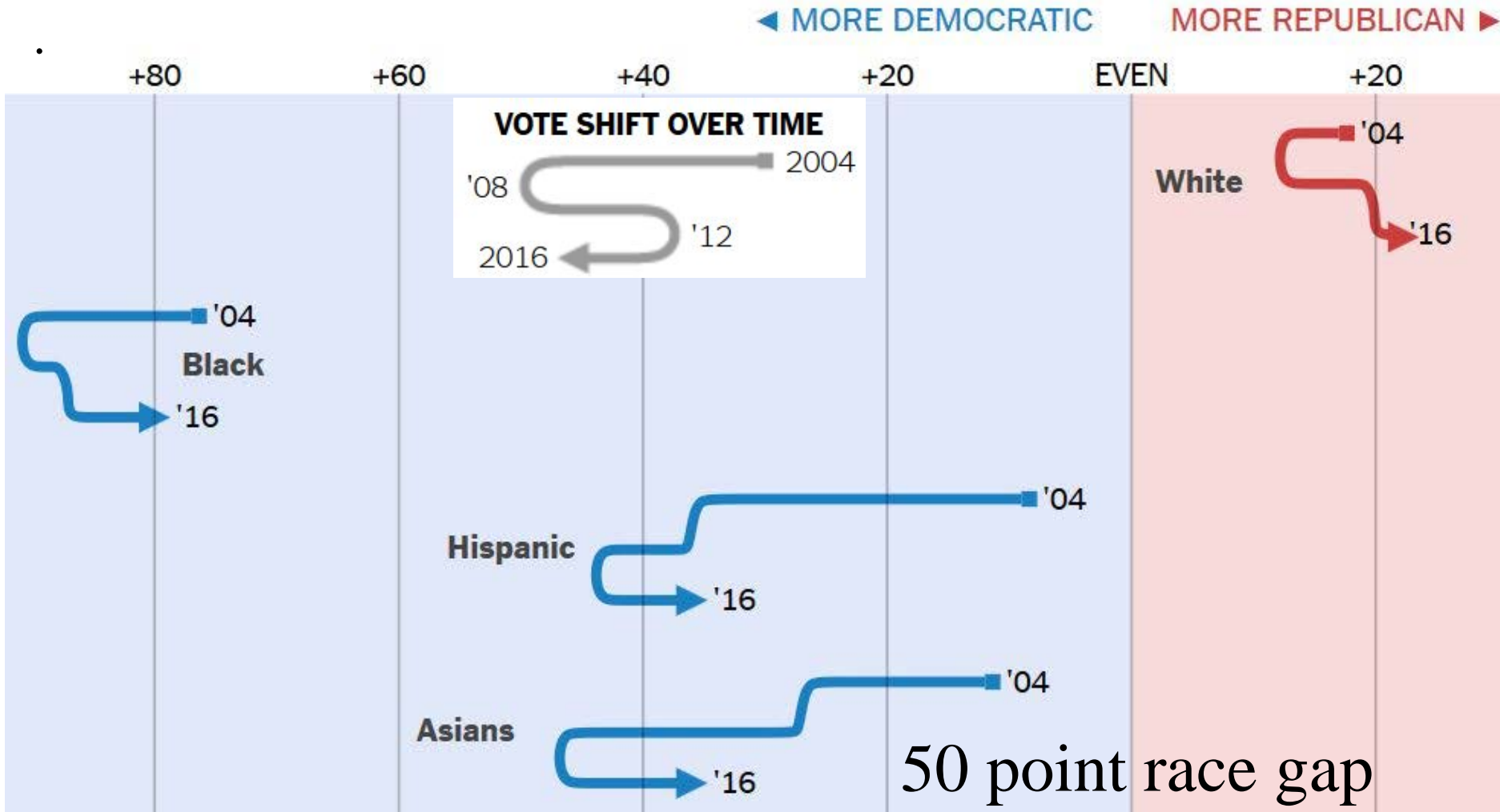
# Time-Compare by Gender: Increase among Men

◀ MORE DEMOCRATIC

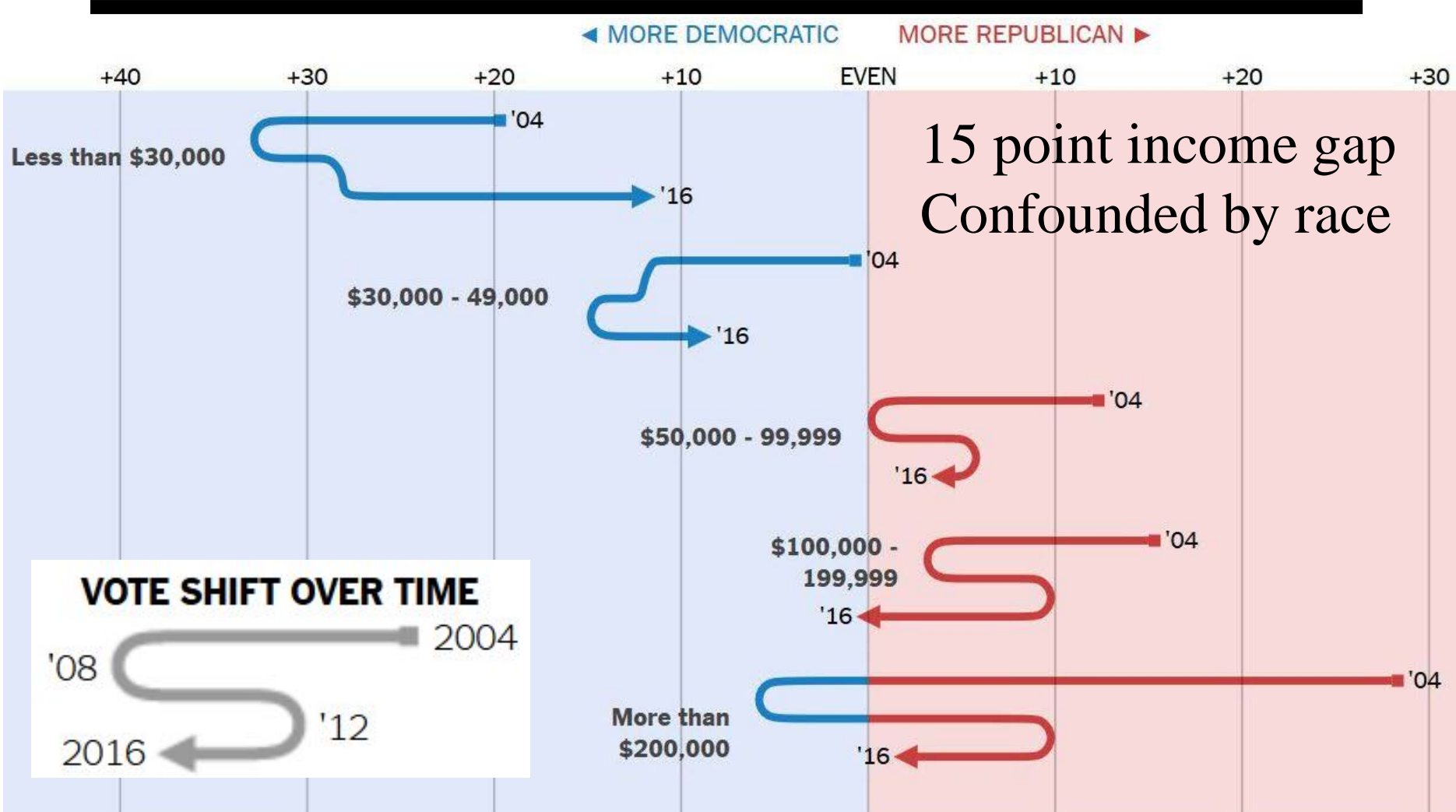
MORE REPUBLICAN ▶



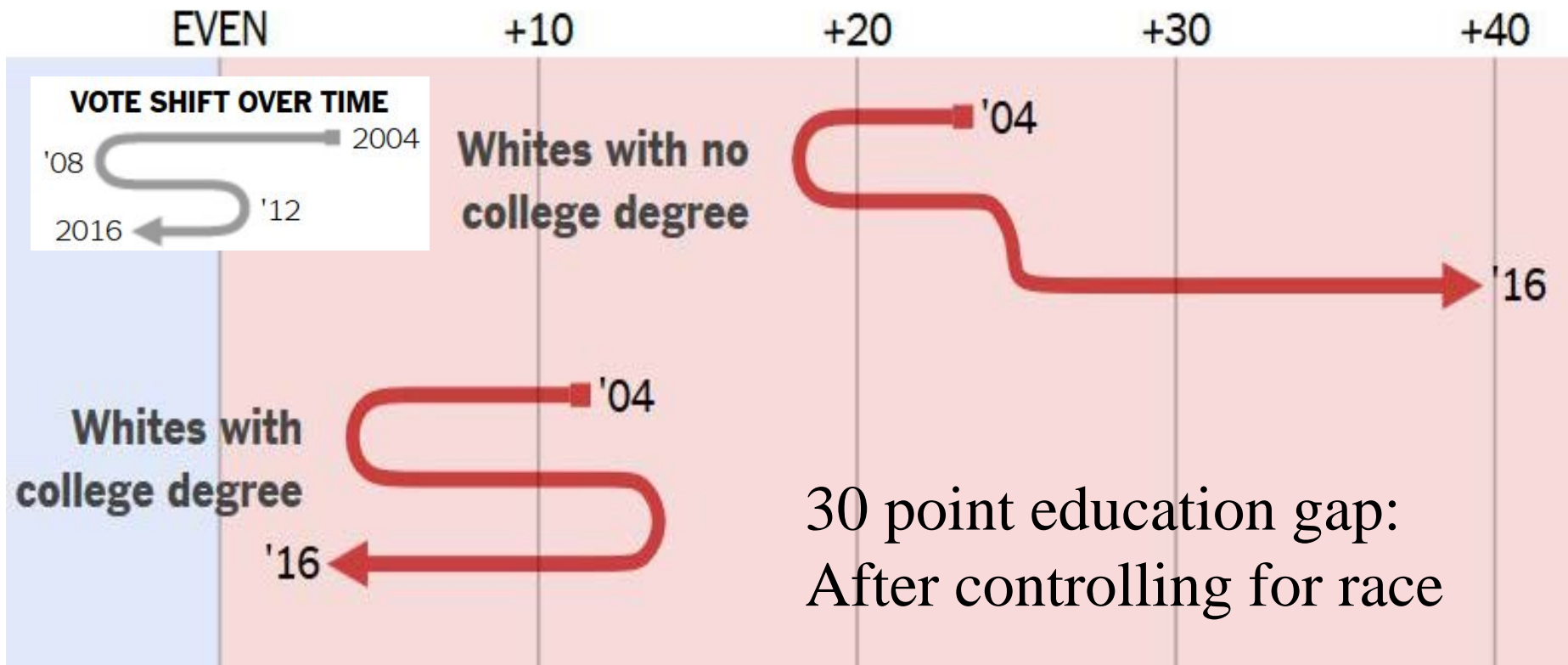
# Time-Compare by Race: Trump bested Romney in All



# Time-Compare by Income: Trump better in Low-Income



# Time-Compare Among Whites by Education



# Biggest Problem: Confounding

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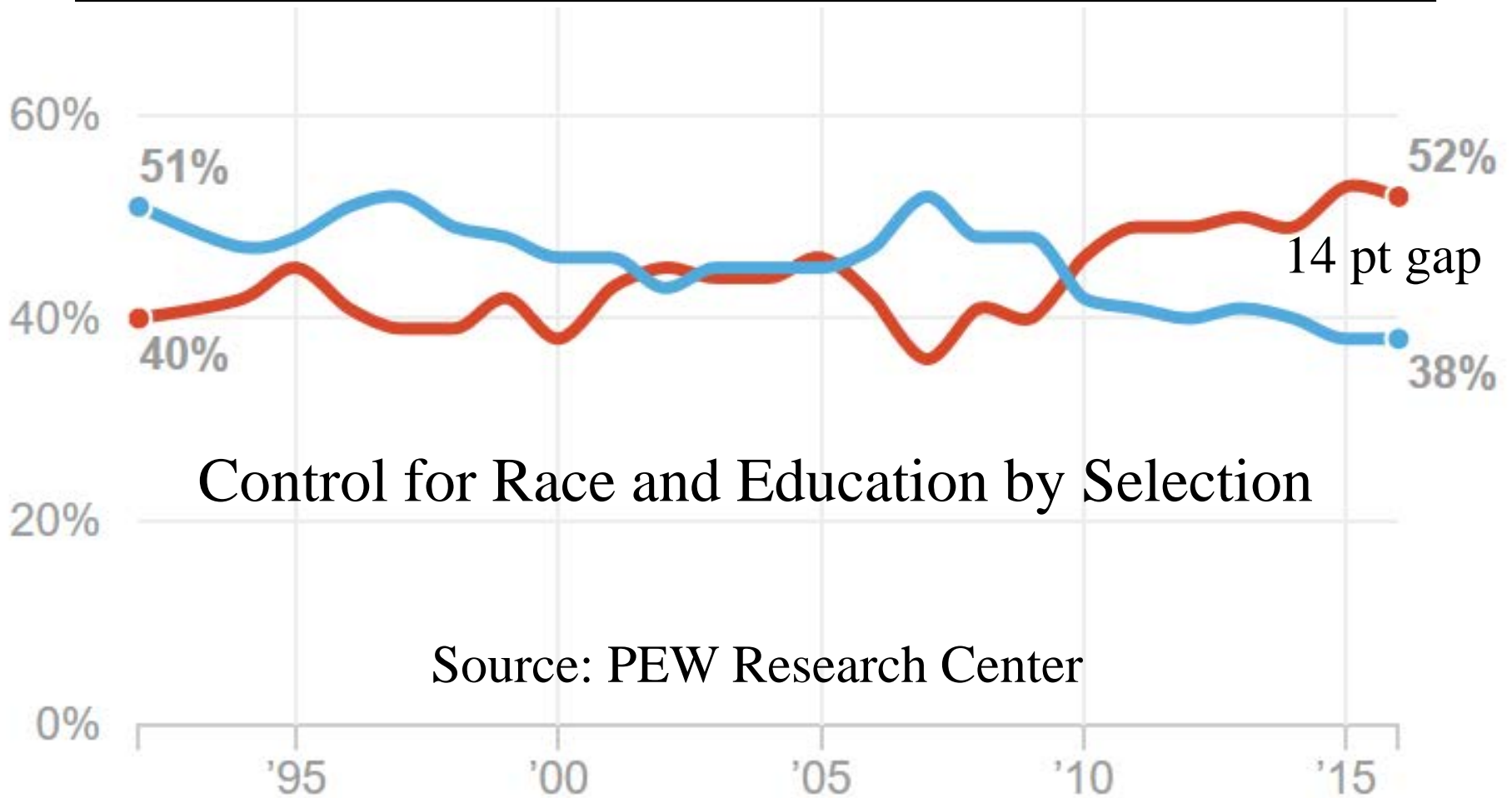
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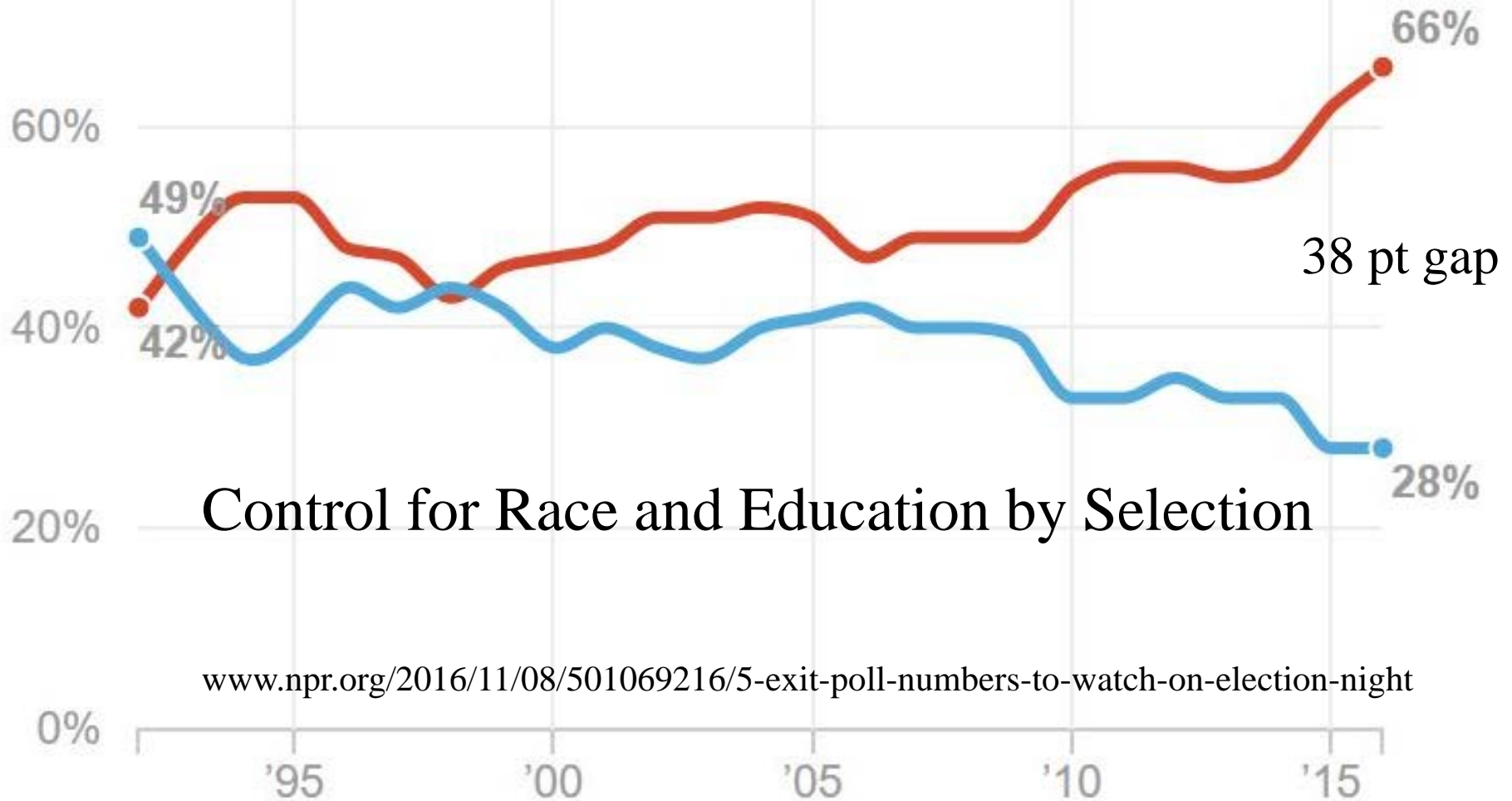
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# Women: White, High School or Less



# Men: White, High School or Less



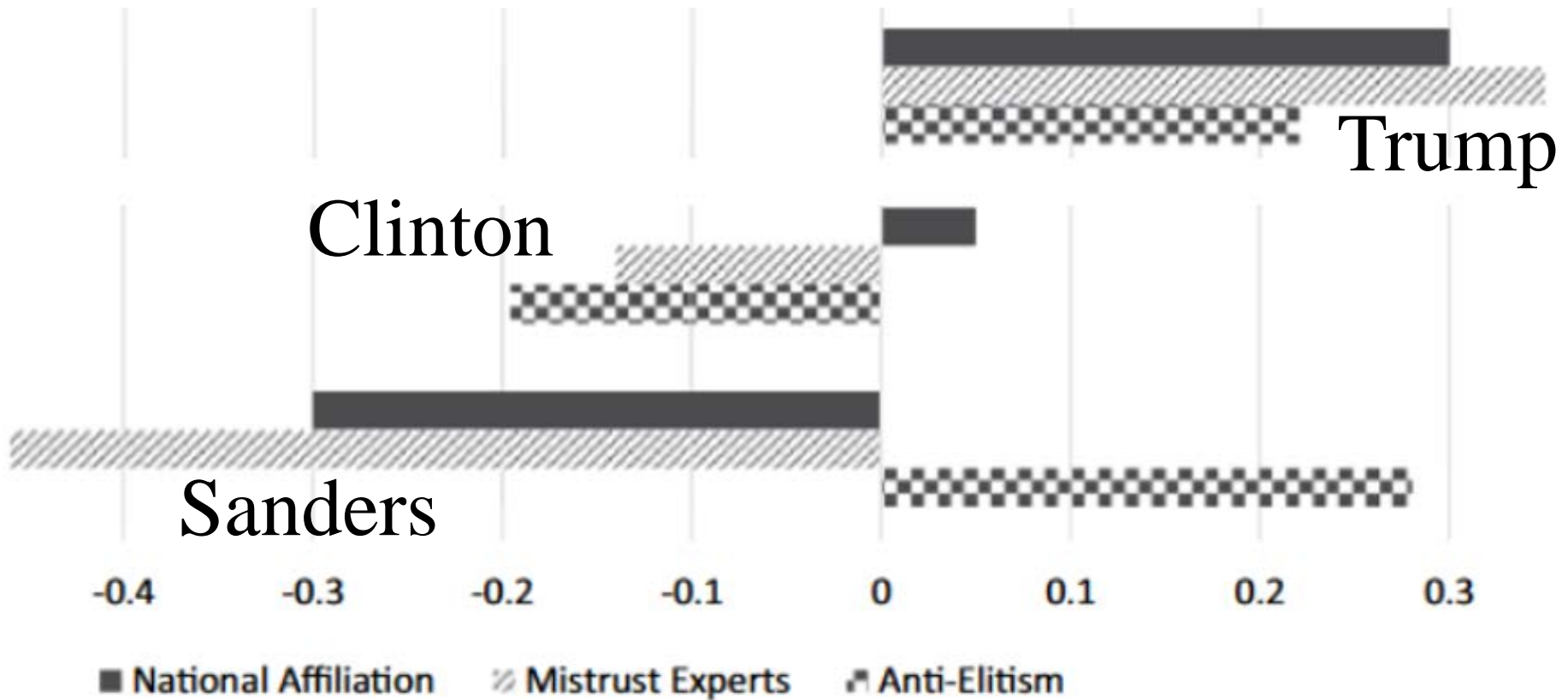
# **Psychological Explanation: Trump is a Populist**

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—Donald J. Trump, *The Wall Street Journal*,  
April 14, 2016

# Psychological Differences: Trump=Populist; Clinton=Not



Source. Oliver and Rahn (2016). Rise of Trumpenvolk: Populism in the 2016 Election. *Annals AAPSS* 667, Sept 2016.  
 URL: <http://ann.sagepub.com/content/667/1/189.full.pdf>

# Critical Thinking Summary

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**What kind of data do we need?**

**“It takes a change to explain a change”**

**Time-based data is essential**

**If data doesn't include the motivating reason or condition, that data will not be helpful.**

**Let's look at some psychological “data”.**

# ***“Trumpland” Excerpt*** **by Michael Moore**

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<https://www.youtube.com/watch?v=YKeYbEOSqYc>

Uploaded Oct 24      2.3 million views as of 12/03



Why  
Trump  
will  
win



# **Michael Moore**



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**“And it will feel good !!!”**



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