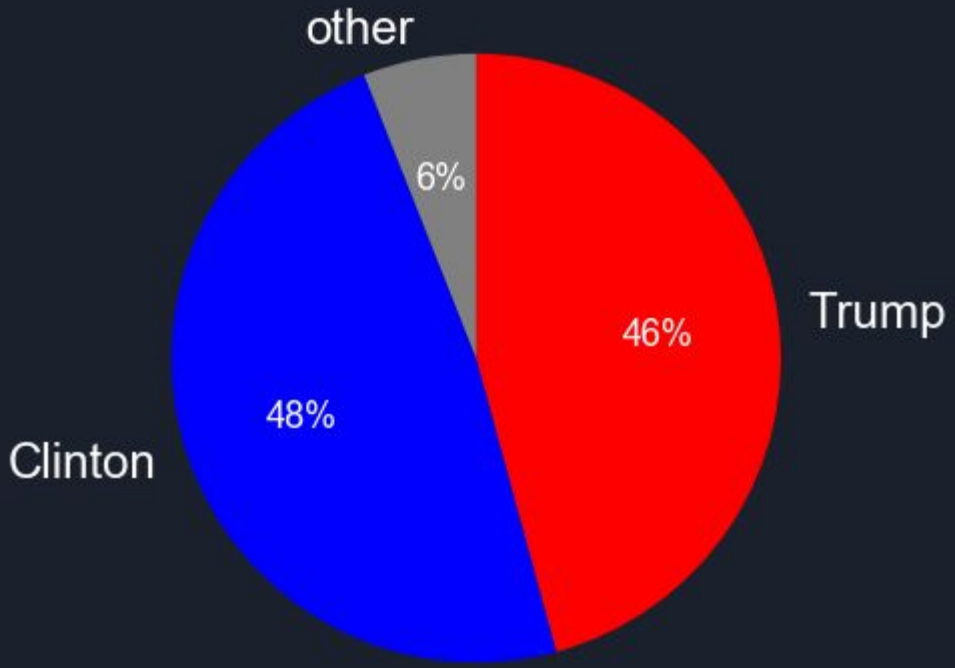
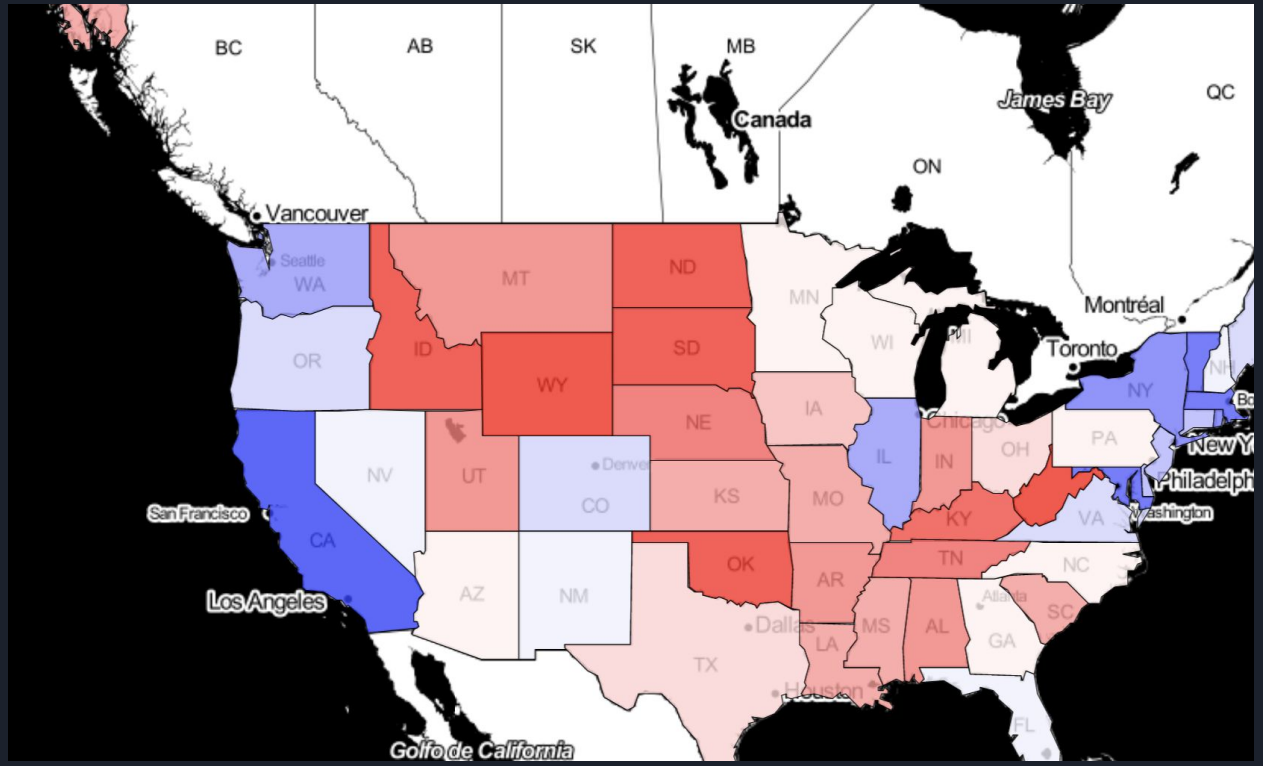
Trump vs. Clinton

Gesche Wegener

The Popular Vote



Votes by State



What characteristics divide Trump and Clinton voters?

Internet Poll, 64.000 People, 240 Questions, Weighted Survey Data, Representative, Pre- and Post-Election Survey

Prediction I

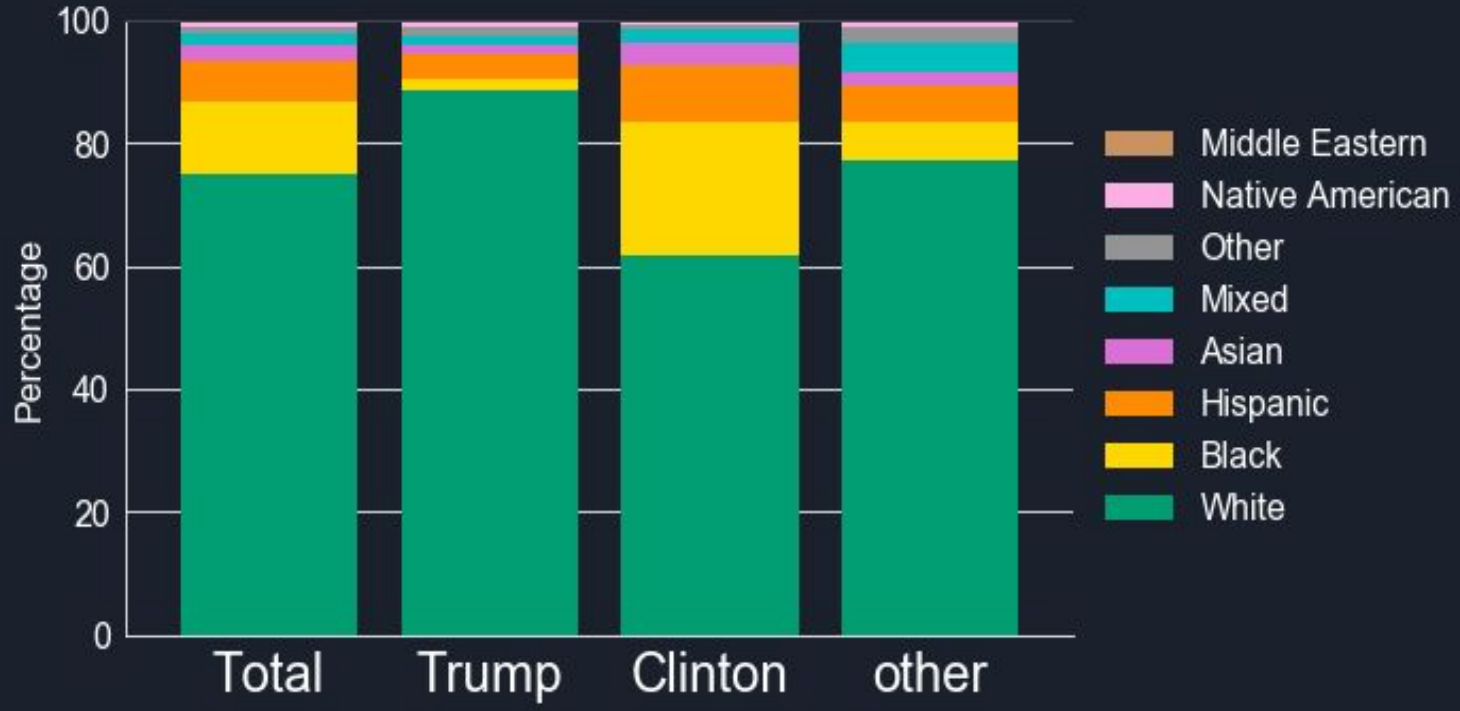
Demographics

Accuracy of 75%

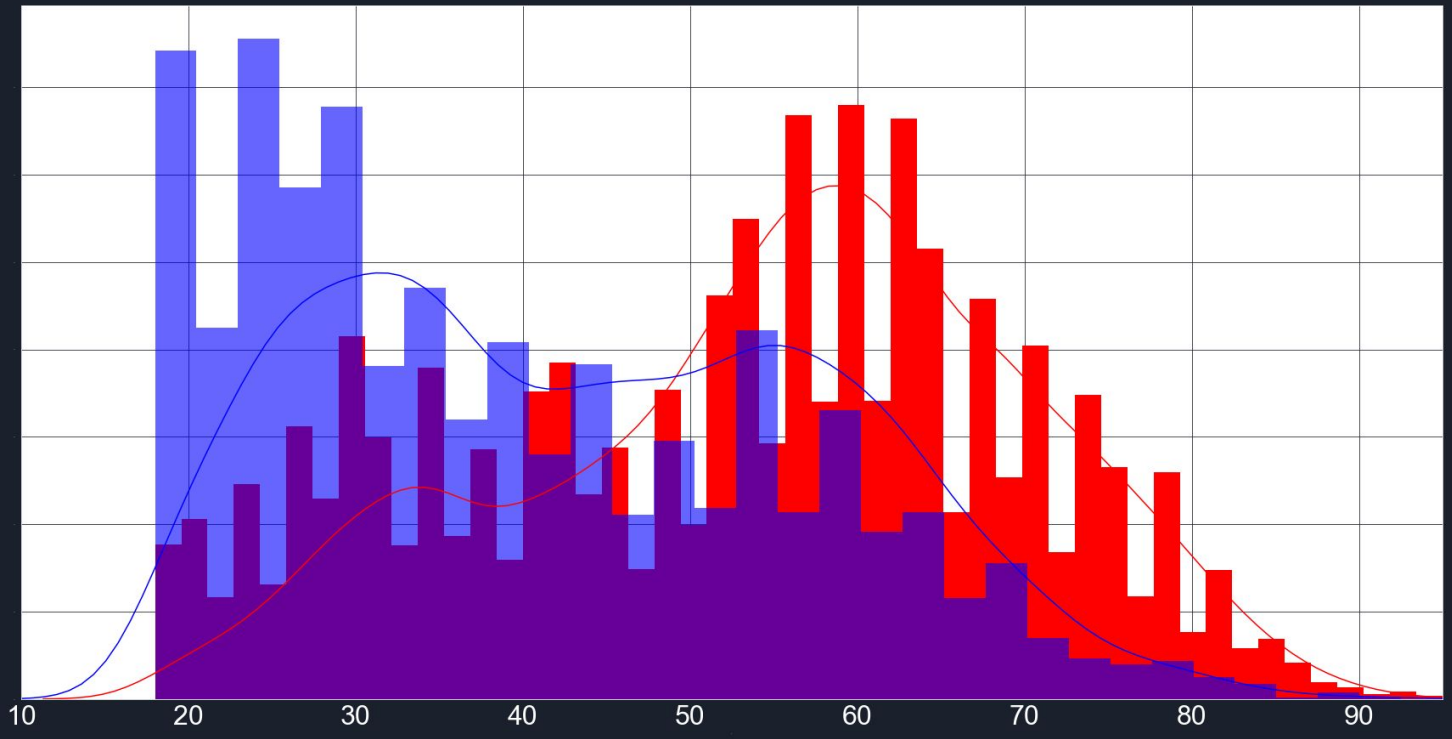
Features - Top10:

- Race
- Age
- Length of Residence in City
- State
- Industry
- Religion
- Family Income
- Education
- Prayer Frequency
- Importance of Religion

Demographics: Race



Demographics: Age



Prediction II

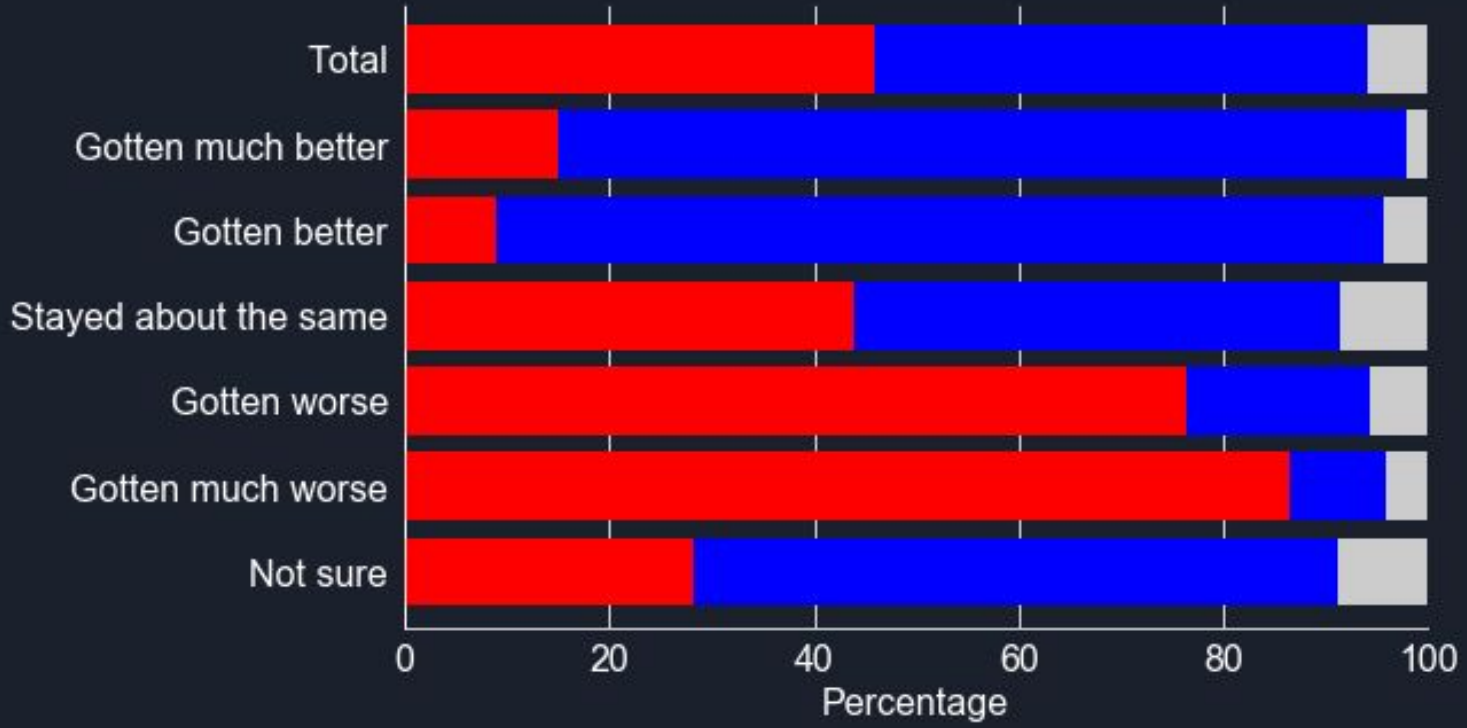
Demographics + Perception

Accuracy of 84%

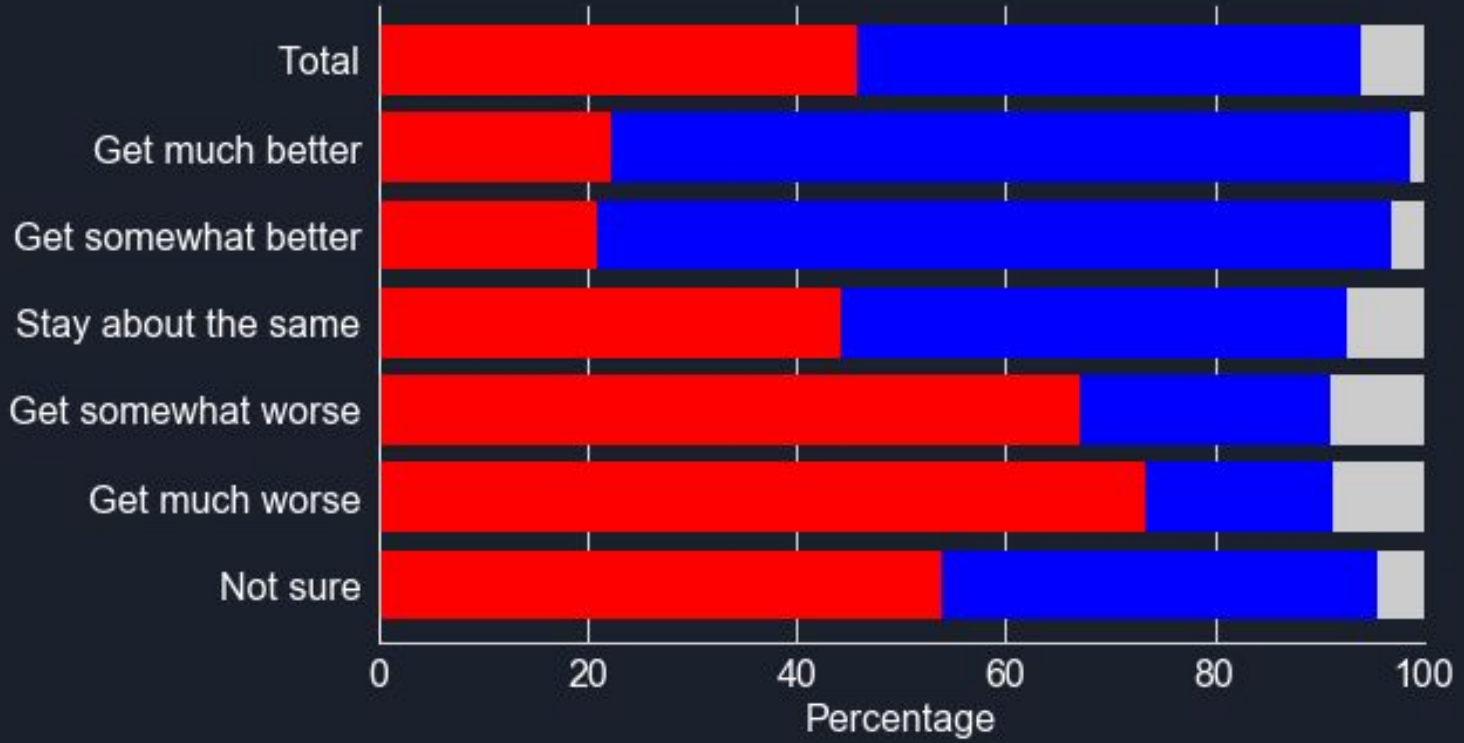
Features - Top10:

- National Economy - past year
- Race
- National Economy - next year
- Household Income- past 4 years
- Age
- Religion
- Length of Residence in City
- State
- Industry
- Family Income

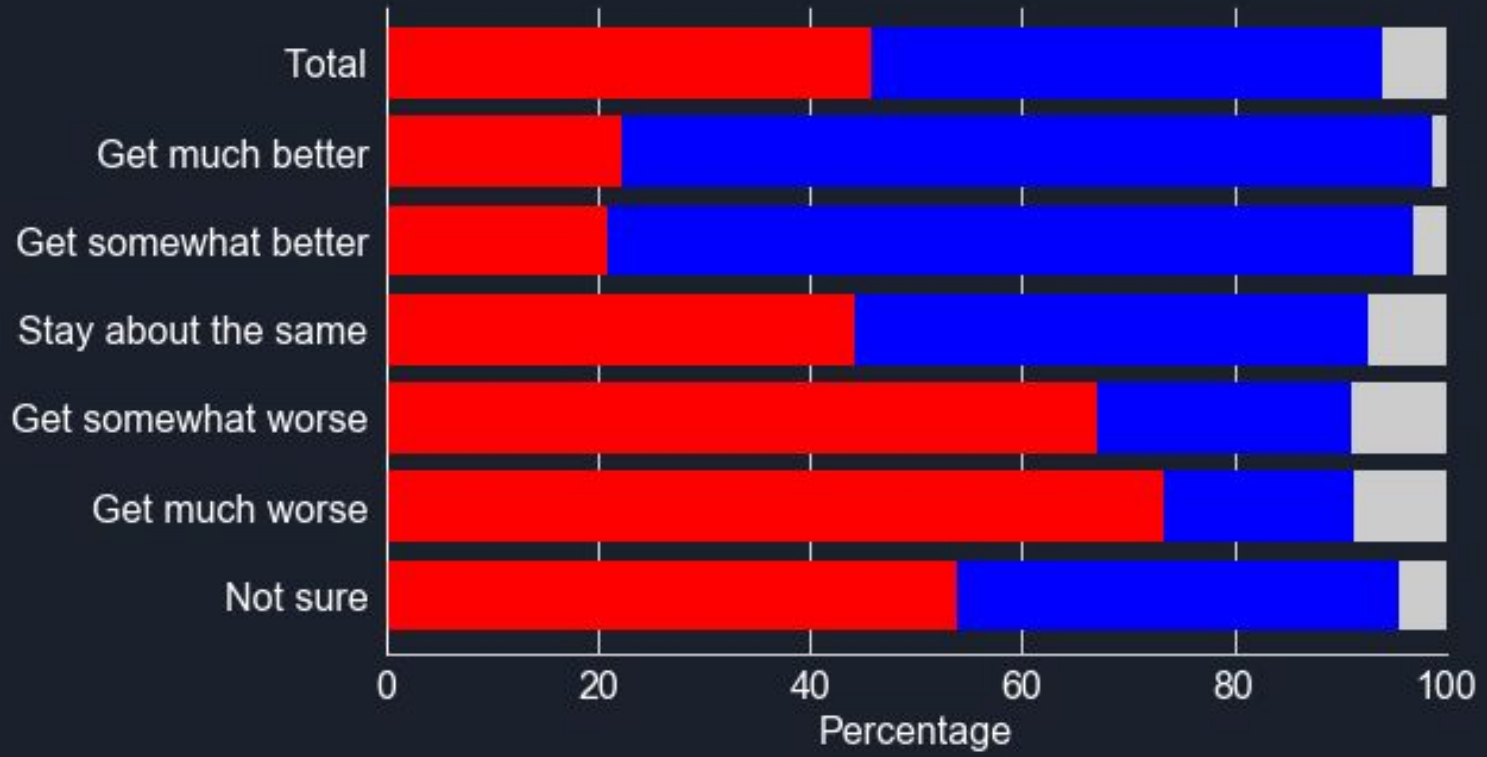
Perception: National Economy



Perception: Household Income



Perception: National Economy



Prediction III

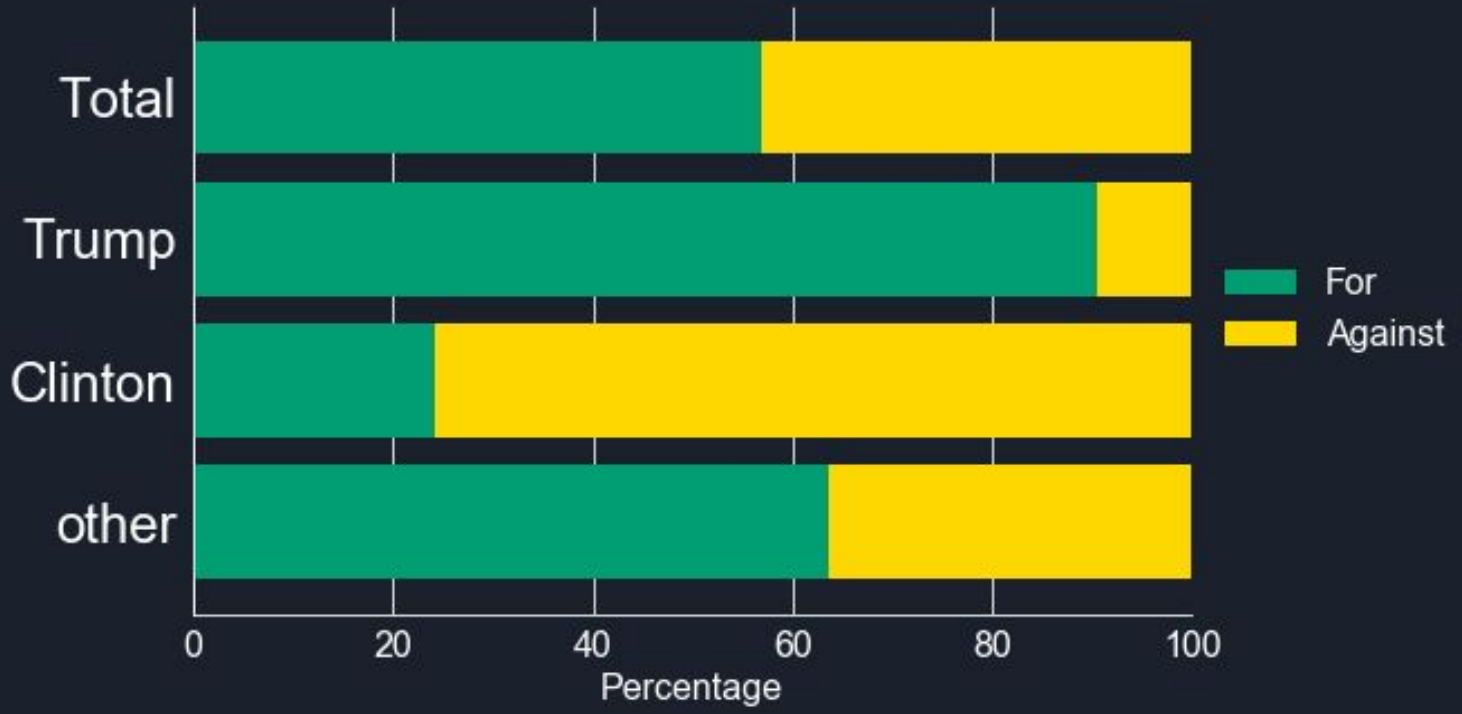
Demographics + Perception + Opinion

Accuracy of 92%

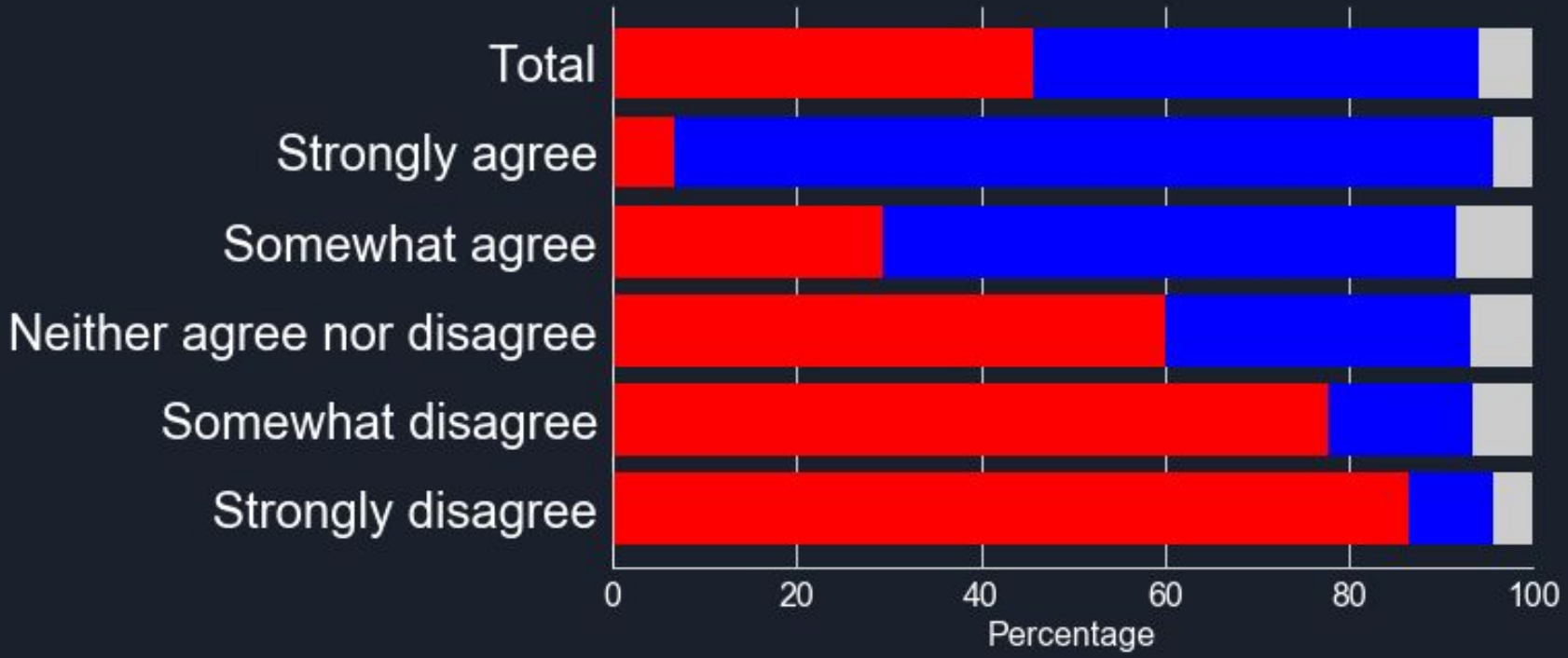
Features - Top10:

- Repeal Affordable Care Act
- White People have Advantages
- National Economy - past year
- Deportation of Illegal Immigrants
- Regulation of CO2 Emissions
- Clean Air Act and Clean Water
- Minimum Wage
- Abortion - Permission
- Welfare Spendings
- Prohibition of fund expenditure for abortion

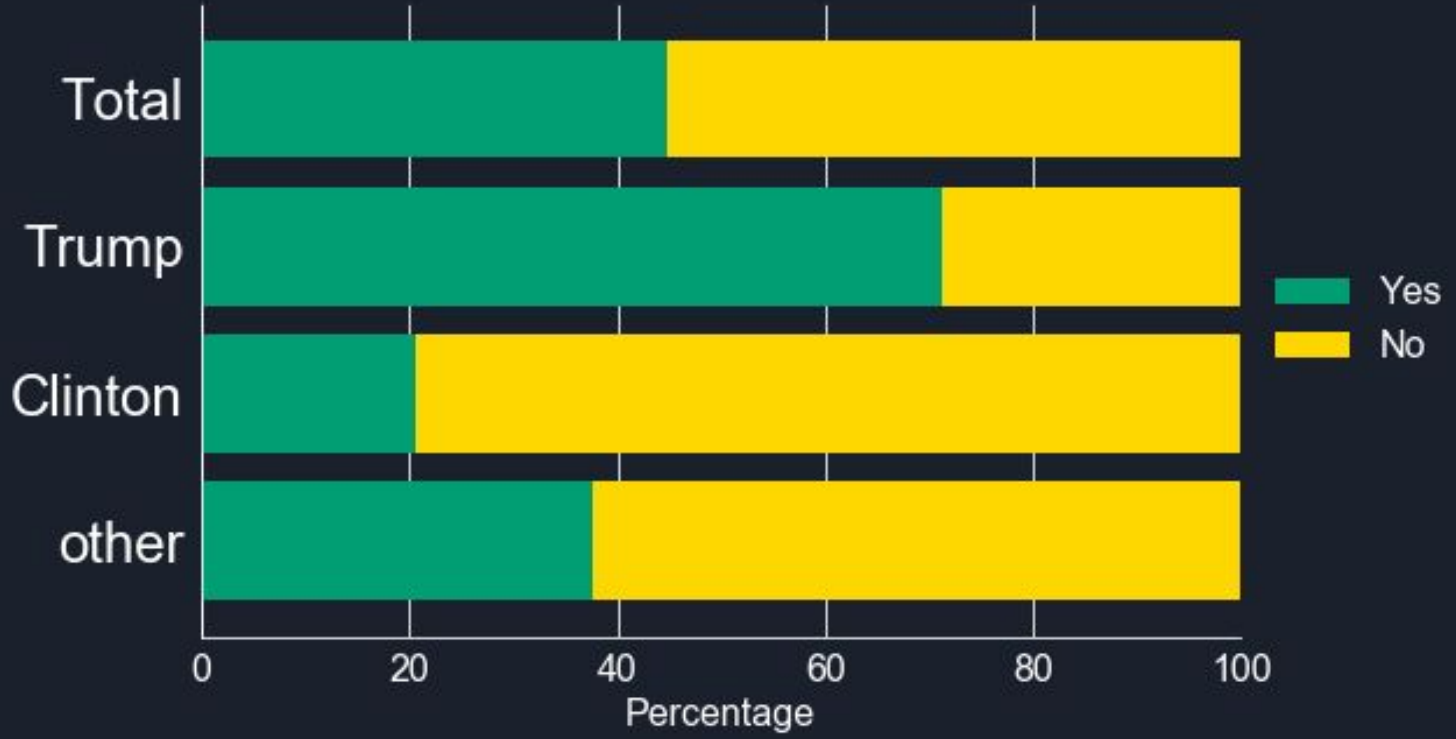
Opinion: Repeal “Obama”-Care



Opinion: Whites have advantages



Opinion: Deport illegal Immigrants



Summary and Future Outlook

Opinions are the most important features.

Demographic features are sufficient for a basic prediction.

Major division: How someone perceives economic conditions and developments.

Additional:

- Only few people change party preference
- Vote in 2012 is highest predictor.
- Other models beside Random Forest.
- Prediction of election results.
- Adjustment of weighting scheme.

Further Questions?

Thank you!