Background:

The 2016 presidential election cycle brought new and unique styles of campaigning to the national stage. Both Hillary Clinton and Donald Trump competed over previously overlooked demographic segments, while the press had trouble keeping up with the deluge of often bizarre and unprecedented campaign developments.

Although many argue that the personality of the candidates was the deciding factor in the race, we can still see that the country is divided along the often partisan lines on the basic social and economic issues displayed on this map.

While the map focused on explaining voter behavior within smaller geographies—sometimes at the expense of accuracy and sample size—there were still many clear findings:

1. Clinton performed best within the coastal areas and southern cities, while Trump was strongest in more central states.
2. Likewise, Unions and LGBT are most warmly received on the coasts, and within southern cities, with additional favorable opinion for unions in the great lakes and heartland area cities.
3. Pride in the American flag was most prominent in southern states.
4. Belief that Obama is a Muslim was most conspicuous in more rural communities.
5. Reducing the deficit was most important in southern and great lakes area suburbs.
6. Concern that immigration hurts jobs appears most intense in rural areas of the great lakes states and along the southern border.
7. Lastly, preference for a larger, more active government is preferred in the northeast, within southern cities and along the Mississippi river.