

Modeling the 2020 US Presidential Election

A data heavy approach to predicting the Presidency.



Project Goals

Uncover the key data points driving the 2020 election

- Top down approach - Simulate elections to identify Key Swing State
- Bottom up approach - Model and project voting outcomes for Swing State
- Validate findings with campaign ad spend

Current EV w/ Confidence 7/13/2020

Background

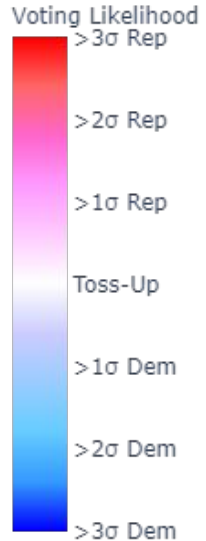
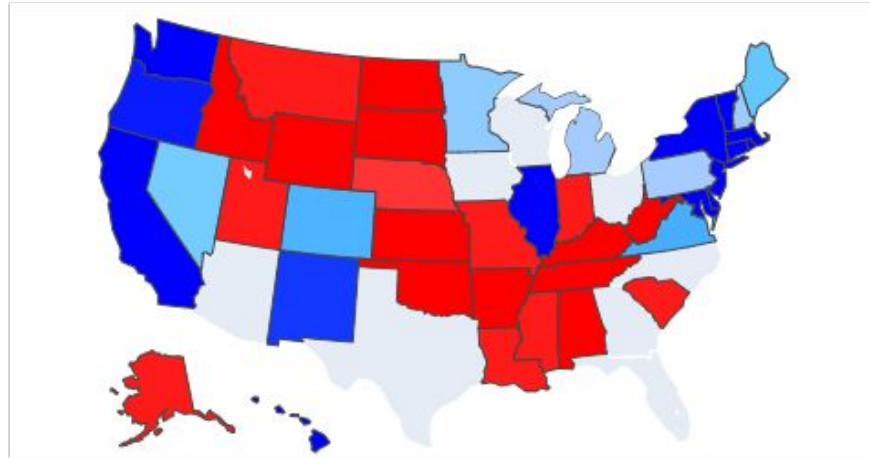
Electoral Votes Determine Presidency:

- ¹States are “Winner Take All”
- 538 Electoral Votes total

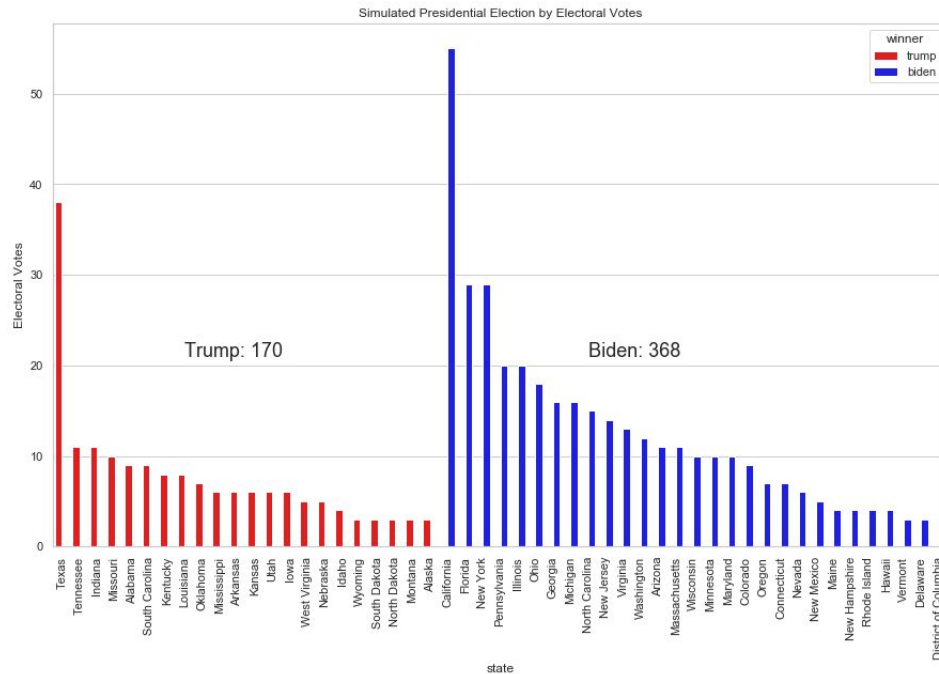
Identifying Battleground States:

- All states - popular vote
- ²Only 12 states voted both parties since 2000

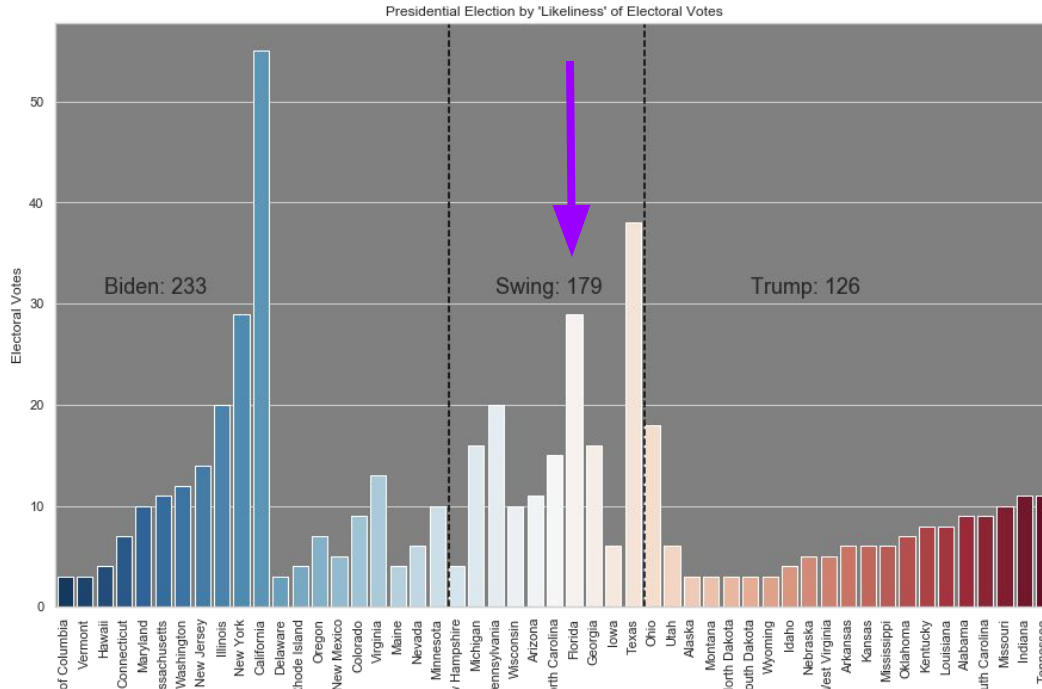
³Biden Overwhelming Favorite >98%



Data predicts a Biden Victory



The Battleground is Florida at 3σ



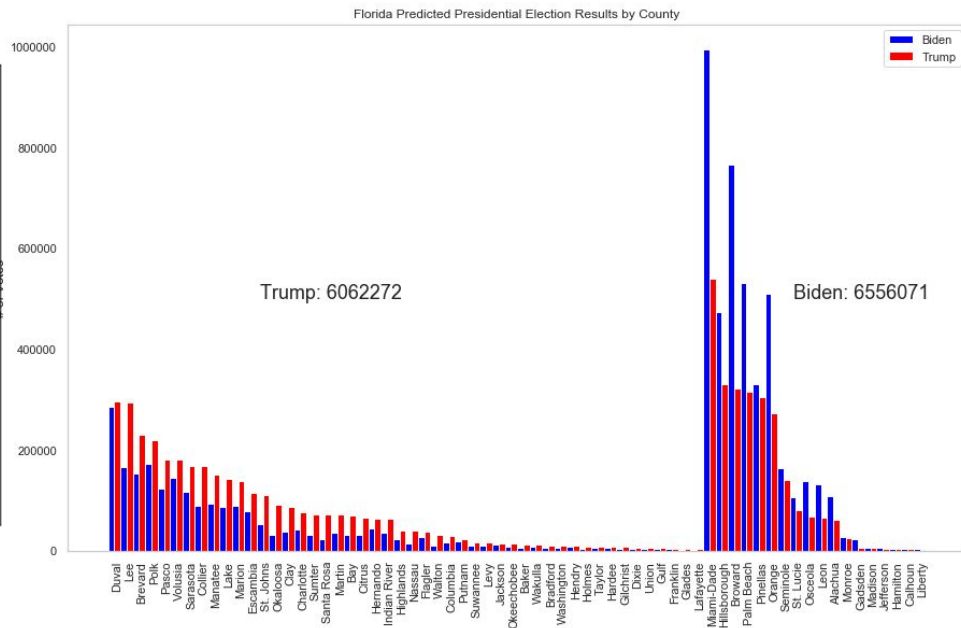
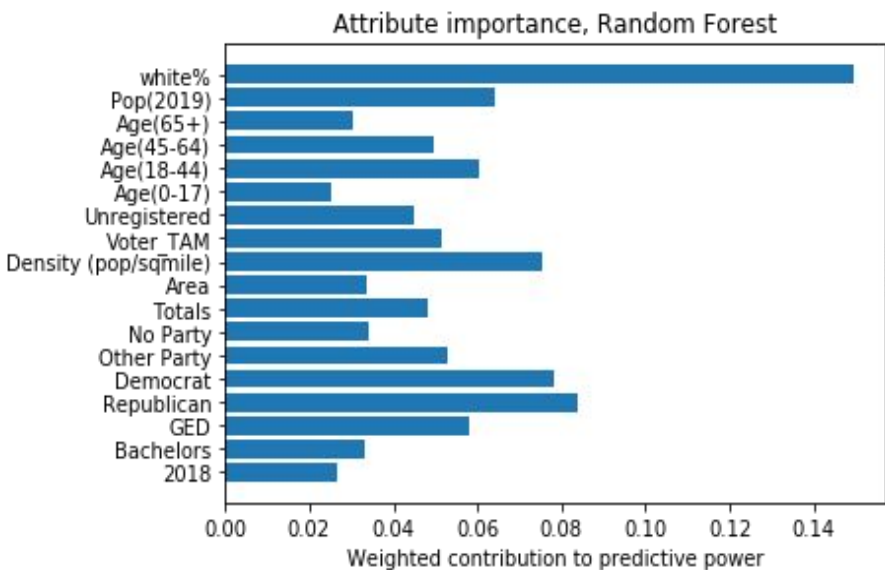
Winning Trump Combinations: 42
Trump Winning w/o Texas: 0
Trump Winning w/o Florida: 1

Trump Non-Florida Path:
'Michigan', 'Pennsylvania', 'Wisconsin', 'Arizona',
'North Carolina', 'Georgia', 'Iowa', 'Texas', 'Ohio'

Florida:

- 2018 Gov separated by < 0.25%
- Avg poll: Biden leading by 2.7%¹
- Undecided Voters are Key
- Minority Pop Growth

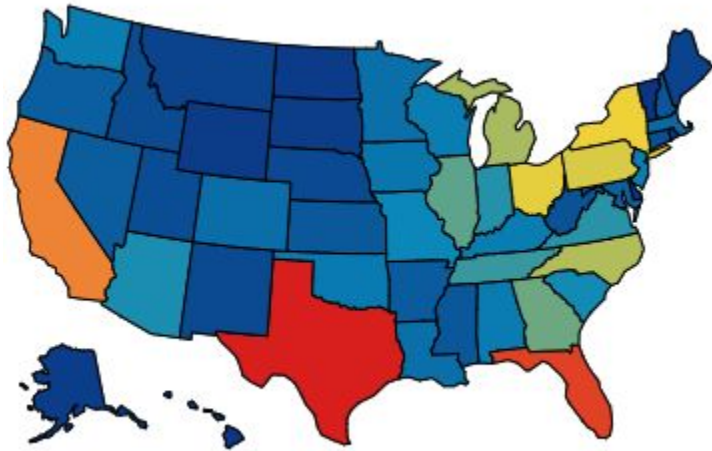
Florida Model (Random Forest, 91.4%)



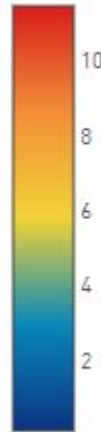


Campaign Facebook Ad Spend Breakdowns

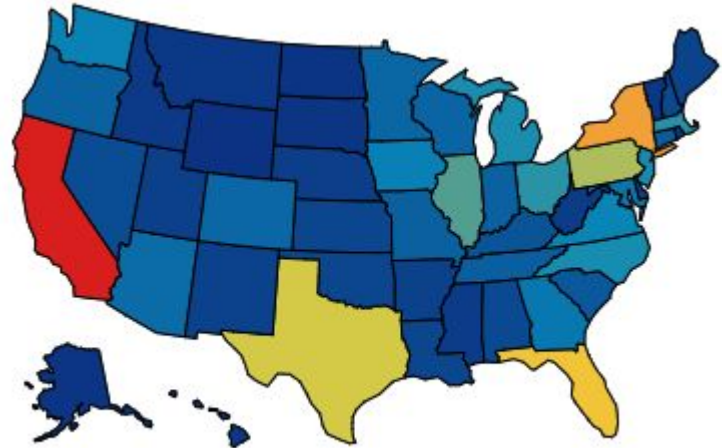
Trump



% of Total



Biden





Conclusion

Texas and Florida are the key states in 2020.

Trump needs to make up > 500k votes in Florida or else win every other swing state.

Biden's digital strategy doesn't seem keyed in on this.

Top level strategy in Appendix:



Project Concerns

- Voter data is extremely fragmented and fragile.
- Polling was not accurate in 2016, and 2018 FL gubernatorial race
- Unprecedented macro level events
- Consensus opinion varies greatly with day to day activities
- Again.... In 2020 anything can happen



Appendix



Campaign Manager Strategy

If I were interviewing for Trump's campaign manager position.



Each Campaign has Vastly Different Strategies

Biden	Trump
Let Trump Talk	Give Base Someone to Blame
	Minimize Independent Voters
	It's the Economy, Stupid
	Make Covid Go Away

Biden Strategy

+8.6%

—

Recommendation: Let Trump Talk

Trump Strategy

“We got some work to do”



Trump Messaging Rubric

	Covid	Economy	Voting	Blame
Republicans	We Won, Harmless	Return to “Normal”, School -> Childcare	Ballot Fraud, Scrutinize Media Victimization	Obama, China, Amazon, Fauci
Other / Independents	Discredit Professionals	Jobs and Stock Market	Question Voting Processes	China, Fake News
Democrats	n/a	n/a	n/a	China



Trump Keys to Victory - Limit Voters

Need to make up 500-600k votes in Florida.


- Limit new voter registration:
- Extend Republican leads in largest FL counties that lean conservative Lee and Collier are heavily republican and both > 100k unregistered.
- Implement Voter Policy to hinder voting in largest counties (single polling center for large population)
- Remove Day of Registration
- Throw out Voter Registrations with any Minor Clerical Error
- Discourage city Voting as much as possible



Trump Keys to Victory - Economy

Economy, Economy, Economy:

- Extend stimulus actions by Treasury until Election day (another round of PPP loans, forbearance on mortgages/leases, aid packages to too big to fails, more stimulus checks, etc)
- Blame China (trade war, corona virus, bubonic plague) for any economic hardship
- Spin job creation reports as positive (if possible)
- Create tax credits for American Companies, incentivize hiring



Trump Keys to Victory - Coronavirus & Blame

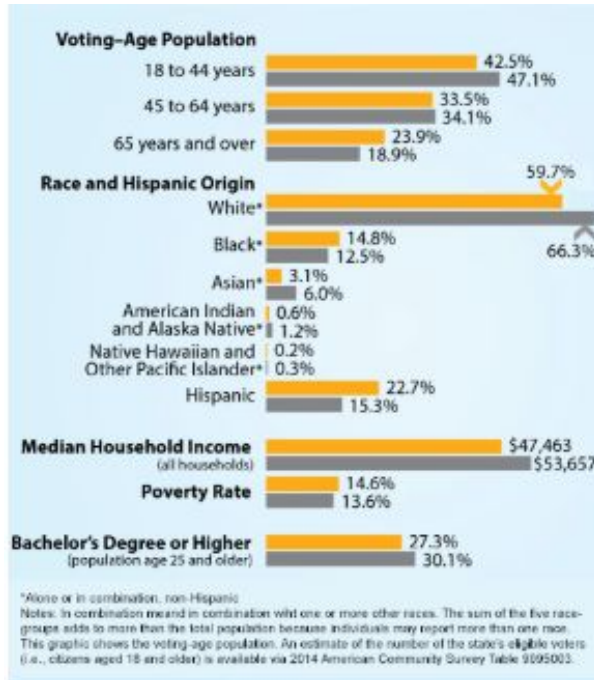
Pray and Hope Coronavirus goes away

- Or a vaccine is developed before the election
- Or a drug is found to prove statistically effective against Covid

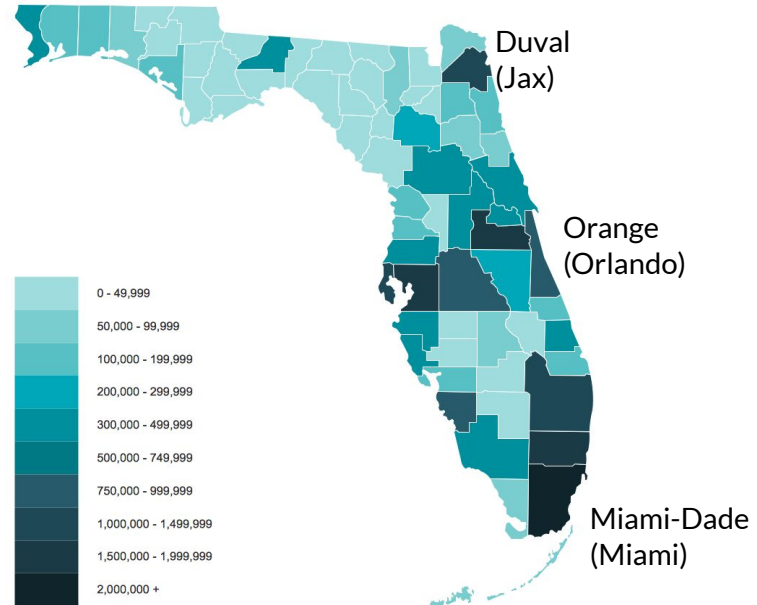
Assign Responsibility for the Blame, get America to believe it.

- China
- Liberals
- Medical Professionals

More Florida

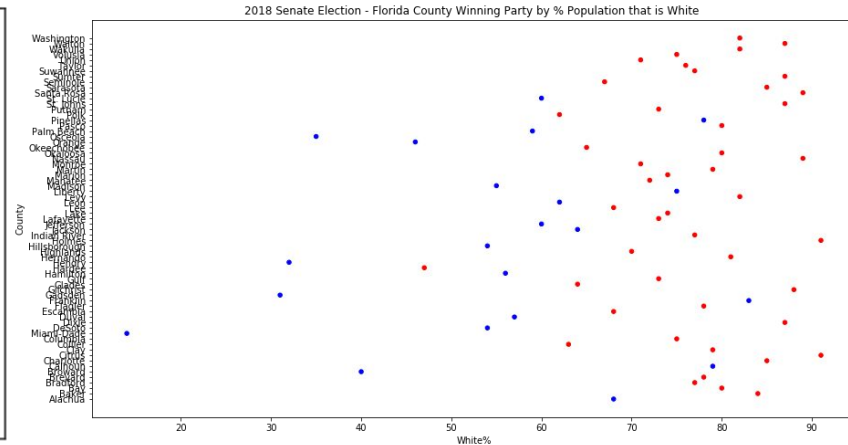
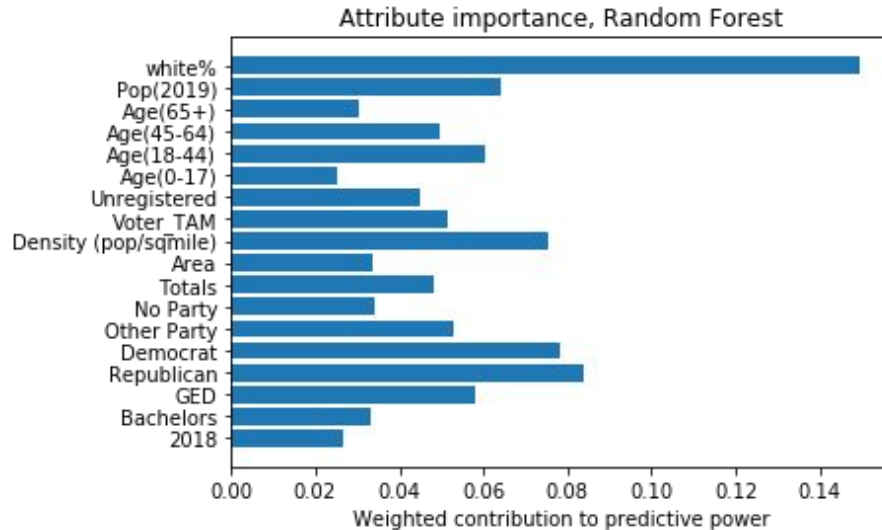


Population Quantity of FL Counties

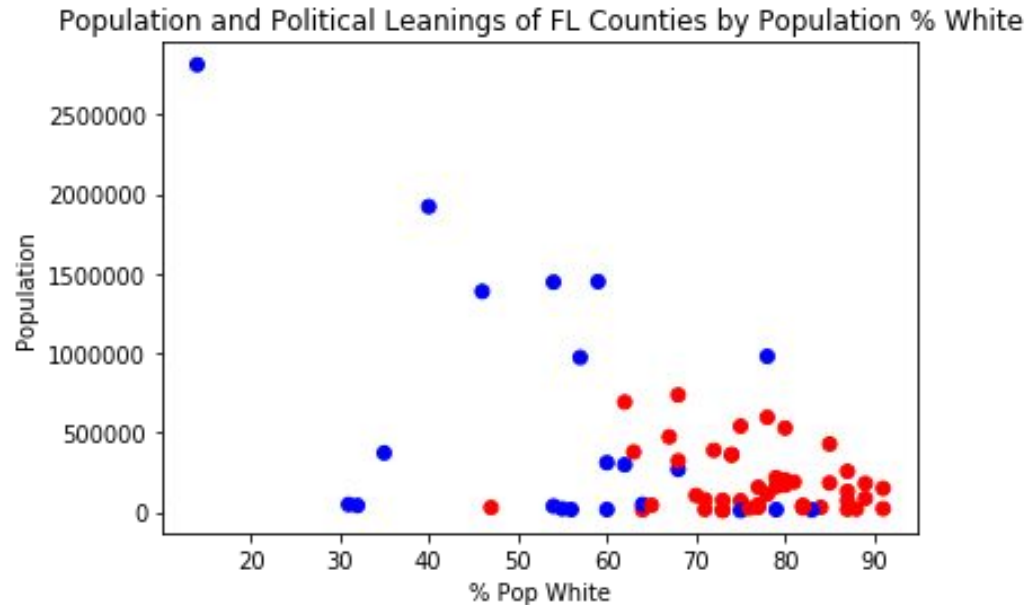


Florida - Race is Critical

Random Forest = 100%



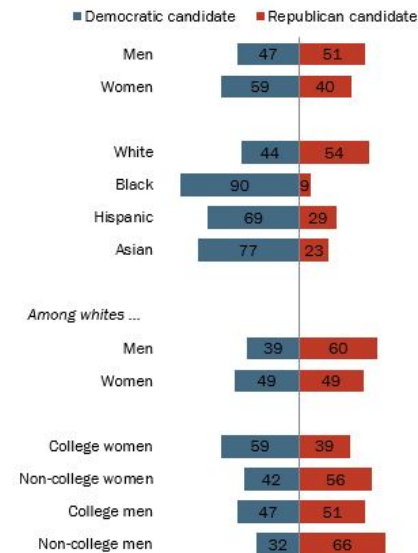
Florida Counties Vote Along Race



Voter Demographics Guide

In 2018 vote, sizable gender, race and educational divides

% who say they voted for the ____ in the election for House of Representatives



Source: Based on exit polls conducted by Edison Research for the National Election Pool, as reported by CNN.

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Unfactored Trends in Election

- Impact of Pandemic, particularly since “re-opening”
- Recent Stock Market Performance
- Voting Law changes (mail in ballots, # of voting centers, etc)
- Acts of God