How Donald J. Trump Can Win the Popular Vote
(Through Statistical Analysis and Observation)

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A Quick Look at the Candidates

Clinton vs. Trump
(Using data from the Polling by State dataset, converted using Datawatch, and processed by Watson Analytics)
Trump vs. Clinton: Where and When

Let’s Look at the heat map

Trump holds very moderately everywhere.

He holds a core base of followers in almost every state (with the exception of Democratically strong states).
Let’s examine the line graphs.

Clinton (Percent Voters) & Trump (Percent Voters) Vs. Time
Hillary has her major ups, and major downs (like many candidates), showing a fluctuation in voter loyalty.

But Trump remains fairly constant, with few major fluctuations, showing his voters as loyal to him.

We’ll come back to this later.
These bubble graphs show how the age ranges are distributed across the states.

Age demographics tell us a lot about how a state will vote.
Taking data from the US Census, we can see that the older population disproportionally votes versus the younger population.

Using data from the 2012 Presidential election, and the US Census, we can say that around 70% of the United States will vote.
~45% People ages 18-44 will vote (US Census) + ~75% People ages 45+ will vote (US Census)
(That’s a ratio of 5 young : 8 older voters)

Using Watson, we can reference this data with the US Population to estimate that 134,000,000 people will be voting in the 2016 election.
Total Voters By State in the United States
Using Watson, we can compute the total voters for each candidate:

Trump: $51,654,693$ votes  
Clinton: $57,266,892$ votes

Clinton wins by $5,612,200$ votes. That’s only 4%!  
(If they voted today)
But what about the line graphs?
The fluctuations in Clinton’s graph indicate her voter base is quick to change. If this change is to a third party, or to Donald Trump, then her popular vote goes away, and Trump take its.

Trump shows a tighter grouping of core, consistent voters (especially at then end closer to the election).
Implications of Data

- Now more than ever, the parties are seeing a divide, where Clinton (Democrat) voters are quick to change their opinion of their party’s candidate (Line Plot), and move to a third party, as evident by the change in Clinton’s plot, and the relative consistency of Trump’s.

- The popular vote can give an good visual of the opinions of the United States public, and can even show a even divide between the ideologies of voters.

- Trump’s support has remained relatively consistent despite the volatility of his campaign and campaign strategy.

- Election data can help uninformed voters begin to understand the candidates, and help them choose whom they would most want to see in office based on public polls, such as the ones analyzed with Watson in this study.
Conclusion:

- **Quantitatively**: Hillary Clinton wins the election by 4% based off of metrics analyzed through IBM Watson Analytics.

- **Qualitatively**: By observing trends in the line plot visualizations of both Trump's percent vote per state and Clinton’s percent vote per state, a trend occurs where Trump keeps a steady flow of voters, while Clinton has more sporadic ups and downs to her voter counts per state over the election cycle. From this data, it may be concluded that Hillary Clinton could conceivably lose the popular vote to Donald Trump, especially if her voters move to a third party.
All graphs and data processed with IBM Watson Analytics. Database access computed through Datawatch.

Thank you to the UNH ECenter.

Happy Voting!

*NOTE: Unfortunately, we were not able to include any of the social media search data due to heavy load on the servers.
We would like to thank the Cold Brew Caffienator for keeping us working on this until 3am.