

2016 US Election: Predicting Electoral College for President-Elect Trump and the Popular Vote for Clinton

RIWI solicited forecasts from over 147,000 Americans, asking random online respondents to project which of the two major Presidential candidates would win their state’s Electoral College votes. The goal was to monitor electoral predictions at the state-level and to measure the degree to which people reported that they had enough information to make a forecast. Since the vast majority of RIWI respondents in all regions of the world do not typically answer surveys of other kinds, such as self-selected opt-in panels or telephone polls, RIWI’s broad, diverse and random respondents are ideally suited to making valuable ‘silent majority’ predictions.

The data were collected daily between September 12, 2016 and November 8, 2016.

Analytic Criteria and Methodology

The results were analyzed using several criteria:

1. We concentrated on only the month prior to the election, October.
2. Because the electoral votes projected by the voters fluctuated from day-to-day, a running 7-day average was calculated for each day.
3. The day chosen to start the analysis was the day in October that showed the initial highest peak votes (or the initial lowest peak votes) of any candidate. That day was October 19 at which time Secretary Clinton had her first peak set of 253 votes. (President-elect Trump happened also to show his first lowest peak the same day).
4. In order for the prediction of the winner to be of predictive value and credibility, the prediction day was chosen to be November 4 (3 days before the election on November 8).

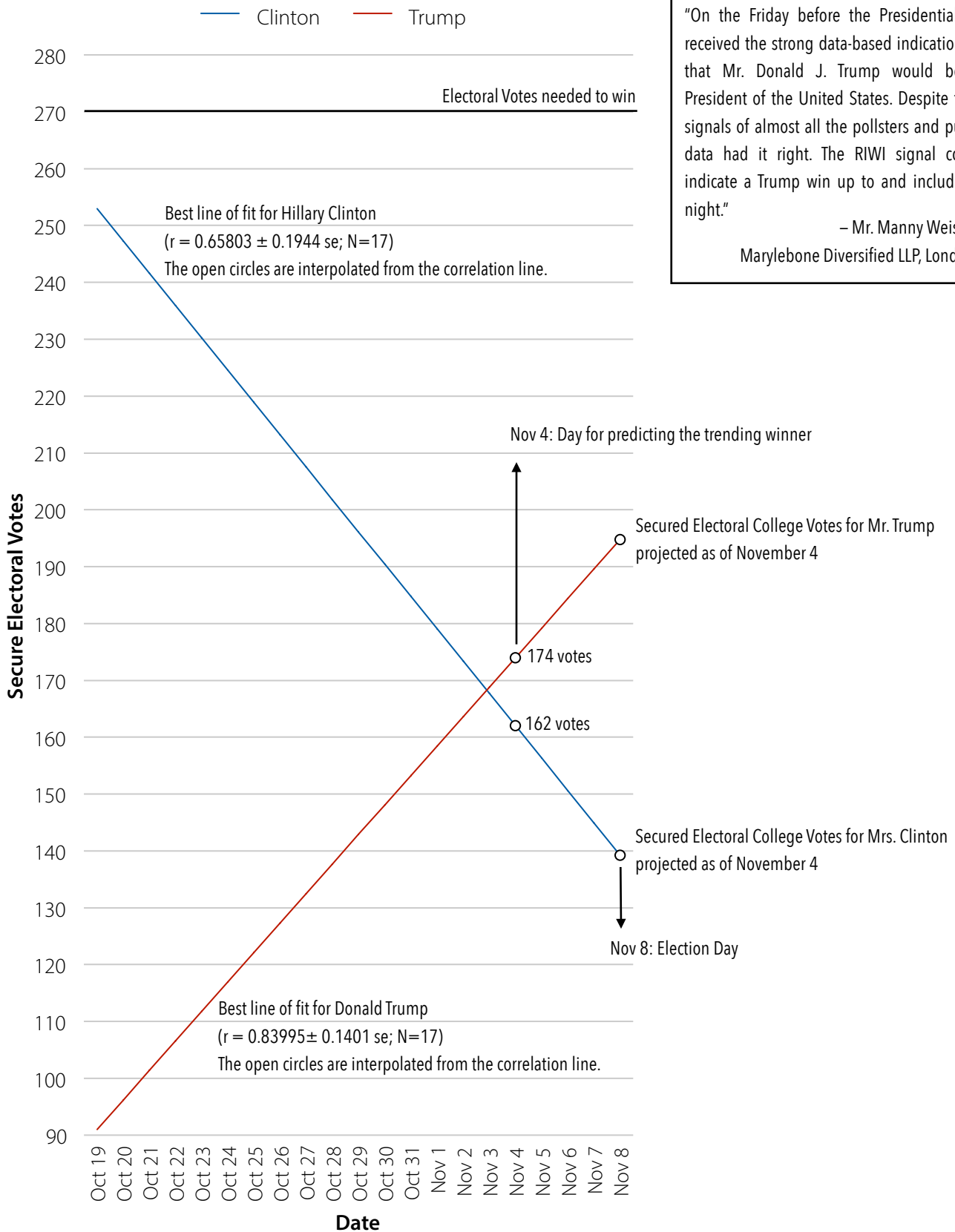
Method for analyzing the results:

1. A correlation was made for the data points between October 19 and November 4 for each candidate. The correlation coefficients and their standard errors are shown in the graph.
2. On November 4, President-elect Trump had 174 electoral votes to 162 for Secretary Clinton.
3. The trend on November 4 extrapolated to 193 electoral votes for President-elect Trump and 138 for Secretary Clinton, predicting Mr. Trump the winner.

In addition to forecasting a win for Mr. Trump in the Electoral College, RIWI forecasters predicted that Secretary Clinton would win the popular vote by 1.94%. As of December 1, Mrs. Clinton had won the popular vote by 1.9%.

Who do you think will win your state?

	# of Respondents	Percent (Weighted)
Clinton	53,775	51%
Trump	51,727	49%
TOTAL	105,502	



"On the Friday before the Presidential election, I received the strong data-based indication from RIWI that Mr. Donald J. Trump would be the next President of the United States. Despite the counter-signals of almost all the pollsters and pundits, RIWI data had it right. The RIWI signal continued to indicate a Trump win up to and including election night."
 – Mr. Manny Weiss, Chairman
 Marylebone Diversified LLP, London, England