



„After the Storm – Review of US election and lessons for Europe’s 2017 campaigns“

Roundtable

Thursday, November 17, 2016, 6.30-8.30pm

Das Progressive Zentrum

Werftstraße 3, 10557 Berlin

In cooperation with the Heinrich-Böll-Stiftung e.V.

Program

6.00pm

Light Snack

6.30pm

Welcome

Philipp Sälhoff, Senior Project Manager, Das Progressive Zentrum

Will Marshall, President and Founder, Progressive Policy Institute

Sabine Hämmerling, Department for International Cooperation, Division EU/North America,
Heinrich Böll Stiftung

6.45pm

Input

Pete Brodnitz, Founder and Pollster, Expansion Strategies

7.00pm

Response

Leonard Novy, Director, Institut für Medien- und Kommunikationspolitik and Publisher of Carta.info

7.15pm

Open Discussion

Chair: Laura-Kristine Krause, Policy Fellow, Das Progressive Zentrum,
and Staff of Policy Team for the Hillary Clinton Campaign in 2008

8.30pm

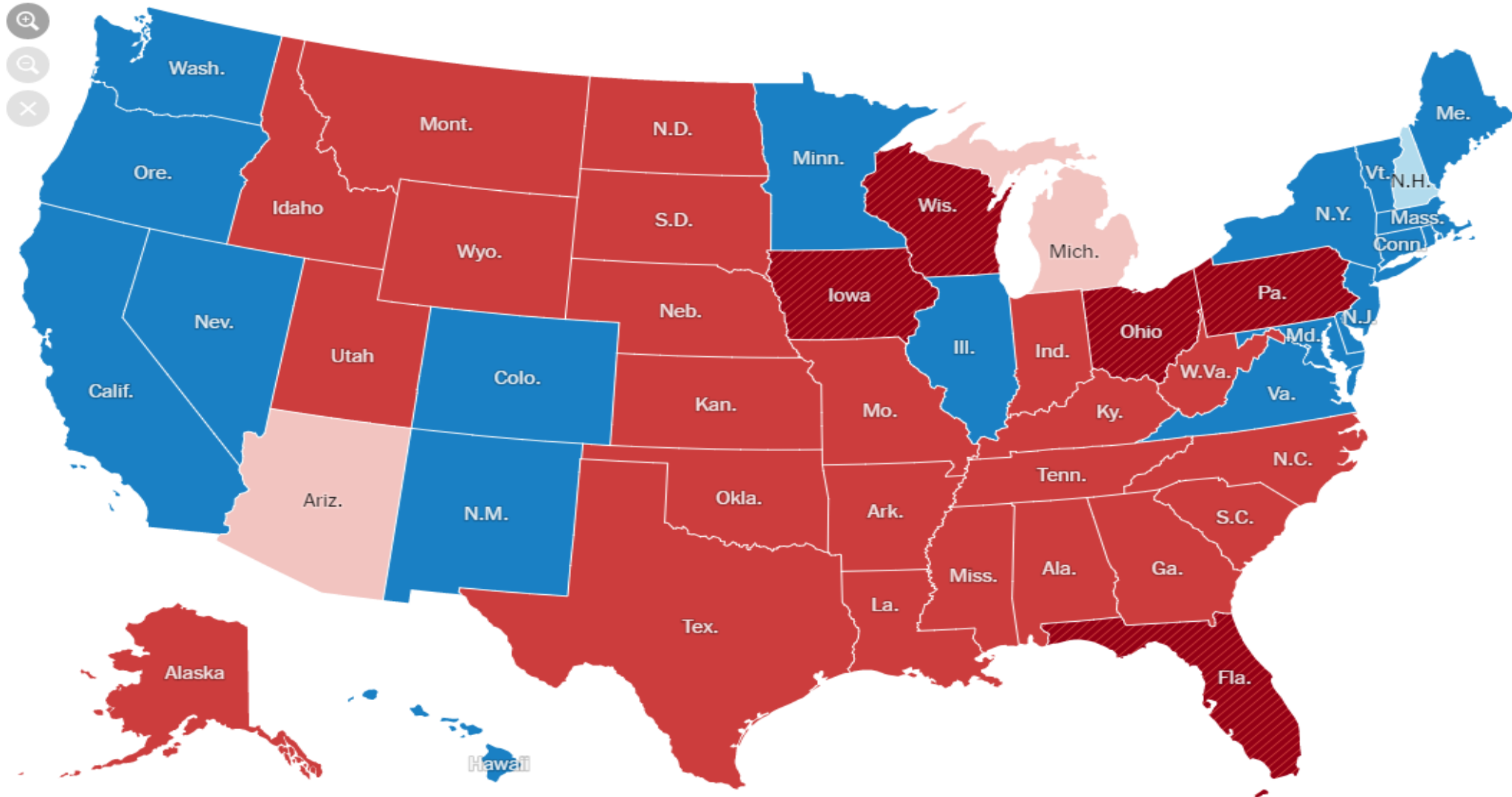
Get Together



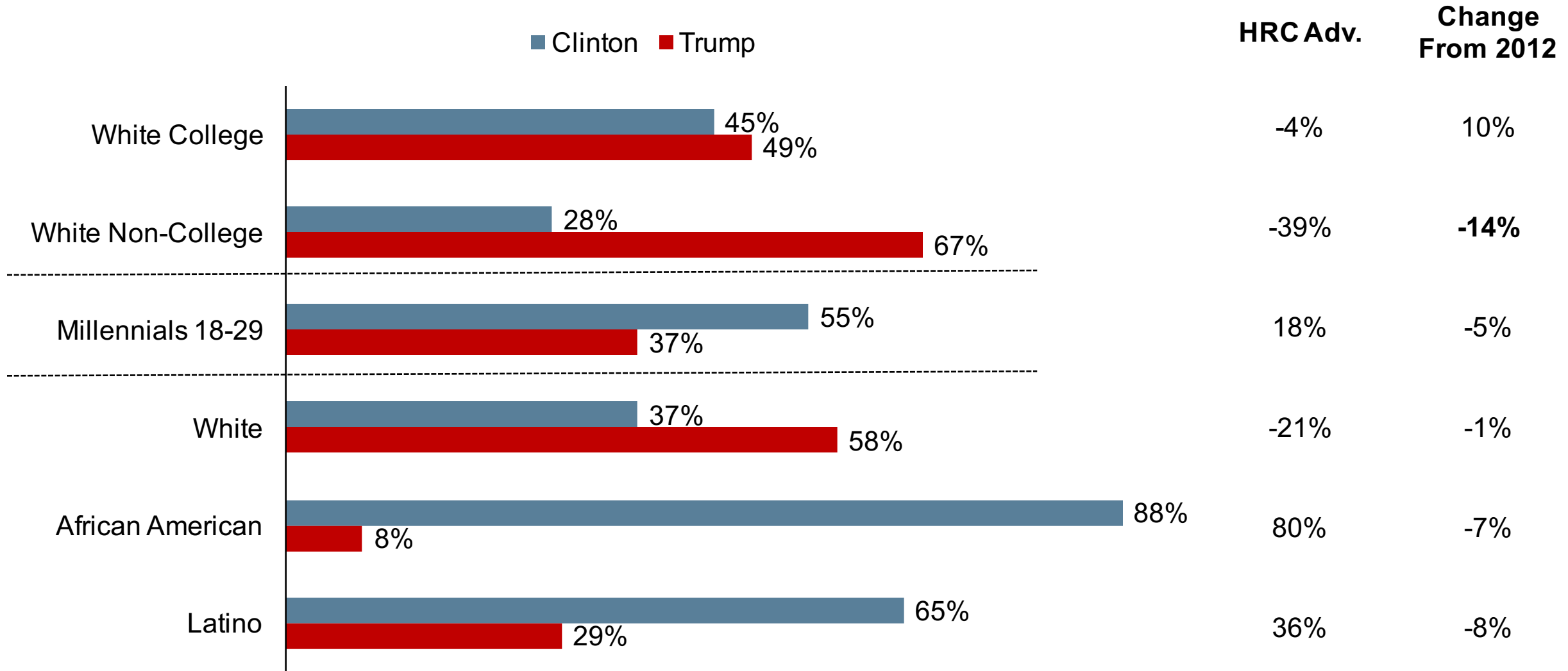
Understanding the 2016 Elections

Pete Brodnitz

The Big Shift: Clinton Secures CO, VA and NM, but Loses Traditionally Democratic MI, PA, WI (While Winning the Popular Vote)



What Changed? The White Electorate Divided Along Educational Lines *As It Had Throughout the General Election*



The Result: Smaller But Fatal Decrease In Many Diverse, Educated States and Major Drop Off In Blue Collar White States

More College White and Non-White States

	White College	Non-White	White Coll + Non-White	White Non-College	Change in '12 Marg
NM	29%	51%	80%	21%	-1.9%
FL	35%	38%	73%	27%	-2.1%
VA	38%	32%	70%	29%	1.2%
GA	30%	40%	70%	30%	2.5%
CO	45%	22%	67%	33%	-1.2%
NC	37%	30%	67%	33%	-1.7%
AZ	40%	25%	65%	35%	5.2%

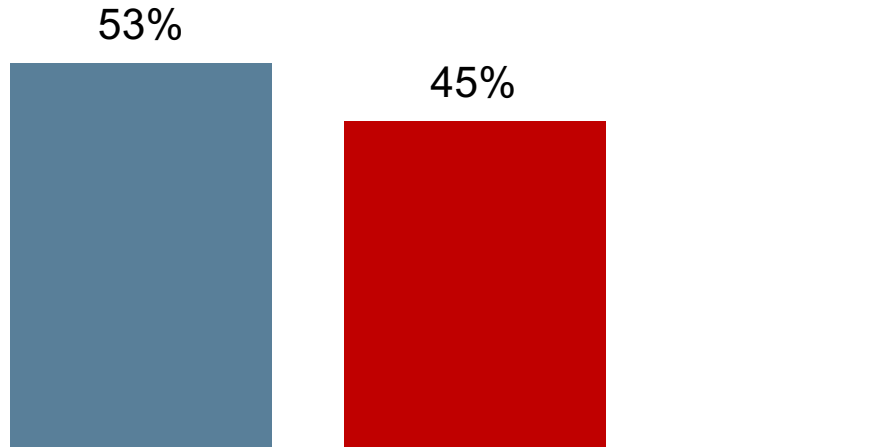
More White Non-College States

	White College	Non-White	White Coll + Non-White	White Non-College	Change in '12 Marg
MN	50%	13%	63%	37%	-6.2%
PA	41%	19%	60%	40%	-6.5%
NH	51%	8%	59%	41%	-5.2%
MI	33%	25%	58%	42%	-9.8%
OH	37%	20%	57%	43%	-11.5%
WI	39%	14%	53%	47%	-7.9%
IA	40%	9%	49%	50%	-15.3%

Clinton Got More of Obama's Downside Than Upside Despite Majority Approval

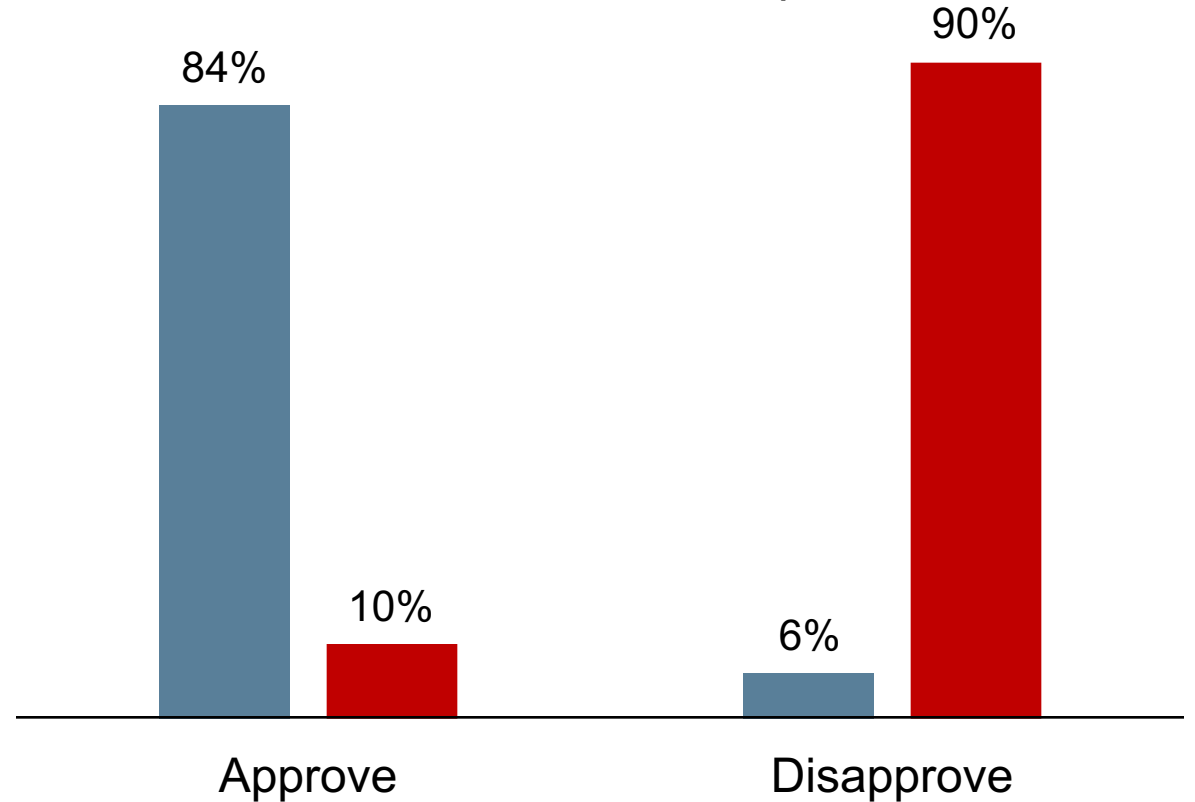
Obama Job Approval

■ Approve ■ Disapprove



Vote By Approval of Obama Job Performance

■ Clinton ■ Trump



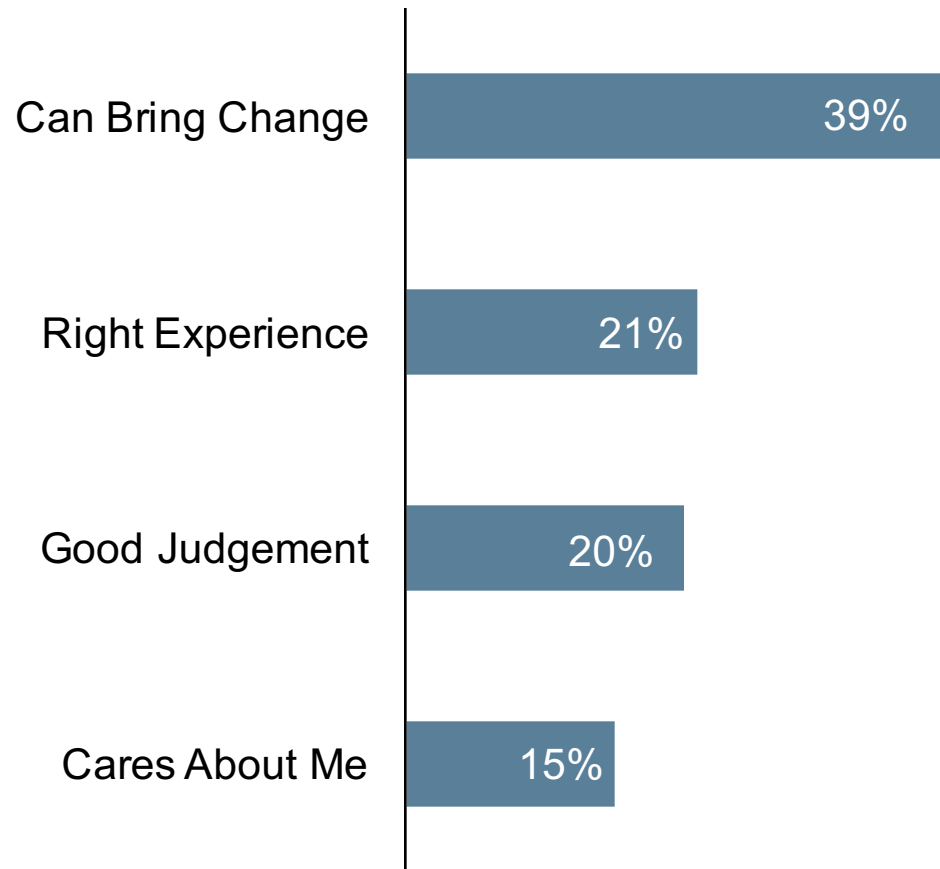
Even Incumbents and Successors Need to be Change Agents

“For you see, my fellow Republicans, we are the change! For 50 of the last 60 years, the Democrats have controlled the Senate. And they've had the House of Representatives for 56 of the last 60 years.” – Ronald Reagan.

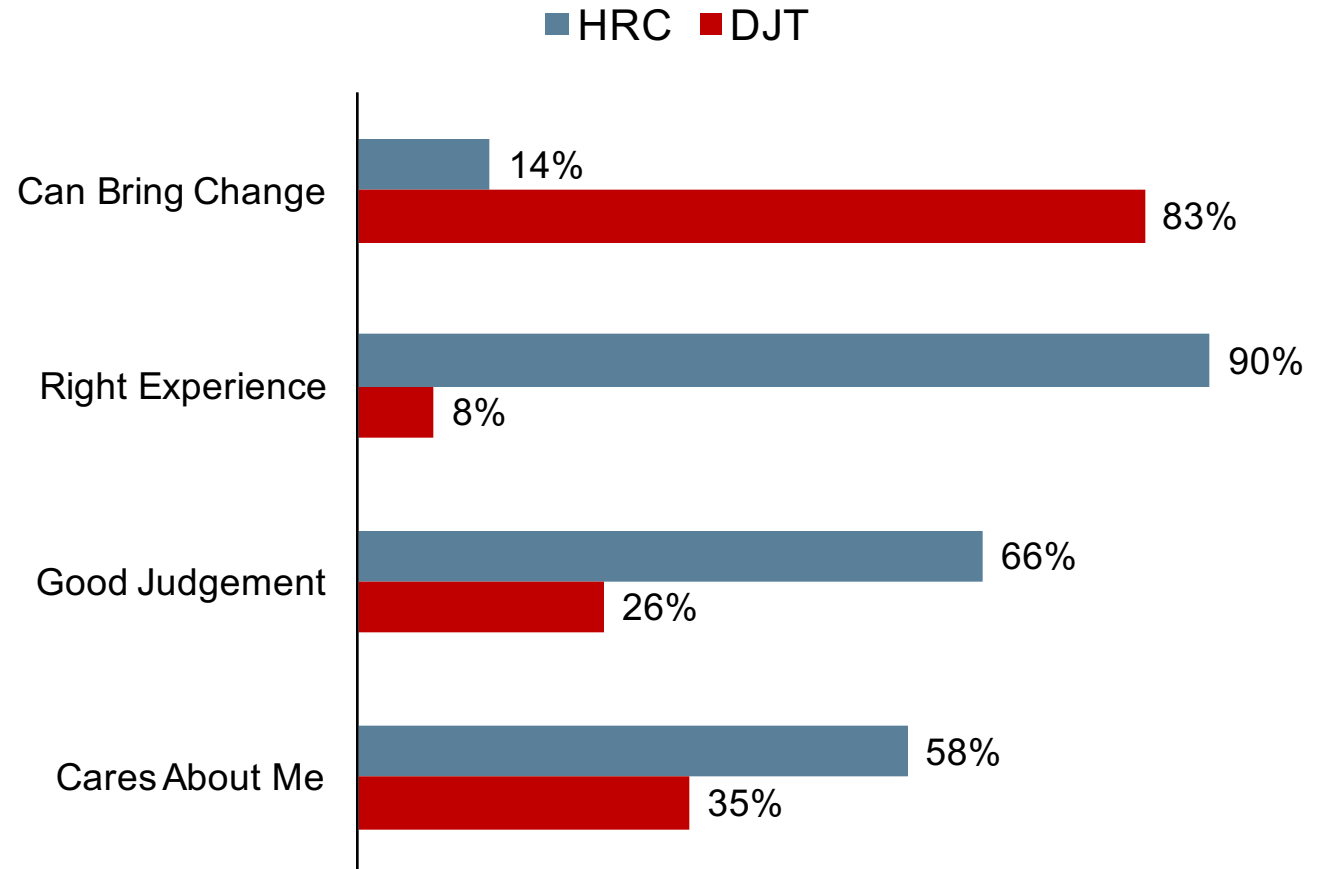


This Is Likely Why Trump's Greatest Strength Was Among Those Who Wanted Change – Ironically The Same Slogan Obama Rode To Victory In 2008

Most Important Candidate Quality

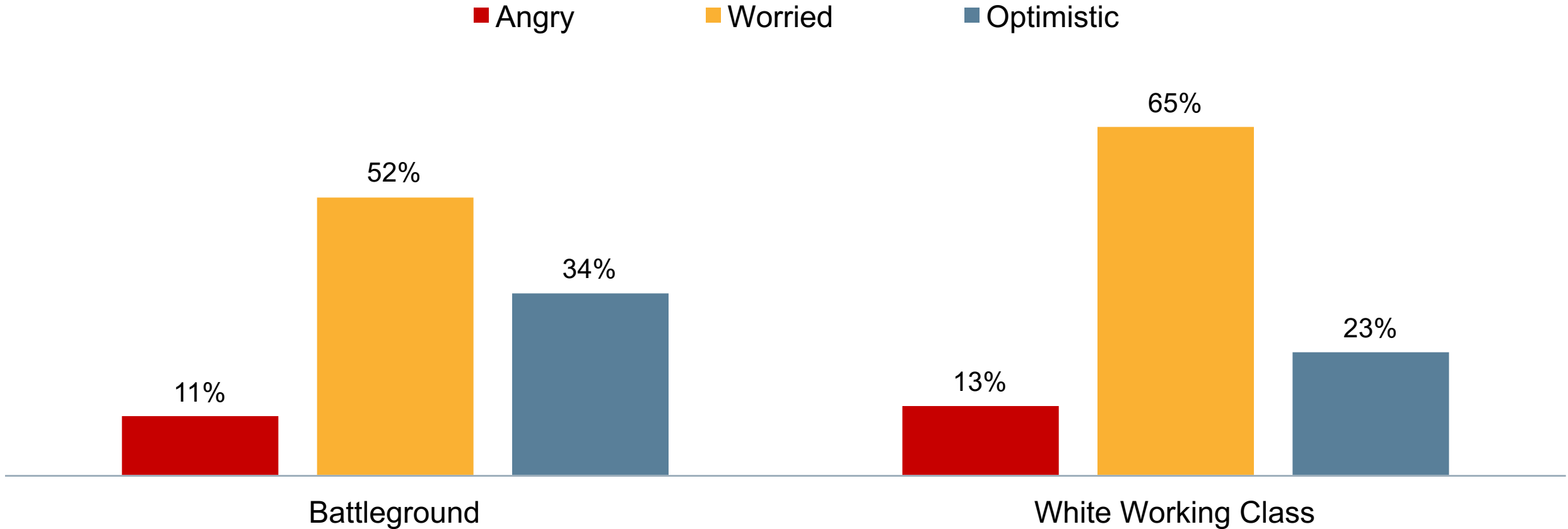


Vote By Most Important Quality



What Drove A Desire for Change – Anxiety (Far More than Anger)

Which best describes how you feel when you think about the **future of the U.S. economy**?



“Battleground” data from a PPI poll fielded March 28 – April 2, 2016 with 200 interviews each in Nevada, Colorado, Ohio and Florida as well as an oversample of 200 swing voters across those four states. “White Working Class” data from A HMP nationwide survey fielded June 27-30, 2016 with 1000 white working class voters. White working class voters were defined as registered voters who are White Non-Hispanic, over the age of 25, without a college degree

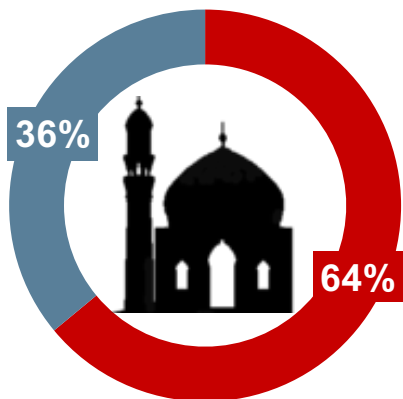
Among White Work Class Voters, There Is Wide Concern About Economic and Demographic Changes

How Concerned Are You About?

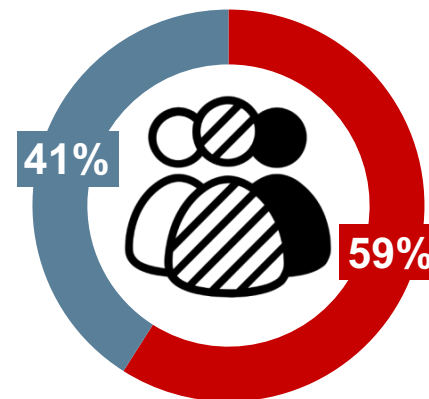
Total Concerned

Total Not Concerned

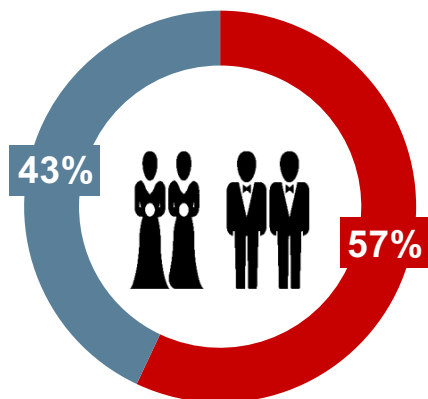
American Muslim communities are building more mosques in American cities



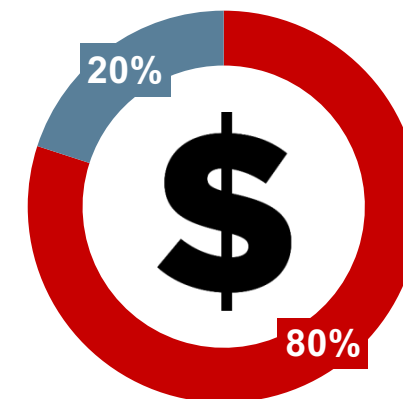
White people will no longer be a majority in the U.S.



Same sex couples are allowed to get married

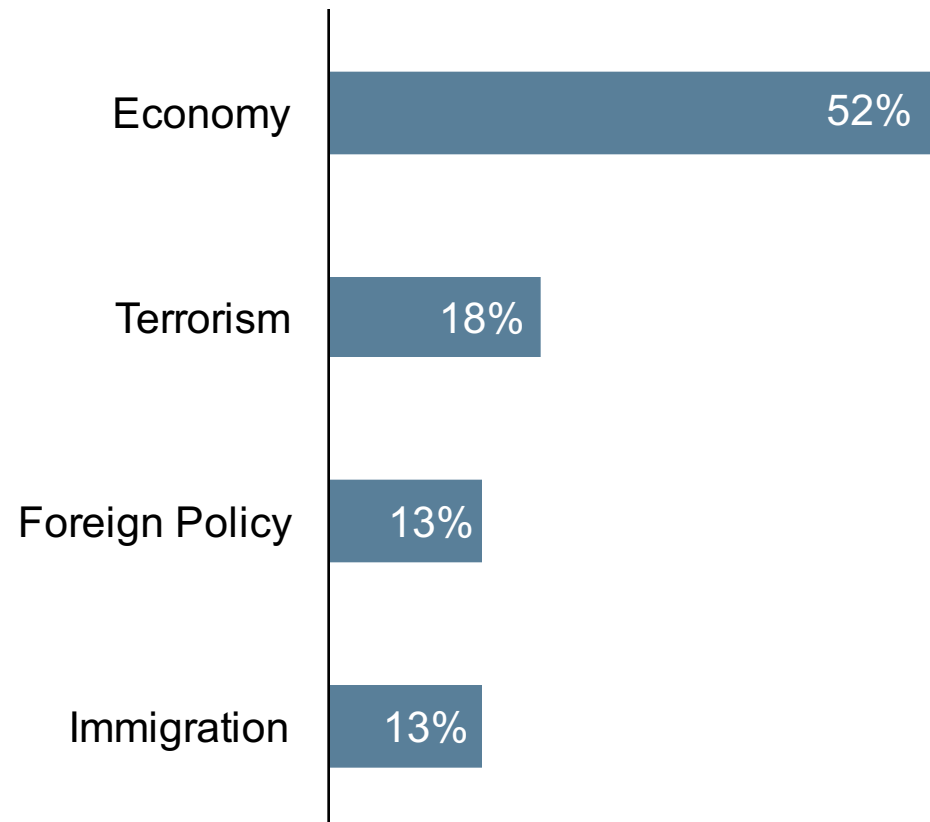


The rich are getting richer all the time



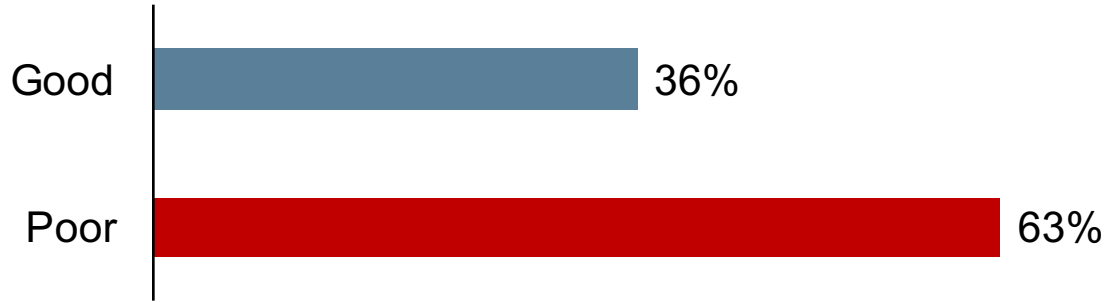
Economic Issues Were the Dominant Concern Despite Broader Concern About Changes

Most Important Issue Facing The Country

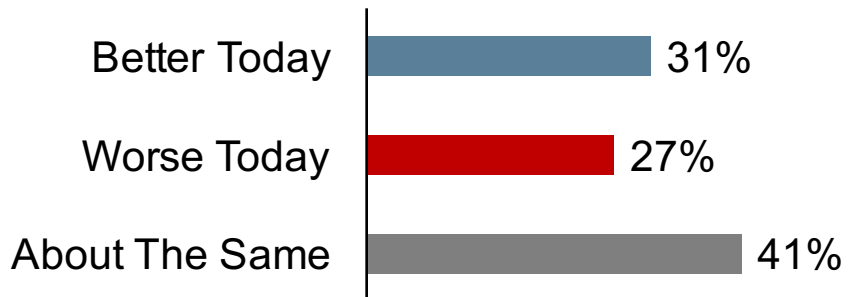


How People Felt About The Economy And Their Personal Financial Situation Was A Strong Predictor Of How They Voted

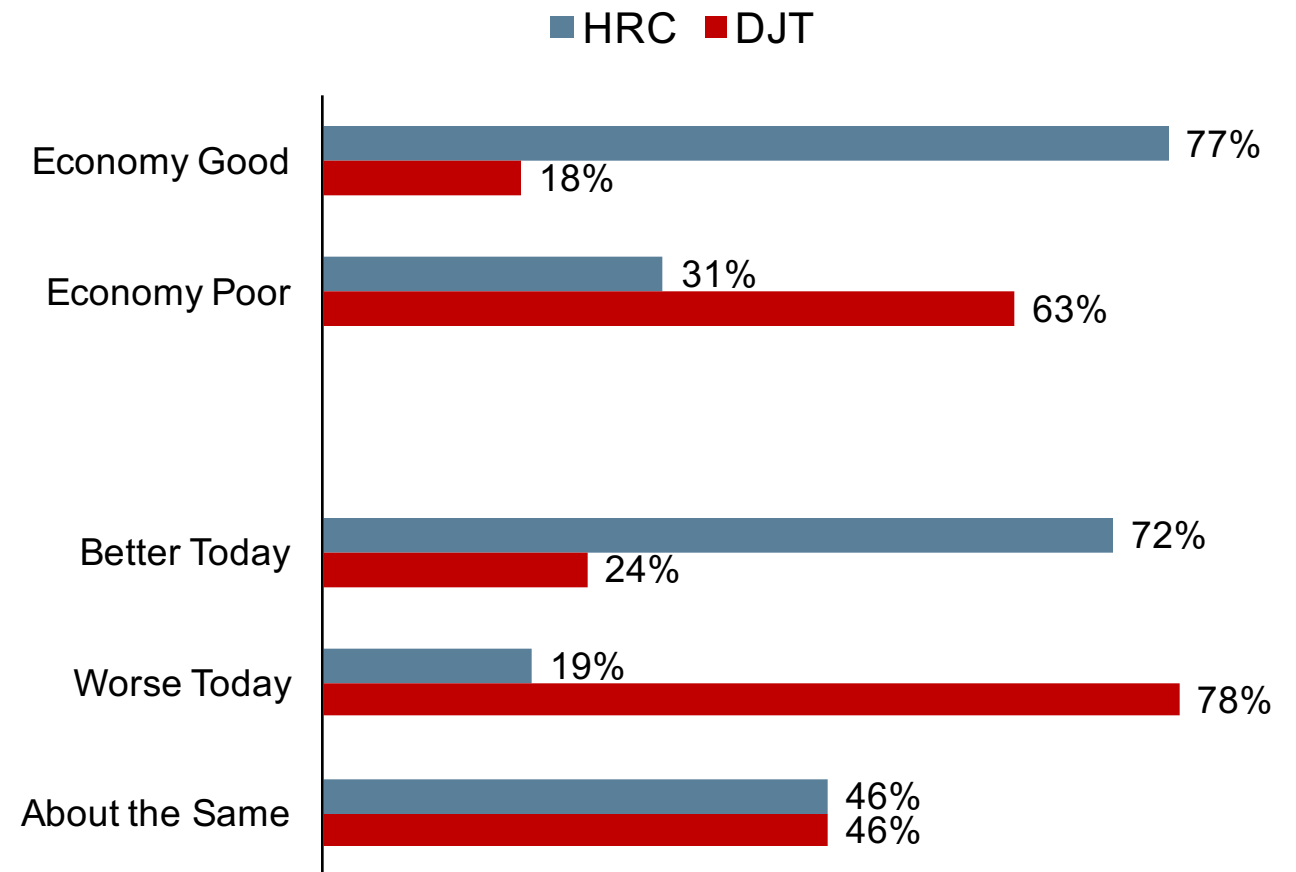
Conditions Of National Economy:



Financial Situation Compared to Four Years Ago:

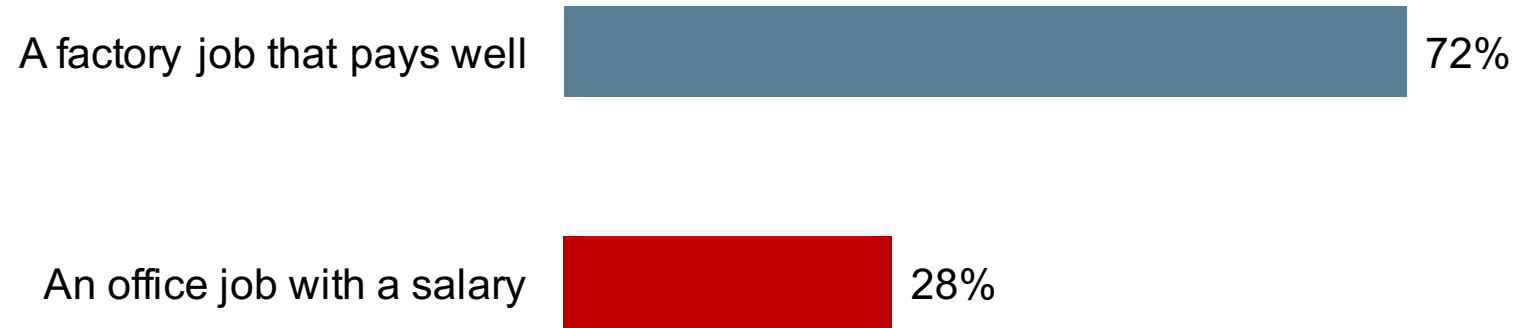


Vote Among Those Who Said...



White Working Class Voters Want the Types of Jobs They Fear Our Economy Is Losing – Jobs That Require Training More than College

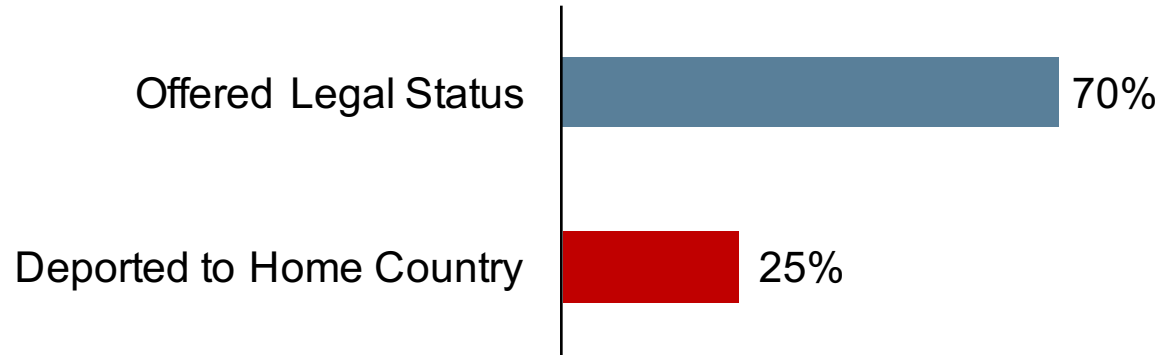
When You Think Of Creating More Good Jobs, Are You Picturing...



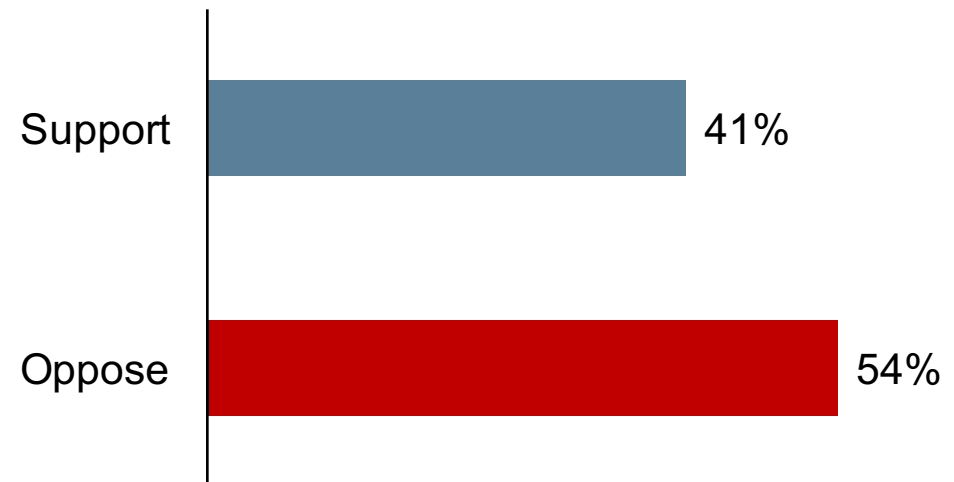
Note: This was consistent with an earlier round of focus groups that showed a similar preference

Immigration Is Important To Some Of Trump's Base – But Not An Issue With Wide Reach

Illegal Immigrants Working In The U.S. Should Be:



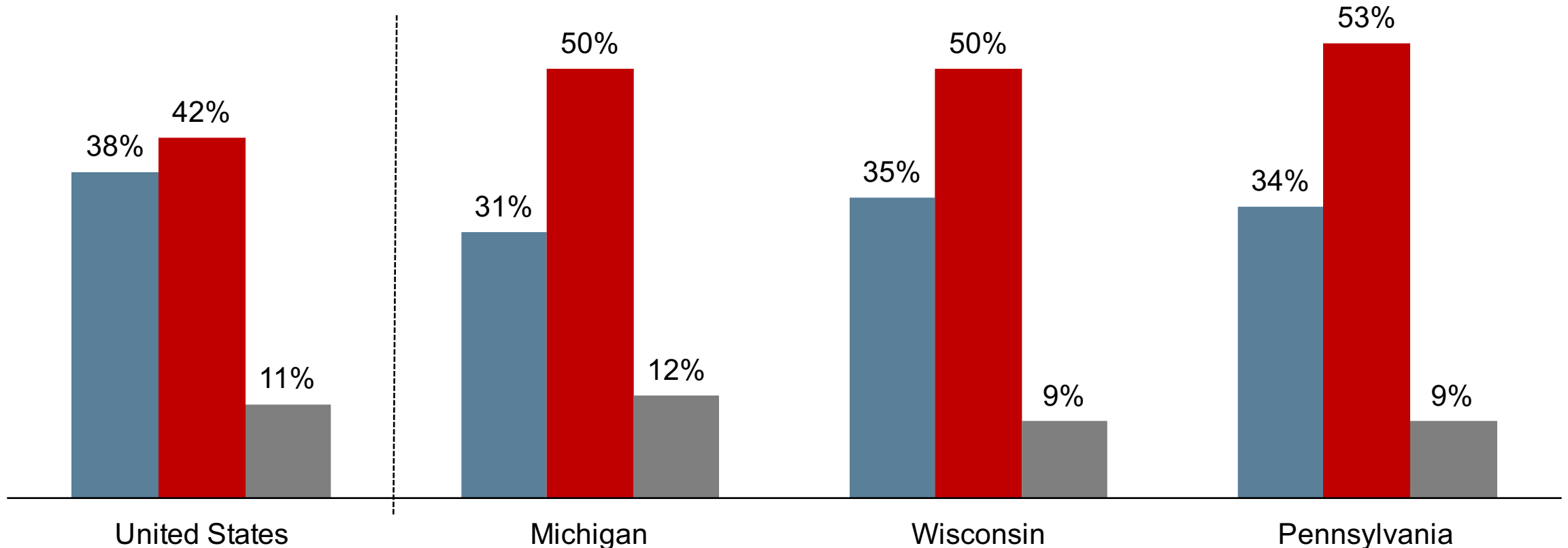
View of U.S. Wall Along The Entire Mexican Border:



More Voters Said That International Trade Takes Away U.S. Jobs Than Creates U.S. Jobs – This Was Especially True In The Midwestern States Pivotal To Trump’s Victory

Effect of International Trade

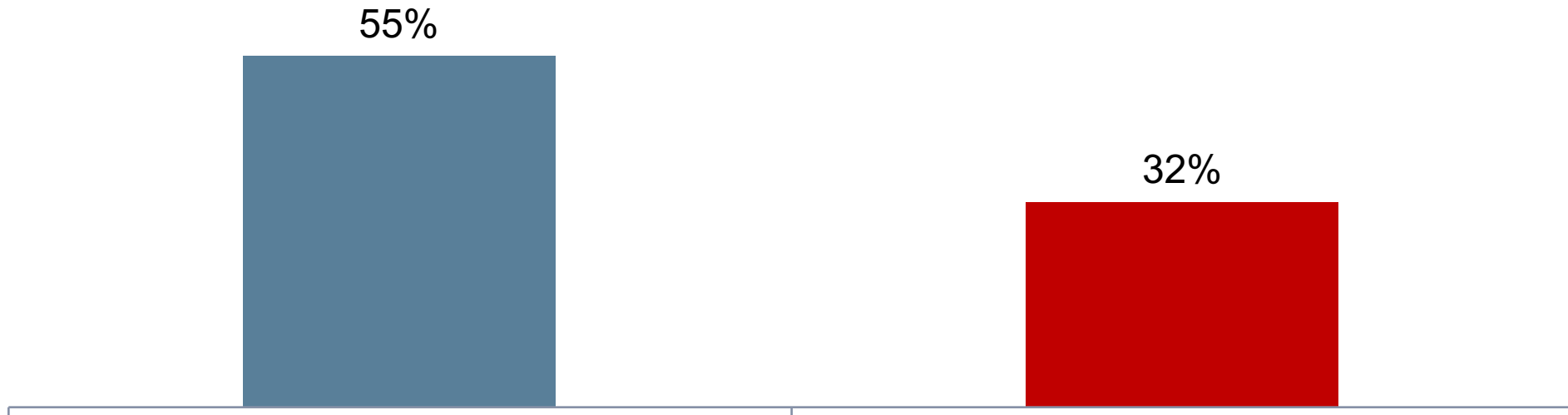
■ Creates U.S. Jobs ■ Takes Away U.S. Jobs ■ Does Not Affect Jobs



Voters Believe Trade Deals With Strong Labor And Environmental Standards Can Help The Economy

New trade agreements can help the economy and create good paying jobs if we ensure strong labor and environmental standards

The costs of trade agreements outweigh the benefits even if we ensure strong labor and environmental standards



While Trump Was A Strong Opponent of Trade, He Quietly Changed His Message During The Campaign

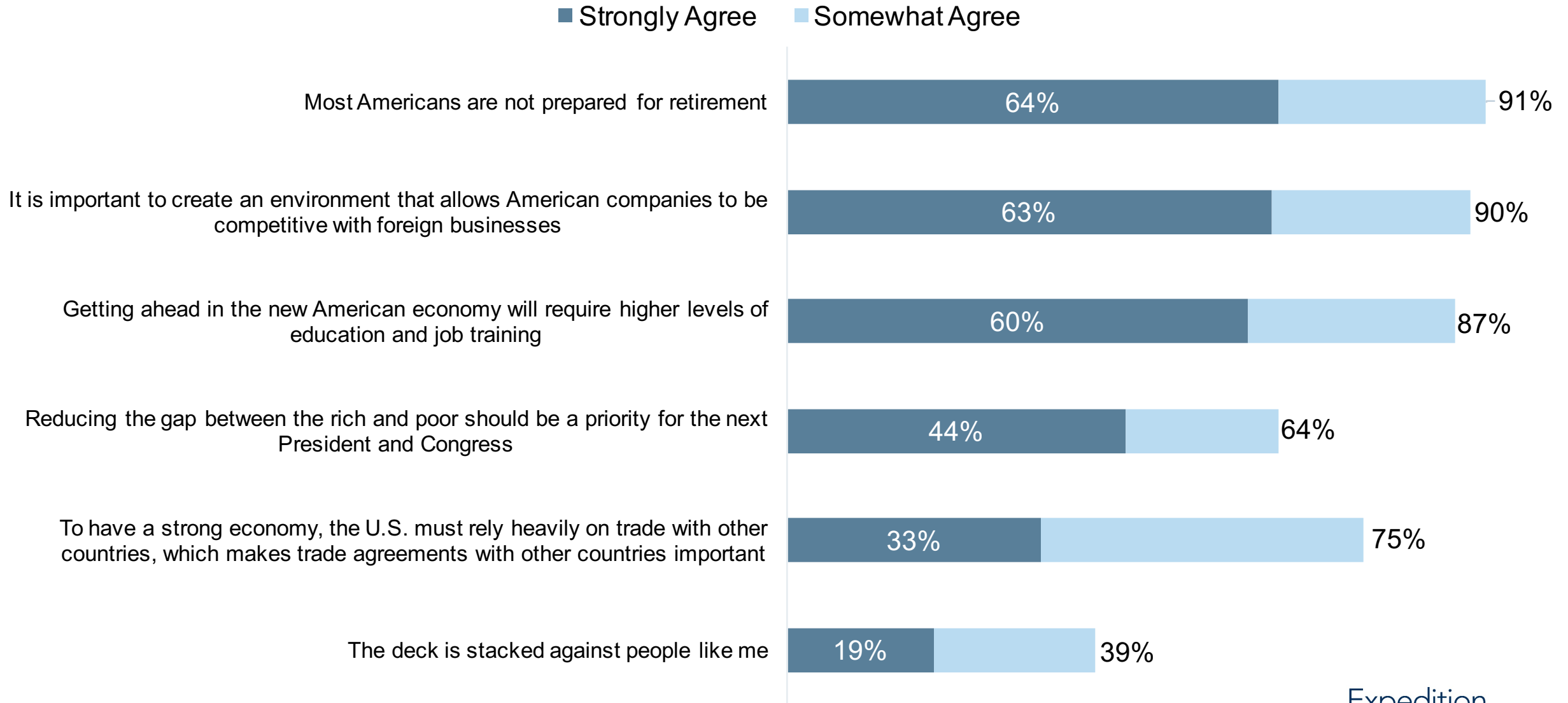
June 2016

Donald Trump vows in Rust Belt speech to punish China and end major trade deals

July 2016

Trump vows to overhaul 'horrible' trade deals

Voters Support A Competitiveness Agenda That Includes Their Own Competitiveness



“Battleground” data from a PPI poll fielded March 28 – April 2, 2016 with 200 interviews each in Nevada, Colorado, Ohio and Florida as well as an oversample of 200 swing voters across those four states.

What Happened

- **Voters expressed concern about the global economy is disrupting their lives and creating uncertainty. Trump engaged in a conversation with voters about this.**
- **Trump's success at this gave him an emotional connection with his supporters that protected him from attacks.**
- **It is probably not a coincidence that two of the states that shifted are represented by businessmen turned Governor – PA and MI and the third has a pro-business Republican Governor.**
- **And dismissing this as sexism misses the point – Obama won these states. They voted for hope and change in 2008 and again in 2016.**



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