

Arizona Eyes on DC:

Election 2016



A special election-focused window into Washington for business in Arizona
- news, trends, and discussions with thought leaders -

Total Spectrum/Steve Gordon & Associates

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Arizona Contacts

Steve Gordon

Managing Director
sgordon@stevegordon.com
(202) 546-0900

Ashley Ragan

Partner,
Southwest Regional Director
aragan@totalspectrumsga.com
(602) 451-4292

Dana Marston

Chief of Staff
dmarston@totalspectrumsga.com
(202) 681-3371

Arizona Eyes on DC is designed to help keep Arizona's business, agriculture, government and community leaders up to date on events and trends that can impact economic growth.

We steered clear of the politics of the campaign, but the election of a new President, building a transition government, and the beginning of a new era in Washington, D.C. is going to be disruptive to the status quo. You will want to be aware of - and maybe participate in - the upcoming legislative debates.

Taxes, regulations, infrastructure, immigration, and health care are at the top of President-Elect Trump's target list. We'll begin a series of articles right after Thanksgiving that will discuss each of these issues and others - and how they may impact Arizona.

But first, the election. Ashley and I spent a great number of years in politics before we founded Total Spectrum Arizona. We watched this Presidential campaign from the sidelines, and sat down this past weekend to unpack our thoughts and observations. We decided that this extraordinary election demanded a Special Election Edition of *Arizona Eyes*.

About Us

Total Spectrum

Total Spectrum - Arizona

Expertise

2016 and Beyond:
TrumpQuake

Donald Trump, with no experience in politics or government, defeated the Republican establishment candidates in the primary and then defeated the Democratic establishment candidate Secretary Clinton in the general election. That's why we call the article TrumpQuake... because there's no doubt the aftershocks will continue for a long time. We've attached links to a few interesting (and in some cases provocative) articles.



Steve Gordon
Managing Director



Ashley Ragan
Partner

2016 and Beyond:

TrumpQuake - Change, Checkbook, and Culture "...and what do you have to lose?" by Steve Gordon, Managing Director

This was always going to be a historic election about change. The question for the voters was whether they wanted a third term of President Obama's agenda or to go in a completely different direction.

Donald Trump was not the candidate the Republican establishment wanted. He defeated his establishment opponents in the Republican primaries and won the nomination. The general election was an equally uneven ride for establishment Republicans - especially for senators and congressmen running for reelection. The campaign themes of the presidential campaign and down-ballot campaigns are usually in sync - but not this year. Republican leaders urged their candidates to run their own race and strike a balance between embracing the Trump candidacy and opposing it.

Elections are always about WIIFM - *what's in it for me*. Voters usually support candidates who promote positions that will help their **checkbook** and speak to their **cultural concerns**.

The Trump message was pitched to middle class white voters and families in smaller cities and rural communities, especially those who have experienced economic downturns. Donald Trump's message to Americans who think that Washington has forgotten them was that he heard them - loud and clear. He asked African Americans "**what do you have to lose?**" - a message that many undecided voters ultimately asked themselves.

Secretary Clinton took a separate approach. She wrapped herself in the blanket of the Obama Administration, and relied on President Obama, Mrs. Obama, and Vice President Biden to be her chief surrogates. Mrs. Clinton hired the data people who did such an amazing job for the Obama campaign, and she worked to build a Clinton Coalition of African Americans, Hispanics, Asians, women, youth, and college educated whites. The Clinton message was that Donald Trump was both inexperienced and not fit to be president, and she rarely emphasized the economic issues that Senator Sanders had raised in their primary election battle.

Campaigns mirror their candidate. Secretary Clinton projects to many a cautious, careful, and controlled personality. The Clinton campaign was finely oiled and worked to overcome the organizational dysfunction of her 2008 effort. But they could not help project a warm, open, and genuine persona. The Clinton Foundation, private email server, and secret paid speeches to Wall Street reinforced negative perceptions.

Mr. Trump was loud, spontaneous, and bigger than life. His campaign used tweets and social media and gave less emphasis to broadcast media. The Trump campaign was vastly underfunded, and relied on state parties, the Republican National Committee, and statewide candidates for get out the vote efforts. Some people thought it was more of a concert tour than it was a national campaign.

Donald Trump was angry... exactly what his base, independents, and disaffected Democrat voters wanted him to be.

Exit polls released at 5 PM on Election Day showed Mrs. Clinton with a small lead in many key states. Reports indicated that she was nervous but confident - as were most Democrats. Pundits expected a Clinton victory and a Democratic wave that would defeat 4 to 6 Republican senators and secure a Democratic majority in the U.S. Senate.

TrumpQuake

Republicans - even college educated white voters who were turned off by Donald Trump - voted for him in a higher percentage than Democrats came home to vote for Mrs. Clinton. The enthusiasm of Trump's base 'trumped' the enthusiasm within the Clinton base. African Americans, Hispanics, and millennials did not vote at the projected levels, and lower middle class and rural white voters turned out in record numbers for Donald Trump.

Almost every national poll and pundit was proven wrong - due in part to incorrect assumptions of the actual voting universe, and an unseen and undetected Trump vote. The Clinton campaign rented the Javits Center in New York for its election party because of its literal glass ceiling, and had every expectation of winning. The Trump campaign was prepared for whatever came their way. The trend line was predictable until about 9 PM Eastern time, when Trump started to turn the tide - ultimately winning the key swing states of Florida, North Carolina, Pennsylvania, and Wisconsin.

- African American voters went to Hillary Clinton at the same rate that they voted for President Obama (approximately 88% to 8%), but the African American vote as a share of the electorate was down.
- Hispanic voters went to Hillary Clinton - 65% to 29% -- a much smaller margin for Mrs. Clinton than was predicted.
- Youth voters 18 to 29 went for Hillary Clinton 55% to 37% -- a smaller percentage than in 2012, when it was 60% to 37% for President Obama.
- Whites without a college degree fled to Donald Trump. In 1992, Bill Clinton won them by 1 point. In 2016, Donald Trump won them by 34 points.
- Voters with a college degree split 49% Trump and 45% Clinton
- 63% of voters didn't like Donald Trump, but 15% voted for him anyway.
- 60% of voters said Donald Trump had the wrong temperament, but 20% voted for him anyway.
- 60% of voters said he was unqualified, but 21% voted for him anyway.
- 56% of voters who said the U.S. Supreme Court was important went for Donald Trump
- Voters who believed the economy was important went narrowly for Trump - 49% Trump, 46% Clinton
- 78% of voters who thought they were worse off than four years ago voted for Donald Trump.
- 83% of voters wanted real change in Washington, D.C.

The vote was a primal scream from the forgotten who wanted to show the Washington, D.C. establishment in both parties who the boss is...and they did.

Donald Trump survived more self-inflicted problems than many thought possible. But President-elect Trump projected change for those who felt forgotten - Make American Great Again. Donald Trump heard their frustration and they heard his anger. As a national media reporter recently said, 'the voters knew who Donald Trump really was. They voted for him because Donald Trump knew who his voters were'.

TrumpQuake Hits Senate Races

Senate Republicans were faced with defending a four-seat majority in 2016. Many of their key races were in Democratic leaning states, and Democrat voters historically turn out in larger numbers in Presidential elections than they do in off year elections.

Republican leaders also knew that Senate races can become part of a national referendum and rise or fall in a wave, driving the outcome of individual races - more often than not, in one ideological direction. Republicans hoped to ward off the possibility of significant losses and the effects of a Democratic wave by emphasizing local concerns and issues, and by encouraging their candidates to run races that stand alone.

A wave did come - but it was a Republican one - and turned an effort designed to protect every seat and limit losses into a continued and expanded Senate Republican Majority, with the prospect of an even bigger Republican majority in 2018.

Winners in key Senate races:

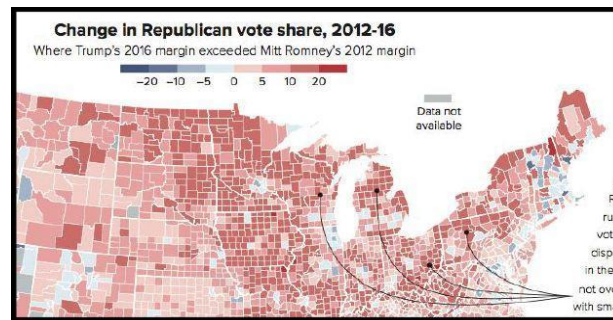
Senator John McCain (R-Arizona)
Senator Marco Rubio (R-Florida)
Representative Tammy Duckworth (D-Illinois)
Representative Todd Young (D-Indiana)
Senator Roy Blunt (R-Missouri)
Governor Maggie Hassan (D-New Hampshire)
Senator Richard Burr (R-North Carolina)
Senator Rob Portman (R-Ohio)
Senator Pat Toomey (R-Pennsylvania)
Senator Ron Johnson (R-Wisconsin)
Catherine Cortez Masto (D-Nevada)

Further readings...

A roundup of perspectives from some of our best sources

[Midwestern Realignment Powers Trump to Stunning Victory](#)

Defying expectations among pundits and pollsters alike, President-elect Donald Trump won the 2016 presidential election by breaking open Hillary Clinton's electoral "firewall" in the Midwest.



[Trump's Data Team Saw a Different America - and They Were Right](#)

The president-elect's analysts picked up disturbances others weren't seeing - the beginning of the storm that would deliver Trump to the White House. (*Bloomberg Business Week*, November 10, 2016)

[How Trump Won with Evangelicals - and Won Big](#)

Donald Trump won the white evangelical vote by historic margins, taking a bigger share with the group than Mitt Romney, John McCain and even George W. Bush did, according to exit polls. In so doing, the president-elect overcame what many assumed would be paralyzing disadvantage for the thrice-married Manhattanite who once favored abortion "in every respect and as far as it goes." (*The Hill*, November 13, 2016)

[Cracks, and not the ceiling kind, were evident on Clinton's last day on the trail](#)

The Democratic nominee ended up losing all three of the states she visited on her final whirlwind day of campaigning. (*Washington Post Politics*, November 12, 2016)

[Why Trump Won: Part 1](#)

First, we believe Hillary Clinton and Democrats could have won this election if Democratic base voters turned out at higher numbers and appealed to enough white working class voters, particularly women, to win the Rust Belt. (*Stan Greenberg and James Carville, Democracy Corps*; November 11, 2016)



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