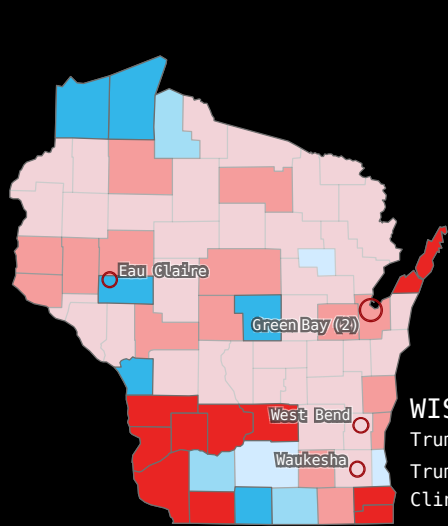
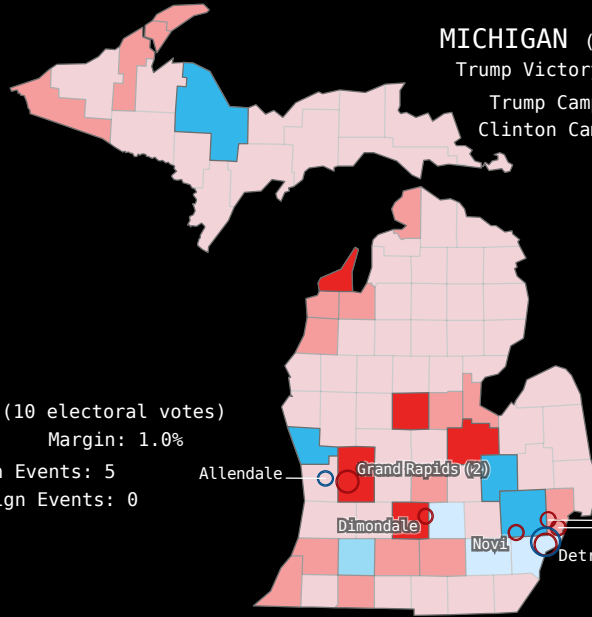


The Five Closest States in the 2016 Presidential Election

- can county results and campaign events shed insight into the upset?

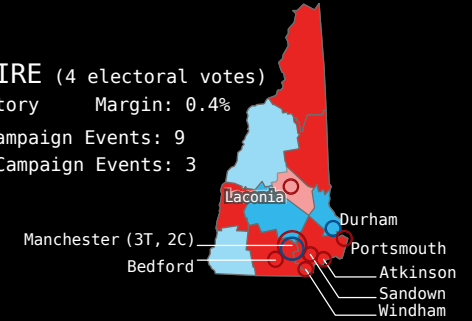


WISCONSIN (10 electoral votes)
 Trump Victory Margin: 1.0%
 Trump Campaign Events: 5
 Clinton Campaign Events: 0

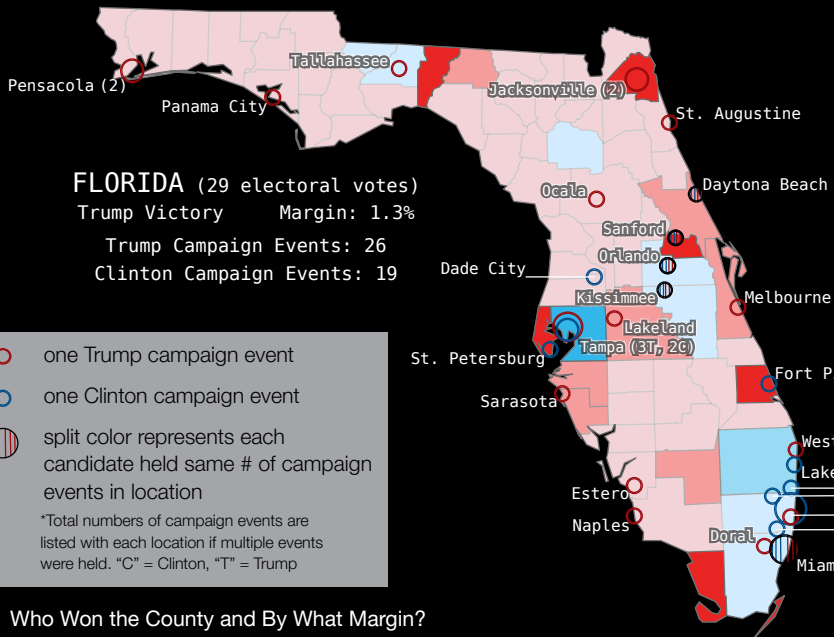
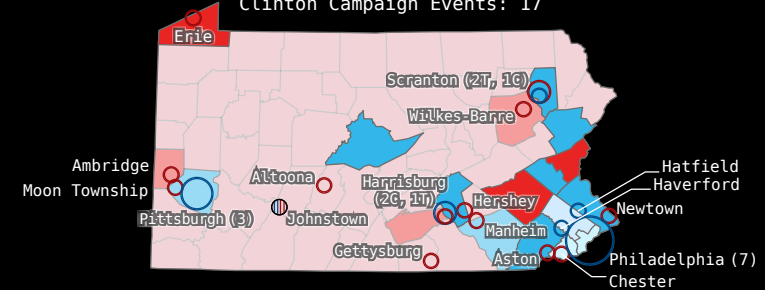


MICHIGAN (16 electoral votes)
 Trump Victory Margin: 0.3%
 Trump Campaign Events: 8
 Clinton Campaign Events: 4

NEW HAMPSHIRE (4 electoral votes)
 Clinton Victory Margin: 0.4%
 Trump Campaign Events: 9
 Clinton Campaign Events: 3



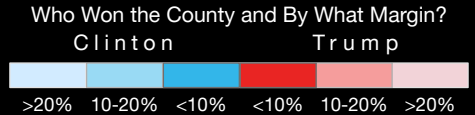
PENNSYLVANIA (20 electoral votes)
 Trump Victory Margin: 1.2%
 Trump Campaign Events: 15
 Clinton Campaign Events: 17



FLORIDA (29 electoral votes)
 Trump Victory Margin: 1.3%
 Trump Campaign Events: 26
 Clinton Campaign Events: 19

- one Trump campaign event
- one Clinton campaign event
- ▬ split color represents each candidate held same # of campaign events in location

*Total numbers of campaign events are listed with each location if multiple events were held. "C" = Clinton, "T" = Trump



Trump outcampaigned Clinton in the five closest states by 46%. Although she held more campaign events in Pennsylvania than Trump, 10 of the 17 of these were in Philadelphia and Pittsburgh, locations that have overwhelmingly voted for the democratic candidate in the past.

Following the election, critics pointed to Clinton's lack of campaigning outside of major cities as one reason for her failure to win key swing states. This is problematic because large cities often favor the democratic candidate anyways. Indeed, in these five states **Clinton campaigned in counties that she won by more than 20% 21 times, or nearly half of her events.** Also, **Trump held campaign events in 36 cities with populations less than 100,000 while Clinton only held 14.**

These statistics suggest that Trump's widespread campaigning strategy in swing states and Clinton's more narrowed focus on large cities where she already had a strong base contributed to Trump's surprise victory.