



The Phenomenon of Donald Trump

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While the first part of this century has been generally good for an **expanding middle class around the world,**

Figure 4. Change in real income between 1988 and 2008 at various percentiles of global income distribution (calculated in 2005 international dollars)



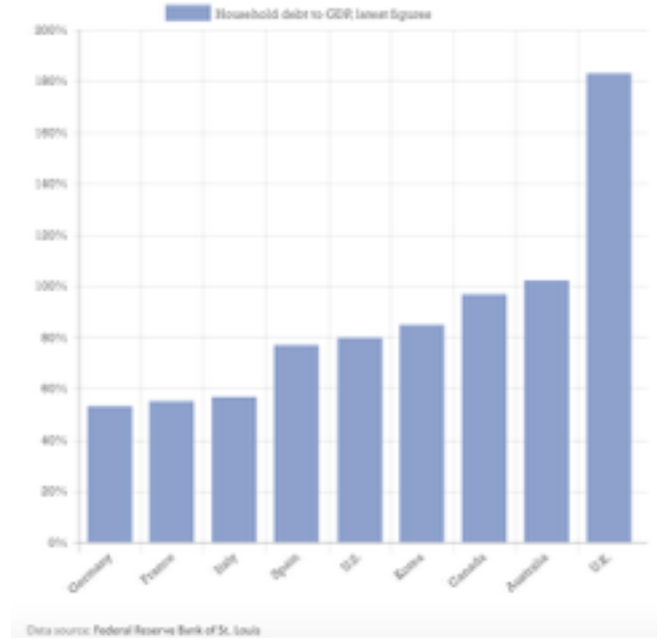
Note: The vertical axis shows the percentage change in real income, measured in constant international dollars. The horizontal axis shows the percentile position in the global income distribution. The percentile positions run from 5 to 95, in increments of five, while the top 5% are divided into two groups: the top 1%, and those between 95th and 99th percentiles.



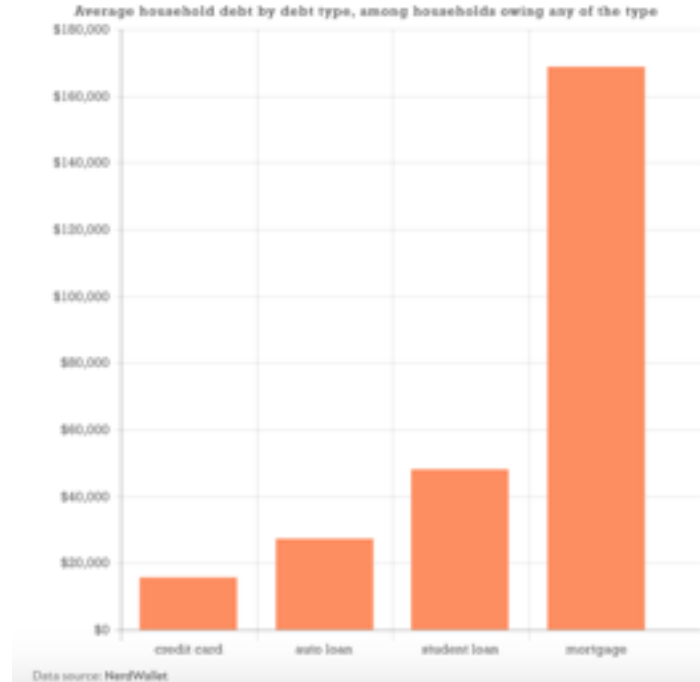
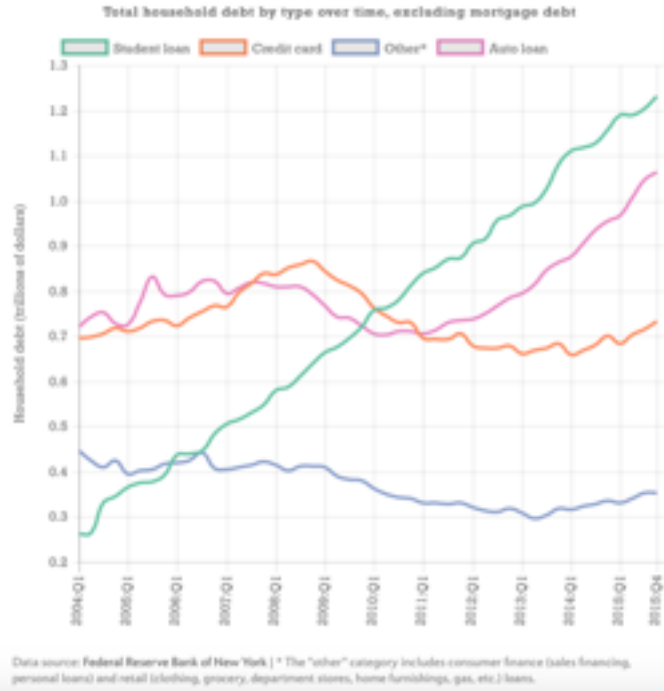
In the US, most people, with the exception of the very rich, have been **falling behind.**



US household **debt is on the rise**, and although it's better than during the recession, it's currently greater than Germany, France, Italy, Spain



Now, **student debt exceeds all other forms**, other than mortgage



We are the **most stressed out** people in the world (except Iraqis)

Experience Stress Yesterday

Trend Rank Scatter Plot



SOURCE: GALLUP WORLD POLL



Only **1-in-4** are satisfied with the way things are going

In general, are you satisfied or dissatisfied with the way things are going in the United States at this time?

■ % Satisfied



GALLUP



Because...



The Atlantic
SUBSCRIBE SEARCH MENU

The Secret Shame of Middle-Class Americans

Nearly half of Americans would have trouble finding \$400 to pay for an emergency. I'm one of them.



So not surprisingly, **confidence** in nearly every American institution (except military) is **down** since the time Reagan was elected



Banks



Newspapers



Church



Congress



Big Business

1980: 60%

51%

65%

34%

32%

Today: 27%

20%

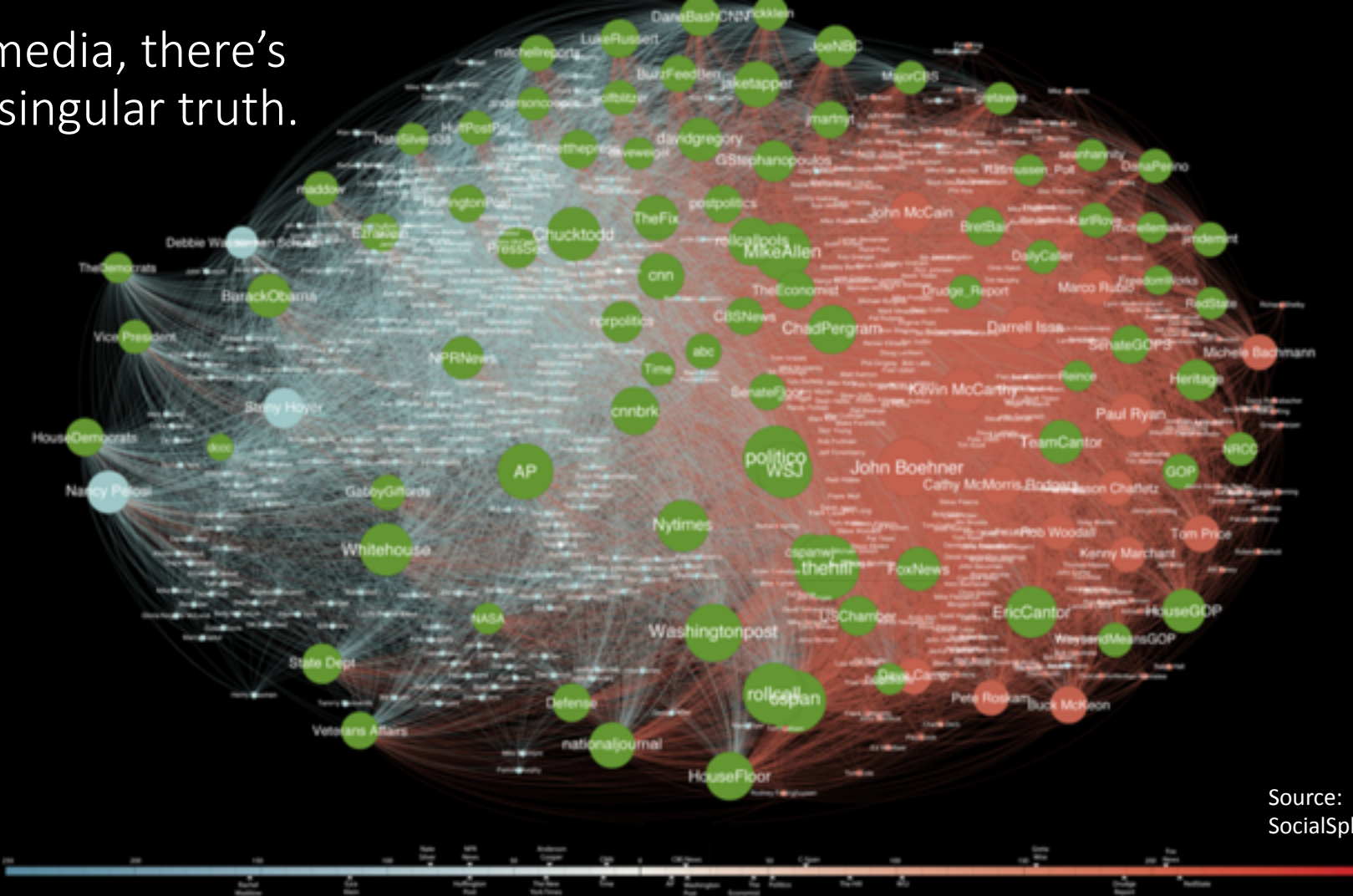
41%

9%

18%

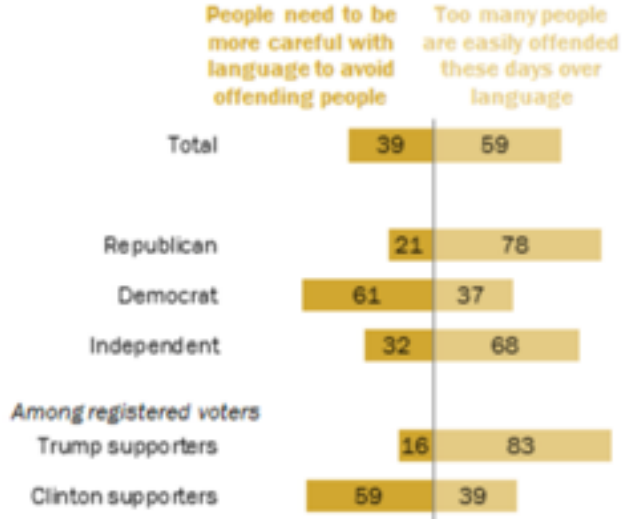


In media, there's no singular truth.



Partisan differences over whether too many are 'easily offended' by language

% who say ...



Notes: General election support is based on registered voters.

No answer responses not shown.

Source: Survey conducted June 7-July 5, 2016.

PEW RESEARCH CENTER

And a majority of Americans just **don't want to be politically correct** anymore.



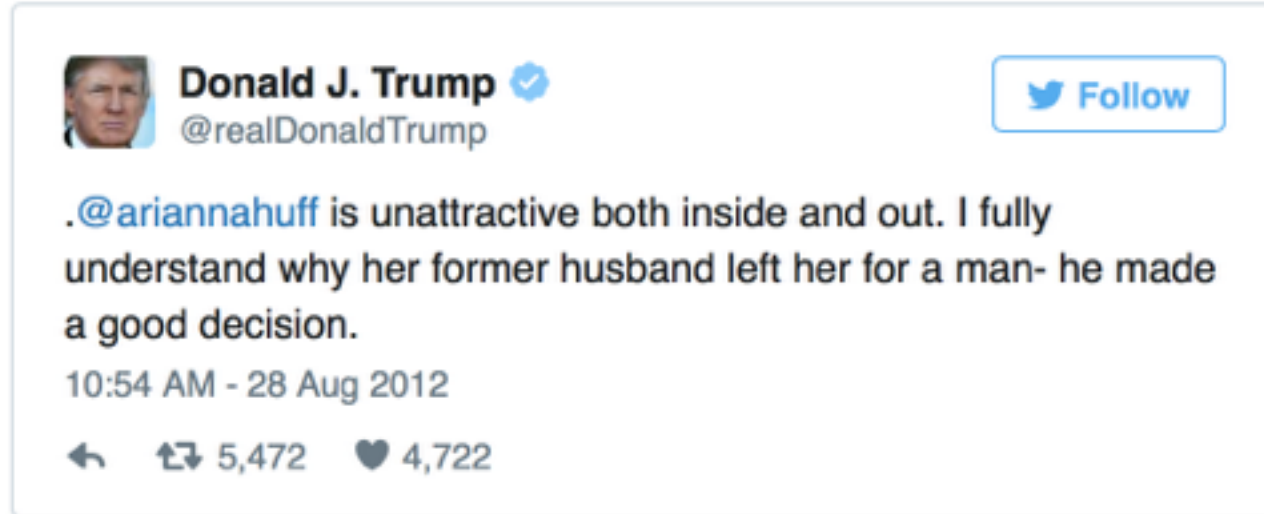
All of this created something most of us have never seen before -

New and younger voters in the Democratic primary overwhelmingly voted for an avowed Democratic-Socialist, who promised to reduce inequality, break up the banks and make public colleges tuition free;

Republicans frustrated with a dozen+ other politicians who represented the very same institutions that got us in this state, voted for someone far outside the current system who was not afraid to tell it like it is.



It should not be a surprise that Trump used social media to gain attention — his past record showed that the **meaner** he was, the more praise and attention he seemed to receive.



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Donald J. Trump ✓

@realDonaldTrump

 Follow

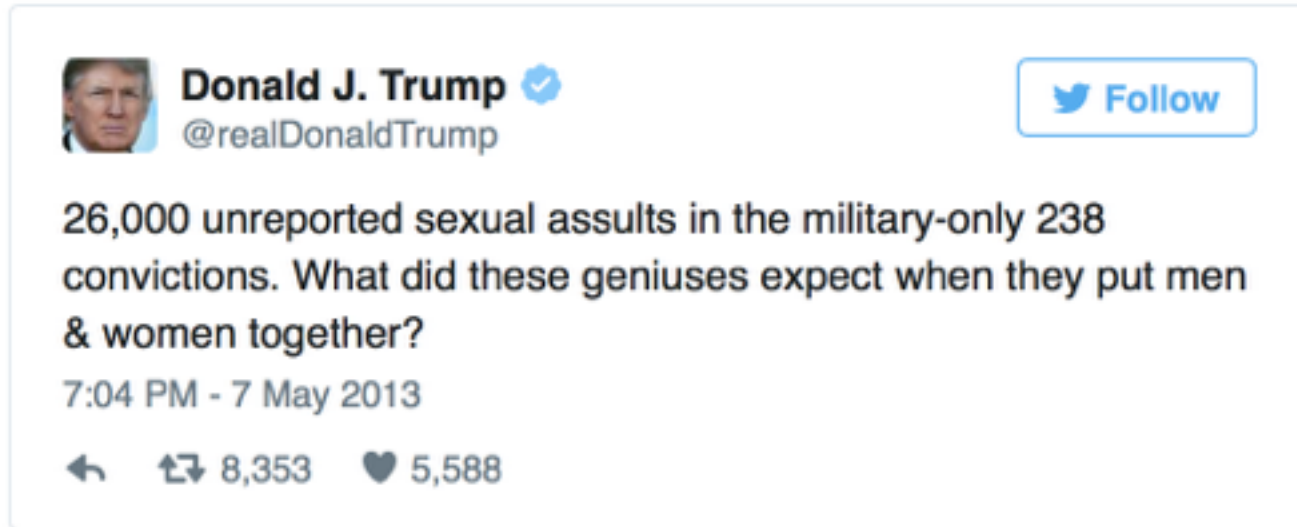
I have never seen a thin person drinking Diet Coke.

2:43 PM - 14 Oct 2012

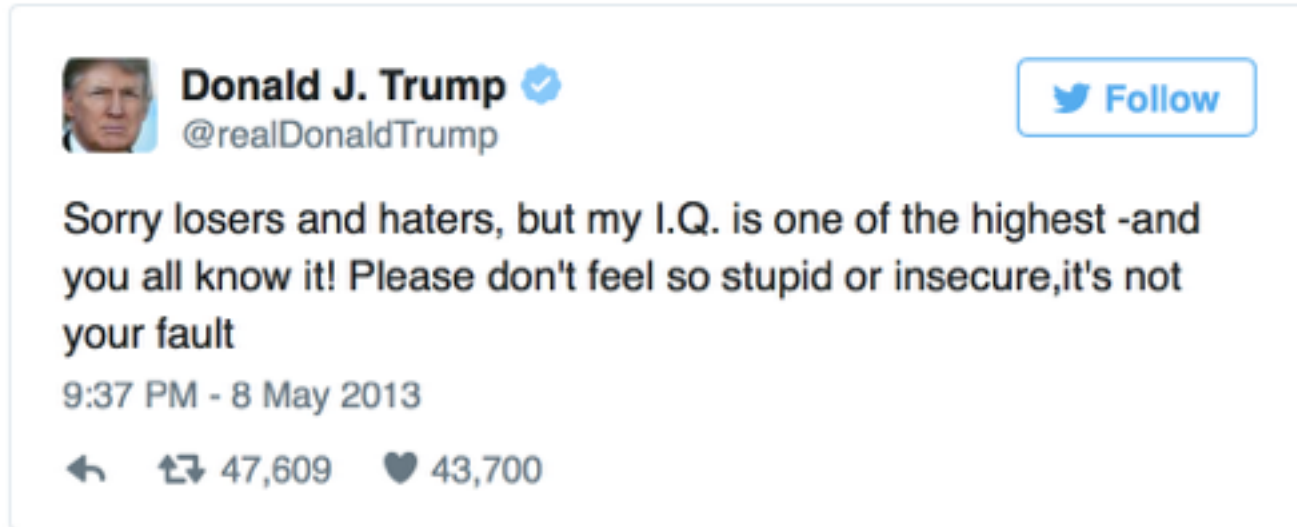
  53,417  55,030

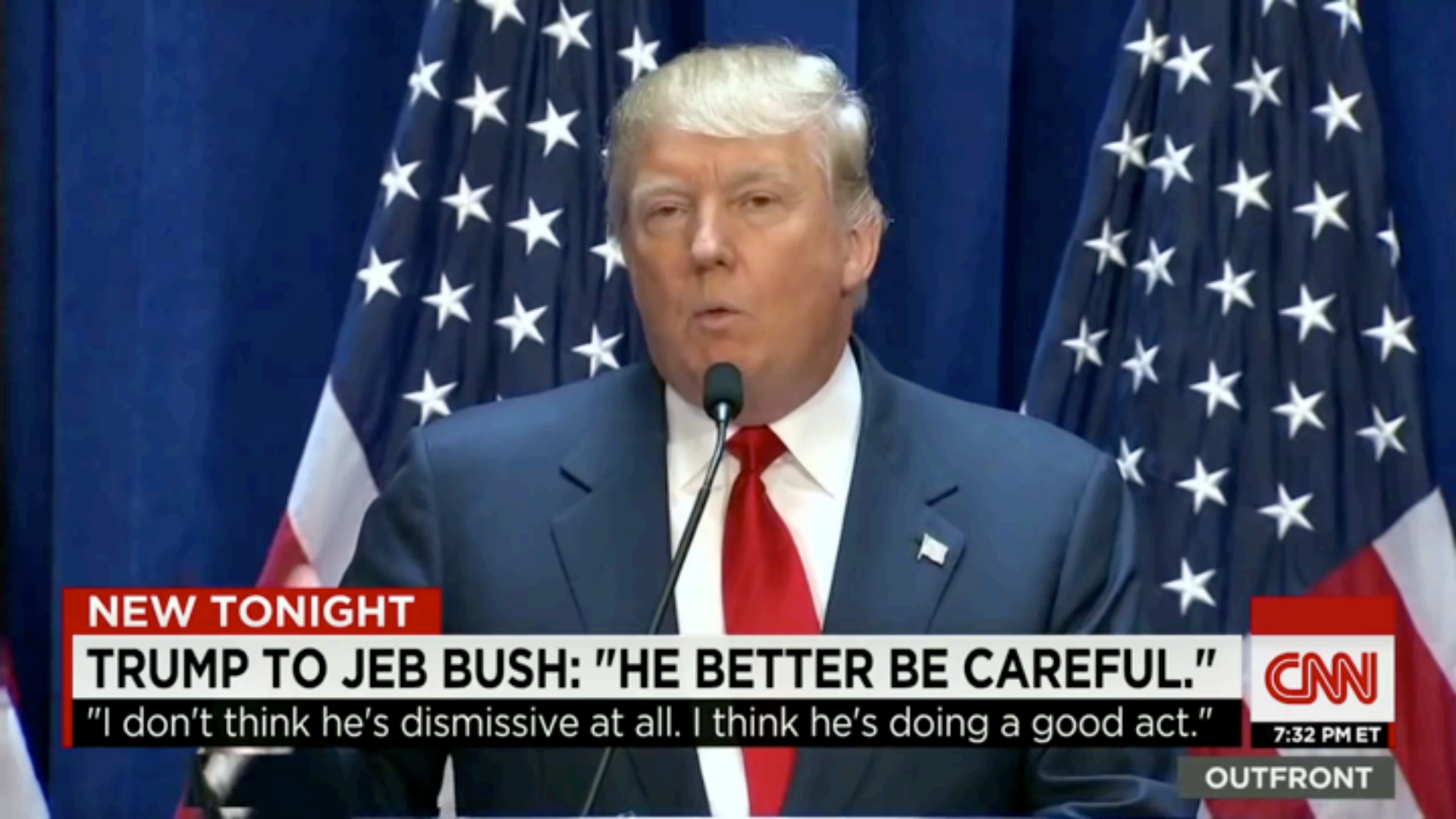


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NEW TONIGHT

TRUMP TO JEB BUSH: "HE BETTER BE CAREFUL."

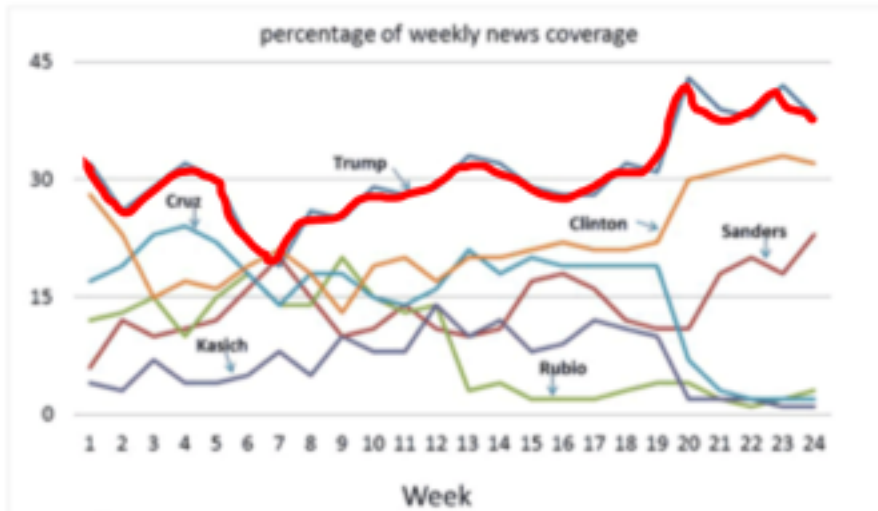
"I don't think he's dismissive at all. I think he's doing a good act."

CNN

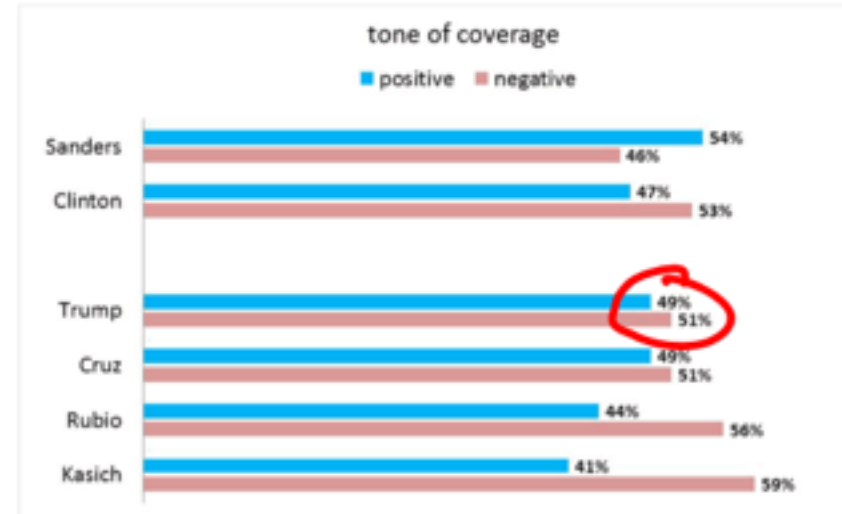
7:32 PM ET

OUTFRONT

It seemed to work well for him. According to Harvard, he received far more coverage than anyone and the highest percentage of positive share except for Sanders.



Source: Media Tenor.



Source: Media Tenor. Based on weekly averages, January 1-June 7, 2016. Averages for Cruz, Rubio, and Kasich based on period when they were active candidates.

And he did it by spending less than **1/3 the funds of Clinton** and **1/4 of Sanders**

	TOTAL RAISED IN MILLIONS	CANDIDATE RAISED	SPENT	CASH ON HAND	SUPER PACS & OTHER PACS RAISED	SPENT	CASH ON HAND	OTHER GROUPS RAISED
 Hillary Clinton	\$334.9	\$238.2	\$195.7	\$42.5	\$96.7	\$44.9	\$52.6	
 Bernie Sanders	229.1	229.1	219.9	9.2	<0.1	0.1	<0.1	
 Donald J. Trump	67.1	64.6	63.3	1.3	2.5	2.0	0.5	
 Jeb Bush DROPPED OUT	162.1	35.2	35.2	<0.1	126.9	123.4	3.5	
 Ted Cruz DROPPED OUT	158.0	92.6	85.8	6.8	65.4*	54.9	10.8	
 Marco Rubio DROPPED OUT	125.0	47.3**	50.7	<0.1	61.8	59.8	2.1	15.8
 Ben Carson DROPPED OUT	76.7	64.2	62.4	1.8	12.5	12.4	0.3	
 John Kasich DROPPED OUT	48.8	19.4	18.8	0.6	17.7	25.8	0.9	11.7



Hillary running on a theme that we're stronger together and Trump doesn't have the **temperament;**



Trump is running on theme that we need to make America great again and Hillary's **crooked.**

Neither are trusted.





Booked Presidential Campaign Local-Market Spending on TV and radio from Sept. 8 through Nov.7



States where only Clinton and pro-Clinton PACs have booked spending

States where both Trump and pro-Trump PACs and Clinton and pro-Clinton PACs have booked spending

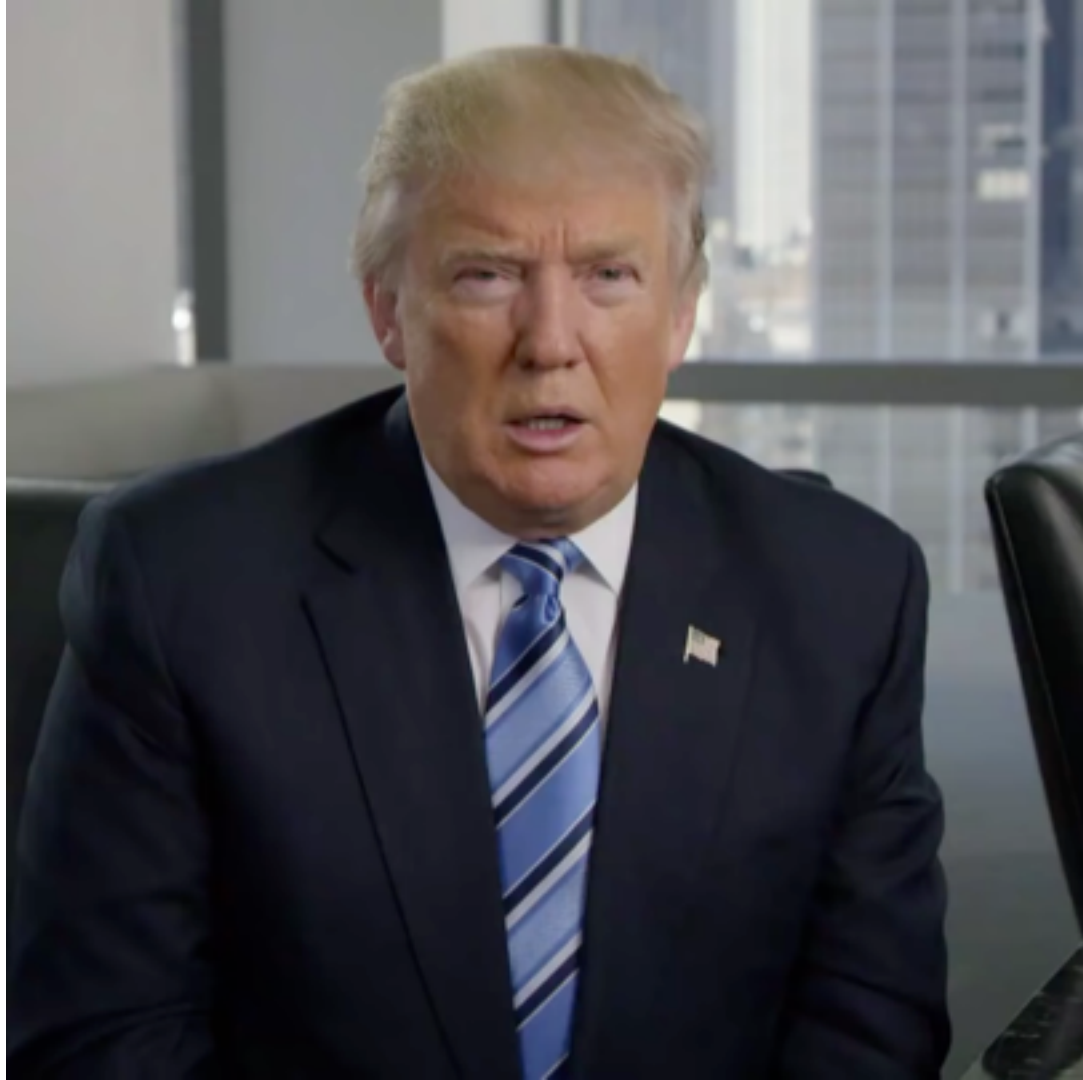
Total booked spending for Hillary Clinton and pro-Clinton PACs: **\$123,705,033**

Total booked spending for Donald Trump and pro-Trump PACs: **\$3,214,880**









And neither one (until VERY recently) is talking to the group that will likely elect the next POTUS.



Politics

Clinton is losing some millennial voters to third-party contenders

Millennial Voters May Cost Hillary Clinton the Election

The Democratic nominee hasn't matched the support Barack Obama garnered during his presidential campaigns. Can she turn that around before November?

2016

Could undecided voters swing the election?

They tend to be young, admiring of Bernie, and deeply dissatisfied with Clinton and Trump. But no one knows if they're persuadable.

By STEVEN SHEPARD | 08/29/16 05:26 AM EDT

Can Clinton Win the Kids Back?

New polling shows the Democratic nominee is losing support among millennials to third-party candidates. So she's turning to Bernie Sanders and Elizabeth Warren for help.




Clinton Losing Millennial Support Nationally and in Key States

Dante Chinni
Sunday, 18 Sep 2016 | 9:10 PM ET

NBC NEWS

Marco Jose Sanchez / AP

Nearly every data point from our Harvard IOP polling indicates that the relationship between our government and Millennials is fractured.



trust no one

Less than 1-in-4 trust the federal government (23%), Congress (18%), Wall Street (11%) or the media (9%) to do the right thing.

Hillary Clinton's unfavorable rating is nearly 2x her favorable (60%-31%), Donald Trump's is 4x, 74% unfavorable and 18% favorable.

Majority do not support capitalism, 48% believe the American Dream is dead and 47% believe our justice system is unfair.



More than 4-in-5 say significant reform in Washington is needed; 33% believe we should find a “reset button and start again.”

SMAASH
CAPITALISM
NOW

To engage Millennials now and in the future, trust in the system and in those who seek to lead it, must be re-built. Our polling indicates that five topics must be addressed to win the White House and win back the hearts and minds of America's largest generation.

Millennial Agenda for the Next President

- 1. Grow the economy.**
- 2. Reduce terrorism at home and abroad.**
- 3. Unite Americans to address inequality on every front.**
- 4. Inspire the post-9/11 unified America many recall.**
- 5. Reduce the role of big money in politics.**

 InstituteOfPolitics
@HarvardIOP

Following

This could be the @Snapchat election! Covering news is in everyone's hands. - @dellavolpe
#SocialPoliticsIOP



RETWEETS LIKES

0:22 PM - 8 Oct 2015

Peter Hamby and SocialSphere, Inc.

🔍 📧 🍷 🌐

- On any given day, **Snapchat** reaches 41% of all 18 - 34 year-olds in the U.S. In comparison, an average individual U.S. TV network only reaches 6% of the same demographic.
- Twice as many 18-24 year-olds watched the first GOP debate on **Snapchat vs. TV.**



Thank you.

@dellavolpe

