

Table 2. Influences on the 2016 Presidential Vote

Influences	% of Total	Vote		Contribution to Vote	
		Clinton %	Trump%	Clinton %	Trump%
<i>Issues</i>					
Economy	52	52	42	14.4	10.9
Foreign Policy	13	60	34	4.1	2.2
Immigration	13	32	64	2.2	4.2
Terrorism	18	39	57	3.7	5.1
<i>Traits</i>					
Bring needed change	39	14	83	2.8	16.2
Right experience	21	90	8	9.6	0.8
Good judgment	20	66	26	7.2	2.6
Cares about People	15	58	35	4.7	2.6
Total Vote %				48.7	44.7

Source: Author's calculations from data of National Election Poll.
 Contribution to the vote calculated by multiplying percentage emphasizing the issue or trait (column 2) by percentage voting for the candidate (columns 3 or 4).
 The calculations assume that the impact of the combined issues equaled that of the combined traits.
 The total effects on Clinton and Trump votes are imprecise.
 Other significant issues and traits were not included in the poll questions.

Source: National Exit Poll