Why Donald Trump Won The 2016 Presidential Election

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The presidential election of 2016 was a very unexpected and surprising one to many Americans. Many people, both Democrats and Republicans, saw Hillary Clinton being elected as the new president. It was a shock to many when Donald Trump won and became America’s new president-elect. There are many reasons why Donald Trump won, such as his campaign tactics. Donald Trump campaign slogan, the people he campaigned to, and his victories in key swing states gave him a strong advantage in this election over Hillary Clinton. Additionally, the overall distrust and dislike of Hillary Clinton from Americans hurt her numbers, which allowed Trump to pick up where she slacked off. Finally, Donald Trump’s policy positions gave him another push to win in this historical election.

 Donald Trump’s campaign slogan was “Make America Great Again” which told American’s that he was focusing on America as a whole and wanted the best for our entire country. Hillary Clinton’s campaign slogan was not as well advertised. Many people used the slogan “I’m with her” which showed focus on Clinton rather than the American people. Her main slogan was “Stronger Together” however this was not well advertised and many people were not aware of it. Hillary Clinton was the epitome of a corrupt politician and American people are tired of that. Trump was an outsider, running for president from a desire to help our country and move it in the right direction, which appealed to many Americans.

 Another campaign tactic that gave Trump the advantage was the people he campaigned to. Clinton seemed to campaign more towards celebrities and minorities. In contrast to that, Trump campaigned to the average blue-collar Americans and those average white, middle-class Americans who seem to feel forgotten in this day in age. Democrats believed that they did not need the support of white, working-class voters; they assumed they had that in the bag. In the 2012 presidential race, Obama campaigned furiously towards middle-class Americans while in the 2016 election, that was the least of Hillary Clinton’s worries (Cohn & Monkovic, 2016). Her slack on campaigning towards this group allowed Trump to pick up where she left off and gain a huge amount of support from these voters; many of which reside in swing states.

 The swing states are another reason Trump was able to obtain a victory. Hillary Clinton won the popular vote in the United States but she lost in important swing states which gave Trump the edge. In order to win a US presidential election, a candidate must receive at least 270 electoral college votes; the popular vote does not decide our president. The electoral college has only failed the popular vote about 5 times in history. While Trump did not win the popular vote, he was able to win key swing states to increase the number of electoral college votes he received. Trump won states such as Pennsylvania, Wisconsin, Ohio, Iowa, and North Carolina, which were all important swing states that Hillary needed to win in order to secure a victory in the election ("2016 Presidential Election Interactive Map", 2016). Some of those states have gone blue in many past elections and Trump winning in those states was a huge hit to the Democratic party (Montanaro, 2016).

 Many Americans voted for Donald Trump because of a dislike for Hillary Clinton. Donald Trump has worked hard for everything in his life and he has earned everything he has fair and square, which is the embodiment of the American dream. Trump’s hard work is an inspiration to Americans and speaks to the average American, as he is an example that hard work and motivation can take you far in life.

Clinton has been a politician for years and many view her as extremely corrupt. Her email scandal definitely hurt her in this election. Many Americans felt that they could not trust her and did not feel comfortable voting her in office. The FBI reopened her case just days before the election and that resonated deeply with voters. Clinton was also able to get away from the scandal with absolutely no charges brought against her which told voters that the system was biased and that she could get away with essentially anything. Americans are tired of the corruption in government and Trump was uncorrupt and new to politics, which is a refreshing change to the system. Voters felt that he could make a great change and fix American politics (Krieg, 2016). Clinton was not a symbol of change to America. Her democratic competitor, Bernie Sanders, also wanted change in America. However, when he did not win the nomination, his supporters did not want to support Hillary. Even though some of his supporters did vote for Clinton, some even voted for Trump because he represented change for America while Hillary did not. Other Bernie Sanders supporters voted third party. Hillary Clinton believed she gained all of the support from Bernie supporters, however her belief was misconstrued. Those that voted for third parties such as Gary Johnson or Jill Stein were votes that Hillary lost and could have given her a victory if she tried to cater towards them and gain their support (Krieg, 2016).

Many argue that Trump’s rhetoric and the tapes that came out of him were extremely terrible and that he was a racist, sexist, bigot. However, while terrible things were said, actions speak louder than words and Hillary Clinton’s corrupt actions had a greater effect on Americans than some words that Trump said. In a poll, 51% of people voted for Donald Trump out of a dislike for other candidates opposed to 38% of people voting for Hillary Clinton out of dislike for other candidates (Huang, Jacoby, Strickland, & Lai, 2016). This shows that more people had a dislike for Clinton and voted for Trump versus a dislike of Trump and voting for Clinton.

Americans also voted for Trump because they favored his position on controversial topics, such as abortion, immigration, and the economy. First off, Trump is pro-life while in comparison, Hillary Clinton is pro-choice. Clinton supports late-term abortions and she believes that it is acceptable to terminate a pregnancy in the third trimester when fetuses are almost completely and fully developed. The strong majority of Catholics, Protestants, and other Christians are pro-life and that is a very important issue to them. Catholic voters have a tendency to vote democratic in elections however in this election, 52% of Catholics voted for Trump (Huang, Jacoby, Strickland, & Lai, 2016). Additionally, 58% of Protestants and other Christians voted for Trump, compared to 39% that voted for Clinton (Huang, Jacoby, Strickland, & Lai, 2016). Abortion is a touchy issue for religious voters and those people have a very hard time supporting a candidate that supports late-term abortions.

Immigration was another extremely hot topic that this election focused on. Hillary Clinton supports open borders to our country while many Americans have a problem with that. She supports people coming into our country illegally and welcoming them with open arms. With terrorism and many other problems that we have happening around the world currently, this worries Americans as those who pose a threat to our national security could enter our country very easily and cause harm. Additionally, illegal immigrants are taking jobs from hard-working American citizens. Voters were frustrated with this and wanted a change. Trump wants to close our borders, increase background checks, and reform our immigration system, making it harder for people to enter our country illegally. Americans want to feel safe and protected in their own country, which is a reason they voted for Trump. More Latinos voted for Obama in 2012 than they did for Hillary in this past 2016 election (Montanaro, 2016). She lost a chunk of support from this part of the electorate which cost her votes. If she had more support from Latinos, she most likely would have won Florida, which has a large Latino population. With the electoral votes from Florida, Hillary Clinton could have possibly won the election.

Another key policy topic was the economy in the United States. Currently, there are many jobs that are outsourced to other countries due to trade deals. When companies do this, jobs here in America are lost and benefits are given to other countries. Donald Trump wanted to stop this and bring jobs back to America. Trump wanted to keep companies from going overseas so that Americans could find jobs here at home; which would benefit the American economy. This again shows how Trump catered towards the working middle-class here in the United States. Trumps background as a business man helps Americans put more confidence in him to help manage our economy.

Donald Trump’s victory in the 2016 presidential election will go down in history. This was an extremely controversial, surprising, and unexpected victory. While many did not see him winning the presidential race, there are many factors that go in to him being elected. His campaign tactic, Hillary Clinton’s mistakes and corruption, and his policy positions gave him the edge. While Hillary Clinton may have won the popular vote in this election, Donald Trump won in important states which abled him grab enough electoral college votes to win. His victory speaks the feelings of many Americans; he is their unheard voice. The future of America is unknown and there are mixed feelings of dread and excitement of what lays ahead under president-elect Donald Trump.

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