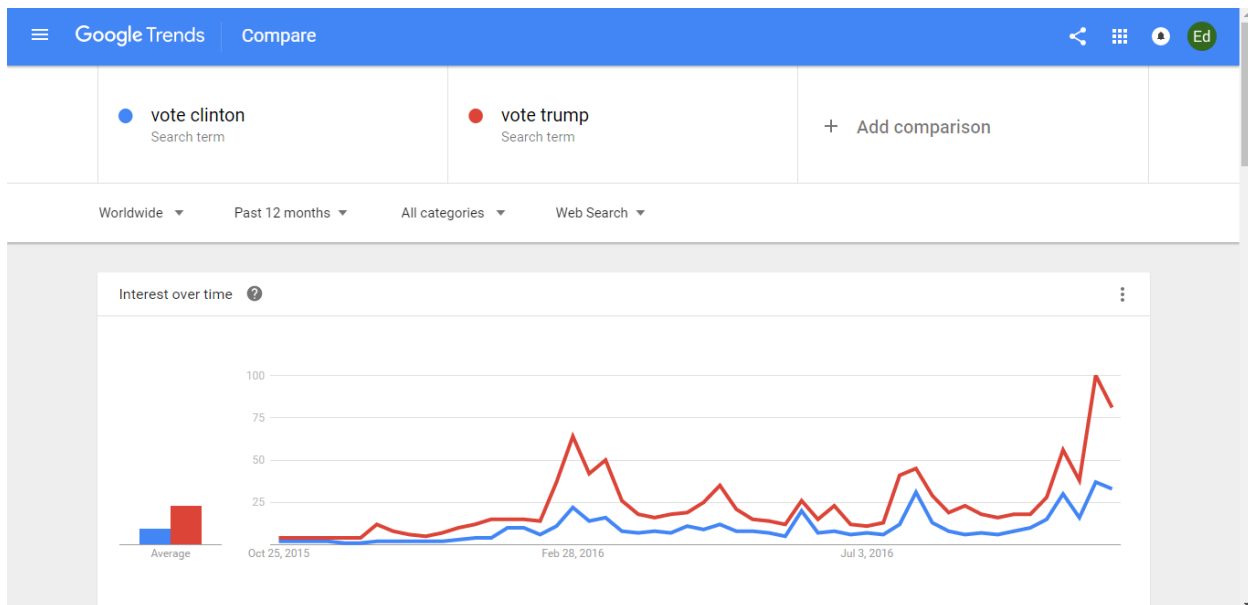
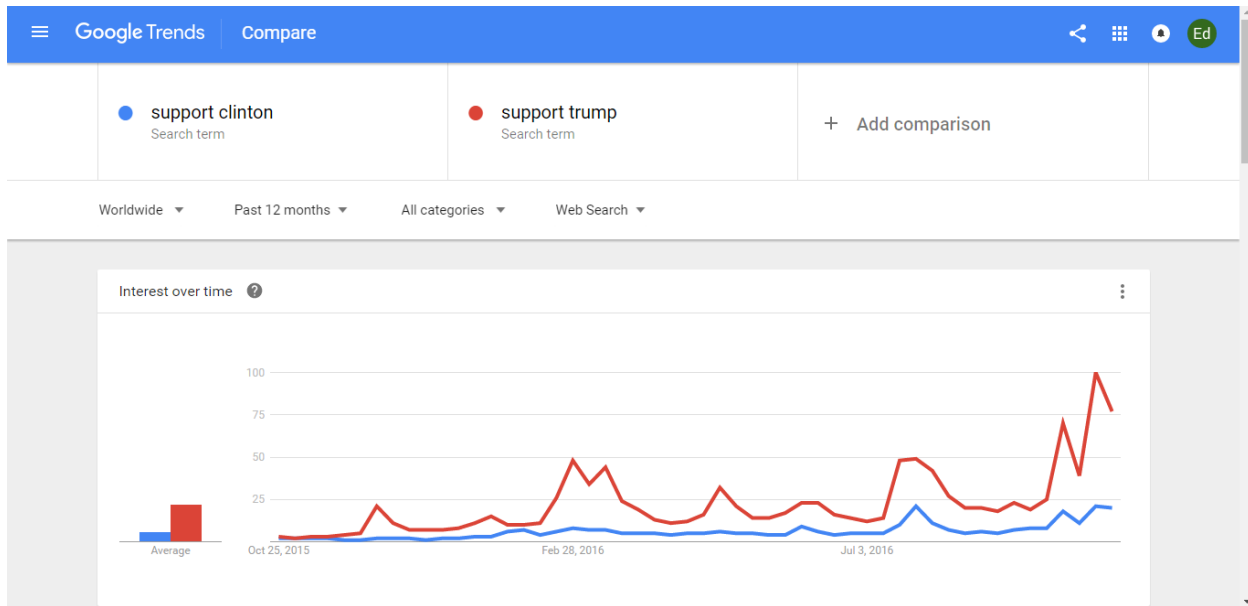


Why I Think Trump Will Win The 2016 Presidential Election

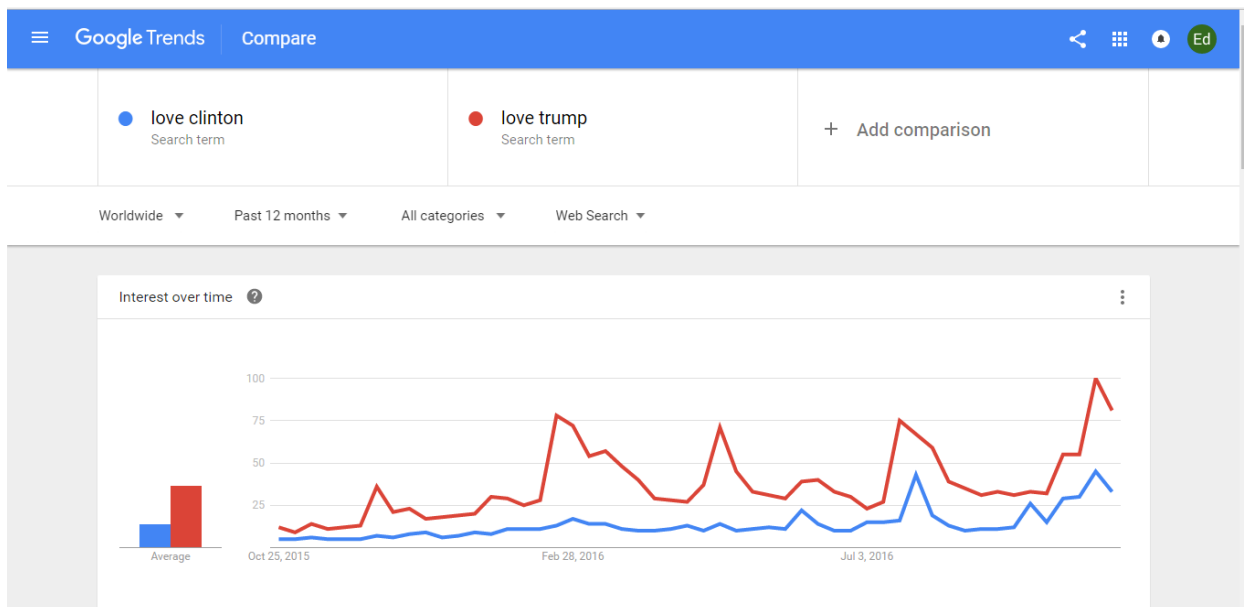
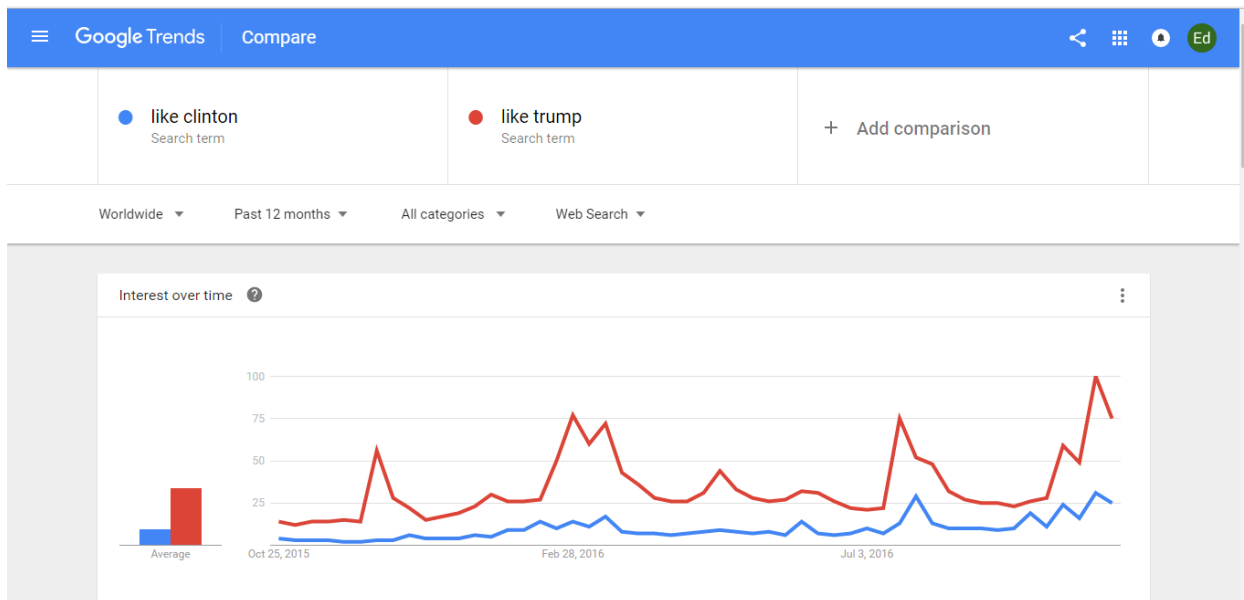
By Ed Kashmarek, Economist www.edkashmarek.com

This analysis is solely based on Google Trends, not the polls or the super biased media. Google Trends is a website where you can see how searches have been trending over time for specific search terms.

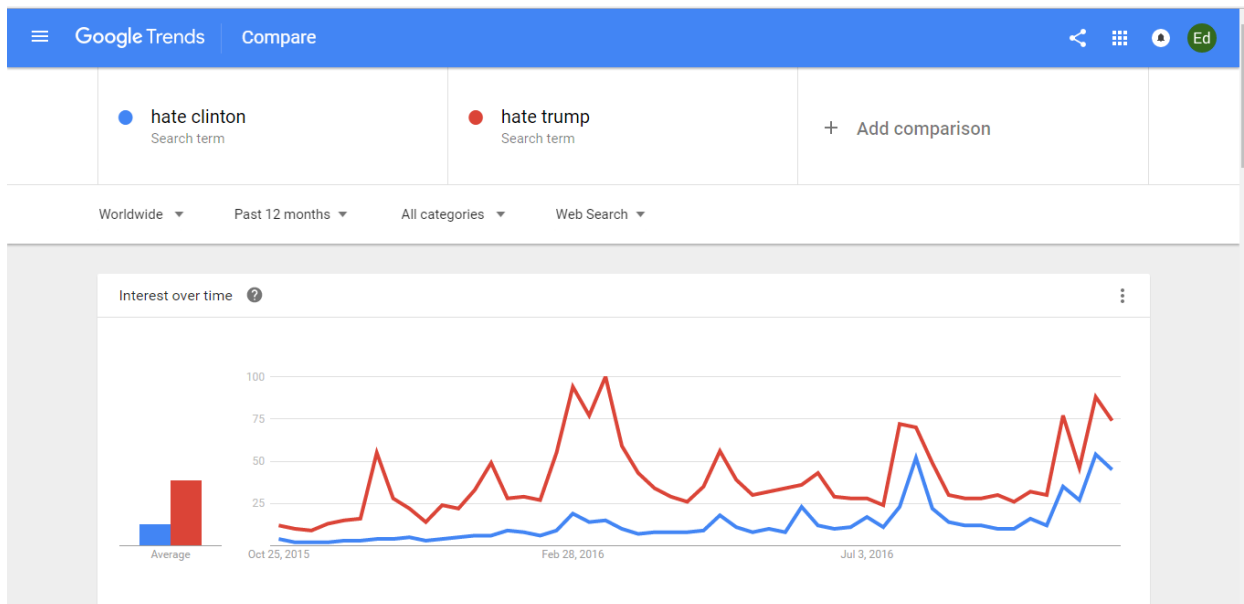
Here are some charts showing trends of certain search terms over time for Clinton and Trump through October 22, 2016. You will notice that for each set of similar search terms, Trump outpaces Clinton...even for the "hate" search terms!!! I'll get to that in a minute.



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What do these charts tell us? The way Google Trends reports trends is the following:

For each line, the highest data point in the time period is found. Then, every other data point in the time series is indexed to the highest point. For example, if the most searches in the period is 8 million, and the second most searches in the period is say 5 million, the first number is indexed to 100 by taking 8 million divided by 8 million and multiplying by 100, which gives you 100. The second number is also indexed in the same way by taking 5 million divided by 8 million and multiplying by 100, which gives you 62.5. All other data points in the time series are indexed in the same way. Thus, the highest number in the period is always 100, and all other numbers are lower. Incidentally, the ratio of $100/62.5$ is exactly the same as the ratio of 8 million/5 million...it is 1.6 in both cases. Thus, although Google Trends does not show actual search volumes, the indexed numbers convey the exact same information.

So what does this mean? It means that if, for example, the number for Day 36 is 100 and the number for Day 24 is 62.5, it means that 60% more searches ($(100/62.5)-1$) occurred on Day 36 compared to Day 24. Similarly, if you have TWO lines, then the highest point of all data points is indexed to 100, and all other points are lower than 100. Thus, if you have a graph with two lines, like we have here, only one point on the entire graph can be at 100, all other points will be lower.

So, looking at the first graph on page one, we see that the highest point on the graph is 100, corresponding to the week of October 9 to October 15 of this year for Trump. All other points are lower. For the week of October 16 to October 22, the ratio of searches for “support Trump” to “support Clinton” was $((77/20)-1) = 285\%$. This means that nearly four times as many people searched for “support Trump” than searched for “support Clinton” on Google during that week.

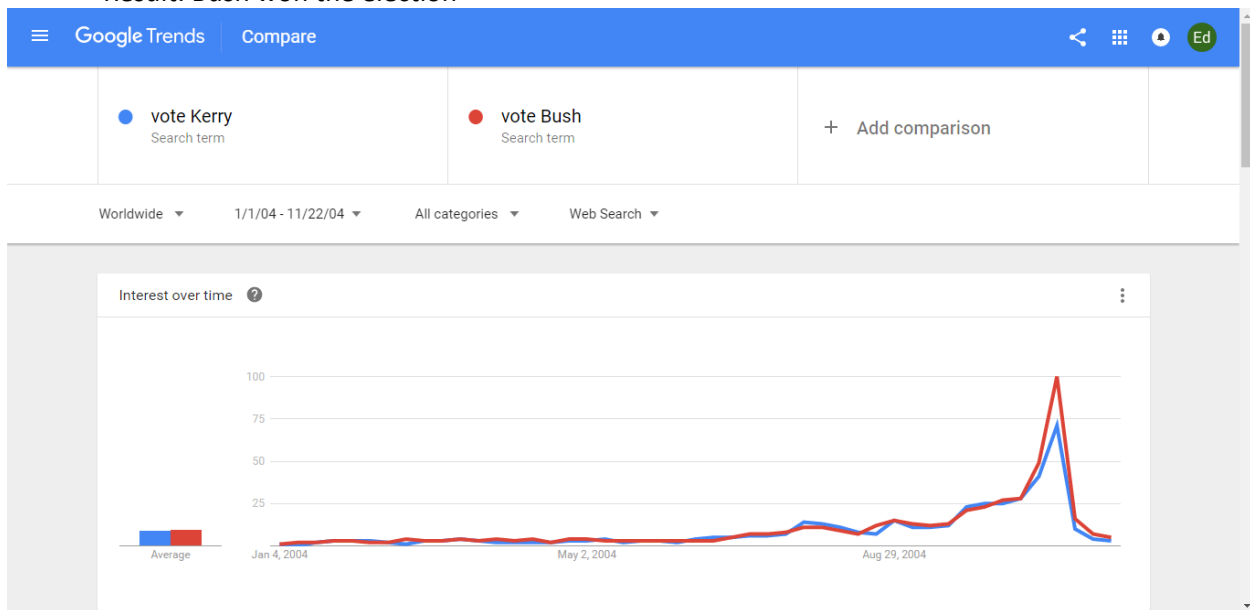
Now, take a look again at all five charts in this report so far. In each chart, Trump searches have been higher than Clinton searches for the past year, and it has been consistent and the difference has often been quite large...even for the “hate” searches! What I wanted to say about the “hate” searches is that they have no predictive power for any of the elections I looked at, but I found it interesting nonetheless.

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So why does all of this matter? This is where it gets REALLY interesting. Here are some charts of some of the most recent elections, including the BREXIT vote this year and the Congressional election in 2014.

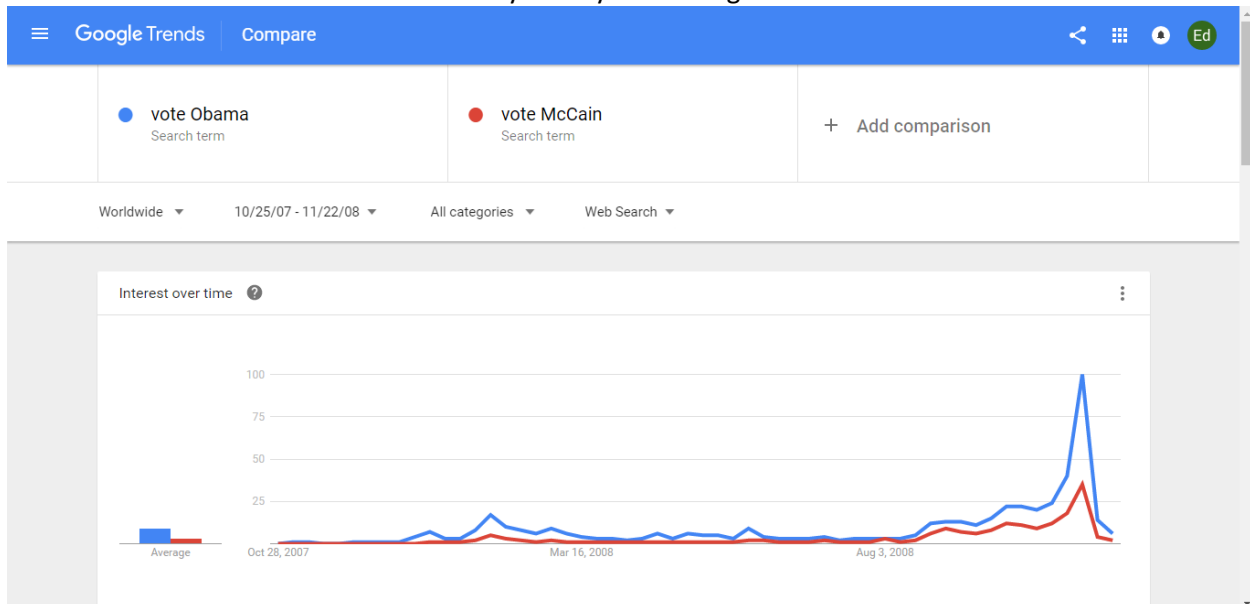
2004 Presidential election

- Google Trends showed a fairly close race, but toward the end Bush pulled ahead
- Result: Bush won the election



2008 Presidential election

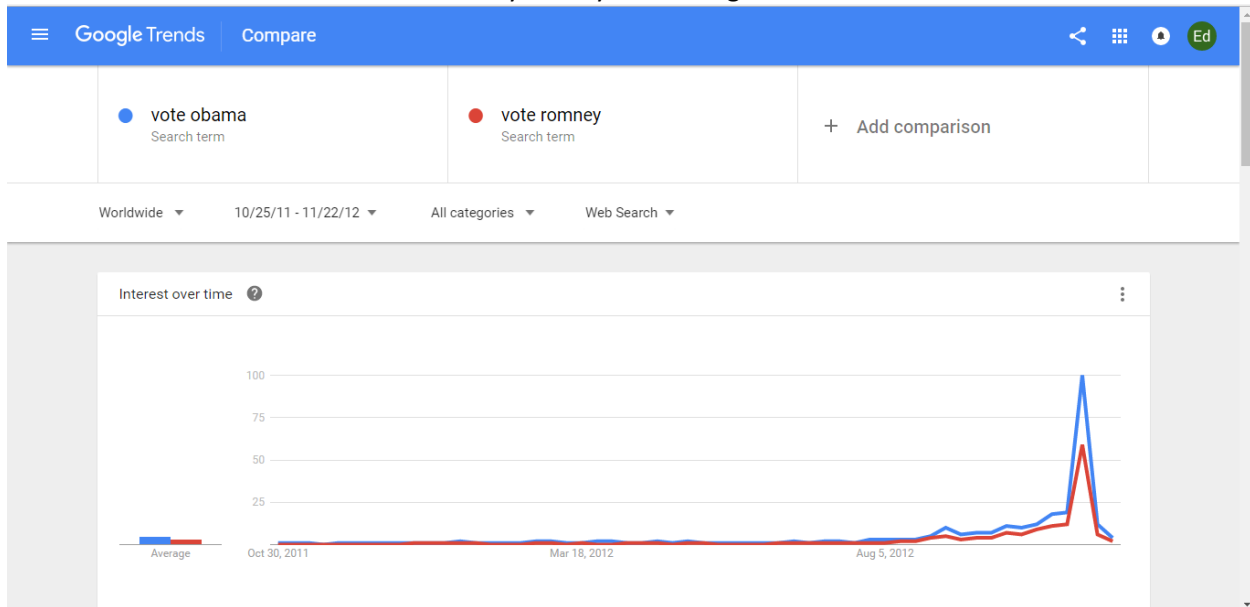
- Google Trends showed Obama leading pretty much the whole time
- Result: Obama won the election by a fairly wide margin



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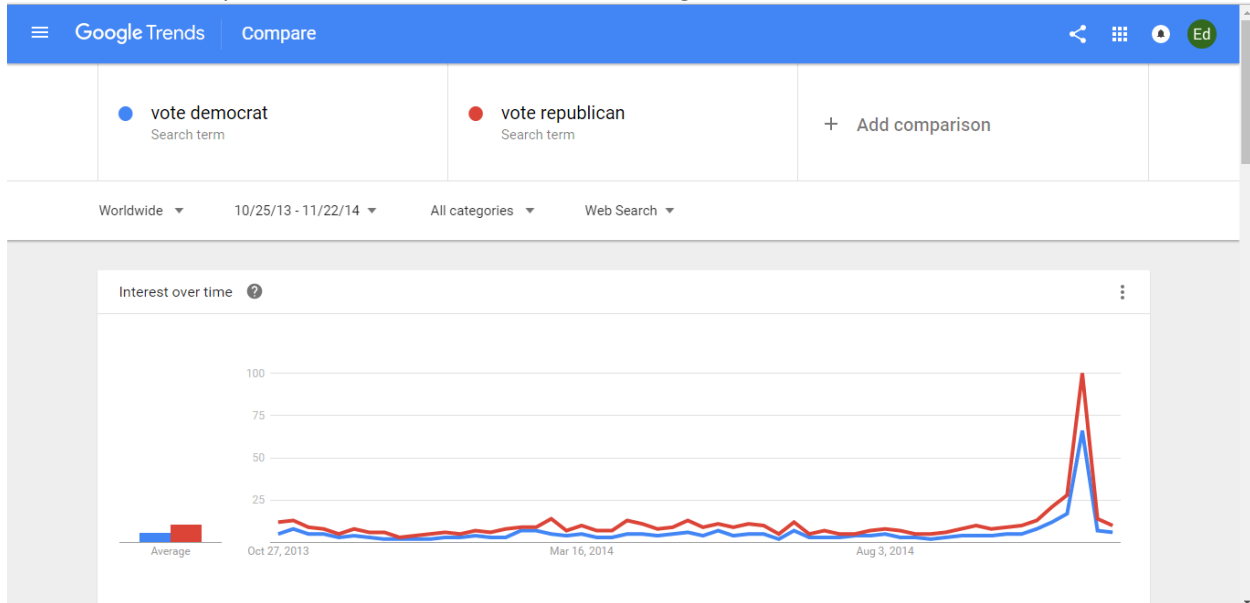
2012 Presidential election

- Google Trends didn't show much action up until just a few months before the election, but as the election approached Obama took the lead
- Result: Obama won the election by a fairly wide margin



2014 Congressional election

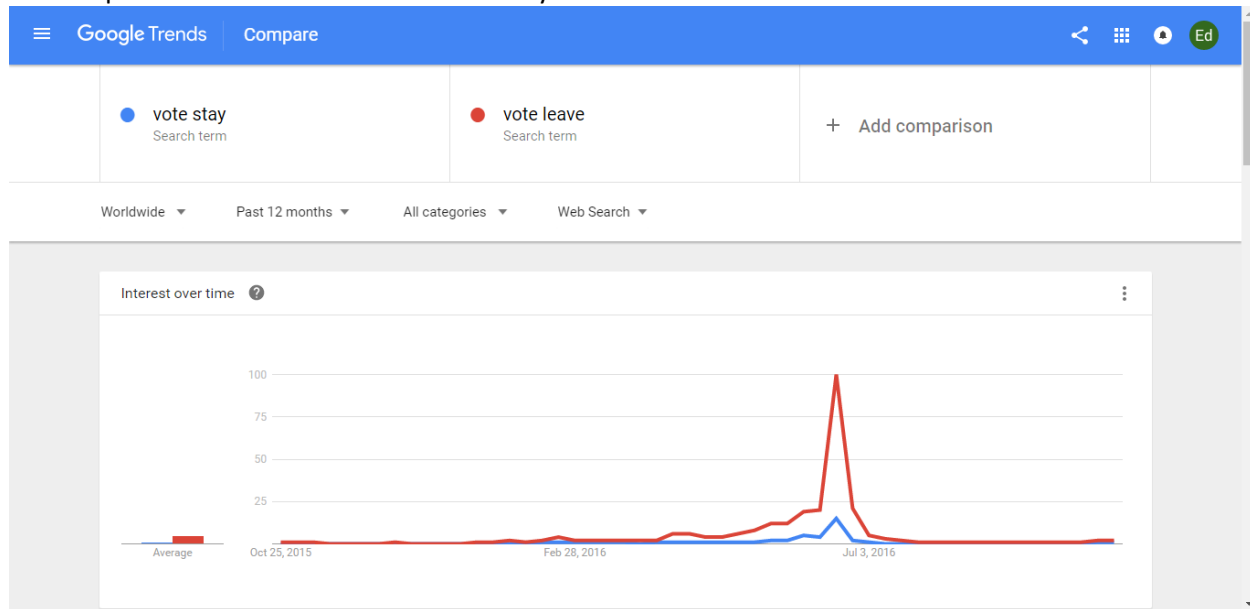
- Google Trends showed Republicans in the lead the entire time
- Result: Republicans had a historic election, taking control of both the House and the Senate



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2016 Brexit vote

- Google Trends showed searches for “leave” consistently outpacing “stay” for several months
- Result: Britain voted to leave the European Union, in complete contradiction to the polls which predicted a near certain vote to “stay”

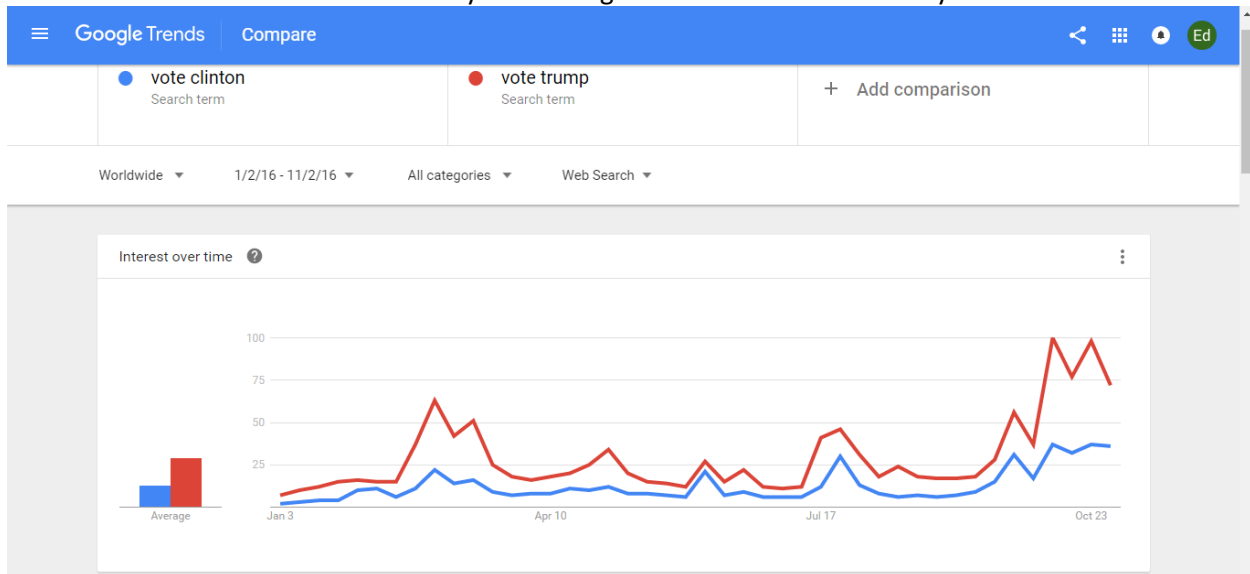


So, as you can see, in every major election referenced in this report (I know there are only a few here as opposed to the hundreds of elections around the world in the last several years, but you get the point), Google Trends correctly predicted the winning side, often times far in advance of the election and also sometimes in contradiction to the polls.

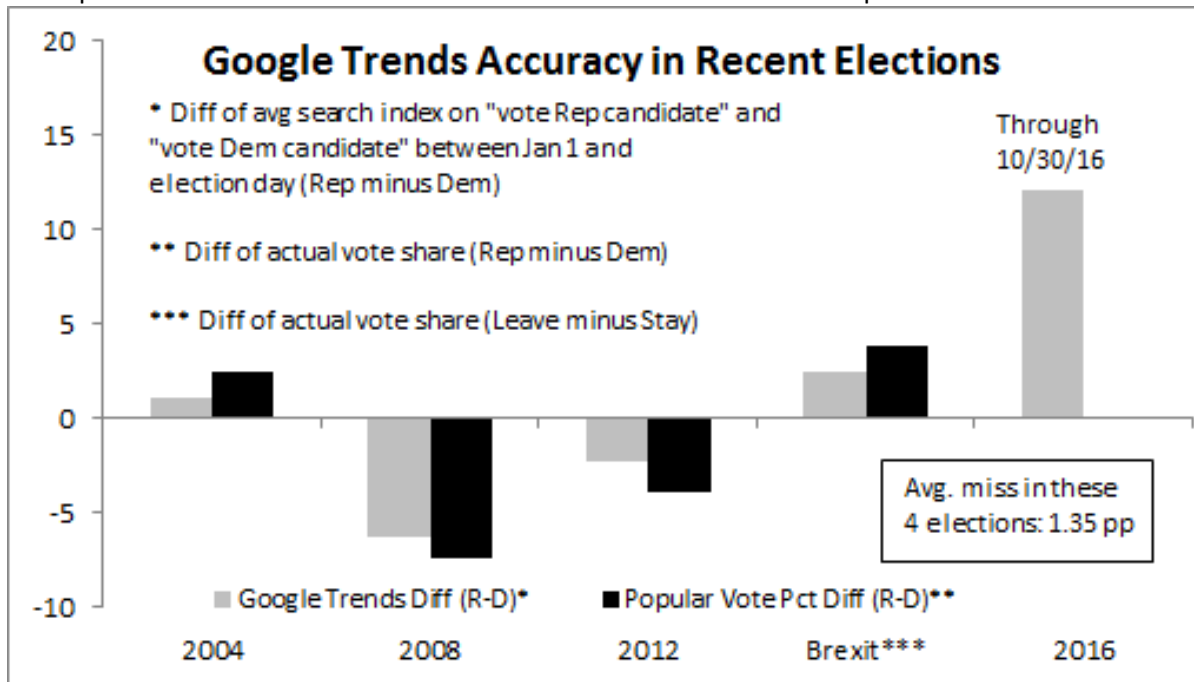
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So, let us once again take a look at the chart for the 2016 Presidential election:

- Google Trends shows Trump consistently outpacing Clinton over the past year, and the margin has widened recently
- Result: We'll see, but based on Google Trends' past performance, I have a hunch that a Trump victory could very well be in the cards, despite what the biased polls say...and it may even be a landslide!!! I find all of this very interesting. Clinton and the media may be a bit overconfident!



To wrap this up, let us take a look at how Google Trends did in terms of predicting the vote for the last three presidential elections and the Brexit vote. Here is the chart of the predictions and outcomes:



For these four elections, Google Trends missed the actual difference in vote share by a mere 1.35 percentage points on average. This compares very well with many of the prediction models I have researched. However, since this is a very small sample (4 observations), I hesitate to offer a prediction for the 2016 election in terms of difference in vote share. That being said, as of October 30, Google Trends appears to be showing that a victory for Donald Trump is very possible, and it may even be a very big one!