



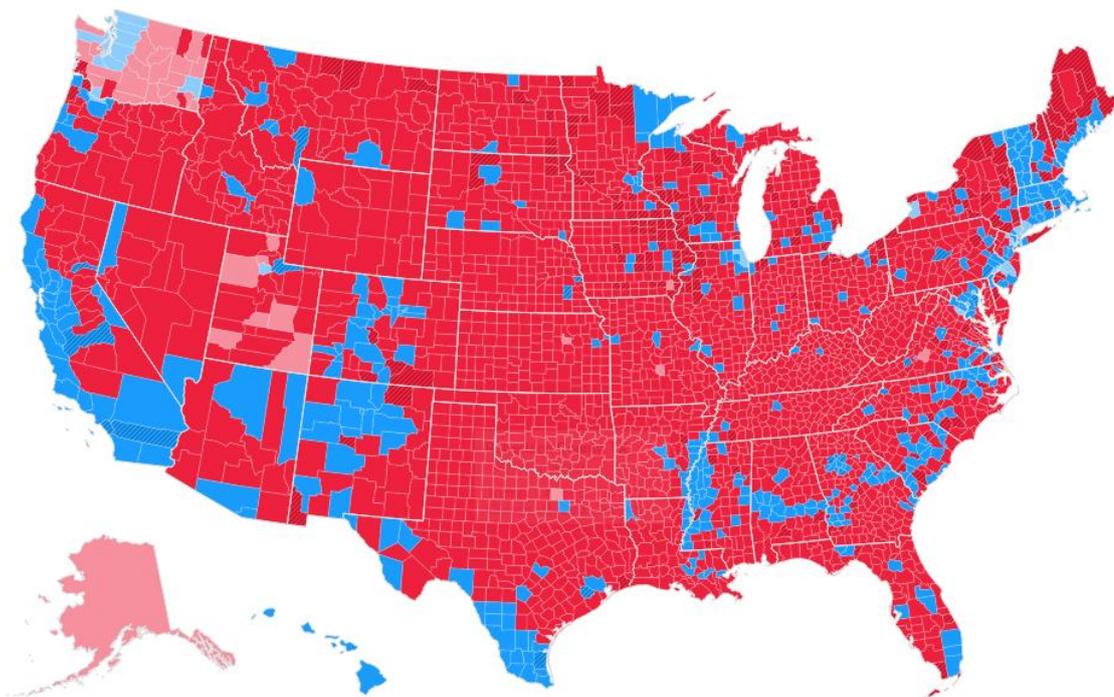
DIGITAL INTELLIGENCE REPORT US 2016

PREDICTION OF VICTORY EXPECTATION IN STATES:

- REPUBLICANS: 56,86%
- DEMOCRATS: 43,14%

TOTAL FINAL OF CONQUERED DELEGATES:

- REPUBLICANS: 56,87%
- DEMOCRATS: 43,13%



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On 11.08.2016 at 08:02 a.m. (Brasilia time) synaption.net published the *Synaption Digital Coeficient US 2016* with the prediction about the American election that was about to begin. The *Digital Coeficient* (D.C.) results from a process of collecting, processing and reading information in digital format which assigns a density to each one of the trends under study. The file was posted at the address: <http://www.synaption.net/us-2016.html>

The Synaption study did not use "opinion polls" but rather a method of online monitoring (web searches + social networks). It is based on *Ontology Management*, in which the weight of the semantic readings (holonymy, meronymy, hyperonymy,

hyponymy, synonyms and related terms) determines the Digital Coefficient (D.C.) of each monitored item.

On December 12, 2016 the delegates of the American States met in their respective capitals for the official voting. All votes of each State are in theory intended for the winning plate in the respective State. On this date 7 delegates voted contrary to the election in their states (2 no longer voted for the Republican plate and 5 stopped voting on the Democratic plate*). Subsequently, on 06.01.2017, the official verification of the delegates' votes was made and the winning plate was announced.

The Republican Party was declared the winner.
These are the official results:

Delegates

Republican Plate (Trump/Pence): 306 Delegates (56,87%) [304*]

Democrat Plate (Clinton/Kaine): 232 Delegates (43,13%) [227*]

***For statistical purposes are valid the delegates conquered during voting.**

Popular Voting

Republican Plate (Trump/Pence): 62,979,879 (46.1%)

Democrat plate (Clinton/Kaine) 65,844,954 (48,2%)

Total Difference for popular voting: 2,1%

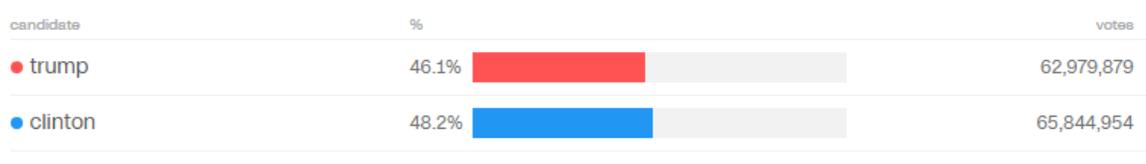
It was the most balanced and atypical election of recent times, and with a higher degree of difficulty of prediction. Previous elections with much clearer trends were more accessible objects of predictive practice. 2016 was different, though. Pool institutes failed. Of more than 50 types of pools cited by *website Real Clear* only 2 trackings pointed the Republican victory: *USC (L.A. Times)* and *IBDP/TIPP*. But even these two last ones indicated that the plate Trump/Pence would win in the quantity of popular votes, which did not happen. Even the great "wizard" of election predictions, *Mr Nate Silver* (538 site technical leader) scored 71.4% of chances in favor of the Democratic victory.

The leading experts were wrong.

Amid this uncertainty universe the prediction that came closest to the actual result was the one performed by Synaption.

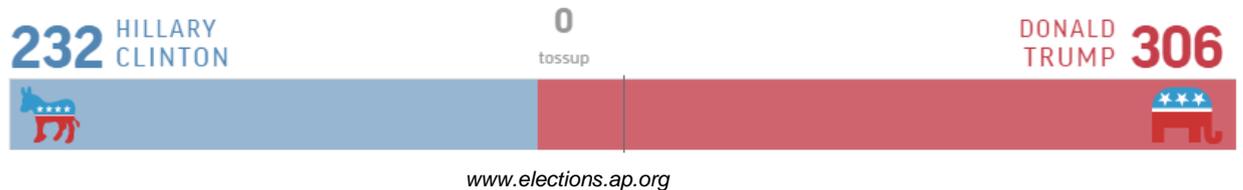
Here are some comparisons between the data pointed by the prediction Synaption on 11.08, minutes before the opening of the electoral process, and the data obtained at the end of the election:

1) *The Democrat plate would win in popular voting for a 2% lead.* The final result was **2,1%**.



2) The Republican plate would win in **29 States**, against **22 Democrat States**. The final result was **30 to 21**.

3) This number (**29 States**) would project a proportion of **56,86%** of delegates in favor of Republican plate. The final number (**306 delegates**) represents **56,87%**.



4) The Synaption survey pointed to a total of 39 states as "defined" on the morning of 11.08, meaning results out of the margin of error. It was precisely this number of states (**39**) where the results were considered totally clear and beyond doubt.

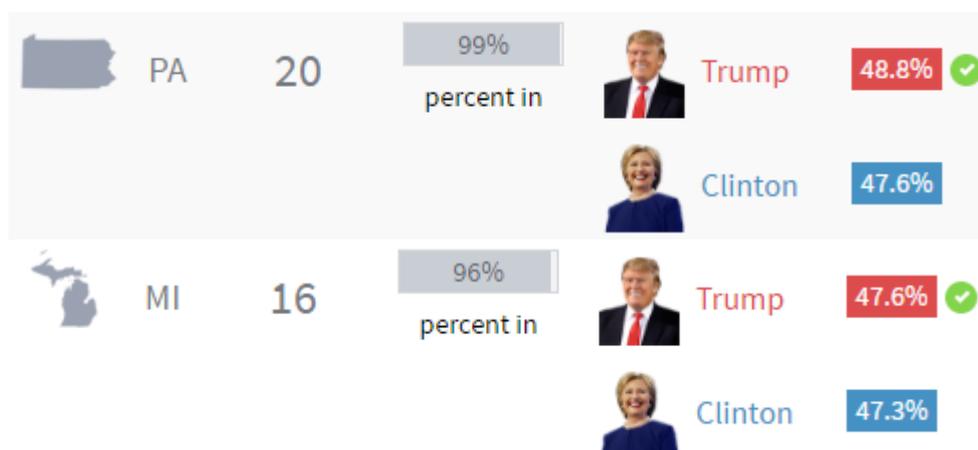
5) The Digital Coefficient pointed **12 States** in a tied scenario, and it was exactly the number of states (**12**) in direct or technical tie.

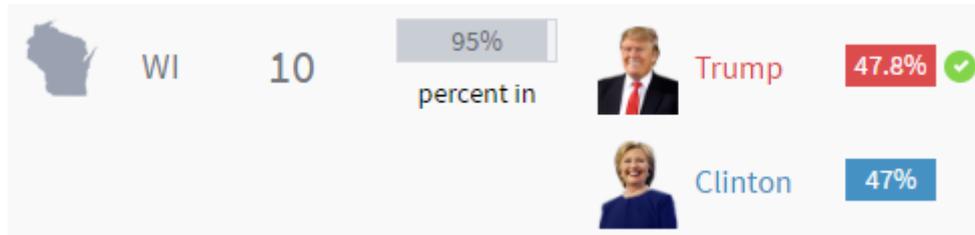
"12. 6 States are in rigorous tie (same percentage), and other 6 in technical tie;"

6) The Digital Coefficient pointed to 6 States as closely tied. When comparing the results, the states MI, NH, WI, PA, FL and MN (6 in total) had an absolute difference of votes below to 1,5% (tied, decided in the last moments of the voting).

7) In the NV, ME, CO, NC, AZ and VA States the difference was within the margin of error in a technical tie state (3% up or down).

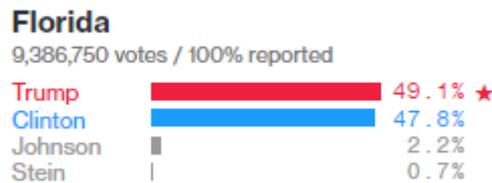
8) In the states of PA, MI and WI, D.C. pointed to a "tie", while leading experts gave a large advantage to the Democrat plate (mostly in the 2-digit house). The final results in these states were, respectively, differences of **1.2%**, **0.3%** and **0.8%**.





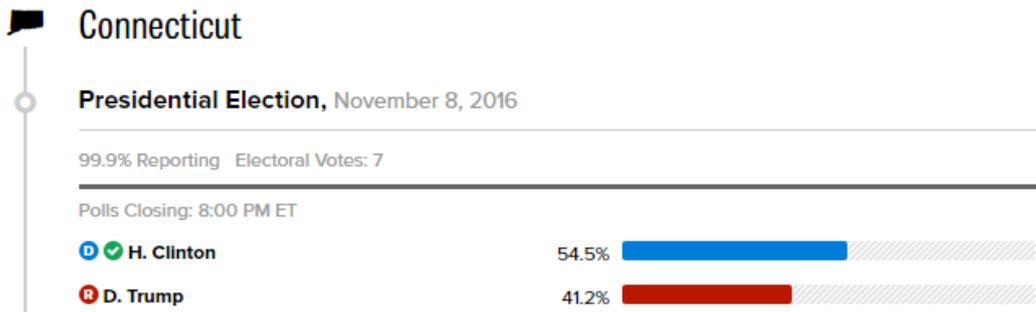
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9) In Florida State the D.C. pointed "tie with a slightly advantage for Trump". The final result in Florida was a 1.3% lead to Trump;



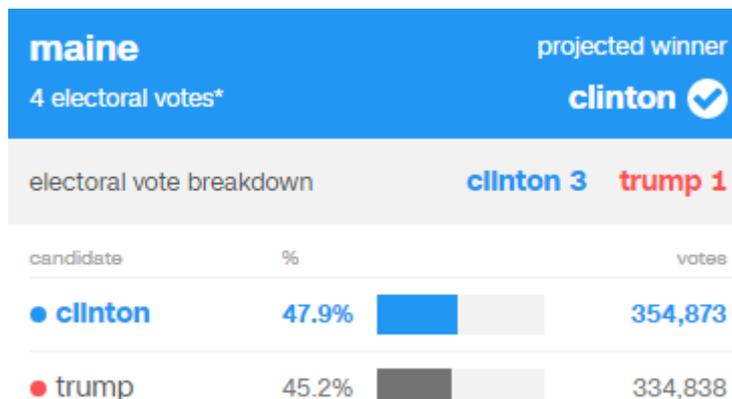
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10) In Connecticut State the D.C. pointed 55% for Democrats. The final result was 54,5%:



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11) In Maine State the most experts and poll institutes pointed a victory to Democrats with 4 delegates. The Synaption D.C. indicated the following numbers: "Clinton 48% (Delegates: 3); Trump 46% (Delegates: 1)". The final result was:



Cautiously and indicating more the "trends" than the "spiked" results, the prediction activity performed by Synaption on 11.08 demonstrated, therefore, a high degree of assertiveness overcoming the traditional methods of voting intention mapping. This does not mean that the prediction Synaption hit all trends, because in such a balanced scenario there was much oscillation of behavior. But it means that it hit many relevant aspects of the US 2016 electoral contest.