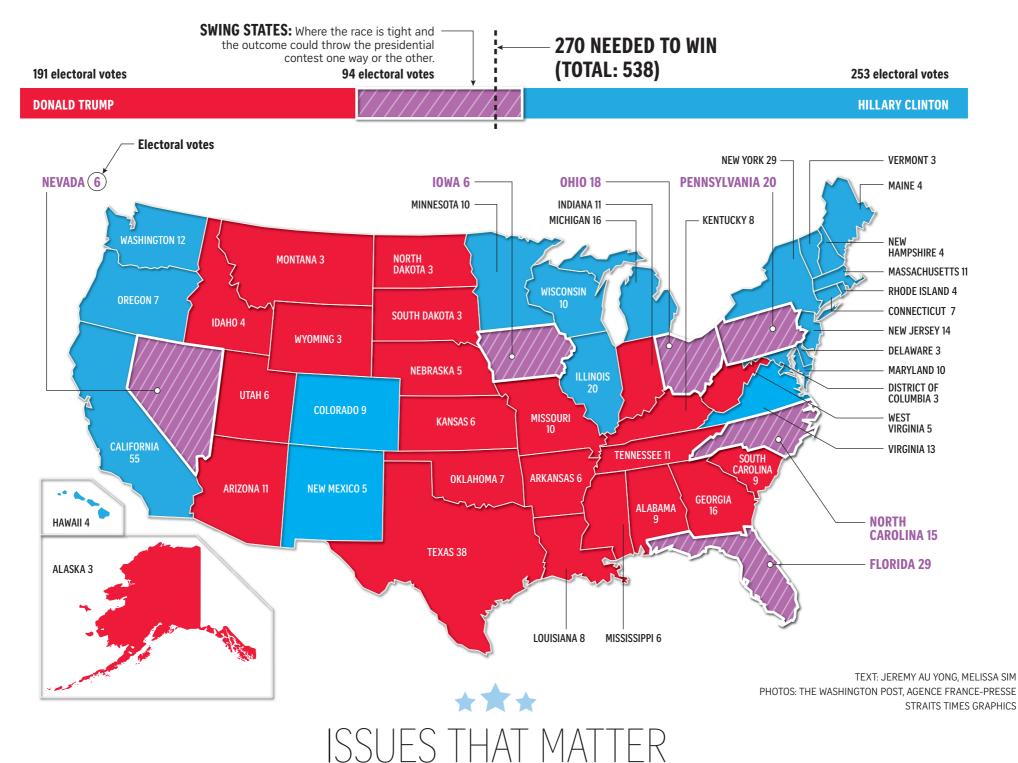


THE STATES IN PLAY

Most polls currently talk about the popular vote nationwide, but the total vote will not ultimately determine who becomes President. Rather, what is more important is where those votes are - thanks to a quirk in the US election system known as the electoral college. Each state is allocated a certain number of electoral college votes and a candidate needs to win at least 270 such votes to get into the Oval Office.



- Economy: A weak economy tends to work against the party in power but consumer
- confidence is up and household incomes are on the rise. That will blunt some of the desire for change.
- Personality: Mr Donald Trump and Mrs Hillary Clinton are two dominant personalities and how voters perceive them could be decisive. Many continue to view Mr Trump's temperament and Mrs Clinton's trustworthiness unfavourably.
- Turnout: In an election between two unpopular candidates, the ability of the campaigns to get voters who are supportive — but not necessarily enthusiastic — to the ballot box will be critical.
- Health: The two candidates are among the oldest ever to run for the White House and their health has been a concern. If he wins, the 70-year-old Mr Trump will be the oldest first-term president. If she wins, Mrs Clinton, 68, will be the second-oldest to assume office.
- National security: A bombing in New York last month has raised concerns about terrorism again. It is not yet clear whom voters trust more to deal with the issue of terrorism.
- Race: Police shootings have put the treatment of African-Americans in the spotlight. The rhetoric on immigration impacts the votes of the Hispanics, the largest ethnic minority group in the US.

