

STUDENT RESOURCES

DIVING INTO ELECTION STATISTICS

THE BIG QUESTION

What factors drive voter participation

BACKGROUND

Every four years America enters into a new presidential election season that will shape the course of the country. During the presidential election cycle, millions of citizens participate in casting their ballot for President of the United States as well as many other important political races across the country. This process is shaped by cultural values, education, media consumption, policies, and a multitude of other factors. Other elections, from local to Congressional races, also take place each year even when we're not voting for the President. After analyzing data about voter participation, campaign advertisements, and election information, you are now going to ask the question "What factors drive voter participation?" and collect your own data to help answer the question.

THE STEPS

Review the information and data starting on page 5 of this document. Now that you have some background information on voter participation and the impact it has on our country and your community, you are now going to collect your own data to help answer the question "What factors drive voter participation?"

STEP 1

After considering some of the important issues related to voting and elections, you will work independently or with a small group to create a short survey to capture your own data. The goal here is to gather useful information that will help you better understand diverse experiences and recognize trends or shared experiences. To help create, administer, and collect useful data from your survey, you may choose to refer to the "Collecting Data: Tips and Tricks" handout in this document.

STEP 2

After you have created your survey, consider how you will administer your survey and who might take your survey. To get the most useful information and results that will help answer your big question, ensure that your survey has diverse representation in responses and that your survey is easy to complete.

STEP 3

After you administer the survey, consider how you will analyze your data. As you review the results, consider a few of the questions below:

- What did you learn?
- How could it be visualized for others to understand? Would displaying the data in charts and graphs help you to analyze the data and see trends?
- Does your data reflect a wide range of people? Does your sample represent the overall group of people (the population) you wanted to study?
- What other questions come to mind?

STEP 4

So now that you have seen the results, consider how you can use this information to make a positive impact in your community or take informed action to solve a problem. To do this, take some time to consider questions from the “Data Reflection: Problem Solving For The Future” handout in this document.

COLLECTING DATA TIPS AND TRICKS

CREATING YOUR SURVEY

Keep the survey focused

- Keep in mind that it may be difficult to get respondents to complete a lengthy survey. Work to keep your survey focused on your research question.

Response scales can be helpful to determine the intensity of feeling

- While it is fine to use *yes/no* or binary questions, consider including questions that provide a range of structured responses based on how strongly you feel about a topic. Responses may range from “*never*” or “*not at all*,” all the way to “*always*” or “*extremely*.”

Try not to ask biased or leading questions

- When framing questions, avoid value statements or language that leads a respondent to a particular answer or desired response.

Create opportunities to clarify Yes/No Questions

- Create opportunities for respondents to clarify as to why they said yes or no by including qualifiers like “*to what degree*” or “*how often*.”

For more information on creating your survey, consider visiting an online resource such as:

[11 Tips for building effective surveys | Qualtrics](#)

ADMINISTERING YOUR SURVEY

Survey platform

- As you create your survey, consider how you will administer the survey to yield the best results. You may choose to simply administer the survey in a paper form and calculate the data by hand, or you may choose to use one of the many digital platforms to increase efficiency. Many of these platforms are available at no cost and can calculate the results for you in a variety of ways. Check with your teacher or the adult in charge about which sites are best for you to access.

Sample size and population

- It’s important to capture responses from individuals with diverse backgrounds because their experiences may lead them to have different answers and perspectives. Gathering perspectives from diverse groups can help provide a more holistic understanding of your ideas about voter participation and barriers that exist to participation.

For more information on sample size, consider visiting an online resource such as:

[How many survey responses do I need to be statistically valid? | SurveyMonkey](#)

STUDENT HANDOUT 2

DATA REFLECTION: PROBLEM SOLVING FOR THE FUTURE

1. What does the data tell me?
 - a. *What surprised you?*
 - b. *What did you expect?*
 - c. *Did you notice any patterns?*

2. What could I have done differently to collect more **accurate** data?
 - a. *How many responses do I have?*
 - b. *Did responses represent a valuable sample size?*
 - c. *Was there confusion from the respondents on any of my questions?*

3. How can this data help me answer the question: *"What factors drive voter participation?"*

4. What might be the best way to display or visualize this data for others?

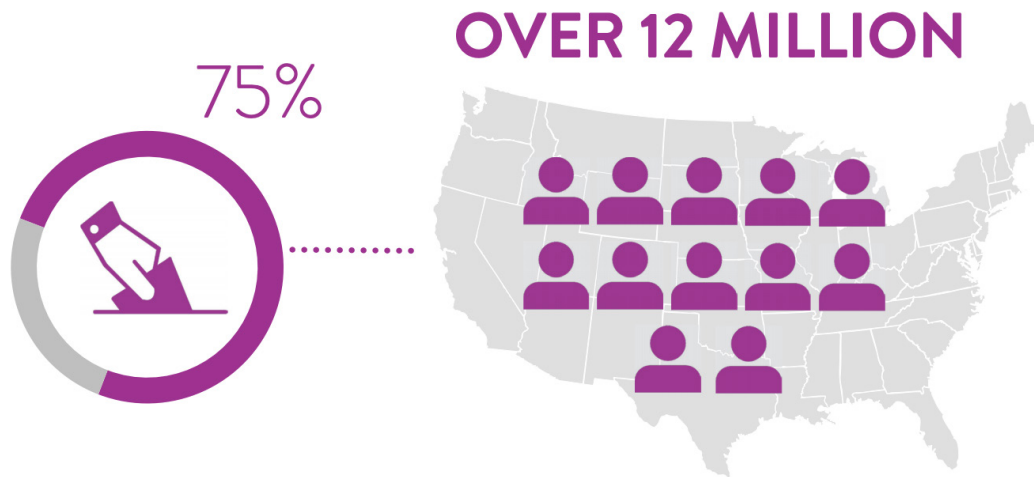
5. Who might need to see this data?

6. How might I or someone else use this data to make a positive impact or take informed action?

7. What additional questions or information might you like to ask in a follow-up survey?

STUDENT HANDOUT 3

SINGLE WHITE FEMALES (2016 DATA)



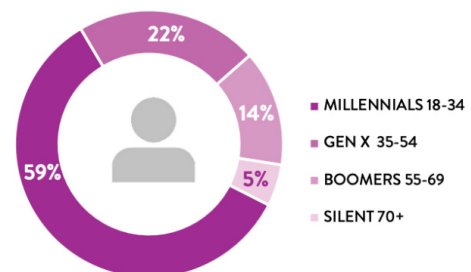
REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

NO PARTY TIES CREATES CHANCE TO SWAY

Almost one in five (16%) Single White Female Voters do not have a party affiliation. They are 50% more likely than the average voter to not have a party affiliation.



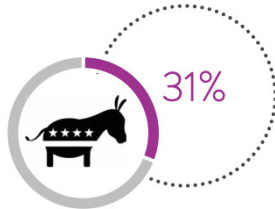
GENERATIONAL BREAKOUT OF THE SINGLE WHITE FEMALE VOTER



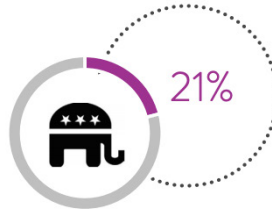
STUDENT HANDOUT 3

POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED

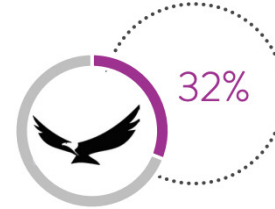
DEMOCRAT



REPUBLICAN

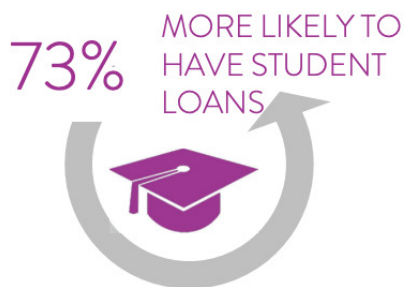


INDEPENDENT



EDUCATION

Sixty-five percent of Single White Female Voters are college educated with 29% having a 4-year degree. Nearly 1 in 5 have a student loan.



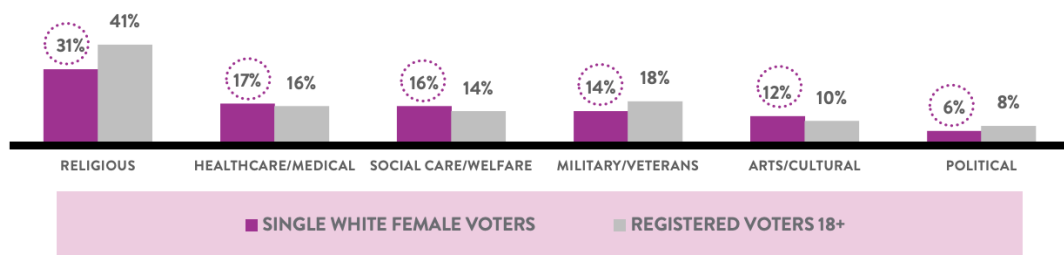
INCOME

\$60,900

AVERAGE HOUSEHOLD INCOME

Single White Female Voters have household incomes \$14,000 less than the average voter. Issues focusing on education and wage equality will be of major interest.

ORGANIZATIONS CONTRIBUTED MONEY TO PAST 12 MONTHS



6%

CONTRIBUTED TO A POLITICAL ORGANIZATION

STUDENT HANDOUT 3

FIND HELP FOR RALLIES, LOCAL COMMUNITY EVENTS AND FUNDRAISERS



VOLUNTEERED
PAST YEAR



ENVIRONMENT

The environment is a key issue for the Single White Female Voter segment with almost half (47%) considering themselves to be more environmentally conscious than most and one in ten supporting a politician based on their environmental position.



AGREE THE GOVERNMENT SHOULD PAY MORE
ATTENTION TO ENVIRONMENTAL ISSUES

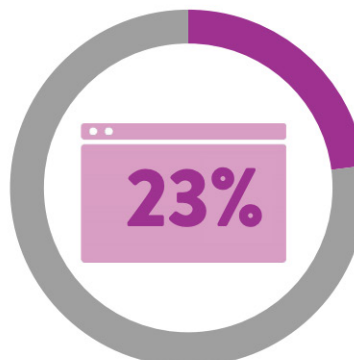


HEALTHCARE

Almost all of Single White Female Voters (91%) have health insurance. The segment is 20% more likely than the average voter to have an individual healthcare policy and 79% more likely to be on Medicaid/public assistance, making issues surrounding healthcare reform important.



LOCAL MEDIA EXTENDS DIGITAL REACH



MORE LIKELY



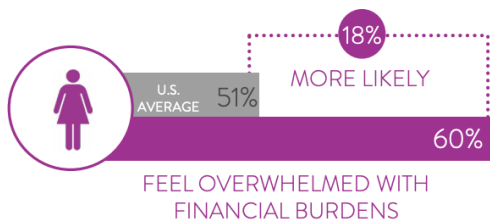
TO HAVE VISITED A MEDIA
WEBSITE PAST 30 DAYS

STUDENT HANDOUT 3



ECONOMY

Single White Female Voters agree that they are overwhelmed with financial burdens and that the current economy is impacting their spending habits. They are 68% more likely than the average voter to be actively seeking work. Candidates with strong economic reform platforms as well as those supporting the increase of minimum wage and wage equality for women will find favor with this segment.



RELIGION

Religious based issues will find support with about half of Single White Female Voters. Three in five agree prayer is part of their daily life and 54% agree religion should be the pillar of our society. Issues surrounding gay marriage will find support with this voter segment as 60% disagree that marriage should only be between a man and a woman.



SOCIAL MEDIA HABITS OF THE SINGLE WHITE FEMALE VOTER

WEBSITE/APPS USED PAST 30 DAYS

191

INSTAGRAM

155

TWITTER

126

FACEBOOK



DAILY AVERAGE TIME SOCIAL NETWORKING

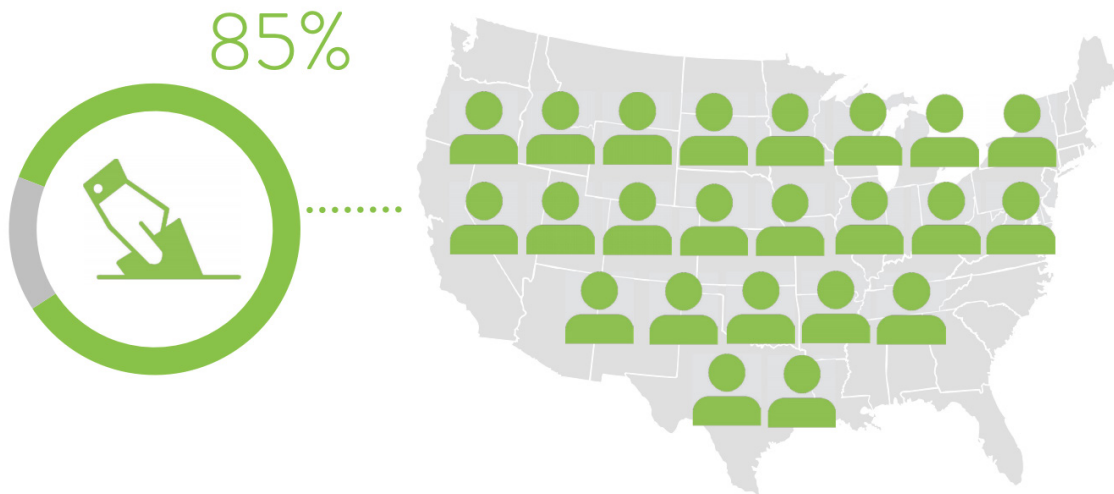
	VOTER 18+	SINGLE WHITE FEMALE VOTER
1+ HOURS	29%	43% (148)
3+ HOURS	10%	17% (178)

○ INDEXED TO ADULTS REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

STUDENT HANDOUT 3

AFRICAN AMERICANS (2016 DATA)

OVER 23 MILLION



EDUCATION

This voting segment places high value on education. More than half of African American Voters are college educated and they are 86% more likely than the average voter to be planning to go back to school.



86%
MORE LIKELY

TO BE PLANNING TO GO BACK TO SCHOOL
IN THE NEXT 12 MONTHS

INCOME

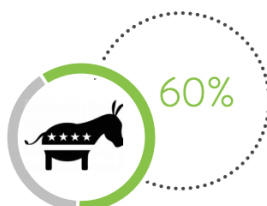
\$57,100

AVERAGE HOUSEHOLD INCOME

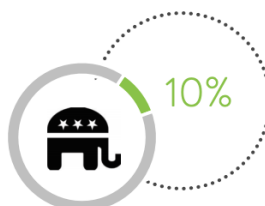
African American Voters' incomes are about \$18,000 less than the average voter making economic, education and wage equality issues a focus.

POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED

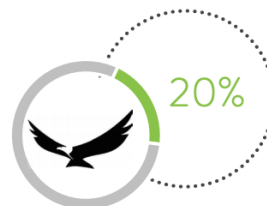
DEMOCRAT



REPUBLICAN

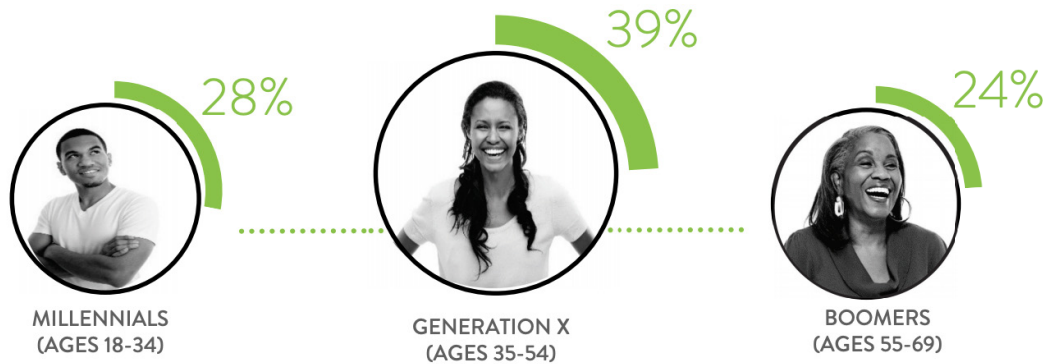


INDEPENDENT



STUDENT HANDOUT 3

AFRICAN AMERICAN VOTERS SPAN ALL GENERATIONS



RELIGION

Religion is the pillar of society for the African American Voter with three quarters of this segment in agreement. Four in five say prayer is a part of their daily life. Candidates courting this important segment should not only show their strong support of religious issues but also demonstrate they walk the path of righteousness themselves.

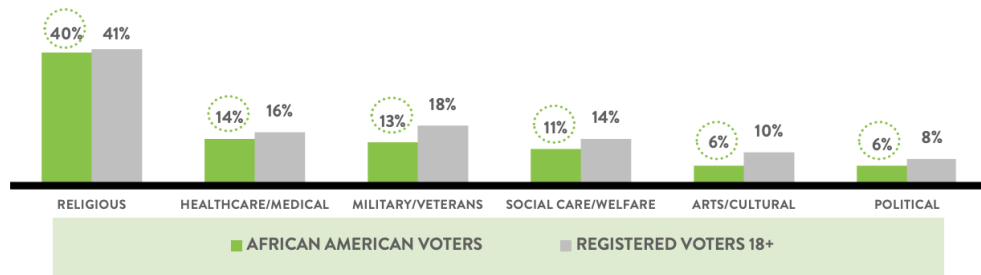


HEALTHCARE

The majority (90%) of African American Voters have health insurance. This voter segment is twice as likely to be insured via Medicaid/public assistance/welfare and therefore should show keen interest in issues surrounding Welfare Reform.



ORGANIZATIONS CONTRIBUTED MONEY TO PAST 12 MONTHS

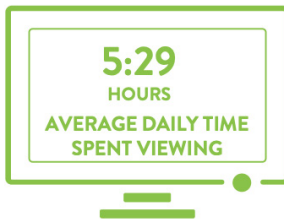


6%

CONTRIBUTED TO A POLITICAL
ORGANIZATION

STUDENT HANDOUT 3

TOP MEDIA FORMATS AMONG AFRICAN AMERICAN VOTERS



TOP 5 TYPES OF TV PROGRAMMING WATCHED

- 1 LOCAL NEWS
- 2 MOVIES
- 3 COMEDIES
- 4 MYSTERY/SUSPENSE/CRIME
- 5 SPORTS

TOP 5 NEWSPAPER SECTIONS READ

- 1 FRONT PAGE/MAIN NEWS
- 2 LOCAL NEWS
- 3 ADVERTISING CIRCULARS/INSERTS
- 4 ENTERTAINMENT/LIFESTYLE
- 5 COMICS



5 MILLION
.....
READ A NEWSPAPER VIA
A MOBILE DEVICE PAST
30 DAYS



37%
MORE LIKELY
.....
TO USE INTERNET/APP TO
LISTEN TO LOCAL RADIO
STATION
PAST 30 DAYS



TOP 5 RADIO FORMATS M-SU 6A-MID

- 1 URBAN AC
- 2 URBAN CONTEMPORY
- 3 RYTHMIC CONTEMPORARY HIT RADIO
- 4 POP CONTEMPORARY HIT RADIO
- 5 ADULT CONTEMPORARY

BUILDING PARTY SUPPORT

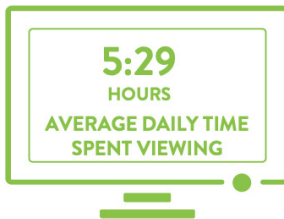
1 IN 3



SELF IDENTIFY AS
INDEPENDENT OR NO PARTY

STUDENT HANDOUT 3

TOP MEDIA FORMATS AMONG AFRICAN AMERICAN VOTERS



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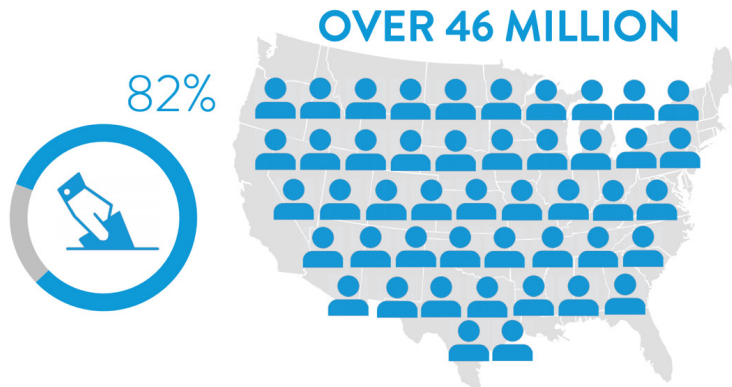


TOP 5 RADIO FORMATS M-SU 6A-MID

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STUDENT HANDOUT 3

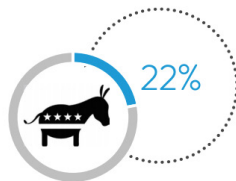
NON-COLLEGIATE WHITE MALES (2016 DATA)



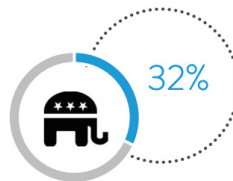
REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED

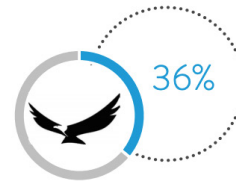
DEMOCRAT



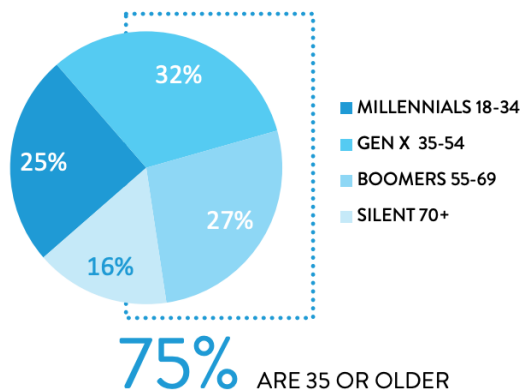
REPUBLICAN



INDEPENDENT



**GENERATIONAL BREAKOUT OF THE
NON-COLLEGIATE WHITE MALE VOTER**



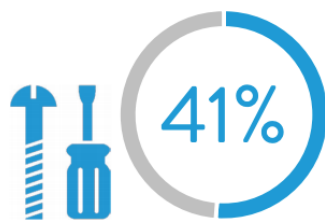
23%

**MORE LIKELY TO BE RETIRED OR RETIRING
IN THE NEXT YEAR**

STUDENT HANDOUT 3

EDUCATION

This segment, which is 61% more likely to be blue collar, may not have a college degree but education is still important to learn in-demand skills. They are 34% more likely to have attended a special/technical/vocational school.



HAVE ATTENDED A SPECIAL/TECHNICAL/
VOCATIONAL SCHOOL

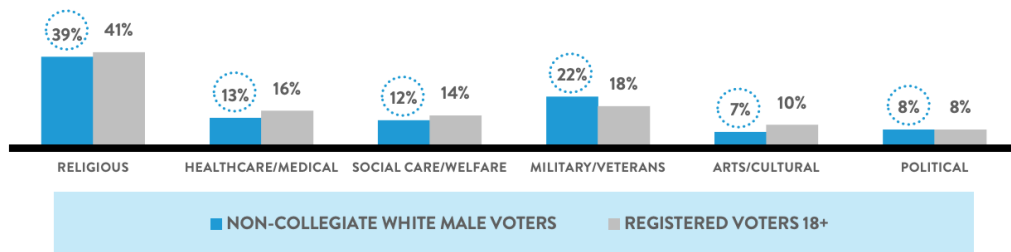
INCOME

\$70,700

AVERAGE HOUSEHOLD INCOME

Non-Collegiate White Male Voters have household incomes that are \$4,000 less than the average voter. This puts them in the “middle” of the issues that ensure the rich do not have unfair advantages and benefits for the poor are allocated appropriately.

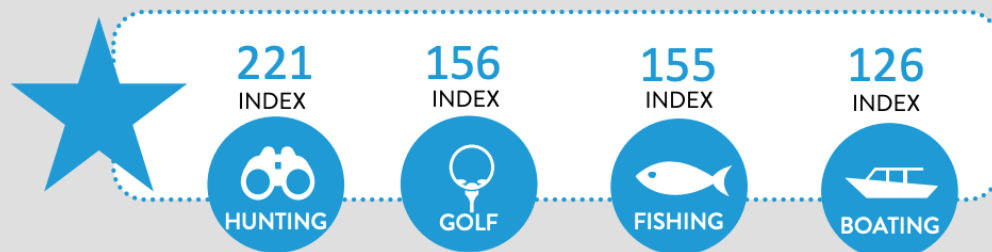
ORGANIZATIONS CONTRIBUTED MONEY TO PAST 12 MONTHS



8%

CONTRIBUTED TO A POLITICAL
ORGANIZATION

ACTIVITIES PAST 12 MONTHS



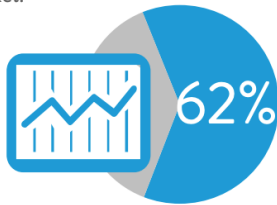
INDEXED TO ADULTS REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

STUDENT HANDOUT 3



ECONOMY

One in four (25%) Non-Collegiate White Male Voters are retired and three in five have some type of investments. Wanting to ensure their golden years are secure, their attention will focus on economic policies affecting social security and stability in the financial market.



OF HOUSEHOLDS HAVE SOME TYPE OF INVESTMENT



HEALTHCARE

Almost all of Non-Collegiate White Male Voters (93%) have health insurance. Nearly a third are covered under Medicare and they are 35% more likely to have military health insurance. Issues addressing quality and comprehensiveness of coverage for veterans and retirees will be a focal point.

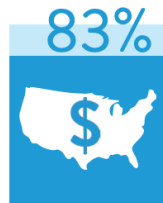


HAVE MEDICARE FOR HEALTH INSURANCE



FOREIGN POLICY

With donations and high support for military coupled with those on military insurance, the Non-Collegiate White Male Voter is likely to have an open ear on what a candidate has to say about foreign affairs including military issues and border security. They have a patriotic spirit with 83% agreeing it is important to buy American.



AGREE BUYING AMERICAN IS IMPORTANT



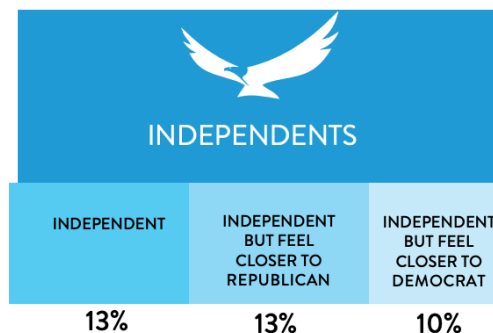
ENVIRONMENT

Non-Collegiate White Male Voters are invested in environmental issues with 70% agreeing the government should pay more attention to the environment. With over 21 million saying they are more environmentally conscious than most, conservation issues will be important.



FEEL THEY ARE MORE ENVIRONMENTALLY CONSCIOUS THAN MOST

LOOK ACROSS THE INDEPENDENTS



STUDENT HANDOUT 3

SPORTS REACHES THE NON-COLLEGIATE WHITE MALE VOTER ACROSS ALL OUTLETS



PERCENT MORE LIKELY THAN AVERAGE ADULT REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

23%

TYPICALLY WATCH
SPORTS

14%

READ SPORTS
SECTION

36%

LISTEN TO ALL
SPORTS RADIO

24%

USE INTERNET FOR
SPORTS SCORES

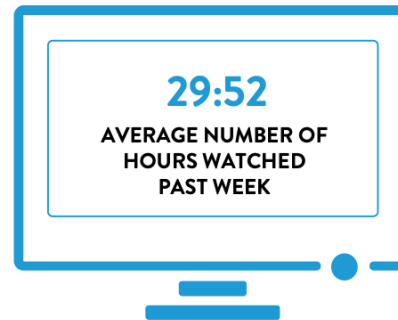
23%



MORE LIKELY TO HAVE DRIVEN
250+ MILES PAST WEEK

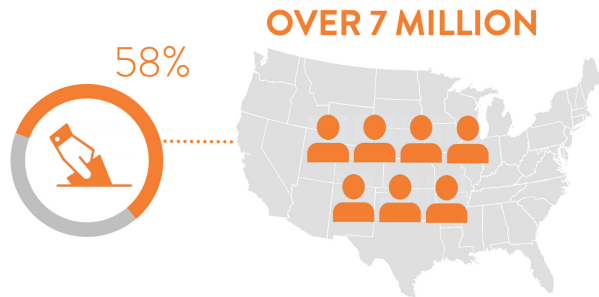
29:52

AVERAGE NUMBER OF
HOURS WATCHED
PAST WEEK



STUDENT HANDOUT 3

HISPANIC MILLENIALS (2016 DATA)

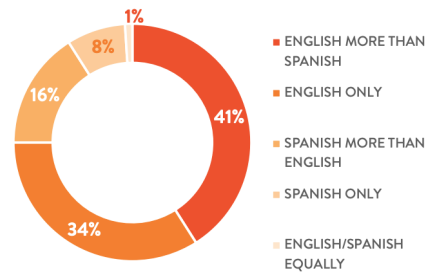


REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

BUILD PARTY SUPPORT

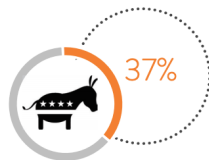


**LANGUAGE PERSONALLY PREFER
TO SPEAK**

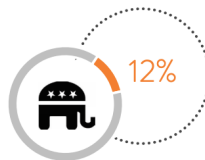


POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED

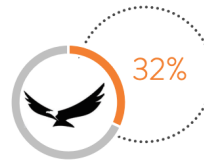
DEMOCRAT



REPUBLICAN



INDEPENDENT



EDUCATION

Almost half (47%) of Hispanic Millennial Voters are college educated. Higher education is important with one in four planning on going back to school within the next year.

INCOME

\$62,200

AVERAGE HOUSEHOLD INCOME

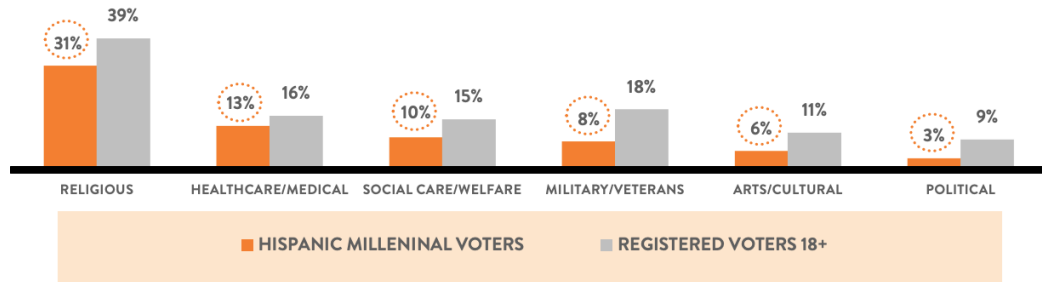
Hispanic Millennial Voters have similar household incomes to Single White Female Voters with their average household income about \$12,000 below the average voter.



**TO USE INTERNET/APP TO
TAKE A COLLEGE COURSE**

STUDENT HANDOUT 3

ORGANIZATIONS CONTRIBUTED MONEY TO PAST 12 MONTHS



3% CONTRIBUTED TO A
POLITICAL ORGANIZATION



ECONOMY

Hispanic Millennial Voters are two times more likely than the average voter to be seeking employment. Three in five agree that they are overwhelmed with financial burdens and say that the current economy is impacting their spending habits. And like their African American Voter counterparts, they too will be looking for economic fixes that bring quick results, as more than half agree that "you are better off having what you want now as your never know what tomorrow may bring."



HEALTHCARE

Four in five Hispanic Millennial Voters have health insurance with one in five receiving that insurance via Medicaid/public assistance/welfare. Forty percent of those insured have an individual policy, making them 14% more likely than the average voter to have had to secure their own insurance. This segment will be closely watching candidates' positioning on healthcare reform and Obamacare.

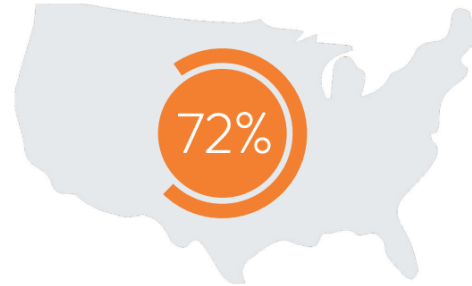


STUDENT HANDOUT 3



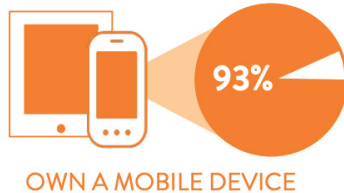
CULTURE AND IMMIGRATION

The majority (72%) of Hispanic Millennial Voters were born in the United States and almost equally as many (75%) prefer to speak English more than Spanish or English only. That does not mean that cultural heritage is not important as 71% agree that their culture/heritage is an important part of their lives. And when they are at home, two in five embrace that heritage by predominately speaking Spanish. So while the segment demonstrates high levels of assimilation, negative positions regarding immigration may be harmful to a campaign.

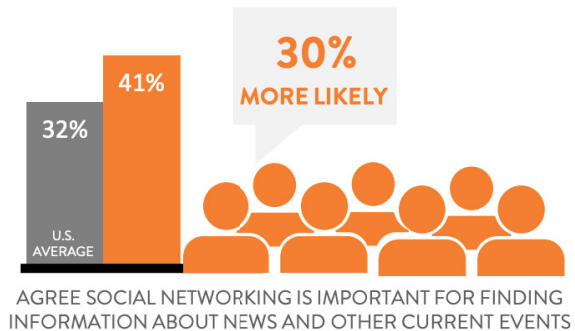


BORN IN THE UNITED STATES

CONNECT WITH HISPANIC MILLENNIAL VOTERS ON THE GO



ONLINE AND SOCIAL MEDIA HABITS



NOTABLE GENRE/FORMATS



INDEXED TO AVERAGE REGISTERED VOTER

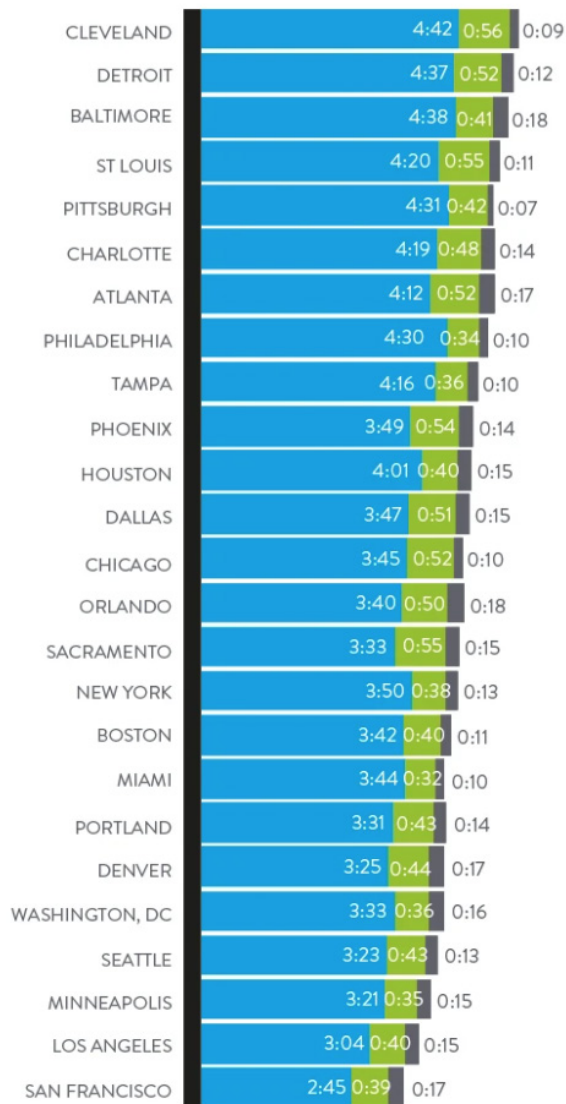
Source: Nielsen, [Political Pairings: Reaching Key Voter Segments in the 2016 Election](#), 2016.

STUDENT HANDOUT 3

AVERAGE TIME SPENT PER DAY (HH:MM)

While viewing is increasingly fragmented, live tv still makes up the bulk of how we watch

● LIVE TV ● WATCHING TIME-SHIFTED TV ● USING A MULTIMEDIA DEVICE



HH:MM signifies hours and minutes

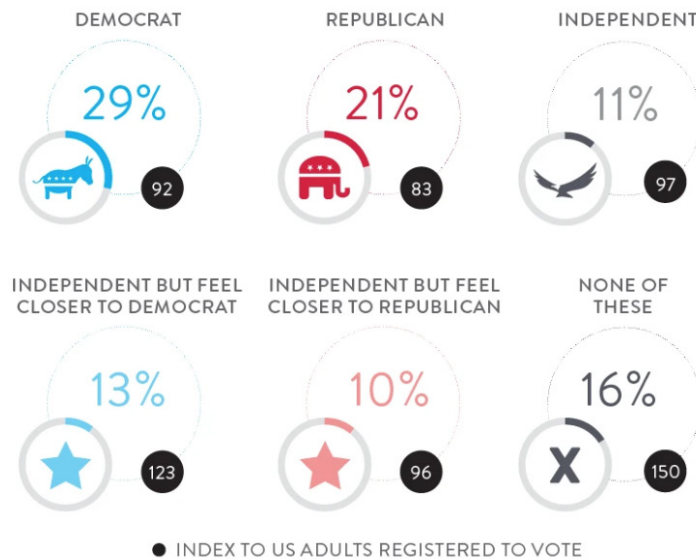
Source: NLTV NOV2015, Average Daily Time Spent HH:MM, P25-54, Live PUT, XPLT, Multimedia Device (Apple TV, Roku, Chromecast, etc)

Source: [Nielsen Average Time Spent Per Day](#), 2016

STUDENT HANDOUT 3

HOW DO YOUNG VOTERS IDENTIFY THEMSELVES?

Half of young voters fall into independent or non-affiliated categories

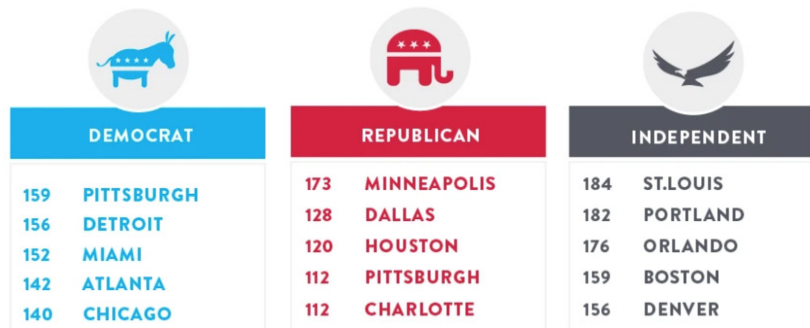


Source: Nielsen Scarborough USA+ Release 1 2015

Base: U.S. Adults 18+ Registered To Vote

FINDING YOUR VOTER WITH LOCAL NEWS

Top five LPM markets that over-index for young voters who watch local news



Source: Nielsen Scarborough USA+ Release 1 2015 based on top 25 LPM markets only; Political Affiliation is Self-Identified

Base: Total U.S. Adults 18-34

Target: Adults 18-34 Registered to Vote in Their District of Residence Who Watch Any Local News (Morning, Daytime, Evening)

Source: [Nielsen, They Vote, They Decide: Finding Young Voters with Local and Social Media](#), 2016.