DIVING INTO ELECTION STATISTICS

Students will analyze data related to voter participation, draw inferences, and create visual representations of the statistical evidence that demonstrates similarities and differences among voter segments (subgroups). By comparing and contrasting sets of data, students will pose questions and evaluate claims related to elections.

ELECTION CYCLES—THE CHANGING PERCEPTION OF VOTERS

Every four years America enters into a new presidential election season that will shape the course of the country. To better understand how elections influence our lives, students will investigate voting participation rates in elections, the impact of advanced data on campaign advertisements, and the evolving impact of media consumption and election information. These activities can be easily incorporated within a social studies and/or mathematics class.

VOTING AND VIEWERSHIP RATES AND COMPARISONS

MIDTERM 2018 VS. NATIONAL 2016

Activity Idea #1 (beginner)

Using information from the articles and data from the graphs, students will calculate the difference in number of television viewers by age group between the 2018 midterm election and the 2016 presidential election. They can also gain another perspective on the data by calculating the percentage increase or decrease between the viewership data. To calculate the percentage change, they should identify the same data groups in 2016 and 2018 to make sure they're comparing the same categories. Then they will calculate the difference between the data points and divide that result by the original amount. Lastly, they will multiply that result by 100 to determine the percentage increase or decrease (= (New Number - Original Number) ÷ Original Number × 100).

Activity Idea #2 (intermediate)

After calculating the difference in viewership between the 2016 presidential election and the 2018 midterm election, students will use their own research to compare voting and viewership rates to make a claim about the difference in voter participation. Instruct the students to support their claim using evidence drawn from the data. When they have finished writing, students will present their arguments—including a chart and/or graph to classmates, who will critique their evidence and may challenge their conclusions.

Note to Teacher: It may be helpful to provide sample claims to students or to compose a sample claim as a group.

Connect to: Analyze Proportional Relationships, Supporting Claims with Evidence, Close Read for Meaning and Subtext

Visual/Graphic: Over 36 Million Viewers Watch Primetime 2018 Midterm Election Coverage, 71 Million Viewers Tuned in to 2016 Election Coverage in Primetime, Charts and graphs are provided below for settings without Internet access.

2018 MIDTERM ELECTION: NOV. 6, 2018

Sum of networks live + same day

	Rating	Number of Viewers
All Households	22.2	26,687,000
Persons 2+	11.8	36,111,000
Persons 18-34	5.3	3,699,000
Persons 35-54	13.2	10,575,000
Persons 55+	21.9	20,210,000

Source: Nielsen, Fast National Ratings.
NOTE: Data above is inclusive of broadcast and cable networks, as well as PBS member stations. Common coverage of ad-supported networks only was 35.3 million viewers P2+.

2018 Networks Included: ABC, CBS, NBC, TEL, UNI, PBS, CNN, CNNe, Fox Business, Fox News Channel and MSNBC.

HISTORICAL MIDTERM ELECTIONS

Year	Networks	Combined No. of P2+ Viewers
2014	ABC, CBS, NBC, CNN, Fox News and MSNBC	22,712,000
2010	ABC, CBS, FOX, NBC, UNI, CNN, Fox News and MSNBC	34,911,000
2006	ABC, CBS, NBC, CNN, Fox News and MSNBC	31,398,000
2002	ABC, CBS, NBC, CNN, Fox News and MSNBC	26,297,000

SUM OF NETWORKS LIVE + SAME DAY (NOV. 8, 2016)

	RATING	RATING
All Households	40.0	47,501,000
Persons 2+	23.6	71,428,000
Persons 18-34	19.3	13,293,000
Persons 35-54	28.0	22,477,000
Persons 55+	32.5	28,893,000

2016 PRESIDENTIAL ELECTION

2016 Networks Included:

ABC, CBS, FOX, NBC, TEL, UNI, CNBC, CNN, Fox Business Network, FOXNC, MSNBC, TV One and Lifetime

Source: Nielsen, Over 36 Million Viewers Watch Primetime 2018 Midterm Election Coverage, 2018; 71 Million Viewers Tuned in to 2016 Election Coverage in Primetime, 2016.

POLITICAL SEGMENTS AT THE POLL

REACHING KEY VOTER SEGMENTS IN THE 2016 ELECTION

Activity Idea #1 (beginner)

The data in this report is categorized by specific voting segments: Single White Females, African Americans, Hispanic Millennials, and Non-Collegiate White Males. Students will review the demographic data for each voter segment within the guide and then participate in a discussion about voting information based on a variety of categories. Students will use this evidence to draw conclusions about how political parties can most effectively and efficiently reach specific groups.

Activity Idea #2 (intermediate)

Students will review the data of key voting segments for the 2016 election. Splitting into groups that represent each voter segment, students will analyze the data from different perspectives, make suggestions and create a plan that promotes greater voter turnout targeted toward each segment, such as social media habits or other pressing issues. Encourage students to think about how presidential candidates can customize their campaigns to ensure that they can connect with voter segments in new and innovative ways.
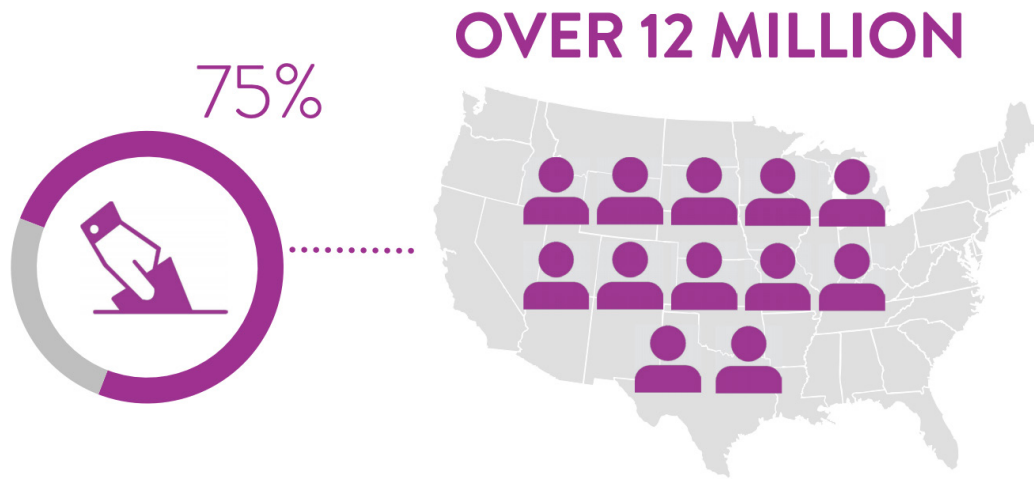
Connect to: Integrating Evidence From Multiple Sources, Draw Conclusions from Multiple Sources, Take on Multiple Perspectives

Visual/Graphic: Reaching Key Voter Segments in the 2016 Election
Charts and graphs are provided below for settings without Internet access.

SINGLE WHITE FEMALES (2016 DATA)
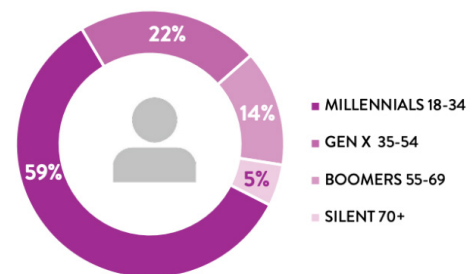
75%

OVER 12 MILLION

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.
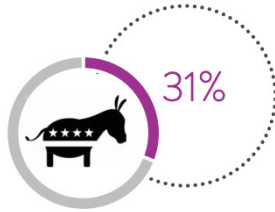
50%

MORE LIKELY

NO AFFILIATION

GENERATIONAL BREAKOUT OF THE SINGLE WHITE FEMALE VOTER

22%

14%

59%

5%

- MILLENNIALS 18-34
- GEN X 35-54
- BOOMERS 55-69
- SILENT 70+

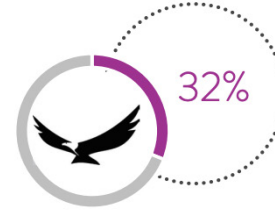## POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED

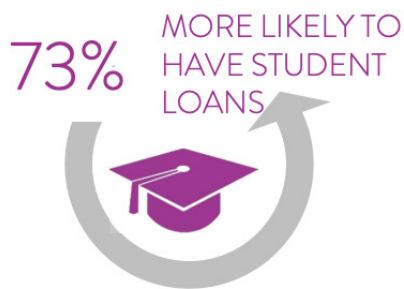### DEMOCRAT
31%

REPUBLICAN
21%
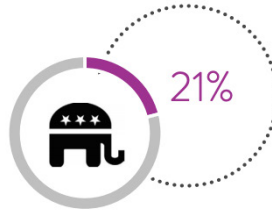
INDEPENDENT
32%

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.
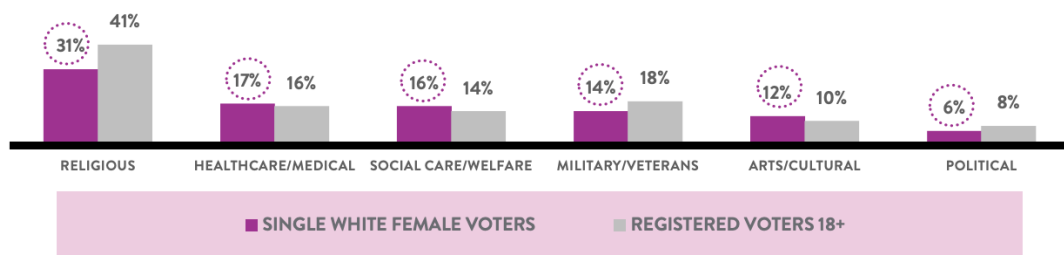
73% **MORE LIKELY TO HAVE STUDENT LOANS**

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

	RELIGIOUS	HEALTHCARE/MEDICAL	SOCIAL CARE/WELFARE	MILITARY/VETERANS	ARTS/CULTURAL	POLITICAL
SINGLE WHITE FEMALE VOTERS	31%	17%	16%	14%	12%	6%
REGISTERED VOTERS 18+	41%	16%	14%	18%	10%	8%

■ SINGLE WHITE FEMALE VOTERS   ■ REGISTERED VOTERS 18+

6% CONTRIBUTED TO A POLITICAL ORGANIZATION

DISCOVER DATA

FIND HELP FOR RALLIES, LOCAL COMMUNITY EVENTS AND FUNDRAISERS

VOLUNTEERED PAST YEAR

1 IN 3

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 positon.

80%

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.

91%
INSURED

16%
MEDICAID/PUBLIC ASSISTANCE/WELFARE

79%
MORE LIKELY

LOCAL MEDIA EXTENDS DIGITAL REACH

23%
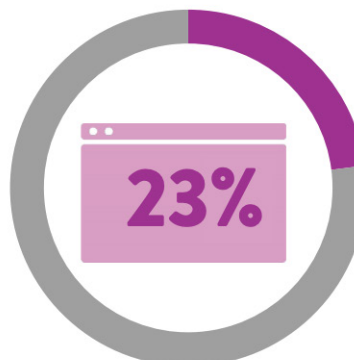
MORE LIKELY

TO HAVE VISITED A MEDIA WEBSITE PAST 30 DAYS

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.

18%
U.S. AVERAGE 51%
MORE LIKELY
60%

FEEL OVERWHELMED WITH
FINANCIAL BURDENS
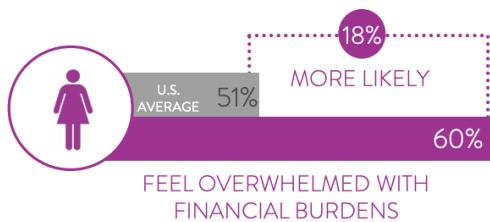
RELIGION

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.

3 IN 5

AGREE PRAYER IS A PART OF
THEIR DAILY LIFE

SOCIAL MEDIA HABITS OF THE SINGLE WHITE FEMALE VOTER

WEBSITE/APPS USED PAST 30 DAYS

191	155	126
INSTAGRAM	TWITTER	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

AFRICAN AMERICANS (2016 DATA)

OVER 23 MILLION

85%
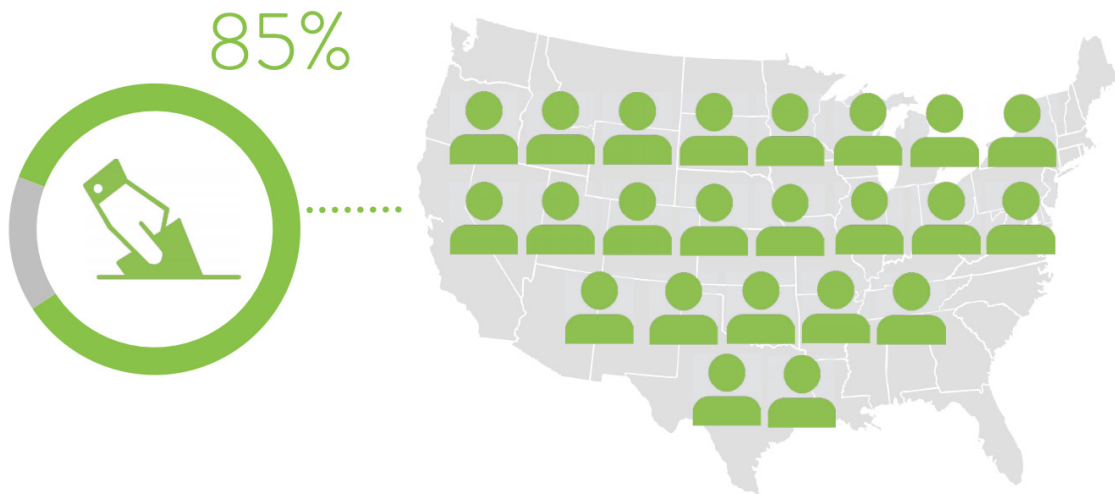
REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

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
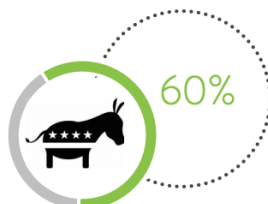
INCOME

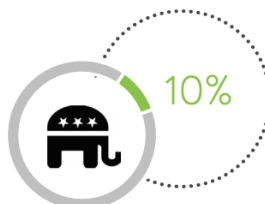**$57,100**

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.

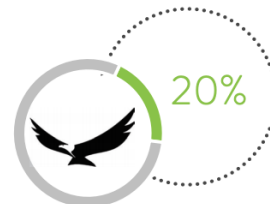### POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED
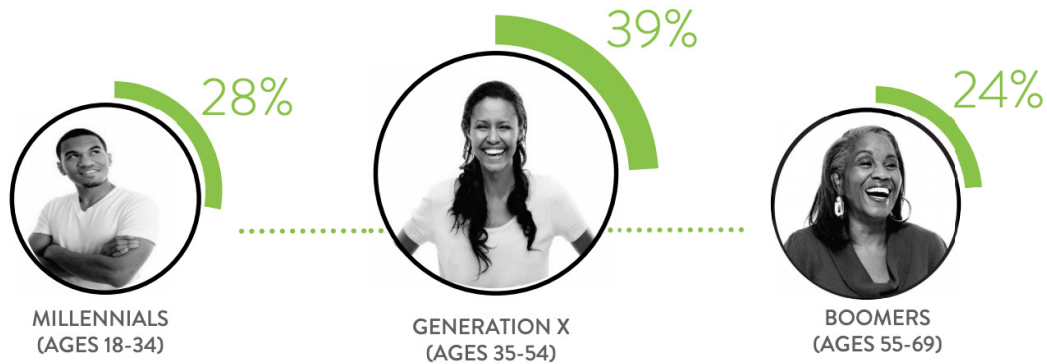
DEMOCRAT

60%

REPUBLICAN

10%

INDEPENDENT

20%

AFRICAN AMERICAN VOTERS SPAN ALL GENERATIONS

28%
MILLENNIALS
(AGES 18-34)

39%
GENERATION X
(AGES 35-54)

24%
BOOMERS
(AGES 55-69)

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.
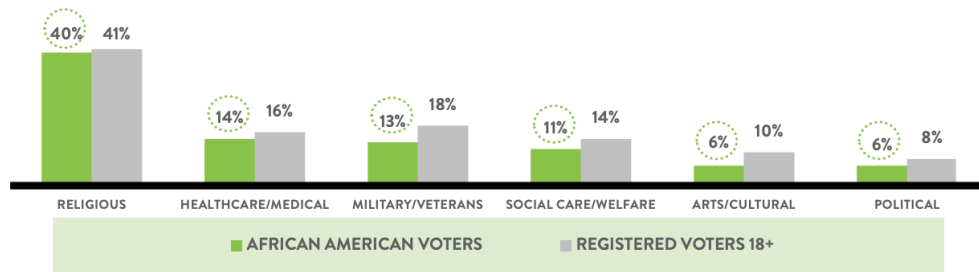
17 MILLION

AGREE RELIGION SHOULD BE THE PILLAR OF OUR SOCIETY

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.

35%
MORE LIKELY TO DESCRIBE THEIR CURRENT HEALTH AS FAIR OR POOR

ORGANIZATIONS CONTRIBUTED MONEY TO PAST 12 MONTHS

	RELIGIOUS	HEALTHCARE/MEDICAL	MILITARY/VETERANS	SOCIAL CARE/WELFARE	ARTS/CULTURAL	POLITICAL
AFRICAN AMERICAN VOTERS	40%	14%	13%	11%	6%	6%
REGISTERED VOTERS 18+	41%	16%	18%	14%	10%	8%

■ AFRICAN AMERICAN VOTERS ■ REGISTERED VOTERS 18+

6% CONTRIBUTED TO A POLITICAL ORGANIZATION

80% AGREE IT'S IMPORTANT TO KEEP UP WITH NEWS AND CURRENT AFFAIRS

✓ ✓ ✓ ✓ ✓ ✓ ✓

ECONOMY

Three in five African American Voters agree that they are overwhelmed with financial burdens and 68% say that the current economy is impacting their spending habits. African American Voters will be looking for economic fixes that bring quick results as more than half agree that "you are better off having what you have now as your never know what tomorrow may bring."

68% SAY THE ECONOMY IS IMPACTING THEIR SPENDING HABITS

Over half (55%) of African American Voters feel good about celebrities of their own ethnic background in the media and almost a third agree that celebrity endorsements influence them to action. Campaigns utilizing celebrity endorsements could see gains in African American Voter support.
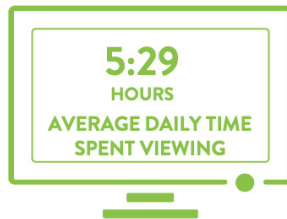
1 IN 3

⭐ ☆ ⭐

AGREE CELEBRITY ENDORSEMENTS INFLUENCE THEM TO ACTION

BUILDING PARTY SUPPORT

1 IN 3

SELF IDENTIFY AS INDEPENDENT OR NO PARTY

DISCOVER DATA

TOP MEDIA FORMATS AMONG AFRICAN AMERICAN VOTERS

5:29
HOURS
AVERAGE DAILY TIME
SPENT VIEWING

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
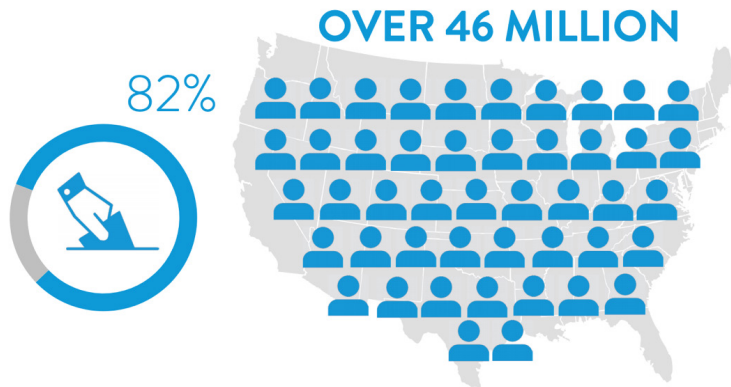**LISTEN TO LOCAL RADIO**
STATION
PAST 30 DAYS

APP

TOP 5 RADIO FORMATS M-SU 6A-MID
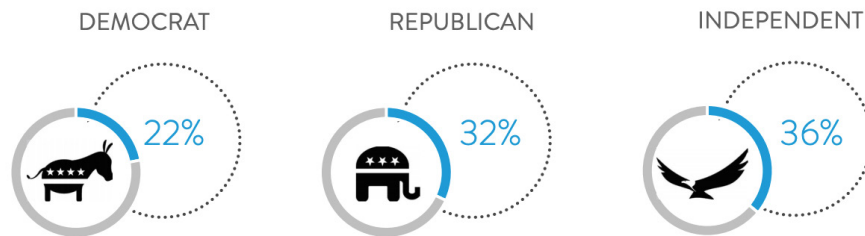
1 URBAN AC
2 URBAN CONTEMPORY
3 RYTHMIC CONTEMPORARY HIT RADIO
4 POP CONTEMPORARY HIT RADIO
5 ADULT CONTEMPORARY

NON-COLLEGIATE WHITE MALES (2016 DATA)
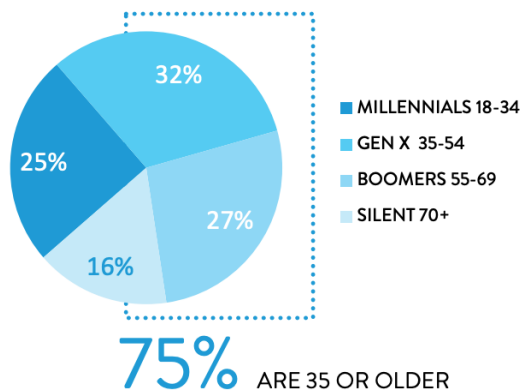
OVER 46 MILLION

82%

REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED

DEMOCRAT	REPUBLICAN	INDEPENDENT
22%	32%	36%

GENERATIONAL BREAKOUT OF THE NON-COLLEGIATE WHITE MALE VOTER

- 32%
- 25%
- 27%
- 16%

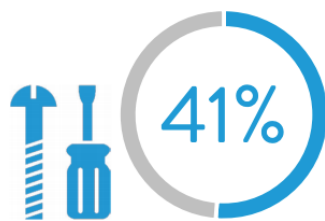■ MILLENNIALS 18-34
■ GEN X 35-54
■ BOOMERS 55-69
■ SILENT 70+

23% MORE LIKELY TO BE RETIRED OR RETIRING IN THE NEXT YEAR

75% ARE 35 OR OLDER

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.
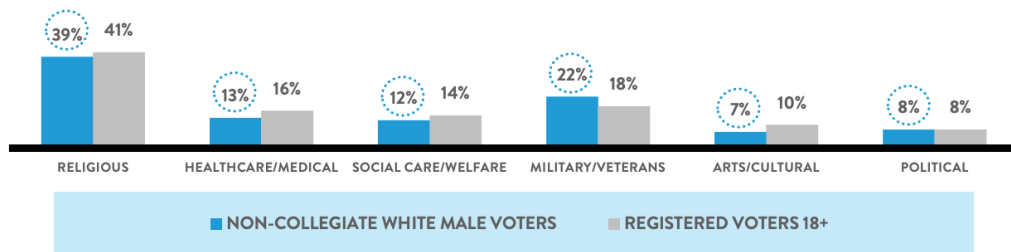
41%

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.
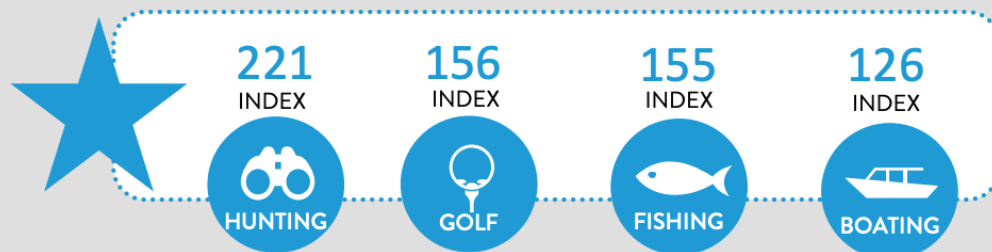
ORGANIZATIONS CONTRIBUTED MONEY TO PAST 12 MONTHS

	RELIGIOUS	HEALTHCARE/MEDICAL	SOCIAL CARE/WELFARE	MILITARY/VETERANS	ARTS/CULTURAL	POLITICAL
NON-COLLEGIATE WHITE MALE VOTERS	39%	13%	12%	22%	7%	8%
REGISTERED VOTERS 18+	41%	16%	14%	18%	10%	8%

8% CONTRIBUTED TO A POLITICAL ORGANIZATION

ACTIVITIES PAST 12 MONTHS

221 INDEX HUNTING **156** INDEX GOLF **155** INDEX FISHING **126** INDEX BOATING

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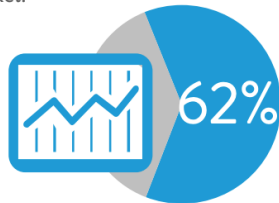
ECONOMY

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.

62%

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.

31%

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.
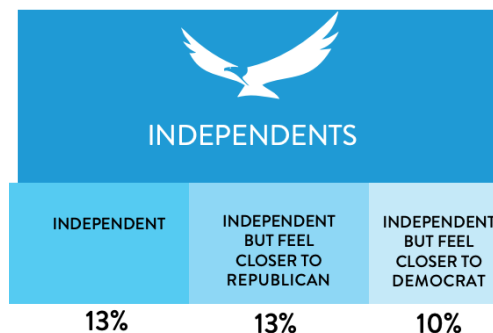
83%
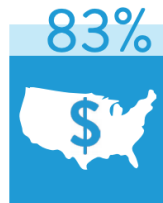
AGREE BUYING AMERICAN IS IMPORTANT

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.

21 MILLION

FEEL THEY ARE MORE ENVIRONMENTALLY CONSCIOUS THAN MOST

LOOK ACROSS THE INDEPENDENTS

INDEPENDENTS

INDEPENDENT	INDEPENDENT BUT FEEL CLOSER TO REPUBLICAN	INDEPENDENT BUT FEEL CLOSER TO DEMOCRAT
13%	13%	10%

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

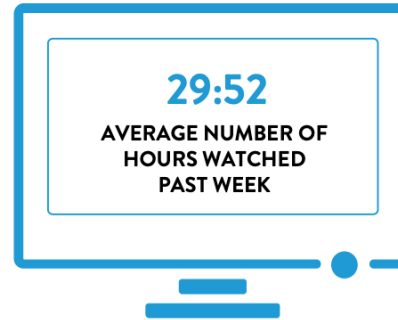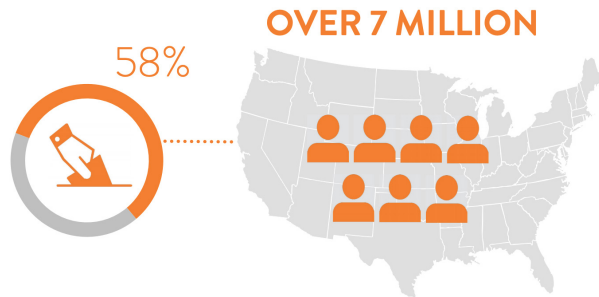| 23%	14%	36%	24%
TYPICALLY WATCH SPORTS	READ SPORTS SECTION	LISTEN TO ALL SPORTS RADIO	USE INTERNET FOR SPORTS SCORES

23%
MORE LIKELY TO HAVE DRIVEN 250+ MILES PAST WEEK

29:52
AVERAGE NUMBER OF HOURS WATCHED PAST WEEK

HISPANIC MILLENIALS (2016 DATA)

OVER 7 MILLION
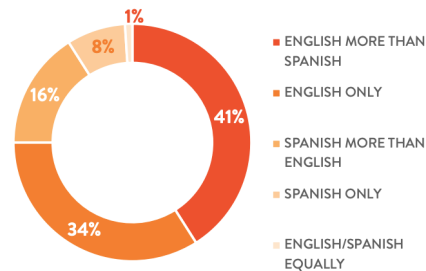
58%

REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

LANGUAGE PERSONALLY PREFER TO SPEAK

1%
8%
16%
41%
34%

- ENGLISH MORE THAN SPANISH
- ENGLISH ONLY
- SPANISH MORE THAN ENGLISH
- SPANISH ONLY
- ENGLISH/SPANISH EQUALLY

BUILD PARTY SUPPORT

51%

SELF IDENTIFY AS INDEPENDENT OR NO PARTY

POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED

DEMOCRAT
37%
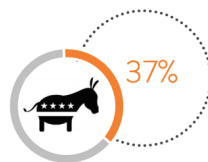
REPUBLICAN
12%
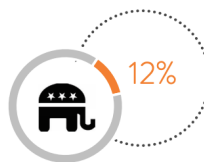
INDEPENDENT
32%
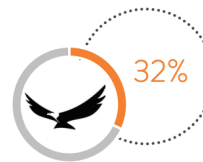
EDUCATION

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.

2X MORE LIKELY

TO USE INTERNET/APP TO TAKE A COLLEGE COURSE

ORGANIZATIONS CONTRIBUTED MONEY TO PAST 12 MONTHS

	RELIGIOUS	HEALTHCARE/MEDICAL	SOCIAL CARE/WELFARE	MILITARY/VETERANS	ARTS/CULTURAL	POLITICAL
HISPANIC MILLENINAL VOTERS	31%	13%	10%	8%	6%	3%
REGISTERED VOTERS 18+	39%	16%	15%	18%	11%	9%

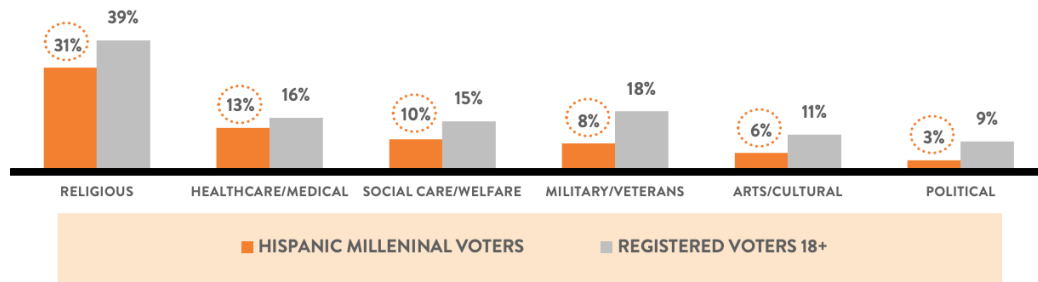**3%** CONTRIBUTED TO A POLITICAL ORGANIZATION

46% MORE LIKELY TO ENJOY BEING THE CENTER OF ATTENTION

1 IN 3 HAVE 4 OR MORE ADULTS IN THE HOUSEHOLD

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."

2X MORE LIKELY TO BE SEEKING A JOB

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.

14% MORE LIKELY TO HAVE AN INDIVIDUAL POLICY

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.

72%
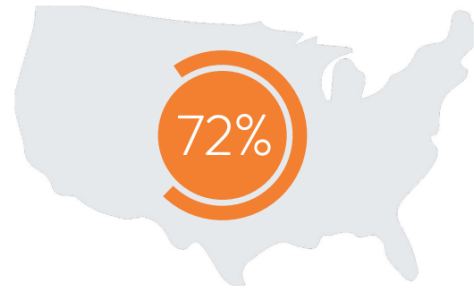
BORN IN THE UNITED STATES

CONNECT WITH HISPANIC MILLENNIAL VOTERS ON THE GO

93%
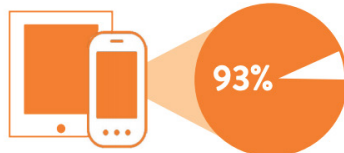
OWN A MOBILE DEVICE

18% **MORE LIKELY**
TO DOWNLOAD A MOBILE MEDIA APP PAST 30 DAYS

ONLINE AND SOCIAL MEDIA HABITS
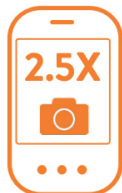
2.5X
MORE LIKELY TO USE INSTAGRAM PAST MONTH

AVERAGE DAILY TIME SPENT ONLINE
9:57 HOURS

32% U.S. AVERAGE

41%

30% MORE LIKELY
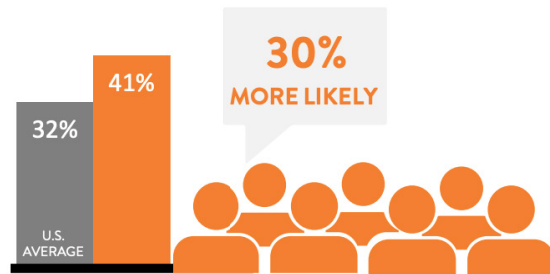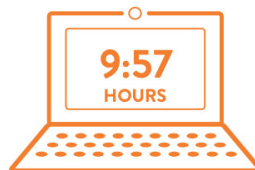
AGREE SOCIAL NETWORKING IS IMPORTANT FOR FINDING INFORMATION ABOUT NEWS AND OTHER CURRENT EVENTS

NOTABLE GENRE/FORMATS

201 POP CONTEMPORARY HIT

120 LATE NIGHT TALK

119 NEWSPAPER VIA MOBILE DEVICE

■INDEXED TO AVERAGE REGISTERED VOTER

Source: Nielsen, Political Pairings: Reaching Key Voter Segments in the 2016 Election, 2016.

MULTIMEDIA'S IMPACT ON POLITICS

THEY VOTE, THEY DECIDE: FINDING YOUNG VOTERS WITH LOCAL AND SOCIAL MEDIA

Activity Idea #1 (beginner)

Using information from the article and data from the chart "Average Time Spent Per Day," students will calculate the percentage of time spent watching live TV vs. using a multimedia device for adults aged 25-54 in selected cities. Students will compare findings and generate ideas on how political parties may use this data to reach voters. If time permits, the students can select and create a visual format that best demonstrates their findings.

Activity Idea #2 (intermediate)

Students will use data from the chart to create their own survey to assess the rate and platform for media consumption among their teenage peers. After students collect data, they will discuss their findings and compare data. Students should discuss what platforms were most popular and what outcomes surprised them the most.

Connect to: Design Research Questions, Calculate Averages, Compare and Contrast Evidence
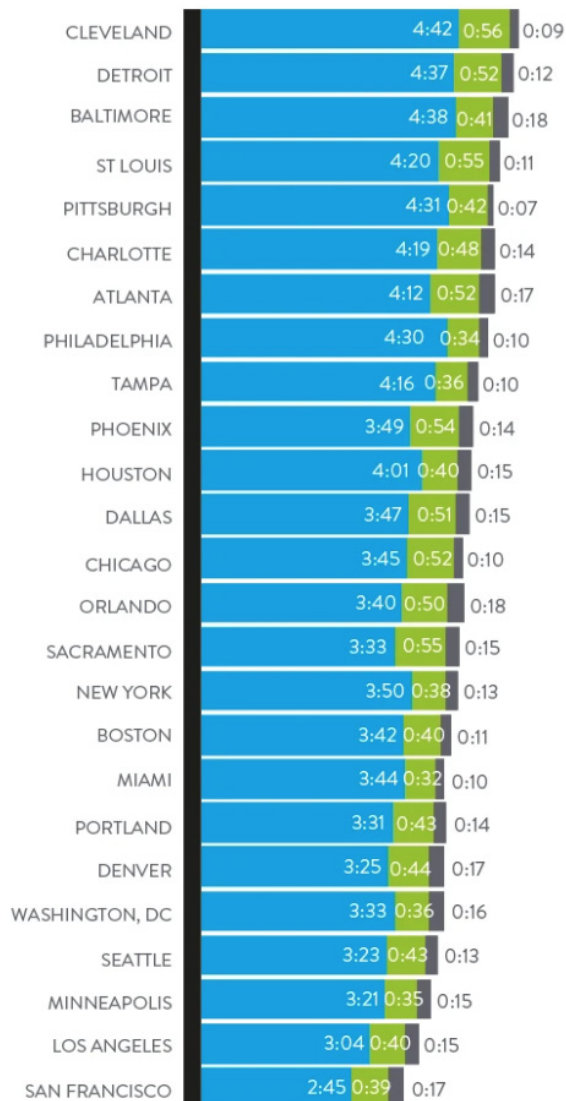
Visual/Graphic: Average Time Spent per Day, They Vote, They Decide: Finding Young Voters with Local and Social Media, Charts and graphs are provided below for settings without Internet access.

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

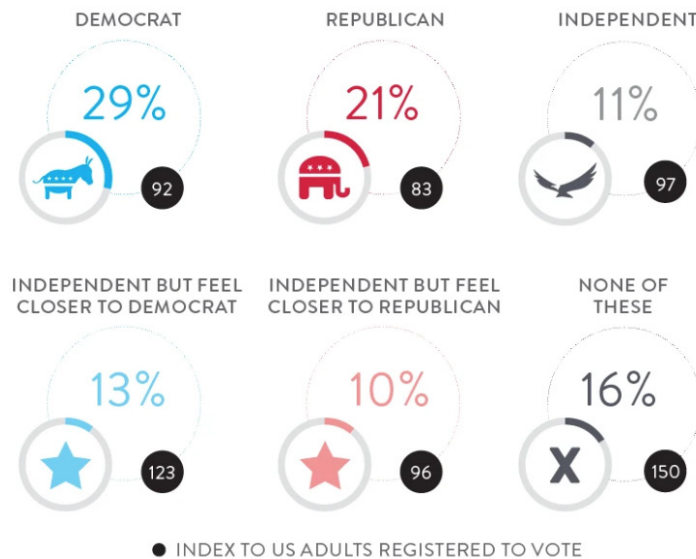| City	Live TV	Time-Shifted	Multimedia
CLEVELAND	4:42	0:56	0:09
DETROIT	4:37	0:52	0:12
BALTIMORE	4:38	0:41	0:18
ST LOUIS	4:20	0:55	0:11
PITTSBURGH	4:31	0:42	0:07
CHARLOTTE	4:19	0:48	0:14
ATLANTA	4:12	0:52	0:17
PHILADELPHIA	4:30	0:34	0:10
TAMPA	4:16	0:36	0:10
PHOENIX	3:49	0:54	0:14
HOUSTON	4:01	0:40	0:15
DALLAS	3:47	0:51	0:15
CHICAGO	3:45	0:52	0:10
ORLANDO	3:40	0:50	0:18
SACRAMENTO	3:33	0:55	0:15
NEW YORK	3:50	0:38	0:13
BOSTON	3:42	0:40	0:11
MIAMI	3:44	0:32	0:10
PORTLAND	3:31	0:43	0:14
DENVER	3:25	0:44	0:17
WASHINGTON, DC	3:33	0:36	0:16
SEATTLE	3:23	0:43	0:13
MINNEAPOLIS	3:21	0:35	0:15
LOS ANGELES	3:04	0:40	0:15
SAN FRANCISCO	2:45	0:39	0:17

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
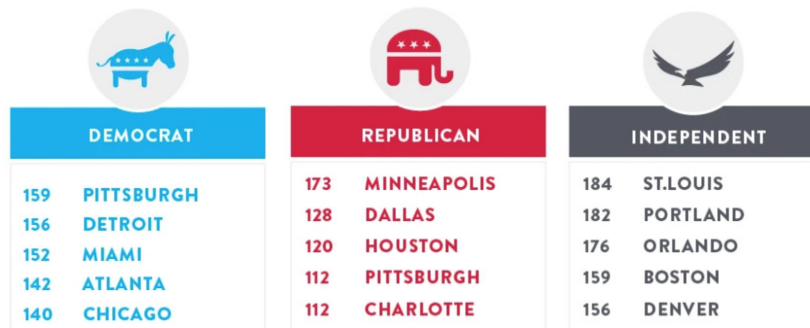
HOW DO YOUNG VOTERS IDENTIFY THEMSELVES?

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

DEMOCRAT	REPUBLICAN	INDEPENDENT
29% — 92	21% — 83	11% — 97

INDEPENDENT BUT FEEL CLOSER TO DEMOCRAT	INDEPENDENT BUT FEEL CLOSER TO REPUBLICAN	NONE OF THESE
13% — 123	10% — 96	16% — 150

● INDEX TO US ADULTS REGISTERED TO VOTE

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

DEMOCRAT		REPUBLICAN		INDEPENDENT	
159	PITTSBURGH	173	MINNEAPOLIS	184	ST. LOUIS
156	DETROIT	128	DALLAS	182	PORTLAND
152	MIAMI	120	HOUSTON	176	ORLANDO
142	ATLANTA	112	PITTSBURGH	159	BOSTON
140	CHICAGO	112	CHARLOTTE	156	DENVER

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.

COLLECTING DATA—IN ORDER TO SOLVE A PROBLEM, YOU NEED TO FIND THE RIGHT INFORMATION

Students will collect their own data from family and friends on how much election coverage they plan on watching during the 2020 election season, and how/where they plan on watching it. They will create categories that help identify informed voting preferences, such as online research of candidates, debate coverage, and election night coverage, as well as how they plan to find their polling location. Using the collected data, students will create an infographic that tells a local story of informed voting.

KEY VOCABULARY

Affiliation: Being related or closely associated with a particular person, group, or idea

Average: The sum of all numbers in a dataset divided by the amount of numbers, representing their central value

Causation: The relationship between the cause and effect of an action or outcome

Consumption: Using a resource, such as through buying or eating

Correlation: The degree to which two or more things are related

Demographic: Statistical data related to human populations (such as age or income)

Disaggregate: To break up or separate into parts

Household: A group of people composed of those living together in the same house, apartment, or other living situation

Infographic: A visual display of numerical charts, graphs, and diagrams related to a particular topic

Reliability: The consistency of a numerical amount

Viewership: The amount of people who watch a particular television program or channel