

# BU EDGE CSE



## PROJECT REPORT

**TOPIC NAME:** Analysis of Voter Behavior in U.S. Elections

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# Project Report: Analysis of Voter Behavior in U.S. Elections

## Introduction

This report analyzes voter behavior in the U.S. elections of 2020 and 2024 using a dataset that captures various demographic factors, political affiliations, and voting outcomes. The objective is to identify trends and shifts in voter preferences across different demographics.

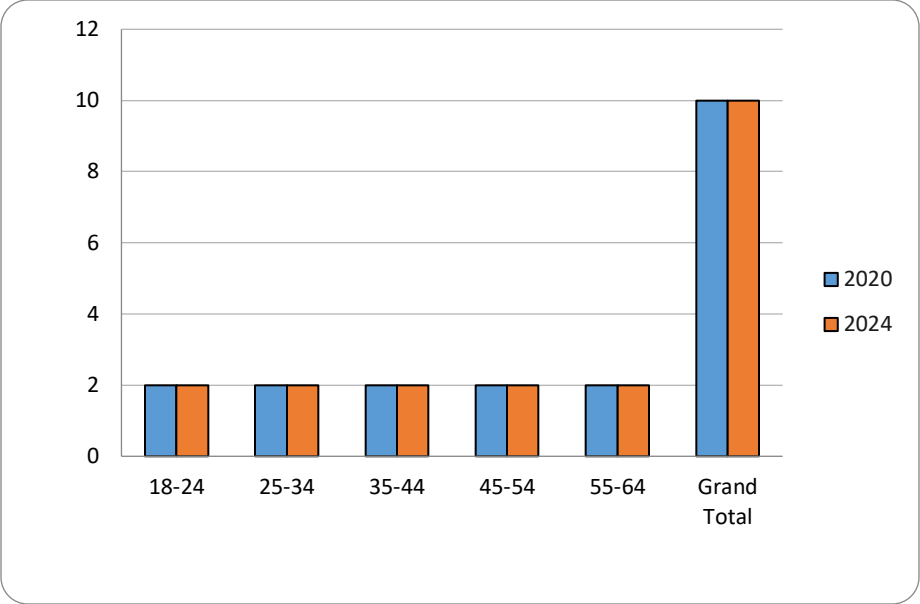
## Dataset Overview

The dataset includes the following columns:

- **Voter ID:** Unique identifier for each voter.
- **Election Year:** The year of the election (2020, 2024).
- **Age Group:** Age range of the voter (e.g., 18-24, 25-34).
- **Gender:** Gender of the voter (Male, Female).
- **Education Level:** Highest level of education completed (e.g., High School, Some College, College Graduate).
- **Political Party:** Party affiliation (e.g., Democratic, Republican, Independent).
- **State:** State of residence.
- **Candidate:** The candidate voted for.
- **Vote Outcome:** Indicates whether the candidate won or lost.

## Analysis Questions and Findings

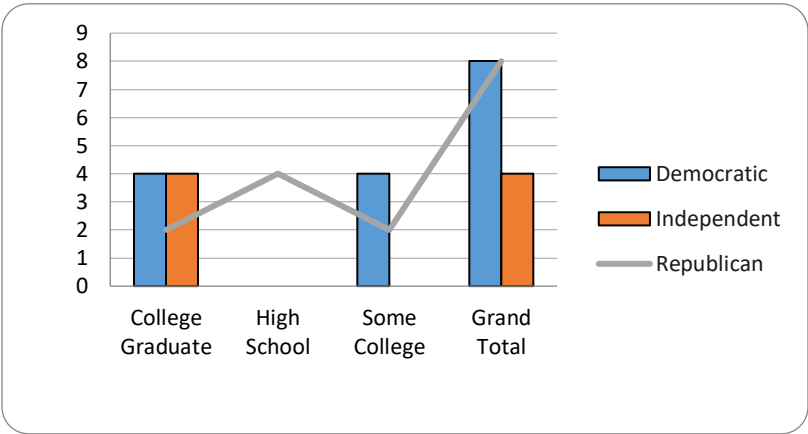
### 1. Voter Preference by Age Group



**Analysis Method:** A pivot table was created with age groups as rows and election years as columns, counting the vote outcomes.

**Findings:** Younger voters (18-24) showed strong support for Democratic candidates in 2020, but some shifted toward Republican candidates in 2024, indicating a potential change in political alignment.

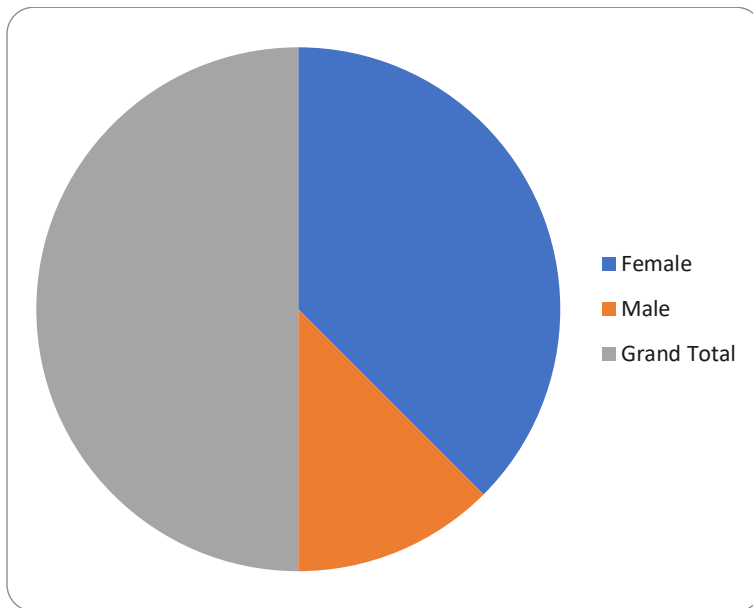
2. Impact of Education Level on Voting



**Analysis Method:** A pivot table was set up with education levels as rows and political parties as columns, counting the vote outcomes.

**Findings:** Voters with college degrees predominantly favored Democratic candidates, while those with only a high school education leaned more toward Republican candidates. This trend remained consistent across both elections.

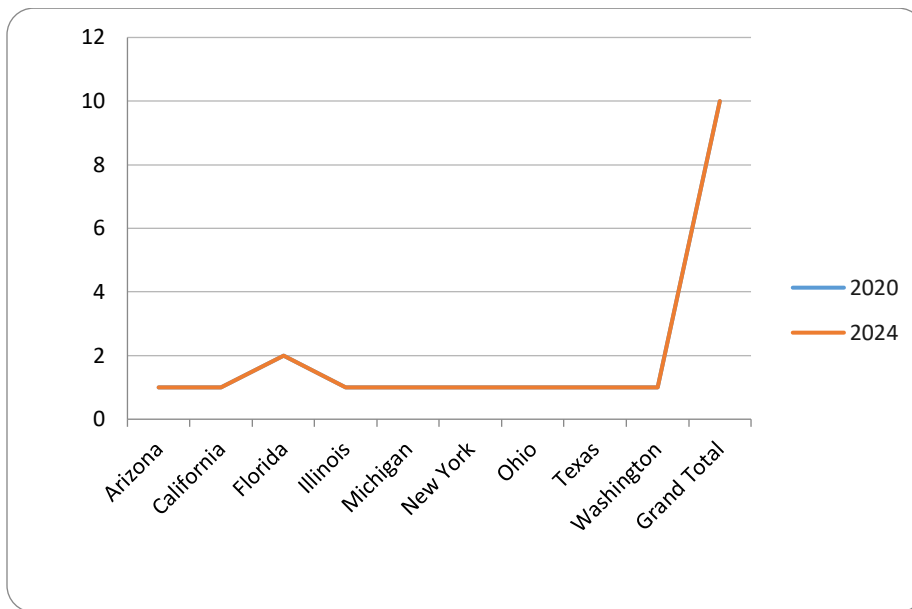
### 3. Gender Differences in Voting Outcomes



**Analysis Method:** A pivot table was created using gender as rows and political parties as columns, counting the vote outcomes.

**Findings:** Female voters were more likely to support Democratic candidates, while male voters showed more balanced support between parties. This gender gap persisted over the two election years.

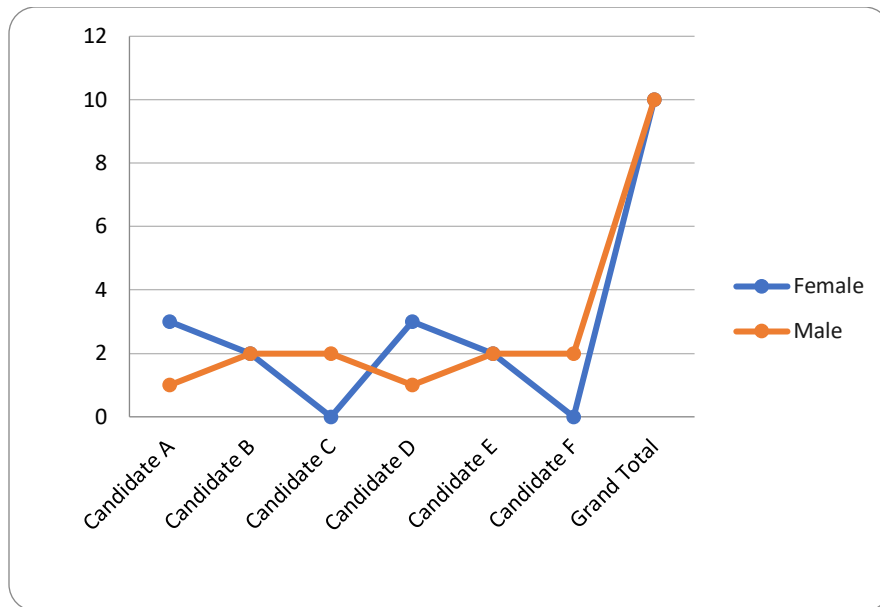
#### 4. Shifts in State Support



**Analysis Method:** A pivot table was established with states as rows and election years as columns, counting the vote outcomes.

**Findings:** States like Florida and Texas exhibited significant shifts in voter support, particularly among younger voters and those with some college education. This indicates a trend toward more competitive elections in these states.

#### 5. Trends for Independent Candidates



**Analysis Method:** A pivot table was created with demographic factors as rows and vote outcomes for Independent candidates as columns.

**Findings:** Independent candidates received more support from younger voters and those with some college education, but their overall vote share remained low compared to the major parties.

## Challenges and Opportunities

### Challenges

- 1. Data Limitations:** The dataset may not capture all relevant factors influencing voter behavior, such as socio-economic status, race, or specific local issues.
- 2. Changing Political Landscape:** Voter preferences can shift rapidly due to emerging issues, making it difficult to predict future trends based on past data.
- 3. Engagement with Diverse Demographics:** Understanding and effectively engaging with diverse voter groups remains a challenge, especially as demographics continue to evolve.

## Opportunities

- 1. Targeted Campaigning:** Political parties can develop targeted strategies based on demographic insights, such as focusing on the preferences of younger or less-educated voters.
- 2. Emerging Voter Groups:** There is an opportunity to engage with independent voters, particularly younger demographics, who are showing increased interest in non-traditional candidates.
- 3. Data-Driven Strategies:** Utilizing data analytics can help campaigns tailor their messages and outreach efforts, improving voter engagement and turnout.

## Conclusion

The analysis reveals important trends in voter behavior in the 2020 and 2024 elections. Key insights include shifts in preferences among different age groups, the influence of education on party affiliation, and notable differences in voting patterns between genders. States like Florida and Texas are becoming increasingly competitive, highlighting the need for political parties to adapt their strategies.

## References

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