Georgia,USA and the 2020 USA Election

What lifestyles do conservative and liberal voters in Georgia have?

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Capstone Part 1

Notes

Note: The terms *Democrat/blue/liberal* and the terms *Republican/red/conservative* will be used to designate liberal vs conservative votes.

Note: The votes in Georgia are currently under recount due to Blue winning by such a small margin, but as of this post, the ongoing recount has yielded very few changes [**1**].

Intro/Business Problem

Background and Rationale

The 2020 United States presidential election was decided by very few votes, many in the state of Georgia.The Democrats won by 20,000 votes[**2**], taking Georgia for the first time since 1992[3].This outcome wasn't necessarily sudden–Democrats had been losing by less and less in the last 10 years [**3,4**]. In such a hotly contested state with changing vote tallies across the last few years, any voter lifestyle factors driving outcomes should be studied. What lifestyle factors differentiate blue and red voters? That is, what do they do with their time? What are they like?

These answers can influence everything from election marketing to social initiatives and bipartisanship. Regarding the latter,bringing people together at shared activities and preferences can facilitate local legislature moving forward. Political campaigns could also use this information to cater to their demographics during election time. Marketers could use this information for vertical integration, with the appropriate lifestyle merchandise and retail incentives for voters depending on political persuasion.Public relations and polling places already hunt for information like this--ie the Nielson ratings-- and could use a data-driven, descriptive assessment of venues across voter types[**5**].

This information is useful whether or not there are differences in venue preference between liberals and conservatives. If there are commonalities, political campaigns would be able to cater to a more diverse voter population that way, and bipartisanship sectors would have a marketing edge. If there are differences, then political campaigns and marketing could be tailored to each voting population[**6**].

Sources to date:

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4.https://www.timesfreepress.com/news/local/story/2020/nov/14/how-georgia-blue/536081/

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