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Data 608 Final Project

**Materials:**

Link to visualization: <https://aagoldberg.github.io/>

Mapping attachments:

1. Index.html (html/javascript)
2. cb\_2016\_us\_cd115\_5mT3.json (geoJSON data)

Data handling:

1. ANES\_data\_handling.R (R data management script)
2. cb\_2016\_us\_cd115\_5m.dbf (original .dbf)

**Process**

Creating a choropleth in d3.js was a challenge for many reasons. There was a high learning curve for the language, although there was also a plethora of helpful online resources.

The r script explains how I parsed through and prepared the survey data for mapping. I then attached the survey data a .dbf file, which, along with its complementary .shp file, was converted to a geoJSON file using mapshaper.org. I then used the d3.js script to draw directly from the geoJSON file.

I expected there to be some small sample sizes per congressional district, but the sizes were even smaller than I hoped. Still, the sample sizes would have been small for many states as well, so I decided to keep the more attractive congressional district breakdowns. Unfortunately, I suspect these sample sizes did hurt the analysis. This visualization would not be appropriate in a professional setting, but I felt it was good as a learning experience.

**Background:**

The 2016 presidential election cycle brought new and unique styles of campaigning to the national stage. Both Hillary Clinton and Donald Trump competed over previously overlooked demographic segments, while the press had trouble keeping up with the deluge of often bizarre and unprecedented campaign developments.

Although many argue that the personality of the candidates was the deciding factor in the race, we can still see that the country is divided along the often partisan lines on the basic social and economic issues displayed on this map.

While the map focused on explaining voter behavior within smaller geographies—sometimes at the expense of accuracy and sample size—there were still many clear findings:

1. Clinton performed best within the coastal areas and southern cities, while Trump was strongest in more central states.
2. Likewise, Unions and LGBT are most warmly received on the coasts, and within southern cities, with additional favorable opinion for unions in the great lakes and heartland area cities.
3. Pride in the American flag was most prominent in southern states.
4. Belief that Obama is a Muslim was most conspicuous in more rural communities.
5. Reducing the deficit was most important in southern and great lakes area suburbs.
6. Concern that immigration hurts jobs appears most intense in rural areas of the great lakes states and along the southern border.
7. Lastly, preference for a larger, more active government is preferred in the northeast, within southern cities and along the Mississippi river.