

Employing issue prioritization to predict voting behavior

By Alyssa Liguori

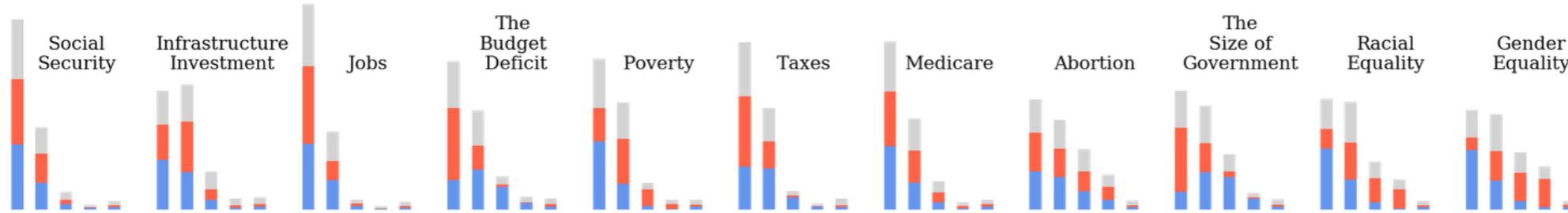
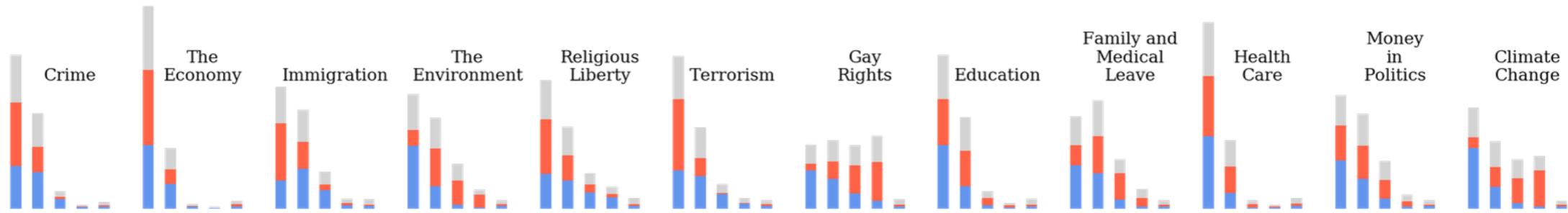
Photo by Element5 Digital on Unsplash

“ Demographic groups do not exhibit monolithic behavior.”

While voter decisions [in 2016] were certainly influenced by their demographic characteristics, their views on the issues and the priorities they assigned to those issues played a critical role.

David Winston
Political Pollster and Strategist

Predict an individual's 2016 Presidential choice with ratings of issue importance



How *important* are the following issues to you?

The Size of Government

- Very
- Somewhat
- Not Very
- Unimportant

Immigration

- Very
- Somewhat
- Not Very
- Unimportant

Racial Equality

- Very
- Somewhat
- Not Very
- Unimportant

Terrorism

- Very
- Somewhat
- Not Very
- Unimportant

Climate Change

- Very
- Somewhat
- Not Very
- Unimportant

Gender Equality

- Very
- Somewhat
- Not Very
- Unimportant

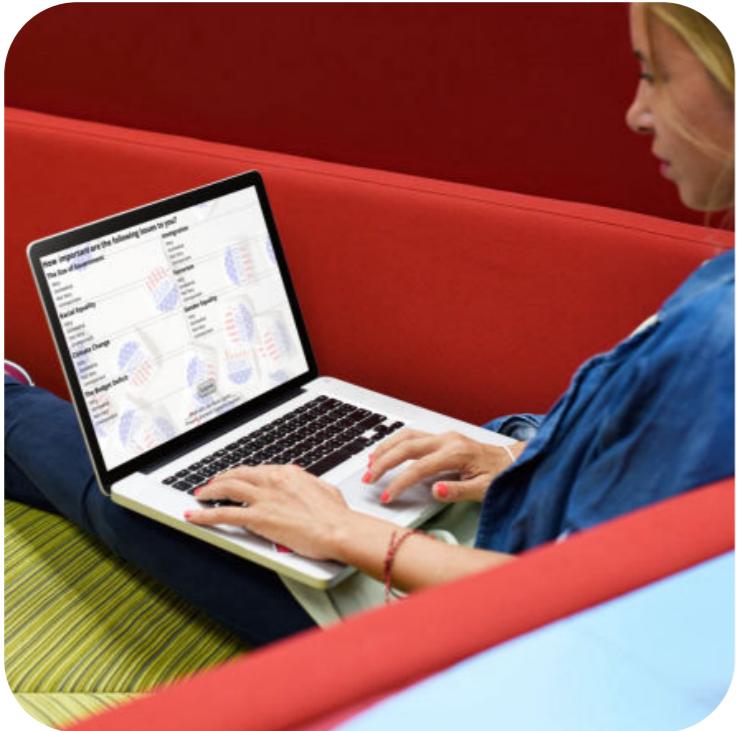
The Budget Deficit

- Very
- Somewhat
- Not Very
- Unimportant

Submit

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make-prediction.herokuapp.com

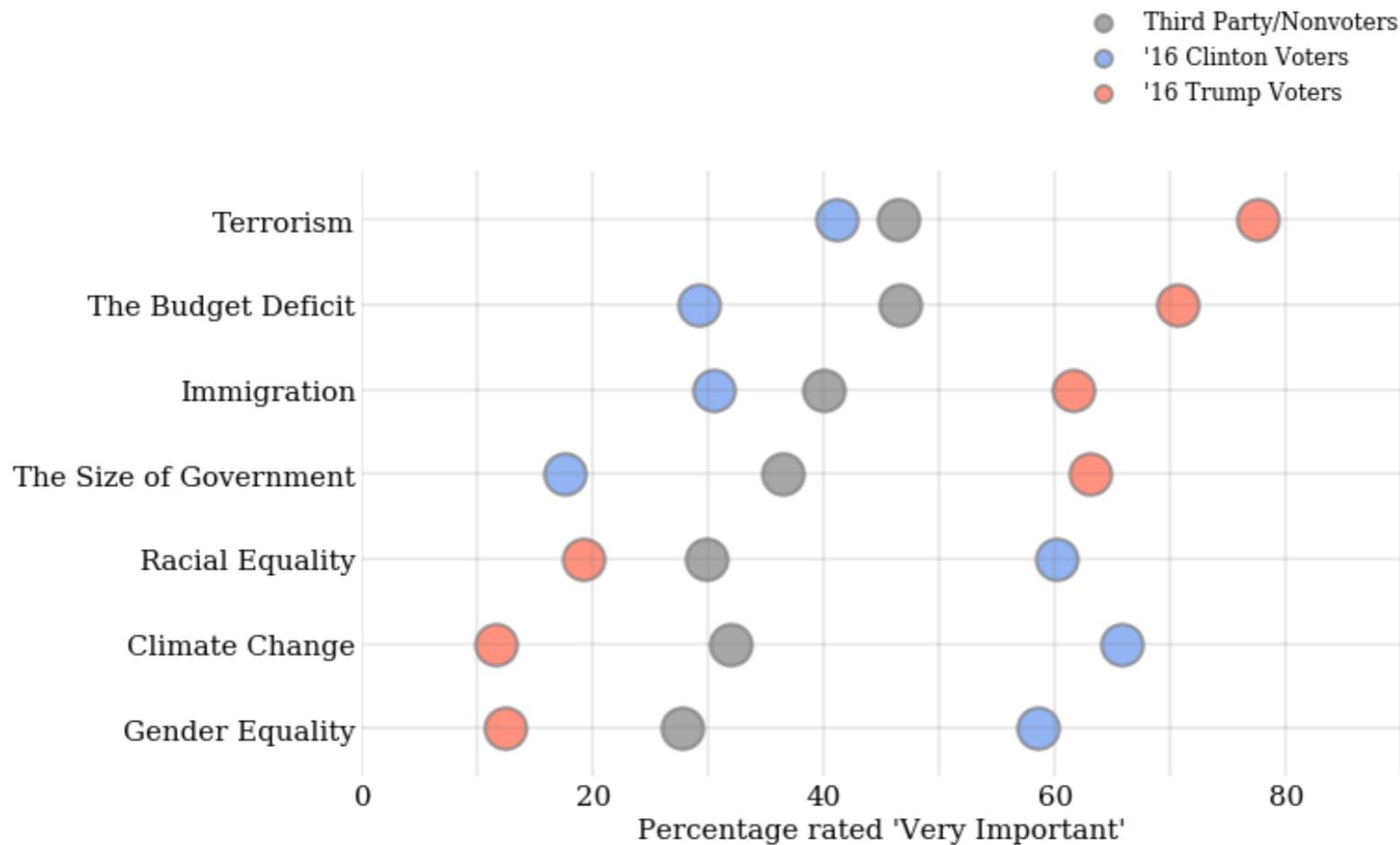


For web



And for mobile

Percentage rated issue 'Very Important' by vote behavior



Next Steps

1

Persist app data

Build database into the back end for persistence of survey data.

2

Set up feedback loop

Did the model predict correctly? What was the user thinking about when they answered "Very Important" to an issue?

3

Analyze feedback language

Is language predictive? Can a model be built using text input of a voter's description of what matters to them?

Contact Information



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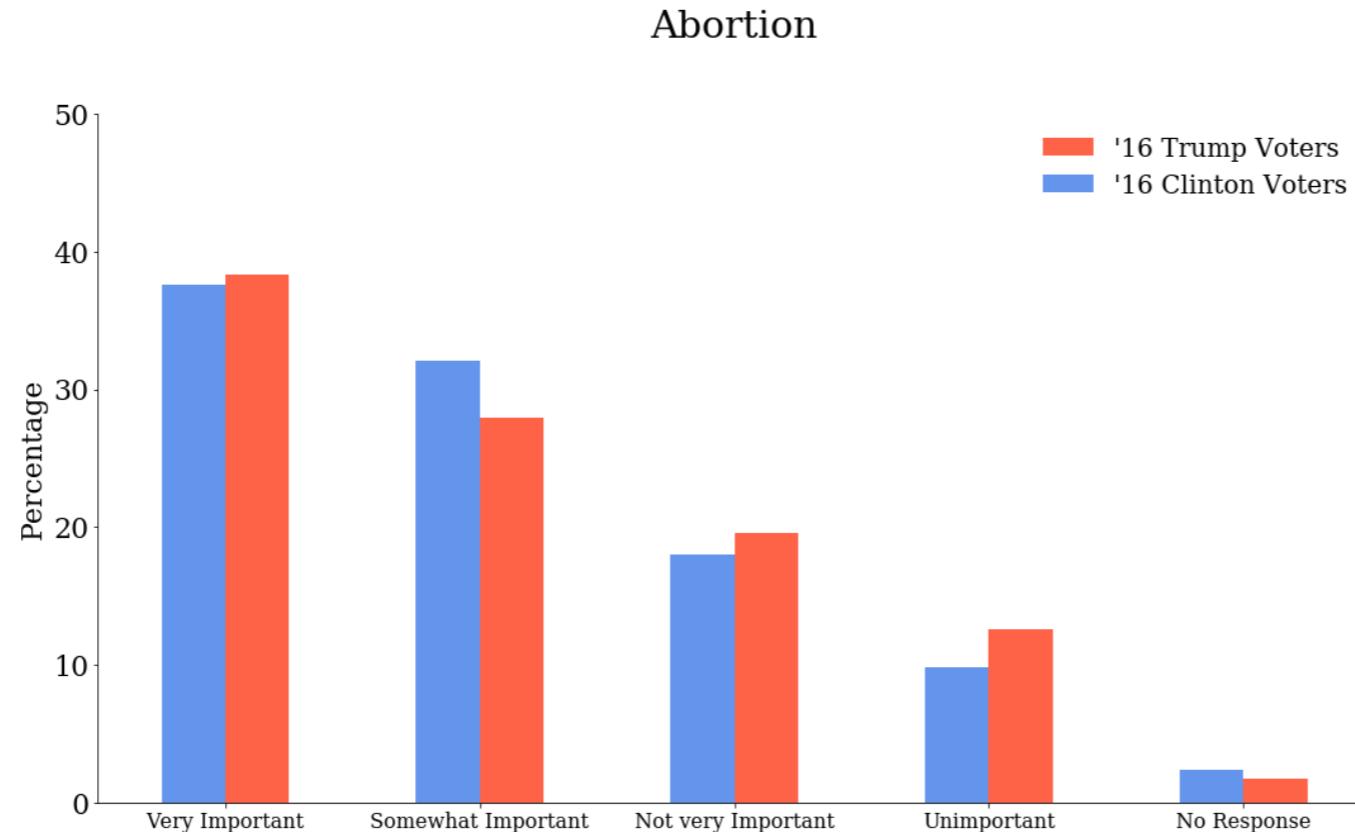
Reference Slides

Photo by frank mckenna on Unsplash

Americans agree on some important issues and lack a cohesive stance on others



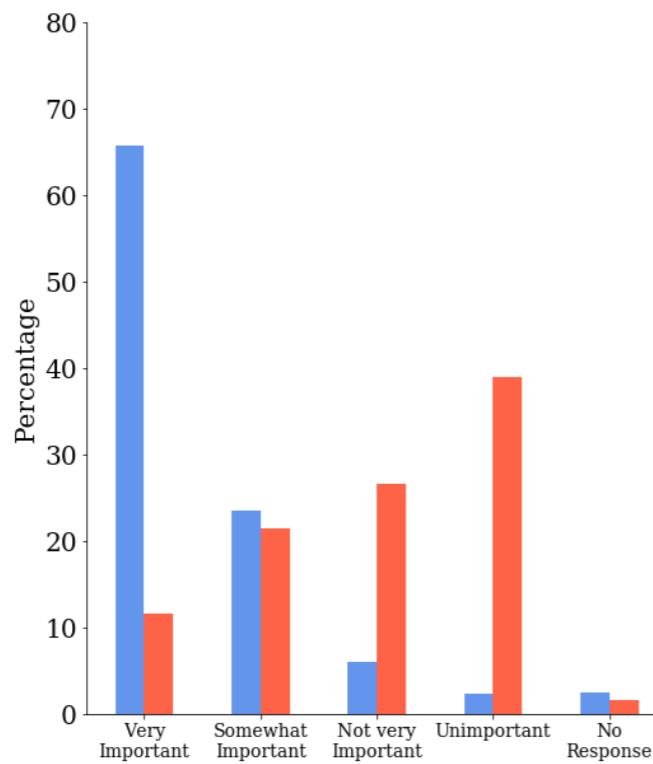
Supporters of opposing candidates may agree on an issues' import



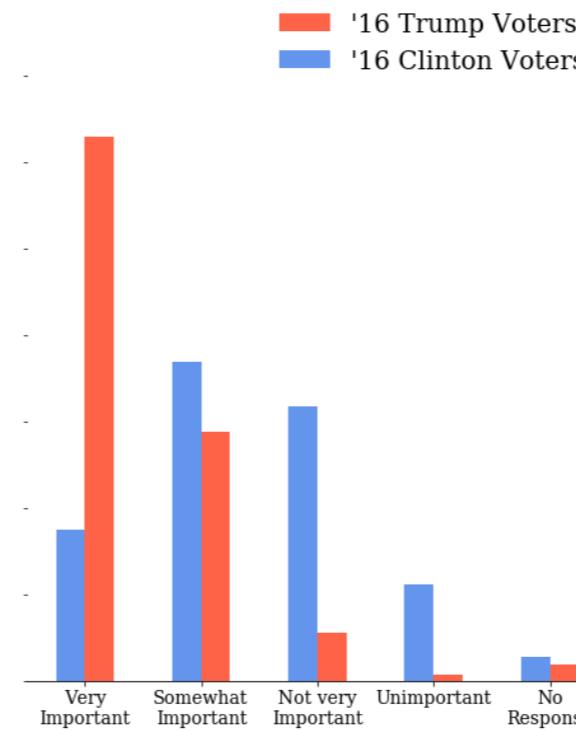
*...regardless of their
desired solution*

Or they may view issue importance diametrically

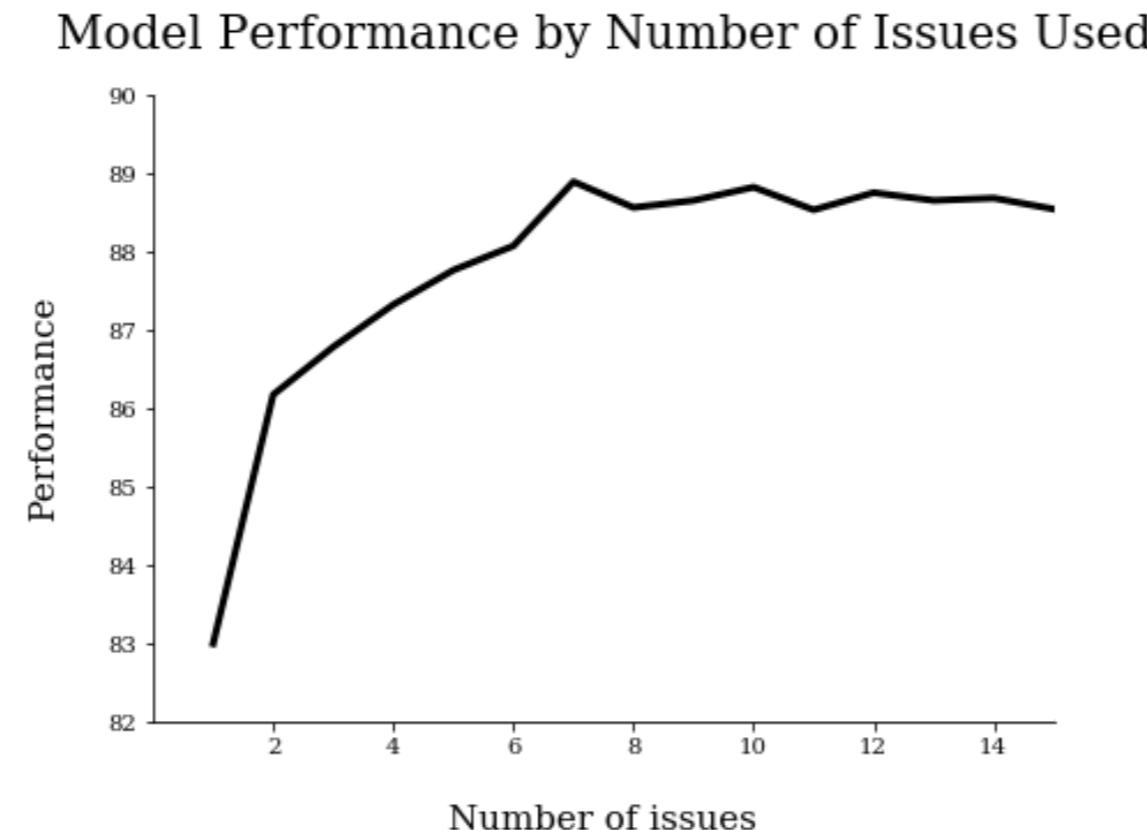
Climate Change



The Size of Government



Performance stabilized at seven issues



“

”

There's a real penalty for having a nickel left in the bank. So if you have any money left over for post-election analysis you must have been doing something wrong - that's the theory.

Laura Quinn

Deputy Chief of Staff
to Vice President Al Gore