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Final Project Research Plan

**Research Question:**

To what extent can demographics such as race, gender, household income, and region of residence explain the election of Donald Trump?

The election of Donald Trump in the 2016 presidential election caught pundits and analysts by surprise. The media scrambled to explain the results, offering factors such as a smaller than expected rise in Latino turnout, a depressed turnout among African Americans, and an unexpected victory for Trump among White women.[[1]](#footnote-1) Others pointed to a transition toward Republicans among working class White voters.[[2]](#footnote-2) Some have even alleged that racism played the most definitive role.[[3]](#footnote-3) Despite the wide range of explanations, a consistent theme is that the United States is more divided than ever.

My research then attempts to discern the identity of these divisions and to investigate their relationship to the election result. To break down the American population to a reasonable scale I will be primarily using county level data available for public online. However, for analysis at a deeper level I will be using individual level 5-year Census datasets and using SQL Server to condense the data to a county level dataset. The data sources below are broken down in categories that detail the focus of the project.

**Data**:

* [Election results: election results broken down by county](http://uselectionatlas.org/)
* [Annual County Resident Population Estimates by Age, Sex, Race, and Hispanic Origin](https://www.census.gov/popest/data/counties/asrh/2015/CC-EST2015-ALLDATA.html)
* [Unemployment and median household income for the U.S., States, and counties, 2007-2015](https://www.ers.usda.gov/data-products/county-level-data-sets/download-data.aspx)
* [Current Population Survey Unbanked/Underbanked Supplement](https://catalog.data.gov/dataset/current-population-survey-unbanked-underbanked-supplement)
* [General population variables selected from 2015 Census Integrated Public Use Microdata Series](https://usa.ipums.org/usa/)

1. [“How Hillary Lost” – CNN](http://www.cnn.com/2016/11/09/politics/clinton-votes-african-americans-latinos-women-white-voters/) [↑](#footnote-ref-1)
2. [“The Not-So-Silent White Majority” - NYT](http://www.nytimes.com/2016/11/17/opinion/the-not-so-silent-white-majority.html) [↑](#footnote-ref-2)
3. [“Donald Trump’s victory is part of a global white backlash” - Vox](http://www.vox.com/world/2016/11/9/13572174/president-elect-donald-trump-2016-victory-racism-xenophobia) [↑](#footnote-ref-3)