Morning Consult Data Exercise 2019

Data Overview:

We conducted a national survey with the New York Times where we examined favorability toward 17 national figures or entities (variable prefaced with IndPresApp). *This exercise will focus on analyzing attitudes toward those individuals.*

(Note: The data also includes questions relating to support for additional aid to Puerto Rico in the aftermath of Hurricane Maria--questions pre-fixed with PR1-3 in attached codebook and data--although this exercise will not draw on this data).

**PART I: Individuals Data**

DATA:

* “part 1a) Individual Favorability Data.csv”
* “part 1b) Individual Favorability Codebook.docx”

1. Individual Ratings -- please calculate the following for each of the 17 figures and export it to a csv. Please use tidy data techniques to create the summaries. Please also include your associated R files:
   1. Net favorability: % favorable (very favorable + somewhat favorable) minus % unfavorable (somewhat unfavorable + very unfavorable)
   2. Favorability ratio: % favorable (either very favorable or somewhat favorable) divided by % unfavorable (either somewhat unfavorable or very unfavorable)
   3. Total Favorability: % very favorable + % somewhat favorable

2. Please create a figure in R (ideally using ggplot2) displaying Total Favorability for the 17 individuals. The plots will be evaluated on accuracy and readability / appearance.

3. Please create another figure in R displaying favorability among Democrats and Republicans among the 17 individuals. The plots will be evaluated on accuracy and readability / appearance.

**PART 2: One more Exercise**

**Please complete the following exercise.**

DATA:

* mtcars dataset

1. Determine the average mpg for all car makes in the “mtcars” data set, such as the MPG for all Mazda cars. Some makes have only one car. Display this data in tables in an RMD (R Markdown) file. Please provide the code and the outputted PDF. Use the apply family of functions to make the tables.

You can choose whether to have the code appear along with results in the knitted document (html, pdf).