DATA 712 Assignment #1: Understanding Trump Voters

DATA 712 – Fall 2021 – Joseph Cohen

Research Problem

A political group is interested in understanding what kind of people voted for Trump. There is no shortage of theories purveyed by know-it-all commentators, but this group wants to build their understanding of the Trump voter based on data. They provide you with raw data and ask you:

Please give me information on what kind of people voted for Trump in 2022

Using the tools at your disposal, write a brief (five pages or less) memo that teaches us a lesson about Trump voters based on data.

Data Set

This analysis uses data from the **American National Election Studies** survey from 2020. Use the Excel workbook titled **712 Assignment 1 Data.xlsx** from Blackboard.

The raw data can be downloaded at: https://electionstudies.org/data-center/

The data has been cleaned and formatted as an Excel spreadsheet. A codebook is on the first tab of the spreadsheet, and the raw data on the second. To view the full user guide and codebook, visit:
https://electionstudies.org/wp-content/uploads/2021/07/anes_timeseries_2020_userguidecodebook_20210719.pdf

Submission Guidelines

- Submit both:
    - (1) a polished, written report in Word or PDF, and
    - (2) the Markdown file used to generate your findings
- The report should be no longer than five (5) typewritten pages, whether single or double spaced.

Grading

You will be graded on:

- **Quality of analysis**, did your analysis yield a rigorous, insightful answer to the question?
- **Quality of report**, does your report appear professional and polished?
- **Use of proper operations in Markdown file**. Grades given for using the proper method and R code.