Paper – Conclusion

Our work uses three years of data to study the relationship between liquor sales and either Republican or Democratic political party affiliation. We first utilized data visualization techniques to compare the magnitude of liquor sales between parties for our study period, including a closer look at the 2016 presidential election cycle. We find that Republican and Democratic majority counties hold similar magnitudes of consumption. However, since Democratic majority counties comprise only 38% of the total population in Iowa, this means they hold a larger per-capita liquor consumption than Republican-majority counties. This can be attributed to myriad of different factors (e.g., large colleges are in Democratic countries), but there are a few areas of improvement that must be addressed to accurately answer this question.

First, we must analyze results at finer temporal resolution. This study was analyzed using weekly and monthly observations but using daily data may present new findings otherwise lost through aggregation to more coarse temporal resolution. Second, we must obtain data that was missing from the original dataset. These missing items may paint a misleading picture of the found results. Finally, the original dataset only contains liquor sales from one type of alcohol consumption – commercial sales. There are many other avenues for which consumers purchase alcohol, including sporting events, bars and restaurants, and concerts. Ideally, data from as many of these sources as possible should be obtained so we can draw a more general conclusion about the true relationship between liquor sales and political party affiliation.