

Non voters in the USA

Dashboard with JavaScript

https://github.com/loncho95/Non_voters_USA

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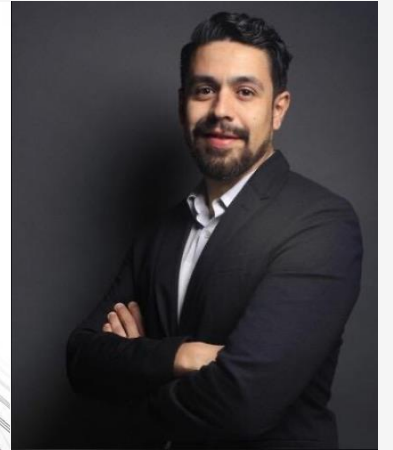
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- 1. Topic and goals**
- 2. Data and data cleansing**
- 3. API and Dashboard**
- 4. Conclusions**

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Analyzing US citizens' behavior and opinions is crucial for several reasons

1

Understanding US citizens' preferences and opinions provides insight into the **country's political climate** and **potential global impacts**.



2

Analyzing citizen behavior and opinions helps **political parties, candidates**, and policymakers **align their campaigns and policies** with voters' **needs and expectations**.



3

Understanding citizens' behavior and opinions promotes democratic values and principles and identifies areas for **increasing engagement and participation** in the political process.



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Origin of the data

- 1** The **survey** was conducted by **Ipsos's KnowledgePanel** from Sept. 15 to Sept. 25.
- 2** The **sample** consisted of **8,327 US citizens**, with oversampling of young, Black, and Hispanic respondents.
- 3** The **sample was weighted** according to general **population benchmarks** from the US Census Bureau's Current Population Survey March 2019 Supplement.
- 4** Aristotle matched respondents to a voter file to understand their voting history, using their name, zip code, and address.
- 5** 5,355 respondents matched the voter file.
- 6** Respondents who described themselves as voting "**rarely**" or "**never**" were also **included to avoid** underrepresenting nonvoters.
- 7** Respondents who were only eligible to vote in three elections or fewer were dropped from the sample.

1

Shorter dataframe with only relevant columns to visualizations:

- A shorter dataframe make it easier to work with while creating visualizations.
- It's crucial to carefully consider which columns are necessary for the specific visualizations you want to create.
- You should also keep in mind how the data will be used and whether any additional columns might be needed later.



2

Align codification of the survey with responses:

- To align the survey codification with responses, it's crucial to carefully review the survey questions and responses and make necessary adjustments to reflect the data accurately.
- In case of any ambiguity or inconsistency in the responses, consulting with the survey respondents may be necessary to clarify and resolve the issue.



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API creation and routes (output) of the database

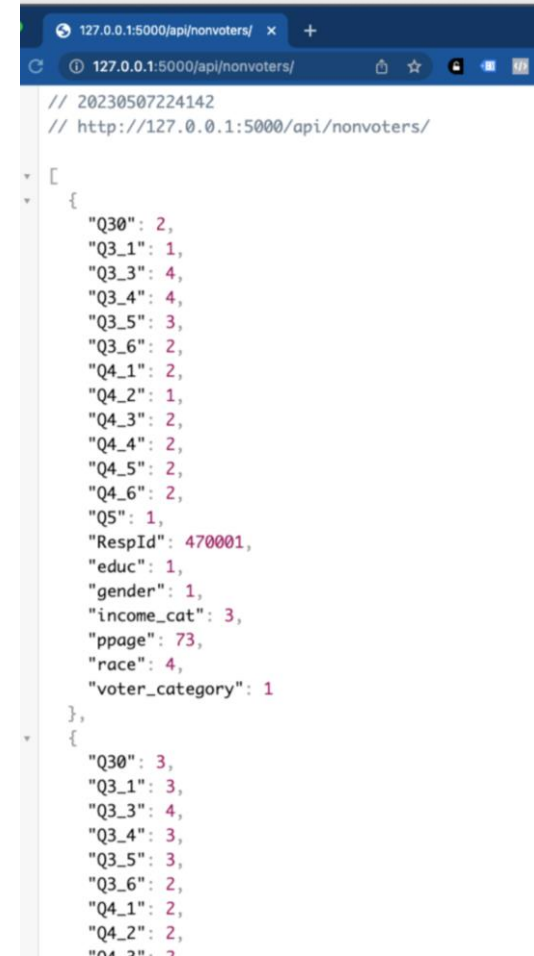
Initial code in flask and routes

```
1 # import the dependencies.
2 import datetime as dt
3 import pandas as pd
4 from sqlalchemy.ext.automap import automap_base
5 from sqlalchemy.orm import Session
6 from sqlalchemy import create_engine, func
7 import json
8 from flask_cors import CORS
9
10 # import Flask, jsonify and request:
11 from flask import Flask, jsonify, request, render_template
12
13 # database setup
14 engine = create_engine("postgresql+psycopg2://postgres:postgres@localhost/project 3")
15
16 # reflect an existing database into a new model
17 Base = automap_base()
18
19 # reflect the tables
20 Base.prepare(autoload_with=engine)
21
22 Base.classes.keys()
23
24 # Save references to the table
25 Nonvoter = Base.classes.responses
26
27 # Create an app, being sure to pass __name__:
28 app = Flask(__name__)
29 CORS(app)
30
31 # flask routes
32 # define our end points
33 # /index route: what to do when a user hits the index route
34 @app.route("/")
35 def home():
36     print("Server received request for 'Home' page...")
37     return (
38         f"Welcome to the Nonvoters API! for project 3<br/>"
39         f"/api/index/ this is our route for the index.html file<br/>"
40         f"/api/nonvoters/ this route is the complete json of the clean database<br/>"
41         f"/api/q3/ this route corresponds to question 3<br/>"
42         f"/api/q4/ this route corresponds to question 4<br/>"

```



Output



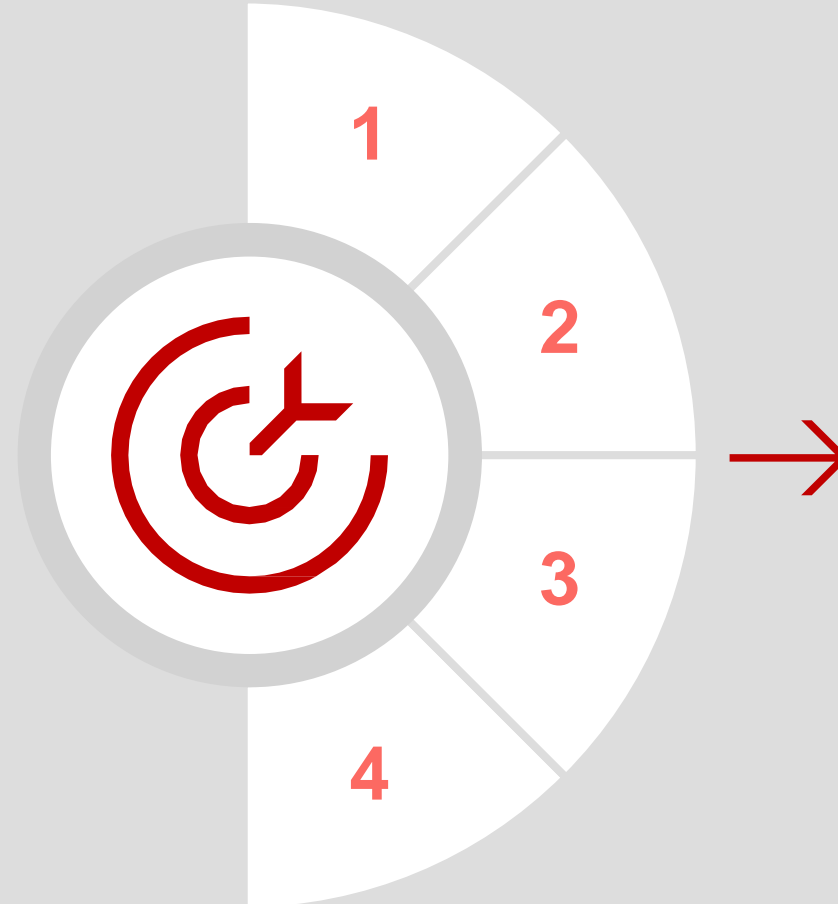
The screenshot shows a web browser window with the address bar displaying "127.0.0.1:5000/api/nonvoters/". The page content shows the output of the API, which is a JSON array of two objects. The first object represents a response with various attributes, and the second object represents a question with its corresponding answers.

```
// 20230507224142
// http://127.0.0.1:5000/api/nonvoters/

[
  {
    "Q30": 2,
    "Q3_1": 1,
    "Q3_3": 4,
    "Q3_4": 4,
    "Q3_5": 3,
    "Q3_6": 2,
    "Q4_1": 2,
    "Q4_2": 1,
    "Q4_3": 2,
    "Q4_4": 2,
    "Q4_5": 2,
    "Q4_6": 2,
    "Q5": 1,
    "RespId": 470001,
    "educ": 1,
    "gender": 1,
    "income_cat": 3,
    "ppage": 73,
    "race": 4,
    "voter_category": 1
  },
  {
    "Q30": 3,
    "Q3_1": 3,
    "Q3_3": 4,
    "Q3_4": 3,
    "Q3_5": 3,
    "Q3_6": 2,
    "Q4_1": 2,
    "Q4_2": 2,
    "Q4_3": 2
  }
]
```

We have created
four
visualizations for
our goals

Visualizations



1 Opinions on Social and Political Issues:
– Attitudes towards Racism, Media,
Politics, and Social Norms

2 Factors Affecting Individuals:
– The Influence of Politics, Media, and
Financial Institutions on Personal Life

3 The Impact of the 2020 Presidential
Election:
– Will the Outcome Affect Progress on
National Issues?

4 Political Identification:
– Self-Identification with Political Parties
and Preferences

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Conclusions

Our dashboard generates **valuable insights** that can inform **future research** and outreach efforts to **promote greater participation** in democracy.

Predictors of voter turnout

Individuals with higher levels of **education and income** are being more likely to vote.

Ethnic minorities are also more likely to be non-voters than frequent or always voters.

Non-voters similar views

In a higher proportion, non-voters think that:

- **Society** is becoming too soft and feminine.
- The **media** is more interested in making money than communicating the truth.
- They also tend to hold the view that **politicians** don't care about people like them.

Impact of elections and institutions on their lives

A higher proportion of non-voters feel that elections/government/media **institutions** have little **impact** on their lives.

This is a concerning trend that indicates a potential **lack of engagement** and trust in the **democratic** process.