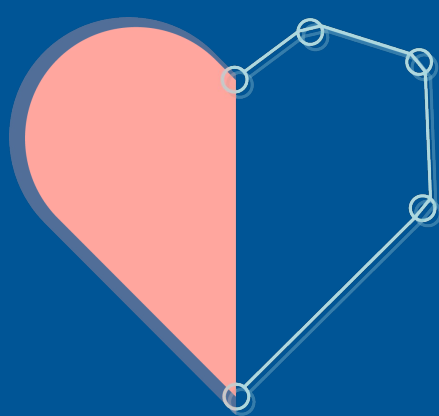# Demographic Analysis of League of Women Voters of Oakland Members
DataGood @ Berkeley

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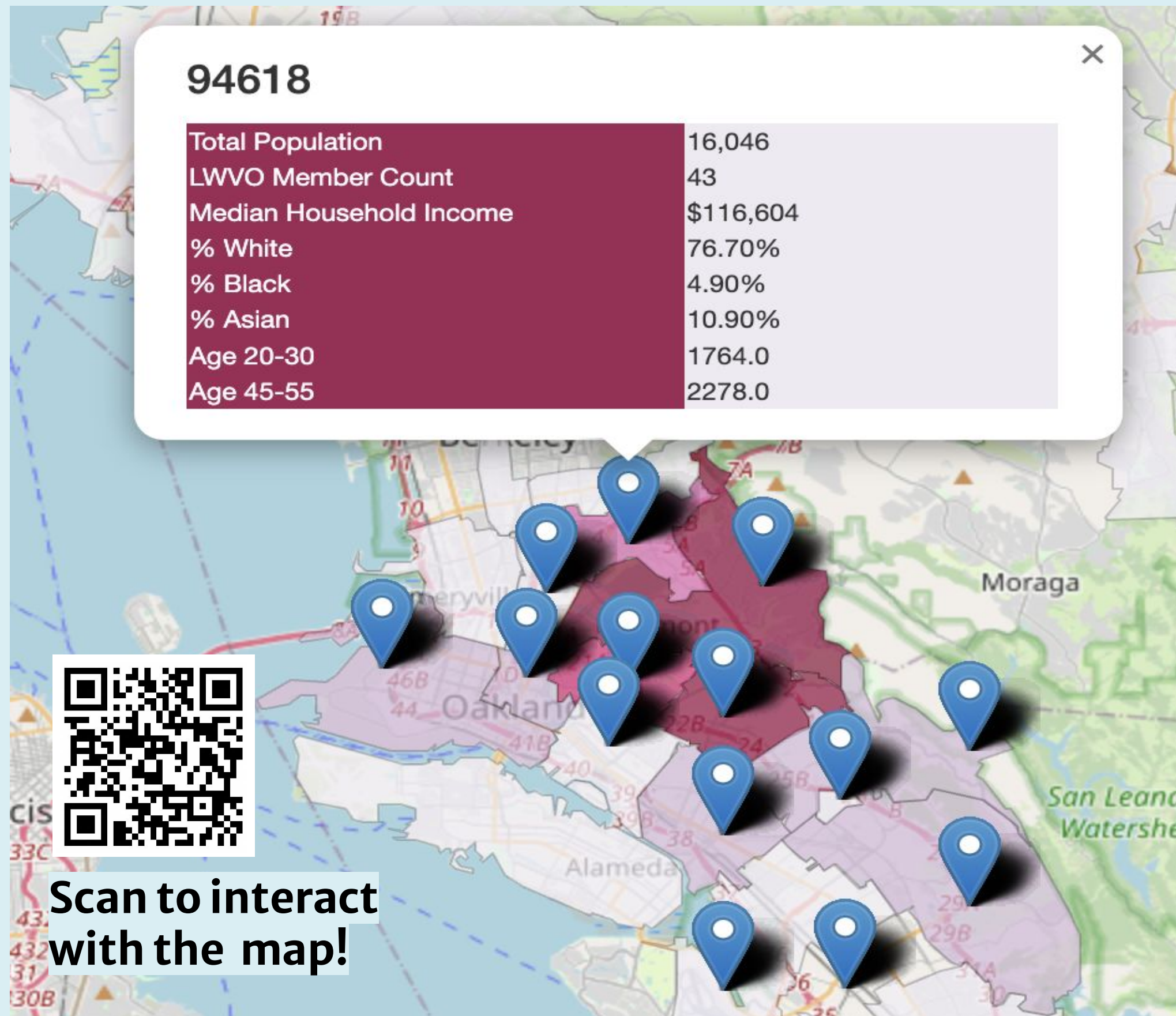
Introduction

The League of Women Voters of Oakland (LWVO) serves the Oakland community by fostering active and informed participation in government. They wanted to diversify their member base by reaching out to underrepresented demographics. We helped visualize their member distribution and developed data-driven strategies to increase their marketing performance and grow their organization.

Map Visualization

We grouped LWVO's membership data by zip code and used a choropleth map to visualize the spread of current members. Folium markers show each zip code's unique demographic characteristics — including racial composition, household income, and age distribution — which the organization can use to reach out to specific population groups.

94618

Total Population	16,046
LWVO Member Count	43
Median Household Income	$116,604
% White	76.70%
% Black	4.90%
% Asian	10.90%
Age 20-30	1764.0
Age 45-55	2278.0

Scan to interact with the map!

Data Collection and Analysis

We constructed a survey to collect demographic data from active members of LWVO, so they could see which demographics were underrepresented in their member base. We also asked for why members joined the organization, the platform through which they first heard of LWVO, and the causes they hoped the organization would prioritize in the future, to determine the LWVO initiatives that had been empirically successful.

After aggregating a sufficient amount of data, we cleaned the data manually by changing all entries to the appropriate type (e.g. some respondents put actual age rather than year born). Each team member then examined a unique relationship between member identity and engagement with LWVO and analyzed the data using Python's statistics and visualization libraries.
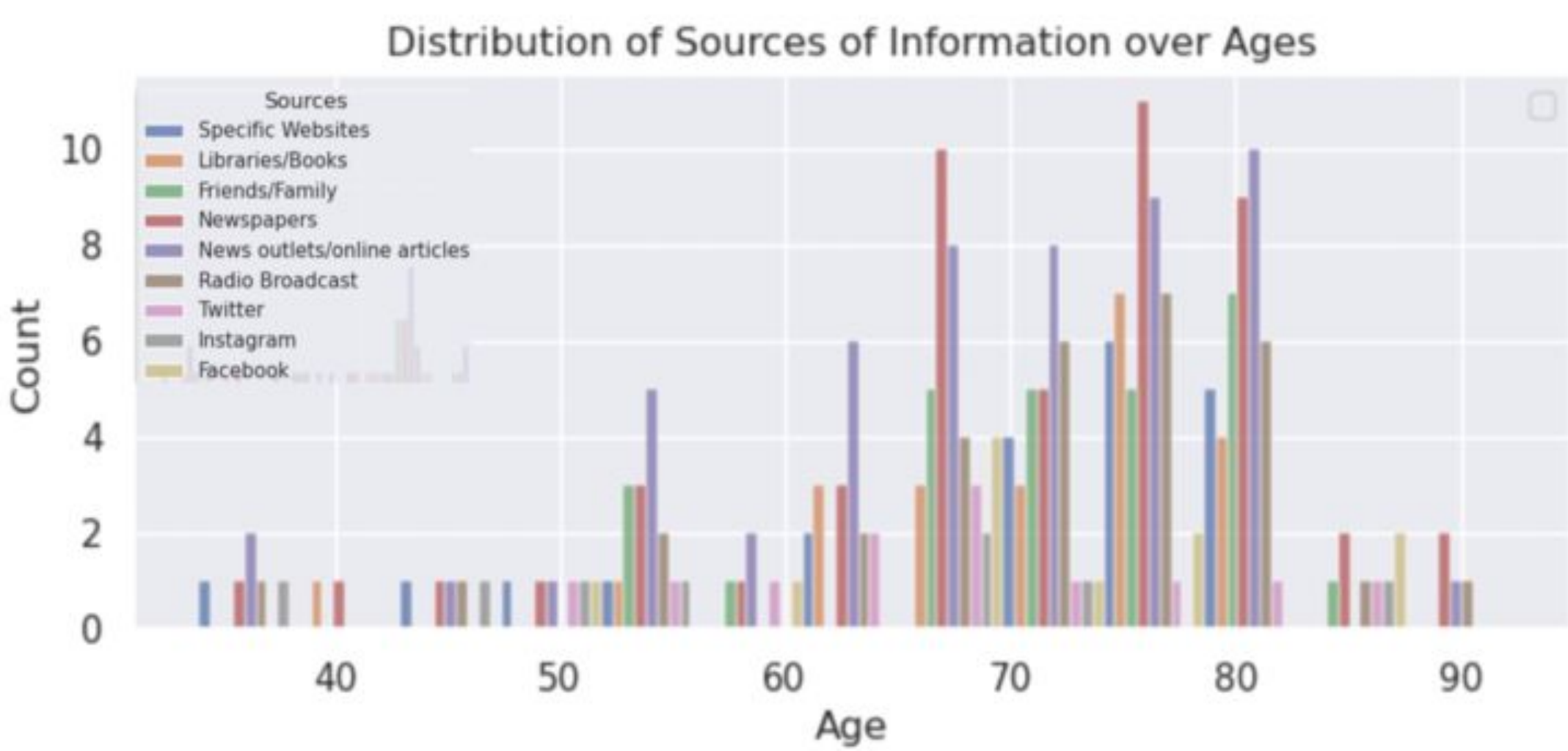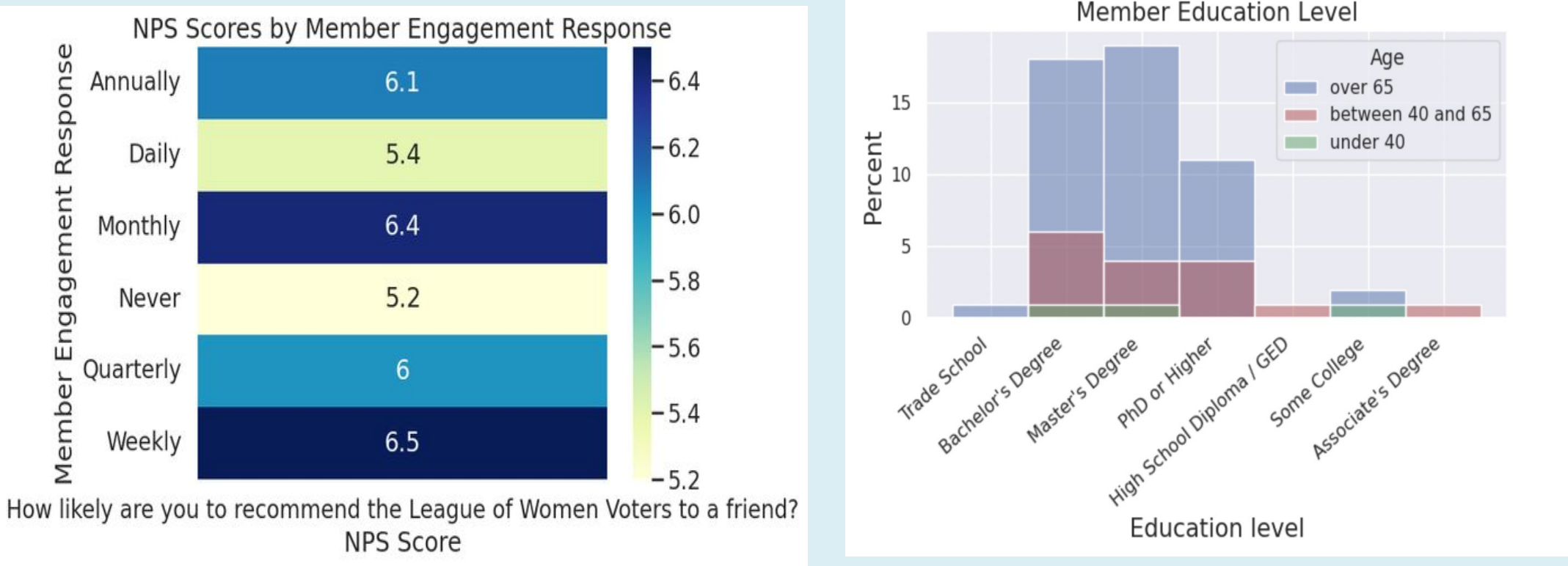
Results

From the choropleth map, we can clearly see that the zip codes 94602 and 94611 had the highest member count, whereas LWVO can advertise more heavily to 94603, 94609, 94613, and 94621, which currently have less than 10 members each.

From our survey data we were able to pull a number of baseline metrics the league can use as levers for developing marketing strategies and maintaining member engagement. Knowledge of their age, ethnic, educational, and occupational distributions help them better reflect Oakland's diversity.
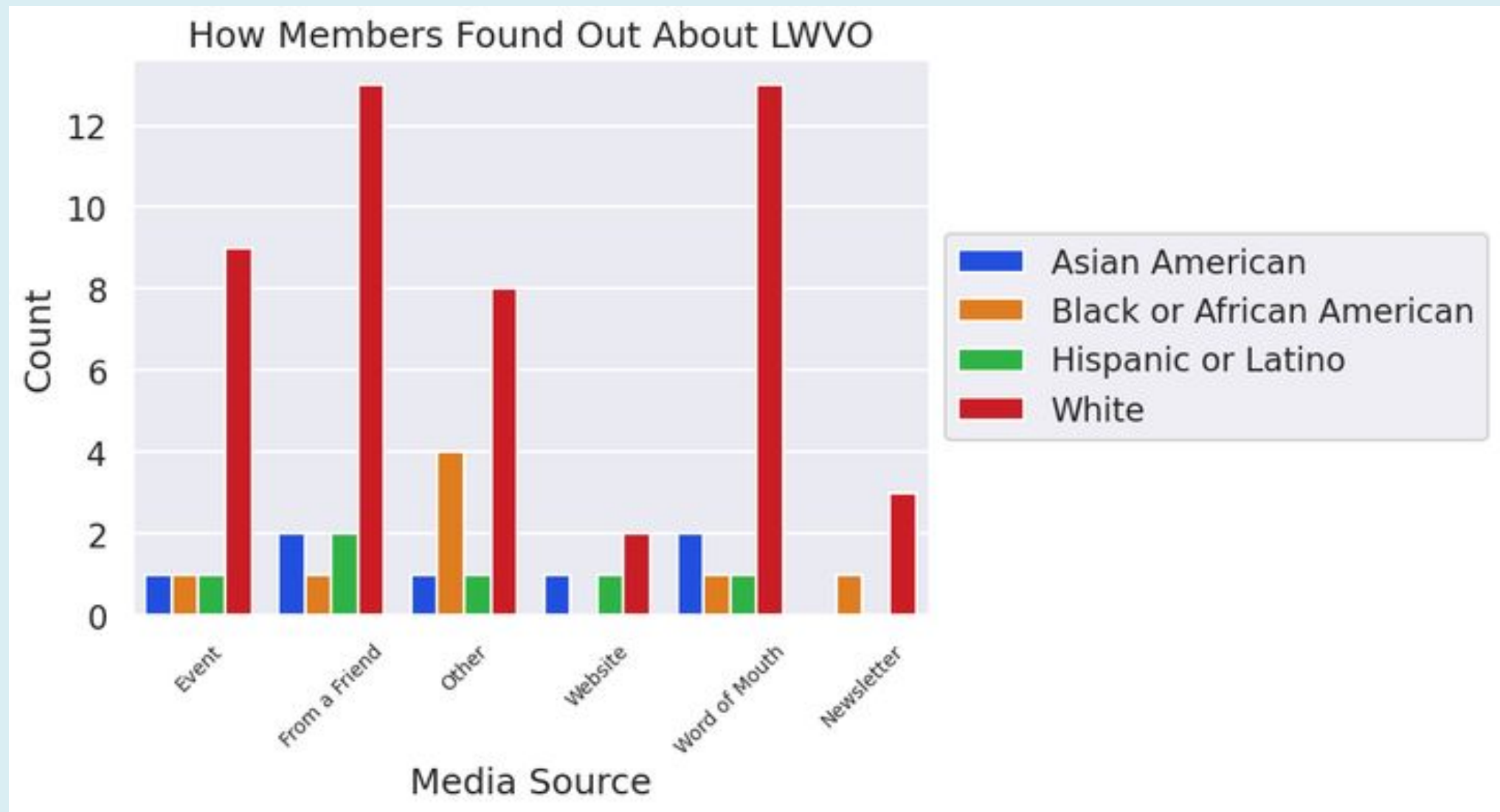
Conclusion

Through constructing and analyzing products of data visualization from collected data, we were able to advise LWVO on the following:

- Revamp their social media platforms or retire them entirely
- Strengthen marketing efforts in areas of lower income levels
- Set target goals for a diversity profile in their next vision plan