

ACLU-MI Clustering Analysis

An analysis of two million randomly selected registered voters in Michigan showed that there are five distinct groups within the population. Using **demographic characteristics** such as sex, race, and zip code in combination with **voting behavior in the past four presidential elections**, we were able to determine which voters are similar to others. The characteristics of each group, as well as the top five zip codes represented in those groups, are outlined below. The purpose of this information is to help the ACLU-MI determine where to allocate funding for voter outreach and how to communicate more effectively with different groups of voters.

Voter Groups & Characteristics

Group Name	Characteristics	Top Five Zip Codes
Group A	52% Male 72% White, 22% Black, 2% Hispanic Votes regularly in general and primary elections Prefers going to the polls	48076, 48075, 48237, 48322, 48073
Group B	57% Female 55% White, 34% Black, 5% Hispanic Usually doesn't vote When they do vote, they prefer voting absentee	48219, 48601, 48227, 48224, 48228
Group C	73% Female 59% Black, 29% White, 5% Hispanic Votes occasionally No strong preference between going to the polls versus voting absentee	48219, 48235, 48228, 48224, 48227
Group D	72% Female 62% White, 29% Black, 4% Hispanic Votes regularly in general elections Prefers going to the polls	48237, 48075, 48073, 48235, 48322
Group E	80% Female 68% White, 17% Black, 7% Hispanic Usually doesn't vote When they do vote, they prefer going to the polls	48104, 48126, 48197, 48503, 48187