

# Capstone Project 1 Proposal

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## **Context:**

With the 2020 Presidential Election underway, multiple candidates are jockeying to win the Democratic party nomination and eventually defeat incumbent Donald Trump. At the same time, the Republican party is attempting to find the best course of action to ensure the sitting President can win a second term. Both parties rely on appealing to and understanding voters' concerns in order to win.

## **The Problem Statement:**

What are the common ideological patterns among the American electorate? At base level we can examine it from a left-right spectrum, but I hope to break it down into more detailed analysis of the ideological groupings. For example, how do voters' feelings on immigration correlate with their feelings on health care? And is it possible to categorize voters into ideological sets that can be labeled and defined?

## **The Dataset:**

I plan on using the [2018 Survey Full Data Set](#) from the Democracy Fund Voter Study Group. This data has extensive demographic and ideological information on voters from across the political spectrum and has been utilized by high-profile names such as the New York Times, Vox, and FiveThirtyEight.

## **Justification and Outcomes:**

By categorizing voters into ideological groups, political candidates can tailor messages and platforms to appeal to certain types of voters and find a winning coalition. They can better speak the language of the average voter and appeal to whichever category(ies) to win.