PRESIDENTIAL ELECTION RESEARCH

This study focuses on predicting the 2024 presidential election outcome. Even though the data set is limited in volume and variety, the predicted outcome seems reasonable based on the research findings. The research is important because it gives the company or business an earlier advantage to produce a product or service that is compatible and specialized for the winning group. It is not cost-effective to produce and transport products related to the Republican Party and sell them in areas that are dominated by the Democratic Party. It is more efficient and effective to be the first to win in any competition.

RESULTS

- Research has shown that states with a high education rate (college degree) of around 31-60% have the tendency to vote for the Democratic party, and states with a low education rate (college degree) of around 20-29% have the tendency to vote for the Republican party. These variables have shown moderate correlation in the research. The research has also shown that states with 29%-31% tend to swing between both political parties. The entire research concludes that the Democratic party is likely to win the upcoming election in 2024 based on the projection which uses the 2022 education data (the education rate went up around 1-2% comparing 2020 to 2022 data, meaning more states have education rate of 30% or higher). However, the increase of education rate (Δ education rate) is still inconclusive.

** the increase of education rate (Δ education rate) is not the same as high education rate.

FINDINGS

- Based on the result, there are 25 states with a college degree education rate below 30%, and there are 25 states (plus one special district) with a college degree education rate above 30%.
- Thus, Democrats will be expected to have 293 electoral votes, and Republicans will be expected to have 245 electoral votes. However, there are external factors that could affect the research, such as party candidates' popularity, scandals, or domestic or foreign policies. This factor was not considered in the research so as to reduce the complexity and the time spent on research. There is a possibility that some ancillary factors might change the variables that we have tested in the research. Some might even be more important than the ones that were under consideration. The ancillary factors could potentially increase or reduce the significance of the variables in the dataset, making them more or less influential. In order to mitigate such risks, it is necessary to quantify the threats by rating the threats. Threats with a higher potential for influence would receive a higher score, and the same goes for threats with a low influence potential. These ratings can be included in a logistic regression to find out the impact of those threats.

Q & A SECTION

Why did you adjust or modify your hypothesis?

I have accepted my original null hypothesis in my case study. Originally, I tried to fit the data into supporting my alternative hypothesis. I was hoping to make my HA strong enough so that I could conclude my result with a strong correlation and a strong significance level. I realized that I shouldn't beat the data up to say or support my perspective. I later accepted the fact that the data was not significant enough to support my hypothesis. I found some new information during my analysis. I found out that the blue states usually have a 9% higher education rate than the red states, on average.

What is the prediction outcome?

The Democratic Party will win the election with 293 electoral votes, and the Republican Party will have 245 electoral votes. These calculations are solely based on the college degree education rate. The assumption is that any states with CD rates above 30% will vote for Democrats, and any states with CD rates below 30% will vote for Republicans.