

Video Link: <https://youtu.be/bzV-6ajw2jg>

Visualization Title: Reasons for Not Voting in the 2020 US Election By Age Range

Why This Visualization?

- I chose to visualize this data through a stacked bar chart because it illustrates the proportional distribution of different reasons for not voting; it helps show changes between different age ranges and one can easily compare the difference of one or multiple reasons for not voting from one age range to another.
- The dataset included multiple categories like age range, race, etc., and different percentages for each reason within a voter category. This encodes nicely in a stacked bar chart.
- With the added interactivity of filtering, this makes it easier to view specific reason(s) for not voting. Furthermore, it highlights the impact that individual reasons have on the overall, cumulative distribution as well as the variation between the age groups.

Why These Variables and Encodings?

- I chose to focus on the age ranges as opposed to the other categories like race, income, education, etc. because I thought I could ascertain some unique insights by focusing on age as a marker of different generations.
- The stacked bar chart visualization in tandem with the filtering interactivity allows for each segment of the stacked bar to encode a single reason, which enables viewers to compare contributions within and across age ranges.
 - In addition, percentage values being shown for a single stack segment only when the user's cursor is hovered over allows for greater access to information if the user so wishes to see it.
- Using percentage for the y-axis allows for easy encoding of proportion and is an accessible way to understand the relative importance of reasons in relation to one another.
 - Furthermore, scalable y-axis values enable maximal usage of area for the visualization in a way a static, fixed scale length would not.
- Each reason is assigned a distinct color for easy differentiation between stacked segments for the user, which entails quick identification in both the chart and the legend.

Insights Gained

- "Not interested" and "dislike candidate/campaign issues" were consistently high among the 18-24, 24-44, and 45-64 age ranges.
- "Too busy" and "forgot to vote" were among the highest reasons in the 18-24 age range; in contrast, the 65+ age range had these two reasons at a much lower percentage.
- A whopping 35% of 65+ non-voters cited illness/disability, and that number comes up to almost 45% when you include COVID-19 concerns. In contrast, the sum of those two reasons is more than half in the next age range down, 45-64.