Polling & Ideology Quest

Objectives:
- Understand how demographics is the foundation of public opinion and public policy
- Evaluate polling methods
- Assess how polls affect voter behavior and the democratic process
- Understand how the mass media affects voter behavior and public opinion
- Understand how polling data is used in a campaign strategy

Activity 1: Headlines, Polling & Voter Behavior

Headline: ==*National Polls: Republican Candidate behind Democratic Candidate by 30 percent, 3 days before the election*==

How does the headline affect a voter's decision to vote? *As a Republican voter	
How does the headline affect a voter's decision to vote? *As a Democratic voter	
How does the headline affect a voter's decision to vote? *As an independent voter that supports the Republican candidate's platform	
How likely would the Democratic candidate promote this poll on his/her campaign?	
How likely would the Republican candidate promote this poll on his/her campaign?	
In your opinion, is the media reporting on this poll help or hurt voter participation?	

Activity 2: National Demographics: Census Safari

Article 1, Sec 2, Clause 3: requires a census every 10 years
Google the U.S. Census. Next, click on the **us census**

What is the current population size of the United States? _____

Place the **regions** (North, South, etc.)in order from most populated to least populated

Which region might have more influence on national policy and why?	
Which region might have the least influence on national policy and why?	

On the **U.S Population by Age graph**, what are the top 3 ages with the largest population?

Match one public policy or issue for each age (from above) they would most likely support: EX Social Security

Age	Policy Issue

What is one policy or issue all three age groups might support?	

Find the top 10 populated States: In a national campaign, why are these states important to a candidate and his/her election strategy for winning a national election?	

What are the top 3 most populated States?

Click on each data table of the top 3 most populated states and complete the matrix below.

Name of State			
% Male/Female			
% White			
% Hispanic/Latino			
% African-American			

Remixed from A.M. Hangan

% Asian			
% HS Graduate			
% College graduate			
Median Income			
% Over 65			
% Foreign Born			

Based on the data, what national policy/issue might <u>be most</u> important to voters in these states and what data supports your judgment?

Issue:	What data supports?

Activity 3: Polling Methods

Google Gallup Poll search for **President Biden's Job approval rating**.

What is the latest date of the poll?	What percentage of voters approve?	What percentage of voters disapprove?
What was the sample size?	How was the poll conducted?	

Google FiveThirtyEight (Meta-analysis). Click on **President Biden's latest Job approval rating**?

What percentage of voters approve?	How many different polls were used for the last report?
What percentage of voters disapprove?	Do percentages different than the Gallup Poll's? And by how much?

Google **CNN Exit Poll 2020**

How was the exit poll conducted?_____

Who voted <u>the most</u> for whom by percent?

Candidates	Age	Gender	Ethnicity	Income	HS Grad	College grad
Trump						
Biden						

Activity 4: Polls and Election Strategy

Google **Pew Research**. Next, find the report titled *Large Majorities See Checks and Balances, Right to Protest as Essential for Democracy*

What method is used to conduct the research?	Date of research

Summarize the main idea of the PEW report

How might the findings in the PEW report impact the congressional elections in 2018? What data can you cite to support your response?

Google **Ballotpedia:** Find the Election Calendar.
Current Seats controlled by each party

Senate Republicans	Senate Democrats	House Democrats	House Republicans

How many seats are up for reelection Senate_ _ _ _ _ _ _ _   House of Representatives_ _ _ _ _ _

How many seats would Democrats need to win to gain control of the Senate? _ _ _ _ _ _ _ _

Using the Data from the PEW report: Think about the importance of crafting a campaign message using data.

What type of message should an incumbent senator or Representative regardless of party, include in their campaign message to maintain their seat based on the PEW report?	
What type of message should a challenger candidate promote if they wish to beat an incumbent in the 2024 election based on the PEW report?	