

MindUp

Thoughts on *Before the Flood*?

Have you seen political advertisements on TV?

How do candidates choose what message to deliver in these advertisements?

Focus groups.

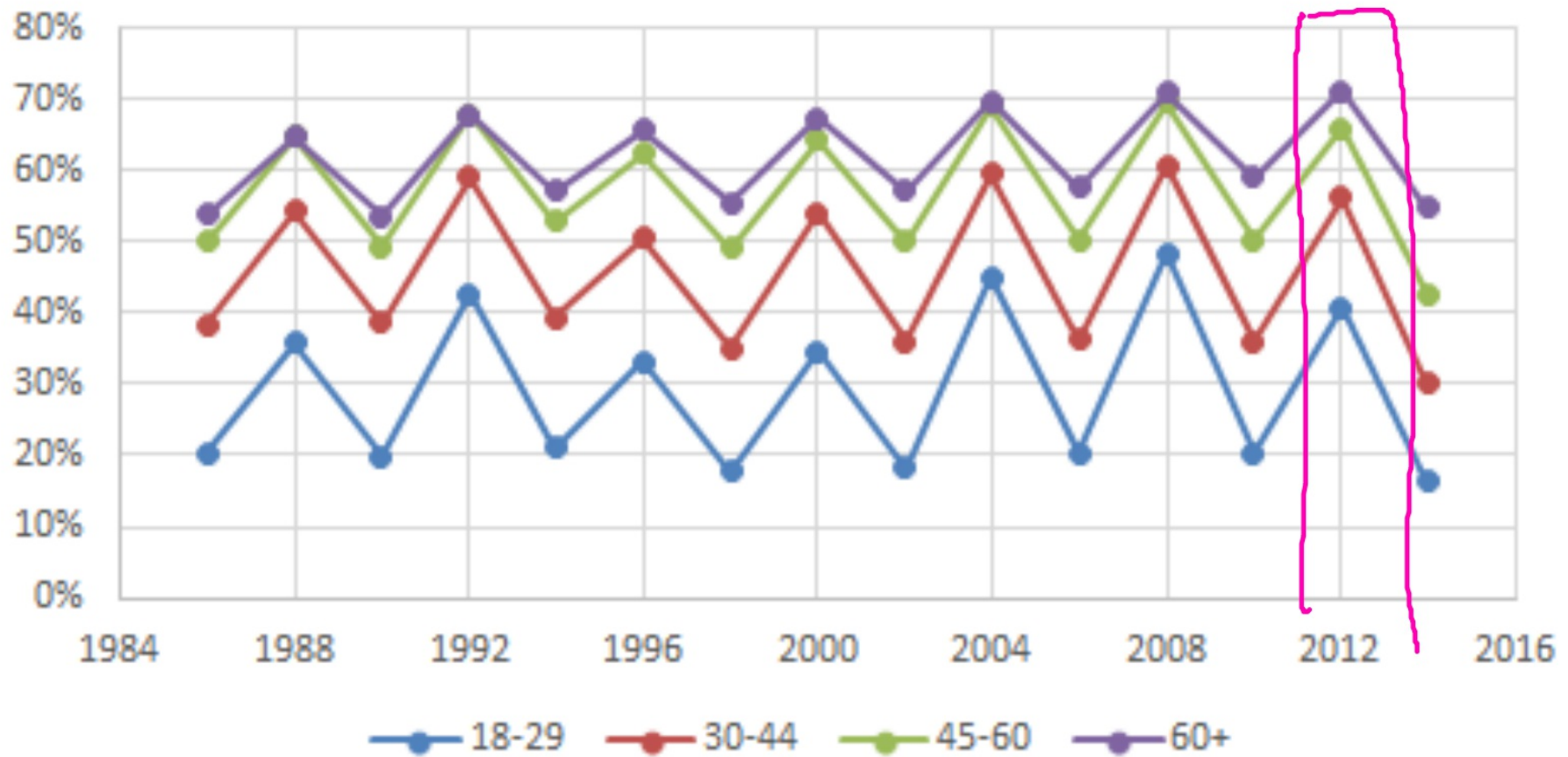
Today we will randomize into focus groups in order to analyze information about the US electorate.

Focus groups assignment

In the USA, our voting demographics by age are listed in the following brackets. What percentage of this demographic votes? Write your estimate on the board. Use intuition -- ie no Google cheats :)

18-29:	30%	50%	35%	25%	25%	40%
30-44:	50%	60%	55%	45%	50%	70%
45-60:	60%	65%	60%	55%	40%	60%
61+:	55%	77%	50%	40%	80%	40%

Citizen Voting-Age Population Turnout Rates by Age



In the USA, our voting demographics by education are listed in the following categories. What percentage of this demographic votes? Write your estimate on the board. Use intuition -- ie no Google cheats :)

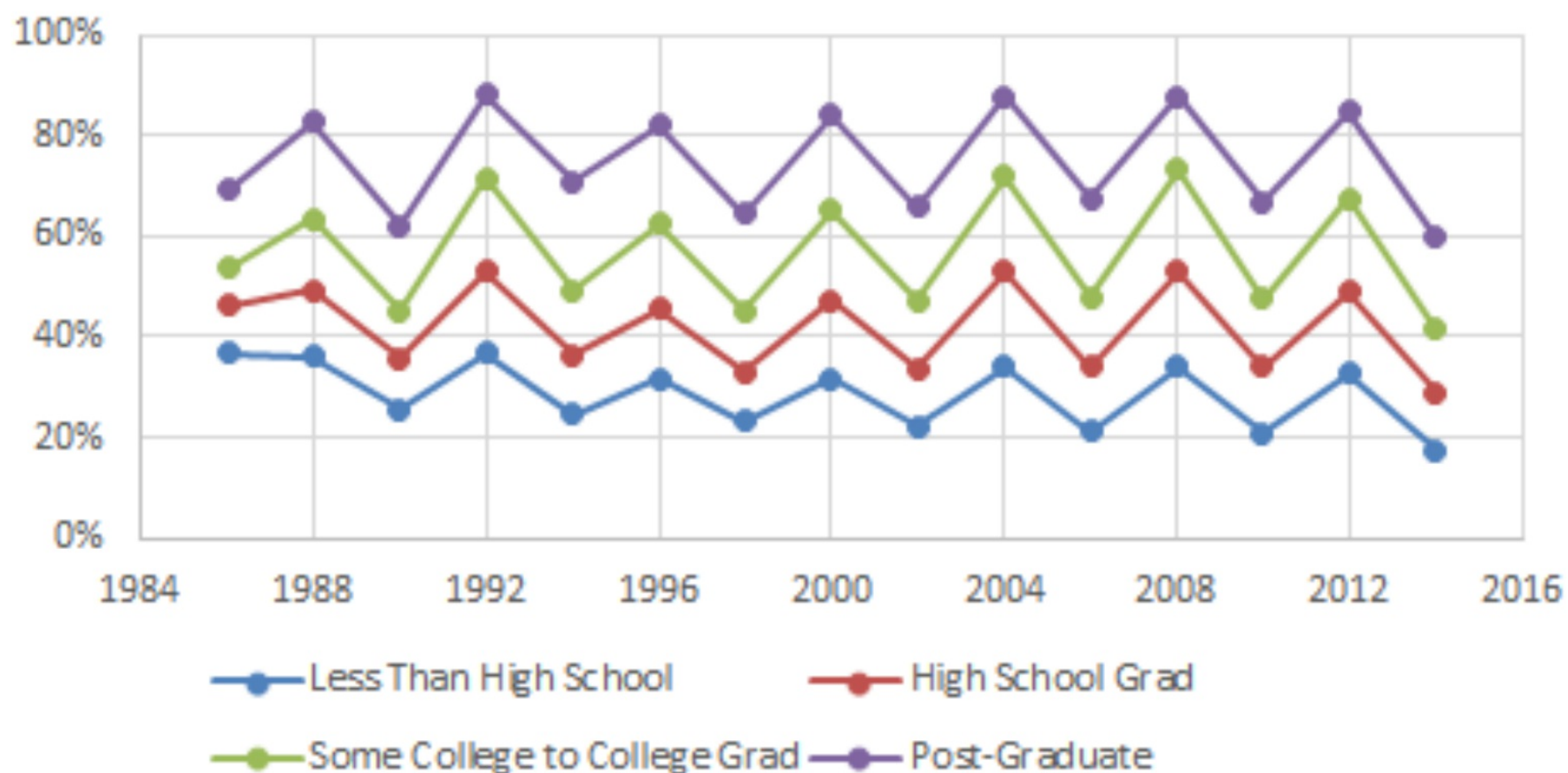
No HS Diploma: 12%, 25%, 20%, 20%, 25%^{per tier}

HS Diploma: 45%, 40%, 35%, 30%, 45%^{per tier}

Attended College or College Degree: 60%, 70%, 55%, 60%, 50%^{per tier}

Post-Graduate Degree: 80%, 75%, 65%, 80%, 65%

Citizen Voting-Age Population Turnout Rates by Education



Coupled together, less educated young people comprise the lowest participating voting group. Why?

How easy is it to vote?

What is required to vote?

- Voter registration (a month before)
- 18
- Photo ID (Utility Bill)
- Address

To what extent is voting an equitable process?

Assuming the rules don't change for registration, how can you ensure that you are part of the minority when it comes to youth voters?

Instead of a reflection this week, here is your assignment:

- *Create an "I'm 18, here's how to vote" action plan.
- *Write an email to yourself and CC Rogers with a step-by-step process for how to register
- *Include links to voter registration webpages
- *Include necessary information for registration
- *Include links to resources where you can educate yourself about candidates (League of Women Voters)

