

## **Project 2: Smart Vote**

Group 5

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The inspiration for this project originated from the current election cycle and observations made which hinted that many voters and people vocal about politics may be undereducated or uninformed, we wanted to look at past election information alongside college graduation rates to find connection if one exists. For this project the idea is to make an informative and interactive graphic showing college graduation rates of 4 year public schools alongside the voter turnout rate for the 2014 General Election. The data we have selected to work with are college graduation rates 2013 which included students who graduated in 6 years or less from a 4 year public college, voter turnout rates 2014, and party voted for in the 2014 general election.

The graphic is a map of the United States showing an overview of 4 year public college graduation rates with a progression from one color to another. States with lower turnout rates are towards yellow on the color spectrum and states with higher turnout rates are green on the color spectrum. You can move the cursor over any state to show specific results for college graduation rates and click on the state to zoom in and get a more detailed look. Upon clicking on each state percentages are shown in the format of a liquid bubble gauge. This info details graduation rate, voter turnout, and party preference if available. Originally the gauges were coded by color with a key at the bottom but bringing it together with the main map posed issues with placement so we made a last minute decision to use imagery to designate each liquid bubble gauge.

After completing the assignment the answer was clear. The states with the highest college graduation rates also tended to have the highest voter turnout rate. As far as party voted for, the data was pretty across the board, but out of the top six states with the highest graduation rates 4 out of 6 of them voted in Democratic Governors. This was excluding states without full data. So it could be said based off our data that states with more educated citizens turnout to vote more and tend to vote democratic.

Source Data:

<http://collegecompletion.chronicle.com>.

<http://www.electproject.org/2014g>

<http://www.usatoday.com/pages/interactives/elections-results-2014/#governors>