Campaign Strategy: Targeting Voters

While stereotyping is seen as a negative thing in every day life, in the political arena campaign managers classify people into groups so that they may target voters who share common values, social classes, race/ethnicity, or education levels in order to win elections. In this activity you will create a campaign strategy in order to target groups of voters in order to help your candidate win the presidency. Answer the questions below on your own paper to help develop your plan.

1. Which candidate do you support most? (Identify a specific candidate.)
2. List the 5 states that you will be targeting the most in your campaign strategy. (Hint: think swing states)
3. For each state identified in question 2 answer the following questions on your own paper using this link <https://www.census.gov/quickfacts/table/PST045215/00> :
4. Name of state
5. Number of electoral votes
6. Population
7. % women
8. % by ethnicity
9. Unemployment rate
10. % by age
11. For each state identified in question 2 use this site <http://www.cnn.com/election/primaries/polls> to analyze exit polls from the caucuses and primaries to answer the following questions on your own paper.
12. What demographic groups did your candidate poll well in?
13. What issues could they speak on to do better within this group?
14. What demographic groups did your candidate not poll well with?
15. Looking back at the information from question 3, find one demographic group that your candidate did not poll well with and is a large percentage of the population to target. What demographic group are you choosing to target?
16. What issue is generally important to this group?
17. Create a strategy to increase your candidate’s polling data with the group you are targeting. Simply put, what can you do to win over this group for your candidate in order to propel your candidate to a victory in this state?