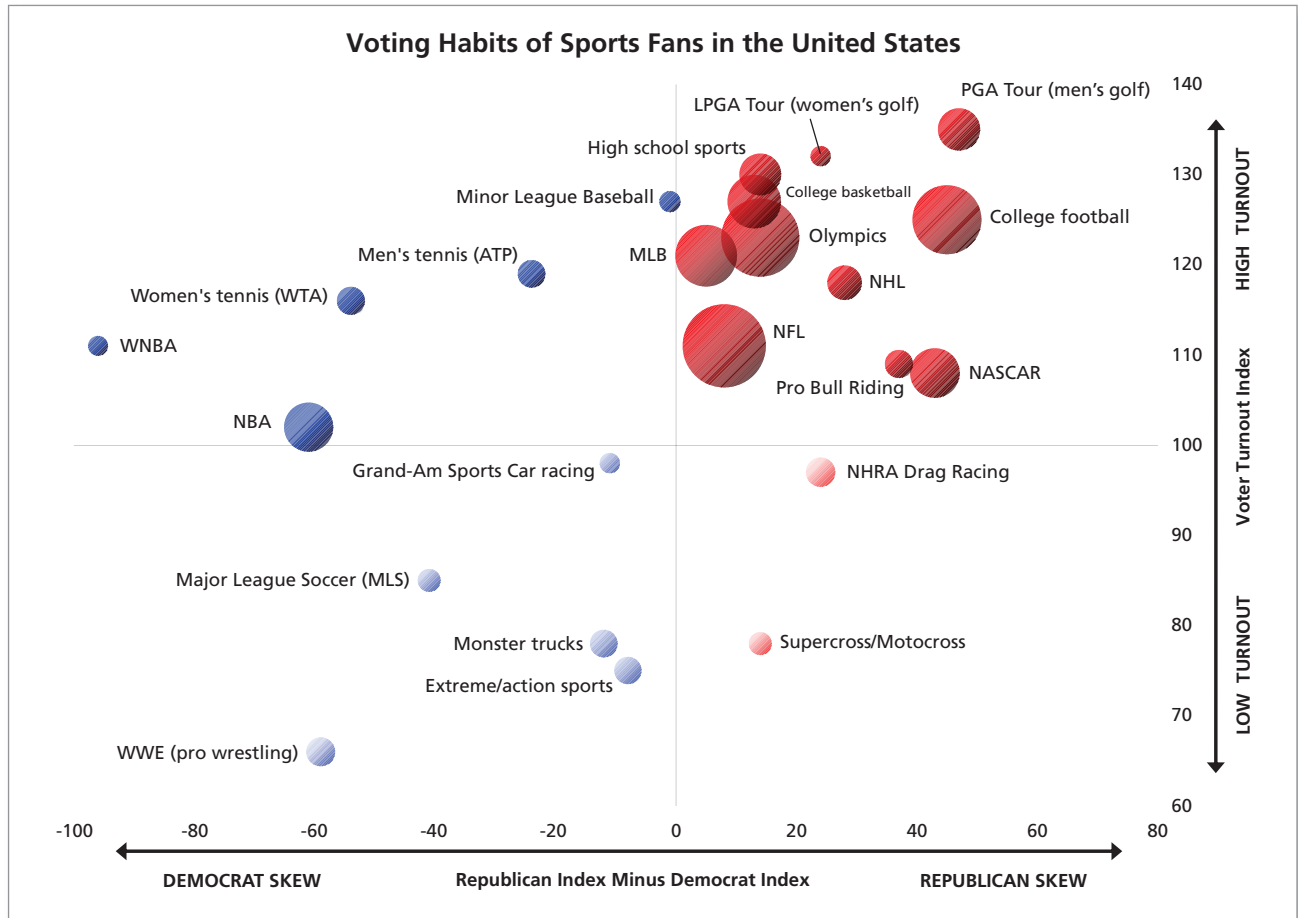


▶ Extending Concepts

Voting Habits of Sports Fans The bubble graph shows the results of a study about the voting habits of sports fans in the United States. In Exercises 23–28, use the graph.



23. What do the size and color of a bubble represent in the graph?
24. Fans of which sport are most likely to vote? least likely to vote?
25. Are sports fans more likely to vote Republican or Democrat? Explain your reasoning.
26. How would you rate the voter turnout of sports fans?
27. Television ad buyers tend to focus on sporting events because sports fans usually watch sporting events live rather than on a DVR machine. This means viewers are unable to skip the ads. Which sporting events should ad buyers target to reach Republican voters? Democratic voters?
28. You are in charge of promoting a Democratic campaign. Would you rather advertise during an NBA game or a women's tennis (WTA) match? Explain your reasoning.

