**DATA SET 2 DESCRIPTION -not really prediction**

Alternatively, you could work with a data set we purchased from another political insight group. They created a focus group of 50 Minnesotans to investigate how participants’ political sentiments shifted over the course of 2019. On the last day of each month, members of this focus group provided their approval rating of Gov. Walz (0-100 inclusive). Subjects also reported the number of online advertisements from the DFL they saw that month. At the time, the DFL was advertising heavily online across social media platforms and purchasing ad spaces on news sites. Hence, the data contains twelve ratings of Gov. Walz and twelve counts of online impressions from each participant. Additionally, we have basic demographic information on the cohort members.

We are primarily interested in investigating the possible side-effects of the DFL’s online advertising efforts. Some people may have responded favorably to seeing an increasing number of such advertisements; others may have reacted negatively. Would you please investigate how Gov. Walz’s **approval** was affected by the amount of online **advertising** each subject saw?

Unlike the goals outlined for Data Set 1, we do not intend to use your statistical model for prediction in the future. It will, however, be similarly shared with a staffer with technical expertise. Through your report and model, we want a complete picture of how the focus group responded to our online efforts:

1. Did participants differ in their initial approval?
2. Is this related to how favorably they received our online advertising?
3. Does their approval one month correspond to their approval the following month?

Please craft a model that best investigates these concerns. This may require you to consider several models before arriving at your final selection.

Finally, if you choose to consider this data set, do not analyze it in conjunction with other data. Information from the focus group does not have any known relationship to other data sets described here or in phase 1.