

37	ENOD	BAL		mocratic Pre	cial Listening esidential Car ey 6, 2019	

S ENODO GLOBAL				Democratic Presidential Ca May 6, 2019			
F	Candidate	Share of Voice	Positive Sentiment	Negative Sentiment	Neutral Sentiment	Candidate Index	Ranking
L	Joe Biden	37%	49%	35%	16%	0.58	1
0	Bernie Sanders	24%	37%	49%	14%	0.43	5
R							

28%

24%

20%

30%

32%

Instagram posts, 13,733 YouTube comments, 11,948 news websites, 9,868 RSS feeds, and 7,884 blogs in English.

14%

8%

7%

Negative Impressions

"Joe, your ship has sailed. You missed your shot in 2016

when you were told to make room for the gueen to be.

You both lost," (Julia, Twitter)

"Socialists like Bernie Sanders

vilify the rich as "greedy" In reality, they're the greedy

ones" (Charlie, Twitter) "Elizabeth Warren isn't about fairness, she's about

grandstanding and (yes) socialism. Very refreshing to see

this type of insight and balance from Florida Today... bravo

to you," (R. Nick, Facebook) "Kamala Harris is not interested in the evidence or the

truth. She is just creating a narrative to see if it will stick."

(Paul, Twitter) "Cory Booker had his chance to walk back his prior bullshit

attitude about charter school industry... and he chose not to" (T. Lemmon, Twitter)

5	S ENODO SLOBAL			Democratic Presidential Candidates May 6, 2019					
П	Candidate	Share of Voice	Positive	Negative	Neutral	Candidate	Panking		

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Elizabeth Warren

Kamala Harris

Cory Booker

28%

46%

48%

0.39

0.44

0.38

Data Analytics: ENODO conducted topic modeling and measured public sentiment of online discussions in Florida. Analysts collected and analyzed 21,765 Twitter posts, 17,945 Facebook posts, 15,356

Positive Impressions

"If I ever get to meet him. He can hug me. I love hugs. You see he is a politician they are known to campaign with

hugs so it comes natural like that," (W. Jay, Twitter)

"You're right actually the useless dem party hates Bernie

because he woke the youth up to the garbage being

shoved on them by both parties." (Mack, Twitter)

"I don't really talk politics but Elizabeth Warren is really

the 1st politician that is talking about something that

directly applies to me." (Yuri, Twitter)

"Kamala Harris has never been discouraged by polls. She's

been the underdog before and fought back to be the

victor. She'll do that again in 2020." (Teiman, Twitter)

"Much respect, Senator Booker." (LeKeishna, Facebook)