



Crowdsourced Social Listening Dashboard
Democratic Presidential Candidates
June 10, 2019



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Candidate	Share of Voice	Public Sentiment			Candidate Index	Ranking	Positive Impressions	Negative Impressions
		Positive	Negative	Neutral				
Joe Biden	42%	52%	28%	20%	0.65	1	"If @JoeBiden wins Iowa and NH he'll cruise to the nomination. That might be a good thing." (@bigsurdanapoint, Twitter)	"Joe Biden is losing ground. He missed the California Dem convention and now this Iowa event." (@MetroPetStuff, Twitter)
Bernie Sanders	27%	47%	41%	12%	0.53	3	"Bernie Sanders stood out for thirty years! Bernie gets my vote in the General Election if I have to write in his name!" (Wayne Lehr, Twitter)	"@BernieSanders what you said in Iowa on Saturday is despicable you have no chance to be POTUS we will never vote for Communist like you." (Gregory Kiatta, Twitter)
Pete Buttigieg	17%	42%	32%	26%	0.57	2	"I adore that mayor! He's extremely talented and so far, a cool cucumber." (Laurie B, Twitter)	"Mayor Pete" looks like he hasn't done this before, isn't sure if he's doing it right" (Jesse Zurawell, Twitter)
Elizabeth Warren	9%	38%	37%	25%	0.51	4	"Elizabeth Warren because she has plans and potential policies already drafted that work on our issues in a way that helps all without further burdening the already over taxed middle class." (Sascha Riley, Facebook)	"Warren has a big habit of lying (Bar Assc Reg. where she wrote Amer Indian as her ancestry) Now she SCREAMS CLIMATE CHANGE. BUT is traveling by AIRPLANES" (Sophia Katis, Twitter)
Kamala Harris	5%	22%	32%	46%	0.41	5	"@KamalaHarris cares deeply about income inequality, the climate crisis, children in detention, and women's reproductive rights." (Laurel Davila, Twitter)	"Kamala you should stop tweeting and regroup because you have ZERO chance of getting elected." (Sean Maher, Twitter)

Data Analytics: ENODO conducted topic modeling and measured public sentiment of online discussions in Iowa. Analysts collected and analyzed 32,790 Twitter posts, 27,665 Facebook posts, 20,698 Instagram