

2020 Presidential Campaign Analysis



“After eight days of rival political conventions, one message unified the dozens of speakers in both the DNC and RNC: the 2020 election is the most important in U.S. history.”

USA Today

“Over the last two weeks, both the Republican and Democratic parties have proposed their visions for America and they could not be more different.”

The Takeaway

Overview

ENODO conducted a bi-partisan analysis of social media discussions surrounding the speakers participating in the 2020 DNC and RNC conventions. The analysis measured public sentiment of individual speakers to create Candidate Speaker Indices ([DNC](#) and [RNC](#)) that ranked their performance, revealed which speakers were able to connect with constituents, and how different groups within each party performed. It also uncovered insights into each parties’ presidential candidate and trends among convention speakers that can be used by each party to optimize their communications and engagement strategies.

Key Findings:

- Public sentiment of the conventions was highly polarized across party lines and segmented across different demographic groups
 - The RNC convention received slightly higher approval ratings—individual stories, vibrant backdrop / settings, and overall presentation
 - Greater negative sentiment with the DNC convention—described as a week-long zoom call
- Positive sentiment for President Trump and former Vice President Biden were identical at 61%
 - President Trump’s neutral sentiment (25%) indicates a greater ability to shape public perception—influence undecided voters
 - Mr. Biden’s 33% negative sentiment reflects greater polarization among the general public
- Female speakers at both conventions ranked higher than male speakers
 - 5 of the top 10 RNC speakers were women—Ms. Kim Klacik ranked #1
 - 8 of the top 10 DNC speakers were women—Keisha Lance Bottoms #1
- Career politicians ranked at the bottom of each index (Bill Clinton #35, Chuck Schumer #34, Nancy Pelosi #37, Mitch McConnell #32, Rudy Giuliani #31)
- Up-and-coming politicians ranked higher (e.g. Dan Crenshaw #3, Kristi Noem #6, Gretchen Whitmer #3, and Amy Klobuchar #9)

“Almost everyone has already made up their minds this time. So there is no value in watching the conventions at all. I know that is true for myself and everyone I know, whether pro Trump or anti Trump. @dorjepadma, [Twitter](#)

Sentiment Analysis

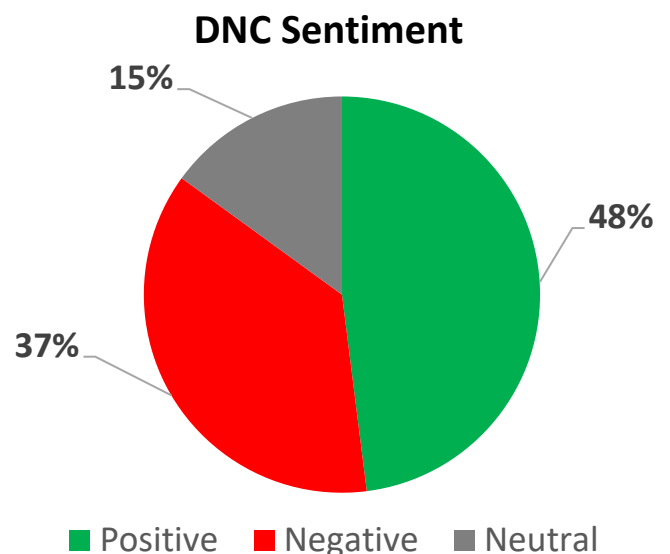
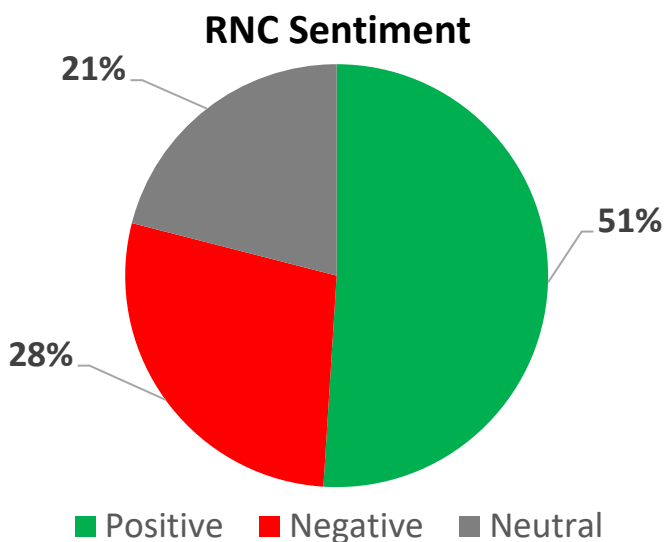
Measured public sentiment associated with the RNC and the DNC conventions

RNC:

- Positive sentiment (51%) was attributed to RNC supporters favoring diverse speakers who addressed important topics (e.g. COVID-19, economy, security)
- Negative sentiment (28%) was related to discussions about first-term accomplishments and attacks on Joe Biden and Kamala Harris
- Neutral sentiment (21%) was linked to a perceived lack of leadership and new ideas from career republicans (e.g. Mitch McConnell)

DNC:

- Positive sentiment (48%) was linked to constituents’ support for Mr. Biden’s position on COVID-19 and support for social justice issues
- Negative sentiment (37%) was attributed to the lack of discussions to address rising crime and unrest in cities across the nation
- Neutral sentiment (15%) was linked to anxiety regarding Joe Biden’s mental capacity



“Watched the entire convention on C-SPAN. Saw every speaker without commentary from biased fake news. The speakers are much better than the commentary.” *Joe Catalano, Twitter*

Speaker Index

Measured public sentiment associated with [DNC](#) and [RNC](#) convention speakers. An index score was determined using ENODO’s proprietary algorithm that calculates the positive, negative, and neutral sentiment polarities of online discussions.

Republican Speakers:

	Baseline Sentiment			Index
	Positive	Negative	Neutral	
Speaker Index Average	45%	28%	27%	0.2408

- Positive sentiment (45%) was attributed to individual speakers’ presentations and the topics they discussed
 - 38% discussed the stage and production quality of RNC convention speeches
- Negative sentiment (28%) was mainly linked to speeches delivered by career politicians

Democrat Speakers:

	Baseline Sentiment			Index
	Positive	Negative	Neutral	
Speaker Index Average	40%	33%	27%	0.0963

- Positive sentiment (40%) was attributed to speakers support for Joe Biden
 - 31% of discussions were linked to speeches that praised Kamala Harris
- Negative sentiment (33%) was associated with establishment Democratic politicians' inability to articulate a coherent vision for the country

“The RNC pulled off what many thought was impossible: a convention with a positive message, emphasizing a gratitude for America” *GOP*

Presidential Ticket

Measured public sentiment associated with each party’s Presidential and Vice-Presidential candidates. Their individual speaker index scores were ranked among the party's convention speakers and compared against each the opposition party.

Republican Ticket:

Speaker	Baseline Sentiment			Index	Rank
	Positive	Negative	Neutral		
President Donald J. Trump	61%	14%	25%	0.6267	2
Vice President Mike Pence	53%	21%	26%	0.4324	8

Democrat Ticket:

Speaker	Baseline Sentiment			Index	Rank
	Positive	Negative	Neutral		
Former Vice President Joe Biden	61%	33%	6%	0.2979	7
Senator Kamala Harris	51%	33%	16%	0.2143	10

- Both party’s candidates were ranked in the top 10 of convention speakers
- Public sentiment favored the Trump-Pence ticket
 - Trump-Pence index average (0.530) was higher than Biden-Harris index average (0.256)
 - Greater negative sentiment linked to the Biden—Harris ticket
 - Higher neutral sentiment for Trump—Pence ticket
 - ☐ Provides greater opportunity to shape perception of undecided voters

“Democrats were organized and demonstrated they understand the necessity and means to conduct a nominating convention in 2020 during a pandemic.”

Rick, [Twitter](#)

Top Performers:

Identified the top five speakers from both parties that were able to garner the highest index scores based on favorability of their speeches. Analysts ranked their index scores and compared them with speakers from the opposition party.

Republicans:

Speaker	Baseline Sentiment			Index	Rank
	Positive	Negative	Neutral		
U.S. Congress Candidate Kim Klacik	62%	14%	24%	0.6316	1
Rep. Dan Crenshaw	59%	19%	22%	0.5128	3
Ivanka Trump	56%	19%	25%	0.4933	4
Iowa Gov. Kim Reynolds	50%	18%	32%	0.4706	5
South Dakota Gov. Kristi Noem	57%	21%	22%	0.4615	6

Democrats:

Speaker	Baseline Sentiment			Index	Rank
	Positive	Negative	Neutral		
Mayor Keisha Lance Bottoms	56%	21%	23%	0.4545	1
Former Congresswoman Gabrielle Giffords	48%	21%	31%	0.3913	2
Michigan Governor Gretchen Whitmer	41%	19%	40%	0.3667	3
Christine Whitman, Republican former governor of New Jersey	42%	21%	37%	0.3333	4
Former second lady Jill Biden	41%	21%	38%	0.3226	5

- Overall public sentiment favored RNC speakers
 - Index average of RNC top performers (0.5139) compared to DNC index average of (0.3736)
 - 11% greater average positive sentiment for RNC speakers
 - 8% higher average neutral sentiment for RNC speakers

“This is an insanely impressive effort, and will make an actual difference with youth voters this election.” *Emily Keller*

Party Leaders

Measured public sentiment associated with the party leaders from the Senate and House of Representatives. Analysts ranked their index scores and compared them with the leaders from the opposition party.

Republicans:

Speaker	Baseline Sentiment			Index	Rank
	Positive	Negative	Neutral		
House Republican Leader Kevin McCarthy	36%	32%	32%	0.0588	26
Senate Majority Leader Mitch McConnell	38%	43%	19%	-0.0617	32

Democrats:

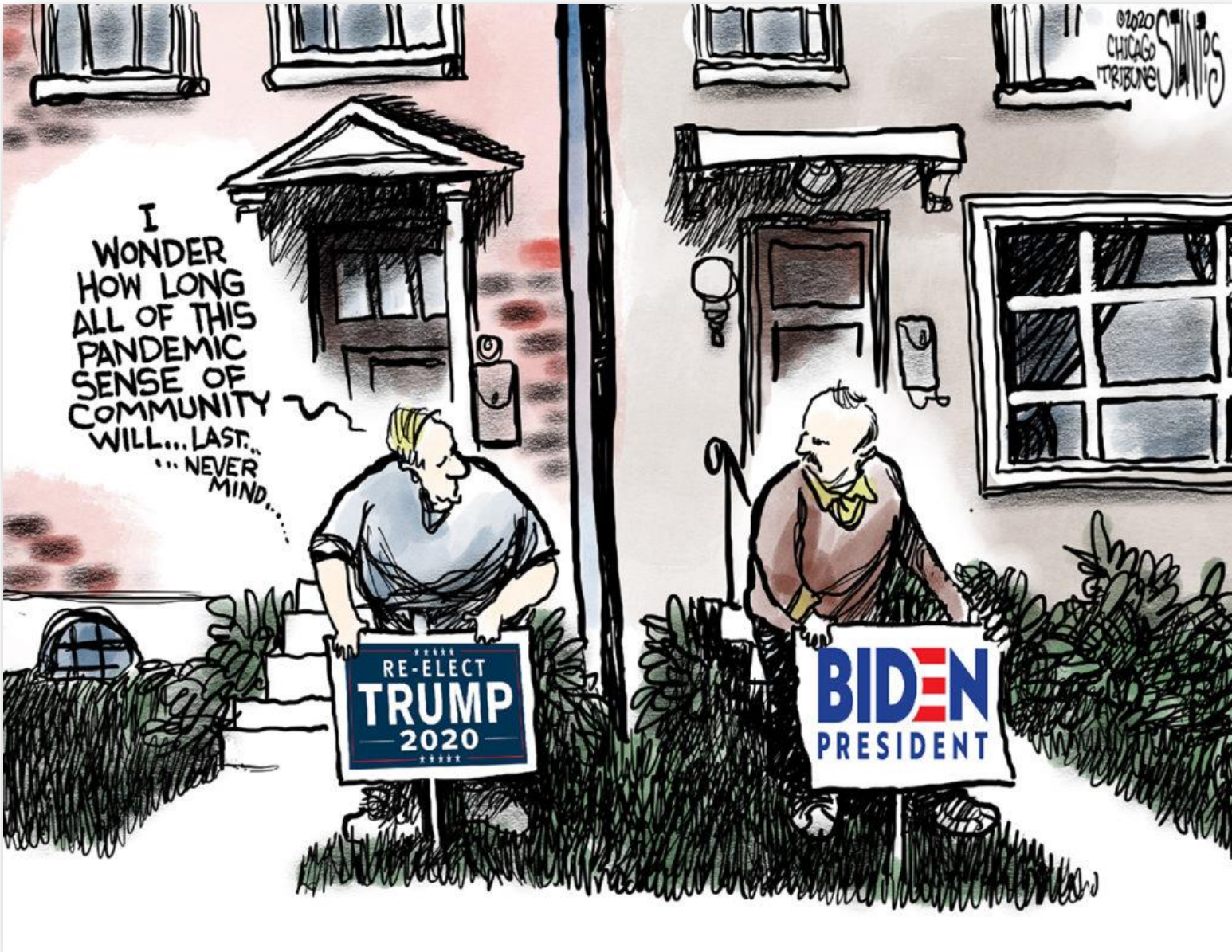
Speaker	Baseline Sentiment			Index	Rank
	Positive	Negative	Neutral		
Senate Minority Leader Chuck Schumer	37%	42%	21%	-0.0633	34
House Speaker Nancy Pelosi	28%	41%	31%	-0.1884	37

- Speakers from both parties ranked among the bottom 25%
- DNC candidates performed better than their RNC counterparts
 - DNC leaders index average (-0.1258) compared to RNC index average (-0.0014)
- Public sentiment favored the RNC leaders
 - 4% greater positive sentiment for RNC leaders
 - 4% higher negative sentiment for DNC leaders

“The country remains deeply polarized along a roughly 50-50 partisan split. Biden and Trump allies both agree the outcome will likely be closer than the polls currently suggest.” MSNBC

Data Analytics

ENODO collected and analyzed almost 400,000 online discussions concerning the RNC and DNC conventions, which included 134,209 Tweets, 110,928 Facebook posts, 71,029 new sites, 32,102 RSS feeds, 21,201 YouTube comments, and 10,920 blogs to create this Campaign Analysis.





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