

YouGov Signal

Political Capabilities Deck

September 2020

Monitor the Popularity + Performance of Political Entities

Track popularity, public interest, and attitude surrounding any political entity with **multiplatform metrics across 40+ geographies**.

With daily updates, use Signal data to **understand the political landscape, check event impact and conduct dynamic benchmarking** against competitors.

Explore Public Opinion Across the Internet

- Our extensive metrics allow you to **gauge audience attitude and activity** surrounding politicians, campaigns, and more.
- Historical and current data helps you gain **understanding of the political and relevant industry landscapes** both past and present.

Name	Appetite Score ↑	Indexed Search Vol.	Wikipedia Vol.	Twitter Vol.	Positive
Joe Biden	99.07 -0.001	617K -162K	21.9K -2.3K	966.7 +55.14	14%
Kamala Harris	99.01 -0.004	106K -3.9K	14.3K -1.4K	858.9 +208.3	19%
Prince Harry Windsor	92.13 +0.393	34.8K -4.8K	2.9K -129.9	463.6 +100.1	31%
Michelle Obama	90.88 -2.49	21.1K -8.8K	2.7K -285.7	761.3 +426.7	25%
Greta Thunberg	81.29 -0.077	7.9K +1.0K	2.5K +109.9	1.1K +22.57	20%
Melinda Gates	61.55 -2.28	3.2K -55.52	739 -100	210.6 +62.43	16%
Bill Gates	-	15.4K -4.7K	5.9K -233.9	451.3 +114.3	15%
Barack Obama	-	157K +13.3K	10.0K +677.0	578.7 +171	23.1 +1.31
Donald Trump	-	12.4K -4.5K	2.8K -533.0	421.3 +14.3	20.2 +0.2

Understand Candidate Performance in Near Real-Time

Biden vs. Trump



Signal daily data gives you the **current picture of candidate performance** across popularity, public interest, discovery, and more.

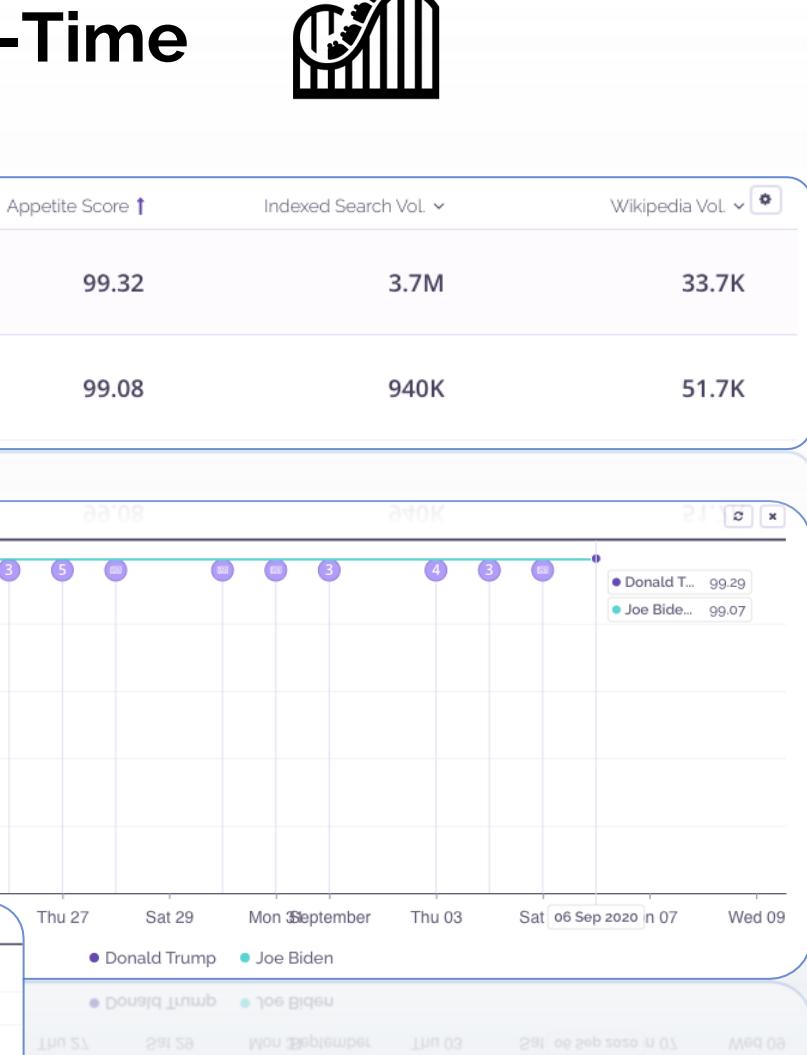
Name	Appetite Score ↑	Indexed Search Vol. ▾	Wikipedia Vol. ▾
Donald Trump	99.32	3.7M	33.7K
Joe Biden	99.08	940K	51.7K

Check Event Impact



Dive into the impact of events across an extensive set of Signal metrics, including:

- **Appetite Score**
- **Online searches**
- **Wikipedia page visits**
- **Volume of online conversation**
- **Sentiment**



Overlaid news results help you identify impact of events on media coverage, audience engagement and chatter.



Donald Trump



Mike Pence

Donald Trump is the #1 most popular person in the U.S.

99.35

Appetite Score

- #1 ➤ Highest Wikipedia Volume
- #1 ➤ Most Searched Person online
- 21.6M** ➤ Instagram Followers
- 447** ➤ Tweets Daily

FACT CHECK:

Call us FAKE NEWS but while Trump is the most popular person in the U.S., **his popularity has stagnated and his demand has fallen since the Republican National Convention**—popularity (+0.14), search index (-205k), Wiki volume (-4.8k), Tweets Daily (447 vs. 940 prior 2 weeks)



62% Negative Sentiment

Negative sentiment has increased from pre-RNC (+19%), though some negative comments are directed at Biden/liberals in Trump's defense

- *76% of emotions expressed by online audiences is Anger/Disgust*
- *"Race" is the key topic addressed in online conversation*

98.12

Appetite Score

Vice President Mike Pence popularity ticks up post-RNC

Though lower in popularity, Pence's appetite score bounces slightly following the Republican National Convention (+0.94 pts) but still trails opponent Kamala Harris (99.05)

- #12** ➤ Most Popular Person in the US
- #16** ➤ Most Searched Person online
- #13** ➤ In Wikipedia Volume
- #243** ➤ Tweets Daily
- 1.2M** ➤ Instagram Followers



61% Negative Sentiment

- *74% of emotions expressed by online audiences is Anger/Disgust (COVID-related)*
- *"Religion" is the key topic addressed in online conversation*

@Mike_Pence @WhiteHouse One hundred & eighty-seven thousand... (187,000) DEAD!! Let it roll off of your tongue... I, MIKE PENCE, have MURDERED one hundred & eighty-seven thousand Americans so far this year. I have 5 months left to double it #PenceKnew #PenceKNOWS #FascistPence #PencelsATraitor

KAMALA!!!!!! “comma-la” (...if you’re nasty)



45%  Popularity is high but so is negative sentiment—
though some negative comments directed at Trump
and Gavin Newsom

- *Described as “liberal”, “socialist”*
- *Angry tweets in regards to handling of California fires*

Democratic VP Nominee Kamala Harris' popularity has shot up since the VP announcement and the Democratic National Convention

99.12

Appetite Score

Harris ranks as the #1 most popular person in the United States

- #1 ➤ Highest Wikipedia Volume—Americans are more curious about Harris than any other person in the US
 - #2 ➤ Most searched person online
 - 1k ➤ Generates 1k tweets daily ➔ Largest growth in Twitter volume since VR announcement!

747k ➤ Gained 747k Instagram followers (3M total) in the last two weeks

Anticipation for the Presidential election has increased among Kamala Harris fans

I am so pumped up about this election! I have never felt this motivated to use my empowering right to vote and have a voice as I do this election. Biden-Harris 2020!



99.06

Democratic Presidential Nominee United States

Joe Biden is the #3 most popular person in the

- #2 ➤ In Wikipedia Volume—Americans are very curious about Biden
 - #3 ➤ Most searched person online

VP Announcement Video

on Instagram has been viewed by over 1.8M with 19.5k comments



+53%

 Positive sentiment for Biden increased from pre-DNC



High Awareness and Interest

Biden's acceptance speech at the Democratic National Convention **drew over 24.6M TV viewers**, with the total rising much higher with inclusion of streaming platforms/channels.

Monitor Event Reaction and Daily Audience Attitude

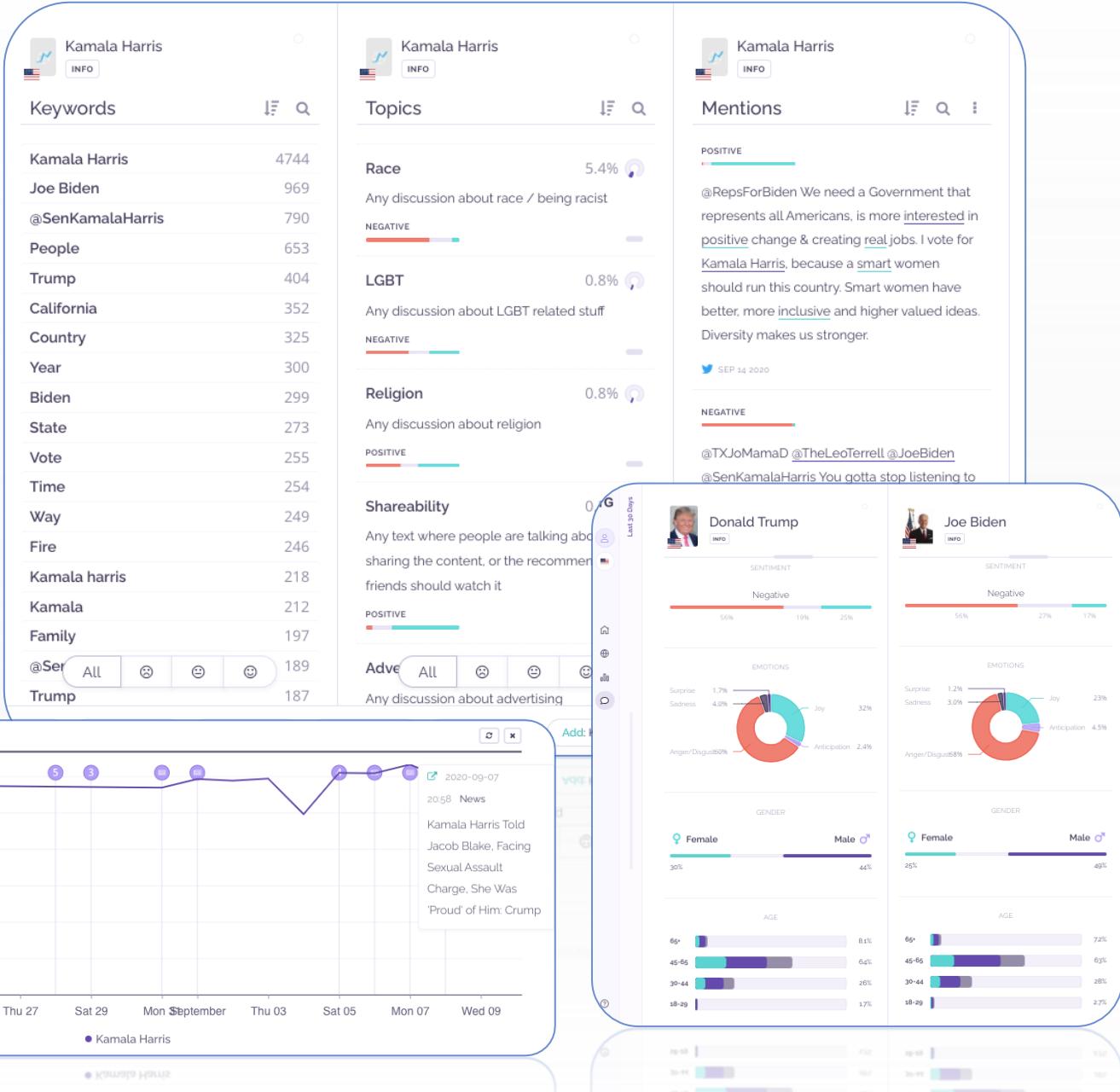


With an accuracy rate of 93% we provide sentiment that isn't B.S.

Public feeling changes everyday. Signal tags all online conversation with **sentiment, emotion, and topics** so you can:

- Understand the general feeling surrounding an entity.
- Identify **positive and negative sentiment drivers** amongst audiences.
- Measure **sentiment shifts** against competitors.
- Track **sentiment around tentpole events**.
- More.

Overlay media results to **see what is influencing change** in public feeling.

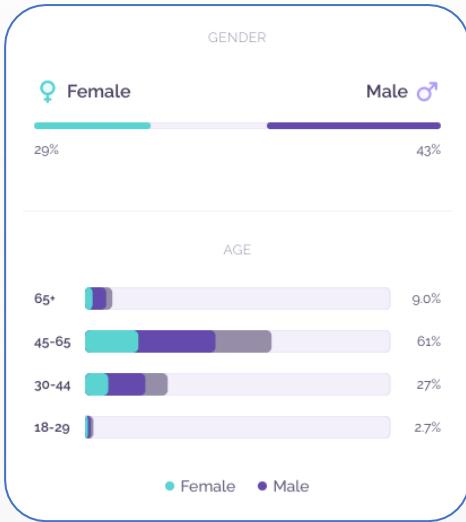


Define Online Audiences



Signal defines the online audiences of your candidate, party, and more. Use our demographic data to forecast public reaction to events and gauge efficacy of planned strategies.

We also enable you to better understand specific audiences and how to reach them. Use Signal Affinities to stay informed on which social platforms, brands, and other entities are most liked by audiences.



Likely male skew (43%) with 88% between the ages of 30 – 65.

➤ Use Top Affinities to refine ad targeting.

TOP AFFINITIES			
Joe Biden	29.18	2.5%	
MSNBC	22.66	2.2%	
C-SPAN	17.73	1.5%	
Michelle Obama	15.34	1.5%	
Patricia Arquette	18.14	1.4%	

➤ Where is your online audience getting their news?

BRANDS			
MSNBC	22.66	2.2%	
C-SPAN	17.73	1.5%	
Republican Party	18.95	1.4%	
Fox Business Ne...	13.69	1.0%	
Democratic Party	16.12	1.0%	

➤ Discover where to effectively reach your target audience across:

- Social media
- Mobile apps
- Online publications
- Streaming and radio

Lyft			
	11.9	0.6%	
Walmart	3.34	0.6%	
Goodyear	14.66	0.5%	
United	12.1	0.5%	
Uber	5.56	0.4%	
Variety	6.51	0.4%	

➤ Kamala Harris' online audience is **remarkably less likely** than the average adult to discuss Netflix.

➤ Top TV Show Affinities to inform:

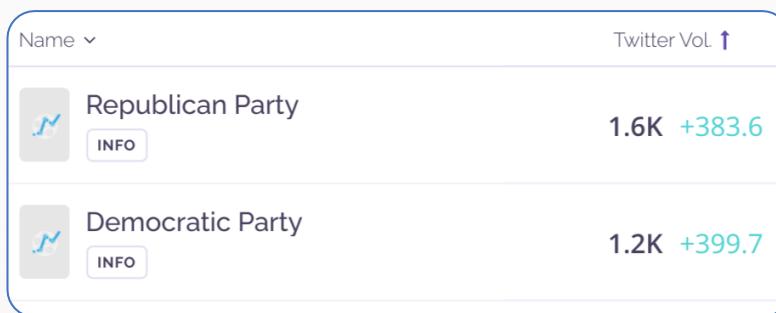
- Which talk shows your candidate should appear on to reach target audience.
- General programmatic advertising.

TV SHOWS			
The Daily Show	15.44	1.0%	
Good Morning A...	14.19	0.8%	
CBS This Morning	7.12	0.6%	
Face the Nation	8.53	0.6%	
The Twilight Zone	4.43	0.5%	

Netflix	-23.01	0.4%
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Comprehensive Performance of Your Party

Take a step back from granular analysis and **evaluate the overall performance of entire political parties** or other relevant organizations.



News Tracking

Filter news surrounding entities by shares, relevance, and more. **Find out what's spreading like fire across the web** and what may be getting the most views.

The news tracking interface shows three news cards:

- Joe Biden:** Total shares 193, Alexa rank 140%, Relevancy 533K, Total shares 533K. Headline: Pelosi says Biden shouldn't debate Trump: 'I wouldn't legitimize a conversation with him.'
- Donald Trump:** Total shares 79, Alexa rank 236%, Relevancy 2.1M, Total shares 2.1M. Headline: Robert Trump, the younger brother of President Donald Trump, dead at age 71.
- Kamala Harris:** Total shares 2.7K, Alexa rank 30%, Relevancy 310K, Total shares 310K. Headline: Lawyer: Kamala Harris Told Jacob Blake She's 'Proud' Of Him. Social Media Blasts Her.

Refine Your Messaging and Ad Spend

In-depth engagement and sentiment reaction analysis of social media content to **identify themes that resonate strongest** and which ads deserve the most spend.

The messaging and ad spend refinement interface shows three tweets:

- Joe Biden:** Sentiment Positive (All Time) 1%. Headline: We've been tested. This is a critical moment. Tonight, we'll take the next step to restore leadership to this country and the White House. Watch live: pscp.tv/w/cg2_RTFvUEVM..
- Kamala Harris:** Sentiment Positive (All Time) 1%. Headline: I'm in Warren, Michigan, to discuss how a Biden-Harris administration will ensure the future is made in America — by America's workers. Tune in now: https://t.co/0zJ3Ync8kd
- Kamala Harris:** Sentiment Positive (All Time) 1%. Headline: Kamala Harris will be an incredible Vice President. Now let's get to work. We don't have a minute to waste.

YouGov Signal

Prefer a CSV file to do your own tracking? **No problem.**

Too busy to sign in and want a weekly report sent directly with information similar to the material included in this report? **We can do that.**

Have a data source such as a community blog or news feed that you'd like us to track? **We got you.**

Book a Meeting

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