An Analysis of 1.9 Million Followers of the Official Democratic Party Twitter Account

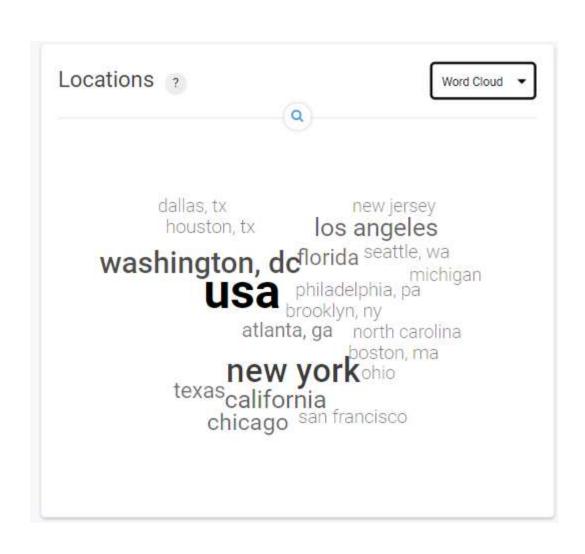
Conducted by Samford University
Center for Sports Analytics
Powered by Affinio

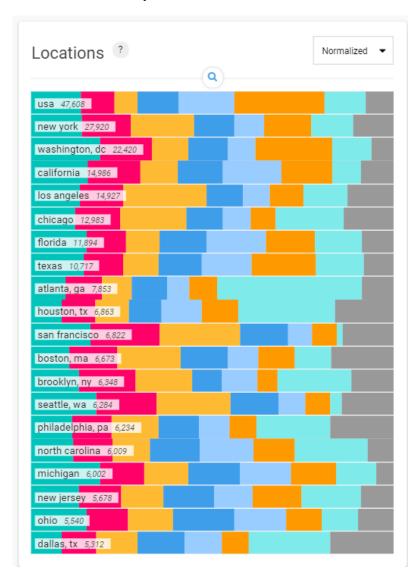
Data Collected in November 2020



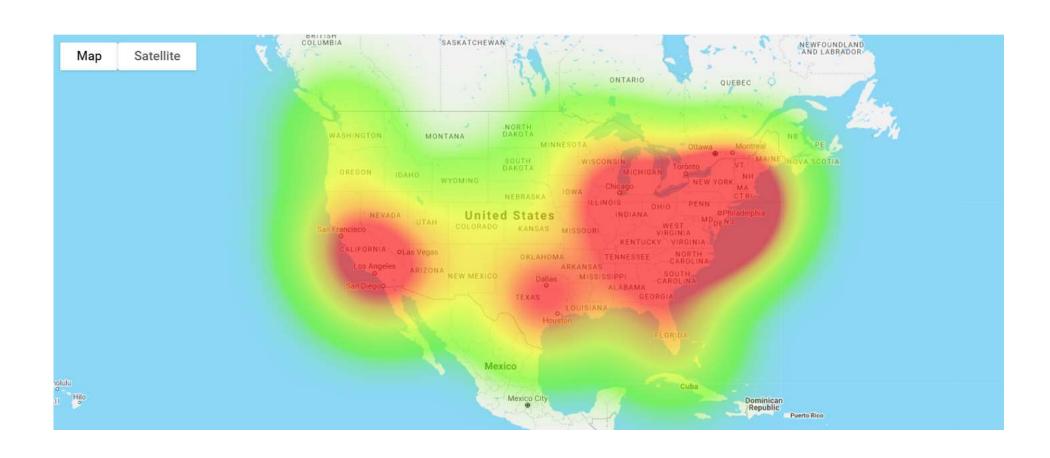


Top Places of Residence for Democratic Party Followers

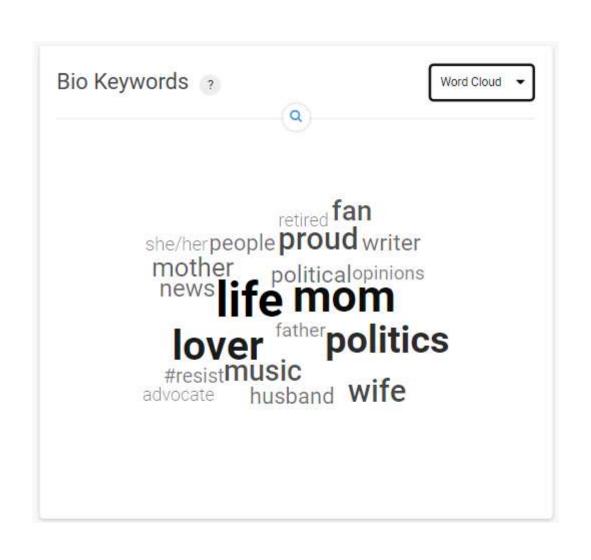


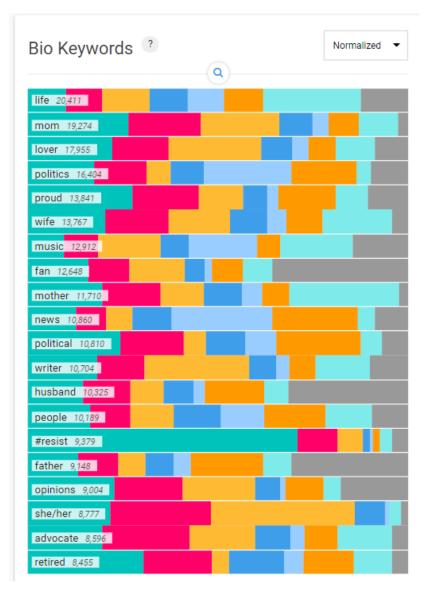


Heat Map of Democratic Party Followers Residences

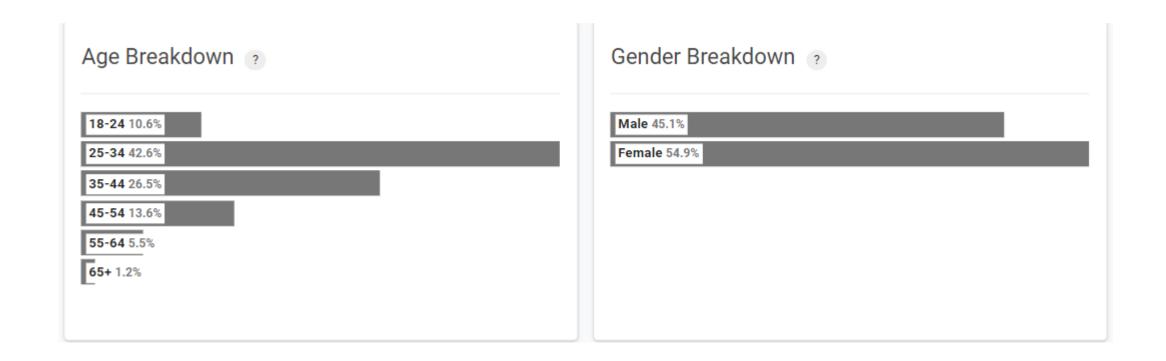


Democratic Party Followers Bio Keyword Breakdown





Democratic Party Followers Age/Gender Breakdown



Democratic Party Followers Most Relevant News Source Accounts











































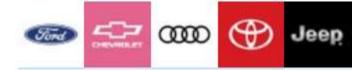




Democratic Party Followers Most Relevant Restaurants



Democratic Party Followers Most Relevant Automobile Brands



Democratic Party Followers Most Relevant Cola Brands



Democratic Party Followers Most Relevant NFL Teams



Democratic Party Followers Most Relevant MLB Teams



Democratic Party Followers Most Relevant NHL Teams



Democratic Party Followers Most Relevant NCAA Football Conferences







Democratic Party Followers Most Relevant NBA Teams



Democratic Party Followers Most Relevant MLS Teams



Democratic Party Followers Most Relevant EPL Teams



Democratic Party Followers Most Relevant College Football Teams



Democratic Party Followers Most Relevant Clothing Brands



What is Relevance and How is It Measured?

- Relevance is a measure that taps into the emotional connection people have with social accounts. People are drawn to the most relevant accounts – the ones that connect with them on a deep emotional level (both positively and negatively).
- An example from the realm of human relationship development demonstrates the significance of relevance. When you agree to go on a date with someone, there is something that initially attracts you to the other person -- something that differentiates them from other people. However, relevance is much deeper than the initial attraction. "Relevance is the one you marry because you cannot live without them. It is emotional and irrational, but the bond is strong." (Elliot Schreiber, Ph.D.).

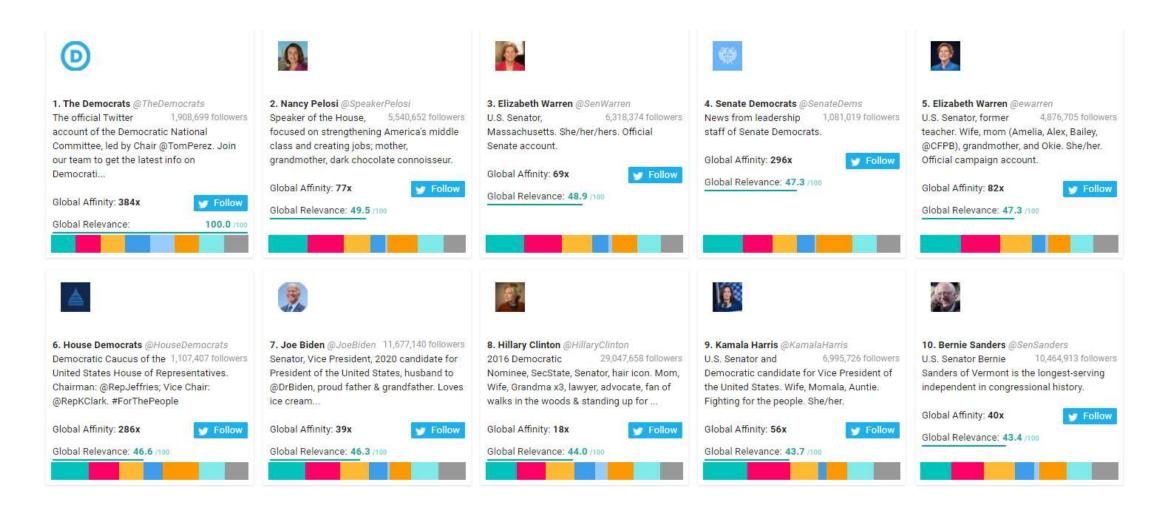
How are Relevance Scores Calculated?

- The relevance rankings are based on a deep dive into social media data from followers of the Democratic Party. Our analysis which is powered by Affinio, utilizing audience intelligence technology, advanced machine learning algorithms, and unsupervised segmentation technology, tap into billions of interest variables and network connections.
- According to <u>ADWEEK</u>, "Social media data is a remarkable source of unsolicited, unbiased consumer data. Interest and
 interconnectivity trends can help creative marketers "collect dots" in social spheres where they have no experience, no exposure, and
 no gut feelings to rely on.
- Audience insight platforms like Affinio can help bring unfamiliar audiences into focus. By mining millions of social interactions, these
 tools can identify shared behaviors and patterns that make each audience segment unique. You are no longer constrained to having
 real-life experiences and observations. You can now sit behind your keyboard and play cultural anthropologist, learning valuable
 details about your audience such as; trends, topics, celebrities, brands and publications they follow, words they use to describe
 themselves, hashtags they use, memes they post, etc."

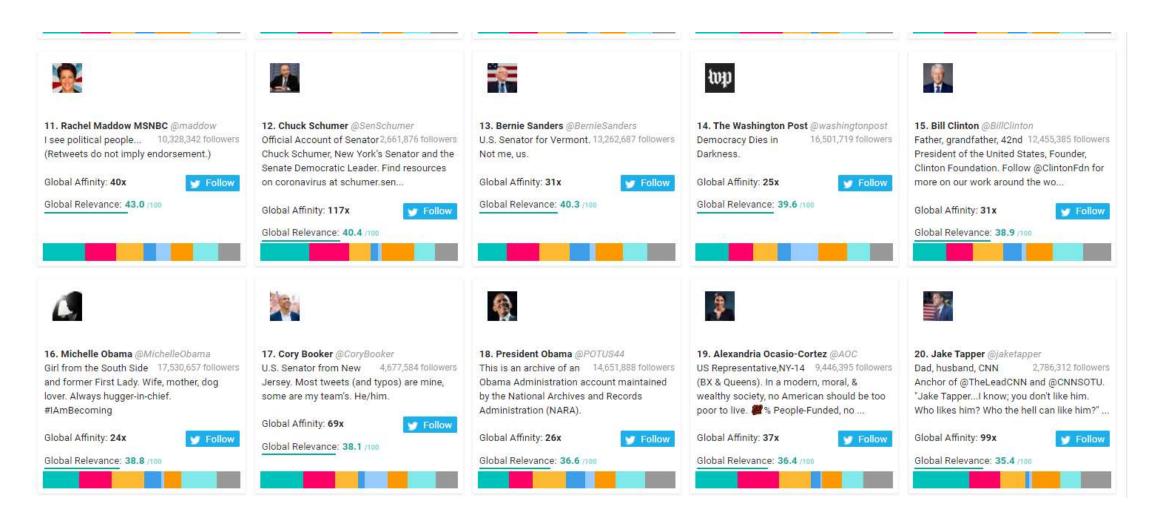
Interpreting the Relevance Score Metric

The relevance score, found in the lower right corner of each box, is a custom metric of a social accounts significance to Democratic Party followers based on its affinity score (how many times more likely Democratic Party followers are to have an interest in the social account as compared to the U.S. population as a whole on the social network), audience size, and the number of members who already have this interest.

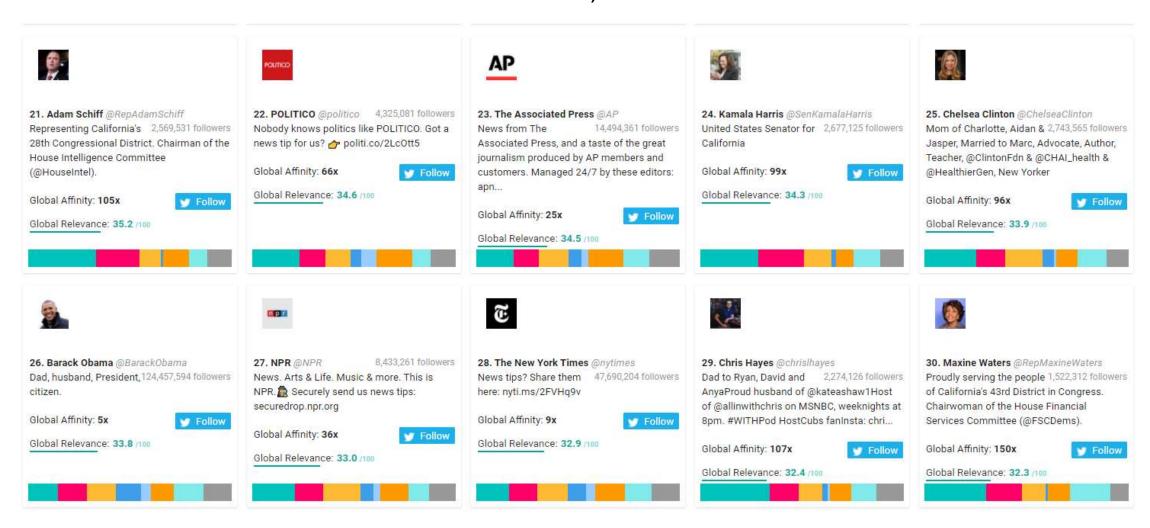
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 1-10



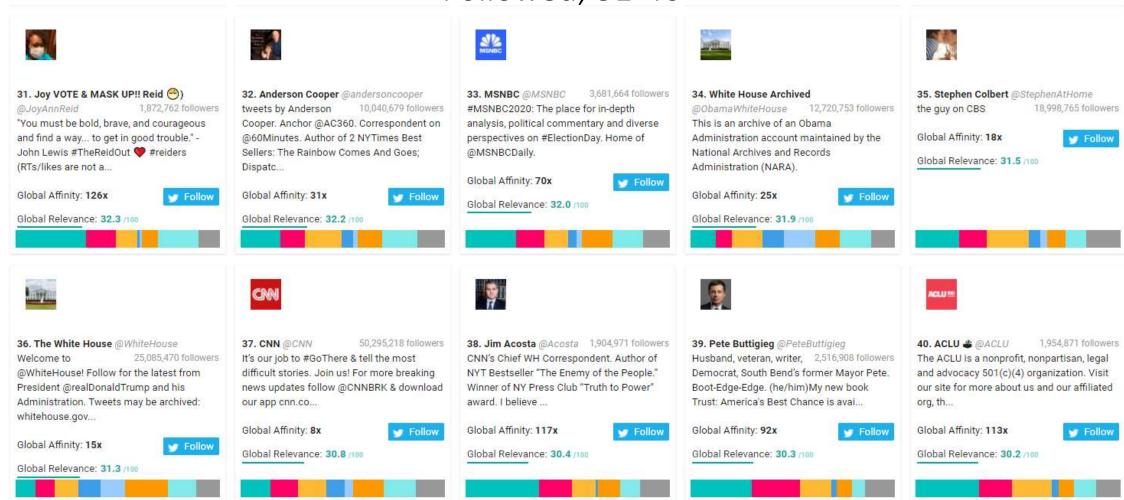
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 11-20



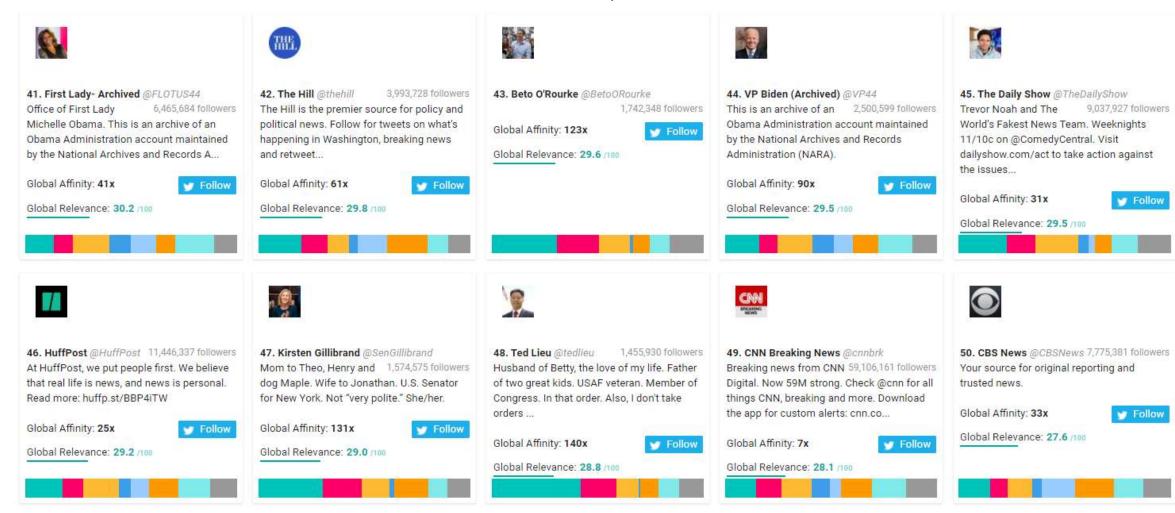
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 21-30



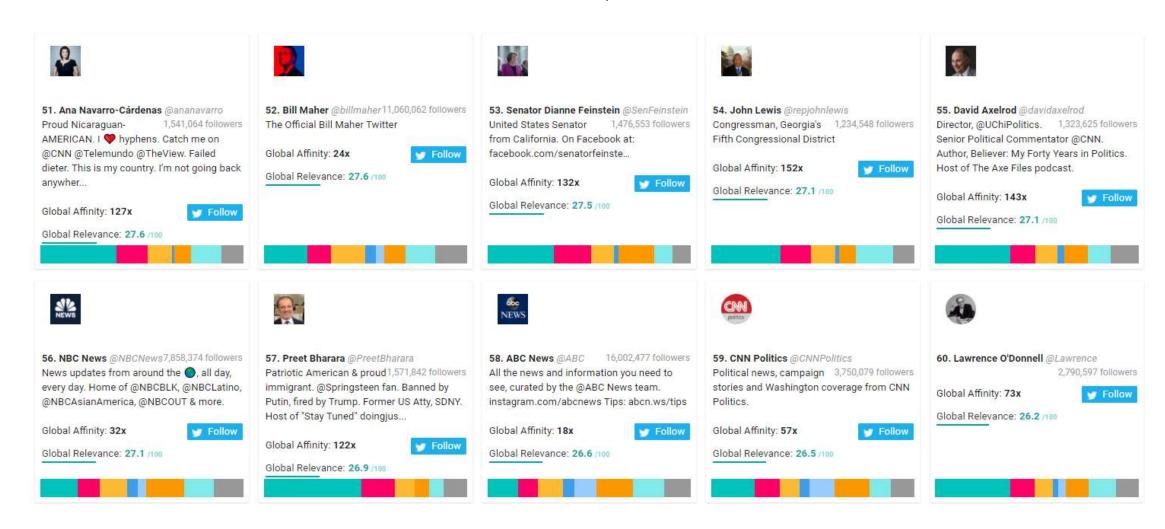
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 31-40



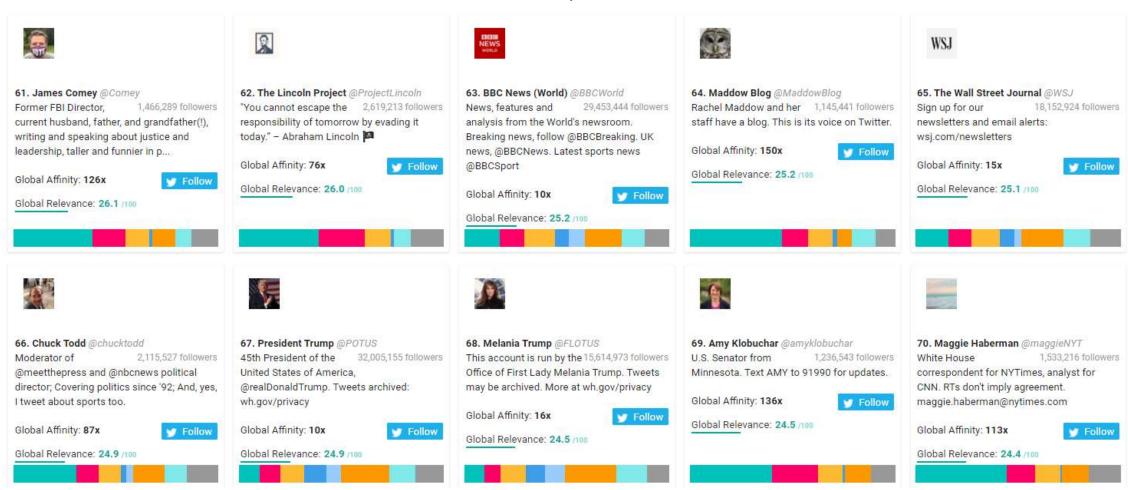
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 41-50



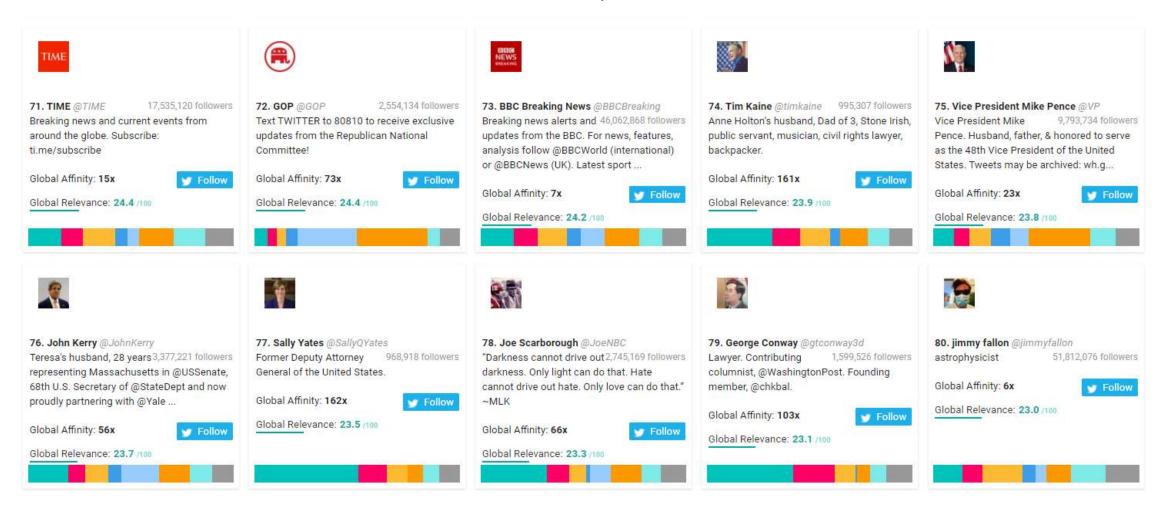
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 51-60



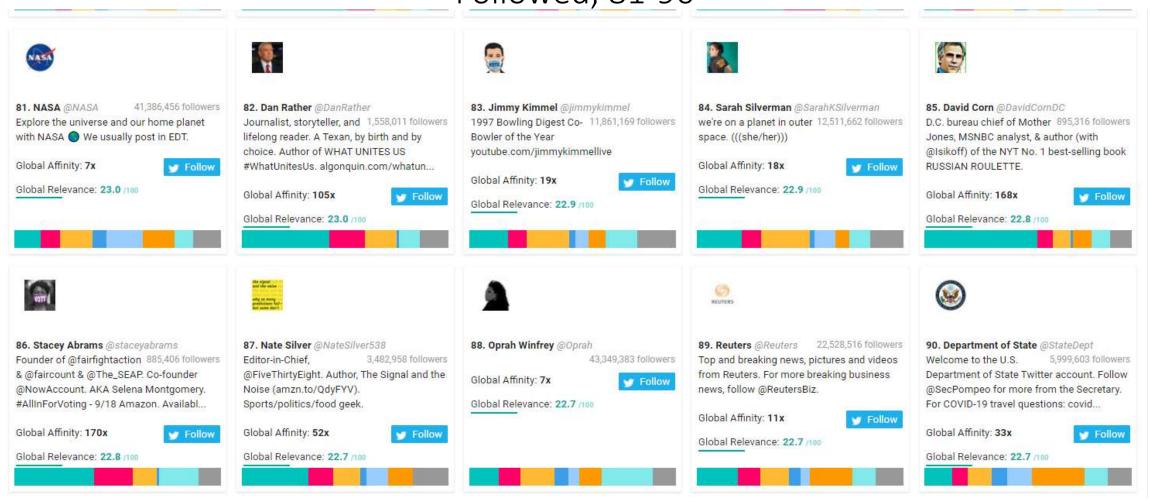
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 61-70



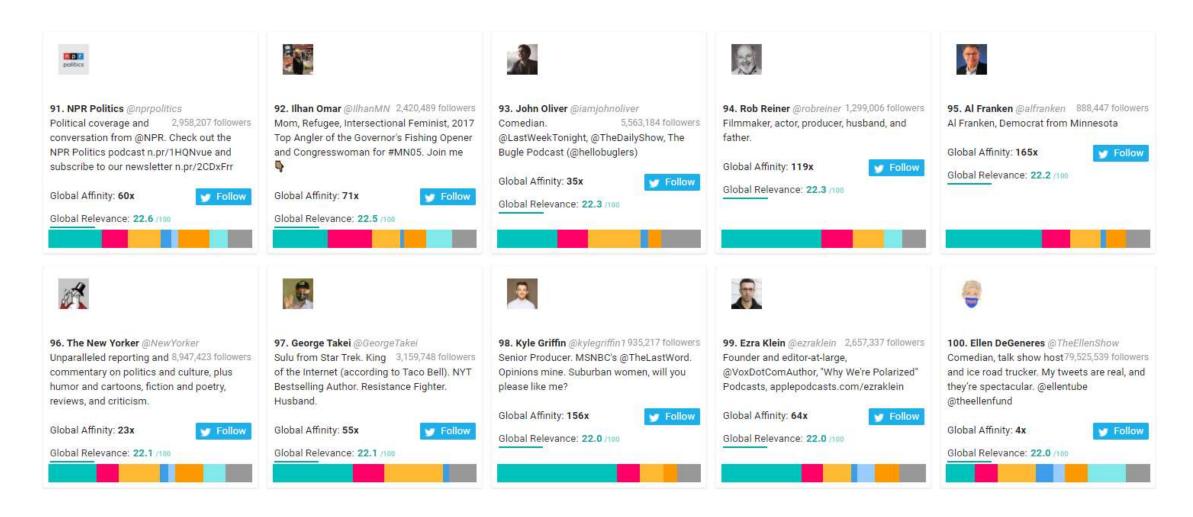
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 71-80



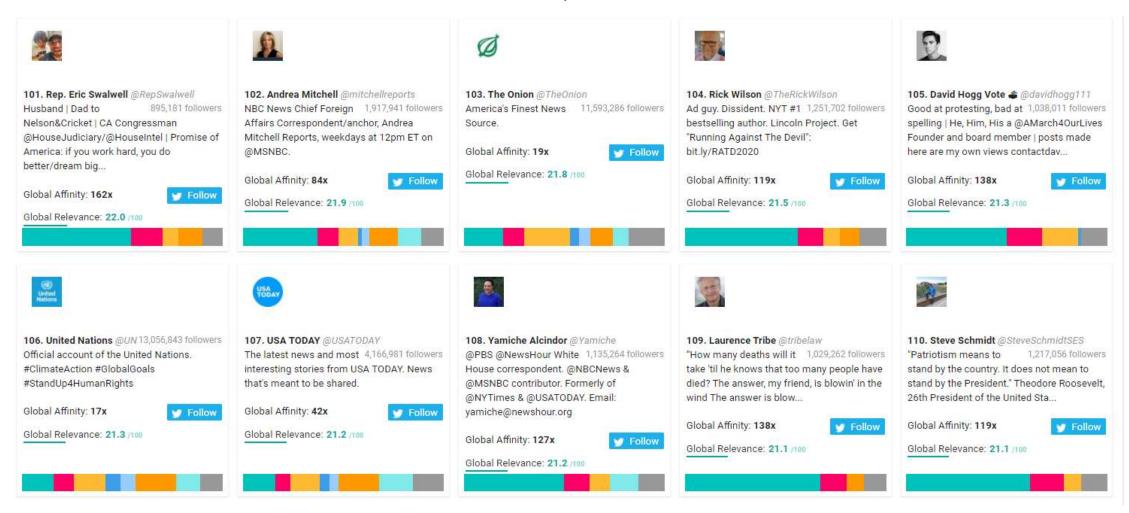
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 81-90



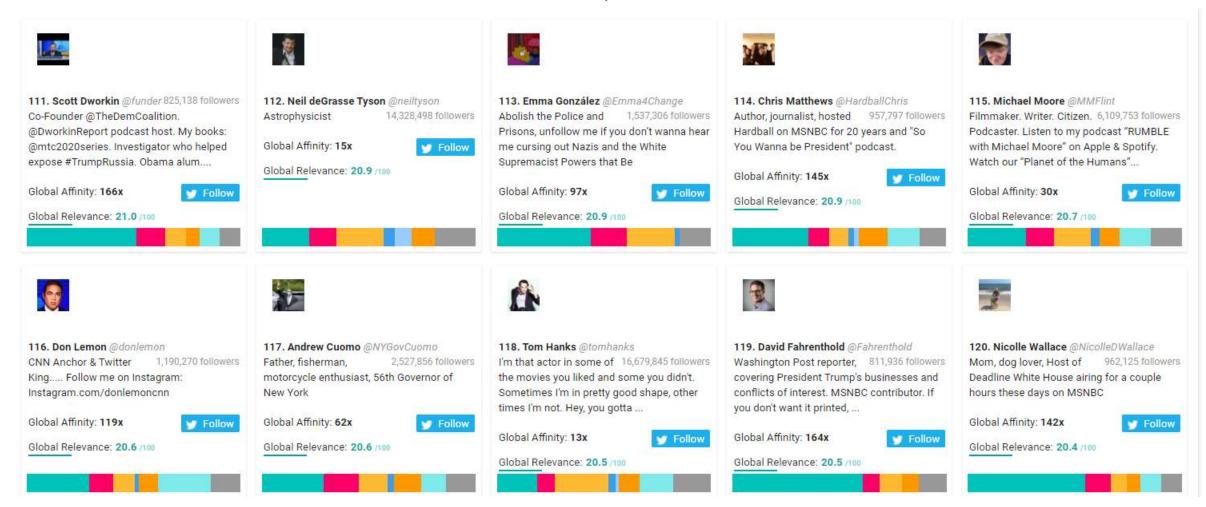
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed,91-100



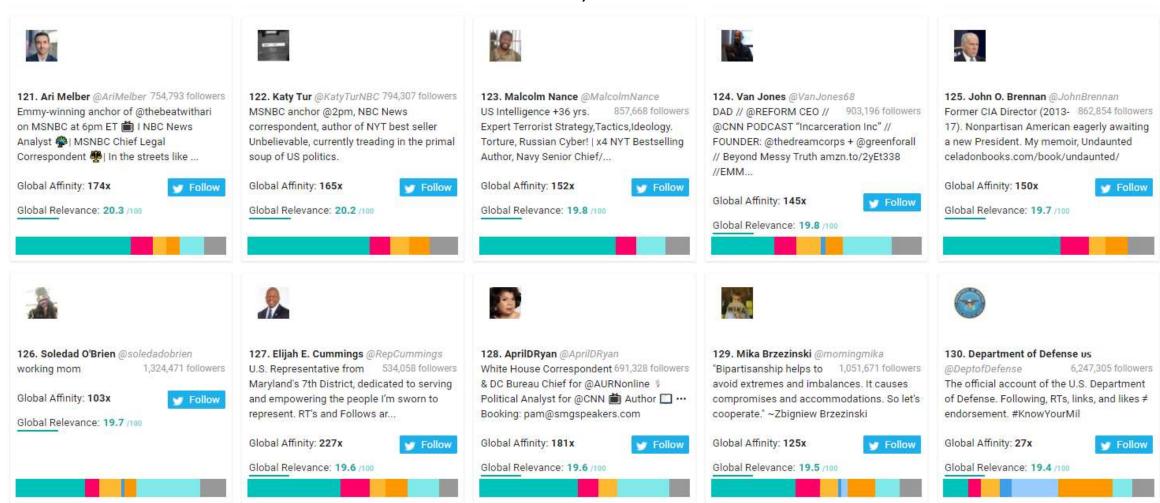
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 101-110



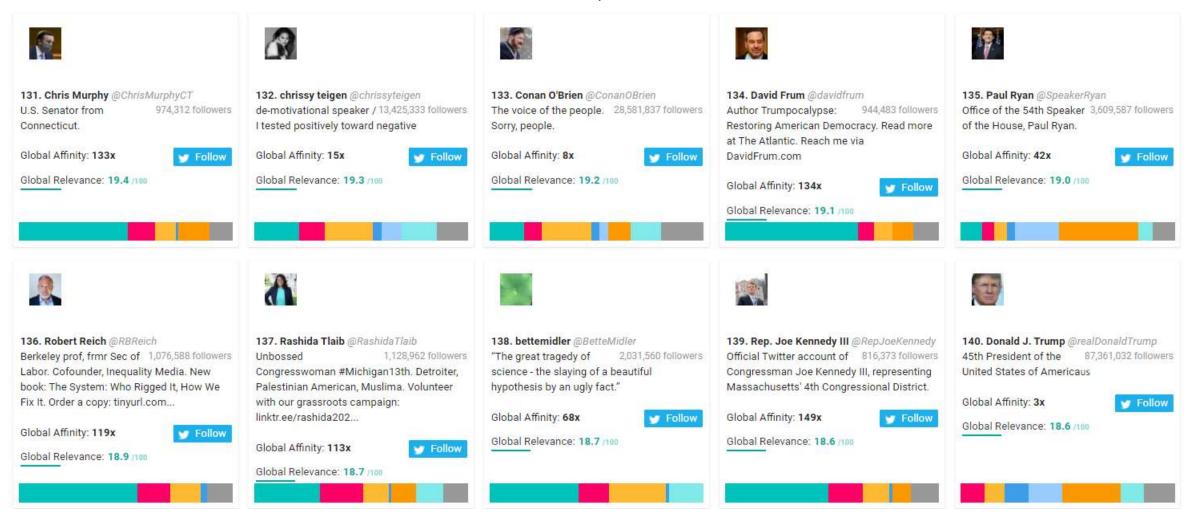
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 111-120



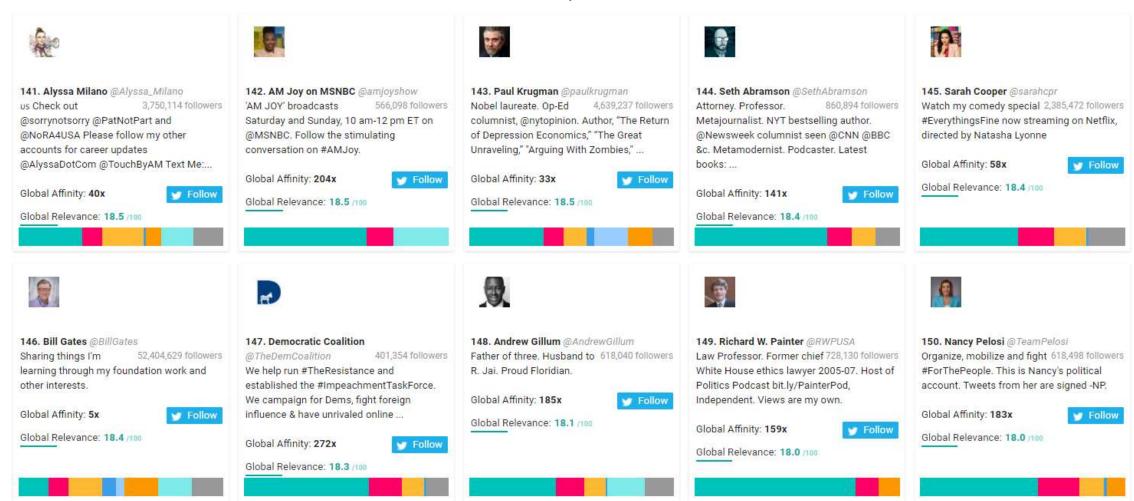
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 121-130



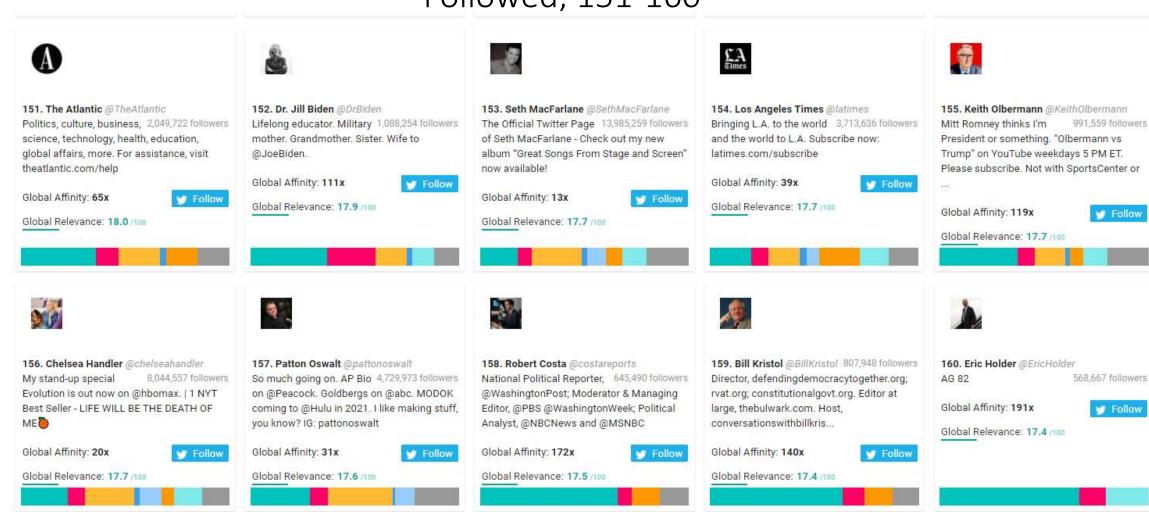
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed,131-140



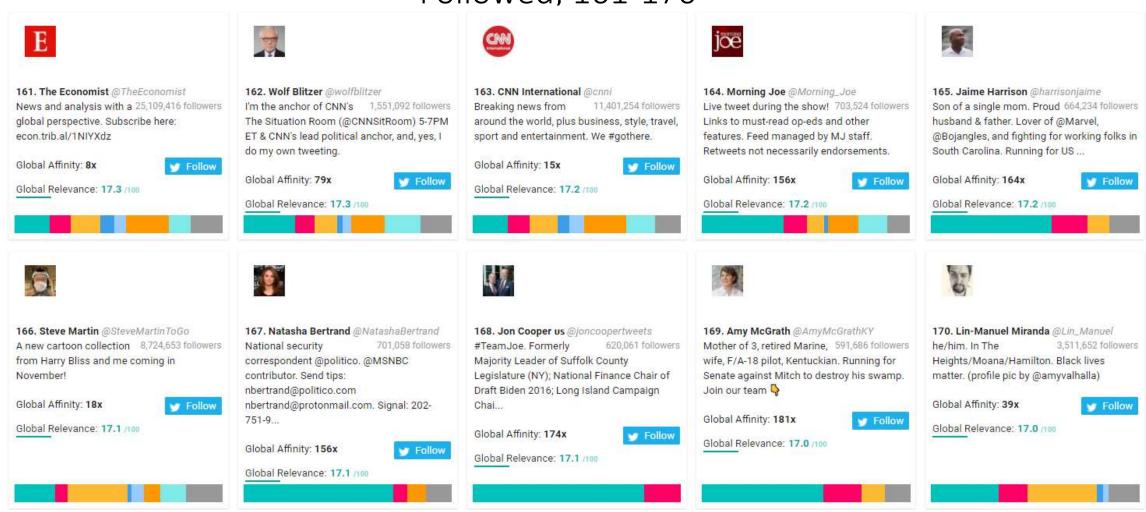
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 141-150



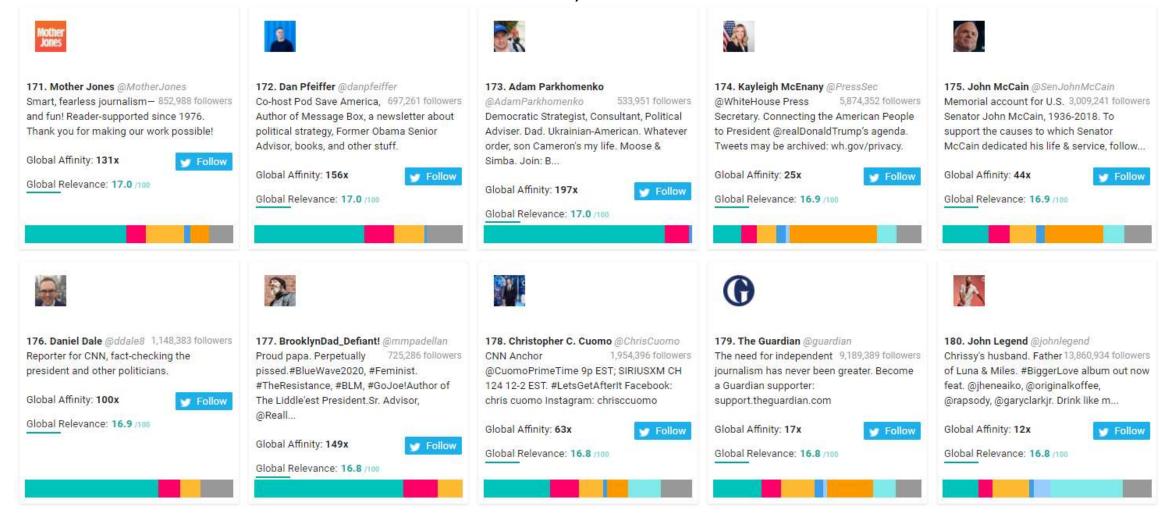
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 151-160



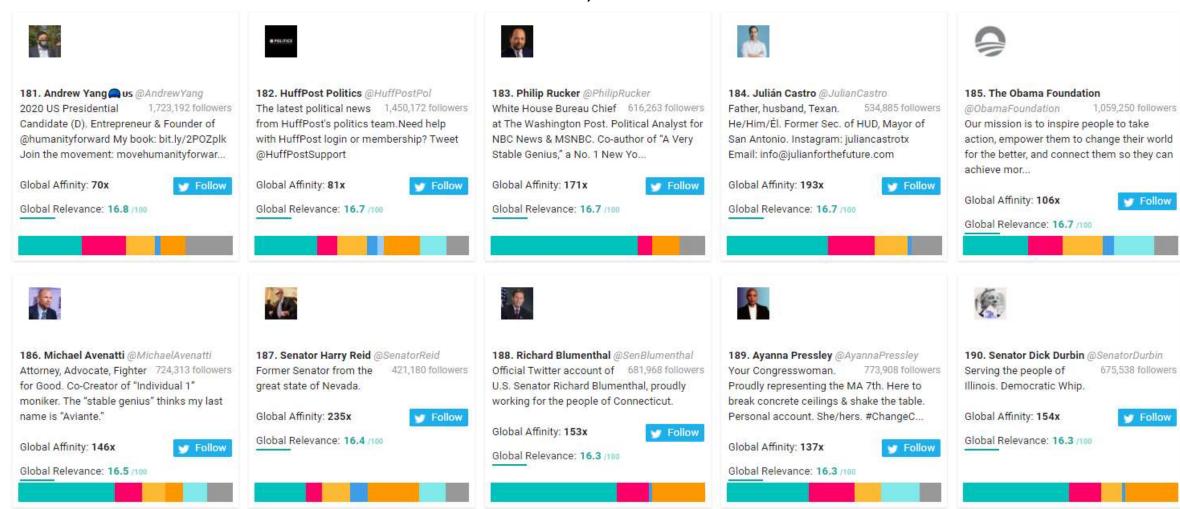
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 161-170



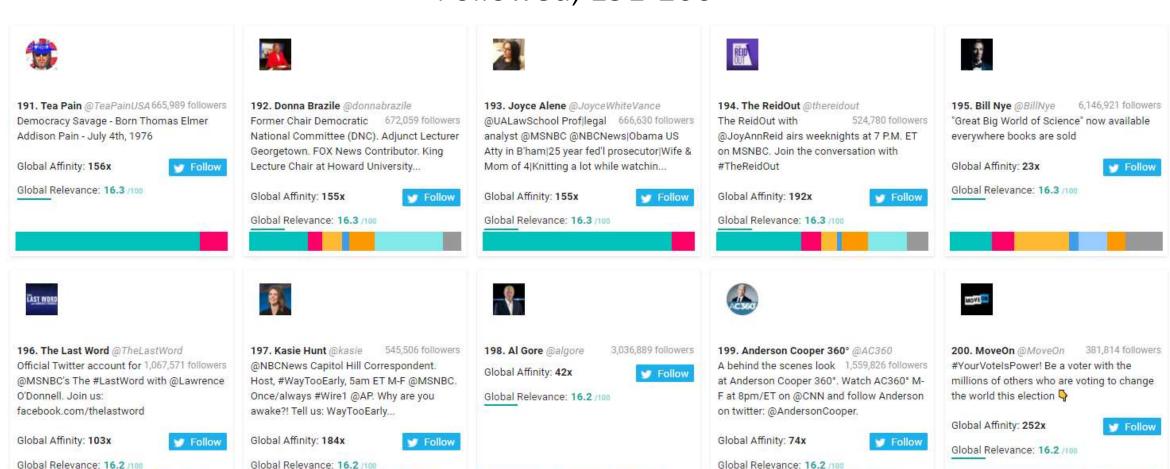
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 171-180



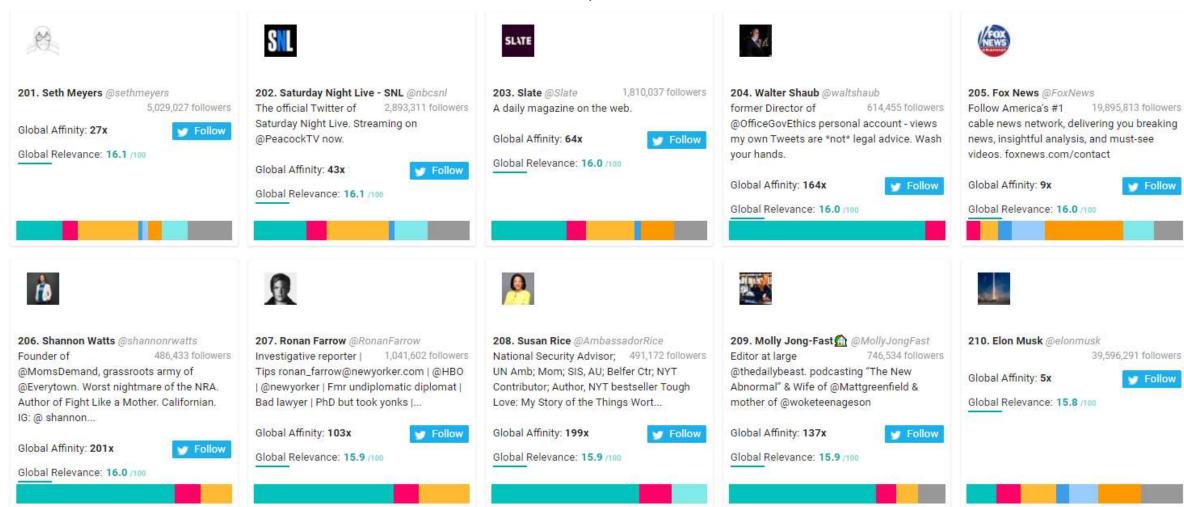
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 181-190



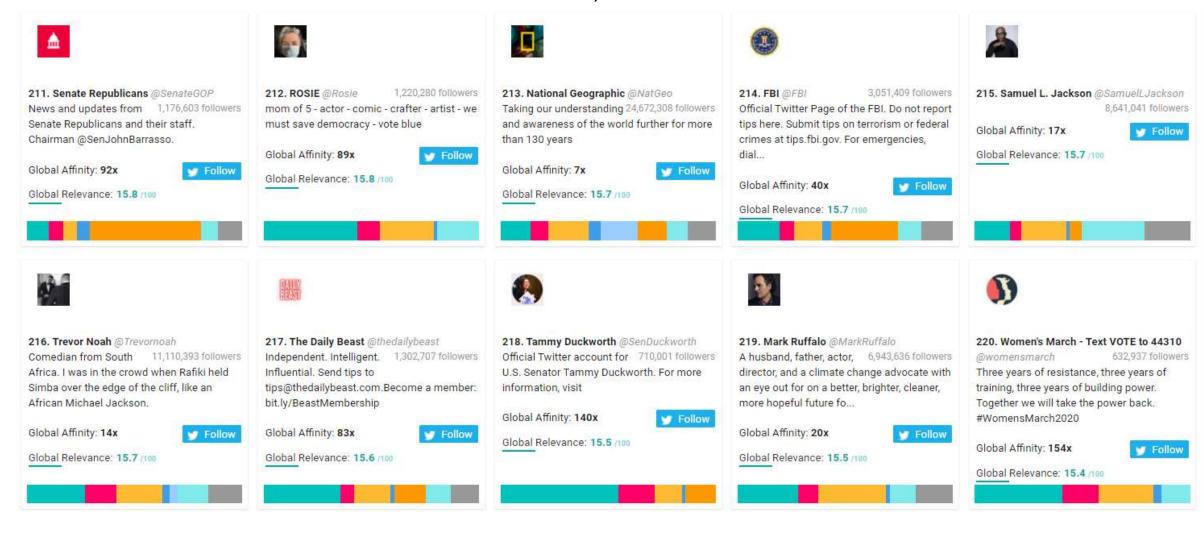
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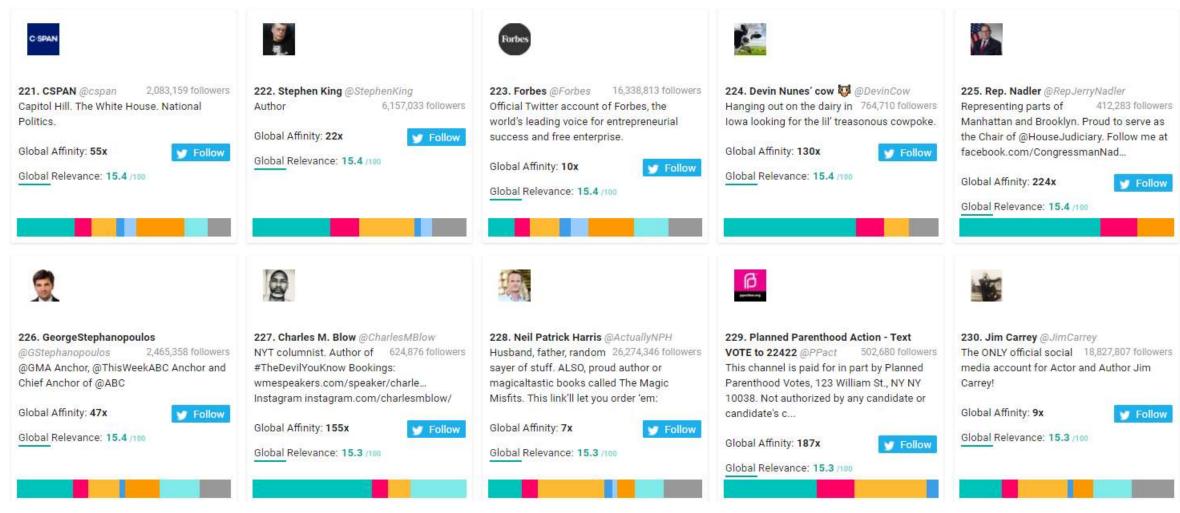
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 201-210



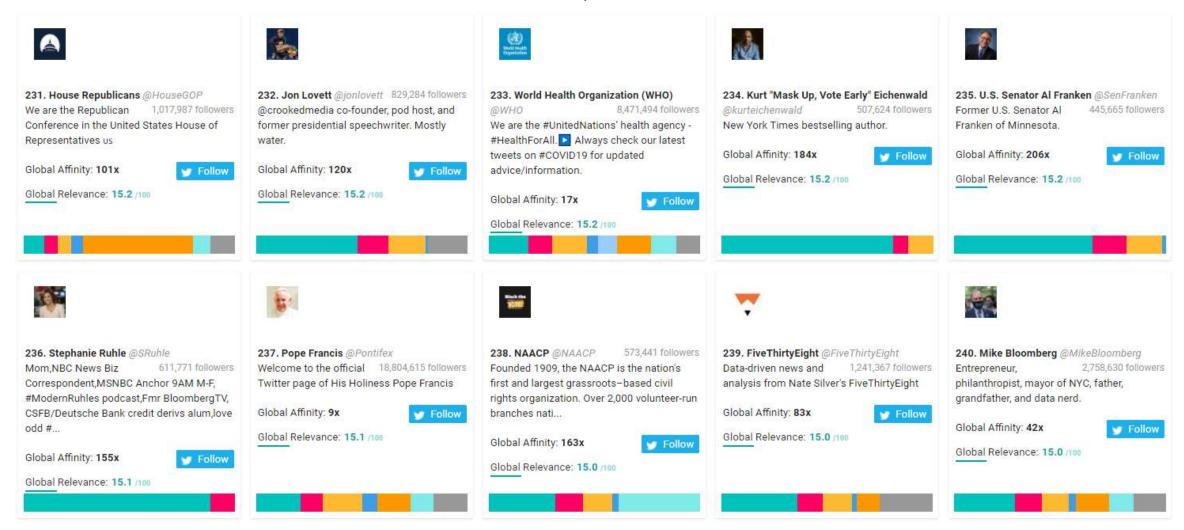
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 211-220



Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 221-230



Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 231-240



Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 241-250













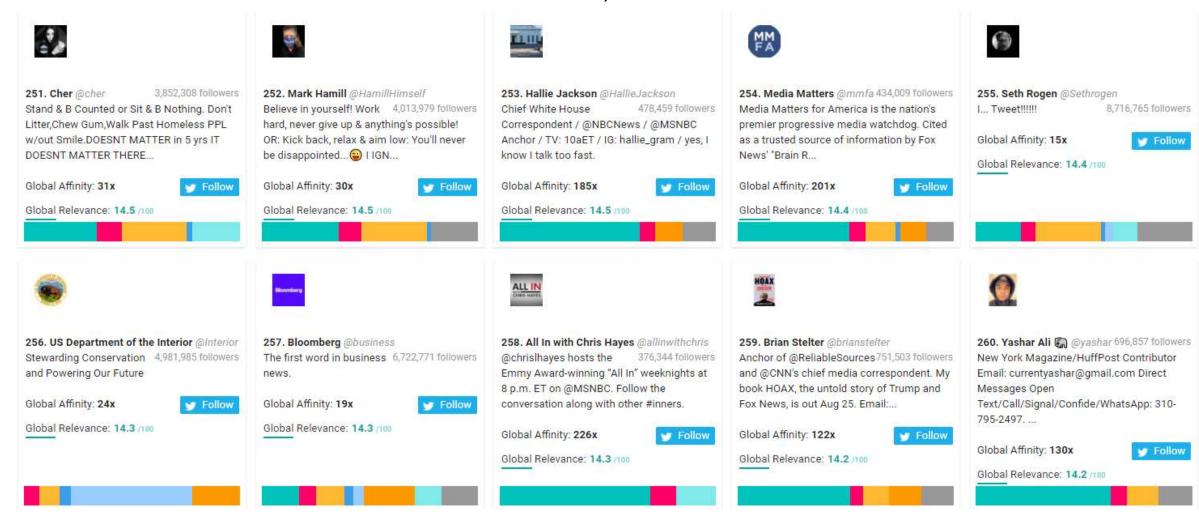




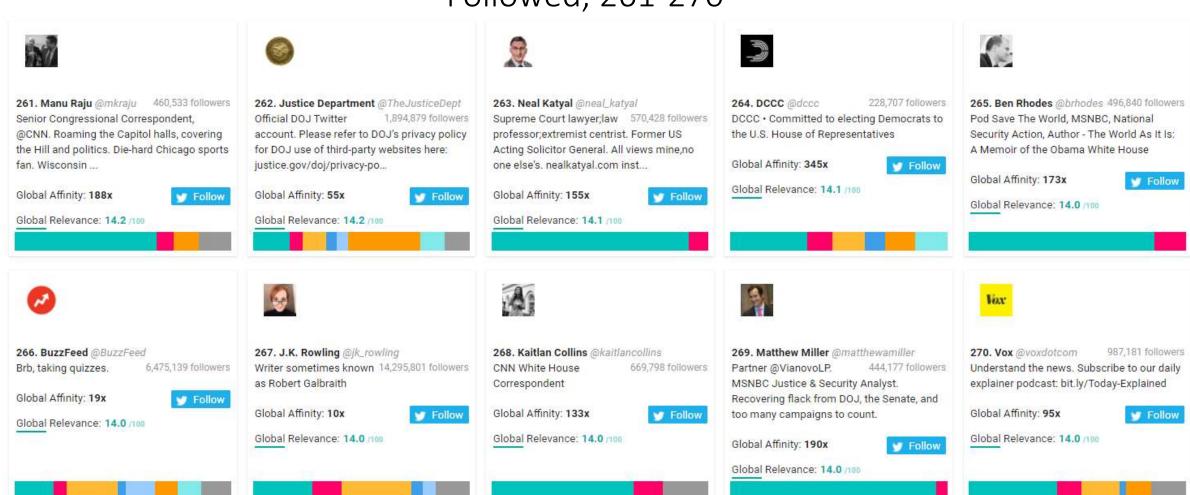




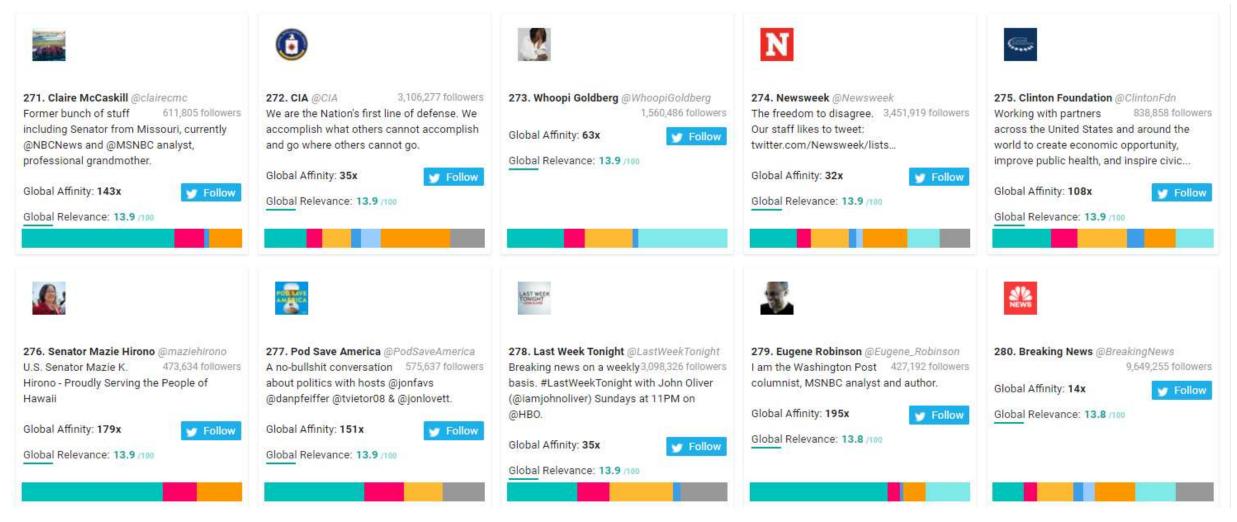
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 251-260



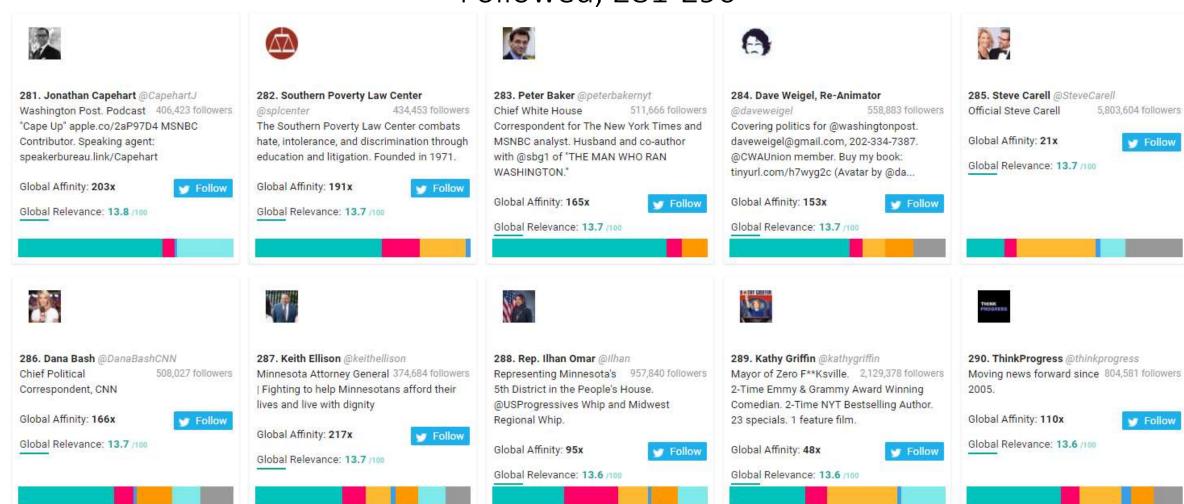
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 261-270



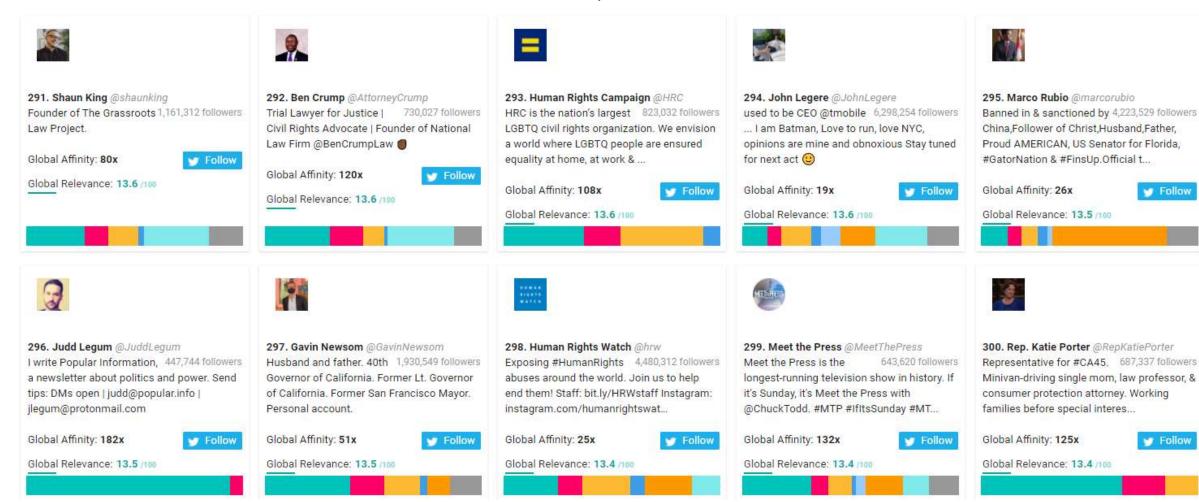
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 271-280



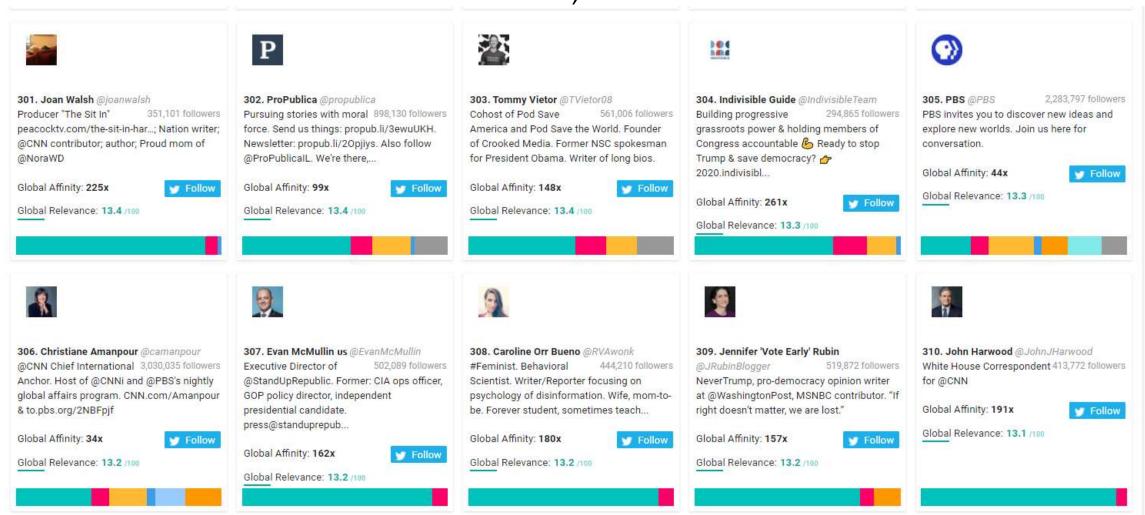
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 281-290



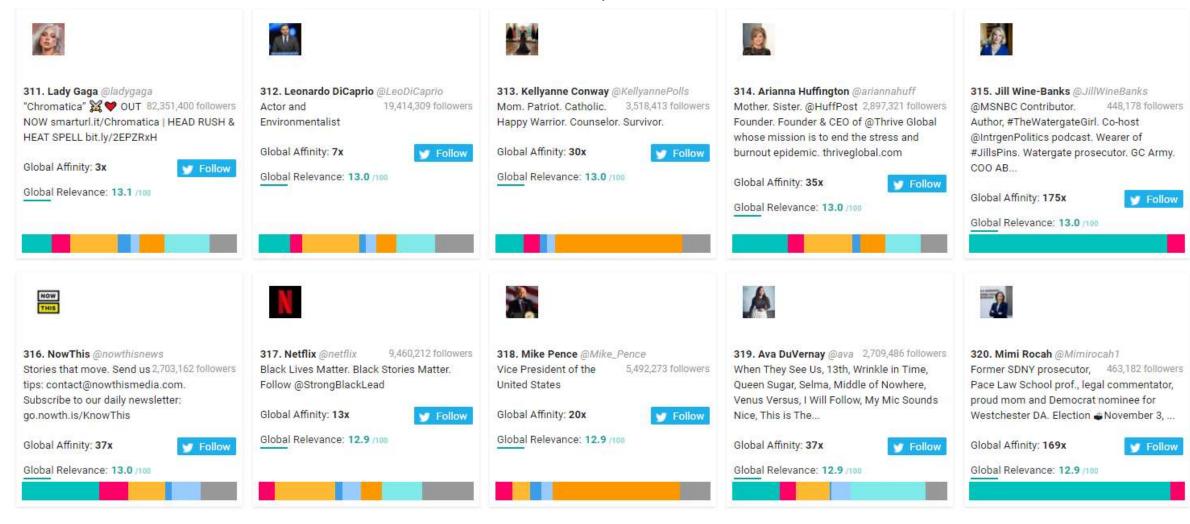
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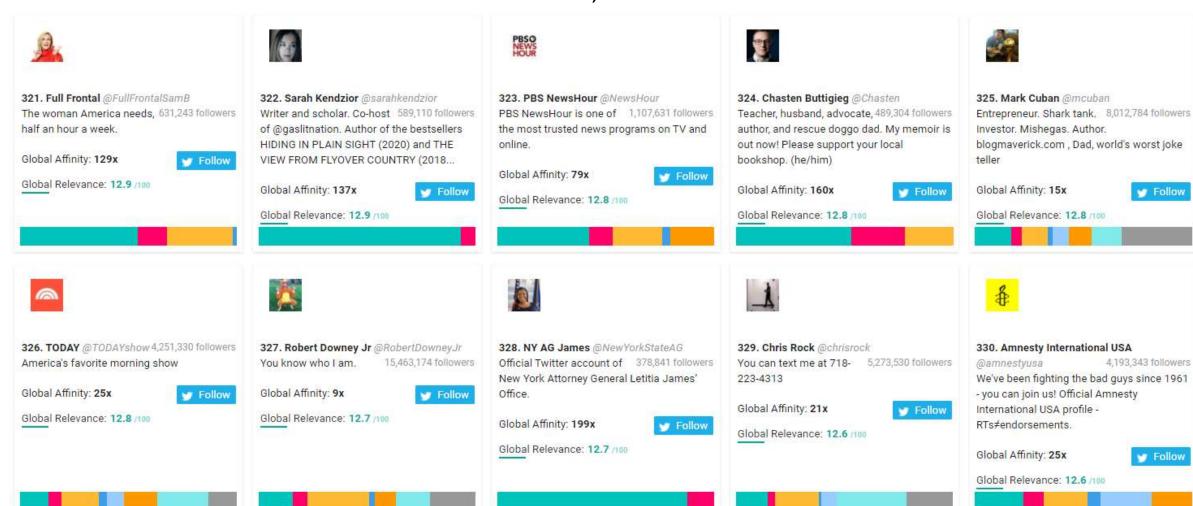
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 301-310



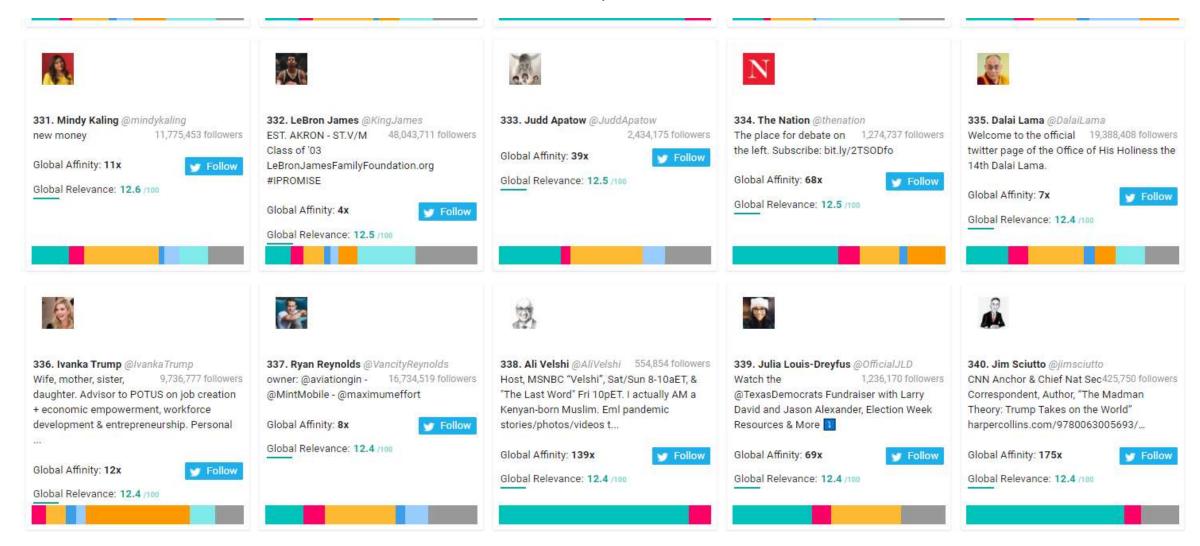
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 311-320



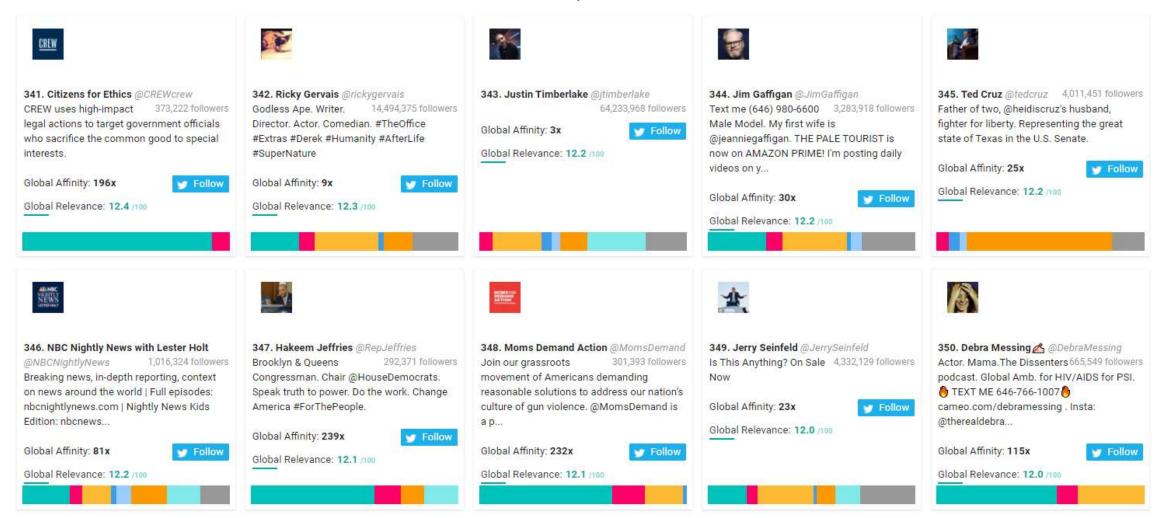
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 321-330



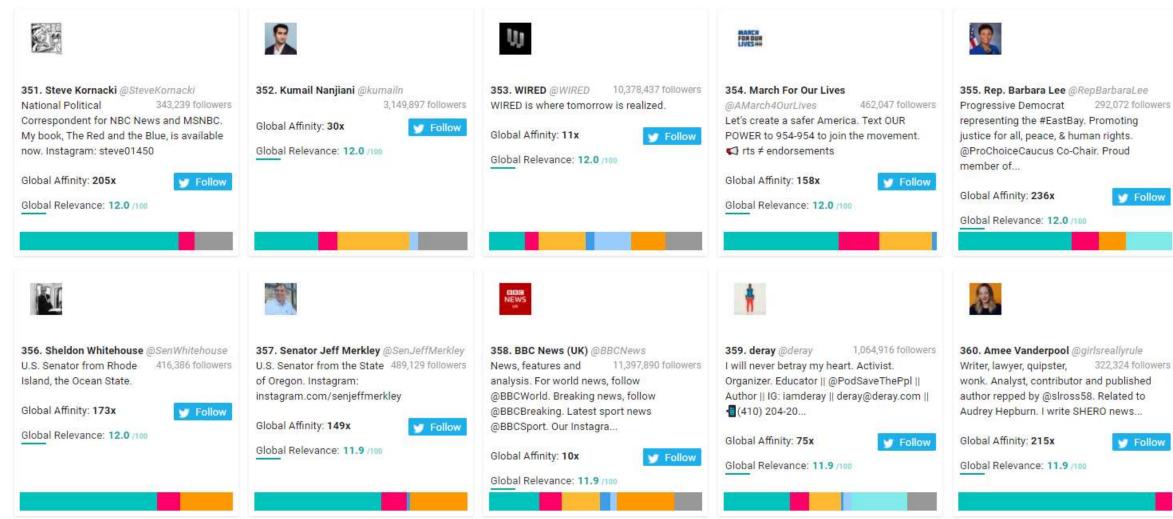
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 331-340



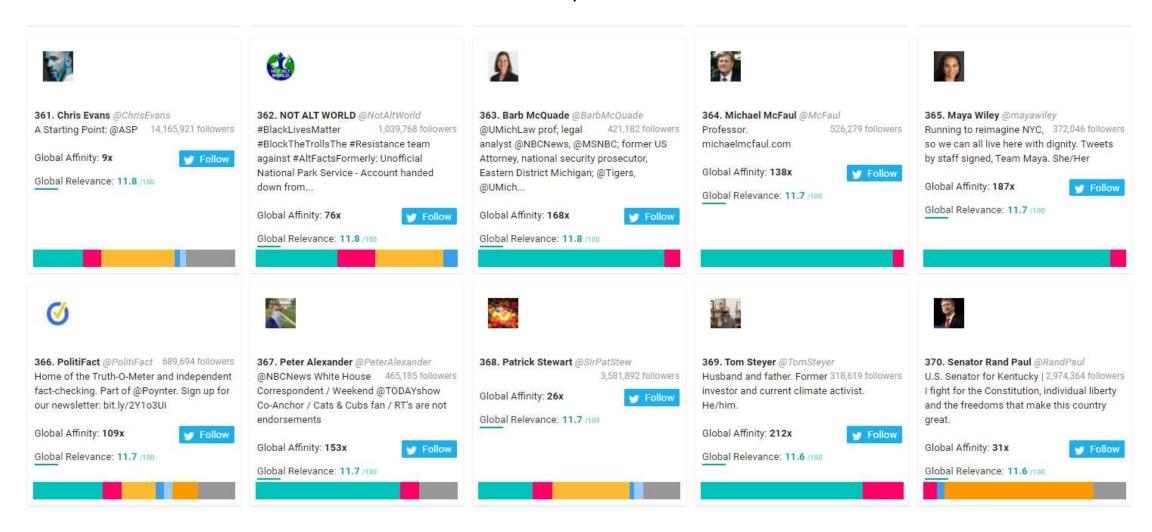
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 341-350



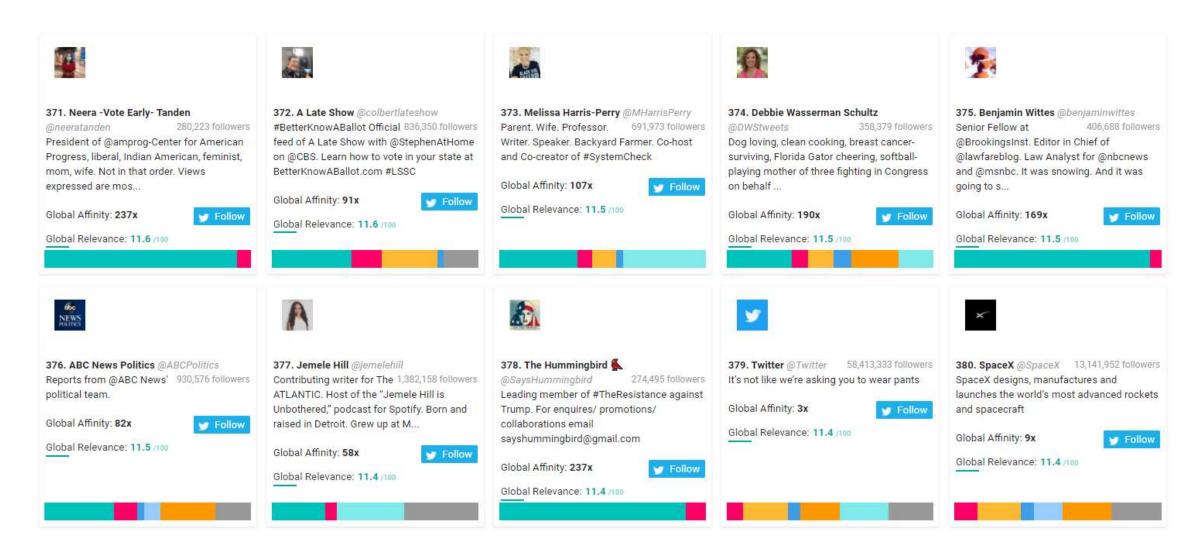
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 351-360



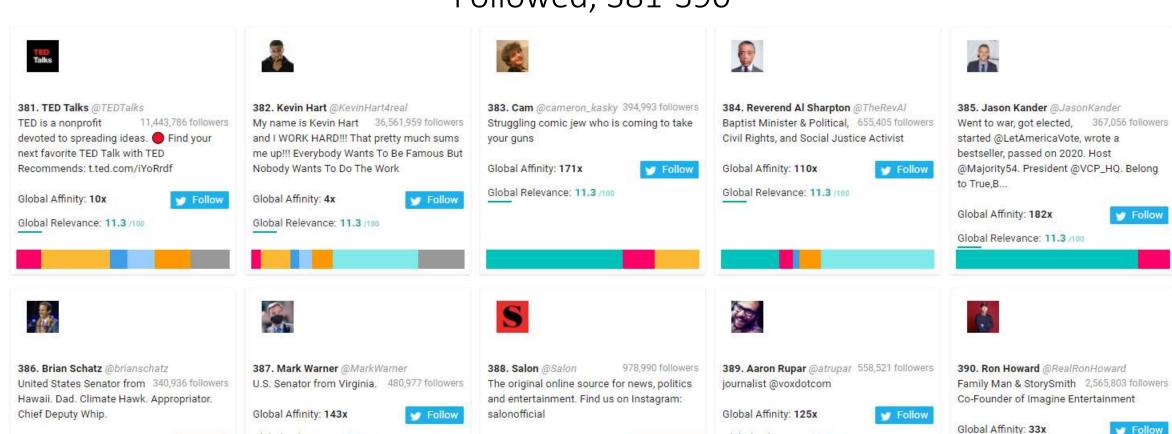
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 361-370



Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 371-380



Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 381-390



Global Affinity: 77x

Global Relevance: 11.2 /100

Global Relevance: 11.2 /100

Global Relevance: 11.2 /100

Follow

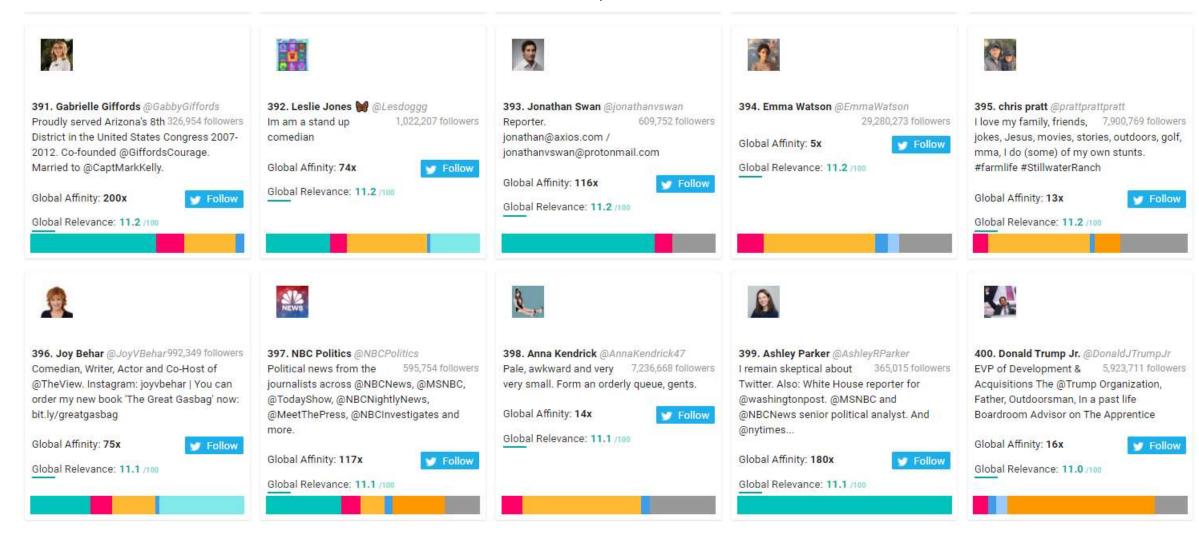
Global Relevance: 11.3 /100

Follow

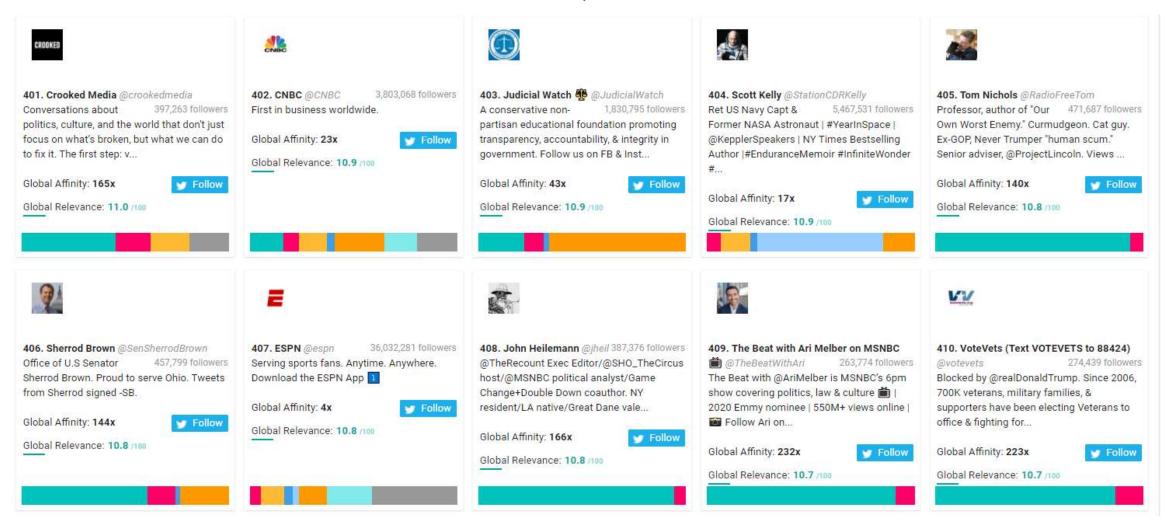
Global Affinity: 194x

Global Relevance: 11.3 /100

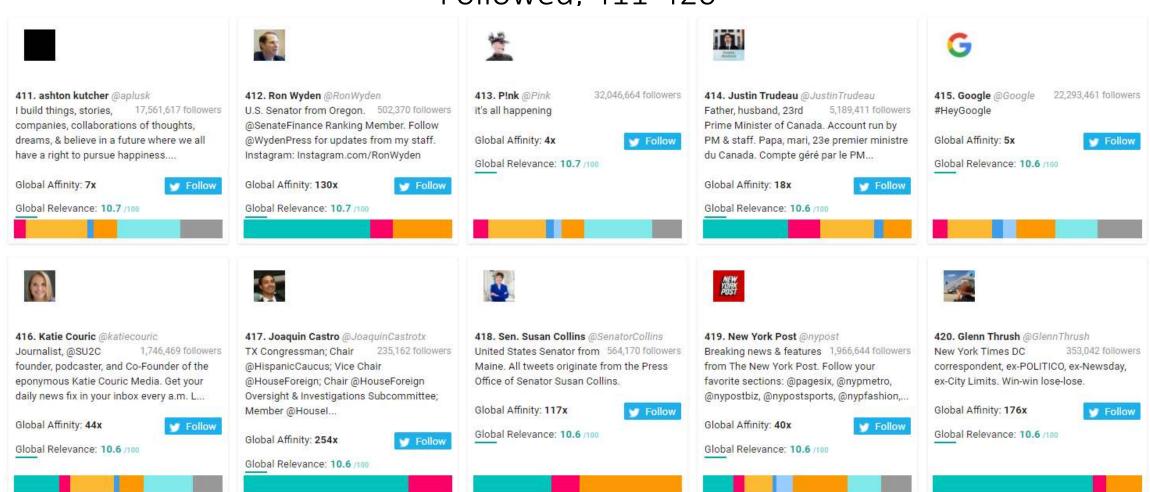
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 391- 400



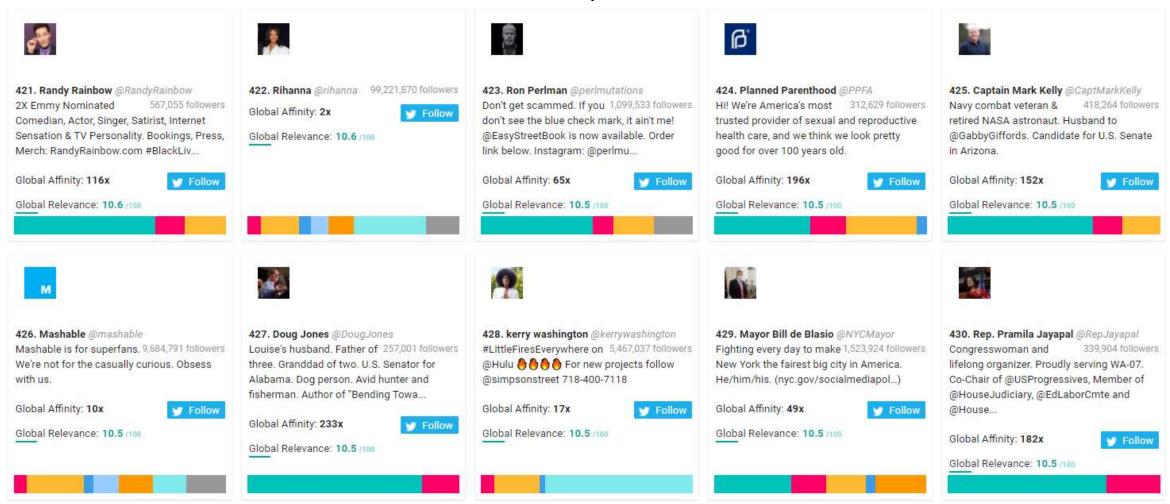
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 401-410



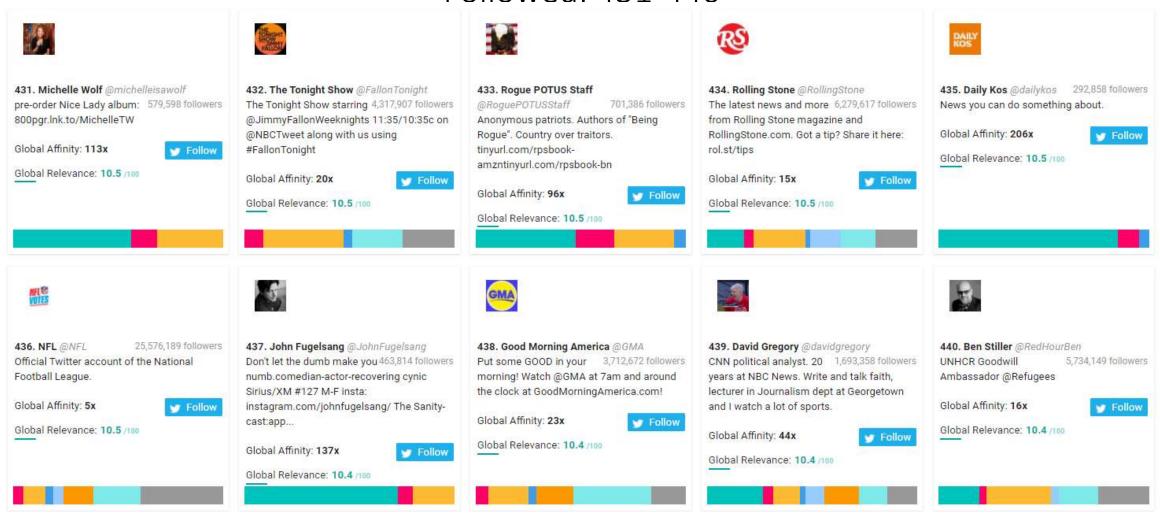
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 411-420



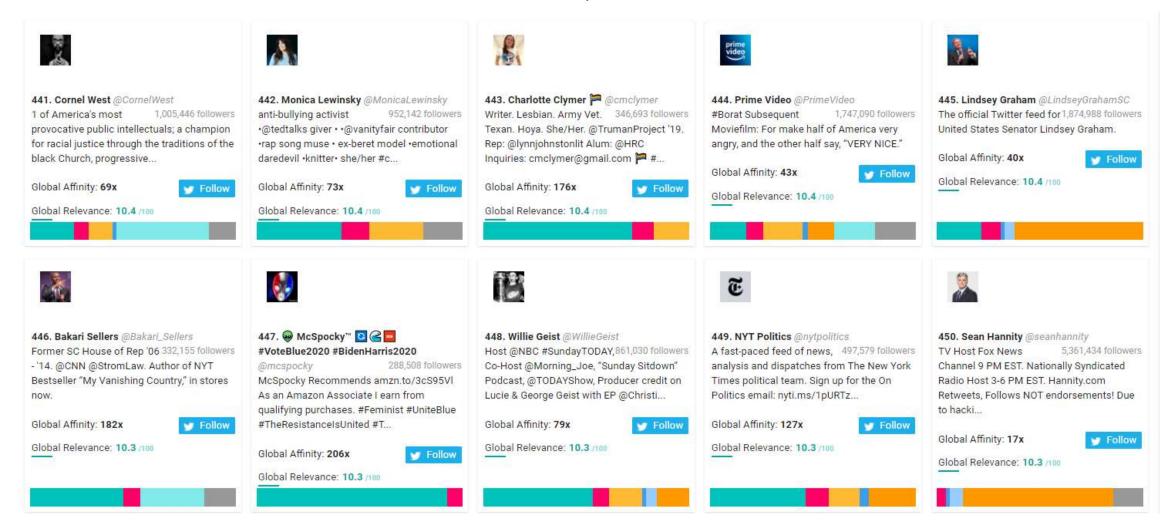
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 421-430



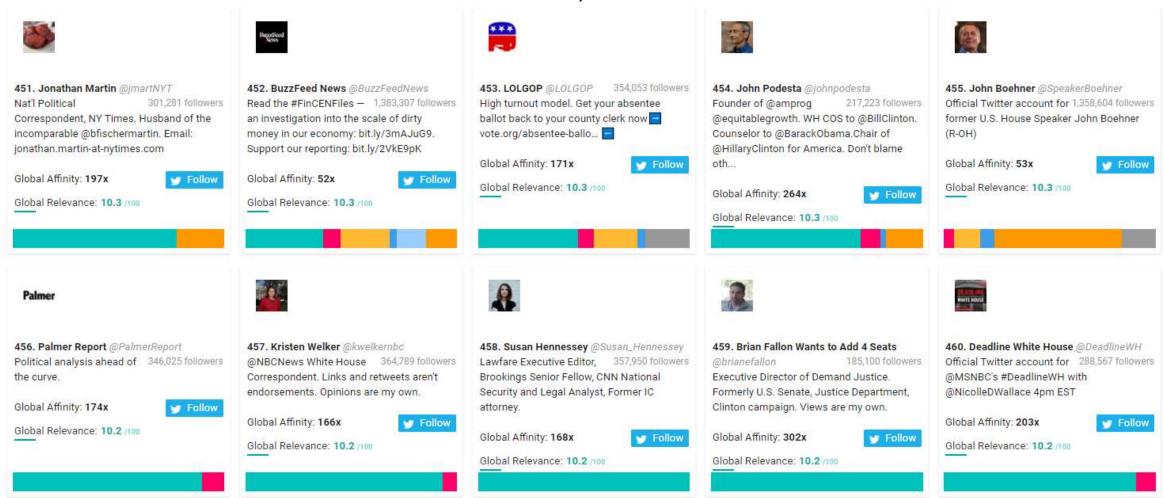
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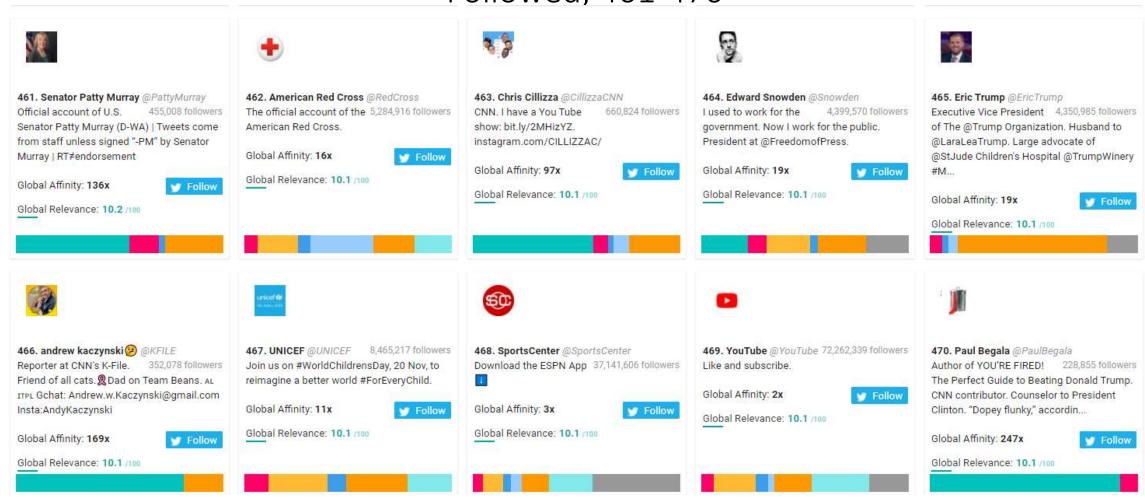
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 441-450



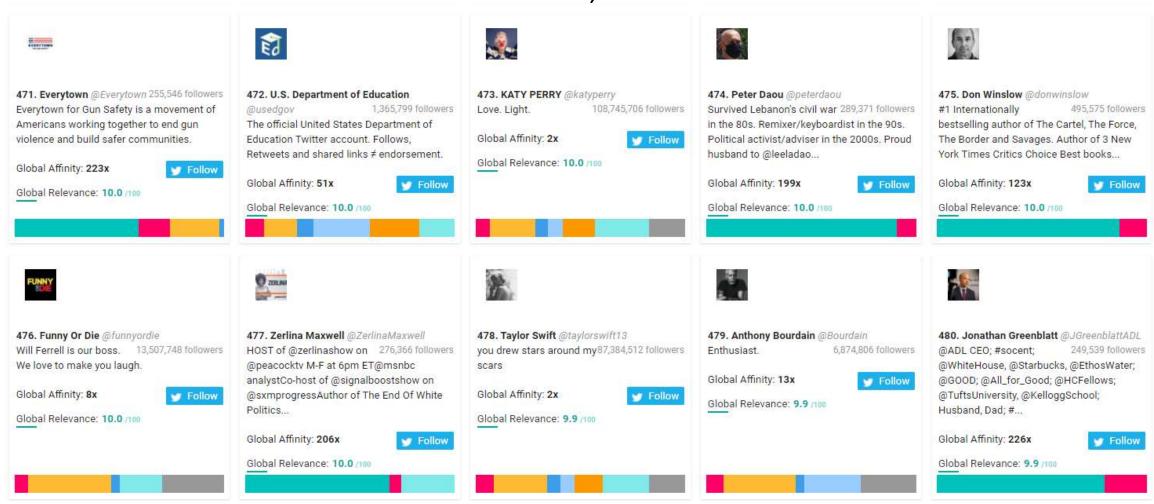
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 451-460



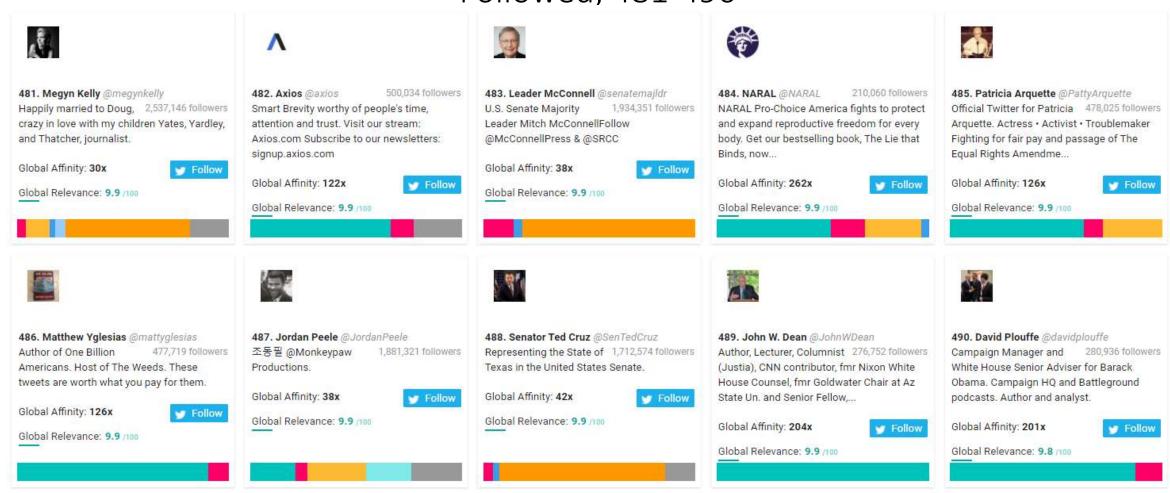
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 461-470



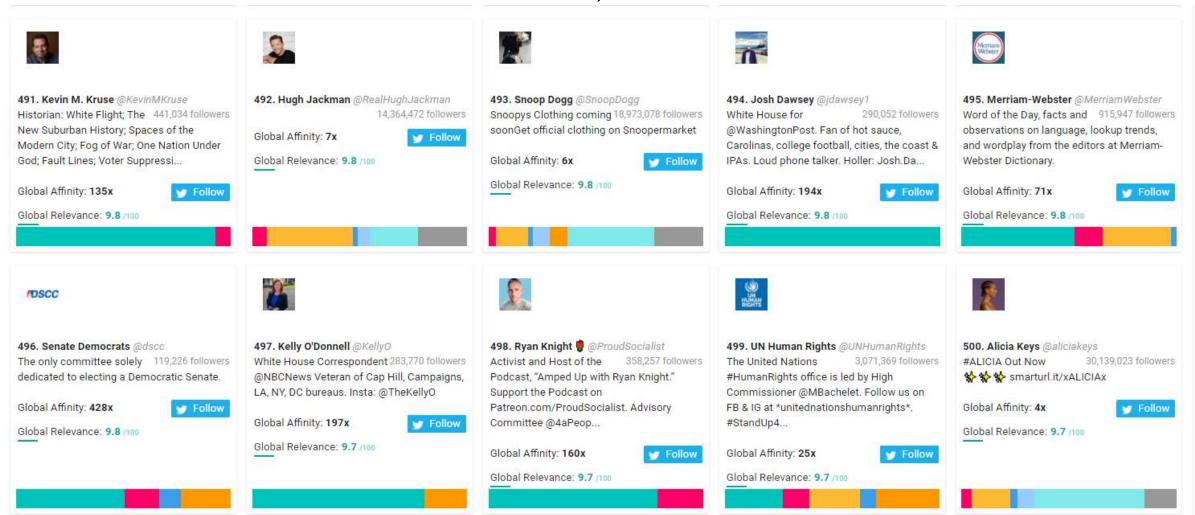
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 471-480



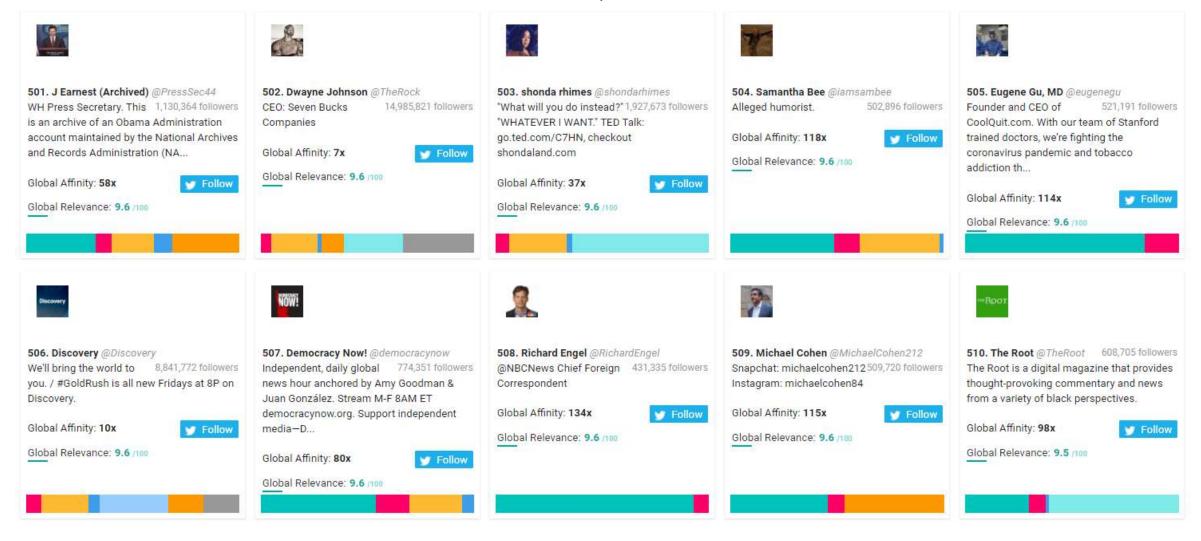
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 481-490



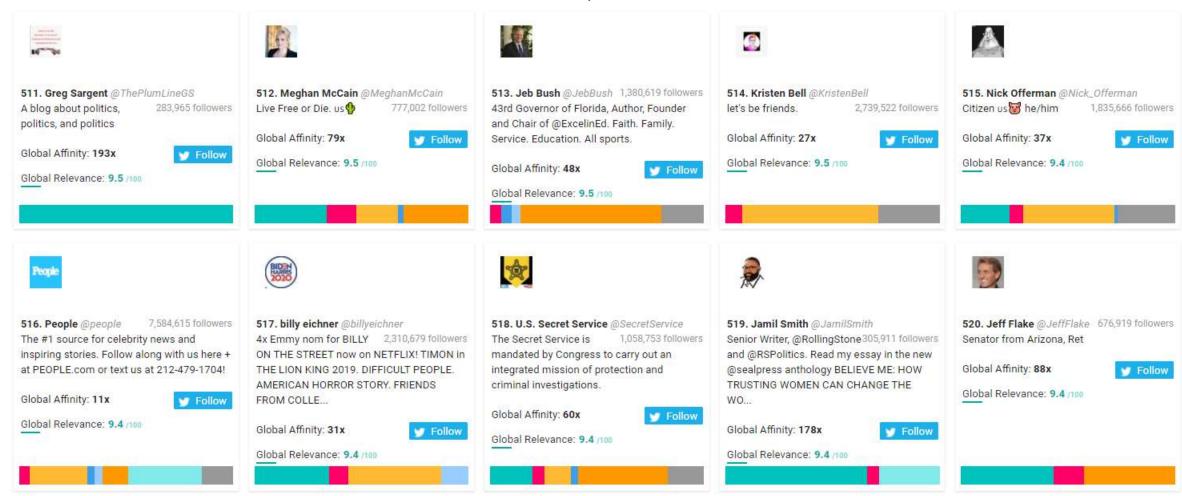
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 491-500



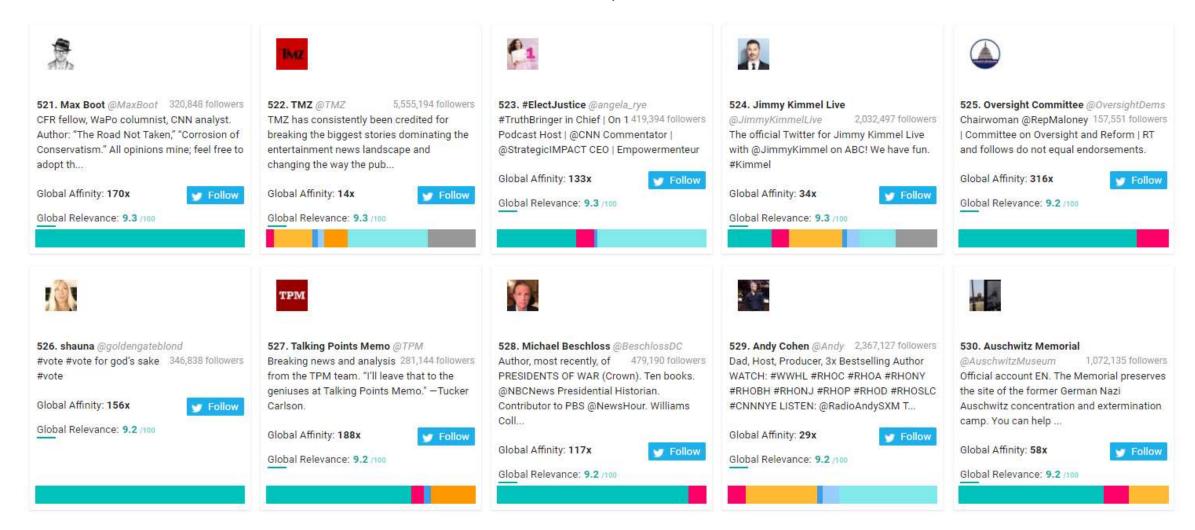
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 501-510



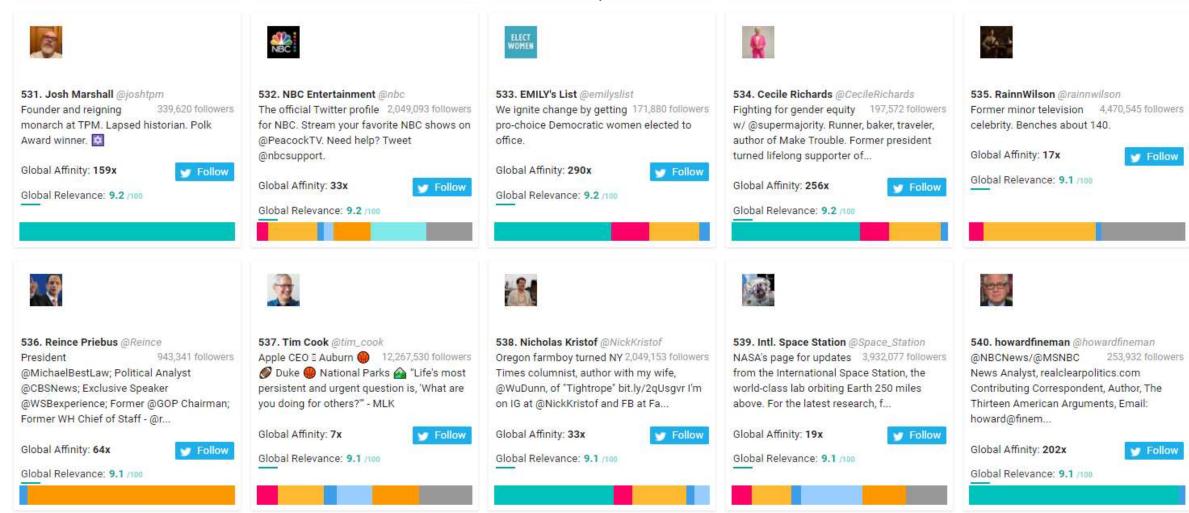
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 511-520



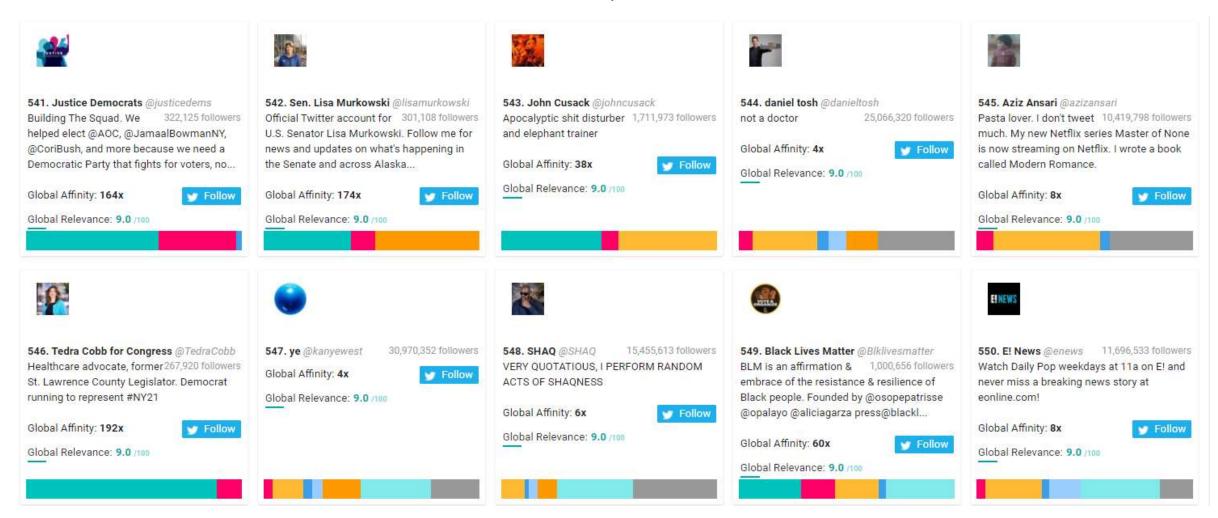
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 521-530



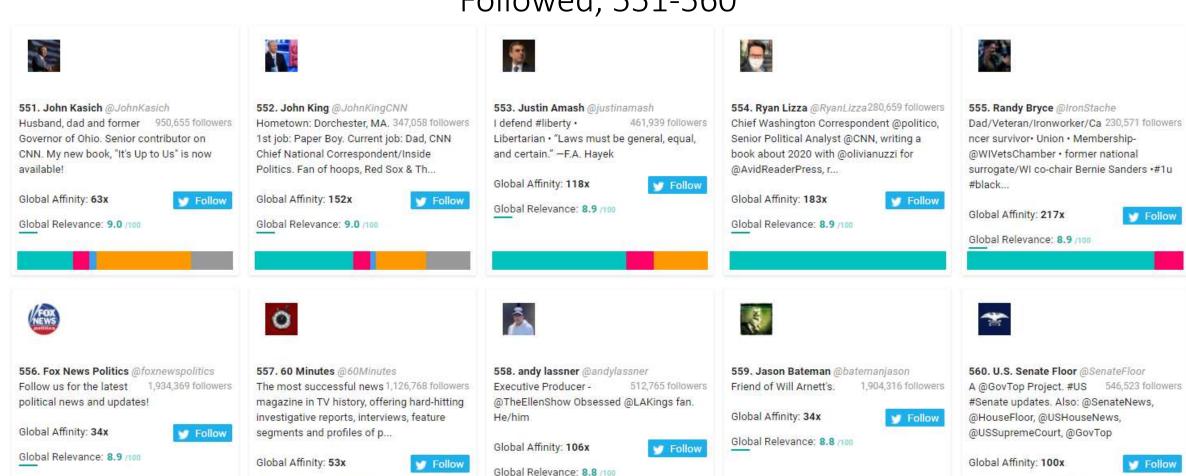
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 531-540



Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 541-550



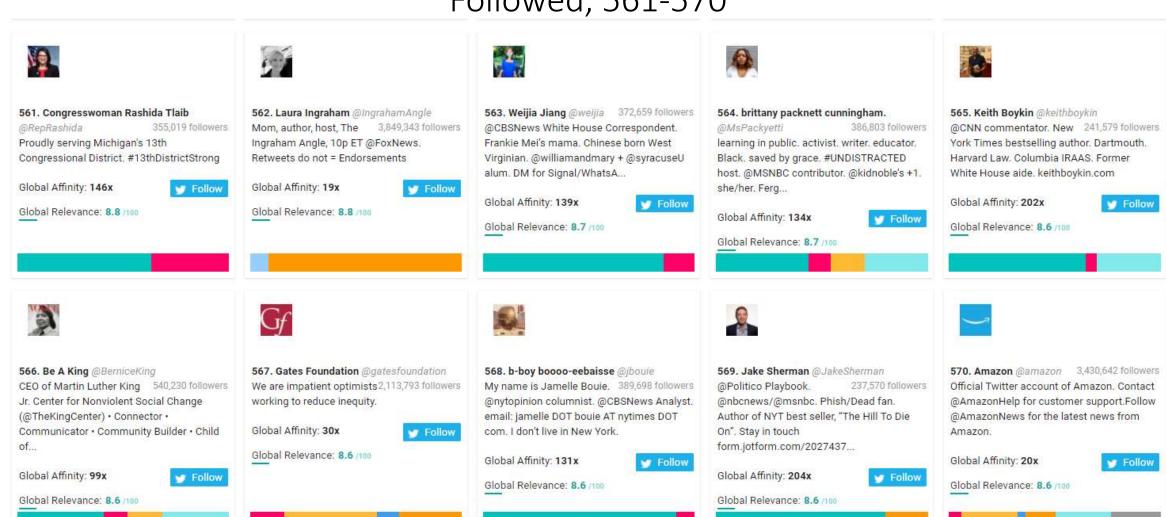
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 551-560



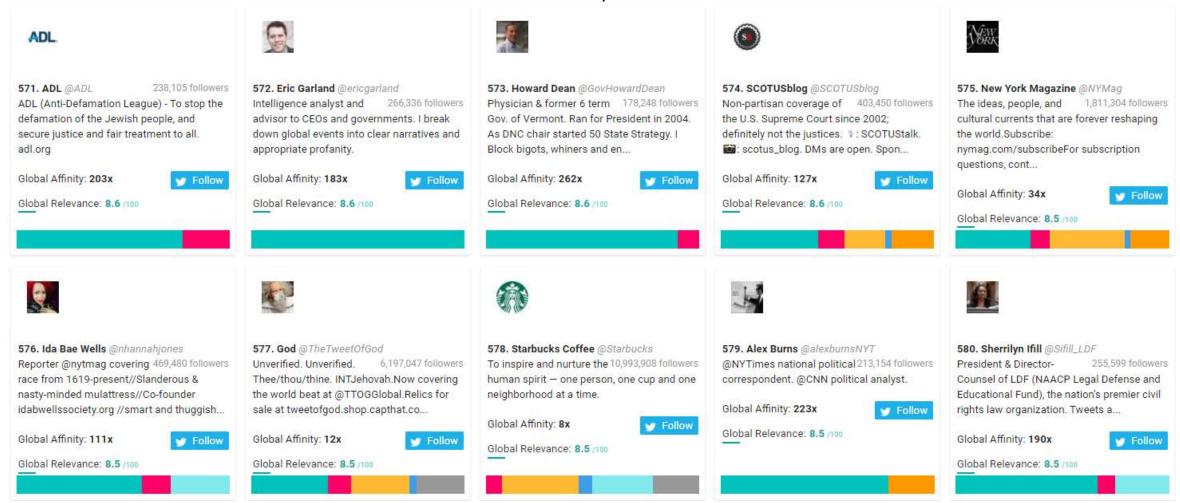
Global Relevance: 8.8 /100

Global Relevance: 8.8 /100

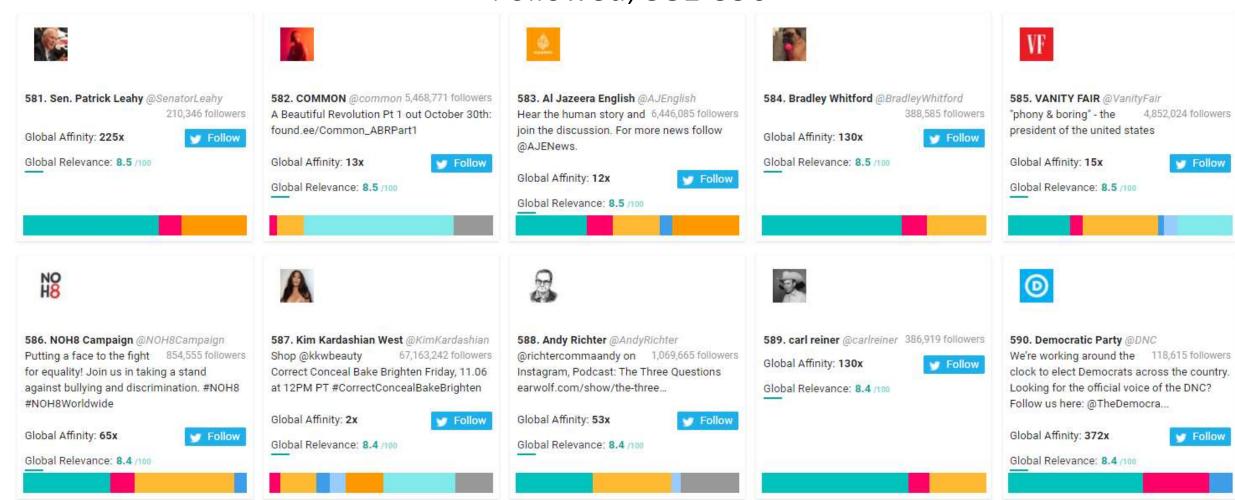
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 561-570



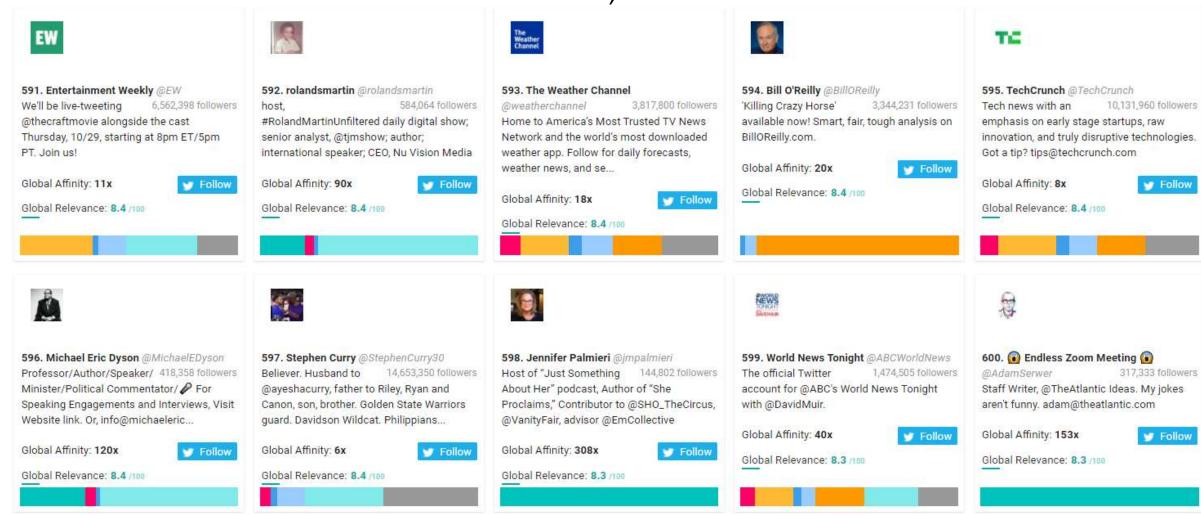
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 571-580



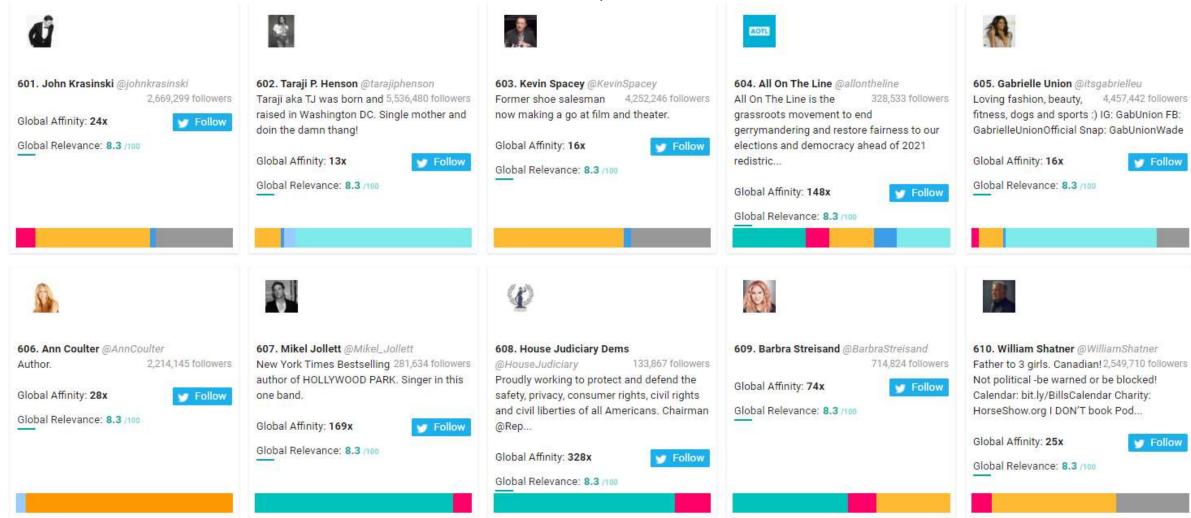
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 581-590



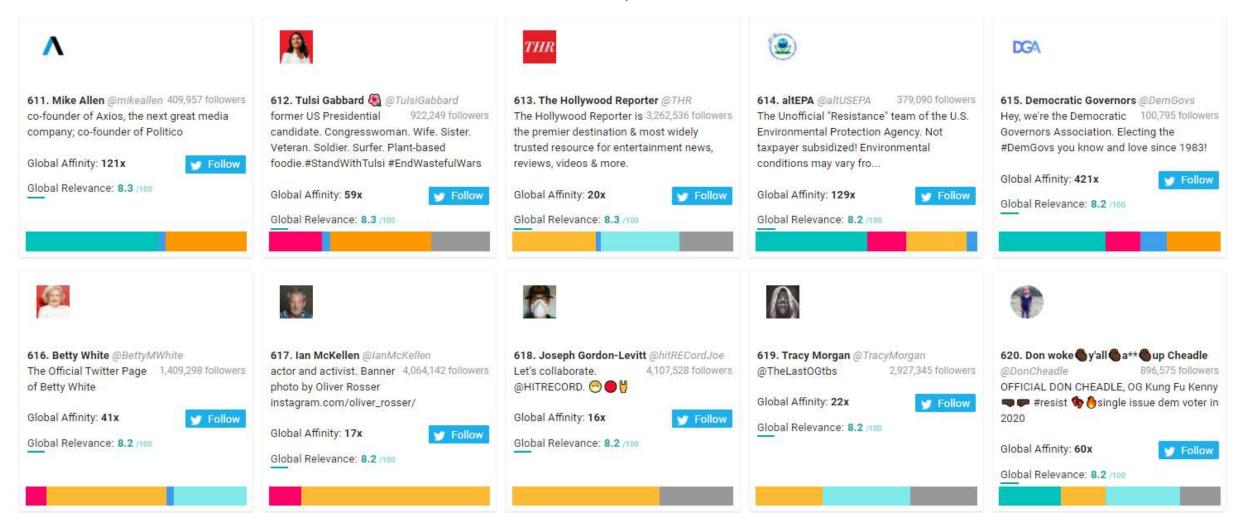
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 591-600



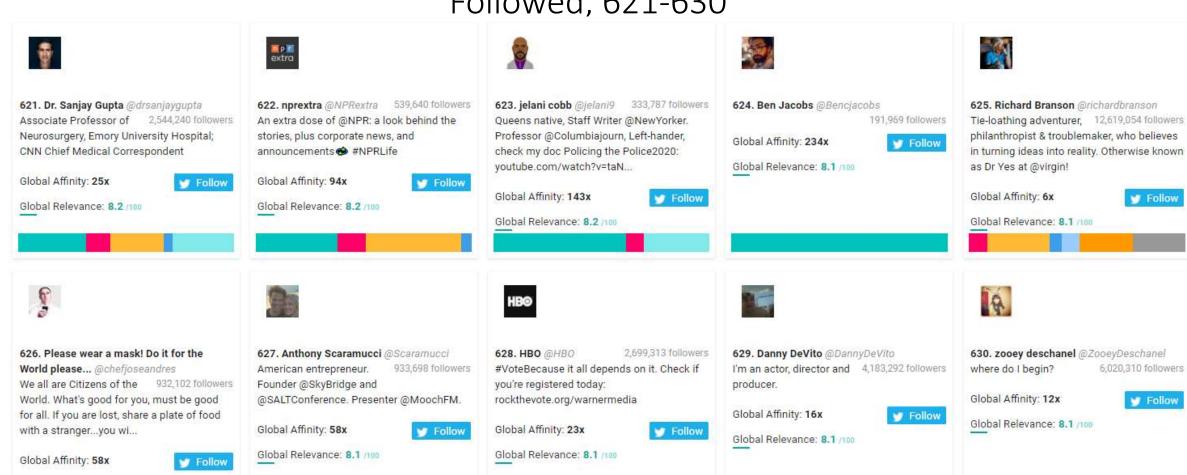
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 601-610



Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed,611-620

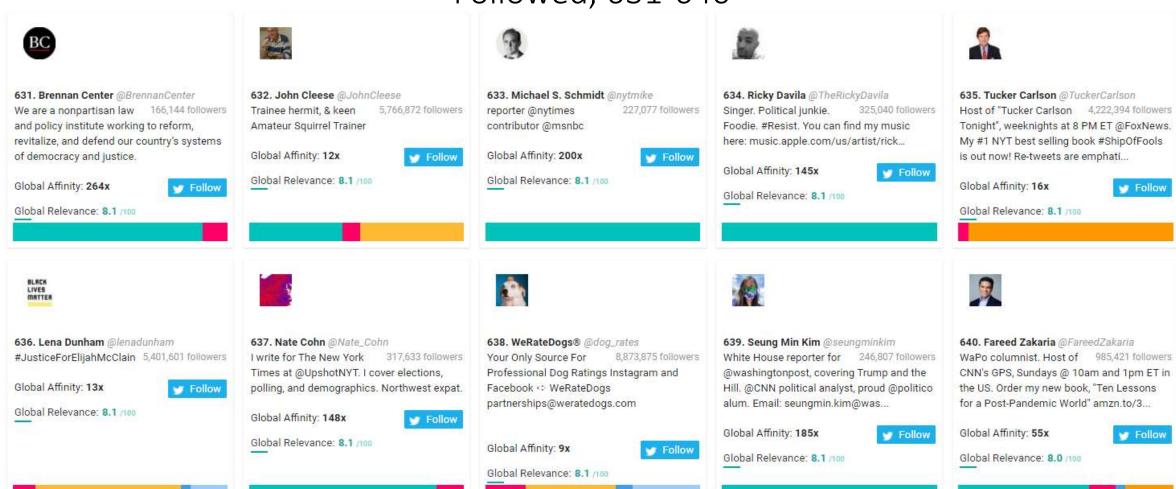


Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 621-630

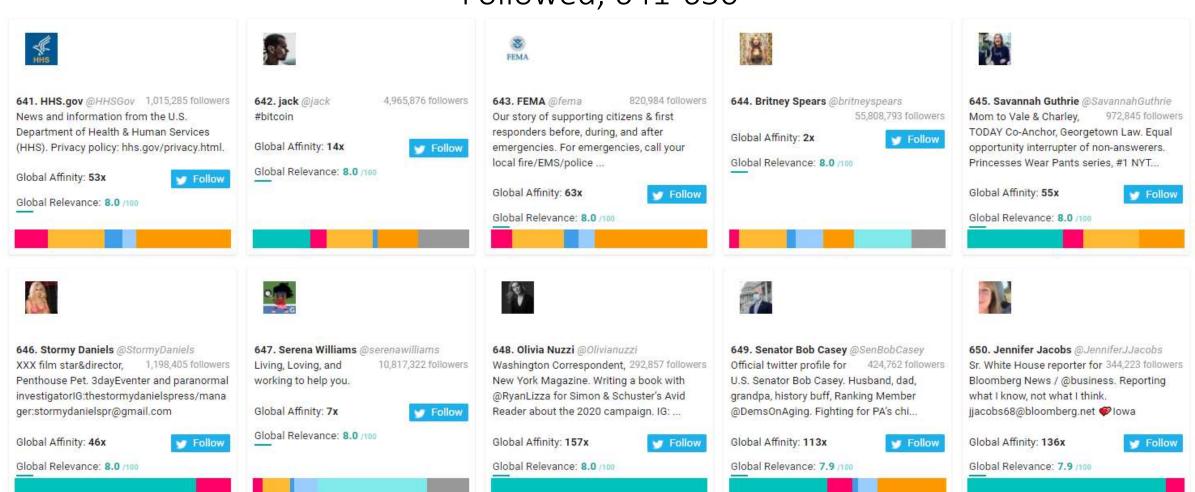


Global Relevance: 8.1 /100

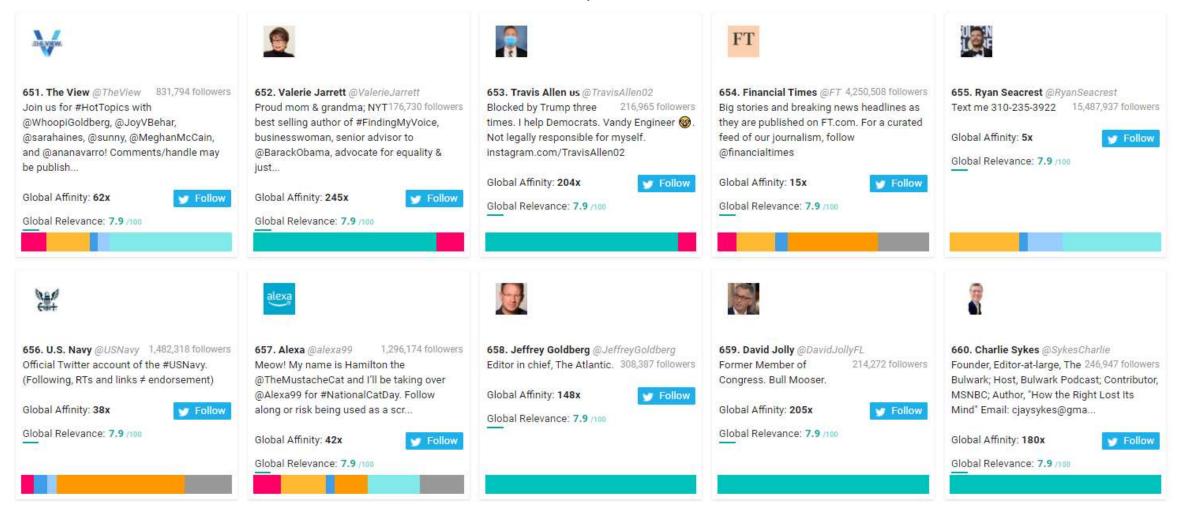
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 631-640



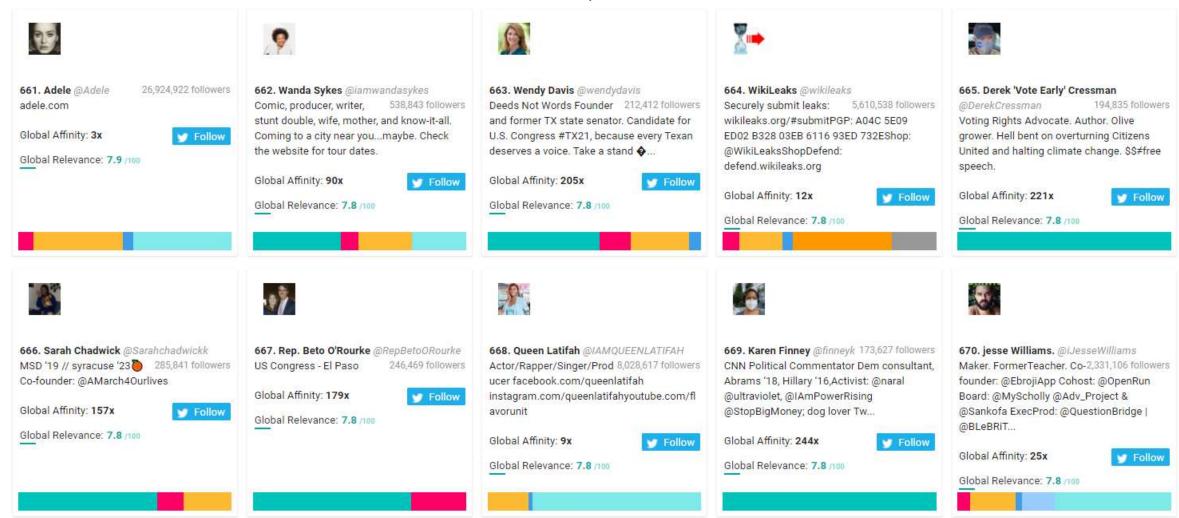
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 641-650



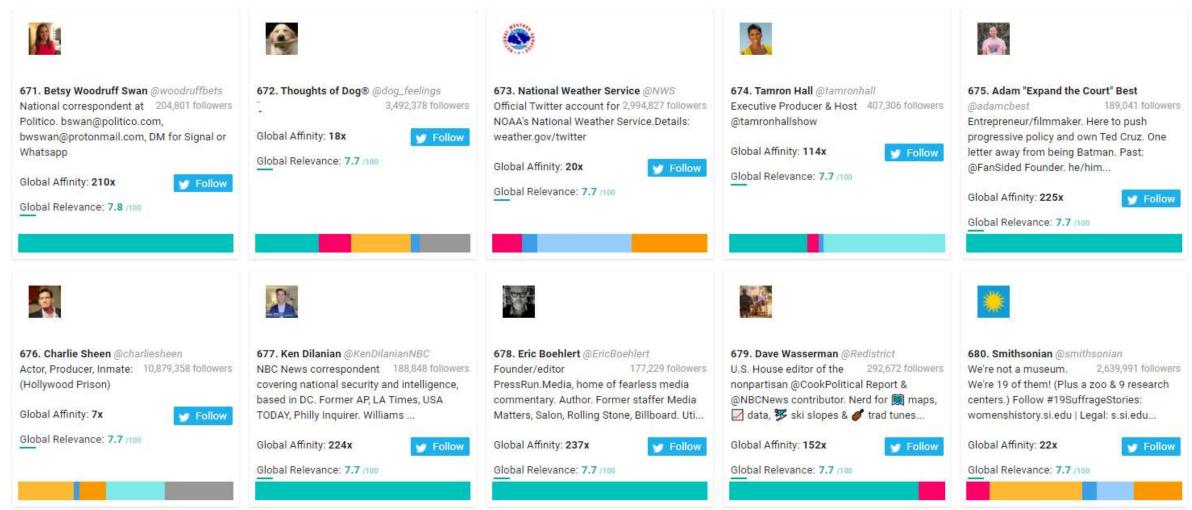
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 651-660



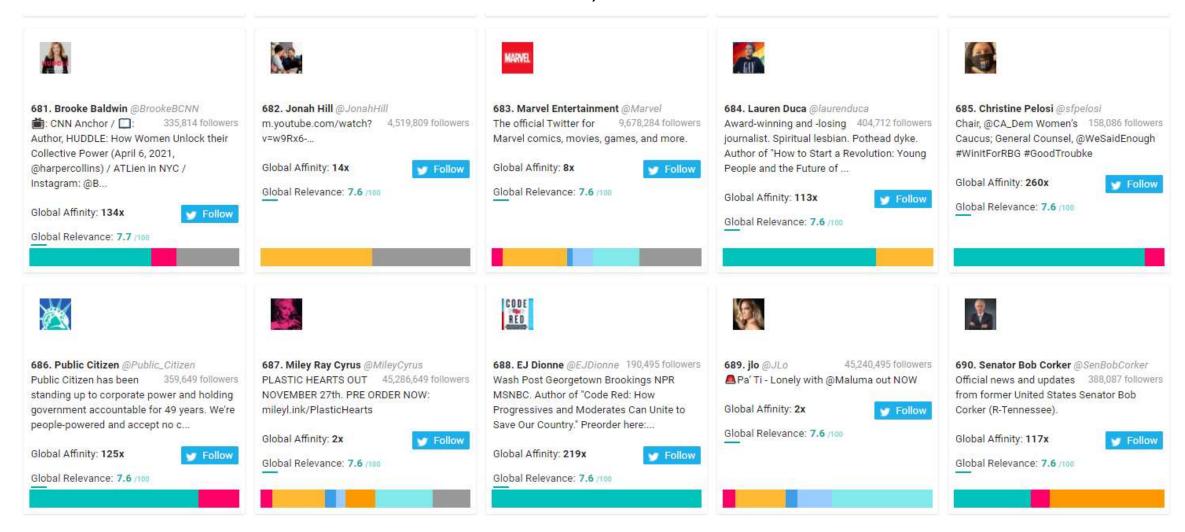
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 661-670



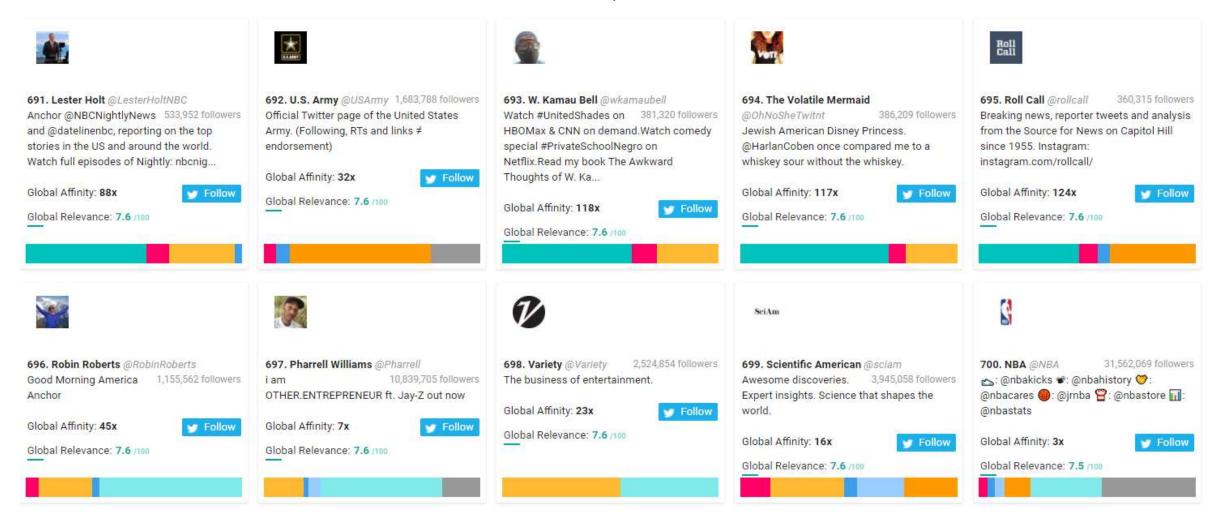
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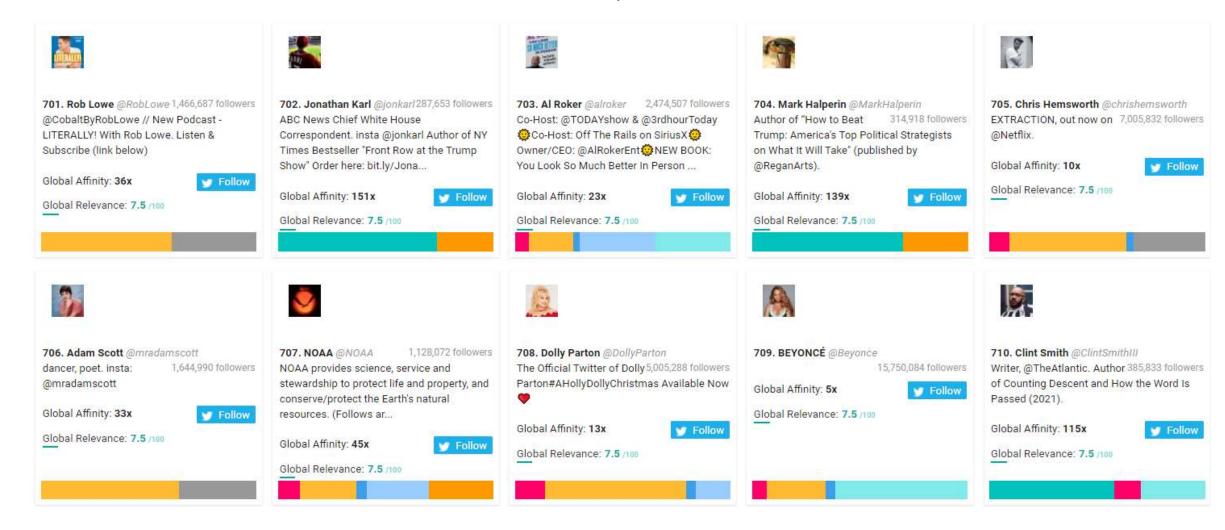
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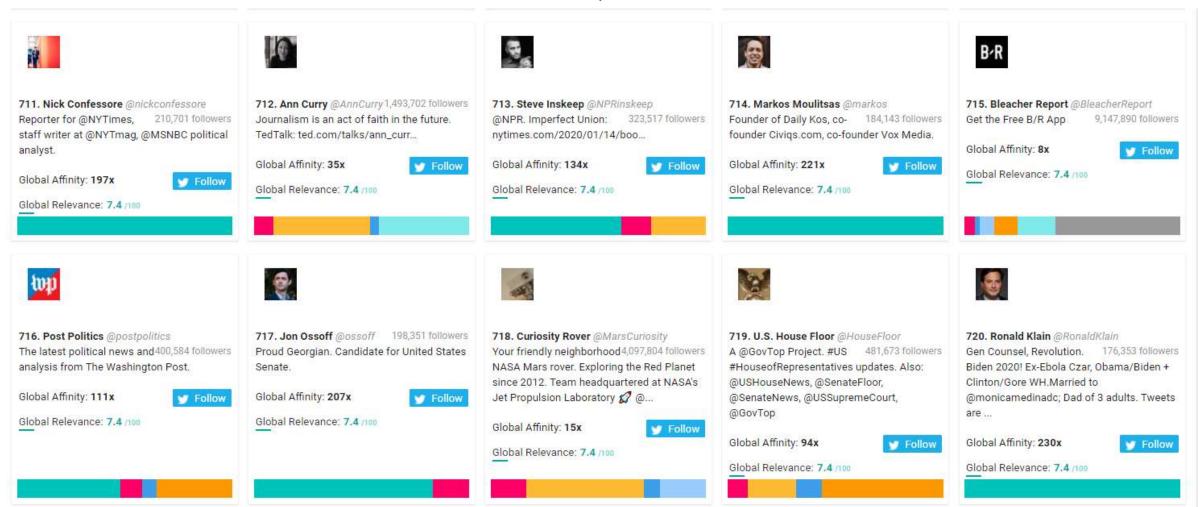
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 691-700



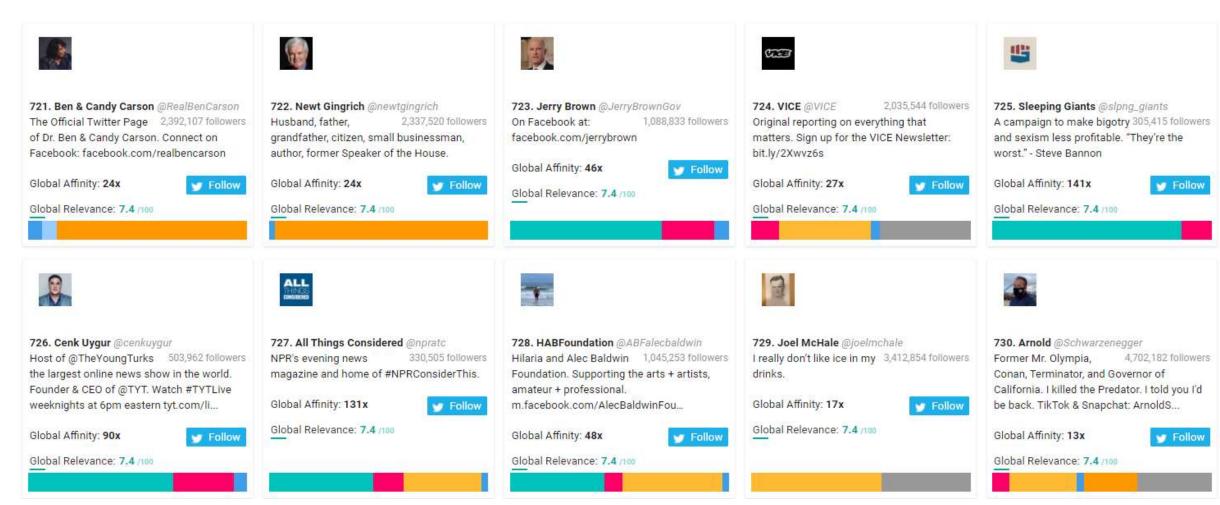
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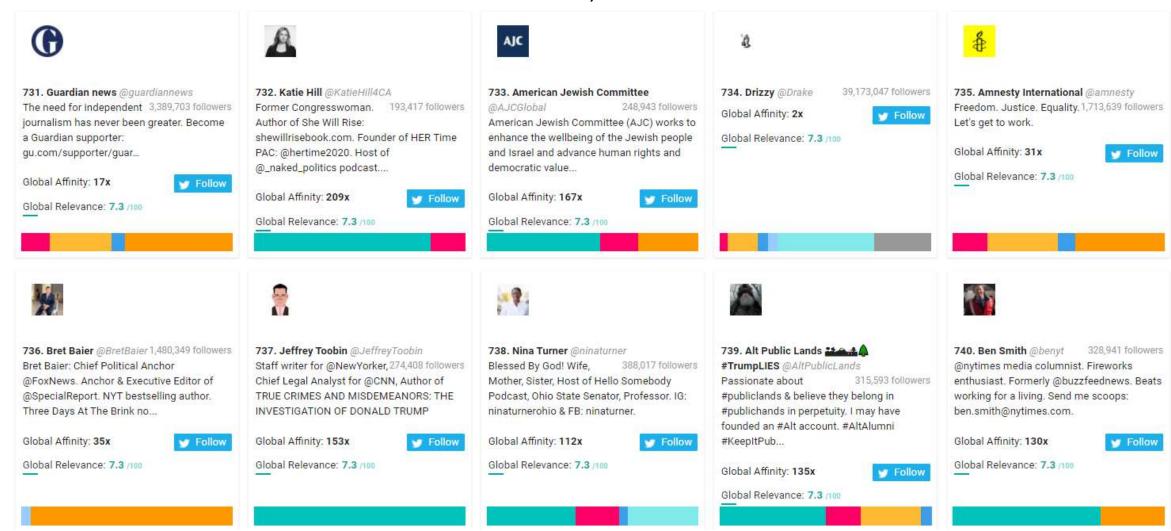
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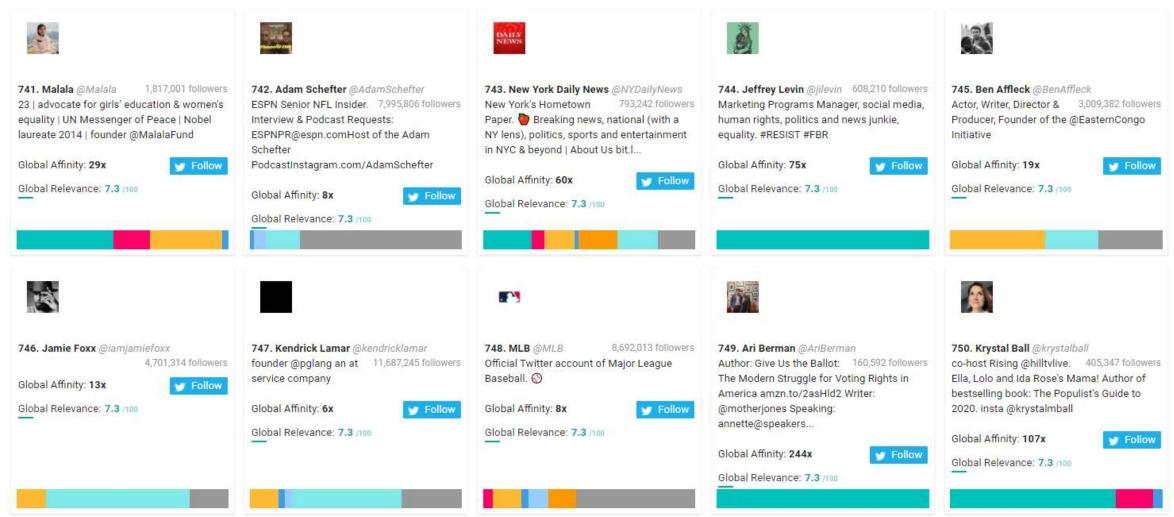
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 721-730



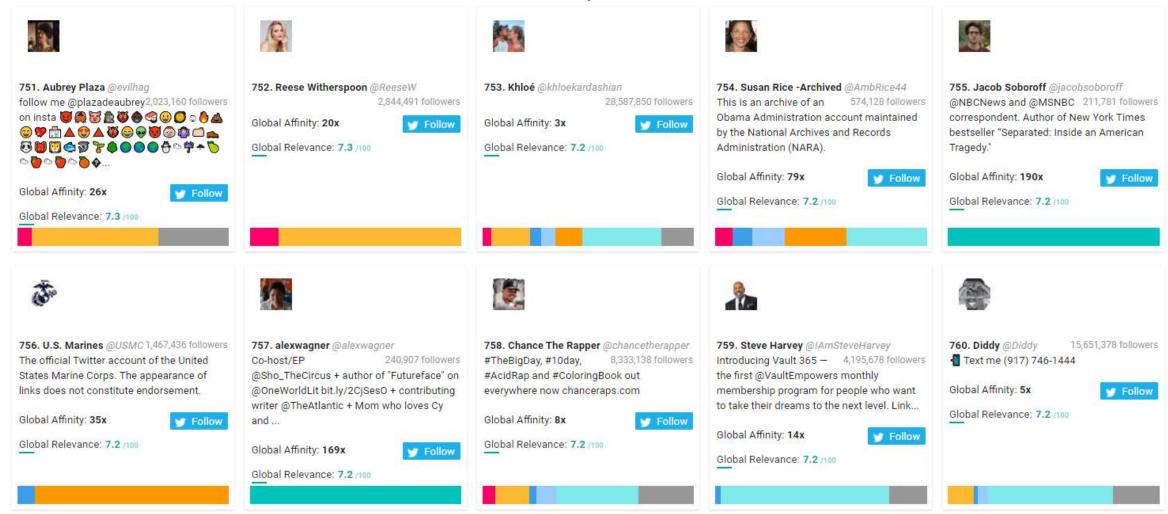
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 731-740



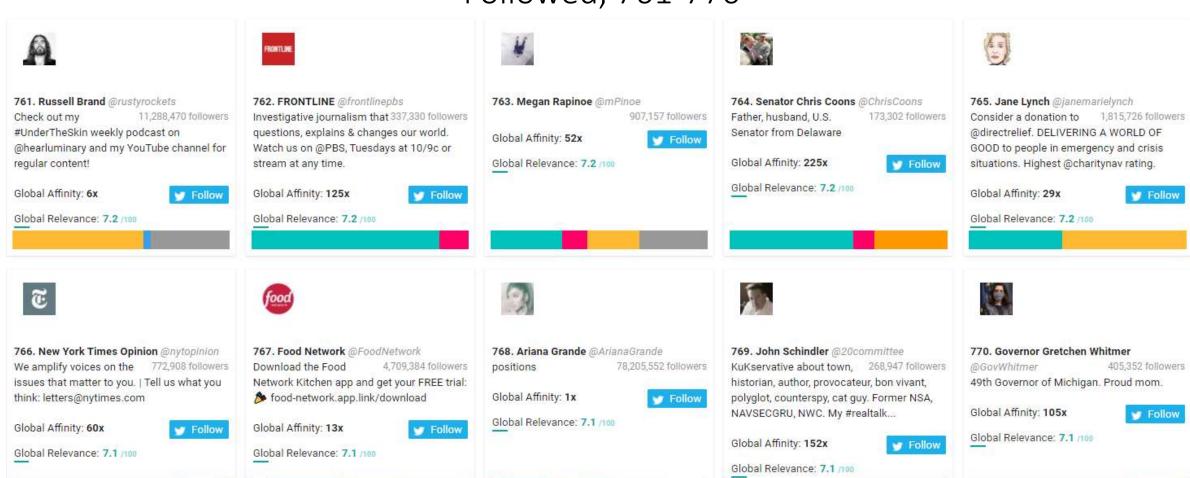
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 741-750



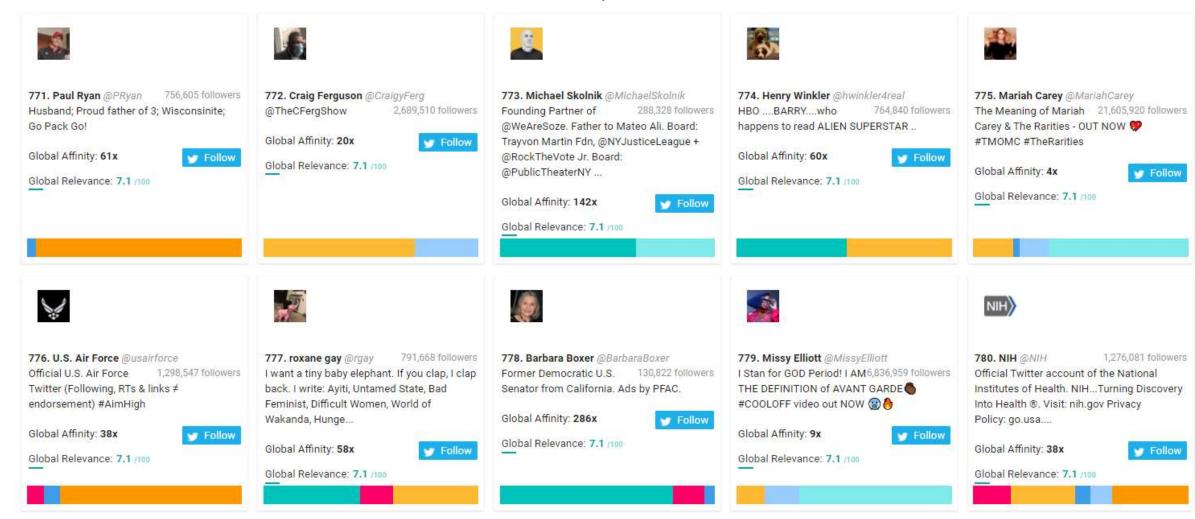
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 751-760



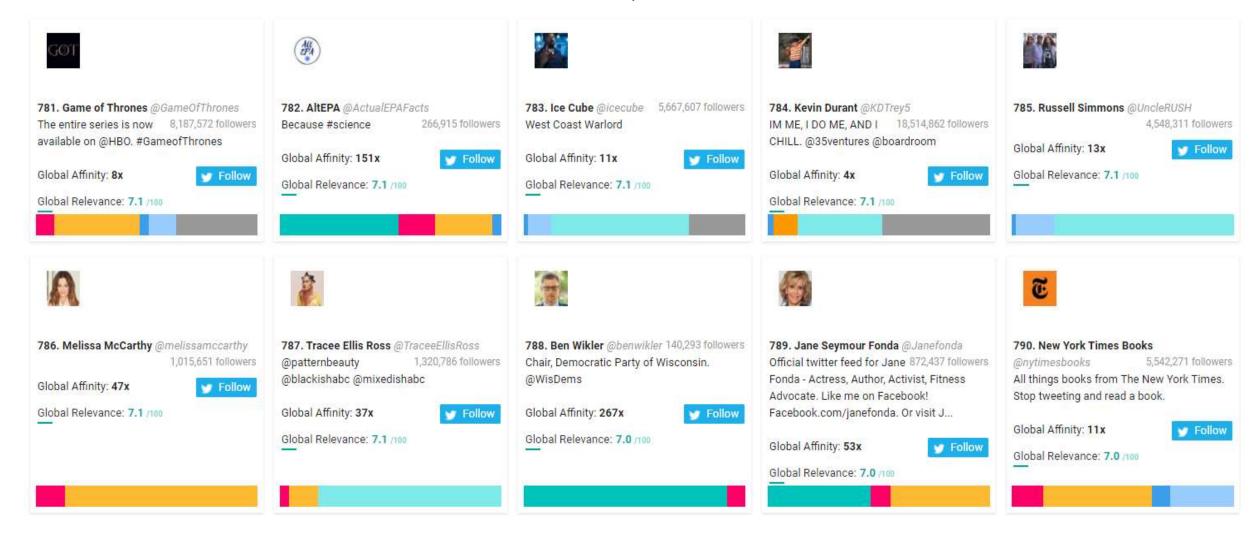
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 761-770



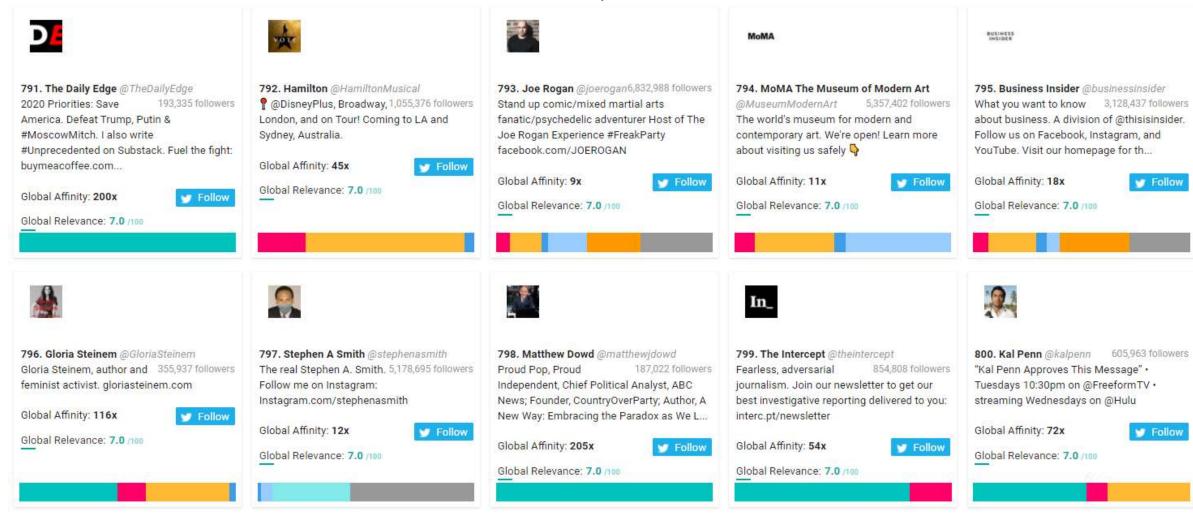
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 771-780



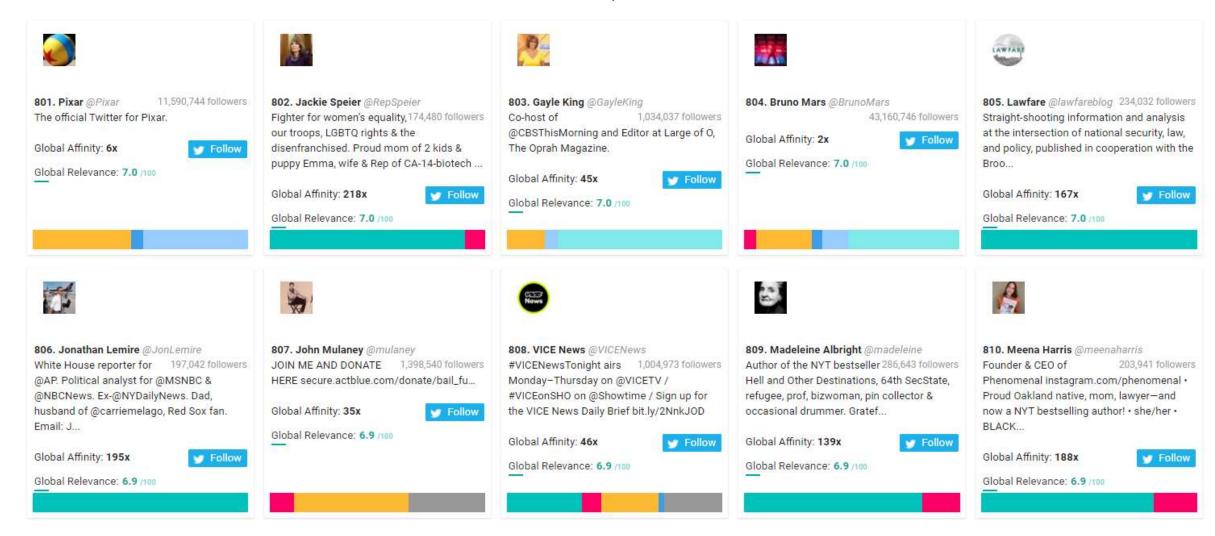
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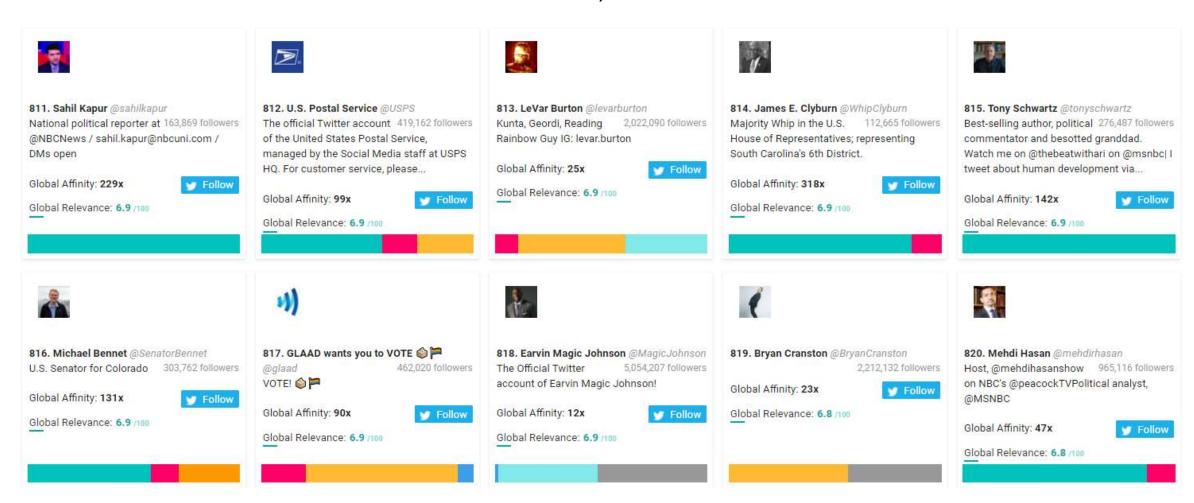
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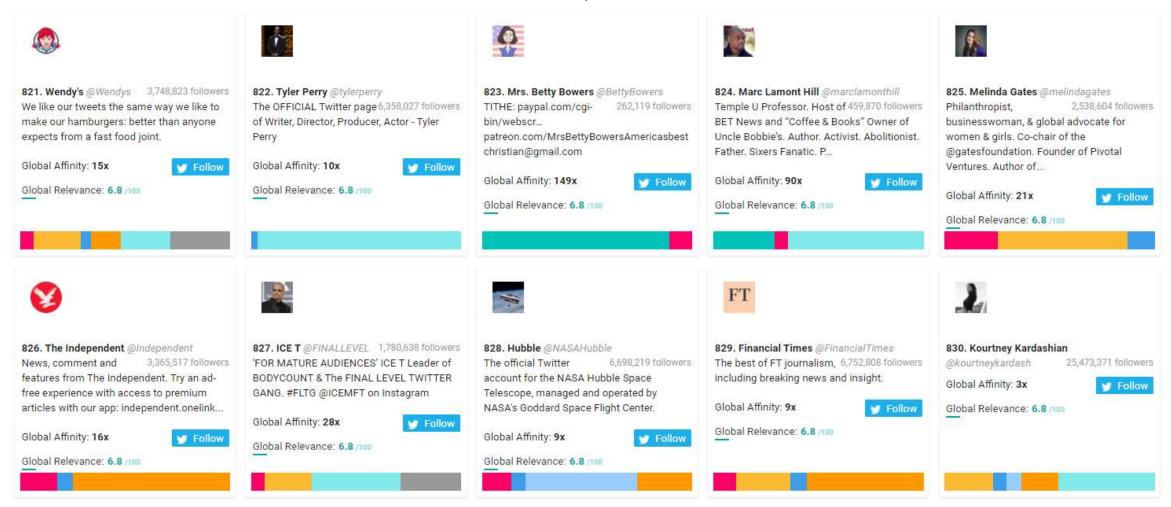
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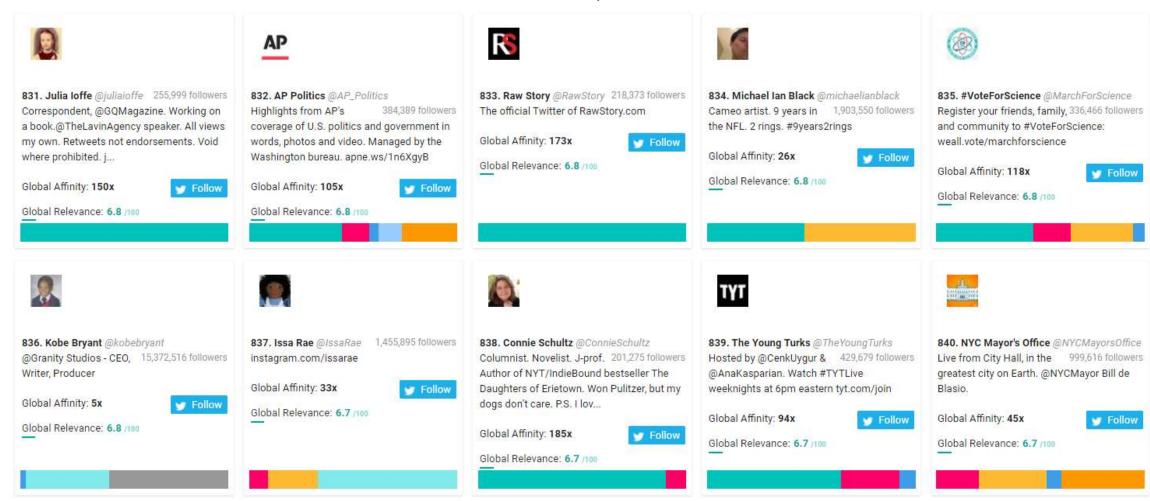
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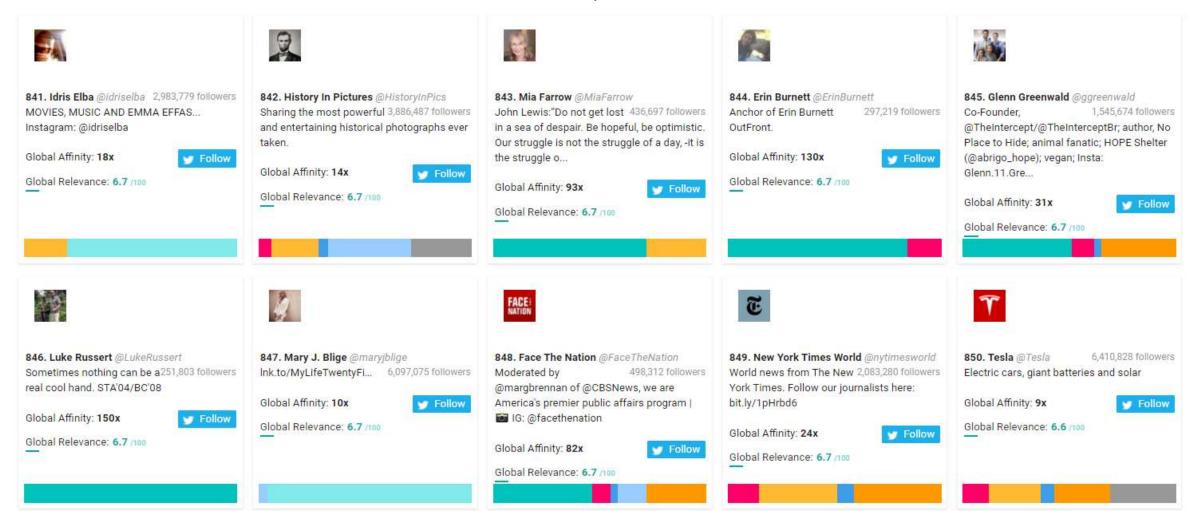
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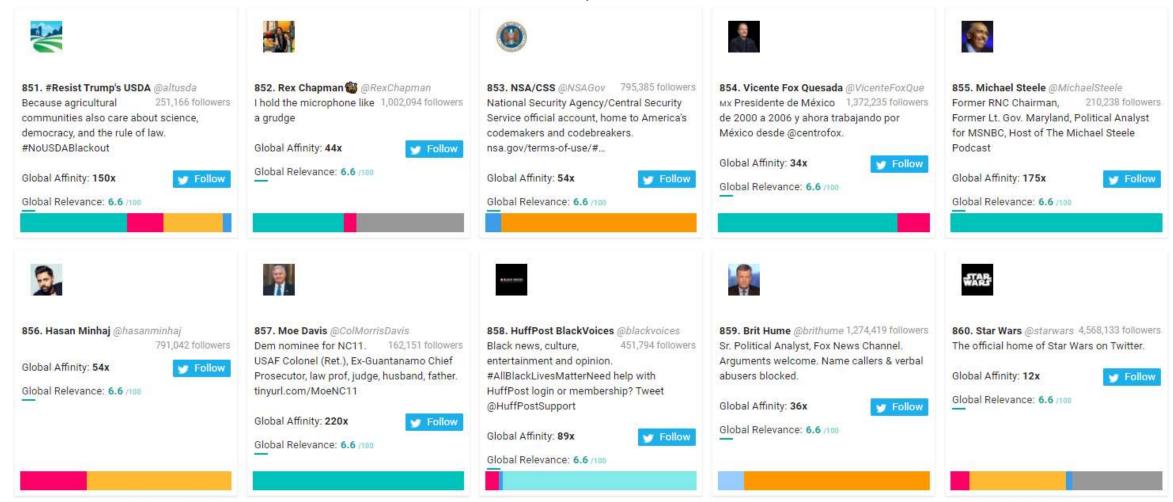
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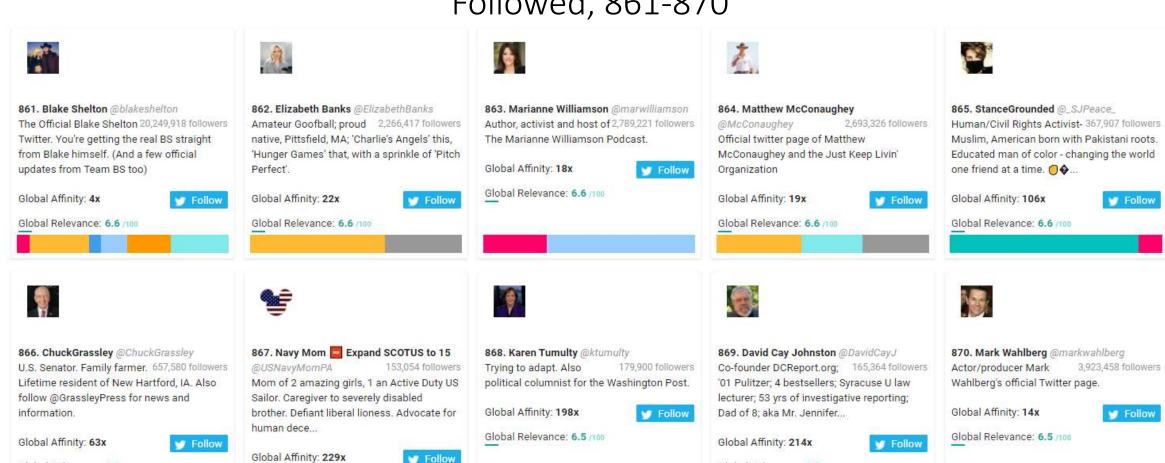
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 841-850



Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 851-860



Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 861-870

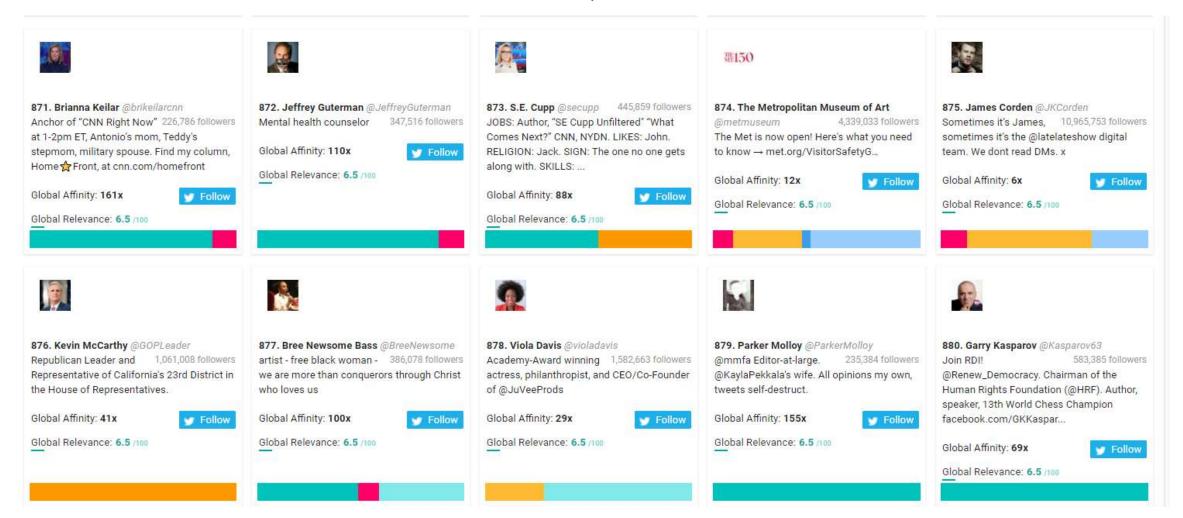


Global Relevance: 6.5 /100

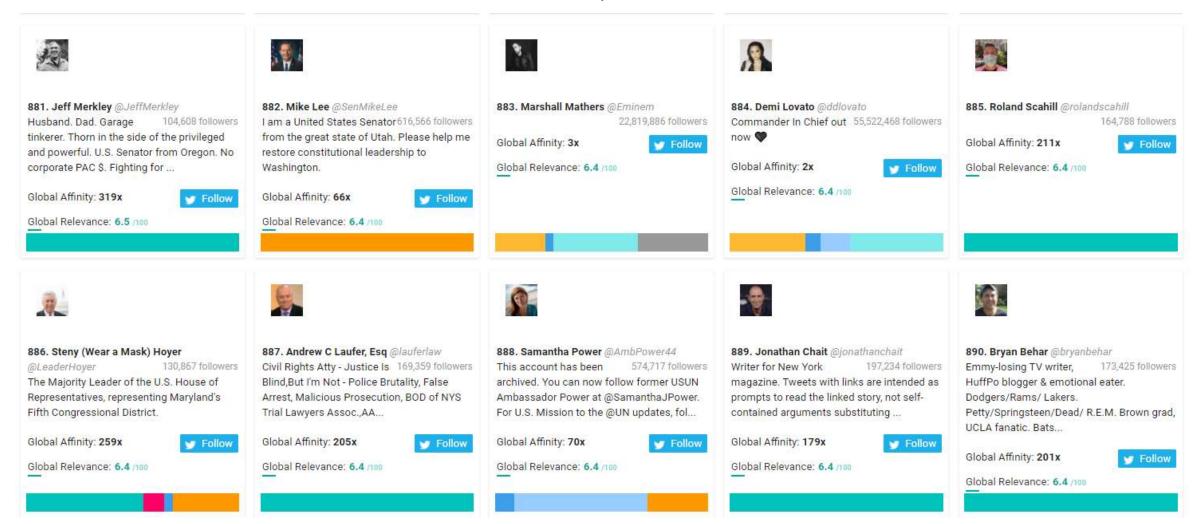
Global Relevance: 6.5 /100

Global Relevance: 6.5 /100

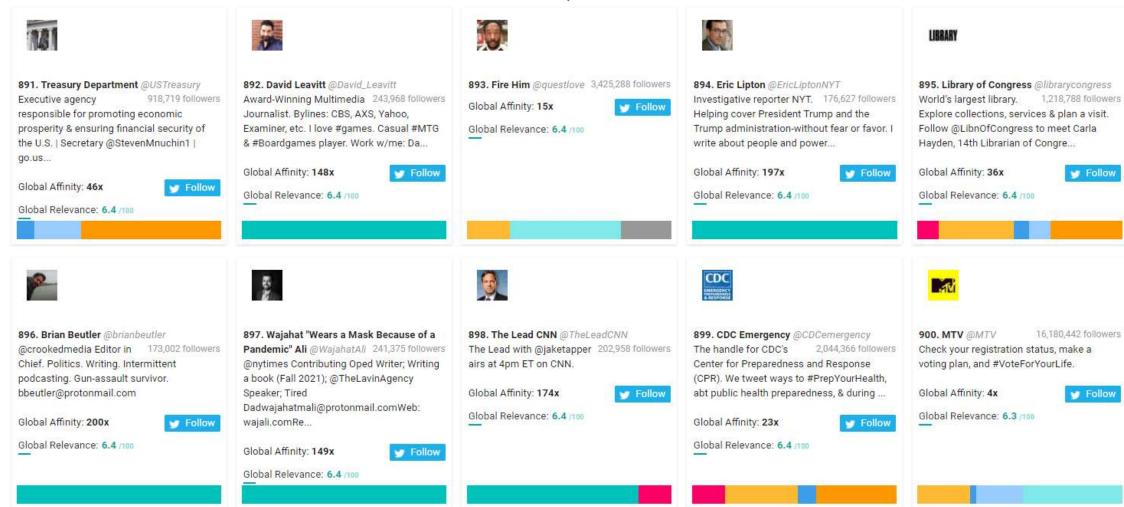
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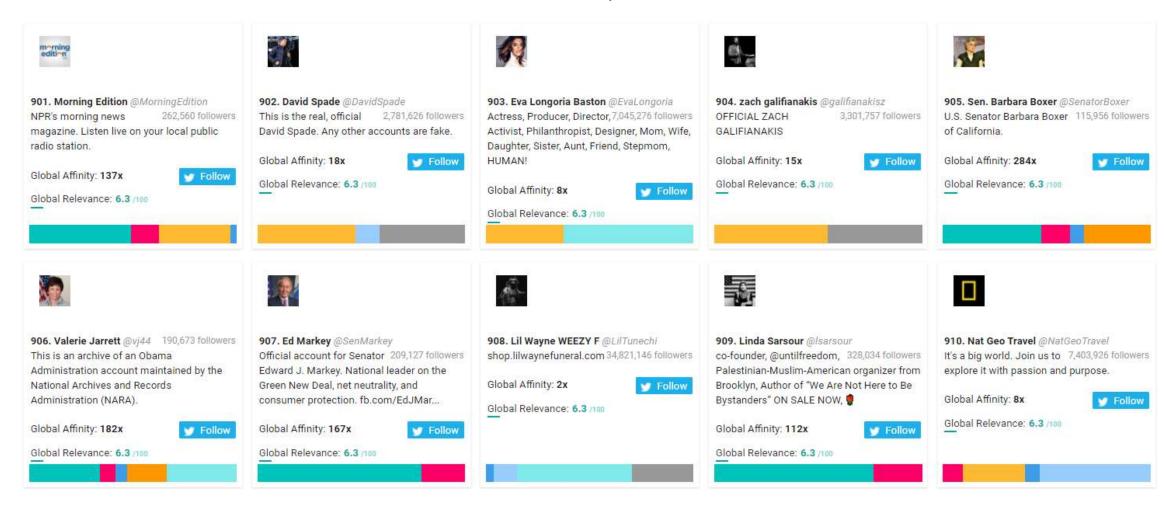
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 881-890



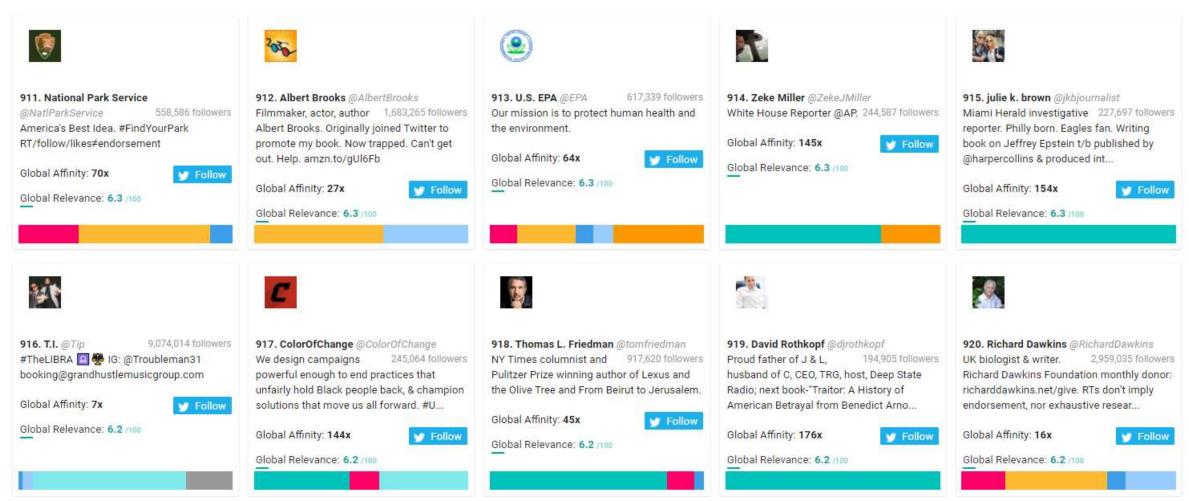
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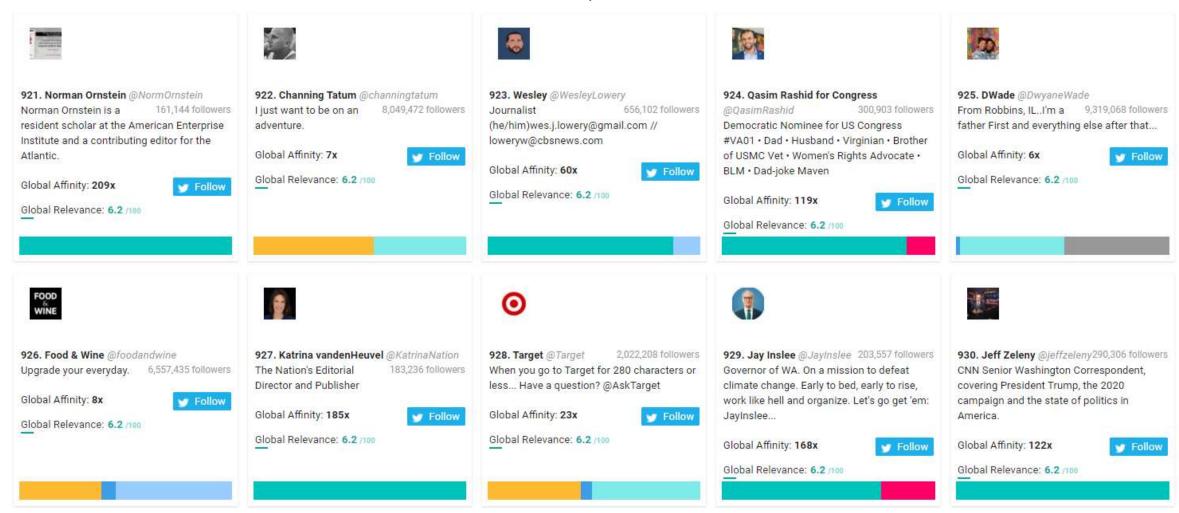
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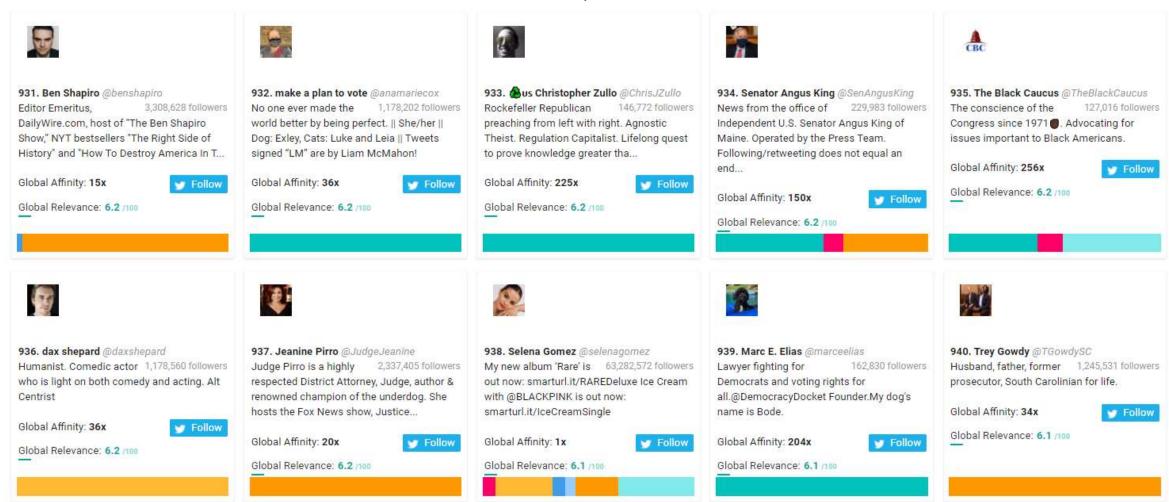
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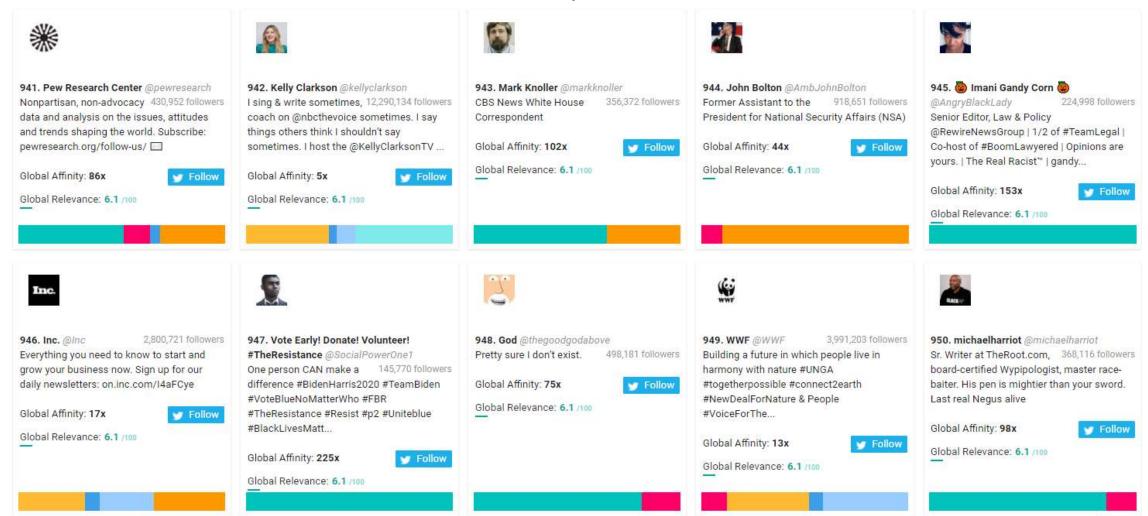
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 921-930



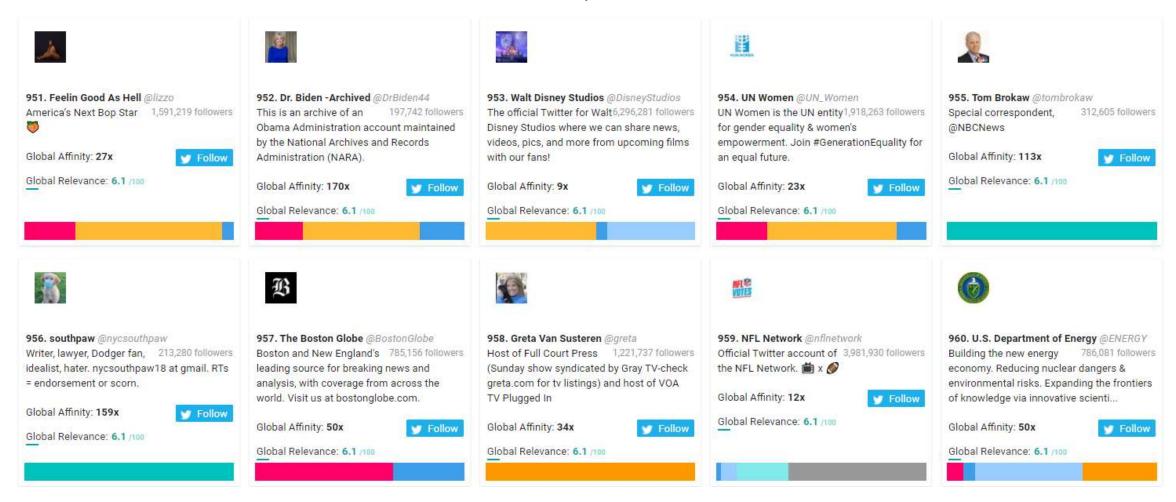
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 931-940



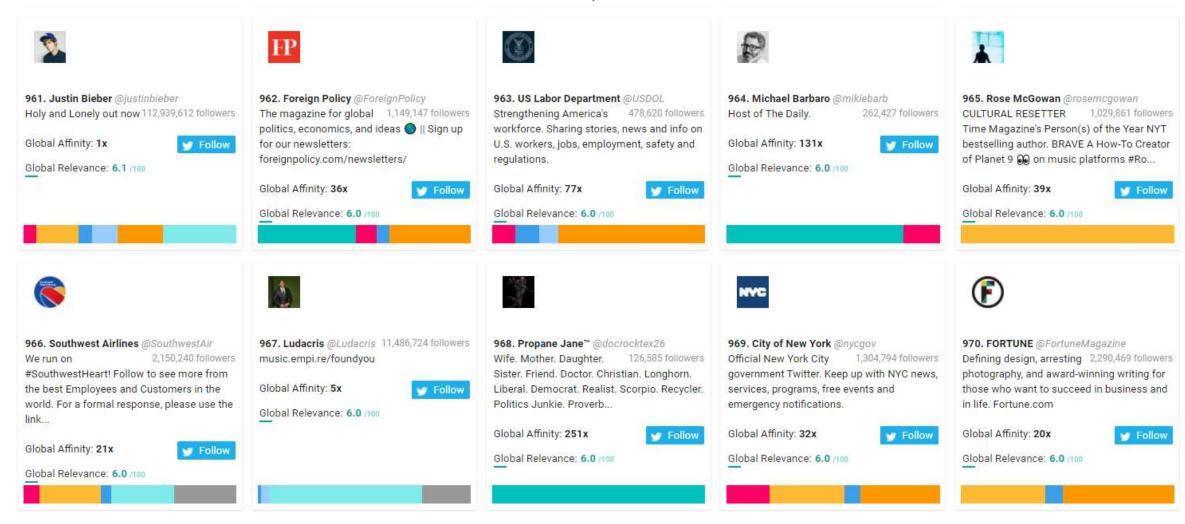
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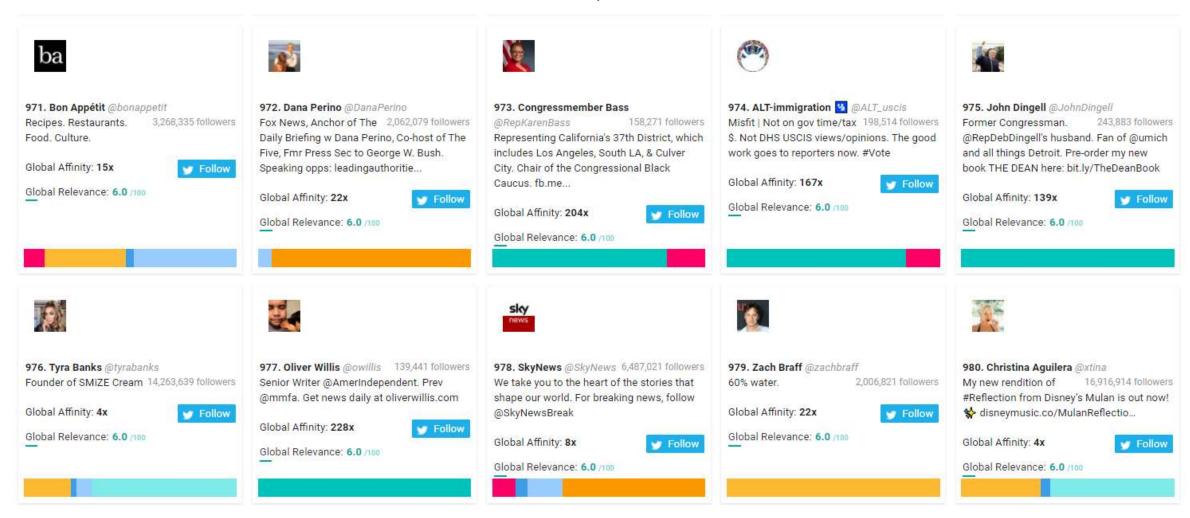
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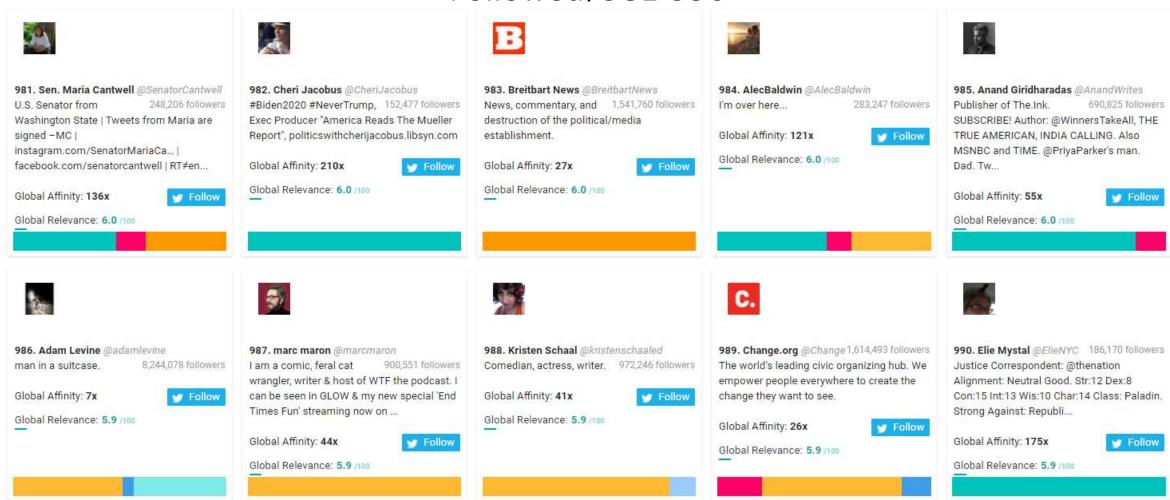
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 961-970



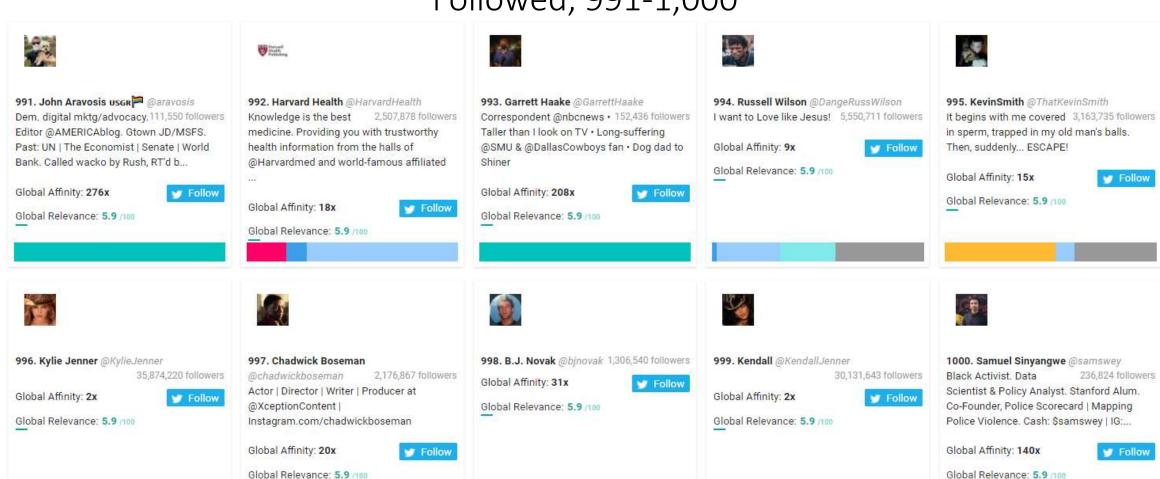
Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 971-980



Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 981-990



Democratic Party Followers Top 1,000 Most Relevant Social Accounts Followed, 991-1,000



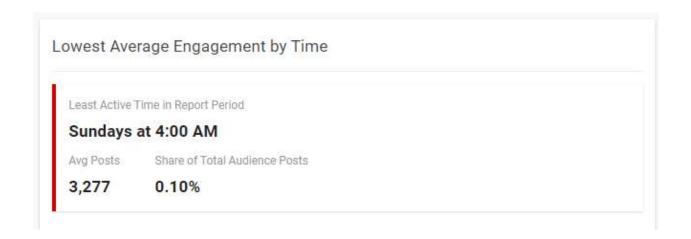
Followers Daily Online Hours

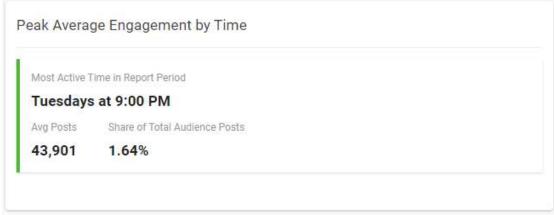


Followers Weekly Online Hours Heatmap

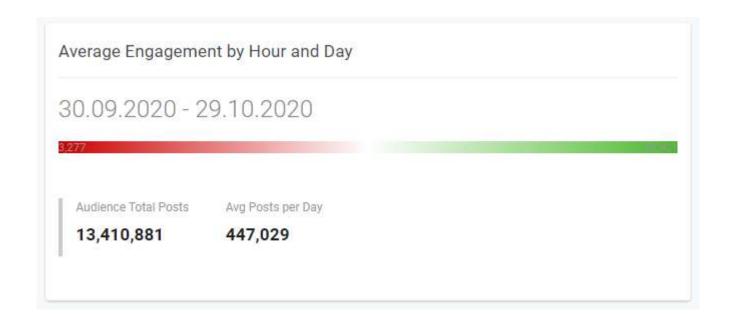


Followers Average Engagement Time





Followers Average Engagement per Day



Followers Engagement Timeline

