Makana 360 Daily Election Analysis Report
U.S. 2024 Presidential Election: Social Media and Polling Update

Date: 3 Nov 2024 18:30 GMT

Executive Summary

In the last 24 hours, Donald Trump continued to lead in media and social media reach across critical swing states, although Kamala Harris has shown increased engagement in certain key states. Polling data remains consistent with Makana 360 digital listening tool 'Buraq' digital metrics, showing Trump as highly competitive in swing states needed for an Electoral College win, while Harris is still expected to secure the popular vote in Democratic-leaning areas.

Key Findings

1. Comparison of Engagement and Sentiment (Current vs. Previous Day)

- **Results Comparison**:
    - **Trump**: Current - 57%, Previous - 62%
    - **Kamala Harris**: Current - 43%, Previous - 38%

  Observation: Harris saw a 5% increase in overall social media results in the last 24 hours, reflecting heightened engagement as Election Day approaches.

- **Engagement Levels**:
    - **Trump**: Current - 52.7%, Previous - 62%
    - **Kamala Harris**: Current - 47.3%, Previous - 38%

  Observation: Trump's engagement has decreased by 9.3% compared to the previous day, with Harris seeing a 9.3% increase, possibly due to targeted campaign efforts in swing states.

- **Sentiment Breakdown**:
    - **Donald Trump**: Positive - 16.6% (previous 14%), Neutral - 32.8% (previous 28%), Negative - 50.6% (previous 58%)
    - **Kamala Harris**: Positive - 14.5% (previous 12%), Neutral - 33.5% (previous 33%), Negative - 52% (previous 56%)

  Observation: Trump's positive sentiment has risen by 2.6%, while his negative sentiment decreased by 7.4%. Harris's sentiment remained stable, indicating steady public perception.

- **Potential Reach**
    - **Trump:** Current - 63%, Previous - 61%
    - **Kamala Harris:** Current - 37%, Previous - 39%

  Observation: Trump's potential reach has increased by 2% in the last 24 hours, indicating expanded visibility, possibly due to increased activity around his key campaign hashtags.

2. Theme and Hashtag Trends

Top Themes (Current vs. Previous Day):

- **Trump**:
    - "Donald Trump" - 11.24% (previous 10.8%)
    - "President Trump" - 3.58% (previous 3.2%)

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- **Kamala Harris**:
    - "Kamala Harris" - 14.96% (previous 13.8%)
    - "Democratic Party" - 1.86% (previous 1.5%)
  Observation:
    - Both candidates have increased visibility in core campaign themes, with "Donald Trump" and "Kamala Harris" experiencing 0.5% and 1.16% increases, respectively.

Top Hashtags (Current vs. Previous Day):
- **Trump**:
    - #Trump - 126,195 (up 4.2% from previous day)
    - #MAGA - 131,346 (up 4.2% from previous day)
    - #Trump2024 - 114,716 (up 3.8% from previous day)
- **Kamala Harris**:
    - #KamalaHarris - 45,092 (up 8.6% from previous day)
    - #VoteBlue - 26,801 (up 20.1% from previous day)
    - #KamalaExposed - 35,020 (newly trending)

  Observation: #KamalaExposed emerged as a trending hashtag in support of Harris, reflecting rising discussions related to her campaign visibility.

Swing State Analysis (Current vs. Previous Day)

Swing State Summary: Trump retains an advantage in engagement in swing states, although Harris shows notable gains. This shift could indicate a narrowing gap in these critical states as Harris gains momentum.

	Florida	Pennsylvania	Arizona	Michigan	Georgia
Trump	52% engagement (down 11% from previous day)	54% engagement (up 2% from previous day)	58% engagement (down 4%)	55% engagement (down 5%)	57% engagement (down 6%)
Harris	48% engagement (up 11%)	46% engagement (down 2%)	42% engagement (up 4%)	45% engagement (up 5%)	43% engagement (up 6%)

Polling Insights from the Last 24 Hours

According to the latest data from sources including FiveThirtyEight, Pew Research, Quinnipiac, CNN, Emerson, Reuters, Rasmussen, ABC News, Gallup, and AP News, the national polling trends remain consistent with Kamala Harris holding a narrow lead in the popular vote, with an average margin of **1-3%** over Donald Trump. This lead is strongest in urban centers and Democratic-leaning states, where Harris's favorability among young and minority voters bolsters her popular vote

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potential. However, <u>Trump continues to perform strongly in swing states, where several polls—such as those from Rasmussen and Emerson—indicate a marginal lead for Trump in states like Pennsylvania, Florida, and North Carolina.</u> This polling data reflects a closely contested race in key battlegrounds, suggesting that the Electoral College outcome remains within reach for Trump, supported by his high engagement levels as tracked by Buraq data. **<u>These poll results underscore the importance of turnout in swing states, which could ultimately decide the election outcome.</u>**

National Prediction

- **Popular Vote**:
  - o **Polling Data**: Harris remains ahead by 1-3%, consistent with her high favorability in Democratic strongholds.
- **Electoral College**:
  - o **Buraq and Polls**: Trump's swing state engagement, though slightly reduced, still positions him for an Electoral College majority.

Final Prediction: Trump is expected to maintain an edge in the Electoral College, while Harris is likely to win the popular vote.