



Date: November 4, 2024 (Election Night) 18:00 GMT

Election Night Prediction

Based on a composite analysis of social media engagement, sentiment data from Buraq, and polling insights from reputable sources, **Donald Trump is projected to secure an Electoral College majority**, while **Kamala Harris is likely to win the popular vote**. This analysis reflects a divided national sentiment, with Trump’s strong performance in critical swing states positioning him favorably for an Electoral College victory, even as Harris’s popularity remains high in urban and Democratic-leaning regions.

Composite Score Analysis with Polling Data

To provide a balanced view of each candidate’s standing, we’ve integrated polling performance as an additional metric within the composite score. This combines digital engagement, sentiment analysis (via Buraq), and polling insights to present a well-rounded snapshot of each candidate’s position on Election Night.

Comparison in the last 3 days

Date	Trump’s Score	Harris’s Score
Today	55.65%	44.35%
3 Nov	55.67%	44.33%
2 Nov	55.75%	44.25%

This composite score integrates both digital and polling data, offering a real-time view of each candidate’s competitive position, highlighting where public engagement and polling align or diverge.

Analysis Methodology

Our analysis combines over **19 million online conversations and 140,000 news articles** related to the candidates from the last 24 hours, assessed through the Buraq digital listening tool by Makana 360 to track social media engagement, sentiment, and reach across key U.S. states. Additionally, **polling data** from reputable sources (FiveThirtyEight, Pew Research, Quinnipiac, CNN, Emerson, Reuters, Rasmussen, ABC News, Gallup, and AP News) were analyzed to provide insights into voter preferences, particularly within swing states.

The **composite score** serves as a consolidated measure of each candidate's overall influence. Here’s a breakdown of what this score represents:

Metric	Weight	Rationale
Engagement Level	25%	Measures direct interactions and activity on social media.
Sentiment (Positive & Negative)	20%	Reflects public perception quality.
Potential Reach	15%	Indicates how many people are potentially seeing each candidate’s content.
Top Themes & Hashtags	15%	Highlights key campaign issues and messaging traction.
Swing State Performance	15%	Critical for Electoral College outcomes.
Polling Performance	10%	Adds traditional polling data for a balanced view.

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Key Findings

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

- **Posts and News Comparison:**

- **Trump:** Today - 57%, Yesterday - 57%
- **Kamala Harris:** Today - 43%, Yesterday - 43%

Observation: Number of posts and news remain consistent with no significant change from the previous day, indicating stable engagement levels as the candidates enter the final hours of the campaign.

- **Engagement Levels:**

- **Trump:** Today - 52.6%, Yesterday - 52.7%
- **Kamala Harris:** Today - 47.4%, Yesterday - 47.3%

Observation: Minor decrease in Trump's engagement (0.1%), with Harris showing a marginal increase (0.1%), reflecting minor fluctuations in social media activity.

- **Sentiment Breakdown:**

Donald Trump: Positive - 16.6% (Yesterday 16.6%), Neutral - 32.5% (Yesterday 32.8%), Negative - 50.5% (Yesterday 50.6%)

Kamala Harris: Positive - 14.5% (Yesterday 14.5%), Neutral - 33.5% (Yesterday 33.5%), Negative - 52% (Yesterday 52%)

Observation: Sentiment levels remain steady, with no significant shifts in public perception of either candidate.

- **Audience Potential Reach:**

- **Trump:** Current - 63%, Yesterday - 63%
- **Kamala Harris:** Current - 37%, Yesterday - 37%

Observation: Trump's Audience potential reach remains stable, indicating consistent visibility in key regions as the election approaches.

2. Theme and Hashtag Trends

Top Themes (Current vs. Previous Day)

- **Trump:**

- "Donald Trump" - 12.1% (Yesterday 11.24%)
- "President Trump" - 3.74% (Yesterday 3.58%)

- **Kamala Harris:**

- "Kamala Harris" - 14.92% (Yesterday 14.96%)
- "Democratic Party" - 1.82% (Yesterday 1.86%)

Observation: Both candidates maintain a steady presence in primary themes, with Trump showing a slight increase in mentions around his name, while Harris's theme visibility remains stable.

Top Hashtags (Current vs. Previous Day)

- **Trump:**

- **#Trump** - 126,354 (up 0.13% from previous day)
- **#MAGA** - 131,458 (up 0.08% from previous day)
- **#Trump2024** - 114,831 (up 0.10% from previous day)

Makana 360 Daily Election Analysis Report

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- **Kamala Harris:**
 - **#KamalaHarris** - 45,172 (consistent with previous day)
 - **#VoteBlue** - 26,801 (consistent with previous day)
 - **#KamalaExposed** - 35,020 (consistent with previous day)

Observation: Trump-related hashtags show a slight increase, indicating stable campaign visibility. Harris's hashtags remain consistent, reflecting steady engagement from her base.

3. Swing State Analysis (Engagement Comparison)

Swing State	Nov 3 (Trump)	Nov 3 (Harris)	Nov 4 - Today (Trump)	Nov 4 - Today (Harris)
Florida	52%	48%	52%	48%
Pennsylvania	54%	46%	54%	46%
Arizona	58%	42%	58%	42%
Michigan	55%	45%	55%	45%
Georgia	57%	43%	57%	43%

Observation: Trump maintains a digital engagement lead across key swing states, though Harris shows increasing engagement percentages, especially in Florida and Michigan, indicating a potential late-stage momentum.

4. Polling Insights from the Last 24 Hours

Based on recent polling data from sources such as FiveThirtyEight, Pew Research, Quinnipiac, CNN, Emerson, Reuters, Rasmussen, ABC News, Gallup, and AP News, Kamala Harris continues to hold a slight lead in the popular vote, averaging a margin of 1-3% above Trump. This margin is more pronounced in urban and Democratic-leaning states where Harris's support base remains robust. Conversely, **Trump's polling remains strong in swing states like Florida and Pennsylvania, where recent Rasmussen and Emerson polls place him marginally ahead.** This convergence of polling and Buraq engagement data signals a tight race in the Electoral College, where Trump holds an edge.

National Prediction

- **Popular Vote:**
 - **Polling Data:** Harris holds a narrow lead by 1-3%, especially in Democratic strongholds.
- **Electoral College:**
 - **Buraq & Polls:** Trump's engagement in swing states, coupled with steady polling support, positions him favorably for an Electoral College majority.

Final Prediction: Trump is likely to secure the Electoral College, while Harris is positioned to win the popular vote.