

Date: 2 Nov 2024

Executive Summary

In the last 24 hours, Donald Trump maintains a significant lead in media and social media reach across swing states. Polling data aligns with these digital metrics, showing Trump as highly competitive in critical states needed for an Electoral College win. Kamala Harris, however, continues to show strong polling support in Democratic strongholds and the popular vote.

Key Findings

1. Engagement and Sentiment Analysis (Last 24 Hours)

- **Total Results:**
 - **Trump:** 9,393,759 interactions (62% of total interactions)
 - **Kamala Harris:** 5,734,204 interactions (38% of total interactions)
- **Engagement Levels:**
 - **Trump:** 23,742,920 interactions (62% of total engagement)
 - **Kamala Harris:** 14,416,234 interactions (38% of total engagement)
- **Sentiment Breakdown:**
 - **Trump:** 14% positive, 28% neutral, 58% negative
 - **Kamala Harris:** 12% positive, 33% neutral, 56% negative

Observation: Trump's higher negative sentiment reflects polarized views but also sustained visibility and engagement, which could indicate a highly mobilized base.

2. Top Keywords and Hashtags

Top Keywords (Hit Percentage):

- **Trump:** Keywords such as “*early voting*” (1.02%) and “*presidential election*” (0.68%) are trending, highlighting focus on election logistics and national sentiment.
- **Kamala Harris:** The most popular keywords include “*early voting*” (0.76%) and “*American people*” (0.56%), aligning with her focus on broader electoral participation.

Top Hashtags:

- **Trump:** #Trump2024 (49,421 - 54% of mentions), #MAGA (56,060 - 61% of mentions), #WomenForTrump (23,937 - 26% of mentions)
- **Kamala Harris:** #VoteBlue (22,717 - 41% of mentions), #KamalaHarris (14,234 - 26% of mentions), #DemVoice1 (6,022 - 11% of mentions)

Observation: Trump's hashtags reflect a strong branding strategy around his 2024 campaign, while Harris's hashtags focus on the Democratic movement and voter engagement.

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3. Potential Reach

- **Trump:** 897.6 billion impressions (61% of total impressions)
- **Kamala Harris:** 564.9 billion impressions (39% of total impressions)

Trump's potential reach is **59% higher** than Harris's, indicating his posts are circulating more widely, which could influence undecided voters in swing states.

Swing State Analysis

Using Buraq data by Makana 360 alongside polling data from reputable sources (FiveThirtyEight, Pew Research, Quinnipiac, CNN, Emerson, Reuters, Rasmussen, ABC News, Gallup, and AP News), **we observe the following trends:**

1. Florida:

- **Buraq:** Trump leads in engagement with 330,992 interactions (63% of Florida interactions) versus 194,971 for Harris (37% of Florida interactions).
- **Polling:** Trump is ahead by approximately 2-3% in recent polls.
- **Prediction:** Likely Trump

2. Pennsylvania:

- **Buraq:** Trump has 108,145 interactions (60% of Pennsylvania interactions); Harris trails at 71,800 (40% of Pennsylvania interactions).
- **Polling:** Nearly tied, but Trump has a slight edge.
- **Prediction:** Slightly Trump

3. Arizona and North Carolina:

- **Buraq:** Trump outperforms Harris in both states (Arizona: 110,559 - 62% vs. 66,427 - 38%; North Carolina: 71,032 - 62% vs. 43,522 - 38%).
- **Polling:** Both states show Trump with a narrow lead.
- **Prediction:** Likely Trump in both states

4. Michigan and Wisconsin:

- **Buraq:** Trump holds higher engagement (Michigan: 81,032 - 64% vs. 45,185 - 36%; Wisconsin: 46,985 - 61% vs. 30,693 - 39%).
- **Polling:** Polls are tight, but Trump's engagement suggests a potential advantage in Michigan.
- **Prediction:** Leaning Trump

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5. Georgia:

- **Buraq:** Trump leads with 79,819 interactions (61% of Georgia interactions) to Harris's 52,155 (39% of Georgia interactions).
- **Polling:** Trump leads slightly in polls by around 1.5%.
- **Prediction:** Likely Trump

Swing State Summary: Trump is projected to secure most of the swing states based on his consistent engagement advantage and supporting poll data.

National Prediction

• Popular Vote:

- **Polling:** Harris holds a slight lead of about 1-3% in the popular vote, particularly strong in urban and Democratic areas.

• Electoral College:

- **Buraq and Polls:** Trump's engagement levels, supported by narrow leads in swing states, suggest he's well-positioned to win the majority of the Electoral College.

Final Prediction: Based on current data, Trump has a high likelihood of winning the Electoral College, while Harris is poised to secure the popular vote.