

Joe Biden's VP Running Mate

6/5-8/5 Report

Research by Ryan Young

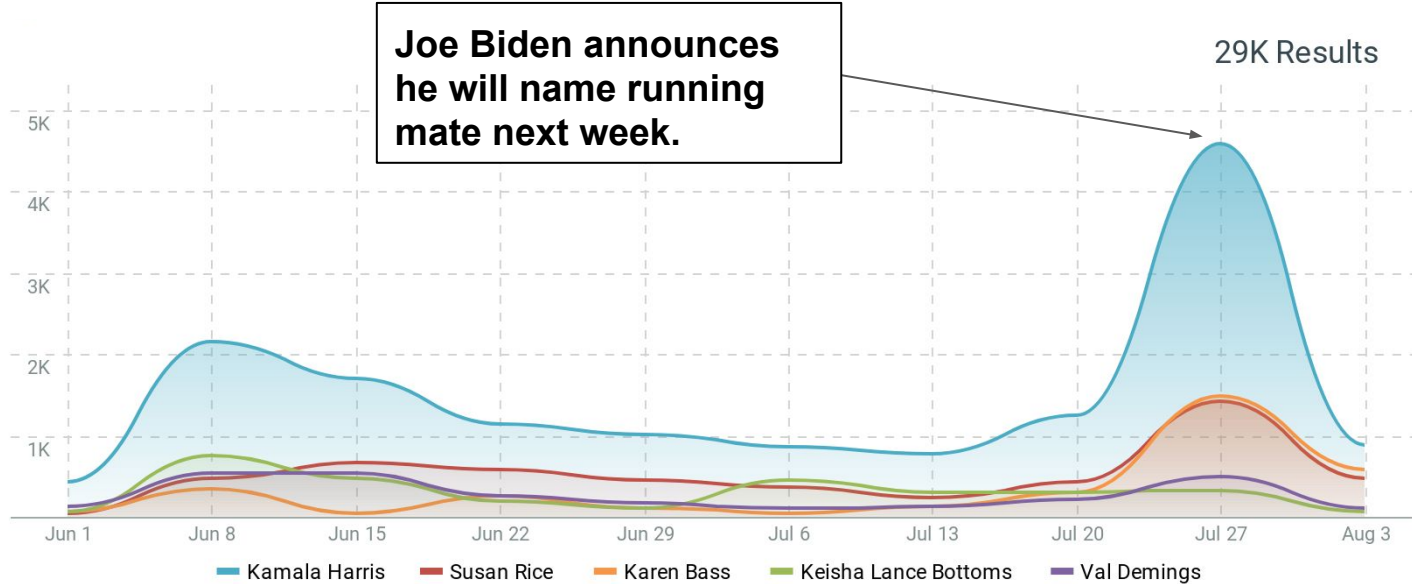
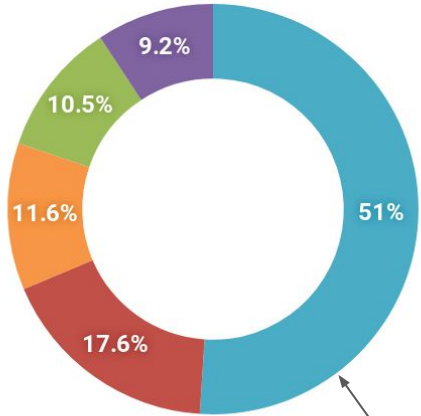
Performance



SOCIAL MEDIA ANALYTICS
COMMAND CENTER

UConn UNIVERSITY OF
CONNECTICUT
FOR THE MIND & BODY

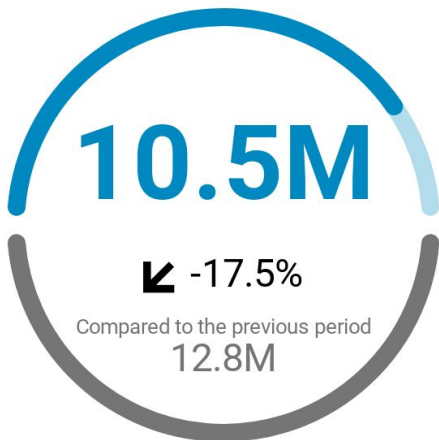
Results for 5 Potential Running Mates



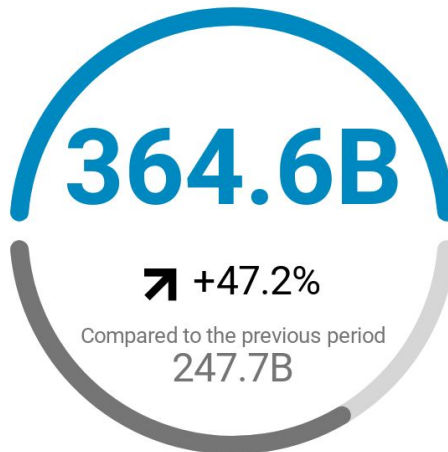
Kamala Harris controls over 50% of all results.

Kamala Harris

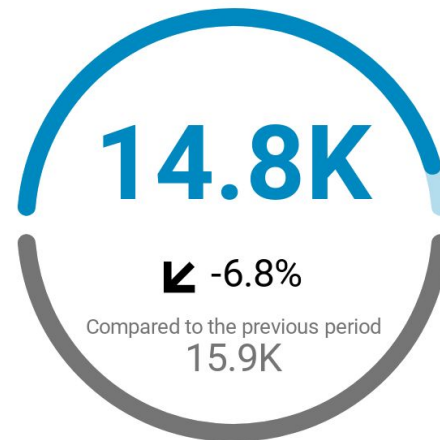
Engagement



Potential Reach



Mentions



Kamala Harris 

@KamalaHarris

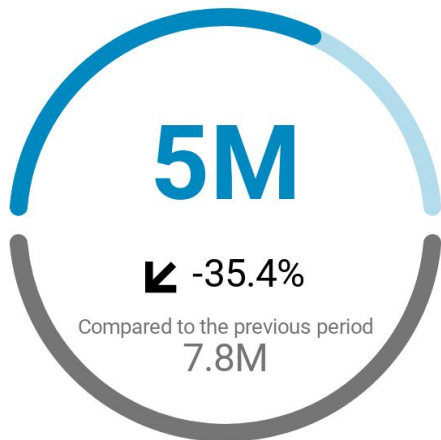
U.S. Senator. Wife, Momala, Auntie. Still fighting for the people. She/her.

 California  KamalaHarris.org  Joined April 2009

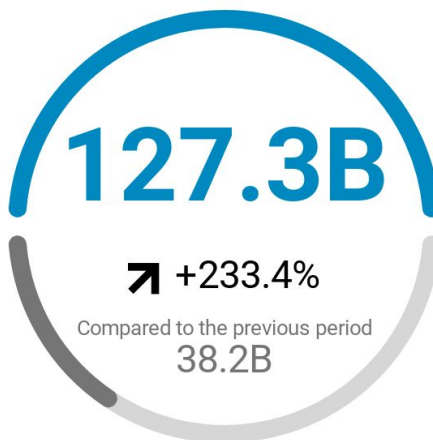
Twitter Followers: 4M
Posted Tweets: 14.1K

Susan Rice

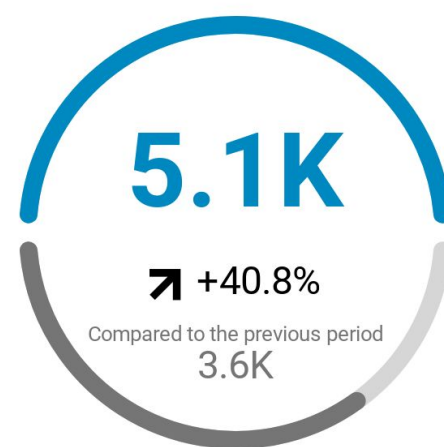
Engagement



Potential Reach



Mentions



Susan Rice ✓

@AmbassadorRice

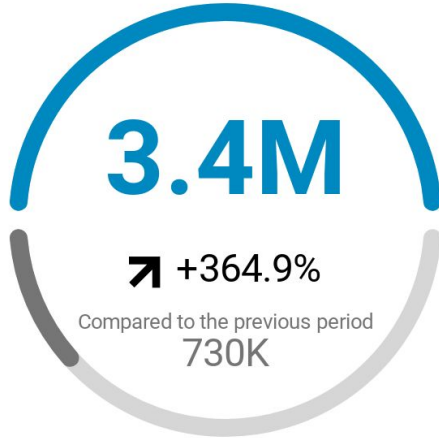
National Security Advisor; UN Amb; Mom; SIS, AU; Belfer Ctr; NYT Contributor; Author, NYT bestseller Tough Love: My Story of the Things Worth Fighting For

📍 Washington, DC 🔗 susanricebook.com 📅 Joined January 2017

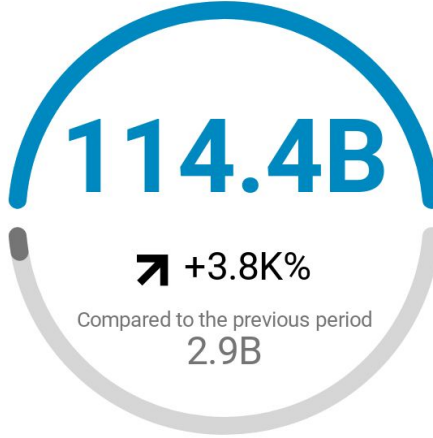
Twitter Followers: 445.5K
Posted Tweets: 4.1K

Karen Bass

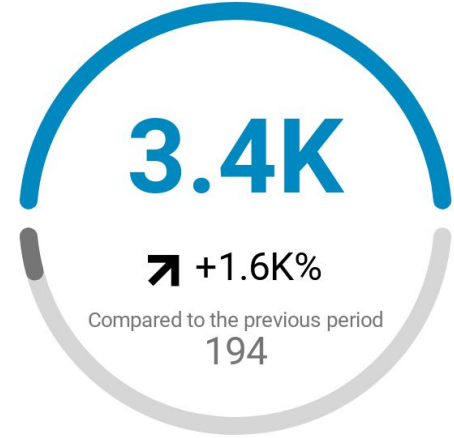
Engagement



Potential Reach



Mentions



Congressmember Bass

@RepKarenBass

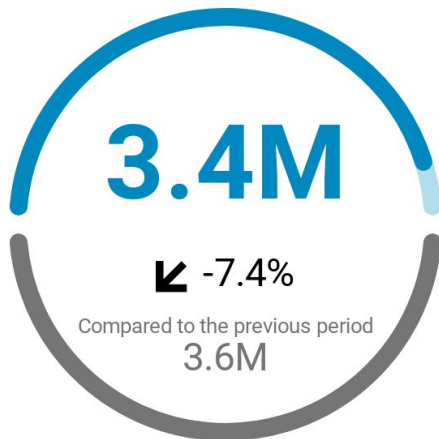
Representing California's 37th District, which includes Los Angeles, South LA, & Culver City. Chair of the Congressional Black Caucus. fb.me/RepKarenBass

 Los Angeles & Washington  karenbass.house.gov  Joined January 2011

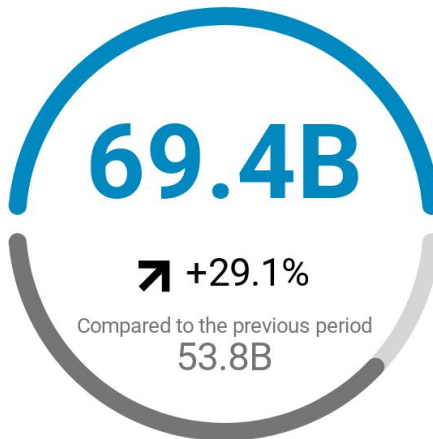
Twitter Followers: 149.7K
Posted Tweets: 5.8K

Val Demings

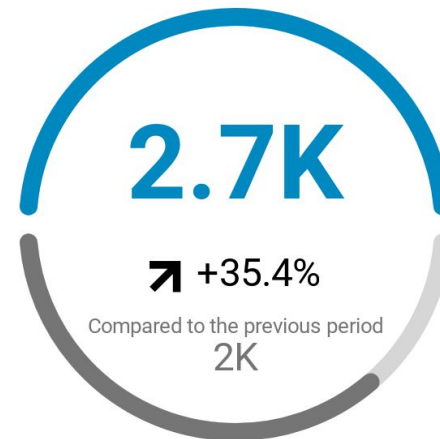
Engagement



Potential Reach



Mentions



Rep. Val Demings 

@RepValDemings

U.S. Representative Florida's 10th Congressional District. Public Servant. Former Orlando Police Chief. Christian. Wife. Mother. Grandmother. Harley Enthusiast.

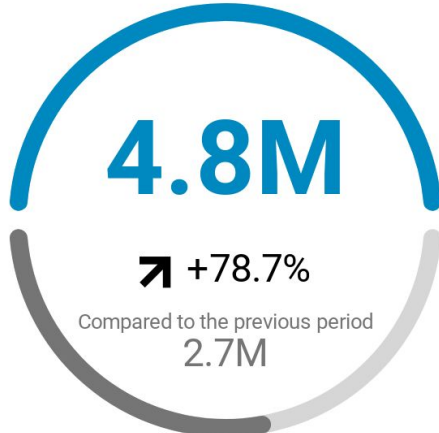
📍 Washington, DC | Orlando, FL  demings.house.gov

📅 Joined November 2016

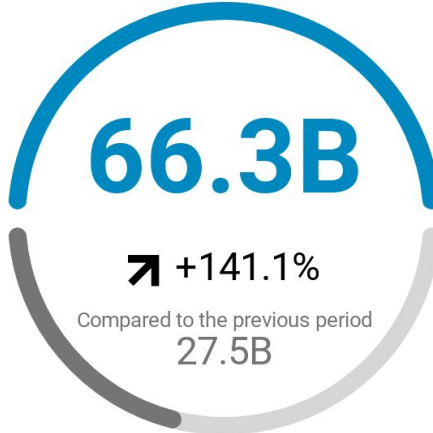
Twitter Followers: 213.7K
Posted Tweets: 8.4K

Keisha Lance Bottoms

Engagement



Potential Reach



Mentions



Keisha Lance Bottoms 

@KeishaBottoms

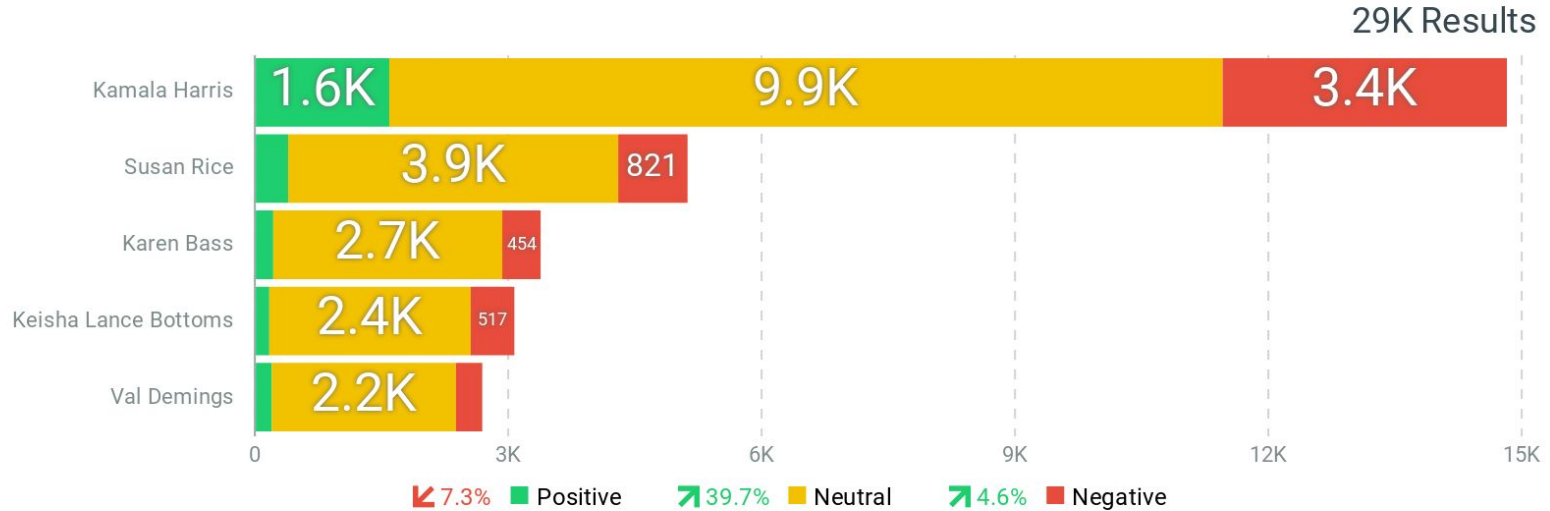
60th Mayor of Atlanta | Wife & Mommie

 Atlanta, GA  Joined May 2011

Twitter Followers: 293.4K

Posted Tweets: 3.8K

Sentiment



Kamala Harris has 600 more positive mentions than all other potential running mates combine.

However, Kamala harris also has 1K more negative mentions than all other potential running mates combine.

Overall Insights

- Kamala Harris is responsible for over 50% of all mentions
- Kamala Harris has the highest engagement, potential reach, and mentions
- Kamala Harris has the most positive mentions and negative mentions. She is the most well known and has 14.8K mentions in the last 2 months
- Each of the other 4 potential choices all show different, but surprising strengths
- Karen Bass and Susan Rice have seen a spike in recent weeks
- Higher negative sentiment for each potential candidate appears to be related to name recognition
- It would appear Kamala Harris is the frontrunner