

Senate Races

Report date based on when absentee ballots were mailed out in each state.

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Topics

Three Swing State Breakdown

- Performance
- Sentiment



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Arizona (10/10 - 10/30)

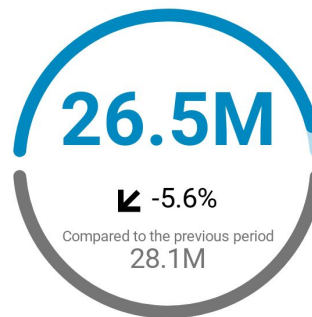
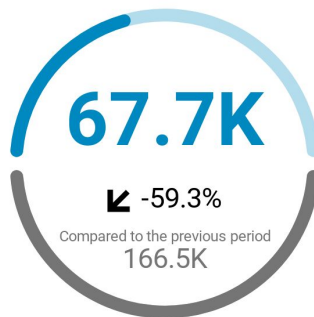
Performance

RESULTS

ENGAGEMENT

POTENTIAL REACH

Martha McSally

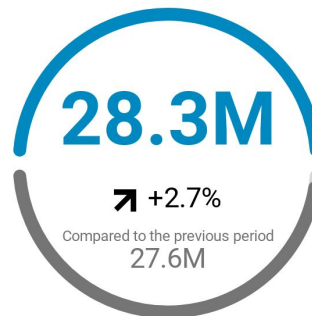
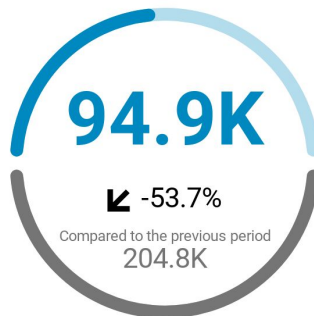
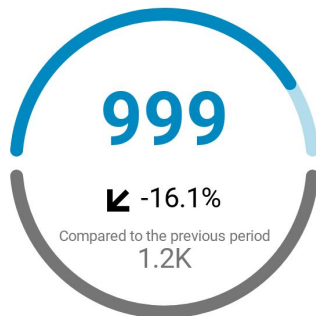


RESULTS

ENGAGEMENT

POTENTIAL REACH

Mark Kelly



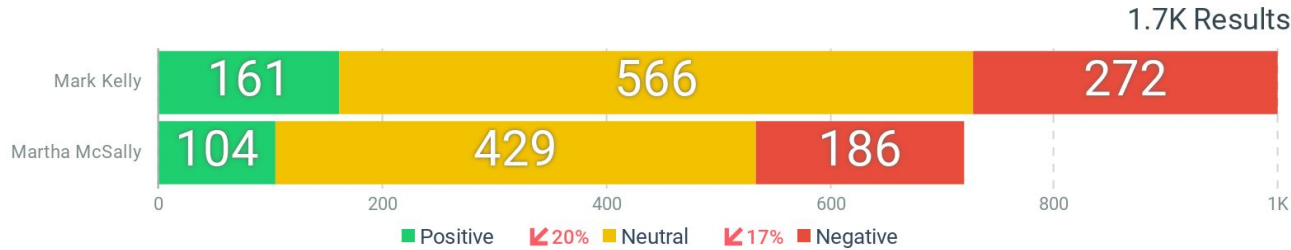
Mark Kelly has control over the total number of mentions, engagements, and the potential reach. Looking at this data it would be correct to state that Mark Kelly controls the Arizona conversation when it comes to the senate vote.

Arizona (10/10 - 10/30)

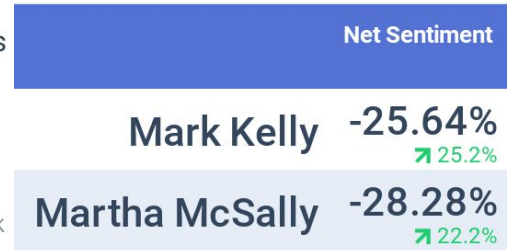
Sentiment

SENTIMENT

by filter



NET SENTIMENT



Mark Kelly has more positive mentions, but also has more negative mentions compared to Martha McSally. This is probably because he has more mentions overall. When looking at the net sentiment they are very close, but again Mark Kelly edges out Martha McSally by just a small amount.

Maine (10/4 - 10/30)

Performance

RESULTS

ENGAGEMENT

POTENTIAL REACH

Susan
Collins

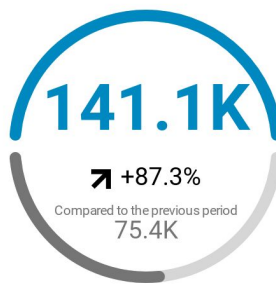


RESULTS

ENGAGEMENT

POTENTIAL REACH

Sara



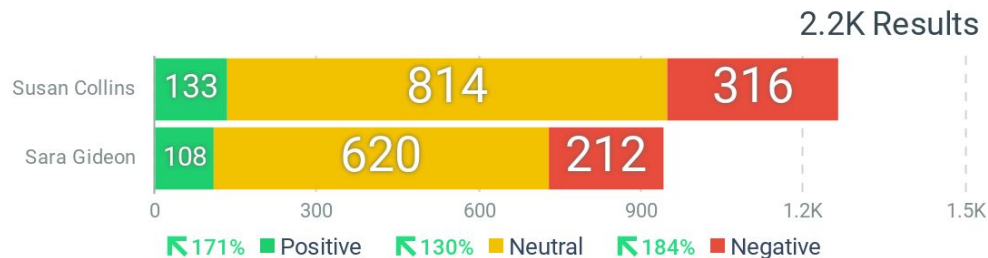
Susan Collins has control over all key markers in results, engagement, as well as potential reach. However, not as large as a lead anticipated given Collins headline making part in the confirmation hearings of Amy Coney Barret

Maine (10/4 - 10/30)

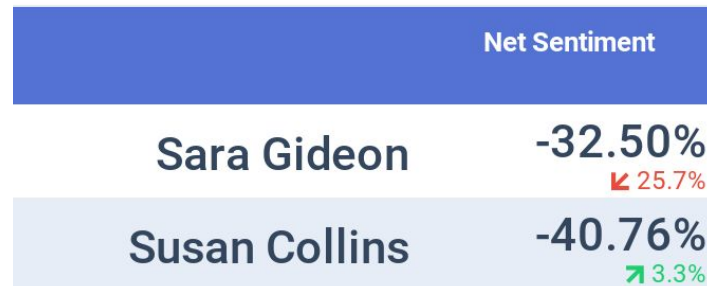
Sentiment

SENTIMENT

by filter



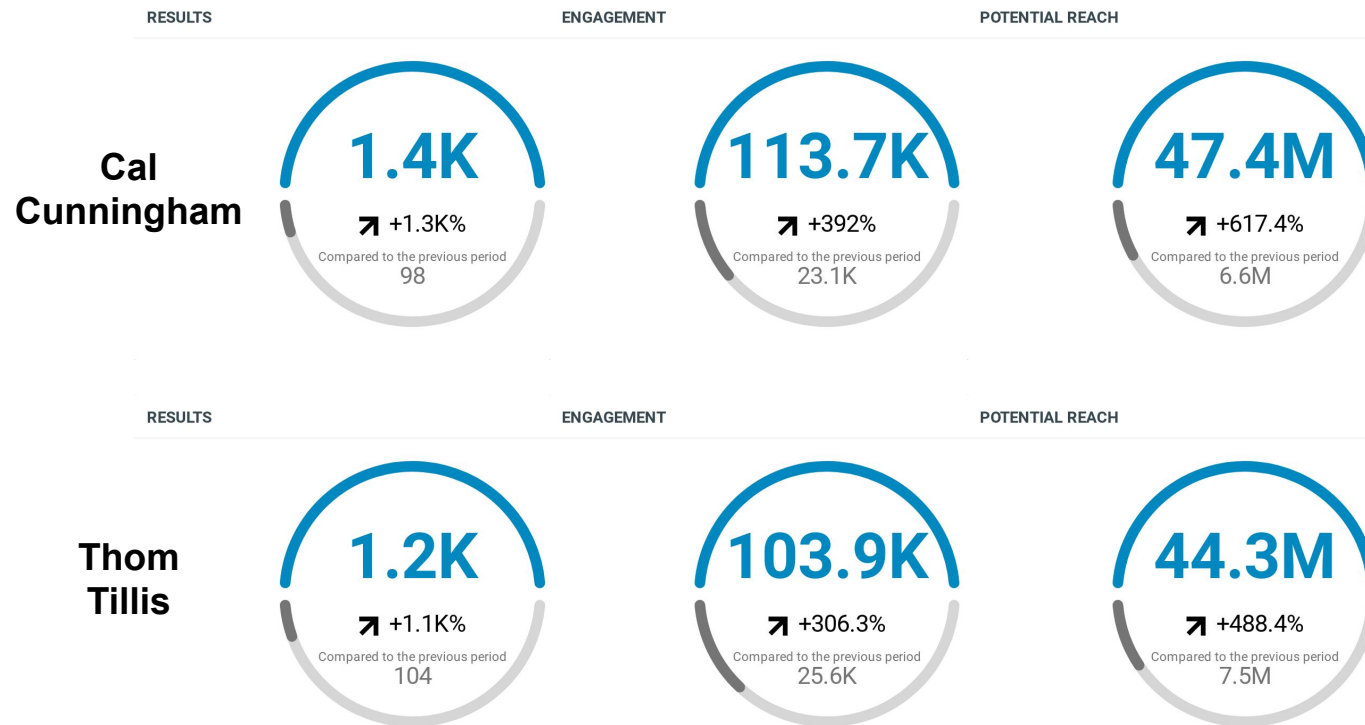
NET SENTIMENT



Susan Collins has more positive and negative sentiment mentions as well as a lower net sentiment. However unlike Sara Gideon, Susan Collins net sentiment is trending upwards.

North Carolina (9/4 - 10/30)

Performance



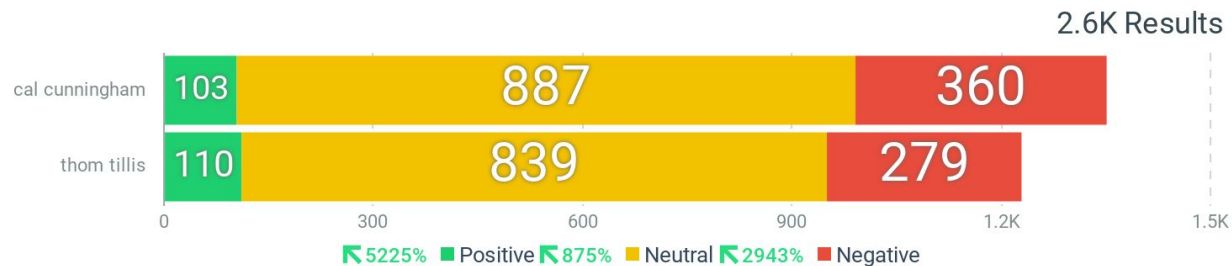
Both candidates are close in total mentions, engagement, and reach. We can assume from the minor lead of Cunningham that his generation of conversation is likely to sway voters. The closeness of these numbers though might also imply voters are generally unenthusiastic about both candidates

North Carolina (9/4 - 10/30)

Sentiment

SENTIMENT

by filter



NET SENTIMENT



Cal Cunningham has less positive mentions, and more negative mentions than his opponent. This can be damaging because he leads in overall conversation, and is holding the higher amount of negative conversation. This is likely to mean that a lot of attack information is coming out against Cunningham, because he is the challenger of this race

Overall Insights

- Arizona: (Kelly wins)
 - Mark Kelly controls the total conversation in Arizona surrounding the senate race.
 - When including sentiment into the overall performance of each candidate it seems like Mark Kelly currently has the edge over Martha McSally to win the Arizona Senate race.
- Maine: (Toss Up with a slight edge to Collins)
 - Susan Collins has slight control in overall conversation but is lacking in net sentiment.
 - This is going to be a very tight race that right now shows Sara Gideon as the projected winner but it is so close it could change within the next few days prior to the official election day.
- North Carolina (Toss Up)
 - Cal Cunningham hold most of the conversation by a very slim margin, including the most negative sentiment
 - Voters for this race may be disinterested, as can be predicted from the very little variation between the two candidates in mentions, reach, and engagement