



SOCIAL INTELLIGENCE ANALYSIS

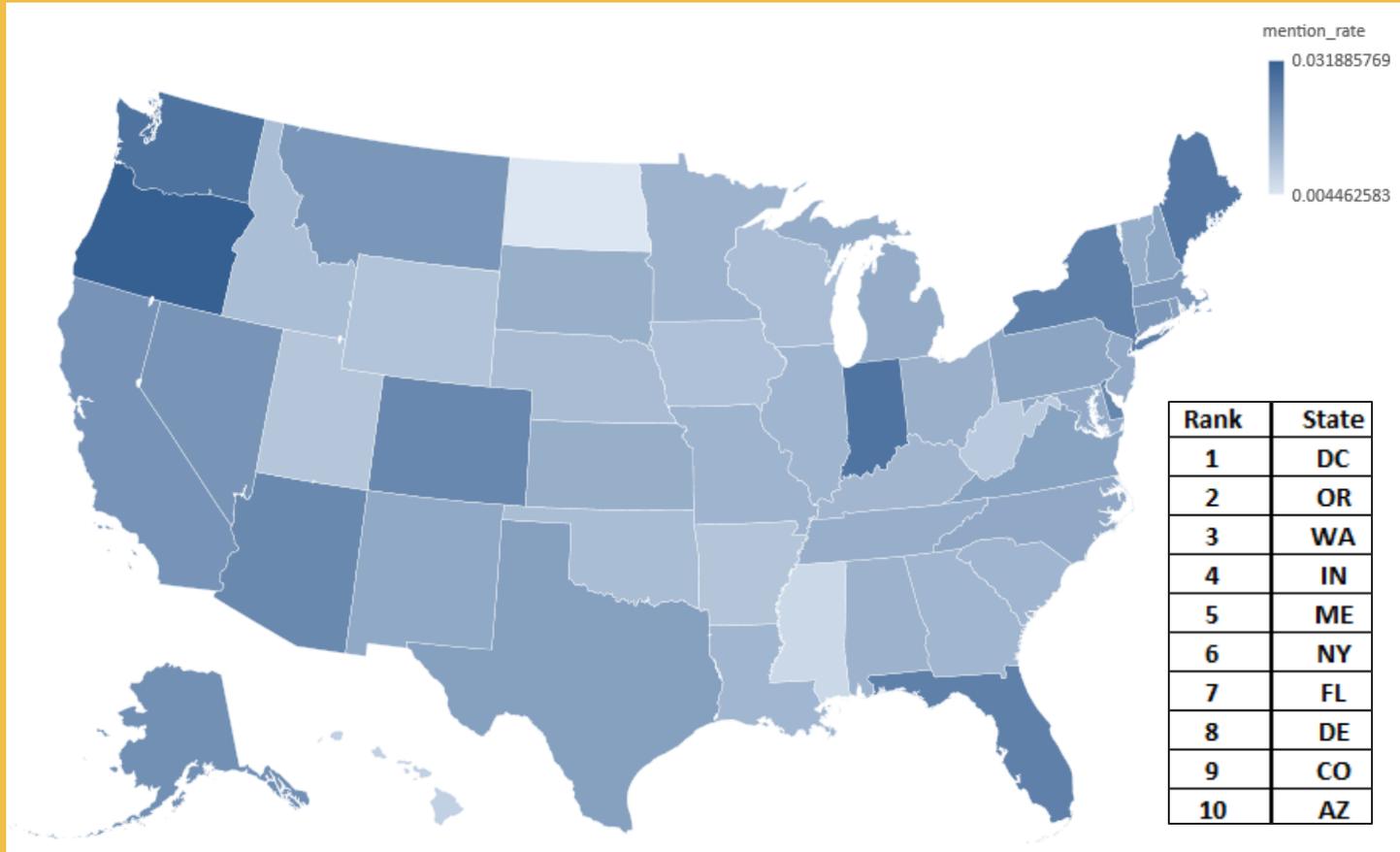
TRUMP-COHEN TAPES:

NO NOTABLE IMPACT ON SENTIMENT TOWARDS TRUMP

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Trump-Cohen Tapes a Fascination of DC, not much else

Trump-Cohen Tapes Discussion on Twitter*

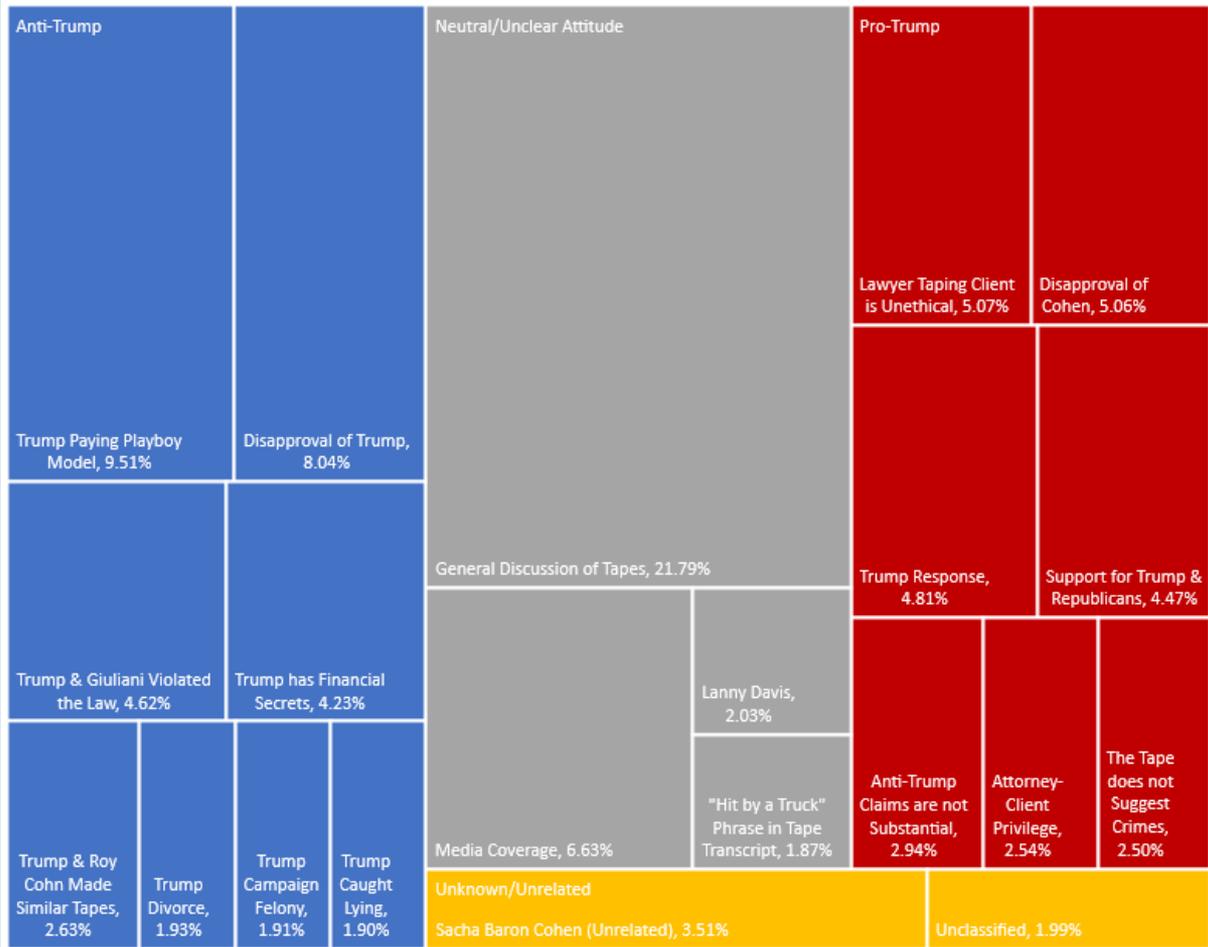


The story is mentioned in 3.2% of each Twitter account's conversation in DC vs. less than 0.05% in the rest of the country

*Based on analysis of top 147,000 Twitter mentions in the United States discussing Trump-Cohen Tapes on 7/25/2018 between 9:30 AM and 1:00 PM EDT

Trump-Cohen Tape Social Media Topics

■ Pro-Trump ■ Neutral/Unclear Attitude ■ Unknown/Unrelated ■ Anti-Trump



Pro-Trump:
27%

Anti-Trump:
34%

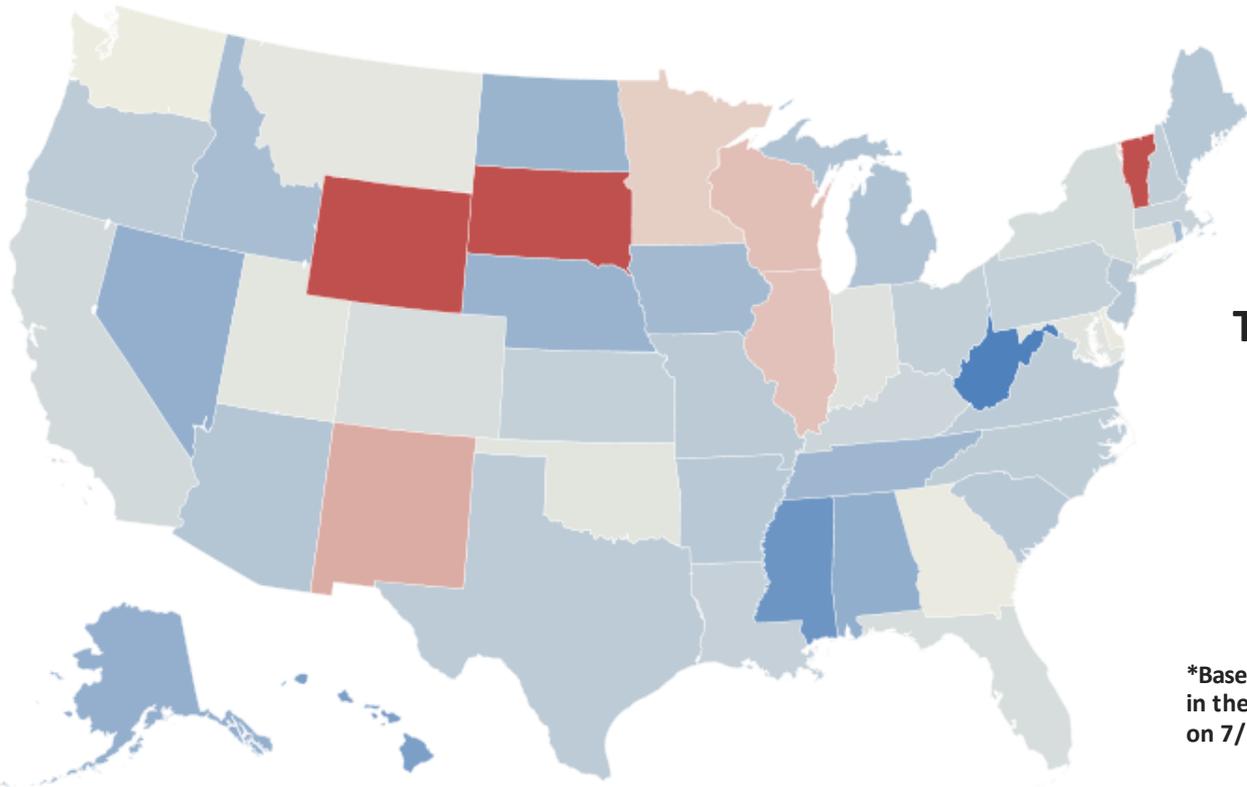
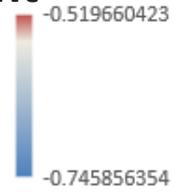
Neutral:
32%

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Discussion of Tapes Split Same as Overall Trump Sentiment

Trump-Cohen Tapes Discussion on Twitter*

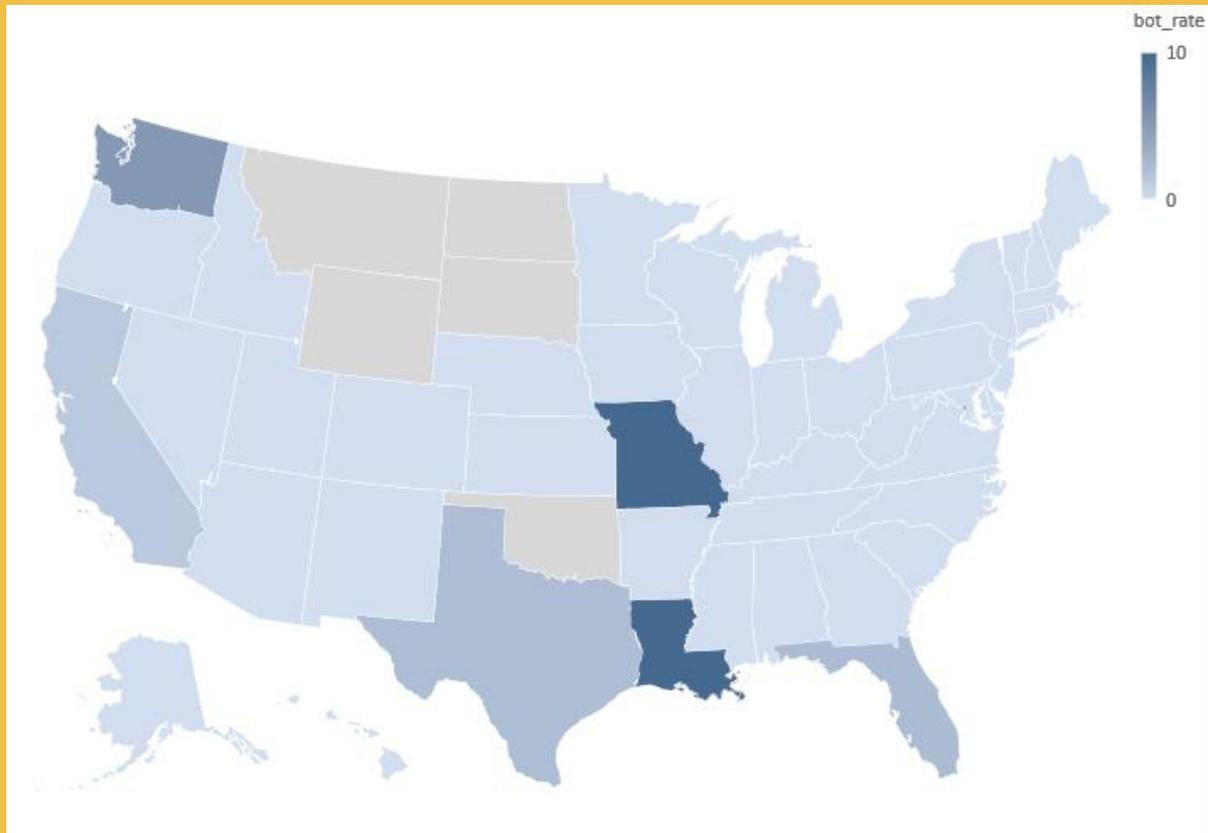


Trump's net sentiment appears to be **unaffected** by Trump Cohen Tapes Discussion

*Based on analysis of top 147,000 Twitter mentions in the United States discussing Trump-Cohen Tapes on 7/25/2018 between 9:30 AM and 1:00 PM EDT

Cohen-Trump Tapes on Social Media: Mostly Not Bots

Bot activity on Trump-Cohen Tapes by state*



2% of the entire discussion driven by bots

Bots most likely to claim residence in Missouri and Louisiana

*Based on analysis of top 147,000 Twitter mentions in the United States discussing Trump-Cohen Tapes on 7/25/2018 between 9:30 AM and 1:00 PM EDT

Methodology

Ipsos analyzed ca. 147,000 tweets from across the United States mentioning at least two of President Donald J. Trump, Michael Cohen and “tapes” on July 25, 2018 between 9:30 AM and 1:00 PM EDT .

The analysis was conducted utilizing Ipsos social intelligence analytics, including proprietary machine learning algorithms applied to social media.

TFIDF (term frequency-inverse document frequency) was utilized to vectorize social media mentions in text analytics and topic modelling. It is a numerical statistic, which reflects the weight (importance) of words to a document. In order to identify groups of users with similar interests, Ipsos Public Affairs utilized the clustering algorithm non-negative matrix factorization (NMF). When applied to text, this technique identifies terms and phrases that pattern together across texts.



Clifford Young

President, Ipsos US Public Affairs

✉ Clifford.Young@ipsos.com

📞 312.375.3328

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GAME CHANGERS

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We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” – our tagline – summarises our ambition.