# Overview

California's Gubernatorial race will be won by the candidate who is able to align their campaign strategy, tailor online communications, and target engagement activities to address key topics and concerns of California citizens. Data analytics reveals how the Republican and Democratic candidates are unable to connect with constituents and maintain consistent public support. With just eight weeks remaining before votes are cast, candidates must modify their messaging to address the critical concerns of Californian voters in order to shape public perceptions, mobilize voters, and secure victory.

Findings: Key Topics

Topic Modeling identified emergency response, criminal justice, and net neutrality as key issues that remain relevant over time and broadly discussed by the majority of California citizens, despite party affiliation. This provides a baseline to assess the alignment and measure the effectiveness of each candidate's campaign messaging.
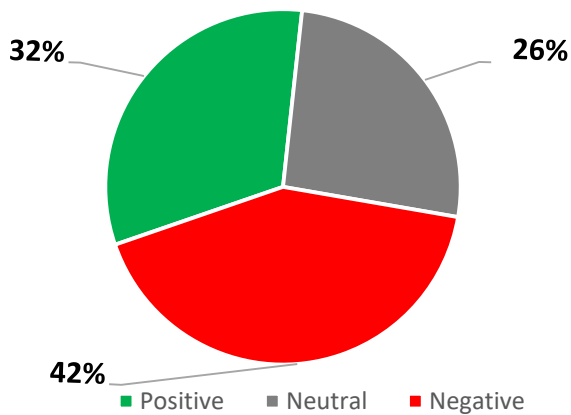
- 32% of online discussions express concern with emergency response during disasters
    - Citizens believe the government is ill-prepared to deal with emergencies such as wild fires, earthquakes, and social unrest, and feel they must take emergency preparedness into their own hands
- 31% of online discussions express concerns with the California Criminal Justice system
    - 17% of conversations discussed abuse by ICE agents
    - 9% discussed legislation to allow public review of police conduct records
    - 5% concerned California's move to ban bail bonds within the state
- 23% of online conversations discussed attempts to regulate the internet within the state through Net Neutrality

California Key Topics

Legend:
- Emergency Response
- Criminal Justice
- Net Neutrality
- Other
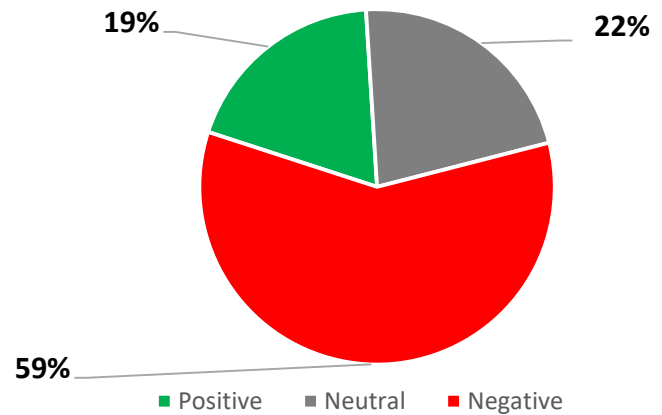
ENODO GLOBAL
www.enodoglobal.com
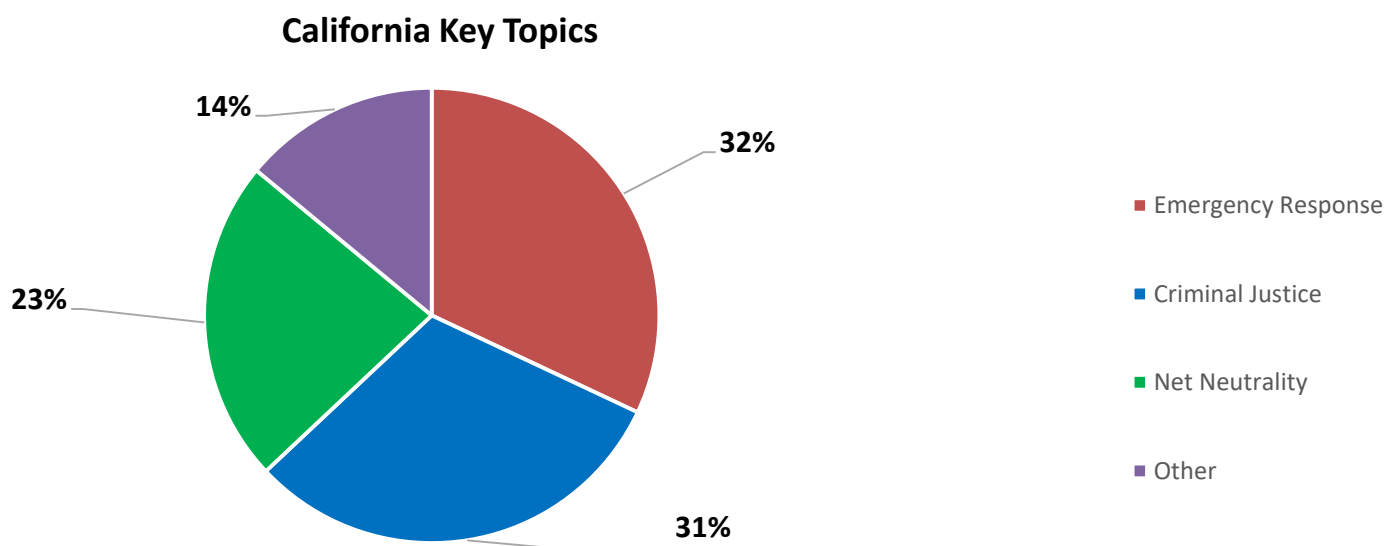
Findings: Sentiment Analysis

- Citizens express significant negative sentiment towards both candidates (42% for Cox and 59% for Newsom) in their online conversations

- Public sentiment is largely split by the urban-rural divide

  - The majority of negative sentiment (72%) surrounding Cox is centered in urban areas, whereas the majority of negative sentiment (68%) surrounding Newsom is centered in rural areas

  - Urban populations (in San Francisco and L.A.) express positive sentiment towards Newsom due to his former role as mayor

  - Rural voters feel uncertain that Newsom's leadership will result in policies that benefit rural Californians and believe an "outsider" like Cox (a native of Illinois) is needed to fix California's economy

- Citizens maintain significant levels of neutral sentiment towards both candidates (Cox 26%, Newsom 22%)
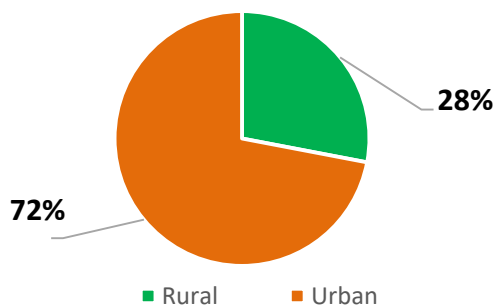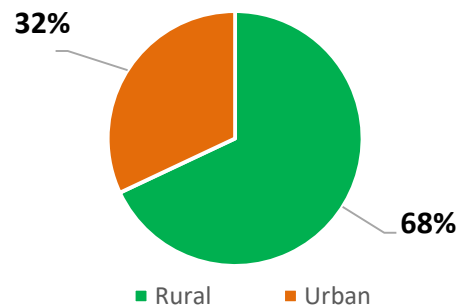
Public Sentiment of John Cox

32%   26%   42%

Positive   Neutral   Negative

Public Sentiment of Gavin Newsom

19%   22%   59%

Positive   Neutral   Negative

Geography of Negative Sentiment

28%   72%

Rural   Urban

Geography of Negative Sentiment

32%   68%

Rural   Urban

Constituent Analysis Level I:
California Gubernatorial
September 5 – September 12, 2018

ENODO
GLOBAL
www.enodoglobal.com

"@GavinNewsom is an empty, do nothing suit who relies on Getty $$ to advance his career because he doesn't have a clue how to run anything except his mouth." (Tweet)
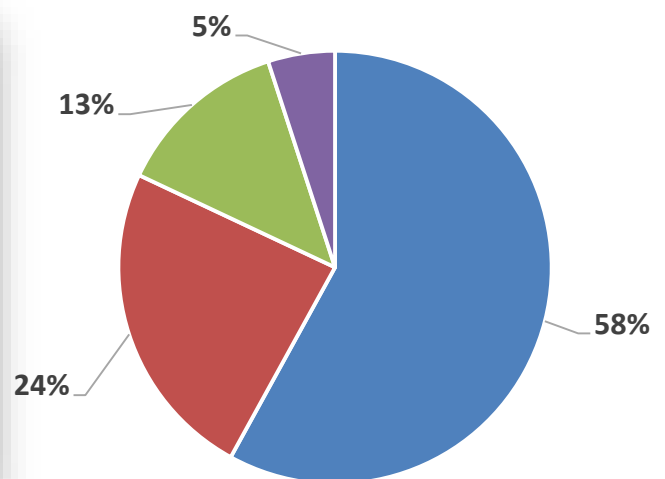
Findings: Gavin Newsom Topic Modeling

Topic Modeling of messages from Newsom's social media profiles uncovered three trending topics: #BlueCA bus tour, Donald Trump critiques, and immigrant children

- 58% of online discussions from Newsom's social media profiles were linked to his #BlueCA bus tour
  - 84% of comments from Newsom's Facebook posts are overwhelmingly negative
  - Anti-Newsom Facebook groups (e.g. Pit Bulls Against Gavin Newsom) post comments to the bus tour posts with their own hashtags (i.e. #PitbullsAgainstGavinNewsom)
- 24% of Newsom's messaging targeted President Trump's comments
  - 78% of all comments want Newsom to focus on his campaign promise—deliver healthcare reform and address their concerns with criminal justice reform
- 13% of messages posted by Newsom's campaign were on justice to immigrant children
  - 52% of responses to immigration posts demand Newsom to focus on California's citizens before seeking justice for immigrant children

Meme on Facebook group "Pit Bulls Against Gavin Newsom" criticizing Newsom's breed laws as San Francisco Mayor
(Source: Facebook)

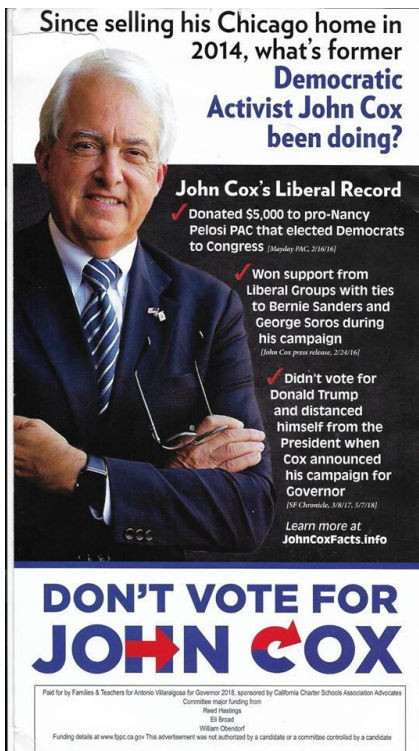**Topics emerging from Newsom's messages**

5%
13%
24%
58%

- #BlueCA Bus Tour
- Comments on Trump
- Immigrant Children
- Other

"Republican John Cox will run California state government like a business...that gets fined millions of dollars for monetary malpractice."
*(Twitter post)*

Findings: John Cox Topic Modeling

Topic Modeling of messages from Cox's social media profiles uncovered three trending topics: Cox's #HelpIsOnTheWay campaign, attacks against Gavin Newsom, and gas tax repeal

- 72% of messages from Cox's campaign were linked to his #HelpIsOnTheyWay campaign
  - Mr. Cox is using the hashtag to message his campaign topics (e.g. jobs, auditing the inefficient DMV, and reducing the poverty gap)
- 12% of messages from Cox attacked Gavin Newsom and his campaign promises
  - 78% of these messages used visual illustrations
  - 98% of all Facebook posts discussed the visual aids
- 7% of messages focused on the gas tax (Proposition 69) repeal
  - Messages included hashtag #VoteYesto6 to urge his social media followers to vote for repealing the proposed gas tax using Proposition 6 to counter Proposition 69

Online ad posted on Facebook
criticizing John Cox
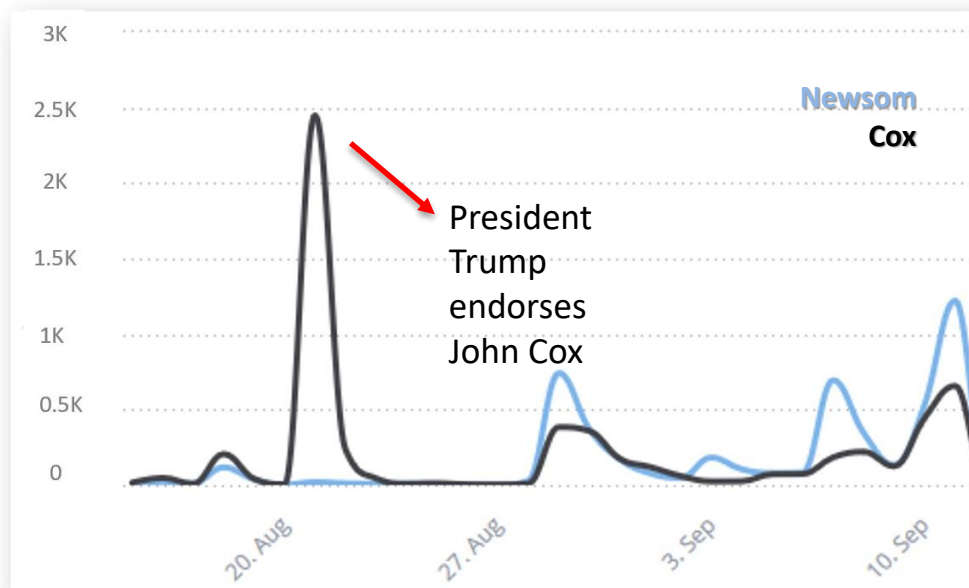(Source: Facebook)

Topics emerging from Cox's messages

- 9%
- 7%
- 12%
- 72%
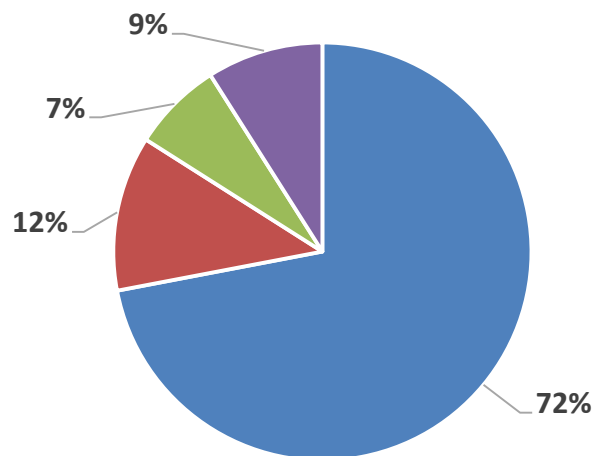
- ■ #HelpIsOnTheWay Campaign
- ■ Anti-Newsom Ads
- ■ Gax Tax Repeal
- ■ Other

www.enodoglobal.com

"Newsom is too busy attacking Washington and completely ignoring talking about himself, his policies, and the issues facing the state of California." *Facebook*

Key Findings

- There is no connection between either candidate's communications and the issues most important to California residents
    - Neither candidate effectively engages constituents on Key Topics, reflecting both campaigns' failure to optimize communications strategies and engagement activities
    - An estimated 22% of Californian voters remain undecided, however they could be won over by candidates addressing Key Topics
- Cox's public sentiment spiked due to Trump's endorsement
    - The endorsement via Twitter on 20 August significantly increased positive online conversations about the candidate, but failed to establish a lead
    - Cox enjoys a greater percentage of positive sentiment than Newsom, although Newsom sustains a greater volume of positive commentary
- John Cox is favored in rural areas but not among urban populations, which prevents him from capturing the largest percentage of California voters
    - Newsom remains the preferred candidate among urban voters

Positive Commentary about Candidates over 30 Days

Constituent Analysis Level I:
California Gubernatorial
September 5 – September 12, 2018

www.enodoglobal.com

ENODO
GLOBAL

"John, WE need you to pull independents like me and undecideds. I know Gavin from working on his campaign. If he wasn't such an extreme socialist I'd actually vote for him." Facebook

Recommendations

- Immediately change campaign communications to address Key Topics (e.g., emergency response, criminal justice, and net neutrality)

- Continuously monitor online and social media to identify new trending topics and their associated public sentiment to inform and update the communications strategy, engagement activities, and campaign decisions

- Conduct Social Media and Social Network Analysis to identify Key Influencers, optimize social media interactions, and shape online conversations and voter sentiment

- Design and implement engagement activities (e.g., rallies, speeches, interviews, ground game, and public policy) around Key Topics and Key Influencers

Data Analytics

ENODO's Social Listening Tools examined 120,928 Facebook posts, 91,114 Tweets, 22,427 Instagram posts, 21,635 YouTube videos and comments, 12,913 online news sites, 7,307 RSS feeds, 6,125 blogs, 5 Google+ posts, and 4 forums to analyze public sentiment of Cox and Newsom, and topic model California to assess candidates' communication content.

GAVIN
FOR GOVERNOR

JOHN COX
FOR GOVERNOR 2018

Immigrant Children
Attacks on Trump
#BlueCA

Emergency Response
California Criminal Justice Reform
Net Neutrality

Gas Tax Repeal
#HelpIsOnTheWay
Attacks on Gavin Newsom

ENODOGLOBAL.COM | INFO@ENODOGLOBAL.COM