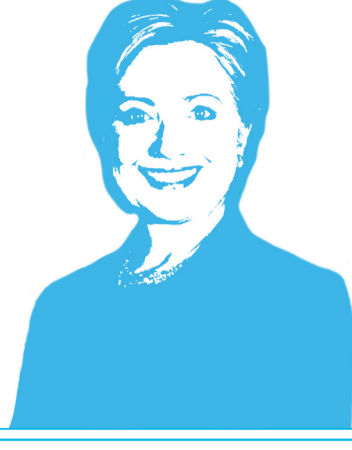


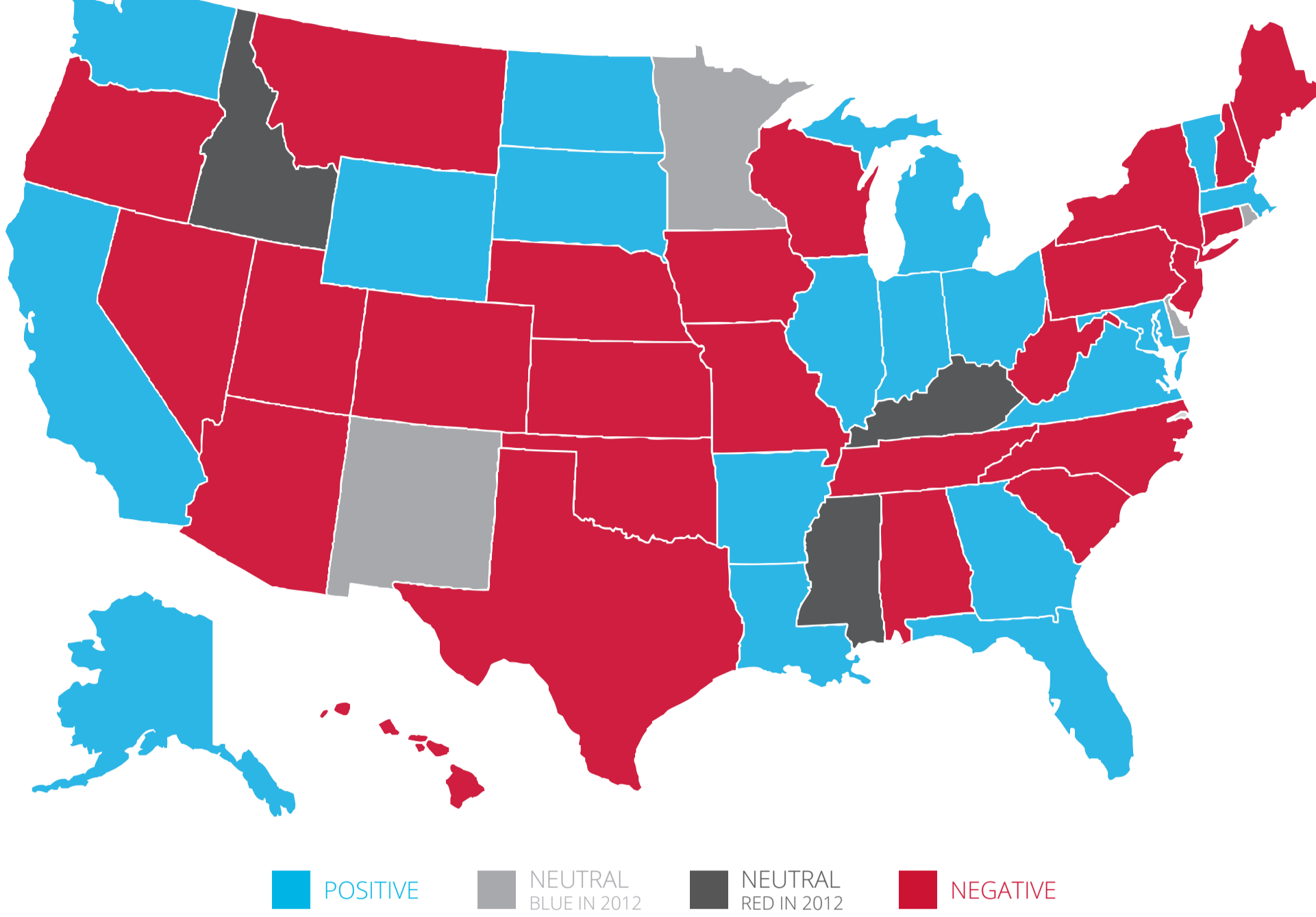
# IF TWEETS WERE VOTES

BNR BLUE NATION REVIEW

How Hillary Clinton would fare if the Presidential election were based on Twitter sentiment from April 29 to May 29, 2015.



## State-by-State Sentiment



POSITIVE NEUTRAL BLUE IN 2012 NEUTRAL RED IN 2012 NEGATIVE

## Electoral Votes

The number of electoral votes Hillary Clinton would win

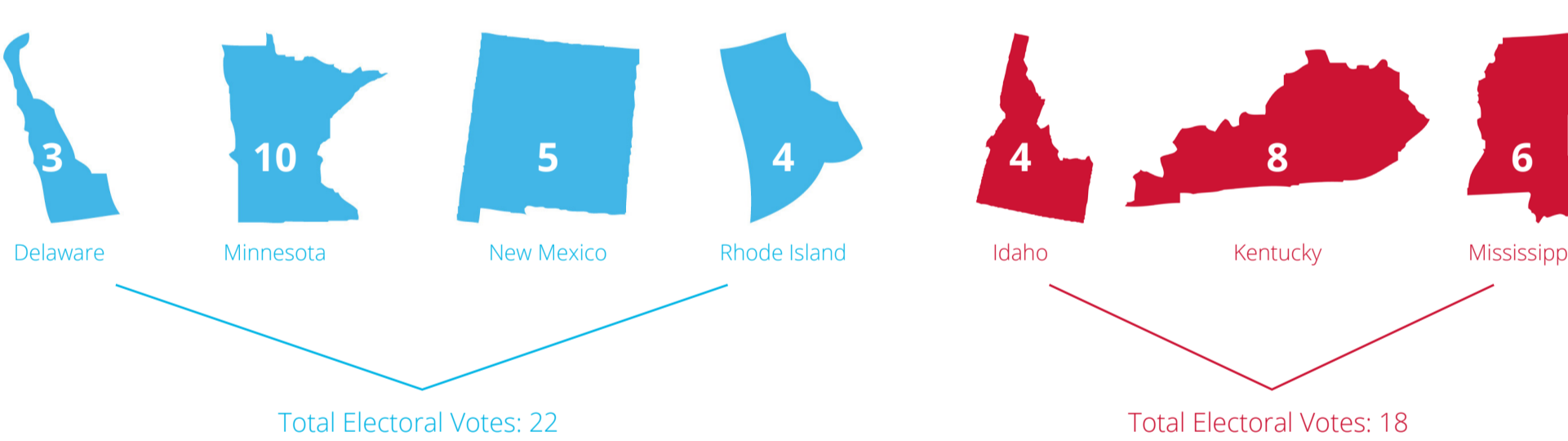
STATE	SENTIMENT	ELECTORAL VOTES	STATE	SENTIMENT	ELECTORAL VOTES
Vermont	50.00%	3	Rhode Island	0.00%	4
South Dakota	40.00%	3	Tennessee	-1.69%	11
Alaska	40.00%	3	Oklahoma	-2.78%	7
North Dakota	33.33%	3	Colorado	-4.00%	9
Wyoming	25.00%	3	Pennsylvania	-4.40%	21
Indiana	23.53%	11	New York	-6.32%	31
Washington	12.05%	11	Texas	-7.23%	34
Arkansas	11.36%	6	Nevada	-7.50%	5
District of Columbia	10.34%	3	South Carolina	-7.89%	8
Georgia	8.04%	15	Connecticut	-9.09%	7
Wisconsin	7.14%	10	Alabama	-10.00%	9
Illinois	5.26%	21	New Jersey	-10.71%	15
Louisiana	4.88%	9	Utah	-11.11%	5
Massachusetts	4.88%	12	New Hampshire	-11.67%	4
Michigan	4.62%	17	Iowa	-12.28%	7
California	3.41%	55	Maine	-14.29%	4
Virginia	1.79%	13	Oregon	-16.47%	7
Maryland	1.61%	10	Montana	-16.67%	3
Ohio	0.90%	20	Arizona	-17.81%	10
Florida	0.46%	27	North Carolina	-17.89%	15
Delaware	0.00%	3	Nebraska	-18.18%	5
Idaho	0.00%	4	Kansas	-19.05%	6
Kentucky	0.00%	8	Hawaii	-31.25%	4
Minnesota	0.00%	10	Missouri	-38.46%	11
Mississippi	0.00%	6	West Virginia	-41.67%	5
New Mexico	0.00%	5			

	WON	LOST	TOO CLOSE TO CALL	NEEDED TO WIN	NEEDED
ELECTORAL VOTES	255	243	40	270	15

## Insights

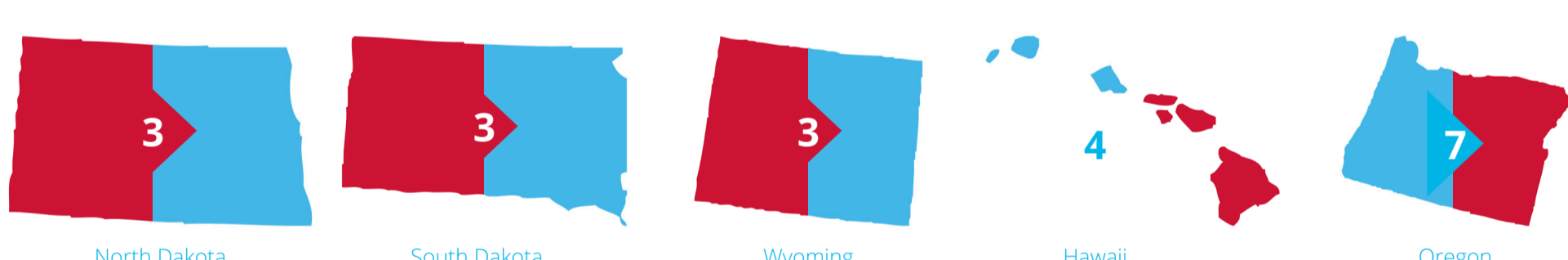
### Neutral States

More neutral states voted democratic than republican in 2012 and represent more electoral votes. Hillary should focus on them.



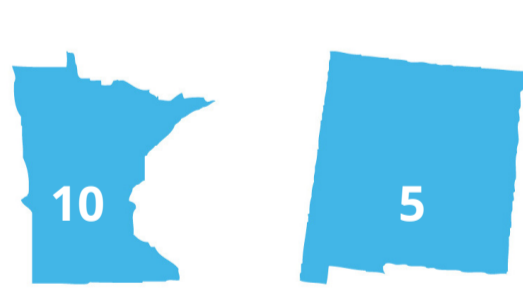
### Identity Crisis

States that have a different sentiment than how they voted in 2012



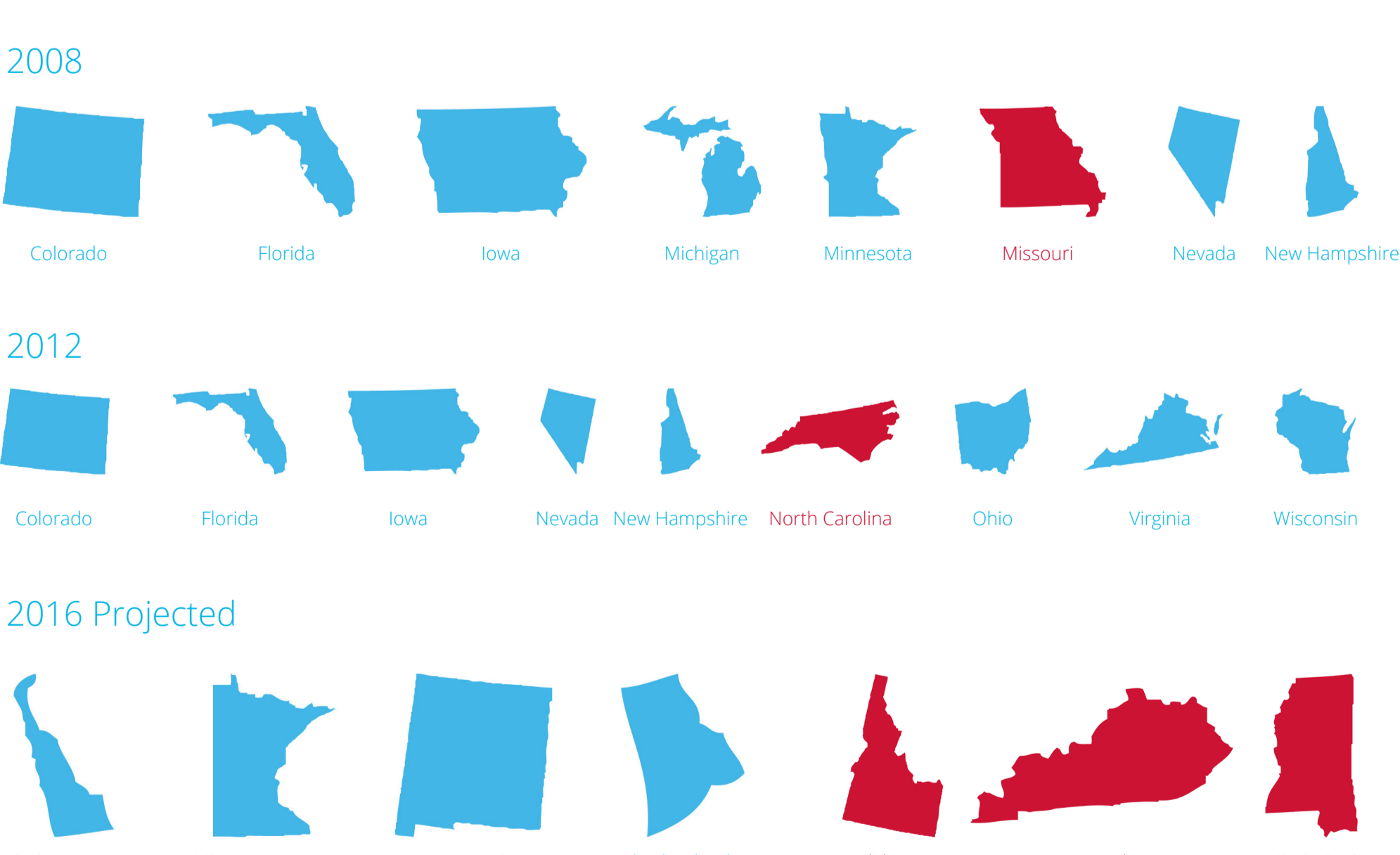
### The Path to Victory

If Hillary can keep Minnesota and New Mexico voting democratic, she will get the 15 votes she needs to win the election



### Swing States

If Tweets were votes, the swing states would look a lot different in 2016 than they did in 2012 or even 2008.



## Methodology

**Sentiment** is defined as the percentage of positive tweets minus the percentage of negative tweets that occurred within a state during a specified timeframe. A **Sentiment** value greater than 0 is interpreted to be positive and assumed that a candidate would win that state in the presidential election. A **Sentiment** value less than 0 is interpreted to be negative and assumed that the candidate would lose that state in the presidential election.

- Everyone who tweets is eligible to vote in the presidential election
- States with a sentiment value of 0 are too close to call and the candidate will not win the electoral votes in that state