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US PRESIDENTIAL RACE 2016
SOCIAL MEDIA DEMOGRAPHIC INSIGHTS

Analysis and comparison of the Twitter and Instagram audience demographics of Hillary Clinton, Bernie Sanders, Martin O'Malley, Donald Trump, Ted Cruz, Marco Rubio, Jeb Bush and Ben Carson.

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INTRODUCTION

All candidates in this year's presidential race recognize the crucial role that social media plays in winning voters' hearts and minds. With contests in Iowa and New Hampshire already decided, we evaluate candidates' success reaching specific voter demographics on Twitter and Instagram, the two social networks that lend themselves most readily to audience profiling.

The primary aim of this whitepaper is to publish demographic analysis for wider discussion and interpretation by political researchers and observers. While we furnish preliminary insights ourselves (within the *Key Findings* and *Candidate-by-Candidate Analysis* sections), the underlying data has potential to shed a deeper perspective on recent primary results and future contests, and also speaks to the electability of candidates who may earn their party's nomination.

We used the same methodologies that serve our *Demographics Pro* agency and Fortune 500 customers to analyze the Twitter and Instagram reach of 8 presidential candidates (one of whom has since withdrawn), splitting their audiences by age, marital status, parental status, ethnicity, personal income and location by state (16 early primary and swing states).

For candidates' Twitter audiences, we have compared the demographics of followers added in three separate periods:

- **Pre-Campaign:** Followers added prior to August 1, 2013 (establishing base support).

- **Early-Campaign:** Followers added August 1, 2013 - July 31, 2015 (candidacy announcements).

- **Mid-Campaign:** Followers added August 1, 2015 – January 31, 2016 (up to the Iowa Caucus).

Finally, we analyzed people tweeting and retweeting the official hashtags promoted by each campaign to compare the demographics of active supporters versus passive followers.

KEY FINDINGS

By comparing the Twitter followers that candidates added over three time periods (Pre-Campaign, Early-Campaign and Mid-Campaign), a clear overarching trend emerges for all candidates, Democrat and Republican alike, of audience demographics shifting from wealthier, older voters to less affluent, younger voters.

Democratic candidates have significantly better reach on Twitter and Instagram to female voters, African American voters, and Hispanic voters. While trailing Democratic candidates in this respect, Republican candidates also generally reach more female and non-white voters as their campaigns progress; a notable exception is Donald Trump, whose followers have skewed further male and white over time.

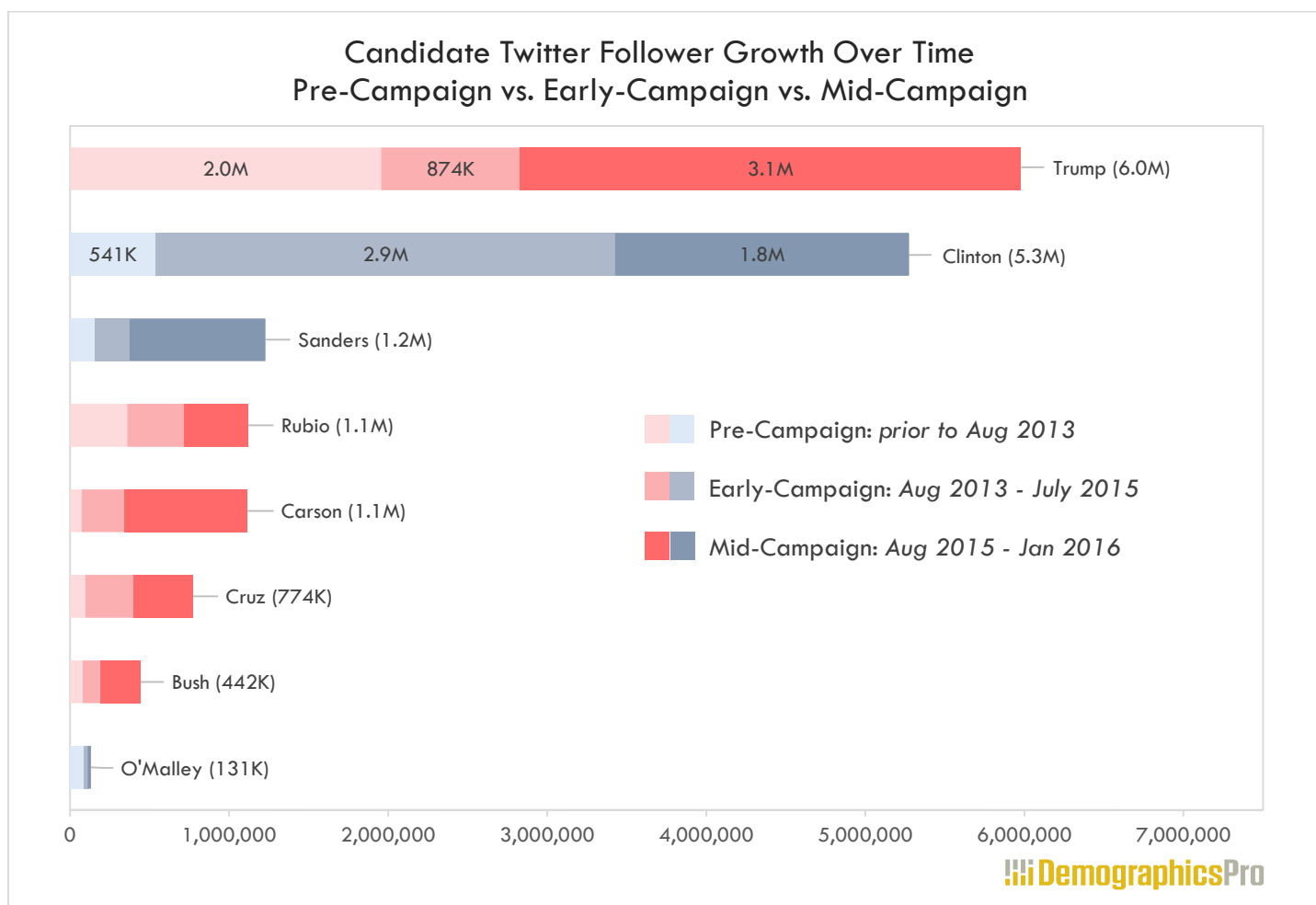Analyzing Twitter and Instagram audience reach based on gender, ethnicity, age and income:

- Of the 3.1 million Twitter followers Donald Trump added Mid-Campaign, only 35.3% are female, a significant decline from 42.5% female Pre-Campaign. At the same time, his percentage of white/Caucasian followers increased from 87.3% Early-Campaign to 90.1% of followers added Mid-Campaign. [Ref: H07]

- Although Donald Trump's reach to female and non-white voters is declining over time, the Twitter and Instagram followers of Republican Ted Cruz are still the oldest, most affluent, and most likely to be white and male of all candidates. [Ref: H01 and H03]

- Democratic candidate Bernie Sanders is notable for having the youngest and least affluent Twitter following out of all candidates, with 45.4% of his audience aged under 25 and 49.0% with an annual income of less than $30,000. On Instagram, Republican Ben Carson reaches an even younger, less affluent audience, with 67.8% of his followers aged under 25, and 71.2% earning less than $30,000. [Ref: H01 and H03]

- Hillary Clinton is the only candidate with a majority female Twitter following, at 55.4%, while no Republican candidate has above 41.0% female followers. On Instagram, her female audience rises to 69.2%. [Ref: H01 and H03]

KEY FINDINGS (continued)

While a candidate's ability to reach female voters, younger voters, and non-white voters reveals broad appeal to the electorate, a geographical analysis of new followers added offers valuable insight into state-by-state momentum, and likely performance in the primaries. Looking at the percentage distribution of Twitter followers added Mid-Campaign within early primary and swing states compared to Pre-Campaign distribution, we note that:

- Of the first two states to vote this primary season, all candidates saw their Twitter Mid-Campaign follower distribution in Iowa being significantly higher than Pre-Campaign (typically 50-100% higher), yet remaining relatively flat in New Hampshire.

- As Bernie Sanders insurgent campaign for the Democratic nomination gains momentum, his percent of Twitter followers in Iowa grew from 0.6% Pre-Campaign to 1.1% of followers added Mid-Campaign. [Ref: H05]

- On the Republican side, Ted Cruz's similarly insurgent campaign saw 1.6% of followers added Mid-Campaign come from Iowa, 5.3x normal Twitter distribution for this state. He has also seen strong relative gains in South Carolina (1.7% Pre-Campaign to 2.3% Mid-Campaign), Ohio (2.6% to 4.1%), North Carolina (2.5% to 3.5%), Georgia (3.3% to 4.3%) and Pennsylvania (2.8% to 4.0%). His largest support base still sits in Texas, accounting as of January 31st for 18.2% of his entire Twitter audience. [Ref: H08]

In the pages that follow, we take a detailed candidate-by-candidate look at Twitter/Instagram audience demographics.

Candidate Twitter Follower Growth Over Time
Pre-Campaign vs. Early-Campaign vs. Mid-Campaign

Trump (6.0M): 2.0M | 874K | 3.1M
Clinton (5.3M): 541K | 2.9M | 1.8M
Sanders (1.2M)
Rubio (1.1M)
Carson (1.1M)
Cruz (774K)
Bush (442K)
O'Malley (131K)

Pre-Campaign: *prior to Aug 2013*
Early-Campaign: *Aug 2013 - July 2015*
Mid-Campaign: *Aug 2015 - Jan 2016*

...

CANDIDATE-BY-CANDIDATE ANALYSIS

Hillary Clinton

Hillary Clinton has an increasingly diverse Twitter following, and the strongest historical and current following from women out of all candidates. Clinton, who won the Iowa caucus by a razor thin margin and lost in New Hampshire by more than 20 percentage points to Bernie Sanders, leads polling in states which are more diverse than Iowa and New Hampshire. Iowa's population is 92.0% white, ranking as the 6th least diverse state in the country, while New Hampshire is 94.0% white, ranking 3rd lowest in diversity.

With reference to Appendix H04, notable demographic insights include:

- 93.4% of Hillary Clinton's Pre-Campaign Twitter followers are white/Caucasian, which reduces to 84.6% white/Caucasian for followers added Mid-Campaign. While not all of Clinton's efforts at earning Hispanic votes have been successful, her proportion of Hispanic followers nonetheless increased from 3.9% Pre-Campaign to 7.7% of followers added Mid-Campaign. On Instagram, 7.3% of her total audience is Hispanic.

- Clinton has the highest percent of female Instagram followers, at 69.2%. On Twitter, she started Pre-Campaign with a 61.4% female following, reducing to 52.2% female followers added Mid-Campaign (see chart below). While her overall Twitter audience still skews female (55.4%), people tweeting #Hillary2016 skew slightly male (51.9%).

- Pre-Campaign, a massive 73.4% of Clinton's Twitter followers were aged 25-44, more concentrated in this range than any other candidate. As her campaign has progressed, she reaches a much younger audience: 58.5% of her 1.8 million followers added Mid-Campaign are aged under 25. While Clinton is gaining ground with younger voters, Bernie Sanders still leads all candidates in this respect, with 64.5% of followers added Mid-Campaign aged under 25.


Hillary Clinton vs. other candidates
Percent of female Twitter followers added
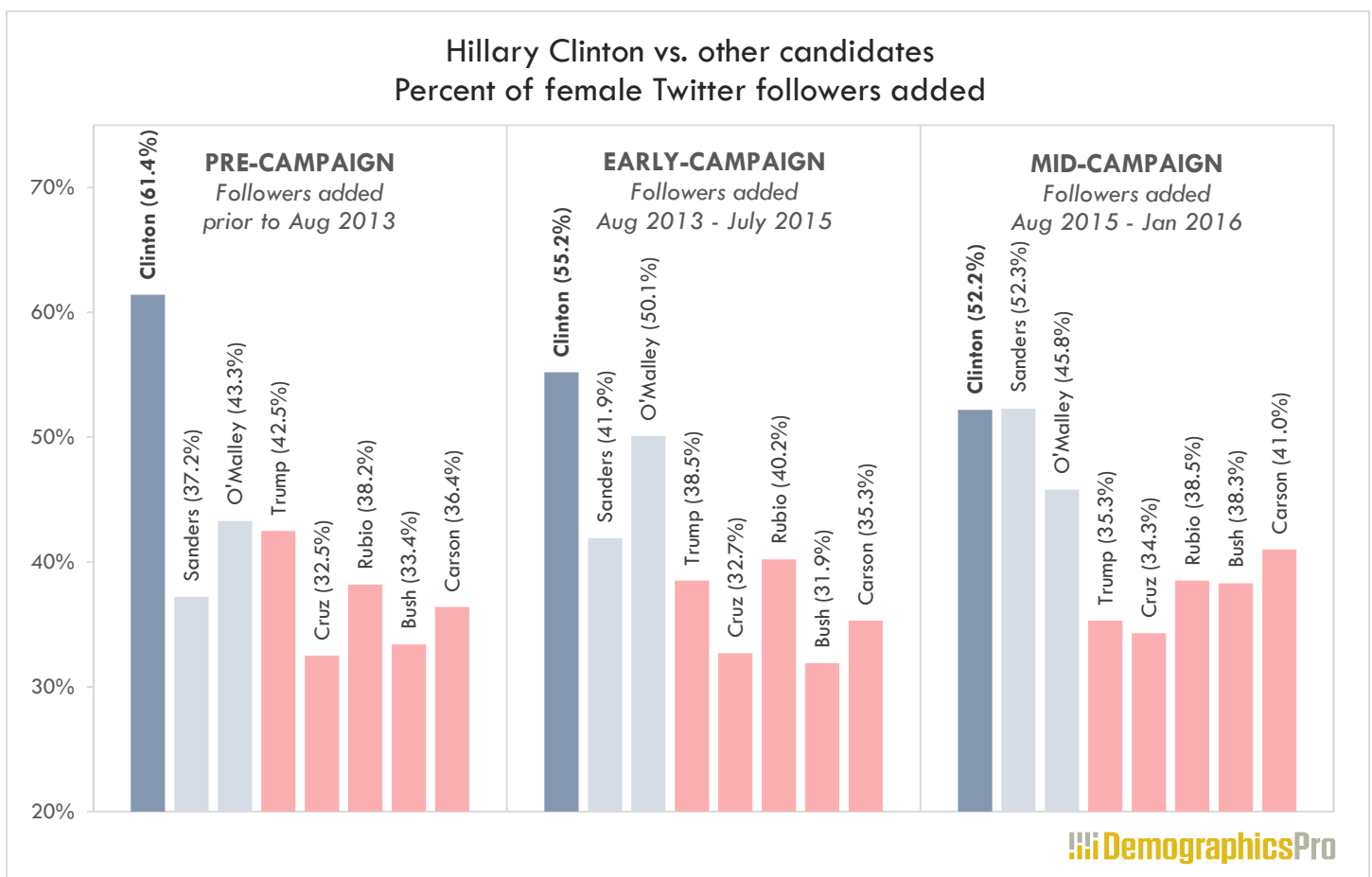
Bernie Sanders

Bernie Sanders is most notable for reaching a young, low-income Twitter audience, likely the result of a message focused on the decline of the middle-class and college affordability. While he does very well with younger voters, engaging his older audience (who tend to be more likely to vote in primaries) will be important to his continued competitiveness this primary season.

With reference to Appendix H05, notable demographic insights include:

- People with under $30,000/year income, who made up only 17.0% of Sanders 155,800 Pre-Campaign Twitter followers, accounted for a significant 67.2% of the 855,800 followers he added Mid-Campaign (see chart below).

- Sanders' Twitter audience is 36.7% aged 20 and under, the highest percent out of any candidate. A sign of his youthful audience, Sanders is the only candidate to have a Twitter following which is more than 30.0% single (unmarried), at 41.5% of his 1.2 million followers.

- Sanders' percent of Twitter followers from Florida drops from 4.5% Pre-Campaign to 3.9% of followers added Mid-Campaign (while Clinton has follower growth in Florida from 4.1% to 5.1%). Florida is notable as having the 5th oldest population in the US and many primary delegates.

- Sanders' Twitter followers decline from 95.4% white/Caucasian Pre-Campaign to 86.0% of followers added Mid-Campaign. Of Sanders' 855,800 Twitter followers added Mid-Campaign, 7.5% are Hispanic and 5.6% are African American.


Bernie Sanders vs. other candidates
Percent of Twitter followers with below $30K/year income
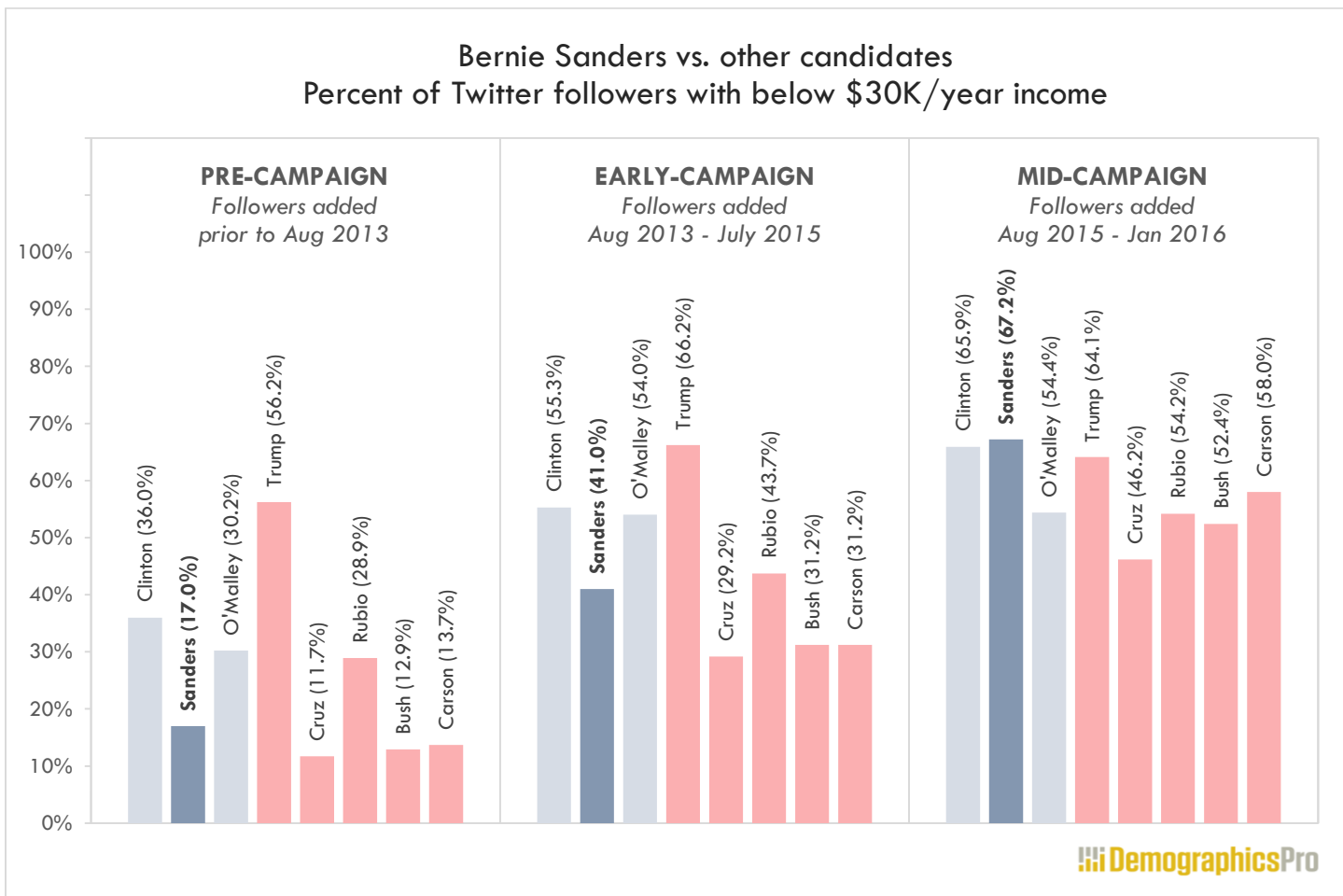
Martin O'Malley

The weaknesses in Martin O'Malley's presidential bid leading to an early campaign suspension are mirrored in his relatively small social audience: with just 131,100 followers on Twitter and 10,800 followers on Instagram, he has significantly less reach than all other candidates. His followers on both networks skew older and relatively affluent, indicating he has failed to broaden his appeal beyond a core support base to the wider electorate.

With reference to Appendix H06, notable demographic insights include:

- O'Malley's Twitter followers have a median $53.1k/year income (over his entire audience), and a median $39.9k/year income for followers added Mid-Campaign.

- O'Malley's percent of white/Caucasian Twitter followers changes little from Pre-Campaign through to Mid-Campaign, averaging 89.8% of his total 131,100 followers. However, his percent of African American followers has declined, from 6.5% Pre-Campaign to 4.3% of followers added Mid-Campaign, while his percent added Hispanic followers is on the upswing, increasing from 3.2% to 6.3%. On Instagram, O'Malley's followers are the most ethnically diverse of all candidates, at only 86.6% white/Caucasian (see chart below).

- In Maryland, O'Malley's percent of followers drops from a substantial 32.2% Pre-Campaign to only 1.9% of followers added Mid-Campaign, showing that nationally, O'Malley was a relative unknown before his campaign.

- O'Malley's percent of Twitter followers in Iowa is notably high when compared to all candidates, at 1.6% overall and 2.3% of followers added Mid-Campaign (vs. an average of 1.3% Mid-Campaign for all candidates). This likely reflects O'Malley's focus of limited campaign resource in Iowa: in absolute terms, his audience in all states is small.

Martin O'Malley vs. other candidates
Percent of white/Caucasian Instagram followers
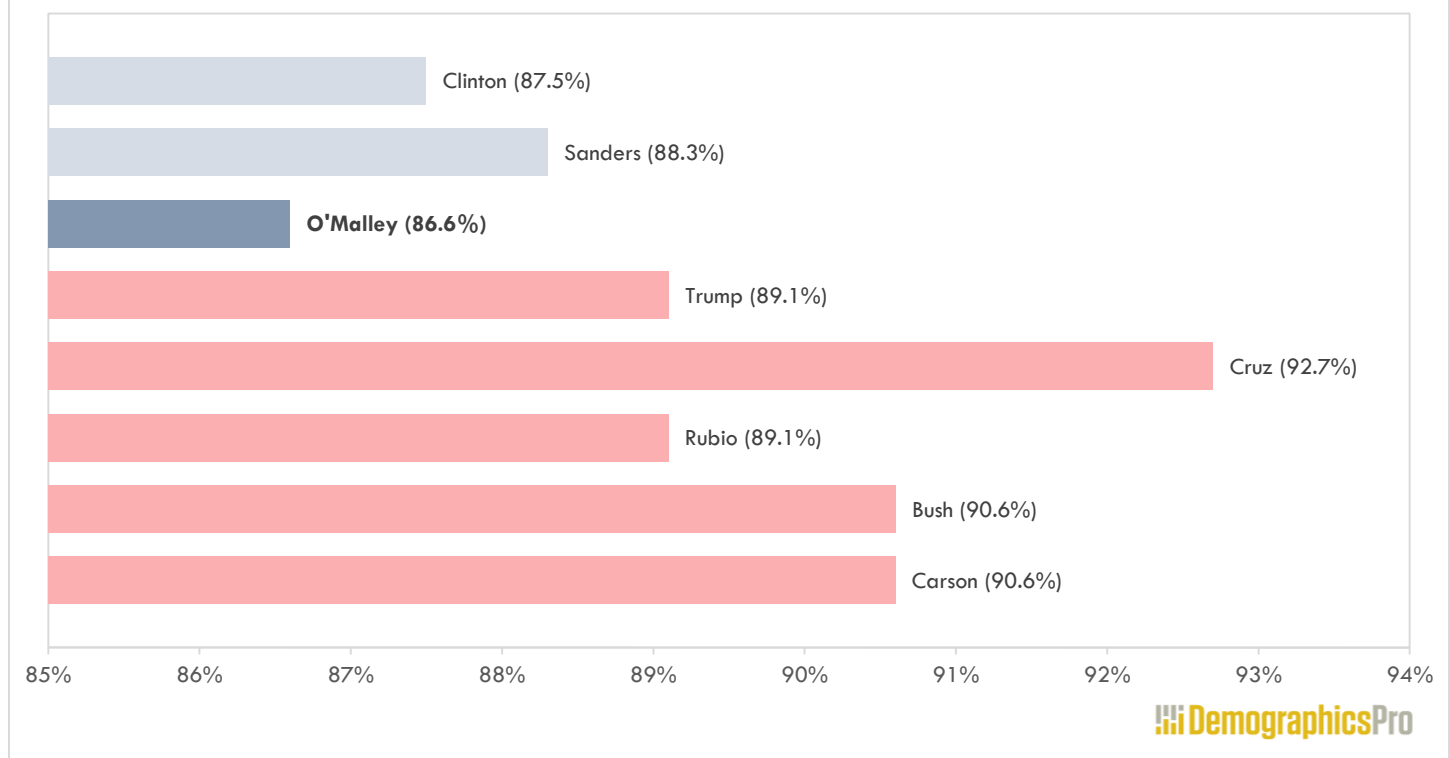
Donald Trump

Likely due to his career as a business leader and television personality, Trump's Pre-Campaign Twitter audice skews more youthful, racially diverse, and is significantly larger than the Pre-Campaign audiences of all other candidates. However, the 3.1M followers he adds Mid-Campaign are significantly less diverse in gender and ethnicity. These Mid-Campaign demographics played well towards Trump's victory in New Hampshire, which is 98.0% white/Caucasian and the second most secular state in the US (Iowa's evangelicals, who largely supported Ted Cruz, were a major contributing factor to Trump not winning the Iowa caucus).

With reference to Appendices H02 and H07, notable demographic insights include:

- Trump has a massive 6 million Twitter followers. The only candidate rivalling him for audience reach is Hillary Clinton, with 5.3 million followers.

- There is a noticeable jump in percent of Trump's white/Caucasian audience, from 87.3% of followers added Early-Campaign to 90.1% of followers added Mid-Campaign (see chart below). Not coincidentally, those tweeting #MakeAmericaGreatAgain are 97.4% white/Caucasian, the highest of all candidates' active supporters. At the same time, Trump's percent of Hispanic Twitter followers has dropped from 5.6% Pre-Campaign to 4.3% of followers added Mid-Campaign.

- Analyzing the location of voters tweeting candidates' campaign hashtags during the last week of January 2016 reveals New Hampshire as accounting for 1.4% of voters tweeting Trump's #MakeAmericaGreatAgain versus 0.5% tweeting #CruzCrew. Trump's margin of victory over Cruz in New Hampshire was 35% to 12%.
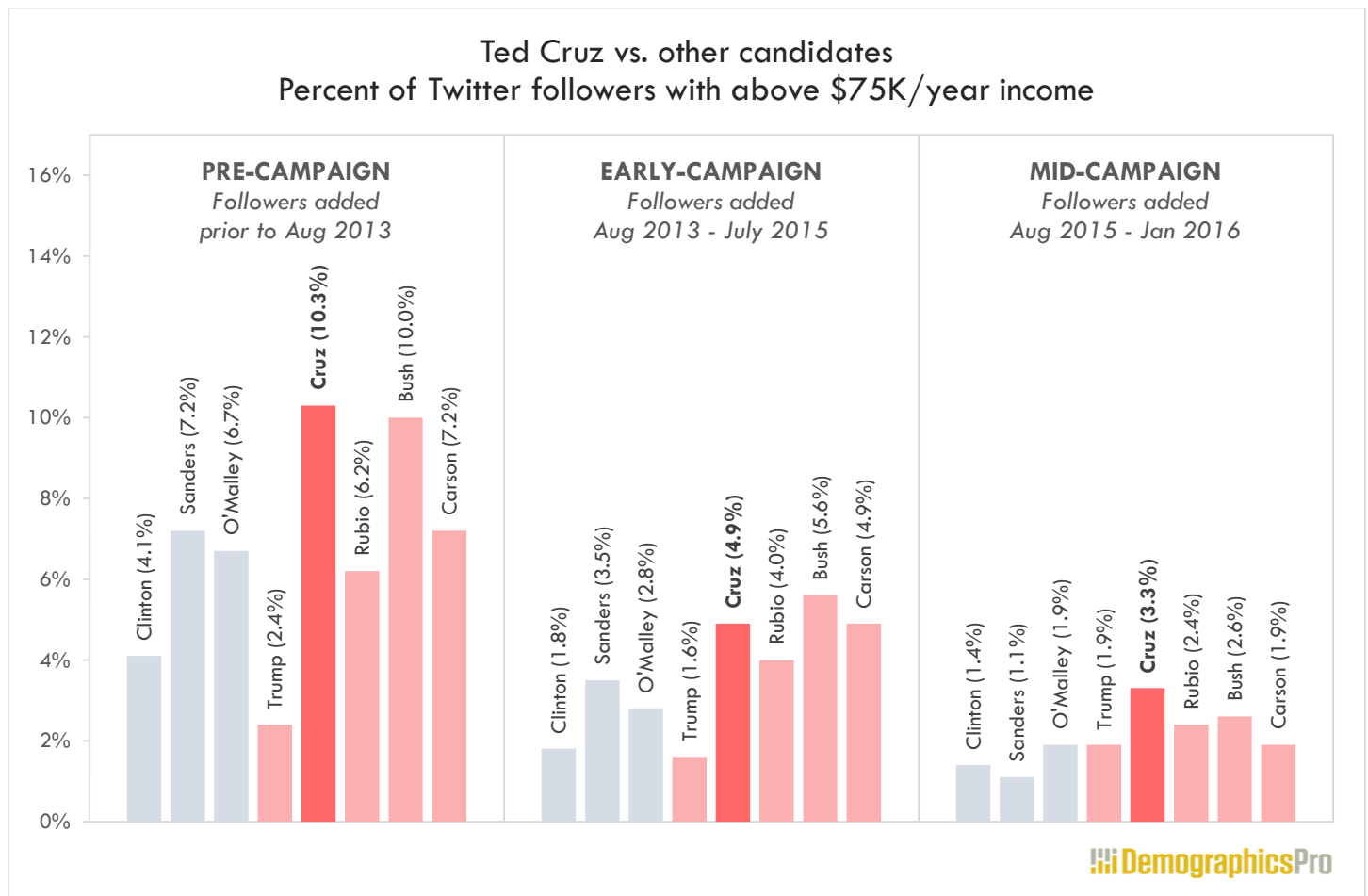

Donald Trump vs. other candidates
Percent of white/Caucasian Twitter followers
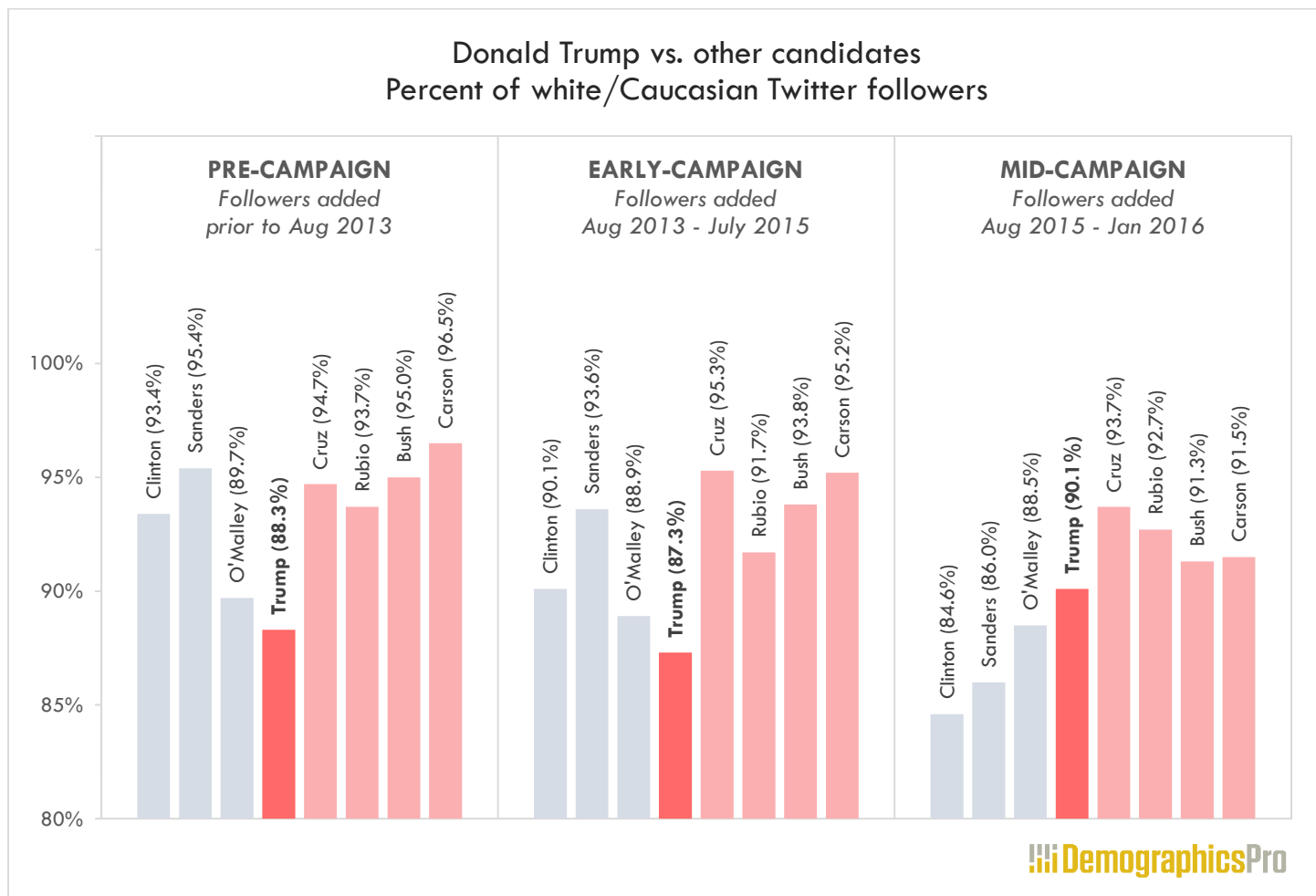
Ted Cruz

While he has seen some improvement in audience diversity moving from Pre-Campaign to Early-Campaign and Mid-Campaign, overall Senator Cruz's Twitter and Instagram followers are the oldest, most affluent, and most likely to be white and male of all candidates.

With reference to Appendices H02 and H08, notable demographic insights include:

- 1.6% of 375,400 Cruz followers added Mid-Campaign come from Iowa, which is 5.3x the normal Twitter distribution for the state. He has also seen strong relative gains in South Carolina (1.7% Pre-Campaign to 2.3% Mid-Campaign), Ohio (2.6% to 4.1%), North Carolina (2.5% to 3.5%), Georgia (3.3% to 4.3%) and Pennsylvania (2.8% to 4.0%).

- Texans account for 18.2% of Ted Cruz's 773,900 follower Twitter audience and 18.0% of his 77,800 follower Instagram audience.

- Hispanic voters account for only 3.7% of Cruz's Twitter audience and 4.7% of his Instagram audience. Only one other candidate, Ben Carson, reaches a smaller proportion of Hispanics (3.2% Twitter and 3.7% Instagram).

- 88.5% of Cruz's Twitter followers are married and 34.7% are parents, higher than all other candidates in both respects, and demonstrating his strong base of support within traditional families.

- Cruz has the most affluent Twitter followers of all candidates, with a median average $56.7k/year income, and 6.0% of his audience earning above $75,000/year (see chart below). Meanwhile, 91.8% of those tweeting #CruzCrew earn at least $30,000 in yearly income, higher than any other candidate.

Ted Cruz vs. other candidates
Percent of Twitter followers with above $75K/year income

PRE-CAMPAIGN
Followers added prior to Aug 2013

EARLY-CAMPAIGN
Followers added Aug 2013 - July 2015

MID-CAMPAIGN
Followers added Aug 2015 - Jan 2016

Pre-Campaign: Clinton (4.1%), Sanders (7.2%), O'Malley (6.7%), Trump (2.4%), Cruz (10.3%), Rubio (6.2%), Bush (10.0%), Carson (7.2%)

Early-Campaign: Clinton (1.8%), Sanders (3.5%), O'Malley (2.8%), Trump (1.6%), Cruz (4.9%), Rubio (4.0%), Bush (5.6%), Carson (4.9%)

Mid-Campaign: Clinton (1.4%), Sanders (1.1%), O'Malley (1.9%), Trump (1.9%), Cruz (3.3%), Rubio (2.4%), Bush (2.6%), Carson (1.9%)
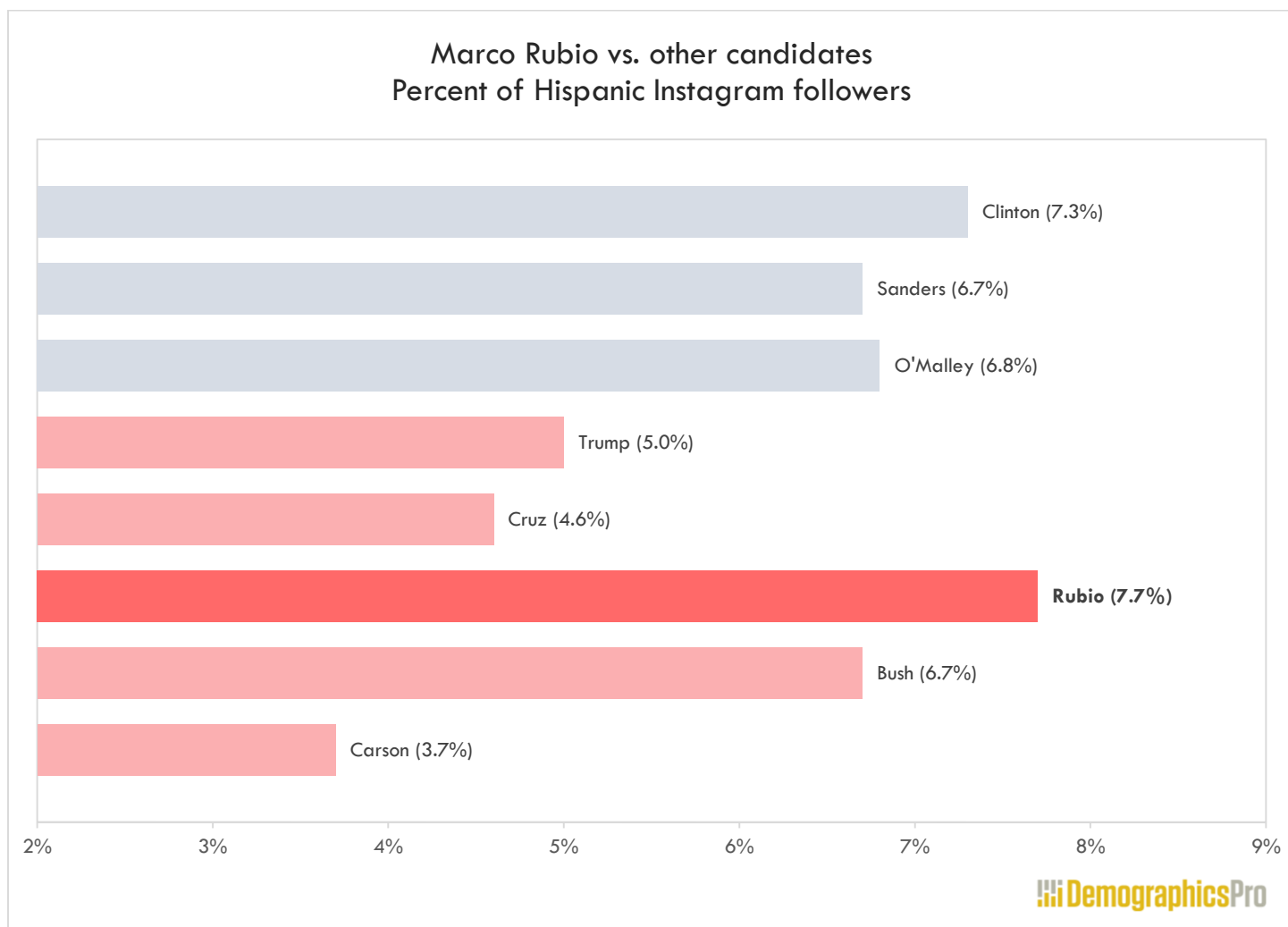
Marco Rubio

Rubio has a relatively large and highly-engaged Twitter audience, certainly an asset as he works to position himself as the most serious Republican establishment contender for the GOP nomination.

With reference to Appendices H02 and H09, notable demographic insights include:

- 3,000 people tweeted #Rubio2016 in a one-week period leading up to the Iowa caucus, a volume second only to caucus-winner Ted Cruz.

- Rubio reaches a higher percent of African American Twitter followers over time, from 1.6% Pre-Campaign to 2.7% of followers added Mid-Campaign. On Instagram, a higher 3.1% of Rubio's followers are African American and 7.7% are Hispanic (see chart below), compared with 4.5% Hispanic followers on Twitter. This suggests that Instagram might be a better medium for Rubio to engage minority voters.

- Rubio's percent of Twitter followers from his home state of Florida drops from 15.5% Pre-Campaign to 6.3% of followers added Mid-Campaign, showing broader national appeal as his campaign gathers momentum.

Marco Rubio vs. other candidates
Percent of Hispanic Instagram followers

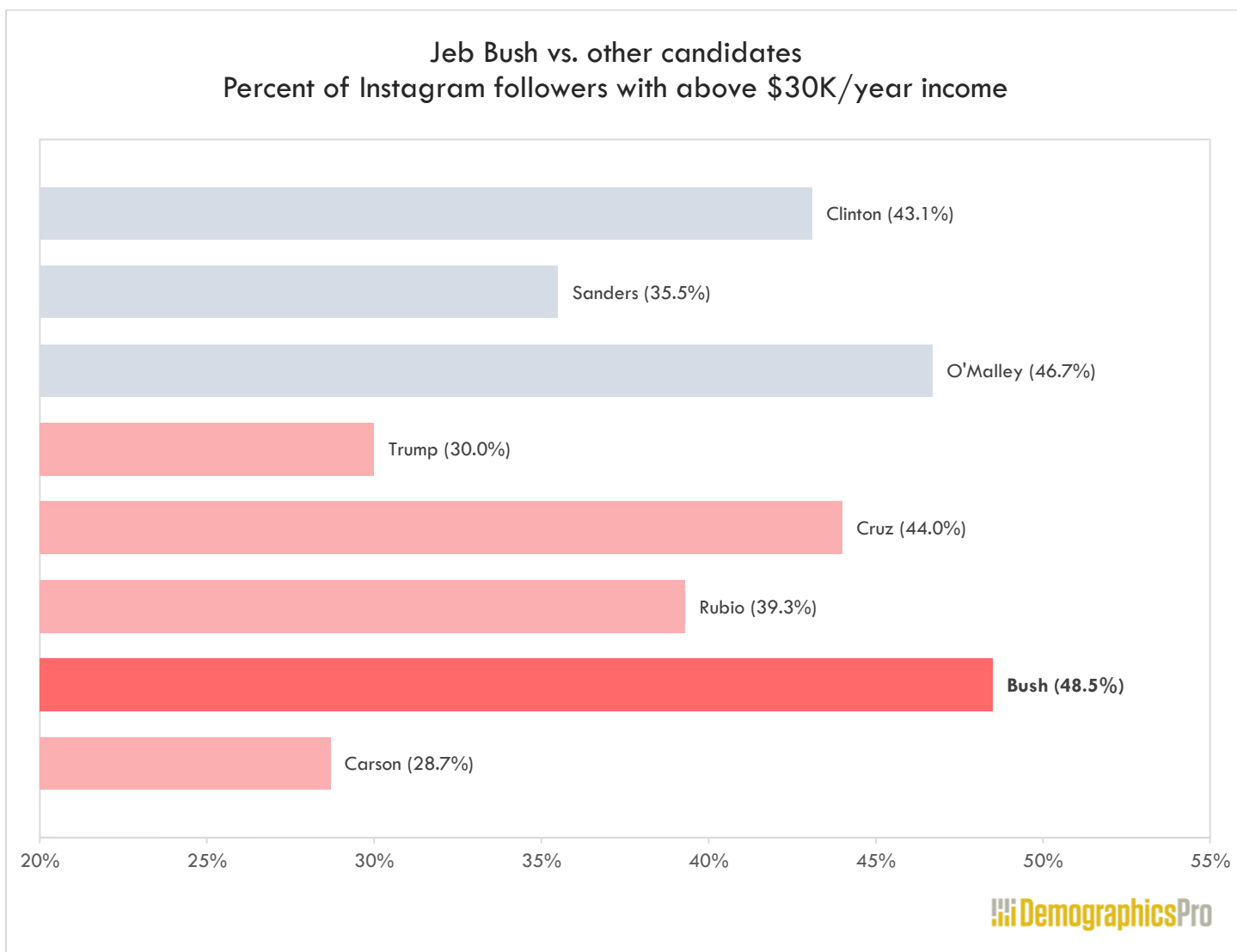| Candidate	Percent
Clinton	7.3%
Sanders	6.7%
O'Malley	6.8%
Trump	5.0%
Cruz	4.6%
Rubio	**7.7%**
Bush	6.7%
Carson	3.7%

Jeb Bush

After being labelled "low-energy" by Donald Trump, Jeb Bush is struggling to get the momentum needed to clinch the GOP nomination. Bush did not fare well in Iowa's Caucus nor in New Hampshire's primary, which is reflected by his relatively small Twitter and Instagram audiences (400,000 and 51,000 followers respectively).

With reference to Appendices H02 and H10, notable demographic insights include:

- Those tweeting #AllinforJeb have a 26.9% likelihood of being from Florida, where Jeb Bush was governor, reinforcing the fact that Bush has deep and active backing from those who supported him in the past, but perhaps insufficient to carry him nationally.

- The percent of Bush's followers from Pennsylvania grows from 2.6% of Bush's 107,700 followers added Early-Campaign to 4.0% of his 254,000 followers added Mid-Campaign. (Pennsylvania has a substantial number of primary delegates and is a key swing state in the general election.)

- Of Bush's 51,000 Instagram followers, 48.5% earn $30k/year or more, a higher percent than any other candidate (see chart below).

Jeb Bush vs. other candidates
Percent of Instagram followers with above $30K/year income

Candidate	Percent
Clinton	43.1%
Sanders	35.5%
O'Malley	46.7%
Trump	30.0%
Cruz	44.0%
Rubio	39.3%
Bush	48.5%
Carson	28.7%

Ben Carson

Ben Carson's audience is most notable for the high percent of female Twitter and Instagram followers when compared to other Republican candidates. Despite having a relatively large 1.1 million strong Twitter audience, only a tiny proportion of followers are tweeting his campaign hashtag #Thesehands. His failure to capture an active and engaged audience is reflected by his 4th place finish in Iowa (a state demographically likely to support a candidate like Carson) and 8th place finish in New Hampshire.

With reference to Appendices H02 and H11, notable demographic insights include:

- White/Caucasians made up 96.5% of Ben Carson's 73,900 Pre-Campaign Twitter followers, dropping to 91.5% of his 770,800 followers added Mid-Campaign. Meanwhile, a notable 7.8% of African Americans were tweeting #TheseHands leading up to the Iowa Caucus.

- Twitter users from Iowa made up 3.5% of people tweeting #Thesehands leading up to the Iowa Caucus. Carson placed a distant 4th in the vote and earned just 3 Republican Nominating Convention delegates.

- Ben Carson is the only Republican candidate with a majority female Instagram following, at 51.2% (see chart below). Carson's active Twitter audience (those tweeting #TheseHands) is also majority female, at 61.7%, which is more than any other candidate. However, Carson is second only to O'Malley as having the smallest number of people tweeting his campaign hashtag.

Ben Carson vs. other candidates
Percent of female Instagram followers

Candidate	
Clinton (69.2%)	
Sanders (55.3%)	
O'Malley (45.1%)	
Trump (40.1%)	
Cruz (35.5%)	
Rubio (44.7%)	
Bush (41.9%)	
Carson (51.2%)	

	Hillary Clinton	Bernie Sanders	Martin O'Malley	Donald Trump	Ted Cruz	Marco Rubio	Jeb Bush	Ben Carson
Number of followers:	5.3M	1.2M	0.1M	6.0M	0.8M	1.1M	0.4M	1.1M
Gender								
Male	44.6%	51.8%	54.9%	60.6%	66.9%	61.9%	64.0%	59.4%
Female	55.4%	48.2%	45.1%	39.4%	33.1%	38.1%	36.0%	40.6%
Age								
17 and under	6.7%	9.1%	3.8%	6.7%	3.3%	3.7%	3.1%	6.4%
18 to 20	16.7%	27.6%	14.5%	21.2%	12.8%	17.2%	14.8%	20.9%
21 to 24	17.9%	16.6%	16.5%	23.9%	13.3%	15.7%	15.3%	18.1%
25 to 29	21.3%	16.9%	17.6%	19.5%	13.6%	14.3%	16.0%	14.9%
30 to 34	18.3%	15.0%	22.2%	10.3%	10.5%	13.2%	14.0%	9.6%
35 to 44	13.5%	8.9%	16.7%	9.6%	14.7%	14.2%	17.9%	9.7%
45 to 54	4.0%	4.0%	5.9%	5.9%	20.7%	14.0%	12.5%	14.5%
55 to 54	1.2%	1.6%	2.2%	2.5%	10.1%	6.8%	5.2%	5.4%
65 and over	0.4%	0.3%	0.6%	0.4%	1.1%	0.9%	1.1%	0.6%
Family status								
Single	24.1%	41.5%	20.9%	27.1%	11.5%	13.4%	13.3%	19.8%
Married	75.9%	58.5%	79.1%	72.9%	88.5%	86.6%	86.7%	80.2%
Parents	20.7%	24.1%	30.5%	21.9%	34.7%	27.2%	29.0%	30.9%
Ethnicity								
White/Caucasian	89.3%	88.5%	89.8%	90.4%	94.4%	92.9%	93.4%	93.7%
African American	3.8%	4.7%	5.6%	5.0%	1.7%	1.7%	1.9%	2.9%
Hispanic	6.0%	6.5%	3.7%	4.3%	3.7%	4.9%	4.2%	3.2%
Asian	0.9%	0.3%	0.9%	0.3%	0.2%	0.5%	0.5%	0.2%
Personal income								
$0 - $29,999	55.0%	56.9%	38.6%	59.3%	32.3%	41.2%	37.9%	46.8%
$30,000 - $74,999	42.5%	40.6%	56.6%	38.6%	61.8%	54.5%	57.4%	49.9%
$75,000 +	2.5%	2.4%	4.8%	2.1%	6.0%	4.3%	4.6%	3.3%
US States (early primary and swing states)								
Iowa	0.9%	1.0%	1.6%	0.8%	1.1%	1.2%	1.1%	1.1%
New Hampshire	0.3%	0.3%	0.6%	0.4%	0.3%	0.5%	0.5%	0.3%
Nevada	0.9%	0.6%	0.5%	0.8%	0.9%	0.6%	0.7%	0.9%
South Carolina	1.0%	1.1%	0.9%	2.2%	1.9%	1.7%	2.0%	2.3%
Arizona	1.7%	1.8%	0.9%	1.6%	1.9%	1.8%	1.3%	1.8%
Colorado	1.9%	1.8%	1.4%	1.4%	1.9%	1.4%	1.2%	1.7%
New Mexico	0.2%	0.3%	0.2%	0.2%	0.4%	0.2%	0.3%	0.2%
Wisconsin	1.0%	1.7%	1.4%	1.8%	1.2%	1.8%	1.0%	1.5%
Ohio	3.3%	3.2%	2.7%	4.1%	4.2%	3.6%	3.7%	4.6%
Virginia	2.2%	2.6%	2.9%	2.2%	2.3%	2.2%	2.5%	2.9%
North Carolina	2.5%	2.2%	1.5%	3.0%	3.1%	3.3%	3.2%	3.9%
Georgia	2.4%	2.5%	1.6%	3.2%	4.2%	4.6%	3.5%	4.9%
Florida	4.7%	4.1%	2.9%	6.6%	4.9%	11.4%	12.0%	6.4%
Pennsylvania	3.7%	4.2%	3.2%	4.8%	3.6%	3.3%	2.9%	3.6%
Texas	6.8%	6.2%	4.2%	7.1%	18.2%	10.4%	9.6%	10.4%
Michigan	2.0%	3.1%	1.6%	2.5%	1.8%	1.9%	2.0%	2.6%

	Hillary Clinton	Bernie Sanders/ #FeeltheBern	Martin O'Malley	Trump/#Make AmericaGreatAgain	Ted Cruz/ #CruzCrew	Marco Rubio/ #Rubio2016	Jeb Bush/ #AllinforJeb	Ben Carson/ #TheseHands
Number tweeting:	4.6K	1.6K	0.1K	1.4K	5.3K	3.0K	0.6K	0.2K
Gender								
Male	51.9%	53.7%	55.9%	56.0%	60.0%	60.0%	65.3%	38.3%
Female	48.1%	46.3%	44.1%	44.0%	40.0%	40.0%	34.7%	61.7%
Age								
17 and under	3.9%	7.5%	2.0%	2.2%	0.3%	2.9%	2.5%	3.4%
18 to 20	7.9%	24.9%	15.7%	7.5%	2.2%	19.1%	10.4%	19.0%
21 to 24	7.7%	13.0%	9.8%	8.2%	2.6%	12.2%	14.2%	12.1%
25 to 29	8.3%	11.1%	19.6%	7.5%	4.0%	9.8%	7.9%	5.2%
30 to 34	9.0%	11.3%	9.8%	6.0%	3.8%	7.1%	11.3%	5.2%
35 to 44	12.3%	9.9%	19.6%	7.2%	6.9%	9.7%	30.8%	15.5%
45 to 54	28.6%	12.1%	17.6%	42.7%	46.4%	23.9%	16.3%	31.0%
55 to 54	19.3%	9.8%	2.0%	15.4%	32.0%	13.6%	5.0%	8.6%
65 and over	3.0%	0.5%	3.9%	3.4%	1.8%	1.7%	1.7%	0.0%
Family status								
Single	11.4%	28.4%	10.3%	7.8%	3.0%	18.5%	13.1%	12.0%
Married	88.6%	71.6%	89.7%	92.3%	97.0%	81.5%	86.9%	88.0%
Parents	50.2%	39.1%	44.3%	53.5%	69.1%	48.1%	41.4%	47.6%
Ethnicity								
White/Caucasian	93.5%	85.4%	94.1%	97.4%	96.3%	92.1%	88.6%	87.5%
African American	2.8%	5.9%	2.0%	0.9%	1.5%	2.4%	1.8%	7.8%
Hispanic	3.7%	8.8%	3.9%	1.3%	2.0%	5.1%	8.9%	4.7%
Asian	0.1%	0.0%	0.0%	0.4%	0.3%	0.4%	0.7%	0.0%
Personal income								
$0 - $29,999	23.7%	49.0%	24.5%	21.0%	8.2%	34.5%	31.2%	41.7%
$30,000 - $74,999	69.9%	48.1%	60.4%	73.5%	84.5%	60.5%	58.2%	58.3%
$75,000 +	6.5%	2.9%	15.1%	5.4%	7.3%	5.0%	10.5%	0.0%
US States (early primary and swing states)								
Iowa	1.5%	2.3%	22.2%	1.7%	1.6%	2.7%	6.1%	3.5%
New Hampshire	0.3%	0.3%	5.6%	1.4%	0.5%	0.2%	2.0%	0.0%
Nevada	2.5%	0.8%	0.0%	1.7%	1.4%	0.8%	0.7%	1.8%
South Carolina	1.1%	0.7%	3.7%	2.9%	2.2%	1.9%	3.0%	1.8%
Arizona	2.7%	1.3%	0.0%	1.7%	2.7%	1.6%	1.7%	0.0%
Colorado	1.6%	2.9%	1.9%	1.4%	2.4%	1.5%	1.7%	0.0%
New Mexico	0.8%	0.5%	0.0%	0.3%	0.5%	0.2%	0.3%	1.8%
Wisconsin	0.9%	1.1%	1.9%	0.6%	1.8%	2.3%	0.7%	0.0%
Ohio	1.7%	2.8%	0.0%	3.5%	2.8%	3.1%	0.7%	5.3%
Virginia	2.4%	2.1%	1.9%	1.4%	2.1%	2.8%	4.4%	1.8%
North Carolina	2.9%	1.8%	0.0%	2.3%	2.2%	4.7%	3.0%	7.0%
Georgia	3.5%	0.8%	1.9%	2.9%	4.4%	5.7%	2.4%	1.8%
Florida	7.1%	4.1%	3.7%	8.4%	6.5%	10.2%	26.9%	14.0%
Pennsylvania	3.6%	3.3%	1.9%	3.5%	2.7%	2.7%	2.0%	3.5%
Texas	7.9%	8.1%	1.9%	9.2%	17.9%	8.8%	5.1%	15.8%
Michigan	1.5%	2.4%	1.9%	1.7%	2.4%	1.7%	0.3%	1.8%

	Hillary Clinton	Bernie Sanders	Martin O'Malley	Donald Trump	Ted Cruz	Marco Rubio	Jeb Bush	Ben Carson
Number of followers:	📷 760.5K	📷 672.2K	📷 10.8K	📷 933.2K	📷 77.8K	📷 72.4K	📷 51.0K	📷 255.8K
Gender								
Male	30.8%	44.7%	54.9%	59.9%	64.5%	55.3%	58.1%	48.8%
Female	69.2%	55.3%	45.1%	40.1%	35.5%	44.7%	41.9%	51.2%
Age								
17 and under	5.1%	6.3%	5.7%	9.0%	6.6%	5.7%	3.6%	8.0%
18 to 20	16.9%	29.8%	23.1%	33.2%	27.1%	26.7%	20.6%	35.4%
21 to 24	18.7%	25.3%	22.9%	24.1%	21.5%	23.8%	22.6%	24.4%
25 to 29	26.1%	18.7%	19.0%	15.3%	13.5%	15.6%	18.0%	13.5%
30 to 34	22.4%	12.8%	17.4%	8.6%	10.0%	12.6%	15.8%	8.6%
35 to 44	8.6%	5.4%	9.5%	6.3%	10.8%	9.4%	14.1%	6.7%
45 to 54	1.4%	1.2%	1.7%	2.4%	7.1%	4.7%	4.2%	2.4%
55 to 54	0.5%	0.4%	0.6%	0.6%	2.8%	1.5%	0.8%	0.8%
65 and over	0.1%	0.1%	0.2%	0.5%	0.5%	0.1%	0.3%	0.2%
Family status								
Single	38.2%	54.4%	36.5%	47.8%	23.1%	34.8%	25.9%	37.9%
Married	61.8%	45.6%	63.5%	52.2%	76.9%	65.2%	74.1%	62.1%
Parents	14.0%	13.5%	16.4%	10.9%	18.5%	18.9%	17.7%	19.3%
Ethnicity								
White/Caucasian	87.5%	88.3%	86.6%	89.1%	92.7%	89.1%	90.6%	90.6%
African American	4.3%	4.4%	5.5%	5.7%	2.5%	3.1%	2.6%	5.7%
Hispanic	7.3%	6.7%	6.8%	5.0%	4.6%	7.7%	6.7%	3.7%
Asian	0.9%	0.7%	1.2%	0.2%	0.2%	0.1%	0.2%	0.0%
Personal income								
$0 - $29,999	56.9%	64.6%	53.2%	70.1%	56.0%	60.7%	51.3%	71.2%
$30,000 - $74,999	41.5%	34.4%	43.1%	28.4%	41.5%	36.9%	44.9%	27.8%
$75,000 +	1.6%	1.1%	3.6%	1.6%	2.5%	2.4%	3.6%	0.9%
US States (early primary and swing states)								
Iowa	1.5%	1.2%	3.1%	0.9%	1.6%	1.7%	0.9%	0.9%
New Hampshire	0.4%	0.5%	0.7%	0.4%	0.3%	0.4%	0.5%	0.1%
Nevada	0.6%	1.0%	1.3%	0.9%	0.6%	0.9%	0.5%	0.9%
South Carolina	1.2%	1.3%	1.7%	1.9%	2.0%	2.7%	3.3%	4.2%
Arizona	1.0%	1.3%	0.9%	1.4%	1.5%	1.2%	1.2%	1.3%
Colorado	1.6%	1.6%	1.2%	1.2%	1.0%	1.4%	0.8%	0.9%
New Mexico	0.1%	0.4%	0.3%	0.2%	0.2%	0.3%	0.2%	0.2%
Wisconsin	1.0%	1.4%	1.1%	1.0%	1.1%	1.3%	0.8%	0.6%
Ohio	2.7%	2.9%	2.9%	3.8%	3.4%	3.4%	2.9%	3.7%
Virginia	1.7%	2.3%	3.0%	2.3%	3.1%	3.3%	2.9%	3.4%
North Carolina	2.0%	2.1%	1.9%	3.7%	3.6%	3.9%	3.2%	4.7%
Georgia	2.5%	2.4%	2.0%	4.0%	4.5%	4.5%	5.2%	5.8%
Florida	4.3%	4.6%	3.8%	7.6%	5.3%	13.5%	13.3%	6.1%
Pennsylvania	3.8%	4.4%	4.3%	4.4%	3.0%	3.1%	2.6%	2.7%
Texas	6.2%	5.4%	5.6%	6.9%	18.0%	7.6%	9.4%	10.7%
Michigan	1.9%	2.4%	1.8%	2.3%	1.9%	1.6%	1.9%	1.7%

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Hillary Clinton	Twitter audience - timeline analysis				Twitter hashtag	Instagram
	Pre-Campaign *Followers prior to August 1, 2013*	**Early-Campaign** *Followers added August 1, 2013 - July 31, 2015*	**Mid-Campaign** *Followers added August 1, 2015 - January 31, 2016*	*All followers as of January 31, 2016*	*People tweeting* **#Hillary2016** *January 25, 2016 - January 31, 2016*	*All followers as of January 31, 2016*
Number of followers:	🐦 **0.5M**	🐦 **2.9M**	🐦 **1.8M**	🐦 **5.3M**	🐦 **4.6K**	📷 **760.5K**
Gender						
Male	38.6%	44.8%	47.8%	44.6%	51.9%	30.8%
Female	61.4%	55.2%	52.2%	55.4%	48.1%	69.2%
Age						
17 and under	0.9%	5.7%	12.0%	6.7%	3.9%	5.1%
18 to 20	5.2%	18.1%	24.8%	16.7%	7.9%	16.9%
21 to 24	12.1%	18.8%	21.7%	17.9%	7.7%	18.7%
25 to 29	22.7%	23.2%	17.7%	21.3%	8.3%	26.1%
30 to 34	31.0%	17.4%	11.2%	18.3%	9.0%	22.4%
35 to 44	19.7%	12.0%	8.8%	13.5%	12.3%	8.6%
45 to 54	5.5%	3.4%	2.6%	4.0%	28.6%	1.4%
55 to 54	2.0%	0.8%	0.8%	1.2%	19.3%	0.5%
65 and over	0.9%	0.5%	0.4%	0.4%	3.0%	0.1%
Family status						
Single	14.9%	22.5%	38.5%	24.1%	11.4%	38.2%
Married	85.1%	77.5%	61.5%	75.9%	88.6%	61.8%
Parents	28.8%	19.3%	17.9%	20.7%	50.2%	14.0%
Ethnicity						
White/Caucasian	93.4%	90.1%	84.6%	89.3%	93.5%	87.5%
African American	1.8%	3.4%	6.8%	3.8%	2.8%	4.3%
Hispanic	3.9%	5.6%	7.7%	6.0%	3.7%	7.3%
Asian	1.0%	0.9%	0.9%	0.9%	0.1%	0.9%
Personal income						
$0 - $29,999	36.0%	55.3%	65.9%	55.0%	23.7%	56.9%
$30,000 - $74,999	60.0%	42.8%	32.7%	42.5%	69.9%	41.5%
$75,000 +	4.1%	1.8%	1.4%	2.5%	6.5%	1.6%
US States (early primary and swing states)						
Iowa	0.9%	1.2%	1.3%	0.9%	1.5%	1.5%
New Hampshire	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%
Nevada	0.6%	0.8%	1.0%	0.9%	2.5%	0.6%
South Carolina	0.8%	0.6%	1.1%	1.0%	1.1%	1.2%
Arizona	1.6%	1.7%	1.6%	1.7%	2.7%	1.0%
Colorado	1.6%	2.0%	1.7%	1.9%	1.6%	1.6%
New Mexico	0.3%	0.4%	0.1%	0.2%	0.8%	0.1%
Wisconsin	1.3%	1.3%	1.4%	1.0%	0.9%	1.0%
Ohio	2.4%	3.4%	3.4%	3.3%	1.7%	2.7%
Virginia	2.1%	2.3%	3.1%	2.2%	2.4%	1.7%
North Carolina	2.1%	2.3%	2.4%	2.5%	2.9%	2.0%
Georgia	2.4%	3.0%	2.7%	2.4%	3.5%	2.5%
Florida	4.1%	5.0%	5.1%	4.7%	7.1%	4.3%
Pennsylvania	3.0%	3.3%	4.4%	3.7%	3.6%	3.8%
Texas	6.2%	6.4%	7.6%	6.8%	7.9%	6.2%
Michigan	1.8%	2.3%	2.4%	2.0%	1.5%	1.9%

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Bernie Sanders	Twitter audience - timeline analysis				Twitter hashtag	Instagram
	Pre-Campaign	**Early-Campaign**	**Mid-Campaign**		*People tweeting #FeeltheBern January 25, 2016 - January 31, 2016*	*All followers as of January 31, 2016*
	Followers prior to August 1, 2013	*Followers added August 1, 2013 - July 31, 2015*	*Followers added August 1, 2015 - January 31, 2016*	*All followers as of January 31, 2016*		
Number of followers:	🐦 155.8K	🐦 217.3K	🐦 855.8K	🐦 1.2M	🐦 1.6K	📷 672.2K
Gender						
Male	62.8%	58.1%	47.7%	51.8%	53.7%	44.7%
Female	37.2%	41.9%	52.3%	48.2%	46.3%	55.3%
Age						
17 and under	0.8%	3.6%	11.1%	9.1%	7.5%	6.3%
18 to 20	1.6%	17.8%	34.6%	27.6%	24.9%	29.8%
21 to 24	4.5%	15.1%	18.8%	16.6%	13.0%	25.3%
25 to 29	14.1%	20.3%	15.8%	16.9%	11.1%	18.7%
30 to 34	26.9%	20.4%	11.7%	15.0%	11.3%	12.8%
35 to 44	24.0%	14.5%	6.1%	8.9%	9.9%	5.4%
45 to 54	16.4%	5.8%	1.3%	4.0%	12.1%	1.2%
55 to 54	9.5%	1.5%	0.4%	1.6%	9.8%	0.4%
65 and over	2.0%	1.0%	0.3%	0.3%	0.5%	0.1%
Family status						
Single	6.7%	20.8%	56.2%	41.5%	28.4%	54.4%
Married	93.3%	79.2%	43.8%	58.5%	71.6%	45.6%
Parents	34.7%	25.4%	21.0%	24.1%	39.1%	13.5%
Ethnicity						
White/Caucasian	95.4%	93.6%	86.0%	88.5%	85.4%	88.3%
African American	1.2%	2.2%	5.6%	4.7%	5.9%	4.4%
Hispanic	3.0%	3.6%	7.5%	6.5%	8.8%	6.7%
Asian	0.4%	0.5%	0.8%	0.3%	0.0%	0.7%
Personal income						
$0 - $29,999	17.0%	41.0%	67.2%	56.9%	49.0%	64.6%
$30,000 - $74,999	75.8%	55.5%	31.7%	40.6%	48.1%	34.4%
$75,000 +	7.2%	3.5%	1.1%	2.4%	2.9%	1.1%
US States (early primary and swing states)						
Iowa	0.6%	1.1%	1.1%	1.0%	2.3%	1.2%
New Hampshire	0.4%	0.6%	0.4%	0.3%	0.3%	0.5%
Nevada	0.8%	0.8%	0.8%	0.6%	0.8%	1.0%
South Carolina	0.7%	1.0%	1.0%	1.1%	0.7%	1.3%
Arizona	1.6%	1.5%	1.3%	1.8%	1.3%	1.3%
Colorado	2.4%	2.1%	1.6%	1.8%	2.9%	1.6%
New Mexico	0.3%	0.2%	0.3%	0.3%	0.5%	0.4%
Wisconsin	2.1%	2.0%	2.2%	1.7%	1.1%	1.4%
Ohio	2.6%	3.2%	4.3%	3.2%	2.8%	2.9%
Virginia	1.7%	2.1%	2.2%	2.6%	2.1%	2.3%
North Carolina	2.3%	1.8%	2.4%	2.2%	1.8%	2.1%
Georgia	1.6%	2.4%	2.1%	2.5%	0.8%	2.4%
Florida	4.5%	4.1%	3.9%	4.1%	4.1%	4.6%
Pennsylvania	3.6%	4.2%	4.0%	4.2%	3.3%	4.4%
Texas	4.6%	5.3%	7.2%	6.2%	8.1%	5.4%
Michigan	2.2%	2.6%	3.3%	3.1%	2.4%	2.4%

Martin O'Malley	Twitter audience - timeline analysis				Twitter hashtag	Instagram
	Pre-Campaign *Followers prior to August 1, 2013*	**Early-Campaign** *Followers added August 1, 2013 - July 31, 2015*	**Mid-Campaign** *Followers added August 1, 2015 - January 31, 2016*	*All followers as of January 31, 2016*	*People tweeting #NewLeadership January 25, 2016 - January 31, 2016*	*All followers as of January 31, 2016*
Number of followers:	🐦 **83.2K**	🐦 **28.0K**	🐦 **19.9K**	🐦 **131.1K**	🐦 **0.1K**	📷 **10.8K**
Gender						
Male	56.7%	49.9%	54.2%	54.9%	55.9%	54.9%
Female	43.3%	50.1%	45.8%	45.1%	44.1%	45.1%
Age						
17 and under	1.3%	5.7%	6.7%	3.8%	2.0%	5.7%
18 to 20	9.4%	24.1%	25.9%	14.5%	15.7%	23.1%
21 to 24	13.3%	20.5%	18.5%	16.5%	9.8%	22.9%
25 to 29	19.5%	17.2%	17.5%	17.6%	19.6%	19.0%
30 to 34	25.4%	16.5%	15.8%	22.2%	9.8%	17.4%
35 to 44	20.6%	10.7%	10.7%	16.7%	19.6%	9.5%
45 to 54	6.6%	3.5%	3.4%	5.9%	17.6%	1.7%
55 to 54	3.0%	1.3%	1.2%	2.2%	2.0%	0.6%
65 and over	1.0%	0.5%	0.3%	0.6%	3.9%	0.2%
Family status						
Single	12.0%	35.6%	35.4%	20.9%	10.3%	36.5%
Married	88.0%	64.4%	64.6%	79.1%	89.7%	63.5%
Parents	31.6%	26.2%	25.9%	30.5%	44.3%	16.4%
Ethnicity						
White/Caucasian	89.7%	88.9%	88.5%	89.8%	94.1%	86.6%
African American	6.5%	4.1%	4.3%	5.6%	2.0%	5.5%
Hispanic	3.2%	6.3%	6.3%	3.7%	3.9%	6.8%
Asian	0.6%	0.7%	0.9%	0.9%	0.0%	1.2%
Personal income						
$0 - $29,999	30.2%	54.0%	54.4%	38.6%	24.5%	53.2%
$30,000 - $74,999	63.2%	43.3%	43.7%	56.6%	60.4%	43.1%
$75,000 +	6.7%	2.8%	1.9%	4.8%	15.1%	3.6%
US States (early primary and swing states)						
Iowa	1.2%	2.0%	2.3%	1.6%	22.2%	3.1%
New Hampshire	0.6%	0.5%	0.6%	0.6%	5.6%	0.7%
Nevada	0.6%	0.9%	0.8%	0.5%	0.0%	1.3%
South Carolina	0.9%	1.4%	1.2%	0.9%	3.7%	1.7%
Arizona	0.7%	1.5%	1.2%	0.9%	0.0%	0.9%
Colorado	1.0%	1.8%	1.6%	1.4%	1.9%	1.2%
New Mexico	0.2%	0.3%	0.3%	0.2%	0.0%	0.3%
Wisconsin	0.8%	1.7%	2.1%	1.4%	1.9%	1.1%
Ohio	1.7%	3.8%	4.0%	2.7%	0.0%	2.9%
Virginia	3.8%	2.7%	2.3%	2.9%	1.9%	3.0%
North Carolina	1.4%	2.4%	2.2%	1.5%	0.0%	1.9%
Georgia	1.3%	2.5%	2.3%	1.6%	1.9%	2.0%
Florida	2.3%	4.0%	4.0%	2.9%	3.7%	3.8%
Pennsylvania	3.4%	4.8%	3.8%	3.2%	1.9%	4.3%
Texas	2.4%	6.6%	7.0%	4.2%	1.9%	5.6%
Michigan	1.4%	2.8%	2.7%	1.6%	1.9%	1.8%

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Donald Trump	Twitter audience - timeline analysis				Twitter hashtag	Instagram
	Pre-Campaign	**Early-Campaign**	**Mid-Campaign**	*All followers as of January 31, 2016*	*People tweeting #MakeAmericaGreatAgain January 25, 2016 - January 31, 2016*	*All followers as of January 31, 2016*
	Followers prior to August 1, 2013	*Followers added August 1, 2013 - July 31, 2015*	*Followers added August 1, 2015 - January 31, 2016*			
Number of followers:	🐦 **2.0M**	🐦 **0.9M**	🐦 **3.1M**	🐦 **6.0M**	🐦 **1.4K**	📷 **933.2K**

Gender

Male	57.5%	61.5%	64.7%	60.6%	56.0%	59.9%
Female	42.5%	38.5%	35.3%	39.4%	44.0%	40.1%

Age

17 and under	1.2%	2.8%	11.3%	6.7%	2.2%	9.0%
18 to 20	11.9%	22.6%	29.6%	21.2%	7.5%	33.2%
21 to 24	25.3%	30.4%	22.0%	23.9%	8.2%	24.1%
25 to 29	24.3%	20.2%	13.9%	19.5%	7.5%	15.3%
30 to 34	12.5%	8.9%	8.9%	10.3%	6.0%	8.6%
35 to 44	12.9%	9.1%	7.9%	9.6%	7.2%	6.3%
45 to 54	7.8%	4.9%	4.5%	5.9%	42.7%	2.4%
55 to 54	3.1%	0.8%	1.5%	2.5%	15.4%	0.6%
65 and over	1.0%	0.2%	0.4%	0.4%	3.4%	0.5%

Family status

Single	18.2%	18.5%	38.2%	27.1%	7.8%	47.8%
Married	81.8%	81.5%	61.8%	72.9%	92.3%	52.2%
Parents	24.9%	19.7%	20.4%	21.9%	53.5%	10.9%

Ethnicity

White/Caucasian	88.3%	87.3%	90.1%	90.4%	97.4%	89.1%
African American	5.4%	6.3%	5.1%	5.0%	0.9%	5.7%
Hispanic	5.6%	5.7%	4.3%	4.3%	1.3%	5.0%
Asian	0.6%	0.7%	0.4%	0.3%	0.4%	0.2%

Personal income

$0 - $29,999	56.2%	66.2%	64.1%	59.3%	21.0%	70.1%
$30,000 - $74,999	41.3%	32.3%	33.9%	38.6%	73.5%	28.4%
$75,000 +	2.4%	1.6%	1.9%	2.1%	5.4%	1.6%

US States (early primary and swing states)

Iowa	0.7%	0.6%	1.1%	0.8%	1.7%	0.9%
New Hampshire	0.3%	0.3%	0.3%	0.4%	1.4%	0.4%
Nevada	0.9%	1.2%	1.0%	0.8%	1.7%	0.9%
South Carolina	1.1%	1.7%	2.0%	2.2%	2.9%	1.9%
Arizona	1.7%	1.7%	1.2%	1.6%	1.7%	1.4%
Colorado	1.4%	1.7%	1.3%	1.4%	1.4%	1.2%
New Mexico	0.3%	0.6%	0.3%	0.2%	0.3%	0.2%
Wisconsin	1.1%	0.9%	1.3%	1.8%	0.6%	1.0%
Ohio	3.7%	4.0%	4.9%	4.1%	3.5%	3.8%
Virginia	2.1%	2.7%	2.4%	2.2%	1.4%	2.3%
North Carolina	3.2%	2.6%	2.9%	3.0%	2.3%	3.7%
Georgia	4.2%	3.9%	3.6%	3.2%	2.9%	4.0%
Florida	7.7%	7.2%	6.5%	6.6%	8.4%	7.6%
Pennsylvania	5.1%	4.9%	4.8%	4.8%	3.5%	4.4%
Texas	8.1%	7.7%	7.9%	7.1%	9.2%	6.9%
Michigan	2.3%	2.7%	2.7%	2.5%	1.7%	2.3%

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Ted Cruz	Twitter audience - timeline analysis				Twitter hashtag	Instagram
	Pre-Campaign	**Early-Campaign**	**Mid-Campaign**		*People tweeting* **#CruzCrew** *January 25, 2016 - January 31, 2016*	*All followers as of January 31, 2016*
	Followers prior to August 1, 2013	*Followers added August 1, 2013 - July 31, 2015*	*Followers added August 1, 2015 - January 31, 2016*	*All followers as of January 31, 2016*		
Number of followers:	🐦 96.3K	🐦 302.1K	🐦 375.4K	🐦773.9K	🐦 5.3K	📷 77.8K
Gender						
Male	67.5%	67.3%	65.7%	66.9%	60.0%	64.5%
Female	32.5%	32.7%	34.3%	33.1%	40.0%	35.5%
Age						
17 and under	0.5%	1.5%	5.9%	3.3%	0.3%	6.6%
18 to 20	1.3%	10.6%	21.5%	12.8%	2.2%	27.1%
21 to 24	4.4%	12.5%	17.5%	13.3%	2.6%	21.5%
25 to 29	7.2%	13.6%	16.7%	13.6%	4.0%	13.5%
30 to 34	8.1%	10.9%	10.9%	10.5%	3.8%	10.0%
35 to 44	14.1%	13.6%	13.5%	14.7%	6.9%	10.8%
45 to 54	32.9%	27.8%	11.0%	20.7%	46.4%	7.1%
55 to 54	29.3%	8.5%	2.6%	10.1%	32.0%	2.8%
65 and over	2.2%	1.0%	0.5%	1.1%	1.8%	0.5%
Family status						
Single	4.1%	7.6%	18.5%	11.5%	3.0%	23.1%
Married	95.9%	92.4%	81.5%	88.5%	97.0%	76.9%
Parents	53.4%	32.4%	27.8%	34.7%	69.1%	18.5%
Ethnicity						
White/Caucasian	94.7%	95.3%	93.7%	94.4%	96.3%	92.7%
African American	1.9%	1.1%	2.4%	1.7%	1.5%	2.5%
Hispanic	3.3%	3.4%	3.6%	3.7%	2.0%	4.6%
Asian	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%
Personal income						
$0 - $29,999	11.7%	29.2%	46.2%	32.3%	8.2%	56.0%
$30,000 - $74,999	78.0%	66.0%	50.4%	61.8%	84.5%	41.5%
$75,000 +	10.3%	4.9%	3.3%	6.0%	7.3%	2.5%
US States (early primary and swing states)						
Iowa	1.0%	1.2%	1.6%	1.1%	1.6%	1.6%
New Hampshire	0.3%	0.3%	0.3%	0.3%	0.5%	0.3%
Nevada	0.9%	1.1%	1.0%	0.9%	1.4%	0.6%
South Carolina	1.7%	1.9%	2.3%	1.9%	2.2%	2.0%
Arizona	2.2%	1.9%	1.6%	1.9%	2.7%	1.5%
Colorado	2.0%	1.4%	1.7%	1.9%	2.4%	1.0%
New Mexico	0.3%	0.4%	0.3%	0.4%	0.5%	0.2%
Wisconsin	1.5%	1.3%	1.3%	1.2%	1.8%	1.1%
Ohio	2.6%	3.4%	4.1%	4.2%	2.8%	3.4%
Virginia	2.2%	2.8%	2.3%	2.3%	2.1%	3.1%
North Carolina	2.5%	2.8%	3.5%	3.1%	2.2%	3.6%
Georgia	3.3%	3.8%	4.3%	4.2%	4.4%	4.5%
Florida	5.7%	6.6%	5.8%	4.9%	6.5%	5.3%
Pennsylvania	2.8%	3.0%	4.0%	3.6%	2.7%	3.0%
Texas	27.5%	18.3%	11.5%	18.2%	17.9%	18.0%
Michigan	2.0%	1.7%	1.7%	1.8%	2.4%	1.9%

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Marco Rubio	Twitter audience - timeline analysis				Twitter hashtag	Instagram
	Pre-Campaign	**Early-Campaign**	**Mid-Campaign**		*People tweeting* **#Rubio2016** *January 25, 2016 - January 31, 2016*	*All followers as of January 31, 2016*
	Followers prior to August 1, 2013	*Followers added August 1, 2013 - July 31, 2015*	*Followers added August 1, 2015 - January 31, 2016*	*All followers as of January 31, 2016*		
Number of followers:	358.5K	360.4K	398.7K	1.1M	3.0K	72.4K
Gender						
Male	61.8%	59.8%	61.5%	61.9%	60.0%	55.3%
Female	38.2%	40.2%	38.5%	38.1%	40.0%	44.7%
Age						
17 and under	1.1%	2.4%	6.8%	3.7%	2.9%	5.7%
18 to 20	12.0%	13.2%	26.1%	17.2%	19.1%	26.7%
21 to 24	9.7%	15.5%	20.7%	15.7%	12.2%	23.8%
25 to 29	11.9%	16.3%	16.4%	14.3%	9.8%	15.6%
30 to 34	11.7%	13.0%	11.0%	13.2%	7.1%	12.6%
35 to 44	14.9%	16.4%	11.3%	14.2%	9.7%	9.4%
45 to 54	22.5%	18.9%	5.9%	14.0%	23.9%	4.7%
55 to 54	14.4%	3.3%	1.3%	6.8%	13.6%	1.5%
65 and over	1.7%	0.9%	0.4%	0.9%	1.7%	0.1%
Family status						
Single	7.1%	8.6%	28.8%	13.4%	18.5%	34.8%
Married	92.9%	91.4%	71.2%	86.6%	81.5%	65.2%
Parents	34.5%	22.0%	25.7%	27.2%	48.1%	18.9%
Ethnicity						
White/Caucasian	93.7%	91.7%	92.7%	92.9%	92.1%	89.1%
African American	1.6%	1.4%	2.7%	1.7%	2.4%	3.1%
Hispanic	4.6%	6.5%	4.2%	4.9%	5.1%	7.7%
Asian	0.2%	0.4%	0.4%	0.5%	0.4%	0.1%
Personal income						
$0 - $29,999	28.9%	43.7%	54.2%	41.2%	34.5%	60.7%
$30,000 - $74,999	64.8%	52.2%	43.4%	54.5%	60.5%	36.9%
$75,000 +	6.2%	4.0%	2.4%	4.3%	5.0%	2.4%
US States (early primary and swing states)						
Iowa	1.0%	0.9%	1.8%	1.2%	2.7%	1.7%
New Hampshire	0.4%	0.2%	0.3%	0.5%	0.2%	0.4%
Nevada	0.8%	0.9%	0.6%	0.6%	0.8%	0.9%
South Carolina	1.4%	1.5%	2.3%	1.7%	1.9%	2.7%
Arizona	1.9%	2.2%	1.5%	1.8%	1.6%	1.2%
Colorado	1.9%	1.8%	1.4%	1.4%	1.5%	1.4%
New Mexico	0.3%	0.4%	0.1%	0.2%	0.2%	0.3%
Wisconsin	1.4%	1.4%	1.7%	1.8%	2.3%	1.3%
Ohio	2.8%	3.4%	4.2%	3.6%	3.1%	3.4%
Virginia	2.7%	2.4%	3.1%	2.2%	2.8%	3.3%
North Carolina	3.0%	2.9%	3.6%	3.3%	4.7%	3.9%
Georgia	4.6%	4.4%	4.2%	4.6%	5.7%	4.5%
Florida	15.5%	13.4%	6.3%	11.4%	10.2%	13.5%
Pennsylvania	3.4%	3.6%	4.4%	3.3%	2.7%	3.1%
Texas	9.3%	9.1%	9.2%	10.4%	8.8%	7.6%
Michigan	1.8%	2.3%	2.4%	1.9%	1.7%	1.6%

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	Twitter audience - timeline analysis				Twitter hashtag	Instagram
Jeb Bush	**Pre-Campaign**	**Early-Campaign**	**Mid-Campaign**		*People tweeting* **#AllinforJeb** *January 25, 2016 - January 31, 2016*	*All followers as of January 31, 2016*
	Followers prior to August 1, 2013	*Followers added August 1, 2013 - July 31, 2015*	*Followers added August 1, 2015 - January 31, 2016*	*All followers as of January 31, 2016*		
Number of followers:	🐦 **80.6K**	🐦 **107.7K**	🐦 **254.0K**	🐦 **442.2K**	🐦 **0.6K**	📷 **51.0K**
Gender						
Male	66.6%	68.1%	61.7%	64.0%	65.3%	58.1%
Female	33.4%	31.9%	38.3%	36.0%	34.7%	41.9%
Age						
17 and under	0.4%	1.5%	5.2%	3.1%	2.5%	3.6%
18 to 20	1.0%	9.1%	22.9%	14.8%	10.4%	20.6%
21 to 24	3.9%	14.5%	21.5%	15.3%	14.2%	22.6%
25 to 29	9.1%	17.5%	16.9%	16.0%	7.9%	18.0%
30 to 34	13.0%	16.9%	13.4%	14.0%	11.3%	15.8%
35 to 44	26.2%	22.3%	12.7%	17.9%	30.8%	14.1%
45 to 54	28.6%	14.3%	5.8%	12.5%	16.3%	4.2%
55 to 54	15.4%	3.0%	1.0%	5.2%	5.0%	0.8%
65 and over	2.3%	1.0%	0.5%	1.1%	1.7%	0.3%
Family status						
Single	3.5%	8.3%	25.0%	13.3%	13.1%	25.9%
Married	96.5%	91.7%	75.0%	86.7%	86.9%	74.1%
Parents	39.7%	28.7%	23.1%	29.0%	41.4%	17.7%
Ethnicity						
White/Caucasian	95.0%	93.8%	91.3%	93.4%	88.6%	90.6%
African American	0.9%	1.4%	2.8%	1.9%	1.8%	2.6%
Hispanic	3.9%	4.5%	5.3%	4.2%	8.9%	6.7%
Asian	0.3%	0.4%	0.6%	0.5%	0.7%	0.2%
Personal income						
$0 - $29,999	12.9%	31.2%	52.4%	37.9%	31.2%	51.3%
$30,000 - $74,999	77.2%	63.2%	45.0%	57.4%	58.2%	44.9%
$75,000 +	10.0%	5.6%	2.6%	4.6%	10.5%	3.6%
US States (early primary and swing states)						
Iowa	0.7%	1.3%	1.2%	1.1%	6.1%	0.9%
New Hampshire	0.4%	0.6%	0.5%	0.5%	2.0%	0.5%
Nevada	0.6%	1.0%	0.7%	0.7%	0.7%	0.5%
South Carolina	1.6%	1.9%	2.3%	2.0%	3.0%	3.3%
Arizona	1.8%	1.5%	1.5%	1.3%	1.7%	1.2%
Colorado	1.2%	1.2%	1.5%	1.2%	1.7%	0.8%
New Mexico	0.2%	0.2%	0.3%	0.3%	0.3%	0.2%
Wisconsin	1.3%	0.8%	1.1%	1.0%	0.7%	0.8%
Ohio	2.8%	3.1%	3.6%	3.7%	0.7%	2.9%
Virginia	2.7%	2.7%	2.3%	2.5%	4.4%	2.9%
North Carolina	2.8%	2.3%	2.4%	3.2%	3.0%	3.2%
Georgia	4.1%	3.8%	3.4%	3.5%	2.4%	5.2%
Florida	18.9%	12.8%	8.0%	12.0%	26.9%	13.3%
Pennsylvania	2.6%	2.6%	4.0%	2.9%	2.0%	2.6%
Texas	8.3%	12.1%	9.6%	9.6%	5.1%	9.4%
Michigan	1.9%	2.3%	2.4%	2.0%	0.3%	1.9%

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Ben Carson	Twitter audience - timeline analysis				Twitter hashtag	Instagram
	Pre-Campaign	**Early-Campaign**	**Mid-Campaign**		*People tweeting #TheseHands* January 25, 2016 - January 31, 2016	*All followers as of January 31, 2016*
	Followers prior to August 1, 2013	*Followers added August 1, 2013 - July 31, 2015*	*Followers added August 1, 2015 - January 31, 2016*	*All followers as of January 31, 2016*		
Number of followers:	🐦 73.9K	🐦 269.0K	🐦 770.8K	🐦 1.1M	🐦 0.2K	📷 255.8K
Gender						
Male	63.6%	64.7%	59.0%	59.4%	38.3%	48.8%
Female	36.4%	35.3%	41.0%	40.6%	61.7%	51.2%
Age						
17 and under	0.6%	1.6%	7.6%	6.4%	3.4%	8.0%
18 to 20	2.4%	10.1%	28.3%	20.9%	19.0%	35.4%
21 to 24	5.3%	13.9%	20.6%	18.1%	12.1%	24.4%
25 to 29	8.1%	15.3%	16.1%	14.9%	5.2%	13.5%
30 to 34	9.0%	10.3%	9.3%	9.6%	5.2%	8.6%
35 to 44	11.3%	14.6%	9.7%	9.7%	15.5%	6.7%
45 to 54	34.4%	24.9%	6.0%	14.5%	31.0%	2.4%
55 to 54	27.0%	8.0%	2.0%	5.4%	8.6%	0.8%
65 and over	1.9%	1.3%	0.5%	0.6%	0.0%	0.2%
Family status						
Single	4.9%	8.1%	29.8%	19.8%	12.0%	37.9%
Married	95.1%	91.9%	70.2%	80.2%	88.0%	62.1%
Parents	51.7%	36.5%	25.6%	30.9%	47.6%	19.3%
Ethnicity						
White/Caucasian	96.5%	95.2%	91.5%	93.7%	87.5%	90.6%
African American	1.3%	2.3%	4.5%	2.9%	7.8%	5.7%
Hispanic	1.9%	2.2%	3.7%	3.2%	4.7%	3.7%
Asian	0.3%	0.2%	0.3%	0.2%	0.0%	0.0%
Personal income						
$0 - $29,999	13.7%	31.2%	58.0%	46.8%	41.7%	71.2%
$30,000 - $74,999	79.0%	63.9%	40.1%	49.9%	58.3%	27.8%
$75,000 +	7.2%	4.9%	1.9%	3.3%	0.0%	0.9%
US States (early primary and swing states)						
Iowa	0.8%	1.1%	1.2%	1.1%	3.5%	0.9%
New Hampshire	0.2%	0.4%	0.2%	0.3%	0.0%	0.1%
Nevada	0.7%	1.0%	0.5%	0.9%	1.8%	0.9%
South Carolina	1.7%	2.2%	2.4%	2.3%	1.8%	4.2%
Arizona	2.1%	1.7%	1.4%	1.8%	0.0%	1.3%
Colorado	2.0%	1.9%	1.6%	1.7%	0.0%	0.9%
New Mexico	0.3%	0.2%	0.2%	0.2%	1.8%	0.2%
Wisconsin	1.7%	1.2%	1.4%	1.5%	0.0%	0.6%
Ohio	3.9%	3.7%	4.7%	4.6%	5.3%	3.7%
Virginia	2.8%	2.8%	3.0%	2.9%	1.8%	3.4%
North Carolina	3.4%	3.5%	3.9%	3.9%	7.0%	4.7%
Georgia	5.2%	4.2%	4.2%	4.9%	1.8%	5.8%
Florida	6.8%	6.5%	5.9%	6.4%	14.0%	6.1%
Pennsylvania	3.7%	3.4%	3.3%	3.6%	3.5%	2.7%
Texas	10.8%	11.2%	10.0%	10.4%	15.8%	10.7%
Michigan	2.9%	2.5%	2.6%	2.6%	1.8%	1.7%

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US Presidential Race 2016
Social Media Demographic Insights
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About Demographics Pro
Demographics Pro is the leading provider of actionable insight into social audiences, delivering demographics and psychographics by dashboard and API to analyze, influence and target consumers on the social web. Top agencies, analytics providers and brands relying on the company's demographics include Edelman, FleishmanHillard, W2O Group, Mindshare, Rentrak, CAA, Disney, Skype, HP, Starbucks, GoPro and Airbnb.