Who's Following Trump and Clinton?

VS

Analyzing the Twitter Followers of the 2016 Presidential Candidates.
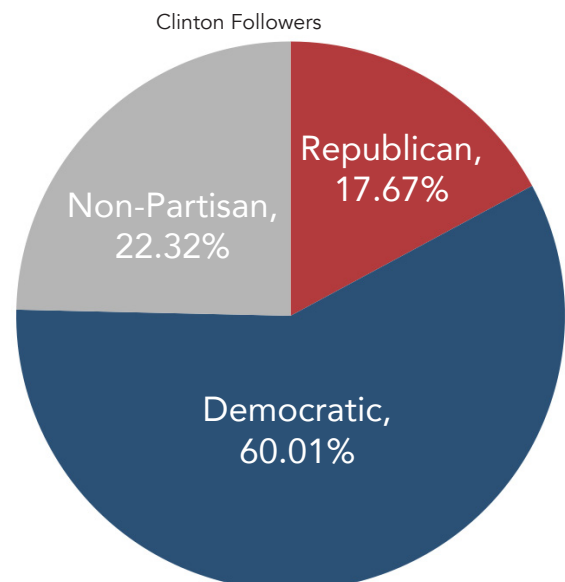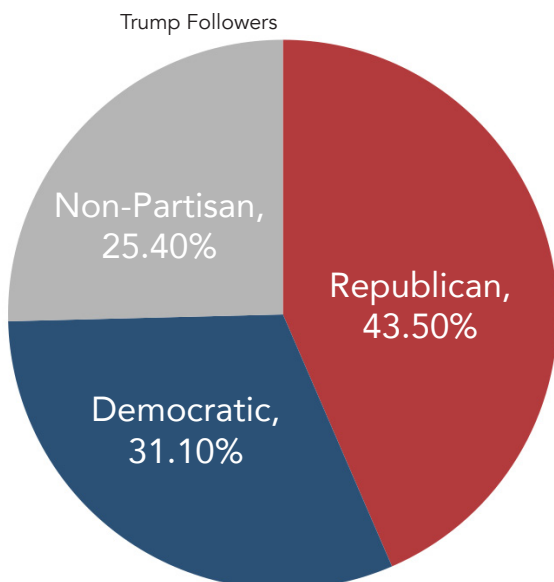
15 June 2016

Executive Summary

The Twitter followers of Donald Trump and Hillary Clinton turn out to be more similar than different, demographically, based on an analysis conducted by the San Antonio database marketing company Stirista. Surprisingly, a third of Trump followers are registered Democrats. Other than gender and race, Trump and Clinton supporters share remarkably similar demographics. When it comes to issues, Trump followers are less extreme than may be expected on gay marriage, gun control and abortion but vehement on immigration and the Affordable Care Act. Stirista gathered this data by matching the candidates' Twitter followers to their in-house database of U.S. consumers and voters, to produce this ground-breaking study, one of the first of its kind.

The multi-channel database marketing company Stirista matched the Twitter followers of the leading presidential candidates to its massive database of U.S. consumers and businesspeople, uncovering a rich trove of insight into the nature of Trump and Clinton followers.

One third of Trump followers are registered Democrats.

Donald Trump's 8.1 million followers (@realDonaldTrump) revealed a wider political base than might be expected, with less than half being registered Republicans. While 43.50% of Trump followers were Republicans, Democrats comprised 31.10%, and 25.40% were unaffiliated.

Hillary Clinton's 6.2 million followers (@HillaryClinton) represent a more predictable mix of political affiliations, with 60.01% Democrats, 17.67% Republican and 22.32% unaffiliated.

Trump Followers

Non-Partisan, 25.40%

Republican, 43.50%

Democratic, 31.10%

Clinton Followers

Republican, 17.67%

Non-Partisan, 22.32%

Democratic, 60.01%

Curious about the extent to which Twitter followers are actually political supporters, Stirista sent an email survey to a sampling of Trump and Clinton followers during the week of May 16, 2016. Among the 161 Trump followers who responded, 71% said they supported Trump, 17% said they supported Clinton, and 11% said they supported others. Among the 136 Clinton responders, 67% said they supported Clinton, 11% supported Trump and 20%, others.

In the Stirista Political database, the party affiliation is sourced primarily (75%) from state records; however, in 12 states the data is unavailable directly, and thus inferred from statistical models. The vast majority of individuals fall into Republican, Democrat and non-affiliated categories. But there were about 50 other parties also named, the larger ones being various types of independent, Libertarian, Green, Peace and Freedom, and Working Family. For more, visit www.stirista.com/political.
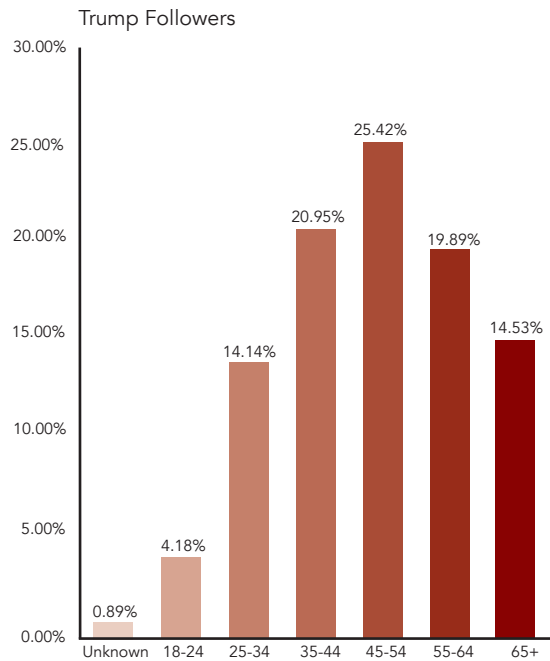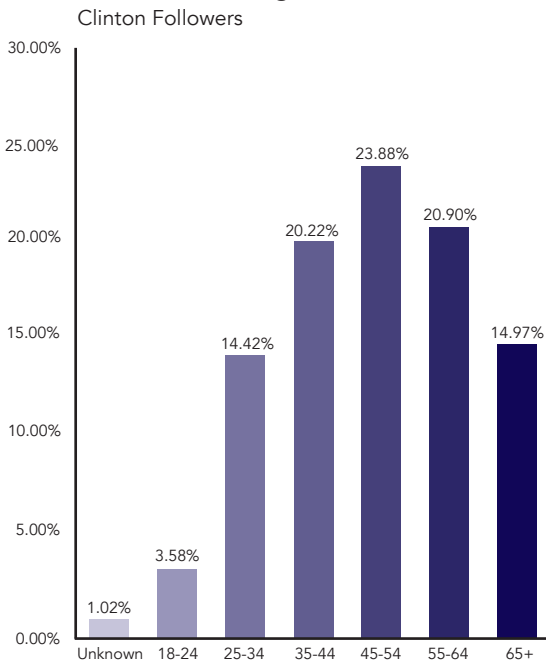
Stirista pulled the follower handles on April 25, 2016, and matched them to its national database, looking for email addresses, and then matched those emails to the Stirista Political database of information about U.S. voters. Of Trump's 8.1 million Twitter followers, Stirista identified 660,000 email addresses and matched those to 97,000 names on the voter database. In Clinton's case, 6.2 million Twitter followers generated 600,000 emails and matched to 100,000 voter names. Thus, in both cases, the large volumes ensure a high level of confidence that the samples are statistically significant.

Other than gender and race, Trump and Clinton supporters share remarkably similar demographics.

Demographics: Trump followers are more white, and male.

Age

The age spread of Trump and Clinton followers is not significantly different. About 60% of the followers of both candidates are aged 45+.

Clinton Followers

Unknown	1.02%
18-24	3.58%
25-34	14.42%
35-44	20.22%
45-54	23.88%
55-64	20.90%
65+	14.97%

Trump Followers

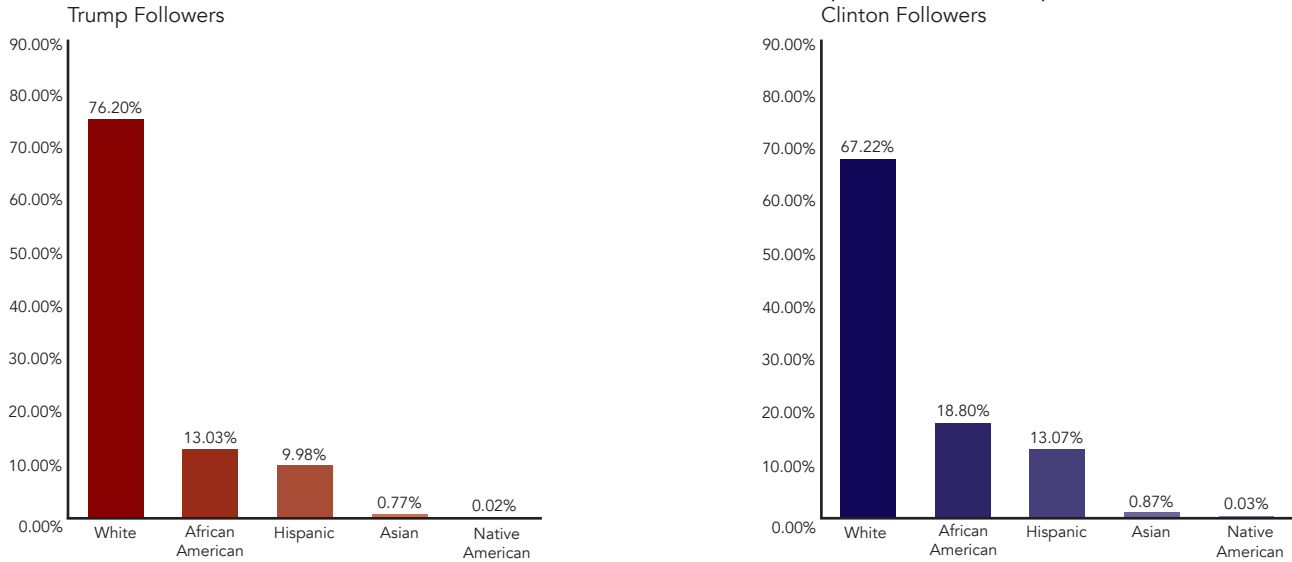|	
Unknown	0.89%
18-24	4.18%
25-34	14.14%
35-44	20.95%
45-54	25.42%
55-64	19.89%
65+	14.53%

Gender

Trump followers came in at 56% male and 44% female. Clinton, 43% male and 57% female.

Race

Clinton followers are more likely to be African American and Hispanic than Trump's.
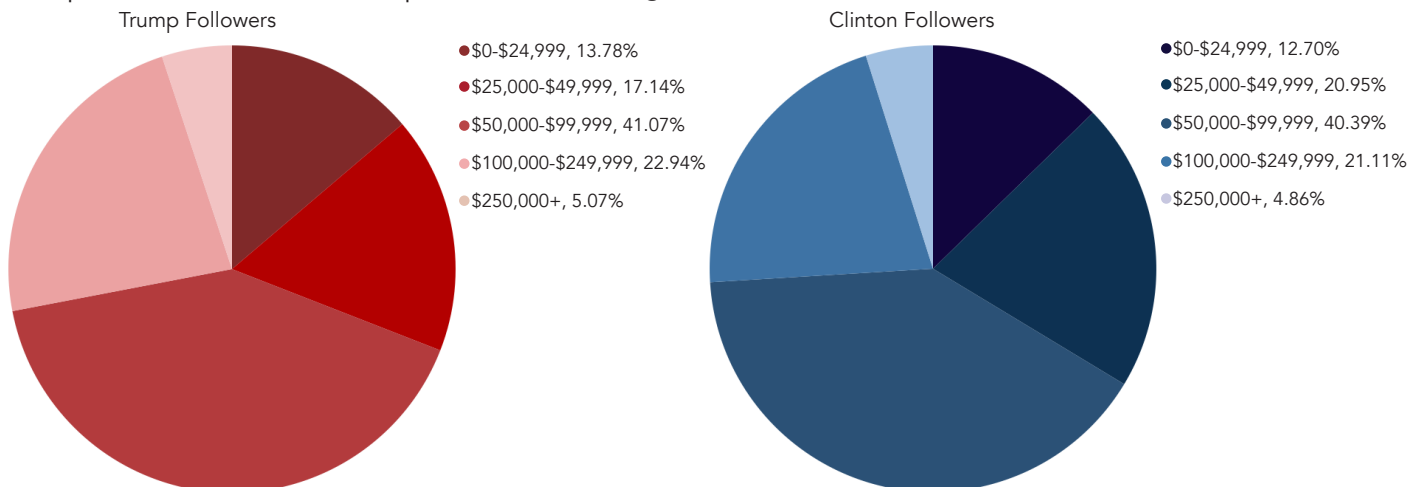
Trump Followers

Race	Percentage
White	76.20%
African American	13.03%
Hispanic	9.98%
Asian	0.77%
Native American	0.02%

Clinton Followers

Race	Percentage
White	67.22%
African American	18.80%
Hispanic	13.07%
Asian	0.87%
Native American	0.03%

Education

The education levels of Trump followers are very similar to those of Clinton.

Legend: Clinton Followers, Trump Followers

Education Level	Clinton Followers	Trump Followers
Completed Graduate School	18.84%	15.96%
Completed College	37.31%	37.02%
Attended Vocational/Technical	0.77%	0.89%
Completed High School	42.98%	46.14%
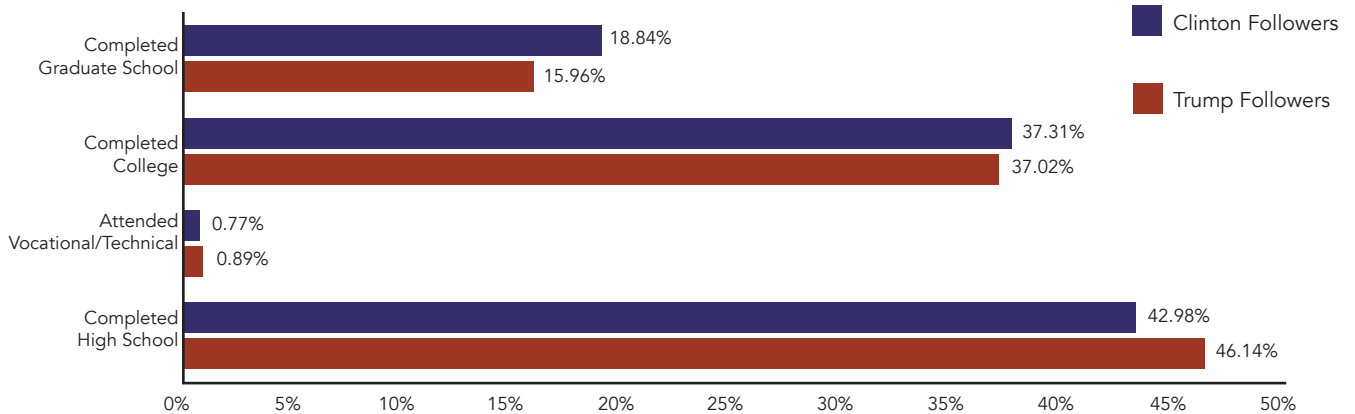
Income

Trump and Clinton followers represent similar ranges across income levels.

Trump Followers

- $0-$24,999, 13.78%
- $25,000-$49,999, 17.14%
- $50,000-$99,999, 41.07%
- $100,000-$249,999, 22.94%
- $250,000+, 5.07%

Clinton Followers

- $0-$24,999, 12.70%
- $25,000-$49,999, 20.95%
- $50,000-$99,999, 40.39%
- $100,000-$249,999, 21.11%
- $250,000+, 4.86%

Issues: Trump followers are less extreme than may be expected on gay marriage, gun control and abortion but vehement on immigration and the Affordable Care Act.

Pro-choice

About a third of Trump followers are pro-choice.

% Pro-Choice	Clinton 66%
	Trump 32%
% Pro-Life	Clinton 34%
	Trump 68%
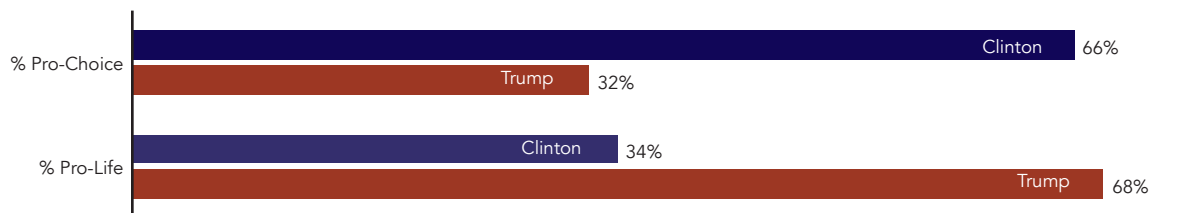
Gay marriage stance
Of Trump followers, 26% support gay marriage. Clinton, 62%.

Gun control stance
Of Trump followers, 21% support gun control. Of Clinton followers, 61%.

Affordable Care Act stance
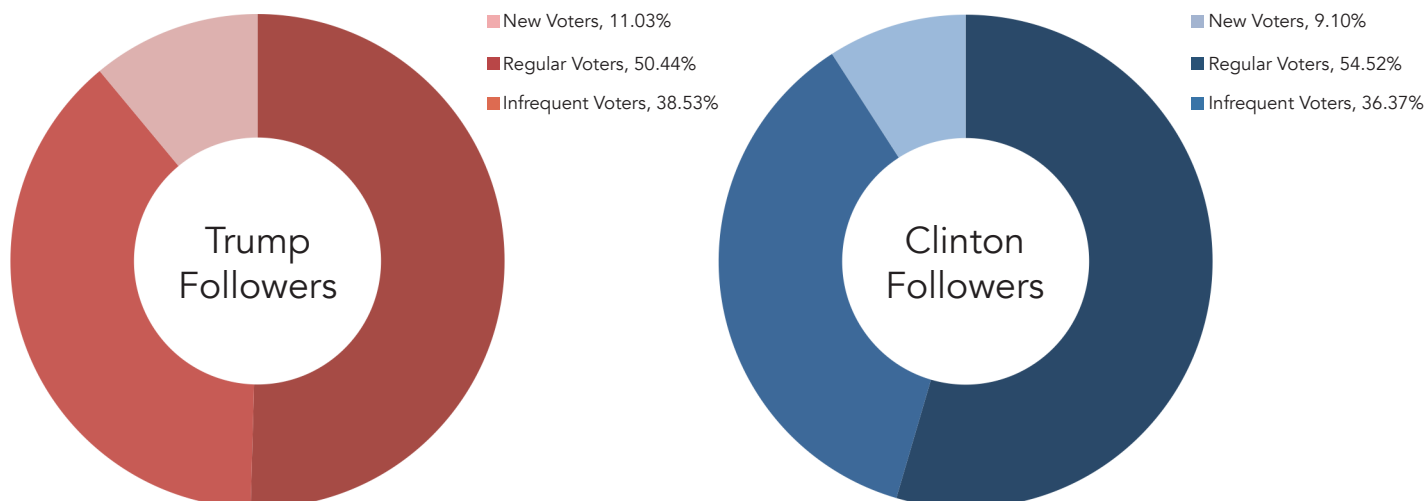Only 48% of Clinton followers support the Affordable Care Act. Of Trump followers: 13%.

Stance on loosening immigration restrictions
Trump followers who support loosening of immigration restrictions: 10%. Clinton: 72%.
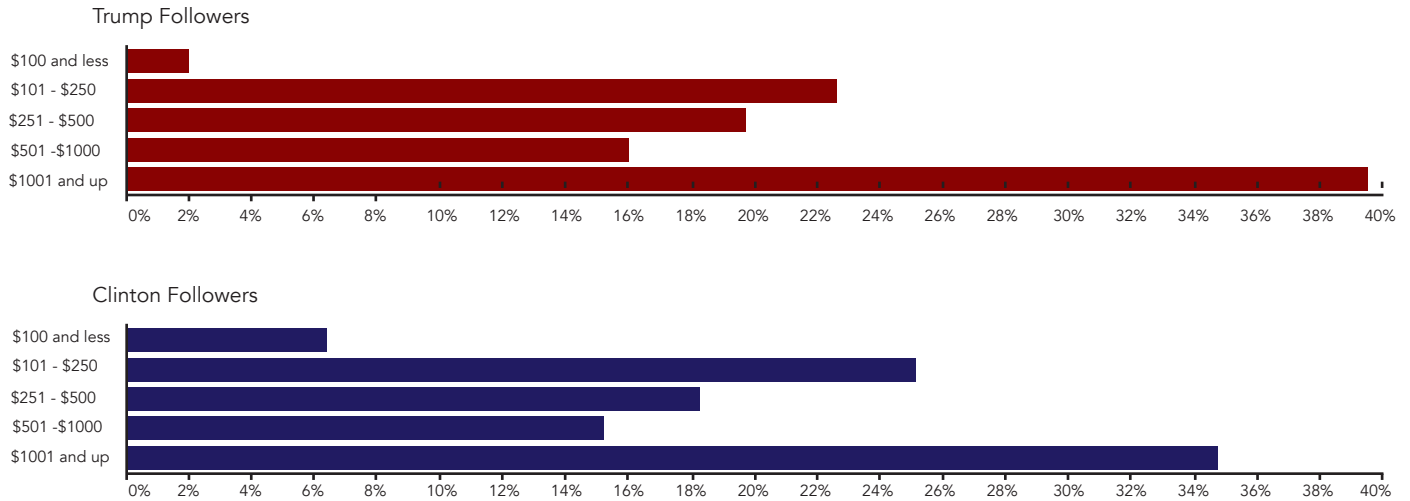
Political Affiliation and Behavior

Voting frequency

Although some observers believe that Trump is attracting new voters to the Republican party, his followers include almost the same proportion of new and infrequent voters as Clinton's.

Trump Followers
- New Voters, 11.03%
- Regular Voters, 50.44%
- Infrequent Voters, 38.53%

Clinton Followers
- New Voters, 9.10%
- Regular Voters, 54.52%
- Infrequent Voters, 36.37%

Total FEC Donation Dollars

Looking at data from the Federal Election Commission on the size of political donations among Americans, Trump followers comprise a larger proportion of donors who typically contribute over $1001 to political campaigns—at 40%, compared to Clinton's 35%.

Trump Followers

Range	Percentage
$100 and less	~2%
$101 - $250	~23%
$251 - $500	~20%
$501 -$1000	~16%
$1001 and up	~40%

Clinton Followers

Range	Percentage
$100 and less	~6%
$101 - $250	~25%
$251 - $500	~18%
$501 -$1000	~15%
$1001 and up	~35%

Conclusion

Twitter followers of public figures can now be analyzed through matching algorithms. This paper provides only a fraction of the possible angles that can be examined for even richer insight. Stirista welcomes inquiries from interested observers who would like to drill down to deeper levels and test their hypotheses.

The Stirista Political database of voter information (www.stirista.com/political) contains over 154 million names, sourced primarily from government records, and updated monthly. It can be used for fundraising, and political campaign promotion, voting behavior analysis and research. The database contains a trove of useful data elements, including demographics, geographics, party affiliation and stance on various current issues like gay marriage, abortion, raising taxes, gun control, tort reform, Iraq war and nominating of judges. Additional useful demographics available are veteran, gun ownership, gun carry permit holder and church going habits. Other than the topics discussed in this report, the database also covers senate and congressional district, and donations to conservative or liberal causes.

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