

# Sentiment Toward the Electoral Process

The Satya Foundation

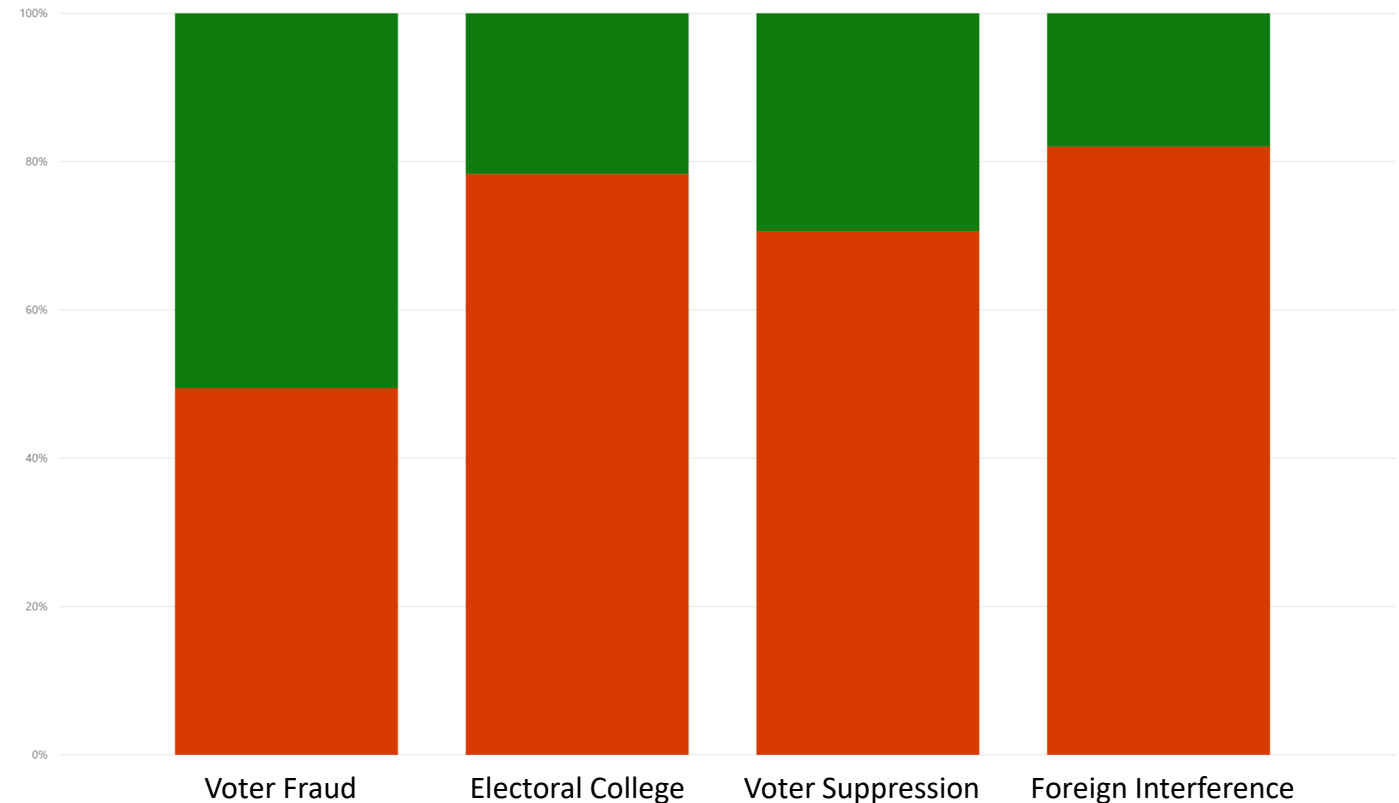
## Insights:

- The topic of voter fraud is partisan, with sentiment divided regarding its scope and seriousness.
- Sentiment toward voter suppression efforts is more negative, and denial of foreign interference is outweighed by concern for the integrity of the process.
- Net sentiment toward the electoral College is negative in terms of it representing the will of the majority.

## Takeaways:

- Overall confidence in the electoral process is low, on one side related to fears of manipulation by Trump and the GOP, and on the other, mass voter fraud.
- Partisan resistance to voting by mail is entrenched despite the impact of COVID-19.

## *Confidence in the electoral process is low*



Sentiment analysis based on sampling 126M data points representing over 2.1M voices on Social Media, news sites, and forums between March 2 and July 12, 2020.

# Voters – Anger and Distrust

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## Insights:

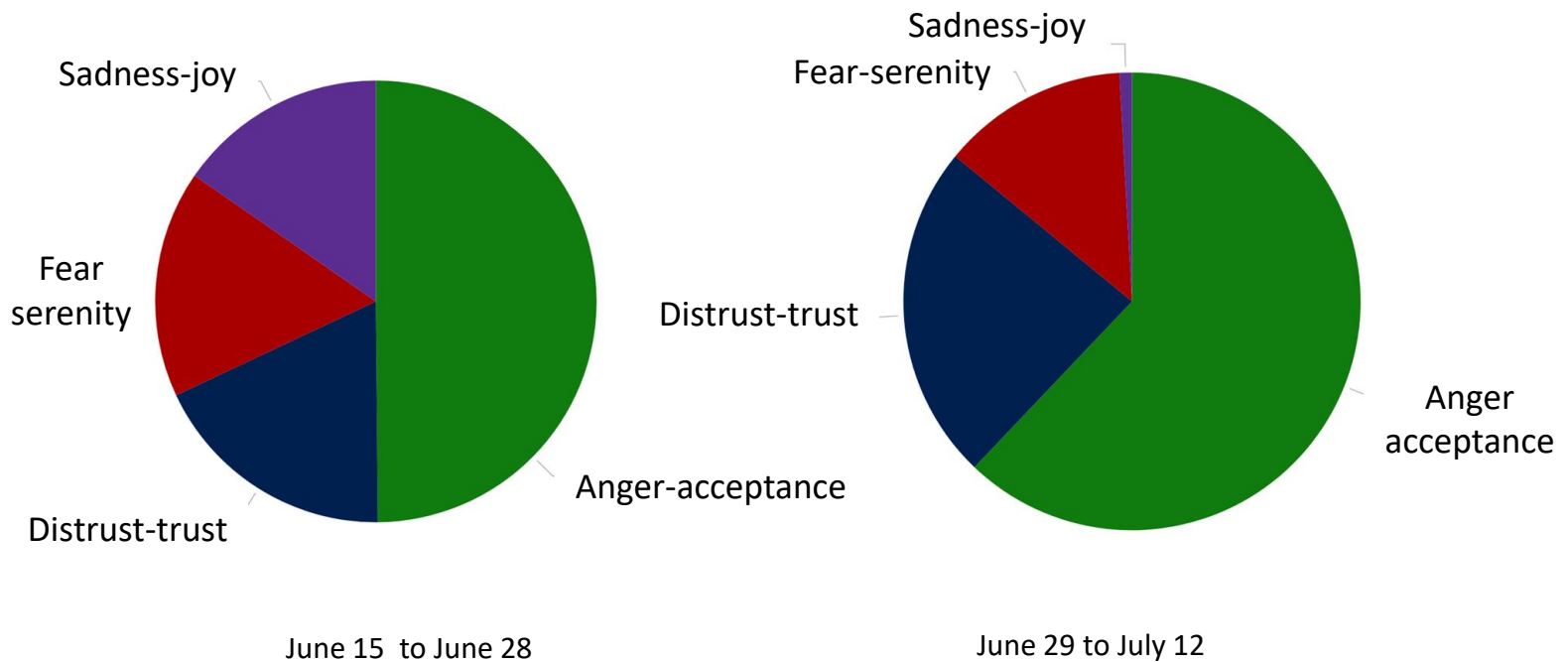
- Rather than fear, anger and distrust have become the dominant negative emotions expressed regarding groups vulnerable to COVID-19, and among the generally population. This trend has increased in the last two weeks and appears to be driven in part by weak leadership and irresponsible behavior during the reopening.

## Takeaway:

- Distrust towards the federal COVID-19 response is hardening, but it is also directed at the behavior of fellow citizens.

## ***Distrust and anger are increasing***

Proportion of Negative Sentiment by Emotional Dimension



Sentiment analysis based on sampling 126M data points representing over 2.1M voices on Social Media, news sites, and forums.

Data is presented by week ending on the date shown.

# Voter Raw Sentiment

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## Insights:

- The overriding concern expressed is for fair and credible elections.
- Both sides of the partisan divide see the other as corrupt.

## Takeaway:

- The result of the November General Election may be divisive if the electoral process is seen to be compromised by either or both camps.



Sentiment analysis based on sampling 126M data points representing over 2.1M voices on Social Media, news sites, and forums.

- Net Sentiment toward the electoral process is negative with, on one side concerns over the Electoral College, foreign interference, and voter suppression, and on the other, voter fraud and mail-in ballots.
- Distrust towards the federal COVID-19 response is hardening, but it is also directed at the behavior of fellow citizens.

***The result of the November General Election may be divisive if the electoral process is seen to be compromised by either or both camps.***