

President Trump’s First #SOTU

Outside the DC Twitter Bubble: Bipartisanship Eludes, Immigration Dominates

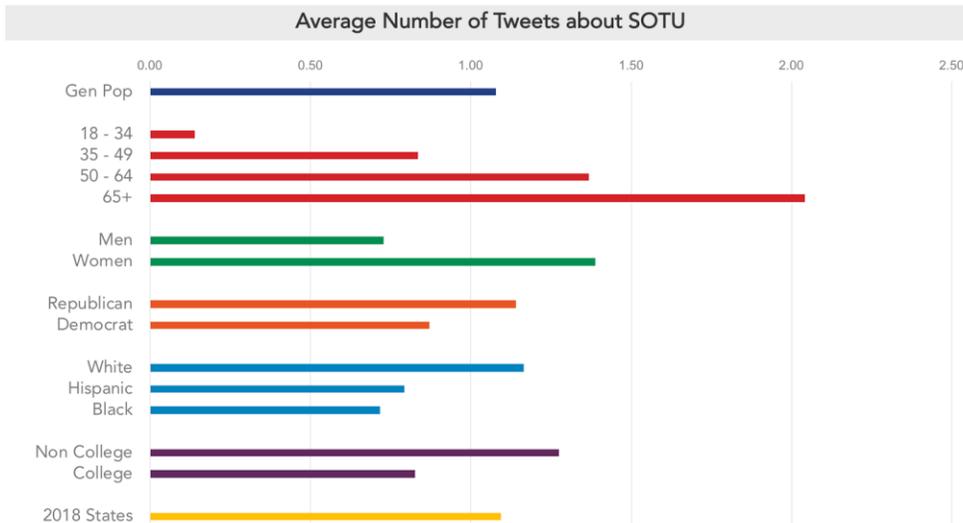
Using GSG’s social media listening platform Viewfinder, we looked at the Twitter conversation around President Trump’s first State of the Union address. For this analysis, we used the following demographic breakdowns: general population, age, gender, party affiliation, ethnicity, college education, and 2018 battleground states.

Our top takeaways:

- President Trump’s speech was touted as a call for bipartisanship. But if he called, no one heard him.
- President Trump’s focus on immigration drowned out other intended focuses, like the economy, trade, and infrastructure.
- People also focused on what was largely absent from the speech, including Russia and sexual harassment.
- Women were twice as engaged as men in discussing the speech.

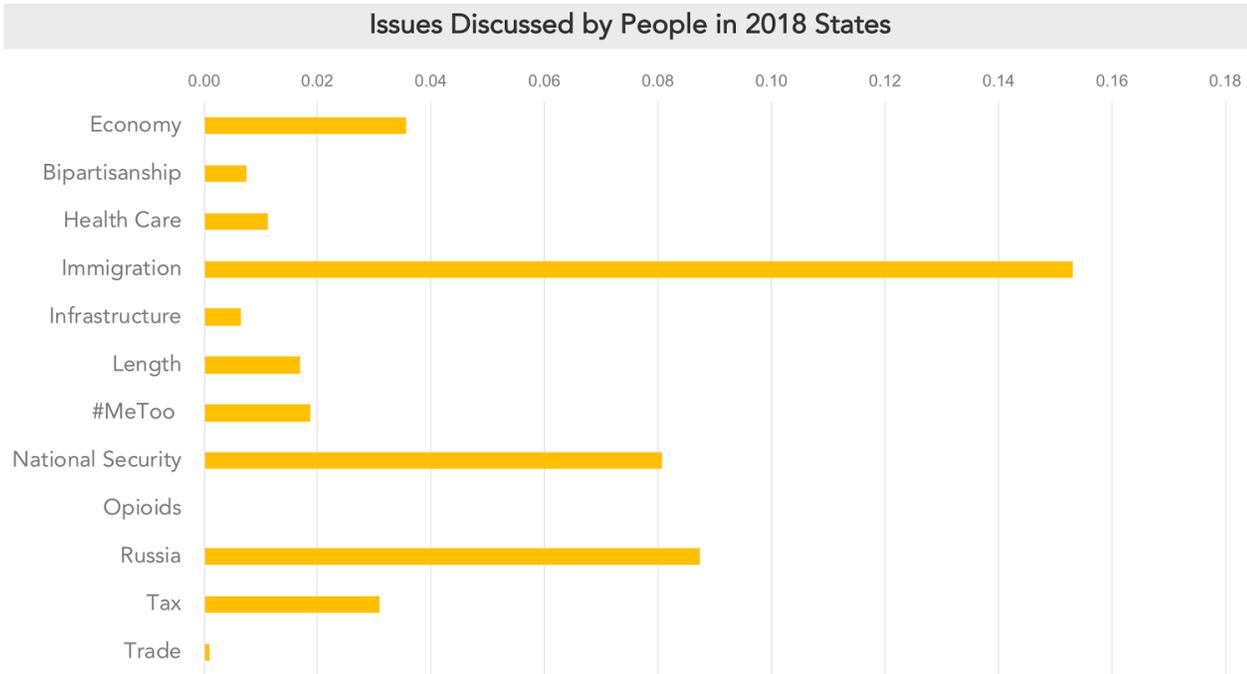
Who was discussing the State of the Union?

- The average person in our general population (Gen Pop) group of 2,000 adults tweeted once about the speech.
- This number was higher for women and older people (aged 50+).
- People in the 2018 battleground states were no more engaged than the Gen Pop.
- The least engaged group was young people aged 18 - 34.



What did people in 2018 battleground states discuss?

- Immigration was, by far, the dominant issue.
- While press coverage focused on bipartisanship, discussions on bipartisanship were not widespread.
- The length of the speech (clocking in at 1 hour 20 minutes), Russia, and sexual harassment were discussed more often than topics from the speech itself like infrastructure, healthcare, opioids, or trade.



How did Republicans and Democrats differ?

- Republicans focused their conversations on Democrats, while Democrats focused on issues like immigration, Puerto Rico, and the police, as well as the #StateoftheDream hashtag.
- Republicans also focused on the #ReleasetheMemo hashtag.

