

# Using Consumer Intelligence To Uncover Key Midterm Political Issues

Clustering millions of posts to visualize common narratives

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October 2022

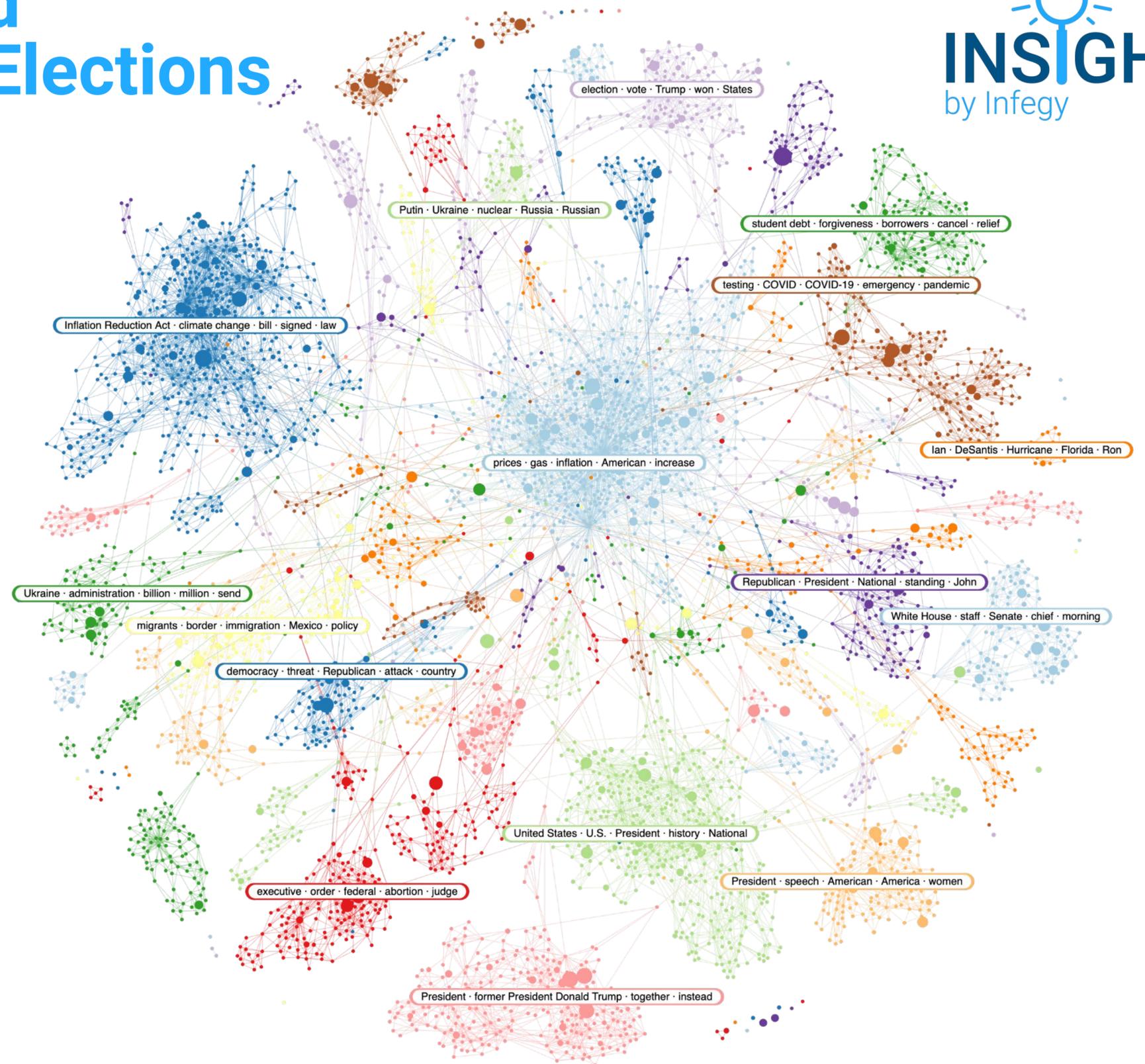


# Clustering narratives around Joe Biden and US Midterm Elections

Using Infegy Atlas's new clustering algorithm, we can search hundreds of millions of posts online and cluster them by topic. This gives us a network of top topics that voters care about when it comes to 2022 midterm elections.

To create this, we queried "Joe Biden" to see the most important issues that voters were most vocal about. Infegy Atlas searched and categorized hundreds of thousands of documents in seconds.

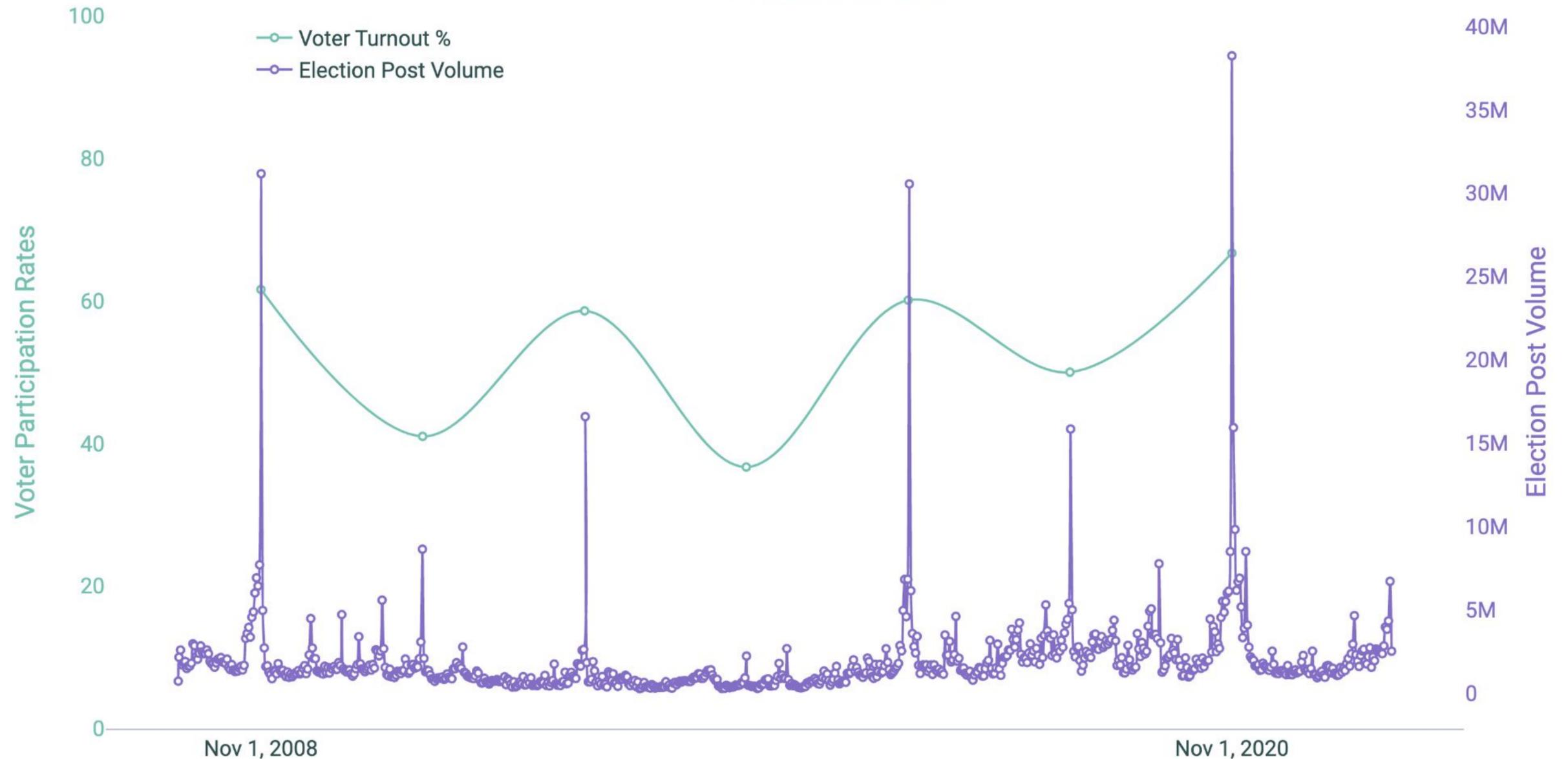
In this brief, we go over the topics our study revealed – specifically, the business-relevant ones you'll want to remain aware of here, at the end of the 2022 election season.



# Using social listening data to analyze midterm elections

### Correlation Between Election-Related Post Volume and Voter Participation Rates

November 1, 2008-Present



This graph shows a US voter turnout correlation with social post volume. It shows that when people post about voting online, there is a higher likelihood of high voter turnout rates. This correlation holds true across both midterm and general elections and across both major political parties.

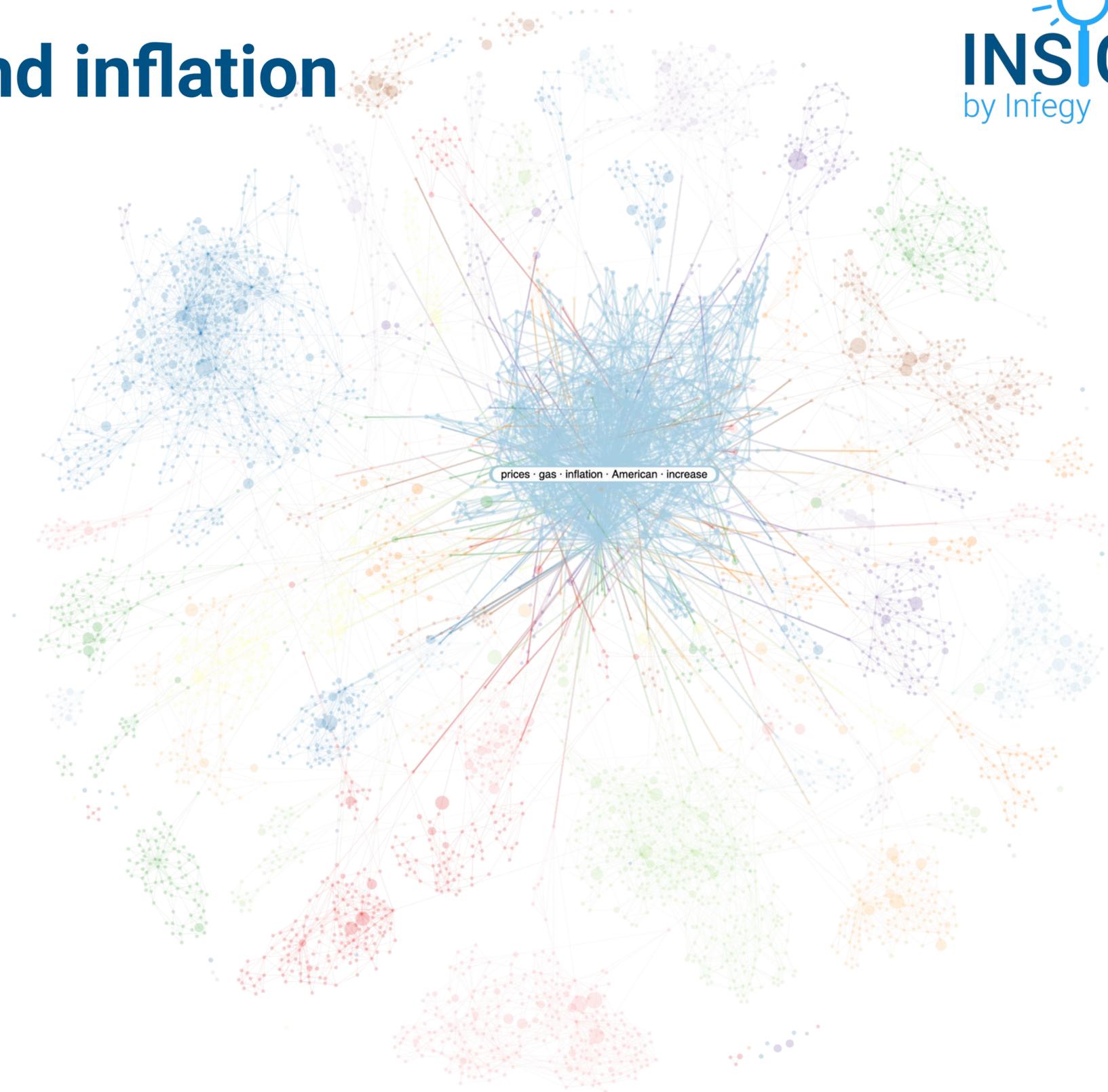
As 2022 is a midterm election, we expect voter turnout to be depressed, as is traditional with national midterm elections.

# Joe Biden clustering topics

## Interest rates, gas prices, and inflation

The large blue cluster represents the thousands of posts discussing Joe Biden and inflation, gas prices, and the American economy as a whole.

This shows many US voters are concerned with the increased inflationary economic environment and the higher gas prices that come along with that. Emerging from a global pandemic and economic shutdown, American dollars are not going as far as they once were.

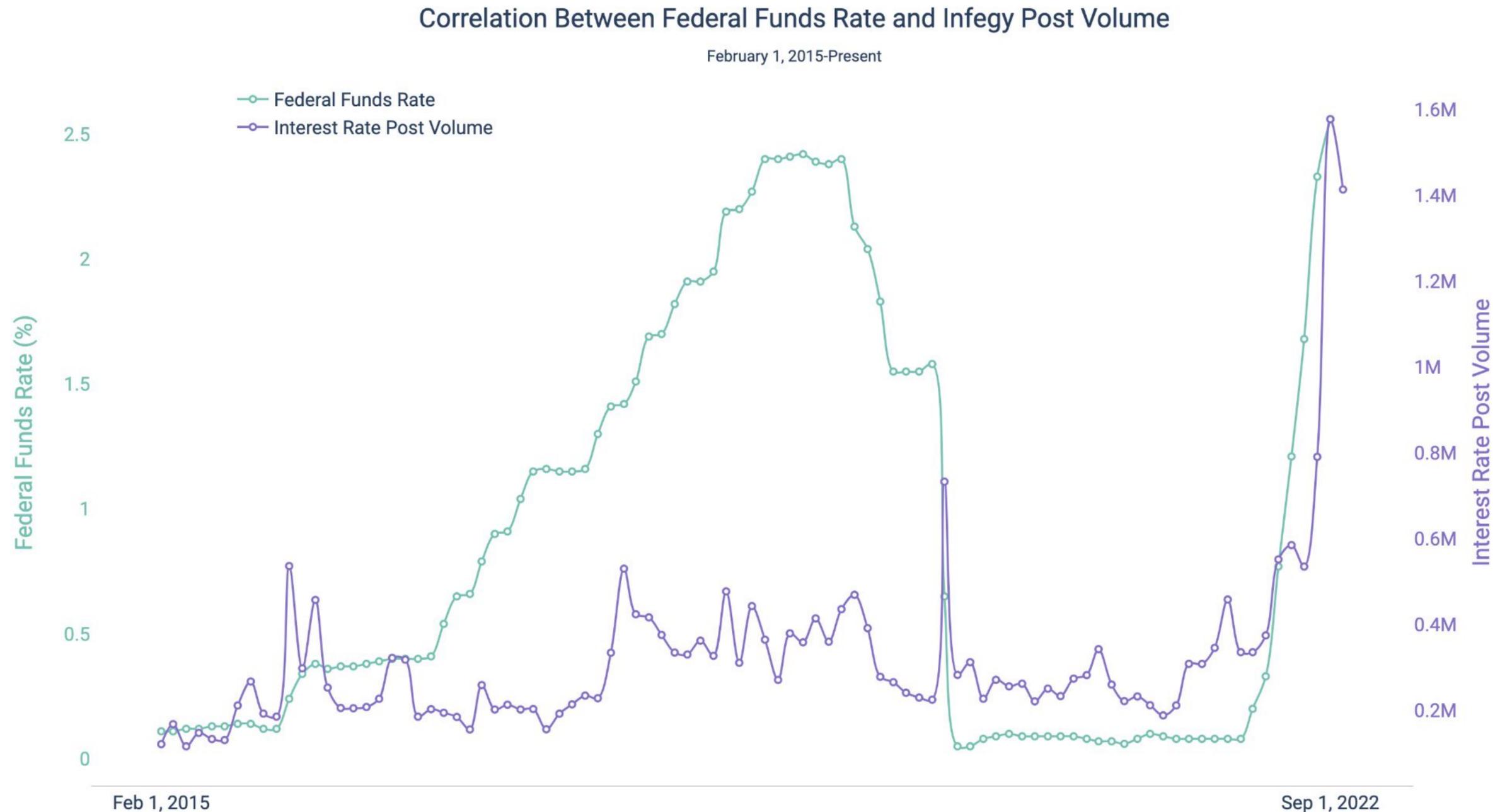


# Gas prices and interest rates

## Correlation between Federal Funds Rate and post volume

This chart shows a correlation between the Federal Reserve's Federal Funds rate adjustment and Infegy Post Volume around "interest rates." Interest rates steadily climbed through March 2020. When the pandemic hit, the Fed slashed rates. Correspondingly, we see a big spike in post volume as the Fed cut rates.

This is highly relevant for the 2022 midterms. As the Federal Reserve rapidly hikes interest rates, consumers find borrowing money to be increasingly expensive. This makes it harder to buy a house, a car, or pay off a credit card. Joe Biden and the Democrats will have to fight Federal Reserve-induced headwinds in order to keep the House and Senate.

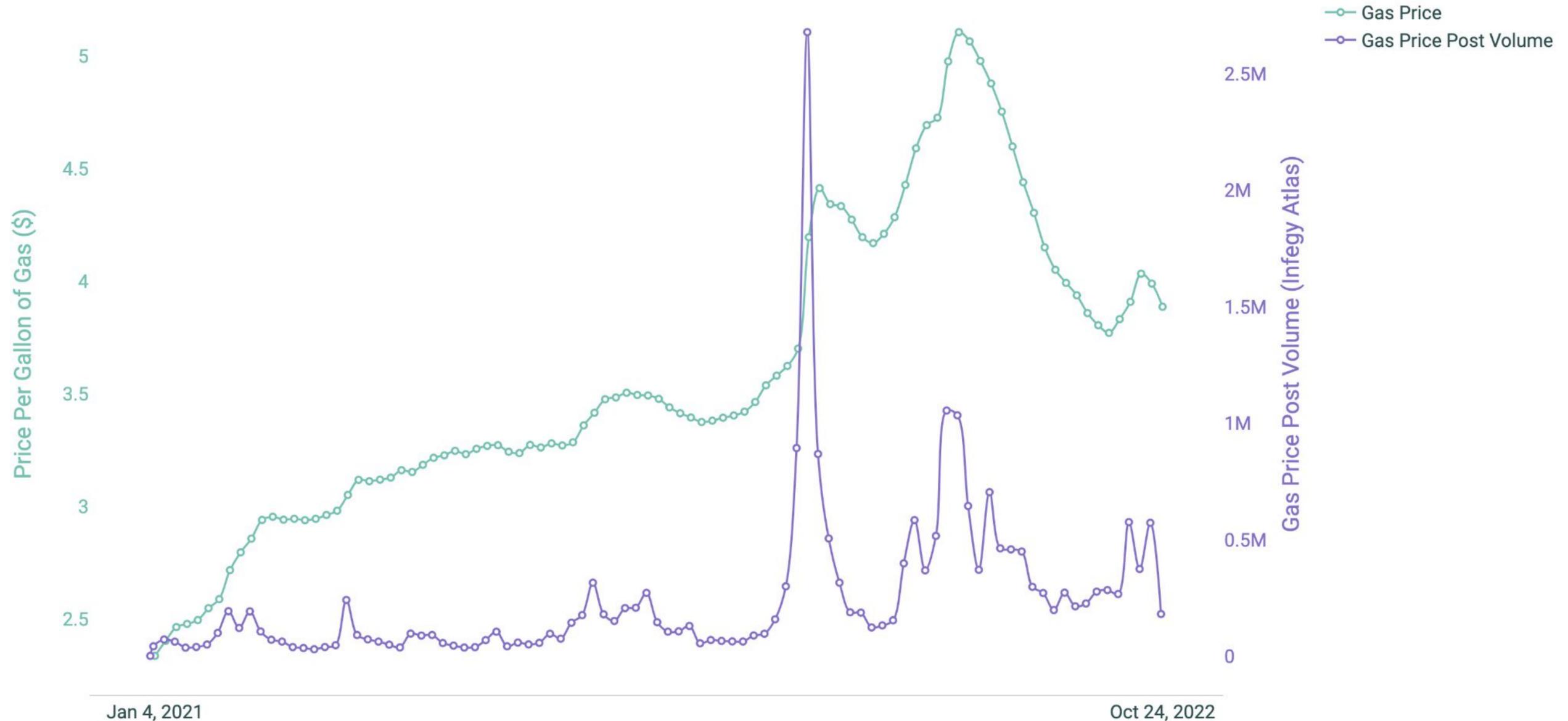


# Gas prices and interest rates

## Correlation between per gallon price of gas and post volume

Correlation Between Gas Price Post Volume and Gas Prices

January 4, 2021-Present



This chart shows a correlation between post volume of people talking about gas prices and the actual price per gallon of gasoline in the US. You can see that when gas prices spiked in March 2022, social post volume also spiked.

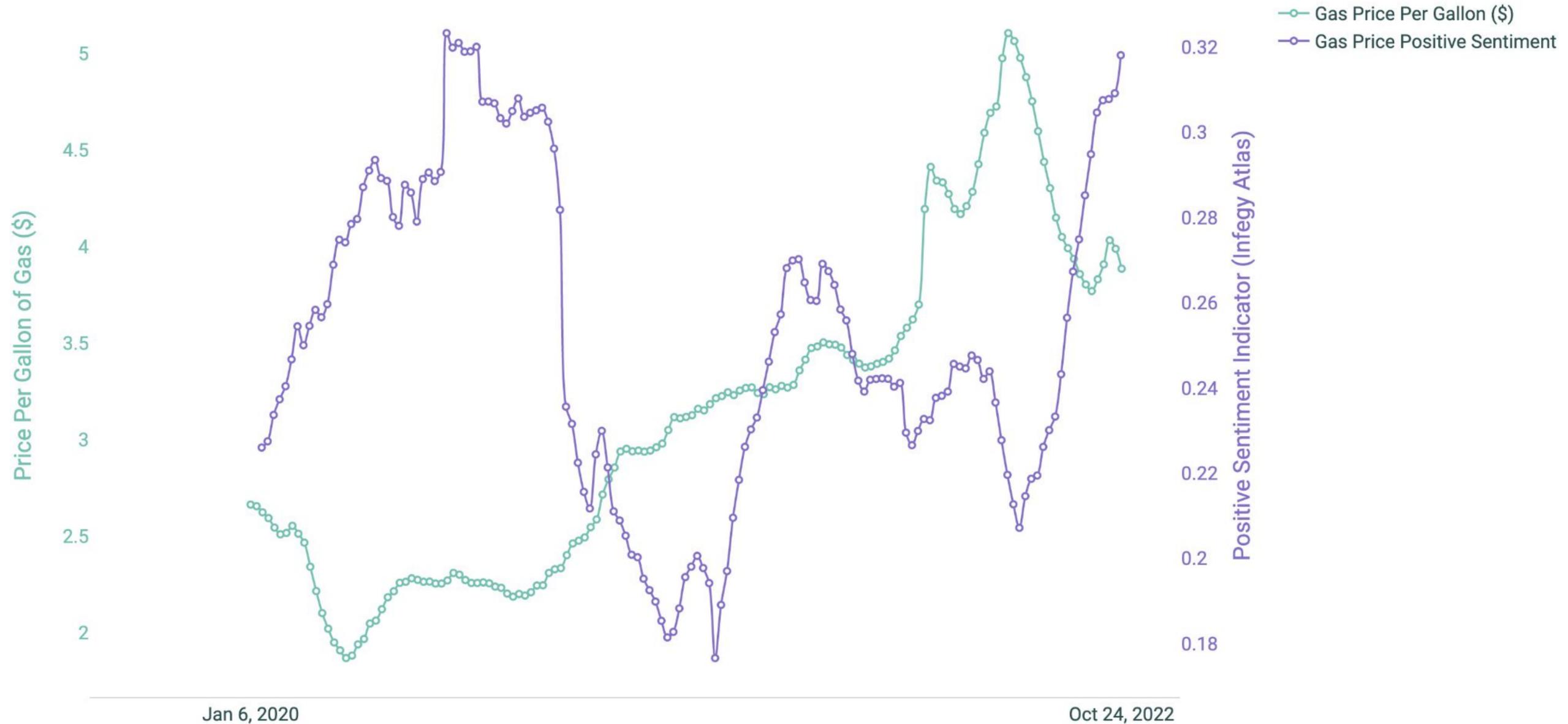
Social data tends to reveal reactions to social and economic events. This creates large spikes. While post volume dropped after the initial change, gas prices continued to climb. Social media users' attention began to correspondingly increase.

# Gas prices and interest rates

## Inverse correlation between sentiment and fuel prices

Inverse Correlation Between Fuel Price Sentiment and Gas Prices

January 6, 2020-Present



Predictably, sentiment around gas prices is inversely correlated with the gas prices themselves. The chart to the right shows as COVID-19 cratered gas prices, consumers' sentiment online spiked.

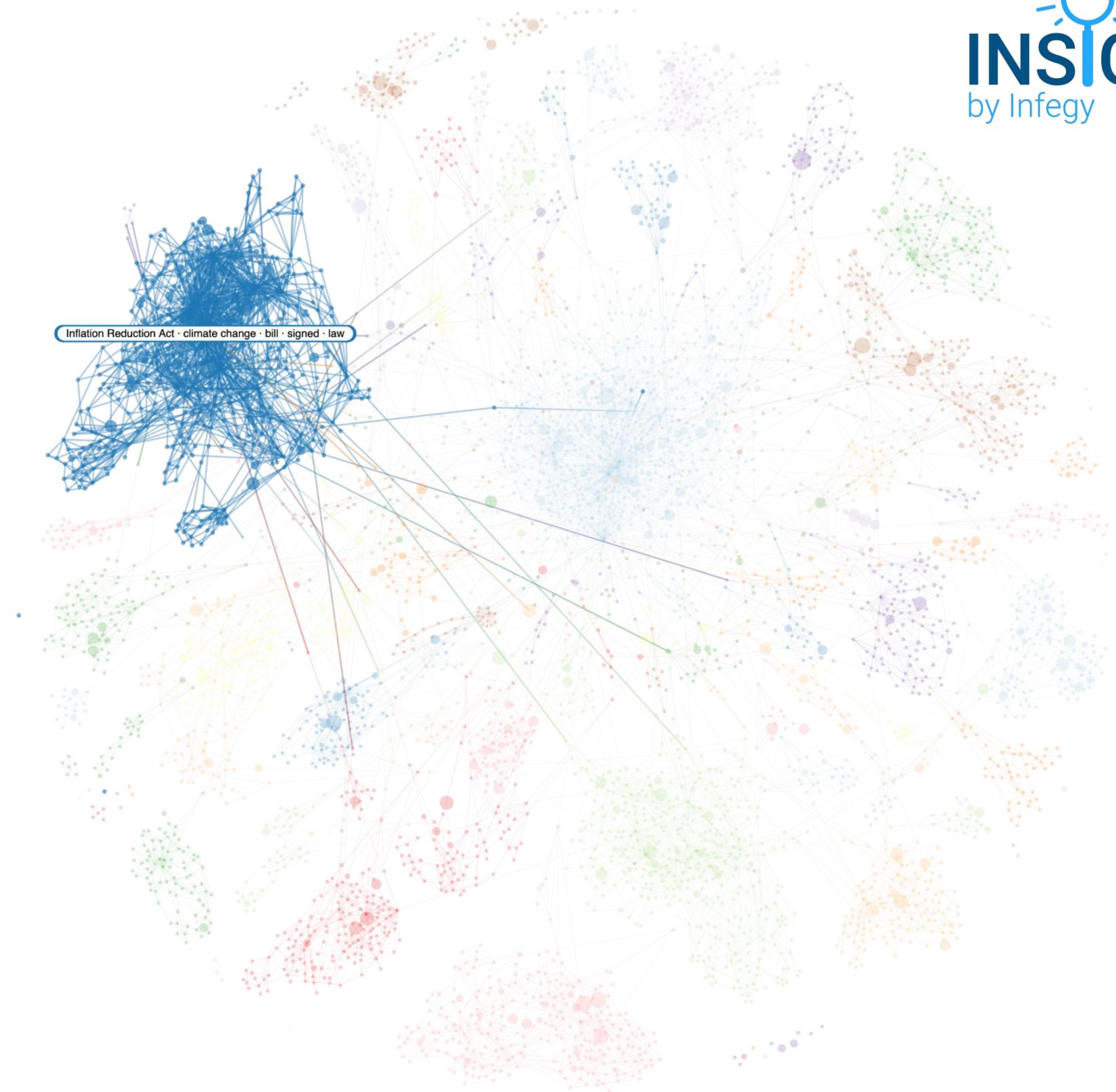
On the flip side, as gas prices spiked post pandemic, consumers' sentiment around gas prices cratered.

People don't like paying extra to fill up their car. That displeasure has been closely tied with the Democrats' [future control](#) of Congress.

# Joe Biden clustering topics

## Inflation Reduction Act

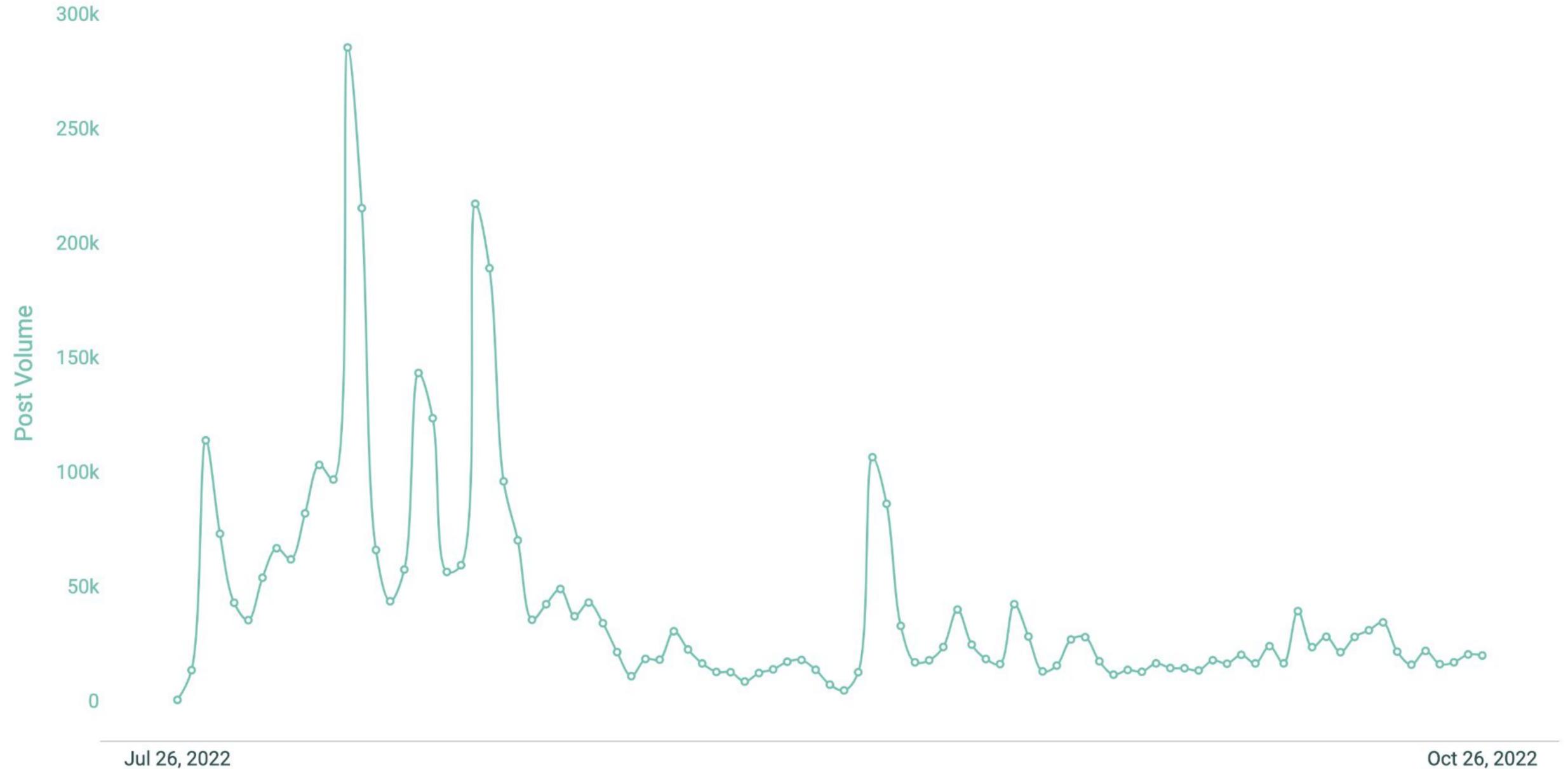
Joe Biden's administration fought hard to pass their signature Inflation Reduction Act, a multi-billion dollar spending package that seeks to improve American infrastructure. The Biden administration spent much of its political capital trying to persuade West Virginia Senator Joe Manchin to back the bill. Infegy data confirms this connection, showing that users frequently post about Joe Manchin when talking about the Inflation Reduction Act.



# Inflation Reduction Act Dwindling post volume

### Inflation Reduction Act Post Volume Dropping

July 26, 2022-Present



Despite that Democrat legislative effort, post volume data doesn't appear to suggest that voters think much about the bill that was passed. From our data, voters appear to post more about immediately relevant topics like inflation or gas prices.

By comparison, post volume around the Inflation Reduction Act peaked at its passage, but has dwindled to a fraction of its original strength. This suggests that it's not a factor that will motivate voters to go to the polls.

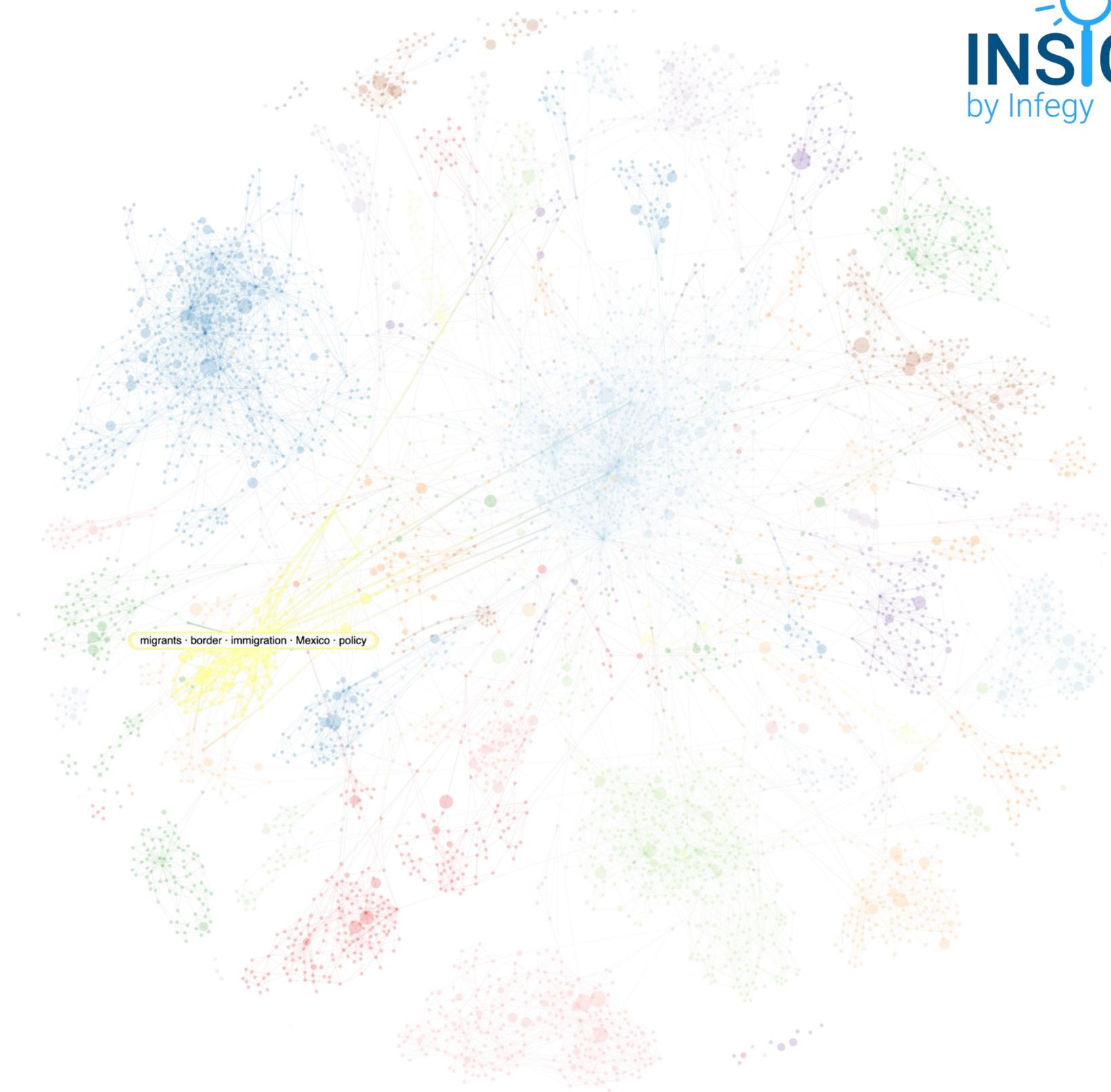


# Joe Biden clustering topics

## Migration and the border

Democrats have long faced weakness around US Border security, especially in southern states. President Joe Biden has not fared better than his predecessors.

Joe Biden's topic cluster shows that immigration related issues make up a sizable chunk of conversation when people talk about Biden or the Democrats.

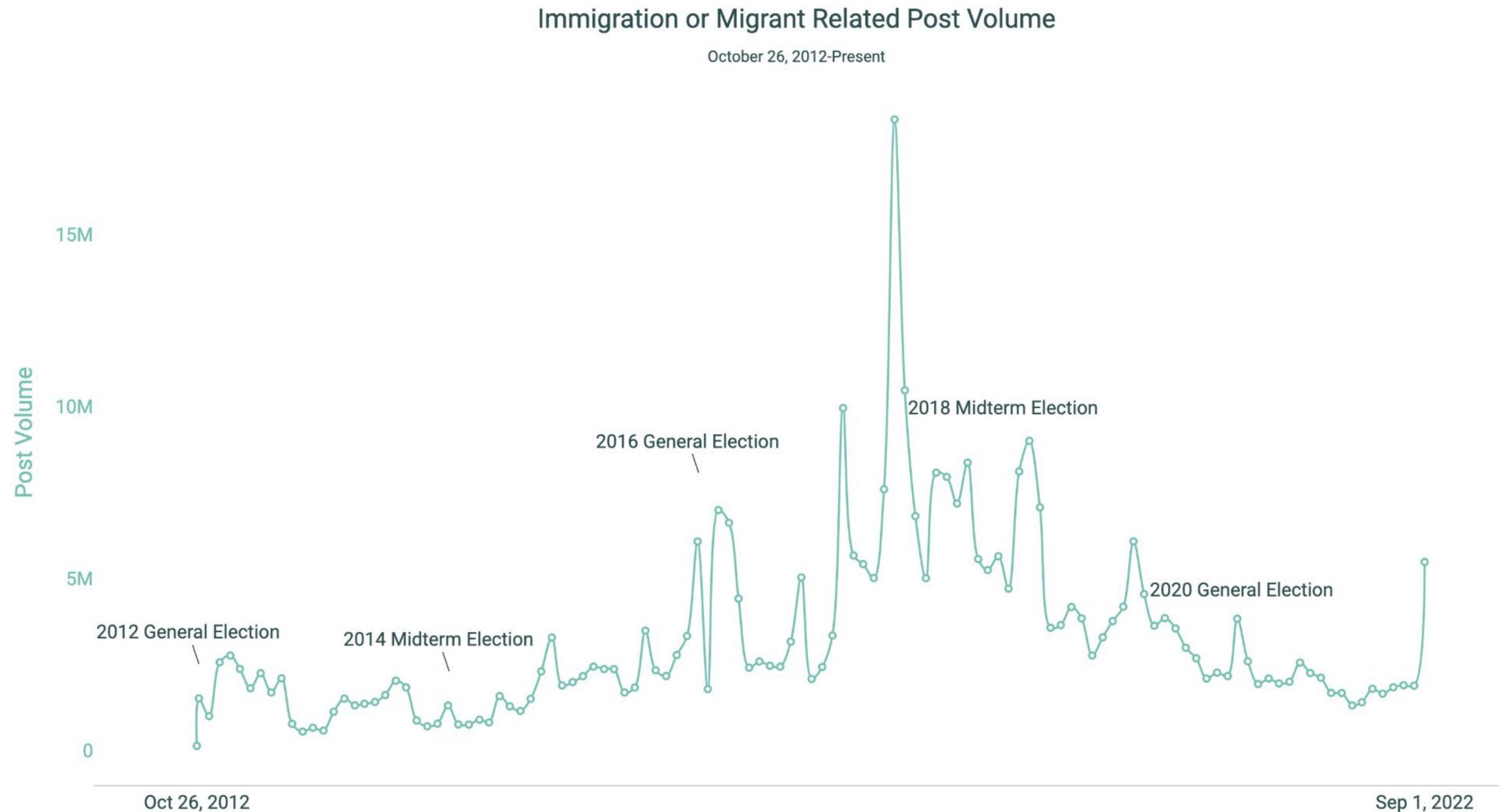


# Migration and the border

## Post volume surges around midterm elections

Over the last several election seasons, immigration issues have predominantly come up in US midterm elections. GOP campaigns use them as a wedge issue to move voters to the polls. Traditionally, Democrats have been viewed as “softer” on immigration-related issues.

The 2018 midterms saw a huge focus on a migrant “caravan” that was supposedly moving from Honduras to the southern border. This dominated conversation in the 2018 midterms issues, but faded away after the election.

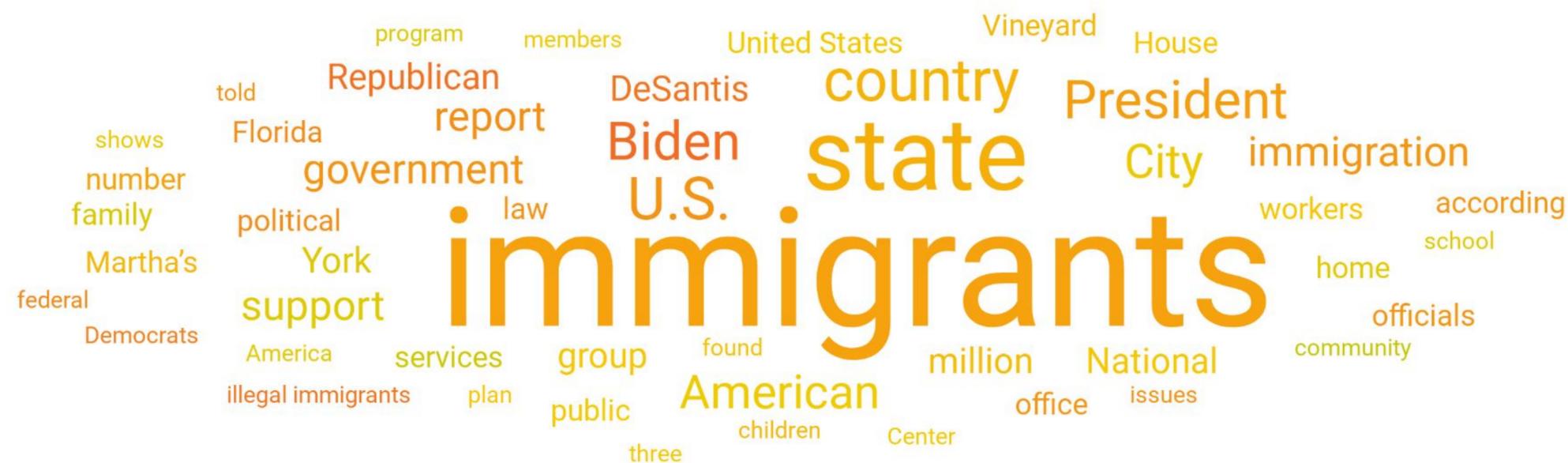


# Migration and the border

## Post volume surges around midterm elections

The 2022 midterms also has migration and immigration related issues coming to the forefront. GOP governors of southern states have taken to flying migrants and refugees to Democrat strongholds like Washington DC, New York City, and even Martha's Vineyard.

Governor DeSantis of Florida and Governor Greg Abbott of Texas have used this strategy to garner overwhelmingly positive conservative support online for their actions. For example, Greg Abbott's migration antics have garnered a 90% positive sentiment across his supporters. President Biden, on the other hand, only has a 23% positivity rate.



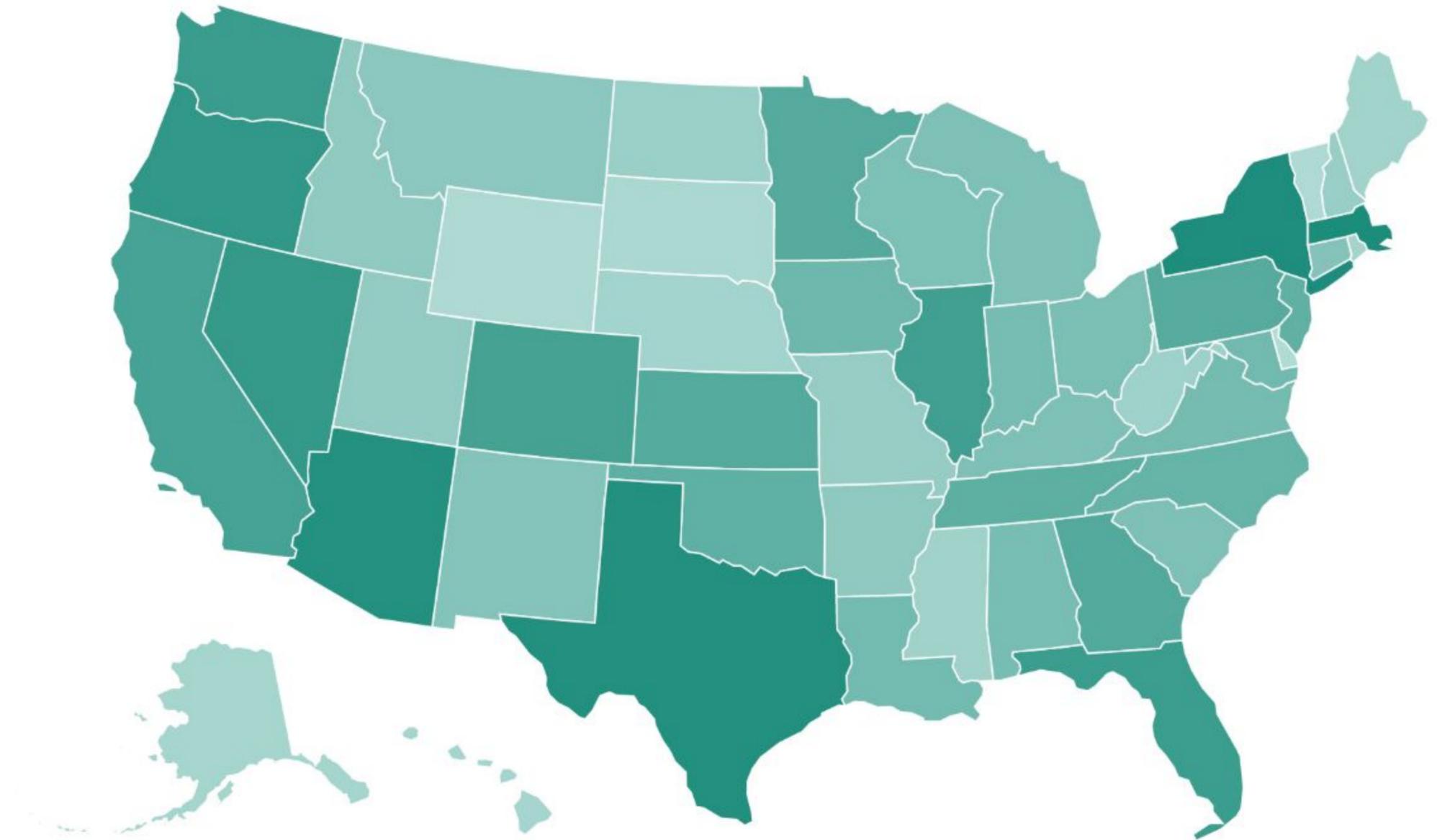
Entity	Trend	Change	Sentiment	Universe Posts	Appearances Per Post
Joe Biden		4%	23%	18.5k	2
Ron DeSantis		70%	58%	11.0k	1.2
Donald Trump		1%	18%	8.19k	2.4
Fox News		20%	36%	5.45k	1.4
Barack Obama		24%	58%	4.12k	1.8
Greg Abbott		-39%	90%	3.45k	1.2
Kamala Harris		-27%	88%	2.82k	1.2

# Migration and the border

## Post volume surges around midterm elections

Unsurprisingly, Infegy Atlas shows that GOP-controlled border states like Texas, Arizona, and Florida have higher post volume related to immigration-related issues. This makes sense, as those governors stand more to gain by highlighting Democrat weakness.

States like California or New Mexico, despite being border states, have comparatively less post-volume around immigration-related issues.



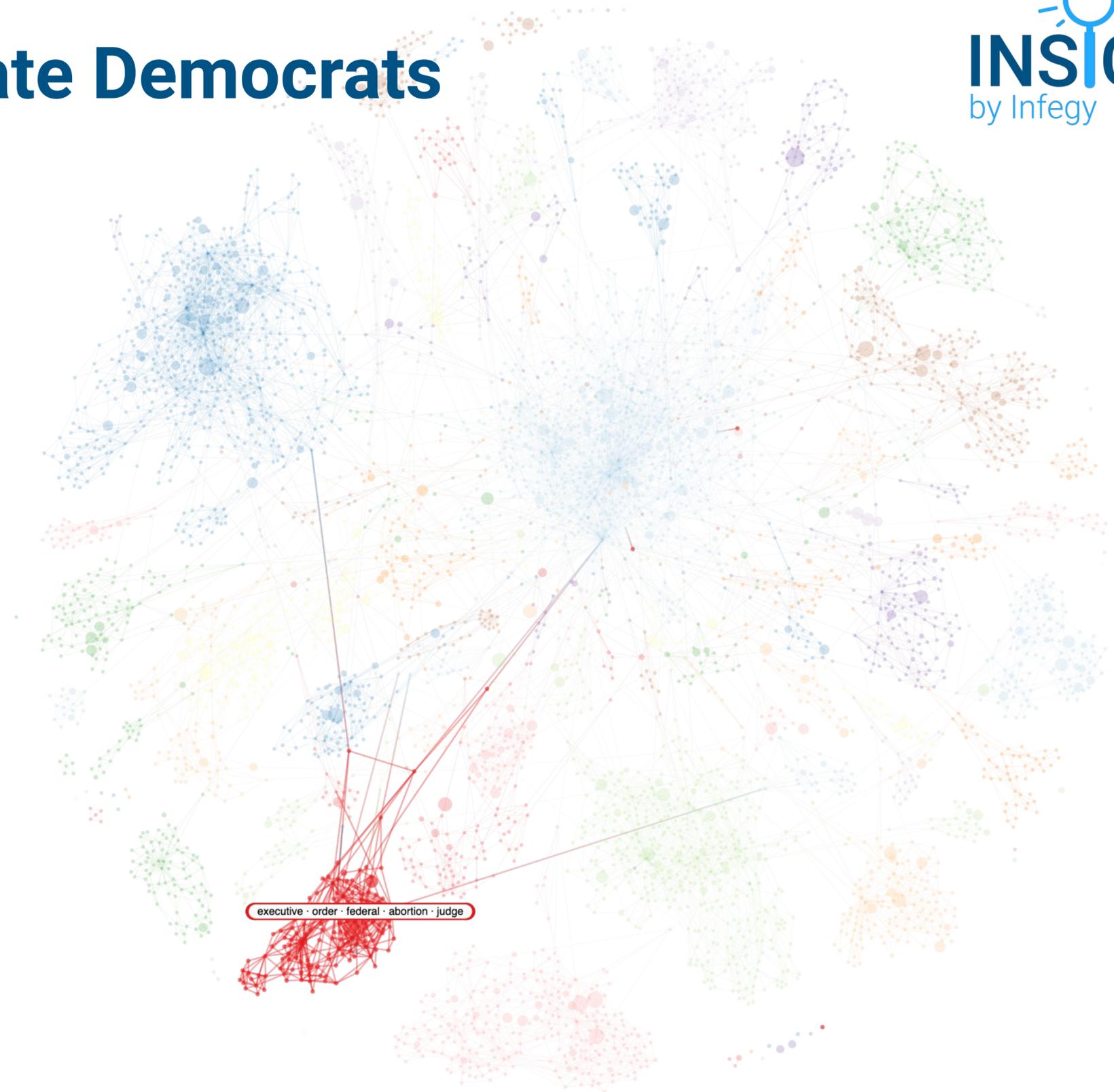
State data based on 93,629 posts

# Abortion

## Abortion restrictions motivate Democrats

Since the US Supreme Court has overturned Roe v. Wade, the Democratic Party has been using the abortion issue to attract donations and motivate voters to get out to vote.

However, Infegy Atlas shows the abortion-related documents cluster to be much smaller than the economic clusters around inflation, higher gas prices, and interest rate issues. Whether single-issue voters will turn around the midterm elections remains to be seen.



# Abortion

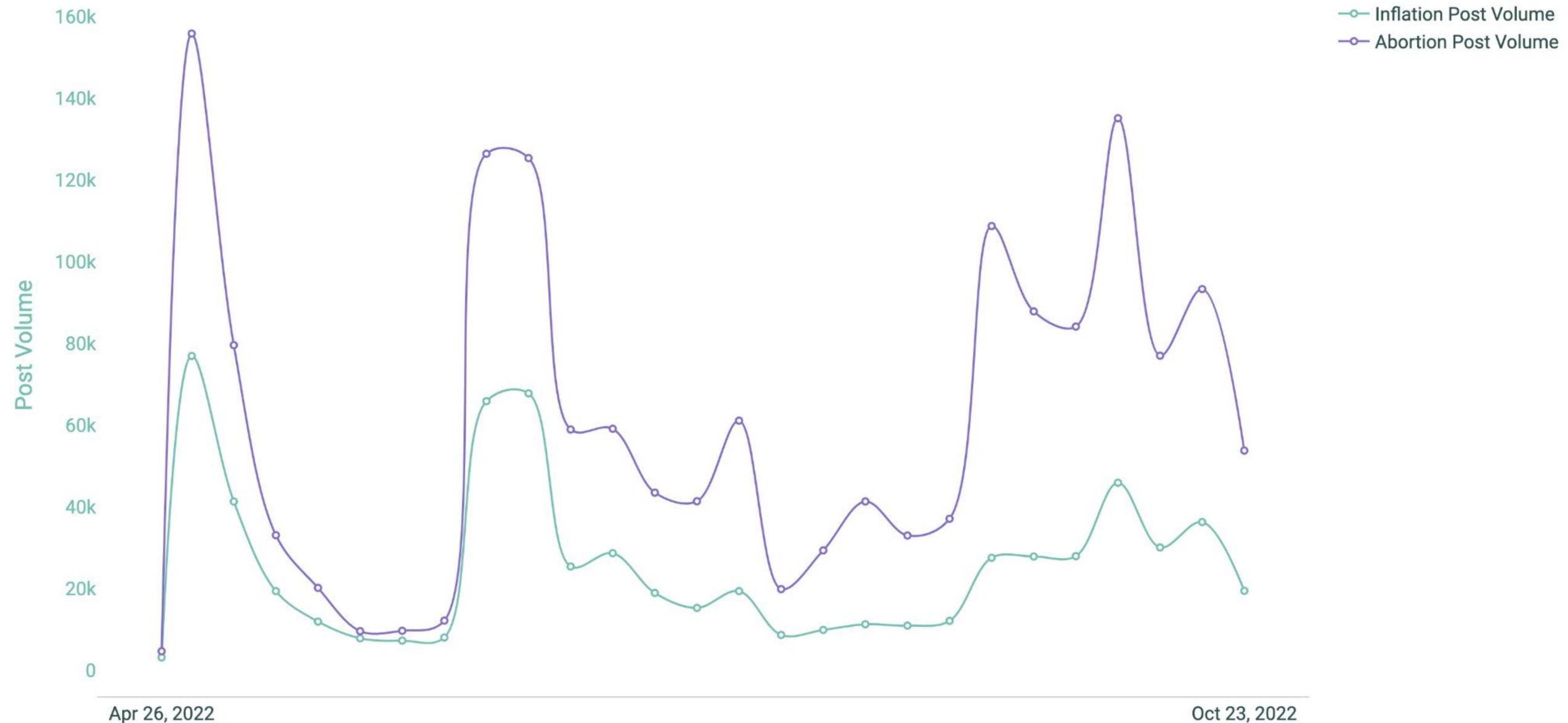
## Democratic voters post more frequently about abortion

This Democrat strategy has been successful once already, as evidenced by a high turnout Kansas referendum where voters protected a woman's constitutional right to an abortion. This result surprised many politicians, as Kansas is traditionally viewed as a conservative stronghold.

Infegy Atlas data shows that self-identified Democrats are more than twice as likely to post about abortion related issues as Republicans.

### Democrats Post Consistently More About Abortion

April 26, 2022-Present



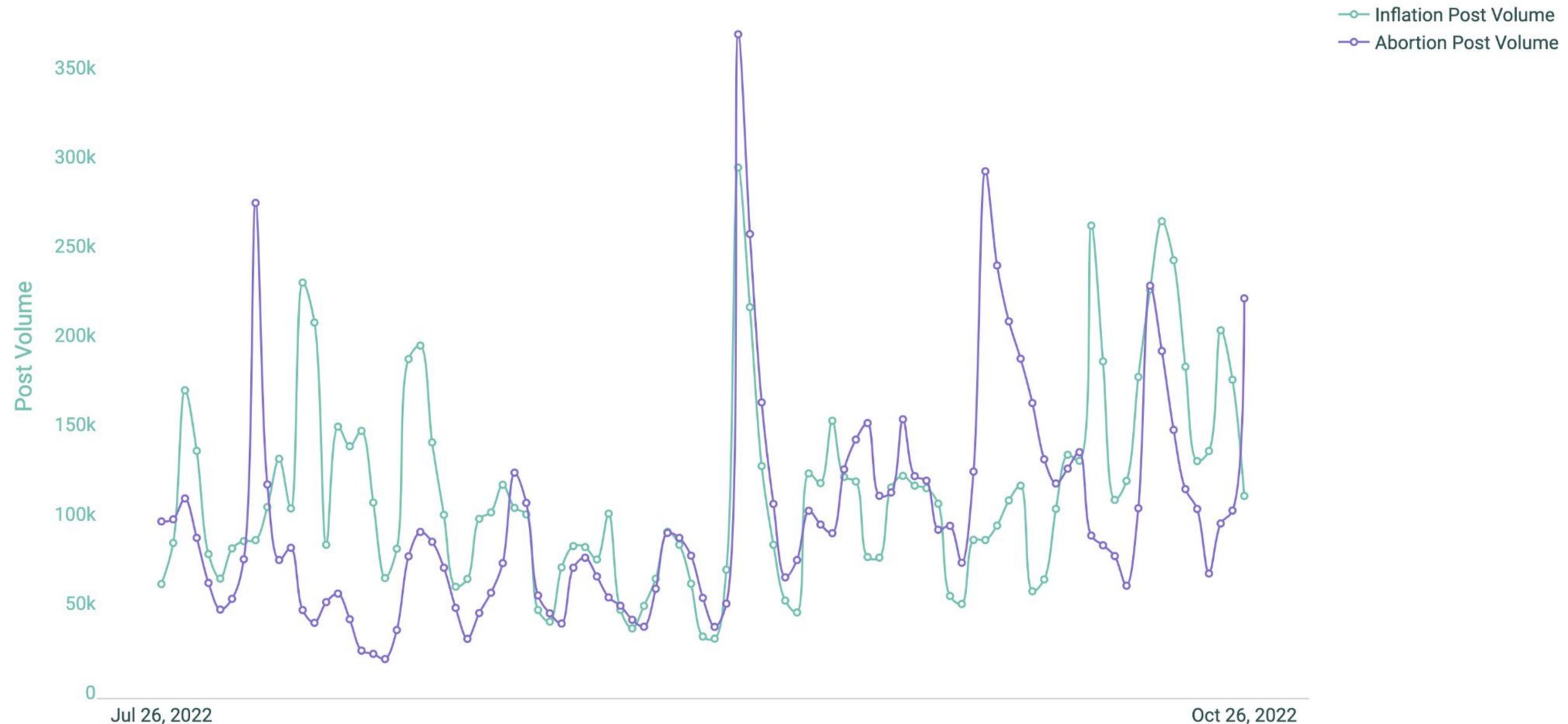
# Abortion

## Inflation post-volume gains ground over abortion

Infegy Atlas post volume has shown that inflation conversation has grown over the past weeks as the Federal Reserve's rate increases have not had their desired effect. As we get closer to the election, Republican candidates are likely to capitalize on this advantage by highlighting Democrat economic weaknesses. This could motivate their voters to the polls. This growing inflation-related post volume suggests that the mood of the electorate is shifting away from social issues and moving towards more economic issues.

### Inflation Topics Gaining Ground Closer To Election

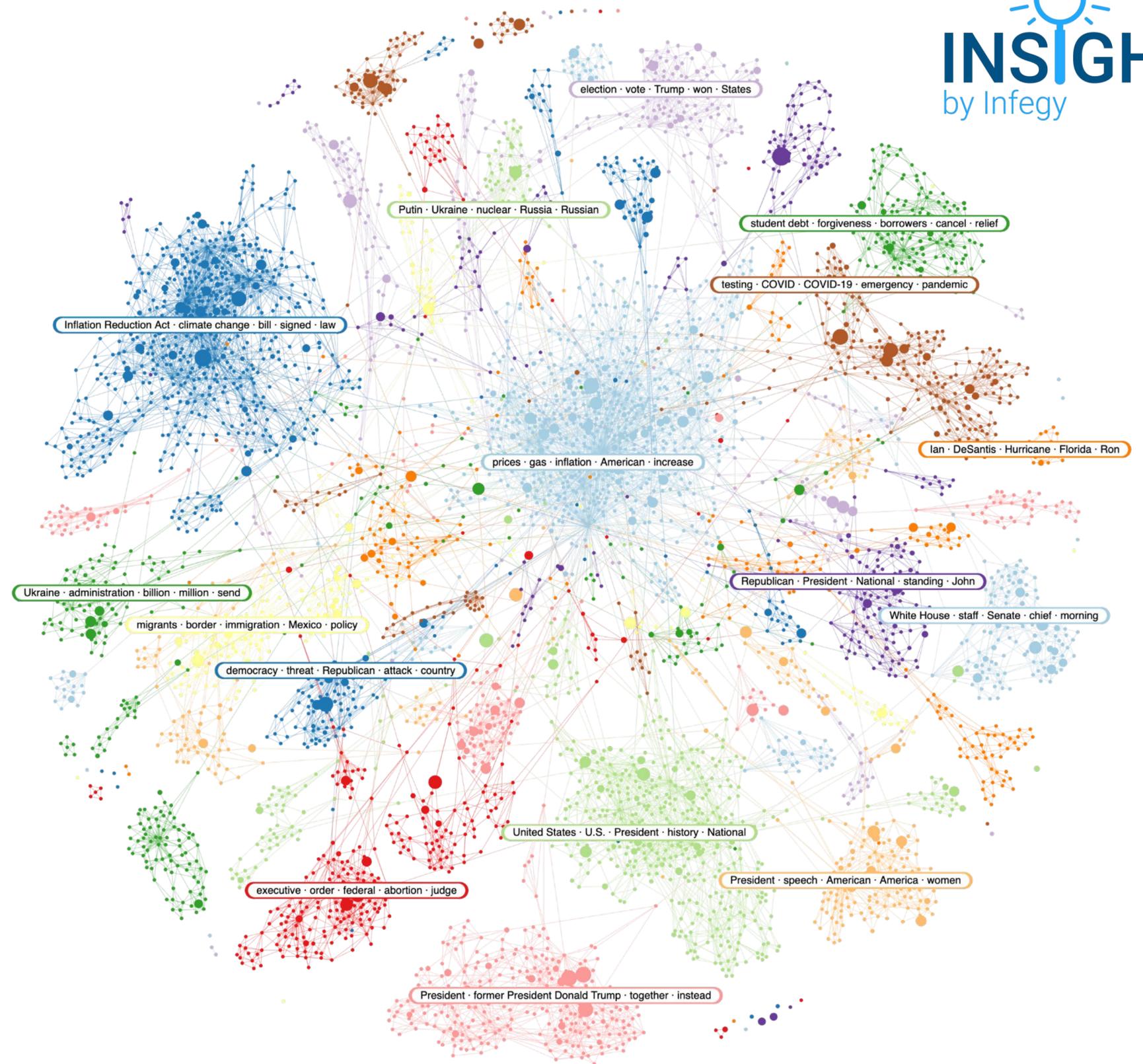
July 26, 2022-Present



# Joe Biden clustering topics

In this brief, we looked at how social listening data can deliver insights into the momentum of national elections. Using our new topic clustering algorithm, we highlighted the four most impactful areas that are motivating voters to participate in this election.

Understanding how voters react to these issues will help campaigns direct advertising dollars to make sure their message reaches the right voter at the right time. These insights could be the difference between winning and losing an election.



# About Infegy

We're changing the way companies listen to consumers, and what they do about it.

- Robust social listening data and analysis
- Quickest view of consumers' thoughts and sentiments
- Unmatched client experience and support
- Agile approach to products and services



ENDEAVOR

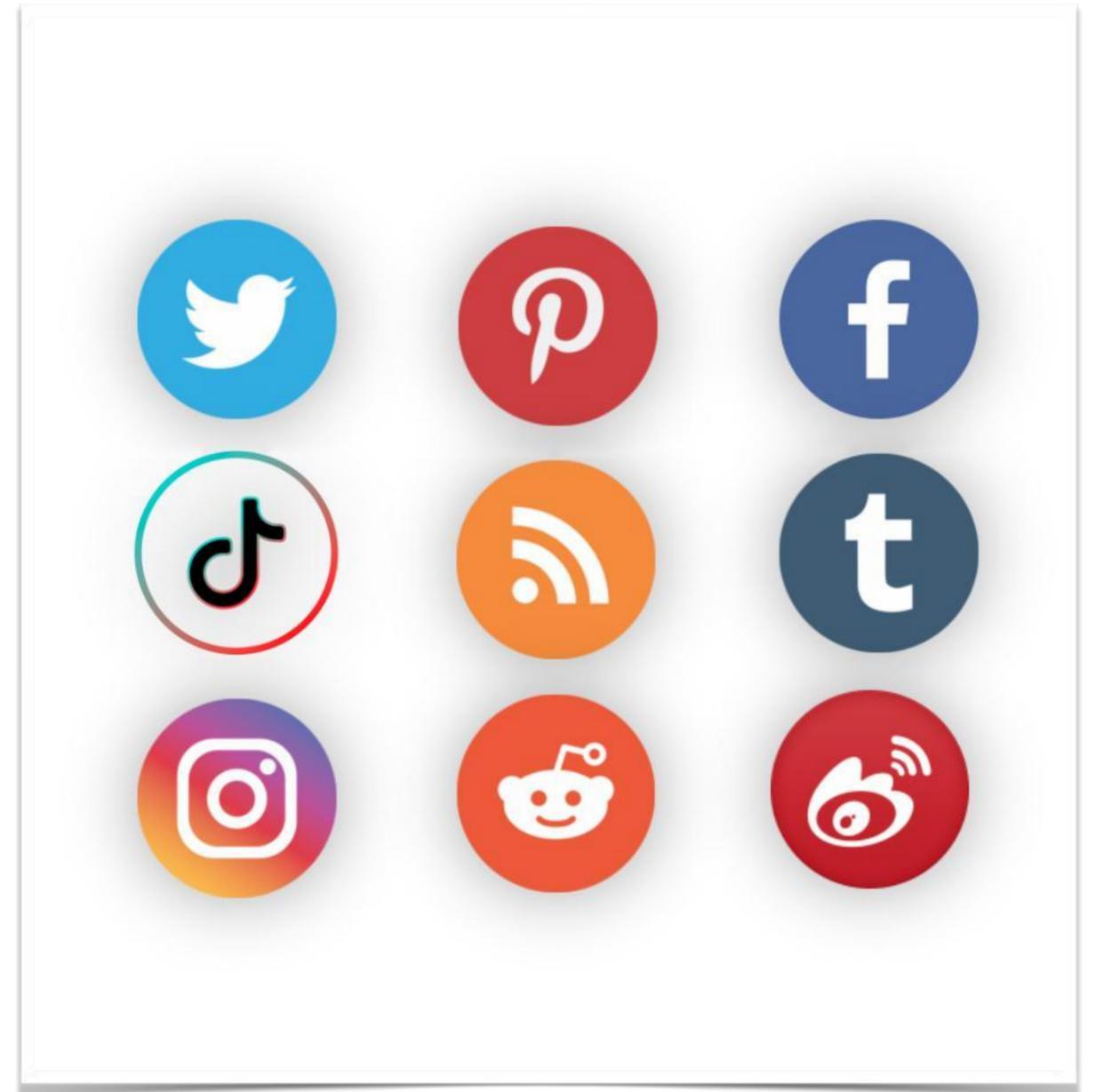


qualtrics<sup>XM</sup>



# Our dataset

- Social dataset spanning hundreds of billions of posts and growing fast.
- Data collection that best mirrors varied real-world populations.
- Unlimited data access provides flexibility to obtain the context that matters.
- In-house data storage allows for unmatched speed to insight.



## Contact us

Learn how you can use Infegy Atlas to obtain insights like these and many others. Contact us at [sales@infegy.com](mailto:sales@infegy.com) to schedule a custom demo.