NUNA
Consulting Group

September 30, 2020

PRESIDENTIAL DEBATE #1 MEDIA LANDSCAPE ANALYSIS

Overview

The following media analysis was pulled from online media across all open online media platforms that include, but are not limited to, online news, blogs, websites, forums, Twitter, Facebook, Instagram, and other online media outlets based on the key terms query below around the first Presidential Debate held September 29, 2020 from 9:00 pm - 10:30 pm ET.

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"Presidential Debate" OR #presidentialdebate2020 OR #debates2020
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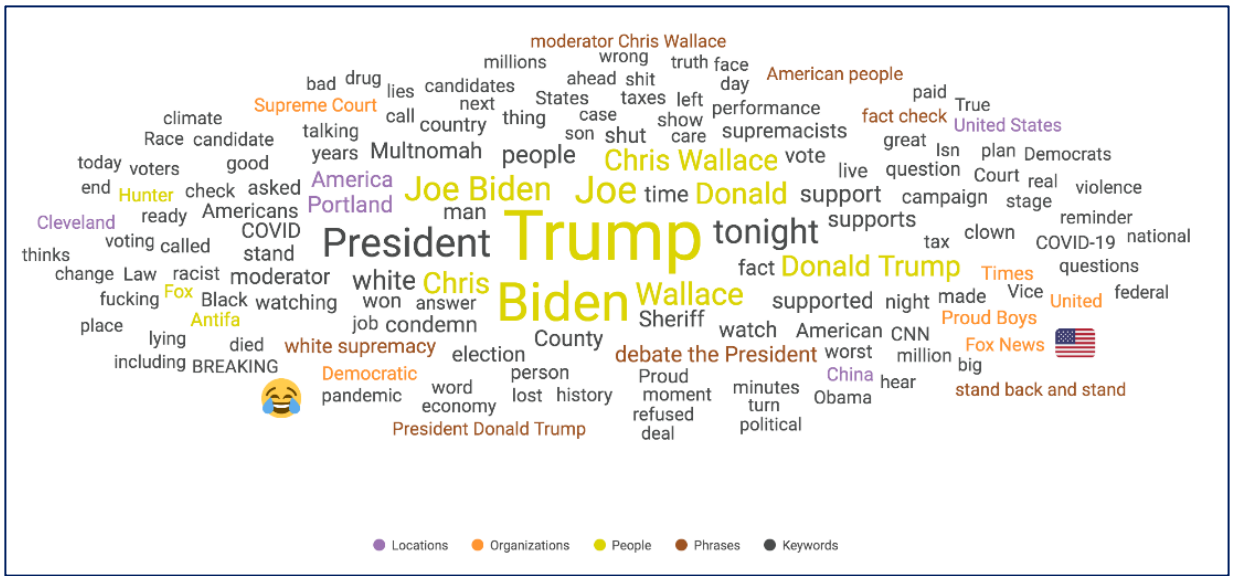
Key Insights

The overwhelming conversation online surrounding the debates in the first 12 hours post-debate are largely focused on the actions of both candidates and the notoriety of the night rather than the subject matter and/or key issues argued during the debate.

Trending this morning from Telemundo is a poll from its Spanish speaking viewers who expressed their preference of who won the debate:
66% Trump and 34% Biden.

Below are the key topics that emerged in the online media space during and directly following the debate through 10:45 am ET.

The following is a Word Cloud pulled by volume of mentions in online media based on a mention volume of ***25,211,927 online mentions*** and ***4,000,832 trending issue area share of voice mentions***.



Issue Area Share of Voice in Online Media: Outside of the candidate names themselves and specific procedural issues regarding last night's debate there were approximately seven key issue areas and phrases the candidates stated that were picked up by the online media space.

1. **Portland Sheriff Endorsement – 37.5% issue area share of voice**
   The Portland Sheriff immediately refuted the claim that he endorsed President Trump via Twitter and it went viral with the highest share of voice at 6% of the total conversation online and 37.5% of the conversation within the issue areas covered.

2. **The Race Conversation – 28.8% issue area share of voice**
   White Supremacy/Proud Boys/Stand By/Supremacists/White key terms dominated the conversation with 4.3% of the total conversation online and 28.8% of the conversation within the issue areas covered.

3. **Shut Up Man / Clown Commentary – 11.9% issue area share of voice**
   Shut Up Man / Clown commentary by Vice President Biden was also prolific in the online media buzz with a total of 1.9% of the total conversation online and 11.9% of the conversation within the issue areas covered.

4. **COVID-19 / COVID-19 Deaths /China Plague – 10.3% issue area share of voice**
   Surprisingly the conversation around health care was not trending in the space and the COVID-19 response and "China Plague" comment only garnering 1.65% of the total conversation online and 10.3% of the conversation within the issue areas covered.

5. **Taxes / Tax Returns – 5.8% issue area share of voice**
   Also, in an interesting turn, the conversation around taxes and tax returns was low as well with 0.9% of the total conversation online and 5.8% of the conversation within the issue areas covered.

6. **Public Outrage Conversation – 5.4% issue area share of voice**
   F-Bombs / Shit Show Commentary by the American public was a heavily trending topic outside of the candidate's names with .86% of the total conversation online and 5.4% of the conversation within the issue areas covered.

7. **Jobs Mentions – 2.2% issue area share of voice**
   Jobs and the economy were in extremely low volume with .36% of the total conversation online and 2.2% of the conversation within the issue areas covered.

Questions about the data above? Contact Ricki McCarroll directly at ricki@nunaconsultgroup.com.