Mail-in & Absentee Voting

6/11-8/11 Report

Research by Ryan Young
Performance
Mail-in

Engagement

4.1M

⬆️ +110.6%

Compared to the previous period 2M

Potential Reach

6.9B

⬆️ +95.3%

Compared to the previous period 3.5B

Mentions

1.1M

⬆️ +82.1%

Compared to the previous period 589.4K

These results are based on the number of mentions of any variety of the phrase regarding voting, near the words primary or election. We then filter the results to only include mentions of “mail-in”.
Absentee

These results are based on the number of mentions of any variety of the phrase regarding voting, near the words primary or election. We then filter the results to only include mentions of “absentee”.

Engagement

1.4M

+258.5%

Compared to the previous period 402.7K

Potential Reach

2.3B

+162.3%

Compared to the previous period 873.5M

Mentions

336K

+138.9%

Compared to the previous period 140.7K
57.5% of the mail-in conversation is considered negative. While 12% of the mail-in conversation is positive.

This 57.5% negative sentiment is comprised of 616.9K mentions which is more mentions than all of the absentee conversation.
Results Over Time

President Trump’s Tweet about how people should have no problem going out to vote.

President Trump’s Tweet about the need to delay the election.

Monday, June 22, 2020 (12:00 AM)

215.5K
Results

Monday, July 27, 2020 (12:00 AM)

383.2K
Results

President Trump has Tweeted the 6 Most Engaged Tweets

**Donald J. Trump** @realDonaldTrump  tweeted

With Universal Mail-In Voting (not Absentee Voting, which is good), 2020 will be the most INACCURATE & FRAUDULENT Election in history. It will be a great embarrassment to the USA. Delay the Election until people can properly, securely and safely vote???

**Donald J. Trump** @realDonaldTrump  tweeted

If people can go out and protest, riot, break into stores, and create all sorts of havoc, they can also go out and VOTE — and keep our Election Honest. With millions of mail-in ballots being sent out, who knows where they are going, and to whom?

**Donald J. Trump** @realDonaldTrump  tweeted

Absentee Ballots are fine. A person has to go through a process to get and use them. Mail-In Voting, on the other hand, will lead to the most corrupt Election is USA history. Bad things happen with Mail-Ins. Just look at Special Election in Patterson, N.J. 19% of Ballots a FRAUD!

**Donald J. Trump** @realDonaldTrump  tweeted

The 2020 Election will be totally rigged if Mail-In Voting is allowed to take place, & everyone knows it. So much time is taken talking about foreign influence, but the same people won’t even discuss Mail-In election corruption. Look at Patterson, N.J. 20% of vote was corrupted!

**Donald J. Trump** @realDonaldTrump  tweeted

Mail-In Voting, unless changed by the courts, will lead to the most CORRUPT ELECTION in our Nation's History! #RIGGEDELECTION

**Donald J. Trump** @realDonaldTrump  tweeted

Because of MAIL-IN BALLOTS, 2020 will be the most RIGGED Election in our nations history - unless this stupidity is ended. We voted during World War One & World War Two with no problem, but now they are using Covid in order to cheat by using Mail-Ins!

Average Engagement = 243.3K
Top 3 Engaged Tweets Other Than President Trump

Mary L Trump @MaryLTrump tweeted

Has any reasonable American ever --doubted the validity of mail-in ballots? --questioned the value of the postal service? --questioned the legitimacy of an election before a single vote is cast? Why are these being questioned now? #SaveTheUSPS #protectmailinvoting #Biden2020

George Conway @gtconway3d tweeted

In the midst of a civil war, one that for Americans was the deadliest armed conflict in history, 150,000 Union soldiers voted by mail in 1864. Their votes helped ensure the re-election of President Abraham Lincoln, the preservation of the nation, and the end of slavery.

Barack Obama @BarackObama shared a link

Voting by mail shouldn't be a partisan issue--especially during a pandemic. Everybody should be able to request an absentee ballot, and make their voice heard in every election. npr.org/2020/06/04/864...

Average Engagement = 165.6K
Joe Biden has not mentioned mail-in or absentee voting and ballots in the last 2 months.
Overall Insights

- There have been 1.1M mentions of mail-in voting compared to 336K mentions of absentee voting.
- Mail-in voting has more negative mentions than absentee voting has in total.
- On the days with the largest spikes, President Trump’s tweets are responsible for the most engaged tweets.
- President Trump’s tweets center around the idea that absentee ballots are fine, as long as the qualifications are met, but mail-in voting will be corrupt and rigged in the 2020 Presidential Election.
- President Trump has the 6 most engaged tweets when mentioning mail-in or absentee voting with an average of 243.3K engagements.
- The next 3 highest engaged tweets come from three political influencers that disagree with Trump’s statements about mail-in or absentee voting. These tweets have an average of 165.6K engagements.
- President Trump has mentioned mail-in or absentee voting 29 times, while Biden has mentioned this topic 0 times on his twitter.