Joe Biden’s VP Running Mate
6/5-8/5 Report
Research by Ryan Young
Performance
Joe Biden announces he will name running mate next week.

Kamala Harris controls over 50% of all results.
Susan Rice

Engagement

5M
-35.4%
Compared to the previous period
7.8M

Potential Reach

127.3B
+233.4%
Compared to the previous period
38.2B

Mentions

5.1K
+40.8%
Compared to the previous period
3.6K

Susan Rice
@AmbassadorRice

National Security Advisor; UN Amb; Mom; SIS, AU; Belfer Ctr; NYT Contributor; Author, NYT bestseller Tough Love: My Story of the Things Worth Fighting For

Washington, DC  susanricebook.com  Joined January 2017

Twitter Followers: 445.5K
Posted Tweets: 4.1K
Karen Bass

Engagement
3.4M (+364.9%) Compared to the previous period 730K

Potential Reach
114.4B (+3.8K%) Compared to the previous period 2.9B

Mentions
3.4K (+1.6K%) Compared to the previous period 194

Congressmember Bass
@RepKarenBass
Representing California’s 37th District, which includes Los Angeles, South LA, & Culver City. Chair of the Congressional Black Caucus. fb.me/RepKarenBass


Twitter Followers: 149.7K
Posted Tweets: 5.8K
Val Demings

Engagement

3.4M
-7.4%
Compared to the previous period 3.6M

Potential Reach

69.4B
+29.1%
Compared to the previous period 53.8B

Mentions

2.7K
+35.4%
Compared to the previous period 2K

Rep. Val Demings
@RepValDemings


Washington, DC | Orlando, FL  demings.house.gov
Joined November 2016

Twitter Followers: 213.7K
Posted Tweets: 8.4K
Keisha Lance Bottoms

Engagement

4.8M

↑ +78.7%

Compared to the previous period 2.7M

Potential Reach

66.3B

↑ +141.1%

Compared to the previous period 27.5B

Mentions

3.1K

↑ +126.9%

Compared to the previous period 1.3K

Keisha Lance Bottoms

@KeishaBottoms

60th Mayor of Atlanta | Wife & Mommie

Atlanta, GA  Joined May 2011

Twitter Followers: 293.4K

Posted Tweets: 3.8K
Kamala Harris has 600 more positive mentions than all other potential running mates combine.

However, Kamala Harris also has 1K more negative mentions than all other potential running mates combine.
Overall Insights

○ Kamala Harris is responsible for over 50% of all mentions
○ Kamala Harris has the highest engagement, potential reach, and mentions
○ Kamala Harris has the most positive mentions and negative mentions. She is the most well known and has 14.8K mentions in the last 2 months
○ Each of the other 4 potential choices all show different, but surprising strengths
○ Karen Bass and Susan Rice have seen a spike in recent weeks
○ Higher negative sentiment for each potential candidate appears to be related to name recognition
○ It would appear Kamala Harris is the frontrunner