



# Hot-Button Issues Are The Key to Political Traction

Geo: US

March – July 2022

 sharethis

# Key Issues Determine Voter Support



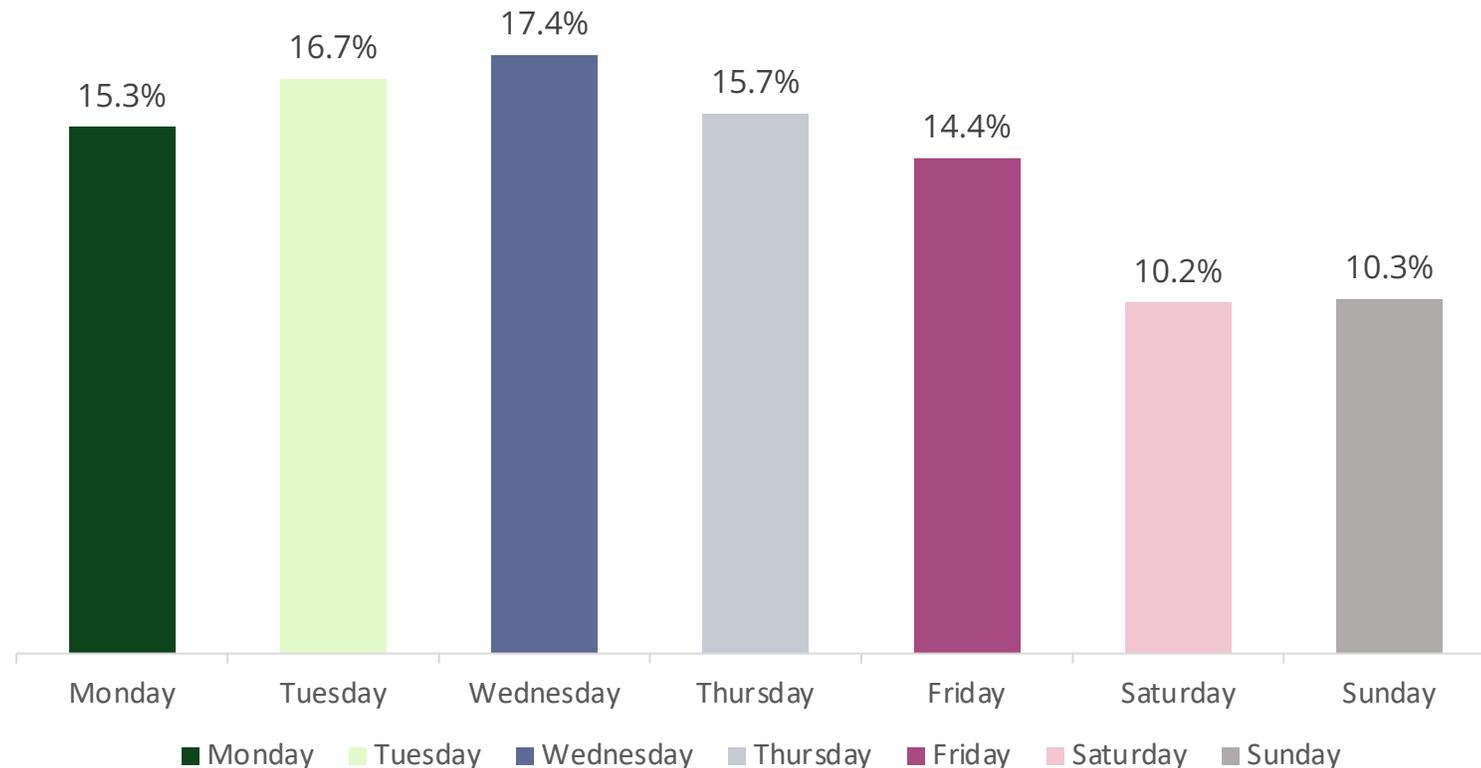
*As American political discussions go more virtual, online engagement is a key indicator of voter leanings and key issues - and online activity continues to be a key source of information and community building. Our data shows that, while many of the same topics are of interest to both sides of the aisle, American politics is moving further from the center and key institutions are being re-examined for efficacy and core function. Hot-button issues, along with changes in policies regarding those issues, are further creating coalitions and firm lines in the sand that allow these like-minded communities to form into political backing that will show itself at the polls.*

# Online Political Engagement Happens Most During The Week

Online Behavior by a U.S. Elections Audience



Engagement by Days of the Week (%):



*Wednesday has the highest engagement, followed by Tuesday and Thursday, signaling that mid-week is the high point for engaging online with political content. The traditional work week spurs engagement, as the weekend is likely devoted to friends or family.*

# Facebook Dominates Election Engagement



Online Behavior by a U.S. Elections Audience

Engagement on Social Media Platforms (%):

81%

*Of engagement with current and upcoming elections was on Facebook*

18%

*Of engagement with current and upcoming elections was on Twitter*

1%

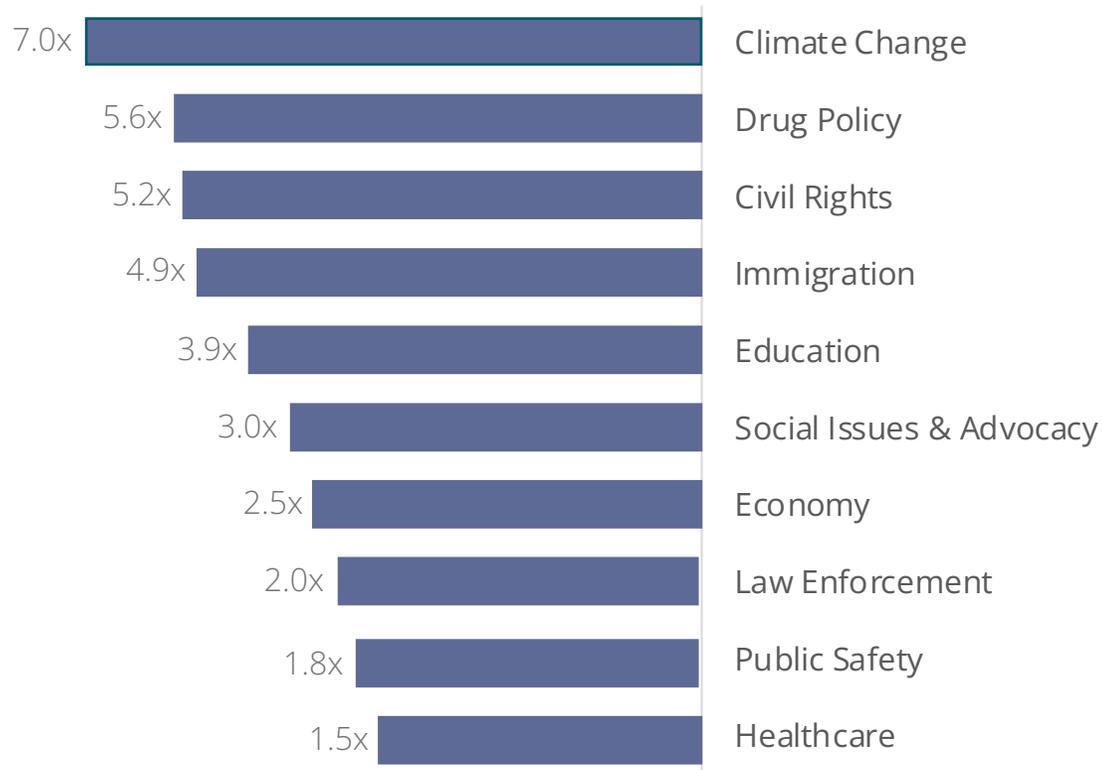
*Of engagement with current and upcoming elections was on Instagram*

# The Parties Can't Agree On How To Proceed

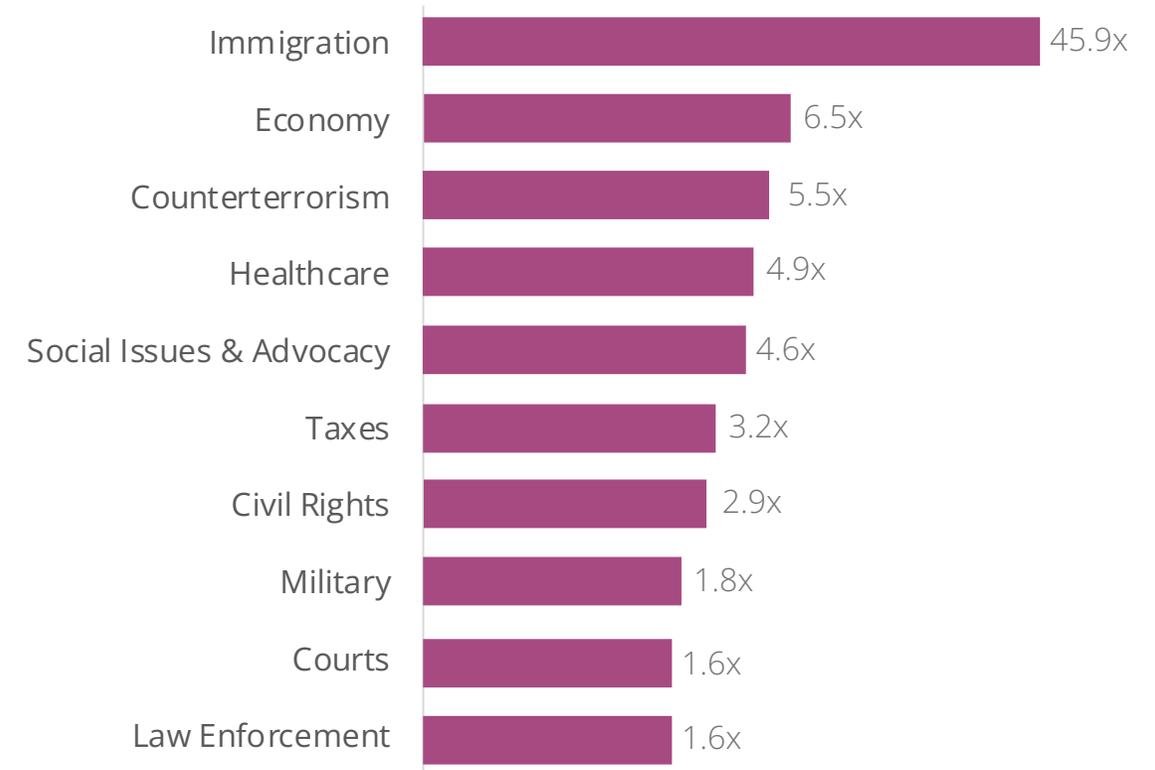


Online Behavior by U.S. Democrat and Republican Audiences

Over-Indexing Issues for a Democrat Audience:



Over-Indexing Issues for a Republican Audience:



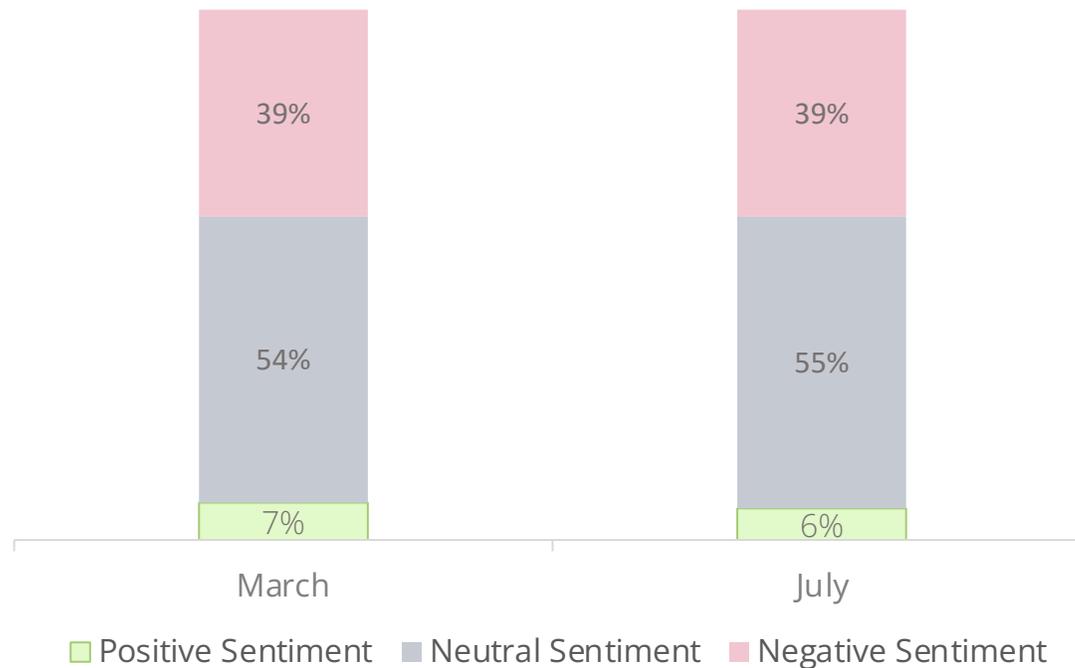
*While both parties have overlapping policy priorities, high indexing categories give insight into how each party would like to proceed. Republicans index highly on multiple armed responses, such as "Military" and "Counterterrorism", while Democrats index more on social issues, such as "Education", "Climate Change", and "Public Safety". This difference in values speaks to the political discord seen in governing bodies.*

# Voters Explore Changes To Law Enforcement Models

Online Behavior by the ShareThis U.S. Audience



Sentiment for Police (%):



# +31%

*Average increase in week-over-week engagement with "police violence", "police shootings", and "defund the police" between March and July 2022.*

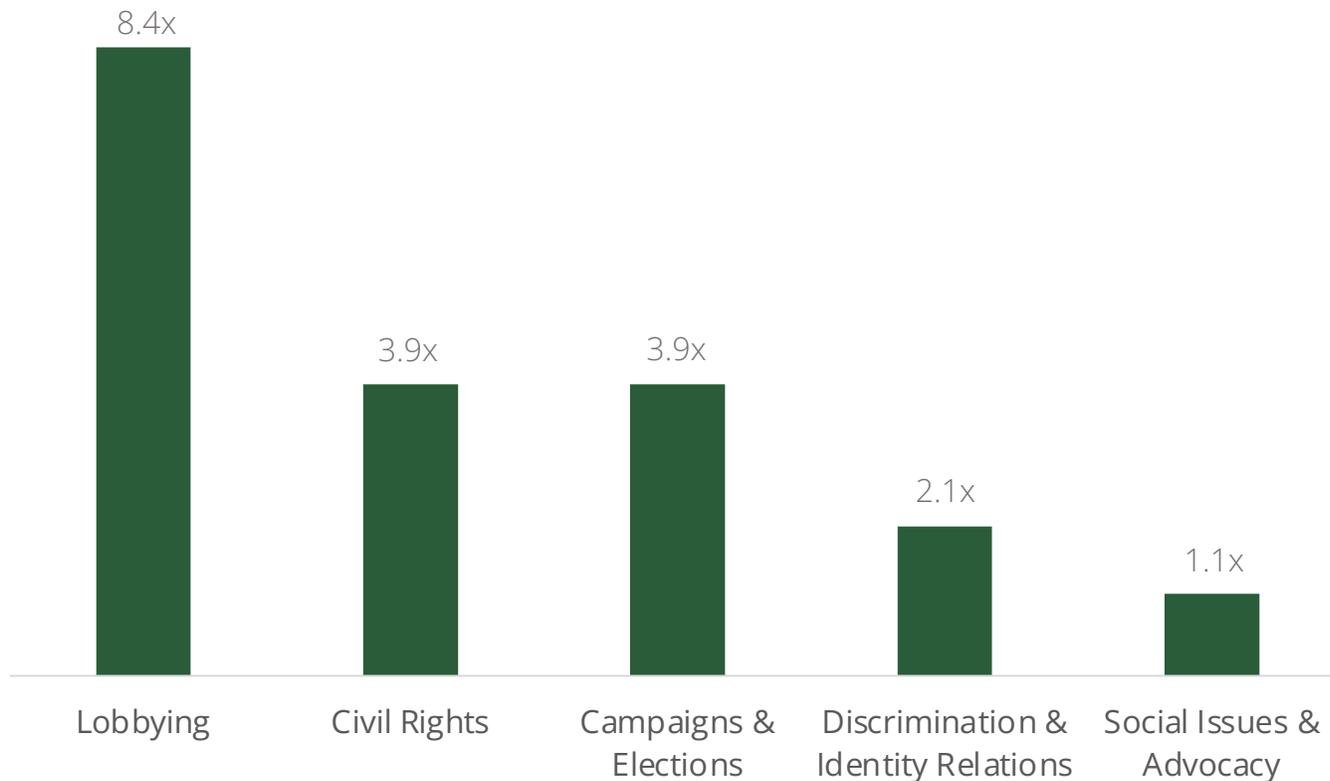
*As media coverage of police violence and police misconduct continues (such as the police inaction during a school shooting in Uvalde, TX), discontent with police and its policies becomes apparent. Increases in engagement with "defund the police", an action cry to diversify the types of response teams available for emergency situations, reveals that voters are increasingly aware of shifts that can be made in law enforcement.*

# New Voters Are Already Politically Engaged

Online Behavior by a U.S. New Voter Audience



Over-Indexing Political Categories for a New Voter Audience:



# +3,095%

*Increase in new voter audience engagement year-over-year. This audience engaged with phrases such as "first time voter" and "how to vote".*

*Index scores (i.e, 5.6x) quantify how much more likely these audience members are to be interested in something than the average ShareThis user  
| Geo: U.S. | Time Frame: Mar - July 2022*

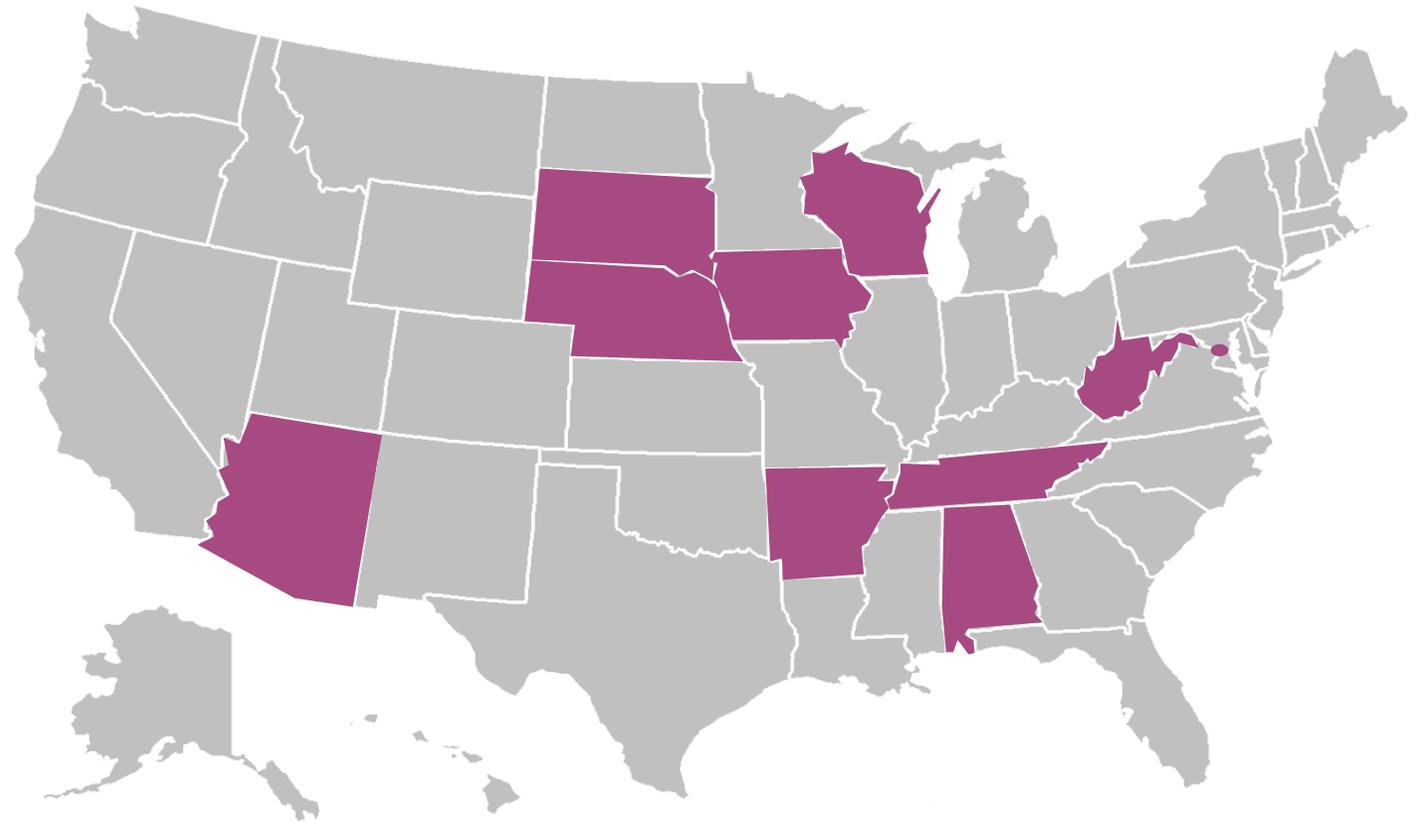
# Loss of Abortion Access Galvanizes Voters



Online Behavior by a U.S. Elections Audience

Top 10 Over-Indexing States  
For 2022 Elections:

- Tennessee: 7.7x
- Nebraska: 4.4x
- West Virginia: 3.4x
- Arkansas: 2.7x
- South Dakota: 2.3x
- Alabama: 2.0x
- District of Columbia: 2.0x
- Iowa: 1.9x
- Wisconsin: 1.9x
- Arizona: 1.9x



*The highest indexing states for current and upcoming elections are states that heavily restrict or now deny abortion access with the overturning of Roe v. Wade (including trigger bans on abortion in anticipation of Roe being overturned), while DC's access to abortion care is tenuous, since DC is governed by Congress. This indicates that abortion access is a high priority issue to voters and may cause a voter mandate at the polls to increase abortion access.*

# Voters Are Examining Government Institutions

Online Behavior by the ShareThis U.S. Audience

Engagement with Government Institutions (%):

**+26%**

*Weekly average growth  
in engagement with the  
filibuster*

**+6%**

*Week-over-week rise in  
engagement with the  
Supreme Court*

**+5%**

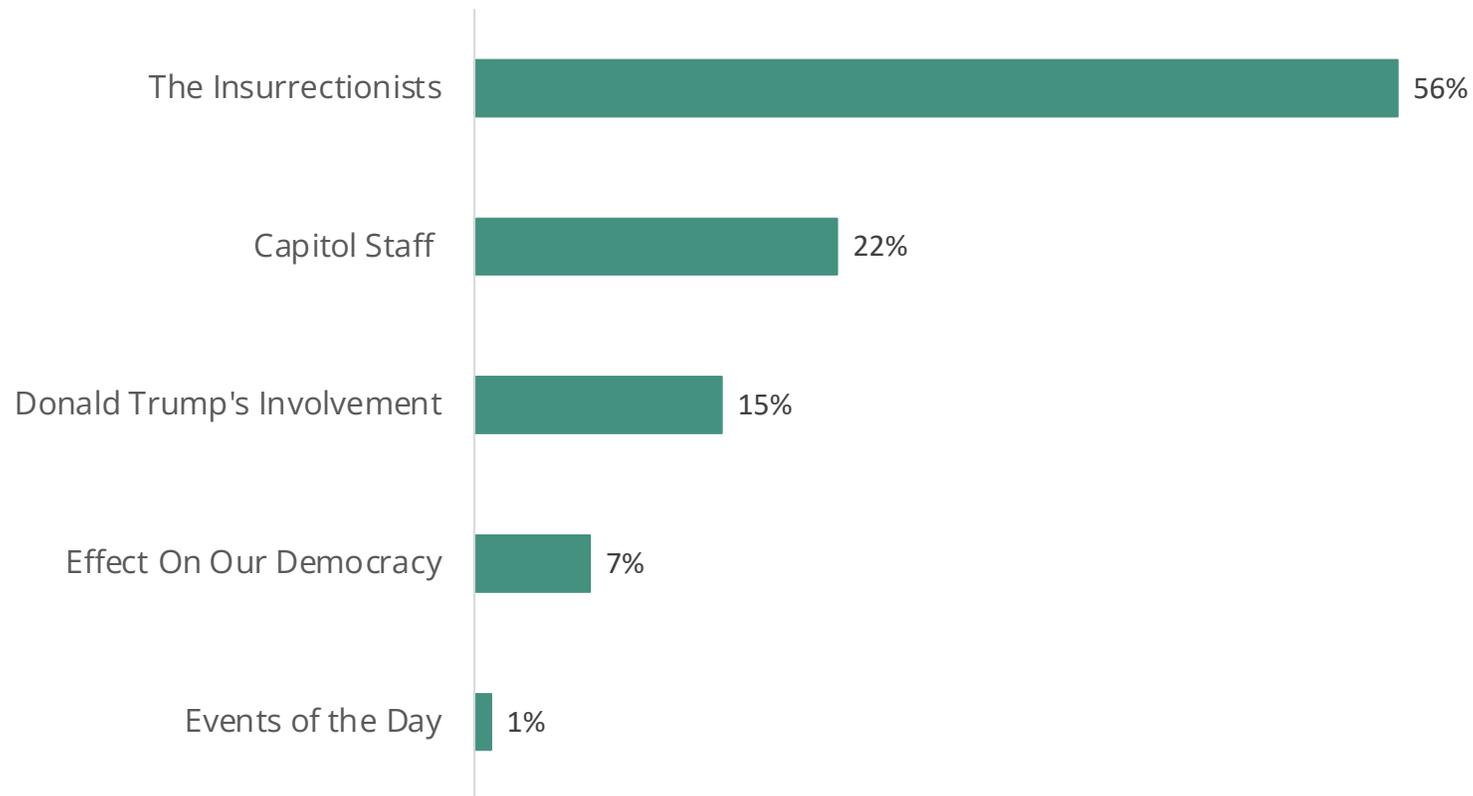
*Average increase in  
engagement with the  
electoral college week-  
over-week*

# The Insurrectionists Are The Focus Of January 6<sup>th</sup> Engagement

Online Behavior by a U.S. January 6<sup>th</sup> Hearings Audience



Engagement With Topics Relating to Jan. 6<sup>th</sup> (%):



*As information is revealed during the Jan. 6th Committee hearings, questions and clarity come in equal measure.*

*Engagement with the insurrectionists is highest, as how they became radicalized into this type of action and moved towards staging a coup is explored. Interest continues over whether Capitol staff and Pres. Trump were involved, while engagement is lower for questions of election fraud and the Jan. 6th timeline.*

# Politics: Where Do We Go From Here?



*Facebook will continue to be a go-to source for political engagement as voters continue to engage online.*



*Ideological stratification will continue in American politics as the parties' positions move further from each other.*



*Several key issues will be able to gather voters to particular candidates, allowing for effective but very issue-specific coalitions to form.*



*The January 6<sup>th</sup> hearings will impact on the upcoming elections, as voters reckon with the revelations and the resulting impact on their own views.*

# Audiences to Activate

Consider the following segments in your activation strategy



## Relevant Segments

- Law & Government > Government > Courts & Judiciary
- Law & Government > Government > Executive Branch
- Law & Government > Government > Intelligence & Counterterrorism
- Law & Government > Government > Legislative Branch
- Law & Government > Government > Lobbying
- Law & Government > Government > Public Policy
- Law & Government > Government > State & Local Government
- Law & Government > Government > Visa & Immigration
- People & Society > Social Issues & Advocacy > Discrimination & Identity Relations
- People & Society > Social Issues & Advocacy > Drug Laws & Policy
- People & Society > Social Issues & Advocacy > Green Living & Environmental Issues
- People & Society > Social Issues & Advocacy > Human Rights & Liberties
- People & Society > Social Issues & Advocacy > Immigration Policy & Border Issues
- Political > Media > Conservative Media Outlets (US Only)
- Political > Media > Liberal Media Outlets (US Only)
- Political > Political Affiliation > Democrats (US Only)
- Political > Political Affiliation > Independents (US Only)
- Political > Political Affiliation > Republicans (US Only)
- The Changing Consumer > Active Facebook Users
- The Changing Consumer > Ecofriendly

## Custom

*Create your own custom audiences using relevant privacy compliant signals, such as specific candidates and issues such as climate change.*

**Thank You**