Twitter Audience Analysis

Destinations International Foundation

Profiling online advocates of the weaponization of travel
**GOAL:**

Understand the demographic and behavioral profiles of people who actively discuss travel bans, boycotts and advisories online to support advocacy efforts in mitigating the weaponization of travel.

**OBJECTIVES:**

- Map the context in which travel bans are discussed online.

- Profile key demographic and behavioral characteristics of online audience segments who discuss the issue, including common messages and language of advocates.

- Identify stakeholders who influence online audiences who discuss the issue.
Methodology:

To better understand the key audience segments who discuss travel bans online, APCO conducted an in-depth online audience segmentation of Twitter users based on the below parameters.

**Timeframe:** August 8 – September 7, 2017

**Online Users Who Discussed:** "travel ban" OR "travel advisory" OR "travel boycott"
What am I looking at?

Each dot represents a person or organization. The lines represent connections between those people or organizations.

The patterns in these connections provide us with clues as to how information spreads online. This helps us see audience segments that were previously unseen.

This new level of granularity informs our strategy, guides content development, and represents a hyper-targeted addressable audience for paid media.

In this analysis of people discussing travel bans, boycotts and advisories online, the three most active audience segments are Left-Leaning Parents, Minority Activists and Far Right Conservatives.
Key Takeaways

• All of the audience segments view boycotts – travel or otherwise – as a political advocacy tool to express their opposition to controversial organizational and political policies.

• Most online discussion of travel bans is framed within the context of opposition to President Trump’s policy agenda.

• Minority activists are a tight-knit community of active Twitter users who follow a more niche group of online influencers than the average Twitter user.

• Far Right Conservatives are more likely to oppose companies and institutions rather than locations when discussing boycotts.

• While there does not appear to be a grassroots effort to weaponize travel, APCO Insight’s survey results pointed to potential negative impacts on travel to as well as the reputation of a location, particularly as awareness and understanding of the issue increases. Thus, sustained online conversation about travel bans, boycotts and advisories are a big risk to the industry.
Left-Leaning Parents
Left-Leaning Parents Takeaways

• Members of this audience are more likely to describe themselves as moms, dads, husbands and wives.

• This audience represents approximately 25% of people discussing travel bans, boycotts and advisories during the analyzed time period, reinforcing their collective importance and influence.

• Left-Leaning Parents discuss boycotts and bans primarily within the context of opposing anything related to President Trump and his agenda.

• Left-Leaning Moms and Dads follow a mix of female democratic personalities, mainstream news outlets, comedians and pop culture icons.
Left-Leaning Parents Habits & Demographics

- 2-3x more likely to identify as “moms,” “wives,” “husbands,” and “dads”
- Commonly use bio keywords include sports, father, geek, teacher, mother, activist, enthusiast
- Likely to discuss opposition to President Trump’s policy agenda
- Follow a mix of handles including Elizabeth Warren, Bernie Sanders, George Takei and Neil deGrasse Tyson
- Skews between 35-44 years of age
- Demographically more likely to be working professionals who travel for both business and pleasure.
- ~40% lurkers, meaning inactive consumers of content rather than creators

*Lurker: User who posts fewer than 15 times per month. May be interested in a cause or topic, but are not yet in the habit of actively participating in the conversation.*
Left-Leaning Moms Members

@erin0331
I sell Wine as a Specialist for Youngs in portland Oregon married to a revolutionary man. we love music, culinary, bikes, our dogs and travel

@lorettacusack
Retired urban education director, Political Science major, married, mom, news junkie, liberal

@dmic75
Proud mom, wife, daughter, sister. Progressive liberal patriot committed to supporting environment, immigrants, LGBTQ communities against bullies.

@csilver88
Left-Leaning Dads Members

@gmorris44
Father of twins, Art Director, Smartassoholic

@wopper42
Actor, writer, improviser, producer, director. Fan of Cubs, Blackhawks, Jayhawks, and Bears. he/him/his #Resistance #Resist #TheResistance

@sp1989
I think like an idealist, but act like a realist.

@Usedfreek9703
Just a guy, with a dream to have a dream, someday... Newly and proudly blocked by @realDonaldTrump. Also, I’m a Ravenclaw and my patronus is a Rottweiler.
Left-Leaning Parents Conversation

The most widely shared activist content by members of this audience segment.

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**George Takei** @GeorgeTakei
When terrorists abroad plow cars into crowds Trump condemns "radical Islam." But when it happens here, he talks of violence "on many sides."
3:48 PM - Aug 12, 2017
1,331 replies 33,180 retweets 65,064 likes

**Jeanmarie** @JeannieR207
Under Armour for everyone on my Christmas list - thank you for being a force for good 🇺🇸。
8:24 PM - Aug 14, 2017
30 replies 83 retweets 1,392 likes

**steven pasquale** @StevePasquale
Do the right thing, @amazon. Supporting a racist propaganda machine isn't a good look.
11:44 PM - Aug 18, 2017
5 replies 176 retweets 628 likes

**joe mande good boy** @JoeMande
it seems like we need a domestic travel ban on all nazis until we can figure out what the hell is going on here
8:07 AM - Aug 13, 2017
17 replies 721 retweets 3,800 likes
Left-Leaning Parents Follow:
Left-Leaning Parents Top Influencers

@SenWarren
Official twitter account of Senator Elizabeth Warren of Massachusetts.
Followers: 3M

@adamcbest
Followers: 40.9K

@minakimes
Senior Writer @ ESPN
The Magazine
Followers: 104K

@TeaPainUSA
Faithful Foot Soldier of the #Resistance - Born Thomas Elmer Addison Pain - July 4th, 1976 - #TrumpRussia
Followers: 221K
Minority Activists
Minority Activists Takeaways

• Members of this audience are more likely to describe themselves as black, activist and advocates. Their twitter bios contain terms like #blacklivesmatter and justice.

• This audience represents approximately 15% of people discussing travel bans during the analyzed time period.

• This group is more likely than other audience segments to use activist key terms like boycott, NAACP and ACLU.

• Minority activists discuss boycotts within the context of minority movements, especially political protest movements linked to opposing the Trump administration.

• Minority activists follow prominent black artists, politicians and social commentators.
Minority Activists Habits & Demographics

• 2-4x more likely to identify as “black,” “activist,” “advocate,” and “student”

• Likely to discuss NAACP and ACLU activities that impact minority groups

• Follow a mix of handles including Kendrick Lamar, Ta-Nehisi Coates and Barack Obama

• Skews between 18-34 years of age

• ~33% lurkers (below average), indicating that this group is more active on twitter than other audience clusters

*Lurker:* User who posts fewer than 15 times per month. May be interested in a cause or topic, but are not yet in the habit of actively participating in the conversation.
@crunkgirl711
rapper, writer, designer, have degree in studio art from benedict college. paint, draw, web design. CEO of JF Productions and JF Designs, also girl gamer.

@raymundmitchell

@jad3h
black lives matter

@ABeau2ifulMind
Minority Activists Conversation

The most widely shared activist content by members of this audience segment.

Sister Helen Prejean @helenprejean
DNA says Marcellus Williams didn’t kill Felicia Gayle, but the Missouri Supreme Court wants to let his execution go ahead anyway. Thread:

Jared Parmenter @jared_parmenter
So the NAACP was 100% correct to put MO on its ‘do not travel’ list. usnews.com/news/best-stat…

Muslim Advocates @MuslimAdvocates
Donald Trump's continued refusal to fire the white nationalists in his administration is a silent endorsement of hate. #EvictTheBigots

O'Sheabutter Jackson @turtlewithapen
"If you stick a knife 9 inches into my back and pull it out 3 inches, that is not progress." -Malcolm X twitter.com/theeconomist/s…
Minority Activists Follow:
Minority Activists Top Influencers

@deray
I will never betray my heart. Activist. Organizer. Educator. Bowdoin. TFA. Bmore. @PodSaveThePpl. IG: iamderay 🙏:
derayderay (deray@thisisthemovement.org)
Followers: 958K

@ShaunKing
Columnist @TheIntercept; Writer in Residence for @FairPunishment; Commentator @TheYoungTurks & @TJMShow; http://ShaunKing.org/TIPS:
news@shaunking.org
Followers: 800K

@tanehisicoates
Maybe that was the problem...

Followers: 1.04M

@MichelleObama
Girl from the South Side and former First Lady. Wife, mother, dog lover. Always hugger-in-chief.

Followers: 9M
Far Right Conservatives
Far Right Conservatives Takeaways

• Members of this audience are more likely to describe themselves as Christians, conservatives and patriots.

• While this audience only represents approximately 10% of people discussing travel bans, boycotts and advisories, this group is more active on Twitter than the other groups profiled in this analysis.

• Far Right Conservatives discuss boycotts frequently and target institutions (NFL), cities (sanctuary cities) and companies (media outlets, Starbucks) who they perceive supporting liberal values.

• Far Right Conservatives follow high-profile right-wing personalities and media outlets.
Far Right Conservatives Habits & Demographics

• Many times more likely to identify as “christian,” “conservative,” “patriot,” and “retired”

• Frequently uses the following key terms in their twitter bios: “#maga,” “trump,” “god,” and “#nra”

• Likely to discuss boycotts of mainstream institutions and companies who espouse opinions contrary to their worldview; boycotts are an oft-invoked economic weapon

• Follow a mix of handles including Tucker Carlson, Breitbart News and David Clarke

• Skews between 25-34 years of age (Far Right Trump Supporters) and 45-64 (Far Right Conservatives)

• ~29% lurkers (below average), indicating that this group is more active on twitter than other audience clusters

**Lurker:** User who posts fewer than 15 times per month. May be interested in a cause or topic, but are not yet in the habit of actively participating in the conversation.
Far Right Conservatives Members

@drmassee
physician married to an RN, conservative, leans libertarian, on the Trump train, limited government, limited taxes, support military and law enforcement

@dalecanfixit
Deplorable Plumber, HVAC Tech. 🍀 Life, 2A, NRA, Flyfisher, F&A mason, Idnfidel, NO sharia! CCW24/7, Respect USAus or leave it now!🇺🇸

@RickinCanesvill
Tired Taxpayer, Reagan Republican, I don’t trust Establishment RINOs. Support @POTUS on most issues. Big 2a Proponent. Infidel to the core. The U.

@FeistyTrumpette
I'm a feisty Business Woman filled with confidence & common sense. #PresidentTrump Movement!
Far Right Conservatives Conversation

The most widely shared activist content by members of this audience segment.
Far Right Conservatives Follow:
Far Right Conservatives Top Influencers

@PrisonPlanet
Infowars editor-at-large. 'Nativist polemicist' - NY Times (actually a classical liberal/libertarian) 😎
Followers: 707K

@TuckerCarlson
Host of "Tucker Carlson Tonight", weeknights at 8 PM ET on @FoxNews. Re-tweets are emphatic endorsements.
Followers: 1.1M

@SheriffClarke
Senior Advisor AmericaFirstAction PAC/Policy. Sheriff (ret). MA Security Studies NPS. NRA Benevolent Level Member. CPAC Charlton Heston Courage Under Fire Award
Followers: 810K

@BreitbartNews
News, commentary, and destruction of the political/media establishment.
Followers: 826K
Conclusions & Messaging Recommendations

- Members of the Left-Leaning Parents audience segment are more likely to be working professionals who travel for both business and pleasure.
  - The reputation of a location may play an important long-term role in this group’s travel decisions.
  - As allies to a cause rather than directly-impacted advocates, this group should respond well to moderate messaging that supports more effective, non-travel-related political advocacy.
  - Moreover, a social play has big potential among this audience. Survey results reveal members of this group are more likely to see sharing on social as a better alternative than other audiences.

- Minority Activists are a tight-knit community that responds best to a niche group of relevant influencers.
  - Use third-party partners to establish credibility and authenticity with this audience segment. Messaging will likely need to be distributed by key influencers to be fully accepted by this community.
  - Work with in-state advocacy groups to educate out-of-state activists about alternative forms of protest that maintain both freedom of movement and social impact.
  - Survey results reveal protesting and contacting state officials are closely linked as preferred alternatives among this group, much more so than other audiences.
  - Be careful to not promote travel at the expense of safety; this group is sensitive to real threats to minority groups and encouraging travel to some areas could appear tone-deaf.

- Far Right Conservatives are the smallest audience segment in this analysis and, as a group that predominantly focuses on boycotting companies rather than travel, we do not recommend them as a strategic focus of advocacy efforts at this time.