



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"

 **Gary Robertson**
@garydrobertson Follow

Despite "bathroom bill" replacement in North Carolina, big-city mayors won't budge on lifting employee travel bans



Despite bathroom bill replacement, mayors won't budge
RALEIGH, N.C. (AP) — The compromise by politicians on North Carolina's "bathroom bill" is helping return collegiate sporting events to the state. But big-city apnews.com

12:13 PM - 6 Apr 2017

5 Retweets 2 Likes

 **ToppieTrump**
@HRepeating Follow


a.msn.com/r/2/AApgMEV?m=... If you care about civil rights, avoid Missouri. Don't spend your money there. And pls RT @MoGov @NAACP



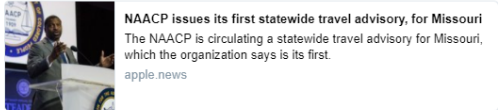
Missouri's "Jim Crow bill" leads NAACP to issue travel warning
"They're legalizing discrimination in the state of Missouri," president of NAACP in Missouri says
cbsnews.com

2:16 PM - 2 Aug 2017

5 Retweets 2 Likes

 **Sarchie**
@freelance2u Follow


My goodness, just boycott the state! NAACP issues its first statewide travel advisory, for Missouri - CNN



NAACP issues its first statewide travel advisory, for Missouri
The NAACP is circulating a statewide travel advisory for Missouri, which the organization says is its first.
apple.news

6:14 PM - 2 Aug 2017

1 Retweet

 **rosemary Phillips** @rosemar93859395 · Aug 2
Replying to @freelance2u
Ok black sports players in Missouri and any and all states that Missouri competes with them in pocket!

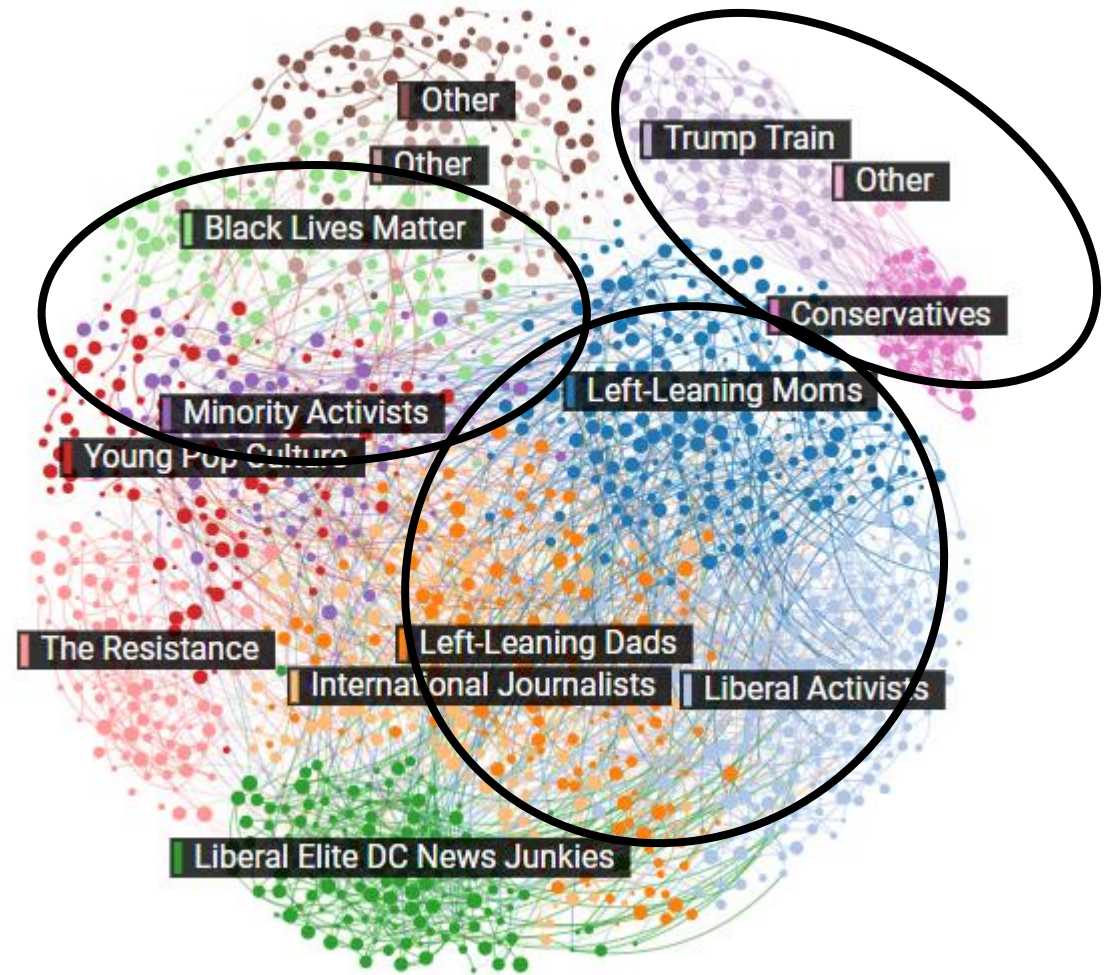
What am I looking at?

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.

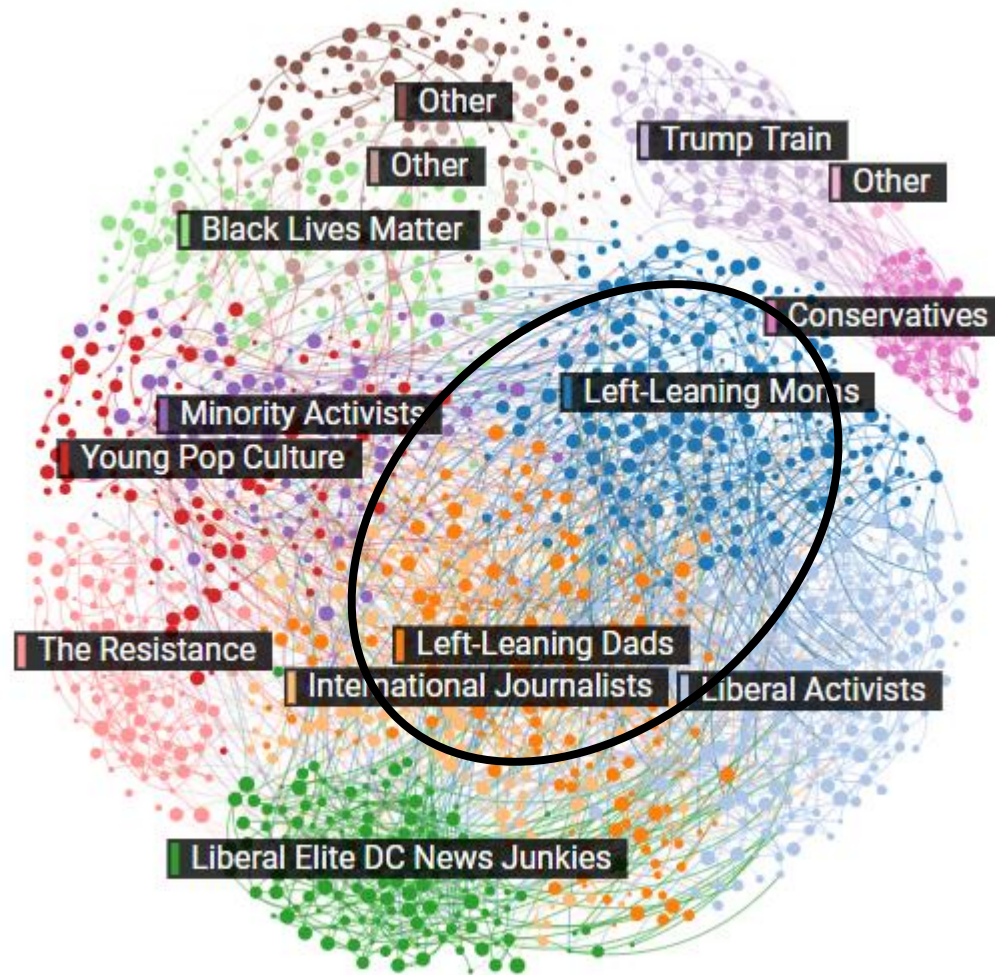
In this analysis of people discussing travel bans, boycotts and advisories online, the three most active audience segments are Left-Leaning Parents, Minority Activists and Far Right Conservatives.



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](https://twitter.com/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](https://twitter.com/lorettacusack)

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



 [@dmic75](https://twitter.com/dmic75)

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



 [@csilver88](https://twitter.com/csilver88)

Mom. Business Executive. Feminist. Resister. Passionate Home Cook.

Left-Leaning Dads Members



 [@gmorris44](https://twitter.com/gmorris44)

Father of twins, Art Director, Smartassoholic



 [@wopper42](https://twitter.com/wopper42)

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



 [@sp1989](https://twitter.com/sp1989)

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



 [@Usedfreek9703](https://twitter.com/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.

 **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  33,180  65,064 

 **steven pasquale** 
@StevePasquale 

Do the right thing, @amazon. Supporting a racist propaganda machine isn't a good look. [twitter.com/ifindkarma/sta...](https://twitter.com/ifindkarma/status/898888888)

11:44 PM - Aug 18, 2017

 5  176  628 

 **Under Armour** 
@UnderArmour 14 Aug
I love our country & company. I am stepping down from the council to focus on inspiring & uniting through power of sport. - CEO Kevin Plank pic.twitter.com/8YvndJMjj1

 **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  83  1,392 


 **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  721  3,800 




www.breitbart.com  

...Maduro Accused of Profiting from Food Rations 

advertisement




fulfillment by amazon
Put your products in the spotlight
Offer free Prime shipping and world-class service


 **art2protest** 
@art2protest 

@AmznFulfillment please consider removing your AD from #Breitbart. @slpng_giants

1:41 PM - Aug 26, 2017

 3  45  85

Left-Leaning Parents Follow:



Left-Leaning Parents Top Influencers



 [@SenWarren](https://twitter.com/SenWarren)

Official twitter account of Senator Elizabeth Warren of Massachusetts.

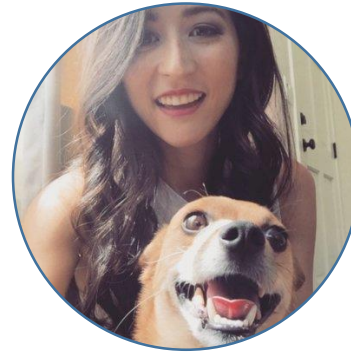
Followers: 3M



 [@adamcbest](https://twitter.com/adamcbest)

Entrepreneur/Filmmaker. Progressive. Blocked by Trump. NBA Fan. Well-Dressed Nerd. Tweetstormer. Exposing right-wing hypocrisy. Former: @FanSided Founder

Followers: 40.9K



 [@minakimes](https://twitter.com/minakimes)

Senior Writer @ ESPN The Magazine

Followers: 104K

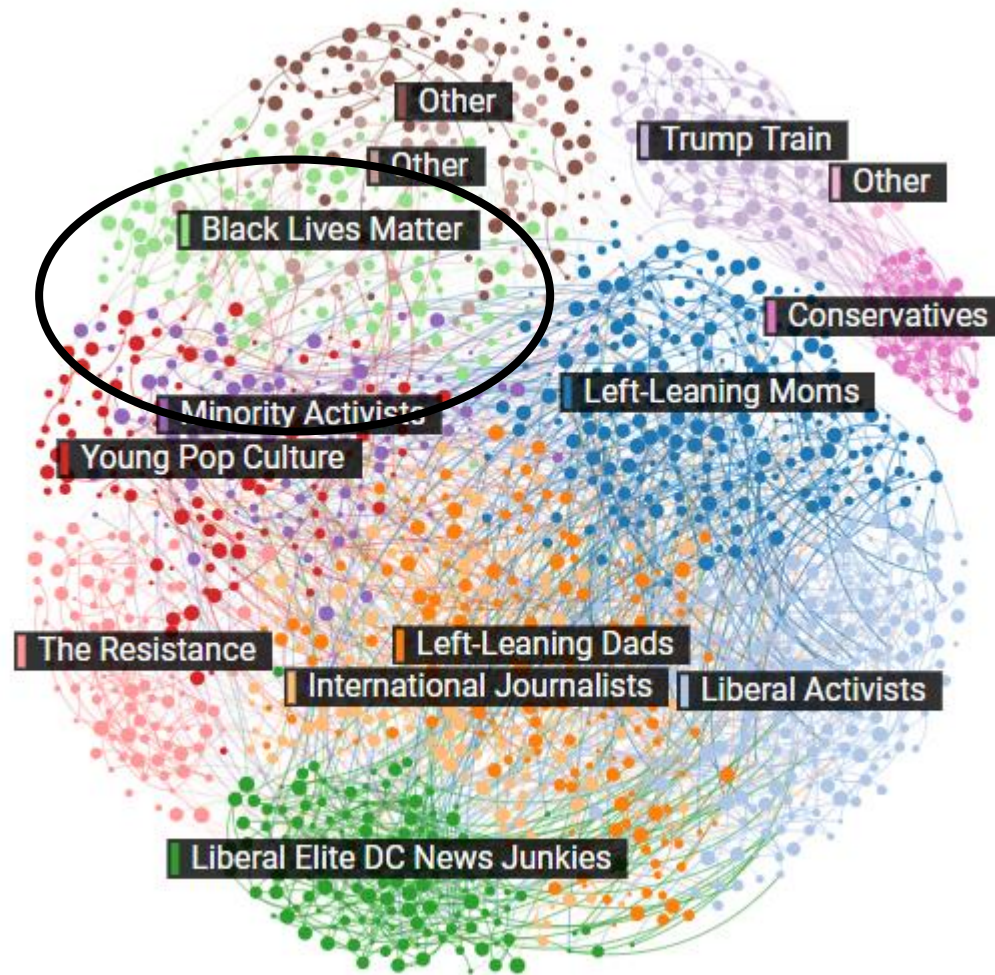


 [@TeaPainUSA](https://twitter.com/TeaPainUSA)

Faithful Foot Soldier of the #Resistance - Born Thomas Elmer Addison Pain - July 4th, 1976 - #TrumpRussia

Followers: 221K

Minority Activists



Minority Activists Takeaways

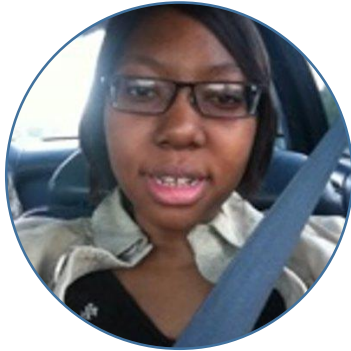
- Members of this audience are more likely to describe themselves as black, activist and advocates. Their twitter bios contain terms like #blacklivesmatter and justice.
- This audience represents approximately 15% of people discussing travel bans during the analyzed time period.
- This group is more 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.

Minority Activist Members



 [@crunkgirl711](https://twitter.com/crunkgirl711)

*rapper, writer, designer,
i have degree in studio
art from benedict
college. paint, draw,
web design. CEO of JF
Productions and JF
Designs, also girl
gamer.*



 [@raymundmitchell](https://twitter.com/raymundmitchell)


*STILL Politically liberal.
Increasingly
conservative Christian.
Unrepentant #NYGiants
fan. Building my own
echo chamber.
Entrepreneur.
Volunteer. Board
Member.*



 [@jad3h](https://twitter.com/jad3h)

black lives matter







 [@ABeau2ifulMind](https://twitter.com/ABeau2ifulMind)

*| شاعرية Scholar Activist.
Servant Leader. Writer.
Cookie Connoisseur.
Fierce advocate of
women's+children's
rights. Sunsets=♥.
HERstory's still being
written.*

Minority Activists Conversation

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

 **Sister Helen Prejean**  @helenprejean 16 Aug
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...](https://www.usnews.com/news/best-stat...)
5:54 PM - Aug 16, 2017

 **Missouri NAACP Tells Travelers to Be Caref...**
Missouri NAACP issues advisory telling travelers to the state that their civil rights may be in danger.
[usnews.com](https://www.usnews.com)

4 64 283 



 **Muslim Advocates**   @MuslimAdvocates

Donald Trump's continued refusal to fire the white nationalists in his administration is a silent endorsement of hate. [#EvictTheBigots](https://twitter.com/hashtag/EvictTheBigots)

3:46 PM - Aug 14, 2017

146 2,898 4,056

 **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...

4:16 PM - Sep 1, 2017

23 21,895 34,450 

Minority Activists Follow:



Minority Activists Top Influencers



 [@deray](https://twitter.com/deray)

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

Followers: 958K



 [@ShaunKing](https://twitter.com/ShاونKing)

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

Followers: 800K



 [@tanehisicoates](https://twitter.com/tanehisicoates)

Maybe that was the problem...

Followers: 1.04M

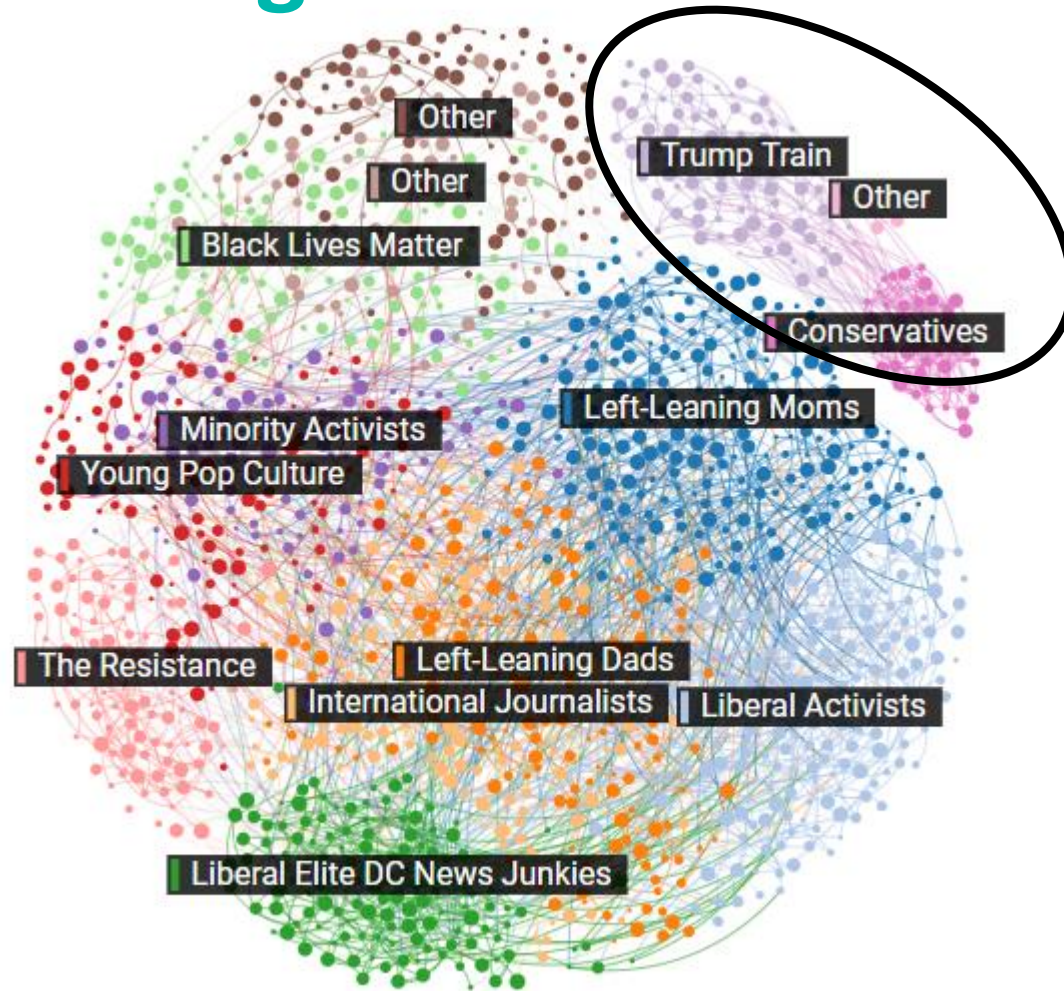


 [@MichelleObama](https://twitter.com/MichelleObama)

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](https://twitter.com/drmassee)

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



 [@dalecanfixit](https://twitter.com/dalecanfixit)

Deplorable Plumber, HVAC Tech. + Life, 2A, NRA, Flyfisher, F&A mason, Idnfidel, NO sharia! CCW24/7, Respect USAus or leave it now! us



 [@RickinCanesvill](https://twitter.com/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](https://twitter.com/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.

 **American Patriot**
@ritz40 Follow

I boycotted @Target in 04/16 over their bathroom policy & haven't looked back. Time to #BoycottWalmart
dennismichaelynch.com/walmart-denoun... RETWEET #MAGA
7:38 PM - Aug 15, 2017



Walmart denounces Trump
Doug McMillon, the CEO of the powerful, American and multinational retailing corporation known as Walmart, has officially
dennismichaelynch.com

5 5

 **Trump Texas**
@3lectric5heep Follow

BOYCOTT ALERT! Starbucks Holds Hiring Event for REFUGEES ONLY ow.ly/Sbi9100L6z4 @3lectric5heep
6:36 AM - Aug 9, 2017



BOYCOTT ALERT! Starbucks Holds Hiring Event for REFUGE...
In case you were not ALREADY boycotting Starbucks, here is a reminder that you should be. Why would they be doing this when we
truthfeed.com

121 604 387

 **Ali Covfefe** 🇺🇸 🇺🇸 @AliDee12017 22 Aug
Replying to @bbusa617 @JHLewis5
Boycott #ClevelandBrowns ! No one likes Traitors!

 **Omnia Pro Patria** ⚓
@JHLewis5 Follow

Boycott the NFL they seem bent on disrespecting America at all cost , let them exercise their 1A rights in peace & quiet
4:05 PM - Aug 22, 2017

3 18 22

Far Right Conservatives Top Influencers



 [@PrisonPlanet](https://twitter.com/PrisonPlanet)

Infowars editor-at-large. 'Nativist polemicist' - NY Times (actually a classical liberal/libertarian) 🤖

Followers: 707K



 [@TuckerCarlson](https://twitter.com/TuckerCarlson)

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

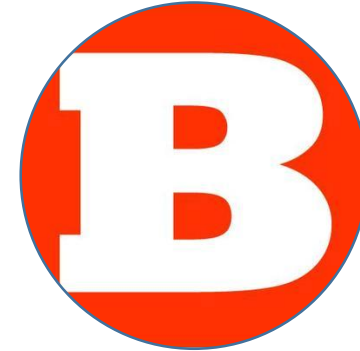
Followers: 1.1M



 [@SheriffClarke](https://twitter.com/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](https://twitter.com/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.