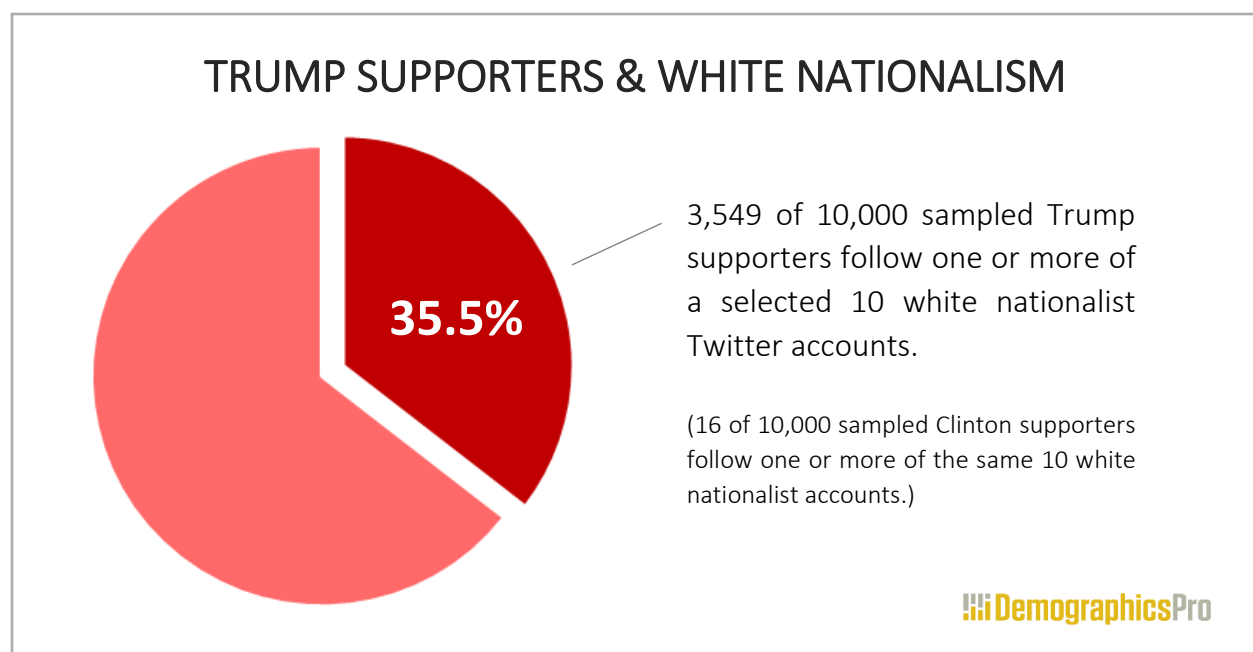


## More than One Third of Trump Supporters Follow White Nationalists on Twitter

Interviewed for a Politico article this week, Trump campaign spokesman Jason Miller denied that the candidate has encouraged white nationalist support, stating “We have rejected and rebuked any groups and individuals associated with a message of hate and will continue to do so .... we don’t want votes from people who think this way.” At Demographics Pro, we decided to see just how many rank and file Trump supporters do in fact associate with a message of hate.

Analyzing a qualified sample of 10,000 Donald Trump Twitter supporters, we found that **more than one third follow white nationalist Twitter accounts**. Hillary Clinton supporters were similarly sampled, with almost zero white nationalist correlation. We include an outline of our methodology below, and attach as Appendix A1 a list of the 10 white nationalist Twitter accounts qualified for this analysis.



### Methodology

Trump supporters were qualified as a sample of 10,000 US citizens, each following Trump on Twitter AND tweeting at least one pro-Trump hashtag (see Appendix A2) during a 7-day period prior to the third presidential debate. Clinton supporters were similarly qualified. A selection of 10 white nationalist Twitter accounts (see Appendix A1) were qualified as being affiliated with one or more Southern Poverty Law Center (SPLC) designated hate groups AND tweeting content indicating a white nationalist viewpoint.

### About Demographics Pro

Demographics Pro is a leading provider of actionable insight into social audiences, delivering demographics and psychographics by dashboard and API to analyze, influence and target consumers on the social web. Top agencies, analytics providers and brands relying on the company’s demographics include Edelman, Ogilvy, Mindshare, Rentrak, CAA, Disney, Skype, HP, Starbucks, Red Bull, GoPro and Airbnb.

## Appendix A1: White Nationalist Twitter accounts

A selection of 10 white nationalist Twitter accounts were qualified as being affiliated with one or more SPLC designated hate groups AND actively tweeting content indicating a white nationalist viewpoint:

Account holder	Twitter handle	Total followers	Sample Tweet indicating a white nationalist viewpoint	SPLC designated hate group affiliation(s)
David Duke	@DrDavidDuke	19.6k	White birthrates ensure our people will become a minority vulnerable to the political, social and economic will of #antiwhites #MAGA #Trump	Neo-Confederate, KKK
Jason Bergkamp	@keksec__org	59.7k	When you spot a Jew and left your gas tank at home. <i>[Picture of a white man squinting]</i>	Neo-Nazi, Alt-Right
Mary Whittier	@marylovedfreedom	11.3k	I will NEVER give up. The #14Words is my creed & my mission. I will fight to my dying breath to secure a safe future for White children.	Neo-Nazi, Alt-Right
Alt-Right (managers include Richard B Spencer)	@_AltRight_	18.9k	Want to understand the #AltRight? @RichardBSpencer says it well #WhiteFuture #Identity Who Are We? <i>[Embedded video about the importance of preserving white identity]</i>	Alt-Right
Richard B Spencer	@RichardBSpencer	19.2k	(Implicitly) White Natalism. A beautiful message from the Trump campaign. <i>[Referencing a video about Trump's childcare plan, which features a white mother and child]</i>	Alt-Right
Mike Cernovich	@Cernovich	139k	White genocide is real. Funny how no one is saying America should take in whites from South Africa as refugees, even though they are hunted.	Alt-Right
Paul Ray Ramsey	@ramzpaul	25.1k	Sort of a cruel joke to move the most violent Africans into the formally Whitest states. <i>[In reference to a map showing Somalia as the most common country of origin for legal immigrants to Maine and Minnesota]</i>	Alt-Right
Jess Lynn	@WhitestRabbit_	15.4k	#SourcesHaveConfirmed that it is both healthy & natural for one to love & support their own race! Love your race whites! #WhiteGenocide	Alt-Right
Gen Robert E Lee (pseudonym)	@Suthen_boy	40.7k	Kaepernick: US Flag Is Just A Piece Of Cloth <i>[article link]</i> ... Savage & his ilk of filth should go to Africa & romp on the Serengeti	Neo-Confederate
Ann Kelly	@LadyAodh	17.6k	#DrainTheSwamp of criminals who support #WhiteGenocide.	White Genocide Project

## Appendix A2: Hashtags used to qualify Trump and Clinton supporters

Pro-Trump hashtags		Pro-Clinton hashtags	
#Trump2016	#MAGA	#Hillary2016	#NeverTrump
#TrumpTrain	#AmericaFirst	#Imwithher	#DumpTrump
#TrumpPence16	#NeverHillary	#ClintonKaine	#StopTrump
#MakeAmericaGreatAgain			