KPMG

A Trump Presidency: Potential impact on sectors and markets
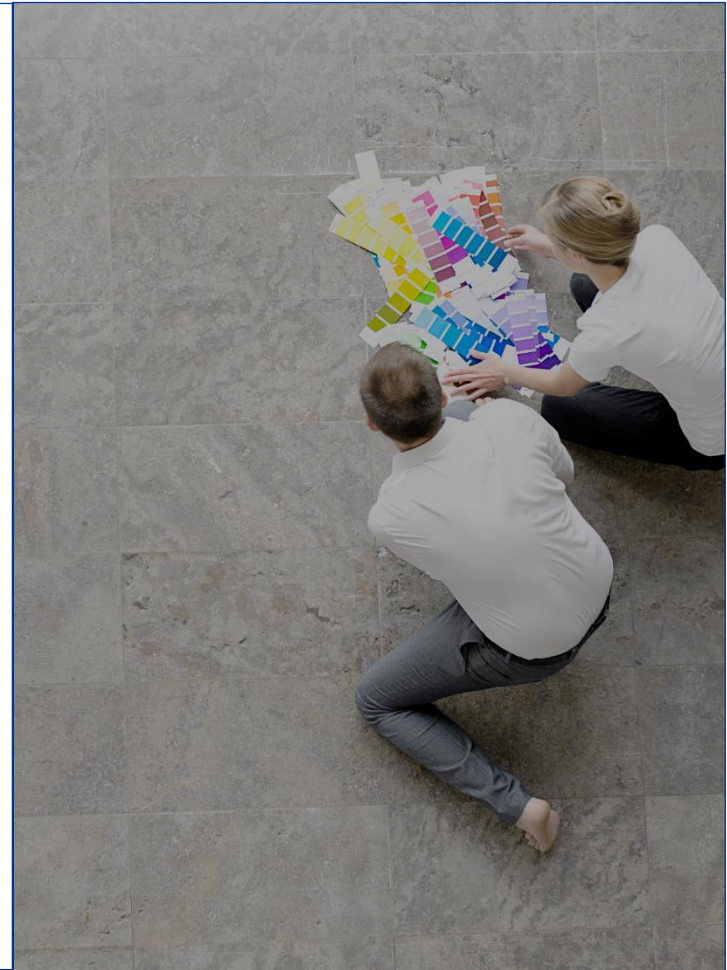
December 2016

About the product

This report summarizes the views of the analysts and media on the potential impact of the Trump presidency on various sectors and key markets globally. This report is based on news articles and broker reports published post the US Presidential election results, announced on 9 November 2016.

It also analyzes social media sentiments, post the results of the elections (between 8 November to 20 November 2016). The analysis is based on content collected by third-party social media analytics platform — Crimson Hexagon.

This report highlights facts and information available on various public platforms and does not include our analysis or views.

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Consumer Markets

1 | **Immigration policies could offset Trump's business tax reform agenda**

— Trump proposed a 15 percent corporate tax cap that could boost income for domestic-oriented companies with high effective tax rates. Consumer-focused companies, such as Home Depot and TJX, fall within this category and are likely to benefit immensely.

  - Trump's plans to change immigration policies — such as the Deferred Action for Childhood Arrivals (DACA) and the Deferred Action for Parents of Americans (DAPA) — will offset most of the tax reform incentives.

— Analysts believe that deporting millions of undocumented immigrants and building a wall on the Mexican border may lead to a loss of millions of retail customers.

  - A revised immigration policy may be risky, because of the significant impact that deportation could have on consumer demand and labor.

"Trump's policies could be quite far-reaching for retail, especially in terms of the labor market becoming more restricted and products becoming more expensive if import taxes are introduced. The latter is a major issue given how interconnected supply chains are." **— Neil Saunders, Analyst at Conlumino**

2 | **Trade policies could add significant stress for retailers**

— Trump also opposes the Trans-Pacific Partnership (TPP) — which is a trade pact that would lower tariffs between the US and 11 other nations trading in the Pacific Rim.

— According to analysts, placing huge tariffs on imports and products manufactured overseas will have a negative impact on department stores, discount chains and supermarkets — such as Target, Dollar Tree and Kroger.

"Trump's stances on global trade agreements may send a shock wave through retail supply chains. His opposition to the Trans-Pacific Partnership, along with his warnings to China about punitive tariffs on imports, could put added stress on retailers that bring in products from abroad." **— Analyst at Morgan Stanley**

Source(s): Trump's Policies Could Damage America's Retailers, Bloomberg, 10 November 2016; What President Trump means for retailers, Retail Dive, 9 November 2016; Immigration, Trade, and Tax: Will They Impact the Retail Sector? Market Realist, 10 November 2016; Trump victory: corporate winners and losers, Financial Times, 9 November 2016; accessed November 2016

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Energy and Natural Resources

1 Plans to encourage fracking and repeal environmental regulations

— With Trump's presidency, the America-first energy plan is expected to have an impact on fracking. It aims to be energy independent, curbing environmental regulations that are holding back energy production.

- This represents significant opportunity for the fracking industry, which is likely to drive the demand for domestically produced energy and result in lowering of costs.

— Analysts state that reduced regulations might increase energy investments. However, they believe that the decline of coal has been primarily due to natural gas — which has been booming since the development of fracking.

- With Trump's commitment to liberalizing fracking, the development of natural gas is unlikely to weaken in the coming years.

"Cheap natural gas is the true chief culprit in coal's decline and if Trump's other campaign promises regarding expanding gas infrastructure are to be believed, gas supply may grow even more quickly than it would have under Clinton." — **Analyst at Bernstein**

2 Ambitious infrastructure plans at the cost of renewables

— Trump's proposed energy policy backs the development of infrastructure, including O&G pipelines. He is expected to renew the TransCanada's application for the Keystone XL pipeline — which was rejected by Obama on climate grounds.

— Analysts believe that Trump's commitment to creating jobs and boosting the manufacturing/infrastructure projects could bode well for the delayed energy projects, across the US.

- Analysts state that investment tax credit for solar and the Clean Power Plan may be in jeopardy under Trump administration as a result of the infrastructure projects.

"Obama's environmental regulations have helped spur investment in a range of companies that are developing clean energy technologies. A rollback of the Clean Power Plan could pose a major risk to those companies." — ***Colin Rusch, Analyst at Oppenheimer Equity Research***

Source(s): President Trump Will Make America's Energy Sector Great Again, Forbes, 9 November 2016; Regulation buster Trump takes aim at the EPA, CNBC, 10 November 2016; What Can Donald Trump Do to Screw Up the Planet? Mother Jones, 14 November 2016; What does Donald Trump's victory mean for the energy industry? Telegraph, 10 November 2016; accessed November 2016

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Financial Services

1 **Proposed reduction in taxes likely to be beneficial only for the rich segment**

— Trump has proposed a tax reduction for working and middle-income Americans, and elimination of income taxes for individuals with income less than US$25,000 per annum or under US$50,000 for married couples.

- According to the Conservative Tax Foundation analysis, Trump's tax plan would disproportionately help the richest Americans, as it would help them save a significant amount of money.

— Analysts state that the proposed tax reduction would fail to deliver benefits for the working Americans or the wider US economy, as big corporations already avoid paying taxes, and might further lead to debt for the economy (with less money coming to the US government).

"They are going to need to come to terms with that and start a push for spending reforms and tax reforms that actually reduce the debt, because right now Trump's plan would massively explode it." — Marc Goldwein, Analyst at Committee for a Responsible Federal Budget

2 **Reduced chances of amendments in the Dodd-Frank[1] law**

— According to Trump's financial policy proposal, it aims to repeal the 2010 Dodd-Frank Financial Reform Act, including the Volcker rule, which would ease banks from regulations (for example, it would allow banks to make short-term speculative bets with money insured by US taxpayers).

- After Trump's win, the market capitalization of JP Morgan and Bank of America increased by about US$30 million each.

— Analysts believe that this would lead to reduced possibility for amendments in the Dodd-Frank law and expect Trump to appoint regulators who are industry friendly and would ease regulations.

"We think the main result of Donald Trump's election will be that Trump will be able to appoint regulators who are more industry-friendly than regulators appointed by President Obama." — Brian Gardner at Keffe, Bruyette and Woods

Notes: [1]The Dodd Frank Law

Source(s): JP Morgan — Property & Casualty Insurance, 17 October 2016, via ThomsonOne; Here's what a Trump presidency means for fintech, 9 November 2016, Business Insider; Trump's economic policies protectionism, low taxes and coal mines, 9 November 2016, The Guardian website, accessed on 16 November 2016

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Life Sciences and Healthcare

1   **Major drug pricing reform unlikely**

2   **Repealing the Affordable Care Act (ACA) may lead to fewer people getting insured**

— While the issue of rising prices of prescription drugs was priority for both Clinton and Trump, the latter's pledges were less critical. Trump's plan, outlined as of 10 November 2016, does not address the rising cost of drugs that he had proposed during his election campaigns.

- However, big pharmaceutical companies feel that the pressure on drug prices is unlikely to dissipate under Trump's presidency.

— Trump's policies discuss the removal of barriers for entry of imported drugs. This could help in the provision of safe, reliable and cheap medicines to people.

— Trump plans to repeal the ACA, also referred to as 'Obamacare,' and replace it with a Health Savings Accounts (HSAs).

— Analysts believe that the potential repealing of the ACA could result in volume decline in terms of the number of insured people, which would be unfavorable for pharmaceutical companies.

- According to a report by Commonwealth Fund, the annulment of ACA might lead to a revenue deficit of about US$33.1 billion for the US healthcare industry by 2018.

"While we expect pricing to remain a controversial topic particularly during this election season, we see the industry 'self-policing' given the increased public scrutiny and do not expect any major structural changes to industry pricing." **— Analyst at JP Morgan**

"ACA is a point for most agreement between Trump and congressional Republicans. Changes proposed would leave 16 to 25 million people newly uninsured, primarily people with low income or with health problems, and increase the long-term deficit by half a billion." **— Terry Haines, Policy Analyst at EvercoreISI**

Source(s): Morgan Stanley — US election: Healthcare still in the spotlight, 27 September 2016; UBS — Indian Pharma: Drug price woes to continue, 4 November 2016; via ThomsonOne, accessed on 27 September 2016; Big pharma warns drug price pressure not over under Trump, 15 November 2016, Financial Times, accessed 23 November 2016

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Telecommunications, Media and Technology

1 **Manufacturers in China are likely to be at risk on account of imposed tariffs**

— US companies relying on foreign manufacturers (primarily in Asia) and with large offshore cash balances are likely to be more sensitive to Trump being in power.

- Analysts believe that Trump's support on imposing tariffs on the import of manufactured goods (particularly from China) could result in the weakening of China's economy.

- Analysts also feel that the tariffs imposed on products imported from China may have a negative impact on the manufacturers, particularly the device manufacturers in China who generate a significant amount of revenues from the US.

*"Although Trump has talked about a 45 percent tariff, he would probably settle on a 15 percent tariffs on goods made in China. Even then, the tech giant would be compelled to increase the iPhone 8 prices in America." — **Analyst at Barclays***

2 **Trump's proposal might be a threat on M&A and net neutrality**

— Trump's victory could put AT&T's attempt to acquire Time Warner at risk. The company is looking at the government to consider breaking up Comcast's five-year-old deal with NBC Universal.

- Analysts believe that due to Trump's proposed policies, several M&A transactions may be stalled for sometime, until there is clarity on his stance on deal activity for the Telecommunications sector.

— Analysts believe that it may be difficult, though not impossible, to unwind the 2015 net neutrality rules, considering Trump's target for conservative media.

*"The election results mean 'increased risks' for the AT&T-Time Warner deal, at the very least there are going to be individuals put in place (by a Trump administration) that are going to make the deal a lot more challenging to complete." — **Angelo Zino, Analyst at CFRA Research***

Source(s): JP Morgan — Property & Casualty Insurance, 17 October 2016, via ThomsonOne; Trump victory clouds outlook for Time Warner-AT&T, other mergers, Reuters, 9 November 2016; Donald Trump's Victory Throws Doubt on AT&T-Time Warner Deal, Net Neutrality, The Wall Street Journal, 9 November 2016; accessed November 2016

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Infrastructure

Lack of innovative financing options

— There have been several discussions on forums related to financing options for infrastructure projects, as stated in Trump's policy. Trump proposed to spend US$1 trillion on the infrastructure scheme that would encourage private investment with massive tax credits (equal to 82 percent of the equity amount), with no direct government funding.

- Analysts believe that Trump's plan may address improvement in only some sections of the US infrastructure, such as schools, hospitals, roads and bridges, while exclude new construction projects. The private sector may not provide any funding for projects related to the improvement of toll-free roads, urban bus systems and aging water pipes in low-income cities.

- Analysts also forecast that investments in infrastructure will likely be fewer in number (as compared with Trump's investment proposal), since projects involved in investment take longer to record profits and usually cost more than anticipated.

— Trump's proposal states that infrastructure projects are aimed at repaying the cost of tax credits to the government, resulting in revenue neutrality. This is expected to be achieved by two new revenue streams — new construction jobs and profits.

- According to analysts, there is no clarity on whether tax credits will be offered to new projects or for those in the planning phase. PPPs are complicated multi-decade financial arrangements and not all the US states are well-equipped to manage these funding schemes.

- They also state that tax credits may be less attractive for investors without any federal tax liability, such as pension funds, endowments and international sovereign wealth funds.

"By aiming at projects that can at least partly pay for themselves financially, they [projects] may generate the wrong kind of public investment. Maintenance and the most useful projects may have high social returns, but they are likely to have low financial returns." — Oliver Blanchard, 29 November 2016, Peterson Institute of International Economics

"There is no replacement for direct federal funding [of infrastructure]…And the number one priority for Congress should be to ensure there are long-term sustainable funding sources in place." — Richard Fierce, 18 November 2016, Senior Vice President at Fluor Corp

Source(s): Donald Trump's infrastructure plan wouldn't actually fix America's infrastructure problems, 18 November 2016, Vox website; Donald Trump's Infrastructure Plan Faces Speed Bumps, 11 November 2016, WSJ website; A potential pothole in Trump's infrastructure plan, 29 November 2016, CBS News website, accessed on 6 December 2016

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Infrastructure

② Uncertainty around investment strategy

— Trump has proposed to improve infrastructure in the US and continue the 'America's Infrastructure First' policy, which would support investments for projects in transportation, clean water, electricity grids, telecommunications and other domestic infrastructural needs.

— Analysts believe that his outlined plan lacks a long-term strategy for investment in resilient infrastructure and focuses only on repair and maintenance of transportation projects of roads, bridges, hospitals and schools.

  - Analysts state that no details have been provided on the implementation phase of investments in the projects stated in his policy.

*"The need for a federal plan that offers a clear narrative about what we want our infrastructure to do in the future. It should outline a long-term strategy that includes investment in resilient infrastructure such as storm water facilities to help regions better withstand what Mother Nature throws at them in the future." — **Joseph Kane, 22 November 2016, Analyst at Brookings Institution***

③ Tax cuts may not create jobs

— Trump has proposed to create 25 million jobs over the next decade through reforms such as infrastructure spending, tax reduction and a trade deal.

— According to analysts, his proposed plan subsidizes investors and not projects. They state that it is built on tax cuts for utility and construction industry investors and as a corporate welfare plan for contractors.

— Analysts also believe that there may be shifting of jobs with Trump's plan and not necessarily job creation, as the current unemployment rate is significantly low (5.7 percent).

  - They also stated that there is uncertainty if enough workers who are qualified, and willing to relocate, are available — therefore, new infrastructure projects will likely recruit previously employed or underemployed workers.

*"Trump's plan isn't really a jobs plan, either. Because the plan subsidizes investors, not projects; because it funds tax breaks, not bridges; because there's no requirement that the projects be otherwise unfunded, there is simply no guarantee that the plan will produce any net new hiring." — **Ronald A. Klain, 19 November 2016, Assistant to President Obama***

Source(s): Donald Trump's infrastructure plan wouldn't actually fix America's infrastructure problems, 18 November 2016, Vox website; Trump Infrastructure Plan Busted For Being A Tax Cut Scam That Won't Create Jobs, 19 November 2016, Politicus USA website; Donald Trump's Infrastructure Plan Faces Speed Bumps, 11 November 2016, WSJ website; Trump's infrastructure plan draws support, but could hurt munis, 10 November 2016, CDFA website; A potential pothole in Trump's infrastructure plan, 29 November 2016, CBS News website; The bashing of Trump's US$1 trillion infrastructure plan has begun, 22 November 2016, CNN Money website; Infrastructure, Trump Pence website; Trump promises to make infrastructure a major focus, 12 November 2016, PBS Newshour, accessed on 6 December 2016

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Impact on markets: Perspective of foreign media

— **UK**

— **China**

— **Other emerging markets**

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Impact on UK

Perspective of foreign media

— Donald Trump's victory in the US presidential elections is not expected to adversely impact economic growth in the UK. About one-fifth of the UK exports are bound for the US, and although there is a threat of Trump tariffs affecting the trade flow, the weak depreciated pound should offset any negativity.

— Analysts state that the EU member states may be concerned about US disengagement on security and foreign policy matters. Therefore, this may build closer partnerships between the UK and the US, on these issues.

— Several UK media sources consider Trump's victory to be beneficial for the commercial and residential property markets of the country. Post-Brexit, there has been a significant upturn in American buyers and renters into the major residential markets of London.

  - The country may even witness more dollar-backed foreign buyers from the Middle East, considering Trump's anti-Islamic plans.

— UK analysts are optimistic on the potential outcome of Trump's winning on the market, as its brings the world's largest economy onto the same political boat as the UK.

"The UK and its commercial and residential property markets, ironically could end up beneficiaries of the shock election result. Until now the UK has appeared a political outlier since the Brexit vote, for having turned its back on the economic consensus that favored large trade blocs. Today, Brexit appears to be part of a wider political groundswell."
— James Roberts, Chief Economist at Knight Frank, 21 November 2016

"US election results may fuel the concern of incumbent leaders about the prospect of having their own difficult domestic elections and therefore prompt a lack of intellectual flexibility with regards to approaching Brexit. It is exactly that ability to think outside the box which is required for the establishment of a positive UK/EU relationship in a post-Brexit world." **— Stephen Booth, Acting Director of the Political Analysis Group, 10 November 2016**

Source(s): Will a Trump victory impact the UK housing market? On the market, 21 November 2016; Donald Trump's Presidential election victory could be good for London house prices, City AM, 9 November 2016; Here's the stark impact that Trump's victory will have on Europe's fractured politics, CNBC, 10 November 2016; Trump's Presidency Will Impact Luxury Real Estate Markets Globally, Mansion Global, 21 November 2016; accessed November 2016

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Impact on China

Perspective of foreign media

— On 21 November 2016, Donald Trump outlined his plan to end the Trans-Pacific Partnership (a trade agreement involving 12 Pacific Rim nations, including the US, Japan and Australia and excluding China, signed on February 2016) that would likely be beneficial for China.

  - Analysts believe that withdrawal of TPP would be an opportunity for China to increase its influence/expand markets in Asia as it was not part of the TPP negotiations.

— According to analysts, Trump's proposal to impose tariffs leading to trade restrictions on the import of Chinese goods may have severe consequences on China's export industry, particularly its manufacturing base.

  - Analysts state that under his administration, there could be a tariff of about 30–40 percent on China's exports to the US, leading to a negative impact on China's export revenue.

"US disengagement, if that is what the demise of TPP and the threat to withdraw from NAFTA (North American Free Trade Agreement) entails, could see the return of spheres of influence, which is the approach that Russia and China have championed." — **Marc Chandler, Global Head of currency strategy, Brown Brothers Harriman, 21 November 2016**

"The good news for China is that a Trump presidency will most likely mean the end of the Trans Pacific Partnership, a regional free trade grouping that Beijing was excluded from and has yet to be finalized." — **Ethan Cramer Flood, Associate Director at The Conference Board's China Center and Asia Programs, 9 November 2016**

"Additional tariffs could result in an 87 percent decrease in China's exports to the US — also, additional tariffs could reduce China's GDP by 4.8 percent over time." — **Kevin Lai, Chief Economist, Daiwa Capital Markets, 7 November 2016**

Source(s): Analysts: Trump Presidency brings uncertainties for Asia, 9 November 2016, voa news; Trans-Pacific Partnership failure may be China's gain, Asia's loss, 21 November 2016, South China Morning Post; How could a Trump win impact investments in emerging markets, 7 November 2016, Market realist, accessed on 23 November 2016

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Impact on other emerging markets

Perspective of foreign media

— **India:** Trump belongs to a conservative strand of American thought that believes free trade, and several of its policies, such as immigration, outsourcing or trade with countries — will be re-negotiated on American terms. Indian software companies such as Infosys and TCS are likely to be impacted, as there is a possibility of revised H1B visa policy, issued to thousands of Indian professionals

— **Russia:** Trump's victory has the potential to fundamentally reshape US-Russian relations; however, such realignment will depend on how Trump decides to absorb the past failures of several US attempts to engage Russia. Common topics of interests include eradicating ISIS and other cooperation avenues — nuclear non-proliferation and a common position towards North Korea — are expected to be discussed.

  - Many contentious issues, such as NATO's future role in Eastern Europe, the Iranian nuclear deal — which Russia supported, but Trump has spoken strongly against — needs to be addressed.

— **Brazil:** Trump's election win is likely to have an impact on trade deals between Brazil and the US, with a negative impact on Brazil's stock market. If new immigration policies come into play by Trump administration, there could be mass deportations, which could severely impact about 1.3 million Brazilians currently living in the US — since most of these people do not have documents.

"On the plus side, India would benefit from a possible thaw in relations between Washington and Moscow. A continued commitment to a US military presence in Asia would also be welcome. A strong US counter-terrorism policy, should it be tied to a crackdown on global networks, could also advance India's objectives. **— The Economic Times, 13 November 2016**

"We don't know quite just yet how Donald Trump's administration will impact Brazil. The biggest problem for us, right now, is the uncertainty created by his victory. Hillary Clinton was more open to free-trade deals; we knew what to expect from her." **— Fernando Brancoli, Professor of international relations at Fundação Getulio Vargas, 9 November 2016**

"It is phenomenal how close they are to one another when it comes to their conceptual approach to foreign policy, and that is probably a good basis for our moderate optimism that they will at least be able to start a dialogue." **— Dmitry Peskov, Kremlin Spokesperson, 10 November 2016**

Source(s): Here's how Donald Trump' win will impact India, The Economic Times, 9 November 2016; Modi congratulates Trump, here's what his win could mean for India, India Today, 9 November 2016; Trump Wins: What Changes For Brazil? Plus 55, 9 November 2016; Trump win adds pressure on Brazil to pass reforms, executives say, Reuters, 15 November 2016; Why are Russians so optimistic about Trump? Russia Direct, 21 November 2016; accessed November 2016

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Social media sentiment analysis

— **Introduction**

— **Volume analysis**

— **Sentiment analysis**

— **Emotion analysis**

— **Influential and prolific Twitter authors**

— **Social media geographic footprint**

Document Classification: KPMG Confidential

Introduction

A Trump Presidency: Social media buzz

— Customers, investors, regulators and governments are increasingly using social media analytics to gauge public sentiment. A positive mood can benefit an industry, while negative sentiments can impact churn and stakeholder relationships.

— The section analyzes the sentiments and reaction of the public to the results of the US elections and provides a sense of major topics of discussion between 8 November 2016 and 20 November 2016.

— The following graphs represent the total volume of mentions analyzed and their sources of origin.

Volume: 329,270* (Total mentions)
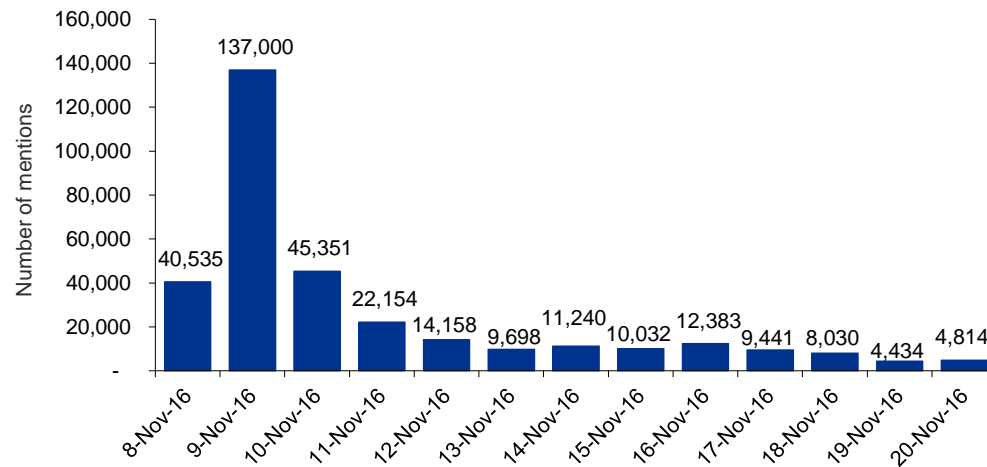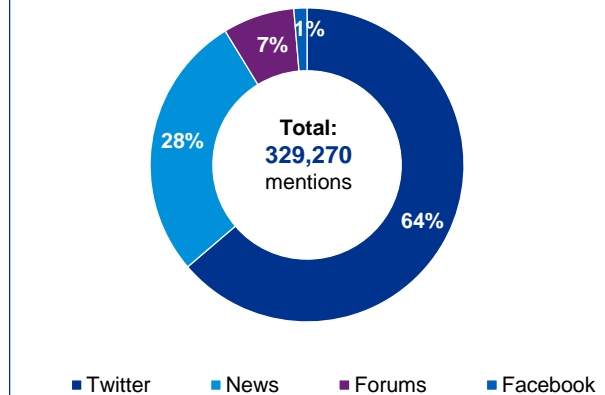
Number of mentions

Date	Mentions
8-Nov-16	40,535
9-Nov-16	137,000
10-Nov-16	45,351
11-Nov-16	22,154
12-Nov-16	14,158
13-Nov-16	9,698
14-Nov-16	11,240
15-Nov-16	10,032
16-Nov-16	12,383
17-Nov-16	9,441
18-Nov-16	8,030
19-Nov-16	4,434
20-Nov-16	4,814

Source breakdown

Total: 329,270 mentions

- Twitter 64%
- News 28%
- Forums 7%
- Facebook 1%

*The number of mentions correspond to the relevant posts generated for the query, not to the total number of posts for the industry, in general.

Source(s): Crimson Hexagon, accessed on 23 November 2016

Volume analysis

Total number of mentions: 329,270[1]
Time period: 8 November 2016 to 20 November 2016

#Clinton POLL: Who do you want to win the US presidential election - Clinton or…
https://t.co/vIWxTh0zzY
— Hydro Elections (@HydroElections) Nov 8, 2016

— Buzz around 2016 US Presidential election day and public displaying curiosity regarding the probable winner — either Donald Trump or Hillary Clinton as US President

US Election 2016: Social media reacts to Donald Trump's win https://t.co/PMqf8z8YX6
— Anotao News (@anotao_news) Nov 9, 2016

— Buzz around public reactions regarding the victory of Donald Trump
— Buzz around potential impact on markets and stocks on Trump's win

RT @natnewswatch After U.S. election, Canada, Mexico talked before making NAFTA overture to Trump | National Newswatch https://t.co/1RuIsvMZ8E
— Alexander Panetta (@Alex_Panetta) Nov 16, 2016

— Buzz around the readiness of Canada and Mexican government to discuss amendments in the North American Free Trade Agreement that Donald Trump proposed during campaigning of the elections

US election 2016: protests against Trump break out across major cities – live https://t.co/9qOySFLTmC
— The Guardian (@guardian) Nov 10, 2016

— Buzz around protests by public in the US against Donald Trump winning the elections
— Buzz around political leaders congratulating Trump on his victory in the US Presidential election

Number of mentions (y-axis): 302,000 / 252,000 / 202,000 / 152,000 / 102,000 / 52,000 / 2,000

Date	Number of mentions
8-Nov-16	40,535
9-Nov-16	137,000
10-Nov-16	45,351
11-Nov-16	22,154
12-Nov-16	14,158
13-Nov-16	9,698
14-Nov-16	11,240
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16-Nov-16	12,383
17-Nov-16	9,441
18-Nov-16	8,030
19-Nov-16	4,434
20-Nov-16	4,814

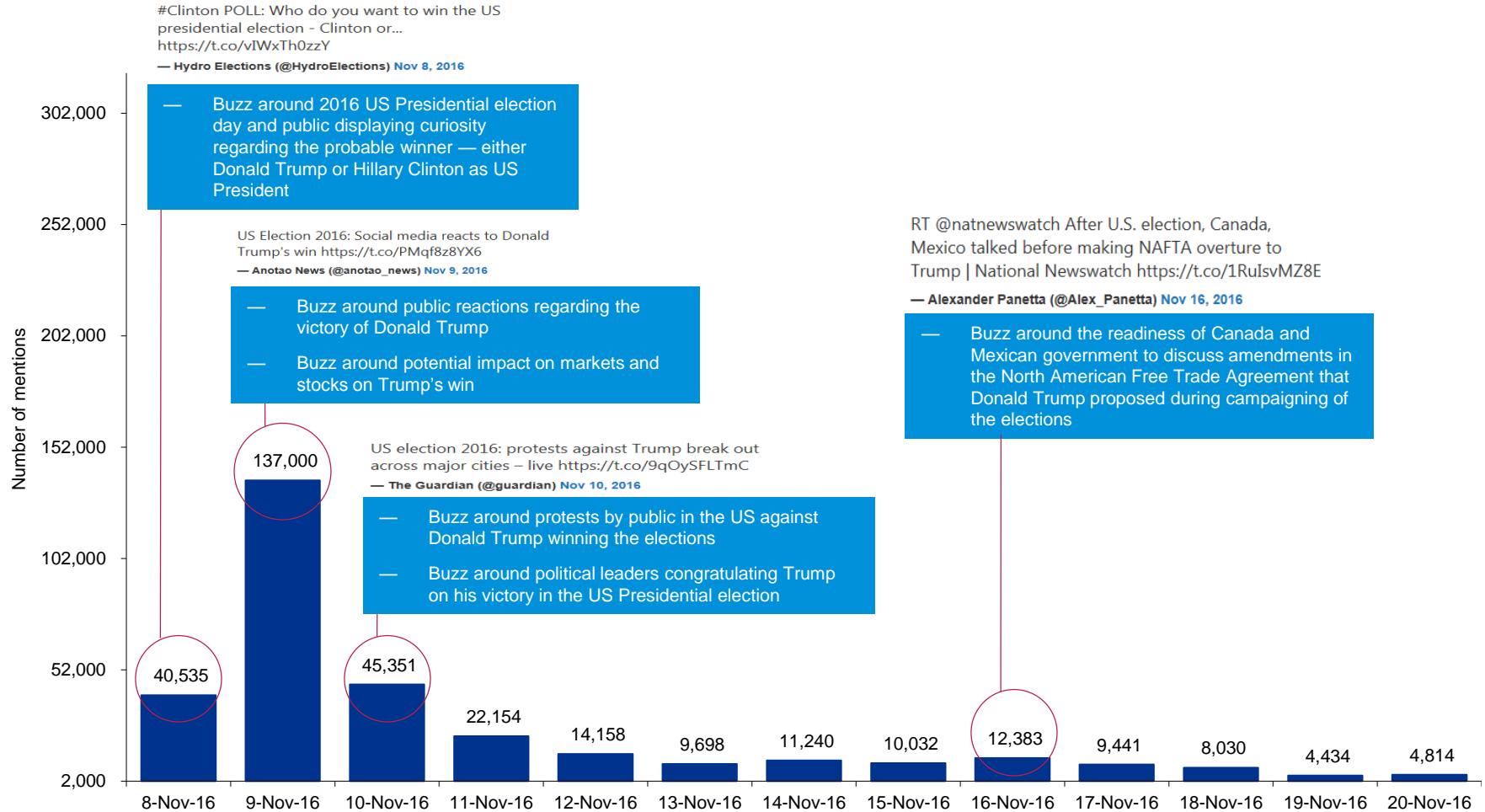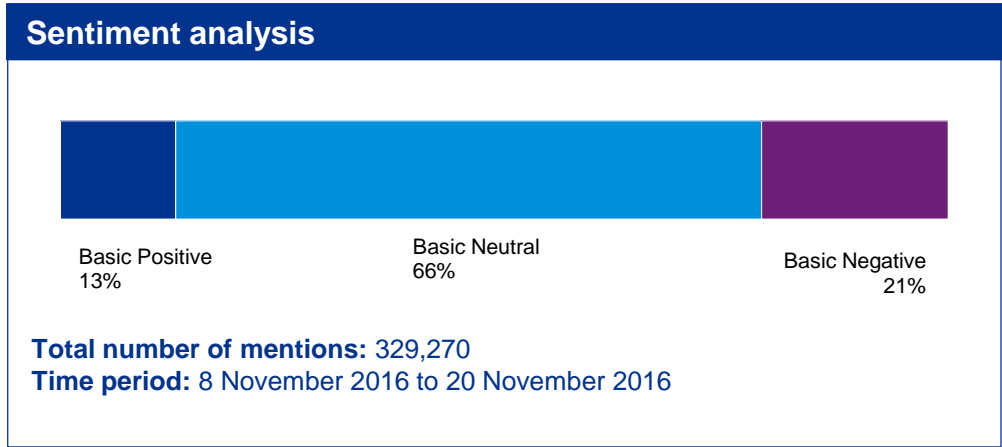[1]The number of mentions correspond to the relevant posts generated for the query, not to the total number of posts for the industry, in general

Source(s): Crimson Hexagon, accessed on 23 November 2016

Sentiment analysis

Sentiment analysis

Basic Positive
13%

Basic Neutral
66%

Basic Negative
21%

Total number of mentions: 329,270
Time period: 8 November 2016 to 20 November 2016

Mentions by geography

6%
6%
8%
17%
27%
37%

Total: 253,382 mentions

- US
- Others[2]
- UK
- Australia
- Nigeria
- Canada

— 253,382 mentions: identifiable locations

— 37 percent: from the US

— 27 percent: from 178 locations across globe

Negative sentiment

— Mentions related to the impact of the election of Donald Trump as the US President

- Crash of Canada's immigration website caused by sudden increase in traffic on the website, by the US citizens searching for jobs in Canada

- Fear among Muslims as he proposes a ban on Muslims entering US

— A significant number of mentions related to protests against Donald Trump in California after he won the US election.
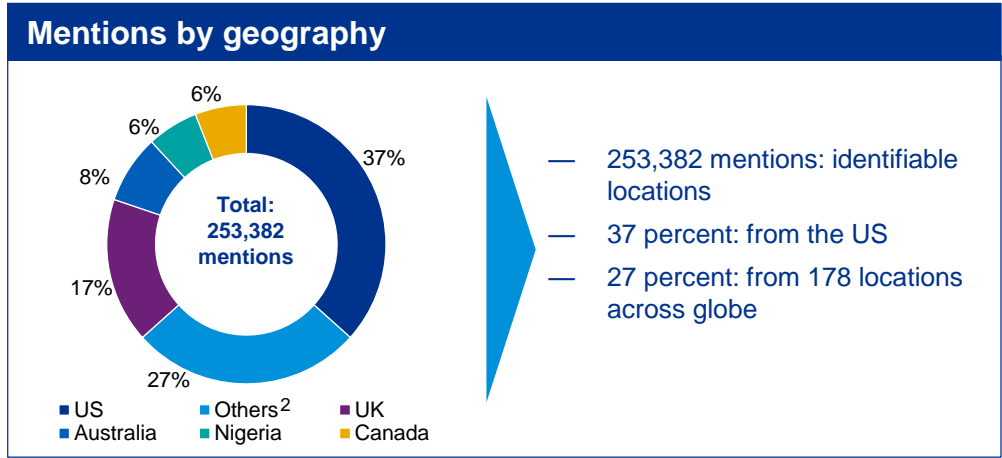
Positive sentiment

— Mentions related to congratulatory wishes for Trump for wining the US Presidential election from Vladimir Putin, George H.W. Bush, Nnamdi Kanu (political activist based in the UK) and other important dignitaries.

[1]The number of mentions correspond to the relevant posts generated for the query, not to the total number of posts for the industry, in general, [2]Others include mentions from 178 regions across the globe
Source(s): Crimson Hexagon, accessed on 23 November 2016

Document Classification: KPMG Confidential

Emotion analysis

111,040 mentions are tagged under the emotion category

54%	34%	7%	3%	2%

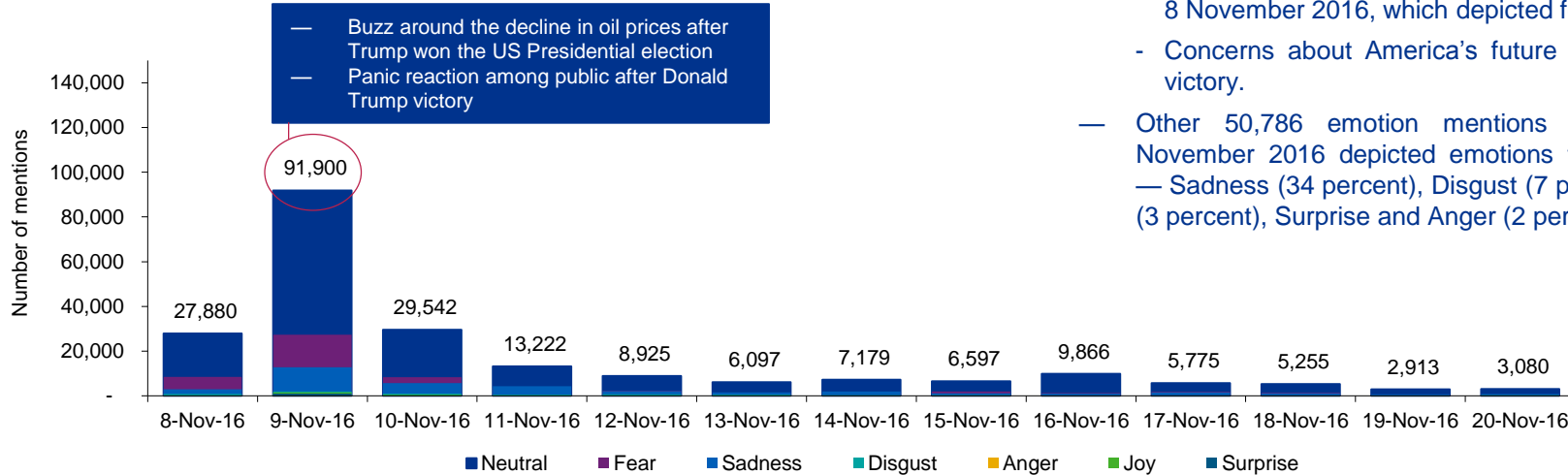- Fear   - Sadness   - Disgust   - Joy   - Others*

Time period: 8 November 2016 to 20 November 2016
*Others include surprise and anger categories

Emotion analysis

— Out of total 329,320 mentions, 66 percent correspond to the neutral category, while 34 percent account for the emotion category.

— Out of the total 111,040 emotion category mentions, 60,254 mentions depicted fear among the public. The key discussions included:

- Decline in the oil prices as a result of uncertainty about the results of election accounted for a significant number of posts on 8 November 2016, which depicted fear.

- Concerns about America's future on Trump's victory.

— Other 50,786 emotion mentions from 8–20 November 2016 depicted emotions that include — Sadness (34 percent), Disgust (7 percent), Joy (3 percent), Surprise and Anger (2 percent).
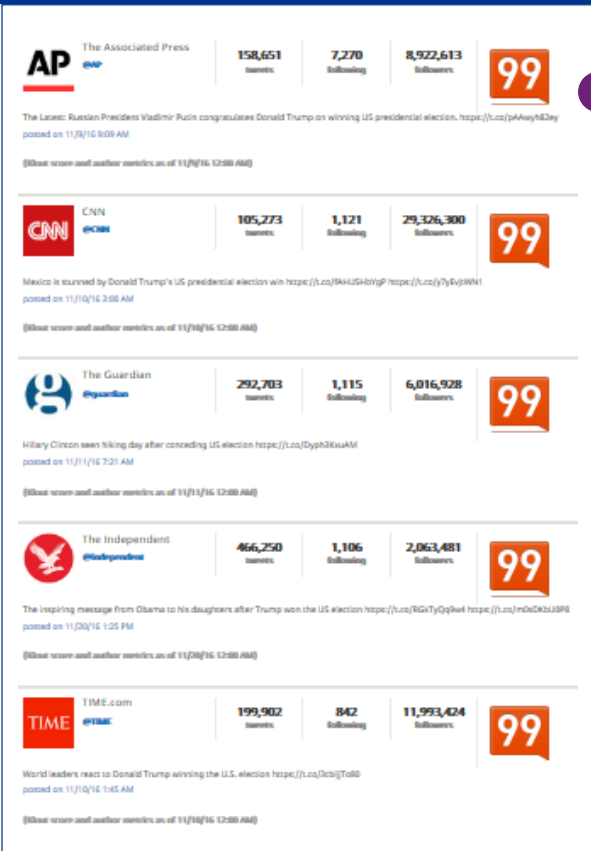
— Buzz around the decline in oil prices after Trump won the US Presidential election
— Panic reaction among public after Donald Trump victory

Number of mentions

- 8-Nov-16: 27,880
- 9-Nov-16: 91,900
- 10-Nov-16: 29,542
- 11-Nov-16: 13,222
- 12-Nov-16: 8,925
- 13-Nov-16: 6,097
- 14-Nov-16: 7,179
- 15-Nov-16: 6,597
- 16-Nov-16: 9,866
- 17-Nov-16: 5,775
- 18-Nov-16: 5,255
- 19-Nov-16: 2,913
- 20-Nov-16: 3,080

- Neutral   - Fear   - Sadness   - Disgust   - Anger   - Joy   - Surprise

[1]The number of mentions correspond to the relevant posts generated for the query, not to the total number of posts for the industry, in general

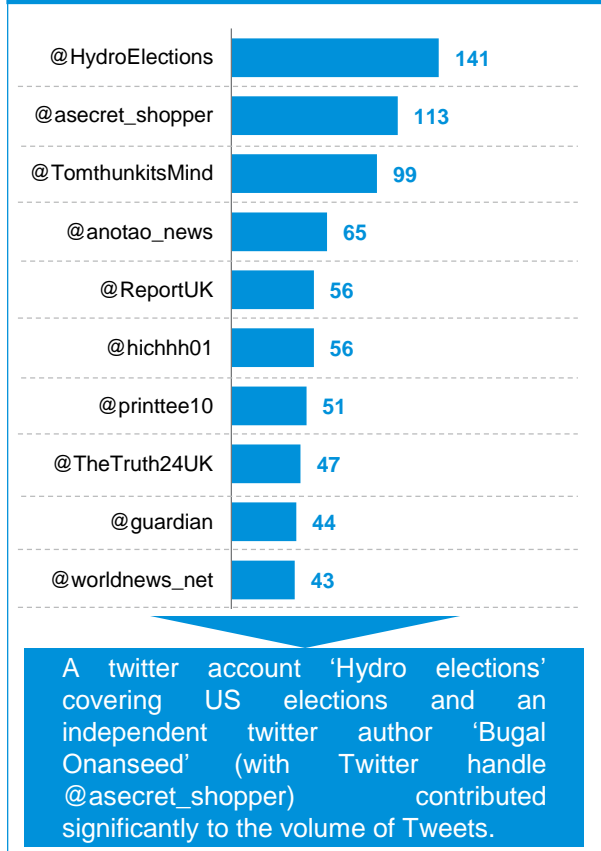Source(s): Crimson Hexagon, accessed on 22 November 2016

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Influential and prolific Twitter authors

Most influential Twitter authors[1]

		tweets	following	followers	
AP	The Associated Press @AP	158,651	7,270	8,922,613	99

The Latest: Russian President Vladimir Putin congratulates Donald Trump on winning US presidential election. https://t.co/pAswyh82ey
posted on 11/9/16 9:09 AM

(Klout score and author metrics as of 11/9/16 12:00 AM)

| CNN | CNN @CNN | 105,273 | 1,121 | 29,326,300 | 99 |

Mexico is stunned by Donald Trump's US presidential election win https://t.co/fAHJSHbVgP https://t.co/y7yEvJrWN1
posted on 11/10/16 3:00 AM

(Klout score and author metrics as of 11/10/16 12:00 AM)

| | The Guardian @guardian | 292,703 | 1,115 | 6,016,928 | 99 |

Hillary Clinton seen hiking day after conceding US election https://t.co/Dyph3KxuAM
posted on 11/11/16 7:21 AM

(Klout score and author metrics as of 11/11/16 12:00 AM)

| | The Independent @Independent | 466,250 | 1,106 | 2,063,481 | 99 |

The inspiring message from Obama to his daughters after Trump won the US election https://t.co/RGxTyQq9ut https://t.co/m0xDKbUI3P8
posted on 11/20/16 1:25 PM

(Klout score and author metrics as of 11/20/16 12:00 AM)

| TIME | TIME.com @TIME | 199,902 | 842 | 11,993,424 | 99 |

World leaders react to Donald Trump winning the U.S. election https://t.co/3cbIjTo60
posted on 11/10/16 1:45 AM

(Klout score and author metrics as of 11/10/16 12:00 AM)

The **Klout Score** is a number between 1 and 100. It represents an account's influence. The more influential an account, the higher the Klout Score.

Influential authors with high Klout Scores include The Associated Press, CNN, The Guardian, The Independent and Time news. Major publications such as The Washington Post and Wall Street Journal also participated on social media platforms.

Most prolific on Twitter[1]

Account	Value
@HydroElections	141
@asecret_shopper	113
@TomthunkitsMind	99
@anotao_news	65
@ReportUK	56
@hichhh01	56
@printtee10	51
@TheTruth24UK	47
@guardian	44
@worldnews_net	43

A twitter account 'Hydro elections' covering US elections and an independent twitter author 'Bugal Onanseed' (with Twitter handle @asecret_shopper) contributed significantly to the volume of Tweets.

[1]The influential authors may have high Klout scores as their mentions get retweeted in the social space. The prolific authors are individuals that may have contributed significantly on a particular theme or topic. The Klout score is a number between 1 and 100. It represents an account's influence. The more influential an account, the higher the Klout score.

Source(s): Crimson Hexagon, accessed on 22 November 2016

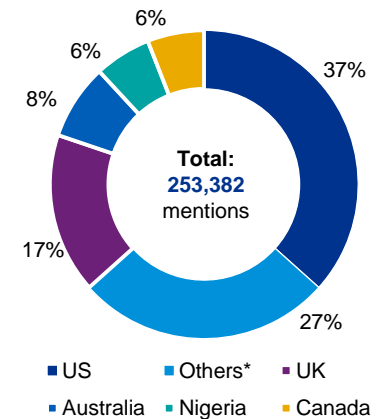# Social media geographic footprint

253,382 mentions have identifiable locations

Time period: 8 November 2016 to 22 November 2016
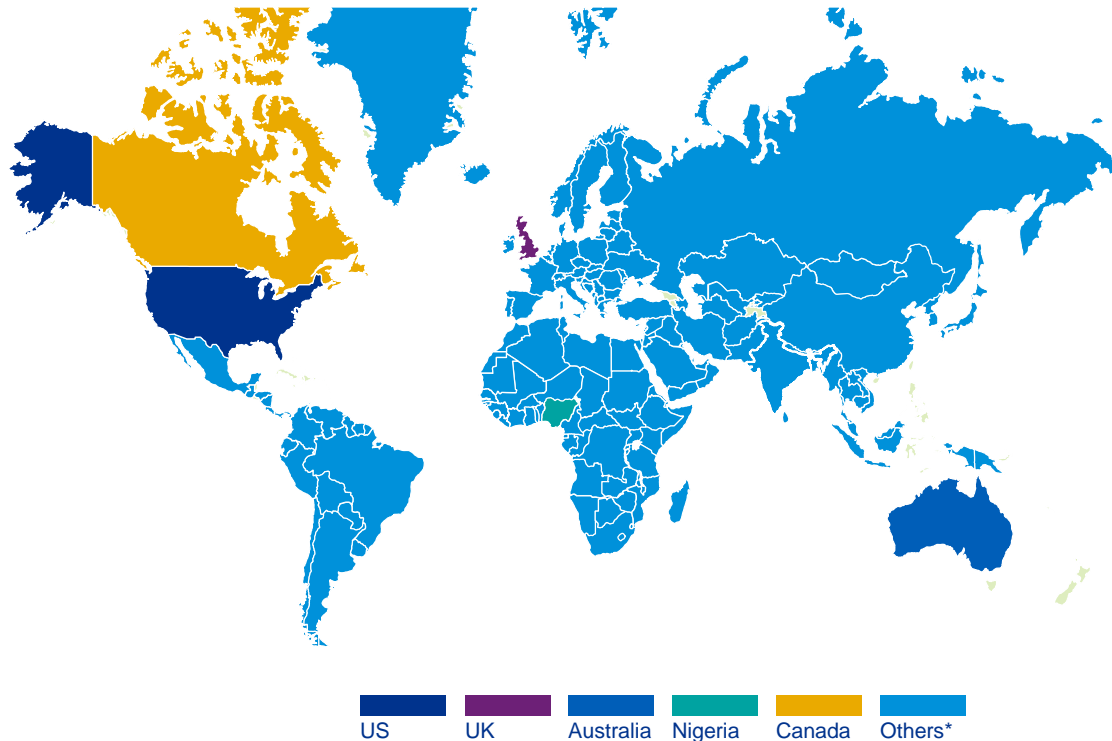
Major geographies

Rank	Country	Posts	% of total
1	US	94,729	37%
2	UK	42,631	17%
3	Australia	19,559	8%
4	Nigeria	14,930	6%
5	Canada	14,048	6%
6	Others*	67,485	27%

US UK Australia Nigeria Canada Others*

Total: 253,382 mentions

37% 27% 17% 8% 6% 6%

US   Others*   UK   Australia   Nigeria   Canada

Notes: *Others include mentions from 178 regions across the globe
Sources: Crimson Hexagon, accessed on 22 November 2016

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Developed by Amani and Nandita

kpmg.com/socialmedia

kpmg.com/app