

The Texas Economy Conversation in Social Media:

November 2014 – January 2015



influence
OPINIONS

INTRODUCTION



Every 90 days, Influence Opinions will examine and report on the traditional and social media landscape as it relates to the Texas economy. Using social and digital media tools to add depth to our understanding of the conversation around the Texas economy, we will look at:

- The overall level of conversation on social media
- The sentiment of conversation on Twitter
- Who is having – and who is driving – the conversation



While the Texas economy will always be the focal point of our analysis, we will also closely examine specific issues that rise to the forefront of the conversation. In our first analysis, which primarily covers the period between November 2014 and January 2015 (unless otherwise noted), we look at how declining oil prices, along with lower prices at the pump, fits into the Texas economy discussion.

A subset of these findings is included in the inaugural Insight Texas effort (www.insighttexas.com), a partnership of Basalice & Associates, Influence Opinions, and TXP that combines survey research, social media evaluation, and economic analysis to take a snapshot of public opinion and add them to economic indicators regarding the Texas economy to produce a quarterly analysis as well as a Trib Talk piece with the *Texas Tribune*.

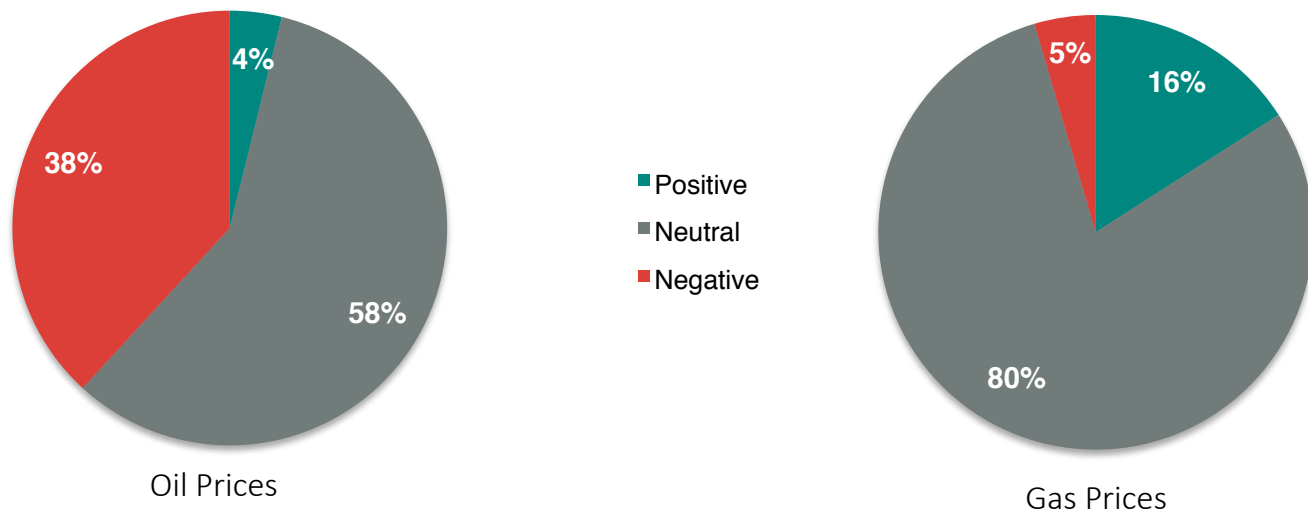


What you will find here is the full analysis from Influence Opinions – including everything not found in the Insight Texas reports.

OVERVIEW

During the time period we focused on, the media coverage and social media conversation in Texas related to the state's economy was both robust and complicated. Overall, the attitude toward the Texas economy on social media was more positive than negative.

But when looking at two key topics driving much of the conversation around the Texas economy – the price of oil and the price of gas – we get a more mixed picture. The attitude toward declining oil prices is overwhelmingly more negative than positive, while the drop in gas prices is mostly viewed in a positive light.



Throughout our analysis, the price of oil was closely linked to the Texas economy. Even though “oil” was not included in the original Texas economy search set, it still showed up in entities, hashtags, word clouds, etc., showing how interconnected the two topics are.

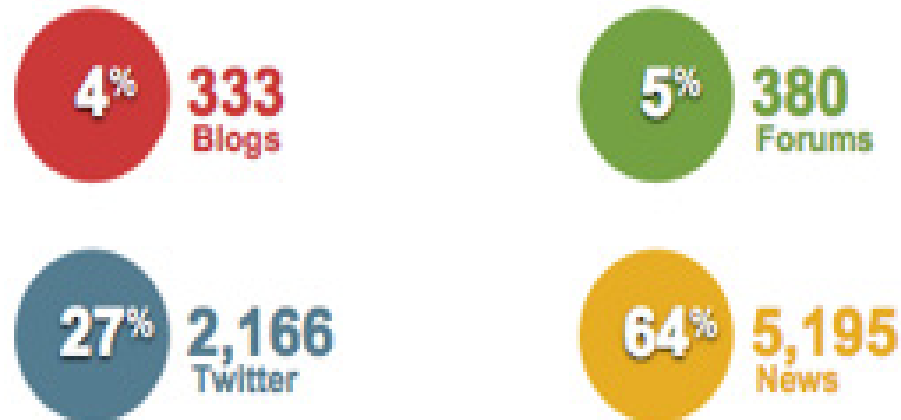
SECTION 1

THE CONVERSATION AROUND THE OVERALL TEXAS ECONOMY



SOURCES OF CONVERSATION

Within the state, the majority of mentions of the Texas economy – 64 percent – occurred in traditional news sources.



The Texas economy was also a popular topic in regional and national publications. In all, more than 70,000 news stories mentioning the Texas economy originated outside the state of Texas



TWITTER

On Twitter, however, the vast majority of mentions originated in Texas, which tells us that while national outlets are covering the topic, it is Texans who are actually engaging in the conversation. Most tweets about the Texas economy are neutral, although a large amount of them are positive. Very few are negative.


Twitter conversations around the Texas economy generally fell into two categories. The first consisted of people urging friends and relatives to move to Texas due to the state's robust economy. The other revolved around the November 2014 election and what kind of an impact the results might have on the Texas economy. The latter type of conversation tended to focus on specific candidates' platforms and often fell along politically ideological lines – the importance of keeping Texas red and pro business, for example.



Cynthia Favila Terry

@favilac



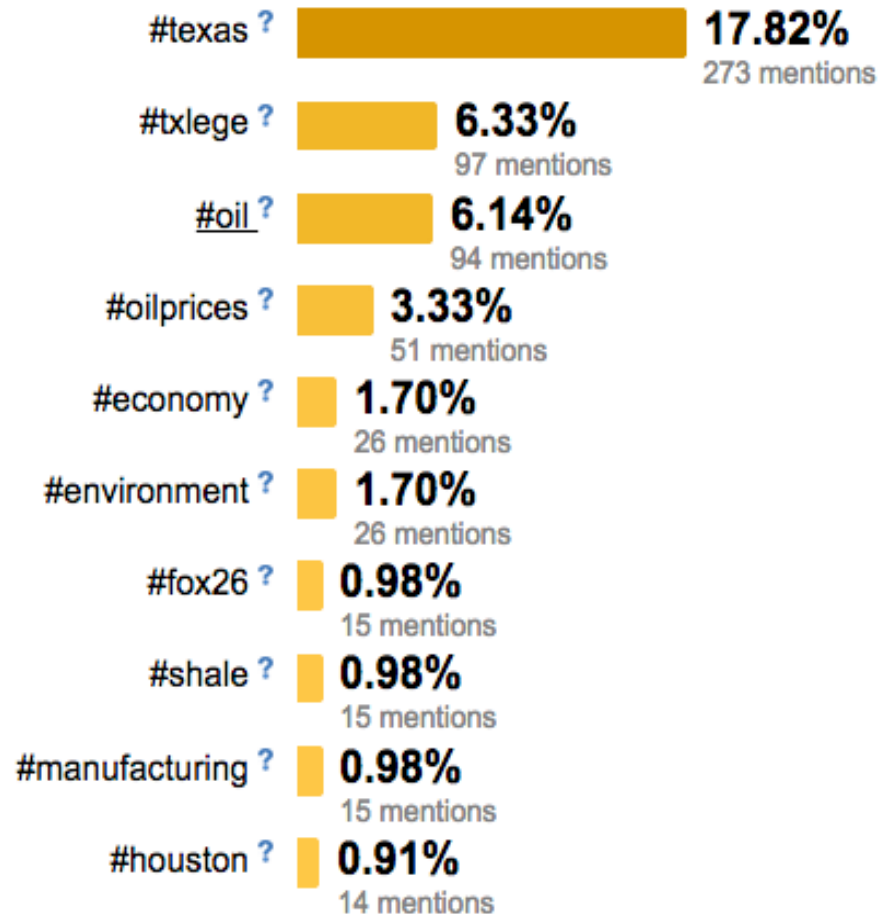
 Follow

Under [@TexasGOP](#) Texas has the strongest economy in the nation. A vote for [@WendyDavisTexas](#) is foolish. [@GregAbbott_TX](#) will keep it strong.



TOP TWITTER HASHTAGS

It is telling that after #texas, #economy, and the ubiquitous #txlege referring to the 84th Texas Legislative Session, #oil was the most used hashtag in tweets about the Texas economy.



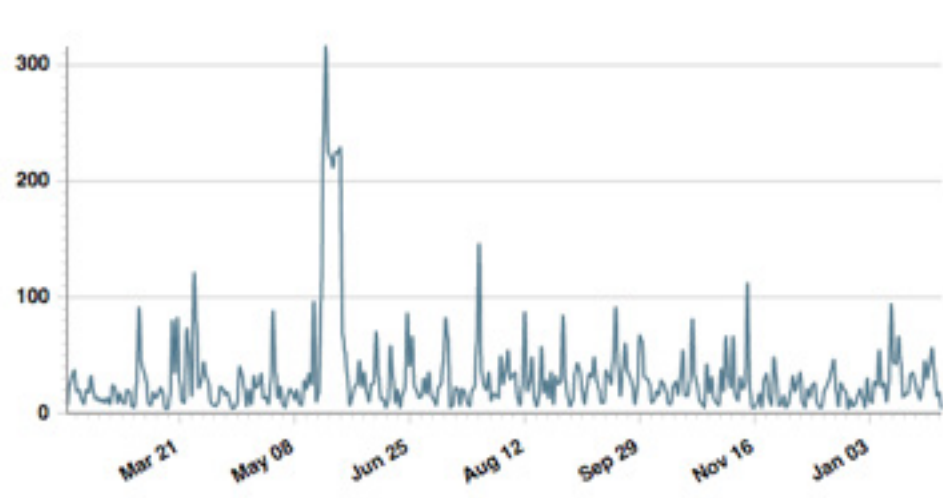
NOTES:

- #txpo2015 was TPPF conference
- #immigration mostly related to Obama's executive actions, also small amount of debate on whether illegal immigration hurts or helps the Texas economy.



TWITTER SPIKE IN MAY 2014

This Twitter popularity graph shows that conversations around the Texas economy from within the state spiked sharply in May 2014. This was the time period when many outraged Twitter users responded to comments comparing South Texas to a third world country. Wendy Davis refuted the claim and received more than 100 retweets. At the same time, the Texas Water Summit was taking place and generating a fair amount of traction around the importance of water to the Texas economy.



Follow

Key to Texas economy is water supply
ow.ly/wUgD8
Hear more from Dr. Reible @TTUEngineering
at the #TXWater Summit on Monday.



Following

I believe South TX communities are important to our state's economy & vibrancy. @GregAbbott_TX & @DanPatrick think they're "3rd world."

Retweets Favorites

107

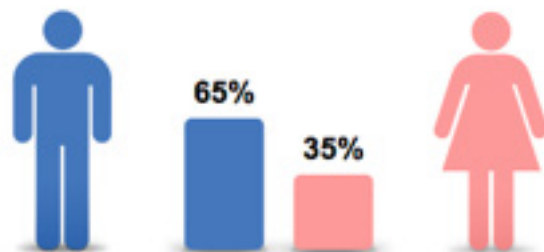
87



Popular Phrases in Tweets about the Texas Economy

Houston economy benefiting economy **diverse economy** Station economy Retail Economy
economy **Texas economy** Texas Service Sector Growth economy Files Bill Texas Insurance Industry
Impacts State dynamic economy strong economy **Texas lead U.S. job growth** **Low energy spurs**
economy **Oil Prices Test Texas** **Insurance Industry Impacts State Economy**
knowledge economy strongest economy Solar Economy economy resource vote **Estate Economy largest**
economy Economy Surges robust economy Antonio economy **Economy Dallas** **Oil Economy** global
economy economy surpasses economy functions **harm economy**

Gender of People Tweeting about the Texas Economy



SECTION 2

THE CONVERSATION AROUND OIL AND GAS PRICES



TWEETS ABOUT OIL PRICES

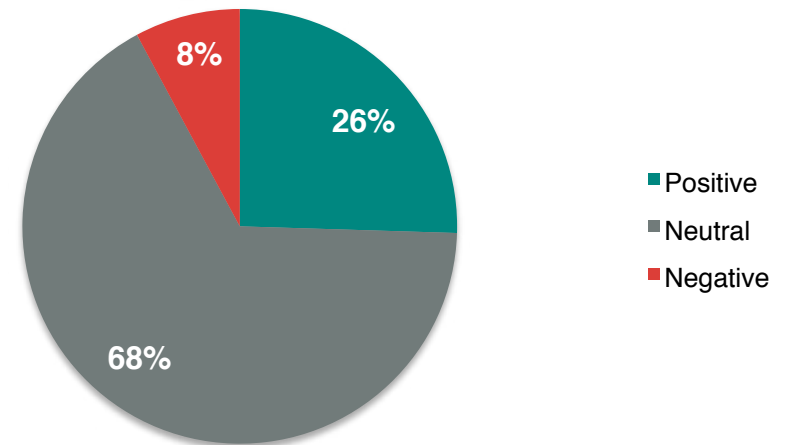
Looking specifically at “oil prices” and “gas prices” in Texas, we saw great variation in sentiment on Twitter. While 38 percent of the tweets on the declining price of oil were negative, only five percent of the tweets on falling gas prices were negative.

This difference in sentiment is partially explained by who was doing the tweeting. People tweeting about “oil prices” were likely to be reporters, economists, or other policy oriented individuals. Tweets about “gas prices”, on the other hand, tended to come from average consumers.

Legislators are rarely tweeting about the economy, oil or gas.

Generally, people tweeting about oil prices were concerned about the potential negative impact on the state’s economy, though some were pleased by the resulting lower prices at the pump. And others saw it as a positive example of the free market working itself out.

- o (“oil price” OR “price of oil” OR “oil prices”) AND “Texas”
- o Sample size of 1,425 tweets



SAMPLE TWEETS

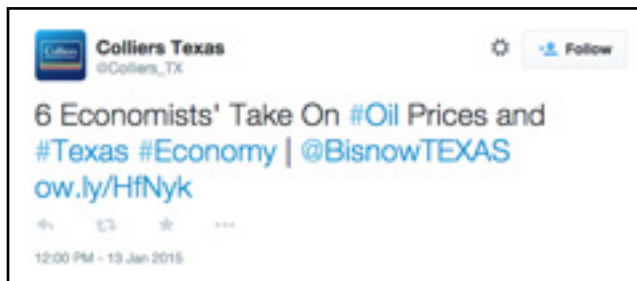
Positive



Negative

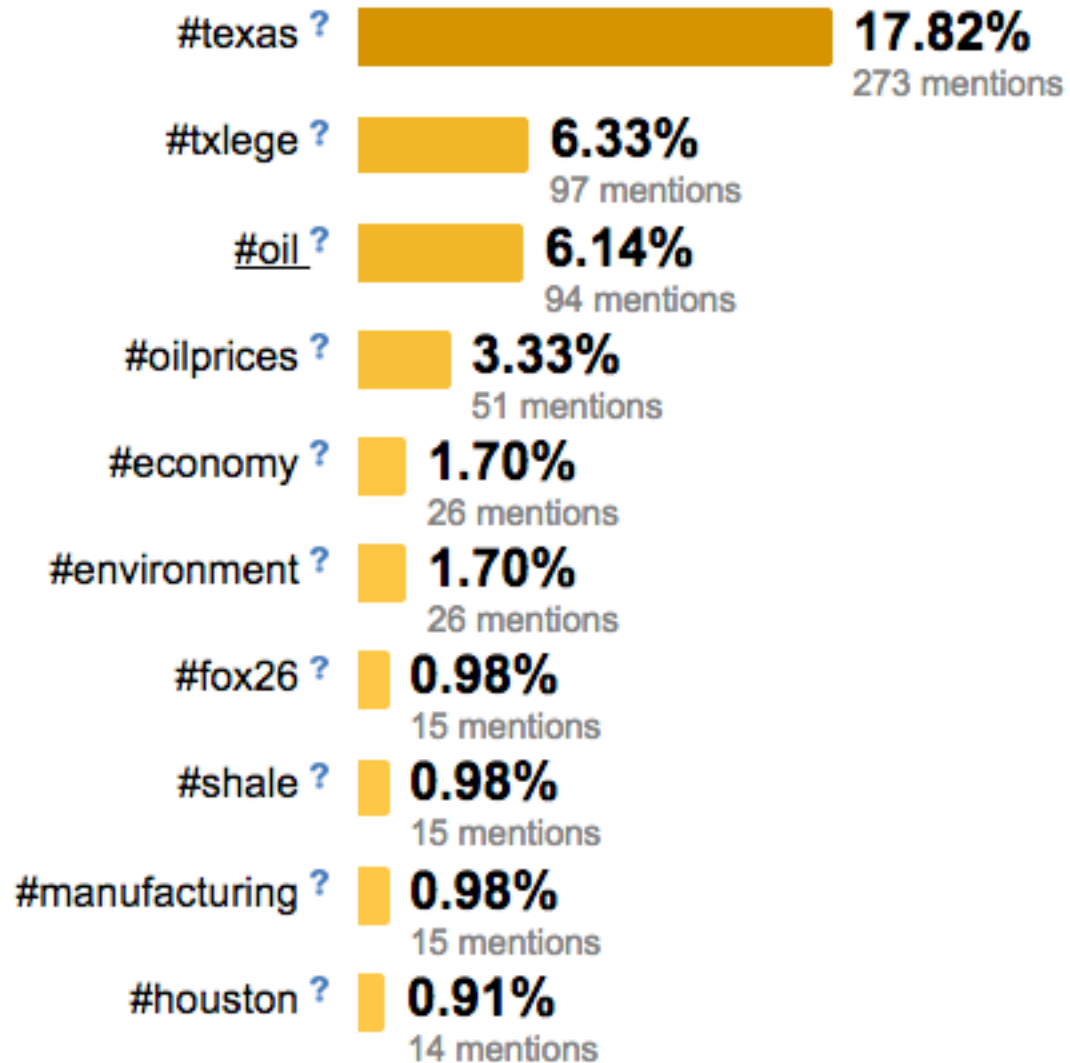


Neutral





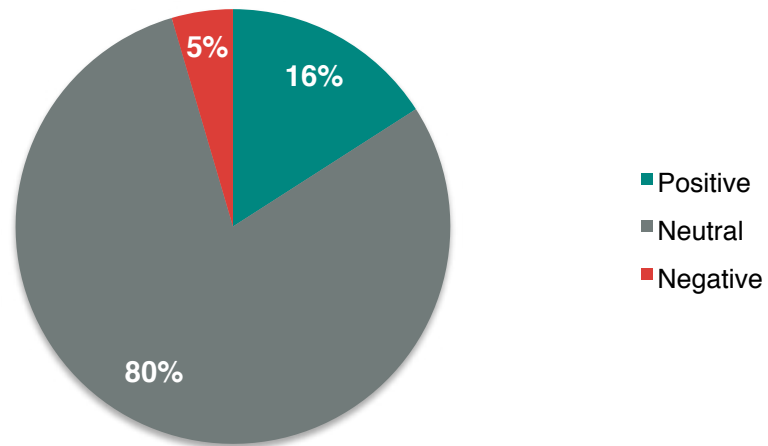
TOP HASHTAGS AROUND OIL PRICES





TWEETS ABOUT GAS PRICES

When we look at tweets about gas prices, it's a completely different story compared to oil prices. While some people were still concerned about the effect on the economy, many more were bragging about how little they paid to fill up their car and saying how thankful they are to live in Texas. Overall the tweets are fairly objective, mostly reporting on whether the average price has increased or decreased.





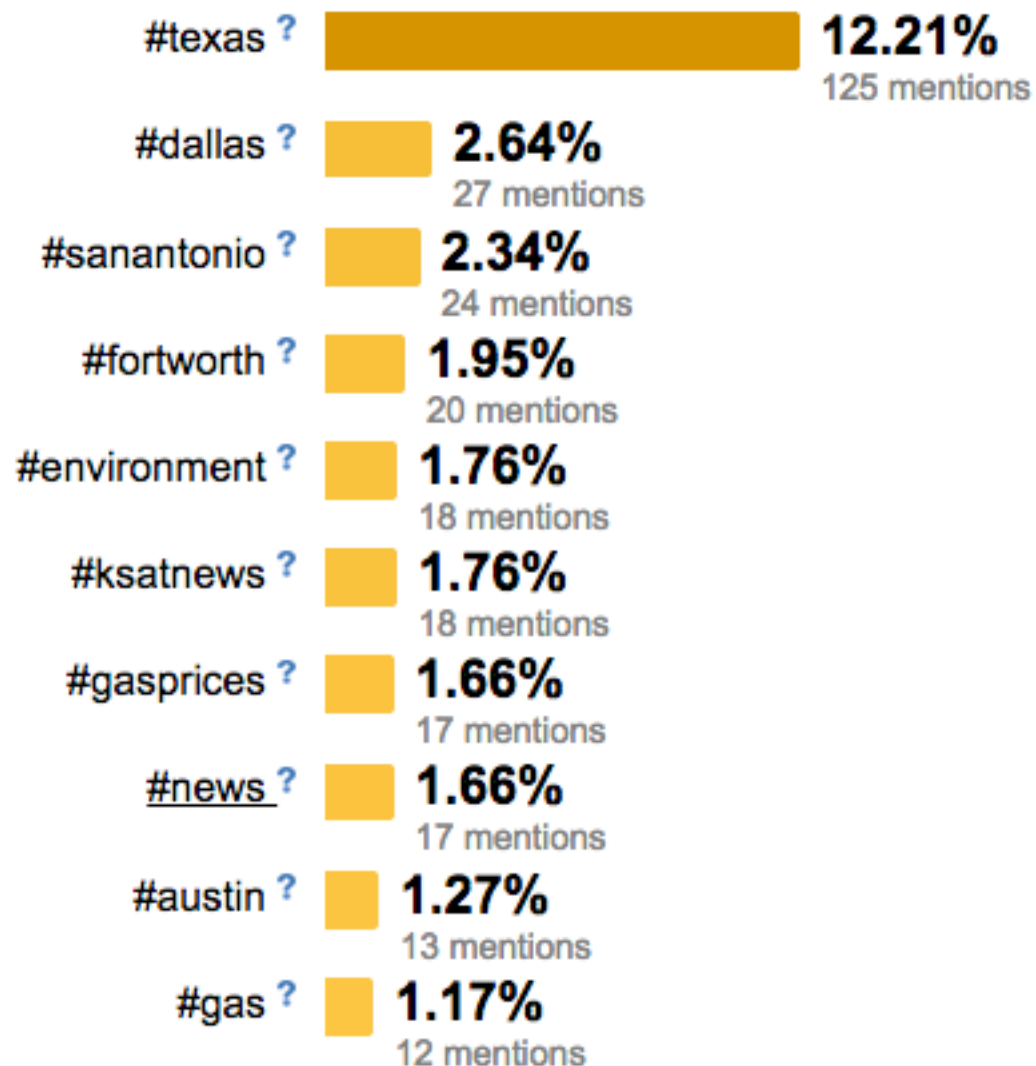
WHAT PEOPLE IN TEXAS ARE SAYING ABOUT GAS

Notice how much smaller “Economy” is here than in the oil prices word cloud, and that the #Txlege hashtag does not show up as it does in the oil prices word cloud. This is a reflection of the different types of people tweeting about gas prices – average consumers – compared to those tweeting about oil prices.





TOP HASHTAGS AROUND GAS





TOP VOICES ON TWITTER: ECONOMY, OIL PRICES AND GAS PRICES

The conversations on Twitter related to the Texas economy, oil prices and gas prices showed great variation. The conversation on the Texas economy in general was led by opinion leaders, such as CEO groups and public policy organizations, while on oil prices, it was led by major Texas media outlets and reporters, economic development groups, and real estate related entities. Local news outlets engaged the most in the conversation about gas prices in Texas.

This mirrors our findings that the overall Twitter conversation in Texas on the Texas economy and oil prices are being driven by opinion leaders, while the conversation about gas prices is driven by the general public.

ECONOMY TOP VOICES

Twitter User	Description
@sjeandallas	Sheryl Jean – Dallas Morning News reporter
@ytexastweets	Y Texas, CEO Community
@texassentinul	Texas Sentinul
@colliers_tx	Colliers Commercial Real Estate Services
@texasceo	Texas CEO Magazine
@tpppf	Texas Public Policy Foundation
@84thlegislature	84 th Legislature
@texasone	Texas One Program (Texas Economic Development Corporation)
@ofa_tx	Organizing for Action, Texas Chapter
@vanceginn	Economist with Center for Fiscal Policy, TPPF
@poccaport	Port Corpus Christi
@mariewmcclellan	Marie McClellan, conservative activist

OIL TOP VOICES

Twitter User	Description
@1604tv_news	1604 TV News, San Antonio Internet TV
@texassentinul	Texas Sentinel
@fortworthcp	Fort Worth City and Press
@sanantoniocp	San Antonio City and Press
@krbcnews	KRBC News, Abilene
@dallastx_news	Dallas News
@ktbbradio	KTBB Radio, Tyler
@tweetdal	Dallas Tweets!
@ktabtv	KTAB News, Abilene
@ksatnews	KSAT News 12, San Antonio
@kfox14	FOX News 14, El Paso
@ktxs_news	KTXS News, Abilene

GAS TOP VOICES

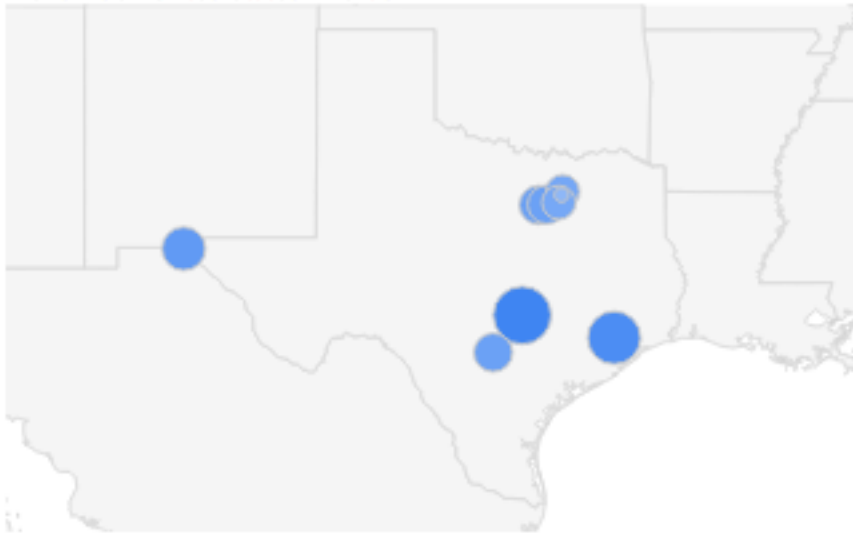
Twitter User	Description
@1604tv_news	1604 TV News, San Antonio Internet TV
@ texassentinul	Texas Sentinel
@ fortworthcp	Fort Worth City and Press
@ sanantoniocp	San Antonio City and Press
@ krbcnews	KRBC News, Abilene
@ dallastx_news	Dallas News
@ ktbbradio	KTBB Radio, Tyler
@ tweetdal	Dallas Tweets!
@ ktabtv	KTAB News, Abilene
@ ksatnews	KSAT News 12, San Antonio
@ kfox14	FOX News 14, El Paso
@ ktxs_news	KTXS News, Abilene

SECTION 3

SEARCHES ON TEXAS ECONOMY AND JOBS

GOOGLE SEARCHES ON “TEXAS ECONOMY” WITHIN THE STATE

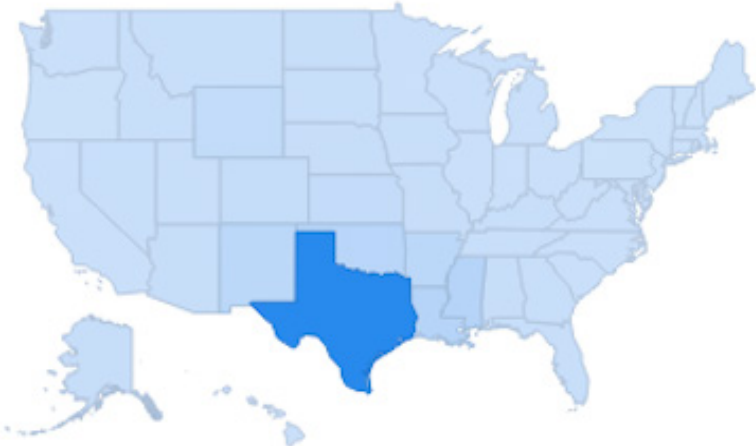
Worldwide > United States > Texas



Austin	100	<div style="width: 100%;"></div>
Houston	91	<div style="width: 91%;"></div>
El Paso	77	<div style="width: 77%;"></div>
Fort Worth	71	<div style="width: 71%;"></div>
Arlington	70	<div style="width: 70%;"></div>
San Antonio	70	<div style="width: 70%;"></div>
Plano	63	<div style="width: 63%;"></div>

STATES WITH THE MOST GOOGLE SEARCHES FOR “TEXAS JOBS”

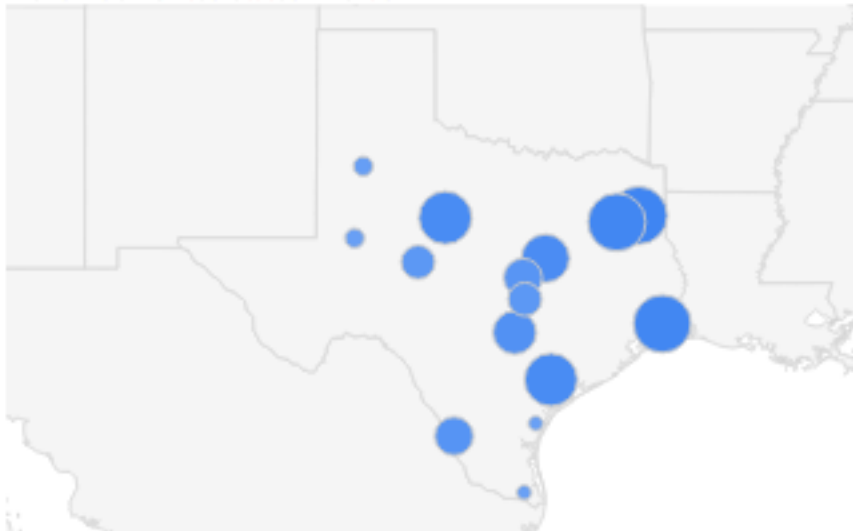
Worldwide > United States



Texas	100	
Mississippi	16	
Louisiana	16	
Oklahoma	14	
Arkansas	12	
New Mexico	12	
Wyoming	8	

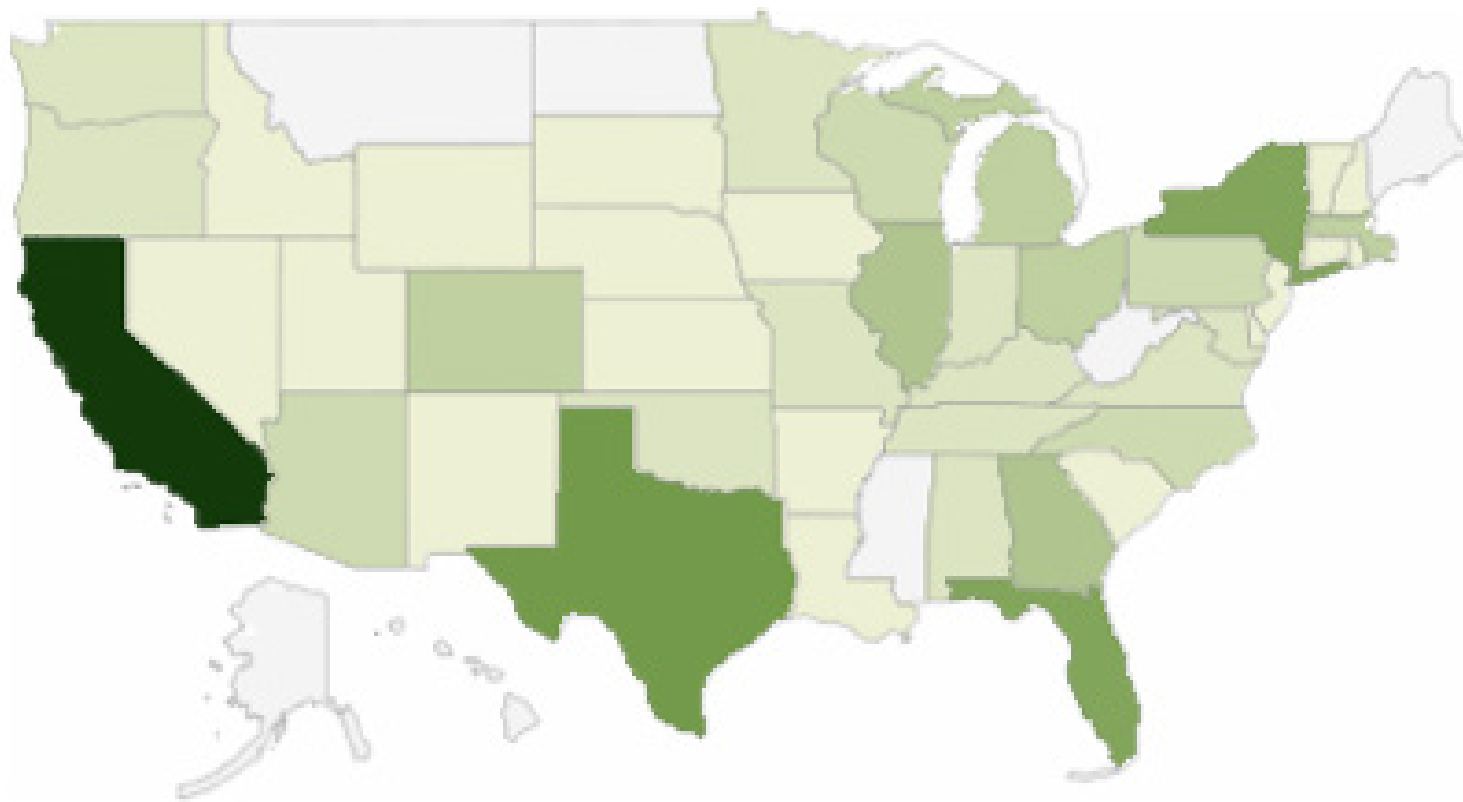
SEARCHES FOR “TEXAS JOBS” AMONG CITIES IN TEXAS

Worldwide > United States > Texas



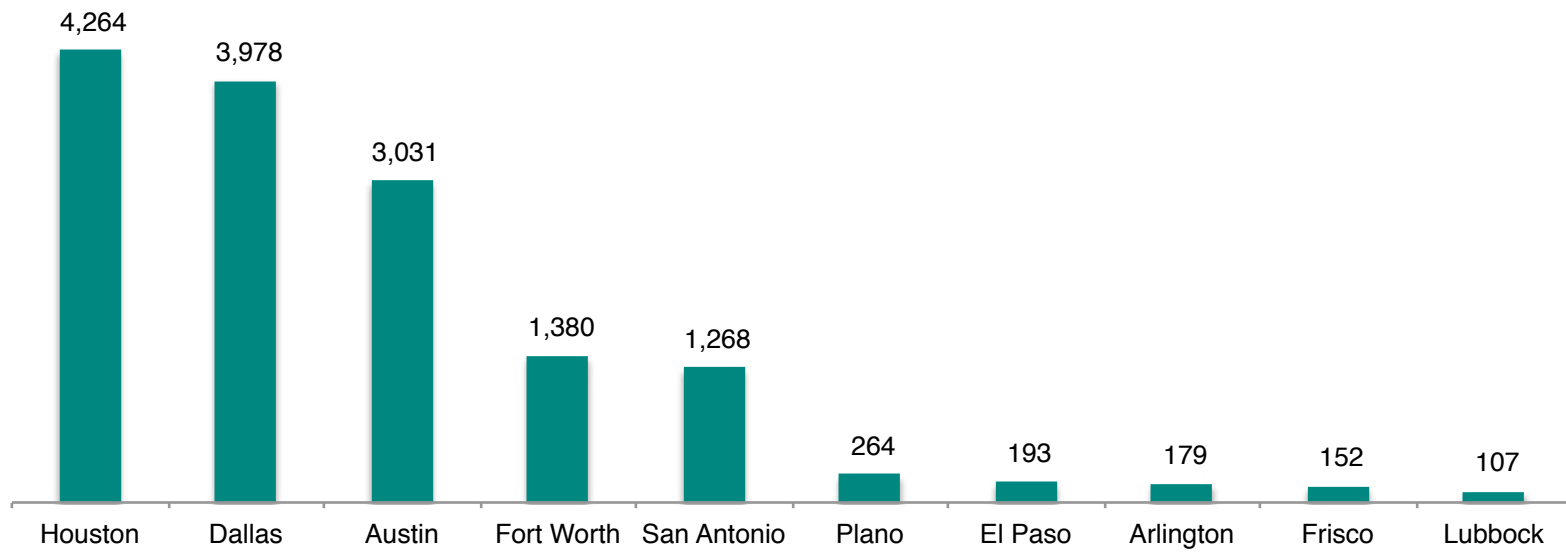
Longview	100	<div style="width: 100%;"></div>
Beaumont	98	<div style="width: 98%;"></div>
Tyler	98	<div style="width: 98%;"></div>
Victoria	93	<div style="width: 93%;"></div>
Abilene	93	<div style="width: 93%;"></div>
Waco	92	<div style="width: 92%;"></div>
San Marcos	87	<div style="width: 87%;"></div>

TWEETS USING #JOB AND #JOBS NATIONWIDE



#Job or #jobs is often used by companies looking to hire. In this graphic a darker shade of green shows a higher frequency. Texas is one of the top states but California has a clear lead.

TWEETS USING #JOB AND #JOBS WITHIN TEXAS



ABOUT INFLUENCE OPINIONS

Influence Opinions™ (IO) is a communications strategy firm that works at the intersection of public affairs and marketing. We build and execute winning campaigns around public initiatives – on the local, state, and national level. At the end of the day, we transform public opinion so our corporate, government agency, and cause-related clients can more quickly and effectively meet their objectives – be it educating consumers and taxpayers, framing discussions on fact-based demographic and funding realities, and expanding the dialogue to include options that elevate quality of life.

Our team brings an abundance of experience in messaging, positioning, stakeholder outreach and public affairs communications for public awareness campaigns. This experience, coupled with an expertise in digital issues mapping, provides a full view of a client's issue, which allows us to identify the best approach to transform the public conversation to ensure the debate is solution-oriented and helps build community consensus.



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