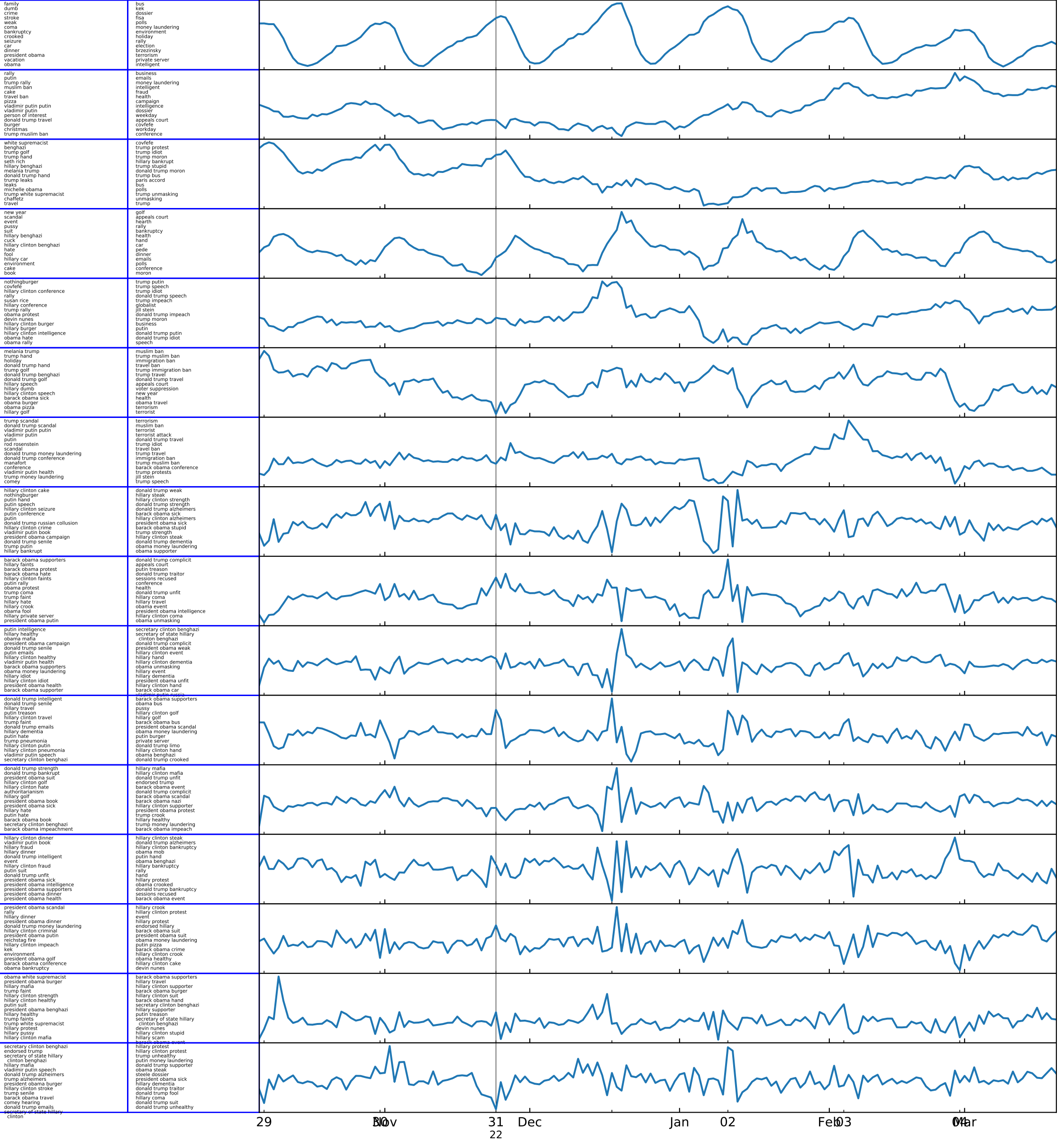


Principal Components Analysis of Search Trends for 692 Political Terms

Positively related words    Negatively related words



- 1: Jun 09: Obama Endorses Hillary

2: Jul 19: Trump Officially Nominated

3: Jul 26: Hillary Officially Nominated

4: Jul 27: Trump Asks Russia to Hack Hillary

5: Sep 09: Hillary's "Deplorable's" Comment; Pneumonia diagnosis

6: Sep 11: September 11; Hillary Stumbles at Event
- 7: Sep 26: First Presidential Debate

8: Oct 07: Trump's Pussy-Grab Tape Leaked

9: Oct 09: Second Presidential Debate

10: Oct 19: Third Presidential Debate

11: Oct 28: Comey letter re HRC email investigation

12: Oct 30: "Pizzagate" first appears
- 13: Nov 08: Election Day

14: Jan 10: Obama's Farewell; Sessions hearing

15: Jan 20: Trump's Inauguration

16: Jan 25: Trump fumbles Muir interview

17: Jan 29: Immigration Ban Protests

18: Feb 15: Trump's Crazy Press Conference
- 19: May 02: Morning Joe Implies Trump Dementia

20: May 09: Trump fires Jim Comey

21: May 15: Trump Brings Russians into Oval Office

22: May 31: Trump Tweets "Covfefe"