

# TRUMP

# SWING VOTERS

## Online & Social Media Analysis

August 22-28, 2020



### Methodology:

Impact Social carried out detailed language analysis of US social media discussions back to May 2016 to recruit social media users into a database of 40,000 swing voters. More specifically we segmented conversations / profiles into "voter types" based on the views they expressed and language used, across ten categories of voter:

- 1. Disillusioned Trump Voters** - those who make it clear they voted for Trump in 2016 but are now reconsidering, or feel that the president has lost their support
- 2. Undecided** - those who say they don't know who to vote for, or need to be convinced of the validity of a candidate, or who use indecisive statements such as "I might vote for...")
- 3. Biden Sceptics** - voters who are disappointed in Biden being the Democratic candidate, or who want a reason to vote for him besides "he's not Trump"
- 4. NeverTrumpers & Centrists** - Republicans who never supported Trump; self-described "centrists", "moderate Republicans", Reaganites, "fiscal conservatives", "Lincoln Republicans", and supporters of Romney/McCain/John Kasich/Paul Ryan brand of Republicanism
- 5. Independents** – those who describe themselves as independent or third-party voters, or as non-partisan, or as classic "swing voters" also includes those who call themselves "constitutionalists"
- 6. Obama-Trump Voters** - those who say explicitly that they voted for Obama then Trump
- 7. Abstainers** - those who abstained in the 2016 election
- 8. Bernie/Far Left Supporters** - left-wingers, radicals, and progressives for whom Biden may be too centrist or too "establishment"
- 9. Former Dems** - Democrats/progressives who were put off by Hillary, or who are unconvinced by the current incarnation of the party
- 10. Third Party Voters** – those who openly despair at the choice on offer and state they are voting for a third party

**Key Takeouts**

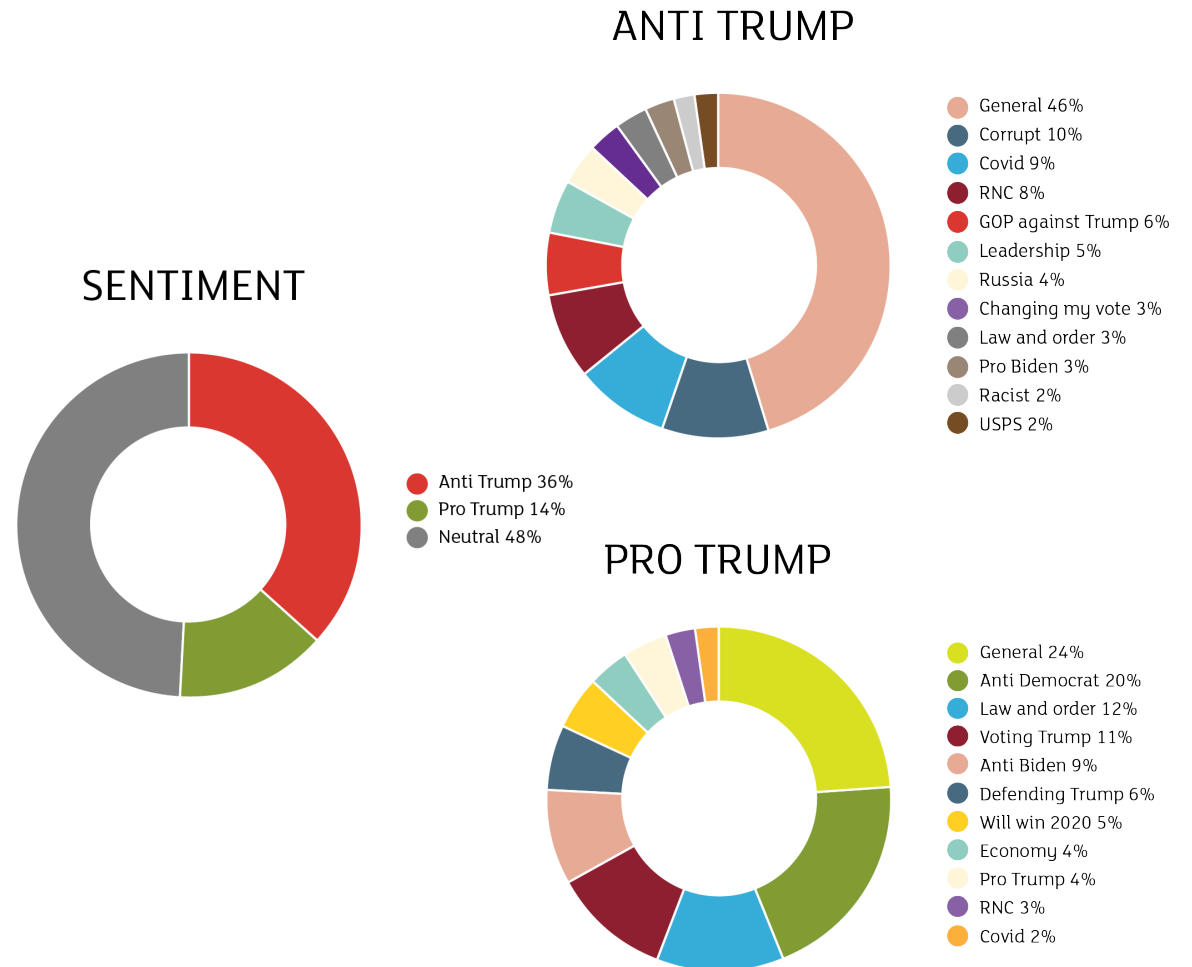
The Republican National Convention was a partial success as Trump’s attempt to laud his achievements and demonize his opponent was welcomed by some floating voters. In particular they spoke of Trump’s economic record pre Covid and how Biden’s ‘socialism’ should be rejected.

Importantly for team Trump they also spoke of law and order. However - despite the passion and anger expressed in these posts - the overall volume of this conversation was not significantly greater than in previous weeks. This implies that the issue may be of less importance than has been suggested in influencing the outcome of the election.

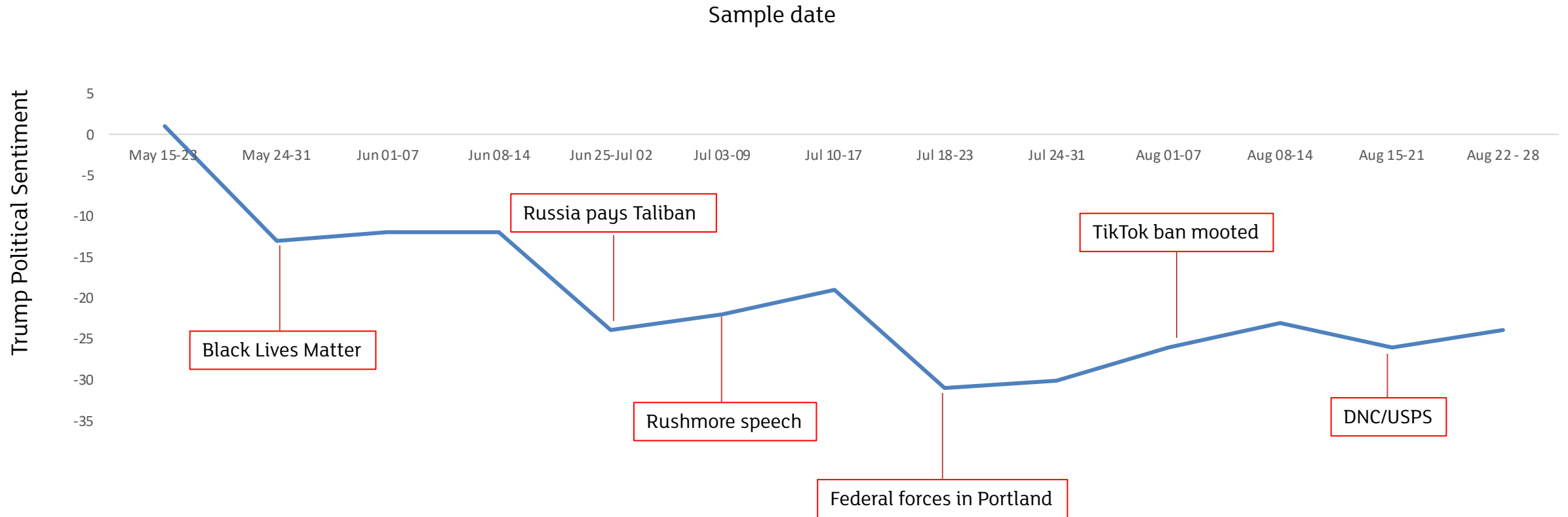
At the same time Trump was accused by others of lying about (or exaggerating) his achievements and criticized for sending out a seemingly endless line of relatives to pour praise on his presidency, leading some to conclude that America is being run by a family cult.

And yet as with the DNC it is surprising – given the mass media coverage - how little attention floating voters afford these events. Instead most people continue to speak in more general terms about Covid 19, WH corruption, Russia and leadership. As a consequence there was only a marginal increase in overall sentiment towards Trump.

In summary Trump’s attempt to use the RNC to relaunch his campaign failed to have the major impact he was surely hoping for. In fact due to a relatively strong performance by Biden & Co at the DNC, Trump’s net sentiment hasn’t changed from when the conventions began two weeks ago.



# SWING VOTERS - TRUMP SENTIMENT TRACKER



**Notes on the data:** The line chart above tracks net sentiment on Trump in relation to swing voters.

Impact Social is a specialist social media, online monitoring and analysis company. Using big data software Impact Social tracks over 60 million online sites including Twitter, Facebook, all blogs, forums and news websites. Whatever is said publicly, in the media or online we can follow live, 24/7 in 44 different languages.

This is where our reliance on algorithms ends. **Once the data has been received our in-house experts read and analyze the content - often amounting to 1,000's of individual posts. Our unique methodology ensures unrivalled accuracy to show what has been said, by whom and its impact. We are the only company in the world providing this level of analysis.**

What does the analysis show?

Our expertise is in accurately assessing all media, stakeholder and public conversations which have an impact - positively or negatively - on any given subject, organisation or individual. This can be provided as a general overview or in greater detail reflecting:

- The overall conversation
- The level of influence
- The topics under discussion and the share of voice
- The share of the discussion positive to negative and what is driving it
- Which stakeholder group is having the most impact

These questions and many more are what Impact Social was established to answer. **In essence we create live rolling focus groups of thousands, hundreds of thousands, sometimes millions of people.**

We work with international organizations, government departments, global brands, the world's largest trade associations, national governments and on Presidential, Prime Ministerial and local elections.

Areas of expertise: geo-politics, political campaigns, issues management, brand reputation, crisis communications, financial services and litigation. Impact Social is based in London and Washington D.C. [www.impactsocial.com](http://www.impactsocial.com)