TRUMP / BIDEN

SWING VOTERS

Online & Social Media Analysis

September 05 -11, 2020

ABOUT THE SWING VOTER DATASET

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

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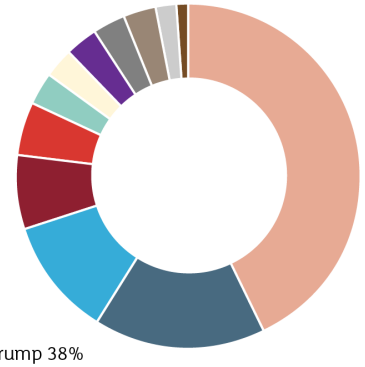
SWING VOTERS – TRUMP DISCUSSION

112k original posts 19k unique authors

SENTIMENT

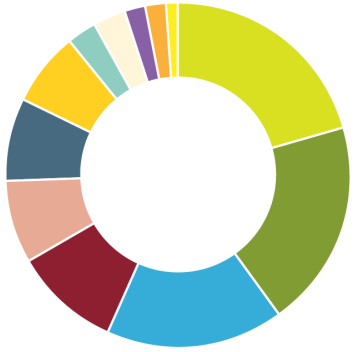
- Anti Trump 38%
- Pro Trump 20%
- Neutral 42%

ANTI TRUMP



- General 43%
- Covid 16%
- Fallen soldiers 11%
- Corrupt 7%
- Russia 5%
- Anti GOP 3%
- Economy 3%
- Law and order 3%
- Racist 3%
- Will lose 2020 3%
- Voting Biden 2%
- Changing my vote 1%

PRO TRUMP



- Defending Trump 21%
- General 20%
- Fallen soldiers 17%
- Anti Biden 10%
- Voting Trump 8%
- Will win 2020 8%
- Anti Democrat 7%
- Biden mental fragility 3%
- Economy 3%
- Changing my vote 2%
- Covid 2%
- Law and order 1%

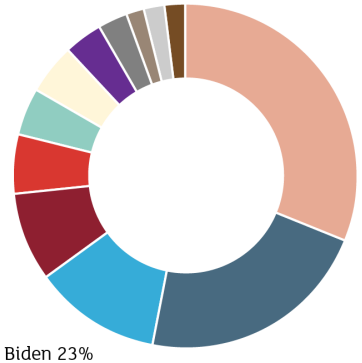
SWING VOTERS – BIDEN DISCUSSION

82k original posts 25k unique authors

SENTIMENT

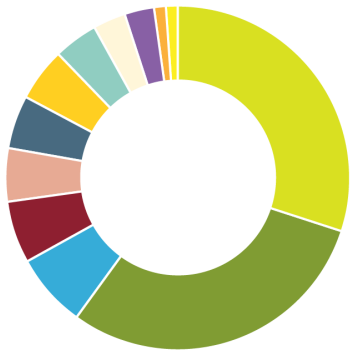
- Anti Biden 23%
- Pro Biden 25%
- Neutral 52%

ANTI BIDEN



- General 34%
- Poor record 24%
- Mental fragility 13%
- Corrupt 9%
- Pro Trump 6%
- Policies 5%
- Will lose 2020 5%
- Media bias against Trump 4%
- Anti Democrat 3%
- Defending Trump 2%
- Economy 2%
- Law and order 2%

PRO BIDEN



- Anti Trump 30%
- General 30%
- Will win 2020 7%
- Defending Biden 6%
- Anti GOP 5%
- Trump - Covid 5%
- Veterans 5%
- Policies 4%
- Pro Biden 3%
- Trump - fallen soldiers 3%
- Voting Biden 1%
- Black vote 1%

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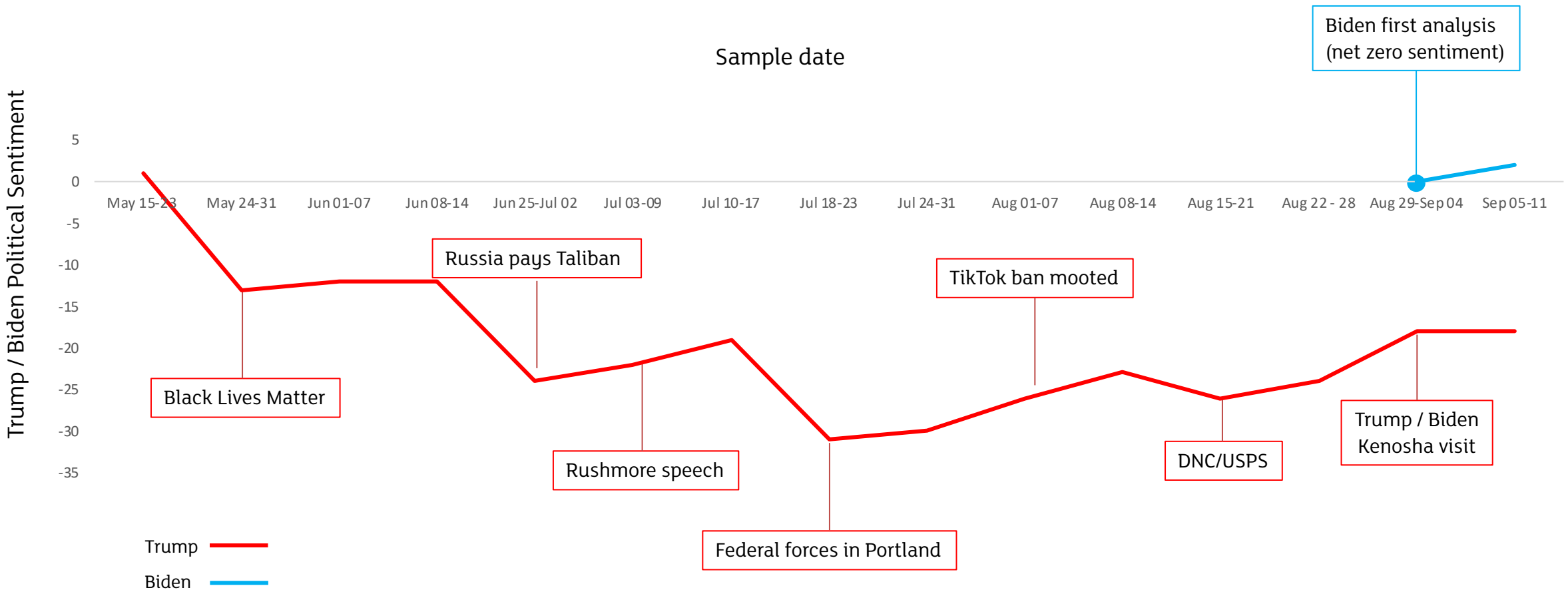
SWING VOTERS - TRUMP / BIDEN SENTIMENT TRACKER



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

Trump - Key Takeouts

President Trump will be relieved not to have lost much ground to Joe Biden after yet another turbulent week. At least this week the criticisms weren't of his own making, well not directly, as external forces in the form of Jeffrey Goldberg and Bob Woodward brought Trump's attitude towards the military and his handling of Covid-19 back onto the agenda. However online conversations show that neither 'revelation' is likely to make much difference as many of these floating voters had already made their mind up as to Trump's attitude on both subjects. Either they thought Trump had little respect for the military and could imagine him saying such a thing, or it is a complete media lie designed to damage the president. Likewise either Trump knew about the deadly nature of Covid-19 and decided to do nothing, or he did as well as any president could in the circumstances.

Overall Trump's rise of +13pts (-31 to -18) over the last six weeks has been impressive and shows that this race is far from over as we enter the home straight. In Trump's favor, this analysis has shown that Covid-19 is not the all consuming topic of conversation the media believe. Despite appearing each week the pandemic has become boring and normalized over time. Russia still excites a few, as do tales of White House corruption, but overall the conversation remains largely focused on Trump's personality and leadership. Should Covid-19 numbers fall and Trump get attention away from himself and onto issues where he is strongest i.e. the economy, sentiment and momentum will likely move rapidly in his favor.

Biden - Key Takeouts

Sen Joe Biden enjoys a small rise in net sentiment as he benefits from the antipathy shown towards the president over the last 7 days. In particular veterans come out in favor of Biden stating that he supports the military and wouldn't dream of disrespecting US service personnel. There is also a small level of recognition for Biden's policies where supporters face off those looking to spread mistruths in areas such as tax and the environment. This is in addition to those who go online to publicly state that they are fully behind Joe Biden – though most fail to explain why.

It is important to note that at least 35% of the pro-Biden discussion involves anti Trump sentiment. To clarify, this conversation is dominated by people stating their dislike of Trump/GOP as a reason to vote for Biden. Some of this related the president's administration, such as his president's handling of Covid-19 or the economy and how Biden would do better. But the vast majority is focused on how they perceive Trump as a person and a leader, compared to Biden.

In terms of negativity, genuine concern about Biden's mental fragility persists. Even voters firmly on his side are worried about how tiredness may impact on his performance as Labor Day passes and the sprint begins. Of equal concern to his team will be those floating voters who insist on regurgitating Biden's record to suggest he is being disingenuous. They cite his voting history on areas such as race (94 Crime Bill) or immigration to create suspicion as to Biden's motives and warn others not to believe all they hear.

This analysis will likely show in the weeks ahead that Biden's support among floating voters has hit a ceiling and he will do well to hang on to these gains. With Trump looking to expose every weakness - both policy and personal – Joe Biden is still a long way from the White House.

ABOUT IMPACT SOCIAL

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