

TRUMP / BIDEN

SWING VOTERS

Online & Social Media Analysis

September 12-18, 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

SWING VOTERS – TRUMP DISCUSSION



97k original posts



19k unique authors

SWING VOTERS – BIDEN DISCUSSION



83k original posts



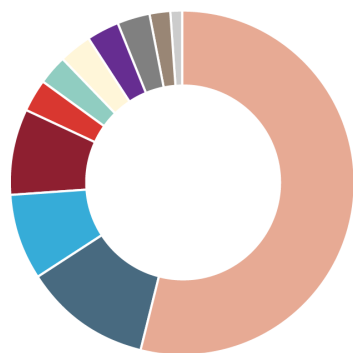
24k unique authors

SENTIMENT



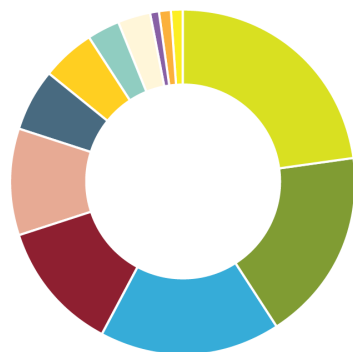
- Anti Trump 40%
- Pro Trump 19%
- Neutral 41%

ANTI TRUMP



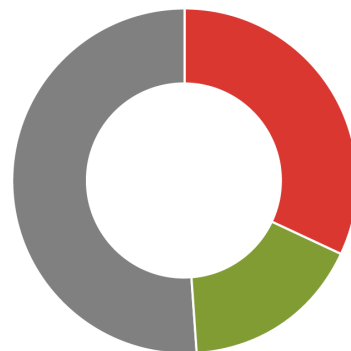
- General 54%
- Covid 12%
- Corrupt 8%
- Leadership 8%
- Anti GOP 3%
- Mental health 3%
- Rally 3%
- Russia 3%
- Supporters 3%
- Will lose 2%
- Climate change 1%

PRO TRUMP



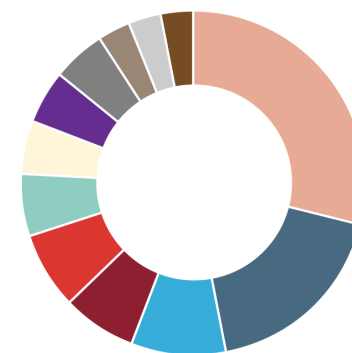
- General 23%
- Defending Trump 18%
- Anti Democrat 17%
- Peace deal 12%
- Anti Biden 10%
- Law and order 6%
- Covid 5%
- Fallen soldiers 3%
- Will win 2020 3%
- Anti mail ballots 1%
- Bias media 1%
- Democrats caused wildfires 1%

SENTIMENT



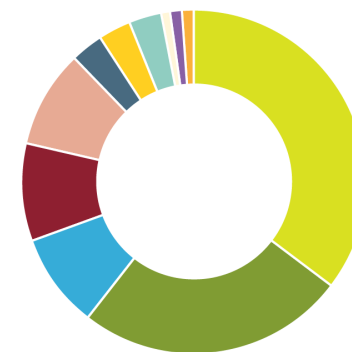
- Anti Biden 32%
- Pro Biden 17%
- Neutral 51%

ANTI BIDEN



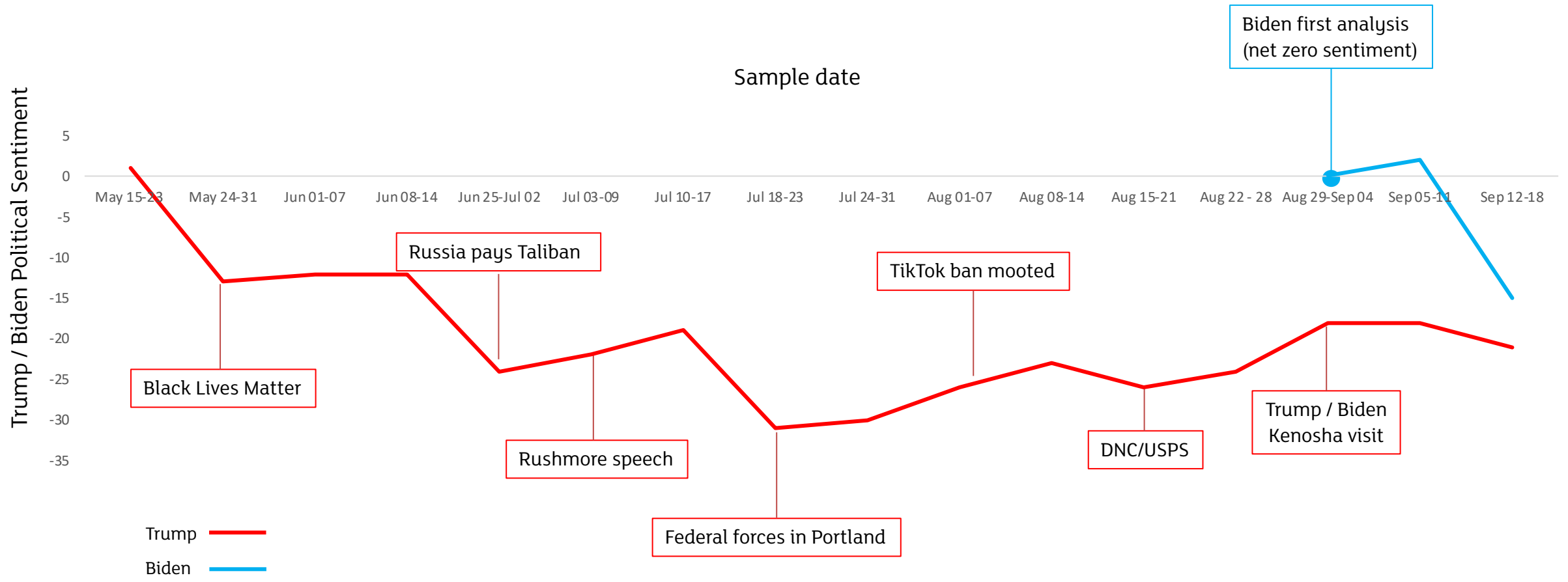
- General 29%
- Mental capability 18%
- Pro Trump 9%
- Left against Biden 7%
- Racist past 7%
- Anti Democrat 6%
- Will lose 2020 5%
- Warmonger 5%
- Law and order 5%
- Black/hispanic vote 3%
- Controlled by left 3%
- Guns 3%

PRO BIDEN



- General 35%
- Anti Trump 25%
- Defending Biden 9%
- Trump/covid 9%
- Voting Biden 9%
- Climate change 3%
- Covid 3%
- Will win 2020 3%
- Anti GOP 1%
- Trump TV debate 1%
- Trump/Russia 1%

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

Despite all the noise, net sentiment towards President Trump among floating voters has changed little over the last week (3 pts-18 to -21). This may come as a surprise to those who avidly follow the media and consider how events influence the electorate. Yet this weekly analysis has shown time and again that what the media think is important is often of little interest to floating voters. Over the last 7 days major news items included the natural catastrophes unfolding in California and along the east coast - and the subsequent political fallout. And yet while concern is shown online for fellow Americans caught up in the disasters, there is very little discussion regarding the spat between Biden and Trump as to whether climate change is the cause. Likewise Trump's appearance and much documented difficulties at a town hall style event warranted only fleeting online comment. One area of success for Trump was in getting rare attention for foreign affairs via the Israel/UEA peace deal which his team have skillfully used to boost Trump and damage his opponent (see below). The challenge to both sides is therefore clear, if you want the attention of floating voters, do or say something new.

Biden – Key Takeouts

A relatively uneventful week resulted in a sharp dip in net sentiment for Biden (17pts +2 to-15). This is the result of two factors 1.) Having little to say for people to rally around and 2.) Damaging attacks from the other side. Looking at the main topics of positive discussion, there is very little in the way of fresh conversation. Posts relating to Biden still center around 'anti Trump', 'Trump/Covid' 'Biden is a nice man', 'voting Biden', 'will win'. It can therefore come as little surprise that positive sentiment is dwindling. His support hasn't disappeared, more likely they have just become bored of saying the same thing. And yet Biden's team will be aware that keeping people engaged in their campaign and maintaining momentum is vital to turn out. With an increase in mail ballots energizing his support from here on in is therefore essential. In other words, if Biden has new things to say, he needs to start saying them.

Team Trump are aware that enforced tedium will make some voters vulnerable to their advances. This week saw his team exploit the peace deal brokered between Israel and UAE to promote Trump as a man of peace – and remind voters that he will not one to rush into conflict, thereby respecting the lives of US servicepeople. Furthermore they used the opportunity to point out the number of US conflicts Biden has supported over the last 50 years and paint the senator and former VP as a warmonger.

Similarly Biden's record of supporting legislation which resulted in a large increase in the incarceration of African Americans is used to question his loyalty to that community. These two examples reflect the ability of Trump's campaign to turn the heads of floating voters. It also highlights the superiority of his digital team over their rivals which may – in the age of Covid campaigning - prove decisive in determining the outcome of the general election.

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