

# TRUMP / BIDEN

# SWING VOTERS

## Online & Social Media Analysis

September 19-24, 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



91k original posts



19k unique authors

# SWING VOTERS – BIDEN DISCUSSION



82k original posts



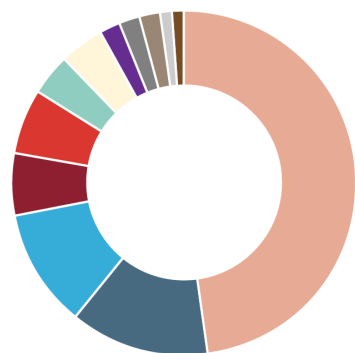
20k unique authors

## SENTIMENT



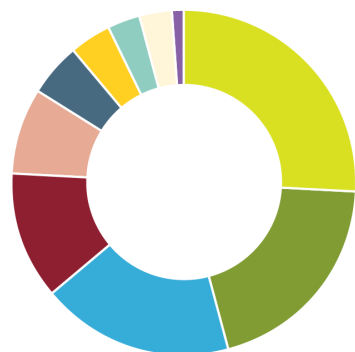
- Anti Trump 39%
- Pro Trump 19%
- Neutral 42%

## ANTI TRUMP



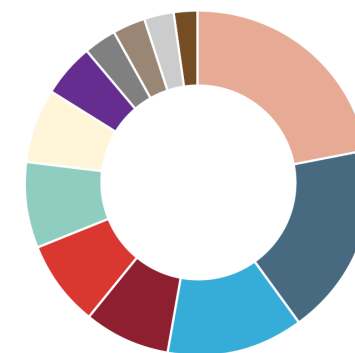
- General 48%
- Covid 13%
- Corrupt 11%
- Leadership 6%
- SC vacancy 6%
- Divides US 4%
- Pro Biden 4%
- Anti GOP 2%
- Economy 2%
- Health plan 2%
- Voting Biden 1%
- Women issues 1%

## PRO TRUMP



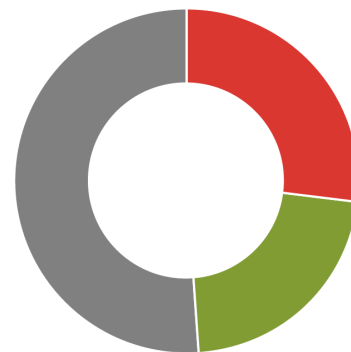
- General 26%
- SC vacancy 20%
- Defending Trump 18%
- Anti Biden 12%
- Voting Trump 8%
- Anti Democrat 5%
- Will win 2020 4%
- Biden warmonger 3%
- Economy 3%
- Law and order 1%

## ANTI BIDEN



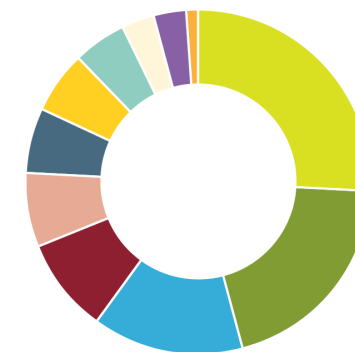
- General 22%
- Corrupt 18%
- Mental capability 13%
- Anti Biden 8%
- Past record 8%
- Will lose 2020 8%
- Anti Democrat 7%
- Left against Biden 5%
- Poor campaign 3%
- SC vacancy 3%
- Tax hike 3%
- Abortion 2%

## SENTIMENT



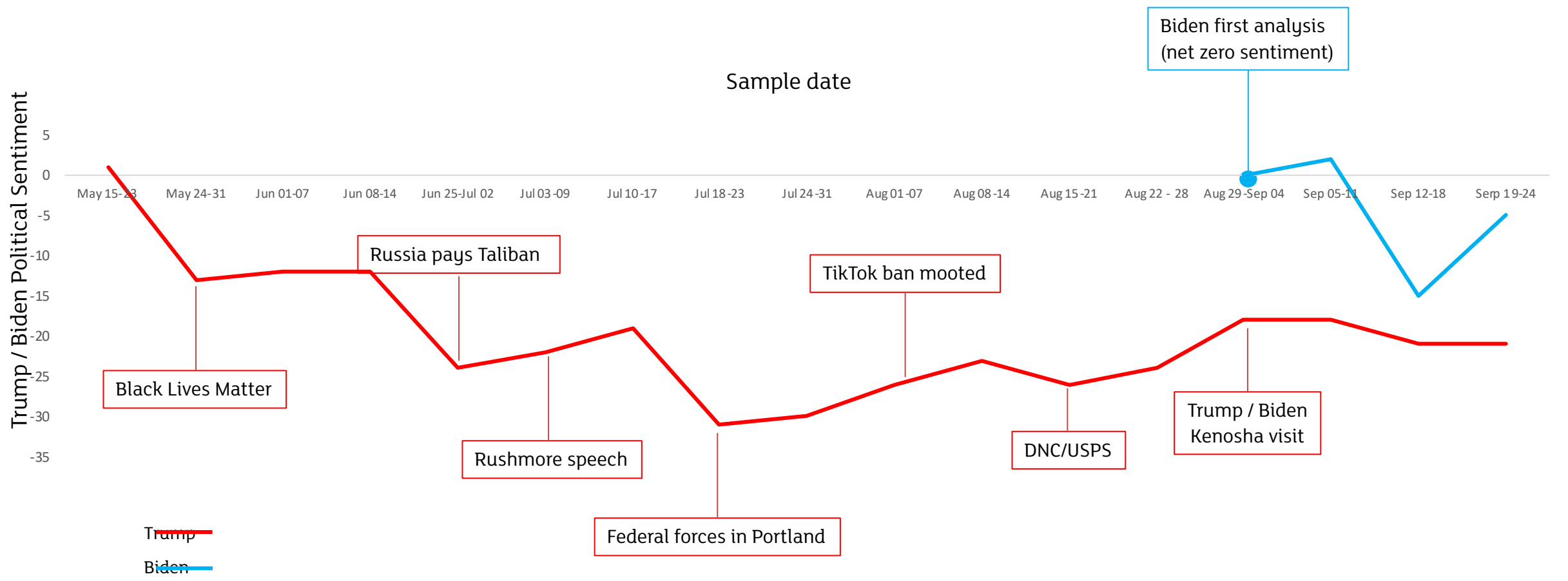
- Anti Biden 27%
- Pro Biden 22%
- Neutral 51%

## PRO BIDEN



- General 26%
- Anti Trump 20%
- Voting Biden 14%
- Pro Biden 9%
- Defending Biden 7%
- Anti GOP 6%
- Will win 2020 6%
- Pro Democrat 5%
- Economy / jobs 3%
- Law and order 3%
- Covid 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.

Since the death of Justice Bader Ginsberg the media have obsessed about the timing of her replacement, the politics surrounding it and his or her long-term impact . This has been billed as a potential game changer in the 2020 election, an issue to incense both right and left and drive people to the polls. One question the media pose is, ‘which side will benefit most?’ This analysis shows that while this may be a big issue for more tribal citizens it is proving a damp squib among our group of 40k+ floating voters. For instance, despite this group consisting of people right across the political spectrum, including Dems who hate Biden and Reps who loathe Trump, there is no notable change in the volume of the discussion. Furthermore conversation content has remained largely calm and considered on the issue. When looking at the chatter surrounding Trump (who gains most from the controversy) there is a genuine acceptance that he is within his rights to put forward a candidate to the Supreme Court during his last year in office on which the Senate is entitled to vote. They cite Obama’s attempt to do something similar as further justification and are unconcerned as to what senior Republicans said previously on this subject. Likewise any effort to turn this into an issue of healthcare and women’s rights is similarly dismissed, in fact abortion is not mentioned any more frequently than in previous weeks. When Biden is linked to the matter he takes a little flack for speaking out, but this is way down the list of issues about which people are concerned. Whether the conversation continues in this vein is largely down to the two parties and whether they see election chances. And yet, this initial reaction shows it will take a considerable effort for floating voters to become excited about this topic.

In other areas of interest Biden regained some recently ground lost. Yet there appears to be volatility in the level of support towards his candidacy. Normally this would be centered around particular events or announcements. However the posts of those hoping for a Biden/non Trump presidency, or attacking Biden’s record/competency are based almost entirely on his presence and personality - rather than policy. This is surely an unwelcome position heading into the first TV debate. Furthermore there is an increase in the number of those on the far left stating that they cannot vote for Biden. Their message is clear: they will hold their nose and vote Biden if he can stop Trump. However they will not suffer such an indignity if they think he can’t win. This increase in noise reflects a loss of confidence in Biden’s chances from the left of the party.

Meanwhile Trump continues to tread water. He will be pleased to have made a small impact with the Supreme Court vote which took attention away from the dreaded 200K Covid19 death rate. He will also be delighted – heading into the TV debates – that charges that Biden is in cognitive decline are being repeated. This coincides with a general feeling within the overall conversation – unseen at such a level until now – that a Trump comeback is underway.

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)