TRUMP / BIDEN

SWING VOTERS

Online & Social Media Analysis

September 25 – October 01, 2020

impactSocial

monitoring with algorithms
analysis by people

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
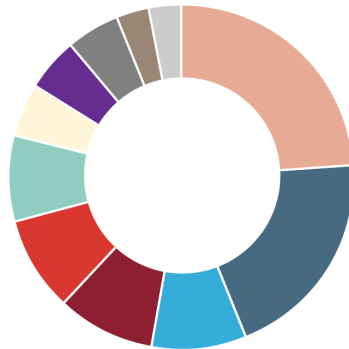
115k original posts 21k unique authors
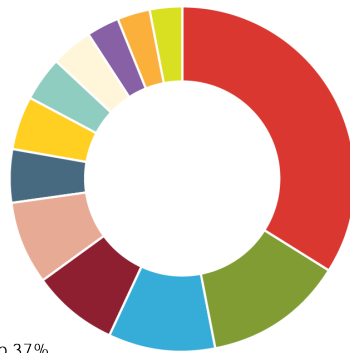
SENTIMENT
- Anti Trump 37%
- Pro Trump 17%
- Neutral 46%

ANTI TRUMP
- General 34%
- Poor debate 13%
- Covid 10%
- Corrupt 8%
- Tax 8%
- White supremacists 5%
- Anti Trump 5%
- Leadership 4%
- Pro Biden 4%
- Accept election result? 3%
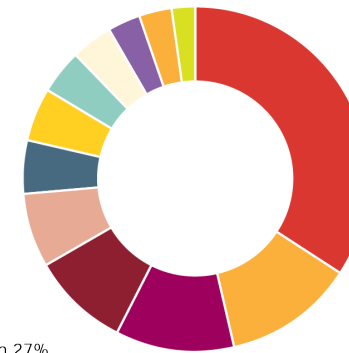- Anti GOP 3%
- Voting Biden 3%

PRO TRUMP
- Defending Trump 24%
- General 20%
- Anti Biden 9%
- Anti Democrat 9%
- Debate - bias moderator 9%
- Will win 2020 8%
- Economy 5%
- Good debate 5%
- Voting Trump 5%
- SCOTUS 3%
- Won debate 3%

SWING VOTERS – BIDEN DISCUSSION
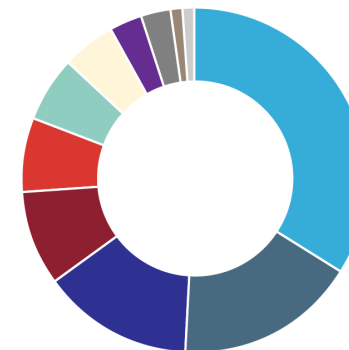
116k original posts 34k unique authors

SENTIMENT
- Anti Biden 27%
- Pro Biden 22%
- Neutral 49%

ANTI BIDEN
- Anti Biden 34%
- Anti Democrat 12%
- Hunter Biden 11%
- Debate - bias moderator 9%
- Pro Trump 7%
- Poor debate 5%
- Defending Trump 5%
- Left against Biden 4%
- Mental capability 4%
- Bias media 3%
- Voting Trump 3%
- Healthcare 2%

PRO BIDEN
- Anti Trump 34%
- Pro Biden 17%
- Good debate 14%
- Trump - tax 9%
- Defending Biden 7%
- Voting Biden 6%
- Changing my vote 5%
- Healthcare 3%
- Trump - Covid 3%
- Black / Latino vote 1%
- Pro Democrat 1%

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SWING VOTERS - TRUMP / BIDEN SENTIMENT TRACKER

Sample date

Biden first analysis (net zero sentiment)

Russia $ Taliban

TikTok ban mooted

Black Lives Matter

Rushmore speech

Federal forces in Portland

DNC/USPS

Trump / Biden Kenosha visit

TV Debate (OH)

Trump / Biden Political Sentiment

5
0
-5
-10
-15
-20
-25
-30
-35

May 15-13   May 24-31   Jun 01-07   Jun 08-14   Jun 25-Jul 02   Jul 03-09   Jul 10-17   Jul 18-23   Jul 24-31   Aug 01-07   Aug 08-14   Aug 15-21   Aug 22 - 28   Aug 29-Sep 04   Sep 05-11   Sep 12-18   Sep 19-24   Sep 25-Oct 01

Trump ——

Biden ——

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

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It is often suggested that the vast majority of voters have already made up their minds and are unlikely to change their preference regardless of events. In the case of President Trump our analysis backs up this assertion. In the last few weeks Trump has been criticized for his reaction to major forest fires and hurricanes and been forced to defend himself against accusations that he disrespects US servicepeople. Meanwhile he has claimed credit for brokering peace deals in the Mid East and controversially begun the process of replacing Justice Ruth Bader Ginsburg on the Supreme Court. Yet despite much yelling over every issue from all sides his net sentiment among floating voters has remained fairly constant.

The week began with a partial leak of his tax returns which were described as showing 'chronic losses and years of tax avoidance'. This caused a debate and mayhem on all sides. Trump did not share the widespread view that he was 'weakened' by the tax row, and he went into the first presidential TV debate in a belligerent and obnoxious mood which some felt 'embarrassed America.' Meanwhile others welcomed his performance and applauded him for standing up to 'the establishment' - who they felt had clearly loaded the dice against him. And yet despite the commotion Trump's net sentiment once again remained the same.

On the one hand, it must be a great feeling sitting in Trump campaign headquarters knowing that it is very difficult to lose support. But, on the other hand, the plain fact is that the president currently sits around 15pts below Sen Biden and the Trump campaign needs to be actively adding supporters rapidly. With voting already underway in many states, this week's debate was seen as one of Trump's final chances to eat into Biden's lead. On this score he failed which suggests it may be as difficult for Trump to gain support as to lose it. Furthermore, with his campaigning prowess now severely curtailed by contracting Covid-19, this challenge has become even greater.

Meanwhile Joe Biden, having avoided making news all week, did at least try to get some of his ideas across during the TV debate. Unfortunately, his rival had decided that this was not the right platform on which such things should be discussed. Yet many floating voters appreciated Biden's effort and noted the contrast in style between the two. Of course Biden was not without his detractors, but in fairness most of the criticism was directed toward the event organizers for the alleged bias against Trump.

With a clear lead in net sentiment and his rival treading water and unable to campaign for at least a fortnight Biden looks in a strong position. However the president's illness brings with it many unknowns which may have a huge impact on this election. It is still 2020 after all.

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