

TRUMP / BIDEN

SWING VOTERS

Online & Social Media Analysis

October 02-08, 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



139k original posts



28k unique authors

SWING VOTERS – BIDEN DISCUSSION



87k original posts



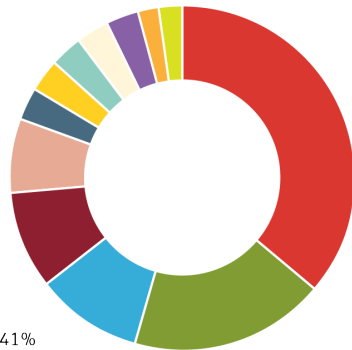
33k unique authors

SENTIMENT



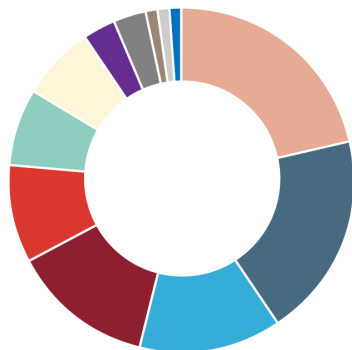
- Anti Trump 41%
- Pro Trump 18%
- Neutral 41%

ANTI TRUMP



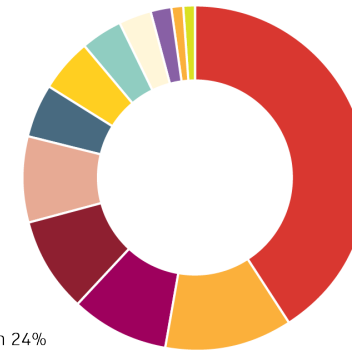
- General 36%
- Leadership on Covid 18%
- Irresponsible 10%
- Doctor is lying 9%
- Corrupt 7%
- Pro Biden 3%
- Voting Biden 3%
- Anti GOP 3%
- Biden must attack Trump 3%
- Leadership 3%
- Political theater 2%
- GOP voting Biden 2%

PRO TRUMP



- General 21%
- Anti Democrat 19%
- Anti Biden 13%
- Defending Trump 13%
- Well wishing 9%
- Leadership on Covid 7%
- Will win 2020 7%
- Liberal death wish 3%
- Voting Trump 3%
- Covid relief bill 1%
- Economy 1%
- Voter fraud 1%

ANTI BIDEN



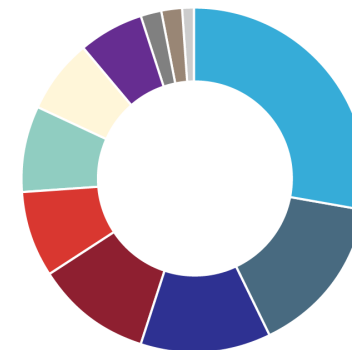
- Anti Biden 41%
- Anti Democrat 12%
- Mental capability 9%
- Pro Trump 9%
- Racist 8%
- Anti Kamala Harris 5%
- Hunter Biden 5%
- China 4%
- Past voting record 3%
- Economy 2%
- Bias media 1%
- Controlled by the left 1%

SENTIMENT



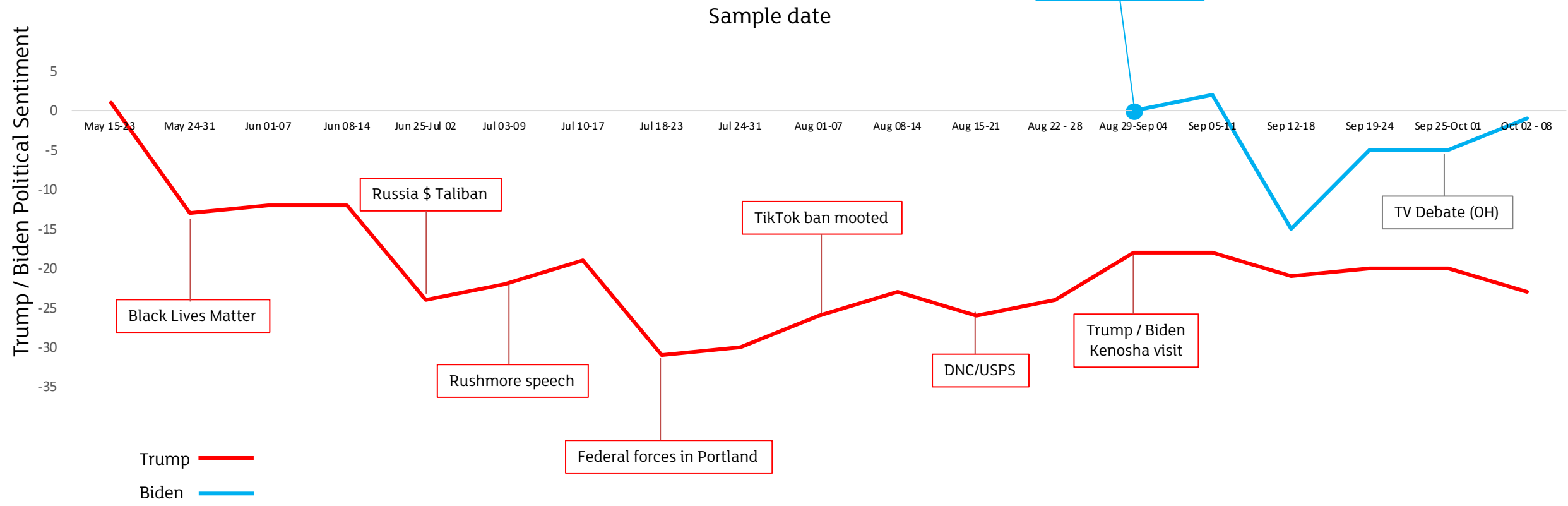
- Anti Biden 24%
- Pro Biden 23%
- Neutral 53%

PRO BIDEN



- Anti Trump 28%
- Pro Biden 15%
- Voting Biden 12%
- Trump - Covid 11%
- Not Trump 8%
- Will win 2020 8%
- Leadership on Covid 7%
- Don't suspend campaign ads 6%
- Anti GOP 2%
- Pro Democrat 2%
- Climate 1%

SWING VOTERS - TRUMP / BIDEN SENTIMENT TRACKER



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



It is often argued that challengers don't win elections, incumbents lose them. This week's analysis shows that both Trump and Biden seem intent on proving this maxim.

As we head towards election day, it was widely reported that team Trump wanted to avoid talking about Covid-19 at all costs. This seemed wise since this analysis has shown floating voters speak negatively of Trump's handling of the disease. Keeping quiet about Covid, of course, became impossible once the president had contracted the virus. The subsequent handling of the president's illness resulted in 18% increase in discussion of all things Trump from the previous week.

On the negative side, online discussions highlighted what many had been saying all along – that Trump's dismissal of the disease and its impact was harmful to American citizens. Contracting the disease, contributors said, proved the highly contagious and indiscriminate nature of the virus and Trump's reckless attitude had contributed to the deaths of over 200,000 Americans. The sense of rage against the president was compounded by his 'drive by' outside Walter Reed which people felt put his security detail at risk and his defiance in taking off his mask before entering the White House on his return from hospital. In addition, many floating voters feel that they are being lied to about the president's condition, his treatment and when he contracted the disease.

On the positive side, some applauded Trump's call not to be cowed by the disease and praised his leadership. However it is telling that the vast majority of these floating voters – who have clearly made up their mind in favor of Trump – decide not to discuss the issue at all, preferring to either praise Trump in general terms or attack Biden instead. Despite this Trump suffers only a minor fall in net sentiment.

Biden's more cautious approach to Covid-19 bears fruit over the period. His adherence to the restrictions in the fight against the virus make him appear responsible and create a marked contrast between him and Trump in the eyes of floating voters. Unfortunately for Biden, this is where earned praise comes to an end. The rest of the conversation consists mainly of people saying they are voting Biden (for no apparent reason) and encouraging others do the same. It is telling that just 15% of this discussion consists of people specifically stating that they are 'pro Biden'. Yet 8% are bent on reminding themselves and others that Biden is 'not Trump' – hardly a ringing endorsement.

That said, Biden is 4 pts up for the week. (-5 to -1) and has increased his lead against Trump by seven pts (-15 to -22). Whether by fortune or design, Biden's strategy of saying little and letting Trump talk his way out of the White House seems to be working. Consequently, his team will have another maxim in mind: 'if it ain't broke, don't fix it'.

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