

TRUMP / BIDEN

SWING VOTERS

Online & Social Media Analysis

October 09-15, 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



112k original posts  30k unique authors

SWING VOTERS – BIDEN DISCUSSION



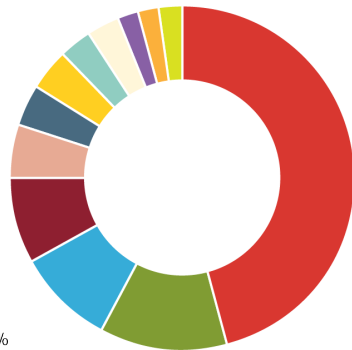
102k original posts  36k unique authors

SENTIMENT



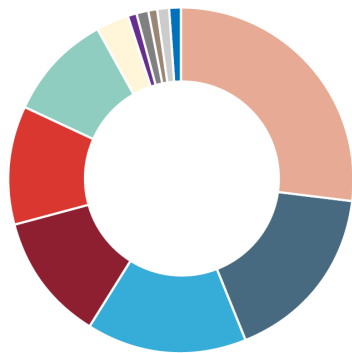
- Anti Trump 35%
- Pro Trump 21%
- Neutral 44%

ANTI TRUMP



- Anti Trump 46%
- Covid 12%
- Corrupt 9%
- GOP voting Biden 8%
- Divides America 5%
- Mentally ill 4%
- Racist 4%
- Will lose 2020 3%
- Leadership 3%
- Pro Biden 2%
- Unwell 2%
- Voting Biden 2%

PRO TRUMP



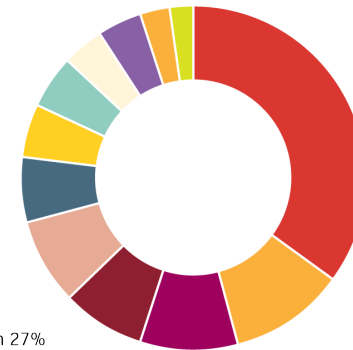
- Defending Trump 27%
- Anti Democrat 17%
- Pro Trump 15%
- Voting Trump 12%
- Anti Biden 11%
- Media bias 10%
- Healthcare 3%
- Covid 1%
- Democrat vote corruption 1%
- Foreign policy 1%
- Hunter Biden 1%
- Leadership 1%

SENTIMENT



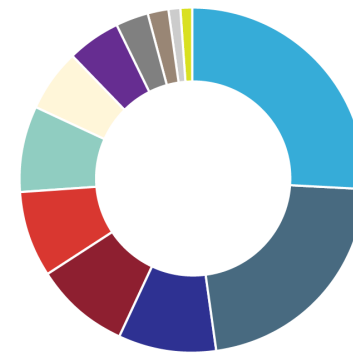
- Anti Biden 27%
- Pro Biden 26%
- Neutral 47%

ANTI BIDEN



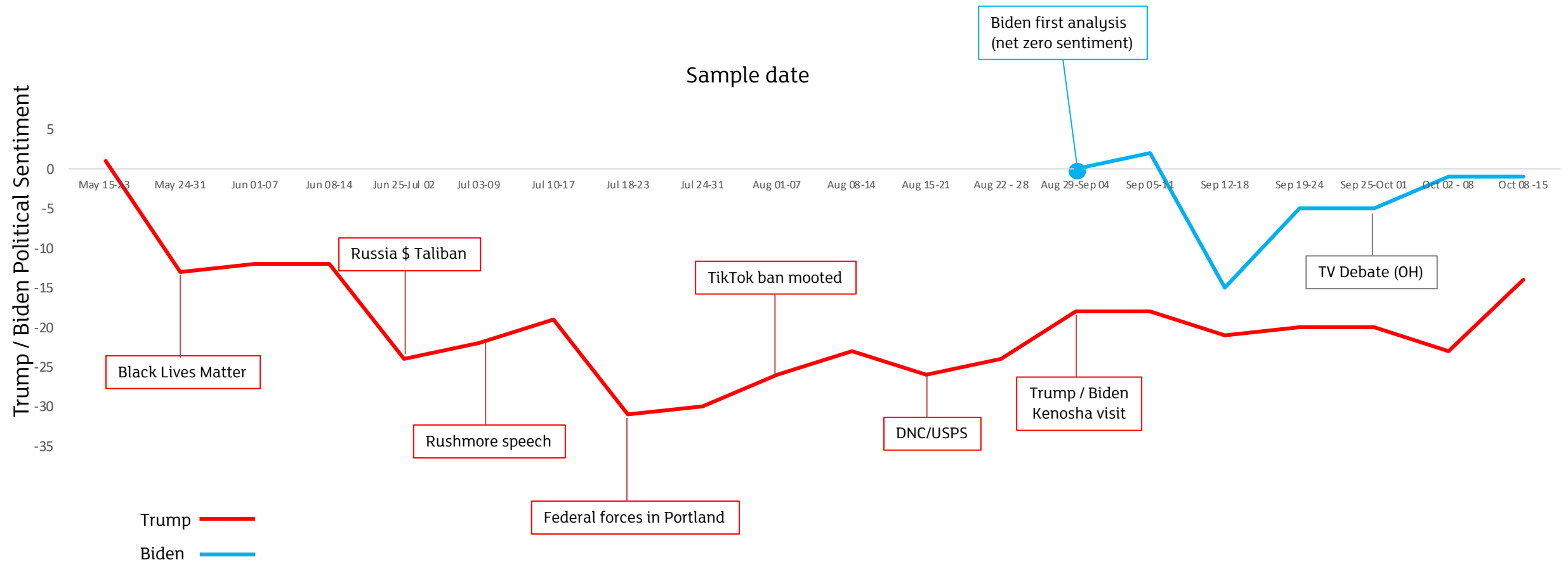
- Anti Biden 35%
- Mental capability 11%
- Socialist 9%
- Corrupt 8%
- Pro Trump 8%
- Policies 6%
- Historical record 5%
- Media bias 5%
- Hunter Biden 4%
- Voting Trump 4%
- Healthcare 3%
- Anti Harris 2%

PRO BIDEN



- Pro Biden 26%
- Anti Trump 22%
- Defending Biden 9%
- GOP voting Biden 9%
- Will win 2020 8%
- Voting Biden 8%
- Trump - Covid 6%
- Pro Democrat 5%
- Policies 3%
- Climate change 2%
- Corrupt 1%
- GOP vote corruption 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.



Each week, this analysis begins by talking about Donald Trump's statements and actions and how they influenced floating voters. There is an excellent reason for this – Trump is the only candidate doing anything interesting. However, being interesting and adding supporters are not necessarily the same thing. Until now, Trump's activities appear to have made very little impact on his net sentiment. He has consistently placed in the -18 to -23 range over the prior five weeks.

Yet in the last seven days Trump's net sentiment jumped nine points to -14 among our group of 40,000 floating voters, despite national polling to the contrary. Why? Are the polls wrong? Is the 'shy Trump' voter – his self-described 'silent majority' – now waiting to pounce? Is a second Trump electoral comeback in progress?

As much as the Trump campaign – drowning in negative data and predictions – could be forgiven for getting excited, these findings should be read with caution. Over the prior five weeks, the pro-Trump segment of overall floating voter sentiment has remained roughly the same in the 17% to 20% range. The past seven days saw a handy-sounding three point rise but, put another way, pro-Trump sentiment ticked up from 18% to 21%.

Anti-Trump sentiment looks to have dropped by a significant-sounding six points, but only half of that fall converts to positive support. The rest? Our floating voters simply weren't as irritated by the president in the past seven days. If this week's topics of conversation point the way, Team Trump should note that lower drama delivers higher support.

Joe Biden's position differs. Positive sentiment for him lingered in the 21% to 23% range in five of the last six weeks. Negative sentiment tracked a little higher at 24% to 27%. This week's Biden numbers are unremarkably similar, with a slight uptick in positivity at 26%. Biden's position looks more secure because he minimizes sentiment fluctuations. He says little new and he rarely rises to the torrent of Trump abuse. This week, for example, the president called Biden variously corrupt, ineffective, socialist, and weak. Biden ignored the lot.

Overall, however, this was a more effective seven-day period for President Trump. He unexpectedly increased his level of support and reduced his negatives, which shows he is still in with a chance of winning. However the president must learn fast that energy and eccentricity don't mix. In fact, according to Biden, neither is just fine.

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