

# TRUMP / BIDEN

# SWING VOTERS

## Online & Social Media Analysis

October 16-22, 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



98k original posts



25k unique authors

# SWING VOTERS – BIDEN DISCUSSION



130k original posts



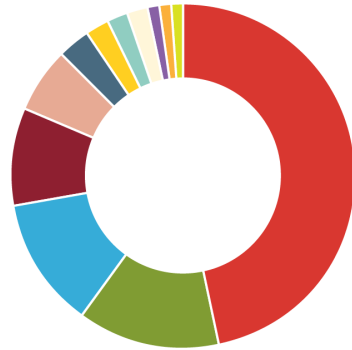
37k unique authors

## SENTIMENT



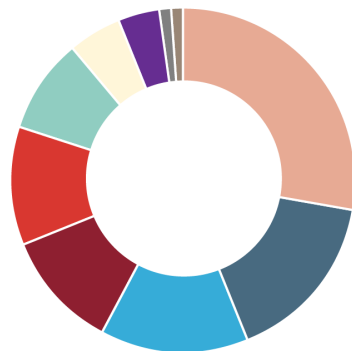
- Anti Trump 37%
- Pro Trump 19%
- Neutral 44%

## ANTI TRUMP



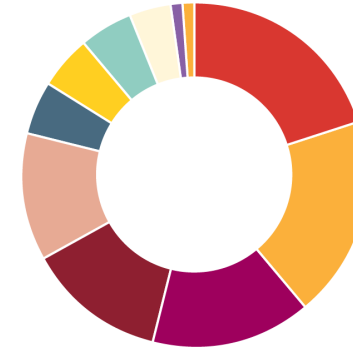
- Anti Trump 46%
- Corrupt 13%
- Covid 12%
- Town hall 9%
- Will lose 2020 6%
- GOP voting Biden 3%
- Anti Republican 2%
- Pro Biden 2%
- Defending Biden 2%
- Economy 1%
- Leadership 1%
- Pro Democrat 1%

## PRO TRUMP



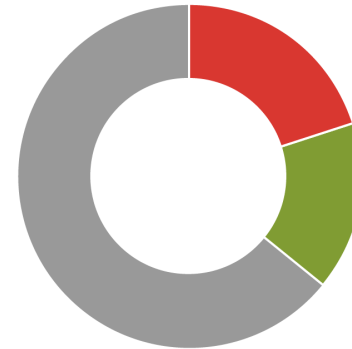
- Pro Trump 28%
- Anti Biden 16%
- Defending Trump 14%
- Will win 2020 11%
- Biden corrupt 11%
- Anti Democrat 9%
- Media bias 5%
- Voting Trump 4%
- Pro Republican 1%
- Stimulus 1%

## ANTI BIDEN



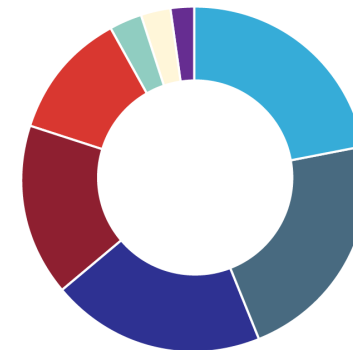
- Anti Biden 20%
- Hunter Biden 19%
- Media bias 15%
- Biden corruption 13%
- Historical record 12%
- Anti Democrat 5%
- Mental capability 5%
- Pro Trump 5%
- Economy 4%
- Covid 1%
- Will lose 2020 1%

## SENTIMENT



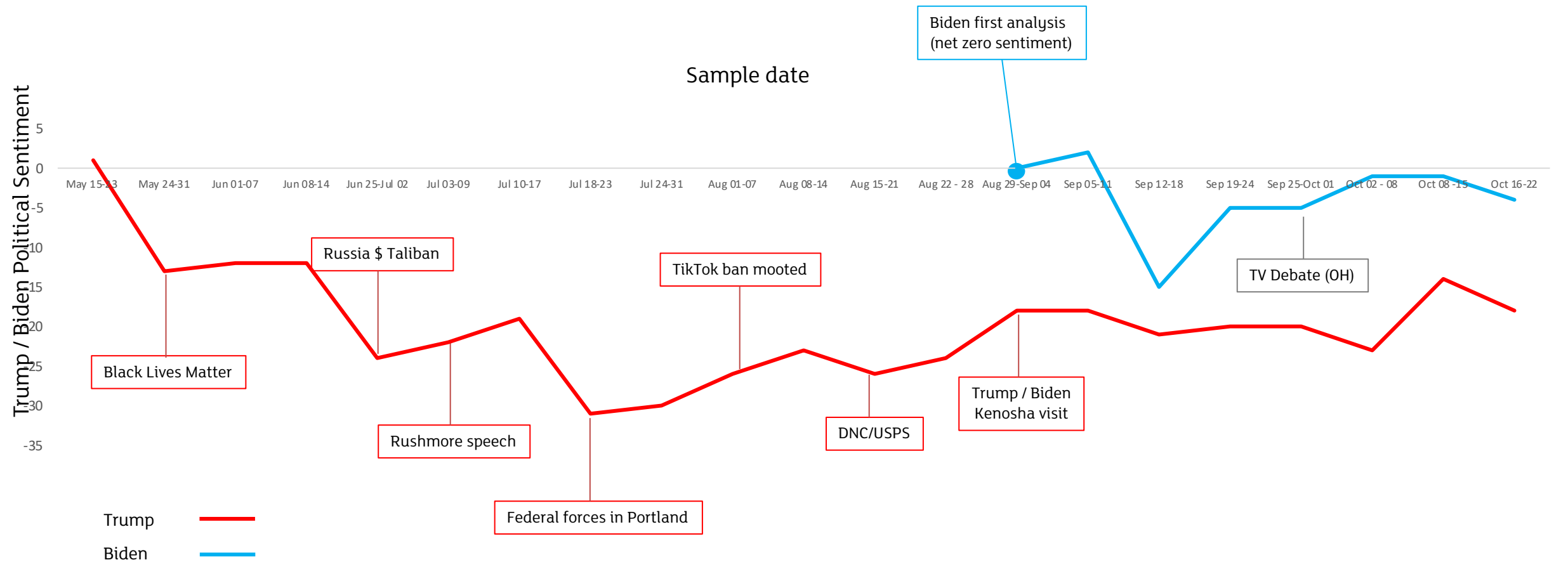
- Anti Biden 20%
- Pro Biden 16%
- Neutral 64%

## PRO BIDEN



- Pro Biden 22%
- Voting Biden 22%
- Anti Trump 20%
- Defending Biden 16%
- Will win 2020 12%
- GOP voting Biden 3%
- Trump Covid 3%
- Economy 2%

# 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.

The Biden campaign has been partially damaged after alleged leaked emails appeared to show corruption by Hunter Biden and his father in Ukraine. But the Trump campaign fared worse after promoting the story online to often sceptical floating voters.

Joe Biden's net sentiment fell three points from -1 to -4 among floating voters, but the detail is somewhat worse than the headline. In online discussions, some floating voters are genuinely disappointed in Biden, accusing him of being like 'all the rest in D.C.'. Another group believes he has exploited his position to line his own pockets. Worse still, some floating voters suggest that the allegations are reflective of the 'real' Joe Biden accusing him of a lifetime of abuse in one form or another.

The Trump campaign was quick to capitalize with its 'Biden Crime Family' mantra helping to increase the volume of conversation from 102K posts to 130K over the period. This harms Biden's 'decent guy' image and opens a vulnerability that his 'double standards' attacks on the president cut both ways. However, it is important to note that many social media conversations about the Biden emails originate with people who have already decided to vote for Trump. Additionally, there is anger at the mainstream media and Twitter/Facebook platforms for perceived attempts to downplay the news story and to 'censor' conversation about it. This offers a further boost for Trump from those who fear control by a 'liberal elite'.

And yet, amplifying debate about the Biden emails has not helped the president himself. Trump's net sentiment also declined, down 4 points from -14 to -18. Many Biden supporters were prompted to defend him against perceived unseemly, desperate attacks. Others simply question the validity of the emails. The Trump campaign's 'crime family' tag has backfired with these floating voters. They make unfavorable comparisons with alleged misdemeanours by the president's clan and, in many cases, conclude that the Trumps are worse.

Floating voters are also more likely to talk negatively about other issues in relation to Trump than they are to Biden. The televised town hall debates, for example, saw people gleefully sharing Biden's superior audience share. They discussed how uncomfortable Trump seemed in the questioning format and how he appeared unable to understand 'real peoples' issues'. In addition, the number of people stating that either they have or are going to vote for Biden tops the pro Biden conversation which suggests he has momentum (though this also indicates that any 'shy Biden' vote may be limited.)

This week's sentiment analysis shows that the Trump campaign is in trouble and attacks on Joe Biden's integrity have not worked. Indeed, Biden benefited from increased enthusiasm in online conversations whilst the president's rating fell further. For Biden, last night's TV presidential debate strategy was surely to avoid mistakes. The view of the 'experts' is already in Mission accomplished. Biden will be anxious to find out if floating voters agree with them.

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)