

TRUMP / BIDEN

SWING VOTERS

Online & Social Media Analysis

October 23-29, 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



103k original posts



24k unique authors

SWING VOTERS – BIDEN DISCUSSION



130k original posts



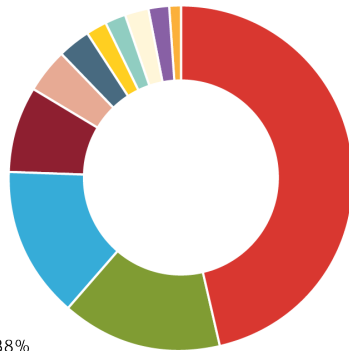
40k unique authors

SENTIMENT



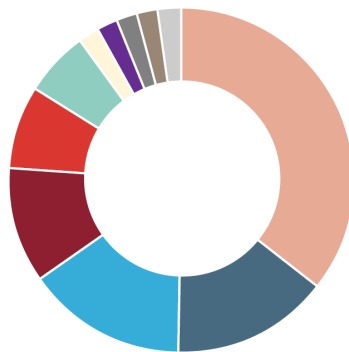
- Anti Trump 38%
- Pro Trump 16%
- Neutral 46%

ANTI TRUMP



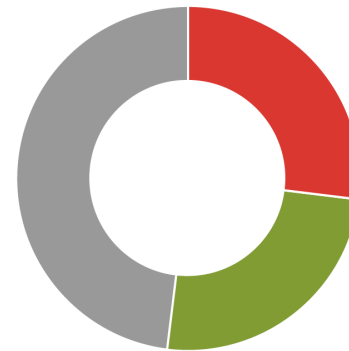
- Anti Trump 46%
- Covid 15%
- Corrupt 14%
- Will lose 2020 8%
- Leadership 4%
- Voting Biden 3%
- GOP voting Biden 2%
- Anti GOP 2%
- Pro Biden 2%
- Women issues 2%
- Climate 1%

PRO TRUMP



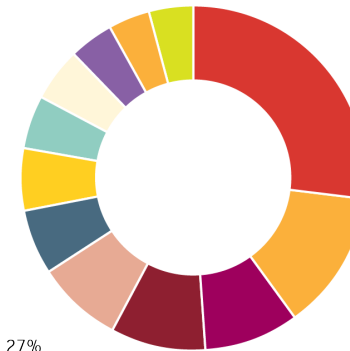
- Pro Trump 36%
- Media bias 15%
- Voting Trump 15%
- Anti Democrat 11%
- Anti Biden 8%
- Will win 2020 6%
- Covid 2%
- Healthcare 2%
- Hunter Biden 2%
- Leadership 2%
- SCOTUS 2%

SENTIMENT



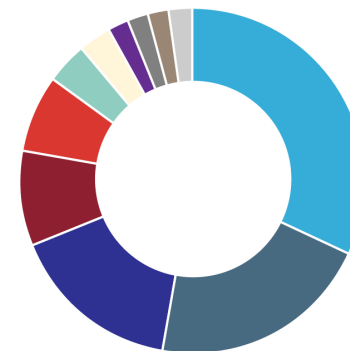
- Anti Biden 27%
- Pro Biden 25%
- Neutral 48%

ANTI BIDEN



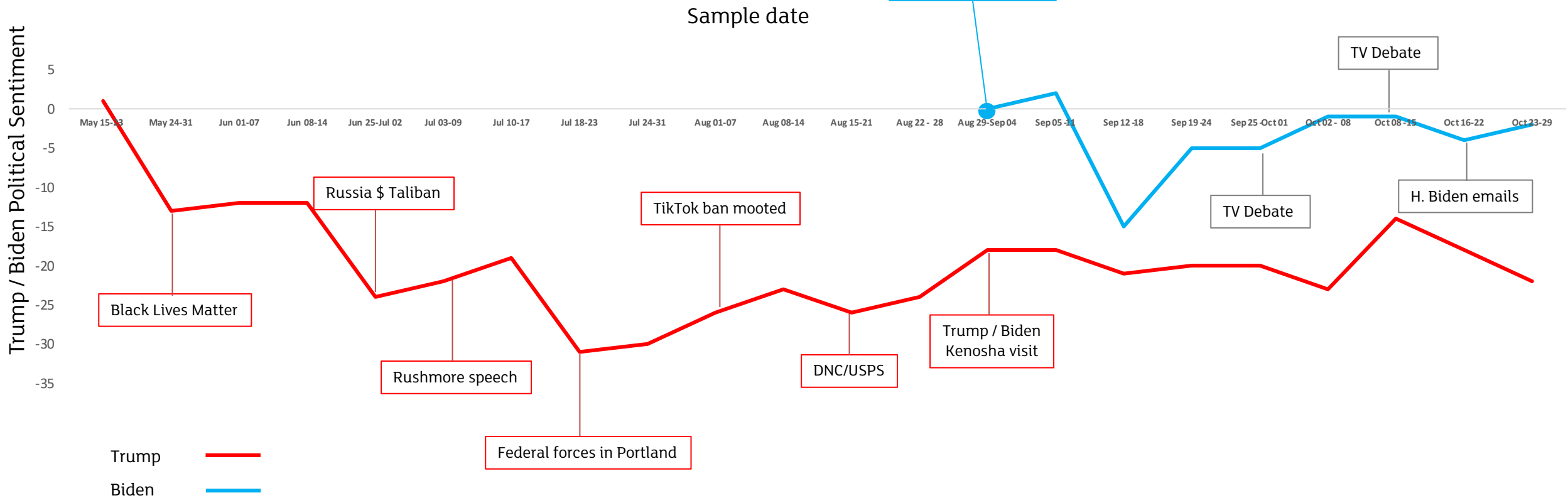
- Anti Biden 27%
- Corrupt 13%
- Hunter Biden 9%
- Media bias 9%
- Oil/fracking 8%
- Mental capability 6%
- Racist 6%
- Covid 5%
- Historical record 5%
- Anti Democrat 4%
- Socialist 4%
- Will lose 2020 4%

PRO BIDEN



- Pro Biden 32%
- Anti Trump 21%
- Will win 2020 16%
- Vote Biden 9%
- Defending Biden 7%
- GOP voting Biden 4%
- Trump - Covid 3%
- Economy 2%
- Healthcare 2%
- Trump - corrupt 2%
- Climate 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.

Many factors determine success in a political campaigns and vary in importance depending on the race. However one element is vital: momentum. Joe Biden currently has it as surely as if he were freewheeling astride a Harley Serial 1. Yet Biden's increasing lead over Trump among floating voters (up six points to +20 this week) is not entirely self-propelled. It also follows from President Trump falling foul of another law of political campaigning: when you stop offering something new, people stop paying attention. Floating voters' discussions in our sample this week are proof of that.

Trump had a basket of political firecrackers and a never-ending parade of rallies at which to launch them this week. The Hunter Biden scandal continued to rumble. Joe Biden seemingly forgot Trump's first name. Staunch conservative Amy Coney Barrett was elevated to the Supreme Court. His supporters lapped it up, cheering their hero in state after state. Yet even Trump knows that crowds do not mean votes, and he must have hoped his pitch would also sway the undecideds watching on TV. This analysis shows he failed, and failed badly. His situation worsened, with sentiment falling four points (from -18 to -22).

Trump's problem is that he has stopped offering something new and, consequently, no-one beyond his base is listening. Like a poor teacher shouting at class as a form of discipline, the power of Trump's shock tactics dwindles over time. Like bored students with an ineffective teacher, many floating voters now look up, see Trump, and hear only noise. Floating voters this week barely registered interest in social media conversations as the president pursued Hunter Biden, cursed the media, read the last rites for the US oil industry, and mocked his opponent's low energy and campaign invisibility. Our sample wanted to discuss Covid-19, corruption in the White House and the madness of King Trump. Astonishingly, very few people even mentioned the new US Supreme Court balance and the implications for the country's future.

It is also true that only a few floating voters are hearing Joe Biden. They are sick of politics, but they know the importance of this election. There were a small number of online discussions about Biden's commitment to healthcare, climate and 'taxing the rich'. Surprisingly few talked about his 'solution' for Covid-19 or his broader plans for the economy.

Floating voters' main social media interest in Biden is his persona as a kind, caring, unaggressive man. They perceive him as more interested in bringing people together than driving people apart. They see a potential president who will reach out to the world instead of pushing it away. There is a reason people speak this way – it is because that is what the Biden campaign wants them to think. In this respect people are listening, and that is why Biden has that vital momentum.

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