

# BIDEN

## SWING VOTERS

### Online & Social Media Analysis

August 29 – September 04, 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

**Key Takeouts**

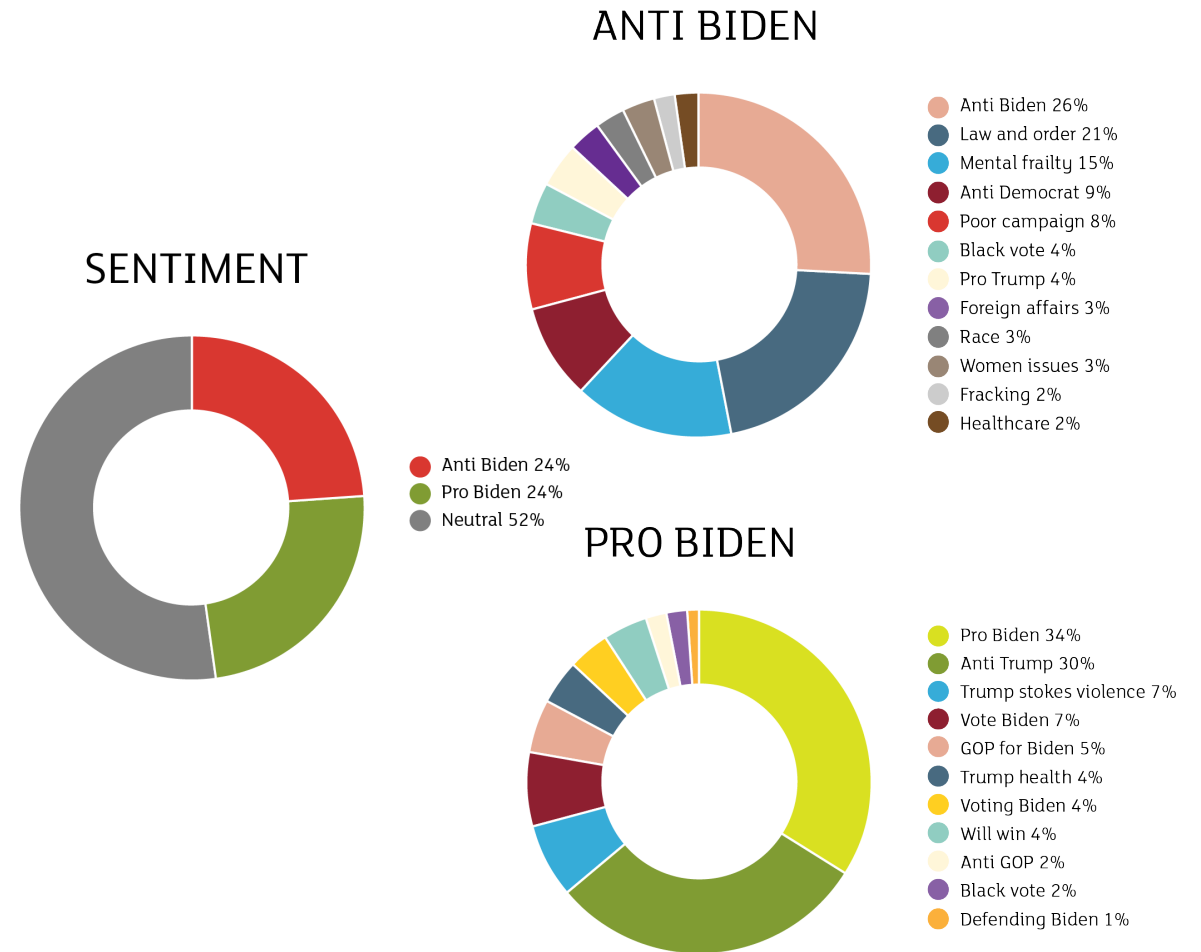
If you believe the polls Biden is solidly ahead in the race to be president. But, as this analysis of 40,000 floating voters shows, this does not mean that Biden is an attractive candidate. With a sentiment score of net zero his popularity can best be described as 'relative'.

In particular, a large number of people point out that police violence and subsequent riots are taking place in Democrat led cities. They call on Biden to shun the Left of his party, come out hard and use stronger language to condemn the rioters.

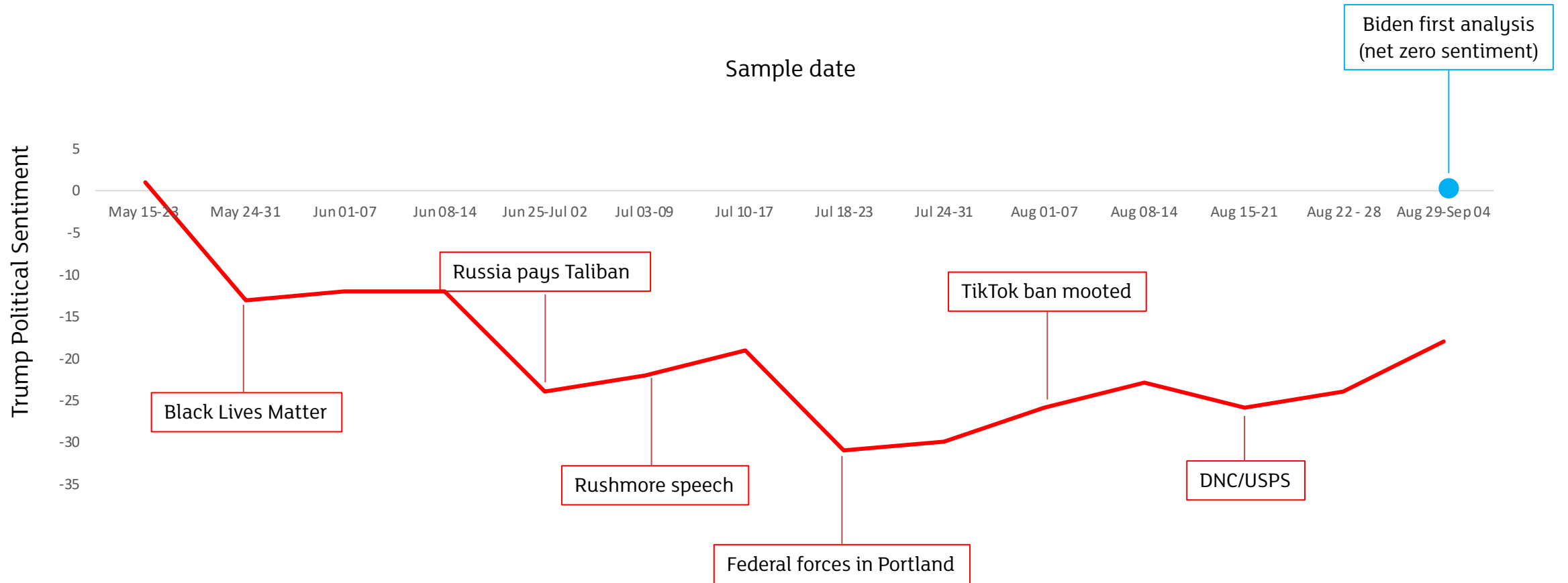
In addition, Biden's campaign is viewed as reactive rather than proactive. Voters complain that all they hear is 'vote for me if you don't want Trump'. This message is seen as hugely uninspiring from someone trying to become President of the United States. Some are also annoyed by the insinuation that a vote against Biden is a vote for hate.

Furthermore Biden's perceived mental frailty is certainly a problem for his campaign. A significant number of people state that this is a genuine concern and something they will be looking out for as the campaign progresses.

Even online conversations which are in favor of Biden often fail to specify why. People are more likely to articulate what they dislike about Trump rather than what they like in Biden. Stoking fear and division is an obvious anti Trump statement along with attacks on the president's state of mind. This will all be welcomed by team Biden. And yet, with Impact Social's Trump Tracker showing the president slowly gaining in support, team Biden is playing a dangerous game. In not defining what their man is for, Trump has an opportunity to make 'Slow Joe' become 'No Joe'.



# 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.

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)