

# PRESIDENT BIDEN

## SWING VOTERS (40K)

### Online & Social Media Analysis

August 24 – September 07, 2022



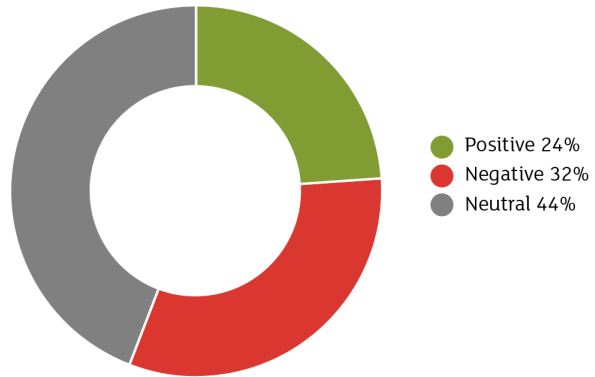
### Methodology:

Impact Social analyzed the online and social media discussion in relation to president Biden amongst swing voters from August 24 – September 07, 2022. We used algorithms to pull in data. Our expert team then read statistically representative samples of posts to produce the analysis. Each post was read from the perspective of the individual and scored 'positive' or 'negative' depending on whether the sentiment of the post is in their favor or not. In addition specific topics of discussion to which they refer have been documented. .

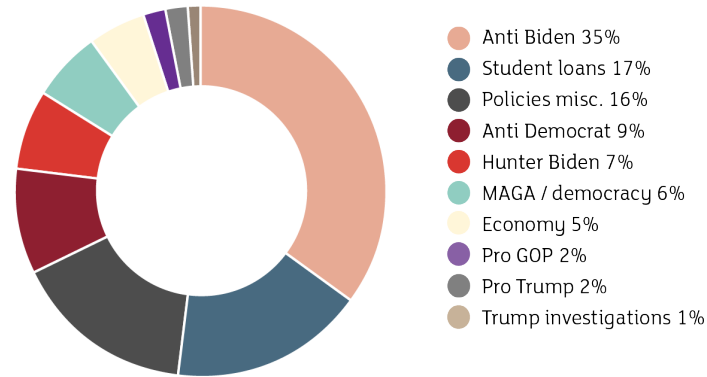
For the swing voter group, Impact Social carried out detailed language analysis of US social media discussions back to May 2016 to recruit social media users into a database of 40,000 swing voters. More specifically we segmented conversations / profiles into "voter types" based on the views they expressed 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

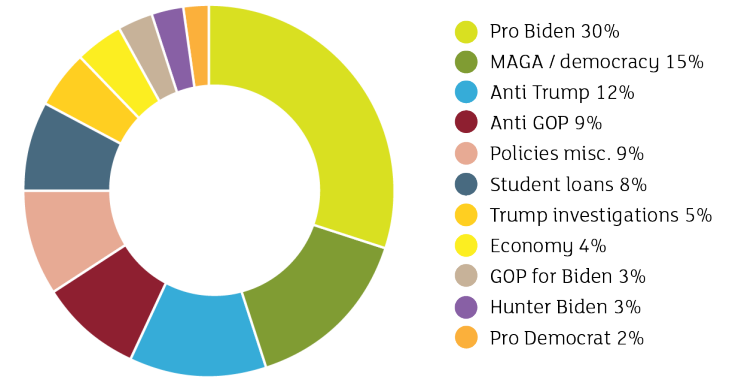
### SENTIMENT



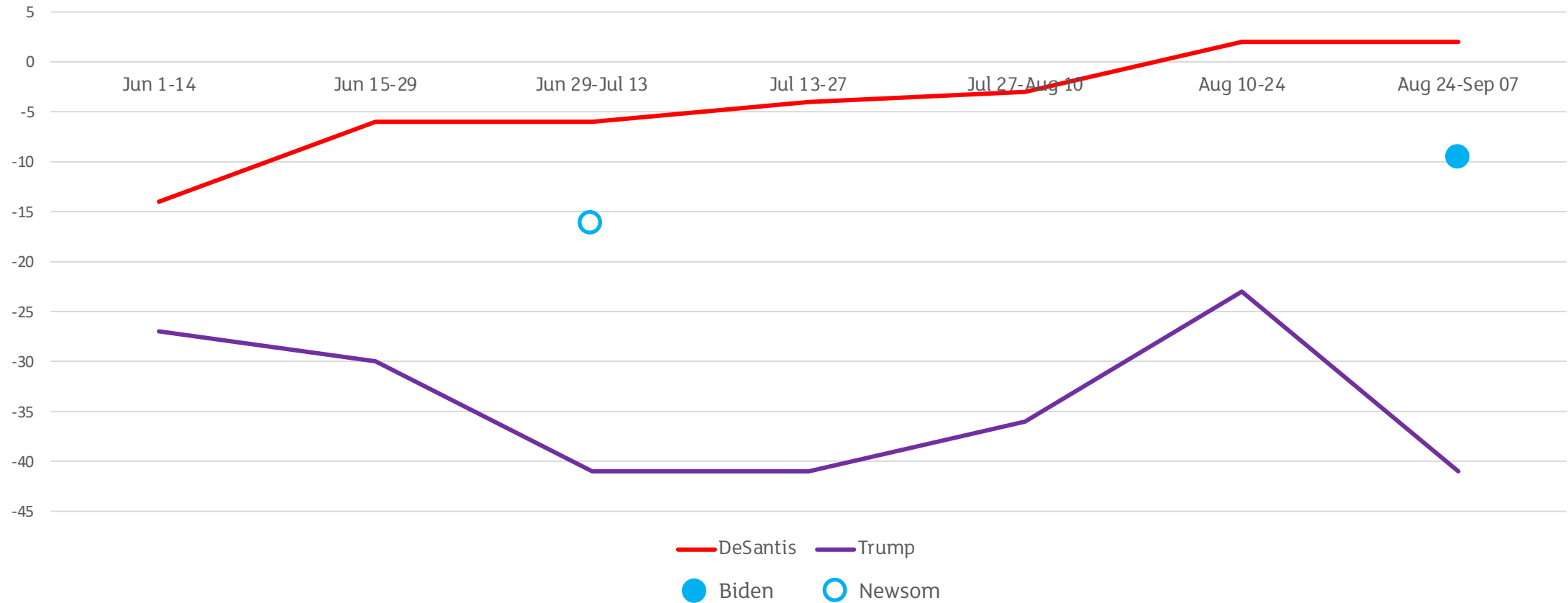
### NEGATIVE DISCUSSION



### POSITIVE DISCUSSION



### Net Sentiment



## SUMMARY ANALYSIS

President Biden's approval ratings have fallen to historically low levels since coming to office following a series of perceived missteps on areas such as foreign policy, immigration and the economy.

However, political memories can be short. Our 40,000-strong swing voter panel showed back in 2020\* that Biden was not the standout choice. Swing voters did not necessarily want Biden as president, they just did not want Donald Trump.

In the lead-up to the 2022 midterms the questions being asked include 'has swing voter perception changed?' and 'how does sentiment towards Biden compare in relation to his potential presidential Republican rivals such as Donald Trump or Ron DeSantis?'.\*\*

A first glance at Biden's net sentiment score of -8 suggests the president is doing poorly. His team might conclude that such a low score makes the midterms very difficult for his party. Yet, in politics, all things are relative. In our previous analysis, in the lead up to the presidential election, Biden averaged just -5 net sentiment score for the final 10 weeks of the race. Trump was at -20. So, Biden really has not fallen far from where he started. Whereas, if we compare our current snapshot analysis with the earlier one, Biden has a strong advantage over his former rival (Biden -8, Trump -41). Net sentiment has therefore slipped a little for Biden since coming to office but, for our swing voter panel, things have gotten a whole lot worse for Trump.

Naturally, this does not mean that the distance between the two will be reflected in the midterms. The steady progress of Florida Governor Ron DeSantis (+2), for example, over the last few months shows the inclination of swing voters to look at the individual qualities of a candidate rather than being led by tribal loyalties or party brand. In this respect we can see DeSantis clearly resonating with swing voters, but not yet showing any dominance.

Overall, a pattern is emerging. The last three months have shown Trump – browbeaten by criminal investigations and revelations – clearly struggling among swing voters. Republican leaders will want to think long and hard about whether Trump can reach people outside of his base. Yet DeSantis, the perceived favorite to challenge Trump for the GOP presidential nomination, while well ahead of Trump, has yet to establish himself among the least tribal US voters.

There is therefore some hope for the Democrats this midterm. Despite low approval ratings for the President, he (and, by extension, his party) is still competing with his most prominent GOP rivals. Individual candidates and local issues might not reflect this directly in November, but swing voters are in no mood to write off the Democrats in the 2024 race for the White House.

\* [impactsocial.com/trump-biden-tracker](https://impactsocial.com/trump-biden-tracker)

\*\* [impactsocial.com/our-work/brand/desantis-or-trump-who-do-swing-voters-prefer5](https://impactsocial.com/our-work/brand/desantis-or-trump-who-do-swing-voters-prefer5)

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)