

PRESIDENT BIDEN

SWING VOTERS (40K)

Online & Social Media Analysis

October 13 - 31, 2022



ABOUT THE SWING VOTER DATASET

Methodology:

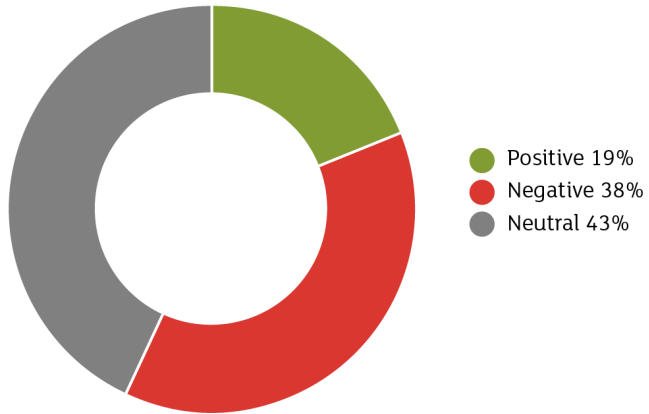
Impact Social analyzed the online and social media discussion in relation to president Biden amongst swing voters from October 13 - 31, 2022. We used algorithms to pull in data. Our expert team then read statistically representative samples of posts to produce the analysis. Each post was read from the 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:

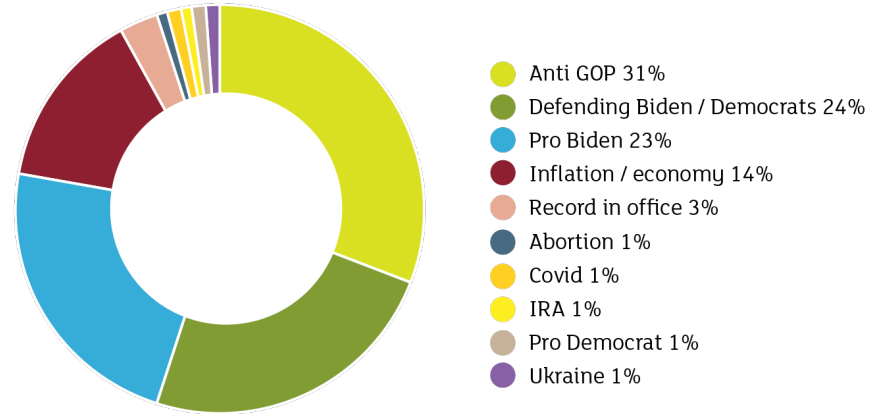
- 1. Disillusioned Trump Voters** - those who make it clear they voted for Trump in 2016 but are now reconsidering, or feel that the president has lost their support
- 2. Undecided** - those who say they don't know who to vote for, or need to be convinced of the validity of a candidate, or who use indecisive 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



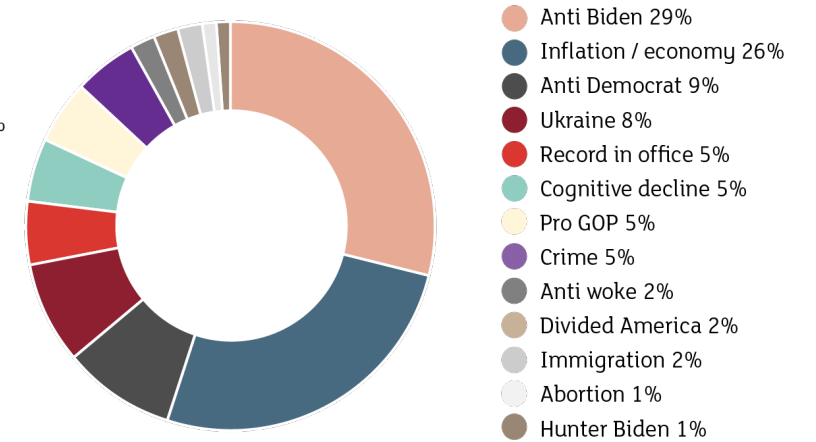
SENTIMENT



POSITIVE DISCUSSION



NEGATIVE DISCUSSION



SUMMARY ANALYSIS

Our previous swing voter analysis of President Biden* ([Sept 7](#)) showed that when such voters spoke online 24% of the conversation referenced Biden positively and 32% negatively (the remaining 43% scored as 'neutral' where sentiment was not shared), leaving Biden with a relatively respectable net sentiment score of -8. We concluded that given this analysis was conducted around the middle of his first term, Biden's situation was not as dire as polling suggested. However, this latest analysis shows that support is dwindling.

Over the last two months Biden's overall net sentiment has fallen 11pts (-8 to -19) among swing voters. Only 19% of the conversation is now positive and 38% negative. In other words, when these people speak online about Joe Biden they are almost twice as likely to say something negative as positive. The increase in negativity is being led by concerns over the economy. Whilst there is little doubt that some right-leaning swing voters are delighted to lend their support to Republican attack lines suggesting Biden is to blame for US inflation and 'crashing the economy', others are more worried at their personal circumstances and express real concern about the price of local gas, food and energy. Even those in receipt of government support complain what is given in one hand is being taken via the other.

The other areas where negativity is expressed read like a Republican greatest hits ad as swing voters express annoyance about Ukraine, 'woke policies', immigration, crime and the controversy surrounding Hunter Biden. It is striking how few people speak about abortion despite it being a central plank of the Democratic midterm campaign. While there is little doubt abortion remains an emotional issue across the US it pales into insignificance when compared to other issues – best summarized in this post:

🗣️ Again this morning another piece about Biden vows for abortion legislation. As far as this independent voter goes, abortion does not feed my gas tank nor put food on the table nor stop the millions of illegals crossing our borders with fentanyl.

The online conversation therefore suggests that the Democrats may be in for a tough time come November 8 if views about Joe Biden translate to the voting booth. And yet hope remains. Evidently, many swing voters loathe the 'MAGA cult' and Donald Trump with a passion – which is also backed up by Trump's -38 net sentiment score over the same [period](#). So not liking Biden does not necessarily equate to wanting a Trump endorsed candidate representing their state or district. Furthermore a large proportion of swing voters hear beyond Republican dog whistling and are more than happy to question Donald Trump's economic legacy while pointing out the current low unemployment rate, investments in infrastructure and the steps taken by the federal government to support those in need.

The White House will surely be disappointed that these positives are not being spoken about more widely by swing voters. And yet, the discussion shows they are not entirely lost or forgotten. Faced with a choice between a Trumpian or Democratic candidate many swing voters will decide a vote left is better than a Trump right.

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