Race to the White House

Swing Voter Tracker (40K)

Online & Social Media Analysis

May 12 – June 12, 2023

impactSocial

monitoring with algorithms
analysis by people

ABOUT THE SWING VOTER DATASET

Methodology:
Impact Social analyzed the online and social media discussion in relation to president Biden amongst swing voters from May 12 – June 12, 2023. 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

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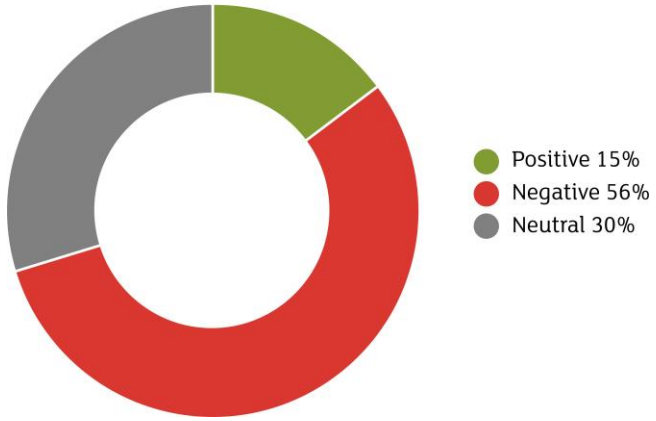
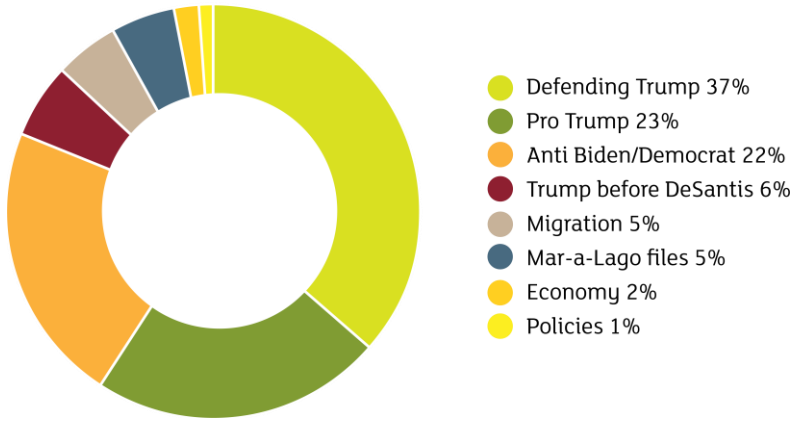
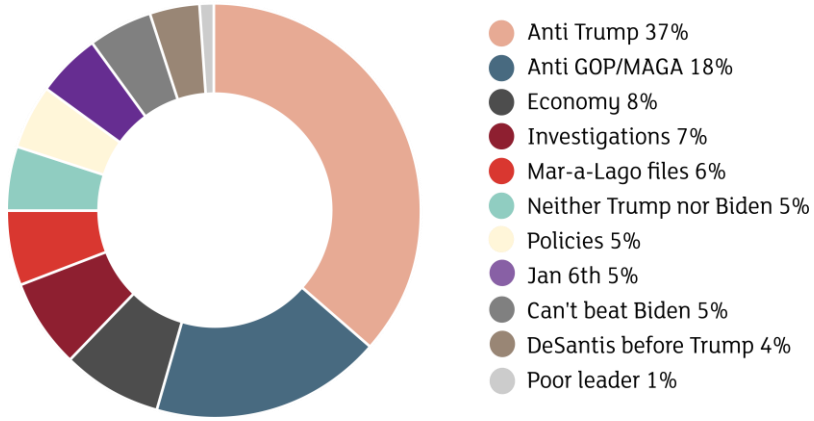
SENTIMENT



POSITIVE DISCUSSION

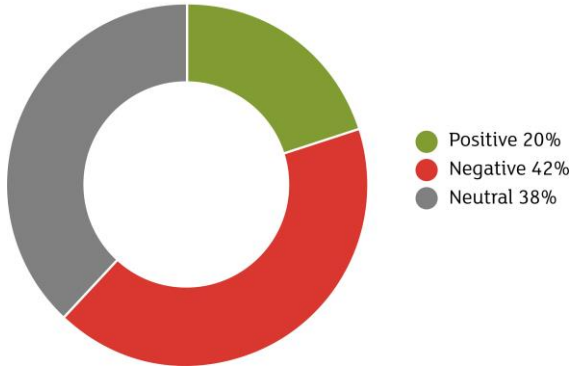


NEGATIVE DISCUSSION



BIDEN ANALYSIS (- 22 net sentiment) — 223K original posts

SENTIMENT



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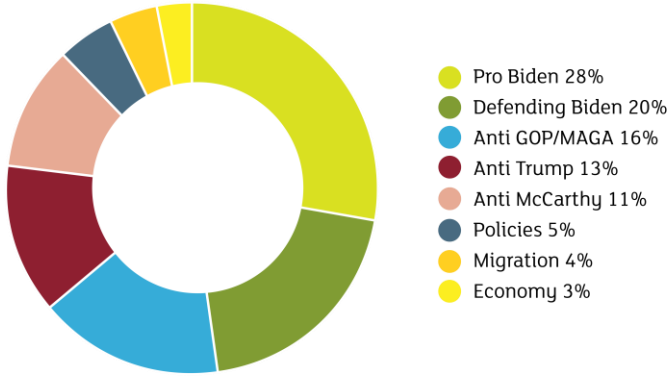

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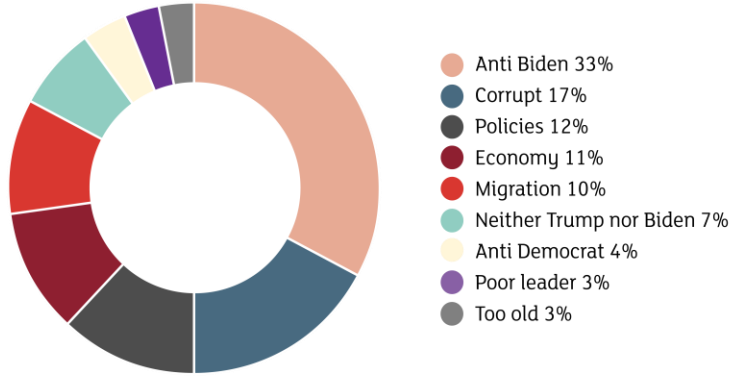
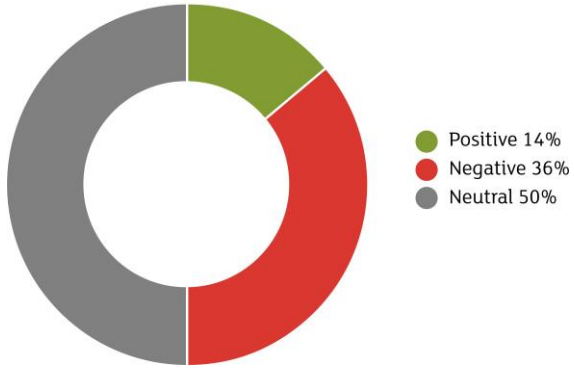
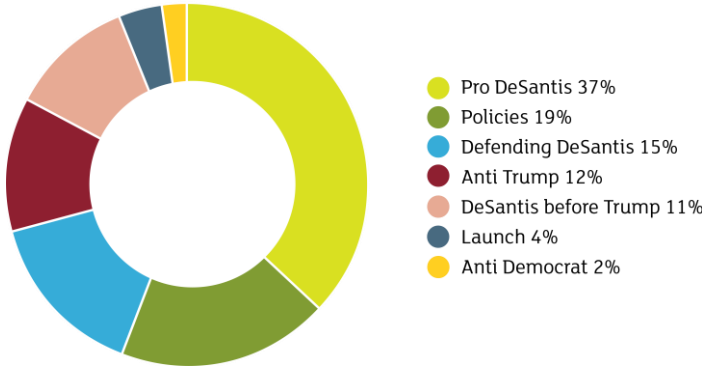


DeSANTIS ANALYSIS (- 22 net sentiment) — 53K original posts

SENTIMENT



POSITIVE DISCUSSION



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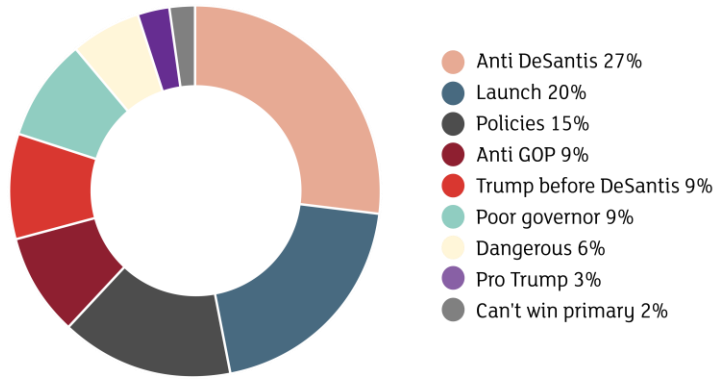

ONE COUNTRY

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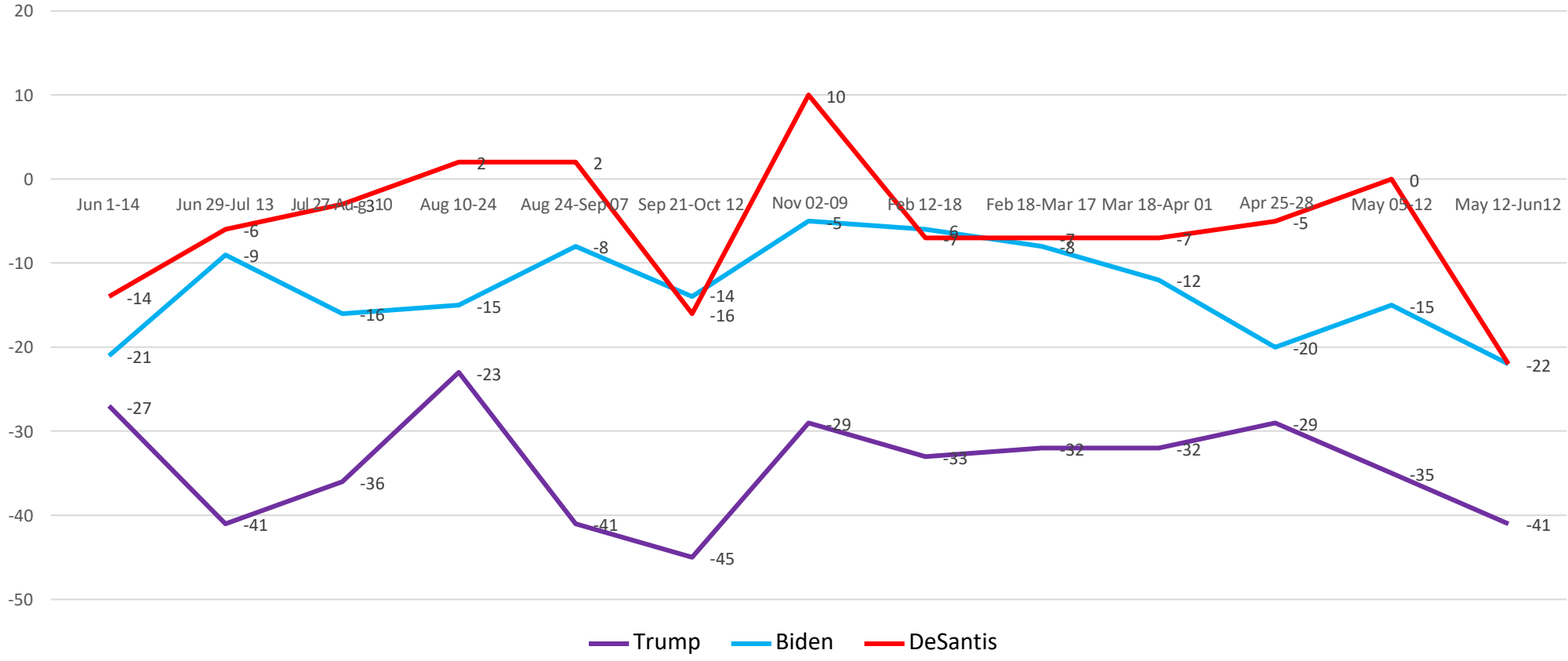
Swing Voter Sentiment Tracker



SUMMARY ANALYSIS

Despite being widely trailed the federal criminal indictment of Donald Trump, came as a shock - if not a surprise. Yet as soon as America had caught its breath talk turned to the impact of this event on the race for the White House where commentators generally agreed that the indictment would harden support from his base. The MAGA folks, they offer, are immune to any attack or argument and refuse to listen to evidence that Trump might have behaved illegally. They suggest that unconditional loyalty of Trump's base to be self-evident and will not change regardless of the number of indictments and rulings faced by their hero.

However, team Trump will be aware that the MAGA vote isn't big enough to win the White House and they desperately need to attract voters from elsewhere such as within the ranks of moderate Republicans and independents. So the question is, does the indictment turn heads? Are those previously outside of the MAGA base swayed by the argument that Trump is victim of a Democratic led 'witch hunt'?

As mentioned, such is the current state of American politics that news of the former president being charged with a federal offence did not come as a surprise. Discussions among our 40K swing voters does not consist of people reeling at the news. Instead they speak in sober and subdued terms about its political impact, where this leaves America and technicalities surrounding the case. In essence, so baked-in is their jaundiced view of Trump that even the realization that he is to be arrested failed to have a major impact. As with the MAGA base, the development served merely to reinforce their previously held view - that Trump is unfit for the Oval Office and should never again be trusted with power.

Ominously for Trump, many of these swing voters are also acutely aware that should he win office, Trump could stop the indictment and potentially pardon himself of any wrong-doing. As they see it, voting against Trump not only prevents him gaining power, it also allows justice to be served - thereby giving them an additional incentive to vote.

Back in 2016 - in recognition of the loyalty of his base – Trump said 'I could stand in the middle of 5th Avenue and shoot someone and I still wouldn't lose any voters'. Never has that statement been truer than today. Yet likewise this analysis shows he could solve gun crime in the entire Big Apple and most independents would still prefer the other guy.

Looking at Trump's performance over the last 12 months a key question arises, ''From Trump's perspective, to what extent does a swing voter demographic actually exist?'

That said DeSantis and Biden are hardly setting the indie world alight. It would be tempting to suggest that DeSantis' drop in net sentiment (down 22pts to -22) is due to his catastrophic launch. Yet in reality this only partly responsible for an increasing poor perception of DeSantis through the eyes of these voters. Driving this downward trend is his lean to the right over gun control, abortion and an unseemly fight with Disney in an attempt to appeal to the MAGA crowd. Right leaning independents liked the old DeSantis, the guy who won the FL governorship at a canter by being himself and majoring on GOP values, success and winning.

The president meanwhile joins DeSantis in failing to impress (down 7pts to -22) .While he largely avoids accusations of weaponizing the DOJ against Trump his policies on border control, crime and Ukraine all come in for attack. The row over the debt celling also shone a light on the nations' finances forcing many question Biden's huge spending commitments and his legacy of debt.

ABOUT IMPACT SOCIAL

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

ABOUT ONE COUNTRY PROJECT

The One Country Project's mission is to ensure rural America's priorities and values are heard, understood, well-represented and reflected in policy in Washington. The One Country Project provides research to the issues impacting rural voters and how Democrats can best connect with them on the key issues of the economy, inflation, abortion, immigration, crime, and others in lead up to the next election cycle.

About 60 million people, or one in five Americans, live in rural America. The Census Bureau defines rural as "any population, housing, or territory NOT in an urban area." This definition fails to discern the complexities of rural Americans and communities across the country. Lack of investments in rural America has led to inadequate resources, essential infrastructure, and opportunities for young people. The global pandemic has shed light on the lack of resources to rural communities and how investing in rural America will benefit the country for generations to come.

The One Country Project is dedicated to advancing rural America. For Democrats to win they must reopen the dialogue with rural communities, rebuild trust and respect, and advance an opportunity agenda for rural Americans.