

ONE COUNTRY FUND

Snapshot Online and Social Media Analysis of Swing Voters

August 15 - 21, 2020

Swing Voters



97,000 original posts



19,000 unique authors

Overview

Trump's recent gains in the race for the White House were halted last week as swing voters objected to his stance on the US Postal Service.

Voters expressed anger at Trump, accusing him of using the Postal Service to interfere with the election. They think Trump-appointed officials are deliberately sabotaging the service ahead of the election in order to minimize the impact of mail-in ballots. A smaller but equally adamant conversation is underway from people who claim to see through the noise. They feel this is a manufactured political controversy, designed by the left to undermine the president.

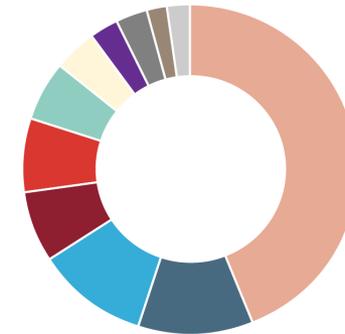
Meanwhile the DNC made a marginally positive impact on the lives on these swing voters. Biden is spoken of as a good and decent man, yet he failed to create any real enthusiasm for his potential presidency.

If the aim of organizers was to come out of the convention controversy free, they have succeeded, as there is little sense that negativity towards Democrats and Biden has increased. However they may also be disappointed that none of the big attacks on Trump by Obama, Warren, or Clinton have been taken up as themes in online conversation.

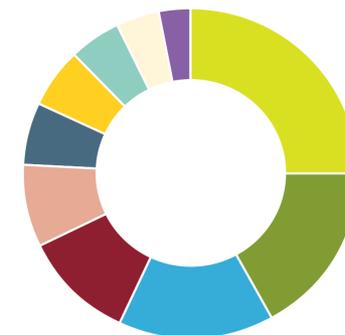
SENTIMENT



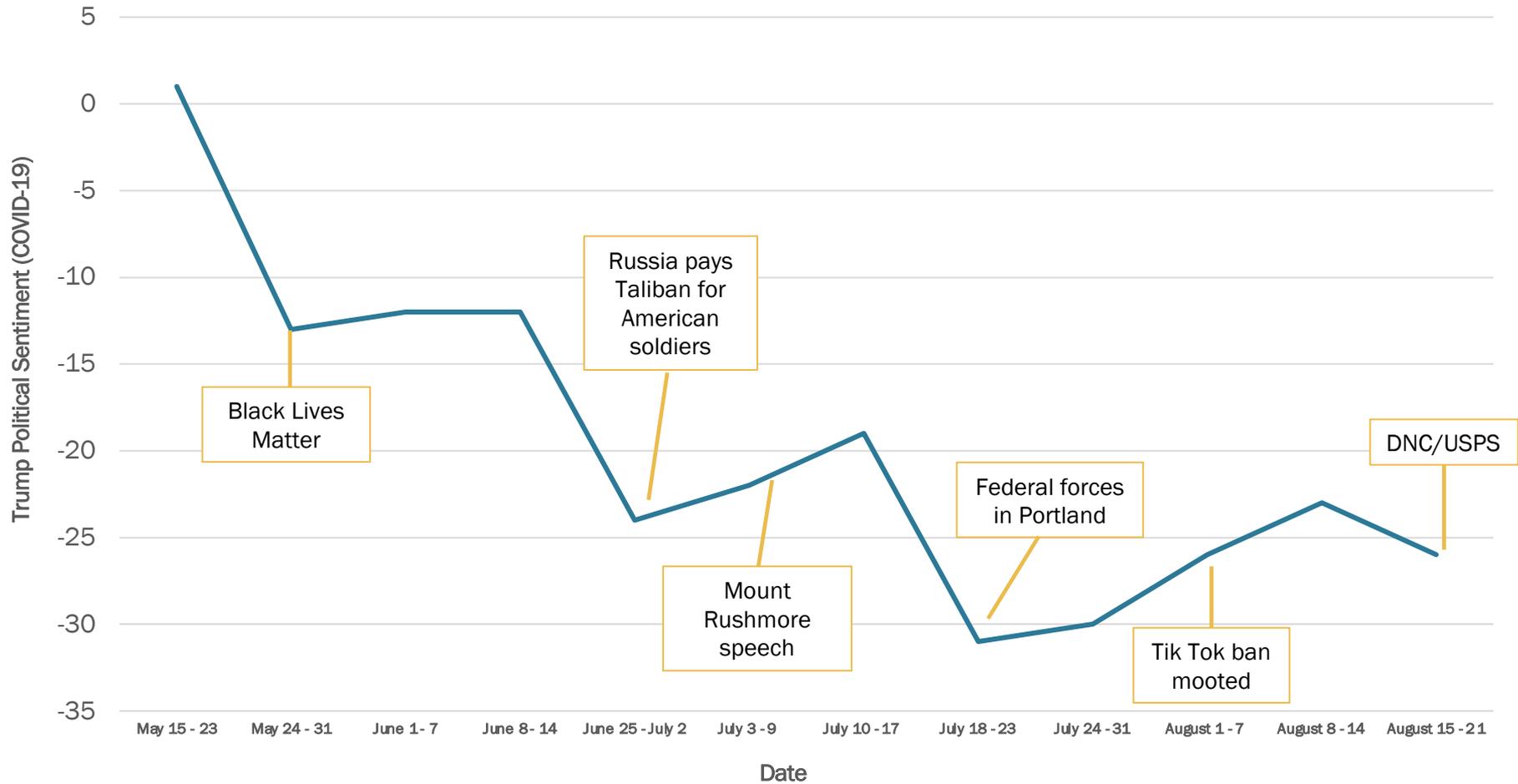
ANTI TRUMP



PRO TRUMP



Trump Net Sentiment



Notes on the data: The line chart above tracks net sentiment on Trump in relation to swing voters over time.

Prepared for One Country Fund

by  **Impact**Social

ONE COUNTRY FUND

Methodology

This analysis is based on collected, publicly available, online data, geo-located to swing voters dating back to May 2016 to recruit social media users into a database of 40,000 swing voters. Conversations and profiles were segmented into "voter types" based on the views they expressed and language used, across ten categories of voters including:

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 Skeptics** - 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. **Never Trumpers & 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"

Methodology

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

Randomized, representative samples of these conversations were analyzed after removing shares, retweets, repetition, media, and influencers from the dataset to focus solely on the views of local citizens. These conversations were then scored – positive, negative, or neutral.