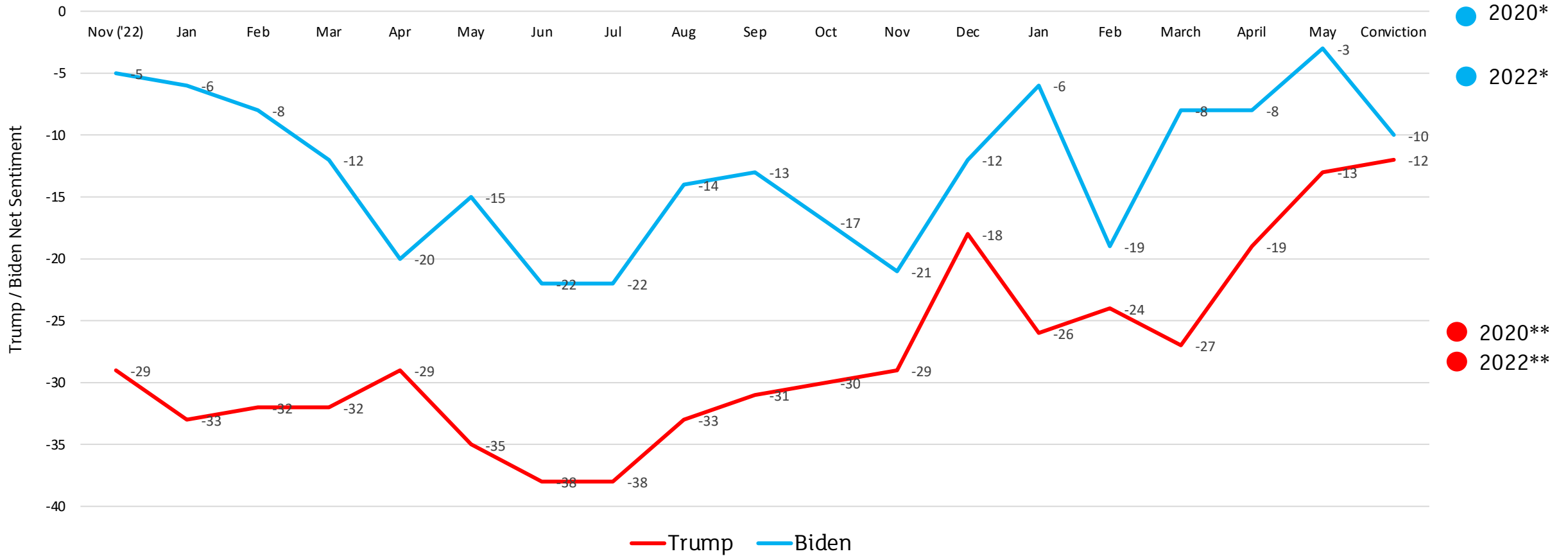


SWING VOTER SENTIMENT TRACKER Trump Conviction Special

May 30 – June 02, 2024



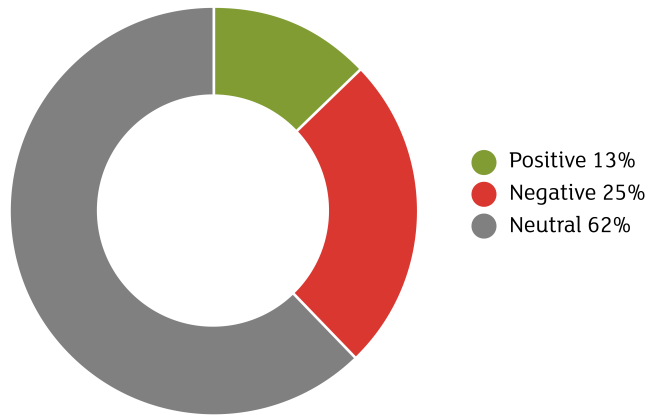
2024 SWING VOTER SENTIMENT



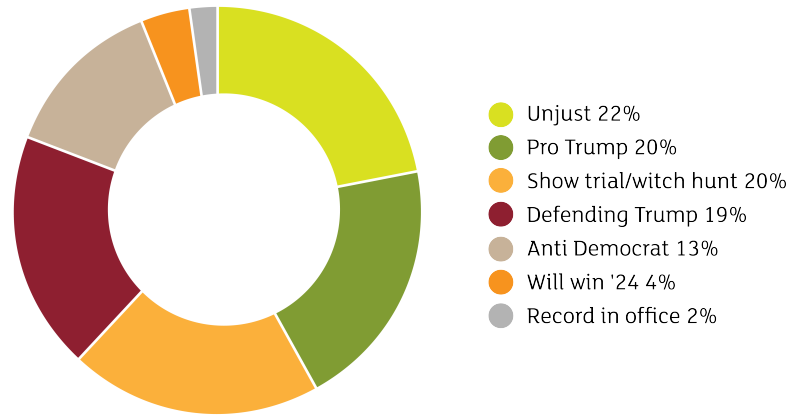
*Final position of Biden in 2020 & 2022

**Final position of Trump in 2020 & 2022

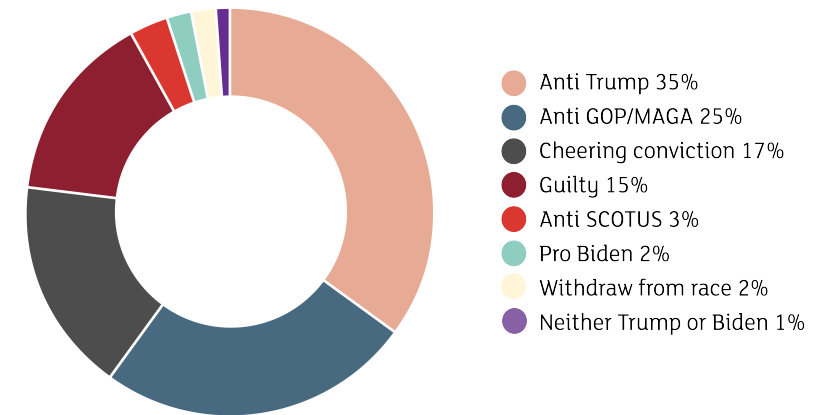
SENTIMENT



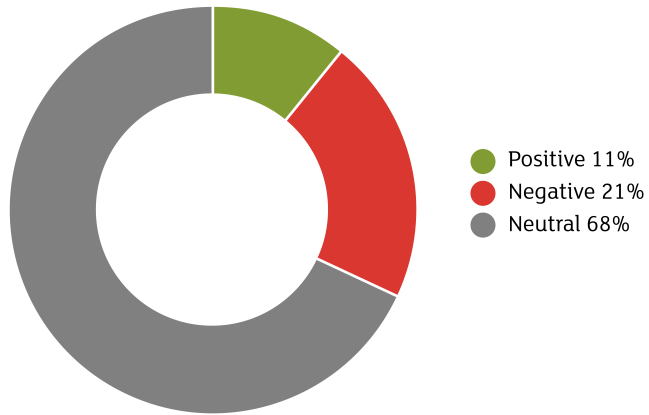
POSITIVE DISCUSSION



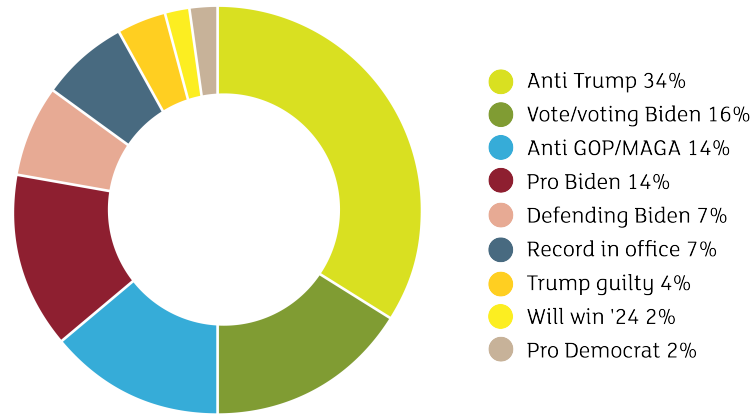
NEGATIVE DISCUSSION



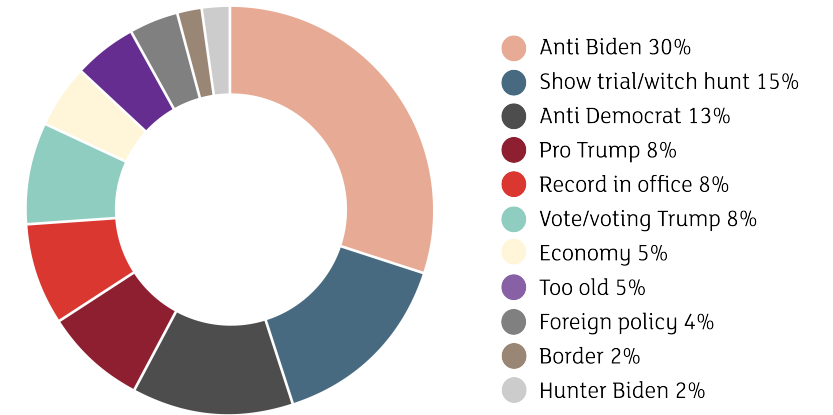
SENTIMENT



POSITIVE DISCUSSION



NEGATIVE DISCUSSION



Trial Shows Silence Is Golden

Overall, the trial of Donald Trump for the falsification of business records appears to have worked in his favor. Much media commentary has centered on whether his conviction would help or hinder his presidential campaign. In reality, support among swing voters has risen markedly from the moment proceedings began to its conclusion, as trial restrictions and its duration limited Trump's opportunities to speak. This is a continuation of a trend reflected by this tracker over the last five years, the less Trump says, the more warmly he is received by swing voters.

In addition, Team Trump has done a good job in raising doubts surrounding the fairness of the trial. Generally speaking, swing voters think Trump is guilty of something, but of the four main cases against him this is the one they feel less sure about. Those identifying as left leaning independents were delighted with the jury's decision. However much of the remainder are either uneasy about the outcome or question whether this case should even have been brought to trial. As a consequence, we see Trump's net sentiment score rise slightly +1pt (-13 to -12), whereas Biden loses -7pts (-3 to -10) as suspicions remain as to whether his party abused the judicial process.

This of course is just a four-day snapshot of swing voter opinion. In addition it should be noted that, unlike Trump, Biden is also weighed down by day to day policy related issues such as the economy, immigration and the like. Regardless, this analysis serves as a caution to both camps as to the relative sophistication of swing voters. The presumed GOP presidential candidate is now a convicted felon. This is both unprecedented and undesirable. But Team Biden should be wary as to how they might capitalize as many swing voters are not convinced as to the stability of Trump's conviction. A perhaps more subtle approach should be employed which would be consistent with the negative Trump conversation of the last five years. One which reminds independents of Trump's erratic and unpredictable behavior pre, during and post presidency. Where a sordid extra marital affair with a porn start, which was later linked to a criminal conviction, was just a flavor of what was to come.

To counter, Team Trump need only consider the performance of the former president since April where he has jumped +15pts (-27 to -12). This puts him within two points of the incumbent which is the closest he has been since this tracker began. Crucially, he also sits around +15pts ahead of his final standings in '20 and '22. We have already outlined the reasons for this resurgence. A more statesmanlike Trump appeals to swing voters and addresses their fears while clouding the memory as to his previous tenure. Despite this reality, during his long rambling response to his conviction last Friday (May 31), he returned to the Trump of old; stoking fear, telling lies and appearing - at times - a little unhinged. This is the antithesis of what the majority of swing voters are looking for. Any continuation will result in Trump sabotaging the gains he has enjoyed over the last two months. Much of this election will come down to personality and what independents are looking for could scarcely be more obvious. Failure to provide this might, in Republican eyes, be the biggest crime of all.

ABOUT THE SWING VOTER DATASET

Methodology:

Impact Social analyzed the online and social media discussion in relation to president Biden former president Trump amongst swing voters from May 30 to June 02, 2024. 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

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