

DESANTIS / TRUMP

SWING VOTERS (40K)

Online & Social Media Analysis

June 1 – June 14, 2022



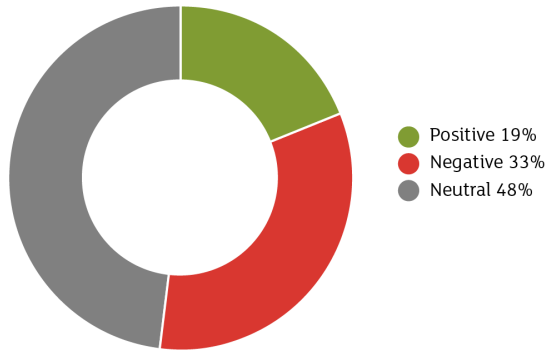
Methodology:

Impact Social analyzed the online and social media discussion in relation to Ron DeSantis and Donald Trump amongst swing voters from June 1 to June 14, 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. .

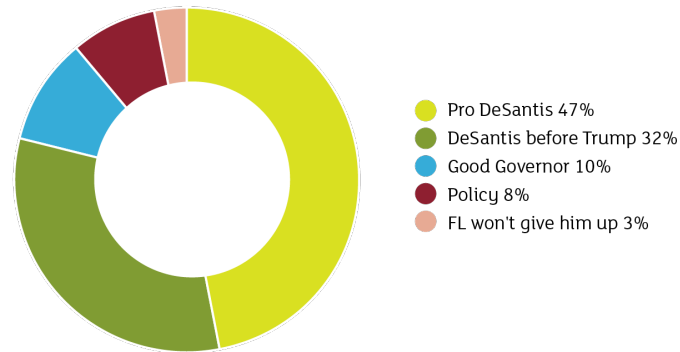
For the swing voter group, Impact Social carried out detailed language analysis of US social media discussions back to May 2016 to recruit social media users into a database of 40,000 swing voters. More specifically we segmented conversations / profiles into "voter types" based on the views they expressed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

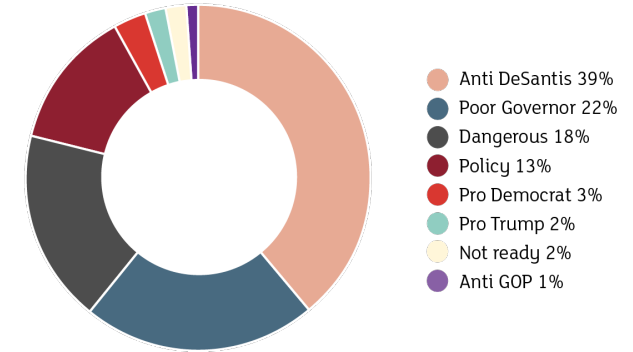
SENTIMENT



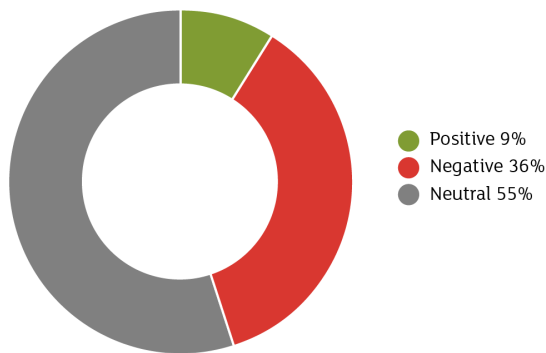
POSITIVE DISCUSSION



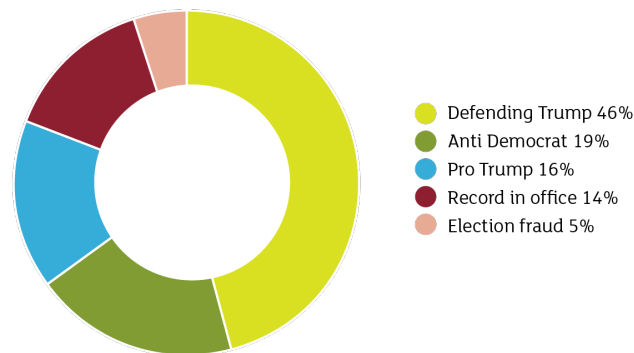
NEGATIVE DISCUSSION



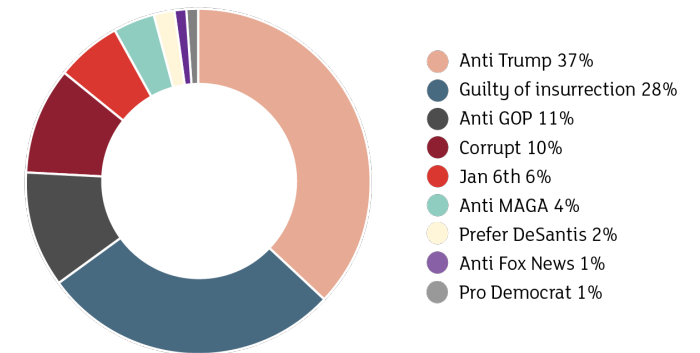
SENTIMENT



POSITIVE DISCUSSION



NEGATIVE DISCUSSION



SUMMARY ANALYSIS

Ron DeSantis is not short of love and support among floating voters. Many are attracted by his straight talking and political clarity which appeals to rightish voters living in more left leaning states. They see a leader who gets things done. People inside and outside FL applaud how he has led the state through Covid 19 and support his policy positions on issues like guns, abortion and CRT. A sizable portion of the positive discussion (32%) speak of him as preferable to Trump. To them he is the rightful heir and suggest the former president step aside and allow the younger man to run the gauntlet. Despite some pondering if 2028 might be a better time for DeSantis this conversation clearly shows that those on the right who might hesitate to vote for Trump would eagerly sign up for DeSantis. The only problem, some suggest, is that FL residents might not give him up!

Despite this love fest there are many fence sitters who loathe DeSantis, though it must be stressed that this mainly stems from the left. They see the governor as Trump in disguise. They feel strongly that FL is no longer a free state and has instead turned into DeSantis' Land, an authoritarian country which is free only in the eyes of its leader. In evidence they speak of the Disney related 'don't say gay' law, the withdrawal of funding to the Tampa Bay Rays - allegedly due to their views on gun control - and the supposed bullying of the Special Olympics to lift its vaccine mandate. All of which leads those who oppose DeSantis to mark him as 'dangerous', a threat to democracy and freedom of speech.

Overall Ron DeSantis enjoys an encouraging level of support among right leaning floating voters many of whom would vote for him before Trump given the choice. However his Achilles Heel is his presence – or lack of in comparison to the king of attention seekers, Donald J Trump. This is important in today's world of personality politics. As Samuel L Jackson said in Pulp Fiction, 'personality goes a long way'. That said, should he want to run, DeSantis has just shy of 2.5 years to make up the difference.

To emphasize this point one needs only to compare the volume of conversation around Trump, which at 93K, is over 11x greater than for DeSantis (8K). And yet such fame can be a poisoned chalice when things turn against you, a scenario currently being played out among floating voters as Trump's net sentiment comes in at -27. To be clear, this is not just lefties who have always disliked Trump. This consists of people who voted Obama/Obama/Trump, Trump to Biden and Biden skeptics none of whom show any sign of returning to camp Trump.

These people are disgusted at the suggestion that the 2020 vote was stolen and the unrelenting way Trump tries to convince the world otherwise. If that weren't enough the evidence of the Jan 6 Committee is sending some over the edge. Many are entirely convinced that Trump is guilty of insurrection and are equally disgusted at the GOP leadership and its supporters for condoning his behavior. Consequently, Rep Cheney's quote that 'There will come a day when Donald Trump is gone but your dishonor will remain.' is resonating and regularly repeated.

It is interesting to note that despite many of these floating voters emanating from the right of the political spectrum only a relatively small number come to Trump's defense. Some are clearly in thrall to Trump and instinctively arrive at his side. However others tend to avoid the Jan 6 issue altogether and instead focus on comparisons between Trump and Biden on issues like the economy.

The Jan 6 hearings were always going to make for difficult headlines for Trump which were likely to play badly with floating voters. Yet, this analysis shows that these voters are more than a little upset. Consequently they are looking for a new, less incendiary character to lend their vote. In DeSantis they might just have found one.

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