DESANTIS / TRUMP

SWING VOTERS (40K)

Online & Social Media Analysis

June 15 - 29, 2022

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 Ron DeSantis and Donald Trump amongst swing voters from June 15 to 29, 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

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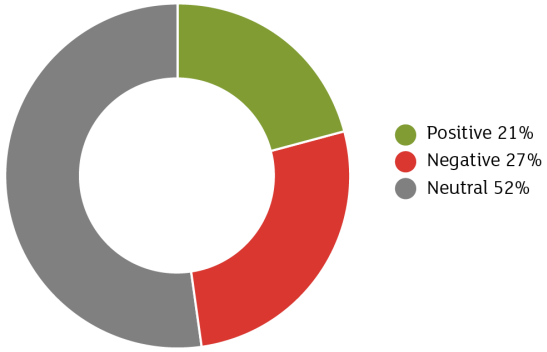
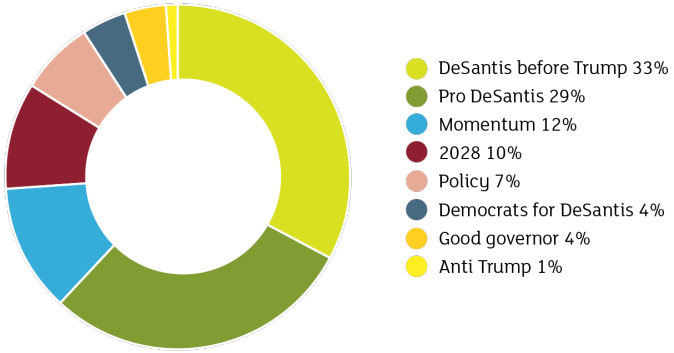
DeSANTIS ANALYSIS - Net sentiment -6

8.8K original posts | 2k unique authors

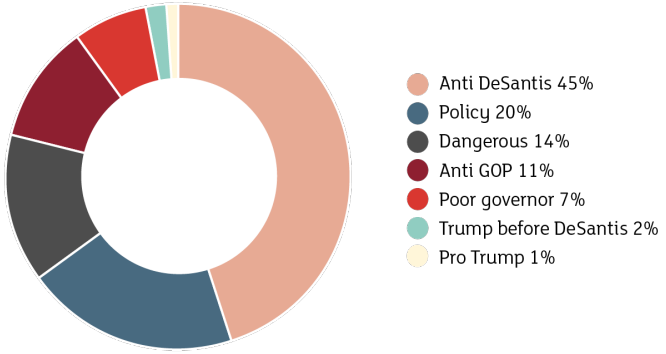
SENTIMENT



POSITIVE DISCUSSION



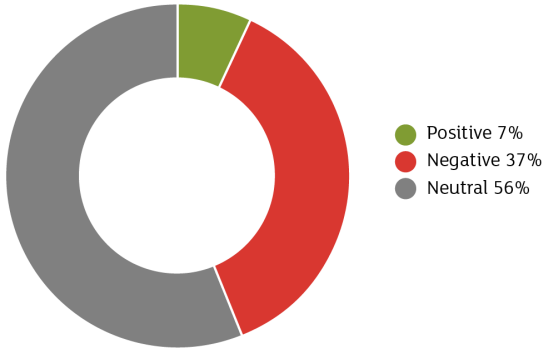
NEGATIVE DISCUSSION



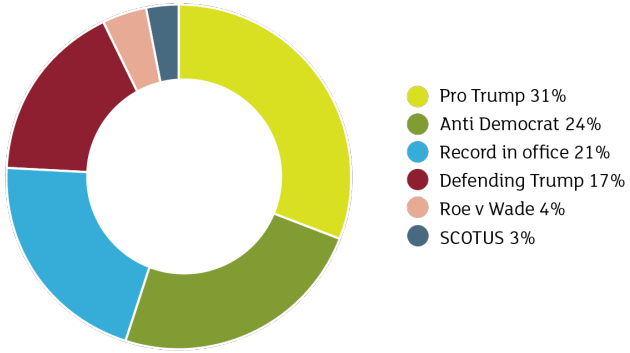
TRUMP ANALYSIS – Net sentiment -30

123K original posts | 5.2k unique authors

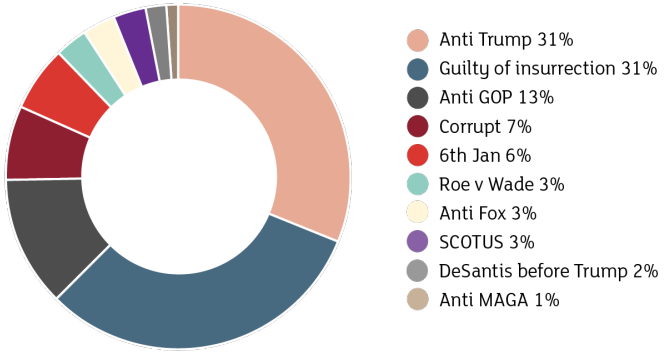
SENTIMENT



POSITIVE DISCUSSION



NEGATIVE DISCUSSION



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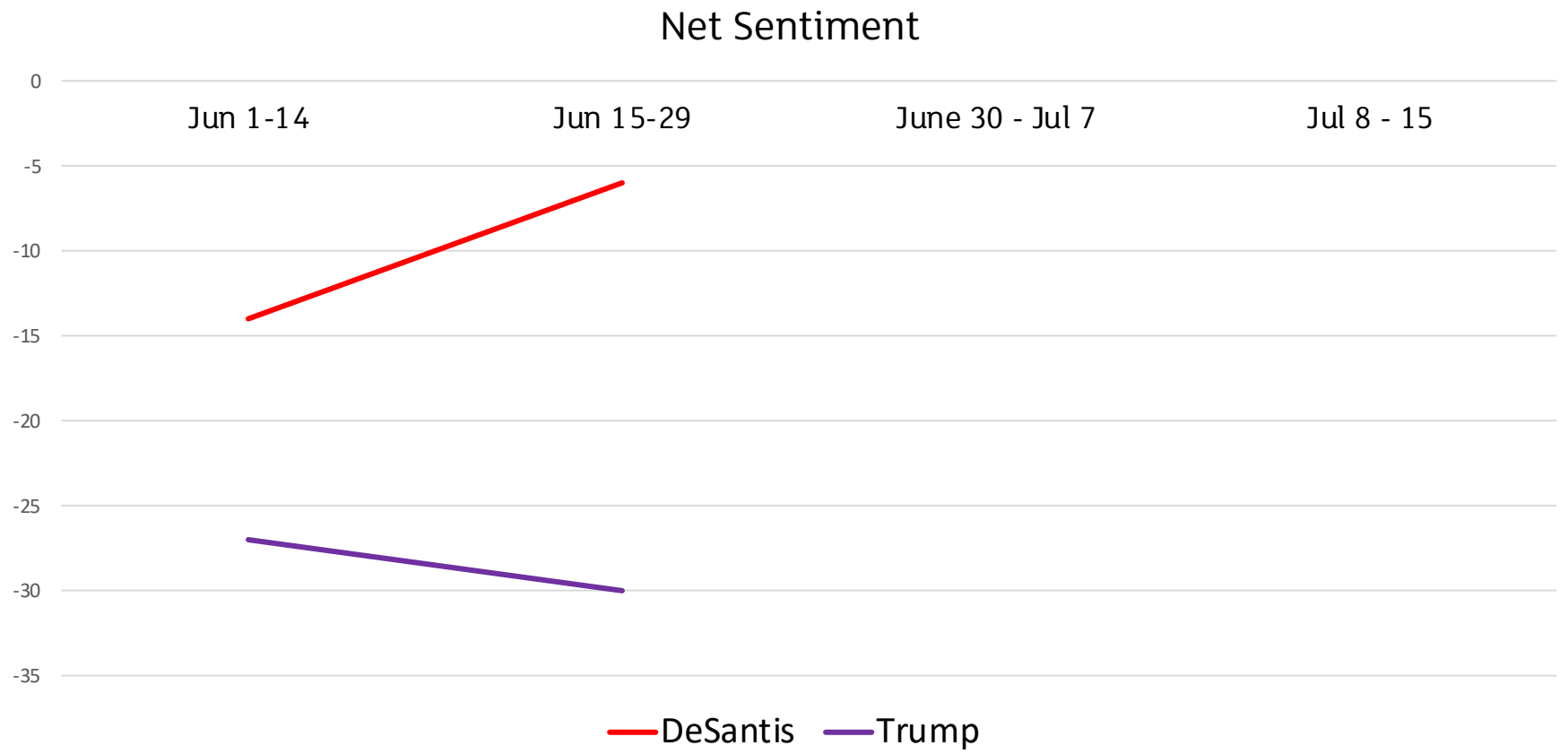
SENTIMENT TRACKER



SUMMARY ANALYSIS

The last fortnight has been productive period for Ron DeSantis which has seen his net sentiment jump 8 pts (-14 to -6) among floating voters. Within the positive conversation (+2pts 19 to 21), those hoping to persuade DeSantis to run for president will be delighted to see the leading topic within this discussion is how they prefer DeSantis to Trump (33%). It is worth emphasizing these opinions are posted without coercion or provocation. These floating voters are merely stating online how they favor the younger man as their next president. A small percentage (4%) are even outing themselves as Democrats before volunteering their support should DeSantis stand.

Intriguingly, there is a feeling among his supporters that a sense of momentum is developing around his potential presidential candidacy. They speak excitedly about a poll in NH, an 'endorsement' by Elon Musk or simply muse that DeSantis' 'is where the smart money is', that 'Dems want Trump because they can't beat DeSantis' or that Fox will happily anoint him as leader of the GOP when the time arises.

A downward trend in the number of negative posts against DeSantis (-5pts 33 to 27) will be welcomed by his camp. Yet their boss continues to take hits from across the political spectrum as some GOP voters see him as too right wing and pine for a leader dedicated to smaller government.

That said, the majority of criticism stems from the left who see DeSantis as an overbearing authoritarian. They use DeSantis' recent decision not to order Covid -19 vaccination for FL kids as a prime example of what he is capable of. This, together with perceived attacks on LGBT rights and support for gun laws increases anxiety among the left many of whom see him as a danger to America. All of which, given the ideological standpoint of the authors, might be music to DeSantis' ears.

In contrast, the swing voter discussion in relation to Donald Trump is much more straightforward. His overall net sentiment has trended downward (-3pts -27 to -30) and the volume of posts in his name moves up (93K to 123K) as he continues to be attacked for the events leading up to, during and following Jan 6.

To these people Trump is guilty of something, be that insurrection, obstruction of justice and/or corruption and should be indicted as a matter of urgency. It is important to note that this not just liberals seeking vengeance. A fair number of these posts are written by exasperated right leaning voters who see Jan 6 as an embarrassment and want the matter come to an end. In support of this view one need only look at the low number of floating voters prepared to defend Trump online in relation to this matter.

Finally, it may be surprising to note how few swing voters mention Trump in relation to the decision by the Supreme Court to overturn Roe Vs Wade*. Some are clearly angry at his SCOTUS appointments which led to the decision, whereas for others they were a masterstroke. Either way Roe's relatively low priority – among floating voters - compared to Jan 6 is curious and questions to what extent it will benefit/damage Trump in the medium to long term.

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