

# DESANTIS / TRUMP

## SWING VOTERS (40K)

### Online & Social Media Analysis

June 29 – July 13, 2022



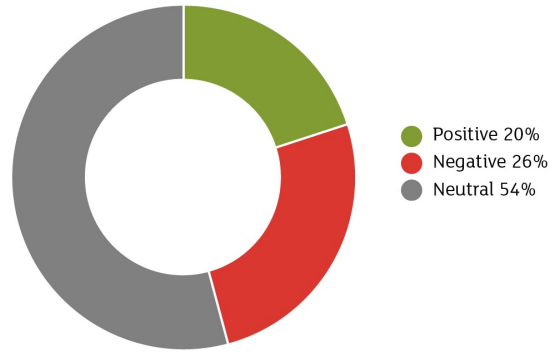
### Methodology:

Impact Social analyzed the online and social media discussion in relation to Ron DeSantis and Donald Trump amongst swing voters from June 29 to July 13, 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. .

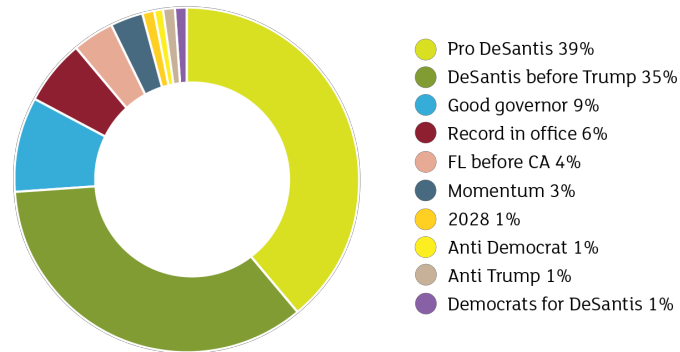
For the swing voter group, Impact Social carried out detailed language analysis of US social media discussions back to May 2016 to recruit social media users into a database of 40,000 swing voters. More specifically we segmented conversations / profiles into "voter types" based on the views they expressed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

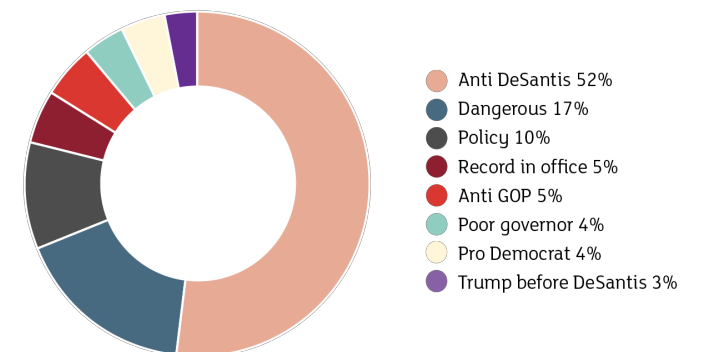
SENTIMENT



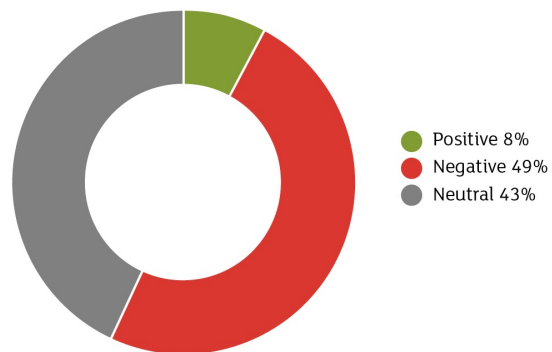
POSITIVE DISCUSSION



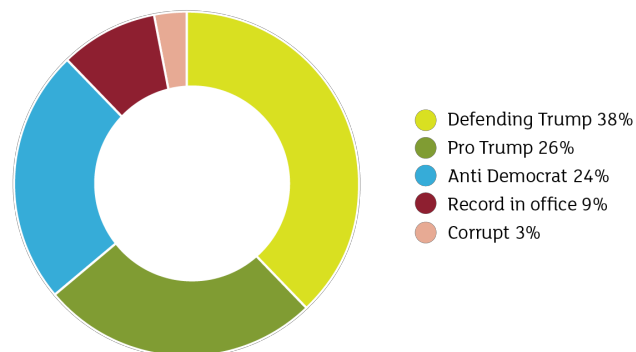
NEGATIVE DISCUSSION



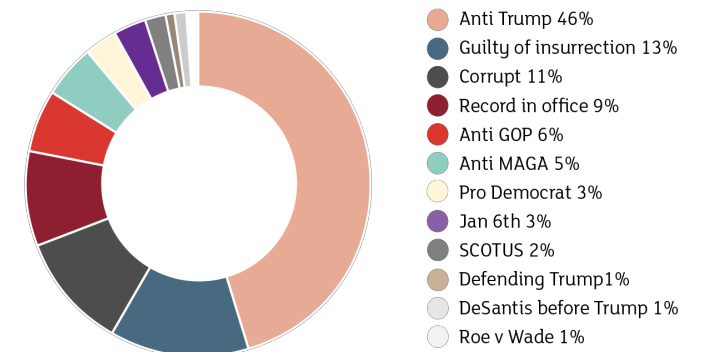
SENTIMENT



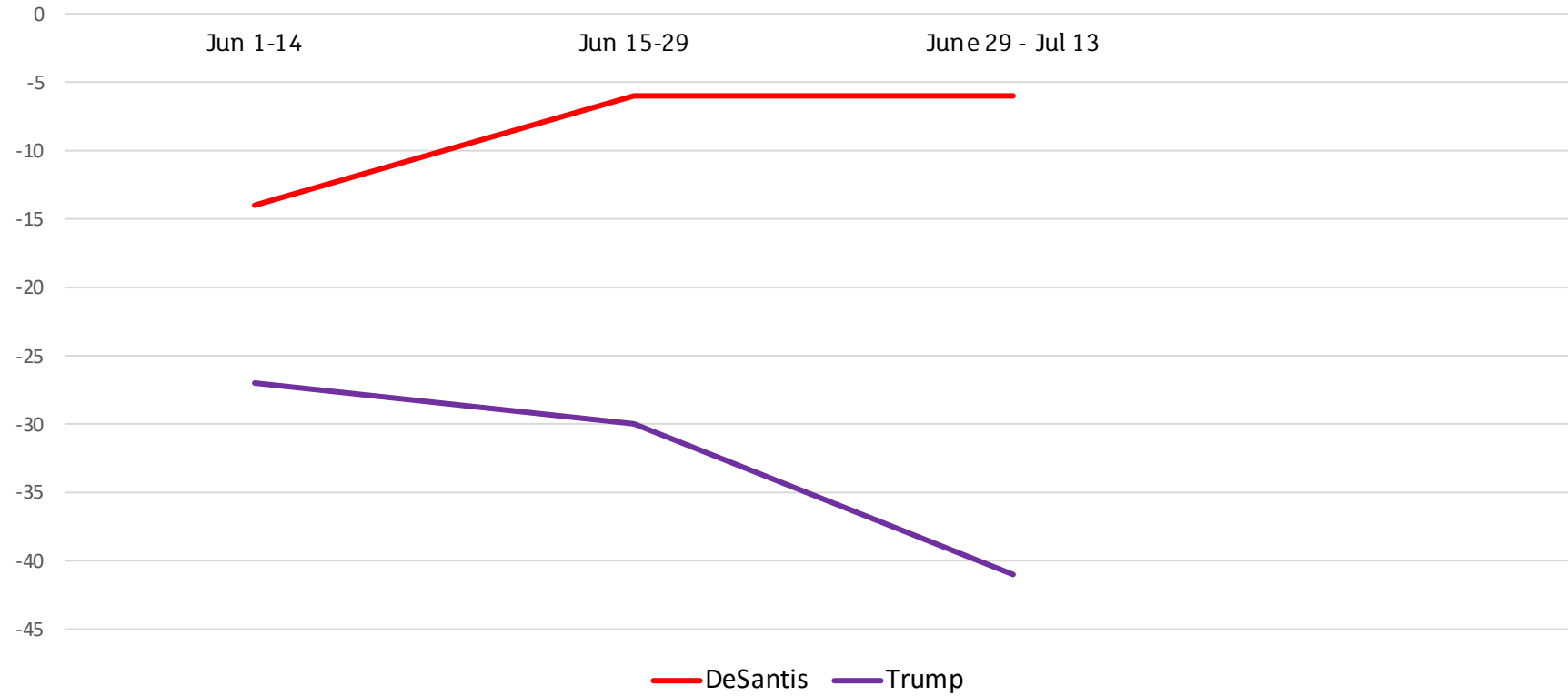
POSITIVE DISCUSSION



NEGATIVE DISCUSSION



### Net Sentiment



This has been a difficult period for Donald Trump with net sentiment falling 11pts (-30 to -41) over the last two weeks. It is not unheard of for Trump to have large swings in sentiment. In the past his cavalier style and penchant for drama often left this 40,000 swing voter panel aghast during the 2020 presidential election causing right leaning support to fluctuate. However this time the dive in net sentiment is not because of something he is doing, it is because of something he has allegedly done i.e. Jan 6.

This should set off alarm bells in Mar-a-Largo. It has long been believed that Jan 6 divides people into two camps. Those who love Trump think his involvement in events that day are a nonsense, a witch hunt cooked up by his enemies desperate to bring him down and ensure he never runs again. Whereas those on the left are convinced of his guilt regardless of any evidence to the contrary. However this analysis shows that floating voters, particularly those on the right, are increasingly siding against him as new revelations of what happened on Jan 6 take their toll.

This has resulted in an increase in the amount of posts stating that they are against Trump (+15pt- 31 to 46). Furthermore a growing number of floating voters are questioning his record in office including his Covid-19 policy and his economic record which some conclude laid the groundwork for today's perilous economic situation. Worryingly for team Trump are the low number of people on the right who are prepared to defend his actions. When discussing Jan 6 right leaning voters tend to pivot away from events and try to draw attention to other Trump 'successes' such as low unemployment or relative global peace. It is therefore fair to conclude that many on the right seem uncomfortable taking about the events of that day. It is also interesting to note how few floating voters speak about the 'stolen election'. This conversation has been almost none existent within this 40K panel since this analysis began six weeks ago, which begs the question of how many floating voters side with Trump and believe the Democrats stole the presidency?

For his part Ron DeSantis seems to be coasting along. Despite being in the middle of a re-election campaign - which by design means that the candidate is duty bound to upset some voters in order to attract others - his net sentiment among floating voters remains consistent at -6. In fact, in contrast to Trump, the conversation over the period has remained largely the same with those in favor of his politics and style seeing him as a good governor, with a solid track record in office and their preferred candidate ahead of Trump for 2024.

Despite his favorable status among right leaning floating voters it should be noted that DeSantis' overall sentiment score remains negative. In other words as there are more unprompted negative discussions within the 40K panel than positive. Should DeSantis decide to run for president and receive the Republican nomination he will therefore have work to do to win over those with less tribal instincts. That said Republicans should take note that DeSantis' challenge is as nothing in comparison to Trump who at -41 would have a mountain to climb if he were to win over this vote en route to a 2<sup>nd</sup> term in office.

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](http://www.impactsocial.com)