

DESANTIS / TRUMP

SWING VOTERS (40K)

Online & Social Media Analysis

July 13 - 27, 2022



ABOUT THE SWING VOTER DATASET

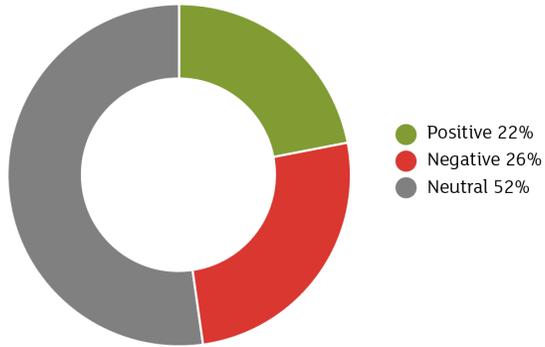
Methodology:

Impact Social analyzed the online and social media discussion in relation to Ron DeSantis and Donald Trump amongst swing voters from July 13 - 27, 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. .

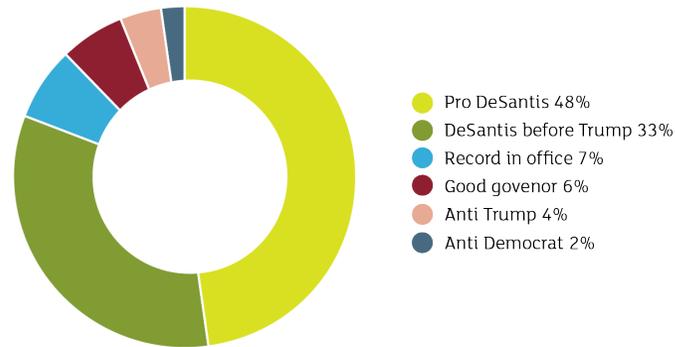
For the swing voter group, Impact Social carried out detailed language analysis of US social media discussions back to May 2016 to recruit social media users into a database of 40,000 swing voters. More specifically we segmented conversations / profiles into "voter types" based on the views they expressed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

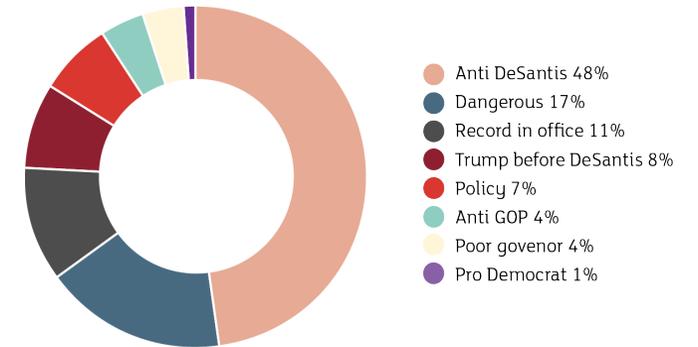
SENTIMENT



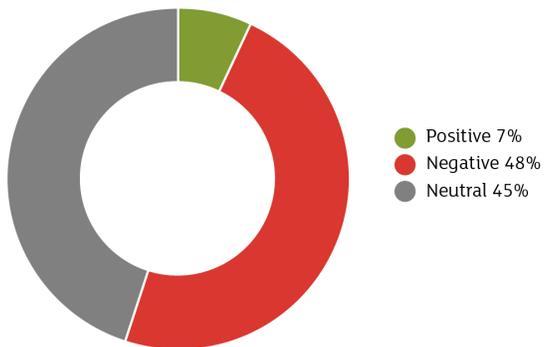
POSITIVE DISCUSSION



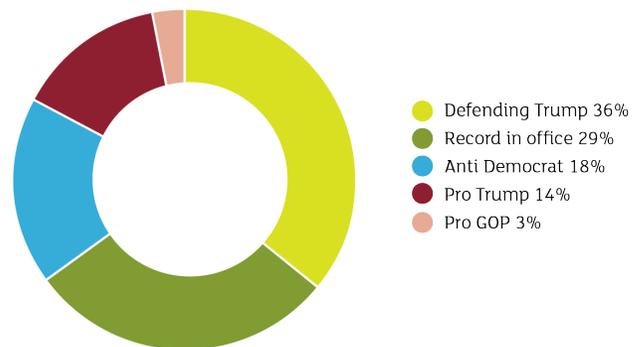
NEGATIVE DISCUSSION



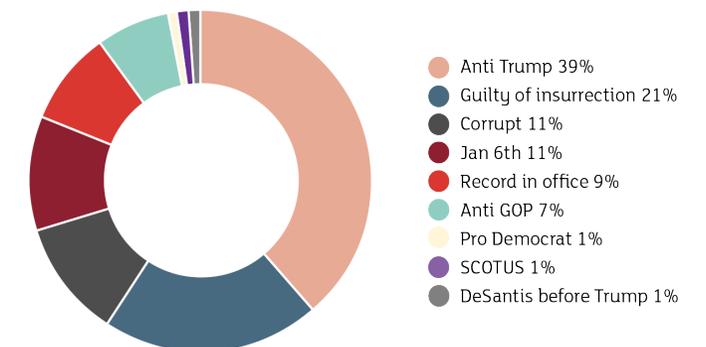
SENTIMENT



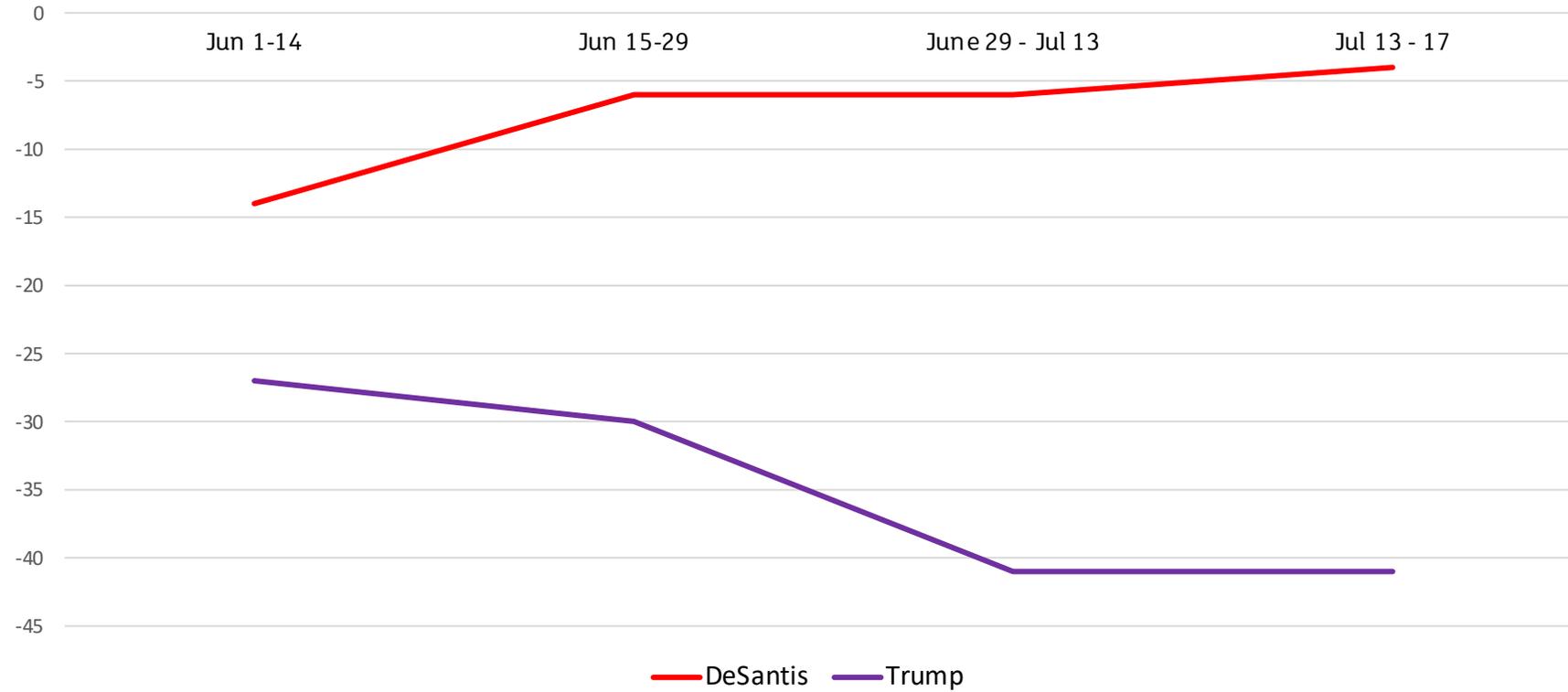
POSITIVE DISCUSSION



NEGATIVE DISCUSSION



Net Sentiment



SUMMARY ANALYSIS

The positive news for team Trump is that he appears to have stopped the rot. His net sentiment score among floating voter sentiment remains unchanged (-41). Which, considering the seriousness of Jan 6 revelations over the period and their level of coverage, likely establishes his low water mark. The challenge for Donald Trump is how to fight back from here as his electability at the general election will weigh heavily on the minds of those Republicans charged with picking the next GOP presidential candidate.

Trump will need to prove to the GOP primary electorate that he has what it takes to win over swing voters regardless of who the Democrats put forward. At present this looks unlikely. The negative conversation against Trump (48%) rarely invokes comparisons of other candidates, parties or rivals. It is all about Trump; his record in office, alleged corruption, poor behavior and his perceived disloyalty to the presidency, democracy and America.. For most politicians this situation would be unsurmountable.

And yet this doesn't take into account Jan 6, where 32% of the negative sentiment is in relation to the part Trump played in the events of that day and his perceived guilt in orchestrating an insurrection. In addition the discussion content has turned further against Trump in recent days with swing voters angrily questioning Attorney General, Merrick Garland, as to 'when he will bring charges against Trump and his GOP cronies'.

In his defense a small number of right leaning voters come to Trump's aid (7%). Yet this number is consistently small (8% avg over the last 8 weeks.) and shows no sign of improving. Furthermore the conversation has become repetitive with little mention of Jan 6.

His potential rival for the Republican nomination, Ron DeSantis, also seems to be plateauing as his net sentiment nudges up just 2 points (-6 to -4). Despite enjoying a better position than Trump, his overall negative sentiment among floating voters shows he has some way to go to prove to the GOP primary caucus that he has what it takes to win the presidency.

Much of the negativity derives from those sitting ideologically on the left who openly state that DeSantis is more dangerous than Trump and will be harder to beat come 2024. Yet of more concern will be right leaning voters who feel that he is far removed from the small state, libertarian minded GOP candidate they would prefer.

In DeSantis' favor are those who declare that he is a politician who holds the right instincts and has the record in office to prove it. For team DeSantis this is encouragement enough. Yet they will be further heartened by those floating voters willing to go online and – totally unprompted – state that DeSantis is their preferred Republican candidate. This conversation has been consistent over the last eight weeks averaging (33%) of his positive discussion. With only (3%) similarly siding with Trump there can be little doubt that Trump's previous favorability rating among swing voters is not just there for the taking – it is already being taken.

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