DESANTIS / TRUMP

SWING VOTERS (40K)

Online & Social Media Analysis

July 27 – August 10, 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 27 – August 10, 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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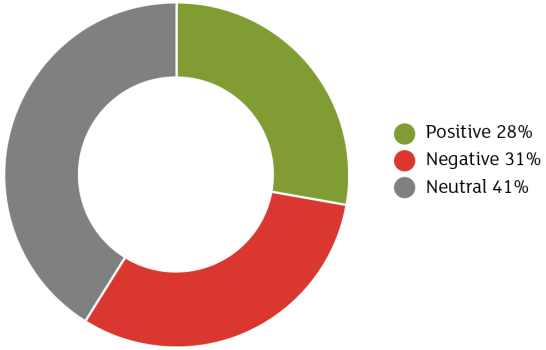
DeSANTIS ANALYSIS (-3 net sentiment)

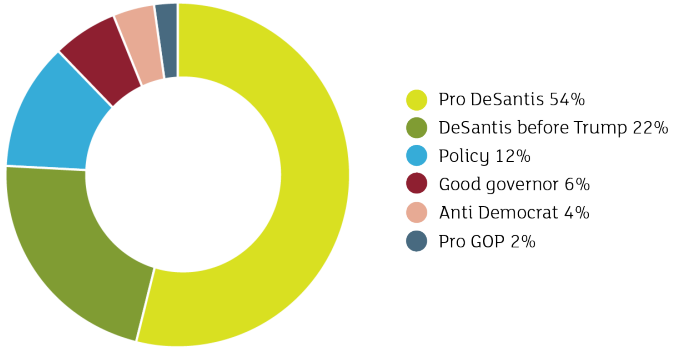
11K original posts

2.1k unique authors

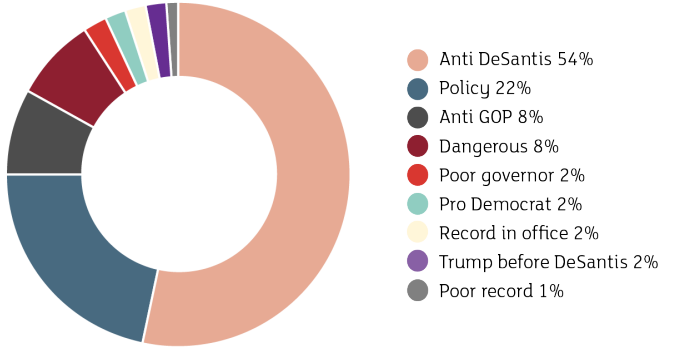
SENTIMENT



POSITIVE DISCUSSION



NEGATIVE DISCUSSION

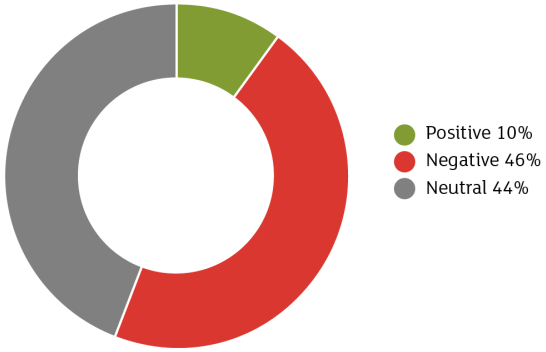


TRUMP ANALYSIS (-36 net sentiment)

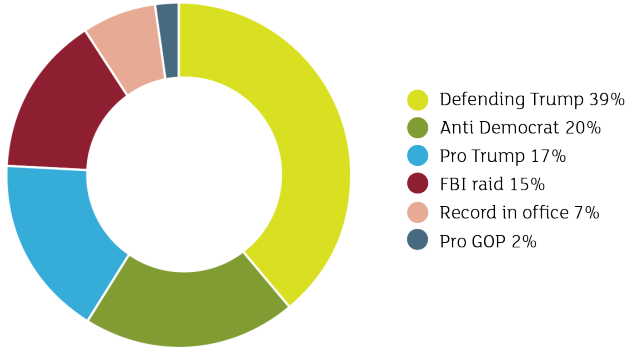
120K original posts

5.2k unique authors

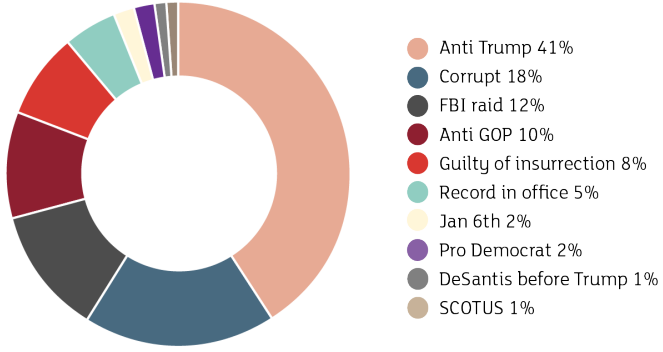
SENTIMENT



POSITIVE DISCUSSION



NEGATIVE DISCUSSION



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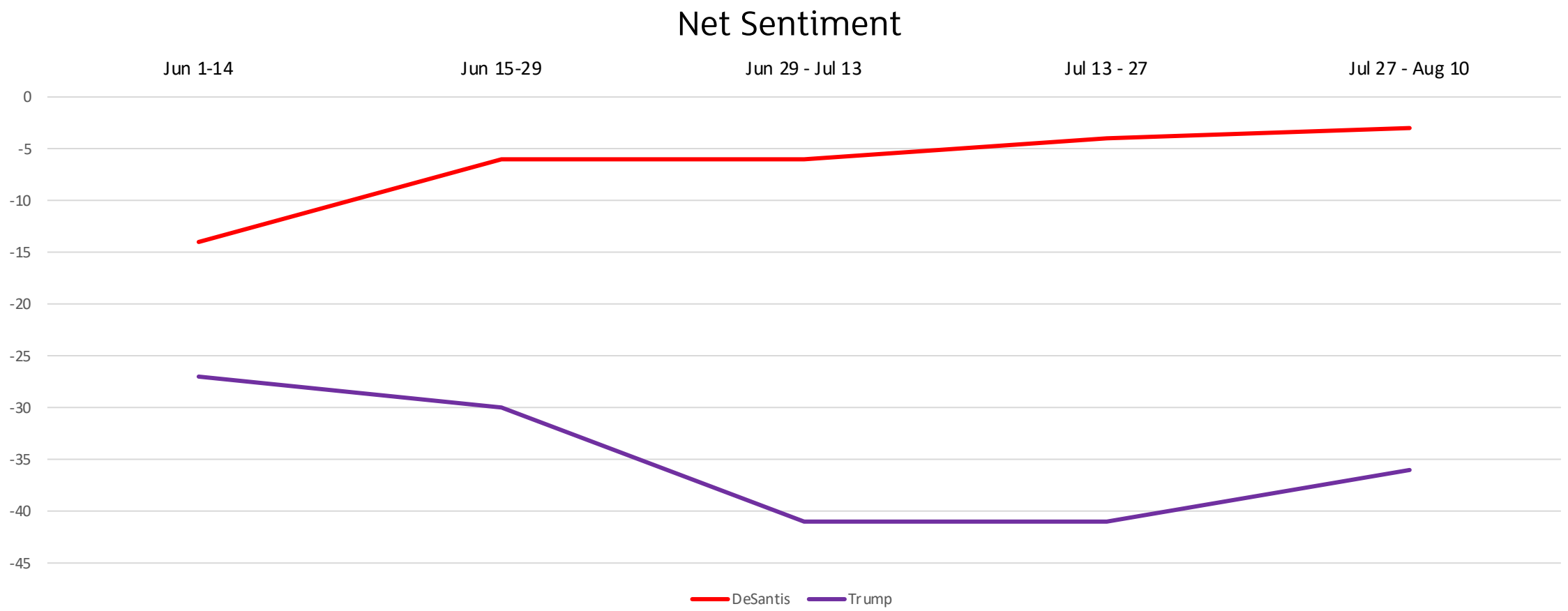
SENTIMENT TRACKER



SUMMARY ANALYSIS

Pro-Donald Trump sentiment was up five points this period, but the overall perception of him among swing voters remains bleak – his net rating is still underwater at -36. Previous reports had seen these voters – fueled by the prolonged release of Jan 6 committee findings – speak of their strong belief that Trump is guilty of insurrection and should indicted. Yet more recently, media coverage of the evidence has lessened, which has meant a reduction in the volume of discussion on the issue. Consequently, team Trump could be forgiven for thinking that the lower rate of conversation around Jan 6 would result in more favorable overall sentiment. However, the space has been filled by alternative attacks on Trump based on other alleged misdemeanors including trying to steal the election, withholding evidence, illegal business practices and theft of donations.

This negative opinion of the former president was deepened by news that FBI agents had 'raided' Trump's home to retrieve potentially classified documents allegedly removed from the White House by the former president. The overall feeling expressed by a majority of swing voters who commented on the raid was one of relief that action was finally being taken by at least one of the authorities investigating Trump's behavior. Meanwhile Trump's claims of deep state victimhood were swatted away with a reminder that the head of the FBI was appointed by him.

Considering the willingness of swing voters to consistently believe Trump is guilty of one or more crimes (including corruption, fraud, treason, theft and insurrection) it is hard to see how he might win them round. The FBI raid shows how quickly swing voters show their belief in Trump's guilt and their sense that justice should be served. Should the several investigations against Trump be dismissed with no further action he might just find a way back. Until then, the conversation will surround his suitably for jail rather than office.

Ron DeSantis, meanwhile, appears to be flying high in the FL gubernatorial election and will likely feel reasonably secure that the electorate will back him in November. He does, however, appear a little too eager to gain the full support of all potential voters while offering red meat to his base. The balancing act is turning off some swing voters and thereby may be causing damage to any future campaign for the presidency. DeSantis' positions on gun laws and on abortion is cause for concern for swing voters. Curiously, though, his suspension of Tampa state prosecutor Andrew Warren was barely mentioned. Other attacks such DeSantis' 'anti woke' policy positions on education and business stem from the left and are therefore unlikely to cause insomnia.

DeSantis' consistent support from swing voters must be a thing of envy when viewed from Mar-a-Lago. Recent polling suggests that GOP voters would like Trump to represent them once again in a run for the White House. Yet should they want the ultimate prize this evidence shows DeSantis remains the more likely of the two to win it for them.

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