

DESANTIS / TRUMP

SWING VOTERS (40K)

Online & Social Media Analysis

August 10 - 24, 2022



ABOUT THE SWING VOTER DATASET

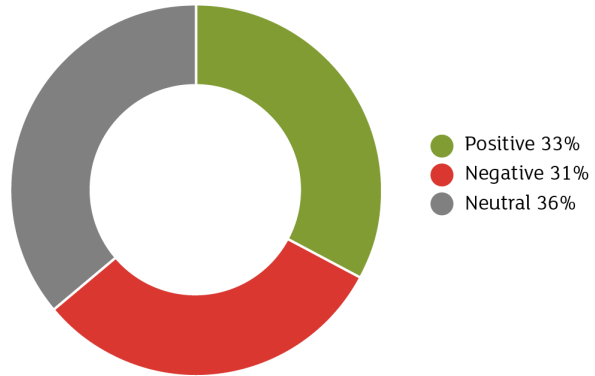
Methodology:

Impact Social analyzed the online and social media discussion in relation to Ron DeSantis and Donald Trump amongst swing voters from August 10-24, 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. .

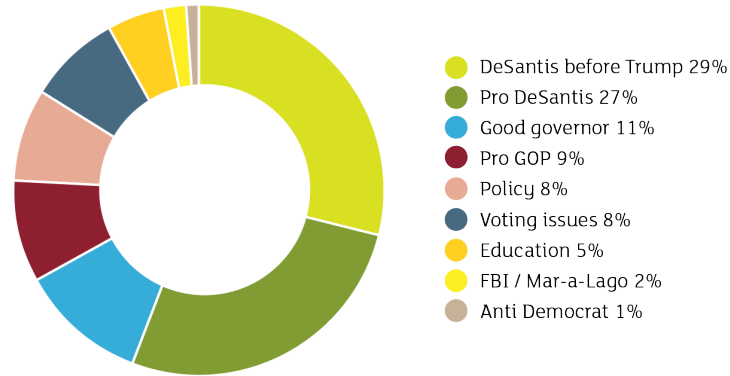
For the swing voter group, Impact Social carried out detailed language analysis of US social media discussions back to May 2016 to recruit social media users into a database of 40,000 swing voters. More specifically we segmented conversations / profiles into "voter types" based on the views they expressed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

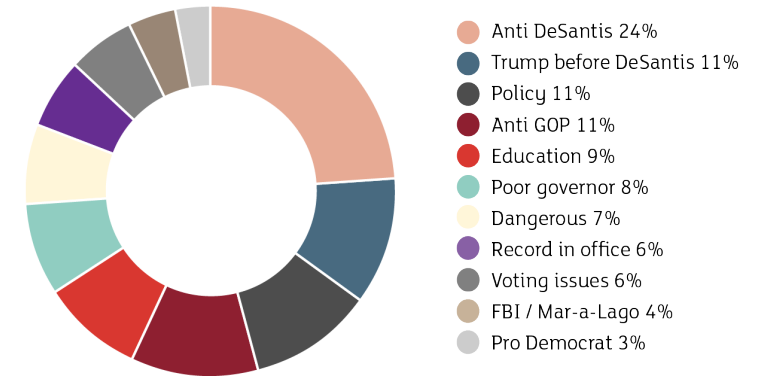
SENTIMENT



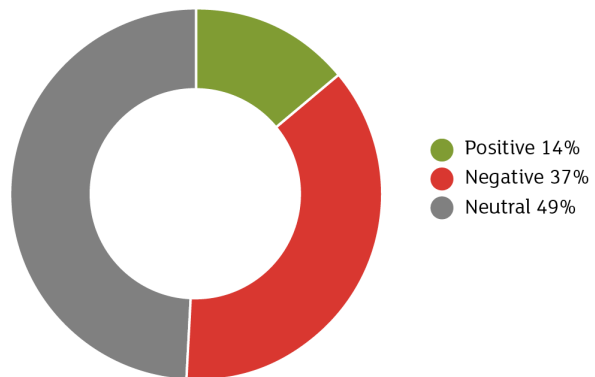
POSITIVE DISCUSSION



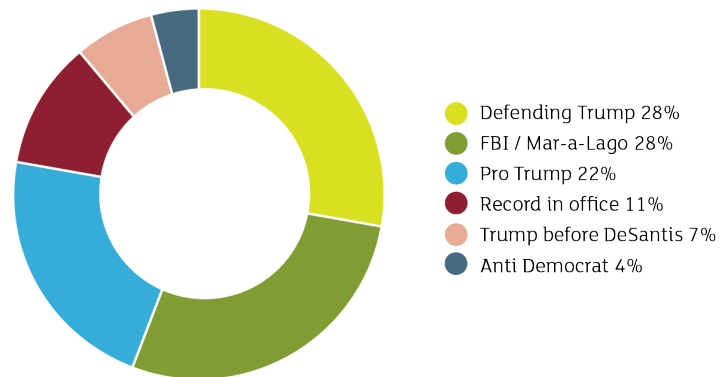
NEGATIVE DISCUSSION



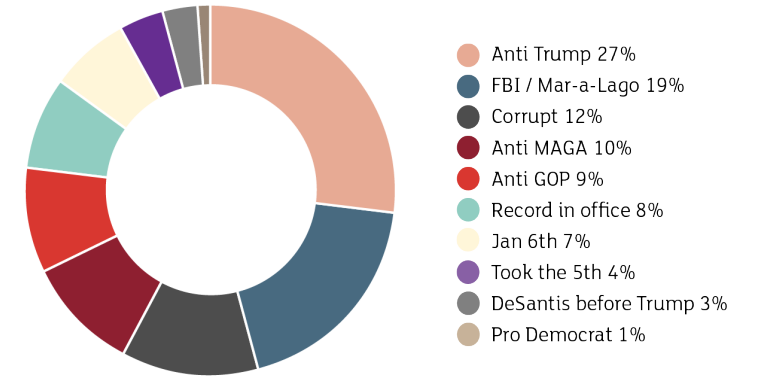
SENTIMENT



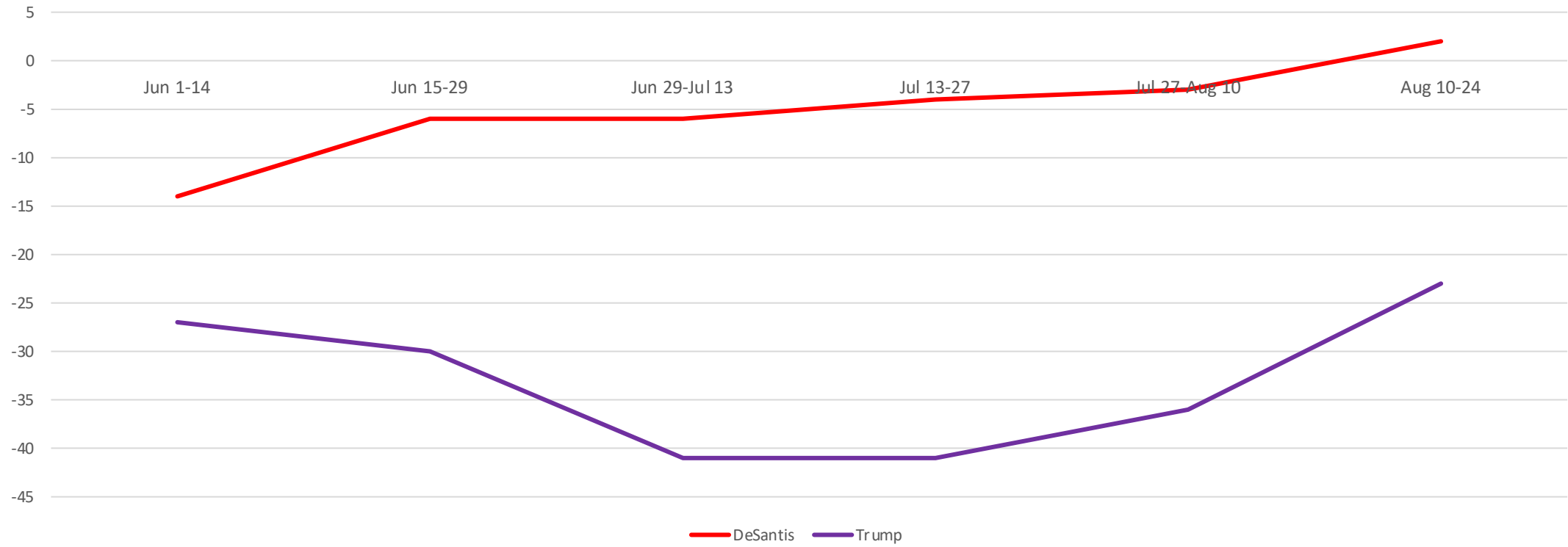
POSITIVE DISCUSSION



NEGATIVE DISCUSSION



Net Sentiment



SUMMARY ANALYSIS

Two events energized swing voters this period: the FBI 'raid' on Mar-a-Lago; and the impending Florida gubernatorial election. Both Donald Trump and Governor Ron DeSantis saw uplifts in sentiment. Numbers of social media posts and authors were up, suggesting greater engagement by swing voters. Trump's recent upward trend continued, but he is still deeply underwater at minus-23 net sentiment. DeSantis maintained his steady climb and, for the first time, is in positive territory at plus-2.

It was a mixed story for Donald Trump. Swing voters confirmed and denied media predictions that the FBI action would boost his support, with Mar-a-Lago the second-most discussed positive and negative topic. Social media conversations repeated recent themes that, finally, something is being done; others highlighted alleged corruption or were angry at attempts by Trump and 'MAGA' supporters to blame law enforcement. In Trump's defence, other swing voters repeated this blame-spreading or cited new conspiracy theories. There was also anger at the 'weak' response by GOP figures and concern for the Party ahead of the midterms.

Focus on Mar-a-Lago reduced what may otherwise have been more pressure on Trump for pleading the Fifth Amendment in New York, with swing voters turning his own words – that 'only criminals' use it – against him. There was also negative comment on his 'harassment' of Rep. Liz Cheney following her primary defeat. Trump's words and actions did nothing to win over swing voters who have consistently shown willingness to believe him guilty of one or more crimes. If there had been no Mar-a-Lago 'raid', with its consequent upswelling of support for Trump, it seems likely that the former President's net sentiment would have declined this period.

Ron DeSantis, on the other hand, broke into positive sentiment territory with swing voters despite contentious announcements ahead of the Florida election. He divided opinion on education (hiring veterans as schoolteachers) and on voting issues (arrests of ex-felons mostly in Democratic-voting areas). Yet those supporting and opposed were roughly equal, suggesting Team DeSantis is now striking a better balance between appealing to his base and not alienating the wider community.

The increasing focus on DeSantis and his State re-election campaign saw both his 'good' and 'poor' Governor ratings increase. For swing voters who viewed him positively his overall public persona as a good leader outweighed specific policy concerns. For those who were negative, the detail of individual policies, decisions and announcement were important. It seems the Governor is a follower of the late Mario Cuomo who said "you campaign in poetry; you govern in prose". But it was Mar-a-Lago that added a twist. Interest in the Governor as a potential GOP 2024 presidential nominee overtook general 'pro-DeSantis' sentiment this period. Swing voters, already apparently unhappy with Trump, were more enthusiastic than ever in supporting the Governor ahead of the former President.

Of course, talk of a presidential run in the heat of a gubernatorial campaign will undoubtedly be seen as a distraction at Team DeSantis. It will hardly be unwelcome. With a 25-point lead in sentiment over Trump, and a now net-positive sentiment overall, the Governor seems to be hitting the right buttons with swing voters.

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