

DESANTIS / TRUMP SWING VOTERS (40K)

Online & Social Media Analysis

August 24 – September 07, 2022



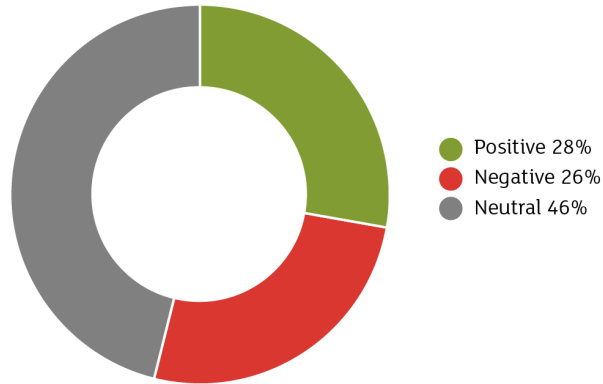
Methodology:

Impact Social analyzed the online and social media discussion in relation to Ron DeSantis and Donald Trump amongst swing voters from August 24 – September 07, 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. .

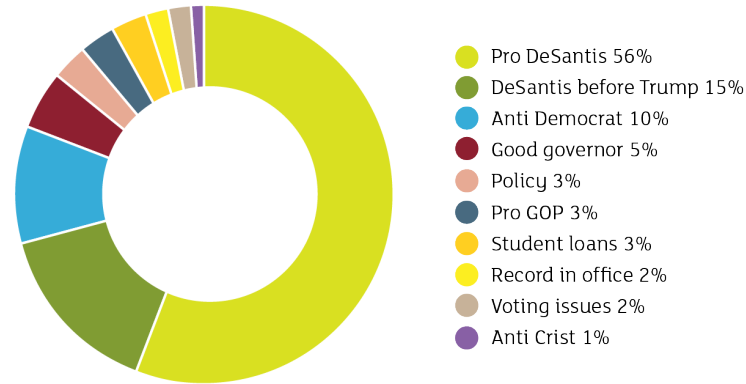
For the swing voter group, Impact Social carried out detailed language analysis of US social media discussions back to May 2016 to recruit social media users into a database of 40,000 swing voters. More specifically we segmented conversations / profiles into "voter types" based on the views they expressed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

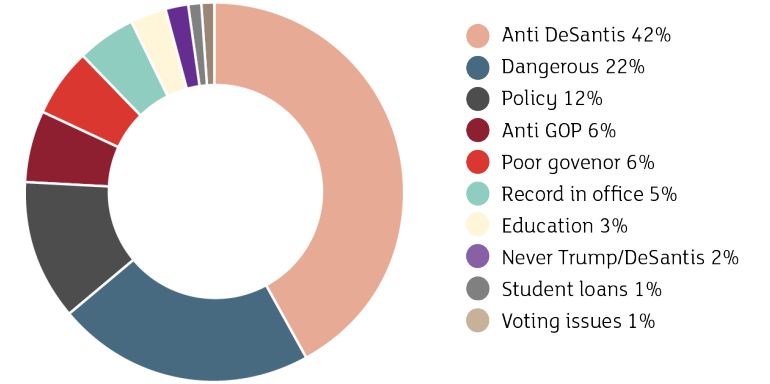
SENTIMENT



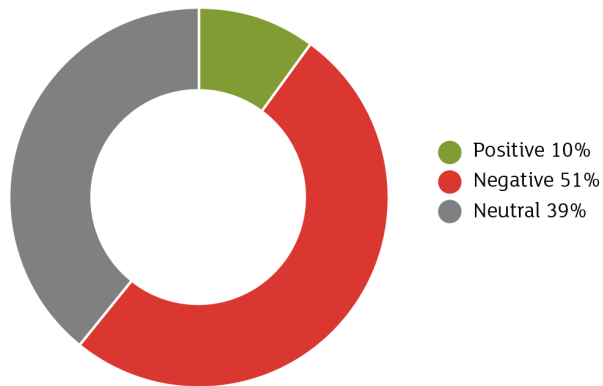
POSITIVE DISCUSSION



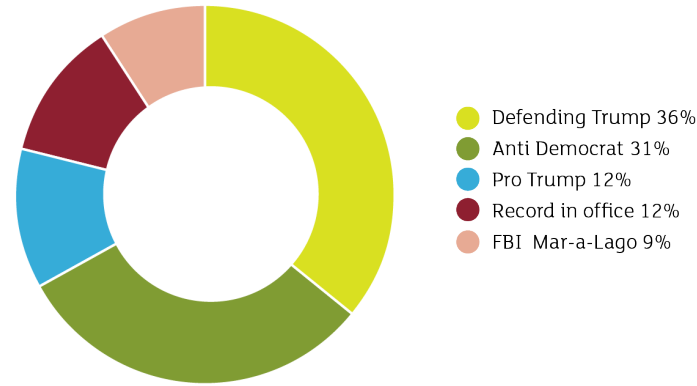
NEGATIVE DISCUSSION



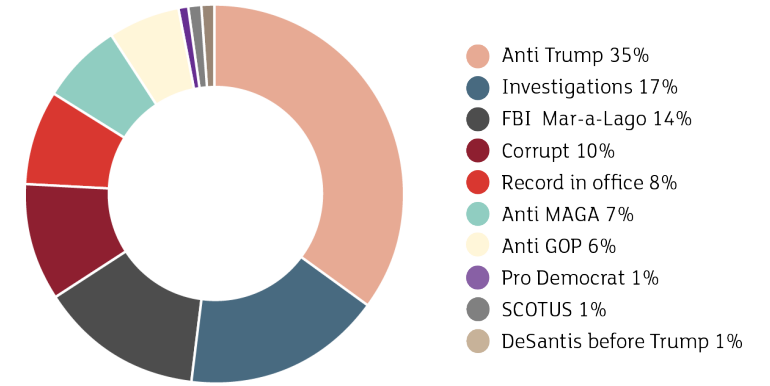
SENTIMENT



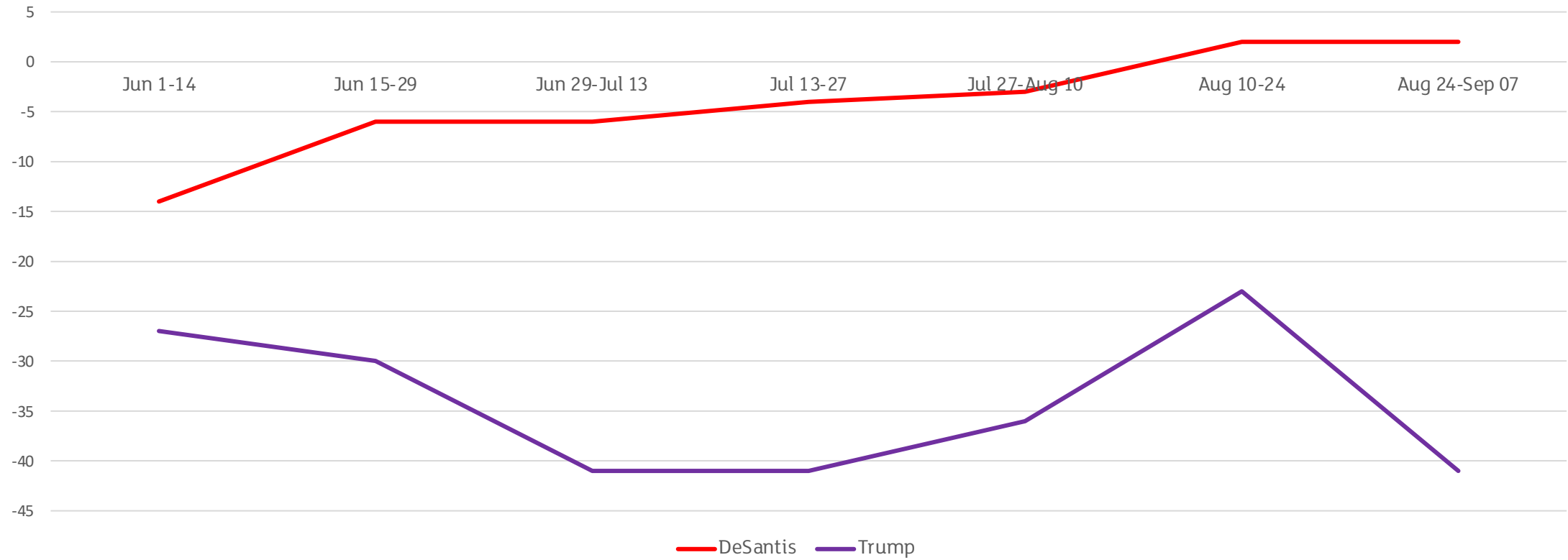
POSITIVE DISCUSSION



NEGATIVE DISCUSSION



Net Sentiment



SUMMARY ANALYSIS

The last two weeks has seen a sharp downturn (-14pts) in net sentiment for Trump (-29 to -41) as swing voters, exasperated by multiple investigations, turn against him. The trigger for much of this renewed negativity has been revelations about what FBI agents allegedly found at Mar-a-Lago. An initial surge in support for the former president as a victim of a political raid has been reversed by a sense of shock and incredulity as to why he would hold sensitive documents at home and for what purpose? As a result, the FBI 'raid' has replaced the Jan 6 events as the largest single topic of negative conversation in relation to Trump and his popularity has slumped to its lowest level since mid July.

There is also now a sharpened focus on other investigations into Trump, with many swing voters expressing anger at the slow progress. Authority figures such as Merrick Garland are coming under attack for failing to indict the former president, with many fearing that Trump will never see the inside of a courtroom let alone a prison cell. Also under attack, Trump's hardcore supporters who are accused of treason and treachery in continuing their loyalty towards Trump despite the many allegations of grave misdemeanors levelled against him.

Our previous report showed that news of the Mar-a-Lago raid initially sparked an angry response among right leaning swing voters happy to defend Trump against what they saw as a politically motivated break in. This upsurge in support has quickly dissipated as detail emerged on the contents seized. Consequently this report shows that swing voters who continue to side with Trump are trying to pivot away from the raid, highlighting instead issues such as Trump's economic record in office.

Trump's potential challenger for the Republican presidential nomination, Ron DeSantis, continues to enjoy a charmed existence. As a less prominent national figure DeSantis is not subjected to the same scrutiny and judgement as the former president. The volume of conversations in which he is mentioned by swing voters is much lower (DeSantis 14K - Trump 178K). This is obviously an issue he will have to address if he is to challenge Trump for the presidency.

However, for now, DeSantis' focus is on being re-elected Governor of Florida and this process is doing him no harm in the eyes of swing voters. Since the beginning of July his net sentiment has risen steadily (from -16 to +2) despite the rigors and potential pitfalls of such a campaign. General support for DeSantis, or calls for him to replace Trump as the Republican presidential nominee, have remained solidly the main two topics of conversation.

That said, there remains a substantial proportion of swing voters who oppose the Governor and are not shy in voicing their reasons why. They see DeSantis as having authoritarian, sometimes 'fascist' tendencies which they fear. They also continue to attack his actions in office which they suggest is dividing the state of Florida and will, should he get into the White House, further divide America.

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