DESANTIS / TRUMP

SWING VOTERS (40K)

Online & Social Media Analysis

September 07 - 21, 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 September 07 - 21, 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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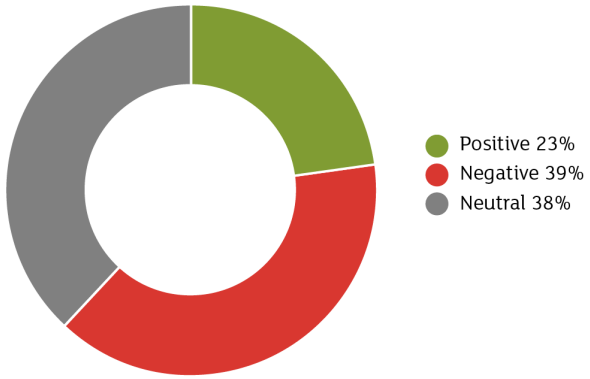
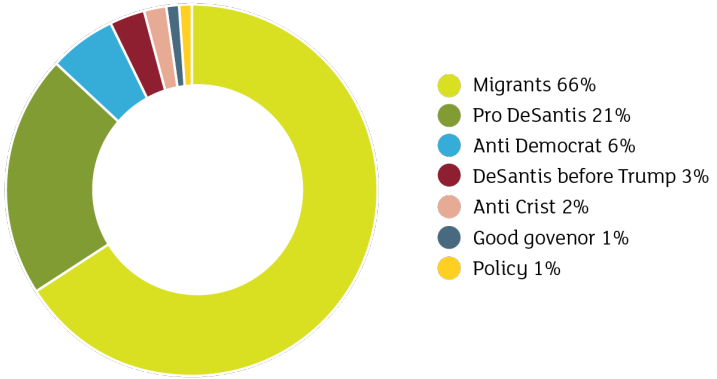
DeSANTIS ANALYSIS (-16 net sentiment)

36.3k original posts 3.3k unique authors

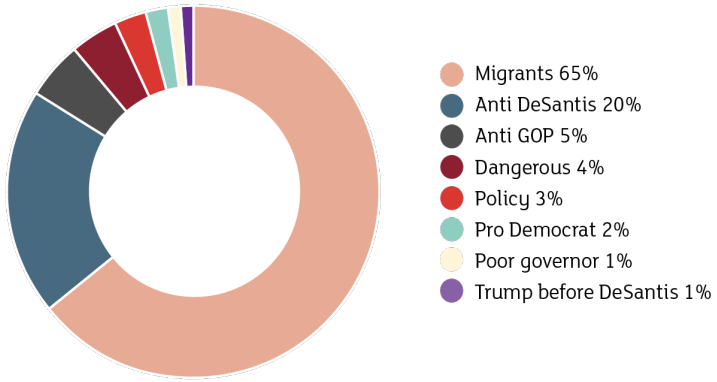
SENTIMENT



POSITIVE DISCUSSION



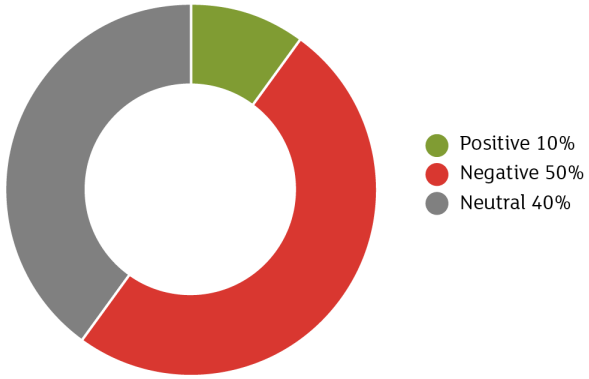
NEGATIVE DISCUSSION



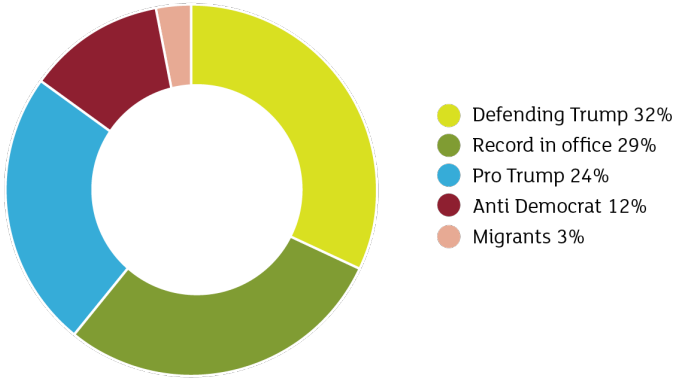
TRUMP ANALYSIS (-40 net sentiment)

118.5k original posts 4.6k unique authors

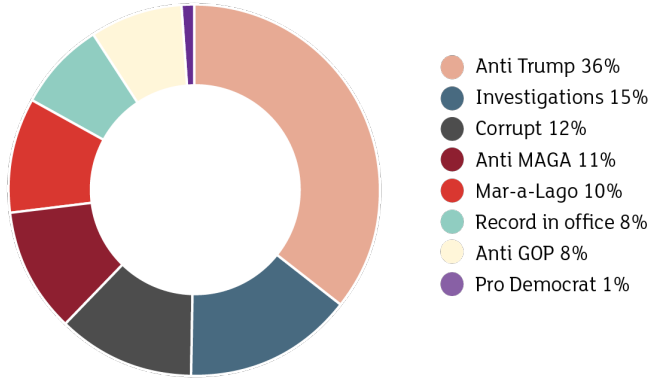
SENTIMENT



POSITIVE DISCUSSION



NEGATIVE DISCUSSION



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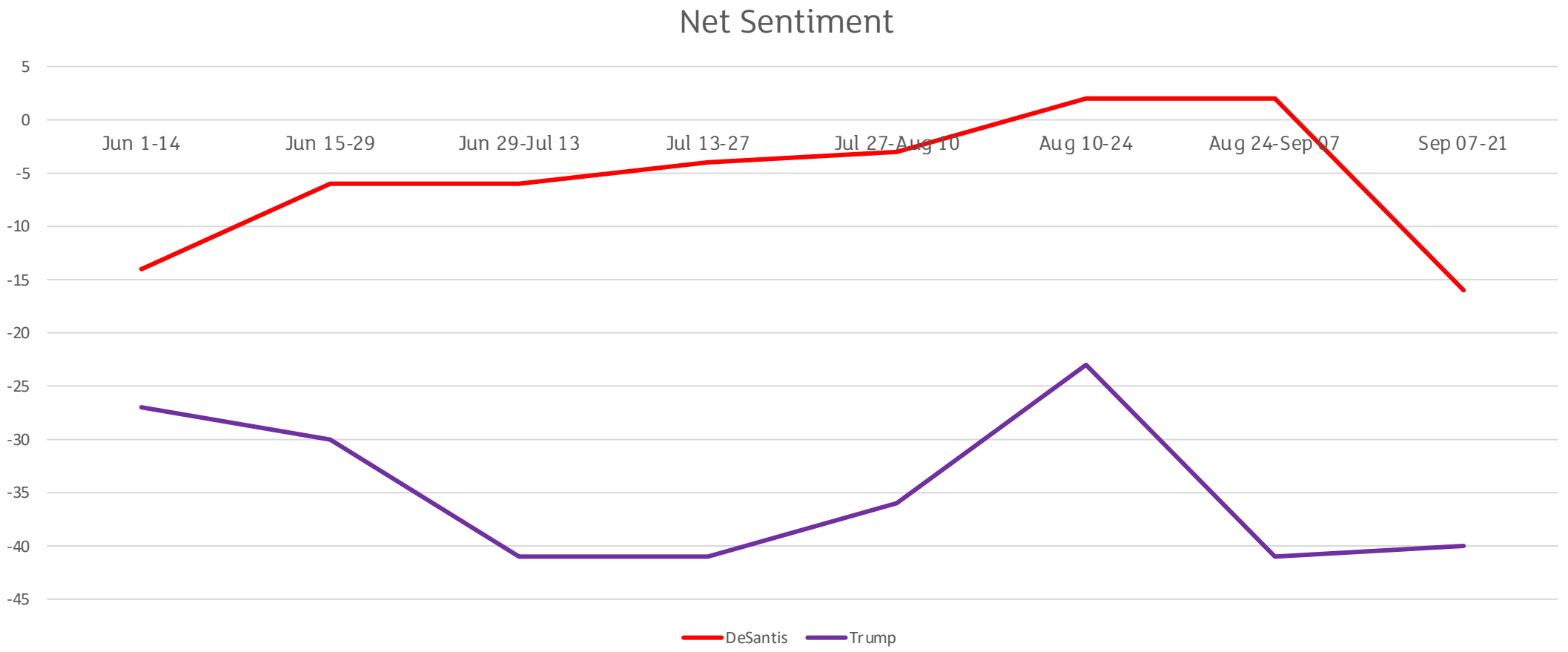
SENTIMENT TRACKER



SUMMARY ANALYSIS

Over the last three and a half months Ron DeSantis' stock among swing voters has been steadily rising (-15 to +2). Despite being in the middle of a re-election campaign these voters have quietly warmed towards him and away from Trump with many regularly stating that they would prefer DeSantis to win the Republican presidential nomination. This trend came to an abrupt end over the last two weeks as many swing voters voiced their anger at DeSantis' following his decision to fly 48 Venezuelan asylum seekers to Martha's Vineyard. His aim was to bring the realities of mass migration to politicians in liberal states with control over immigration laws – and with it the attention of voters to the perceived failure of Democrats in this area ahead of the midterms. On this DeSantis succeeded, but at what cost?

Out of nowhere migration has suddenly become by far the biggest topic of discussion in relation to DeSantis among swing voters, though sadly for him the negative discussion largely outweighs the positive, resulting in his overall net sentiment dropping 18pts (+2 to -16). The 'MV stunt' has riled mainly left-leaning swing voters such as far left (Bernie) supporters who voted Trump and then Biden, along with more centrist voters whose record reads Obama/Obama/Trump/Biden. Many of these people are speaking out against DeSantis for the first time with conversation volume increasing from 11K on average to 36k over the last two weeks. In addition, discussion content makes for grim reading when viewed from DeSantis' perspective with voters labelling him a 'people trafficker' and calling for him to be arrested.

Granted, much of the negative content originates from mid to northern states, as right-leaning southerners report fewer signs of offence. It remains to be seen therefore to what extent his gubernatorial campaign may be damaged by this intervention. However, this analysis shows that there is little doubt that political capital has been spent. The questions are How much? And how long might it take to recover?

With DeSantis on the backfoot for the first time among swing voters, Donald Trump had his first opportunity to close the gap on his Republican rival. With no new revelations or allegations made over the period and the rawness of the 'Mar-a-Lago raid' dissipating, his team could be forgiven for expecting a reasonable increase in net positivity. Sadly for Trump this is not the case with net sentiment remaining stubbornly low (-40).

The conversations follow a now familiar pattern with Trump attacked for the numerous legal challenges and investigations he is faced with. Many are impatient that legal action has not been taken against Trump and remain exasperated at the loyalty of his MAGA base calling them 'a cult' and accusing them of treason.

Previously it was suggested that for Trump's numbers to improve the constant revelations had to stop. Yet this analysis suggests that even during periods when scandal or outrage are not reported it does little to improve how Trump is perceived among swing voters. The damage, it seems, may already be done.

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