

DESANTIS / TRUMP

SWING VOTERS (40K)

Online & Social Media Analysis

September 21 – October 12, 2022



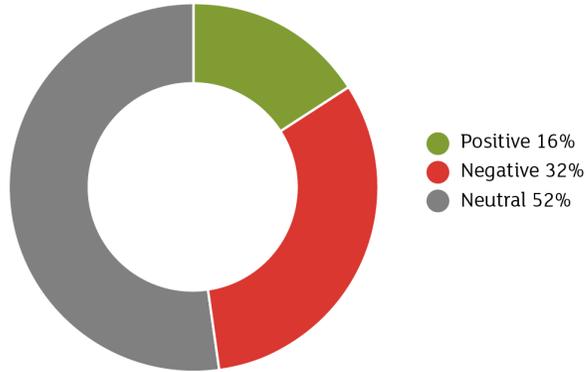
Methodology:

Impact Social analyzed the online and social media discussion in relation to Ron DeSantis and Donald Trump amongst swing voters from September 21 – October 12, 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. .

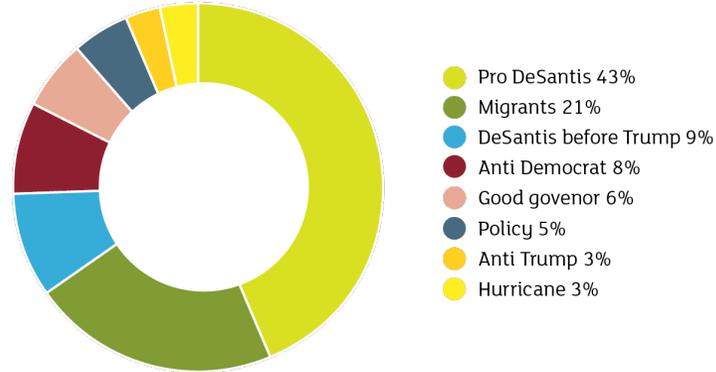
For the swing voter group, Impact Social carried out detailed language analysis of US social media discussions back to May 2016 to recruit social media users into a database of 40,000 swing voters. More specifically we segmented conversations / profiles into "voter types" based on the views they expressed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

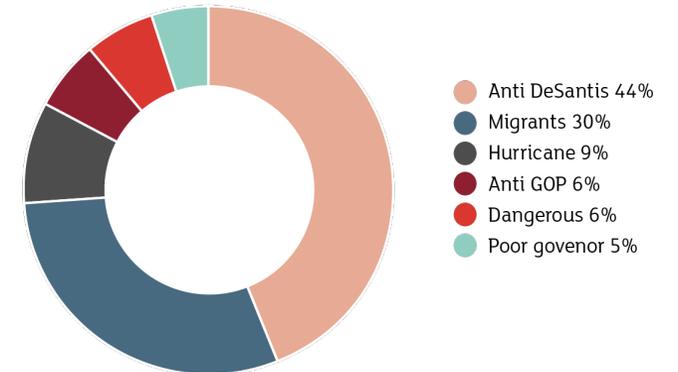
SENTIMENT



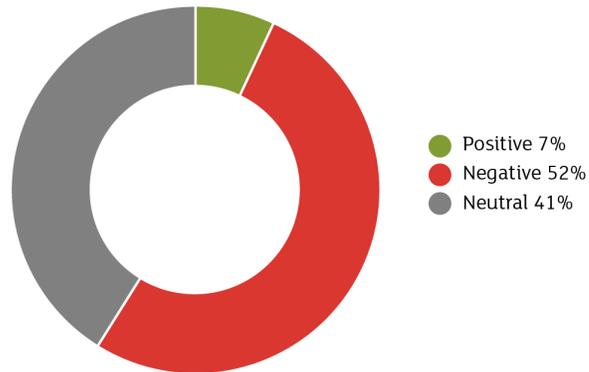
POSITIVE DISCUSSION



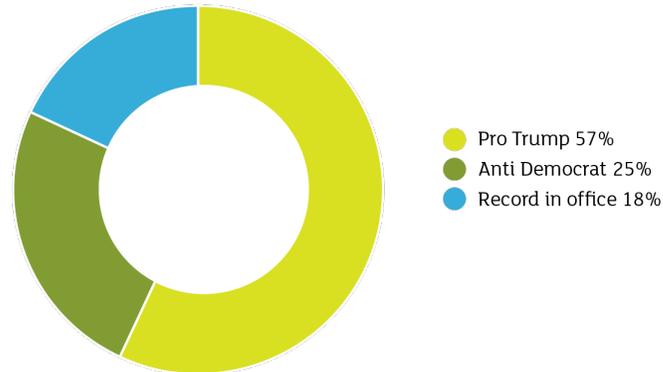
NEGATIVE DISCUSSION



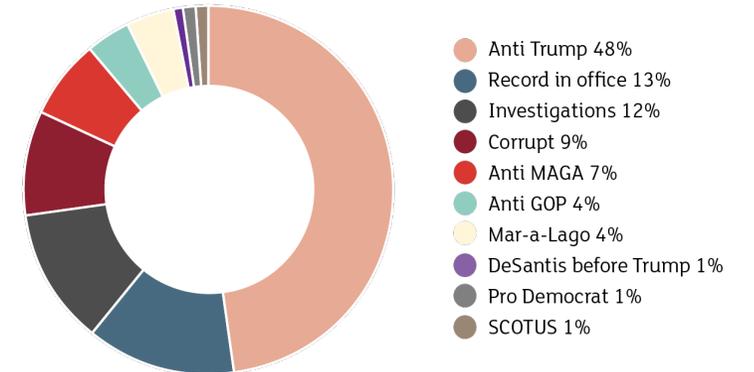
SENTIMENT



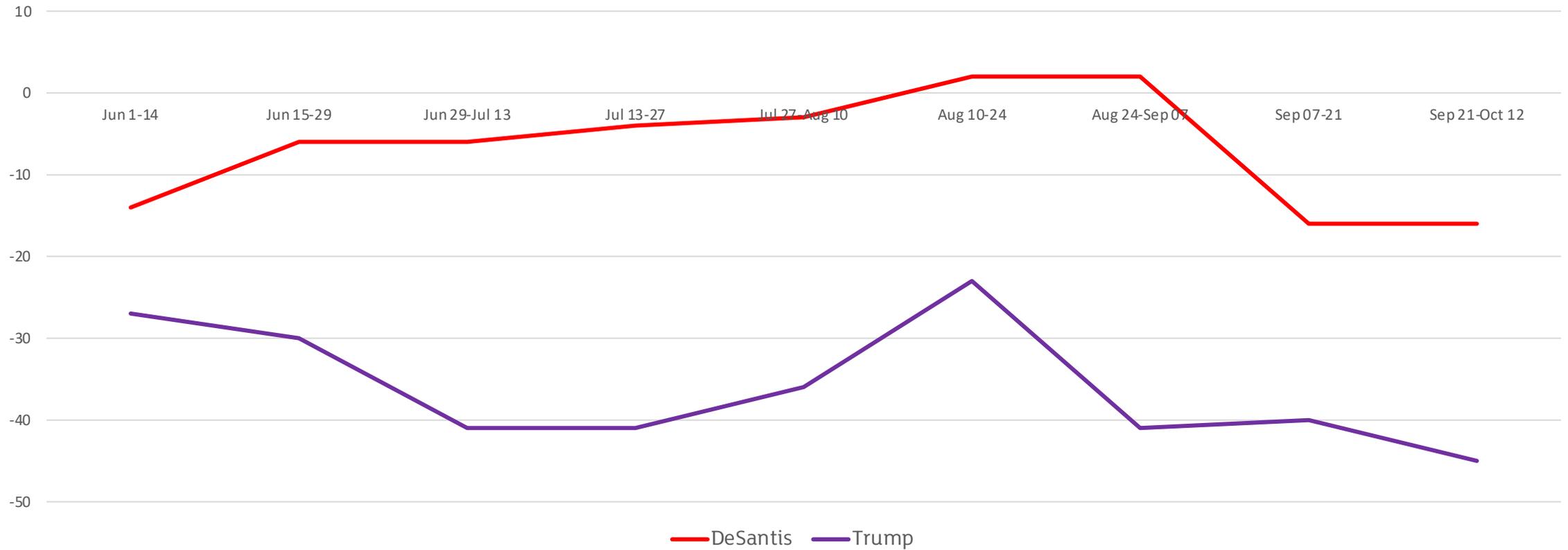
POSITIVE DISCUSSION



NEGATIVE DISCUSSION



Net Sentiment



SUMMARY ANALYSIS

Gov. Ron DeSantis' decision to send migrants to liberal strongholds such as Martha's Vineyard has undoubtedly gone down well with some swing voters. This analysis shows that there are many on the right who are supportive of the policy. They see this as a way to bring the issue of immigration back into the spotlight ahead of the midterm elections in the hope that it helps influence the outcome. Meanwhile others see this is a way of enlightening left-leaning states which sit far North of the Mexican border, as to the problems mass migration brings to those living in the South.

Alas, for DeSantis there are far fewer swing voters with him on this issue than against him. Admittedly, included in here are left-leaning swing voters certain to oppose him on this issue. Yet many on the right – while sympathetic towards the intentions of the policy - are concerned with its implementation. They voice strong reservations as to the welfare of the migrants, their treatment and their alleged use as pawns in a wider political game. The conversations suggest that they see a ruthlessness in DeSantis which they find unappealing which in turn lends credence and momentum to a narrative driven from the left which looks to paint DeSantis as a dangerous authoritarian.

As we know, swing voters are fickle bunch. June to September of this year saw DeSantis' stock slowly rising. Yet his migrant policy has undone much of this work with swing voters now seemingly less likely to give him the benefit of the doubt. Consequently, these voters seem more eager to criticize him over other issues such as his handling of hurricane Ian where DeSantis is being attacked for failing to prepare for its arrival and ridiculed for requesting federal support.

On a more positive note, conversations surrounding migration have dropped over this period. Consequently DeSantis' net sentiment score has stabilized at -16. There is plenty of time to build back support and broaden his appeal. Yet as this analysis shows, as DeSantis continues to build support among the right he needs to be careful not to leave swing voters behind.

If team DeSantis were to seek an example of swing voter abandonment they need only look to Donald Trump. Over this period, despite a drop in media coverage on the numerous investigations and allegations in his name, Trump's net sentiment score managed a new low -45 (down 5). The main driver is an increase in swing voters bad mouthing Trump without referencing a particular policy or topic. General anti-Trump posts now encompass nearly half of all negative comments against him (36% to 48%). For perspective, team Trump should note that during the general election his net average score among the same panel was around -20. Therefore Trump now has twice the number of swing voters speaking against him today than were prepared to do so two years ago.

Naturally, with such a broad range of swing voters within this 40,000+ panel, Trump still garners some support. Yet the same story continues to be told as his supporters speak of his record in office – i.e. economics, foreign policy. On a personal level they once again ignore the many investigations hanging over the former president and instead speak of his strength as a leader. This conversation has remained largely unchanged for the last three months. If Trump is to retain and increase swing voter support he needs to give them a new song to sing.

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