

# DESANTIS / TRUMP

## SWING VOTERS (40K)

Online & Social Media Analysis

October 12 – November 02, 2022



### Methodology:

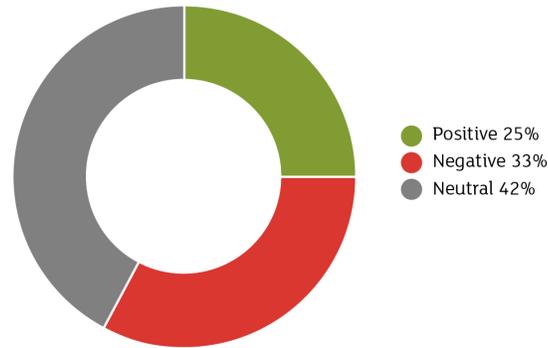
Impact Social analyzed the online and social media discussion in relation to Ron DeSantis and Donald Trump amongst swing voters from October 12 – November 02, 2022. We used algorithms to pull in data. Our expert team then read statistically representative samples of posts to produce the analysis. Each 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:

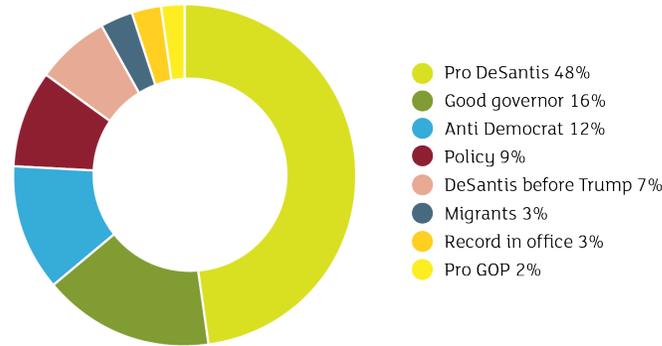
- 1. Disillusioned Trump Voters** - those who make it clear they voted for Trump in 2016 but are now reconsidering, or feel that the president has lost their support
- 2. Undecided** - those who say they don't know who to vote for, or need to be convinced of the validity of a candidate, or who use indecisive 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



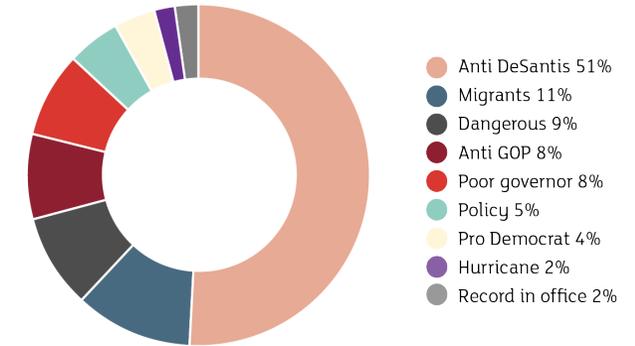
SENTIMENT



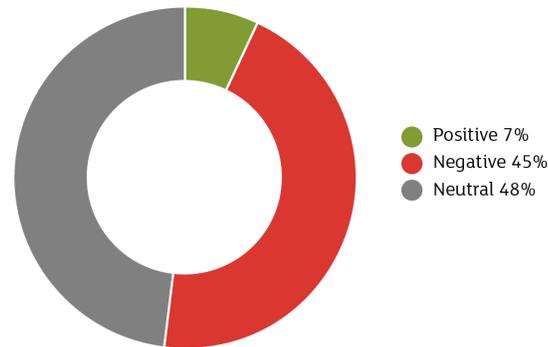
POSITIVE DISCUSSION



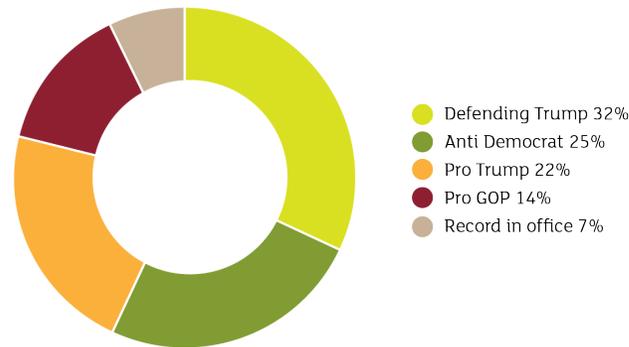
NEGATIVE DISCUSSION



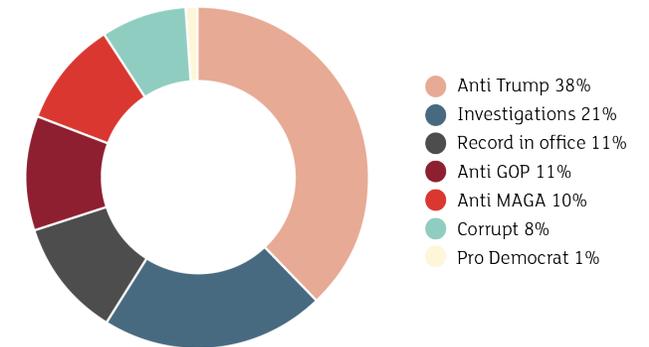
SENTIMENT



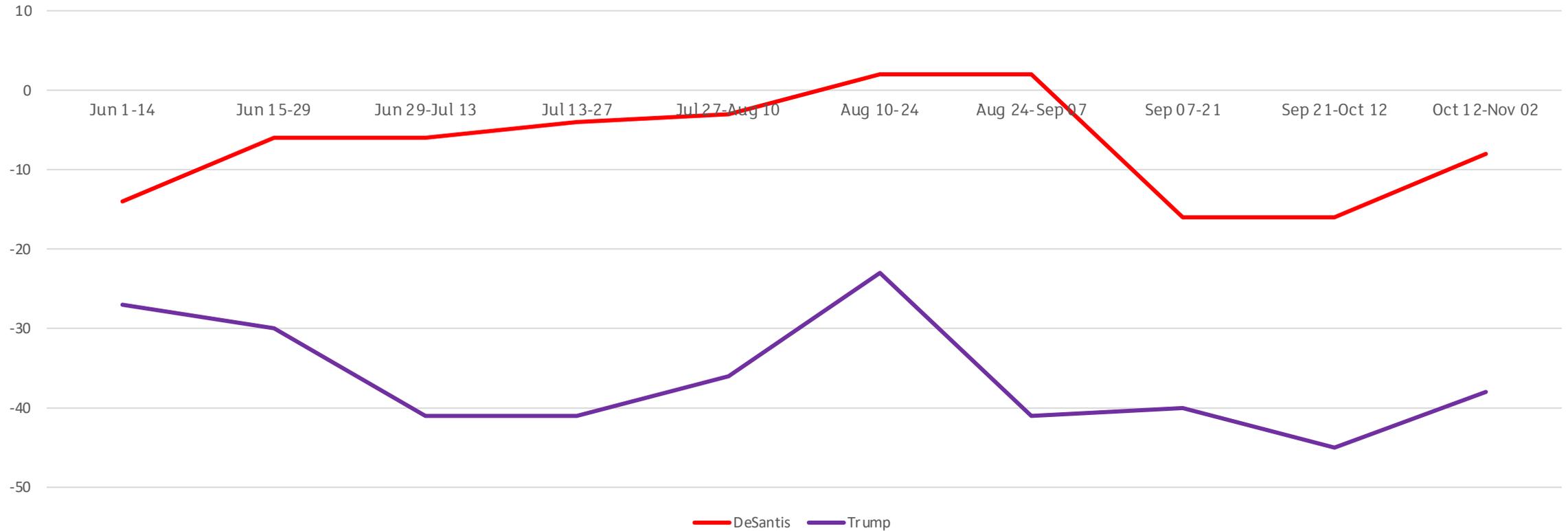
POSITIVE DISCUSSION



NEGATIVE DISCUSSION



### Net Sentiment



## SUMMARY ANALYSIS

This period showed a much improved picture for Ron DeSantis as his net sentiment rose by 8pts (-16 to -8). This has been driven by two key factors, his performance in a Gubernatorial TV debate and a significant decrease in the number of people referencing the shipping of migrants to Martha's Vineyard. Previously this analysis showed swing voters reacting angrily to reports which alleged that DeSantis had sent migrants to liberal strong holds as part of a political stunt. This action badly impacted on his image among this vital demographic and played into a narrative from the left that DeSantis is a dangerous authoritarian who cannot be trusted with power. This latest analysis emphasizes the point further as there is a direct correlation between a reduction of migrant related conversation (21% to 11%), and an improvement in his overall net sentiment. A lesson for team DeSantis perhaps?

Where his team needs few tutorials is in political campaigning which has served to shine a light on DeSantis' achievements to people outside of the Sunshine State. DeSantis/Crist TV debate went down particularly well with swing voters, many of whom comment on his forthright approach. They see him as a straightforward politician who is in no doubt about what he stands for. Those who suggesting he is 'good governor' rose sharply (6% to 16%) as people applaud his stance on the lockdown and his willingness to take on woke ideologists. Some even use the moniker 'America's Governor'. In essence the DeSantis campaign is being noticed by swing voters across America boosting any presidential ambitions he may hold.

Were he to run, DeSantis may face a formidable rival in the form of Donald Trump. Despite not being on any midterm ballot paper Trump has been using the platforms of high profile candidates as his own. As a consequence, Trump's own net sentiment rating has risen by 7pts (-45 to -38). On face value this is an impressive swing. However on closer inspection this is due to voters speaking less negatively about Trump rather than gaining additional support.

Furthermore, a quick look at the overall discussion percentages reveals a startling position; as negative sentiment is five times more likely to be expressed in relation to his name than positive (-45%, +7%, 48% neutral).

The several investigations under 'Trump' continue to stoke the anger of swing voters who believe they render him unfit for office. They are also incandescent at the suggestion that the 2020 election was rigged against him and are fearful as to the impact this continued claim – and any potential future claims – may have on US democracy. Many are also dismissive of his record in office suggesting that the economic woes suffered today are as a direct consequence of Trump's 'tax cuts for the rich' while in power.

Despite this - and as a consequence of voters linking their midterm preferences to Trump - a small proportion of swing voters continue to voice their support. The elections create excitement among right leaning swing voters as the chance to take control of one or both Houses beckons. Success in this regard will certainly benefit Trump as Republicans will likely take the opportunity to point the finger of corruption and blame onto their Democratic rivals and away from their unofficial leader. This may be Trump's biggest hope of getting the attention of swing voters away from the investigations and begin reestablishing himself as a president in waiting.

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](http://www.impactsocial.com)