DESANTIS / TRUMP

SWING VOTERS (40K)

Online & Social Media Analysis

November 02 - 09, 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 November 02-09, 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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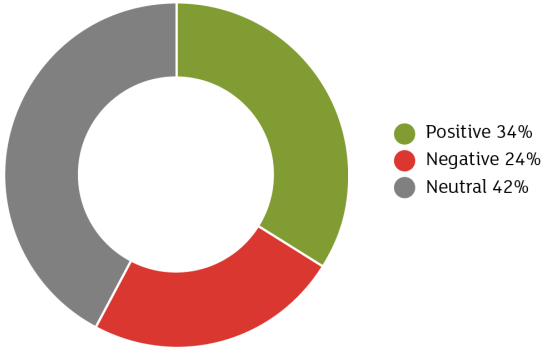
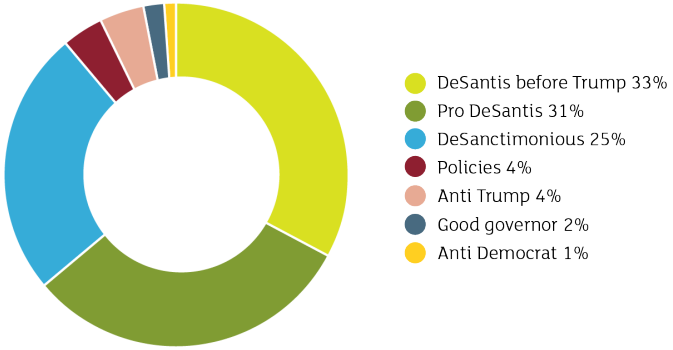
DeSANTIS ANALYSIS (+10 net sentiment)

10k original posts | 1.9k unique authors

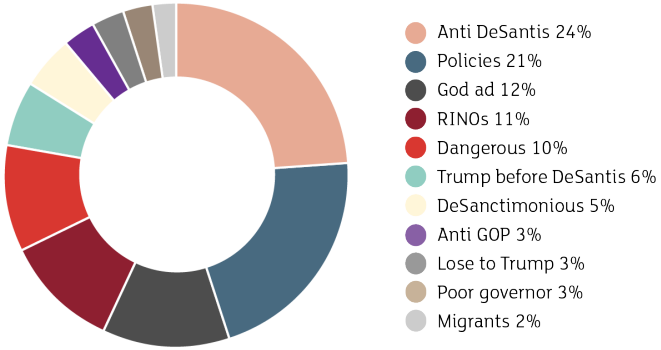
SENTIMENT



POSITIVE DISCUSSION



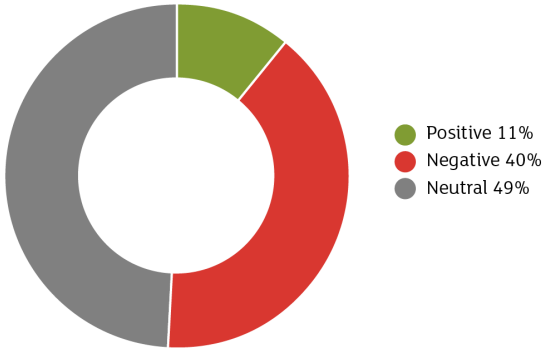
NEGATIVE DISCUSSION



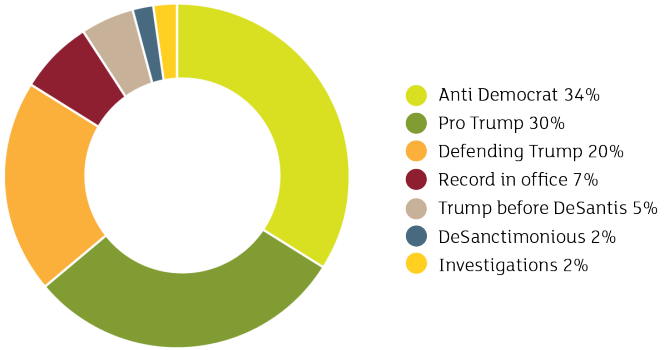
TRUMP ANALYSIS (-29 net sentiment)

42k original posts | 3.8k unique authors

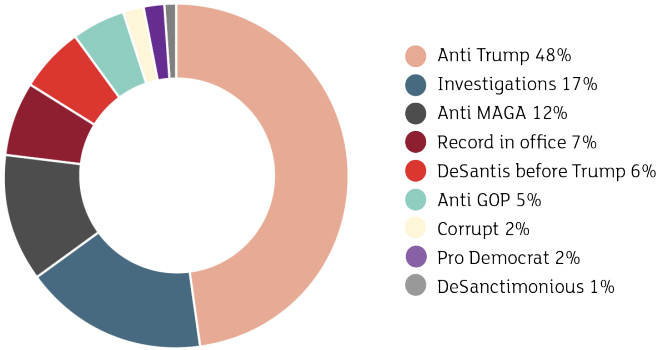
SENTIMENT



POSITIVE DISCUSSION



NEGATIVE DISCUSSION



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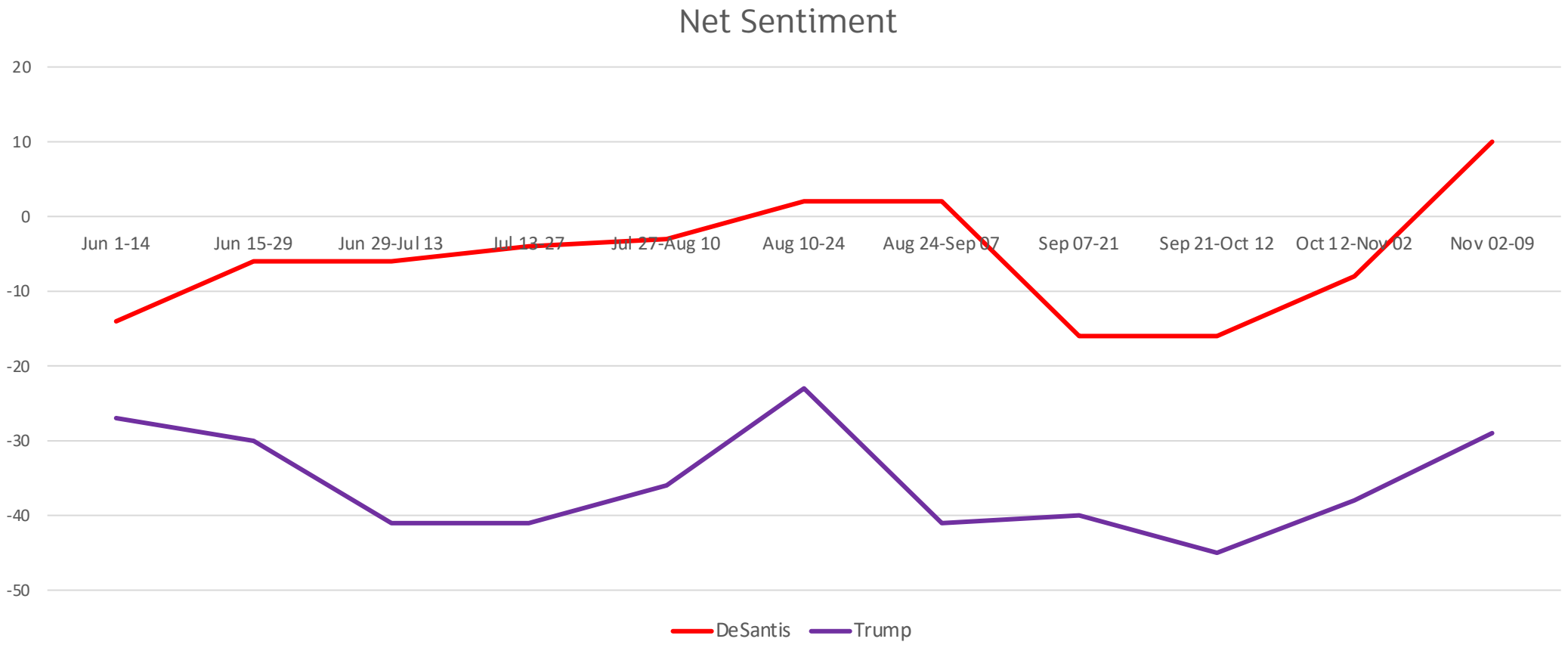
SENTIMENT TRACKER



SUMMARY ANALYSIS

This latest analysis has been heavily influenced by two key factors; the midterm elections and Donald Trump's imminent presidential bid. As a consequence many of the pro Trump discussions were more excitable than previously noted. Some right leaning swing voters clearly expect him to win the Republican nomination and go on to take The White House. They like DeSantis, but feel this is no time for a rookie and that his time will come.

And yet, despite the increased enthusiasm, Trump's overall net sentiment score of -29 remains perilously low. This is mainly due to independent voters – on the eve of the midterm elections – continuing to berate Trump over the numerous investigations in his name, corruption and election denial. So despite using the platforms of high profile midterm candidates as his own – Trump is still failing to win these people round. This poses a serious problem for the Republican leadership as all the evidence shows that Trump has lost the ability to reach outside his base.

One politician who has no such problems is Ron DeSantis whose net sentiment jumped by 18pts over the period (-8 to +10), placing him in a far stronger position among swing voters than the former president. The Governor's performance over the last four years is certainly winning many plaudits with people applauding his leadership and policies. But it is the possibility of running for president which gets these swing voters most excited. Trump's heavy hints towards a presidential re-run prompted right leaning independents to get behind DeSantis and promote him ahead of Trump for the nomination. This was boosted further by Trump referring to FL governor as 'Ron DeSanctimonious'. Many are clearly upset that Trump – on the eve of a crucial election – should look to undermine the Governor. They see this behavior as crass and counterproductive. Such action reinforces the view among these voters that it is time for Trump to step aside and let a new generation take the helm.

However, DeSantis is not immune from criticism form all corners of the political spectrum. As election date loomed general 'anti DeSantis' attacks from left leaning independents continued and were accompanied by people on the right - upset by an advert which appeared to depict DeSantis as being sent by God. Similarly some have been irritated by Republican establishment figures such a Jeb Bush and Paul Ryan pledging support for Ron DeSantis at the expense of Trump accusing the DeSantis of 'conspiring with RINOs'.

In the run up to the 2022 midterm elections many pollsters and pundits predicted a Trump inspired 'red wave' away from the Democrats. Yet this tracker has consistently shown otherwise with Trump averaging -36 net sentiment over the last 5 months (down from -20 during the 2020 election). It comes as little surprise therefore that many Trump-endorsed candidates running in swing states failed to win despite President Biden's sunken ratings. This is in marked contrast to DeSantis who's greater all-round appeal helped convert a less than 1% Gubernatorial victory in 2018 to around 20% in 2022.

Republican leaders are left with a quandary - they know that swing appeal is a vital component in electoral success. Trump had it and dropped it. If they want to win the White House, should they pivot to the man who picked it up?

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