

DESANTIS / TRUMP

SWING VOTERS (40K)

Online & Social Media Analysis

November 22 – December 13, 2022



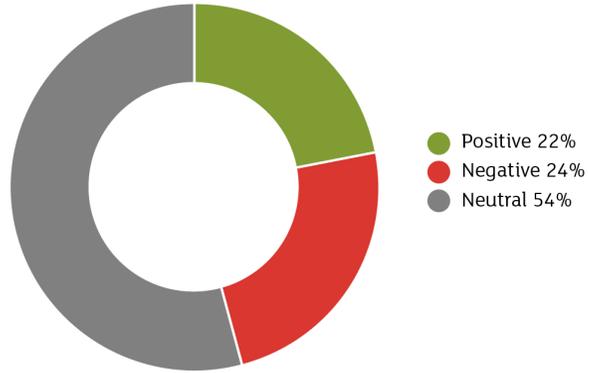
Methodology:

Impact Social analyzed the online and social media discussion in relation to Ron DeSantis and Donald Trump amongst swing voters from November 22 – December 13, 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. .

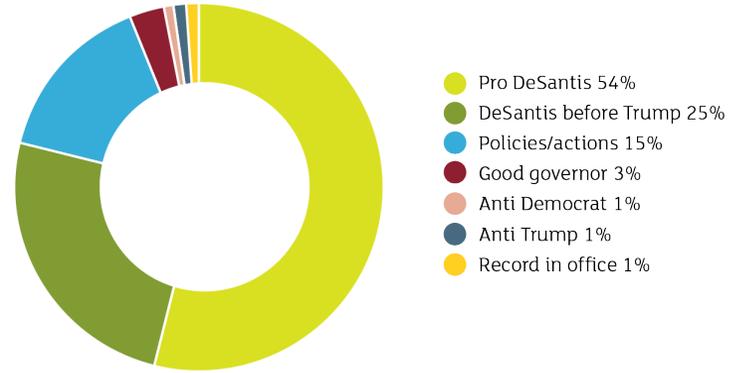
For the swing voter group, Impact Social carried out detailed language analysis of US social media discussions back to May 2016 to recruit social media users into a database of 40,000 swing voters. More specifically we segmented conversations / profiles into "voter types" based on the views they expressed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

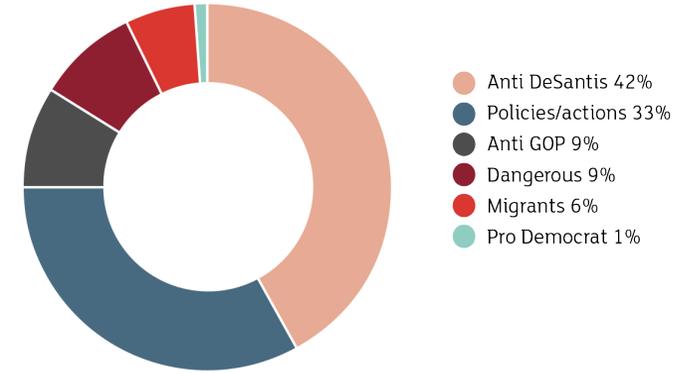
SENTIMENT



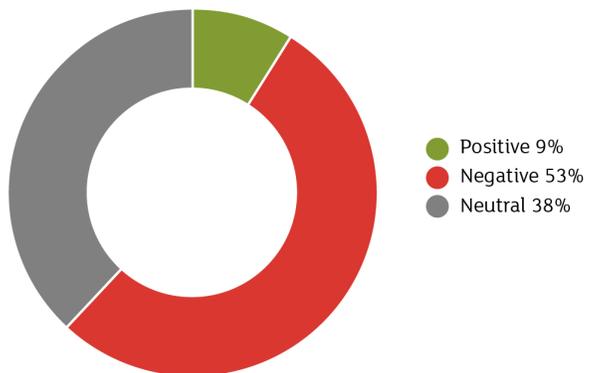
POSITIVE DISCUSSION



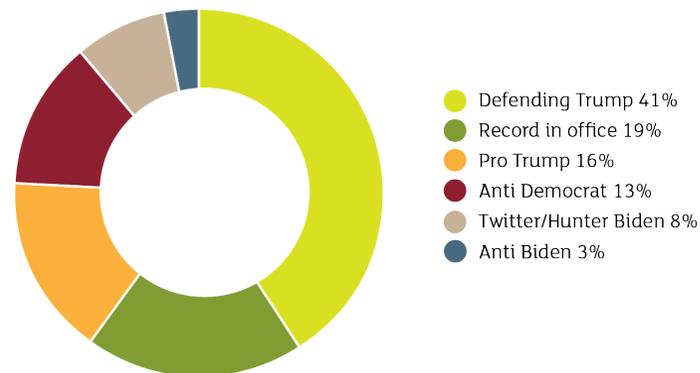
NEGATIVE DISCUSSION



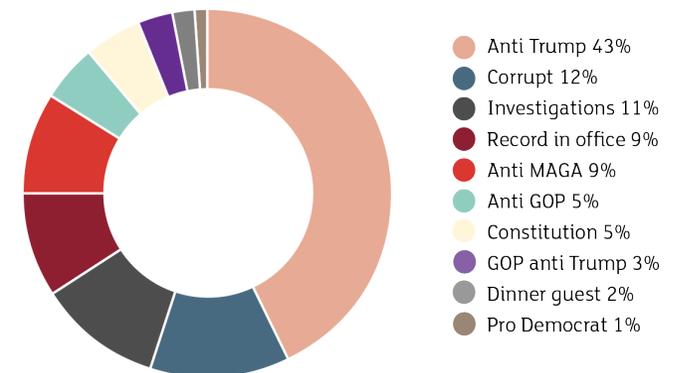
SENTIMENT



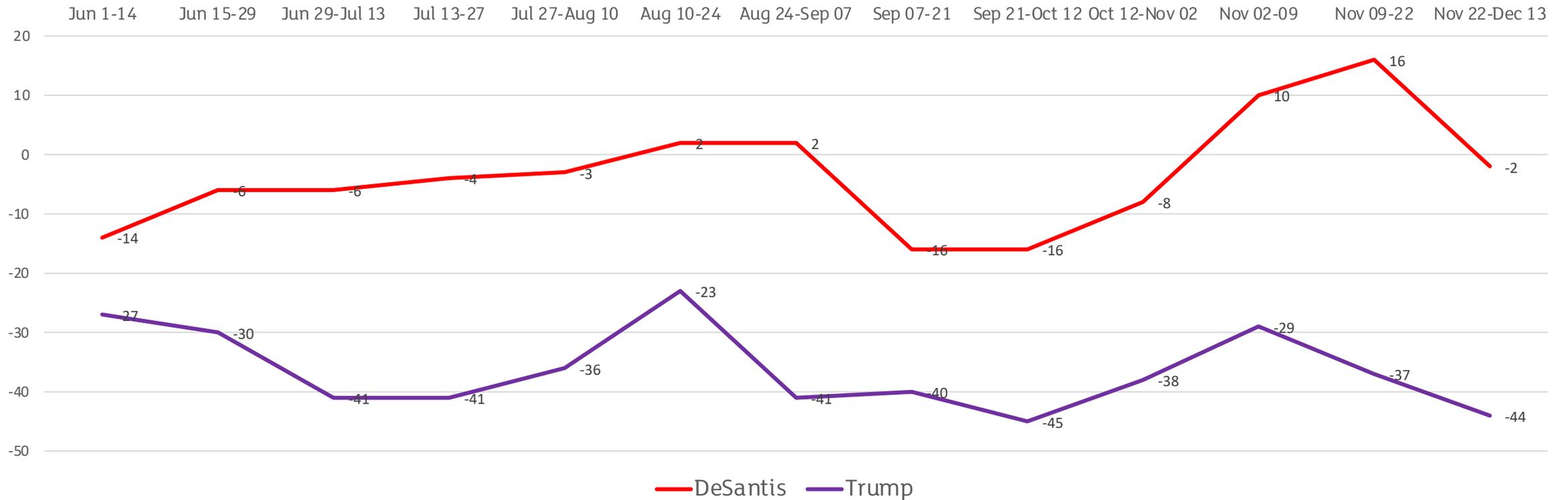
POSITIVE DISCUSSION



NEGATIVE DISCUSSION



Net Sentiment



SUMMARY ANALYSIS

Our last analysis took place just after the midterm elections which could hardly have gone worse for Donald Trump. His candidate picks failed to shine and the anticipated red wave did not materialize (as predicted by Impact Social), with much of the blame laid at the front door of chez Trump. As the subsequent launch of his presidential candidacy was being largely ignored by our 40,000 swing voter panel, it seemed things couldn't get any worse for the former president. Alas, there was more to come.

The last three weeks have witnessed allegations, criticisms and attacks increase from all directions which saw Trump's net sentiment drop by a further 7pts (-37 to -44). When physically reading social media posts from independent voters which include the name 'Trump' - in all its forms - it is relatively difficult to find people with a positive word to say about him. Even those that do, merely offer well worn terms of praise or defence, without addressing the many investigations and criticisms levelled against him.

As is common, Trump doesn't do himself any favors. It seems he is not satisfied with arming his enemy's gun, he insists on taking off the safety catch and helping with their aim. Over this period, for example, Trump's dinner with the much derided Kayne West and an alleged white supremacist serves to distance him from the type of swing voter he needs to win back. Furthermore, his call for the Constitution's election rules to be terminated was received with derision and disdain. This also served to remind swing voters of his fixation with the 'big lie' of 2020 (rebuked at the midterms) rather than looking to the future.

This combined with events such as Trump's senate candidate, Herschel Walker, losing in Georgia, further classified documents being found in Trump's house and his business - on which his credibility is based - found guilty of tax fraud. A torrid period for Trump; all of which is being thrown back at him by independent voters.

Political strategists often look at their candidate's support and ask 'where's the growth?'. At present Trump's people do not have that luxury. A more pertinent question might be, 'How low can he go?'

Since the midterm elections Trump's former protégé, Ron DeSantis, has been basking in applause. As well he might, his impressive victory in Florida has brought him national admiration and serious talk of a shot at the presidency. Yet such attention increases the stakes and has placed DeSantis in the crosshairs of his enemies who have clearly upped their hardware and accuracy.

The last three weeks have shown a marked addition in the number and the level of the attacks against him. DeSantis, for example, is quickly linked to the death of a friend who was under police investigation, his military record in Guantanamo Bay is also being called into question and his actions while in congress are being poured over. Much of this stems from swing voters from the left, burned by their conversion to Trump in 2016. As a consequence DeSantis' net sentiment score drops 18pts (+16 to -2)

As a seasoned political operator this will be expected and reflects DeSantis' status as a major player in the ultimate power game. He will revel in the 42pts with which he leads Trump among swing voters in this sentiment tracker, as well as current polling which makes him favorite among Republican primary voters. Yet there is a long way to go. Should he run for president he will know that these attacks are just the beginning. A mere appetizer for what is to come.

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