

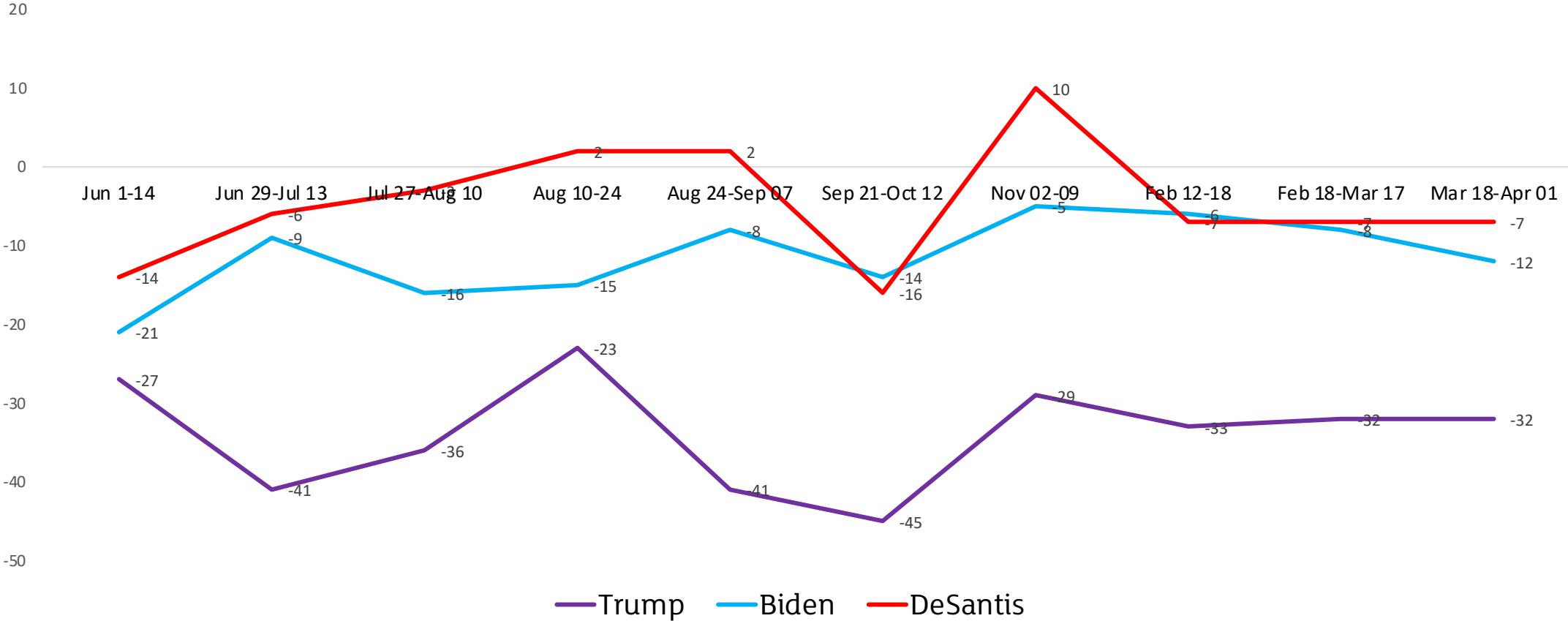
Impact Social Swing Voter Analysis

Biden / Trump / DeSantis

March 18 – April 01, 2023



Swing Voter Sentiment Tracker



Much has been said and written over the last two weeks regarding Trump's pending indictment. With charges about to be served, media and pundits pour over its impact and what it may mean for Trump's re-election bid. Typically, focus tends to concentrate on Republican voters as the former president looks to exploit the situation to his political ends. Many speak of the indictment 'handing the next election to Trump', and suggest that the alleged 'politicization of the justice system' will backfire on the Democrats.

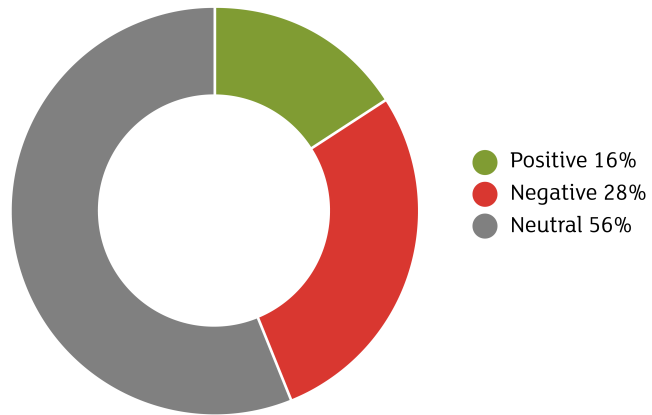
And yet Trump cannot win from his base support alone. This indictment – and any others which may follow – will have to garner the support of people outside of his base such as independents. These voters, the majority of whom have no time for Trump or his followers, would have to be so enraged by recent events as to feel obliged to join the MAGA crowd. Yet this 40,000 swing voter panel shows no such shift occurring. For many months independents have cited the investigations in Trump's name as one of the main reasons they are turned off by him. They have expressed real frustration at the lack of courage from authorities to indict Trump and implored them to step up and do their job. It therefore comes as no surprise that Trump's net sentiment score remains at -32. Trump's arrest is what many independents had been calling for and they will be glad to see him in court.

What might be surprising is how little either DeSantis or Biden are associated with Trump's indictment. With so many Republicans accusing Democrats of 'weaponizing justice,' one might have thought that the sitting Democratic president would come under heavy fire. Yet as we can see, Trump's indictment is barely mentioned in relation to Biden. Likewise, DeSantis feels only a little heat from right leaning independents who feel he doesn't do enough to defend Trump against the left leaning Manhattan DA's office. However, DeSantis involvement is clearly not something which swing voters are too concerned about. In other words, among independents, Trump's legal woes are an issue only for Trump – they have little impact on the brand of his competitors.

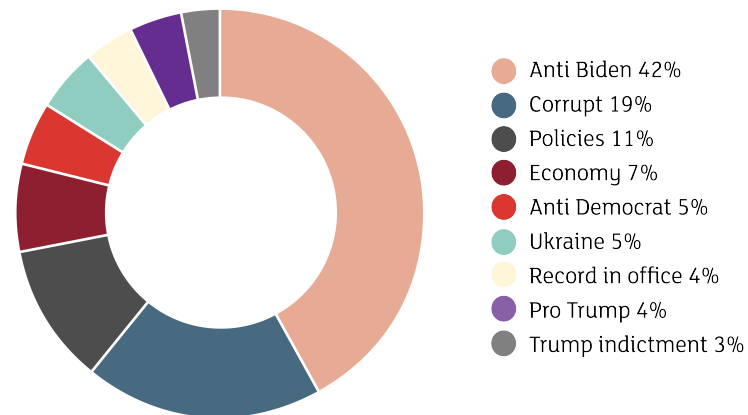
So, far from 'handing the election to Trump' the events of the last few days have lengthened the odds of his return to the presidency. Independents have long since been turned off by Trump's antics and the chaos that surrounds him. His indictment serves to further alienate the voters he desperately needs to attract if he has any hope of being back in the White House.

All this is music to the ears of the Democrats, as the right rally for Trump and rail against the 'abuse of the judicial system'. Meanwhile - as this insight has consistently shown - only Ron DeSantis has what it takes to grab the independent vote from the left. Should he stand for the presidency he has one major question to the Republican hardcore, 'Are you happy just bleating, or do you want to win?'

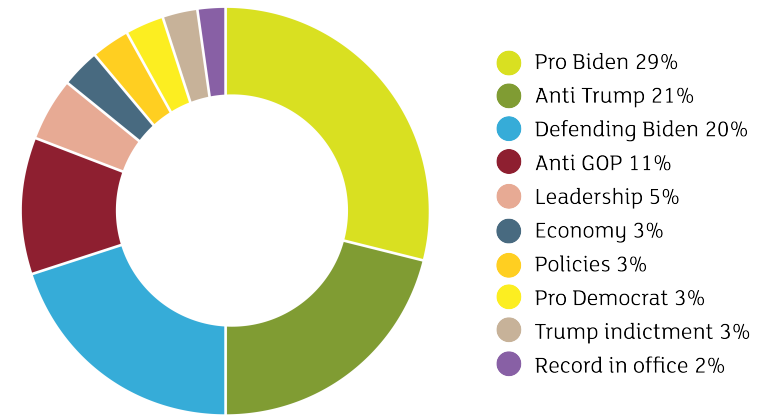
SENTIMENT



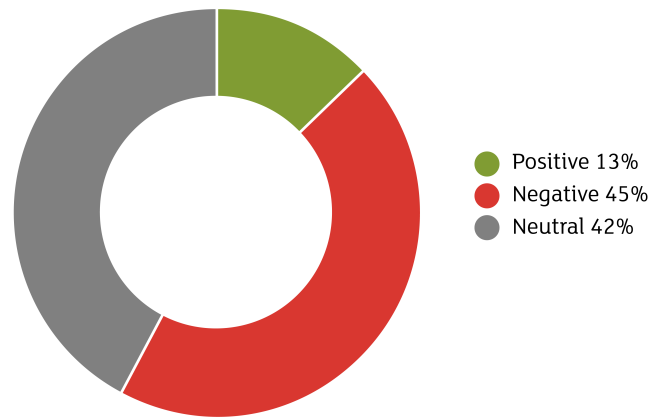
NEGATIVE DISCUSSION



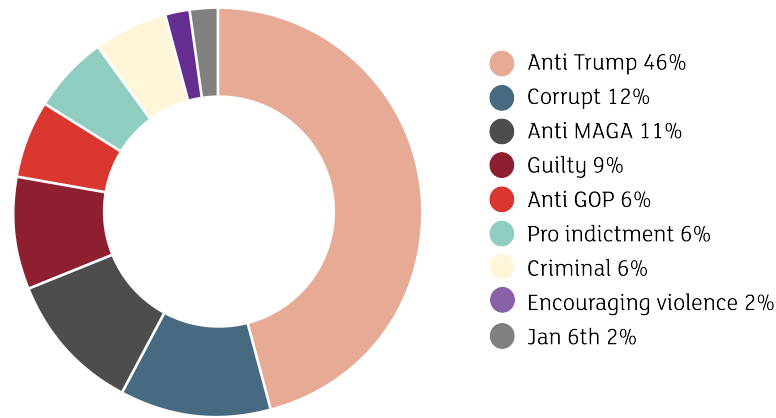
POSITIVE DISCUSSION



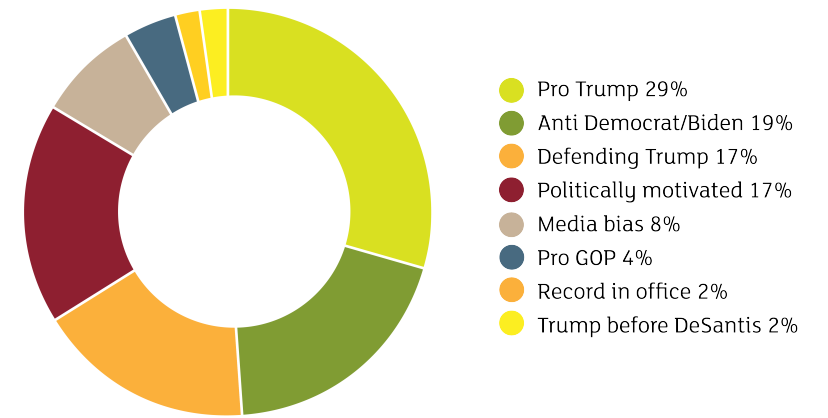
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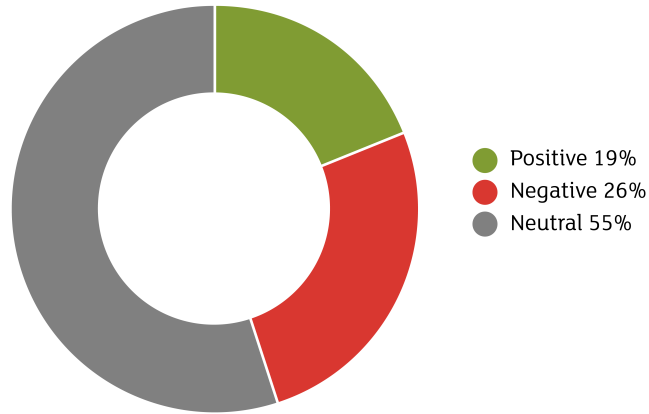
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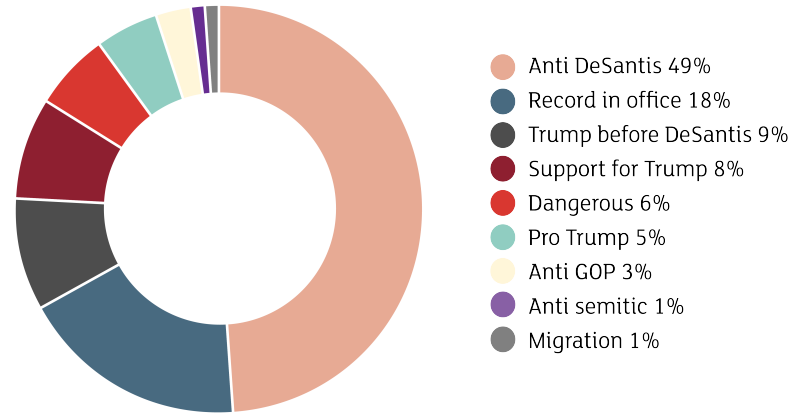
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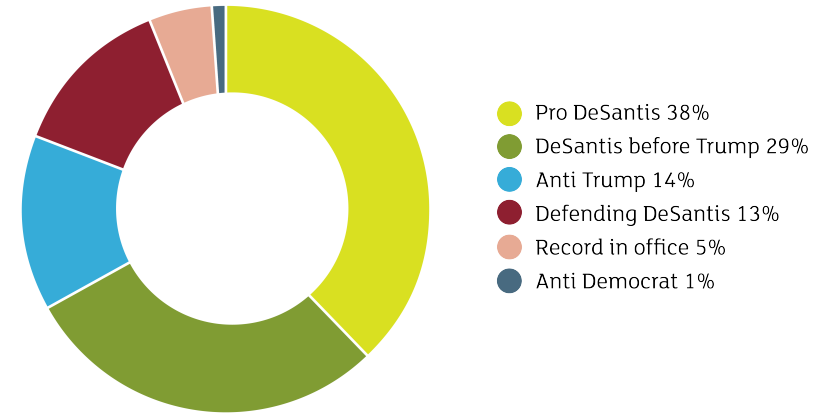
SENTIMENT



NEGATIVE DISCUSSION



POSITIVE DISCUSSION



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- 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

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