

SWING VOTERS (40K)

Online & Social Media Analysis

July 05-19, 2023



ABOUT THE SWING VOTER DATASET

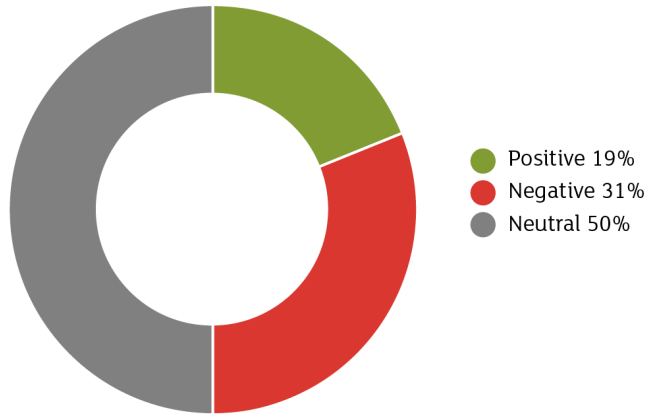
Methodology:

Impact Social analyzed the online and social media discussion in relation to president Biden amongst swing voters from July 05-19, 2023. 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. .

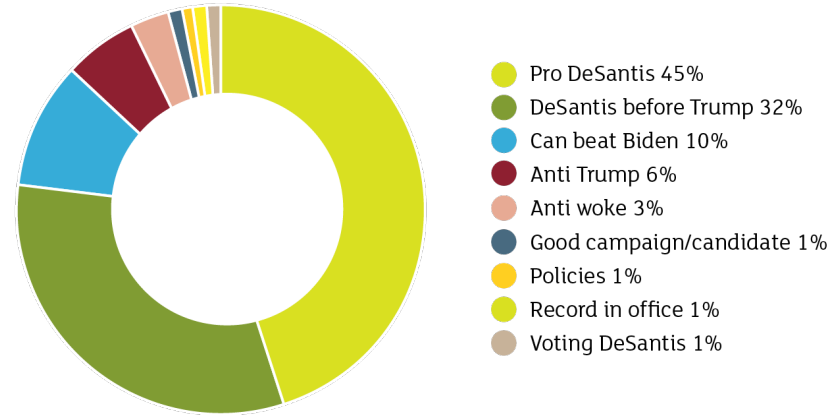
For the swing voter group, Impact Social carried out detailed language analysis of US social media discussions back to May 2016 to recruit social media users into a database of 40,000 swing voters. More specifically we segmented conversations / profiles into "voter types" based on the views they expressed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

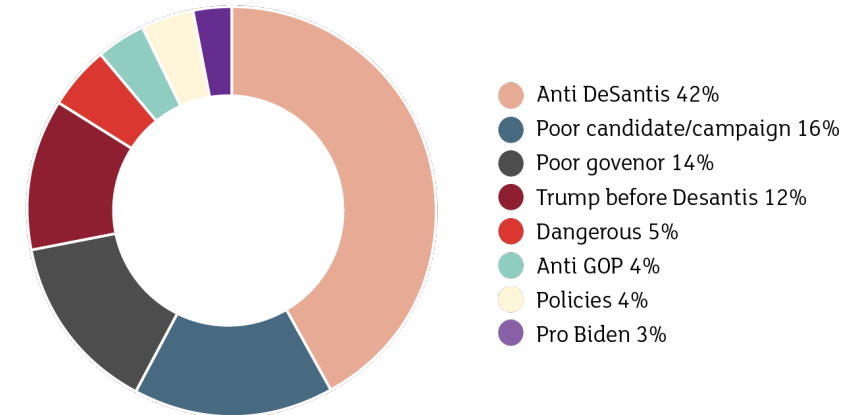
SENTIMENT



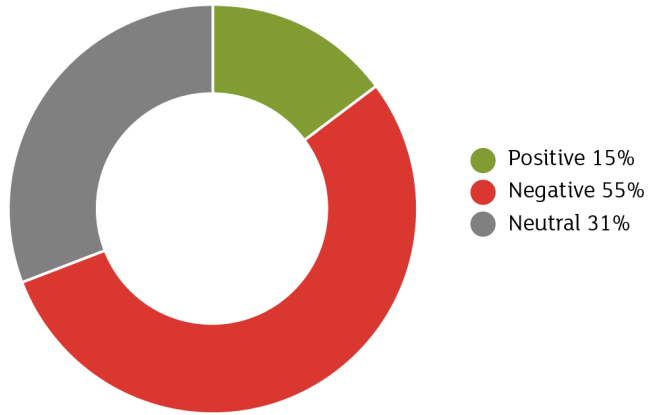
POSITIVE DISCUSSION



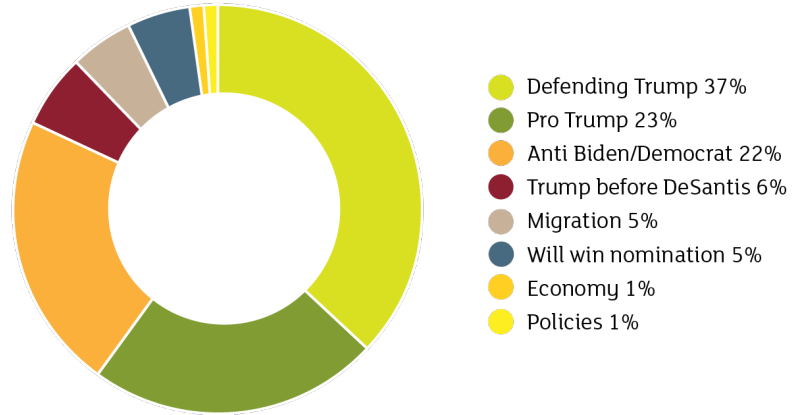
NEGATIVE DISCUSSION



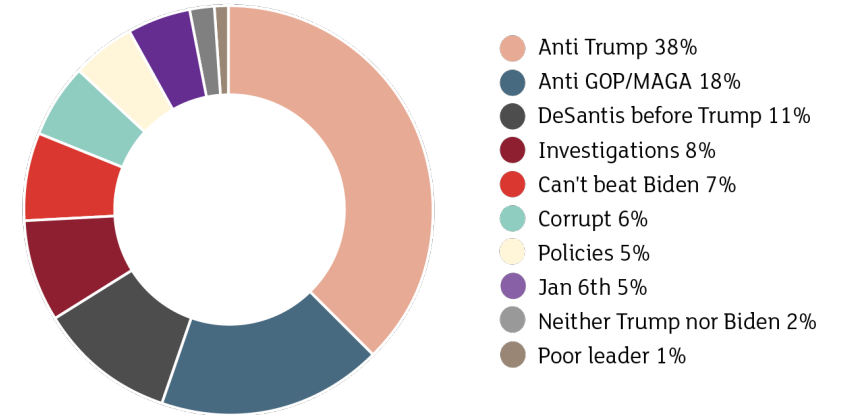
SENTIMENT



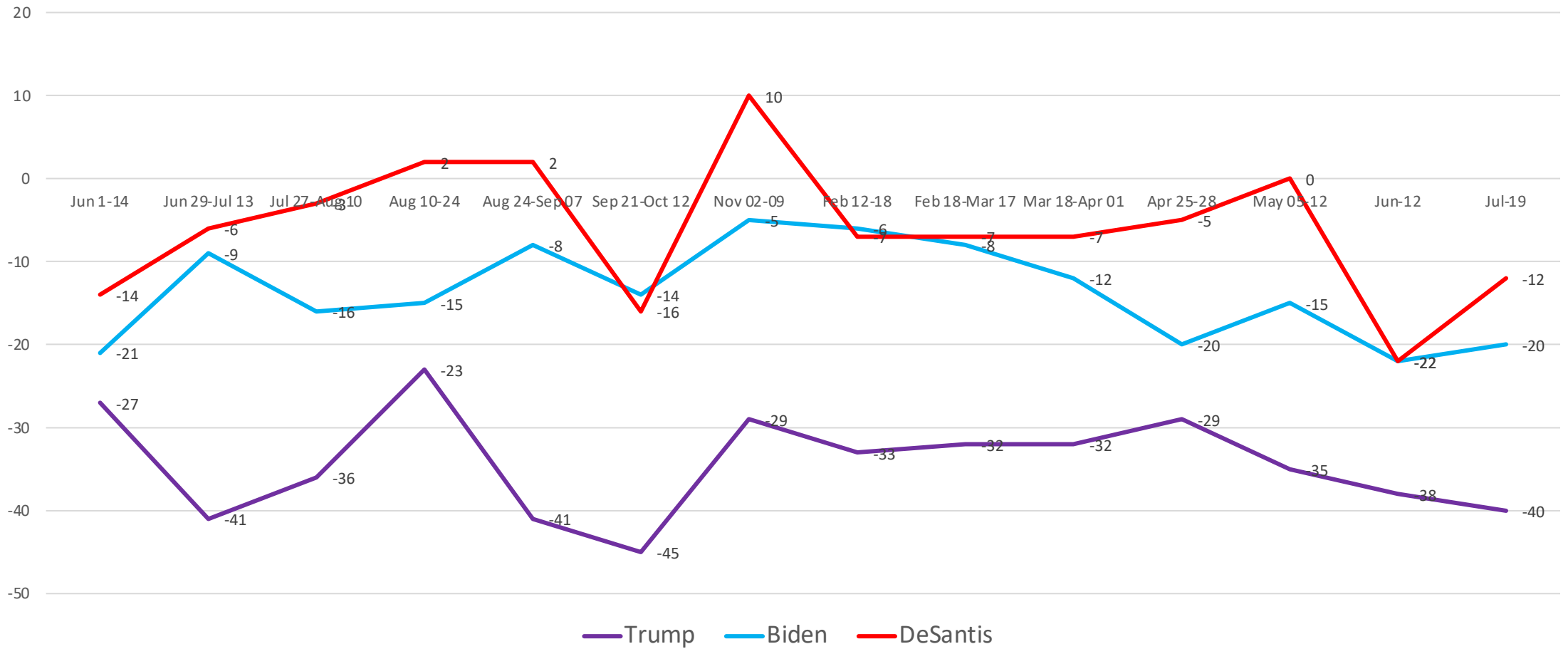
POSITIVE DISCUSSION



NEGATIVE DISCUSSION



Swing Voter Sentiment Tracker



There is an interesting up-tick in net sentiment for DeSantis over this period (up 10 pts: -22 to -12). Topic related conversations among swing voters are broadly similar. Discussions with regards policies or pronouncements - such as his 'war on woke' or his CNN interview - are of secondary interest at present. What has changed is the number of right leaning independents expressing grave concern that Trump cannot beat Biden. For them this is a simple pragmatic realization that if Trump wins the GOP nomination, Biden gets re-elected.

Importantly, DeSantis is the most preferred alternative by far. Short shrift is given to any other candidate. In the eyes of the majority of right leaning Republicans, DeSantis gives them the best chance of winning back the White House. Here are examples of the type of language being used:

🗣️ *Trump can NOT win the general election. It's NOT about dividing the party. It's about winning the general election.*

🗣️ *Trump can't win period.. I'll roll my chances with DeSantis winning over moderate Dems and Independents - who HATE Trump's guts with a passion.*

🗣️ *If DeSantis doesn't win, we're screwed*

🗣️ *It's ride or die with desantis, no one else has a shot*

🗣️ *DeSantis will get the cross-over vote (just like Reagan did). Trump will not. DeSantis has likability, Trump does not. DeSantis will have people who refuse to vote for him, Trump has 10 million people who would jump into a fiery volcano to vote against him. Trump cant win*

🗣️ *There is only one guy who beats Biden and that's DeSantis*

On this they have a point. This 40K swing voter tracker has – for the last 13 months shown Trump's complete inability to connect with swing voters. Such is their low opinion of him that his sentiment was barely impacted by either indictment – their contempt was already baked in. So the question from right leaning independents to their GOP counterparts is simple, are we going for DeSantis, or are we happy to see the Democrats take the White House?

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