

SWING VOTERS (40K)

Online & Social Media - Analysis GOP Primary TV Debate

21:00 August 23, 2023

To

23:00 August 24 2023



ABOUT THE SWING VOTER DATASET

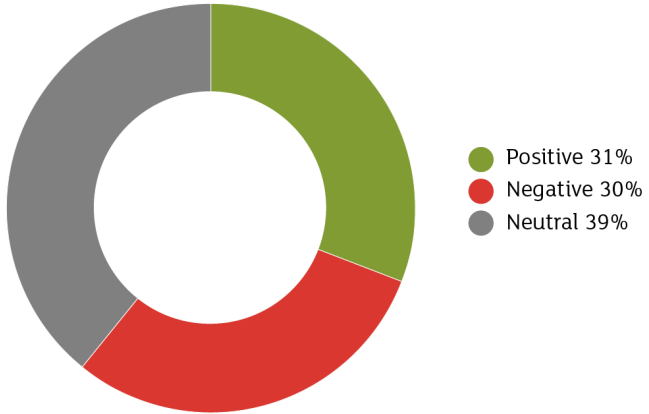
Methodology:

Impact Social analyzed the online and social media discussion in relation to president Biden amongst swing voters on August 23, 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. .

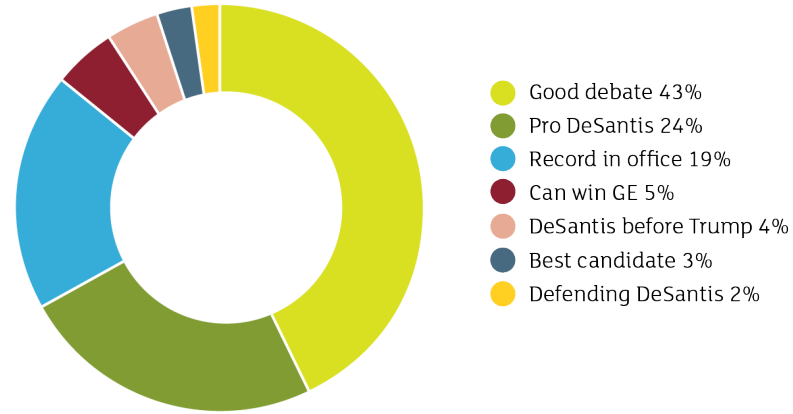
For the swing voter group, Impact Social carried out detailed language analysis of US social media discussions back to May 2016 to recruit social media users into a database of 40,000 swing voters. More specifically we segmented conversations / profiles into "voter types" based on the views they expressed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

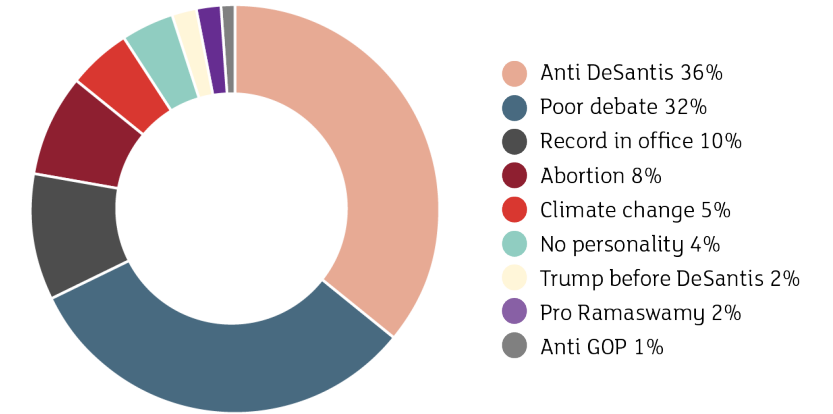
SENTIMENT



POSITIVE DISCUSSION

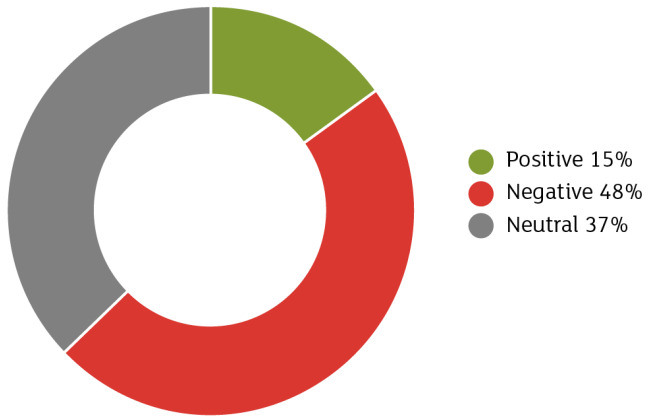


NEGATIVE DISCUSSION

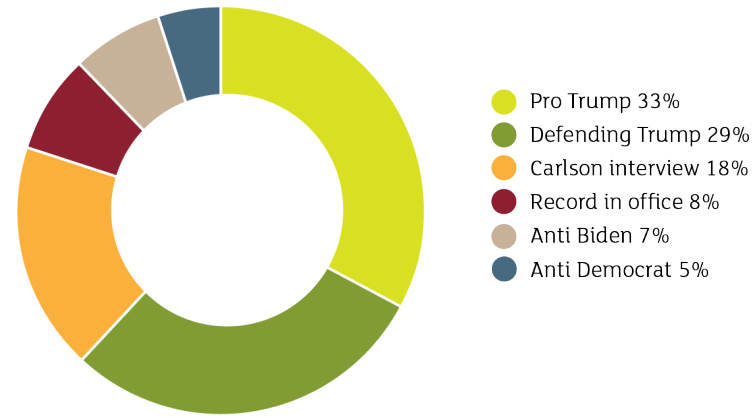




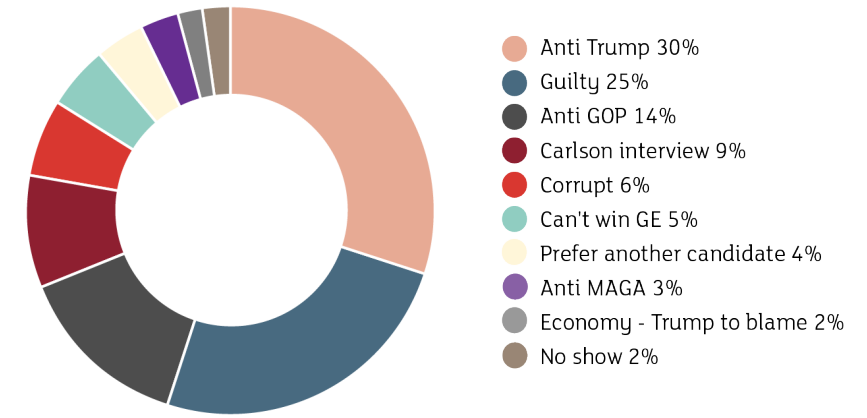
SENTIMENT



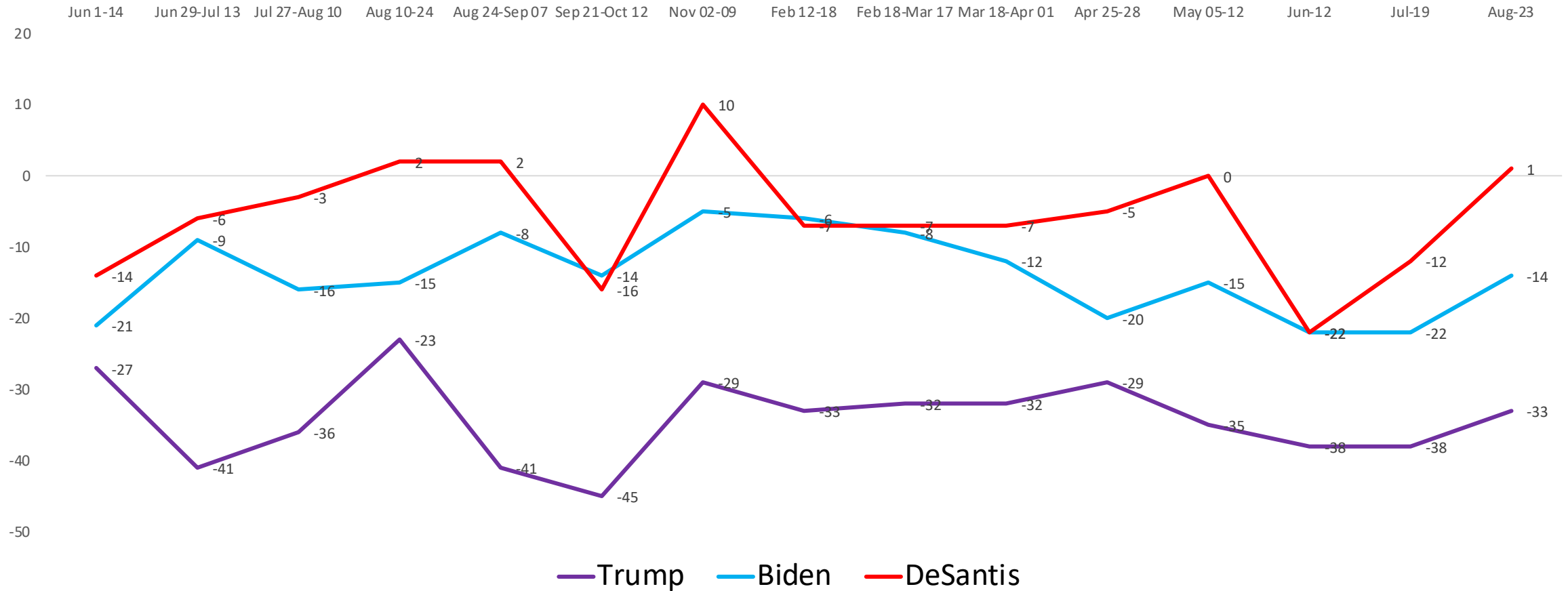
POSITIVE DISCUSSION



NEGATIVE DISCUSSION



Swing Voter Sentiment Tracker



SUMMARY ANALYSIS

Many post-debate media reports and pundits confidently told us that Governor Ron DeSantis had a poor night. They said his performance was muted; he failed to make a mark; he was upstaged by excitable newcomer, Vivek Ramaswamy. Our 40,000-strong swing voter panel - those with more than a passing interest in politics or headlines – had a very different take.

These are people who actually watched all or part of the debate and, while they didn't see DeSantis dominate or set the event on fire, they reported a very solid performance from a man who radiated experience and gravitas. For many, he was the debate 'winner' or was part of a group who enhanced their 'leading contender' status. For our panel, Ramaswamy was not a genuine contender: many independent voters were more likely to suggest he was 'annoying' and/or a 'pip squeak'.

As with all such debates, a voter's preconceived opinion often clouds their judgment of candidate performance. Those with a negative perspective of the governor tended to have their opinions reinforced. On the flip side independent voters with a positive view of DeSantis were delighted with what they saw. Many were impressed with his emphasis on his record, in particular his education, crime and Covid policies. In their eyes, his ability to provide real time achievements sets him apart. They were also pleased he didn't mention 'woke'. Crucially, many are in no doubt he would beat Joe Biden in a general election.

In summary swing voters were impressed with Ron DeSantis. His was seen as a dependable performance on which to build. He certainly didn't lose any support among our panel. The figures suggest that he may even have gained some new admirers as he receives a positive net sentiment score for the first time on our tracker since the midterms.

The conversation in relation to Donald Trump – taking place at the same time – is markedly different. Many were incensed at the cowardice of most GOP candidates in avoiding any anti-Trump sentiment. There was confusion at the way candidates praised Mike Pence for preventing Trump from 'stealing' the election yet also pledged their support Trump were he to win the nomination. Consequently, they (including many former long-time GOP voters), express a loathing of Trump, the GOP leadership and the MAGA crowd.

For those independents enthralled by the former president the Tucker Carlson interview was vintage Trump. They loved it. Yet, as this tracker has consistently shown over many months, the majority simply detest him. It is therefore no surprise to see them criticizing the discussion describing it as 'bizarre', and 'just lies'. They were incredulous Trump's suggestion that the figures for the Carlson interview – conducted on Twitter/X - were far greater (230m) than for the GOP debate on TV, suggesting these numbers were beyond parody.

Overall, the conversation during and following the GOP debate will have changed little in the fortunes of these two presidential hopefuls in the eyes of independents. DeSantis remains popular and would have a good chance of beating Biden in a general election. While Trump's every appearance, indictment and public event reinforces swing voter contempt for him which appears likely to increase should he win the GOP nomination.

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