



ONE COUNTRY

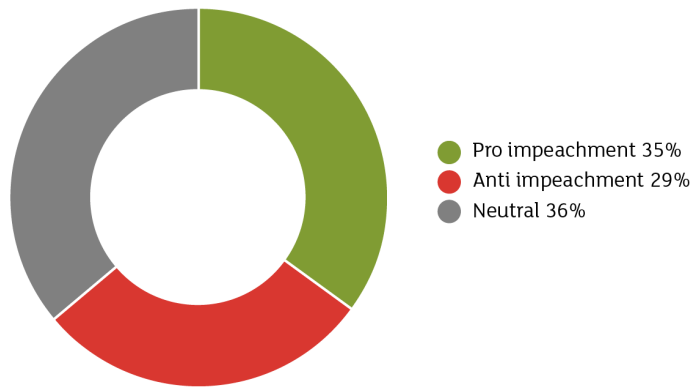
“Impeachment”

Snapshot Online and Social Media Analysis in Rural
Iowa, Michigan, Minnesota, New Hampshire,
Pennsylvania, and Wisconsin

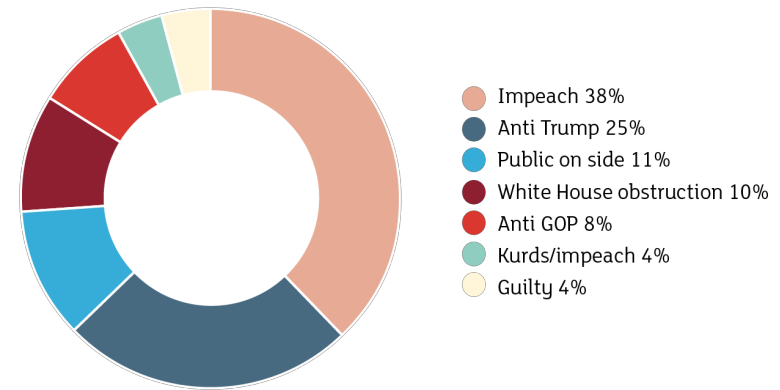
October 2019



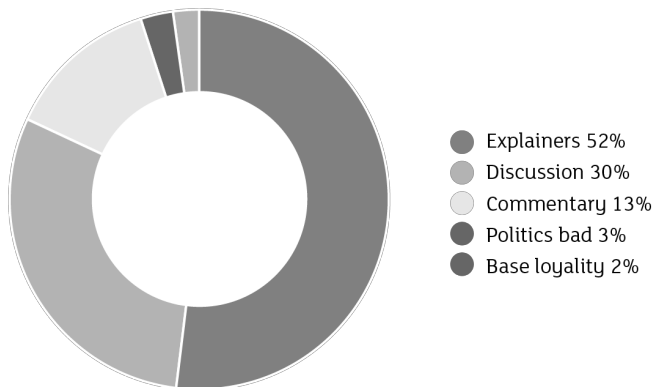
SENTIMENT



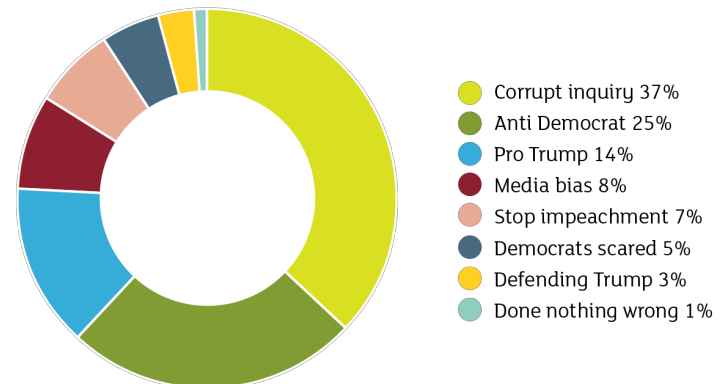
PRO IMPEACHMENT TOPICS



NEUTRAL TOPICS



ANTI IMPEACHMENT TOPICS



Analysis: Key Takeaways

- The online discussion around impeachment is deeply polarized, with those in support or opposed choosing partisan sides rather than weighing the evidence. Discussion is heated on both sides, however those on the right seem to be reading and reiterating consistent talking points while reaction on the left appears more organic.

Pro-Impeachment Sentiment

- There is no doubt that President Trump should be impeached. His attempt to bully or bribe the Ukrainian President is just one of many occasions where Trump has abused his position and Speaker Pelosi needs to move forward with impeachment. To the people in this conversation, impeachment is an inevitable conclusion of a presidency built on lies and hatred.
- The refusal by the White House to comply with the impeachment inquiry reaffirms their conviction that President Trump and his team have something to hide. They are buoyed by polling which suggests that an increasing number of Republican voters agree that the president should be impeached.
- Their anger and frustration extends to Republicans who they see as Trump enablers who are guilty by association.

Anti-Impeachment Sentiment

- Previously this analysis showed Trump supporters seemingly a little shell shocked by the speed of the impeachment process and slow to react. They are now engaged and actively amplifying the defensive talking points used by President Trump and his team.
- The main line of attack states that the impeachment inquiry is the latest manufactured attack from Democrats trying to take President Trump out before the 2020 election. They discuss similar actions by President Obama and attack their opponents, accusing them of desperation. This conversation is accompanied by people defending Trump's record in office and support for his accomplishments.
- Information in support of impeachment is aggressively challenged such as accusing Fox News of falsifying polling data which showed public opinion narrowly in favor.



Sample Posts

Pro-Impeachment Sentiment

💬 *dems need to get off their A& or risk this going down the Mueller hole - if I hear one more time "that's another article of impeachment"- with no action WTF @SpeakerPelosi @RepAdamSchiff Quit dancing and engage!*

💬 *Nothing says "we're innocent" like obstructing an impeachment investigation*

💬 *58% support your impeachment. 25% of Republicans support your impeachment. Scared are we? You lying, criminal, disgusting Buffoon*

💬 *Why are more and more Americans supporting impeachment? Because we've seen the evidence. Process defenses by the @GOP don't work. The conduct of @POTUS is indefensible. He solicited foreign powers to meddle in our electoral politics. And he will do it again unless he is removed.*

Anti-Impeachment Sentiment

💬 *Raise your hand if you knew Dems planned to impeach Trump all along regardless of the facts*

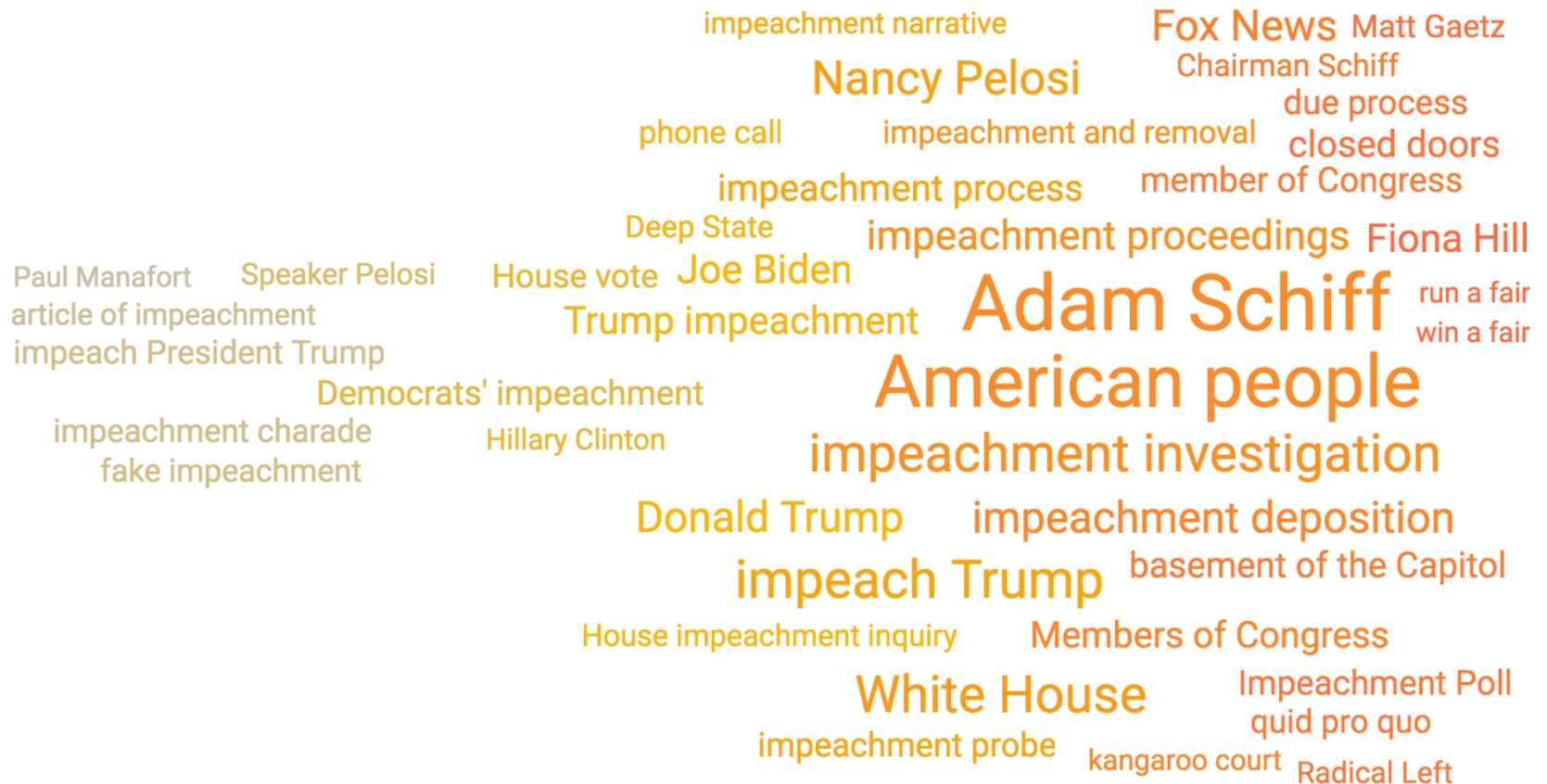
💬 *Let's be honest: this is not a House impeachment inquiry, it's a Democrat Party impeachment inquiry. The Democrats are abusing the Constitution and their small House majority. And the media are all in*

💬 *The Democrats are Harassing President Trump because he has accomplished more than they ever have. If Trump was doing a bad job they wouldn't be trying to impeach him, they would just sit back & say "We told you so". @realDonaldTrump I can't say it enough, We stand with you*

💬 *How many saw the FNC impeachment poll & were annoyed with the obvious slanting of bias? This network has gone in the toilet since Rupert gave up control. With a few exceptions, it is not to be trusted. Booting Shep was just a baby step to regain GOP trust.*



Keyword Tracker



Fading

Trending



Prepared for One Country Project

by  **impact**Social



Methodology

This analysis is based on collected, publicly available, online data geo-located to rural populations in the six states from October 1–14, 2019 related to President Trump’s impeachment. In total, 10,800 posts from 839 authors were collected across the six states.

Randomized, representative samples of these conversations were analyzed after removing shares, retweets, repetition, media, and influencers from the dataset to focus solely on the views of local citizens. These conversations were then scored – positive, negative, or neutral – from the perspective of Trump.

