



# ONE COUNTRY

## “Impeachment”

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

November 2019

# Rural Citizens

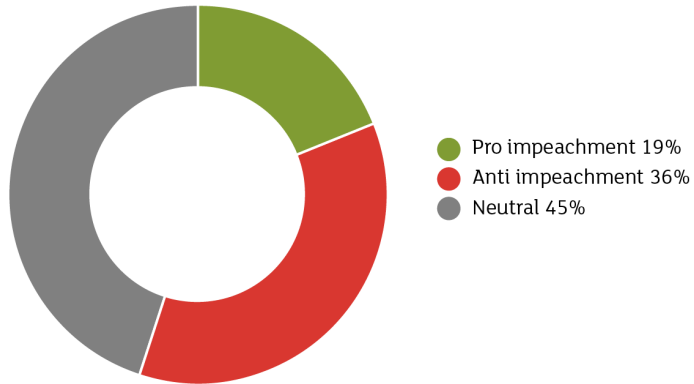


14,000 original posts

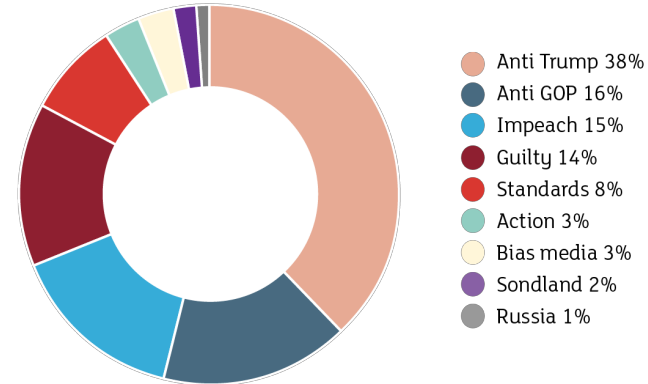


1,992 unique authors

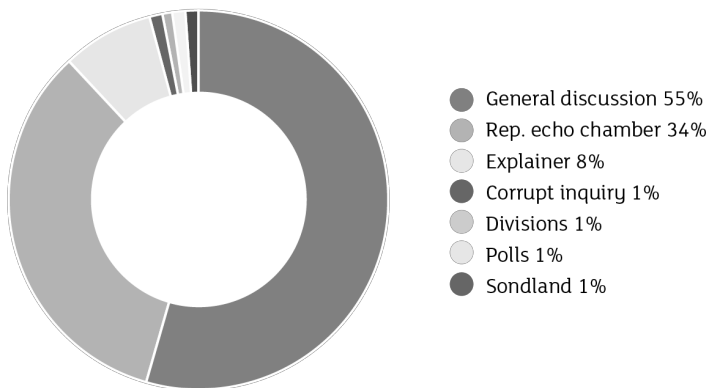
## SENTIMENT



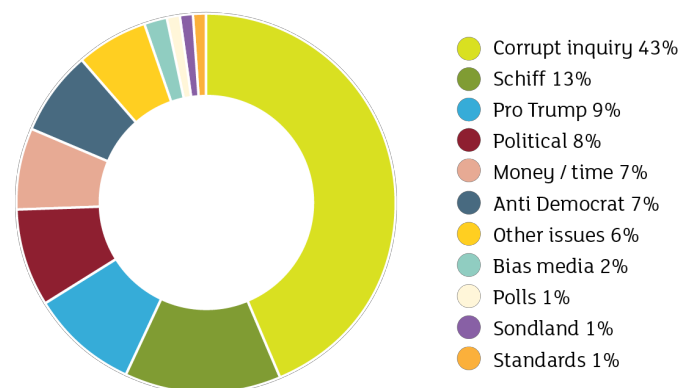
## PRO IMPEACHMENT TOPICS



## NEUTRAL TOPICS



## ANTI IMPEACHMENT TOPICS



ONE COUNTRY

# Analysis: Key Takeaways

- Total discussion volume has increased (+17%) over the period led primarily by conversations firmly against impeachment (+5% to 36%). Sentiment in favor of impeachment continues to trend downwards (-3% to 19%). Overall, the share of neutral discussion has remained steady while Trump supporters have consistently upped their engagement, leading anti-impeachment discussion to swamp pro-impeachment discussion by a nearly 2-1 margin.
- The discussion trends indicate that enthusiasm is going in different directions on each side. Impeachment advocates entered the discussion highly energized. As a result, new revelations such as the Sondland testimony do not push discussion above an established ceiling, and a sense of fatalism about the ultimate outcome may be depressing activity. On the other side, Trump defenders appear to be inflamed at each step, potentially increasing activity.
- Polarization remains the primary force governing the discussion. Despite nationally televised hearings with explosive revelations and wall-to-wall media coverage, few posts on either side are centred around the substance of the inquiry. The evidence from the central figures is largely ignored as people chose to continue to concentrate on the legitimacy of the hearings and processes.

## Pro Impeachment

- Despite falling enthusiasm, there are still a fair number of people in these rural areas who support Trump's impeachment and removal from office. However their main arguments remain static, and recent testimony figures little in the discussion. The only fresh argument involves Democrats declaring that the decision to impeach should be based not on politics but the rule of law.



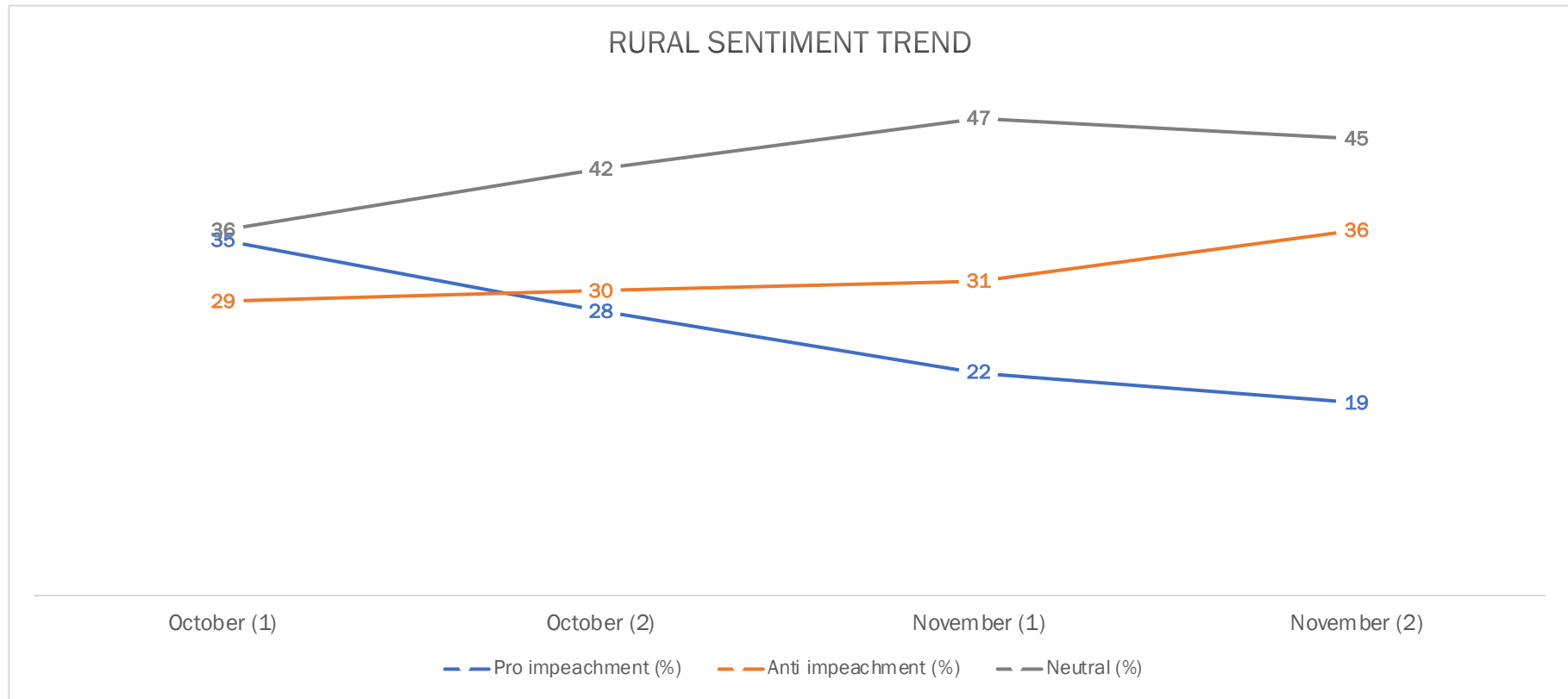
# Analysis: Key Takeaways

## Anti Impeachment

- The right again outperform their rivals by broadening and freshening their attack against the inquiry which they see as 'corrupt,' 'a sham,' and 'a circus.' During the period they singled out Chairman Schiff.
- Taken together, these two points comprise 56% of anti-impeachment discussion, and form a narrative that hardens discussants on this side to persuasion. They have constructed a shield against new information by dismissing the legitimacy of the inquiry and established an alternative narrative where Chairman Schiff is the villain and President Trump is aggrieved.
- Republican supporters also expand on their argument that the inquiry is purely political and a waste of time and money when many Americans all over the country are struggling.
- The Republican influencer-created echo chamber has dropped (-12 to 34%) which suggests that more of the anti-impeachment conversation is being created organically by everyday people.



# Analysis: Key Takeaways



# Sample Posts

## Pro Impeachment

💡 *They have the power and want to keep it. They will never vote to impeach tRump. Sad, but true.*

💡 *A sad week for America. It stinks that Republicans are making us go through impeachment. We wouldn't have to if they just made Trump resign. Trump abused his power and tried to bribe and extort an ally. He simply can't be president anymore. Resign, or impeach and remove. Period.*

💡 *There is no longer a debate about the facts of the impeachment inquiry. The President openly abused his power to dig up dirt on a domestic political opponent. The question now is whether we are still a nation of laws*

## Anti Impeachment

💡 *The impeachment hearings are a farce that will destroy the democrats chances of winning 2020*

💡 *It has always been a political stunt, no matter the outcome, the impeachment will be over turned and dismissed because rule of law and the constitution is being sidestepped, deliberately to falsely judge Trump in the public eye.*

💡 *Think about this for a second. 4 more witnesses are coming forward today who heard the @realDonaldTrump Ukraine call. The same call that has been released on a detailed transcript by the President. Absolutely ridiculous and a total waste of time and our money*

💡 *The ONLY relevant witnesses to the impeachment farce have been blocked by Adam Schiff. The corrupt chair of the intelligence committee is officially judge, jury and executioner. But the only thing he is killing is the future of his own party. Good riddance.*



# 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 November 12 – 24, 2019 related to President Trump's impeachment. In total, 14,000 posts from 1,992 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.

