



ONE COUNTRY

“Impeachment”

**Snapshot Online & Social Media Analysis in
Wisconsin and Minnesota**

September 2019

Minnesota

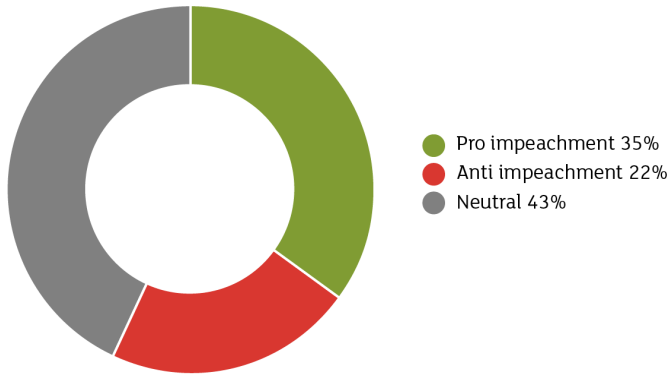


6,570 original posts

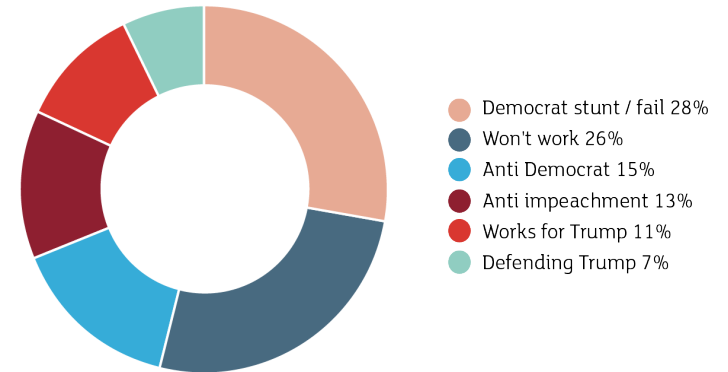


1,341 unique authors

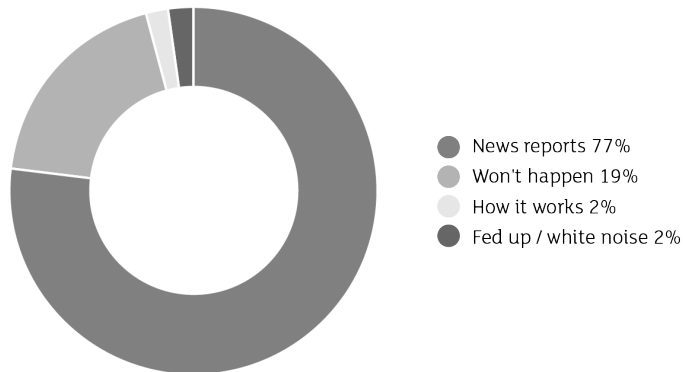
SENTIMENT



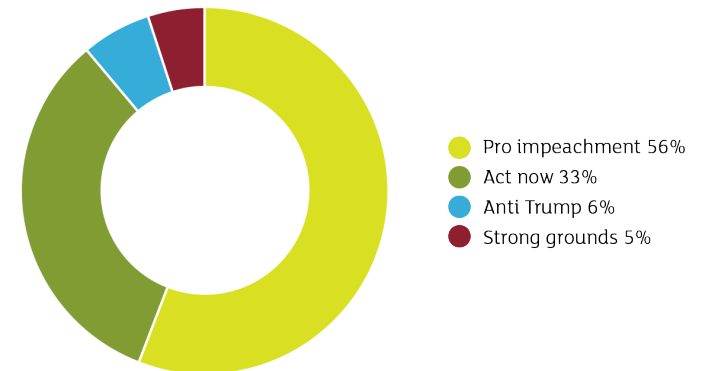
'ANTI' DISCUSSION



NEUTRAL DISCUSSION

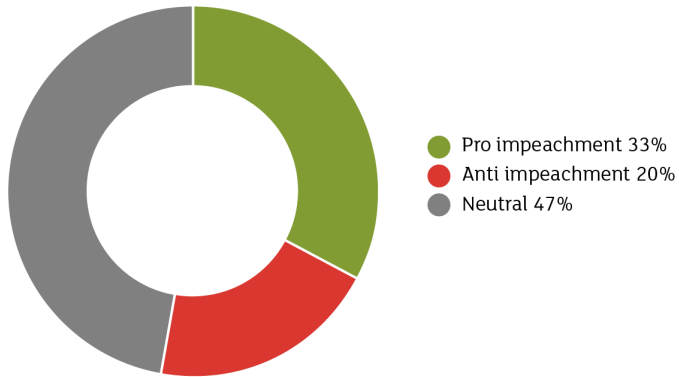


'PRO' DISCUSSION

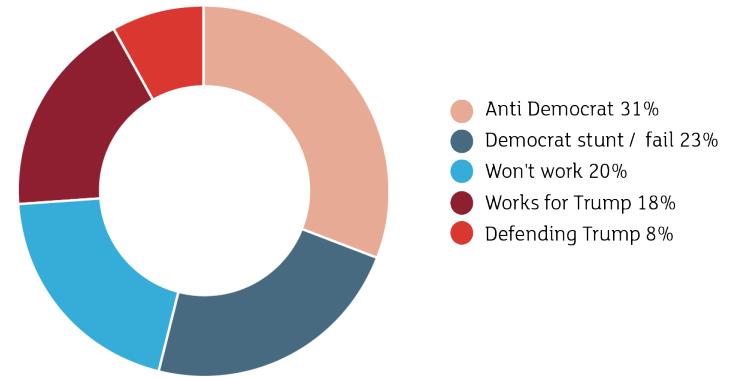




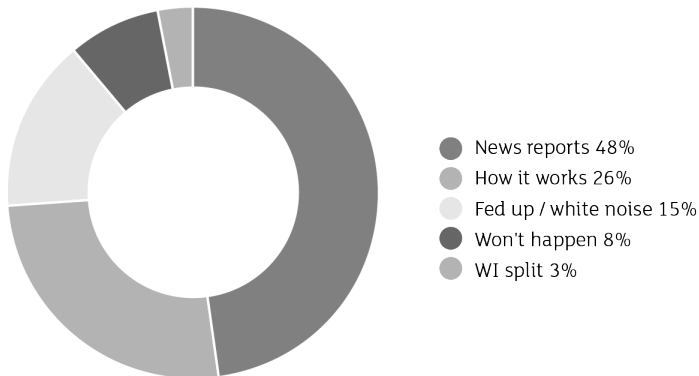
SENTIMENT



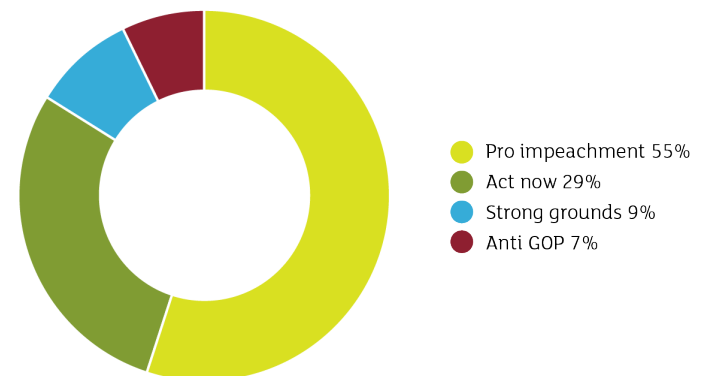
'ANTI' DISCUSSION



NEUTRAL DISCUSSION



'PRO' DISCUSSION



Analysis: Key Takeaways

- The sentiment across both states is similar. Pro-impeachment discussion consists (unsurprisingly) almost entirely of those aligned with Democrats supporting the announcement that a formal impeachment inquiry into Trump will begin. These people are extremely angry and impatient. For many, the Ukraine call is one of many times the president has abused his position and the decision to announce proceedings could have come much sooner.
- There is a real sense when reading the posts that these people just want Trump to be nailed – for something. There is little strategic thinking. The discussion is focused on issues of right, wrong, and accountability – not political advantage. Few refer to the impact of the inquiry on the 2020 election. Also within the ‘pro’ sentiment there is a discussion amongst Democrats that they finally have strong grounds for impeachment – for some this is a slam dunk. They see Trump as having abused his position to encourage a foreign power to interfere in the election. In their eyes it couldn't be any clearer.
- However, many others feel this is not a silver bullet and there is a sense of defeatism under the vitriol. In fact, there are a considerable number who doubt it will succeed and are concerned the president will turn this to his advantage. This is underlined by a significant section within the neutral segment who are apathetic, seeing this as just another D.C. political game.
- For their part Trump GOP supporters are angry. However, they are also mocking and dismissive. There is an expression that they have been here before, that this is just another pathetic attempt to take down President Trump. There is real confidence within the discussion that the impeachment move is a ‘stunt’ and ‘won’t work’ suggesting that it is doomed to fail. This is not just the Trump supporters driving this conversation, some Democrats are clearly in agreement. Trump fans – along with some Democrats – feel that the proceedings will work well for Trump and serve only to help his re-election campaign.
- It is notable that in both states, the plurality of the conversation was neutral. Predictably, partisan Democrats and Republicans are retreating to their corners and digging in. Meanwhile, others closer to the center are willing to talk about why this inquiry is essential and are deeply concerned about protecting our constitutional democracy. Others still may be waiting to make up their minds as events unfold.



Prepared for One Country Project

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Methodology

This analysis is based on collected, publicly available, online data geo-located to Wisconsin and Minnesota from September 22–26, 2019 related to President Trump’s impeachment. In total, 11,350 posts from 2,254 authors were collected across the two 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.

