"Impeachment"

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

November 2019
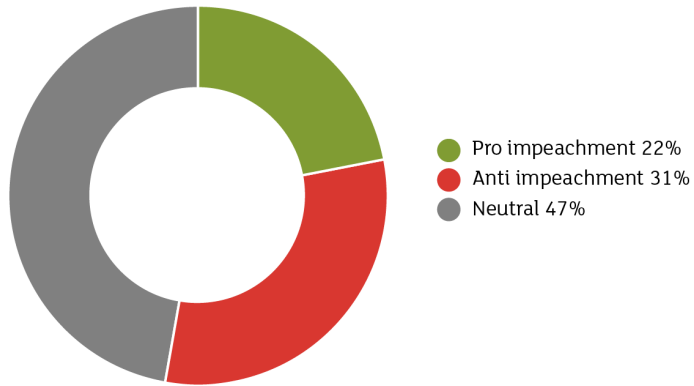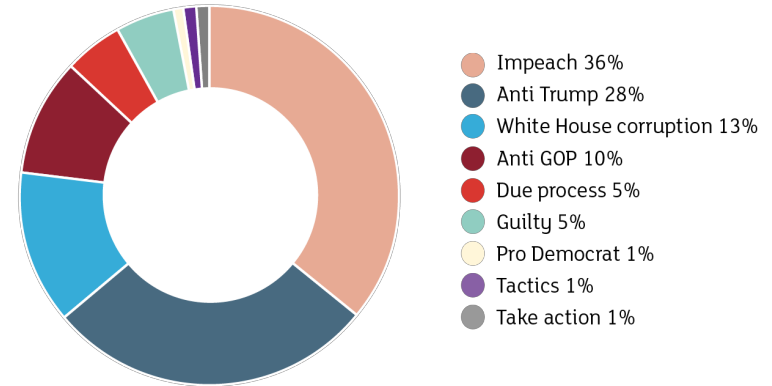
Rural Citizens

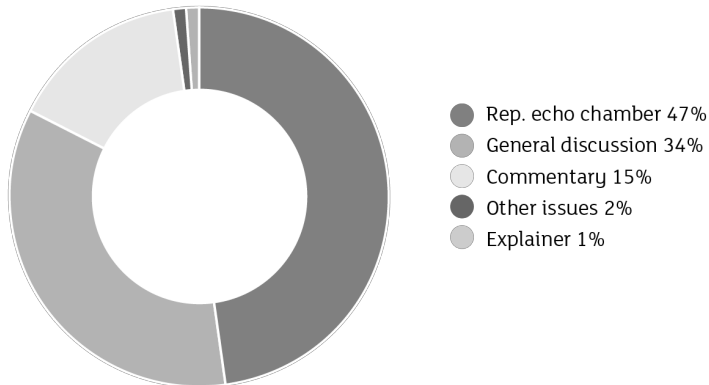12,000 original posts

1,581 unique authors

SENTIMENT

- Pro impeachment 22%
- Anti impeachment 31%
- Neutral 47%

PRO IMPEACHMENT TOPICS

- Impeach 36%
- Anti Trump 28%
- White House corruption 13%
- Anti GOP 10%
- Due process 5%
- Guilty 5%
- Pro Democrat 1%
- Tactics 1%
- Take action 1%

NEUTRAL TOPICS

- Rep. echo chamber 47%
- General discussion 34%
- Commentary 15%
- Other issues 2%
- Explainer 1%

ANTI IMPEACHMENT TOPICS

- Corrupt inquiry 47%
- Coup 11%
- Anti Democrat 10%
- Other issues 9%
- Can't win 9%
- Transparency 4%
- Pro Trump 3%
- Democrat hoax 3%
- Media bias 2%
- Stop it 1%

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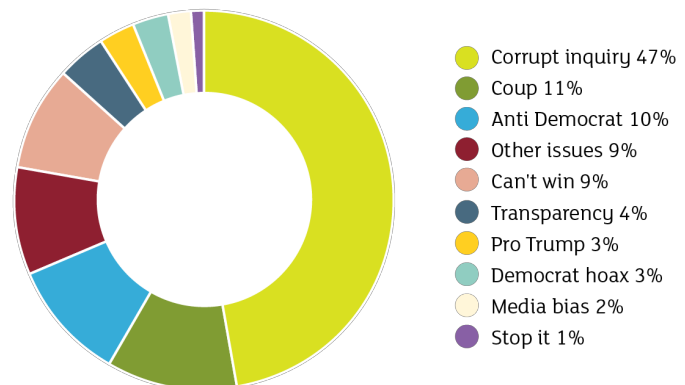
Analysis: Key Takeaways

Overall discussion volume has increased by around 35%. Sentiment against impeachment is currently winning the online conversation (+ 1% to 31%) while sentiment in favor continues to trend downwards (- 6% to 22%). This can in part be explained by Republican influencers who are amplifying the leadership's views. However this isn't just about message dissemination and discipline. The data shows that everyday Trump supporters are at present more angry, passionate, and energized than others online.

The volume of pro impeachment discussion has remained constant even though the shift in the discussion is the result of a ramped up Trump defense. Notably, it appears that the formal vote to open an impeachment inquiry generated little discussion and did little to change the main anti-impeachment assertion that the process is corrupt. Whether or not public, widely covered hearings shift this dynamic will be worth watching.
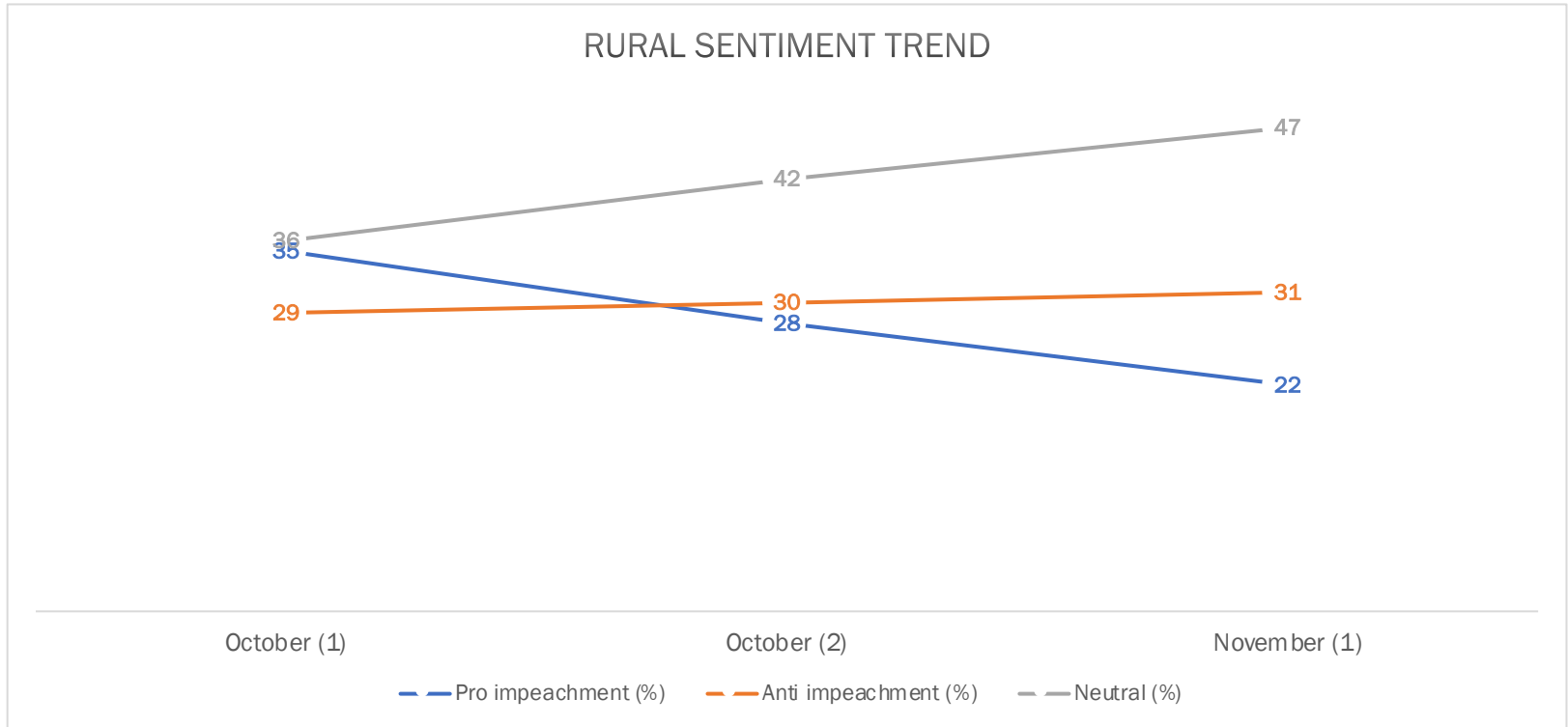
Pro Impeachment
- The content of pro impeachment discussion has remained largely the same. These people are adamant that Trump be impeached and thrown out of office. They are resolute in their view that the impeachment process is legal and is being conducted fairly, despite interference by the GOP and obstruction from the White House.

Anti Impeachment
- For Trump supporters, the impeachment proceedings are clearly corrupt. To them, Democrats wanted to impeach Trump from the day of his inauguration and are willing to use any means possible to make this happen. They feel strongly that the proceedings are illegal and describe them as a hoax, fake, a sham and a coup which would not be happening if the Democrats felt they could beat Trump in 2020. They suggest that proceedings also distract law makers from the real issues which could help the lives of Americans.

- Trump defenders are also continuing to define their villains. While mention of Adam Schiff are largely absent in pro-impeachment discussion, he figures prominently in discussion among Trump defenders. The attacks on what is portrayed as a corrupt process and on Chairman Schiff and Speaker Pelosi form a 1-2 punch on this side of the debate (as opposed to impeachment supporters who focus almost exclusively on Trump to the exclusion of process or other personalities).

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Analysis: Key Takeaways

RURAL SENTIMENT TREND

	October (1)	October (2)	November (1)
Pro impeachment (%)	35	28	22
Anti impeachment (%)	29	30	31
Neutral (%)	36	42	47

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Sample Posts

Pro Impeachment

🎙 *The impeachment process is not about undoing the results of 2016. It's about protecting the integrity of 2020.*

🎙 *Seriously, can anyone tell me why Republicans are so keen on revealing the name of the whistleblower? I don't get it. All witnesses have stated there was a Quid Pro Quo. Who cares about the whistleblower? Republicans are 5 steps behind in this impeachment. Give it up rhinos.*

🎙 *They did. And you're guilty. Admit it. Do the world a favor. Resign before they impeach you.*

🎙 *So the fact that Trump is telling witnesses they can not testify makes impeachment more likely, not less likely.*

Anti Impeachment

🎙 *If this impeachment inquiry is about getting to the truth, let's have the truth. Make the Bidens testify.*

🎙 *You pushed the disgusting Russia collusion hoax for two years. There are NO grounds for impeachment.*

🎙 *Historically, the House votes to authorize an impeachment inquiry BEFORE beginning investigations - not this time. Democrats launched their partisan pursuit without authorization from the House. Pelosi & Schiff are now asking Members to codify this sham a little too late*

🎙 *Abusive Pelosi-Schiff impeachment has zero due process, is lawless, unconstitutional and born of corruption*

🎙 *Make no mistake about it ... If Democrats thought they had a candidate who could beat Trump in 2020 - they'd never be going through with this phony impeachment hoax. I bet their internal polls are a disaster.*

Keyword Tracker

sham process

fake impeachment

Alexander Vindman

House Democrats

White House

ethics complaint

President of the United States

Eric Ciaramella

Speaker Pelosi

impeach Trump

Hunter Biden

part of the impeachment inquiry

Pelosi's impeachment resolution

House impeachment inquiry

impeachment investigators

House Republicans

Whistleblower as impeachment

American people

Impeachment Hoax

impeachment committee

impeachment process

Adam Schiff

House Intelligence Committee

Nancy Pelosi

President Trump

impeachment probe

public impeachment hearings

defeat Donald Trump

sham impeachment

impeachment proceedings

Trump impeachment

impeachment witnesses

stop attacking

entire impeachment

first open hearings

impeach the President

Trump's impeachment

Democrat Party

due process

impeachment trial

Marie Yovanovitch

Democrats voted

next week

closed doors

impeachment sham

National Security

Witch Hunt

Fading ——————————————————————————— Trending

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Prepared for One Country Project
by impactSocial

Methodology

This analysis is based on collected, publicly available, online data geo-located to rural populations in the six states from October 28 – November 11, 2019 related to President Trump's impeachment. In total, 12,000 posts from 1,581 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.