



# ONE COUNTRY

## *“Impeachment”*

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

October 2019

# Rural Citizens

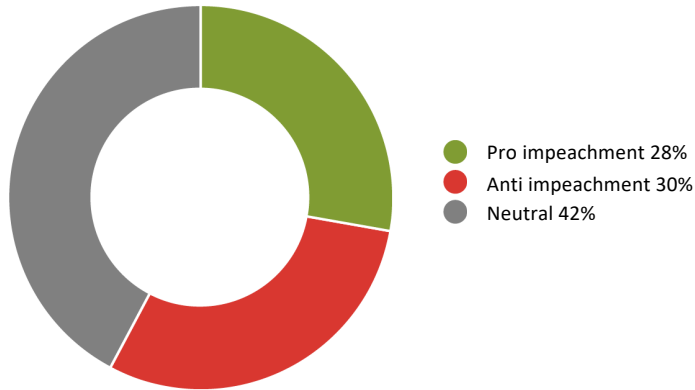


8,900 original posts

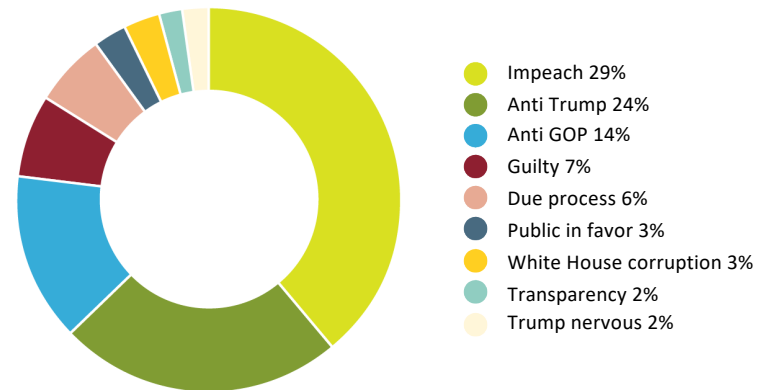


1,370 unique authors

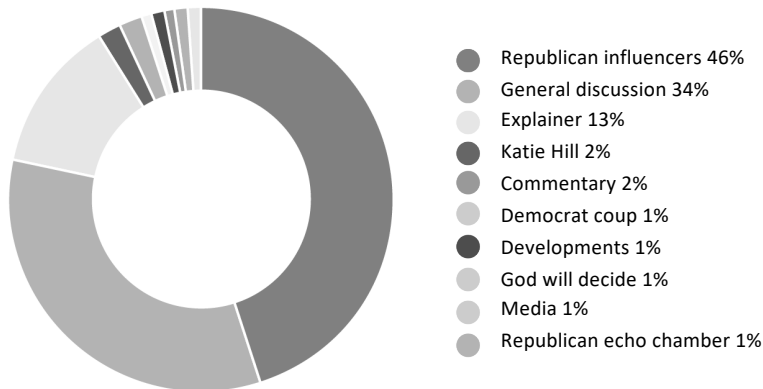
## SENTIMENT



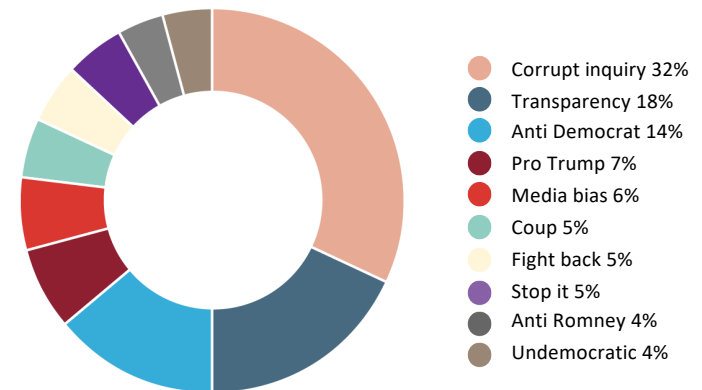
## PRO IMPEACHMENT TOPICS



## NEUTRAL TOPICS



## ANTI IMPEACHMENT TOPICS



# Analysis: Key Takeaways

- Our last tracker showed that sentiment was roughly divided into thirds among pro, anti, and neutral comments. That balance has shifted. Pro-impeachment discussion has declined by 7%, while anti-impeachment discussion has held relatively steady, increasing by 1%. However, neutral discussion has increased by 6%. This may indicate that Trump defenders are effectively circling the wagons by reiterating top-down message points while individual, but disorganized discussion among impeachment advocates has allowed counterarguments to create doubts about the process.
- Arguments for impeachment have changed little from the previous period. These discussions are driven by organic expressions of support rather than politicians attempting to control the narrative.
- Discussions against impeachment are largely dominated by Republican influencers attempting to focus attention on what they feel is an opaque and corrupt inquiry.

## Pro-Impeachment

- Conversations in favor of impeachment are largely unchanged from the previous period. While genuine support from everyday rural Democrats calling for Trump's removal is apparent, much of this is based on anti-Trump sentiment and has not been shaped by developments emanating from the inquiry. As a consequence, few are defending the inquiry from accusations of corruption. In addition, surprisingly little discussion exists regarding the Mulvaney revelations or the testimony by Bill Taylor.

## Anti-Impeachment

- In contrast, Trump supporters are actively working to create their own narrative and defend the president. Republican influencers dominate the discussion with accusations of corruption, which is infiltrating everyday conversation. A perceived lack of transparency within the proceedings fuels accusations that the inquiry is a nothing short of a left-wing coup, with Adam Schiff as its orchestrator.
- It is interesting to note that although a sizeable number of voters are defending Trump, actual developments within the inquiry are largely ignored.



# Sample Posts

## Pro-Impeachment Sentiment

🗨️ *We need to impeach (at least) corrupt Donald Trump! After what he got caught doing, any politician who does not vote to impeach him cannot be honest... are you listening Republicans? Translation is always opposite of what he wrote.*

🗨️ *Make it an article of impeachment! Hold those in contempt and USE your inherent subpoena powers, fine them and lock them up! Enough is enough!!!!*

🗨️ *Obstruction of justice. Impeach America's dumbest President*

🗨️ *Of course the guy w the phony hair, phony money (apparently he's a millionaire, not a billionaire), phony success (6x bankruptcies), phony everything, calls the #EmolumentsClause phony. Nuff said. Impeach the moron*

## Anti-Impeachment Sentiment

🗨️ *The only reason @SpeakerPelosi is moved forward w/ the idea of #impeachment is b/c the #Democrats'll otherwise lose their base. They need to motivate them enough to get out and vote.\n#LockThemUp\n#LockThemAllUp*

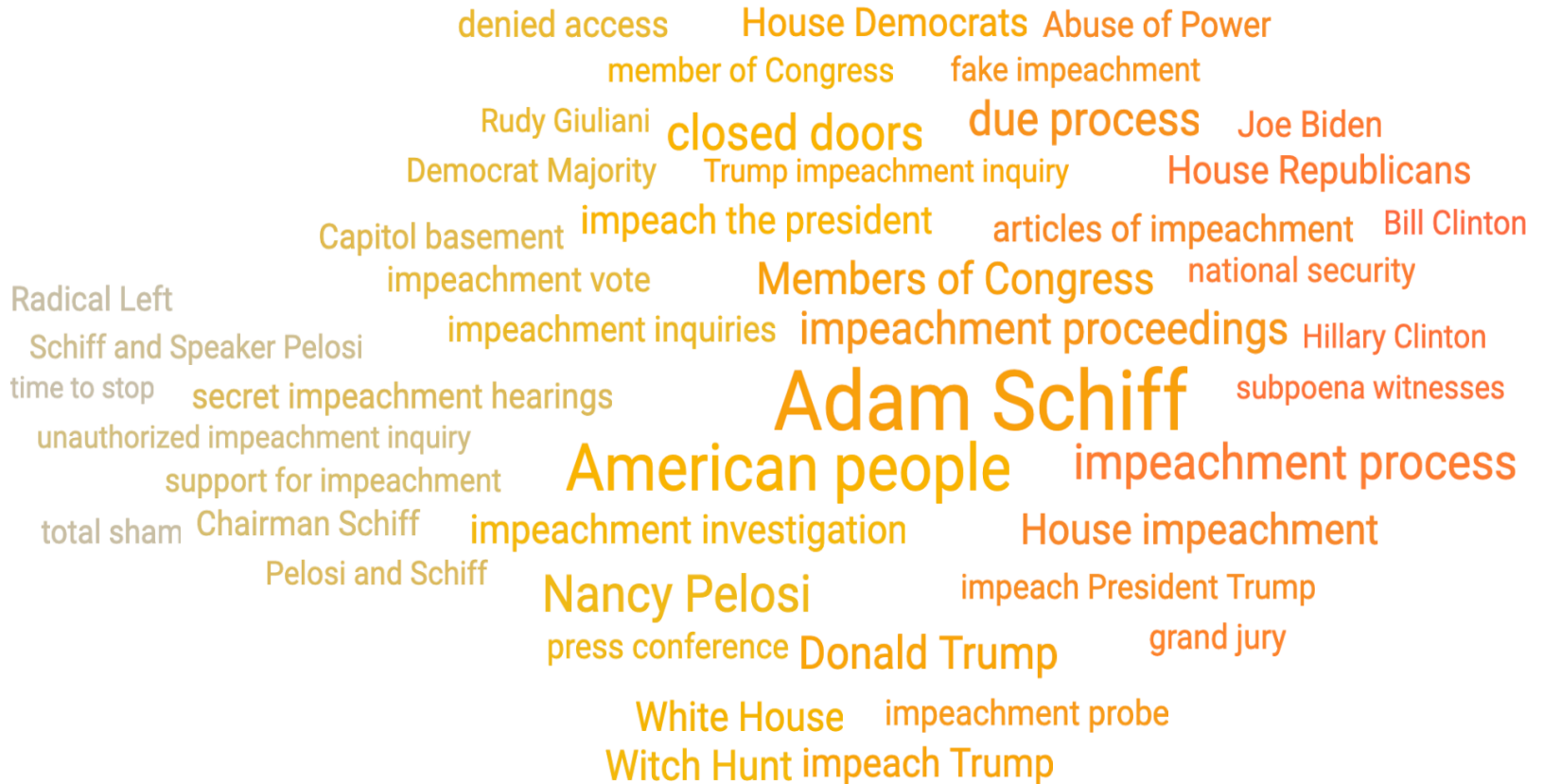
🗨️ *Dems breaking precedent & keeping their impeachment inquiry behind closed doors. 12 members if congress heard these interviews & 423 were excluded! They have no idea what is being said! 🗨️ his is BS & a COUP! Agree? P*

🗨️ *If there is NO vote to Impeach the President, why are Democrats in congress wasting Tax dollars on an Impeachment inquiry? If they really want to uphold the constitution, they would allow the President due process to face his accusers & defend himself.*

🗨️ *I'm sick of hearing Democrats defending Schiff & Pelosi. Stating that the GOP changed the rules for impeachment inquiry. I don't give two F's. I'll say this again. If they had anything of substance, it would be live televised hearings. Stop with the bs!*



# 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 15 – 27, 2019 related to President Trump's impeachment. In total, 8,900 posts from 1,370 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.

