



ONE COUNTRY

“Impeachment”

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

December 2019

Rural Citizens



12,000 original posts



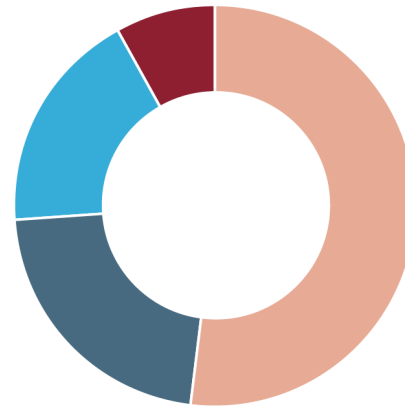
1,593 unique authors

SENTIMENT



- Pro impeachment 24%
- Anti impeachment 34%
- Neutral 42%

PRO IMPEACHMENT TOPICS



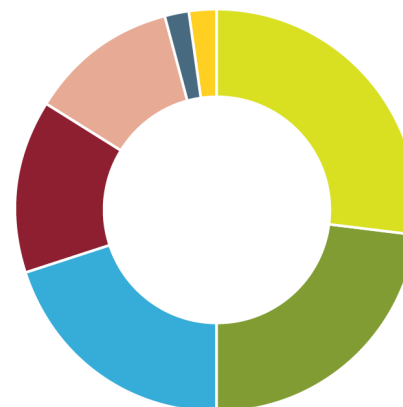
- Impeach 52%
- Anti GOP 22%
- Anti Trump 18%
- Guilty 8%

NEUTRAL TOPICS



- General discussion 51%
- Rep. echo chamber 35%
- Explaners 14%

ANTI IMPEACHMENT TOPICS



- Political 27%
- Anti Dem. / Schiff / Pelosi 23%
- Backlash 20%
- Hoax / sham 14%
- Pro Trump 12%
- Will win 2020 2%
- No one cares 2%



Analysis: Key Takeaways

- Despite the fact that Speaker Pelosi's announcement that Trump will be impeached created a notable spike in online discussion, overall volume is lower over the period (-14%). It is notable that sentiment in favor of impeachment improved (+5 to 24%). Sentiment against decreased (-2 to 34%), and anti-impeachment voices shifted their arguments – focusing less on accusations of a corrupt process and taking a more dismissive tone that explained away impeachment as a Democratic political pursuit. This was the second straight period where the volume of neutral discussion decreased.

Pro-Impeachment

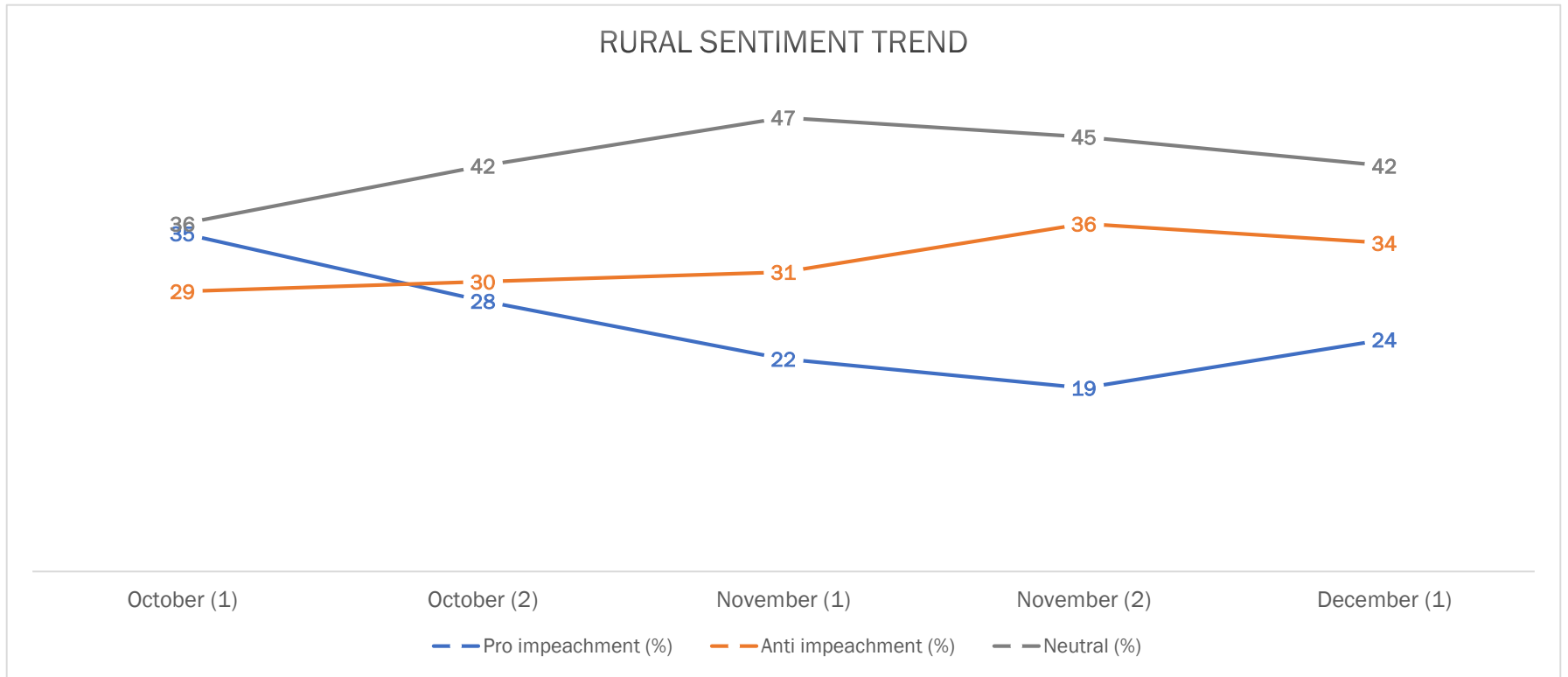
- The volume of pro-impeachment discussion increased, but the arguments largely remained the same. To these commenters there is no question of Trump's guilt.
- Furthermore, they see Trump's GOP defenders/supporters as equally culpable.
- For this side of the discussion, the issue of impeachment is a moral one, with little discussion of electoral implications. This is in some ways a mirror image of the anti-impeachment discussion.

Anti-Impeachment

- Those against impeachment increasingly call out Democrats for playing politics. They are adamant the process is not about the law/constitution but a blatant abuse of power by Speaker Pelosi in her attempt to bring down the president. This, they argue, has been the Democratic game plan since inauguration and serves only to stymie Congress and embarrass America.
- As the impeachment proceedings have moved from investigative hearings in the House Intelligence Committee to more legalistic proceedings in the House Judiciary Committee, a share of procedural criticism has been replaced by political criticism, and assertions that there is no basis for impeachment aside from a political exercise.





Analysis: Key Takeaways




Sample Posts

Pro Impeachment


 *The impeachment hearings have shown us, beyond a doubt: Trump personally orchestrated the bribery plot. It would have worked if he hadn't been caught. It's time to impeach him*


 *No one needs to look for sham reasons to impeach and convict Trump. History will judge the Republican Party (as will voters in 2020) for its craven submission to a criminal president whose aim it is to undermine our Republic and empower our adversaries. You're despicable.*


 *Bwahahaha! Your lies are hilarious! We already know you're guilty so don't waste your Time writing these tweets! You didn't even let loose of the money until after you heard about the pending impeachment and the complaints about you, then you released the money.*

Anti Impeachment

 *This entire phony impeachment charade has always been 100% about politics for Pelosi and her Democrat friends!*

 *@SpeakerPelosi Do Your Job! Stop this impeachment madness and pass USMCA, lower prescription drug prices! You are the head of the Do Nothing Congress!! This will be your legacy!*

 *OMG I waited to see what stories of the day you would open with and once again impeachment. News flash your viewers don't care about this story. Move on.*

 *Call to Impeach Schiff for 'Abuse of Power'! Call to Impeach Pelosi for 'Abuse of Power' ! Call to Impeach Nadler for 'Abuse of Power' !*



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 25 to December 9, 2019 related to President Trump's impeachment. In total, 12,000 posts from 1,593 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.

