



ONE COUNTRY

“Impeachment”

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

December 2019

Rural Citizens

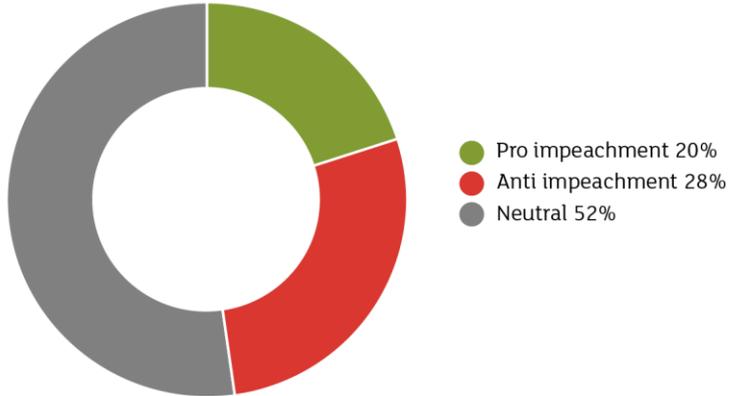


15,000 original posts

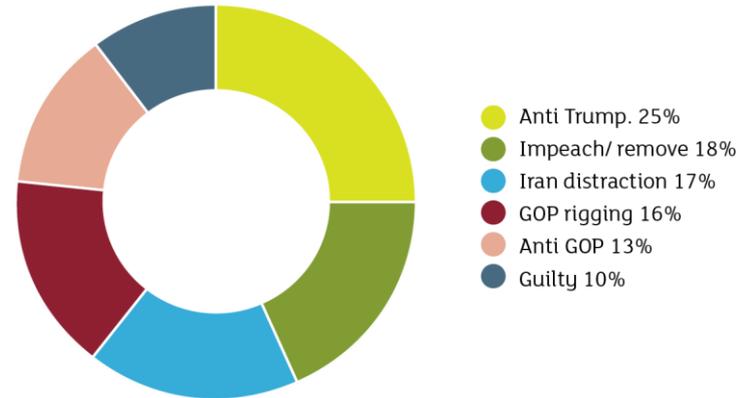


2,900 unique authors

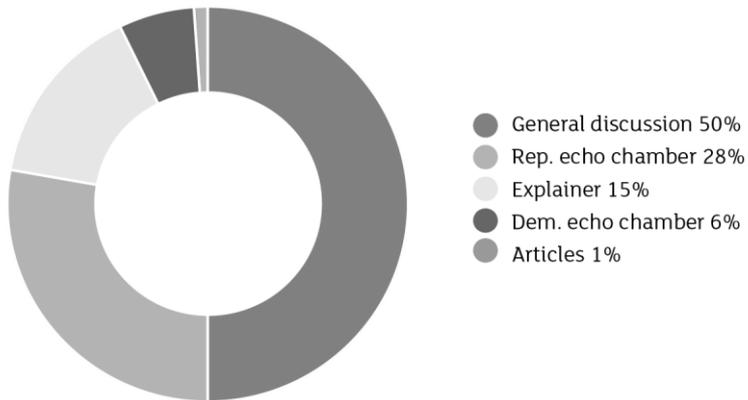
SENTIMENT



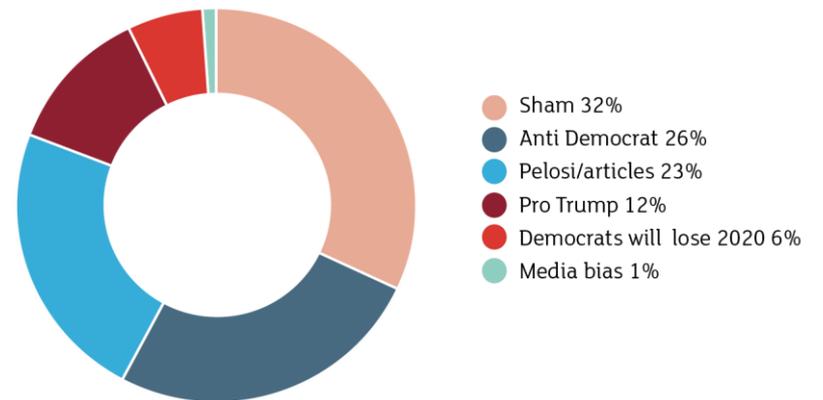
PRO IMPEACHMENT TOPICS



NEUTRAL TOPICS



ANTI IMPEACHMENT TOPICS



Analysis: Key Takeaways

- The overall number of posts has dropped near the numbers we witnessed ahead of the House vote. That said, 15,000 posts is still impressive, especially considering they took place over the holiday period. Despite the percentage share of the conversation decreasing overall (-4 to 28%) for a third period in a row, sentiment against impeachment is still solidly ahead sentiment for impeachment, which also dropped (-6 to 20%). The neutral sentiment increased (+10 to 52%) where chatter was dominated by a confused electorate trying to make sense of what is happening and what it means.
- Continued neutral discussion, characterized by sharing explainers and seeking to learn more about the charges and process, and increased attention to Senator McConnell's proposed handling of the Senate trial, points to an opportunity for impeachment supporters. To capitalize, they could employ a two-pronged argument that emphasizes the need for removal on the merits and criticism of Senator McConnell for failing to hold a fair trial in order to protect Trump.

Pro-Impeachment

- Those in favor of impeachment have become incensed at their opponents' apparent attempts to rig the process. Senator McConnell is name checked and accused of abuse of office for willingness to work with the White House to try to control the proceedings and outcome.
- In addition, they see events in the Middle East as a blatant attempt by Trump to draw public attention away from his impeachment.

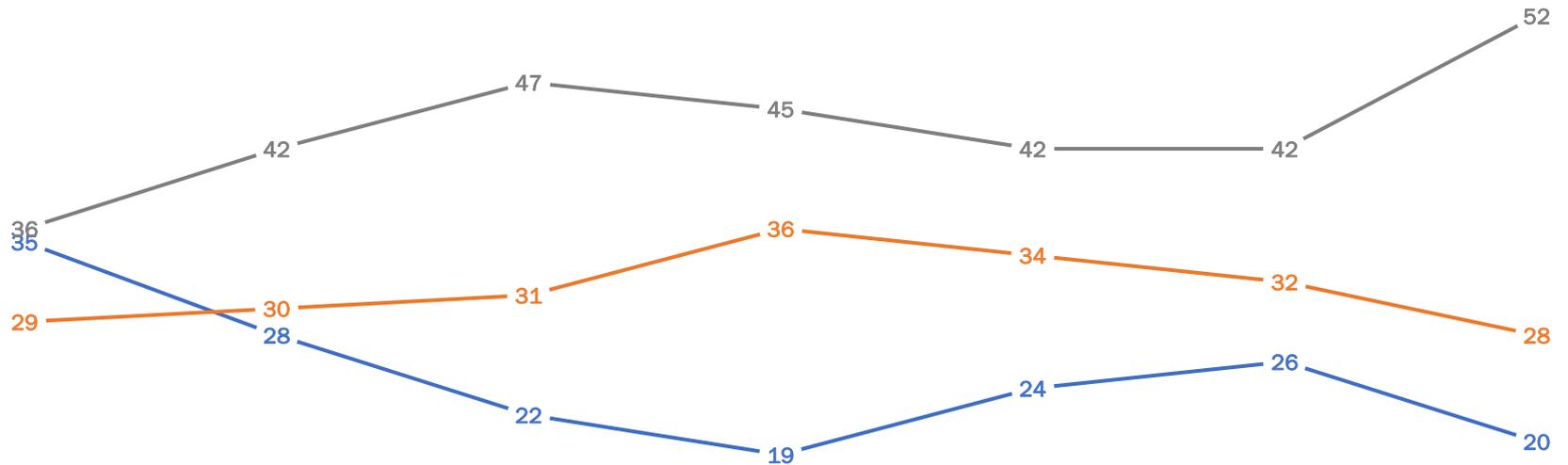
Anti-Impeachment

- Speaker Pelosi comes under fire for abuse of power in failing to present the articles of impeachment. For those already convinced impeachment is a hoax and a sham, this is further proof that she has little evidence on which to remove Trump from office. They believe her actions serve only to damage America, for which she will never be forgiven.



Analysis: Key Takeaways

RURAL SENTIMENT TREND



October (1)

October (2)

November (1)

November (2)

December (1)

December (2)

January (1)

— Pro impeachment (%)

— Anti impeachment (%)

— Neutral (%)



Sample Posts

Pro-Impeachment

 *Been a lifelong Republican- against Trump. He's a corrupt narcissist. I've said for yrs he would start a war & claim special War time Privileges to stay in office & is using it to distract from impeachment soon there'll be no election IMPEACH TRUMP!
#RepublicansForImpeachment*

 *Trump's plan: 1. Deflect from impeachment. 2. Start war 3. Claim special wartime Privileges. 4. Halt Elections 5. Effectively become the dictator he thinks he is.*

 *Any impeachment trial that doesn't include the sworn testimony of Bolton, Pompeo, Mulvaney, Esper, Giuliani, and Pence is a sham and the American people should not stand for it.*

Anti-Impeachment

 *#Impeachment should NEVER be an urgent matter! It is supposed to be *clear* crimes & NONE of these Articles are impeachable! When you've been trying to impeach from day 1, THAT is a national security threat! #Impeach @SpeakerPelosi !*

 *Pelosi can keep impeachment papers. Good thing for democrATS to wipe there bottoms with she can pass them around. That all there good for*

 *Should the republican party bring Nancy Pelosi up on charges of obstruction of Congress for not turning the impeachment over to the Senate?*

 *Unfortunately, for "The Enemy Of The People" (Dems & MSM) we know OUR President was setup... Our revenge? TRUMP 2020 LANDSLIDE VICTORY! CNN will go down in history as the biggest danger to our republic!*



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 December 24, 2019 to January 05, 2020 related to President Trump's impeachment. In total, 15,000 posts from 2,900 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.

