



ONE COUNTRY

“Impeachment”

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

January 2020

Rural Citizens

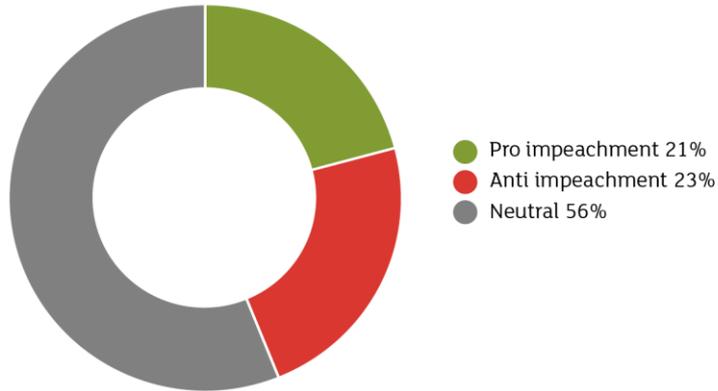


29,000 original posts

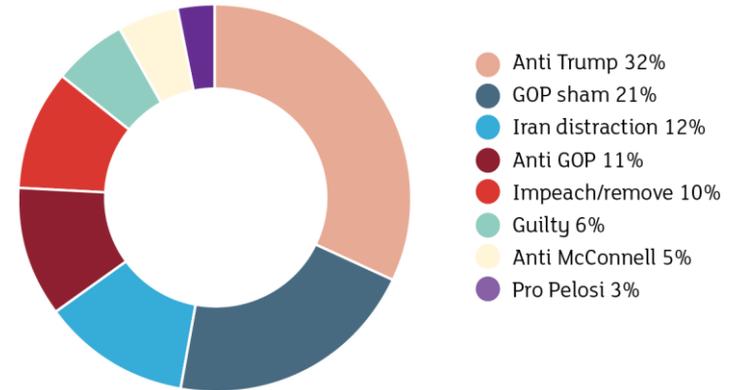


3,400 unique authors

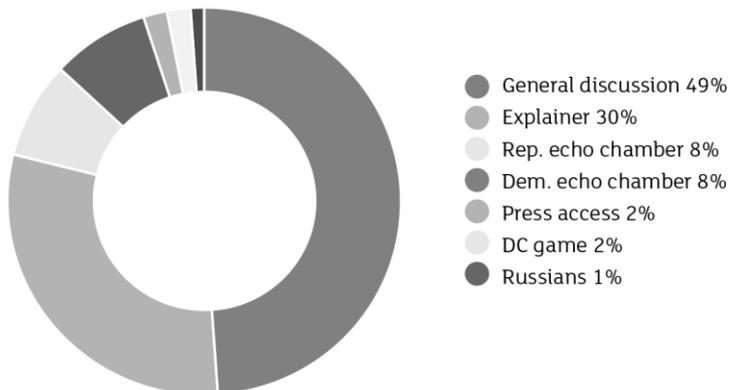
SENTIMENT



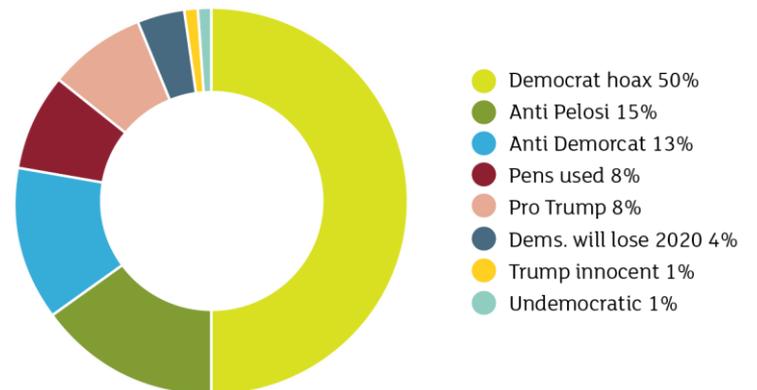
PRO IMPEACHMENT TOPICS



NEUTRAL TOPICS



ANTI IMPEACHMENT TOPICS



Analysis: Key Takeaways

- Interest in the impeachment process increased significantly over this period as the articles of impeachment were passed to the Senate (+14k to 29K posts). Notably, the neutral conversation continued to rise (+4 percent to 56 percent), as the public tries to make sense of what's happening. This represents the second consecutive major jump in neutral conversation (+14 percent from the end of December) and points to a large, interested, and potentially persuadable audience.
- As the process has moved forward, and Democrats in Washington have refocused on the facts and the need for a Senate trial that will bring them to light, pro-impeachment sentiment ticked up slightly, and reduced to within 2 percent of anti-impeachment discussion.
- The anti-impeachment share of discussion dropped by 5 percent (down to 23 percent). Importantly, these figures are part of a downward trend which has seen sentiment against impeachment fall by 13 percent overall since the end of November.

Pro-Impeachment

- Boosted by Democratic online influencers, pro-impeachment sentiment has started to breakthrough with a new narrative - accusing the GOP of creating a sham trial in the Senate by refusing requests for witnesses and railroading the process.

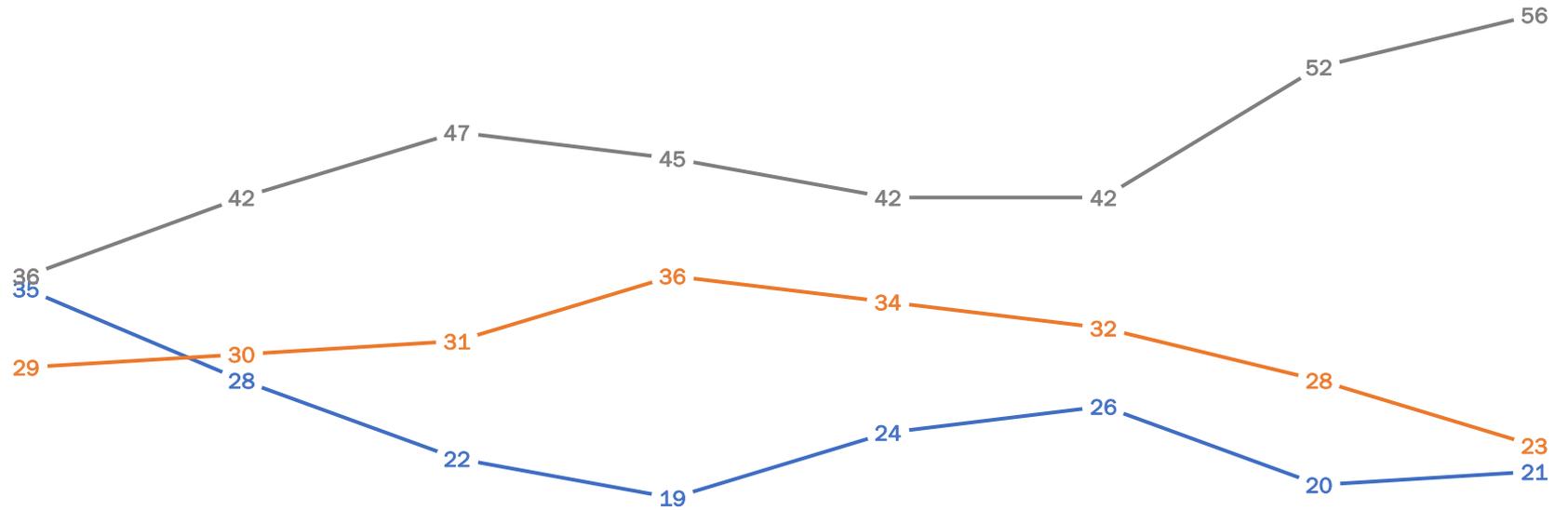
Anti-Impeachment

- Anti-impeachment voices continue to claim impeachment is a hoax created by Democratic leaders for political purposes. A decline in conversation share may mean that this argument is losing staying power as attention to the arguments and process grows.



Analysis: Key Takeaways

RURAL SENTIMENT TREND



October (1)

October (2)

November (1)

November (2)

December (1)

December (2)

January (1)

January (2)

— Pro impeachment (%)

— Anti impeachment (%)

— Neutral (%)



Sample Posts

Pro-Impeachment

 If relevant documents and witnesses are not allowed to be considered, there can only be one purpose to the Senate addressing Trump's impeachment, and that's to exonerate him, making Trump above the law at all costs. One thing the GOP has made clear: Donald Trump is their man.

 #MoscowMitch has NO RIGHT to "dismiss" articles of impeachment Senate #GOP's attempt to dump articles without trial is UNCONSTITUTIONAL, blatantly partisan #TrumpBriberyForDIRT #MOG #MAGA

 This "stable genius" doesn't know why he is being charged. He is mentally unfit to stand trial. He is also mentally unfit to be president.

Anti-Impeachment

 It is amazing to me we have a @POTUS so honest the Democrats want to impeach him for exposing who they really are! I am blessed to be living in such a time!

 "Impeachment" is about hiding in plain sight to unseat a lawfully elected President who exposes the establishment

  Praying perpetually for you #POTUS45 as the impeachment kangaroo court begins this week. My Faith & Hope is for patriotic conservatives, too. We're glad to have #SCOTUSJusticeJohnRoberts monitor the fabricated hoax case. Our Everlasting GOD knows what has happened to our USA!



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 January 05 to January 19, 2020 related to President Trump's impeachment. In total, 29,000 posts from 3,400 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.

