

Weekly Snapshot: National Narrative Momentum

Real-time voter intelligence for decision-makers — what polling misses, EyesOver detects first.

06/03/2026

This Week: Bill Pulte's DNI Appointment, D.C. Beautification Efforts, Freedom 250 Concert Controversy, and U.S.-Iran Negotiations & Regional Tensions




Trusted by campaigns, organizations, and strategists
operating at the highest level.

National Recognition for Data Excellence

Since 2019, our team has been recognized with industry-leading awards for innovation in data, analytics, AI, and digital strategy — including:






2026 Reed Awards (Campaigns & Elections)

-  Best New Research Technique
-  Best Use of Technology in Research
-  Best National Latin Campaign




Pollie Awards (American Association of Political Consultants)

-  8x Best Use of Analytics
-  5x Best Data Analytics Solution
-  1x Best in Show




Reed Awards (Additional Recognition)

-  5x Best Use of Data Analytics/Machine Learning in Field



Napolitan Victory Awards

-  National Recognition for Excellence in Political Strategy & Data Innovation

These awards validate a simple shift:
The campaigns that win are the ones that see narrative movement first — and act on it.

Where pressure is building now (before it breaks into headlines)

Economic



Affordability Pressure Index (API)



Economic pressure **39%**
Rising

Economic pressure increased 6% this week, reflecting growing concern around affordability, household finances, and the cost of living.

Affordability pressure is rising, indicating increasing concern about economic conditions and household financial stability.

Security



Sovereignty & Security Index (SSI)



Security pressure **31%**
Declining

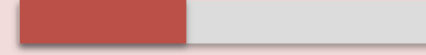
Security pressure decreased 1% this week, reflecting a slight easing in concern around border security, crime, overseas conflict, and national stability.

Security remains a concern, but the 1% decline points to modestly lower urgency.

Institutional Trust



Elite Distrust Index (EDI)



Institutional trust pressure **38%**
Neutral

Institutional trust pressure remained neutral this week, indicating that public sentiment toward institutions and leadership was largely unchanged.

Elite distrust remains elevated but stable, suggesting skepticism toward institutions is holding steady.

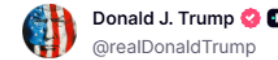
TAKEAWAY: Track these three stress points weekly to anticipate what will break through next **before the headlines or polls catch up.**

Public Opinion Divides Over Pulte DNI Appointment

Online discussion surrounding Bill Pulte's appointment reflects broader public debates about leadership qualifications, institutional trust, and the role of outsider voices in government.

What's Driving the Conversation

- **Support for Outsider Leadership:** Supporters view the appointment as an effort to bring a **fresh perspective to government** and challenge established institutions that many believe are resistant to change.
- **Questions About Qualifications:** Critics focus on Pulte's **lack of direct intelligence experience**, arguing that leadership positions overseeing national security require specialized expertise.
- **Trust in Government Institutions:** The discussion highlights differing views on how government effectiveness should be measured, with some **prioritizing reform and accountability** while others **emphasize experience and continuity**.



I am appointing the Director of the Federal Housing Finance Agency, and Chairman of Fannie Mae/Freddie Mac, William J. Pulte, to serve as Acting Director of National Intelligence. William has deep experience managing the most sensitive matters in America, the safety and soundness of the Markets, and over 10 Trillion Dollars at Fannie Mae/Freddie Mac, a substantial increase from where it was just 12 months ago. During this period, he will remain Director of the Federal Housing Finance Agency, and Chairman of Fannie Mae/Freddie Mac. Congratulations to Director Pulte! President DONALD J. TRUMP

Public Opinion Impact

- **Polarized Reactions:** Conversation remains sharply divided, with positive and negative reactions largely reflecting **broader attitudes toward government reform and institutional leadership**.
- **Broader Implications:** The appointment serves as a flashpoint for ongoing debates about **who is best positioned to lead public institutions** and how leadership choices influence confidence in government performance.

TAKEAWAY: Public reaction to the appointment is less about the individual selection itself and more about competing views of expertise, reform, and trust in government institutions.

D.C. Beautification & Restoration Efforts

Visible improvements are generating support across ideological lines, but larger projects are prompting debates about cost, priorities, and preservation.

What the Public Is Saying

1. Visible Improvements Are Hard to Ignore

Residents and visitors point to **restored fountains, cleaner parks, repaired monuments, and upgraded public spaces** as tangible signs that long-neglected maintenance is being addressed.

2. Civic Pride Is Driving Support

Supporters see the effort as restoring the nation's capital as a **symbol of American heritage**, especially ahead of the 250th anniversary and major events like the FIFA World Cup.

3. Debate Centers on Scale and Priorities

Maintenance projects **draw broader approval**, but support weakens around large-scale construction, redesigns, and expensive capital investments **that critics see as lower priority**.

4. Preservation vs. Modernization

Debate often centers on whether projects **protect D.C.'s historic character or reshape it too aggressively**, with supporters emphasizing usability and modernization.



Making D.C. *SAFE* and *BEAUTIFUL* Again

- 22 fountains repaired
- 28 statues repaired
- 500 instances of graffiti removed
- 134 rat-resistant trash cans installed
- 150 potholes repaired
- 250 truckloads of debris from ponds removed
- 1,143 benches installed
- 1,695 lights installed
- 45 monuments and memorials cleaned
- 6 new statues installed

Daily Caller



TAKEAWAY: Public opinion is strongest when efforts focus on repairing and restoring existing landmarks. It becomes more divided around major new construction, redesigns, or costly symbolic projects.

Freedom 250 Concerts Face Perception Challenges

Public discussion suggests artist withdrawals shifted attention away from the anniversary itself and toward broader debates over patriotism, political perception, and national unity.



Refinery29 · 3h · on MSN

Milli Vanilli's Fab Morvan drops out of Freedom 250 concert

"This is not what I signed up for," Morvan says of the backlash surrounding the concert

VARIETY · 8h · on MSN

Milli Vanilli's Fab Morvan says he is quitting Freedom 250 shows too



yahoo! · 2h

'Not What I Signed Up For': Milli Vanilli Member Drops Out Of Freedom 250 Concert



Vibe · 2h · on MSN

Vanilla Ice defends Freedom 250 concert, says he would play for Putin, Iran

Vanilla Ice has no qualms about performing at the Great American State Fair, the Trump-created Freedom 250 event: "I'd go play for anybody."

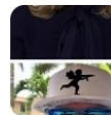
CBS NEWS · 15h · on MSN

Vanilla Ice says he'd perform for anybody, including Putin and Iran



CNN · 20h

Vanilla Ice on why he still plans to perform at Freedom 250 concert



What's driving the sentiment shifts

- **Artist withdrawals** generated frustration among supporters who viewed the concerts as an opportunity to celebrate **America's 250th anniversary** and shared national heritage.
- Public discussion centered on concerns that participation was being evaluated through **political affiliation rather than civic pride**.
- Critics questioned the event's **perceived political lean**, while supporters expressed disappointment that a national milestone became politically contentious.
- The withdrawals reinforced perceptions that patriotic events are increasingly vulnerable to **polarization and public scrutiny**.
- Discussion shifted away from the anniversary celebration itself and toward broader debates around **political identity, cultural pressure, and national unity**.
- Conversations suggest that messaging centered on **shared history, national achievement, and unity** may be critical to maintaining broad public engagement.

TAKEAWAY: The Freedom 250 concert backlash shows how political perceptions can shape engagement with patriotic celebrations, complicating efforts to position the nation's 250th anniversary as a broadly unifying civic moment.

Iran Policy, Energy Security, and Voter Concerns

Iran policy is becoming a voter concern at the intersection of security, energy costs, and American strength.

What Voters Are Talking About

Energy & Economic Impact

- **Fuel prices** remain a leading concern in discussions.
- Strait of Hormuz disruptions are viewed as a **potential threat to energy markets**.
- Regional instability is frequently connected to **household economic pressures**.

National Security Concerns

- Continued focus on **Iran's nuclear ambitions**.
- Debate over **America's role** in confronting regional threats.
- **Questions about whether current policies strengthen or weaken U.S. influence abroad**.

Competing Perspectives

Strength & Deterrence

- Supporters argue that **maintaining pressure on Iran is necessary** to prevent nuclear advancement.
- Emphasis on sanctions, military readiness, and **projecting American strength**.
- Discussions frame deterrence as **critical** to protecting U.S. and allied interests.

Diplomacy & De-escalation

- Others advocate **greater reliance on negotiations** to reduce tensions.
- Calls for **limiting escalation** and **lowering economic costs** associated with regional conflict.
- Discussions focus on **diplomatic solutions** as a path toward long-term stability.

Voters appear to be evaluating Middle East policy through two primary lenses: **security and affordability**. Public sentiment suggests leaders who can demonstrate both a strong national security posture and protection against energy price volatility may be best positioned to maintain public confidence.

TAKEAWAY: Public debate centers on whether strength or diplomacy offers the more effective path to stability and lower costs.

Senate GOP: Economic Resilience and Regulatory Reform Drive Momentum

WHO'S WINNING THE WEEK?



52% Weekly Sentiment

John Kennedy

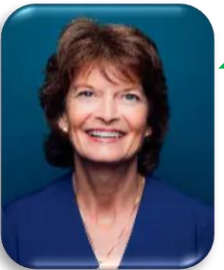
Sentiment increased due to positive engagement surrounding his Senate hearing appearances on judicial oversight and nationwide injunctions, as well as public commentary on government accountability, healthcare fraud, and cost-of-living issues.



48% Weekly Sentiment

Cynthia Lummis

Sentiment increased following her leadership on cryptocurrency policy and support for the Clarity Act, including broader efforts to establish a clearer federal regulatory framework for digital assets and stablecoins.

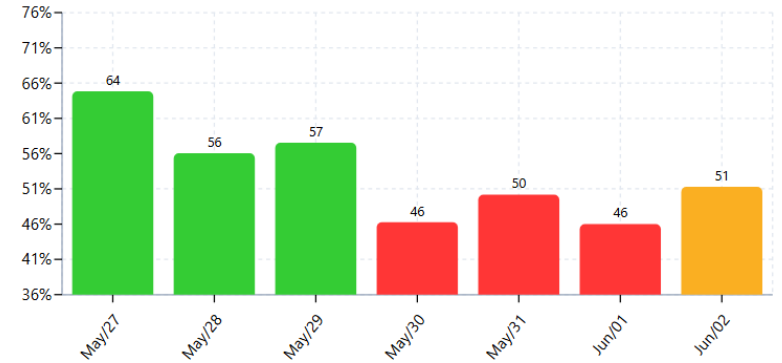


46% Weekly Sentiment

Lisa Murkowski

Sentiment increased due to positive engagement surrounding her bipartisan leadership on appropriations and efforts to secure funding for Alaska's infrastructure, energy, public safety, and community development priorities.

Sen. John Kennedy 7-Day Sentiment



WHO LOST THE WEEK?



Lindsey Graham

38%



Ted Cruz

39%



Rick Scott

39%

Declines were driven by discussion surrounding foreign policy positions, fiscal and legislative priorities, and broader congressional oversight debates

Takeaway: Positive sentiment centered on regulatory reform, economic resilience, and government accountability.

House GOP: Weekly Sentiment Shift

WHO'S WINNING THE WEEK?



56% Weekly Sentiment

Pete Stauber

Sentiment increased due to positive engagement surrounding his participation in the Minnesota GOP Convention and support for Republican statewide candidates, conservative policy priorities, and advocacy for government accountability and anti-fraud initiatives.



53% Weekly Sentiment

Kat Cammack

Sentiment increased following media visibility around her recent policy advocacy, including comments on the proposed Anti-Weaponization Fund and support for the Dismemberment Abortion Ban Act of 2026.

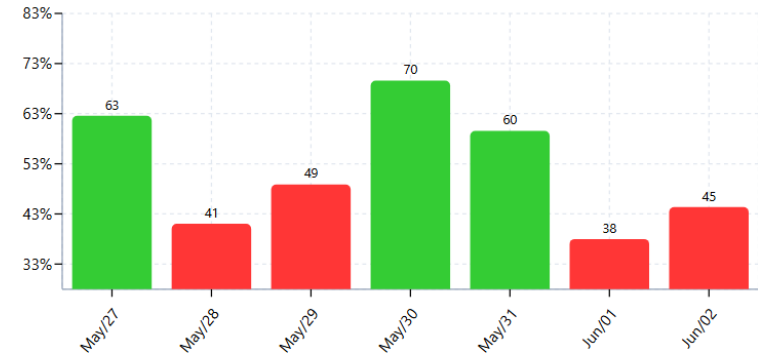


51% Weekly Sentiment

Gregory Murphy

Sentiment increased due to heightened visibility from meetings with small-business leaders and visits on innovative water treatment technology and economic development initiatives in eastern North Carolina.

Rep. Pete Stauber 7-Day Sentiment



WHO LOST THE WEEK?



Mike Flood

34%



Randy Fine

36%



Young Kim

36%

Declines were driven by discussion surrounding policy positions, constituent concerns, and broader congressional oversight debates.

Takeaway: Positive sentiment centered on advocacy, community engagement, and government accountability.

Governors Gaining Traction: Week in Review

WHO'S WINNING THE WEEK?



49% Weekly Sentiment

Ron DeSantis

Sentiment increased due to heightened visibility surrounding his "Save Our Homes from Excessive Property Taxes" proposal and special legislative session on property tax relief, which generated positive engagement among supporters focused on tax reduction and cost-of-living issues.



46% Weekly Sentiment

Sarah Huckabee Sanders

Sentiment increased following a \$400,000 disaster recovery funding for Arkansas communities affected by the January 2024 storms, generating positive engagement among supporters.

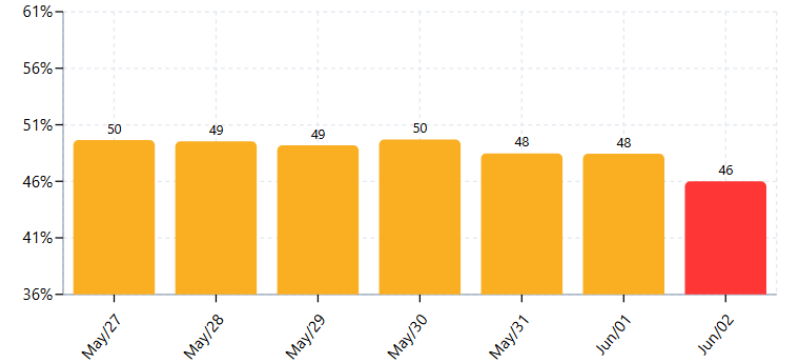


45% Weekly Sentiment

Bill Lee

Sentiment increased following education reform efforts and appointments and the unveiling of new Tennessee State Park signage, generating positive engagement among supporters of his policy agenda.

Gov. Ron DeSantis 7-Day Sentiment



WHO LOST THE WEEK?



Henry McMaster



38%



Mike DeWine



39%



Brian Kemp



41%

Declines were driven by discussion surrounding state policy decisions and broader government oversight debates.

Takeaway: Positive sentiment was driven by tax relief, disaster recovery, and state-level reform efforts.

Turn Real-Time Data Into Actionable Strategy

Detect → Predict → Influence

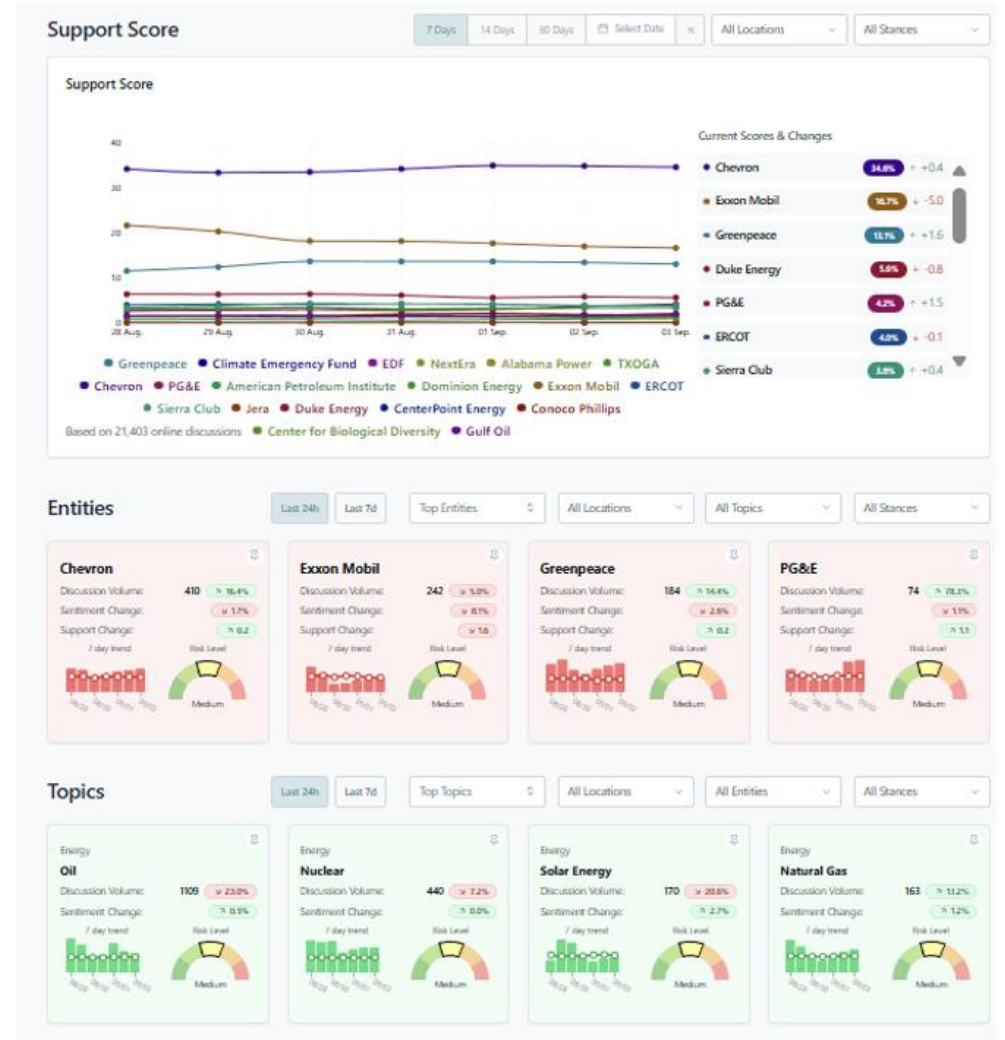
- **Detect:** Identify sentiment spikes by issue or persona.
- **Predict:** Is it message fatigue, policy backlash, or external narrative?
- **Influence:** Test and reframe messages before polling catches up.

How To Use

- Daily monitor — live dashboards for rapid response.
- Weekly message test — measure traction, cut weak frames.
- Pre/post event read — debates, rallies, and media hits.
- Rapid Response — Adjust communications in real time.

Integrate Into Strategy

- Daily War Rooms: Use live dashboards to adjust rapid-response and communications in real time.
- Weekly Strategy Updates: Review support trends, issue spikes, and sentiment momentum to guide resource allocation and field priorities.



Takeaway: EyesOver is not just a tracker — it's a decision engine. By plugging sentiment into campaign workflow, teams can move from reacting to headlines to actively shaping the narrative every day.

Want to Know What Voters Will Think Before They Say It?

30-day access available for GOP campaigns and organizations.

Want to see tomorrow's sentiment today?

Book a 15-min demo.

Polling shows where support was.

EyesOver shows where it's going.

Strategists win when they act in real time.

SIGN-UP TO OUR
WEEKLY NEWSLETTER





Want to see what's moving voters in your state or district — *before the next poll drops?*

Book a live 15-min walk-through: Kloveless@eyesover.us, Laustion@eyesover.us, Aguilarte@eyesover.us



Scan QR code to reach out for pricing and next steps.