EyesOver

2025 Reed AWARDS Winner
Best New Research Technique

WEEKLY SNAPSHOT: NATIONAL ONLINE SENTIMENT

Digital Voter Sentiment Trends to Guide GOP Strategy

6/25/2025

2025 Pollie Award Winner
AAPC

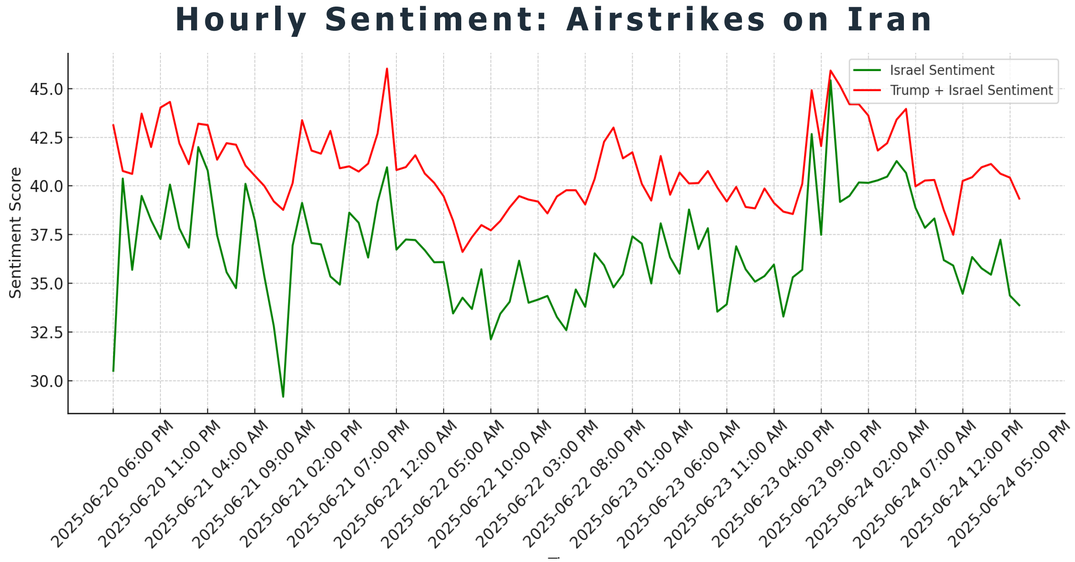
Sentiment Index: Airstrikes on Iran

- **Support for U.S. Military Action Against Iran:** Between 6/21-6/22, about 75% of MAGA Conservative discourse online indicated support for U.S. airstrikes on Iranian nuclear facilities.
  - **Drivers of Support for U.S. Action on Iran:** MAGA discourse that is supportive of airstrikes on Iran is largely motivated by Iran's pursuit of nuclear weapons and sponsorship of terrorism. Advocates also frame Trump's assertive leadership as "America First", arguing airstrikes as a necessary corrective to prevent wider war.

  - **Drivers of Criticism of U.S. Action on Iran:** MAGA aligned Critics focus heavily on constitutional violations—especially the lack of congressional approval—alongside fears of escalating conflict and questions about whether the strikes genuinely serve U.S. national interests or reflect disproportionate alignment with Israeli objectives.

- **Support for Israel as an Ally:** Between 6/21-6/22, MAGA Conservative discourse online showed strong support for Israel, with 68% expressing support for Israel as an ally and 32% expressing criticism.
  - **Drivers of Support for Israel:** MAGA Conservative support is largely driven by strategic military alignment and the shared goal of countering Iran's nuclear threat, with Israel viewed as a critical frontline ally in defending Western security. Additional support stems from Trump's pro-Israel leadership and a religious/moral worldview that sees Israel as both a biblical and cultural partner aligned with Judeo-Christian values.

  - **Drivers of Criticism of Israel:** Opposition is fueled by concerns over U.S. sovereignty and constitutional overreach, with critics alleging that American foreign policy is unduly influenced by Israeli interests and lobbying efforts. Additional criticism centers on Israeli military conduct, with claims of aggression and civilian harm, and broader distrust of elite manipulation undermining U.S. national interest and credibility.



Text box explaining this graph

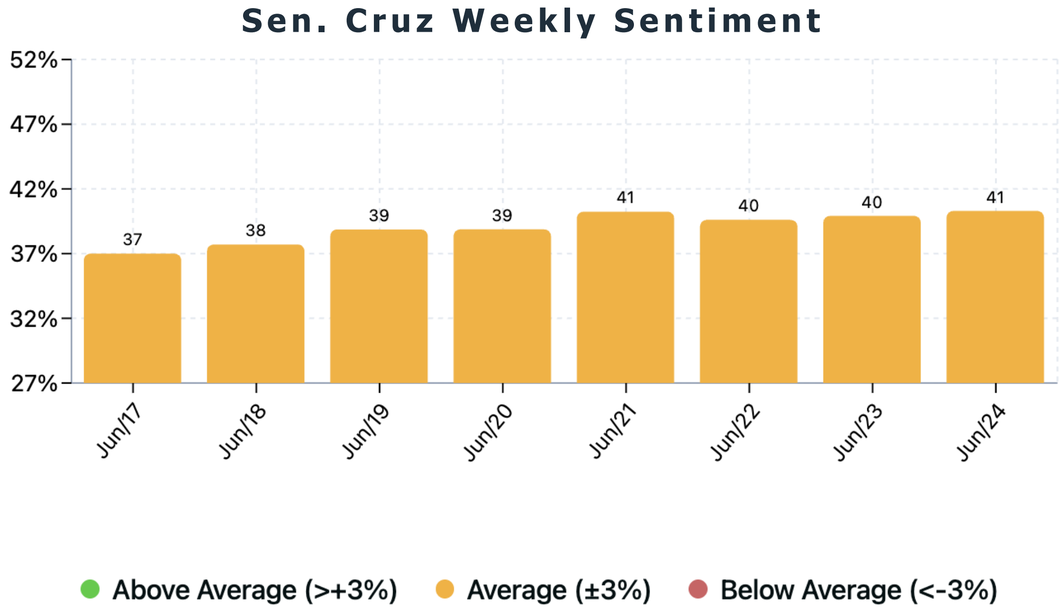
Sentiment Index: Cruz – Carlson Interview

What lowered Cruz's support surrounding Tucker Carlson Interview:

- **Weak Command of Foreign Affairs– 40% of critical discourse:** Critics highlight Sen. Cruz's inability to answer basic foreign policy questions as evidence of hypocrisy that diminishes the stated importance of confronting Iran by Sen. Cruz.
- **Foreign Influence and Lobbying – 30% of critical discourse:** Many accuse Sen. Cruz of being beholden to foreign interests fueling anger over the perceived erosion of American political independence.
- **War Rhetoric and Military Intervention – 20% of critical discourse:** Commenters question the wisdom of Cruz promoting military action while lacking fundamental knowledge, casting doubt on the sincerity of so-called "America First" positions.
- **Conservative Infighting and Fracture – 10% of critical discourse:** The feud between Sen. Cruz and Carlson is seen as emblematic of a fractured conservative movement, which users disproportionately blame on "Neocons" rather than populists.

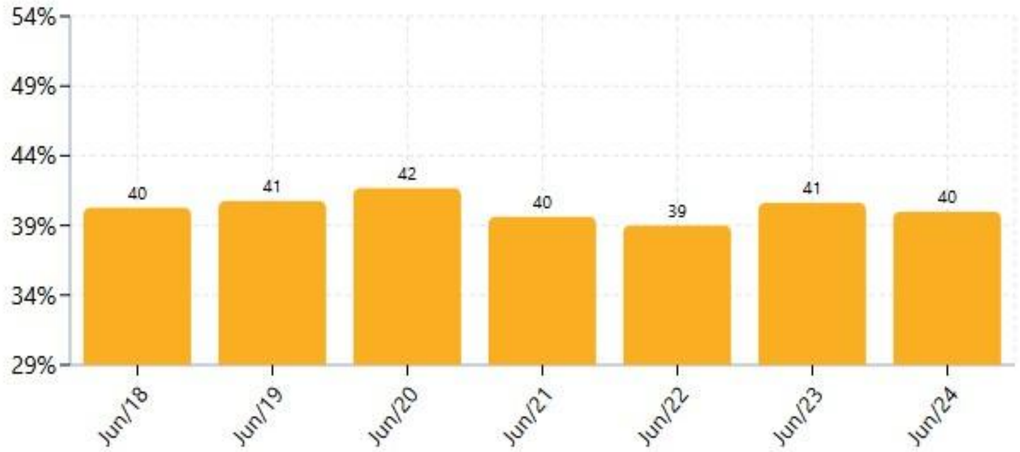
What raised Cruz's support surrounding Tucker Carlson Interview:

- **Biblical Justification for Supporting Israel – 38% of supportive discourse:** Supporters praise Sen. Cruz's invocation of biblical mandates to back Israel, viewing it as a sign of principled patriotism that resonates deeply with evangelical conservatives.
- **Hardline Foreign Policy and Iran Rhetoric – 28% of supportive discourse:** Sen. Cruz's aggressive stance toward Iran is framed by backers as proof of strong leadership and a no-nonsense America First approach.
- **Electoral Resilience and Texas Populism – 18% of supportive discourse:** Many highlight Sen. Cruz's continued success in Texas elections as evidence that his combative, unapologetic style connects with a loyal voter base.
- **Anti-Establishment Media Defiance – 12% of supportive discourse:** His confrontations with Tucker Carlson and rejection of elite consensus are seen as courageous acts that bolster his image as a political outsider unafraid to challenge the system.



House GOP

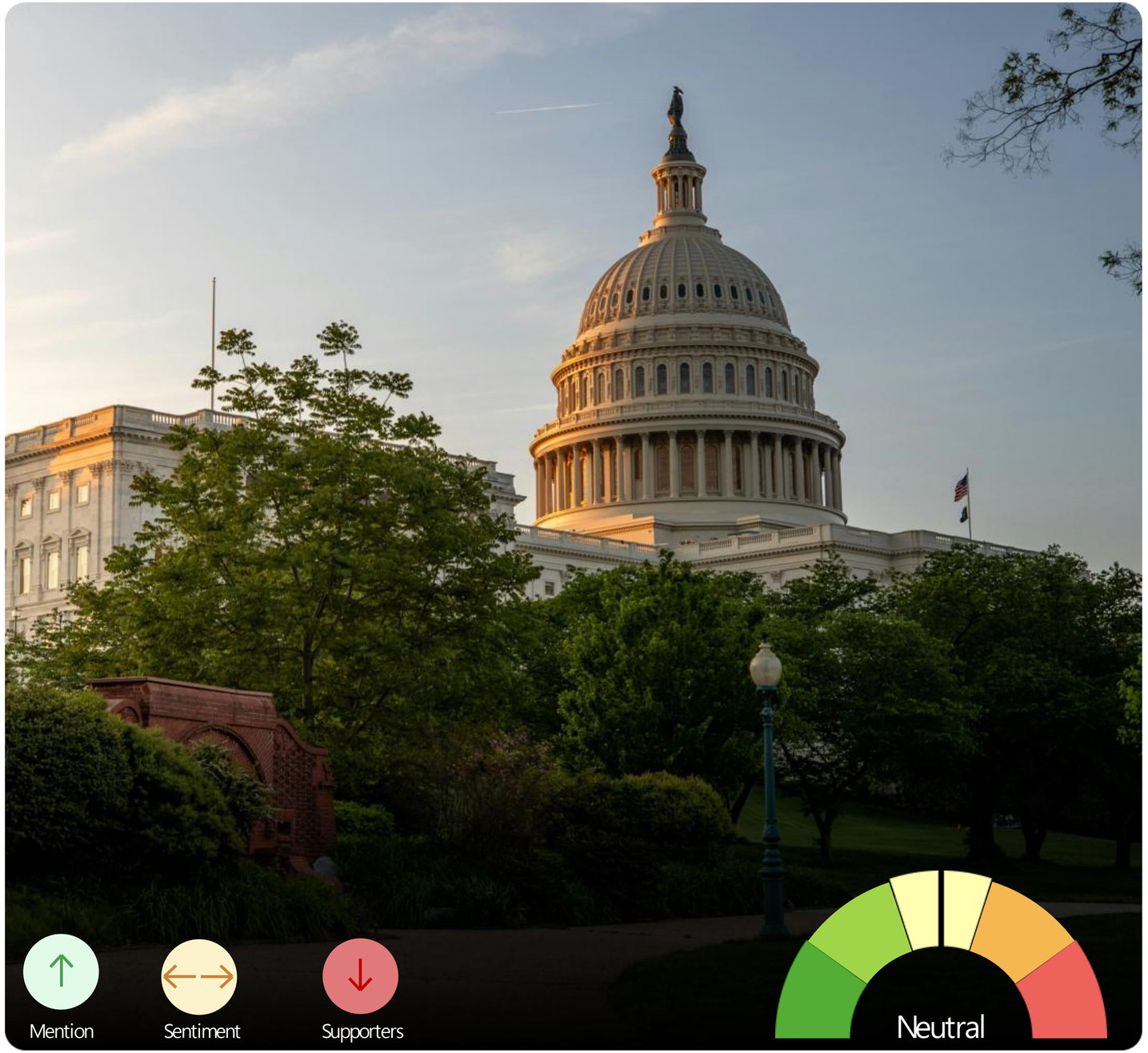
TOP TOPICS:
ISRAEL | IRAN | HOUSE (CONGRESS)



HOUSE GOP weekly sentiment is currently **4% higher** than average House Democrat sentiment.

Rep. Massie earns the highest levels of support in gain-loss, with a narrow margin that leans largely positive for his recent comments about U.S. involvement in the Israeli-Iranian conflict.

Overall, for the House GOP, in the past week, **mentions** are **higher** than usual, **sentiment** is **neutral**, and the number of **new supporters** is net **negative**.



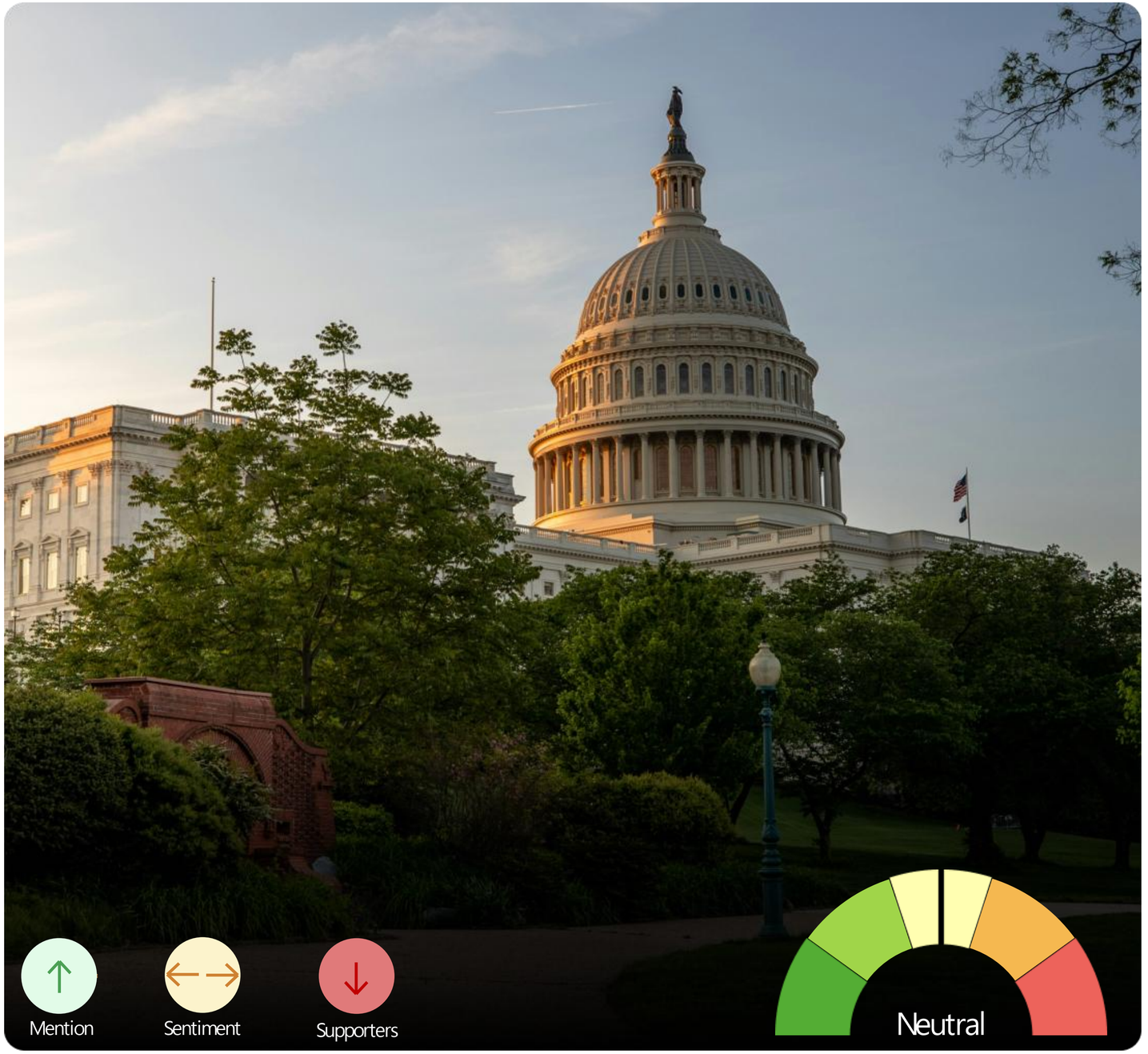
Senate GOP

TOP TOPICS:
HOUSE (CONGRESS) | CURRENT LEGISLTATION | ISRAEL

SENATE GOP weekly sentiment is currently **1% higher** than average Democrat sentiment.

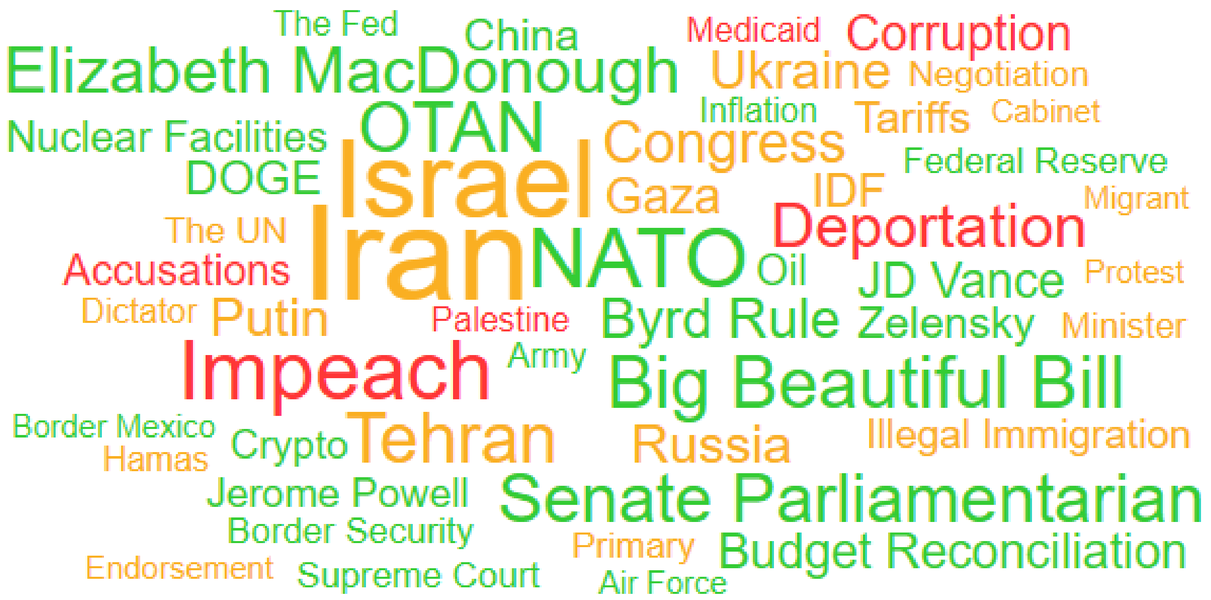
Sen. Lee sees the **highest level of lost support, with a massive negative ratio.** This is due to backlash, from both ends of the political spectrum, to his land sale amendment to the One, Big, Beautiful Bill

This week, **mentions** are higher than usual, **sentiment** is **neutral** , and the number of **new supporters** is net **negative**.



Trending Keywords Nationally

OVER LAST 7 DAYS



Sentiment: Very Strong | Satisfactory | Critical

What does this mean: This is how you time the market, speaking politically. More valuable than polling verbatims—know what voters are talking about in real time

Support/Loss Ratio

SENATE

Sen. Lee sees the highest level of lost support, with a massive negative ratio. This is due to backlash, from both ends of the political spectrum, to his land sale amendment to the One, Big, Beautiful Bill

ABC4 Utah

Sen. Lee announces changes to controversial public lands sale budget bill provision

Sen. Mike Lee announced changes to his controversial public lands sale provision in the "big beautiful" budget bill, that U.S. Forest...

HOUSE

Rep. Massie earns the highest levels of support in gain-loss following his recent comments over U.S. involvement in the Israeli-Iranian conflict. Rep. Taylor Greene holds tight margins between support gained to lost over her continued expression of opposition against Middle East intervention.

Politico

Thomas Massie says he'll withdraw war-powers measure if Iran-Israel cease-fire holds

Rep. Thomas Massie told reporters Monday evening he won't advance a measure to block U.S. involvement in the Israel-Iran conflict if an...

1 day ago

Land Sale Amendment: Sentiment Drivers

What's Raising Support for Sen. Lee's Land Sale Amendment

•**Affordable Housing – 40% of supportive Land Sale Discourse:** Supporters argue that releasing a modest portion of underused federal lands for residential development could increase housing supply and reduce market pressures, thereby making homeownership more attainable for working families.
•**Local Control and Safeguards – 30% of supportive Land Sale Discourse:** Proponents highlight that the bill includes provisions for state and local government priority, limits on parcel sizes for purchase, and built-in safeguards to ensure that the land is used to address community housing needs rather than simply enriching corporate interests.
•**Economic Development and Revenue Generation – 20% of supportive Land Sale Discourse:** Advocates maintain that the sale could generate significant revenue—potentially billions of dollars—that might be reinvested in local infrastructure and community development initiatives, ultimately bolstering regional economies.
•**Reallocation of Underused Public Lands – 10% of supportive Land Sale Discourse:** This portion of the debate focuses on the argument that only a very small and underutilized fraction of federal lands is being targeted, allowing for a more rational, need-based reallocation of federal assets without compromising high-value recreational or environmental areas.

What's Eroding Support for Sen. Lee's Land Sale Amendment

•**Corporate Exploitation and Wealth Concentration – 40% of critical Land Sale Discourse:** Critics argue Senator Lee's proposal primarily benefits wealthy developers and corporations, enabling a covert land grab that prioritizes profit over public good. They view the sale of federal lands as a mechanism to enrich private interests at the expense of community needs.
•**Questionable Housing Affordability – 30% of critical Land Sale Discourse**: Skeptics doubt the proposal's ability to create genuinely affordable housing. They highlight the impracticality of building affordable homes on remote lands with poor infrastructure and limited employment opportunities, which undermines the housing crisis solution.
•**Environmental and Recreational Impact – 20% of critical Land Sale Discourse:** There is widespread concern about the loss of public access and environmental degradation. Critics warn that privatizing federal lands will damage natural habitats, restrict recreational spaces, and permanently reduce public resources.
•**Immigration as a Misplaced Justification – 10% of critical Land Sale Discourse:** Some critiques focus on the use of immigration concerns to justify land sales. They argue that addressing immigration issues directly would be more effective and that linking it to land sales distracts from the real problems.

Analysis:

FRAMING THE GOP SHOULD PUSH:

End the Tyranny of the Staffer Veto: Frame the parliamentarian's role a tool of swamp obstructionism—an unelected staffer overriding the will of millions of Americans. Replacing her becomes a matter of constitutional clarity and democratic integrity.

Border Security vs Deportations: Differentiate the work done between ending illegal border crossings and deporting the millions of illegal aliens remaining in the U.S., many who pose a serious threat to American communities.

Overloading the Message with Tax Talk: Tax cuts are popular—but they don't drive fear or urgency like immigration does for our base. Centering every message on taxes lets Democrats dominate the fear narrative with entitlement scare tactics. Instead, lead with national security: this bill is crucial for ICE and deportation funding, especially after the recent arrests of Iranian nationals, including a former Iranian military sniper.

FRAMING THE GOP SHOULD AVOID:

Letting the Critics Define the Land Sale: The land sale provision is attracting heat—and if House GOP communicators don't frame it, critics will. Present it as a path to affordable housing, domestic energy production, and rural development. It's also about reducing our dependence on foreign energy and breaking the cycle of Middle East entanglements.

Hardball Diplomacy: Expose the hysteria and willful misreading of Trump's diplomacy by media pundits and D.C. insiders. While critics claimed President Trump is jeopardizing our alliances, he's doing what past presidents only talked about—boldly pushing NATO to meet a 5% defense spending threshold, a goal that far exceeds the 2% target previous administrations merely hoped to reach

Debating Nuclear Strike Damage: While critics debate the extent of damage on the Iranian nuclear sites, cut through the noise and focus on outcomes: peace has been achieved, U.S. forces were not injured or killed, and energy prices have emerged unscathed.

VS

Example Messaging That Works:

Safety over Slogans:
"While Democrats fight to tax waitresses, President Trump is focused on keeping Americans safe. After Iranian nationals—including a military sniper—were caught inside our borders, OBBB's ICE funding makes the choice is clear: safety or violence in American communities."

Democracy over Bureaucracy:
"While unelected staffers block the will of the people behind closed doors, President Trump fights to restore accountability. One bureaucrat's opinion shouldn't outweigh millions of voters. The choice is clear: backroom vetoes or a government that serves the people."

Hypotheticals vs Grim Reality:
"Democrats warn that work requirements or cutting illegals from taxpayer-funded healthcare *might* cause deaths. But those are hypotheticals. In reality, without immigration enforcement boosts in BBB, Americans like 12-year-old Jocelyn Nungaray will continue paying the price."

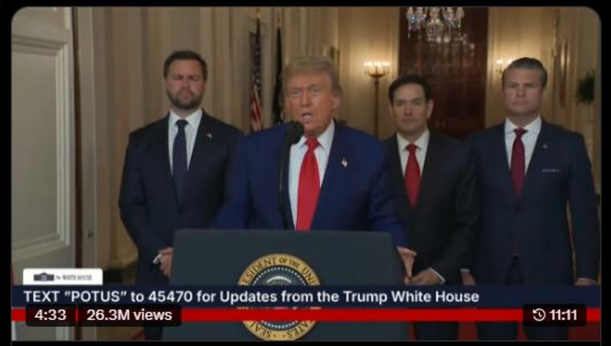
Example Messaging That Backfires:

Land Sale:
"This opens millions of acres of federal land to private investment and development." Backfires by leaning too hard on "private investment," which opponents can easily frame as catering to corporations or developers.

Foreign Policy:
"While critics obsess over Trump's diplomacy, it's important to remember the Biden administration's disastrous withdrawal from Afghanistan—leaving Americans and allies stranded and our global standing damaged. Backfires by focusing on past mistakes instead of offering a strong, positive case for current leadership, which can appear more like finger-pointing than confident strategy.

Top Posts

Donald J. Trump @realDonaldTrump · Jun 21



The White House @WhiteHouse
President Donald J. Trump Delivers Address to the Nation, June 21, 2025

46K 72K 433K 78M

The White House
@WhiteHouse

Peace. Quiet. Security.

This is the border under Trump after just five months — and it has to stay this way.

The One Big Beautiful Bill funds border security: deporting 1M+ aliens a year, hiring 18K agents, and finishing the wall.

PASS THE BILL. Make America Safe Again. 🇺🇸

The One Big Beautiful Bill Funds a Secure Border

10:02 AM · Jun 25, 2025 · **185.3K** Views

483 1.7K 8.2K 123

Speaker Mike Johnson
@SpeakerJohnson

The Commander in Chief does NOT need the permission of every member of Congress before taking decisive action to protect America or our interests.

Where was the Left's outrage when Obama and Biden used the same Article II powers? This isn't about the Constitution. This is about Democrats' hypocrisy.

11:45 AM · Jun 24, 2025 · **639.4K** Views

2.3K 8.7K 36K 641

U.S. Department of Labor @USDOL · Jun 23
The One Big, Beautiful Bill delivers MASSIVE tax relief for retirees on Social Security!

394 1K 4.4K 104K

Leader John Thune
@LeaderJohnThune

By placing this historic bill on @POTUS's desk by the Fourth of July, Republicans will be ensuring that future generations of Americans can live in safety and prosperity.

From foxnews.com

11:45 AM · Jun 23, 2025 · **131.6K** Views

1.1K 1.3K 6.2K 53

Karoline Leavitt @PressSec · Jun 20
The One Big, Beautiful Bill will drive growth and supercharge the American economy.

The Council of Economic Advisers found that the One Big, Beautiful Bill will:

✅Raise take-home pay by up to $13,300 for the average family of four.

✅Increase wages as much as $11,000 for the average worker in America.

✅Expand the Child Tax Credit and make it permanent for more than 40 million families.

✅Deliver No Tax on Tips, No Tax on Overtime, and substantial tax cuts for our amazing seniors.

Simply put, the One Big, Beautiful Bill is a MASSIVE win for middle-class Americans.

Republicans in Congress have a mandate to deliver.

President Trump is demanding they send this historic bill to his desk for his signature by Independence Day — July 4th.

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THANK YOU

For further information:
https://eyesover.us/contact-us

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