



# Weekly Snapshot: National Online Sentiment

*Digital Voter Sentiment Trends to Guide GOP Strategy*

8/13/2025



2025

**Pollie Award  
Winner**



**Best New  
Research Technique**



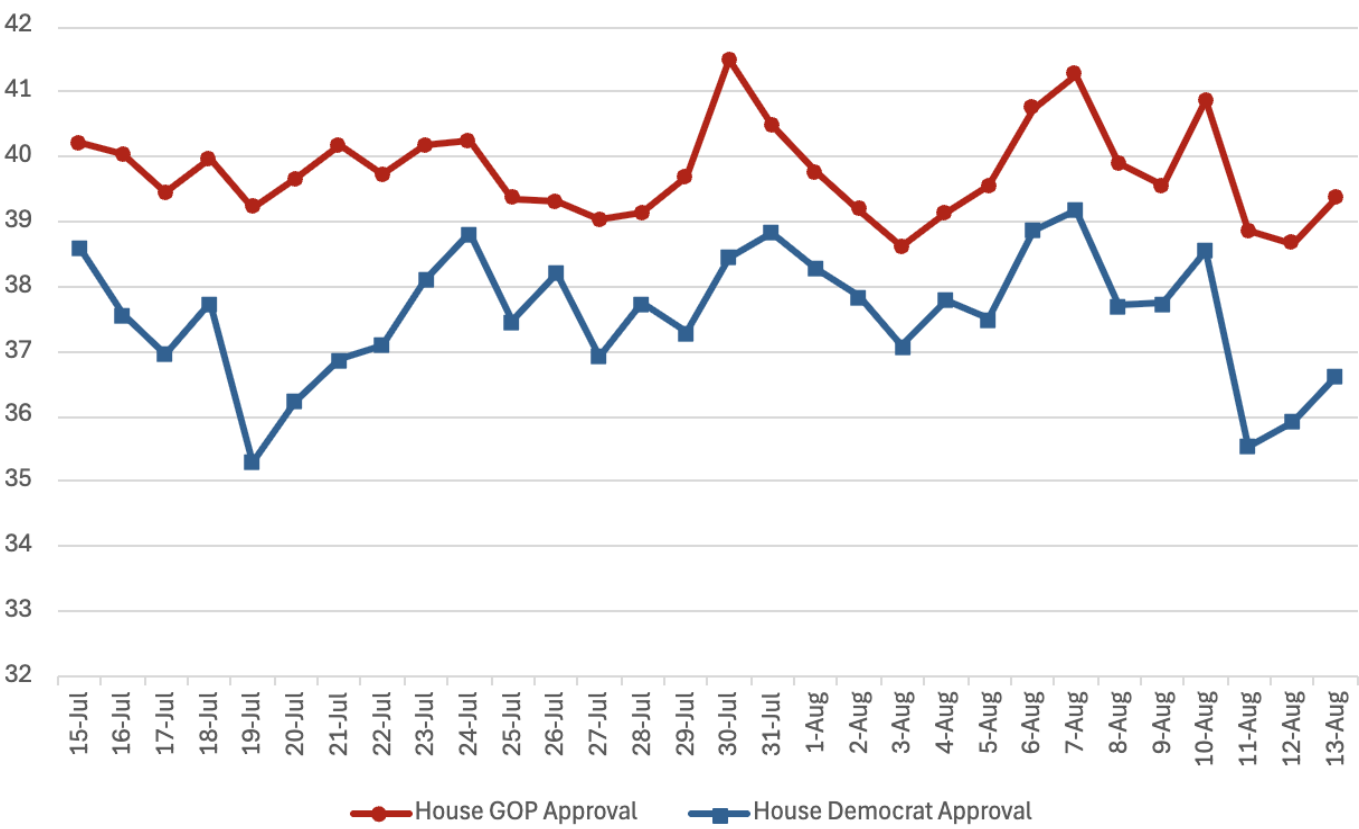
## **National Recognition for Data Excellence**

Since 2019, our team has proudly earned 45 national industry awards for innovation in data, analytics, AI, and digital strategy – including:

- 8x Best Use of Analytics – Pollie Awards
- 5x Best Use of Data Analytics/Machine Learning in Field – Reed Awards
- 4x Best Use of Data Analytics/Machine Learning – Reed Awards
- 5x Best Data Analytics Solution – Pollies & Reeds
- 1x Best in Show – Pollie Awards

🧠 These Pollie and Reed Awards recognize our leadership in data analytics, AI, messaging, and digital innovation — driving results where it matters most.

# Generic Ballot: House



- Over the last 30 days, House Republicans averaged 40% approval to House Democrats 37%—struggling to even surpass 40% on a daily basis. This mirrors national polling trends, which show House Democrats' approval ratings at record lows.
- House Democrats' approval ratings on their top discussed issues remain catastrophically low: just 33% on immigration and 31% on Israel. The collapse reflects simultaneous pressure from the moderates (over border policy) and the radical left (over Israel), leaving the party with no safe political ground.

# Policy Windows Open & Close Faster Than Ever



Policy issue attention in D.C. is spiking and fading faster than in prior years — making real-time tracking essential.

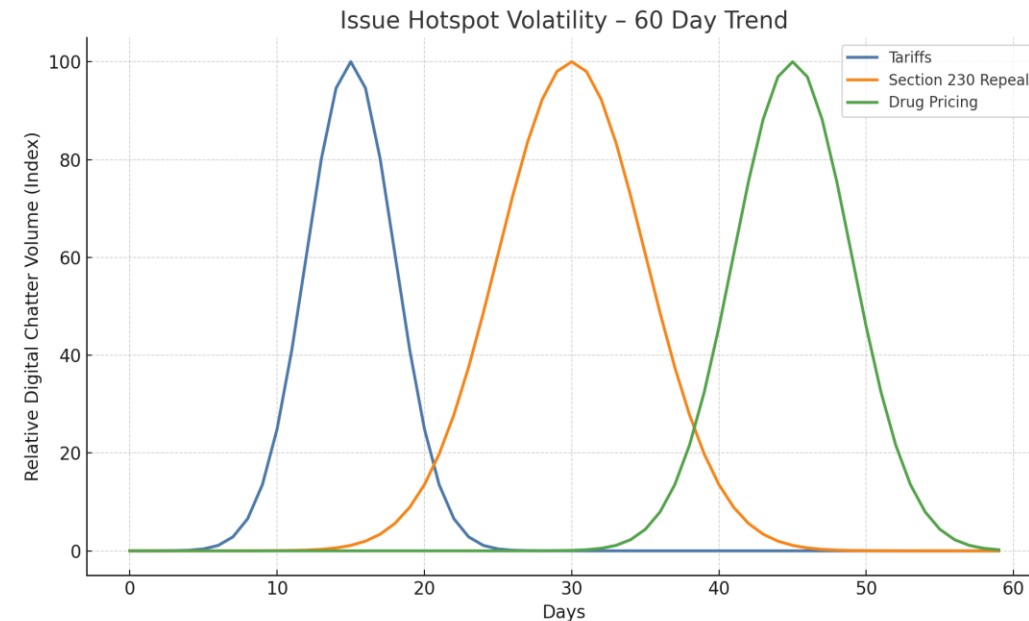
## Highlights:

- In Q2 2025, three issues (tariffs, Section 230 repeal, drug pricing) each saw **>300% week-over-week increases** in digital chatter before fading in under two weeks.
- Associations and trade groups missed windows to act because the spikes were too short for polling to catch.

From tariffs to Section 230 repeal to drug pricing, issue attention in D.C. is spiking and fading within days. In Q2 2025, each of these hot-button topics saw triple-digit growth in online chatter—only to vanish from the front page in under two weeks.

Firms relying on polling or traditional media monitoring are missing the moment.

**EyesOver delivers the real-time alerts and trend analysis needed to seize short-lived opportunities before they're gone.**



# K Street's Client Mix is Rapidly Changing



Big firms are diversifying client rosters beyond corporate lobbying to include more foreign governments, state agencies, and high-growth sectors like AI, defense tech, and energy.

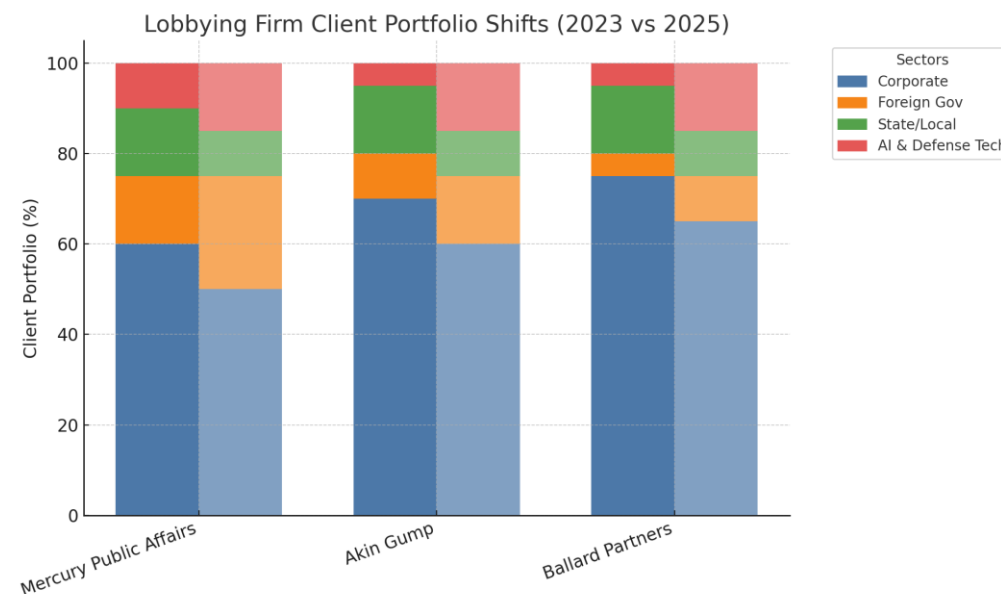
## Highlights:

- Foreign clients have increased at top firms — Mercury Public Affairs now counts more than 15 foreign contracts (up from 9 in 2023).
- AI and defense tech companies have quadrupled their presence on K Street since 2022.

The makeup of major firm portfolios is shifting fast. Foreign governments, state/local agencies, and high-growth sectors like AI and defense tech are claiming a bigger share of representation.

Traditional corporate accounts remain important, but diversification is accelerating—and so are the intelligence needs to track these new sectors in real time.

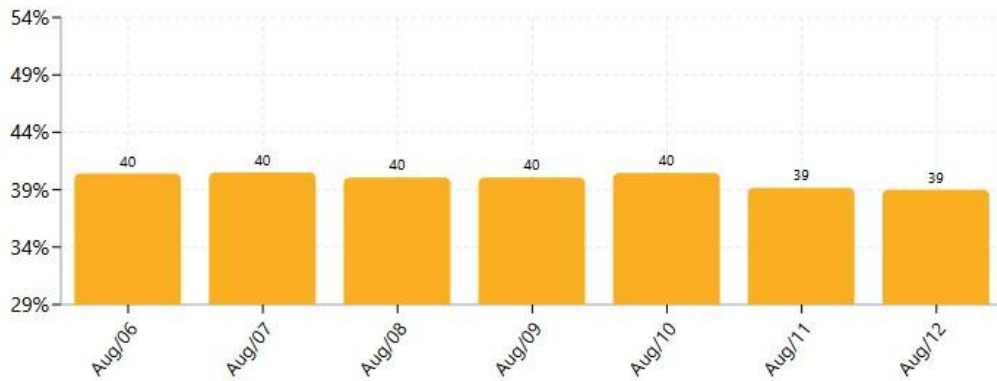
**EyesOver equips firms with live insight into emerging client spaces so they can anticipate and capture the next wave of opportunities.**



# GOP Senate

## TOP TOPICS

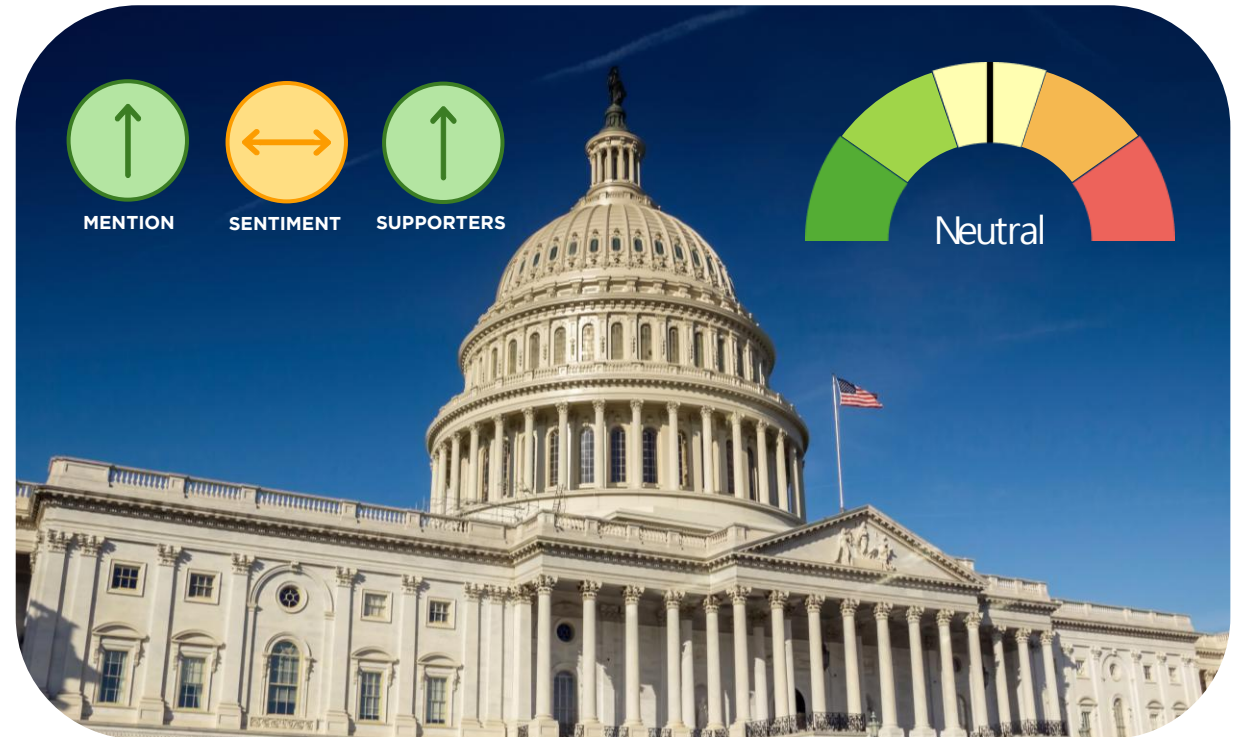
RUSSIA | ISRAEL | DOMESTIC POLICY



The Senate Republicans weekly sentiment is currently **1% higher** than average Democrat sentiment.

**Sen. Warner** sees the steepest support drop following backlash to his attacks on Secretary Hegseth and Director Gabbard.

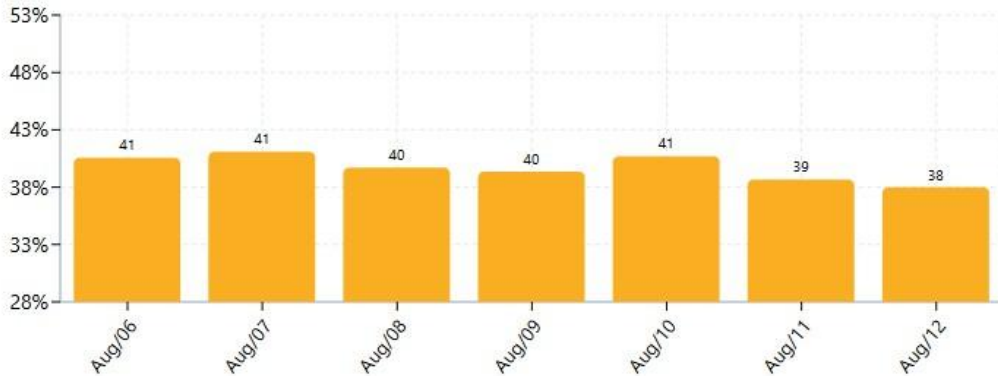
Overall, over the past day, the Senate Republicans **mentions** have been increasing, **sentiment** is at a net neutral, and the **number of new supporters** is increasing.



# GOP House

## TOP TOPICS

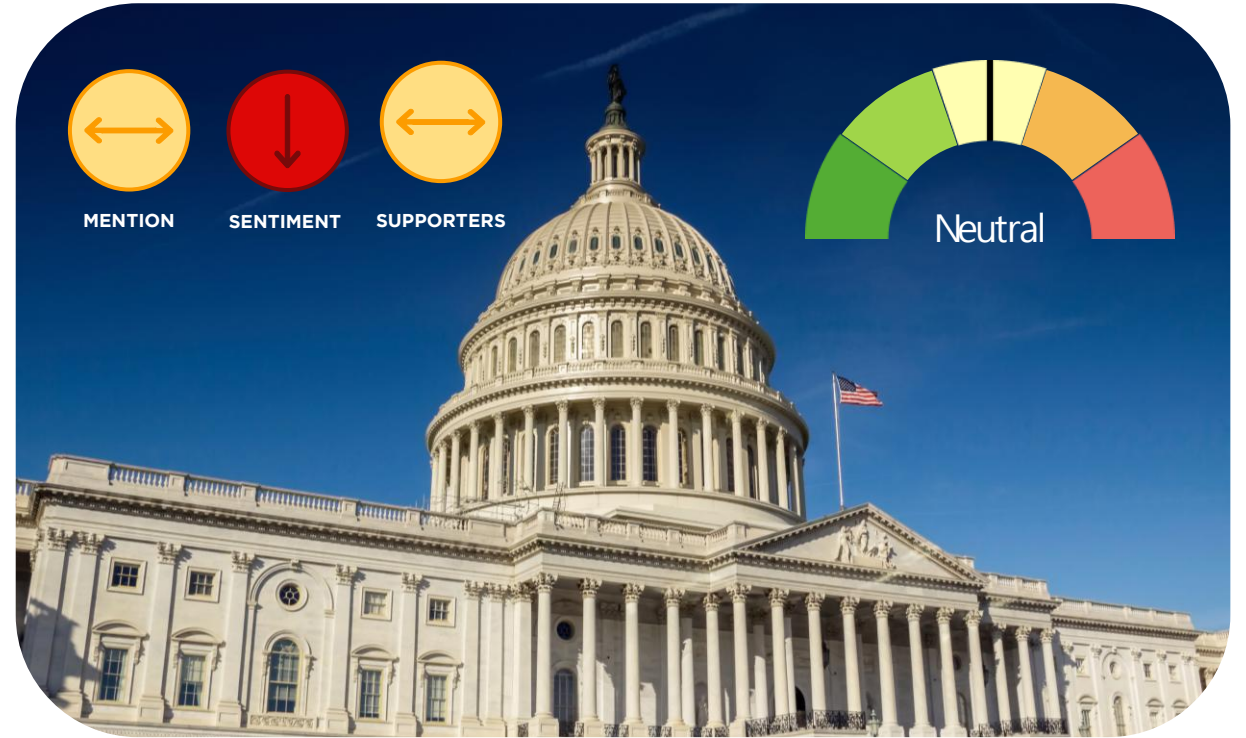
ISRAEL | MILITARY | DOMESTIC POLICY



The House Republicans weekly sentiment is currently **2% higher** than average House Democrat sentiment.

**Rep. Comer** experienced the largest losses in the House for the week after his recent issuing of subpoenas towards Hilary Clinton and James Comey, with many decrying it as an attempt to deflect from Epstein scrutiny.

Overall, over the past day, the House Republican **mentions** are at a net neutral, **sentiment** is decreasing, and the **number of new supporters** is at net neutral.



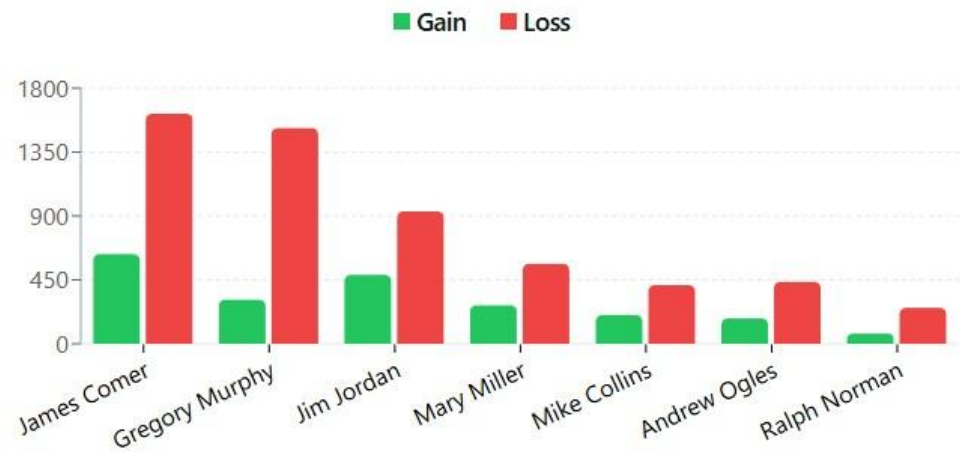


# Support/Loss Ratio

## SENATE



## HOUSE



**Sen. Warner** sees the steepest support drop following backlash to his attacks on Secretary Hegseth and Director Gabbard.

Politico

### Warner escalates critique of Gabbard at Aspen conference

The Democratic lawmaker is stressing the controversies over Director of National Intelligence Tulsi Gabbard at the same time that her...



**Rep. Comer** experienced the largest losses in the House for the week after his recent issuing of subpoenas towards Hilary Clinton and James Comey, with many decrying it as an attempt to deflect from Epstein scrutiny.

Fox News

### Rep. Comer praises 'bipartisan vote' to subpoena Clintons in Epstein probe

Rep. James Comer, R-Ky., discusses the House Oversight Committee's investigations into the Jeffrey Epstein case and former President Joe...

2 days ago



# Medicaid Reform: **Sentiment Drivers**

Recent online discourse shows Medicaid reform—specifically the “One Big Beautiful Bill” (OB BB)—drives Republican support but also presents vulnerability. Core voters back Medicaid and SNAP reform as essential to reducing waste, fraud, and abuse, but opponents frame the bill as a broad attack on healthcare for vulnerable Americans.

## Where the GOP is Hurting:

- **Healthcare Cuts Narrative** – Critics claim OB BB slashes up to \$900 billion from Medicaid and SNAP over a decade, with work requirements and reduced eligibility causing hospital closures, higher costs, and lost benefits for seniors, children, and people with disabilities.
- **Tax Policy Backlash** – Extensions of Trump-era tax cuts are framed as enriching billionaires and corporations, with limited benefit for working families. National debt concerns amplify criticism.
- **Immigration Enforcement Concerns** – Efforts to remove noncitizens from Medicaid are attacked as overreach, with fears of wrongful targeting.
- **Wasteful Spending Attacks** – Opponents cite “luxury” expenditures—like government perks and elite tax breaks—to argue Republicans favor the wealthy over working Americans.

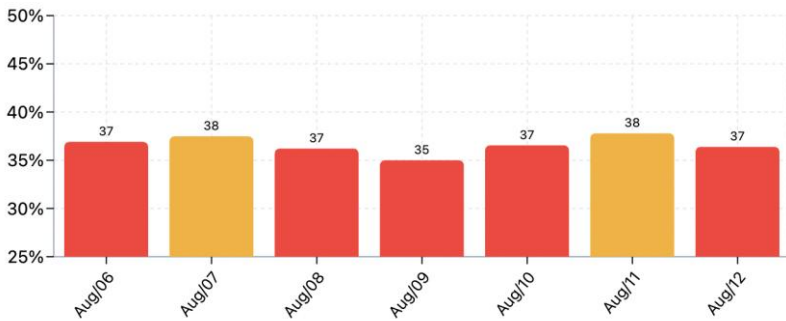
## How to Fix It:

- **Lean Into OB BB’s Most Popular Provisions:** Highlight tax cuts on Social Security benefits, overtime pay, and tips—simple, popular reforms that benefit working Americans.
- **Make Offense About Prosperity:** When voters think “One Big Beautiful Bill,” they should picture targeted tax relief for the working class not healthcare cuts.
- **Center Defense on Blue State Failures:** Show how states like California tied Medicaid insolvency to policies allowing millions of illegal migrants on the program—position OB BB as protecting citizens first.
- **Reinforce ‘Deserving Citizens’ Narrative:** Frame work requirements and eligibility checks as safeguarding the safety net for those who paid in.

**Strategic Value:** EyesOver highlights policy elements driving both support and criticism, helping GOP communicators amplify winning narratives—like tax cuts on Social Security, overtime, and tips—while mitigating Medicaid vulnerabilities in real time.



HOUSE GOP MEDICAID APPROVAL



The Center Square

Republicans respond to data showing 10M will soon lose Medicaid coverage

(The Center Square) – Democrats are sounding the alarm over a new analysis showing that the One Big Beautiful Bill Act will cause millions...

18 hours ago





# Tariff Fatigue: Sentiment Drivers

## Tariffs & Trump – National Sentiment

Despite securing new trade deals and touting billions in tariff revenue, support for Trump's trade policies has held steady—averaging 45% in July and 45% so far in August. This stability, even amid diplomatic and economic wins, signals that tariffs alone are not moving public opinion.

### National Trends:

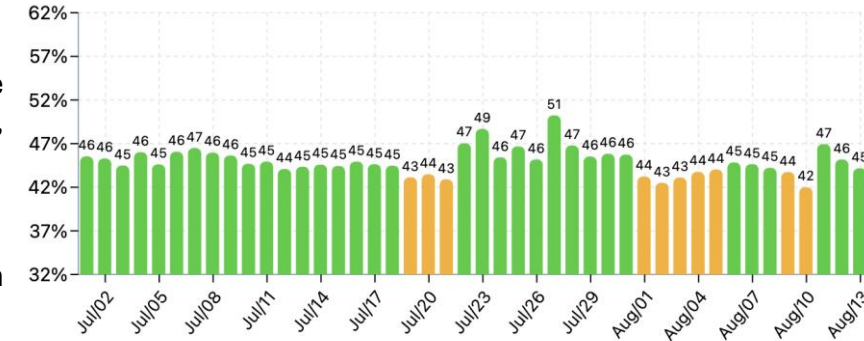
- **Support Plateau:** While the core base remains loyal, tariffs have not expanded appeal beyond it. Positive sentiment is most resilient when tariffs are positioned within a broader economic success story—tax cuts, deregulation, and job growth—rather than as a stand-alone policy.
- **What Messaging Raises Tariff Support:**
  - **Tariff Leverage** – Credited with securing tougher trade deals and forcing foreign partners to negotiate on U.S. terms.
  - **Economic Performance** – Tax cuts, deregulation, and job growth seen as the main economic engines, with tariffs playing a supporting role.
  - **America First Foreign Policy** – Admired for decisive stances against both allies and adversaries.
  - **Economic Reforms** – Applauded for reshaping global trade, cutting deficits, and reviving domestic manufacturing.
- **What Messaging Lowers Tariff Support:**
  - **Hidden Tax Impact** – Viewed as raising costs for consumers on essentials and imports.
  - **Economic Mismanagement** – Critiques of erratic policymaking and misrepresented data.
  - **Diplomatic Fallout** – Seen as damaging relations with key allies.
  - **Misinformation** – Disputes over claims about who bears the cost of tariffs.

**Key Insight – Coupling Wins:** With support holding flat despite trade deal announcements, the strongest messaging emerges when tariffs are paired with tax cuts and deregulation that harken back to first-term Trump era successes.

**Strategic Value:** EyesOver identifies where and how support on issues like this can grow, enabling GOP communicators to sharpen their message and capture momentum in fast-moving public debates.



President Trump Trade Approval



NBC News

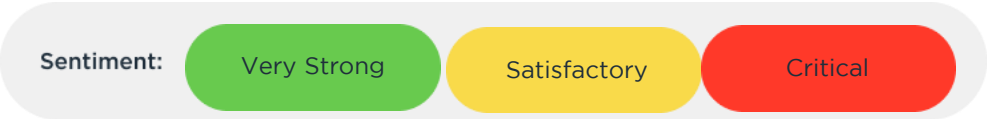
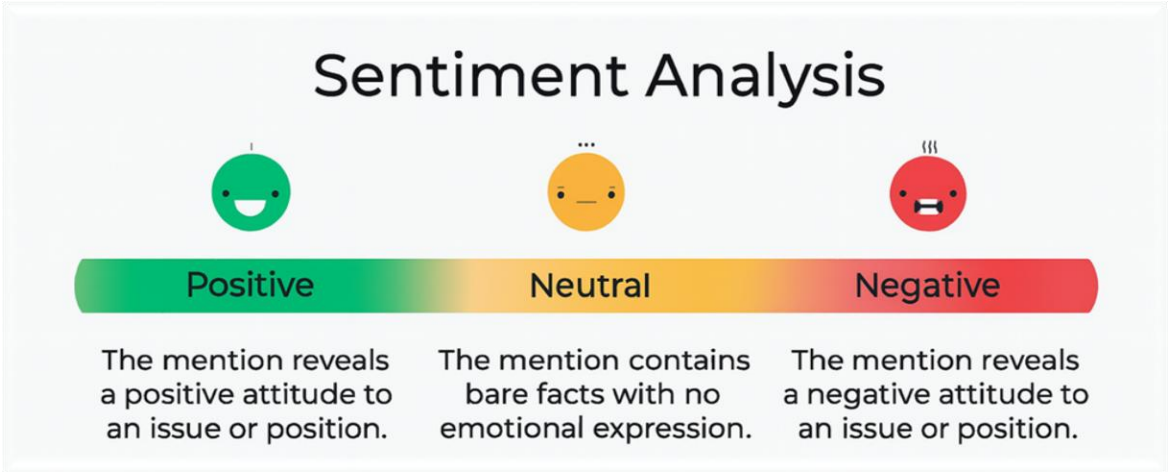
Trump's tariff pause is set to expire, threatening a trade war flare-up

President Donald Trump's trade war risks reigniting next week when a temporary pause on sweeping tariffs is set to expire,...



# Trending Keywords Nationally

Over last 7 days



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

# Analysis

## FRAMING THE GOP SHOULD PUSH:

**Trade:** Democrats framed Trump's trade policies as reckless, but OBBB pairs tariffs with tax cuts on Social Security, overtime, and tips, while securing trade deals with major economies like the EU and Japan to protect American industries and national security.

**Strong Borders, Strong Labor Messaging:** Immigration continues to drive Republican support. Trump's emphasis on border enforcement and protecting jobs resonates with voters who see unchecked immigration as a threat to worker stability and community safety.

**Delivering Where Others Talk:** Trump is the only leader pairing action with results—whether it's boosting Main Street through targeted tax relief, defending American industries, or protecting Medicaid for citizens. Results, not empty rhetoric, define OBBB.

VS

## FRAMING THE GOP SHOULD AVOID:

**Racial Narratives:** Reject claims that the D.C. crime initiative targets minorities. Trump delivers real action for mothers, grandmothers, victims, and local leaders—while elites offer empty promises.

**Corporate Tax Cuts:** No tax on tips, overtime, and Social Security puts money back in workers' pockets. These wins drive support for OBBB and should be highlighted alongside family-focused benefits.

**Epstein Files:** Recognize the validity in persistently focusing on justice for the victims of Epstein. Avoid dismissing allegations, while also carefully outlining limitations in pursuing legal justice based on hard evidence.

## EXAMPLE MESSAGING THAT WORKS:

**Protecting Paychecks and Jobs:** "President Trump raises the cost of shipping jobs abroad, while protecting future and current retirement savings by slashing taxes on social security."

**Strong Borders, Stronger Families:** "Unchecked immigration under Biden threatened jobs and safety. Trump's American First border policies protect American workers and keep communities safe—because no parent should fear for their child's future in their own country."

**Results, Not Rhetoric:** "While others talk, Trump gets it done—with police on the ground in every community"

## EXAMPLE MESSAGING THAT BACKFIRES:

### Medicaid Reform:

*"We're finally getting able-bodied young men out of their moms' basements and off the Medicaid rolls."* Messaging like this reinforces opposition caricatures of Republicans as angry boomers yelling about the youth, and it risks alienating a demographic where GOP support is already slipping. Focus instead on illegal immigrants removed from entitlements.

### Racial Narratives:

*"Trump's D.C. crime initiative is not about targeting minority communities—it's about delivering meaningful action for mothers, grandmothers, victims, and local leaders who face real dangers every day, while distant elites sit in their offices offering empty promises and no solutions."*

# THANK YOU

For further information:

<https://eyesover.us/contact-us>

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