



Weekly Snapshot: National Online Sentiment

Digital Voter Sentiment Trends to Guide GOP Strategy

7/30/2025



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:

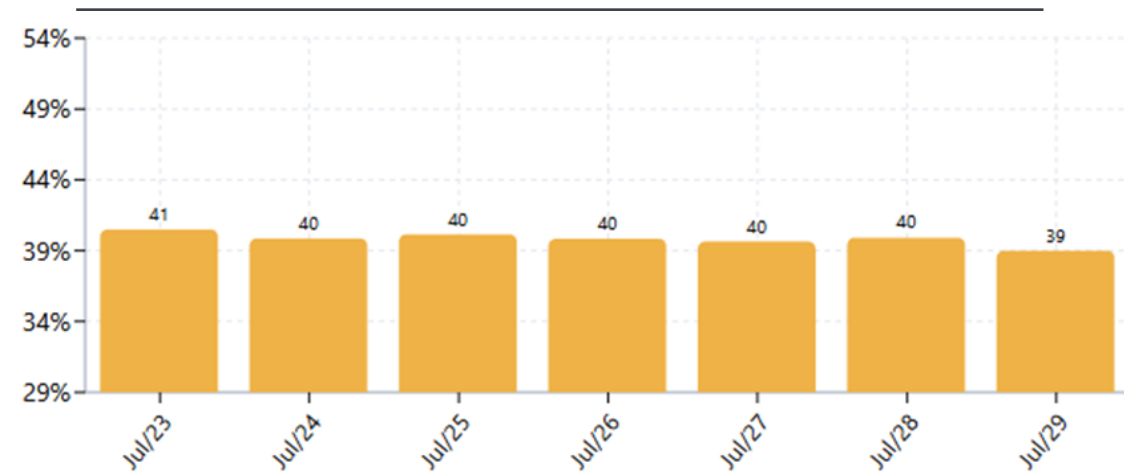
- 8x Best Use of Analytics – Pollie Awards
- 5x Best Use of Data Analytics/Machine Learning in Field – Reed Awards
- 4x Best Use of Data Analytics/Machine Learning – Reed Awards
- 5x Best Data Analytics Solution – Pollies & Reeds
- 1x Best in Show – Pollie Awards

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

GOP Senate

TOP TOPICS

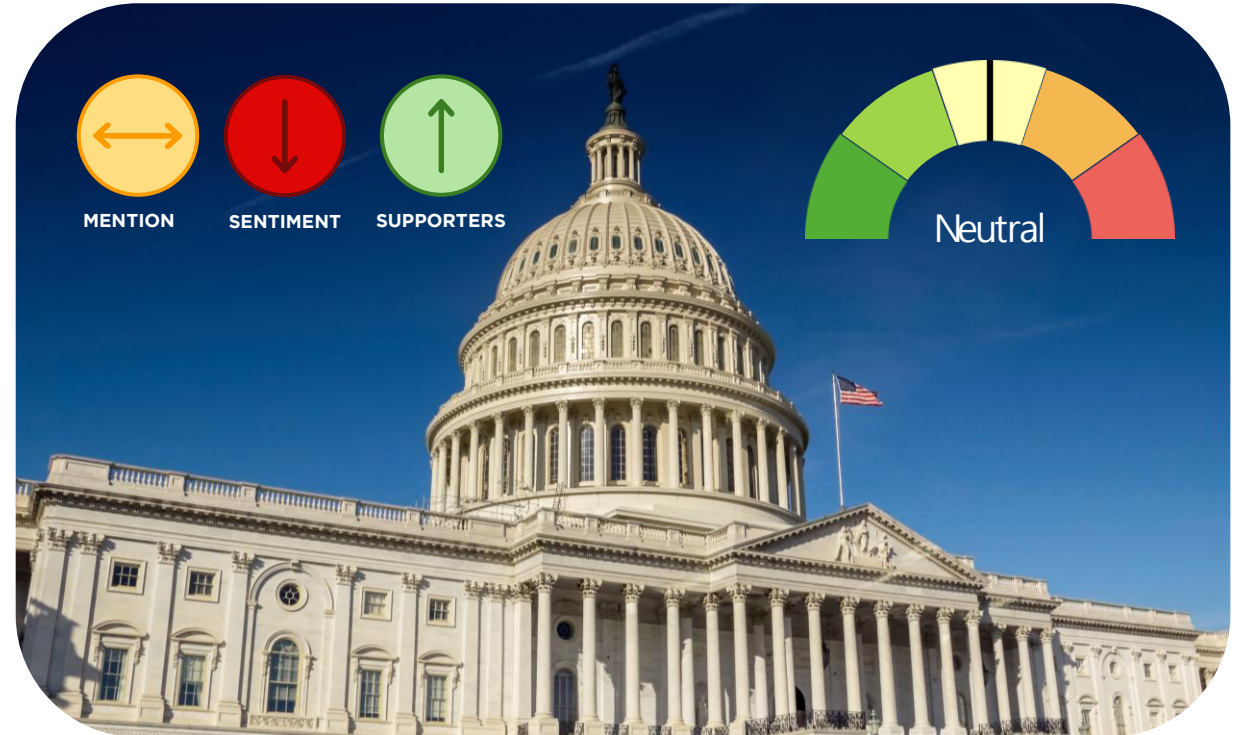
TRADE | CURRENT LEGISLATION | BORDER SECURITY



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

Sen. Hawley observes the steepest drop-in support following his proposal for Tariff rebate checks, which many viewed as dangerous and inflationary. Work through recess to confirm nominees.

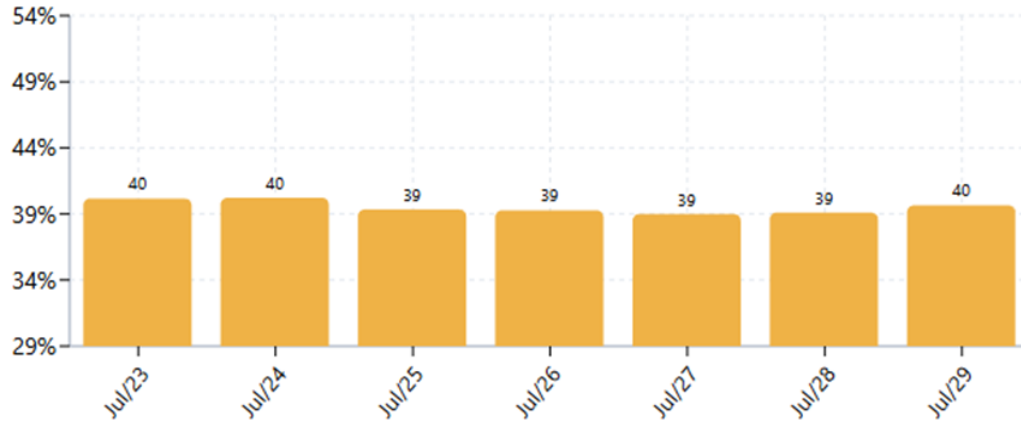
Overall, over the past day, the Senate Republicans **mentions** have been at a net neutral, **sentiment** is decreasing, and the **number of new supporters** is increasing.



GOP House

TOP TOPICS

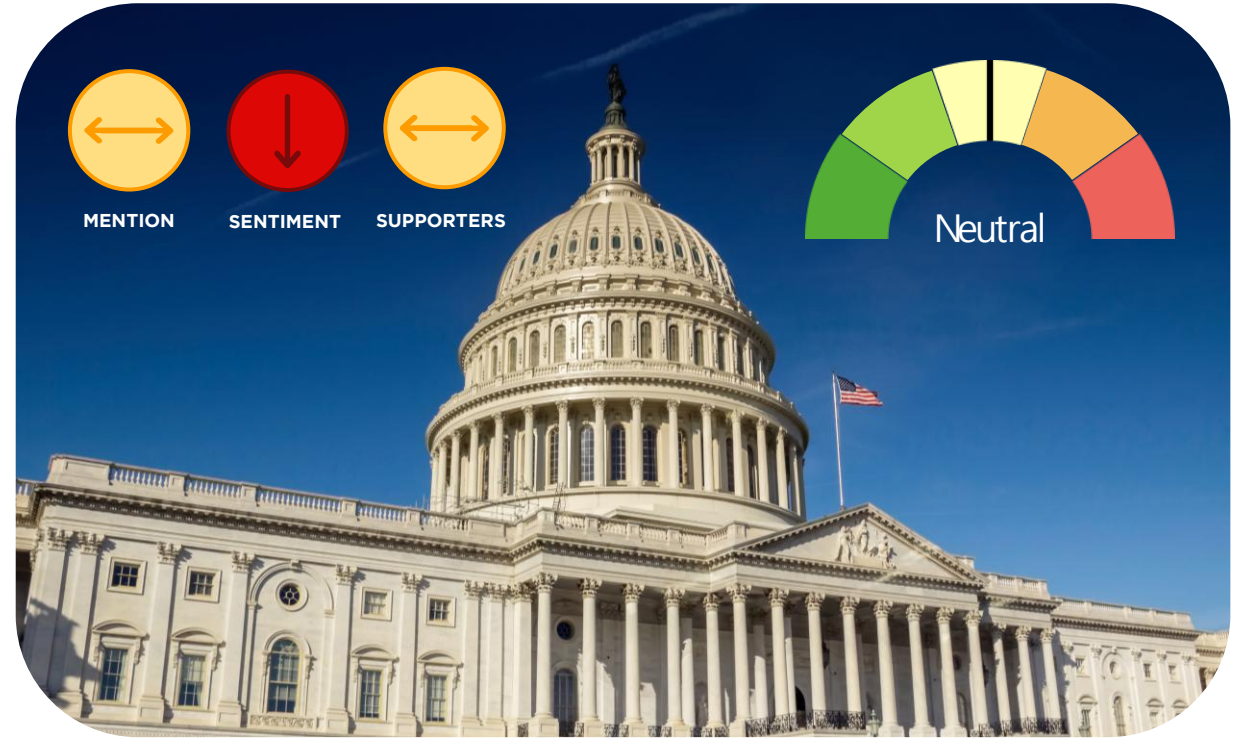
ISRAEL | GUN CONTROL | BORDER SECURITY



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

Rep. Swalwell experienced a sharp drop-in support after his post bench pressing, earning mockery from across the political spectrum as critics called the video performative and cringe.

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



NRCC Memo: Localizing National Issues



Localizing the NRCC memo: where EyesOver comes in

- The July 28 NRCC memo lays out a strong national message: tax relief, border security, economic growth, and accountability. These themes work—but how they land varies by region. That’s where EyesOver adds value.

EyesOver uses real-time sentiment to pinpoint what language resonates with local voters.

Examples:

- In California, “Stopping Migrants Draining Medicaid” sparks more negative engagement than backwards looking messaging like “Fixing Biden border crisis.”
- In Virginia, “Taxing Woke Endowments” hits harder than “Cutting Government Bureaucracy.”

EyesOver helps you apply the memo’s key pillars with real-time feedback on what’s resonating in your district.

- **Tax Relief:** “No tax on tips, overtime, and Social Security” is driving the most supportive discourse surrounding the One, Big, Beautiful Bill.
 - These points are winning—but crucial benefits like the expanded Child Tax Credit are getting overlooked. Elevating these family-friendly wins helps neutralize attacks about SNAP or Medicaid cuts.
- **Border Security:** Message key deliverables like 1M deportations, 10,000 new ICE hires, and blocking illegal Medicaid fraud—phrased to connect with safety and fairness.
 - Use this to galvanize base voters-while tying it to local stories of migrant crime.
- **Accountability for Elites:** Show who’s ending tax breaks for hedge funds, woke universities, and illegal tax cheats—not just talking about it. Use this to counter “Tax Cuts for Rich” attacks.

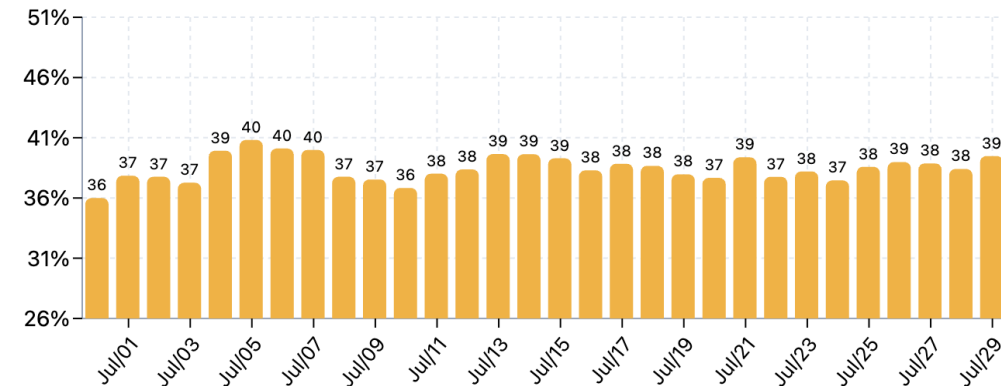
Voters don’t respond equally. Some ignore “violent crime” but engage deeply with “school safety.” Others care more about “car loan interest” than “Trump tax cuts.”

- Narratives shift weekly. Stratus helps you stay ahead—tracking which messages break through, and which are wearing out.
- The bottom line: The NRCC memo gives the blueprint. EyesOver shows you how to tailor it for your district, your voters, your win.



TO: Interested Parties
FROM: NRCC
DATE: July 28th, 2025
RE: Making August Count

House Democrat Medicaid July Sentiment

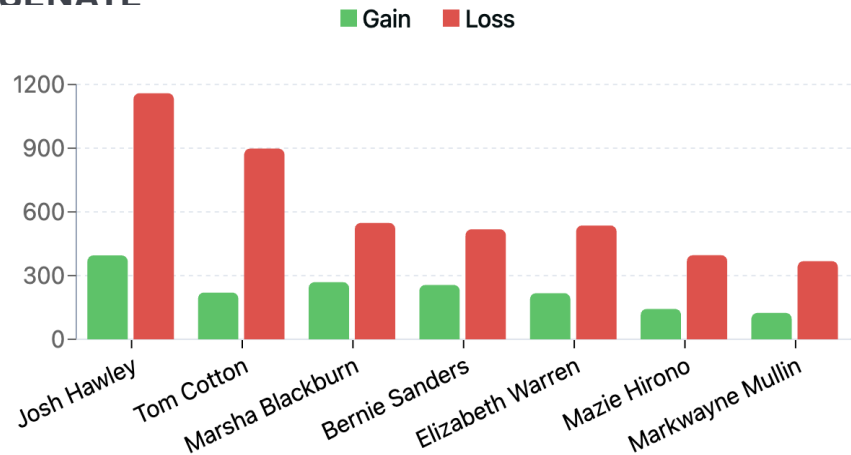


EyesOver data confirms WSJ polling: Democrats face historic unpopularity. Even on entitlement reform—their core attack—support is tied with Republicans at just 38%. Trust in their brand is weak. Don’t retreat. Their framing is easier to break than the media suggests.

Support/Loss Ratio



SENATE



Sen. Hawley observes the steepest drop-in support following his proposal for Tariff rebate checks, which many viewed as dangerous and inflationary. Work through recess to confirm nominees.

U.S. Senate (.gov)

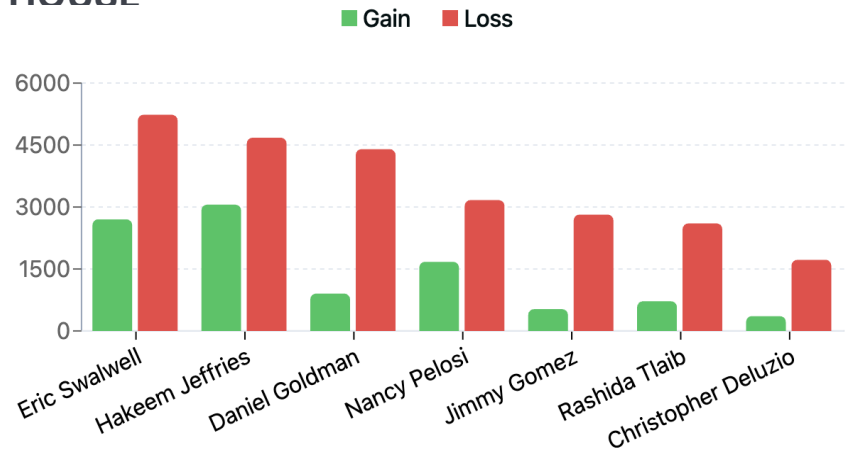
Hawley Introduces Legislation to Send Rebate Checks to Working Americans

Today, U.S. Senator Josh Hawley (R-Mo.) introduced the American Worker Rebate Act, legislation that would send rebate checks to working...

1 day ago



HOUSE



Rep. Swalwell experienced a sharp drop-in support after his post bench pressing, earning mockery from across the political spectrum as critics called the video performative and cringe.

KEYE

House Dem mocked over video of 135-pound bench press: 'incredibly cringe'

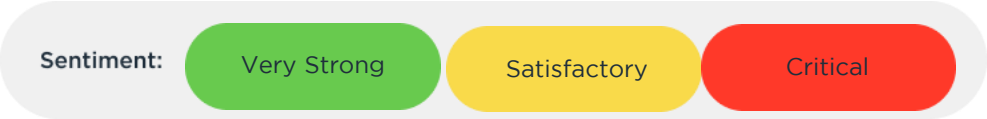
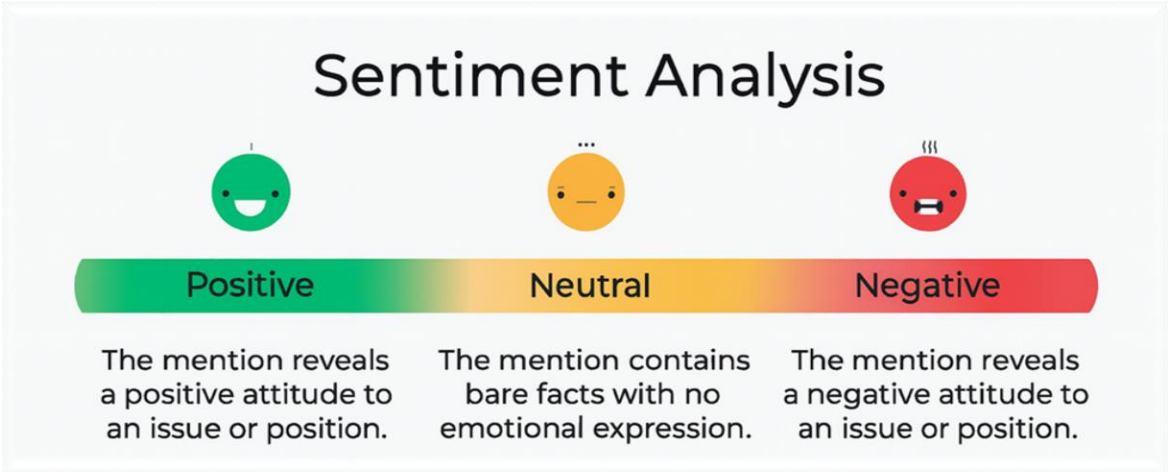
Rep. Eric Swalwell, D-Calif., flexed his muscles Sunday in a new video shared via X which blamed Republicans for putting Congress on summer...

2 days ago



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

Messaging that Moves the Needle in North Carolina



Our system doesn't just track mentions—it **maps the narratives that erode voter support** and identifies the most effective lines of attack by analyzing real-time public sentiment.

Roy Cooper: Weaknesses to Exploit

Top Messaging Themes Driving Negative Sentiment:

1. Immigration Policy Failures (25%)

- Roy Cooper's administration is criticized for weak or misdirected policies on illegal immigration, which voters say have overwhelmed public services and increased safety risks.

2. Economic Mismanagement (20%)

- Under Cooper, concerns about rising taxes, reckless public spending, and affordability challenges have gained traction.

3. Crisis Response & Emergency Management (20%)

- Cooper faces ongoing criticism for delayed and ineffective responses to Hurricane Helene

4. Partisan Politics & Special Interests (20%)

- Critics assert that Cooper's governance prioritized partisan theater and caters to special interests. His leadership is portrayed as self-serving, with critics saying he neglects the practical needs of everyday North Carolinians.

Roy Cooper: Strengths to Minimize

Top Messaging Themes Driving Negative Sentiment:

1. Public Education Advocacy (30%)

- Cooper earns strong support for defending public schools, opposing voucher programs, and pushing for higher teacher pay.

2. Moderate, Steady Leadership (25%)

- Seen as pragmatic and low-drama, Cooper appeals to centrists seeking stability over partisanship.

3. Medicaid Expansion & Health Care (20%)

- His push to expand Medicaid is widely praised, especially among working-class and rural voters.

4. Crisis Management (15%)

- While not without criticism, some credit Cooper for calm, effective leadership during hurricanes and the COVID-19 pandemic.

5. Voting Rights Protection (10%)

- Supporters back his stance against gerrymandering and restrictive voting laws, framing him as a defender of fair elections.

Analysis:

FRAMING THE GOP SHOULD PUSH:

Trade: Democrats framed Trump's trade policies as "TACO (Trump Always Chickens Out)" but instead he has inked Trade Deals with massive economies such as the EU and Japan, undoing unfair tariffs on the U.S., while protecting crucial national security industries like steel and aluminum.

Strong Borders, Strong Labor Messaging: Immigration remains a potent point of Republican approval. Trump's emphasis on border enforcement and labor protections is resonating with supporters who view unchecked immigration as a threat to job stability and national security. This framing reinforces his image as a protector of American workers and values.

Delivering Where Others Talk: Position Trump as the only leader actually getting results—whether in economic revitalization, energy independence, or defunding NPR. Emphasize concrete accomplishments over ideological talking points.

VS

FRAMING THE GOP SHOULD AVOID:

Corporate Tax Cuts: "No tax on tips, overtime, and Social Security" is driving the most supportive discourse around the One Big Beautiful Bill. These provisions resonate across working-class audiences. However, expanded benefits like the increased Child Tax Credit remain underleveraged. Elevate these wins to defuse attacks over SNAP and Medicaid cuts and to broaden appeal with family-focused voters.

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.

Ukraine: President Trump's latest move delivers for both sides—pro-Ukraine hawks get their weapons flow uninterrupted, while America Firsters get it fully funded by NATO, not U.S. taxpayers.

EXAMPLE MESSAGING THAT WORKS:

Protecting the American Worker: "Trump's tariffs proved the experts wrong—again. While Washington insiders warned of collapse, core inflation held steady and American manufacturing showed signs of life. Trump doesn't bow to Wall Street—he backs Main Street."

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—securing energy independence, confronting global trade cheaters, and yes, defunding broken institutions like NPR. He's not here to manage decline—he's here to reverse it."

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.

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."

THANK YOU

For further information:

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

[BOOK A DEMO](#)