



Weekly Snapshot: National Online Sentiment

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

12/17/2025

This Week: Fentanyl & National Security | Military Force & Executive Authority | Economic Nationalism vs. Corporate Power



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.

Where the Pressure is: This Week's Voter Stress Points



Affordability Pressure Index (API)



31%

Voter stress around prices, wages and housing.

Permission structure — if voters don't feel stable, they reject everything else.



Sovereignty & Security Index (SSI)



44%

Border, national security, and law enforcement sentiment

Strongest driver of emotion — especially among independents.



Elite Distrust Index (EDI)



14%

Skepticism of institutions, media, and corporations.

Lower than normal — this week's anger is directed outward, not upward.

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

Fentanyl Reframed as a National Security Crisis

Online discourse has shifted from public health toward enforcement-first national defense language, driven by fear, border security concerns, and geopolitical blame.

Emotional Framing: FEAR, SECURITY, CONTROL

- Fentanyl is increasingly described as a **national security** or “WMD-level” **threat**, activating fear, urgency, and demands for control.
- Within a security-framed discussion, **64%** of posts favor an **enforcement-first response**, compared to **36%** favoring a care-first reaction.
- Negative sentiment is hardening quickly, rising from **42% to 60%**, with negativity accelerating week over week.
- Mentions of fentanyl in a national security context are **up 150% compared to the same time last year**, indicating a durable narrative shift.

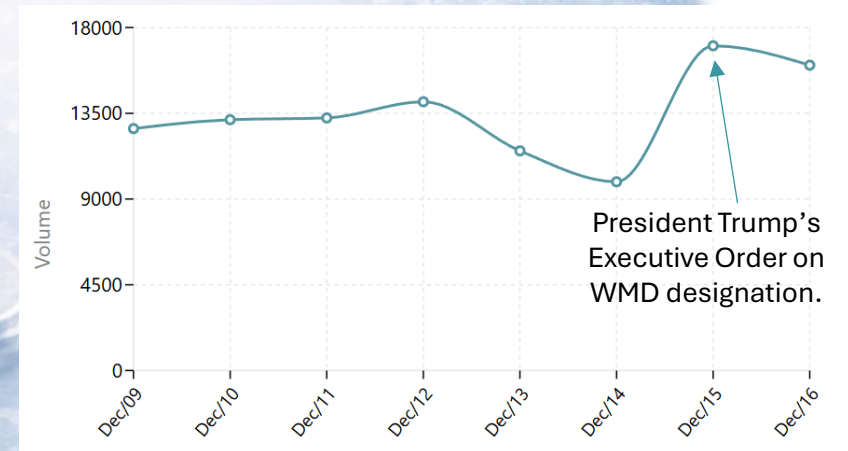
Independents Are The Pressure Point

- Independents lean enforcement-first **60% / 40%**, showing security framing breaks through.
- But the split signals risk of backlash if messaging feels overly militarized or partisan.

Who Is Driving the Frame

- **Enforcement-first vs care-first:** 64% / 36%
- **Border mentions:** 38% of security posts
- **China mentions:** 24% of security posts

President Trump's 7-Day Discussion Volume



TAKEAWAY: Enforcement-first narratives are gaining ground, with independents determining how far the security frame can go.

Military Force & Executive Authority

Support for decisive action holds when missions are clearly authorized, limited, and accountable.

Where the Debate Splits: Two Lanes

Pro-Force Lane: “Act decisively, protect the country.”

- Force is framed as **overdue enforcement**, not escalation.
- Support centers on leaders who **act with strength**, reject paralysis, and treat force as **defense, not war**.
- Emphasis on **deterrence, sovereignty, and stopping threats before they reach Americans**.

Concern Lane: “Strength still needs limits.”

- Skepticism is about **unchecked authority**, not opposition to force.
- Worries focus on **mission creep**, blurred objectives, and bypassing Congress.
- **Temporary actions** are becoming **permanent** without public consent.

HOW SUPPORTERS FEEL

- **Confidence** that leadership is finally asserting control.
- Pride tied to **strength, deterrence, and national resolve**.

HOW CRITICS FEEL

- Weariness of **open-ended** commitments.
- **Distrust** when peace rhetoric conflicts with expanding operations.



WHAT SHIFTS SUPPORT

- ☐ **Legal authority:** Constitutional grounding and lawful use of power.
- ☐ **Oversight:** Congress’s role and civilian control.
- ☐ **Accountability:** Transparency, clear reporting, and consequences.
- ☐ **Scope:** Defined objectives and exit criteria.
- ☐ **Cost:** Taxpayer burden and domestic tradeoffs.

TAKEAWAY: Americans back decisive force when it protects the country and when power is clearly authorized, limited, and accountable.



Economic Nationalism: Fine Line Between Fairness and Fallout

When Voters Applaud It and When They Push Back



WHEN IT WORKS



Protecting American jobs

"Finally, someone standing up for American workers instead of boardrooms."



Holding elites accountable

"Big corporations shouldn't get special treatment — they should play by the same rules."



National interest over global profit

"Why should we lose factories so companies can chase cheaper labor overseas?"



Clear, tangible benefits

"If it brings jobs back or raises wages, I'm all for it."

Voter Read: Corporate pressure = strength, fairness, accountability



WHEN IT BACKFIRES



Higher prices show up fast

"I support tough talk — but not if it makes groceries and gas more expensive."



Trade actions framed as disruption

"Tariffs sound good until they hit my paycheck."



Fear of executive overreach

"There's a fine line between holding companies accountable and bullying them."



Unclear winners and losers

"Why are regular consumers paying the price for political fights?"

Voter Read: Corporate pressure = overreach, instability, hidden

TAKEAWAY: Economic nationalism earns support when it feels worker-first and accountable but turns volatile when families feel the cost or power looks unchecked.

Why These Trends Matter for 2026

The 2026 midterms will be decided by how voters judge power, security, and accountability.

✓ Security now outweighs public health

- Fentanyl, border control, and crime are framed as *national security threats*, legitimizing enforcement-first solutions.

✓ Voters reward strength—but only with limits

- Decisive action is supported when authority is lawful, temporary, and clearly accountable.

✓ Independents set the ceiling

- They lean enforcement-first, but reject mission creep, permanent emergency powers, and partisan escalation.

✓ Executive power is no longer taboo

- Public tolerance for strong leadership has risen—**unaccountable power remains the red line.**

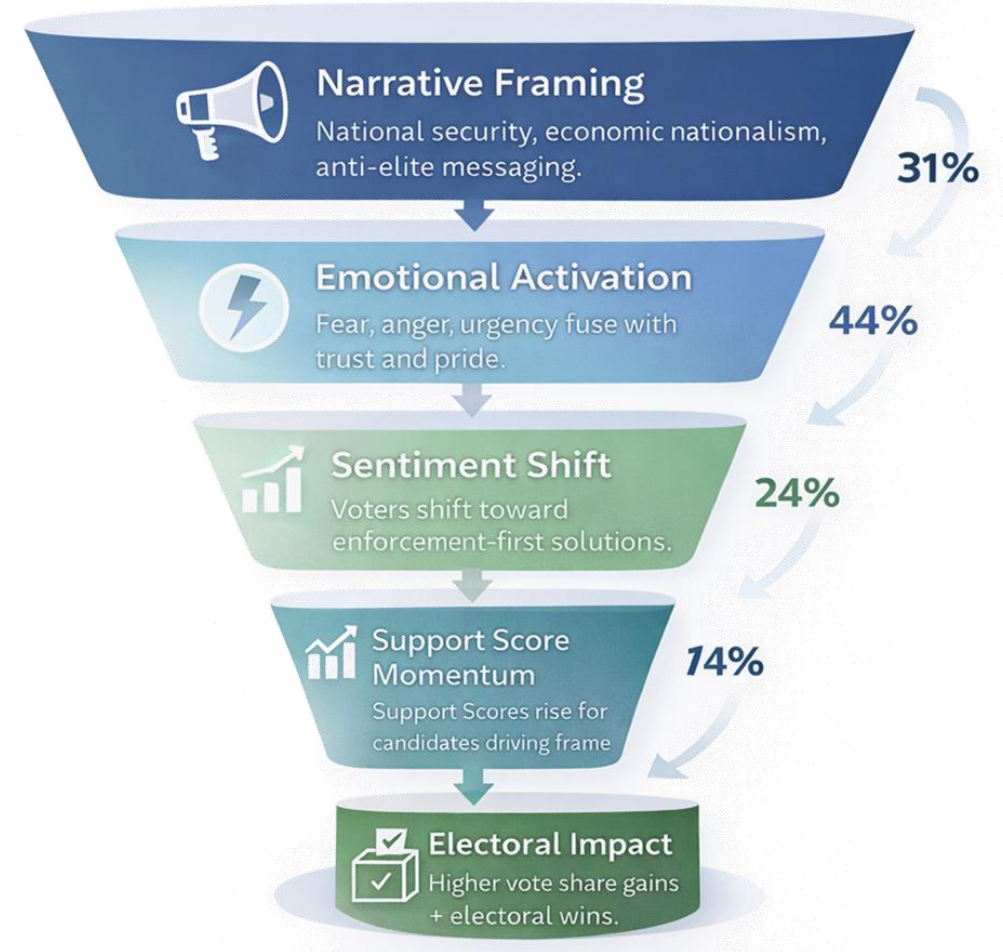
✓ Economic nationalism resonates conditionally

- Corporate pressure works when it protects workers and lowers costs; it collapses when prices rise or control feels unchecked.

✓ Affordability is the permission structure

- Security, trade, and corporate action succeed only if households feel economically protected.

The 2026 Voter Sentiment Funnel

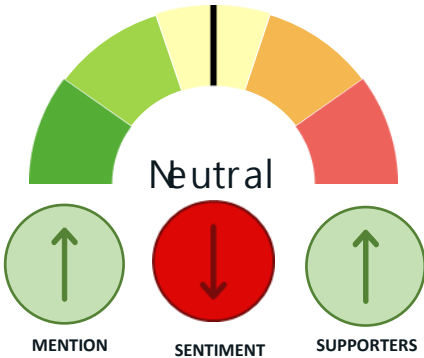


TAKEAWAY: 2026 will reward candidates who project control and protection, paired with clear limits, oversight, and economic discipline.

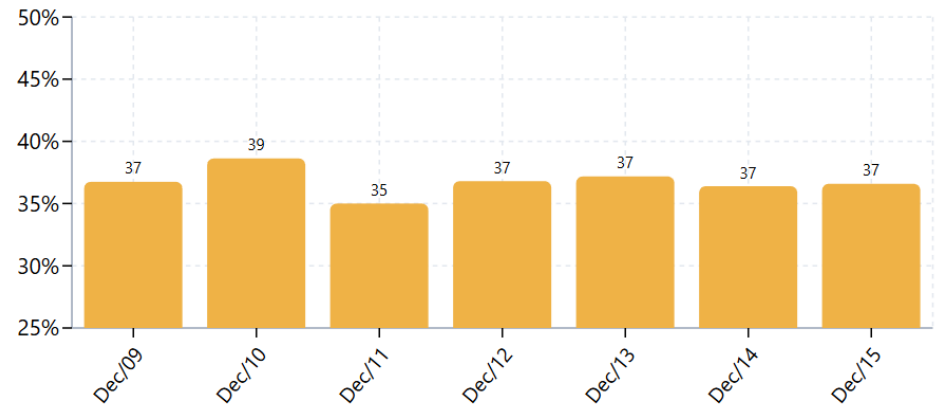
Senate GOP: Stability Wins, Drama Loses



Over the last 7 days, Senate Majority Leader John Thune’s sentiment averaged **37%**. He saw an increase in mentions and supporters but a slight decline in sentiment over the week.



Sen. John Thune 7-Day Sentiment



WHO’S WINNING THE WEEK?



Lindsey Graham

↑+3.6%

Support rose after his comments defending Caribbean boat strikes and Venezuelan oil sanctions



Tim Scott

↑+2.9%

Gain driven online faith-based engagement surrounding recent tragedies.



John Barrasso

↑+2.6%

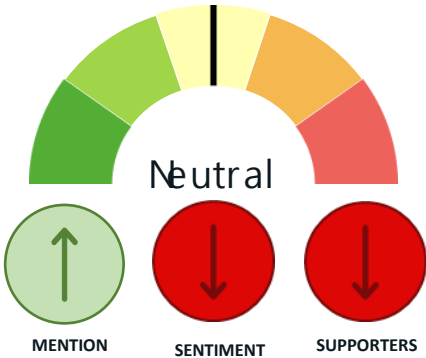
Support rose due to his anti-ACA extension stance and his bill to improve rescue response in national parks.

Takeaway: Overall sentiment toward Senate GOP leadership remains neutral and steady, while incremental gains are accruing to individual senators rather than the party as a whole. *Contact us for help moving up in sentiment gained.*

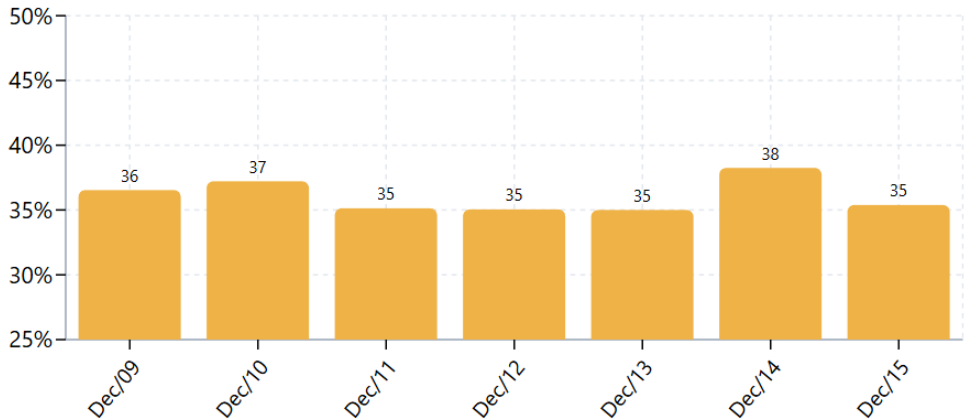
Tone Drives Traction: House GOP Rebuilds Momentum



Over the last 7 days, House Judiciary Chairman Jim Jordan’s sentiment averaged **36%**. He saw an increase in mentions but a slight decline in sentiment and supporters over the week.



Rep. Jim Jordan 7-Day Sentiment



WHO’S WINNING THE WEEK?



Sam Graves

↑+1.2%

Boost tied to bipartisan infrastructure negotiation coverage.



Ryan Zinke

↑+1.1%

Local response to storm impacts drove attention.



Mike Lawler

↑+1.0%

Prominent role in ACA subsidy debate discussions.

Takeaway: *Consistent messaging steadies perception.* Republicans who refocus on economic relief and border security quickly rebuild momentum after periods of public frustration. *Contact us for help moving up in sentiment gained.*



Positive



Neutral



Negative

The mention reveals a negative attitude to an issue or position.

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

Framing the Emerging Narrative: Power, Institutions, and Workforce Stress: The convergence of institutional conflict, labor-market pressure, and intensified global power competition is concentrating public attention on governance authority, economic security, and national positioning. These dynamics reinforce institutional mistrust, elevate perceived risk, and increase pressure on household and workforce stability.

-  **Institutions & Justice:** Equal justice, no double standards
 - “Same rules for everyone.”
-  **Labor & Workforce:** America-first jobs & wages
 - “Put American workers first.”
-  **Power Politics:** Strength abroad, peace at home
 - “Peace through strength.”

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.

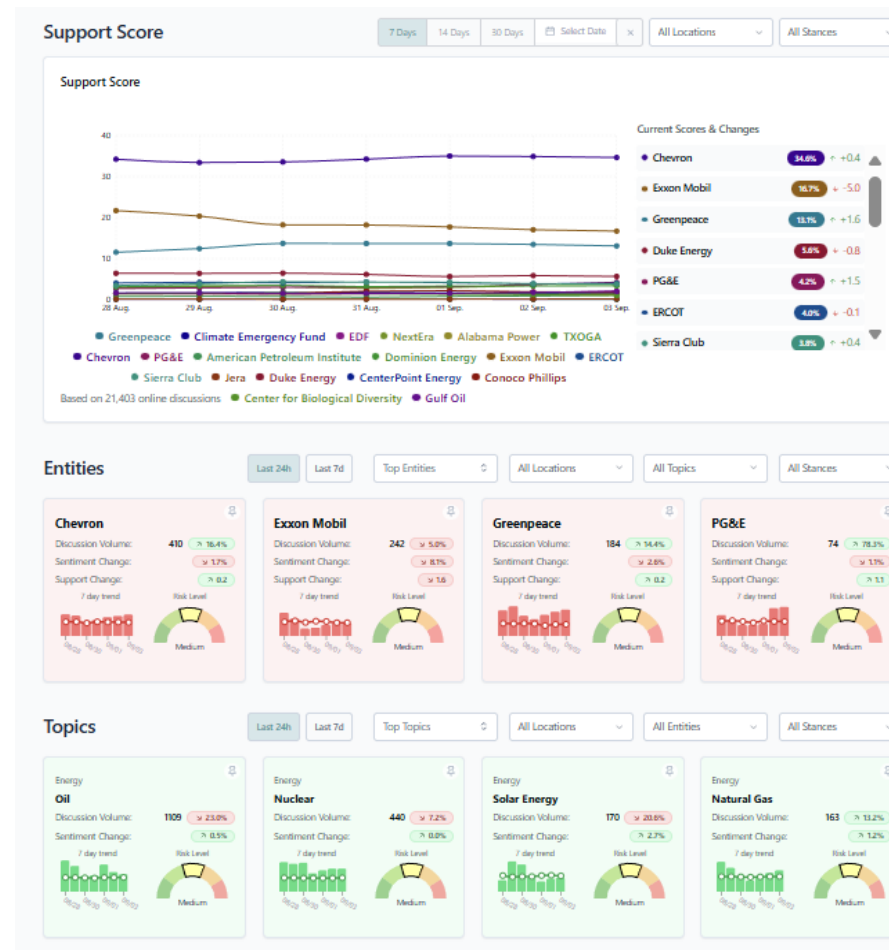
INTEGRATE INTO STRATEGY

- 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.

IN ACTION

• **ACA debate:**
EyesOver detected
a 72-hour moral-
framing shift before
the media caught it.

Let Us Know What You
Want Eyesover To
Track Next!



Takeaway: EyesOver isn't 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?

Polling shows where support **was**.

EyesOver shows where **it's going**.

Strategists **win** when they **act in real time**.

Want to see tomorrow's sentiment today?

Book a 15-min demo.

**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: csw@eyesover.us



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