



Weekly Snapshot: National Online Sentiment

Real-time sentiment that explains 2024 and predicts 2026.

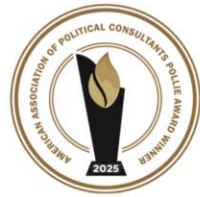
9/4/2025

POLITICO
MAGAZINE

Q&A

How Trump Is Fueling the Most Important Trend in American Politics

A longtime political strategist weighs in on the X factor that could help Democrats in 2026 – and hurt them in 2028



2025

Pollie Award
Winner

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

Last week, Democratic strategist Doug Sosnik released a widely covered [memo](#) arguing Trump's appeal is capped, the economy will drag Republicans down, and Democrats are poised for gains in 2026. His analysis leans on polling averages. **EyesOver shows why that narrative is wrong.**

What the Polls Miss: How EyesOver Predicted the Trump Wave (Again)



EyesOver's 2024 accuracy: $\pm 1-3$ pts in battlegrounds

EyesOver analyzed 2.4M data points from the 2024 election. Voters were driven by three issues: economy, border security, and housing, where Trump was seen as stronger. EyesOver predicted Trump +2.45 versus an actual +1.5, a gap of just 0.95 points.

What Polling Said

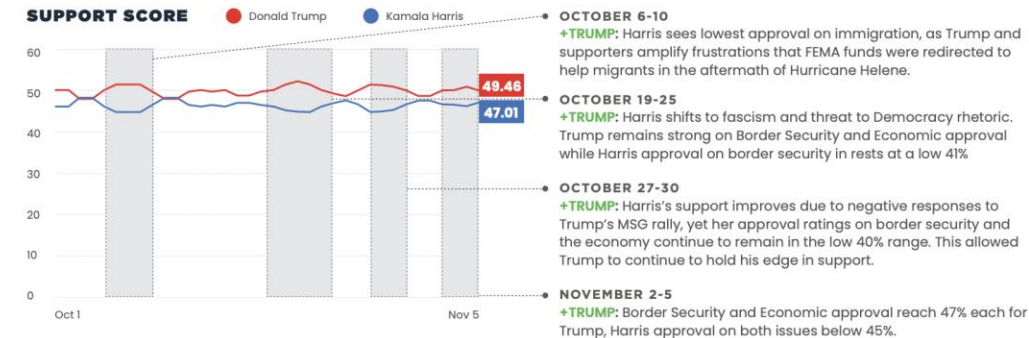
- National polls showed a close race but with wide error margins.
- Often overstated Harris's strength and underplayed late Trump momentum.
- Missed how key issues would break in the final stretch.

What Sentiment Showed

- **Economy:** Voters blamed Democrats for high costs; Trump seen as stabilizer.
- **Immigration & Border:** Concerns over crime and safety drove support toward Trump.
- **Housing & Cost of Living:** Affordability crisis tied to Dem policies, Trump recalled for better pre-pandemic climate.

*Sosnik in Politics in the Age of Trump:
Trump is capped at 40–48%.*

*EyesOver: Momentum exceeded that ceiling
in 2024 and is repeating now.*



Takeaway: EyesOver predicted Trump +2.45 vs. an actual +1.5 victory — a difference of just 0.95 points.

EyesOver vs. Polling: Sentiment Drivers

Polling Snapshots (Sosnik Narrative)

- Country seen as in turmoil at home and abroad.
- Most Americans believe the nation is on the “wrong track.”
- High economic pessimism: majority expect worsening inflation & unemployment.
- Pending events (tariffs, Fed, conflicts) deepen uncertainty.
- Sosnik reads “wrong track” as Trump weakness.
 - EyesOver: Voter pessimism = **Democrat liability, Trump benefit.**

EyesOver Dynamics (National Sentiment)

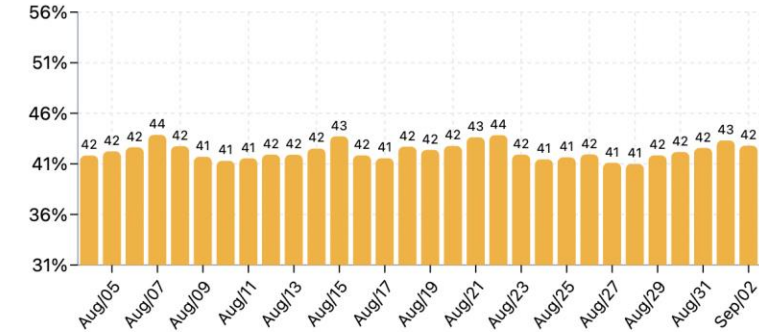
- **“Wrong track”** discontent largely tied to Democrats and the Establishment.
- Trump generates **positive sentiment spikes** when owning key issues:
 - Foreign Policy (100 days): Trump 41% vs. Dems 34%
 - Economy (100 days): Trump 45% vs. Dems 39%
 - Crime (30 days): Trump 43% vs. House Dems 37%
- **Sentiment bifurcation:** voters can feel pessimistic about the nation yet still back Trump’s leadership.
- Trumps image as a **disrupter** is an asset in a climate where people see the country off-course.

Takeaway:

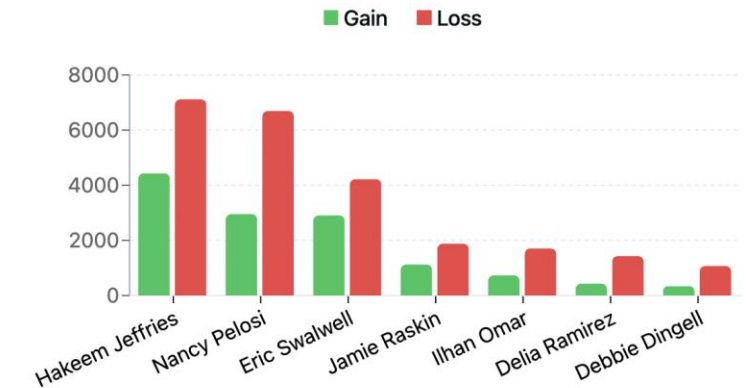
Polling snapshots misread pessimism as anti-Trump. Sentiment analysis shows Trump maintaining momentum by driving the conversation on issues where voters perceive him stronger.



National Sentiment: President Trump



Support Tracker: House Democrats Last 30 Days



Democrats lack a national figure to rally around. Party approval is at historic lows, but leadership blocks new voices.

Their chosen showcase, Sen. Slotkin’s response to Trump’s 100-day address, drew only **18,000 views**, highlighting just how little traction the party’s has.

Sentiment Momentum Wins Elections



Sosnik's Claim (Polling View)

- Trump's approval locked at 40–48%.
- Approval “sets the trajectory” for the term.
- Ceiling capped, little room for movement.

EyesOver Counterpoint (Sentiment View)

- Elections decided by **momentum shifts**, not static averages.
- EyesOver predicted MI, PA, WI, AZ, GA within 1–5 pts.
- Support surges tied to **issue ownership moments** polls missed.

Arizona (AZ)

- **Key Issues:** Border, economy, immigration, housing.
- Voters saw Trump as stronger.
- **EyesOver Predicted:** Trump +8.32
- **Actual Result:** Trump +5.5
- **Delta:** 2.82

Pennsylvania (PA)

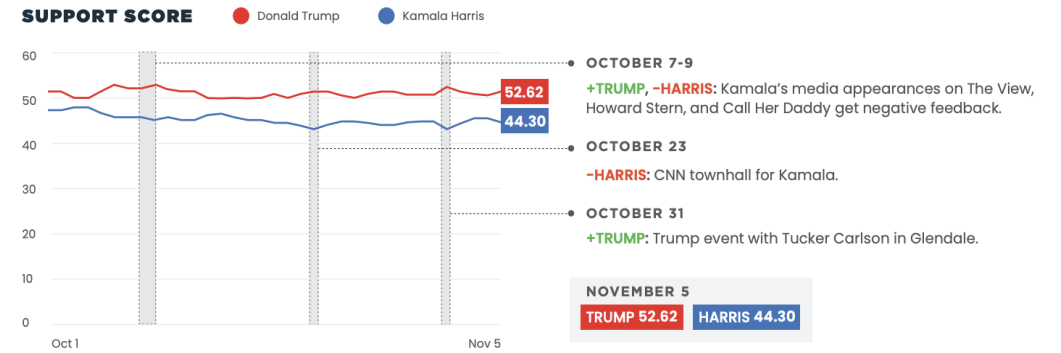
- **Key Issues:** Border, economy, housing.
- Trump reinforced dominance late.
- **EyesOver Predicted:** Trump +1.49
- **Actual Result:** Trump +1.7
- **Delta:** 0.21

Takeaway:

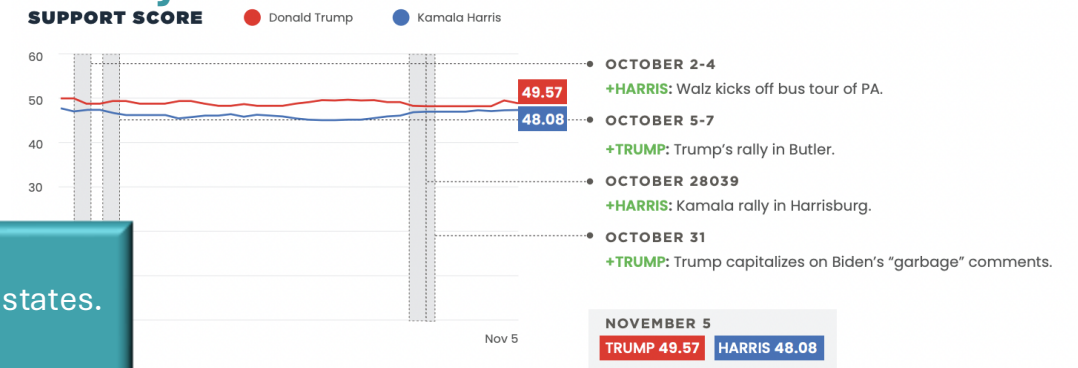
Sosnik's “static approval” argument misses how sentiment momentum decides close states.

EyesOver's real-time analysis captured shifts that polling averages flattened, predicting outcomes within razor-thin margins.

Arizona



Pennsylvania



Issues That Decided 2024 — and Will Shape 2026



: Economy

✓ **Why GOP gained:** Trump recalled for tax relief, deregulation, and small-business reforms. Seen as stronger on inflation control and energy production.

✗ **Why Dems slipped:** Blamed for high spending, fragile supply chains, and Fed rate hikes that hurt mortgages and small businesses.

: Border & Immigration

✓ **Why GOP gained:** Record-low crossings in 2025, ICE expansion, and National Guard deployments boosted Trump's image as a results-driven disrupter.

✗ **Why Dems slipped:** Open-border and sanctuary policies tied to crime, rising costs, and Harris's failed "Border Czar" role.

: Housing

✓ **Why GOP gained:** Trump's pressure on the Fed for rate cuts and housing emergency proposals resonated with struggling families.

✗ **Why Dems slipped:** Soaring rents, mortgages, and utilities linked to affordability failures and green-energy mandates.

Sosnik: Economy will drag Republicans down.

EyesOver: Economy + Border + Housing remain GOP's strongest advantages with independents and persuadable voters.

Takeaway: The Economy, Border, and Housing remain the decisive issues. Democrats are associated with higher costs and permissive policies, while Trump gains when framed as a stabilizer delivering direct relief and decisive enforcement.

What Experts Missed in 2024

What worked in 2024 is transferable in 2026 — if you track momentum, not snapshots.

Sosnik's Claim (Polling View)

- “Trump’s appeal is not transferable.”
- GOP only wins when Trump is on the ballot; others struggle.

EyesOver Counterpoint (Sentiment View)

- 2024 results prove the opposite.
- Trump’s issue ownership and disruptive brand translated to down-ballot wins.
- GOP Senate candidates aligned with Trump’s messaging and prevailed in competitive states.

Case Studies (EyesOver Accuracy)

- **Ohio (Bernie Moreno):** Predicted +2.73 | Actual +3.62 | Δ 0.89
Immigration, inflation, and fiscal conservatism drove alignment. Moreno’s “America First” stance and tax-cut message carried him over Sherrod Brown despite Democratic strengths on housing and abortion.
- **Pennsylvania (Dave McCormick):** Predicted +0.92 | Actual +0.22 | Δ 0.70
Inflation, border security, and housing costs defined the race. McCormick reframed his Wall Street background as expertise and surged on late sentiment spikes tied to border concerns.
- **Montana (Tim Sheehy):** Predicted +7.48 | Actual +7.40 | Δ 0.08
Inflation, immigration, and affordability were decisive. Sheehy linked Tester to Biden’s failures, while his “Made in America” message and fiscal responsibility resonated with voters.

Takeaway: Sosnik’s midterm assumptions fail: Trump’s model of politics is transferable. Moreno, McCormick, and Sheehy proved that real-time issue ownership—tracked by **EyesOver**—can deliver GOP victories even without Trump himself on the ballot.

Sosnik: Trump’s model can’t be transferred down ballot.

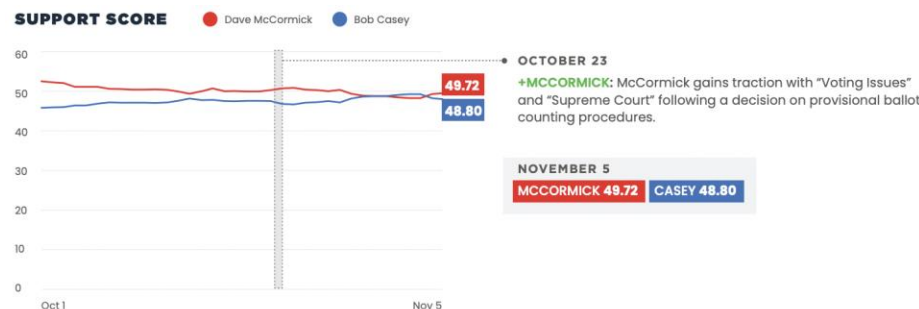
EyesOver: GOP Senate wins in PA, OH, MT prove it already has — and will shape 2026.



Ohio



Pennsylvania



Montana



Why Traditional Polling Will Fail Again in 2026



Polling's Limits

- Consistently missed momentum swings — off by 6–10 pts in key races.
- Relies on landlines, weighting, and self-reported intent — just a static snapshot.

EyesOver Advantage

- EyesOver analyzes **hundreds of thousands of real posts per week** across X, Facebook, Reddit, RSS, BlueSky, and more.
- AI reads **emotion, attention, and momentum** in real time.
- **Margin of error:** 0.3–3.5 points — far tighter than traditional polls.

Why Sentiment Matters

- Polling = **the scoreboard**.
- Sentiment = **the wind, field conditions, and the clock**.
- Viral clips, debate moments, or scandals can shift support in **hours**, not weeks.
- Sentiment Support scores act like a **hurricane track** — showing not just where voters are, but **where they're headed next**.

What EyesOver Measures (That Polls Miss):

- **Emotion:** Anger, pride, excitement, disgust.
- **Attention Share:** How much conversation is about You vs. Them.
- **Momentum:** Gaining or fading support.
- **Narrative Volatility:** How fast the frame shifts.
- **Issue Impact:** Which topics lift or drag support.

Sosnik's Politics in the Age of Trump memo leans on recycled polling averages.

EyesOver tracks momentum in real time — and was accurate within 1–3 pts where polling was not.

Takeaway: Traditional polling keeps score after the play. EyesOver calls the next play by tracking real-time voter energy. Campaigns that follow sentiment — not just surveys — are the ones positioned to win in 2026.

How to Use EyesOver

Track → Diagnose → Act

Track: Real-time monitoring of 2M+ posts per week across TikTok, X, Facebook, Truth Social, and more.

Diagnose: Dashboard maps emotion, attention, and momentum; identifies which issues lift or drag support.

Act: Detect viral moments, test frames, and pivot messaging within hours.

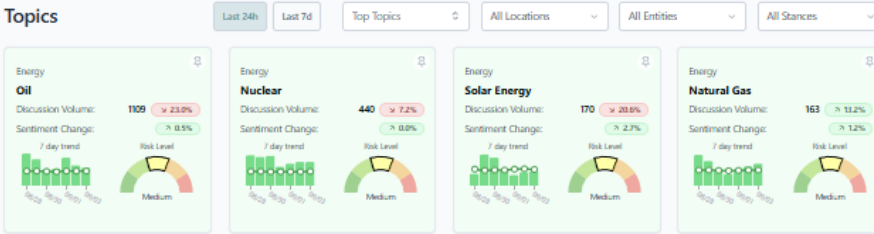
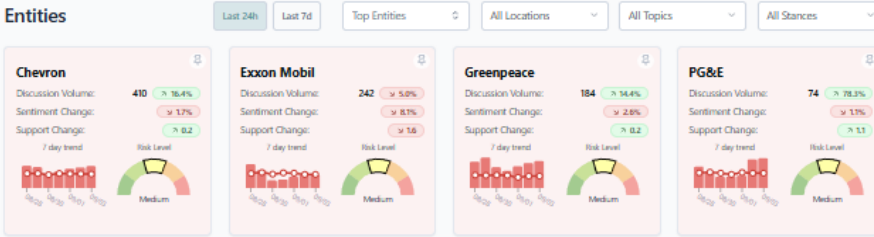
How to Use

- **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.

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.



Content

Showing 100 records.

7 Days 14 Days 30 Days Select Date x All Locations All Entities All Topics

Source: [Icons]

RealJohnGaltFLA @RealJohnGaltFLA
9/3/2025, 1:43:23 PM
@funekotron Let's check on drill baby drill...ouch...
Oil

Gerd Fölscherhoff @FölscherhoffGerd
9/3/2025, 1:17:50 PM
@Commen_Thorator @tjoemstengel
@GrüneBundestag Die Erziehung, Bion habe schon in den 70er Jahren präzise die Auswirkung von CO2 vorausgesagt, wird gerne von Klimaktivisten

Süleyman Demirtaş-GSUA @GSUA1905_001
9/3/2025, 1:17:50 PM
@bertem, emre Greenpeace saytına bakmanız öneririm. Saygılar
Greenpeace

Don't Guess. **Know.**



The Old Way (Polling & Models)

- ✗ Polls told you Trump would lose.
- ✗ Static approval ratings and outdated models missed momentum.

The New Way (EyesOver Sentiment)

- ✓ EyesOver told you he'd win.
- ✓ Real-time sentiment predicted battleground outcomes within 1–3 pts.
- ✓ Momentum, not snapshots, decides elections — and we measure it daily.

The Future

- The next political realignment is already here.
- Want to see it **before everyone else**? Use EyesOver.

[BOOK A DEMO](#)

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