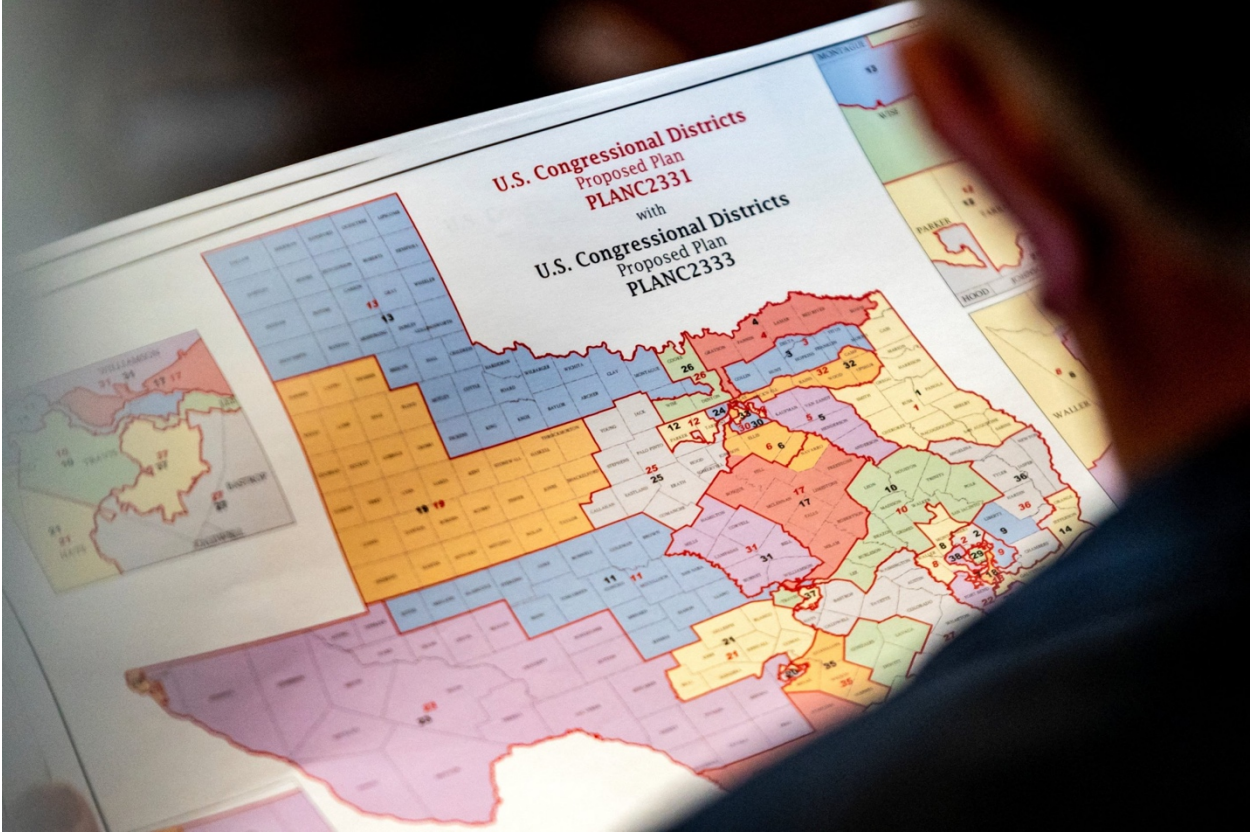


Social Listening Report

Behavioral Analysis of Harris County's Midterm Elections



Powered by ENODO Global's IaaS Business Intelligence Platform

December 2025



Executive Summary:

ENODO's Intelligence-as-a-Service (IaaS) platform reveals that Harris County's midterm elections are being shaped less by policy debates and more by trust. A widening gap exists between how elections are administered and how those actions are perceived. Officials communicate in procedural and legal terms, while voters interpret changes to maps, rules, and logistics through a lens of rights and identity, viewing them as attempts to gain advantage or suppress participation. This disconnect has created an unstable environment where confidence in the system is under strain, allowing administrative decisions, legal challenges, and misinformation to rapidly influence public perception. Any effective campaign in Harris County must treat voter confidence in the election process as a strategic priority.

Overall sentiment across election-related discussions in Harris County is heavily negative, with 58% of constituents expressing frustration or distrust. Negative sentiment is driven primarily by allegations of gerrymandering in Senate Districts 7 and 17, distrust in mail-in ballot rejection rates, and hostility toward election administrators. Neutral sentiment is focused on voting locations, filing deadlines, and weather-related updates. Positive sentiment is localized, appearing in responses to early voting turnout, grassroots organizing successes, and endorsements from trusted community figures.

The gap between official messaging and public perception is widening. Official outlets explain redistricting or election procedures using efficiency or compliance arguments. However, voters respond emotionally, interpreting explanations as attempts to mask unfairness or disenfranchisement. High levels of sarcasm and cynical humor in social media indicate that many voters believe outcomes are predetermined. This cynicism often leads to mobilization driven by anger rather than confidence. At the same time, the neutral middle of the electorate, which normally absorbs shocks and volatility, has weakened, increasing the risk that late-cycle events will significantly affect voter turnout and election outcomes.

“Harris County’s election environment is shaped by distrust in the process as much as by candidate preference.”



Data Analytics:

Sentiment Analysis:

The sentiment landscape in Harris County reveals an electorate that is highly engaged but largely distrustful of the process. The laaS platform measured overall sentiment at 58% negative, 18% neutral, and 24% positive, indicating that frustration and suspicion outweigh voter confidence, even as public attention to the election remains high.

Negative sentiment is focused on a narrow set of issues that shape perceptions around legitimacy. Allegations of gerrymandering in Senate Districts 7 and 17 dominate discussions and are widely interpreted as deliberate political manipulation. Distrust with mail-in ballot rejection rates reinforces concerns that votes can be invalidated after they are cast. Hostility toward election administrators reflects the personalization of blame in an environment where institutional trust has eroded. Together, these drivers form a consistent narrative that the system is unfair rather than inefficient.

Neutral sentiment is limited and largely procedural in nature. Discussions focus on voting locations, candidate filings, and weather-related logistics, which signals participation without confidence. Voter sentiment remains sensitive to disruptions; unclear guidance or late-cycle controversies, which are likely to push them toward a particular candidate.

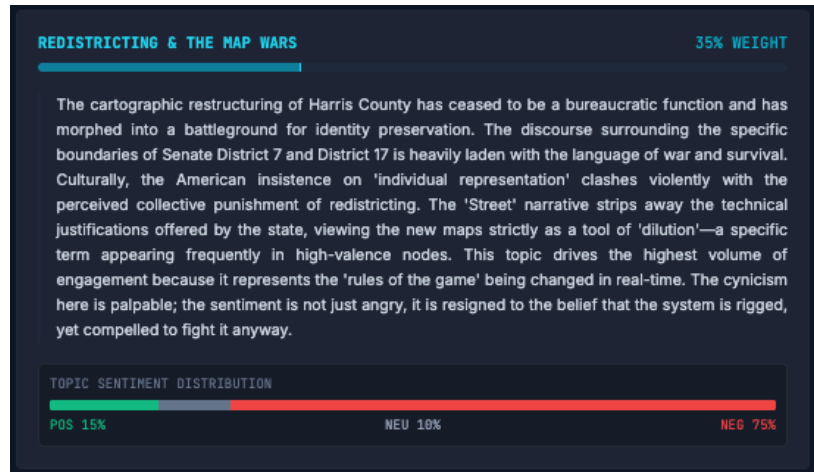
Positive sentiment shows where confidence still exists. It clusters around early voting turnout, grassroots organizing successes, and endorsements from trusted community figures. They are buttressed through visible participation and local validation, which underscores how trust in the process is reinforced more effectively through community networks than through official statements.

Topic Modeling:

The laaS platform reveals how voters in Harris County are organizing their attention and emotion around the midterm elections. The platform identifies election-related themes that dominate public discourse, measures their relative weight, and captures the sentiment attached to each topic. For campaigns, this provides a real-time assessment of where trust, confusion, and anger are concentrated, which topics will most likely influence voter behavior, and how shifts in the information environment may affect voter turnout.



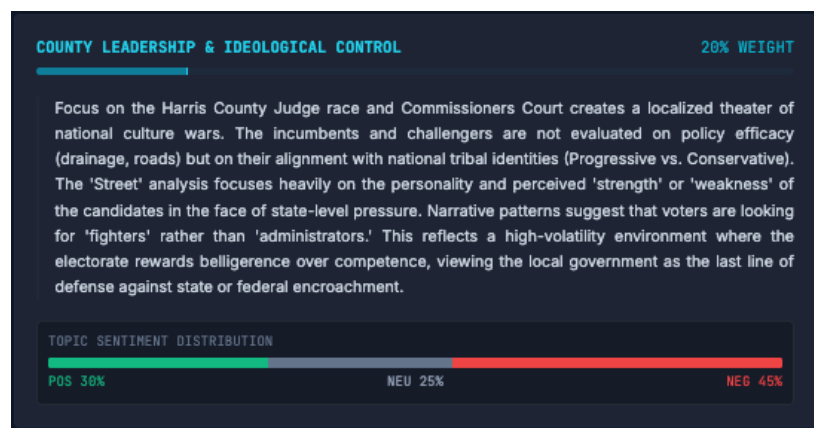
“Redistricting & The Map Wars” is the largest discussion topic (35% weight). It dominates the discourse and functions as the most destabilizing force shaping perceptions in the Harris County midterm elections. It has moved from an administrative function to the central arena of identity conflict where discussions of Senate Districts 7 and 17 are framed as intentional “dilution” and “erasure” of political power. Sentiment within this topic is overwhelmingly negative, measuring 75% with 10% neutral, and 15% positive. The emotional tone is not limited to anger but a combination of cynicism and resignation, with many participants expressing a belief that outcomes are predetermined, even as they remain compelled to engage.



“Access, Security, and Suppression” is the second-largest discussion topic (25% weight). It functions as the county’s primary interpretive lens for the elections. Election rules, administrative changes, and isolated errors are not evaluated on their technical merits but are immediately interpreted as signals of intent. For one segment of the electorate, restrictions are experienced as a continuation of civil-rights erosion and voter suppression. For another, the same measures are framed as necessary protections of electoral integrity and democratic order.



“County Leadership & Ideological Control” is the third-largest discussion topic (20% weight). It reflects the localization of national culture-war dynamics inside Harris County politics. Discussions surrounding the County Judge race and Commissioners Court are not centered on policy performance or service delivery, but on ideological alignment and perceived willingness to confront external pressure from the state or federal level. Sentiment within this topic is 45% negative, 25% neutral, 30% positive. Discussions uncover an environment where local government is viewed as the last barrier against perceived



ideological encroachment. The emotional tone is shaped by volatility and confrontation rather than problem-solving.

INFRASTRUCTURE COMPETENCE PROXY 10% WEIGHT

A lingering, sub-textual topic linking the reliability of governance to basic survival. References to the power grid (ERCOT) and infrastructure resilience appear frequently in political threads. The logic here is associative: 'If they can't keep the lights on, how can they run an election?' This adds a layer of visceral, physical anxiety to the abstract political process. It anchors the high-level debates about democracy into the low-level reality of domestic safety. This topic pulls the sentiment down significantly, as it reminds the electorate of systemic fragility. It is a unique localized multiplier for negative sentiment against incumbents of all parties.

TOPIC SENTIMENT DISTRIBUTION

POS	5%
NEU	15%
NEG	80%

“Infrastructure Competence Proxy” is a smaller but highly destabilizing discussion topic (10% weight). It links confidence in elections to basic governance and physical security. Discussions frequently references the power grid, storm response, and infrastructure resilience, using these failures as a proxy for broader institutional competence. Sentiment within this topic is overwhelmingly negative (80% negative, 15% neutral, 5% positive). This topic functions as a

sentiment multiplier, eroding confidence across partisan lines and reinforcing skepticism toward incumbents of all parties. The emotional tone is driven by anxiety rather than ideology, grounding abstract debates about democracy in everyday concerns.

“Judicial Intervention & Lawfare” is a distinct but important discussion topic (10% weight). It reflects a growing belief that election outcomes are ultimately decided in courts rather than at the ballot box. Public discourse increasingly tracks judges, lawsuits, and legal challenges with the same intensity once reserved for candidates. They reframe judicial rulings as partisan maneuvers instead of interpretations of the law. Sentiment within this topic is 50% negative, 40% neutral, 10% positive. The emotional tone is characterized by skepticism and conditional acceptance. Voters may participate in elections but withhold acceptance of outcomes, shifting loss from something to be accepted to something to be contested.

JUDICIAL INTERVENTION & LAWFARE 10% WEIGHT

The role of the judiciary in settling election disputes has entered the public consciousness as a distinct topic. There is a growing narrative that the 'real' election happens in the courtroom, not the ballot box. This reflects a dangerous erosion of trust in the democratic mechanism itself. The discourse tracks specific judges and legal challenges, framing legal rulings as partisan maneuvers rather than impartial interpretations of the law. This shifts the 'Logic of Consequences'—where one accepts a loss—to a rejection of the result based on the perceived illegitimacy of the arbiter.

TOPIC SENTIMENT DISTRIBUTION

POS	10%
NEU	40%
NEG	50%

Narrative Analysis:

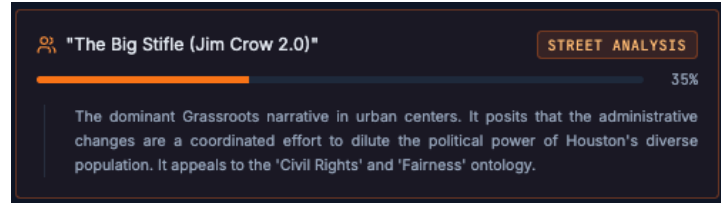
Examines how voters are framing election-related events into coherent stories that shape their beliefs. This section identifies the dominant narratives driving perception and shows how competing interpretations of legitimacy, power, and fairness influence behavior across election landscape.

“Systemic Erasure vs. Institutional Integrity” is the dominant narrative in Harris County. This narrative turns the election into a legitimacy test, where acceptance of outcomes depends less on results than on whether voters believe the process aligns with their identity and sense of fairness.

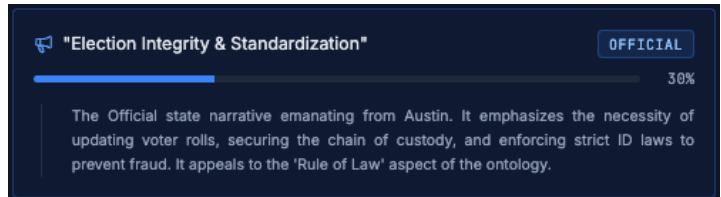
Ⓞ DOMINANT NARRATIVE

“Systemic Erasure vs. Institutional Integrity”

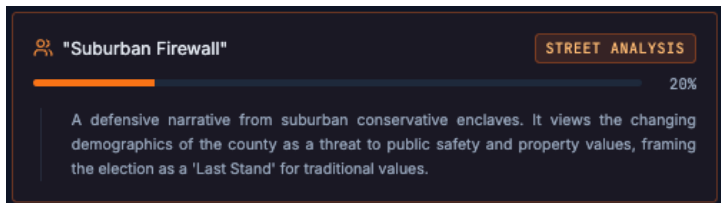
"The Big Stifle (Jim Crow 2.0)" — Street Narrative (35% dominance). This narrative frames administrative changes as a deliberate effort to dilute the political power of Houston's diverse population, drawing heavily on civil-rights history and appeals to fairness and equal representation.



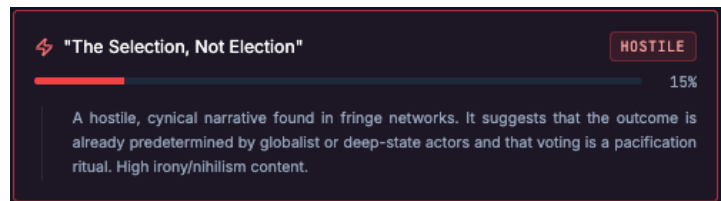
"Election Integrity & Standardization" — Official Narrative (30% dominance). It emphasizes chain-of-custody controls, voter roll maintenance, strict identification requirements, and procedural enforcement as necessary safeguards of democracy. In Harris County this framing is received as institutional self-defense rather than reassurance, limiting its persuasive value and allowing audits and compliance actions to reactivate distrust.



"Suburban Firewall" — Street Narrative (20% dominance). This narrative interprets demographic change in the County as a direct threat to public safety, property values, and community stability. The midterm election is framed as a defensive "last stand," where voting is less about policy choice and more about preserving traditional norms against perceived cultural and political encroachment.



"The Selection, Not Election" — Hostile Narrative (15% dominance). This narrative asserts that electoral outcomes are predetermined by unseen or elite actors, which frames voting as a symbolic exercise rather than a meaningful choice. It is driven by irony and nihilism, and its primary risk lies in suppressing turnout through resignation and despair.



IaaS Campaign Support:

Harris County's midterm elections are unfolding in a perception environment where trust in process has become as decisive as candidate preference. Voter participation is being shaped by how administrative actions, legal disputes, and election logistics are interpreted across identity lines, not by policy platforms alone. The dominant risk is not persuasion failure, but confidence erosion; where uncertainty, cynicism, or perceived illegitimacy suppress participation or harden resistance.

ENODO's IaaS analysis demonstrates that these dynamics are measurable, trackable, and predictable. By mapping sentiment shifts, topic dominance, and narrative distribution in real time,

the platform reveals where confidence is deteriorating, which issues are driving disengagement, and how different constituencies are responding to election-related developments. In an environment where legitimacy itself is contested, understanding these behavioral signals is essential to anticipating turnout volatility, managing risk, and maintaining electoral stability through the final stages of the campaign cycle.