



National Case Study using emOcean Reveals
Differences in Emotions for U.S. Stance on
Global Climate Change Across Party Lines

August 13, 2019



"The climate is changing. The proper political debate would be how to deal with these risks."
Steven Chu, Professor of Physics

"The times they are a-changing"
Bob Dylan, lyrics



Introduction

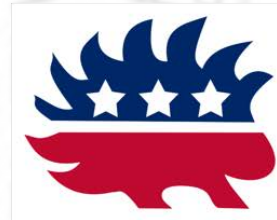
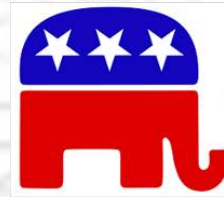
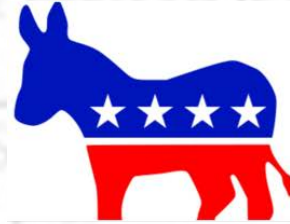
- Perhaps the one American policy issue of greatest global impact is that of Global Warming. As a world leader, our stance sends a signal to other countries having long been respected as a country that excels in scientific expertise and universal concerns.
- **And yet, on this one critical issues, our country is finding itself at odds with most of the rest of the world on policy and deeply divided within our nation.**
- This recent national study conducted by Behavioral Scientists at **Bellwether Citizen Response** was conducted to identify the emotional state of America regarding this critical issue along party lines.



Understanding Voter's Emotional Landscape Unlocks Targeted Communication Strategy for Strong Message Resonance

Party affiliation changes how voters feel about climate change.

In a national poll, we used the emOcean online platform to understand specific emotions that voters feel about the United State's stance on global climate change.



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National Study Details

- Data collected June 12-June 24 (prior to 1st Democratic Primary debates)
- National Sample of 914:
 - Democrat – 358
 - Republican – 344
 - Independent – 212
- **EMOCEAN** Proprietary methodology to profile emotions in context of issues, candidates, etc. Draws from a battery of 2000+ photos validated to correspond to 32 distinct emotions.
- Target Statements – All respondents asked to rate pictures based on this statement:

“The current US Government policy stance on global climate change makes me feel...”



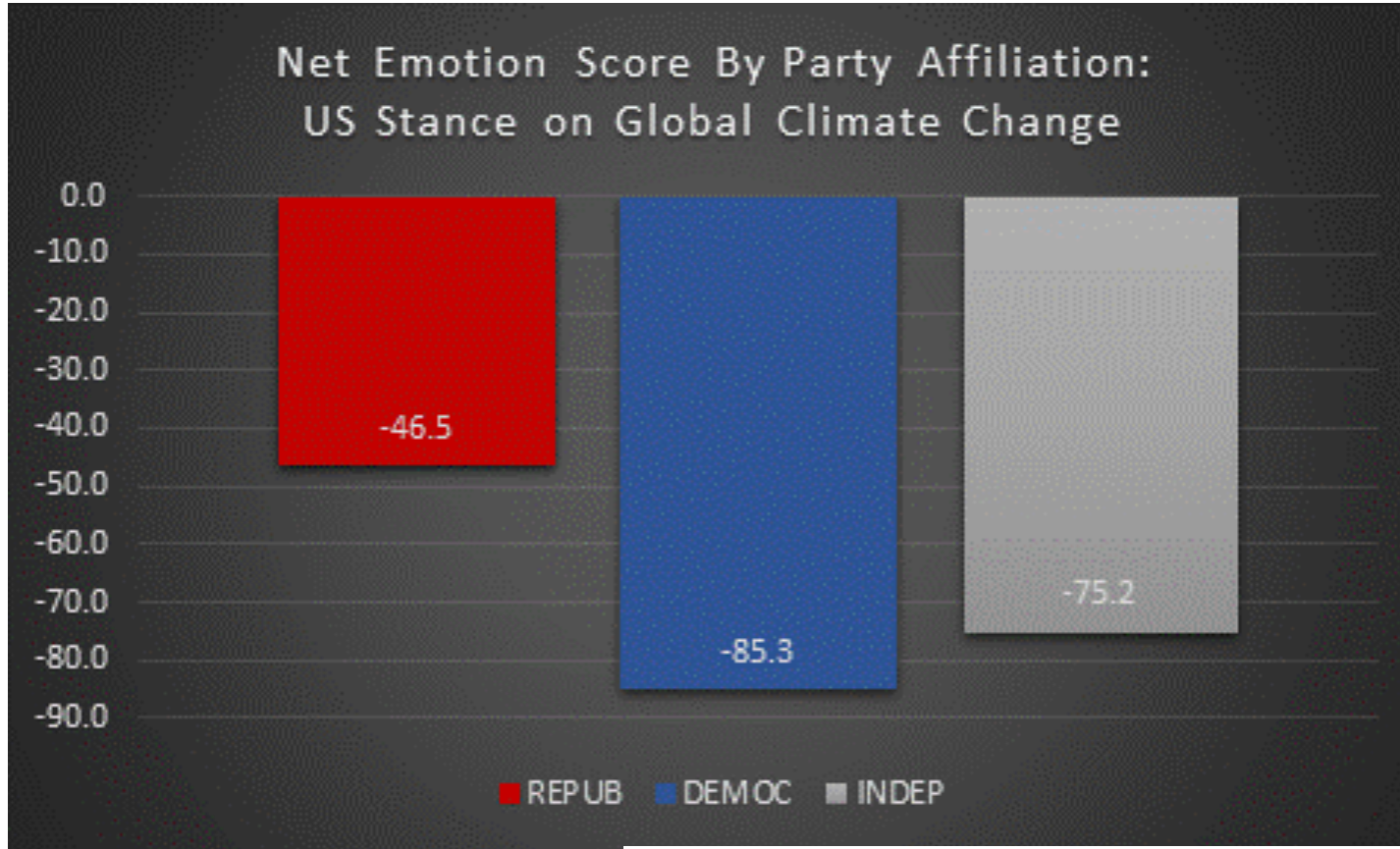


Study Results

Data parsed by Party Affiliation
(Democrat/Republican/Independent)

Bellscores: Net Emotional Valence for US Stance on Climate Change by Party Affiliation










- Democrats maintain the most overall associations with negative emotions.
- Republicans maintain the least overall negative emotions surrounding the U.S. stance on climate change.



Top 3 Positive and Negative Emotions Felt for U.S Government's Stance on Climate Change by Party Affiliation

Dominant Emotions by party	POSITIVE EMOTIONS			NEGATIVE EMOTIONS		
	Republicans	Democrats	Independents	Republicans	Democrats	Independents
1 st	Courageous	Courageous	Courageous	Confused	Anguish	Restricted
2 nd	Enthusiastic	Not Supported	Not Supported	Restricted	Anger	Anger
3 rd	Not Optimistic	Not Astonished	Not Excited	NOT Frightened	Restricted	Anguish



Dominant Emotions on U.S. Stance on Global Climate Change by Party	EMOTIONS		
	Republicans	Democrats	Independents
1 st	 Restricted	 Anguish	 Restricted
2 nd	 Confused	 Anger	 Anger
3 rd	 Focused	 Restricted	 Anguish



Conclusions: Shared Emotions

- Shared emotions across party lines are largely negative.
- All share emotional associations with **courage** and **focus** regarding the U.S. stance on climate change.
- **Negative** emotions no one associates with U.S. stance on climate change are **apathy** and **protection**.
- **Positive** emotions that voters across all party lines **do not** associate with the U.S. stance on climate change are: **protection, support, astonishment, trustworthiness, compassion, appreciation, contentment, gratitude, and affection.**

	Anguish	Anger	Frustrated	Anxiety	Frightened	Disgusted	Sad	Confused
Feel About US Stance on Climate Change (R)	150.6	153.2	142.7	120.0	44.7	113.5	121.7	167.7
Feel About US Stance on Climate Change (D)	206.9	191.4	161.9	166.3	63.1	137.8	139.1	143.4
Feel About US Stance on Climate Change (I)	178.9	184.5	160.5	161.8	91.4	155.9	134.8	155.0
	Restricted	Defeated	Bored	Apathy	Abandoned	Protected	Tenacious	Focused
Feel About US Stance on Climate Change (R)	176.3	85.1	120.3	55.7	79.0	43.5	99.8	156.2
Feel About US Stance on Climate Change (D)	184.3	114.2	127.2	68.7	136.0	44.4	68.7	174.1
Feel About US Stance on Climate Change (I)	212.3	133.0	142.5	68.5	164.0	49.8	87.4	145.5
	Optimistic	Triumph	Supported	Courageous	Liberated	Rejuvenation	Astonished	Excited
Feel About US Stance on Climate Change (R)	74.4	58.4	55.3	121.5	79.7	53.0	56.4	82.5
Feel About US Stance on Climate Change (D)	61.4	57.8	24.9	157.6	35.2	45.1	4.5	62.1
Feel About US Stance on Climate Change (I)	85.7	84.4	57.8	154.4	73.0	86.0	15.1	56.0
	Trustworthy	Compassion	Adventure	Appreciated	Contented	Grateful	Enthusiastic	Affection
Feel About US Stance on Climate Change (R)	47.2	52.0	55.4	48.2	66.3	45.4	104.4	53.4
Feel About US Stance on Climate Change (D)	32.7	56.9	70.9	39.0	32.9	35.5	40.2	25.9
Feel About US Stance on Climate Change (I)	71.5	61.9	76.1	81.4	47.1	63.2	83.5	31.4



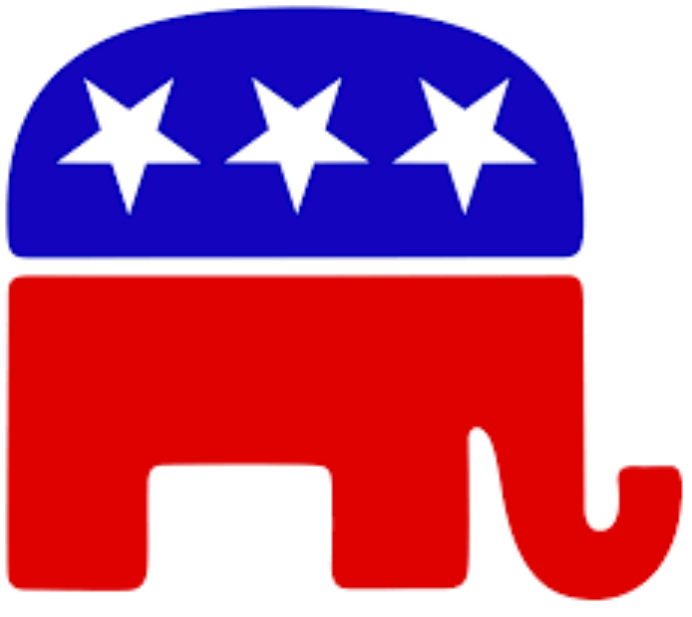
Conclusions: Differences in Emotion by Party Affiliation

- On negative emotions associated with climate, Republicans do not feel **frightened**, or **defeated** on climate change. Instead, they feel **tenacious** and **enthusiastic**.
- Independents do not associate **excitement** regarding the U.S. stance on global climate change.
- Both Democrats and Independents feel **abandoned** and more **defeated** than Republicans.

	Anguish	Anger	Frustrated	Anxiety	Frightened	Disgusted	Sad	Confused
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Summary: Republicans feelings about U.S. stance on global climate change

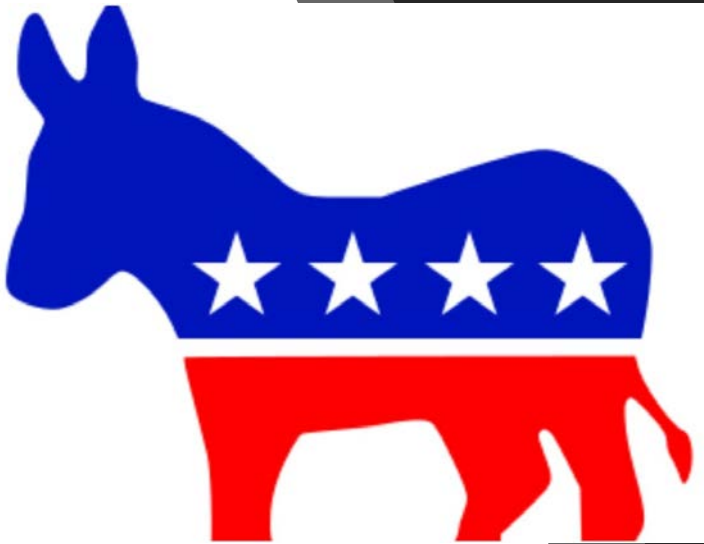


The combination of the top three emotions of **'restriction'**, **'confusion'** and **'focus'** regarding the U.S. stance on global climate change suggests that Republicans feel our country has its hands bound by other countries who may not share their party's outlook.

Confusion felt around the issue may relate to members of this party questioning whether climate change is happening and, if it is happening, whether it is necessarily a negative issue.

Associations of focus suggest that Republicans feel the U.S. stance is clear and targeted.

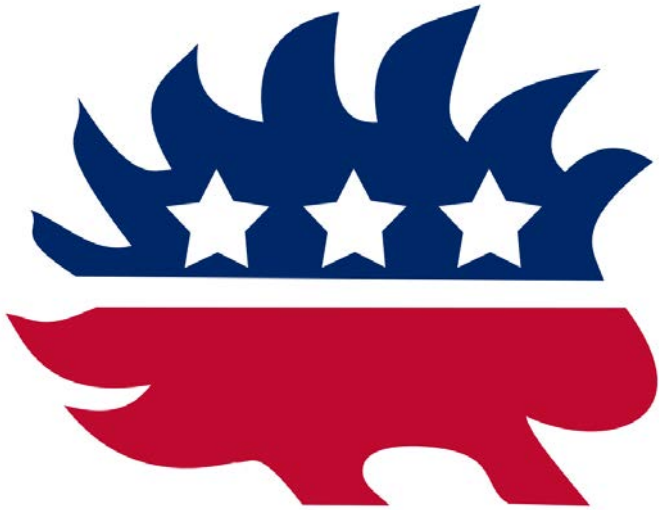
Summary: Democrats feelings about U.S. stance on global climate change



Democrats feel **anguish** before getting mad about the U.S. stance on global climate change. This overarching sadness may stem from other associated feelings of **restriction** and **anger**. They may be angry because their hands are tied by the current President's public questioning of climate change and the issues surrounding it.

This combination of anger + restriction = **futility** which may be why their dominant emotion related to the question is a sadness that stems from that futility.

Summary: Independents feelings about U.S. stance on Global climate change.



Independents tend to respond similarly to Democrats, but the strength of associations across emotions differs. While the Democrats strongly associate 'anguish' with the U.S. stance on global climate change, Independents first associate 'restriction' and then anger more strongly than anguish.

This change in the strength of association suggests that, while Dems may feel defeated, Independents are still angry about their voices being restricted.

Independents who associate anger on the issue more strongly than a feeling of defeat, suggests they may be more willing to be proactive than Democrats. This may be because they feel unshackled by party membership and status quo legislation that is not expected to affect real change.


Why we should be worried.



No one feels positive regarding the U.S. stance on global climate change.

Perhaps the most positive emotion associated with the U.S. stance on global climate change is “**courage**,” suggesting we associate a need to work towards doing the right thing based on our beliefs and the best scientific expertise available.

Cross-party consensus on the current U.S. stance on global climate change fundamentally lacks courage. Addressing this emotion will be the first step at changing America’s view.

A photograph of a dirt road with tire tracks leading towards a bright sunset. The sun is low on the horizon, casting a golden glow over a grassy field. The sky is filled with scattered clouds, some of which are illuminated by the setting sun. A large, semi-transparent white circle is positioned on the right side of the image, containing a quote and the author's name.

“Courage is not the
lack of fear. It is
acting in spite of it.”

Mark Twain

“Faced with what
is right, to leave it
undone shows a
lack of courage.”

~Confucius

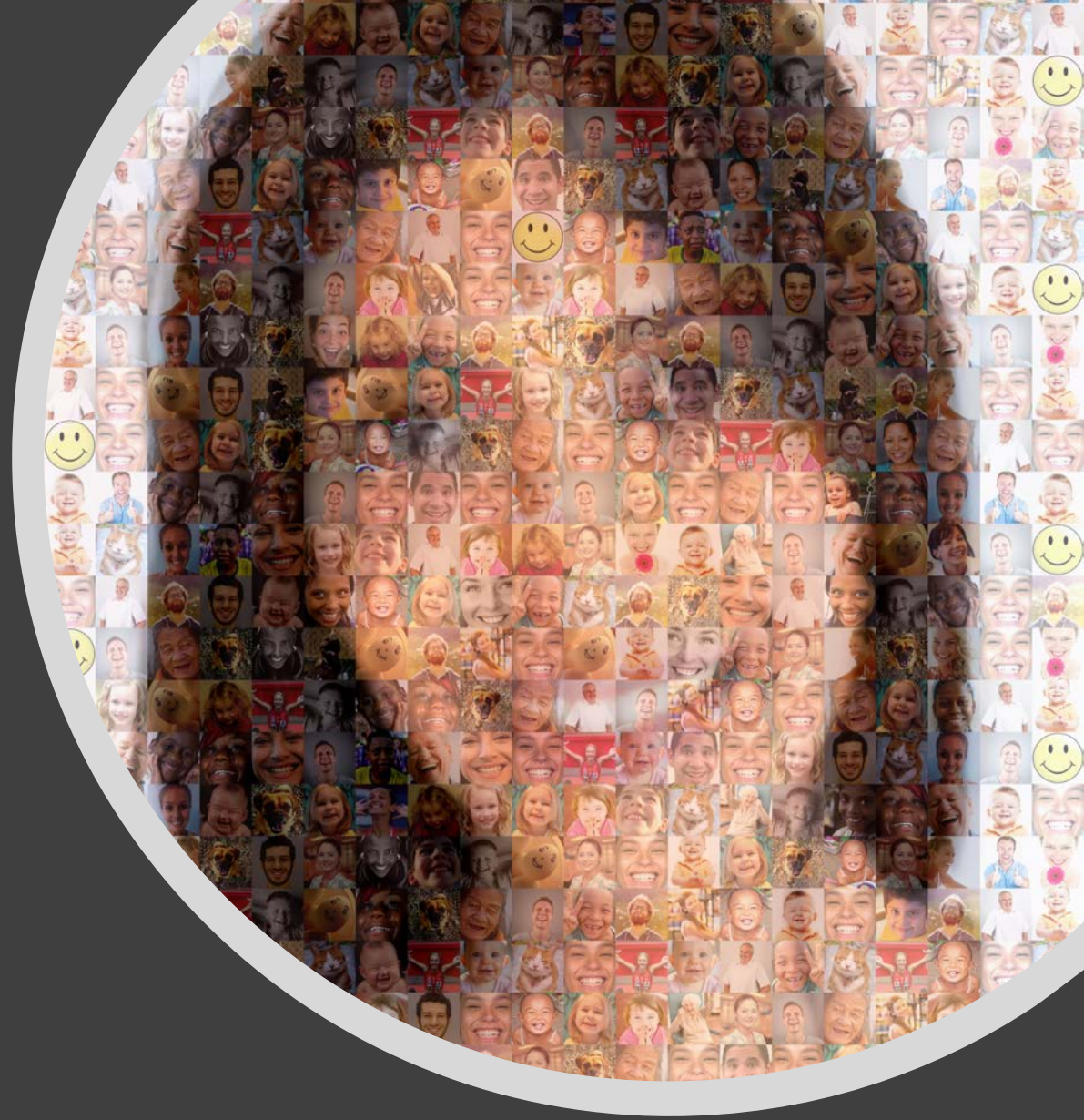


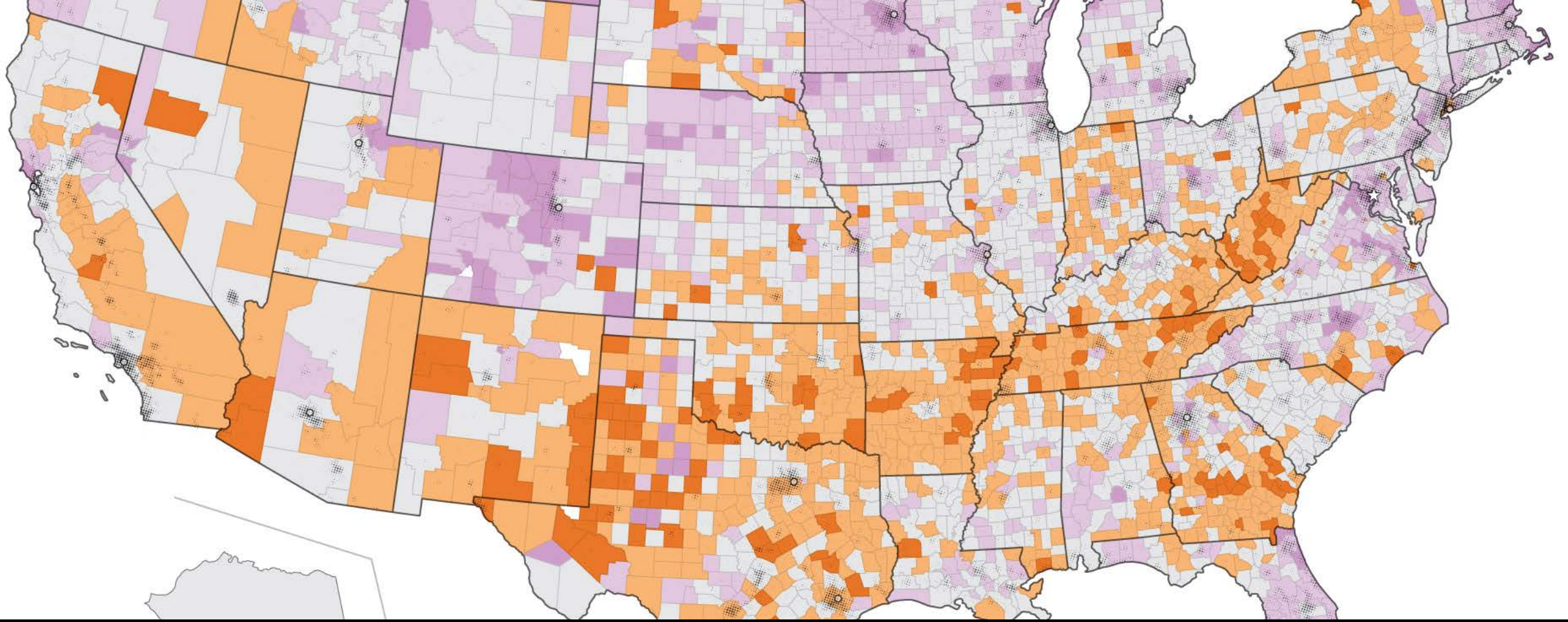
Commentary and Future Directions

Emotion is constructed in the moment, by core systems that interact across the whole brain, aided by a lifetime of learning.

Currently none of these political constituencies are content with America's stance on global warming. The Democrats are in anguish at an extremely high level, the Independents are angry, and the Republicans feel restricted. Such malaise leads to friction and instability.

Emotions matter. It is not that they cloud our judgment, but that they drive it. It is imperative that parties and candidates understand and monitor the emotions around this topic that is most crucial to our planet's survival.





Appendix

Respondent Segment
Profiles





Study Participant Info

Data parsed by Party Affiliation (Democrat/Republican/Independent)



Participant Information



	Percent
North East	22.4
Midwest	23.4
South	26.5
West	27.7
Total	100



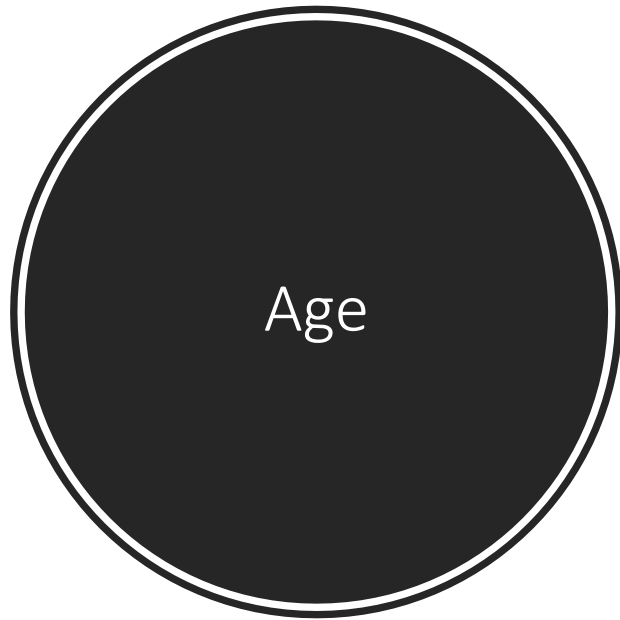
Participant Information



	Percent
Male	46.9
Female	53.1
Total	100.0



Participant Information



	Percent
22- 29	19.4
30- 39	21
40- 49	21.4
50- 59	19.6
60- 75	18.6
Total	100



Participant Information



	Percent
Caucasian	48.5
Black	16.0
Hispanic/Latino	16.0
Other	19.5
Total	100



Participant Information



	Percent
Less than \$40k	26.7
\$40- \$75k	27.9
\$75- \$125k	27.1
\$125 & up	13.1
Prefer not to answer	5.3
Total	100



Participant Information



Are you planning to vote in the 2020 Presidential election?

	Percent
No	0.6
Not Sure	2.0
Yes	97.4
Total	100.0



Participant Information

If the Presidential election were held today, which Party's candidate would you vote for?



	Percent
Democratic	54.1
Other	8.9
Republican	37.0
Total	100.0



Participant Information

Which Party's Presidential candidate did you vote for in the 2016 election?



	Percent
Democratic	52.1
Other	8.3
Republican	39.6
Total	100.0



Participant Information

Current political alignment
(1-21 = Very Liberal / 81-100 = Very Conservative)



	Percent
1-21	17.6
21-40	14.3
41-60	34.7
61-80	16
81-100	17.4
Total	100



Democrat Profiles

HHI	Percent
Less than \$40k	36
\$40- \$75k	31.8
\$75- \$125k	21.3
\$125 & up	8.1
Prefer not to answer	2.8
Total	100.0

REGION	Percent
North East	23.2
Midwest	20.9
South	30.8
West	25.1
Total	100.0

ETHNICITY	Percent
Caucasian	46.9
Black	26.5
Hispanic/Latino	18.0
Other	8.5
Total	100.0

GENDER	Percent
Male	39.3
Female	60.7
Total	100.0

AGE	Percent
22- 29	22.3
30- 39	26.1
40- 49	19.4
50- 59	18.5
60- 75	13.7
Total	100.0

Are you planning to vote in the 2020 Presidential election?		
		Percent
	No	0.9
	Not Sure	0.9
	Yes	98.1
	Total	100.0

If the Presidential election were held today, which Party's candidate would you vote for?		
		Percent
	Democratic	95.3
	Other	2.8
	Republican	1.9
	Total	100.0

Which Party's Presidential candidate did you vote for in the 2016 election?		
		Percent
	Democratic	92.4
	Other	1.9
	Republican	5.7
	Total	100.0

Current political alignment. (Very Liberal to Very Conservative)		
	Quintiles	Percent
	1-20	35.1
	21-40	20.9
	41-60	27.5
	61-80	10
	81-100	6.6
	Total	100.0



Republican Profiles

HHI	Percent
Less than \$40k	17.5
\$40- \$75k	27.9
\$75- \$125k	32.8
\$125 & up	14.2
Prefer not to answer	7.7
Total	100

REGION	Percent
North East	18.6
Midwest	26.8
South	23.5
West	31.1
Total	100

ETHNICITY	Percent
Caucasian	60.7
Black	7.1
Hispanic/Latino	14.8
Other	17.5
Total	100.0

GENDER	Percent
Male	48.6
Female	51.4
Total	100.0

AGE	Percent
22- 29	16.9
30- 39	18.6
40- 49	23.5
50- 59	20.8
60- 75	20.2
Total	100.0

Are you planning to vote in the 2020 Presidential election?		
		Percent
	No	0.5
	Not Sure	2.2
	Yes	97.3
	Total	100.0

If the Presidential election were held today, which Party's candidate would you vote for?		
		Percent
	Democratic	10.4
	Other	3.8
	Republican	85.8
	Total	100.0

Which Party's Presidential candidate did you vote for in the 2016 election?		
		Percent
	Democratic	12.6
	Other	4.4
	Republican	83.1
	Total	100.0

Current political alignment. (Very Liberal to Very Conservative)		
	Quintiles	Percent
	1-20	3.3
	21-40	5.5
	41-60	30.1
	61-80	24.6



Independent Profiles

HHI	Percent
Less than \$40k	23.8
\$40- \$75k	19.8
\$75- \$125k	28.7
\$125 & up	21.8
Prefer not to answer	5.9
Total	100.0

REGION	Percent
NE	27.7
Midwest	22.8
South	22.8
West	26.7
Total	100.0

ETHNICITY	Percent
Caucasian	39.7
Black	19.9
Hispanic/Latino	14.9
Other	25.5
Total	100.0

GENDER	Percent
Male	59.4
Female	40.6
Total	100.0

AGE	Percent
22- 29	17.8
30- 39	14.9
40- 49	21.8
50- 59	19.8
60- 75	25.7
Total	100.0

Are you planning to vote in the 2020 Presidential election?		
		Percent
	Not Sure	4.0
	Yes	96.0
	Total	100.0

If the Presidential election were held today, which Party's candidate would you vote for?		
		Percent
	Democratic	47.5
	Other	30.7
	Republican	21.8
	Total	100.0

Which Party's Presidential candidate did you vote for in the 2016 election?		
		Percent
	Democratic	39.6
	Other	28.7
	Republican	31.7
	Total	100.0

Current political alignment. (Very Liberal to Very Conservative)		
	Quintiles	Percent
	1-20	6.9
	21-40	16.8
	41-60	58.4
	61-80	12.9
	81-100	5
	Total	100

