



National Political Case Study Using emOcean Shows Emotions Divided By Party Lines

July 29, 2019



Case Study conducted by  **BELLWETHER**
CITIZEN RESPONSE

- With the clear understanding that emotions matter in determining voter perceptions and behavior, Bellwether Citizen Response, a research and consulting firm led by Behavioral Scientists in Hanover, NH conducted a national study representing Republicans, Democrats and Independents.
- The objective was to profile the current emotional state of all constituents toward the Democrat and Republican parties.
- This learning was generated using the online emOcean platform that relies upon photo ratings to measure emotional associations that might not easily be put into words.
- This document is intended to provide some detailed findings and background on the sample.



emOcean Study Details

- Data collected June 12-June 24 (prior to 1st Democratic Primary debates)
- National Sample of 914:
 - Democrat – 358
 - Republican – 344
 - Independent – 212
- Target Statements – All respondents asked all statements
 1. “The current state of the Republican Party makes me feel...”
 2. “The current state of the Democratic Party makes me feel...”

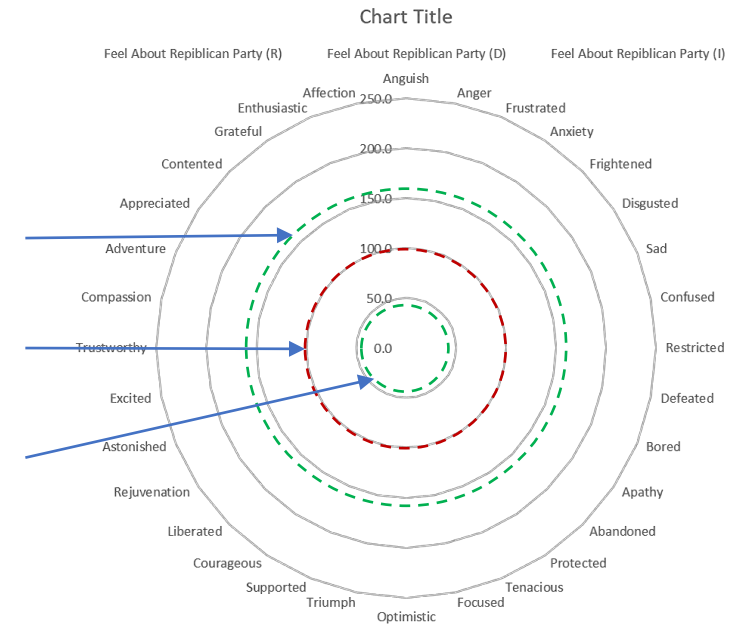


How to read the radar charts

1 SD above baseline (100)

Index Baseline (100)

1 SD below baseline (100)





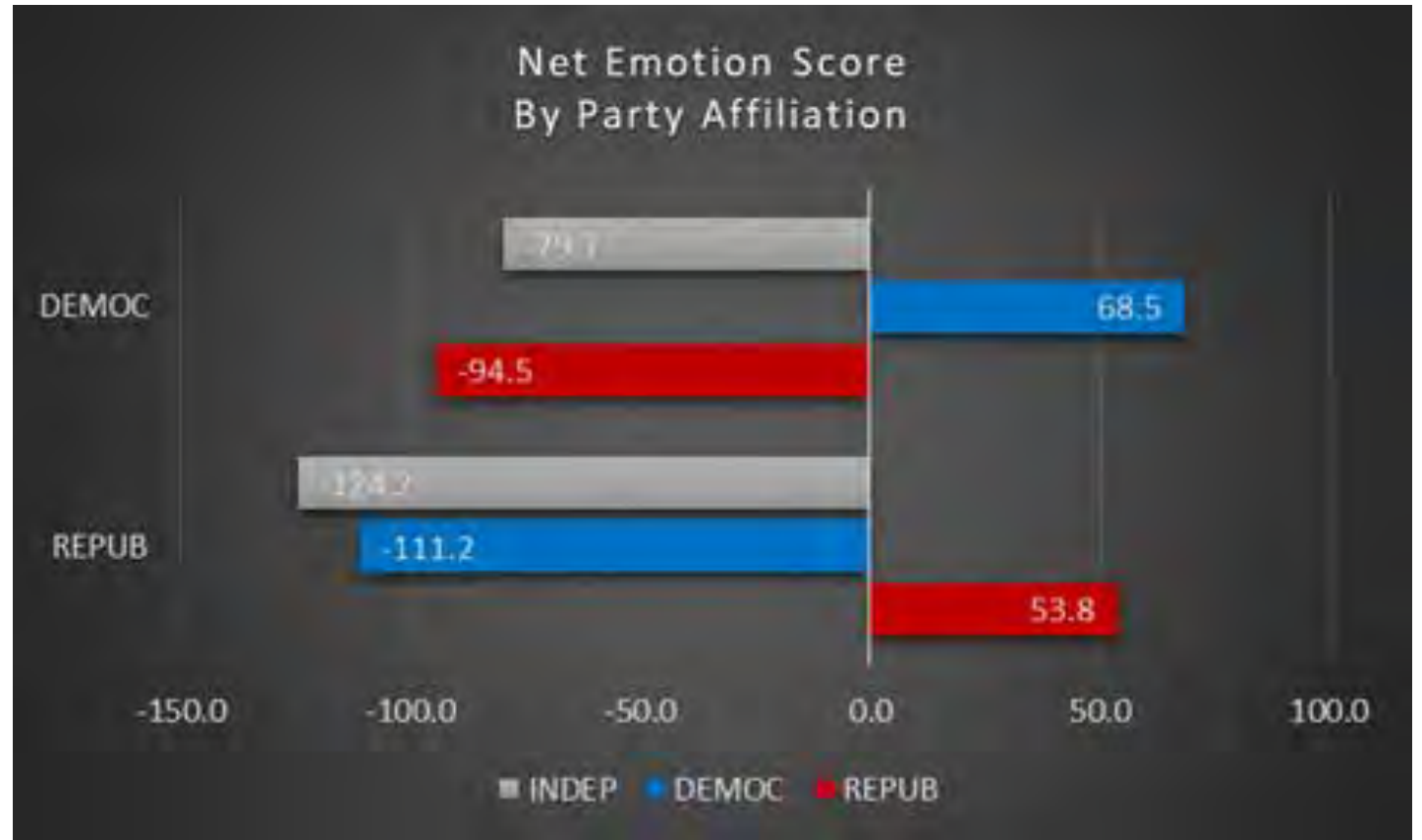
emOcean Results

Data by Party Affiliation (Democrat/Republican/Independent)

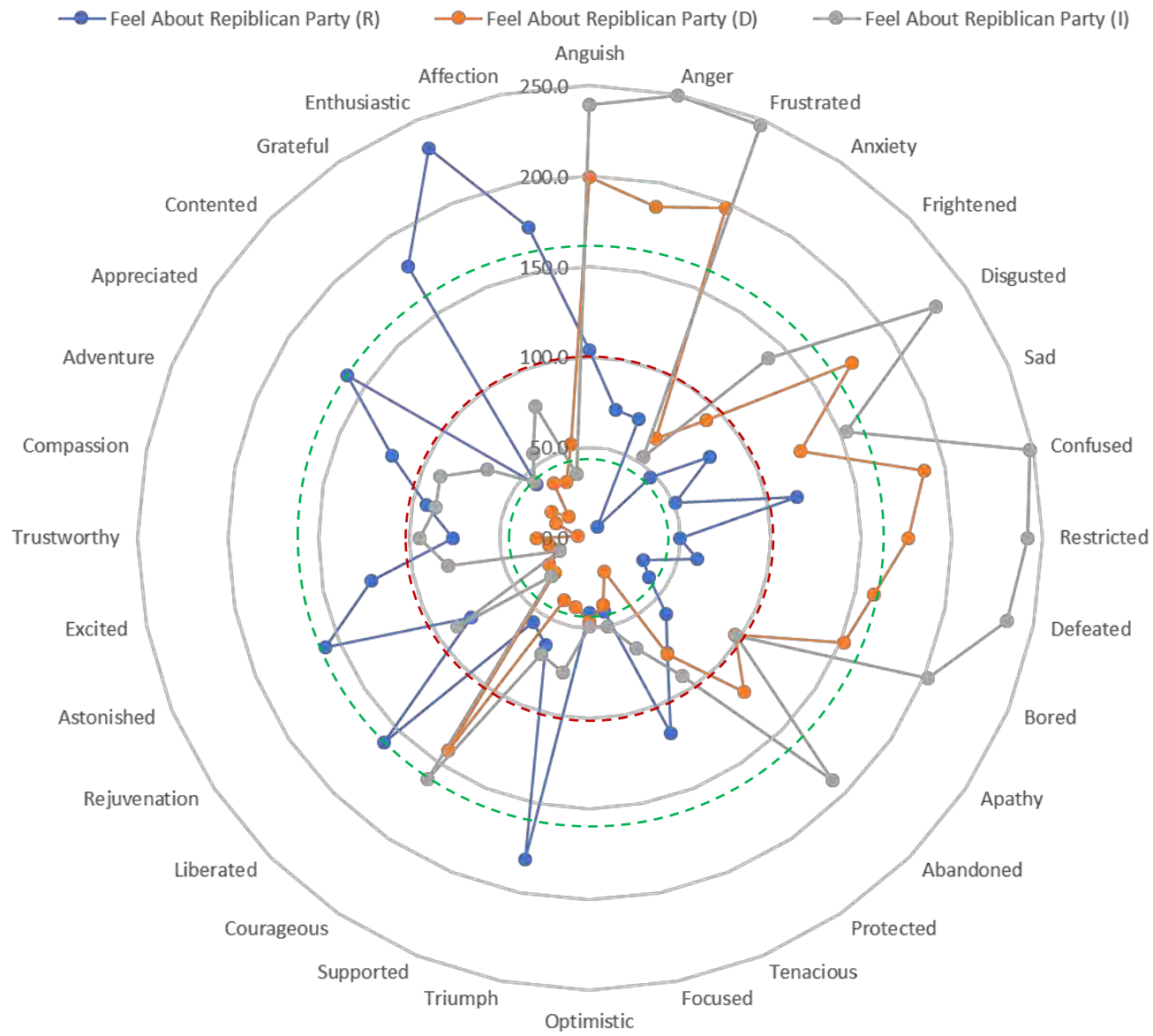
NET emOcean Positive & Negative Emotion Scores

Overall negative sentiment aimed at Republican Party is more severe among both Independents and Democrats than the negative sentiment aimed at the Democratic party by Republicans or Independents.

Overall positive sentiment is more intense among Democrats for their party than among Republicans for theirs.



How Members of Each Party Feel About the Republican Party



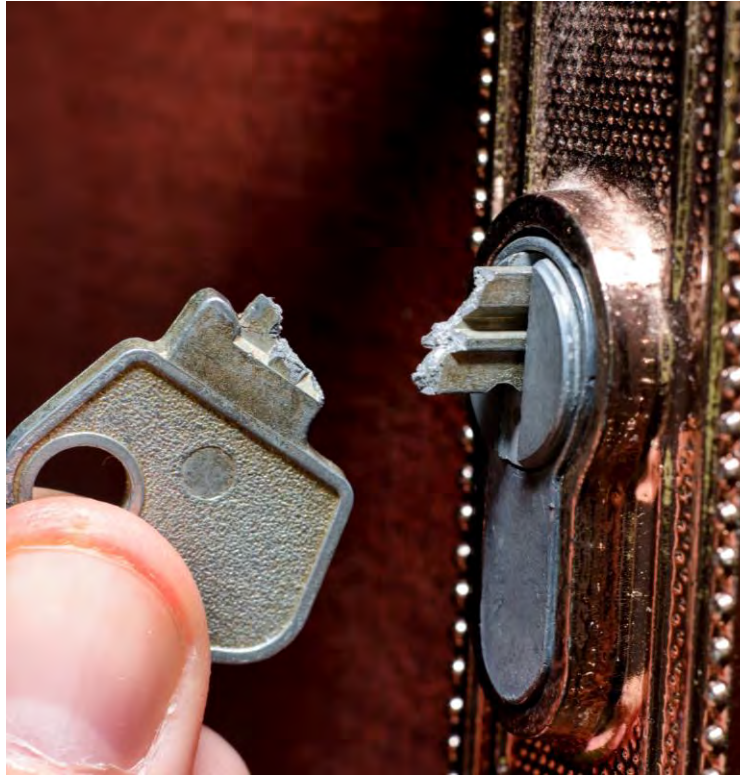
Emotional Spectrum Regarding Republican Party

	Anguish	Anger	Frustrated	Anxiety	Frightened	Disgusted	Sad	Confused
Feel About Republican Party (R)	103.7	72.4	71.2	7.4	47.3	80.0	51.0	116.6
Feel About Republican Party (D)	199.2	186.5	197.5	65.7	91.5	174.5	125.9	188.7
Feel About Republican Party (I)	239.6	249.6	246.7	53.5	140.0	230.2	153.5	247.9
	Restricted	Defeated	Bored	Apathy	Abandoned	Protected	Tenacious	Focused
Feel About Republican Party (R)	49.6	60.7	32.1	39.5	59.5	77.0	117.3	41.7
Feel About Republican Party (D)	175.9	160.4	151.9	97.0	120.4	77.7	20.4	37.6
Feel About Republican Party (I)	242.3	235.0	202.6	97.7	189.7	92.2	66.6	50.4
	Optimistic	Triumph	Supported	Courageous	Liberated	Rejuvenation	Astonished	Excited
Feel About Republican Party (R)	41.7	181.7	64.0	56.0	160.5	79.0	158.4	123.3
Feel About Republican Party (D)	46.3	39.4	37.5	141.4	27.5	26.9	18.2	22.5
Feel About Republican Party (I)	49.2	75.8	69.8	161.0	30.3	88.2	18.2	79.8
	Trustworthy	Compassion	Adventure	Appreciated	Contented	Grateful	Enthusiastic	Affection
Feel About Republican Party (R)	75.7	92.0	118.3	161.3	41.9	180.7	233.3	174.9
Feel About Republican Party (D)	29.1	6.4	20.2	25.6	16.2	36.2	33.2	52.4
Feel About Republican Party (I)	93.9	86.6	89.3	68.1	43.7	56.4	78.9	36.2

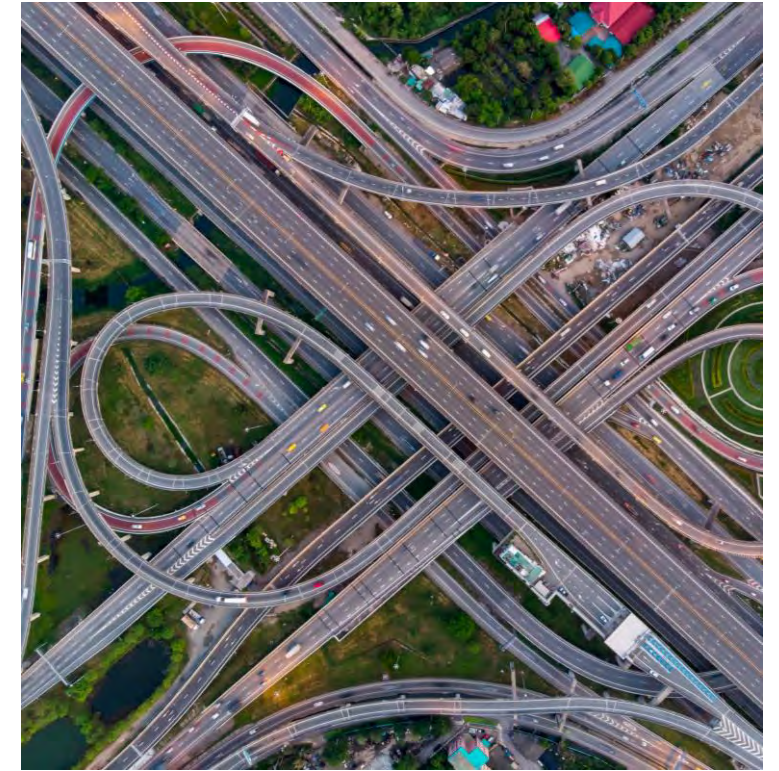




Anguish



Frustration



Confusion

Emotional Construct Images – Democrats on Republican Party





Enthusiasm



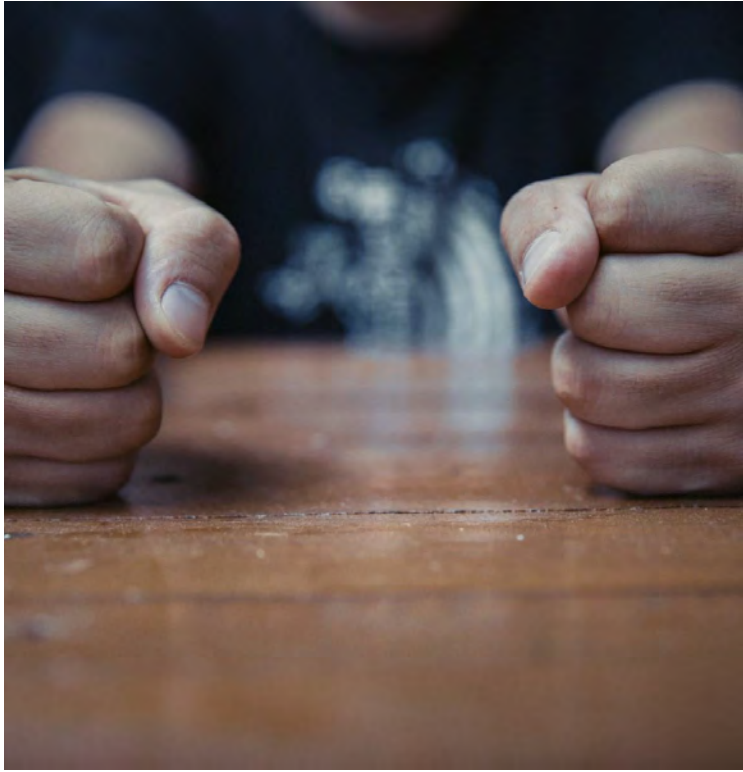
Triumph



Gratitude

Emotional Construct Images – Republicans on Republican Party

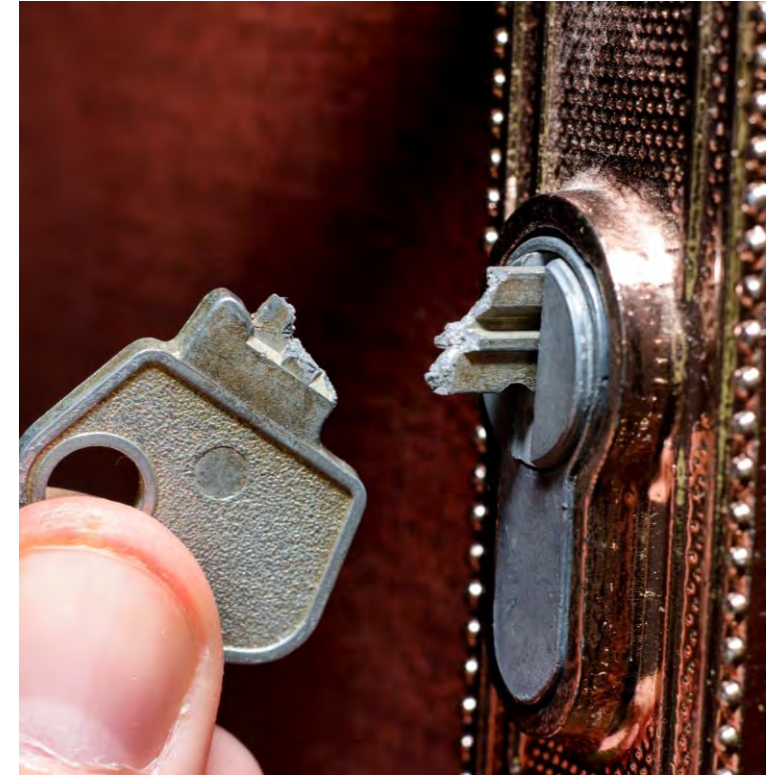




Anger



Confused

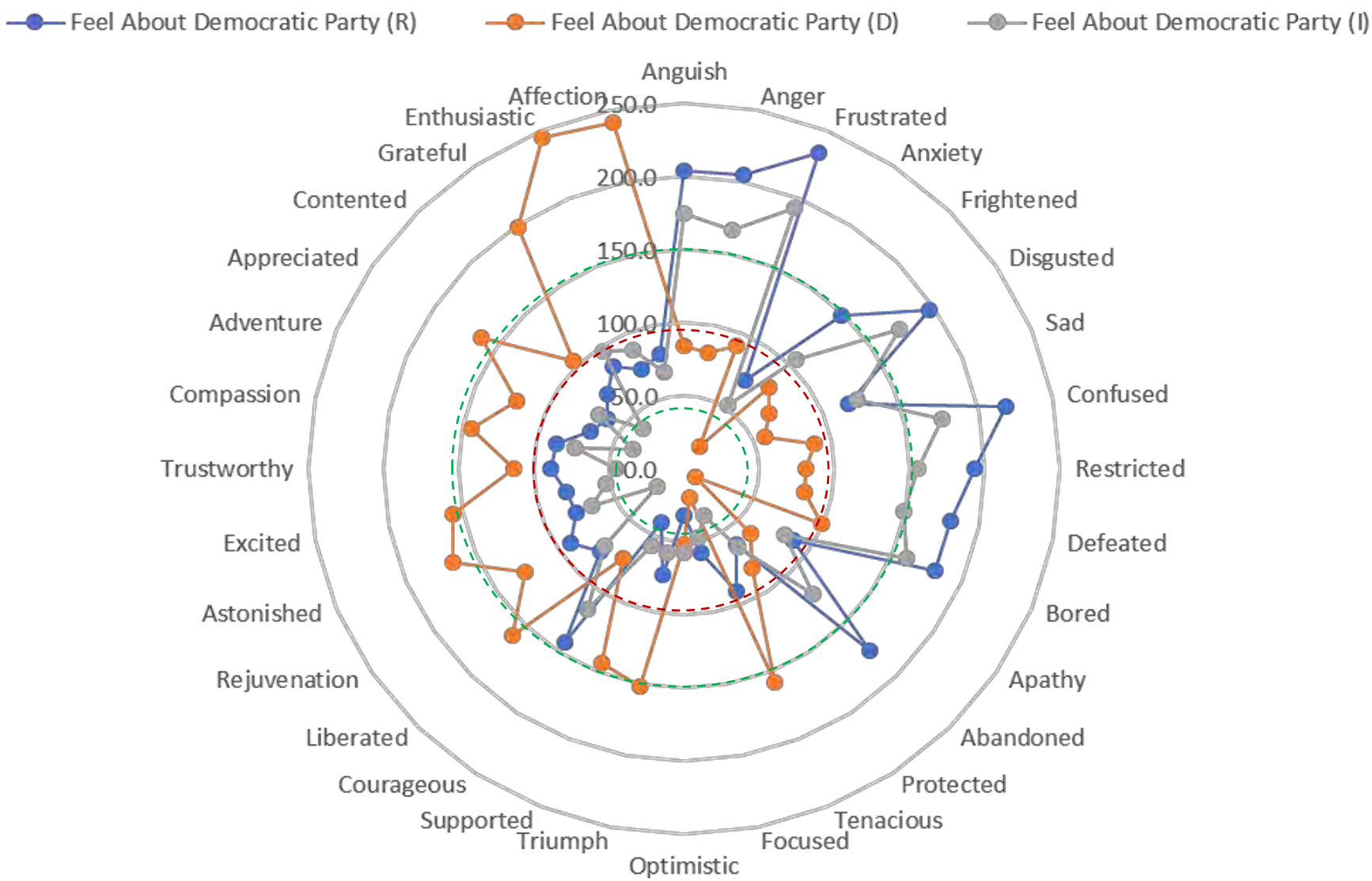


Frustration

Emotional Construct Images – Independents on Republican Party



How Members of Each Party Feel About the Democratic Party



Emotional Spectrum Regarding Democratic Party

	Anguish	Anger	Frustrated	Anxiety	Frightened	Disgusted	Sad	Confused
Feel About Democratic Party (R)	204.1	205.2	234.1	72.6	148.4	196.5	118.0	218.3
Feel About Democratic Party (D)	84.5	81.1	90.9	18.0	79.7	68.5	57.9	88.6
Feel About Democratic Party (I)	175.1	166.3	193.1	52.9	105.5	172.8	124.5	175.5
	Restricted	Defeated	Bored	Apathy	Abandoned	Protected	Tenacious	Focused
Feel About Democratic Party (R)	192.9	180.4	180.5	87.0	175.2	62.0	90.6	58.0
Feel About Democratic Party (D)	80.8	81.8	98.7	9.3	62.3	80.8	157.5	20.3
Feel About Democratic Party (I)	155.6	149.3	160.1	80.4	121.1	63.9	34.3	47.7
	Optimistic	Triumph	Supported	Courageous	Liberated	Rejuvenation	Astonished	Excited
Feel About Democratic Party (R)	31.4	74.1	39.3	142.5	79.2	91.3	77.1	79.4
Feel About Democratic Party (D)	51.1	151.8	143.9	73.3	161.1	126.7	166.1	156.5
Feel About Democratic Party (I)	57.6	58.1	56.8	115.0	74.6	22.0	66.4	53.0
	Trustworthy	Compassion	Adventure	Appreciated	Contented	Grateful	Enthusiastic	Affection
Feel About Democratic Party (R)	89.0	86.5	67.1	61.6	72.1	84.2	74.4	80.1
Feel About Democratic Party (D)	113.2	144.0	120.6	162.1	104.4	199.1	245.4	241.6
Feel About Democratic Party (I)	45.7	73.9	36.4	67.5	38.9	96.7	88.2	67.6



Top 3 Emotions Felt for Major Political Parties by Party Affiliation

Dominant Emotions by party	Republican Party		Democratic Party		Independent Party	
	Republicans	Democrats	Republicans	Democrats	Republicans	Democrats
1 st	Enthusiasm	Frustration	Anguish	Enthusiasm	Anger	Frustration
2 nd	Triumph	Confusion	Frustration	Affection	Confusion	Confusion
3 rd	Gratitude	Disgusted	Confusion	Gratitude	Frustration	Anger





Enthusiasm



Affection



Gratitude

Emotional Construct Images – Democrats on Democratic Party

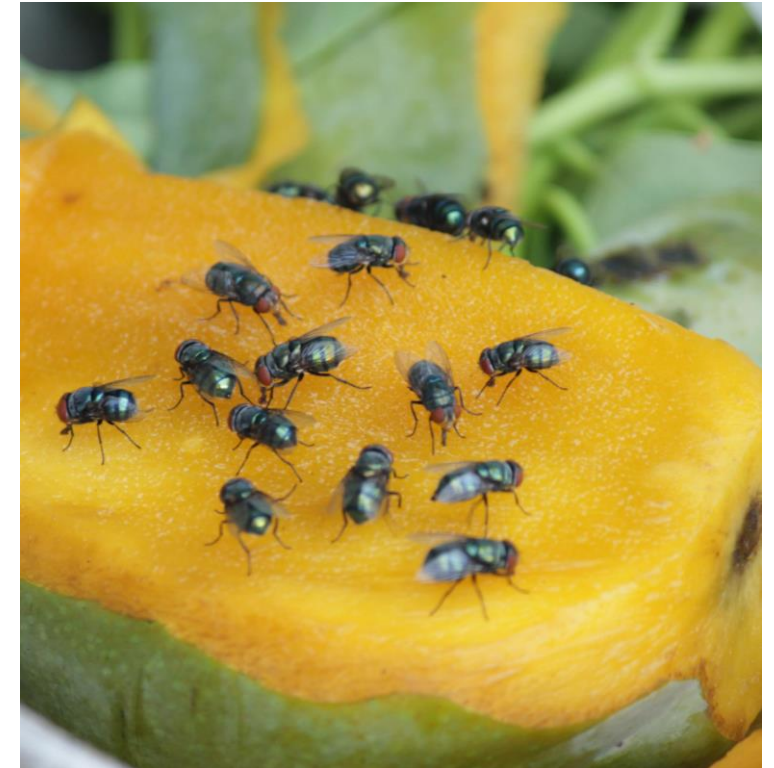




Frustration



Confusion



Disgust

Emotional Construct Images – Republicans on Democratic Party





Frustration



Confusion

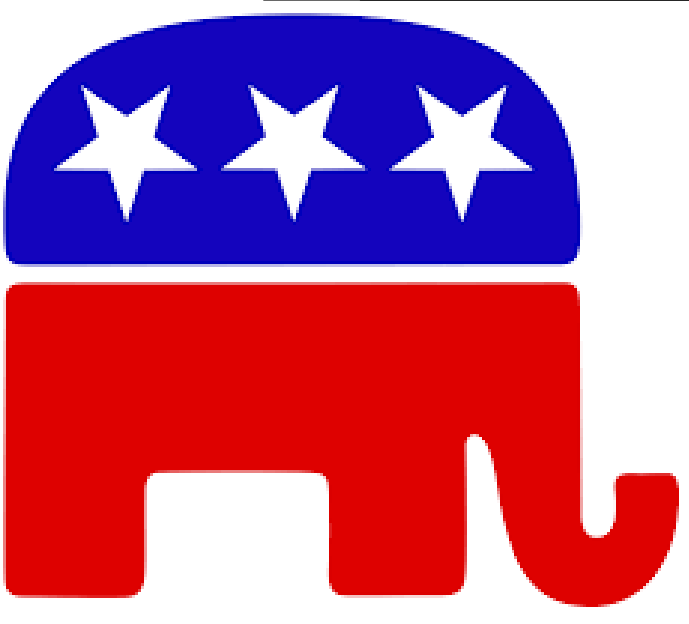


Disgust

Emotional Construct Images – Independents on Democratic Party

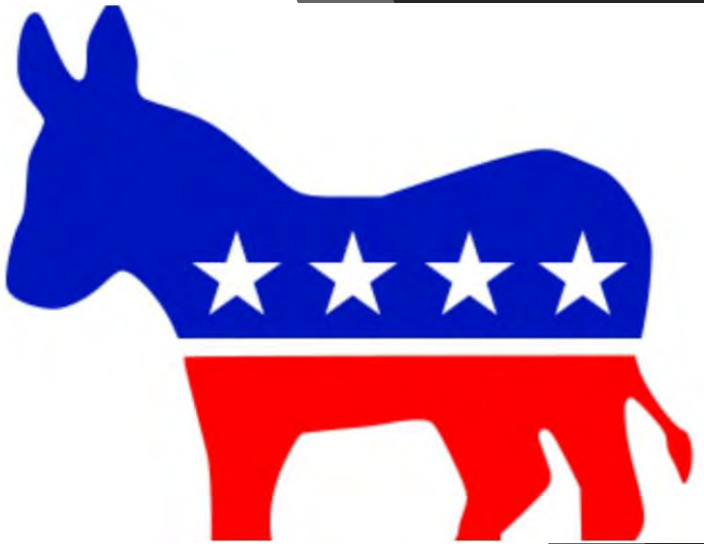


Summary: Feelings about the Republican Party



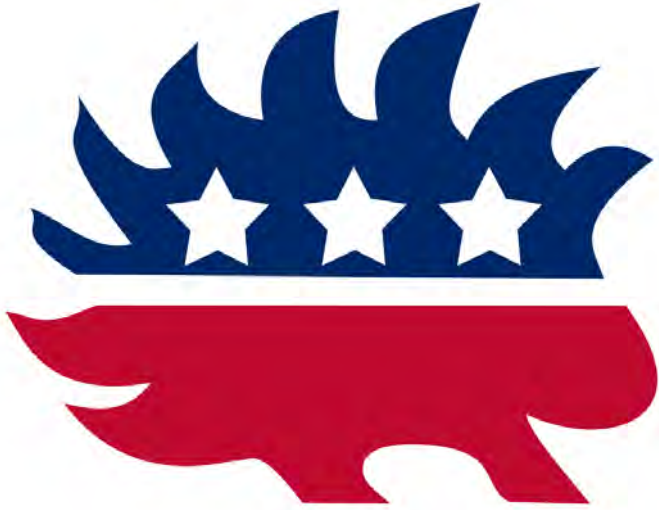
- **Republicans Are Simply Satisfied.** Republican's feel only a handful of strong emotions towards their party, all positive, and there appears to be no ambivalence. Overall, they are "enthusiastic" and feel "triumphant", "affection" and "grateful." In a word, they appear to feel "victorious."
- **Democrats Seem to Be Painfully Repelled.** Democrats feel "anguish," "frustration" and "confusion" toward the Republican Party. They are clearly unhappy, but surprisingly less angry than independents.
- **Independents are Angry.** Independents are fed-up. They are full of "anger," "frustration" and "confusion" toward the Republican Party. They feel "disgust" and intensely "restricted."

Summary: Feelings about the Democratic Party



- **Democrats, feel an abundance of emotions toward their own party, mostly positive, but not as intense or focused as Republicans.** Democrats express twice the number of strong emotions toward their party as do Republicans towards theirs, and while mostly comparable and positive, being “astonished” and feeling “tenacious” also creeps in.
- **Republicans react to the Democratic Party with strong discomfort and are repelled.** They feel “frustrated,” “confused” and even “disgusted” to a lesser extent.
- **Independents are angry, but less so.** Independents are full of “anger,” “frustration”, “confusion” and “anguish” toward the Democratic Party, but not as strongly as they feel these emotions for the Republicans. This reveals how the critical Swing Voters are wholly dissatisfied with both parties and must be better understood to be swayed either way.

Commentary and Future Directions



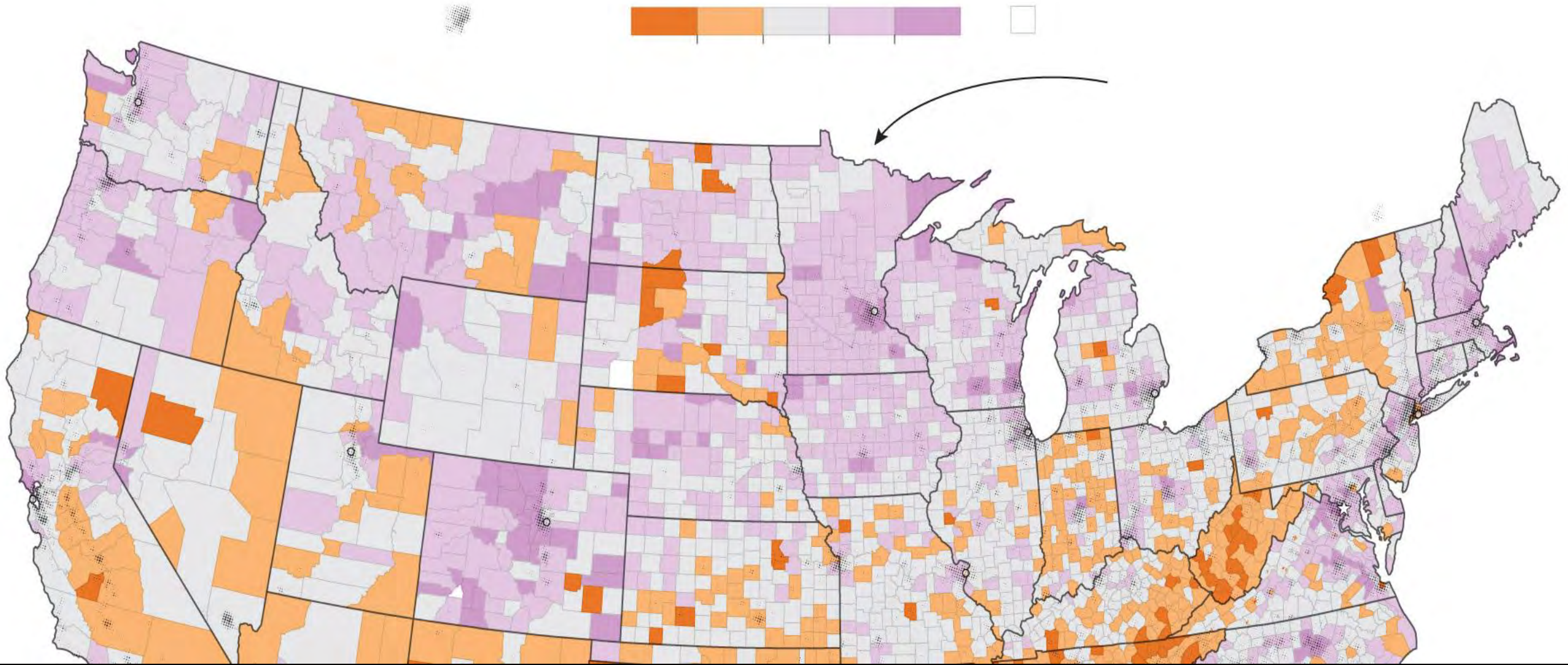
- Currently there appears to be little empathy for healthy differences of opinion or policy, but instead a plethora of raw negative emotions setting the stage for further discord and bad behavior.
- This study brings to light the total emotional dissatisfaction Independents have toward both parties, but especially the Republicans. Unlike other times, when to be Independent might have meant being torn between two goods, Independents now feel angry to be squeezed between two unacceptable and repelling alternatives.
- The party that figures out what Independents want most and finds a way to accommodate it, is most likely to be the victor.

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.

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 emotional affect they are having on others and work to evoke positive reception.





Appendix

Respondent 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



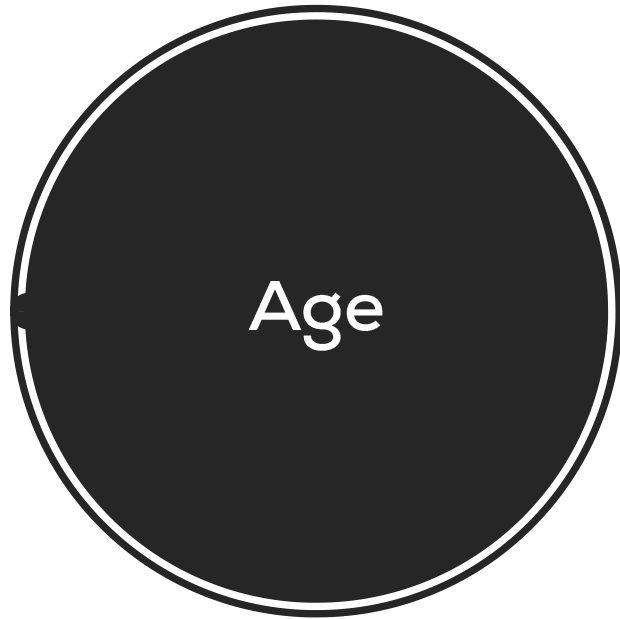
Participant Information



	Percent
Male	46.9
Female	53.1
Total	100.0



Participant Information



	Percent
22- 29	19.4
30- 39	21.0
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



Plan to
vote in
2020?

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



	Percent
1-21	17.6
21-40	14.3
41-60	34.7
61-80	16.0
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

