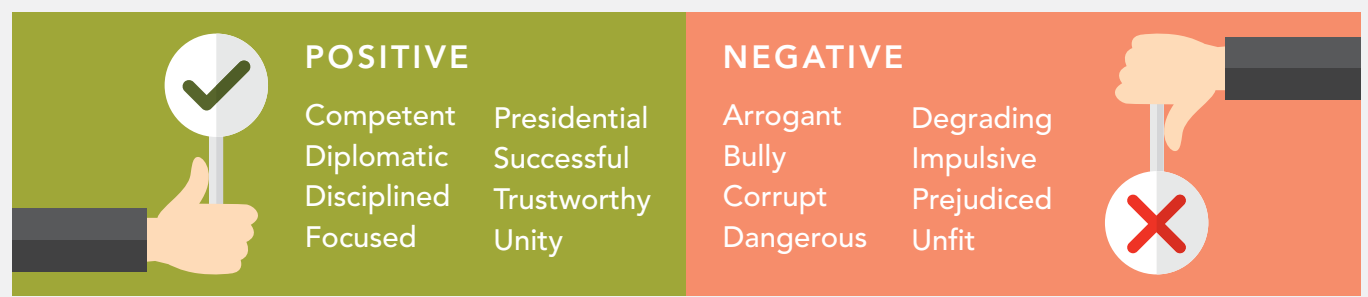# The 2016 Election

Told Through Explicit & Implicit Data

There have been few Presidential races as polarized and divided as Clinton/Trump. However, despite strong messaging from their supporters, we sought to identify if this polarization exists between stated associations and what's held in the subconscious mind. While opinion polls tell you only what people are aware of, when you add implicit testing you can achieve a surprising and more nuanced understanding of how voters truly feel about their candidate.

Actûrus and NeuroGPS have gathered implicit voter data to uncover and understand the subconscious associations and emotions they feel towards our 2016 Presidential Candidates.

Rankings are based on a list of 16 attributes, 8 positive, 8 negative.

POSITIVE
Competent
Diplomatic
Disciplined
Focused
Presidential
Successful
Trustworthy
Unity

NEGATIVE
Arrogant
Bully
Corrupt
Dangerous
Degrading
Impulsive
Prejudiced
Unfit

Across nearly all ages, genders, and ethnicities there were certain key terms for each candidate among their supporters that appeared in the TOP 5 both explicitly and implicitly.

CLINTON: "Presidential" & "Diplomatic"

EXPLICIT	IMPLICIT
Presidential	Degrading
Successful	Dangerous
Competent	Presidential
Diplomatic	Diplomatic
Focused	Arrogant

TRUMP: "Competent" & "Focused"

EXPLICIT	IMPLICIT
Successful	Presidential
Competent	Prejudiced
Focused	Arrogant
Presidential	Focused
Trustworthy	Competent

Overall, supporters for each candidate reveal their implicit associations without their explicit inhibitions. Implicitly; arrogant, prejudiced and dangerous replace positive statements (presidential, successful and competent) in top associations.
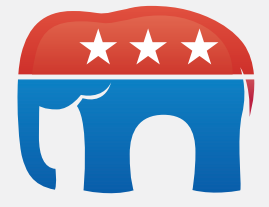

CLINTON
EXPLICIT IMPLICIT
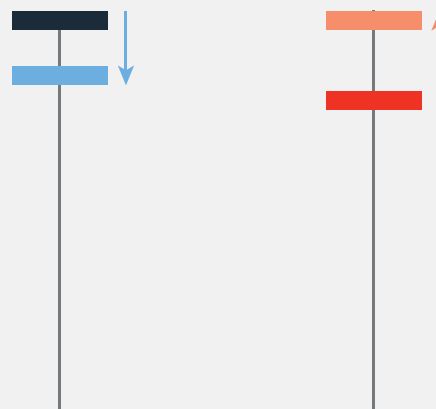
TRUMP
EXPLICIT IMPLICIT

Gender

Throughout American history the Presidency has been occupied by a male which leads to a subconscious reservation regarding a female candidate even among female supporters of Clinton when measured implicitly.

Trump supporters have a surprising degree of parity across gender lines when explicitly describing his attributes (only one position change out of 16 total attributes).

Presidential

Clinton supporters explicitly feel she is more "Presidential" relative to Trump's (1st position vs 4th position) however, among her own supporters the implicit sentiment regarding the term "Presidential" falls to 3rd.

Interestingly, both genders explicitly rank the term "Presidential" in 5th position for Trump but implicitly this attribute rises to first place for both.

Trustworthy
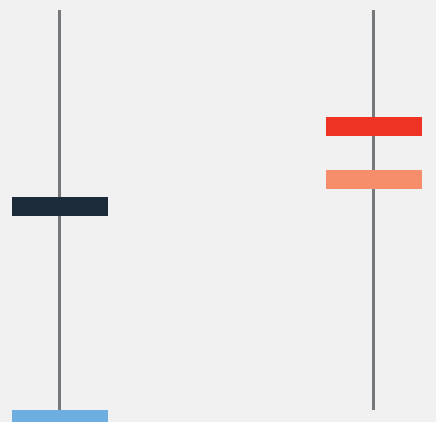
Among Clinton supporters, "Trustworthy" would seem a key attribute but her supporters only rank it in the middle explicitly and it falls to last place when measured implicitly.

Trump ranks significantly higher for "Trustworthiness" among supporters – scoring 4 of 16 explicitly and 7 of 16 implicitly which is a much closer gap relative to Clinton.

Dangerous

Successful

Though Clinton supporters aren't explicitly aware of it, the term, "Dangerous" ranks second when measured implicitly.

Among Trump supporters the term "Successful" tops the list explicitly. Ranking second to last implicitly clarifies the significant gap between how people say they view success vs how they accord it to Trump.

The term "Dangerous" is explicitly ranked last or at the bottom across both genders but ranks in first or second place when measured implicitly. This implies that despite vocal support for both of these attributes there remains a strong undercurrent of concern.

Across all groups, "Successful" association rates are lower implicitly than explicitly – proving that success is far more nuanced and complex calculation for voters.

Unity
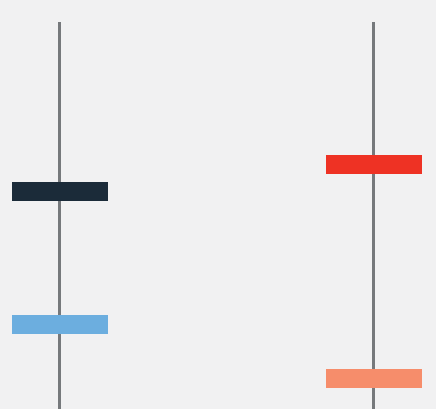
Division among party lines are confirmed by the implicit associations of "Unity". Both candidates implicit rankings fall among the lowest of associations.

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