The State of the (Dis)Union

A Research Exploratory into the Psychological and Behavioral Impacts of the First 100 Days of the Trump Presidency

Galileo

J. WALTER THOMPSON INTELLIGENCE

OUR INSPIRATION

A deep fascination with the human psyche drives our work at Galileo. So, when we started hearing anecdotal accounts of families and friends fighting over politics, new levels of anxiety, fear, anger, and disconnection (and conversely, feelings of security, freedom, and empowerment), we wanted to understand, on a deep psychological level, **the profound and divergent effects the new presidency is having on the psyche and identity of ordinary Americans**. In addition, we wanted to gauge the level of public concern about the current division within the country, and how people on both ends of the political spectrum view President Trump's role in addressing this.
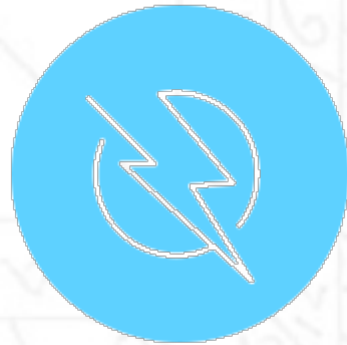
OUR METHODOLOGY

Our research methodology combined:

01 **Qualitative, hypothesis-generating phase** (Psych-Immersion Groups among ardent Trump supporters and ardent Trump critics)

02 **Quantitative survey among a general population sample of 1,000 US adults** (all registered to vote, with quotas set by age, gender, income, ethnicity, geography, and political affiliation), conducted in partnership with J. Walter Thompson Intelligence
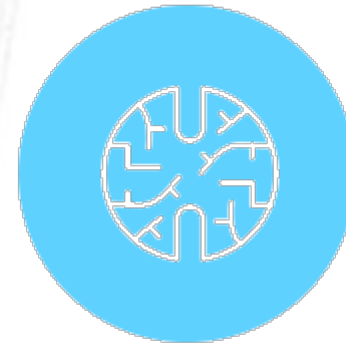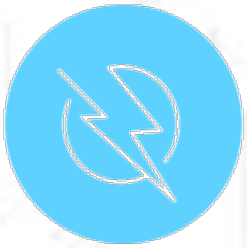
OUR APPROACH

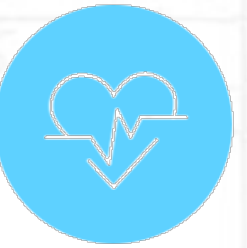HARD-WIRED
SYSTEM

EMOTIONAL ANIMAL
SYSTEM

RATIONAL HUMAN
SYSTEM

Galileo is a psychology-based market research company, and as such, we draw on leading-edge theory and practice from academic and therapeutic psychology. Our Psych-Immersion Groups are designed to access three distinct brain systems (*the "Hard-wired" System, the Emotional "Animal" System and the Rational "Human" System*) in a specific order, to uncover a more complete and accurate mindset map.
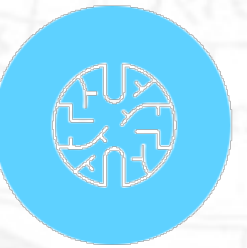
Within the Psych-Immersion Groups for this study, we employed *Hard-wired System* techniques like **Metronome Circuits,** a quick-fire, rhythmic, game-like activity in a darkened room which un-guards the subconscious and unlocks hard-wired associations.

We used *Emotional Animal System* techniques based in somatic therapy, such as **(Ex)pose,** in which we asked blind-folded participants to sculpt their bodies into a pose to represent the impact that the current presidency is having on their sense of self (based on the principle that deeply held emotions are physically encoded and can be difficult to express verbally). We even had participants rewrite the **Pledge of Allegiance** to bring to life their view of what America stands for today, and to design **Vision Tattoos** to bring to life President Trump's vision for America, as they perceived it.

And we used *Rational Human System* techniques, like our **Decisional Change Force-field** which deconstructed all the behavioral changes in their lives since the start of the new presidency.

These techniques gave us unfiltered access to participants' subconscious beliefs and attitudes, as well as their consciously held views, which led to a rich and provocative quantitative study. Within the survey, we included elements such as **Character Archetypes**, asking participants to pick from an array of archetypes (e.g. John Wayne, Superman, The Joker from Batman, Jabba the Hutt), which best represented what President Trump meant to them and why.

We also explored the impact of the new presidency on participants' emotions, identity, relationships, gender attitudes, spending and daily behaviors, media habits, and even health (including eating, drinking, and smoking).

We don't want to give away too much yet, but early data points are illuminating. For example, in terms of different personality aspects that have become more dominant since Donald Trump became president…

TRUMP SUPPORTERS

↑ **36%** "Enjoyment of having a strong man in charge"

↑ **35%** "Honesty – no longer having to pretend to be politically correct"

↑ **34%** "Nationalist pride and desire to protect our borders"

NON-SUPPORTERS

↑ **40%** "Compassion for the less fortunate"

↑ **38%** "Commitment to social justice"

↑ **35%** "Belief in fairness"

Final data will soon be available for presentation, once our initial press releases have been completed.

Please get in touch if you would be interested in Galileo presenting the full report to your organization or team.

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