



The State of the (Dis)Union

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

The 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.

The Methodology



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Our research methodology began with **qualitative, hypothesis-generating Psych-Immersion Groups** among ardent Trump Supporters and ardent Trump Non-Supporters.

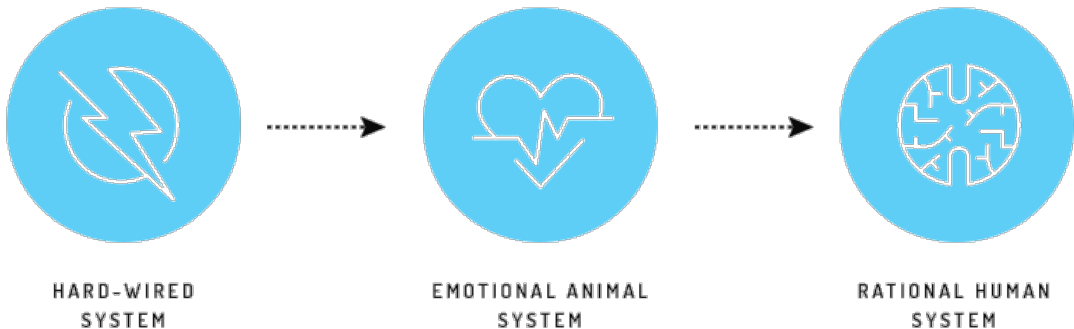


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We then **partnered with J. Walter Thompson Intelligence** (J. Walter Thompson Company's global practice for analytics, research, insights, trends and innovation) to conduct a quantitative survey among a general population sample of 1000 US adults (all registered to vote, with quotas set by age, gender, ethnicity, income, geography and political affiliation).

Our Approach

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**, which un-guard the subconscious and unlock hard-wired associations.

We used *Emotional Animal System* techniques based in somatic therapy, such as **(Ex)pose**, in which blind-folded participants sculpted their bodies into poses to represent the impact that the current presidency is having on their sense of self. We even had participants 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** to deconstruct 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, leading to the rich and sometimes disturbing hypotheses that informed our quantitative survey. Within the survey, we then explored the **impact of the new presidency on participants' emotions, on their identity, on their relationships, on their gender attitudes, on their daily behaviors, and on their media attitudes and habits.**



We are excited to share some of the key themes that emerged:

One third of Americans feel ashamed to be American right now.

Research participants were asked **how proud or ashamed** they felt to be American **one year ago** (before the new Presidency) and then how proud or ashamed they **feel today**.

Only **16%** of the total sample felt ashamed a year ago



But that nearly doubled to **29%** today

Particularly true among:

- **Women** - only 14% of whom had felt ashamed a year ago, vs. 32% today.
- **Millennials** - only 13% of whom had felt ashamed a year ago, vs. 32% today.

Not surprisingly, there has been a **dramatic increase in the number of Trump Supporters feeling proud to be American (75%)...**

...but an equally dramatic 78% decline in the number of Trump Non-Supporters feeling proud to be American.

The Learning: Theme #2

Many Americans do not see Donald Trump as delivering on the character traits essential for a great President.

Participants **identified the top character traits they see as most essential in a great President**, and then indicated how well they feel Donald Trump is delivering on them.

Across the total sample, fairly low numbers of participants who considered these traits essential, felt Trump was delivering very/ or somewhat well on them:

Top character traits most essential in a great president

% of Americans who felt Trump was delivering on this trait

#1 "Is trustworthy"

30%

#2 "Is honest"

31%

#3 "Has respect for the Constitution"

45%

#4 "Has respect for others"

16%

#5 "Has a clear vision for the future of America"

66%

It was also surprising that the **number of Supporters feeling he was delivering well on these essential character traits wasn't higher.**

"Is honest"

73%
of Supporters

"Is calm under pressure"

62%
of Supporters

"Is trustworthy"

76%
of Supporters

"Has a strong moral code"

69%
of Supporters

"Has respect for others"

61%
of Supporters

"Has a strong Christian Faith"

67%
of Supporters

Supporters do however feel he is **delivering well on some essential traits** of a great President – "Has a clear vision for the future" (96%), and "Has respect for the Constitution" (88%), "Is tough" (94%), and "Is action-oriented" (89%).

For Supporters, Donald Trump is their tough, manly, all American action hero – their modern day John Wayne...

We asked participants to think about Donald Trump and what he represents to them, and to choose the character that best represented this.

The top choice for **Trump Supporters** was **John Wayne** for being:

Man of action
(68%)



All-American
(67%)



No nonsense
(47%)



Never backs down
(32%)



Tough guy
(25%)

Trump also seems to **evoke nostalgia for better times**, with 97% of his Supporters liking that “He wants to return to a better time of good old American values” (vs. 30% of Non-Supporters liking this).

...and he is reasserting traditional gender roles - making men feel like men again.

32% of
Supporters

Feel that **the aspect of their personality that has become more dominant** since Trump was elected, is their **“Enjoyment of having a strong man in charge.”** vs. just 2% of Non-Supporters

71% of
Supporters

Feel that “These days there’s **too much focus** on women and men being equal in every aspect”

79% of
Non-Supporters

Vs.

Feel that “These days there’s not **nearly enough focus** on women and men being equal in every aspect”

Very different attitudes to gender roles between Supporters and Non-Supporters

30% of male Trump Supporters agreed that they **“Have enjoyed reasserting my masculinity”** in the time since the election.

Male Supporters also said that parts of their personality that have become more dominant since the election included their **“Toughness”** (28%), and a few said their **“Confidence with women”** (7%) and their **“Manliness – I finally don’t have to hide my natural instincts”** (7%). A few men (7%) also said they felt they had **“More permission to use locker room talk.”**

Female Trump Supporters meanwhile love/like that **“He comes across as a strong, tough guy”** (95%) and that **“He believes in men being men and women being women”** (81%) vs. Female Non-Supporters at 13%. They also **favor traditional gender roles** (69%) vs. 16% of Female Non-Supporters.

A small percentage of women (8%) (alarmingly) reported an **increase in “Men “cat-calling”/getting unwanted attention from men.”**

All of this suggests a return to past gender roles, and a concerning lack of respect to women, beginning to play out in more aggressive male social behaviors.

The Learning: Theme #3c

Importantly, however, “He doesn't show respect for women” was the #4 biggest concern about the President for the total sample.

We asked participants how they feel about a range of statements as they pertain to President Trump.

65%
of Americans

Are very or somewhat concerned that “He doesn’t show respect for women”

96% of Non-Supporters

30% of Supporters

This data suggests that the President has a careful line to walk between presenting an appealing John Wayne manliness to his Supporters, while not inciting disrespectful gender attitudes and behaviors.

The Learning: Theme #4

Supporters of the President welcome that they can now be more honest about their feelings towards foreigners.

We asked how much they agreed or disagreed with statements concerning the President's immigration policy.

69% of
Supporters

Agree that **"Nationalism is great if you're on the right side of it"**

34% of
Supporters

Say their **"Nationalist pride and desire to protect our borders"** has become more dominant since the election

35% of
Supporters

Say their **"Honesty - no longer having to pretend to be politically correct"** has become more dominant since the election

This honesty was evident in their responses to questions about his immigration policy.

86% of
Supporters

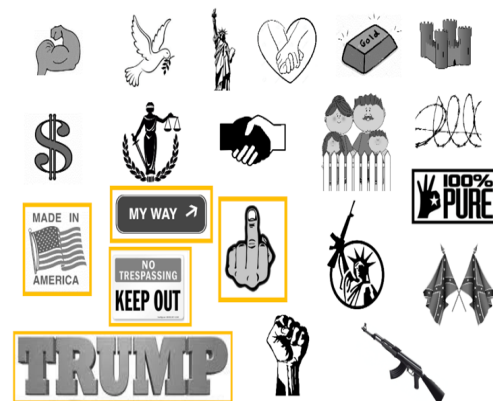
Believe Trump's immigration policy **"Will stop 'bad hombres' from entering the country"** (vs. 17% of Non-Supporters)

63% of
Supporters

Said **"It allows us to be honest about how we feel about Muslims,"** (vs. 14% of Non-Supporters)

The sample chose tattoo images to represent the President's vision for America.

- These visually **brought to life the America First, "keep out" message** Supporters seem to value.
- Note however, that **26% of Supporters** are very/somewhat concerned that **"He seems to forget that America is a nation of immigrants,"** vs. 93% of Non-Supporters.
- **Again, a careful line to tread.**



The Learning: Theme #5a

Americans hold President Trump responsible for creating A Divided States of America.

We asked participants to describe their relationship with America since Donald Trump became President.

27% of
Supporters

93% of
Non-
Supporters

Are concerned **“He’s created a divided America”** (63% of the total sample)

53%
of Americans

Describe their relationship with America as currently being estranged, feeling:

- **“Dysfunctional** – we’re always fighting and don’t talk honestly any more” (19%)
- **“Confused – I don’t understand** my fellow Americans any more” (20%)
- **“Divorced** from half the country” (14%)

The **majority of Trump Non-Supporters** feel this sense of estrangement, while far fewer of Supporters do.

81% of
Non-
Supporters

23% of
Supporters

We explored the extent to which they feel the new presidency has impacted their relationships and behaviors.

This estrangement is profoundly impacting even **their most important relationships, with friends and family:**

40%
of Americans

Agree they **“Can no longer have open and honest conversations with some friends or family members”** – even more for Non-Supporters’ at 48%

24%
of Americans

Agree that **“My political views have driven a wedge between me and my friends”**

19%
of Americans

Agree with **“My political views have driven a wedge between me and my family”**

23%
of Americans

Agree **“I don’t feel I belong in my local community** due to my political views”; even worse for Non-Supporters at 27%

The Learning: Theme #5b

But they care strongly about uniting, and hold the President responsible for healing this divide!

We asked about how much participants care about the country unifying, and how optimistic they feel about this happening.

Americans **strongly care about America uniting** and coming together.

95%
of Supporters

93%
of Non-Supporters

But while many **Supporters are optimistic** this can happen, fewer Non-Supporters are so.

79%
of Supporters

30%
of Non-Supporters

Supporters and Non-Supporters are however united in their **unhappiness with the current division** and agree that “With everything going on, I feel the need to be as nice as possible to everyone I meet.”

31%
of Supporters

43%
of Non-Supporters

Americans are also united in their belief that it is **President Trump’s responsibility to “heal the divide in America.”**

81%
of Supporters

91%
of Non-Supporters

In fact, his Supporters include “His lack of attempt to unify a divided country” within the top 10 reasons that will **most likely lead to an unsuccessful presidency.**

The Learning: Theme #6a

Trump Supporters love that he pledges to bring prosperity and safety to the country...

We asked participants how they felt about a range of statements pertaining to President Trump.

The main drivers of Supporters' love/like for President Trump are that he **will bring prosperity and safety to the country**. It's that simple – and they love that he is keeping it that **simple**.

99% of
Supporters

Love/like that "He says he will **bring back American jobs**," (vs. 47% of Non-Supporters)

98% of
Supporters

Love/like that "He **wants average hardworking Americans to get their share of the pie**" (vs. 44% of Non-Supporters)

97% of
Supporters

Love/like that "**He has a plan to keep us safe**" (vs. 33% of Non-Supporters)

97% of
Supporters

Love/like that "**He keeps it simple**" (vs. 28% of Non-Supporters)

This belief that he can deliver prosperity is rooted in his business success, and a sense that with him as the boss/President, his employees/citizens will now benefit too.

Supporters are already feeling empowered:

21% feel that their "Ambition to succeed" has become more dominant since Trump was elected

19% feel their "Self-worth" has become more dominant

The Learning: Theme #6b

...but Supporters are also concerned about him not thinking before he speaks, being volatile, and not being able to take a joke!

We asked participants about what most concerned them about President Trump.

Many, even Supporters, are showing concern for his volatile, unpredictable and non-Presidential behaviors:

NON-SUPPORTERS	97%	"He doesn't think before he speaks"	37%	SUPPORTERS
	96%	"He has been caught lying"	29%	
	94%	"He is too volatile and reactive"	31%	
	91%	"He can't cope with people criticizing or laughing at him"	31%	
	91%	"He's equally concerned with North Korea nukes as he is with the host of the Apprentice"	30%	
	87%	"He's on Twitter too much"	33%	
	52%	"He is not a man of God"	29%	

We asked participants about what they felt would most likely lead to an unsuccessful presidency for Trump.

Interestingly, Non-Supporters see **his ego and volatility at the top of the list** of reasons that would most likely lead to an unsuccessful presidency.

While Supporters see **"Not fulfilling his promise of bringing back jobs" as the #1 reason** that could lead to an unsuccessful presidency (30%).

For Supporters, his volatility is low down the list of reasons.

The Learning: Theme #7

Americans are more stressed, anxious, and fearful than ever before.

Participants were asked about changes in their behaviors and attitudes since the election.

Many talked about their increased levels of fear and anxiety, fearing internal dangers of civil war and unrest, and external dangers of war and terrorism.

39% of
Americans

- Agreed that they **“Feel more scared than ever before about my safety and that of my family”**
- 21% of Supporters, and 57% of Non-Supporters



35% of
Americans

- Agreed that **“I am spending less money, because the future seems uncertain”**
- 22% of Supporters, and 47% of Non-Supporters



22% of
Americans

- Agreed that they **“Have considered buying a gun, due to fear of what might happen”**
- 22% for Supporters, 23% for Non-Supporters



31% of
Americans

- Say their **“level of anxiety” has increased** since the start of the new presidency
- 9% for Supporters, 54% for Non-Supporters



29% of
Americans

- Say **“stress” has increased**
- 51% for Non-Supporters, 7% for Supporters



15% of
Americans

- Say that **they are sleeping less**
- 6% down among Supporters, 25% down among Non-Supporters



The Learning: Theme #8

Non-Supporters of the President would do more to guarantee his early removal from office, than Supporters would do to guarantee a second term.

We asked participants what they would give up for a year – to guarantee President Trump's removal from office before the end of his first term – or to guarantee his second term.

% of Non-Supporters who would give this up for a year to see Trump removed from office before end of first term

% of Supporters who would give this up for a year to guarantee Trump a second term

43%



26%

42%



17%

42%



23%

40%



19%

37%



17%

37%



26%

32%



13%

32%



14%

31%



11%

30%



17%

Trump Non-Supporters would gladly give up the essentials of daily living for a guarantee that the President is removed from office before the end of his first term.

Supporters weren't as willing to sacrifice on the same levels, to guarantee his re-election for a second term!

The Learning: Theme #9

Millennials seem most impacted by the new Presidency – more Millennials feel ashamed to be American, and scared and divided from their communities, than other demographics.

Millennials' sense of shame in being American more than doubled from a year ago, a 146% increase (13%-32%), vs. a 25% increase for Baby Boomers (20%-25%).

They also are the demographic that is **feeling the most divided from their friends, family and community** due to their political views:

44%
of Millennials

Agree that **"People's political views have become the primary way I judge them,"** vs. 22% for Baby Boomers

38%
of Millennials

Agree that **"My political views have driven a wedge between me and my friends,"** vs. 14% of Baby Boomers

34%
of Millennials

Agree that **"My political views have driven a wedge between me and my family,"** vs. just 8% of Baby Boomers

37%
of Millennials

Agree that **"I don't feel I belong in my local community due to my political views,"** vs. 16% of Baby Boomers

They are also **more scared about their safety**

48%
of Millennials

"Feel more scared than ever before about my safety and that of my family," vs. 34% of Baby Boomers

34%
of Millennials

"Have considered buying a gun due to fear of what might happen," vs. 14% of Baby Boomers

Millennials are also the demographic who feel the **greatest increase in their sense of social responsibility:**

41%
of Millennials

"Have become more of a social activist" vs. 19% of Baby Boomers

Many Americans seem to be less trusting of the media right now...

We asked participants about their media habits, and their perceptions of the news outlets since the election.

Perhaps not surprisingly, **Trump Supporters are pleased with how the White House is treating the media.**

67% of
Supporters

Agree that “I love how President Trump’s administration is treating the press”, vs. 9% for Non-Supporters.

And also perhaps not surprisingly, **Non-Supporters are showing support for the media** in response to attacks from the White House.

81% of Non-Supporters

“Question the integrity of the administration, when they begin to clamp down on the freedom of the press”, vs. 25% of Supporters.

71% of Non-Supporters

Agree that **“The more President Trump’s administration attacks media outlets like the New York Times and CNN, the more firmly I support the media outlets,”** vs. 20% of Supporters.

67% of Non-Supporters

Agree that **“Given what journalists are going through today, I only have a deeper respect for them”,** vs. 21% of Supporters.

But nonetheless, **Supporters and Non-Supporters alike, are feeling more skeptical** about what they can trust in the news:

60% of
Americans

Agree that **“I’ve become skeptical of what may or may not be true online”** – also 65% of Supporters, 56% of Non-Supporters.

55% of Non-Supporters

Agree that: **“In my opinion, the NYT never publishes “fake news”** – vs. 38% of the total sample and 22% of Supporters.

49% of Non-Supporters

Agree that: **“In my opinion, the WSJ never publishes “fake news”** – vs. 37% of the total, 26% of Supporters.

Trust for the NYT and WSJ weren't particularly strong, even among Non-Supporters

...and are engaging with news outlets much less.

We asked participants about their media habits, and their perceptions of the news outlets since the election.

The result of this skepticism towards the media and negative feelings towards President Trump (for Non-Supporters), is that now, following an initial flurry of intense media engagement, **about a third of Americans are engaging less with news media (especially Non-Supporters):**

31%
of Americans

Agree that **“I’m avoiding news media more because I can’t bear to see what Trump has said or done now,”** vs. 42% of Non-Supporters, and 19% of Supporters.

31%
of Americans

Agree that **“I have stopped watching/reading the news, or are engaging much less,”** vs. 33% of Supporters, 28% of Non-Supporters.

However...

47%
of Americans

Agree that **“I am reading a wider variety of news sources to hear what both sides are saying”** – 46% of Supporters, and 49% of Non-Supporters

26%
of Americans

Agree that **“I am using social media more for political updates,** than for keeping in touch on personal news” – true for 24% of Supporters, and 28% of Non-Supporters.

28%
of Americans

Agree that **“I am checking Facebook and other social media much more often”** – 27% of Supporters, 30% of Non-Supporters.

28%
of Supporters

Agree that **“I go on Twitter only to see what Trump has to say,”** vs. only 11% of Non-Supporters.

The role of social media seems to be changing, with more people using it for news updates than for personal news.



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