# Personality and Politics: A brief analysis of the difference(s) in personality traits between Trump and Harris voters in the 2024 Presidential Election

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## Abstract

This study investigates the personality traits of first-time high school voters in Charleston County who supported Donald Trump or Kamala Harris in the 2024 U.S. Presidential Election. Against the backdrop of increasing political polarization in the United States, this research explores how core values—central to personality development—relate to political preferences. A mixed-methods approach was employed, integrating both quantitative (Interpersonal Circumplex Model) and qualitative (Big Five Personality Traits) frameworks to assess participants' traits. Results indicate that Trump voters tended to be more introverted and forceful, while Harris voters were more extroverted and socially accepting. Notably, several overlapping personality traits were identified across both voter groups, suggesting that the ideological divide may not be as deeply rooted in personality as often assumed. These findings challenge earlier research from the 2016 election, which associated Trump voters with greater extroversion, and contribute to a deeper understanding of the psychological dimensions of partisan alignment among young voters.

Keywords: political psychology, personality traits, first-time voters, 2024 U.S. election, Interpersonal Circumplex Model, Big Five, political polarization, Trump voters, Harris voters, youth political behavior

## Introduction

In 1796, President George Washington advised the American people against the formation of political parties in his farewell address. He believed that such strict factionalism and growth of one-sided political institutions "carried the seed of the nation's destruction" (National Constitution Center, 1796). Nearly two hundred years later, his once foreseen prophecy seems closer to fulfillment than ever before.

According to a study conducted by the Pew Research Center, Democrats and Republicans are farther apart ideologically today than at any time in the past 50 years (DeSilver, 2022). Specifically, approximately 80% of Americans today feel unfavorable toward their partisan foes, and the percentage of those feeling very unfavorable toward those of another party has tripled since 1994 (Heltzel & Laurin, 2020). Although some experts argue that the reason for such growing partisan divides is due to environmental factors and fueled by avoidance, there has been little to no plausible research on the subject.

### Research Question

Considering the growing present gap between Republicans and Democrats and the polarization of the 2024 Presidential Election, the researcher intends to identify what personality traits are more present in voters of each individual candidate. In order to address this, this study examines the research question of "How do Charleston County high school first time voters' personality traits affect their political opinions in the 2024 Presidential Election?"

This study hypothesizes that Trump voters will have more dominant personalities (such as being extroverted and forceful) and Harris voters will be more accepting. Through identifying similarities and differences between Trump and Harris voters, this research aims to fill gaps

regarding studies on personalities and values, and to add additional information on the voting patterns of high school first time voters.

## Literature Review

In recent years, political polarization in the United States has been on a drastic incline. Approximately 90% of Americans feel like their country is divided over politics, and another 60% are pessimistic about the issue, for they feel that both sides cannot overcome their differences to solve larger-scale problems in the nation (Heltzel & Laurin, 2020). However, as of late, few investigations have evaluated that there seems to be a correlation between political polarization/beliefs and personality characteristics.

### Values and Morals

The leading factor of personality is the values and morals that are created. After all, values are the guiding principles in decision-making processes (Vecchione et al., 2018). Specifically, personal values are at the center of the sense sphere of personality, or the central source of sense-making processes, which reflects day-to-day human activities and relations (Salikhova, 2014). However, values can also lead individuals to become more emotional in arguments regarding similar or differing values of their own. In a study conducted in 2024, the association between underlying human values within arguments and emotional responses was highlighted. Furthermore, the study examined that during arguments on negative opinions, individuals express disapproval/evoke annoyance, whereas, in the opposite case, they express approval (Jafari et al., 2024). Similarly to values causing certain emotional responses, values serve as the cornerstones for political beliefs and ideologies. A number of studies have shown that the leading factor in the divide between U.S. Democrats and Republicans are their values.

For one, Conservatives value loyalty, authority, and purity more than Democrats. Yet, Liberals' values are more focused on harm reduction and fairness, which makes them more susceptible to a more lax perspective on political issues such as immigration (Stewart & Morris, 2021). While the majority of researchers agree upon the fundamental differences between the values of Republicans and Conservatives in terms of fairness, loyalty, authority, purity, and harm reduction, another point of view has been advanced by the idea of universalism and power values. Rather than the values listed prior having a large impact on political opinion, one study argues that the center-left of the political spectrum values universalism and dominance, whereas the center-right values tradition, conformity, and security (Caprara et al., 2006).

### Personality Traits

As noted previously, personality traits have direct correlations with certain values. A study conducted in Italy advances this notion, for in their findings, it was found that high levels of agreeableness predicted an increase of importance assigned to benevolence values, and high levels of openness predicted an increase in the importance of self-direction values (Vecchione et al., 2018). Specifically, with the Myers Brigg's Personality Type Indicator (MBTI), it is claimed that personality traits such as intuition and judgement allow people to see and process the world differently. For one, while intuitive types process many possibilities without immediately judging merits, judgement types process information more logically and consciously (Edwards et al., 2010).

Yet, intuition and judgement are not the only personality characteristics that researchers argue have an impact on day-to-day decisions, especially in politics. In a study where the personality traits (scaled using the Five Factor Model of personality traits, rather than MBTI) of voters were examined for the major coalitions in the national election in Italy of 2001, it was

found that friendliness had a direct effect on voter opinion. Those with higher levels of friendliness and openness (and lower in categories such as energy and conscientiousness) supported center-left groups. On the other hand, those who supported center-right groups had high levels of dominant self-confidence and assertiveness (Caprara et al., 2006). However, in countries like Italy, the political party scale is quite different, and there has yet to be a direct correlation between modern U.S. election results and personality. Yet, in the United States, there is a found correlation between extraversion and political participation. Those with high levels of extraversion and high scores in sociable and active openness tend to participate more in politics and civic duties (Weinshenk, 2017). However, based on gendered personality traits, individuals tend to lean towards different ends of the political spectrum. As found in the Dutch Longitudinal Internet Studies for the Social Sciences (LISS) Household Panel, although feminine personality traits do not have much of an impact on supporting the Dutch radical right party (PVV), masculine traits do. Those with high scores on masculine traits like independence were more likely to support the right, whereas those with high scores on feminine traits like compassion, were more likely to support the left (Coffe, 2018). Yet, once again, there has been little evidence and research on U.S. traits (especially in gendered terms) and politics, something which this study intends to identify within the scope of the 2024 Presidential Election.

### Political Beliefs

Similarly to what was stated prior, values (and personality in which some cases argue) have a direct association with political beliefs. Specifically, Liberals' fairness values lead to them valuing political policies in favor of those who are less fortunate. Conservatives side with more anti-immigrant policies due to their personality being related to threat and danger cues (Stewart & Morris, 2021). Those with traits that include openness are more willing to try new

'things', such as legislation and policies, whereas those scoring high in conscientiousness have a strong sense of personal responsibility and view that individuals need to help themselves, not the government. Those who are entitled are more likely to vote for right-wing politics, and flamboyance is more likely to be associated with left-wing positions. Yet, as a whole, narcissists tend to be more involved in politics and tend to have more drastic political beliefs (Tilley, 2021). This idea has been limited, however, for other writers believe that an individual's political belief system is manipulated through past policies and beliefs that disproportionately benefit only certain individuals and punish certain groups. Thus, these individuals are led to vote a certain way (Williams & Miyazono, 2023).

**Charleston County Voting Patterns**

As stated previously, this research is restricted to first time high school voters in the Charleston County area. Not only is this because there is little to no research specifying the Charleston County area and personalities and politics, but also due to its geopolitical status. Specifically, in South Carolina, 58.2% voted for Trump in the 2024 Presidential Election, deeming it a majority red state (Cable News Network [CNN], 2024). However, in Charleston County, there was an opposite trend, for 51.9% voted for Harris (Brams, 2024). By addressing this gap, the researcher hopes to add more research to the field in regard to this contradicting county.

**Overview**

Overall, among personality traits, and political beliefs, there has been little investigation of the association between the two in modern-day U.S. elections. This research intends to fill this gap by focusing on the personality traits of those voting for Donald Trump,

versus those voting for Kamala Harris in the 2024 Presidential Election. Within this study, the values of the two opposing parties and growing political polarization will be taken into account, as well as the contradicting nature of Charleston County.

## Method

This study focuses on two main goals: 1. Identifying the personality traits/characteristics and the political opinions of high school first-time voters in the 2024 Presidential Election, and 2. Attempting to analyze the relationship (if any) between these personality traits and political opinions to gain a deeper understanding of its effects. To achieve this, the researcher created and conducted a Dual-Data Method Study utilizing a single survey with both qualitative and quantitative experimental questions. The researcher selected to use this method so that based on participants' responses, they would be assigned a numerical value based on the Interpersonal Circumplex Model (See Appendix A), and then their personality traits would be further exemplified by their responses to qualitative binary questions. Through this experimental design, the researcher will be able to better gauge the personality traits of participants, especially in correspondence to their political opinion. The researcher initially began this process by sending emails to the six principals of public high schools in Charleston County, where the researcher then summarized the study and sought approval for it to be conducted within their school. From there (if approved), emails were sent to senior government teachers with the survey so that they could share it with voting-aged seniors in their individual classes. In the first part of the survey, students were required to fill out the consent form (See Appendix B) prior to moving on to the actual experimental questions.

**Procedures**

In order to begin this study, the researcher first created a survey with interview questions on Google Forms (See Appendix C). From there, the researcher contacted the principals of local high schools in the Charleston County area in order to have consent for the study to be conducted on their students. If the principals sanctioned for the continuation of the study, the researcher then sent out emails to individual senior government teachers within each high school with a link to the survey in order for them to share it with the voting aged seniors within their classes. However, the number of teachers per school varied depending on school size. From here, the voting aged seniors within each class would fill out the survey. As stated previously, the first attachment on the survey was a required consent form that the eighteen-year-old students would have to sign prior to being able to continue onwards with the study's questions. The researcher chose to place the consent form at the beginning of the survey in order to ensure that participants understood what the study included prior to starting the survey and answering the questions. After collecting surveys for 4 weeks, the researcher transferred the data into a Google Spreadsheet. For the personality questions referring to the Interpersonal Circumplex Model, the researcher used a mathematical scale (See Appendix C).

**Participants**

The researcher chose to limit this study to only include the voting aged seniors in local Charleston County high schools. The researcher limited the participants in order to ensure that this study included a population that the researcher would be accurately able to represent. The age range of participants were also limited to newly turned adults in order to evaluate the political and personality patterns of a new generation of voters that would be voting in the 2024 Presidential Election. Due to the fact that all participants were eighteen, consent forms were the

only requirement prior to filling out the survey. However, in order to participate in the study, they needed both access to an electronic device (usually a computer or cellphone) and the internet.

**Survey**

The survey that was used to conduct the study included various forms of questions such as, quantitative personality questions, qualitative binary personality questions, and political opinion-based questions (See Appendix C). The quantitative personality questions are based on the Interpersonal Circumplex Model, which assigns a numerical value to each participant based on their responses to each question in that section (See Appendix A). As concluded by Kenneth D. Locke, this method highlights the interpersonal patterns of specific individuals and links them to other psychological characteristics based on a dispositional/numerical wheel (Locke, 2023). The researcher chose this model in order to have comparable values for each participant, especially since respondents answered based on a scale between the two answer choices. The researcher decided to also include qualitative binary personality questions based on the Big Five Personalities because, as seen in Aaron C. Weinschenk's study on political participation and personalities, this psychological model combines the many factors of personality into five main categories, thus making it simpler to compare characteristics (Weinschenk, 2017). Lastly, the survey questions were based on participants' political opinions in the 2024 Presidential Election. Specifically, they were focused on questions surrounding who the participant voted for, their party identification, and what issue was the most important for them during the election. It is important to consider that, even though question bias was eliminated at all possible points in the survey, the survey was still written by a human.

**Ethical Considerations**

Prior to conducting this study, it is important to note that after adding various considerations to this study, it was approved by a strict and rigorous Institutional Review Board. Furthermore, following ethical guidelines, prior to and during the study, participants were given formal consent and were able to withdraw from the survey at any point. Although this study contained data regarding who participants voted for in the 2024 Presidential Election, all data was kept confidential, anonymous, and secure on a locked computer, and was not shared with anyone.

**Data Points and Variables**

In this study, as the researcher mentioned before, participants were asked to answer questions based on personality traits/characteristics and their political opinion(s) in the 2024 Presidential Election. During this inquiry, numerical personality related values based on the Interpersonal Circumplex Model and characteristics based on the Big Five Personality Traits were gathered. Participants' responses were based on who they voted for, their political affiliation, and which issue was the most pressing for them during the election were also gathered. After participants responded and data was sorted based on the numerical value, personality traits, and political opinions, the researcher was able to fully compare the data amongst each participant in order to find a correlation between personality and politics.

# Results

Out of the 50 survey responses received, 16 identified as voting for Donald Trump (32%), 33 identified as voting for Kamala Harris (66%), and 1 identified as voting for Chase Oliver (2%). Political and candidate affiliations are not evenly distributed due to the anonymity of the study. The following questions from the Interpersonal Circumplex Model are based on responses to binary questions regarding general personality identification.

## Interpersonal Circumplex Model Results
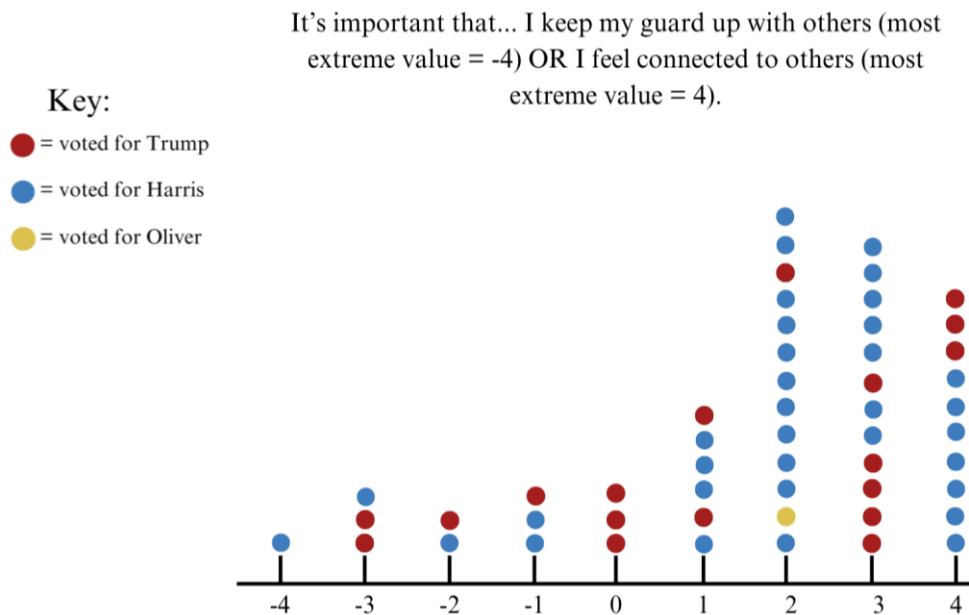


**Figure 1. It's important that I keep my guard up with others OR I feel connected to others.**

For those who voted for Donald Trump, the mean value was 1.22 with a standard deviation of 2.37, those who voted for Kamala Harris had a mean value of 1.88 with a standard deviation of 2.01, and those who voted for Chase Oliver had a mean value of 2.

Its important that... others acknowledge when I am right
(most extreme value = -4) OR I don't make others angry
(most extreme value = 4).
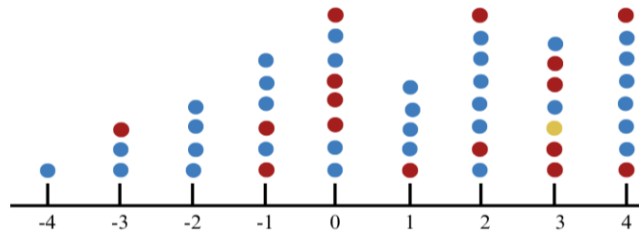
**Figure 2. It's important that others acknowledge when I am right OR I don't make others**

**angry.**

For those who voted for Donald Trump, the mean value was 1.25 with a standard

deviation of 2.04, those who voted for Kamala Harris had a mean value of 0.73 with a standard

deviation of 2.36, and those who voted for Chase Oliver had a mean value of 3.

Its important that... others don't think I'm stupid (most
extreme value = -4) OR others respect what I have to say
(most extreme value = 4).
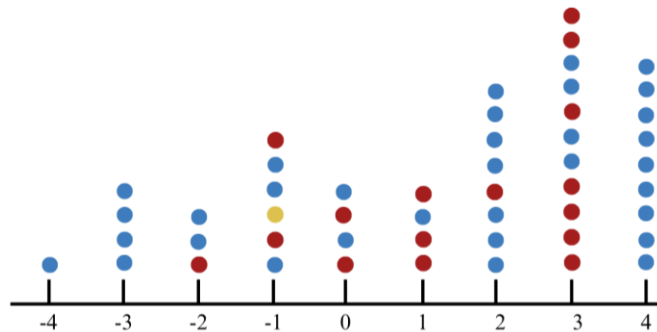
**Figure 3. It's important that others don't think I'm stupid OR others respect what I have**

**to say.**

For those who voted for Donald Trump, the mean value was 1.38 with a standard deviation of 1.75, those who voted for Kamala Harris had a mean value of 1.21 with a standard deviation of 2.64, and those who voted for Chase Oliver had a mean value of -1.

It's important that... I appear forceful/strong (most extreme value = -4) OR others approve of me (most extreme value = 4).
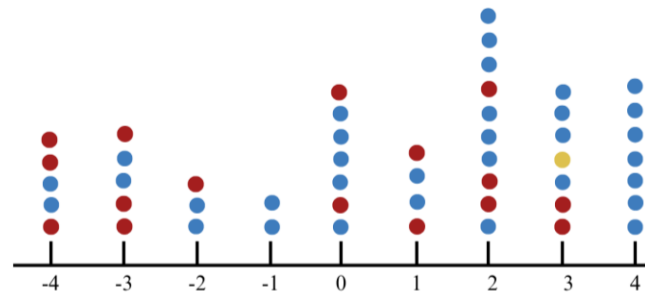


**Figure 4. It's important that I appear forceful/strong OR others approve of me.**

For those who voted for Donald Trump, the mean value was -0.56 with a standard deviation of 2.66, those who voted for Kamala Harris had a mean value of 1.09 with a standard deviation of 2.49, and those who voted for Chase Oliver had a mean value of 3.
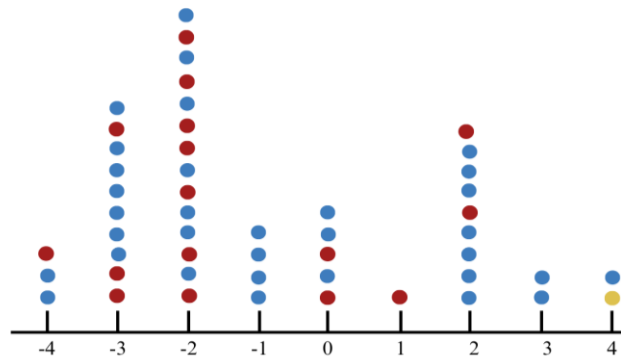
Does this describe me accurately?... I speak softly or quietly (most extreme value = -4) OR I do most of the talking (most extreme value = 4).
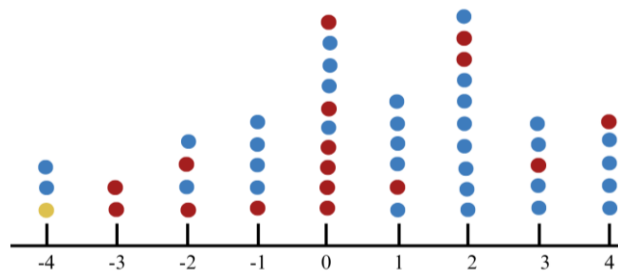


**Figure 5. I speak softly/quietly OR I do most of the talking.**

For those who voted for Donald Trump, the mean value was 0.06 with a standard deviation of 2.02, those who voted for Kamala Harris had a mean value of 1.00 with a standard deviation of 2.15, and those who voted for Chase Oliver had a mean value of -4.
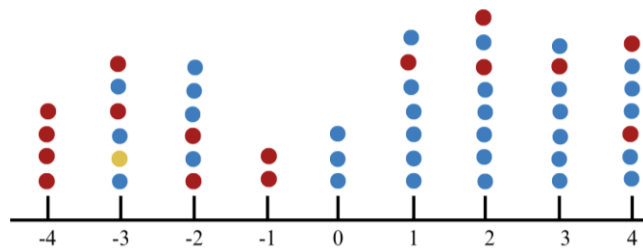


**Figure 6. I am quiet around strangers OR I start conversations.**
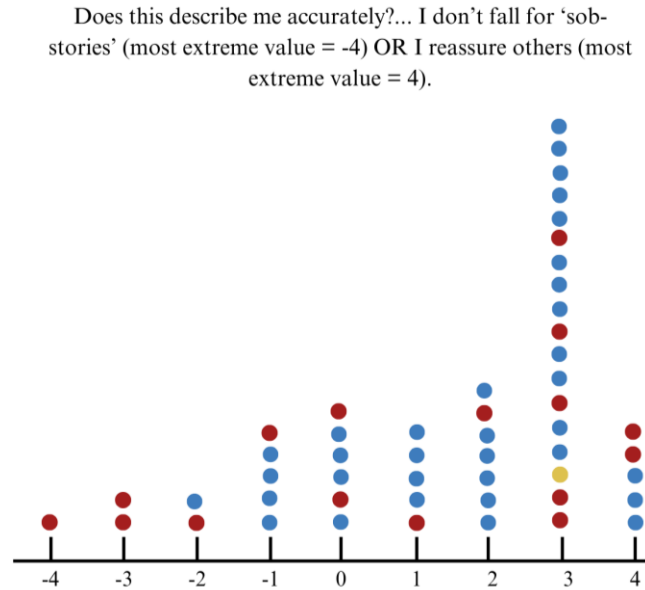
For those who voted for Donald Trump, the mean value was -0.75 with a standard deviation of 2.98, those who voted for Kamala Harris had a mean value of 1.18 with a standard deviation of 2.24, and those who voted for Chase Oliver had a mean value of -3.



**Figure 7. I tolerate a lot from others OR I contradict others.**

For those who voted for Donald Trump, the mean value was -1.38 with a standard deviation of 1.82, those who voted for Kamala Harris had a mean value of -0.70 with a standard deviation of 2.32, and those who voted for Chase Oliver had a mean value of 4.
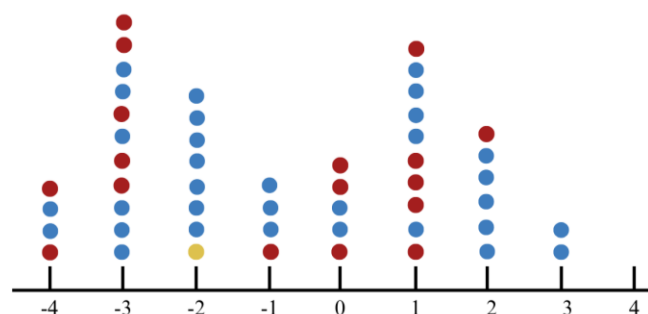


**Figure 8. I don't fall for 'sob-stories' OR I reassure others.**

For those who voted for Donald Trump, the mean value was 0.81 with a standard deviation of 2.71, those who voted for Kamala Harris had a mean value of 1.71 with a standard deviation of 1.68, and those who voted for Chase Oliver had a mean value of 3.

How much of a problem is this for me?... having trouble asserting myself (most extreme value = -4) OR bossing around other people too much (most extreme value = 4).

**Figure 9. I have problems with… having trouble asserting myself OR bossing around other people too much.**

For those who voted for Donald Trump, the mean value was -1.00 with a standard deviation of 2.09, those who voted for Kamala Harris had a mean value of -0.69 with a standard deviation of 2.16, and those who voted for Chase Oliver had a mean value of -2.

How much of a problem is this for me?... feeling anxious in social situations (most extreme value = -4) OR talking too much (most extreme value = 4).
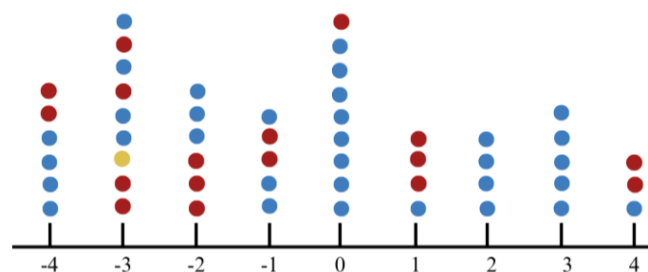
**Figure 10. I have problems with… feeling anxious in social situations OR talking too much.**

For those who voted for Donald Trump, the mean value was -1.00 with a standard deviation of 2.50, those who voted for Kamala Harris had a mean value of -0.27 with a standard deviation of 2.44, and those who voted for Chase Oliver had a mean value of -3.



How much of a problem is this for me?... being easily influenced by others (most extreme value = -4) OR acting inconsiderate towards other (most extreme value = 4).
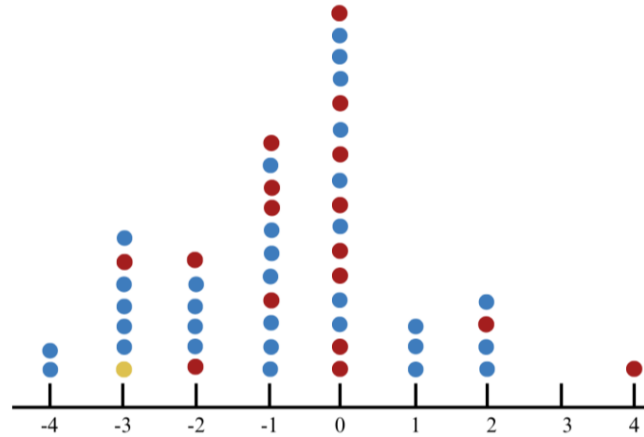
**Figure 11. I have problems with… being easily influenced by others OR acting inconsiderate towards others.**

For those who voted for Donald Trump, the mean value was -0.29 with a standard deviation of 1.57, those who voted for Kamala Harris had a mean value of -0.91 with a standard deviation of 1.69, and those who voted for Chase Oliver had a mean value of -3.

How much of a problem is this for me?... trusting people too
easily (most extreme value = -4) OR pushing away other
people who get too close (most extreme value = 4).
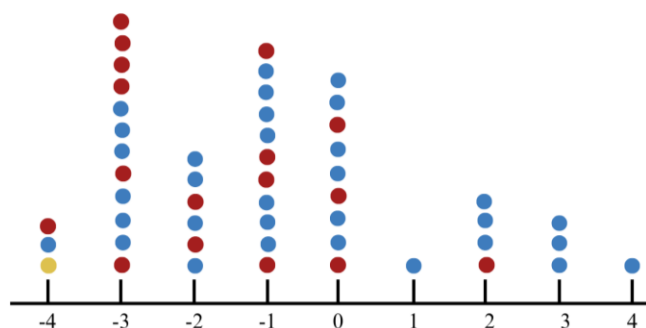


**Figure 12. I have problems with… trusting people too easily OR pushing away other people who get too close.**

For those who voted for Donald Trump, the mean value was -1.65 with a standard deviation of 1.58, those who voted for Kamala Harris had a mean value of -0.61 with a standard deviation of 2.14, and those who voted for Chase Oliver had a mean value of -4.
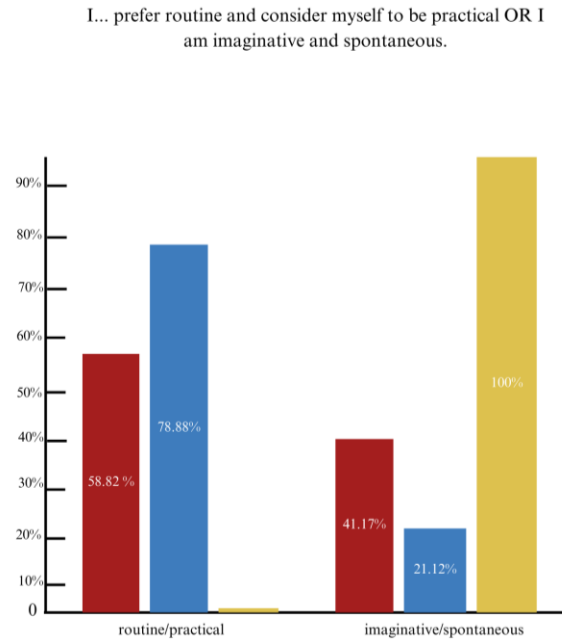
**Personality Identification Results**

I... prefer routine and consider myself to be practical OR I
am imaginative and spontaneous.



**Figure 13. I prefer routine and consider myself to be practical OR I am imaginative and spontaneous.**
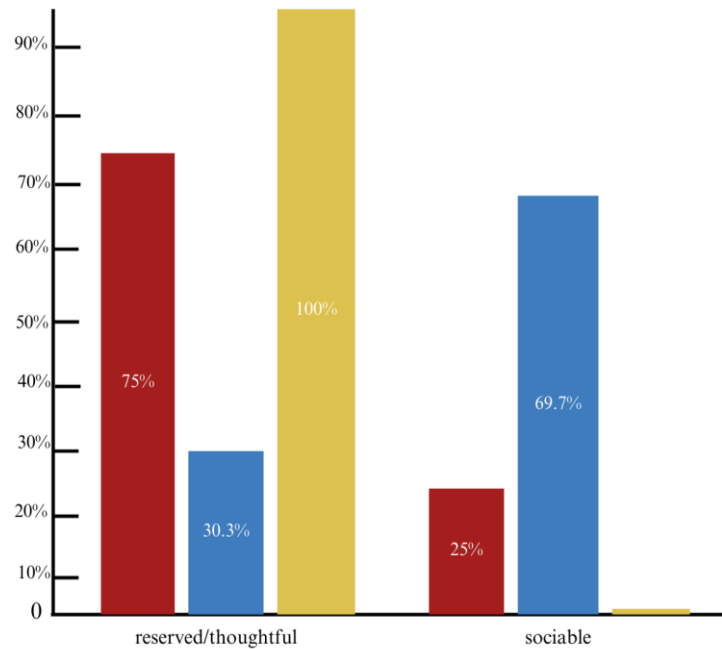
Of those who voted for Trump, 58.82% identified as preferring routine/being practical, and 41.17% identified as being imaginative/spontaneous. Of those who voted for Harris, 78.88% identified as preferring routine/being practical and 21.12% identified as being imaginative/spontaneous. Those who voted for Oliver 100% identified as being imaginative/spontaneous.
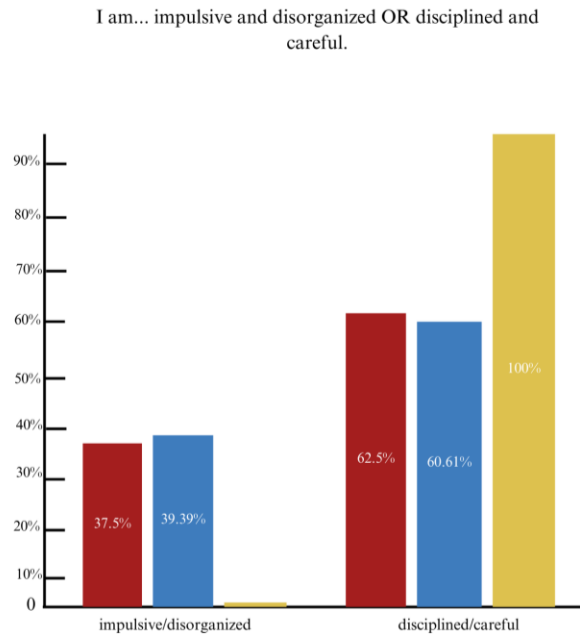
**Figure 14. I am impulsive/disorganized OR disciplined/careful.**

Of those who voted for Trump, 37.5% identified as being impulsive/disorganized and 62.5% identified as being disciplined/careful. Of those who voted for Harris, 39.39% identified as being impulsive/disorganized and 60.61% identified as being disciplined/careful. Those who voted for Oliver 100% identified as being disciplined/careful.

I am... reserved/thoughtful OR sociable.



**Figure 15. I am reserved/thoughtful OR sociable.**

Of those who voted for Trump, 75% identified as being reserved/thoughtful, and 25% identified as being sociable. Of those who voted for Harris, 30.3% identified as being reserved/thoughtful and 69.7% identified as being sociable. Those who voted for Oliver 100% identified as being reserved/thoughtful.

I am... often suspicious of others OR trusting/helpful.
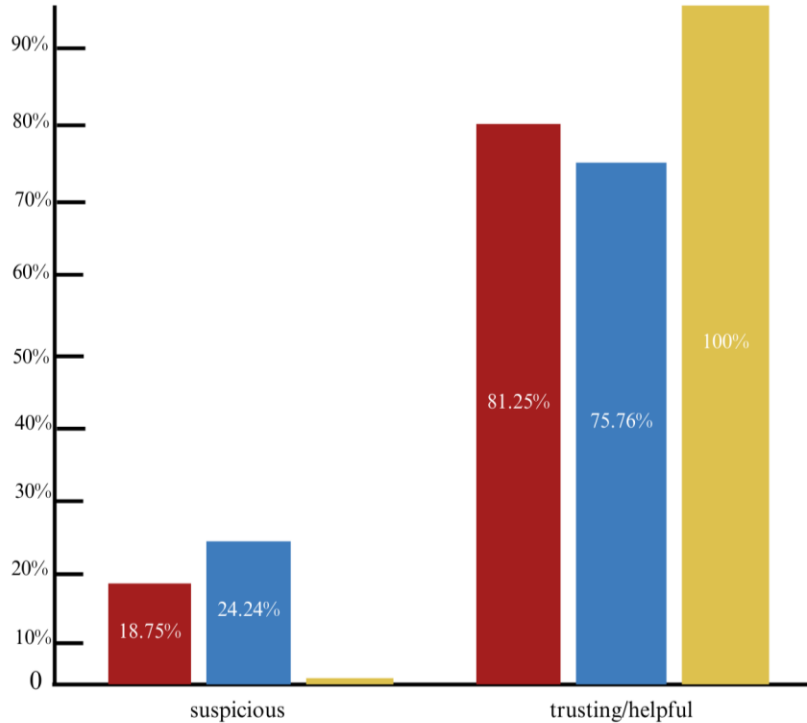


**Figure 16. I am often suspicious of others OR I am trusting/helpful.**

Of those who voted for Trump, 18.75% identified as being suspicious of others, and 81.25% identified as being trusting/helpful. Of those who voted for Harris, 24.25% identified as being suspicious of others and 75.76% identified as being trusting/helpful. Those who voted for Oliver 100% identified as being trusting/helpful.

I am... calm/confident OR anxious/pessimistic about the future.
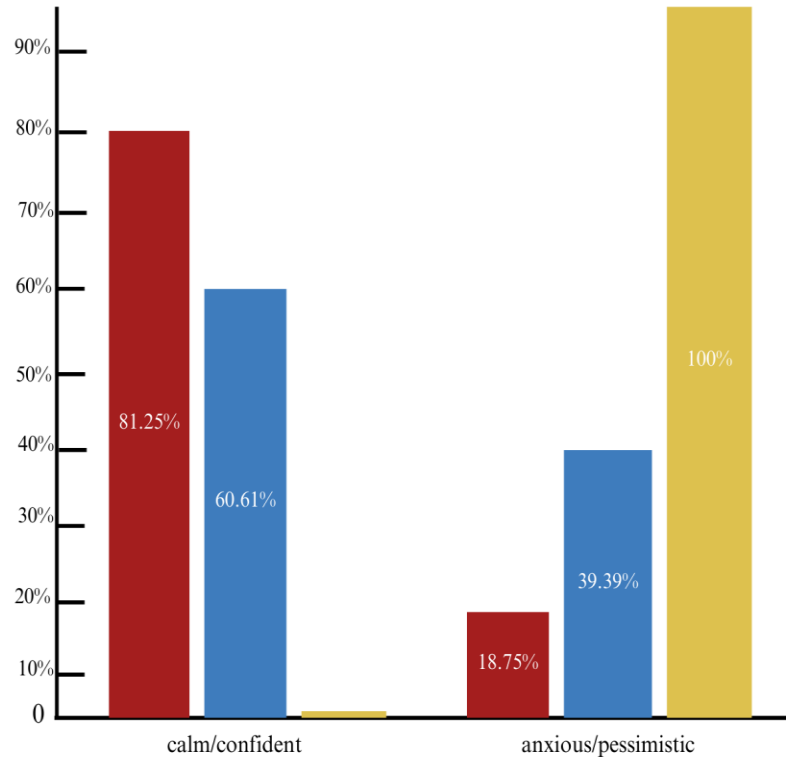


**Figure 17. I am calm/confident OR anxious/pessimistic about the future.**

Of those who voted for Trump, 81.25% identified as being calm/confident, and 18.75% identified as being anxious/pessimistic. Of those who voted for Harris, 60.61% identified as being calm/confident and 39.39% identified as being anxious/pessimistic. Those who voted for Oliver 100% identified as being anxious/pessimistic.

## Discussion

As shown above, results for both quantitative and qualitative results varied drastically based on the question and the corresponding personality trait(s). However, for the discussion section, results regarding Chase Oliver will be excluded due to its lack of replicability and its stance as a possible outlier.

### Interpersonal Circumplex Model

The first notable representation of data is Figure 1, which illustrates whether individuals keep their guard up around others or if they feel connected to others. Although there is a slight difference between the mean of those who voted for Trump and Harris, the difference is not statistically significant (p-value of 0.055, alpha of 0.05). Similarly, Figure 2 (p-value of 0.078, alpha of 0.05) and Figure 3 (p-value of 0.495, alpha of 0.05), do not show a significant difference between voter identification and the traits represented in both figures. However, for a distinct difference to be proven for Figures 1, 2, and 3, a larger sample size can be used to determine if there is a relationship between voter identification and these depicted traits.

Yet, in Figure 4, which illustrates the importance of being seen as forceful/strong vs. others' approval is depicted, the results imply a different trend. On average, Trump voters leaned towards rather being seen as forceful/strong by a value of 0.59. However, Harris voters leaned towards the opposite end of the spectrum, valuing the importance of acceptance by others, by a margin of 1.09. Not only is this difference statistically significant (p-value of 0.00006, alpha of 0.05), but it suggests that Trump voters have more dominant personalities, whereas Harris voters have personalities that are more inclined to seek the approval of others. Similarly, in a 2006 study conducted in Italy by Gian Vittorio Caprara and his colleagues, it was found that center-right international political parties identified with more dominant and self-confident

individuals, whereas individuals of center-left parties identified as being more open-minded (Caprara et al., 2006). Although this study was conducted in a different country using the international political ideology scale, in general, both Republicans and Democrats are still considered center to center-left parties. However, the rise of more dominant personality characteristics found in Trump voters that this study suggests, can imply a possible modern gradual lean of the Republican party from a non-centrist position. Yet, more research would need to be conducted to prove this claim.

Figure 5, and Figure 6, had similar results. Unlike a study conducted in 2016 when Trump first won the presidency, Figure 5 and Figure 6 implies that Trump voters in 2025 had more introverted personality traits (unlike in the 2016 study when they were described as being more extroverted) (Fortunato et al., 2018). This differentiation may be due to the sample size of the study's participants, or the specification of the population of Charleston County. Both Figure 5 (p-value of 0.0019, alpha of 0.05) and Figure 6 (p-value of 0.00003, alpha of 0.05) had those who voted for Trump near the line between introversion and extraversion or lean slightly towards the edge of introversion.

In Figure 7, both the mean of those who voted for Trump and Harris laid on the side of 'tolerating a lot from others'. However, Trump voters were slightly more to the extreme with a left value of 1.38, and Harris voters with a left value of 0.70. Although the differences between the two seem slight, they are still statistically significant (p-value of 0.01, alpha of 0.05). Although Trump and Harris supporters in the following Figures 8, 10, and 12 leaned towards the same side of the personality trait spectrum, they still had statistically significant differences between data. In particular, in Figure 8, the results imply that although the mean of Trump and Harris voters reassure others, Harris voters have personality traits that indicate that

they may do more so. In Figure 9, the mean of Trump and Harris voters identify as having a difficult time asserting themselves, yet the mean value of Trump voters implies that they may have more difficulty with this. However, this difference is not statistically significant (p-value of 0.29, alpha of 0.05) and further research may reveal a stronger effect. Figure 10 also implies that both Trump and Harris voters are anxious in social situations, yet Trump voters are more so. This can possibly be linked to the more introverted tendencies of Trump voters found previously within this study. In Figure 11, both Trump and Harris voters (the majority of both, and not just the mean) claimed to have problems with easily being influenced by others. Yet, by a margin of 0.73, Trump voters seemed to have more of a problem with this than Harris supporters. In part, this may be the effect of the growing Make America Great Again movement, especially with Trump as the leader of this movement. However, more research would have to be conducted to compare pre- and post-M.A.G.A. Republican Party traits. Lastly, in Figure 12, both Trump and Harris voters claimed to have a problem with trusting people too easily. The mean of Harris voters leaned more to the extreme by a value of 0.62. This may be a result of the more social/aid foundation of the Democrat Party.

**Personality Identification**

The five graphs of personality identification (Figures 13-17) reveal varying results. From Figure 13, it can be inferred that both the majority of those who voted for Trump and Harris identify more with routine and practicality. Similarly enough, in Figure 14, there is a similar pattern represented, for both Trump and Harris voters (for the majority) identified as being disciplined/careful. Since this section of questions was based on how each individual identifies themselves, it is likely that there was some response bias involved, or that, in general, routine/practicality and being disciplined/careful do not allocate to one specific party or

candidate. However, in Figure 15, there seems to be a partisan/candidate divide between identifying as reserved/thoughtful or sociable. As found previously in this study under the Interpersonal Circumplex Model, Trump voters (75%) identified as being reserved/thoughtful, and Harris voters (69.7%) identified as being sociable. This further implies that those who voted for Trump in the 2024 election were more introverted, and those who voted for Harris were more extroverted. Once again, unlike the 2016 election, where those who voted for Trump were found to be more extroverted than those who had voted for the Democrat party candidate at the time, Hillary Clinton, the study's results suggest Trump voters were more introverted in 2024 (Fortunato et al., 2018).

However, for Figures 16 and 17, there was once again not a plausible difference in how those who voted for Trump and Harris identified themselves. Specifically, for Figure 16, both Trump and Harris voters identified as being trusting/helpful, and for Figure 17, they both identified as being calm and confident. Yet, for those that were anxious about the future in Figure 17, there was a slightly larger number of Harris voters who identified themselves as such. Similarly enough, during the 2020 Presidential Election, it was found in a poll conducted by AP-NORC that while Trump voters were 'more fired up', 66% of Biden voters (Democrats) were described as being more 'anxious' (Riccardi & Swanson, 2020). Overall, the differences suggested by the personality identification portion of this study are that Trump and Harris voters have obvious extroverted/introverted differences, with minor differences in anxiety levels.

### Implications

Overall, this study has added various new knowledge regarding personality differences between Republicans and Democrats, and even more specifically, those who voted for Trump and Harris in the 2024 Presidential Election. Firstly, this research implies that Trump

voters have more dominant personalities in terms of forcefulness, whereas Harris voters'
personalities revolve more around communal acceptance. However, unlike research conducted in
prior elections, mine implies that Trump voters/Republicans were actually not as dominant as the
researcher initially hypothesized due to their more introverted nature. This may be due to the fact
that in Charleston County, Trump voters are the minority, which may cause them to develop
more introverted traits in order to silence their ideas and to not speak out against the majority.
However, there were numerous shared traits between Trump and Harris voters that had little to
no differences in values. This further proves the idea that perhaps Republicans and Democrats
are not as polarized and different as they seem, for at their core, they have some similar traits and
values.

## Conclusion

Some discrepancies found between Trump and Harris voters in the 2024
Presidential Election were minor, while others leaned more toward the extreme. However,
regardless of value, there were some limitations and delimitations to this study that may alter its
findings' validity.

### Limitations

Overall, this study had 50 participants. Of these 50 participants, 16 identified as
voting for Donald Trump (32%), 33 identified as voting for Kamala Harris (66%), and 1
identified as voting for Chase Oliver (2%). However, due to the anonymity of the study, political
and candidate affiliations were not evenly distributed. Because of these skewed candidate
distributions, certain populations of voters were not properly represented (specifically Trump
voters), which may have led to inaccurate mean values for certain responses. Also, initially, the

researcher expected a larger number of participants to represent the Charleston County Area. However, because of the small sample size, results are not generalizable to the entire population of high school first-time voters in Charleston County.

In order to conduct the research, the researcher used a survey to collect data from participants. Yet, because the chose a survey, self-reporting by students may not have yielded accurate answers and may be a result of response bias. Some of the questions participants were asked were quite personable and often yielded negative options, which may have prompted some respondents to lie in order to paint themselves in a more positive light. However, although some response bias was possible, a survey was still the most useful form of data collection for this research.

### Delimitations

For this study, the researcher put strict delimitations on the population that were being researched. Specifically, the researcher limited her study to not only just first-time voters in the 2024 Presidential Election, but to high school first-time voters in the Charleston County area. By doing so, the researcher hoped to be able to make a generalization about the population (however, this was not possible due to a smaller sample size than originally anticipated). Also, for the practicality of this study, the researcher limited the measured personality traits to only a few. Due to limiting these variables, the researcher was able to dive deeper into these specific traits and find instances where some respond to certain voter identification, and others do not. This allowed for the personality traits used in the study to be less generalized and have more specific data.

**Future Directions**

If another individual were to replicate this study, there are some minor changes that the researcher would suggest. For one, because the study was limited by a small number of survey participants, which may not be representative of the studied population, the researcher would recommend future researchers garner a larger sample size. The researcher would also suggest that rather than focusing specifically on first-time voters in the 2024 Presidential Election, that further research on this topic is rather focused on those who voted in general so that it includes those who may have had the same beliefs for a long period of time. This would result in more significant extremities in this data, which would allow for larger comparisons to be made.

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## Appendix A

## Interpersonal Circumplex Model
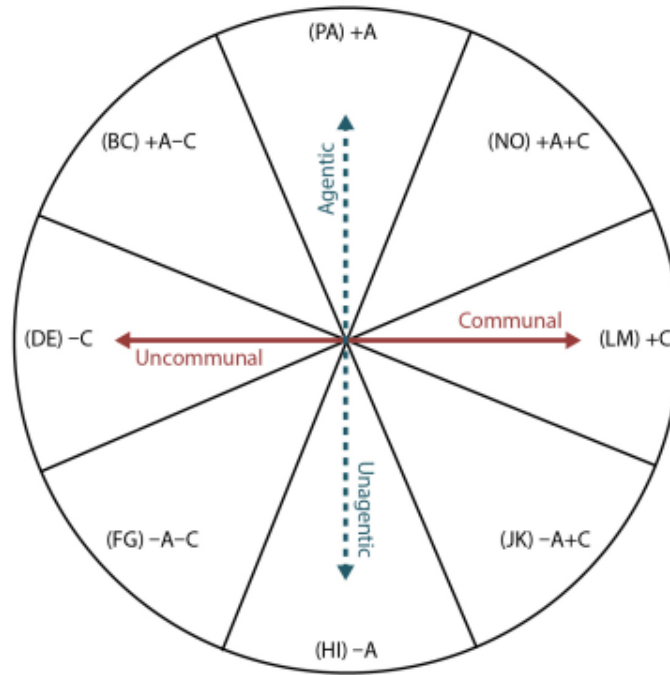


| Type | CSIV | CSIE | IPIP–IPC | CSIP |
|---|---|---|---|---|
| Octant Scale | *How important is it that:* | *How confident am I that I can:* | *Does this describe me accurately?* | *How much of a problem is this for me?* |
| (LM) +C | I feel connected to them | Understand their feelings | Reassure others | Trusting people too easily |
| (NO) +A+C | They respect what I have to say | Express myself openly | Start conversations | Talking too much |
| (PA) +A | They acknowledge when I am right | Be assertive | Do most of the talking | Bossing around other people too much |
| (BC) +A−C | I appear forceful | Be aggressive if I need to | Contradict others | Acting rude and inconsiderate toward others |
| (DE) −C | I keep my guard up | Get them to leave me alone | Don't fall for sob-stories | Pushing away other people who get too close |
| (FG) −A−C | I *not* say something stupid | Hide my thoughts and feelings | Am quiet around strangers | Feeling fearful or nervous in social situations |
| (HI) −A | I *not* make them angry | Let others take charge | Speak softly | Having trouble asserting myself |
| (JK) −A+C | They approve of me | Be giving | Tolerate a lot from others | Being easily influenced by others |

## Appendix B

Consent Form to Participate

**Title of Study:** The Political Personality: An Analysis of the Correlation Between Personality and Politics in First Time Voters in the 2024 Presidential Election

**Researcher:** Emma Stanton

**Course:** AP Research Student

### Introduction

- You are being asked to be in a research study about the effects of personality traits on political opinion.
- You are asked to be a participant because you fit into the two categories looked at (residing in Charleston County and being 18+).
- I ask that you read this form and ask any questions that you may have before participating in this study.

### Purpose of Study

- The purpose of this study is to find out if there is a relationship between one's personality traits and attributes and their political opinion in the 2024 Presidential Election.
- Ultimately, this research may be published but your name and information will remain confidential.

### Description of the Study Procedure

- You will first be asked numerous questions corresponding to your personality traits on various scales.
- The questions based on personality traits will be evaluated using two different methods. The first of these is the numbered scale of the Interpersonal Circumplex Model, created in 2003 by Jerry Wiggins, to mathematically evaluate one's interpersonal motives, interactions, and dispositions. The other model will evaluate the qualitative values of personality using generalized questions based on the Big Five Personality Traits.

- Next, you will be asked to answer brief questions about who will receive your vote in the 2024 Presidential Election, along with various other questions regarding your political affiliation and factors that will contribute to your vote.

### Promises and Benefits Within the Study

- Your information and anything that you report throughout the study will be kept confidential.
- Participation in this study will be extremely beneficial to the researcher, a student at Wando High School, in completing her academic research paper.
- You have the right to withdraw at any time without penalty.
- You have the right to ask any questions about the study and results.

# Consent

Your electronic signature below indicates that you have decided to participate as a research subject for this study and that you have read and understood the information provided above. You will be emailed a signed and dated copy of this form to keep, along with any other printed materials deemed necessary by the study investigator.
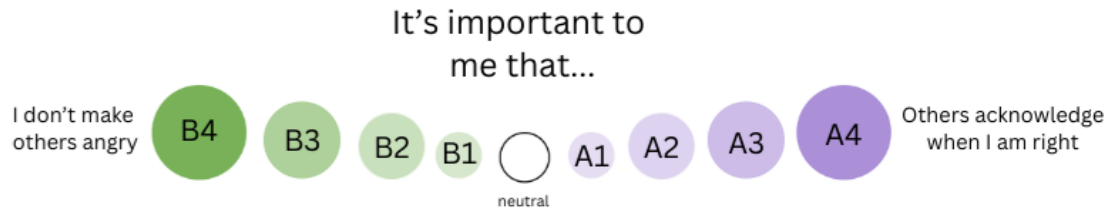
### Participant Next Steps:

- Complete the information on the survey.
- Finish the survey to the best of your ability.

**Appendix C**

Survey Questions

*The figure below was used for the 12 questions regarding the Interpersonal Circumplex Model.*



*Each question was altered for the following pairs of opposite traits questioned. Each question was also duplicated three times to respond to 'How important is it that…', 'Does this describe me accurately?', and 'How much of a problem is this for me?'*

*(HI) -A and (PA) +A*

*(DE) -C and (LM) +C*

*(FG) -A-C and (NO) +A+C*

*(BC) +A-C and (JK) -A+C*

*(HI) -A and (PA) +A*

*(FG) -A-C and (NO) +A+C*

*The following questions based on the Big Five Personalities asked how an individual identifies.*

1. Prefer routine/consider myself to be practical vs imaginative and spontaneous,
2. Impulsive and disorganized vs disciplined and careful,
3. reserved/thoughtful vs sociable,
4. Often suspicious of others vs trusting/helpful,
5. Calm and confident vs anxious/pessimistic about the future.

*The remaining questions asked what party they identified with prior, who they voted for, and the top two most important issues to them in the election.*