Heuristics, Hatred and Hair
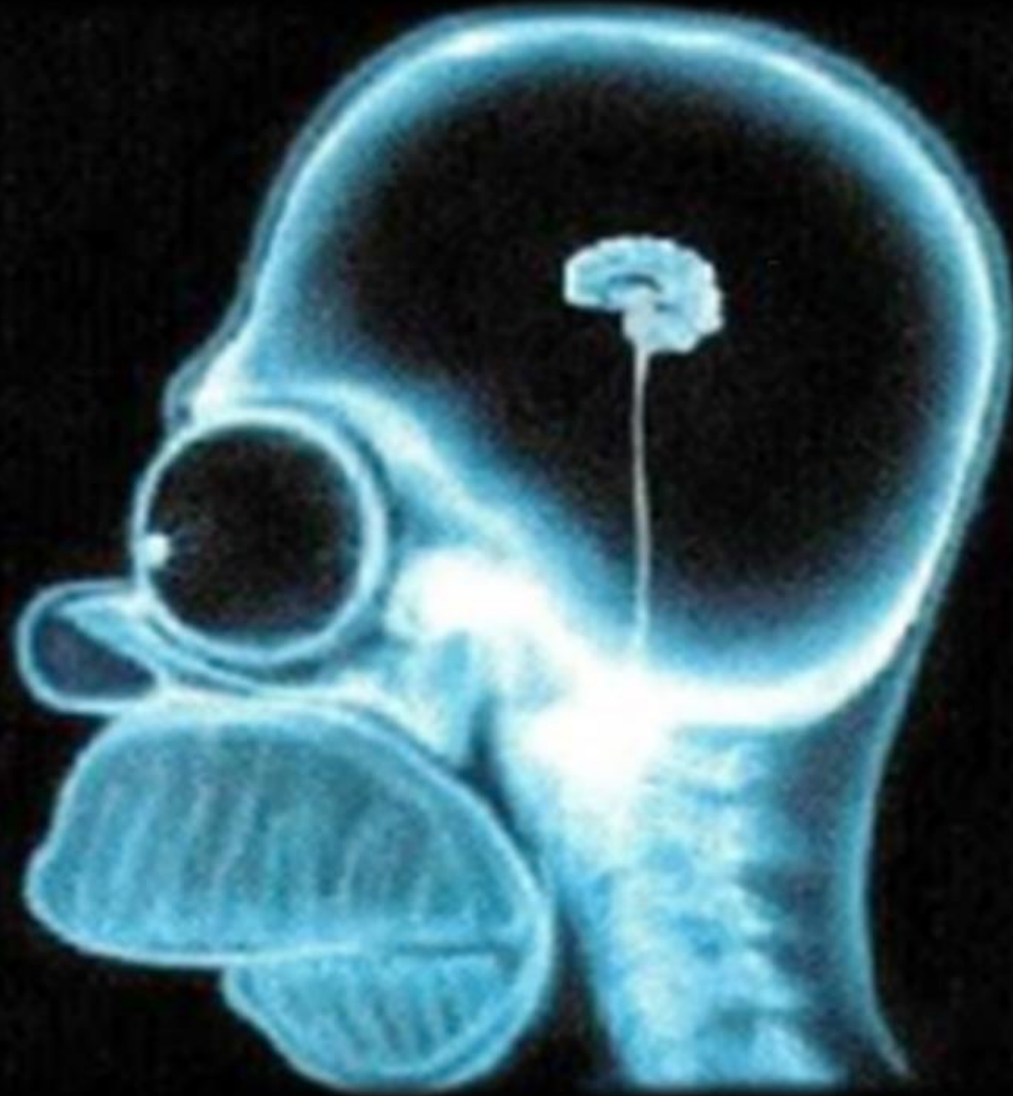
Forecasting Elections the System 1 Way

Polling| From the UK to Michigan, polls keep getting it wrong…

FAME

If a brand comes to readily to mind, it must be a good choice

FEELING FLUENCY

FAME

FEELING

If I feel good about a brand, it must be good choice

FLUENCY

FAME   FEELING   FLUENCY

If I recognise a brand quickly, it must be a good choice

BrainJuicer Brand Tracking | 5 Star guide to brand performance

Present

★1 **Unknown** ★2 **Remind me?** | Global Tracking Norm | ★3 **Familiar** ★4 **Well known** ★5 **Famous!**

Not at all famous in this category. Very low market share.

Low levels of fame in the category. Low market share.

Solid, familiar brand to anyone buying the category, but not an obvious choice for many people.

Strong brand with strong share, that most people would be happy using.

A famous brand that is for most people the most obvious choice. High market share.

Future

★1 **Unknown** ★2 **Remind me?** ★3 **Familiar** ★4 **Well known** ★5 **Famous!**

A prediction of your future, based on how people feel about you, relative to your current size.

FAME

FEELING FLUENCY

If a politician comes readily to mind, they must be a good choice

FAME

FEELING

If I feel good about a politician, they must be a good choice

FLUENCY

FAME

FEELING

FLUENCY

If I recognise a politician quickly, they must be a good choice

FAME

% of a nationally representative sample mentioning a candidate under time pressure

FEELING FLUENCY

FAME

FEELING

FLUENCY

Extent to which a candidate (and their assets) felt
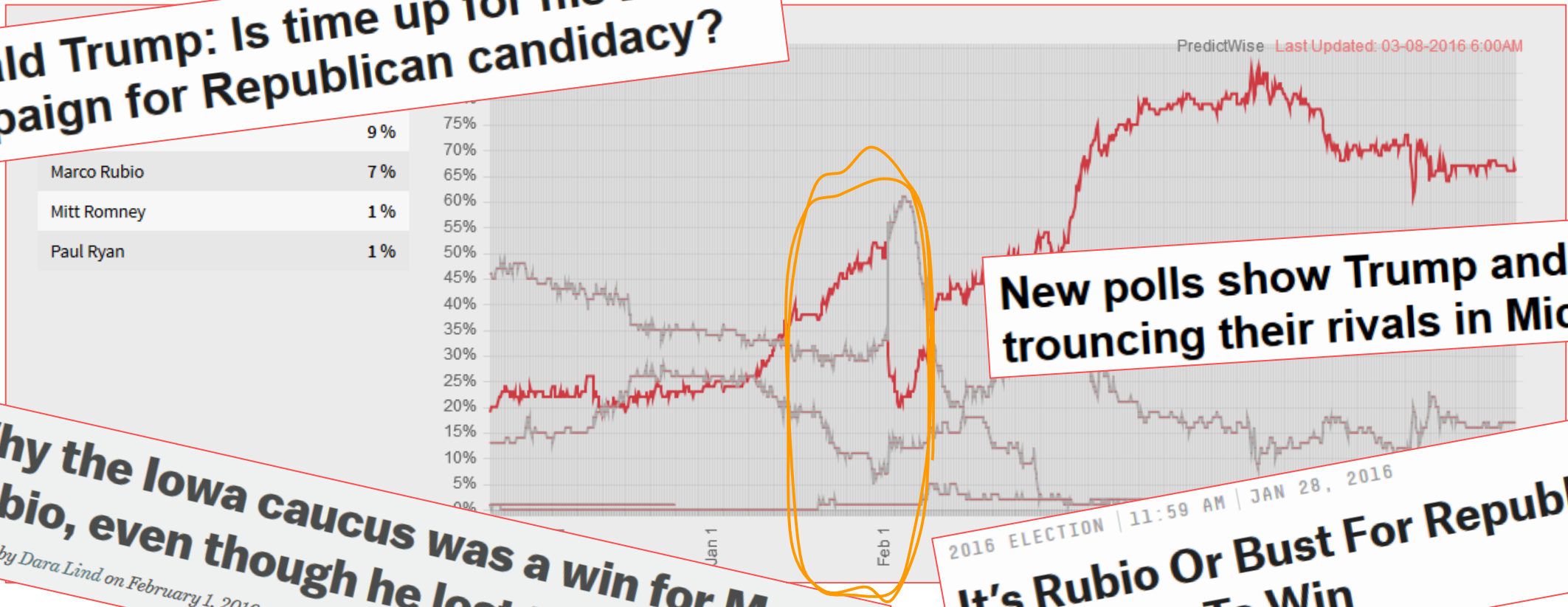to be distinctive, under time pressure

Election 2016 – A 3 Fs Perspective

A Contest Like No Other

Donald Trump: Is time up for his 2016 campaign for Republican candidacy?

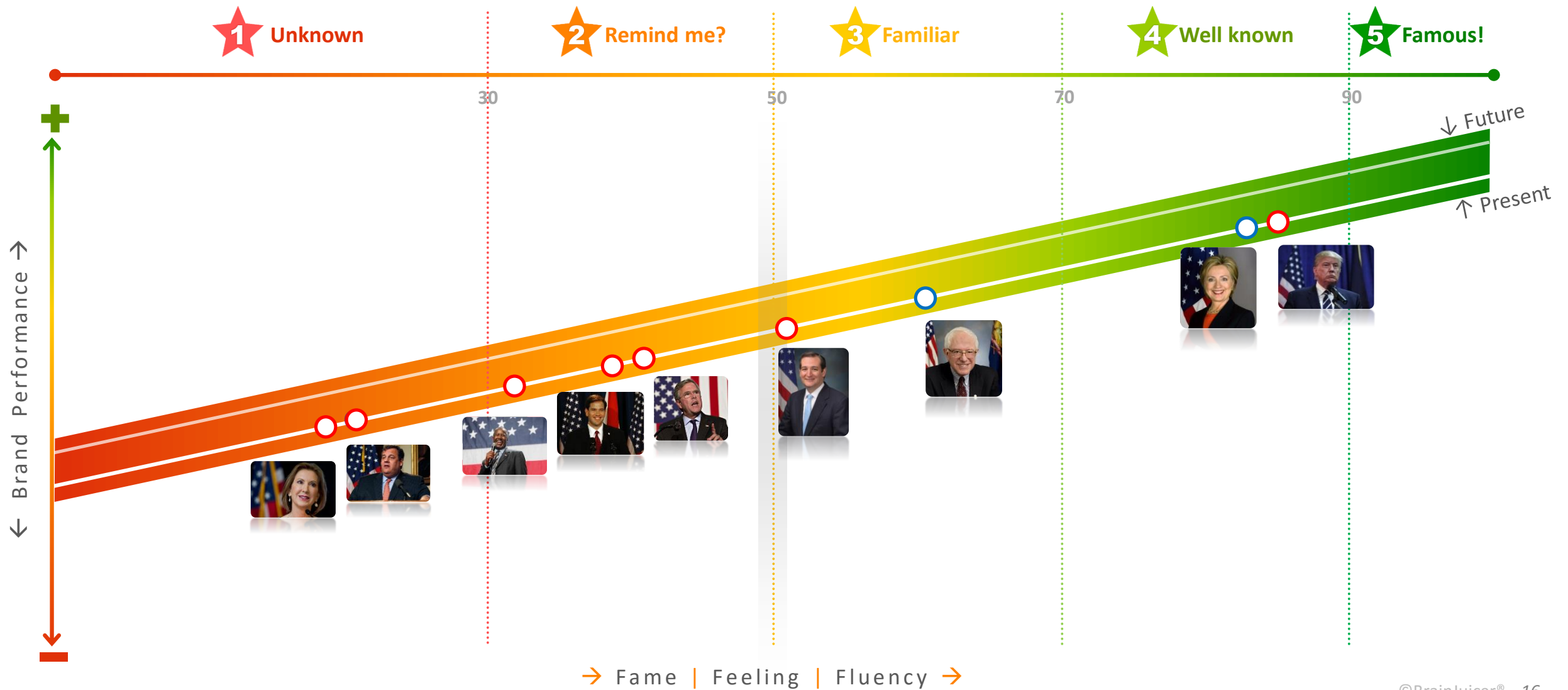|	
	9 %
Marco Rubio	7 %
Mitt Romney	1 %
Paul Ryan	1 %

New polls show Trump and Clinton trouncing their rivals in Michigan -

Why the Iowa caucus was a win for Marco Rubio, even though he lost to Ted Cruz

Updated by Dara Lind on February 1, 2016, 11:26 p.m. ET @DLind dara@vox.com

2016 ELECTION | 11:59 AM | JAN 28, 2016

It's Rubio Or Bust For Republicans Who Want To Win

PredictWise Last Updated: 03-08-2016 6:00AM

US Political Candidates Star Ratings, January 2015

1 Unknown   **2** Remind me?   **3** Familiar   **4** Well known   **5** Famous!

30   50   70   90

↓ Future

↑ Present

← Brand Performance →
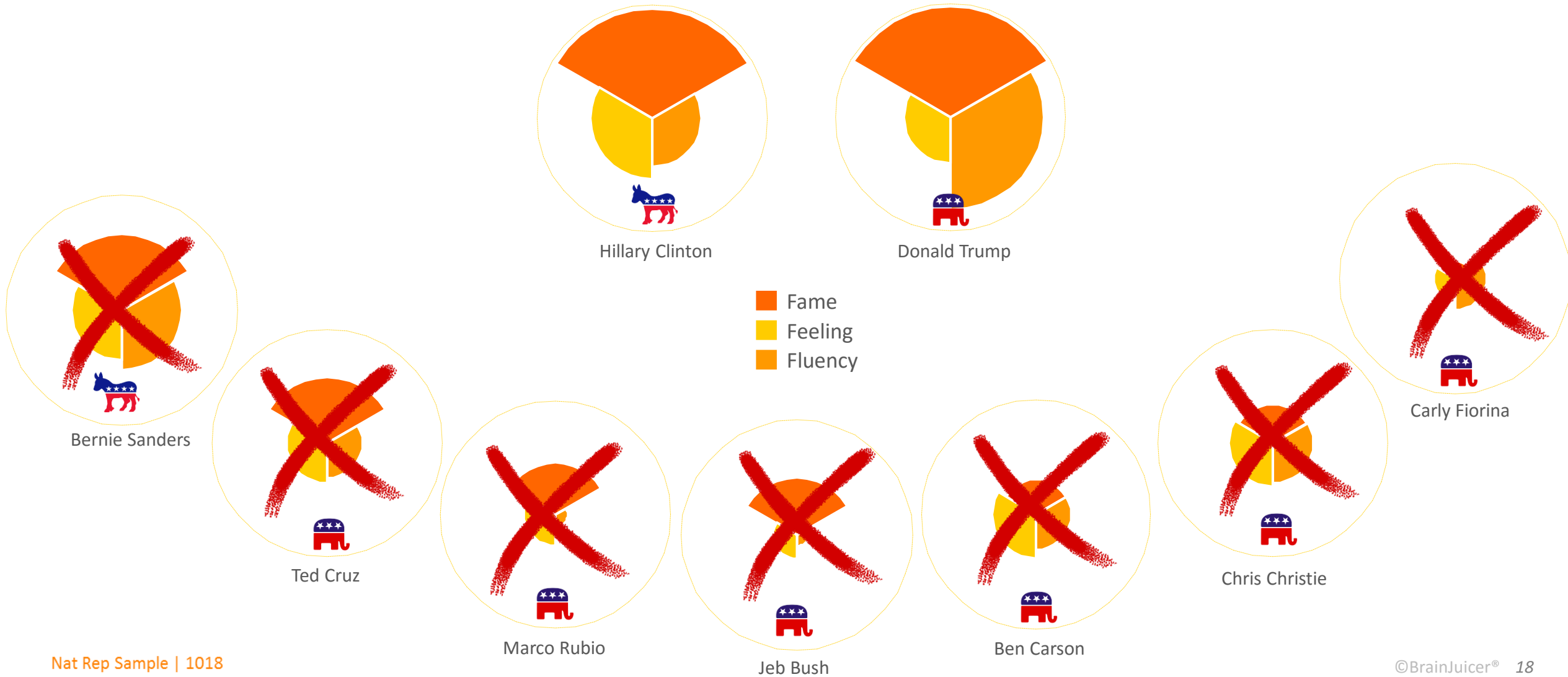
→ Fame | Feeling | Fluency →

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Prediction 1: The Nominations
It's Clinton v Trump – the rest is a sideshow

The Candidates People Want

Hillary Clinton

Donald Trump

Bernie Sanders

Ted Cruz

Marco Rubio

Jeb Bush

Ben Carson

Chris Christie

Carly Fiorina

- Fame
- Feeling
- Fluency

The Candidates People Know

DAT | Picture Matching – % correct attribution
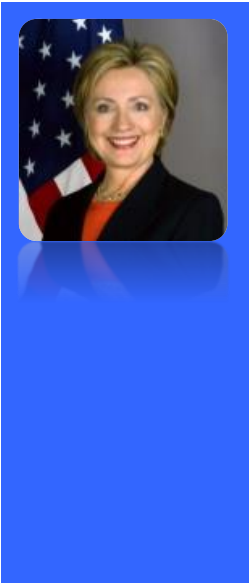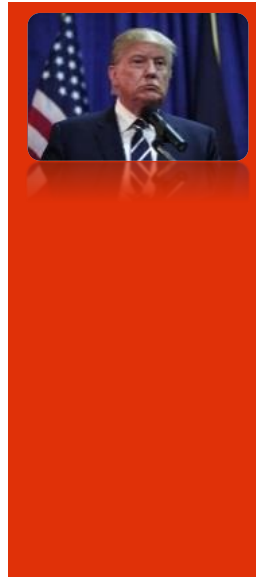
83	82	78	62	55	52
Hillary Clinton	Donald Trump	**Donald Trump's Hair**	Bernie Sanders	Ted Cruz	Marco Rubio
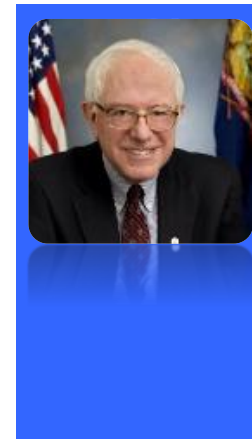
Nat Rep Sample | 1018

©BrainJuicer®   *19*
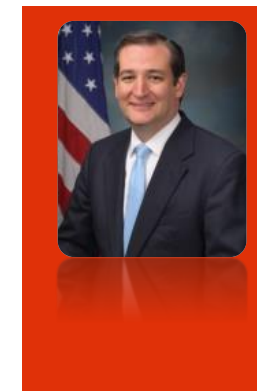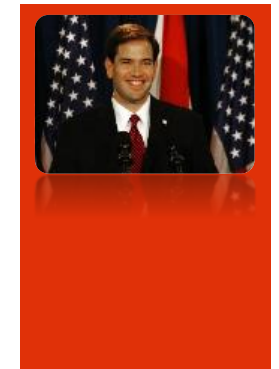
Prediction 2: The Race
This will be a "lesser of two evils" election

Feeling | A Majority of Voters Dislikes Each Candidate

Feeling

Intensity Score
on scale 0 to +3

1.93   1.96

- ■ Contempt
- ■ Disgust
- ■ Anger
- ■ Fear
- ■ Sadness
- □ Neutral
- ■ Happiness
- ■ Surprise

% of respondents
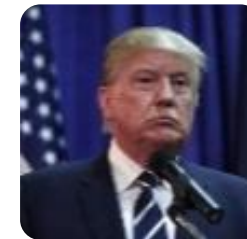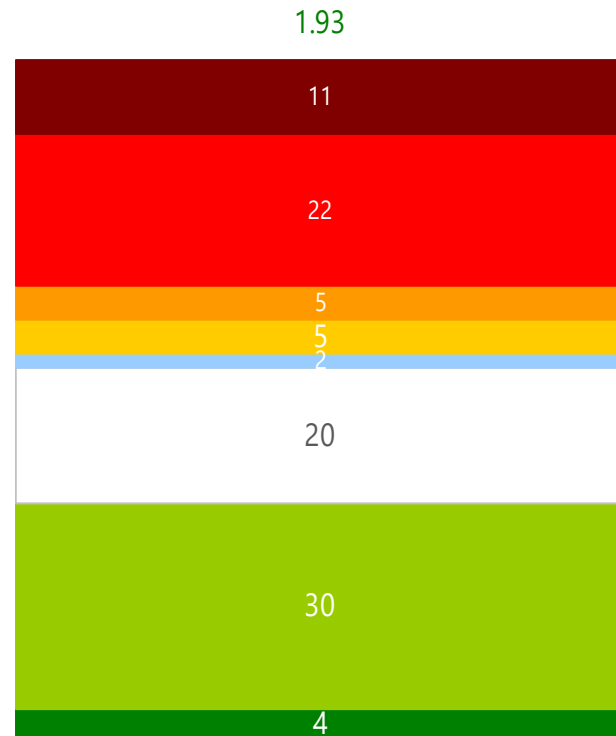
	Clinton	Trump
Contempt	11	9
Disgust	22	23
Anger	5	5
Fear	5	8
Sadness	2	2
Neutral	20	21
Happiness	30	22
Surprise	4	11

Which of these faces best expresses how you think people would feel about this candidate?

Hillary: Strong with a great resume…. But an "unethical liar" and more of the same

Intensity Score
scale (0 to +3)

1.93

■ Contempt — 11

■ Disgust — 22

■ Anger — 5

■ Fear — 5 / 2

■ Sadness — 20 (Neutral)

□ Neutral

■ Happiness — 30

■ Surprise — 4

1 Hillary Clinton
(Nat Rep) (300)

She's dishonest!!! And has no sense of the reality of actual people.
She is a liar and unethical.
Lying, cheating, backstabbing, disloyal, untrustworthy, Benghazi, emails
Dishonest and blames everyone else including right wing conspiracy
She has done so many illegal things. She should be in jail
She is a liar.
Running on a unpleasant policy. Don't agree with her. Nor do I admire her.
She is a criminal and should be in jail
Sad that our country is stuck on the Clintons. Not anyone else out there?
She is trying to run for office when she does not need to
I think she has more experience than the others but not sure she is up for it
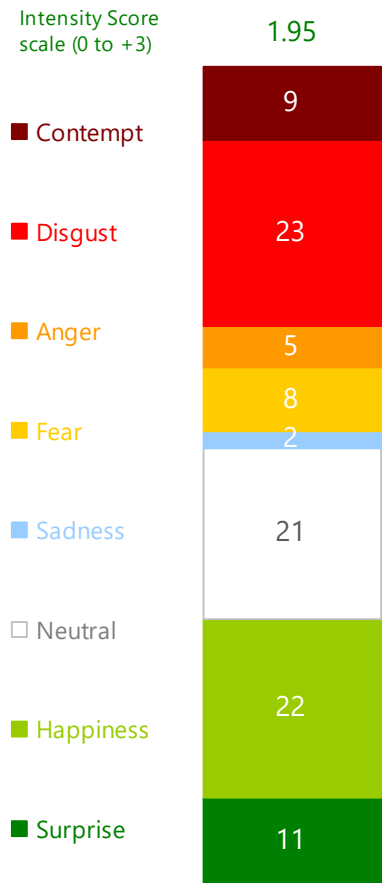I need to hear more in order to make a real opinion on her.
I think she is a strong woman that would bring a lot to this country
She has an excellent resume' for the job. She is well qualified for the job,
Clinton after Clinton
More interested in her policies than I thought I would be.

Donald: Outspoken, great businessman... but an "arrogant, racist bully".

Intensity Score
scale (0 to +3)

1.95

■ Contempt — 9

■ Disgust — 23

■ Anger — 5

■ Fear — 8

(light blue) — 2

■ Sadness — 21

□ Neutral

■ Happiness — 22

■ Surprise — 11

5 Donald Trump
(Nat Rep) (301)

Scares the heck out of me for our country
He's too much of a bully. And, he's too full of himself.
His arrogance, his hatred of everyone not like him, loudness and brashness
Everything about him and all of his opinions are terrible; if he wins I'm moving
He is very racist and I'm not with his idea of immigrants
He is an arrogant pompous ass with so many hateful views, he disgusts me
Impulsive. May be too trigger happy. Intolerant.
Some of his statements could cause trouble for the united states
He says a lot of stuff that is flat out wrong or a lie
Inexperienced in politics, great businessman, understands economy
Think that he understands the economy but lacks the experience in politics
He says what the majority of Americans feel. Country needs help!!
Think he would do good for the country. Would set us on the right track
I am surprised that so many people in this country love him and want him as President
I'm surprised I agree w/and like him. I also think he would be an embarrassment

Prediction 3: The Debates
Trump keeps setting the agenda

Fluency: Fluency Percentile

Fluency Percentile

DONALD TRUMP   81

BERNIE SANDERS   52

HILLARY CLINTON   43

BEN CARSON   36

TED CRUZ   31

CARLY FIORINA   27

CHRIS CHRISTIE   26

MARCO RUBIO   11

JEB BUSH   10

3 secs

Fluency | Trump Owns The Conversation On Slogans...

Slogan	Attribution
Make America Great Again	Trump (correctly attributed)
Telling It Like It Is	Trump (incorrect, of interest); Cristie
Rebuild The American Dream	Trump (incorrect, of interest)
Change that matters	Clinton; Sanders; Trump (incorrect, of interest)
Reigniting The Promise of America	Clinton; Trump (incorrect, of interest); Cruz
American Renewal	Clinton; Sanders; Trump (correctly attributed)
A Political Revolution Is Coming	Sanders; Trump (incorrect, of interest)
Heal. Inspire. Revive.	Clinton; Sanders; Trump; Carson
#feelthebern	Sanders
A New American Century	Rubio; Trump (incorrect, of interest)

Legend:
- 🟩 Correctly attributed
- ⬜ Incorrectly attributed, of interest

All blank segments are slogans that are incorrectly attributed to a candidate; Grey incorrect segments of interest; Green correctly attributed

Nat Rep Sample | 1018

Fluency | ...And On Policy Proposals

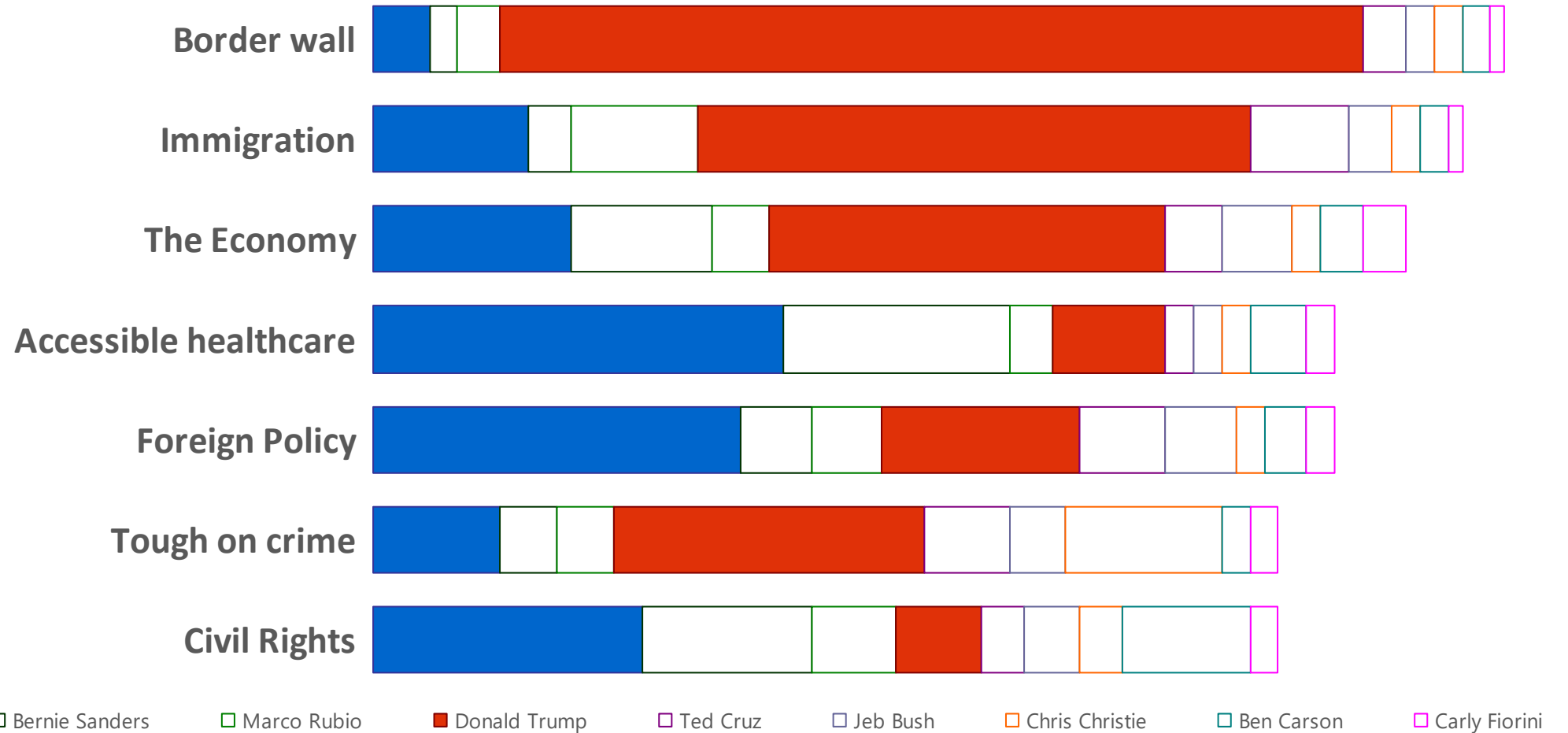Legend: ■ Hillary Clinton   □ Bernie Sanders   □ Marco Rubio   ■ Donald Trump   □ Ted Cruz   □ Jeb Bush   □ Chris Christie   □ Ben Carson   □ Carly Fiorini

Categories (top to bottom): Border wall, Immigration, The Economy, Accessible healthcare, Foreign Policy, Tough on crime, Civil Rights

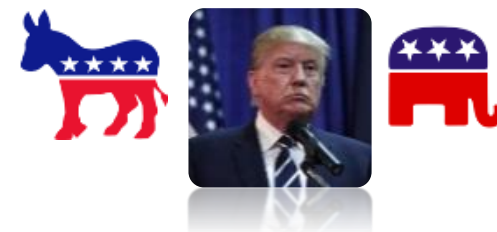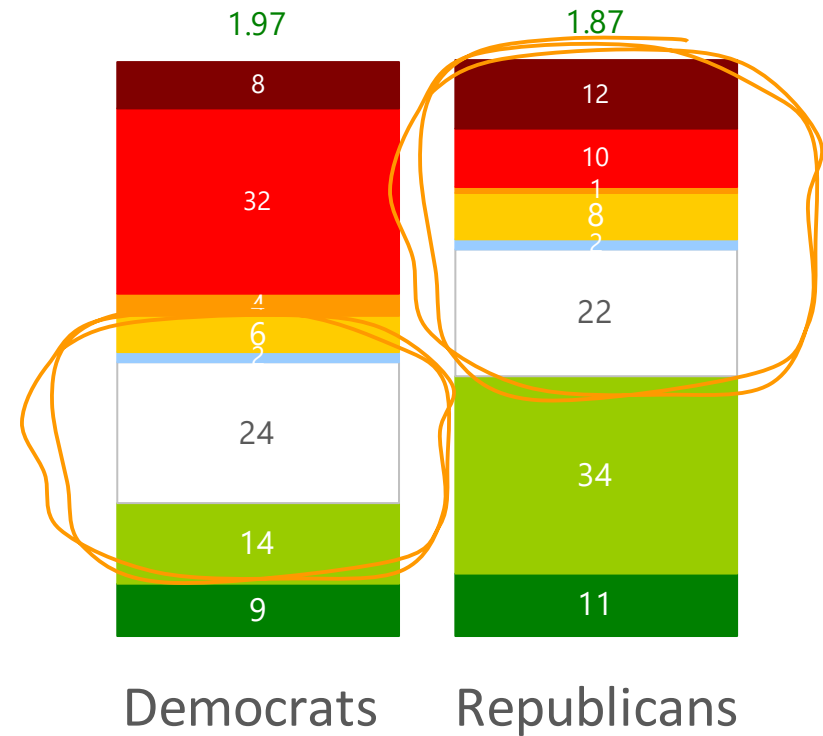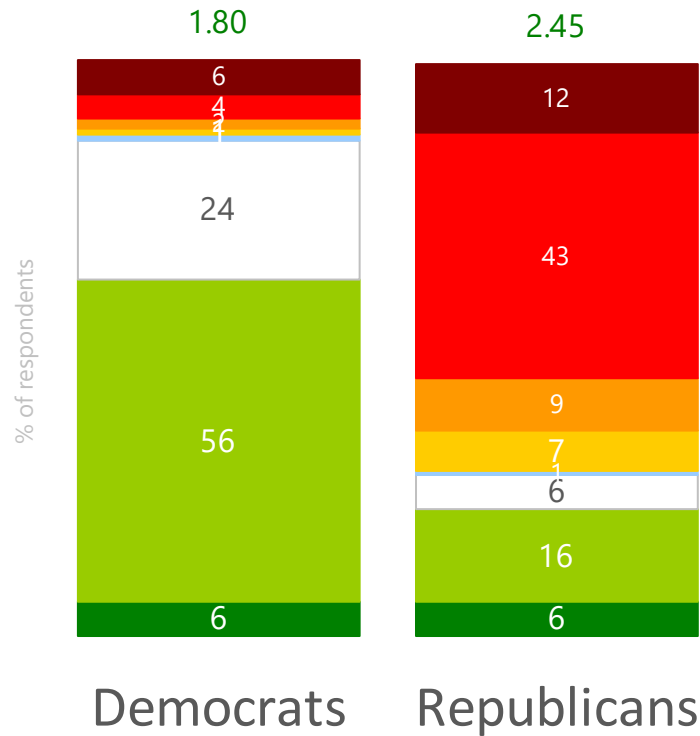**Prediction 4: The Ground Game**
Trump breaks the Republican mould

Feeling | Trump Has Greater Chance of Winning Over The Enemy than Hillary, But Is Weaker Among His Own Party Supporters

Feeling

Intensity Score on scale 0 to +3

% of respondents

1.80
2.45
1.97
1.87

- Contempt
- Disgust
- Anger
- Fear
- Sadness
- Neutral
- Happiness
- Surprise

Democrats (Hillary)
- Contempt: 6
- Disgust: 4
- Anger: 1
- Neutral: 24
- Happiness: 56
- Surprise: 6

Republicans (Hillary)
- Contempt: 12
- Disgust: 43
- Anger: 9
- Fear: 7
- Sadness: 1
- Neutral: 6
- Happiness: 16
- Surprise: 6

Democrats (Trump)
- Contempt: 8
- Disgust: 32
- Anger: 4
- Fear: 6
- Sadness: 2
- Neutral: 24
- Happiness: 14
- Surprise: 9

Republicans (Trump)
- Contempt: 12
- Disgust: 10
- Anger: 1
- Fear: 8
- Sadness: 2
- Neutral: 22
- Happiness: 34
- Surprise: 11

Democrats Republicans   Democrats Republicans

Nat Rep AND | Democrat | Republican

Which of these faces best expresses how you think people would feel about this candidate?

©BrainJuicer®   29
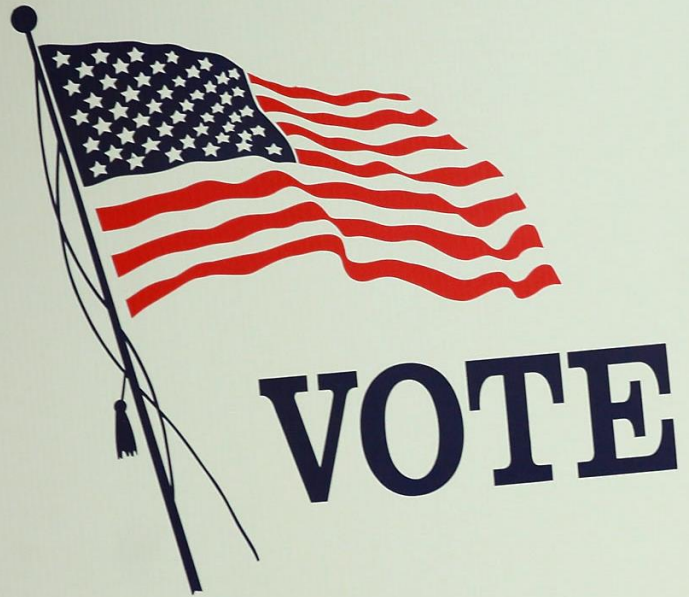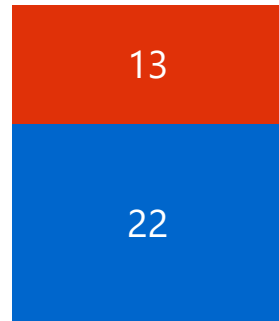
Prediction 5: The Decision
Hillary's last-minute voter advantage

Fluency | Clinton Is More Associated With The Trappings Of Office

Distinctive Assets Test | Imagery

■ Hillary Clinton ■ Donald Trump
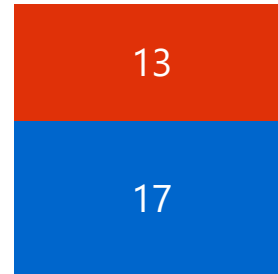
13	**13**	**13**	**18**
22	**17**	**18**	**13**
White House	Presidential Seal	Oval Office	Air Force One
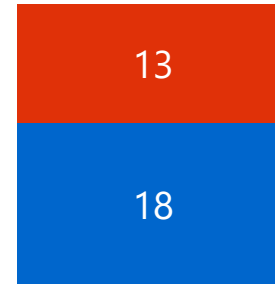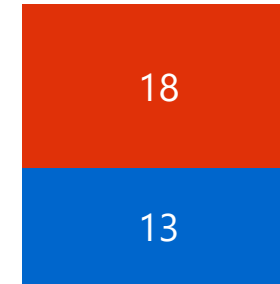
Our original prediction: Almost too close to call but Clinton could still clinch it.

↑ Brand Performance →

→ Fame | Feeling | Fluency →

⭐ 1 Unknown ⭐ 2 Remind me? ⭐ 3 Familiar ⭐ 4 Well known ⭐ 5 Famous!

30   50   70   90

↓ Future

↑ Present
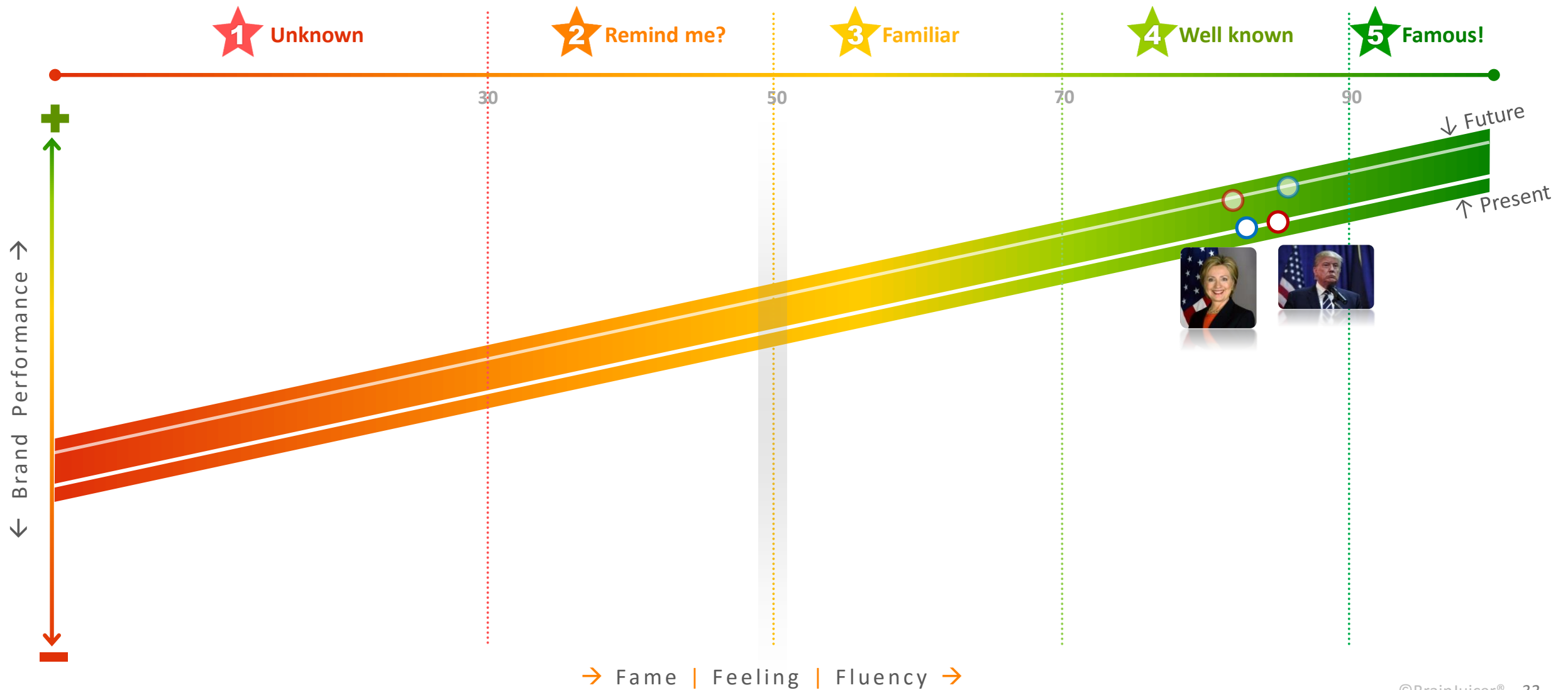
IT'S
NECK
AND
NECK

So How Have They Done?
A Remarkably Stable Race

6 Weeks To Go | Clinton v Trump Feeling Scores

■ Contempt	**11**	He's rude, ignorant, arrogant and out of touch with reality
■ Disgust	**15**	His lack of tact and horrible business skills. He's racist nuclear trigger
■ Anger	**6**	Doesn't care about anyone but himself
■ Fear	**6**	
	2	He doesn't qualify to be the president. Rude and dangerous
■ Sadness	**27**	He is a jerk
□ Neutral		He's a well-intentioned idiot
■ Happiness	**29**	I feel he will work for the people, stop immigrants that hate us from coming here
■ Surprise	**4**	A very pleasant surprise as a viable presidential candidate

Emotional Breakdown | Clinton

■ Contempt	**8**	She is a liar and does things that she wants without regards to law or ethics
■ Disgust	**13**	Hillary Clinton is a lying criminal who thinks she is above the law
■ Anger	**2**	She is a liar. And the reason soldiers died
■ Fear	**28**	How she will run our country, the immigrants she plans to bring over, liar, cheat
■ Sadness		Because she can't stop being a liar.
□ Neutral		Okay, not perfect
■ Happiness	**40**	Its a nice woman, really reliable
■ Surprise	**5**	Is a women and might be president

6 Weeks To Go

36

Thank you

tom.ewing@brainjuicer.com

And What About The UK…? | FFF State of Play August 2016

⭐1 **Unknown** ⭐2 **Remind me?** ⭐3 **Familiar** ⭐4 **Well known** ⭐5 **Famous!**

30 50 70 90

↓ Future
↑ Present

← Brand Performance →

Sadiq Khan
Nicola Sturgeon
Nigel Farage
Jeremy Corbyn
David Cameron
Boris Johnson
Theresa May

→ Fame | Feeling | Fluency →