

Personality in Voting:

How Personality Affects Voting Decisions

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Introduction

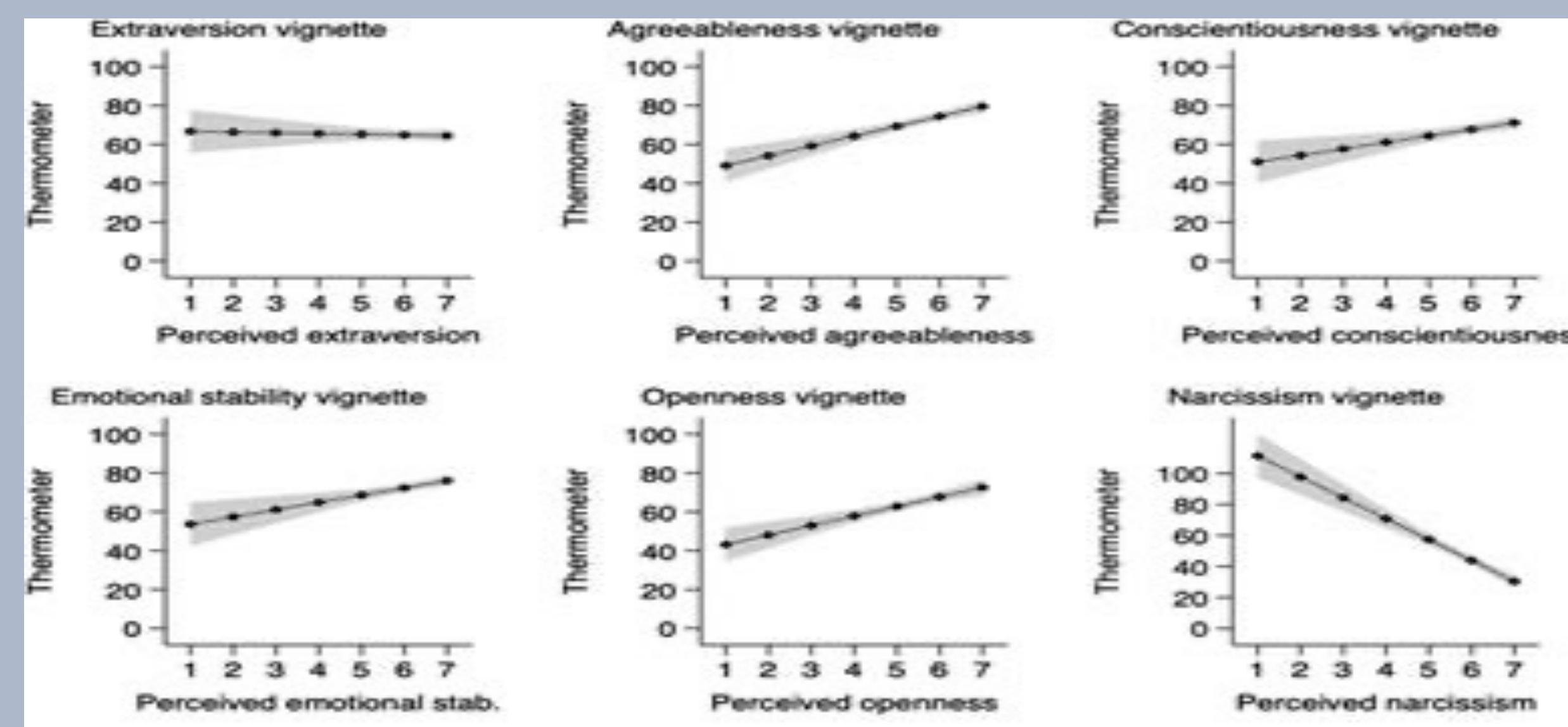
Voting for a candidate goes beyond political affiliation. There have been several studies on how personality affects how people vote for their candidates. Whether it is the personality of the political candidate or the personality of the voter themselves, personality plays a large role in how voters vote.

Big Five Personality Traits

- **Openness:** curious, creative, open to new ideas
- **Conscientiousness:** organized, punctual, and dependable
- **Extraversion:** outgoing, talkative, and sociable
- **Agreeableness:** kind, sensitive, and tolerant
- **Neuroticism:** anxious, irritable, and moody

Results

- Certain Big Five traits can determine which political party a person is more likely to align with. People who score higher in openness to experiences are more likely to align with left-wing political parties. Right-wing voters are more likely to score higher in conscientiousness and extraversion.
- Left-wing voters look for candidates who are willing to break the status quo and therefore want a government that is always adapting and changing. While right-wing voters are shown to appreciate the status quo and would prefer to keep the government the way that it is with little to no change.
- People who score higher in openness to experiences are more likely to go out and vote. These people view voting as a civic duty, something that they feel obligated to go out and participate in. While people who score higher in extraversion are less likely to go out and vote in elections. This could be because people who score high in openness to experiences are shown to be more intellectual.



Conclusion

- The personality of both voters and candidates plays a large role in how voters choose candidates
- Personality also plays a role in how likely someone is to go out and vote
- Personality plays a role in what type of political issues people find important
- Political parties can also be affected by personality