

Anti-Candidate Voting in the 2020 U.S. Presidential Election

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INTRODUCTION

- Were voters in the 2020 presidential election more inclined to cast their vote FOR their preferred candidate or AGAINST their opposed candidate?
- The 2020 presidential election saw records in voter turnout in recent elections- is this due to enthusiasm for preferred candidates or harsh opposition to their counterpart?
- Our study focused on answering these questions and discovering the factors behind the inclination for anti-candidate voting, such as party affiliation, ideology, and past voting behavior.

LITERATURE REVIEW

- Anti-candidate voting has not been heavily researched in the past.
- Gant and Siegelman (1985) analyzed the 1964 and 1980 presidential elections and found that: 1) partisan defectors are more likely to participate in anti-candidate voting, 2) those who change the partisan direction of their vote from one election to the next are more likely to cast anti-candidate votes, and 3) those who make their choice later in the cycle are more likely to participate in anti-candidate voting.
- Kan and Yang's (2001) explained that ideology and party ID consistently explained vote choice. The data also showed that voters are more likely to vote FOR candidates they view positively and against those who they view unfavorably. They also find that smaller "divergence in ideology" leads to less anti-candidate voting.

METHODOLOGY

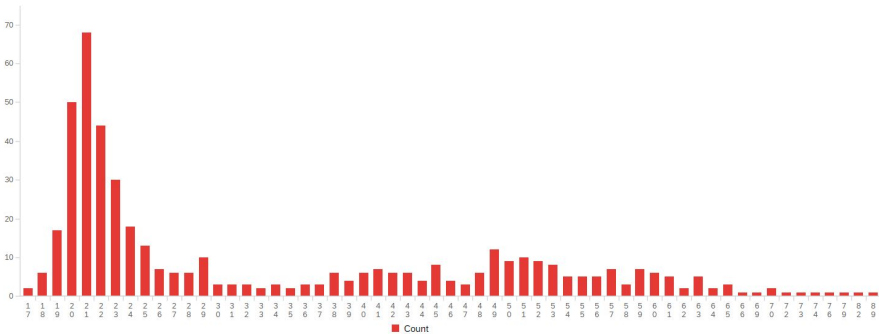
- A total of 471 people participated in this study.
 - Over half were female (69.21%)
 - The majority of ages were between 19-25 (50.74%)
 - 47.57% were aged between 26-82
 - 88.68% were caucasian, 4.32% were Black or African American, 2.88% were Latino or Hispanic
- We posted the link in class group messages and on social media applications
 - We felt as if this was the best way to maximize our response numbers
- Our answer choices were formatted with these options:
 - Multiple choice, a likert scale and fill in the blank

METHODOLOGY

- Variable: Whether a respondent's preferred presidential candidate influences their tendencies to anti-candidate voting
 - Dependent: the feeling of voting for or against a presidential candidate in the 2016 and 2020 election
 - Independent: the presidential candidate
- Variable: Whether a respondent's party, ideology, and past voting behavior influence their tendencies to anti-candidate voting
 - Dependent: anti-candidate voting
 - Independent: party identification, ideology, and past voting behavior

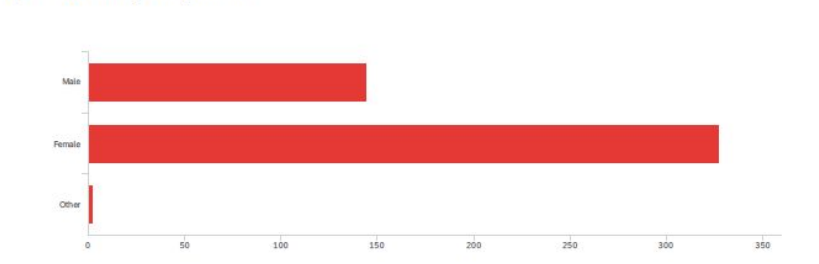
RESULTS: Survey Demographics

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How old are you?	17.00	89.00	33.64	15.48	239.73	473



Q19 - What is your current registered party affiliation?

Q21 - What is your gender?

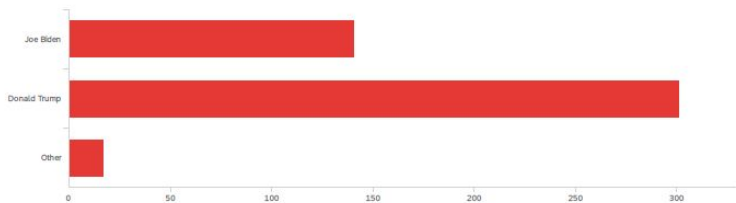


Q22 - What is your race? Check all boxes that apply.

RESULTS: Survey

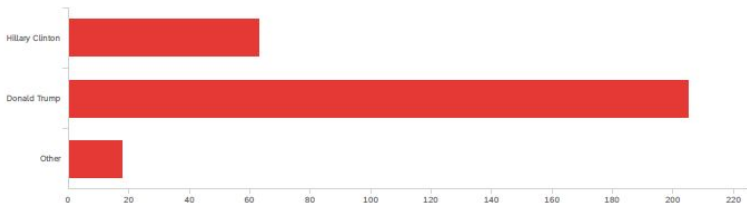
Q3 - Who did you vote for?

2020

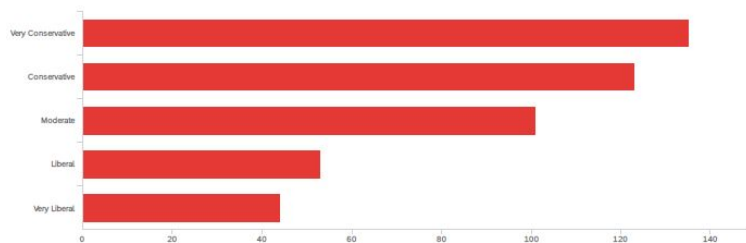


Q15 - Who did you vote for?

2016

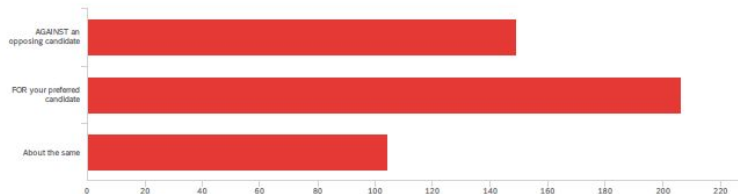


Q13 - How would you characterize your political ideology?



Q5 - Would you say you were more motivated to vote FOR your preferred candidate or

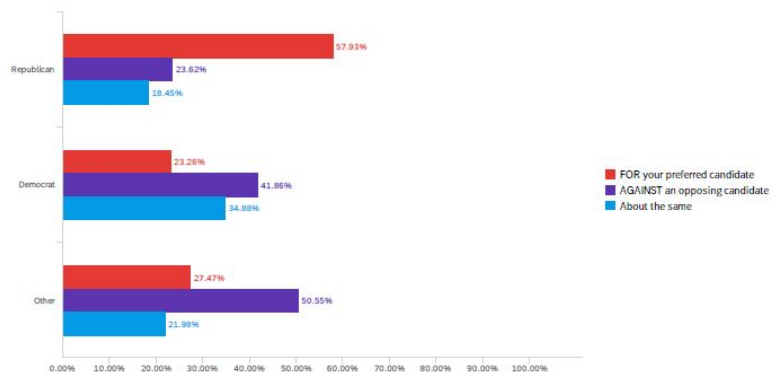
AGAINST an opposing candidate?



RESULTS: Party Identification

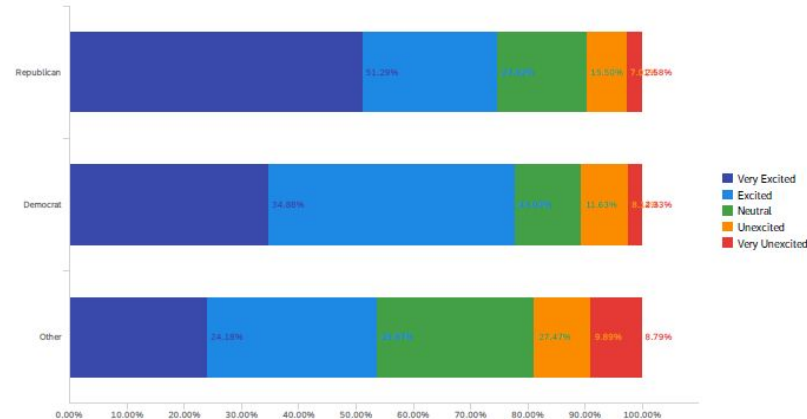
Q5 - Would you say you were more motivated to vote FOR your preferred candidate or

AGAINST an opposing candidate?

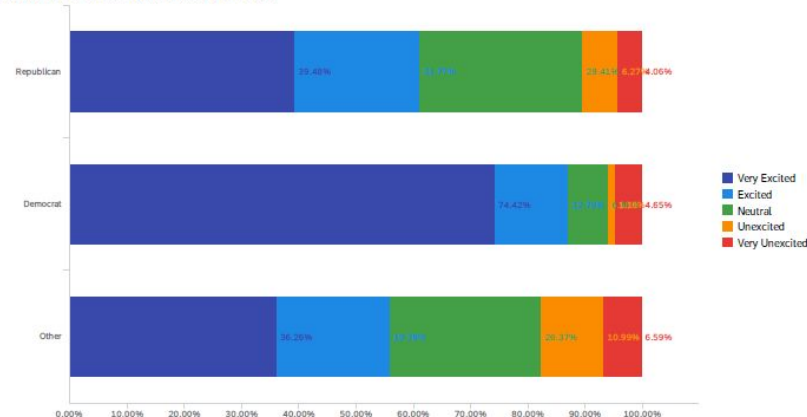


Q9 - How excited were you in each scenario?

Voting FOR your preferred presidential candidate

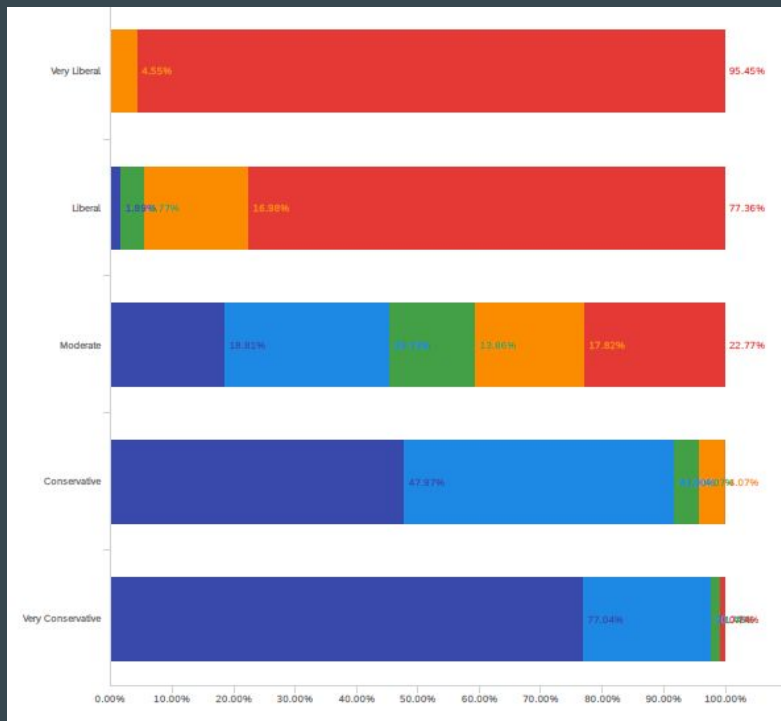


Voting AGAINST an opposing presidential candidate

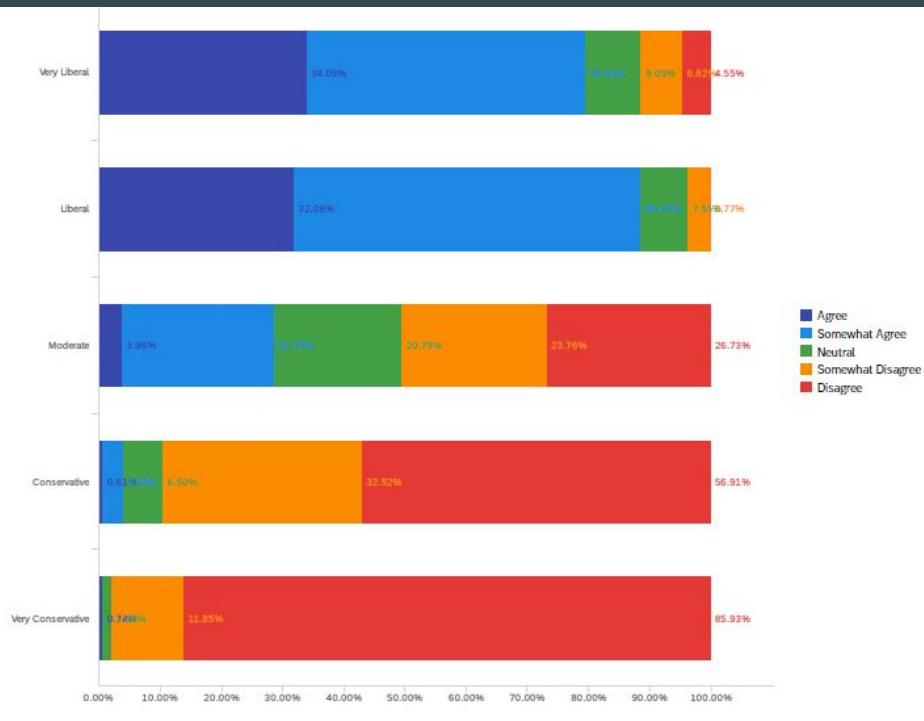


RESULTS: Ideology

Trump's Policy Positions:



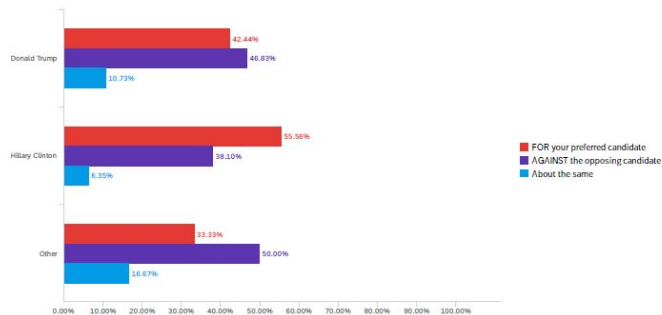
Biden's Policy Positions:



RESULTS: Past Voting Behavior

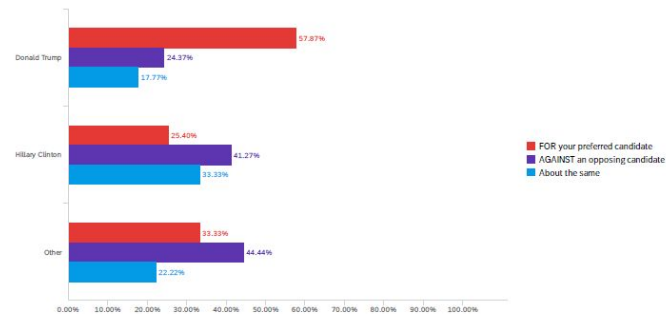
Q16 - In the 2016 election, would you say you were more motivated to vote FOR your

preferred candidate, or AGAINST an opposing candidate?



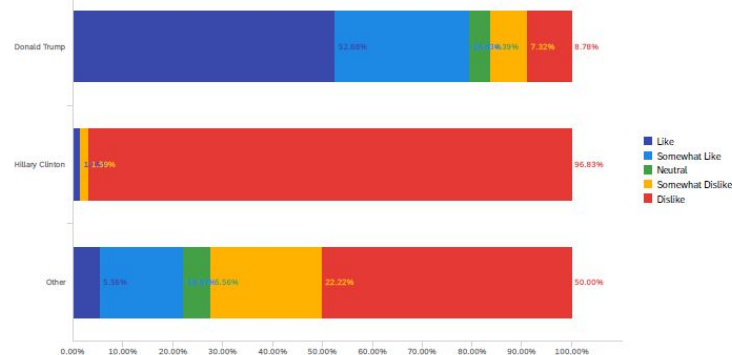
Q5 - Would you say you were more motivated to vote FOR your preferred candidate or

AGAINST an opposing candidate?

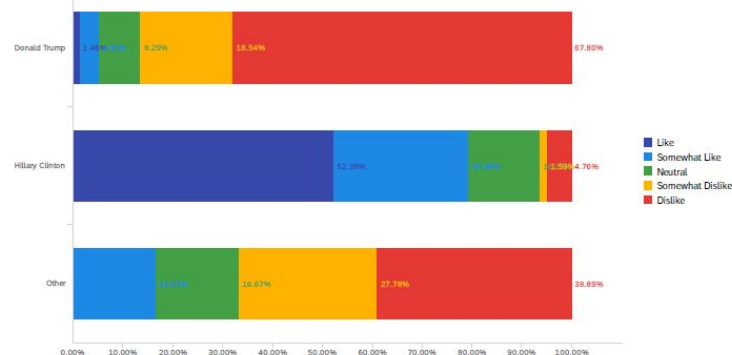


Q11 - How much do you like each candidate?

Donald Trump

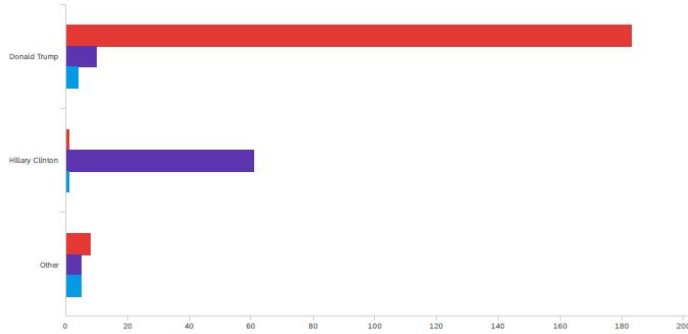


Joe Biden

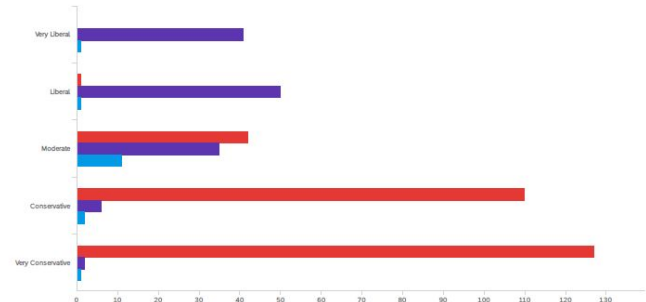
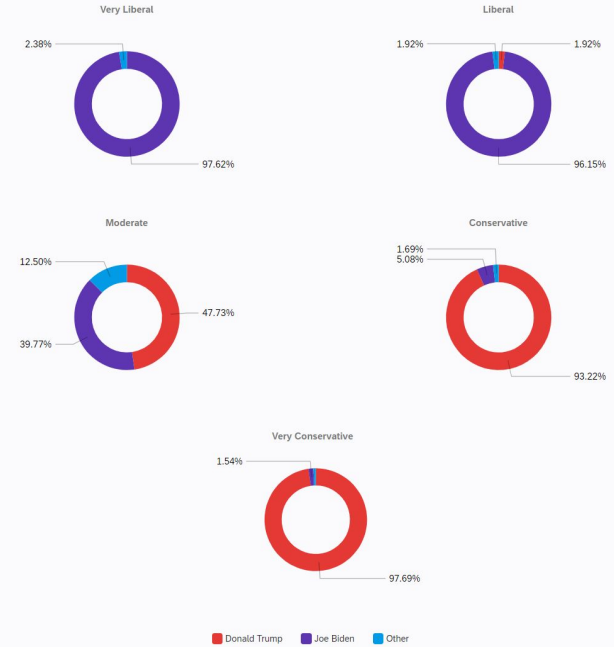
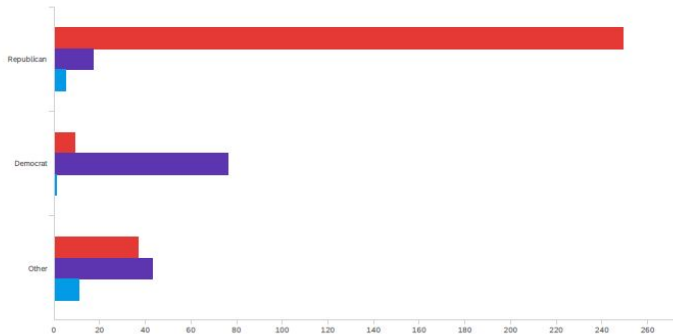


RESULTS: Voting Indicators

Q3 - Who did you vote for?

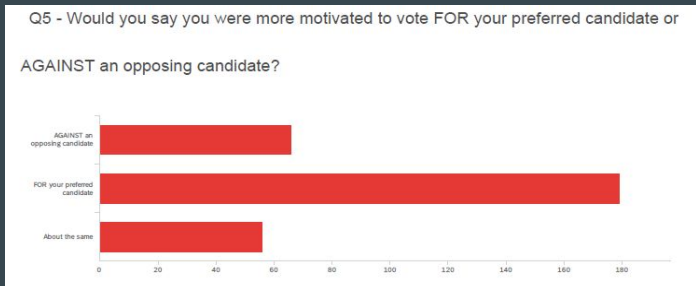


Q3 - Who did you vote for?

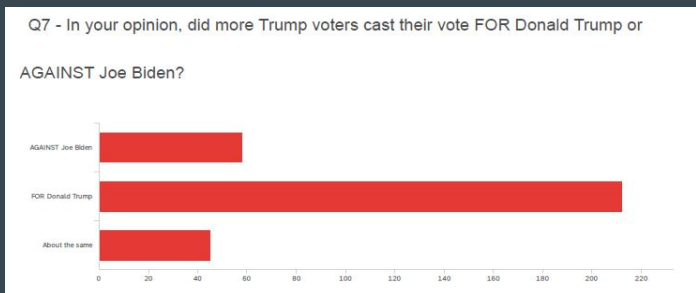


RESULTS: Perceptions of Anti-Candidate Voting

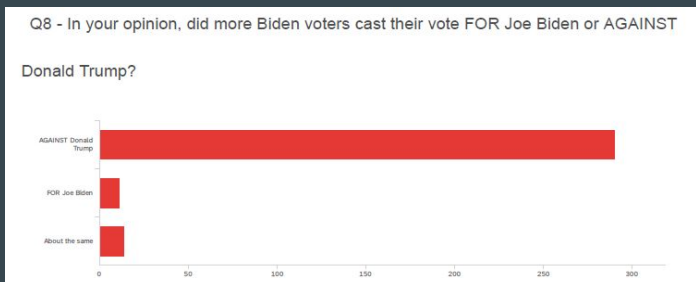
Trump Voters



Individual Behavior

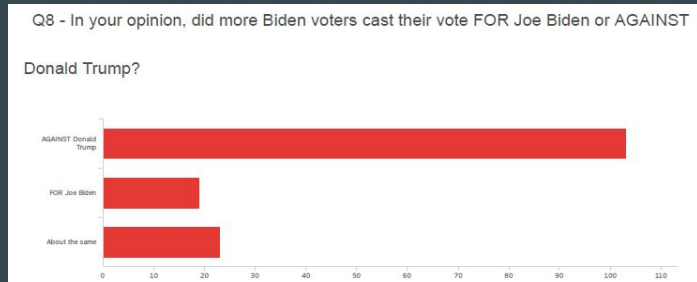
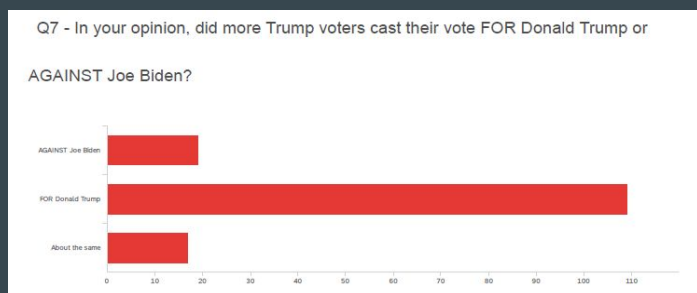
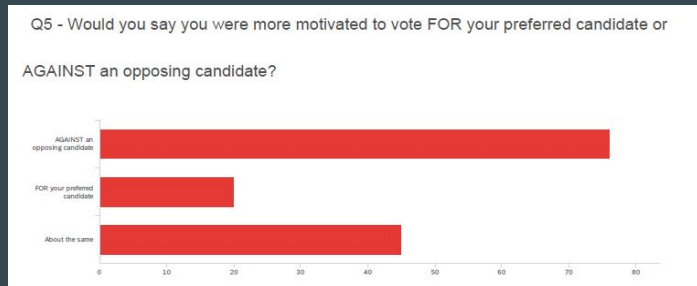


Perception of Trump Voters



Perception of Biden Voters

Biden Voters



DISCUSSION

RQ: Did Americans decide to vote for their their candidate of choice or against the opposing candidate in the 2020 Presidential election?

H1: Trump voters are more likely to vote out of support for their candidate, while Biden voters tend to practice anti-candidate voting.

- CONFIRMED. The majority of Trump voters voted FOR Trump, while the majority of Biden voters voted AGAINST Trump.

H2: Biden voters are more likely to participate in anti-candidate voting in the 2020 election than they did in 2016

- CONFIRMED: 38% of left-leaning voters participated in anti-candidate voting in 2016, compared to 41% of left-leaning voters participating in anti-candidate voting in 2020.

H3: Trump voters are more likely to vote for their candidate in the 2020 election than they did in 2016.

- CONFIRMED: Data shows that in 2016, only 42% of Trump supporters voted FOR their candidate, compared to 58% in 2020.

LIMITATIONS

- This research could be used to determining the most effective campaign tactics for each potential demographic.
- While this study was able to examine the impact of anti-candidate voting in presidential elections, we aren't able to see the impact of anti-candidate voting in other elections such as local and congressional elections.
- This method of research could be used in the future to examine a change in voter motivation over time.

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