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Personality and Politics: Is There A Correlation Between Personality Types and Political Affiliation?

This study was designed to determine whether there is a correlation between personality type and political affiliation. A random sample of 100 people were asked to take an online, abbreviated, version of the Myers-Briggs Personality type assessment and record the results on a survey, on which they were also asked to record their political affiliation. Each participant was asked to respond to the survey anonymously and reply using the self-addressed, stamped envelope provided. A statistical test for significant differences between proportions was used to determine whether there was a significant difference between personality types for only Democrats and Republicans because the quantity of Independent responses was too few to give meaningful results. Additionally, there were too few male responses to measure responses based on gender. The results showed there was a significant difference between responses from Democrats and Republicans in both personality type and individual personality type factors. In the individual personality type factors, Democrats tended to be identified as "Intuitive", "Feeling", and "Perceiving", while Republicans tended to be identified as "Sensing", "Thinking", and "Judging". The greatest number of Democrats were identified as "ENFP" personality type and the greatest number of Republicans were identified as "ESFJ". These differences seemed to be explained well by the interpretation of the different Myers-Briggs personality types when compared with the party priorities identified in the Democratic and Republican Party platforms. This study may have implications for use in political campaign strategies in an effort to appeal to both parties and reduce negativity.