

U.S Presidential Election: Voter Emotions and Behavior from Sep to Oct, 2020

Study: How do U.S. citizens feel about Donald Trump or Joe Biden getting elected?

Has Trump been able to catch up with Biden's lead in terms of voter emotions, behavior, and engagement?

Free Study Report | October 2020 | Conducted by



YouGov®

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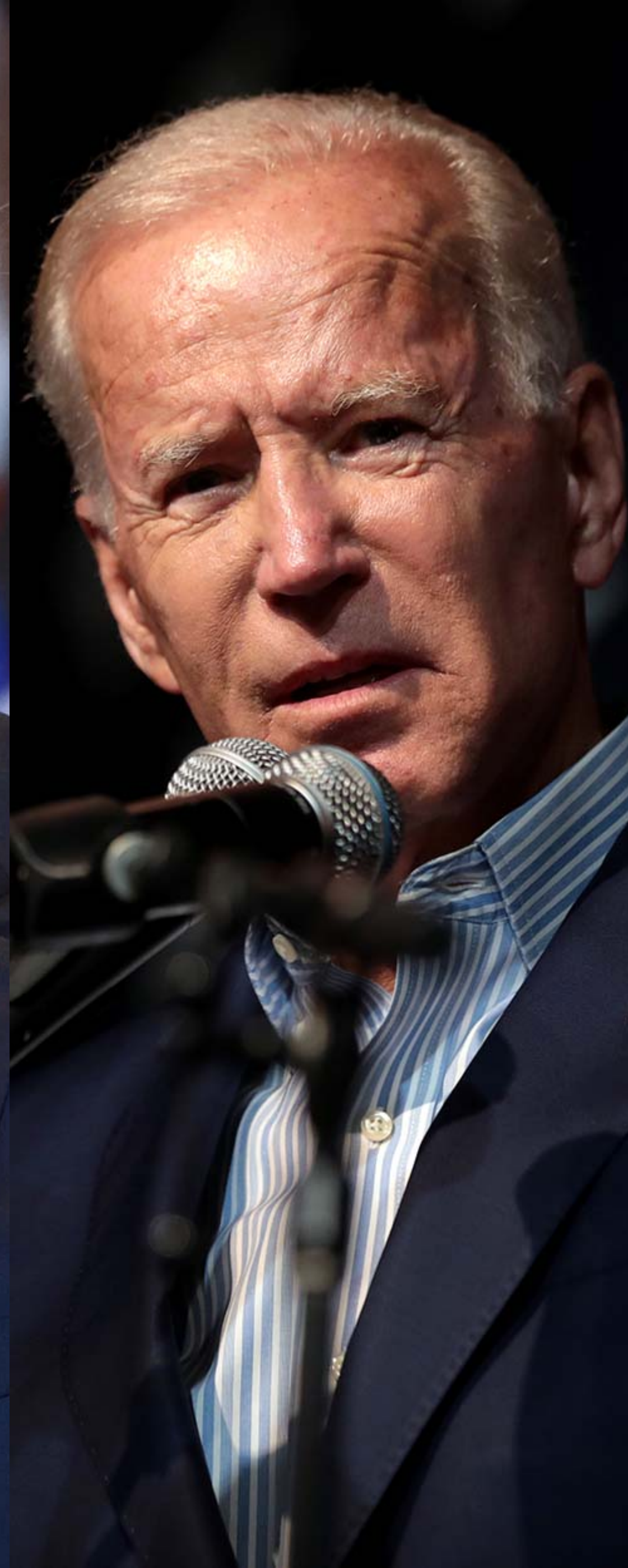
Table of Contents

Key Findings	3
Sides vs. no sides?	4
Emotional Value Index	5
Positive and Negative Emotions	6
Positive or Negative Emotions by Region	7
Emotion Profiles and Meanings for Trump	8
Emotion Profiles and Meanings for Biden	9
Behavior Matrix – All Voters	10
Behavior Matrix – Low Level of Education	11
Behavior Matrix – Twitter Users	12
Facts About the Study	13
Questions to U.S. citizens	14
Further Information	15



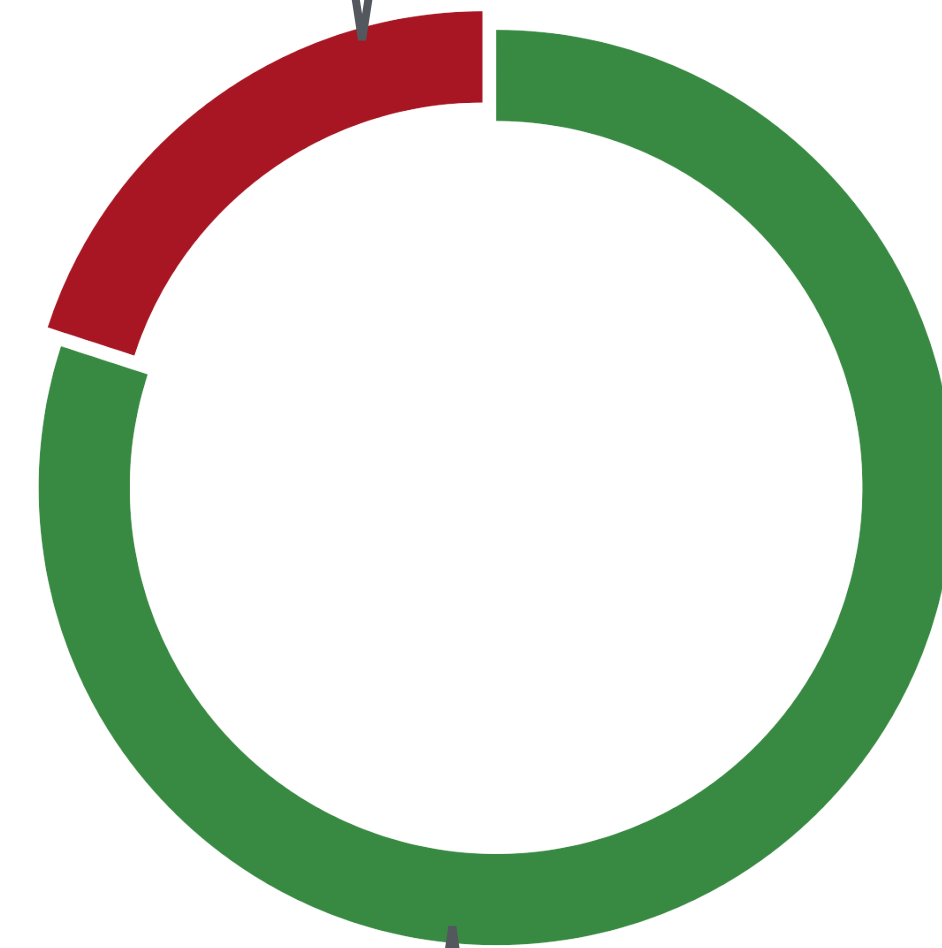
Key Findings

- Emotions among U.S. voters have barely changed from September to October – the most chosen emotion for the Trump's re-election is disgust, in Biden's case relief
- Eight out of ten Americans are emotionally on either candidate's side; One-fifth are not – this group of voters could still be possibly influenced
- Voters feel more positively about Biden especially in the Northeast (pos. to Biden 55 %, pos. to Trump 32 %)
- Trump has more voters with positive feelings in the South (41 %), but even there Biden is leading (47 %)
- Trump has failed to catch up with Biden's lead in terms of voter emotions and behavior – 45 % are now loyal to Biden, 31 % to Trump
- Since these study results are about long-lasting emotional experiences and behavior, Trump would need something emotionally significant to change this situation to his favor
- Among the voters with low level of education, Trump's and Biden's situation is equal
- Trump has lost support among the Twitter users – now only 22 % of them are loyal or advocates to Trump

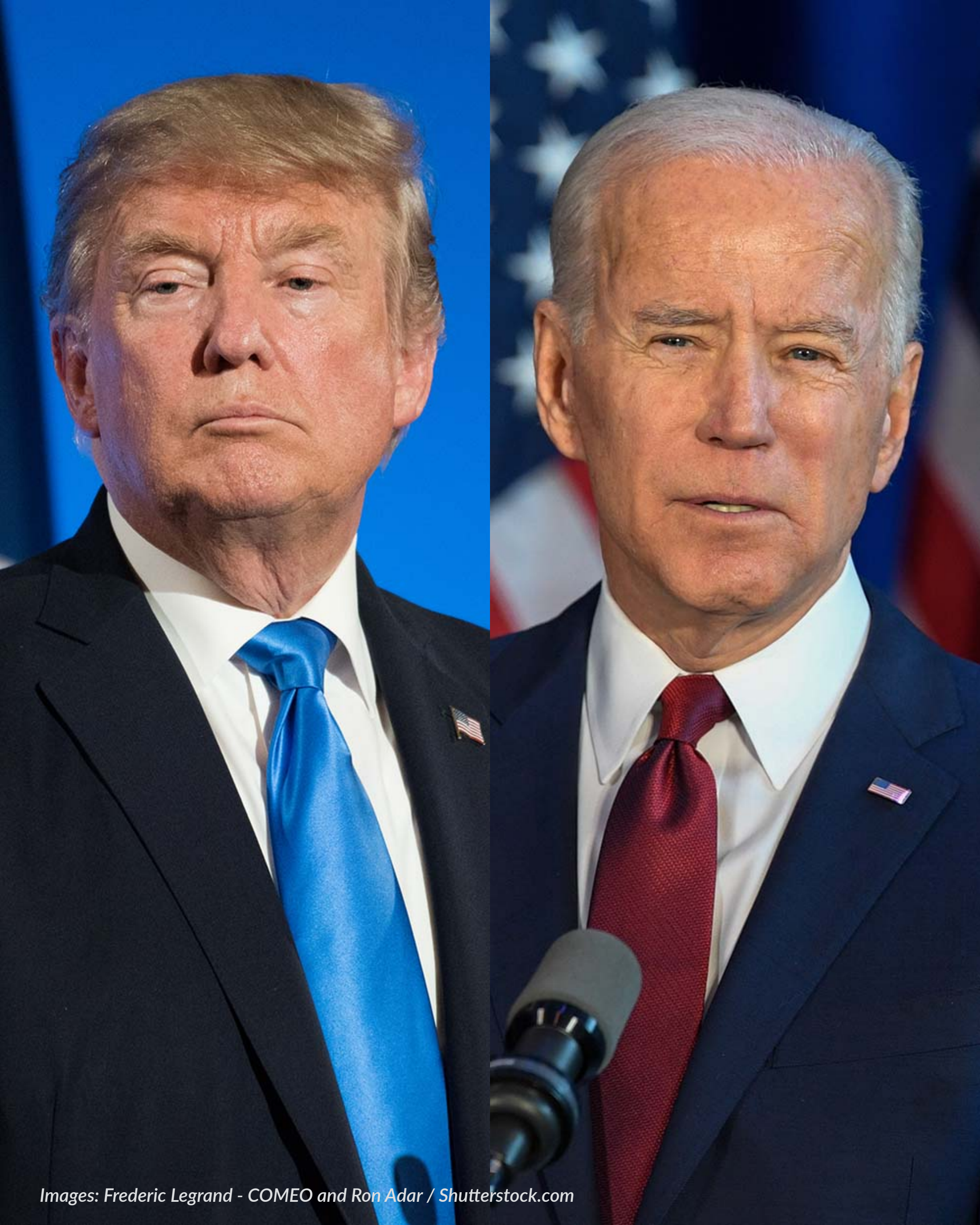


How Many U.S. Voters Are Emotionally On Either Candidate's Side?

No sides 20 %: Voters who have expressed positive, negative, or no emotions for both candidates

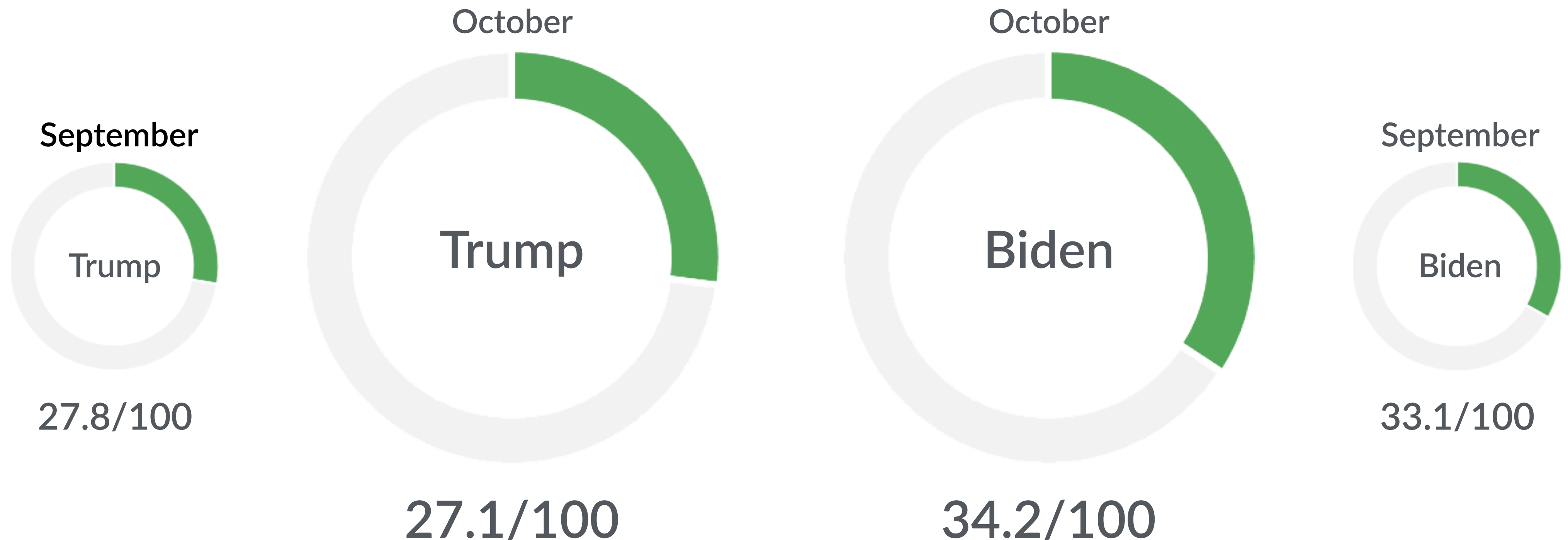


Clear sides 80 %: Voters who have expressed emotions that favor one candidate over other



Emotional Value Index (EVI) Among All U.S. Voters

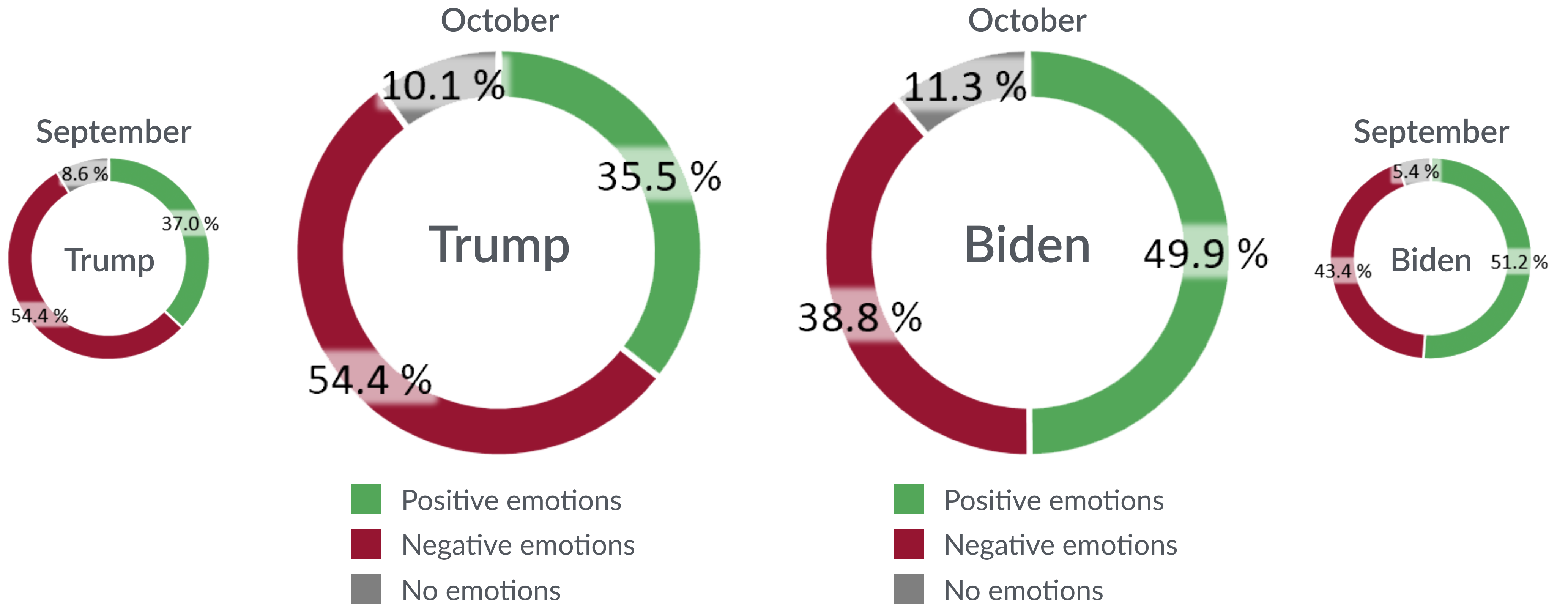
In the context of Trump's re-election or Biden's election



The EVI value predicts positive, engaged, and prosocial behavior on the scale of 0-100.

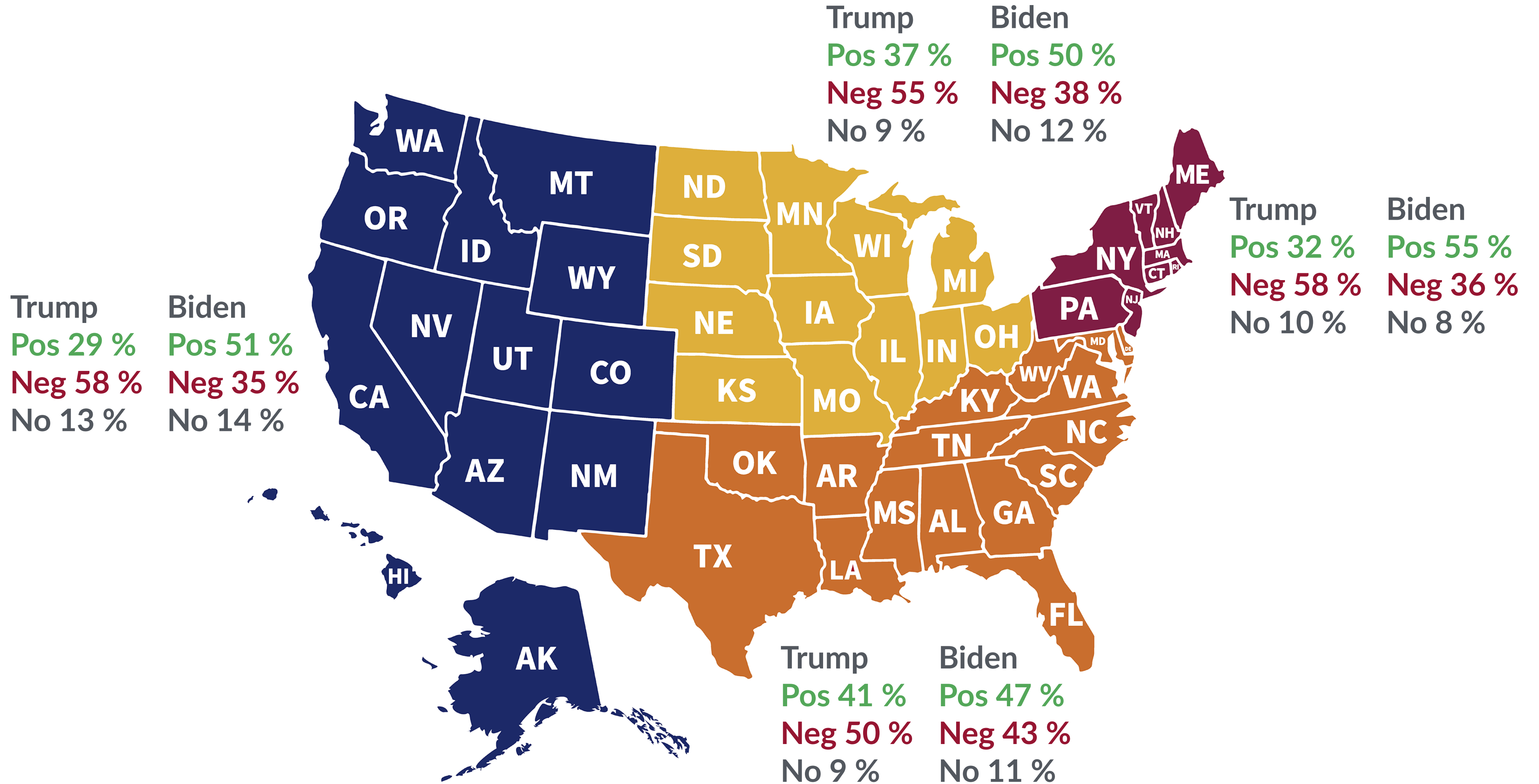
Positive and Negative Emotions Among All U.S. Voters

In the context of Trump's re-election or Biden's election

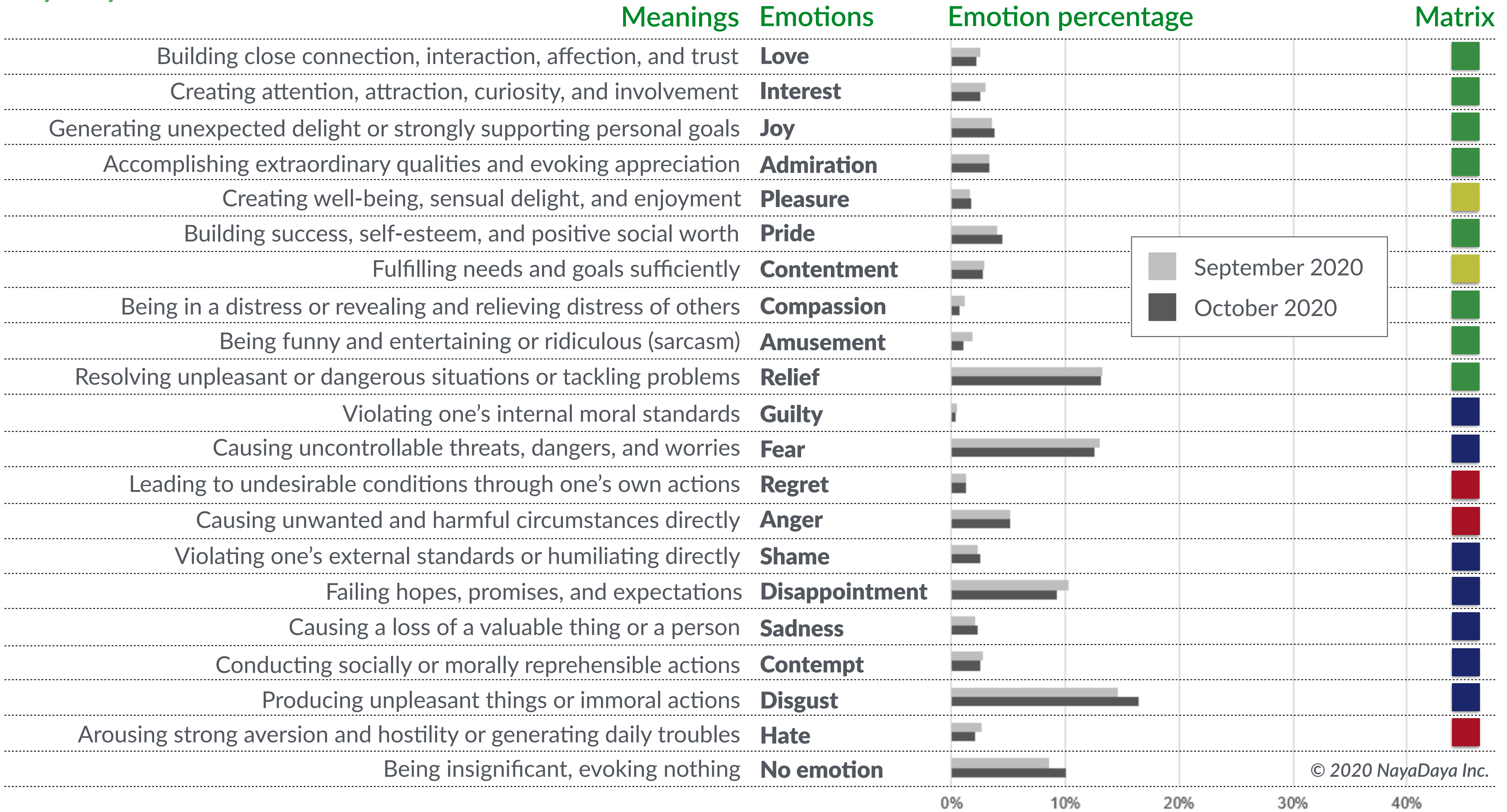


Positive and Negative Voter Emotions by Region

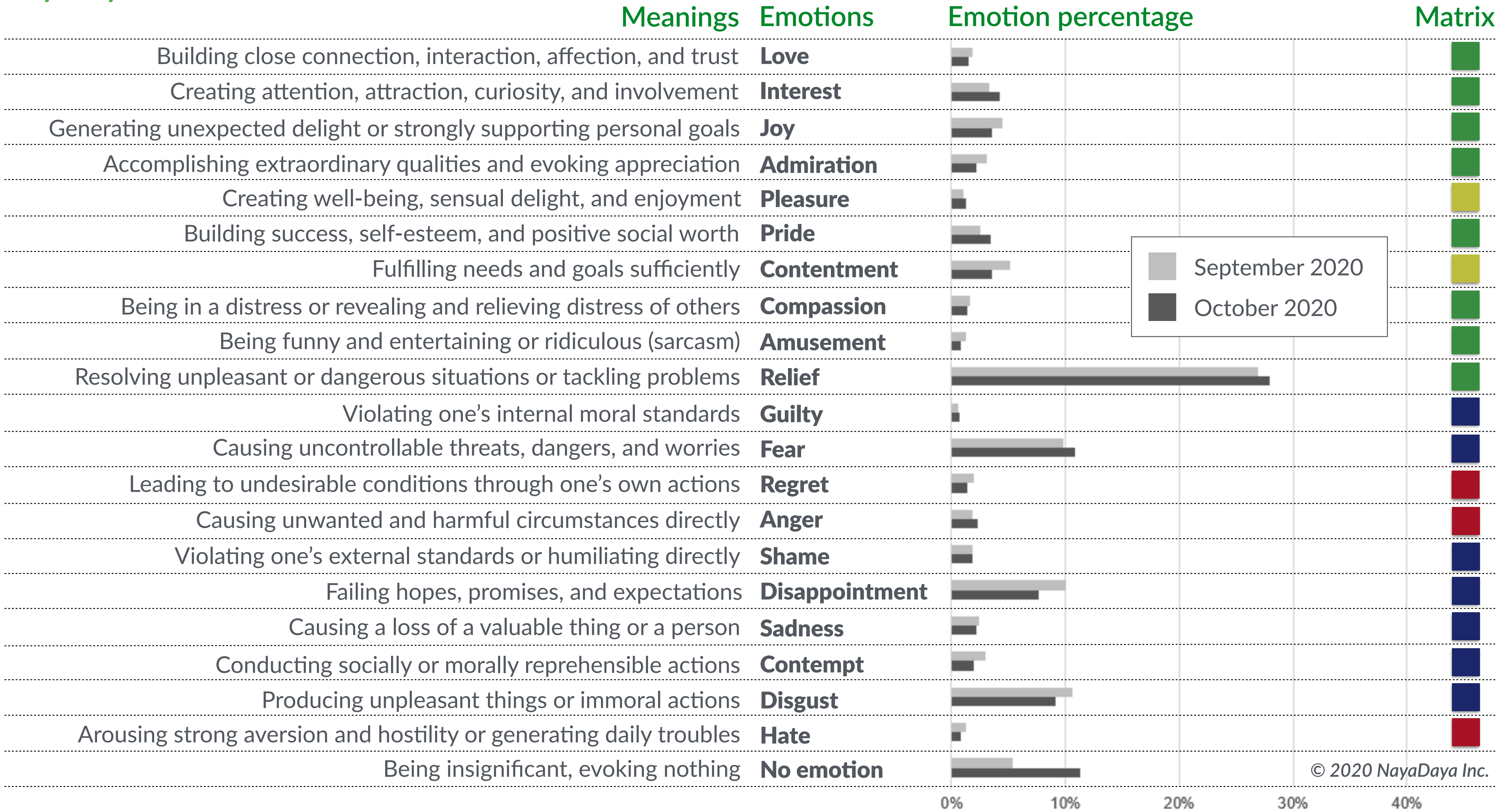
West, Midwest, Northeast, and South



Emotions and Meanings – Trump



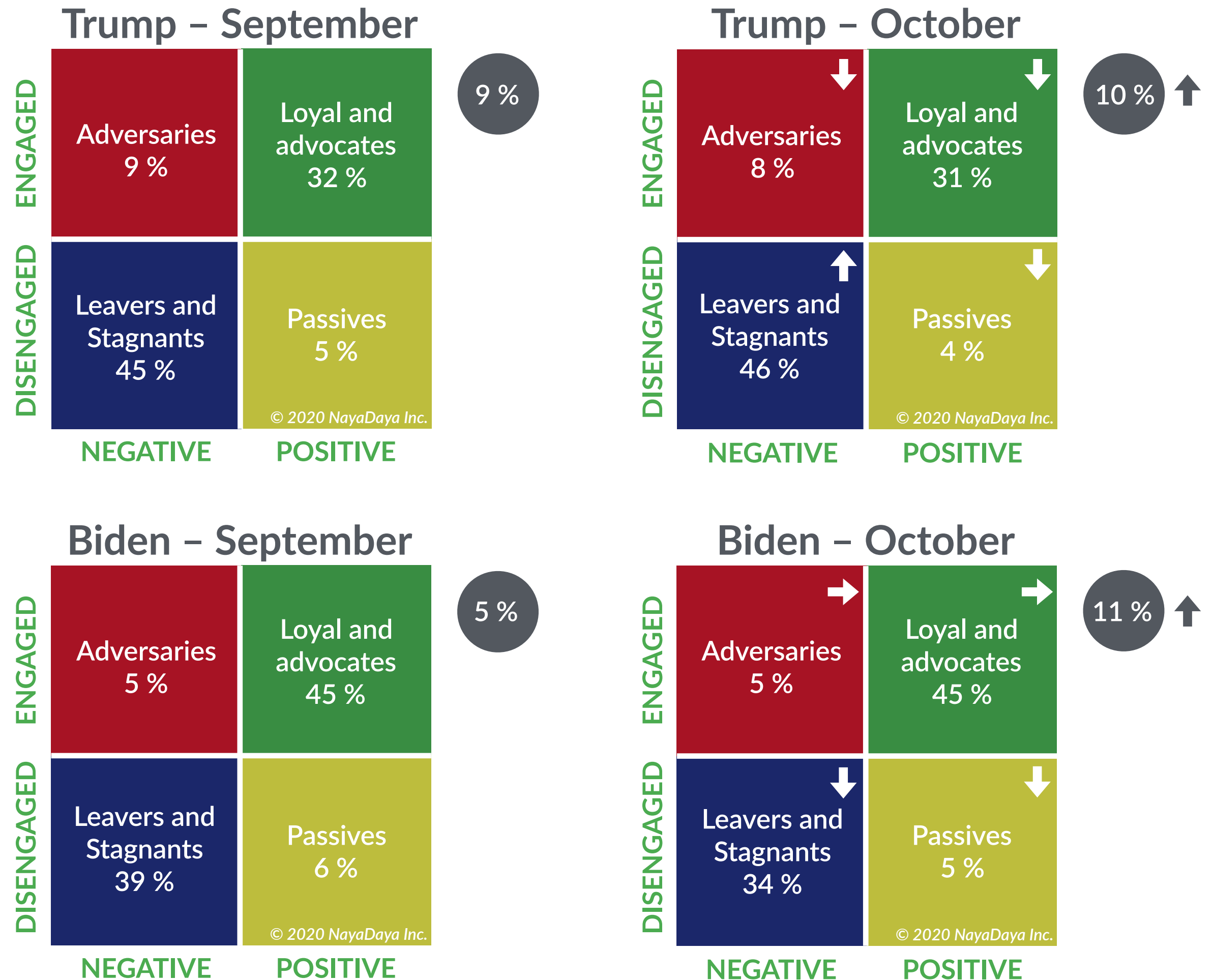
Emotions and Meanings – Biden



Behavior Matrix for All Voters – Trump vs. Biden

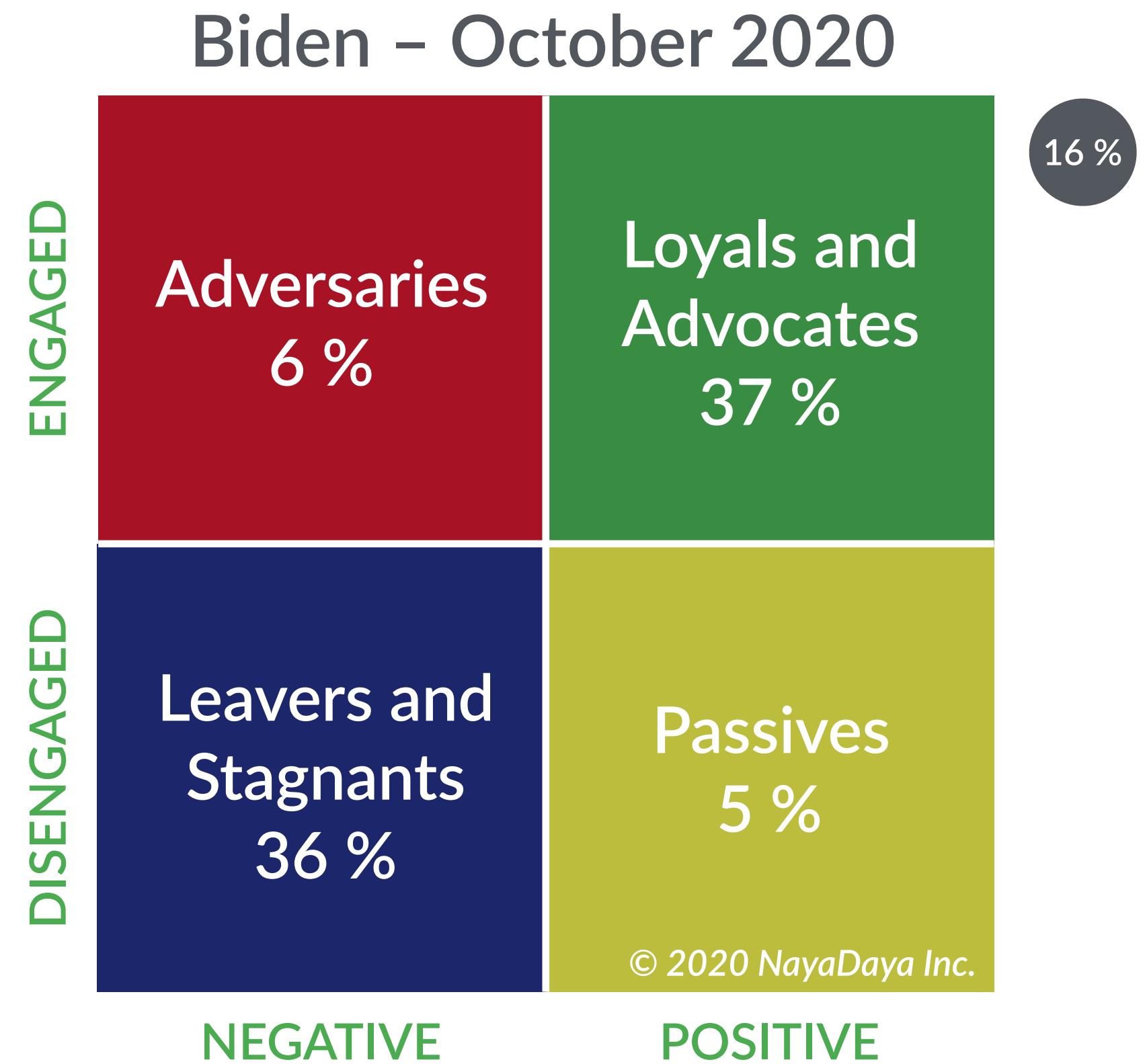
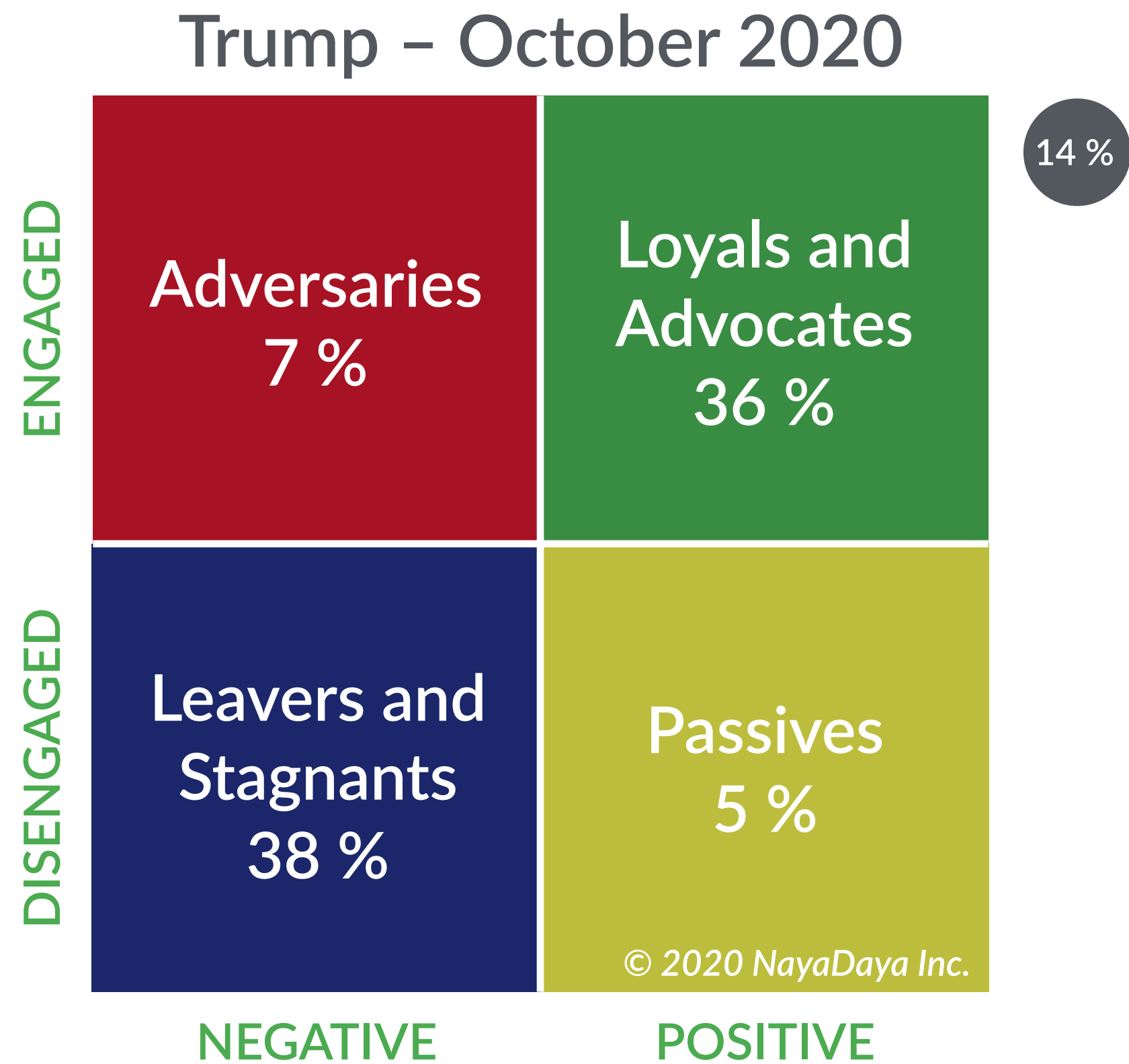
From September to October, 2020

- 
Positive-engaged
 Interaction, being involved, receptive, loyalty, trust, helping others, following role models, recommendations
- 
Positive-disengaged
 Acquiescence, agreement, relaxation, passive enjoyment, quiet support
- 
Negative-disengaged
 Withdrawal, avoidance, stagnating, leaving, isolating oneself, distancing
- 
Negative-engaged
 Accusation, aggression, hostile actions, attack
- 
Unresponsives
 No emotional behavior



Behavior Matrix for the Voters With a Low Level of Education^[1]

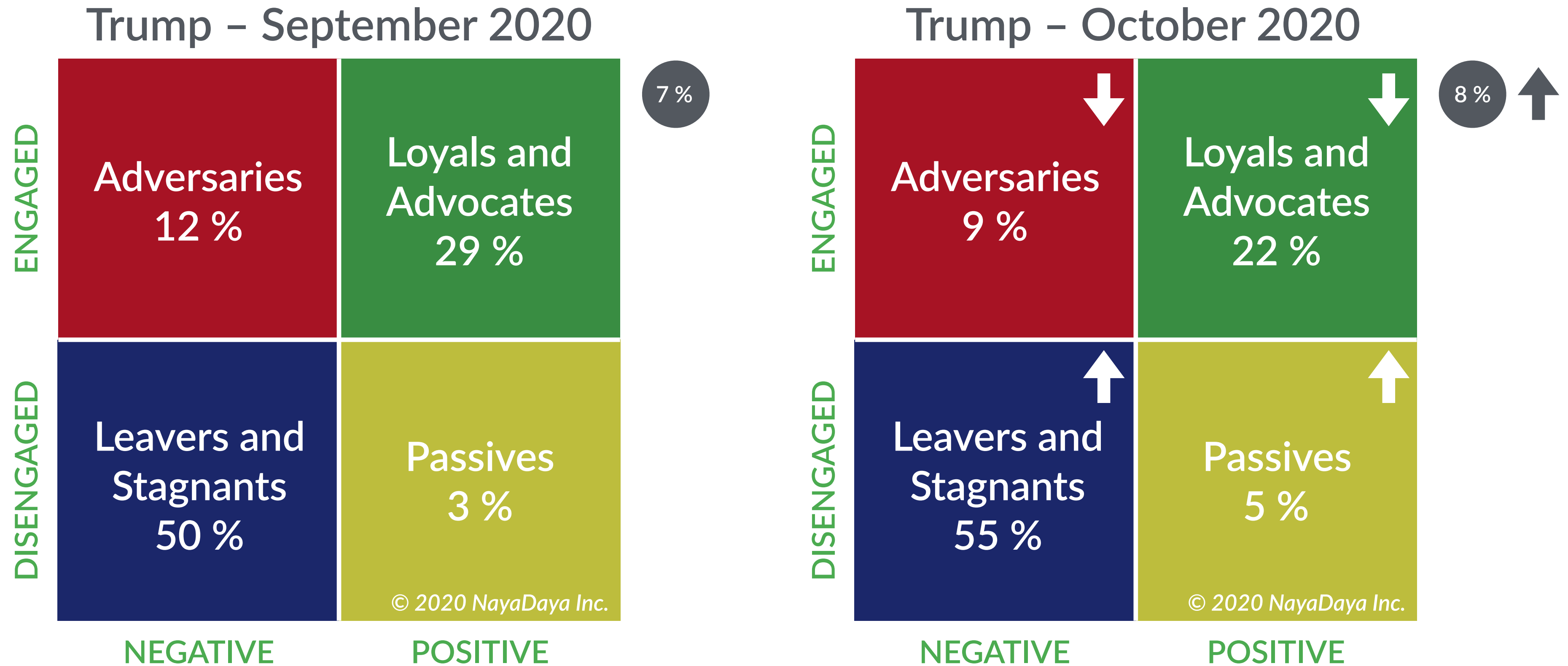
In the context of Trump's re-election or Biden's election



[1] No HS or High school graduate

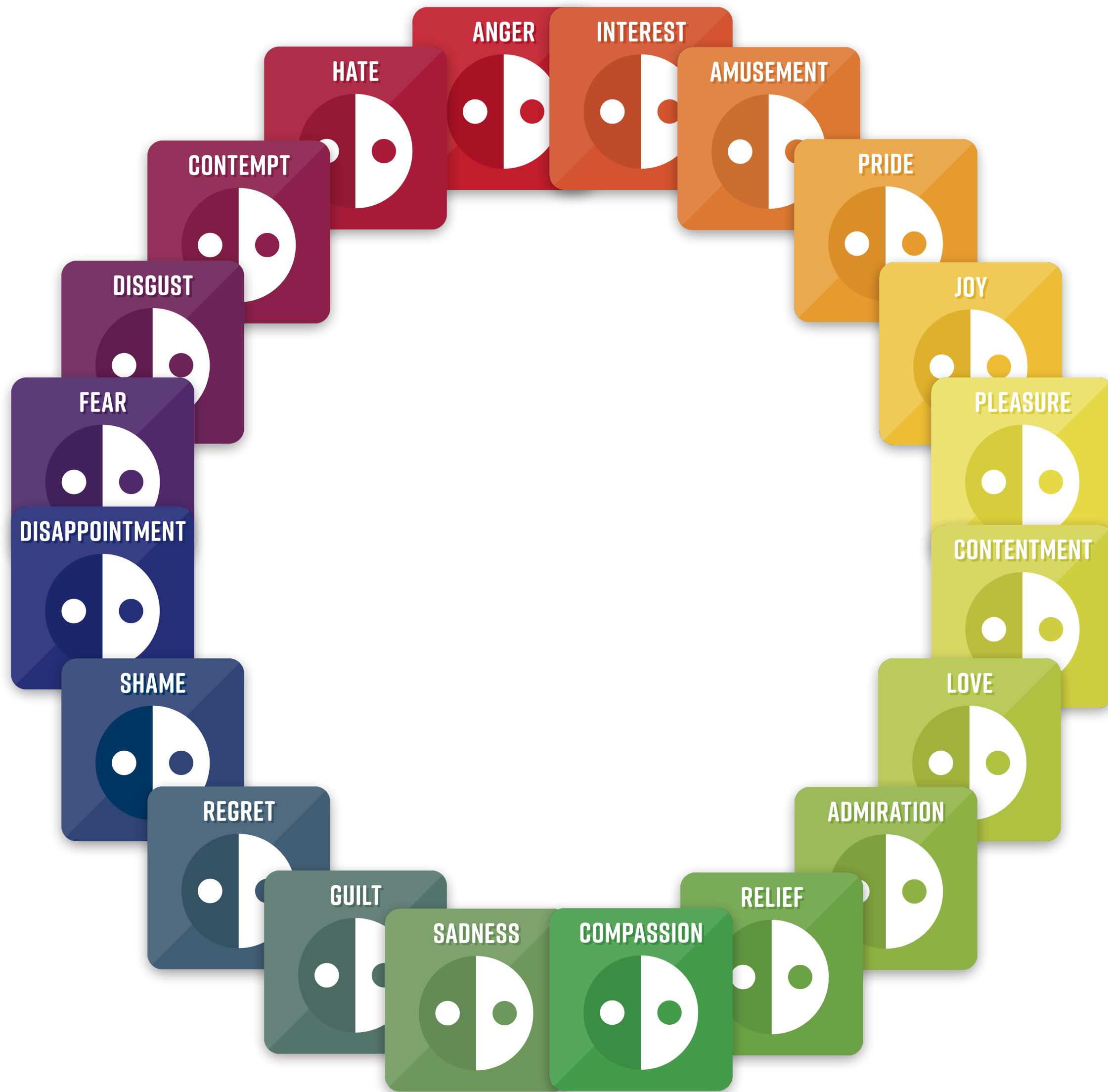
Behavior Matrix for the Twitter User in the Context of Trump's Re-election

From September to October, 2020



Facts About the Study

- Data was collected as online surveys through two YouGov panels in the U.S. from September 2 to September 4 and October 16 to October 19, 2020
- The quota sampling was implemented on the basis of age, gender, and geographic location to represent the overall U.S. adult population
- For the overall results (N=1265 and N=1259) the margin of error is plus or minus 2.5 percentage points
- Variables: Gender, age, region, race, education, income, marital status, parent or guardian of any children, social networks, and party preference
- The data was analyzed with the NayaDaya® Emotional and Behavioral Intelligence algorithm, based on scientific theory and research
- NayaDaya's evidence-based approach and analytics makes it possible to understand emotions and predict behavior and engagement among U.S. citizens in the context of the 2020 presidential election



Questions Presented to U.S. Citizens

- How do you feel about **Donald Trump** getting re-elected as US President?
- How do you feel about **Joe Biden** getting elected as the next US President?

The model of emotional experiences with 20 emotion choices and the predictive analytics are based on the scientific theory^[1], research^[2], and algorithm^[3].

[1] Scherer, K.R., Fontaine, J.R.J., & Soriano, C. (2013). Components of Emotional Meaning. Oxford University Press.

[2] Pre-existing scientific research independently conducted and published by the Geneva Emotion Research Group at the University of Geneva.

[3] The Emotional Value Index (EVI) algorithm developed by NayaDaya Inc.



Further Information

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