Presidential Election 2020: Emotions and Future Behavior of U.S. Voters

Study: How do U.S. citizens feel about Donald Trump and Mike Pence or Joe Biden and Kamala Harris getting elected?

How do these emotions influence behavior and engagement among U.S. citizens?

Freemium Report | September 2020 | Conducted by

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YouGov®

statista

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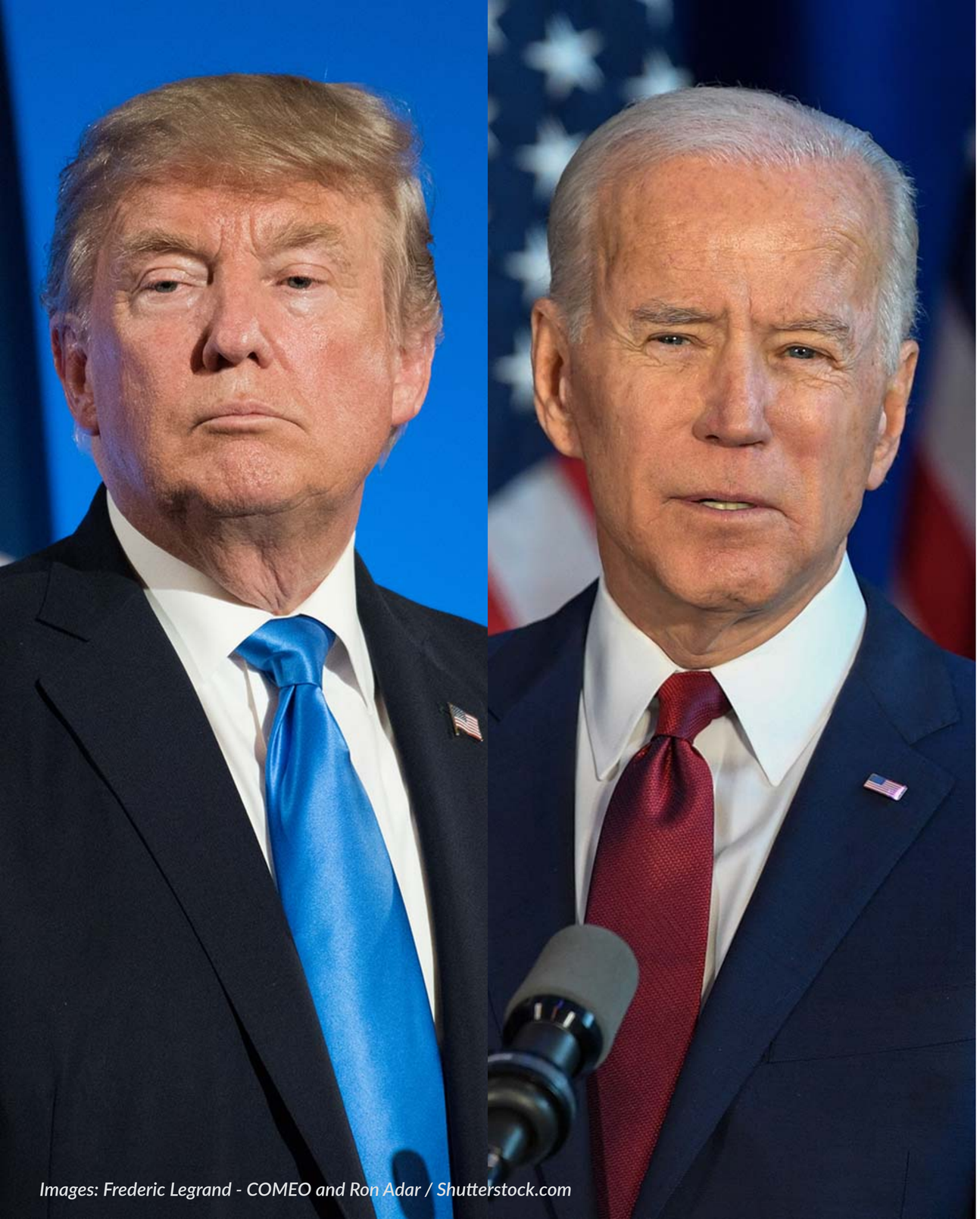

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How Do U.S. Voters Feel and How Will They Act?

This study explores the emotional and behavioral impact of the presidential and VP candidate election on the voters.

These results reveal fundamental insights into the diverse emotional experiences and future behavior of U.S. citizens, evoked by the re-election of Donald Trump and Mike Pence, or the election of Joe Biden and Kamala Harris.

The voter behavior, expressed through emotions and positive or negative engagement, has a crucial impact on campaigns and election outcomes.

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Key Findings on the Presidential Candidates

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- **Relief**, **disgust**, **fear**, and **disappointment** are the most chosen emotions for the election of Trump and Biden – distribution varies between candidates
- The most chosen emotion for Trump's re-election is **disgust**, indicating that his re-election would represent something immoral that violates voters' moral standards
- In Biden's case, it's **relief**, implying avoidance of a threat – it's also number one positive emotion for Trump
- For the U.S. voters, emotionally, the election is mostly about avoiding the undesirable result, not about being inspired and uplifted by their candidates
- About 32 % of the U.S. voters are loyals and advocates to Trump's re-election, 45 % to Biden's election

Insights into subgroups

- More than a quarter of the respondents are not in favor of Democrats or Republicans; 31 % of them are positively engaged in Trump's re-election, 37 % in Biden's election
- Among the young (18-34), 47 % of the respondents are loyal to Biden, 27 % to Trump
- Among white respondents, candidates are close; as for the African Americans, 58 % are loyal to Biden, only 13 % to Trump
- 61% of both Twitter and TikTok users feel negative emotions about Trump's re-election

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Key Findings on the Vice President Candidates

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- Compared to Trump, Pence's re-election evokes even more **disgust** but less **relief** and **fear** – overall less emotions
- Harris is unlike Biden: Her election creates more positive, engaging emotions of **pride**, **admiration**, and **interest**
- Pence is a kind of Trump's reflection – he's not creating additional emotional value for the campaign
- As for Harris, her supporters are more devoted to her actual election than just avoiding the undesirable result; she's creating additional emotional value for the campaign
- About 27 % of the U.S. people are loyals and advocates to Pence's re-election, 42 % to Harris' election

Insights into subgroups

- Among the respondents not in favor of Democrats or Republicans, both VP candidates arouse clearly more negative than positive emotions – especially Pence
- In Harris' case, **disgust** and **fear** are strong among the Republicans; generally, males feel **disgust** far more often than females, and females feel much more **admiration**
- Among the young and the African Americans, Harris has much more loyals than Pence; among the white, their competition is tight
- As for Harris, the white feel **fear** almost seven times more often than the black; the black feel **pride** twice as often as the white

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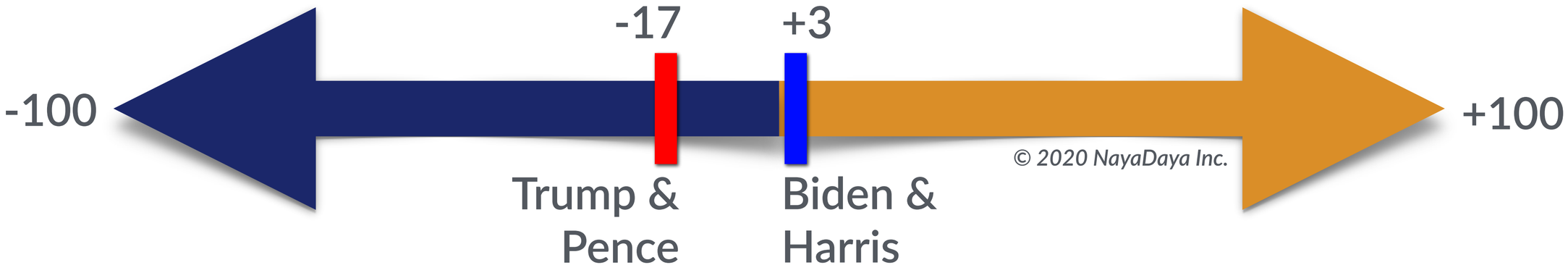
Valence – Both Teams

Indicates negativity or positivity of emotions and behavior of U.S. voters



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TRUMP PENCE KEEP AMERICA GREAT 2020

BIDEN HARRIS 2020

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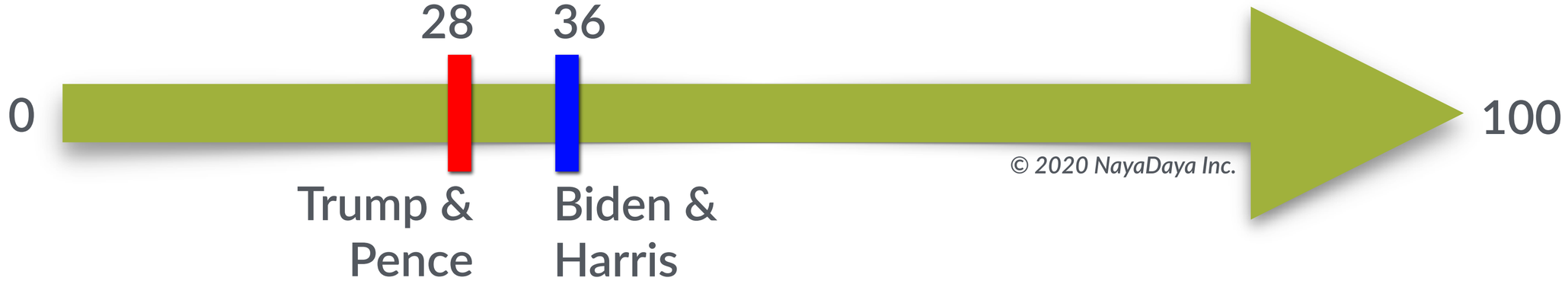
Emotional Value Index (EVI) – Both Teams

Predicts positive, engaged, and prosocial behavior of U.S. voters



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Behavior Matrix – Introduction

Behavior predicted through the NayaDaya's science-based emotion analytics

Negative-engaged
Accusation, aggression, hostile actions, attack

Negative-disengaged
Withdrawal, avoidance, stagnating, leaving, isolating oneself, distancing

Positive-engaged
Interaction, being involved, receptive, loyalty, trust, helping others, following role models, recommendations

Positive-disengaged
Acquiescence, agreement, relaxation, passive enjoyment, quiet support

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Behavior Matrix – Both Teams

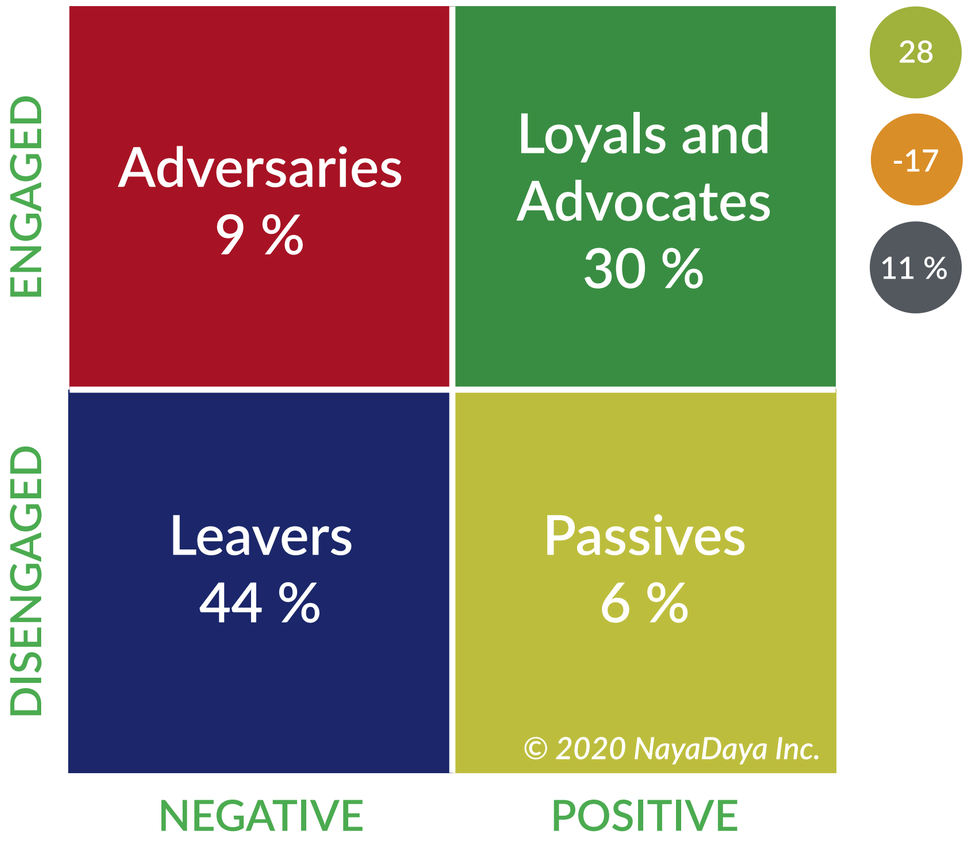
Behavior profiles of U.S. voters

Emotional Value Index (EVI) from 0 to 100

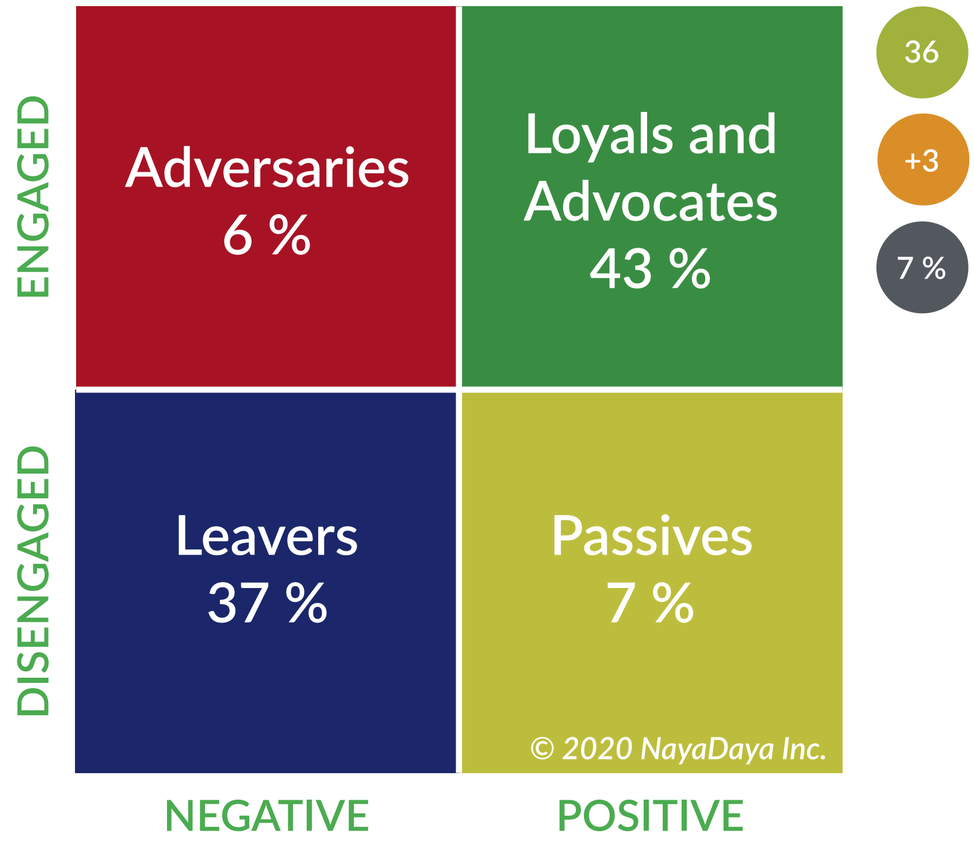
Valence from -100 to +100

Unresponsives' percentage

Team Trump & Pence



Team Biden & Harris



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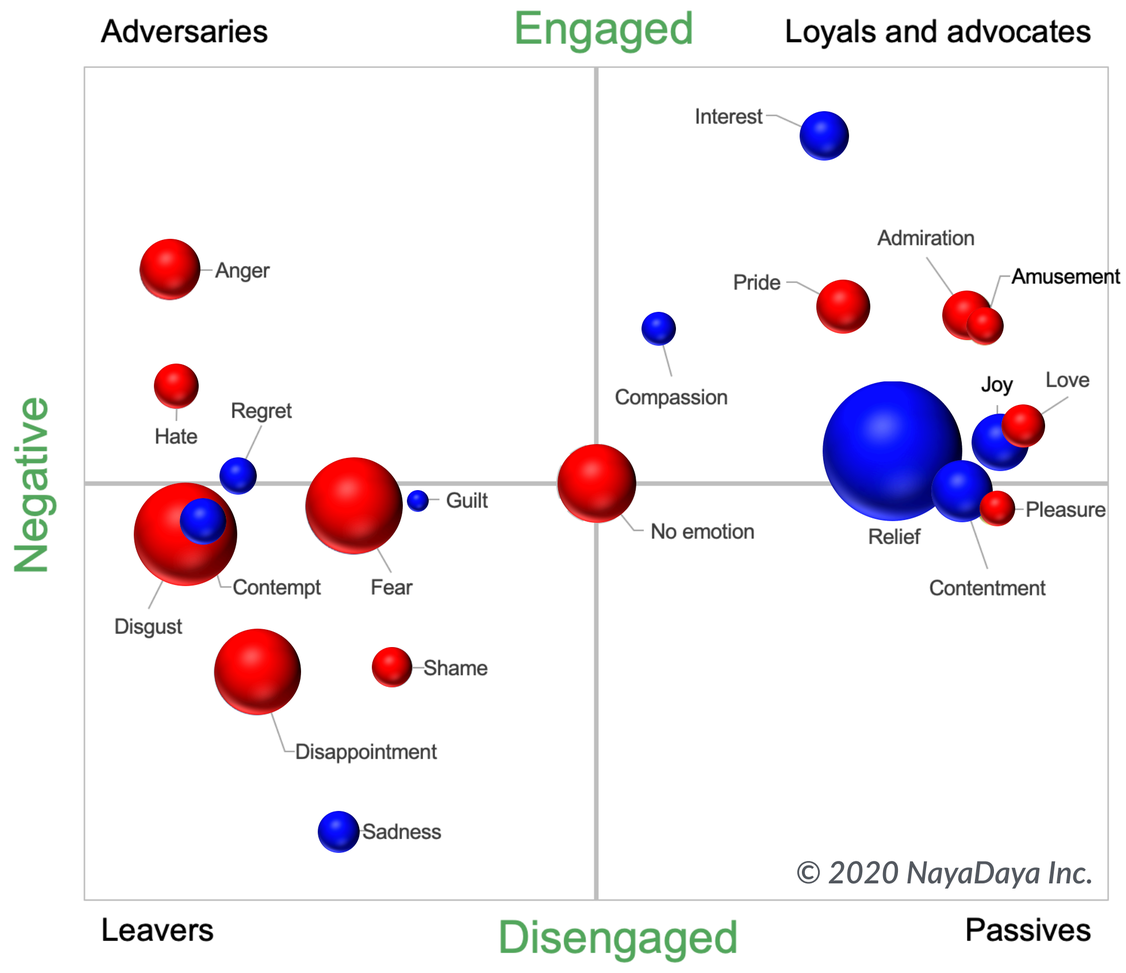
Behavior Matrix

Which presidential candidate evokes the most each emotion?
How emotions influence U.S. voters' behavior?

Trump

Biden



For each emotion, the diagram presents for which candidate it was chosen the most. The size of the bubble indicates how many people chose that emotion for the candidate.

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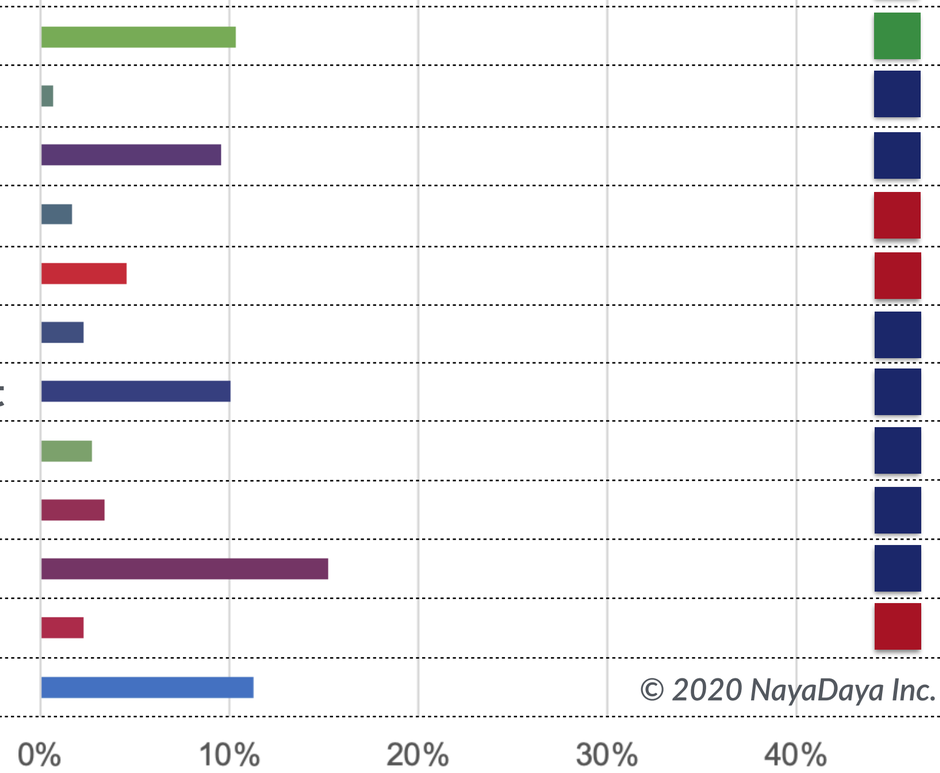
Emotions and Meanings – Team Trump & Pence

Adversaries Loyals
Leavers Passives

Meanings	Emotions	Emotion percentage	Matrix
Building close connection, interaction, affection, and trust	**Love**		
Creating attention, attraction, curiosity, and involvement	**Interest**		
Generating unexpected delight or strongly supporting personal goals	**Joy**		
Accomplishing extraordinary qualities and evoking appreciation	**Admiration**		
Creating well-being, sensual delight, and enjoyment	**Pleasure**		
Building success, self-esteem, and positive social worth	**Pride**		
Fulfilling needs and goals sufficiently	**Contentment**		
Being in a distress or revealing and relieving distress of others	**Compassion**		
Being funny and entertaining or ridiculous (sarcasm)	**Amusement**		
Resolving unpleasant or dangerous situations or tackling problems	**Relief**		
Violating one's internal moral standards	**Guilty**		
Causing uncontrollable threats, dangers, and worries	**Fear**		
Leading to undesirable conditions through one's own actions	**Regret**		
Causing unwanted and harmful circumstances directly	**Anger**		
Violating one's external standards or humiliating directly	**Shame**		
Failing hopes, promises, and expectations	**Disappointment**		
Causing a loss of a valuable thing or a person	**Sadness**		
Conducting socially or morally reprehensible actions	**Contempt**		
Producing unpleasant things or immoral actions	**Disgust**		
Arousing strong aversion and hostility or generating daily troubles	**Hate**		
Being insignificant, evoking nothing	**No emotion**		



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Emotions and Meanings – Team Biden & Harris

Adversaries Loyals
Leavers Passives

Meanings	Emotions	Emotion percentage	Matrix
Building close connection, interaction, affection, and trust	**Love**		
Creating attention, attraction, curiosity, and involvement	**Interest**		
Generating unexpected delight or strongly supporting personal goals	**Joy**		
Accomplishing extraordinary qualities and evoking appreciation	**Admiration**		
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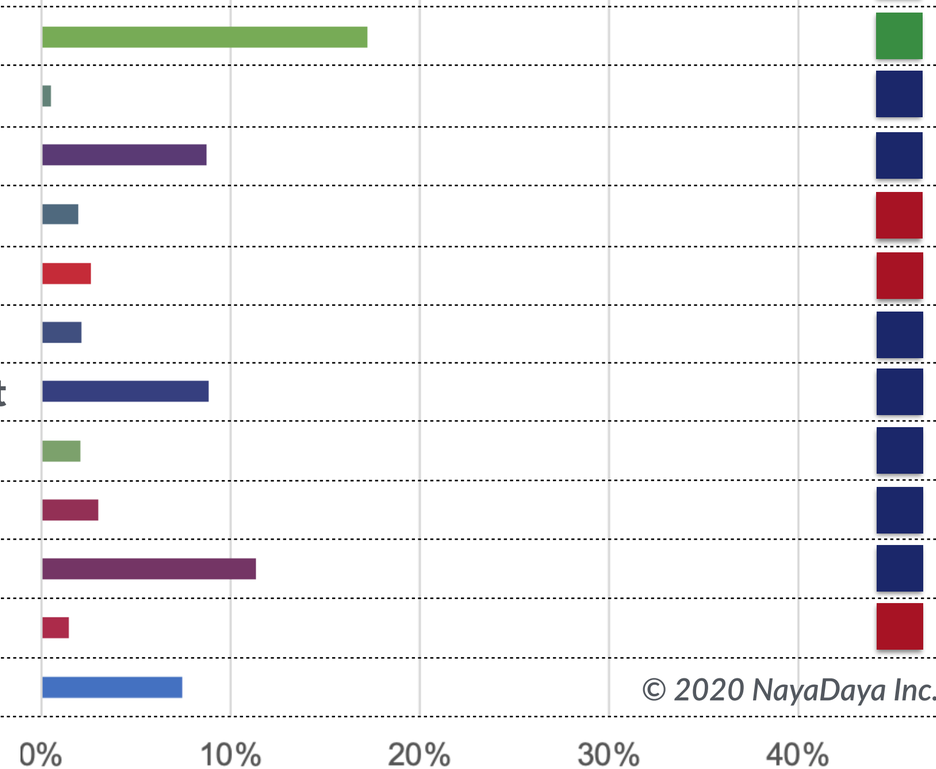

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Facts About the Study

- Data was collected as an online survey through the YouGov panel in the U.S. from September 2 to September 4, 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) 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

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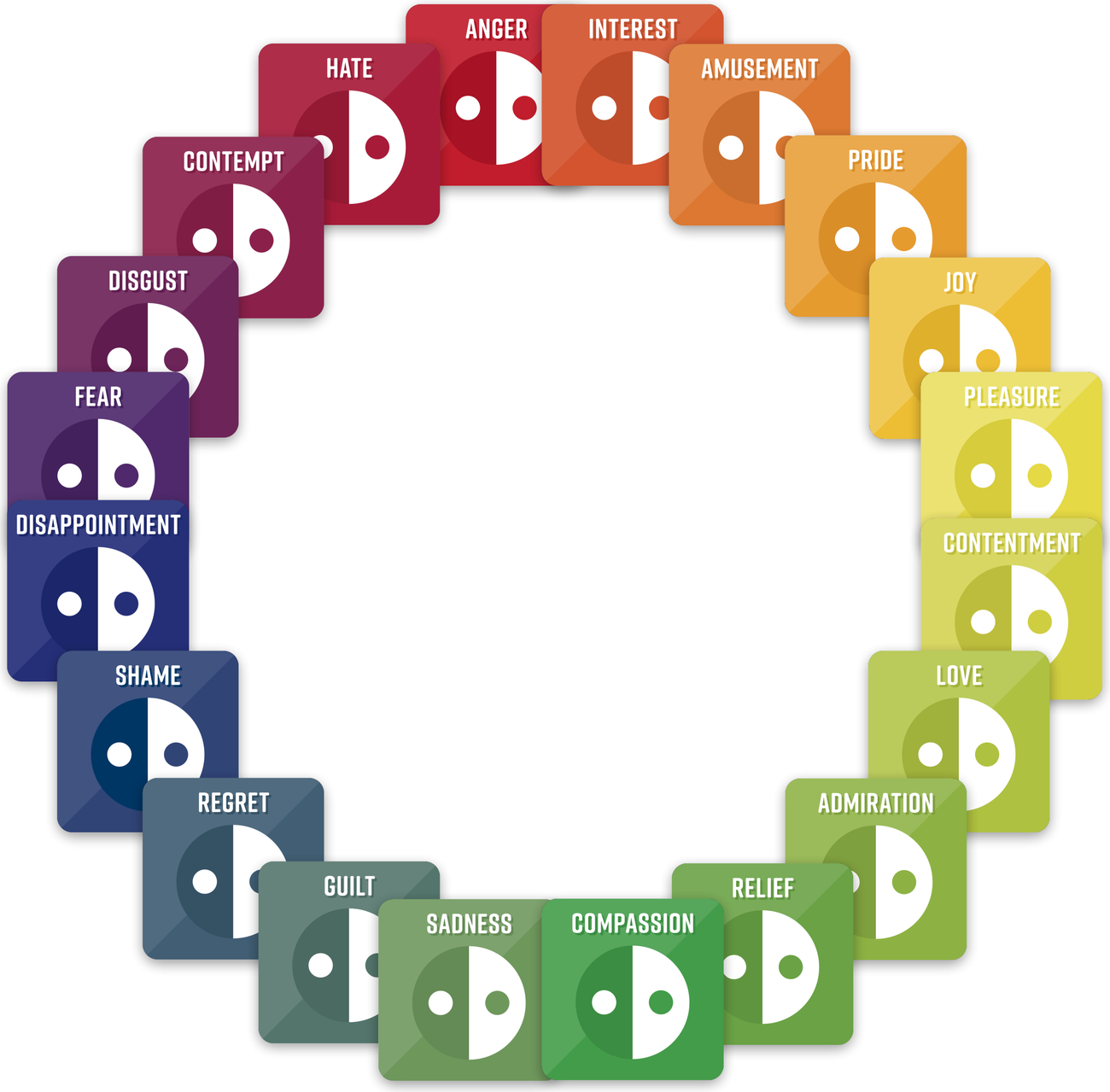

Questions Presented to U.S. Citizens

- 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?
- How do you feel about **Mike Pence** getting re-elected as Vice President?
- How do you feel about **Kamala Harris** getting elected as the next Vice 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.

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Premium Report and Data

The premium content (56 pages) includes the free data in this report plus

- Positive or negative valence for each candidate
- Emotional Value Index for each candidate
- Behavior matrices with emotions and percentages for each candidate (loyals, passives, leavers and adversaries)
- Emotion profiles and meanings for each candidate
- Behavior matrices and emotion profiles for sub-groups and each candidate (political party preference, gender, age, race, education, income, Twitter users)
- Behavioral analytics and data with details and diagrams (Microsoft Excel format)
- Emotion data with all variables: Gender, age, geo-graphic region, race, education, marital status, parent or guardian of any children, annual income, social networks memberships, political party preference (Microsoft Excel format)

Available at www.nayadaya.com

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