



Covid-19's Impact on the U.S. Presidential Election: Emotions and Behavior of Voters

*Study: How do U.S. citizens feel about the Federal Government's Response to the Covid-19 pandemic?
How do these emotions influence voter behavior and engagement in the context of the election 2020?*

Free Study Report | October 2020 | Conducted by



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Table of Contents

Key Findings	3
Positive and Negative Emotions	4
Positive and Negative Emotions by Region	5
Top 3 Emotions Among All U.S. Voters	6
Emotion Profile and Meanings	7
Emotional Value Index	8
Behavior Matrix – Race	9
Behavior Matrix – Social Media	10
How Covid-19 Influences the Election	11
Facts About the Study	13
Questions to U.S. citizens	14
Further Information	15



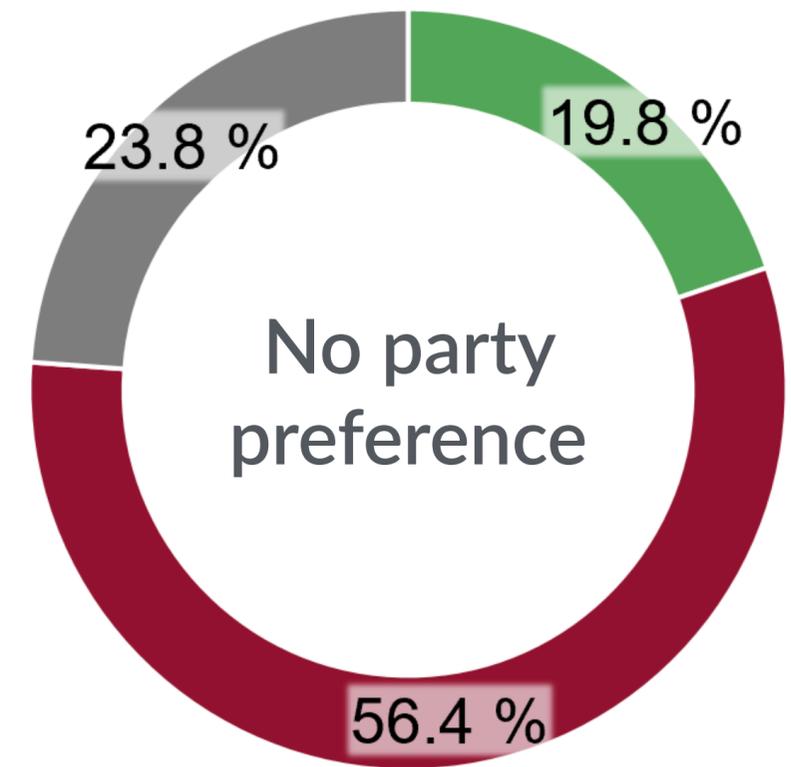
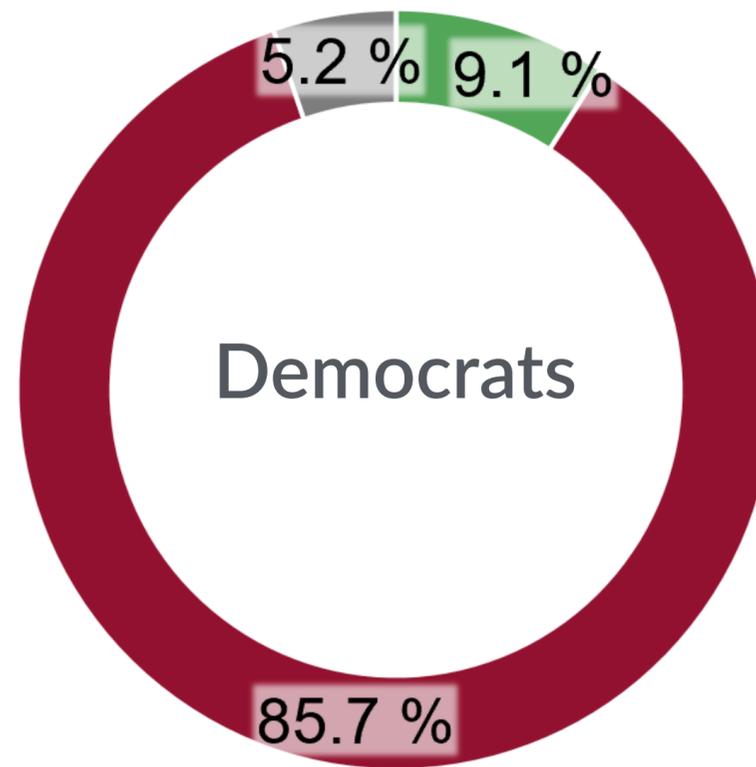
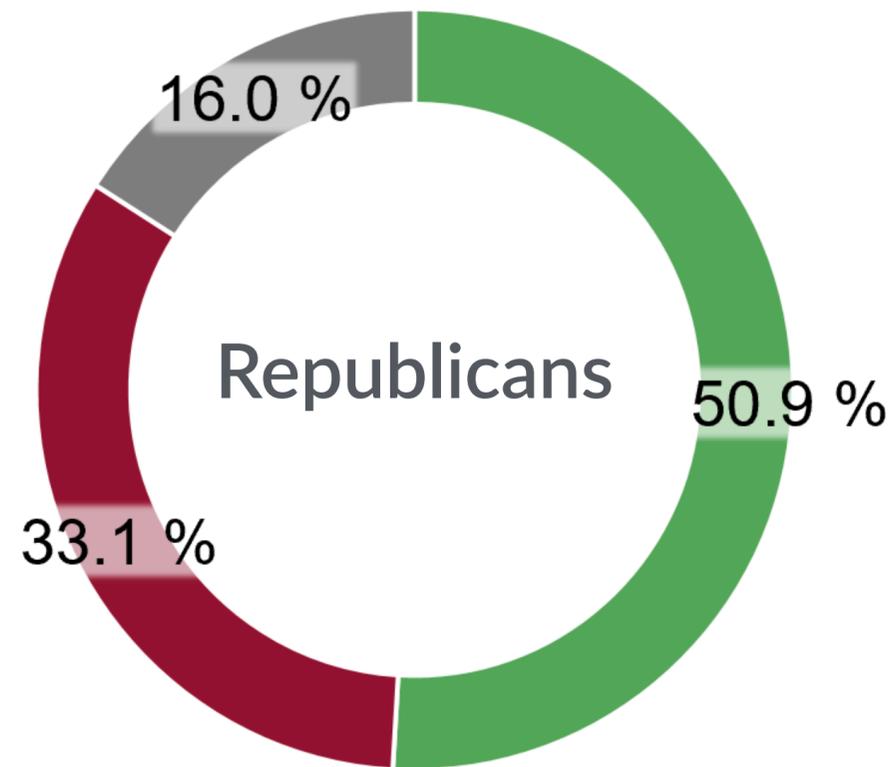
Key Findings

- U.S. voter emotions about the federal government's Covid-19 response are mostly negative: The dominating emotions are **disappointment, anger, and disgust**
- Among the voters with no party preference, 56 % have negative feelings about the coronavirus actions, 20 % positive, and 24 % no emotions
- Even among the Republican voters one out of three has a negative emotion about the Covid-19 response
- The most positive voters are in the South and Northeast (28%); the most negatives are in the West (68 %)
- Females have more negative feelings than males, and their Emotional Value Index (EVI) value that predicts positive, engaged, and prosocial behavior, is very low (20/100)
- The voter emotions are even more negative for the Covid-19 response than for Trump's re-election
- People who have positive emotions (26 %) about the response to Covid-19 show also positive and engaging emotions towards Trump's re-election
- Vice versa, those who express negative emotions (61 % i.e. much more) about the coronavirus response tend to show positive and engaging emotions toward Biden's election
- **The greater the significance of the pandemic for the election, the worse the situation is for Trump**



Positive and Negative Emotions

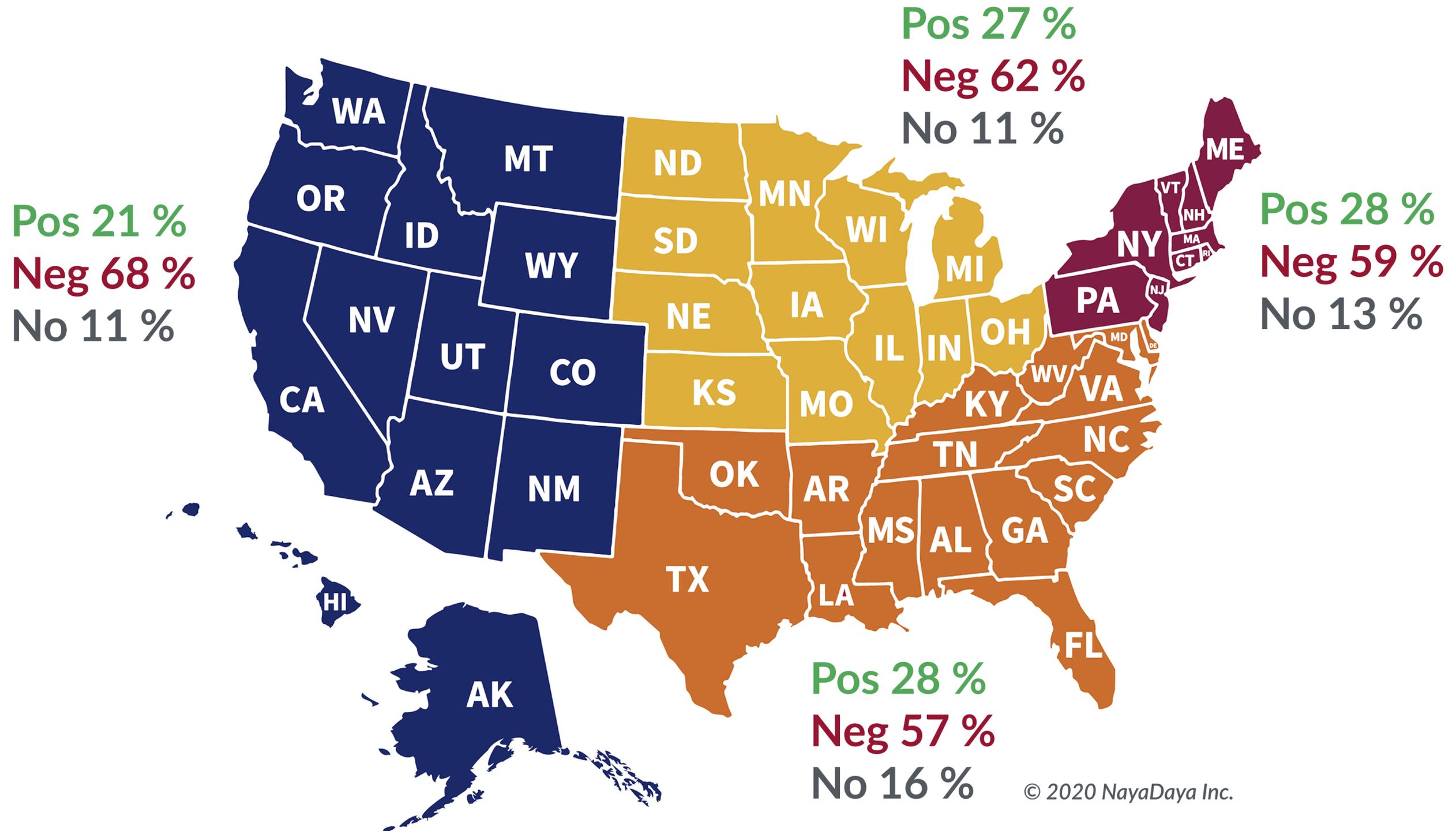
Toward U.S. federal government's response to the Covid-19 pandemic



- Positive emotions
- Negative emotions
- No emotions

Positive and Negative Emotions by Region

Toward U.S. federal government's response to the Covid-19 pandemic in West, Midwest, Northeast, and South





Top 3 Emotions Among All U.S. Voters

Toward U.S. federal government's response to the Covid-19 pandemic

Disappointment

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Failing promises and expectations (19 %)

Anger

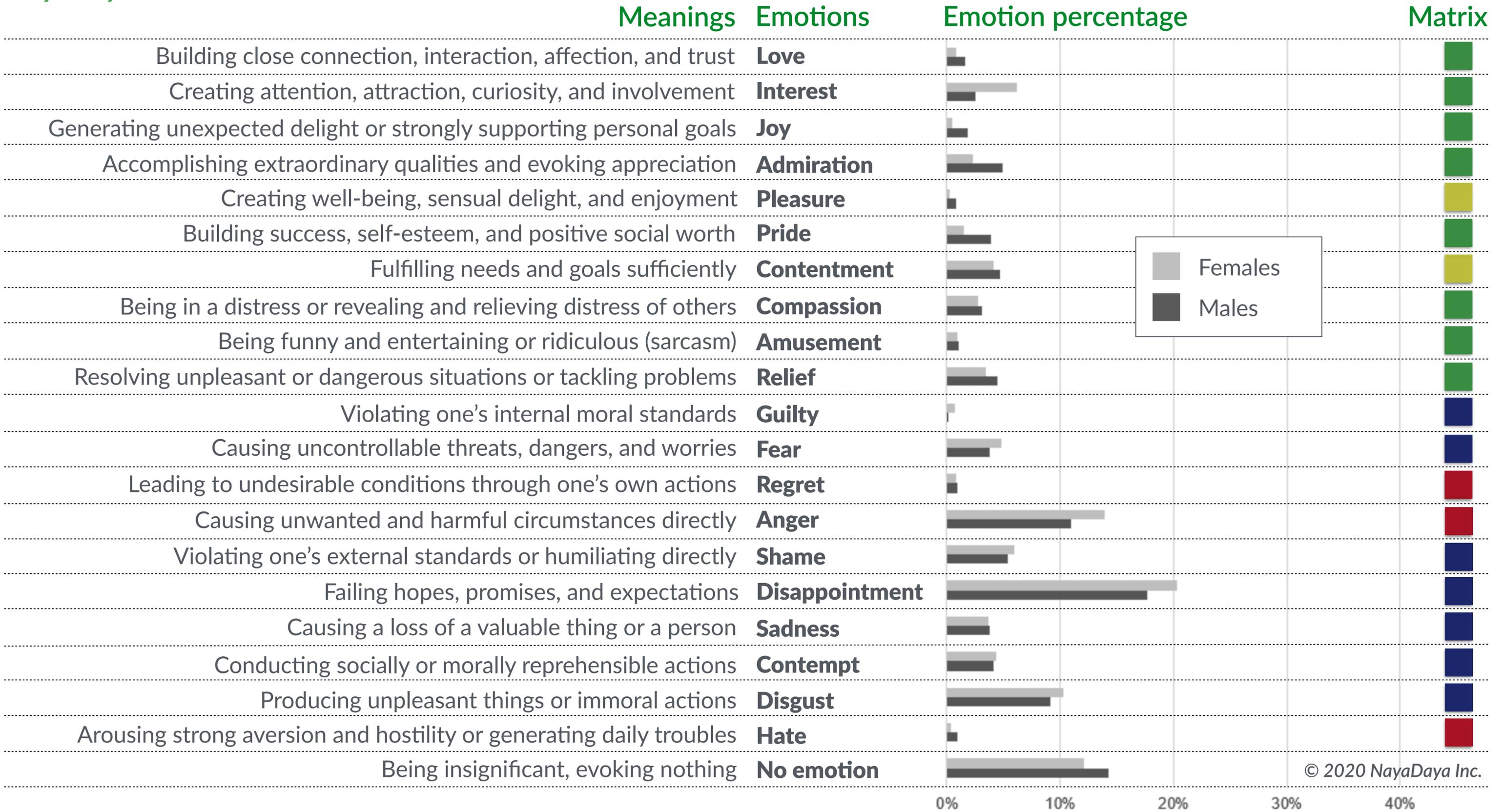
Damaging circumstances (13 %)

Disgust

Immoral actions (10 %)

Emotions and Meanings

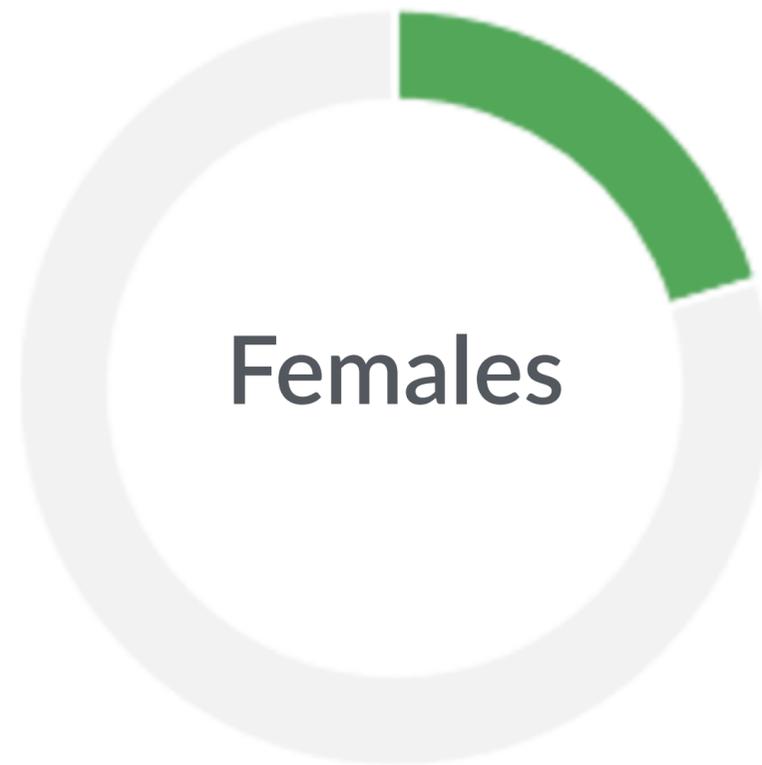
In the context of U.S. federal government's response to Covid-19



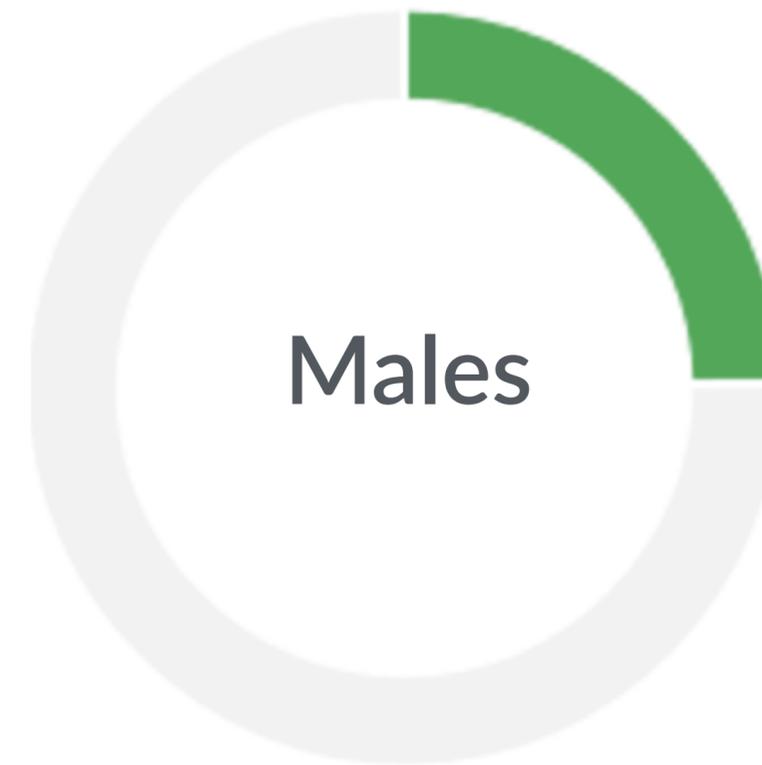


Emotional Value Index (EVI)

In the context of the federal government's response to the Covid-19 pandemic



20.4/100



24.8/100

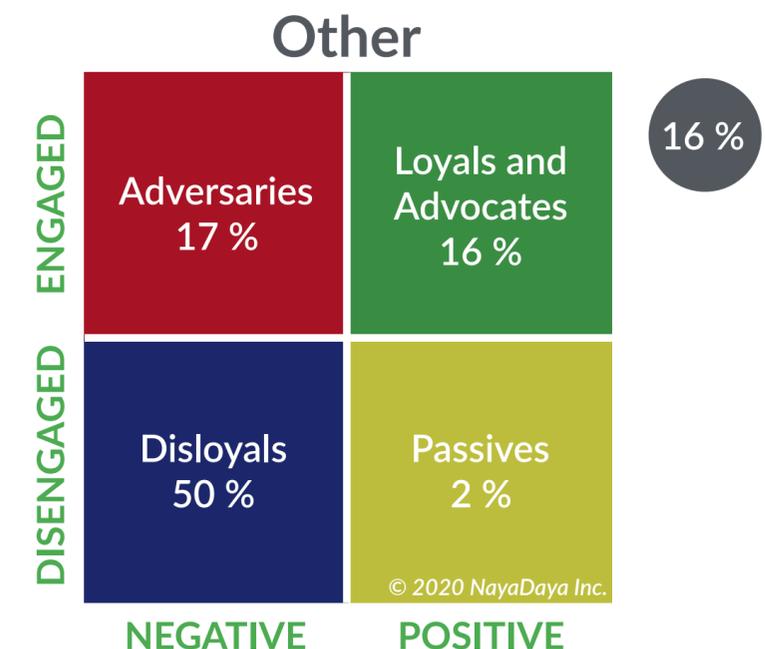
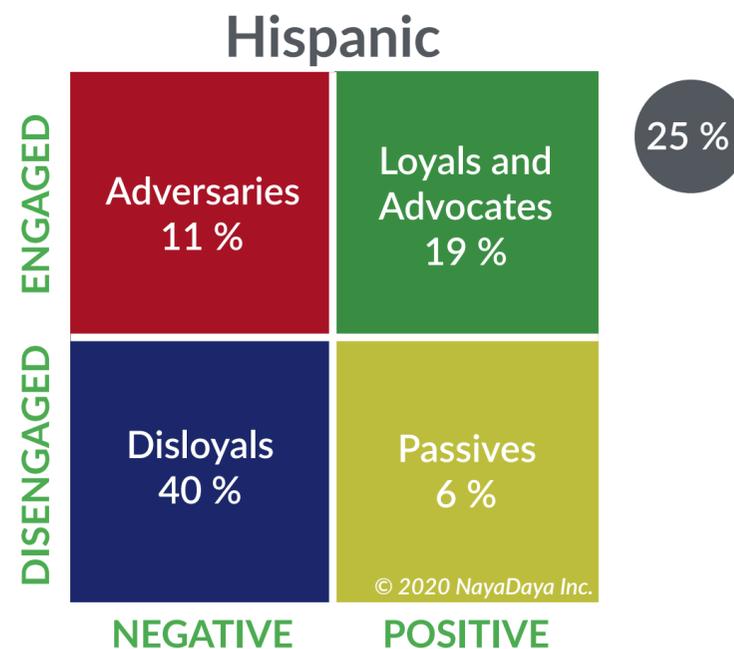
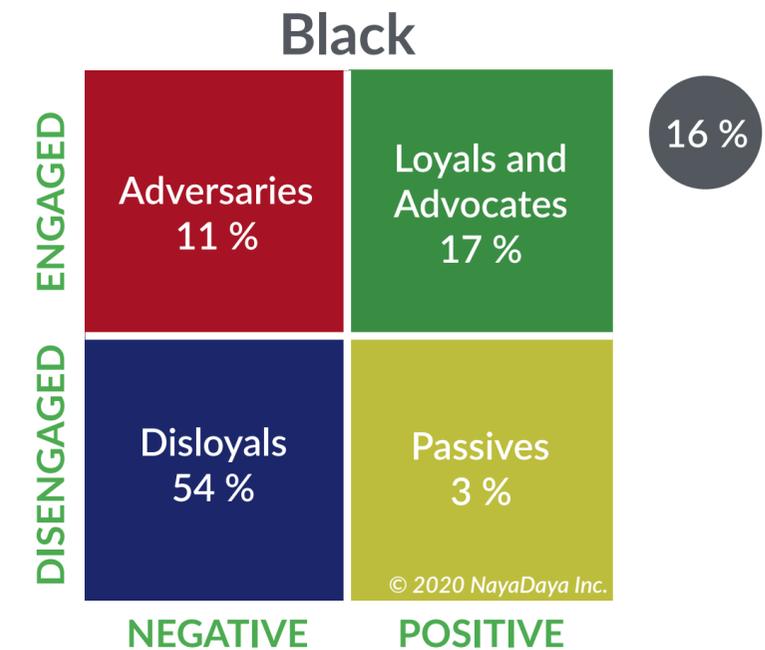
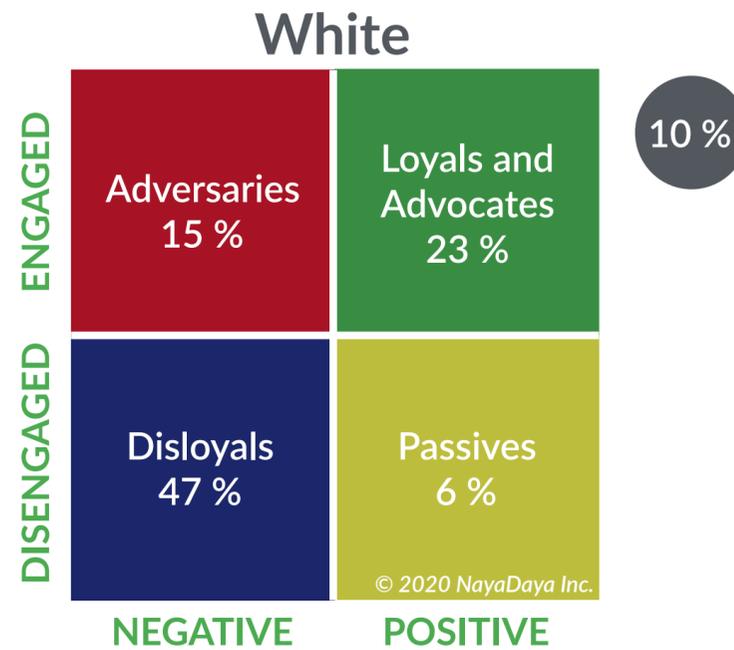
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The EVI value predicts positive, engaged, and prosocial behavior on the scale of 0-100.

Behavior Matrix – Race

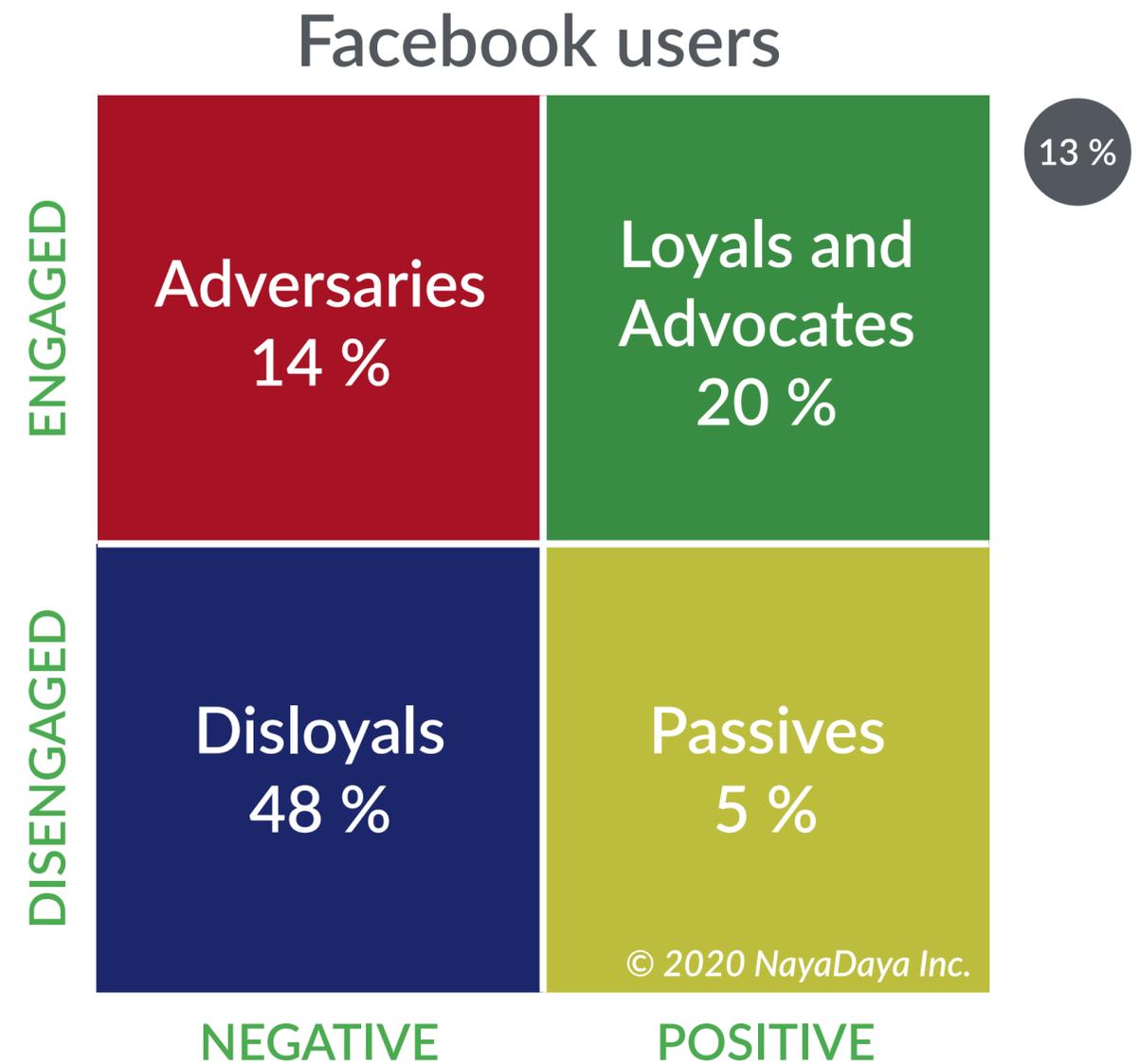
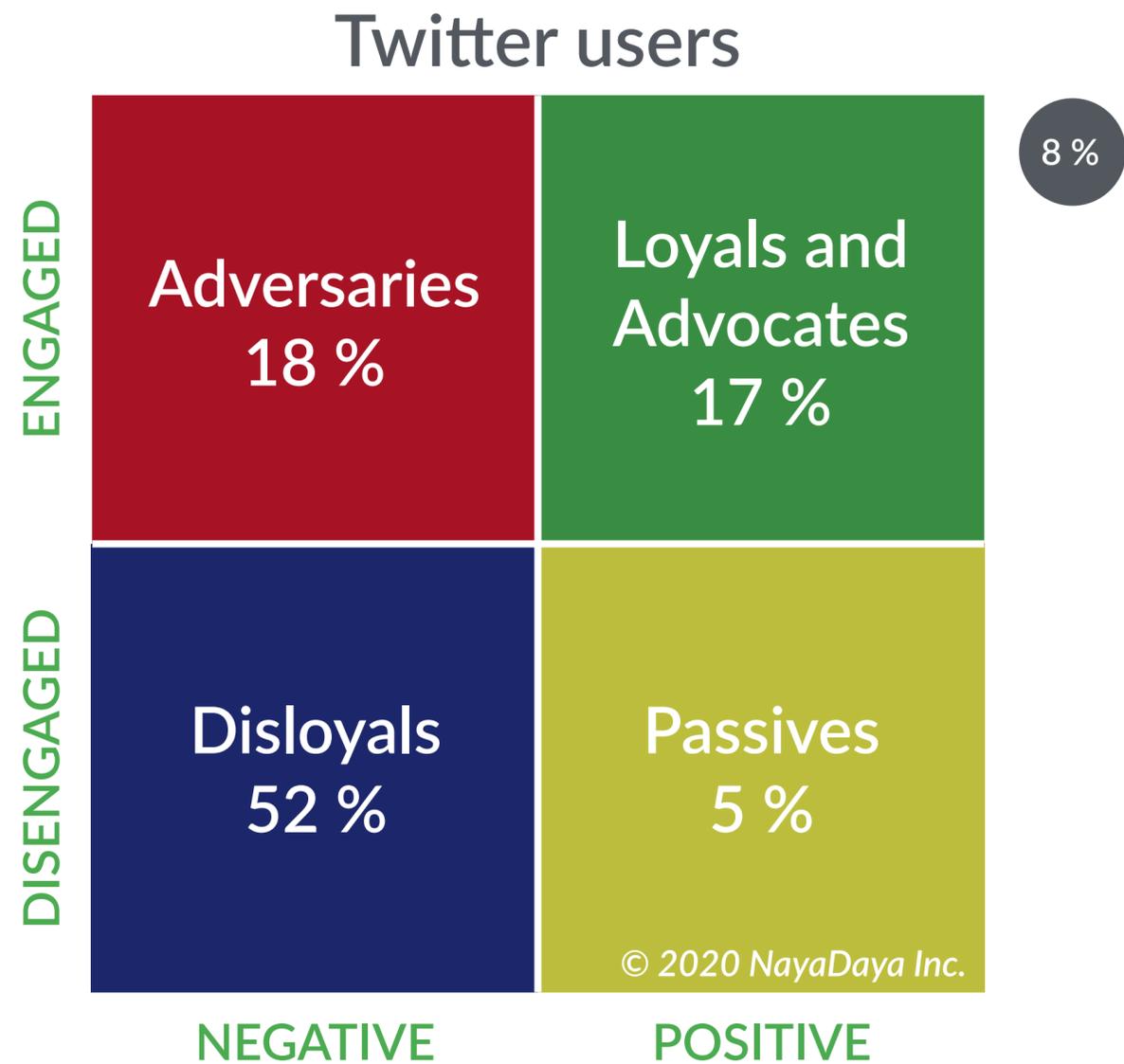
In the context of the federal government’s response to the Covid-19 pandemic

- 
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 Twitter and Facebook Users

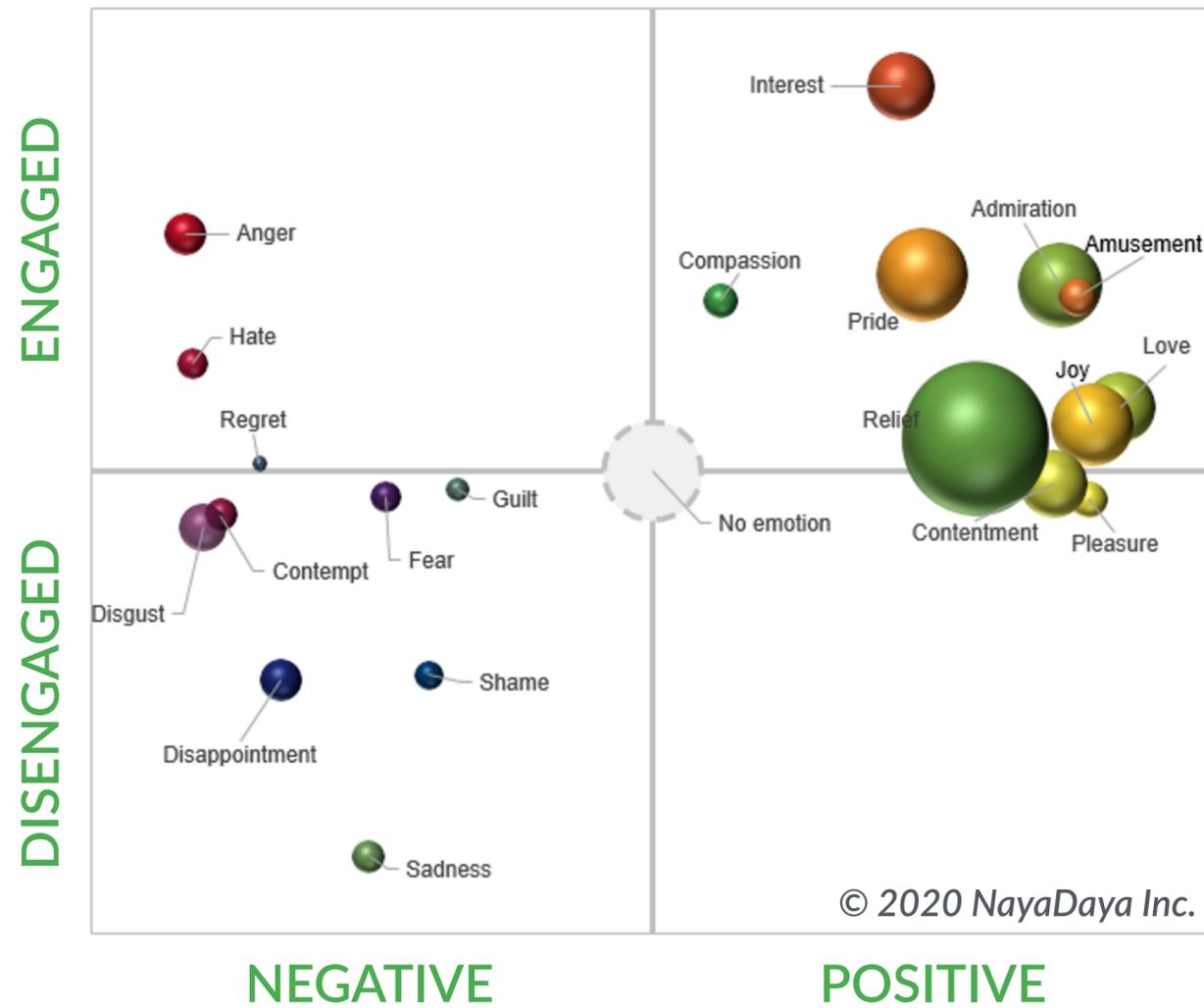
In the context of the federal government's response to the Covid-19 pandemic



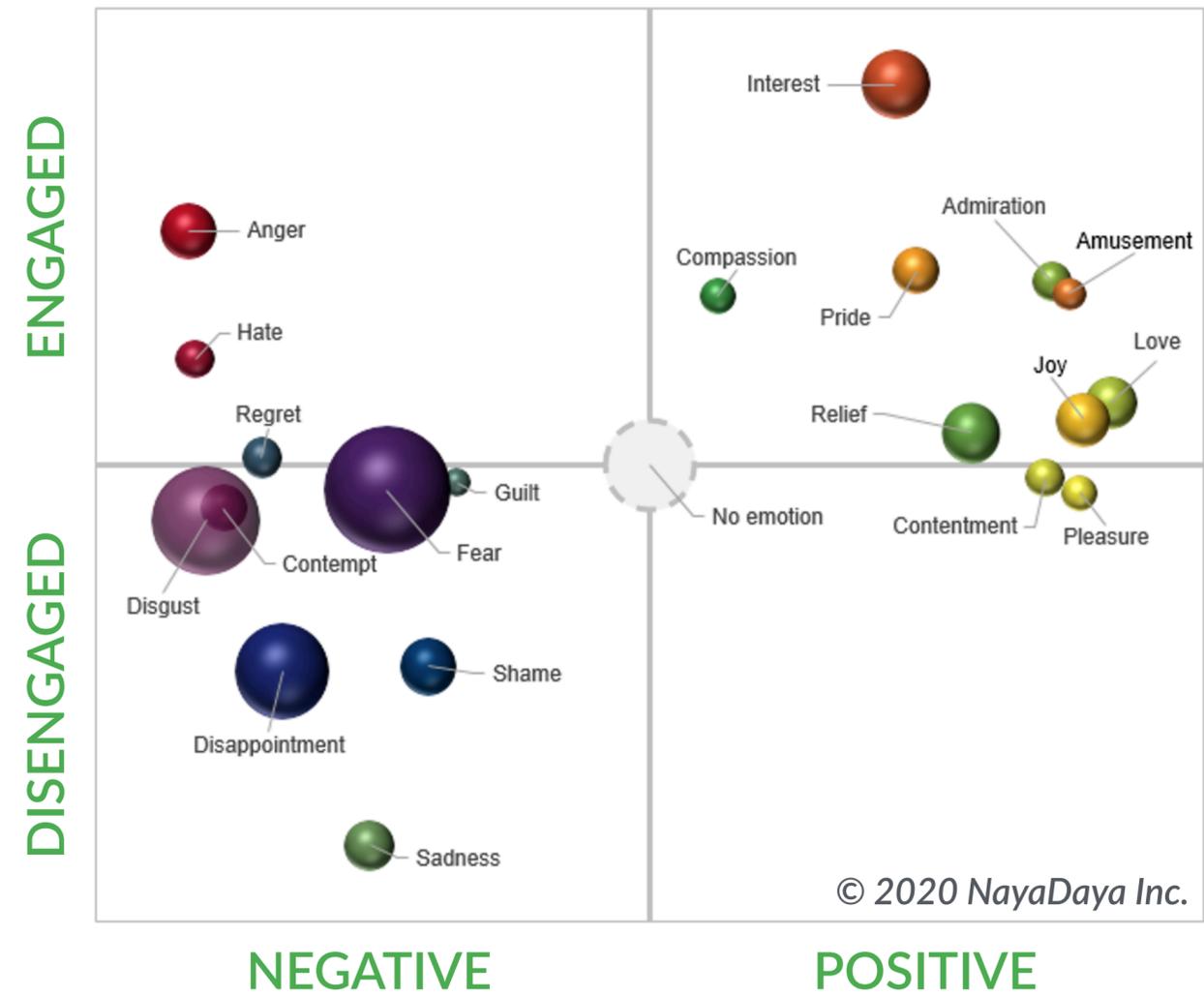
How Covid-19 Influences the Presidential Election?

U.S. voters who feel **positively** about the federal government's response to the pandemic **(26 %)**

Emotions and Behavior Toward Trump's Re-election



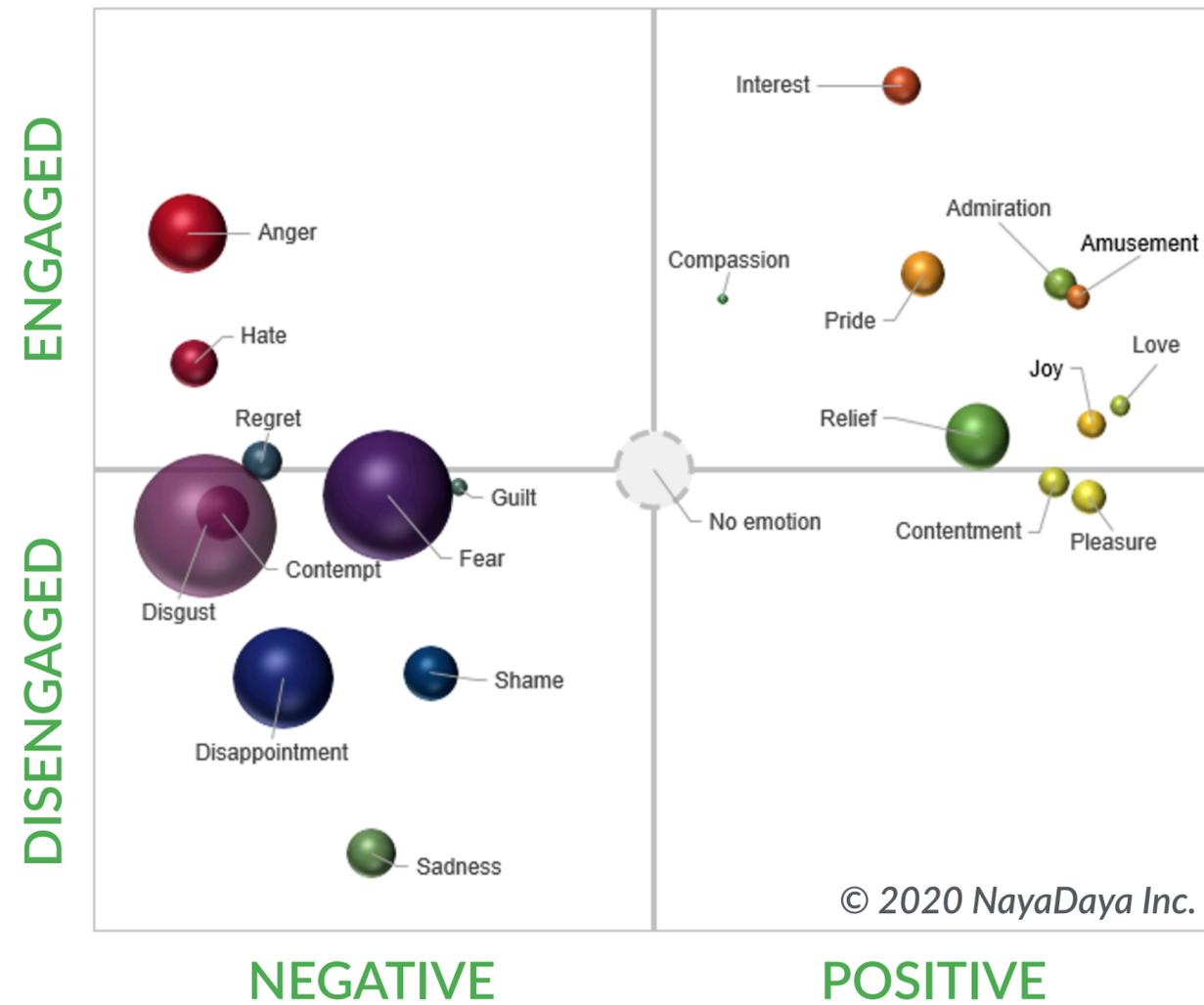
Emotions and Behavior Toward Biden's Election



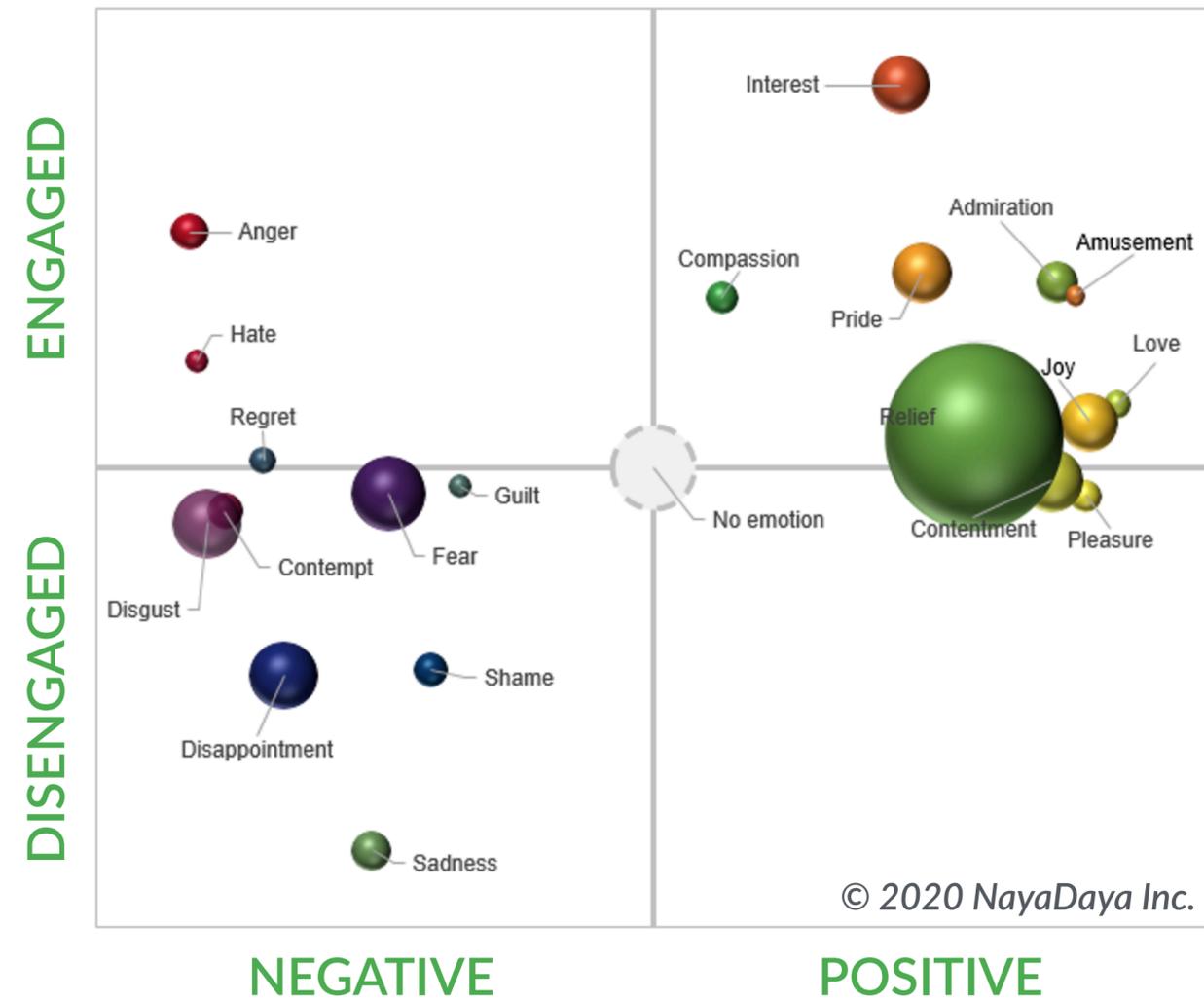
How Covid-19 Influences the Presidential Election?

U.S. voters who feel **negatively** about the federal government's response to the pandemic **(61 %)**

Emotions and Behavior Toward Trump's Re-election

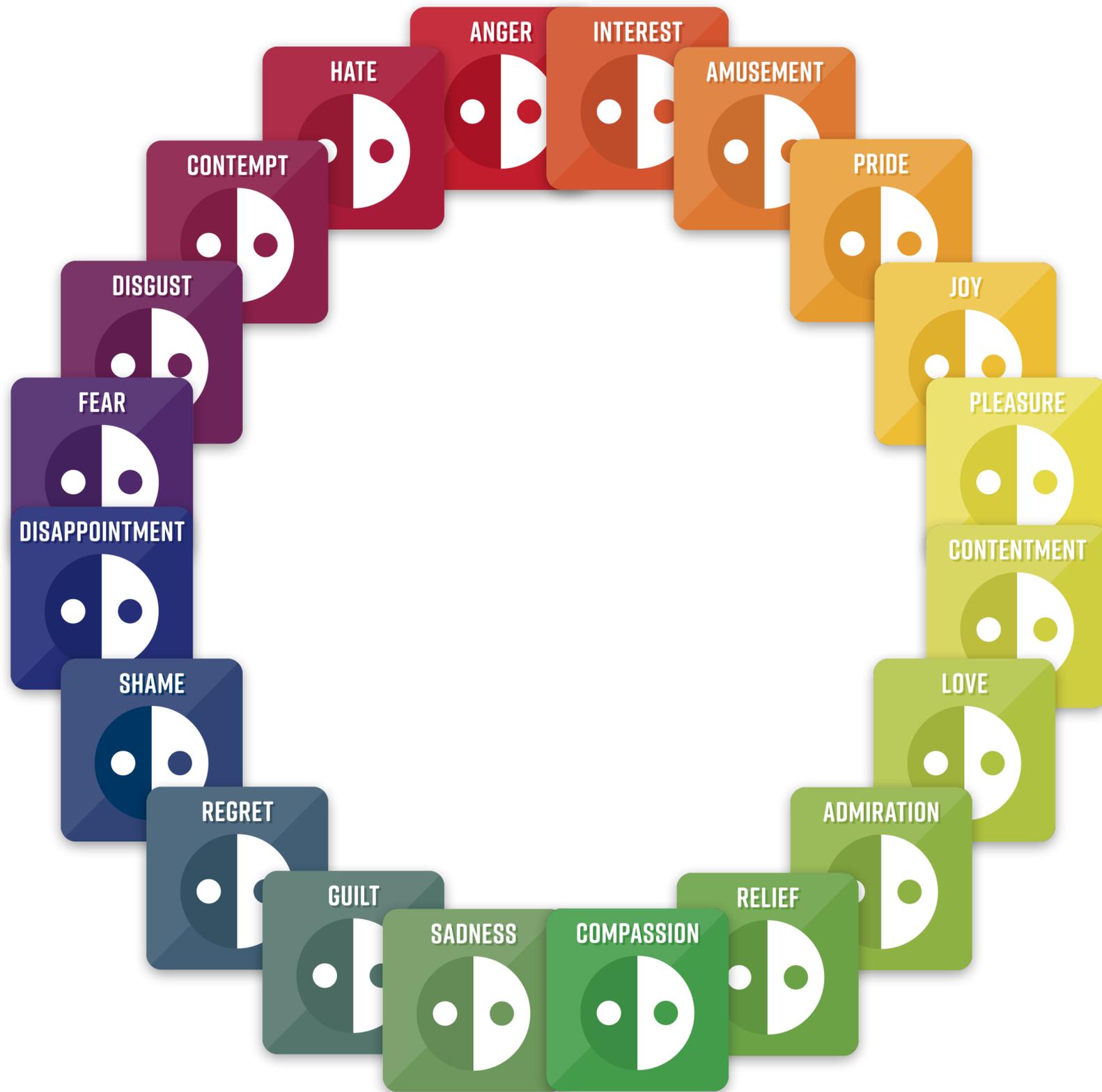


Emotions and Behavior Toward Biden's Election



Facts About the Study

- Data was collected as an online survey through the YouGov panel in the U.S. from 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=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 the federal government's response to the coronavirus (Covid-19) pandemic?

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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