Voters' Financial Situation's Emotional and Behavioral Impact on the U.S. Presidential Election

Study: How do U.S. voters feel about their personal financial situation at this moment?

How do these emotions influence their behavior and engagement in Trump's or Biden' election?

Free Study Report | October 2020 | Conducted by

NayaDaya®

YouGov®

statista

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Key Findings

- U.S. voters' emotions about their own financial situation are polarized at the moment: The most chosen emotions are **contentment**, **fear**, and **disappointment**
- People who have positive emotions about their finances favor Biden over Trump
- Among those people who have negative emotions about their finances, emotions and expected behavior are strongly against Trump's re-election
- **The more the personal financial situation has impact on voting behavior, the more unlikely it is for Trump to become re-elected**

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Top 3 Emotions Among All U.S. Voters

Toward voters' own financial situation at the moment

Contentment

Fulfilling needs and goals sufficiently (22 %)

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Fear

Uncontrollable threats, dangers, and worries (13 %)

Disappointment

Failing promises and expectations (10 %)

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Emotions and Meanings

In the context of U.S. voters' own financial situation

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**		

0% 10% 20% 30% 40%

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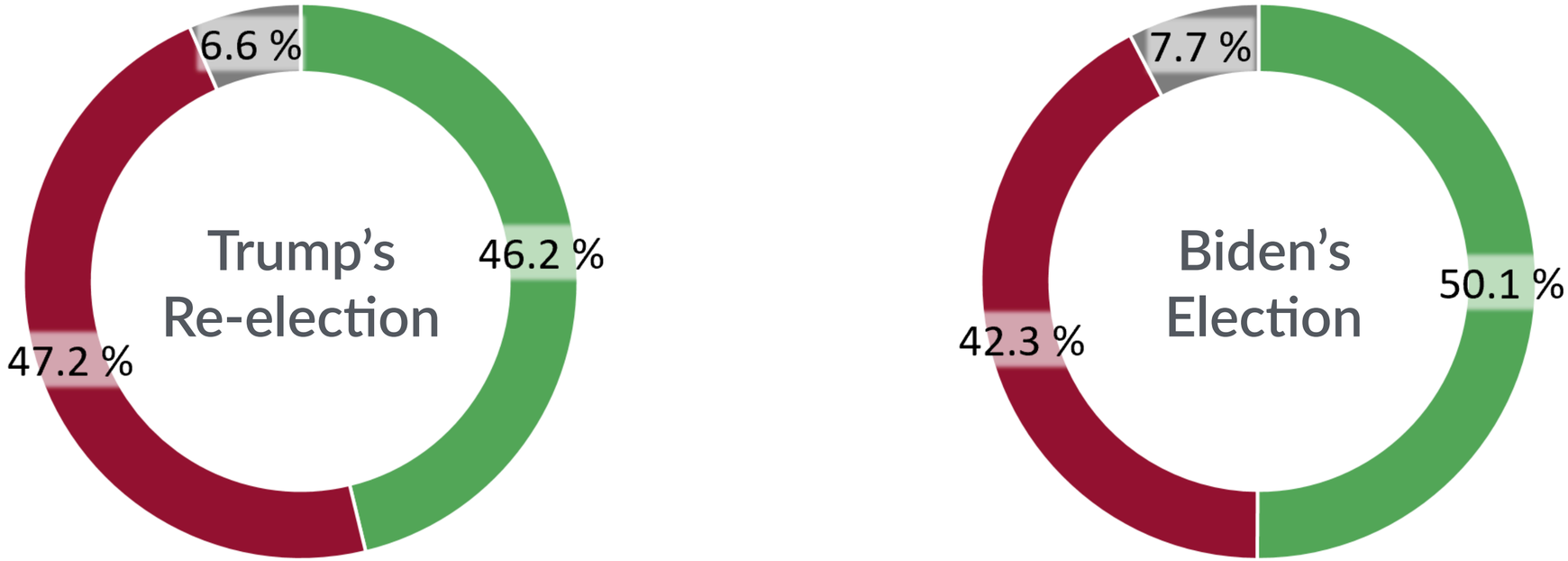
How Voters' Financial Situation Influences the Election?

U.S. voters who feel **positively** about their own financial situation at the moment **(41 %)**



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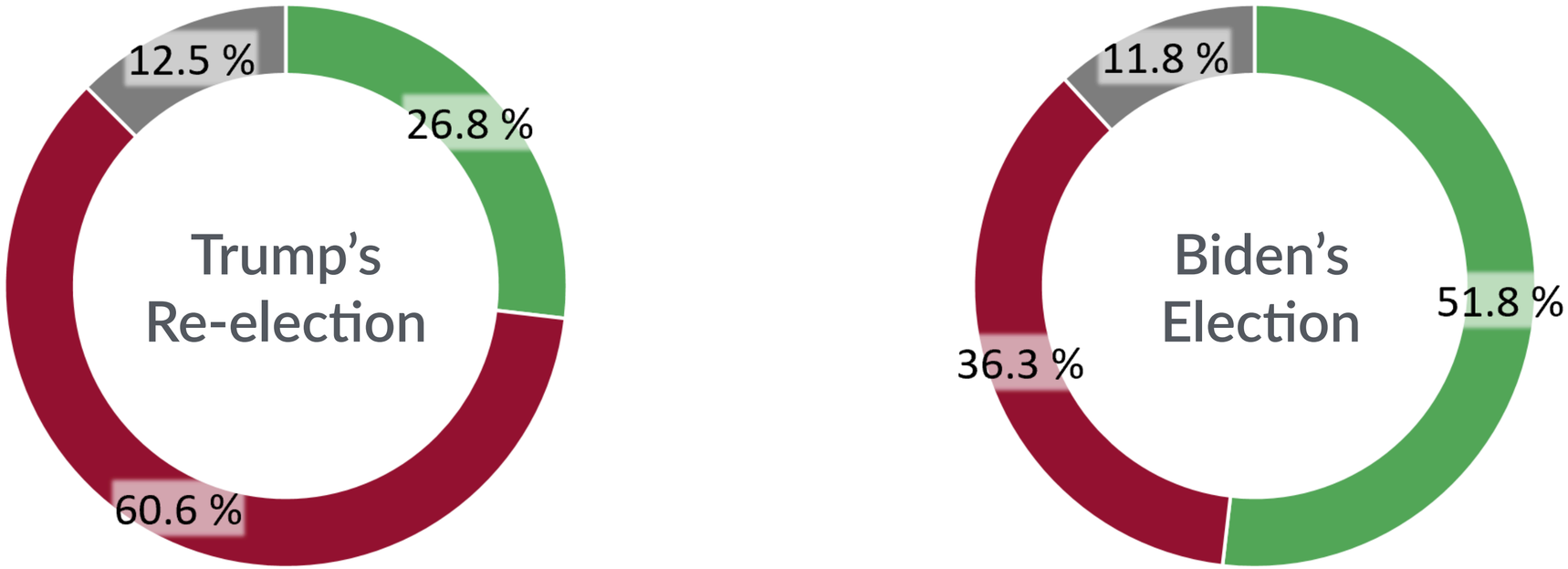
How Voters' Financial Situation Influences the Election?

U.S. voters who feel **negatively** about their own financial situation at the moment **(43 %)**



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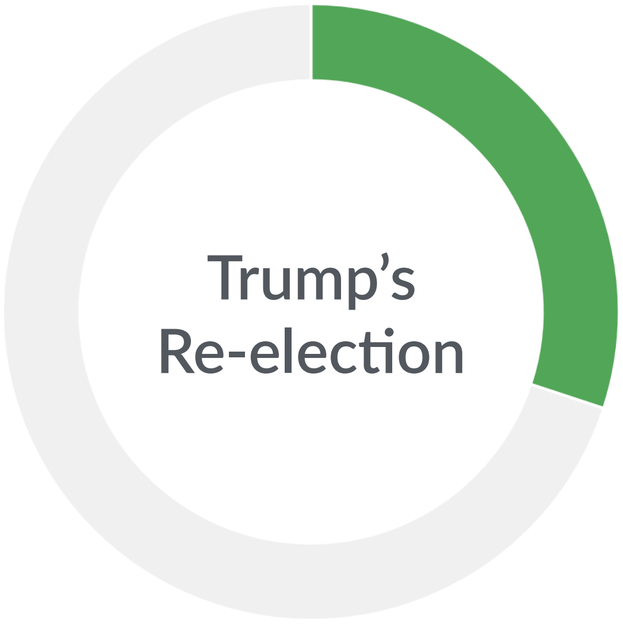
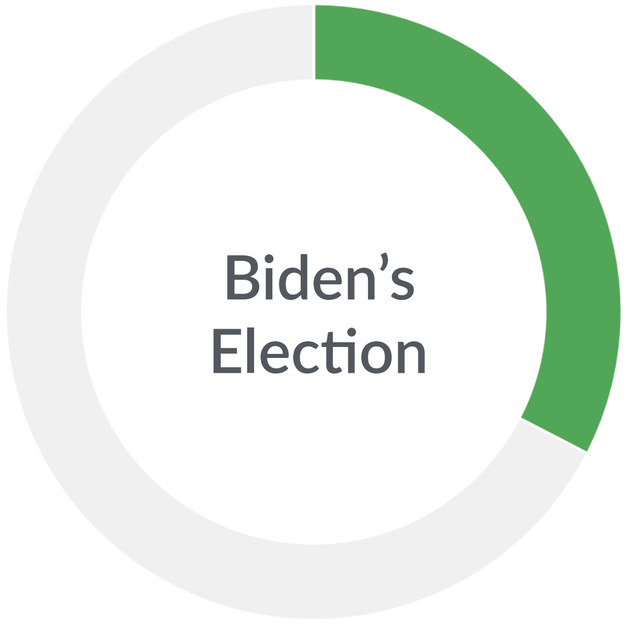
How Voters' Financial Situation Influences the Election?

U.S. voters with **no political party preference** who feel **positively** about their own financial situation at the moment **(29 %)**



EVI 30/100



EVI 33/100

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

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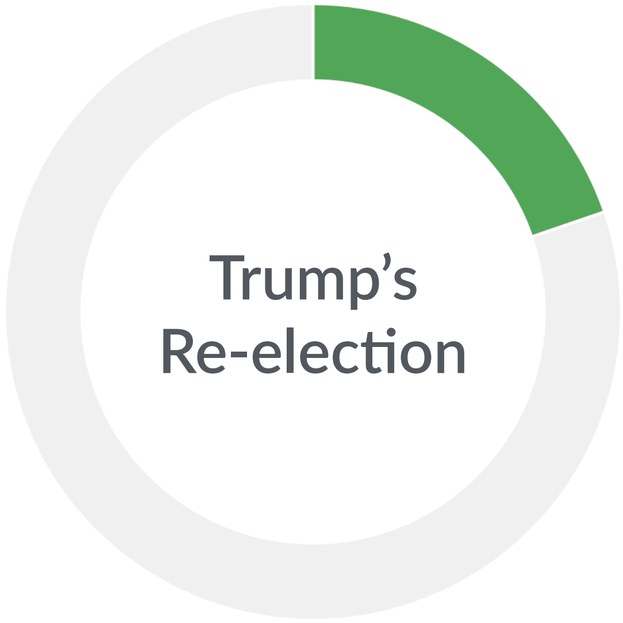
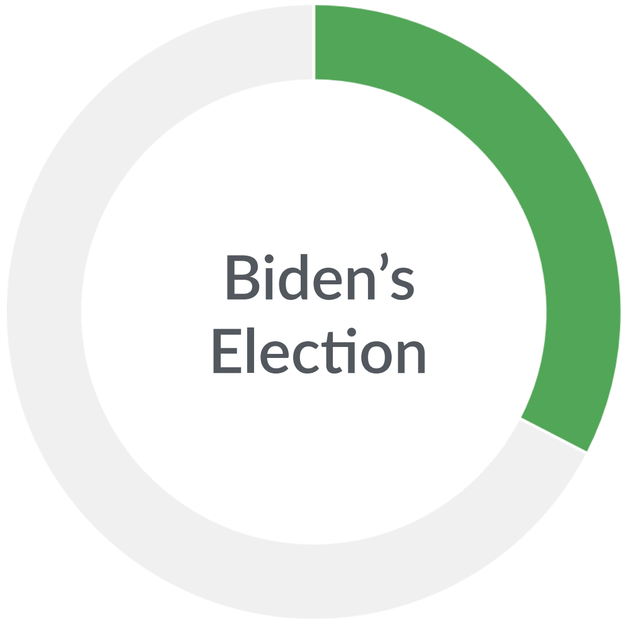
How Voters' Financial Situation Influences the Election?

U.S. voters with **no political party preference** who feel **negatively** about their own financial situation at the moment **(49 %)**



EVI 20/100



EVI 31/100

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

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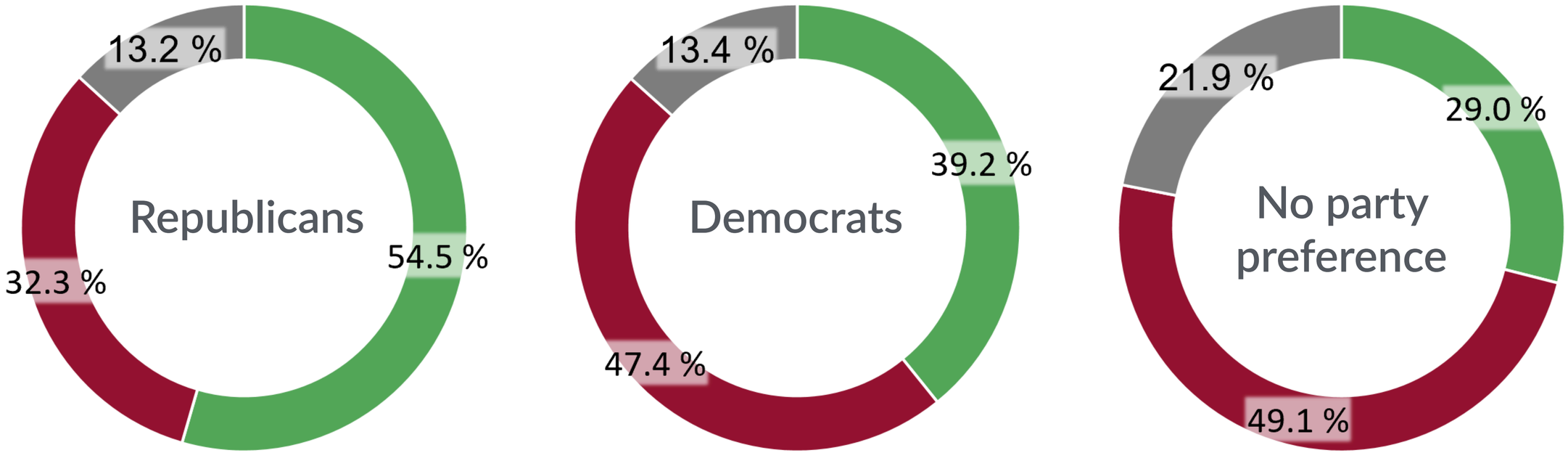
Positive and Negative Emotions

Toward voters' own financial situation at the moment



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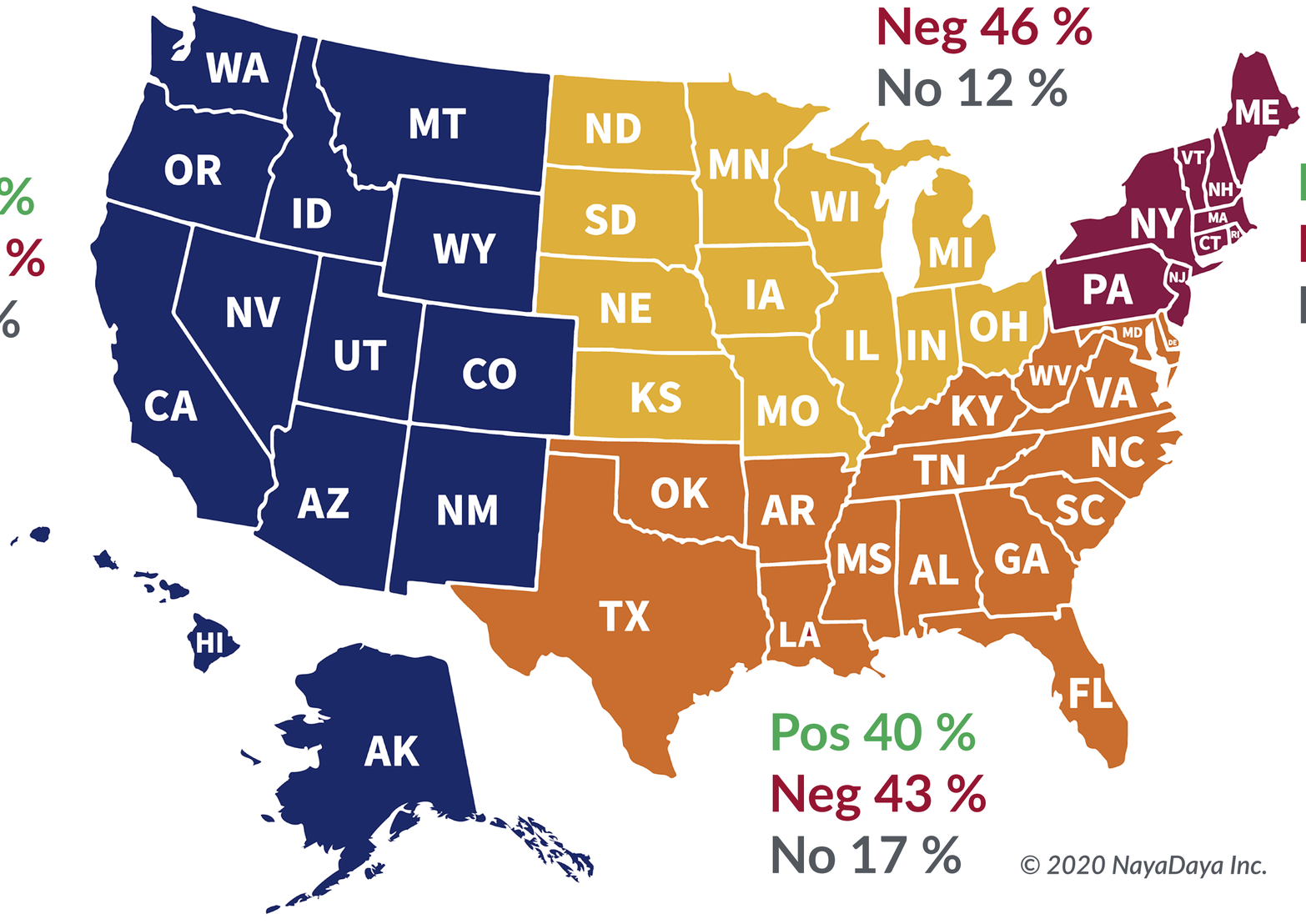
Positive and Negative Emotions by Region

Toward voters' own financial situation at the moment in West, Midwest, Northeast, and South

Pos 42 %
Neg 41 %
No 17 %

Pos 41 %
Neg 46 %
No 12 %



Pos 43 %
Neg 43 %
No 14 %

Pos 40 %
Neg 43 %
No 17 %

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How Voters' Financial Situation Influences the Election?

The **young U.S. voters (18-34)** who feel **positively (36 %)** or **negatively (48 %)** about their own financial situation at the moment

Predicted voting behavior

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

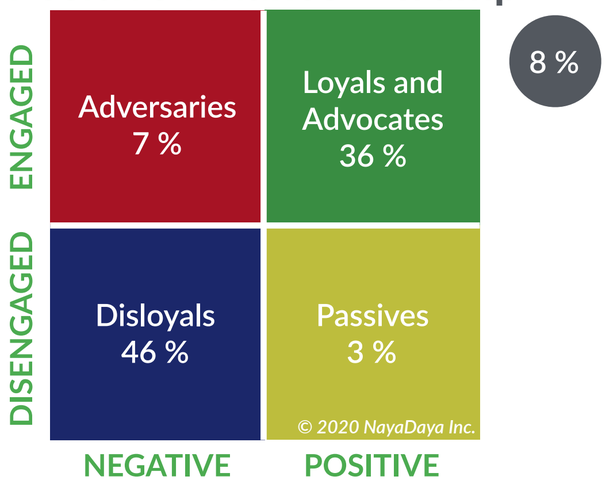
Positive-disengaged
Acquiescence, agreement, relaxation, passive enjoyment, quiet support

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

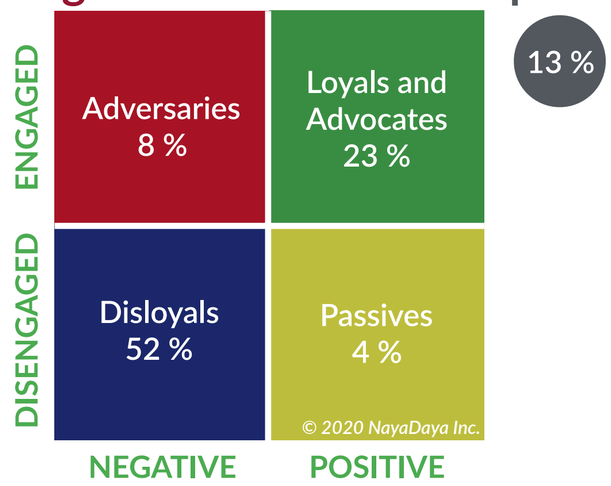
Negative-engaged
Accusation, aggression, hostile actions, attack

Unresponsives
No emotional behavior

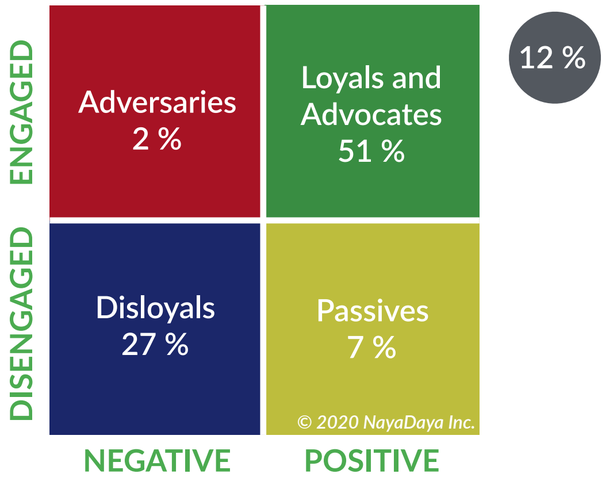
Positive Finance – Trump



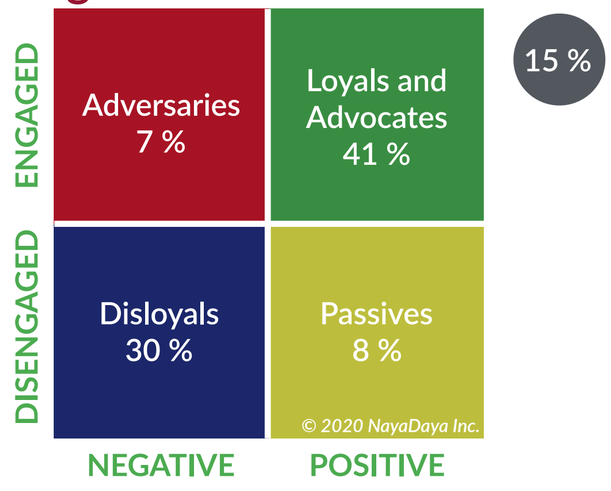
Negative Finance – Trump



Positive Finance – Biden



Negative Finance – Biden



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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

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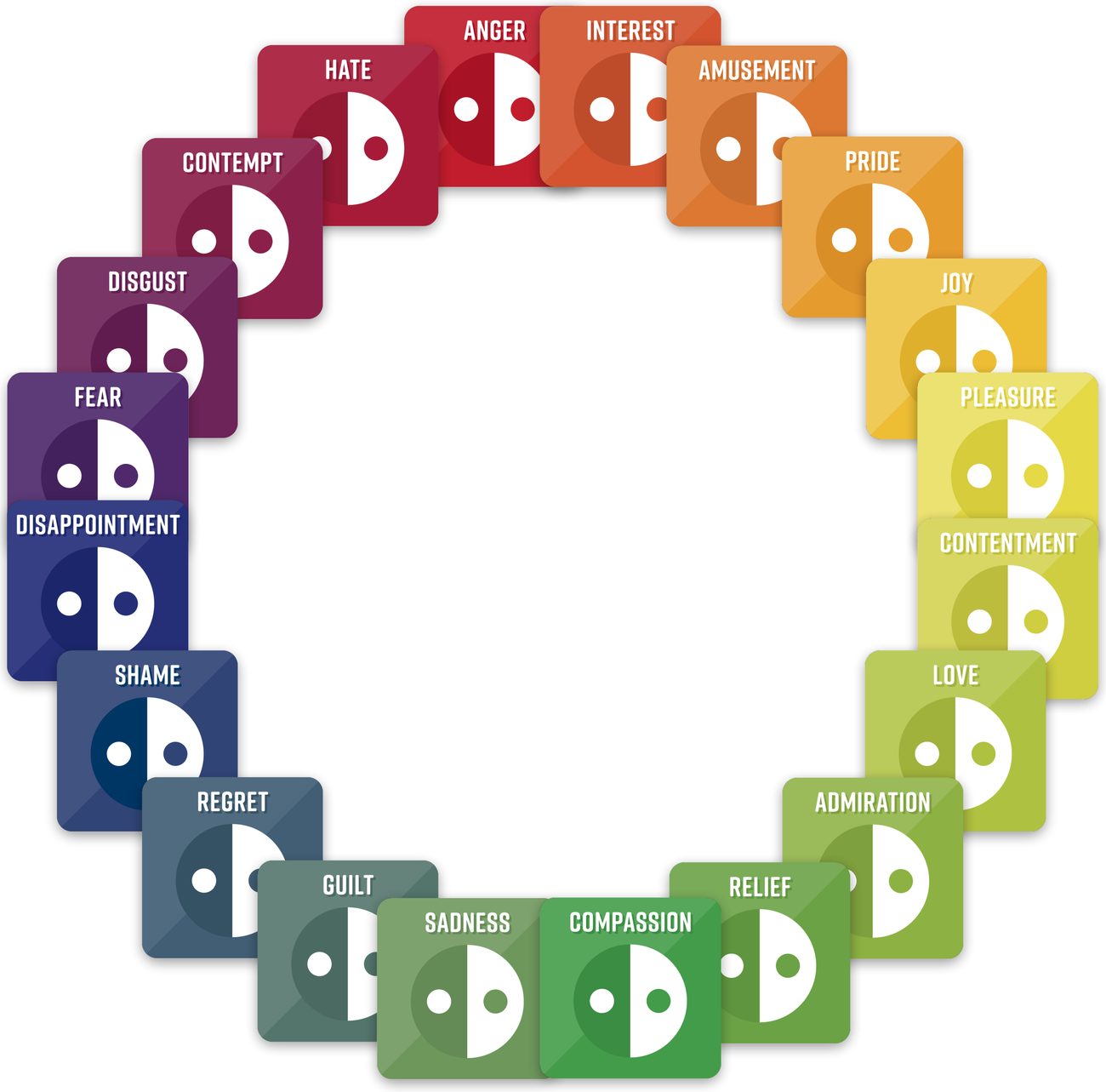

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Questions Presented to U.S. Citizens

- At this moment, how do you feel about your own financial situation?

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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Further Information

Timo Järvinen, CEO and Co-founder, NayaDaya Inc.
timo@nayadaya.com, tel. +358 40 505 7745

Timo Salomäki, Head of Global Growth, NayaDaya Inc.
timos@nayadaya.com, tel. +358 40 709 2399

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NayaDaya Inc. reveals the way emotions and behavior interact with phenomena and brands. Through data, insight, empathy, and impact we empower responsible organizations, brands, and leaders to thrive and shape the world.

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