

A close-up, low-angle shot of the Statue of Liberty's head and crown. The statue is wearing a white surgical face mask. The background is a soft, hazy sky with warm, golden light, suggesting sunrise or sunset. The statue's green patina is visible on its face and crown.

# 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*



**YouGov®**

**statista** 

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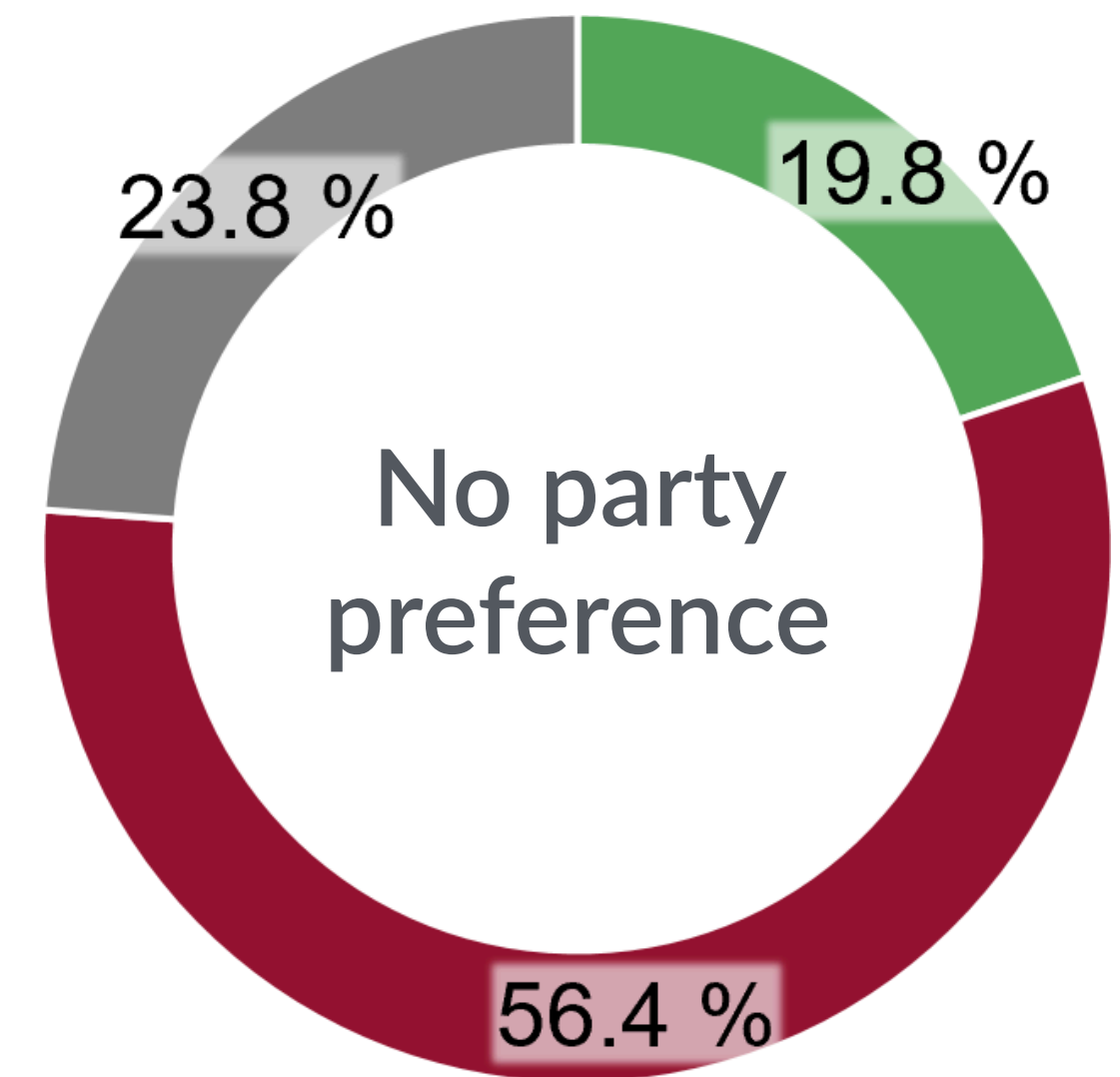
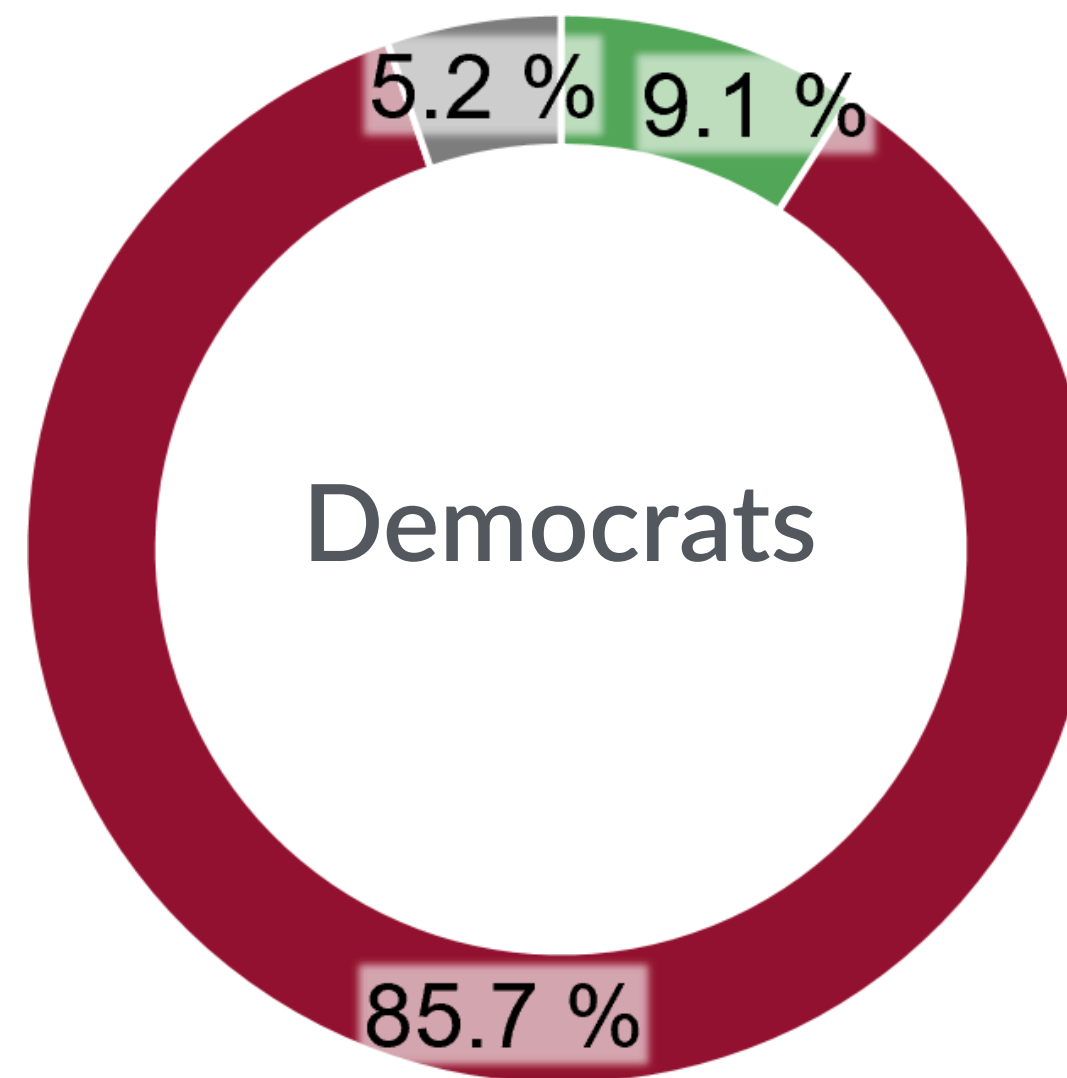
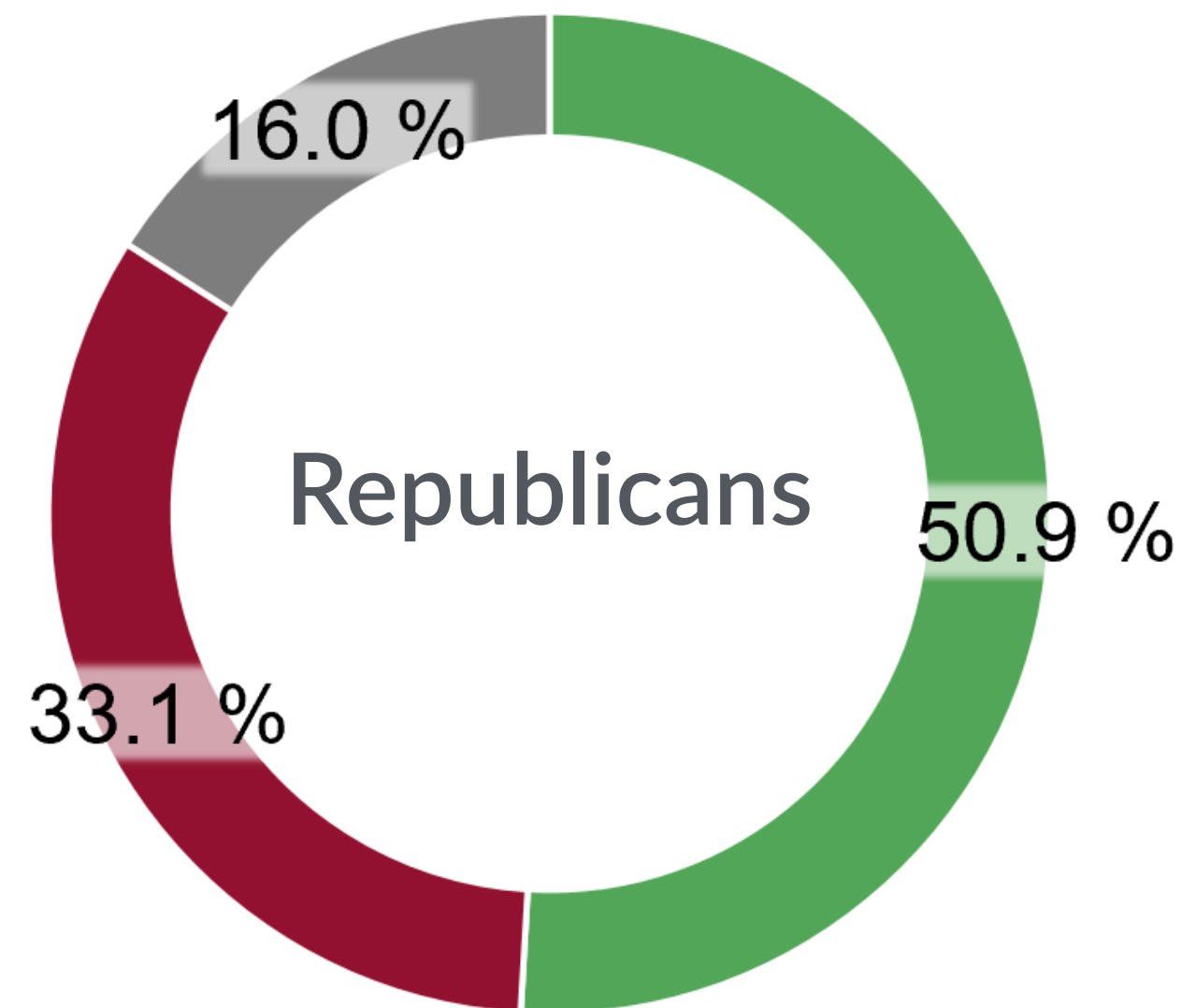
## Key Findings

- 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

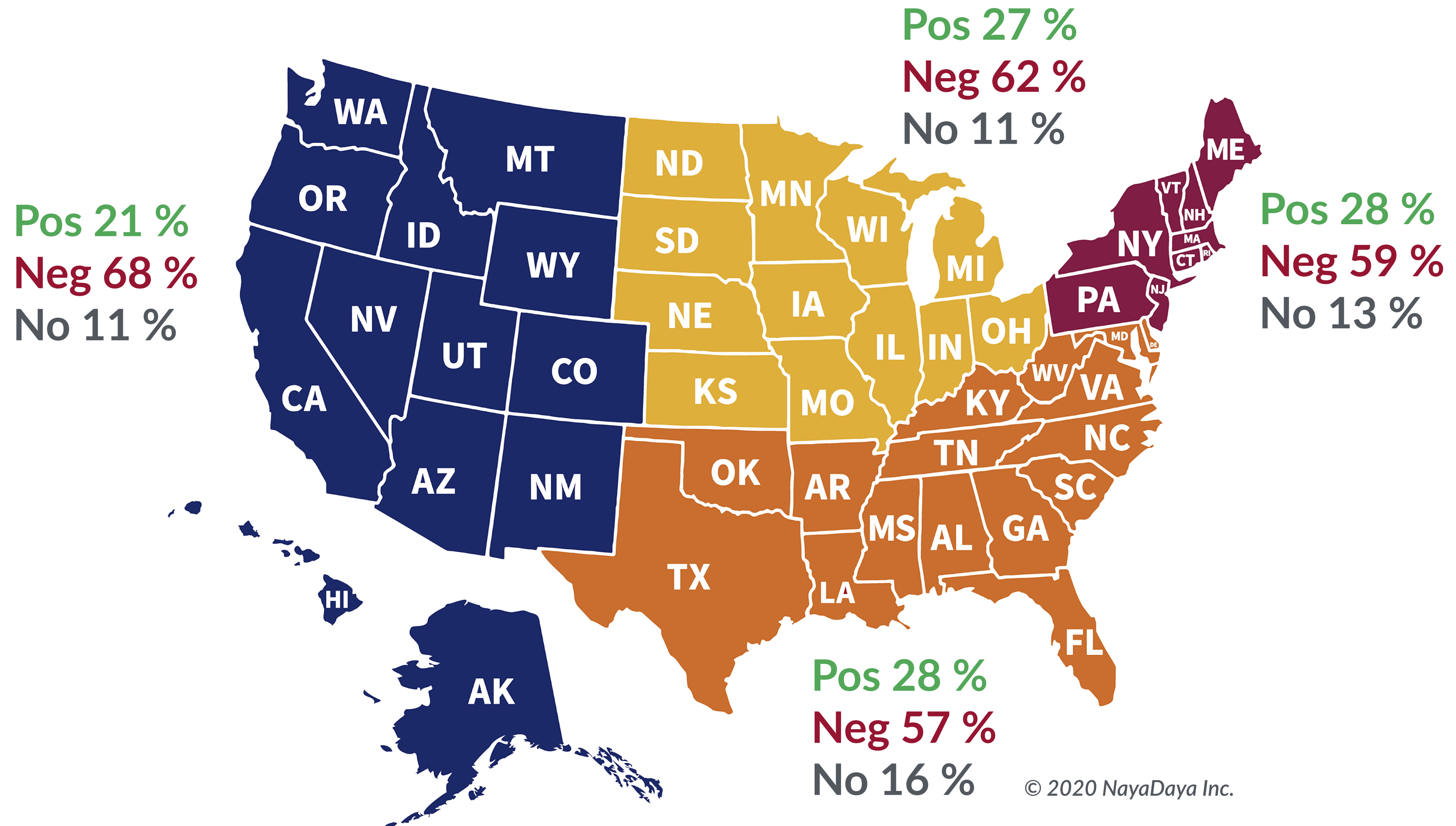
Toward U.S. federal government's response to the Covid-19 pandemic



- 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

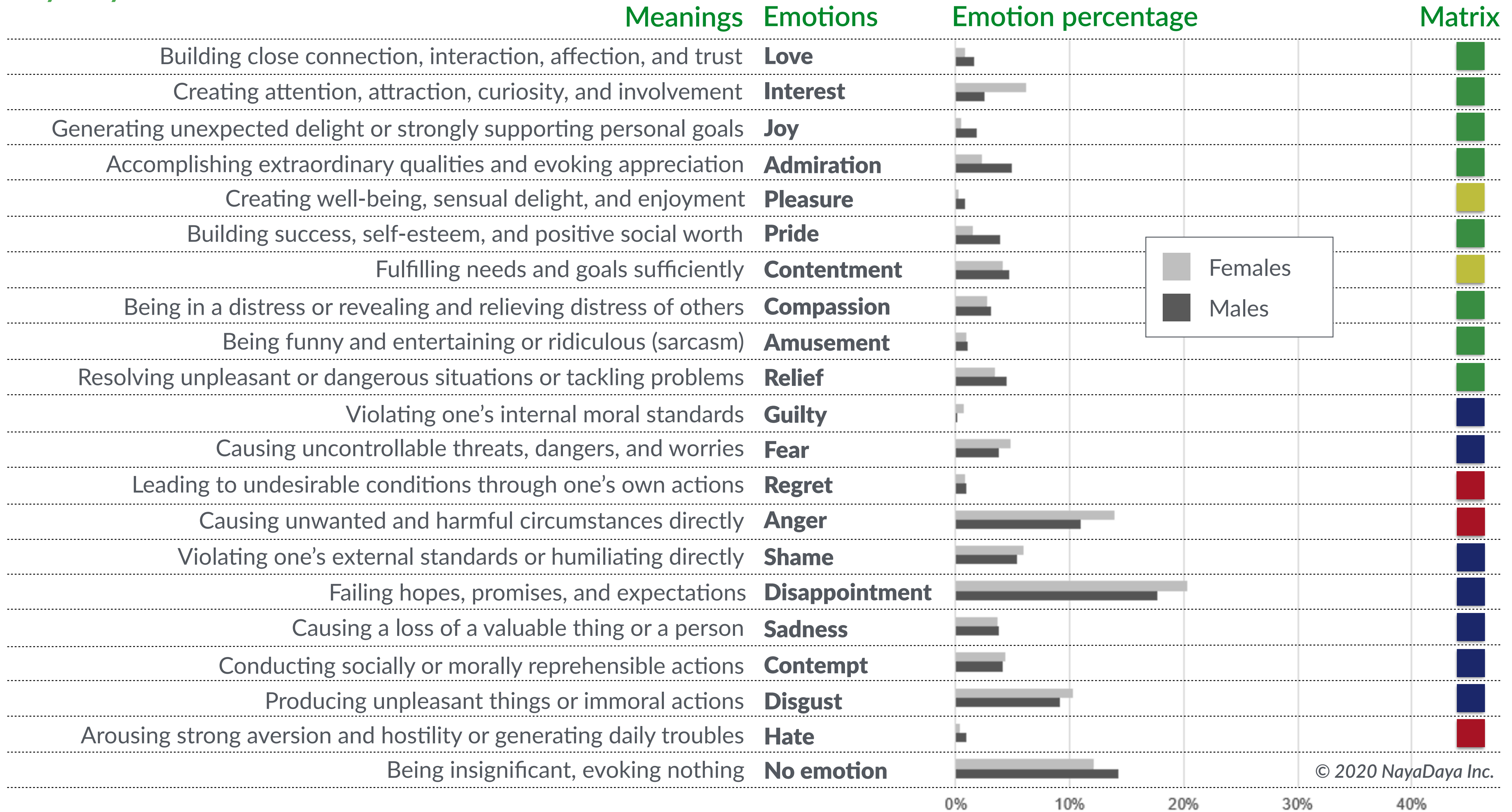
Damaging circumstances (13 %)

## Disgust

Immoral actions (10 %)

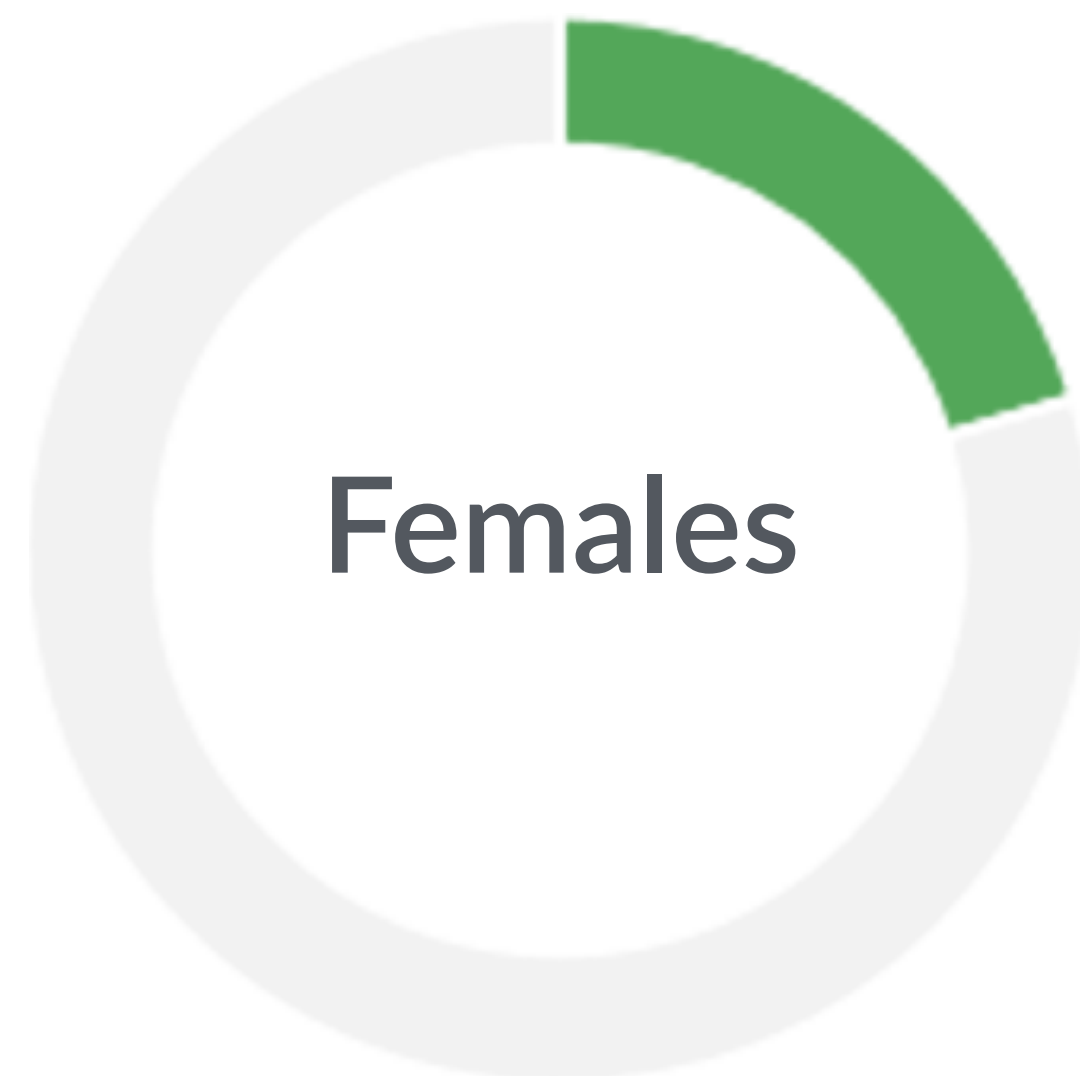
# Emotions and Meanings

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

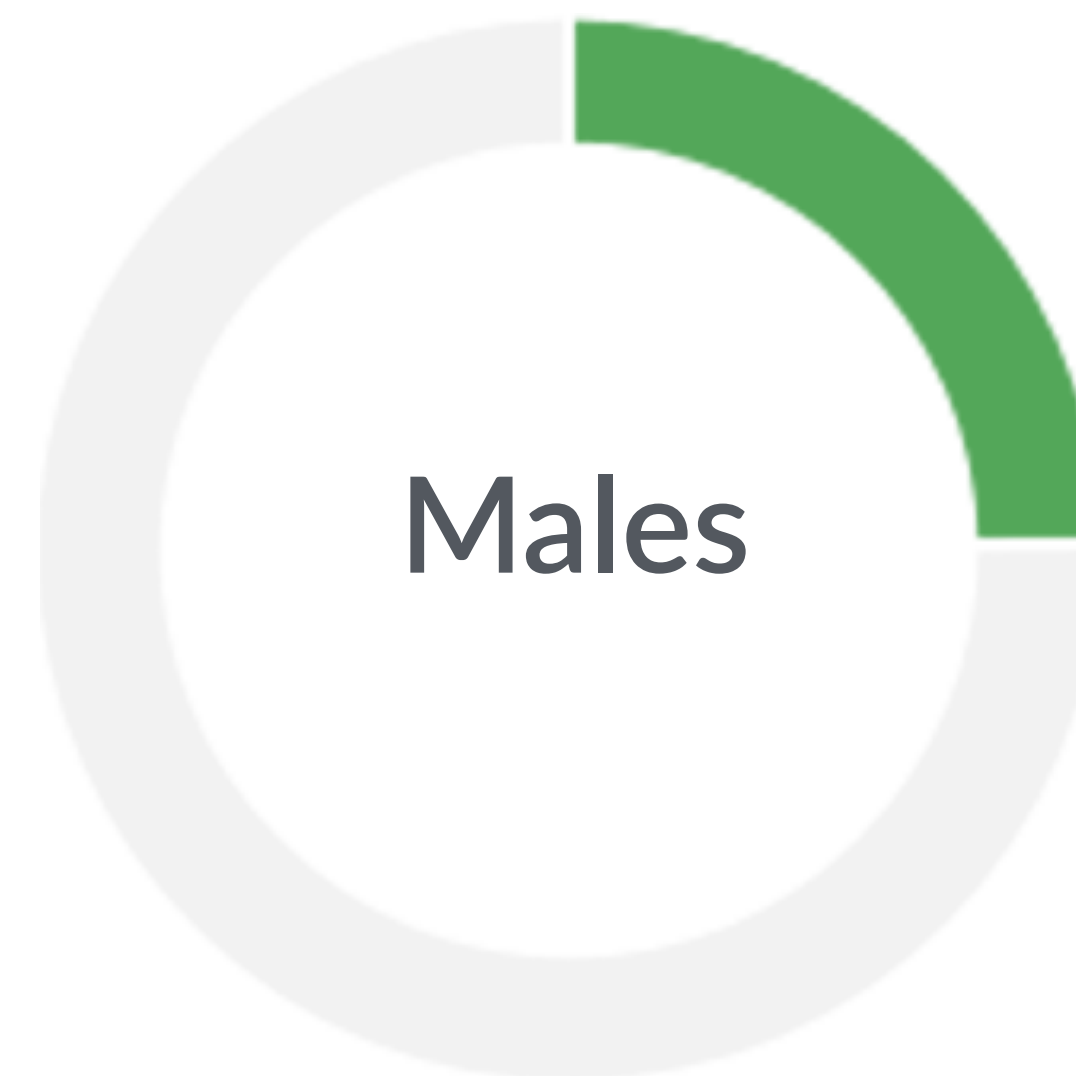


## Emotional Value Index (EVI)

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



20.4/100



24.8/100

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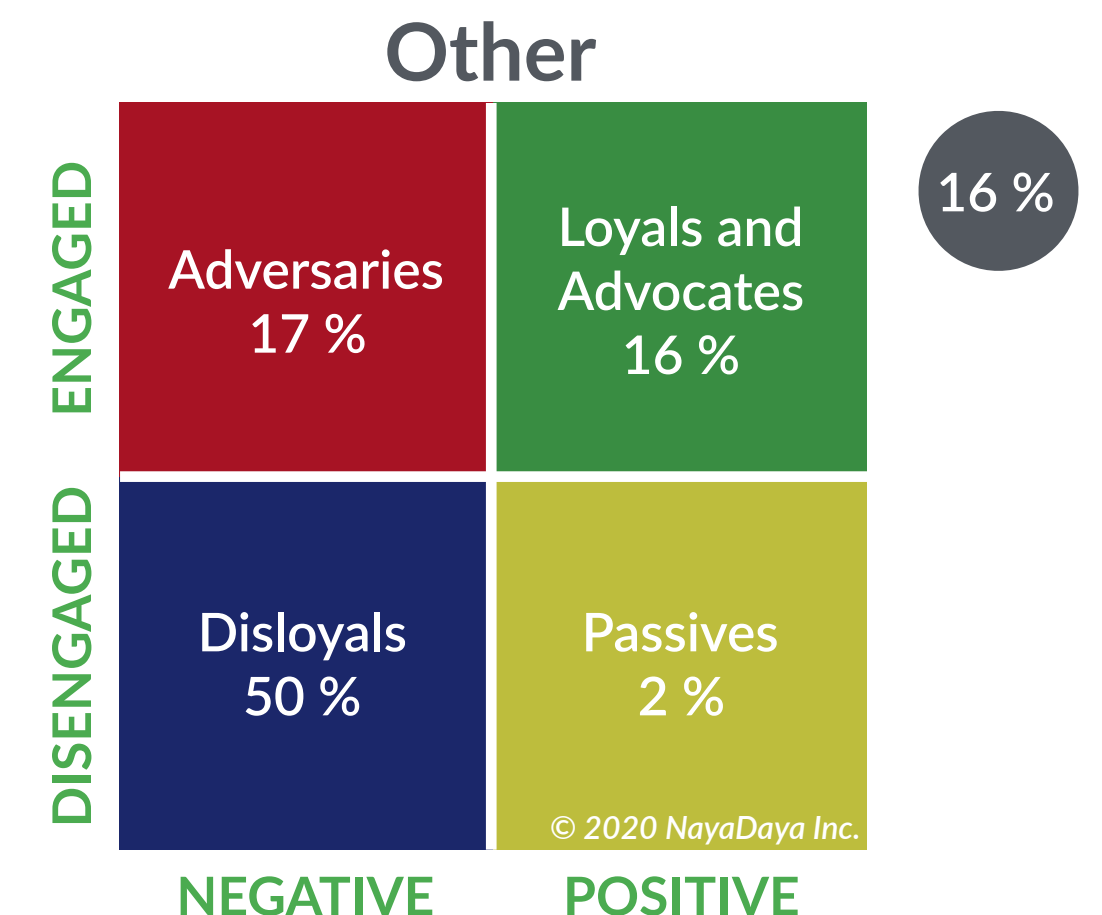
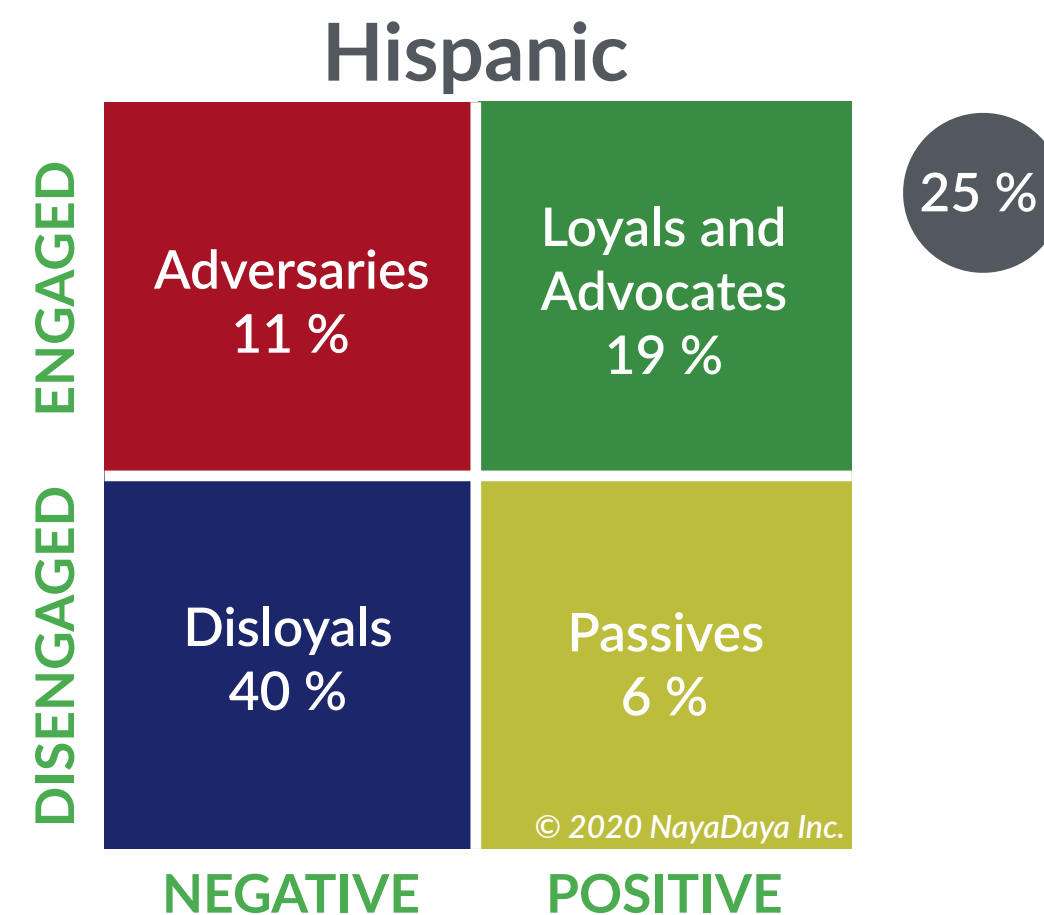
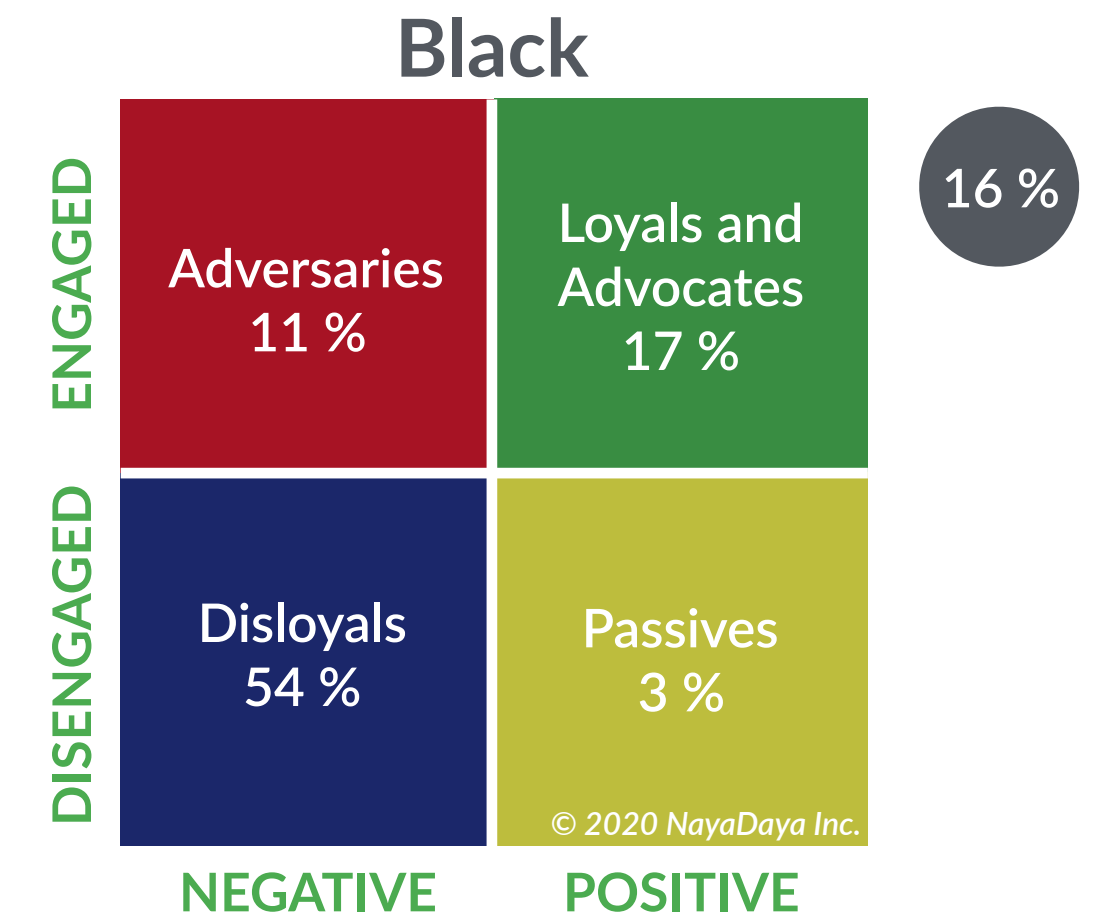
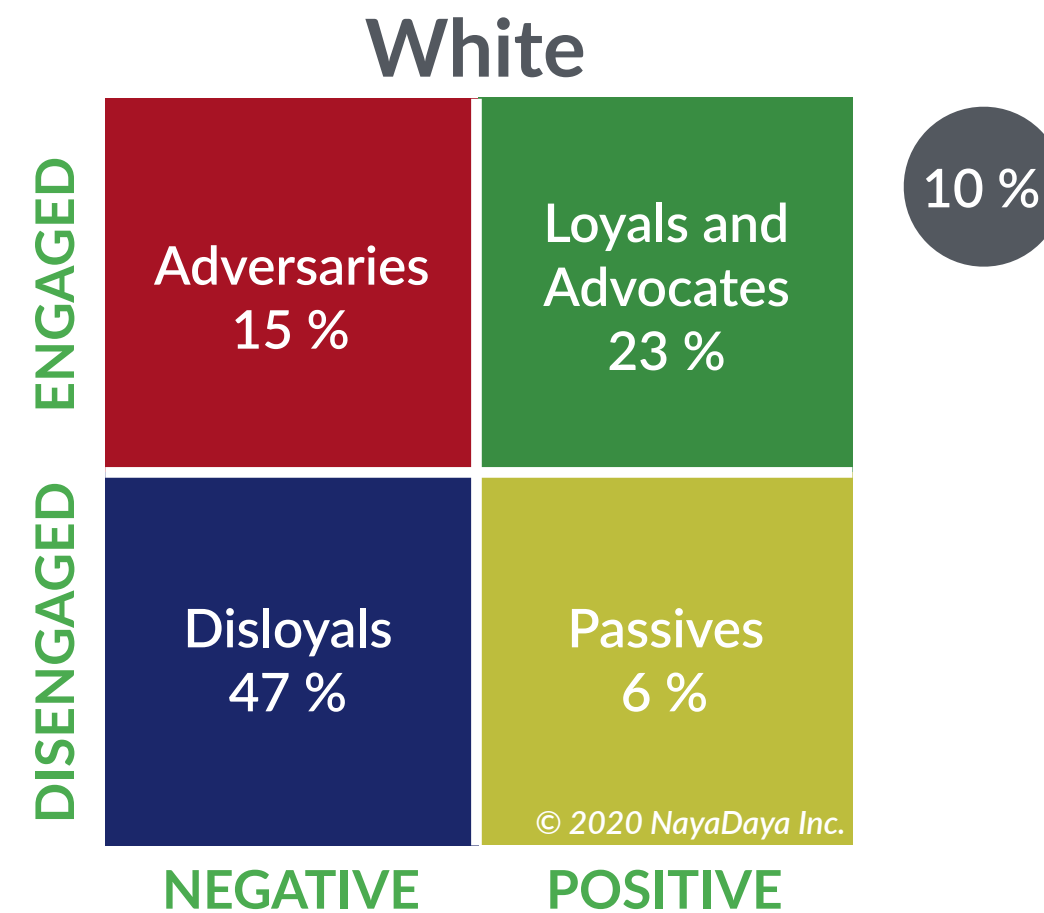
The EVI value predicts positive, engaged, and  
prosocial behavior on the scale of 0-100.



# Behavior Matrix – Race

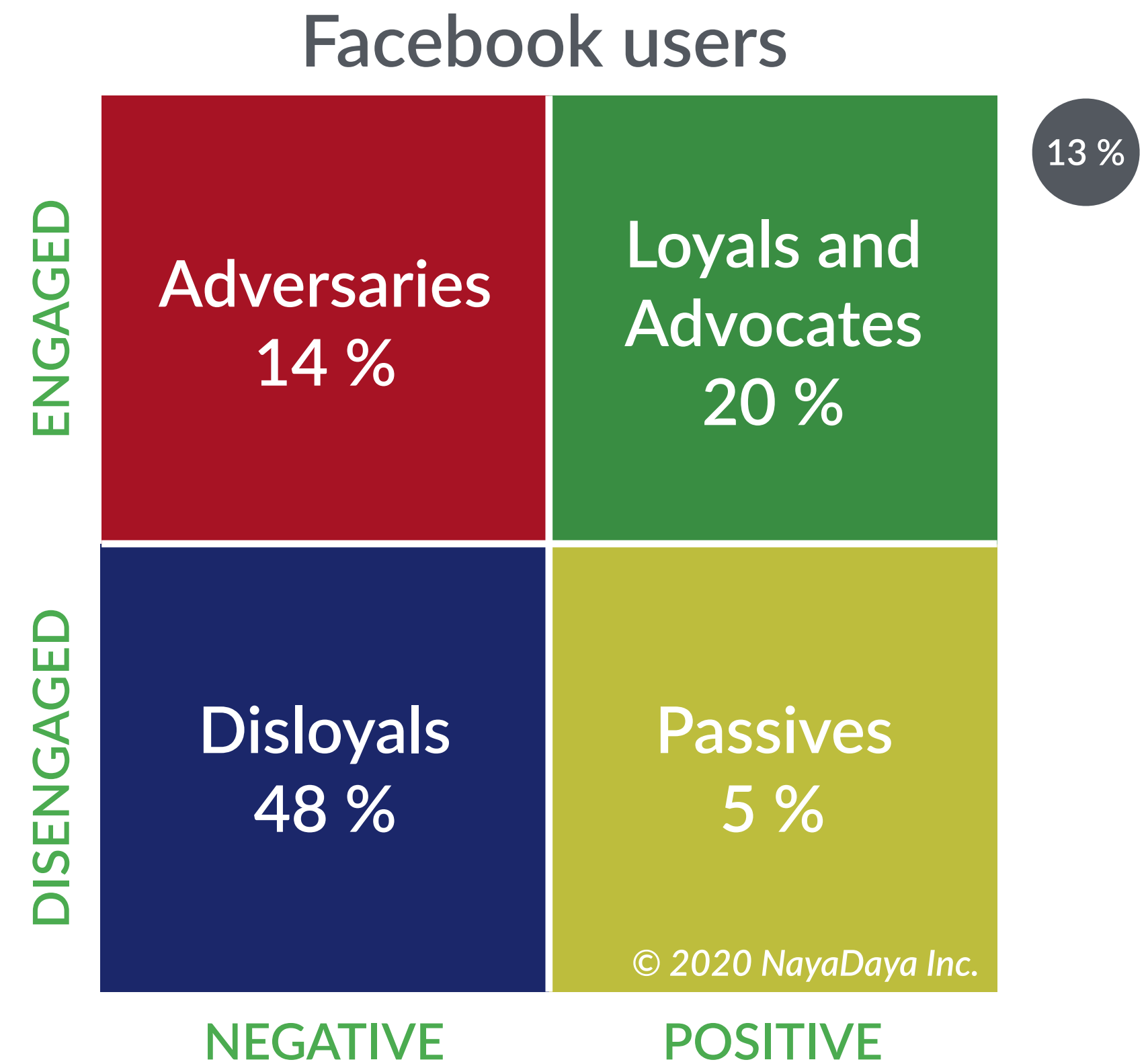
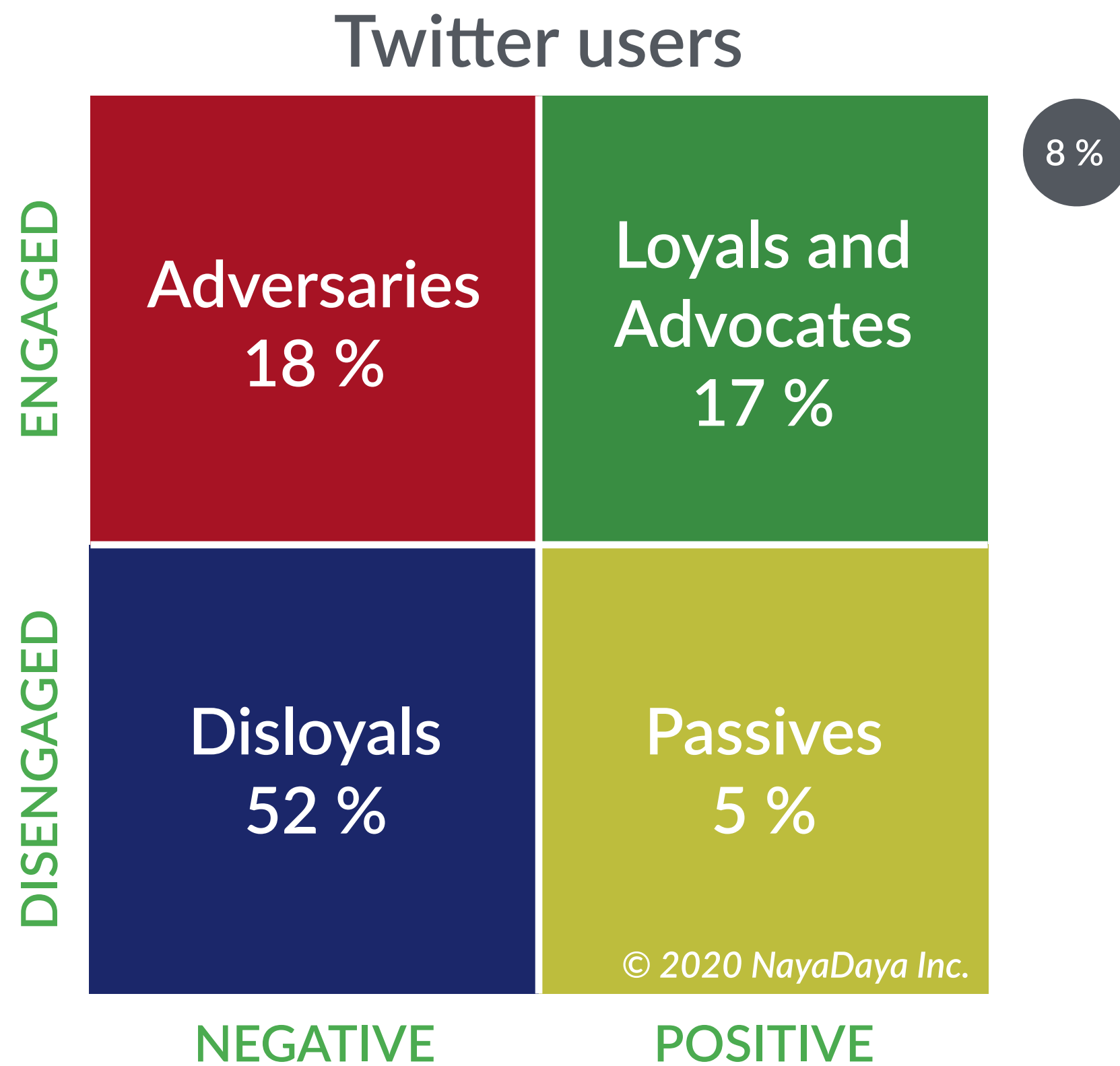
In the context of the federal government's response to the Covid-19 pandemic

- 
**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

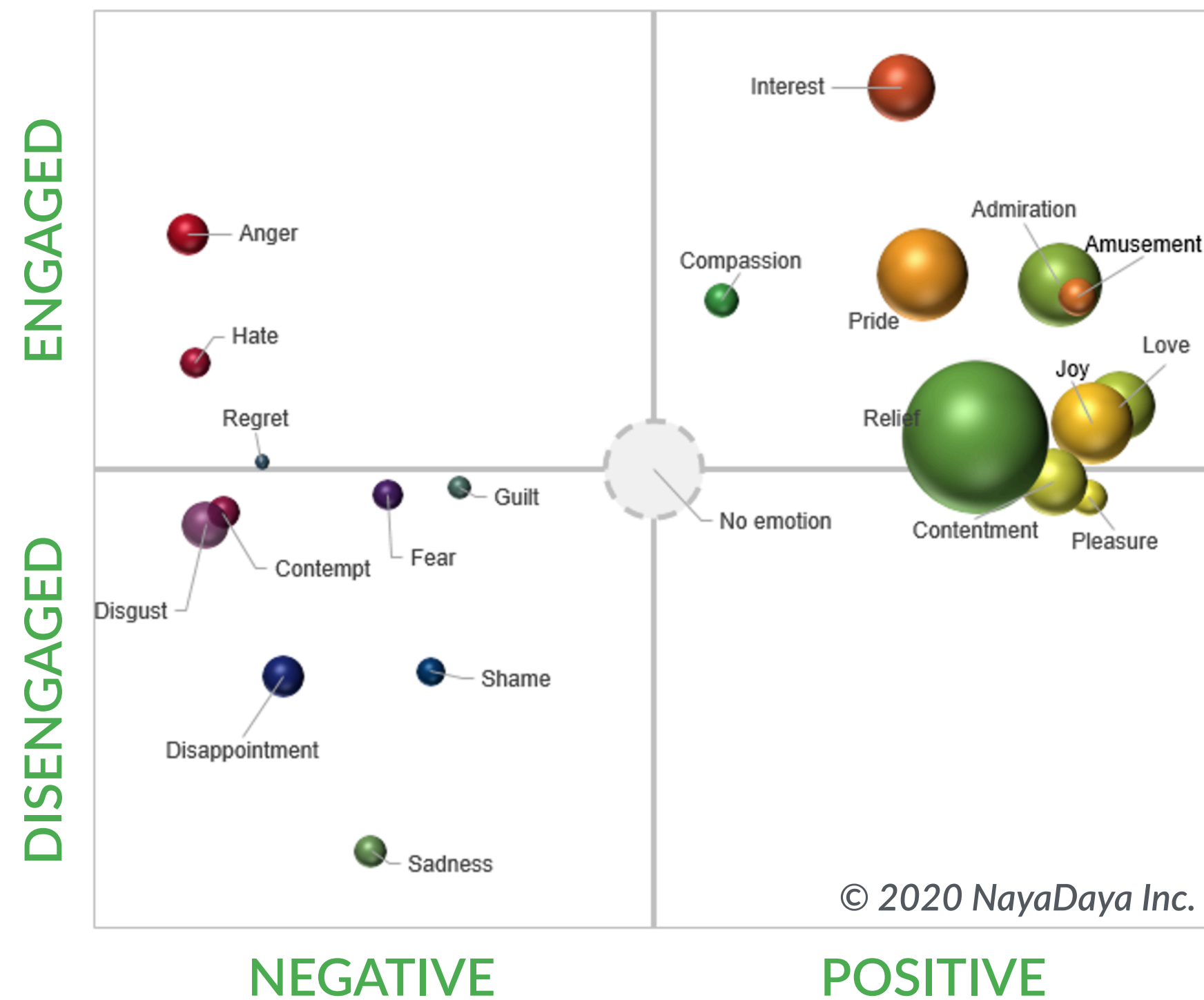




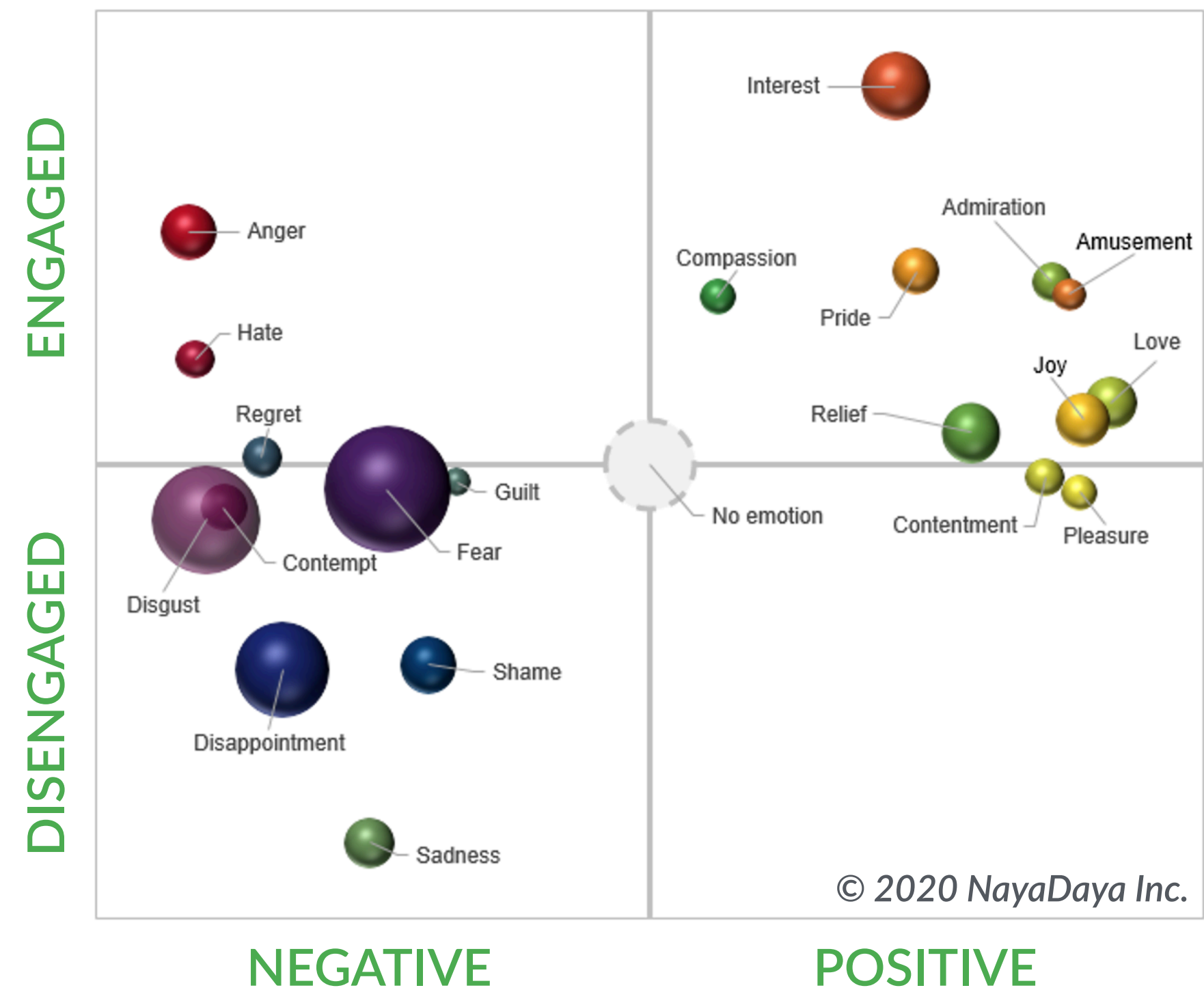
# How Covid-19 Influences the Presidential Election?

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

## Emotions and Behavior Toward Trump's Re-election



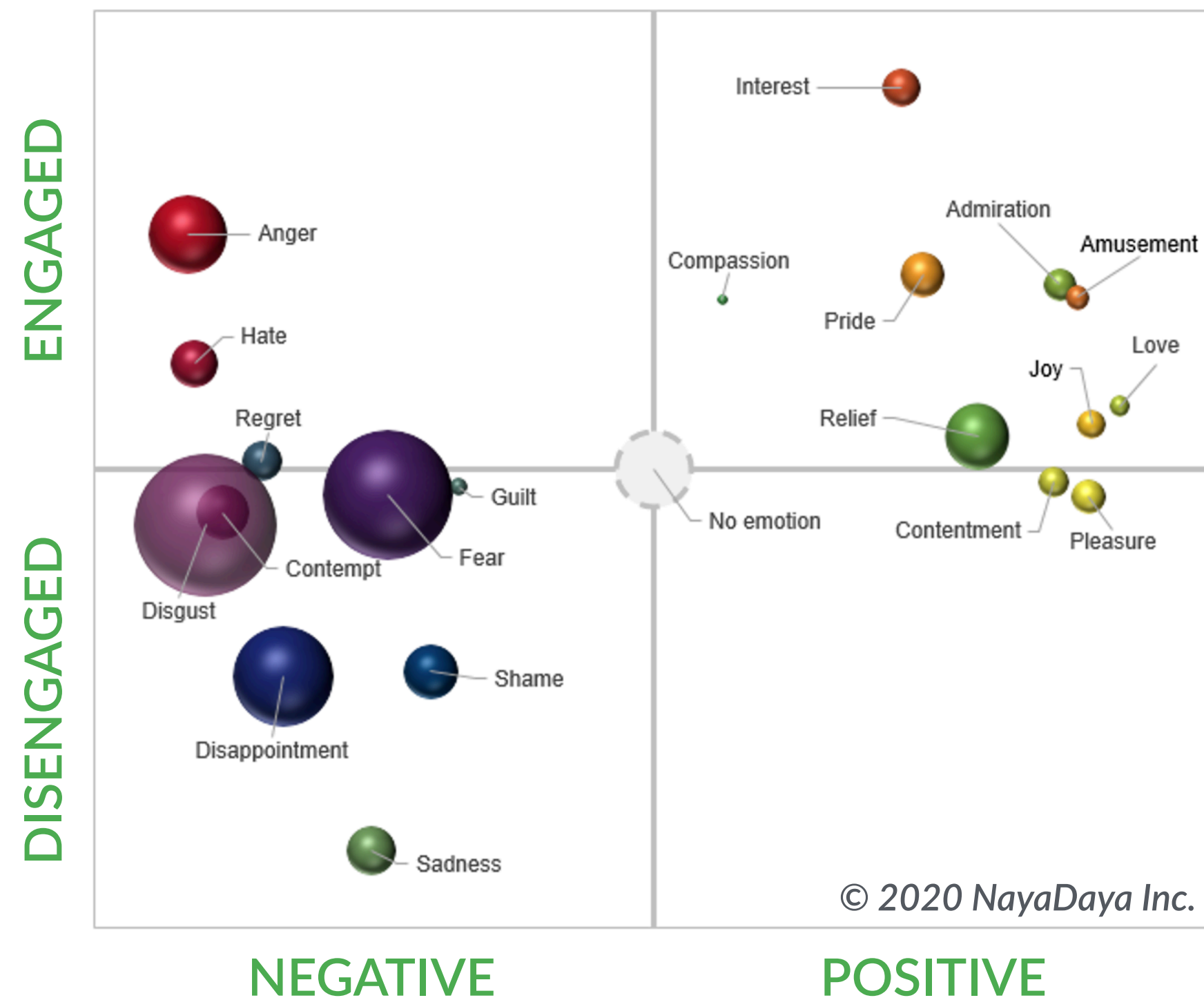
## Emotions and Behavior Toward Biden's Election



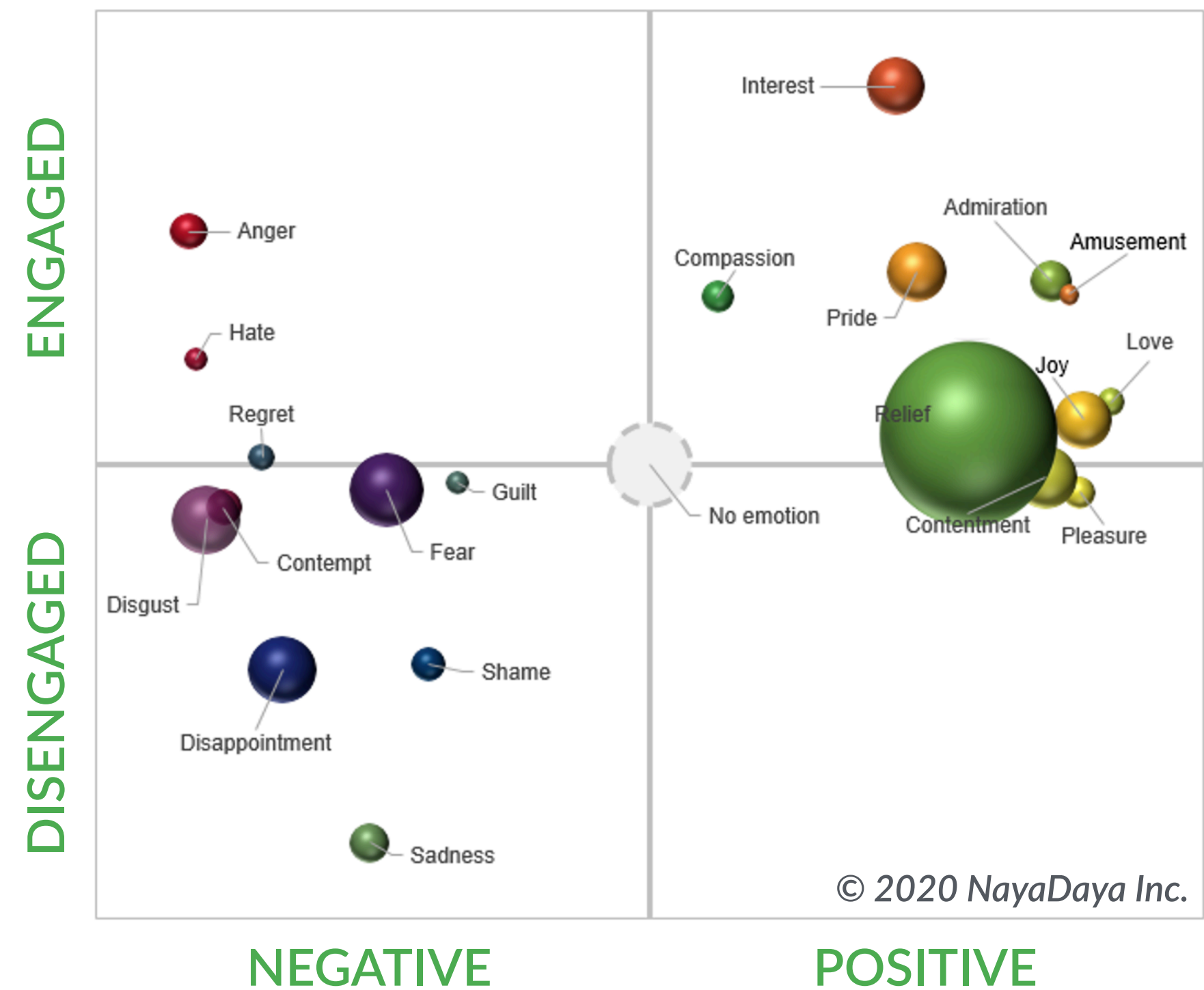
# How Covid-19 Influences the Presidential Election?

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

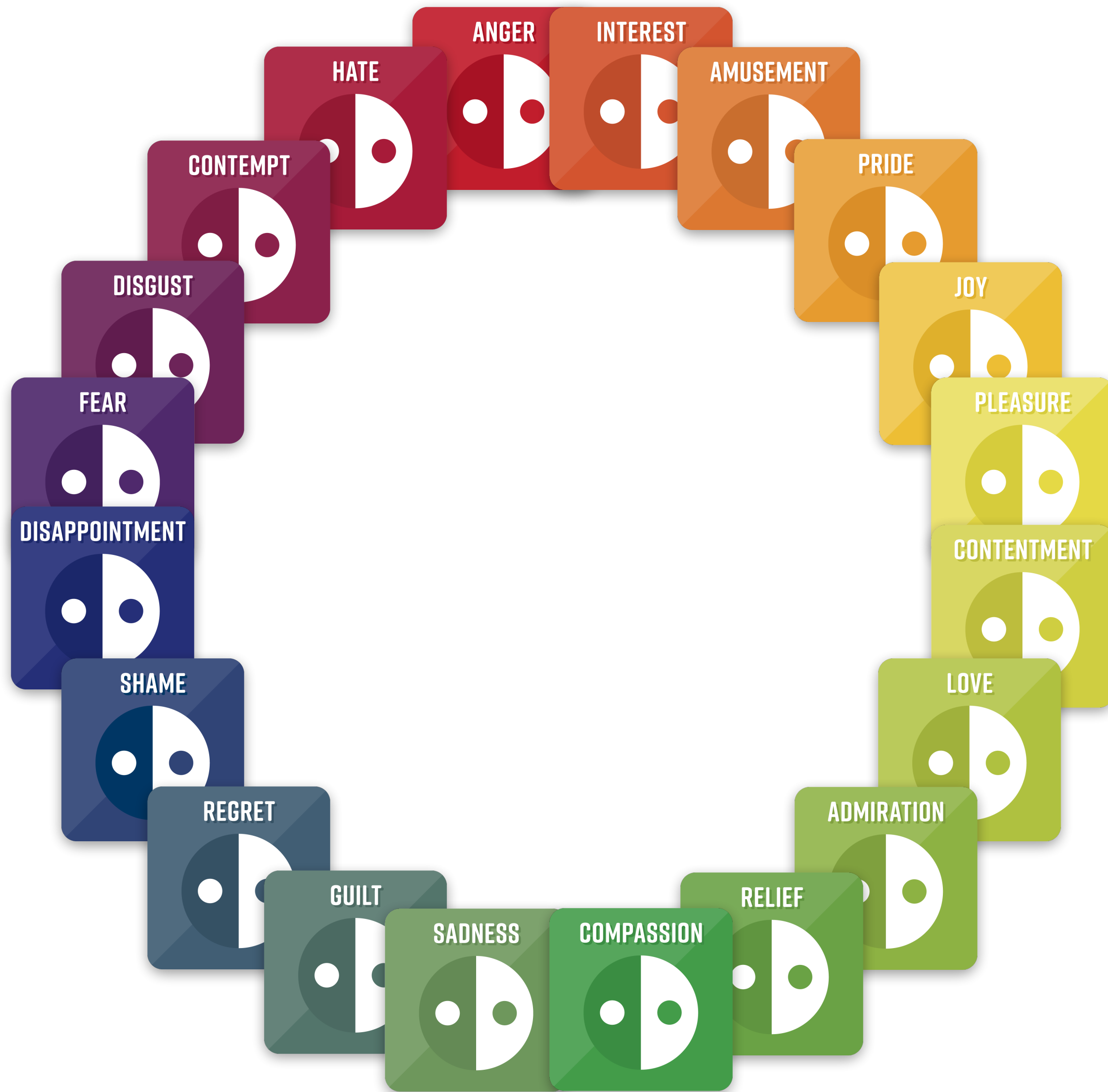




## Facts About the Study

- 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<sup>[1]</sup>, research<sup>[2]</sup>, and algorithm<sup>[3]</sup>.

[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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