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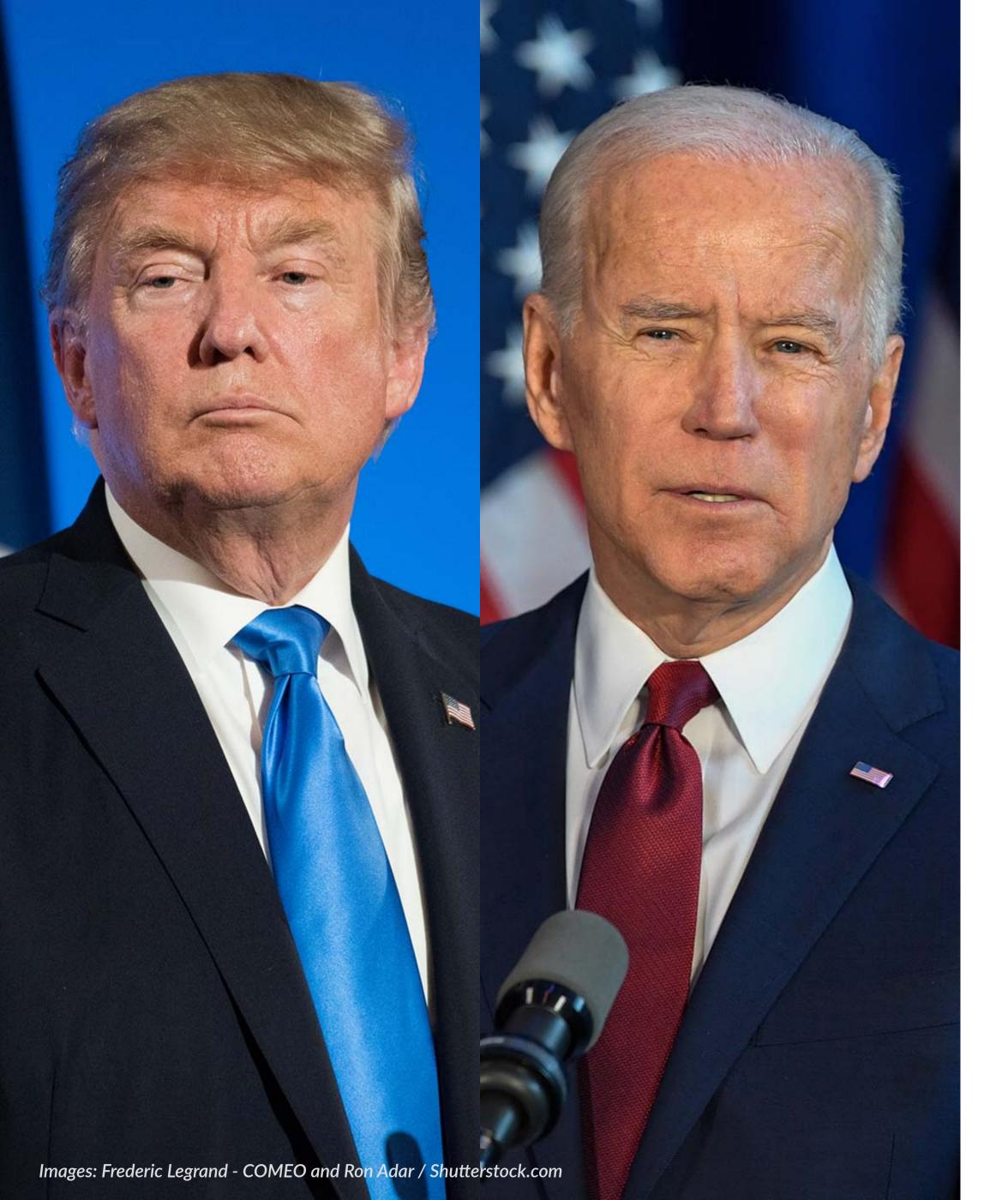
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Key Findings

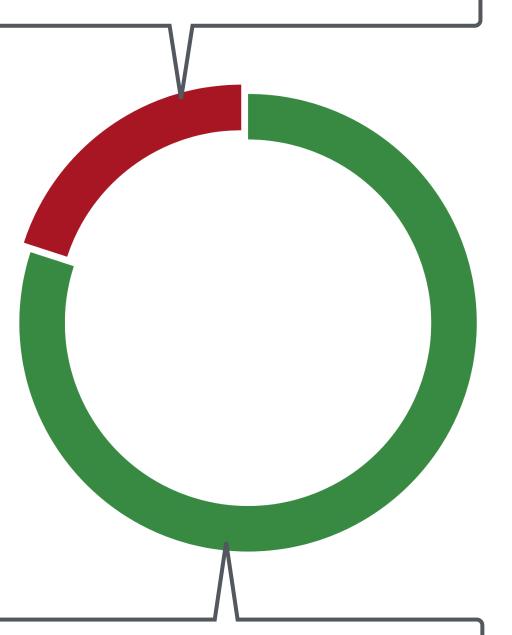
- Emotions among U.S. voters have barely changed from September to October – the most chosen emotion for the Trump's re-election is disgust, in Biden's case relief
- Eight out of ten Americans are emotionally on either candidate's side; One-fifth are not – this group of voters could still be possibly 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 loyals 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 loyals 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

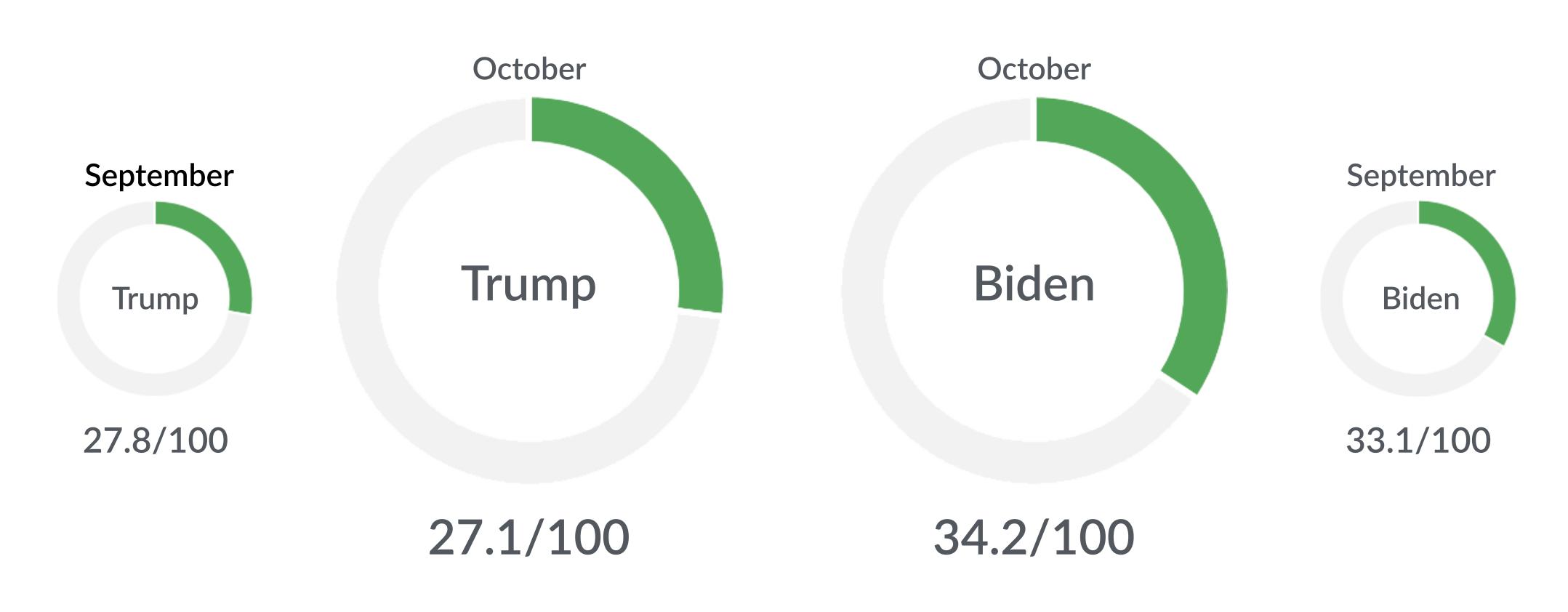


Clear sides 80 %: Voters who have expressed emotions that favor one candidate over other



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

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

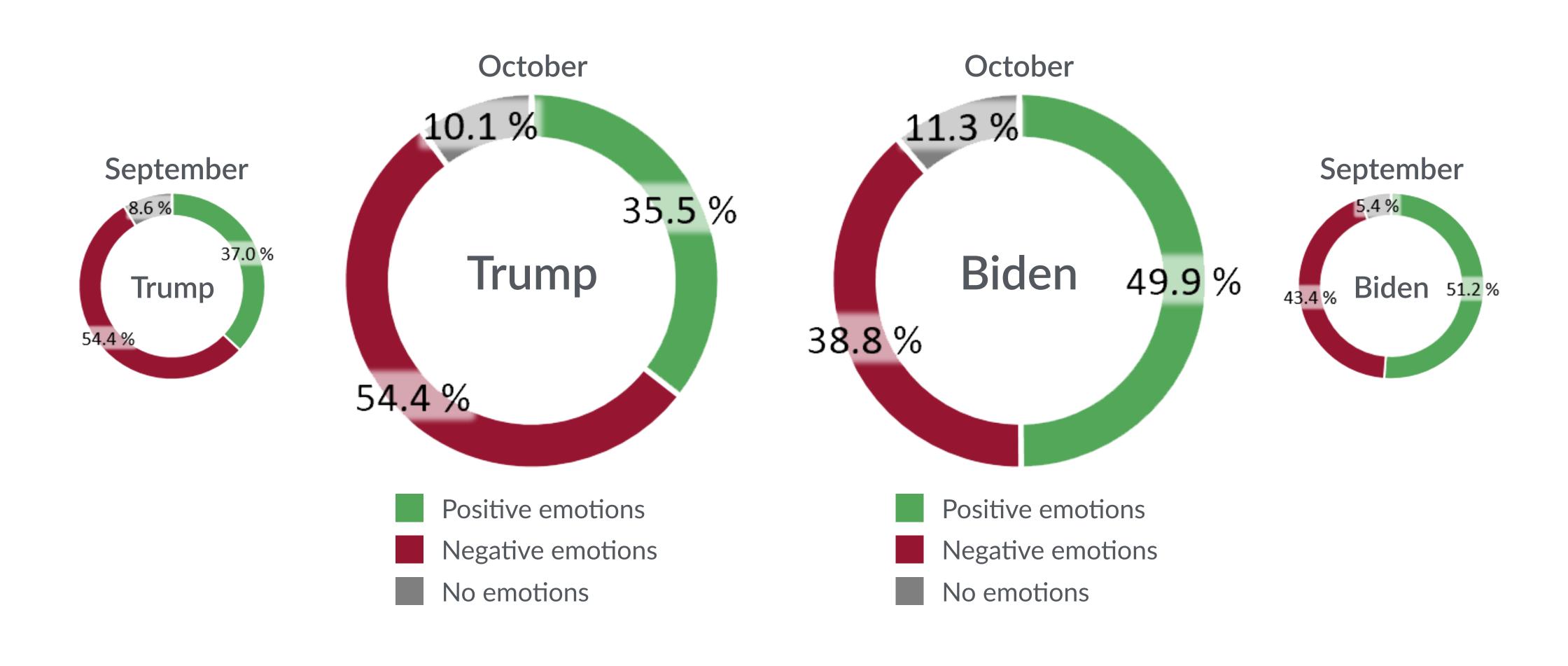


The EVI value predicts positive, engaged, and prosocial behavior on the scale of 0-100.



Positive and Negative Emotions Among All U.S. Voters

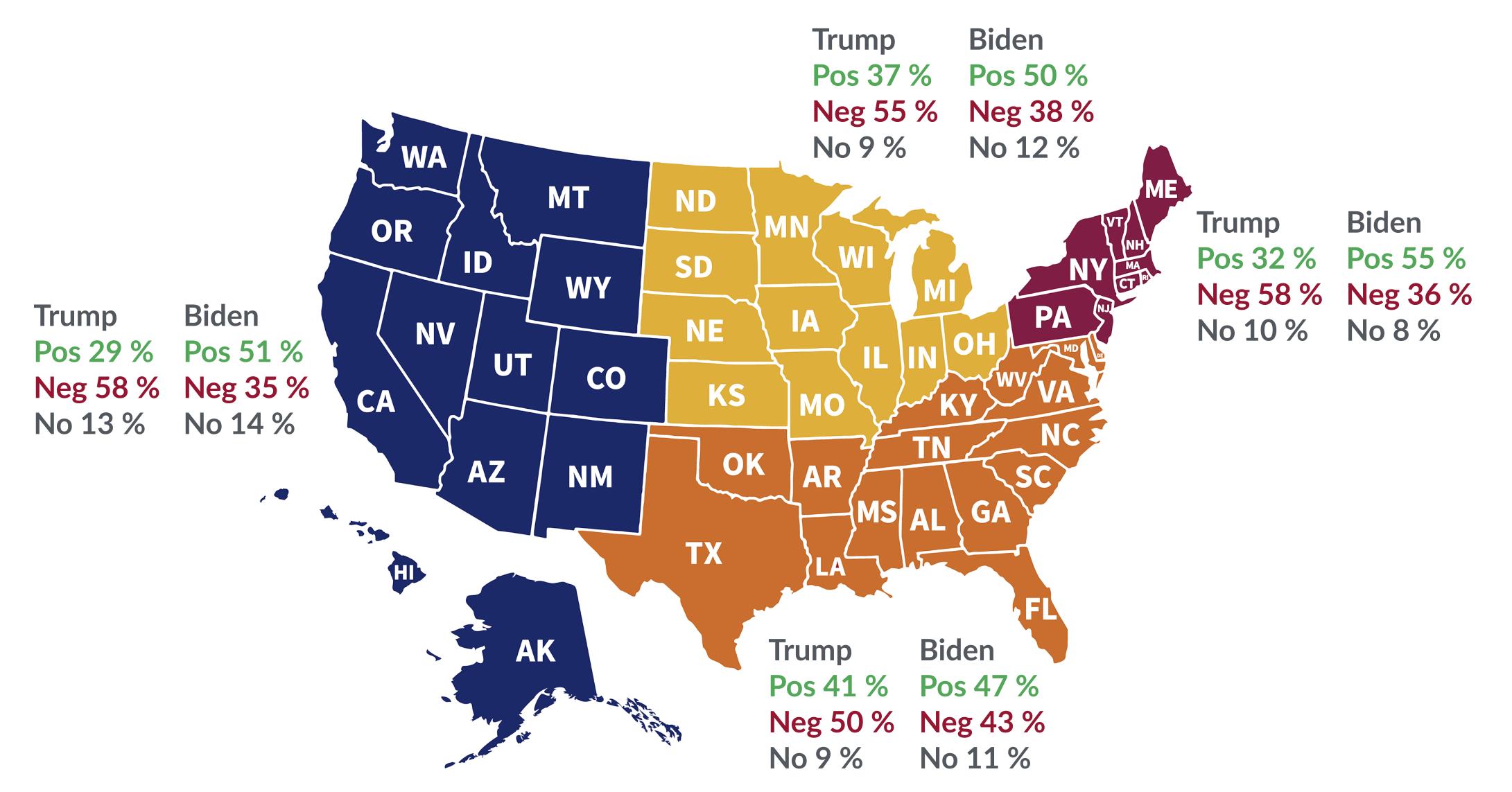
In the context of Trump's re-election or Biden's election





Positive and Negative Voter Emotions by Region

West, Midwest, Northeast, and South





Emotions and Meanings – Trump



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			Sep	otember 2020			
Being in a distress or revealing and relieving distress of others	Compassion	F		Oct	tober 2020			
Being funny and entertaining or ridiculous (sarcasm)	Amusement							
Resolving unpleasant or dangerous situations or tackling problems	Relief							
Violating one's internal moral standards	Guilty	1						
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				© 202	20 NayaDaya In		
		0%	10%	20%	30%	40%		



Emotions and Meanings - Biden



Meanings	Emotions	Emoti	Matri			
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			Se	ptember 202	
Being in a distress or revealing and relieving distress of others	Compassion			00	ctober 2020	
Being funny and entertaining or ridiculous (sarcasm)	Amusement					
Resolving unpleasant or dangerous situations or tackling problems	Relief					
Violating one's internal moral standards						
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Arousing strong aversion and hostility or generating daily troubles	Hate					
Being insignificant, evoking nothing	No emotion				© 20	20 NayaDaya Ind
		0%	10%	20%	30%	40%



Behavior Matrix for All Voters - Trump vs. Biden

From September to October, 2020



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

Positive-disengaged

Acquiescence, agreement, relaxation, passive enjoyment, quiet support

Negative-disengaged

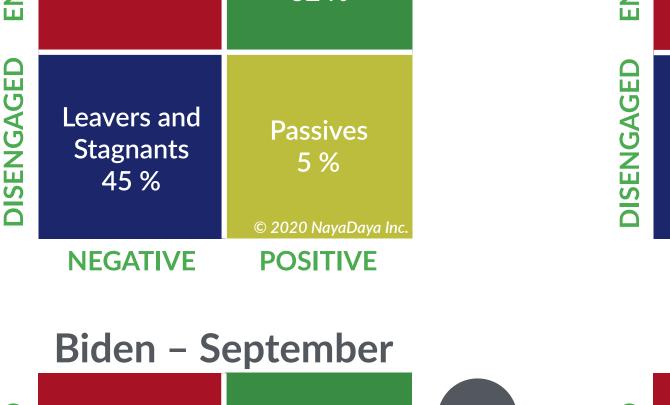
Withdrawal, avoidance, stagnating, leaving, isolating oneself, distancing

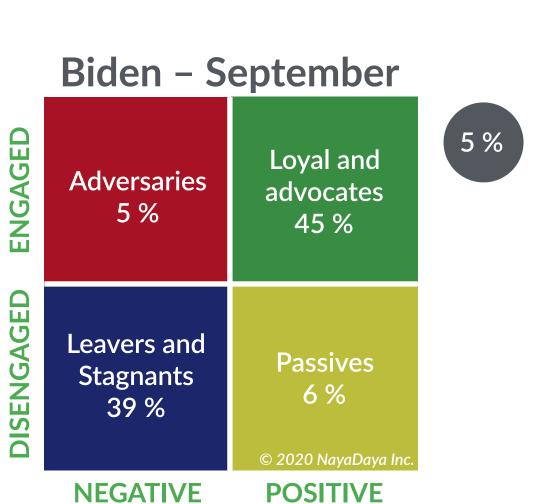
Negative-engaged

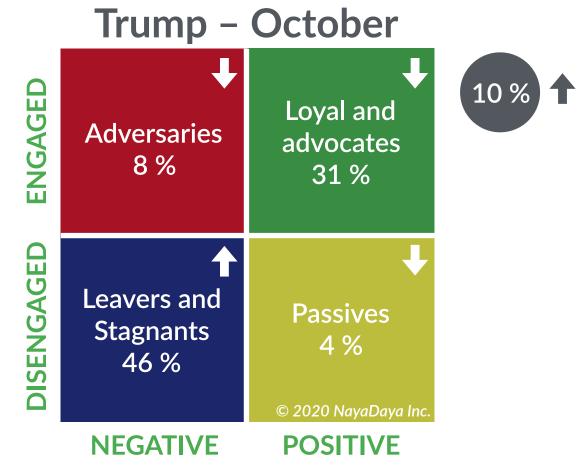
Accusation, aggression, hostile actions, attack

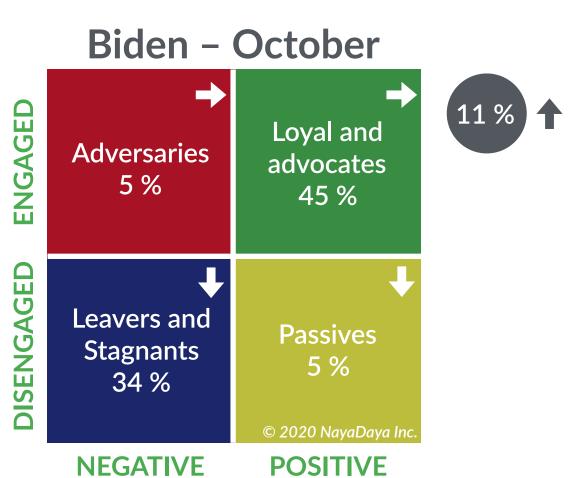
Unresponsives No emotional behavior

Trump - September 9 % ENGAGED Loyal and **Adversaries** advocates 9 % 32 % **DISENGAGED** Leavers and **Passives** Stagnants 5 % 45 % © 2020 NayaDaya Ind







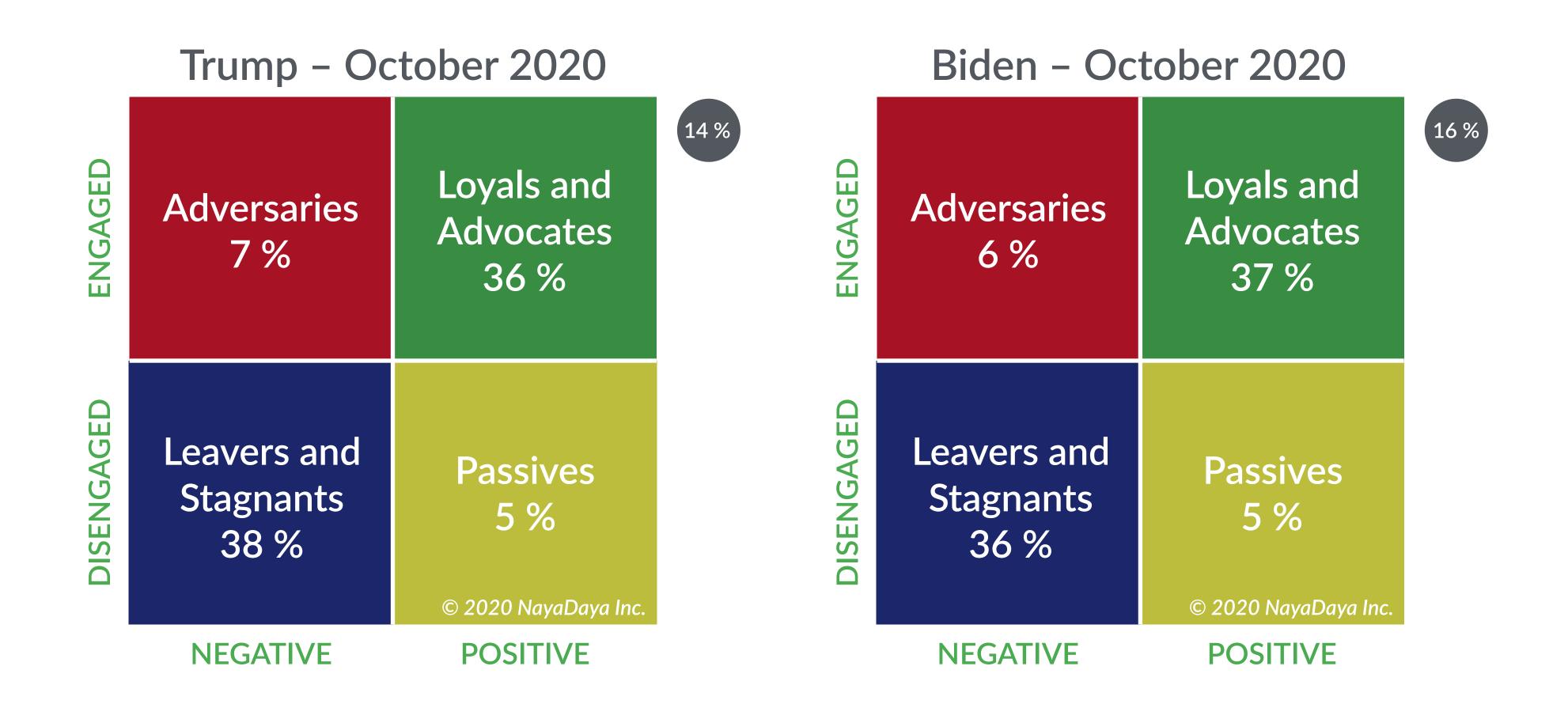






Behavior Matrix for the Voters With a Low Level of Education^[1]

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

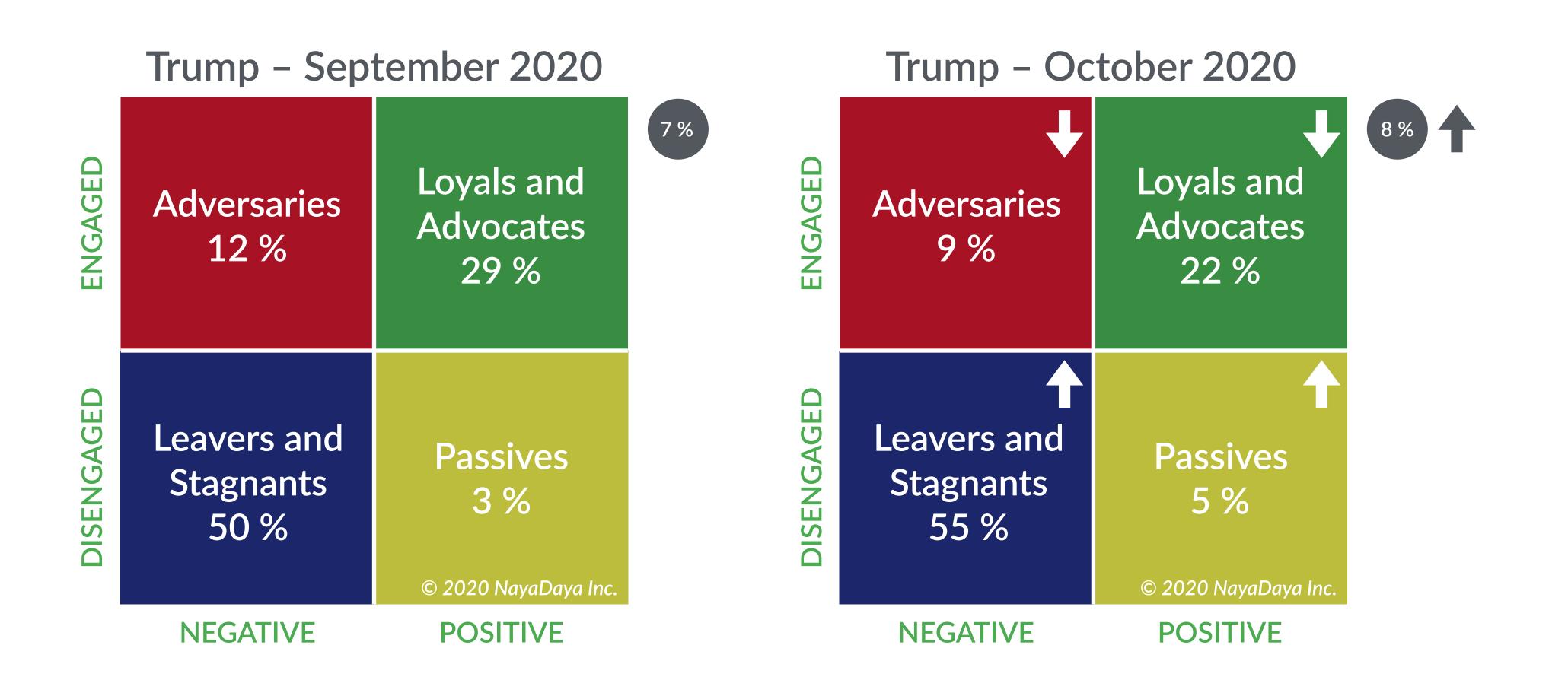






Behavior Matrix for the Twitter User in the Context of Trump's Re-election

From September to October, 2020



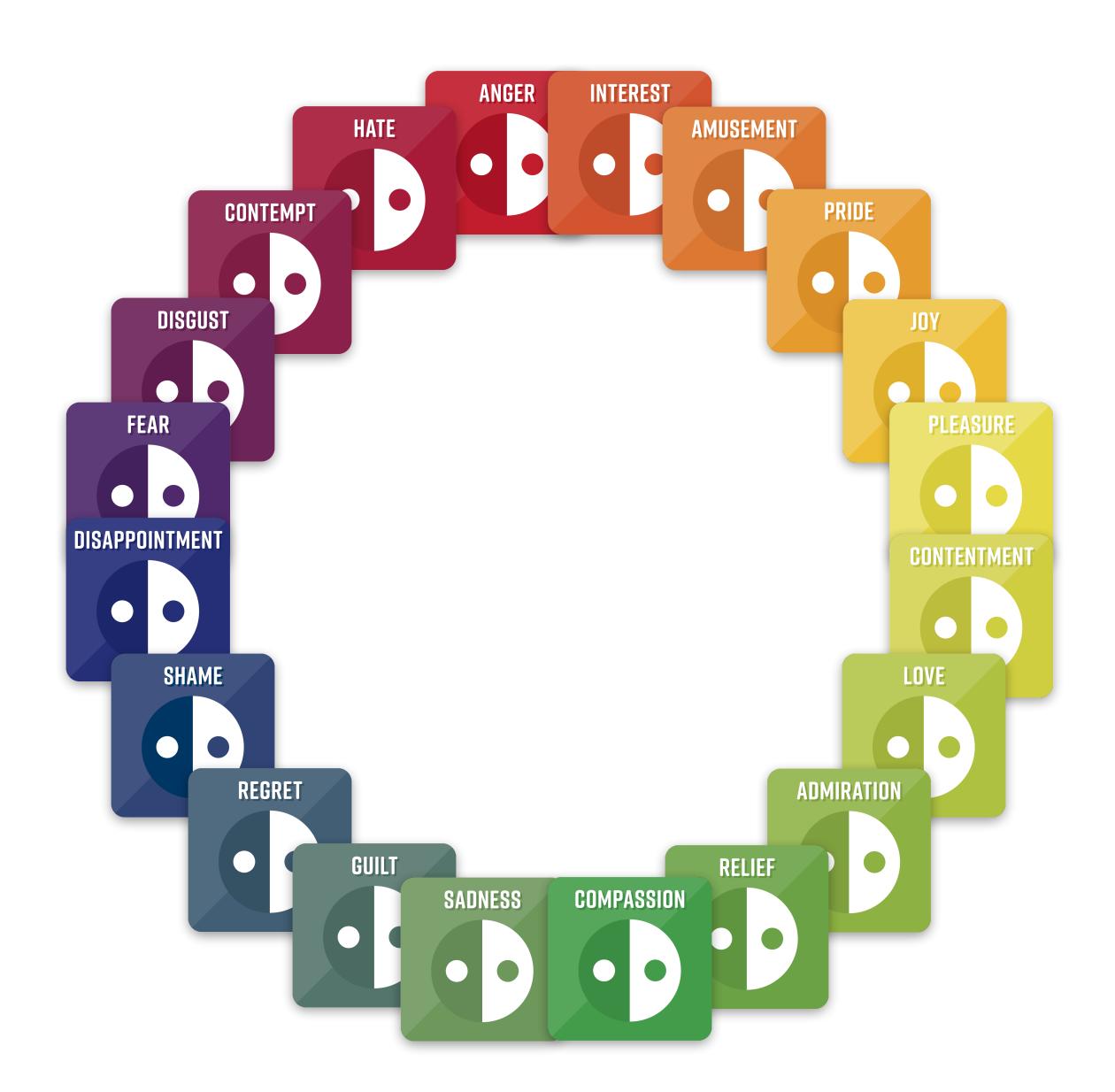




- Data was collected as online surveys through two YouGov panels in the U.S. from September 2 to September 4 and October 16 to October 19, 2020
- The quota sampling was implemented on the basis of age, gender, and geographic location to represent the overall U.S. adult population
- For the overall results (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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