

The Presidential Emotional Connection Study

Executive Summary

10/11/12

The Connection Intelligence Company

Questions Answered

Unlike polls measuring likability and which candidate voters are likely to choose, Motista goes deeper to reveal the motivations that drive behavior. Motista quantifies the more powerful emotional connections people have with the candidates. Not just how a candidate is “perceived,” but feelings about how a candidate might change my life.

“What motivates” is now clear and quantified.

This study answers questions like:

- 1. What is the impact of emotional connection on voter intentions?**
- 2. What are the top emotional drivers?**
- 3. Which candidate has the emotional advantage?**
- 4. What changed after the Presidential debate?**
- 5. What are key differences between the candidates?**

Methodology

Study Includes Two Waves: Pre & Post Debate



Survey Sample



Wave 1

- 9/24 – 10/2/12
- 2,000 total sample
- 1,000 per candidate
- Likely voters
- Nationally representative
- Gender representative
- Age representative
- Ethnic minorities in sample:
 - 11% Hispanic
 - 10% African American
 - 4% Asian American
- Equal sample among Democrats, Republicans and Independents

Wave 2

- 10/4 – 10/7/12 (after 10/3 debate)
- 600 total sample
- 300 per candidate
- Likely voters
- Nationally representative
- Gender representative
- Age representative
- Ethnic minorities in sample:
 - 11% Hispanic
 - 10% African American
 - 4% Asian American
- Equal sample among Democrats, Republicans and Independents

The margin of error is +/- 3.98 at a 95% confidence level. If just comparing Wave 1 results, the margin of error is 2.19.

Key Findings



Key Findings

Emotionally connected voters are more likely to turn out for their candidates on Election Day. (24% more emotionally connected "Party Base" voters report they "will definitely vote" for their candidate vs. those who merely see the candidate as qualified to be President. They are also far more likely to advocate for the candidate.)

The top 7 emotional drivers correlating to voting intent are when voters connect the following to their candidate: 1.) Good For Society, 2.) Confidence In The Future, 3.) Good For My Community, 4.) Belong With Others, 5.) Feeling Of Happiness, 6.) Improve Life For My Family And 7.) Feel Secure. (When voters feel these connections they are much more likely to vote for their candidate.)

President Obama enjoys an "emotional advantage" with his Democratic Party Base vs. GOPs with Romney. But Romney improved and Obama weakened after the debate. (Romney now outperforms Obama on "Confidence in the Future" by 13%. Obama still leads on the other drivers, but the gap has closed.)

While independents are far less connected to either candidate, Obama has 12% more independent voters who are emotionally connected with him vs. independents rating Romney. (Corresponding "voting intent" with this group also favors Obama, 48% to 34%.)

The study's widest margins separating Obama from Romney are on image attributes of "cool, admired and entertaining." While factors, these measures are not as motivating as the emotional connections. (Romney Republicans perceive that the "most demanding voters" favor Romney.)

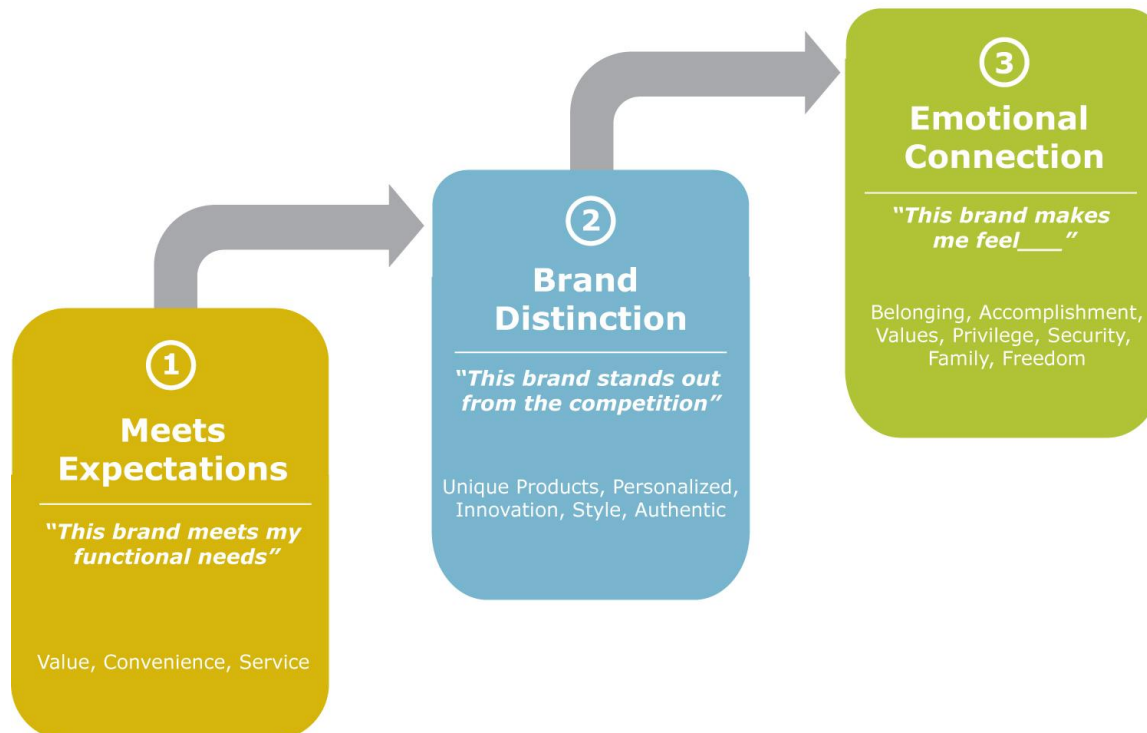
How Connection Builds

Like human relationships, connection with a brand builds.

This process holds true for Presidential candidates. First, they must be seen as qualified, then they can stand apart and finally they can “connect” emotionally.”

HOW CONNECTION BUILDS

Like human relationships, connection to a brand builds in stages.
Motista measures consumer connection at every level.



Here's Why Emotion Matters

Emotion Drives Action



PARTY BASE VOTERS WHO ARE...

EMOTIONALLY CONNECTED

PERCEIVE AS QUALIFIED (But Not Emotionally Connected)

"I will definitely vote for candidate"

95%

71%

Forwarded info to friend/family
"past 30 days"

58%

28%

Researched on website
"past 30 days"

41%

19%

Follow on Facebook/Twitter
"Top Box"

38%

12%

Donated money
"Top Box"

33%

11%

MOTISTA Consumer Intelligence, All Voters, Presidential Candidates, 9/24-10/2/12

This is why emotionally connected brands outperform their categories.

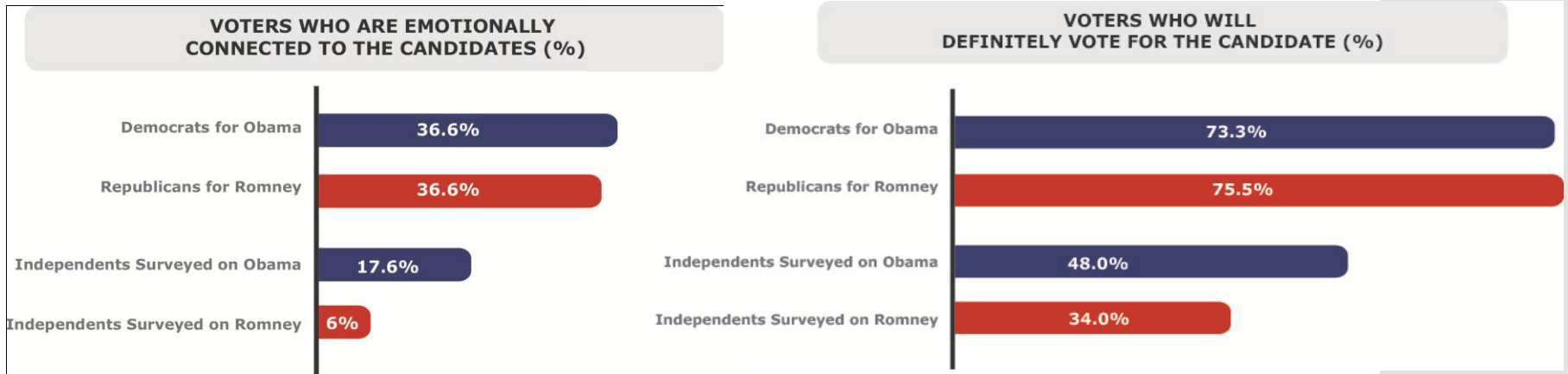
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Emotional Connection & Voting Intent

Post-Debate

Post-debate, the “party bases” of each candidate are about equally connected. This corresponds to statistically equal voting intent.

Obama has 11.6% more independents who are emotionally connected to him. Those who “will definitely vote” for him also exceeds Romney.



MOTISTA Consumer Intelligence, All Voters, Presidential Candidates, 10/4-7

Top 7 Emotional Drivers

TOP EMOTIONAL DRIVERS OF VOTING INTENT

These emotional connections have the strongest influence over voting intent

By voting for candidate, I feel . . .

"I'm doing something good for **society**."

"Confidence the **future** will be better."

"I'm doing something good for my **community**."

"I **belong** with other people who support the candidate."

"**Happiness** by supporting the candidate."

"Improves life for my **family**."

"Helps me feel **secure**."

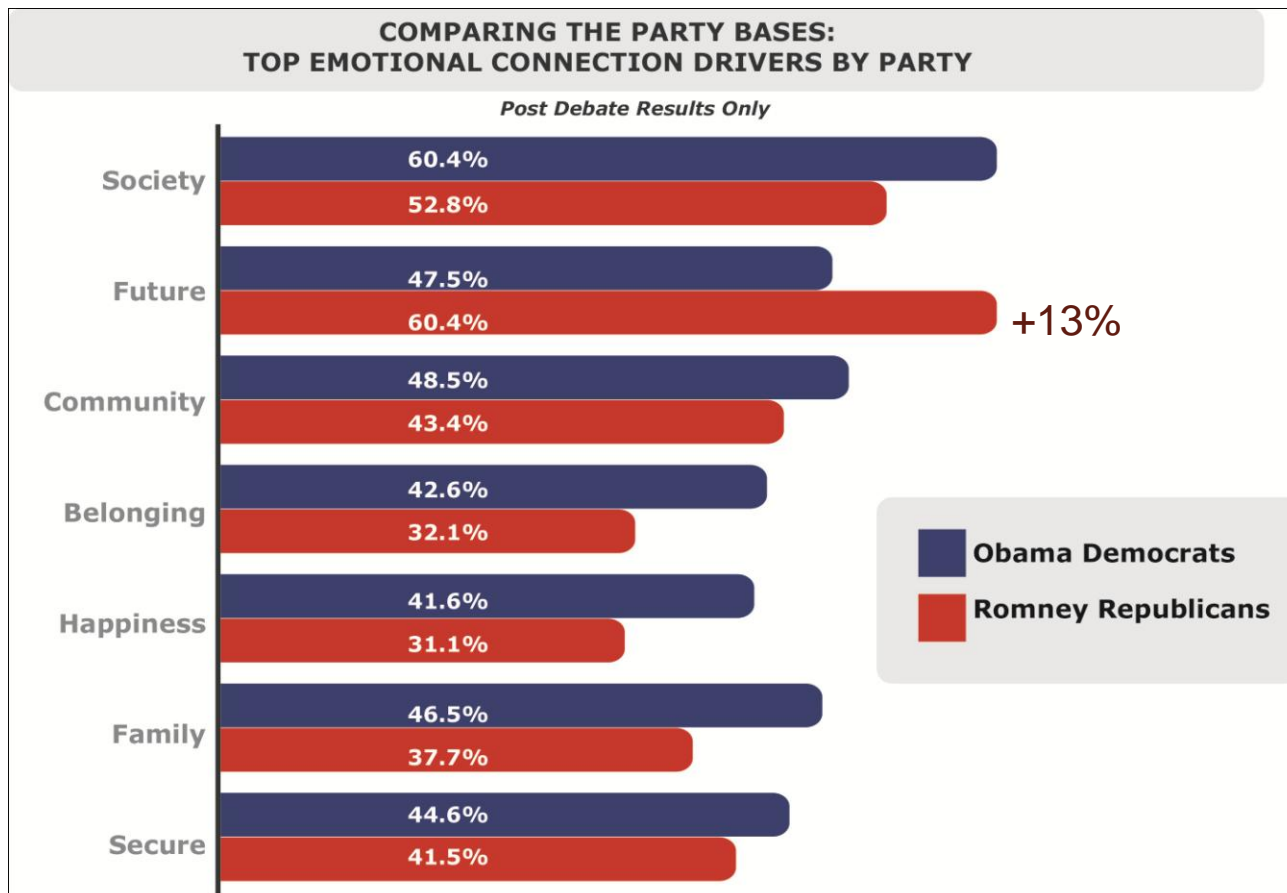
Top drivers of voting intent statistically links voters' emotional connection with a candidate with their score for "I will definitely vote for (candidate) in November."

Compare Candidate Party Bases

On Top Emotional Drivers - Post-Debate Only

Obama continues to enjoy the emotional advantage, but Romney leads on "Future" post-debate.

Nearly 13% more of Romney Republicans feel stronger that he is better for the future.



Margin of Error: +/- 3.98.

Note: Scores are percentage of voters giving candidates the strongest scores on a connection

What Changed?

Party Bases on Top Emotional Drivers Pre/Post Debate

Romney gained ground after the debate while Obama's party base weakened.

These emotional connections have the strongest influence over voting intent.

Emotional Connection Drivers	OBAMA DEMOCRATS			ROMNEY REPUBLICANS		
	Pre-Debate	Post-Debate	Change	Pre-Debate	Post-Debate	Change
Society	62.8%	60.4%	-2.4%	57.4%	52.8%	-4.6%
Future	58.6%	47.5%	-11.1%	53.9%	60.4%	+6.5%
Community	53.0%	48.5%	-4.5%	42.6%	43.4%	+0.8%
Belonging	47.6%	42.6%	-5.0%	37.8%	32.1%	-5.7%
Happiness	45.8%	41.6%	-4.2%	27.4%	31.1%	+3.8%
Family	48.2%	46.5%	-1.7%	33.6%	37.7%	+4.1%
Secure	44.6%	44.6%	-0.1%	34.8%	41.5%	+6.7%

Margin of Error: +/- 3.98

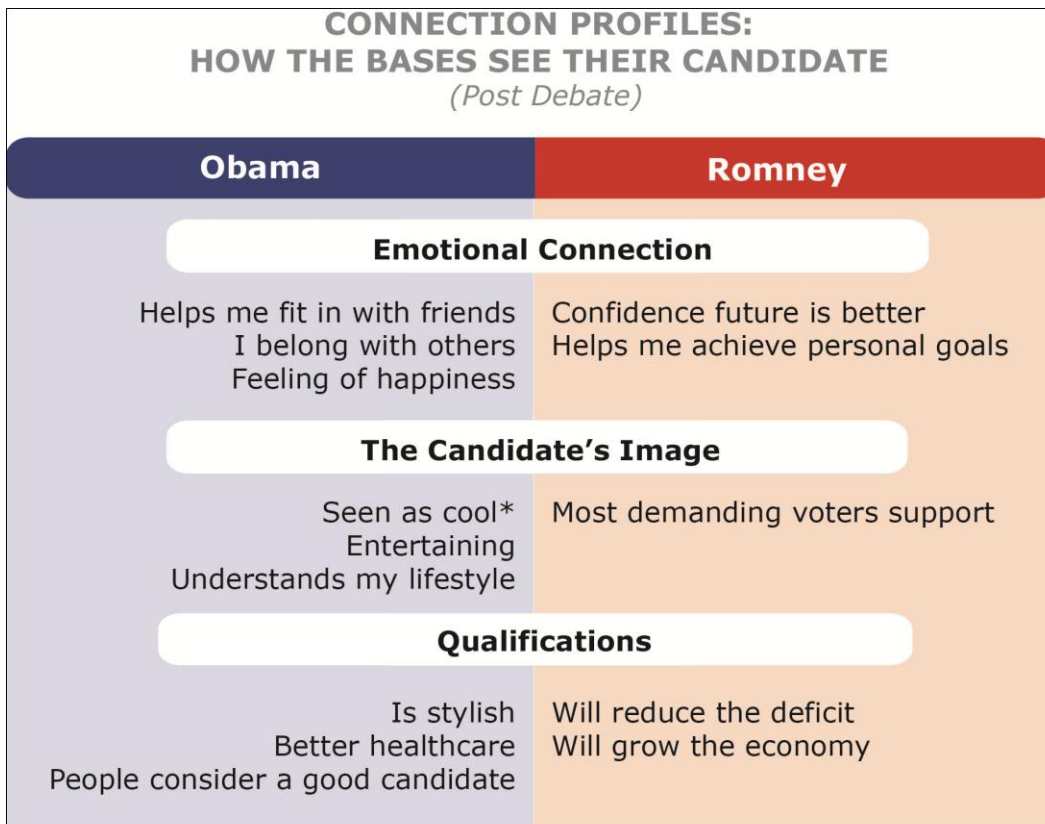
Note: Scores are the percentage of voters giving the candidates the strongest scores on a connection.

Connection Profiles

How Party Bases See The Candidates (Post-Debate)

To their party bases, the candidates have different connection profiles.

These connections scores have the greatest gaps between the candidates among party bases post-debate across 86 different connection measures. (Only gaps that are statistically significant are shown.)



* "Seen as cool" is the single biggest difference between Obama vs. Romney, by 28.6% post-debate.

MOTISTA

The Connection Intelligence Company

MOTISTA puts intelligence about what is motivating consumers to act, right where it belongs, in your hands as you think, work, communicate and make decisions, every day.

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