

# BUYOLOGY, INC. CONDUCTS INNOVATIVE RESEARCH INTO VOTERS' DEEPER NON-CONSCIOUS FEELINGS

## Findings Reveal: ROMNEY IS THE BIGGEST THREAT TO OBAMA; PALIN DOMINATES 35 AND UNDER REPUBLICAN VOTERS; OBAMA IS THE COOLEST CANDIDATE

Sept. 15-20, 2011. N=1875 American adults nationwide.

New York, NY – [Buyology, Inc.](#) the leader in the field of **neuro-insight research** on consumer behavior released a report on the **presidential candidates** today with surprising results.

Between September 15-20, 2011, [Buyology](#) polled 1875 people—nearly three times the usual polling sample group—using non-conscious preference on both who they would vote for in several scenarios and also on their emotional reactions to the candidates.

### Age Demographic Findings:

- Republican and Republican-leaning voters ages 35 and under would vote **Sarah Palin** into the White House if the election were today.
- Among the under 35 Republican voter set, Palin is the Most Trusted candidate, the candidate that will create the Most Jobs, and the Most Cool candidate.
- To 35 and under Democrats, Palin comes in second as the candidate they feel will create the most jobs.
- Across the general electorate, under 35 voters elect **Obama**, followed by **Paul** and **Palin**.
- If the Republican primary was held today, **Romney** would win. However, if the Presidential Election was held today between Romney and Obama, Obama would win.
- Palin beats Bachmann in nearly every category, across voter groups.
- The candidate Americans feel is the *least* likely to create jobs: **Bachmann**.
- The candidate Americans feel is the most cool: **Obama**.
- The candidate Americans feel is the most frightening: **Palin**

Standard political polls survey a random group of voters on who they will vote for and what they think about specific bills, but they don't measure how voters *feel* about the candidates. In addition to the usual polling questions, **Buyology** used a widely accepted and proven tool to assess voters' non-conscious reaction to the current and potential slate of candidates.

Additional findings on the study can be found at [www.BuyologyInc.com](http://www.BuyologyInc.com).

“There are profound differences between what people say and what they feel,” says [Gary Singer](#), CEO and co-founder of **Buyology, Inc.** “This cutting edge measurement is akin to what actually happens when the curtain is closed and people are voting.”

The methodology used to access non-conscious preference is **Latency Response**, a well-documented and accepted approach. To produce this research, Buyology has used Latency Response in conjunction with proprietary software technology to assess level of conviction to a choice.

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**ABOUT BUYOLOGY:**

Leveraging the unparalleled experience garnered at McKinsey, Interbrand, GlaxoSmithKline, and Yahoo!, **BUYOLOGY, INC.** launched in 2009 following the release of Martin Lindstrom's *New York Times* bestseller, "[\*Buyology: The Truth and Lies About Why We Buy\*](#)" (Random House). Buyology has served global leaders in consumer products, media, pharmaceuticals and technology and is internationally recognized as a thought leader in driving marketing insight and effectiveness, Buyology has been cited and covered in *Forbes*, *Fast Company*, *The New York Times*, among others.

Buyology utilizes its global neuroscience database to develop rigorous tools that bridge science and business so as to provide a provocative and proprietary understanding of consumer decision-making and brand relationships.