



Political Sentiment Poll

2020 Presidential Election

Unsettled Matters

May 1, 2020

Introduction

At a time when most attention is focused on the COVID-19 pandemic, we thought it might be good to take a look at those and other political issues facing the country. We call them Unsettled Matters. In Part Two of the Political Sentiment Poll, conducted in early March 2020, voters' emotional responses toward political Unsettled Matters were assessed. This Sentiment Poll measured the emotional response of 200 voters toward these Unsettled Matters. The responses were organized into AdSAM® Emotional Temperature™ scales and Perceptual Maps. The Emotional Temperature uses a thermometer to depict the results of the poll visually as an index from high Appeal and Engagement to low. In addition to the Temperature, the Perceptual Map shows the actual Appeal, Engagement and Empowerment averages. When viewing the Perceptual Maps, the dots in the upper right corner represent a high level of Appeal and Engagement. The dots in the bottom left corner represent a very low Appeal and engagement. Empowerment is indicated by the size of the dot.

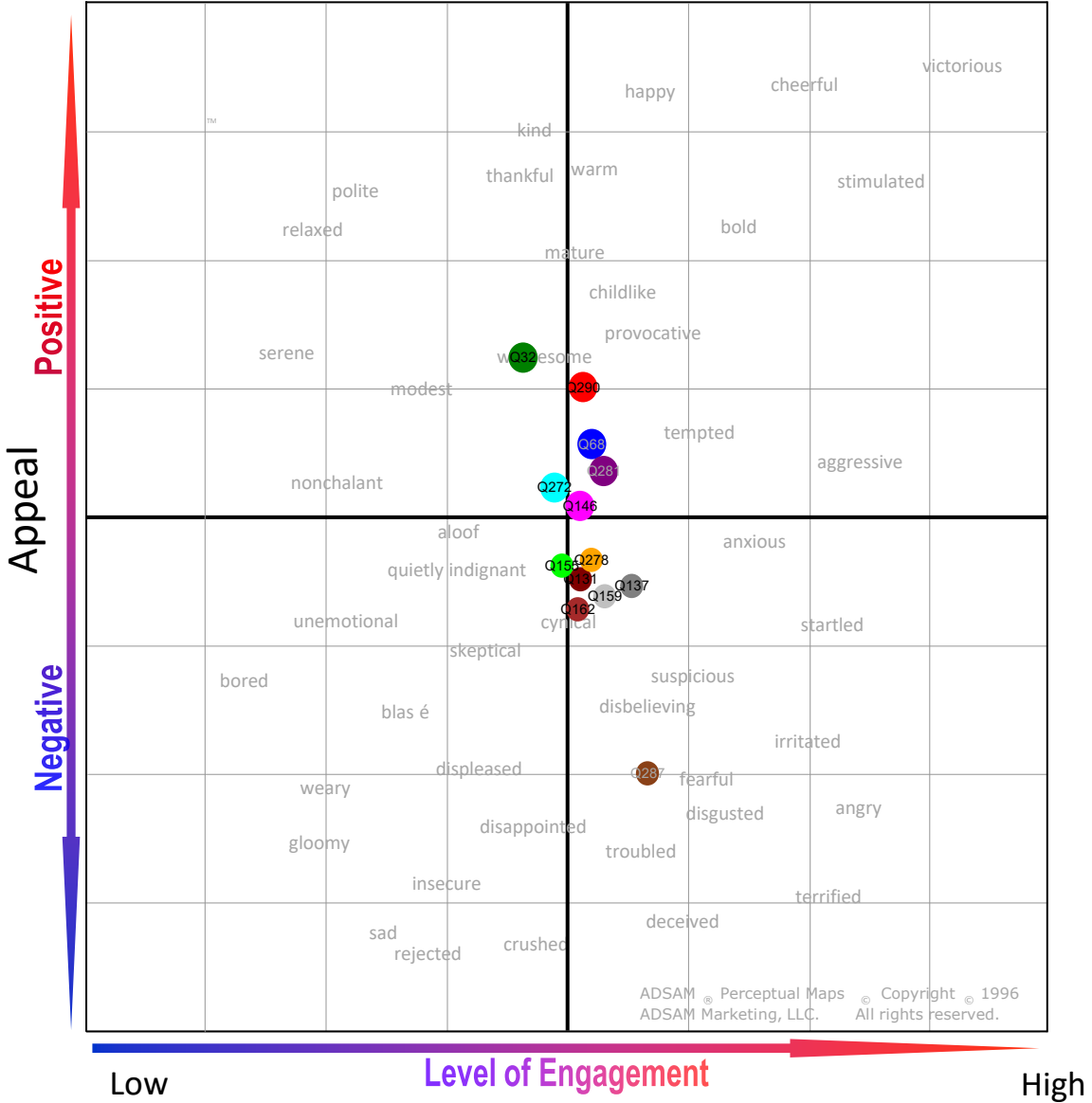
This Sentiment Poll of voter responses uniquely measures the Emotional Response reactions to political Unsettled Matters relevant to the 2020 Presidential Election. Several preceding polls have been used to capture the emotional response of voters since September 2007. The purpose of the poll is to consider the actual feelings that lead to changes of heart among voters. The results of past survey results predicted many events of previous presidential primaries and elections. Emotional Response has been shown to be high predictive of behavior.

The poll has been created, administrated and distributed by Dr. Jon Morris, Advertising Professor at the University of Florida, with the aid of student assistants. The emotional response report, called The Political Sentiment Poll, uses a non-verbal visual measure of emotion that is based on the Dimensional Theory of Emotion. Every emotion is a combination of three dimensions: Appeal, Engagement, and Empowerment. AdSAM® uses proprietary graphic characters called the Attitude Self-Assessment Manikin to depict the dimensions and measure human emotional response.

Perceptual Map™ | All Voters List 1

This Perceptual Map shows the Appeal (negative to positive), Engagement (low to high) and Empowerment (size of the dot) of the Unsettled Matter on the Voter. Here, among all voters, a female as president is the most appealing but including preexisting conditions in health insurance is more positively engaging. The comparisons will be more evident on the Emotional Temperatures that follow. An explanation of the process how the dimension interact can be found at www.SenseUS.net.

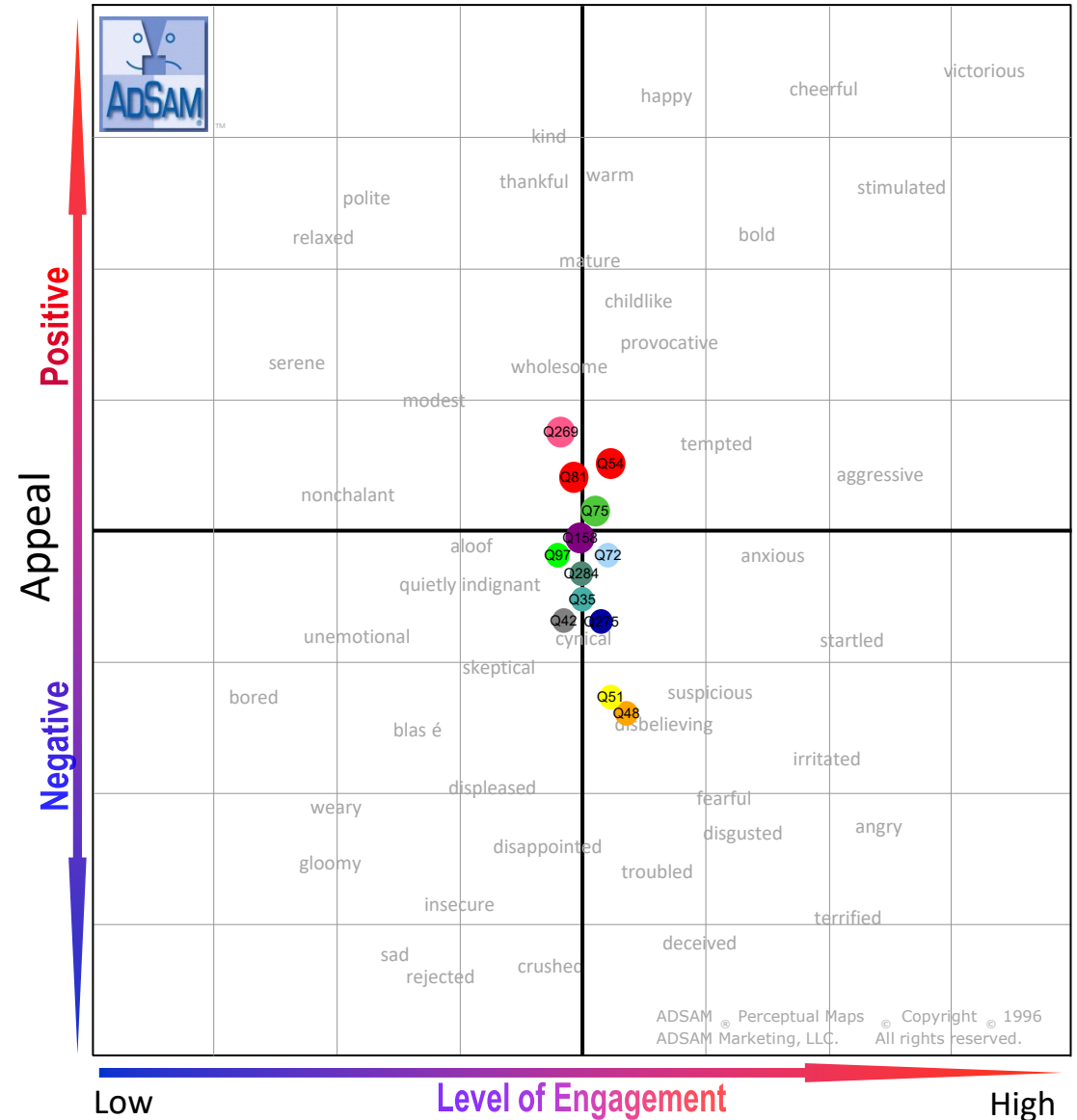
- Q2 How do you feel about the idea of a female president?
- Q68 How do you feel about Medicare for All?
- Q272 How do you feel about the way women are treated in the United States society today?
- Q146 In general, how do you feel about stricter gun control?
- Q131 How do you feel about media coverage of the election?
- Q155 How do you feel about the state of public education in the United States?
- Q159 How do you feel about the federal government's proposed role in funding colleges and universities for all?
- Q162 How do you feel about income equality in the United States today?
- Q278 How do you feel about Social Capitalism as the form of government in the U.S.?
- Q281 How do you feel about the need to address climate change in the United States?
- Q290 How do you feel about the need to include preexisting conditions in health insurance?
- Q287 How do you feel about the autocracy (one king or ruler) as a form of government in the United States?
- Q137 How do you feel about the current administration immigration policy in the United States today?



Perceptual Map™ | All Voters List 2

In this second list, measured in the exact same way as the previous list with the same voters, a women's right to choose followed by universal healthcare are the most appealing. That contrasts with the low appealing and higher engaging feelings about health insurance companies and the associated costs. Emotional responses by party will be shown in the Emotional Temperatures that follow. All issues deserve strong consideration in the November elections.

- Q158 "How do you feel about the Democratic Party in general?"
- Q35 "How do you feel about the Republican Party in general?"
- Q81 "How do you feel about the current state of the United States economy?"
- Q97 "How do you feel about your ability to afford a major expense in the next 6 months?"
- Q42 "How do you feel about the quality of the healthcare system in the United States today?"
- Q48 "How do you feel about the cost of healthcare in the United States today?"
- Q51 "How do you feel about health insurance companies?"
- Q54 "How do you feel about universal healthcare (coverage for all)?"
- Q269 "Concerning legal abortion, how do you feel about a women's right to choose?"
- Q72 "In general, how do you feel about the way things are going in the United States today?"
- Q75 "How do you feel about the prospect of things going well in the United States one year from now?"
- Q275 "How do you feel about Democratic Socialism as the form of government in the U.S.?"
- Q284 "How do you feel about the U.S. Government's response to the COVID-19 outbreak?"



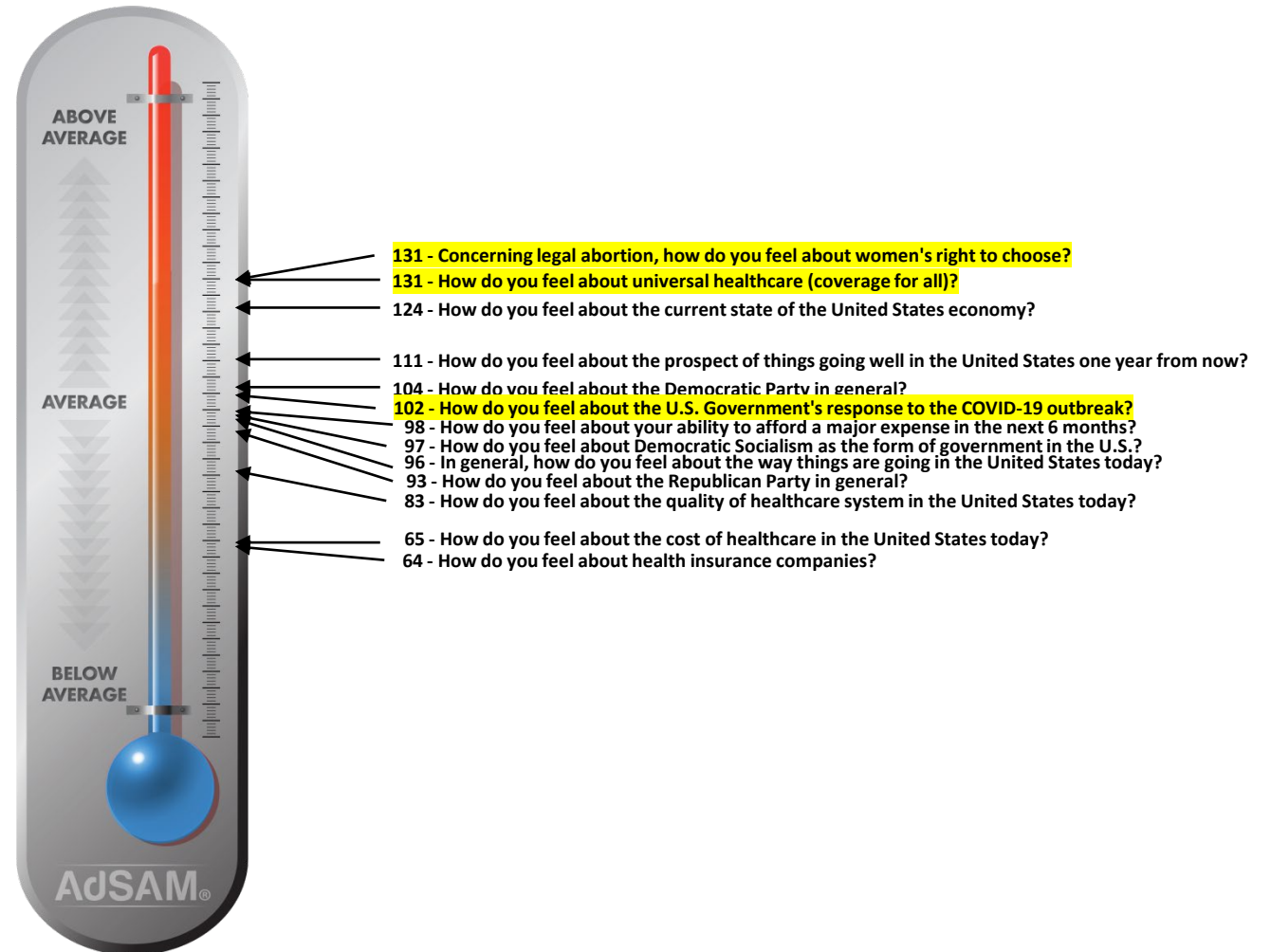
Emotional Temperature™ | All Voters List 1.

The Emotional Temperature shows the combination of the Appeal and Engagement scores in measuring the Emotional Strength of the issue. An index score of 100 is the average Temperature and above 100 is positive emotional connection.

Those Matters in Red are the hotter more potent issues. They are stronger Engagement and more positive in Appeal.

The following slides show the Temperatures, first for All Voters followed by Temperatures for Democrat, Republican, and Independent voters. They are broken into two lists for legibility.

What is notable in the All Voters Emotional Temperature List One to the right, is that a majority of respondents feel positive and engaged about a woman's right to choose and universal healthcare as prominent Unsettled Matters. Also, they felt in March that the U.S. Government's handling of the prominent COVID-19 outbreak is only slightly positive or slightly above average Temperature.

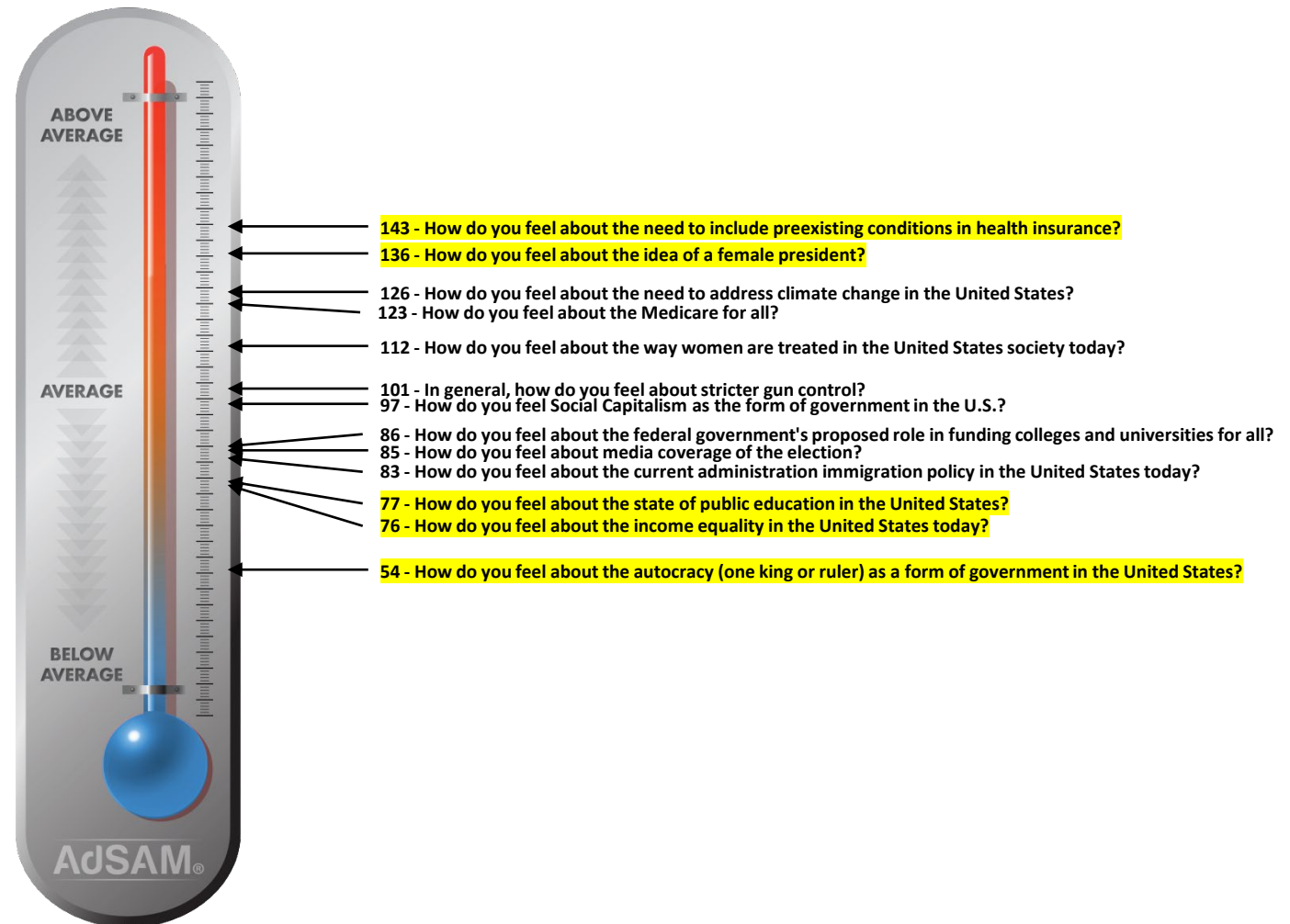


Emotional Temperature™ | All Voters List Two.

What is most notable here is that most respondents feel that including preexisting conditions in health insurance is the most prominent Unsettled Matter and something they feel strongly about. This indicates a favorable view for universal healthcare. The Emotional Temperature also shows the growing concern over climate change today.

Another score that is predominantly high is the idea of a woman as president. There seems to be positive engaging response across both parties and independents. This is important since one candidate is committed to selecting a woman as a vice presidential candidate.

On the other hand, many people feel below average and even negative (see Perceptual Map) about the state of public education, income equality, and autocracy (one-person rule) in the U.S.



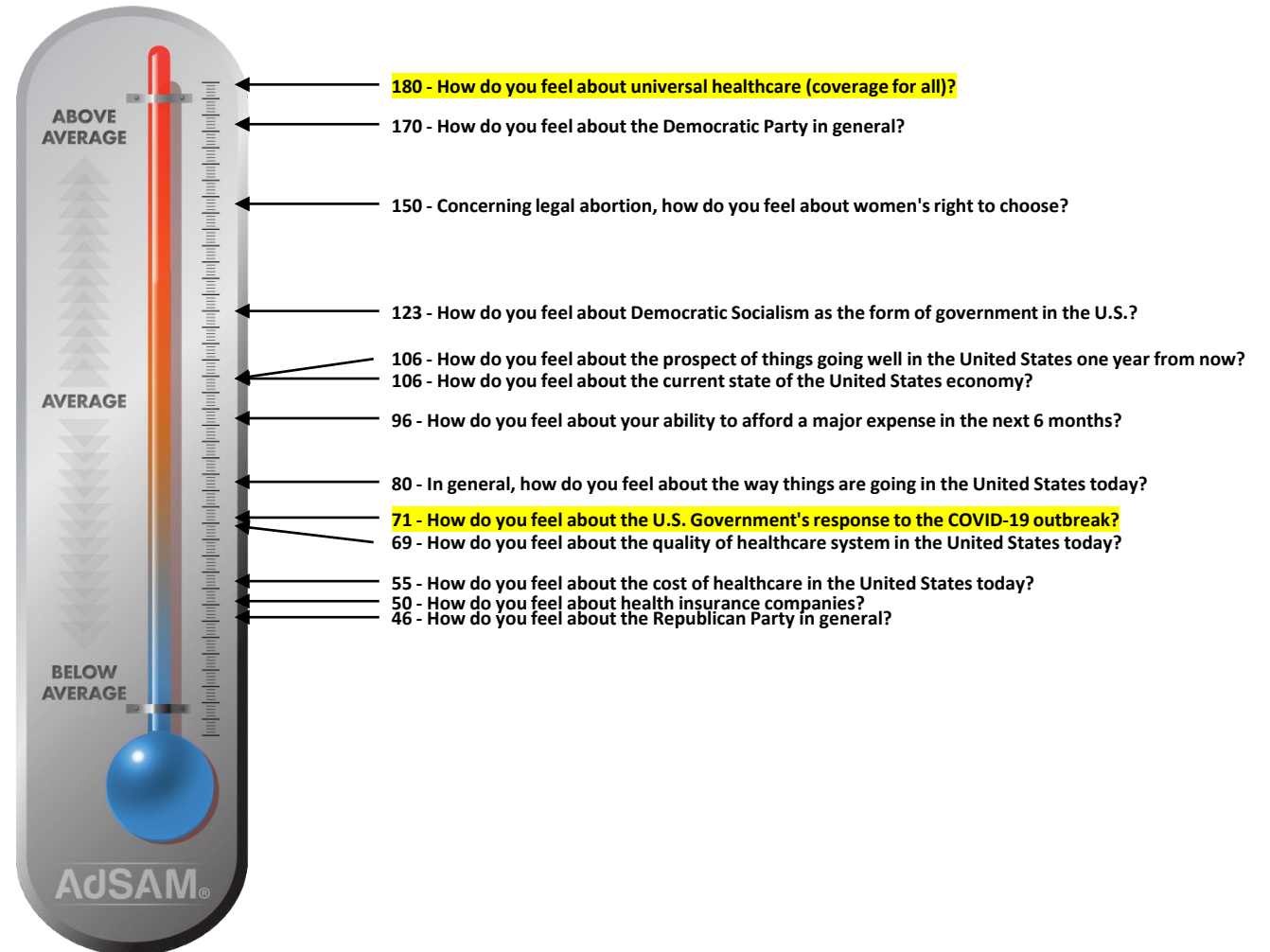
Emotional Temperature™ | Democrat Voters List One

What is most notable in the Democrat Emotional Temperature List One is that universal healthcare is the most prominent Unsettled Matter.

The Emotional Temperature of universal healthcare is well above average, at 180, indicating that Democrats have a very strong positive emotional connection with this matter.

Also, Democrats feel that the government's handling of the COVID-19 outbreak is far below average in Emotional Temperature making it a strong negative in response.

Democrats also polled high in Emotional Strength and Temperature on a woman's right to choose a legal abortion.



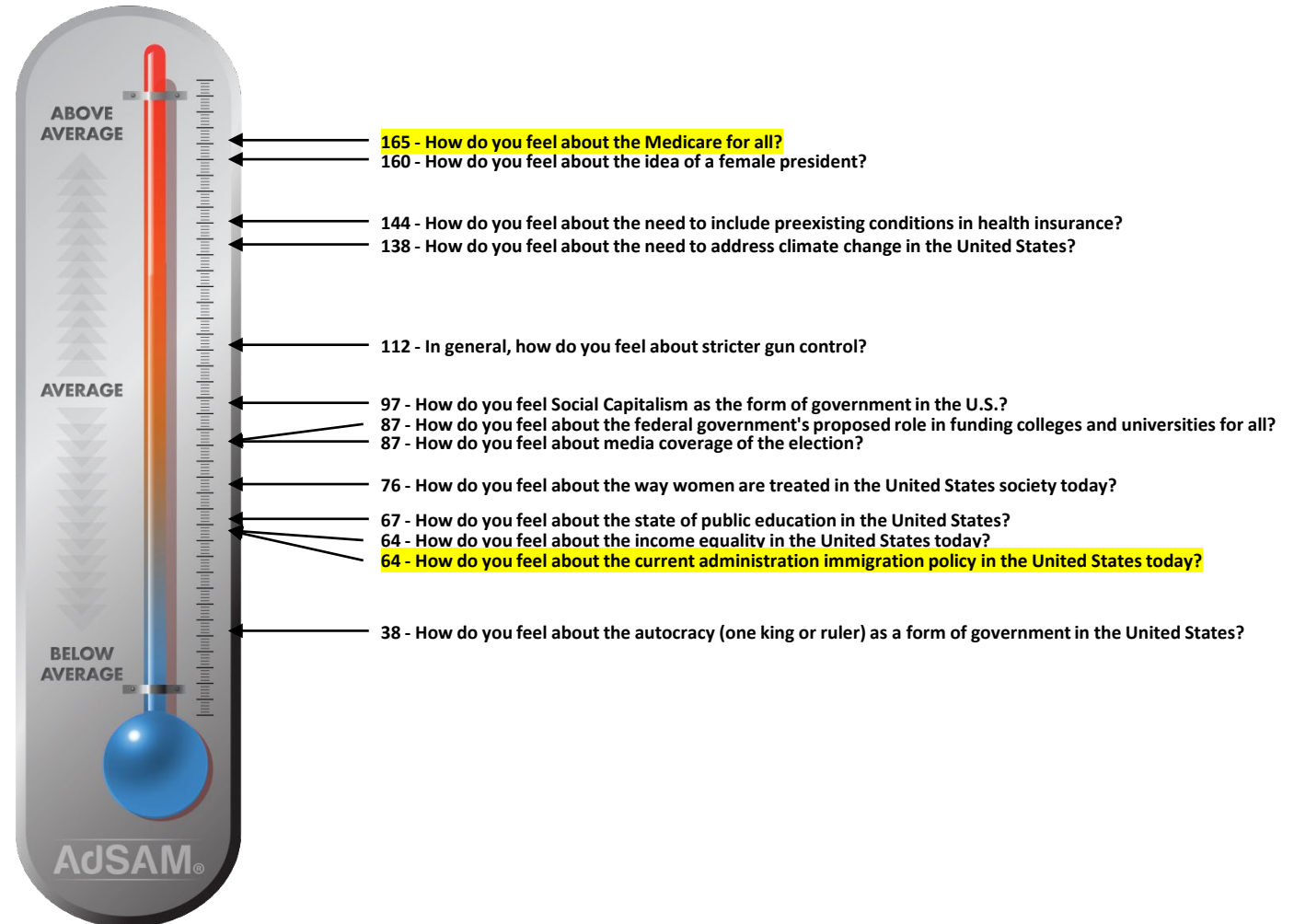
Emotional Temperature™ | Democrat Voters List Two

Again, what is most notable in the Democrat List Two Emotional Temperature is the strong positive feelings toward Medicare for All and a female as president.

The Democrats do not feel the current administration's immigration policy is a prominent Unsettled Matter. The Republican's Emotional Temperature on this issue is about average (see next two slides).

There are several other interesting comparisons here and on the future slides. Some where Democrats and Independents, and in some cases, Republicans have positive and somewhat engaging emotional reactions.

Emotional Temperature is based on the AdSAM® Emotional Strength Index®.



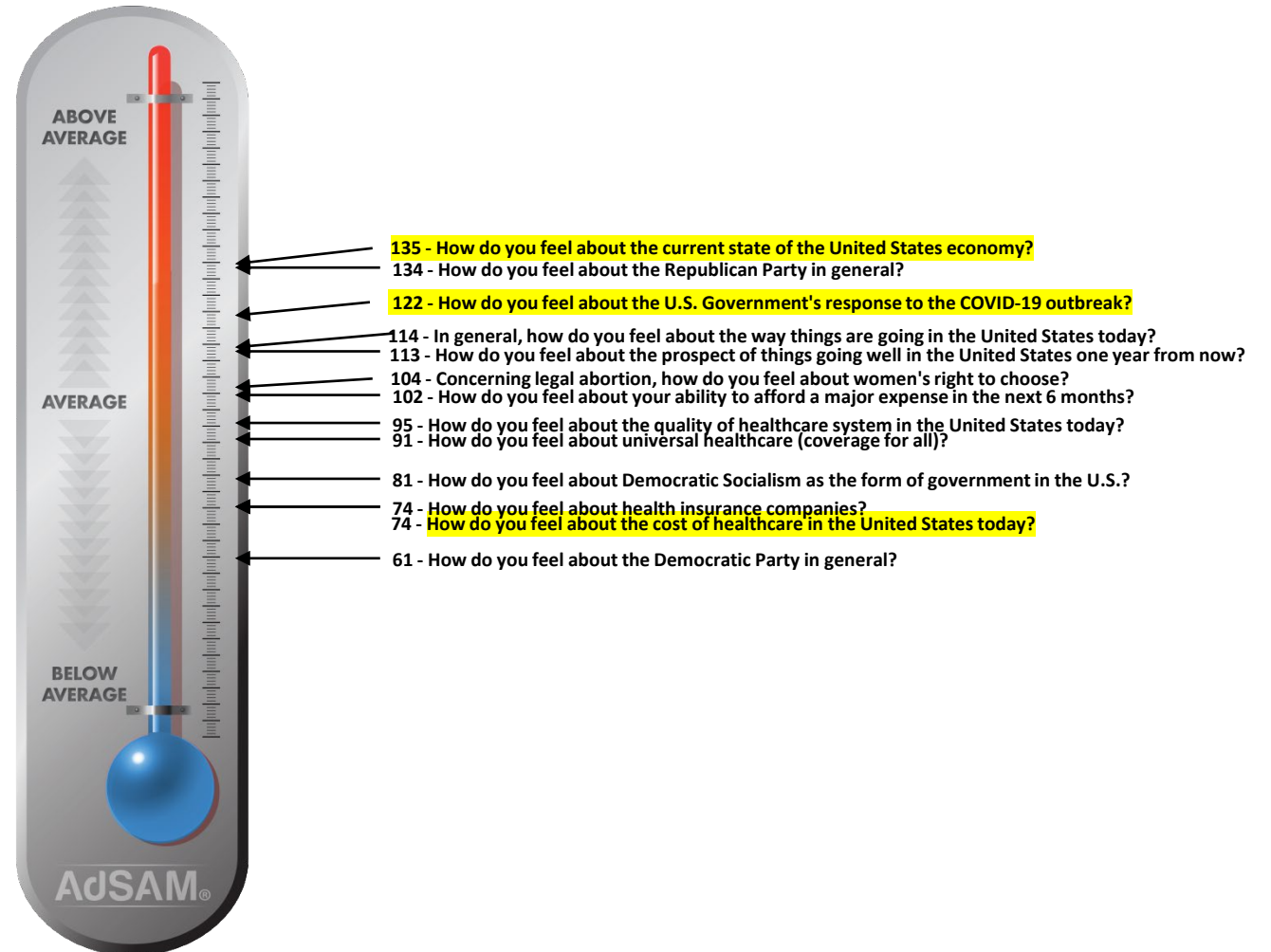
Emotional Temperature™ | Republican Voters List One

The Emotional Temperatures in March, for Republicans that was high and positive in Appeal and Engagement was the economy and the Republican party.

What is most notable in the Emotional Temperature is that Republicans felt the government's response to the COVID-19 outbreak is well above average while Democrats find it well below average.

Where both parties agree is the well-below average feelings toward insurance companies and the cost of healthcare.

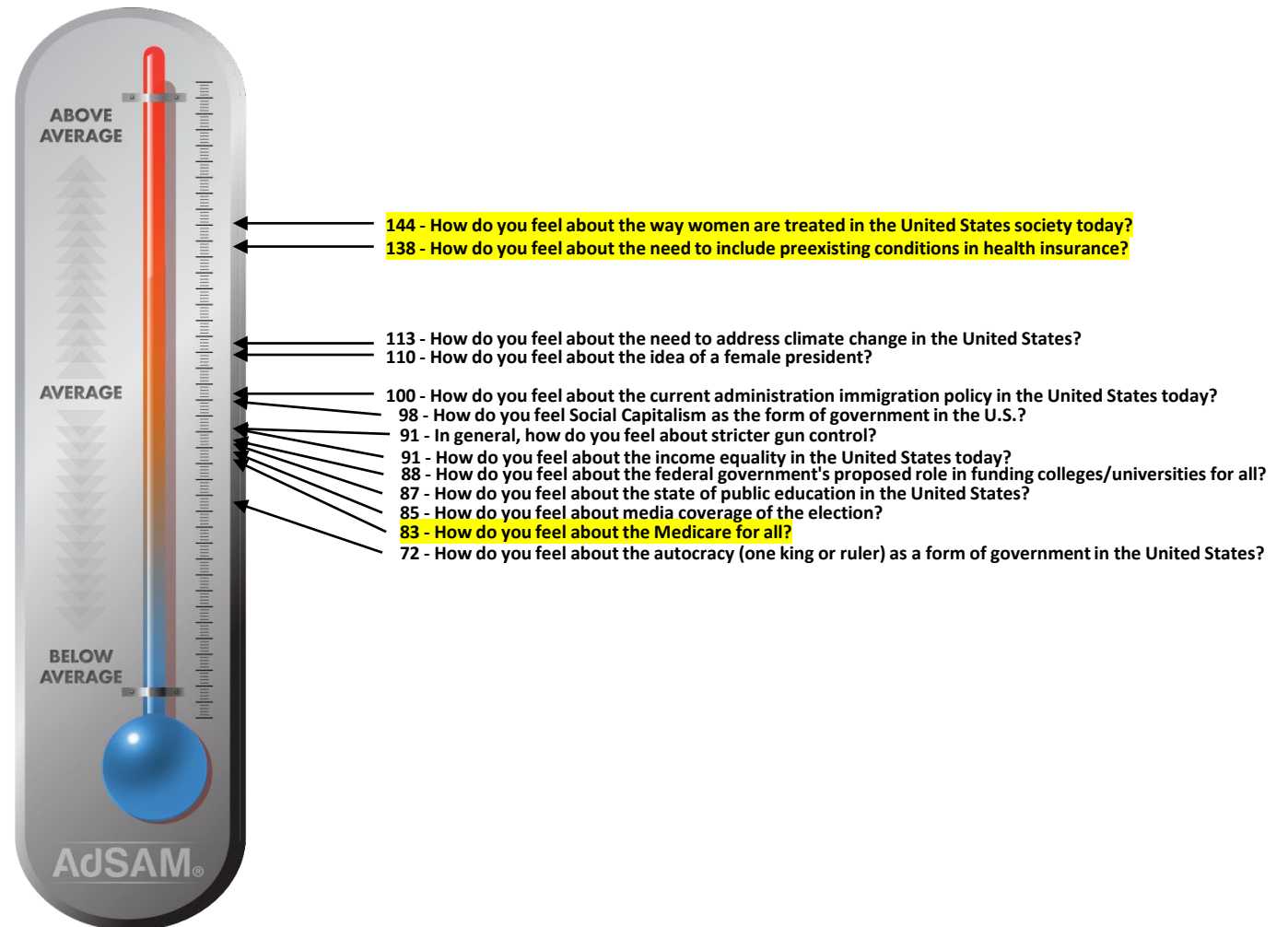
In addition, there are several other Undecided Matters worth examining depending on affiliation, understanding and social economic factors.



Emotional Temperature™ | Republican Voters List Two

What is most notable in the Republican Emotional Temperature is that, the way women are treated in the United States is the most prominent Unsettled Matter for them. In other words, they believe women are treated very well.

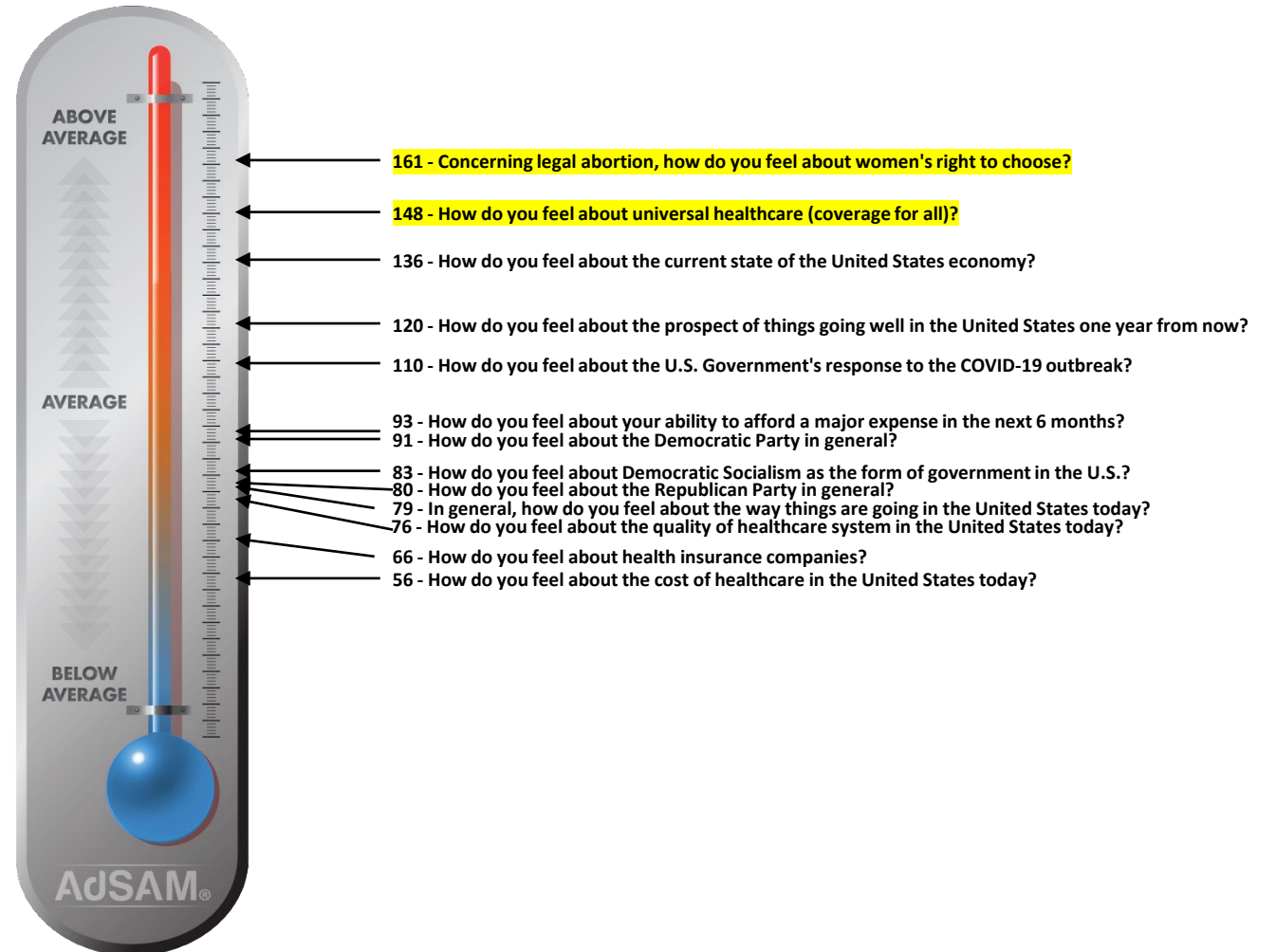
The Republican voter has a strong emotional connection to including preexisting conditions in health insurance. On the other hand, Republicans do not feel Medicare for All is a prominent issue, showing well below average on the Emotional Temperature.



Emotional Temperature™ | Independent Voters List One

For independents, they feel a women's right to choose and universal healthcare are the prominent Unsettled Matters. Feelings about health insurance companies is universal and quite negative across all three groups, Democrats, Republicans and Independents.

There many Unresolved Matters here where Independents seem to agree with Democrats and some with Republicans.



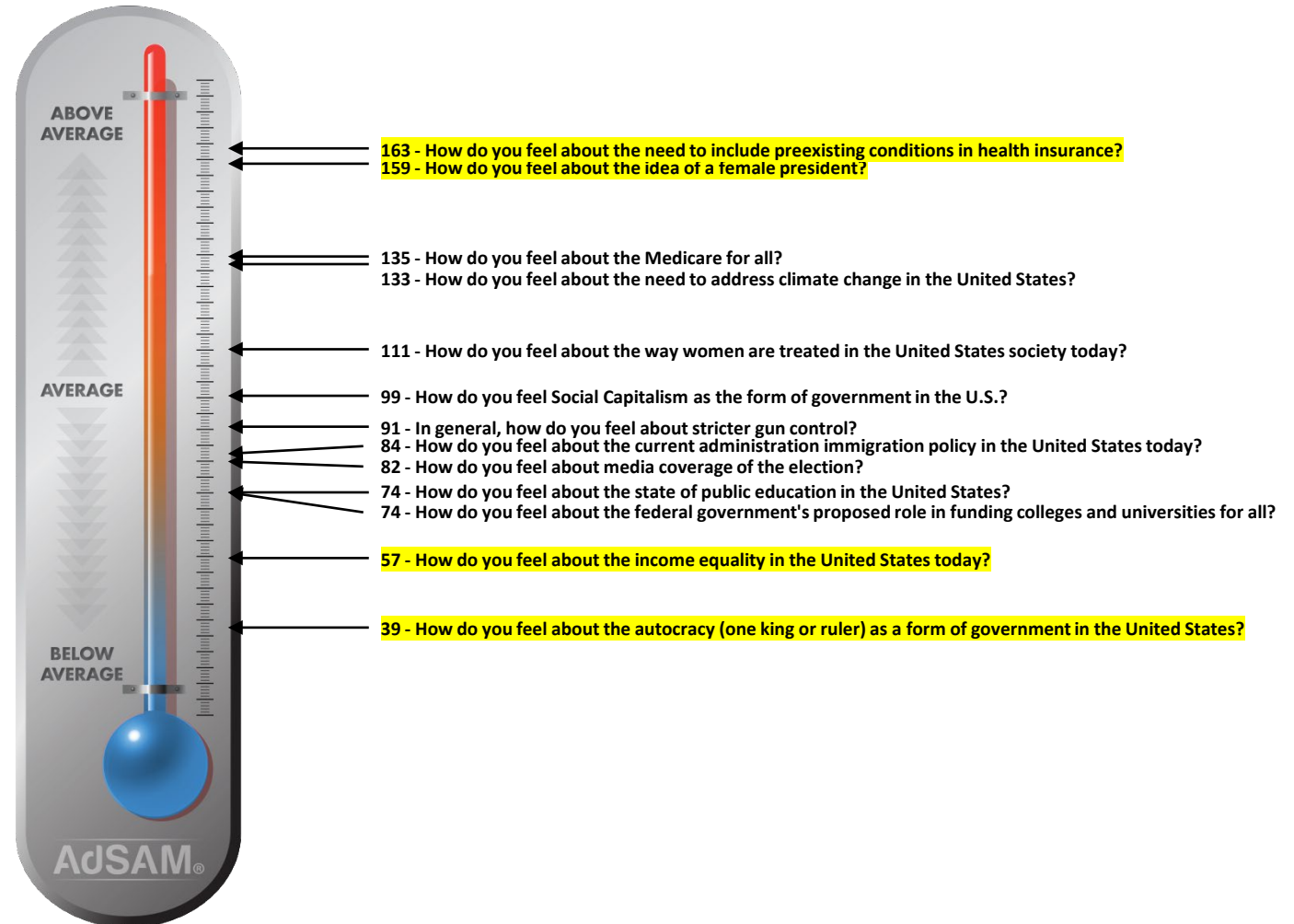
Emotional Temperature™ | Independent Voters List Two

For independents, preexisting conditions in health insurance is the most prominent Unsettled Matter for them. This is the most Empowering Unsettled Matter among Democrats and Independents. Both groups also feel strongly about the idea of a female president.

An Unsettled Matter that shows a little lower Emotional Temperature than including preexisting conditions but still strongly connecting with these voters, is Medicare For All.

They do not feel that there is income equality in the U.S. and also don't feel autocracy (one-person rule) is worth considering.

As to the treatment of women, the Independent voters are more aligned with the Republicans in their feelings than the Democrats.





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