

The Florida Sentiment Poll

2020 Presidential Election

Final Edition

November 2, 2020



Introduction

The Florida Sentiment Poll for the 2020 Presidential Election uniquely measures Emotional Response to candidates and key issues, called Unsettled Matters, has been created, administrated and distributed by Dr. Morris, professor at the University of Florida, with the aid of student assistants. The Florida Sentiment Poll uses a tool called AdSAM[®]; 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[®] utilizes proprietary graphic characters called the Attitude Self-Assessment Manikin to depict the dimensions and measure the human emotional response.



In this edition of the Florida Sentiment Poll, the voters' emotional responses for the presidential candidates, focusing on two candidates, Donald Trump and Joe Biden, were assessed on October 23, 2020. The poll measured the emotional response of 294 voters; the responses were organized into AdSAM® Perceptual Maps©, and Emotional Temperature™ thermometers to depict the results of the poll visually.

AdSAM® has been capturing the emotional response of voters since September 2007. The purpose of the poll is to take into account the actual feelings that lead to changes of heart among voters. The results of past polls predicted many events of the 2008 and 2016 Presidential Elections.



Nine Key Emotion Groups

The Perceptual Map is broken into nine key segments as labeled below. This shows the distribution of the responses. Emotion Group© indicates that most people are sullen, ambivalent, or enthusiastic about the prospect of Biden as president of the United States.

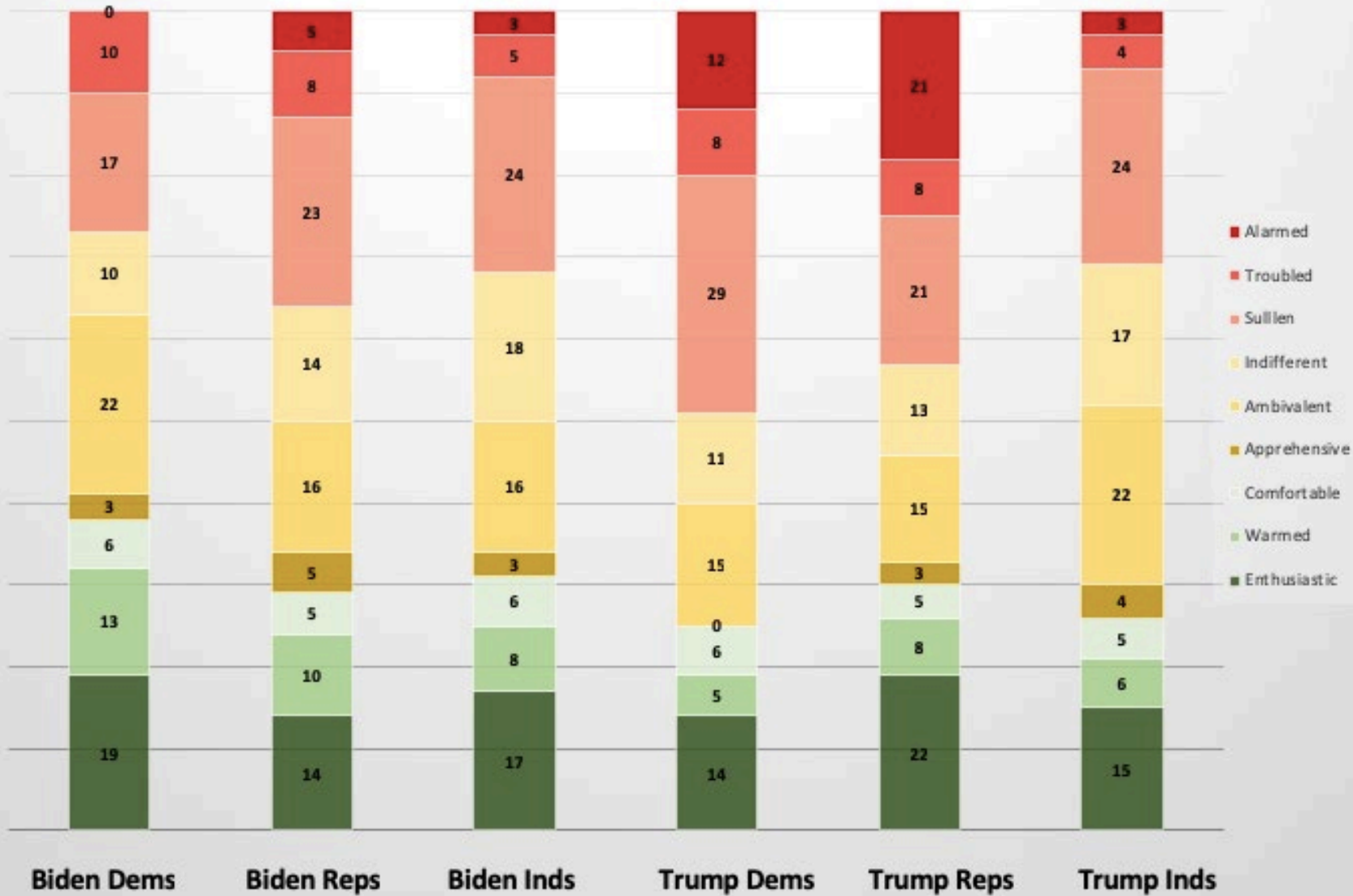
Interestingly, president Trump also elicits more feelings of sullenness, enthusiasm, and ambivalence.

Trump elicits slightly more enthusiasm, sullenness and alarm among Republicans than Biden does with Democrats. Independents have nearly equal responses to both Trump on Biden in all emotion groups.

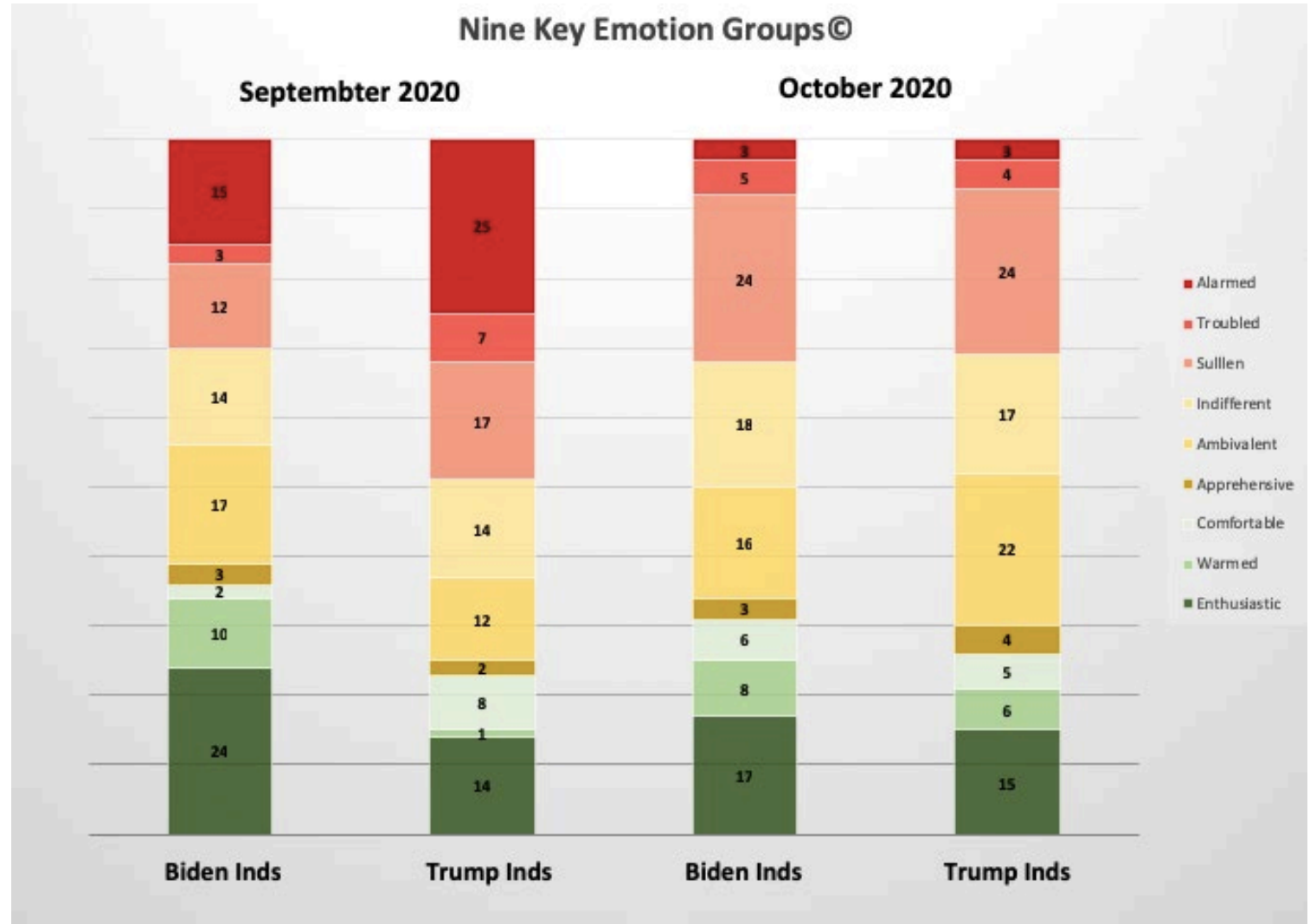
	Enthusiastic	Warmed	Comfortable	Apprehensive	Ambivalent	Indifferent	Sullen	Troubled	Alarmed
Biden Dems	19%	13%	6%	3%	22%	10%	17%	10%	0%
Biden Reps	14%	10%	5%	5%	16%	14%	23%	8%	5%
Biden Ind	17%	8%	6%	3%	16%	18%	24%	5%	3%
Trump Dems	14%	5%	6%	0%	15%	11%	29%	8%	12%
Trump Reps	22%	8%	5%	3%	15%	13%	21%	8%	21%
Trump Ind	15%	6%	5%	4%	22%	17%	24%	4%	3%



Nine Key Emotion Groups©



The greatest changes between the September 2020 survey and October 2020 survey can again be found amongst Independent voters. Generally, Independent voters had drastically decreased feelings of alarm and trouble toward Trump, and increased sullenness and ambivalence. Interestingly, Biden saw a decrease in the feelings of enthusiasm and alarm, while the more negative emotion of trouble increased extensively.



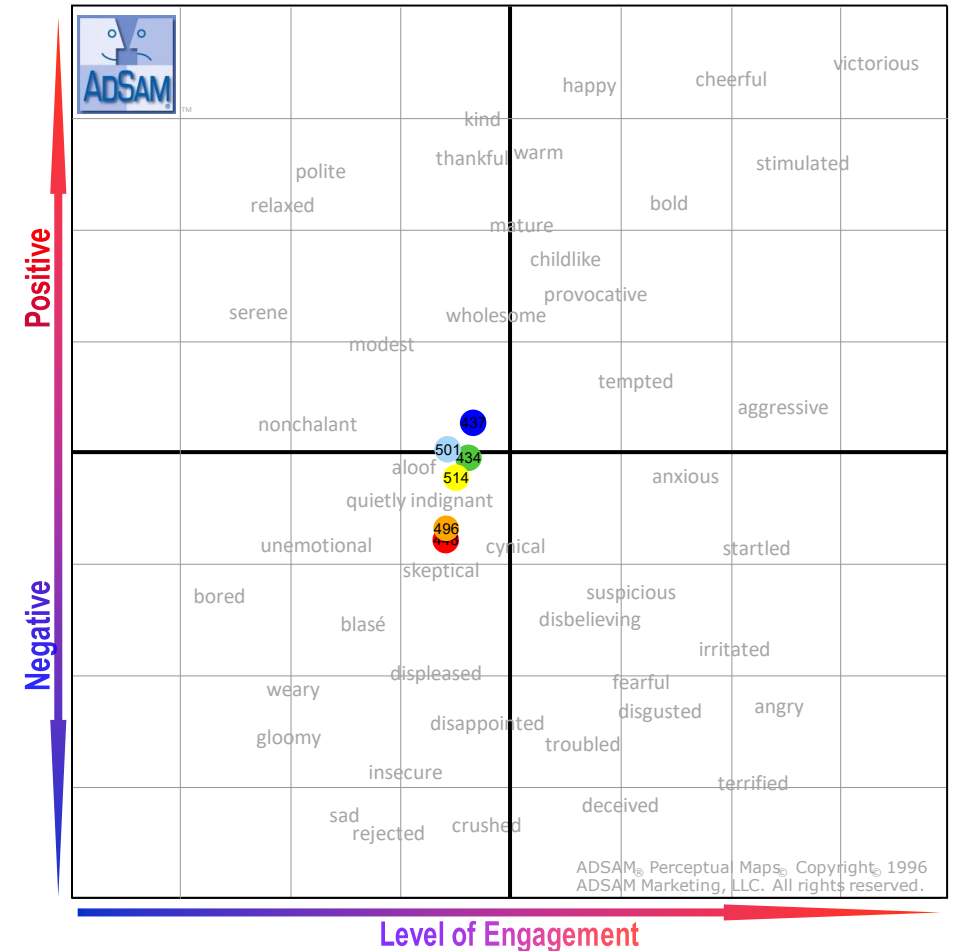
Perceptual Maps

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.

Democrat

The Perceptual Map® plots the average responses of the intersections of Appeal, Engagement and Empowerment. Through the use of semantics, words are matched through the database to indicate their level of Engagement.

This map has changed somewhat from the last survey, indicating that Democrats has a slightly less positive appeal toward Joe Biden as President. However, Biden is still seen as nearer their ideal candidate for president, and there is still a negative appeal toward Donald Trump as President.



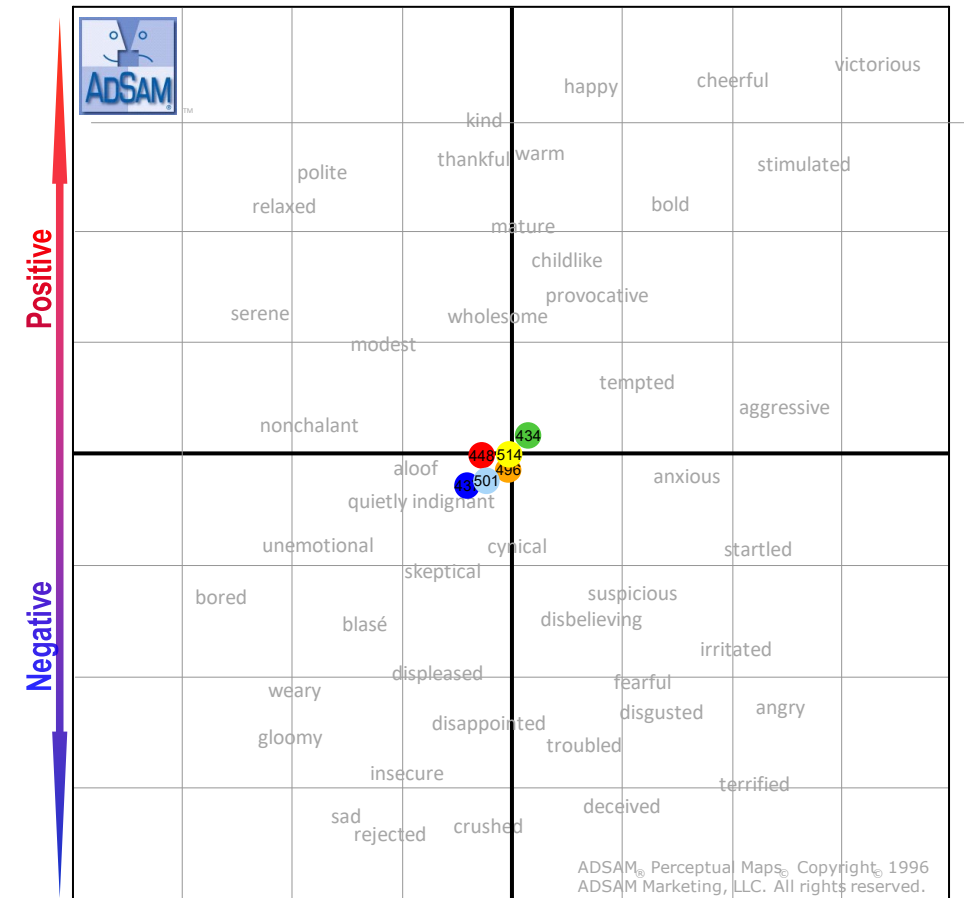
- 434 How do you feel about your ideal candidate as president of the United states?
- 448 How do you feel about Donald Trump as president of the United States?
- 496 How do you feel about Trumps performance in the presidential debates?
- 437 How do you feel about Joe Biden as president of the United States?
- 501 How do you feel about Bidens performance in the presidential debates?
- 514 How do you feel about the medias coverage of the presidential debates?



Republican

This map indicates that Republicans have changed drastically in their responses, whereby both Trump and Biden are showing nearly identical neutral appeals. While Biden has kept a consistent slightly negative appeal, Trump has significantly decreased in his appeal from the prior survey, trending more negative.

The ideal candidate appeal has also decreased, moving closer to Biden. Republicans also had near identical appeals for both candidate's performances in the last presidential debate.

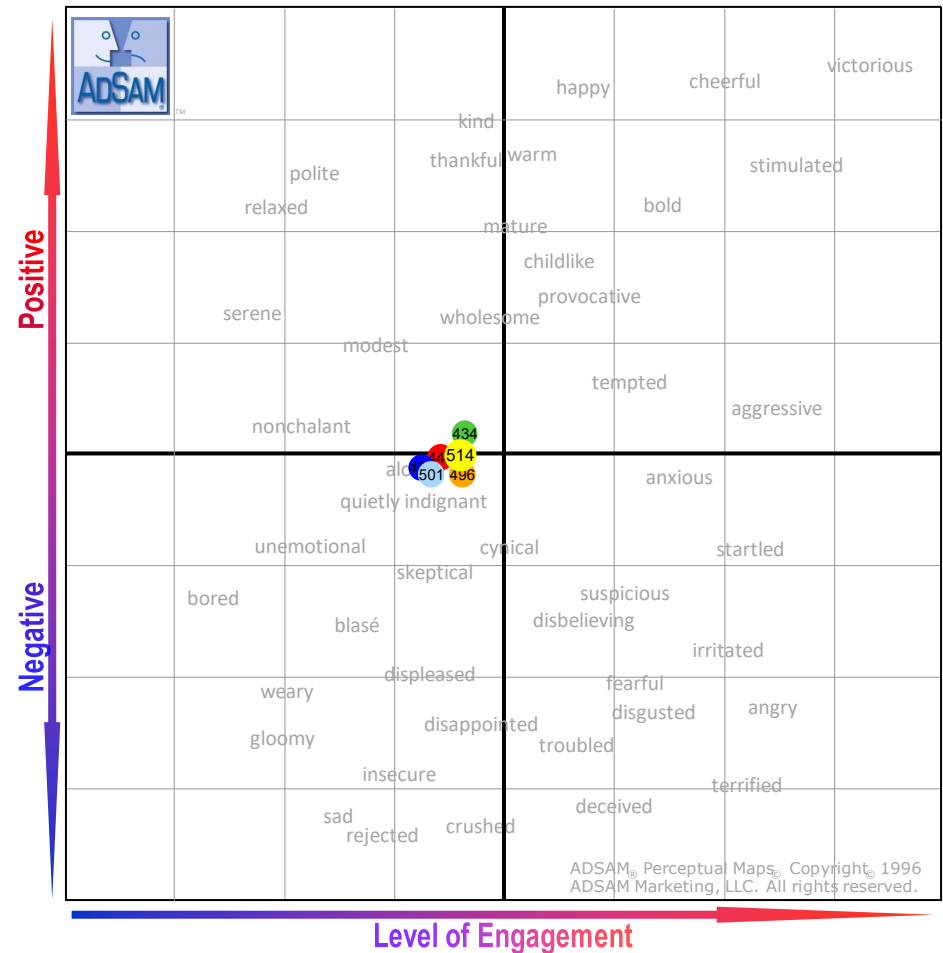


- 434 How do you feel about your ideal candidate as president of the United states?
- 448 How do you feel about Donald Trump as president of the United States?
- 496 How do you feel about Trumps performance in the presidential debates?
- 437 How do you feel about Joe Biden as president of the United States?
- 501 How do you feel about Bidens performance in the presidential debates?
- 514 How do you feel about the medias coverage of the presidential debates?



Independents

Drastic changes also occurred among Independents relative to the previous survey. The appeals toward Biden, Trump, and the ideal candidacy have all converged to a central, more neutral point. The appeal of both Trump and Biden as president are nearly identical, which corresponds with the appeal of Independents' ideal candidate. Trump is slightly closer to the ideal candidate appeal than is Biden.



- 434 How do you feel about your ideal candidate as president of the United states?
- 448 How do you feel about Donald Trump as president of the United States?
- 496 How do you feel about Trumps performance in the presidential debates?
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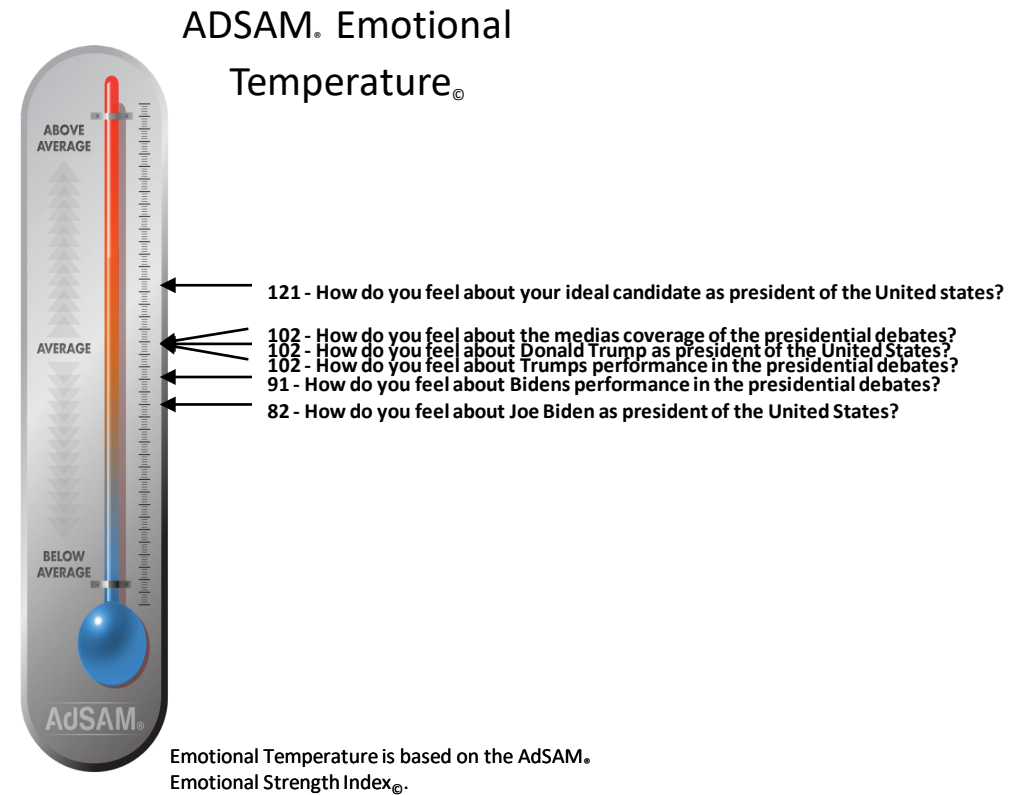
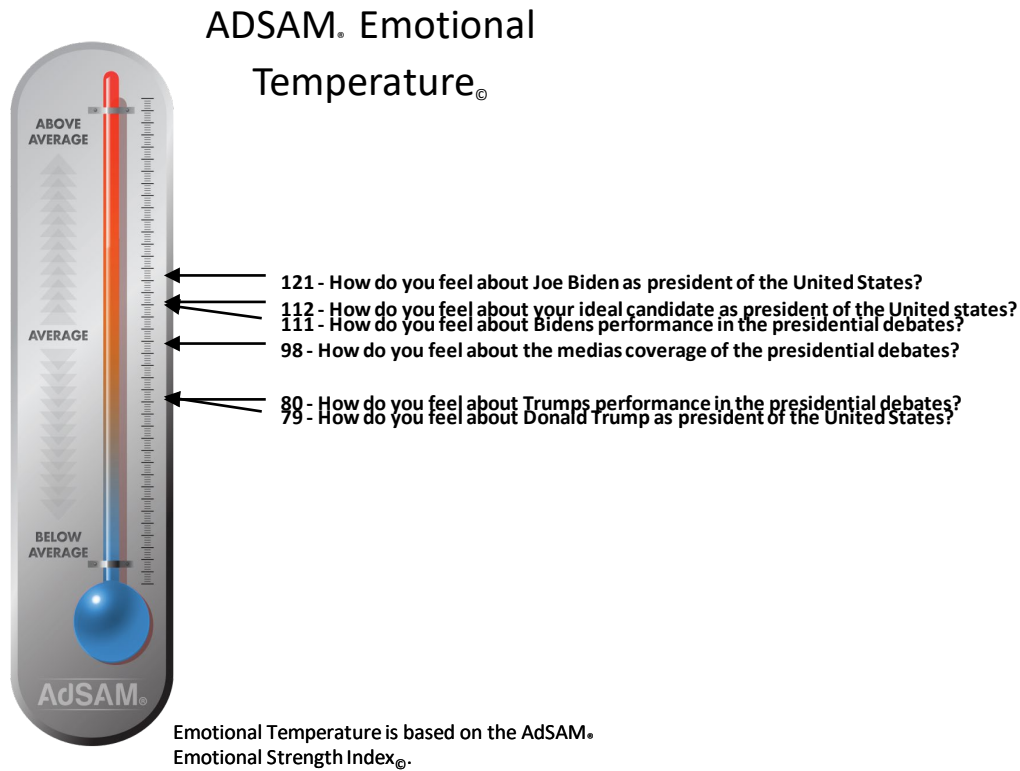
Emotional Temperatures

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.



For poll respondents who identified themselves as **Democrats**, the Emotional Temperature™ indicates that there is a significant difference between the view of Trump and Biden, something that has not changed since the previous survey. Though, relative to the previous survey, Biden is now nine points above the Democrat's feelings about their ideal candidate. This indicates that for Democrats, Biden is the ideal candidate. Democrats also have more favorable feelings toward Biden's performance during the presidential debates.

Among **Republicans**, the Emotional Temperature™ indicates that Trump trails behind the ideal candidate by 19 points. Furthermore, Republican responses to Trump as president are average, whereby Biden is slightly below average. Interestingly, they perceived the performances of both Biden and Trump during the last presidential debate to be equivalent.



ADSAM. Emotional Temperature.®

For poll respondents who identified themselves as **Independents**, the Emotional Temperature™ indicates that there is still a significant difference between their ideal candidate, and the current presidential candidates.

However, Joe Biden is still seen as closer to their ideal candidate than Donald Trump is. Biden is perceived to be average, while Trump is slightly below average.



- 119 - How do you feel about your ideal candidate as president of the United states?
- 107 - How do you feel about the medias coverage of the presidential debates?
- 104 - How do you feel about Bidens performance in the presidential debates?
- 92 - How do you feel about Trumps performance in the presidential debates?
- 91 - How do you feel about Joe Biden as president of the United States?
- 86 - How do you feel about Donald Trump as president of the United States?

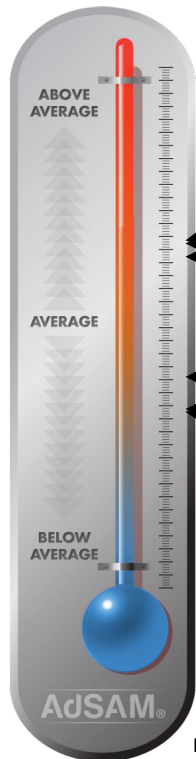
Emotional Temperature is based on the AdSAM. Emotional Strength Index.®.

Some interesting changes occurred amongst Republicans. In the September 2020 survey, Trump (125) is viewed as the ideal candidate for president (126). Additionally, responses toward Biden (73) as president were slightly negative.

These numbers changed for the October 2020 survey. As noted, Independents no longer saw Trump (102) as so close to their ideal candidate (121). Both candidates converged around the average, with Biden (82) seeing a slightly more positive response than in the previous survey.

September 2020

ADSAM. Emotional Temperature[®]



- 126 - How do you feel about your ideal candidate as president of the United states?
- 125 - How do you feel about Donald Trump as president of the United States?
- 121 - How do you feel about the prospects of the economy for you under Donald Trump?
- 83 - How do you feel about the current state of the economy?
- 73 - How do you feel about Joe Biden as president of the United States?
- 72 - How do you feel about the prospects of the economy for you under Joe Biden?

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

October 2020

ADSAM. Emotional Temperature[®]



- 121 - How do you feel about your ideal candidate as president of the United states?
- 102 - How do you feel about the medias coverage of the presidential debates?
- 102 - How do you feel about Donald Trump as president of the United States?
- 102 - How do you feel about Trumps performance in the presidential debates?
- 91 - How do you feel about Bidens performance in the presidential debates?
- 82 - How do you feel about Joe Biden as president of the United States?

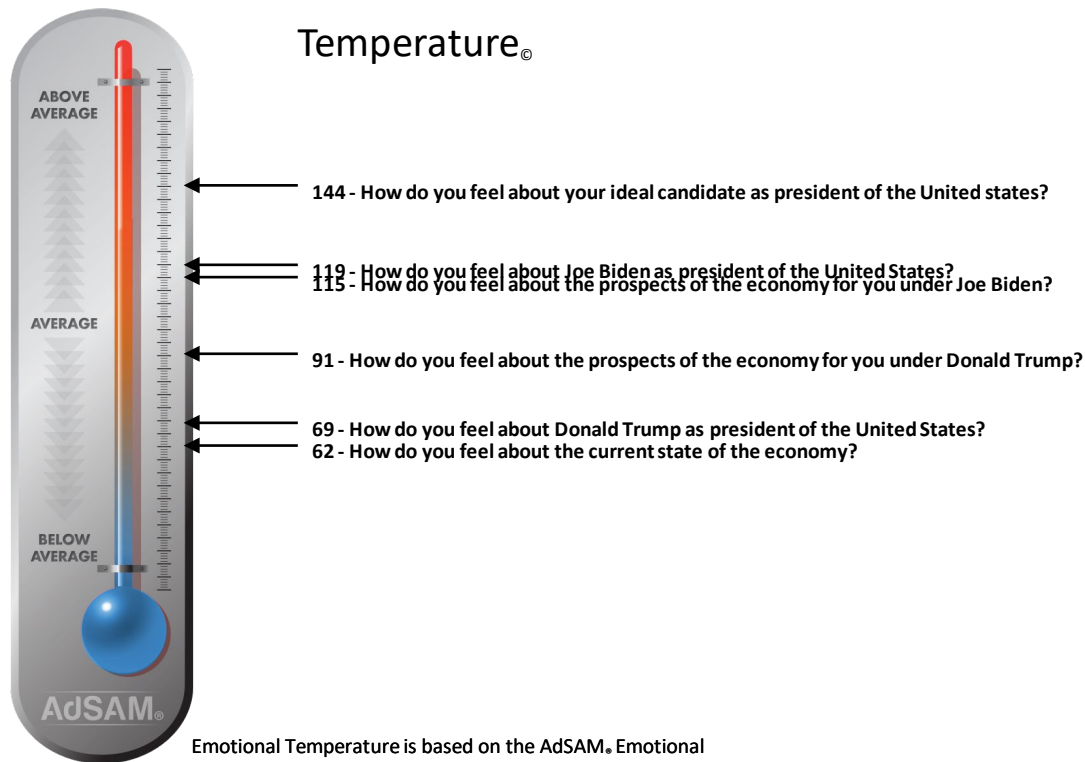
Emotional Temperature is based on the AdSAM. Emotional Strength Index[®].



Some of the greatest difference between the September 2020 and October 2020 surveys arose through Independents. These numbers changed drastically from the September to October 2020 surveys. For the October 2020 survey, independent responses converged around the average. Biden (92) is still viewed slightly higher than Trump (86), however the gap between the two has closed significantly since September. Furthermore, both are far from Independent's ideal candidate (119).

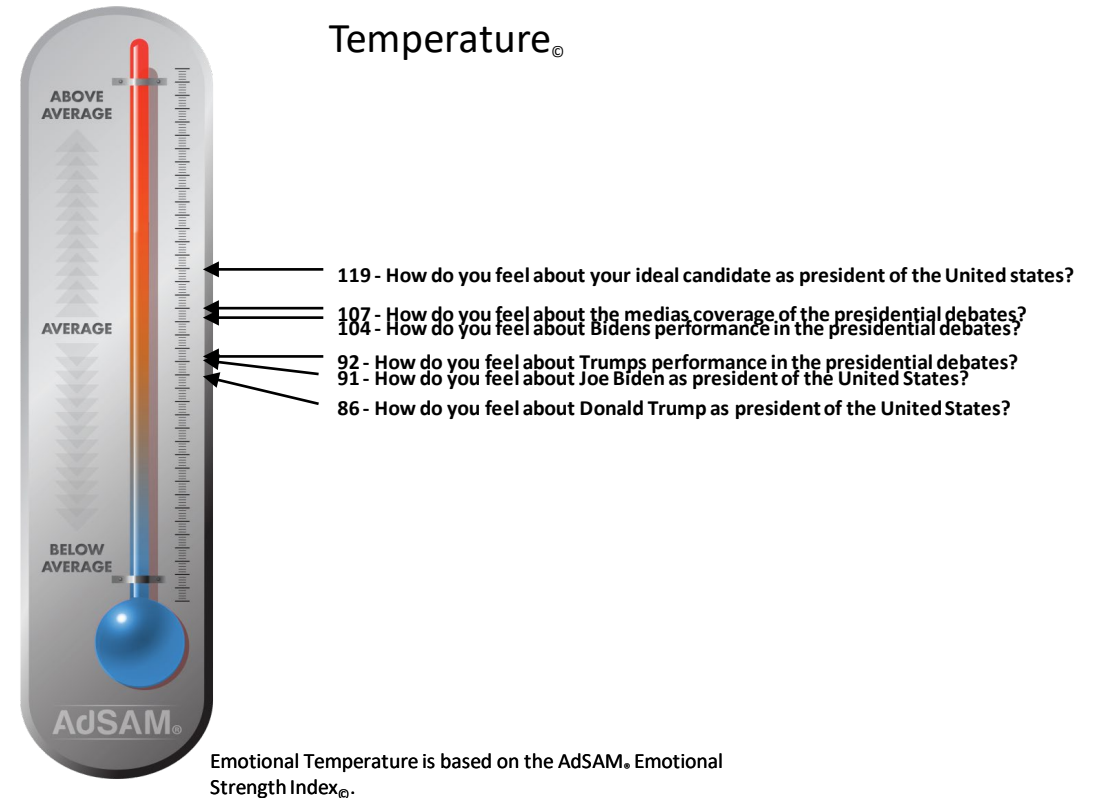
September 2020

ADSAM. Emotional Temperature[®]



October 2020

ADSAM. Emotional Temperature[®]



Unsettled Matters

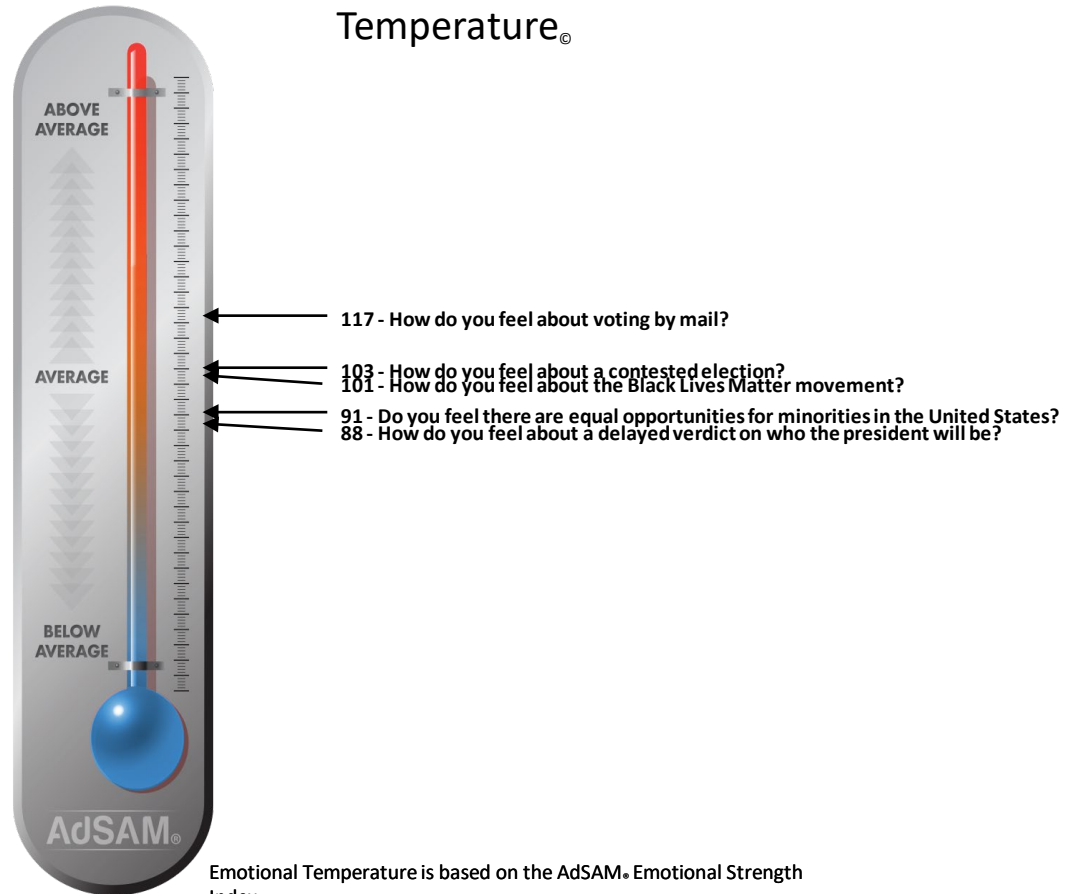
As with our previous survey, we thought it might be good to take a deeper look into other political issues facing the country. We call them Unsettled Matters.



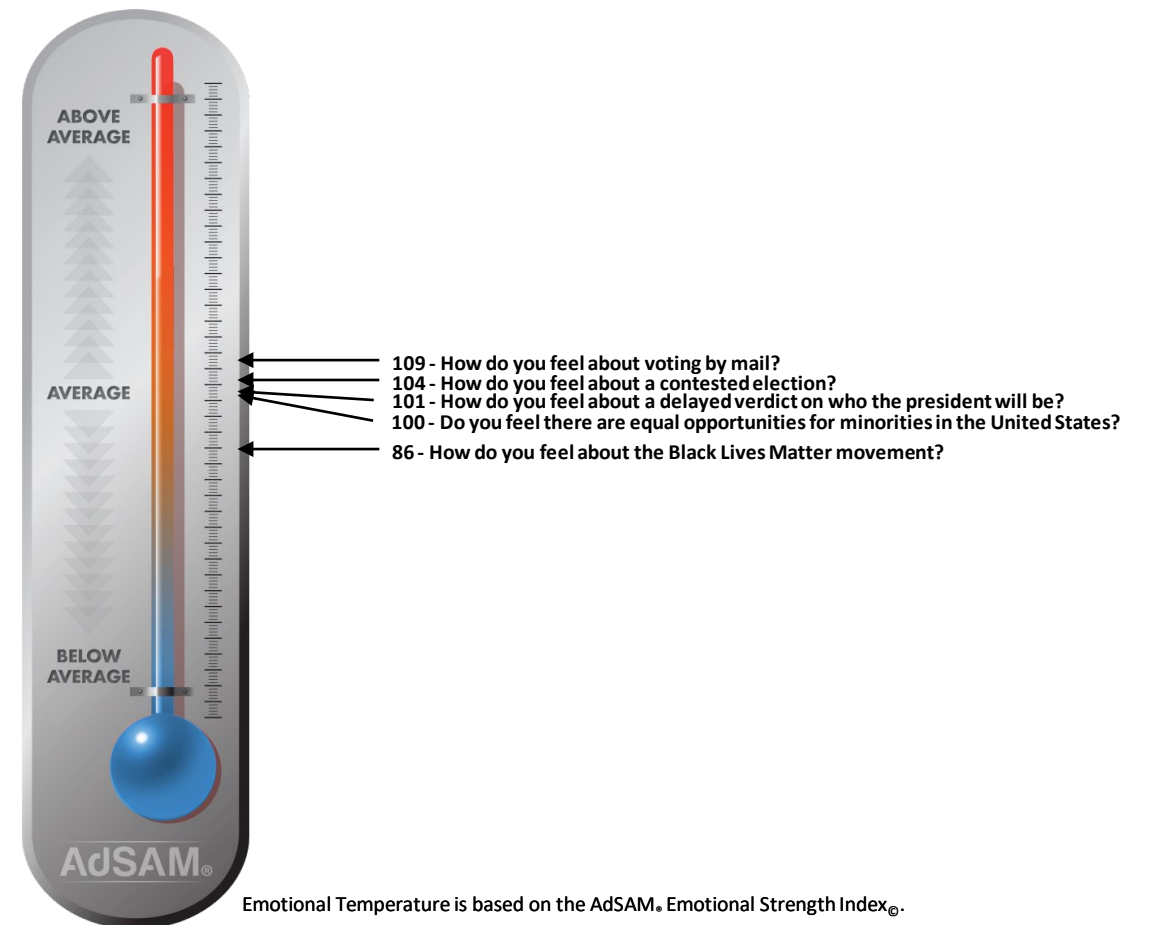
Some of the greatest differences lie between the Democratic and Republican responses toward the Black Live Matter (BLM) movement and the election process. **Democrats** had average responses toward the BLM movement (101) and a potential contested election (103), while they had favorable feelings toward voting by mail (117).

Republicans had more average feelings toward voting by mail (109) and a contested election (104), while they had slightly negative feelings toward the BLM movement (86).

ADSAM. Emotional Temperature[®]



ADSAM. Emotional Temperature[®]



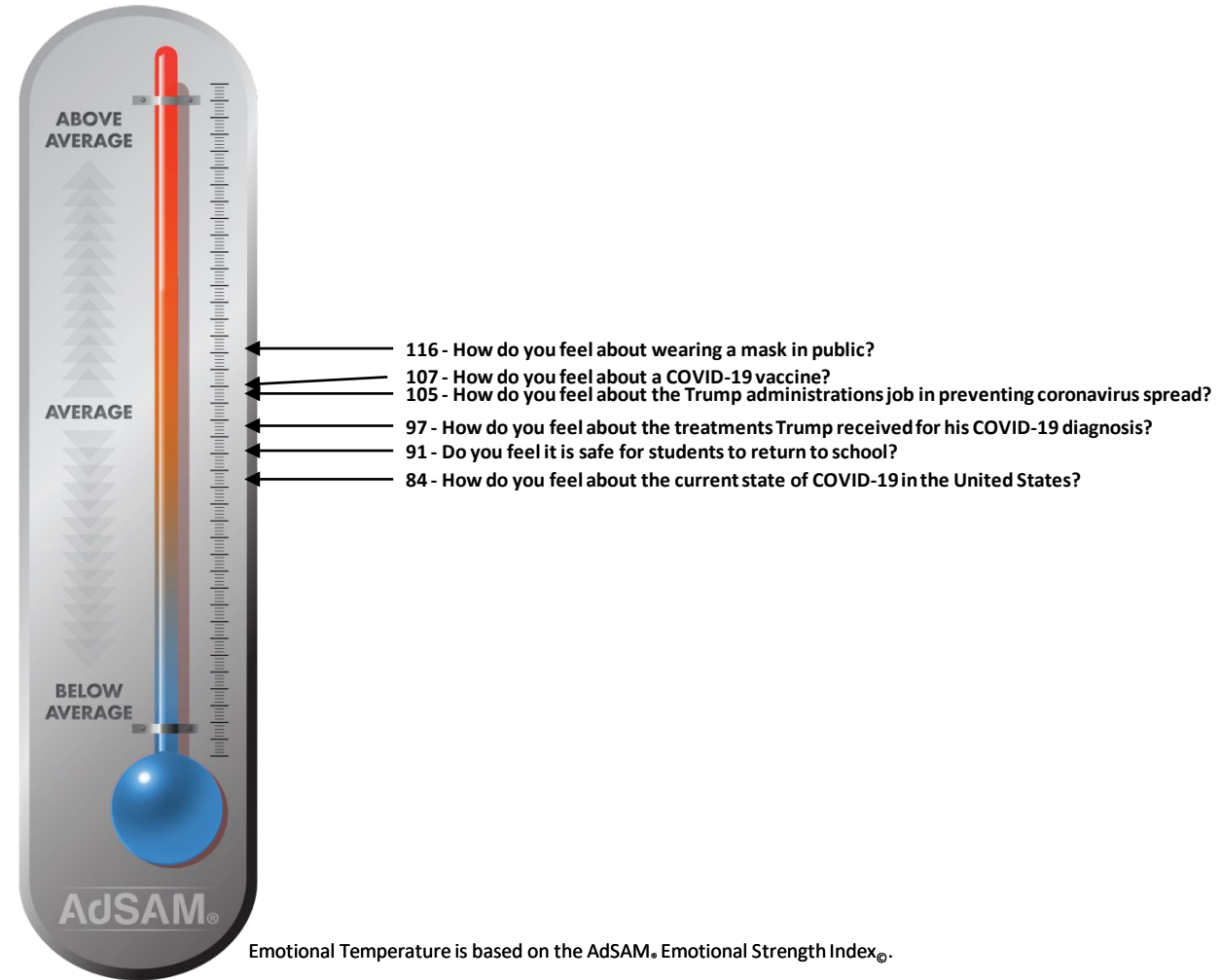
COVID-19

- For the **total sample**, wearing a mask in public and a potential COVID-19 vaccine are viewed slightly above average and is ranked the number one issue on COVID-19-related issues

- The view on the treatments that Trump received for his COVID-19 diagnosis are viewed as average.

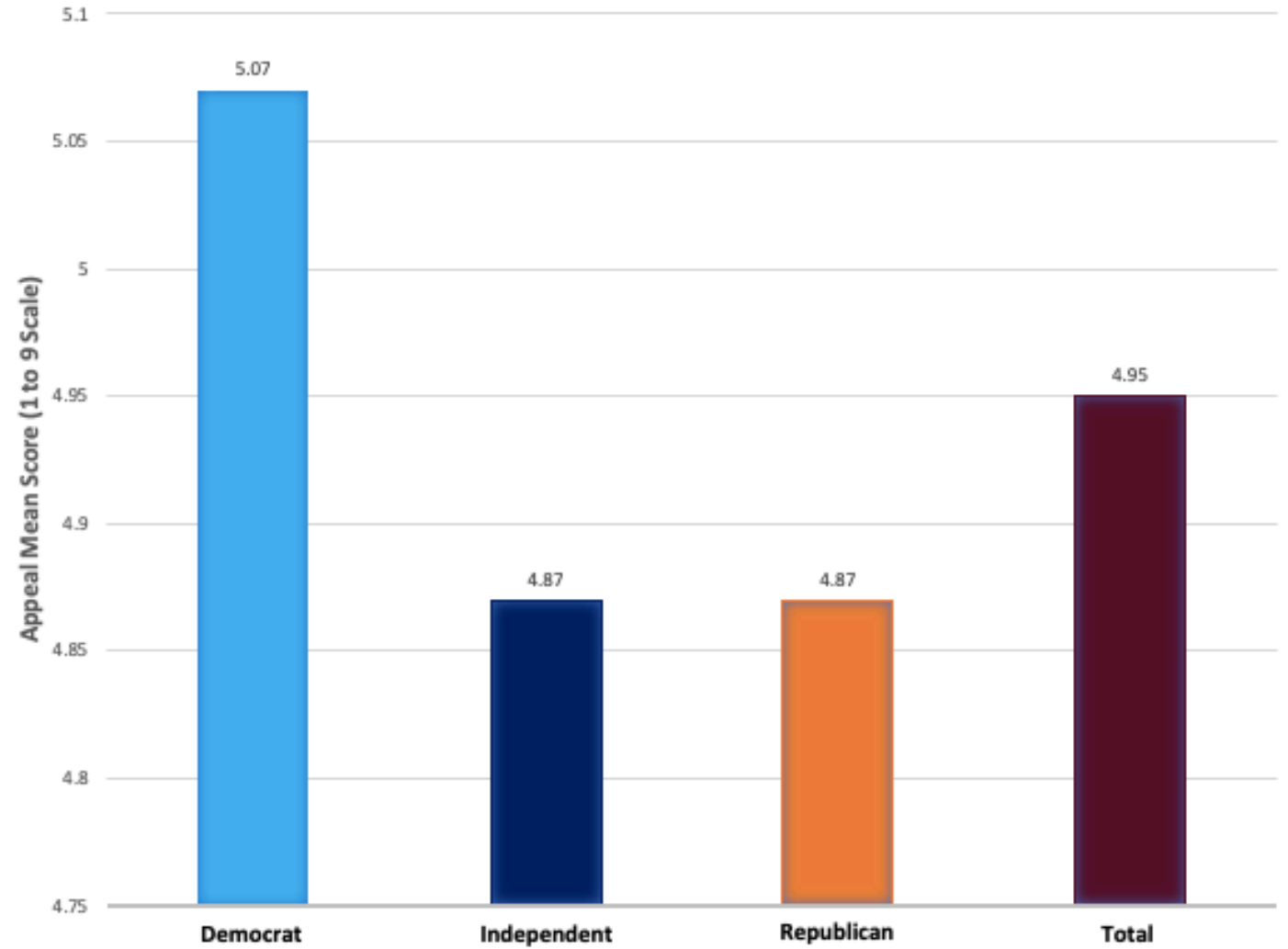
- As with the previous survey, participants' view towards the current state of COVID-19 is regarded as poor and polls as the lowest issue

ADSAM. Emotional Temperature.®



COVID-19

HOW DO YOU FEEL ABOUT WEARING A MASK IN PUBLIC?



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