

The Florida Sentiment Poll

2020 Presidential Election



Introduction

The Florida Sentiment Poll for the 2020 Presidential Election uniquely measures emotional response to candidates and key issues, or what we call “Unsettled Matters.” The poll is unique in its measurement of the three dimensions of emotion: appeal, engagement, and empowerment. The poll was created and administrated by University of Florida College of Journalism and Communications Advertising Professor Jon Morris with the aid of student assistants. 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.



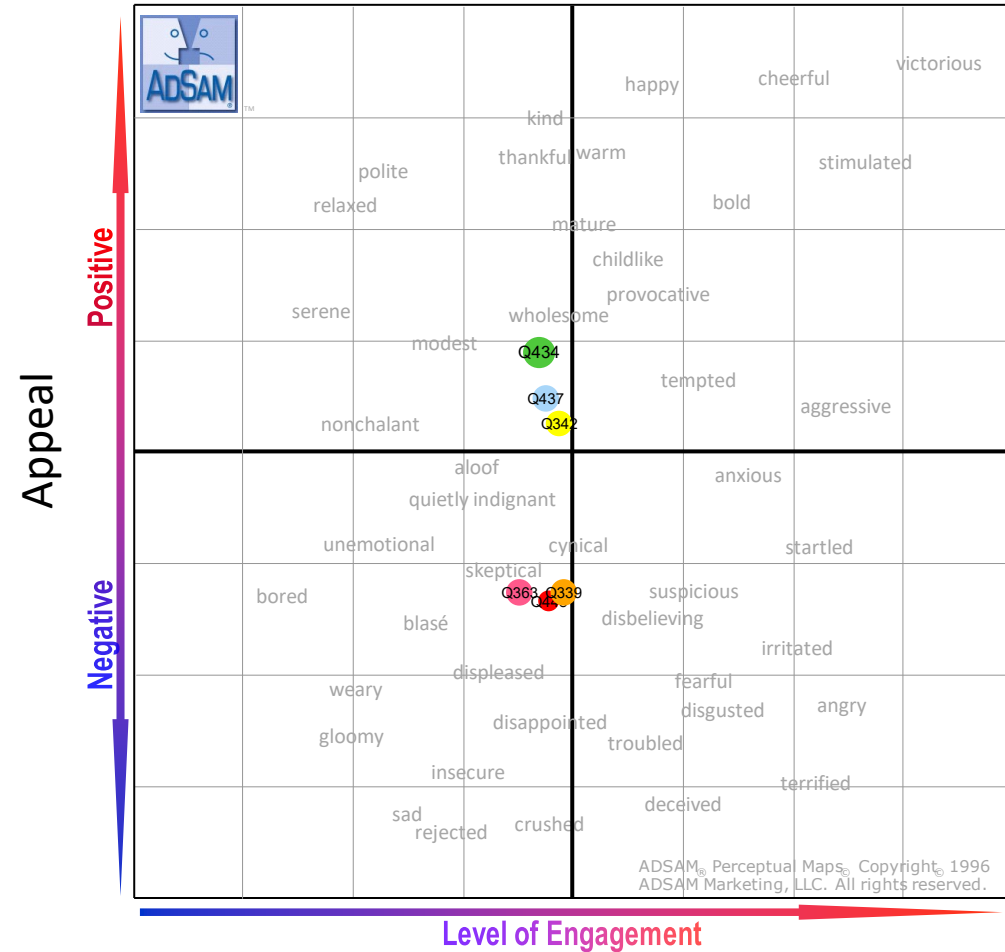
The latest poll was administered on June 23, 2020 and measures emotional responses to the two presidential candidates: Donald Trump and Joe Biden. The poll measured the emotional response of 250 voters. The responses were organized into Perceptual Maps©, and Emotional Temperature™ thermometers to depict the results of the poll visually.



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 indicates that Democrats have positive appeal on Joe Biden as President while they have negative appeal on Donald Trump. Also, they show high appeal on their ideal candidate as President.

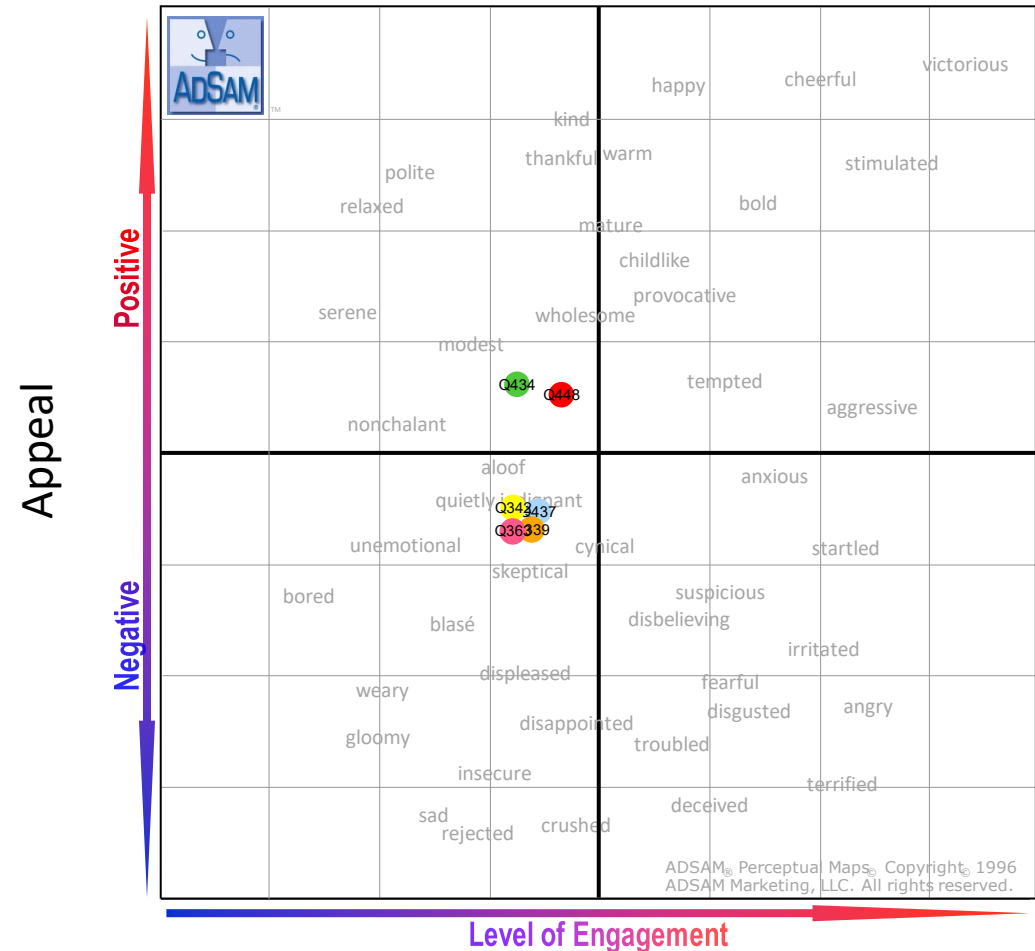


- Q434 How do you feel about your ideal candidate as president of the United states?
- Q448 How do you feel about Donald Trump as president of the United States?
- Q437 How do you feel about Joe Biden as president of the United States?
- Q339 How do you feel about Facebook not planning to check for misinformation in messages?
- Q342 How do you feel about Twitter fact checking Donald Trumps tweets?
- Q363 How do you feel about the current state of the economy?



Republican

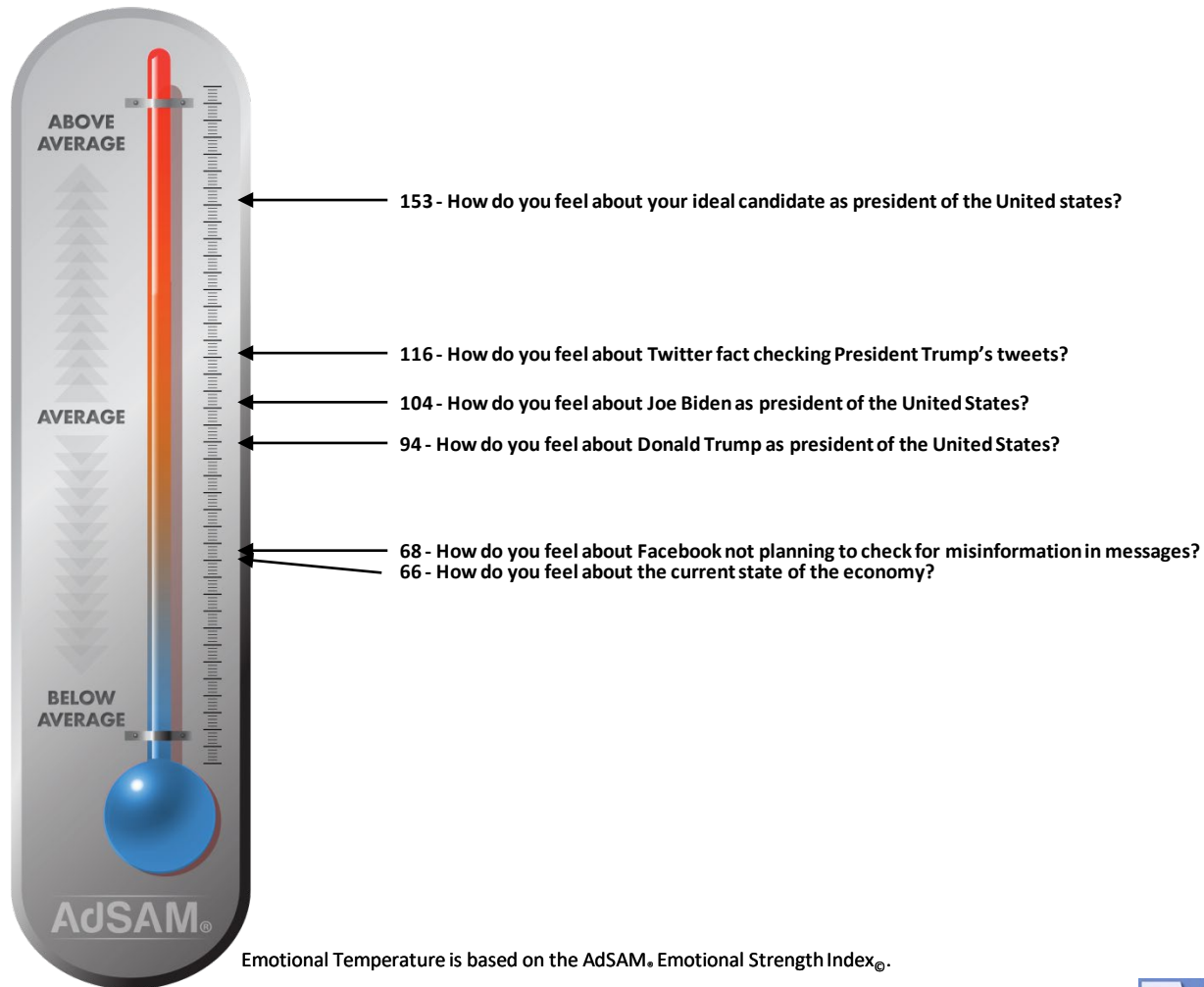
This map indicates that Republicans have positive appeal on Donald Trump as President while they have negative appeal on Joe Biden. Also, they show high appeal on their ideal candidate as president of the United States.



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Total Sample

ADSAM. Emotional Temperature[®]

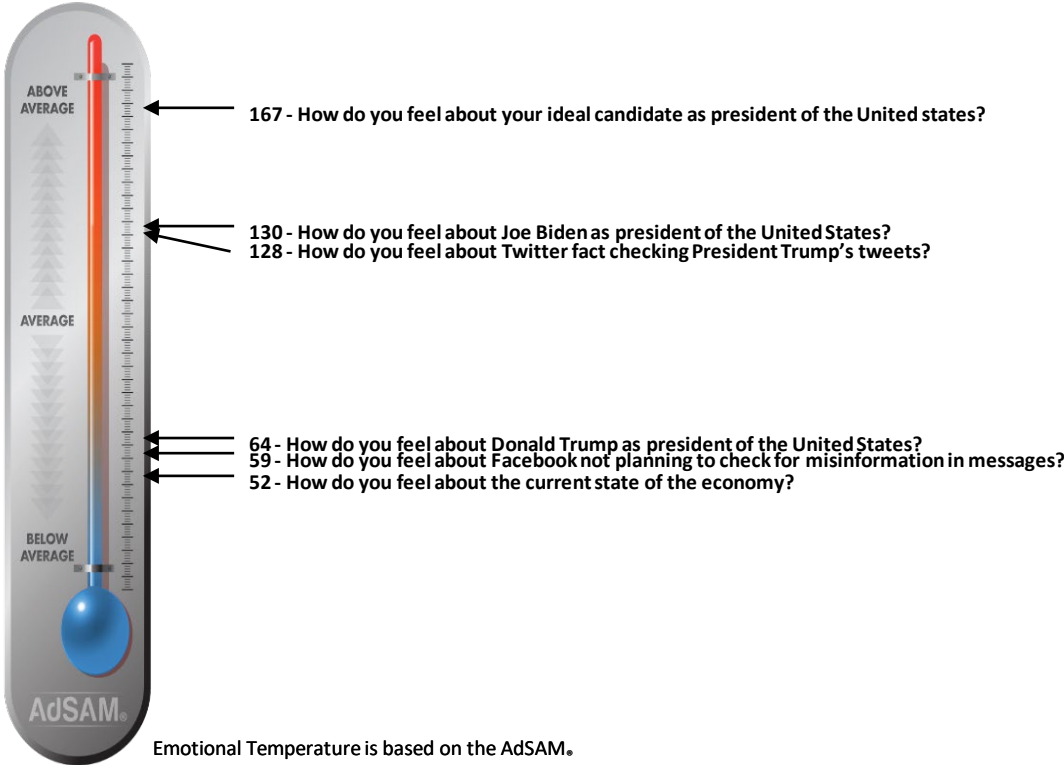


- The Emotional Temperature shows the combination of the appeal and engagement scores in measuring the emotional strength of the candidate or issue. A score of 100 is the average temperature and above 100 is above average.
- The Emotional Temperature[™] indicates that among most voters Biden is 10 Temperature points ahead of Trump.
- The voters also have positive feelings about Twitter fact-checking Trump.
- Well below average are the feelings about the state of the economy .

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**. Biden, naturally, polls very high, but only slightly above average compared to Democrat’s feelings about the ideal candidate. Democrats view fact checking on Twitter as a positive, polling higher than average compared to Facebook, which did not enact this policy and is regarded more negatively.

Democrat

ADSAM. Emotional Temperature®

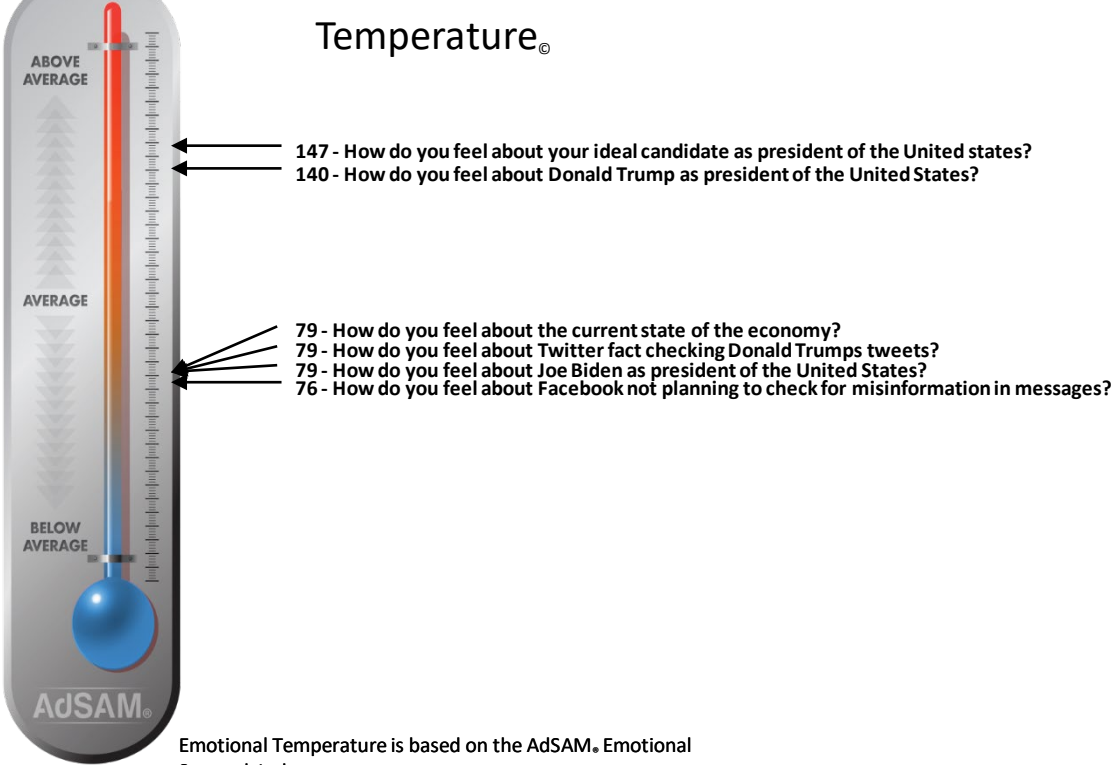


Emotional Temperature is based on the AdSAM. Emotional Strength Index®.

Among Republicans, the Emotional Temperature™ indicates that Trump polls seven points behind the ideal candidate for Republican voters. This means that among Republicans Trump is close to ideal president. Both the view of the economy, fact checking on Twitter, and views on Joe Biden poll are way below average among Republicans.

Republican

ADSAM. Emotional Temperature®

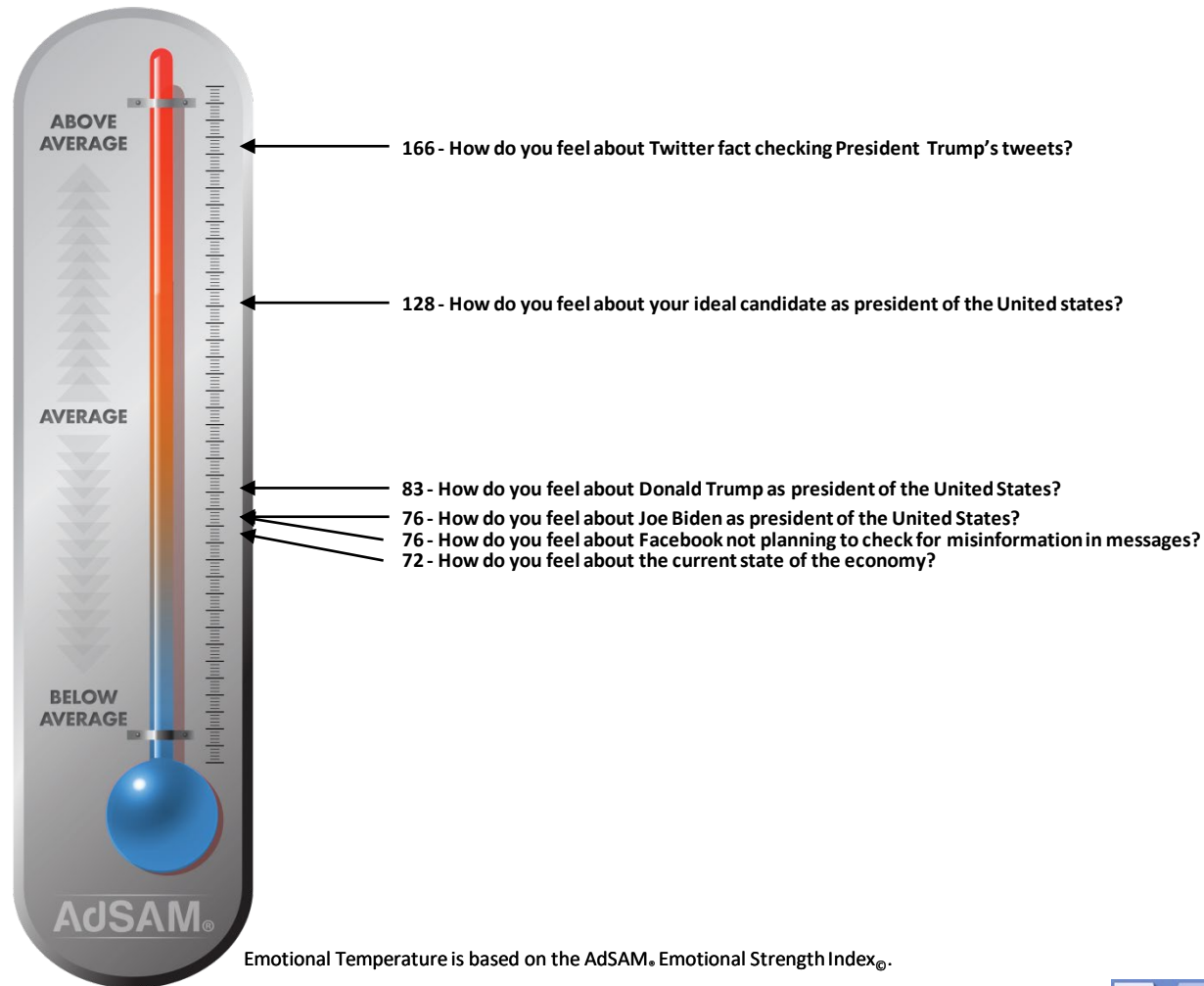


Emotional Temperature is based on the AdSAM. Emotional Strength Index®.



Independent

ADSAM. Emotional Temperature[®]



- Among Independents, the Emotional Temperature[™] indicates that Twitter fact checking Trump as the single most important issue, even before their ideal candidate.
- Trump is viewed slightly above Joe Biden as president, but both are still below average. The Emotional Temperature reports positive and engaging feelings. Therefore, this does not consider the strong negatives about Trump. See next slide for the comparisons.

Nine Key Emotion Groups® ©

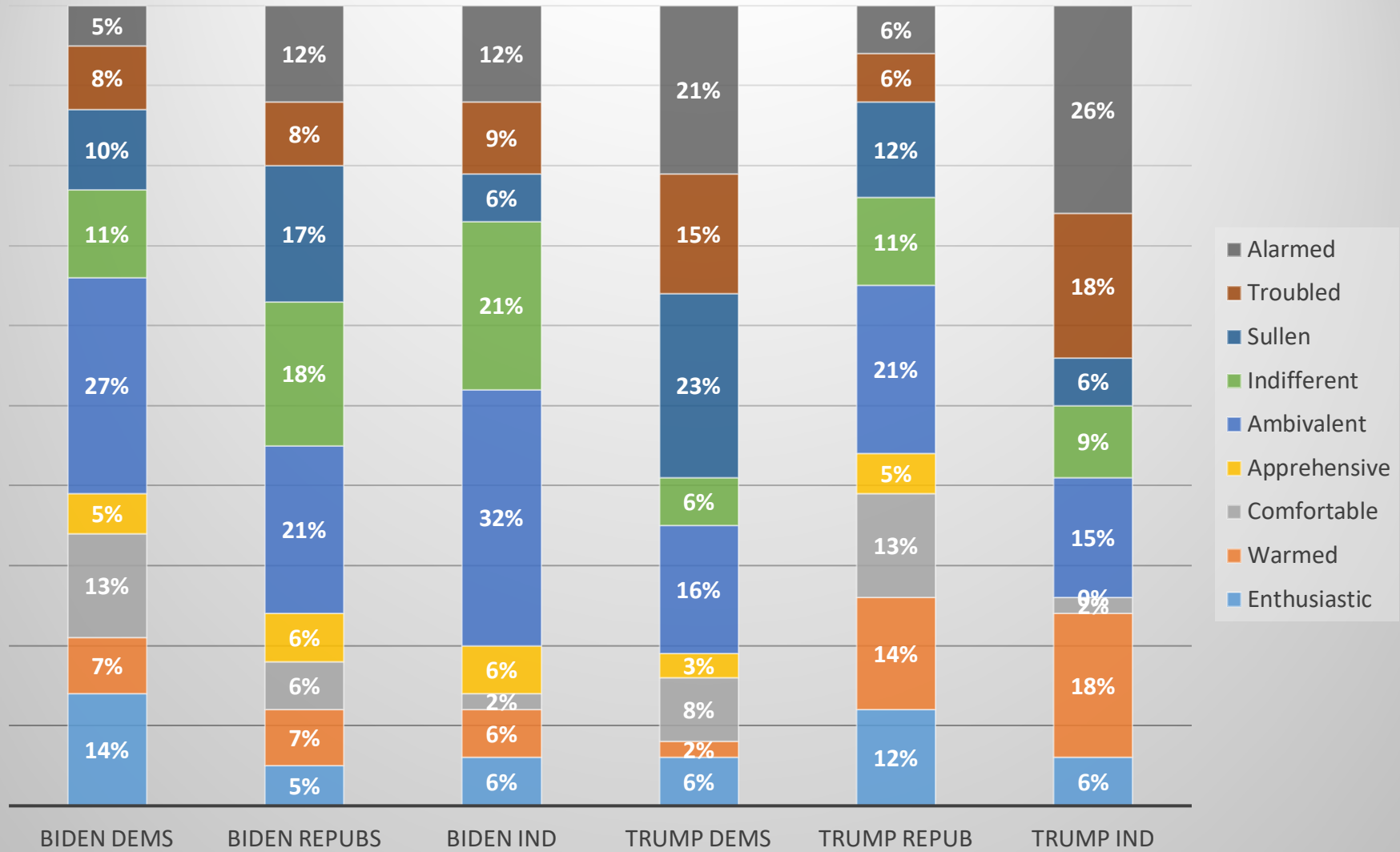
The Perceptual Map is broken into nine key segments as labeled below. This shows the distribution of the responses. Emotion Group© indicates that most people are ambivalent or indifferent on Biden as president of the United States.

President Trump, on the other hand, elicits more feelings of alarm, trouble and sullenness, compared to Biden, particularly among Independents. Trump elicits slightly more enthusiasm, warmth and comfort among Republicans than Biden does with Democrats, and Independents report more feelings of warmth about Trump than Biden.

	Enthusiastic	Warmed	Comfortable	Apprehensive	Ambivalent	Indifferent	Sullen	Troubled	Alarmed
Biden Dems	14%	7%	13%	5%	27%	11%	10%	8%	5%
Biden Repubs	5%	7%	6%	6%	21%	18%	17%	8%	12%
Biden Ind	6%	6%	2%	6%	32%	21%	6%	9%	12%
Trump Dems	6%	2%	8%	3%	16%	6%	23%	15%	21%
Trump Repub	12%	14%	13%	5%	21%	11%	12%	6%	6%
Trump Ind	6%	18%	2%	0%	15%	9%	6%	18%	26%



Nine Key Emotion Groups[©]



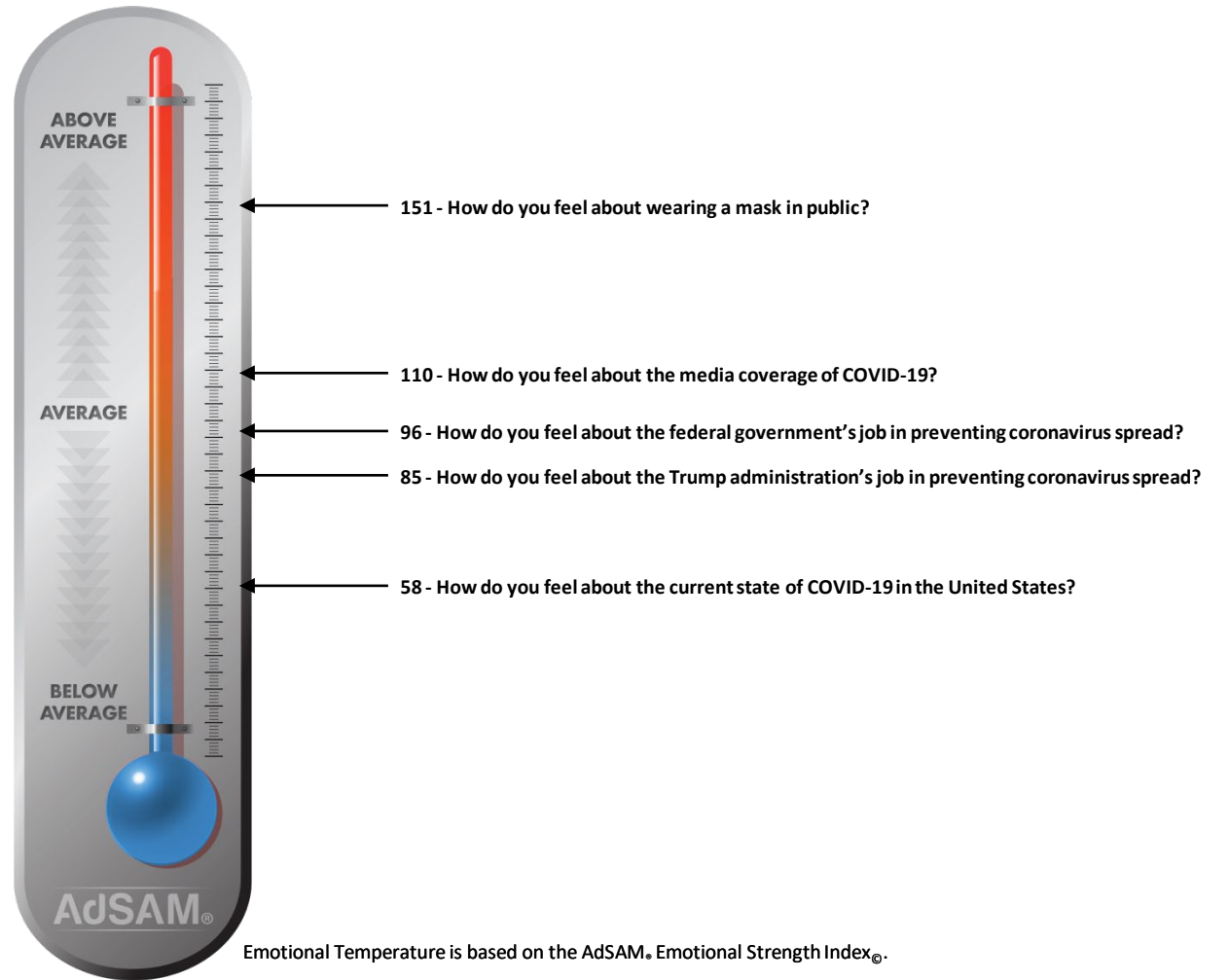
Unsettled Matters

- 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.
- 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.

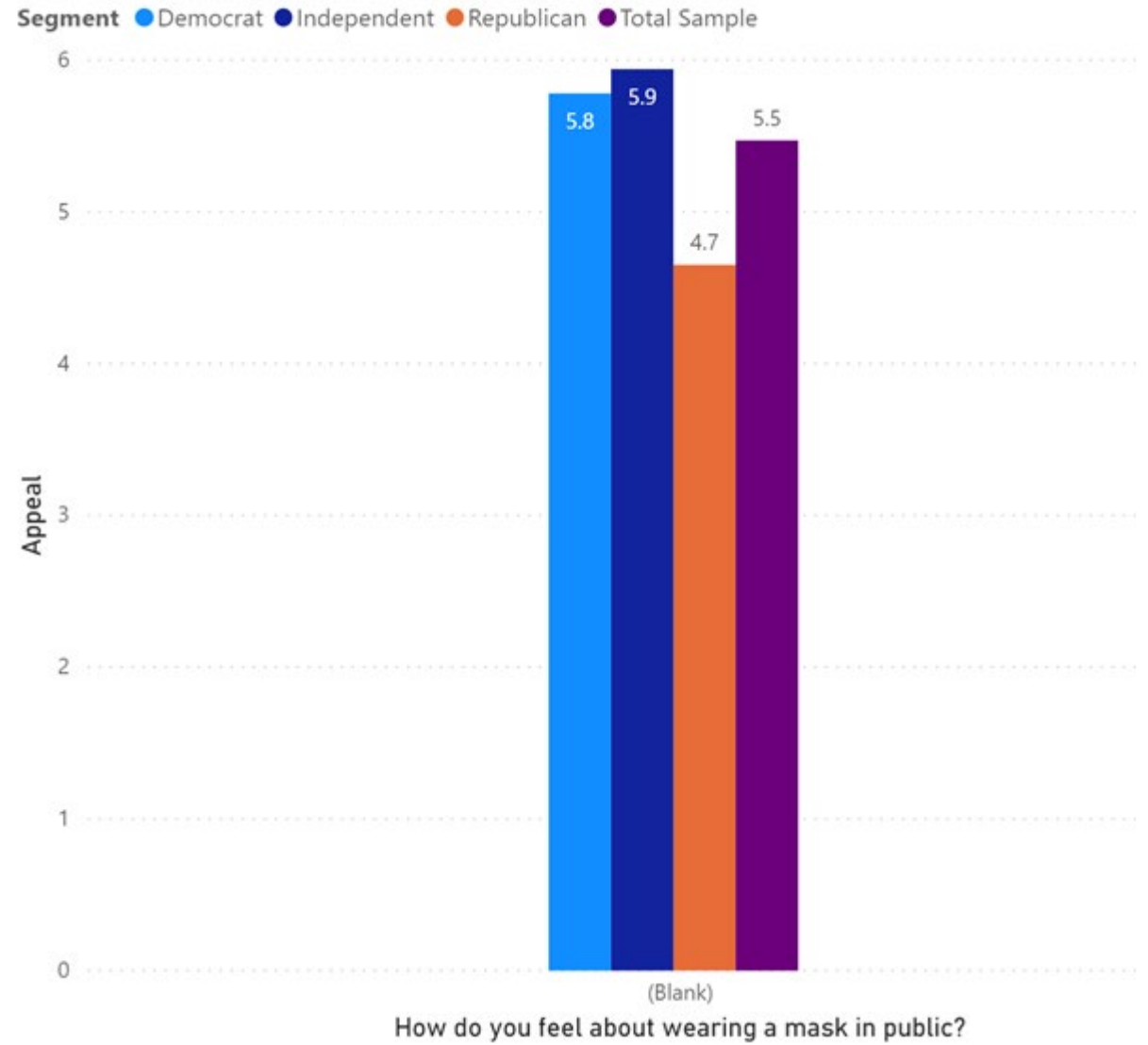
Total Sample

- **Wearing a mask in public** for the total sample is viewed far above average and is ranked the number one issue on COVID-19-related issues.
- **The view on the federal government's prevention on COVID-19** is slightly below average.
- **The view towards the current state of COVID-19** is regarded as poor and polls as the lowest issue.

ADSAM. Emotional Temperature[®]



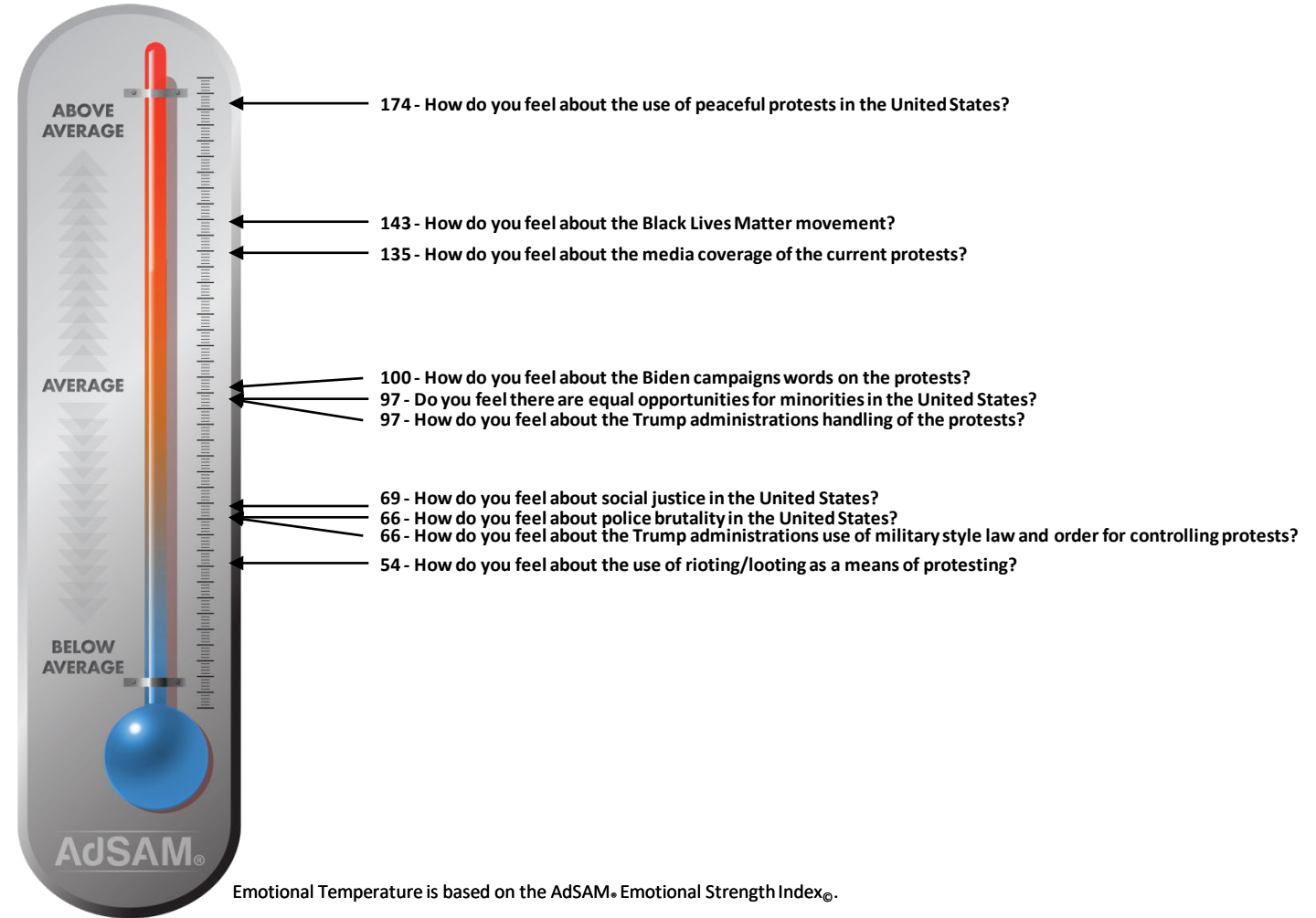
Differences in feelings about masks by political party.



Independent

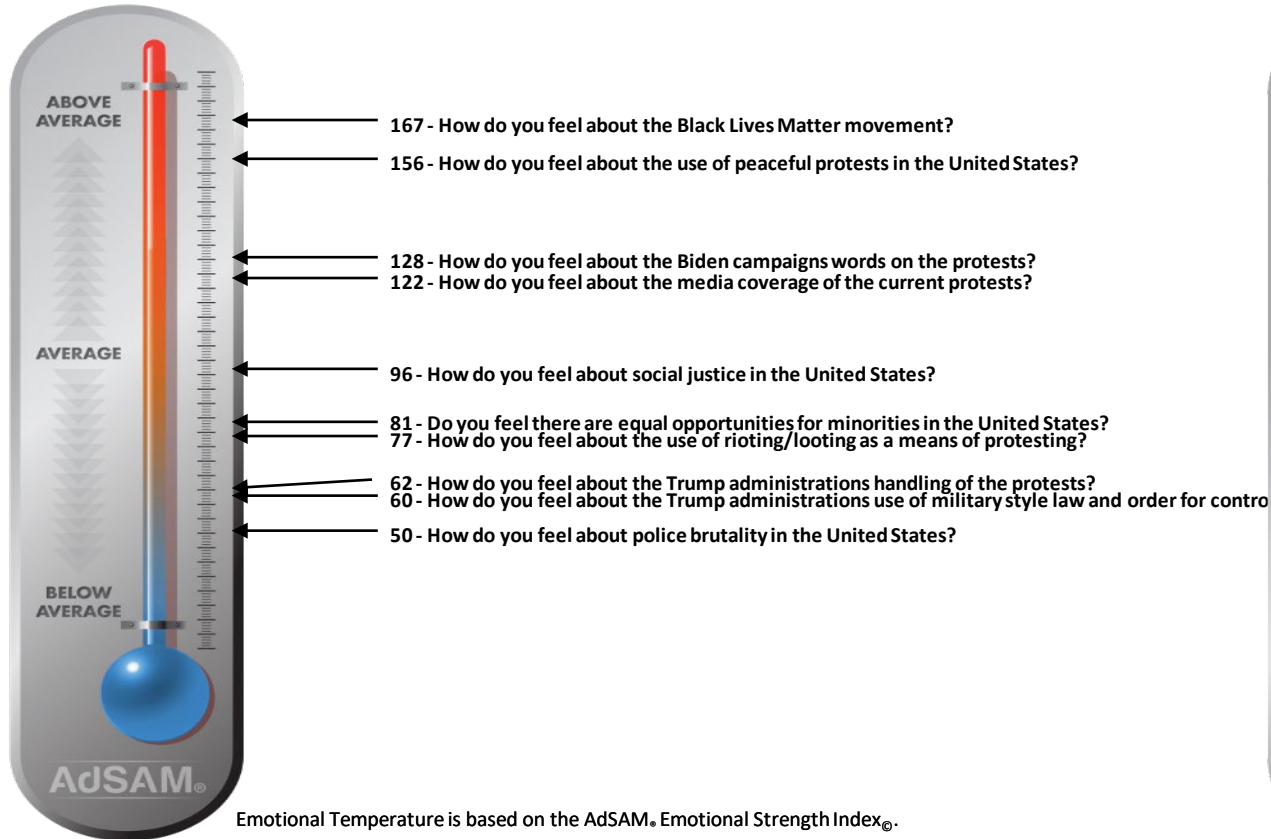
- **The use of peaceful protests and the BLM movement** are polling far above average amongst Independents.
- **Biden's campaign words** poll right at average.
- **The use of law and order style protesting** is viewed far below average.

Emotional Temperature[®]

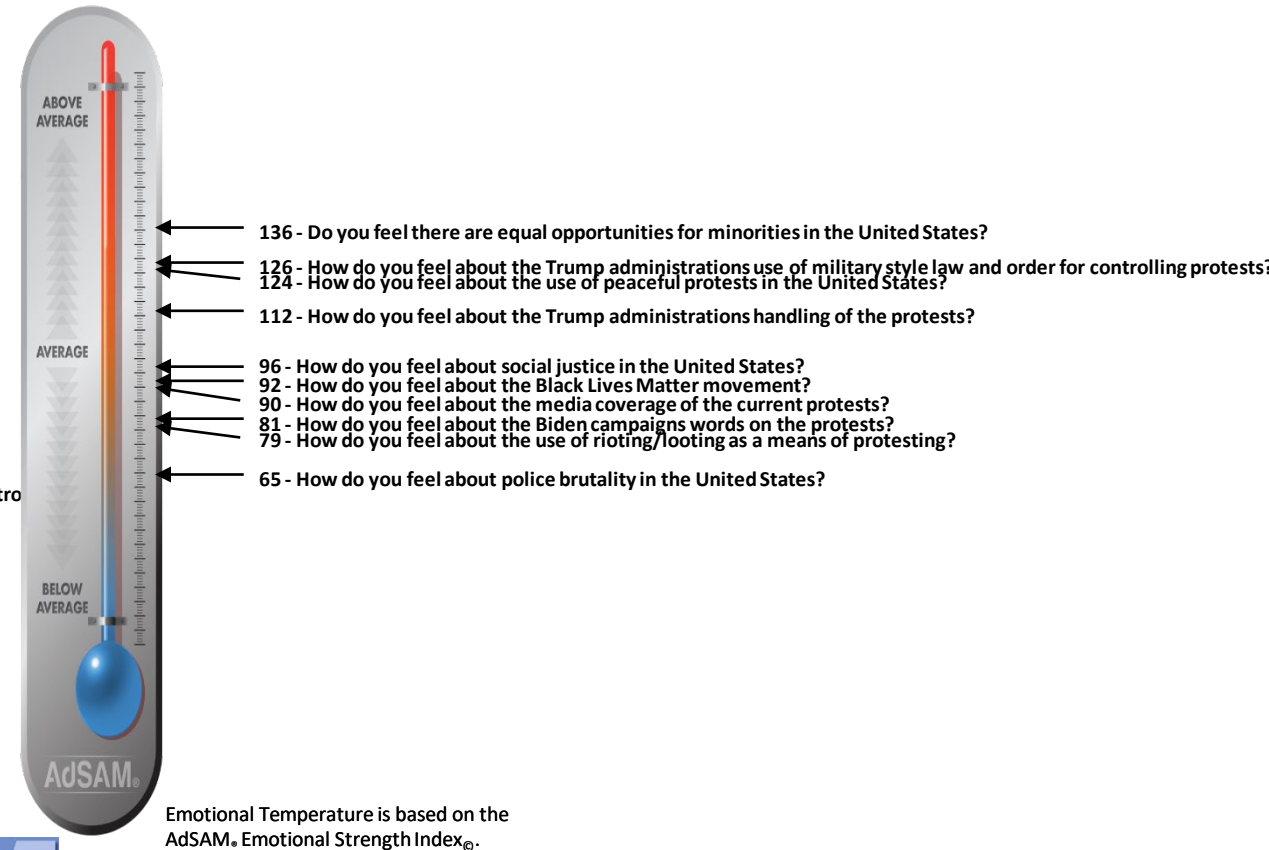


- Looking at the Democrat Emotional Temperature, most notable is that their feelings about **the Black Lives Matter movement** is higher than the expected average while the Republican's emotional temperate on BLM movement is below 100.
- The use of peaceful protests** is polling above average among both Democrats and Republicans.
- The media coverage of the current protests** is polling above average among Democrats while it is polling below average among Republicans.

Democrat Emotional Temperature



Republican Emotional Temperature



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