

Political Sentiment Poll

2020 Presidential Election

Unsettled Matters

March 20, 2020

Introduction

In Part Two of the Political Sentiment Poll, conducted on Jan. 26, 2020, voters' emotional responses toward political "Unsettled Matters" were assessed. For this poll, nine issues were addressed. Our next poll in March will assess 29 issues. This poll measured the emotional response of two-hundred voters. The responses were organized into Emotional Temperature™ scales. The 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 Maps show the actual appeal, engagement and empowerment averages. When viewing the Perceptual Maps later in the presentation, the dots in the upper right corner represents a high level of appeal and engagement. The dots in the bottom left corner represent a very low appeal and engagement.

This 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 voters predicted many events of previous presidential primaries and elections.

The poll has been created, administrated and distributed by Dr. Jon Morris, Advertising Professor at the University of Florida College of Journalism and Communications, with the aid of student assistants. The 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. The poll uses proprietary graphic characters called the Attitude Self-Assessment Manikin to depict the dimensions and measure human emotional response.

“Unsettled Matters”

Poll participants were asked the following question:

- How do you feel about the idea of a female as President?
- How do you feel about the Democratic Party in general?
- How do you feel about the Republican Party in general?
- How do you feel about the Tea Party ?
- How do you feel about the Black Lives Matter movement?
- How do you feel about media coverage of the election?
- In general, how do you feel about the way things are going in the United States today?
- How do you feel about the prospect of things going well in the United States one year from now?
- How do you feel about the state of Immigration in the United States?

Emotional Temperature™ | Democrat

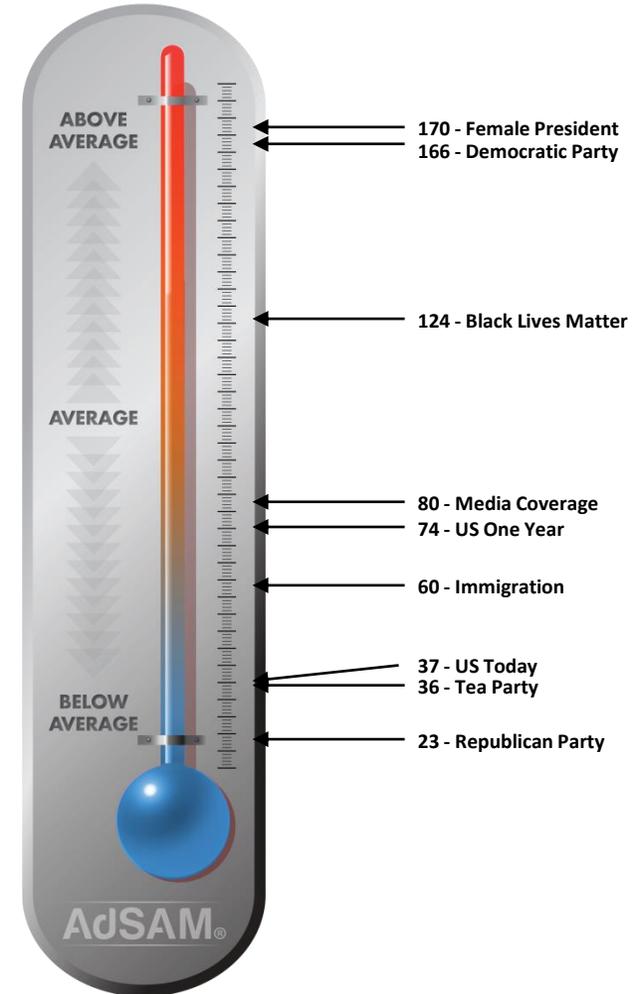
The Emotional Temperature shows the combination of the appeal and engagement scores in measuring the emotional strength of the issue. A score of 100 is the average temperature and above 100 is above average.

For poll respondents who identified themselves as Democrats, Emotional Temperature is above average for topics including a Female as President, followed by the Democratic Party and Black Lives matter.

This becomes very interesting when comparing Sen. Elizabeth Warren in the previous candidate Sentiment Poll where Warren polled right behind Sen. Bernie Sanders in the Poll. For Black Lives Matter, Democrats have been seen publicly embracing this movement and this emotional temperature demonstrates the support.

Surprisingly, the issue of Immigration is below average for Democrats.

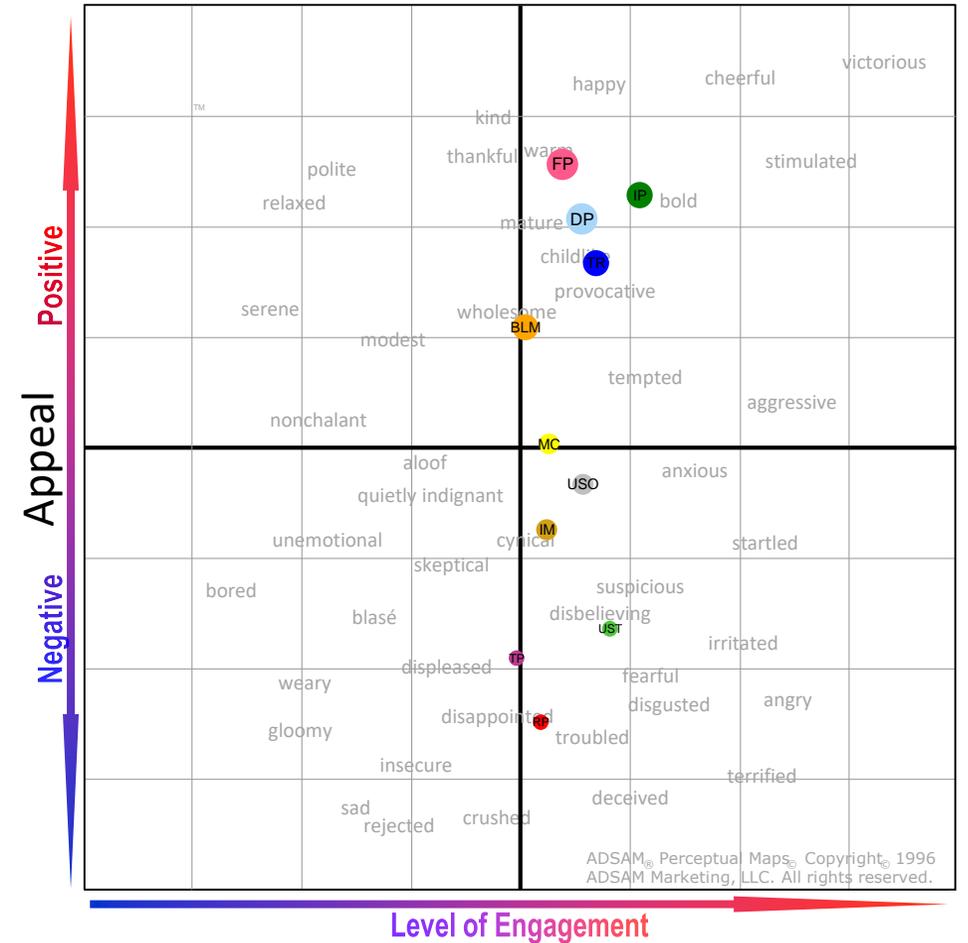
Emotional Temperature is based on the AdSAM® Emotional Strength Index®.



AdSAM Perceptual Map® | Democrat

In this Perceptual Map, Appeal runs vertically, Engagement horizontally and Empowerment is the size of the dot. Notice the topics that are high in Appeal and Engagement are also contributing to the feelings of Empowerment. The emotion adjectives on the map are in a database and are used for comparison to the topics measured here. The respondents that took this survey did not see the emotion words.

- FP Female President
- DP Democratic Party
- RP Republican Party
- TP Tea Party
- BLM Black Lives Matter
- MC Media Coverage
- UST US Today
- USO US One Year
- IM Immigration
- IP Impeachment
- TR Trial



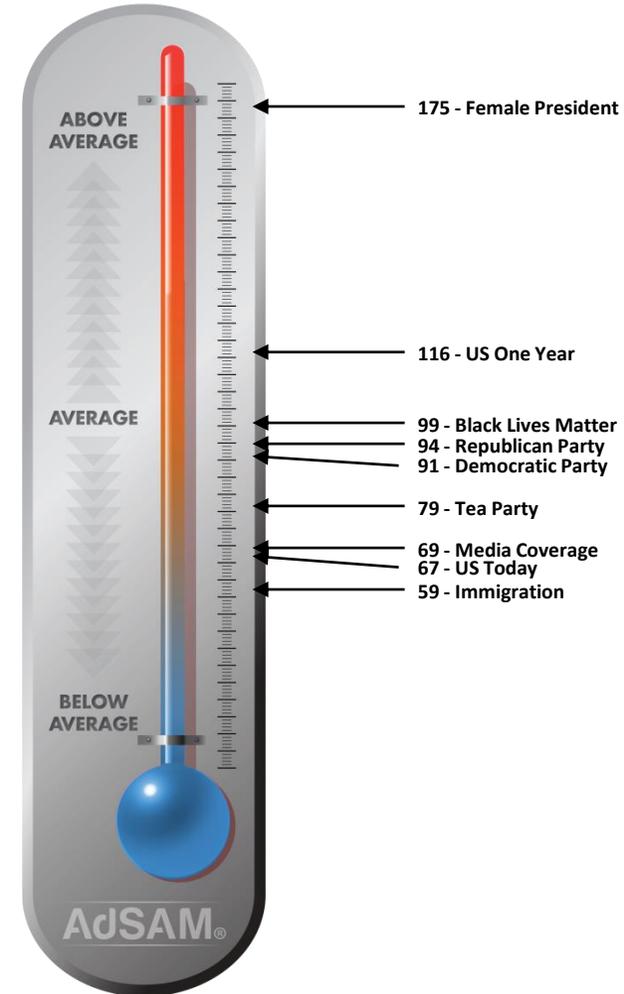
Emotional Temperature™ | Independent

Independent's measure comparably to the Democrats on the issue of a female as president. Except for a positive feeling about the U.S. one year from now, all the other "Unsettled Matters" are below average.

Also, note that the Independent's emotional connection to the Democratic and Republican Parties are nearly the same.

Immigration, which was a major issue in the 2016 presidential race and continues to be a polarizing topic, is also below average for Independents.

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

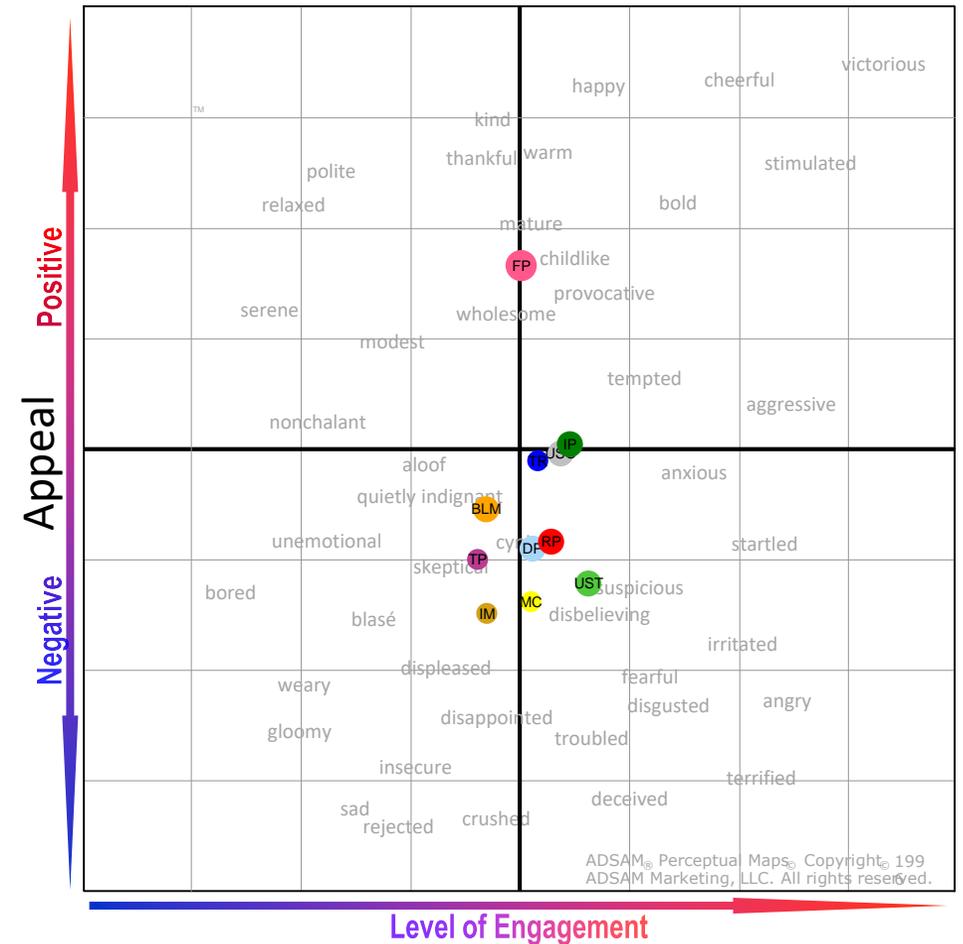


AdSAM Perceptual Map® | Independent

In this Perceptual Map, the topic of a woman as president is high for Independents, as it sits on the upper half of the appeal line. The dot is larger in size than the remaining topics because it carries the most empowerment. However, people have taken an average amount of action toward the issue. Attention and action has been taken, but the engagement level is not overwhelmingly high.

It is also important to note that the Black Lives Matter campaign has a large level of empowerment. However, there is a low appeal and level of engagement.

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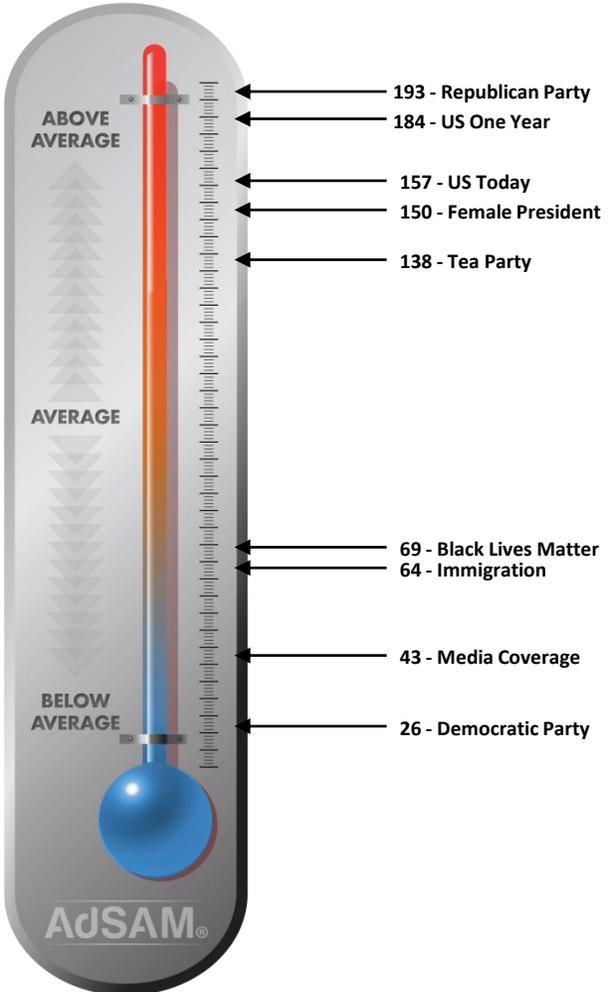


Emotional Temperature™ | Republican

As we saw before, the Democrats and Independents closely link with their opinions on some “Unsettled Matters.” Republicans, however, have a very different Emotional Temperature on issues.

Unlike the Democrats, Republicans are less passionate about a female president and are below average on Black Lives Matter. Another important topic to note is the importance of the Tea Party. This issue lies at the above average point on the temperature and represents the Republican community.

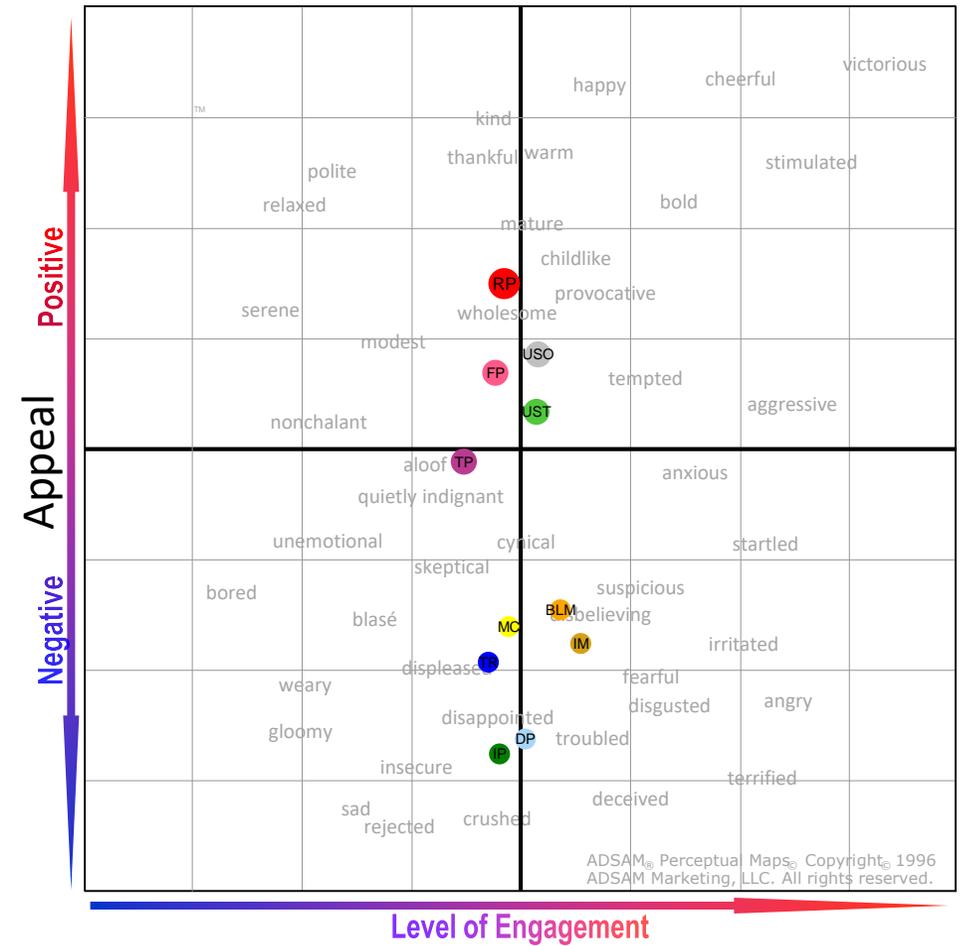
Emotional Temperature is based on the AdSAM® Emotional Strength Index®.



AdSAM Perceptual Map® | Republican

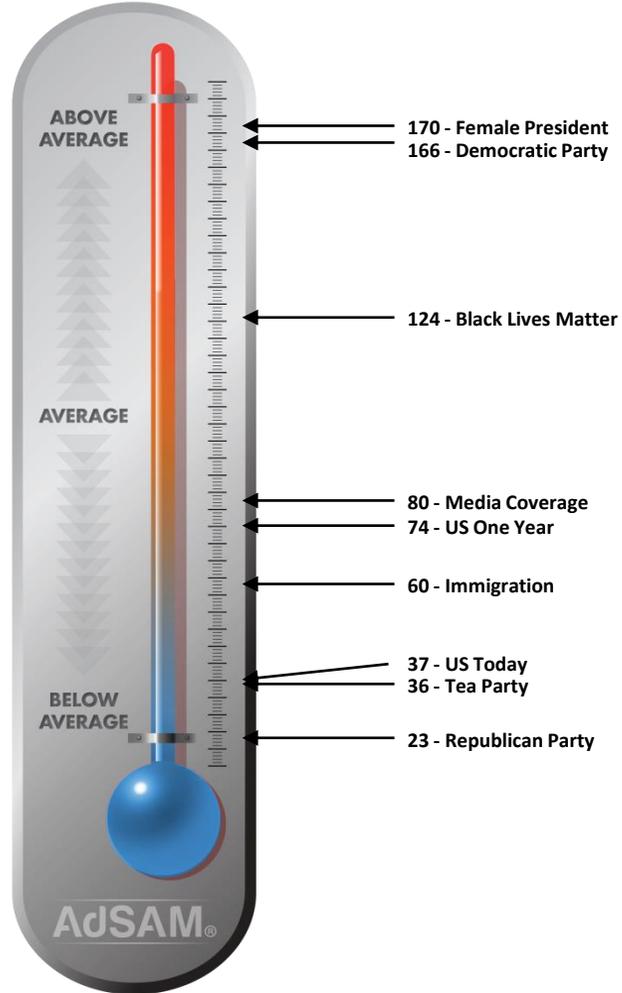
Again, on the Perceptual Map, Appeal runs vertically, Engagement horizontally and Empowerment is the size of the dot. The topics that are high in appeal and engagement are also contributing to the feelings of empowerment, but they are pointing to different “Unsettled Matters.”

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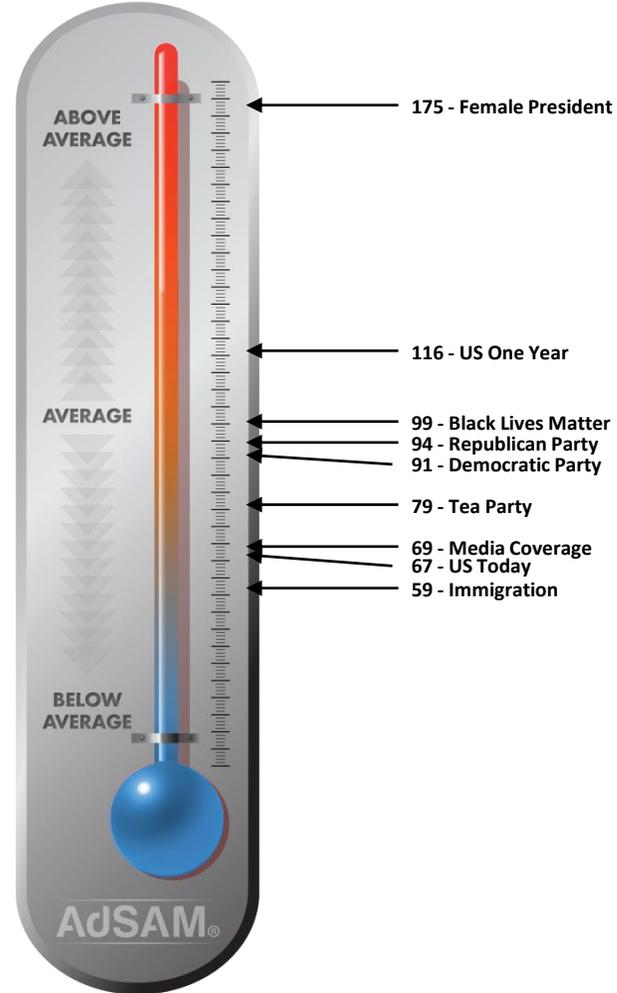


Emotional Temperature™ Side by Side Comparison

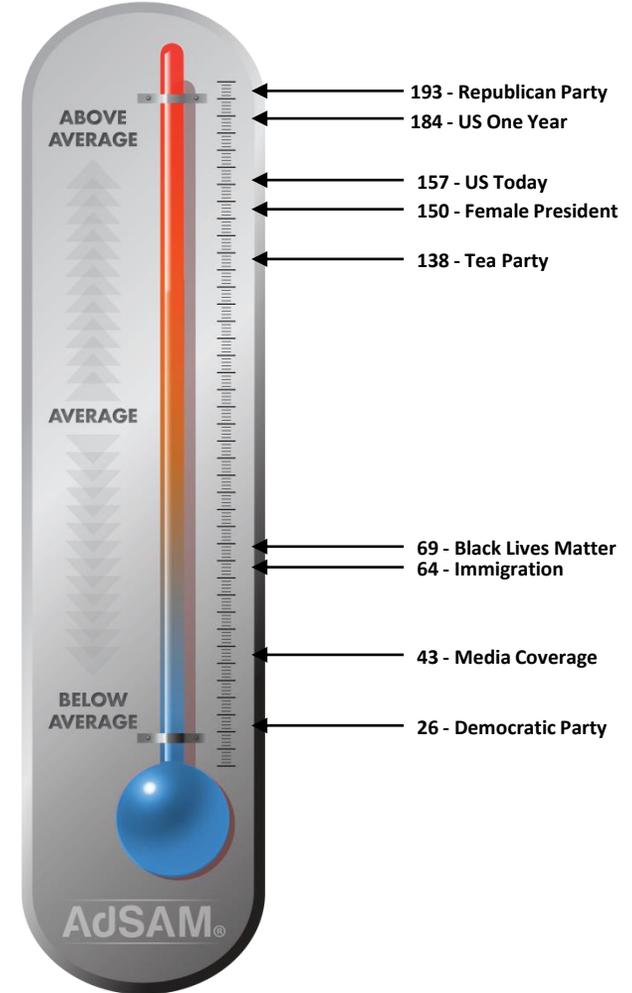
Democratic Unsettled Matters Temperature



Independent Unsettled Matters Temperature



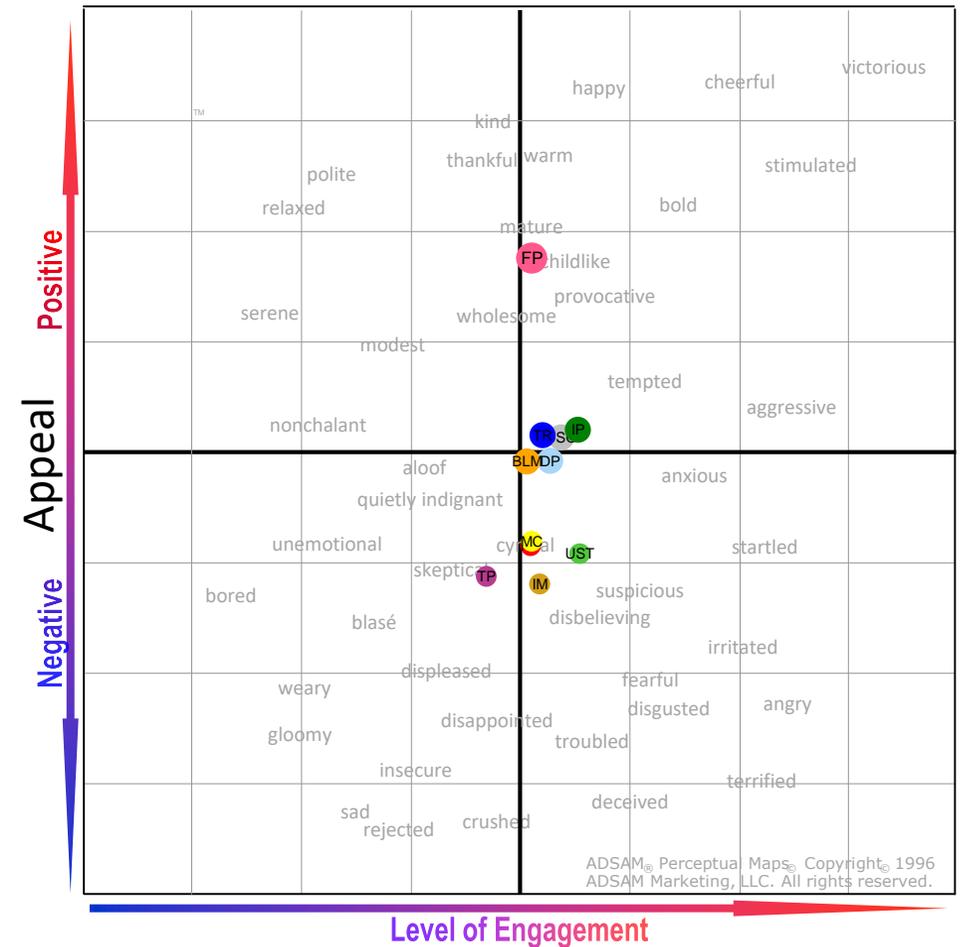
Republican Unsettled Matters Temperature



AdSAM Perceptual Map® | General

The general temperature for a Perceptual Map reflects a positive view towards a female president and a negative view on immigration, the U.S. today and media coverage of the election. Views on the U.S. in a year is generally positive and the Black Lives Matter Movement has a neutral view amongst voters.

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Conclusion

The view of female president is representatively high for all political affiliations. In another “Unsettled Matter,” Independents and Republicans are optimistic about how things are going in the United States one year from today. The Democrats are much less optimistic.

Republicans are somewhat suspicious of the concept of Black Lives Matter; Independents are slightly more accepting but only Democrats are more positive toward it.

Another interesting note is the fact that Immigration is not favorable amongst all groups. This maybe related to media coverage as it reflects a similar trend in this survey. This trend also mirrors the way presidential candidates talk about “Unsettled Matters.”

This survey offers a glimpse into the sentiments of the average political party member regarding some of the issues. In the next iteration of Political Sentiment Poll, 29 “Unsettled Matters” will be examined. The report will aid in understanding why decisions are made and what a party prioritizes. With this data, there are insights into the political views of each party.



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March 2, 2020