



# Political Sentiment Poll

2020 Presidential Election

Candidates Edition

February 19, 2020

# Introduction

This poll of voter responses uniquely measures the Emotional Response reactions to presidential candidates. Subsequent polls will also measure responses to key issues in the presidential race. 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 emotional response report, called The Political Sentiment Poll, uses a tool called AdSAM<sup>®</sup>, 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. This technique uses proprietary graphic characters called the Attitude Self-Assessment Manikin to depict the dimensions and measure human emotional response.

In Part One of the Political Sentiment Poll, conducted on Jan. 26, 2020, we assessed voters' emotional responses toward the presidential candidates. The poll measured the emotional response of two-hundred voters. The responses were organized into Perceptual Maps<sup>©</sup>, and Emotional Temperatures<sup>™</sup>. The Temperature uses a thermometer to depict the results of the poll visually as an index.

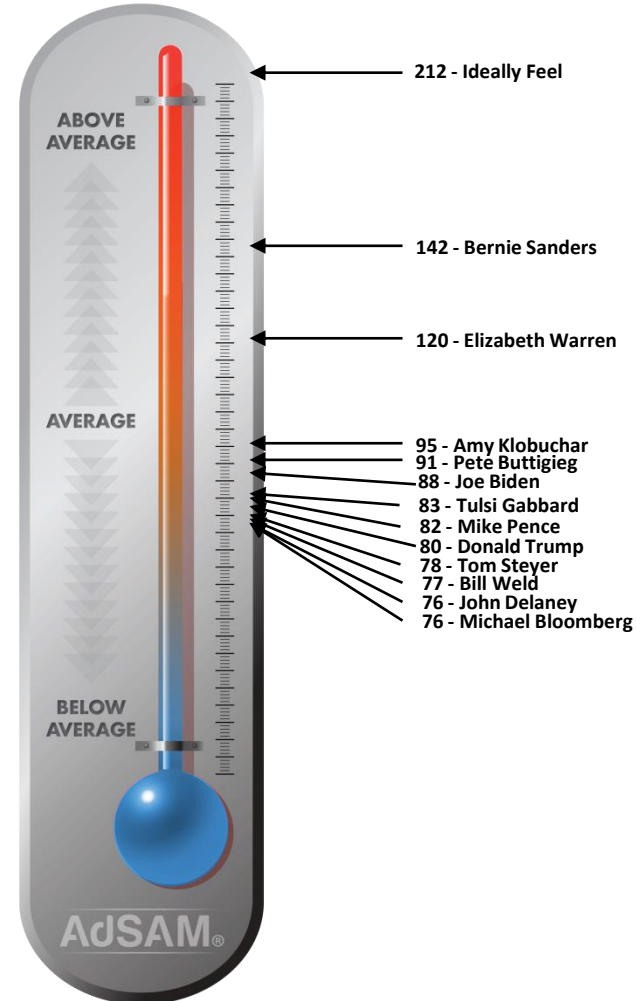
This tool has been used to capture the emotional response of voters since September 2007. The purpose of the poll is to take into account the actual feelings that lead to changes of heart among voters. The results of past voters predicted many events of previous presidential primaries and elections.

# Emotional Temperature™

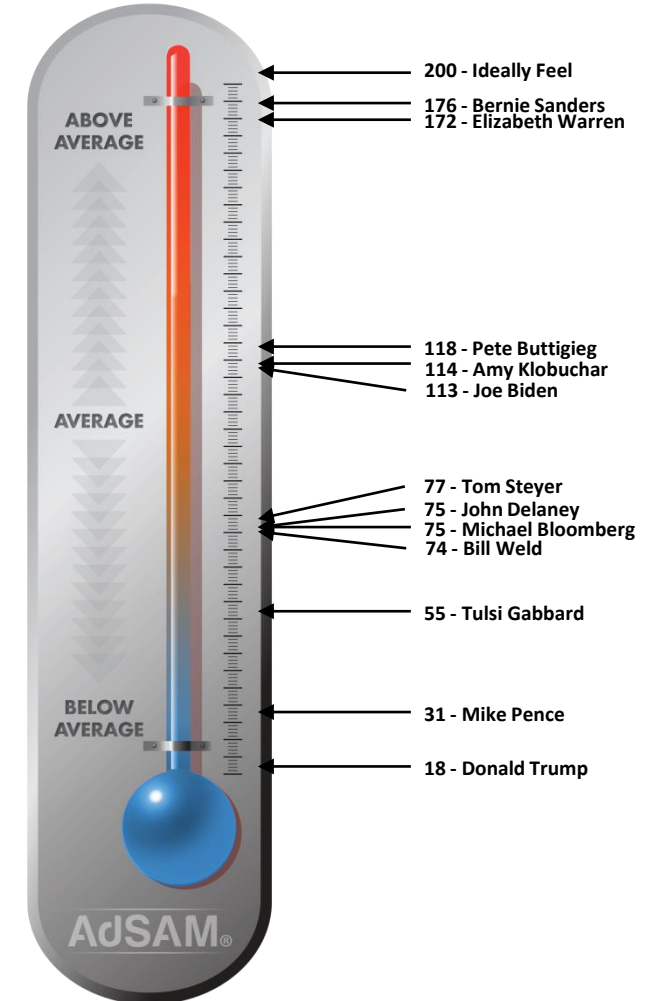
The Emotional Temperature™ is an index with an average score of 100. The following slides show General Temperature which measures all respondents -- Democrats, Republican and Independents combined. Then thermometers are shown separately for each group of voters. The candidates are compared to “Ideally Feel” which is an indication of how respondents would, ideally, like to feel about a presidential candidate. The results of both indices show the sentiment for both Sens. Bernie Sanders and Elizabeth Warren is much higher than the expected average in general and for Democrats. One important note is that all candidates poll well below the “Ideally Feel” temperature. Among Democrats, Sanders and Warren are closer to the “Ideal Candidate.” Buttigieg, Klobuchar and Biden are all above average but poll lower than the front running Democratic nominees.

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

## General Temperature



## Democratic Temperature



# Emotional Temperature™

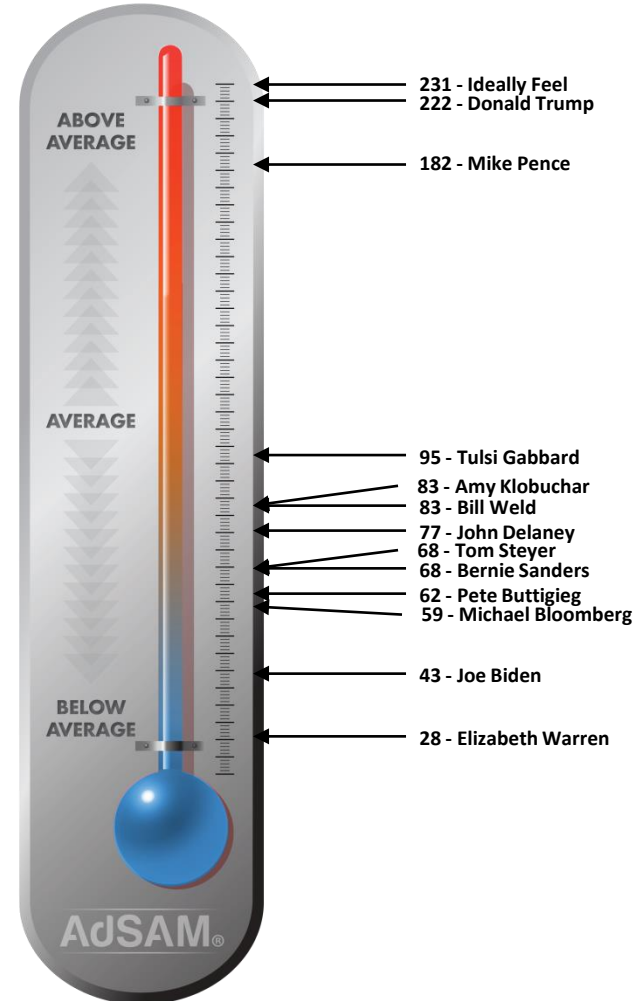
What is most notable in the Republican Emotional Temperature is that, unlike the Democratic candidates, the sentiment for President Trump is almost at the “ideal candidate” level.

What is most notable is the fact that since this emotional response polling started in 2007, this is the closest that a candidate has been to the “ideal candidate” level.

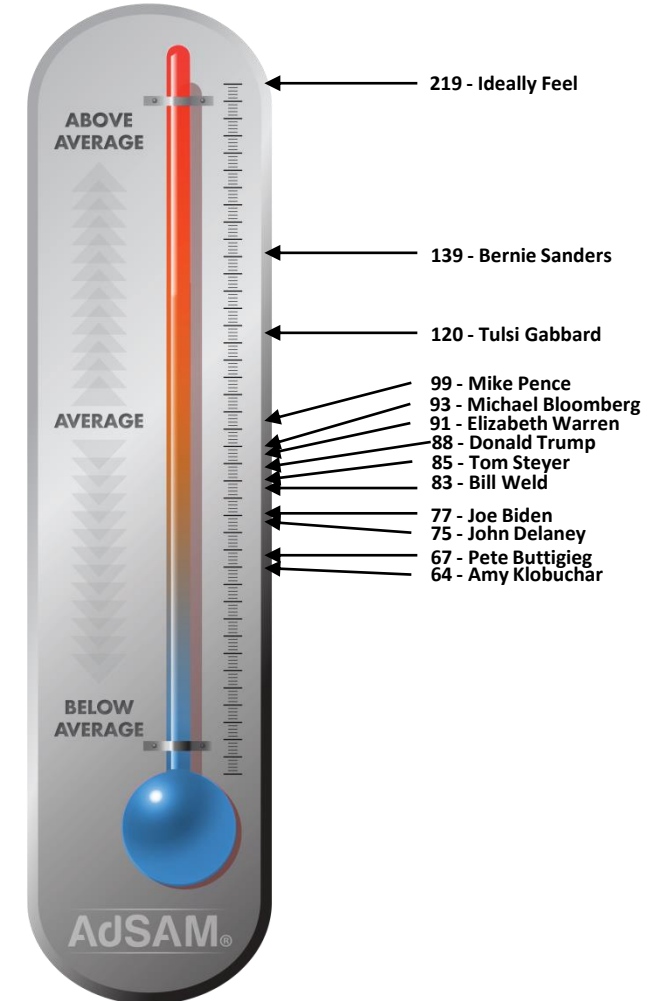
For Independents, most candidates fall under the average temperature. Amy Klobuchar is the farthest below average. Also worth noting is that among Independents, Sanders, and Gabbard are the only two candidates above average.

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

## Republican Temperature

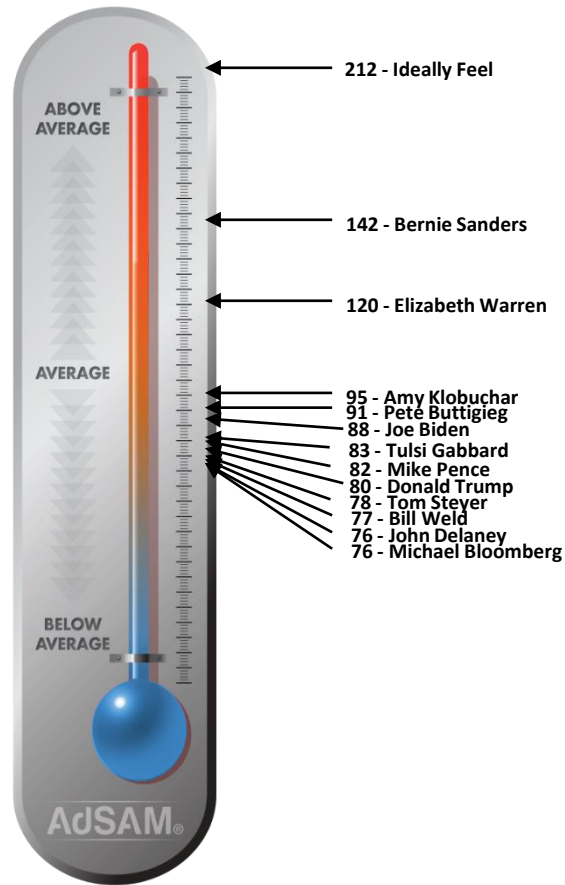


## Independent Temperature

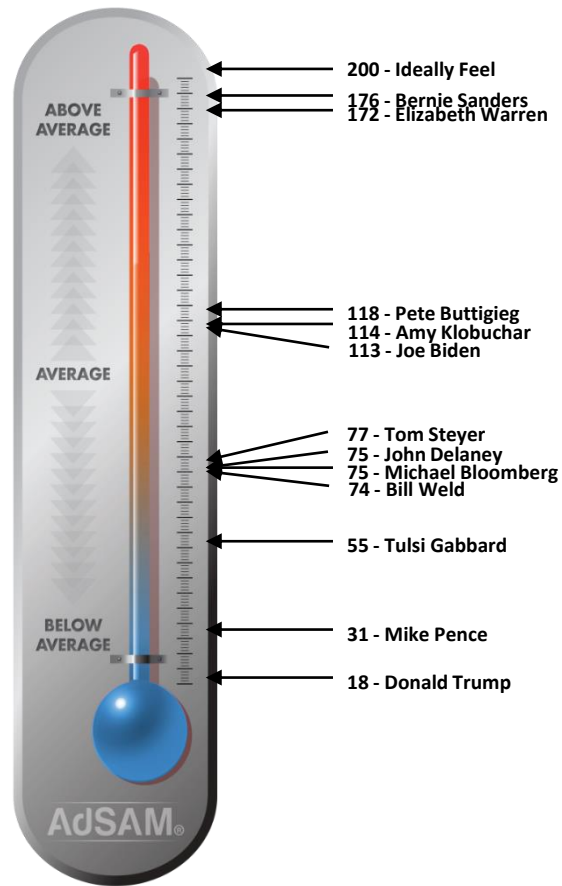


# Emotional Temperature™ Side by Side Comparison

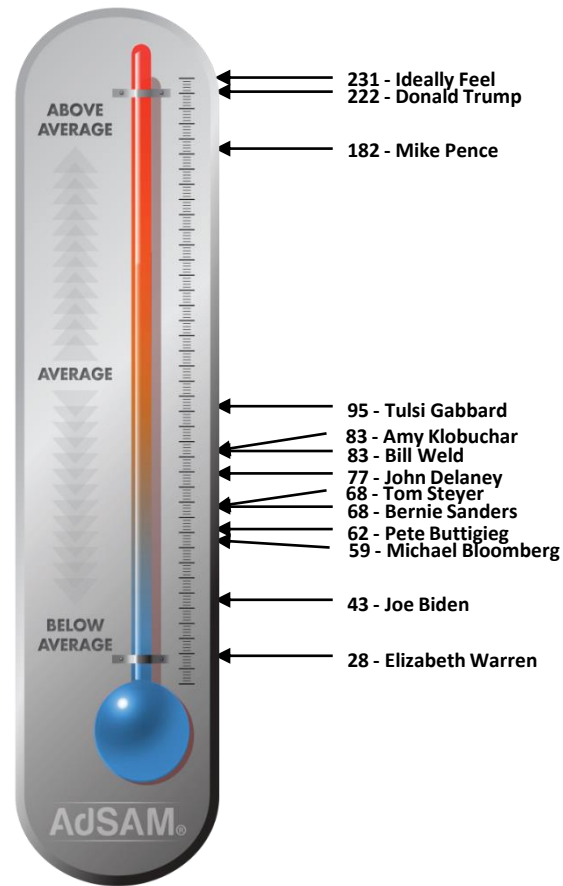
General Temperature



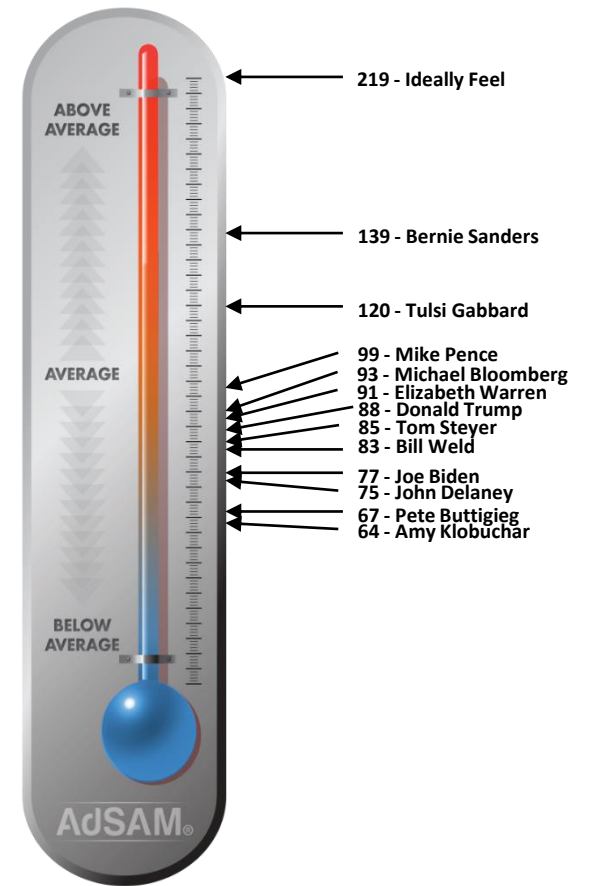
Democratic Temperature



Republican Temperature



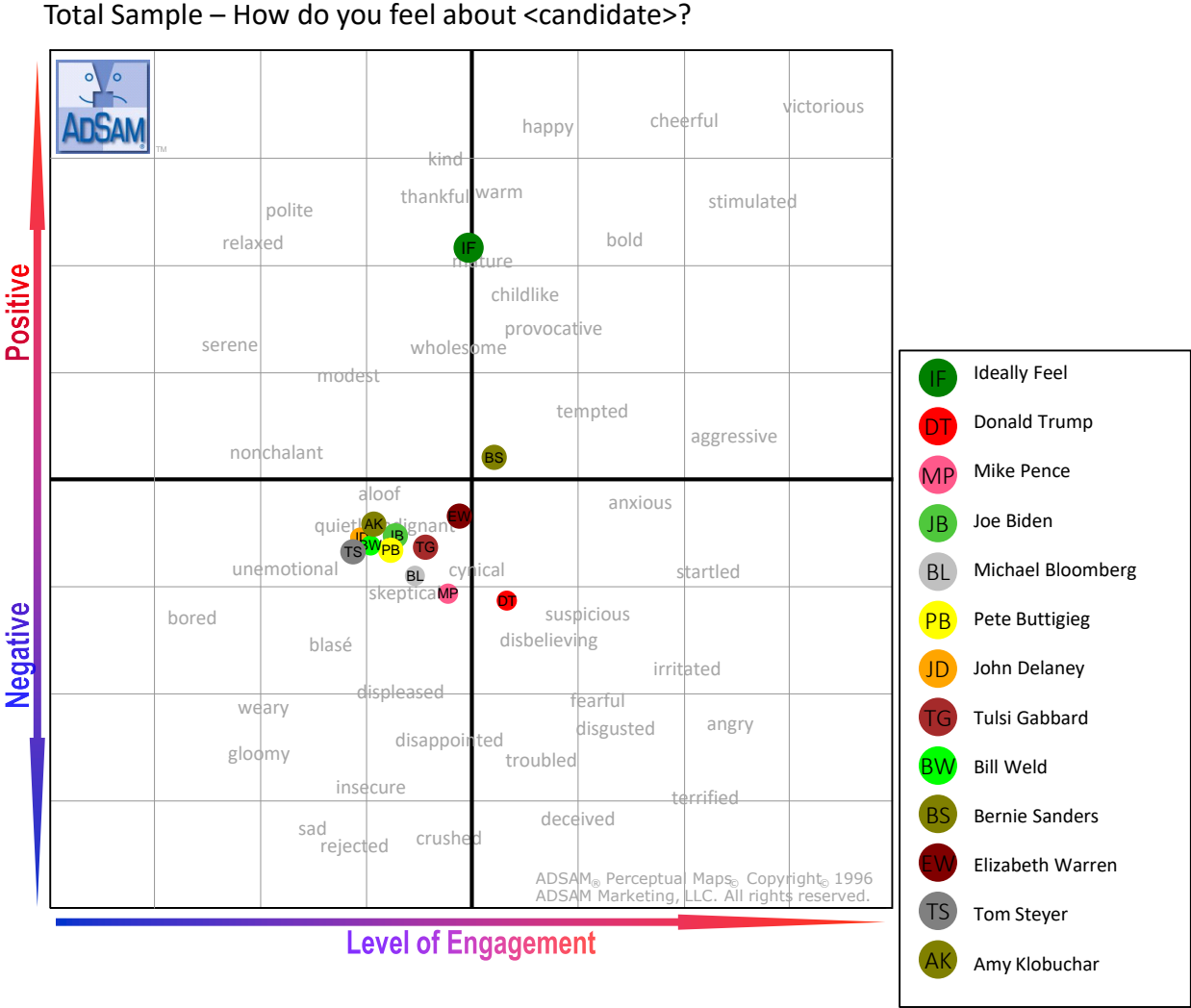
Independent Temperature



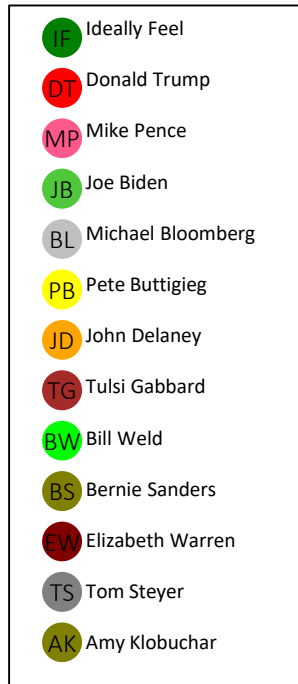
# Perceptual Map | All Voters

This Perceptual Map plots the average responses of the dimensions of Appeal, Engagement, and Empowerment for each candidate among all respondents measured. The vertical axis shows how Appealing or Unappealing the candidate is while the horizontal axis shows how Engaging they are.

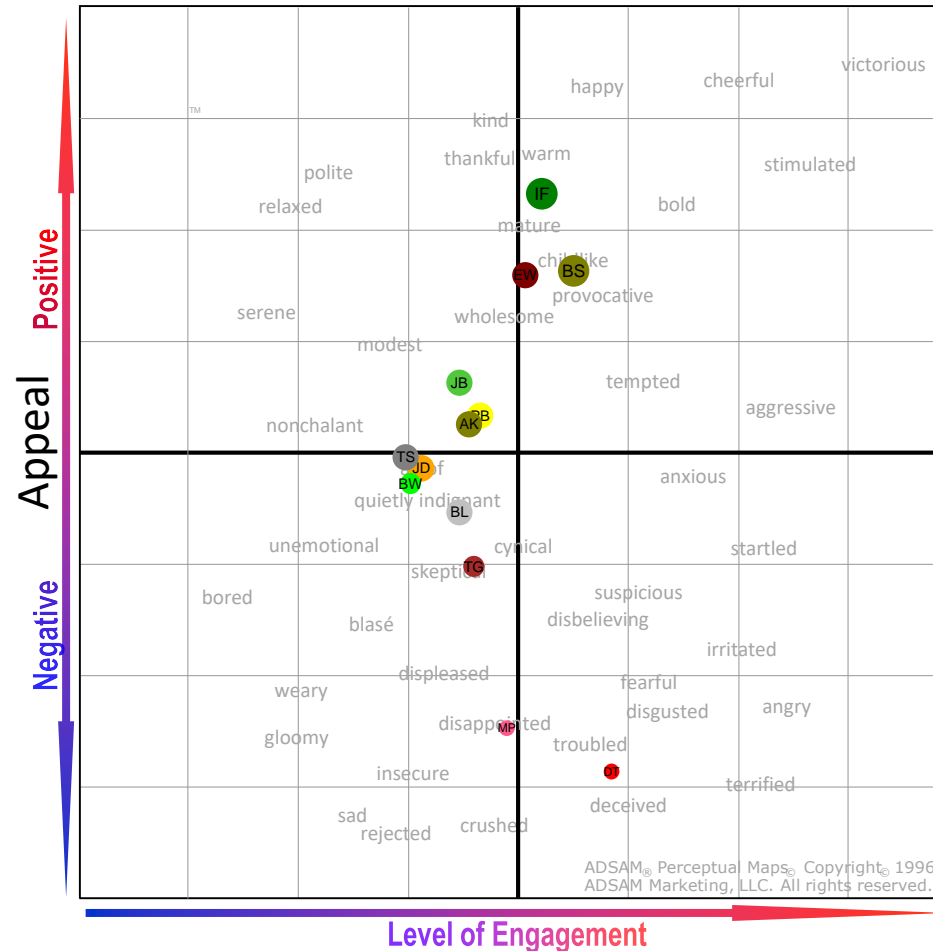
Empowerment is indicated by the size of the dot. This measure indicates how in control the voters feel in response to the candidate. The emotion descriptors on the map are in a measured database. These respondents did not see these words.



# Perceptual Map | Democrat Map



As previously mentioned, subsequent polls will report the sentiment regarding key issues in the presidential race as well as the candidates.







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