

Messaging & COVID-19
Vote Run Lead
April 18, 2020

- National full-service strategic consulting firm, specializing in public opinion research

- Clients include:
 - Political candidates
 - Issue campaigns at all levels
 - Public agencies (utilities, county governments)
 - Non-profit organizations
 - Corporations

- Founded in 1989 with over 50 staff in Oakland, CA; Seattle, WA; Portland, OR; Columbus, OH; Washington DC; Orlando, FL; and Irving, TX



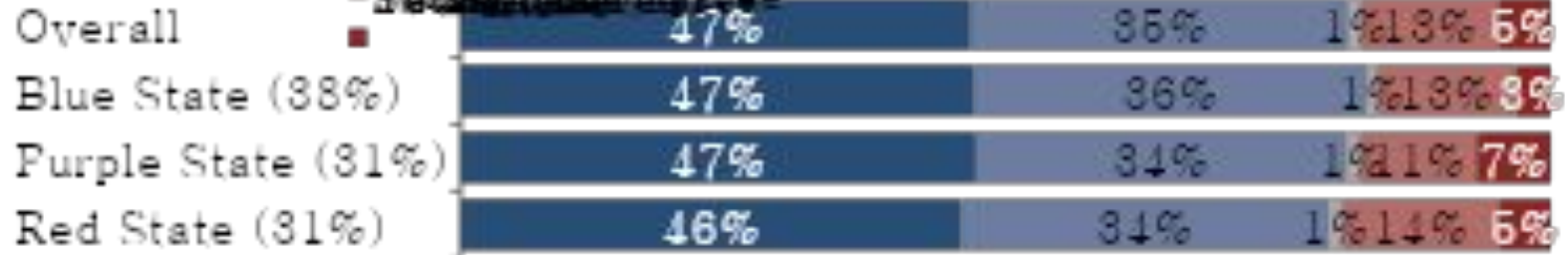
Public Sentiment on COVID-19

People's Actions during the COVID-19 Outbreak

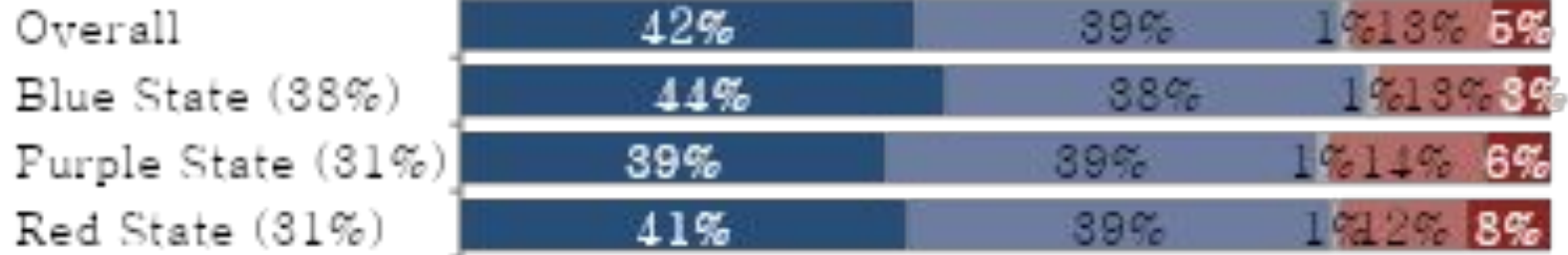
Agree Disagree Net Agree

Strongly Agree
Somewhat Agree
Prefer not to respond
Strongly Disagree

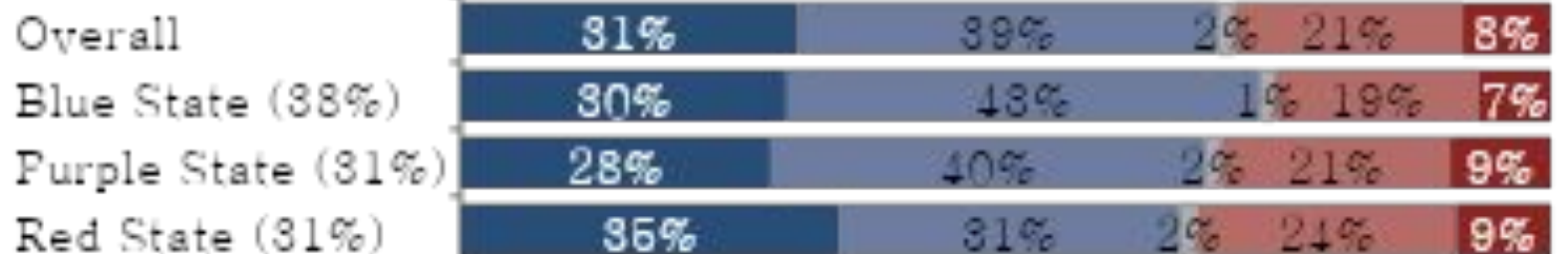
I have made significant changes to my daily life because of COVID-19.



I am avoiding all contact with people outside my household.



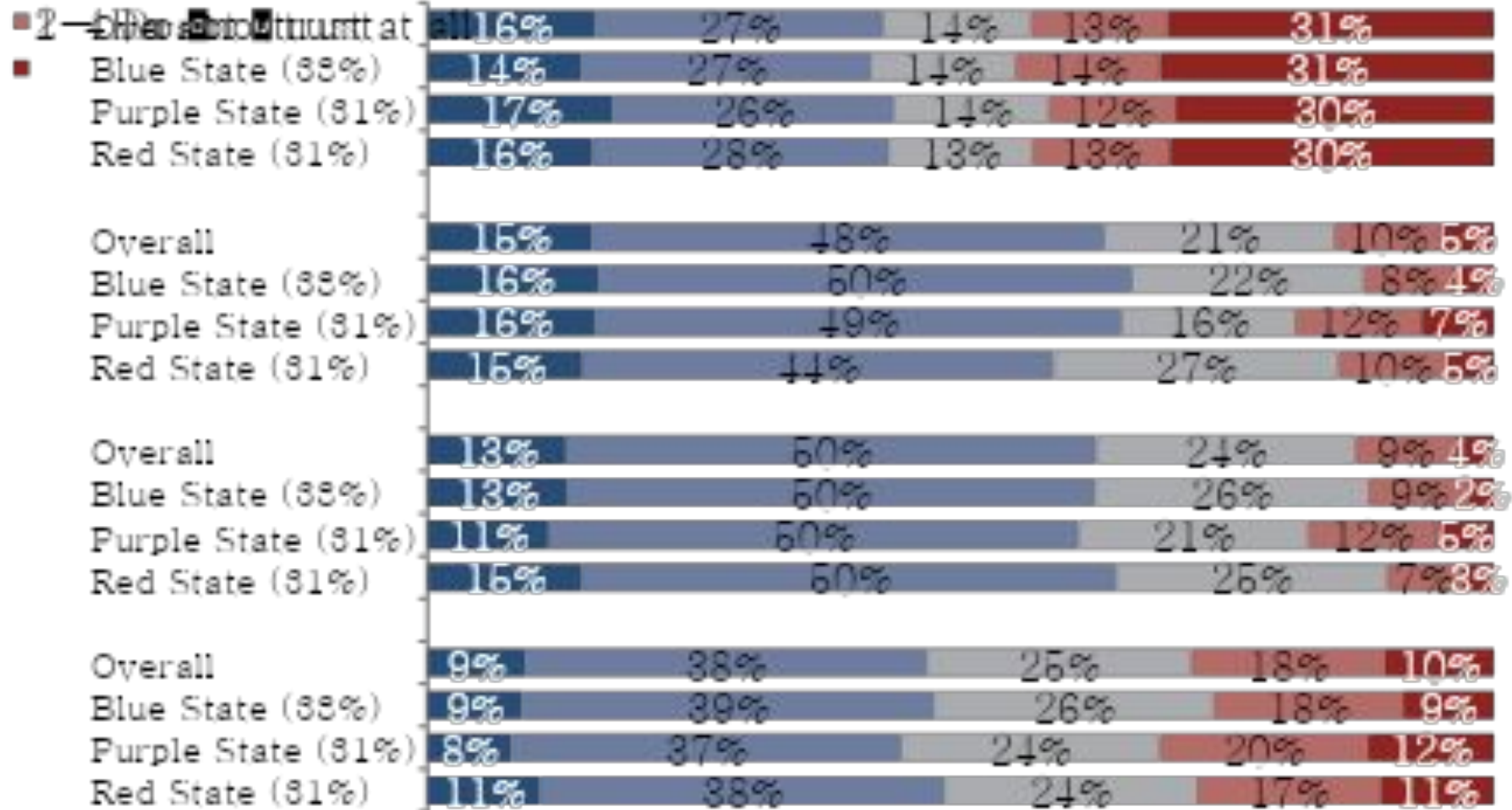
I have significantly reduced my spending because of COVID-19.



Q28, 30-31. Please indicate whether you agree or disagree with the following statement:

Level of Trust in Government

- 10 - Trust completely
- 7-9 Trust
- 5-6/Prefer not to respond
- 2-4/Do not trust at all



Q48-51. How much trust do you have in the advice of each of the following when it comes to COVID-19:

President Donald Trump

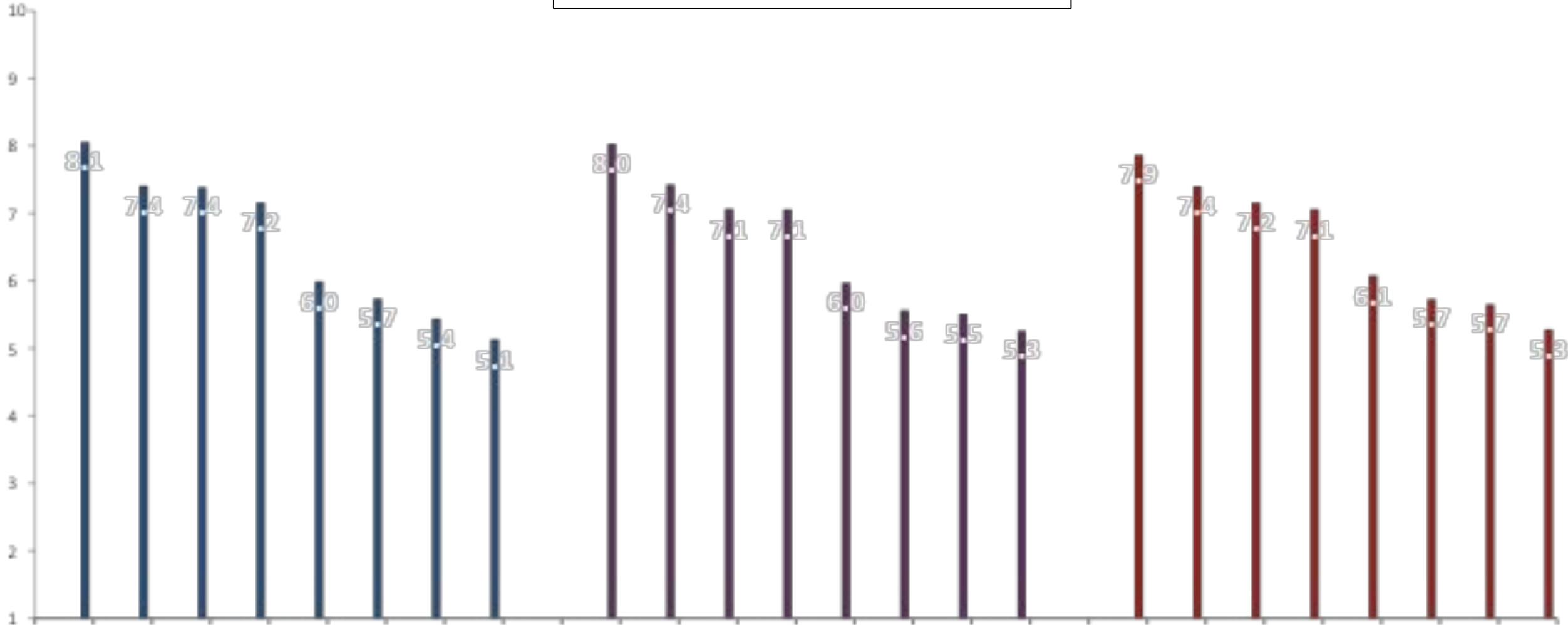
Other State Ideology Differences

Blue States

Purple States

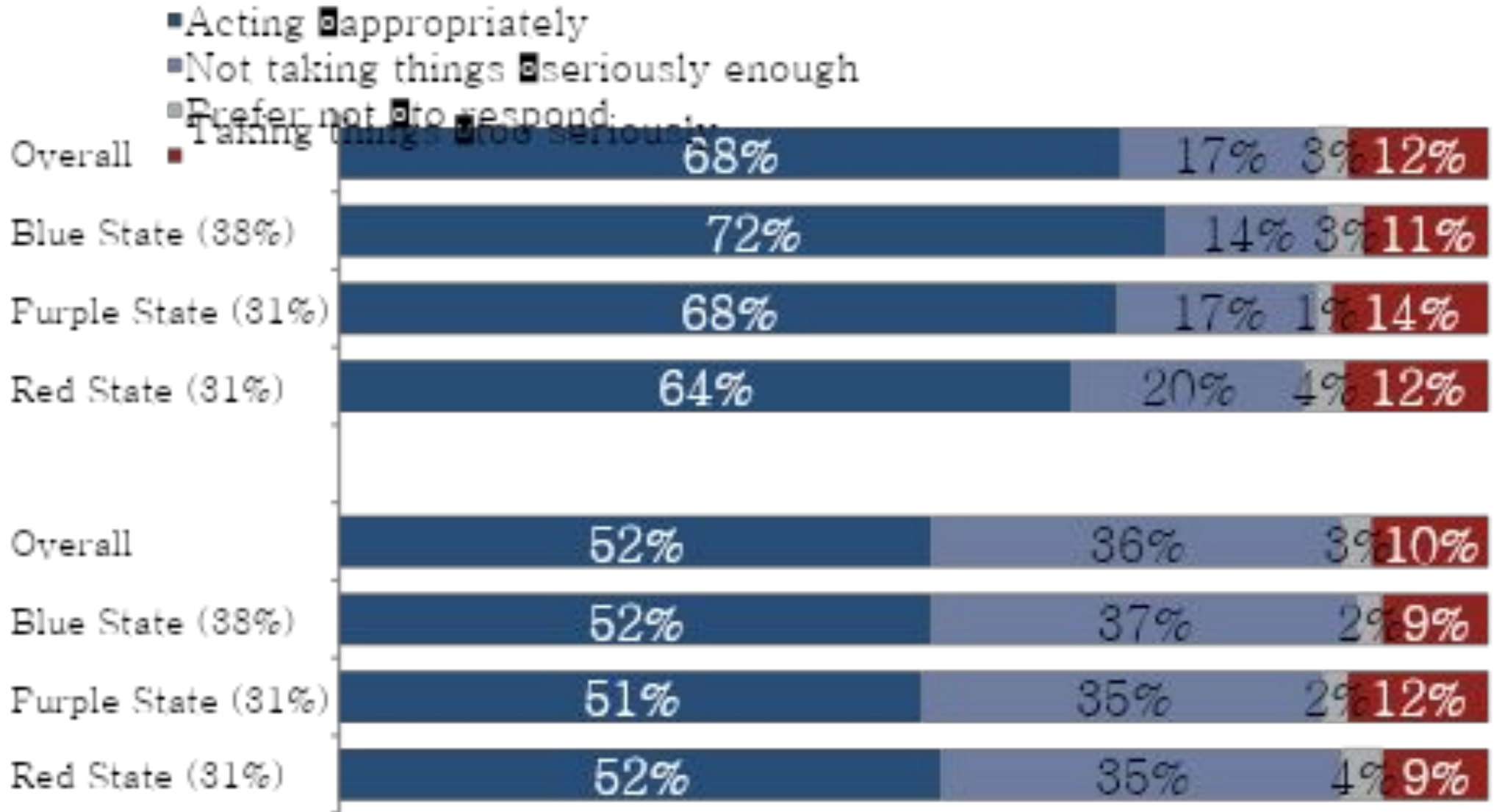
Red States

1 = Very bad response / 10 = Very good response



Q13-20. How would you rate each of the following's response to COVID-19?

COVID-19 Reaction Rating



Who is to Blame

■ Is totally to blame ■ Is mostly to blame ■ Has some blame ■ Not sure ■ Has no blame

People who ignored quarantine orders



The Trump Administration





Messaging During COVID-19

What's Different? What's the Same?

- Your message is still not your platform.
 - Positions on COVID-19 are not wedge issues that will win or lose you a race. Voters across the country are still citing other issues as “Most Important.”
- But talk about it!
 - COVID-19 is a conversation starter. A simple “how are you doing?” to a voter opens the door.
 - Voters are receptive to criticism right now, both of incumbents and of Republicans.
- Tie your conversations to COVID-19 back to your message.
 - BE CALM. Show voters how you will lead.
 - BE COMPASSIONATE. Show voters that you can connect with them, even if their concerns are very different from your own.
 - BE CONCRETE. Science is resonating with voters across the aisle right now.
- You can't knock doors, but campaigning must go on!



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