EMC Research

- 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

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

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.
What People Miss

Q58. What do you miss the most about life before the effects of COVID-19?

- Socializing, seeing family/friends: 23%
- Leaving the house/freedom: 17%
- Going out to eat: 9%
- Going places in the community: 8%
- School/work: 6%
- Less worry/anxiety: 5%
- Exercise/sports: 4%
- Travel: 4%
- Normalcy/daily routines: 2%
- Other: 15%
- Nothing: 6%
- No response: 1%
Level of Trust in Government

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

Your State Government

Your Local Government

The Federal Government

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Other State Ideology Differences

Blue States

Purple States

Red States

1 = Very bad response/ 10 = Very good response
Q22-Q23. How are each of the following groups doing in trying to stop the spread of COVID-19?

- Your State Government
- The Federal Government

**COVID-19 Reaction Rating**

- **Acting appropriately**: 68% 17% 3% 12%
- **Not taking things seriously enough**: 36% 37% 35% 25%
- **Prefer not to respond**: 36% 39% 4% 9%

**Overall**
- **Acting appropriately**: 52% 36% 39% 10%
- **Not taking things seriously enough**: 51% 35% 25% 12%
- **Prefer not to respond**: 52% 35% 4% 9%
Q42, 44. How much do you blame each of the following groups for the severity of the COVID-19 crisis?

- People who ignored quarantine orders
- The Trump Administration

Who is to Blame

[Graph showing percentages for blame distribution across different groups]
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!