

MEMORANDUM

TO: Interested Parties
FROM: Protect Our Care & the Coronavirus War Room
RE: President Biden and Democrats Have the Winning Hand on COVID-19 Messaging
DATE: January 10, 2022

Hart Research conducted an in-depth national survey among a representative cross section of 1,000 voters between December 14 and 18 on the ongoing COVID-19 pandemic. Protect Our Care and the Coronavirus War Room have been consistently polling on this issue since the beginning of the pandemic.

This survey reaffirms that Democrats have the upper hand on COVID-19 messaging because of President Biden's approach to the pandemic and the Republican's ongoing disinformation campaign and continued opposition to common-sense measures. Contrasting the president's record with the Republican disinformation campaign is a winning argument.

There is strong support for vaccine and masking requirements, even among Trump voters. Despite a combative political debate in Washington, there is broad public support for vaccine and mask policies to slow the spread of the virus and protect people's health, including some that garner support among close to half of all Trump voters.

	Total Support	Strong Support	Trump Voters: Total Support
Require people to wear protective face masks in indoor public places in communities where COVID-19 is spreading	71%	53%	45%
Require travelers to be vaccinated or have a recent COVID-19 test in order to board a domestic airline flight	70%	54%	46%
Require teachers and school staff to be vaccinated or be tested regularly for COVID-19	68%	51%	42%
Require all healthcare workers to be vaccinated for COVID-19	66%	52%	40%
Require companies with more than 100 employees to provide safe workplaces by ensuring that all employees are either vaccinated or regularly tested for COVID-19	64%	47%	36%
Require students to be vaccinated for COVID-19, unless they have a religious or medical exemption	62%	44%	36%

There is strong public support for the President’s record on COVID-19, particularly for these elements:

- “The Biden administration has made booster shots free and convenient at more than 80,000 locations nationwide. To date, more than 50 million Americans have already received a booster shot, including half of all eligible seniors.” *(61% total favorable, 42% very favorable)*
- “Because of the leadership of President Biden, [nearly 500 million COVID-19 vaccines have been administered since he took office / every American from age five up who wants a vaccine can get one], and 60 of Americans are now fully vaccinated, including almost 90% of seniors.” *(57% total favorable, 38% very favorable)*
- “President Biden has kept his promise to follow the science and tell the truth to the American people about the dangers of COVID-19. Unlike the previous president, he is not downplaying the threat or promoting phony cures, but instead he is encouraging people to take the virus seriously, wear masks, and get vaccinated.” *(54% total favorable, 39% very favorable).*
- “Because of the efforts of the Biden administration to get Americans vaccinated, the death rate from COVID-19 has fallen significantly and at this stage, the large majority of deaths from COVID-19 are among people who have chosen not to get vaccinated.” *(53% total favorable, 39% very favorable)*

These three key principles that underlie President Biden’s plan to combat the pandemic are also persuasive and should be emphasized: (A) It is based on science and the best medical advice; (B) It both protects public health and promotes economic recovery; (C) It is proactive and focused on getting ahead of the problem. Various proof points should all be brought back to reinforcing these key frames.

Voters Are Concerned About The Republican Approach . Americans are concerned about the Republican approach to combating the pandemic – worried it is anti-science, anti-vaccine and full of disinformation.

- “Republican elected officials promote theories and treatments that have been rejected by doctors and scientists, including recommending the use of mouthwash and drugs designed for horses instead of vaccination.” *(63% total disapprove, 43% strongly disapprove)*
- “Republicans in Congress and in state government continue to spread disinformation about vaccines and oppose vaccine requirements, even though unvaccinated people have much higher death rates than vaccinated people.” *(61% total disapprove, 42% strongly disapprove)*
- “Republican governors have banned mask requirements for public schools, including in local school districts that want them.” *(57% total disapprove, 40% strongly disapprove)*

Reminding Americans about these two realities of the to Republican approach to the pandemic are particularly powerful: (A) Their anti-vaccine and anti-mask policies are putting people’s safety at risk and causing more people to get seriously ill, while prolonging the pandemic and slowing down the economic recovery; (B) They care more about attacking the President to score political points than about uniting the country to fight COVID-19, even when it puts the lives of their own supporters most at risk.