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Update:
Thursday, April 2

Navigating The First
100 Days

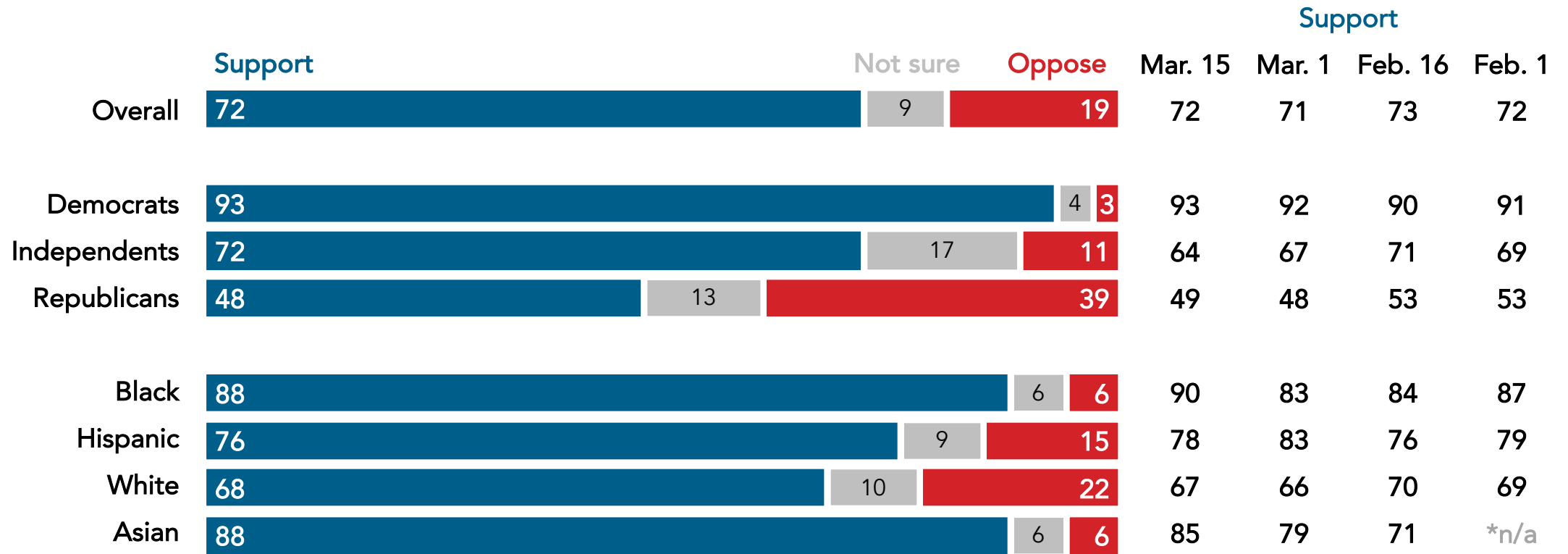


Key Takeaways:

- While fewer report hearing about the American Rescue Plan — especially younger Americans, women, and independents — more than seven in ten Americans support it.
- News headlines focusing on direct money and economic growth seen as having greatest benefits for "people like you."
- An effective rebuttal to criticisms of the child tax credit centers the impact of the pandemic and the financial struggles it has created for families.

Support for the American Rescue Plan Remains Consistent and Widespread

Regardless of how much you have seen or heard about President Biden's "American Rescue Plan," do you support or oppose President Biden passing an emergency legislative package that includes a new round of economic stimulus, vaccine funding, and other pandemic-related responses?

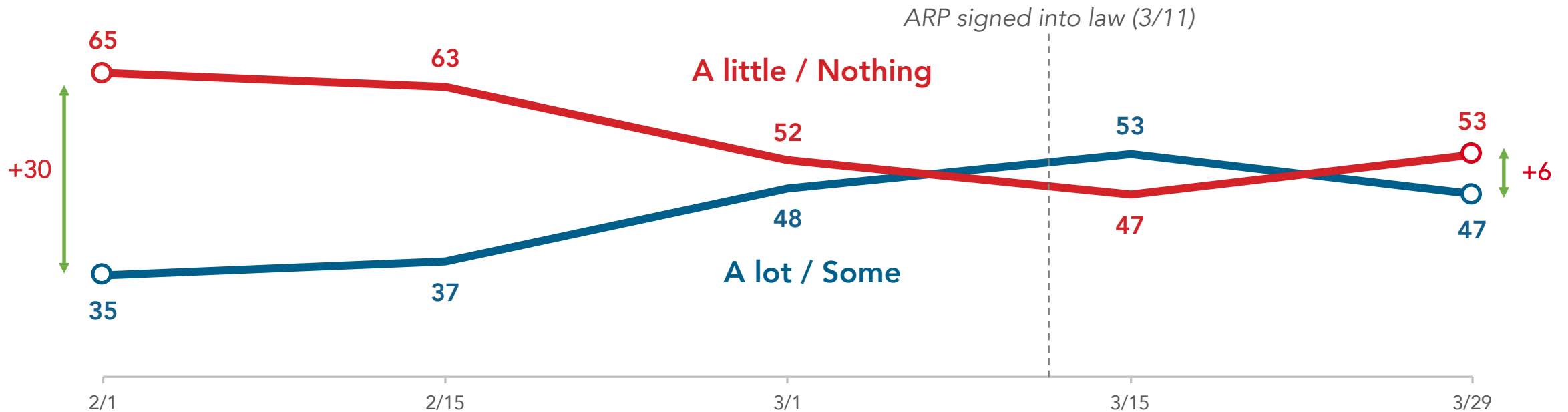


*Previous survey's sample size of AAPI interviews is too small for statistical analysis.
 Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days.
 Latest wave conducted March 25-March 29, 2021. For more info, visit navigatortresearch.org

Only Half of Americans Are Hearing About the American Rescue Plan

After several weeks of increasingly hearing more about the American Rescue Plan, awareness of it began to revert in this week's survey.

How much have you seen, read, or heard about President Biden and his emergency legislative package called the "American Rescue Plan"?

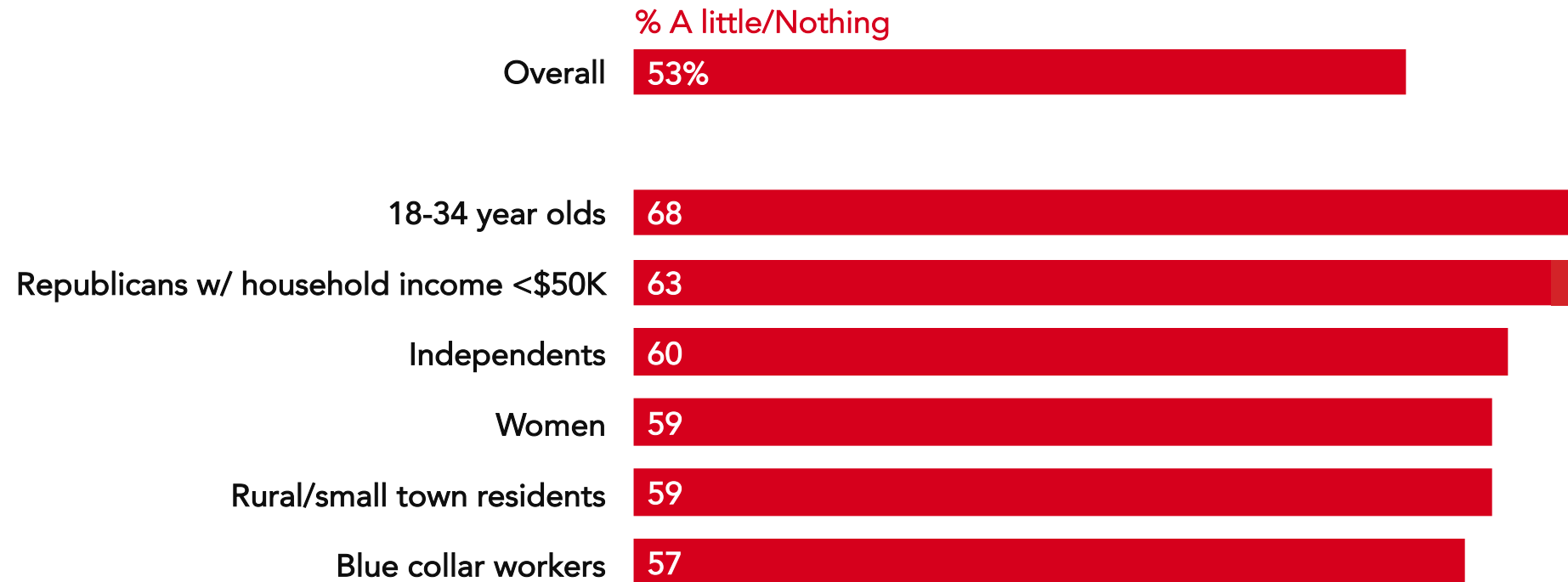


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Younger Americans, Low-Income Republicans, Independents, and Women Hearing Least About Stimulus

Groups hearing the most about it live in union households (69% “a lot” or “some”), are liberal Democrats (58%), are urban Americans (56%), or are college-educated (55%).

How much have you seen, read, or heard about President Biden and his emergency legislative package called the “American Rescue Plan”?



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Helpful Headlines for Selling the ARP Center Checks, Middle Class Benefits, Tax Credits, and Economic Growth

For each, please indicate whether the item mentioned will have a positive or negative impact on people like you.*

Source/Date		Strong positive impact – Overall	Total positive impact – Overall	Strong positive impact – Ind.	Total positive impact – Ind.
CBS, March 12	Biden administration set to issue \$1,400 stimulus payments	44	74	34	69
New York Times, March 10	<i>New Stimulus Package Brings Big Benefits to the Middle Class</i>	31	66	20	59
Yahoo!, Feb 27	Biden's stimulus checks bill could cut your taxes by \$3,100	28	53	23	47
NPR, March 10	Biden's \$1.9 Trillion Rescue Plan Set To Turbocharge U.S. Economy	27	58	20	53
Associated Press, March 9	COVID bill to deliver big health insurance savings for many	25	51	21	45
MarketWatch, March 9	'This is a significant amount of money': COVID-19 relief bill would send nearly \$170 billion to schools	22	44	19	41
CBS, March 17	Child Tax Credit: Millions of parents could soon get up to \$3,600 per child	22	36	19	35
Public Service News, March 11	Rural, Farming Communities to Gain from COVID-19 Relief	18	39	16	42
New York Times, March 14	<i>Small Piece of the Stimulus Has Ambitious Aim of Saving Mothers' Lives</i>	18	35	14	31
Washington Post, March 8	Relief bill is most significant legislation for Black farmers since Civil Rights Act, experts say	16	30	13	29

*A split sample was used to test the news headlines. Half of respondents saw the headlines with the publication name and half saw them without the publication name. This had no impact on the order of perceived positive impact.
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Highlighting How Child Tax Credit Will Benefit Struggling Families Is More Effective Than Calling It “Revolutionary”

Both language of a “revolutionary change” and helping struggling families are effective rebuttals to Republican criticisms of the child tax credit in the American Rescue Plan – but struggling families resonate more.

As you may know, the American Rescue Plan includes a major expansion of the child tax credit for families with children – ranging from \$2,000 to \$3,600 per child. Knowing this, which side do you agree with more?

Statement 1: Republicans who say that this child tax credit isn't about the pandemic. It just gives money to people for having children, making it easier for them to not work. People have a responsibility to afford to take care of children before they have them

Statement 2: Democrats who say that **this child tax credit is a revolutionary change to our tax code** that will cut child poverty in half

Statement 1:	47%
Statement 2:	53%
Net Statement 2:	+6

Statement 3: Democrats who say that **this child tax credit delivers significant financial support to families who have struggled during this pandemic**, so they can afford their daily expenses

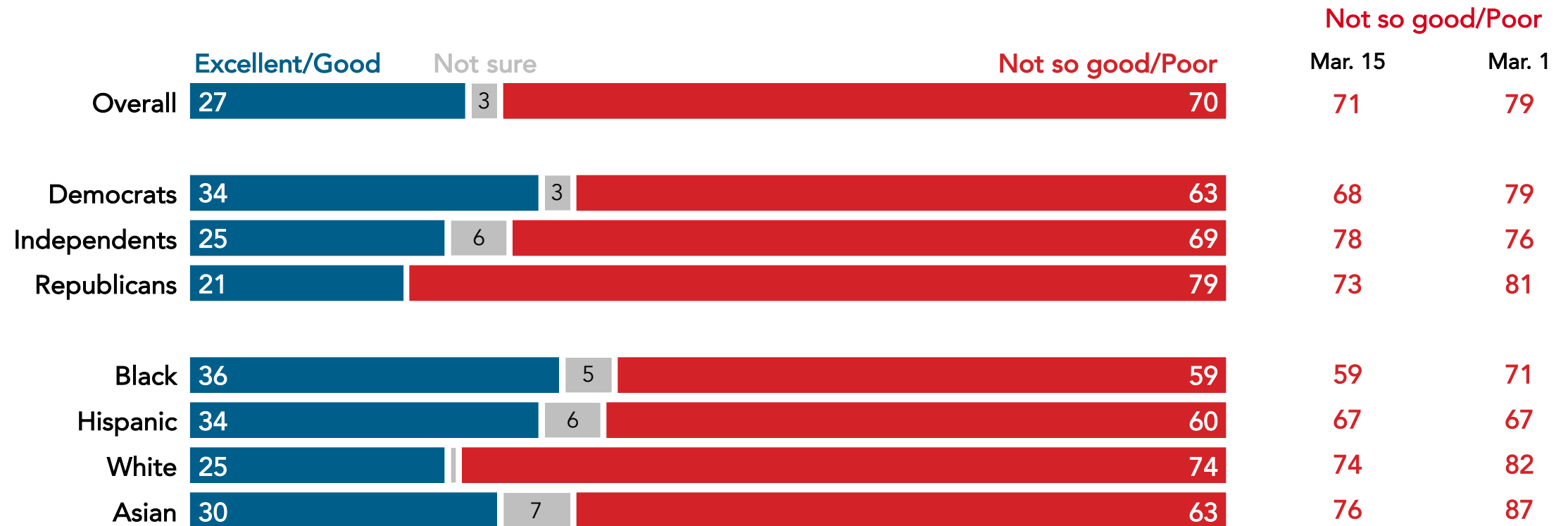
Statement 1:	43%
Statement 3:	57%
Net Statement 3:	+14

Majority Continue to Say Economy “Not So Good” or “Poor”

Just a quarter of Americans say the economy is “excellent” or “good,” largely driven by Democrats (34%).

- On a separate question, 48% say they feel “uneasy” about their personal financial situation.

How would you rate the state of the U.S. economy today?

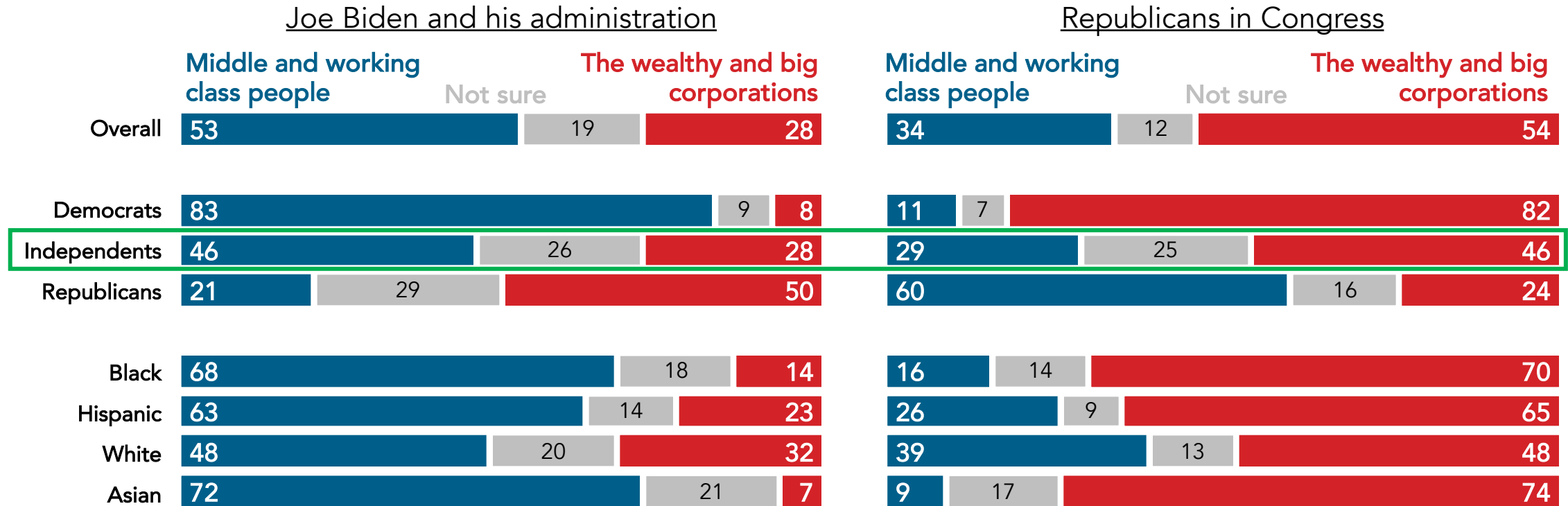


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Biden Seen as for the Middle and Working Class, While Republicans Are for the Wealthy and Corporations

Among independents, nearly half say Biden is for the middle and working class and the same share say Republicans are for the wealthy and big corporations.

Thinking more about how _____ are responding to the economic impact of the coronavirus pandemic so far, who do you think _____'s policies favor most?



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Andrea Purse, progressive strategist; Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; Delvone Michael, Working Families; Felicia Wong, Roosevelt Institute; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,002 registered voters from March 25-March 29, 2021. 103 additional interviews were conducted among Hispanic voters. 100 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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Navigator:**

<http://navigatorresearch.org>

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