

navigating.* coronavirus

Daily Update:
Saturday, March 28th, 2020

Communicating in
Crisis: Coronavirus



Key takeaways:

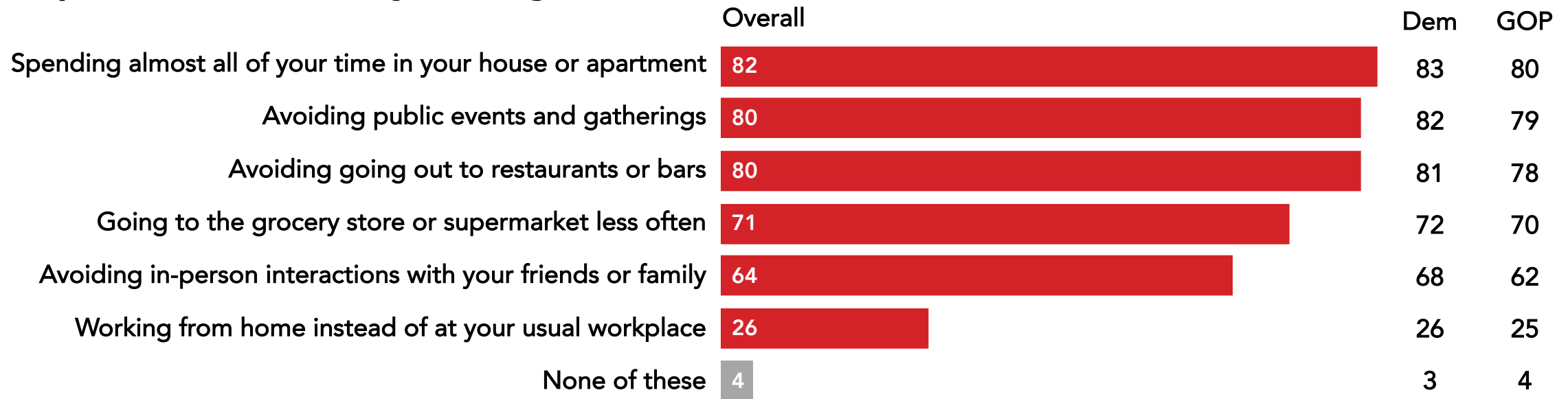
- There is near universal support for social distancing, and Americans want it to continue as long as public health experts say is necessary.
- State and local governments are more trusted on the pandemic response than Trump and the federal government.
- More Americans now disapprove than approve of Trump's handling of the coronavirus pandemic, a reversal from the president's advantage on the issue at the start of the week.

Nearly Everyone is Social Distancing

Across the board, Americans are complying with official direction to change their lifestyle and flatten the curve.

- An increasing number of Americans are taking specific steps compared to earlier in the week (since March 23rd: +6 points for spending almost all time at home; +7 points for going to grocery store less often).
- Democrats and Republicans are participating in social distancing behaviors in comparable numbers.

Below is a list of things some people are currently doing in response to the coronavirus pandemic. Which are you doing?

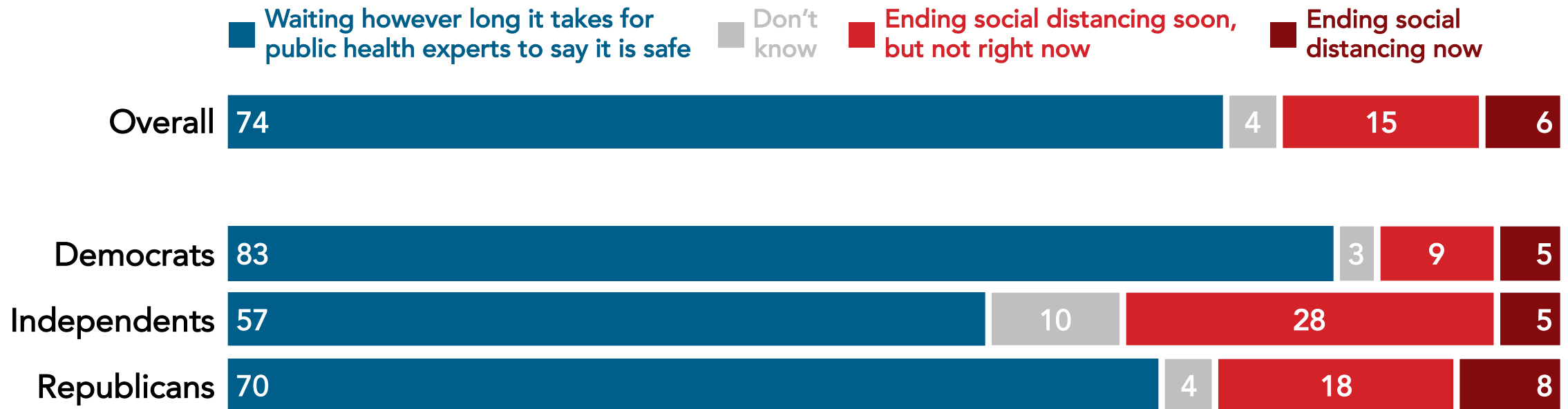


Wide Support for 'However Long It Takes' on Distancing

Americans from both parties support social distancing as long as health experts tell them to do so.

- Though Republicans are more likely than Democrats to support ending social distancing "soon," the vast majority overwhelmingly agree we should wait until it is safe.

Percentage who personally support...

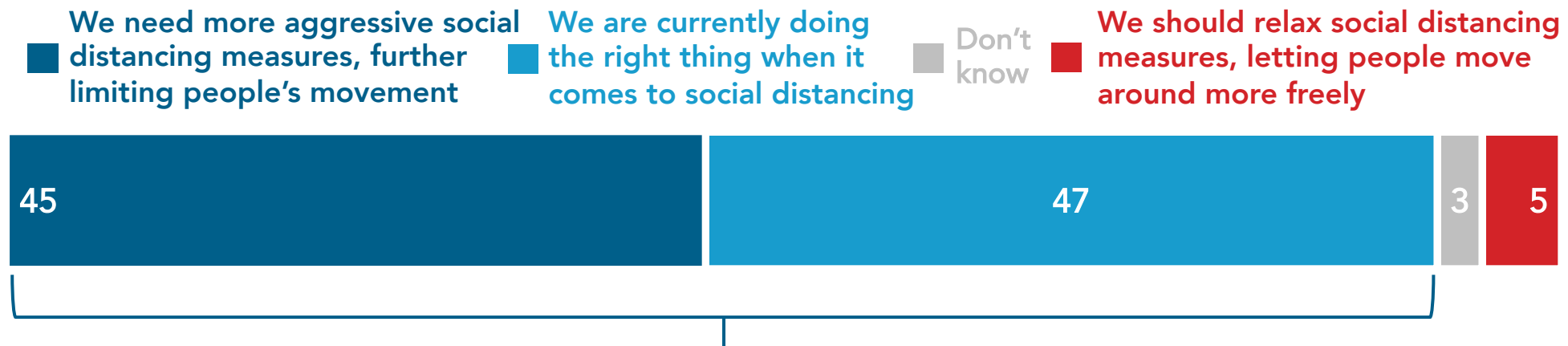


Just 5% of Americans Want to Relax Social Distancing

Americans are overwhelmingly on board with social distancing, with very few supporting a relaxation of the policy.

- 89% of Republicans support expanding or maintaining social distancing while just 8% of them support relaxing it.

When it comes to social distancing, what do you think we, as a country, need to be doing right now?



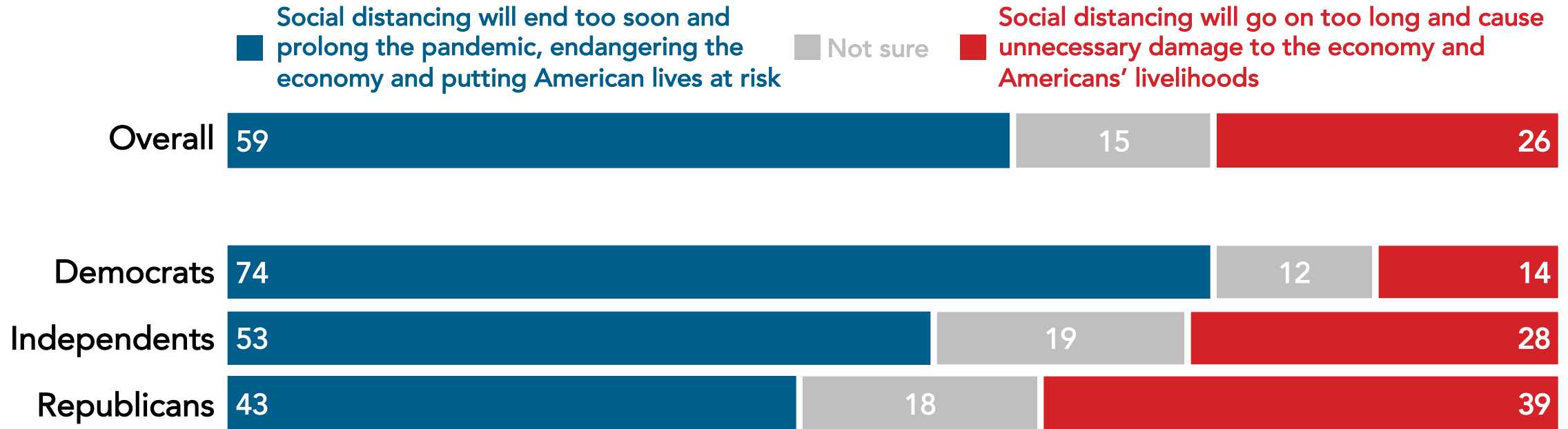
92% Expand or Maintain Social Distancing

More Concerned With Ending Distancing Too Soon

Americans are far more worried that we will end social distancing too soon, risking lives and a continuation of the crisis, than they are about potential economic costs of continuing social distancing too long.

- As noted in previous releases, Americans are also more concerned with the impact of coronavirus on people's health (55%) than they are about the impact on the economy (45%), when forced to choose.

When it comes to social distancing and the coronavirus pandemic, which of the following concerns you more right now?

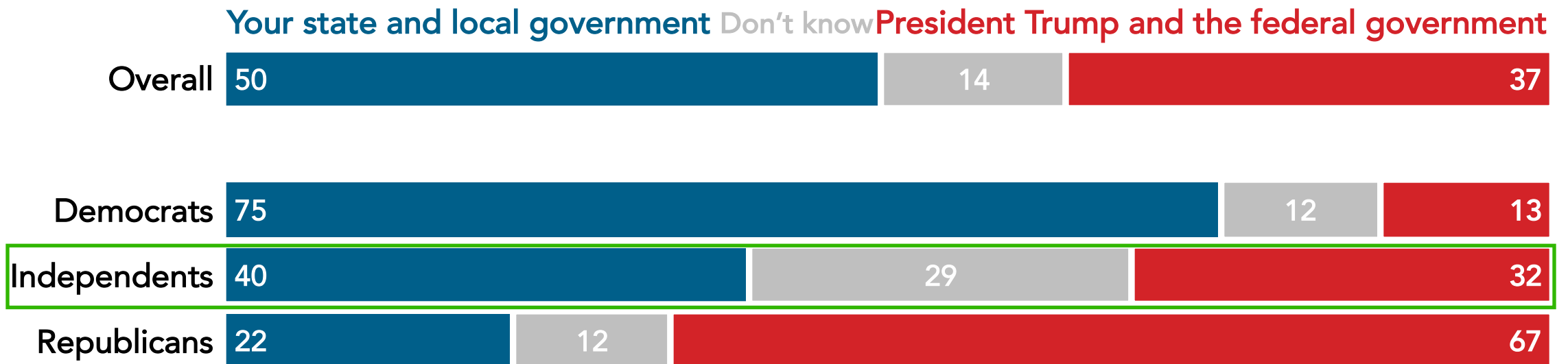


State, Local Government More Trusted than Trump

Americans are less confident in a federal response led by Trump than they are in their governors and mayors, as many state leaders take the lead and ask for more support from the federal government.

- This comes as numerous public polls appear to show a “rally ‘round the flag effect” for many governors that is much greater than what has been seen for the president.
- By 8 points, independents trust state and local leaders more.

Please indicate who you trust more to handle the government’s response to the coronavirus pandemic:

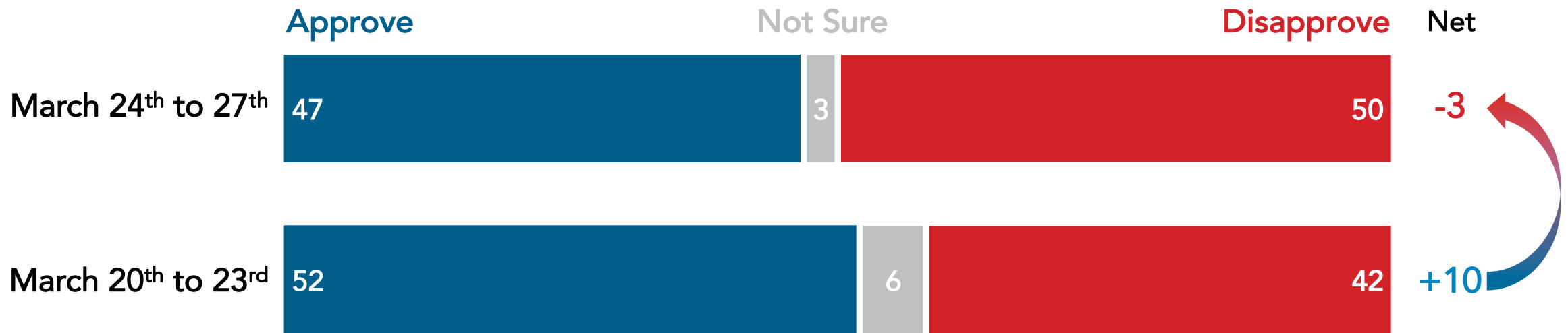


Trump's Coronavirus Approval Has Fallen Underwater

More Americans now disapprove than approve of President Trump's handling of the coronavirus pandemic for the first time in our daily tracking polls.

- His net approval on coronavirus has fallen 13 points over the course of the week (from +10 to -3).
- This is a substantial decline from an apparent peak in his approval at the start of the week, and it is increasingly converging with the president's overall approval rating (46% approve/52% disapprove).

Do you approve or disapprove of the way that Donald Trump is handling the coronavirus pandemic?



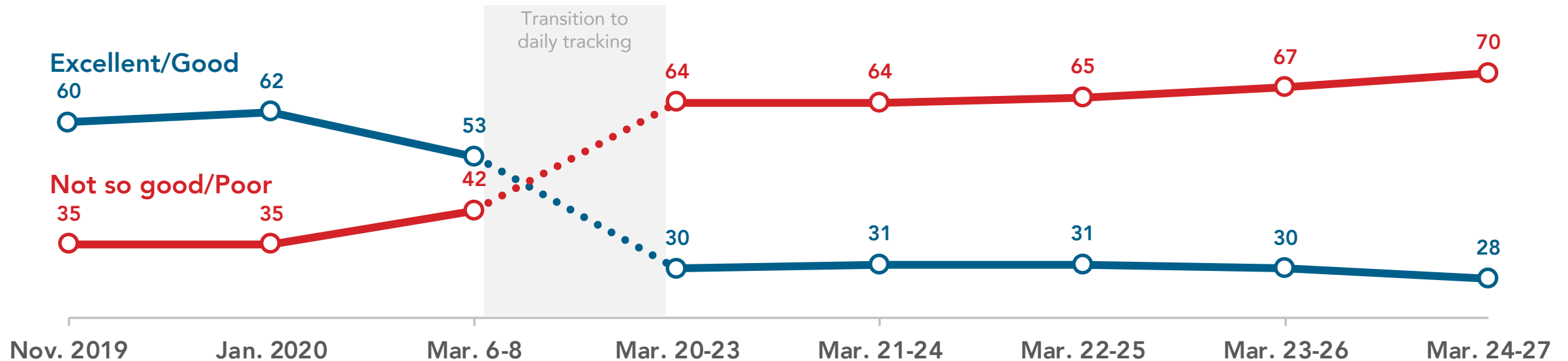
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three days.
Latest wave conducted Mar. 24-27, 2020. For more info, visit navigatorresearch.org

Economic Attitudes Continue to Worsen

Economic sentiment rapidly reversed over the course of March, and negative opinion has yet to plateau.

- Republicans were still net positive on the state of the U.S. economy at the start of the week (54% excellent/good, 41% not so good/poor), but their economic sentiment has worsened over the course of the week (it is now 48% excellent/good, 49% not so good/poor).

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



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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; 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.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,022 registered voters conducted March 24-27, 2020. The survey was conducted online, recruiting respondents from multiple opt-in online panel vendors. 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.

For Press inquiries contact:

press@navigatorresearch.org

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Navigator:

<http://navigatorresearch.org>

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