

navigating.* coronavirus

Daily Update:
Thursday, March 26th, 2020

Communicating in
Crisis: Coronavirus



Key takeaways:

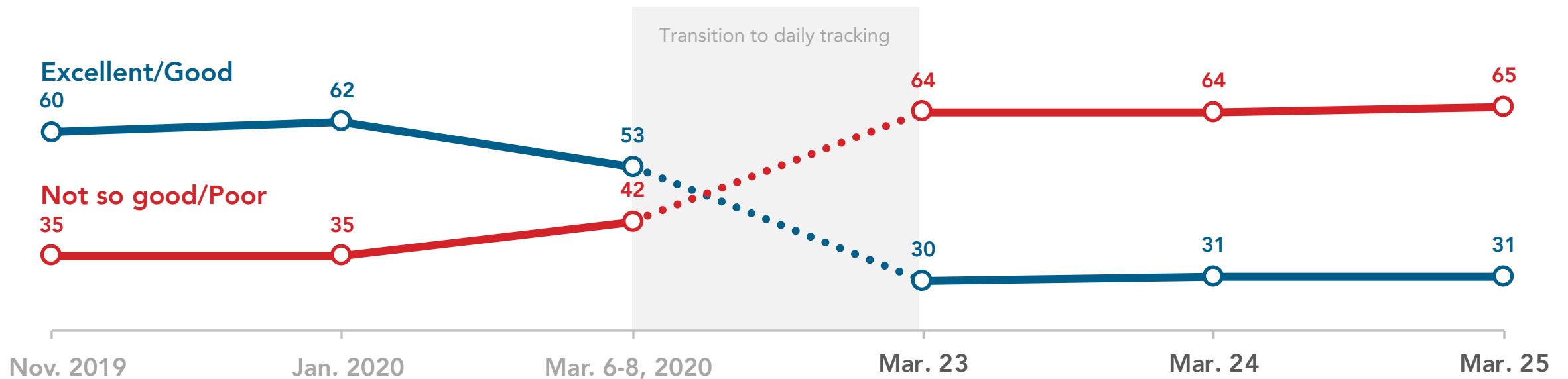
- Americans are personally feeling the impact of the economic downturn.
- Americans appear to have lost some confidence in Trump's response to the coronavirus pandemic.
- There is broad demand for strong, sustained federal action to address the financial challenges faced by everyday Americans.

Economic Sentiment Dramatically Flipped in March

As we've noted in prior releases, March saw a dramatic reversal in economic sentiment. It hasn't been evenly distributed – with the biggest declines among independents and Republicans.

- Between January of 2020 and the latest day of tracking, positive ratings declined by 27 points among Democrats (to 17%), 37 points among independents (to 18%) and 36 points among Republicans (to 50%).

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



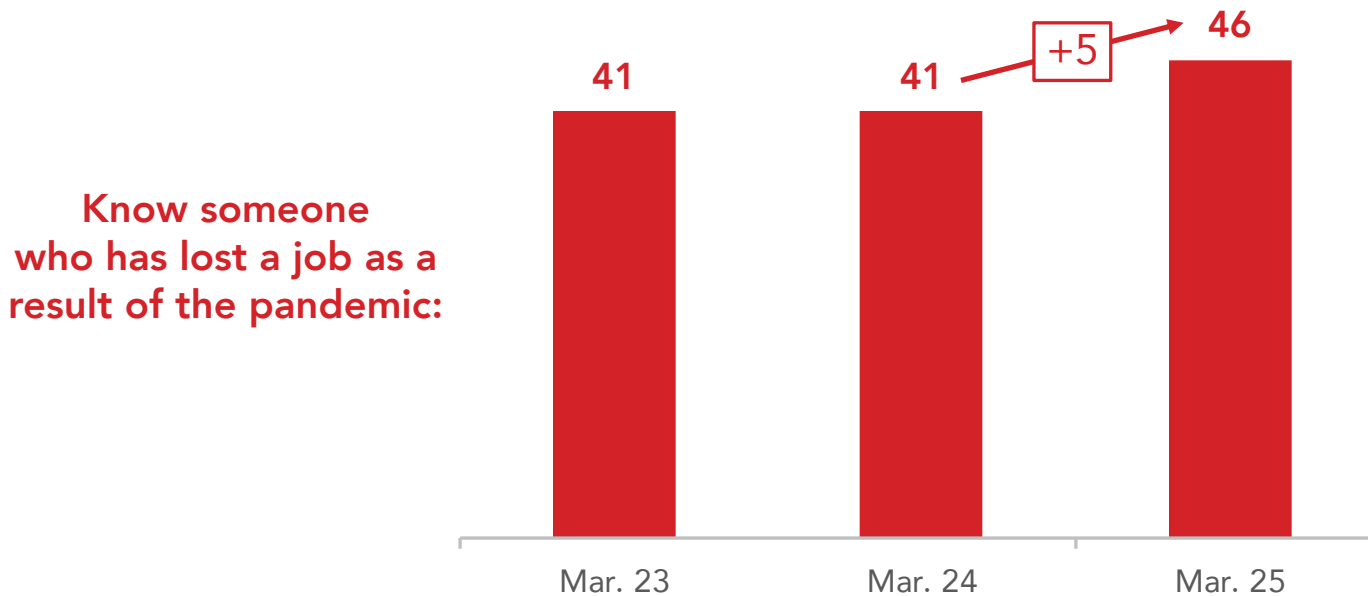
Nationwide surveys of registered voters
For more info, visit navigatorresearch.org

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Nearly Half Know Someone Who Lost Their Job

An increased share of Americans know someone who has lost their job due to the pandemic.

- This is hitting younger Americans particularly hard – 58% under age 45 know someone who lost their job.
- One-in-five (19%) report that their own hours have been cut back, and nearly two-thirds (62%) know someone who has had their hours cut as a result of the pandemic.

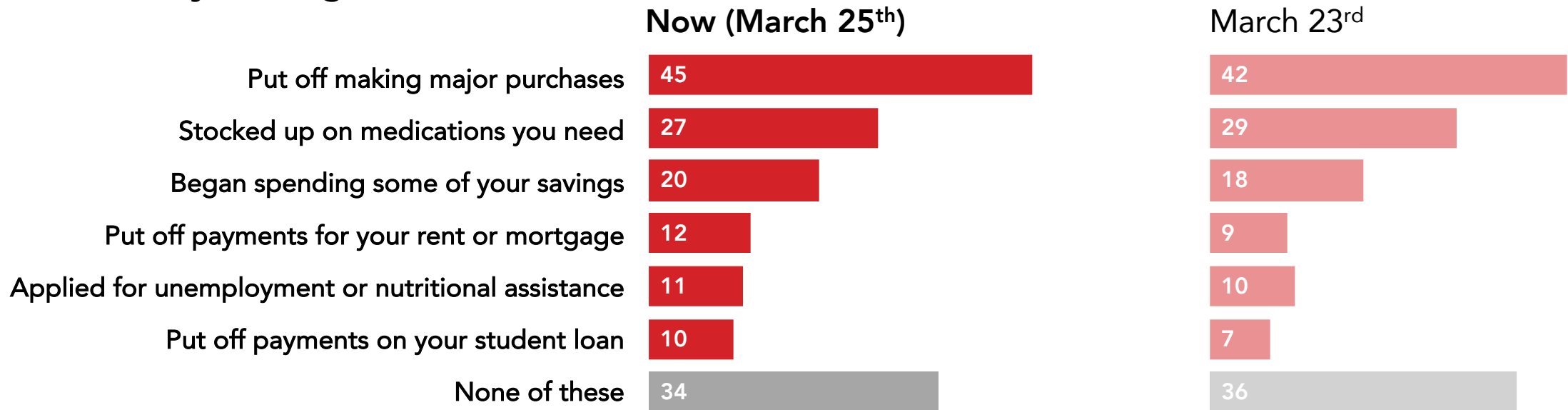


Financial Decisions in a Time of Crisis

As the economy continues to slow and future income grows more uncertain, nearly half of Americans say they are putting off major purchases with many taking other personal financial steps.

- There is a slight uptick in just the last three days in the number of Americans who report putting off major purchases (+3) and rent and mortgage payments (+3), as 20% now say they are dipping into their savings.

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



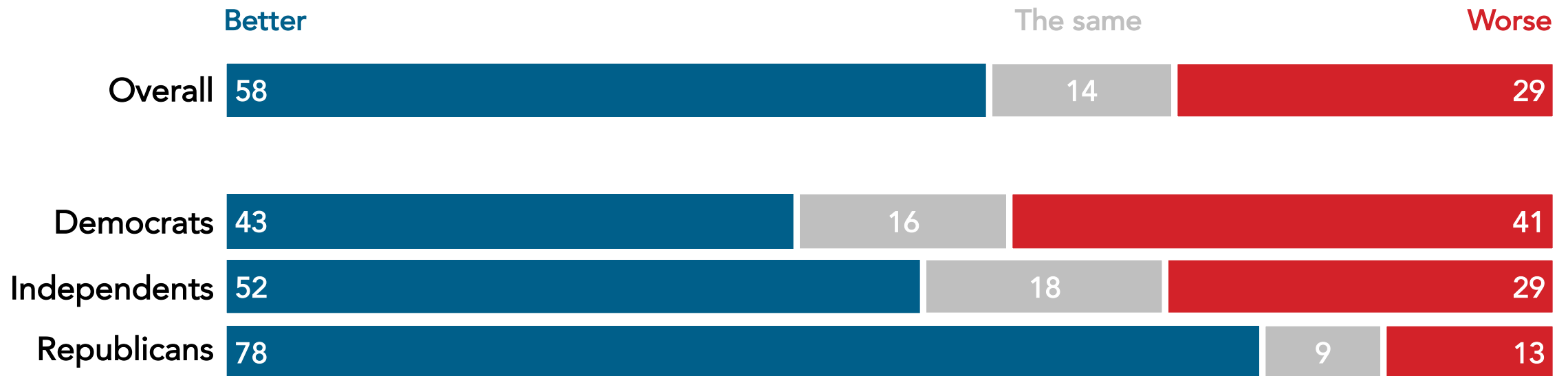
Nationwide survey of 1,003 registered voters; March 22-25, 2020
For more info, visit navigatortresearch.org

Americans Holding Out Hope for Future of Economy

In a year, more think the economy will be better than worse.

- This finding holds across party lines, though we see a partisan divide similar to most economic metrics.

A year from now, do you expect the state of the U.S. economy to be better than it is today, the same as it is today, or worse than it is today?



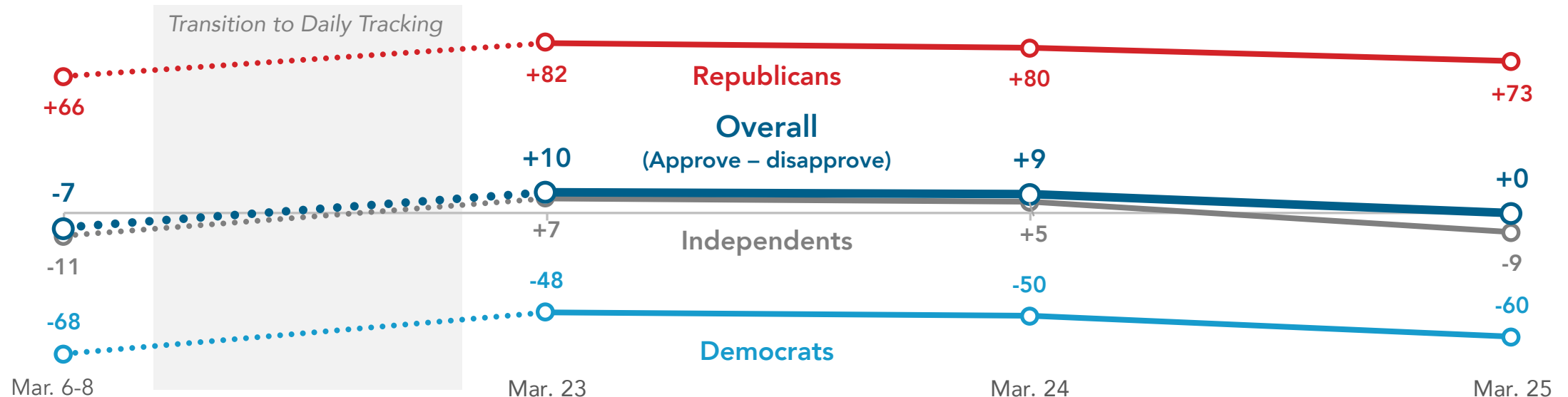
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Trump's Coronavirus Approval Slips

Americans' evaluations of Trump's response (48% approve/48% disapprove) appear to be slipping back towards the levels seen in the early stages of his response.

- This is a decrease from March 24th (52%/43%), and his coronavirus approval rating is now inching closer to his overall approval rating (46%/52%).

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

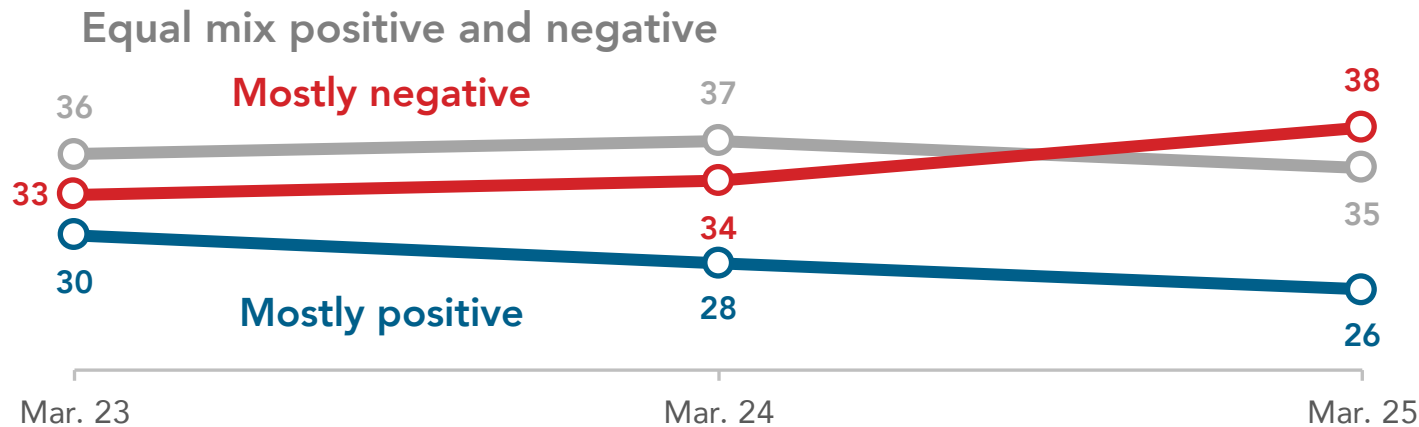


More Are Hearing Negative Information About Trump

Americans are increasingly hearing negative things about Trump's handling of the coronavirus pandemic.

- Over recent days, 38% of Americans have heard mostly negative information, another third (35%) have heard an equal mix of both positive and negative, while just 26% have heard mostly positive things.

Has what you have seen, read, or heard recently about Donald Trump's handling of the coronavirus pandemic been...?



| | % Mostly Negative | | |
|--------------|-----------------------|-----------------------|-----------------------|
| | Mar. 25 th | Mar. 24 th | Mar. 23 rd |
| Overall | 38 | 34 | 33 |
| Democrats | 55 | 52 | 48 |
| Independents | 30 | 21 | 18 |
| Republicans | 21 | 16 | 18 |

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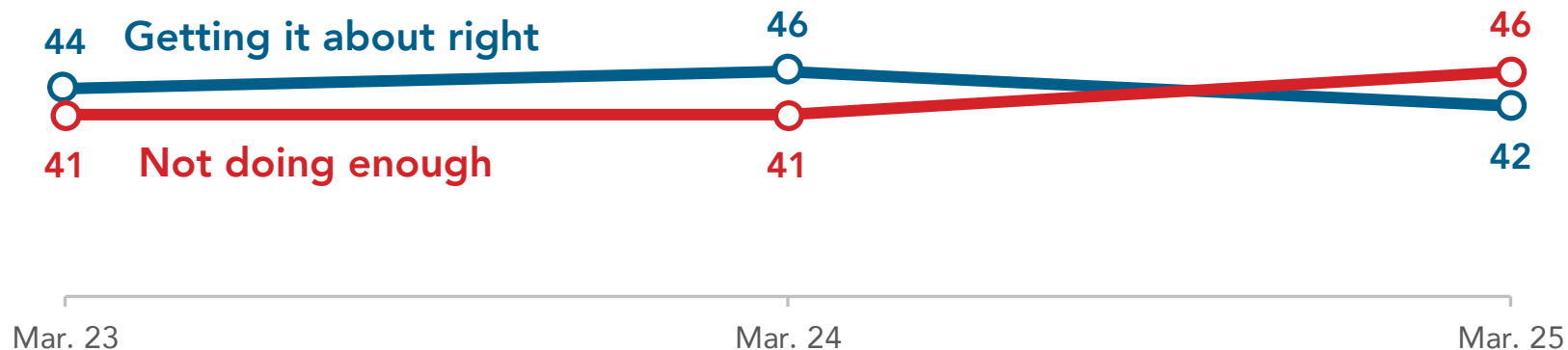
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More See Trump's Actions as Increasingly Troubling

While our previous Navigator tracking has noted that Americans tend to mostly fault Trump for his unpreparedness and lack of early action, we are seeing increasing frustration at his current response.

- 41% of independents think Trump isn't doing enough while just 32% say Trump is "getting it about right."

When it comes to Donald Trump and his administration's current response to the coronavirus pandemic, do you think they are...

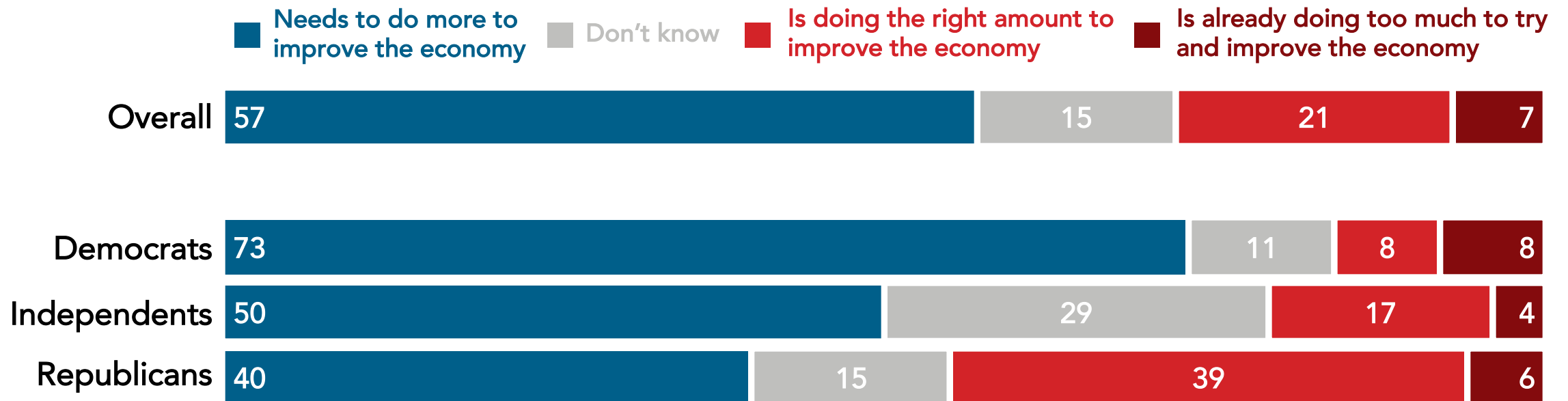


Ahead of Stimulus, Strong Demand for Federal Action

In the leadup to passage of a stimulus package, Americans across party lines want the federal government to take on a larger role.

- In the last three days, support among Republicans for federal intervention has increased 5 points.

When it comes to the federal government and the economy, which of the following comes closest to your opinion: The Federal Government...



Federal Action Should be Sustained and Long Term

Americans are united in their belief that the federal government should take immediate intervention in the economy.

- Even among independents and Republicans, these calls are strong, with 58% and 59% respectively.

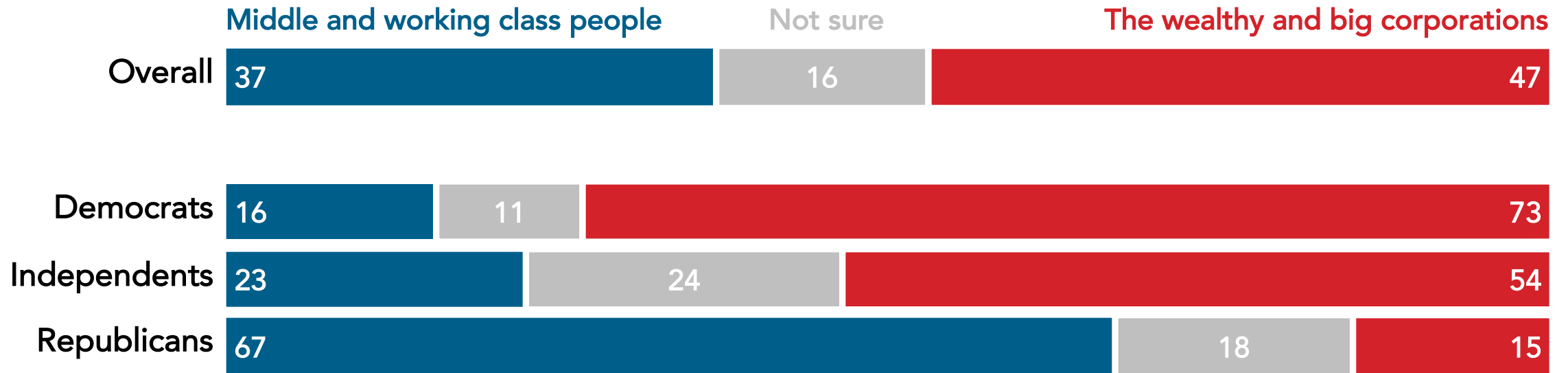
Which of the following comes closest to your opinion?

| | | Dem | Ind | GOP |
|---|----|-----|-----|-----|
| The federal government should respond to the immediate economic problems caused by the coronavirus pandemic <u>but also get more involved in helping people economically over the long term</u> | 67 | 76 | 58 | 59 |
| The federal government should respond in the short term to fix the immediate economic problems caused by the coronavirus pandemic <u>but not get more involved in the economy long term</u> | 19 | 15 | 16 | 26 |
| <u>The federal government should do little</u> in response to the coronavirus epidemic, and let the private sector lead the way | 3 | 3 | 1 | 3 |
| Not sure | 11 | 7 | 25 | 13 |

Americans Believe Trump's Response to Favor Wealthy

Americans – including a majority of independents – believe Trump's response favors the wealthy over the middle class.

Thinking more about how Donald Trump and his administration are responding to the economic impact of the coronavirus pandemic, who do you think Donald Trump'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; 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 1,003 registered voters conducted March 22-25, 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.

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To learn more about
Navigator:

<http://navigatorresearch.org>

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