

navigating.* coronavirus

Daily Update:
Friday, March 27th, 2020

Communicating in
Crisis: Coronavirus



Key takeaways:

- In thinking about their greatest worry about coronavirus, Americans are increasingly prioritizing health concerns over economic concerns.
- Strain on our hospital system and doctors is an increasing source of concern about Trump's response to the crisis.
- Americans remain divided on Trump's handling of coronavirus in our tracking, confirming a dip we saw in yesterday's polling compared to our earlier tracking.

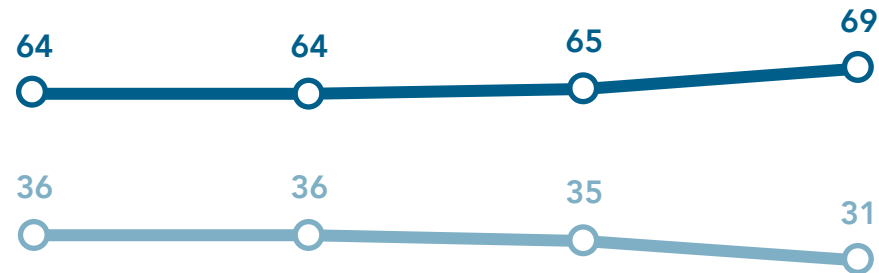
Americans' Concern on Health Care Keeps Rising

Concerns about national health are increasingly trumping concerns about the state of the economy.

- Seniors are more concerned than younger Americans about their family's health (84% 65+, 60% 18-44), and more 18-44 year-olds rank the impact of the pandemic on the economy (52%) above health (48%) in concern.

In thinking about the impact of coronavirus on you, which are you more worried about...

You and your family's health and well-being

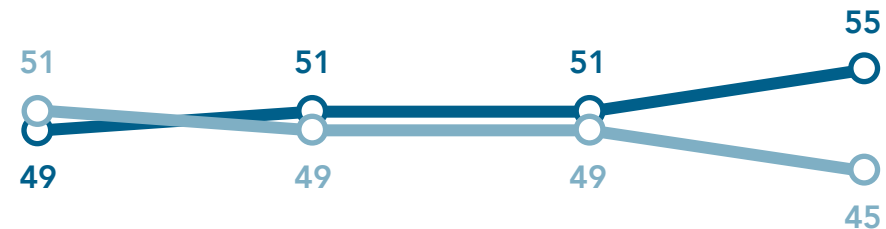


You and your family's financial situation

Mar. 20-23 Mar. 21-24 Mar. 22-25 Mar. 23-26

In thinking about the impact of coronavirus on the country, which are you more worried about...

The impact of coronavirus on people's health



The impact of coronavirus on the economy as a whole

Mar. 20-23 Mar. 21-24 Mar. 22-25 Mar. 23-26

Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three days. Latest wave conducted Mar. 23-26, 2020. For more info, visit navigatorresearch.org

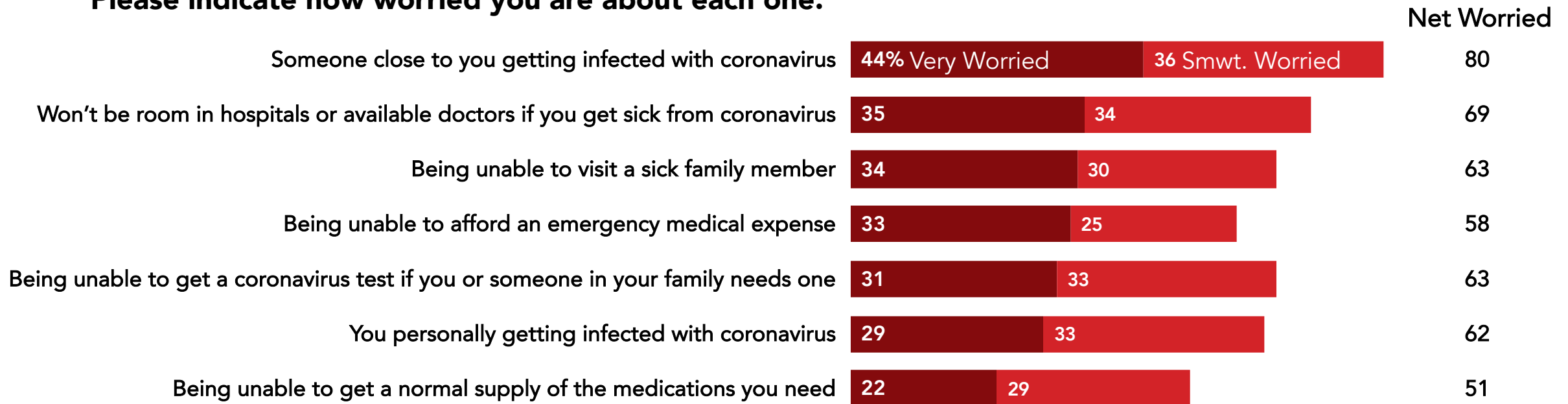
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Americans Worried People They Know Will Be Infected

Americans are most concerned that someone close to them will catch the virus, more than they are about catching it themselves.

- The public also expresses significant worry about potential capacity issues on hospitals and doctors critical to our health care infrastructure (69% worried).

Below are some things some people might be worried about in light of the coronavirus pandemic. Please indicate how worried you are about each one.

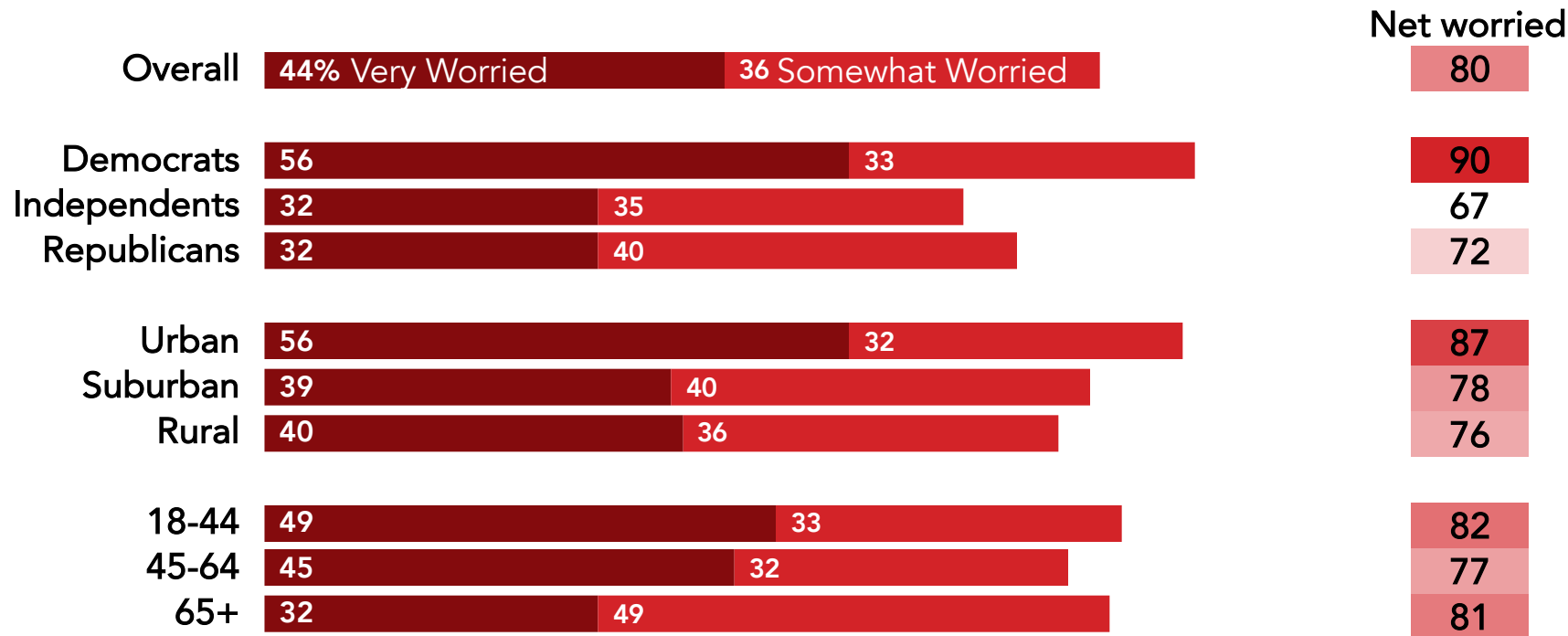


Varying Levels of Concern on Infection

Democrats are more worried about someone close to them getting sick than independents and Republicans. This corresponds with greater worries in urban areas, which may be related to virus hot spots in cities.

- Younger Americans are no less worried about someone they know being infected than older Americans; in fact, they're more intensely worried. This is also true for concern over getting infected themselves.

Please indicate how worried you are about someone close to you getting infected with coronavirus.



Nationwide survey of 1,005 registered voters; March 23-26, 2020
For more info, visit navigatortresearch.org

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Few Know Someone Who Has Gotten Sick

Though Americans are very concerned about their health and the state of the economy in light of the pandemic, few Americans have direct ties to the crisis as of now.

- This is in contrast to the high number of people (47%) who know someone who has lost a job because of the pandemic.

Have you, or anyone in your household, had symptoms that made you want to get a test for coronavirus?

■ Yes – got tested ■ Yes – but was unable to get tested ■ No



Do you know anyone who has been infected with coronavirus?

■ Know someone who has been infected ■ Nobody I know has been infected with coronavirus



Strain on Hospitals and Doctors a Growing Concern

Trump's failures to address health care issues underlying the crisis are highly concerning for Americans.

- Nearly half of independents say that each of the below raises serious concerns, ranging between 43% and 51%.
- Americans are more concerned by Trump's failure to bolster health care system capacity since the start of this week.

For each, please indicate whether it raises very serious concerns, somewhat serious concerns, or minor concerns about Trump's handling of this issue.

	% Very or Somewhat serious concerns	
	March 23 rd – 26 th	March 20 th – 23 rd
Donald Trump downplayed the threat of the coronavirus early on , letting it get worse when we should have been preparing	57	55
Donald Trump hasn't done what's necessary to make our health care system work in this time of crisis, including making sure our hospital system and doctors are not overloaded	56	51
Donald Trump has too often made decisions that have ignored or overruled the advice of health and medical experts	55	54
Donald Trump's approach to health care has left too many Americans without the affordable health care coverage they will need in this pandemic	55	52
Donald Trump left America unprepared for this outbreak by cutting critical pandemic response programs	54	52

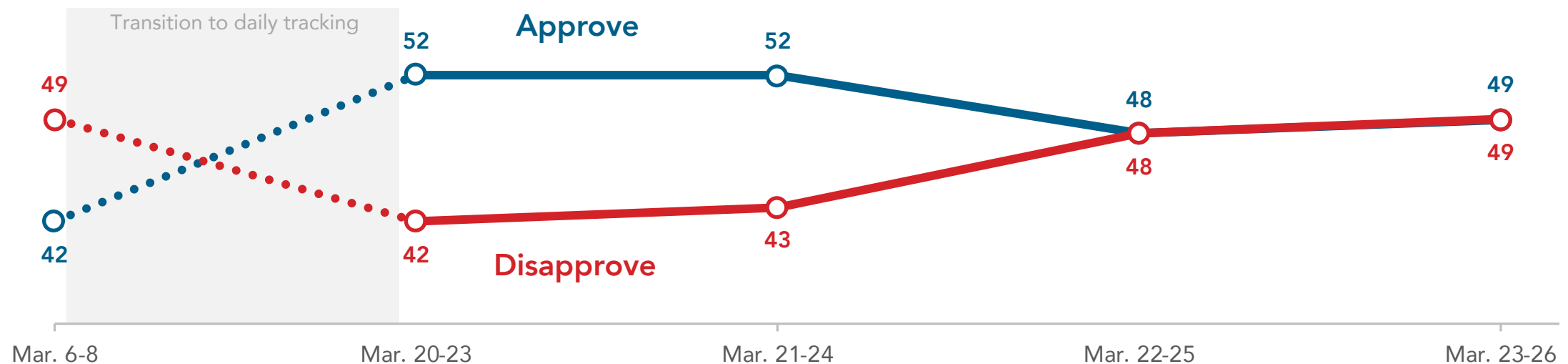
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three days.
Latest wave conducted Mar. 23-26, 2020. For more info, visit navigatortresearch.org

Americans Remain Split on Trump's Response

For the second day in a row, Americans are evenly divided on Trump's handling of the coronavirus crisis, extending a dip that emerged in yesterday's poll, after he had been above water in earlier tracking.

- Evaluations appear to be converging with Trump's overall approval rating (47% approve/52% disapprove), with Democrats in particular souring on the president's performance (-65 net approve, down from -48 on March 23rd).

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



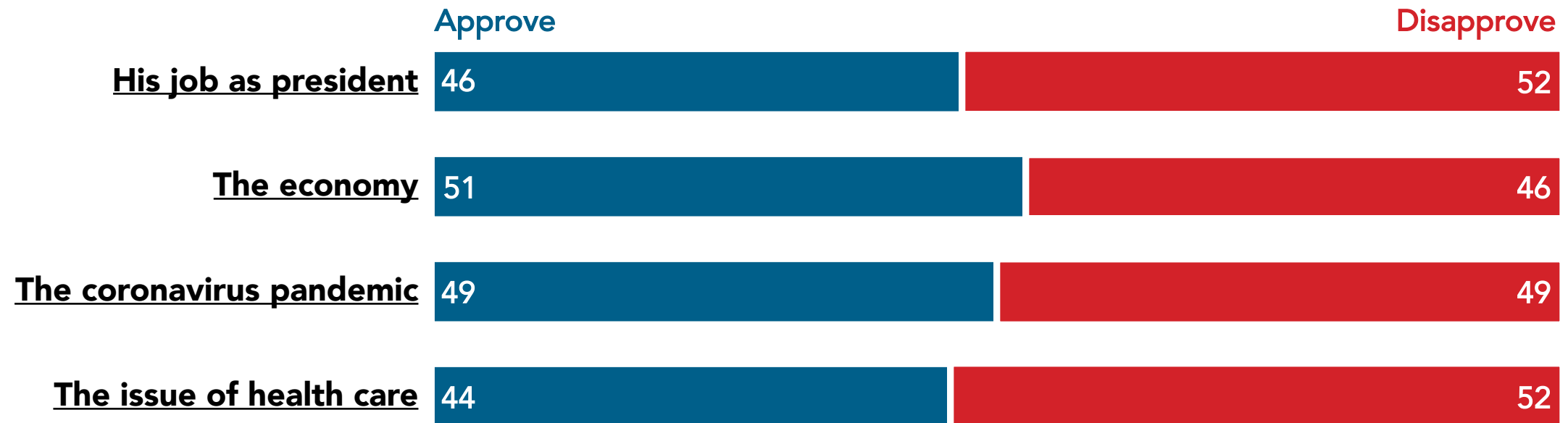
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Coronavirus Approval Barely Above Trump's Regular Rating

Americans give Trump a bit less credit for responding to the pandemic than they do on the economy, but view it more favorably than his handling of health care in general.

- Independents still give Trump slightly higher marks on coronavirus (+4 net approve) than the economy (+2), though they generally disapprove of his handling of health care (-12).

Do you approve or disapprove of the way that Donald Trump is handling...



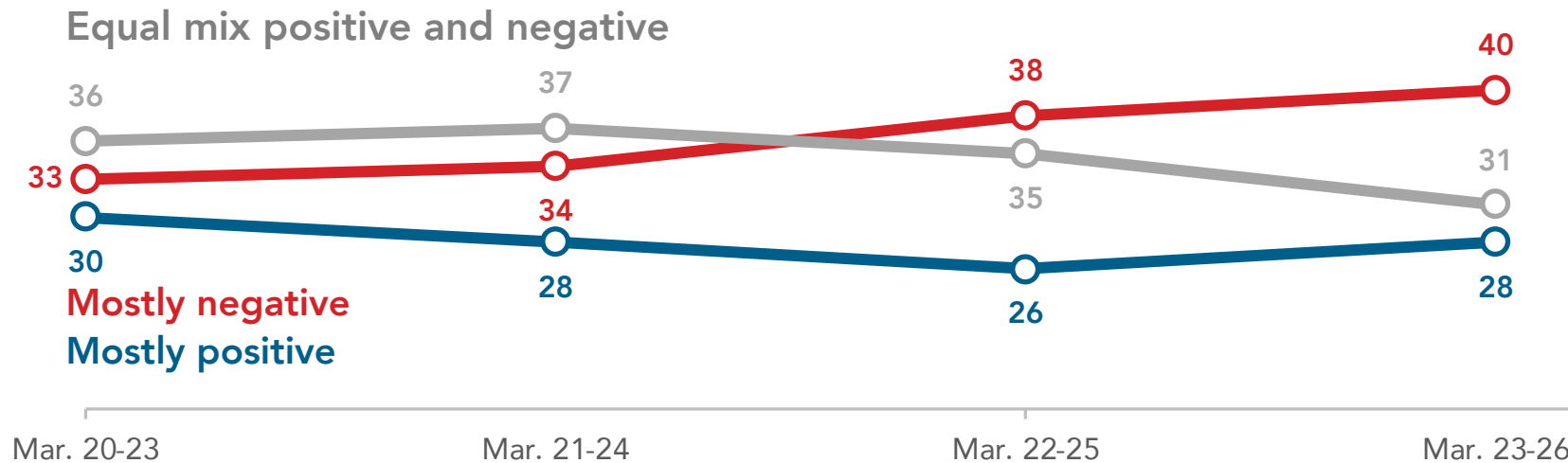
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Americans Continue to Hear More Negative on Trump

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

- Over recent days, 40% of Americans have heard mostly negative things about his handling of the crisis, three in ten (31%) have heard an equal mix of positive and negative, while just 28% have heard mostly positive things.

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



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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 1,005 registered voters conducted March 23-26, 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
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<http://navigatorresearch.org>

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