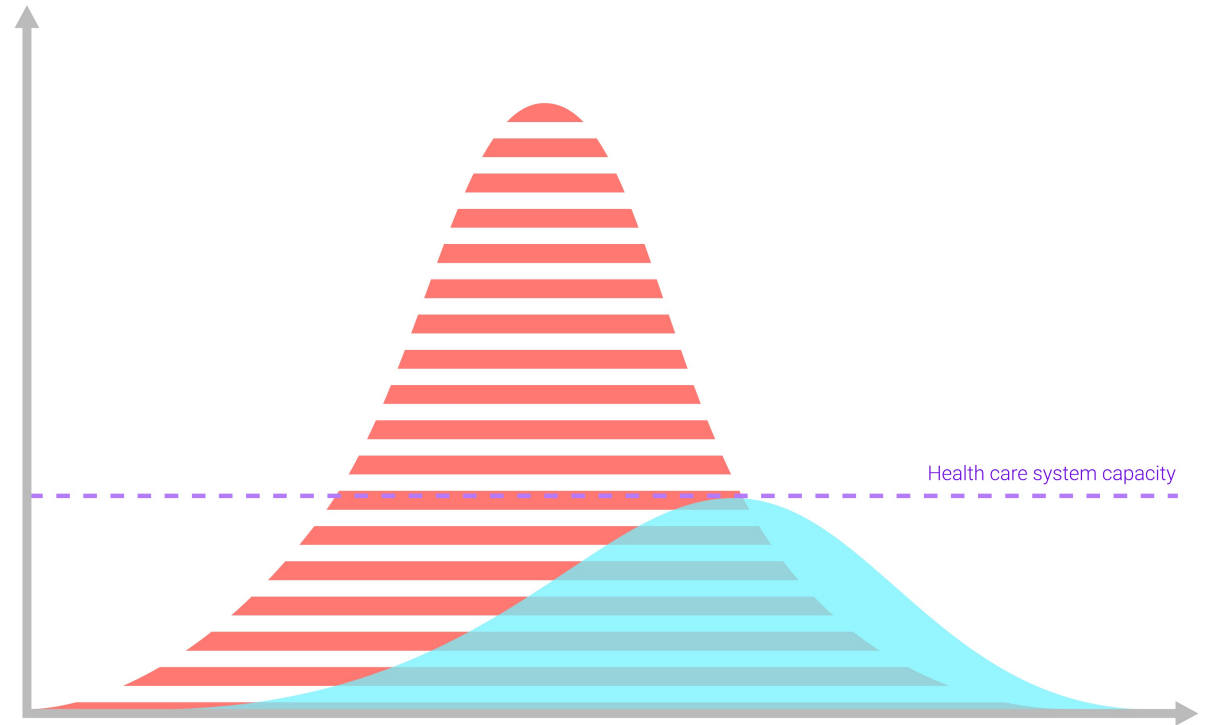


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Daily Update:
Tuesday, March 31st, 2020

Communicating in
Crisis: Coronavirus



Key takeaways:

- Americans are increasingly worried about the impact of coronavirus on their own health and public health.
- Ratings of Trump's handling of coronavirus remain mixed for the fourth straight update.
- A demographic deep dive into the data shows interesting divisions by race, class, and news consumption.

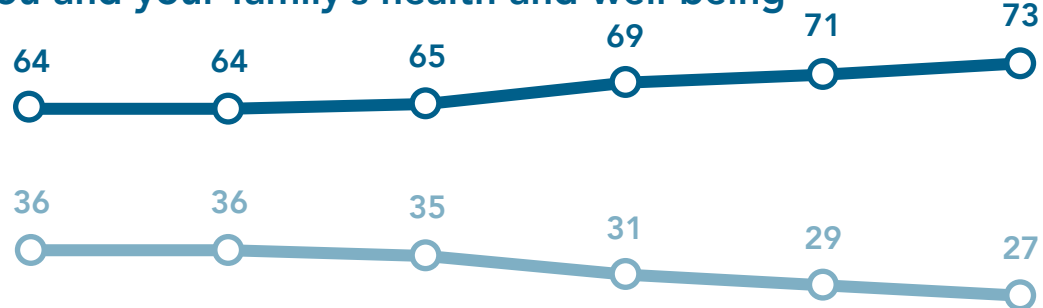
Health is Increasingly Americans' Primary Concern

Concerns about personal and national economies are increasingly secondary to health concerns.

- In the last week, personal concerns for health and well-being have grown by 9 points relative to the economy, and concerns about national health have grown by 10 points.

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

You and your family's health and well-being

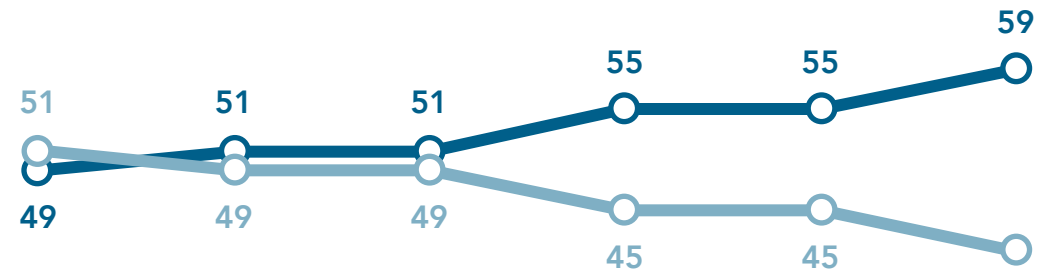


You and your family's financial situation

Mar. 20-23 Mar. 21-24 Mar. 22-25 Mar. 23-26 Mar. 24-27 Mar. 25-30

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 Mar. 24-27 Mar. 25-30

Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three days. Latest wave conducted Mar. 25-30, 2020. For more info, visit navigatortresearch.org

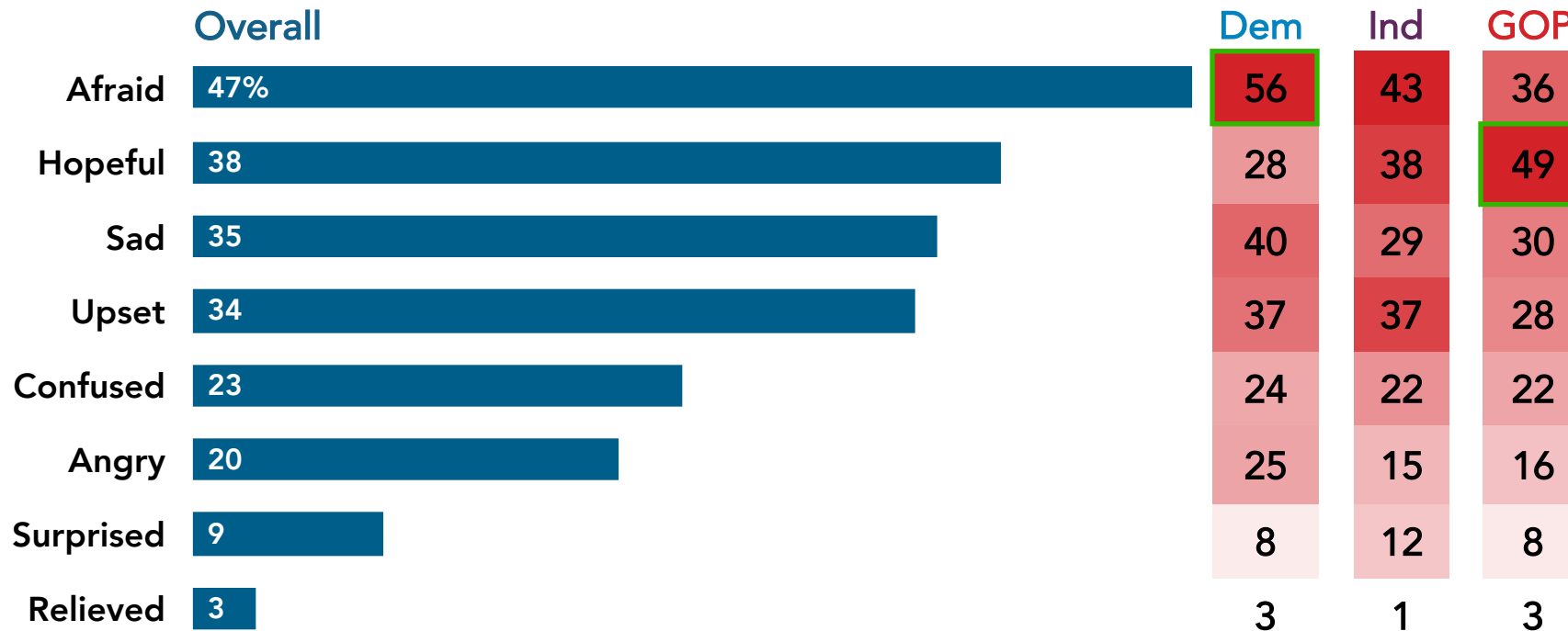
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Dems & Independents Afraid; Republicans More Hopeful

Partisanship is shaping Americans' emotional response. Most Democrats are afraid while Republicans tend to be hopeful.

- Republicans are 15 points more likely to feel hopeful now than in our first update (34% hopeful on March 23rd).
- Independents are 13 points more hopeful since our first update (was 25%), and 17 points less confused (was 39%).

When you think about the coronavirus pandemic, which emotions describe how you are feeling right now?

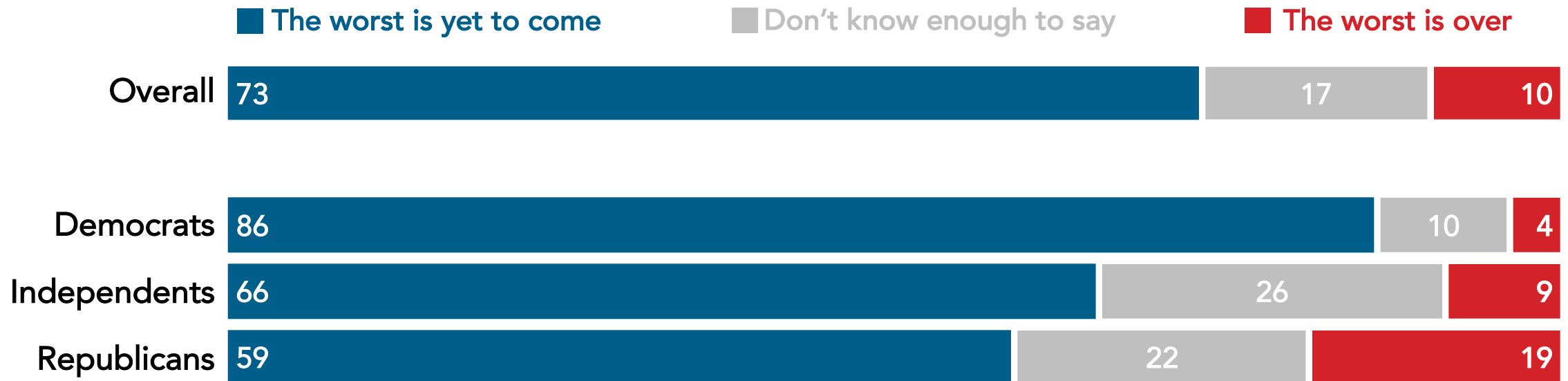


Americans are Still Bracing For the Worst

As infection rates climb, three-in-four Americans think the worst of the coronavirus pandemic is yet to come.

- Still, in line with Republicans' relative hopefulness, they are more likely to believe the worst of the pandemic is over already.

When it comes to the coronavirus pandemic in the United States, do you personally think that...



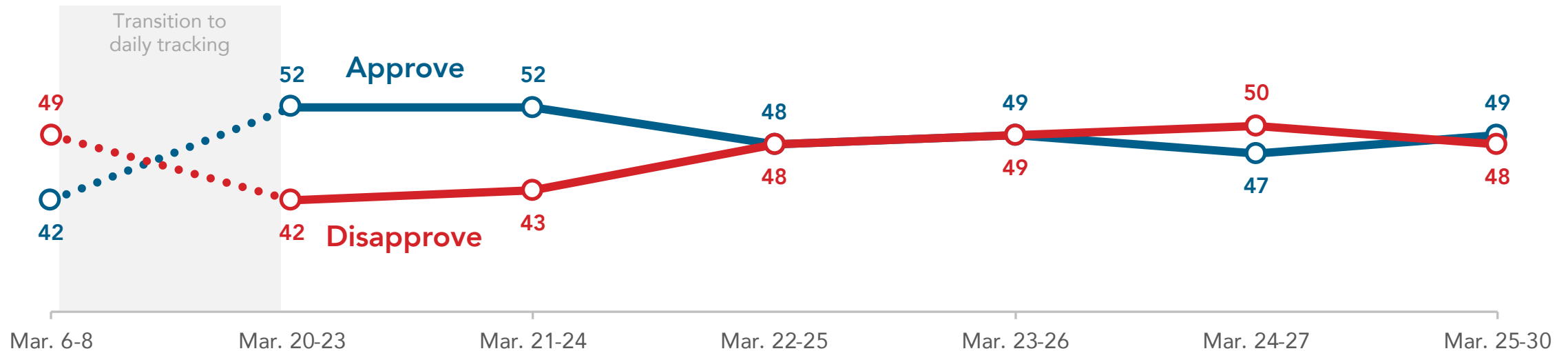
Nationwide survey of 1,017 registered voters; March 25-30, 2020
For more info, visit navigatorresearch.org

Disapproval of Trump Response Remains Elevated

For the fourth consecutive update, we find Americans largely split on Trump's response to the pandemic.

- Approval ratings among Democrats and Republicans have held since our last update, but net approval among independents is now at its highest point in our tracking (53% approve, 36% disapprove).

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

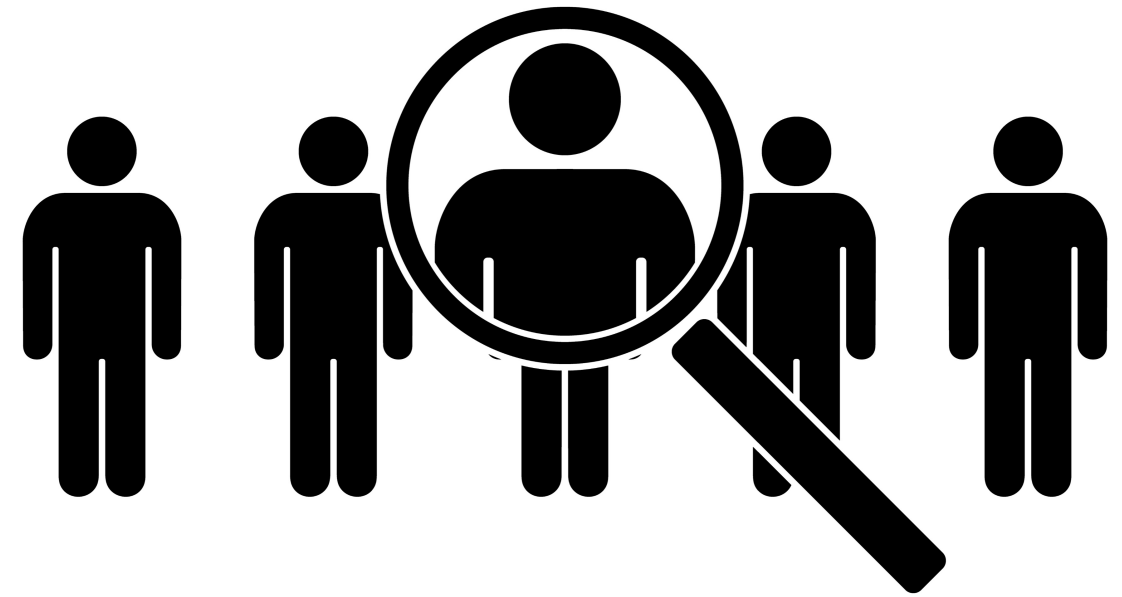


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three days. Latest wave conducted Mar. 25-30, 2020. For more info, visit navigatorresearch.org

Demographic Deep Dive: A Week in Review

After a full week of daily tracking, we combined all of our responses, a total of **2,722 interviews from March 20th to March 30th**.

This enables us to analyze reactions to the coronavirus pandemic among subgroups with increased confidence.



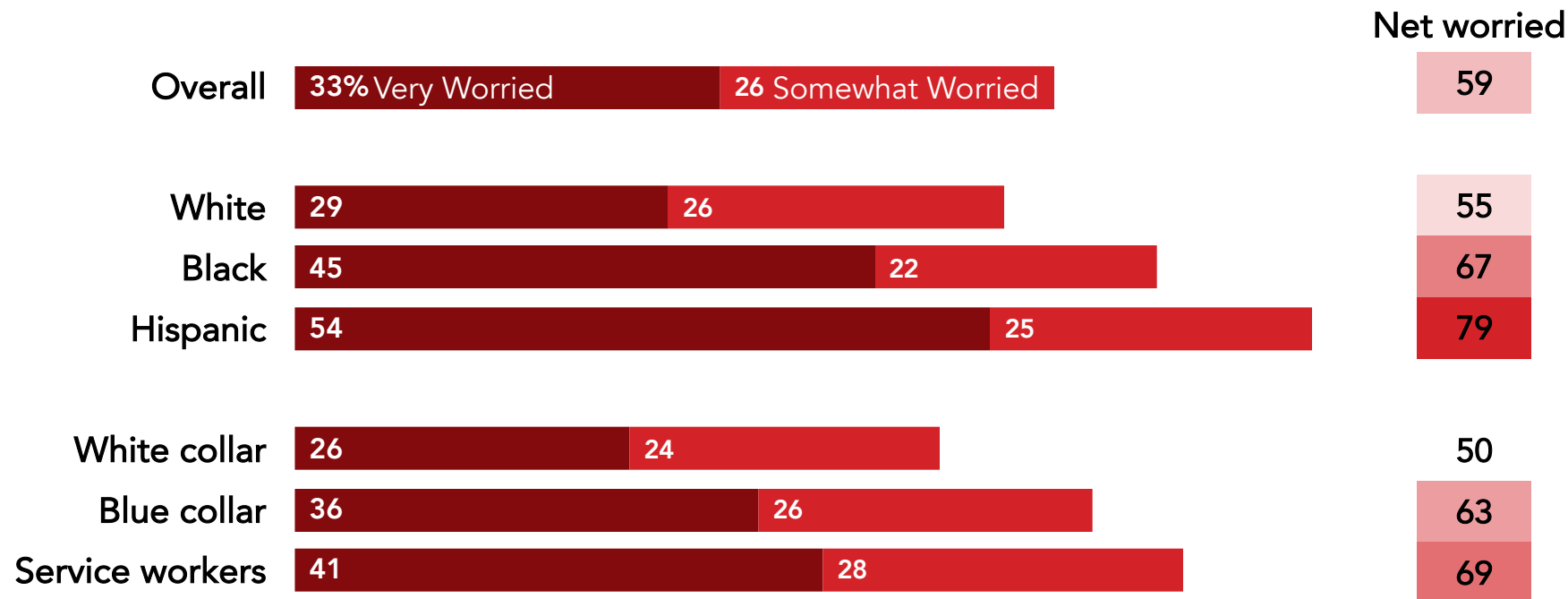
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Divergent Economic Concerns By Race and Class

People of color and workers in the service sector are far more worried about the impact of the coronavirus pandemic on their personal finances.

- 30% of Hispanics and 24% of African Americans say their hours have been cut due to the pandemic, compared to 16% of whites. 29% of service sector workers say their hours have been cut back.

In light of the coronavirus pandemic, please indicate how worried you are about falling behind on bills.

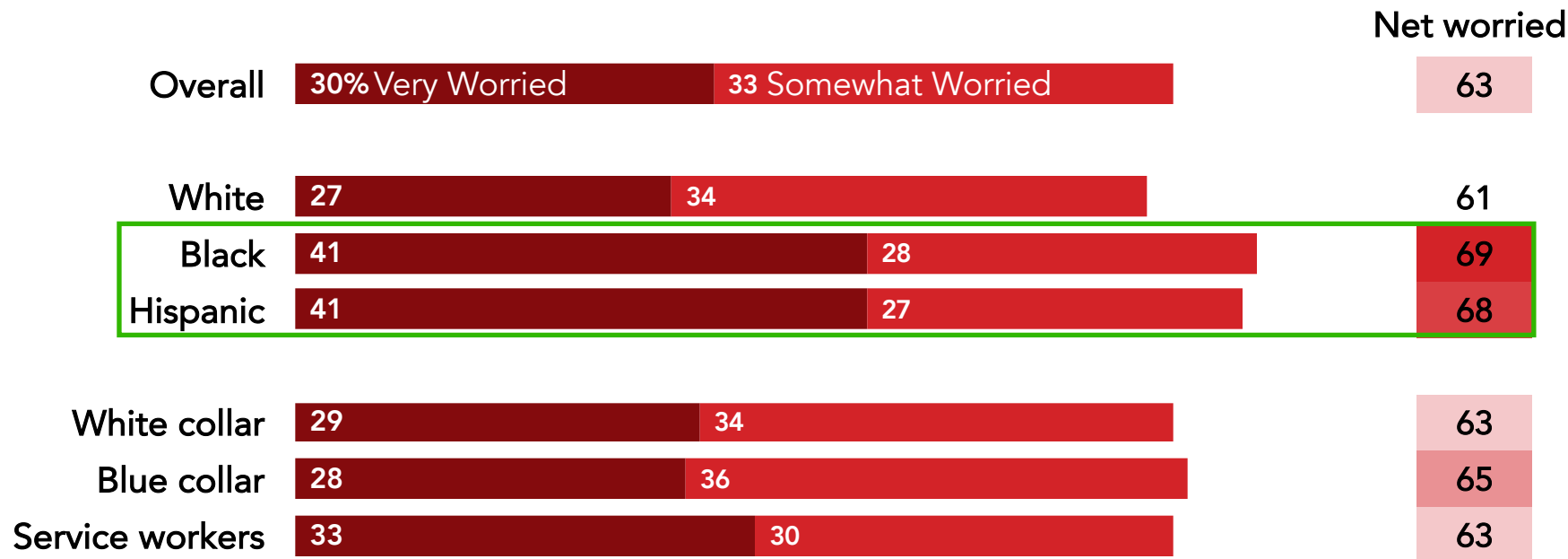


People of Color More Worried About Testing Access

People of color are far more concerned about being unable to receive a test for the virus if they need it than whites.

- Relatedly, 82% of Hispanics are worried that there won't be room in hospitals or available doctors if they get sick from coronavirus, compared to 69% of whites and 70% of African Americans.

In light of the coronavirus pandemic, please indicate how worried you are about being unable to get a coronavirus test if you or something in your family needs one.



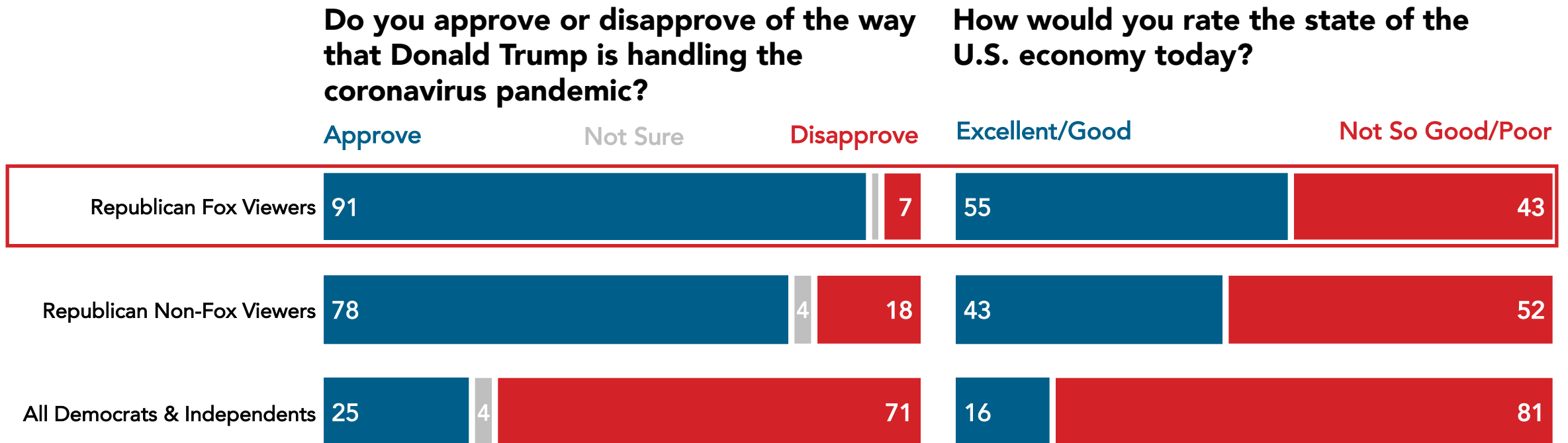
Nationwide survey of 2,722 registered voters; March 20-30, 2020
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Fox Viewers Still Have Divergent Views on Trump, Economy

Unsurprisingly, Republicans who watch Fox News are significantly more likely to approve of Trump's handling of the pandemic.

- The majority of Republican Fox News viewers (55%) also say the U.S. economy is excellent/good, while two thirds of the public rate the economy as not so good/poor.



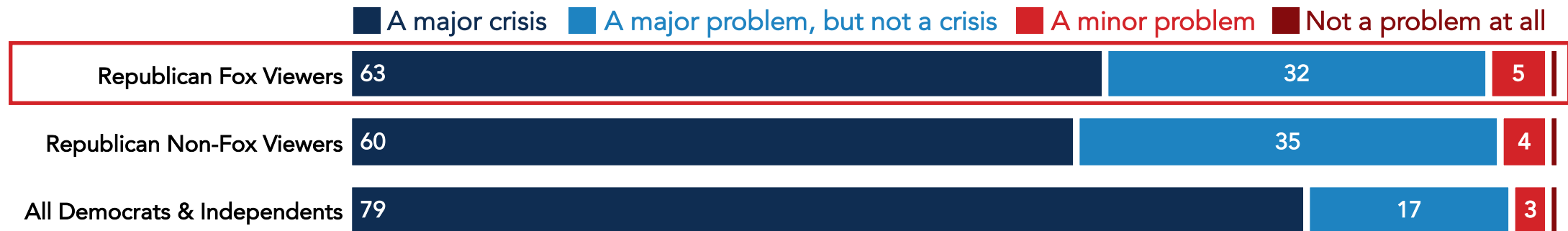
Nationwide survey of 2,722 registered voters; March 20-30, 2020; Fox viewers are those who report watching Fox News Channel a few times a month or more. For more info, visit navigatortresearch.org

However, Even Fox Republicans are Social Distancing

Fox News Viewers are no less likely than other Republicans to call the pandemic a “a major crisis” and just as likely to avoid in-person interactions.

- Still, as we’ve seen throughout our tracking, Republicans are slightly less concerned than Democrats about coronavirus.

Would you say the coronavirus pandemic is best described as...



Percentage “Avoiding in-person interactions with friends or family”



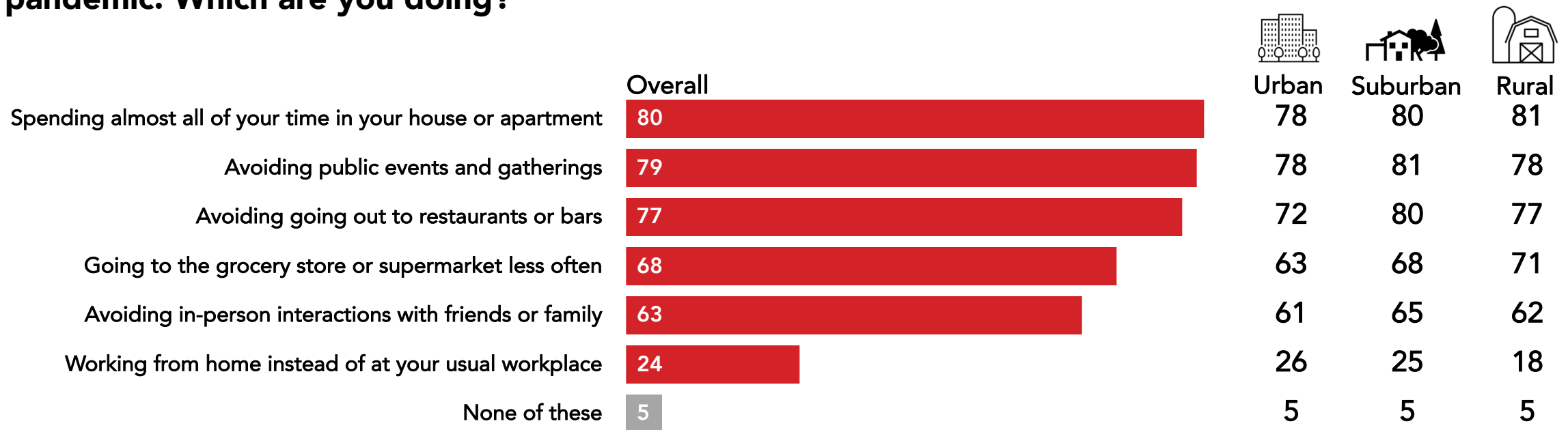
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Both Rural & Urban Americans Changed Behavior

Despite varying rates of infection experienced in urban, suburban, and rural areas, 95% of Americans in each of these communities are participating in social distancing measures.

- We noted in previous updates that urban residents (and Democrats) are more concerned about friends and family being infected, but that has not impacted likelihood to take preventive measures.

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



Nationwide survey of 2,722 registered voters; March 20-30, 2020
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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 1,017 registered voters conducted March 25-30, 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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