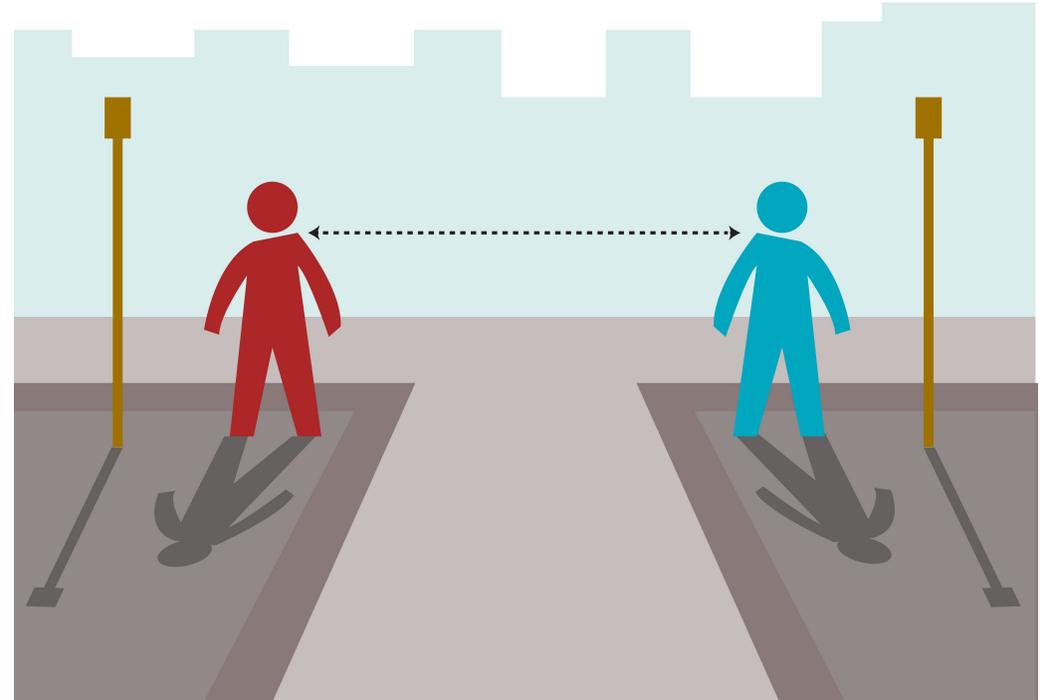


navigating.* coronavirus

Daily Update:
Thursday, April 9th, 2020

MESSAGE UPDATE (Non-tracking)

Communicating in
Crisis: Coronavirus



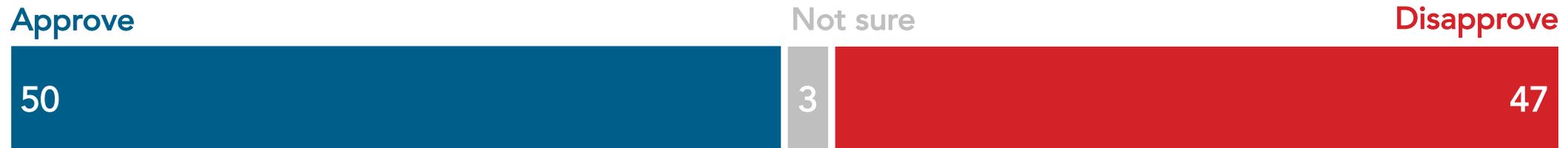
Key takeaways:

- Trump's approval ratings on handling the coronavirus pandemic pale in comparison to those of America's governors.
- Americans want Trump to focus on helping middle-class and working people, yet most feel his policies favor the wealthy.
- The public is concerned by Trump's early dismissal of the virus threat, despite a series of warning signs that got ignored.

Not All Who Approve of Trump's Response Actually Approve

While Trump's coronavirus approval rating is at 50%, only 37% of Americans say it's more because of his strong leadership, while 13% say it is more about supporting the president during a time of national crisis.

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



Approve, more because Trump has shown strong leadership and taken decisive action throughout the crisis

Approve, more because it is important to be supportive of President Trump during this time of national crisis

Not sure

Disapprove



50% Approve

Governors Earn Higher Marks Than Trump

Compared to Trump, state governors receive much higher approval ratings for their handling of coronavirus.

- Trump receives less crossover support: he is getting 21% approval from Democrats on coronavirus, but Republican governors are getting 58% approval among in-state Democrats, while Democratic governors are getting 63% approval among in-state Republicans.
- Governors who took early action by implementing statewide stay-at-home orders [by March 26th](#) receive higher ratings, on average, than those who did not.

Do you approve or disapprove of the way that Governor _____ is handling the coronavirus pandemic?



Americans Want Policies That Put People First

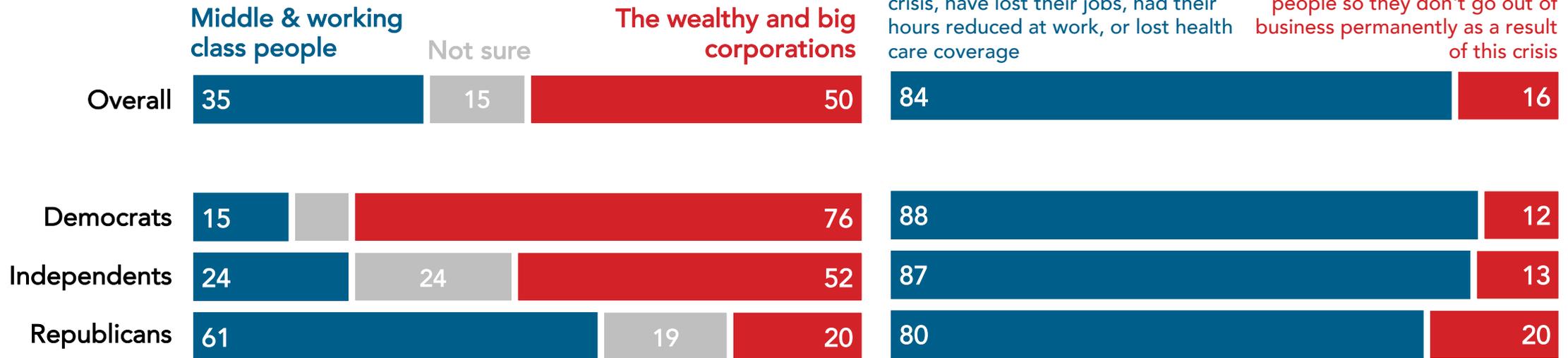
While the vast majority want the federal government focused on helping regular people make ends meet, Americans tend to think Trump's response favors the wealthy and big corporations.

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?

Which of the following do you think should be the focus of the federal government right now?

Putting in place policies that help working people make ends meet, including those who, as a result of this crisis, have lost their jobs, had their hours reduced at work, or lost health care coverage

Putting in place policies that help large corporations and businesses that employ many people so they don't go out of business permanently as a result of this crisis



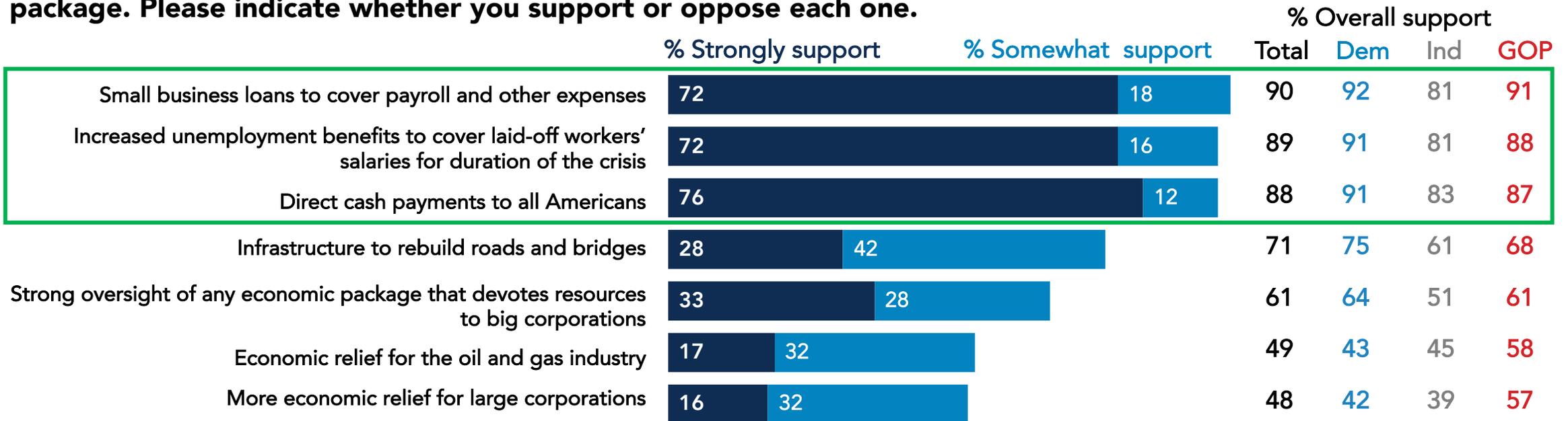
Nationwide survey of 1,022 registered voters; April 3-8, 2020
For more info, visit navigatorresearch.org

Focus on Individual Relief Has Support and Urgency

There is near-unanimous support for small business loans, more generous unemployment benefits to offset the economic damage caused by the pandemic, and direct cash payments.

- 91% of 2016 Trump voters support small business loans, and 88% of 2016 Trump voters support direct cash payments to all Americans.

As you may know, Congress is considering various ideas that would be part of a new economic stimulus package. Please indicate whether you support or oppose each one.



"2016 Trump Voters" self-report having voted for Donald Trump in the 2016 election. Nationwide survey of 1,022 registered voters; April 3-8, 2020. For more info, visit navigatorresearch.org

Concern About Early Inaction Sticks

Trump's failure to take early action and his downplaying of the threat are concerning to the majority of Americans.

- Trump's standing on both measures has held firm over recent weeks.

Please indicate whether each statement raises concerns about Trump's handling of coronavirus.

Top 6 of 12 tested:	% Very or Somewhat Serious Concerns	
	Overall	Change Since 3/31
Donald Trump failed to take the decisive action we needed to stop the virus in the early stages of the outbreak	60	+4
Donald Trump downplayed the threat of the coronavirus early on , letting it get worse when we should have been preparing	59	+3
Donald Trump is too often blaming others and tweeting insults instead of taking responsibility for his own handling of the situation	56	+1
Donald Trump left America unprepared for this outbreak by cutting critical pandemic response programs	56	+3
Donald Trump has too often made decisions that have ignored or overruled the advice of health and medical experts	55	+1
Donald Trump is obsessed with his own image and has to make himself the center of attention rather than doing what is best to protect public health and safety	55	+2

Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three days. Latest wave conducted April 3-8, 2020. For more info, visit navigatorresearch.org

“Within a couple of days...”

Trump’s early decision to downplay the crisis, previous decisions that left the United States unprepared, and his failure to deliver raise serious concerns for Americans.

- 53% of Americans that are “mixed on Trump” have very serious concerns that Trump spent weeks downplaying the coronavirus crisis when he should have been preparing the response.

Please indicate whether the following raises concerns:

Top 6 of 10 tested:

President Trump spent weeks downplaying coronavirus when he should have been preparing the response. On February 26th, he said: **“When you have 15 people [with coronavirus] and the 15 within a couple of days is going to be down to close to zero, that’s a pretty good job we’ve done.”** Now, he says between 100,000 and 240,000 Americans will die.

President Trump didn’t just fail to prepare for coronavirus. In early February the White House cut by 75% a request for \$2 billion to replenish our stockpile of respirator masks and other supplies. And until recently, the administration was sending supplies to foreign countries instead of U.S. states, including shipping 17.8 tons of medical supplies to China.

Donald Trump has repeatedly failed to deliver on what he said he would do. **He promised drive-through testing, but there is not widespread testing. He promised vaccines and treatments, yet they remain months, if not years away. He’s promised supplies, yet far too many nurses and doctors lack protective gear.**

President Trump is leaving people who lose their health care coverage as a result of losing their job in the pandemic without health care they may need. **Trump refuses to open the health insurance market so that laid off workers can get health care coverage, and reaffirmed his commitment to a lawsuit that would repeal the health care coverage of 20 million Americans.**

Prior to the pandemic, President Trump’s economic policies gave most of the benefits to the wealthy and big corporations, but gave little to regular people. **Now, as the unemployment rate surges and staggering numbers of people file for unemployment, middle and working class people are being left behind and are deeply vulnerable to a likely recession.**

President Trump should be working with states to get hospitals the medical and protective equipment they need. **Instead, he is creating new feuds with governors of hard-hit states like Michigan and New York,** saying they won’t get his help if they don’t say nice things about him: “You know what I say? If they don’t treat you right, don’t call.”

*“Mixed on Trump” refers to Americans that don’t always approve or don’t always disapprove of Trump’s overall job performance, his handling of the economy, his handling the coronavirus pandemic, and his handling of health care.

Nationwide survey of 1,022 registered voters; April 3-8, 2020. For more info, visit navigatorresearch.org.

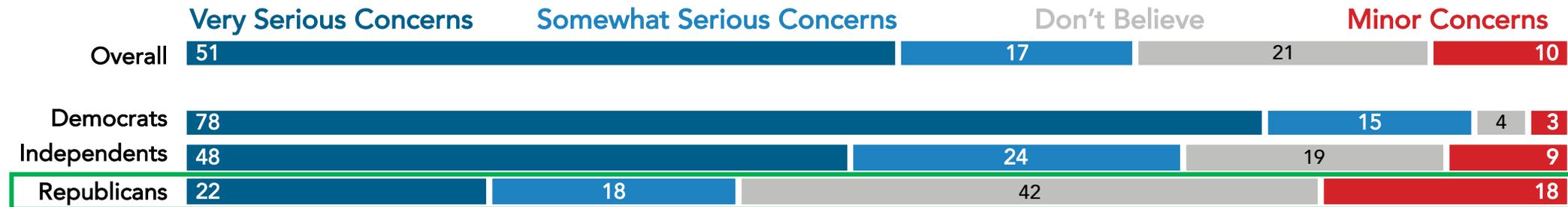
	% Very/Somewhat Serious	% Very Serious	
Overall	Mixed on Trump*		
President Trump spent weeks downplaying coronavirus when he should have been preparing the response. On February 26th, he said: “When you have 15 people [with coronavirus] and the 15 within a couple of days is going to be down to close to zero, that’s a pretty good job we’ve done.” Now, he says between 100,000 and 240,000 Americans will die.	68	83	53
President Trump didn’t just fail to prepare for coronavirus. In early February the White House cut by 75% a request for \$2 billion to replenish our stockpile of respirator masks and other supplies. And until recently, the administration was sending supplies to foreign countries instead of U.S. states, including shipping 17.8 tons of medical supplies to China.	63	73	43
Donald Trump has repeatedly failed to deliver on what he said he would do. He promised drive-through testing, but there is not widespread testing. He promised vaccines and treatments, yet they remain months, if not years away. He’s promised supplies, yet far too many nurses and doctors lack protective gear.	61	73	42
President Trump is leaving people who lose their health care coverage as a result of losing their job in the pandemic without health care they may need. Trump refuses to open the health insurance market so that laid off workers can get health care coverage, and reaffirmed his commitment to a lawsuit that would repeal the health care coverage of 20 million Americans.	63	72	42
Prior to the pandemic, President Trump’s economic policies gave most of the benefits to the wealthy and big corporations, but gave little to regular people. Now, as the unemployment rate surges and staggering numbers of people file for unemployment, middle and working class people are being left behind and are deeply vulnerable to a likely recession.	62	69	46
President Trump should be working with states to get hospitals the medical and protective equipment they need. Instead, he is creating new feuds with governors of hard-hit states like Michigan and New York, saying they won’t get his help if they don’t say nice things about him: “You know what I say? If they don’t treat you right, don’t call.”	61	68	50

Downplaying the Crisis Even Worries Republicans

Many Republicans are concerned that Donald Trump downplayed coronavirus when he should have been preparing and that he ignored previous warnings about a pandemic.

Please indicate whether the following raises concerns:

President Trump spent weeks downplaying coronavirus when he should have been preparing the response. On February 26th, he said: "When you have 15 people [with coronavirus], and the 15 within a couple of days is going to be down to close to zero, that's a pretty good job we've done." Now, he says between 100,000 and 240,000 Americans will die.



President Trump says coronavirus was something "no one expected." But he was warned repeatedly. In 2017, a Pentagon study warned of a possible virus outbreak just like this. In 2018, Bill Gates warned White House officials of the threat of a global pandemic.



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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 Action Fund.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,022 registered voters conducted April 3-8, 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:

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