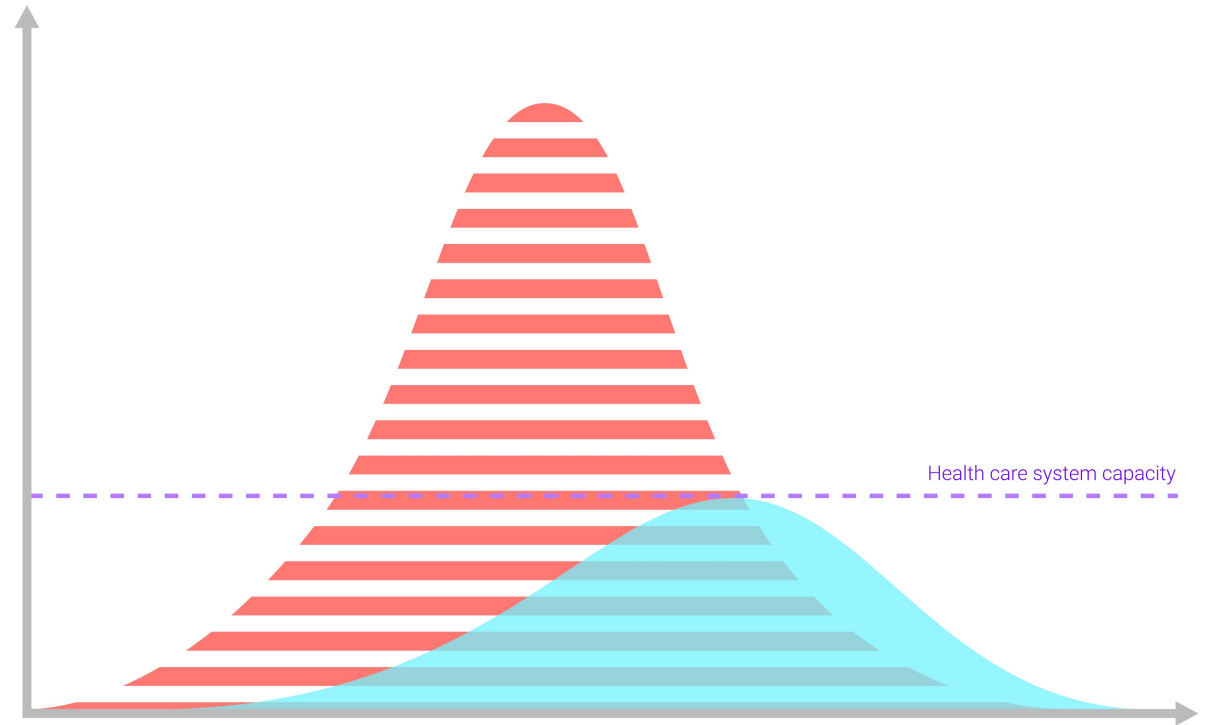


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Daily Update:
Thursday, April 2nd, 2020

MESSAGE UPDATE (Non-tracking)

Communicating in
Crisis: Coronavirus



Communicating about Coronavirus

- Americans say they are concerned by Trump's failure to take responsibility and by his chaotic handling of the pandemic.
- Those with "mixed views on Trump" are especially worried about the challenges faced American health care workers.
- The public supports social distancing broadly and strongly opposed Trump's proposal to end it soon.

Early Errors & Overloaded Hospitals Cause Concern

Early mistakes, lack of accountability, and ongoing shortcomings in the coronavirus response trouble most Americans, including many with “mixed views on Trump.”

- Americans who sometimes approve of Trump and sometimes disapprove of Trump (“Mixed on Trump” below) cite early inaction as a serious concern and also worry about a looming hospital crisis.

Please indicate whether each statement raises concerns about Trump’s handling of this issue...

	% Very or Somewhat serious concerns	
	Overall	Mixed on Trump*
Donald Trump downplayed the threat of the coronavirus early on , letting it get worse when we should have been preparing	58	62
Donald Trump failed to take the decisive action we needed to stop the virus in the early stages of the outbreak	57	63
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	55	56
Donald Trump is too often blaming others and tweeting insults instead of taking responsibility for his own handling of the situation	55	56
Donald Trump has too often made decisions that have ignored or overruled the advice of health and medical experts	54	53
Donald Trump has made economic decisions that benefit the wealthy and big corporations, while leaving regular people deeply vulnerable to a likely recession as a result of this pandemic	53	55

*“Mixed on Trump” refers to Americans who 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 1,010 registered voters; March 27-April 1, 2020. For more info, visit navigatortorresearch.org

New Messages: Ignoring Experts and Lack of PPE

Mixed messages from the Trump administration and a lack of support for health care workers are most concerning.

- Trump's lack of action in dealing with the shortage of masks and other protective gear is particularly concerning to "Mixed on Trump" voters (55% very serious concerns).

Please indicate whether each statement raises concerns about the Trump administration's response...

	% Very/Somewhat Serious	% Very Serious	
	Overall	Mixed on Trump*	
Top 6 of 10 tested:			
President Trump should be leading on combating coronavirus and protecting health through social distancing. Instead, he had previously announced a plan to give up on social distancing as early as April 12th , even though medical experts warn this would actually prolong the pandemic and lead to unnecessary deaths.	64	75	52
Because President Trump has not dealt with the shortage of masks and other protective gear for health care workers, the Centers for Disease Control and Prevention are now telling nurses and doctors to use bandanas and scarves to protect themselves while working to fight the virus and save lives.	63	75	55
President Trump says coronavirus was something "no one expected." But countries like South Korea, Taiwan and Japan saw the crisis coming, quickly got coronavirus testing ready and began providing the protective masks and ventilators needed to save lives, and they have all been more successful at limiting the spread than the United States.	63	74	48
President Trump waited weeks to declare a national emergency and give FEMA orders to help in the coronavirus response. Trump did not mobilize the Army Corps of Engineers to build temporary hospitals, despite pleas from governors asking for their help, keeping needed first responders on the sideline.	61	73	49
President Trump says he "takes no responsibility at all" for the lack of coronavirus testing and would give himself a perfect "10" rating for how he's handled the crisis. But as of March 26th, the United States has more confirmed cases of coronavirus than anywhere in the world.	61	70	50
President Trump didn't create the coronavirus, but he is responsible for making it worse. Trump fired the pandemic response team in 2018, never replaced them, and downplayed the crisis. Now, America has more coronavirus infections than any other country in the world and millions filed for unemployment last week alone.	61	70	51

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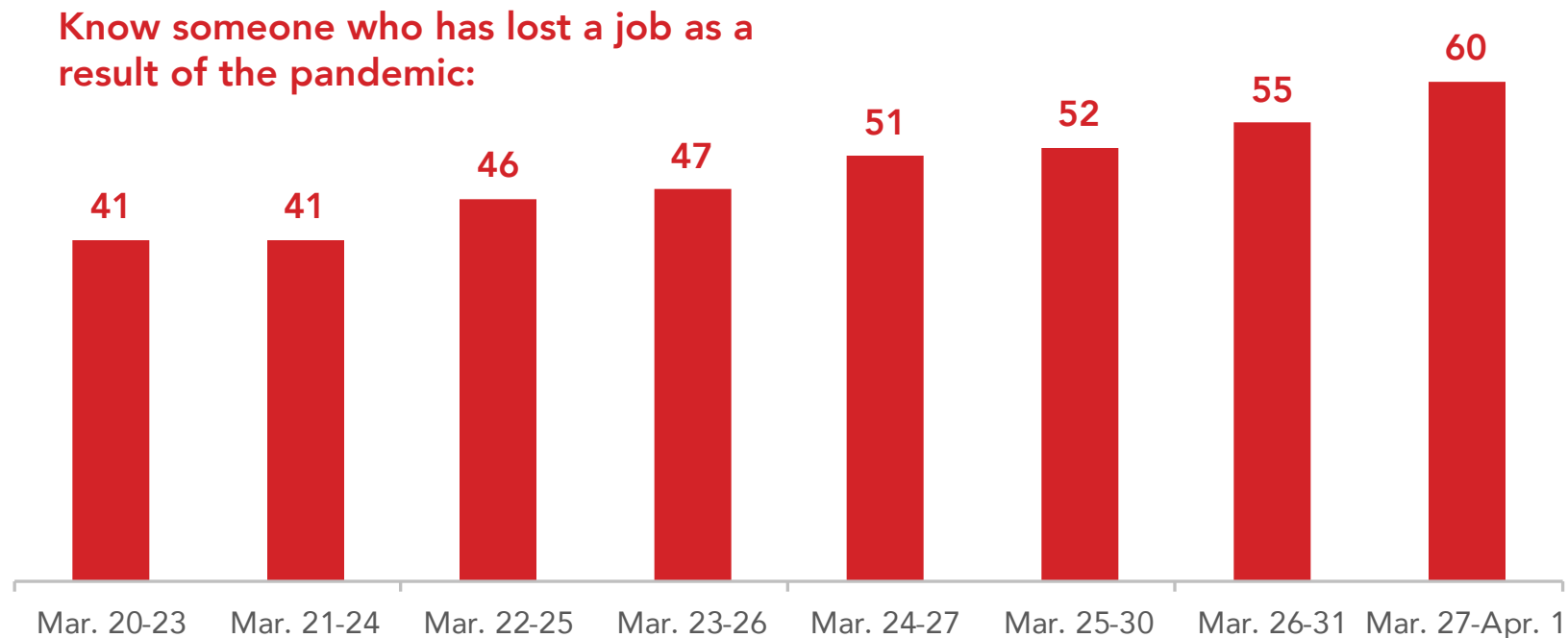
Other takeaways:

- The share of Americans who know someone who has lost a job due to the pandemic has risen dramatically over the past week.
- Still, the number who think “the worst is yet to come” has also continued growing and has reached a new high.
- Americans have increasingly put their trust in state and local government, and trust Dr. Anthony Fauci and Gov. Andrew Cuomo in particular to tell the truth about the coronavirus pandemic.

Most Americans Know Someone Who Lost Their Job

The share of Americans who know someone who has lost their job due to the coronavirus pandemic has continued to grow.

- This number has seen a 19-point increase since our initial survey, conducted March 20-23.
- Younger Americans (70% of 18-44 year-olds), those in the service sector (68%), and those who live in an urban area (67%) are especially likely to know someone who has lost a job.



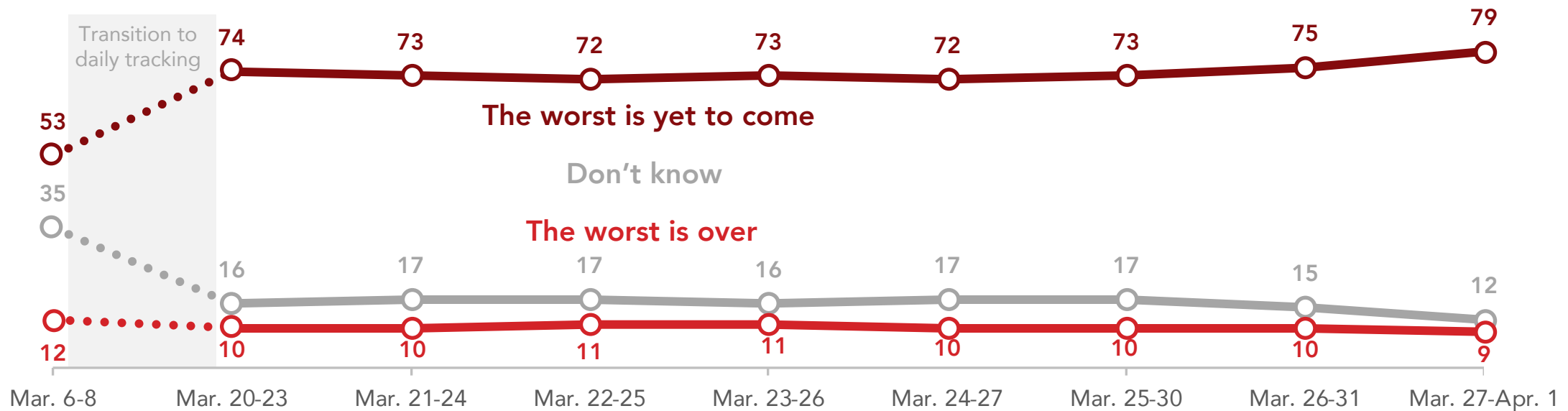
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three days. Latest wave conducted Mar. 27-Apr. 1, 2020. For more info, visit navigatoresearch.org

More Americans Believe “Worst is Yet to Come”

In the last three weeks, the percentage of the public who say the worst of the pandemic is yet to come has grown by 26 points.

- This includes 76% of independents and 71% of Republicans who feel the worst is still yet to come.

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



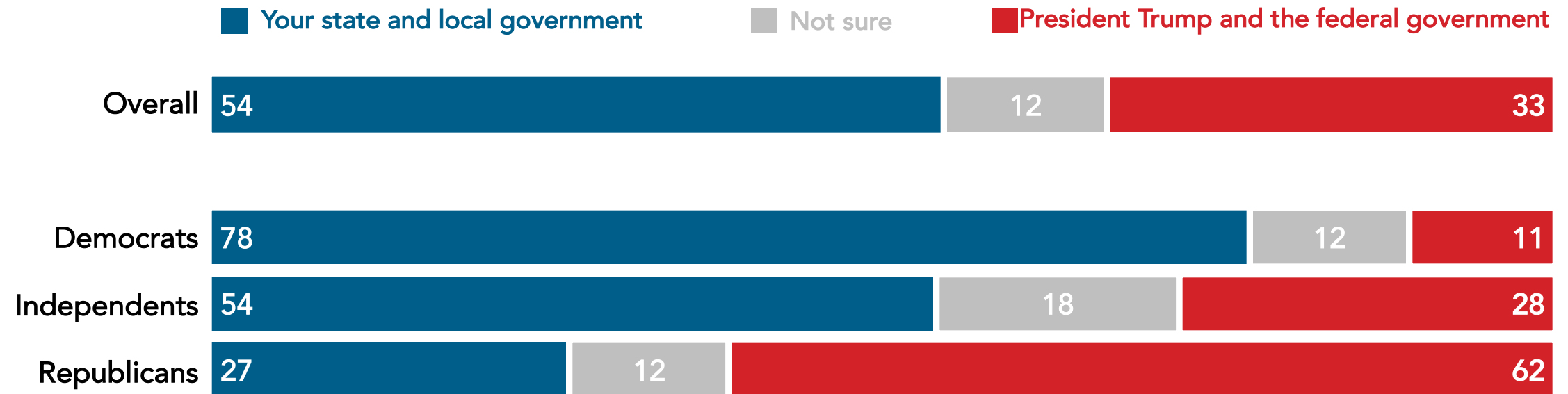
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three days. Latest wave conducted Mar. 27-Apr. 1, 2020. For more info, visit navigatorresearch.org

Americans Trust State and Local Government More

The public has increasingly put their trust in state and local government to handle the coronavirus pandemic.

- Over the past week, there has been a 6-point increase in trust for state and local government to handle the coronavirus pandemic (54%, up from 48%), while trust for President Trump and the federal government has dropped 2 points (33%, down from 35%).

Please indicate who you trust more to handle the government's response to the coronavirus pandemic.



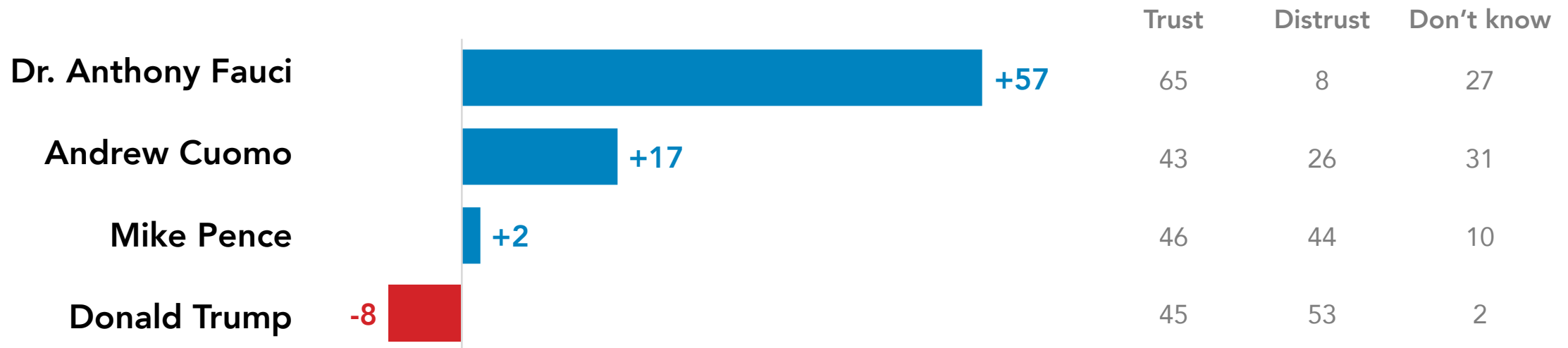
Nationwide survey of 1,010 registered voters; March 27-April 1, 2020
For more info, visit navigatortresearch.org

Public Looks to Fauci – and Cuomo – For Truth on Coronavirus

While Americans trust Dr. Anthony Fauci, a disease expert from the National Institute of Health, and Andrew Cuomo, the Governor of New York, to tell the truth about coronavirus, the public is wary of the president.

- Among political independents, the gap is wider, with Fauci at +57, Cuomo at +16, and Trump at -16.
- Cuomo's trust numbers are especially high with cable news viewers: 68% Trust with CNN viewers and 64% Trust with MSNBC viewers – but even among Fox News viewers, a very conservative audience, 33% trust Cuomo.

Please indicate how much you trust _____ to tell the truth when it comes to the coronavirus pandemic.

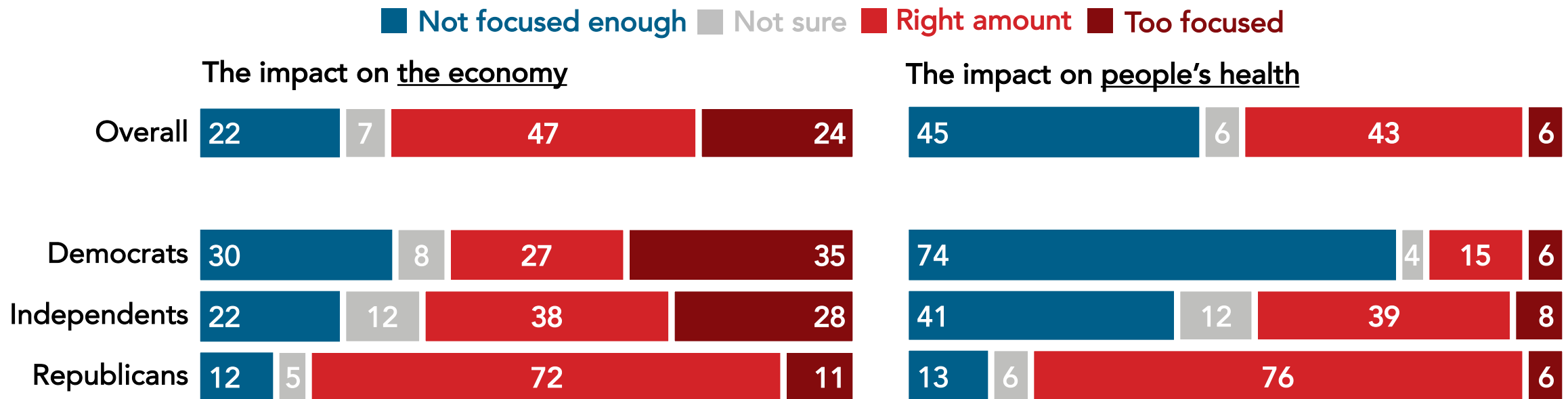


Americans Think Trump Needs to Focus More on Health

A plurality of Americans (45%) say that Trump is not focused enough on people's health while only 22% say he isn't focused enough on the economy.

- A near majority of independents do not think Trump is focusing the right amount on either the economy (50% not focused enough or too focused) or on people's health (49%).

Please indicate whether Trump is focusing the right amount on the impact of coronavirus on _____.

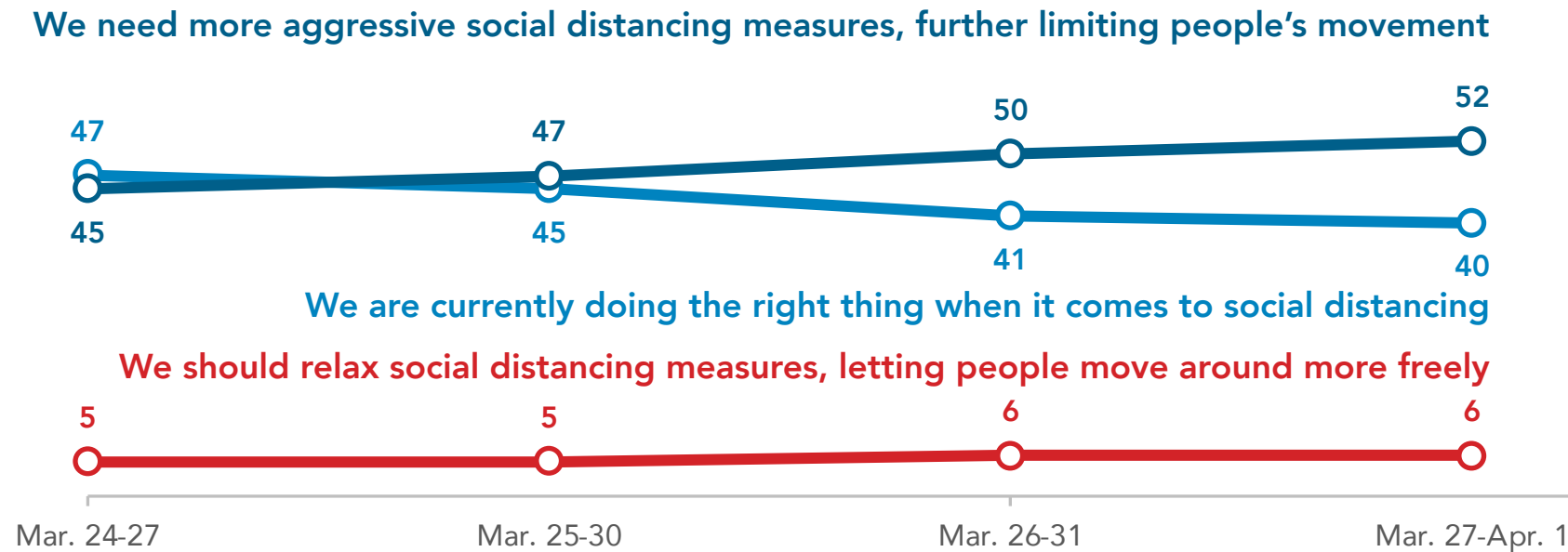


Americans Support More Aggressive Social Distancing

Americans nearly unanimously support social distancing, and an increasing number think we should be taking more aggressive measures to prevent spread of coronavirus.

- Fully two thirds of Americans (68%, including 63% of independents and a 48% plurality of Republicans) opposed Trump's specific call to "re-open" the economy by Easter.

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



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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 1,010 registered voters conducted March 27-April 1, 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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