navigating* coronavirus

Daily Update:
Wednesday, April 8th, 2020

Communicating in Crisis: Coronavirus

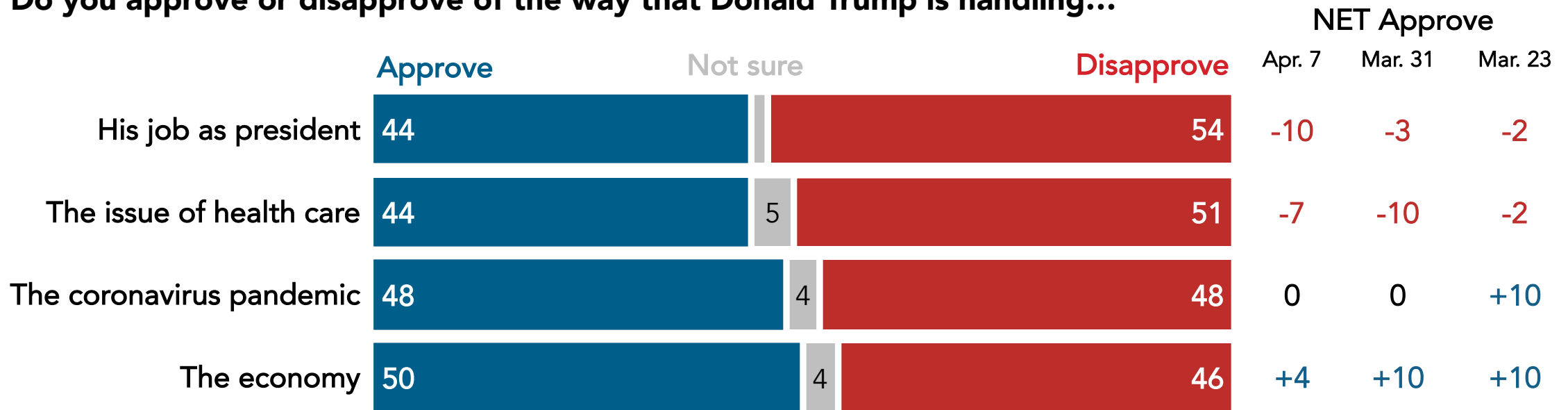GSG GLOBAL STRATEGY GROUP   navigator*   GBAO
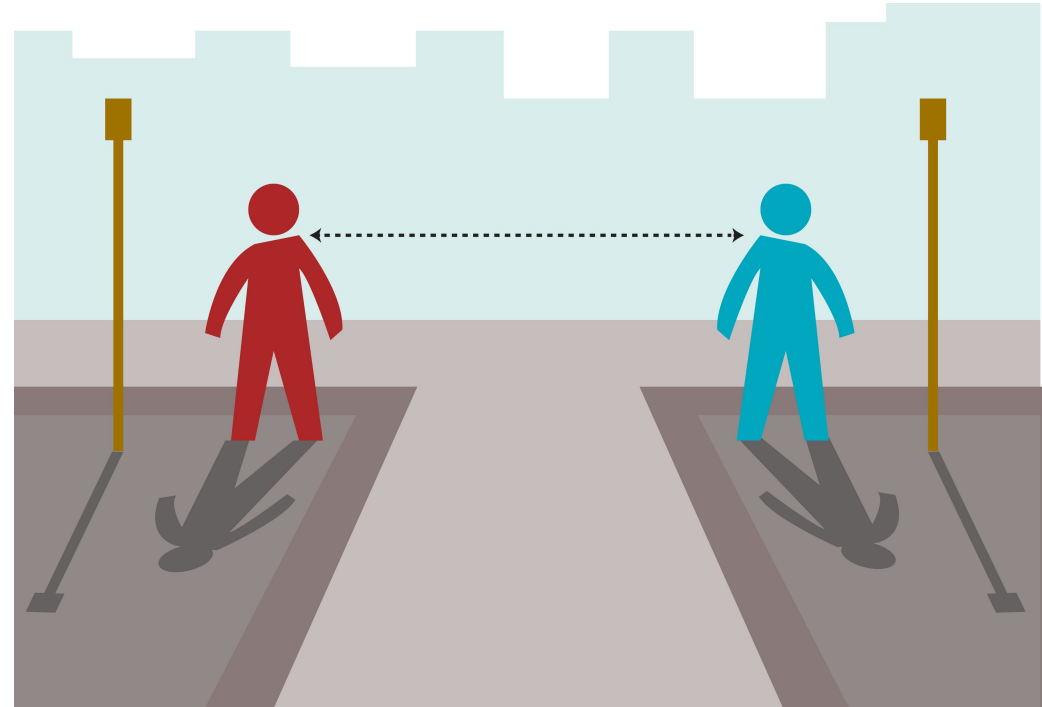
Key takeaways:

- Trump's overall approval rating has dropped over the past two weeks while Democrats hold advantages over Trump on key issues relating to the pandemic.

- The share who describe Trump's coronavirus response as "unprepared" has grown, while the share who call him "honest" has fallen.

- Americans are concerned about Trump ignoring and overruling the advice of medical experts.

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Trump Overall Approval Rating Hits New Low in Daily Tracking

With the exception of the economy, where Trump's rating has dropped six points since March 23rd, his ratings on the coronavirus pandemic, health care, and his overall job rating are even or underwater.

- Among independents, Trump's overall net job approval rating is -30 (29% approve/59% disapprove) and his net coronavirus approval rating is -11 (38% approve/49% disapprove).

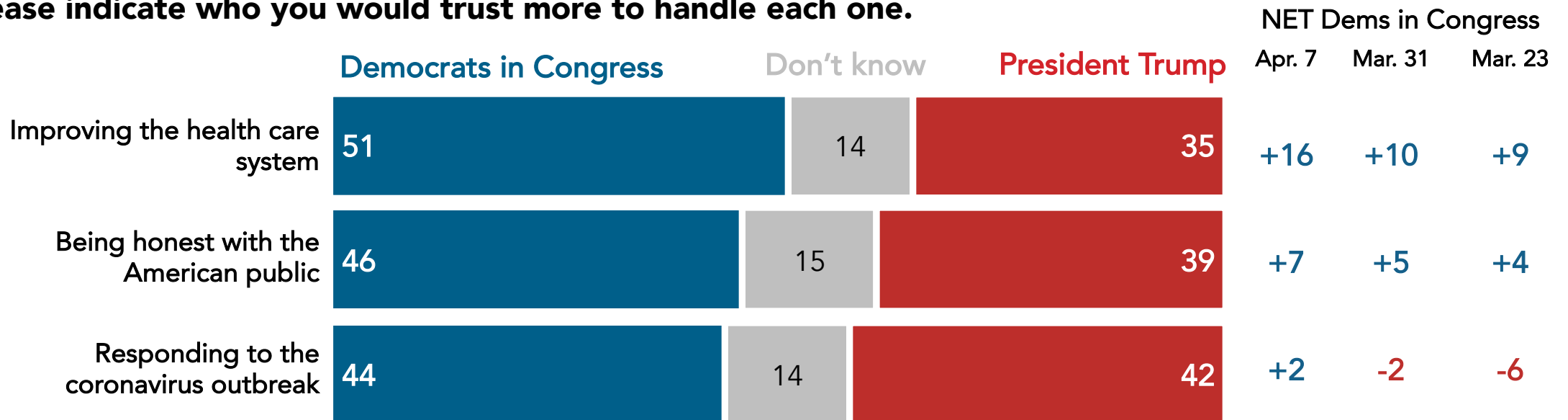## Do you approve or disapprove of the way that Donald Trump is handling…

	Approve	Not sure	Disapprove	NET Approve Apr. 7	Mar. 31	Mar. 23
His job as president	44		54	-10	-3	-2
The issue of health care	44	5	51	-7	-10	-2
The coronavirus pandemic	48	4	48	0	0	+10
The economy	50	4	46	+4	+10	+10

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Congressional Dems Favored on Health Care and Honesty

Over the past two weeks, the share of Americans who trust Democrats in Congress more than President Trump on several key issues related to the pandemic has grown.

- While independents once favored Trump more on honesty and responding to the outbreak by double digit margins, in the latest update, they favor Democrats on honesty (+5) and are split evenly on the outbreak.

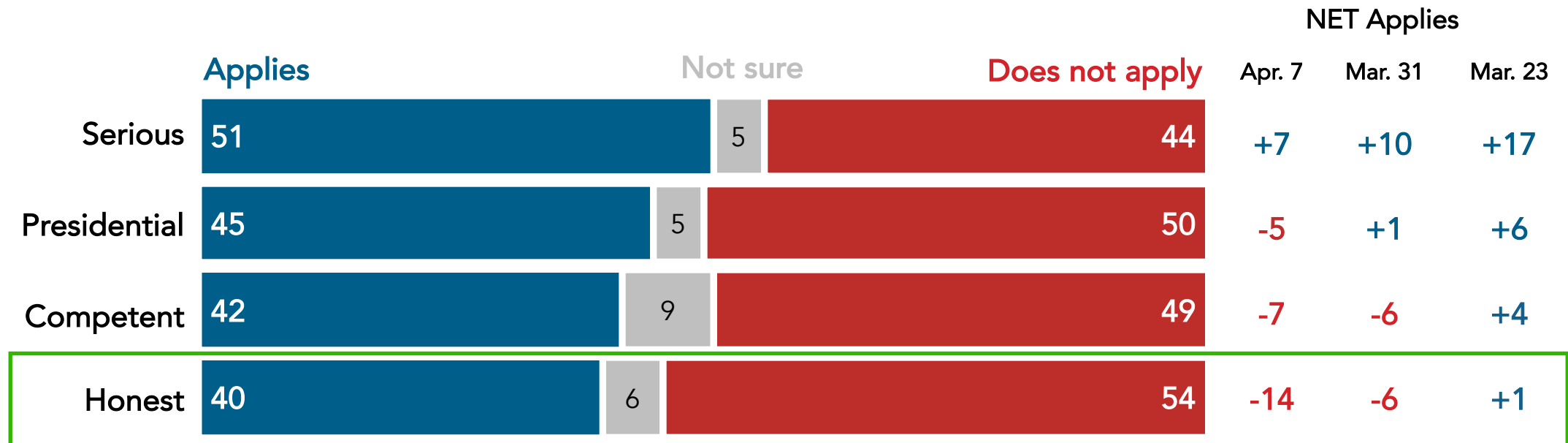## Please indicate who you would trust more to handle each one.

	Democrats in Congress	Don't know	President Trump	NET Dems in Congress Apr. 7	NET Dems in Congress Mar. 31	NET Dems in Congress Mar. 23
Improving the health care system	51	14	35	+16	+10	+9
Being honest with the American public	46	15	39	+7	+5	+4
Responding to the coronavirus outbreak	44	14	42	+2	-2	-6

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Trump Image Slips on Key Leadership Traits

There's been a net drop of 15 points in the share of Americans who say "honest" applies to Donald Trump's response to coronavirus since March 23rd.
- Just half of white non-college voters (49%) say that "honest" applies.

Please indicate whether each word does or does not apply to Trump's coronavirus response.
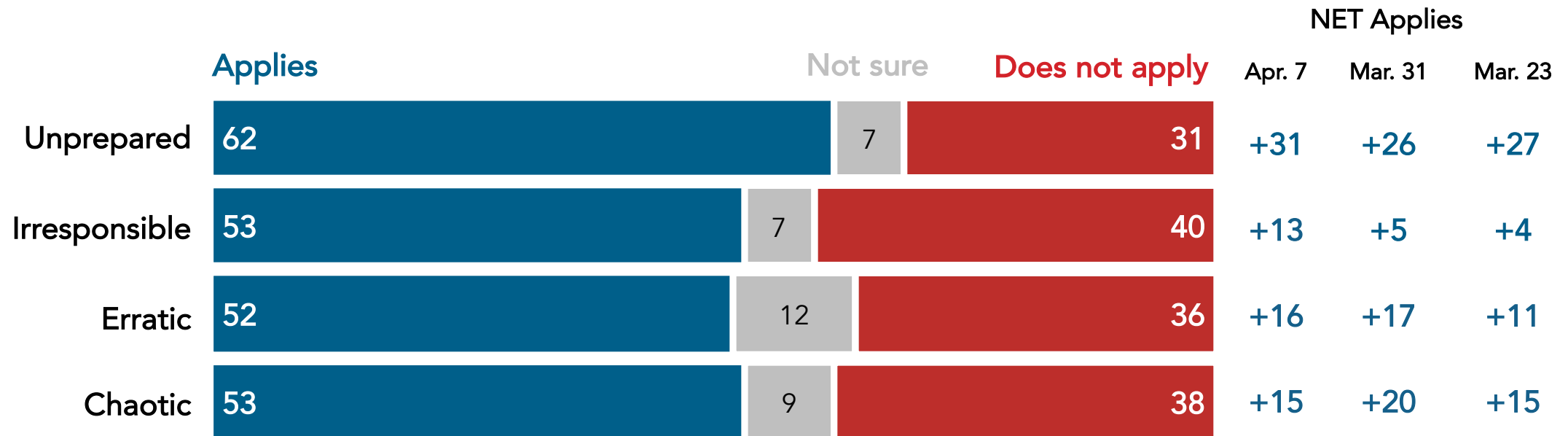
	Applies	Not sure	Does not apply	NET Applies Apr. 7	NET Applies Mar. 31	NET Applies Mar. 23
Serious	51	5	44	+7	+10	+17
Presidential	45	5	50	-5	+1	+6
Competent	42	9	49	-7	-6	+4
Honest	40	6	54	-14	-6	+1

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"Unprepared" Remains a Key Critique

Americans continue to say Trump has been "unprepared" by a clear margin.
- Even among Republicans, 59% reject the "unprepared" label.
- "Erratic" and "irresponsible" are also increasingly used to describe Trump's coronavirus response.

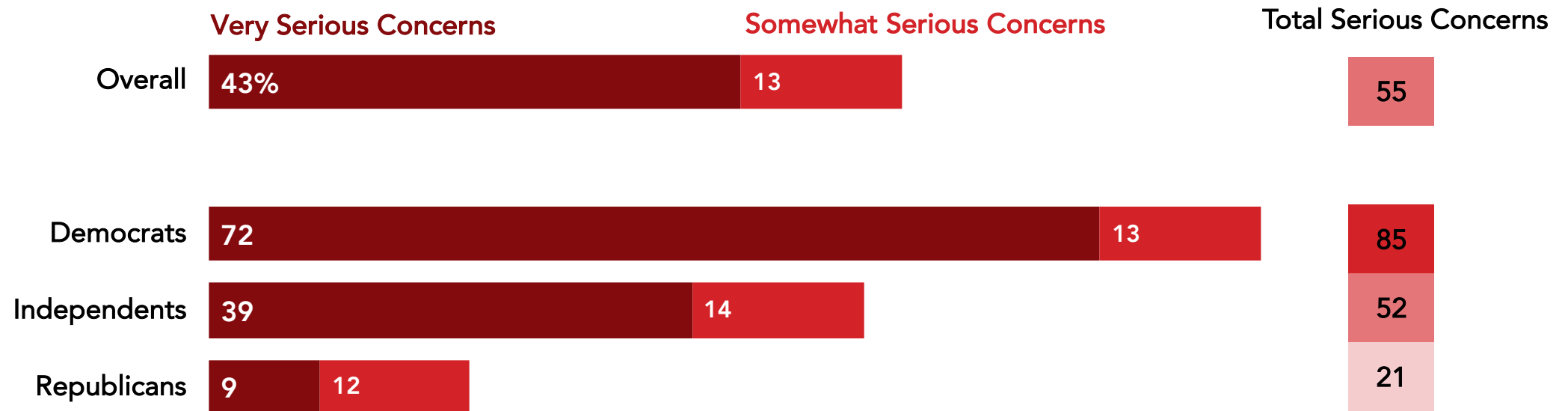**Please indicate whether each word does or does not apply to Trump's coronavirus response.**

	Applies	Not sure	Does not apply	NET Applies Apr. 7	Mar. 31	Mar. 23
Unprepared	62	7	31	+31	+26	+27
Irresponsible	53	7	40	+13	+5	+4
Erratic	52	12	36	+16	+17	+11
Chaotic	53	9	38	+15	+20	+15

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Trump Ignoring Medical Experts Raises Serious Concerns

A majority of Americans have serious concerns Donald Trump is ignoring and overruling the advice of health and medical experts.

Please indicate whether the following raises concerns: Donald Trump has too often made decisions that have ignored or overruled the advice of health and medical experts.
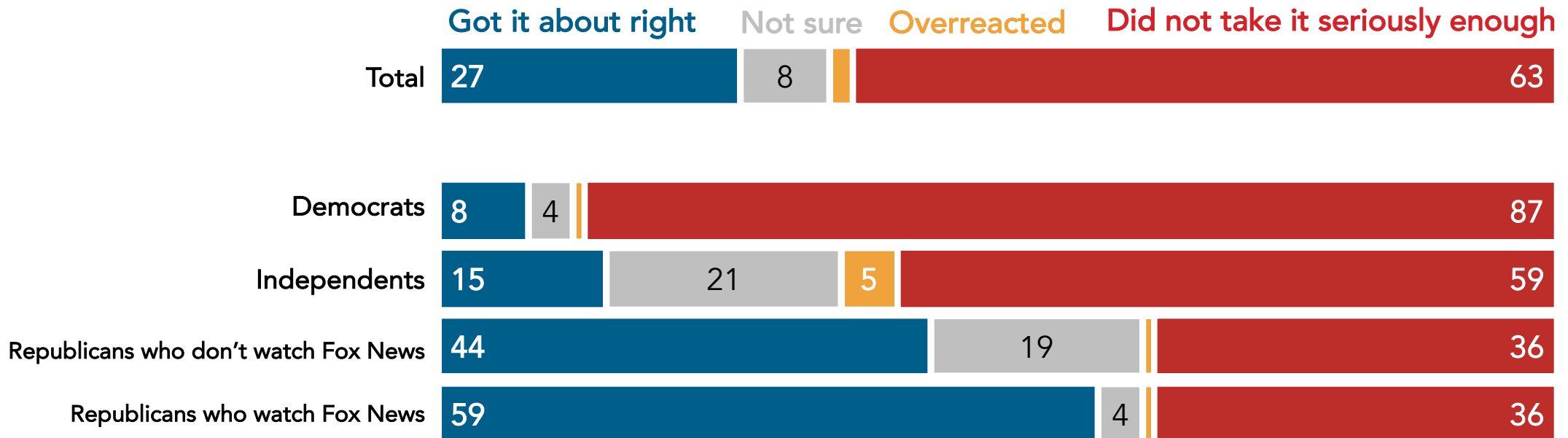
	Very Serious Concerns	Somewhat Serious Concerns	Total Serious Concerns
Overall	43%	13	55
Democrats	72	13	85
Independents	39	14	52
Republicans	9	12	21

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Only Fox News Republicans Think Trump Got Response Right

Nearly two-thirds (63%) of Americans say Donald Trump and his administration did not take coronavirus seriously enough when it first began spreading.

- Republicans who don't watch Fox News are 15 points less likely than Republicans who watch Fox News to say that Trump "got it about right" when coronavirus first began spreading.

Thinking back to when the coronavirus first began spreading, do you think Donald Trump and his administration...

	Got it about right	Not sure	Overreacted	Did not take it seriously enough
Total	27	8		63
Democrats	8	4		87
Independents	15	21	5	59
Republicans who don't watch Fox News	44	19		36
Republicans who watch Fox News	59	4		36

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Divergent Views Based on News Sources

While Trump's net coronavirus approval rating among Americans who receive most of their news from cable news networks has been stable over the past two weeks, his net approval rating has dropped 7 points among Americans whose main source of news includes websites and social media.

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

	March 20-March 29			March 30-April 6			Change in NET
	Approve	Disapprove	NET	Approve	Disapprove	NET	
Online news consumers (main source of news includes websites and social media)	47	49	-2	44	53	-9	-7
Cable news viewers (main source of news includes CNN, Fox News, or MSNBC)	51	47	+4	52	46	+6	+2

51% of the sample are online news viewers. 55% of the sample are cable news viewers. 27% of the sample fall in both categories.
Nationwide survey of 1,676 registered voters; March 30-April 6, 2020
For more info, visit navigatorresearch.org

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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 1,007 registered voters conducted April 2-7, 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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