

navigating.* coronavirus

Daily Update:
Saturday, April 18th, 2020

Communicating in
Crisis: Coronavirus



Key takeaways:

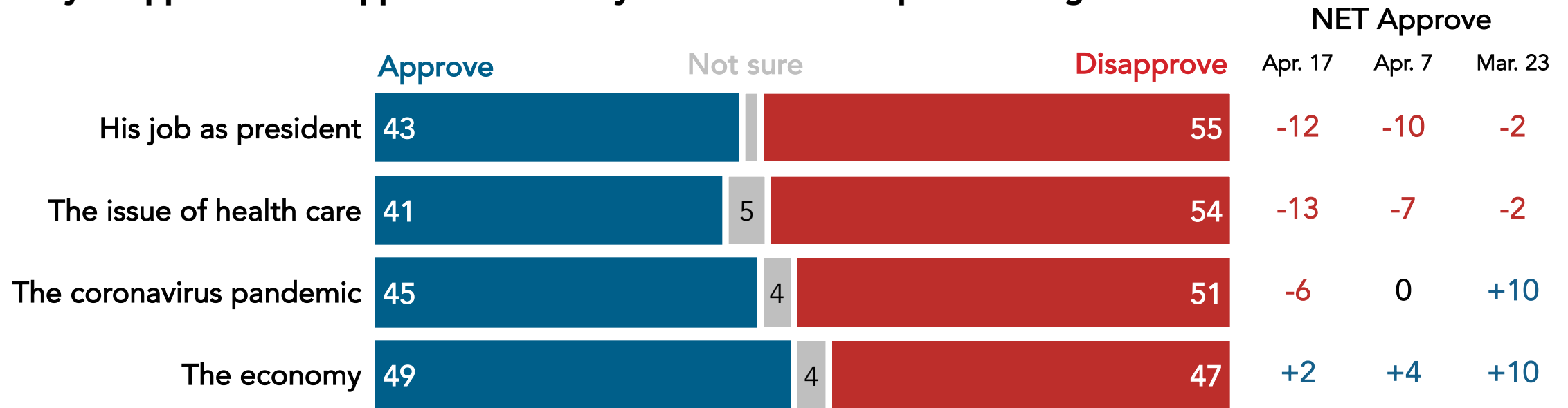
- Trump's approval ratings continue to drop and hit new lows in our daily tracking.
- The percentage rating the economy negatively has hit a new high.
- While a growing number of Americans think "the worst is over," the vast majority support continued social distancing and believe life won't return to normal for several months or more.

Trump Approval Ratings Hit New Lows

Trump's approval ratings on four key issues related to the coronavirus pandemic have hit their lowest points yet in our tracking.

- Trump's overall job approval rating has returned to his pre-crisis average, matching his average rating in the 5 months before the pandemic began to spread.
- This is the first time in our daily tracking that less than 50% approve of Trump's handling of the economy.

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



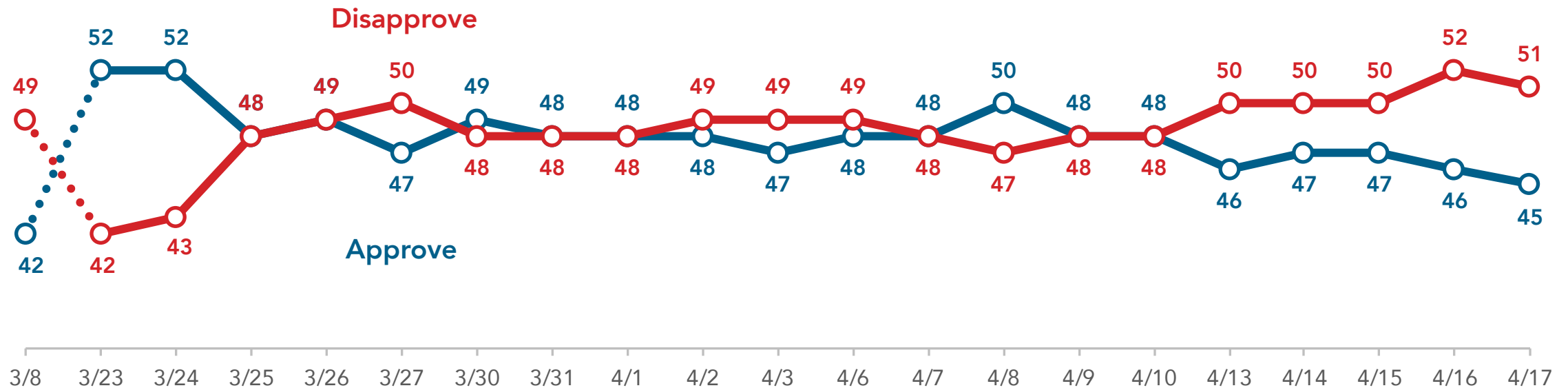
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three days.
Latest wave conducted April 14-17, 2020. For more info, visit navigatortresearch.org

Majority Disapprove of Trump's Handling of Pandemic

Every single day this week, Trump's approval rating on handling the coronavirus pandemic has been underwater.

- A majority of Americans (51%), including 51% of independents, disapprove of Trump's handling.
- 40% also say they "strongly disapprove," a new high in our tracking.

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



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"Worst is Over" Does Not Equal "End Social Distancing"

While an increasing share of Americans believe the "worst is over," the vast majority want either more aggressive social distancing measures or believe we are currently doing the right amount.

- Majorities of Democrats (68%) and independents (57%) still think the "worst is yet to come," while a plurality of Republicans (43%) now think "the worst is over."

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



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



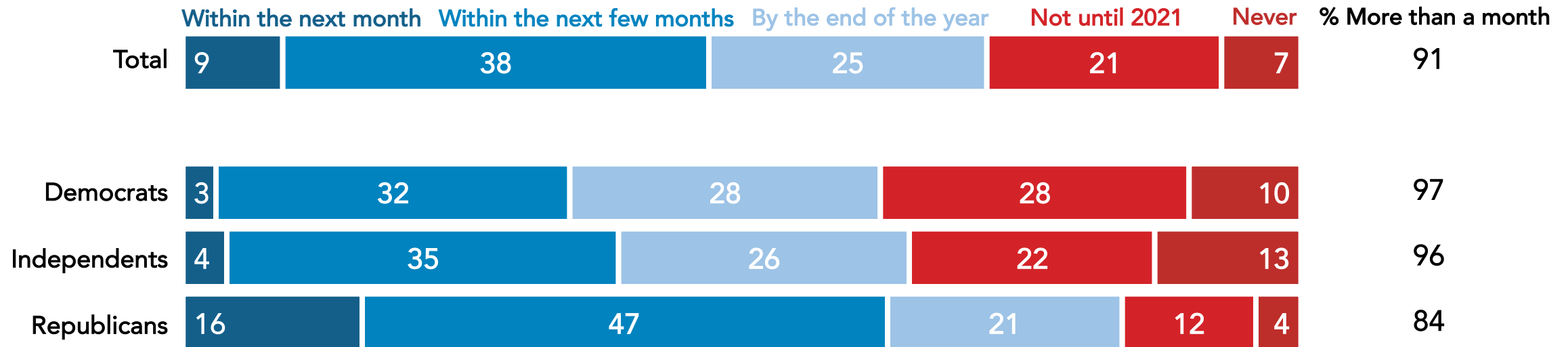
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Many Braced for Long Wait Before “Return to Normal”

The majority say it will take either months or until the end of the year for life to return to normal.

- Less than one in five Republicans (16%) think life will return to normal within the next month.

When do you expect life in the United States to “return to normal,” with businesses able to open and people able to go about their lives and interact as they did before the coronavirus pandemic?



Nationwide survey of 997 registered voters; April 14-17, 2020.
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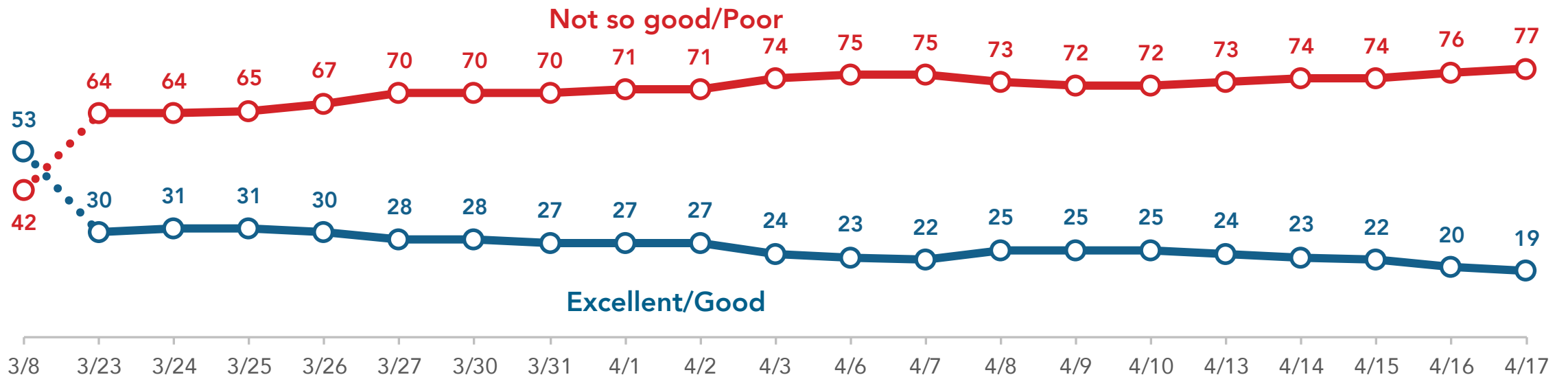
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Perception of the Economy Worst Yet

More than three in four now rate that the economy negatively, a share that continues to climb.

- 80% of independents and 61% of Republicans rate the economy as “not so good” or “poor.”
- More Republicans have rated the economy negatively than positively in each of our updates since March 30th.

How would you rate the state of the U.S. economy today?



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Share of Americans Who Know Someone Sick Continues to Grow

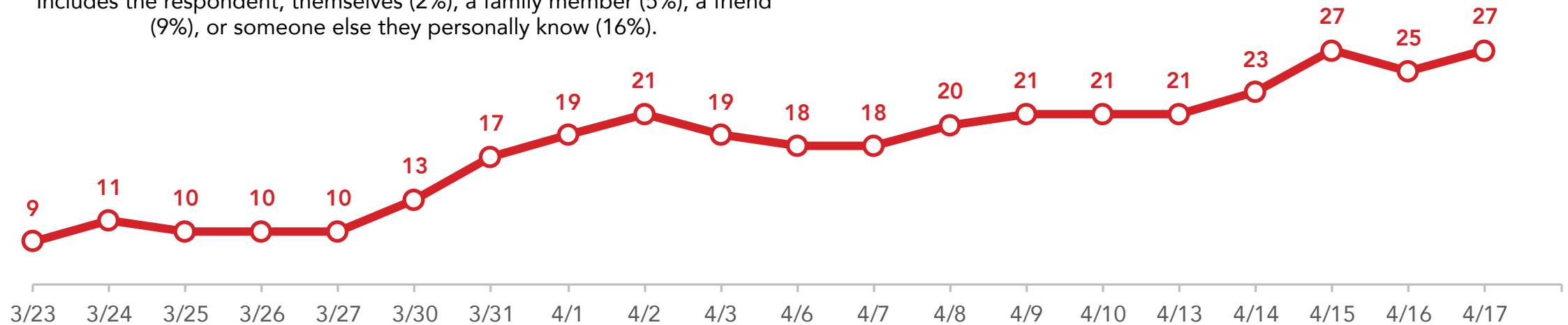
More than one in four now know someone who has been infected, three times as many as in our first update on March 23.

- A third of Northeasterners (32%) say they know someone that has been infected, while only 22% of Southerners say the same.

Do you know anyone who has been infected with coronavirus?

Percentage who know someone who has been infected

Includes the respondent, themselves (2%), a family member (5%), a friend (9%), or someone else they personally know (16%).



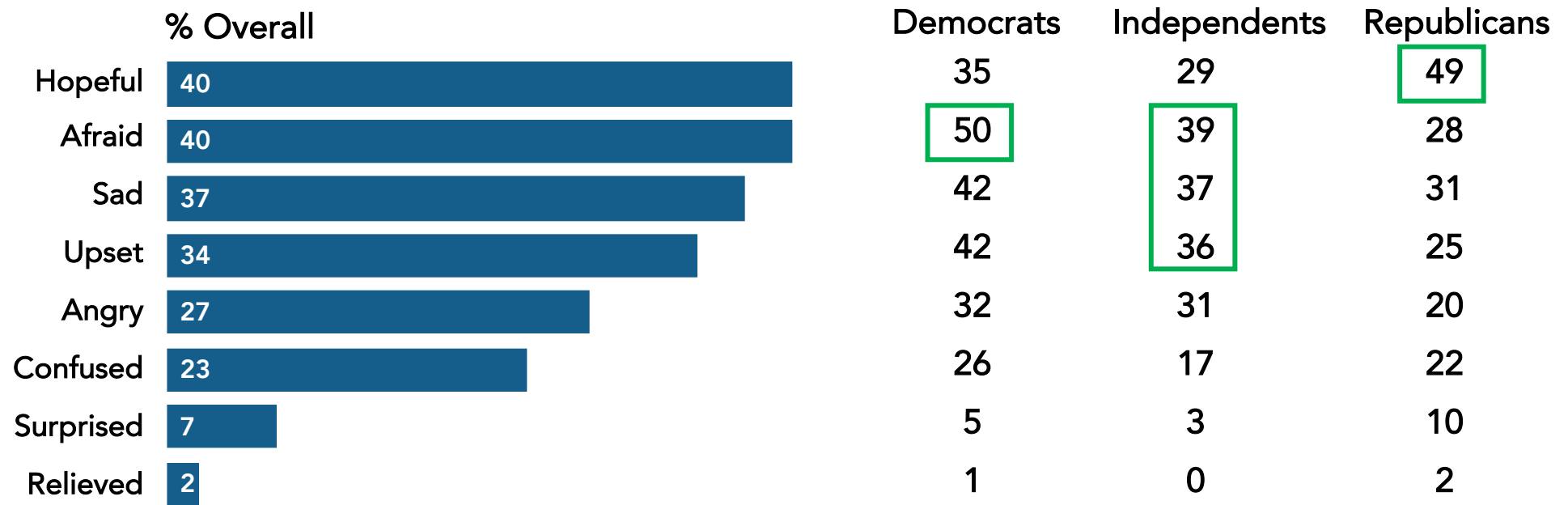
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A Mix of Hope, Fear, and Sadness Amidst the Pandemic

Americans say “afraid” and “hopeful” describe how they’re feeling, but there’s a partisan divide. Half of Democrats feel “afraid” while half of Republicans feel “hopeful.”

- Independents are most likely to say they are “afraid” (39%), “sad” (37%), and “upset” (36%).

When you think about the coronavirus pandemic, which emotions describe how you are feeling 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 Action Fund.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 997 registered voters conducted April 14-17, 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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