

navigating.* coronavirus

Daily Update:
Tuesday, April 21, 2020



Communicating in
Crisis: Coronavirus

Key takeaways:

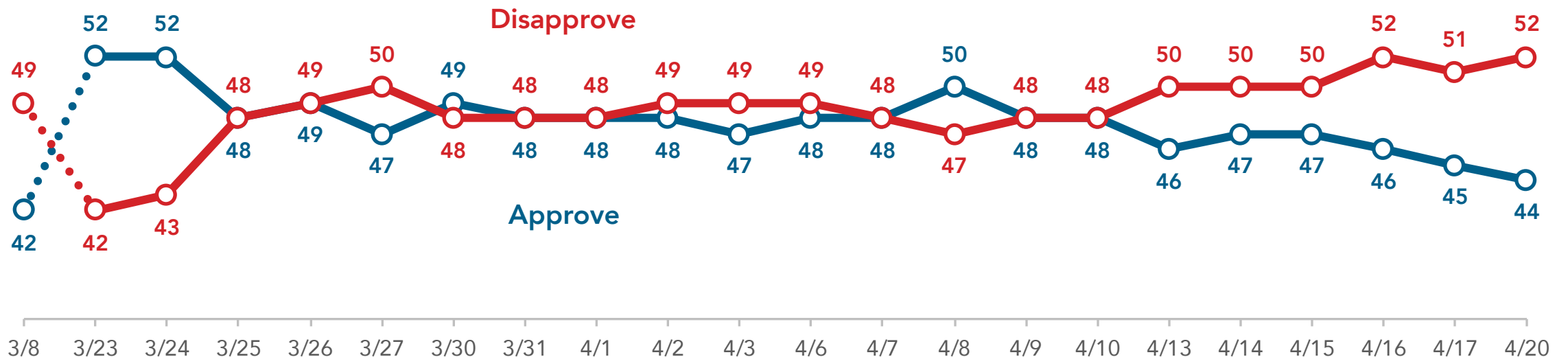
- Ratings of how Trump is handling the pandemic continue to drop, while his economic approval is now below 50%.
- Early in the crisis, Americans saw Trump's response as "serious," but that notion has completely faded away.
- Despite recent protests, the vast majority of the public remains more concerned about their personal health than their finances and continues to support and participate in social distancing.

Trump's Rating on Handling Pandemic Hits New Low

Continuing last week's trend, Trump's approval rating on his handling of the coronavirus pandemic continues to drop and is now underwater by 8 points.

- Half of Americans (50%) believe that Donald Trump and his administration are "not doing enough" to respond to the coronavirus pandemic, an increase of 9 points since March 23.

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



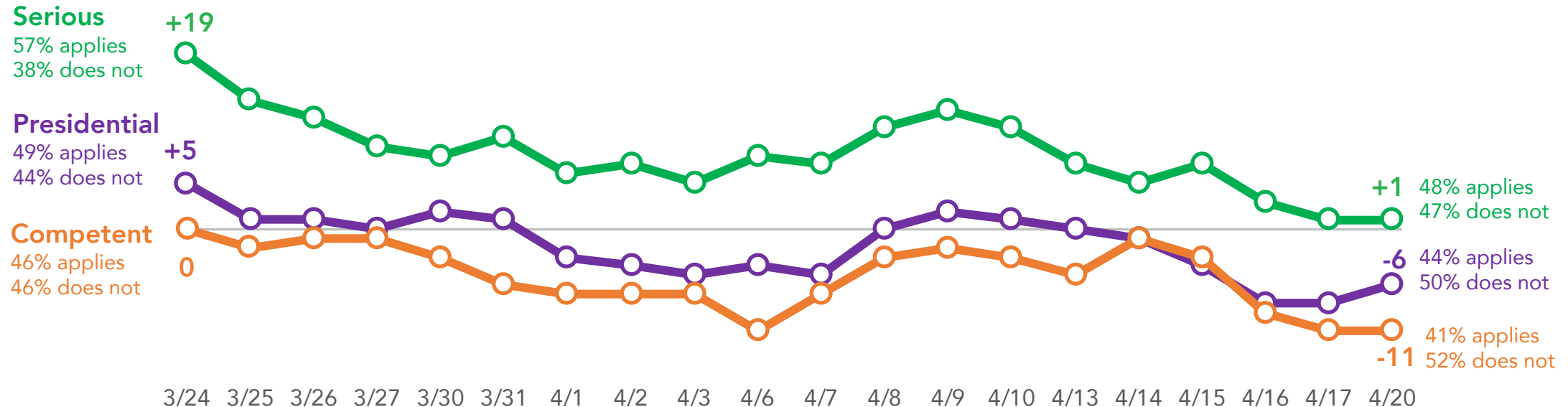
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three days. Latest wave conducted April 15-20, 2020. For more info, visit [navigatortresearch.org](https://www.navigatortresearch.org)

Public Losing Confidence in Trump's Approach

Throughout our daily tracking, there has been a substantial decline in the share of Americans saying that "serious," "presidential," and "competent" apply to Donald Trump's response to coronavirus.

- "Serious" has dropped a net 18 points, "presidential" 11 points, and "competent" 11 points.

Please indicate how well each of the following words or phrases apply to Donald Trump's response to coronavirus.



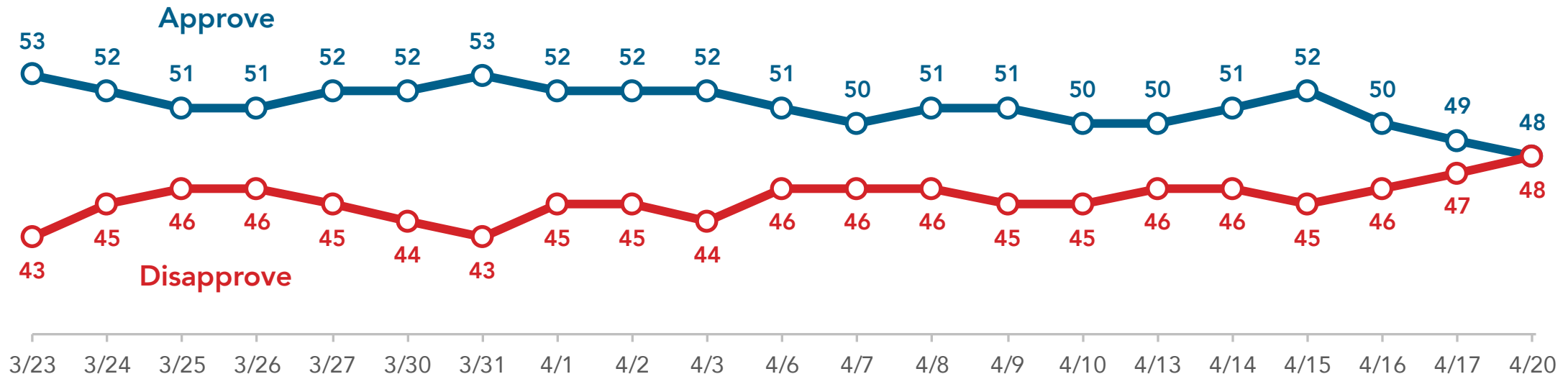
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Growing Disapproval of Trump's Handling of Economy

Trump's approval rating on handling the economy has hit the lowest point in our daily tracking, down a net of 10 points from March 23.

- A plurality of independents disapprove of the way Trump is handling the economy (37% approve/43% disapprove), a net decrease of 19 points since March 23rd (51% approve/38% disapprove).

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



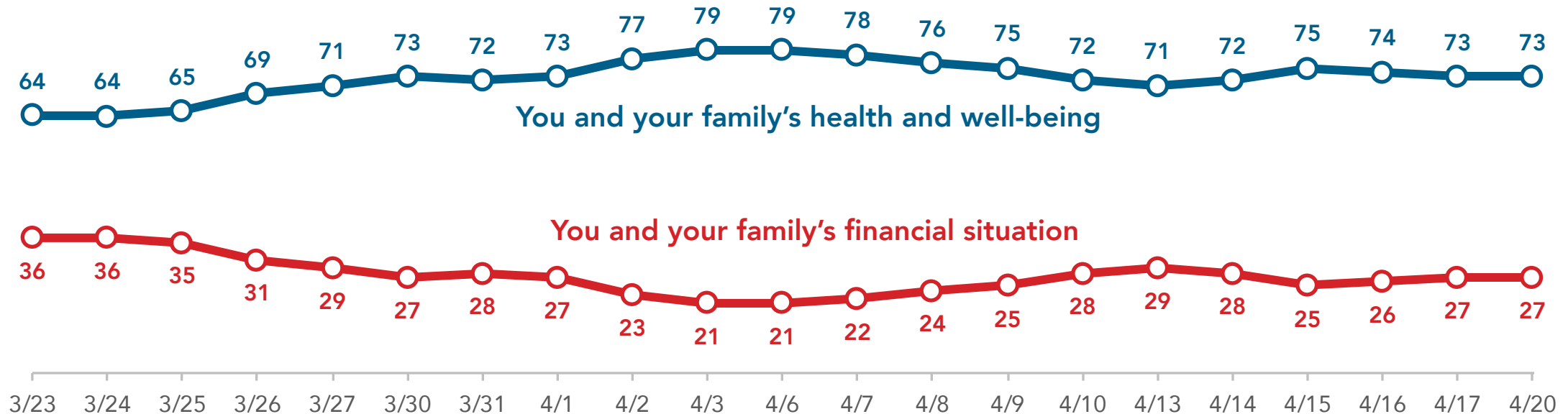
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Personal Health Remains Main Worry

Seven in 10 Americans continue to say they are more worried about their family's health and well-being than their financial situation.

- Majorities of independents (58%) and Republicans (66%) say they are more concerned about "you and your family's health and well-being."

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



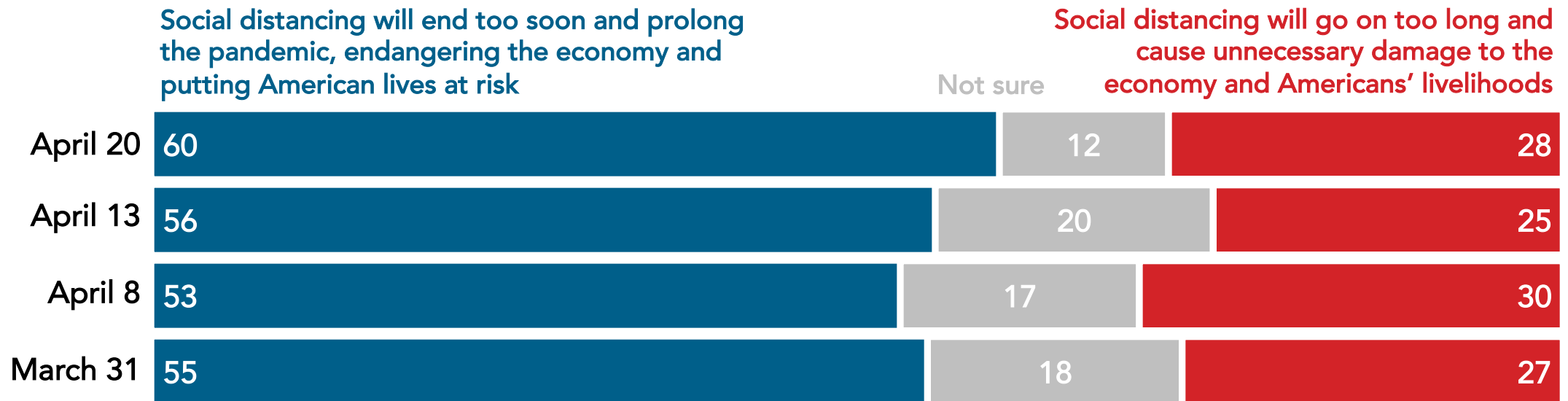
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Far More Concerned Social Distancing Will End “Too Soon”

Americans continue to be more worried that we will end social distancing too soon, risking lives and a continuation of the crisis, than they are about potential economic costs of continuing social distancing too long.

- The share of Americans saying they are more concerned about social distancing ending too soon continues to increase despite an increase in belief that the “the worst is over” (27%, up from 10% on April 3rd).

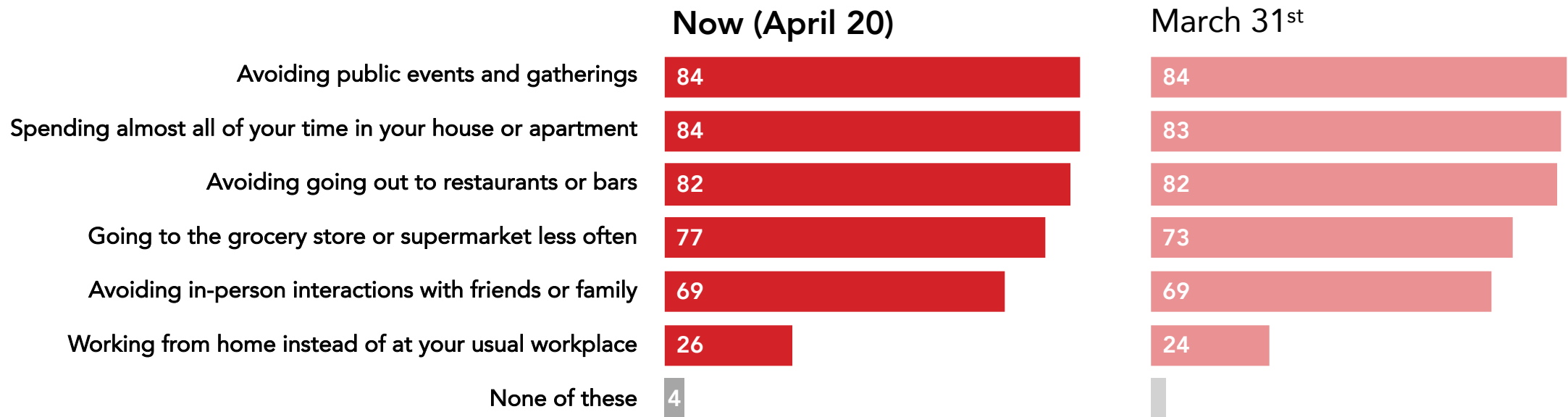
When it comes to social distancing and the coronavirus pandemic, which of the following concerns you more right now?



No Sign of Social Distancing Fatigue

Despite recent media coverage of protests over stay-at-home orders, Americans have not changed their behavior over the past few weeks – the vast majority continue to avoid public gatherings and spend almost all of their time inside.

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



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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 1,006 registered voters conducted April 15-20, 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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<http://navigatorresearch.org>

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