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Daily Update:
Tuesday, April 28, 2020

Communicating in Crisis: Coronavirus

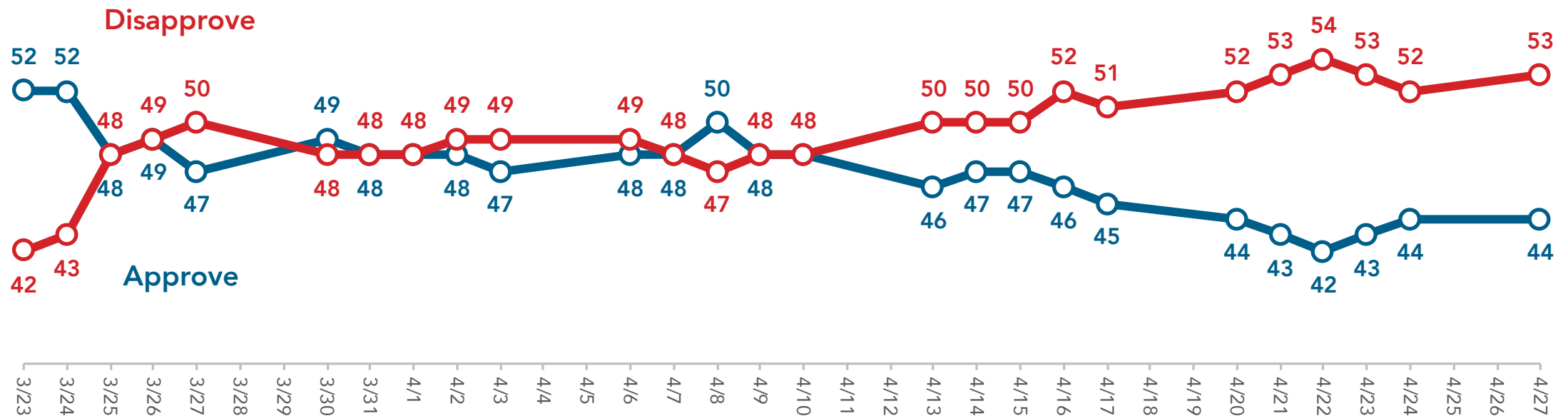GSG GLOBAL STRATEGY GROUP   navigator*   GBAO

Key takeaways:

- The decline in Trump's approval rating on the pandemic is particularly pronounced among independents, people of color and older Americans.

- Ratings of the economy have reached a new low in our daily tracking, including among Republicans.

- Protests against stay-at-home orders have done little to sway overall public opinion on social distancing.

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Trump's Approval on Pandemic Remains Underwater

Trump's handling of the pandemic has been underwater for over two weeks, now at -9 (44% approve/53% approve).

- Among independents, Trump's rating is even worse at -14 (39% approve/53% disapprove).

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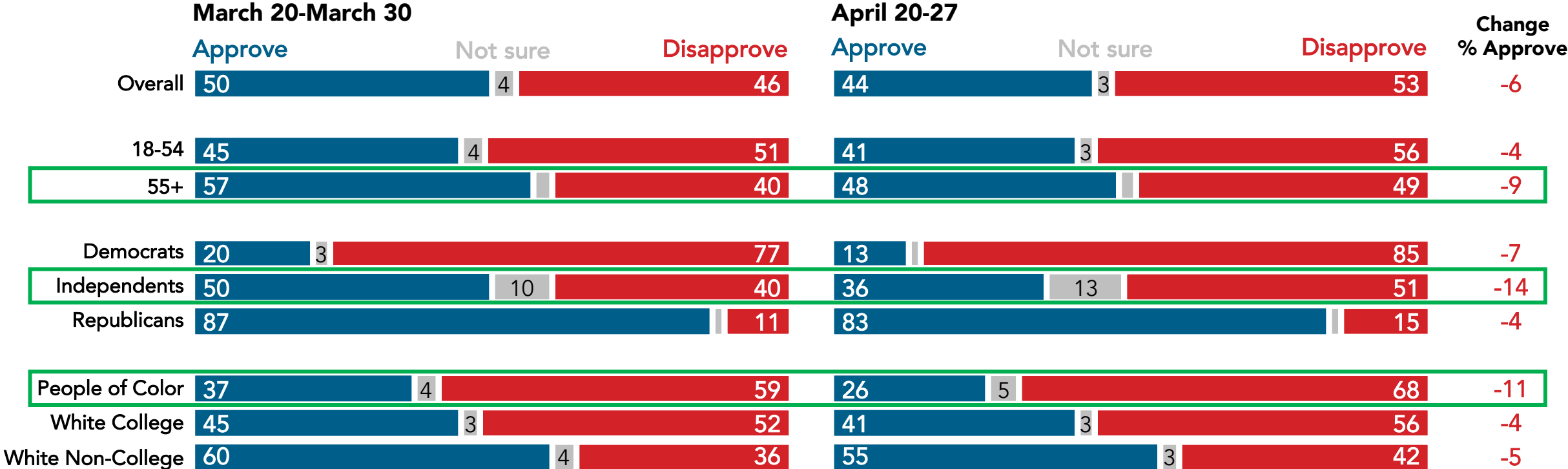

Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three days.
Latest wave conducted April 22-27, 2020. For more info, visit navigatorresearch.org

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Biggest Approval Decline Among Independents

Since our first week of tracking, Trump's approval rating on handling the coronavirus pandemic has dropped the most among people of color, independents, and older Americans.

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

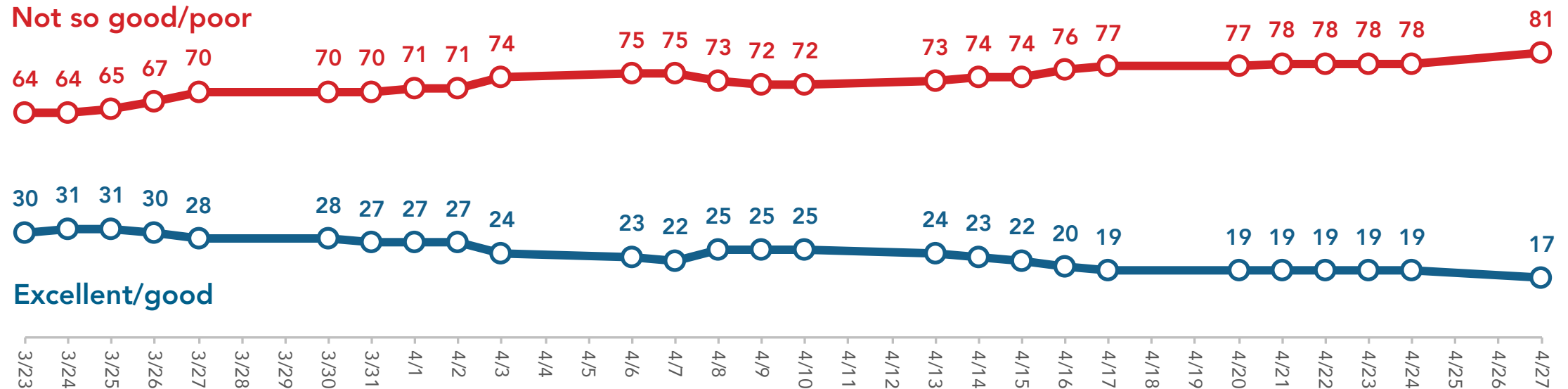|	March 20-March 30			April 20-27			Change % Approve
	Approve	Not sure	Disapprove	Approve	Not sure	Disapprove	
Overall	50	4	46	44	3	53	-6
18-54	45	4	51	41	3	56	-4
55+	57		40	48		49	-9
Democrats	20	3	77	13		85	-7
Independents	50	10	40	36	13	51	-14
Republicans	87		11	83		15	-4
People of Color	37	4	59	26	5	68	-11
White College	45	3	52	41	3	56	-4
White Non-College	60	4	36	55	3	42	-5

Nationwide survey of 2,722 registered voters; March 20-30, 2020.
Nationwide survey of 1,708 registered voters; April 20-27, 2020.
For more info, visit navigatorresearch.org

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Negative Impressions of Economy at Record High

Four-in-five Americans now rate the economy as "not so good" or "poor," a new high in our daily tracking.

- A majority of Republicans (70%) now rate the economy negatively, an increase of 29 points since March 23rd.
- Americans are divided on how Trump is handling the economy (49% approve/48% disapprove), a net decrease of 9 points since March 23rd (53% approve/43% disapprove).

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

Not so good/poor: 64, 64, 65, 67, 70, 70, 70, 71, 71, 74, 75, 75, 73, 72, 72, 73, 74, 74, 76, 77, 77, 78, 78, 78, 78, 81

Excellent/good: 30, 31, 31, 30, 28, 28, 27, 27, 27, 24, 23, 22, 25, 25, 25, 24, 23, 22, 20, 19, 19, 19, 19, 19, 19, 17

Dates: 3/23, 3/24, 3/25, 3/26, 3/27, 3/28, 3/29, 3/30, 3/31, 4/1, 4/2, 4/3, 4/4, 4/5, 4/6, 4/7, 4/8, 4/9, 4/10, 4/11, 4/12, 4/13, 4/14, 4/15, 4/16, 4/17, 4/18, 4/19, 4/20, 4/21, 4/22, 4/23, 4/24, 4/25, 4/26, 4/27
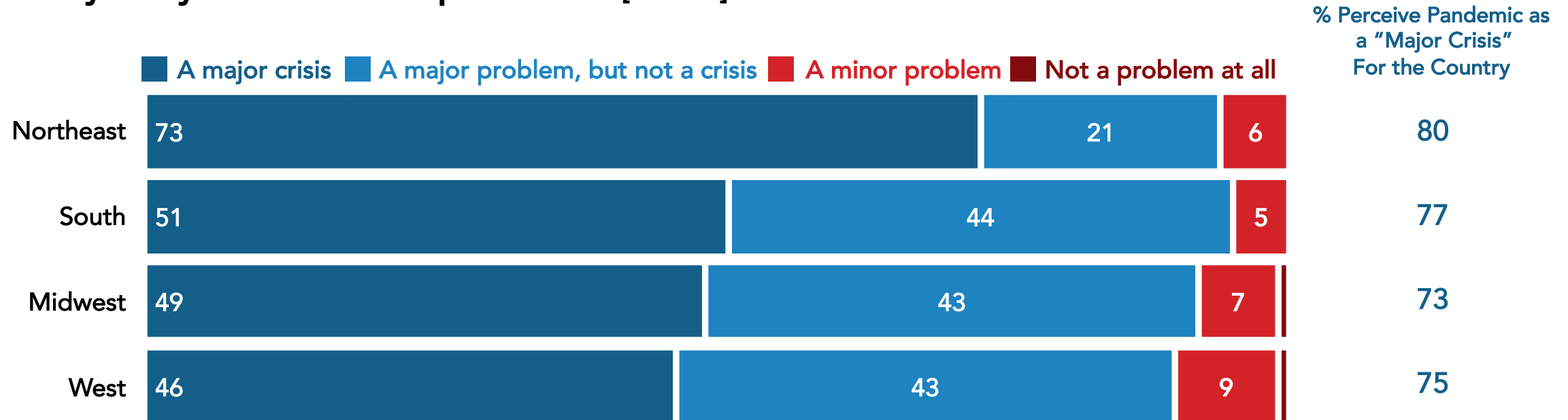
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three days.
Latest wave conducted April 22-27, 2020. For more info, visit navigatorresearch.org

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Northeasterners Most Likely to Say Their State in Crisis

Northeasterners are the most likely to say that the pandemic <u>in their state</u> is a "major crisis," while just half of Southerners and less than half of Midwesterners and Westerners say the same.

- Despite the regional differentiation, roughly three quarters of Americans in each region describe the pandemic as a "major crisis" for the country.

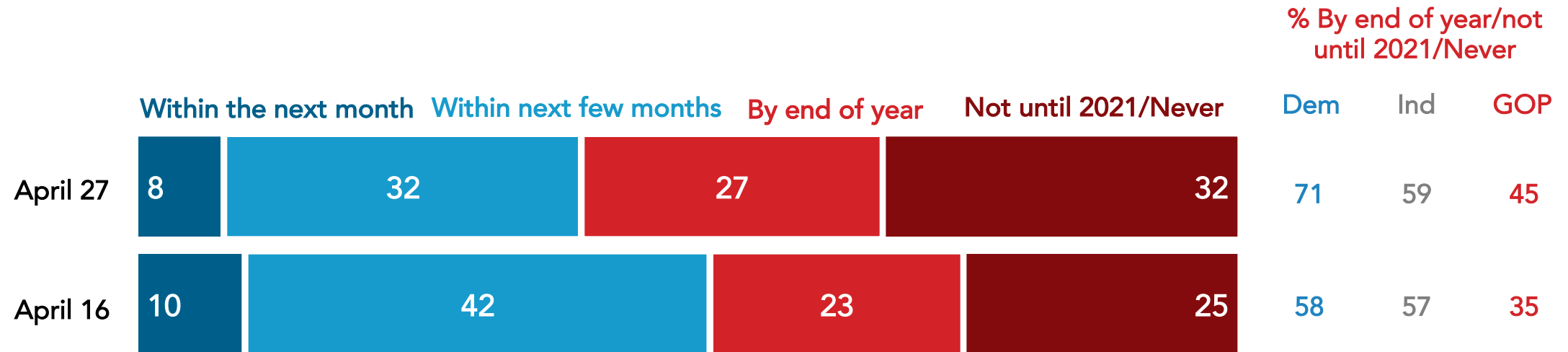**Would you say the coronavirus pandemic in [STATE] is best described as…**

% Perceive Pandemic as a "Major Crisis" For the Country

Legend: ■ A major crisis ■ A major problem, but not a crisis ■ A minor problem ■ Not a problem at all

Region	A major crisis	A major problem, but not a crisis	A minor problem	% Perceive Pandemic as a "Major Crisis" For the Country
Northeast	73	21	6	80
South	51	44	5	77
Midwest	49	43	7	73
West	46	43	9	75

Nationwide survey of 1,031 registered voters; April 22-27, 2020.
For more info, visit navigatorresearch.org

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More Say "Return To Normal" Will Take Longer

Fewer Americans now say that a "return to normal" is within a month or few months' reach, with more saying that it will take until the end of the year or beyond for things to go back to normal in the United States.
- Nearly half of Republicans (45%) now say that a return to normalcy won't happen until at least the end of the year.

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?
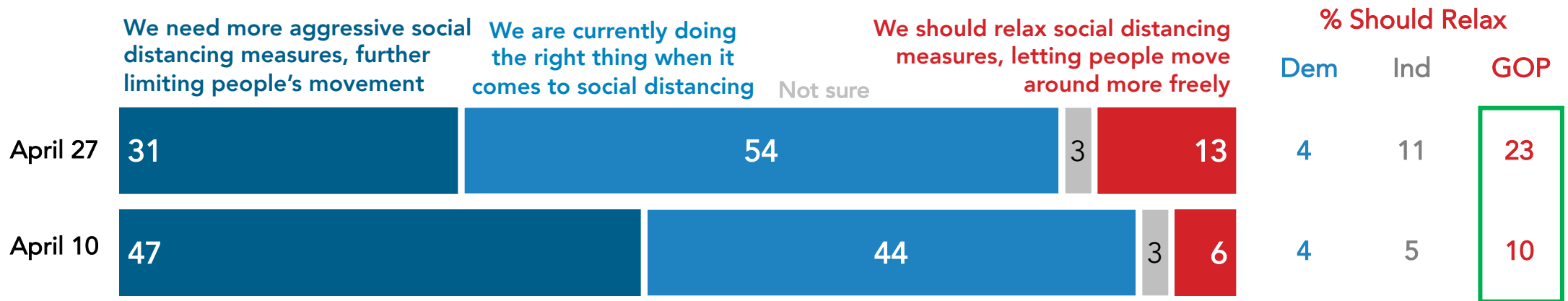

	Within the next month	Within next few months	By end of year	Not until 2021/Never	% By end of year/not until 2021/Never		
					Dem	Ind	GOP
April 27	8	32	27	32	71	59	45
April 16	10	42	23	25	58	57	35

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Few Americans Support Undoing Social Distancing

Despite coverage of protests against stay-at-home orders, the public continues to believe that we are currently doing the right thing or need more aggressive social distancing policies.

- Nearly all of the increase in relaxing distancing comes from Republicans, but even still, only one-in-four (23%) Republicans supports doing that.

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

We need more aggressive social distancing measures, further limiting people's movement

We are currently doing the right thing when it comes to social distancing

Not sure

We should relax social distancing measures, letting people move around more freely

					% Should Relax		
					Dem	Ind	GOP
April 27	31	54	3	13	4	11	23
April 10	47	44	3	6	4	5	10

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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 1,031 registered voters conducted April 22-27, 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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