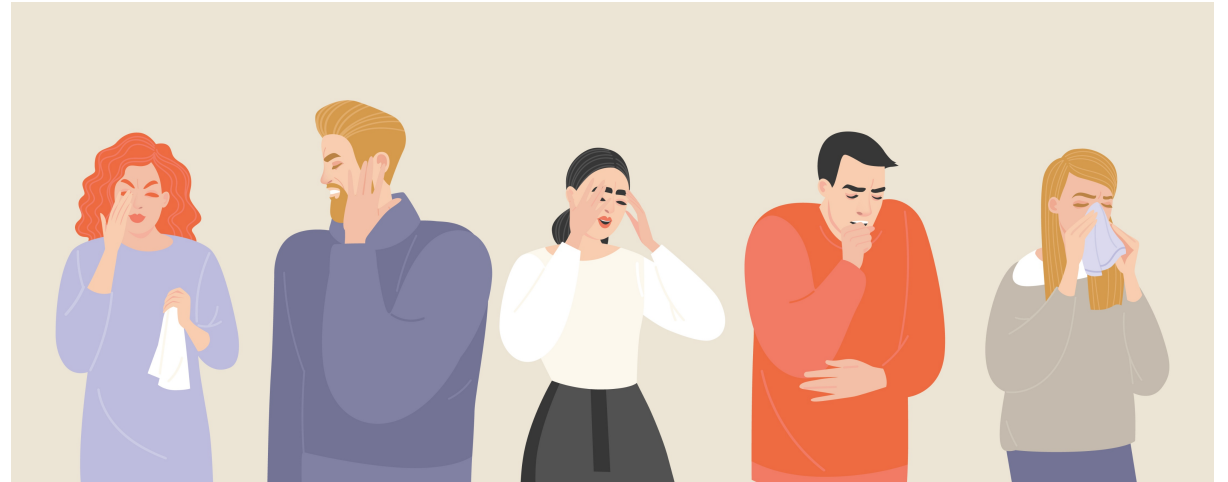


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Deep Dive on Older Americans
(Age 55+)

Communicating in
Crisis: Coronavirus



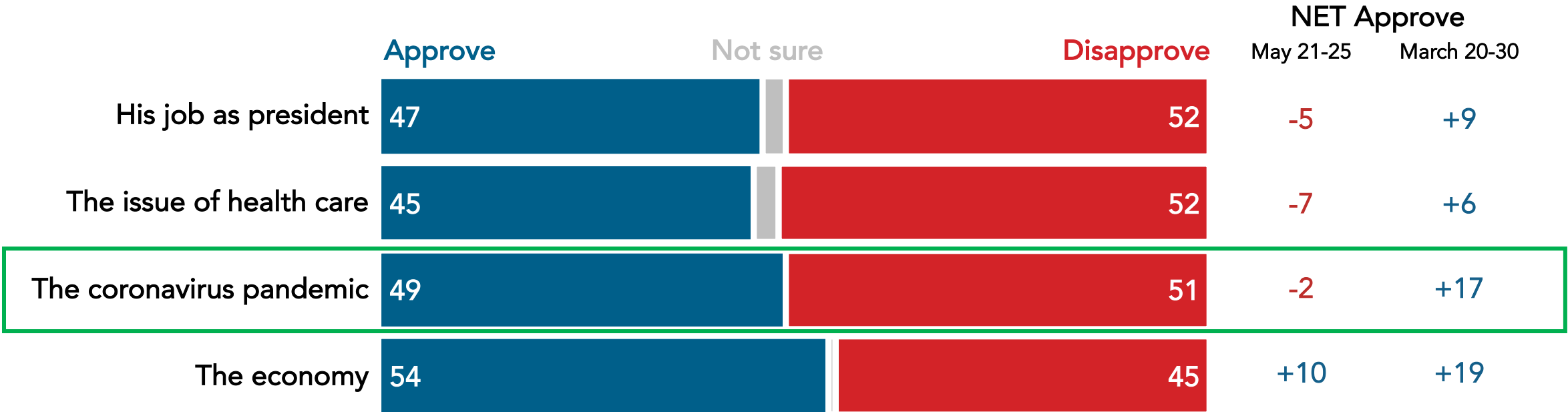
Key takeaways:

- Trump's approval ratings have declined significantly since the start of the pandemic, with older Americans increasingly saying Trump's response is neither "serious" nor "presidential."
- Older Americans are more worried about their personal health than economic concerns and support the continuation or expansion of current social distancing measures.
- Americans over 55 have conflicting views on Trump's handling of the economy, and there is significant opportunity for progressives to advance their economic argument.

Trump's Approval Ratings Have Slipped On All Metrics Among Older Americans

While Trump's ratings overall and on a variety of issues have all eroded since March, his handling of the pandemic has seen the largest net negative shift (19 points).

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

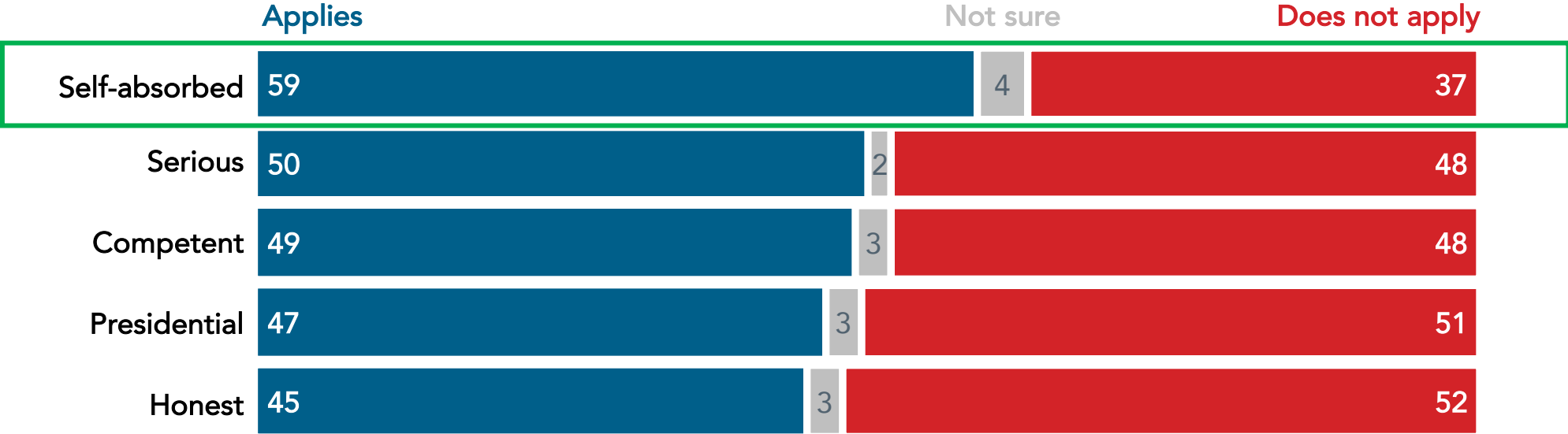


Nationwide surveys of registered voters; Each aggregated week of data represents approximately 1,700 interviews.
 Latest wave conducted May 21-25, 2020.
 For more info, visit navigatorresearch.org

Older Americans Characterize Trump as “Self-absorbed,” But Not “Serious” and Not “Presidential”

- “Self-absorbed” is the word older Americans say applies most to Trump’s response to the pandemic.
- The percentage who characterize Trump as “serious” has declined significantly since the first week of tracking (60% to 37%).
- 47% of Americans 55+ describe Trump’s response as Presidential, a drop from 54% in our first week of tracking.

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



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Concern About Downplaying, Blaming Others, and Ignoring Experts Has Increased

Trump’s failure to take early action and his downplaying of the threat are concerning to the majority of older Americans even more so than earlier in our tracking.

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

	% Very or Somewhat Serious Concerns	
	Overall	Change Since 3/30
Donald Trump downplayed the threat of the coronavirus early on , letting it get worse when we should have been preparing	56	+4
Donald Trump is too often blaming others and tweeting insults instead of taking responsibility for his own handling of the situation	55	+5
Donald Trump has too often made decisions that have ignored or overruled the advice of health and medical experts	55	+6
Donald Trump continues to downplay the health risks of coronavirus , pushing too aggressively to reopen the country even though that would put more lives at risk	54	n/a
Donald Trump is obsessed with his own image and has to make himself the center of attention rather than doing what is best to protect public health and safety	52	+4

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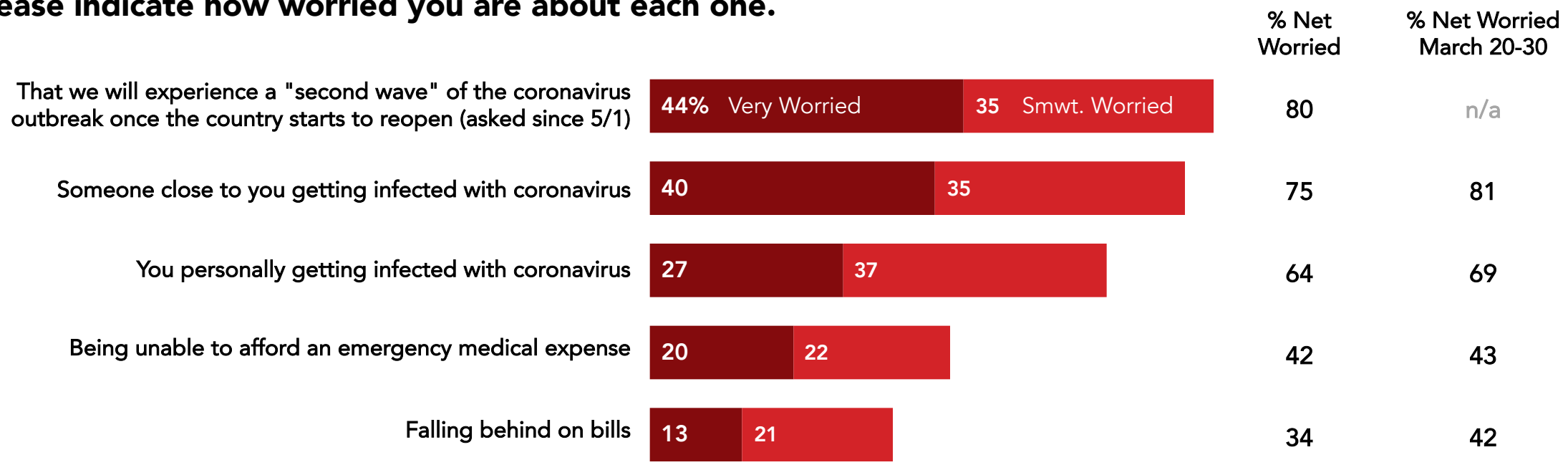


Health Concerns Top Financial Concerns for Older Americans

Concerns about a "second wave," and getting sick are more common than concerns about finances.

- Americans 55+ are just as concerned as other groups about sick, but far less concerned about their finances.
- In a separate question, four in five older Americans say they're worried more about their family's health and well-being than about their family's financial situation.

Below are some things some people might be worried about in light of the coronavirus pandemic. Please indicate how worried you are about each one.



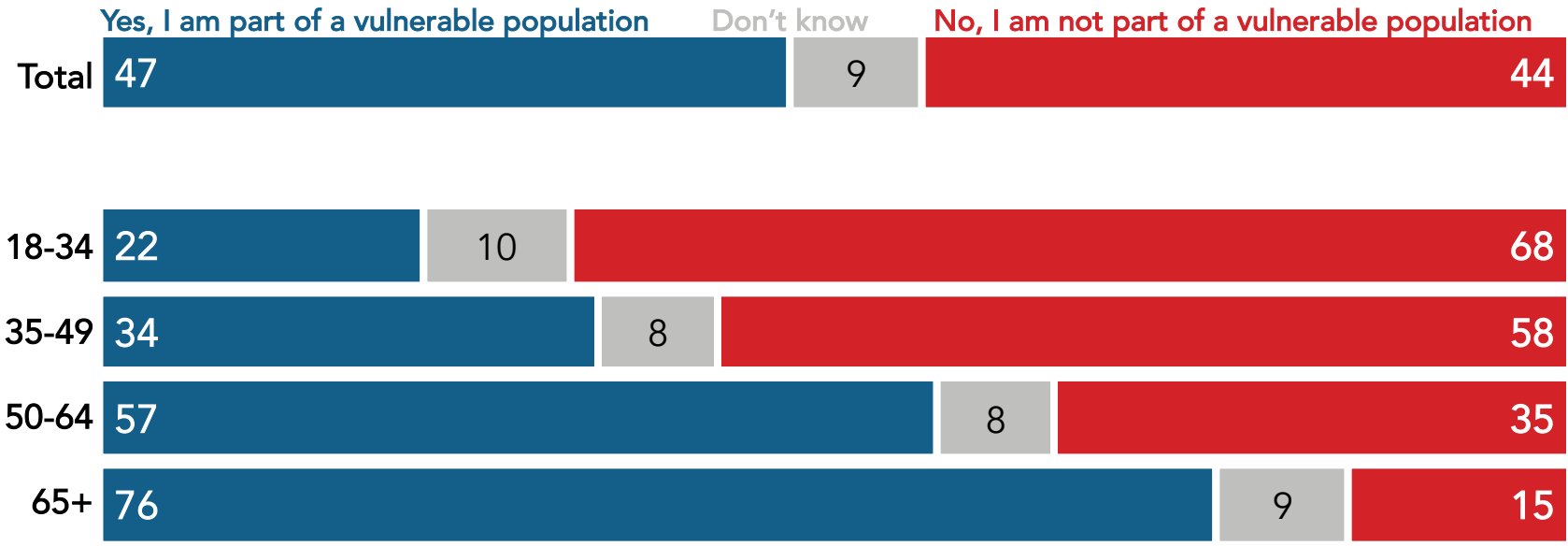
Nationwide surveys of registered voters; Each aggregated week of data represents approximately 1,700 interviews. Latest wave conducted May 21-25, 2020. For more info, visit navigatorresearch.org



Strong Correlation Between Age and Perceived Vulnerability

Nearly half of Americans consider themselves vulnerable to the virus, and the older someone is, the more likely they are to self-identify as being “vulnerable” to coronavirus.

As you may know, certain groups of people are considered "vulnerable" to coronavirus and have a higher risk of complications, or even death, if they get sick from coronavirus. Do you consider yourself to be in that vulnerable, high-risk population for coronavirus?



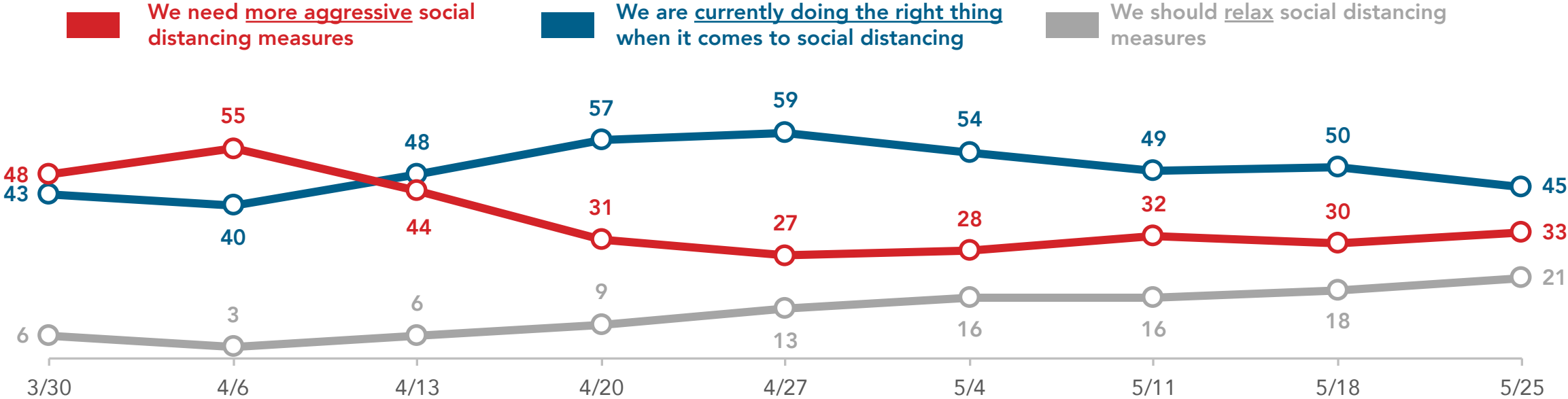
Nationwide survey of 1,012 registered voters; May 21-May 25, 2020. For more info, visit navigatorresearch.org

Few Older Americans Believe We Should Relax Social Distancing & Say Measures Are Currently About Right or Need to Be More Aggressive

Nearly four out of five older Americans over the age of 55 continue to support either maintaining current social distancing practices (45%) or enacting more aggressive measures (33%).

- Support for relaxing social distancing trending upward, but at a very slow pace thus far.

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



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Older Americans Are Decidedly “Pro-Mask”

Americans over the age of 65 are the most likely to be pro-mask, though a gender divide exists across all age groups.

There are differing opinions on whether or not people should be wearing masks right now when they are in public, but if you had to choose, would you say that you are generally pro-mask or anti-mask?



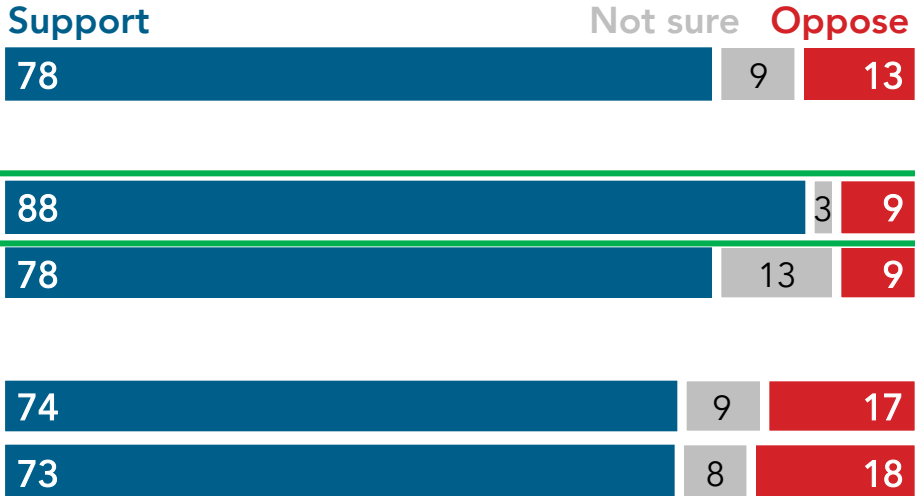
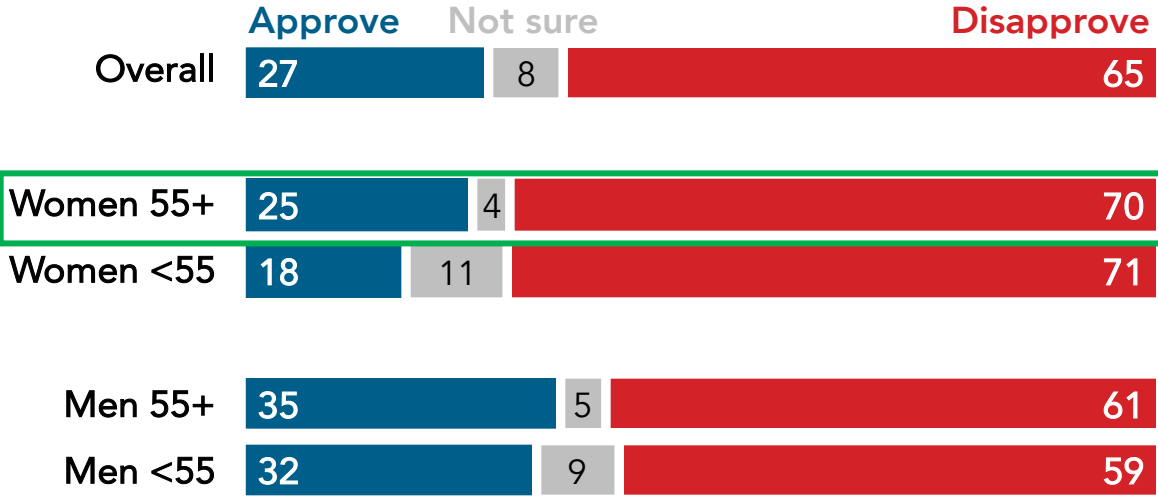
Nationwide survey of 1,012 registered voters; May 21-May 25, 2020. For more info, visit navigatorresearch.org

Majorities Disapprove of Trump Not Wearing Mask and Say Elected Officials Should be Required To Wear Them

Women over the age of 55 are especially likely to support requiring elected officials to wear masks when in government buildings.

Do you approve or disapprove of Donald Trump's decision NOT to wear a face mask while in public?

Do you support or oppose requiring elected officials to wear masks when in government buildings including in Congress and in state capitols around the country?

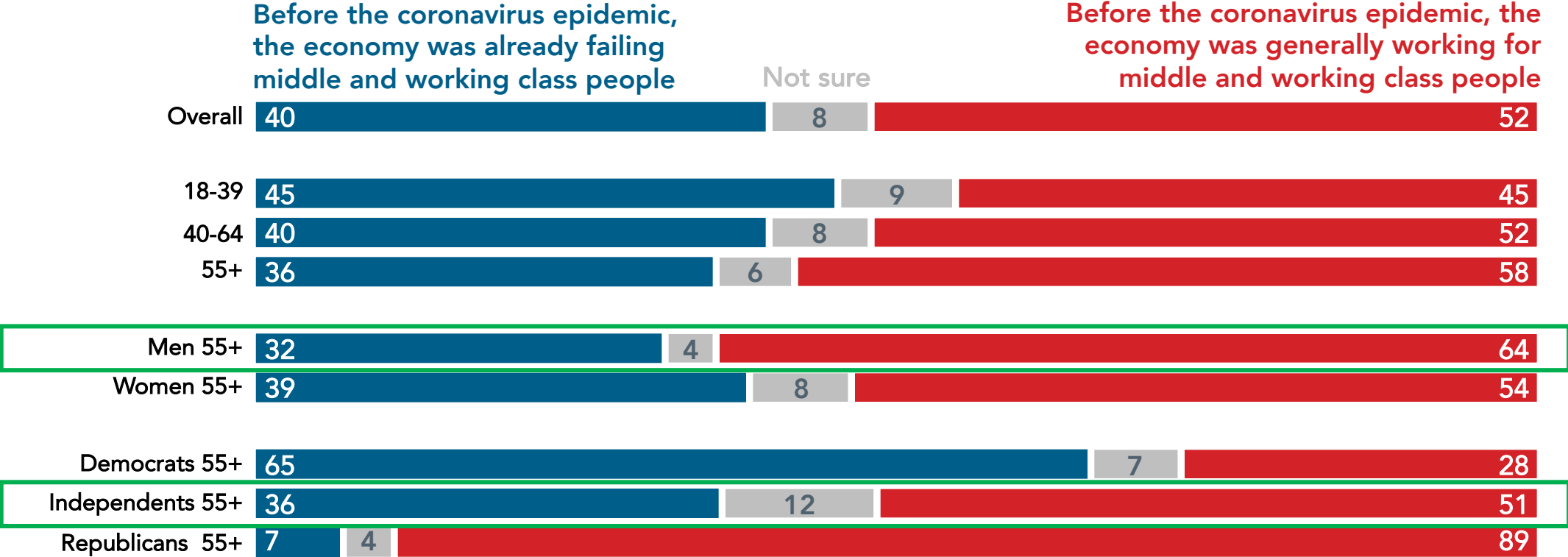


Nationwide survey of 1,012 registered voters; May 21-May 25, 2020. For more info, visit navigatorresearch.org

Some Nostalgia Exists for Pre-Crisis Economy...

Older Americans are most likely to believe that the economy was generally working fine before the coronavirus pandemic, particularly older men.

Which of the following comes closest to your opinion?



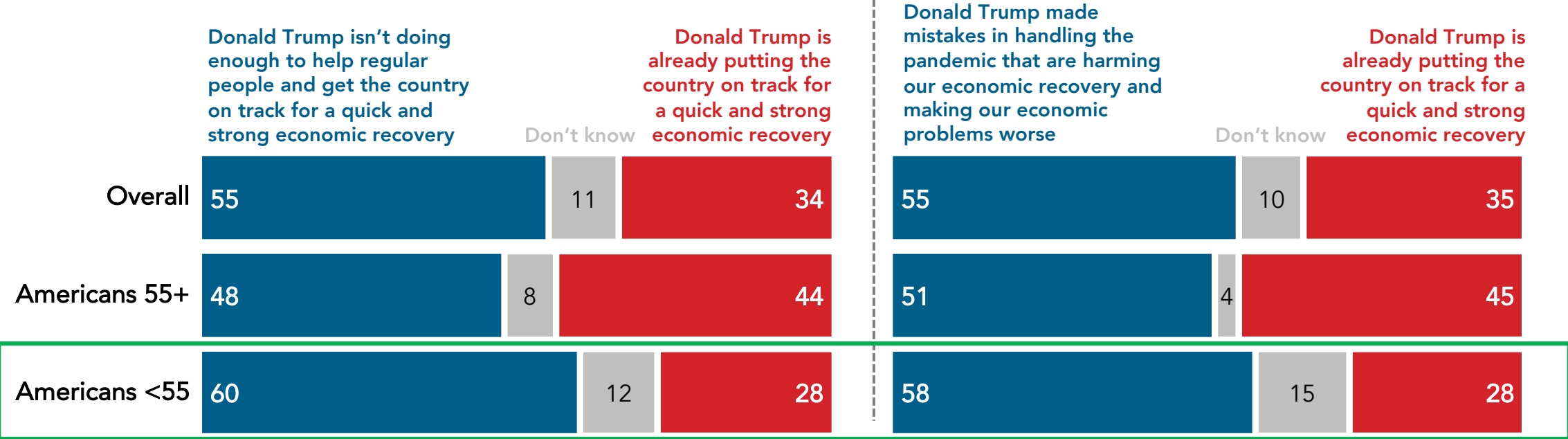
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...But Older Americans Also Agree Trump Isn't Doing Enough to Help Regular People & Made Economic Mistakes

Three in five older Americans believe Trump is not doing enough to help regular people and get the country back on track, and that his early mistakes made our economic problems worse than they needed to be.

Thinking about Donald Trump's actions and policies on the economy during the coronavirus crisis, which of the following do you agree with more?

Thinking about Donald Trump's actions and policies on the economy during the coronavirus crisis, which of the following do you agree with more?



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Trump Has Some Credibility on Case to Rebuild Economy, But Progressives Have Stronger Economic Argument

The progressive argument that workers and everyday people – not the wealthy and well-connected – are the key to a strong economy has significantly broader appeal among older Americans, and in particular older women.

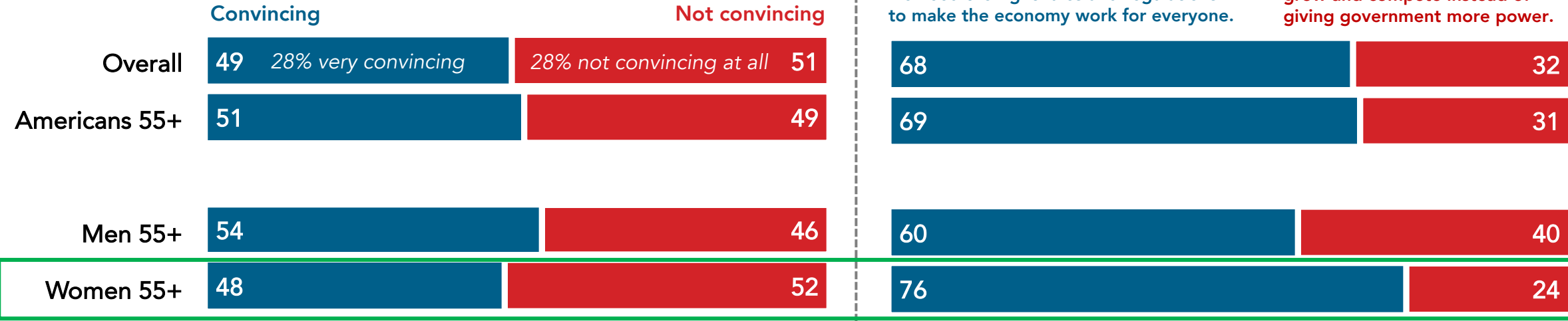
How convincing a reason is this to believe that Trump and his administration are best to handle the country's economic recovery?

Donald Trump says that his administration led the economy to add more than 4 million jobs, had wages that grew at the fastest pace in nearly a decade, and produced a strong, robust labor market. Trump built the greatest economy in the world, and he'll do it a second time.

Even if you don't agree with either side completely, who do you find more convincing.

Workers and everyday people are the key to a strong economy. Our prosperity comes from their hard work and contributions. The wealthy and well-connected will always try to rig the system to their advantage, which is why we need the right rules and regulations to make the economy work for everyone.

The free market is essential to economic opportunity, prosperity, and the American Dream. Government needs to cut as many regulations as possible, and stay out of the way to let businesses grow and compete instead of giving government more power.



Nationwide survey of 1,012 registered voters; May 21-May 25, 2020; Nationwide survey of 1,014 registered voters; May 1- May 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 public opinion surveys between late March and late May 2020, with samples each week of more than 1,000 registered voters. The surveys were 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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