

navigating.* coronavirus

Daily Update:
Thursday, May 7, 2020

MESSAGE UPDATE



Communicating in
Crisis: Coronavirus

Key takeaways:

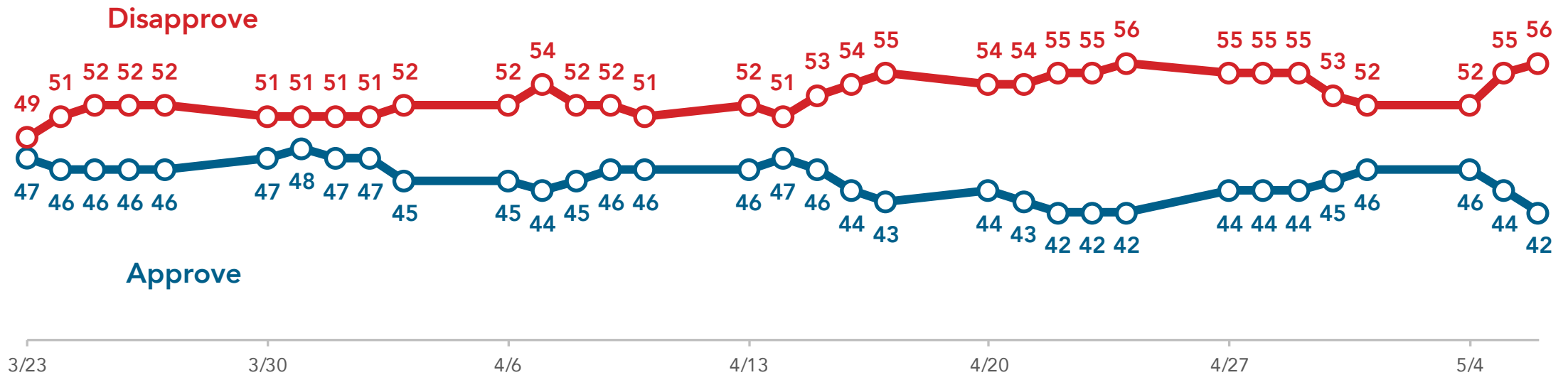
- The possibility of a second wave of the pandemic is now Americans' top worry.
- The public opposes a full reopening of the country, but is more open to a partial reopening of their own community.
- Americans remain concerned by Trump putting lives at risk, downplaying the crisis, and failing to take responsibility.

Trump's Job Approval Rating Back At Lowest

Trump's overall job approval rating has been in the negative by double digits for most of the past three weeks, and today he's back at a low of -14.

- This is largely due to a vast majority of Democrats who disapprove of how Trump is handling his job (91%), and even one in six (16%) Republicans who also disapprove.

Do you approve or disapprove of the way that Donald Trump is handling his job as president?



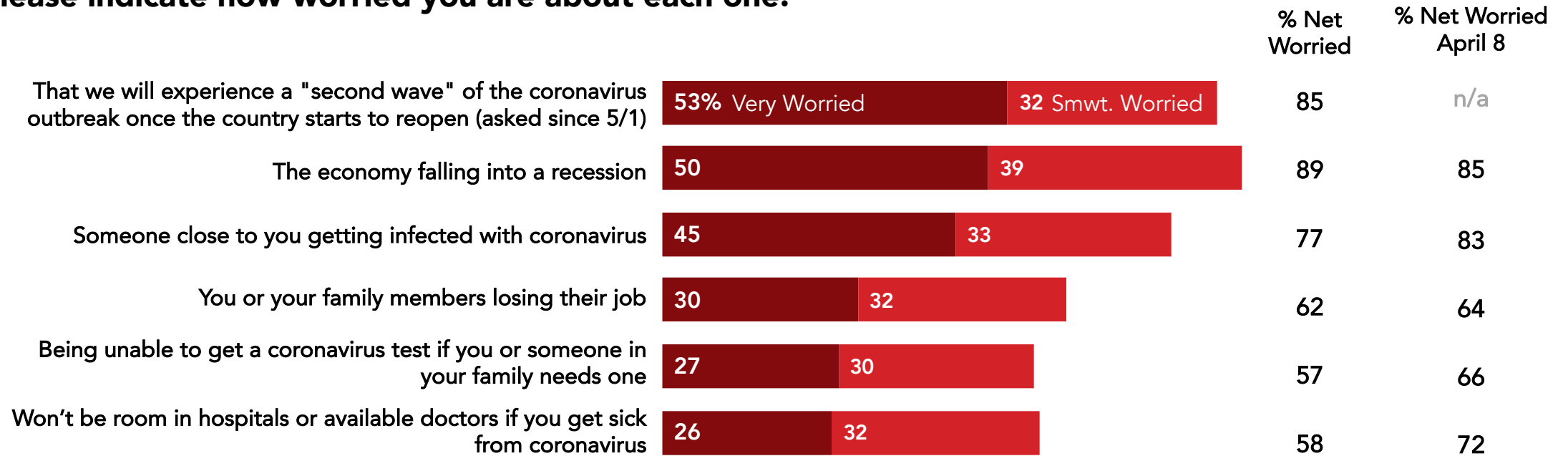
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three days. Latest wave conducted May 1-May 6, 2020. For more info, visit navigatorresearch.org

Possibility of "Second Wave" Now Tops Americans' Worries

A "second wave" now edges out the economy falling into a recession and someone close getting infected among things Americans are very worried about.

- Worries about limited space in hospitals has decreased by 14 points since April 8 (58% worried, down from 72%).

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.



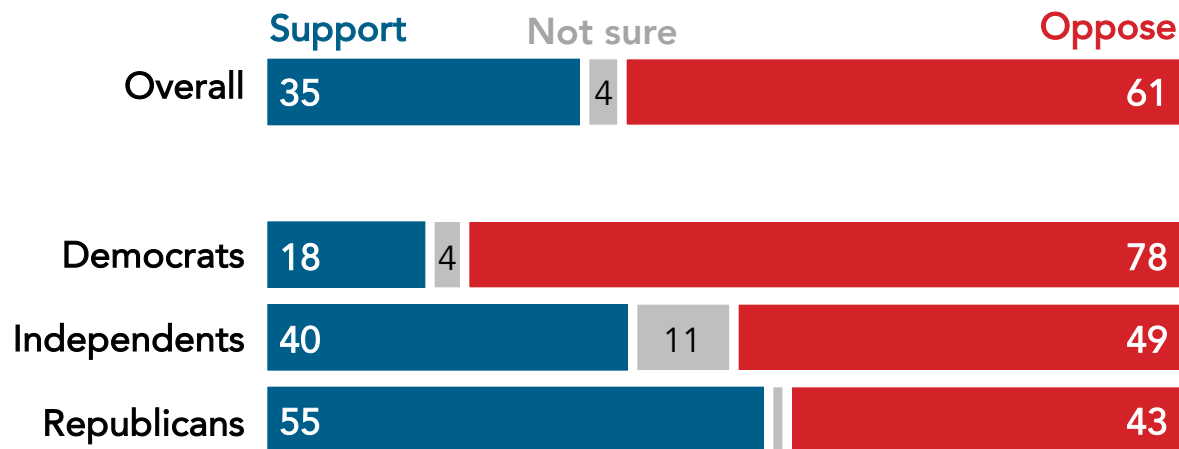
Nationwide survey of 1,014 registered voters; May 1-May 6, 2020.
For more info, visit navigatorresearch.org

Americans Oppose Full, National Reopening; Some Support for Local, Partial Reopening

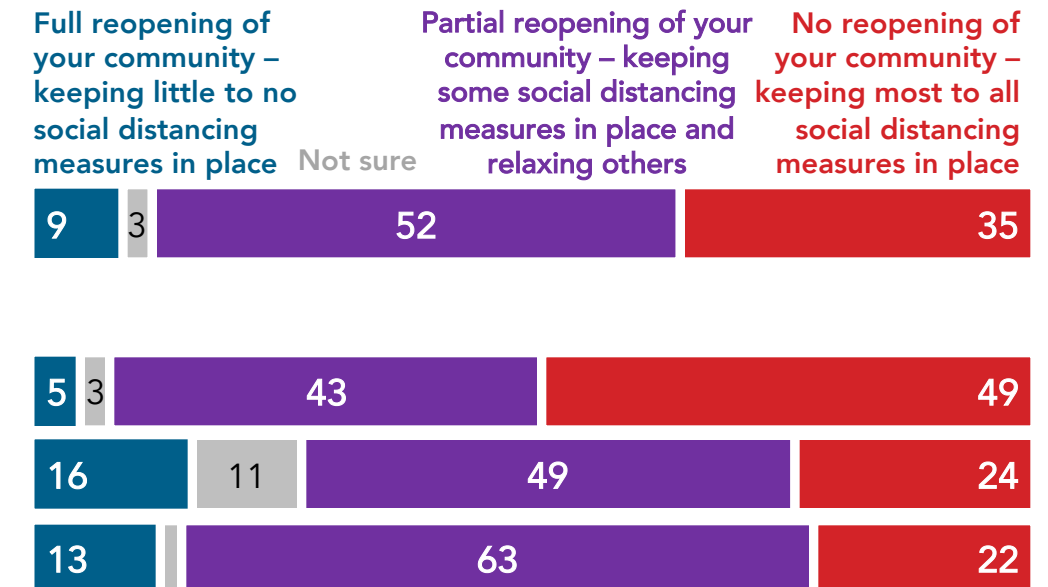
While a majority of Americans oppose a full national reopening, the public is receptive to communities partially reopening.

- Support for reopening the country “in the next few weeks” among independents has increased by 13 points since April 22 (from 27% to 40%), though support for “full reopening” among independents is still at only 16%.

Some people are saying that we should declare the country open in the next few weeks. Do you support or oppose reopening the country soon?



Which of the following do you support right now?



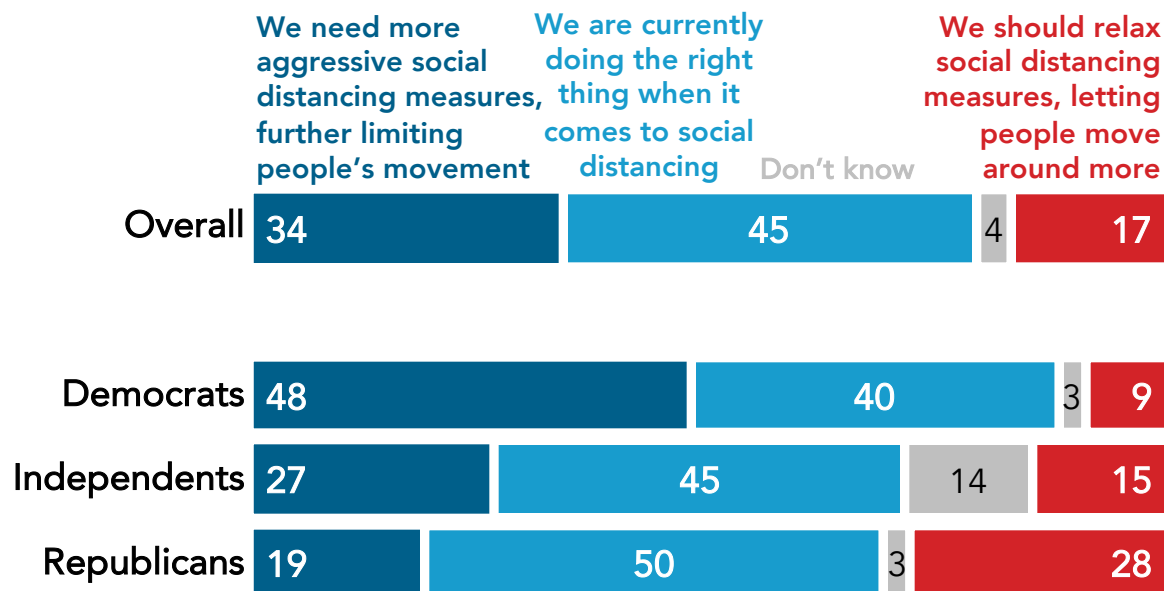
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No Buyers' Remorse on Social Distancing

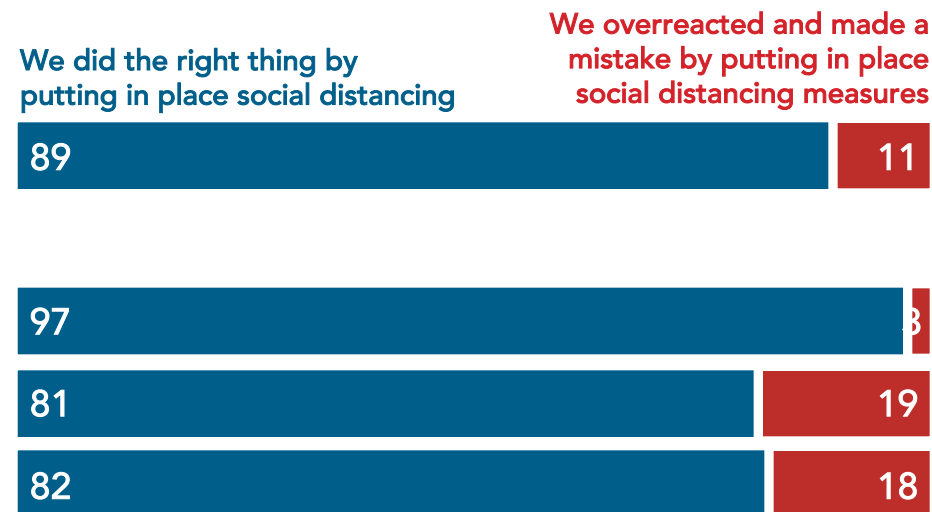
The vast majority of Americans continue to support either expanding or maintaining current social distancing measures and think that we did the right thing by enacting social distancing the past few months.

- Even the vast majority of Republicans (82%) and 2016 Trump voters (84%) think that we did the right thing by enacting social distancing.

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



Which of the following do you agree with more about social distancing measures that were put in place in many places during the first few months of the coronavirus pandemic?



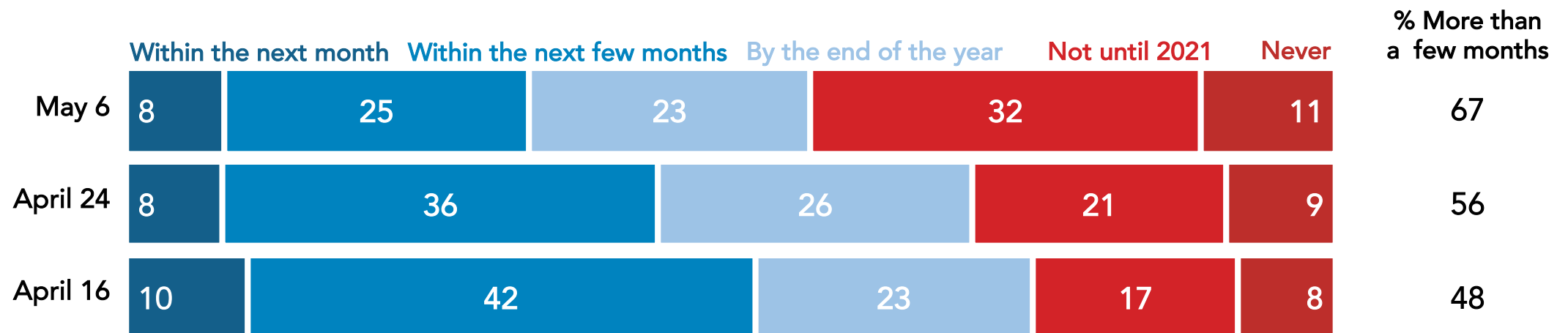
"2016 Trump Voters" self-report having voted for Donald Trump in the 2016 election. Nationwide survey of 1,014 registered voters; May 1-May 6, 2020. For more info, visit navigatorresearch.org

More Americans See Longer Road to Normal

A growing majority believe that it will take more than the next few months for life in the United States to return to normal.

- The percentage of Americans who believe it will take more than a few months to “return to normal” has grown by 19 points since April 16 (from 48% to 67%).
- Only one in ten Republicans (10%) 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?



Trump Downplaying & Ignoring Experts Remain Key Concerns...

When presented with a series of criticisms about Trump’s handling of the coronavirus pandemic, respondents rate early downplaying and ignoring experts as most serious.

- “Very” or “somewhat” serious concern about early downplaying grew 7 points from March 23 (55% to 62%).

| Please indicate whether each raises concerns about Trump’s handling of the issue. | % Serious Concerns | | | |
|--|--------------------|-------|----------------|-------|
| | Overall | | Mixed on Trump | |
| | Very | Total | Very | Total |
| Donald Trump downplayed the threat of the coronavirus early on , letting it get worse when we should have been preparing | 49 | 62 | 50 | 76 |
| Donald Trump has too often made decisions that have ignored or overruled the advice of health and medical experts | 48 | 60 | 50 | 72 |
| 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 | 48 | 59 | 48 | 68 |
| Donald Trump is too often blaming others and tweeting insults instead of taking responsibility for his own handling of the situation | 46 | 60 | 43 | 65 |
| 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 | 46 | 58 | 43 | 65 |

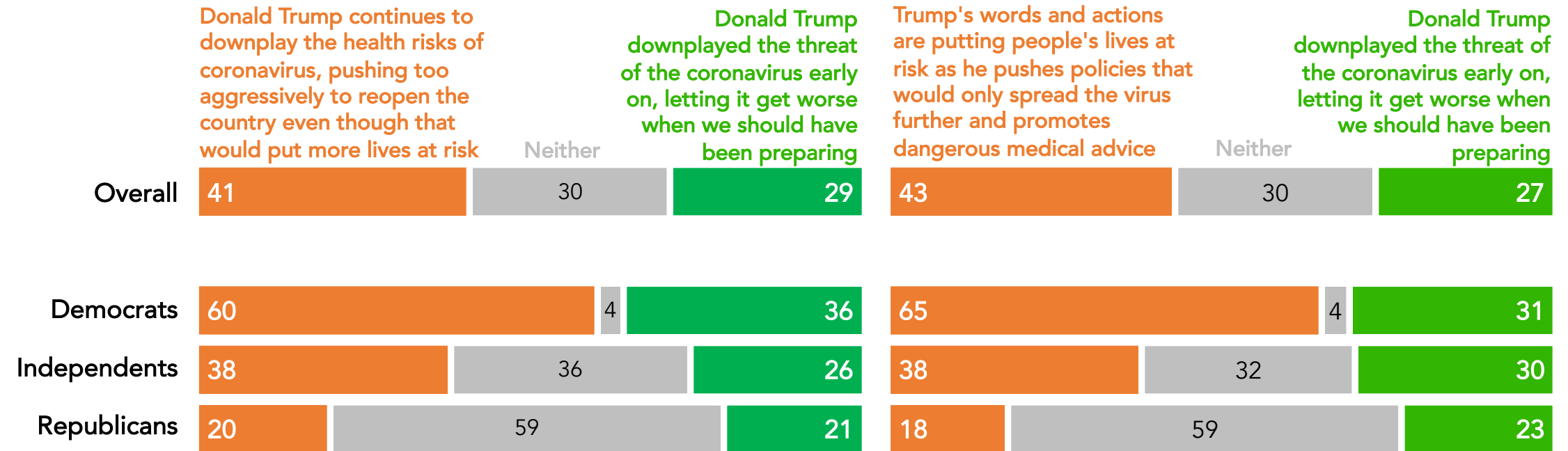
“Mixed on Trump” refers to Americans that don’t always approve or don’t always disapprove of Trump’s overall job performance, his handling of the economy, his handling the coronavirus pandemic, and his handling of health care. Nationwide survey of 1,014 registered voters; May 1- May 6, 2020. For more info, visit navigatorresearch.org

...But What Trump's Doing Now to Put Lives at Risk Most Salient

While Trump's initial downplaying of the crisis continues to concern the public, so do his current actions that put Americans' lives at risks.

- A plurality of independents (38%) are more concerned by Trump's present downplaying of coronavirus than by his early downplaying, and the same share are more concerned by his words and actions that are putting lives at risk than his early downplaying.

Which of the following criticisms of President Trump around issues of coronavirus concerns you more?



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Americans Don't Buy Trump Response Success Story

In a forced choice question, the majority of Americans agree more that Trump's response to the pandemic has been anything but a success.

- Nearly a third of Republicans (28%) even agree that Trump's response to coronavirus has not been successful.

Who do you agree with more?

Those who say the Trump administration downplayed the threat of the coronavirus, ignored the experts, and failed to respond. And as more Americans have died from the virus than in the Vietnam War, it's clear Trump's response to the coronavirus pandemic has been anything but a success.

Those who say that Donald Trump's response to the coronavirus pandemic has been successful, with Trump's son-in-law, Jared Kushner, saying it has been "a great success story" and Trump himself calling the response "spectacular."



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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 1,014 registered voters conducted May 1-May 6, 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.

For Press inquiries contact:

press@navigatorresearch.org

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Navigator:

<http://navigatorresearch.org>

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