

# navigating.\* coronavirus

Daily Update:  
Friday, May 8, 2020

MESSAGE UPDATE



Communicating in  
Crisis: Coronavirus

## Key takeaways:

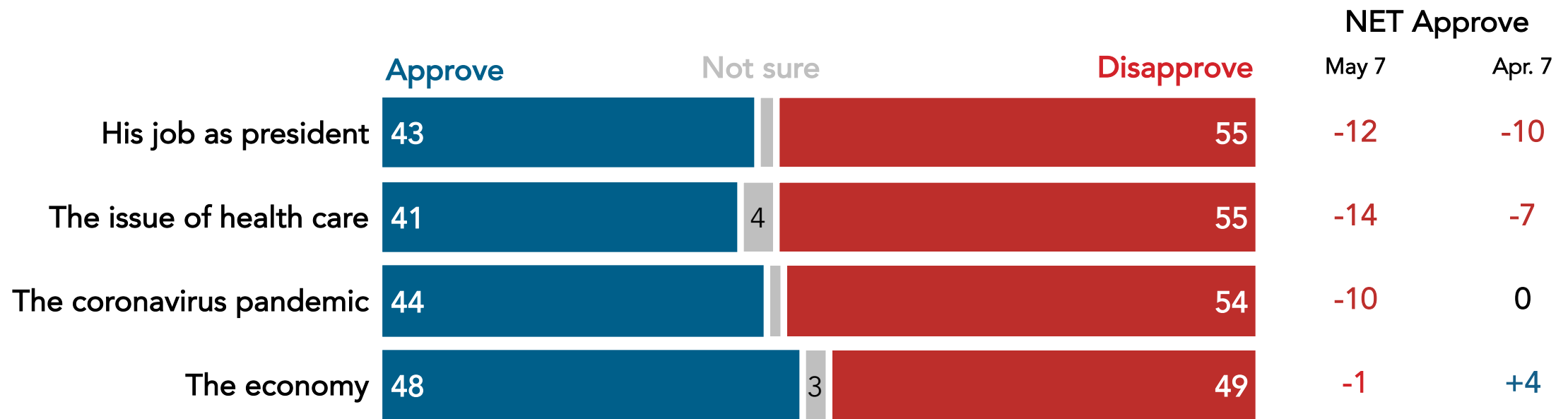
- As Trump's economic approval softens, concern about the job market outweighs optimism about a stock market recovery.
- Americans prioritize helping those in need and are far less concerned about government spending and budget deficits.
- Top concerns about Trump's economic response to coronavirus focus on stimulus money going to big corporations and not helping regular people who are in need.

# Trump's Approval Ratings Continue to Slide

Trump's approval ratings on four metrics related to the coronavirus pandemic continue to drop.

- Among independents, Trump's at -16 on his overall job approval (37% approve/53% disapprove), -17 on health care (35% approve/52% disapprove), -11 on handling the pandemic (42% approve/53% disapprove), and +1 on the economy (46% approve/45 % disapprove).

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



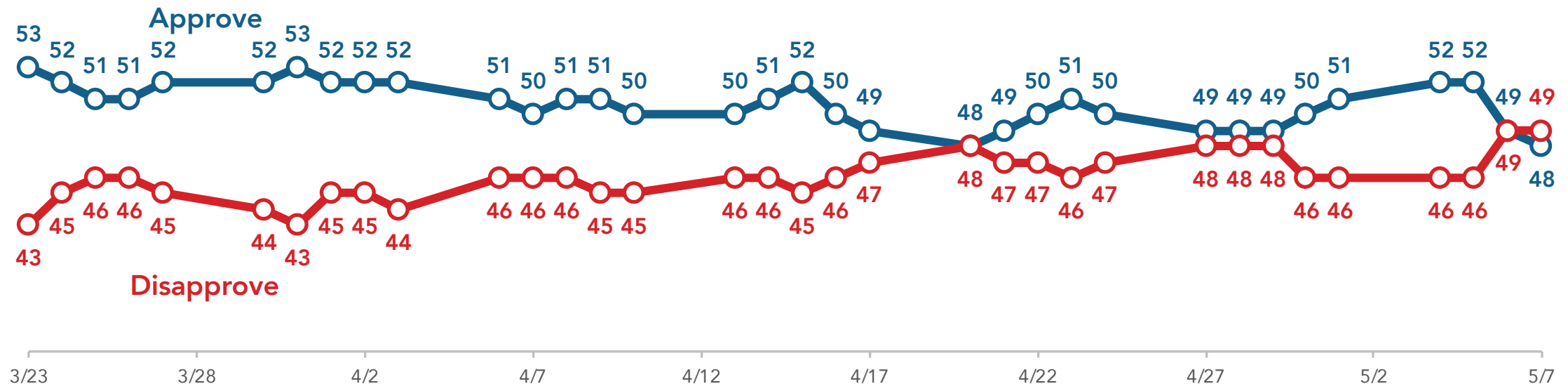
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three days. Latest wave conducted May 4-May 7, 2020. For more info, visit [navigatorresearch.org](https://navigatorresearch.org)

# Trump's Economic Approval Hits New Low in Daily Tracking

Trump's approval rating on handling the economy is negative for the first time in our daily tracking.

- More Americans now disapprove of how Trump is handling the economy (49%) than approve (48%), a net change of 11 points since March 23<sup>rd</sup> (53% approve/43% disapprove).
- In January and February, Trump's approval rating on the economy was +2 (49% approve/47% disapprove). In early March, prior to our daily tracking, it was at -3 (46% approve/49% disapprove).

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



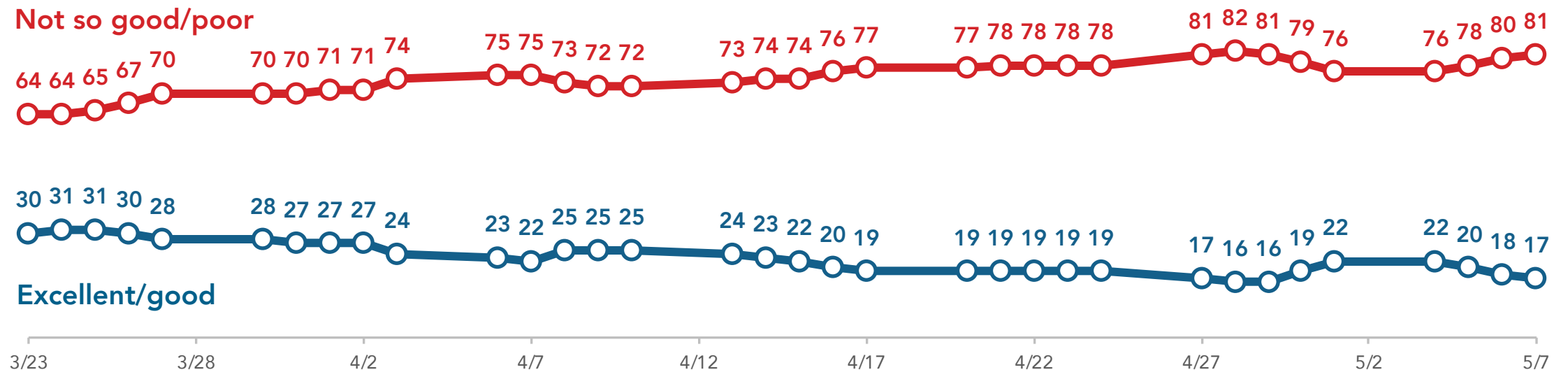
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# Vast Majority Rate Economy Negatively

Four in five Americans now rate the economy as “not so good” or “poor.”

- Ratings of the economy as “not so good” or “poor” first surpassed 80% on April 27 and have done so several times since.
- More than seven in 10 Republicans (71%) rate the economy as “not so good” or “poor.”

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



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# Job Loss Concerns Outweigh Stock Market Gains

A majority of Americans – including a majority of Republicans – do not feel like the economy is working well right now due to record high unemployment and many struggling.

- In a separate question, 71% of Americans rate the stock market as “not so good” or “poor” as opposed to only 21% who rate it as “excellent” or “good.”

**Who do you agree with more about the state of the economy right now?**

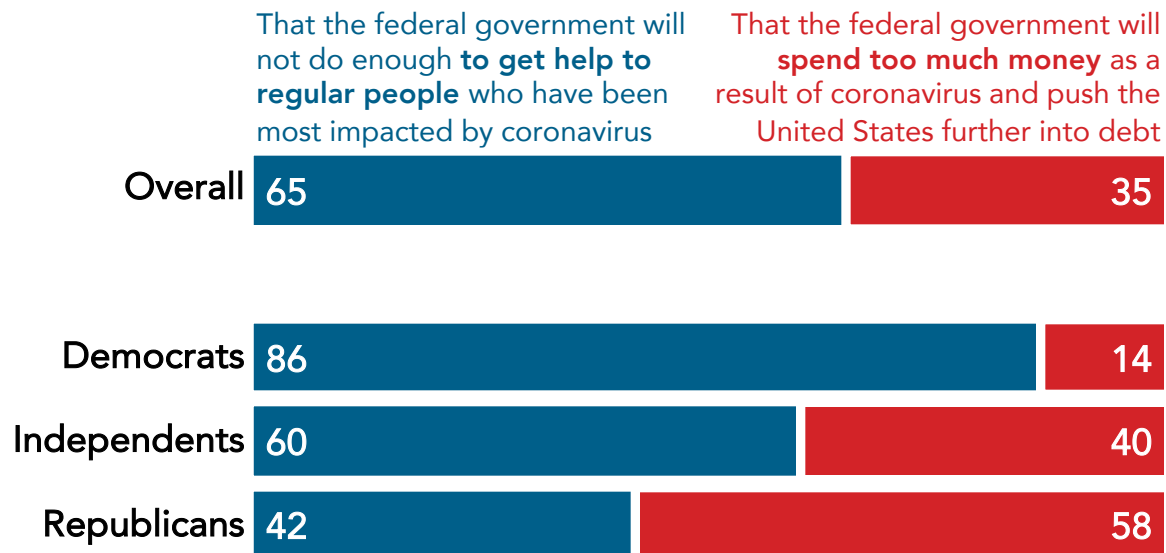


# Americans Want An Active Role From Government

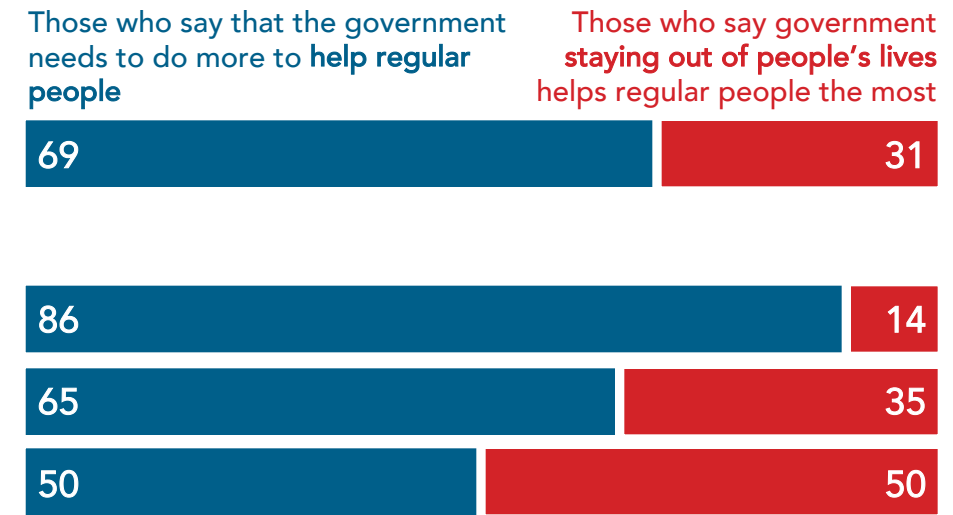
The vast majority of Americans agree the government needs to do more to help regular people and are more concerned the government will not do enough to help regular people, rather than spend too much money.

- Even two in five (42%) Republicans are more concerned that the federal government will not do enough to help regular people than that it will spend too much money because of the pandemic.

## Which of the following concerns you more right now?



## Even if you don't agree with either side completely, who do you agree with more right now?



Nationwide survey of 1,014 registered voters; May 1-May 6, 2020.  
For more info, visit [navigatortresearch.org](https://navigatortresearch.org)

# The Pandemic Has Shifted Economic Worldview

The share of Americans who say workers and everyday people are key to a strong economy over a free market and limited regulations has grown by a net 12 points since May 2019.

Who do you agree with more about the state of the economy right now?

Those who say 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.

Those who say 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.

May 2019

Workers Market



Nationwide survey of 1,014 registered voters; May 1-May 6, 2020.  
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# Concern Relief Going To Wealthy, Not Those Who Need it Most

When presented with a series of criticisms about Trump's economic response to coronavirus, Americans say they are most concerned about stimulus money benefiting the wealthy and being withheld from people in need.

Please indicate whether each raises concerns about Trump's handling of the economic response to coronavirus.

The coronavirus small business stimulus money is actually going to big corporations that don't need it. Large companies like Ruth's Chris Steak House, a luxury Texas hotel chain, Wall Street hedge funds, and the Los Angeles Lakers basketball team have received millions of dollars through the loan program. While big corporations that don't need the money are getting these small business loans, mom-and-pop shops and local restaurants have been unable to get the funds needed to avoid going out of business.

% Serious Concerns			
Overall		Mixed on Trump	
Very	Total	Very	Total
53	73	56	84

Please select the statement that was the most concerning to you.

% Top Two

Mixed on Trump

The small business stimulus money is being withheld from the people that need it the most	43%	53
The coronavirus small business stimulus money is actually going to big corporations that don't need it	35	39
The Trump administration's rollout of the small business stimulus program has been incompetent and mismanaged	29	30
The Trump administration is using the coronavirus pandemic as an excuse to hand out money to rich CEOs and corporate executives	24	30
The Trump administration has used the coronavirus relief bill to hand out special perks to campaign donors	22	20

"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 [navigatortresearch.org](https://navigatortresearch.org)

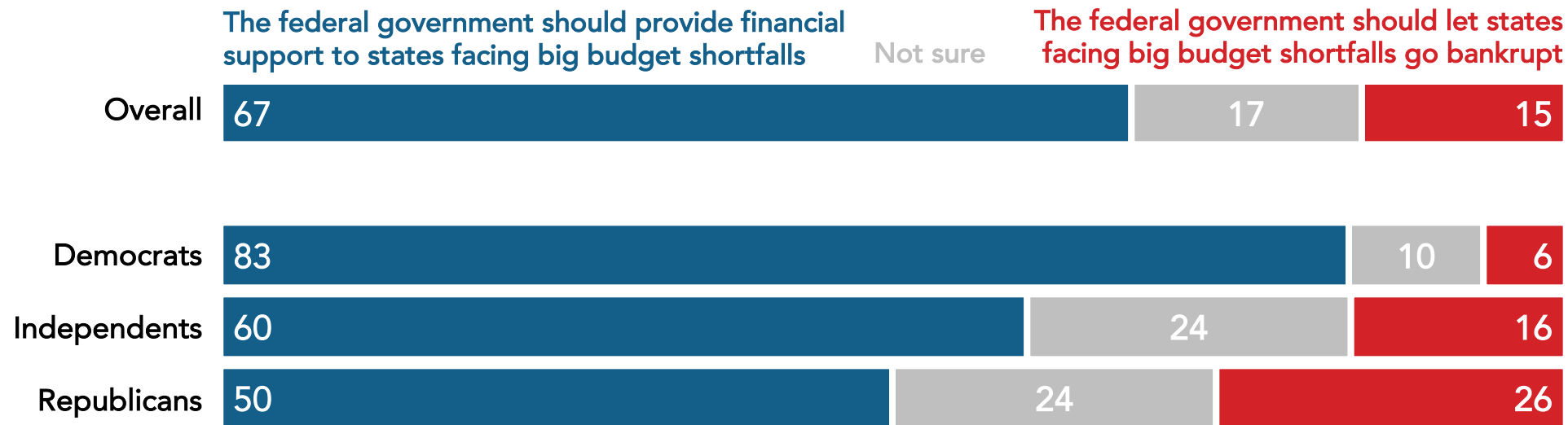
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# Vast Majority Oppose Letting States Go Bankrupt

A majority of Americans, including half of Republicans, believe that the federal government should not let states go bankrupt and should provide financial support.

- Likewise, the majority of Americans (57%) have more trust in their state and local government to handle the coronavirus pandemic than President Trump and the federal government.

**Who do you agree with more about the federal government's role in supporting state governments that are facing big budget shortfalls as a result of the coronavirus pandemic?**



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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 1,010 registered voters conducted May 4-May 7, 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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