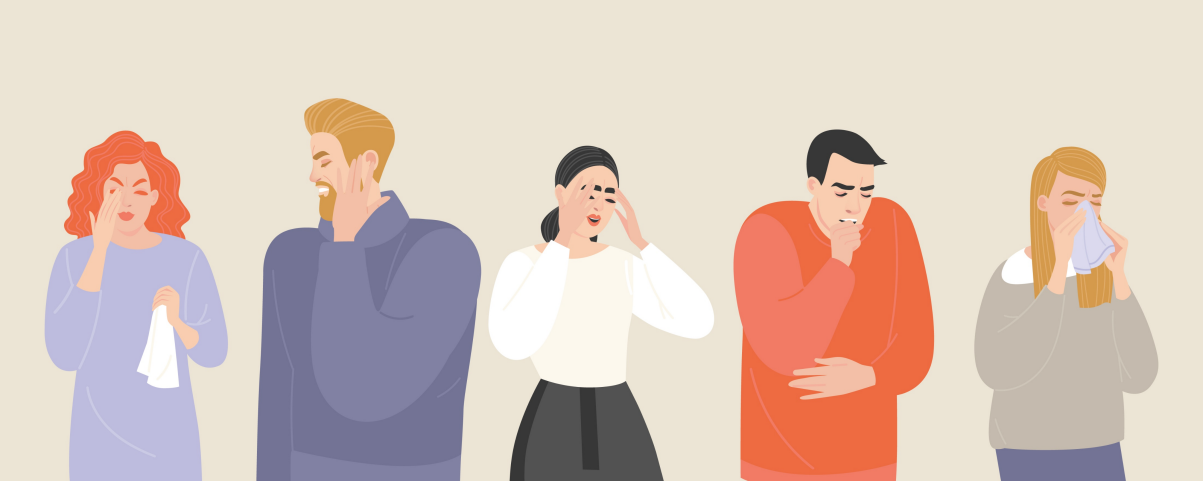
navigating* coronavirus

Daily Update:
Wednesday, May 13, 2020



Communicating in Crisis: Coronavirus

GSG GLOBAL STRATEGY GROUP navigator* GBAO

Key takeaways:

- Over the past two months, Trump's approval rating on handling the coronavirus pandemic has declined the most among independents and older Americans.
- For the first time, a plurality of Americans say the U.S. economy is already in a recession.
- Coronavirus continues to impact communities in significant ways, and nearly 1 in 6 urban residents now know someone who has died from it.

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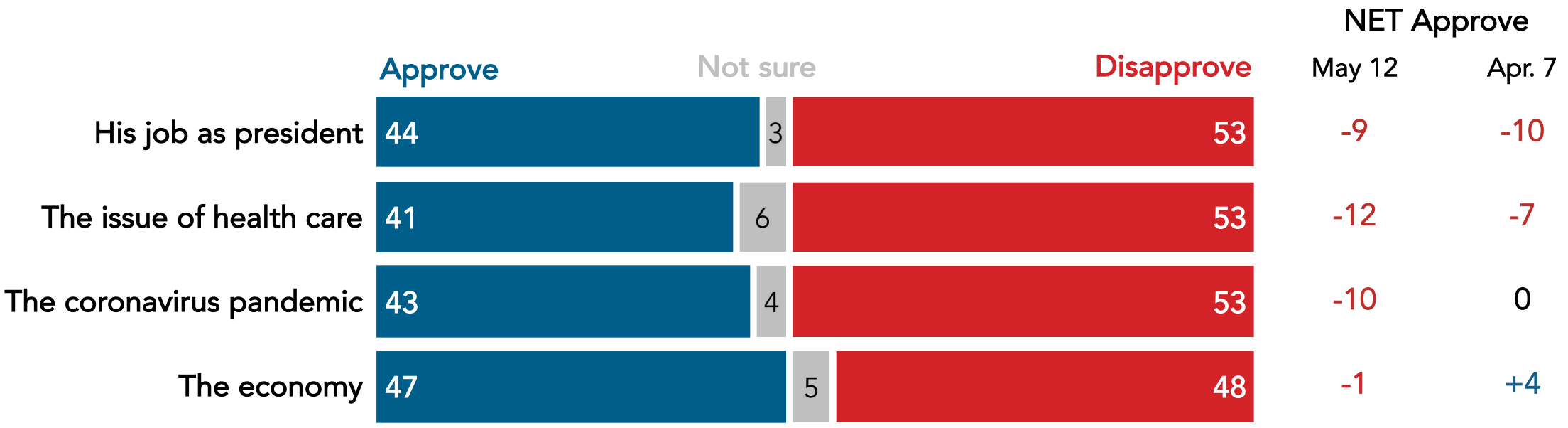
Trump's Approval Ratings Remain Underwater

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), -33 on health care (24% approve/57% disapprove), -32 on handling the pandemic (28% approve/60% disapprove), and -1 on the economy (42% approve/43% 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 7-May 12, 2020. For more info, visit navigatorresearch.org

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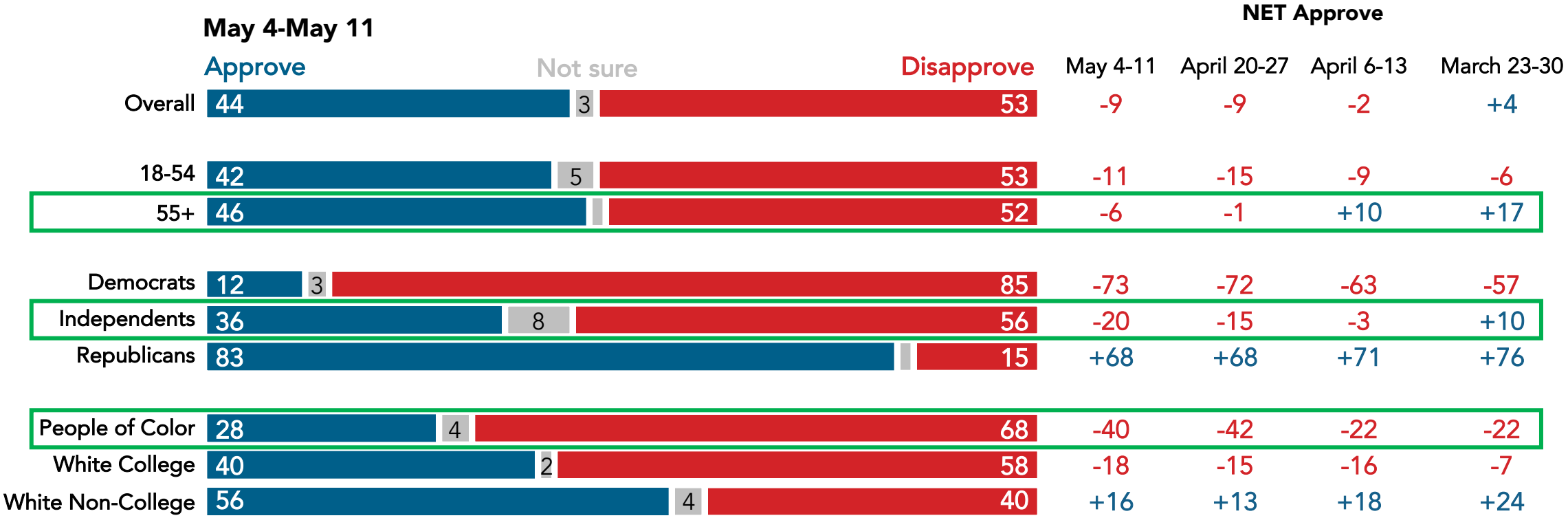
Biggest Approval Declines Among Independents, Older Americans, and People of Color

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

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



Nationwide surveys of registered voters; Each aggregated week of data represents approximately 1,700 interviews.
Latest wave conducted May 4-May 11, 2020.
For more info, visit navigatorresearch.org

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Negative Conversation Surrounding Trump Has Shifted From Disinfectants to Reopening Economy

Over the past two weeks, Americans have heard more negative things about Trump on reopening the economy and not doing enough than his prior remarks on injecting disinfectants, which stood out widely at the end of April.

In a few words, what negative things have you seen, read, or heard recently about Donald Trump's handling of the coronavirus pandemic?

April 29

May 5

May 12

Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three days.
Latest wave conducted May 7-May 12, 2020. For more info, visit navigatorresearch.org

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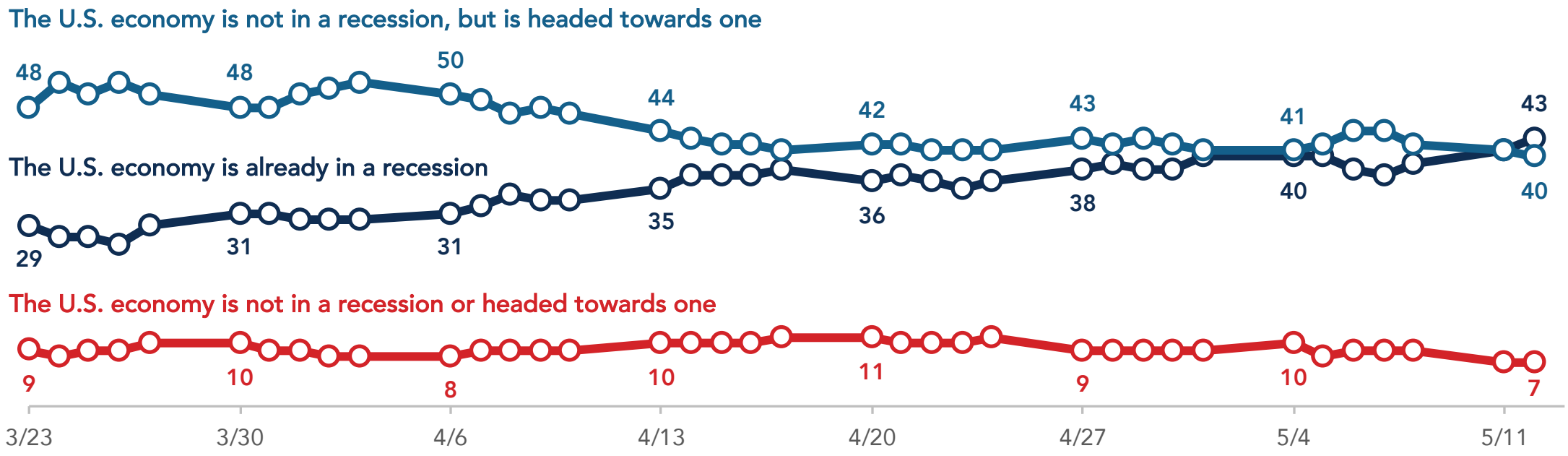
Plurality Now Say U.S. Economy In a Recession

For the first time in our daily tracking, the plurality of Americans say the U.S. economy is already in a recession, while another 40% say we aren't in a recession yet, but are headed towards one.

- In addition to a majority of Democrats (53%), both a third of independents (33%) and Republicans (33%) now say we are in a recession.

Which of the following best describes the current state of the U.S. economy?



Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three days.
Latest wave conducted May 7-May 12, 2020. For more info, visit navigatorresearch.org

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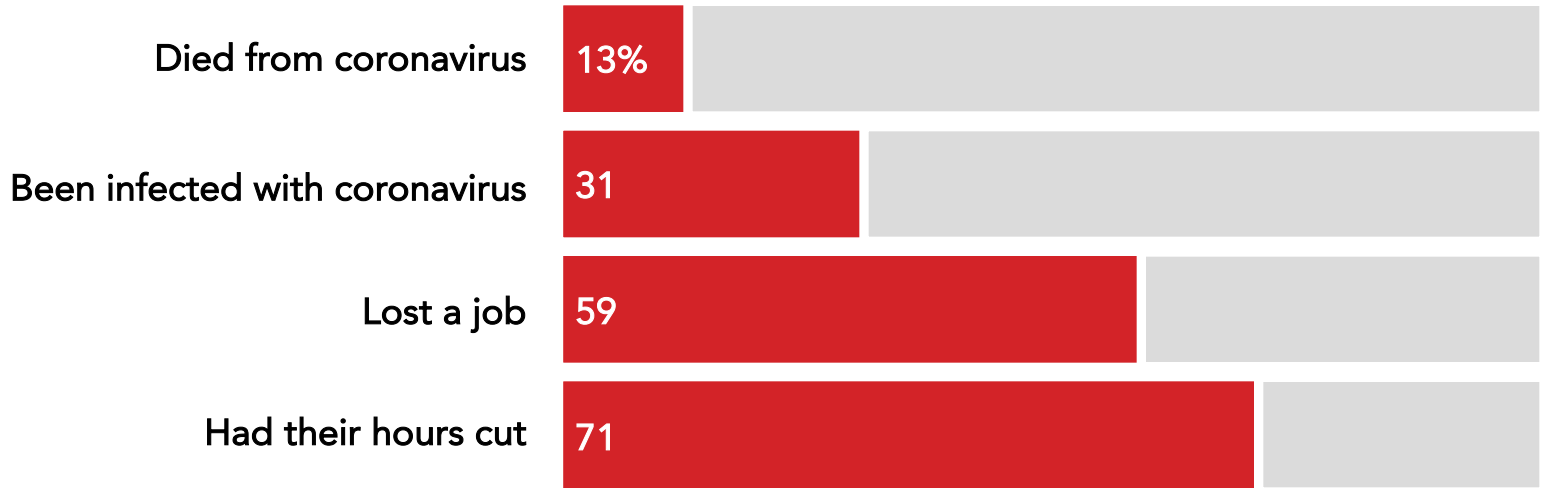
Impacts of the Pandemic are Widespread

The majority of Americans say they know someone who has had their hours cut or lost a job, while a third of Americans know someone who has been infected and more than one in ten know someone who has died.

- While those in rural areas are most likely to know someone who has had their hours cut or lost a job, those in urban and suburban areas are most likely to know someone who has been infected or who has died.

Do you know anyone who has.....



	Urban	Suburban	Small Town/Rural
Died from coronavirus	15	15	9
Been infected with coronavirus	33	37	23
Lost a job	62	56	59
Had their hours cut	69	70	73

Nationwide survey of 1,009 registered voters; May 7-May 12, 2020.
For more info, visit navigatorresearch.org

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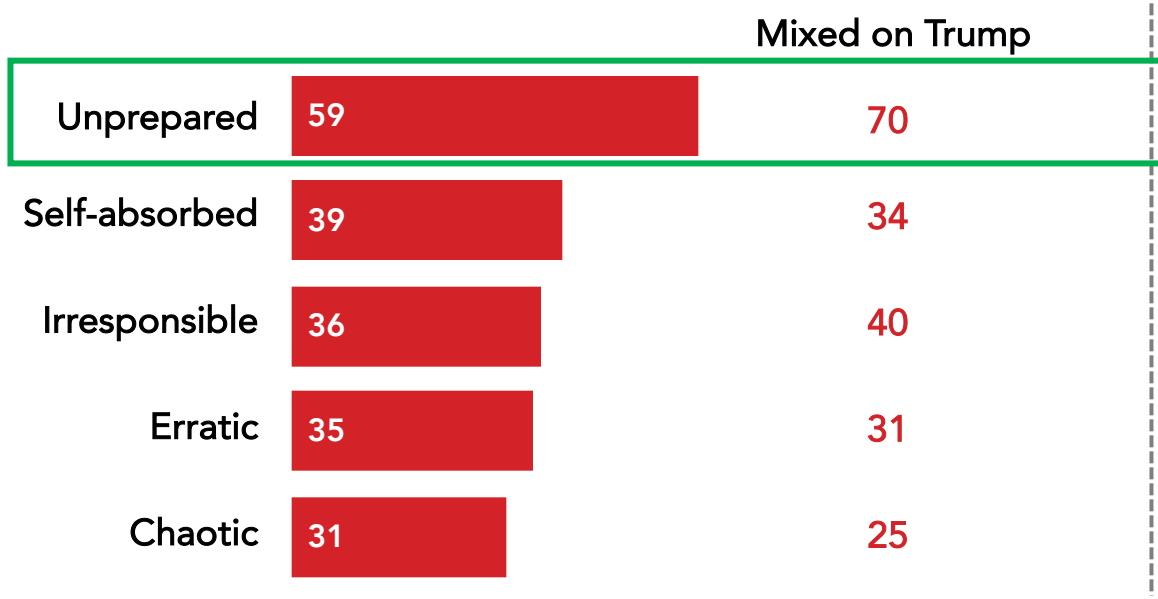
Americans Most Concerned Trump is Unprepared

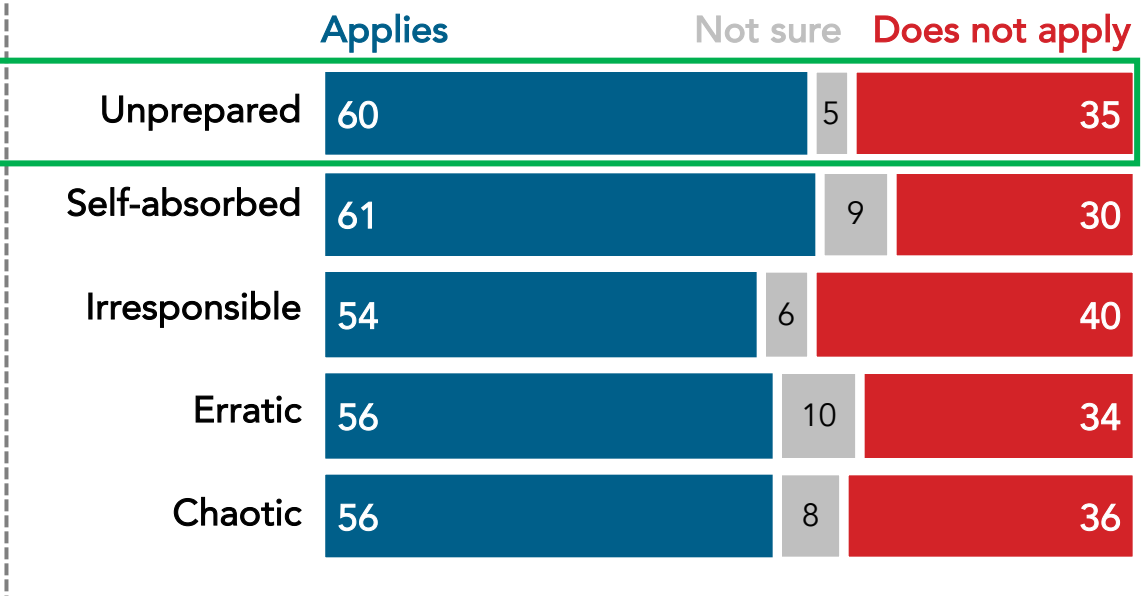
Most Americans say that Trump's response has been "self-absorbed," "irresponsible," "erratic," and "chaotic," but a majority say the most concerning aspect is that he's "unprepared."

- Among those mixed on Trump*, 66% say "unprepared" applies to him, while 70% say it's most concerning.

***[Among respondents who said any negative description applies to Trump's response]* Which concerns you most about Trump's response to the pandemic?**



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



*"Mixed on Trump" refers to Americans who don't always approve or don't always disapprove of Trump's overall job performance, his handling of the economy, his handling of the coronavirus pandemic, and his handling of health care. Nationwide survey of 1,009 registered voters; May 7-May 12, 2020.
For more info, visit navigatorresearch.org

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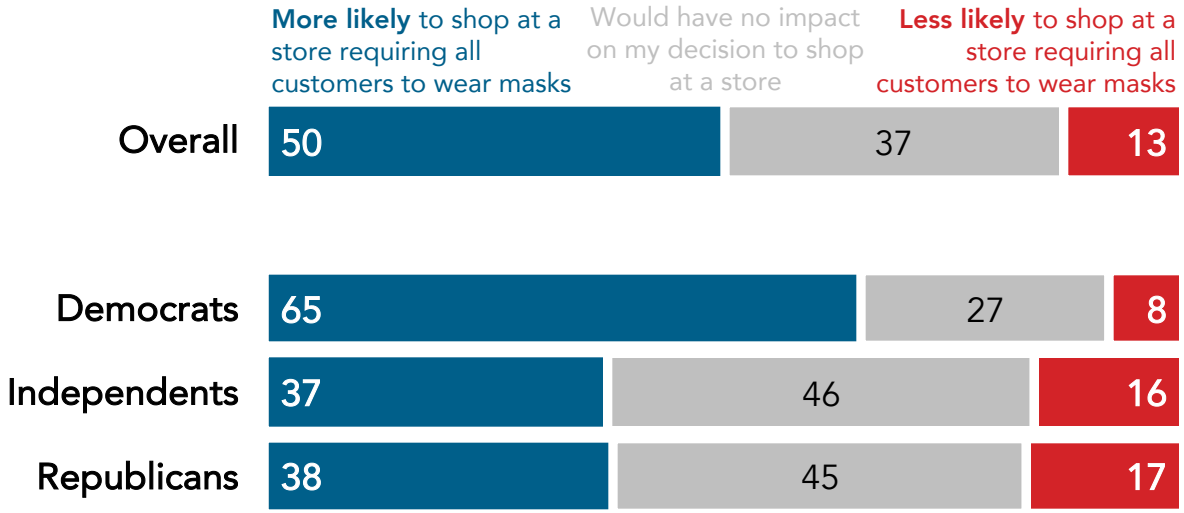
Requiring Masks is Good for Business

Half of Americans are more likely to stop at a store requiring all customers wear masks, and an overwhelming majority believe stores requiring masks are acting responsibly, not infringing on freedoms.

- Even three quarters (78%) of Republicans agree that stores requiring customers to wear masks are acting responsibility to protect public health.

As you may know, some grocery and retail stores are putting in place requirements that all customers wear masks in order to shop at their store. Would that make you more or less likely to shop at that store?



Who do you agree with more on the issue of stores requiring customers to wear masks?

Nationwide survey of 664 registered voters; May 8-May 12, 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 a public opinion survey among a sample of 1,009 registered voters conducted May 7-May 12, 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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To learn more about Navigator:

http://navigatorresearch.org

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