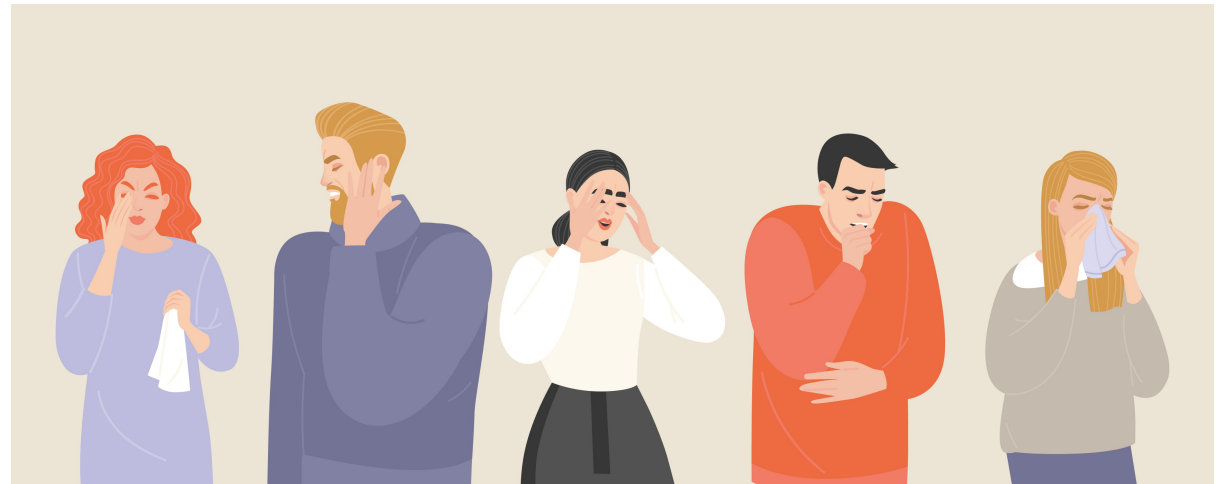


navigating.* coronavirus

Daily Update:
Thursday, May 14, 2020

MESSAGE UPDATE

Communicating in
Crisis: Coronavirus



Key takeaways:

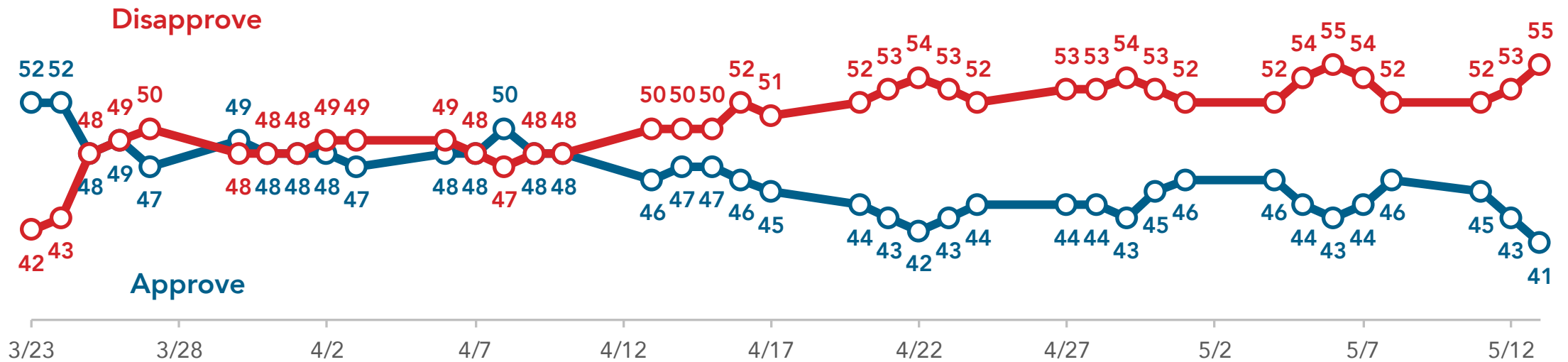
- Trump's rating on handling the pandemic has reached a new low point.
- The public continues to be most concerned by Trump's actions that have put lives at risk: downplaying the threat, ignoring experts, and his push for an unsafe reopening.
- Americans are especially concerned by Trump blocking CDC guidelines on how to safely reopen the country.

Trump Approval on Pandemic Hits New Low

Trump's approval rating on his handling of the pandemic has reached its lowest point in our daily tracking.

- 45% of Americans now say they "strongly disapprove" of Trump's handling, the highest yet.
- Among independents, Trump is at -34 on his handling of the pandemic (28% approve/62% disapprove).

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



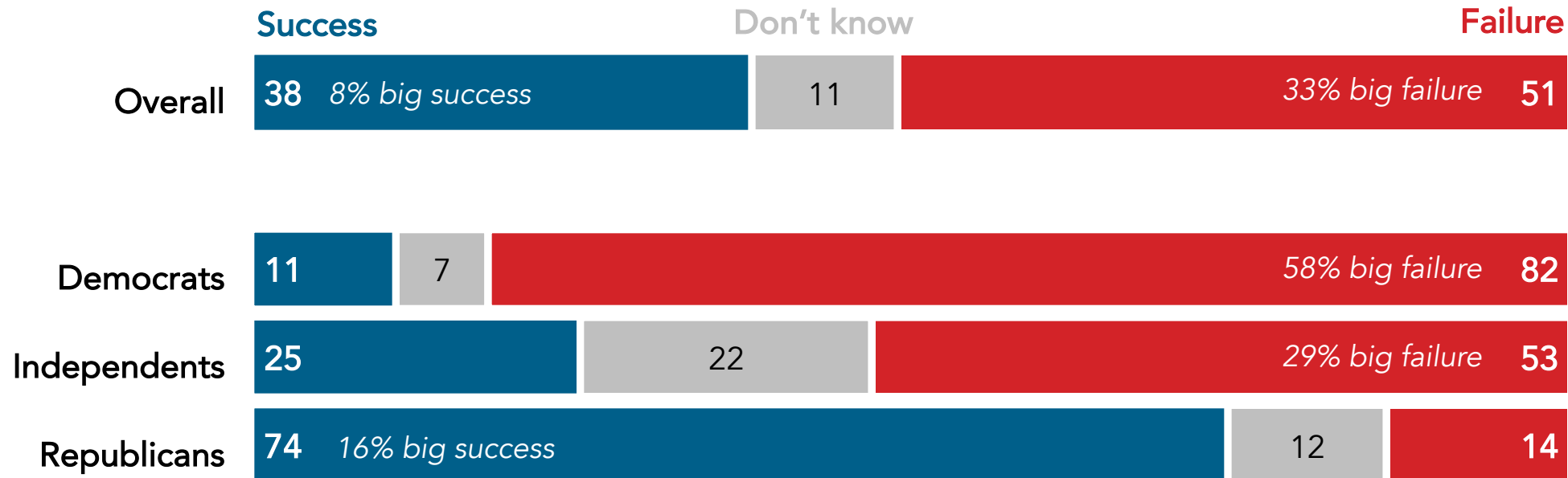
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three days. Latest wave conducted May 8-May 13, 2020. For more info, visit navigatorresearch.org

Majority Call Trump's Response a Failure

A majority of Americans say that Trump's response to the pandemic has been a failure.

- A third say Trump's response has been a "big failure," while just 8% say it has been a "big success."
- Even among Republicans, while 74% call it a success, only 16% say that it has been a "big success."

Taken as a whole, from the early days until now, would you describe President Trump's response to the coronavirus pandemic as a success or failure?



Top Concerns: Downplaying, Ignoring Experts, Risking Lives

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

- “Very” serious concern about early downplaying grew 8 points from March 23 (42% to 50%).

Please indicate whether each raises concerns about Trump’s handling of the issue.

% Serious Concerns

Overall Mixed on Trump

Very Total Very Total

Top 5 Tested:

Donald Trump **downplayed the threat of the coronavirus early on**, letting it get worse when we should have been preparing

50 61 39 62

Donald Trump **has too often made decisions that have ignored or overruled the advice** of health and medical experts

49 59 33 56

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

47 59 31 55

Donald Trump is **too often blaming others** and tweeting insults instead of taking responsibility for his own handling of the situation

47 59 34 58

Trump's words and actions are **putting people's lives at risk** as he pushes policies that would only spread the virus further and promotes dangerous medical advice

47 57 31 54

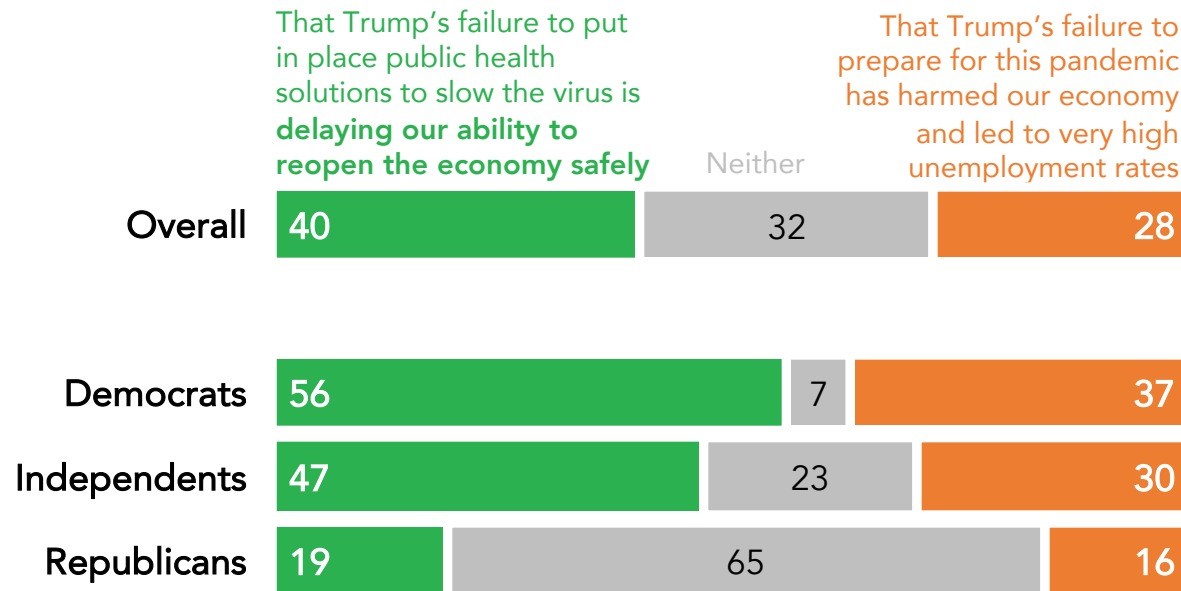
“Mixed on Trump” refers to Americans that don’t always approve or don’t always disapprove of Trump’s overall job performance, his handling of the economy, his handling the coronavirus pandemic, and his handling of health care. Nationwide survey of 1,010 registered voters; May 8-May 13, 2020. For more info, visit navigatorresearch.org

Public Concerned Trump Failing to Reopen Safely

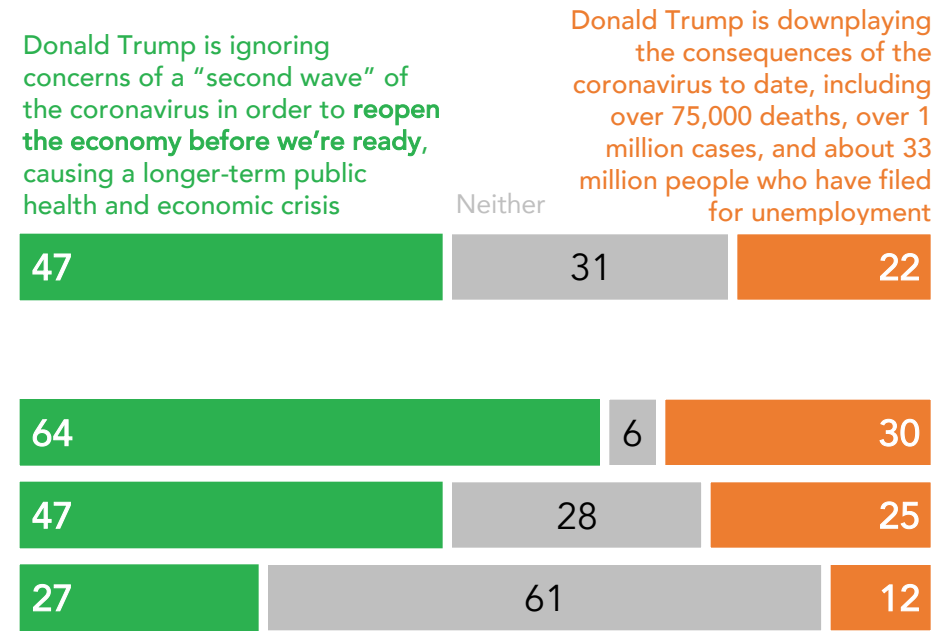
A plurality of Americans are more concerned Trump’s failures on public health have slowed our ability to reopen the economy safely and that by ignoring concerns about a second wave, this crisis will go on longer.

- Among those “mixed on Trump,” 43% are more concerned that he is ignoring concerns of a “second wave” in order to reopen the economy.

Which of the following concerns you more about Trump’s economic response to the coronavirus?



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



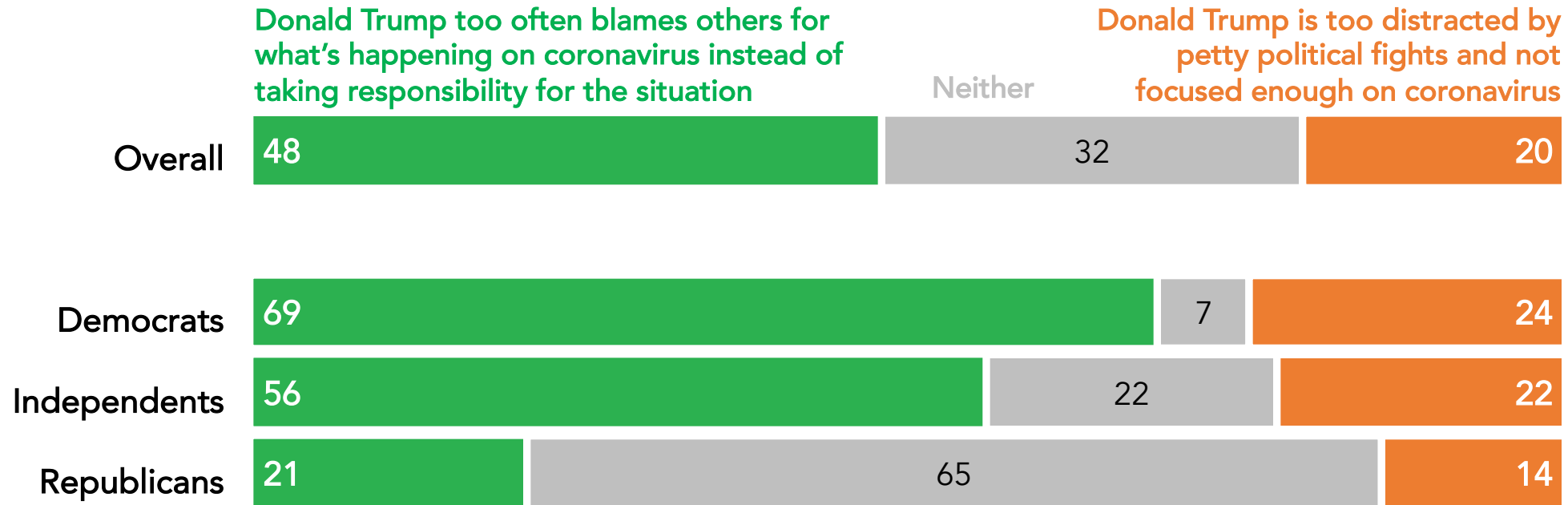
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Trump Not Taking Responsibility More Concerning Than Distractions

Americans are more concerned that Trump too often blames others and fails to take responsibility during the crisis than being too distracted by petty political fights.

- More than half (52%) of Americans who are mixed on Trump, and 56% of independents, are more concerned that Trump too often blames others.

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



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Wide Variety of Trump Acts Raise Big Concerns

Top concerns include comments about injecting disinfectants, ignoring intelligence briefings, and blocking CDC guidelines on reopening, while Trump getting daily testing during a shortage ranks lowest.

Please indicate how concerning the following actions are to you, personally.

% Extremely Concerning

	Total	Dem	Ind	GOP
Donald Trump suggested during a press conference that people inject themselves with bleach to cure the coronavirus	52	79	52	20
Donald Trump ignored intelligence briefings in January that warned of a threat caused by the coronavirus	52	79	58	18
Donald Trump blocked the release of CDC guidelines on how to safely reopen the country	51	77	52	20
Donald Trump recently vowed to "terminate" the Affordable Care Act and end health coverage for millions of people	51	78	46	20
Trump fired the government's top expert in developing pandemic vaccines because he would not join Trump in promoting unproven drugs to treat coronavirus	50	78	52	16
Donald Trump recently said he wanted to disband the coronavirus task force	47	72	47	17
At a press conference in March, Donald Trump claimed "I don't take responsibility at all" for his administration's botched coronavirus testing process	46	72	52	15
Even though there's a shortage of coronavirus test kits nationwide, Donald Trump gets access to daily tests	34	52	36	13

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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 8-May 13, 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:

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To learn more about
Navigator:

<http://navigatorresearch.org>

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