

# navigating.\* coronavirus

Update:

Wednesday, June 10, 2020

Communicating in  
Crisis



## Key takeaways:

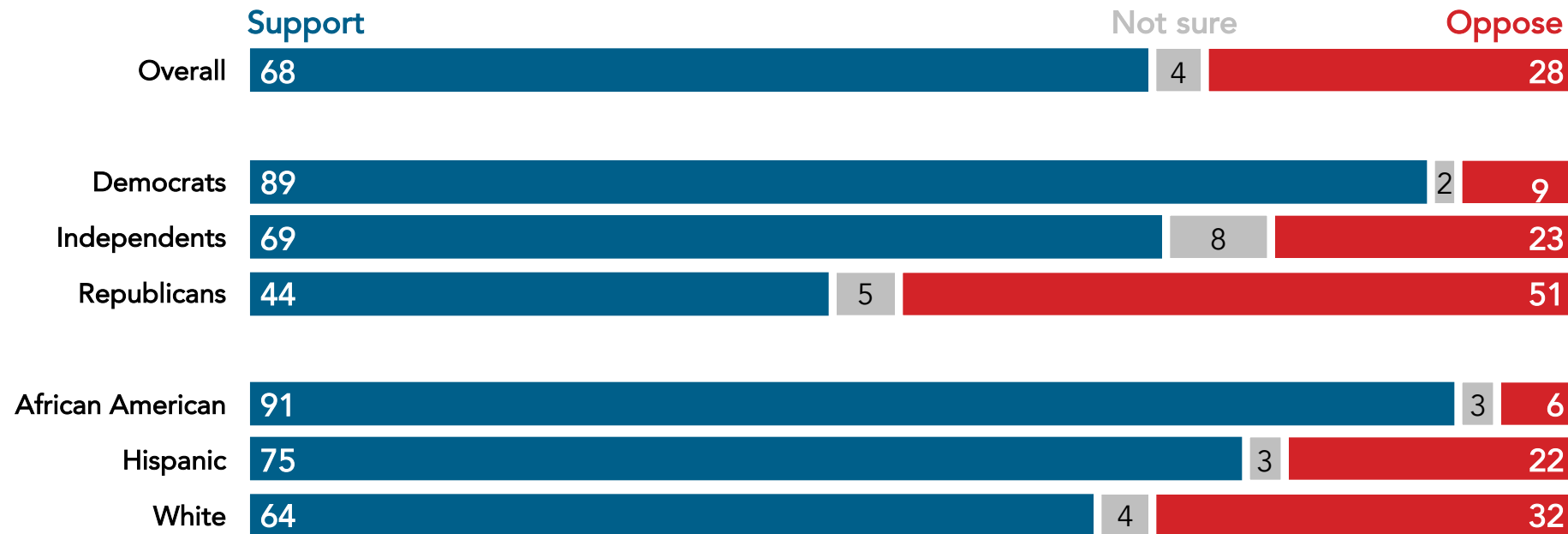
- There is overwhelming support for the protests, while the police response is viewed negatively.
- The public sees the deaths of George Floyd, Ahmaud Arbery, and Breonna Taylor as part of a broader problem with police brutality – but has optimism the protests will be effective.
- By a wide margin, Americans disapprove of Trump's response to the protests following the death of George Floyd.

# More Than Two in Three Support Protests

More than two thirds of Americans approve of the protests that have followed the death of George Floyd against police treatment of African Americans.

- 69% of independents support these protests, as do 64% of white Americans.
- This comes as 7% of Americans report having participated personally in a protest since Floyd's death.

**As you may know, the death of George Floyd led to protests across the country focused on police treatment of Black Americans. Do you support or oppose these protests?**

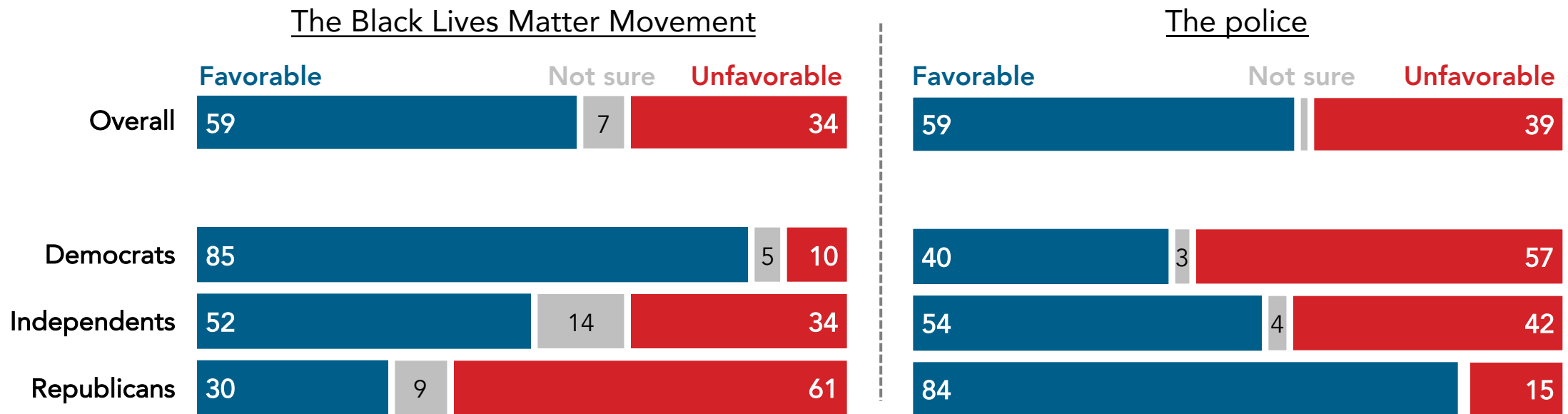


# Black Lives Matter and the Police Have Similar Favorability Ratings

The same share of Americans are favorable towards Black Lives Matter and the police, as around a quarter (27%) are favorable to both.

- More than half of white Americans (53%) are favorable toward the Black Lives Matter movement, while only 28% of African Americans are favorable toward the police.

Please indicate how favorable or unfavorable you are to each item.

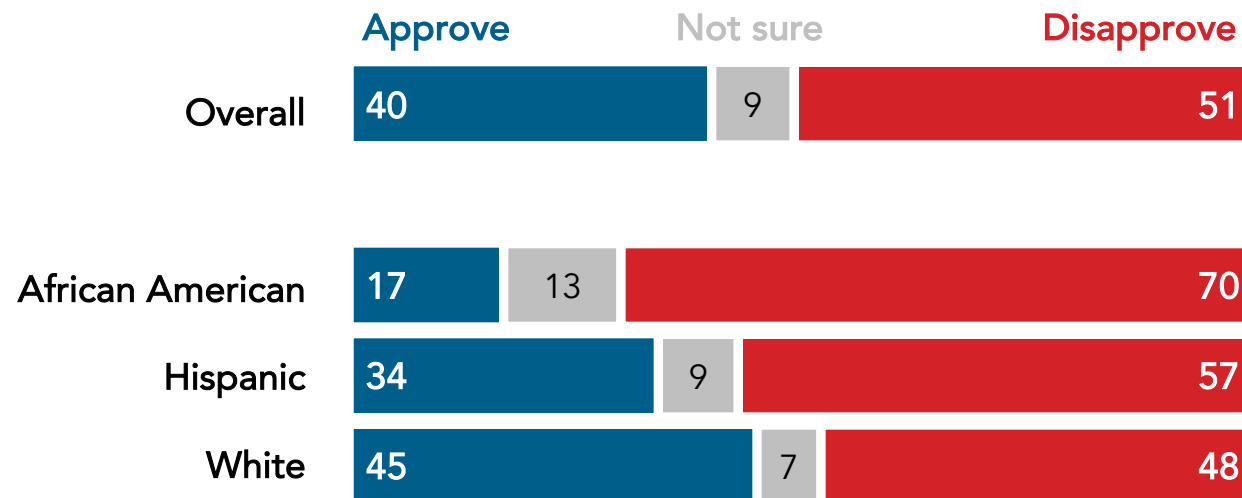


Nationwide survey of 1,608 registered voters; June 4-8, 2020.  
For more info, visit [navigatortresearch.org](https://navigatortresearch.org)

# Half Disapprove of Police Response, Say Police and Outsiders Instigating Violence

Despite high approval ratings for police overall, more than half disapprove of how they have responded to the recent protests, and nearly half say protests have been peaceful except for police and outsiders instigating violence.

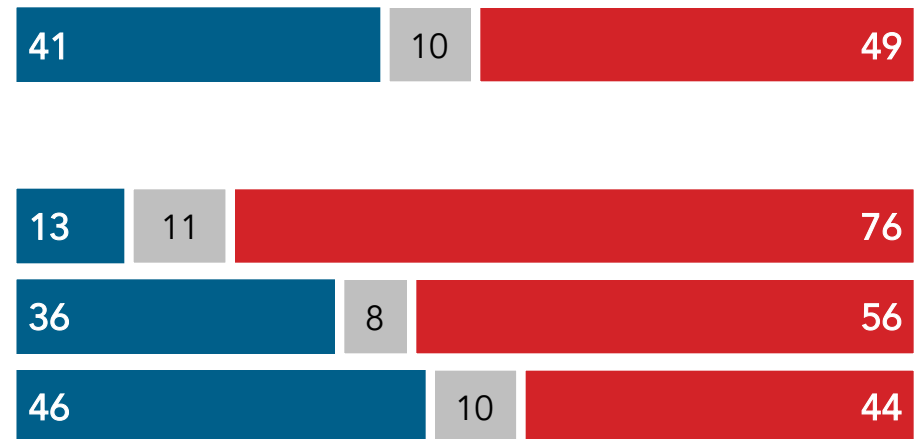
**Do you approve or disapprove of the way the police have responded to the protests that have taken place after the death of George Floyd?**



**Which side do you agree with more?**

Those who say that the protests have **directly led to violence, riots and looting**, and the police have been acting to protect the public, maintain order, and minimize damage

Those who say that those who have been protesting police **brutality have generally been peaceful**, and it's the police and outside agitators who have generally instigated violence



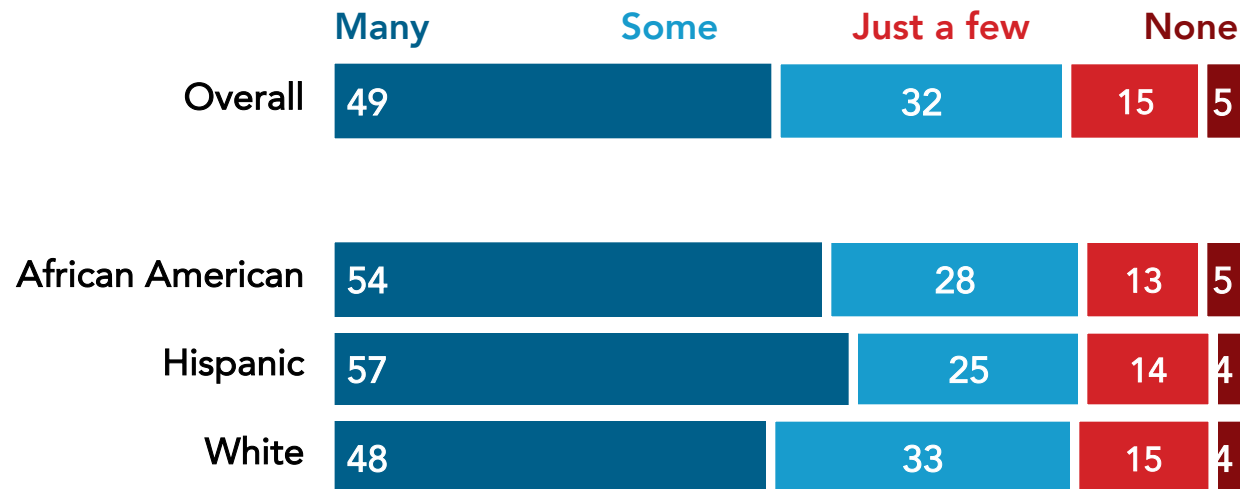
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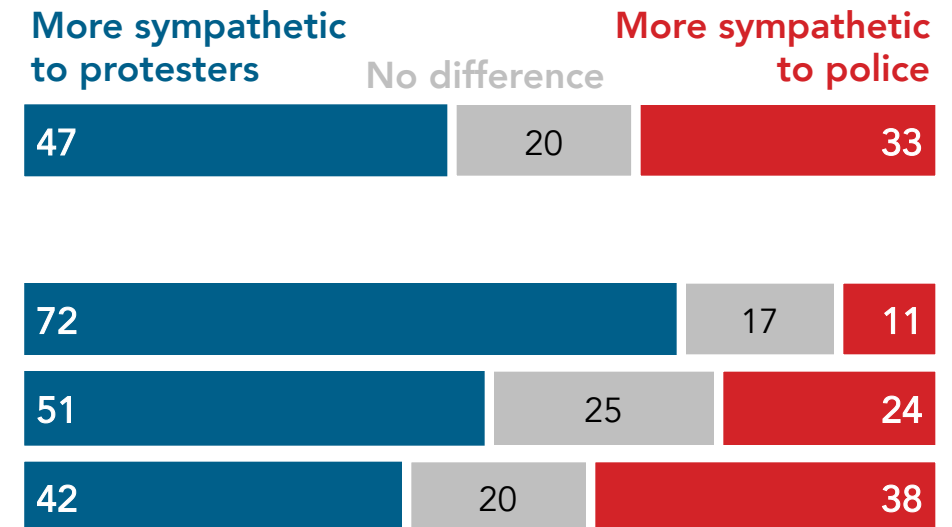
# Most Have Seen Videos of Protests & Say Videos Made Them More Sympathetic to Protesters Than Police

Among the more than nine in ten Americans who say they have seen videos of the protests and the police response to them, nearly half say the videos have made them more sympathetic to protesters.

How many videos have you seen of the protests and police reactions to them?



[If seen many, some, or few videos] What was your reaction to the videos you saw of the protests and the police reaction to them?



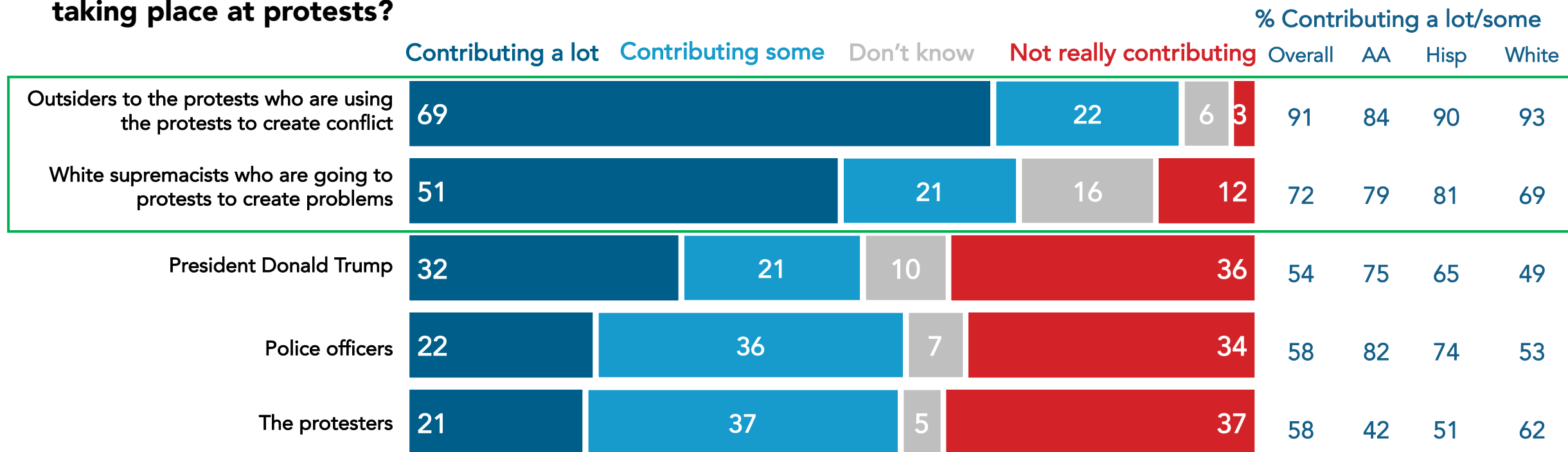
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# Outsiders and White Supremacists Seen as Major Contributors to Violence

More than half feel outsiders to protests and white supremacists are contributing “a lot” to the violence at protests.

- White Americans are the least likely to think police are contributing to violence at protests (53%) and are the most likely to think that protesters (62%) are contributing a lot to violence.

**How much do you feel each of the following groups is contributing to violence that is taking place at protests?**



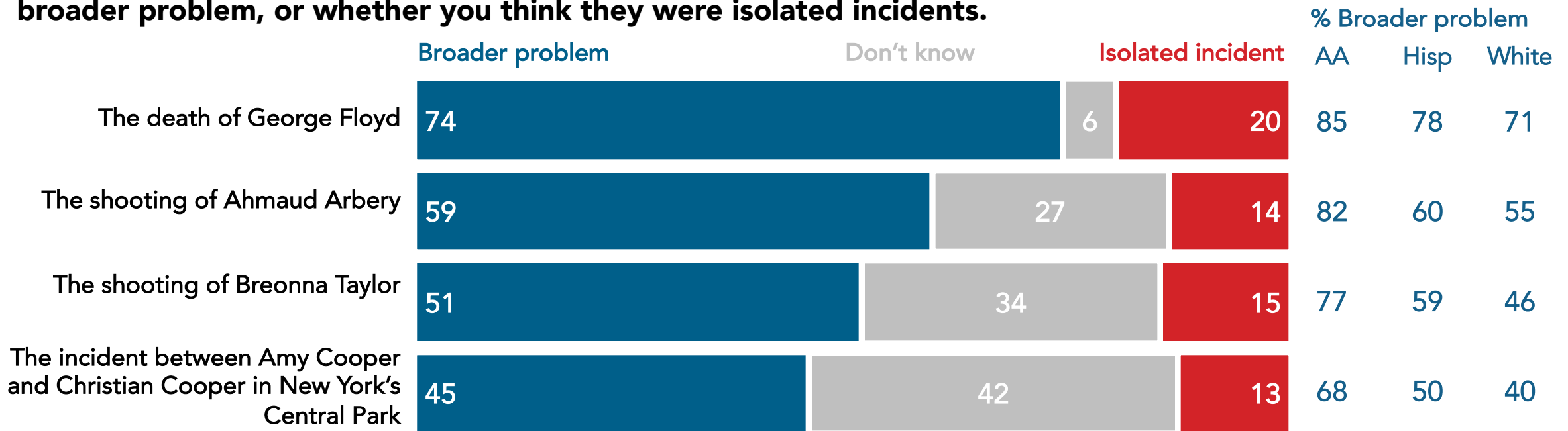
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# Majority See Floyd, Arbery, and Taylor Deaths as Part of Broader Problem of Racism and Police Brutality

At least half of Americans see the deaths of George Floyd, Ahmaud Arbery, and Breonna Taylor as signs of broader problems concerning racism and police brutality in America – fewer are aware of the Christian Cooper incident.

- More than four in five African Americans see the death of George Floyd as a part of a broader problem, as do 78% of Hispanics and 71% of white Americans.

**For each of the following, please indicate whether you think these incidents are part of a broader problem, or whether you think they were isolated incidents.**



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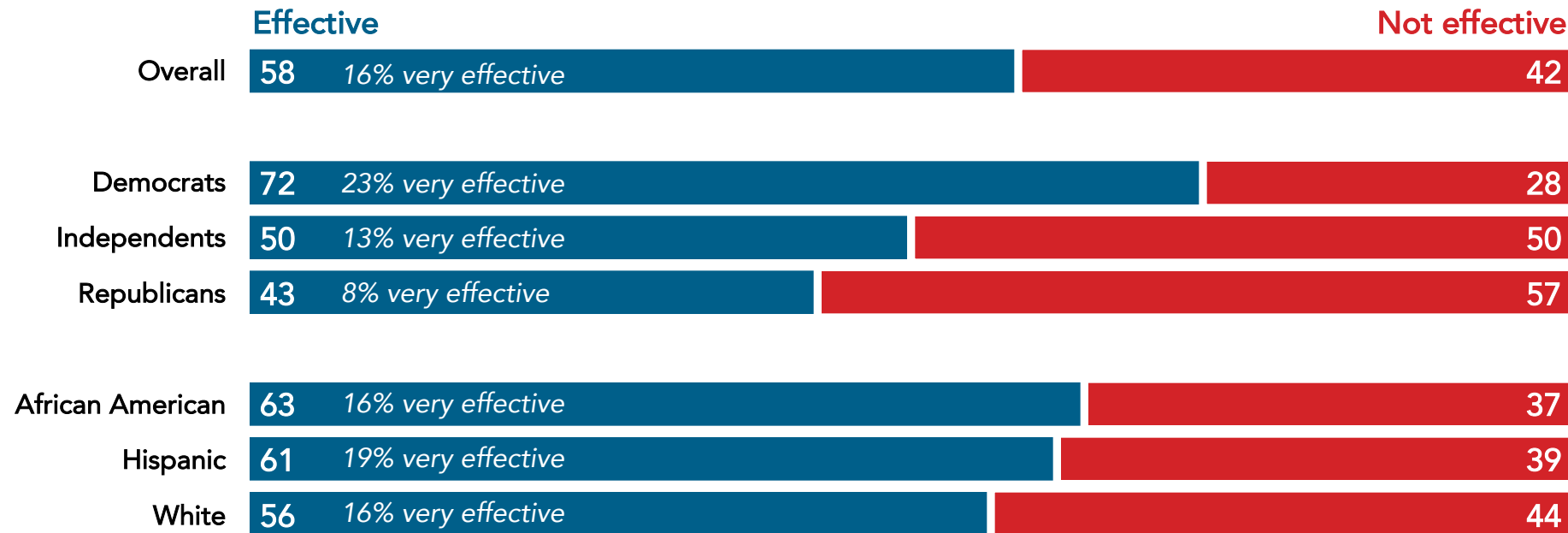


# Some Optimism Exists that Protests Will Drive Change

Nearly three in five Americans see the recent incidents involving police brutality and protests as effective in making meaningful change around police treatment of African Americans, though only one in six say “very effective.”

- Democrats (72%) and African Americans (63%) are the most likely to believe that recent incidents and protests will make meaningful change in the way police treat African Americans.

**How effective do you believe the recent incidents involving police brutality and the protests that followed will be in making meaningful change around the way the police treat Black Americans?**



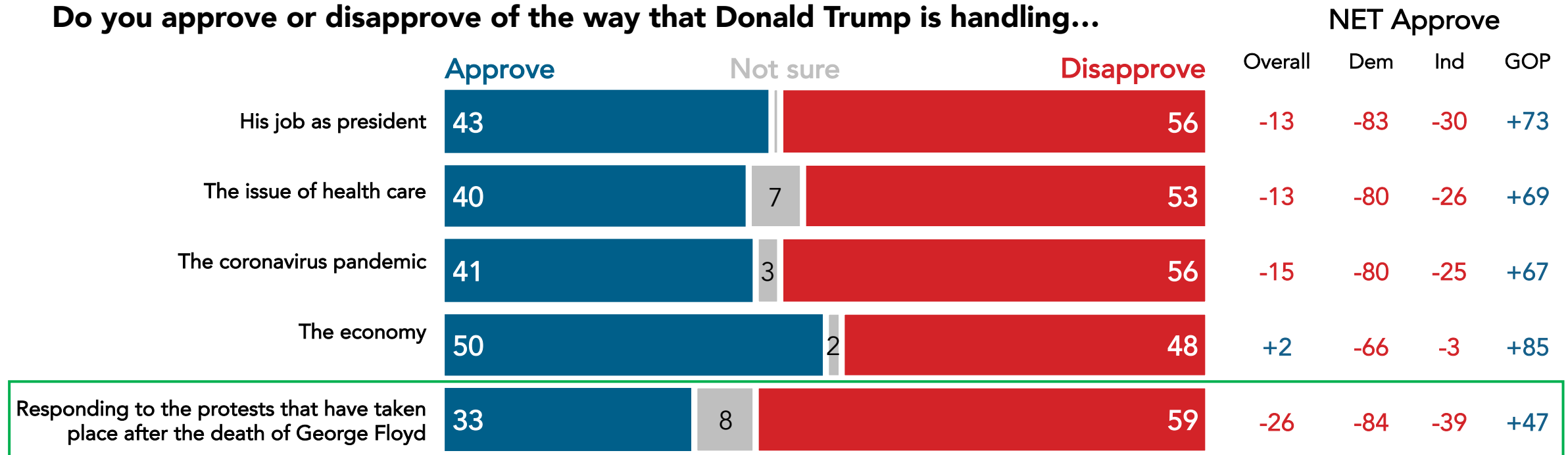
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# Trump Approval Underwater – Especially on Response to Protests Following George Floyd's Death

Trump's approval ratings on his job overall, the issue of health care, and the pandemic remain underwater – but no measure is as underwater for Trump as his handling of recent protests, at a net -26.

- Even among Republicans, his net approval on handling the protests (68% approve/21% disapprove) is 26 points lower than his overall job approval (86% approve/13% disapprove).

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



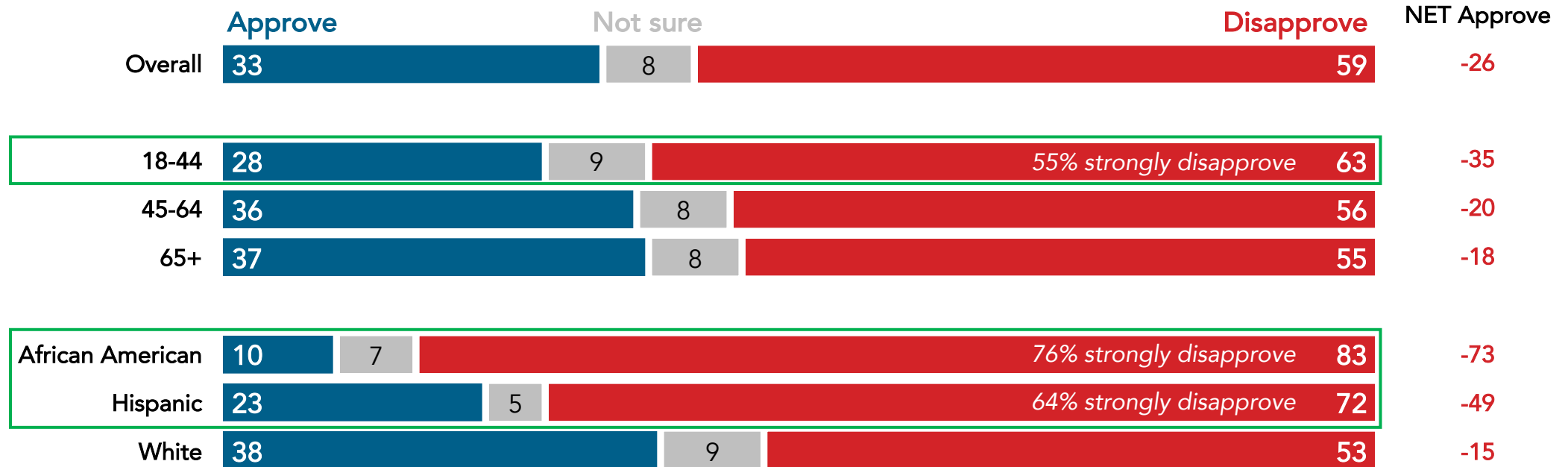
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# Younger, Black, and Hispanic Americans Strongly Disapprove of Trump's Protest Response

While nearly three in five Americans disapprove of Trump's response to recent protests, disapproval is even higher among young people, Black Americans, and Hispanics.

**Do you approve or disapprove of the way Donald Trump is responding to the protests that have taken place after the death of George Floyd?**



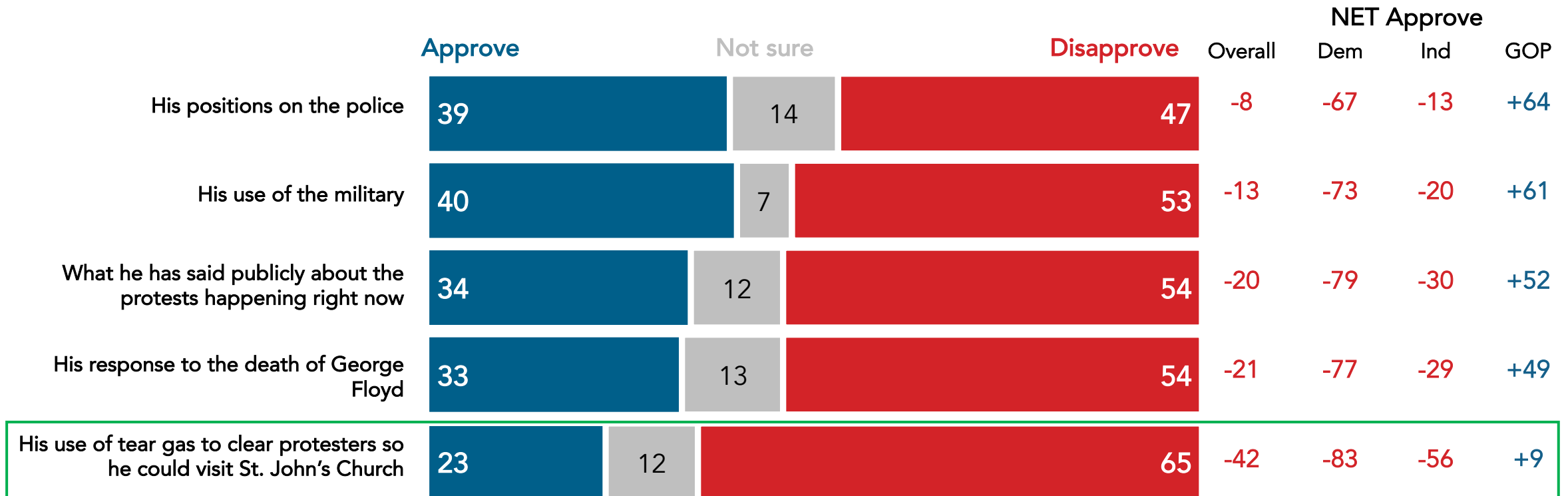
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# Majority Disapprove of Trump's Response to Floyd's Death, Especially the Use of Tear Gas

Nearly two thirds (65%) of Americans disapprove of Trump using tear gas to clear protesters so he could visit St. John's Church, while majorities disapprove of his military use (53%) and his public statements (54%).

- Among Republicans, 43% approve of his use of tear gas and 34% disapprove.

**Please indicate whether you approve or disapprove of the way Donald Trump is handling each item.**



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# Negative Conversation on Trump Focused on Response to Protesters, Church Photo Op, Military Use

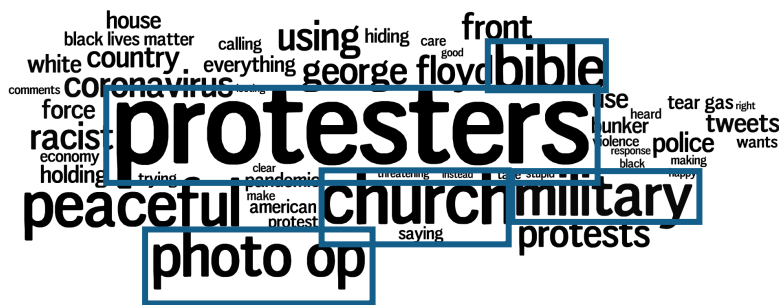
Across party lines, those who say they have recently heard negative things about Trump cite tear-gassing protesters for a photo opportunity, his use of the military against protesters, and protests generally.

- Unlike Democrats and independents, however, a top word referenced by Republicans is "media" – frequently referencing that the mainstream media is biased in its coverage of Trump.

**In a few words, what **negative** things have you seen, read, or heard recently about Donald Trump?**

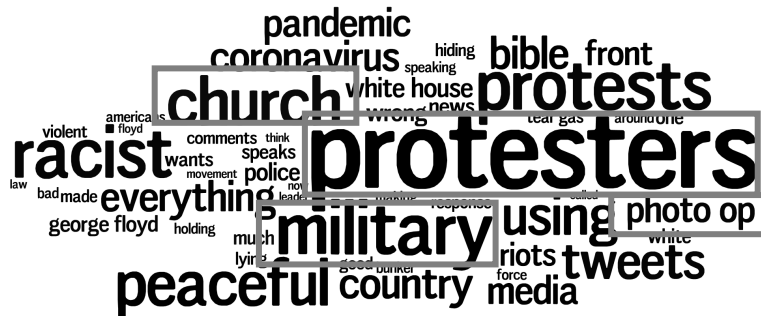
## Democrats

## 79% hearing "mostly negative"



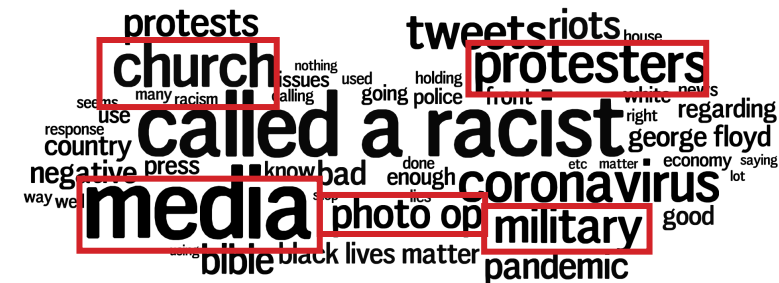
## Independents

## 59% hearing "mostly negative"



## Republicans

45% hearing "mostly negative"



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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; Joel Payne, 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 June 4-June 8, 2020. 343 additional interviews were conducted among independents with no partisan lean. 200 additional interviews were conducted among African American voters. 271 additional interviews were conducted among Hispanic voters. 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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