

navigating.* coronavirus

Friday, July 31

DEMOGRAPHIC DEEP DIVE

Communicating in
Crisis

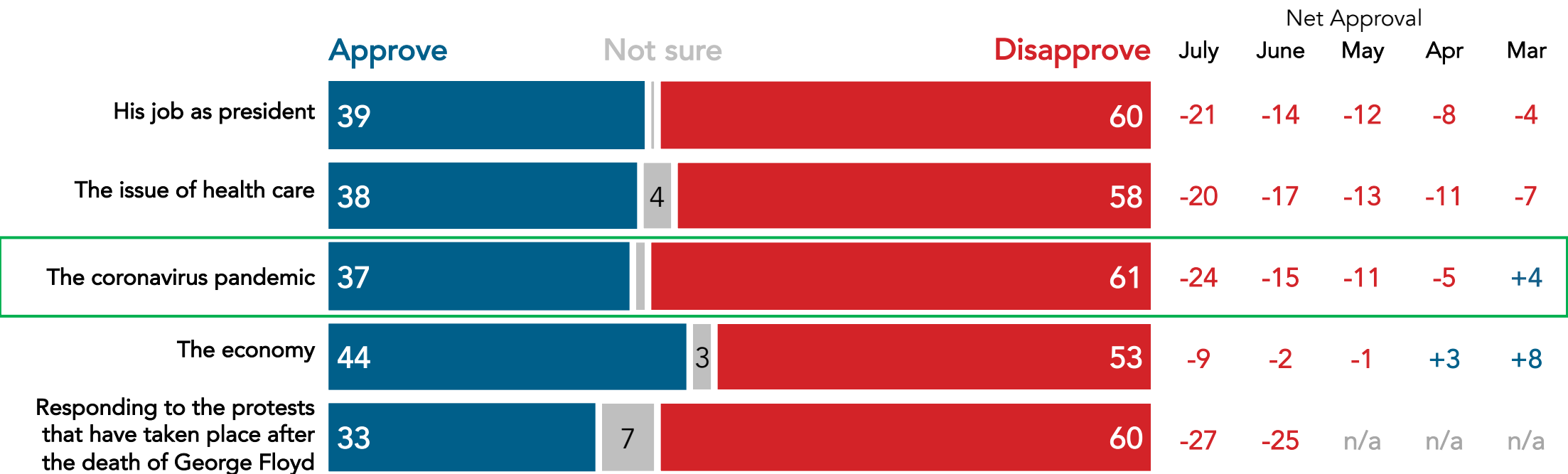


Trump Approval Has Significantly Declined Since March

Trump’s ratings on five different metrics have moved deeply underwater in the last five months of Navigator’s tracking.

- Since March, Trump’s overall approval rating has declined a net of 17 points and on the pandemic specifically, 28 points. Among independents, his overall ratings declined from net +3 in March to net -38 in July.

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



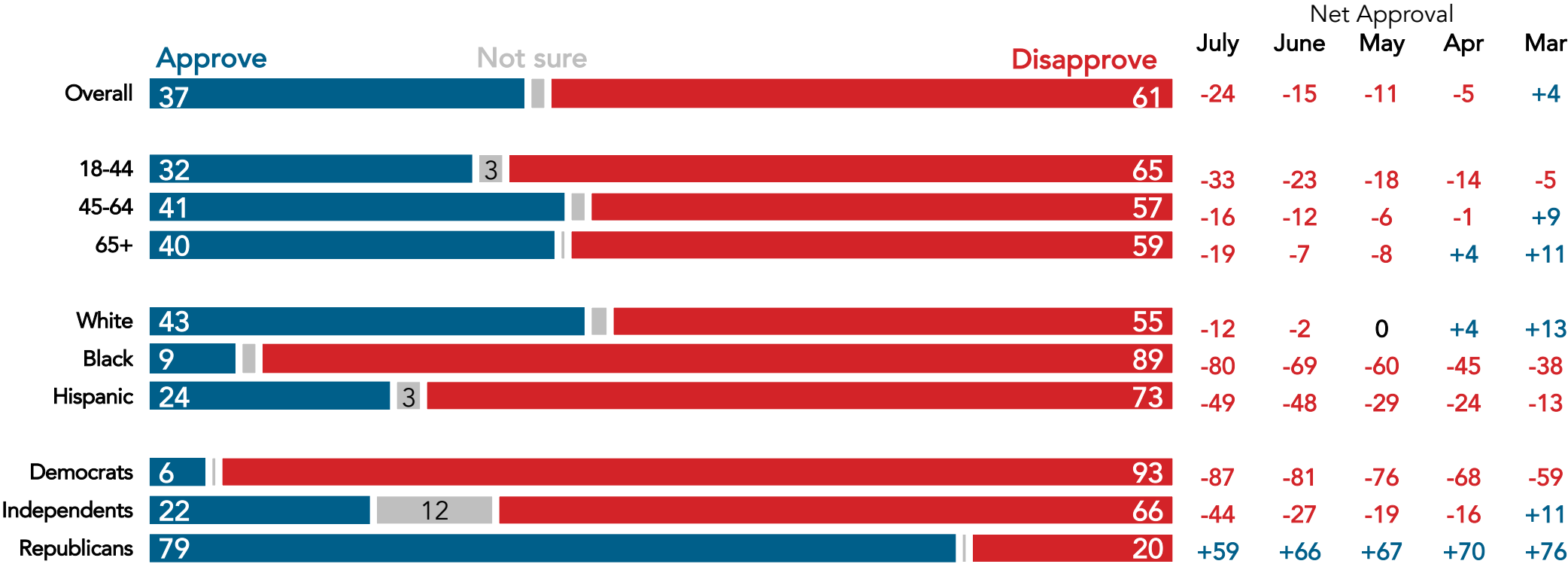
Nationwide surveys of registered voters including 2,017 interviews conducted in July, 5,148 in June, 6,288 in May, 7,393 in April, and 3,373 in March.

Trump’s Pandemic Approval Declining Across Demographics

Trump’s approval ratings on the pandemic have declined substantially across age, race, and party since March.

- The most significant declines in how Trump is handling the pandemic are among Americans ages 18-44 (-28 net decline since March), 65+ (-30), Black Americans (-42), Hispanics (-36), and independents (-55).

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

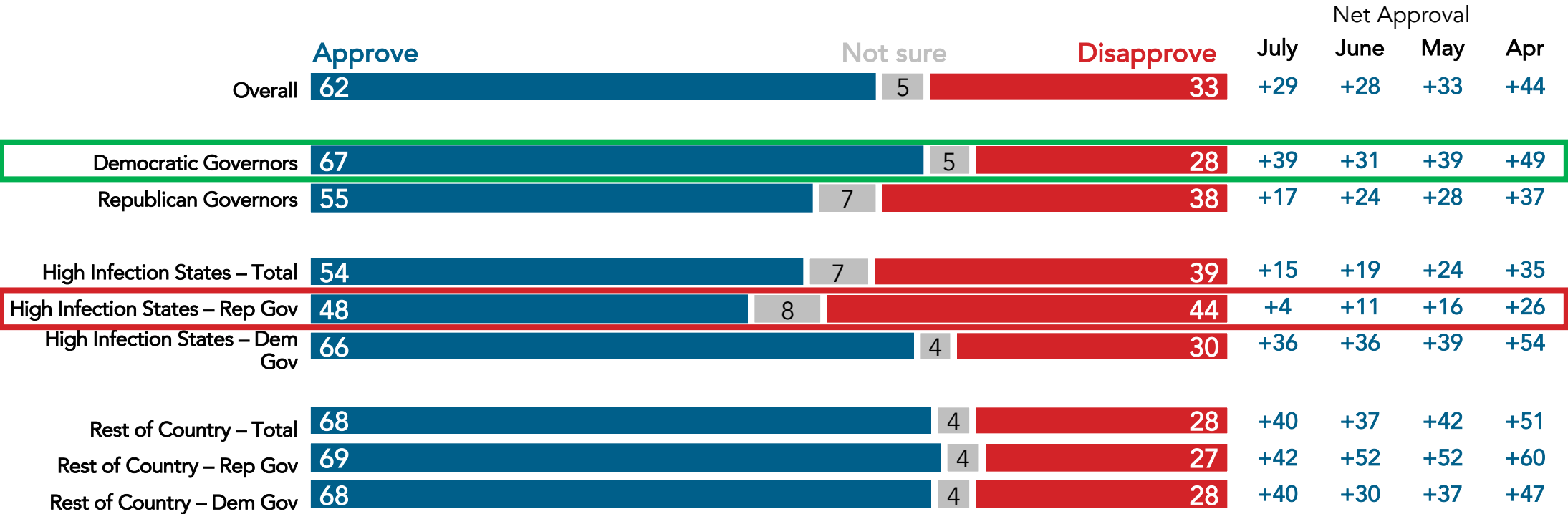


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GOP Governors of High Infection States Experiencing Lowest Pandemic Approval Rating

While governors across the board have net positive approval ratings on their handling of the pandemic, Democratic governors and governors in states with low infection rates continue to enjoy the highest levels of approval.

- GOP governors of high infection states have the lowest approval, down to +4 from +26 in April.
- Do you approve or disapprove of the way [GOVERNOR] is handling the coronavirus pandemic?**



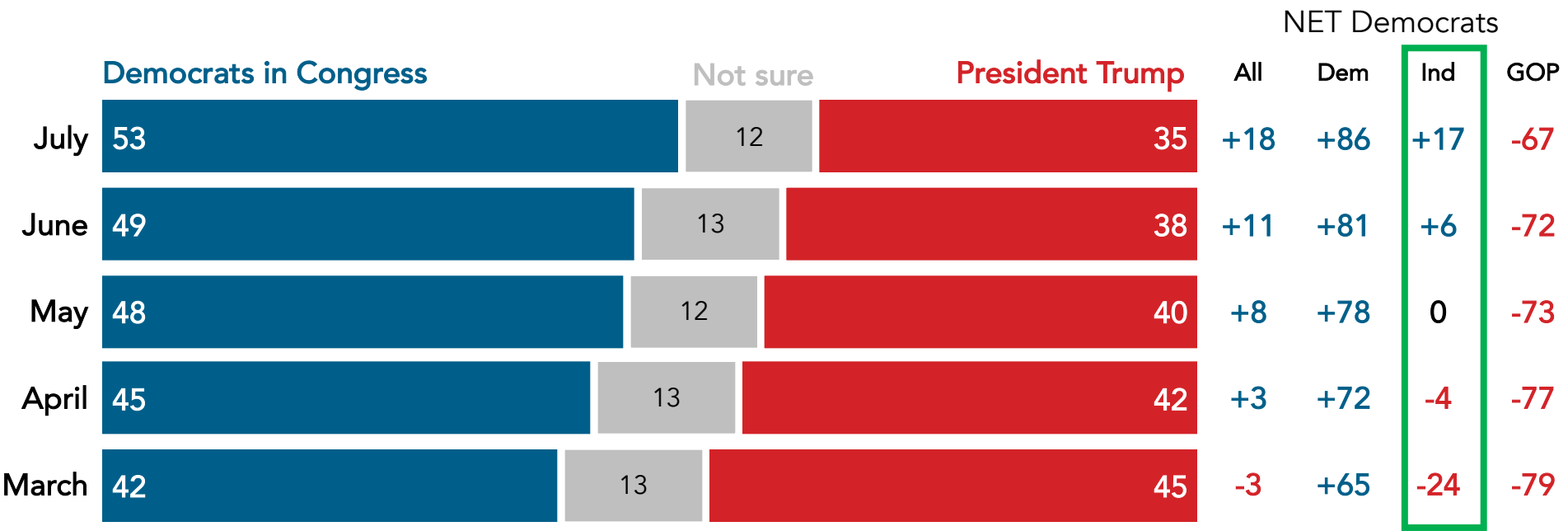
Nationwide surveys of registered voters including 2,017 interviews conducted in July, 5,148 in June, 6,288 in May, 7,393 in April, and 3,373 in March.
“High infection states” based on New York travel restriction list: AL, AZ, AR, CA, DE, FL, GA, ID, IA, KS, LA,MS, NV, NC, OK, SC, TN, TX, UT

Congressional Democrats Hold Growing Advantage Over Trump in Trust to Respond to Pandemic

With a current advantage in trust over the president by 18 points, Congressional Democrats have gained a net 21 points in trust over the president to respond to the pandemic since March.

- Among independents, there has been a shift of 41 points in net trust of Democrats over Trump since March, but Trump's standing has even eroded among Republicans.

Please indicate who you would trust more to handle each one: Responding to the coronavirus pandemic

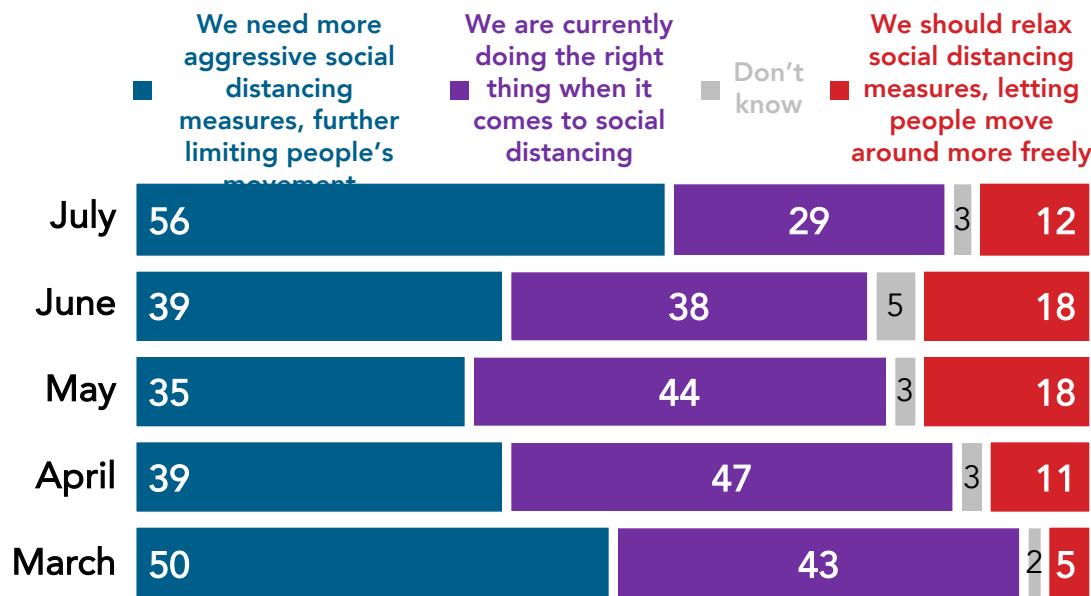


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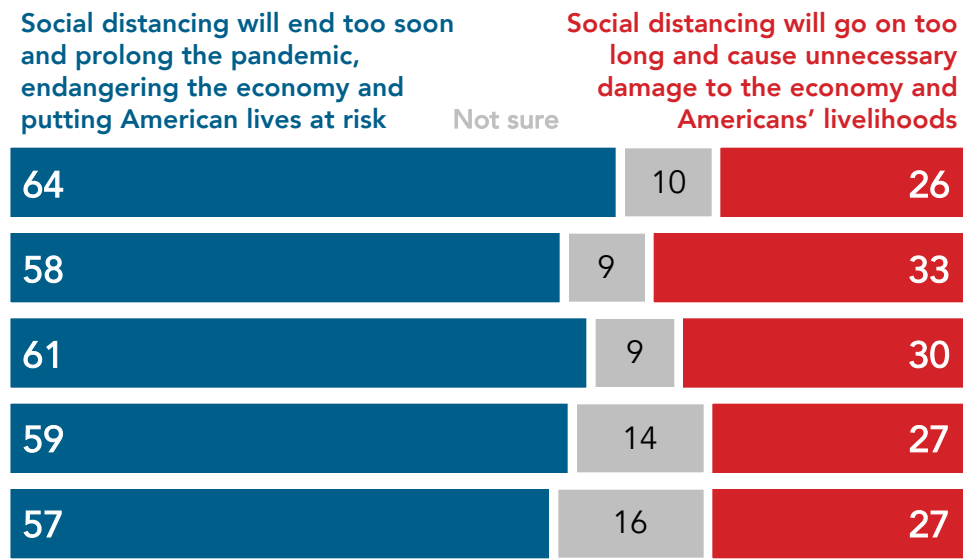
Support for “More Aggressive” Measures to Stop the Virus Resurges After Initial Decline

Though lower in April, May, and June, most Americans now support more aggressive social distancing, the highest share in Navigator’s tracking. Two in three are more concerned social distancing will end too soon rather than go on too long, also a new high in our tracking.

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



When it comes to social distancing and the coronavirus pandemic, which of the following concerns you more right now?

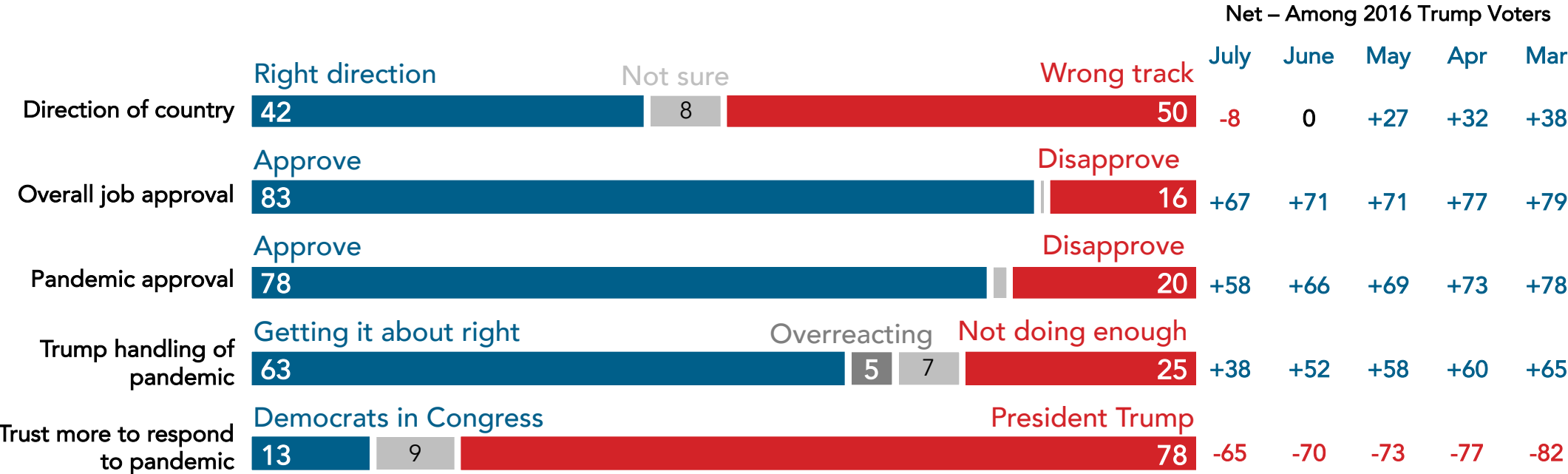


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By a Range of Measures, 2016 Trump Voters Souring on the President

Self-reported 2016 Trump voters have grown more pessimistic on the state of the country since March, have lower levels of approval of Trump’s handling of his job as president and the pandemic, and fewer say he’s getting his response right on the pandemic.

- His lowest ratings come specifically on the pandemic: his approval on the response has declined a net 20 points among 2016 Trump voters since March, and the share who say he’s getting it about right has declined 27 points.

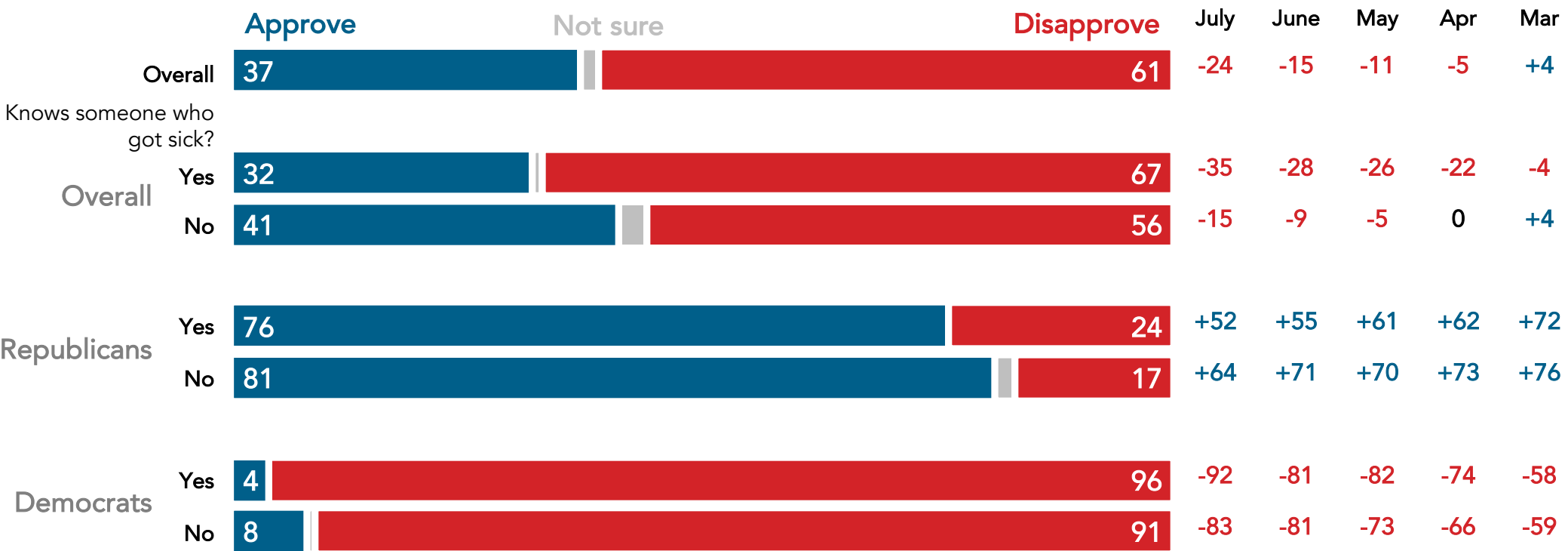


Nationwide surveys of registered voters including 2,017 interviews conducted in July, 5,148 in June, 6,288 in May, 7,393 in April, and 3,373 in March.

Trump’s Coronavirus Approval Consistently Lower With Those Who Know Someone Who Got Sick – Regardless of Party

In March, only 13% of voters knew someone who had gotten sick and that rose to 43% in July as Trump’s net coronavirus approval dropped from +4 to -24 in the same time period.

Do you approve or disapprove of the way President Trump is handling 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; 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

Nationwide surveys of registered voters including 2,017 interviews conducted in July, 5,148 in June, 6,288 in May, 7,393 in April, and 3,373 in March. 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

To learn more about
Navigator:

<http://navigatorresearch.org>

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