

navigating.* CORONAVIRUS

Update:
Friday, August 28



Communicating in
Crisis

Key takeaways:

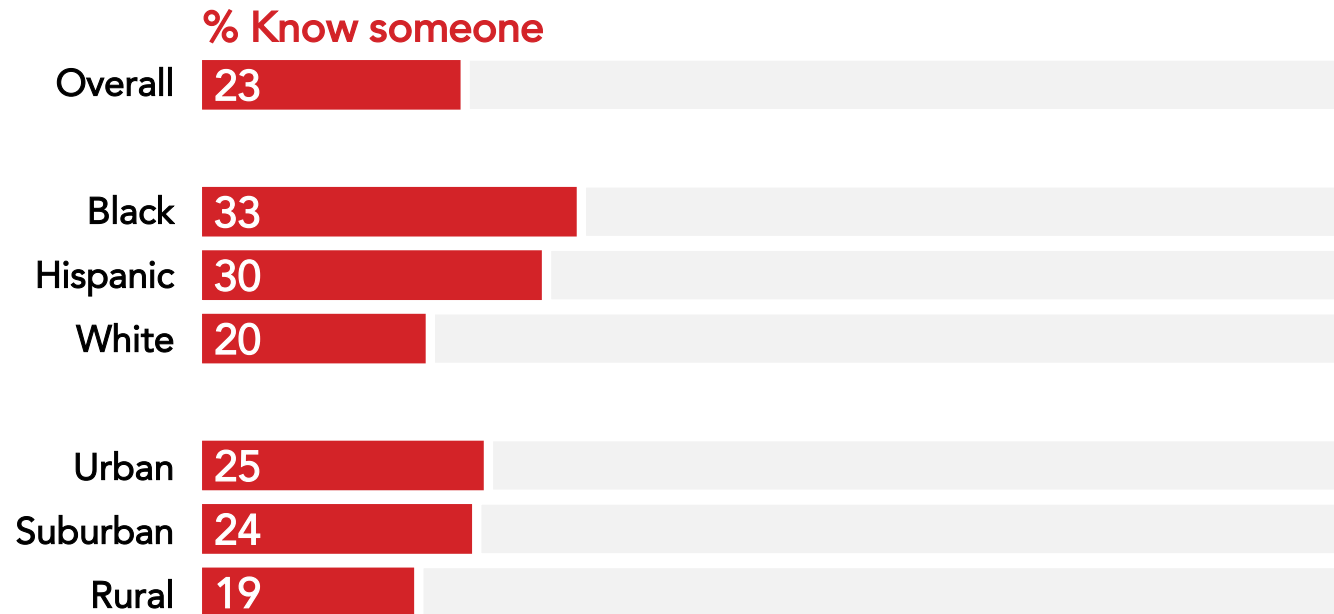
- Nearly a quarter of Americans know someone personally who has died from coronavirus. One in ten African Americans and Hispanic Americans report having lost a family member.
- A vast majority supports keeping social distancing measures in place until a vaccine is developed and readily available.
- Most Americans are unfamiliar with Q-Anon – but those familiar have unfavorable views of the group.

More Than One in Five Know Someone Who Has Died From Coronavirus, With Higher Rates Among People of Color

Nearly a quarter of Americans know someone – be them a family member, friend, or someone else they personally know – who has died as a result of coronavirus, and 6% say a family member has died.

- Black (33%) and Hispanic (30%) Americans are more likely than white Americans (20%) to know someone who has died. Among Black Americans, 11% say a family member has died and 10% of Hispanics say the same.

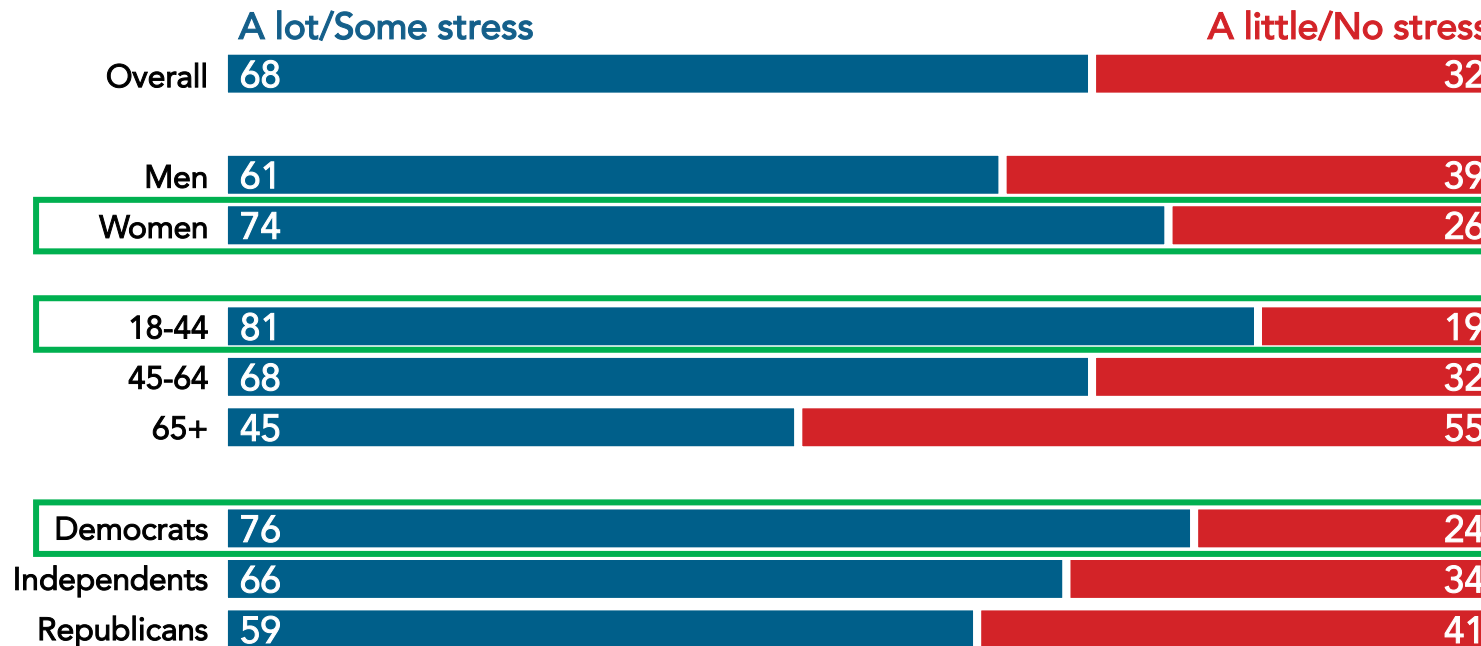
Understanding it may be difficult to talk about, do you personally know anyone who has died from complications related to coronavirus?



Women, Younger Americans, and Democrats Most Stressed By Pandemic

More than two in three Americans overall say the pandemic is causing them “a lot” or “some” stress – with men, Americans 65+, and Republicans saying they are less stressed.

Many people have experienced stress due to the personal and financial impacts of the coronavirus pandemic and the social distancing measures taken to stop the spread. Thinking personally, how much stress is the coronavirus pandemic causing for you right now?



Nationwide survey of 1,002 registered voters; August 21-24, 2020.
For more info, visit navigatorresearch.org

Public Strongly Supports Keeping Social Distancing Measures in Place Until a Vaccine is Developed and Available

Four in five support keeping social distancing measures in place until a vaccine is developed and readily available – and about three in five “strongly support” keeping them in place until then.

Do you support or oppose keeping social distancing measures in place until a vaccine is developed and readily available?



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Majority Support “More Aggressive” Social Distancing

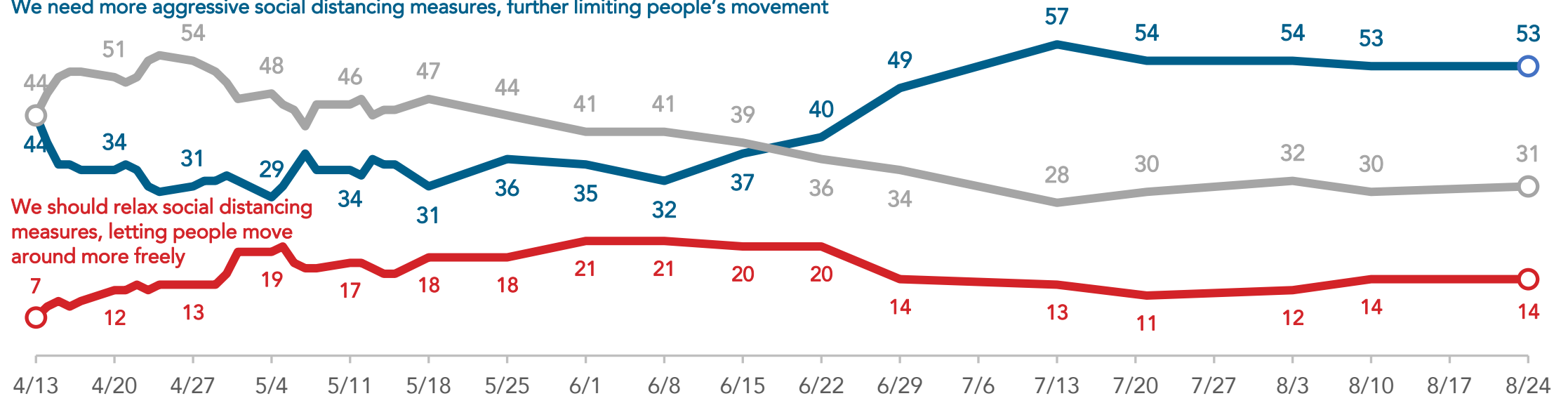
More than half continue to say the country needs more aggressive social distancing measures, while less than a third say the country is currently “doing the right thing when it comes to social distancing.”

- On a separate question, 54% say the “worst is yet to come” in the pandemic, while only 28% say the “worst is over.”

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

We are currently doing the right thing when it comes to social distancing

We need more aggressive social distancing measures, further limiting people’s movement



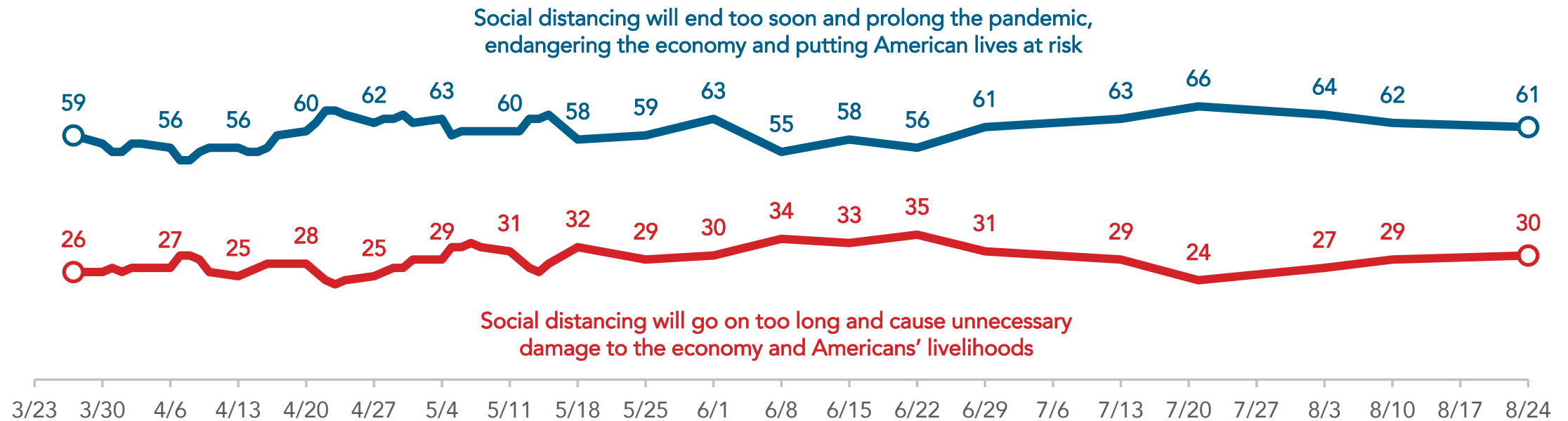
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted August 21-24, 2020. For more info, visit navigatorresearch.org

Three in Five Remain Concerned Social Distancing Will End Too Soon

Only three in ten are more concerned social distancing will go on too long rather than end too soon.

- Even among Republicans, 42% are more concerned social distancing will end too soon, while 46% are more concerned social distancing will go on too long.

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



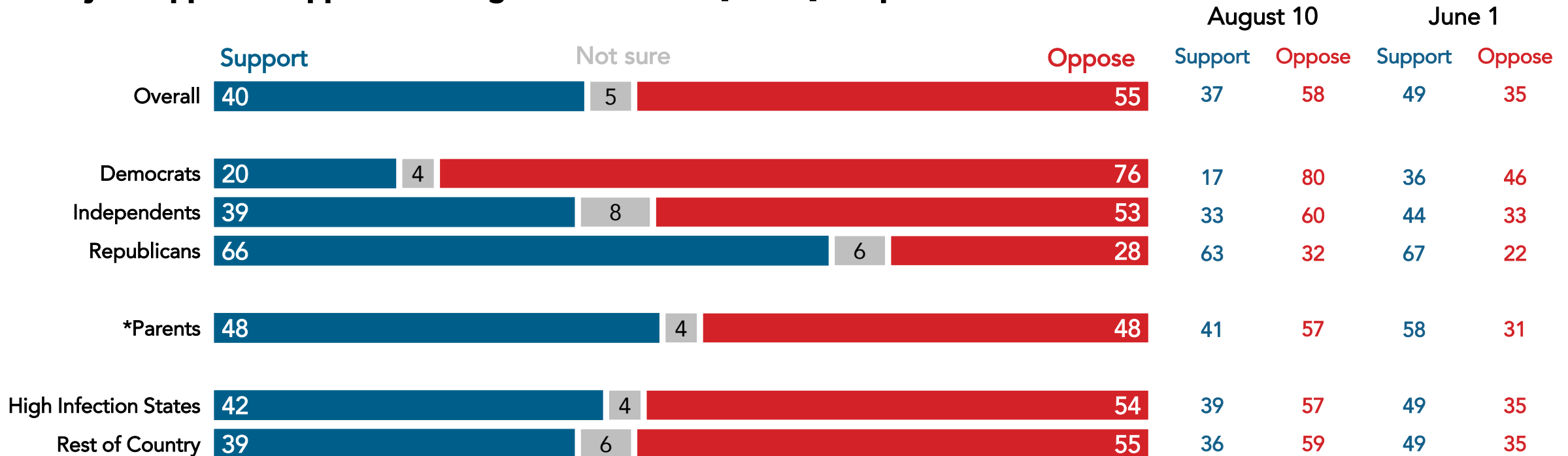
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted August 21-24, 2020. For more info, visit navigatorresearch.org

Despite Small Uptick in Support, Most Americans Continue to Oppose Reopening Schools

While there has still been a significant increase since June 1 in the share who oppose reopening schools, in the last two weeks, there has been an increase in the share who support reopening them while opposition is on the decline.

- Among parents, support has grown 7 points while opposition has declined 9 points in the last two weeks.

Do you support or oppose allowing K-12 schools in [STATE] to open at the end of the summer?



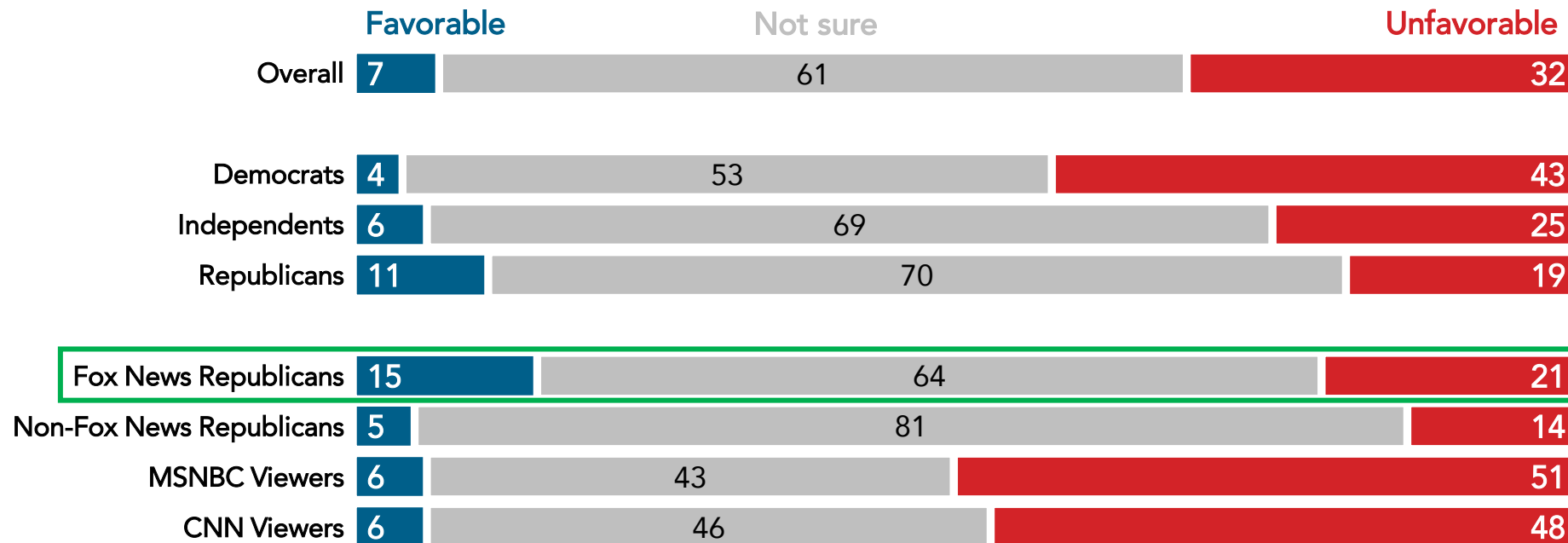
*"Parents" are those who self-report having a child/children under the age of 18. "High infection states" are those that fall under the NY travel restriction list, based on a "seven day rolling average of positive tests in excess of 10%, or number of positive cases exceeding 10 per 10,000 residents." "Rest of country" are those that do not fall on this list. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted August 21-24, 2020. For more info, visit navigatorresearch.org

Most Are Unfamiliar with Q-Anon and Those Familiar Hold Unfavorable Views

A third of Americans are unfavorable to Q-Anon while three in five are not familiar with the group.

- Among Fox News Republicans, however, nearly one in six have a favorable view of the group, while only 5% of non-Fox News Republicans have a favorable view.

Please indicate how favorable or unfavorable you are to: Q-Anon.



"Republicans who watch Fox News" are Republicans who report watching Fox News at least a few times a month. "MSNBC viewers" are those who report MSNBC as a main source of news about politics and current events. "CNN viewers" are those who report CNN as a main source of news about politics and current events. Nationwide survey of 1,002 registered voters; August 21-24, 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; 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 public opinion surveys among a sample of 1,002 registered voters from August 21-24, 2020. 101 additional interviews were conducted among African American voters. 106 additional interviews were conducted among Hispanic voters. 110 additional interviews were conducted among independents with no partisan lean. 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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