

April 1, 2020

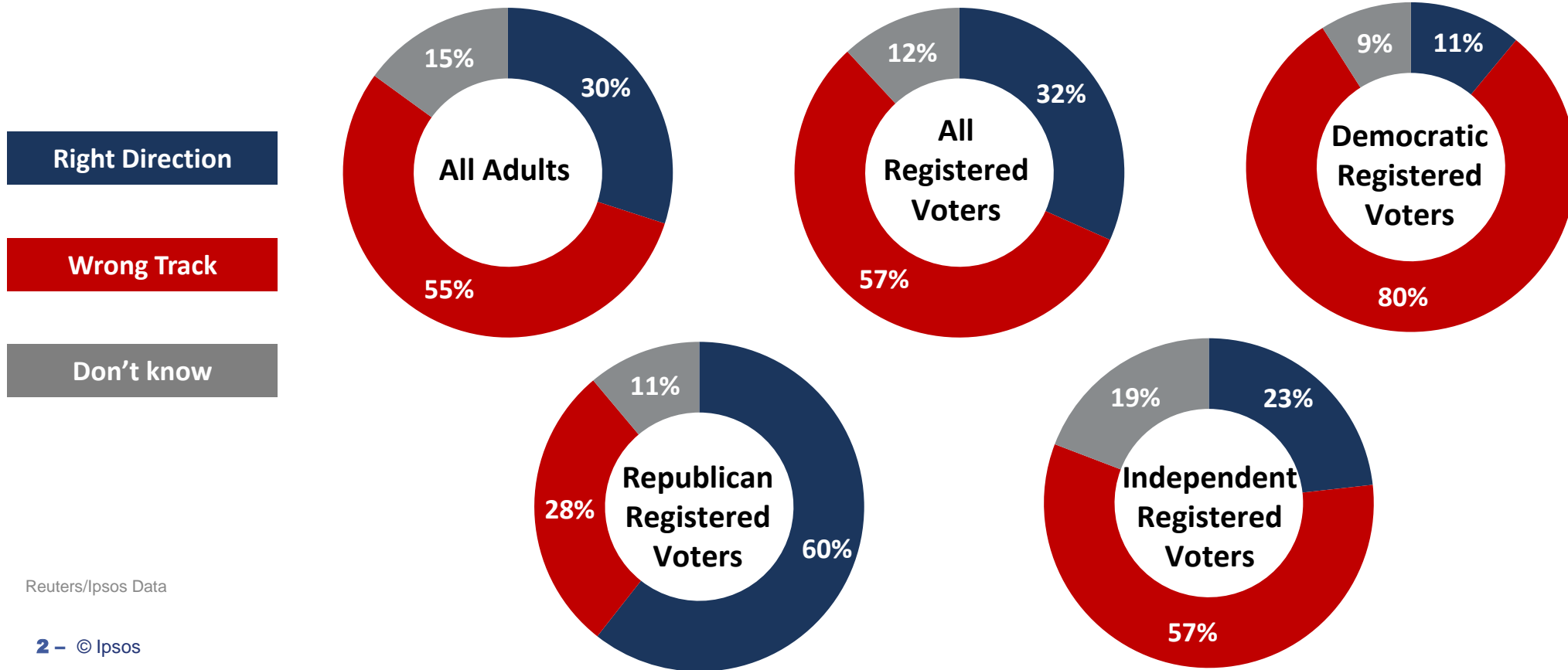
POTUS RADIO

Clifford Young

President, Ipsos Public Affairs

Right Direction/Wrong Track

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



Reuters/Ipsos Data

Most Important Problem Facing America

In your opinion, what is the most important problem facing the U.S. today?

	All Adults	All Registered Voters	Democratic Registered Voters	Republican Registered Voters	Independent Registered Voters
Economy generally	16%	17%	15%	22%	14%
Unemployment / lack of jobs	7%	7%	8%	5%	6%
War / foreign conflicts	2%	1%	1%	2%	1%
Immigration	6%	7%	2%	13%	3%
Terrorism / terrorist attacks	3%	3%	1%	6%	1%
Healthcare	29%	30%	39%	19%	39%
Energy issues	1%	1%	1%	1%	1%
Morality	5%	5%	2%	9%	3%
Education	2%	2%	3%	1%	3%
Crime	3%	2%	2%	2%	4%
Environment	5%	5%	8%	2%	3%
Other	16%	18%	17%	18%	16%
Don't know	4%	2%	1%	1%	7%

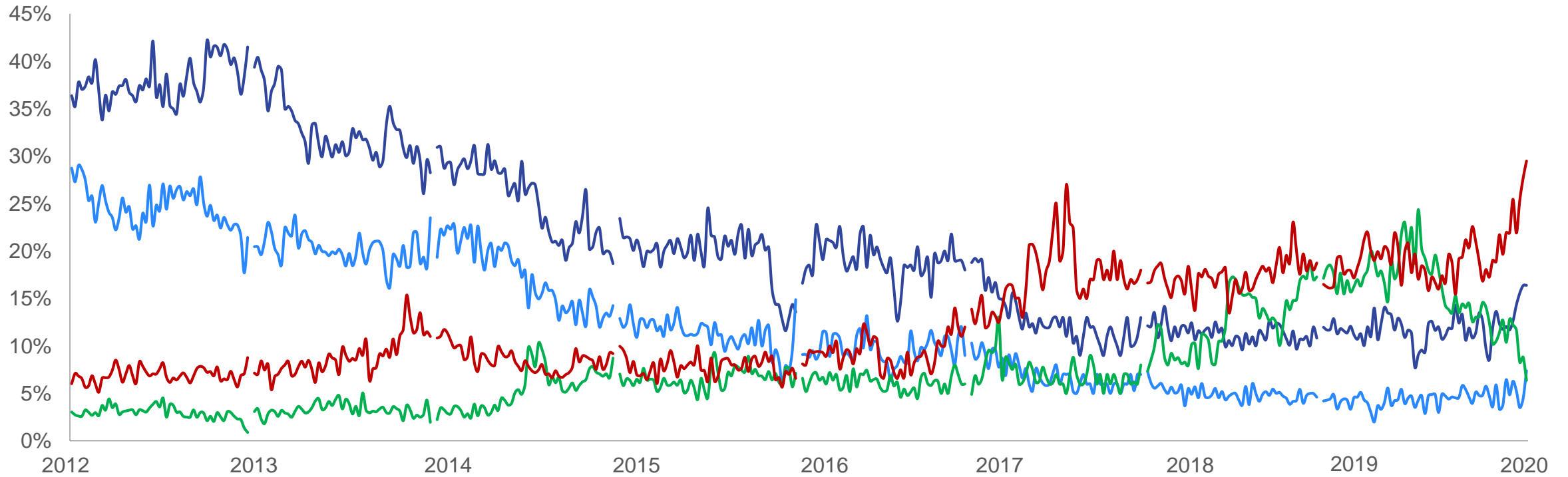
Reuters/Ipsos Data. Conducted March 30-31, 2020

ALL ADULT AMERICANS

Most Important Problem Facing America

In your opinion, what is the most important problem facing the U.S. today?

- Healthcare
- Economy generally
- Immigration
- Unemployment/jobs



Reuters/Ipsos Data. Conducted March 30-31, 2020



Donald Trump's Approval



Overall, do you approve or disapprove of the way Donald Trump is handling his job as President?

Is that strongly (approve/disapprove) or somewhat (approve/disapprove)? (Asked of those who selected "approve" or "disapprove")
 Q2b. If you had to choose, do you lean more towards approve or disapprove? (Asked of those who selected "don't know")

	All Adults	Registered Voters	Democratic Registered Voters	Republican Registered Voters	Independent Registered Voters
Strongly approve	23%	25%	4%	54%	15%
Somewhat approve	19%	18%	8%	31%	19%
Lean towards approve	2%	2%	1%	4%	4%
Lean towards disapprove	2%	1%	0%	1%	4%
Somewhat disapprove	11%	11%	15%	5%	12%
Strongly disapprove	39%	40%	70%	5%	36%
Not sure	5%	2%	2%	1%	9%
TOTAL APPROVE	44%	46%	13%	88%	38%
TOTAL DISAPPROVE	51%	52%	86%	11%	52%

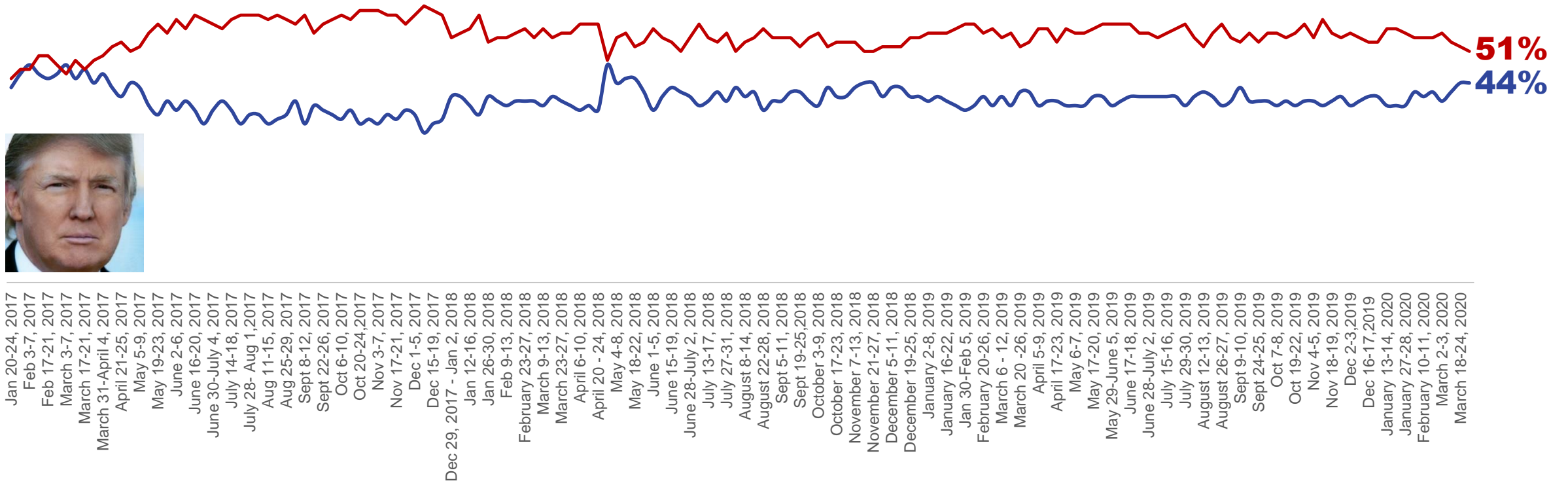
Reuters/Ipsos Data. Conducted March 30-31, 2020

ALL ADULT AMERICANS

Donald Trump's Approval

Overall, do you approve or disapprove of the way Donald Trump is handling his job as President?

■ Total Approval
■ Total Disapproval



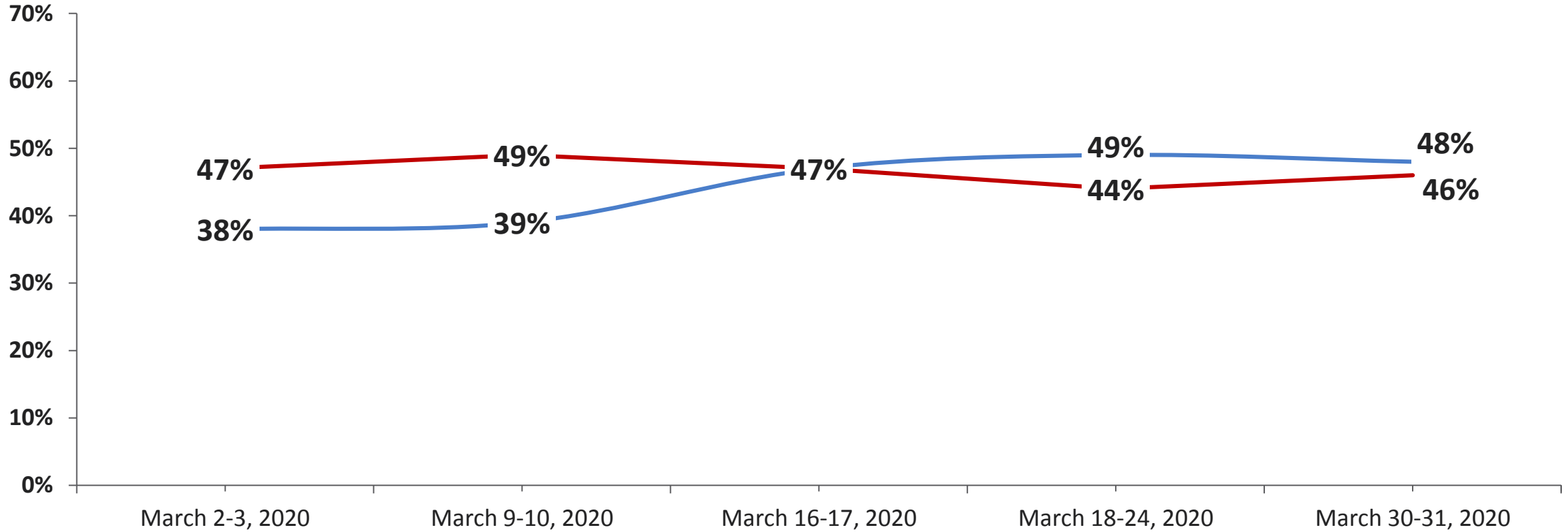
Reuters/Ipsos Data

ALL ADULT AMERICANS

Trump's Approval on Coronavirus

Do you approve or disapprove of the way Donald Trump is handling the following issues? Coronavirus / COVID-19

■ Total Approval
■ Total Disapproval



Reuters/Ipsos Data

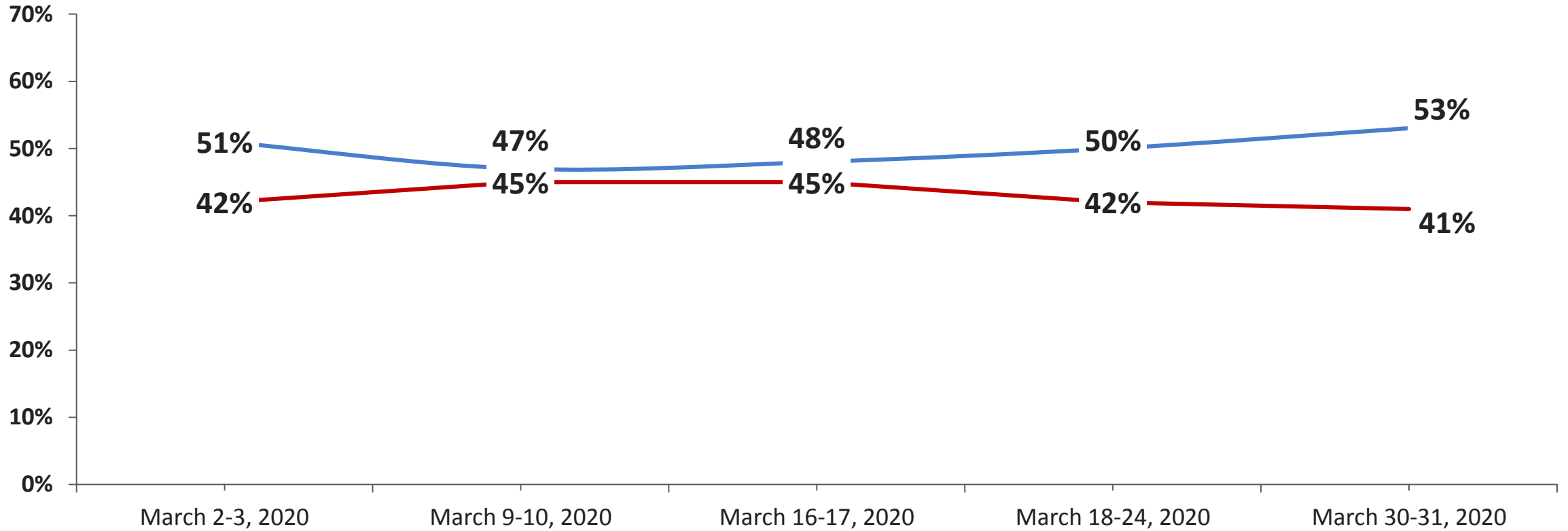
ALL ADULT AMERICANS

Trump's Approval on the Economy

Do you approve or disapprove of the way Donald Trump is handling the following issues? The US economy

■ Total Approval

■ Total Disapproval



Reuters/Ipsos Data

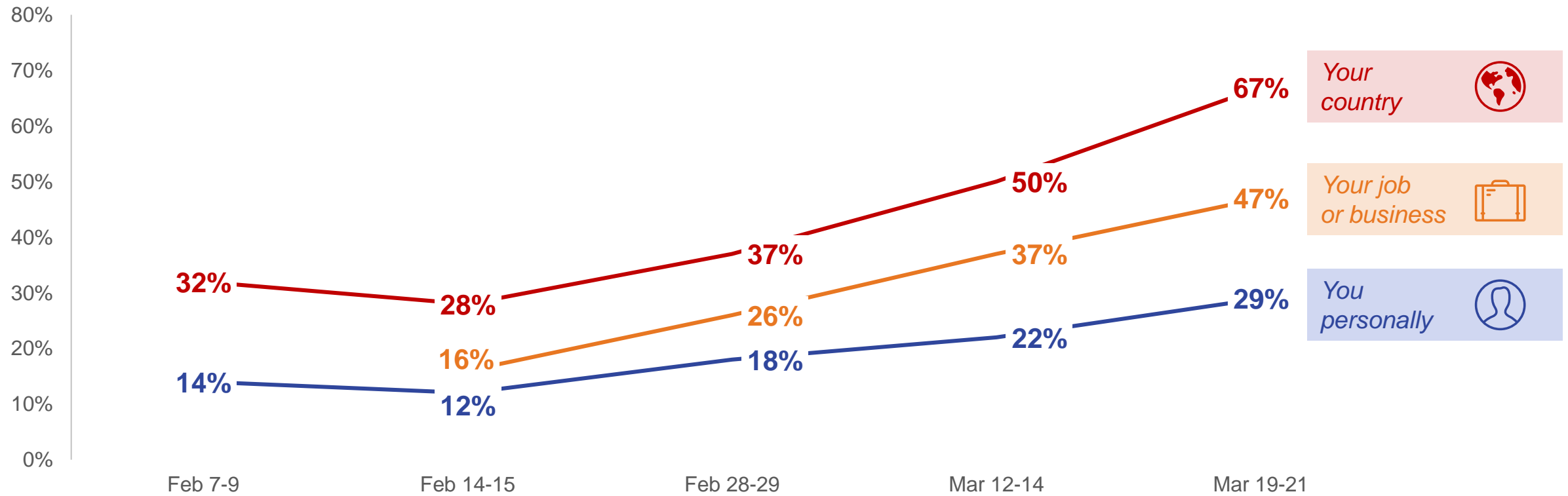
CORONAVIRUS

ALL ADULT AMERICANS

American Perceptions on Coronavirus

What level of threat do you think the coronavirus or COVID-19 poses to each of the following?

% Very high threat + High threat



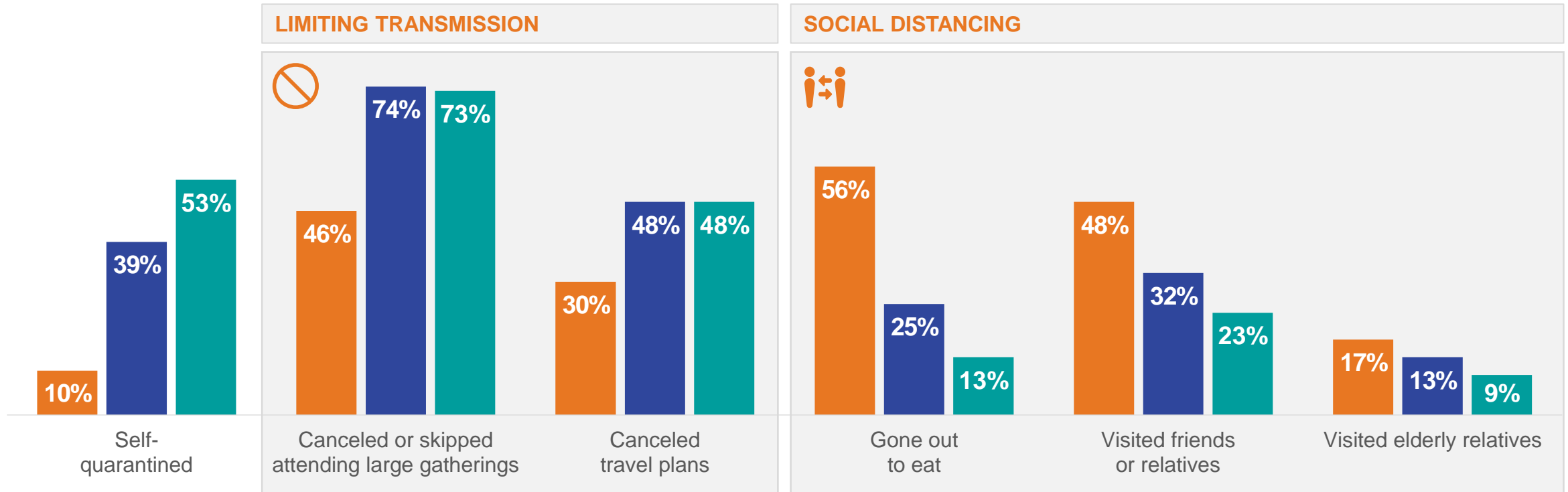
Reuters/Ipsos Data

Impact on Personal Behavior

Have you done the following in the last week?

% Yes

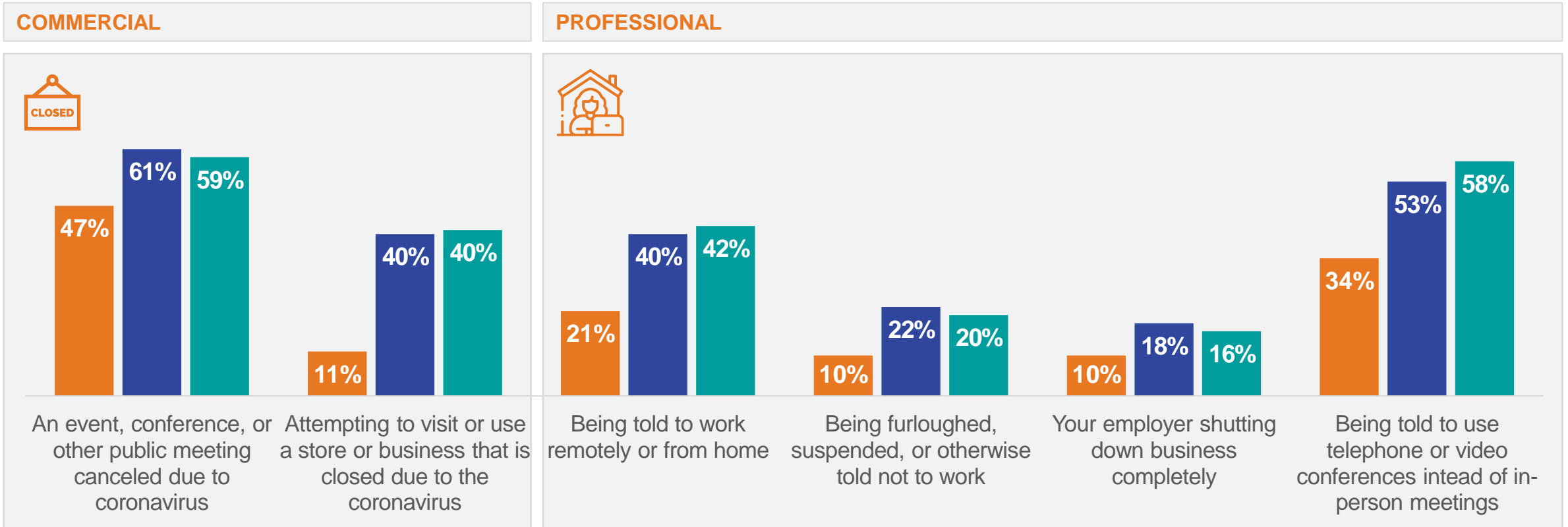
■ March 13–16 ■ March 20–23 ■ March 27–30



Impact on Professional and Commercial Lives

Have you personally experienced the following in the last few weeks?

% Yes ■ March 13–16 ■ March 20–23 ■ March 27–30



Axios/Ipsos Coronavirus Index

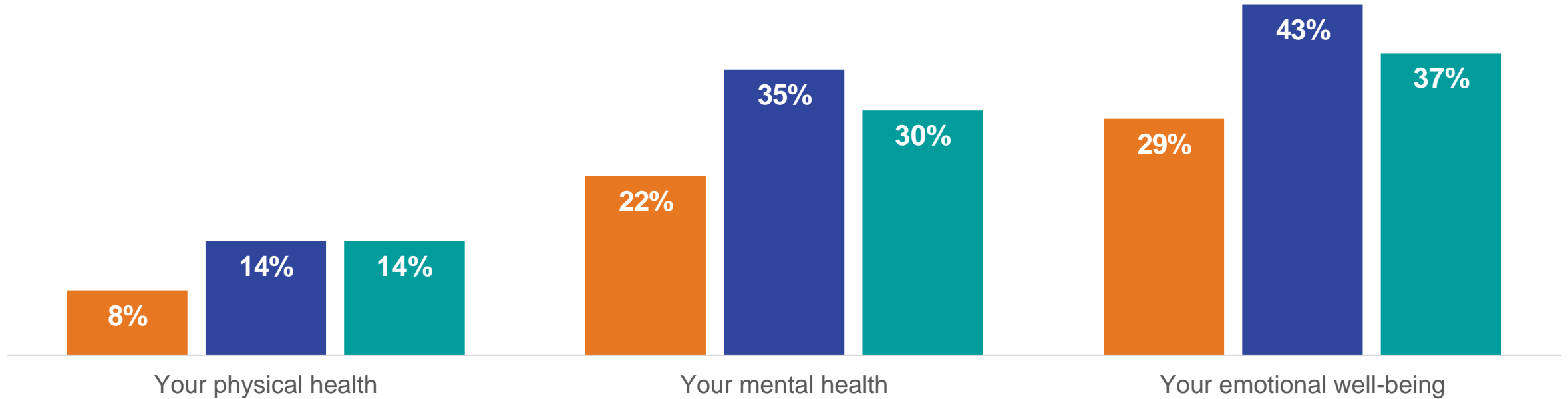
ALL ADULT AMERICANS

Impact on Health

How have the following changed in the last few weeks, if at all?

% Gotten worse

■ March 13–16 ■ March 20–23 ■ March 27–30



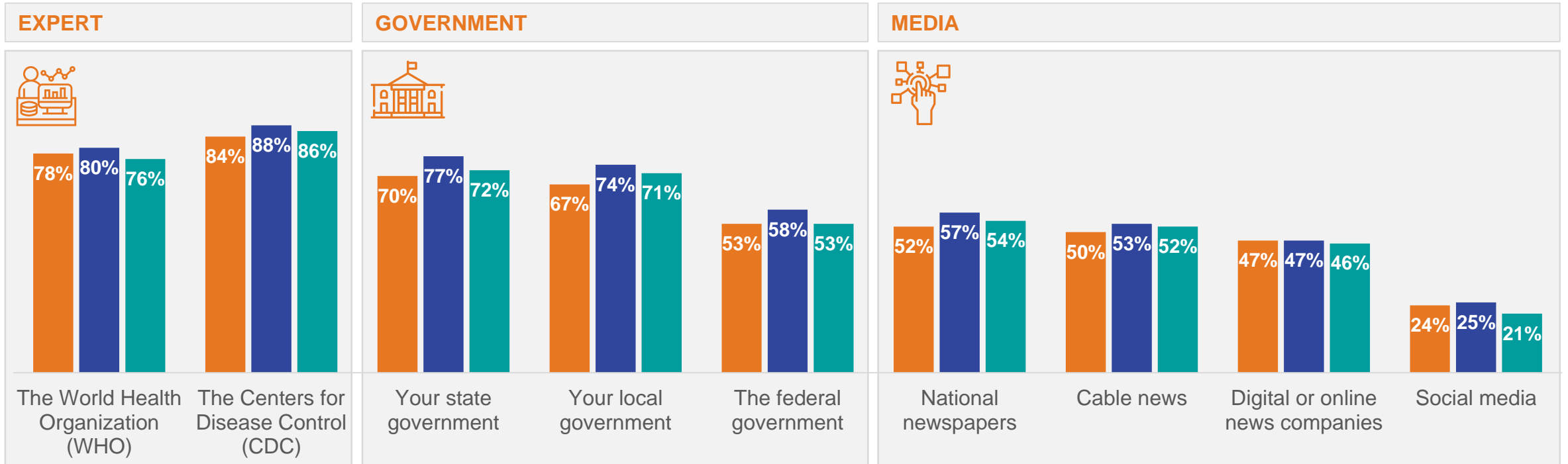
Axios/Ipsos Data

Americans Turning to Experts and Local Government

How much trust do you have in each of the following to provide you with accurate information about coronavirus or COVID-19?

% A great deal / fair amount

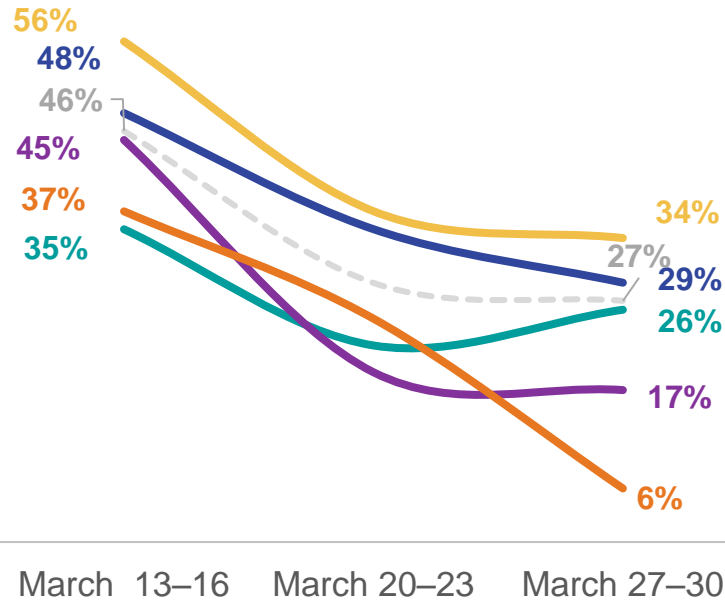
■ March 13–16 ■ March 20–23 ■ March 27–30



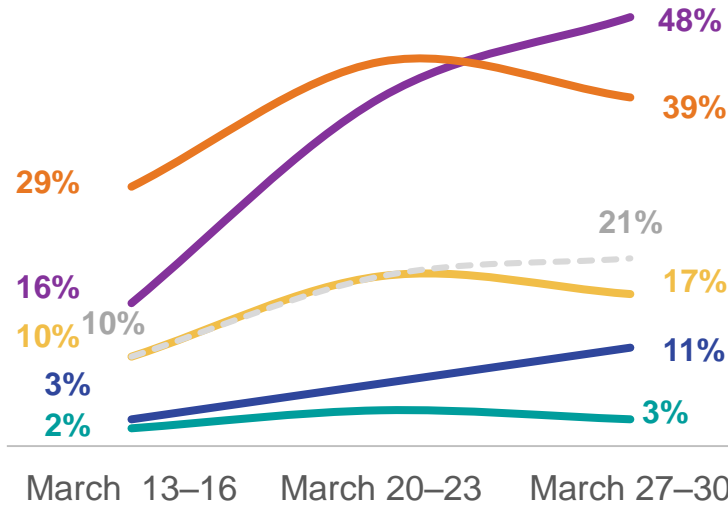
Americans by Derived Socio Economic Status

■ Lower
 ■ Lower Middle
 ■ Middle
 ■ Upper Middle
 ■ Upper
 - - - All Americans

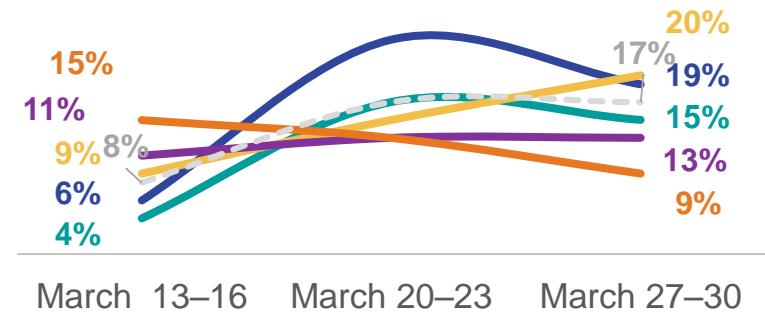
WORKING NORMALLY



WORKING FROM HOME



FURLOUGHED/CLOSED

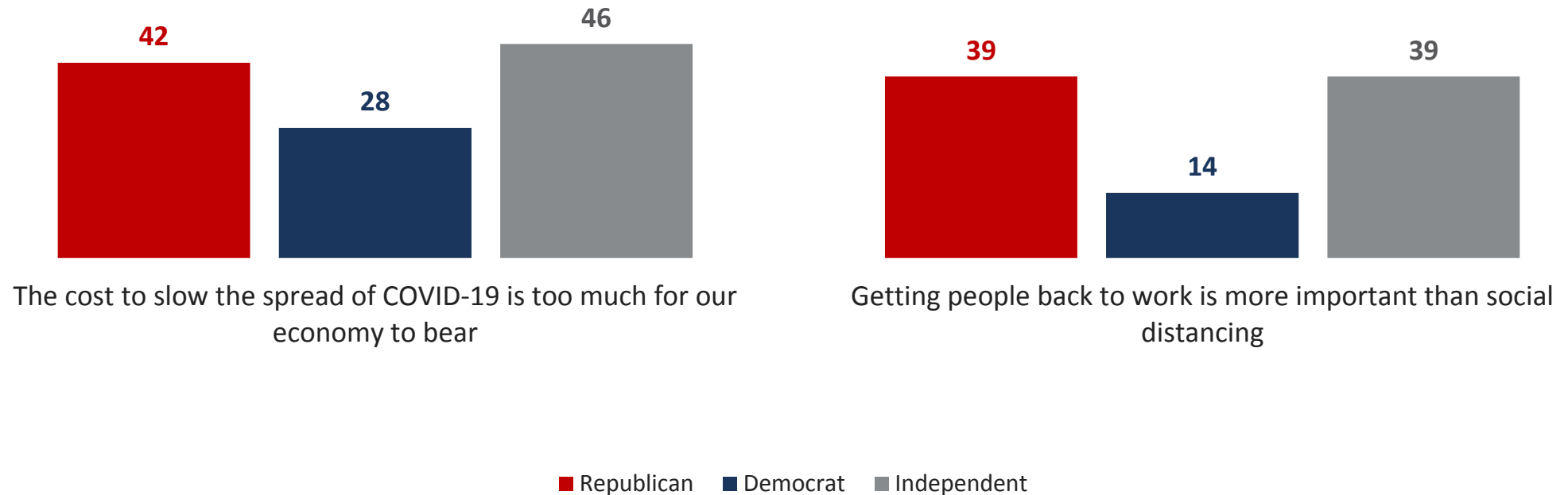


ALL ADULT AMERICANS

Impact on the Economy

Do you agree or disagree with the following?

% Agree

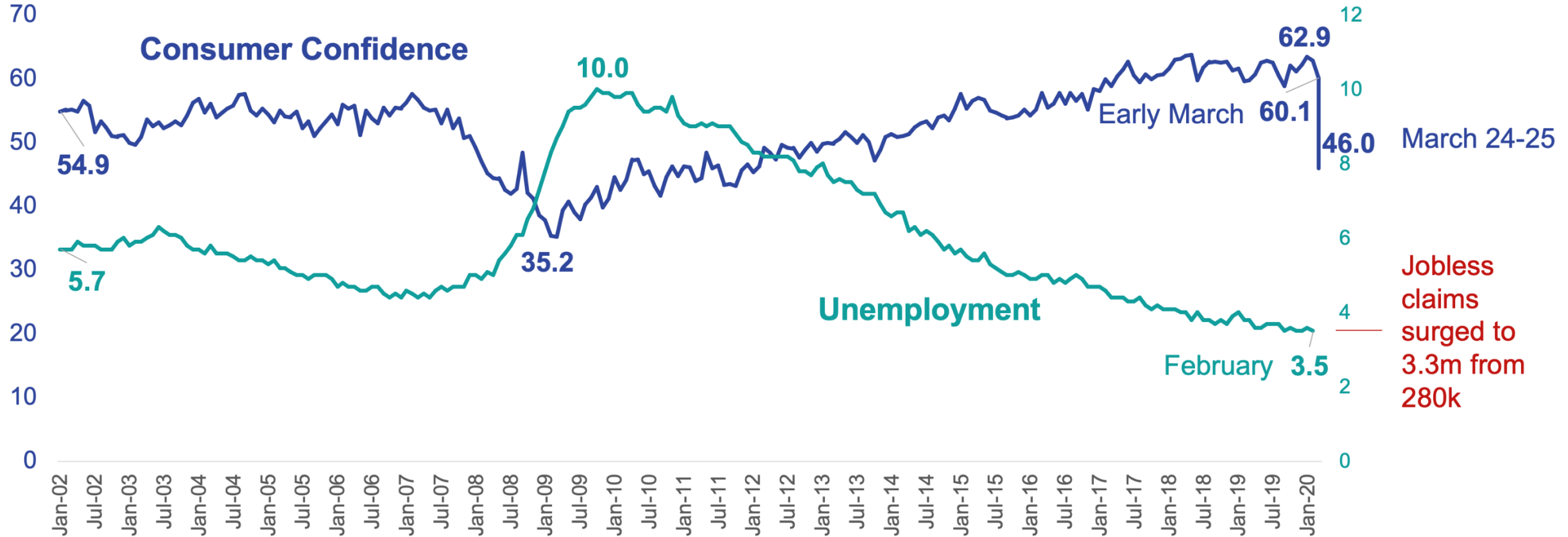


Daily Beast/Ipsos Data. Conducted March 26-27, 2020

CONSUMER CONFIDENCE

But American Consumer Confidence Faltering

American consumer confidence & unemployment 2002–2020



Ipsos Primary Consumer Sentiment Index / U.S. Bureau of Labor Statistics



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Cliff Young is President of Ipsos Public Affairs in the United States and also leads Ipsos' global election and polling risk practice.

He is a polling expert with specialties in social and public opinion trends, crisis management, corporate and institution reputation and elections.

Cliff is a contributor to POTUS Radio and has served as an expert commentator on Fox News and NPR, among others.

Cliff is also an adjunct professor at Johns Hopkins SAIS and an instructor at both Columbia University SIPA and University of São Paulo where he teaches courses on public opinion and election forecasting.

(MORE BIO INFO:

<http://spotlight.ipsosna.com/index.php/author/clifford-young/>)

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“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.