



COVID-19 Update

Verified Voter Omnibus Survey

N=1,006 Registered Voters

January 20 - January 26, 2021

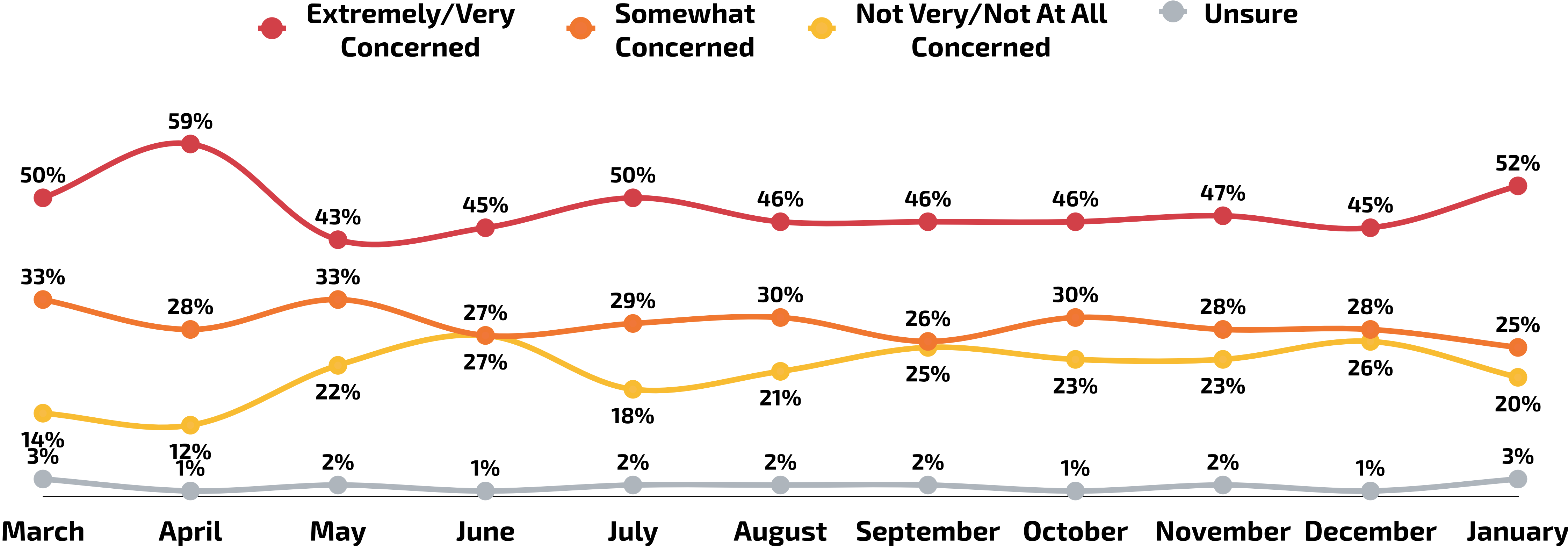


Coronavirus Trends



Coronavirus Concern Rises In January

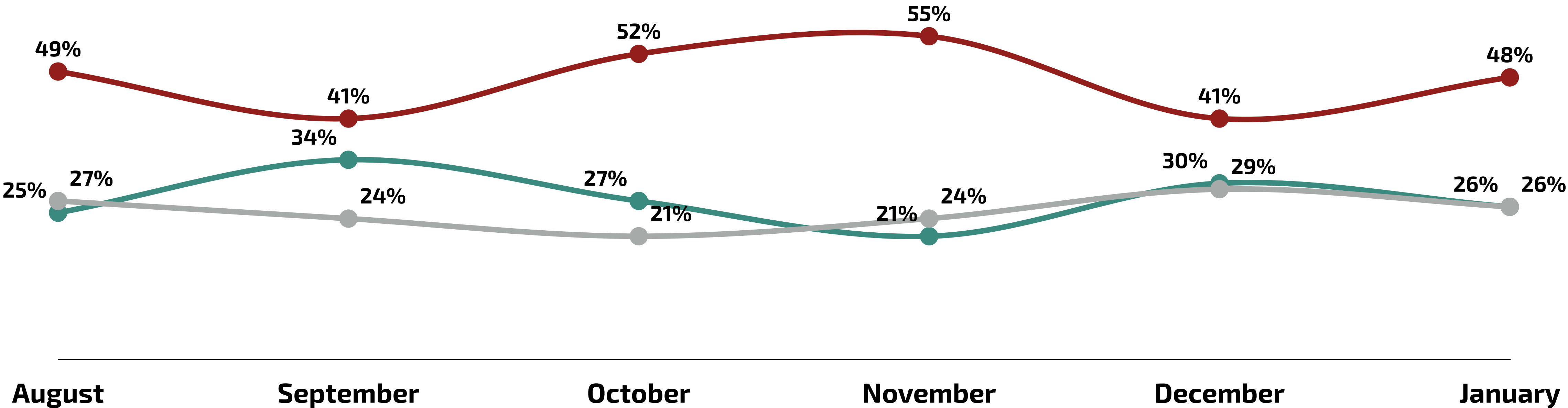
Q. How personally concerned are you about the chances of you or someone in your family becoming infected with the coronavirus?



Almost Half Of Voters Feels The Worst Is Yet To Come

Q. Which of the following best describes your feelings about the coronavirus outbreak in the United States?

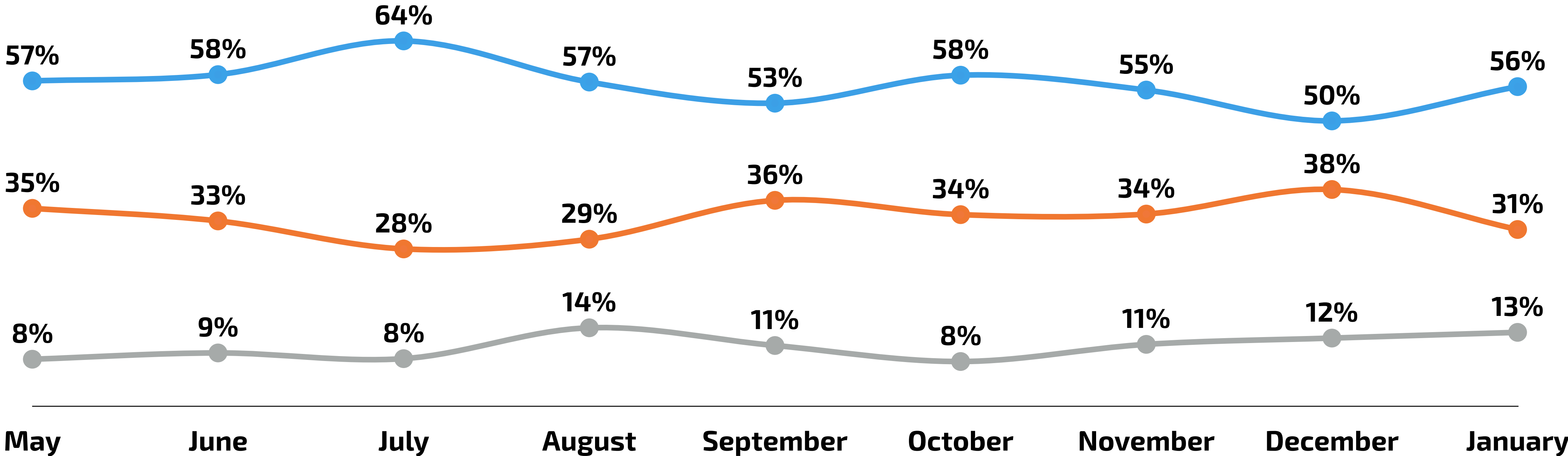
● The worst is yet to come ● Unsure ● The worst is behind us



Support For Reopening Down From December

Q. Which of the following concerns you more?

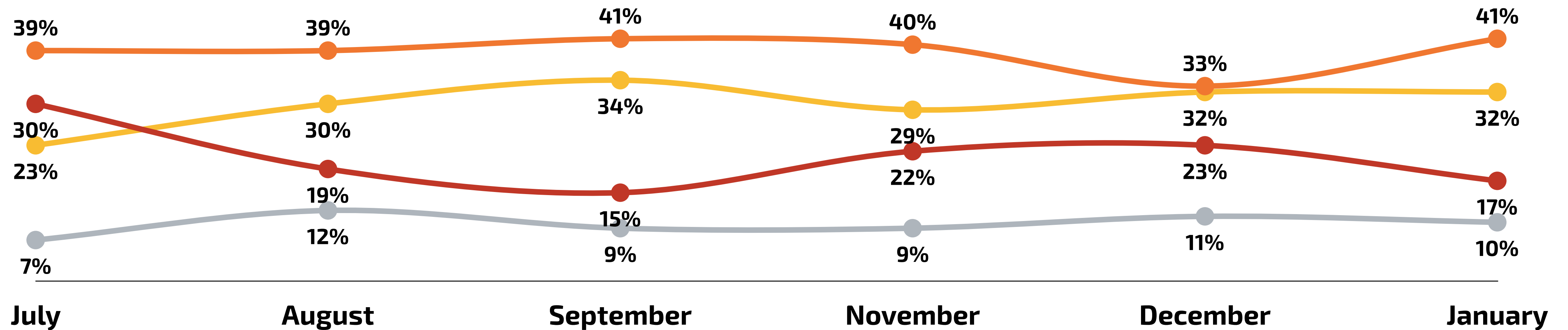
- Reopening the country too quickly, allowing the virus to spread and costing lives
- Waiting too long to reopen the country, damaging the economy and costing jobs
- Unsure



Fewer Voters Think Reopening Should Be Reversed In January

Q. Many states are experiencing another increase in coronavirus cases. Which approach should these states be taking in response?

- Reopening should be fully reversed and most places closed again
- Reopening should be partly reversed and some places closed again
- Reopening should continue and individuals should take their own precautions
- Unsure

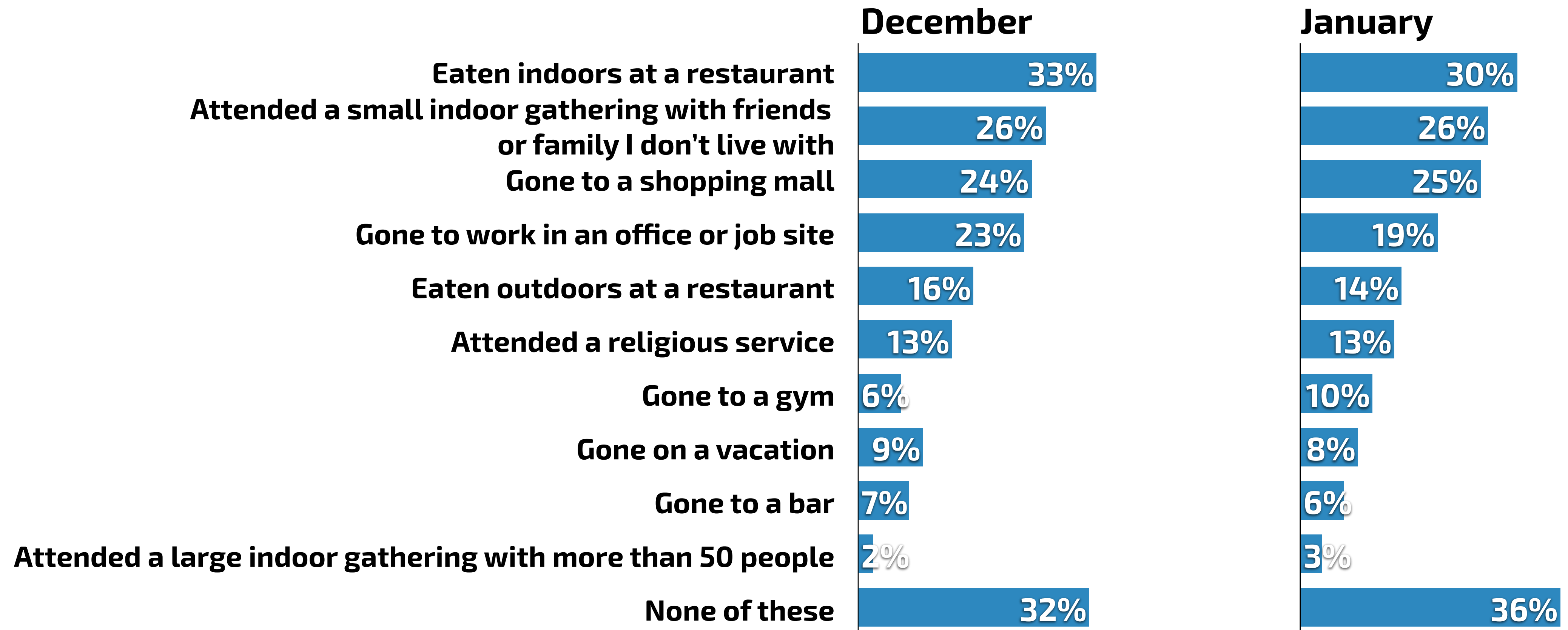


Purchases And Changes



Many Recently Ate Indoors At A Restaurant Or Attended A Small Indoor Gathering

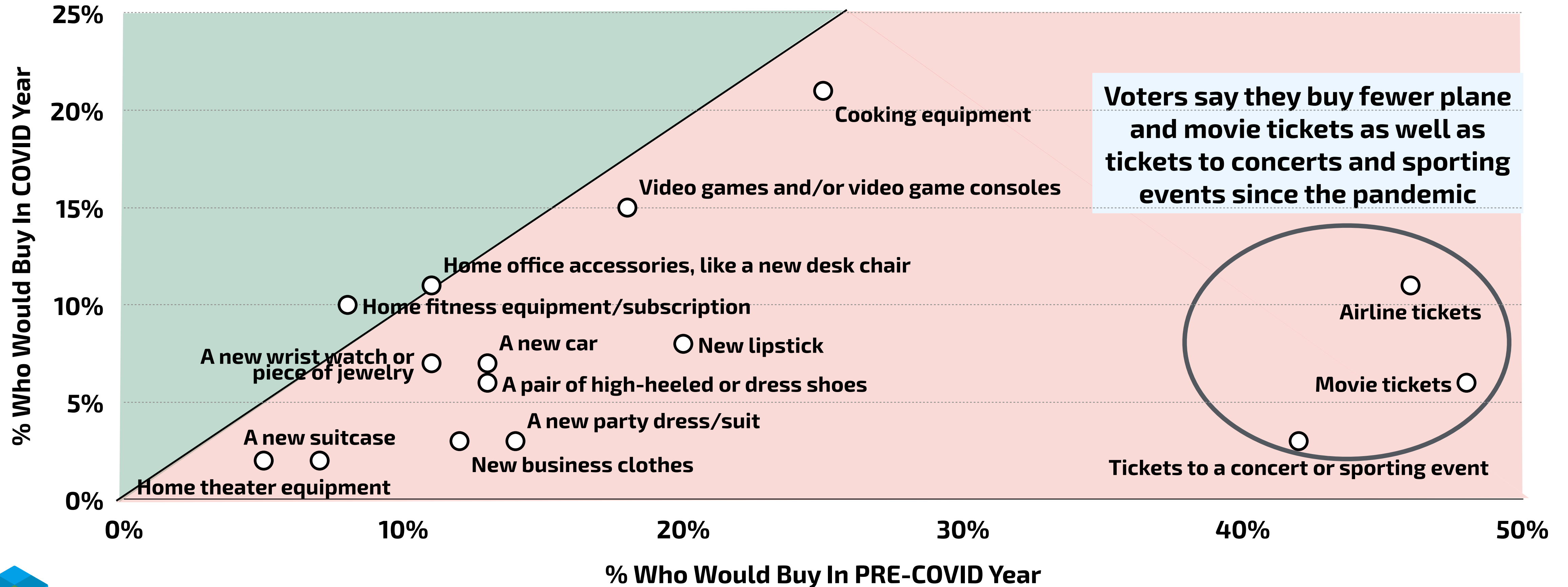
Q. Which of the following have you personally done in the last month?



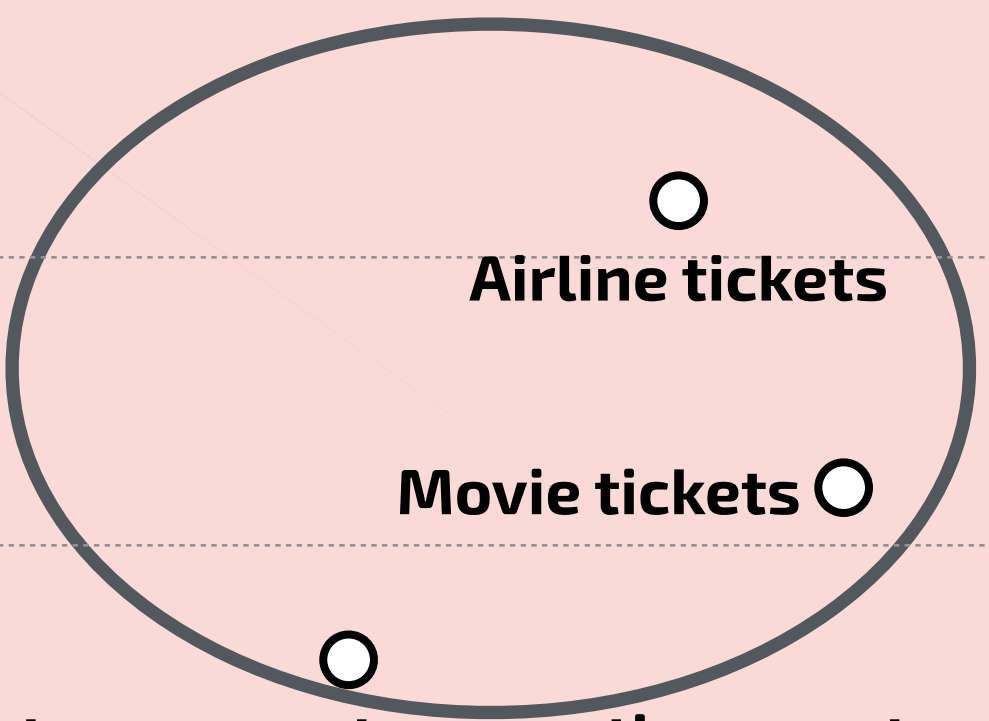
Overall, Voters Report Buying More Pre-COVID

Q. Thinking about your personal purchasing history, which of the following would you typically buy in an ordinary pre-covid year? Select all that apply.

Q. Thinking about your personal purchasing history, which of the following have you bought since the onset of the pandemic state of emergency in March 2020? Select all that apply.



Voters say they buy fewer plane and movie tickets as well as tickets to concerts and sporting events since the pandemic

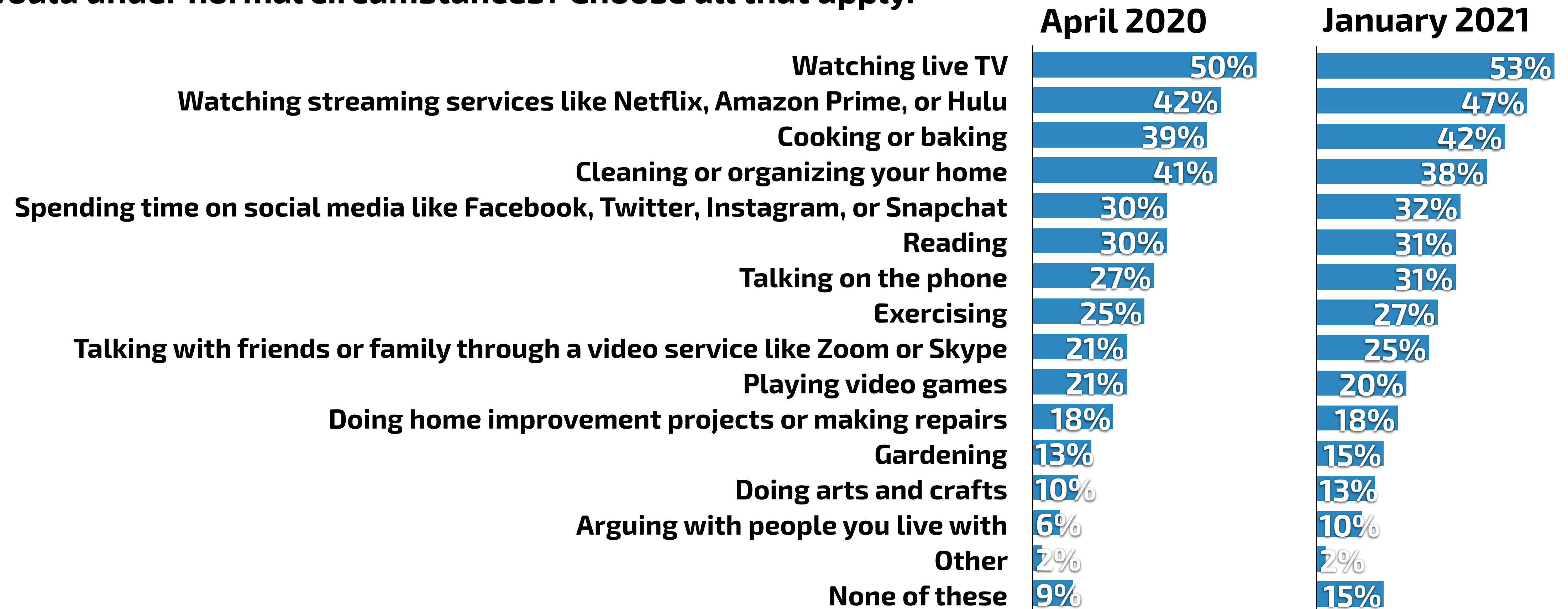


Note: Significantly, "None of these" (not shown) had 27 more points when asking about the time "since the onset of the pandemic" (43% vs. 16%)



Many Watch More Streaming/TV And Bake More In The Pandemic

Q. During the coronavirus pandemic, have you done any of the following activities more than you would under normal circumstances? Choose all that apply.



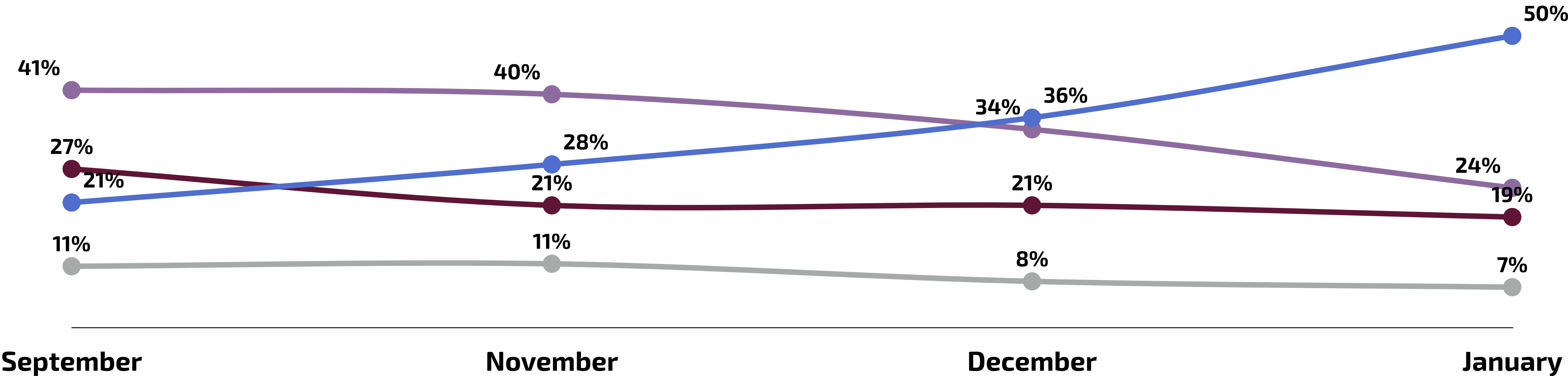
Coronavirus Vaccine



Voters Eager To Get Vaccinated Up Significantly From December

Q. Do you plan to get the COVID-19 vaccine?

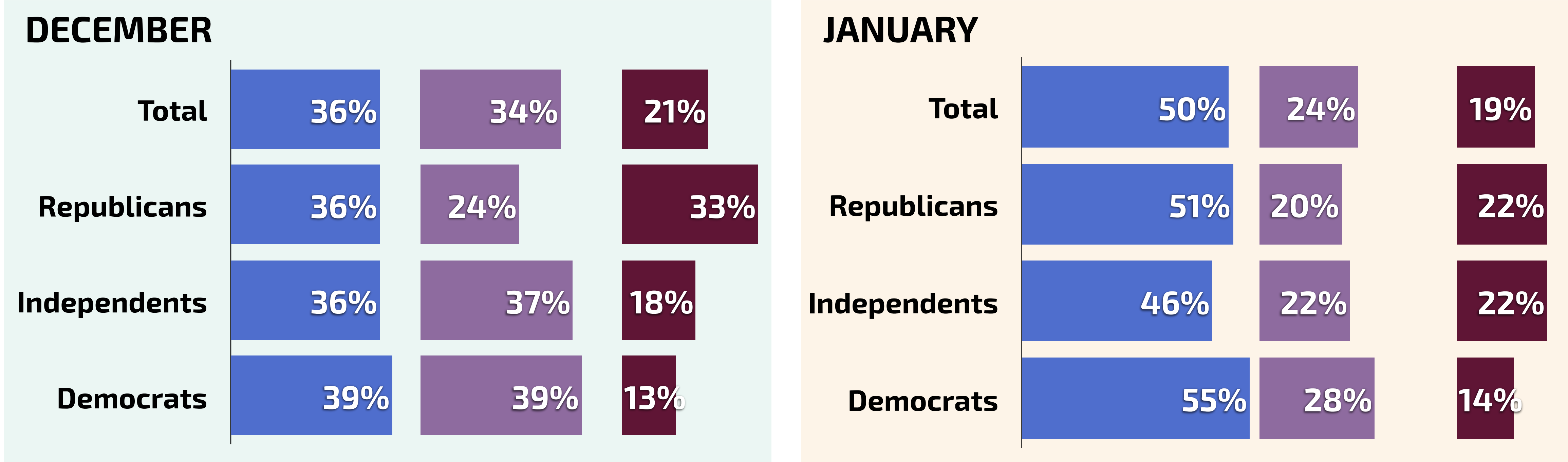
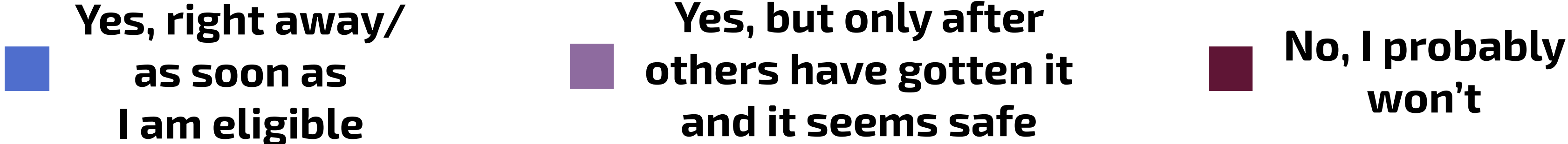
- Yes, right away/ as soon as I am eligible
- Yes, but only after others have gotten it and it seems safe
- No, I probably won't
- Unsure



Note: Before January prompt read "If a COVID-19 vaccine is approved by the FDA and made available to the public, do you plan to get vaccinated?" First response changed from "Yes, right away" to "Yes, as soon as I am eligible"

Vaccine Willingness Up Across Party Lines

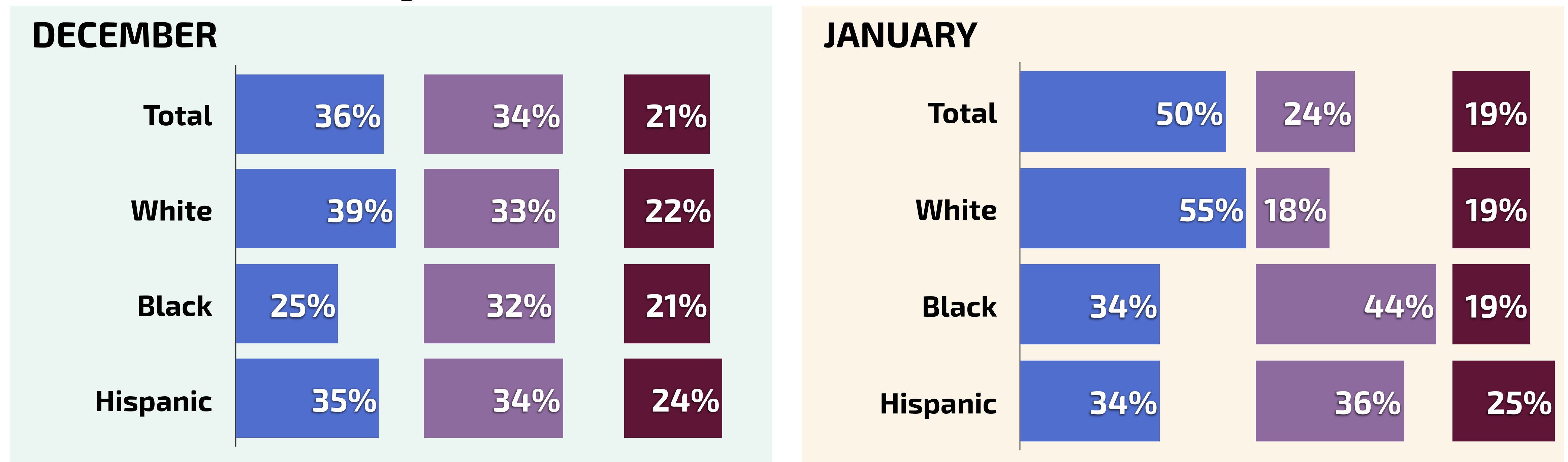
Q. Do you plan to get the COVID-19 vaccine?



Note: Before January prompt read "If a COVID-19 vaccine is approved by the FDA and made available to the public, do you plan to get vaccinated?" First response changed from "Yes, right away" to "Yes, as soon as I am eligible"

Fewer Minority Voters Willing To Get Vaccinated Immediately

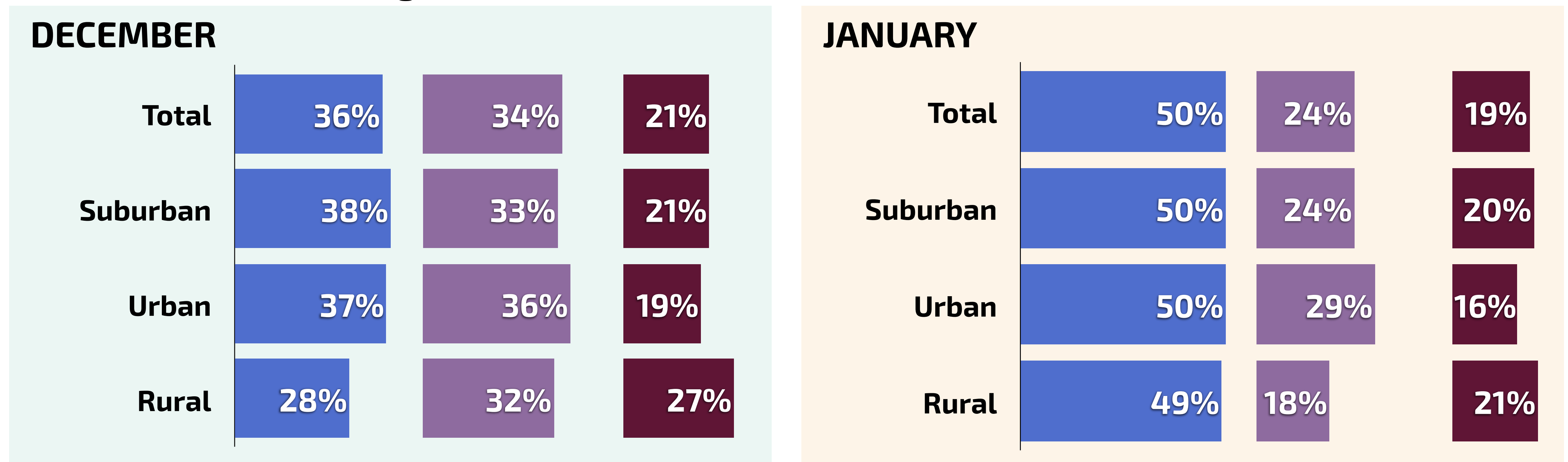
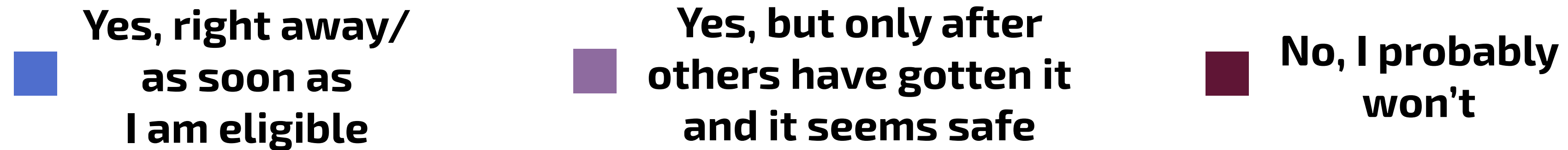
Q. Do you plan to get the COVID-19 vaccine?



Note: Before January prompt read "If a COVID-19 vaccine is approved by the FDA and made available to the public, do you plan to get vaccinated?" First response changed from "Yes, right away" to "Yes, as soon as I am eligible"

Rural Voters Now Equally As Likely To Get Vaccinated Immediately

Q. Do you plan to get the COVID-19 vaccine?

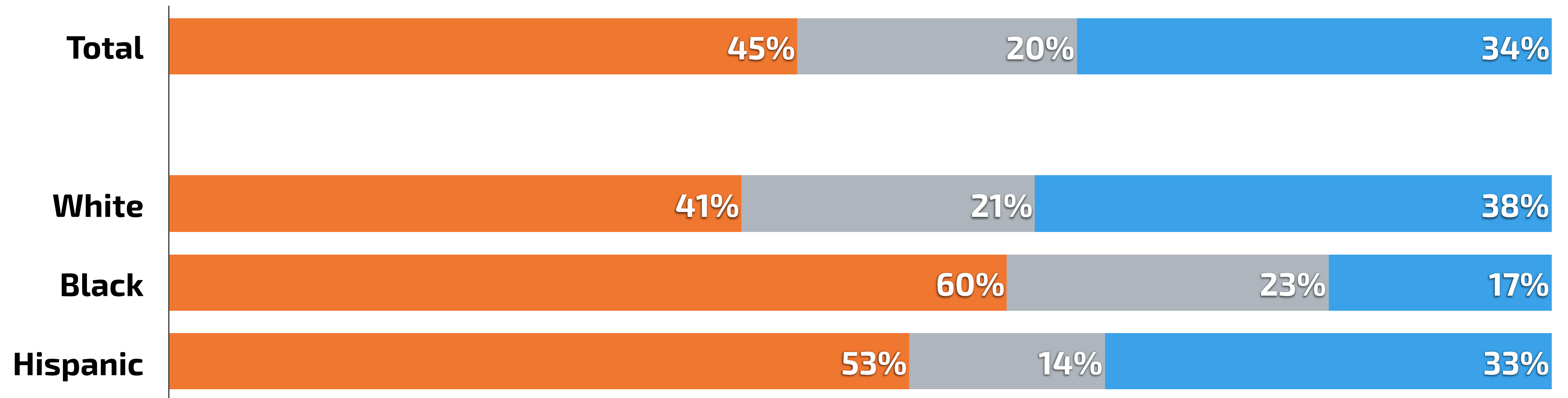


Note: Before January prompt read "If a COVID-19 vaccine is approved by the FDA and made available to the public, do you plan to get vaccinated?" First response changed from "Yes, right away" to "Yes, as soon as I am eligible"

More Say Deliver First Doses Now

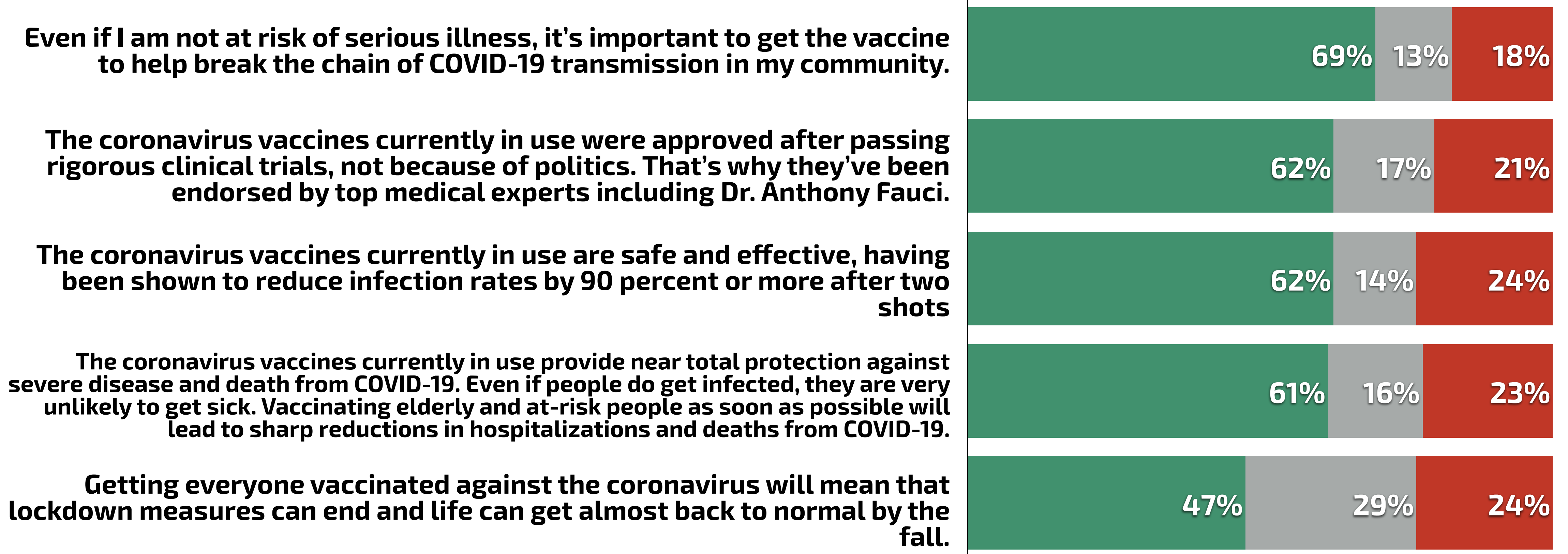
Q. The United States is currently behind schedule in the number of coronavirus vaccines administered to the public. In response, should public health officials...?

-  Administer as many first doses now to provide more people with some protection, and wait for production to ramp up before administering a second dose
-  Unsure
-  Continue to hold back vaccine doses currently in stock to guarantee that people can receive their second dose on time



Breaking Transmission Most Believable Pro-Vaccine Statement, While Skepticism Remains That Life Will Return to Normal By Fall

Q. Below are some statements people have made about coronavirus vaccines. Rate whether you do or do not believe each statement.



■ Believe

■ Unsure

■ Do not believe



**Verified Voter
Omnibus**

Your questions answered by real voters

Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.

By adding on to the Verified Voter Omnibus, you'll receive:

- **Hands-on assistance with drafting your questions**
- **Full topline and crosstabs with key political trends questions included**
- **A customized slide deck with your results**

Contact omnibus@echeloninsights.com for more information.





ECHELON
INSIGHTS

