



COVID-19 Update

Verified Voter Omnibus Survey

N=1,000 Likely Electorate

August 14–August 18, 2020



Meet the Likely Electorate

We know that on Election Day, those who turn out to vote won't necessarily look like the pool of all registered voters. Some voters are more likely to turn out than others, and polling should reflect that reality. But not everyone who shows up to vote on Election Day is a "likely voter," and often times, pollsters' methods of excluding "unlikely voters" can leave out those who are becoming newly activated.

That's why we at Echelon Insights have made the switch, not to a "likely voter" sample which arbitrarily excludes certain voters, but to our "Likely Electorate" (LE) frame, which accounts for voter turnout probability in how we weight our national survey.

We surveyed N = 1,000 registered voters in the Likely Electorate online from July 17 - July 22, 2020 using a voter file-matched sample as part of our monthly Verified Voter Omnibus tracking survey of the 2020 political environment. The sample was weighted to known characteristics of the 2020 "Likely Electorate" population, a frame which takes into account demographic and turnout characteristics of the 2020 electorate.



Key Findings: COVID-19

- **Concern over the coronavirus remains steady from July.** 49% say they're extremely or very concerned, compared to 51% in July, though half of the Likely Electorate expect the situation to worsen.
- **Majorities agree a range of six tested prevention measures are at least somewhat important to slowing the spread of the coronavirus.** However, voters saying prevention measures are extremely or very important fell across the board compared to July, with the most significant drop on whether keeping restaurants closed for indoor dining is extremely or very important to slowing the spread (44% compared to 54% in July)
- **72% would get vaccinated for COVID-19 if a vaccine were available:** 32% would get a vaccine right away and 40% would get a vaccine once others have gotten it. The 28% who would not get a vaccine or are unsure about a vaccine widely shared fears that a vaccine would be rushed to production before it was fully safe.



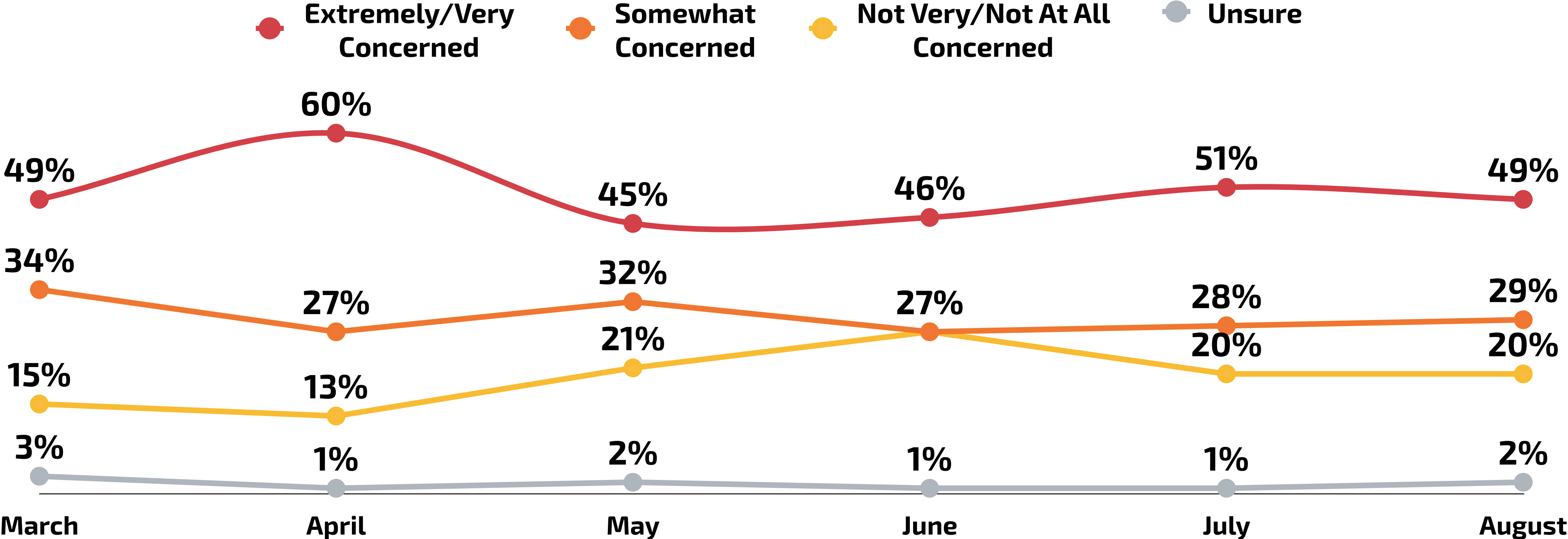
Key Findings: Reopening

- **Appetite for fully reversing reopening in states experiencing increases in cases dropped from July.** Just 20% say reopening should be fully reversed — down from 32% in July — 40% say reopening should be partially reversed, and 30% say reopening should continue and individuals should take their own precautions.
- **Partisan differences are especially stark on reopening strategies in states experiences increases in cases.** 52% of Republicans say reopening should continue in these states and individuals should take their own precautions compared to 15% of Democrats. 76% of Democrats say these states should partly or fully reverse reopening.
- **Voters are slowly adapting:** 5% fewer voters report experiencing hardships due to the coronavirus compared to July and 65% have engaged in some sort of in-person activity with people outside their household.



Coronavirus Concern Remains Steady From July

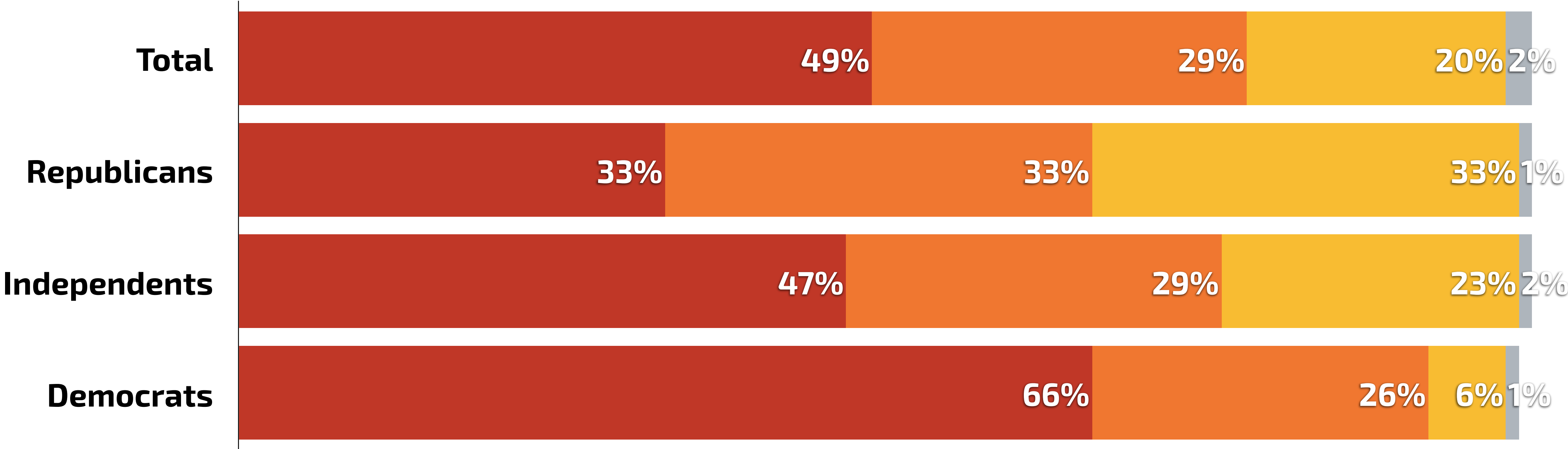
Q. How personally concerned are you about the chances of you or someone in your family becoming infected with the coronavirus?



66% of Democrats Extremely or Very Concerned to 33% of Republicans

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

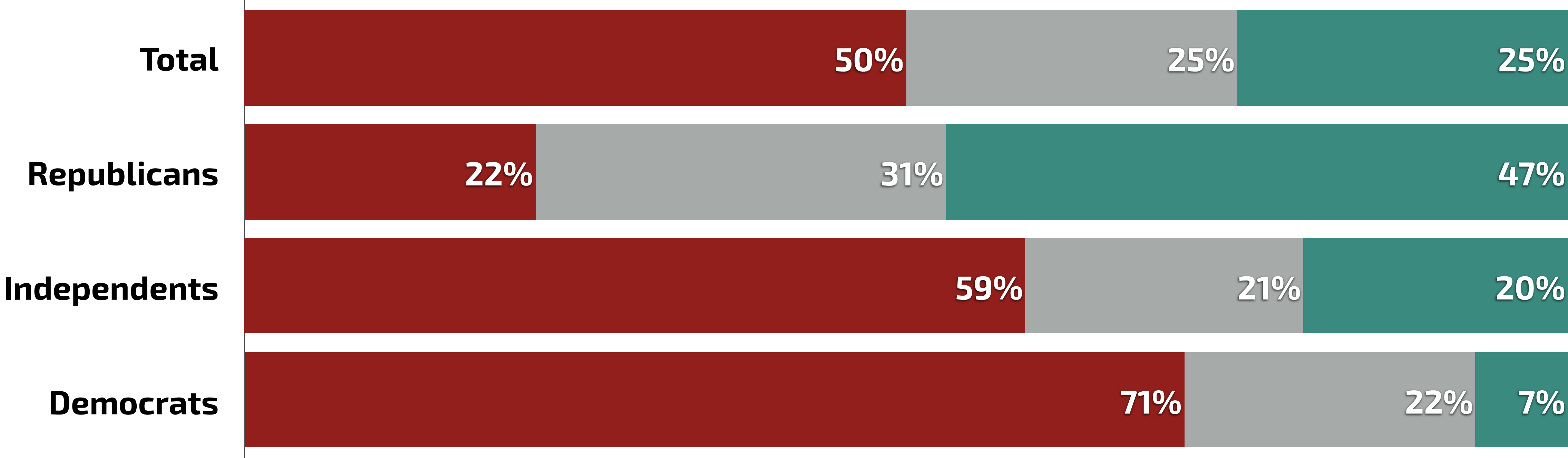
Extremely/Very Concerned Somewhat Concerned Not Very/Not at All Concerned Unsure



Over Two-Thirds of Democrats Believe Situation Will Worsen

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

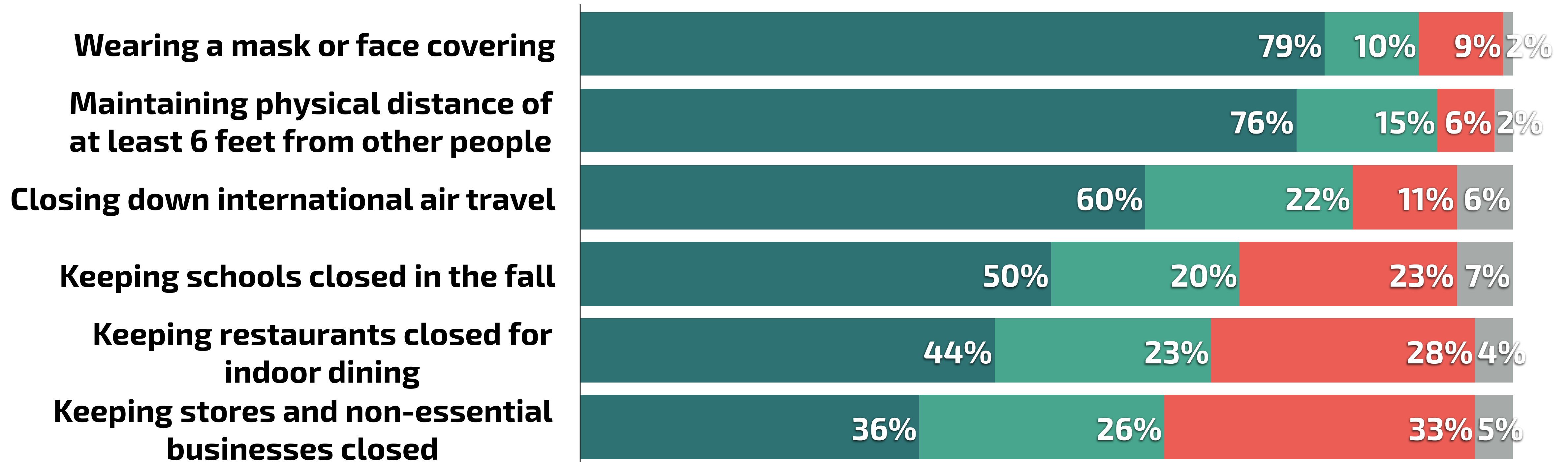
The worst is yet to come **Unsure** **The worst is behind us**



Masks, Social Distancing Top List of Prevention Measures

Q. For each of the following, rate how important you think it is to slowing the spread of the coronavirus.

(%Answering Extremely/Very Important)



■ Extremely/Very Important

■ Somewhat Important

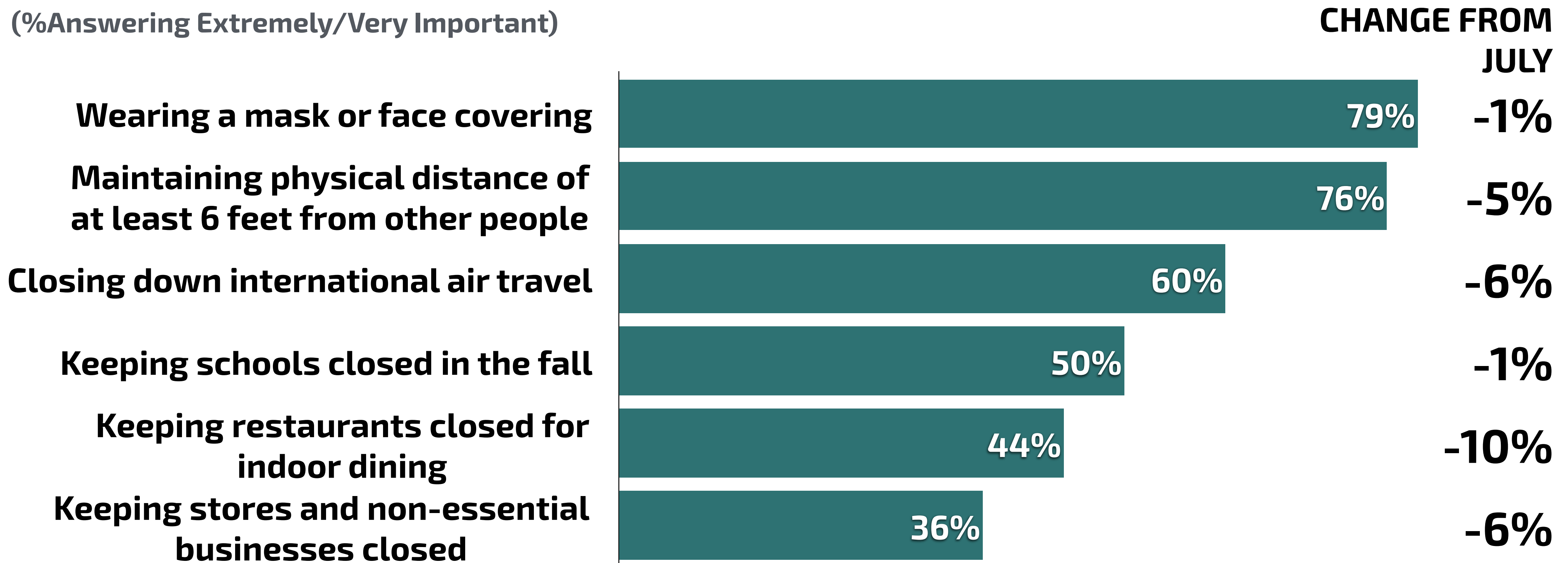
■ Not that/At all Important

■ Unsure

Fewer Calling Prevention Measures Extremely or Very Important

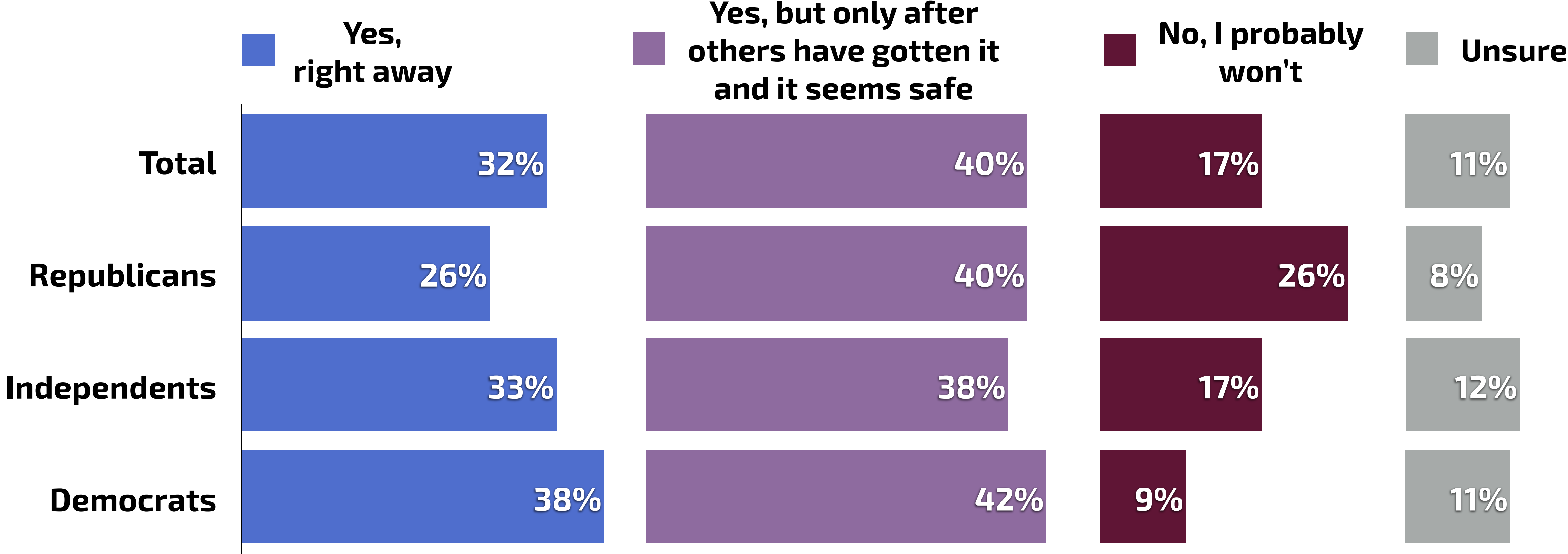
Q. For each of the following, rate how important you think it is to slowing the spread of the coronavirus.

(%Answering Extremely/Very Important)



72% Would Get Vaccinated for COVID-19

Q. If a COVID-19 vaccine is approved by the FDA and made available to the public, do you plan to get vaccinated?



For Some, Quality Concerns Outweigh Potential Benefits

Q. What are the reasons you personally do not plan to get vaccinated or are unsure about getting vaccinated for COVID-19? (OPEN END)

(Asked of those answering “No, I probably won’t get vaccinated” or “Unsure”)

Some reasons
why
28%
do not plan to get
vaccinated or are
unsure about
getting vaccinated

“I think it is being produced too quickly and will be ineffective or not completely safe.” — Republican

“I need to make sure everything has been tested including long term side effects” — Republican

“Don't need it for something that is 99.9% survivable” — Republican

“I have to wait and see if it seems the whole thing has been handled responsibly, or if it just gets pushed out to make Trump happy before November 3rd.” — Independent

“I will need clear and proven evidence that it is safe and that means long term.” — Democrat

“I personally have no reason to take the vaccine and am not sure it has been studied enough” — Democrat

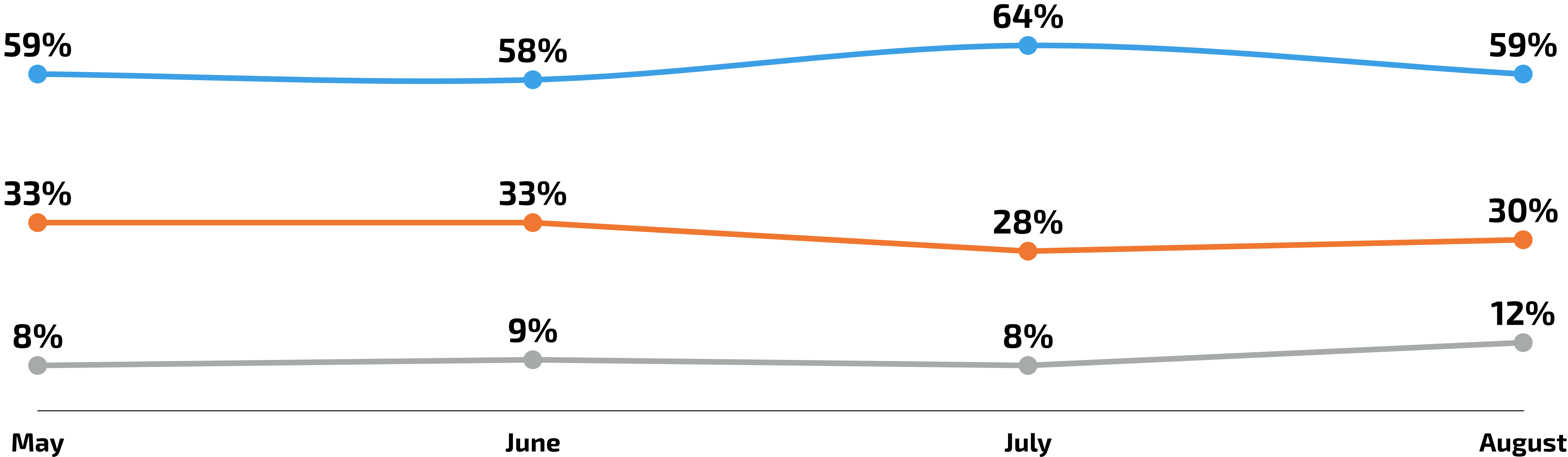
“Concerned about the fact that it was pushed through way too fast” — Democrat



Attitudes Towards Reopening Relatively Steady Since May

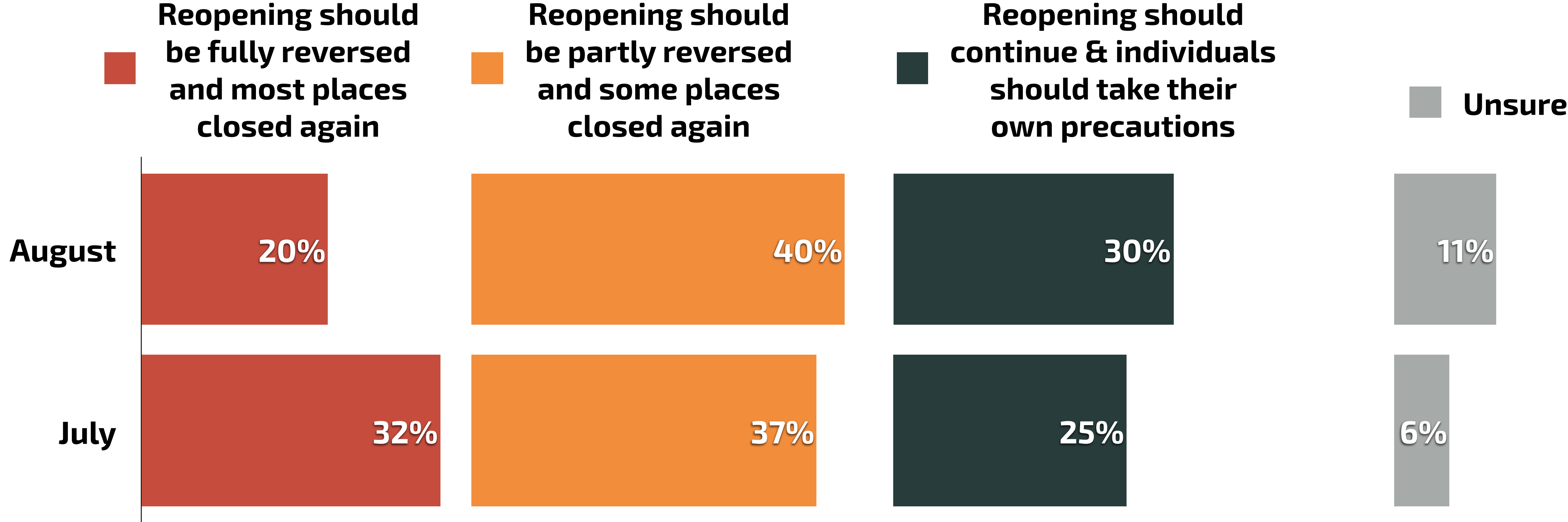
Q. Which of the following concerns you more?

- 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



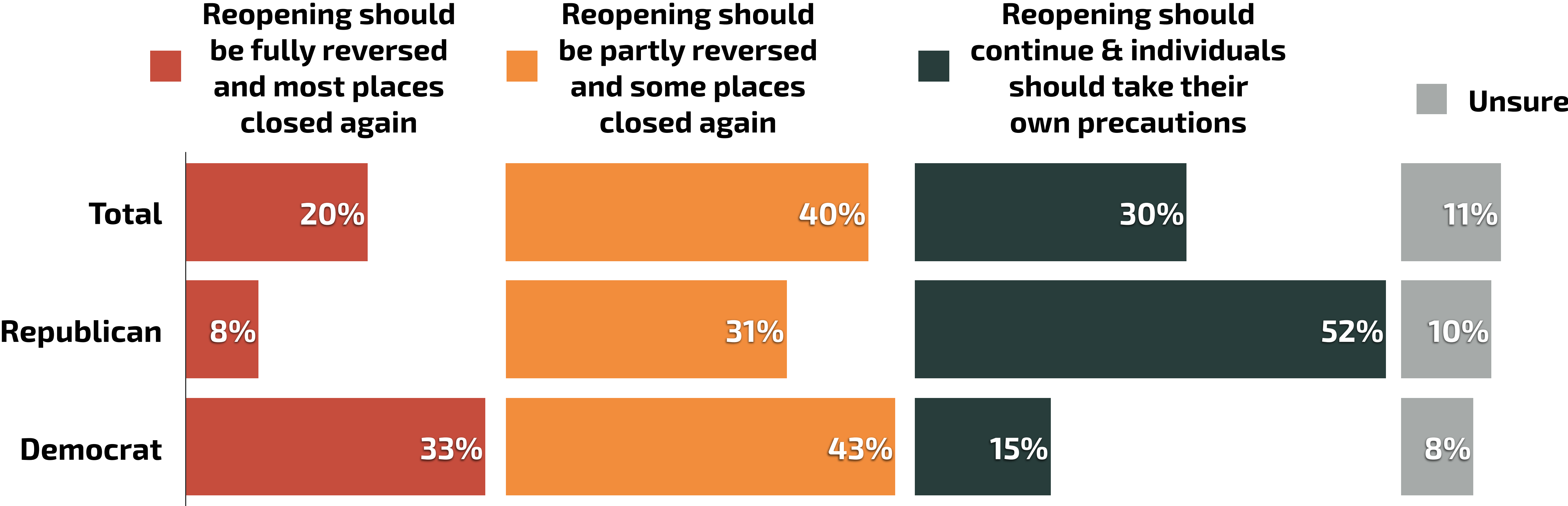
Appetite For Fully Reversing Reopening Down From July

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



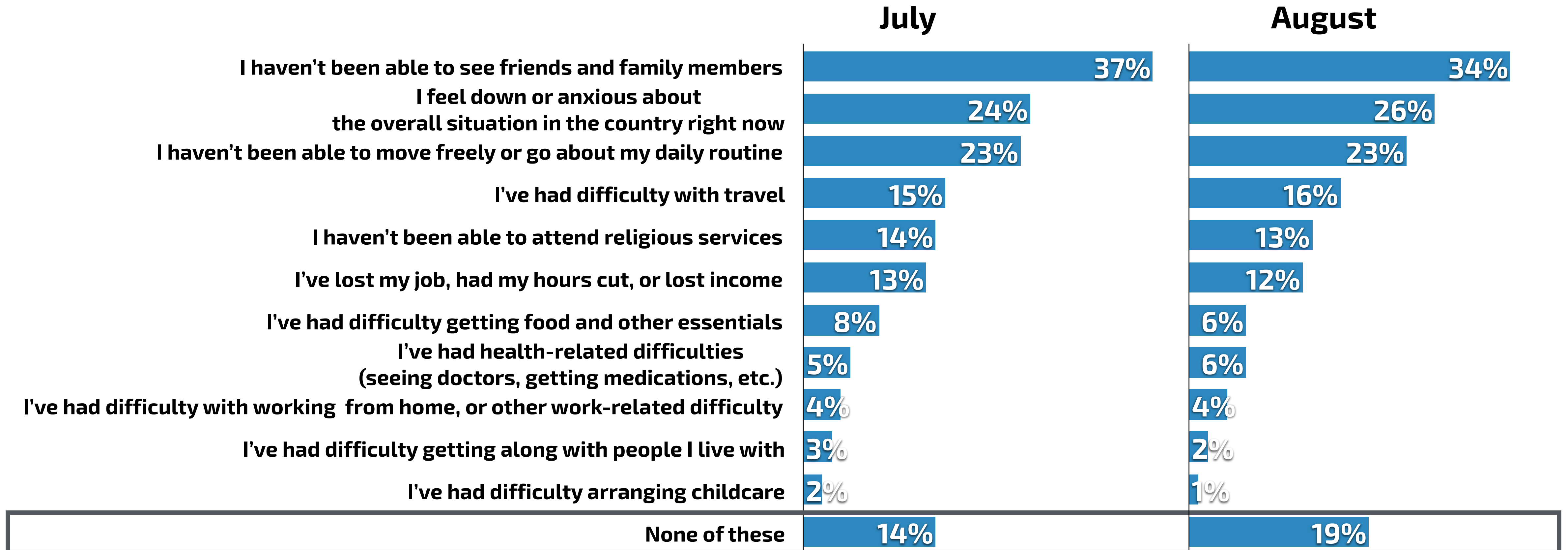
Stark Partisan Differences on Reopening Strategy

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



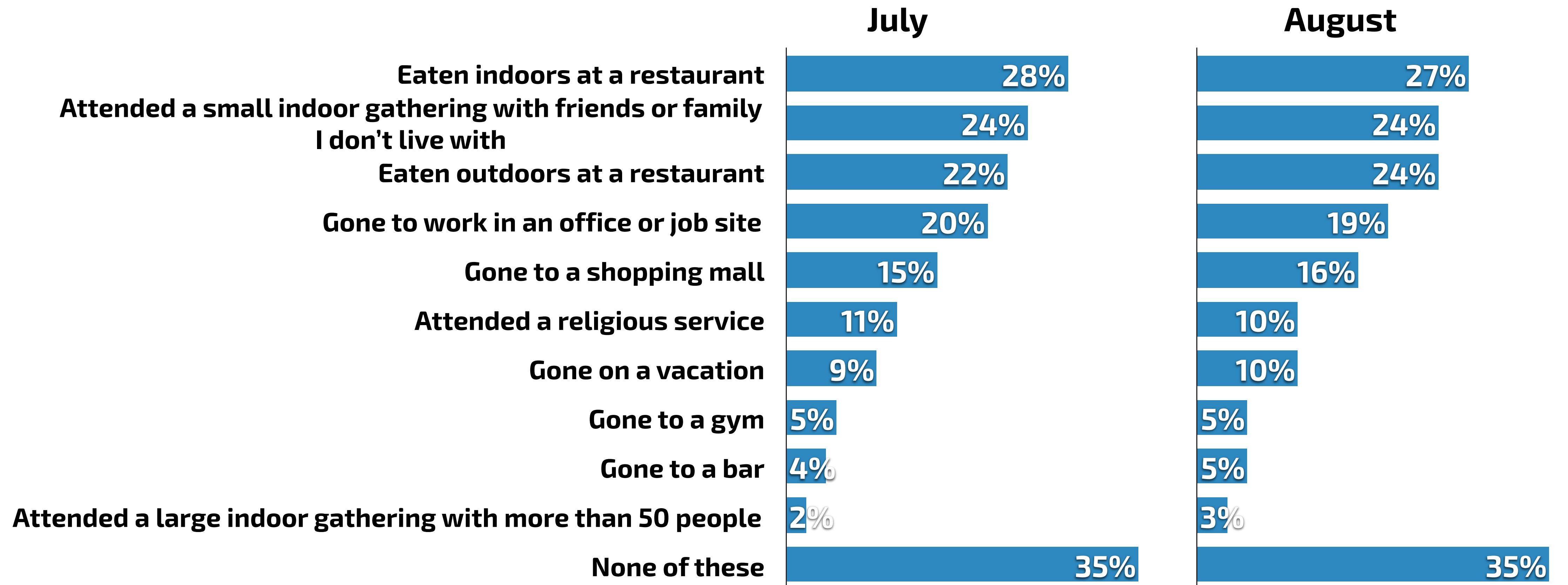
Proportion of Voters Not Experiencing Difficulties Up from July

Q. Which one or two of the following are the greatest hardships you personally have faced due to the spread of the coronavirus?



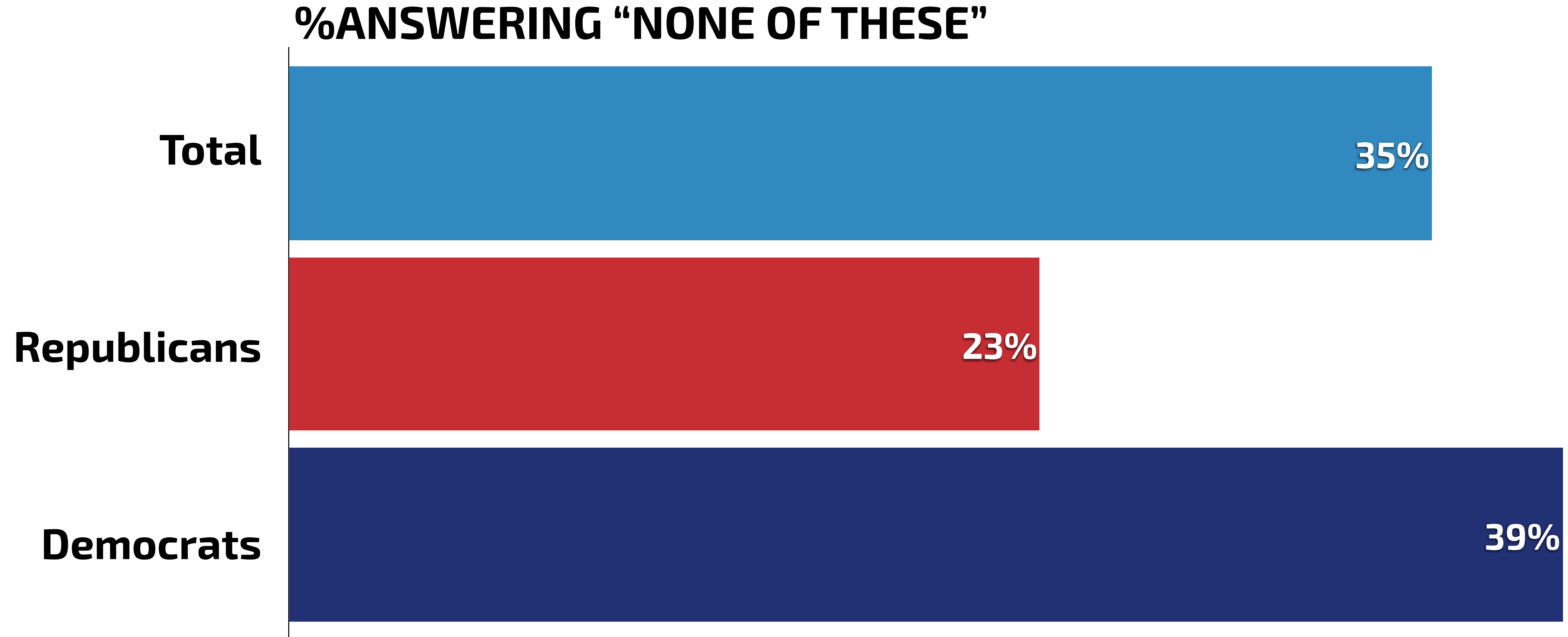
Little Change in Behavior Since July

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



Democrats Significantly Less Likely to Engage in Activity

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





**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 2020 election questions included**
- **A customized slide deck with your results**

Contact omnibus@echeloninsights.com for more information.





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