



Reopening Schools

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.



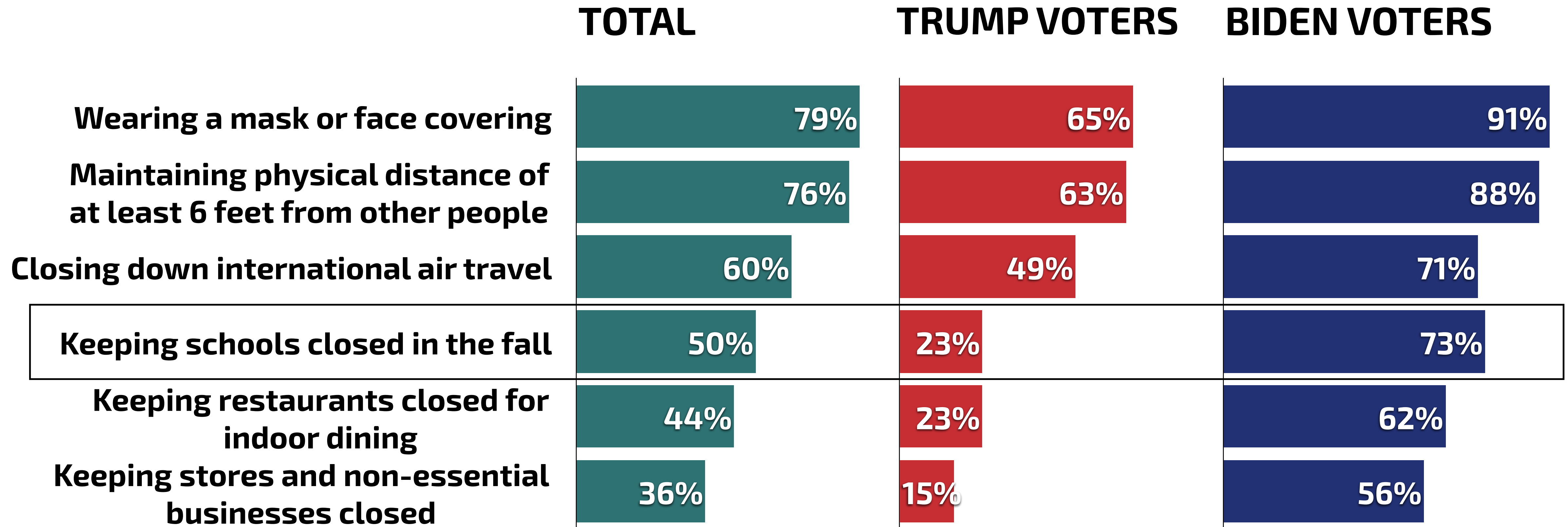
Key Findings

- Of six tested measures that may slow the spread of the coronavirus, **“Keeping schools closed in the fall” drives the widest difference in opinions between Trump voters and Biden voters.** 78% of Biden voters are Extremely or Very Concerned reopening K-12 schools would lead to an increase in coronavirus cases, compared to 24% of Trump voters.
- **6-in-10 of parents with children in school say schools should wait to reopen,** with mothers significantly more likely than fathers to say schools should wait rather than reopen as soon as possible.
- **Most say K-12 schools should reopen with many restrictions and precautions when they do reopen,** and majorities say all tested school safety measures are at least somewhat important for schools to implement before reopening.
- **Working parents top the list of reasons K-12 schools should reopen** and if schools do not reopen, parents of children in school are most concerned about their children's academic and social and emotional development.



Widest Divide on Whether Schools Will Slow the Spread

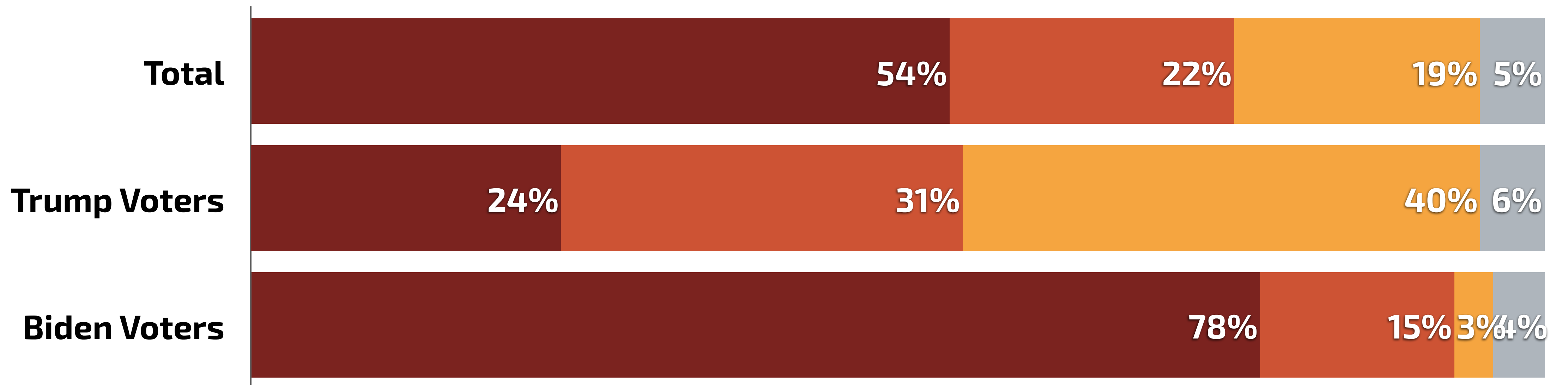
Q. For each of the following, rate how important you think it is to slowing the spread of the coronavirus.
 (%Answering Extremely/Very Important)



Partisanship Drives Concern for K-12 School Risk

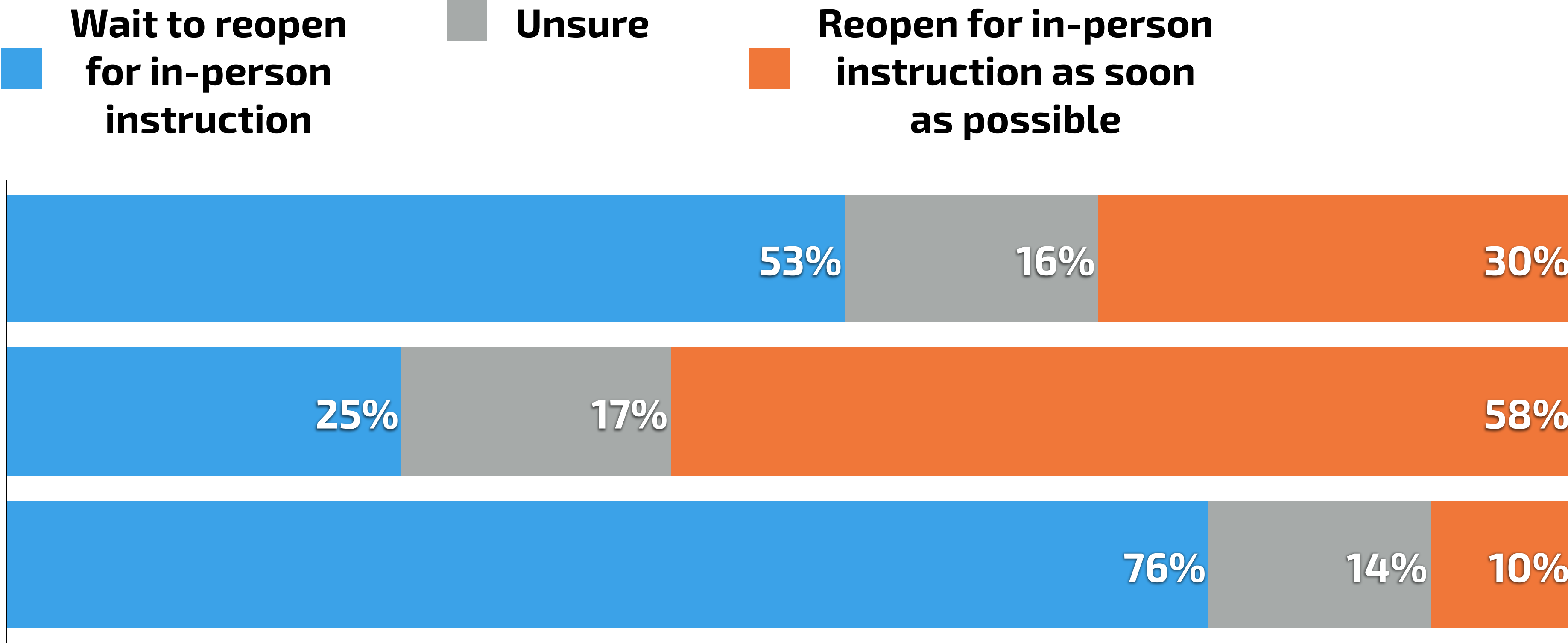
Q. How concerned are you that K-12 schools reopening for in-person instruction would lead to an increase of coronavirus cases in your area?

■ Extremely/Very concerned ■ Somewhat concerned ■ Not very/At all Concerned ■ Unsure



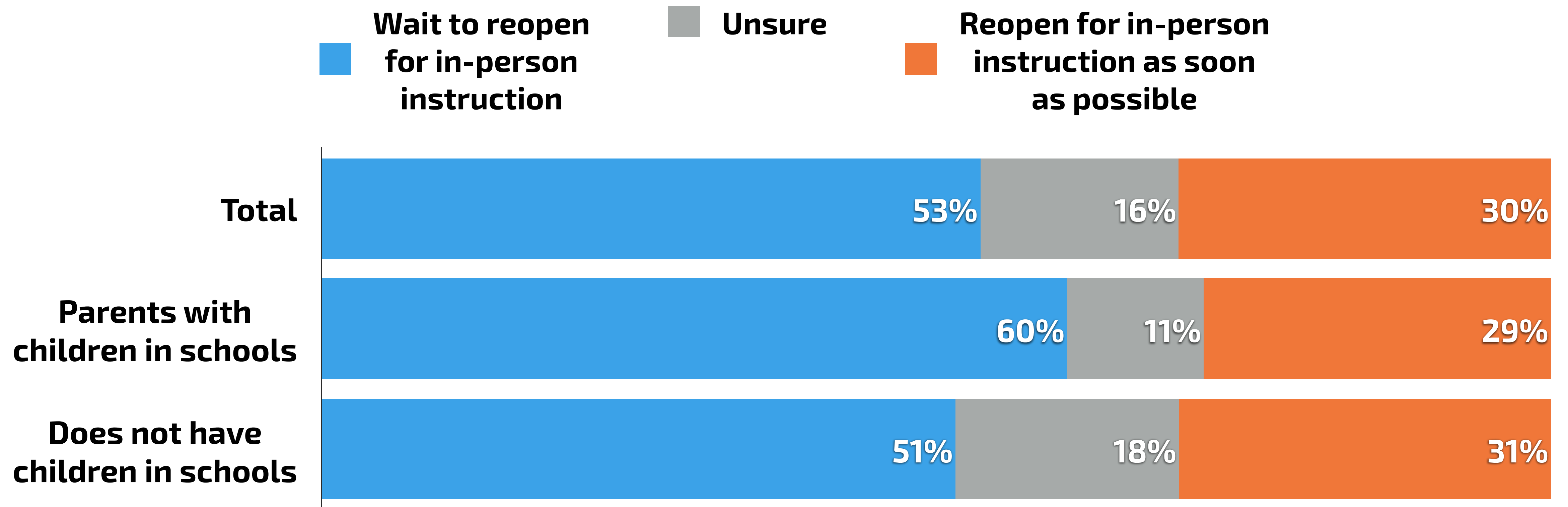
Wide Partisan Divide on K-12 Reopening

Q. Which of the following do you agree with more?
K-12 schools in my area should...



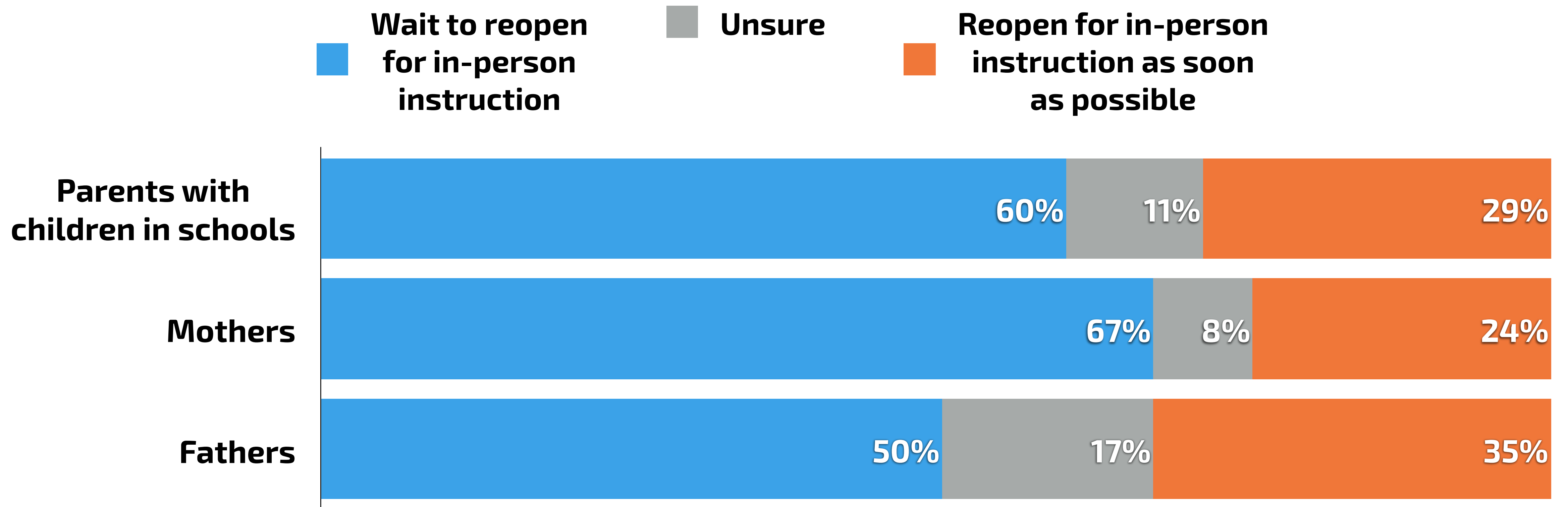
6-in-10 Parents Support Waiting to Reopen

Q. Which of the following do you agree with more?
K-12 schools in my area should...



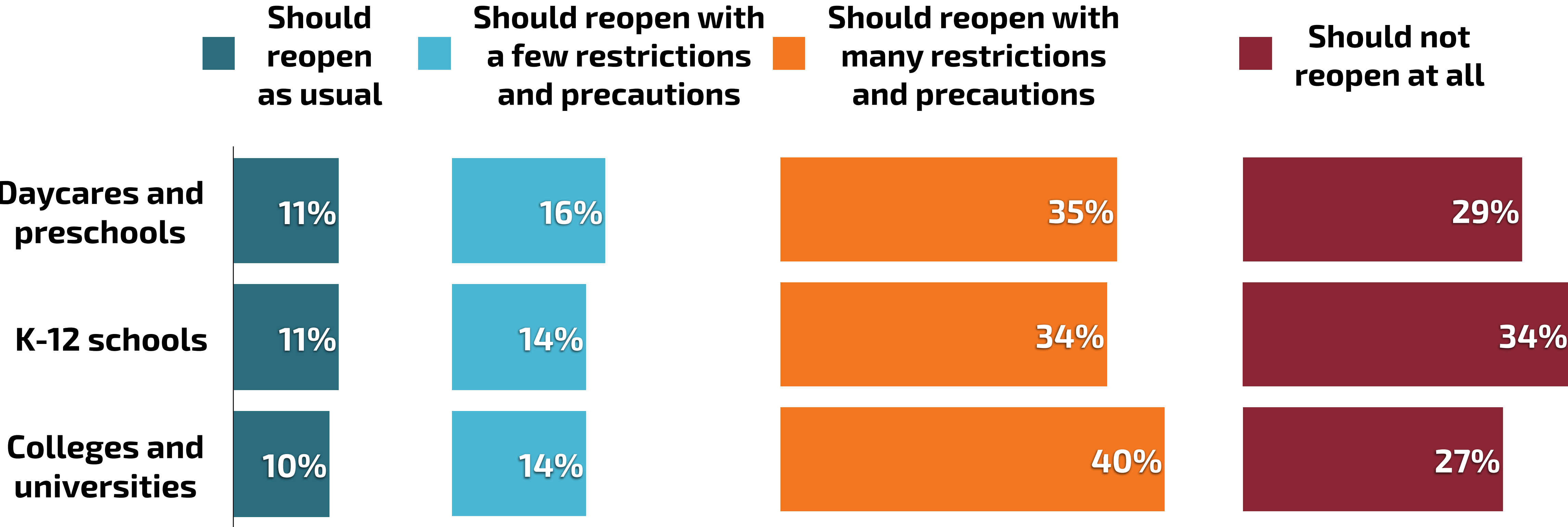
Mothers More Likely to Want Schools to Wait

Q. Which of the following do you agree with more? (Answers from Parents with Children in Schools)
K-12 schools in my area should...



Most Favor Many Restrictions and Precautions for Reopening

Q. When the school year begins in your area, do you think each of the following types of schools should reopen for in-person instruction?



All Prevention Measures Viewed As Important for K-12 Schools

Q. For each of the following, rate how important you think it is for K-12 schools to implement before reopening for in-person instruction.

Requiring all students and staff who exhibit symptoms of COVID-19 to be tested and stay at home until they receive their test results



Requiring all students and staff to wear face masks



Requiring students and staff to stay home for 14 days if they have been exposed to someone who tested positive for COVID-19



Rearranging classrooms to allow students to be six feet apart



Requiring all students and staff to complete temperature checks and symptom checks at the beginning of each day



Using a combination of in-person and virtual learning to reduce the number of students in the building at a time



Requiring students to eat lunch in a classroom instead of a cafeteria



Extremely/Very Important
 Somewhat Important
 Not very/At all Important
 Unsure

Working Parents Tops Reasons to Reopen Schools

Q. For each of the following, rate how good a reason you think it is for K-12 schools to reopen for in-person instruction in the fall.

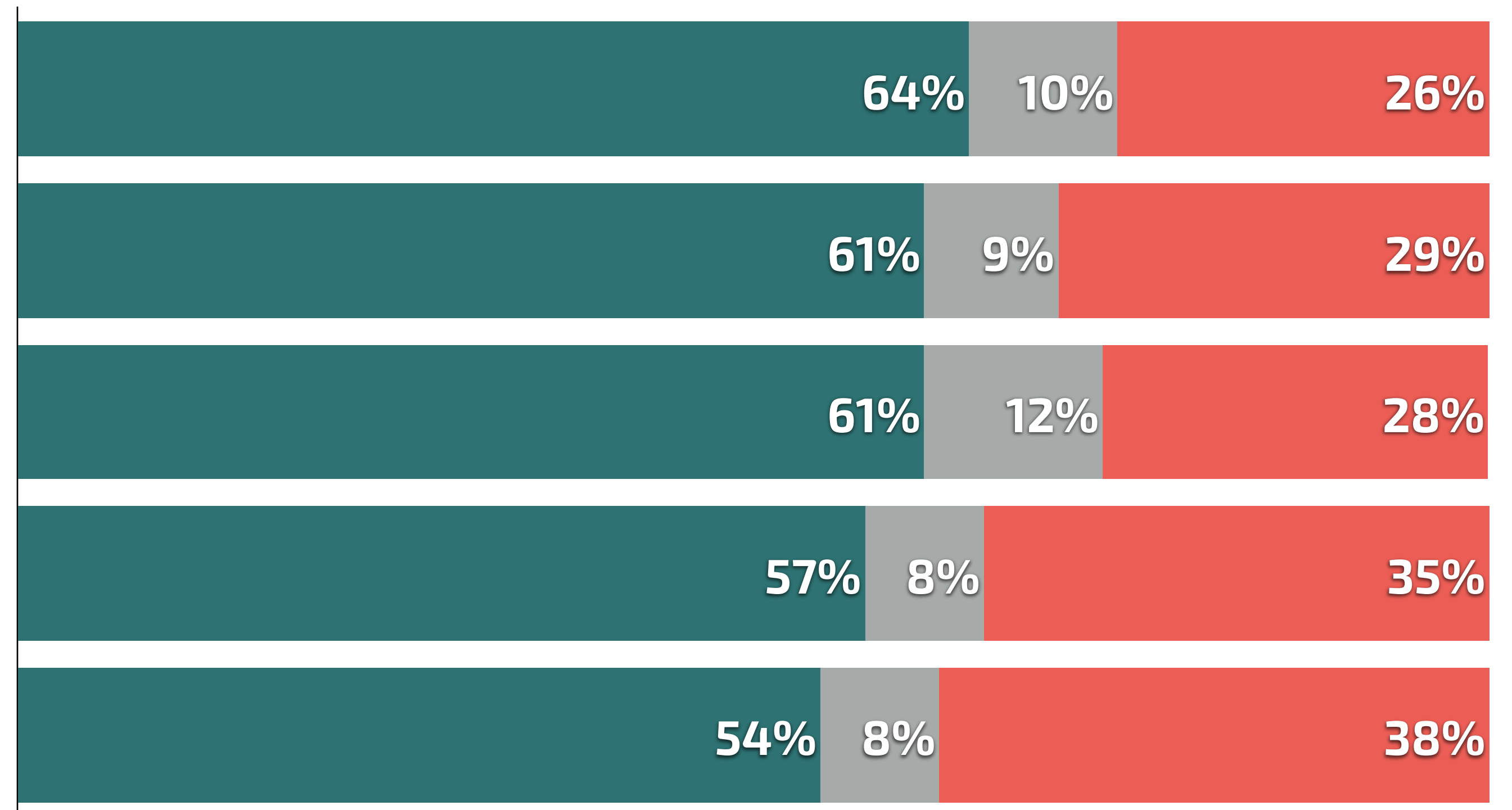
Some parents will not be able to fully go back to work if their children are remote learning from home

Students may fall behind academically if schools stay closed

Income and achievement gaps could widen if students without computer or internet access can't reach educators

Students may fall behind on social and emotional development if schools stay closed

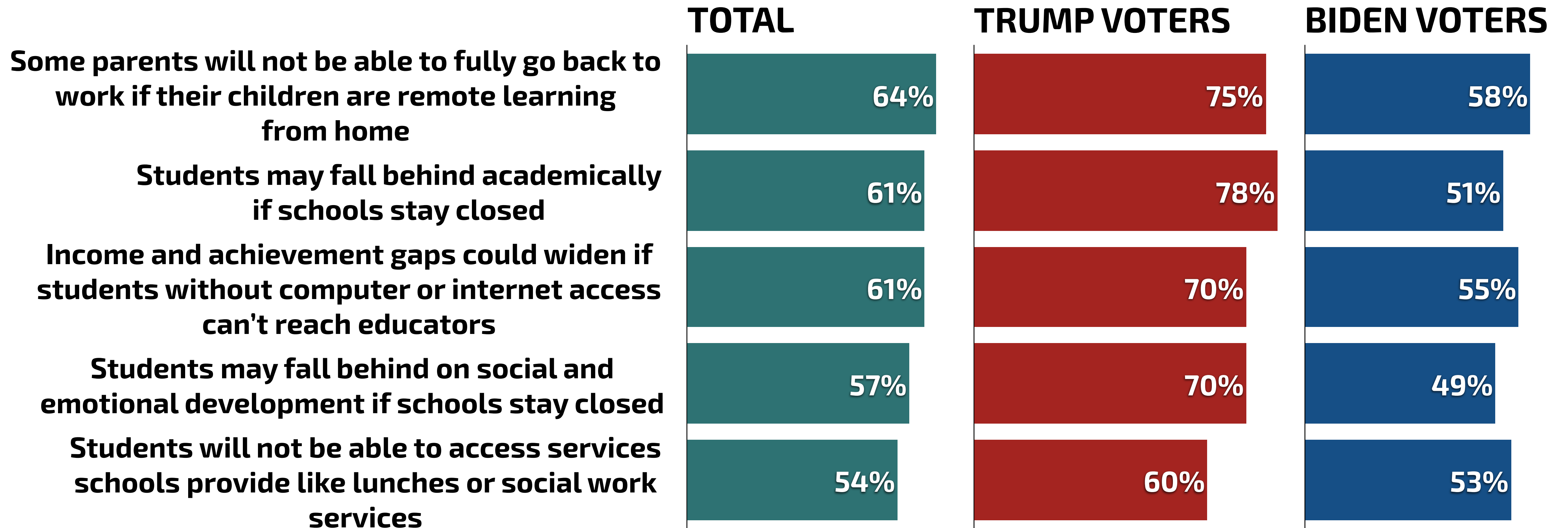
Students will not be able to access services schools provide like lunches or social work services



■ Good Reason ■ Unsure ■ Not a Good reason

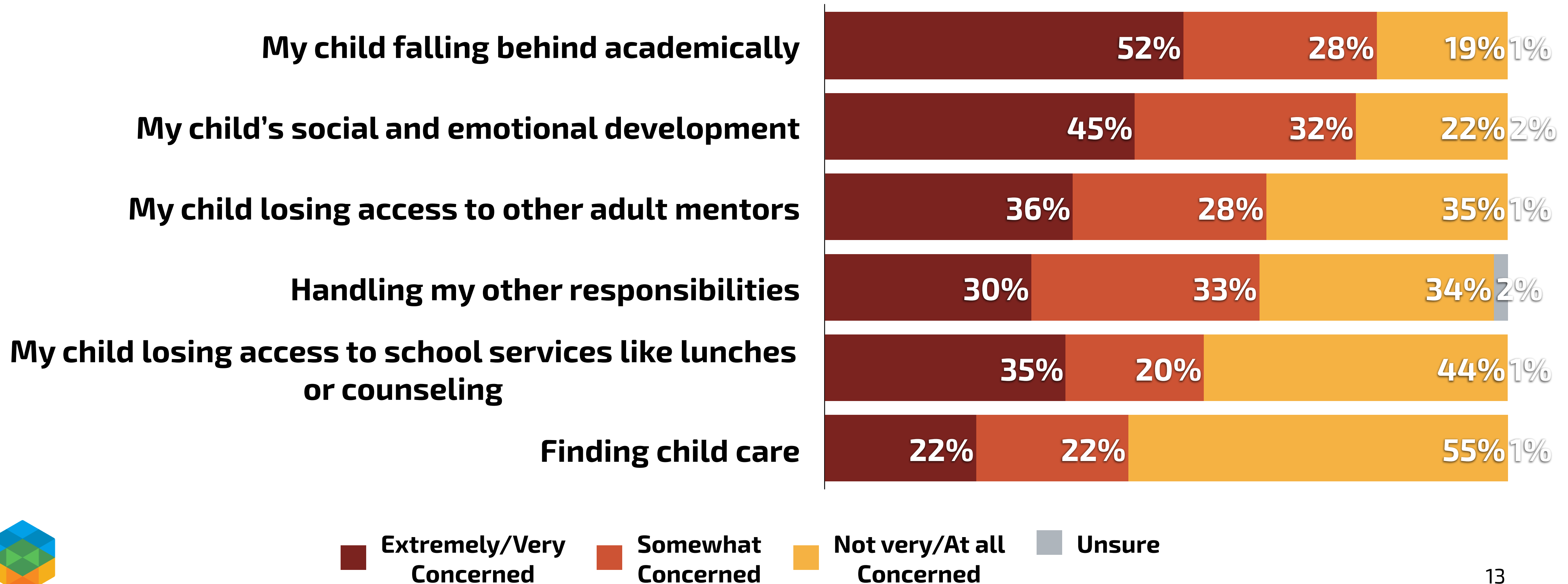
Achievement Tops List for Trump Voters, Working Parents for Biden Voters

Q. For each of the following, rate how good a reason you think it is for K-12 schools to reopen for in-person instruction in the fall. (%Answering Very/Somewhat Good Reason)



Parents Concerned About Academic, Social Development

Q. How personally concerned are you about each of the following if daycares or schools in your area do not reopen for in-person instruction in the near future? (Asked of Parents with Children in School)





**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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