

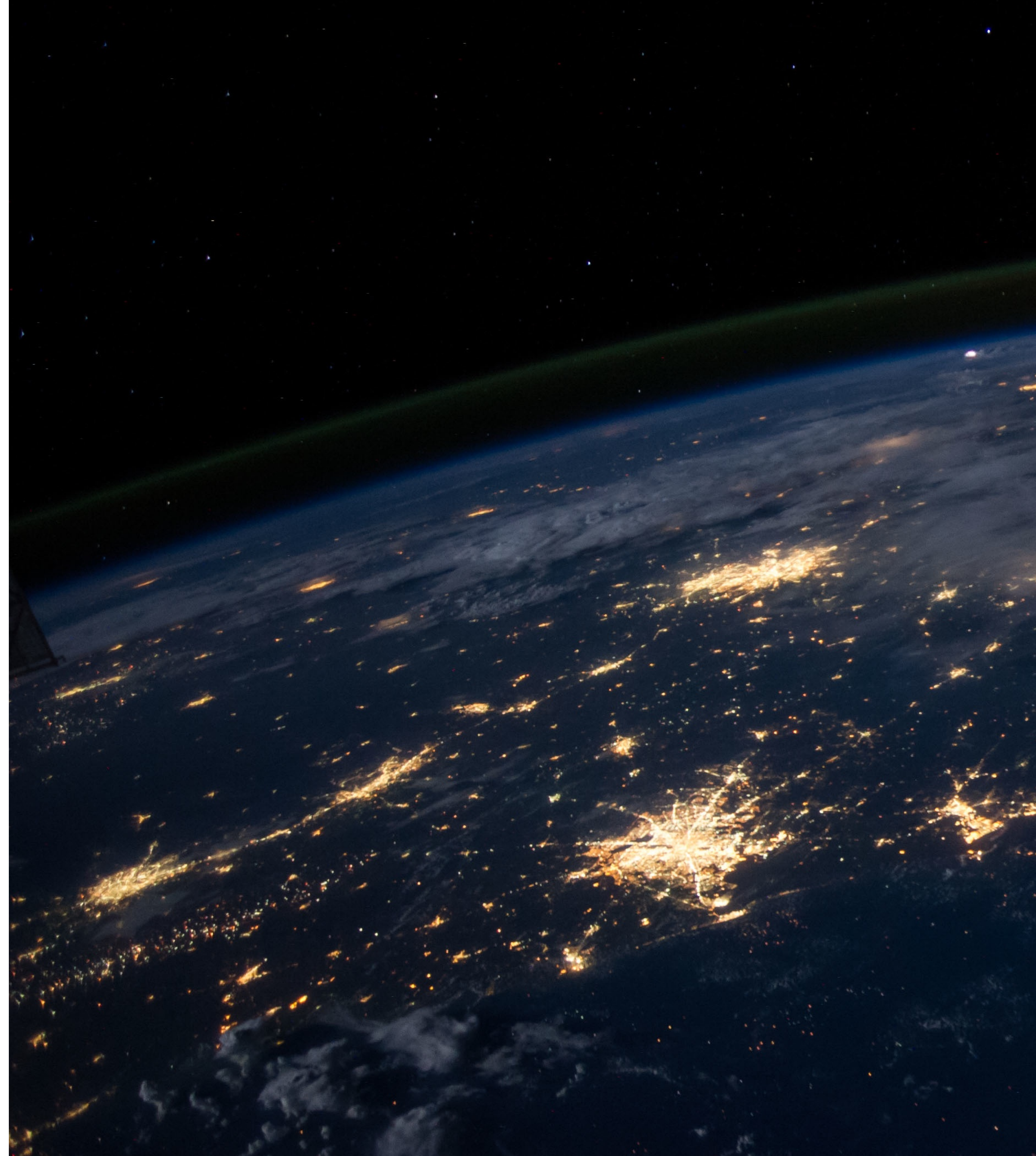


Protests and Reform

Verified Voter Omnibus Survey

N=1,000 Likely Electorate

June 12 - June 16, 2020

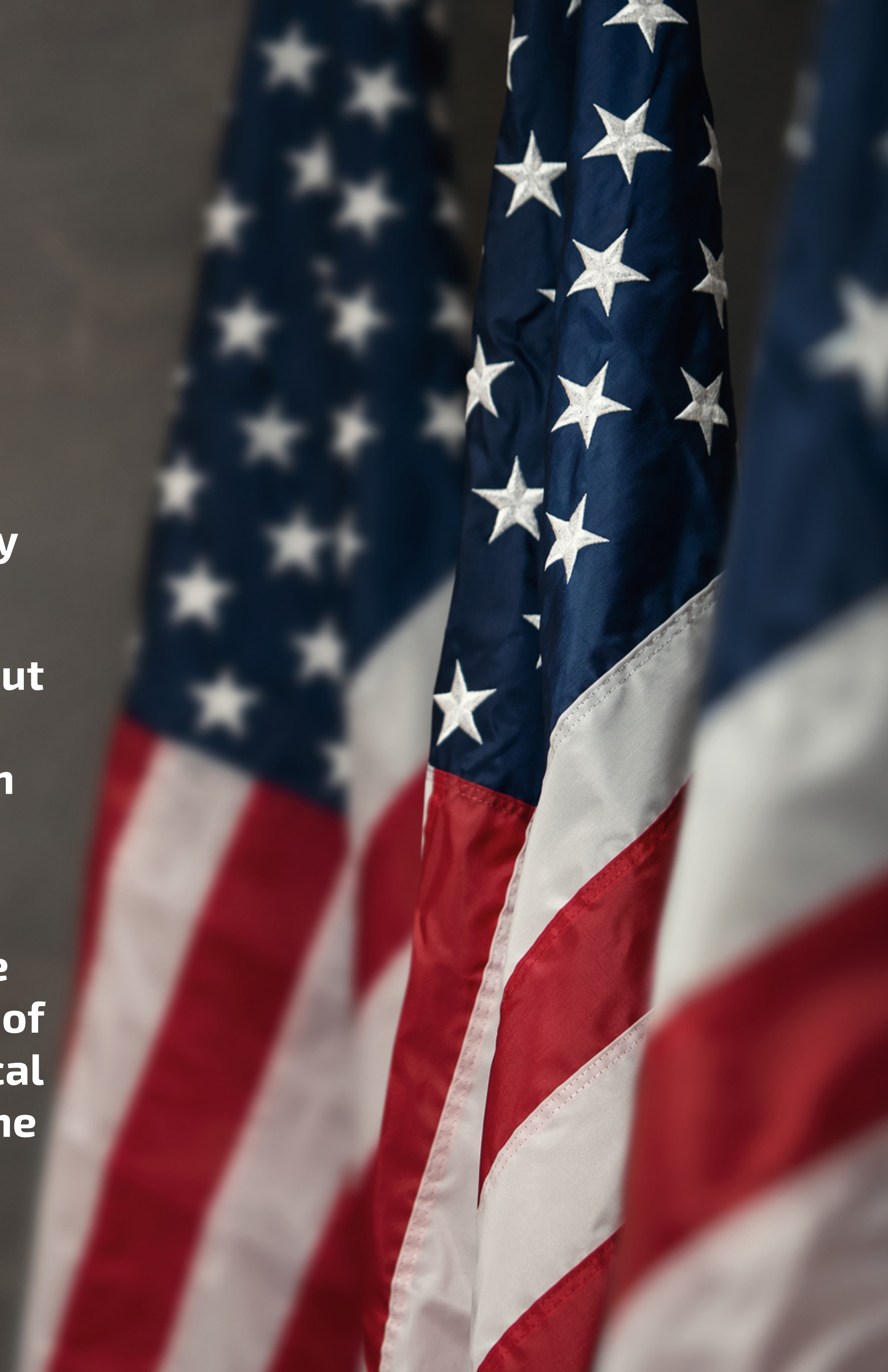


Meet the Likely Electorate

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 are making the switch, six months out from Election Day, 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 May 18 - May 20, 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

- **On the balance, voters in the Likely Electorate support protests following the death of George Floyd,** with clearly stronger Democratic support for protests. However, there's a note of discomfort: slightly more voters say protests are going too far, provoking acts of violence and looting, than voters who say protests have been mostly peaceful demonstrations.
- **Nearly 90% of voters say police reforms are needed.** 25% of voters say a complete overhaul is needed, and among Black voters, 53% say a complete overhaul is needed.
- **Despite this, there is little support for defunding the police.** Just 10% of voters support defunding the police, instead of reforming or supporting the police. Even among Liberal Democrats — the least likely to say the police should be supported right now — just 25% say the police should be defunded.
- **There is broad support for recently proposed police reforms.** 91% support requiring police officers to wear body cameras, 87% support providing additional de-escalation training, 80% support establishing a registry of police officers fired or disciplined for excessive use of force, and 79% support banning the use of chokeholds.

Key Findings

- **Few consider many parts of American life fair for African Americans.** Less than half of voters say they would consider the way schools, companies, financial institutions, popular culture, or the criminal justice system fair for African Americans.
- **There are significant racial disparities in evaluating fairness.** About 20% or more White voters consistently rated nine different parts of American life fair for African Americans compared to Black voters, with the widest gap on whether private companies' hiring decisions are fair to African Americans. 38% of White voters say private companies' hiring decisions are fair to African Americans, compared to 9% of Black voters.
- **Voters are less decisive on private company responses to recent protests.** Though 72% of voters support donating to small businesses impacted by looting and 52% support committing to add more African Americans to their workforce, other actions like committing to highlight the creative talents of African Americans or donating money to organizations which support racial equality received more lukewarm support.

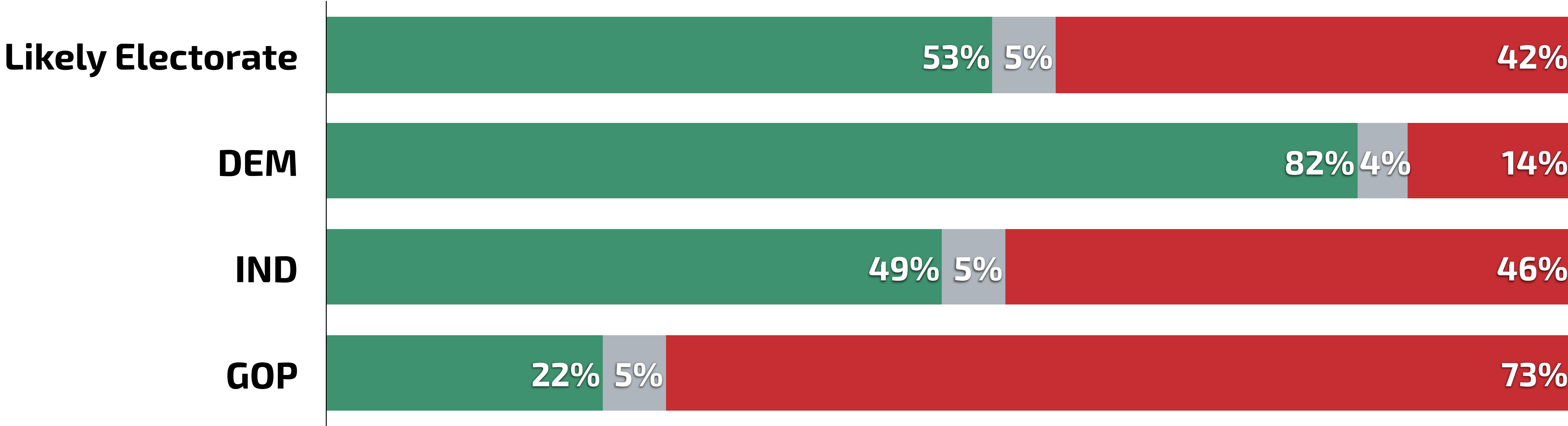
Protests and the Police



Voters Support Protests for George Floyd

Q. Do you support or oppose the protests happening around the country following the death of George Floyd?

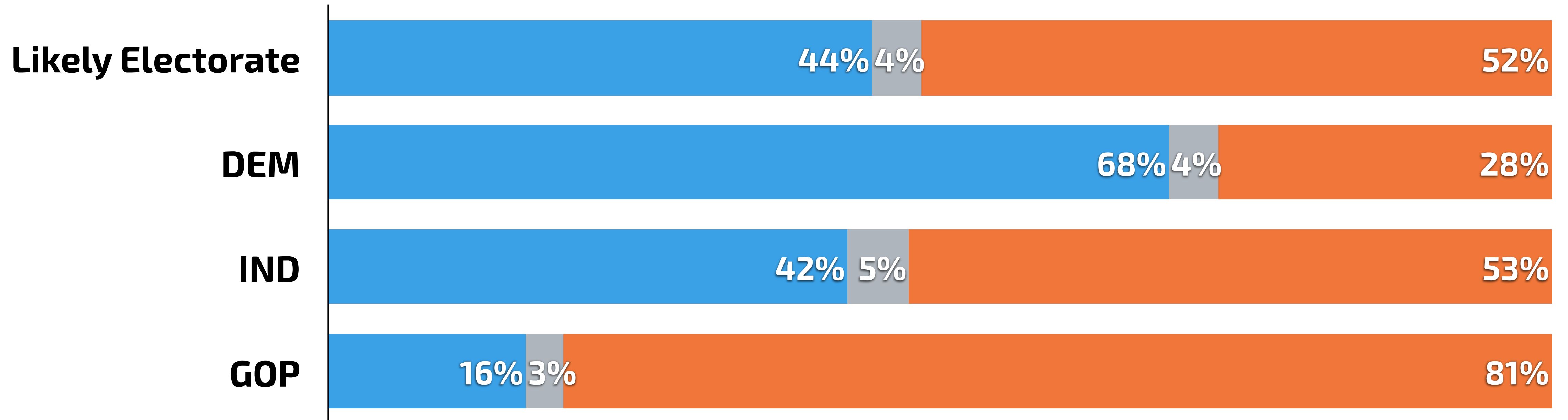
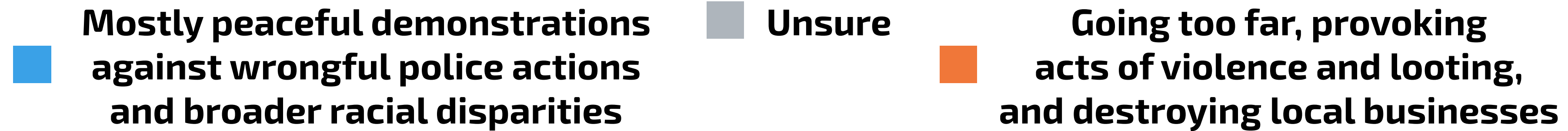
■ Support ■ Unsure ■ Oppose



But Some Concern Protests Have Gone Too Far

Q. Which statement comes closest to your view, even if neither is exactly right?

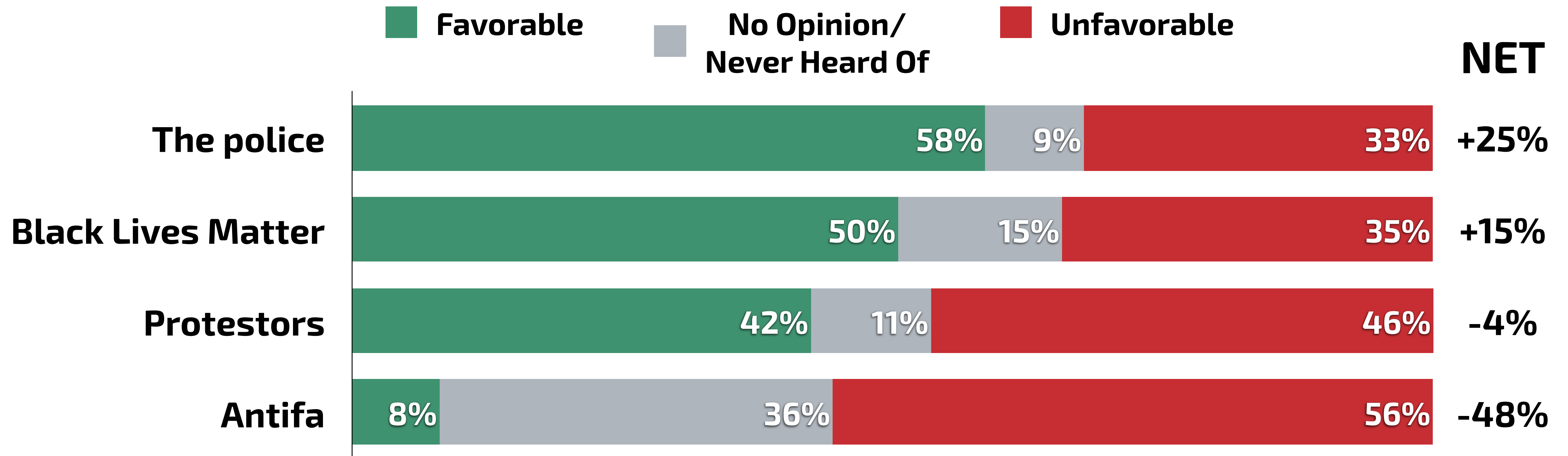
The protests are...



Net Favorable Opinions of the Police, Black Lives Matter

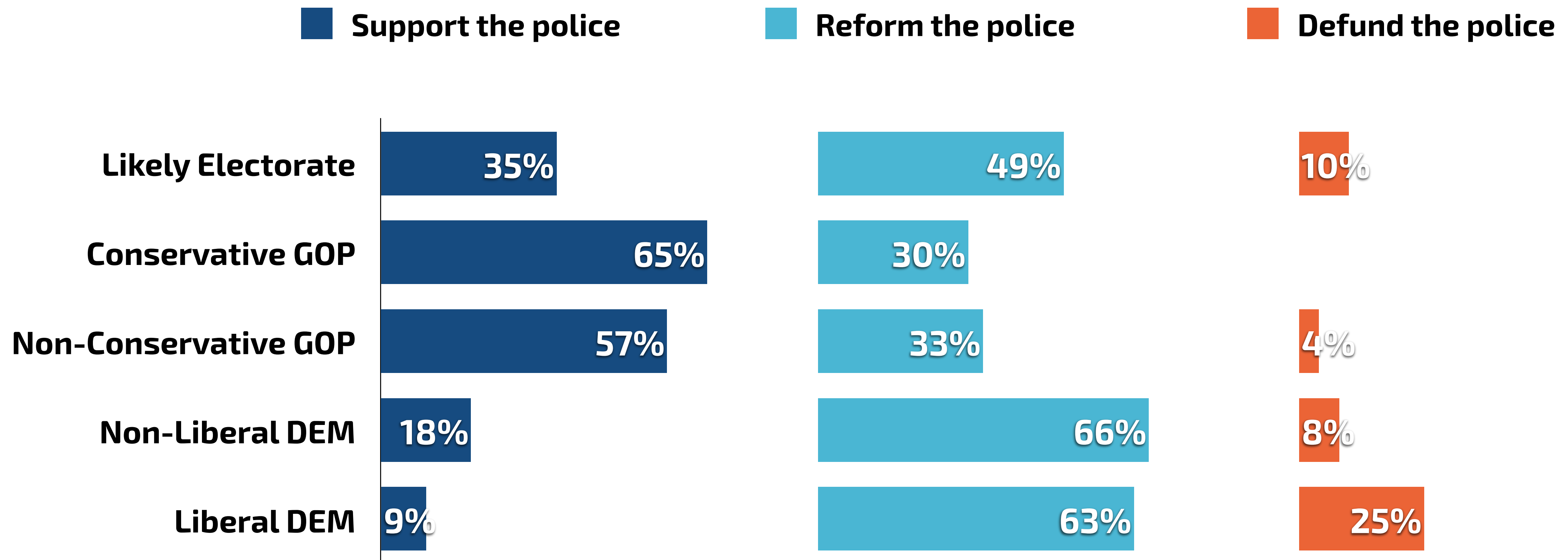
Voters Divided on View of Protestors

Q. Do you have a favorable or unfavorable view of the following individuals or groups which have been in the news lately?



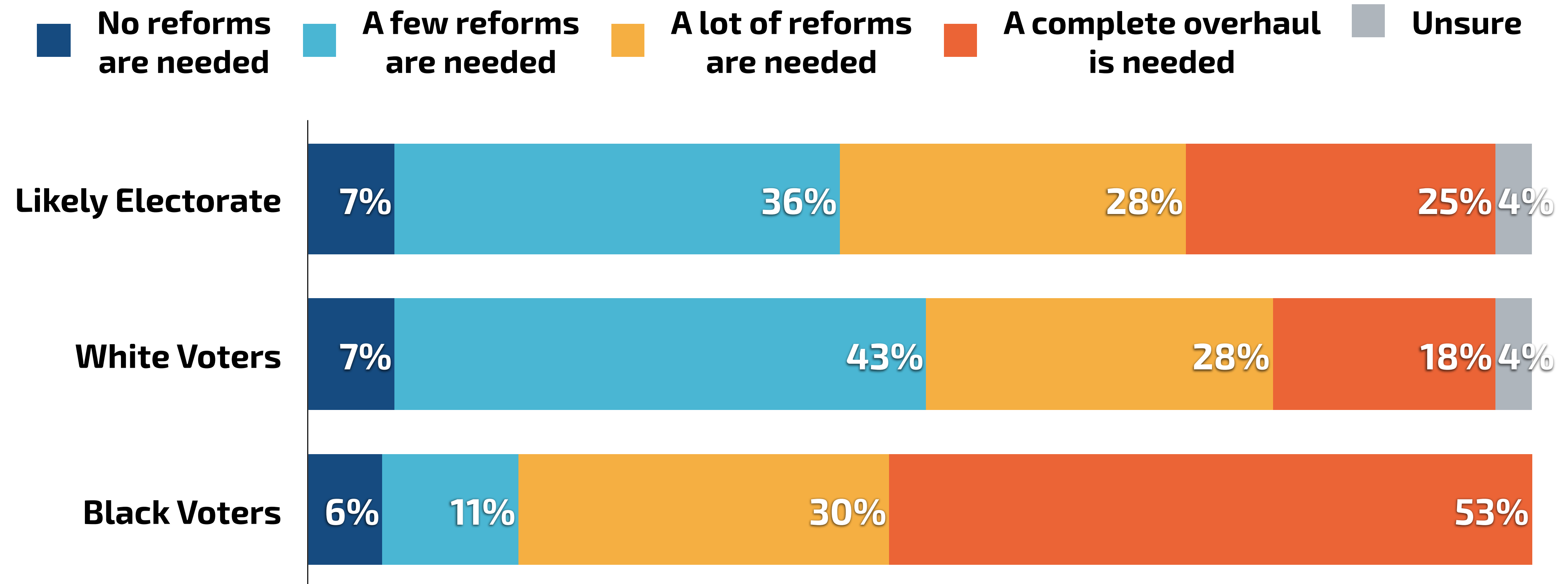
“Defund the Police” is Deeply Unpopular

Q. Which comes closest to your view of the approach we should take towards the police right now?
We should...



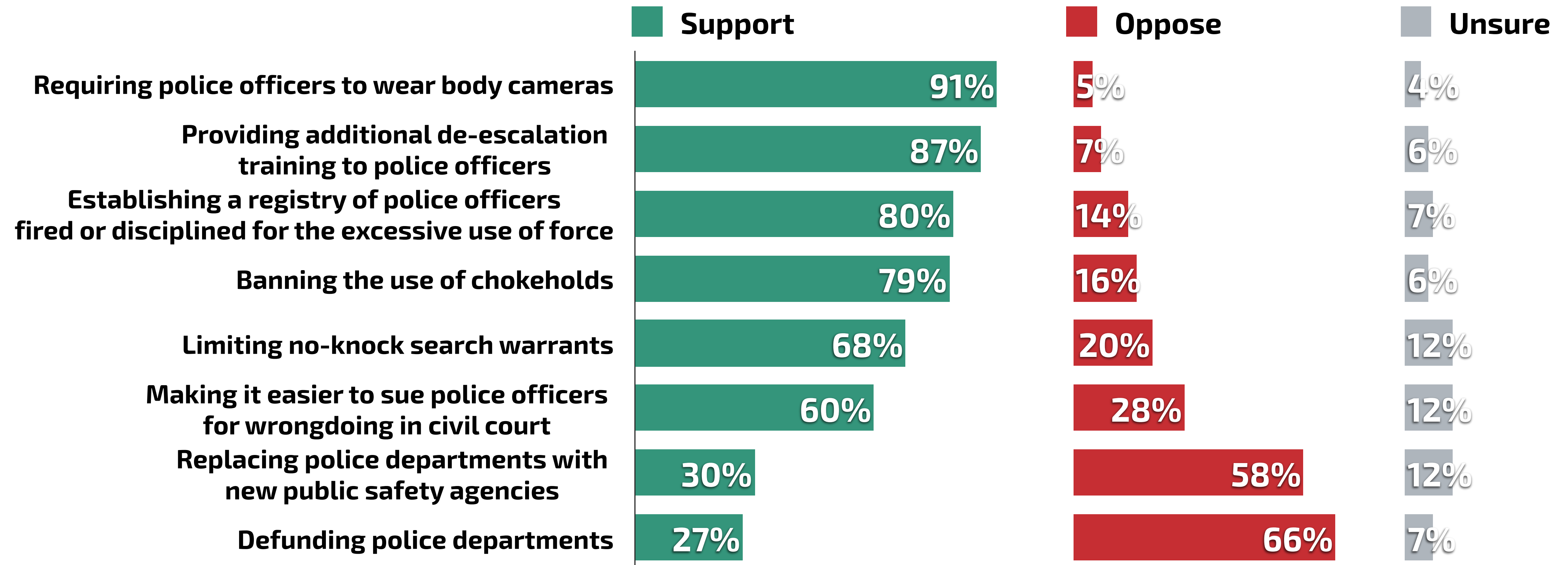
Voters Agree Police Needs Reform

Q. Which best describes your view of police reform?



Wide Support for Body Cameras, De-Escalation Training

Q. A number of proposals have been made for police reform in response to the recent protests. Rate whether you support or oppose each of the following proposals.

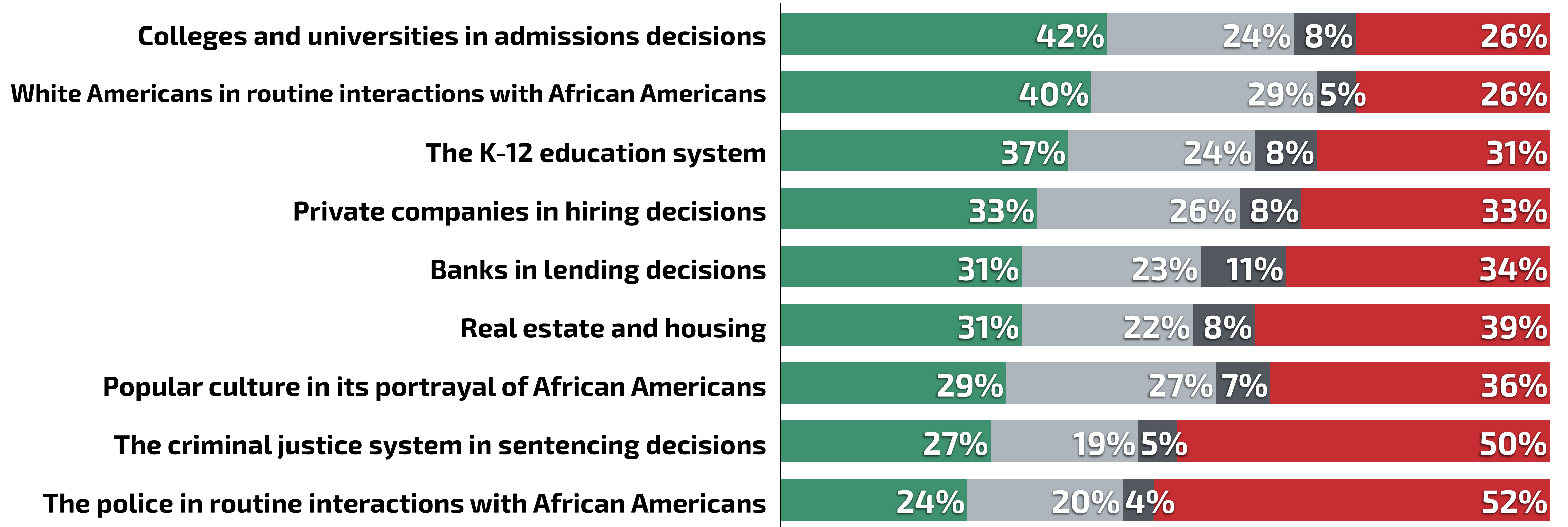


Everyday Life for African Americans



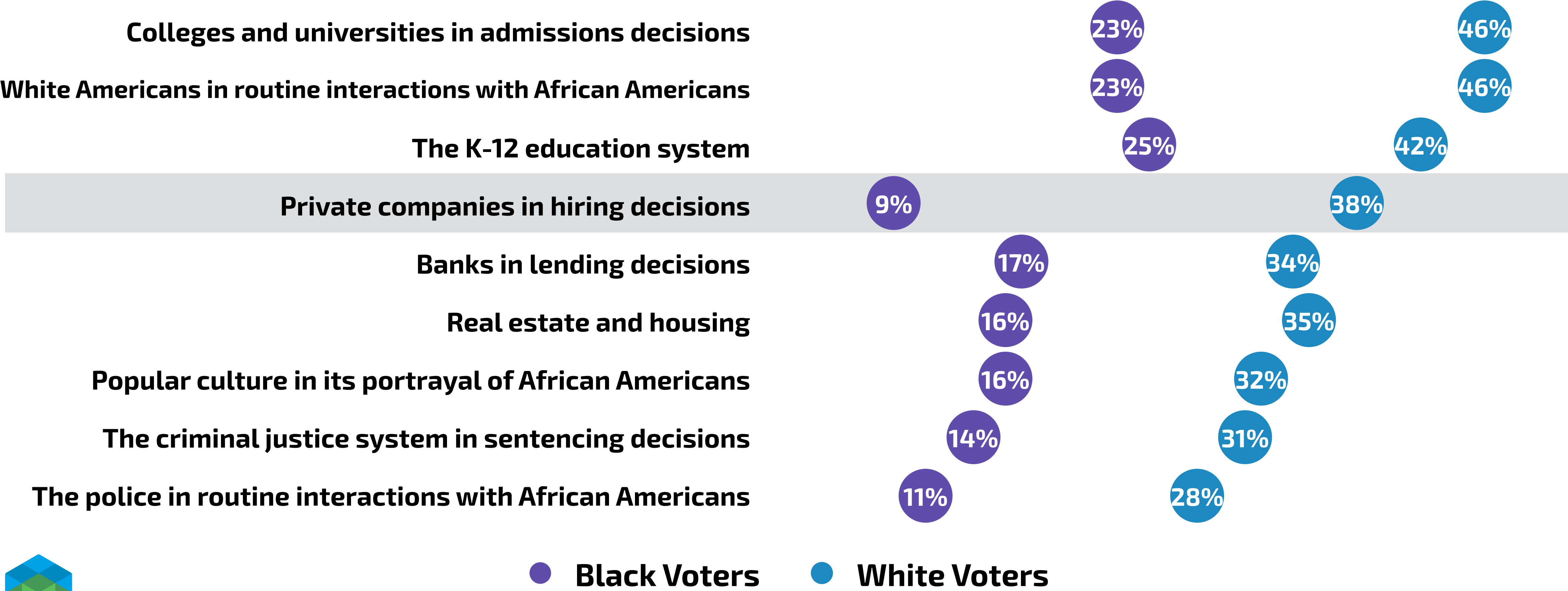
Criminal Justice Seen as Least Fair towards African Americans

Q. Rate whether you would generally consider each of the following to be fair or unfair to African Americans in this country.



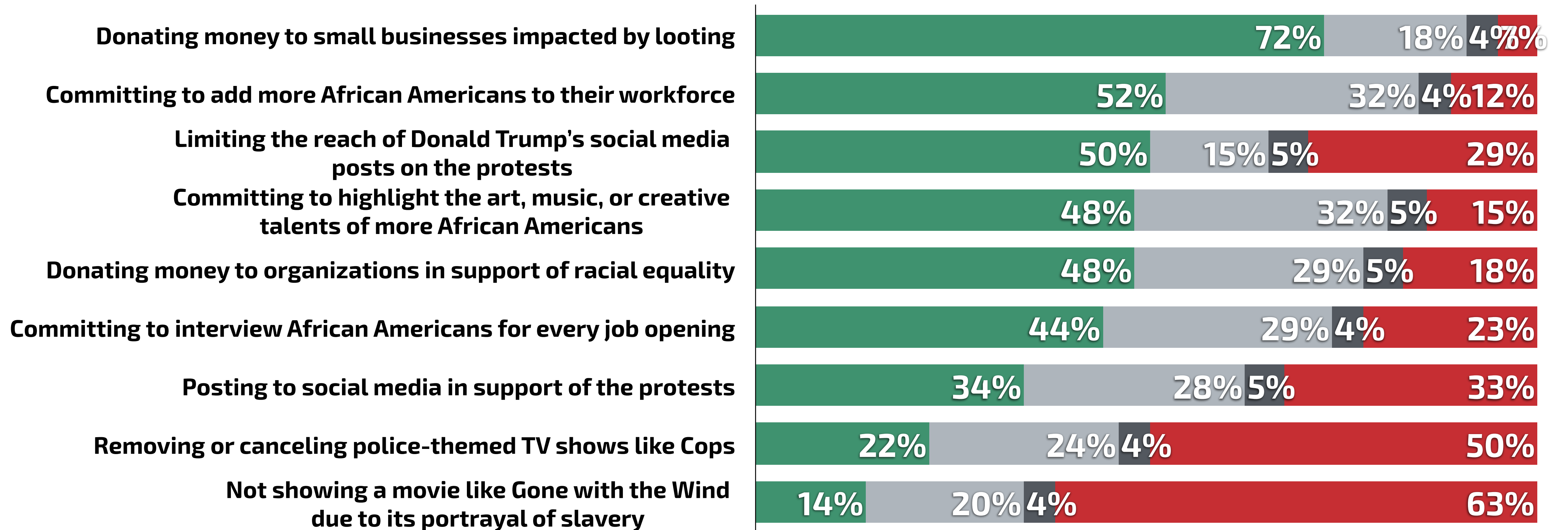
Significant Racial Disparities When Evaluating Fairness

Q. Rate whether you would generally consider each of the following to be fair or unfair to African Americans in this country. (%Answering Fair to African Americans)



Most Support for Donating to Those Impacted by Looting

Q. Below are some of the actions companies have taken in response to the recent protests. Rate whether you support or oppose each of the following actions.





**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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