

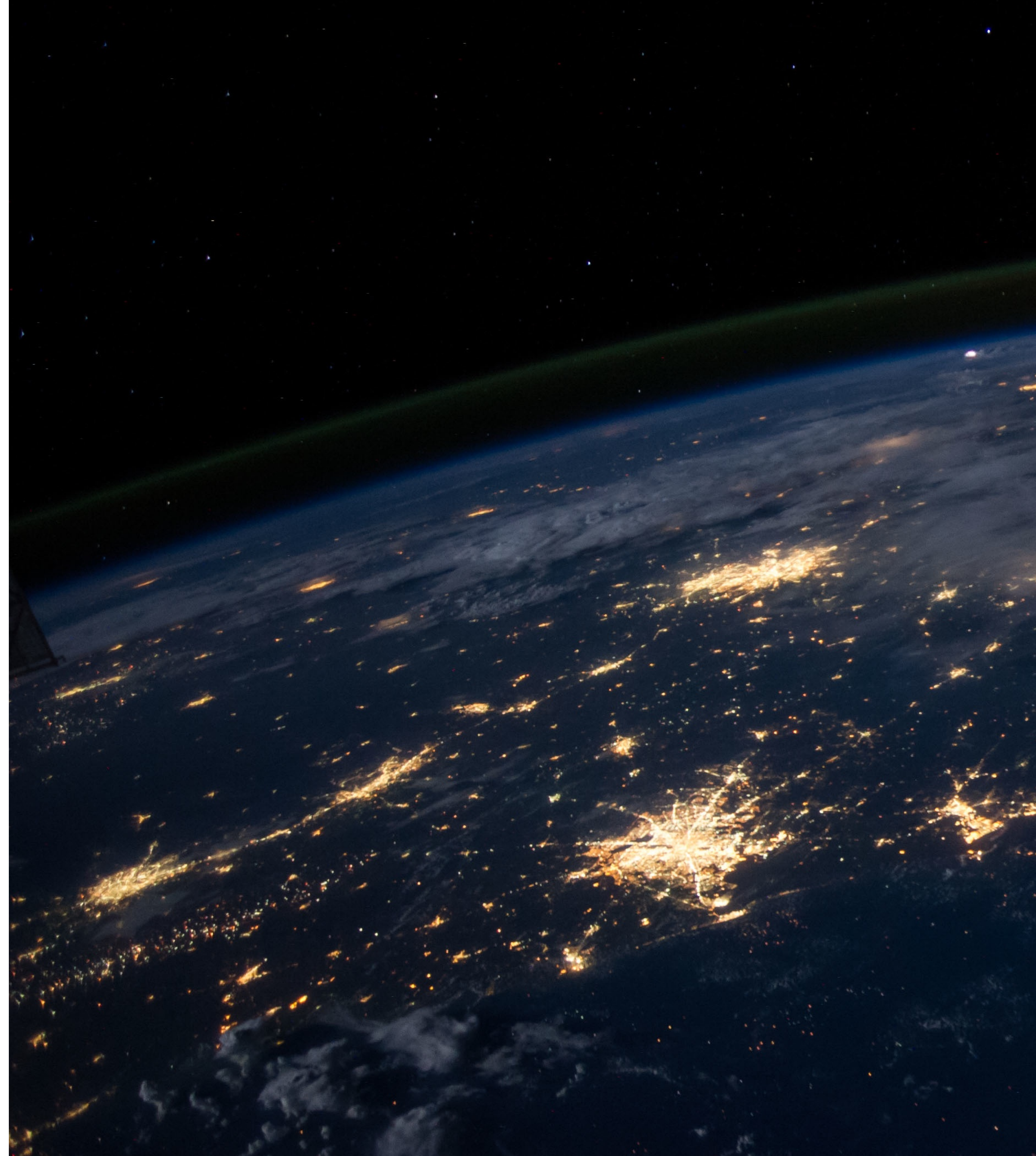


2020 Election Landscape

Verified Voter Omnibus Survey

N=1,000 Likely Electorate

June 12 - June 16, 2020

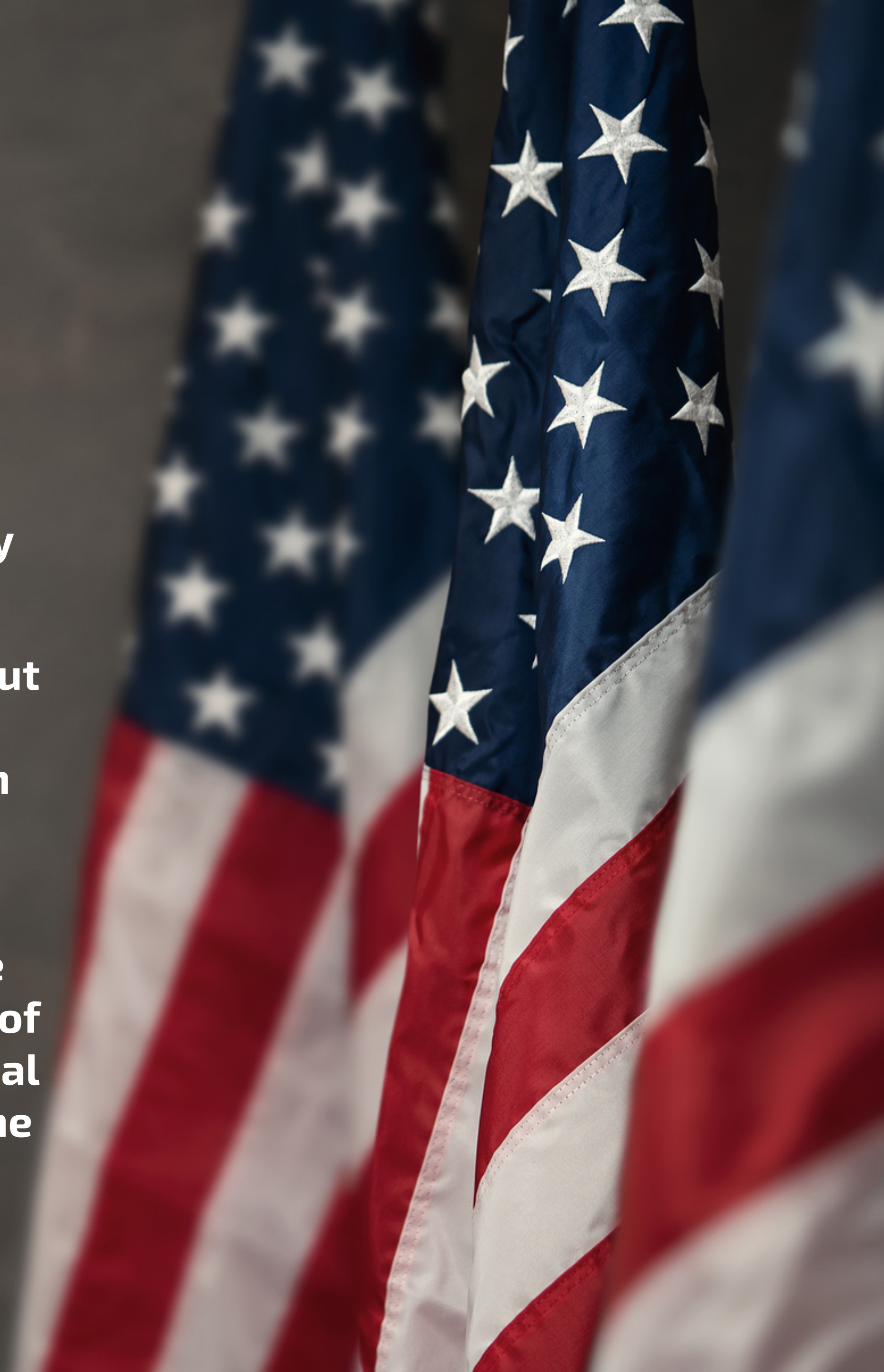


Meet the Likely Electorate

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

- **Joe Biden continues to maintain a consistent lead over Donald Trump.** Biden leads Trump by 8 points among the Likely Electorate this month, or virtually identical to his 9 point lead in May.
 - **Despite Biden's lead in the polls, 39% of voters still expect Trump to win the 2020 election.**
- **Trump voters have clearly unique priorities compared to the overall Likely Electorate.** Less than half of voters say Trump's reopening of the U.S. economy, stance on China, handling of immigration, response to the coronavirus pandemic, and judicial appointments are good reasons to vote for Donald Trump, while 90% or more Trump voters say each of these are good reasons to vote for Donald Trump.
- Though **Donald Trump's overall approval numbers continue to be underwater**, he earns the highest approval numbers on his handling of the economy (46% approve) and lowest on the response to protests happening across the country (34% approve).

The 2020 Landscape



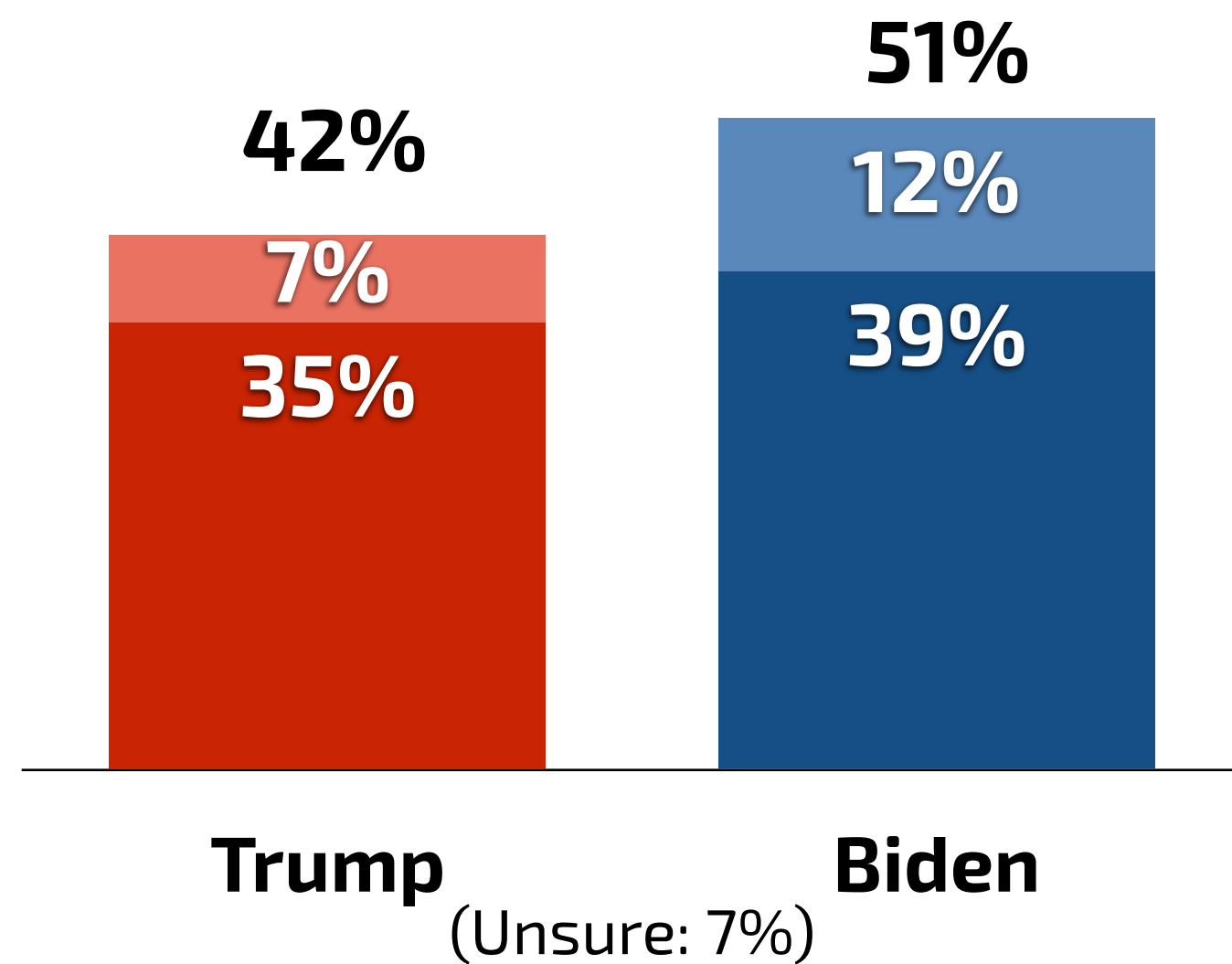
Biden Leads By 8, Consistent with May Results

Q. If the 2020 presidential election were being held today, would you vote for...

■ Trump, definitely ■ Trump, probably ■ Democrat, definitely ■ Democrat, probably

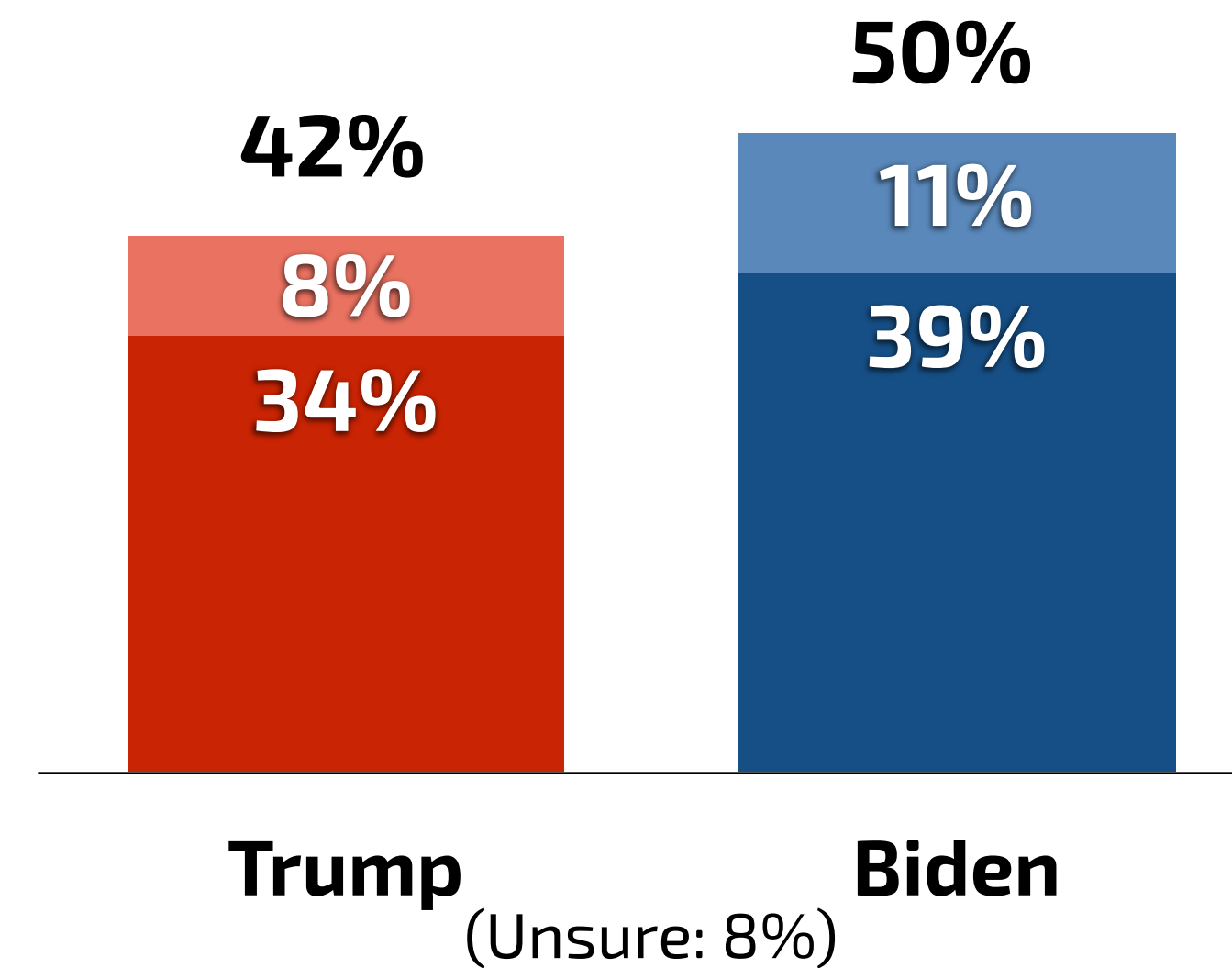
May 18 - May 20

Biden +9



June 12 - June 16

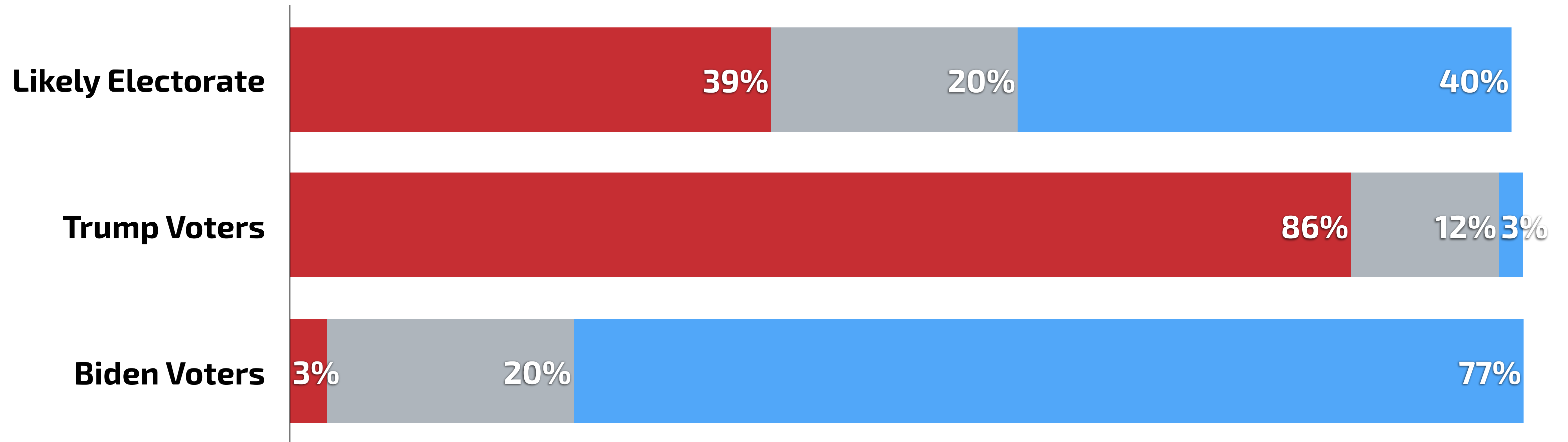
Biden +8



Despite Trailing, Equal Number Thinks Trump Will Win

Q. Who do you expect to win the 2020 Presidential election?

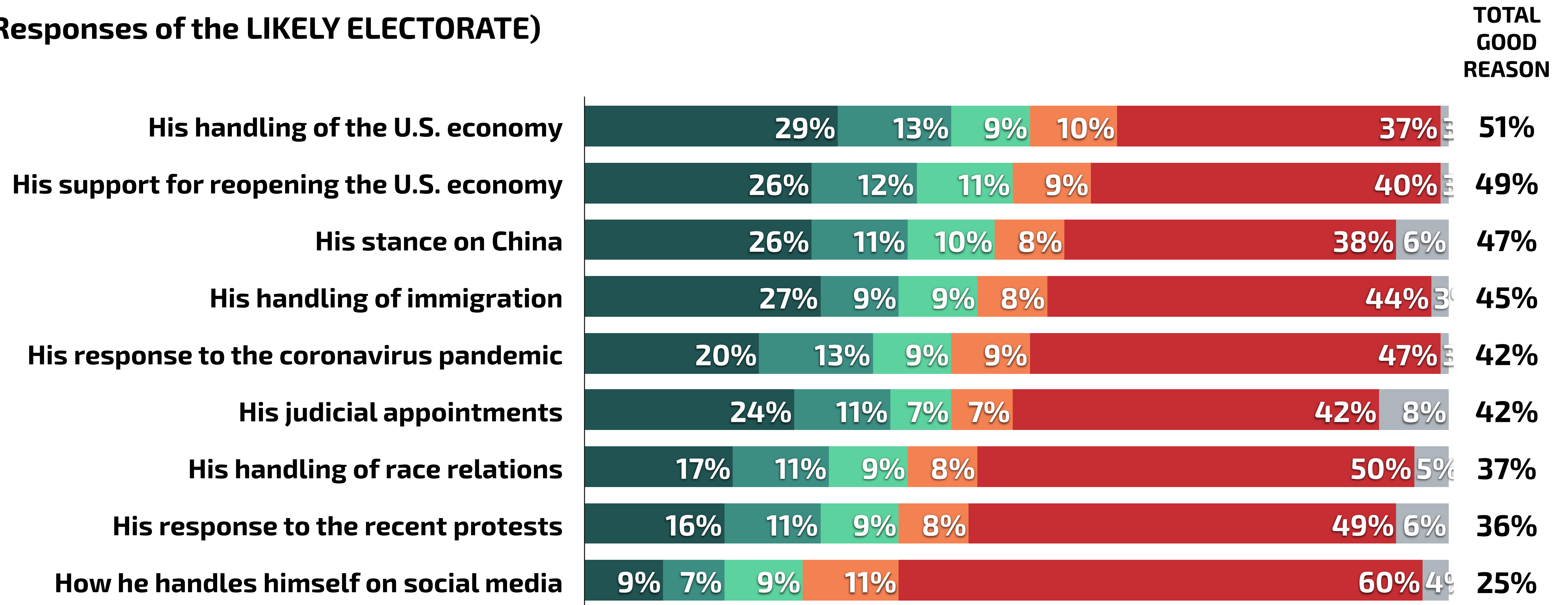
■ Donald Trump ■ Unsure ■ Joe Biden



Economy and China are Top Trump Re-Election Rationales

Q. Rate how good each of the following is as a reason to vote for Donald Trump.

(Responses of the LIKELY ELECTORATE)

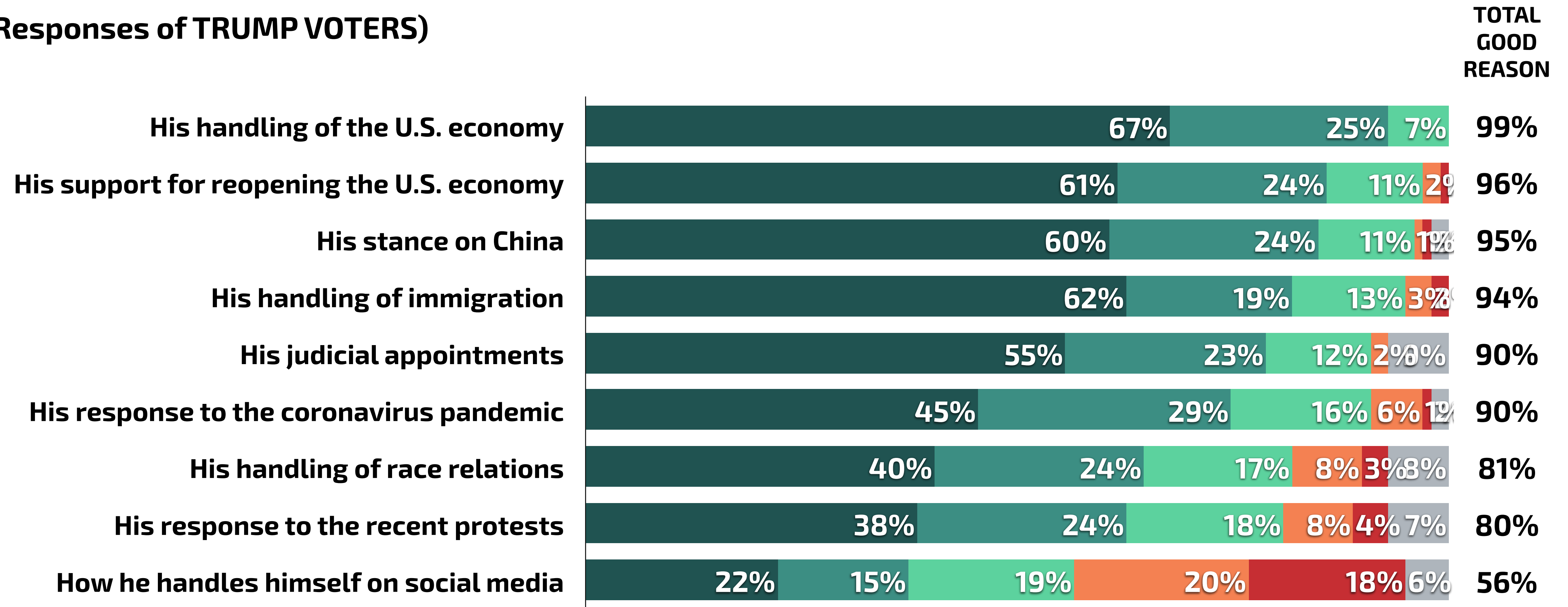


Extremely good reason
 Very good reason
 Somewhat good reason
 Not a very good reason
 Not at all a good reason
 Unsure

Nearly 4-in-10 Trump Voters Consider His Social Media a Bad Reason to Support Him

Q. Rate how good each of the following is as a reason to vote for Donald Trump.

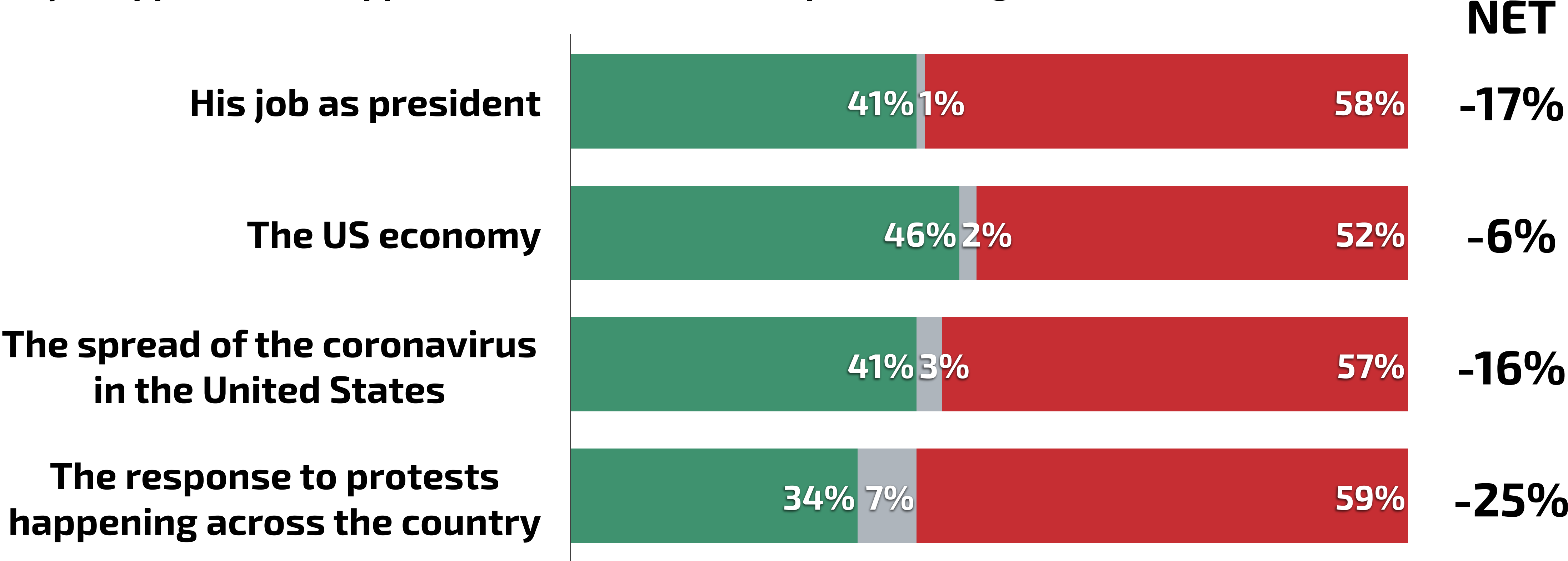
(Responses of TRUMP VOTERS)



Extremely good reason
 Very good reason
 Somewhat good reason
 Not a very good reason
 Not at all a good reason
 Unsure

Highest Trump Approval on the Economy, Lowest on Response to Protests

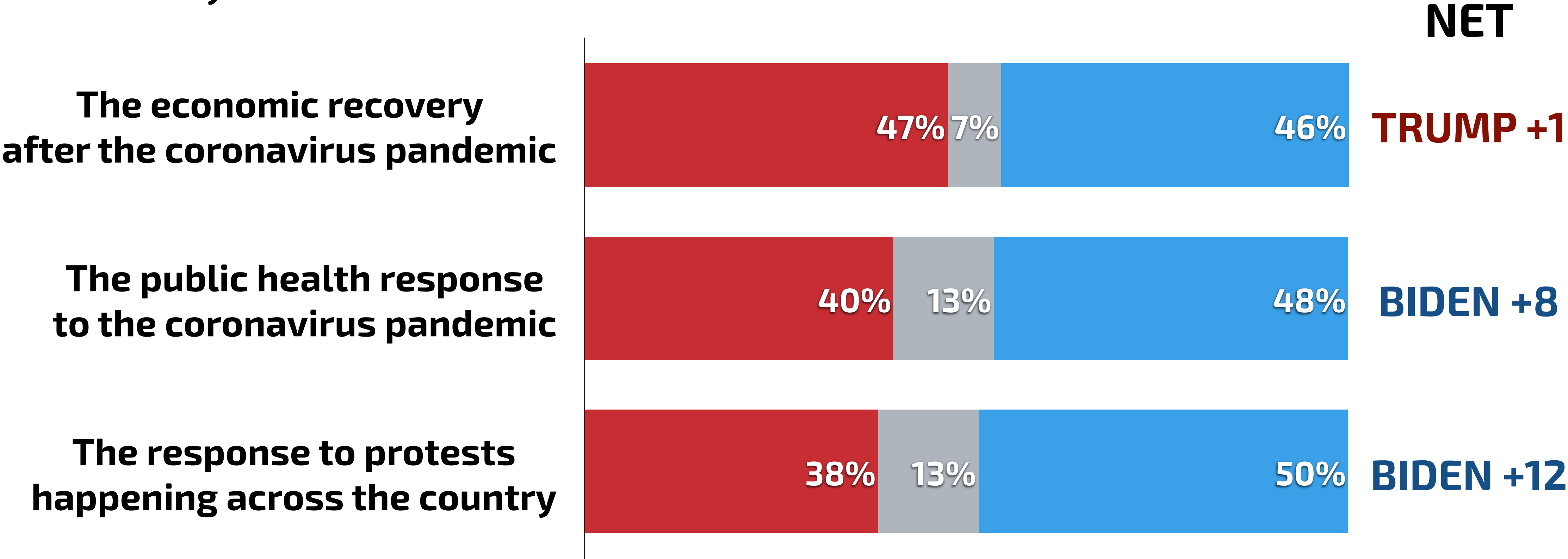
Q. Do you approve or disapprove of how Donald Trump is handling...



■ Approve
 ■ Unsure
 ■ Disapprove

Greater Trust in Biden on Public Health, Protests

Q. Who would you trust more to handle...



Donald Trump Unsure Joe Biden



**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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