

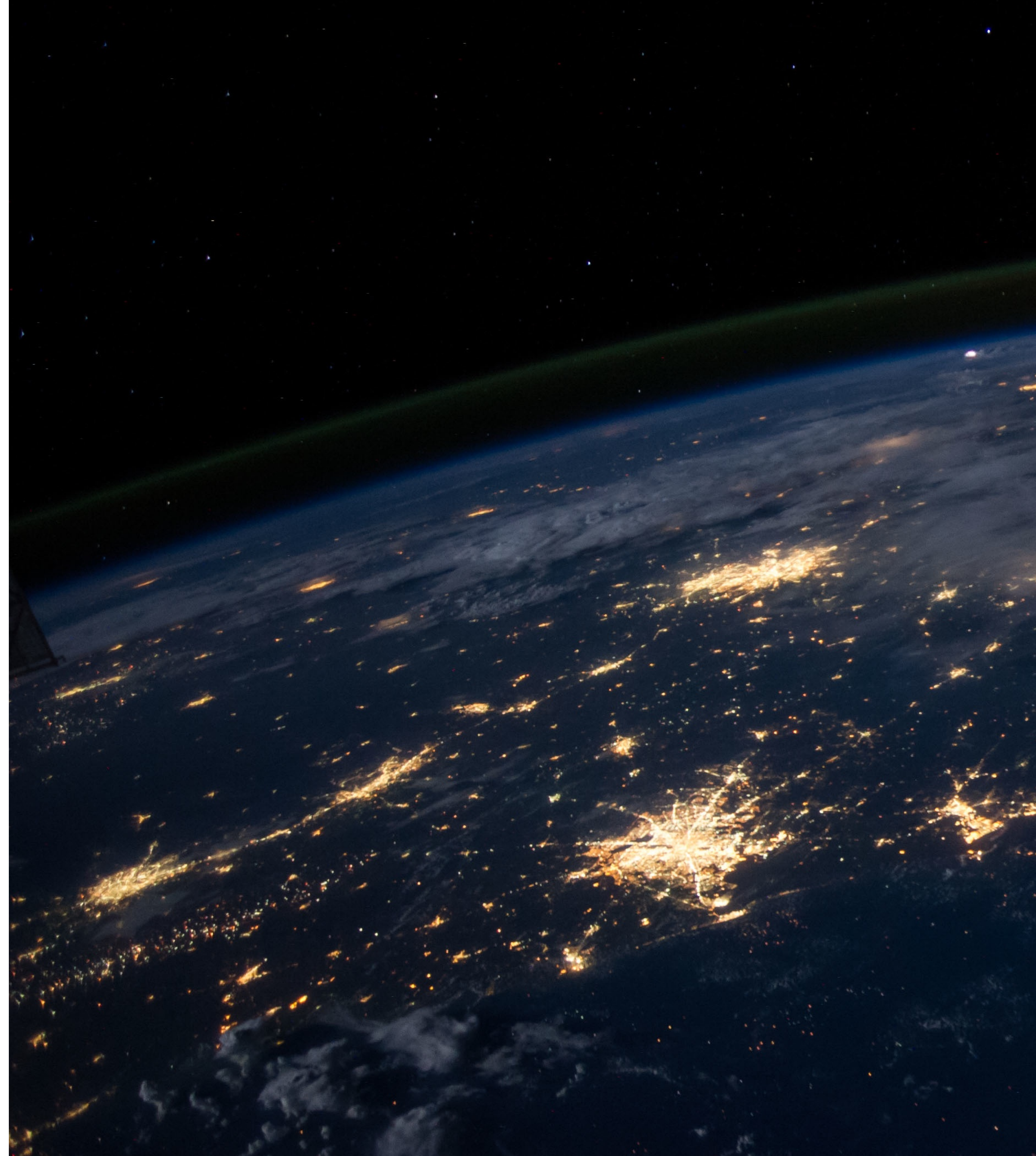


COVID-19 Update

Verified Voter Omnibus Survey

N=1,000 Likely Electorate

June 12 - June 16, 2020

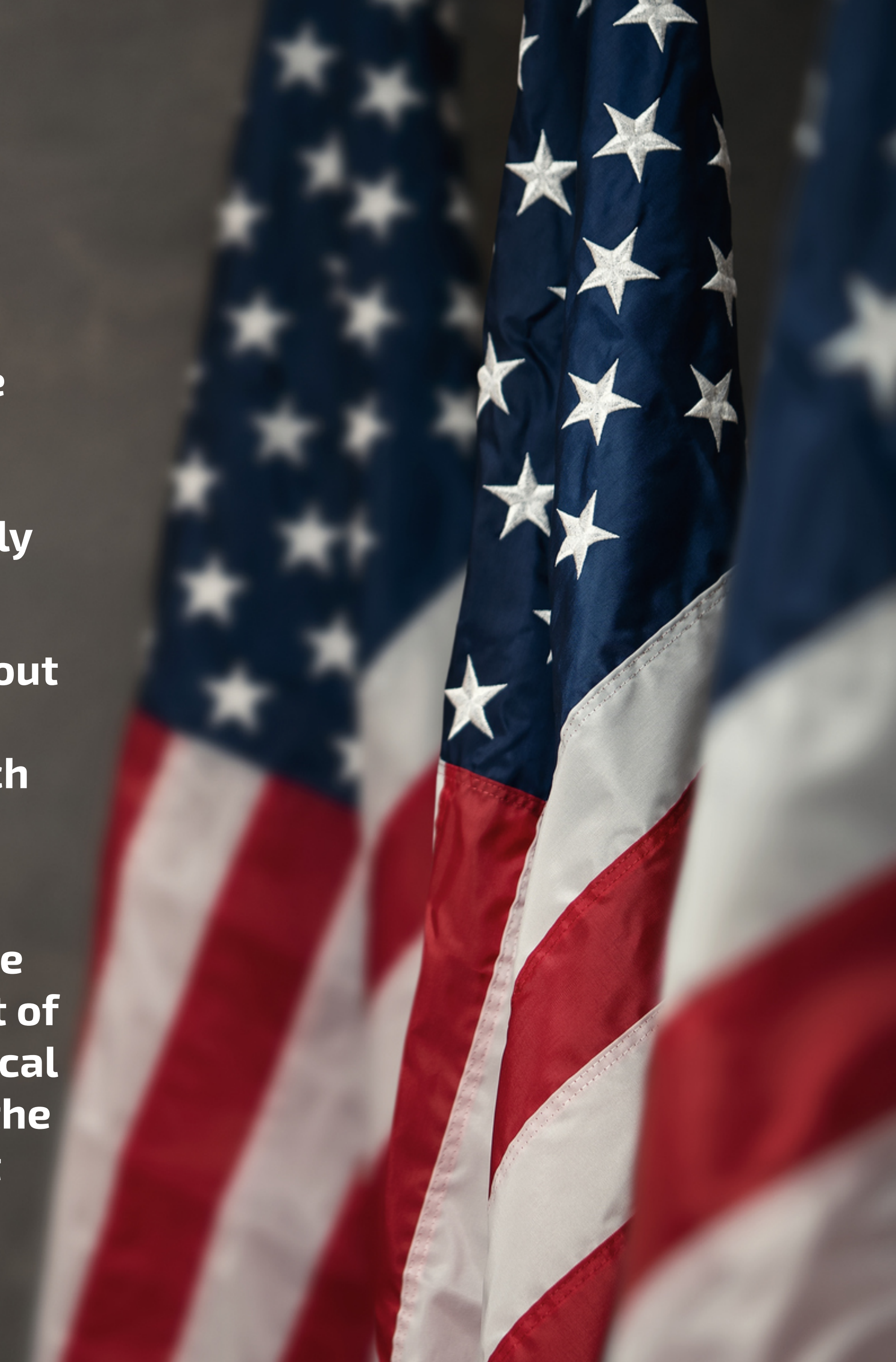


Meet the Likely Electorate

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

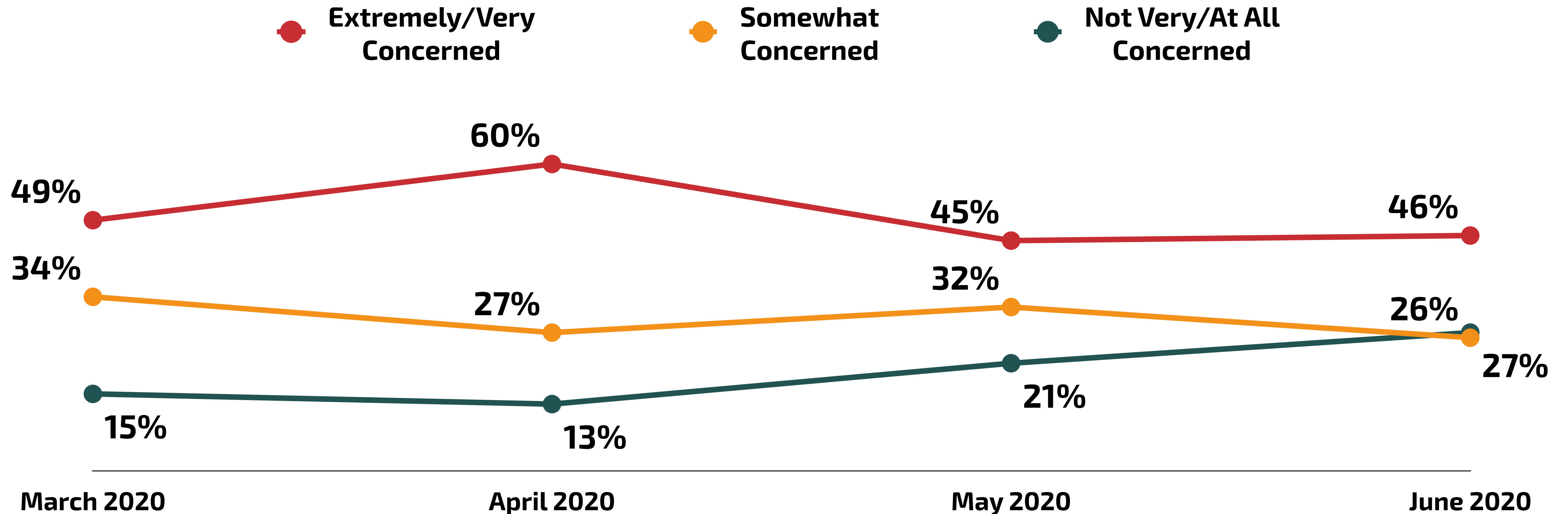
- **Concern about the coronavirus is dropping.** While nearly the same proportion of voters are very or extremely concerned, 27% say they're not very or at all concerned, up from 21% in May. Significantly more voters are comfortable going out to eat, going to a shopping mall, or spending time with friends compared to last month.
- **Comfort levels drop around in-person political activism.** Less than one-third would be comfortable attending a protest, political rally, or large gathering. 53% still say they would be comfortable voting in person at a polling place, and among Republican voters, 72% say they would be comfortable voting in person.
- **Voters are more likely to support reopening with limits.** A split sample which asked half of voters to choose what should be reopened from a list of 14 businesses or groups, and asked half what should be reopened at limited capacity, with social distancing protections in place, shows greater support across the board for reopening with added reassurance around social distancing.
 - The difference in support for reopening versus support for reopening with regulations in place was most apparent on the least essential activities — including sports, bars, concerts, gyms and shopping malls — with more similar support for reopening offices and churches with or without explicit mention of protections.

The COVID-19 Landscape



Proportion of Unconcerned Voters Increased from May

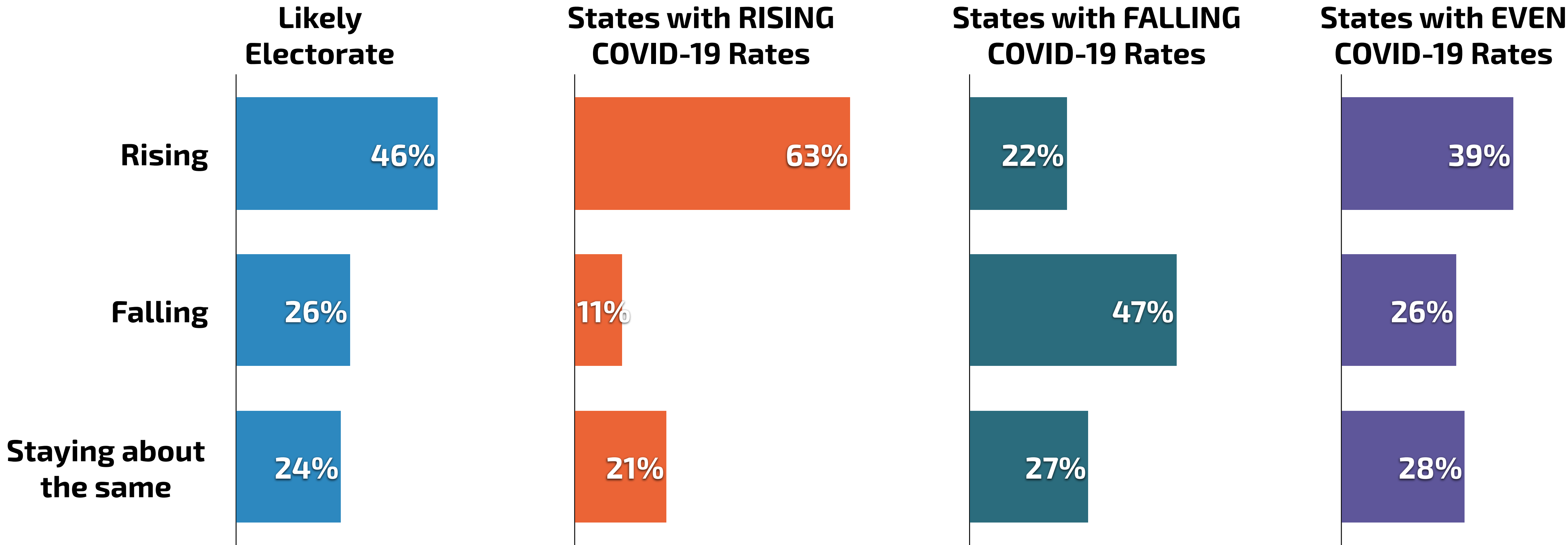
Q. How personally concerned are you about the chances of you or someone in your family becoming infected with the coronavirus?



Trendlines from previous months reflect Likely Electorate results

Voters Pay Attention When Local Trends Change

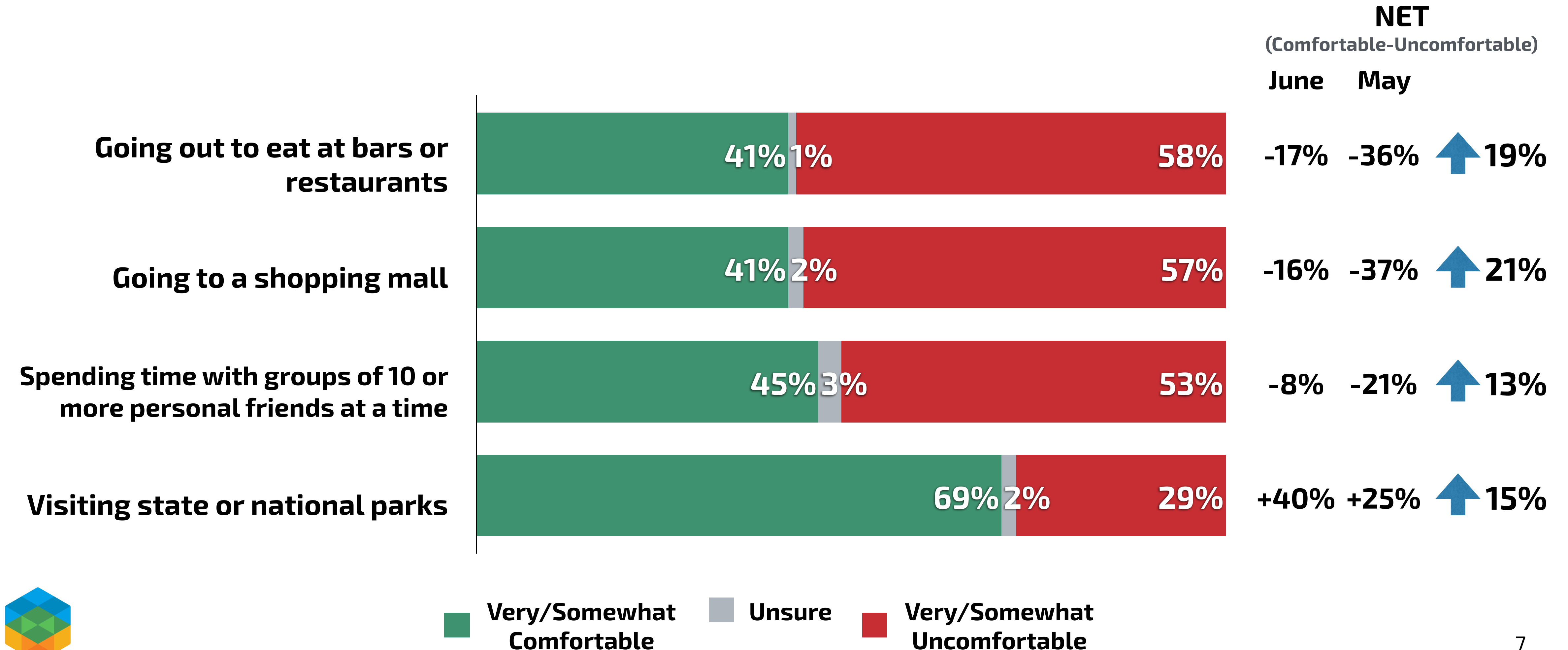
Q. To your knowledge, are coronavirus cases rising, falling, or staying about the same in your state?



COVID-19 rates of infection based on data compiled by the Center for Systems Science and Engineering at Johns Hopkins University for the two-week average of reported cases on June 16, 2020.

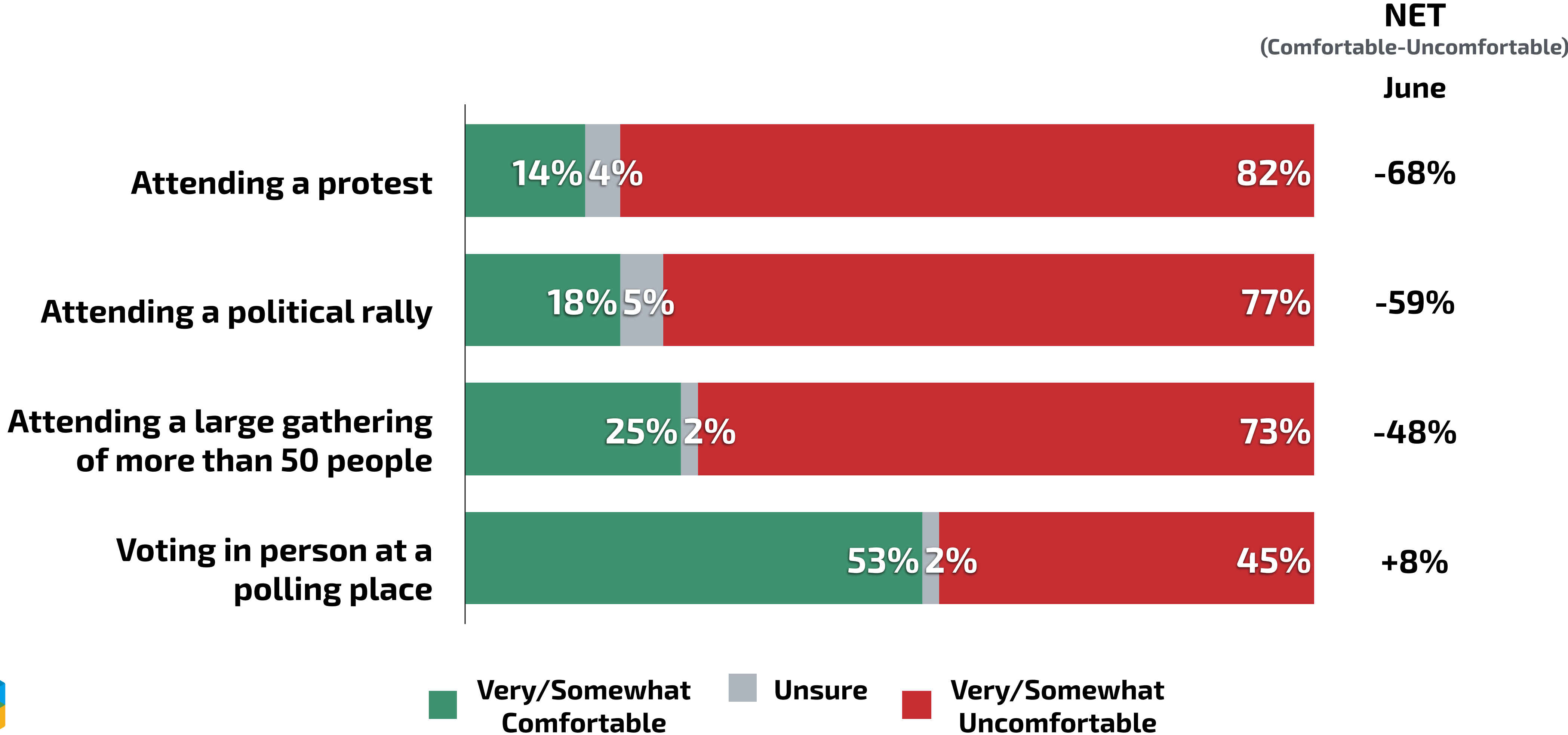
More Voters Now Comfortable with “Normal” Activities

Q. How comfortable would you be doing each of the following activities right now?



Comfort Drops Around Political Activism

Q. How comfortable would you be doing each of the following activities right now?



Big Partisan Gaps on In-Person Politics – Except Protests

Q. How comfortable would you be doing each of the following activities right now?

NET responses (Comfortable-Uncomfortable)

	LIKELY ELECTORATE	GOP	IND	DEM
Attending a protest	-68%	-71%	-70%	-66%
Attending a political rally	-59%	-34%	-63%	-76%
Attending a large gathering of more than 50 people	-48%	-14%	-57%	-70%
Voting in person at a polling place	+8%	+45%	+3%	-22%



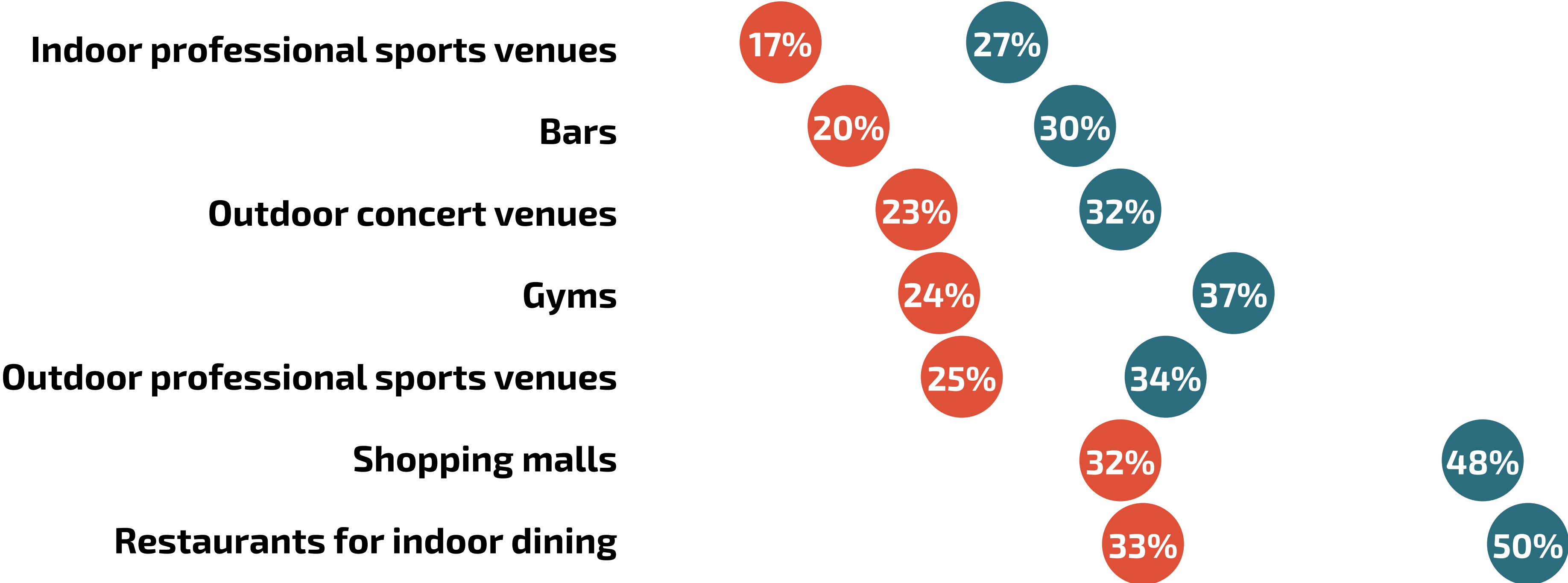
Social Distancing Messages Key to Reopening Indoors

● SPLIT A

● SPLIT B

Which of the following do you think should be reopened?

Which of the following do you think should be reopened at limited capacity, with social distancing protections in place?



Extra Messaging Matters Less to Essential Activities

● SPLIT A

Which of the following do you think should be reopened?

Summer camps

Offices

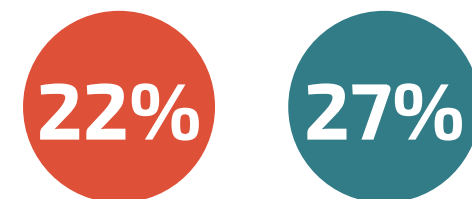
Churches and places of worship

Non-essential stores

Schools in the fall

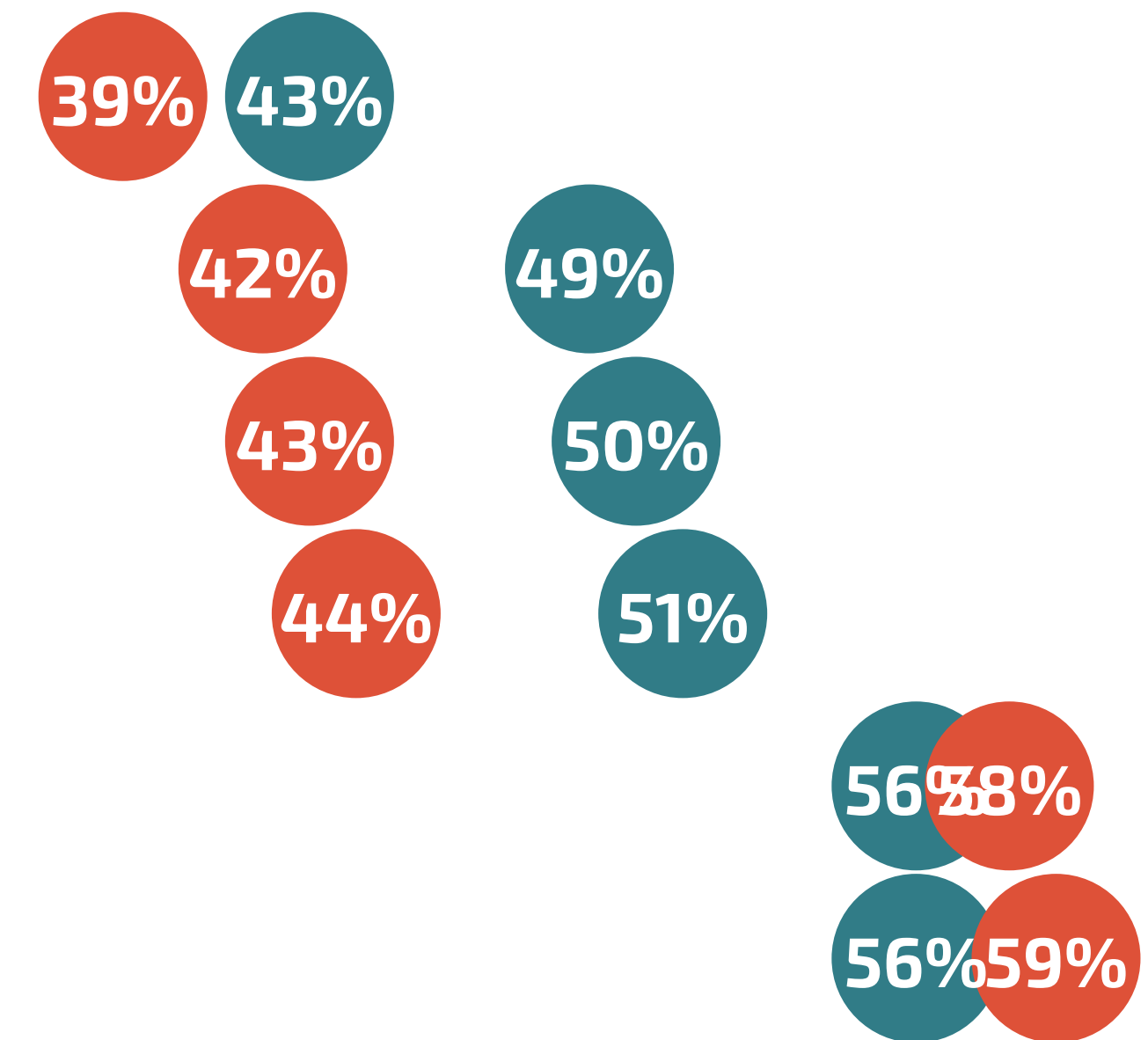
Restaurants for outdoor dining

State and national parks



● SPLIT B

Which of the following do you think should be reopened **at limited capacity, with social distancing protections in place?**





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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