

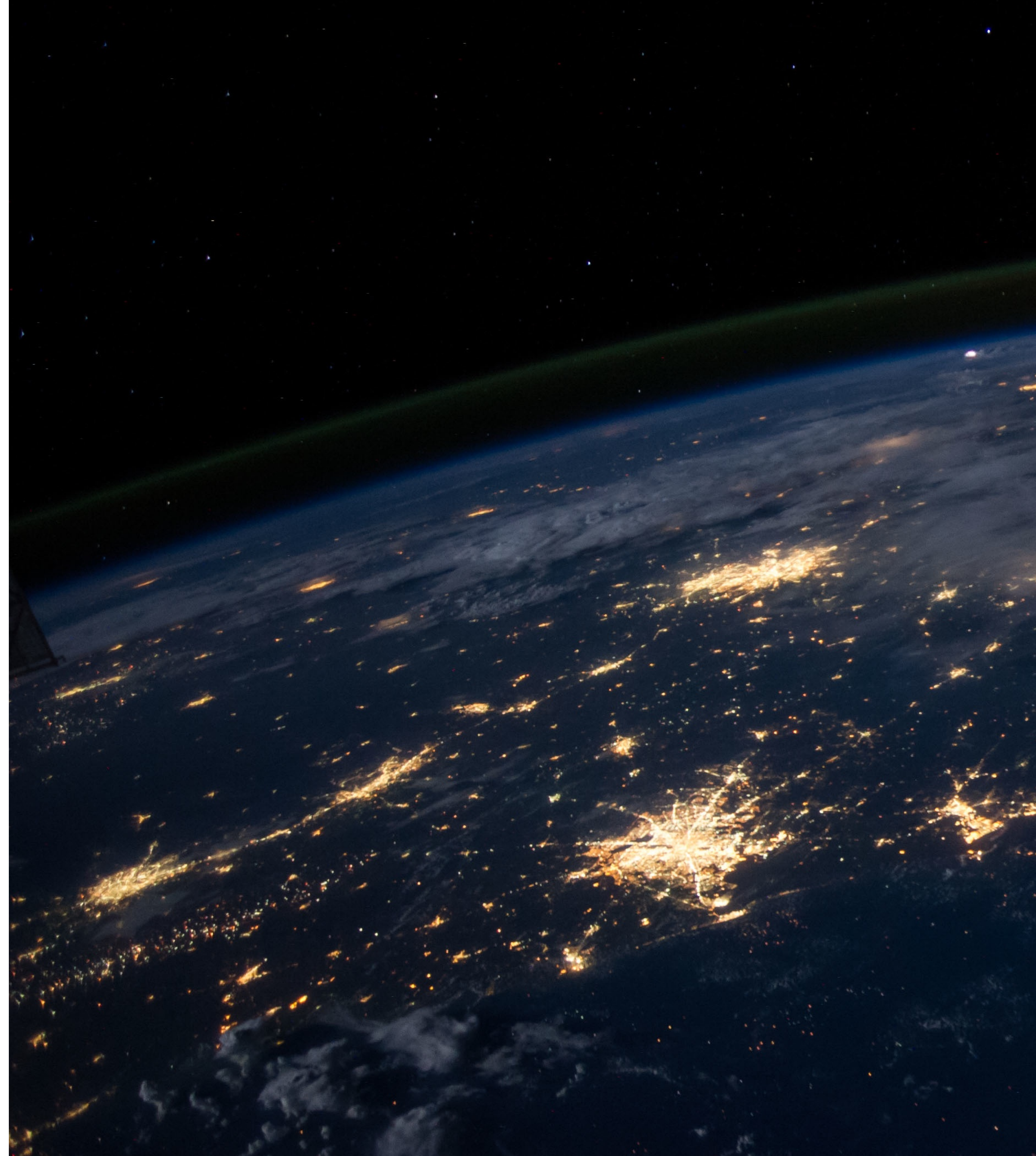


After the Pandemic

Verified Voter Omnibus Survey

N=1,000 Likely Electorate

May 18 - May 20, 2020

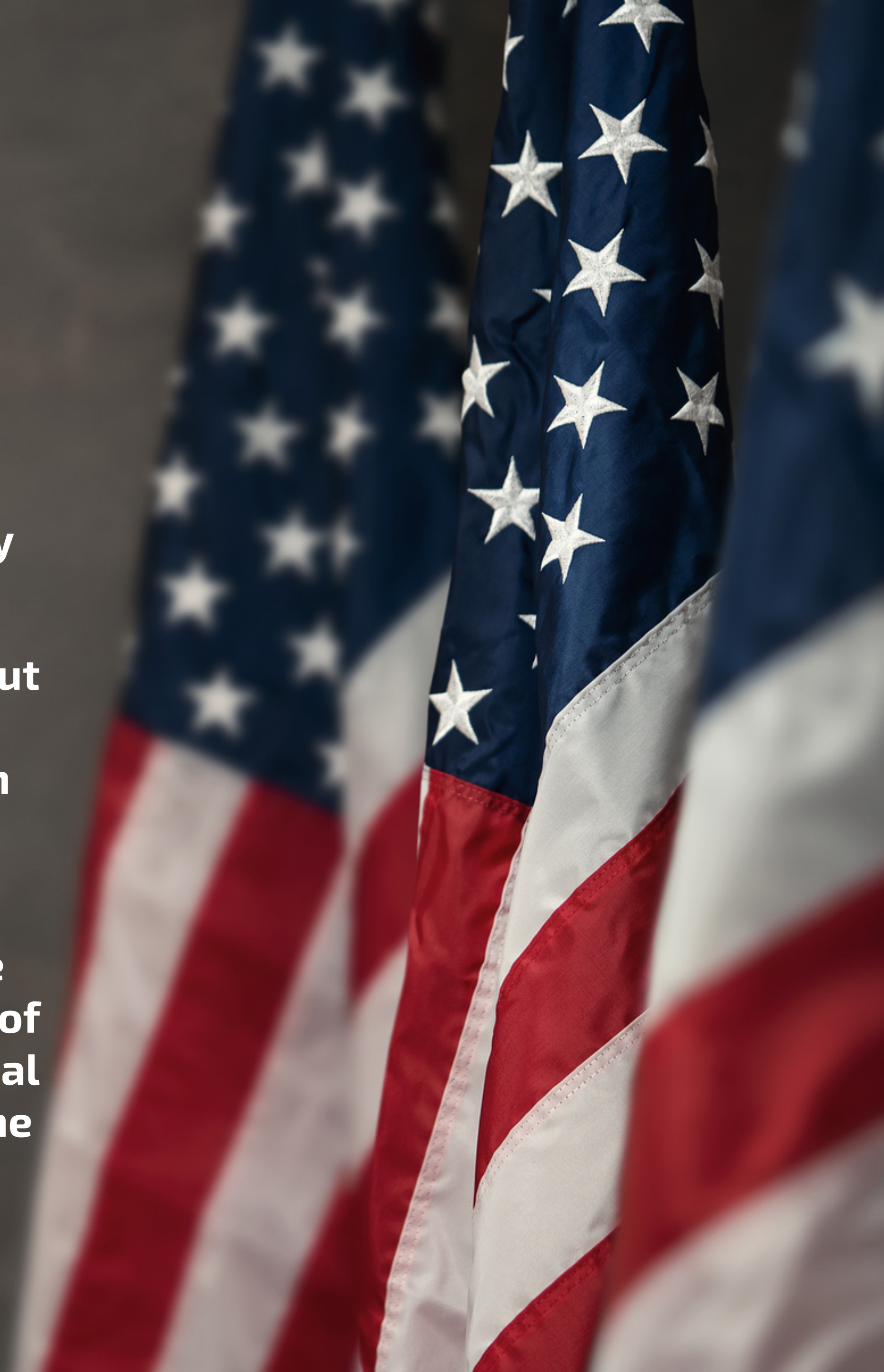


Meet the Likely Electorate

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

- **There's cautious optimism about life after the pandemic.** 33% of voters think the country will change for the better after the pandemic versus 26% who think the country will change for the worse.
- **Voters are ready to adapt with permanent changes.** 66% of voters would consider permanently avoiding handshakes and 54% would consider permanently using telemedicine.
 - **Offices and schools could look dramatically different moving forward.** 63% of white collar workers would consider permanently working from home and 52% would consider permanently attending more virtual gatherings instead of in-person meetings. 52% of mothers would consider permanently using virtual or distance learning.
 - **Millennials may be ready to forgo brunch.** 53% of Millennials would consider permanently eating at home and not going out to restaurants as much.
- **Going out to a favorite restaurant or taking a vacation top the list of activities voters most look forward to once things go back to normal.** Retired voters are most looking forward to going out to eat, white collar workers look forward to going on a vacation, single women look forward to going shopping, and voters under 30 look forward to going to a park or beach.

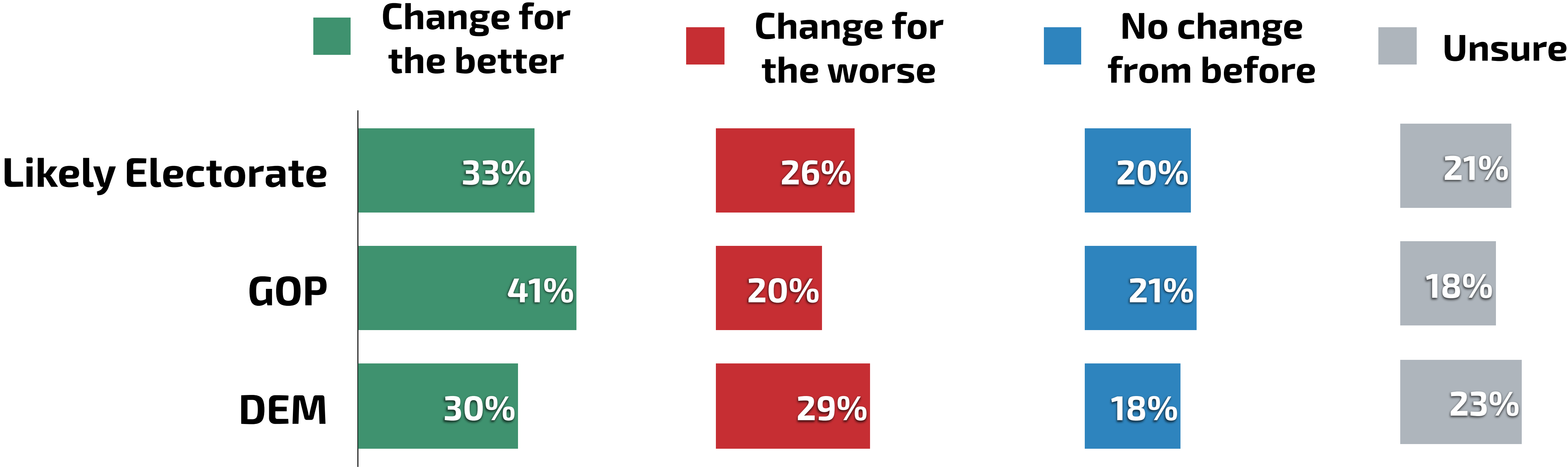


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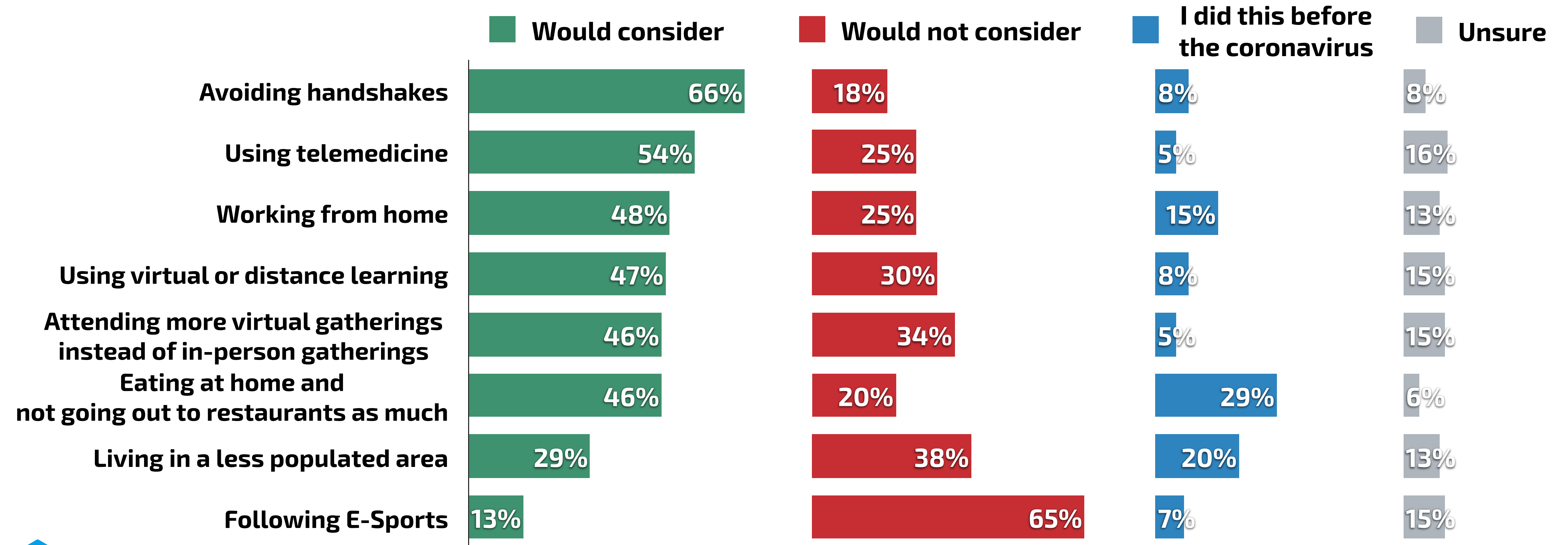
Slight Optimism About COVID-19 Driven Changes

Q. After the coronavirus pandemic is over, do you think the country will change for the better, for the worse, or will things mostly not change from before?



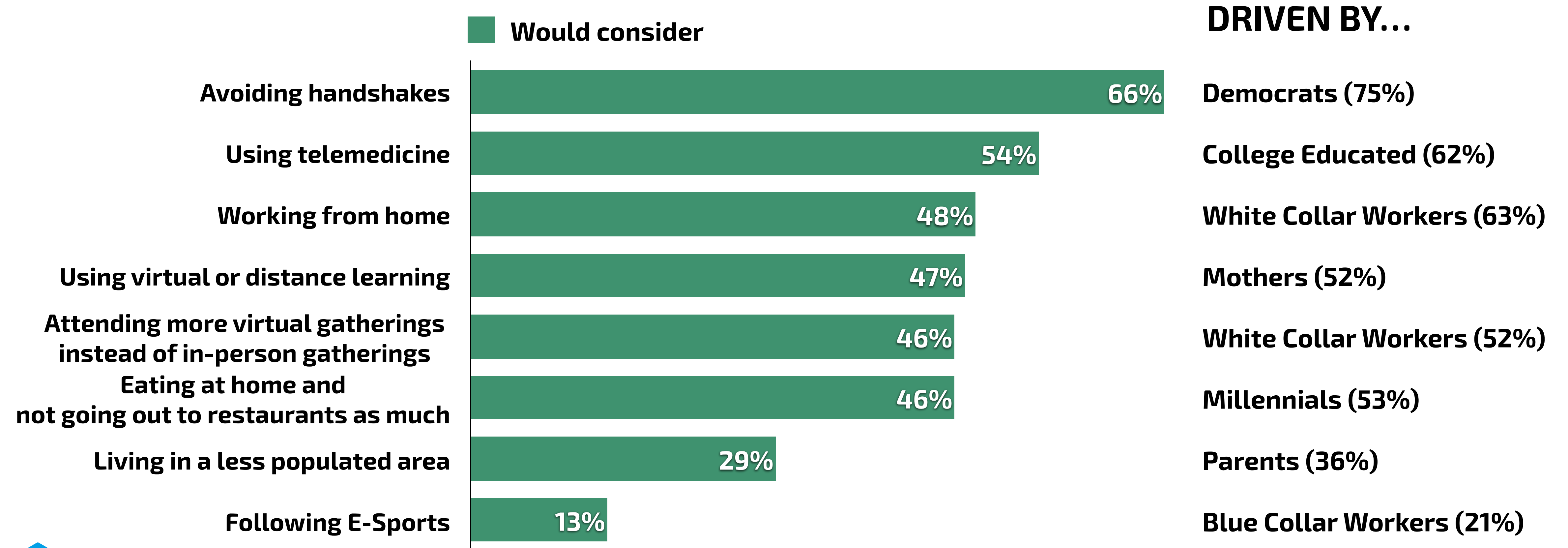
Support for Permanently Avoiding Handshakes, Telemedicine

Q. For each the following, rate whether you would consider doing this permanently once the coronavirus pandemic is over.



Support for Permanently Avoiding Handshakes, Telemedicine

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Voters Looking Forward to Going Out to Eat, Vacations

Q. Assuming they are safe, which one or two of these activities do you most look forward to doing once things go back to normal?

Going out to a favorite restaurant

51%

Going on a vacation

48%

Going shopping

21%

Going to a park or a beach

19%

Attending a sporting event

10%

Attending a concert

8%

Making a major purchase, like a car or home

3%

DRIVEN BY...

Retired Voters (58%)

White Collar Workers (56%)

Single Women (32%)

Voters Under 30 (27%)

Married Men (16%)

Blue Collar Workers (13%)

Men Under 50 (7%)





**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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