

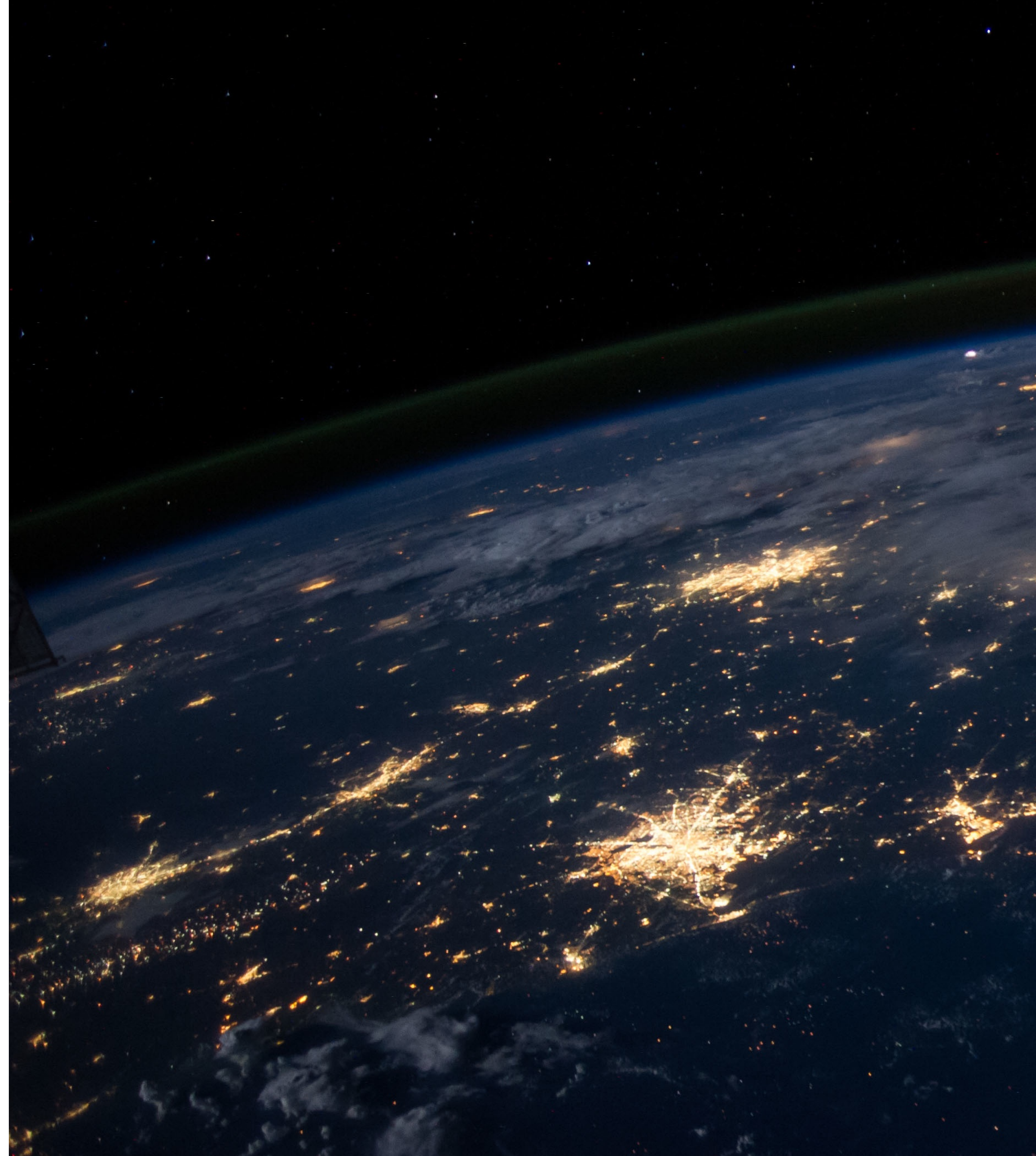


# Election 2020

Verified Voter Omnibus Survey

N=1,006 Likely Electorate

October 16 - October 22, 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 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 = 1,006 registered voters in the Likely Electorate online 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.



# Biden Leads +7; Democrats Lead +4 in Generic Congressional Ballot Match-Up

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

Q. If the election for Congress were held today and you had to make a choice, for whom would you vote?

Definitely R

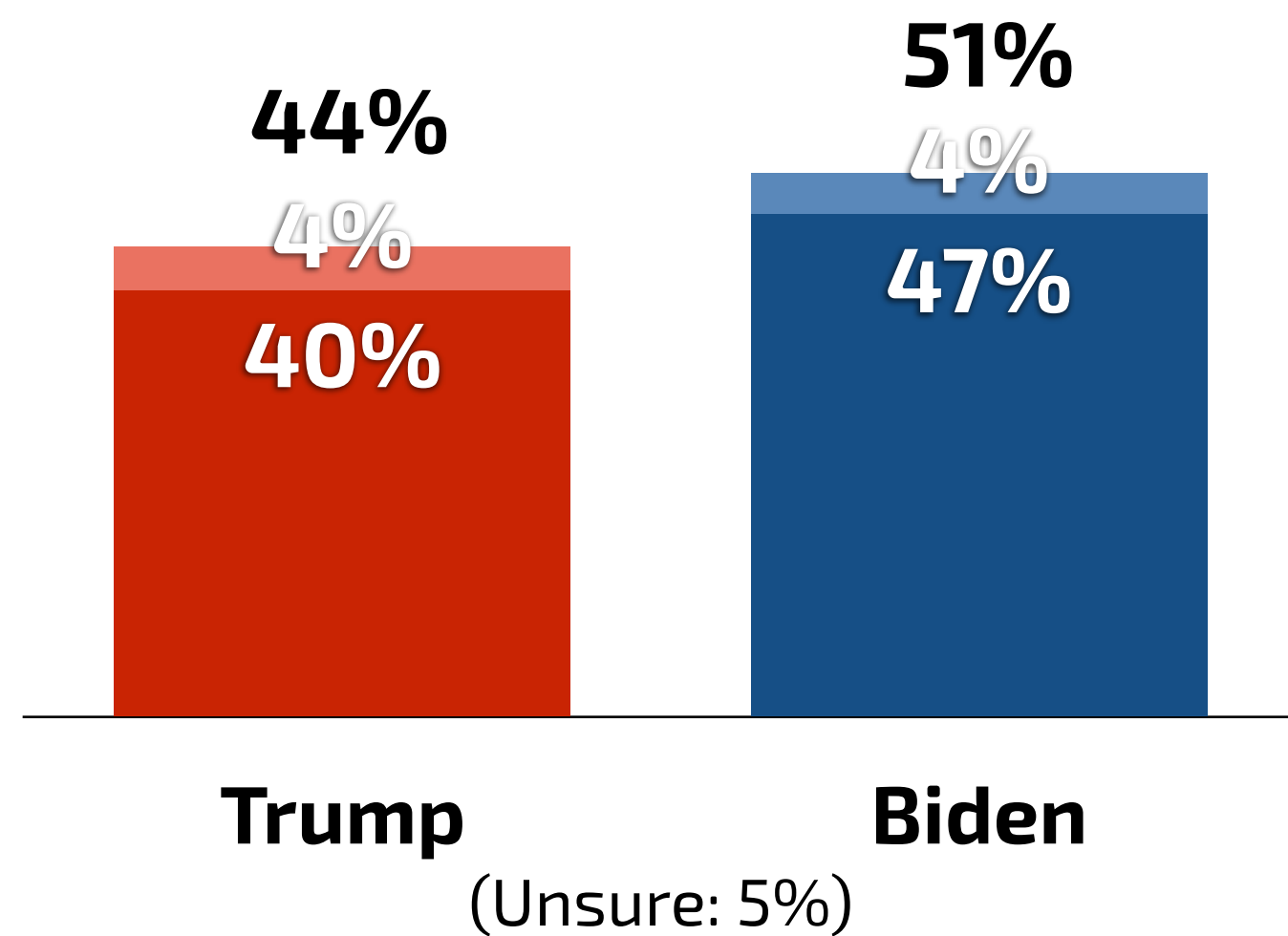
Probably R

Definitely D

Probably D

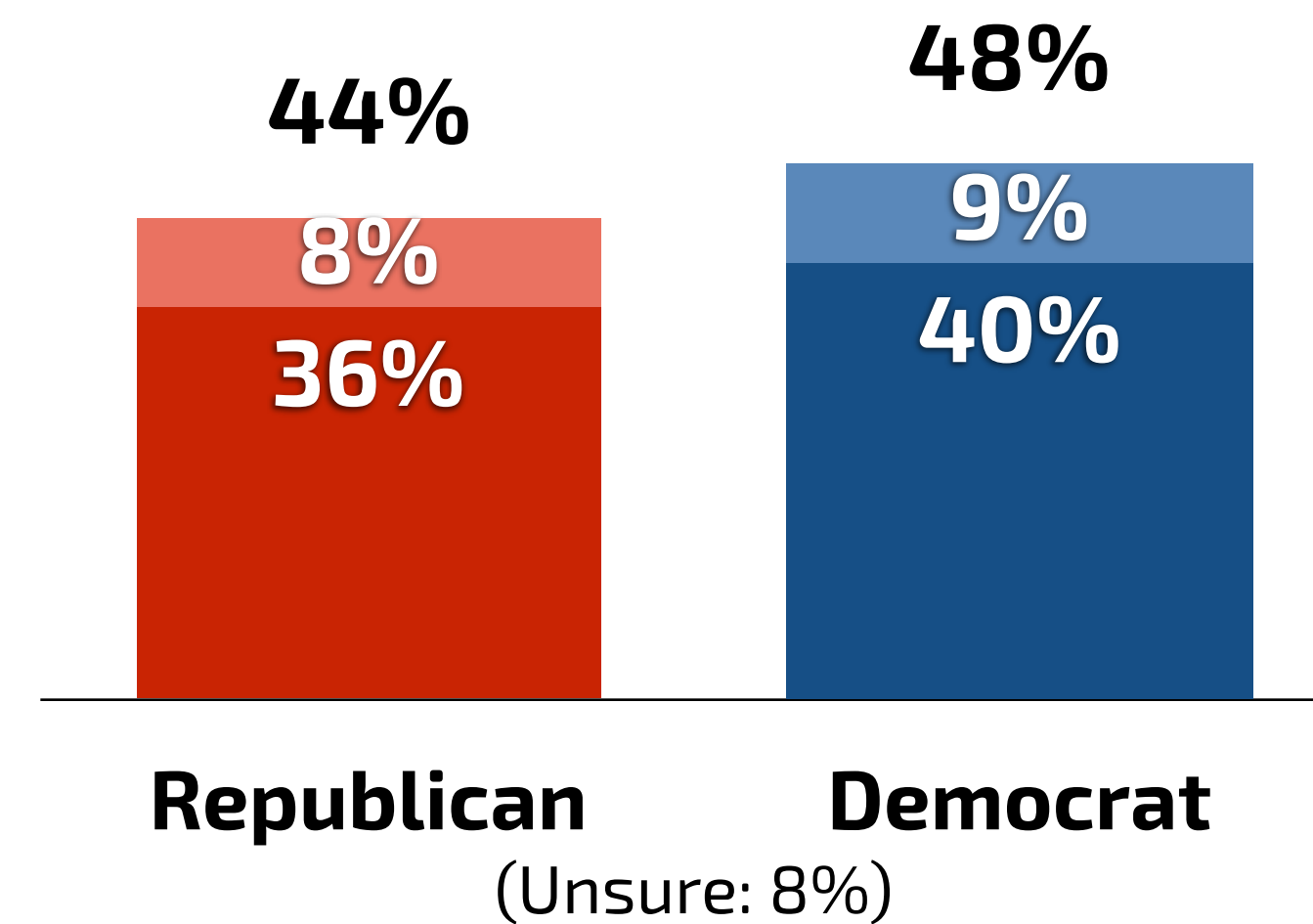
Vote for President

Biden +7



Vote for Congress

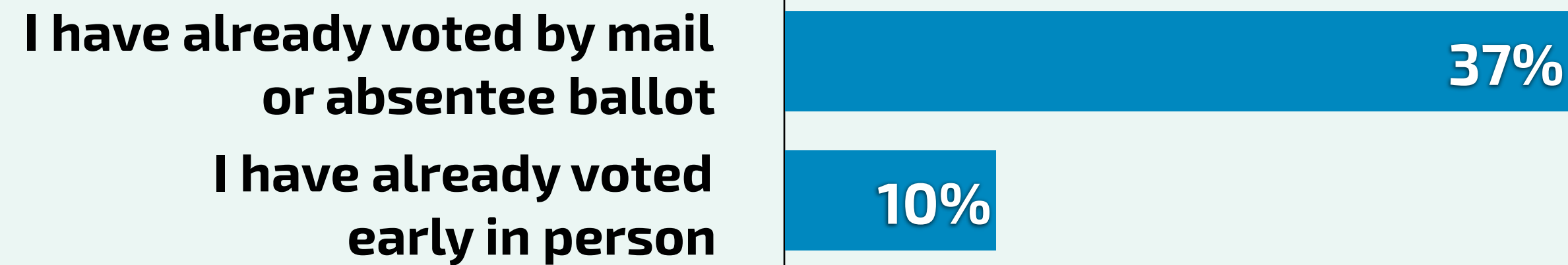
Democratic candidate +4



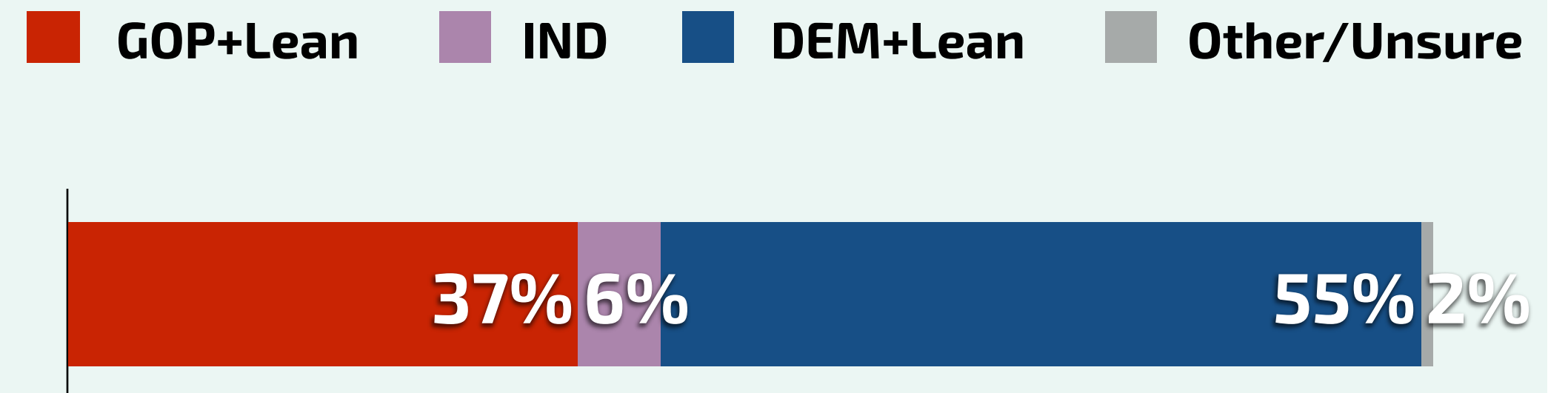
# More Democrats Have Already Cast Their Votes

Q. How do you plan to cast your ballot in the November 2020 general election?

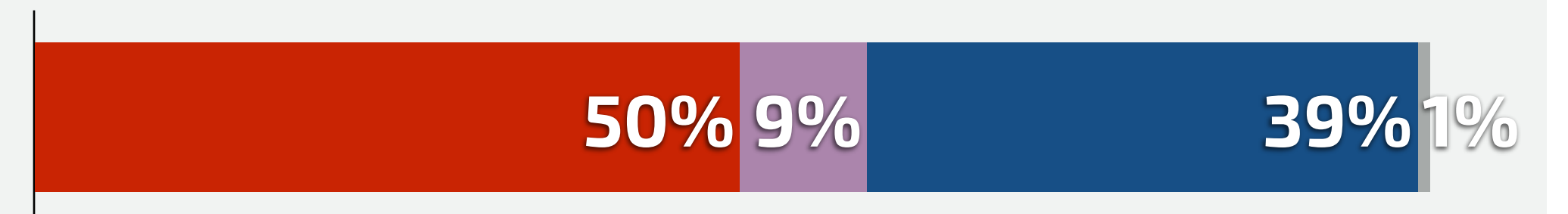
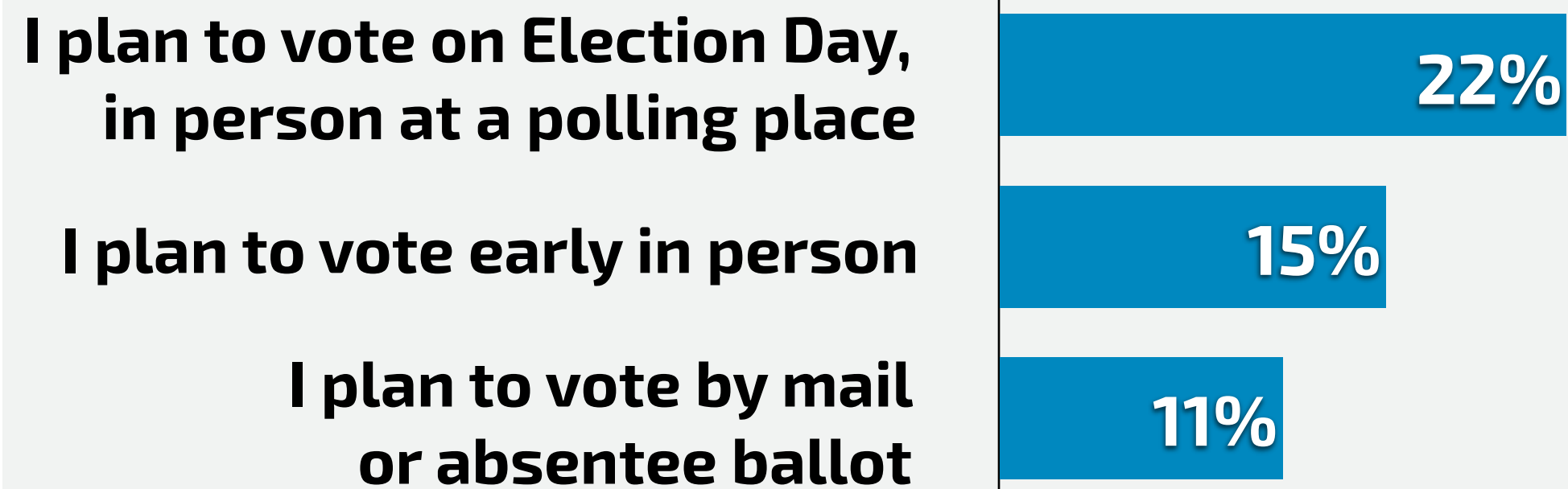
## 47% ALREADY VOTED



## PARTY AFFILIATION



## 48% PLAN TO VOTE

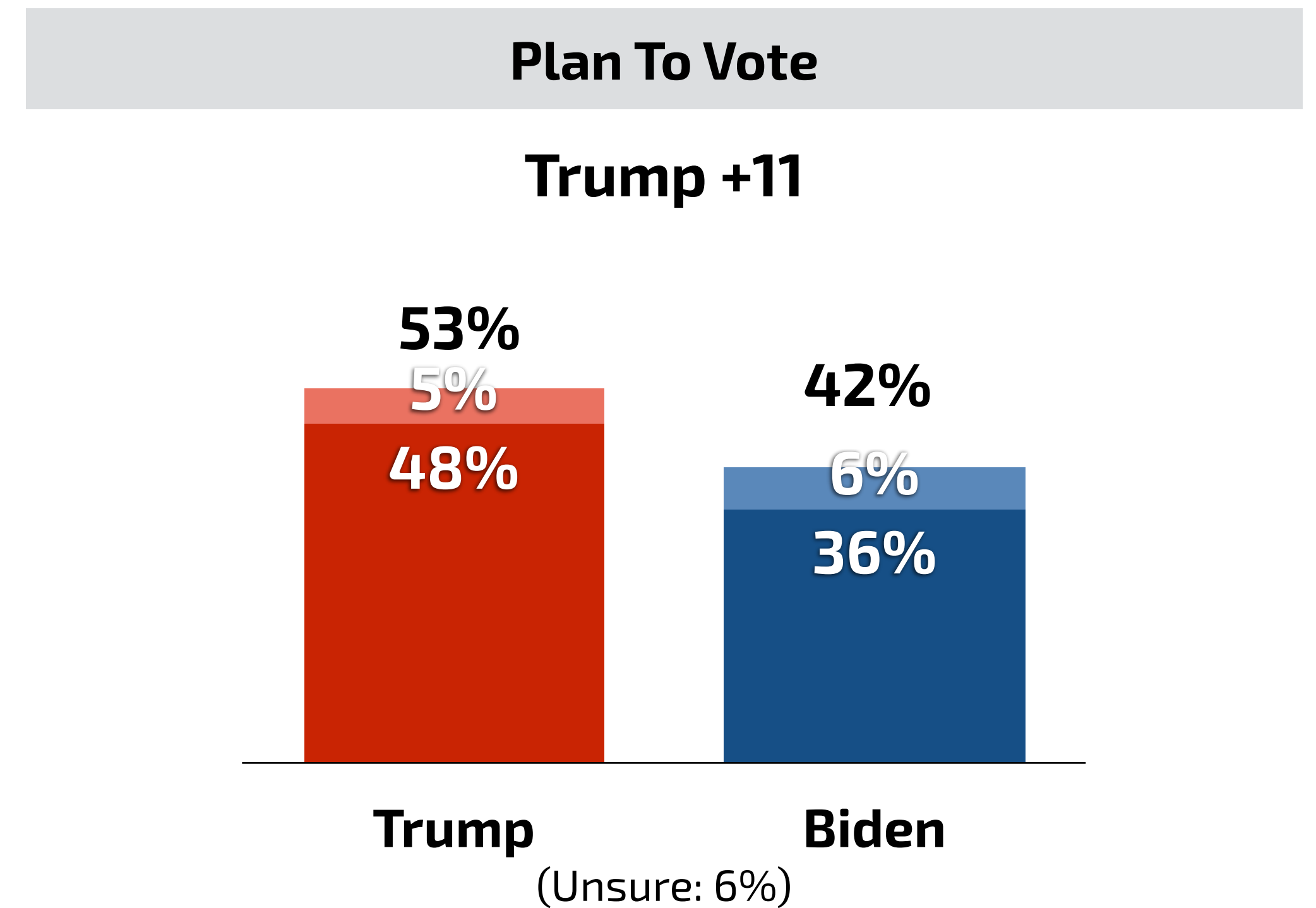
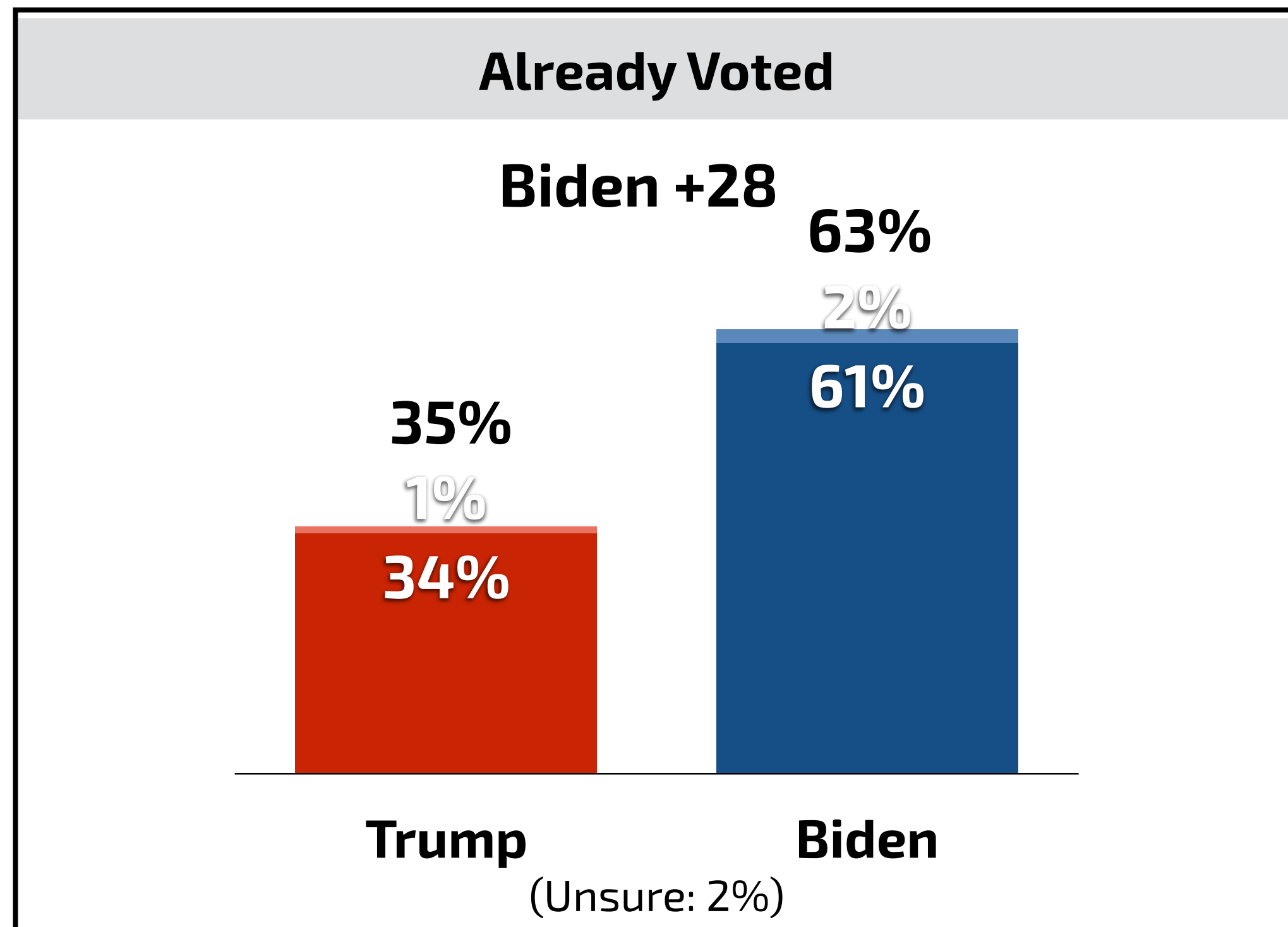


# Biden Leads +28 Among Those Who Have Already Voted

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

Definitely R      Probably R

Definitely D      Probably D



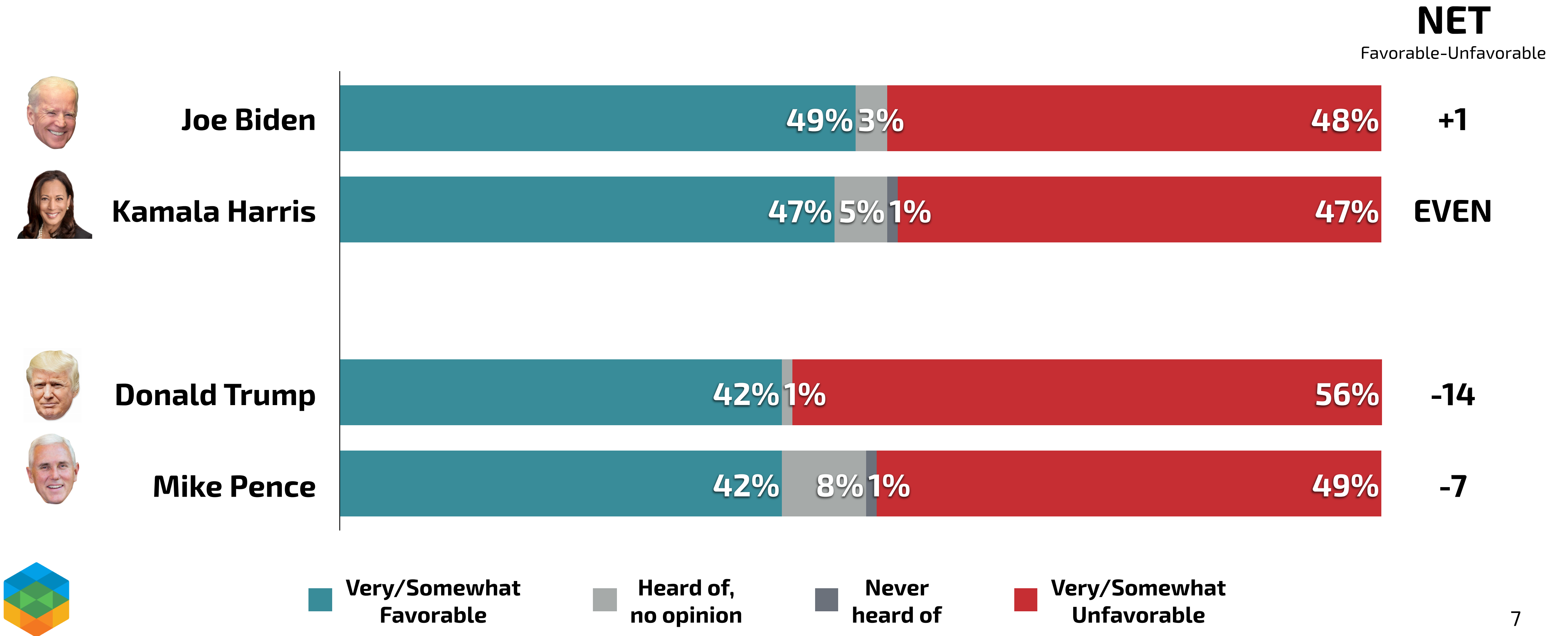
# Biden Leads Full Presidential Ballot

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



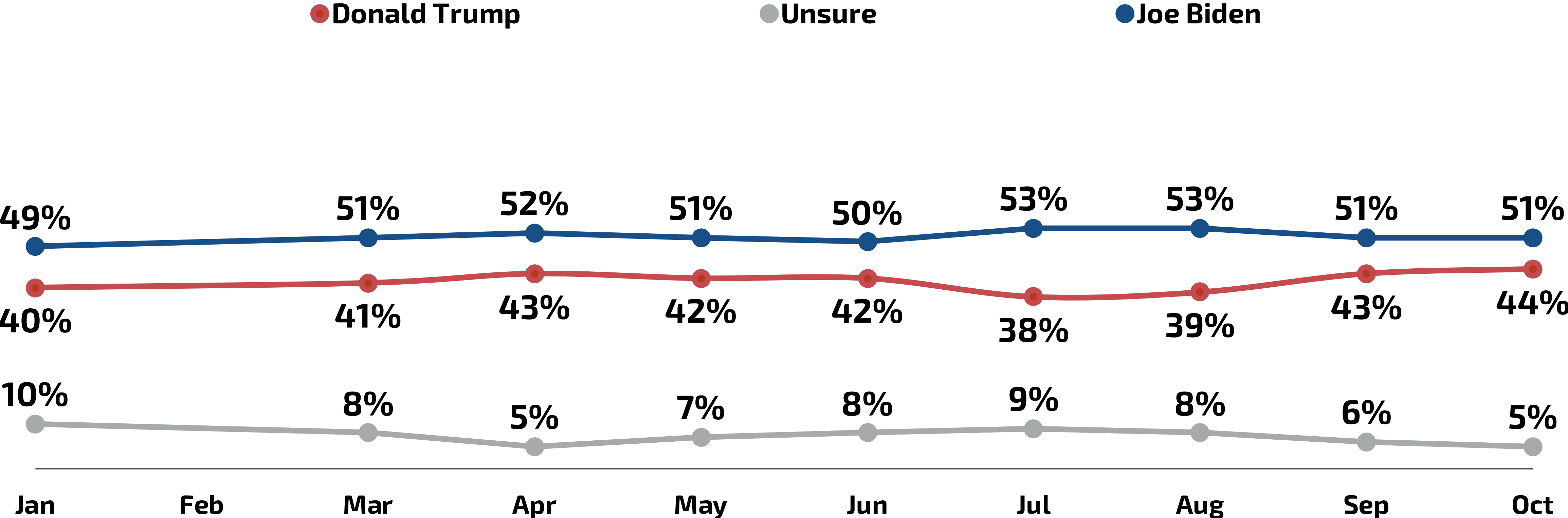
# Biden Holds Highest Net Favorability Ranking

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



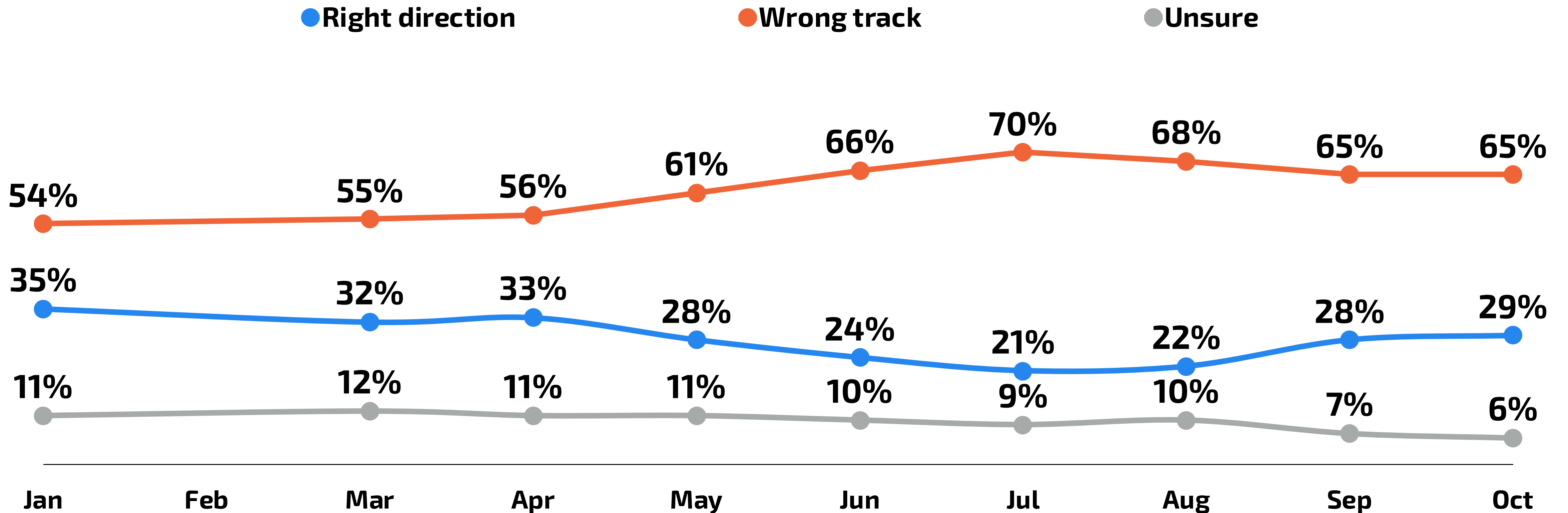
# Presidential Ballot Margin Steady From September

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



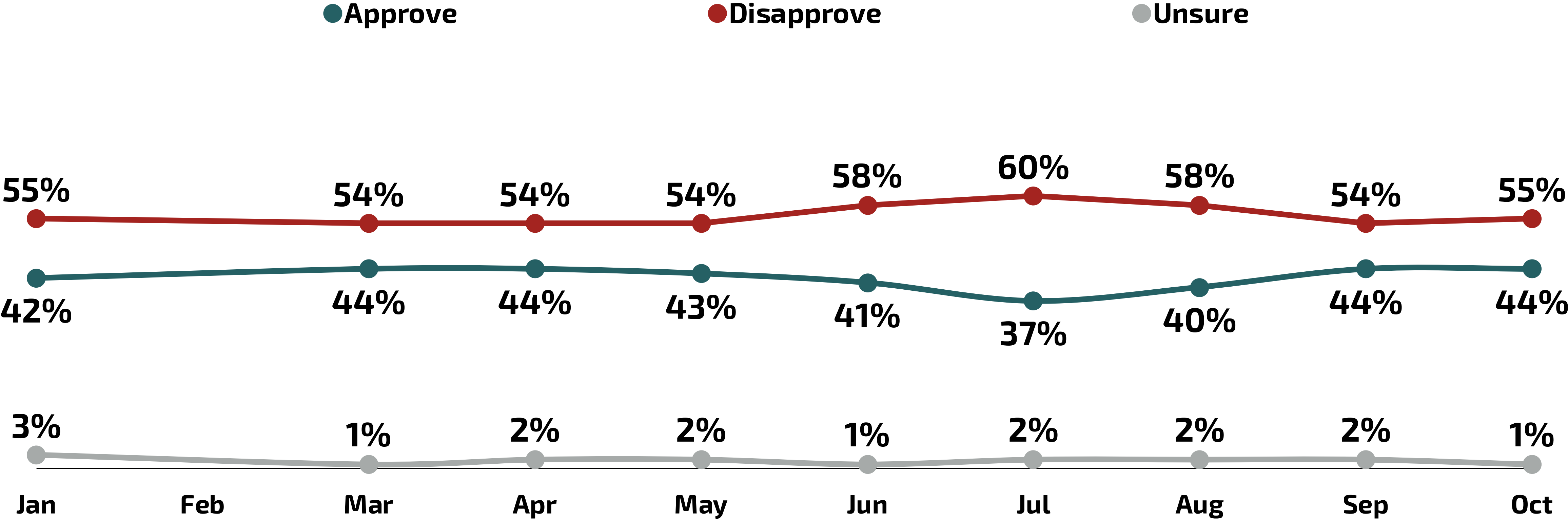
# 65% Say U.S. Headed In The Wrong Direction

Q. Would you say things in the United States are headed in the right direction, or is the country off on the wrong track?



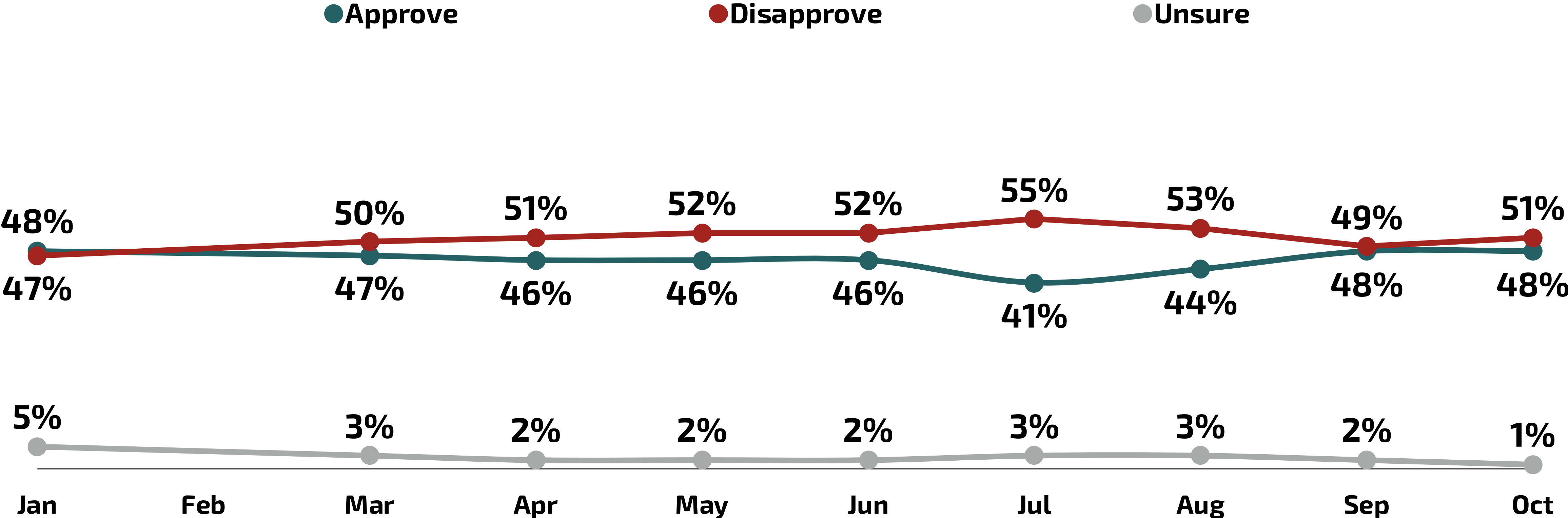
# Trump Approval Margin Steady From September

Q. Do you approve or disapprove of the way Donald Trump is handling his job as President?



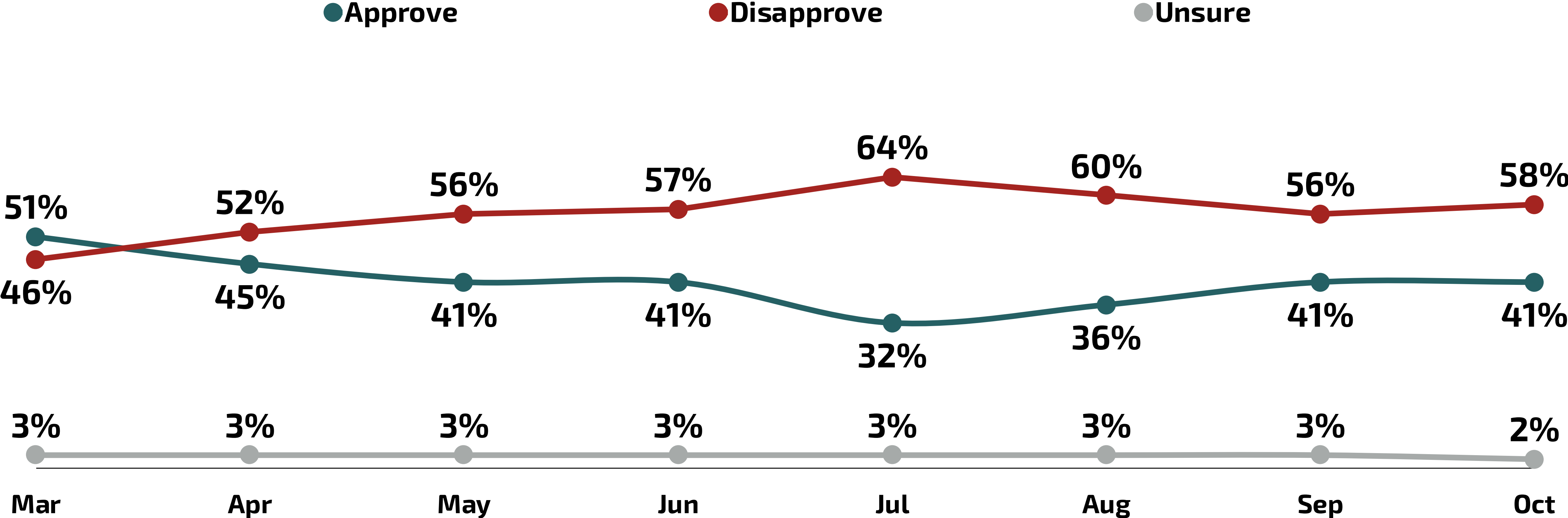
# Voters Divided On Trump's Handling Of The Economy

Q. Do you approve or disapprove of the way Donald Trump is handling the U.S. economy?



# 41% Approve, 58% Disapprove Of Trump's Handling Of COVID-19

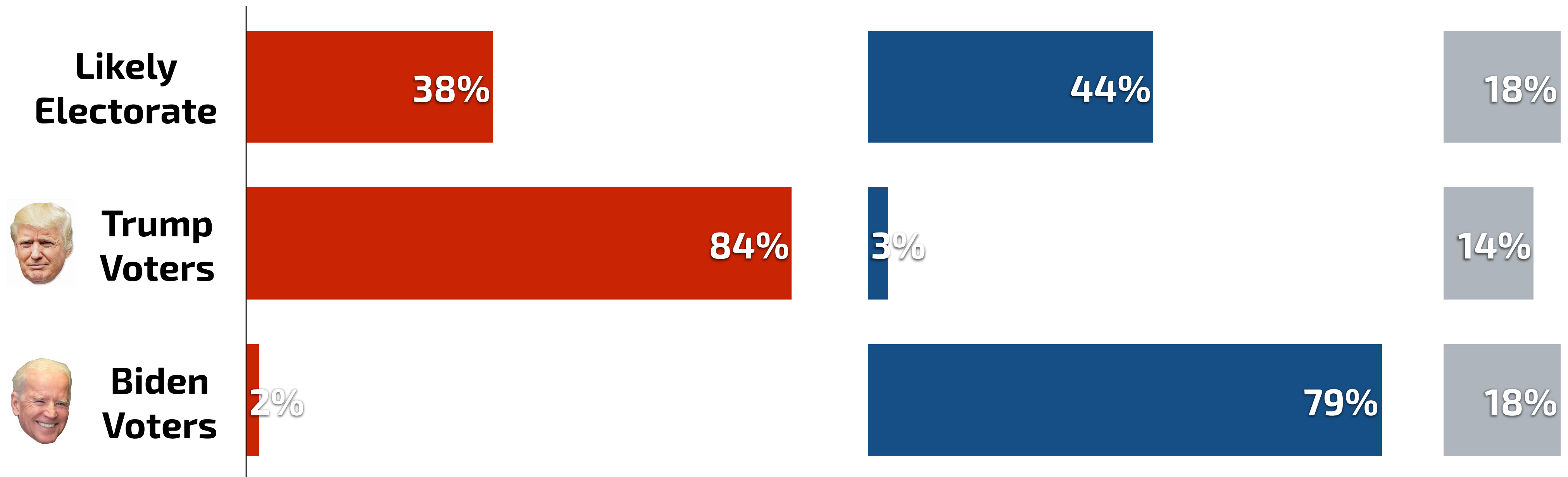
Q. Do you approve or disapprove of how Donald Trump is handling the spread of the coronavirus in the United States?



# Each Candidates' Voters Confident About Victory

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

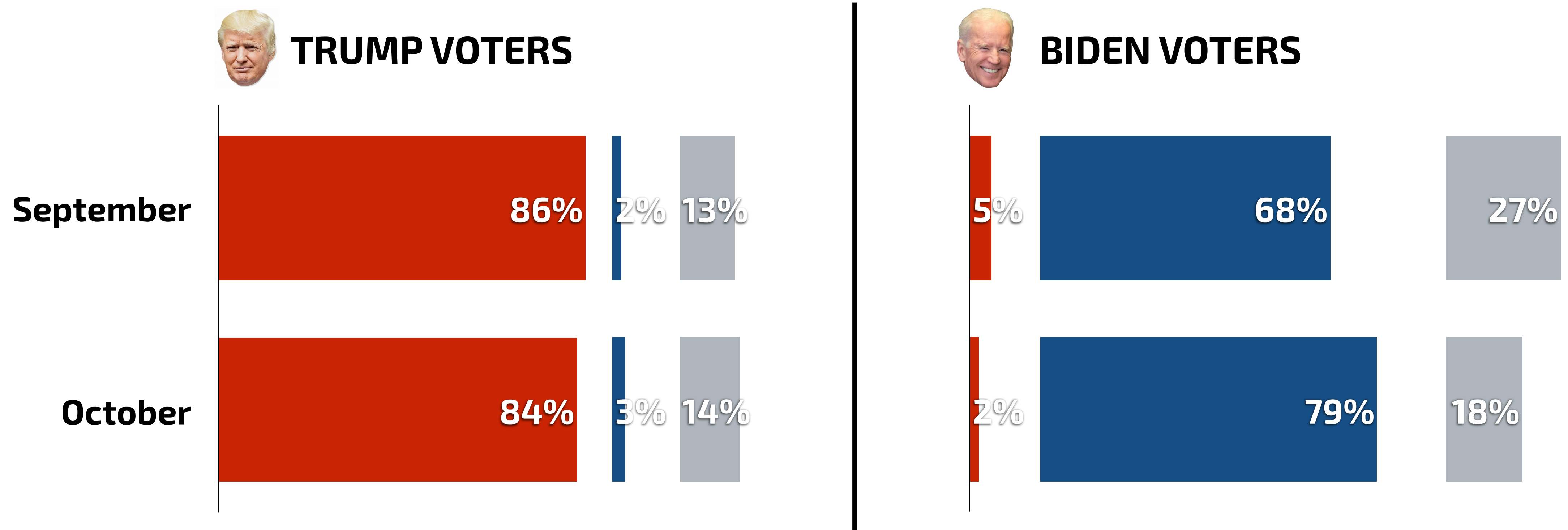
■ Donald Trump ■ Joe Biden ■ Unsure



# More Biden Voters Confident About Win Than In September

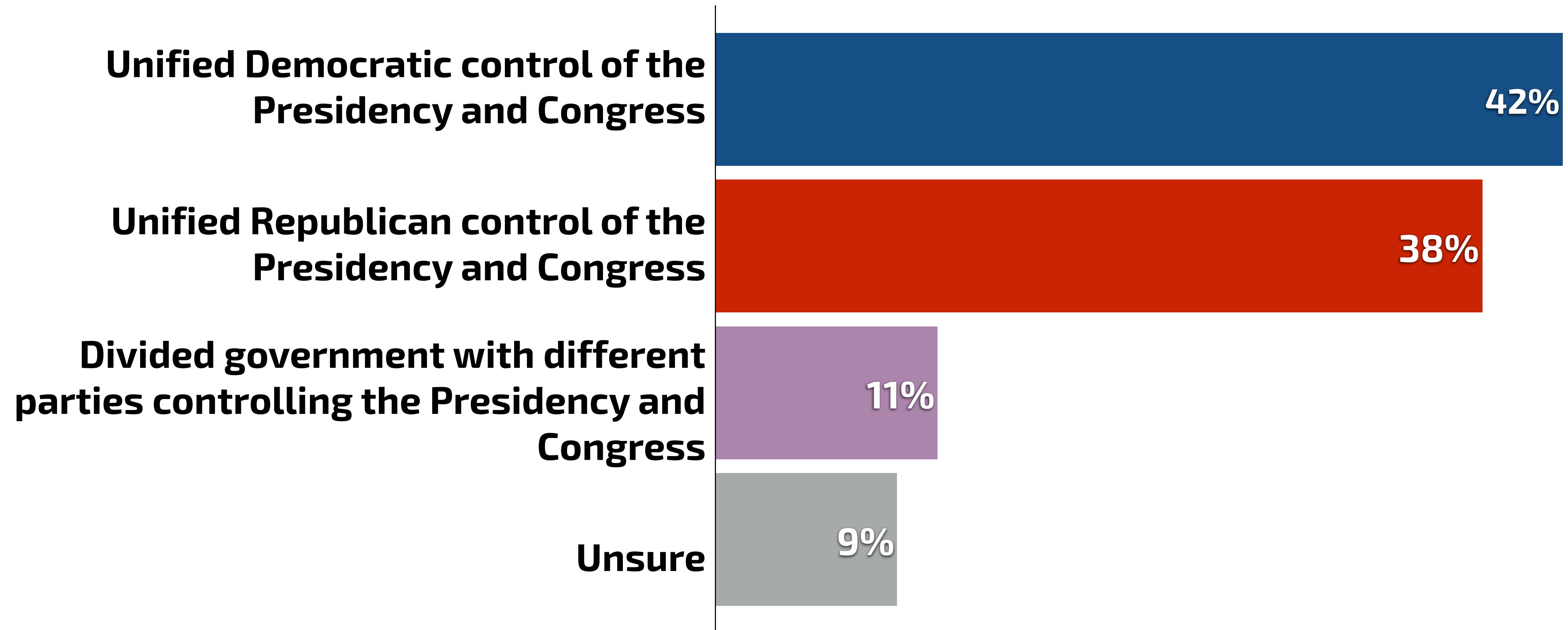
Q. Who do you expect to win the 2020 Presidential election?

■ Donald Trump ■ Joe Biden ■ Unsure



# Most Want Unified Government After November

Q. Which would you prefer to be the outcome of the November 2020 general election?



# More Biden Voters Among Those Open To Divided Government

Would Prefer...	Vote for President	Vote for Congress
<b>Unified Democratic control of the Presidency and Congress</b> (42% of the Likely Electorate)	<b>BIDEN+95</b>	<b>DEMOCRATIC CANDIDATE+91</b>
<b>Unified Republican control of the Presidency and Congress</b> (38% of the Likely Electorate)	<b>TRUMP+95</b>	<b>REPUBLICAN CANDIDATE+91</b>
<b>Divided government with different parties controlling the Presidency and Congress</b> (11% of the Likely Electorate)	<b>BIDEN+19</b>	<b>DEMOCRATIC CANDIDATE+8</b>





**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](mailto:omnibus@echeloninsights.com) for more information.**





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