

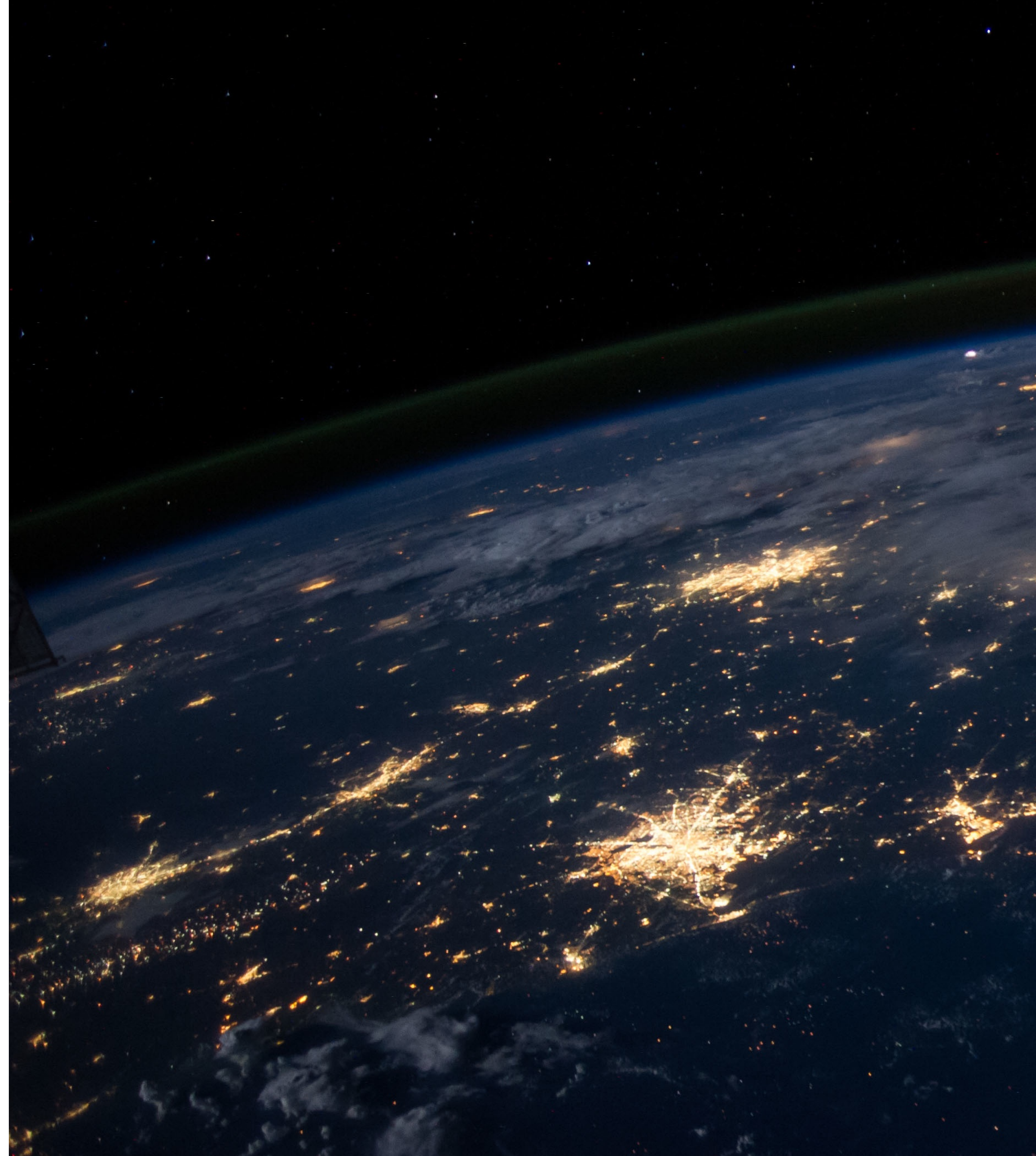


# COVID-19 Update

Verified Voter Omnibus Survey

N=1,006 Likely Electorate

October 16 - October 22, 2020

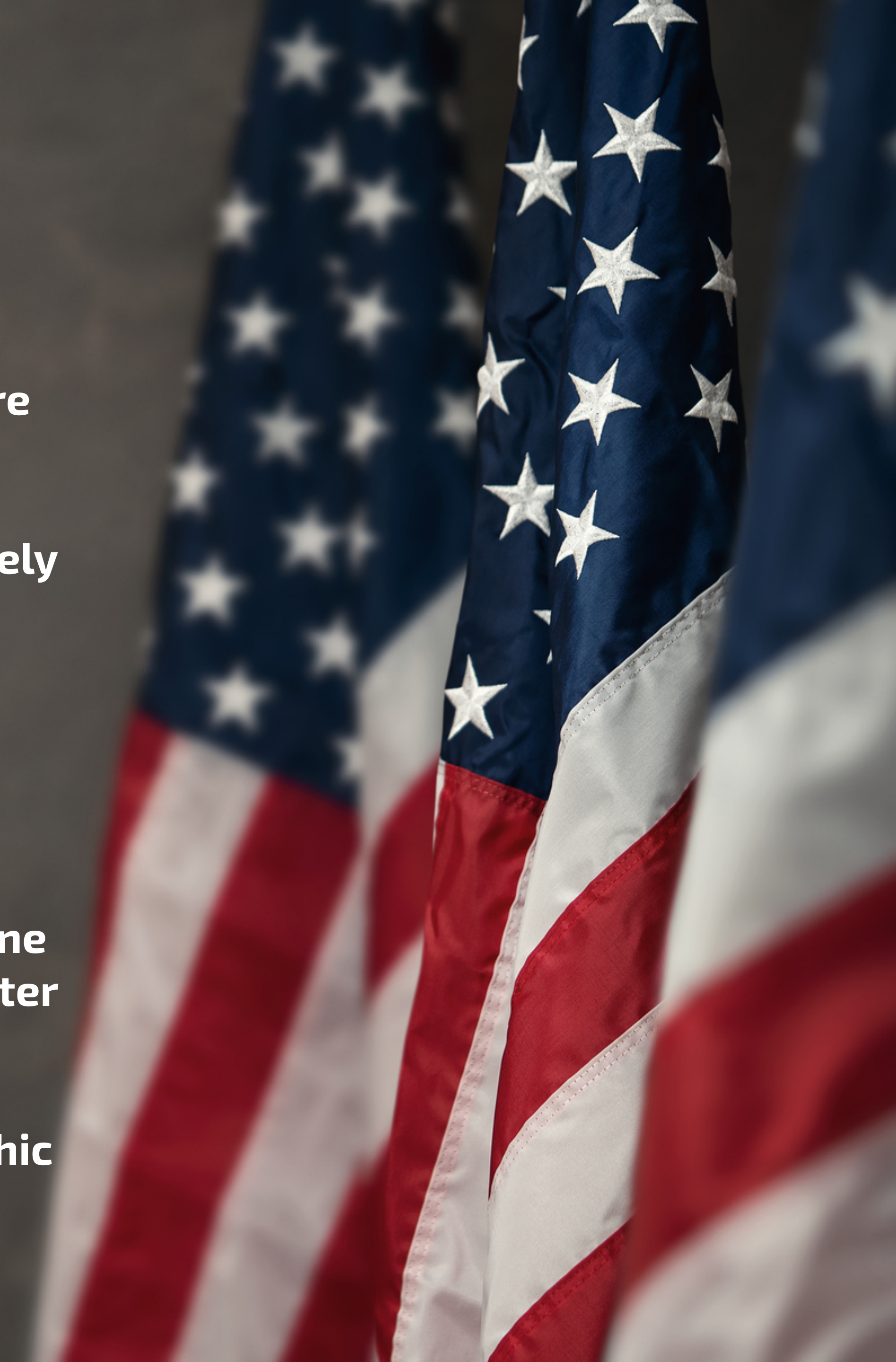


# Meet the Likely Electorate

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.

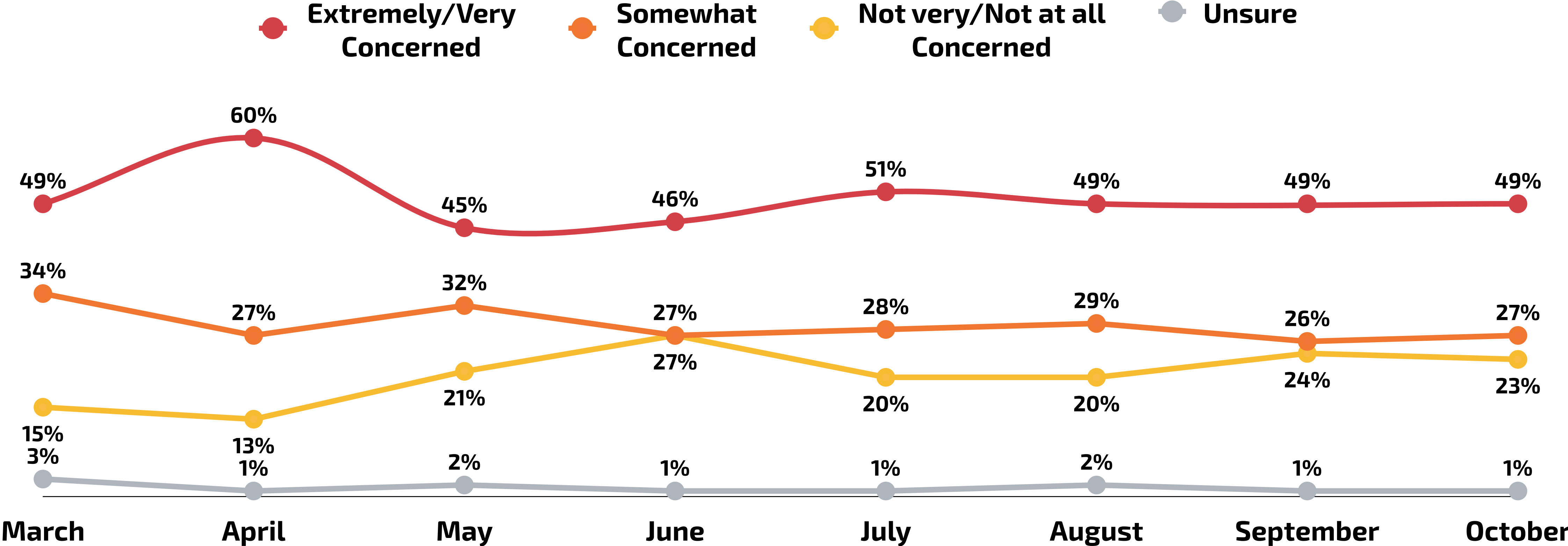
That's why we at Echelon Insights made the switch not to a "likely voter" sample which arbitrarily excludes certain voters, but to our "Likely Electorate" (LE) frame, which accounts for voter turnout probability in how we weight our national survey.

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.



# Extreme Concern About Coronavirus Steady Since August

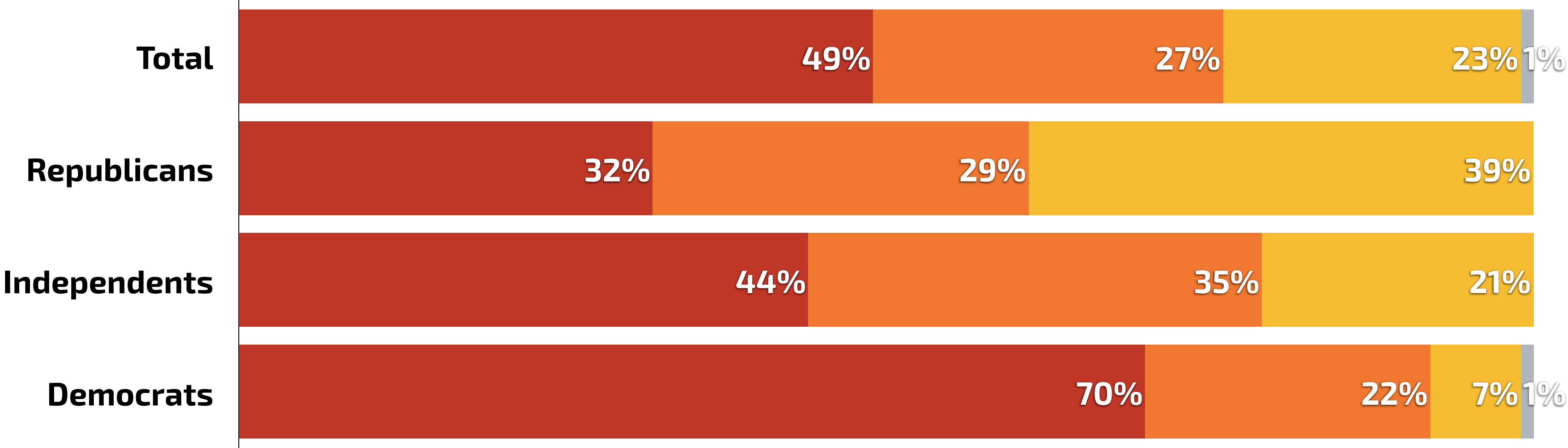
Q. How personally concerned are you about the chances of you or someone in your family becoming infected with the coronavirus?



# Nearly 4-in-10 Republicans Not Concerned About Coronavirus

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

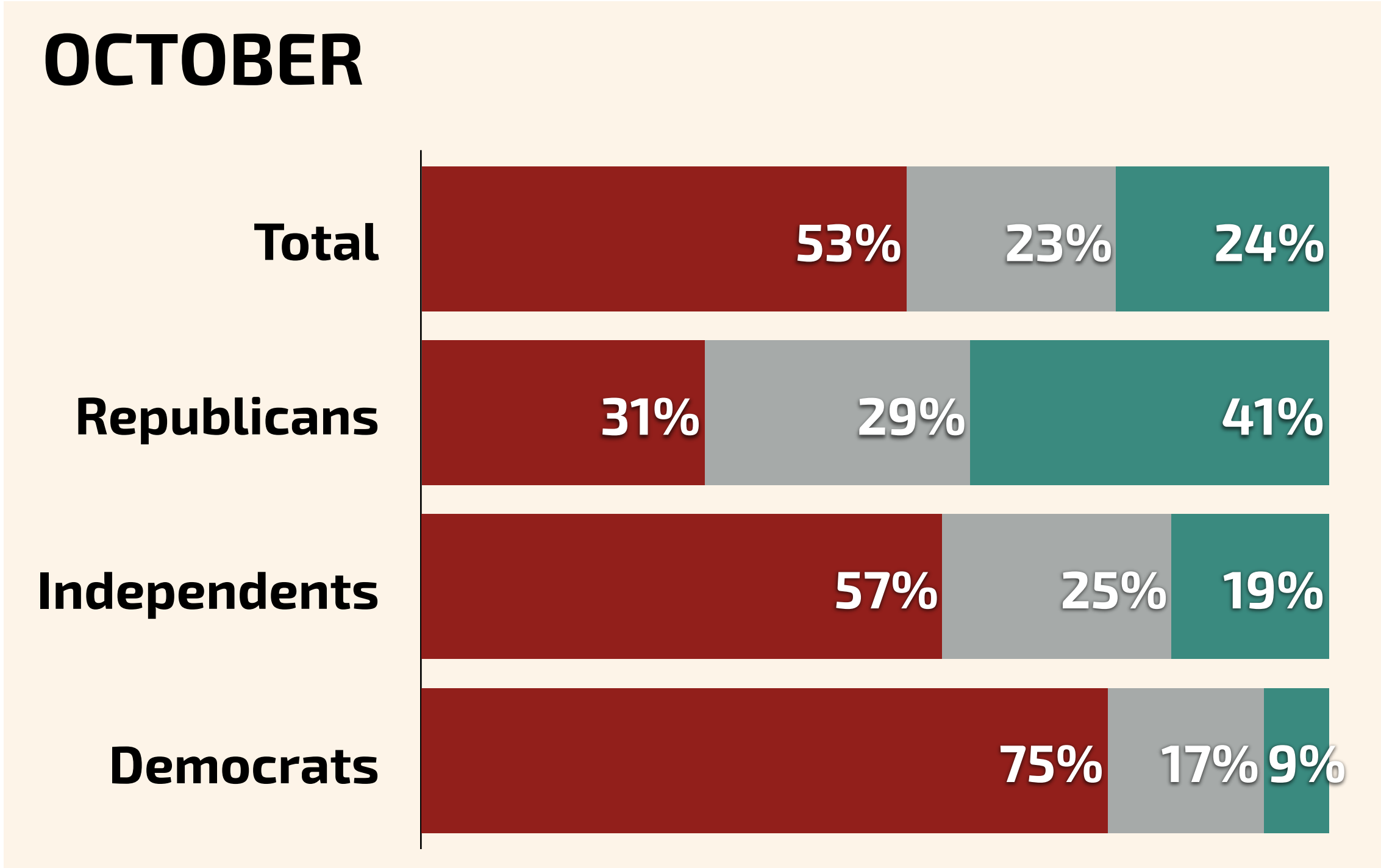
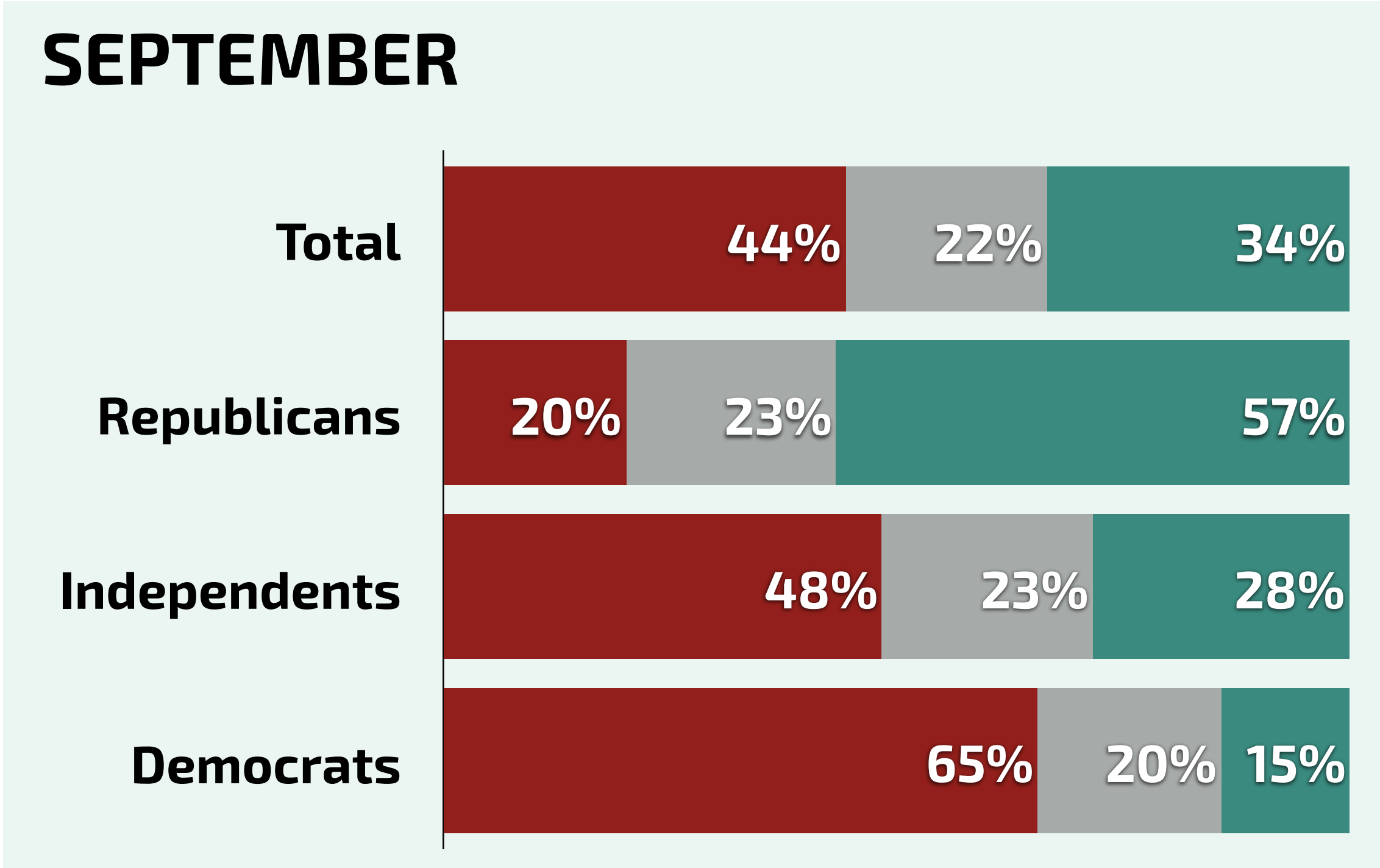
Extremely/Very Concerned    Somewhat Concerned    Not very/Not at all Concerned    Unsure



# Pessimism About Future Increased Since September

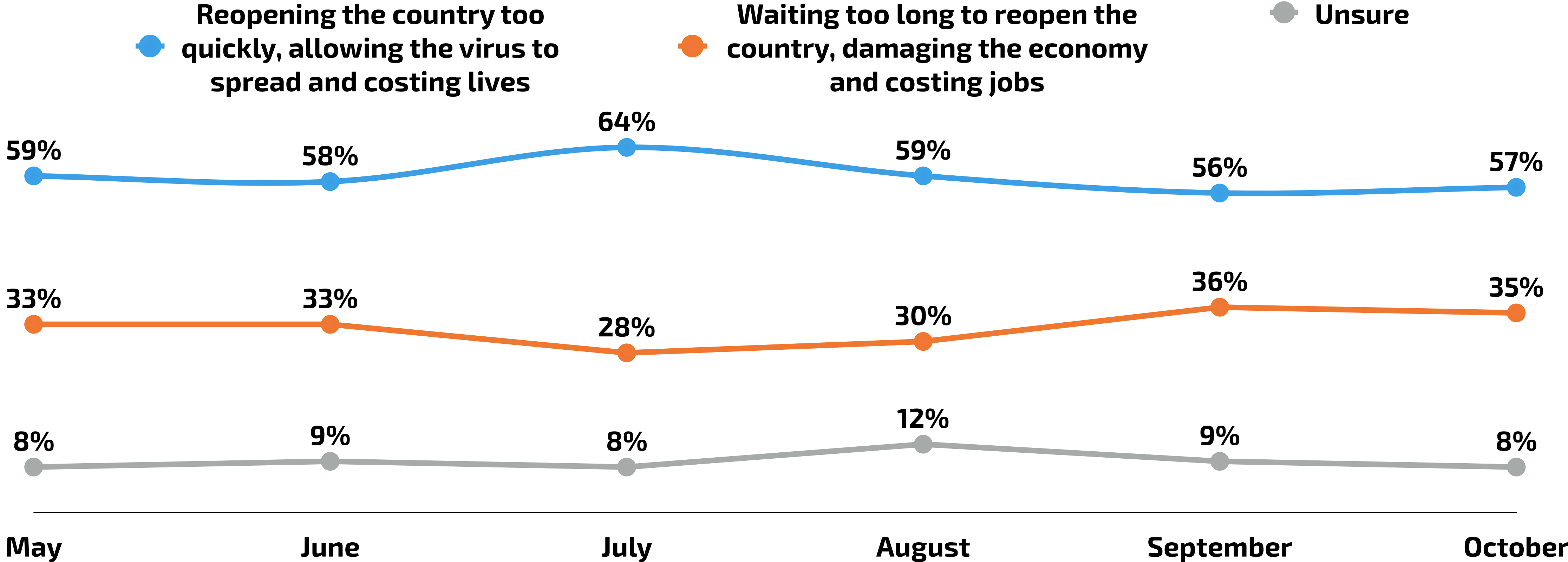
Q. Which of the following best describes your feelings about the coronavirus outbreak in the United States?

■ The worst is yet to come    ■ Unsure    ■ The worst is behind us



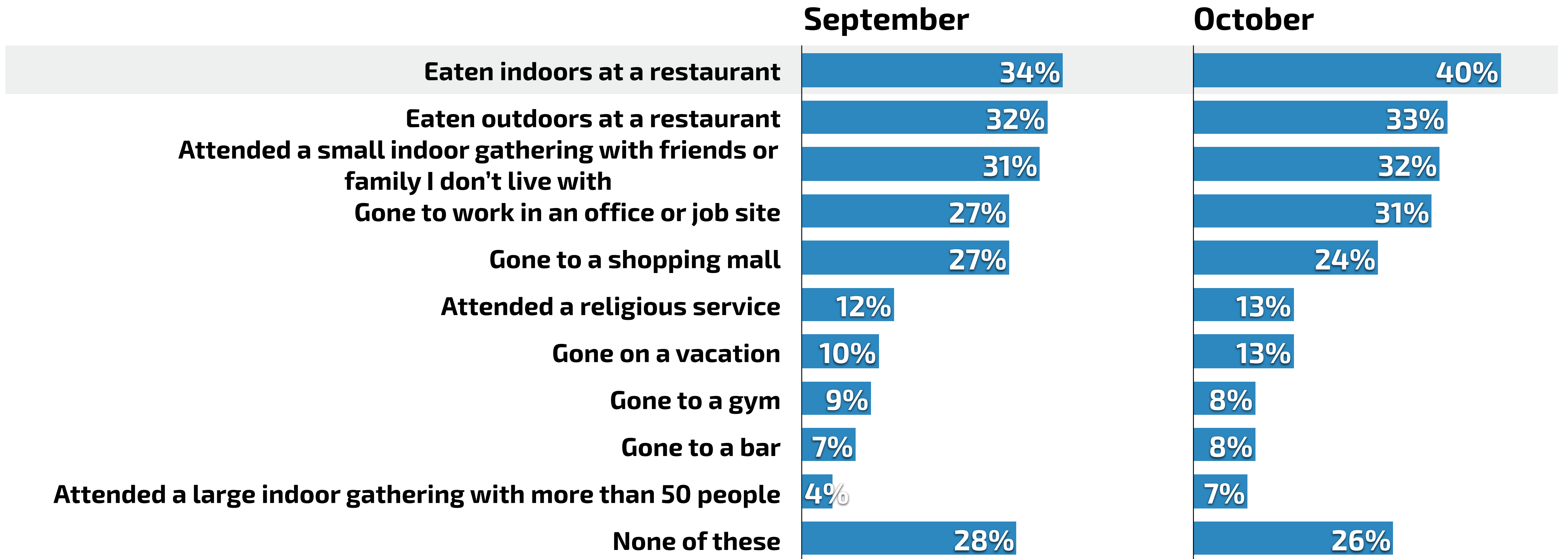
# Concern About Reopening Steady From September

Q. Which of the following concerns you more?



# Indoor Dining Increasing Among Voters

Q. Which of the following have you personally done in the last month?





**45%**  
**of voters say at  
least some states  
should allow  
trick-or-treating**

# 40% Say No States Should Allow Trick-Or-Treating

Q. Should states allow trick-or-treating this year?

**Yes, all states should allow trick-or-treating and let people take their own precautions**

32%

**Yes, but only states that are low-risk for transmission should allow trick-or-treating**

13%

**No states should allow trick-or-treating this year as the risk of transmission is too high**

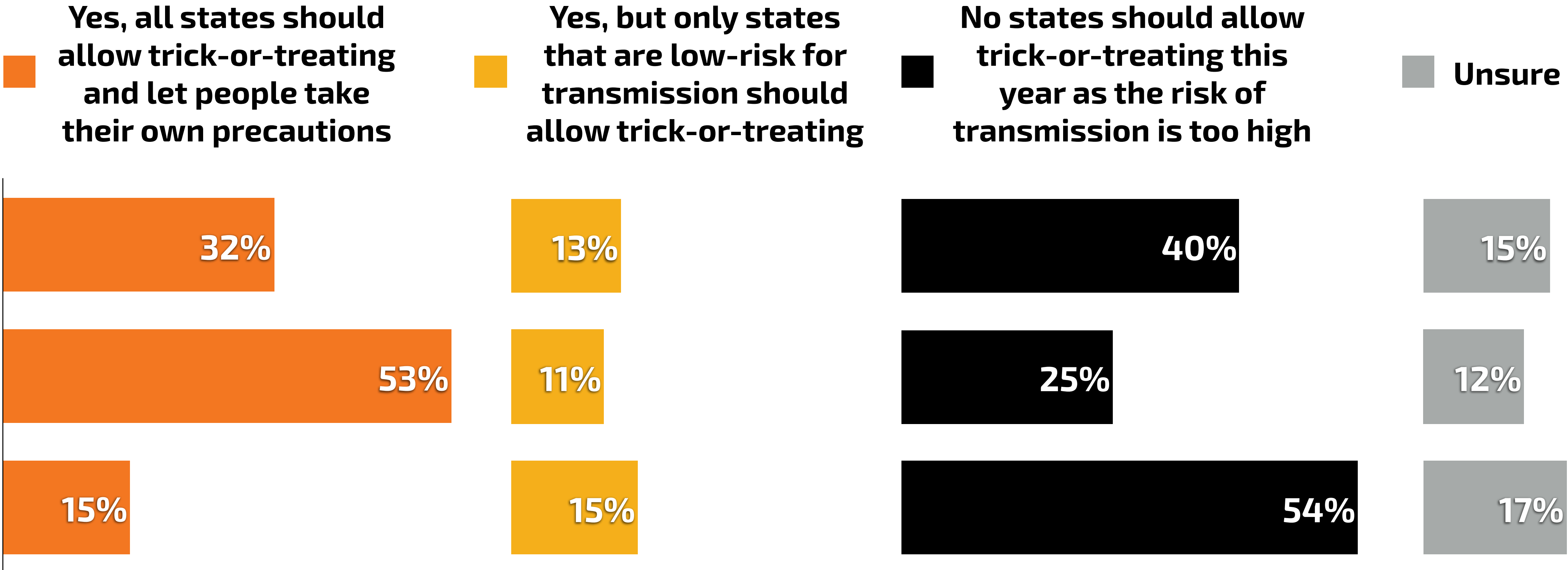
40%



Note: 15% said "Unsure."

# Trump & Biden Voters Divided On Trick-Or-Treating

Q. Should states allow trick-or-treating this year?





**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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