



# COVID-19 Update

Verified Voter Omnibus Survey

N = 1,000 Likely Electorate

July 17–22, 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 have 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.

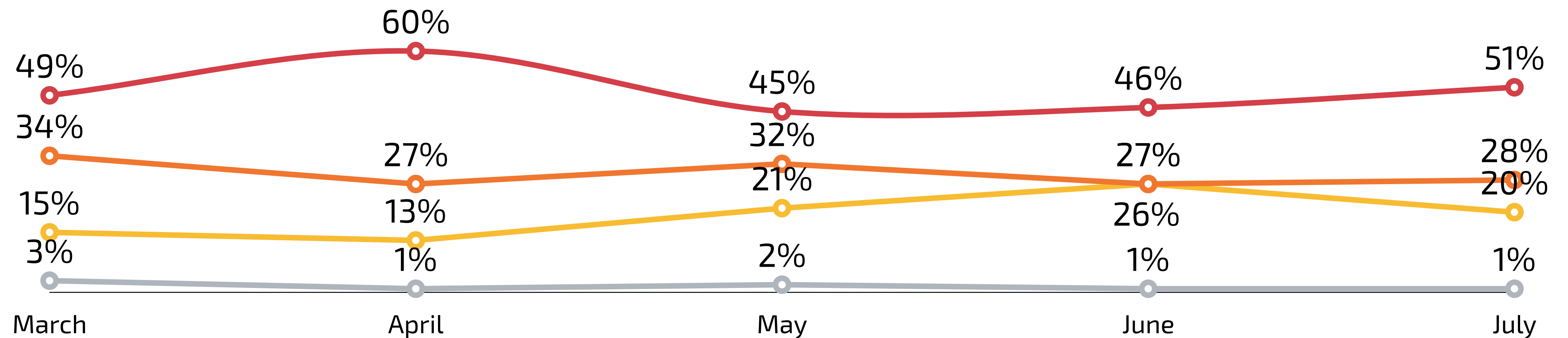
We surveyed N = 1,000 registered voters in the Likely Electorate online from July 17 - July 22, 2020 using a voter file-matched sample as part of our monthly Verified Voter Omnibus tracking survey of the 2020 political environment. The sample was weighted to known characteristics of the 2020 "Likely Electorate" population, a frame which takes into account demographic and turnout characteristics of the 2020 electorate.



# Infection Concern Rises for the 2nd Straight Month

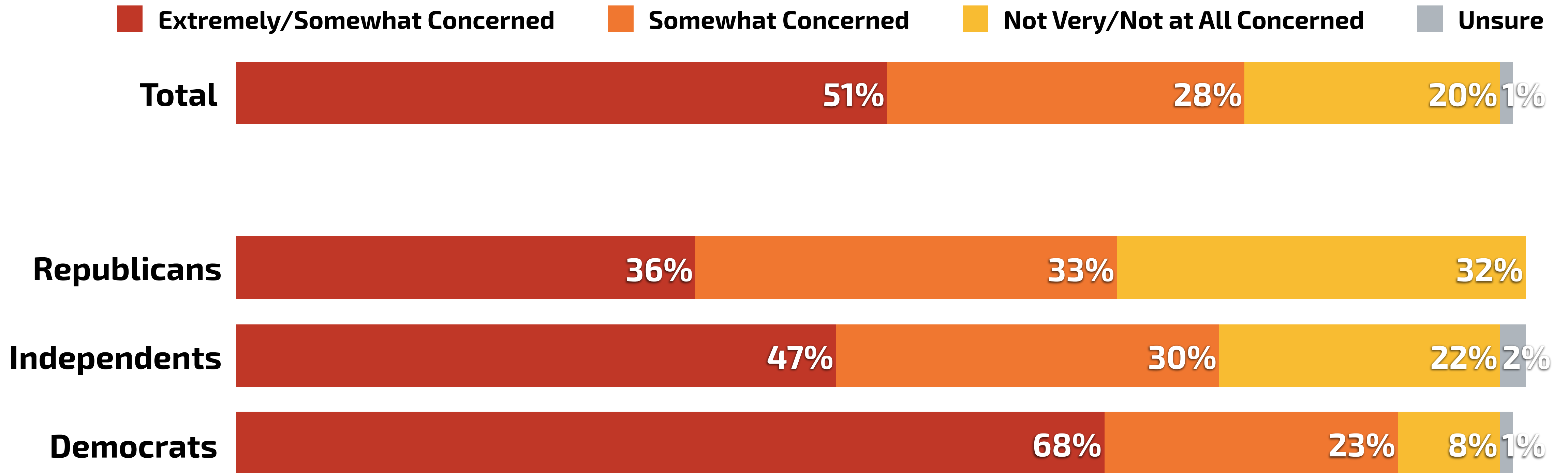
Q. How personally concerned are you about the chances of you or someone in your family becoming infected with the coronavirus?

Extremely/Very Concerned   Somewhat Concerned   Not Very/Not At All Concerned   Unsure



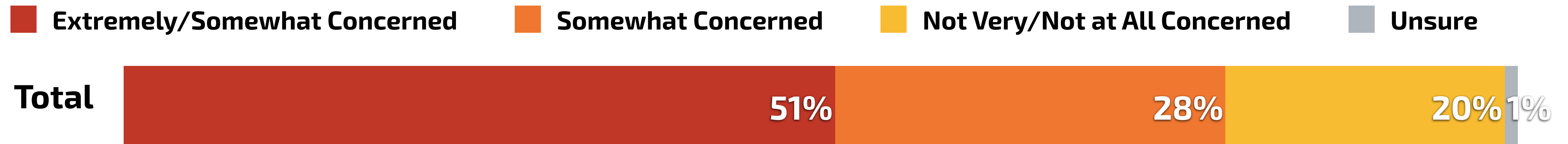
# Democrats Remain More Concerned

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

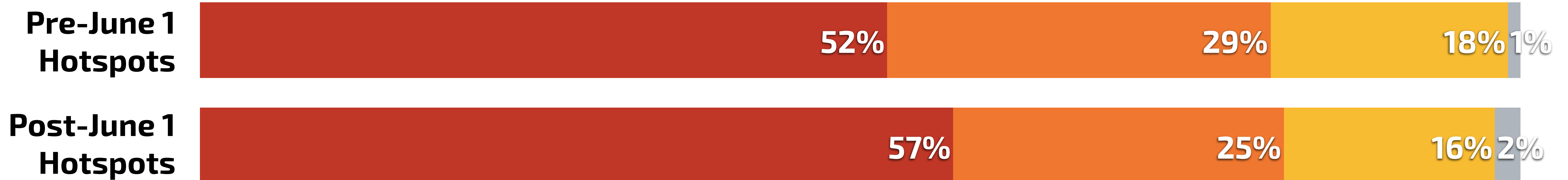


# Recent Case Incidence Drives Concern

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



Counties with Per-Capita Case Incidence, Pre- and Post-June 1\*



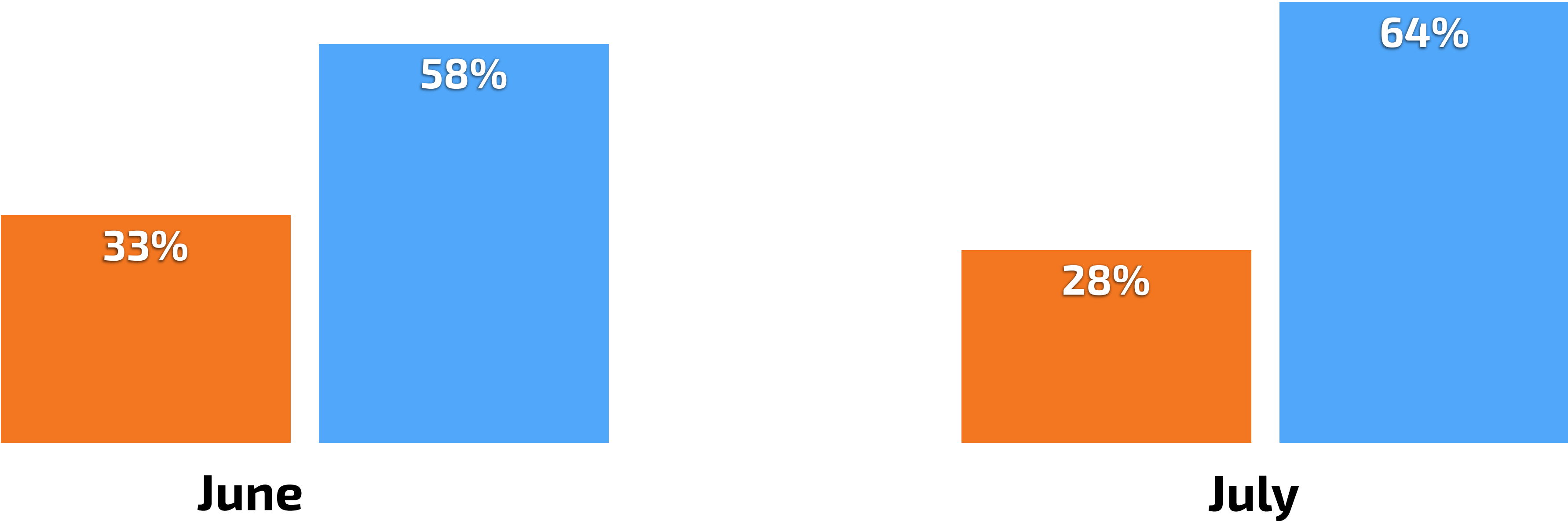
\* Source: Johns Hopkins University COVID-19 dataset

# More Now Concerned About Reopening too Quickly

Q. Which of the following concerns you more?

Waiting too long to reopen the country, damaging the economy and costing jobs

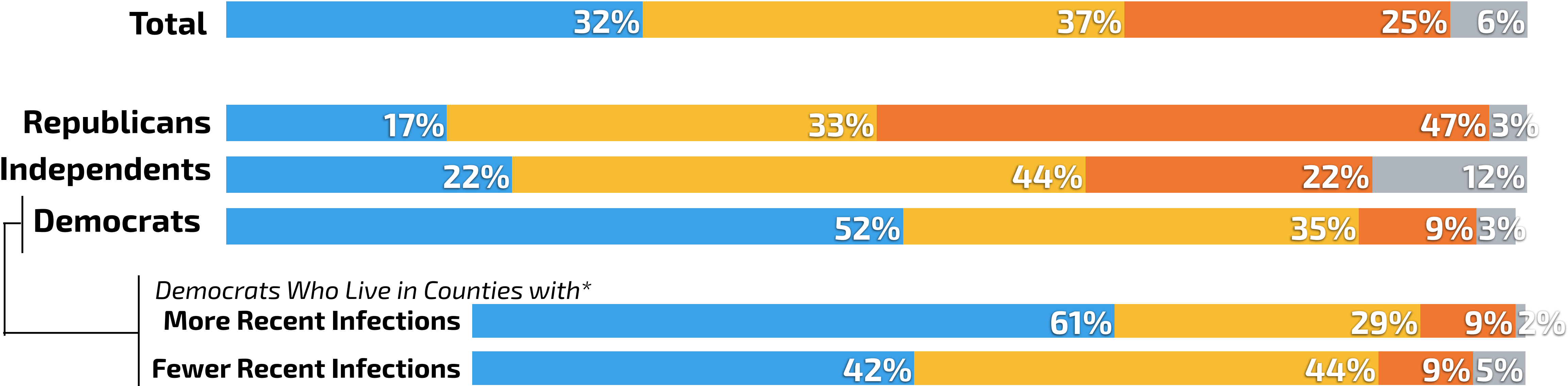
Reopening the country too quickly, allowing the virus to spread and costing lives



# Voters Favor At Least Partly Rolling Back Reopening

**Q. Many states are experiencing another increase in coronavirus cases. Which approach should these states be taking in response?**

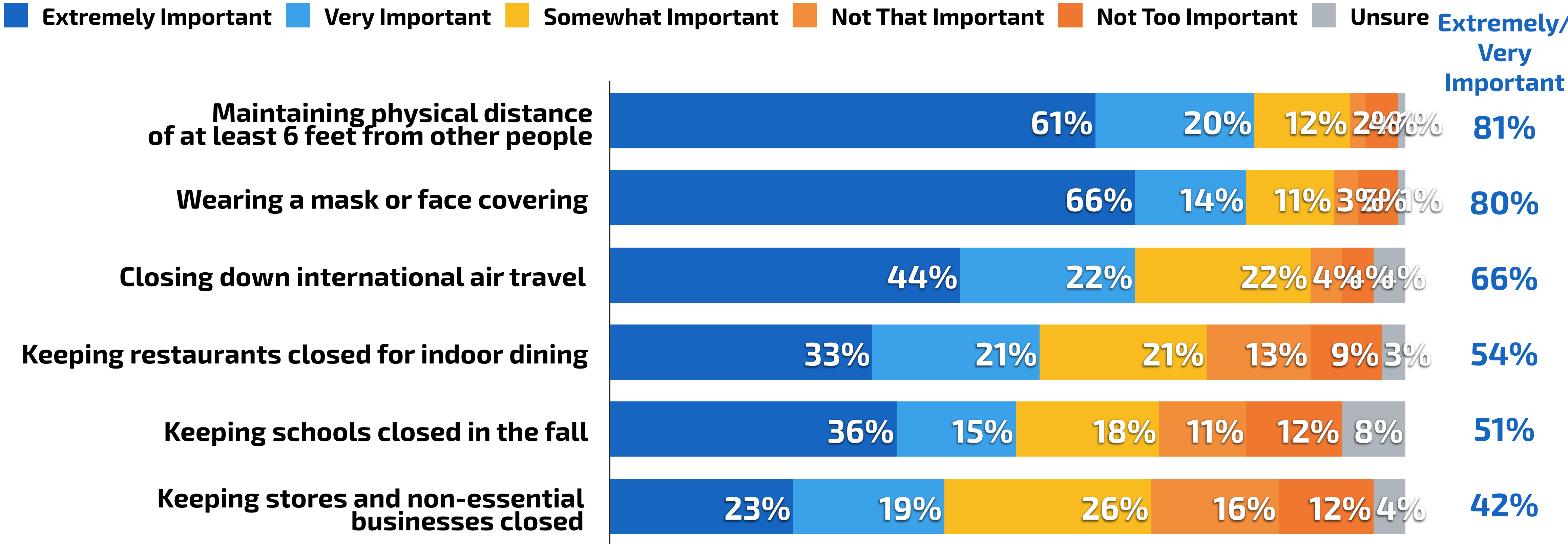
- Reopening should be fully reversed and most places closed again
- Reopening should be partly reversed and some places closed again
- Reopening should continue and individuals should take their own precautions
- Unsure



\* Source: Johns Hopkins University COVID-19 dataset

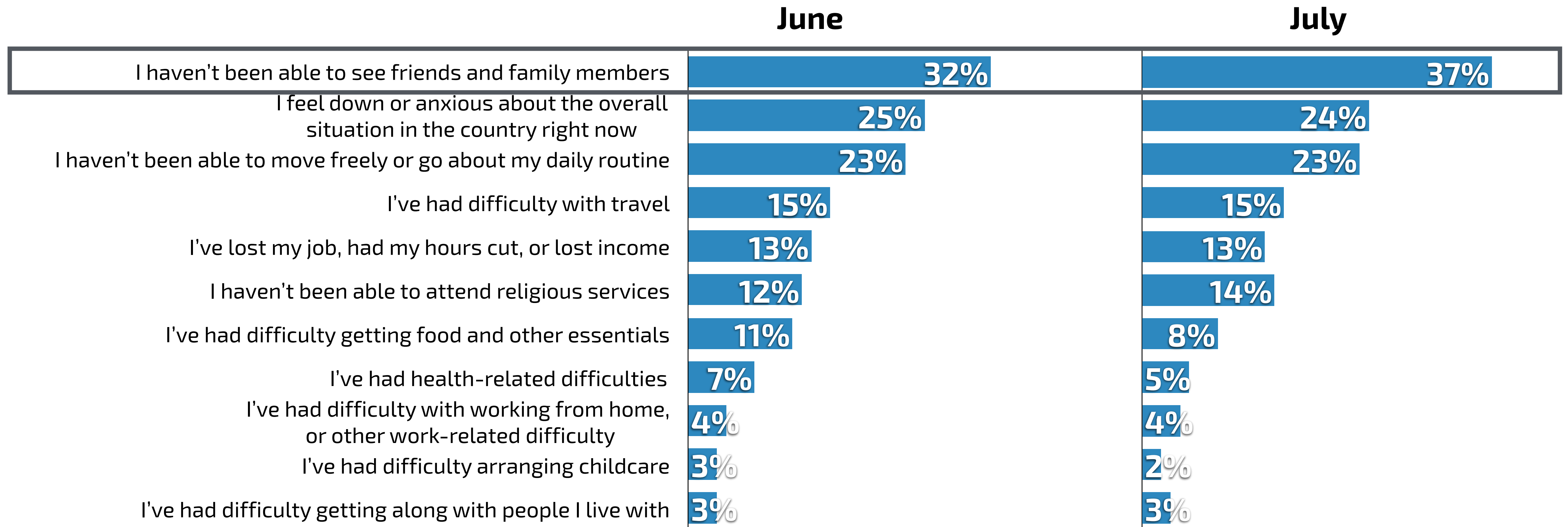
# Masks and Social Distancing Are Considered More Important Than Closures to Slowing the Spread of COVID-19

Q. For each of the following, rate how important you think it is to slowing the spread of the coronavirus.



# Increasing Frustration With Not Seeing Friends and Family

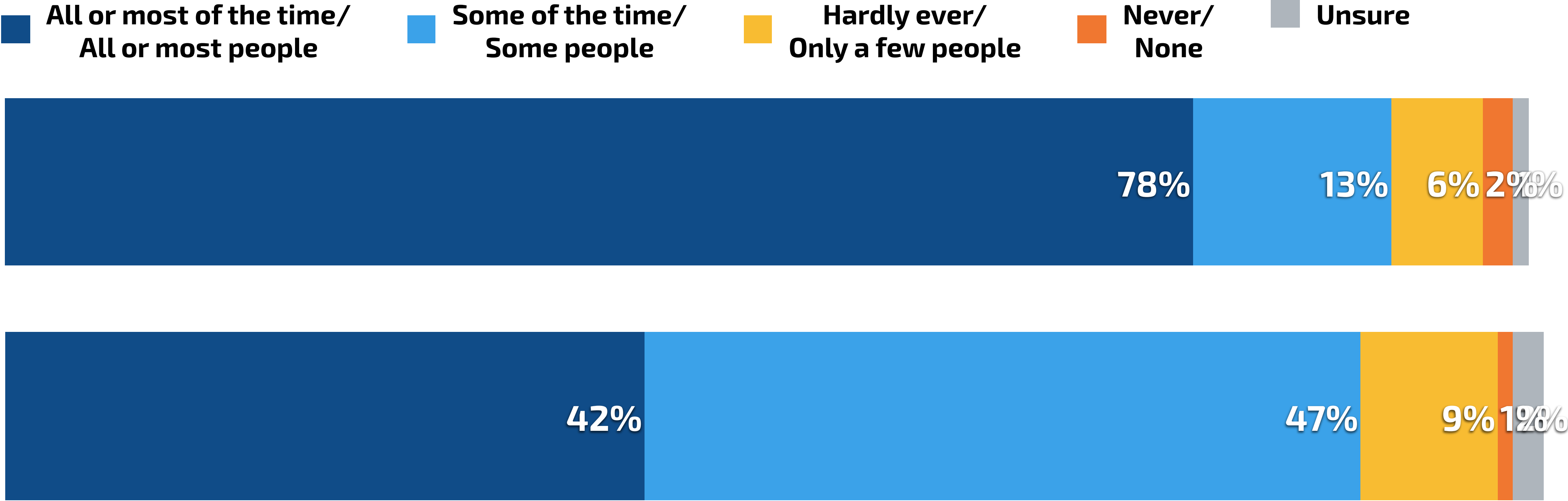
**Q. Which one or two of the following are the greatest hardships you personally have faced due to the spread of the coronavirus? Choose no more than two.**



# Voters Report Using Masks More Than Others They See

Q. How often do you personally wear a mask or face covering when leaving your home?

Q. How many people in your area do you see wearing a mask or face covering?



# Partisanship Drives Reported Mask-Wearing

Q. How often do you personally wear a mask or face covering when leaving your home?

■ All or most of the time   ■ Some of the time   ■ Hardly ever   ■ Never   ■ Unsure



# Voters Knowledgeable About State Mask Policies, Businesses Drive Mask Wearing in States With No Mandate

Q. To your knowledge, does your state's government require or recommend the use of masks or face coverings in public places?

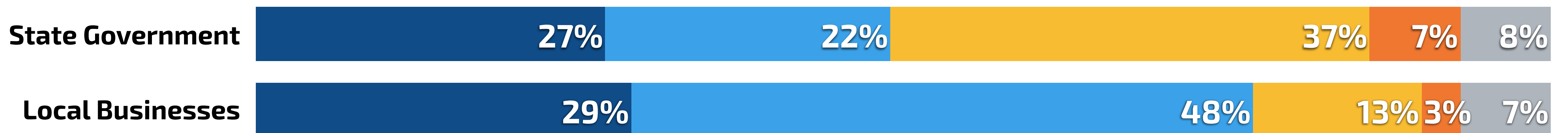
Q. In general, do local businesses in your area require or recommend the use of masks or face coverings in their establishments?



*Lives in a State with Required Mask Policy...\**



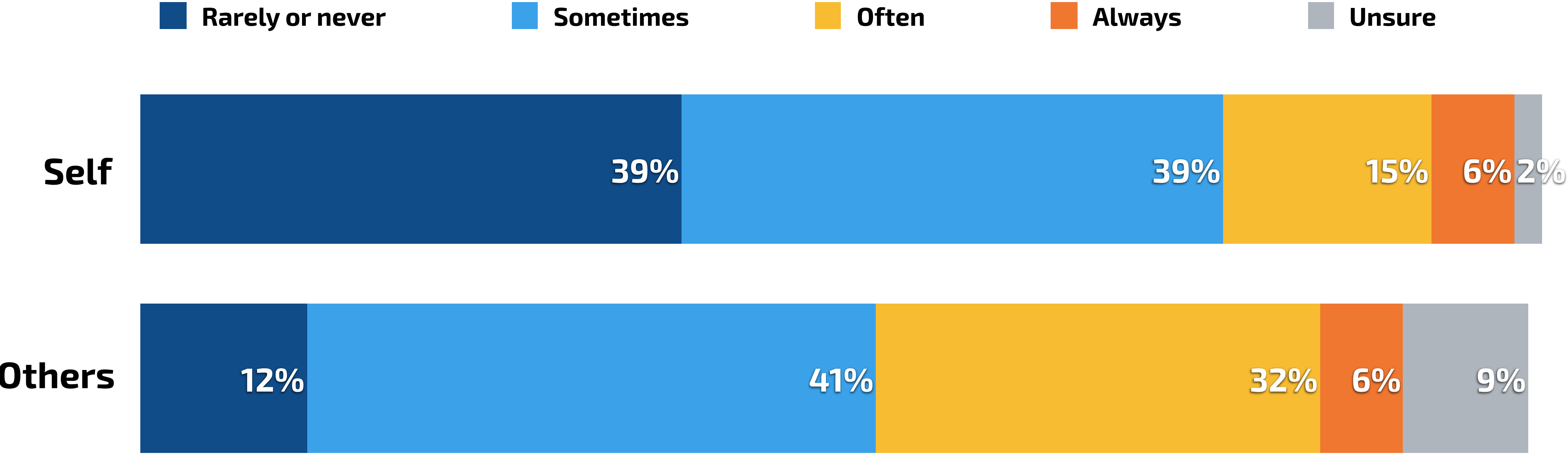
*Doesn't Live in a State with Required Mask Policy...*



\* Source: Kaiser Family Foundation summary of state-level COVID-19 policies

# Many Report Others Doing Normal Activities More Than Self

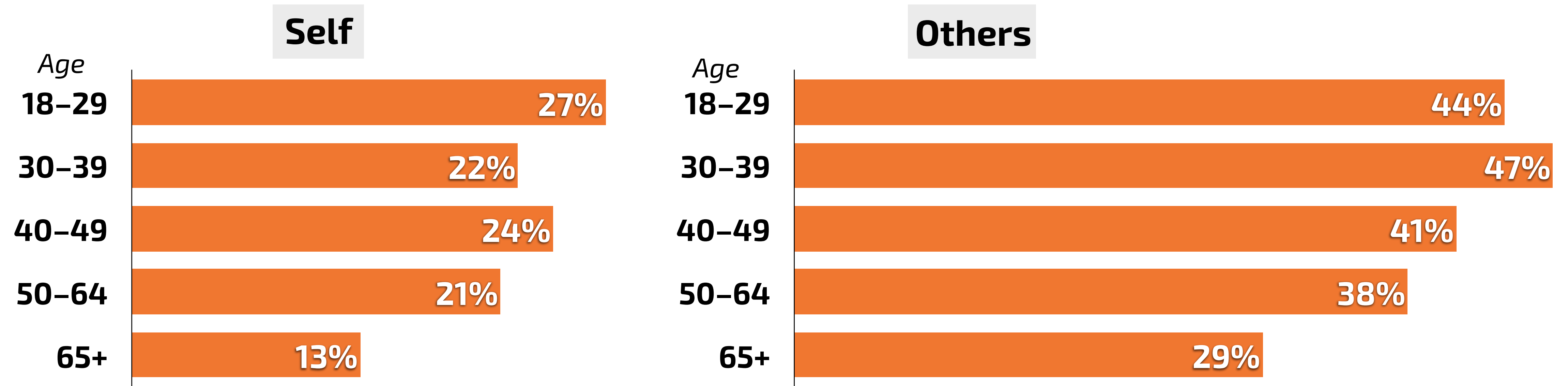
Q. Compared to before the pandemic, how often are you personally doing normal activities or going to public places?  
Q. Compared to before the pandemic, how often are most other people in your area doing normal activities and going to public places?



# Return to Normal Driven by Young People

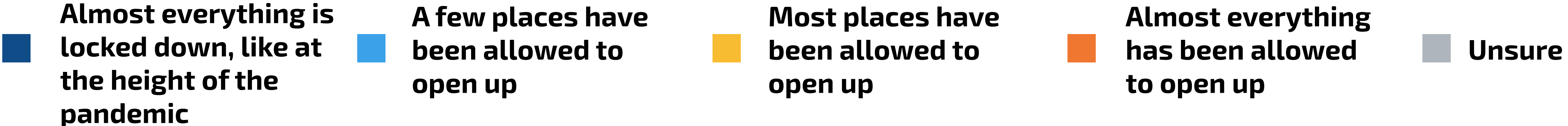
Q. Compared to before the pandemic, how often are you personally doing normal activities or going to public places?  
Q. Compared to before the pandemic, how often are most other people in your area doing normal activities and going to public places?

*% Responding Always/Often*



# Restaurants Are the Strongest Cue of Whether a State is Open or Closed

Q. How would you characterize government lockdown policies in your state or local area?

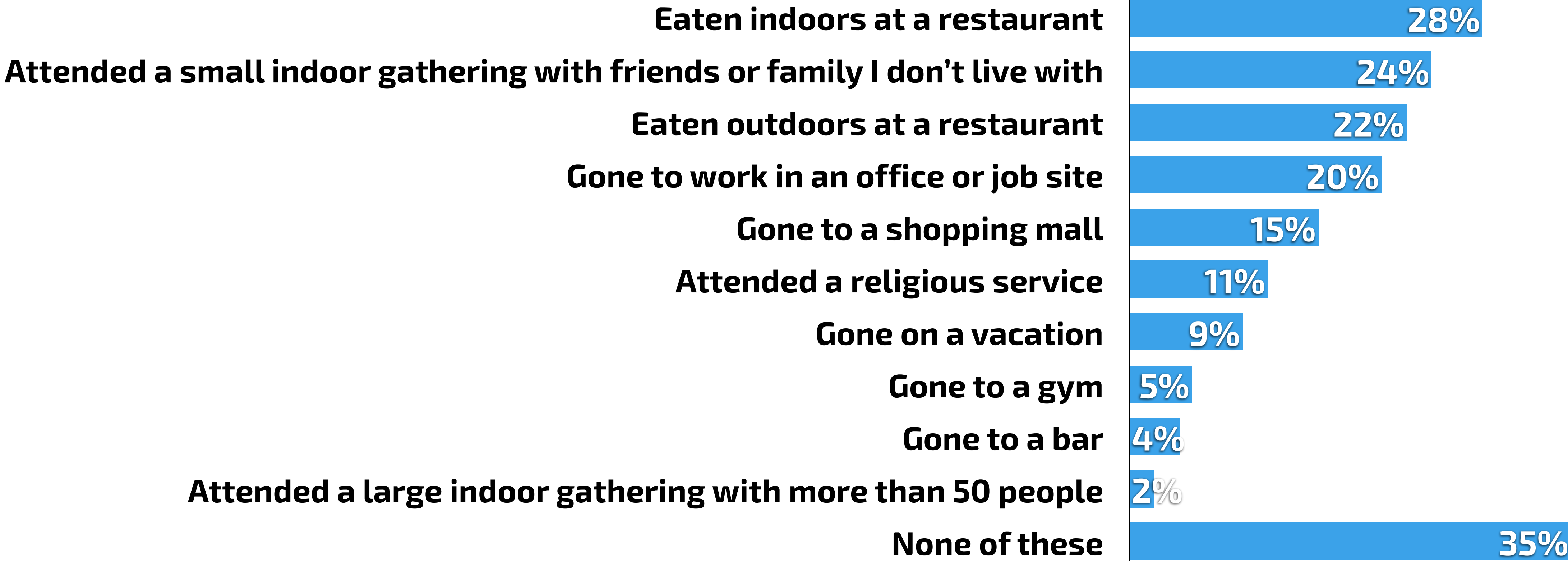


*Lives in a State Where...*



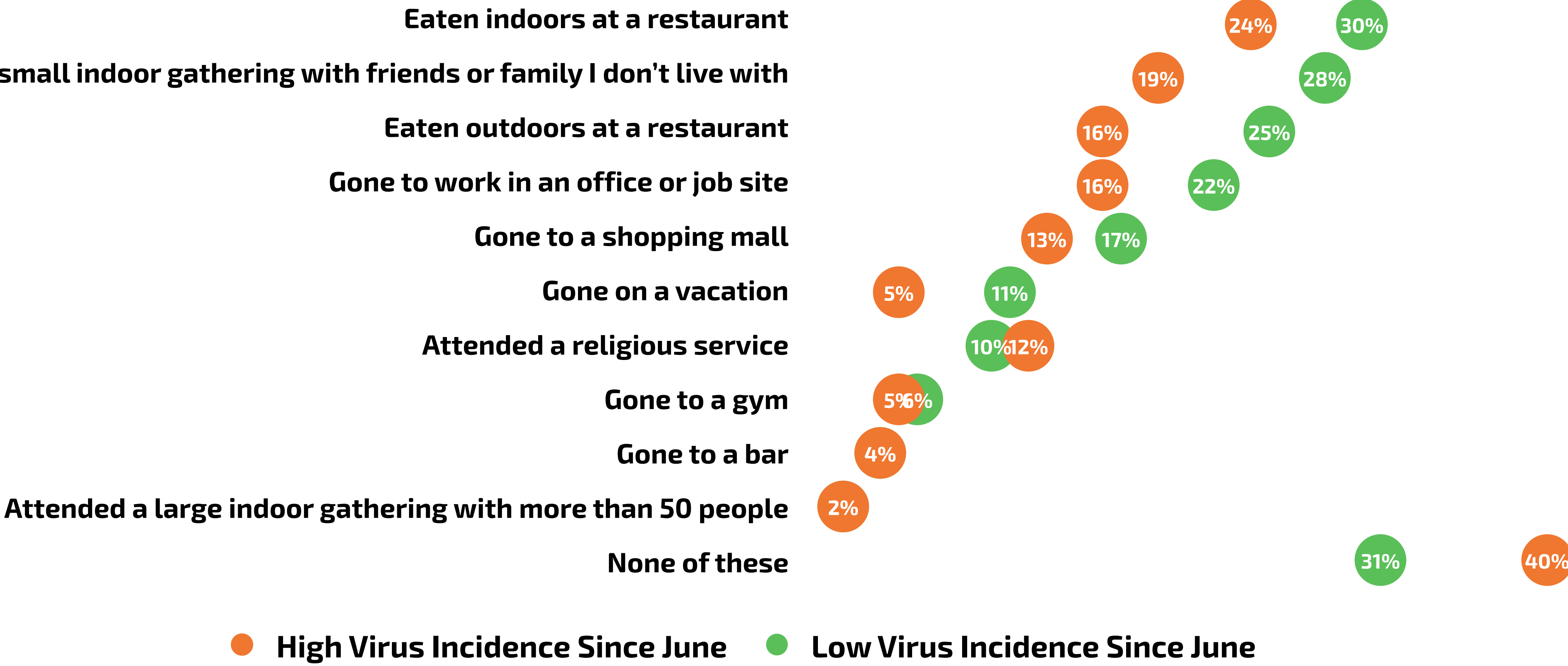
# Most Common Outing is Eating Indoors at Restaurant

Q. Which of the following have you personally done in the last month? Choose all that apply.



# Activity is Lower Where Recent Cases Are Highest

Q. Which of the following have you personally done in the last month? Choose all that apply.





**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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