

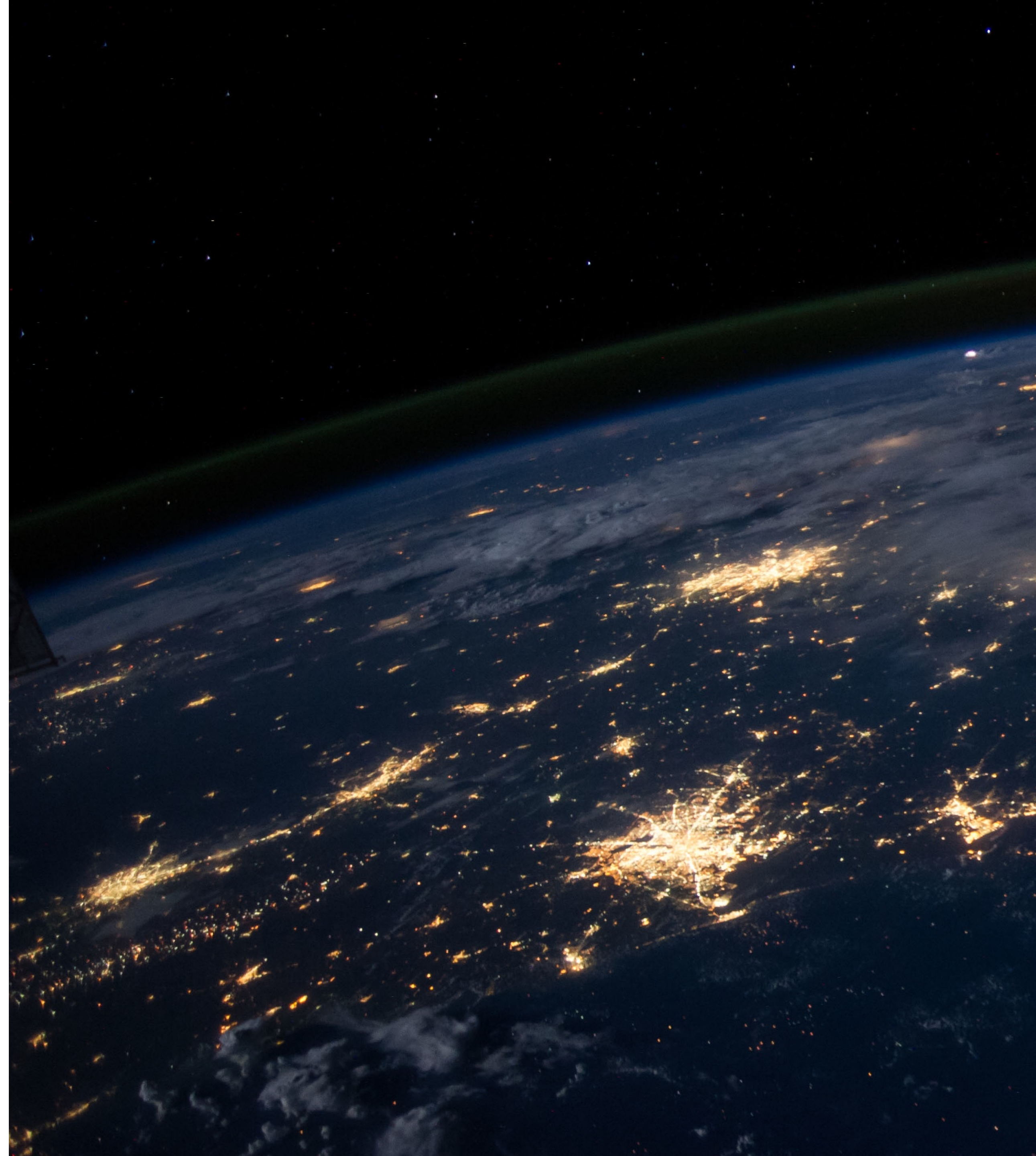


# COVID-19 and the Economy

Verified Voter Omnibus Survey

N=1,000 Likely Electorate

May 18 - May 20, 2020



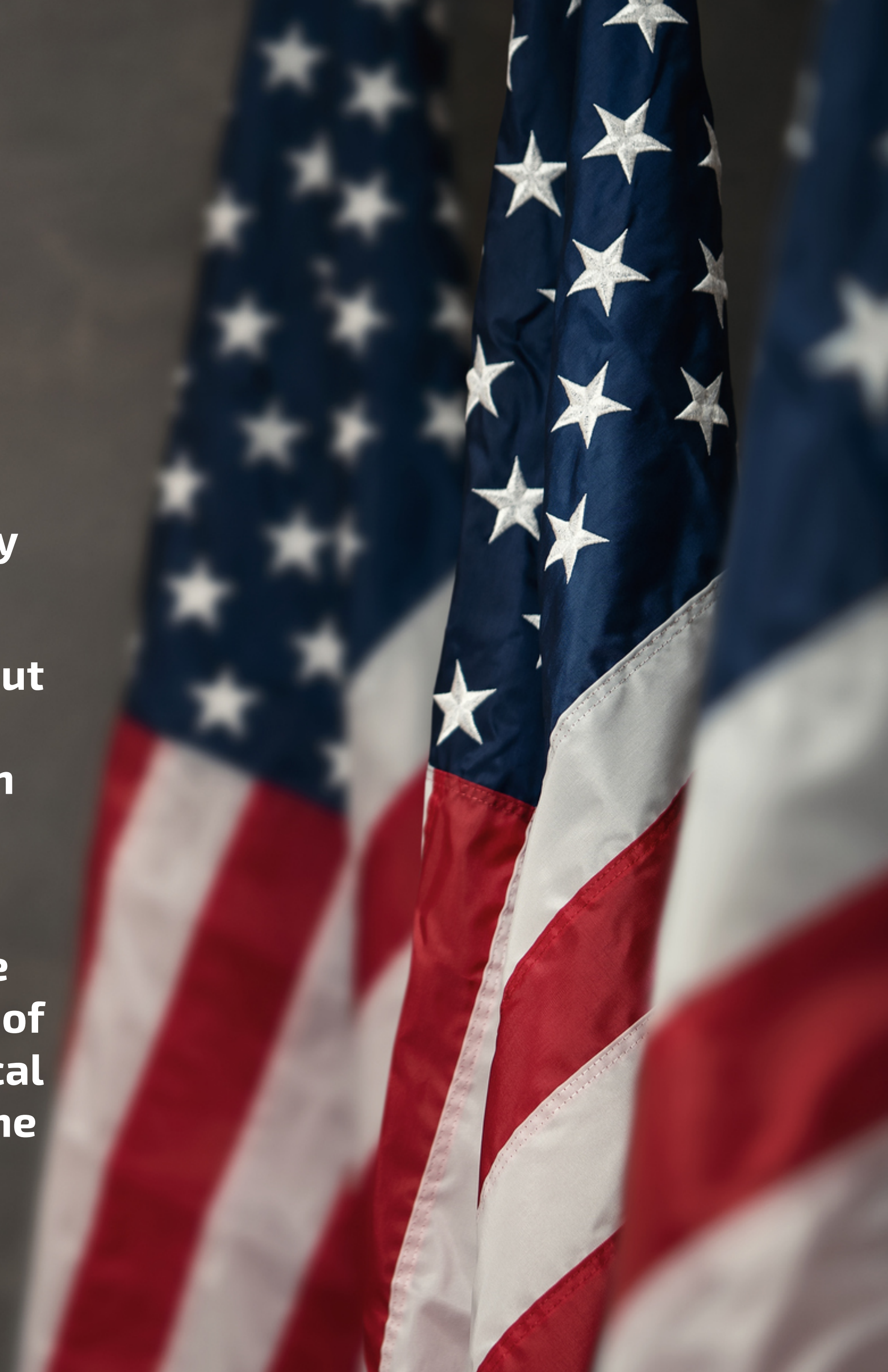


# Meet the Likely Electorate

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

- **60% voters negatively impacted by the coronavirus expect it to take a long time to get back to work even after the country reopens** while 30% expect to be back at work and working normal hours once the country reopens.
- **Nearly one-third of employed voters have been negatively impacted by the coronavirus:** 22% of employed voters say they're earning less than before the coronavirus and 9% have lost jobs due to the coronavirus.
  - **Job losses are concentrated in the service sector.** 50% of service workers are earning less or have lost jobs due to the coronavirus, compared to just 25% of white collar workers.
- **Voters expect their personal finances to hold steady but local business conditions to deteriorate.** 42% of the Likely Electorate expect businesses in their area to do worse over the next year compared to 25% who expect their personal financial situation to get worse over the next year.
  - **Optimism about improving personal finances is consistent across all job types** — white collar, blue collar, and service workers — but those who have lost a job expect things to get worse.

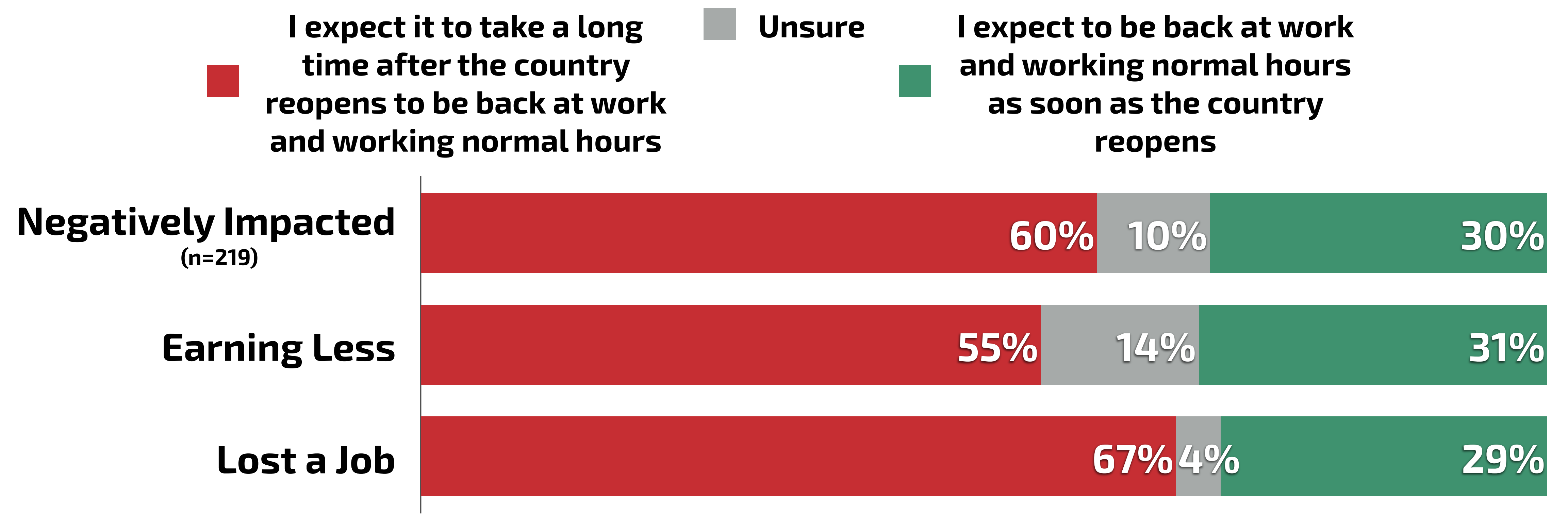


# The COVID-19 Economy



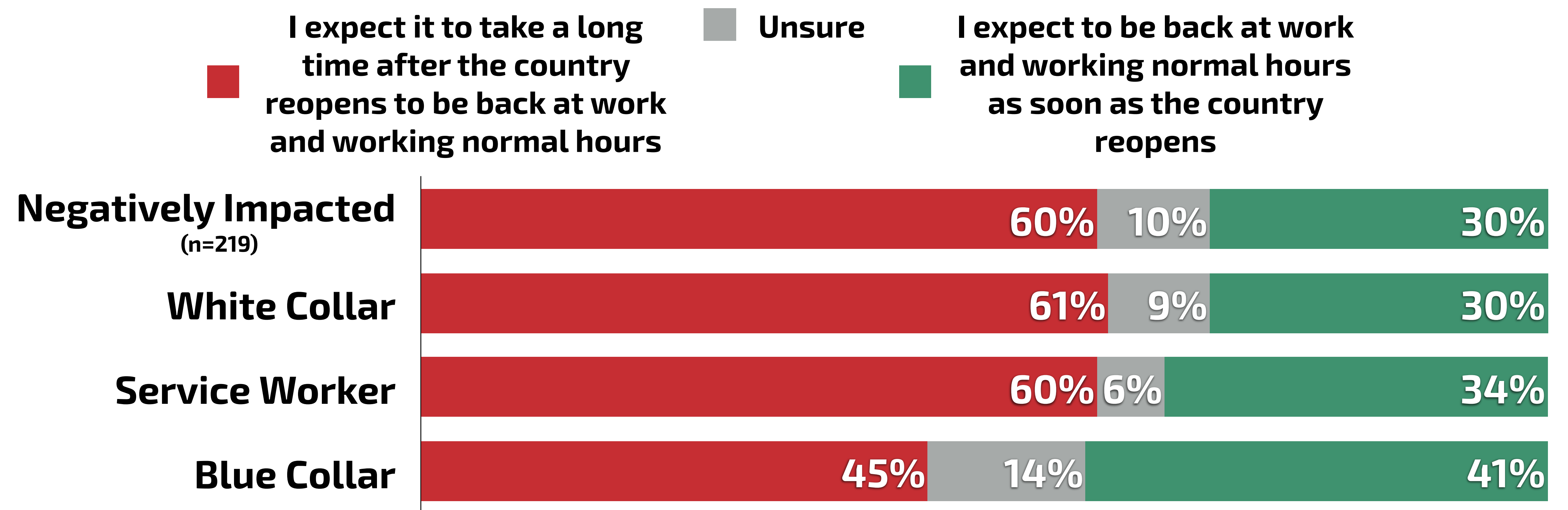
# Negatively Impacted Voters Pessimistic About Returning

Q. Which of the following do you believe more?  
(Asked of Voters Earning Less or Voters who Lost Jobs Due to the Coronavirus)



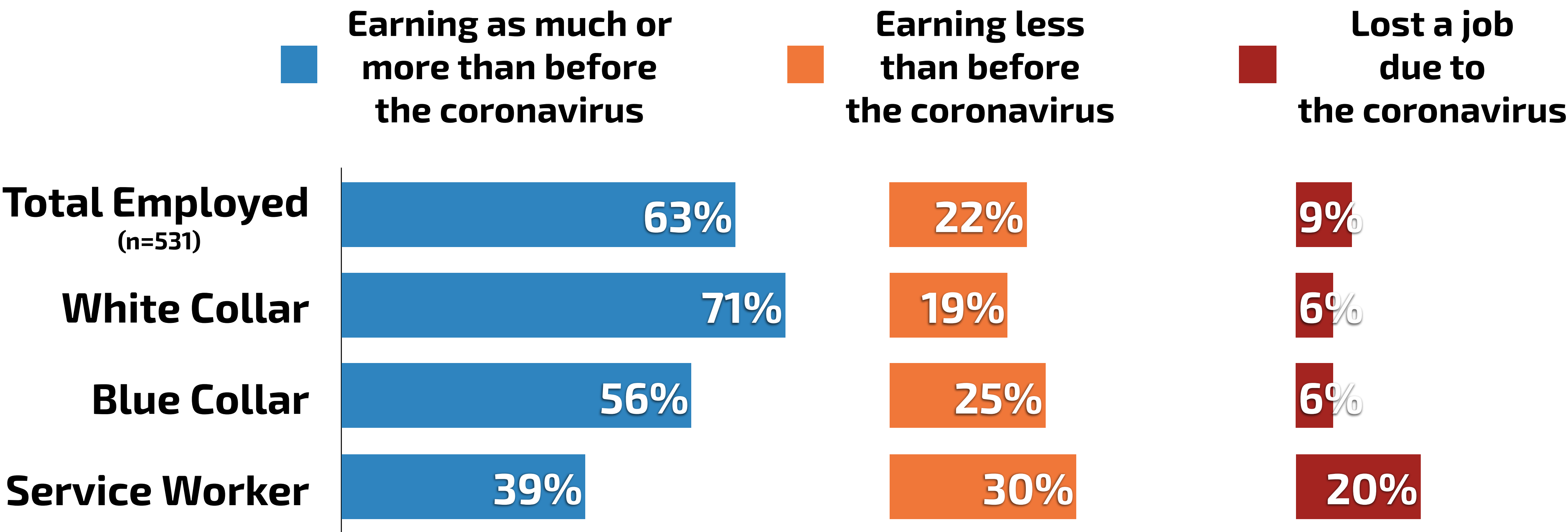
# Pessimism Shared by White Collar and Service Workers

Q. Which of the following do you believe more?  
(Asked of Voters Earning Less or Voters who Lost Jobs Due to the Coronavirus)



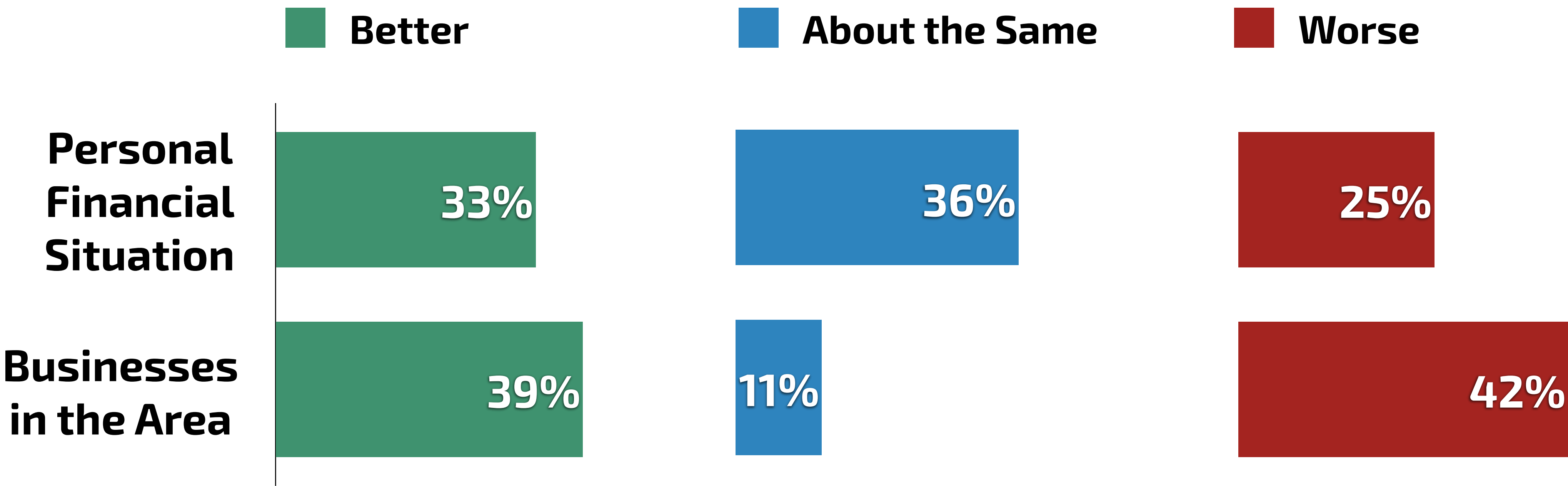
# Job Losses Concentrated Among Service Workers

Q. Which of these best describes your current employment situation?



# Voters Express More Optimism About Personal Finances Than Local Business Conditions

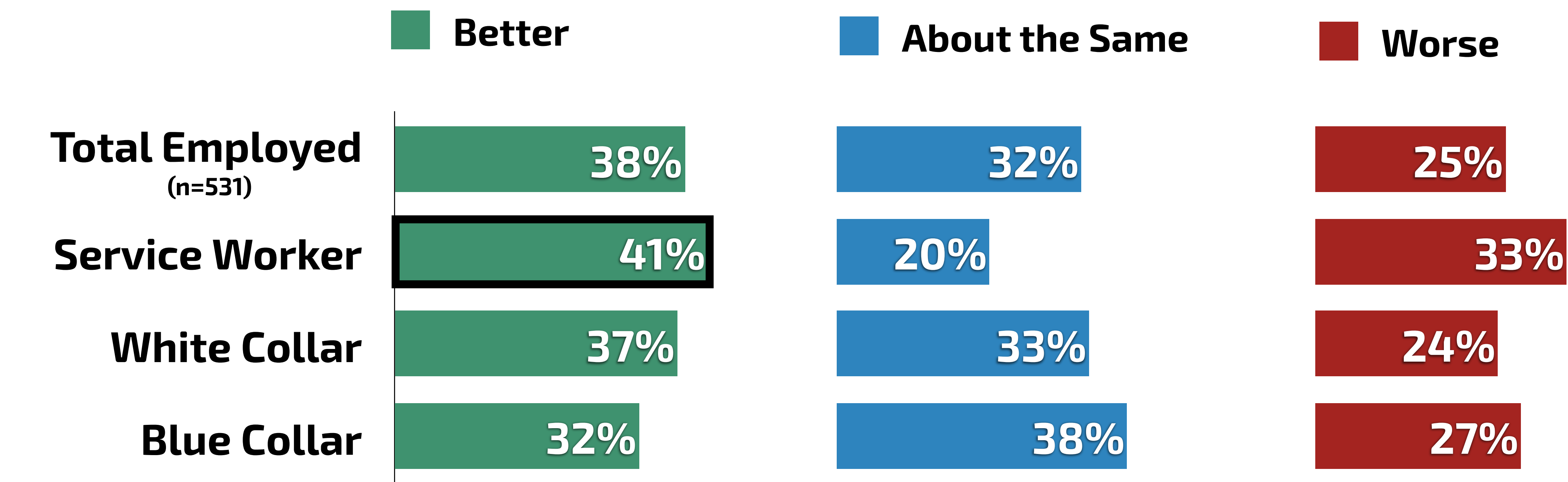
Q. Over the next year, do you think [your personal financial situation/businesses in your area] will do better, worse, or about the same as now?





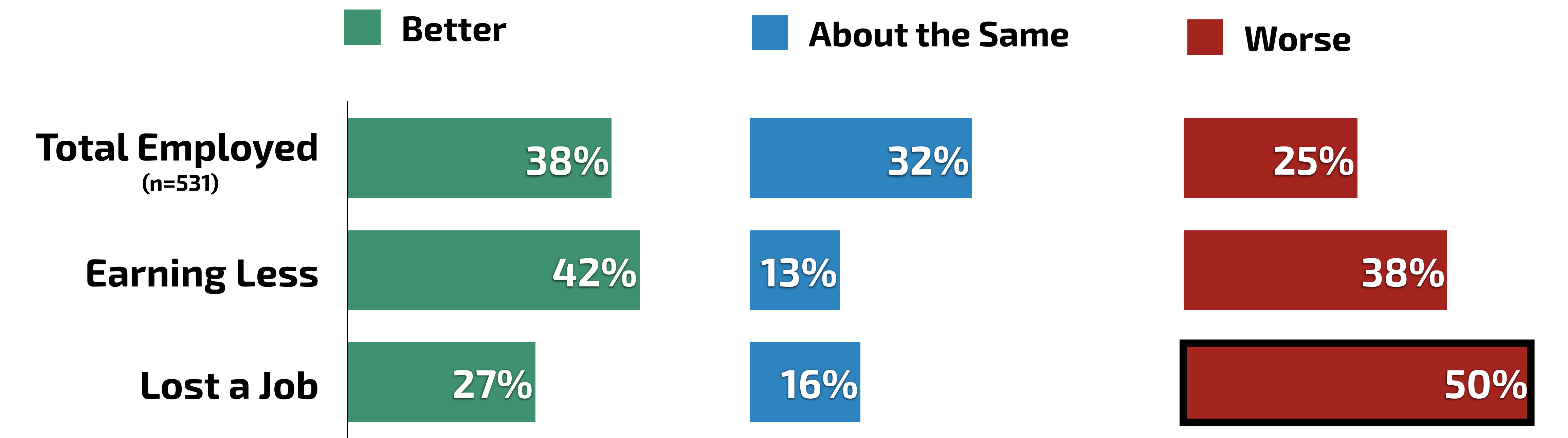
# Despite COVID-19 Hit, Service Workers Share the Same Outlook as Other Workers About Their Personal Finances

Q. Over the next year, do you think your personal financial situation will get better, worse, or will it stay about the same as now?



# But Those Who've Lost Jobs Expect Things to Get Worse

Q. Over the next year, do you think your personal financial situation will get better, worse, or will it stay about the same as now?







**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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