

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

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

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	230	83	132	95	128	38	39	23	41	42	60	64	106	124
	22%	22%	28%	18%	18%	34%	31%	22%	23%	26%	21%	22%	23%	21%
Wrong track	702	262	305	392	515	59	79	72	114	107	203	205	293	409
	68%	68%	64%	72%	73%	52%	63%	66%	63%	65%	72%	70%	65%	71%
Unsure	97	39	40	56	60	16	8	13	25	15	20	24	53	44
	9%	10%	8%	10%	9%	14%	7%	12%	14%	9%	7%	8%	12%	8%

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	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	230	63	65	56	45	128	101	68	59	52	58	50	35	29	124	16	66
	22%	21%	20%	22%	30%	20%	25%	17%	20%	22%	23%	26%	18%	23%	25%	18%	22%
Wrong track	702	225	212	174	88	437	263	300	212	164	174	124	134	85	327	59	218
	68%	73%	67%	69%	60%	70%	66%	75%	71%	69%	68%	65%	70%	69%	66%	64%	71%
Unsure	97	19	41	21	15	60	36	34	26	22	23	17	22	10	45	17	22
	9%	6%	13%	9%	10%	10%	9%	8%	9%	9%	9%	9%	11%	8%	9%	19%	7%

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	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
Right direction	230 22%	30 7%	39 18%	157 42%	34 7%	9 11%	187 40%	16 4%	88 27%	125 40%	26 6%	199 39%	34 7%	187 43%	9 9%	12 6%	15 7%	126 28%	147 24%	189 22%	116 16%	197 26%
Wrong track	702 68%	359 89%	147 69%	170 45%	419 89%	61 73%	222 47%	343 92%	205 63%	142 45%	418 90%	241 47%	435 89%	190 43%	77 76%	182 91%	207 89%	280 62%	420 68%	594 69%	539 75%	485 64%
Unsure	97 9%	15 4%	26 12%	49 13%	20 4%	13 16%	64 14%	13 3%	32 10%	45 14%	20 4%	67 13%	19 4%	62 14%	16 15%	6 3%	11 5%	44 10%	49 8%	74 9%	63 9%	78 10%

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	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
Right direction	230 22%	99 21%	85 25%	57 22%	173 23%	24 16%	33 32%	80 30%	89 20%	60 20%	38 16%	14 9%	44 21%	80 31%	19 5%	11 12%	41 6%	201 44%
Wrong track	702 68%	331 71%	216 63%	164 64%	530 69%	107 70%	57 56%	154 58%	321 71%	226 74%	183 74%	131 86%	149 70%	154 59%	325 91%	78 84%	666 90%	193 42%
Unsure	97 9%	34 7%	43 12%	34 13%	63 8%	22 14%	12 11%	32 12%	45 10%	20 7%	25 10%	7 5%	18 9%	27 11%	14 4%	4 4%	33 4%	61 13%

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	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	5	1	4	2	4	1	-	-	-	3	1	2	3	3
	1%	*%	1%	*%	1%	1%				2%	*%	1%	1%	*%
The environment and climate change	59	18	34	23	36	5	8	6	11	6	20	16	23	36
	6%	5%	7%	4%	5%	5%	6%	6%	6%	4%	7%	5%	5%	6%
Education	26	9	13	13	10	5	5	10	9	2	3	3	20	5
	3%	2%	3%	2%	1%	4%	4%	9%	5%	1%	1%	1%	5%	1%
National security	49	22	21	28	31	6	10	6	6	4	14	19	16	33
	5%	6%	4%	5%	4%	5%	8%	5%	3%	3%	5%	6%	4%	6%
Gun rights	31	7	14	17	20	8	0	4	9	6	6	7	19	12
	3%	2%	3%	3%	3%	7%	*%	4%	5%	4%	2%	2%	4%	2%
Healthcare	45	13	24	21	33	4	7	5	5	9	10	15	19	26
	4%	3%	5%	4%	5%	4%	6%	5%	3%	5%	4%	5%	4%	4%
Taxes	21	9	11	10	6	4	9	6	3	7	1	3	17	4
	2%	2%	2%	2%	1%	4%	7%	6%	1%	5%	1%	1%	4%	1%
Jobs and the economy	94	35	49	43	64	13	13	15	17	19	29	14	51	43
	9%	9%	10%	8%	9%	11%	10%	14%	10%	11%	10%	5%	11%	8%
Cost of living	227	99	79	146	156	25	23	21	53	34	75	43	108	119
	22%	26%	17%	27%	22%	22%	18%	19%	30%	21%	27%	15%	24%	21%
Drug abuse	16	4	12	5	6	4	3	1	8	3	1	4	12	5
	2%	1%	2%	1%	1%	3%	3%	1%	5%	2%	*%	1%	3%	1%
Immigration	175	67	101	75	141	5	19	1	13	25	54	82	39	136
	17%	17%	21%	14%	20%	4%	15%	1%	8%	15%	19%	28%	9%	24%
Crime	42	12	17	25	26	7	4	3	7	12	10	10	22	20
	4%	3%	4%	5%	4%	6%	4%	3%	4%	7%	4%	3%	5%	4%
Political corruption	126	42	49	75	91	10	14	18	20	18	30	41	55	71
	12%	11%	10%	14%	13%	8%	11%	16%	11%	11%	11%	14%	12%	12%
Race relations	17	10	10	7	9	5	1	3	4	2	4	4	9	8
	2%	3%	2%	1%	1%	4%	1%	3%	2%	1%	2%	1%	2%	1%
Abortion	35	9	11	24	27	8	1	7	3	8	8	9	18	17
	3%	2%	2%	4%	4%	7%	1%	6%	2%	5%	3%	3%	4%	3%

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[QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Something else (Please specify)	46 4%	19 5%	26 5%	20 4%	35 5%	1 1%	9 7%	3 3%	7 4%	4 2%	12 4%	20 7%	14 3%	32 6%
Unsure	13 1%	7 2%	4 1%	9 2%	9 1%	3 3%	1 1%	1 1%	4 2%	4 2%	3 1%	2 1%	8 2%	5 1%

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[QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
Infrastructure	5 1%	3 1%	1 *%	0 *%	-	5 1%	0 *%	4 1%	0 *%	2 1%	2 1%	1 *%	1 *%	-	3 1%	1 1%	2 1%
The environment and climate change	59 6%	17 6%	13 4%	21 8%	8 5%	31 5%	29 7%	17 4%	19 6%	18 8%	16 6%	11 6%	7 4%	7 5%	27 6%	8 9%	18 6%
Education	26 3%	8 2%	5 1%	8 3%	6 4%	12 2%	14 3%	7 2%	3 1%	5 2%	1 *%	9 5%	2 1%	10 8%	18 4%	1 1%	3 1%
National security	49 5%	18 6%	14 4%	9 3%	9 6%	32 5%	18 4%	19 5%	12 4%	16 7%	8 3%	7 4%	12 6%	6 5%	17 3%	2 2%	23 8%
Gun rights	31 3%	13 4%	9 3%	5 2%	3 2%	22 3%	9 2%	14 3%	6 2%	10 4%	4 1%	5 3%	6 3%	3 3%	16 3%	5 5%	8 3%
Healthcare	45 4%	14 5%	13 4%	12 5%	5 4%	27 4%	17 4%	20 5%	13 5%	5 2%	16 6%	6 3%	11 6%	7 6%	24 5%	4 4%	16 5%
Taxes	21 2%	8 2%	5 1%	4 2%	4 3%	12 2%	9 2%	3 1%	3 1%	8 3%	2 1%	5 2%	5 3%	2 1%	10 2%	3 3%	3 1%
Jobs and the economy	94 9%	23 8%	30 10%	21 8%	19 13%	53 9%	40 10%	35 9%	29 10%	21 9%	24 9%	11 6%	22 12%	15 12%	59 12%	10 10%	18 6%
Cost of living	227 22%	62 20%	72 23%	60 24%	32 22%	134 21%	92 23%	91 23%	65 22%	52 22%	70 28%	36 19%	41 22%	23 19%	127 26%	17 18%	47 15%
Drug abuse	16 2%	6 2%	6 2%	4 2%	0 *%	12 2%	4 1%	2 1%	3 1%	3 1%	6 2%	4 2%	2 1%	2 1%	11 2%	3 4%	1 *%
Immigration	175 17%	61 20%	61 19%	38 15%	14 10%	122 20%	52 13%	94 23%	46 15%	27 11%	38 15%	47 25%	41 21%	19 15%	63 13%	8 8%	83 27%
Crime	42 4%	11 4%	16 5%	10 4%	4 3%	27 4%	14 4%	12 3%	13 4%	18 7%	8 3%	5 3%	3 2%	3 2%	18 4%	9 10%	11 3%
Political corruption	126 12%	32 10%	40 13%	33 13%	21 14%	72 12%	54 13%	47 12%	44 15%	27 11%	32 13%	27 14%	22 12%	11 9%	53 11%	15 16%	40 13%
Race relations	17 2%	4 1%	7 2%	1 *%	5 3%	11 2%	6 1%	4 1%	5 2%	5 2%	4 1%	3 1%	4 2%	2 2%	5 1%	0 *%	6 2%
Abortion	35 3%	15 5%	10 3%	7 3%	4 3%	25 4%	11 3%	16 4%	10 3%	11 5%	10 4%	5 3%	5 3%	4 3%	16 3%	3 3%	11 3%

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Something else (Please specify)	46 4%	8 3%	11 3%	15 6%	12 8%	19 3%	27 7%	14 3%	21 7%	6 3%	10 4%	8 4%	6 3%	11 9%	21 4%	4 4%	15 5%
Unsure	13 1%	6 2%	3 1%	3 1%	2 1%	8 1%	5 1%	4 1%	5 2%	5 2%	3 1%	2 1%	1 1%	0 0%	7 1%	1 1%	3 1%

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	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
Infrastructure	5 1%	2 *	2 1%	1 *	2 *	2 3%	1 *	1 *	4 1%	0 *	4 1%	1 *	4 1%	2 *	0 *	1 *	1 *	2 1%	3 *	4 1%	3 *	5 1%
The environment and climate change	59 6%	8 2%	9 4%	40 11%	9 2%	2 3%	48 10%	3 1%	17 5%	39 12%	7 2%	49 10%	8 2%	45 10%	7 6%	2 1%	4 2%	35 8%	38 6%	48 6%	30 4%	54 7%
Education	26 3%	3 1%	6 3%	17 5%	5 1%	1 1%	20 4%	3 1%	8 2%	16 5%	6 1%	17 3%	8 2%	15 3%	3 3%	2 1%	3 1%	9 2%	8 1%	18 2%	19 3%	23 3%
National security	49 5%	28 7%	7 3%	12 3%	31 7%	5 6%	13 3%	32 9%	8 2%	8 3%	30 6%	17 3%	35 7%	13 3%	2 2%	15 8%	15 6%	22 5%	31 5%	39 5%	36 5%	31 4%
Gun rights	31 3%	5 1%	9 4%	16 4%	7 2%	0 *	24 5%	3 1%	14 4%	13 4%	4 1%	26 5%	6 1%	24 5%	1 1%	2 1%	5 2%	15 3%	16 3%	24 3%	20 3%	27 3%
Healthcare	45 4%	10 3%	7 3%	26 7%	12 3%	4 5%	28 6%	5 1%	18 6%	19 6%	11 2%	30 6%	14 3%	26 6%	5 5%	6 3%	4 2%	16 4%	25 4%	40 5%	29 4%	36 5%
Taxes	21 2%	5 1%	6 3%	9 2%	6 1%	1 1%	13 3%	5 1%	10 3%	5 2%	6 1%	13 3%	7 1%	12 3%	2 2%	2 1%	1 *	7 2%	9 1%	16 2%	11 2%	15 2%
Jobs and the economy	94 9%	44 11%	15 7%	31 8%	49 10%	6 7%	39 8%	38 10%	28 9%	26 8%	47 10%	40 8%	47 10%	37 8%	10 9%	18 9%	27 11%	30 7%	49 8%	71 8%	65 9%	66 9%
Cost of living	227 22%	96 24%	43 20%	83 22%	112 24%	20 24%	95 20%	85 23%	78 24%	61 20%	112 24%	102 20%	123 25%	80 18%	24 23%	45 22%	56 24%	82 18%	124 20%	188 22%	156 22%	164 22%
Drug abuse	16 2%	3 1%	10 5%	4 1%	4 1%	3 4%	9 2%	3 1%	10 3%	3 1%	7 1%	9 2%	6 1%	7 1%	3 3%	2 1%	1 1%	5 1%	10 2%	13 2%	10 1%	15 2%
Immigration	175 17%	129 32%	30 14%	16 4%	143 30%	12 14%	21 4%	122 33%	40 12%	11 4%	140 30%	29 6%	141 29%	24 5%	10 10%	65 33%	73 31%	89 20%	127 21%	152 18%	157 22%	102 13%
Crime	42 4%	15 4%	7 3%	17 4%	16 3%	3 3%	23 5%	15 4%	12 4%	15 5%	17 4%	23 4%	16 3%	22 5%	4 4%	6 3%	8 3%	14 3%	20 3%	35 4%	29 4%	29 4%
Political corruption	126 12%	38 10%	30 14%	50 13%	50 11%	9 10%	67 14%	36 10%	44 14%	44 14%	50 11%	72 14%	48 10%	60 14%	19 19%	22 11%	24 10%	61 13%	78 13%	114 13%	85 12%	97 13%
Race relations	17 2%	1 *	5 2%	12 3%	1 *	0 1%	16 3%	1 *	8 2%	8 3%	1 *	15 3%	1 *	16 4%	0 *	-	1 *	11 2%	12 2%	13 2%	10 1%	16 2%
Abortion	35 3%	4 1%	7 3%	24 6%	5 1%	6 7%	24 5%	2 1%	8 2%	21 7%	5 1%	30 6%	5 1%	26 6%	5 5%	3 1%	2 1%	17 4%	25 4%	31 4%	19 3%	33 4%

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Unsure	13 1%	2 1%	5 3%	3 1%	4 1%	5 6%	5 1%	4 1%	6 2%	3 1%	5 1%	5 1%	4 1%	3 1%	5 5%	1 1%	1 *	5 1%	4 1%	9 1%	9 1%	8 1%

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	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	5	0	3	0	5	-	0	2	0	3	0	0	0	1	1	1	2	0
	1%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%	1%	1%	2%	0%
The environment and climate change	59	27	24	11	47	4	7	22	23	14	11	1	10	21	4	3	12	48
	6%	6%	7%	4%	6%	2%	7%	8%	5%	5%	5%	1%	5%	8%	1%	4%	2%	10%
Education	26	9	14	11	15	5	6	6	15	5	7	4	1	2	4	1	8	14
	3%	2%	4%	4%	2%	3%	6%	2%	3%	2%	3%	3%	1%	1%	1%	2%	1%	3%
National security	49	22	14	12	37	4	7	7	24	18	14	10	6	13	24	6	50	14
	5%	5%	4%	5%	5%	3%	7%	3%	5%	6%	6%	7%	3%	5%	7%	6%	7%	3%
Gun rights	31	14	10	5	26	2	3	3	18	11	12	3	6	7	3	4	9	18
	3%	3%	3%	2%	3%	2%	3%	1%	4%	3%	5%	2%	3%	3%	1%	4%	1%	4%
Healthcare	45	25	10	15	29	3	12	14	19	11	10	5	11	16	10	2	17	40
	4%	5%	3%	6%	4%	2%	12%	5%	4%	4%	4%	3%	5%	6%	3%	2%	2%	9%
Taxes	21	5	12	5	16	2	3	2	7	12	4	-	8	7	4	1	7	14
	2%	1%	4%	2%	2%	2%	3%	1%	1%	4%	2%	0%	4%	3%	1%	1%	1%	3%
Jobs and the economy	94	38	39	30	64	21	9	33	35	26	14	11	16	23	37	8	84	32
	9%	8%	11%	12%	8%	14%	9%	12%	8%	8%	6%	7%	8%	9%	10%	9%	11%	7%
Cost of living	227	100	72	63	158	44	19	60	105	62	69	30	52	63	84	23	172	72
	22%	22%	21%	25%	21%	29%	19%	23%	23%	20%	28%	20%	25%	24%	24%	25%	23%	16%
Drug abuse	16	2	9	10	6	4	6	3	8	5	3	1	4	3	2	2	10	3
	2%	0%	3%	4%	1%	3%	6%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%
Immigration	175	104	33	33	143	23	9	33	83	60	30	48	41	22	113	26	237	44
	17%	22%	10%	13%	19%	15%	9%	12%	18%	19%	12%	32%	19%	9%	32%	28%	32%	10%
Crime	42	13	20	10	30	9	1	19	16	7	8	7	8	6	10	4	33	22
	4%	3%	6%	4%	4%	6%	1%	7%	3%	2%	3%	5%	4%	2%	3%	5%	4%	5%
Political corruption	126	55	42	22	105	12	10	25	62	39	44	19	29	36	41	8	70	66
	12%	12%	12%	8%	14%	8%	10%	9%	14%	13%	18%	12%	14%	14%	12%	8%	9%	15%
Race relations	17	9	6	10	8	6	4	11	2	5	2	1	5	3	1	-	0	14
	2%	2%	2%	4%	1%	4%	4%	4%	0%	2%	1%	1%	3%	1%	0%	0%	0%	3%
Abortion	35	13	14	7	29	5	2	14	11	10	8	2	5	17	4	1	6	23
	3%	3%	4%	3%	4%	3%	2%	5%	2%	3%	3%	1%	2%	7%	1%	2%	1%	5%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Something else (Please specify)	46 4%	24 5%	15 4%	7 3%	39 5%	6 4%	1 1%	10 4%	19 4%	17 6%	6 2%	6 4%	7 3%	15 6%	13 4%	2 2%	20 3%	29 6%
Unsure	13 1%	6 1%	5 1%	3 1%	10 1%	3 2%	-	4 1%	7 2%	3 1%	5 2%	3 2%	2 1%	6 2%	3 1%	0 **%	4 1%	3 1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIssues_SecondChoice] Which would you say is the second biggest issue facing the country today?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	13	3	6	7	6	2	5	-	3	3	6	1	7	7
	1%	1%	1%	1%	1%	1%	4%		2%	2%	2%	*%	1%	1%
The environment and climate change	70	28	28	41	52	4	6	8	6	13	18	25	27	43
	7%	7%	6%	7%	7%	3%	5%	8%	3%	8%	6%	8%	6%	7%
Education	9	4	3	7	7	1	-	0	3	1	3	2	4	5
	1%	1%	1%	1%	1%	1%		*%	1%	1%	1%	1%	1%	1%
National security	49	17	21	28	43	2	4	-	2	10	20	16	13	37
	5%	5%	4%	5%	6%	2%	3%		1%	6%	7%	6%	3%	6%
Gun rights	37	14	19	18	19	11	5	4	12	1	7	12	18	19
	4%	4%	4%	3%	3%	9%	4%	4%	7%	1%	2%	4%	4%	3%
Healthcare	88	30	38	51	60	14	6	15	15	8	30	19	39	49
	9%	8%	8%	9%	9%	12%	4%	14%	9%	5%	10%	7%	9%	8%
Taxes	33	9	15	18	19	3	6	3	10	4	7	9	17	16
	3%	2%	3%	3%	3%	3%	5%	3%	5%	3%	2%	3%	4%	3%
Jobs and the economy	120	43	58	62	79	8	19	12	21	38	24	25	71	49
	12%	11%	12%	11%	11%	7%	15%	11%	12%	23%	9%	8%	16%	8%
Cost of living	187	74	81	101	132	17	26	31	32	31	43	50	94	93
	18%	19%	17%	19%	19%	15%	20%	28%	18%	19%	15%	17%	21%	16%
Drug abuse	25	7	16	9	12	3	2	2	10	5	5	4	17	9
	2%	2%	3%	2%	2%	3%	2%	2%	5%	3%	2%	1%	4%	2%
Immigration	120	47	67	53	91	13	8	5	14	15	41	45	34	86
	12%	12%	14%	10%	13%	11%	6%	5%	8%	9%	15%	15%	8%	15%
Crime	72	30	33	39	47	9	13	3	13	9	23	23	26	46
	7%	8%	7%	7%	7%	8%	10%	3%	7%	6%	8%	8%	6%	8%
Political corruption	103	42	54	48	67	9	16	15	17	15	26	29	47	55
	10%	11%	11%	9%	10%	8%	12%	14%	9%	9%	9%	10%	10%	10%
Race relations	28	7	10	16	13	10	5	4	7	3	8	6	14	14
	3%	2%	2%	3%	2%	9%	4%	4%	4%	2%	3%	2%	3%	2%
Abortion	48	19	16	31	35	6	4	3	10	3	14	17	16	32
	5%	5%	3%	6%	5%	5%	3%	3%	6%	2%	5%	6%	4%	5%

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[QIssues_SecondChoice] Which would you say is the second biggest issue facing the country today?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Something else (Please specify)	18 2%	4 1%	10 2%	8 2%	13 2%	1 1%	3 2%	-	2 1%	0 *%	7 2%	9 3%	2 1%	16 3%
Unsure	10 1%	5 1%	3 1%	7 1%	7 1%	2 2%	1 1%	1 1%	2 1%	4 2%	2 1%	1 *%	6 1%	3 1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIssues_SecondChoice] Which would you say is the second biggest issue facing the country today?

	Total Total (LE)	Education			Education Group		Race x Education		Income					Employment			
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
Infrastructure	13 1%	3 1%	4 1%	2 1%	4 3%	7 1%	7 2%	2 1%	4 1%	4 1%	3 1%	2 1%	2 1%	3 2%	11 2%	1 2%	1 %
The environment and climate change	70 7%	17 6%	13 4%	19 7%	20 13%	30 5%	39 10%	21 5%	30 10%	12 5%	17 7%	14 8%	13 7%	13 11%	36 7%	5 5%	25 8%
Education	9 1%	-	4 1%	5 2%	1 1%	4 1%	6 1%	4 1%	3 1%	1 1%	2 1%	2 1%	3 1%	2 2%	6 1%	2 2%	1 %
National security	49 5%	14 5%	18 6%	9 4%	8 5%	32 5%	17 4%	28 7%	15 5%	10 4%	13 5%	5 3%	12 6%	7 5%	22 5%	6 6%	16 5%
Gun rights	37 4%	7 2%	11 3%	14 5%	6 4%	17 3%	19 5%	8 2%	11 4%	7 3%	8 3%	9 5%	4 2%	8 6%	20 4%	4 4%	11 3%
Healthcare	88 9%	26 8%	27 8%	18 7%	17 12%	53 8%	35 9%	30 7%	31 10%	27 11%	22 9%	12 6%	11 6%	15 12%	53 11%	2 2%	18 6%
Taxes	33 3%	13 4%	11 4%	5 2%	4 3%	24 4%	9 2%	12 3%	7 2%	8 4%	2 1%	10 5%	5 3%	7 6%	16 3%	4 4%	12 4%
Jobs and the economy	120 12%	35 11%	34 11%	34 14%	16 11%	69 11%	51 13%	45 11%	34 11%	32 14%	23 9%	17 9%	27 14%	16 13%	64 13%	17 18%	26 9%
Cost of living	187 18%	57 19%	62 20%	44 17%	23 16%	120 19%	67 17%	79 20%	53 18%	44 19%	53 21%	42 22%	27 14%	17 14%	94 19%	15 16%	52 17%
Drug abuse	25 2%	5 2%	12 4%	6 2%	2 1%	18 3%	7 2%	8 2%	4 1%	11 5%	6 2%	3 2%	4 2%	-	15 3%	4 4%	4 1%
Immigration	120 12%	36 12%	40 13%	26 10%	17 12%	76 12%	43 11%	51 13%	39 13%	28 12%	30 12%	17 9%	29 15%	12 10%	48 10%	9 10%	44 15%
Crime	72 7%	32 11%	20 6%	16 6%	4 3%	52 8%	20 5%	32 8%	15 5%	13 6%	16 6%	17 9%	19 10%	3 2%	33 7%	8 8%	24 8%
Political corruption	103 10%	25 8%	33 10%	32 13%	13 9%	58 9%	45 11%	42 10%	26 9%	17 7%	30 12%	17 9%	20 10%	16 13%	48 10%	6 7%	30 10%
Race relations	28 3%	8 3%	8 2%	8 3%	3 2%	16 3%	11 3%	6 1%	7 2%	6 3%	6 2%	8 4%	6 3%	2 1%	7 1%	2 3%	10 3%
Abortion	48 5%	20 7%	10 3%	14 6%	3 2%	30 5%	17 4%	24 6%	11 4%	10 4%	19 8%	9 5%	6 3%	2 1%	14 3%	5 6%	22 7%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIssues_SecondChoice] Which would you say is the second biggest issue facing the country today?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Something else (Please specify)	18 2%	3 1%	8 3%	1 *	5 3%	12 2%	6 1%	7 2%	5 2%	3 1%	5 2%	3 2%	3 1%	1 1%	3 1%	2 2%	9 3%
Unsure	10 1%	5 2%	2 1%	1 *	2 1%	7 1%	3 1%	4 1%	3 1%	4 1%	1 *	2 1%	1 1%	0 *	5 1%	1 1%	2 1%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIssues_SecondChoice] Which would you say is the second biggest issue facing the country today?

	Total	Party			Party-Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
Infrastructure	13 1%	3 1%	7 3%	3 1%	4 1%	1 1%	9 2%	2 1%	5 1%	7 2%	4 1%	9 2%	4 1%	7 2%	2 2%	4 2%	0 *	6 1%	12 2%	11 1%	8 1%	12 2%
The environment and climate change	70 7%	11 3%	14 6%	44 12%	14 3%	4 5%	52 11%	14 4%	15 5%	41 13%	12 3%	55 11%	11 2%	54 12%	5 5%	6 3%	5 2%	40 9%	43 7%	56 7%	43 6%	56 7%
Education	9 1%	2 1%	4 2%	3 1%	4 1%	0 *	6 1%	3 1%	4 1%	2 1%	3 1%	6 1%	4 1%	5 1%	0 *	1 1%	1 1%	6 1%	7 1%	8 1%	4 *	7 1%
National security	49 5%	23 6%	13 6%	13 3%	29 6%	5 6%	15 3%	22 6%	22 7%	4 1%	31 7%	16 3%	32 7%	15 3%	3 3%	11 6%	16 7%	27 6%	35 6%	45 5%	39 5%	37 5%
Gun rights	37 4%	9 2%	4 2%	22 6%	11 2%	1 1%	25 5%	6 2%	15 4%	15 5%	10 2%	25 5%	11 2%	24 5%	2 2%	6 3%	3 1%	20 4%	23 4%	30 3%	22 3%	31 4%
Healthcare	88 9%	18 5%	25 12%	42 11%	19 4%	4 4%	65 14%	17 5%	31 10%	39 13%	19 4%	63 12%	20 4%	59 13%	10 10%	3 1%	12 5%	46 10%	53 9%	80 9%	48 7%	71 9%
Taxes	33 3%	22 5%	6 3%	5 1%	24 5%	2 3%	7 1%	14 4%	12 4%	7 2%	22 5%	8 2%	22 5%	7 2%	4 4%	13 6%	10 4%	14 3%	18 3%	25 3%	27 4%	20 3%
Jobs and the economy	120 12%	59 15%	24 11%	34 9%	71 15%	10 12%	39 8%	50 14%	40 12%	29 9%	68 15%	45 9%	69 14%	37 9%	14 14%	34 17%	32 14%	46 10%	67 11%	98 11%	89 12%	85 11%
Cost of living	187 18%	77 19%	35 16%	68 18%	90 19%	14 17%	82 17%	65 17%	61 19%	57 18%	87 19%	88 17%	98 20%	70 16%	19 18%	35 17%	47 20%	72 16%	112 18%	151 18%	132 18%	138 18%
Drug abuse	25 2%	10 3%	11 5%	3 1%	12 3%	5 7%	8 2%	9 2%	12 4%	3 1%	15 3%	8 1%	16 3%	5 1%	4 4%	7 3%	4 2%	6 1%	5 1%	14 2%	19 3%	18 2%
Immigration	120 12%	71 18%	21 10%	25 7%	83 18%	9 11%	28 6%	73 19%	29 9%	15 5%	82 18%	32 6%	85 17%	21 5%	14 14%	36 18%	45 19%	52 11%	73 12%	107 12%	96 13%	81 11%
Crime	72 7%	34 9%	11 5%	23 6%	36 8%	3 4%	32 7%	31 8%	22 7%	17 6%	35 8%	34 7%	34 7%	31 7%	7 6%	13 7%	20 9%	28 6%	43 7%	58 7%	52 7%	50 7%
Political corruption	103 10%	46 11%	13 6%	38 10%	52 11%	8 10%	43 9%	44 12%	22 7%	35 11%	49 11%	47 9%	58 12%	39 9%	5 5%	26 13%	21 9%	41 9%	58 9%	88 10%	76 11%	72 10%
Race relations	28 3%	3 1%	10 5%	13 3%	3 1%	9 10%	16 3%	3 1%	8 3%	13 4%	8 2%	19 4%	4 1%	16 4%	8 8%	2 1%	2 1%	12 3%	19 3%	24 3%	18 3%	22 3%
Abortion	48 5%	9 2%	5 2%	33 9%	11 2%	1 1%	36 8%	9 2%	16 5%	21 7%	9 2%	37 7%	8 2%	38 9%	1 1%	3 2%	7 3%	24 5%	37 6%	42 5%	30 4%	41 5%

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[QIssues_SecondChoice] Which would you say is the second biggest issue facing the country today?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Something else (Please specify)	18 2%	4 1%	9 4%	5 1%	8 2%	3 3%	8 2%	8 2%	5 1%	6 2%	5 1%	13 2%	8 2%	9 2%	1 1%	1 *	7 3%	9 2%	11 2%	17 2%	10 1%	12 2%
Unsure	10 1%	2 *	3 1%	2 1%	2 *	4 5%	4 1%	2 1%	5 1%	2 1%	3 1%	3 1%	3 1%	3 1%	4 4%	1 1%	1 *	2 *	2 *	6 1%	6 1%	7 1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIssues_SecondChoice] Which would you say is the second biggest issue facing the country today?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	13	3	8	5	9	4	0	3	9	1	5	2	-	7	4	0	7	6
	1%	1%	2%	2%	1%	3%	%	1%	2%	%	2%	1%	3%	1%	%	1%	1%	1%
The environment and climate change	70	27	24	14	56	8	6	20	34	16	24	5	14	22	10	2	24	58
	7%	6%	7%	5%	7%	5%	6%	7%	7%	5%	10%	3%	7%	8%	3%	2%	3%	13%
Education	9	6	2	3	6	1	1	1	7	2	4	0	2	1	4	-	6	6
	1%	1%	1%	1%	1%	1%	1%	%	1%	1%	2%	%	1%	1%	1%		1%	1%
National security	49	20	12	6	42	4	3	9	19	21	11	10	16	8	23	6	45	25
	5%	4%	3%	2%	6%	2%	3%	4%	4%	7%	4%	7%	8%	3%	6%	6%	6%	5%
Gun rights	37	14	16	12	24	6	7	14	18	4	11	3	6	12	8	1	14	31
	4%	3%	5%	5%	3%	4%	7%	5%	4%	1%	4%	2%	3%	4%	2%	2%	2%	7%
Healthcare	88	38	31	16	71	10	6	25	42	22	27	7	24	21	9	9	29	59
	9%	8%	9%	6%	9%	6%	6%	9%	9%	7%	11%	5%	11%	8%	3%	9%	4%	13%
Taxes	33	19	7	13	20	5	7	7	12	14	8	4	8	9	19	4	39	8
	3%	4%	2%	5%	3%	4%	7%	3%	3%	5%	3%	2%	4%	4%	5%	4%	5%	2%
Jobs and the economy	120	58	43	37	81	18	19	27	58	35	23	19	21	34	55	14	100	27
	12%	13%	12%	15%	11%	12%	18%	10%	13%	11%	9%	13%	10%	13%	15%	15%	13%	6%
Cost of living	187	76	73	52	135	31	21	57	68	62	41	30	40	50	69	17	141	69
	18%	16%	21%	20%	18%	20%	21%	21%	15%	20%	17%	19%	19%	19%	19%	18%	19%	15%
Drug abuse	25	10	12	7	18	6	1	13	7	5	3	5	2	5	10	2	19	12
	2%	2%	3%	3%	2%	4%	1%	5%	2%	2%	1%	3%	1%	2%	3%	2%	3%	3%
Immigration	120	64	25	35	85	16	19	19	57	44	26	28	28	16	64	16	140	29
	12%	14%	7%	14%	11%	11%	19%	7%	13%	14%	11%	18%	13%	6%	18%	17%	19%	6%
Crime	72	37	19	12	59	11	2	23	30	19	14	17	20	10	23	11	47	27
	7%	8%	5%	5%	8%	7%	2%	9%	7%	6%	6%	11%	9%	4%	6%	11%	6%	6%
Political corruption	103	50	32	21	79	12	8	24	50	29	24	13	17	30	44	6	92	32
	10%	11%	9%	8%	10%	8%	8%	9%	11%	9%	10%	9%	8%	12%	12%	6%	12%	7%
Race relations	28	6	15	4	23	4	0	9	14	5	6	1	1	8	3	1	3	20
	3%	1%	4%	2%	3%	2%	%	3%	3%	2%	2%	1%	1%	3%	1%	1%	%	4%
Abortion	48	23	16	15	33	14	1	12	19	17	13	5	7	16	8	2	19	38
	5%	5%	5%	6%	4%	9%	1%	5%	4%	5%	5%	3%	3%	6%	2%	2%	3%	8%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIssues_SecondChoice] Which would you say is the second biggest issue facing the country today?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Something else (Please specify)	18 2%	11 2%	5 1%	2 1%	16 2%	2 1%	-	2 1%	7 2%	9 3%	3 1%	2 1%	4 2%	6 2%	6 2%	2 2%	14 2%	8 2%
Unsure	10 1%	4 1%	3 1%	2 1%	8 1%	2 1%	-	3 1%	5 1%	2 1%	4 1%	2 1%	2 1%	4 2%	1 *%	0 *%	2 *%	1 *%

Echelon Insights
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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIssues - Combined] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	19	4	10	9	10	3	5	-	3	6	7	2	9	9
	2%	1%	2%	2%	1%	3%	4%		2%	4%	2%	1%	2%	2%
The environment and climate change	129	47	62	64	88	9	14	14	17	19	38	40	51	78
	13%	12%	13%	12%	12%	8%	11%	13%	10%	12%	13%	14%	11%	14%
Education	35	13	15	20	18	6	5	10	11	3	6	5	25	11
	3%	3%	3%	4%	2%	5%	4%	9%	6%	2%	2%	2%	5%	2%
National security	99	39	42	56	74	8	14	6	9	15	34	35	29	70
	10%	10%	9%	10%	10%	7%	11%	5%	5%	9%	12%	12%	6%	12%
Gun rights	68	22	33	34	39	19	5	8	21	7	12	19	36	31
	7%	6%	7%	6%	6%	17%	4%	7%	12%	4%	4%	6%	8%	5%
Healthcare	133	42	61	72	93	18	13	20	21	17	40	35	58	74
	13%	11%	13%	13%	13%	16%	10%	19%	12%	11%	14%	12%	13%	13%
Taxes	54	18	26	28	24	7	15	10	12	12	8	11	34	20
	5%	5%	5%	5%	3%	7%	12%	9%	7%	7%	3%	4%	7%	3%
Jobs and the economy	214	78	107	104	143	21	31	27	38	57	54	38	122	92
	21%	20%	22%	19%	20%	19%	25%	25%	21%	34%	19%	13%	27%	16%
Cost of living	413	172	160	247	288	42	49	52	85	65	118	93	202	212
	40%	45%	34%	45%	41%	37%	39%	47%	47%	39%	42%	32%	45%	37%
Drug abuse	42	11	27	14	18	7	6	3	18	8	6	8	28	13
	4%	3%	6%	3%	3%	6%	4%	3%	10%	5%	2%	3%	6%	2%
Immigration	295	114	168	127	232	18	27	6	28	39	95	127	73	222
	29%	30%	35%	23%	33%	15%	21%	6%	15%	24%	34%	43%	16%	39%
Crime	113	43	50	64	73	15	17	6	20	21	34	33	47	66
	11%	11%	10%	12%	10%	13%	14%	5%	11%	13%	12%	11%	10%	12%
Political corruption	229	84	104	123	158	19	30	33	37	33	56	71	103	126
	22%	22%	22%	23%	23%	16%	24%	30%	20%	20%	20%	24%	23%	22%
Race relations	45	17	19	24	22	15	6	7	11	5	12	10	23	22
	4%	5%	4%	4%	3%	13%	5%	6%	6%	3%	4%	3%	5%	4%
Abortion	83	28	28	55	62	14	5	10	13	11	22	27	34	49
	8%	7%	6%	10%	9%	12%	4%	9%	7%	6%	8%	9%	7%	9%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIssues - Combined] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Something else (Please specify)	58 6%	24 6%	33 7%	24 4%	45 6%	1 1%	9 7%	3 3%	8 4%	4 2%	16 6%	26 9%	15 3%	43 7%
Unsure	14 1%	7 2%	4 1%	10 2%	10 1%	3 3%	1 1%	1 1%	4 2%	4 2%	3 1%	3 1%	8 2%	6 1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIssues - Combined] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
Infrastructure	19 2%	7 2%	5 2%	3 1%	4 3%	12 2%	7 2%	6 1%	5 2%	5 2%	5 2%	3 1%	3 2%	3 2%	14 3%	2 2%	3 1%
The environment and climate change	129 13%	34 11%	27 8%	40 16%	27 18%	61 10%	67 17%	38 9%	49 16%	30 13%	33 13%	25 13%	21 11%	20 16%	64 13%	13 14%	42 14%
Education	35 3%	8 2%	8 3%	13 5%	6 4%	16 3%	19 5%	11 3%	7 2%	6 2%	3 1%	11 6%	5 2%	11 9%	24 5%	2 2%	4 1%
National security	99 10%	32 10%	33 10%	18 7%	17 11%	64 10%	34 9%	46 12%	27 9%	26 11%	21 8%	12 7%	24 13%	13 10%	39 8%	8 8%	39 13%
Gun rights	68 7%	20 6%	20 6%	19 7%	9 6%	39 6%	28 7%	22 5%	17 6%	16 7%	11 4%	14 7%	10 5%	11 9%	36 7%	9 9%	18 6%
Healthcare	133 13%	40 13%	40 13%	30 12%	22 15%	80 13%	53 13%	49 12%	44 15%	32 14%	38 15%	18 9%	21 11%	23 18%	77 16%	6 6%	35 11%
Taxes	54 5%	20 7%	16 5%	9 4%	8 6%	36 6%	18 4%	15 4%	10 3%	16 7%	4 2%	15 8%	10 5%	9 7%	27 5%	7 7%	14 5%
Jobs and the economy	214 21%	58 19%	65 20%	55 22%	35 24%	123 20%	91 23%	80 20%	63 21%	53 22%	46 18%	29 15%	49 26%	31 25%	123 25%	27 29%	44 15%
Cost of living	413 40%	119 39%	134 42%	104 41%	55 37%	253 41%	159 40%	170 42%	118 40%	97 41%	123 48%	78 41%	68 36%	40 33%	221 45%	32 34%	99 32%
Drug abuse	42 4%	12 4%	18 6%	10 4%	2 1%	30 5%	12 3%	11 3%	7 2%	14 6%	11 4%	7 4%	5 3%	2 1%	26 5%	7 8%	4 1%
Immigration	295 29%	96 31%	101 32%	64 25%	31 21%	198 32%	95 24%	145 36%	84 28%	55 23%	68 27%	64 34%	70 37%	31 25%	110 22%	17 18%	127 42%
Crime	113 11%	43 14%	35 11%	26 10%	8 5%	79 13%	34 8%	44 11%	28 9%	31 13%	25 10%	22 12%	22 11%	6 5%	51 10%	17 18%	35 11%
Political corruption	229 22%	57 18%	73 23%	65 26%	34 23%	130 21%	99 25%	88 22%	69 23%	44 18%	62 24%	44 23%	42 22%	27 21%	101 20%	21 22%	69 23%
Race relations	45 4%	12 4%	15 5%	9 3%	8 5%	28 4%	17 4%	9 2%	12 4%	11 5%	10 4%	11 6%	10 5%	4 3%	12 2%	3 3%	15 5%
Abortion	83 8%	35 11%	20 6%	21 8%	7 5%	55 9%	28 7%	40 10%	21 7%	21 9%	29 12%	14 7%	11 6%	6 4%	30 6%	9 9%	33 11%

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[QIssues - Combined] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Something else (Please specify)	58 6%	9 3%	16 5%	16 6%	16 11%	25 4%	32 8%	19 5%	26 9%	10 4%	12 5%	11 6%	9 5%	12 10%	24 5%	4 5%	22 7%
Unsure	14 1%	6 2%	3 1%	3 1%	2 1%	9 1%	5 1%	5 1%	5 2%	5 2%	3 1%	3 2%	1 1%	0 *	7 1%	1 1%	3 1%

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January Omnibus 2024
N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIssues - Combined] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total	Party			Party-Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
Infrastructure	19 2%	5 1%	9 4%	5 1%	6 1%	3 4%	10 2%	3 1%	9 3%	7 2%	7 2%	10 2%	8 2%	8 2%	3 3%	4 2%	2 1%	8 2%	14 2%	15 2%	11 2%	17 2%
The environment and climate change	129 13%	19 5%	23 11%	84 22%	23 5%	6 7%	100 21%	17 5%	32 10%	80 25%	19 4%	104 21%	19 4%	99 23%	11 11%	8 4%	10 4%	75 17%	81 13%	104 12%	73 10%	110 14%
Education	35 3%	5 1%	10 5%	20 5%	9 2%	1 1%	26 5%	6 2%	12 4%	17 5%	9 2%	23 4%	11 2%	20 5%	3 3%	3 2%	5 2%	15 3%	16 3%	26 3%	23 3%	30 4%
National security	99 10%	51 13%	21 10%	25 7%	60 13%	10 12%	28 6%	55 15%	30 9%	12 4%	61 13%	32 6%	66 14%	28 6%	5 5%	26 13%	31 13%	50 11%	66 11%	84 10%	75 10%	68 9%
Gun rights	68 7%	14 3%	13 6%	39 10%	18 4%	1 1%	49 10%	9 2%	29 9%	29 9%	14 3%	51 10%	17 4%	48 11%	3 3%	8 4%	9 4%	35 8%	39 6%	54 6%	42 6%	58 8%
Healthcare	133 13%	29 7%	31 15%	68 18%	32 7%	8 9%	93 20%	22 6%	49 15%	58 19%	30 6%	93 18%	34 7%	84 19%	15 15%	8 4%	16 7%	62 14%	78 13%	120 14%	77 11%	108 14%
Taxes	54 5%	27 7%	11 5%	15 4%	30 6%	3 4%	20 4%	19 5%	22 7%	12 4%	28 6%	21 4%	29 6%	19 4%	6 6%	15 8%	11 5%	21 5%	26 4%	40 5%	39 5%	35 5%
Jobs and the economy	214 21%	103 26%	39 18%	66 17%	120 25%	16 19%	78 16%	88 24%	68 21%	55 18%	115 25%	85 17%	116 24%	74 17%	24 23%	52 26%	59 25%	76 17%	116 19%	169 20%	154 21%	152 20%
Cost of living	413 40%	173 43%	78 37%	151 40%	202 43%	35 42%	177 37%	149 40%	139 43%	119 38%	199 43%	190 37%	221 45%	150 34%	42 41%	80 40%	103 44%	154 34%	236 38%	339 40%	288 40%	302 40%
Drug abuse	42 4%	13 3%	21 10%	8 2%	16 3%	9 11%	17 4%	12 3%	22 7%	7 2%	22 5%	16 3%	23 5%	12 3%	7 7%	9 4%	6 2%	12 3%	16 3%	27 3%	29 4%	33 4%
Immigration	295 29%	199 49%	51 24%	41 11%	226 48%	20 24%	49 10%	194 52%	68 21%	26 8%	222 48%	61 12%	226 46%	46 10%	24 24%	101 50%	118 50%	141 31%	201 33%	259 30%	252 35%	184 24%
Crime	113 11%	49 12%	17 8%	40 11%	52 11%	6 7%	56 12%	46 12%	35 11%	32 10%	52 11%	56 11%	50 10%	52 12%	11 10%	19 10%	28 12%	42 9%	63 10%	93 11%	80 11%	79 10%
Political corruption	229 22%	84 21%	43 20%	88 23%	102 22%	17 20%	110 23%	80 22%	66 20%	79 25%	99 21%	120 24%	106 22%	99 22%	24 24%	48 24%	45 19%	102 23%	136 22%	201 23%	160 22%	169 22%
Race relations	45 4%	4 1%	15 7%	24 7%	5 1%	9 11%	31 7%	4 1%	16 5%	21 7%	9 2%	35 7%	5 1%	32 7%	8 8%	2 1%	3 1%	23 5%	31 5%	37 4%	28 4%	38 5%
Abortion	83 8%	13 3%	12 6%	56 15%	16 3%	7 8%	60 13%	11 3%	24 8%	42 14%	14 3%	66 13%	13 3%	63 14%	6 6%	6 3%	10 4%	42 9%	61 10%	72 8%	49 7%	74 10%

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[QIssues - Combined] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total	Party			Party-Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Something else (Please specify)	58 6%	15 4%	18 9%	20 5%	21 4%	5 7%	31 7%	20 5%	15 5%	23 7%	18 4%	37 7%	21 4%	35 8%	2 2%	8 4%	11 5%	36 8%	43 7%	54 6%	35 5%	45 6%
Unsure	14 1%	2 1%	5 3%	3 1%	4 1%	5 6%	6 1%	4 1%	6 2%	3 1%	5 1%	6 1%	4 1%	4 1%	5 5%	1 1%	1 *	5 1%	4 1%	10 1%	10 1%	9 1%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIssues - Combined] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	19	3	11	5	14	4	1	5	9	5	6	2	0	8	5	1	8	6
	2%	1%	3%	2%	2%	3%	1%	2%	2%	2%	2%	1%	%	3%	1%	1%	1%	1%
The environment and climate change	129	53	48	25	103	11	13	42	57	30	35	6	24	43	14	6	36	106
	13%	11%	14%	10%	13%	7%	13%	16%	13%	10%	14%	4%	11%	16%	4%	6%	5%	23%
Education	35	15	16	14	20	6	8	7	22	7	11	4	3	4	7	1	13	20
	3%	3%	5%	5%	3%	4%	8%	2%	5%	2%	4%	3%	1%	1%	2%	2%	2%	4%
National security	99	42	26	18	80	8	10	17	43	40	25	20	23	21	46	11	95	39
	10%	9%	8%	7%	10%	5%	10%	6%	9%	13%	10%	13%	11%	8%	13%	12%	13%	9%
Gun rights	68	28	26	18	50	8	10	17	36	14	23	6	12	19	11	6	23	48
	7%	6%	8%	7%	7%	5%	10%	6%	8%	5%	9%	4%	6%	7%	3%	6%	3%	11%
Healthcare	133	62	41	31	100	13	19	39	61	33	37	12	35	38	19	11	46	99
	13%	13%	12%	12%	13%	8%	18%	15%	13%	11%	15%	8%	17%	14%	5%	11%	6%	22%
Taxes	54	24	19	18	36	8	10	9	18	27	12	4	16	17	24	5	46	22
	5%	5%	6%	7%	5%	5%	10%	3%	4%	9%	5%	2%	8%	6%	7%	6%	6%	5%
Jobs and the economy	214	96	82	67	145	39	28	60	93	61	37	30	37	57	92	23	183	59
	21%	21%	24%	26%	19%	26%	27%	22%	21%	20%	15%	20%	17%	22%	26%	24%	25%	13%
Cost of living	413	176	145	115	293	75	40	117	173	123	110	60	92	112	153	40	313	140
	40%	38%	42%	45%	38%	49%	40%	44%	38%	40%	45%	39%	43%	43%	43%	43%	42%	31%
Drug abuse	42	12	21	17	25	10	7	16	16	10	6	7	5	8	12	3	29	15
	4%	3%	6%	7%	3%	6%	7%	6%	3%	3%	2%	4%	2%	3%	3%	3%	4%	3%
Immigration	295	168	58	68	227	40	28	51	140	104	56	76	69	39	177	42	377	73
	29%	36%	17%	27%	30%	26%	28%	19%	31%	34%	23%	50%	33%	15%	50%	45%	51%	16%
Crime	113	50	39	22	90	19	3	42	46	26	22	24	28	15	33	15	80	49
	11%	11%	11%	9%	12%	13%	3%	16%	10%	8%	9%	16%	13%	6%	9%	16%	11%	11%
Political corruption	229	105	75	42	184	24	18	49	112	68	67	32	46	67	85	14	162	98
	22%	23%	22%	17%	24%	16%	18%	18%	25%	22%	27%	21%	22%	25%	24%	15%	22%	22%
Race relations	45	15	21	14	31	10	4	20	15	10	7	3	7	11	4	1	4	35
	4%	3%	6%	5%	4%	6%	4%	8%	3%	3%	3%	2%	3%	4%	1%	1%	%	8%
Abortion	83	36	30	21	62	19	3	26	30	27	21	7	12	33	12	3	25	61
	8%	8%	9%	8%	8%	12%	3%	10%	7%	9%	9%	5%	6%	13%	3%	4%	3%	13%

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[QIssues - Combined] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Something else (Please specify)	58 6%	29 6%	18 5%	7 3%	50 7%	6 4%	1 1%	11 4%	25 6%	21 7%	8 3%	7 5%	8 4%	19 7%	15 4%	4 4%	33 4%	36 8%
Unsure	14 1%	6 1%	5 1%	3 1%	11 1%	3 2%	-	4 1%	7 2%	3 1%	5 2%	4 2%	2 1%	6 2%	3 1%	0 0%	4 1%	4 1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavBiden] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Joe Biden

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	403	144	179	220	234	78	56	39	75	66	105	119	179	223
	39%	37%	37%	41%	33%	69%	44%	36%	42%	40%	37%	41%	40%	39%
VERY/SOMEWHAT UNFAVORABLE	585	230	276	305	453	28	64	57	90	93	174	171	240	345
	57%	60%	58%	56%	64%	24%	51%	52%	50%	57%	61%	58%	53%	60%
Very Favorable	203	72	92	111	112	51	29	15	28	29	52	78	73	130
	20%	19%	19%	20%	16%	45%	23%	14%	16%	18%	18%	26%	16%	23%
Somewhat Favorable	200	72	87	109	122	27	27	24	46	37	52	41	107	94
	19%	19%	18%	20%	17%	24%	21%	22%	26%	22%	19%	14%	24%	16%
Heard of, No Opinion	39	11	22	17	15	8	5	13	14	4	4	3	32	7
	4%	3%	5%	3%	2%	7%	4%	12%	8%	3%	1%	1%	7%	1%
Somewhat Unfavorable	127	43	49	77	94	15	13	16	25	25	33	29	66	62
	12%	11%	10%	14%	13%	13%	10%	14%	14%	15%	12%	10%	15%	11%
Very Unfavorable	458	187	227	228	359	13	52	41	65	68	141	142	175	283
	44%	49%	48%	42%	51%	12%	41%	38%	36%	41%	50%	48%	39%	49%
Never heard of	2	-	0	2	1	-	1	-	-	1	1	-	1	1
	**%		**%	**%	**%		1%			1%	**%		**%	**%

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[QFavBiden] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Joe Biden

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	403	106	111	115	70	217	185	119	114	100	97	65	67	54	192	40	123
	39%	34%	35%	45%	48%	35%	46%	30%	38%	42%	38%	34%	35%	44%	39%	43%	40%
VERY/SOMEWHAT UNFAVORABLE	585	184	190	136	72	374	208	273	177	121	145	121	124	64	280	45	182
	57%	60%	60%	54%	48%	60%	52%	68%	60%	51%	57%	63%	65%	51%	57%	48%	59%
Very Favorable	203	62	52	45	43	114	88	61	51	47	44	41	35	25	90	15	79
	20%	20%	16%	18%	29%	18%	22%	15%	17%	20%	17%	21%	19%	20%	18%	17%	26%
Somewhat Favorable	200	44	59	69	27	103	97	58	63	52	54	24	31	29	102	24	44
	19%	14%	19%	27%	18%	16%	24%	14%	21%	22%	21%	12%	16%	23%	21%	26%	14%
Heard of, No Opinion	39	16	16	1	6	32	7	9	6	16	11	5	1	6	23	8	2
	4%	5%	5%	*%	4%	5%	2%	2%	2%	7%	4%	3%	*%	5%	5%	8%	1%
Somewhat Unfavorable	127	28	53	28	19	80	47	55	39	32	31	27	24	15	69	13	30
	12%	9%	17%	11%	13%	13%	12%	14%	13%	13%	12%	14%	12%	12%	14%	14%	10%
Very Unfavorable	458	156	138	108	52	294	161	218	138	89	114	94	100	49	211	32	152
	44%	51%	43%	43%	35%	47%	40%	54%	46%	38%	45%	49%	52%	40%	43%	34%	50%
Never heard of	2	1	-	1	-	1	1	1	1	1	1	-	-	-	1	1	-
	*%	*%		*%		*%	*%	*%	*%	1%	*%				*%	1%	

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[QFavBiden] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Joe Biden

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
VERY/SOMEWHAT FAVORABLE	403 39%	26 6%	61 29%	305 81%	33 7%	11 14%	358 76%	25 7%	134 41%	240 77%	20 4%	369 73%	29 6%	360 82%	14 14%	8 4%	13 5%	200 44%	255 41%	343 40%	218 30%	357 47%
VERY/SOMEWHAT UNFAVORABLE	585 57%	374 93%	130 62%	59 16%	432 92%	55 65%	98 21%	344 92%	166 51%	61 19%	434 94%	113 22%	449 92%	62 14%	73 72%	190 95%	217 93%	244 54%	349 57%	494 58%	475 66%	368 48%
Very Favorable	203 20%	10 2%	26 12%	166 44%	11 2%	1 1%	191 40%	12 3%	67 21%	124 40%	9 2%	192 38%	12 2%	189 43%	2 2%	4 2%	4 2%	111 25%	122 20%	173 20%	106 15%	184 24%
Somewhat Favorable	200 19%	16 4%	35 17%	140 37%	22 5%	11 13%	167 35%	14 4%	67 21%	116 37%	11 2%	178 35%	17 3%	171 39%	13 12%	4 2%	9 4%	89 20%	133 22%	170 20%	113 16%	173 23%
Heard of, No Opinion	39 4%	4 1%	20 9%	12 3%	6 1%	16 20%	17 3%	3 1%	24 7%	12 4%	9 2%	25 5%	8 2%	17 4%	13 13%	2 1%	4 2%	7 1%	12 2%	21 2%	24 3%	34 4%
Somewhat Unfavorable	127 12%	41 10%	36 17%	41 11%	51 11%	21 25%	55 12%	36 10%	50 15%	35 11%	47 10%	65 13%	48 10%	43 10%	36 35%	13 7%	33 14%	51 11%	75 12%	104 12%	83 12%	95 12%
Very Unfavorable	458 44%	333 83%	94 44%	18 5%	381 81%	34 40%	43 9%	308 83%	117 36%	26 8%	387 84%	48 10%	401 82%	19 4%	37 36%	177 88%	184 79%	193 43%	274 44%	389 45%	391 54%	273 36%
Never heard of	2 *%	0 *%	0 *%	-	1 *%	1 1%	-	0 *%	0 *%	1 *%	1 *%	-	1 *%	-	1 1%	-	0 *%	0 *%	-	0 *%	1 *%	2 *%

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[QFavBiden] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Joe Biden

	Total Total (LE)	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
		Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
VERY/SOMEWHAT FAVORABLE	403 39%	168 36%	151 44%	97 38%	301 39%	56 36%	41 41%	138 52%	179 39%	87 28%	105 43%	21 14%	76 36%	135 52%	14 4%	12 13%	51 7%	365 80%
VERY/SOMEWHAT UNFAVORABLE	585 57%	288 62%	165 48%	142 56%	440 57%	90 59%	52 51%	115 43%	259 57%	211 69%	132 54%	128 84%	131 62%	115 44%	339 95%	79 85%	685 93%	85 19%
Very Favorable	203 20%	87 19%	71 21%	51 20%	151 20%	31 20%	21 20%	65 24%	90 20%	48 16%	56 23%	13 8%	39 19%	54 21%	6 2%	3 3%	22 3%	210 46%
Somewhat Favorable	200 19%	81 17%	80 23%	46 18%	150 20%	25 16%	21 20%	73 27%	88 19%	39 13%	49 20%	9 6%	36 17%	81 31%	8 2%	9 9%	29 4%	155 34%
Heard of, No Opinion	39 4%	8 2%	26 8%	16 6%	23 3%	8 5%	8 8%	13 5%	17 4%	9 3%	9 3%	3 2%	5 2%	10 4%	3 1%	2 2%	3 *%	6 1%
Somewhat Unfavorable	127 12%	48 10%	48 14%	36 14%	91 12%	25 16%	11 11%	34 13%	52 11%	41 13%	32 13%	21 14%	26 12%	33 12%	29 8%	18 20%	82 11%	54 12%
Very Unfavorable	458 44%	240 52%	118 34%	106 42%	348 45%	65 42%	41 40%	81 30%	207 45%	170 55%	100 41%	107 70%	105 50%	83 32%	310 87%	61 65%	603 82%	31 7%
Never heard of	2 *%	1 *%	1 *%	- *%	2 *%	- *%	- *%	1 *%	0 *%	1 *%	0 *%	1 *%	0 *%	1 *%	1 *%	- *%	1 *%	- *%

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[QFavHarris] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Kamala Harris

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	397	132	169	222	232	78	52	46	69	65	104	113	180	217
	39%	34%	35%	41%	33%	69%	42%	42%	38%	40%	37%	39%	40%	38%
VERY/SOMEWHAT UNFAVORABLE	550	221	266	281	434	20	61	38	88	89	166	170	215	336
	53%	57%	56%	52%	62%	18%	49%	35%	49%	54%	59%	58%	47%	58%
Very Favorable	196	62	83	109	111	46	26	17	28	30	57	63	76	121
	19%	16%	17%	20%	16%	41%	21%	16%	16%	18%	20%	22%	17%	21%
Somewhat Favorable	201	70	86	114	121	32	27	29	40	36	47	50	104	97
	20%	18%	18%	21%	17%	28%	21%	26%	22%	22%	17%	17%	23%	17%
Heard of, No Opinion	73	26	36	37	35	14	8	21	20	10	12	11	51	22
	7%	7%	8%	7%	5%	12%	6%	19%	11%	6%	4%	4%	11%	4%
Somewhat Unfavorable	113	46	45	68	77	8	21	11	29	23	27	24	63	51
	11%	12%	9%	13%	11%	7%	17%	10%	16%	14%	10%	8%	14%	9%
Very Unfavorable	437	175	221	213	357	12	40	27	59	66	139	146	152	285
	42%	46%	46%	39%	51%	11%	32%	25%	33%	40%	49%	50%	34%	49%
Never heard of	9	5	6	3	2	2	5	4	2	1	1	-	8	1
	1%	1%	1%	1%	0%	2%	4%	4%	1%	1%	0%	0%	2%	0%

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 -Kamala Harris

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	397	112	114	106	66	226	171	122	111	113	91	69	58	47	191	36	120
	39%	37%	36%	42%	44%	36%	43%	30%	37%	48%	36%	36%	30%	38%	39%	39%	39%
VERY/SOMEWHAT UNFAVORABLE	550	167	171	134	74	338	208	255	175	97	141	110	126	67	262	44	176
	53%	54%	54%	53%	50%	54%	52%	63%	59%	41%	55%	58%	66%	54%	53%	48%	58%
Very Favorable	196	68	48	40	40	116	80	64	47	54	46	29	32	23	90	15	73
	19%	22%	15%	16%	27%	19%	20%	16%	16%	23%	18%	15%	17%	19%	18%	16%	24%
Somewhat Favorable	201	44	66	66	25	110	91	58	64	59	45	40	26	24	101	21	47
	20%	14%	21%	26%	17%	18%	23%	14%	21%	25%	18%	21%	14%	19%	20%	23%	15%
Heard of, No Opinion	73	21	31	13	8	52	21	24	11	22	22	12	6	10	41	11	9
	7%	7%	10%	5%	6%	8%	5%	6%	4%	9%	8%	6%	3%	8%	8%	11%	3%
Somewhat Unfavorable	113	25	39	29	19	65	48	41	35	19	33	19	25	18	65	13	24
	11%	8%	12%	11%	13%	10%	12%	10%	12%	8%	13%	10%	13%	14%	13%	14%	8%
Very Unfavorable	437	141	132	105	55	274	160	214	140	78	107	91	101	50	197	32	152
	42%	46%	42%	42%	37%	44%	40%	53%	47%	33%	42%	48%	53%	40%	40%	34%	50%
Never heard of	9	8	1	-	-	9	-	2	-	6	1	-	1	-	2	2	-
	1%	3%	*%			1%		*%		3%	*%		*%		*%	2%	

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 -Kamala Harris

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029	403	212	377	473	83	473	373	324	313	464	507	487	439	102	200	234	451	616	858	718	760
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	397	29	60	298	35	15	347	27	123	241	27	356	30	339	28	9	17	190	247	340	209	350
	39%	7%	28%	79%	7%	18%	73%	7%	38%	77%	6%	70%	6%	77%	27%	4%	7%	42%	40%	40%	29%	46%
VERY/SOMEWHAT UNFAVORABLE	550	359	122	52	417	48	85	336	154	52	415	106	434	63	53	183	207	245	343	470	461	345
	53%	89%	57%	14%	88%	58%	18%	90%	47%	17%	90%	21%	89%	14%	52%	91%	89%	54%	56%	55%	64%	45%
Very Favorable	196	12	18	163	13	0	183	13	68	115	13	180	14	180	3	4	5	95	118	162	98	177
	19%	3%	8%	43%	3%	0%	39%	3%	21%	37%	3%	36%	3%	41%	3%	2%	2%	21%	19%	19%	14%	23%
Somewhat Favorable	201	17	42	134	22	15	165	14	54	126	14	176	16	160	25	5	12	95	129	178	111	173
	20%	4%	20%	36%	5%	18%	35%	4%	17%	40%	3%	35%	3%	36%	25%	2%	5%	21%	21%	21%	15%	23%
Heard of, No Opinion	73	13	26	26	18	19	35	10	42	19	20	40	23	31	19	8	10	15	27	43	44	62
	7%	3%	12%	7%	4%	23%	7%	3%	13%	6%	4%	8%	5%	7%	19%	4%	4%	3%	4%	5%	6%	8%
Somewhat Unfavorable	113	37	36	35	42	15	56	29	49	31	40	65	50	43	20	15	22	47	64	93	75	89
	11%	9%	17%	9%	9%	18%	12%	8%	15%	10%	9%	13%	10%	10%	20%	8%	9%	11%	10%	11%	10%	12%
Very Unfavorable	437	323	85	17	374	34	29	306	104	21	375	42	384	20	33	167	186	198	278	377	387	257
	42%	80%	40%	4%	79%	40%	6%	82%	32%	7%	81%	8%	79%	5%	32%	83%	79%	44%	45%	44%	54%	34%
Never heard of	9	2	4	1	3	1	5	-	6	1	2	5	1	6	2	1	-	1	-	4	4	3
	1%	0%	2%	0%	1%	1%	1%	0%	2%	0%	0%	1%	0%	1%	2%	0%	0%	0%	0%	1%	1%	0%

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	Total Total (LE)	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
		Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
VERY/SOMEWHAT FAVORABLE	397 39%	152 33%	159 46%	85 33%	307 40%	51 34%	33 33%	131 49%	171 38%	95 31%	98 40%	21 13%	66 31%	141 54%	18 5%	11 11%	49 7%	336 74%
VERY/SOMEWHAT UNFAVORABLE	550 53%	287 62%	143 42%	140 55%	408 53%	86 56%	54 53%	104 39%	252 55%	194 63%	129 52%	125 82%	128 60%	102 39%	326 91%	78 84%	662 89%	83 18%
Very Favorable	196 19%	82 18%	69 20%	47 18%	146 19%	29 19%	18 18%	74 28%	77 17%	45 15%	48 19%	7 4%	38 18%	59 23%	9 2%	3 3%	22 3%	184 40%
Somewhat Favorable	201 20%	71 15%	90 26%	38 15%	160 21%	22 15%	16 16%	57 21%	94 21%	50 16%	51 21%	14 9%	28 13%	82 31%	9 3%	8 9%	27 4%	152 33%
Heard of, No Opinion	73 7%	25 5%	35 10%	27 11%	45 6%	14 9%	13 13%	31 11%	31 7%	12 4%	18 7%	7 4%	14 6%	16 6%	13 4%	4 4%	25 3%	36 8%
Somewhat Unfavorable	113 11%	48 10%	40 12%	40 16%	72 9%	28 18%	13 13%	34 13%	49 11%	30 10%	32 13%	12 8%	31 14%	27 10%	27 8%	12 12%	57 8%	54 12%
Very Unfavorable	437 42%	240 52%	103 30%	99 39%	336 44%	59 38%	41 40%	70 26%	203 45%	164 53%	97 40%	114 74%	97 46%	75 29%	299 83%	66 71%	605 82%	30 6%
Never heard of	9 1%	0 *%	7 2%	3 1%	6 1%	1 1%	1 1%	2 1%	1 *%	6 2%	0 *%	0 *%	4 2%	2 1%	1 *%	1 1%	4 1%	0 *%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavTrump] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Donald Trump

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	439	152	230	206	333	21	49	37	70	68	135	128	176	263
	43%	39%	48%	38%	47%	18%	39%	34%	39%	41%	48%	44%	39%	46%
VERY/SOMEWHAT UNFAVORABLE	560	222	223	331	357	89	73	69	97	90	142	161	256	304
	54%	58%	47%	61%	51%	78%	58%	63%	54%	55%	50%	55%	56%	53%
Very Favorable	276	99	153	120	205	12	39	21	43	43	88	81	108	169
	27%	26%	32%	22%	29%	10%	31%	20%	24%	26%	31%	28%	24%	29%
Somewhat Favorable	162	52	77	86	128	9	10	16	27	26	47	47	68	94
	16%	14%	16%	16%	18%	8%	8%	14%	15%	16%	17%	16%	15%	16%
Heard of, No Opinion	30	10	24	6	11	4	4	3	12	6	5	4	21	9
	3%	3%	5%	1%	2%	3%	3%	3%	7%	4%	2%	1%	5%	2%
Somewhat Unfavorable	85	44	37	48	55	17	10	13	15	13	23	21	41	44
	8%	12%	8%	9%	8%	15%	8%	12%	8%	8%	8%	7%	9%	8%
Very Unfavorable	474	178	186	283	302	72	64	55	82	77	120	140	215	259
	46%	46%	39%	52%	43%	63%	51%	51%	46%	47%	42%	48%	47%	45%
Never heard of	1	1	1	0	1	-	-	-	1	-	0	-	1	0
	**%	**%	**%	**%	**%	**%	**%	**%	**%	**%	**%	**%	**%	**%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavTrump] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Donald Trump

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	439	155	140	94	47	295	142	214	117	93	100	97	96	45	208	34	143
	43%	51%	44%	37%	32%	47%	35%	53%	39%	39%	39%	51%	50%	36%	42%	37%	47%
VERY/SOMEWHAT UNFAVORABLE	560	138	164	155	99	303	255	177	178	131	146	89	94	77	267	53	162
	54%	45%	52%	62%	67%	48%	64%	44%	60%	55%	57%	47%	49%	63%	54%	57%	53%
Very Favorable	276	113	83	54	24	196	78	141	63	63	66	64	61	19	131	20	98
	27%	37%	26%	21%	16%	31%	20%	35%	21%	27%	26%	33%	32%	16%	27%	22%	32%
Somewhat Favorable	162	42	57	40	23	99	63	74	54	29	34	33	35	26	76	14	45
	16%	14%	18%	16%	16%	16%	16%	18%	18%	12%	13%	17%	18%	21%	15%	15%	15%
Heard of, No Opinion	30	13	13	3	1	26	4	9	2	14	9	5	1	1	21	5	1
	3%	4%	4%	1%	1%	4%	1%	2%	1%	6%	4%	2%	1%	1%	4%	5%	1%
Somewhat Unfavorable	85	25	27	14	18	52	32	30	25	20	24	15	15	10	44	7	21
	8%	8%	9%	6%	12%	8%	8%	7%	8%	9%	9%	8%	8%	8%	9%	7%	7%
Very Unfavorable	474	113	137	141	82	250	223	147	153	110	122	75	79	68	223	47	141
	46%	37%	43%	56%	55%	40%	56%	37%	51%	46%	48%	39%	42%	55%	45%	50%	46%
Never heard of	1	1	-	-	-	1	-	1	-	1	-	-	-	-	-	1	-
	1%	1%	-	-	-	1%	-	1%	-	1%	-	-	-	-	1%	-	-

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavTrump] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Donald Trump

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
VERY/SOMEWHAT FAVORABLE	439 43%	329 82%	67 32%	32 9%	377 80%	21 25%	41 9%	294 79%	116 36%	23 7%	384 83%	39 8%	392 80%	27 6%	20 20%	195 97%	166 71%	179 40%	252 41%	356 41%	368 51%	263 35%
VERY/SOMEWHAT UNFAVORABLE	560 54%	68 17%	126 60%	342 91%	88 19%	46 55%	426 90%	75 20%	188 58%	286 91%	67 14%	458 90%	82 17%	411 93%	66 65%	4 2%	63 27%	262 58%	354 57%	486 57%	327 46%	472 62%
Very Favorable	276 27%	219 54%	36 17%	18 5%	249 53%	7 8%	20 4%	201 54%	57 18%	15 5%	249 54%	19 4%	255 52%	12 3%	9 8%	158 79%	84 36%	111 25%	160 26%	222 26%	235 33%	163 21%
Somewhat Favorable	162 16%	109 27%	31 15%	15 4%	128 27%	14 16%	20 4%	92 25%	59 18%	8 3%	135 29%	20 4%	137 28%	14 3%	11 11%	37 18%	83 35%	68 15%	93 15%	134 16%	133 19%	100 13%
Heard of, No Opinion	30 3%	6 2%	19 9%	2 1%	7 2%	17 20%	6 1%	4 1%	21 6%	3 1%	12 3%	10 2%	12 3%	2 *	15 15%	1 *	5 2%	10 2%	10 2%	17 2%	22 3%	24 3%
Somewhat Unfavorable	85 8%	32 8%	28 13%	22 6%	42 9%	15 18%	28 6%	32 9%	35 11%	12 4%	41 9%	34 7%	40 8%	20 4%	26 25%	1 1%	32 14%	33 7%	51 8%	75 9%	57 8%	59 8%
Very Unfavorable	474 46%	36 9%	98 46%	320 85%	45 10%	31 37%	398 84%	43 11%	152 47%	275 88%	26 6%	424 84%	43 9%	391 89%	41 40%	3 1%	30 13%	229 51%	303 49%	411 48%	270 38%	413 54%
Never heard of	1 *%	1 *%	-	-	1 *%	0 *%	-	1 *%	-	-	1 *%	-	1 *%	-	0 *%	1 *%	-	0 *%	-	-	1 *%	1 *%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavTrump] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Donald Trump

	Total Total (LE)	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
		Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
VERY/SOMEWHAT FAVORABLE	439 43%	226 49%	119 35%	115 45%	321 42%	67 44%	48 47%	85 32%	192 42%	162 53%	86 35%	103 68%	104 49%	69 26%	336 94%	39 42%	608 82%	49 11%
VERY/SOMEWHAT UNFAVORABLE	560 54%	232 50%	208 61%	129 51%	425 56%	83 54%	45 45%	170 64%	256 56%	134 44%	158 64%	46 30%	105 50%	183 70%	19 5%	51 54%	121 16%	404 89%
Very Favorable	276 27%	135 29%	81 24%	66 26%	208 27%	38 25%	27 27%	62 23%	109 24%	106 35%	44 18%	69 45%	64 30%	43 17%	240 67%	8 8%	404 55%	23 5%
Somewhat Favorable	162 16%	91 20%	38 11%	49 19%	114 15%	29 19%	20 20%	24 9%	83 18%	56 18%	42 17%	34 22%	40 19%	25 10%	95 27%	32 34%	204 28%	26 6%
Heard of, No Opinion	30 3%	6 1%	16 5%	11 4%	19 3%	3 2%	7 7%	11 4%	8 2%	10 3%	3 1%	4 2%	3 1%	9 3%	3 1%	3 3%	10 1%	2 *
Somewhat Unfavorable	85 8%	35 8%	34 10%	16 6%	68 9%	10 6%	6 6%	18 7%	48 11%	18 6%	27 11%	13 9%	17 8%	21 8%	11 3%	25 27%	48 6%	30 7%
Very Unfavorable	474 46%	198 43%	174 51%	113 44%	357 47%	74 48%	40 39%	152 57%	207 46%	116 38%	131 53%	32 21%	88 42%	162 62%	8 2%	25 27%	73 10%	374 82%
Never heard of	1 *%	1 *%	-	1 *%	0 *%	-	1 1%	-	-	1 *%	-	-	-	1 *%	1 *%	-	0 *%	-

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavGOP] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-The Republican Party

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	445	160	229	216	336	28	53	37	79	69	135	125	185	260
	43%	42%	48%	40%	48%	24%	42%	34%	44%	42%	48%	43%	41%	45%
VERY/SOMEWHAT UNFAVORABLE	535	208	222	305	347	76	67	64	87	84	139	162	235	301
	52%	54%	47%	56%	49%	67%	53%	59%	49%	51%	49%	55%	52%	52%
Very Favorable	179	64	91	89	134	12	24	17	35	22	57	49	74	105
	17%	17%	19%	16%	19%	10%	19%	16%	20%	13%	20%	17%	16%	18%
Somewhat Favorable	266	96	139	127	202	16	28	20	44	47	78	77	111	155
	26%	25%	29%	23%	29%	14%	22%	18%	25%	28%	28%	26%	25%	27%
Heard of, No Opinion	44	15	26	17	19	7	6	6	12	11	8	6	29	15
	4%	4%	6%	3%	3%	6%	5%	6%	6%	7%	3%	2%	6%	3%
Somewhat Unfavorable	180	84	77	101	137	17	19	24	30	24	44	59	77	103
	17%	22%	16%	19%	20%	15%	15%	22%	17%	14%	16%	20%	17%	18%
Very Unfavorable	356	124	146	204	210	59	48	40	57	60	95	103	158	198
	35%	32%	30%	38%	30%	52%	38%	37%	32%	37%	34%	35%	35%	34%
Never heard of	4	1	-	4	0	3	1	1	1	1	1	-	3	1
	**%	**%		1%	**%	2%	1%	1%	1%	**%	**%		1%	**%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavGOP] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-The Republican Party

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	445	164	142	87	51	306	137	219	116	93	104	96	91	49	213	31	138
	43%	53%	45%	34%	34%	49%	34%	55%	39%	39%	41%	50%	48%	40%	43%	33%	45%
VERY/SOMEWHAT UNFAVORABLE	535	125	156	160	93	281	253	169	176	122	142	89	93	72	257	50	166
	52%	41%	49%	63%	63%	45%	63%	42%	59%	51%	56%	47%	49%	58%	52%	53%	54%
Very Favorable	179	75	51	33	19	127	51	90	43	45	35	41	35	18	79	15	64
	17%	24%	16%	13%	13%	20%	13%	22%	14%	19%	14%	21%	18%	14%	16%	16%	21%
Somewhat Favorable	266	89	90	54	32	179	86	129	73	48	68	55	56	32	134	15	73
	26%	29%	28%	21%	22%	29%	21%	32%	25%	20%	27%	29%	30%	26%	27%	17%	24%
Heard of, No Opinion	44	15	19	5	4	34	9	13	5	20	8	6	7	2	24	11	2
	4%	5%	6%	2%	3%	6%	2%	3%	2%	8%	3%	3%	3%	1%	5%	11%	1%
Somewhat Unfavorable	180	45	54	55	26	99	81	70	67	39	47	34	40	20	91	9	57
	17%	15%	17%	22%	17%	16%	20%	17%	23%	16%	18%	18%	21%	16%	18%	10%	19%
Very Unfavorable	356	80	102	104	68	182	172	100	110	83	96	55	53	52	167	41	109
	35%	26%	32%	41%	46%	29%	43%	25%	37%	35%	38%	29%	28%	42%	34%	44%	36%
Never heard of	4	3	-	1	-	3	1	0	-	2	0	-	-	1	1	2	-
	0.4%	1%	0%	0.4%	0%	0.4%	0.3%	0%	0%	0.2%	0%	0%	0%	0.1%	0.2%	0.7%	0%

Echelon Insights
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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavGOP] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-The Republican Party

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
VERY/SOMEWHAT FAVORABLE	445 43%	334 83%	73 34%	33 9%	376 80%	27 32%	42 9%	297 80%	112 34%	28 9%	371 80%	59 12%	389 80%	26 6%	30 30%	174 87%	183 78%	190 42%	257 42%	359 42%	372 52%	265 35%
VERY/SOMEWHAT UNFAVORABLE	535 52%	62 15%	119 56%	331 88%	85 18%	36 44%	414 88%	68 18%	183 56%	279 89%	77 17%	431 85%	86 18%	398 91%	52 51%	21 11%	47 20%	250 55%	343 56%	475 55%	312 43%	453 60%
Very Favorable	179 17%	156 39%	16 8%	7 2%	166 35%	3 3%	11 2%	132 35%	37 11%	10 3%	165 36%	10 2%	169 35%	8 2%	2 2%	87 43%	77 33%	69 15%	96 16%	138 16%	159 22%	100 13%
Somewhat Favorable	266 26%	178 44%	56 27%	26 7%	211 45%	24 29%	31 7%	165 44%	75 23%	18 6%	206 44%	49 10%	219 45%	19 4%	28 28%	87 44%	106 45%	121 27%	162 26%	221 26%	213 30%	165 22%
Heard of, No Opinion	44 4%	7 2%	20 9%	11 3%	11 2%	19 23%	14 3%	8 2%	28 9%	5 1%	15 3%	16 3%	13 3%	13 3%	18 18%	5 3%	5 2%	10 2%	15 2%	24 3%	30 4%	39 5%
Somewhat Unfavorable	180 17%	45 11%	52 25%	77 20%	63 13%	17 20%	100 21%	43 12%	69 21%	64 20%	58 13%	108 21%	62 13%	94 21%	24 24%	16 8%	39 17%	72 16%	112 18%	163 19%	118 16%	140 18%
Very Unfavorable	356 35%	17 4%	67 32%	254 68%	22 5%	20 24%	314 66%	25 7%	114 35%	215 69%	18 4%	322 64%	23 5%	304 69%	28 27%	5 3%	8 3%	178 39%	231 37%	311 36%	194 27%	313 41%
Never heard of	4 *%	1 *%	-	1 *%	1 *%	1 1%	3 1%	-	2 1%	2 1%	1 *%	2 *%	-	3 1%	2 2%	-	-	1 *%	1 *%	1 *%	4 *%	4 *%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavGOP] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-The Republican Party

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	445	229	122	117	326	70	47	87	198	160	87	110	101	66	300	66	592	61
	43%	49%	36%	46%	42%	45%	47%	33%	44%	52%	35%	72%	48%	25%	84%	71%	80%	13%
VERY/SOMEWHAT UNFAVORABLE	535	223	194	119	412	72	47	163	238	134	149	40	106	176	50	25	131	388
	52%	48%	56%	47%	54%	47%	46%	61%	52%	44%	61%	26%	50%	68%	14%	27%	18%	85%
Very Favorable	179	91	49	52	125	30	22	43	76	61	32	43	42	28	143	21	264	6
	17%	20%	14%	20%	16%	20%	22%	16%	17%	20%	13%	28%	20%	11%	40%	23%	36%	1%
Somewhat Favorable	266	138	74	65	200	39	25	44	122	100	55	67	59	38	157	45	328	54
	26%	30%	21%	25%	26%	26%	25%	17%	27%	32%	22%	44%	28%	14%	44%	48%	44%	12%
Heard of, No Opinion	44	10	26	16	28	9	7	15	18	12	9	3	4	17	9	1	14	7
	4%	2%	7%	6%	4%	6%	7%	5%	4%	4%	4%	2%	2%	7%	2%	1%	2%	2%
Somewhat Unfavorable	180	78	57	44	135	26	18	52	79	49	46	25	42	36	38	17	94	78
	17%	17%	17%	17%	18%	17%	18%	19%	17%	16%	18%	16%	20%	14%	11%	19%	13%	17%
Very Unfavorable	356	145	137	75	277	46	29	111	160	85	104	15	64	141	11	8	36	310
	35%	31%	40%	30%	36%	30%	29%	42%	35%	28%	42%	10%	30%	54%	3%	9%	5%	68%
Never heard of	4	2	2	3	1	3	-	2	1	1	1	-	-	2	-	1	3	1
	*%	*%	1%	1%	*%	2%		1%	*%	*%	1%			1%		1%	*%	*%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavDem] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-The Democratic Party

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	430	151	181	244	240	85	65	54	77	64	112	122	196	234
	42%	39%	38%	45%	34%	75%	52%	50%	43%	39%	40%	42%	43%	41%
VERY/SOMEWHAT UNFAVORABLE	545	217	270	272	434	21	56	44	86	91	160	164	221	324
	53%	57%	57%	50%	62%	18%	44%	41%	48%	55%	57%	56%	49%	56%
Very Favorable	205	68	94	111	103	50	34	23	37	28	52	65	88	117
	20%	18%	20%	20%	15%	44%	27%	21%	20%	17%	18%	22%	19%	20%
Somewhat Favorable	226	83	87	133	136	35	31	31	41	36	60	58	108	117
	22%	22%	18%	25%	19%	31%	25%	29%	23%	22%	21%	20%	24%	20%
Heard of, No Opinion	52	16	25	27	28	8	5	9	16	9	10	7	35	17
	5%	4%	5%	5%	4%	7%	4%	9%	9%	6%	3%	2%	8%	3%
Somewhat Unfavorable	186	76	84	103	149	11	15	19	38	42	45	42	99	88
	18%	20%	18%	19%	21%	10%	12%	17%	21%	26%	16%	14%	22%	15%
Very Unfavorable	358	141	187	169	284	10	41	25	48	49	115	122	122	236
	35%	37%	39%	31%	40%	9%	32%	23%	27%	30%	41%	41%	27%	41%
Never heard of	2	-	1	1	1	-	-	1	-	-	1	-	1	1
	**%		**%	**%	**%			1%			**%		**%	**%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavDem] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-The Democratic Party

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	430	119	128	114	69	247	183	129	110	103	110	78	63	56	204	45	127
	42%	39%	40%	45%	47%	40%	46%	32%	37%	43%	43%	41%	33%	45%	41%	49%	41%
VERY/SOMEWHAT UNFAVORABLE	545	170	166	131	74	336	205	253	177	112	132	104	120	66	260	39	175
	53%	55%	52%	52%	50%	54%	51%	63%	59%	47%	52%	55%	63%	53%	52%	42%	57%
Very Favorable	205	72	48	49	35	120	84	58	45	46	50	44	31	21	93	18	71
	20%	23%	15%	19%	24%	19%	21%	14%	15%	19%	20%	23%	16%	17%	19%	20%	23%
Somewhat Favorable	226	47	79	65	34	127	99	71	65	57	60	35	33	34	111	27	55
	22%	15%	25%	26%	23%	20%	25%	18%	22%	24%	24%	18%	17%	28%	22%	29%	18%
Heard of, No Opinion	52	17	24	7	4	41	11	19	9	22	12	8	6	2	31	9	4
	5%	6%	8%	3%	3%	7%	3%	5%	3%	9%	5%	4%	3%	2%	6%	10%	1%
Somewhat Unfavorable	186	45	58	53	30	103	83	81	68	30	54	29	42	27	108	19	42
	18%	15%	18%	21%	20%	16%	21%	20%	23%	13%	21%	15%	22%	22%	22%	21%	14%
Very Unfavorable	358	125	108	79	44	233	122	173	109	82	78	75	79	39	152	19	133
	35%	41%	34%	31%	29%	37%	31%	43%	37%	34%	31%	39%	41%	31%	31%	21%	43%
Never heard of	2	1	-	-	1	1	1	0	1	0	-	-	1	-	1	-	-
	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavDem] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-The Democratic Party

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
VERY/SOMEWHAT FAVORABLE	430 42%	29 7%	64 30%	329 87%	40 8%	13 15%	377 80%	29 8%	134 41%	261 83%	29 6%	383 75%	42 9%	365 83%	23 22%	13 7%	19 8%	196 43%	259 42%	358 42%	229 32%	380 50%
VERY/SOMEWHAT UNFAVORABLE	545 53%	361 90%	129 61%	35 9%	416 88%	49 59%	80 17%	336 90%	159 49%	42 14%	414 89%	102 20%	425 87%	59 13%	61 60%	181 90%	207 88%	244 54%	337 55%	467 54%	452 63%	336 44%
Very Favorable	205 20%	7 2%	15 7%	182 48%	8 2%	-	196 42%	9 2%	64 20%	132 42%	7 2%	192 38%	11 2%	188 43%	5 5%	3 2%	3 1%	100 22%	118 19%	168 20%	107 15%	192 25%
Somewhat Favorable	226 22%	22 6%	49 23%	146 39%	32 7%	13 15%	181 38%	20 5%	70 22%	129 41%	22 5%	191 38%	31 6%	177 40%	18 17%	10 5%	16 7%	95 21%	141 23%	190 22%	122 17%	188 25%
Heard of, No Opinion	52 5%	12 3%	19 9%	13 3%	15 3%	21 26%	15 3%	7 2%	30 9%	10 3%	18 4%	23 5%	19 4%	15 4%	18 17%	6 3%	8 3%	11 2%	20 3%	32 4%	36 5%	42 6%
Somewhat Unfavorable	186 18%	89 22%	59 28%	27 7%	108 23%	23 27%	56 12%	78 21%	75 23%	30 10%	104 23%	66 13%	110 23%	42 10%	34 33%	34 17%	64 27%	80 18%	108 17%	155 18%	140 20%	135 18%
Very Unfavorable	358 35%	272 67%	70 33%	8 2%	308 65%	26 31%	24 5%	257 69%	85 26%	12 4%	310 67%	36 7%	315 65%	16 4%	27 26%	147 73%	143 61%	164 36%	230 37%	312 36%	312 43%	201 26%
Never heard of	2 *%	2 *%	-	-	2 *%	0 *%	-	1 *%	-	1 *%	2 *%	-	1 *%	-	1 1%	-	1 *%	1 *%	-	2 *%	1 *%	1 *%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavDem] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-The Democratic Party

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	430	175	167	102	326	63	39	150	181	99	108	26	77	146	24	11	54	377
	42%	38%	49%	40%	42%	41%	38%	56%	40%	32%	44%	17%	36%	56%	7%	12%	7%	83%
VERY/SOMEWHAT UNFAVORABLE	545	281	147	133	408	78	55	98	253	194	126	124	129	98	321	81	652	68
	53%	60%	43%	52%	53%	51%	54%	37%	56%	63%	51%	81%	61%	38%	90%	86%	88%	15%
Very Favorable	205	81	82	54	150	36	18	78	82	45	50	11	42	53	5	2	8	202
	20%	17%	24%	21%	20%	23%	18%	29%	18%	15%	20%	7%	20%	20%	1%	2%	1%	44%
Somewhat Favorable	226	94	85	48	175	27	20	72	99	54	58	15	35	92	18	9	46	175
	22%	20%	25%	19%	23%	18%	20%	27%	22%	18%	23%	10%	17%	35%	5%	9%	6%	38%
Heard of, No Opinion	52	8	28	19	31	12	8	18	20	13	12	3	6	17	12	2	31	11
	5%	2%	8%	8%	4%	8%	8%	7%	4%	4%	5%	2%	3%	6%	3%	2%	4%	2%
Somewhat Unfavorable	186	90	53	55	131	30	25	42	88	57	52	28	50	41	67	32	151	45
	18%	19%	15%	22%	17%	20%	24%	16%	19%	18%	21%	18%	24%	16%	19%	35%	20%	10%
Very Unfavorable	358	191	94	78	277	48	30	57	165	137	74	96	78	58	254	48	501	23
	35%	41%	27%	31%	36%	31%	30%	21%	36%	45%	30%	63%	37%	22%	71%	51%	68%	5%
Never heard of	2	0	1	1	1	1	-	-	1	1	-	-	-	0	1	1	3	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavDesantis] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Ron DeSantis

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	361	134	198	160	285	20	45	21	53	54	109	123	128	232
	35%	35%	41%	29%	41%	18%	36%	19%	30%	33%	39%	42%	28%	40%
VERY/SOMEWHAT UNFAVORABLE	499	192	207	287	324	66	64	54	81	80	136	147	216	283
	48%	50%	43%	53%	46%	59%	51%	50%	45%	49%	48%	50%	48%	49%
Very Favorable	108	45	56	52	90	9	8	4	18	10	37	38	33	75
	11%	12%	12%	10%	13%	8%	7%	4%	10%	6%	13%	13%	7%	13%
Somewhat Favorable	253	89	142	108	195	11	37	16	35	44	72	85	95	157
	25%	23%	30%	20%	28%	9%	29%	15%	20%	27%	26%	29%	21%	27%
Heard of, No Opinion	110	40	50	60	72	11	10	13	25	21	29	21	59	51
	11%	10%	10%	11%	10%	10%	8%	12%	14%	13%	10%	7%	13%	9%
Somewhat Unfavorable	132	53	59	73	90	14	14	10	18	26	41	37	54	78
	13%	14%	12%	13%	13%	12%	11%	10%	10%	16%	14%	13%	12%	14%
Very Unfavorable	367	139	149	214	233	53	50	44	63	54	95	110	161	205
	36%	36%	31%	39%	33%	47%	40%	40%	35%	33%	34%	38%	36%	36%
Never heard of	60	19	23	36	21	16	7	21	20	10	8	2	50	10
	6%	5%	5%	7%	3%	14%	6%	19%	11%	6%	3%	1%	11%	2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavDesantis] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Ron DeSantis

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	361	125	111	77	46	236	124	180	105	60	79	77	84	50	170	18	124
	35%	41%	35%	31%	31%	38%	31%	45%	35%	25%	31%	40%	44%	40%	34%	19%	40%
VERY/SOMEWHAT UNFAVORABLE	499	123	136	147	91	259	238	159	163	118	132	80	90	64	233	45	161
	48%	40%	43%	58%	61%	41%	59%	40%	55%	50%	52%	42%	47%	52%	47%	49%	53%
Very Favorable	108	45	33	16	13	79	30	64	26	24	24	17	24	13	47	10	42
	11%	15%	10%	6%	9%	13%	7%	16%	9%	10%	9%	9%	13%	11%	9%	11%	14%
Somewhat Favorable	253	80	78	61	33	158	94	115	79	36	56	60	60	36	123	8	81
	25%	26%	25%	24%	22%	25%	24%	29%	27%	15%	22%	32%	31%	29%	25%	8%	26%
Heard of, No Opinion	110	37	43	21	8	81	29	49	22	29	28	26	14	8	56	18	19
	11%	12%	14%	8%	5%	13%	7%	12%	8%	12%	11%	14%	7%	6%	11%	19%	6%
Somewhat Unfavorable	132	33	41	41	17	74	58	48	42	35	34	24	23	12	59	13	44
	13%	11%	13%	16%	11%	12%	14%	12%	14%	15%	13%	13%	12%	10%	12%	14%	14%
Very Unfavorable	367	89	95	106	74	185	180	111	121	83	98	55	67	52	174	32	117
	36%	29%	30%	42%	50%	30%	45%	28%	41%	35%	39%	29%	35%	42%	35%	35%	38%
Never heard of	60	22	26	7	3	49	10	14	7	30	14	8	3	2	37	12	2
	6%	7%	8%	3%	2%	8%	3%	3%	2%	13%	6%	4%	2%	2%	7%	13%	1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavDesantis] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Ron DeSantis

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
VERY/SOMEWHAT FAVORABLE	361 35%	268 67%	62 29%	26 7%	309 65%	21 25%	31 7%	251 67%	86 27%	24 8%	307 66%	45 9%	318 65%	25 6%	18 18%	126 63%	169 72%	151 33%	223 36%	307 36%	309 43%	208 27%
VERY/SOMEWHAT UNFAVORABLE	499 48%	79 20%	99 47%	304 81%	97 21%	32 39%	369 78%	79 21%	157 48%	253 81%	84 18%	394 78%	101 21%	357 81%	41 40%	39 20%	39 17%	243 54%	318 52%	436 51%	286 40%	422 56%
Very Favorable	108 11%	89 22%	14 7%	6 1%	96 20%	3 4%	9 2%	77 21%	26 8%	5 2%	100 21%	6 1%	97 20%	8 2%	3 3%	34 17%	59 25%	46 10%	71 11%	90 11%	99 14%	55 7%
Somewhat Favorable	253 25%	180 45%	48 23%	21 6%	213 45%	17 21%	23 5%	174 47%	60 18%	18 6%	208 45%	38 8%	221 45%	16 4%	15 15%	92 46%	109 47%	104 23%	153 25%	217 25%	210 29%	153 20%
Heard of, No Opinion	110 11%	42 10%	32 15%	30 8%	50 11%	21 25%	38 8%	37 10%	54 17%	15 5%	54 12%	37 7%	49 10%	30 7%	31 31%	24 12%	23 10%	35 8%	50 8%	79 9%	76 11%	83 11%
Somewhat Unfavorable	132 13%	45 11%	37 18%	47 12%	57 12%	17 21%	58 12%	42 11%	54 17%	30 9%	48 10%	77 15%	54 11%	57 13%	21 21%	19 10%	26 11%	67 15%	79 13%	113 13%	86 12%	99 13%
Very Unfavorable	367 36%	34 8%	62 29%	257 68%	40 9%	15 18%	311 66%	36 10%	103 32%	224 71%	36 8%	317 62%	47 10%	300 68%	20 19%	20 10%	13 5%	176 39%	239 39%	323 38%	200 28%	323 42%
Never heard of	60 6%	14 3%	19 9%	17 4%	17 4%	9 11%	34 7%	7 2%	28 9%	21 7%	18 4%	32 6%	19 4%	28 6%	12 12%	11 5%	4 2%	22 5%	26 4%	36 4%	47 7%	47 6%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavDesantis] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Ron DeSantis

	Total Total (LE)	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
		Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
VERY/SOMEWHAT FAVORABLE	361 35%	198 43%	88 26%	85 33%	273 36%	44 28%	41 41%	66 25%	169 37%	126 41%	71 29%	89 59%	91 43%	40 15%	231 64%	74 79%	504 68%	34 8%
VERY/SOMEWHAT UNFAVORABLE	499 48%	216 47%	171 50%	111 44%	384 50%	66 43%	44 44%	152 57%	219 48%	127 42%	136 55%	43 28%	90 42%	170 65%	68 19%	16 18%	137 18%	360 79%
Very Favorable	108 11%	52 11%	27 8%	16 6%	92 12%	9 6%	7 7%	21 8%	55 12%	32 10%	26 10%	34 22%	26 12%	13 5%	62 17%	33 35%	168 23%	5 1%
Somewhat Favorable	253 25%	146 31%	61 18%	69 27%	181 24%	35 23%	34 34%	45 17%	113 25%	94 31%	45 18%	56 36%	65 31%	26 10%	168 47%	41 44%	336 45%	30 7%
Heard of, No Opinion	110 11%	44 10%	37 11%	40 16%	69 9%	27 18%	13 13%	25 9%	48 11%	37 12%	28 11%	15 10%	22 10%	32 12%	46 13%	1 2%	74 10%	32 7%
Somewhat Unfavorable	132 13%	61 13%	44 13%	27 11%	105 14%	20 13%	8 7%	45 17%	58 13%	30 10%	32 13%	21 14%	33 15%	29 11%	38 11%	10 10%	71 10%	59 13%
Very Unfavorable	367 36%	155 33%	127 37%	84 33%	279 36%	47 31%	37 36%	107 40%	162 35%	98 32%	104 42%	22 15%	57 27%	142 54%	30 8%	7 7%	65 9%	302 66%
Never heard of	60 6%	6 1%	47 14%	19 7%	41 5%	16 11%	2 2%	23 9%	20 4%	17 6%	12 5%	5 3%	8 4%	18 7%	13 4%	2 2%	26 3%	30 6%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavHaley] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Nikki Haley

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	342	140	186	156	252	25	40	24	43	52	88	136	118	224
	33%	36%	39%	29%	36%	22%	32%	22%	24%	31%	31%	46%	26%	39%
VERY/SOMEWHAT UNFAVORABLE	396	137	184	210	268	44	51	34	56	53	132	120	143	253
	38%	36%	38%	39%	38%	39%	40%	31%	31%	32%	47%	41%	32%	44%
Very Favorable	108	45	60	47	69	13	23	12	19	12	24	39	44	64
	10%	12%	13%	9%	10%	12%	18%	11%	11%	8%	9%	13%	10%	11%
Somewhat Favorable	235	95	126	108	182	12	18	11	24	39	63	97	74	160
	23%	25%	26%	20%	26%	10%	14%	10%	13%	24%	22%	33%	16%	28%
Heard of, No Opinion	178	67	70	106	114	26	19	26	42	35	46	30	102	76
	17%	17%	15%	19%	16%	23%	15%	24%	23%	21%	16%	10%	23%	13%
Somewhat Unfavorable	184	70	94	88	130	12	22	14	27	23	57	63	64	120
	18%	18%	20%	16%	19%	11%	18%	13%	15%	14%	20%	21%	14%	21%
Very Unfavorable	212	67	90	122	138	31	28	20	29	30	75	57	79	133
	21%	18%	19%	22%	20%	28%	23%	18%	16%	18%	27%	20%	17%	23%
Never heard of	113	40	38	72	69	18	16	25	39	25	17	7	89	24
	11%	10%	8%	13%	10%	16%	13%	23%	22%	15%	6%	2%	20%	4%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavHaley] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Nikki Haley

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	342	85	108	89	59	193	149	130	121	59	80	74	65	52	157	29	125
	33%	28%	34%	35%	40%	31%	37%	32%	41%	25%	31%	39%	34%	42%	32%	31%	41%
VERY/SOMEWHAT UNFAVORABLE	396	118	112	103	62	230	165	158	109	97	97	65	83	44	180	27	135
	38%	38%	35%	41%	42%	37%	41%	39%	37%	41%	38%	34%	44%	35%	36%	30%	44%
Very Favorable	108	36	29	24	17	65	41	42	27	20	25	20	22	15	47	9	37
	10%	12%	9%	10%	11%	10%	10%	10%	9%	9%	10%	10%	12%	12%	10%	10%	12%
Somewhat Favorable	235	48	79	65	42	127	107	88	94	39	55	54	43	37	110	19	87
	23%	16%	25%	26%	29%	20%	27%	22%	32%	16%	22%	28%	22%	30%	22%	21%	29%
Heard of, No Opinion	178	68	60	34	14	128	48	76	36	48	51	31	22	19	89	22	36
	17%	22%	19%	14%	9%	20%	12%	19%	12%	20%	20%	16%	12%	15%	18%	23%	12%
Somewhat Unfavorable	184	54	56	46	27	110	74	77	53	44	36	38	36	24	80	10	65
	18%	18%	18%	18%	18%	18%	18%	19%	18%	19%	14%	20%	19%	20%	16%	11%	21%
Very Unfavorable	212	63	56	57	35	120	92	81	56	53	61	27	47	19	100	18	70
	21%	21%	18%	22%	24%	19%	23%	20%	19%	22%	24%	14%	24%	15%	20%	19%	23%
Never heard of	113	37	37	25	13	74	38	37	31	33	26	21	20	9	70	15	10
	11%	12%	12%	10%	8%	12%	9%	9%	10%	14%	10%	11%	11%	8%	14%	16%	3%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavHaley] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Nikki Haley

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
VERY/SOMEWHAT FAVORABLE	342 33%	196 49%	79 37%	64 17%	221 47%	25 30%	96 20%	176 47%	97 30%	69 22%	206 44%	126 25%	221 45%	98 22%	24 23%	70 35%	139 59%	169 38%	227 37%	293 34%	266 37%	221 29%
VERY/SOMEWHAT UNFAVORABLE	396 38%	121 30%	58 28%	202 54%	144 31%	18 22%	233 49%	128 34%	104 32%	160 51%	139 30%	240 47%	150 31%	226 52%	20 19%	80 40%	50 21%	190 42%	250 41%	344 40%	258 36%	312 41%
Very Favorable	108 10%	63 16%	27 13%	17 5%	75 16%	4 4%	29 6%	57 15%	32 10%	19 6%	65 14%	39 8%	75 15%	28 6%	5 5%	19 9%	54 23%	49 11%	70 11%	89 10%	89 12%	69 9%
Somewhat Favorable	235 23%	132 33%	52 24%	47 12%	146 31%	21 26%	67 14%	119 32%	65 20%	50 16%	140 30%	86 17%	145 30%	70 16%	19 18%	51 26%	85 36%	121 27%	158 26%	204 24%	177 25%	152 20%
Heard of, No Opinion	178 17%	57 14%	50 24%	63 17%	70 15%	22 27%	86 18%	47 13%	78 24%	46 15%	74 16%	90 18%	76 16%	69 16%	34 33%	33 16%	33 14%	68 15%	90 15%	141 16%	112 16%	142 19%
Somewhat Unfavorable	184 18%	70 17%	31 14%	81 22%	83 18%	7 8%	94 20%	66 18%	52 16%	62 20%	78 17%	97 19%	83 17%	92 21%	8 8%	38 19%	35 15%	83 18%	114 19%	158 18%	121 17%	134 18%
Very Unfavorable	212 21%	51 13%	28 13%	121 32%	61 13%	12 14%	139 29%	61 17%	51 16%	98 31%	60 13%	142 28%	66 14%	134 30%	12 11%	42 21%	15 6%	108 24%	136 22%	186 22%	137 19%	178 23%
Never heard of	113 11%	30 7%	25 12%	48 13%	37 8%	18 21%	58 12%	22 6%	46 14%	38 12%	45 10%	52 10%	41 8%	47 11%	25 25%	17 9%	12 5%	24 5%	49 8%	80 9%	81 11%	86 11%

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[QFavHaley] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Nikki Haley

	Total Total (LE)	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
		Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
VERY/SOMEWHAT FAVORABLE	342 33%	178 38%	93 27%	65 26%	273 36%	31 20%	35 34%	73 27%	170 37%	99 32%	69 28%	70 46%	95 45%	46 18%	145 41%	64 69%	358 48%	93 20%
VERY/SOMEWHAT UNFAVORABLE	396 38%	187 40%	120 35%	92 36%	300 39%	55 36%	37 36%	101 38%	171 38%	124 40%	102 41%	49 32%	76 36%	115 44%	123 34%	17 18%	249 34%	245 54%
Very Favorable	108 10%	57 12%	31 9%	24 9%	81 11%	11 7%	13 13%	28 10%	46 10%	34 11%	16 7%	21 14%	41 19%	9 3%	49 14%	23 25%	124 17%	16 4%
Somewhat Favorable	235 23%	120 26%	62 18%	42 16%	192 25%	20 13%	21 21%	45 17%	124 27%	65 21%	53 21%	49 32%	55 26%	37 14%	96 27%	41 44%	233 31%	77 17%
Heard of, No Opinion	178 17%	65 14%	71 21%	54 21%	124 16%	33 22%	21 20%	49 18%	76 17%	54 17%	50 20%	24 16%	25 12%	58 22%	61 17%	7 7%	89 12%	80 18%
Somewhat Unfavorable	184 18%	93 20%	51 15%	38 15%	143 19%	19 12%	20 19%	45 17%	84 19%	54 18%	47 19%	25 17%	47 22%	37 14%	67 19%	14 15%	137 19%	110 24%
Very Unfavorable	212 21%	94 20%	70 20%	53 21%	157 21%	36 24%	17 17%	56 21%	86 19%	69 23%	55 22%	24 16%	29 14%	78 30%	56 16%	2 2%	112 15%	135 30%
Never heard of	113 11%	35 8%	59 17%	44 17%	69 9%	35 23%	9 9%	44 16%	39 8%	30 10%	25 10%	10 6%	15 7%	42 16%	29 8%	6 6%	44 6%	39 8%

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[QFavRamaswamy] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-Vivek Ramaswamy

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	302	106	171	128	229	23	28	15	48	47	91	100	111	191
	29%	28%	36%	24%	33%	21%	23%	14%	27%	29%	32%	34%	24%	33%
VERY/SOMEWHAT UNFAVORABLE	357	134	169	184	240	39	48	37	53	45	99	124	134	223
	35%	35%	35%	34%	34%	34%	38%	34%	30%	27%	35%	42%	30%	39%
Very Favorable	110	37	62	46	81	13	12	7	20	16	33	34	43	67
	11%	10%	13%	8%	12%	12%	10%	7%	11%	10%	12%	12%	10%	12%
Somewhat Favorable	191	69	109	82	148	10	16	7	28	32	58	66	67	124
	19%	18%	23%	15%	21%	9%	13%	7%	16%	19%	21%	23%	15%	22%
Heard of, No Opinion	157	60	69	88	110	10	15	10	27	32	45	43	69	88
	15%	16%	14%	16%	16%	9%	12%	9%	15%	19%	16%	15%	15%	15%
Somewhat Unfavorable	105	48	52	53	66	13	16	12	14	12	33	33	38	66
	10%	13%	11%	10%	9%	12%	13%	11%	8%	7%	12%	11%	8%	12%
Very Unfavorable	252	85	118	130	174	25	32	25	39	33	65	91	96	156
	25%	22%	25%	24%	25%	22%	25%	23%	22%	20%	23%	31%	21%	27%
Never heard of	213	84	68	144	124	41	34	47	51	41	48	26	139	74
	21%	22%	14%	26%	18%	37%	27%	44%	28%	25%	17%	9%	31%	13%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavRamaswamy] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Vivek Ramaswamy

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	302	92	104	66	38	197	104	141	88	55	63	68	72	38	145	18	106
	29%	30%	33%	26%	26%	32%	26%	35%	30%	23%	25%	36%	37%	31%	29%	19%	35%
VERY/SOMEWHAT UNFAVORABLE	357	89	89	112	65	178	177	122	116	79	91	62	64	52	159	33	125
	35%	29%	28%	45%	44%	29%	44%	30%	39%	33%	36%	32%	34%	42%	32%	36%	41%
Very Favorable	110	37	36	22	16	73	38	52	29	19	23	24	27	13	58	7	32
	11%	12%	11%	9%	11%	12%	9%	13%	10%	8%	9%	13%	14%	11%	12%	8%	11%
Somewhat Favorable	191	56	68	44	23	124	67	89	59	36	40	44	45	25	87	10	74
	19%	18%	22%	17%	15%	20%	17%	22%	20%	15%	16%	23%	23%	20%	18%	11%	24%
Heard of, No Opinion	157	47	61	27	22	107	49	73	37	35	46	29	24	17	84	12	38
	15%	15%	19%	11%	15%	17%	12%	18%	12%	15%	18%	15%	13%	14%	17%	13%	12%
Somewhat Unfavorable	105	25	28	32	19	53	51	34	31	22	29	20	15	17	45	7	35
	10%	8%	9%	13%	12%	9%	13%	9%	10%	9%	11%	11%	8%	14%	9%	8%	11%
Very Unfavorable	252	64	60	80	46	125	126	88	85	57	62	42	49	35	115	26	91
	25%	21%	19%	32%	31%	20%	32%	22%	28%	24%	24%	22%	26%	28%	23%	28%	30%
Never heard of	213	79	63	47	23	142	70	66	57	68	55	31	31	16	108	30	37
	21%	26%	20%	19%	16%	23%	17%	16%	19%	29%	22%	16%	16%	13%	22%	32%	12%

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[QFavRamaswamy] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Vivek Ramaswamy

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
VERY/SOMEWHAT FAVORABLE	302 29%	215 53%	55 26%	30 8%	246 52%	19 23%	37 8%	197 53%	76 23%	28 9%	249 54%	44 9%	255 52%	33 7%	14 14%	122 61%	113 48%	129 29%	179 29%	242 28%	260 36%	190 25%
VERY/SOMEWHAT UNFAVORABLE	357 35%	79 19%	74 35%	195 52%	95 20%	21 25%	242 51%	74 20%	110 34%	172 55%	81 17%	262 52%	97 20%	235 54%	25 25%	29 14%	53 23%	189 42%	231 37%	312 36%	218 30%	295 39%
Very Favorable	110 11%	82 20%	17 8%	9 2%	93 20%	5 6%	13 3%	80 21%	22 7%	9 3%	94 20%	15 3%	94 19%	12 3%	3 3%	45 22%	42 18%	47 11%	66 11%	84 10%	96 13%	69 9%
Somewhat Favorable	191 19%	133 33%	38 18%	20 5%	153 32%	15 17%	24 5%	117 31%	54 17%	19 6%	156 34%	28 6%	160 33%	20 5%	11 10%	77 38%	71 30%	82 18%	113 18%	157 18%	164 23%	121 16%
Heard of, No Opinion	157 15%	62 15%	32 15%	57 15%	71 15%	18 21%	68 14%	58 16%	60 19%	34 11%	69 15%	77 15%	75 15%	63 14%	19 18%	20 10%	43 18%	65 14%	92 15%	133 15%	104 14%	114 15%
Somewhat Unfavorable	105 10%	41 10%	21 10%	42 11%	48 10%	7 8%	50 11%	42 11%	25 8%	36 12%	43 9%	54 11%	53 11%	42 9%	10 10%	14 7%	31 13%	45 10%	63 10%	94 11%	70 10%	77 10%
Very Unfavorable	252 25%	37 9%	53 25%	153 41%	47 10%	14 17%	192 41%	33 9%	85 26%	135 43%	38 8%	208 41%	44 9%	194 44%	15 15%	14 7%	22 10%	144 32%	168 27%	217 25%	147 21%	218 29%
Never heard of	213 21%	48 12%	51 24%	95 25%	61 13%	26 31%	126 27%	43 12%	79 24%	79 25%	64 14%	125 25%	60 12%	108 25%	44 44%	30 15%	25 11%	68 15%	114 19%	172 20%	136 19%	160 21%

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[QFavRamaswamy] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-Vivek Ramaswamy

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	302	165	77	75	225	39	36	59	145	98	60	71	70	42	200	42	395	47
	29%	36%	22%	29%	29%	25%	36%	22%	32%	32%	24%	47%	33%	16%	56%	45%	53%	10%
VERY/SOMEWHAT UNFAVORABLE	357	161	118	66	292	36	30	97	153	108	87	35	72	113	58	27	159	246
	35%	35%	34%	26%	38%	23%	30%	36%	34%	35%	35%	23%	34%	43%	16%	29%	21%	54%
Very Favorable	110	50	40	31	79	17	14	21	49	40	18	26	26	11	80	13	152	17
	11%	11%	12%	12%	10%	11%	14%	8%	11%	13%	7%	17%	12%	4%	22%	14%	21%	4%
Somewhat Favorable	191	116	37	44	147	22	22	37	96	58	42	45	44	31	121	29	243	30
	19%	25%	11%	17%	19%	14%	22%	14%	21%	19%	17%	30%	21%	12%	34%	31%	33%	7%
Heard of, No Opinion	157	71	40	46	106	27	19	40	68	49	41	28	36	34	51	17	102	67
	15%	15%	12%	18%	14%	18%	18%	15%	15%	16%	17%	18%	17%	13%	14%	18%	14%	15%
Somewhat Unfavorable	105	50	30	17	88	9	8	28	42	35	19	16	24	20	27	16	63	39
	10%	11%	9%	7%	11%	6%	8%	10%	9%	11%	8%	10%	12%	8%	8%	17%	8%	9%
Very Unfavorable	252	112	88	49	204	26	22	69	110	73	67	19	48	93	31	10	96	207
	25%	24%	26%	19%	27%	17%	22%	26%	24%	24%	27%	13%	23%	35%	9%	11%	13%	45%
Never heard of	213	67	108	68	143	52	17	71	90	52	59	19	33	72	48	8	84	96
	21%	14%	32%	27%	19%	34%	17%	27%	20%	17%	24%	12%	16%	28%	13%	9%	11%	21%

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[QFavJohnson] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Mike Johnson

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	179	65	113	64	121	20	21	14	26	22	49	69	62	117
	17%	17%	24%	12%	17%	17%	16%	12%	14%	14%	17%	23%	14%	20%
VERY/SOMEWHAT UNFAVORABLE	247	82	122	122	167	32	27	15	34	27	72	98	77	171
	24%	21%	26%	23%	24%	28%	22%	14%	19%	17%	26%	33%	17%	30%
Very Favorable	60	17	33	27	39	11	7	1	9	7	15	27	18	42
	6%	5%	7%	5%	6%	10%	5%	1%	5%	4%	5%	9%	4%	7%
Somewhat Favorable	119	48	79	38	82	9	14	12	17	15	33	42	44	75
	12%	12%	17%	7%	12%	8%	11%	11%	9%	9%	12%	14%	10%	13%
Heard of, No Opinion	239	84	120	119	155	18	42	21	45	60	57	56	126	113
	23%	22%	25%	22%	22%	16%	34%	20%	25%	36%	20%	19%	28%	20%
Somewhat Unfavorable	88	29	50	37	59	8	12	5	14	10	29	30	29	59
	9%	8%	11%	7%	8%	7%	9%	4%	8%	6%	10%	10%	6%	10%
Very Unfavorable	160	53	72	85	109	23	15	11	20	17	44	68	48	112
	16%	14%	15%	16%	15%	21%	12%	10%	11%	10%	16%	23%	11%	19%
Never heard of	364	153	123	238	259	44	36	59	75	55	105	70	189	175
	35%	40%	26%	44%	37%	39%	28%	54%	42%	33%	37%	24%	42%	30%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavJohnson] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Mike Johnson

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	179	44	63	38	33	107	71	68	52	26	33	44	48	23	93	13	64
	17%	14%	20%	15%	22%	17%	18%	17%	18%	11%	13%	23%	25%	18%	19%	14%	21%
VERY/SOMEWHAT UNFAVORABLE	247	73	60	70	42	134	112	93	73	59	60	45	42	34	113	20	99
	24%	24%	19%	28%	28%	21%	28%	23%	25%	25%	24%	24%	22%	28%	23%	21%	32%
Very Favorable	60	17	23	10	10	40	20	26	13	12	11	10	16	6	26	5	26
	6%	6%	7%	4%	7%	6%	5%	7%	4%	5%	4%	5%	8%	5%	5%	6%	8%
Somewhat Favorable	119	27	40	29	23	67	52	42	40	14	21	33	32	16	67	7	38
	12%	9%	13%	11%	16%	11%	13%	10%	13%	6%	8%	18%	17%	13%	13%	8%	13%
Heard of, No Opinion	239	81	82	57	18	163	75	106	49	52	62	39	47	30	115	29	54
	23%	26%	26%	23%	12%	26%	19%	26%	17%	22%	24%	20%	25%	24%	23%	32%	18%
Somewhat Unfavorable	88	26	23	27	12	49	39	35	23	19	19	18	20	10	41	7	29
	9%	8%	7%	11%	8%	8%	10%	9%	8%	8%	7%	9%	10%	8%	8%	7%	10%
Very Unfavorable	160	47	37	43	31	85	73	57	50	40	41	27	23	24	73	13	69
	16%	15%	12%	17%	21%	14%	18%	14%	17%	17%	16%	14%	12%	19%	15%	14%	23%
Never heard of	364	109	111	88	54	221	142	135	123	101	100	64	53	37	174	31	89
	35%	36%	35%	35%	37%	35%	35%	34%	41%	42%	39%	33%	28%	30%	35%	34%	29%

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 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavJohnson] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Mike Johnson

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
VERY/SOMEWHAT FAVORABLE	179 17%	116 29%	32 15%	30 8%	133 28%	8 10%	38 8%	113 30%	41 13%	25 8%	131 28%	42 8%	138 28%	32 7%	9 8%	68 34%	62 27%	84 19%	112 18%	147 17%	152 21%	118 15%
VERY/SOMEWHAT UNFAVORABLE	247 24%	43 11%	49 23%	150 40%	52 11%	10 12%	185 39%	44 12%	80 25%	122 39%	49 11%	191 38%	50 10%	186 42%	11 10%	26 13%	17 7%	144 32%	176 29%	223 26%	133 18%	204 27%
Very Favorable	60 6%	46 11%	7 3%	8 2%	48 10%	1 1%	11 2%	44 12%	9 3%	7 2%	49 11%	10 2%	47 10%	11 3%	1 1%	27 13%	21 9%	30 7%	42 7%	49 6%	56 8%	40 5%
Somewhat Favorable	119 12%	70 17%	26 12%	22 6%	84 18%	8 9%	28 6%	69 19%	33 10%	17 6%	81 18%	32 6%	91 19%	21 5%	7 7%	41 20%	41 18%	55 12%	70 11%	98 11%	97 13%	77 10%
Heard of, No Opinion	239 23%	107 27%	57 27%	66 18%	132 28%	23 28%	84 18%	92 25%	81 25%	61 19%	120 26%	105 21%	137 28%	75 17%	27 26%	52 26%	70 30%	82 18%	115 19%	182 21%	172 24%	168 22%
Somewhat Unfavorable	88 9%	22 5%	21 10%	44 12%	29 6%	6 7%	53 11%	24 6%	31 9%	32 10%	25 5%	59 12%	26 5%	55 12%	7 7%	13 6%	13 5%	45 10%	51 8%	76 9%	46 6%	67 9%
Very Unfavorable	160 16%	21 5%	28 13%	106 28%	23 5%	4 5%	132 28%	20 5%	49 15%	90 29%	24 5%	132 26%	24 5%	131 30%	4 4%	13 7%	5 2%	99 22%	126 20%	147 17%	87 12%	137 18%
Never heard of	364 35%	137 34%	74 35%	130 35%	156 33%	42 50%	165 35%	123 33%	122 38%	106 34%	163 35%	169 33%	161 33%	146 33%	56 55%	54 27%	84 36%	141 31%	213 35%	306 36%	261 36%	270 36%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavJohnson] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?
 -Mike Johnson

	Total Total (LE)	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
		Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
VERY/SOMEWHAT FAVORABLE	179 17%	102 22%	42 12%	40 16%	139 18%	15 10%	25 24%	48 18%	87 19%	45 15%	30 12%	41 27%	43 20%	20 8%	107 30%	25 27%	238 32%	39 9%
VERY/SOMEWHAT UNFAVORABLE	247 24%	117 25%	78 23%	48 19%	199 26%	26 17%	21 21%	68 26%	105 23%	74 24%	62 25%	23 15%	49 23%	90 34%	39 11%	10 11%	95 13%	205 45%
Very Favorable	60 6%	33 7%	16 5%	15 6%	45 6%	8 5%	7 7%	15 6%	29 6%	16 5%	12 5%	16 10%	12 6%	4 1%	40 11%	8 9%	92 12%	9 2%
Somewhat Favorable	119 12%	69 15%	27 8%	25 10%	94 12%	7 5%	18 18%	33 12%	58 13%	29 9%	19 8%	25 16%	31 15%	16 6%	67 19%	17 18%	146 20%	30 7%
Heard of, No Opinion	239 23%	99 21%	79 23%	75 29%	163 21%	41 27%	34 34%	52 20%	108 24%	79 26%	49 20%	37 25%	46 22%	50 19%	102 29%	23 24%	170 23%	72 16%
Somewhat Unfavorable	88 9%	46 10%	29 9%	19 7%	69 9%	8 5%	11 11%	27 10%	37 8%	23 8%	17 7%	14 9%	20 10%	18 7%	22 6%	4 4%	47 6%	58 13%
Very Unfavorable	160 16%	71 15%	49 14%	29 11%	130 17%	19 12%	10 10%	41 15%	68 15%	51 17%	45 18%	9 6%	29 14%	71 27%	17 5%	6 6%	48 6%	147 32%
Never heard of	364 35%	146 32%	144 42%	92 36%	265 35%	71 46%	21 21%	98 37%	156 34%	110 36%	105 43%	52 34%	73 35%	102 39%	110 31%	36 38%	238 32%	141 31%

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 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavRFKJ] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-Robert F Kennedy Jr

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	417	149	214	201	266	55	69	36	74	79	119	109	189	228
	41%	39%	45%	37%	38%	49%	55%	33%	41%	48%	42%	37%	42%	40%
VERY/SOMEWHAT UNFAVORABLE	326	116	160	163	233	32	27	28	42	38	88	131	108	218
	32%	30%	33%	30%	33%	29%	21%	26%	23%	23%	31%	44%	24%	38%
Very Favorable	114	38	56	55	57	24	26	10	30	24	30	21	63	51
	11%	10%	12%	10%	8%	21%	20%	9%	17%	14%	11%	7%	14%	9%
Somewhat Favorable	303	111	158	145	209	31	43	26	44	55	89	88	125	177
	29%	29%	33%	27%	30%	28%	34%	24%	25%	33%	32%	30%	28%	31%
Heard of, No Opinion	242	102	89	153	180	16	24	25	49	43	72	53	117	125
	24%	27%	19%	28%	26%	14%	19%	23%	27%	26%	25%	18%	26%	22%
Somewhat Unfavorable	164	63	85	79	113	18	14	17	21	25	42	60	63	102
	16%	16%	18%	15%	16%	16%	11%	16%	12%	15%	15%	20%	14%	18%
Very Unfavorable	162	53	75	84	120	14	13	11	21	13	46	71	45	117
	16%	14%	16%	15%	17%	13%	10%	10%	12%	8%	16%	24%	10%	20%
Never heard of	44	18	15	26	24	10	7	20	15	5	4	1	40	4
	4%	5%	3%	5%	3%	9%	5%	18%	8%	3%	1%	*%	9%	1%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavRFKJ] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-Robert F Kennedy Jr

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	417	131	134	104	46	265	150	157	108	93	95	83	80	56	208	41	106
	41%	43%	42%	41%	31%	42%	38%	39%	36%	39%	37%	43%	42%	45%	42%	44%	35%
VERY/SOMEWHAT UNFAVORABLE	326	86	86	85	67	173	152	124	108	74	82	56	62	42	144	22	130
	32%	28%	27%	34%	46%	28%	38%	31%	36%	31%	32%	29%	32%	34%	29%	24%	42%
Very Favorable	114	38	35	23	17	73	40	32	25	23	23	21	21	21	66	16	22
	11%	12%	11%	9%	12%	12%	10%	8%	8%	10%	9%	11%	11%	17%	13%	18%	7%
Somewhat Favorable	303	94	98	81	29	192	110	125	84	70	72	62	60	35	142	25	84
	29%	31%	31%	32%	20%	31%	27%	31%	28%	29%	28%	33%	31%	29%	29%	26%	28%
Heard of, No Opinion	242	69	88	54	29	157	83	109	69	57	64	46	43	22	123	21	68
	24%	22%	28%	21%	20%	25%	21%	27%	23%	24%	25%	24%	23%	18%	25%	23%	22%
Somewhat Unfavorable	164	40	47	40	37	87	78	56	57	33	37	29	39	20	74	12	56
	16%	13%	15%	16%	25%	14%	19%	14%	19%	14%	15%	15%	20%	16%	15%	13%	18%
Very Unfavorable	162	47	39	44	30	86	74	68	51	41	44	27	23	23	70	10	73
	16%	15%	12%	18%	20%	14%	19%	17%	17%	17%	17%	14%	12%	18%	14%	11%	24%
Never heard of	44	21	9	10	5	29	15	12	12	15	14	6	5	3	22	9	1
	4%	7%	3%	4%	3%	5%	4%	3%	4%	6%	6%	3%	3%	3%	4%	9%	**

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[QFavRFKJ] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-Robert F Kennedy Jr

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
VERY/SOMEWHAT FAVORABLE	417 41%	189 47%	90 42%	128 34%	227 48%	37 45%	153 32%	174 47%	136 42%	98 31%	222 48%	169 33%	239 49%	128 29%	50 49%	106 53%	108 46%	158 35%	222 36%	329 38%	298 41%	298 39%
VERY/SOMEWHAT UNFAVORABLE	326 32%	93 23%	63 30%	165 44%	110 23%	15 18%	200 42%	100 27%	87 27%	136 43%	105 23%	209 41%	112 23%	202 46%	12 12%	47 23%	50 21%	184 41%	230 37%	298 35%	217 30%	251 33%
Very Favorable	114 11%	44 11%	23 11%	45 12%	54 11%	8 9%	53 11%	37 10%	45 14%	32 10%	53 11%	55 11%	58 12%	48 11%	8 7%	29 14%	24 10%	35 8%	50 8%	81 9%	81 11%	82 11%
Somewhat Favorable	303 29%	145 36%	67 32%	83 22%	173 37%	30 36%	100 21%	137 37%	91 28%	66 21%	169 37%	114 22%	181 37%	80 18%	42 41%	78 39%	84 36%	123 27%	172 28%	248 29%	217 30%	217 29%
Heard of, No Opinion	242 24%	110 27%	54 25%	66 18%	121 26%	27 33%	94 20%	89 24%	82 25%	66 21%	123 27%	104 21%	124 25%	83 19%	36 35%	42 21%	71 30%	101 22%	146 24%	203 24%	175 24%	178 23%
Somewhat Unfavorable	164 16%	57 14%	39 18%	65 17%	71 15%	10 12%	84 18%	63 17%	46 14%	53 17%	68 15%	90 18%	76 16%	81 19%	7 7%	26 13%	36 15%	89 20%	112 18%	147 17%	110 15%	114 15%
Very Unfavorable	162 16%	36 9%	24 11%	100 26%	40 8%	5 7%	116 25%	37 10%	41 13%	83 27%	37 8%	119 24%	36 7%	121 27%	5 5%	21 10%	13 6%	95 21%	117 19%	151 18%	106 15%	137 18%
Never heard of	44 4%	11 3%	6 3%	17 5%	15 3%	4 5%	26 5%	9 2%	20 6%	13 4%	13 3%	25 5%	13 3%	27 6%	5 5%	5 3%	6 3%	8 2%	20 3%	28 3%	29 4%	33 4%

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 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QFavRFKJ] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?

-Robert F Kennedy Jr

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
VERY/SOMEWHAT FAVORABLE	417 41%	184 40%	138 40%	125 49%	289 38%	69 45%	55 55%	105 39%	185 41%	127 41%	77 31%	66 43%	91 43%	79 30%	182 51%	39 42%	352 48%	133 29%
VERY/SOMEWHAT UNFAVORABLE	326 32%	159 34%	99 29%	56 22%	266 35%	31 20%	25 25%	87 33%	149 33%	90 29%	80 33%	37 24%	64 30%	100 38%	77 21%	26 28%	197 27%	226 50%
Very Favorable	114 11%	49 11%	46 14%	40 16%	73 10%	20 13%	20 19%	37 14%	49 11%	28 9%	21 9%	14 9%	26 12%	17 6%	48 13%	5 6%	75 10%	41 9%
Somewhat Favorable	303 29%	135 29%	92 27%	85 33%	216 28%	49 32%	36 35%	68 26%	136 30%	98 32%	56 23%	52 34%	66 31%	62 24%	135 38%	34 37%	277 37%	92 20%
Heard of, No Opinion	242 24%	116 25%	73 21%	63 25%	178 23%	43 28%	20 19%	57 21%	106 23%	78 26%	76 31%	46 30%	50 24%	66 25%	86 24%	28 30%	174 24%	86 19%
Somewhat Unfavorable	164 16%	92 20%	51 15%	31 12%	130 17%	17 11%	14 14%	43 16%	83 18%	38 12%	44 18%	20 13%	36 17%	38 15%	49 14%	16 17%	119 16%	91 20%
Very Unfavorable	162 16%	67 14%	48 14%	26 10%	136 18%	15 10%	11 11%	44 17%	66 14%	52 17%	36 15%	17 11%	28 13%	61 23%	28 8%	10 10%	78 10%	135 30%
Never heard of	44 4%	5 1%	33 10%	11 4%	33 4%	10 6%	1 1%	17 6%	15 3%	12 4%	12 5%	3 2%	6 3%	17 6%	13 4%	1 1%	17 2%	10 2%

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[QApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	403	141	188	213	227	76	63	40	74	67	102	120	181	222
	39%	37%	39%	39%	32%	67%	50%	37%	41%	41%	36%	41%	40%	38%
STRONGLY/SOMEWHAT DISAPPROVE	598	238	277	316	466	33	58	59	100	93	177	169	252	346
	58%	62%	58%	58%	66%	29%	46%	54%	56%	57%	63%	58%	56%	60%
Strongly approve	182	66	85	96	103	43	22	14	21	25	50	73	59	123
	18%	17%	18%	18%	15%	38%	17%	12%	12%	15%	18%	25%	13%	21%
Somewhat approve	221	75	102	116	124	33	41	26	53	42	52	47	122	99
	21%	19%	21%	21%	18%	29%	33%	24%	30%	26%	18%	16%	27%	17%
Somewhat disapprove	148	60	53	94	102	23	18	30	28	28	35	27	86	62
	14%	16%	11%	17%	15%	20%	14%	28%	15%	17%	12%	9%	19%	11%
Strongly disapprove	451	179	224	222	363	10	40	29	72	65	142	142	166	285
	44%	46%	47%	41%	52%	9%	32%	27%	40%	39%	50%	48%	37%	49%
Unsure	28	5	13	15	10	4	4	10	6	4	4	5	20	8
	3%	1%	3%	3%	1%	3%	3%	9%	3%	3%	1%	2%	4%	1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
STRONGLY/SOMEWHAT APPROVE	403 39%	109 35%	111 35%	111 44%	71 48%	220 35%	182 46%	113 28%	113 38%	95 40%	94 37%	74 39%	65 34%	56 45%	192 39%	44 47%	120 39%
STRONGLY/SOMEWHAT DISAPPROVE	598 58%	189 62%	194 61%	138 55%	74 50%	383 61%	212 53%	282 70%	181 61%	130 55%	154 61%	113 59%	125 65%	65 53%	288 58%	45 48%	184 60%
Strongly approve	182 18%	63 20%	42 13%	40 16%	37 25%	105 17%	77 19%	57 14%	47 16%	48 20%	42 17%	41 21%	22 12%	19 16%	78 16%	12 13%	74 24%
Somewhat approve	221 21%	46 15%	69 22%	71 28%	34 23%	115 18%	105 26%	57 14%	66 22%	47 20%	52 20%	33 17%	42 22%	37 30%	113 23%	32 34%	46 15%
Somewhat disapprove	148 14%	38 12%	54 17%	34 14%	21 14%	92 15%	56 14%	59 15%	43 14%	41 17%	48 19%	18 10%	29 15%	12 10%	82 17%	11 12%	33 11%
Strongly disapprove	451 44%	151 49%	140 44%	104 41%	52 35%	291 47%	156 39%	223 55%	138 46%	89 37%	107 42%	94 49%	96 50%	53 43%	206 42%	33 36%	151 49%
Unsure	28 3%	9 3%	13 4%	3 1%	3 2%	22 3%	6 2%	6 2%	3 1%	13 5%	6 2%	5 2%	1 1%	2 2%	16 3%	4 5%	2 1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[OApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President?

	Total	Party			Party-Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029	403	212	377	473	83	473	373	324	313	464	507	487	439	102	200	234	451	616	858	718	760
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	403	28	68	299	35	13	355	25	144	230	20	370	28	358	17	10	16	199	252	341	213	351
	39%	7%	32%	79%	7%	15%	75%	7%	44%	74%	4%	73%	6%	81%	17%	5%	7%	44%	41%	40%	30%	46%
STRONGLY/SOMEWHAT DISAPPROVE	598	375	129	69	436	56	105	346	165	73	436	122	455	70	73	190	218	242	352	501	487	386
	58%	93%	61%	18%	92%	68%	22%	93%	51%	23%	94%	24%	93%	16%	72%	95%	93%	54%	57%	58%	68%	51%
Strongly approve	182	8	29	144	9	1	172	6	60	115	5	175	9	172	1	4	4	102	107	151	86	162
	18%	2%	14%	38%	2%	1%	36%	2%	19%	37%	1%	34%	2%	39%	1%	2%	2%	23%	17%	18%	12%	21%
Somewhat approve	221	20	39	155	27	12	183	18	84	116	15	195	19	186	16	7	12	97	145	190	127	189
	21%	5%	18%	41%	6%	14%	39%	5%	26%	37%	3%	38%	4%	42%	15%	3%	5%	21%	23%	22%	18%	25%
Somewhat disapprove	148	47	39	51	54	27	66	36	57	46	49	82	62	53	33	15	33	49	78	123	94	113
	14%	12%	18%	13%	12%	32%	14%	10%	17%	15%	11%	16%	13%	12%	33%	8%	14%	11%	13%	14%	13%	15%
Strongly disapprove	451	328	90	19	382	29	39	310	108	27	387	40	393	18	40	174	184	192	275	379	393	273
	44%	81%	42%	5%	81%	35%	8%	83%	33%	9%	83%	8%	81%	4%	39%	87%	79%	43%	45%	44%	55%	36%
Unsure	28	1	15	8	1	14	12	2	15	10	8	16	5	11	12	0	0	10	12	15	18	23
	3%	*%	7%	2%	*%	17%	3%	1%	5%	3%	2%	3%	1%	2%	12%	*%	*%	2%	2%	2%	2%	3%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[OApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	403	167	155	102	297	58	44	132	178	92	100	23	71	134	15	14	50	358
	39%	36%	45%	40%	39%	38%	44%	50%	39%	30%	41%	15%	34%	51%	4%	15%	7%	78%
STRONGLY/SOMEWHAT DISAPPROVE	598	294	172	145	450	91	54	124	263	211	140	130	134	121	342	79	689	91
	58%	63%	50%	57%	59%	59%	53%	47%	58%	69%	57%	85%	64%	46%	96%	85%	93%	20%
Strongly approve	182	81	60	36	146	21	15	54	81	46	51	13	37	53	4	3	11	180
	18%	17%	18%	14%	19%	13%	15%	20%	18%	15%	21%	8%	17%	20%	1%	3%	2%	40%
Somewhat approve	221	86	95	66	151	37	29	78	97	46	50	10	34	81	11	11	38	177
	21%	19%	28%	26%	20%	24%	28%	29%	21%	15%	20%	6%	16%	31%	3%	12%	5%	39%
Somewhat disapprove	148	54	59	36	112	25	11	52	55	40	40	19	31	37	31	19	86	61
	14%	12%	17%	14%	15%	16%	11%	19%	12%	13%	16%	13%	15%	14%	9%	20%	12%	13%
Strongly disapprove	451	240	114	109	338	66	43	73	207	171	100	110	103	84	312	60	603	30
	44%	52%	33%	43%	44%	43%	42%	27%	46%	56%	40%	72%	49%	32%	87%	65%	81%	7%
Unsure	28	3	16	8	20	4	3	10	14	4	6	0	6	6	0	0	2	7
	3%	1%	5%	3%	3%	3%	3%	4%	3%	1%	3%	*%	3%	2%	*%	*%	*%	2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[OApprovalEconomic] Do you approve or disapprove of the way Joe Biden is handling the U.S. economy?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	390	134	180	207	236	69	55	36	69	68	97	120	173	217
	38%	35%	38%	38%	34%	61%	43%	33%	38%	41%	34%	41%	38%	38%
STRONGLY/SOMEWHAT DISAPPROVE	607	242	282	320	457	40	67	66	103	93	178	167	261	346
	59%	63%	59%	59%	65%	35%	53%	61%	57%	56%	63%	57%	58%	60%
Strongly approve	179	64	84	95	111	39	15	11	22	25	47	74	58	121
	17%	17%	18%	18%	16%	35%	12%	10%	12%	15%	17%	25%	13%	21%
Somewhat approve	211	70	96	112	125	30	39	25	47	43	50	47	114	96
	20%	18%	20%	21%	18%	26%	31%	23%	26%	26%	18%	16%	25%	17%
Somewhat disapprove	162	60	64	97	102	27	24	30	30	32	42	28	92	70
	16%	16%	13%	18%	15%	24%	19%	28%	17%	19%	15%	10%	20%	12%
Strongly disapprove	445	181	218	223	355	13	43	36	72	61	136	139	169	276
	43%	47%	46%	41%	51%	12%	34%	33%	40%	37%	48%	47%	37%	48%
Unsure	32	9	15	16	10	4	4	7	8	4	7	6	19	13
	3%	2%	3%	3%	1%	3%	3%	6%	4%	2%	3%	2%	4%	2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QApprovalEconomic] Do you approve or disapprove of the way Joe Biden is handling the U.S. economy?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
STRONGLY/SOMEWHAT APPROVE	390 38%	100 33%	109 34%	109 43%	71 48%	209 33%	180 45%	115 29%	119 40%	90 38%	98 38%	72 37%	62 32%	52 42%	192 39%	40 43%	117 38%
STRONGLY/SOMEWHAT DISAPPROVE	607 59%	200 65%	195 61%	139 55%	70 48%	395 63%	210 52%	280 70%	174 59%	137 58%	150 59%	116 60%	126 66%	69 56%	290 58%	47 51%	187 61%
Strongly approve	179 17%	54 18%	42 13%	47 19%	36 25%	96 15%	83 21%	59 15%	52 17%	44 18%	47 19%	38 20%	26 14%	18 15%	79 16%	13 14%	73 24%
Somewhat approve	211 20%	46 15%	67 21%	63 25%	34 23%	113 18%	97 24%	56 14%	68 23%	47 20%	50 20%	33 17%	35 19%	34 27%	113 23%	27 29%	44 15%
Somewhat disapprove	162 16%	51 17%	56 18%	34 13%	21 14%	107 17%	55 14%	61 15%	41 14%	46 20%	45 18%	24 13%	27 14%	18 15%	84 17%	15 16%	38 13%
Strongly disapprove	445 43%	149 48%	139 44%	105 42%	49 33%	288 46%	154 39%	219 55%	133 45%	90 38%	105 41%	91 48%	98 51%	51 41%	206 41%	33 35%	148 48%
Unsure	32 3%	7 2%	14 4%	4 2%	7 5%	21 3%	11 3%	6 2%	4 1%	11 4%	7 3%	4 2%	4 2%	2 2%	14 3%	5 6%	2 1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[OApprovalEconomic] Do you approve or disapprove of the way Joe Biden is handling the U.S. economy?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
STRONGLY/SOMEWHAT APPROVE	390 38%	29 7%	64 30%	289 77%	36 8%	16 19%	338 71%	29 8%	138 42%	221 71%	22 5%	357 70%	30 6%	344 78%	16 16%	9 5%	18 8%	198 44%	241 39%	331 39%	209 29%	343 45%
STRONGLY/SOMEWHAT DISAPPROVE	607 59%	371 92%	136 64%	75 20%	433 92%	54 65%	120 25%	341 92%	173 53%	78 25%	434 94%	133 26%	451 93%	81 18%	75 74%	190 95%	214 91%	244 54%	360 58%	511 60%	488 68%	391 51%
Strongly approve	179 17%	7 2%	26 12%	144 38%	8 2%	2 3%	169 36%	8 2%	53 16%	117 37%	4 1%	172 34%	5 1%	171 39%	3 3%	2 1%	4 2%	108 24%	110 18%	148 17%	87 12%	165 22%
Somewhat approve	211 20%	22 6%	38 18%	145 38%	29 6%	13 16%	169 36%	21 6%	84 26%	104 33%	18 4%	185 36%	25 5%	173 39%	13 13%	8 4%	13 6%	89 20%	131 21%	182 21%	122 17%	178 23%
Somewhat disapprove	162 16%	45 11%	48 23%	57 15%	54 11%	30 35%	79 17%	39 10%	62 19%	54 17%	53 11%	89 18%	60 12%	64 14%	39 38%	17 8%	31 13%	57 13%	101 16%	139 16%	106 15%	124 16%
Strongly disapprove	445 43%	326 81%	88 42%	18 5%	379 80%	25 30%	41 9%	303 81%	111 34%	23 7%	381 82%	44 9%	392 80%	17 4%	36 35%	174 87%	183 78%	187 41%	259 42%	372 43%	382 53%	267 35%
Unsure	32 3%	3 1%	12 6%	13 3%	3 1%	14 16%	15 3%	2 1%	13 4%	14 5%	8 2%	17 3%	7 1%	14 3%	11 11%	1 *	2 1%	9 2%	15 2%	16 2%	21 3%	26 3%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[OApprovalEconomic] Do you approve or disapprove of the way Joe Biden is handling the U.S. economy?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	390	166	139	96	292	55	41	125	174	91	98	22	70	129	15	16	49	352
	38%	36%	41%	38%	38%	36%	41%	47%	38%	30%	40%	15%	33%	50%	4%	17%	7%	77%
STRONGLY/SOMEWHAT DISAPPROVE	607	291	187	150	454	94	56	129	267	211	142	129	139	121	342	76	688	97
	59%	63%	54%	59%	59%	61%	55%	48%	59%	69%	58%	85%	66%	46%	96%	82%	93%	21%
Strongly approve	179	83	55	39	140	24	15	47	87	46	52	12	31	57	2	5	13	182
	17%	18%	16%	15%	18%	16%	15%	18%	19%	15%	21%	8%	15%	22%	1%	5%	2%	40%
Somewhat approve	211	83	84	57	152	31	26	78	88	45	46	10	38	73	13	11	36	170
	20%	18%	25%	22%	20%	20%	26%	29%	19%	15%	19%	7%	18%	28%	4%	12%	5%	37%
Somewhat disapprove	162	51	77	39	122	26	13	53	71	38	44	19	33	38	31	19	76	70
	16%	11%	22%	15%	16%	17%	13%	20%	16%	12%	18%	13%	16%	15%	9%	20%	10%	15%
Strongly disapprove	445	240	110	110	332	68	43	76	196	173	98	110	106	83	311	57	612	27
	43%	52%	32%	43%	43%	44%	42%	29%	43%	56%	40%	72%	50%	32%	87%	61%	83%	6%
Unsure	32	7	18	9	20	5	4	12	14	5	6	1	3	11	1	2	3	7
	3%	2%	5%	3%	3%	3%	4%	5%	3%	2%	3%	1%	1%	4%	*%	2%	*%	2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QStability] Do you think that over the next year, things in the United States are going to become more stable, less stable, or stay about the same as they are now?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE STABLE	203	72	100	98	120	43	21	24	35	31	54	58	90	112
	20%	19%	21%	18%	17%	38%	16%	22%	20%	19%	19%	20%	20%	19%
MUCH/A LITTLE LESS STABLE	515	204	235	279	385	39	55	55	81	77	137	166	213	303
	50%	53%	49%	51%	55%	35%	44%	50%	45%	47%	48%	57%	47%	53%
Much more stable	62	16	32	30	27	19	7	7	17	12	11	14	36	25
	6%	4%	7%	5%	4%	16%	6%	7%	10%	7%	4%	5%	8%	4%
A little more stable	141	57	68	68	93	25	14	16	18	19	44	43	54	87
	14%	15%	14%	13%	13%	22%	11%	15%	10%	12%	16%	15%	12%	15%
Stay about the same	234	87	109	123	152	24	42	21	43	47	75	47	112	122
	23%	23%	23%	23%	22%	21%	33%	20%	24%	29%	26%	16%	25%	21%
A little less stable	267	107	111	155	194	29	31	37	48	43	53	86	128	139
	26%	28%	23%	29%	28%	25%	25%	34%	27%	26%	19%	29%	28%	24%
Much less stable	248	98	125	123	191	10	24	18	33	33	83	80	85	163
	24%	25%	26%	23%	27%	9%	19%	17%	19%	20%	29%	27%	19%	28%
Unsure	77	20	34	44	45	7	8	9	19	10	17	23	38	40
	8%	5%	7%	8%	6%	6%	7%	8%	11%	6%	6%	8%	8%	7%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QStability] Do you think that over the next year, things in the United States are going to become more stable, less stable, or stay about the same as they are now?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE STABLE	203	72	56	40	34	128	74	75	45	45	46	48	33	22	99	19	62
	20%	24%	18%	16%	23%	21%	18%	19%	15%	19%	18%	25%	17%	18%	20%	21%	20%
MUCH/A LITTLE LESS STABLE	515	149	163	127	76	312	203	223	162	114	129	88	113	62	243	43	170
	50%	49%	51%	50%	51%	50%	51%	56%	54%	48%	51%	46%	59%	50%	49%	46%	56%
Much more stable	62	23	16	11	11	39	23	18	9	12	10	17	8	9	40	6	10
	6%	8%	5%	4%	8%	6%	6%	4%	3%	5%	4%	9%	4%	8%	8%	6%	3%
A little more stable	141	49	40	28	23	89	51	57	36	33	36	30	24	12	59	14	52
	14%	16%	13%	11%	15%	14%	13%	14%	12%	14%	14%	16%	13%	10%	12%	15%	17%
Stay about the same	234	70	68	68	25	138	93	79	71	55	63	43	36	32	119	25	53
	23%	23%	22%	27%	17%	22%	23%	20%	24%	23%	25%	23%	19%	26%	24%	27%	17%
A little less stable	267	71	76	80	40	147	120	106	88	56	69	43	57	39	133	24	87
	26%	23%	24%	32%	27%	24%	30%	26%	30%	24%	27%	23%	30%	32%	27%	25%	28%
Much less stable	248	78	87	47	36	165	83	117	73	58	60	45	56	22	110	19	83
	24%	25%	27%	18%	24%	26%	21%	29%	25%	24%	24%	24%	29%	18%	22%	21%	27%
Unsure	77	16	30	18	13	46	31	24	20	24	17	12	9	8	35	5	21
	8%	5%	10%	7%	9%	7%	8%	6%	7%	10%	7%	6%	5%	7%	7%	6%	7%

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[QStability] Do you think that over the next year, things in the United States are going to become more stable, less stable, or stay about the same as they are now?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
MUCH/A LITTLE MORE STABLE	203 20%	45 11%	32 15%	124 33%	56 12%	5 6%	142 30%	33 9%	76 24%	92 29%	48 10%	148 29%	51 10%	147 33%	5 5%	19 10%	28 12%	89 20%	113 18%	155 18%	118 16%	169 22%
MUCH/A LITTLE LESS STABLE	515 50%	260 64%	120 57%	116 31%	305 65%	43 51%	168 35%	261 70%	135 42%	111 36%	303 65%	185 36%	321 66%	138 31%	57 55%	135 67%	149 63%	235 52%	325 53%	455 53%	391 54%	354 47%
Much more stable	62 6%	15 4%	11 5%	36 10%	17 4%	2 2%	43 9%	10 3%	23 7%	29 9%	15 3%	46 9%	17 4%	44 10%	-	6 3%	10 4%	26 6%	32 5%	43 5%	40 6%	52 7%
A little more stable	141 14%	31 8%	22 10%	87 23%	38 8%	3 4%	100 21%	24 6%	53 16%	63 20%	32 7%	102 20%	33 7%	102 23%	5 5%	13 7%	19 8%	63 14%	81 13%	112 13%	77 11%	116 15%
Stay about the same	234 23%	76 19%	37 17%	109 29%	87 18%	18 22%	128 27%	59 16%	88 27%	81 26%	87 19%	131 26%	86 18%	123 28%	24 24%	36 18%	45 19%	90 20%	134 22%	190 22%	154 21%	181 24%
A little less stable	267 26%	105 26%	70 33%	85 23%	127 27%	26 32%	114 24%	107 29%	77 24%	79 25%	122 26%	132 26%	141 29%	93 21%	33 32%	44 22%	73 31%	114 25%	157 25%	232 27%	180 25%	201 26%
Much less stable	248 24%	155 38%	51 24%	31 8%	178 38%	16 19%	54 11%	154 41%	59 18%	32 10%	181 39%	53 10%	180 37%	45 10%	23 23%	91 45%	75 32%	120 27%	168 27%	222 26%	211 29%	154 20%
Unsure	77 8%	22 5%	22 11%	28 7%	24 5%	18 21%	35 7%	20 5%	25 8%	30 9%	26 6%	45 9%	29 6%	33 7%	16 16%	10 5%	12 5%	37 8%	45 7%	58 7%	56 8%	56 7%

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N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QStability] Do you think that over the next year, things in the United States are going to become more stable, less stable, or stay about the same as they are now?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
MUCH/A LITTLE MORE STABLE	203 20%	78 17%	74 21%	58 23%	144 19%	28 18%	30 29%	73 27%	88 19%	41 13%	49 20%	21 14%	41 19%	43 17%	42 12%	11 12%	74 10%	146 32%
MUCH/A LITTLE LESS STABLE	515 50%	257 55%	155 45%	114 45%	398 52%	70 46%	44 43%	122 46%	230 51%	164 53%	125 51%	97 63%	108 51%	127 49%	242 68%	53 57%	499 67%	149 33%
Much more stable	62 6%	26 6%	26 8%	24 9%	38 5%	10 6%	14 14%	27 10%	24 5%	10 3%	15 6%	6 4%	15 7%	10 4%	12 3%	5 5%	27 4%	40 9%
A little more stable	141 14%	52 11%	48 14%	35 14%	106 14%	19 12%	16 16%	46 17%	64 14%	32 10%	34 14%	15 10%	26 12%	33 13%	30 8%	6 6%	46 6%	106 23%
Stay about the same	234 23%	99 21%	84 24%	61 24%	171 22%	39 26%	21 21%	52 20%	102 22%	79 26%	54 22%	29 19%	52 25%	63 24%	56 16%	26 28%	122 17%	130 28%
A little less stable	267 26%	125 27%	90 26%	69 27%	197 26%	46 30%	23 23%	80 30%	117 26%	71 23%	67 27%	36 24%	60 29%	69 26%	89 25%	31 33%	175 24%	107 23%
Much less stable	248 24%	133 29%	65 19%	45 18%	201 26%	24 16%	20 20%	42 16%	114 25%	93 30%	58 24%	60 40%	48 23%	58 22%	153 43%	23 24%	324 44%	43 9%
Unsure	77 8%	30 6%	31 9%	22 9%	53 7%	16 10%	6 6%	20 7%	35 8%	23 7%	18 7%	6 4%	9 4%	28 11%	18 5%	3 3%	45 6%	32 7%

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[QMotivation2024] How motivated are you to vote in the November 2024 election for President, Congress, and other offices?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY MOTIVATED	837	316	392	438	596	73	107	70	133	127	243	265	330	507
	81%	82%	82%	81%	85%	65%	85%	64%	74%	77%	86%	90%	73%	88%
NOT VERY/NOT AT ALL MOTIVATED	72	24	36	36	38	20	9	14	22	11	14	11	47	25
	7%	6%	8%	7%	5%	18%	7%	13%	12%	7%	5%	4%	10%	4%
Extremely motivated	705	271	328	372	522	54	81	54	105	102	209	236	261	444
	69%	71%	69%	69%	74%	48%	65%	50%	58%	62%	74%	80%	58%	77%
Very motivated	132	45	64	66	74	19	26	16	28	26	34	29	69	63
	13%	12%	13%	12%	11%	17%	21%	14%	16%	16%	12%	10%	15%	11%
Somewhat motivated	115	45	48	66	67	19	8	24	24	25	25	18	72	43
	11%	12%	10%	12%	9%	17%	7%	22%	13%	15%	9%	6%	16%	7%
Not very motivated	51	18	27	24	30	8	8	7	18	8	10	8	33	18
	5%	5%	6%	4%	4%	7%	7%	7%	10%	5%	4%	3%	7%	3%
Not at all motivated	21	6	9	12	8	12	1	7	4	4	4	3	15	6
	2%	2%	2%	2%	1%	10%	1%	6%	2%	2%	1%	1%	3%	1%
Unsure	4	0	1	3	2	1	1	1	1	1	1	-	3	1
	0.4%	0%	0.2%	0.5%	0.2%	1%	1%	0.1%	0.1%	0.1%	0.1%	0%	0.7%	0.2%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QMotivation2024] How motivated are you to vote in the November 2024 election for President, Congress, and other offices?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
EXTREMELY/VERY MOTIVATED	837 81%	240 78%	245 77%	218 86%	130 88%	485 78%	348 87%	336 84%	257 87%	169 71%	200 79%	164 86%	171 89%	111 90%	392 79%	61 66%	279 91%
NOT VERY/NOT AT ALL MOTIVATED	72 7%	32 10%	27 8%	9 4%	4 2%	59 9%	13 3%	27 7%	11 4%	30 13%	14 5%	14 7%	8 4%	3 3%	33 7%	12 13%	9 3%
Extremely motivated	705 69%	198 64%	198 62%	190 75%	115 78%	396 63%	306 76%	287 72%	232 78%	134 56%	165 65%	136 71%	156 82%	96 77%	321 65%	49 53%	244 80%
Very motivated	132 13%	42 14%	47 15%	27 11%	15 10%	90 14%	43 11%	48 12%	26 9%	35 15%	34 14%	29 15%	15 8%	15 12%	71 14%	12 13%	35 11%
Somewhat motivated	115 11%	32 10%	44 14%	25 10%	14 9%	76 12%	39 10%	37 9%	29 10%	35 15%	40 16%	13 7%	13 7%	9 8%	69 14%	18 19%	18 6%
Not very motivated	51 5%	19 6%	21 7%	8 3%	3 2%	40 6%	11 3%	21 5%	9 3%	20 8%	11 4%	12 6%	5 3%	3 3%	25 5%	8 8%	8 2%
Not at all motivated	21 2%	13 4%	5 2%	2 1%	1 *%	19 3%	2 1%	6 2%	2 1%	11 4%	2 1%	2 1%	3 1%	-	8 2%	5 5%	2 1%
Unsure	4 *%	3 1%	1 *%	0 *%	-	4 1%	0 *%	2 *%	-	4 2%	0 *%	-	-	-	2 *%	2 2%	-

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QMotivation2024] How motivated are you to vote in the November 2024 election for President, Congress, and other offices?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
EXTREMELY/VERY MOTIVATED	837 81%	360 89%	151 71%	309 82%	415 88%	53 64%	369 78%	336 90%	239 74%	254 81%	410 88%	400 79%	432 89%	358 81%	47 46%	175 87%	211 90%	383 85%	523 85%	711 83%	590 82%	605 80%
NOT VERY/NOT AT ALL MOTIVATED	72 7%	17 4%	30 14%	17 5%	23 5%	15 17%	34 7%	17 4%	29 9%	18 6%	23 5%	34 7%	20 4%	26 6%	26 26%	9 4%	10 4%	25 6%	32 5%	56 7%	46 6%	59 8%
Extremely motivated	705 69%	309 77%	125 59%	257 68%	355 75%	39 46%	312 66%	288 77%	191 59%	223 71%	348 75%	339 67%	367 75%	304 69%	34 33%	152 76%	179 77%	338 75%	453 74%	613 71%	503 70%	509 67%
Very motivated	132 13%	51 13%	25 12%	52 14%	61 13%	15 18%	57 12%	47 13%	47 15%	31 10%	62 13%	62 12%	65 13%	54 12%	13 13%	23 12%	32 13%	45 10%	69 11%	97 11%	87 12%	96 13%
Somewhat motivated	115 11%	26 7%	30 14%	50 13%	34 7%	13 16%	68 14%	20 5%	54 17%	40 13%	31 7%	70 14%	35 7%	54 12%	27 26%	17 8%	13 6%	42 9%	59 10%	90 11%	78 11%	91 12%
Not very motivated	51 5%	13 3%	20 10%	12 3%	18 4%	8 10%	25 5%	12 3%	21 6%	15 5%	18 4%	24 5%	15 3%	17 4%	18 18%	7 3%	8 3%	14 3%	18 3%	40 5%	35 5%	42 6%
Not at all motivated	21 2%	4 1%	10 5%	6 2%	5 1%	6 8%	9 2%	4 1%	8 2%	3 1%	4 1%	11 2%	5 1%	8 2%	8 8%	2 1%	3 1%	11 3%	14 2%	16 2%	12 2%	17 2%
Unsure	4 *%	0 *%	1 *%	0 *%	0 *%	2 2%	2 *%	1 *%	3 1%	1 *%	- *%	2 *%	0 *%	2 *%	2 2%	0 *%	- *%	1 *%	2 *%	1 *%	4 *%	4 1%

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[QMotivation2024] How motivated are you to vote in the November 2024 election for President, Congress, and other offices?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
EXTREMELY/VERY MOTIVATED	837 81%	416 90%	239 70%	202 79%	628 82%	120 78%	83 82%	206 77%	379 83%	252 82%	204 83%	134 88%	184 87%	197 76%	320 89%	81 87%	660 89%	370 81%
NOT VERY/NOT AT ALL MOTIVATED	72 7%	18 4%	39 11%	18 7%	54 7%	9 6%	8 8%	25 9%	26 6%	21 7%	13 5%	9 6%	11 5%	27 10%	16 4%	4 4%	36 5%	37 8%
Extremely motivated	705 69%	357 77%	191 56%	155 61%	543 71%	94 61%	61 61%	168 63%	318 70%	219 71%	172 70%	114 75%	156 74%	173 66%	275 77%	70 75%	581 79%	317 70%
Very motivated	132 13%	60 13%	49 14%	47 19%	85 11%	26 17%	21 21%	38 14%	62 14%	32 11%	32 13%	20 13%	28 13%	25 9%	44 12%	11 12%	79 11%	53 12%
Somewhat motivated	115 11%	30 6%	62 18%	33 13%	82 11%	23 15%	10 10%	34 13%	47 10%	34 11%	27 11%	10 7%	17 8%	35 13%	22 6%	8 9%	44 6%	48 11%
Not very motivated	51 5%	11 2%	25 7%	14 5%	37 5%	7 5%	7 6%	18 7%	17 4%	15 5%	8 3%	7 5%	9 4%	16 6%	11 3%	4 4%	33 4%	23 5%
Not at all motivated	21 2%	6 1%	14 4%	4 2%	17 2%	2 1%	2 2%	6 2%	9 2%	5 2%	5 2%	1 1%	2 1%	11 4%	5 1%	-	3 *	14 3%
Unsure	4 *%	1 *%	3 1%	2 1%	3 *%	2 1%	-	2 1%	2 1%	0 *%	2 1%	-	-	2 1%	0 *%	-	0 *%	1 *%

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

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	510	195	263	244	395	22	58	36	88	78	159	149	202	308
	50%	51%	55%	45%	56%	19%	46%	33%	49%	47%	56%	51%	44%	53%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	461	169	191	265	273	81	60	59	86	78	110	128	224	238
	45%	44%	40%	49%	39%	72%	47%	54%	48%	47%	39%	44%	49%	41%
Definitely the Republican candidate	352	136	178	171	288	13	31	22	53	43	116	117	118	233
	34%	35%	37%	32%	41%	11%	25%	20%	29%	26%	41%	40%	26%	40%
Probably the Republican candidate	136	51	70	65	94	7	21	11	31	31	35	29	72	63
	13%	13%	15%	12%	13%	6%	17%	10%	17%	19%	12%	10%	16%	11%
Lean, the Republican candidate	22	9	15	7	13	2	6	3	4	4	8	4	11	12
	2%	2%	3%	1%	2%	2%	4%	3%	2%	2%	3%	1%	2%	2%
Probably the Democratic candidate	110	47	46	65	72	18	13	19	20	27	20	24	66	44
	11%	12%	10%	12%	10%	16%	10%	17%	11%	16%	7%	8%	15%	8%
Definitely the Democratic candidate	329	114	133	191	191	62	46	40	56	50	83	100	146	184
	32%	30%	28%	35%	27%	54%	37%	36%	31%	30%	29%	34%	32%	32%
Lean, the Democratic candidate	22	8	12	10	10	2	1	1	10	1	6	4	12	10
	2%	2%	3%	2%	1%	2%	1%	1%	6%	1%	2%	1%	3%	2%
Unsure	58	20	24	34	34	10	8	14	5	9	14	16	28	30
	6%	5%	5%	6%	5%	9%	6%	13%	3%	5%	5%	5%	6%	5%

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

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	510	173	160	114	59	333	174	246	146	101	121	105	115	58	249	29	163
	50%	56%	50%	45%	40%	53%	43%	61%	49%	42%	48%	55%	60%	46%	50%	32%	53%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	461	115	132	130	83	247	213	133	139	113	119	77	72	60	221	56	130
	45%	37%	42%	52%	56%	40%	53%	33%	47%	48%	47%	40%	38%	49%	45%	60%	42%
Definitely the Republican candidate	352	129	107	75	38	235	114	188	98	71	78	78	85	32	163	18	128
	34%	42%	34%	30%	26%	38%	28%	47%	33%	30%	31%	41%	44%	26%	33%	20%	42%
Probably the Republican candidate	136	35	46	37	17	81	54	49	44	24	41	20	27	22	80	8	30
	13%	12%	14%	15%	12%	13%	14%	12%	15%	10%	16%	10%	14%	18%	16%	8%	10%
Lean, the Republican candidate	22	9	8	2	4	17	6	9	4	5	2	8	3	3	6	4	5
	2%	3%	3%	1%	3%	3%	1%	2%	1%	2%	1%	4%	1%	2%	1%	4%	2%
Probably the Democratic candidate	110	28	38	24	18	66	43	39	31	29	31	16	19	13	59	14	25
	11%	9%	12%	10%	12%	11%	11%	10%	11%	12%	12%	8%	10%	10%	12%	15%	8%
Definitely the Democratic candidate	329	83	83	99	64	166	163	89	102	80	78	56	51	46	148	36	104
	32%	27%	26%	39%	43%	27%	41%	22%	34%	34%	31%	30%	27%	37%	30%	38%	34%
Lean, the Democratic candidate	22	4	11	7	1	15	7	4	6	4	10	4	2	1	13	7	1
	2%	1%	3%	3%	*%	2%	2%	1%	2%	2%	4%	2%	1%	1%	3%	7%	*%
Unsure	58	19	25	8	6	44	14	23	12	24	14	9	4	6	25	8	13
	6%	6%	8%	3%	4%	7%	3%	6%	4%	10%	6%	5%	2%	5%	5%	8%	4%

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

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029	403	212	377	473	83	473	373	324	313	464	507	487	439	102	200	234	451	616	858	718	760
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	510	385	97	21	443	36	30	338	140	25	438	49	487	-	22	196	224	201	292	418	437	302
	50%	95%	46%	5%	94%	43%	6%	91%	43%	8%	95%	10%	100%		22%	98%	96%	44%	47%	49%	61%	40%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	461	12	90	347	19	18	424	21	159	276	13	428	-	439	22	4	7	223	289	393	249	413
	45%	3%	42%	92%	4%	22%	90%	6%	49%	88%	3%	84%		100%	21%	2%	3%	49%	47%	46%	35%	54%
Definitely the Republican candidate	352	302	40	8	333	7	11	274	64	9	328	15	352	-	-	162	160	152	217	295	311	200
	34%	75%	19%	2%	71%	8%	2%	74%	20%	3%	71%	3%	72%			81%	68%	34%	35%	34%	43%	26%
Probably the Republican candidate	136	78	43	12	101	19	16	60	60	14	95	31	136	-	-	30	59	43	66	107	108	91
	13%	19%	20%	3%	21%	22%	3%	16%	19%	4%	20%	6%	28%			15%	25%	10%	11%	12%	15%	12%
Lean, the Republican candidate	22	5	14	1	9	10	2	4	16	3	15	3	-	-	22	4	4	5	9	16	17	12
	2%	1%	6%	1%	2%	12%	1%	1%	5%	1%	3%	1%			22%	2%	2%	1%	2%	2%	2%	2%
Probably the Democratic candidate	110	5	40	64	12	9	90	13	50	45	7	96	-	110	-	3	3	42	63	94	68	96
	11%	1%	19%	17%	2%	10%	19%	3%	15%	14%	1%	19%				2%	1%	9%	10%	11%	9%	13%
Definitely the Democratic candidate	329	6	38	276	6	1	322	8	96	225	5	317	-	329	-	1	2	168	211	281	166	298
	32%	1%	18%	73%	1%	1%	68%	2%	30%	72%	1%	63%		75%		1%	1%	37%	34%	33%	23%	39%
Lean, the Democratic candidate	22	1	12	6	2	9	11	1	13	6	2	16	-	-	22	-	2	13	15	18	15	20
	2%	1%	6%	2%	1%	11%	2%	1%	4%	2%	1%	3%			21%		1%	3%	2%	2%	2%	3%
Unsure	58	7	26	9	10	29	19	13	25	12	12	30	-	-	58	0	4	27	36	47	32	44
	6%	2%	12%	2%	2%	35%	4%	3%	8%	4%	3%	6%			57%	1%	2%	6%	6%	5%	4%	6%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

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

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	510 50%	270 58%	132 38%	129 51%	377 49%	72 47%	56 56%	96 36%	225 49%	189 62%	102 41%	126 82%	114 54%	82 31%	350 98%	81 86%	700 95%	17 4%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	461 45%	183 39%	183 53%	115 45%	342 45%	72 47%	42 42%	155 58%	205 45%	101 33%	126 51%	21 14%	86 41%	154 59%	7 2%	8 9%	23 3%	415 91%
Definitely the Republican candidate	352 34%	192 41%	82 24%	79 31%	269 35%	47 31%	32 32%	66 25%	156 34%	129 42%	72 29%	102 67%	79 37%	55 21%	277 77%	55 58%	542 73%	10 2%
Probably the Republican candidate	136 13%	71 15%	38 11%	43 17%	92 12%	21 14%	22 22%	27 10%	56 12%	53 17%	26 11%	20 13%	34 16%	22 8%	68 19%	23 25%	148 20%	6 1%
Lean, the Republican candidate	22 2%	6 1%	13 4%	6 2%	16 2%	4 2%	2 2%	3 1%	13 3%	6 2%	4 2%	4 2%	2 1%	5 2%	5 1%	3 3%	11 1%	1 *%
Probably the Democratic candidate	110 11%	45 10%	45 13%	31 12%	79 10%	18 11%	14 14%	36 13%	55 12%	20 6%	33 13%	8 5%	24 11%	28 11%	6 2%	3 3%	13 2%	74 16%
Definitely the Democratic candidate	329 32%	131 28%	130 38%	74 29%	251 33%	50 33%	24 24%	114 43%	139 30%	77 25%	89 36%	13 8%	59 28%	119 45%	1 *%	4 5%	10 1%	316 69%
Lean, the Democratic candidate	22 2%	7 2%	8 2%	9 4%	12 2%	5 3%	5 5%	6 2%	12 3%	4 1%	4 2%	1 *%	3 1%	7 3%	- 1%	1 1%	0 *%	25 5%
Unsure	58 6%	12 3%	28 8%	11 4%	47 6%	9 6%	2 2%	15 6%	26 6%	17 6%	18 7%	6 4%	11 5%	26 10%	1 *%	4 5%	17 2%	24 5%

Echelon Insights
 January Omnibus 2024
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[QTrumpElect] On a scale of 0 to 10, how likely are you to vote for Donald Trump in the 2024 general election?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.35	4.23	4.80	4.01	4.79	2.24	3.95	3.55	3.88	4.27	4.69	4.64	3.94	4.67
0	469	180	192	269	292	73	63	53	84	77	123	132	214	255
	46%	47%	40%	49%	42%	64%	50%	49%	47%	47%	43%	45%	47%	44%
1	17	5	7	10	12	2	1	0	3	4	4	6	7	10
	2%	1%	2%	2%	2%	2%	1%	*%	2%	2%	1%	2%	2%	2%
2	16	5	6	11	12	2	2	3	4	4	5	1	11	5
	2%	1%	1%	2%	2%	2%	1%	2%	2%	3%	2%	*%	2%	1%
3	25	11	13	13	9	6	8	11	6	1	3	4	18	8
	2%	3%	3%	2%	1%	6%	6%	10%	3%	1%	1%	2%	4%	1%
4	17	10	9	8	11	2	5	1	4	4	6	3	8	9
	2%	3%	2%	1%	2%	1%	4%	1%	2%	2%	2%	1%	2%	1%
5	49	16	32	17	35	6	0	5	14	6	10	13	26	23
	5%	4%	7%	3%	5%	5%	*%	5%	8%	4%	4%	4%	6%	4%
6	21	10	9	12	16	2	1	3	6	2	5	5	11	10
	2%	3%	2%	2%	2%	2%	1%	3%	3%	1%	2%	2%	2%	2%
7	34	12	14	20	24	3	3	8	4	4	10	8	16	18
	3%	3%	3%	4%	3%	3%	2%	7%	2%	2%	3%	3%	4%	3%
8	46	19	25	21	34	4	2	4	5	8	18	11	17	29
	4%	5%	5%	4%	5%	3%	1%	3%	3%	5%	6%	4%	4%	5%
9	35	15	15	19	23	1	5	1	8	8	8	10	17	18
	3%	4%	3%	4%	3%	1%	4%	1%	4%	5%	3%	3%	4%	3%
10	299	103	155	144	234	12	37	21	40	47	92	100	108	191
	29%	27%	32%	27%	33%	11%	29%	19%	23%	28%	32%	34%	24%	33%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpElect] On a scale of 0 to 10, how likely are you to vote for Donald Trump in the 2024 general election?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
MEAN	4.35	4.98	4.53	3.69	3.78	4.75	3.72	5.23	4.22	3.91	4.21	4.80	5.15	3.95	4.32	3.50	4.78
0	469 46%	122 40%	136 43%	133 53%	77 52%	258 41%	209 52%	152 38%	138 47%	117 49%	119 47%	76 40%	75 39%	61 50%	224 45%	47 50%	137 45%
1	17 2%	5 2%	6 2%	5 2%	2 1%	11 2%	7 2%	7 2%	5 2%	5 2%	3 1%	5 3%	3 2%	1 1%	7 1%	3 4%	5 2%
2	16 2%	4 1%	2 1%	9 4%	2 1%	6 1%	11 3%	4 1%	8 3%	3 1%	3 1%	3 1%	2 1%	5 4%	11 2%	2 2%	1 1%
3	25 2%	8 3%	9 3%	6 3%	1 1%	17 3%	8 2%	5 1%	3 1%	9 4%	7 3%	3 2%	5 2%	1 1%	12 2%	3 4%	4 1%
4	17 2%	6 2%	4 1%	2 1%	5 3%	10 2%	7 2%	4 1%	7 2%	4 2%	4 2%	7 4%	0 0%	1 1%	8 2%	1 1%	3 1%
5	49 5%	17 5%	21 6%	6 3%	6 4%	37 6%	12 3%	24 6%	12 4%	14 6%	14 5%	8 4%	7 4%	4 3%	26 5%	7 8%	12 4%
6	21 2%	5 2%	8 3%	6 2%	1 1%	13 2%	7 2%	9 2%	6 2%	5 2%	7 3%	3 1%	2 1%	3 2%	9 2%	2 2%	6 2%
7	34 3%	8 3%	12 4%	4 2%	10 7%	20 3%	14 4%	11 3%	13 4%	3 1%	8 3%	11 6%	6 3%	6 5%	19 4%	1 1%	7 2%
8	46 4%	10 3%	18 6%	9 4%	8 6%	29 5%	17 4%	18 4%	16 5%	9 4%	10 4%	6 3%	10 5%	10 8%	24 5%	4 5%	12 4%
9	35 3%	10 3%	12 4%	10 4%	2 1%	22 4%	12 3%	13 3%	10 3%	4 2%	8 3%	8 4%	10 5%	4 4%	21 4%	4 4%	6 2%
10	299 29%	113 37%	89 28%	62 25%	34 23%	202 32%	96 24%	155 38%	79 26%	65 27%	70 28%	61 32%	70 37%	27 22%	135 27%	18 19%	114 37%

Echelon Insights
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[QTrumpElect] On a scale of 0 to 10, how likely are you to vote for Donald Trump in the 2024 general election?

	Total	Party			Party-Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029	403	212	377	473	83	473	373	324	313	464	507	487	439	102	200	234	451	616	858	718	760
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.35	7.86	3.68	1.10	7.72	3.73	1.09	7.59	3.75	1.12	8.03	1.06	7.88	0.76	2.93	9.08	7.01	4.06	4.17	4.22	5.14	3.61
0	469	41	100	308	52	29	388	49	157	257	34	410	43	380	47	10	30	224	298	405	265	408
	46%	10%	47%	82%	11%	35%	82%	13%	48%	82%	7%	81%	9%	86%	46%	5%	13%	50%	48%	47%	37%	54%
1	17	4	4	9	4	3	11	7	4	6	2	12	2	11	5	-	3	8	10	14	14	16
	2%	1%	2%	2%	1%	3%	2%	2%	1%	2%	*%	2%	*%	2%	5%		1%	2%	2%	2%	2%	2%
2	16	6	3	7	6	3	7	4	7	5	6	10	8	7	2	1	5	6	11	15	14	10
	2%	1%	1%	2%	1%	4%	2%	1%	2%	2%	1%	2%	2%	2%	2%	*%	2%	1%	2%	2%	2%	1%
3	25	8	8	9	10	6	10	5	9	8	8	15	12	6	7	2	5	11	15	22	12	19
	2%	2%	4%	2%	2%	7%	2%	1%	3%	2%	2%	3%	3%	1%	7%	1%	2%	3%	2%	3%	2%	2%
4	17	7	8	2	7	8	2	7	7	2	10	4	7	1	9	0	6	3	8	15	15	10
	2%	2%	4%	1%	1%	9%	*%	2%	2%	1%	2%	1%	1%	*%	9%	*%	3%	1%	1%	2%	2%	1%
5	49	21	20	4	25	14	10	16	27	4	32	13	32	6	10	2	22	17	24	36	43	35
	5%	5%	10%	1%	5%	16%	2%	4%	8%	1%	7%	3%	7%	1%	10%	1%	9%	4%	4%	4%	6%	5%
6	21	10	8	1	15	3	2	11	7	1	14	2	15	2	4	1	9	9	8	14	14	10
	2%	2%	4%	*%	3%	4%	*%	3%	2%	*%	3%	*%	3%	*%	4%	*%	4%	2%	1%	2%	2%	1%
7	34	16	8	8	22	4	8	13	17	4	22	8	20	4	10	6	13	15	20	27	21	25
	3%	4%	4%	2%	5%	4%	2%	4%	5%	1%	5%	2%	4%	1%	9%	3%	5%	3%	3%	3%	3%	3%
8	46	31	9	6	37	1	8	24	16	4	34	8	39	5	2	8	26	23	27	39	35	30
	4%	8%	4%	2%	8%	1%	2%	6%	5%	1%	7%	2%	8%	1%	2%	4%	11%	5%	4%	5%	5%	4%
9	35	27	7	1	33	1	1	21	12	2	30	4	32	2	1	11	21	12	18	28	32	25
	3%	7%	3%	*%	7%	1%	*%	6%	4%	1%	7%	1%	7%	*%	1%	6%	9%	3%	3%	3%	4%	3%
10	299	234	37	22	260	13	26	215	60	20	270	21	276	16	7	158	94	122	178	243	254	174
	29%	58%	18%	6%	55%	15%	6%	58%	19%	6%	58%	4%	57%	4%	7%	79%	40%	27%	29%	28%	35%	23%

Echelon Insights
 January Omnibus 2024
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[QTrumpElect] On a scale of 0 to 10, how likely are you to vote for Donald Trump in the 2024 general election?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.35	4.97	3.47	4.58	4.28	4.53	4.65	3.48	4.36	5.09	3.77	6.47	4.73	2.76	8.78	4.73	7.91	1.21
0	469	190	180	106	358	65	41	145	206	119	128	33	86	167	18	25	79	360
	46%	41%	53%	42%	47%	43%	41%	54%	45%	39%	52%	22%	41%	64%	5%	27%	11%	79%
1	17	6	5	4	13	3	1	7	7	3	4	5	5	3	1	2	4	11
	2%	1%	2%	2%	2%	2%	1%	3%	1%	1%	2%	4%	2%	1%	*%	2%	1%	2%
2	16	3	9	3	14	3	-	2	10	4	5	1	6	3	2	3	5	18
	2%	1%	3%	1%	2%	2%	-	1%	2%	1%	2%	*%	3%	1%	*%	3%	1%	4%
3	25	12	11	7	18	3	4	13	6	6	2	2	11	8	5	3	17	6
	2%	2%	3%	3%	2%	2%	4%	5%	1%	2%	1%	1%	5%	3%	2%	3%	2%	1%
4	17	4	7	5	12	5	-	1	11	5	5	3	2	3	1	4	7	1
	2%	1%	2%	2%	2%	3%	-	*%	2%	1%	2%	2%	1%	1%	*%	4%	1%	*%
5	49	17	19	17	32	5	12	12	19	18	8	14	5	8	8	17	36	4
	5%	4%	6%	7%	4%	3%	12%	4%	4%	6%	3%	9%	3%	3%	2%	18%	5%	1%
6	21	10	10	8	13	4	4	4	9	8	5	5	2	4	7	6	22	10
	2%	2%	3%	3%	2%	3%	4%	2%	2%	3%	2%	3%	1%	1%	2%	6%	3%	2%
7	34	19	11	10	24	8	2	4	23	7	13	3	5	9	13	8	32	11
	3%	4%	3%	4%	3%	5%	2%	2%	5%	2%	5%	2%	3%	3%	4%	8%	4%	2%
8	46	26	12	12	34	8	4	7	21	18	8	8	7	6	28	8	58	11
	4%	6%	3%	5%	4%	5%	4%	3%	5%	6%	3%	5%	3%	2%	8%	9%	8%	2%
9	35	22	7	8	27	4	4	5	18	12	11	8	9	4	28	5	46	0
	3%	5%	2%	3%	3%	3%	4%	2%	4%	4%	4%	5%	4%	1%	8%	6%	6%	*%
10	299	156	73	74	222	45	29	66	125	108	56	70	73	47	246	12	435	23
	29%	34%	21%	29%	29%	29%	29%	25%	27%	35%	23%	46%	35%	18%	69%	13%	59%	5%

Echelon Insights
January Omnibus 2024

N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QBidenReelect] On a scale of 0 to 10, how likely are you to vote for Joe Biden in the 2024 general election?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.32	3.98	4.02	4.53	3.75	6.79	5.03	4.36	4.64	4.50	4.04	4.28	4.52	4.16
0	445	181	223	223	353	15	48	38	63	66	139	139	167	278
	43%	47%	47%	41%	50%	13%	38%	35%	35%	40%	49%	47%	37%	48%
1	23	8	12	12	18	2	0	1	3	4	8	8	8	16
	2%	2%	2%	2%	3%	2%	*%	1%	2%	2%	3%	3%	2%	3%
2	23	11	7	15	16	2	3	4	5	3	5	5	12	10
	2%	3%	2%	3%	2%	2%	2%	4%	3%	2%	2%	2%	3%	2%
3	33	10	17	15	20	7	1	6	8	9	6	4	23	10
	3%	3%	3%	3%	3%	6%	1%	6%	5%	5%	2%	1%	5%	2%
4	18	5	9	10	8	5	4	5	3	4	1	5	12	6
	2%	1%	2%	2%	1%	4%	4%	5%	2%	3%	*%	2%	3%	1%
5	63	29	29	34	39	10	5	12	21	8	10	11	42	22
	6%	8%	6%	6%	6%	9%	4%	11%	12%	5%	4%	4%	9%	4%
6	19	4	9	10	13	1	4	3	7	4	2	3	14	5
	2%	1%	2%	2%	2%	1%	4%	3%	4%	3%	1%	1%	3%	1%
7	36	10	18	17	20	8	3	5	6	5	12	8	16	20
	3%	3%	4%	3%	3%	7%	2%	4%	3%	3%	4%	3%	3%	3%
8	51	16	22	30	26	9	15	7	15	12	10	8	33	18
	5%	4%	5%	5%	4%	8%	12%	6%	8%	7%	4%	3%	7%	3%
9	53	23	20	33	33	5	7	5	13	6	17	12	24	29
	5%	6%	4%	6%	5%	4%	5%	5%	7%	4%	6%	4%	5%	5%
10	264	88	113	145	157	49	35	21	37	43	72	91	101	163
	26%	23%	24%	27%	22%	44%	28%	19%	20%	26%	25%	31%	22%	28%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QBidenReelect] On a scale of 0 to 10, how likely are you to vote for Joe Biden in the 2024 general election?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
MEAN	4.32	3.80	3.89	5.05	5.08	3.85	5.06	3.29	4.35	4.53	4.34	4.17	3.71	4.68	4.49	4.93	4.13
0	445 43%	159 52%	141 45%	92 36%	51 34%	301 48%	142 36%	224 56%	127 43%	95 40%	108 43%	90 47%	97 51%	46 37%	197 40%	30 32%	151 49%
1	23 2%	4 1%	10 3%	4 2%	4 3%	15 2%	9 2%	10 3%	7 2%	6 2%	4 2%	3 1%	6 3%	4 3%	12 2%	3 3%	7 2%
2	23 2%	3 1%	7 2%	4 2%	8 6%	10 2%	13 3%	6 2%	10 3%	2 1%	9 3%	4 2%	2 1%	6 5%	14 3%	3 3%	5 2%
3	33 3%	6 2%	16 5%	6 3%	5 3%	22 4%	11 3%	11 3%	9 3%	14 6%	7 3%	8 4%	4 2%	2 1%	17 3%	5 5%	6 2%
4	18 2%	7 2%	7 2%	3 1%	2 1%	14 2%	5 1%	5 1%	4 1%	7 3%	2 1%	3 1%	4 2%	2 1%	9 2%	3 4%	5 2%
5	63 6%	16 5%	25 8%	16 7%	6 4%	41 7%	23 6%	22 6%	17 6%	16 7%	20 8%	7 4%	11 6%	9 7%	38 8%	6 6%	10 3%
6	19 2%	8 3%	2 1%	8 3%	0 *	11 2%	8 2%	8 2%	5 2%	5 2%	6 2%	2 1%	3 1%	0 *	9 2%	3 3%	3 1%
7	36 3%	9 3%	14 4%	8 3%	5 3%	23 4%	13 3%	9 2%	11 4%	5 2%	8 3%	9 5%	5 3%	8 6%	23 5%	4 5%	7 2%
8	51 5%	6 2%	17 5%	22 9%	5 4%	23 4%	27 7%	11 3%	13 4%	9 4%	11 4%	7 3%	12 6%	10 8%	26 5%	7 7%	9 3%
9	53 5%	10 3%	14 4%	17 7%	11 8%	24 4%	29 7%	17 4%	17 6%	13 5%	17 7%	5 3%	7 4%	5 4%	25 5%	6 7%	9 3%
10	264 26%	78 25%	64 20%	72 28%	50 33%	142 23%	121 30%	78 19%	78 26%	66 28%	62 24%	54 28%	40 21%	32 26%	125 25%	24 26%	94 31%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QBidenReelect] On a scale of 0 to 10, how likely are you to vote for Joe Biden in the 2024 general election?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
MEAN	4.32	1.19	3.84	7.99	1.28	3.13	7.57	1.26	4.71	7.64	1.10	7.39	1.32	8.01	2.78	1.06	1.29	4.72	4.55	4.39	3.50	5.08
0	445 43%	320 79%	87 41%	22 6%	369 78%	37 44%	40 8%	297 80%	110 34%	29 9%	375 81%	45 9%	377 77%	22 5%	46 45%	167 83%	177 75%	185 41%	261 42%	370 43%	374 52%	265 35%
1	23 2%	10 3%	8 4%	4 1%	13 3%	2 3%	8 2%	9 2%	9 3%	5 2%	12 3%	7 1%	15 3%	4 1%	5 5%	4 2%	9 4%	13 3%	13 2%	18 2%	16 2%	16 2%
2	23 2%	12 3%	2 1%	7 2%	13 3%	2 2%	8 2%	7 2%	11 3%	4 1%	14 3%	7 1%	12 2%	9 2%	2 2%	6 3%	6 3%	6 1%	14 2%	19 2%	16 2%	14 2%
3	33 3%	13 3%	14 6%	5 1%	15 3%	5 6%	14 3%	8 2%	11 4%	10 3%	9 2%	23 5%	12 3%	13 3%	8 8%	3 2%	11 5%	13 3%	17 3%	29 3%	24 3%	28 4%
4	18 2%	3 1%	5 2%	10 3%	4 1%	1 1%	13 3%	3 1%	7 2%	8 3%	4 1%	12 2%	5 1%	9 2%	5 5%	0 *	3 1%	8 2%	6 1%	14 2%	13 2%	15 2%
5	63 6%	6 1%	28 13%	27 7%	9 2%	18 22%	36 8%	6 2%	38 12%	18 6%	11 2%	47 9%	16 3%	32 7%	16 15%	2 1%	4 2%	21 5%	31 5%	49 6%	42 6%	53 7%
6	19 2%	2 1%	6 3%	9 2%	2 1%	3 3%	14 3%	3 1%	6 2%	8 3%	1 *	15 3%	2 *	12 3%	4 4%	-	2 1%	4 1%	11 2%	13 2%	14 2%	13 2%
7	36 3%	3 1%	8 4%	23 6%	3 1%	6 7%	27 6%	5 1%	18 5%	12 4%	1 *	31 6%	5 1%	20 5%	11 11%	-	2 1%	18 4%	28 5%	30 4%	20 3%	32 4%
8	51 5%	3 1%	13 6%	34 9%	7 1%	4 5%	41 9%	4 1%	18 5%	30 9%	3 1%	45 9%	6 1%	44 10%	2 2%	1 *	3 1%	18 4%	27 4%	42 5%	29 4%	44 6%
9	53 5%	5 1%	8 4%	39 10%	6 1%	1 1%	46 10%	5 1%	17 5%	30 10%	5 1%	45 9%	4 1%	49 11%	0 *	4 2%	1 *	23 5%	32 5%	44 5%	30 4%	43 6%
10	264 26%	27 7%	34 16%	196 52%	32 7%	4 5%	227 48%	25 7%	79 24%	158 51%	30 6%	230 45%	34 7%	226 51%	3 3%	14 7%	15 7%	143 32%	177 29%	230 27%	140 20%	236 31%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QBidenReelect] On a scale of 0 to 10, how likely are you to vote for Joe Biden in the 2024 general election?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.32	3.95	4.96	4.19	4.36	4.18	4.21	5.53	4.27	3.35	4.68	2.16	4.06	5.31	1.00	2.00	1.24	7.99
0	445 43%	231 50%	114 33%	110 43%	332 43%	70 46%	40 39%	74 28%	198 43%	174 57%	96 39%	107 70%	97 46%	85 33%	300 84%	58 62%	580 78%	29 6%
1	23 2%	12 3%	8 2%	5 2%	19 2%	1 1%	4 4%	4 2%	12 3%	7 2%	7 3%	3 2%	3 1%	8 3%	7 2%	5 6%	18 2%	12 3%
2	23 2%	9 2%	9 3%	5 2%	18 2%	4 2%	1 1%	4 2%	12 3%	6 2%	10 4%	2 1%	4 2%	3 1%	9 3%	3 4%	21 3%	5 1%
3	33 3%	9 2%	17 5%	7 3%	26 3%	2 2%	5 5%	9 3%	16 4%	8 3%	7 3%	5 3%	6 3%	10 4%	8 2%	6 6%	19 3%	6 1%
4	18 2%	1 *%	8 2%	7 3%	12 2%	2 2%	4 4%	6 2%	9 2%	3 1%	4 2%	1 1%	3 2%	3 1%	1 *%	3 3%	12 2%	14 3%
5	63 6%	25 5%	28 8%	23 9%	40 5%	12 8%	12 11%	32 12%	24 5%	8 2%	14 6%	4 3%	20 9%	15 6%	3 1%	4 4%	17 2%	24 5%
6	19 2%	3 1%	11 3%	4 2%	15 2%	3 2%	1 1%	5 2%	5 1%	8 3%	3 1%	0 *%	7 3%	7 3%	1 *%	1 1%	9 1%	3 1%
7	36 3%	18 4%	12 4%	12 5%	24 3%	8 5%	4 4%	17 6%	16 3%	3 1%	4 2%	5 3%	2 1%	15 6%	1 *%	2 2%	2 *%	39 9%
8	51 5%	23 5%	21 6%	18 7%	33 4%	13 9%	5 5%	15 5%	25 5%	12 4%	9 4%	4 3%	10 5%	11 4%	3 1%	2 2%	5 1%	34 8%
9	53 5%	21 5%	22 6%	13 5%	37 5%	5 3%	8 8%	19 7%	23 5%	11 4%	15 6%	2 1%	8 4%	24 9%	3 1%	2 2%	7 1%	39 9%
10	264 26%	113 24%	94 27%	52 21%	210 27%	33 22%	19 19%	81 30%	115 25%	67 22%	76 31%	20 13%	50 24%	80 31%	23 6%	7 8%	50 7%	251 55%

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N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpBiden] If the 2024 presidential election were being held today, would you vote for

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	487	177	254	231	375	20	53	35	82	75	153	142	192	295
	47%	46%	53%	43%	53%	18%	42%	32%	46%	46%	54%	48%	42%	51%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	471	175	193	273	280	86	67	60	92	78	111	130	230	241
	46%	46%	40%	50%	40%	76%	53%	55%	51%	48%	39%	44%	51%	42%
Donald Trump, definitely	363	126	191	170	289	10	42	22	51	55	117	117	129	235
	35%	33%	40%	31%	41%	9%	34%	20%	28%	34%	42%	40%	28%	41%
Donald Trump, probably	114	45	57	57	80	9	9	11	29	19	33	23	58	56
	11%	12%	12%	11%	11%	8%	7%	10%	16%	11%	12%	8%	13%	10%
Donald Trump, lean	10	6	6	4	7	1	1	2	2	1	3	2	5	5
	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Joe Biden, probably	121	47	44	76	62	25	20	20	35	23	22	20	78	43
	12%	12%	9%	14%	9%	22%	16%	19%	20%	14%	8%	7%	17%	7%
Joe Biden, definitely	341	123	143	193	215	59	41	34	57	54	88	108	145	196
	33%	32%	30%	36%	31%	52%	33%	32%	32%	33%	31%	37%	32%	34%
Joe Biden, lean	9	6	6	3	3	1	5	5	-	2	1	1	7	2
	1%	2%	1%	1%	*%	1%	4%	5%		1%	*%	*%	2%	*%
Unsure	70	32	31	40	48	8	6	14	6	11	18	22	31	40
	7%	8%	6%	7%	7%	7%	5%	13%	3%	7%	6%	7%	7%	7%

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 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpBiden] If the 2024 presidential election were being held today, would you vote for

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	487 47%	169 55%	159 50%	102 41%	55 37%	328 53%	157 39%	238 59%	136 46%	101 42%	110 43%	105 55%	108 56%	53 43%	232 47%	35 37%	157 51%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	471 46%	121 39%	126 40%	139 55%	85 57%	247 40%	223 56%	135 34%	144 48%	113 47%	126 49%	78 41%	72 38%	63 51%	228 46%	54 58%	134 44%
Donald Trump, definitely	363 35%	135 44%	111 35%	76 30%	40 27%	245 39%	116 29%	187 47%	100 34%	73 31%	81 32%	79 41%	86 45%	37 30%	167 34%	20 22%	133 44%
Donald Trump, probably	114 11%	30 10%	46 14%	26 10%	12 8%	76 12%	38 9%	46 11%	33 11%	25 11%	26 10%	23 12%	20 11%	17 13%	59 12%	14 15%	21 7%
Donald Trump, lean	10 1%	4 1%	3 1%	0 *%	3 2%	7 1%	3 1%	4 1%	3 1%	2 1%	4 1%	3 1%	1 1%	-	5 1%	1 1%	2 1%
Joe Biden, probably	121 12%	25 8%	47 15%	34 13%	15 10%	72 11%	49 12%	33 8%	29 10%	32 14%	40 16%	18 10%	16 8%	11 9%	65 13%	15 17%	26 8%
Joe Biden, definitely	341 33%	90 29%	78 25%	104 41%	69 46%	168 27%	173 43%	100 25%	114 38%	74 31%	85 34%	57 30%	56 29%	52 42%	161 32%	36 39%	107 35%
Joe Biden, lean	9 1%	6 2%	2 1%	1 *%	1 *%	8 1%	2 *%	2 *%	1 *%	7 3%	0 *%	2 1%	0 *%	-	2 *%	2 2%	1 *%
Unsure	70 7%	17 6%	32 10%	12 5%	8 6%	50 8%	20 5%	29 7%	18 6%	24 10%	18 7%	8 4%	12 6%	8 6%	36 7%	5 5%	16 5%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpBiden] If the 2024 presidential election were being held today, would you vote for

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	487 47%	361 90%	91 43%	24 6%	421 89%	33 40%	33 7%	322 86%	137 42%	20 6%	433 93%	29 6%	441 90%	14 3%	33 32%	198 99%	200 85%	196 43%	281 46%	395 46%	414 58%	286 38%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	471 46%	26 6%	89 42%	344 91%	31 7%	20 24%	420 89%	30 8%	154 47%	283 90%	13 3%	441 87%	29 6%	414 94%	28 27%	3 1%	19 8%	226 50%	291 47%	403 47%	256 36%	421 55%
Donald Trump, definitely	363 35%	293 73%	51 24%	12 3%	332 70%	16 19%	16 3%	273 73%	75 23%	12 4%	336 73%	16 3%	351 72%	4 1%	9 9%	180 90%	140 60%	155 34%	222 36%	300 35%	316 44%	205 27%
Donald Trump, probably	114 11%	62 15%	38 18%	11 3%	83 18%	16 19%	15 3%	44 12%	59 18%	7 2%	91 20%	12 2%	83 17%	9 2%	22 22%	17 9%	54 23%	39 9%	56 9%	89 10%	90 12%	75 10%
Donald Trump, lean	10 1%	6 1%	2 1%	1 *	7 1%	2 2%	1 *	5 1%	4 1%	1 *	6 1%	1 *	7 1%	1 *	2 2%	1 *	6 2%	3 1%	3 *	7 1%	9 1%	6 1%
Joe Biden, probably	121 12%	11 3%	36 17%	71 19%	14 3%	8 10%	98 21%	12 3%	41 13%	65 21%	6 1%	108 21%	14 3%	93 21%	14 14%	1 *	10 4%	46 10%	66 11%	100 12%	74 10%	99 13%
Joe Biden, definitely	341 33%	13 3%	48 23%	271 72%	16 3%	10 13%	315 67%	18 5%	107 33%	215 69%	6 1%	327 64%	15 3%	315 72%	12 11%	2 1%	9 4%	179 40%	222 36%	296 35%	179 25%	317 42%
Joe Biden, lean	9 1%	1 *	5 2%	1 *	1 *	1 2%	7 1%	1 *	5 2%	4 1%	1 *	6 1%	- *	7 2%	2 2%	- *	1 *	2 *	3 *	6 1%	3 *	5 1%
Unsure	70 7%	16 4%	31 15%	9 2%	20 4%	30 36%	20 4%	20 5%	33 10%	10 3%	18 4%	37 7%	17 4%	12 3%	41 40%	- 7%	16 7%	29 6%	44 7%	61 7%	48 7%	53 7%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpBiden] If the 2024 presidential election were being held today, would you vote for

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY/LEAN	487 47%	253 54%	130 38%	122 48%	362 47%	71 46%	51 50%	89 33%	216 48%	182 59%	98 40%	115 76%	107 51%	81 31%	352 98%	61 65%	667 90%	34 7%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	471 46%	191 41%	190 55%	117 46%	350 46%	73 48%	44 43%	163 61%	204 45%	105 34%	128 52%	29 19%	89 42%	159 61%	5 1%	20 22%	41 6%	407 89%
Donald Trump, definitely	363 35%	191 41%	89 26%	86 34%	275 36%	48 31%	38 38%	68 26%	158 35%	138 45%	69 28%	90 59%	91 43%	59 23%	297 83%	32 35%	540 73%	9 2%
Donald Trump, probably	114 11%	59 13%	37 11%	33 13%	80 10%	21 14%	12 11%	20 7%	55 12%	40 13%	27 11%	23 15%	14 7%	21 8%	53 15%	26 28%	117 16%	24 5%
Donald Trump, lean	10 1%	3 1%	4 1%	3 1%	7 1%	2 1%	1 1%	1 *	4 1%	5 2%	1 1%	3 2%	2 1%	1 1%	2 1%	2 2%	9 1%	1 *
Joe Biden, probably	121 12%	37 8%	59 17%	41 16%	79 10%	27 17%	15 14%	52 19%	51 11%	18 6%	32 13%	8 5%	27 13%	33 13%	1 *	10 11%	18 2%	74 16%
Joe Biden, definitely	341 33%	151 33%	124 36%	74 29%	263 34%	45 29%	29 29%	109 41%	151 33%	81 27%	95 38%	19 13%	57 27%	124 47%	4 1%	9 10%	21 3%	331 73%
Joe Biden, lean	9 1%	3 1%	7 2%	2 1%	8 1%	2 1%	-	2 1%	2 *	5 2%	1 1%	1 1%	4 2%	2 1%	-	1 1%	2 *	1 *
Unsure	70 7%	21 5%	24 7%	16 6%	55 7%	9 6%	7 6%	15 6%	35 8%	20 7%	21 8%	8 5%	15 7%	21 8%	1 *	13 13%	33 4%	16 3%

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[QHaleyBiden] If the 2024 presidential election were being held today, would you vote for

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
NIKKI HALEY, DEFINITELY/ PROBABLY/LEAN	463	182	237	223	356	18	52	37	69	70	133	153	176	286
	45%	47%	50%	41%	51%	16%	41%	34%	39%	43%	47%	52%	39%	50%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	414	143	175	235	241	80	58	48	83	67	104	112	198	216
	40%	37%	37%	43%	34%	70%	46%	44%	46%	41%	37%	38%	44%	38%
Nikki Haley, definitely	207	83	105	102	171	8	20	14	26	24	67	76	64	143
	20%	21%	22%	19%	24%	7%	15%	13%	14%	15%	24%	26%	14%	25%
Nikki Haley, probably	198	77	105	91	142	9	25	16	35	38	49	60	89	110
	19%	20%	22%	17%	20%	8%	20%	15%	20%	23%	17%	21%	20%	19%
Nikki Haley, lean	57	23	27	30	44	2	8	7	8	8	16	17	24	33
	6%	6%	6%	5%	6%	1%	6%	7%	5%	5%	6%	6%	5%	6%
Joe Biden, probably	125	38	55	70	72	23	17	24	30	24	28	19	78	46
	12%	10%	11%	13%	10%	21%	14%	22%	17%	14%	10%	6%	17%	8%
Joe Biden, definitely	280	98	118	158	165	55	36	20	51	42	74	92	113	166
	27%	26%	25%	29%	23%	48%	29%	19%	28%	25%	26%	31%	25%	29%
Joe Biden, lean	10	6	3	7	4	2	4	3	2	2	2	1	7	3
	1%	2%	1%	1%	1%	1%	3%	3%	1%	1%	1%	*%	1%	1%
Unsure	152	59	65	86	105	15	16	24	27	27	46	28	78	74
	15%	15%	14%	16%	15%	14%	13%	22%	15%	17%	16%	10%	17%	13%

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[QHaleyBiden] If the 2024 presidential election were being held today, would you vote for

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
NIKKI HALEY, DEFINITELY/ PROBABLY/LEAN	463 45%	147 48%	146 46%	108 43%	61 41%	292 47%	169 42%	211 53%	144 48%	87 37%	112 44%	97 51%	104 54%	54 44%	220 44%	31 33%	154 50%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	414 40%	104 34%	116 37%	119 47%	75 50%	220 35%	193 48%	122 30%	119 40%	105 44%	107 42%	67 35%	64 33%	52 42%	204 41%	46 50%	116 38%
Nikki Haley, definitely	207 20%	68 22%	62 20%	44 18%	32 22%	130 21%	76 19%	102 25%	68 23%	35 15%	46 18%	42 22%	51 27%	30 25%	92 19%	14 15%	77 25%
Nikki Haley, probably	198 19%	59 19%	65 20%	50 20%	24 16%	124 20%	74 18%	79 20%	62 21%	36 15%	52 20%	49 26%	39 20%	16 13%	102 21%	10 10%	61 20%
Nikki Haley, lean	57 6%	20 6%	19 6%	13 5%	5 4%	39 6%	19 5%	30 8%	13 4%	16 7%	14 5%	6 3%	13 7%	8 6%	26 5%	7 8%	16 5%
Joe Biden, probably	125 12%	29 10%	46 14%	37 15%	12 8%	75 12%	49 12%	39 10%	32 11%	38 16%	31 12%	15 8%	19 10%	17 14%	70 14%	19 21%	19 6%
Joe Biden, definitely	280 27%	72 23%	68 21%	77 31%	63 42%	139 22%	140 35%	80 20%	85 29%	62 26%	74 29%	51 27%	43 22%	35 28%	132 27%	25 27%	94 31%
Joe Biden, lean	10 1%	3 1%	3 1%	4 2%	-	6 1%	4 1%	3 1%	1 %	5 2%	1 1%	2 1%	2 1%	-	3 1%	2 3%	3 1%
Unsure	152 15%	56 18%	56 18%	26 10%	12 8%	112 18%	39 10%	69 17%	35 12%	45 19%	36 14%	27 14%	24 12%	17 14%	72 15%	16 17%	35 12%

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[QHaleyBiden] If the 2024 presidential election were being held today, would you vote for

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
NIKKI HALEY, DEFINITELY/ PROBABLY/LEAN	463 45%	315 78%	108 51%	32 9%	368 78%	39 47%	56 12%	280 75%	144 45%	32 10%	359 78%	80 16%	374 77%	44 10%	45 44%	145 72%	202 86%	197 44%	273 44%	388 45%	388 54%	286 38%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	414 40%	19 5%	67 32%	316 84%	27 6%	15 18%	373 79%	21 6%	135 42%	253 81%	17 4%	381 75%	28 6%	371 84%	15 14%	7 3%	10 4%	199 44%	258 42%	348 41%	223 31%	371 49%
Nikki Haley, definitely	207 20%	162 40%	36 17%	6 2%	183 39%	16 19%	8 2%	149 40%	51 16%	6 2%	178 38%	23 5%	186 38%	8 2%	14 14%	62 31%	111 47%	95 21%	140 23%	176 21%	179 25%	128 17%
Nikki Haley, probably	198 19%	117 29%	55 26%	24 6%	138 29%	22 27%	38 8%	99 27%	73 22%	24 8%	136 29%	49 10%	145 30%	29 7%	24 24%	57 28%	72 31%	87 19%	111 18%	166 19%	164 23%	128 17%
Nikki Haley, lean	57 6%	36 9%	18 8%	2 1%	47 10%	1 1%	10 2%	32 9%	21 6%	2 1%	46 10%	8 2%	43 9%	7 2%	7 7%	26 13%	18 8%	16 3%	23 4%	46 5%	45 6%	30 4%
Joe Biden, probably	125 12%	9 2%	33 16%	76 20%	16 3%	12 14%	97 20%	8 2%	52 16%	61 19%	10 2%	105 21%	14 3%	99 23%	12 11%	3 2%	5 2%	43 10%	67 11%	99 12%	77 11%	100 13%
Joe Biden, definitely	280 27%	8 2%	31 15%	234 62%	9 2%	3 3%	267 57%	12 3%	77 24%	190 61%	6 1%	267 53%	10 2%	267 61%	3 3%	3 1%	5 2%	155 34%	187 30%	242 28%	141 20%	262 35%
Joe Biden, lean	10 1%	1 *	2 1%	6 2%	1 *	0 *	8 2%	1 *	6 2%	3 1%	1 *	9 2%	4 1%	5 1%	0 *	1 *	0 *	1 *	5 1%	7 1%	4 1%	10 1%
Unsure	152 15%	70 17%	37 17%	29 8%	78 17%	30 35%	44 9%	71 19%	45 14%	28 9%	87 19%	46 9%	86 18%	24 5%	43 42%	49 25%	23 10%	55 12%	85 14%	123 14%	107 15%	103 14%

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[QHaleyBiden] If the 2024 presidential election were being held today, would you vote for

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
NIKKI HALEY, DEFINITELY/ PROBABLY/LEAN	463	240	120	111	349	64	47	83	214	165	97	101	118	75	277	77	571	46
	45%	52%	35%	44%	45%	42%	47%	31%	47%	54%	39%	66%	56%	29%	77%	83%	77%	10%
JOE BIDEN, DEFINITELY/ PROBABLY/LEAN	414	163	170	101	309	60	41	145	179	90	110	24	72	140	12	10	38	382
	40%	35%	50%	39%	40%	39%	40%	55%	39%	29%	45%	16%	34%	54%	3%	11%	5%	84%
Nikki Haley, definitely	207	111	57	43	162	25	17	41	92	75	42	48	67	29	134	44	295	12
	20%	24%	17%	17%	21%	16%	17%	15%	20%	24%	17%	32%	31%	11%	37%	47%	40%	3%
Nikki Haley, probably	198	99	53	54	145	28	25	31	100	67	42	41	40	33	103	28	204	31
	19%	21%	15%	21%	19%	18%	25%	12%	22%	22%	17%	27%	19%	13%	29%	30%	28%	7%
Nikki Haley, lean	57	30	11	15	42	10	5	12	22	23	14	12	12	12	40	5	72	3
	6%	7%	3%	6%	5%	7%	5%	5%	5%	7%	5%	8%	6%	5%	11%	5%	10%	1%
Joe Biden, probably	125	39	62	44	81	21	22	55	54	17	29	11	26	33	6	7	22	86
	12%	8%	18%	17%	11%	14%	22%	20%	12%	5%	12%	7%	13%	13%	2%	8%	3%	19%
Joe Biden, definitely	280	119	103	56	219	38	18	87	120	72	76	13	41	103	5	3	14	285
	27%	26%	30%	22%	29%	25%	18%	33%	26%	24%	31%	9%	20%	39%	1%	3%	2%	62%
Joe Biden, lean	10	5	5	0	9	0	-	4	5	1	5	1	4	3	1	0	2	11
	1%	1%	1%	*%	1%	*%		1%	1%	*%	2%	*%	2%	1%	*%	*%	*%	2%
Unsure	152	61	53	43	108	30	13	38	62	52	40	27	22	47	69	6	131	29
	15%	13%	15%	17%	14%	19%	13%	14%	14%	17%	16%	18%	10%	18%	19%	6%	18%	6%

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[QTrumpBidenFullLeaner] And if you had to choose today, which of the following candidates would you vote for?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1425	518	650	771	1125	122	110	92	196	225	426	486	513	912
Donald Trump, the Republican candidate	421	149	218	200	330	14	46	27	63	70	130	131	159	261
	41%	39%	46%	37%	47%	12%	36%	25%	35%	43%	46%	45%	35%	45%
Joe Biden, the Democratic candidate	363	132	154	204	219	68	46	41	66	55	92	109	161	201
	35%	34%	32%	38%	31%	60%	36%	38%	37%	33%	32%	37%	36%	35%
Joe Manchin, No Labels candidate	33	22	23	10	30	3	-	-	8	5	9	10	14	20
	3%	6%	5%	2%	4%	2%			5%	3%	3%	3%	3%	3%
Robert F. Kennedy, Jr , Independent candidate	116	41	51	65	72	11	20	11	25	16	38	26	52	64
	11%	11%	11%	12%	10%	9%	16%	10%	14%	10%	13%	9%	11%	11%
Jill Stein, Green Party candidate	19	7	8	12	7	2	7	7	5	5	1	1	17	3
	2%	2%	2%	2%	1%	2%	5%	6%	3%	3%	*%	*%	4%	*%
Cornel West, Independent candidate	16	3	6	10	8	7	-	4	4	5	3	0	13	3
	2%	1%	1%	2%	1%	6%		4%	2%	3%	1%	*%	3%	1%
Unsure	61	31	17	42	37	9	8	19	9	9	10	15	37	25
	6%	8%	4%	8%	5%	8%	6%	18%	5%	5%	3%	5%	8%	4%

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[QTrumpBidenFullLeaner] And if you had to choose today, which of the following candidates would you vote for?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
Unweighted Total	1425	320	580	342	177	900	519	700	420	355	348	294	256	141	640	117	503
Donald Trump, the Republican candidate	421 41%	146 48%	136 43%	88 35%	49 33%	282 45%	137 34%	211 53%	117 39%	84 35%	93 36%	91 47%	101 53%	42 34%	200 40%	26 28%	143 47%
Joe Biden, the Democratic candidate	363 35%	90 29%	95 30%	105 42%	72 49%	185 30%	177 44%	109 27%	109 37%	85 36%	91 36%	57 30%	58 30%	52 42%	172 35%	39 42%	112 37%
Joe Manchin, No Labels candidate	33 3%	5 2%	8 3%	12 5%	7 5%	13 2%	19 5%	11 3%	19 6%	1 1%	9 4%	7 4%	9 5%	6 5%	16 3%	3 4%	9 3%
Robert F. Kennedy, Jr., Independent candidate	116 11%	38 13%	42 13%	23 9%	12 8%	80 13%	35 9%	43 11%	28 9%	36 15%	35 14%	23 12%	10 5%	12 10%	54 11%	13 14%	28 9%
Jill Stein, Green Party candidate	19 2%	8 3%	6 2%	5 2%	-	14 2%	5 1%	5 1%	1 %	9 4%	7 3%	2 1%	0 %	1 1%	17 3%	2 2%	1 %
Cornel West, Independent candidate	16 2%	6 2%	8 2%	3 1%	-	14 2%	3 1%	6 2%	2 1%	6 2%	5 2%	3 1%	1 1%	2 1%	7 1%	3 4%	1 %
Unsure	61 6%	15 5%	23 7%	16 6%	8 6%	37 6%	24 6%	17 4%	20 7%	16 7%	15 6%	9 5%	11 6%	9 7%	31 6%	6 7%	12 4%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpBidenFullLeaner] And if you had to choose today, which of the following candidates would you vote for?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029	403	212	377	473	83	473	373	324	313	464	507	487	439	102	200	234	451	616	858	718	760
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1425	699	283	400	832	94	499	634	433	328	766	501	815	475	135	367	393	582	786	1085	1058	1000
Donald Trump, the Republican candidate	421	333	62	19	378	17	26	295	99	20	384	21	394	11	15	190	171	175	248	346	361	248
	41%	83%	29%	5%	80%	20%	5%	79%	31%	7%	83%	4%	81%	3%	15%	95%	73%	39%	40%	40%	50%	33%
Joe Biden, the Democratic candidate	363	13	53	286	19	9	335	21	114	224	7	345	9	342	11	3	8	190	243	315	194	325
	35%	3%	25%	76%	4%	11%	71%	6%	35%	71%	2%	68%	2%	78%	11%	1%	3%	42%	39%	37%	27%	43%
Joe Manchin, No Labels candidate	33	13	17	3	19	6	8	16	16	2	16	15	22	9	2	0	16	18	23	31	27	22
	3%	3%	8%	1%	4%	8%	2%	4%	5%	1%	3%	3%	4%	2%	2%	*%	7%	4%	4%	4%	4%	3%
Robert F. Kennedy, Jr , Independent candidate	116	28	38	44	33	29	54	24	63	26	36	68	37	44	35	7	21	38	59	89	77	92
	11%	7%	18%	12%	7%	35%	11%	6%	19%	8%	8%	13%	8%	10%	34%	4%	9%	9%	10%	10%	11%	12%
Jill Stein, Green Party candidate	19	5	8	7	5	0	14	3	3	13	2	15	8	7	4	-	5	7	10	16	11	17
	2%	1%	4%	2%	1%	*%	3%	1%	1%	4%	*%	3%	2%	2%	4%	-	2%	2%	2%	2%	2%	2%
Cornel West, Independent candidate	16	1	9	5	4	6	7	0	6	6	3	10	3	7	6	-	3	6	8	15	7	14
	2%	*%	4%	1%	1%	7%	1%	*%	2%	2%	1%	2%	1%	2%	6%	-	1%	1%	1%	2%	1%	2%
Unsure	61	11	25	12	16	16	29	13	23	22	16	33	13	20	28	1	11	17	26	45	40	43
	6%	3%	12%	3%	3%	19%	6%	4%	7%	7%	3%	7%	3%	5%	28%	*%	5%	4%	4%	5%	6%	6%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpBidenFullLeaner] And if you had to choose today, which of the following candidates would you vote for?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	1425	630	406	356	1062	237	119	345	615	465	327	309	279	321	624	159	1425	1425
Donald Trump, the Republican candidate	421 41%	230 49%	100 29%	106 41%	313 41%	61 40%	45 44%	79 30%	185 41%	157 51%	86 35%	100 66%	96 46%	64 25%	329 92%	46 49%	600 81%	22 5%
Joe Biden, the Democratic candidate	363 35%	146 31%	147 43%	81 32%	278 36%	54 35%	27 26%	119 45%	162 36%	81 26%	99 40%	16 10%	58 28%	134 51%	5 1%	9 10%	35 5%	335 73%
Joe Manchin, No Labels candidate	33 3%	22 5%	6 2%	10 4%	23 3%	4 3%	6 6%	11 4%	15 3%	7 2%	4 2%	10 6%	8 4%	7 3%	5 1%	11 12%	31 4%	8 2%
Robert F. Kennedy, Jr., Independent candidate	116 11%	39 8%	42 12%	31 12%	85 11%	17 11%	15 14%	27 10%	59 13%	30 10%	34 14%	13 9%	28 13%	21 8%	14 4%	15 16%	49 7%	51 11%
Jill Stein, Green Party candidate	19 2%	7 1%	10 3%	5 2%	13 2%	3 2%	2 2%	6 2%	6 1%	7 2%	1 *%	2 1%	7 3%	5 2%	2 *%	2 2%	2 *%	16 4%
Cornel West, Independent candidate	16 2%	4 1%	8 2%	4 2%	12 2%	2 1%	3 3%	8 3%	1 *%	7 2%	1 *%	2 2%	0 *%	8 3%	2 *%	2 2%	4 *%	6 1%
Unsure	61 6%	18 4%	30 9%	17 7%	44 6%	13 9%	4 4%	16 6%	27 6%	19 6%	23 9%	9 6%	13 6%	22 9%	2 1%	8 9%	19 3%	18 4%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpBidenMatter] Assuming that the 2024 election is between Donald Trump and Joe Biden, which of the following do you agree with more?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Whether Trump or Biden wins really would make a difference to me personally	763	290	343	412	560	68	73	58	117	117	222	249	292	471
	74%	75%	72%	76%	80%	60%	58%	53%	65%	71%	79%	85%	65%	82%
Whether Trump or Biden wins really would not make a difference to me personally	142	50	82	60	68	30	35	33	39	24	31	14	97	45
	14%	13%	17%	11%	10%	26%	28%	31%	22%	15%	11%	5%	21%	8%
Unsure	124	44	53	71	74	16	18	18	23	23	30	30	64	60
	12%	12%	11%	13%	11%	14%	14%	16%	13%	14%	11%	10%	14%	10%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpBidenMatter] Assuming that the 2024 election is between Donald Trump and Joe Biden, which of the following do you agree with more?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Whether Trump or Biden wins really would make a difference to me personally	763 74%	211 69%	239 75%	195 77%	116 79%	450 72%	312 78%	319 79%	240 81%	160 67%	189 74%	146 76%	152 80%	95 77%	360 73%	54 58%	255 83%
Whether Trump or Biden wins really would not make a difference to me personally	142 14%	47 15%	45 14%	37 15%	12 8%	92 15%	49 12%	38 9%	30 10%	39 17%	33 13%	26 14%	25 13%	18 15%	78 16%	18 20%	23 7%
Unsure	124 12%	49 16%	34 11%	20 8%	20 13%	83 13%	40 10%	45 11%	28 9%	38 16%	33 13%	19 10%	13 7%	11 9%	58 12%	21 22%	28 9%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpBidenMatter] Assuming that the 2024 election is between Donald Trump and Joe Biden, which of the following do you agree with more?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029	403	212	377	473	83	473	373	324	313	464	507	487	439	102	200	234	451	616	858	718	760
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Whether Trump or Biden wins really would make a difference to me personally	763	329	139	274	383	39	341	304	216	236	366	371	393	326	44	166	191	366	480	649	537	562
	74%	81%	65%	73%	81%	46%	72%	82%	67%	75%	79%	73%	81%	74%	43%	83%	82%	81%	78%	76%	75%	74%
Whether Trump or Biden wins really would not make a difference to me personally	142	45	43	50	55	18	69	40	54	42	56	73	59	60	23	21	29	46	74	111	99	106
	14%	11%	20%	13%	12%	22%	15%	11%	17%	13%	12%	14%	12%	14%	23%	11%	13%	10%	12%	13%	14%	14%
Unsure	124	30	31	52	34	27	63	29	54	35	41	63	35	54	35	13	14	39	63	98	82	92
	12%	7%	14%	14%	7%	32%	13%	8%	17%	11%	9%	12%	7%	12%	34%	6%	6%	9%	10%	11%	11%	12%

Echelon Insights
January Omnibus 2024

N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpBidenMatter] Assuming that the 2024 election is between Donald Trump and Joe Biden, which of the following do you agree with more?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
Whether Trump or Biden wins really would make a difference to me personally	763 74%	380 82%	212 62%	174 68%	584 76%	112 73%	62 61%	182 68%	353 77%	229 74%	195 79%	124 81%	150 71%	182 70%	297 83%	74 79%	618 84%	352 77%
Whether Trump or Biden wins really would not make a difference to me personally	142 14%	44 9%	83 24%	44 17%	97 13%	18 12%	26 25%	48 18%	56 12%	38 12%	21 8%	14 9%	36 17%	42 16%	40 11%	12 13%	75 10%	60 13%
Unsure	124 12%	41 9%	49 14%	36 14%	85 11%	23 15%	13 13%	36 14%	47 10%	41 13%	31 12%	15 10%	25 12%	37 14%	21 6%	8 8%	47 6%	44 10%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	267	100	134	130	167	44	27	22	41	32	74	97	95	172
	26%	26%	28%	24%	24%	39%	21%	20%	23%	20%	26%	33%	21%	30%
GETTING A LOT/LITTLE WORSE	574	220	252	316	406	46	68	68	96	89	167	154	253	321
	56%	57%	53%	58%	58%	41%	54%	62%	54%	54%	59%	52%	56%	56%
Improving a lot	74	26	47	27	43	17	8	9	12	7	18	28	29	46
	7%	7%	10%	5%	6%	15%	6%	9%	7%	4%	6%	10%	6%	8%
Improving a little	192	74	86	103	124	27	19	12	29	25	57	69	67	126
	19%	19%	18%	19%	18%	24%	15%	11%	16%	15%	20%	24%	15%	22%
Staying the same	173	62	87	87	119	21	29	18	36	41	38	40	95	79
	17%	16%	18%	16%	17%	19%	23%	17%	20%	25%	14%	14%	21%	14%
Getting a little worse	263	101	110	150	183	30	27	29	57	41	63	72	127	136
	26%	26%	23%	28%	26%	27%	22%	27%	32%	25%	22%	25%	28%	24%
Getting a lot worse	311	119	141	167	223	16	40	38	39	48	103	82	126	185
	30%	31%	30%	31%	32%	14%	32%	35%	22%	29%	36%	28%	28%	32%
Unsure	15	3	6	10	10	2	3	2	6	2	3	2	10	5
	1%	1%	1%	2%	1%	2%	2%	1%	3%	1%	1%	1%	2%	1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	267	69	77	59	62	146	121	87	80	61	65	55	46	29	117	23	97
	26%	22%	24%	23%	42%	23%	30%	22%	27%	26%	25%	29%	24%	24%	24%	25%	32%
GETTING A LOT/LITTLE WORSE	574	187	191	129	64	379	193	259	146	141	144	106	112	57	282	49	161
	56%	61%	60%	51%	43%	61%	48%	64%	49%	59%	57%	55%	58%	46%	57%	53%	53%
Improving a lot	74	25	15	17	17	40	34	23	20	15	19	18	5	14	35	6	29
	7%	8%	5%	7%	11%	6%	9%	6%	7%	6%	8%	9%	2%	12%	7%	6%	10%
Improving a little	192	43	62	42	45	106	86	64	60	45	46	37	42	15	83	18	68
	19%	14%	20%	16%	30%	17%	22%	16%	20%	19%	18%	20%	22%	12%	17%	19%	22%
Staying the same	173	48	46	57	22	94	79	53	65	31	41	30	30	36	88	17	46
	17%	16%	14%	23%	15%	15%	20%	13%	22%	13%	16%	16%	16%	29%	18%	18%	15%
Getting a little worse	263	74	88	72	29	162	101	109	74	61	73	36	57	29	140	31	71
	26%	24%	28%	28%	20%	26%	25%	27%	25%	26%	29%	19%	30%	23%	28%	34%	23%
Getting a lot worse	311	113	103	57	35	216	92	150	72	79	71	70	54	29	142	18	90
	30%	37%	32%	23%	24%	35%	23%	37%	24%	33%	28%	37%	28%	23%	29%	19%	29%
Unsure	15	3	3	7	0	7	8	3	6	6	5	-	3	1	8	3	1
	1%	1%	1%	3%	*%	1%	2%	1%	2%	2%	2%	-	1%	1%	2%	3%	*%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
IMPROVING A LOT/LITTLE	267 26%	38 9%	47 22%	180 48%	45 10%	9 10%	213 45%	31 8%	90 28%	145 46%	34 7%	224 44%	40 8%	219 50%	8 7%	12 6%	29 12%	147 33%	174 28%	231 27%	139 19%	229 30%
GETTING A LOT/LITTLE WORSE	574 56%	308 76%	128 60%	112 30%	362 77%	54 64%	158 33%	289 77%	162 50%	110 35%	363 78%	172 34%	378 78%	122 28%	73 72%	166 83%	171 73%	229 51%	332 54%	473 55%	453 63%	384 51%
Improving a lot	74 7%	9 2%	12 5%	53 14%	12 2%	0 *	62 13%	7 2%	24 7%	43 14%	8 2%	65 13%	10 2%	65 15%	-	6 3%	6 3%	45 10%	53 9%	62 7%	42 6%	65 9%
Improving a little	192 19%	29 7%	36 17%	127 34%	34 7%	8 10%	150 32%	23 6%	67 21%	102 33%	27 6%	158 31%	31 6%	154 35%	8 7%	6 3%	23 10%	103 23%	121 20%	169 20%	97 13%	164 22%
Staying the same	173 17%	54 13%	35 16%	76 20%	62 13%	18 22%	93 20%	51 14%	67 21%	51 16%	64 14%	101 20%	66 14%	90 20%	18 17%	22 11%	33 14%	67 15%	104 17%	143 17%	118 16%	135 18%
Getting a little worse	263 26%	120 30%	58 27%	75 20%	139 29%	28 34%	96 20%	110 30%	80 25%	63 20%	140 30%	106 21%	144 30%	80 18%	39 38%	61 31%	69 30%	98 22%	150 24%	214 25%	197 27%	197 26%
Getting a lot worse	311 30%	189 47%	70 33%	37 10%	223 47%	26 31%	62 13%	178 48%	81 25%	47 15%	224 48%	67 13%	234 48%	41 9%	35 34%	105 52%	102 43%	131 29%	181 29%	259 30%	256 36%	187 25%
Unsure	15 1%	3 1%	2 1%	8 2%	3 1%	3 3%	10 2%	2 1%	5 2%	6 2%	2 1%	10 2%	3 1%	9 2%	4 4%	1 1%	2 1%	7 2%	7 1%	10 1%	8 1%	13 2%

Echelon Insights
January Omnibus 2024

N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
IMPROVING A LOT/LITTLE	267 26%	128 27%	76 22%	62 24%	200 26%	30 19%	32 32%	84 32%	117 26%	66 21%	59 24%	21 14%	55 26%	87 33%	22 6%	20 22%	61 8%	244 53%
GETTING A LOT/LITTLE WORSE	574 56%	267 57%	185 54%	143 56%	429 56%	88 57%	55 54%	136 51%	247 54%	191 62%	138 56%	107 70%	120 57%	136 52%	297 83%	52 56%	588 79%	128 28%
Improving a lot	74 7%	32 7%	26 7%	16 6%	59 8%	3 2%	13 13%	25 9%	31 7%	18 6%	11 4%	6 4%	18 9%	25 10%	7 2%	4 5%	16 2%	68 15%
Improving a little	192 19%	96 21%	50 15%	46 18%	142 19%	27 17%	19 19%	59 22%	86 19%	47 15%	49 20%	15 10%	37 18%	61 23%	14 4%	16 17%	44 6%	176 39%
Staying the same	173 17%	66 14%	74 22%	48 19%	124 16%	34 22%	14 14%	42 16%	88 19%	44 14%	47 19%	24 15%	35 17%	31 12%	37 10%	20 21%	87 12%	78 17%
Getting a little worse	263 26%	119 26%	85 25%	77 30%	186 24%	47 30%	30 29%	77 29%	111 24%	74 24%	64 26%	41 27%	50 24%	70 27%	105 29%	26 28%	223 30%	86 19%
Getting a lot worse	311 30%	148 32%	100 29%	66 26%	243 32%	41 27%	25 25%	58 22%	136 30%	116 38%	74 30%	66 43%	70 33%	66 25%	192 54%	26 28%	365 49%	42 9%
Unsure	15 1%	4 1%	8 2%	2 1%	13 2%	2 1%	-	5 2%	4 1%	7 2%	2 1%	1 *	1 1%	7 3%	2 1%	1 1%	4 *	7 1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QEconomicLadder] Thinking about your own life, which one or two of the following do you worry about the most in terms of potentially moving down the economic ladder?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Rising cost of living	686	262	302	378	481	61	83	65	110	105	192	214	279	406
	67%	68%	63%	69%	69%	54%	66%	60%	61%	64%	68%	73%	62%	71%
Losing your job	111	47	57	54	52	30	22	15	30	42	22	2	87	24
	11%	12%	12%	10%	7%	27%	17%	14%	17%	25%	8%	1%	19%	4%
Taking on too much debt	189	54	83	106	135	14	23	23	43	36	47	40	101	88
	18%	14%	17%	19%	19%	12%	18%	21%	24%	22%	17%	14%	22%	15%
Illness or accident preventing you from working	106	42	54	52	61	9	24	15	17	25	32	16	57	49
	10%	11%	11%	10%	9%	8%	19%	14%	10%	15%	11%	6%	13%	8%
Losing your home	91	34	39	52	53	17	16	14	22	14	28	14	49	42
	9%	9%	8%	10%	8%	15%	13%	13%	12%	8%	10%	5%	11%	7%
Not having enough savings	345	126	151	187	239	33	41	39	50	49	104	102	139	207
	34%	33%	32%	34%	34%	29%	33%	36%	28%	30%	37%	35%	31%	36%
Your home losing value	47	19	20	26	31	7	7	7	14	6	8	12	27	20
	5%	5%	4%	5%	4%	7%	5%	7%	8%	4%	3%	4%	6%	3%
Losing access to credit or loans	33	11	21	11	22	4	3	6	8	7	6	6	21	11
	3%	3%	4%	2%	3%	4%	3%	6%	4%	4%	2%	2%	5%	2%
Something else	47	23	27	21	35	7	1	3	8	6	11	19	18	29
	5%	6%	6%	4%	5%	6%	1%	3%	5%	4%	4%	6%	4%	5%
None of these	76	27	33	43	52	9	8	7	9	4	23	33	20	56
	7%	7%	7%	8%	7%	8%	6%	6%	5%	2%	8%	11%	4%	10%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QEconomicLadder] Thinking about your own life, which one or two of the following do you worry about the most in terms of potentially moving down the economic ladder?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Rising cost of living	686	202	226	173	82	428	255	287	192	153	187	125	123	79	317	51	219
	67%	66%	71%	69%	55%	69%	64%	71%	65%	65%	74%	66%	65%	64%	64%	55%	72%
Losing your job	111	35	32	28	16	67	43	25	27	28	23	18	20	16	83	19	1
	11%	11%	10%	11%	11%	11%	11%	6%	9%	12%	9%	10%	10%	13%	17%	21%	*%
Taking on too much debt	189	43	58	57	32	101	88	69	67	37	50	30	37	32	101	15	47
	18%	14%	18%	22%	21%	16%	22%	17%	22%	16%	20%	16%	19%	26%	20%	16%	15%
Illness or accident preventing you from working	106	25	39	25	18	64	42	30	31	31	18	18	24	10	68	12	8
	10%	8%	12%	10%	12%	10%	11%	8%	10%	13%	7%	9%	13%	8%	14%	13%	3%
Losing your home	91	35	28	18	10	63	28	39	14	20	31	13	15	5	44	12	16
	9%	11%	9%	7%	7%	10%	7%	10%	5%	8%	12%	7%	8%	4%	9%	13%	5%
Not having enough savings	345	110	102	84	47	212	131	133	103	80	84	66	64	38	166	30	94
	34%	36%	32%	33%	32%	34%	33%	33%	35%	34%	33%	35%	33%	31%	33%	33%	31%
Your home losing value	47	16	11	15	5	28	20	15	16	11	9	9	12	6	23	4	12
	5%	5%	4%	6%	4%	4%	5%	4%	5%	4%	4%	5%	6%	5%	5%	4%	4%
Losing access to credit or loans	33	9	7	7	10	15	17	10	12	6	11	9	4	2	21	3	7
	3%	3%	2%	3%	7%	2%	4%	2%	4%	3%	4%	5%	2%	2%	4%	3%	2%
Something else	47	10	15	11	10	26	21	19	16	14	13	8	5	6	18	4	19
	5%	3%	5%	4%	7%	4%	5%	5%	5%	6%	5%	4%	3%	5%	4%	4%	6%
None of these	76	27	18	14	16	44	31	30	21	15	13	18	19	9	22	5	44
	7%	9%	6%	6%	11%	7%	8%	8%	7%	6%	5%	9%	10%	7%	4%	5%	15%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QEconomicLadder] Thinking about your own life, which one or two of the following do you worry about the most in terms of potentially moving down the economic ladder?

	Total	Party			Party-Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
Rising cost of living	686 67%	297 74%	137 64%	229 61%	348 74%	68 82%	270 57%	284 76%	208 64%	184 59%	350 76%	292 58%	365 75%	243 55%	78 77%	142 71%	181 77%	291 64%	411 67%	575 67%	490 68%	491 65%
Losing your job	111 11%	31 8%	36 17%	38 10%	40 9%	5 6%	65 14%	28 7%	39 12%	42 14%	38 8%	66 13%	48 10%	54 12%	9 9%	15 8%	22 9%	38 8%	60 10%	88 10%	73 10%	86 11%
Taking on too much debt	189 18%	85 21%	26 12%	74 20%	91 19%	7 8%	91 19%	74 20%	54 17%	58 19%	85 18%	95 19%	94 19%	78 18%	17 16%	37 19%	51 22%	78 17%	118 19%	166 19%	126 18%	147 19%
Illness or accident preventing you from working	106 10%	33 8%	24 12%	44 12%	38 8%	6 7%	62 13%	23 6%	50 15%	31 10%	34 7%	66 13%	34 7%	61 14%	11 11%	17 8%	17 7%	49 11%	59 10%	88 10%	75 11%	76 10%
Losing your home	91 9%	38 9%	22 10%	28 8%	47 10%	6 7%	38 8%	35 10%	28 9%	25 8%	46 10%	40 8%	50 10%	33 7%	8 8%	29 15%	12 5%	30 7%	42 7%	76 9%	65 9%	66 9%
Not having enough savings	345 34%	130 32%	85 40%	118 31%	164 35%	31 37%	151 32%	126 34%	109 34%	102 33%	159 34%	168 33%	161 33%	138 31%	47 46%	67 33%	84 36%	159 35%	214 35%	293 34%	262 36%	264 35%
Your home losing value	47 5%	23 6%	11 5%	10 3%	26 6%	7 8%	14 3%	21 6%	12 4%	10 3%	26 6%	19 4%	31 6%	10 2%	6 6%	11 5%	14 6%	22 5%	27 4%	37 4%	31 4%	33 4%
Losing access to credit or loans	33 3%	16 4%	3 1%	13 3%	17 4%	1 1%	15 3%	11 3%	8 2%	14 4%	16 3%	16 3%	16 3%	14 3%	2 2%	5 3%	10 4%	12 3%	19 3%	23 3%	22 3%	28 4%
Something else	47 5%	17 4%	7 3%	20 5%	19 4%	4 5%	24 5%	16 4%	12 4%	17 5%	18 4%	25 5%	18 4%	26 6%	3 3%	8 4%	9 4%	24 5%	30 5%	38 4%	35 5%	38 5%
None of these	76 7%	20 5%	12 6%	41 11%	22 5%	3 4%	51 11%	17 5%	23 7%	36 11%	21 4%	52 10%	23 5%	51 12%	2 2%	12 6%	8 3%	44 10%	51 8%	62 7%	45 6%	55 7%

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N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QEconomicLadder] Thinking about your own life, which one or two of the following do you worry about the most in terms of potentially moving down the economic ladder?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
Rising cost of living	686 67%	318 68%	205 60%	164 64%	516 67%	101 66%	62 62%	173 65%	312 68%	201 65%	176 71%	110 72%	138 65%	157 60%	263 73%	69 74%	548 74%	265 58%
Losing your job	111 11%	41 9%	55 16%	47 18%	60 8%	28 18%	19 19%	41 15%	43 9%	27 9%	24 10%	9 6%	19 9%	30 12%	33 9%	6 7%	55 7%	68 15%
Taking on too much debt	189 18%	85 18%	63 18%	66 26%	123 16%	42 28%	24 23%	42 16%	94 21%	53 17%	53 21%	27 18%	41 19%	49 19%	72 20%	15 16%	131 18%	74 16%
Illness or accident preventing you from working	106 10%	49 11%	40 12%	34 14%	72 9%	16 11%	18 18%	35 13%	41 9%	30 10%	20 8%	12 8%	26 12%	30 12%	32 9%	6 6%	65 9%	45 10%
Losing your home	91 9%	44 9%	34 10%	35 14%	54 7%	22 14%	13 13%	28 11%	33 7%	30 10%	16 6%	21 14%	13 6%	17 6%	39 11%	6 7%	72 10%	27 6%
Not having enough savings	345 34%	149 32%	123 36%	62 24%	280 37%	37 24%	25 24%	81 30%	165 36%	99 32%	93 38%	44 29%	76 36%	90 34%	124 35%	33 35%	233 32%	151 33%
Your home losing value	47 5%	24 5%	16 5%	15 6%	32 4%	8 5%	7 7%	15 6%	17 4%	15 5%	11 4%	10 7%	10 5%	14 5%	19 5%	8 8%	49 7%	8 2%
Losing access to credit or loans	33 3%	14 3%	11 3%	11 4%	21 3%	3 2%	8 8%	12 5%	10 2%	10 3%	6 2%	6 4%	8 4%	5 2%	13 4%	4 5%	15 2%	16 4%
Something else	47 5%	17 4%	18 5%	7 3%	39 5%	4 2%	3 3%	12 4%	21 5%	14 5%	11 5%	8 6%	3 2%	17 7%	14 4%	2 3%	37 5%	19 4%
None of these	76 7%	37 8%	24 7%	10 4%	66 9%	8 5%	2 2%	11 4%	35 8%	29 10%	18 7%	9 6%	15 7%	26 10%	14 4%	6 7%	46 6%	54 12%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpStability] Do you think that if Donald Trump wins the 2024 election, things in the United States are going to become more stable, less stable, or stay about the same as they are now?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE STABLE	461	172	228	231	357	26	42	43	69	65	143	141	177	284
	45%	45%	48%	42%	51%	23%	34%	40%	38%	39%	51%	48%	39%	49%
MUCH/A LITTLE LESS STABLE	445	166	186	254	292	54	58	40	85	78	111	130	204	241
	43%	43%	39%	47%	42%	47%	46%	37%	48%	48%	39%	44%	45%	42%
Much more stable	316	113	160	154	247	17	32	25	36	41	104	110	101	214
	31%	29%	33%	28%	35%	15%	25%	23%	20%	25%	37%	38%	22%	37%
A little more stable	145	59	68	77	110	9	11	18	33	24	39	31	75	70
	14%	15%	14%	14%	16%	8%	8%	17%	18%	15%	14%	10%	17%	12%
Stay about the same	79	31	47	32	33	21	18	14	17	16	23	9	47	32
	8%	8%	10%	6%	5%	19%	14%	13%	10%	10%	8%	3%	10%	5%
A little less stable	66	27	24	42	40	9	13	9	13	19	14	12	40	26
	6%	7%	5%	8%	6%	8%	11%	8%	7%	11%	5%	4%	9%	4%
Much less stable	379	139	161	212	252	45	45	31	73	60	96	119	163	215
	37%	36%	34%	39%	36%	39%	36%	29%	40%	36%	34%	41%	36%	37%
Unsure	45	16	18	27	21	13	8	12	8	6	6	13	25	19
	4%	4%	4%	5%	3%	11%	6%	11%	4%	3%	2%	4%	6%	3%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpStability] Do you think that if Donald Trump wins the 2024 election, things in the United States are going to become more stable, less stable, or stay about the same as they are now?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE STABLE	461	159	146	96	57	306	153	227	127	97	99	98	103	51	212	36	154
	45%	52%	46%	38%	38%	49%	38%	57%	43%	41%	39%	52%	54%	41%	43%	39%	50%
MUCH/A LITTLE LESS STABLE	445	98	127	139	80	225	219	143	148	100	124	67	75	63	212	44	132
	43%	32%	40%	55%	54%	36%	55%	36%	50%	42%	49%	35%	39%	51%	43%	47%	43%
Much more stable	316	117	97	63	38	214	101	165	81	63	66	69	76	33	130	26	125
	31%	38%	30%	25%	26%	34%	25%	41%	27%	26%	26%	36%	40%	27%	26%	28%	41%
A little more stable	145	42	50	33	19	92	52	63	47	34	33	30	26	18	82	10	30
	14%	14%	16%	13%	13%	15%	13%	16%	16%	14%	13%	16%	14%	14%	17%	11%	10%
Stay about the same	79	35	29	9	6	64	15	22	11	23	22	17	7	9	52	10	8
	8%	11%	9%	4%	4%	10%	4%	5%	4%	10%	9%	9%	4%	7%	10%	10%	3%
A little less stable	66	17	19	22	8	36	30	20	20	11	25	12	8	10	46	4	13
	6%	6%	6%	9%	5%	6%	7%	5%	7%	5%	10%	6%	4%	8%	9%	5%	4%
Much less stable	379	81	108	117	72	189	189	123	128	89	99	55	67	53	166	40	119
	37%	26%	34%	46%	49%	30%	47%	31%	43%	37%	39%	29%	35%	43%	33%	43%	39%
Unsure	45	14	15	9	5	30	14	9	11	19	9	9	6	1	20	3	11
	4%	5%	5%	3%	3%	5%	3%	2%	4%	8%	4%	4%	3%	1%	4%	4%	4%

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[QTrumpStability] Do you think that if Donald Trump wins the 2024 election, things in the United States are going to become more stable, less stable, or stay about the same as they are now?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
MUCH/A LITTLE MORE STABLE	461 45%	329 82%	82 38%	44 12%	382 81%	24 29%	55 12%	296 80%	128 39%	29 9%	385 83%	53 10%	398 82%	42 10%	20 20%	184 92%	182 78%	190 42%	258 42%	371 43%	394 55%	281 37%
MUCH/A LITTLE LESS STABLE	445 43%	50 12%	90 43%	284 75%	58 12%	32 38%	355 75%	50 13%	140 43%	252 80%	39 8%	389 77%	54 11%	352 80%	39 38%	5 3%	36 16%	217 48%	291 47%	391 46%	250 35%	385 51%
Much more stable	316 31%	244 61%	50 24%	20 5%	281 60%	9 11%	25 5%	231 62%	64 20%	15 5%	280 60%	25 5%	288 59%	22 5%	6 6%	156 78%	120 51%	140 31%	191 31%	262 31%	274 38%	181 24%
A little more stable	145 14%	85 21%	32 15%	23 6%	101 21%	15 18%	29 6%	65 17%	64 20%	14 4%	105 23%	27 5%	110 23%	20 5%	14 14%	28 14%	61 26%	50 11%	67 11%	110 13%	120 17%	100 13%
Stay about the same	79 8%	17 4%	23 11%	34 9%	23 5%	13 15%	43 9%	15 4%	44 14%	17 5%	29 6%	42 8%	27 5%	34 8%	18 18%	10 5%	11 5%	23 5%	40 6%	59 7%	51 7%	60 8%
A little less stable	66 6%	16 4%	13 6%	34 9%	19 4%	7 8%	40 9%	17 5%	19 6%	30 10%	21 4%	43 8%	26 5%	29 7%	11 11%	2 1%	14 6%	15 3%	38 6%	56 7%	35 5%	54 7%
Much less stable	379 37%	34 8%	77 36%	250 66%	39 8%	25 30%	314 66%	33 9%	122 38%	222 71%	18 4%	346 68%	28 6%	322 73%	28 27%	3 1%	23 10%	202 45%	253 41%	335 39%	215 30%	331 44%
Unsure	45 4%	8 2%	17 8%	15 4%	9 2%	15 18%	20 4%	12 3%	12 4%	16 5%	11 2%	24 5%	9 2%	11 3%	24 24%	2 1%	5 2%	22 5%	28 4%	37 4%	24 3%	34 4%

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N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpStability] Do you think that if Donald Trump wins the 2024 election, things in the United States are going to become more stable, less stable, or stay about the same as they are now?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
MUCH/A LITTLE MORE STABLE	461 45%	241 52%	120 35%	116 46%	341 44%	67 44%	49 48%	87 33%	207 45%	167 54%	105 43%	105 69%	101 48%	78 30%	323 90%	52 56%	603 82%	50 11%
MUCH/A LITTLE LESS STABLE	445 43%	190 41%	154 45%	105 41%	335 44%	68 44%	38 37%	142 53%	189 42%	114 37%	115 47%	32 21%	87 41%	150 57%	16 5%	33 36%	97 13%	335 74%
Much more stable	316 31%	172 37%	71 21%	69 27%	243 32%	40 26%	29 28%	57 21%	134 29%	125 41%	63 26%	77 50%	75 35%	50 19%	252 70%	28 30%	463 63%	21 5%
A little more stable	145 14%	68 15%	49 14%	47 19%	98 13%	27 18%	20 20%	30 11%	73 16%	42 14%	42 17%	28 19%	26 12%	28 11%	70 20%	24 25%	140 19%	29 6%
Stay about the same	79 8%	23 5%	46 13%	21 8%	58 8%	12 8%	9 9%	23 9%	41 9%	15 5%	17 7%	11 7%	16 8%	18 7%	15 4%	6 6%	26 3%	42 9%
A little less stable	66 6%	28 6%	24 7%	18 7%	48 6%	10 7%	8 8%	26 10%	26 6%	15 5%	15 6%	7 5%	21 10%	9 3%	7 2%	10 11%	20 3%	33 7%
Much less stable	379 37%	162 35%	130 38%	87 34%	287 37%	57 37%	30 30%	116 44%	163 36%	99 32%	100 41%	25 16%	66 31%	141 54%	9 3%	23 24%	76 10%	303 66%
Unsure	45 4%	10 2%	24 7%	12 5%	32 4%	6 4%	6 6%	14 5%	19 4%	11 4%	9 4%	5 3%	7 3%	15 6%	4 1%	3 3%	14 2%	29 6%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QBidenStability] Do you think that if Joe Biden wins the 2024 election, things in the United States are going to become more stable, less stable, or stay about the same as they are now?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MUCH/A LITTLE MORE STABLE	277	108	123	151	163	50	38	23	42	38	71	102	103	173
	27%	28%	26%	28%	23%	44%	30%	22%	23%	23%	25%	35%	23%	30%
MUCH/A LITTLE LESS STABLE	502	190	242	255	398	19	48	39	80	74	152	156	194	308
	49%	50%	51%	47%	57%	17%	38%	36%	45%	45%	54%	53%	43%	54%
Much more stable	136	50	61	75	76	35	13	12	12	16	37	59	41	96
	13%	13%	13%	14%	11%	31%	10%	11%	7%	10%	13%	20%	9%	17%
A little more stable	140	58	62	75	87	15	26	11	30	21	34	43	63	78
	14%	15%	13%	14%	12%	13%	20%	10%	17%	13%	12%	15%	14%	13%
Stay about the same	199	68	95	105	117	35	32	34	45	48	48	24	127	73
	19%	18%	20%	19%	17%	31%	25%	31%	25%	29%	17%	8%	28%	13%
A little less stable	111	41	48	60	83	8	5	17	24	20	29	21	61	50
	11%	11%	10%	11%	12%	7%	4%	15%	13%	12%	10%	7%	13%	9%
Much less stable	391	150	194	195	315	10	43	23	56	54	124	135	133	258
	38%	39%	41%	36%	45%	9%	34%	21%	31%	33%	44%	46%	29%	45%
Unsure	51	18	18	33	25	10	8	12	12	5	11	11	29	22
	5%	5%	4%	6%	4%	9%	7%	11%	7%	3%	4%	4%	6%	4%

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N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QBidenStability] Do you think that if Joe Biden wins the 2024 election, things in the United States are going to become more stable, less stable, or stay about the same as they are now?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
MUCH/A LITTLE MORE STABLE	277 27%	75 24%	77 24%	64 25%	61 41%	152 24%	124 31%	87 22%	76 26%	56 24%	77 30%	51 27%	41 21%	32 26%	128 26%	23 25%	100 33%
MUCH/A LITTLE LESS STABLE	502 49%	168 55%	163 52%	109 43%	60 40%	332 53%	168 42%	249 62%	147 50%	108 46%	117 46%	102 53%	110 58%	56 45%	227 46%	37 40%	169 55%
Much more stable	136 13%	40 13%	33 10%	28 11%	34 23%	73 12%	63 16%	42 10%	34 12%	28 12%	42 16%	31 16%	16 9%	16 13%	57 12%	11 12%	59 19%
A little more stable	140 14%	34 11%	44 14%	35 14%	26 18%	79 13%	61 15%	45 11%	41 14%	28 12%	36 14%	20 11%	24 13%	16 13%	70 14%	12 13%	41 13%
Stay about the same	199 19%	51 16%	56 18%	69 28%	22 15%	107 17%	92 23%	54 13%	62 21%	59 25%	49 19%	27 14%	30 16%	33 27%	115 23%	27 29%	28 9%
A little less stable	111 11%	33 11%	40 13%	22 9%	16 11%	73 12%	38 9%	48 12%	36 12%	24 10%	30 12%	18 10%	24 13%	13 10%	61 12%	13 14%	28 9%
Much less stable	391 38%	135 44%	123 39%	87 34%	44 29%	258 41%	131 33%	201 50%	111 37%	85 36%	86 34%	84 44%	86 45%	43 35%	166 33%	23 25%	141 46%
Unsure	51 5%	14 4%	20 6%	11 4%	6 4%	34 5%	16 4%	12 3%	12 4%	14 6%	12 5%	10 5%	10 5%	3 2%	26 5%	6 7%	10 3%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QBidenStability] Do you think that if Joe Biden wins the 2024 election, things in the United States are going to become more stable, less stable, or stay about the same as they are now?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
MUCH/A LITTLE MORE STABLE	277 27%	16 4%	39 18%	220 58%	19 4%	7 9%	250 53%	19 5%	96 30%	162 52%	12 3%	258 51%	21 4%	250 57%	6 5%	3 2%	11 5%	148 33%	174 28%	238 28%	138 19%	245 32%
MUCH/A LITTLE LESS STABLE	502 49%	342 85%	109 51%	32 8%	396 84%	46 55%	61 13%	312 84%	144 45%	38 12%	401 87%	70 14%	413 85%	40 9%	50 49%	182 91%	188 80%	206 46%	287 47%	416 48%	424 59%	308 41%
Much more stable	136 13%	7 2%	14 7%	114 30%	9 2%	2 2%	126 27%	7 2%	38 12%	91 29%	7 2%	128 25%	10 2%	126 29%	-	3 1%	3 1%	88 19%	92 15%	119 14%	62 9%	128 17%
A little more stable	140 14%	9 2%	24 11%	106 28%	11 2%	5 6%	124 26%	11 3%	58 18%	71 23%	5 1%	130 26%	11 2%	124 28%	6 5%	1 *	7 3%	60 13%	82 13%	119 14%	76 11%	117 15%
Stay about the same	199 19%	38 9%	49 23%	101 27%	50 11%	19 23%	131 28%	32 9%	69 21%	90 29%	40 9%	146 29%	45 9%	128 29%	27 26%	14 7%	30 13%	73 16%	125 20%	167 19%	126 18%	165 22%
A little less stable	111 11%	55 14%	34 16%	11 3%	64 14%	17 21%	29 6%	48 13%	40 12%	21 7%	68 15%	32 6%	67 14%	24 5%	20 20%	22 11%	37 16%	45 10%	55 9%	84 10%	87 12%	86 11%
Much less stable	391 38%	287 71%	74 35%	21 6%	331 70%	28 34%	32 7%	265 71%	105 32%	16 5%	334 72%	37 7%	346 71%	16 4%	29 29%	160 80%	151 65%	161 36%	231 38%	332 39%	337 47%	222 29%
Unsure	51 5%	8 2%	16 7%	24 6%	8 2%	12 14%	31 7%	10 3%	15 5%	23 7%	10 2%	33 7%	9 2%	22 5%	20 19%	1 1%	5 2%	24 5%	31 5%	38 4%	29 4%	42 6%

Echelon Insights
January Omnibus 2024

N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QBidenStability] Do you think that if Joe Biden wins the 2024 election, things in the United States are going to become more stable, less stable, or stay about the same as they are now?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
MUCH/A LITTLE MORE STABLE	277 27%	128 27%	85 25%	61 24%	212 28%	34 22%	26 26%	94 35%	118 26%	65 21%	70 29%	17 11%	56 26%	80 31%	7 2%	8 9%	35 5%	257 56%
MUCH/A LITTLE LESS STABLE	502 49%	262 56%	127 37%	119 47%	380 50%	74 48%	45 44%	89 33%	221 49%	192 63%	115 47%	117 77%	108 51%	99 38%	317 89%	67 72%	622 84%	54 12%
Much more stable	136 13%	61 13%	43 12%	24 9%	113 15%	14 9%	9 9%	45 17%	59 13%	31 10%	39 16%	9 6%	30 14%	34 13%	5 1%	3 3%	13 2%	132 29%
A little more stable	140 14%	67 14%	43 12%	37 14%	99 13%	20 13%	17 17%	49 18%	58 13%	33 11%	31 13%	8 5%	25 12%	46 18%	3 1%	5 6%	22 3%	126 28%
Stay about the same	199 19%	63 14%	103 30%	60 23%	140 18%	33 22%	27 26%	68 26%	92 20%	39 13%	47 19%	17 11%	41 19%	65 25%	30 8%	15 16%	67 9%	112 25%
A little less stable	111 11%	45 10%	44 13%	25 10%	86 11%	19 13%	6 6%	21 8%	52 11%	38 12%	31 13%	14 9%	24 12%	26 10%	41 12%	20 21%	75 10%	20 4%
Much less stable	391 38%	217 47%	83 24%	94 37%	294 38%	55 36%	39 38%	67 25%	170 37%	155 50%	84 34%	103 67%	84 40%	73 28%	276 77%	48 51%	547 74%	34 7%
Unsure	51 5%	12 3%	28 8%	16 6%	35 5%	12 8%	4 4%	15 6%	24 5%	11 4%	14 6%	2 2%	7 3%	17 7%	4 1%	3 3%	15 2%	33 7%

Echelon Insights
January Omnibus 2024

N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QStableChoice1] For each of the following, please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following
-Making our economy work better

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	520	200	271	247	398	25	57	37	88	80	163	152	206	315
	51%	52%	57%	45%	57%	22%	45%	34%	49%	49%	58%	52%	45%	55%
DEFINITELY/PROBABLY JOE BIDEN	363	135	152	207	225	60	48	30	71	62	90	110	163	200
	35%	35%	32%	38%	32%	53%	38%	27%	40%	38%	32%	38%	36%	35%
Definitely Donald Trump	403	149	207	193	319	12	40	22	62	62	131	126	146	257
	39%	39%	43%	36%	45%	11%	32%	20%	35%	37%	46%	43%	32%	45%
Probably Donald Trump	117	51	64	54	79	13	17	15	26	18	32	26	60	57
	11%	13%	13%	10%	11%	11%	13%	14%	15%	11%	11%	9%	13%	10%
No difference	104	33	44	60	56	22	18	29	19	14	20	21	63	41
	10%	9%	9%	11%	8%	20%	14%	27%	11%	9%	7%	7%	14%	7%
Probably Joe Biden	120	52	46	72	73	12	26	19	28	32	24	18	79	41
	12%	13%	10%	13%	10%	11%	21%	17%	16%	19%	8%	6%	17%	7%
Definitely Joe Biden	243	83	106	134	152	48	21	11	43	30	66	93	84	159
	24%	22%	22%	25%	22%	42%	17%	10%	24%	18%	23%	32%	19%	28%
Unsure	42	16	11	29	23	5	4	12	1	8	9	11	21	20
	4%	4%	2%	5%	3%	5%	3%	11%	1%	5%	3%	4%	5%	3%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QStableChoice1] For each of the following, please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following
 -Making our economy work better

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	520	177	168	114	59	345	173	249	147	104	122	111	114	59	254	37	163
	51%	58%	53%	45%	40%	55%	43%	62%	49%	44%	48%	58%	60%	48%	51%	40%	53%
DEFINITELY/PROBABLY JOE BIDEN	363	91	99	101	70	191	171	111	113	91	92	59	59	45	171	38	116
	35%	30%	31%	40%	48%	31%	43%	28%	38%	38%	36%	31%	31%	37%	35%	40%	38%
Definitely Donald Trump	403	142	127	89	43	269	132	203	115	80	89	86	94	45	188	25	139
	39%	46%	40%	35%	29%	43%	33%	51%	39%	34%	35%	45%	49%	36%	38%	27%	45%
Probably Donald Trump	117	35	41	25	16	76	41	46	32	24	33	25	20	14	66	11	24
	11%	11%	13%	10%	11%	12%	10%	11%	11%	10%	13%	13%	11%	12%	13%	12%	8%
No difference	104	25	35	32	11	60	43	27	29	30	31	16	12	14	55	14	16
	10%	8%	11%	13%	8%	10%	11%	7%	10%	12%	12%	9%	6%	11%	11%	15%	5%
Probably Joe Biden	120	28	40	28	22	69	50	36	36	36	32	12	18	16	67	13	20
	12%	9%	13%	11%	15%	11%	13%	9%	12%	15%	13%	6%	9%	13%	14%	14%	7%
Definitely Joe Biden	243	63	59	72	48	122	121	75	77	55	60	47	41	29	104	24	96
	24%	21%	19%	29%	33%	20%	30%	19%	26%	23%	23%	24%	22%	24%	21%	26%	32%
Unsure	42	14	15	5	8	29	13	14	9	13	10	4	6	5	16	5	11
	4%	5%	5%	2%	5%	5%	3%	3%	3%	6%	4%	2%	3%	4%	3%	5%	4%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QStableChoice1] For each of the following, please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following
 -Making our economy work better

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
DEFINITELY/PROBABLY DONALD TRUMP	520 51%	369 92%	101 48%	41 11%	428 91%	37 44%	56 12%	331 89%	144 44%	38 12%	440 95%	54 11%	452 93%	26 6%	42 41%	197 98%	207 89%	213 47%	306 50%	431 50%	431 60%	315 41%
DEFINITELY/PROBABLY JOE BIDEN	363 35%	15 4%	67 32%	274 73%	20 4%	9 10%	334 71%	18 5%	114 35%	230 73%	4 1%	349 69%	15 3%	339 77%	9 8%	0 *%	11 5%	190 42%	233 38%	316 37%	186 26%	325 43%
Definitely Donald Trump	403 39%	318 79%	62 29%	19 5%	360 76%	18 22%	25 5%	285 77%	94 29%	19 6%	369 80%	19 4%	376 77%	8 2%	19 19%	176 88%	169 72%	173 38%	250 41%	336 39%	345 48%	233 31%
Probably Donald Trump	117 11%	52 13%	39 18%	23 6%	68 14%	18 22%	31 7%	45 12%	50 16%	19 6%	71 15%	35 7%	76 16%	18 4%	23 23%	21 10%	39 17%	40 9%	56 9%	95 11%	87 12%	81 11%
No difference	104 10%	15 4%	38 18%	42 11%	20 4%	30 36%	53 11%	17 5%	49 15%	29 9%	16 3%	70 14%	17 4%	50 11%	36 35%	3 2%	12 5%	39 9%	58 9%	82 10%	72 10%	88 12%
Probably Joe Biden	120 12%	9 2%	31 14%	77 20%	12 3%	5 6%	103 22%	8 2%	37 11%	75 24%	1 *%	111 22%	5 1%	110 25%	5 5%	- -	6 3%	54 12%	68 11%	102 12%	68 9%	98 13%
Definitely Joe Biden	243 24%	6 2%	37 17%	197 52%	8 2%	3 4%	232 49%	10 3%	78 24%	155 50%	3 1%	238 47%	10 2%	229 52%	3 3%	0 *%	5 2%	137 30%	165 27%	215 25%	118 16%	227 30%
Unsure	42 4%	4 1%	5 3%	20 5%	4 1%	8 10%	29 6%	7 2%	17 5%	16 5%	4 1%	35 7%	3 1%	24 5%	15 15%	- -	3 1%	9 2%	20 3%	28 3%	29 4%	33 4%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QStableChoice1] For each of the following, please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following
 -Making our economy work better

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	520	272	139	127	390	75	53	102	233	186	105	121	116	85	352	68	678	53
	51%	59%	40%	50%	51%	49%	52%	38%	51%	61%	43%	79%	55%	32%	98%	72%	92%	12%
DEFINITELY/PROBABLY JOE BIDEN	363	152	130	88	273	54	34	121	154	88	97	18	72	127	2	15	25	347
	35%	33%	38%	35%	36%	35%	33%	45%	34%	28%	39%	12%	34%	49%	*%	16%	3%	76%
Definitely Donald Trump	403	218	95	96	303	54	42	77	177	149	81	99	93	60	310	47	581	18
	39%	47%	28%	38%	40%	35%	42%	29%	39%	48%	33%	65%	44%	23%	87%	50%	78%	4%
Probably Donald Trump	117	54	44	31	86	20	11	25	55	37	24	21	23	25	41	21	97	35
	11%	12%	13%	12%	11%	13%	11%	9%	12%	12%	10%	14%	11%	9%	12%	22%	13%	8%
No difference	104	28	57	29	74	16	14	34	47	23	25	10	15	32	5	10	32	39
	10%	6%	17%	12%	10%	10%	13%	13%	10%	7%	10%	6%	7%	12%	1%	10%	4%	9%
Probably Joe Biden	120	44	52	39	80	21	18	52	43	25	26	8	29	38	1	10	15	93
	12%	10%	15%	15%	10%	14%	18%	19%	10%	8%	10%	5%	14%	14%	*%	10%	2%	20%
Definitely Joe Biden	243	107	78	49	193	33	16	69	111	63	71	10	44	89	0	5	10	254
	24%	23%	23%	19%	25%	22%	16%	26%	24%	20%	29%	7%	21%	34%	*%	6%	1%	56%
Unsure	42	13	17	10	29	9	1	9	22	11	19	4	9	17	-	1	5	17
	4%	3%	5%	4%	4%	6%	1%	3%	5%	4%	8%	3%	4%	7%		1%	1%	4%

Echelon Insights
January Omnibus 2024

N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QStableChoice2] For each of the following, please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following
-Promoting a safe and secure society

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	465	173	243	220	363	16	49	34	74	63	149	145	171	294
	45%	45%	51%	40%	52%	14%	39%	31%	41%	38%	53%	49%	38%	51%
DEFINITELY/PROBABLY JOE BIDEN	414	154	173	237	258	69	53	40	81	70	105	118	191	223
	40%	40%	36%	44%	37%	61%	42%	37%	45%	42%	37%	40%	42%	39%
Definitely Donald Trump	365	135	188	175	294	11	34	23	47	47	125	124	117	248
	35%	35%	39%	32%	42%	10%	27%	21%	26%	29%	44%	42%	26%	43%
Probably Donald Trump	100	38	55	45	69	5	16	11	27	16	25	21	54	46
	10%	10%	12%	8%	10%	5%	12%	10%	15%	10%	9%	7%	12%	8%
No difference	118	47	54	62	61	22	22	30	23	21	21	23	74	44
	11%	12%	11%	12%	9%	19%	17%	27%	13%	13%	7%	8%	16%	8%
Probably Joe Biden	123	56	49	72	88	16	15	16	37	22	26	23	74	49
	12%	15%	10%	13%	13%	14%	12%	15%	20%	13%	9%	8%	16%	8%
Definitely Joe Biden	290	97	124	164	170	53	38	24	44	48	79	95	116	174
	28%	25%	26%	30%	24%	47%	30%	22%	25%	29%	28%	32%	26%	30%
Unsure	33	11	8	24	21	7	2	5	2	11	8	7	18	15
	3%	3%	2%	5%	3%	6%	1%	5%	1%	6%	3%	2%	4%	3%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QStableChoice2] For each of the following, please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following
 -Promoting a safe and secure society

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	465	156	155	97	54	312	151	229	132	94	103	103	104	51	220	28	157
	45%	51%	49%	38%	36%	50%	38%	57%	44%	40%	41%	54%	55%	41%	44%	30%	51%
DEFINITELY/PROBABLY JOE BIDEN	414	104	113	117	78	218	195	134	122	104	97	71	68	54	193	47	123
	40%	34%	36%	46%	53%	35%	49%	33%	41%	44%	38%	37%	36%	44%	39%	51%	40%
Definitely Donald Trump	365	130	112	81	41	242	122	187	106	74	78	81	86	38	168	21	134
	35%	42%	35%	32%	27%	39%	30%	47%	36%	31%	31%	42%	45%	31%	34%	22%	44%
Probably Donald Trump	100	27	43	16	13	70	29	42	26	20	25	22	18	13	52	8	23
	10%	9%	14%	6%	9%	11%	7%	10%	9%	9%	10%	12%	9%	10%	10%	8%	7%
No difference	118	36	41	27	13	77	40	30	31	30	45	13	16	12	70	14	20
	11%	12%	13%	11%	9%	12%	10%	7%	11%	13%	18%	7%	8%	10%	14%	15%	6%
Probably Joe Biden	123	33	40	29	21	73	50	51	37	40	30	15	24	11	62	21	25
	12%	11%	13%	11%	14%	12%	13%	13%	12%	17%	12%	8%	12%	9%	13%	22%	8%
Definitely Joe Biden	290	71	74	88	57	145	145	83	85	64	67	56	44	43	131	27	98
	28%	23%	23%	35%	38%	23%	36%	21%	29%	27%	26%	29%	23%	35%	26%	29%	32%
Unsure	33	10	8	11	4	18	15	9	12	9	9	4	3	6	13	3	7
	3%	3%	2%	4%	3%	3%	4%	2%	4%	4%	3%	2%	1%	5%	3%	3%	2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QStableChoice2] For each of the following, please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following
 -Promoting a safe and secure society

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
DEFINITELY/PROBABLY DONALD TRUMP	465 45%	338 84%	86 41%	31 8%	393 83%	35 42%	37 8%	310 83%	127 39%	22 7%	409 88%	36 7%	416 85%	19 4%	30 29%	189 94%	184 79%	189 42%	276 45%	383 45%	388 54%	278 37%
DEFINITELY/PROBABLY JOE BIDEN	414 40%	25 6%	81 38%	295 78%	32 7%	20 24%	361 76%	27 7%	136 42%	248 79%	14 3%	386 76%	22 5%	368 84%	23 23%	2 1%	20 9%	206 46%	260 42%	356 41%	229 32%	369 49%
Definitely Donald Trump	365 35%	287 71%	61 29%	13 4%	332 70%	16 19%	18 4%	267 72%	81 25%	12 4%	340 73%	13 2%	345 71%	4 1%	16 15%	166 83%	151 64%	159 35%	230 37%	310 36%	314 44%	205 27%
Probably Donald Trump	100 10%	51 13%	26 12%	18 5%	61 13%	19 23%	19 4%	43 12%	46 14%	10 3%	69 15%	23 5%	71 15%	15 3%	14 14%	22 11%	34 14%	30 7%	46 7%	73 9%	73 10%	73 10%
No difference	118 11%	28 7%	41 19%	36 9%	36 8%	22 27%	59 12%	24 6%	50 15%	35 11%	31 7%	69 14%	40 8%	41 9%	37 37%	8 4%	23 10%	48 11%	66 11%	97 11%	78 11%	90 12%
Probably Joe Biden	123 12%	17 4%	35 17%	64 17%	20 4%	15 18%	88 19%	15 4%	49 15%	58 18%	11 2%	102 20%	12 3%	95 22%	16 16%	2 1%	14 6%	48 11%	70 11%	102 12%	71 10%	102 13%
Definitely Joe Biden	290 28%	9 2%	46 22%	231 61%	12 2%	5 6%	274 58%	13 3%	87 27%	190 61%	3 1%	284 56%	10 2%	273 62%	7 7%	- 0%	6 3%	158 35%	190 31%	254 30%	158 22%	267 35%
Unsure	33 3%	11 3%	4 2%	14 4%	11 2%	6 7%	16 3%	11 3%	12 4%	8 3%	10 2%	16 3%	10 2%	11 3%	12 11%	1 1%	7 3%	8 2%	14 2%	22 3%	23 3%	23 3%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QStableChoice2] For each of the following, please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following
 -Promoting a safe and secure society

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	465	239	122	110	351	62	49	85	206	174	96	114	100	74	331	57	622	45
	45%	52%	36%	43%	46%	40%	48%	32%	45%	57%	39%	75%	47%	29%	93%	61%	84%	10%
DEFINITELY/PROBABLY JOE BIDEN	414	173	151	102	308	62	40	131	184	99	113	25	82	138	7	20	41	359
	40%	37%	44%	40%	40%	40%	40%	49%	40%	32%	46%	16%	39%	53%	2%	21%	5%	79%
Definitely Donald Trump	365	200	83	79	283	46	33	69	157	139	72	96	87	59	285	45	546	15
	35%	43%	24%	31%	37%	30%	33%	26%	34%	45%	29%	63%	41%	22%	80%	48%	74%	3%
Probably Donald Trump	100	40	40	31	68	16	15	16	49	35	24	19	13	16	46	12	76	30
	10%	9%	12%	12%	9%	10%	15%	6%	11%	11%	10%	12%	6%	6%	13%	13%	10%	7%
No difference	118	39	57	31	87	19	12	38	57	23	30	8	23	38	17	12	60	40
	11%	8%	17%	12%	11%	13%	12%	14%	12%	7%	12%	5%	11%	15%	5%	13%	8%	9%
Probably Joe Biden	123	44	49	42	81	24	18	44	49	30	34	12	32	37	7	11	21	71
	12%	9%	14%	16%	11%	15%	18%	17%	11%	10%	14%	8%	15%	14%	2%	12%	3%	16%
Definitely Joe Biden	290	129	102	60	227	38	22	87	135	69	80	12	50	101	1	9	19	288
	28%	28%	30%	24%	30%	25%	22%	33%	30%	22%	32%	8%	24%	39%	*%	9%	3%	63%
Unsure	33	14	13	11	20	11	0	12	9	12	8	6	6	10	2	5	17	11
	3%	3%	4%	4%	3%	7%	*%	4%	2%	4%	3%	4%	3%	4%	1%	5%	2%	3%

Echelon Insights
January Omnibus 2024

N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QStableChoice3] For each of the following, please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following
-Protecting my rights and freedoms

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	458	170	236	219	364	12	47	31	74	64	149	139	169	289
	44%	44%	49%	40%	52%	10%	37%	29%	41%	39%	53%	47%	37%	50%
DEFINITELY/PROBABLY JOE BIDEN	422	156	178	241	260	72	55	46	72	75	101	127	194	228
	41%	41%	37%	44%	37%	64%	44%	43%	40%	46%	36%	43%	43%	40%
Definitely Donald Trump	364	137	184	178	298	9	33	21	53	54	120	117	128	237
	35%	36%	38%	33%	42%	8%	26%	19%	30%	33%	42%	40%	28%	41%
Probably Donald Trump	93	33	52	41	66	3	14	10	21	11	29	22	41	52
	9%	9%	11%	8%	9%	2%	11%	9%	12%	6%	10%	8%	9%	9%
No difference	110	44	53	54	60	21	19	16	30	19	24	21	65	45
	11%	12%	11%	10%	8%	19%	15%	15%	17%	11%	8%	7%	14%	8%
Probably Joe Biden	101	46	41	60	63	14	21	19	20	24	17	21	62	39
	10%	12%	9%	11%	9%	12%	17%	17%	11%	14%	6%	7%	14%	7%
Definitely Joe Biden	321	110	137	181	197	59	34	28	53	52	83	106	132	189
	31%	29%	29%	33%	28%	52%	27%	25%	29%	31%	29%	36%	29%	33%
Unsure	40	14	11	29	19	8	5	15	4	7	9	6	25	15
	4%	4%	2%	5%	3%	7%	4%	14%	2%	4%	3%	2%	6%	3%

Echelon Insights
January Omnibus 2024

N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QStableChoice3] For each of the following, please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following
-Protecting my rights and freedoms

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	458	158	150	99	47	309	146	234	128	96	99	105	102	46	213	31	151
	44%	52%	47%	39%	32%	49%	37%	58%	43%	41%	39%	55%	54%	37%	43%	33%	49%
DEFINITELY/PROBABLY JOE BIDEN	422	105	111	123	81	216	204	124	135	98	101	70	73	59	197	45	129
	41%	34%	35%	49%	55%	35%	51%	31%	45%	41%	40%	37%	38%	48%	40%	49%	42%
Definitely Donald Trump	364	126	113	83	40	239	123	189	108	75	76	78	90	36	167	25	131
	35%	41%	36%	33%	27%	38%	31%	47%	36%	32%	30%	41%	47%	29%	34%	27%	43%
Probably Donald Trump	93	32	37	16	7	70	23	46	20	22	23	27	12	10	46	5	20
	9%	11%	12%	6%	5%	11%	6%	11%	7%	9%	9%	14%	6%	8%	9%	6%	7%
No difference	110	32	38	25	14	71	39	34	25	27	44	12	13	13	69	13	19
	11%	11%	12%	10%	10%	11%	10%	9%	8%	11%	17%	6%	7%	11%	14%	14%	6%
Probably Joe Biden	101	35	27	24	14	62	38	36	27	27	21	12	24	11	45	16	24
	10%	12%	8%	10%	10%	10%	10%	9%	9%	11%	8%	6%	12%	9%	9%	17%	8%
Definitely Joe Biden	321	70	84	99	67	154	166	88	108	71	80	58	49	48	151	29	105
	31%	23%	27%	39%	45%	25%	41%	22%	36%	30%	31%	30%	26%	39%	31%	32%	34%
Unsure	40	11	17	6	5	29	11	9	10	16	11	4	3	5	17	4	7
	4%	4%	5%	2%	3%	5%	3%	2%	3%	7%	4%	2%	2%	4%	3%	5%	2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QStableChoice3] For each of the following, please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following
 -Protecting my rights and freedoms

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029	403	212	377	473	83	473	373	324	313	464	507	487	439	102	200	234	451	616	858	718	760
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY DONALD TRUMP	458	346	82	20	401	30	27	314	116	20	417	22	416	12	30	192	189	183	269	375	394	270
	44%	86%	39%	5%	85%	36%	6%	84%	36%	6%	90%	4%	85%	3%	29%	96%	81%	41%	44%	44%	55%	36%
DEFINITELY/PROBABLY JOE BIDEN	422	19	84	312	26	19	377	28	140	253	8	397	22	379	20	2	15	213	277	366	221	375
	41%	5%	40%	83%	5%	23%	80%	8%	43%	81%	2%	78%	5%	86%	19%	1%	6%	47%	45%	43%	31%	49%
Definitely Donald Trump	364	294	57	8	336	15	13	268	76	13	347	6	347	5	12	175	146	154	226	306	320	208
	35%	73%	27%	2%	71%	18%	3%	72%	23%	4%	75%	1%	71%	1%	12%	87%	62%	34%	37%	36%	45%	27%
Probably Donald Trump	93	52	25	13	65	15	13	46	40	7	71	16	70	6	18	16	43	29	43	69	74	62
	9%	13%	12%	3%	14%	18%	3%	12%	12%	2%	15%	3%	14%	1%	17%	8%	18%	6%	7%	8%	10%	8%
No difference	110	32	36	32	39	23	48	24	56	26	32	61	45	36	29	7	26	37	51	88	77	83
	11%	8%	17%	9%	8%	28%	10%	6%	17%	8%	7%	12%	9%	8%	28%	3%	11%	8%	8%	10%	11%	11%
Probably Joe Biden	101	9	30	58	13	7	80	12	40	47	4	84	7	83	10	1	10	40	54	81	52	77
	10%	2%	14%	15%	3%	9%	17%	3%	12%	15%	1%	17%	1%	19%	10%	0%	4%	9%	9%	9%	7%	10%
Definitely Joe Biden	321	10	54	254	13	12	297	16	99	206	5	313	15	296	10	1	5	174	223	285	169	298
	31%	2%	25%	67%	3%	14%	63%	4%	31%	66%	1%	62%	3%	67%	10%	1%	2%	39%	36%	33%	24%	39%
Unsure	40	6	10	13	7	12	22	7	13	15	6	26	4	13	24	-	4	18	20	29	27	32
	4%	2%	5%	3%	1%	14%	5%	2%	4%	5%	1%	5%	1%	3%	23%		2%	4%	3%	3%	4%	4%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QStableChoice3] For each of the following, please indicate if you think that as President, Donald Trump or Joe Biden would do a better job at each of the following
 -Protecting my rights and freedoms

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
DEFINITELY/PROBABLY DONALD TRUMP	458 44%	242 52%	114 33%	112 44%	342 45%	66 43%	46 46%	82 31%	200 44%	176 57%	90 37%	117 77%	101 48%	74 28%	336 94%	58 62%	631 85%	27 6%
DEFINITELY/PROBABLY JOE BIDEN	422 41%	176 38%	158 46%	100 39%	317 41%	61 40%	39 39%	137 51%	190 42%	95 31%	119 48%	24 16%	82 39%	141 54%	5 1%	15 16%	28 4%	381 84%
Definitely Donald Trump	364 35%	195 42%	85 25%	88 35%	273 36%	51 33%	37 37%	68 26%	154 34%	143 46%	74 30%	96 63%	82 39%	62 24%	294 82%	40 43%	552 75%	7 2%
Probably Donald Trump	93 9%	47 10%	29 8%	24 10%	69 9%	15 10%	9 9%	14 5%	46 10%	33 11%	16 6%	22 14%	19 9%	12 5%	42 12%	18 20%	79 11%	20 4%
No difference	110 11%	37 8%	49 14%	31 12%	79 10%	15 10%	15 15%	34 13%	51 11%	24 8%	25 10%	9 6%	24 11%	25 9%	16 4%	17 18%	64 9%	33 7%
Probably Joe Biden	101 10%	38 8%	43 13%	33 13%	67 9%	21 14%	12 12%	42 16%	37 8%	21 7%	25 10%	10 6%	27 13%	32 12%	3 1%	7 7%	12 2%	64 14%
Definitely Joe Biden	321 31%	138 30%	115 33%	67 26%	250 33%	41 26%	27 26%	95 36%	152 33%	74 24%	94 38%	14 9%	55 26%	110 42%	2 1%	8 9%	16 2%	318 70%
Unsure	40 4%	10 2%	22 6%	11 4%	29 4%	11 7%	0 *%	13 5%	14 3%	12 4%	12 5%	3 2%	5 2%	21 8%	1 *%	3 3%	17 2%	14 3%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QParty] Regardless of how you typically vote, would you say you consider yourself a ... ?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONG/NOT VERY STRONG REPUBLICAN	403	160	203	200	334	10	34	20	62	58	133	130	141	263
	39%	42%	42%	37%	48%	9%	27%	19%	35%	35%	47%	44%	31%	46%
STRONG/NOT VERY STRONG DEMOCRAT	377	132	140	234	211	76	56	52	63	61	95	105	176	200
	37%	34%	29%	43%	30%	67%	44%	47%	35%	37%	34%	36%	39%	35%
Strong Republican	264	100	137	127	220	5	27	15	40	31	90	89	86	179
	26%	26%	29%	23%	31%	4%	21%	14%	22%	19%	32%	30%	19%	31%
Not very strong Republican	139	60	66	73	114	6	7	5	22	28	43	41	55	84
	14%	16%	14%	14%	16%	5%	6%	5%	12%	17%	15%	14%	12%	15%
Independent	212	78	117	93	134	23	32	27	42	41	45	57	110	102
	21%	20%	24%	17%	19%	20%	25%	25%	24%	25%	16%	19%	24%	18%
Not very strong Democrat	109	43	33	75	64	13	24	20	24	14	26	24	58	50
	11%	11%	7%	14%	9%	11%	19%	18%	13%	9%	9%	8%	13%	9%
Strong Democrat	268	89	107	158	147	63	32	32	40	47	69	81	118	150
	26%	23%	22%	29%	21%	56%	26%	29%	22%	29%	24%	27%	26%	26%
A member of another party	21	11	12	7	12	1	4	6	8	-	6	1	14	7
	2%	3%	2%	1%	2%	1%	3%	6%	4%		2%	*%	3%	1%
Unsure	16	4	6	10	12	3	1	4	4	4	3	2	11	4
	2%	1%	1%	2%	2%	2%	1%	3%	2%	2%	1%	1%	3%	1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QParty] Regardless of how you typically vote, would you say you consider yourself a ... ?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
STRONG/NOT VERY STRONG REPUBLICAN	403 39%	136 44%	125 40%	88 35%	52 35%	261 42%	140 35%	211 53%	121 41%	77 32%	99 39%	85 44%	92 48%	46 37%	186 37%	25 27%	145 47%
STRONG/NOT VERY STRONG DEMOCRAT	377 37%	99 32%	106 34%	109 43%	63 42%	205 33%	172 43%	106 26%	105 35%	89 38%	99 39%	67 35%	58 30%	50 40%	188 38%	30 33%	111 36%
Strong Republican	264 26%	102 33%	81 25%	52 21%	27 18%	183 29%	79 20%	147 37%	71 24%	58 24%	63 25%	54 28%	58 30%	27 22%	117 24%	14 15%	102 33%
Not very strong Republican	139 14%	34 11%	45 14%	35 14%	26 17%	78 13%	61 15%	65 16%	50 17%	19 8%	37 14%	31 16%	34 18%	19 15%	69 14%	11 12%	43 14%
Independent	212 21%	61 20%	69 22%	51 20%	29 19%	131 21%	79 20%	68 17%	65 22%	58 25%	42 17%	36 19%	39 20%	25 20%	106 21%	27 29%	49 16%
Not very strong Democrat	109 11%	27 9%	34 11%	32 13%	15 10%	62 10%	47 12%	35 9%	29 10%	20 8%	36 14%	13 7%	13 7%	19 16%	59 12%	12 13%	21 7%
Strong Democrat	268 26%	71 23%	72 23%	77 30%	48 33%	143 23%	125 31%	71 18%	76 26%	69 29%	63 25%	54 28%	44 23%	30 25%	129 26%	18 19%	90 29%
A member of another party	21 2%	3 1%	13 4%	4 2%	1 1%	15 2%	6 1%	8 2%	4 1%	4 2%	12 5%	2 1%	1 *	2 2%	9 2%	8 9%	-
Unsure	16 2%	9 3%	3 1%	1 *	3 2%	12 2%	4 1%	8 2%	3 1%	9 4%	2 1%	2 1%	2 1%	1 1%	7 1%	2 2%	1 *

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QParty] Regardless of how you typically vote, would you say you consider yourself a ... ?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
STRONG/NOT VERY STRONG REPUBLICAN	403 39%	403 100%	-	-	403 85%	-	-	311 83%	74 23%	13 4%	366 79%	26 5%	380 78%	11 2%	13 13%	176 88%	205 87%	174 39%	247 40%	341 40%	367 51%	222 29%
STRONG/NOT VERY STRONG DEMOCRAT	377 37%	-	-	377 100%	-	-	377 80%	20 5%	111 34%	244 78%	9 2%	356 70%	19 4%	341 78%	17 16%	-	-	174 39%	232 38%	322 38%	175 24%	356 47%
Strong Republican	264 26%	264 66%	-	-	264 56%	-	-	220 59%	33 10%	7 2%	257 55%	4 1%	261 53%	1 *	3 3%	135 67%	126 54%	119 26%	164 27%	219 26%	247 34%	135 18%
Not very strong Republican	139 14%	139 34%	-	-	139 29%	-	-	90 24%	41 13%	6 2%	110 24%	21 4%	119 24%	10 2%	10 10%	41 21%	79 34%	55 12%	82 13%	122 14%	120 17%	87 11%
Independent	212 21%	-	212 100%	-	65 14%	65 78%	82 17%	38 10%	125 39%	43 14%	82 18%	109 21%	83 17%	78 18%	51 50%	22 11%	29 13%	90 20%	120 19%	172 20%	147 20%	151 20%
Not very strong Democrat	109 11%	-	-	109 29%	-	-	109 23%	12 3%	43 13%	53 17%	6 1%	96 19%	14 3%	85 19%	10 10%	-	-	39 9%	61 10%	92 11%	55 8%	98 13%
Strong Democrat	268 26%	-	-	268 71%	-	-	268 57%	8 2%	68 21%	191 61%	3 1%	259 51%	6 1%	256 58%	7 6%	-	-	135 30%	171 28%	230 27%	120 17%	258 34%
A member of another party	21 2%	-	-	-	2 *	8 10%	11 2%	2 1%	7 2%	11 3%	3 1%	13 3%	3 1%	8 2%	10 10%	1 *	-	10 2%	14 2%	17 2%	18 3%	19 2%
Unsure	16 2%	-	-	-	3 1%	10 12%	4 1%	2 1%	7 2%	2 1%	4 1%	4 1%	3 1%	2 *	11 11%	1 1%	-	4 1%	4 1%	7 1%	12 2%	12 2%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QParty] Regardless of how you typically vote, would you say you consider yourself a ... ?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONG/NOT VERY STRONG REPUBLICAN	403	223	89	98	302	59	39	72	183	148	88	113	92	59	308	80	653	-
	39%	48%	26%	39%	39%	39%	39%	27%	40%	48%	36%	74%	43%	22%	86%	86%	88%	-
STRONG/NOT VERY STRONG DEMOCRAT	377	154	146	91	282	60	31	140	157	80	106	18	72	121	-	-	-	382
	37%	33%	43%	36%	37%	39%	30%	52%	34%	26%	43%	12%	34%	46%	-	-	-	84%
Strong Republican	264	141	60	59	203	34	25	49	114	101	52	83	60	37	222	40	463	-
	26%	30%	17%	23%	26%	22%	25%	18%	25%	33%	21%	55%	28%	14%	62%	42%	63%	-
Not very strong Republican	139	82	29	39	100	25	14	24	69	47	37	29	32	21	86	41	189	-
	14%	18%	8%	15%	13%	16%	14%	9%	15%	15%	15%	19%	15%	8%	24%	44%	26%	-
Independent	212	81	88	56	155	29	27	45	102	65	42	21	44	61	47	13	81	66
	21%	17%	26%	22%	20%	19%	27%	17%	22%	21%	17%	14%	21%	23%	13%	14%	11%	14%
Not very strong Democrat	109	47	44	34	74	21	14	45	42	22	30	7	23	30	-	-	-	112
	11%	10%	13%	13%	10%	13%	13%	17%	9%	7%	12%	5%	11%	11%	-	-	-	25%
Strong Democrat	268	107	102	56	208	39	17	95	115	58	77	10	49	91	-	-	-	270
	26%	23%	30%	22%	27%	26%	17%	36%	25%	19%	31%	7%	23%	35%	-	-	-	59%
A member of another party	21	4	12	5	16	2	3	3	9	9	6	1	2	16	1	-	1	6
	2%	1%	3%	2%	2%	1%	3%	1%	2%	3%	2%	1%	1%	6%	*%	-	*%	1%
Unsure	16	2	8	5	11	4	1	6	5	5	3	1	2	5	2	-	5	2
	2%	1%	2%	2%	1%	3%	1%	2%	1%	2%	1%	*%	1%	2%	1%	-	1%	1%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QPartyLean] Which of the following statements would you say best describes you?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	249 100	93 100	134 100	109 100	157 100	27 100	36 100	37 100	54 100	45 100	54 100	59 100	136 100	113 100
Unweighted Total	326	115	166	157	251	24	29	33	54	62	79	98	149	177
TOTAL VOTES FOR REPUBLICANS	69 28%	26 28%	40 30%	27 25%	54 34%	2 9%	9 24%	7 19%	12 22%	12 27%	16 30%	22 37%	31 23%	38 34%
TOTAL VOTES FOR DEMOCRATS	96 39%	44 48%	47 35%	47 43%	49 31%	16 59%	17 46%	19 52%	25 47%	19 41%	17 32%	16 28%	63 46%	33 30%
I almost always vote for Republican candidates	20 8%	7 7%	11 8%	7 7%	15 10%	0 1%	4 12%	3 9%	2 4%	5 11%	5 10%	5 8%	10 8%	10 9%
I vote for Republicans more often than I vote for Democrats	49 20%	19 21%	29 22%	20 18%	39 25%	2 8%	5 12%	4 10%	9 17%	8 17%	11 21%	17 29%	21 15%	28 25%
I vote for Democrats more often than I vote for Republicans	53 21%	24 26%	29 22%	24 22%	31 20%	5 19%	4 11%	10 28%	13 24%	10 22%	10 19%	11 18%	33 24%	21 18%
I almost always vote for Democratic candidates	43 17%	20 22%	18 13%	22 20%	18 11%	11 40%	13 35%	9 24%	12 23%	9 20%	7 13%	6 9%	30 22%	13 11%
I vote equally for Democrats and Republicans	58 23%	15 16%	33 25%	25 23%	36 23%	5 19%	8 22%	6 17%	12 23%	8 18%	12 23%	19 33%	27 20%	32 28%
Unsure	25 10%	7 8%	15 11%	10 10%	19 12%	4 13%	3 8%	5 12%	5 9%	6 14%	8 16%	1 2%	15 11%	10 9%

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[QPartyLean] Which of the following statements would you say best describes you?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	249 100	73 100	86 100	56 100	33 100	158 100	89 100	84 100	71 100	72 100	56 100	39 100	42 100	28 100	122 100	38 100	50 100
Unweighted Total	326	72	142	73	36	214	109	158	91	93	69	66	58	28	154	38	94
TOTAL VOTES FOR REPUBLICANS	69 28%	23 32%	21 25%	16 29%	7 21%	44 28%	23 26%	33 39%	20 27%	14 20%	11 20%	15 38%	17 40%	10 36%	31 25%	7 18%	20 40%
TOTAL VOTES FOR DEMOCRATS	96 39%	25 35%	27 32%	26 46%	18 55%	52 33%	44 49%	17 20%	31 44%	32 45%	23 41%	12 31%	15 35%	9 30%	55 45%	20 52%	14 27%
I almost always vote for Republican candidates	20 8%	7 10%	6 7%	4 7%	2 6%	13 8%	6 7%	9 11%	6 8%	4 6%	3 5%	6 16%	4 10%	1 5%	10 8%	3 7%	6 12%
I vote for Republicans more often than I vote for Democrats	49 20%	16 21%	15 18%	12 22%	5 15%	31 19%	17 19%	24 28%	14 20%	10 13%	9 16%	9 22%	12 30%	9 31%	21 17%	4 11%	14 28%
I vote for Democrats more often than I vote for Republicans	53 21%	11 15%	19 22%	13 24%	10 31%	30 19%	24 27%	11 13%	20 27%	18 25%	12 21%	9 23%	10 23%	2 8%	31 26%	10 26%	10 20%
I almost always vote for Democratic candidates	43 17%	14 20%	8 10%	12 22%	8 24%	23 14%	20 23%	6 7%	12 17%	15 20%	11 19%	3 7%	5 12%	6 22%	23 19%	10 26%	4 7%
I vote equally for Democrats and Republicans	58 23%	13 18%	27 31%	12 21%	7 20%	40 25%	18 21%	18 21%	18 26%	12 17%	15 27%	11 28%	8 20%	9 32%	26 21%	7 19%	13 27%
Unsure	25 10%	11 16%	10 12%	2 3%	1 4%	22 14%	3 4%	17 20%	2 3%	13 19%	7 12%	1 4%	2 5%	1 2%	11 9%	4 11%	3 6%

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[QPartyLean] Which of the following statements would you say best describes you?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	249 100	-	212 100	-	69 100	83 100	96 100	42 100	139 100	56 100	89 100	126 100	88 100	88 100	73 100	24 100	29 100	103 100	138 100	195 100	177 100	181 100
Unweighted Total	326	-	283	-	133	94	99	72	174	62	131	117	138	96	92	54	47	117	157	223	232	230
TOTAL VOTES FOR REPUBLICANS	69 28%	-	65 31%	-	69 100%	-	-	30 72%	36 26%	2 3%	52 58%	9 7%	54 62%	7 8%	8 11%	24 100%	29 100%	25 24%	34 24%	57 29%	58 33%	48 26%
TOTAL VOTES FOR DEMOCRATS	96 39%	-	82 38%	-	-	-	96 100%	2 5%	44 32%	50 89%	6 7%	83 66%	8 9%	72 81%	16 22%	-	-	49 47%	60 43%	80 41%	63 36%	76 42%
I almost always vote for Republican candidates	20 8%	-	19 9%	-	20 29%	-	-	10 23%	9 7%	1 2%	16 18%	1 1%	19 21%	1 2%	0 1%	8 34%	9 32%	5 5%	11 8%	15 8%	16 9%	13 7%
I vote for Republicans more often than I vote for Democrats	49 20%	-	46 22%	-	49 71%	-	-	20 48%	26 19%	1 1%	35 40%	8 6%	36 41%	6 6%	7 10%	16 66%	20 68%	20 20%	23 17%	41 21%	42 24%	35 20%
I vote for Democrats more often than I vote for Republicans	53 21%	-	47 22%	-	-	-	53 56%	2 5%	27 20%	24 43%	6 6%	44 35%	5 6%	36 40%	13 18%	-	-	30 29%	35 25%	45 23%	37 21%	43 24%
I almost always vote for Democratic candidates	43 17%	-	35 16%	-	-	-	43 44%	-	17 12%	26 46%	0 1%	39 31%	3 4%	36 41%	3 4%	-	-	19 18%	25 18%	35 18%	26 15%	33 18%
I vote equally for Democrats and Republicans	58 23%	-	52 24%	-	-	58 70%	-	8 18%	43 31%	3 6%	25 28%	28 22%	21 23%	8 9%	29 41%	-	-	26 25%	37 27%	45 23%	37 21%	36 20%
Unsure	25 10%	-	14 6%	-	-	25 30%	-	2 6%	16 11%	1 2%	6 7%	6 5%	5 5%	1 2%	19 26%	-	-	4 4%	8 6%	13 6%	19 11%	22 12%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QPartyLean] Which of the following statements would you say best describes you?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	249 100	88 100	108 100	66 100	182 100	35 100	31 100	54 100	116 100	79 100	51 100	22 100	47 100	81 100	50 100	13 100	87 100	74 100
Unweighted Total	326	126	113	93	231	57	36	73	137	116	61	47	52	105	92	24	326	326
TOTAL VOTES FOR REPUBLICANS	69 28%	34 38%	22 20%	20 31%	48 26%	10 30%	10 32%	9 17%	27 23%	33 42%	8 16%	13 59%	15 32%	14 17%	50 100%	13 100%	87 100%	-
TOTAL VOTES FOR DEMOCRATS	96 39%	31 36%	50 46%	24 36%	73 40%	15 43%	9 28%	24 43%	50 44%	22 28%	29 56%	2 8%	20 43%	40 49%	-	-	-	74 100%
I almost always vote for Republican candidates	20 8%	7 9%	9 9%	4 6%	16 9%	3 8%	1 4%	5 9%	5 5%	10 13%	0 1%	3 13%	2 5%	6 7%	18 35%	3 21%	18 20%	-
I vote for Republicans more often than I vote for Democrats	49 20%	26 30%	12 11%	16 25%	32 17%	8 22%	9 28%	4 8%	22 19%	23 29%	8 15%	10 45%	13 28%	8 10%	32 65%	10 79%	70 80%	-
I vote for Democrats more often than I vote for Republicans	53 21%	19 21%	25 23%	13 20%	40 22%	8 23%	5 17%	14 26%	30 26%	10 12%	15 30%	2 7%	16 33%	22 27%	-	-	-	50 68%
I almost always vote for Democratic candidates	43 17%	13 14%	25 23%	10 15%	33 18%	7 19%	3 11%	9 17%	20 18%	13 16%	14 26%	0 2%	5 10%	18 22%	-	-	-	24 32%
I vote equally for Democrats and Republicans	58 23%	17 19%	24 22%	15 23%	43 24%	5 15%	10 33%	15 27%	32 28%	12 15%	11 21%	5 24%	11 23%	14 17%	-	-	-	-
Unsure	25 10%	6 6%	13 12%	7 10%	18 10%	4 13%	2 7%	7 13%	6 5%	12 15%	4 7%	2 9%	1 1%	14 17%	-	-	-	-

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QPartyConsolidated] QParty and QPartyLean

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	473	187	243	228	388	13	43	28	74	70	150	151	172	301
	46%	49%	51%	42%	55%	11%	34%	25%	41%	43%	53%	52%	38%	52%
Total Democratic+Democratic-leaning Independents	473	176	187	280	260	92	73	71	89	80	112	121	239	234
	46%	46%	39%	52%	37%	81%	58%	65%	49%	49%	40%	41%	53%	41%
Total Independent	83	22	48	36	55	9	11	11	17	14	21	21	42	42
	8%	6%	10%	7%	8%	8%	9%	10%	10%	9%	7%	7%	9%	7%

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[QPartyConsolidated] QParty and QPartyLean

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
Total Republican+Republican-leaning Independents	473 46%	159 52%	147 46%	104 41%	59 40%	305 49%	163 41%	244 61%	140 47%	91 38%	111 44%	100 52%	108 57%	56 45%	216 44%	32 34%	165 54%
Total Democratic+Democratic-leaning Independents	473 46%	124 40%	134 42%	135 53%	81 55%	257 41%	216 54%	123 31%	137 46%	121 51%	122 48%	79 41%	72 38%	58 47%	243 49%	50 54%	124 41%
Total Independent	83 8%	25 8%	37 12%	14 5%	8 5%	62 10%	22 5%	34 9%	21 7%	25 11%	22 9%	12 7%	10 5%	10 8%	37 7%	11 12%	17 5%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QPartyConsolidated] QParty and QPartyLean

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
Total Republican+Republican-leaning Independents	473 46%	403 100%	65 31%	-	473 100%	-	-	341 92%	110 34%	15 5%	418 90%	34 7%	434 89%	18 4%	21 20%	200 100%	234 100%	199 44%	280 45%	398 46%	424 59%	270 36%
Total Democratic+Democratic-leaning Independents	473 46%	-	82 38%	377 100%	-	-	473 100%	22 6%	156 48%	294 94%	15 3%	439 86%	28 6%	412 94%	33 32%	-	-	222 49%	292 47%	402 47%	238 33%	432 57%
Total Independent	83 8%	-	65 31%	-	-	83 100%	-	10 3%	59 18%	4 1%	31 7%	34 7%	26 5%	9 2%	48 47%	-	-	30 7%	44 7%	58 7%	56 8%	58 8%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QPartyConsolidated] QParty and QPartyLean

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	473	257	111	119	350	70	49	82	210	181	97	126	107	72	358	93	740	-
	46%	55%	32%	47%	46%	45%	48%	31%	46%	59%	39%	82%	51%	28%	100%	100%	100%	-
Total Democratic+Democratic-leaning Independents	473	185	196	114	355	75	40	163	207	102	135	20	93	161	-	-	-	456
	46%	40%	57%	45%	46%	49%	39%	61%	46%	33%	55%	13%	44%	62%	-	-	-	100%
Total Independent	83	23	37	22	61	9	13	21	38	24	14	7	12	28	-	-	-	-
	8%	5%	11%	9%	8%	6%	12%	8%	8%	8%	6%	5%	6%	11%	-	-	-	-

Echelon Insights
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N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024DemVIIK] What are the chances you' ll vote in your state' s 2024 Democratic presidential primary?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	473	176	187	280	260	92	73	71	89	80	112	121	239	234
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	499	179	200	296	317	96	57	43	78	89	137	152	210	289
DEFINITELY/PROBABLY VOTE	398	150	166	229	225	72	59	52	72	67	96	110	191	207
	84%	85%	89%	82%	87%	79%	81%	74%	81%	84%	86%	91%	80%	88%
50-50 CHANCE/WILL NOT VOTE	64	23	17	44	29	16	12	15	15	11	13	9	41	22
	13%	13%	9%	16%	11%	17%	17%	21%	17%	14%	12%	7%	17%	10%
Definitely vote	352	130	152	199	193	65	55	43	65	59	81	105	167	185
	75%	74%	81%	71%	74%	71%	75%	60%	74%	74%	72%	86%	70%	79%
Probably vote	46	19	15	30	31	7	4	10	6	8	16	6	24	21
	10%	11%	8%	11%	12%	8%	6%	14%	7%	10%	14%	5%	10%	9%
50-50 chance	47	16	9	35	17	16	7	11	15	8	9	4	34	13
	10%	9%	5%	12%	7%	17%	10%	15%	17%	9%	8%	3%	14%	5%
Will not vote	17	7	8	9	11	0	5	4	-	4	4	5	8	9
	4%	4%	4%	3%	4%	0%	7%	5%		5%	4%	4%	3%	4%
Unsure	11	3	4	7	6	3	1	3	2	2	3	2	7	5
	2%	2%	2%	3%	2%	4%	2%	5%	2%	2%	2%	2%	3%	2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024DemVIIK] What are the chances you' ll vote in your state' s 2024 Democratic presidential primary?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor' s degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	473 100	124 100	134 100	135 100	81 100	257 100	216 100	123 100	137 100	121 100	122 100	79 100	72 100	58 100	243 100	50 100	124 100
Unweighted Total	499	103	189	136	71	292	207	167	150	142	127	93	72	51	236	50	156
DEFINITELY/PROBABLY VOTE	398 84%	101 81%	112 84%	114 85%	71 88%	213 83%	185 86%	110 89%	115 84%	92 76%	108 89%	70 89%	64 89%	46 78%	206 85%	39 77%	108 87%
50-50 CHANCE/WILL NOT VOTE	64 13%	20 16%	19 14%	17 13%	8 9%	39 15%	24 11%	12 10%	16 12%	25 20%	11 9%	7 9%	8 11%	10 17%	29 12%	10 19%	14 11%
Definitely vote	352 75%	93 75%	97 73%	100 75%	62 76%	190 74%	162 75%	97 79%	96 70%	77 64%	92 75%	65 82%	60 83%	41 71%	185 76%	28 55%	102 82%
Probably vote	46 10%	8 6%	15 11%	14 10%	9 12%	22 9%	23 11%	12 10%	19 14%	15 12%	16 13%	5 7%	4 5%	5 8%	21 9%	11 22%	6 5%
50-50 chance	47 10%	13 11%	17 12%	12 9%	5 6%	30 12%	17 8%	9 7%	9 6%	16 13%	9 7%	5 7%	6 9%	8 13%	24 10%	9 18%	7 6%
Will not vote	17 4%	7 6%	2 2%	5 4%	3 4%	9 4%	8 4%	4 3%	7 5%	8 7%	2 2%	2 2%	2 2%	2 3%	5 2%	1 2%	7 6%
Unsure	11 2%	3 2%	3 2%	4 3%	2 3%	6 2%	6 3%	1 1%	5 4%	4 3%	3 2%	2 2%	-	3 5%	8 3%	2 3%	2 2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024DemVIIK] What are the chances you' ll vote in your state' s 2024 Democratic presidential primary?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	473 100	-	82 100	377 100	-	-	473 100	22 100	156 100	294 100	15 100	439 100	28 100	412 100	33 100	-	-	222 100	292 100	402 100	238 100	432 100
Unweighted Total	499	-	85	400	-	-	499	31	165	299	21	428	26	434	39	-	-	221	280	378	255	456
DEFINITELY/PROBABLY VOTE	398 84%	-	59 73%	327 87%	-	-	398 84%	13 59%	124 80%	259 88%	10 66%	378 86%	21 77%	358 87%	19 57%	-	-	205 92%	252 86%	343 85%	201 84%	375 87%
50-50 CHANCE/WILL NOT VOTE	64 13%	-	21 25%	41 11%	-	-	64 13%	7 35%	28 18%	28 9%	4 25%	53 12%	7 23%	46 11%	11 33%	-	-	15 7%	33 11%	51 13%	29 12%	46 11%
Definitely vote	352 75%	-	47 57%	295 78%	-	-	352 75%	9 43%	110 71%	231 79%	9 60%	335 76%	19 67%	320 78%	14 43%	-	-	184 83%	224 77%	303 75%	173 73%	332 77%
Probably vote	46 10%	-	13 15%	32 8%	-	-	46 10%	4 16%	14 9%	28 10%	1 6%	43 10%	3 9%	38 9%	5 14%	-	-	21 9%	28 10%	40 10%	27 11%	43 10%
50-50 chance	47 10%	-	11 14%	34 9%	-	-	47 10%	5 25%	22 14%	19 7%	2 14%	39 9%	4 16%	33 8%	9 27%	-	-	10 4%	25 9%	34 8%	23 10%	41 9%
Will not vote	17 4%	-	9 11%	8 2%	-	-	17 4%	2 10%	6 4%	9 3%	2 11%	14 3%	2 8%	13 3%	2 6%	-	-	5 2%	8 3%	16 4%	6 3%	6 1%
Unsure	11 2%	-	2 2%	9 2%	-	-	11 2%	1 6%	3 2%	7 2%	1 8%	8 2%	-	8 2%	3 10%	-	-	3 1%	6 2%	9 2%	8 3%	10 2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024DemVIIK] What are the chances you' ll vote in your state' s 2024 Democratic presidential primary?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	473	185	196	114	355	75	40	163	207	102	135	20	93	161	-	-	-	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100				100
Unweighted Total	499	184	185	131	366	93	38	171	218	110	136	37	91	163	-	-	499	499
DEFINITELY/PROBABLY VOTE	398	160	165	90	304	55	35	135	178	84	111	16	75	140	-	-	-	390
	84%	86%	84%	79%	86%	74%	87%	83%	86%	82%	82%	82%	81%	87%				86%
50-50 CHANCE/WILL NOT VOTE	64	21	27	23	41	18	5	23	27	14	23	3	18	16	-	-	-	58
	13%	11%	14%	20%	12%	24%	13%	14%	13%	14%	17%	17%	19%	10%				13%
Definitely vote	352	148	138	82	266	51	31	116	161	76	98	13	69	121	-	-	-	347
	75%	80%	70%	72%	75%	69%	78%	71%	78%	74%	72%	65%	75%	75%				76%
Probably vote	46	12	27	8	38	4	4	19	18	9	13	3	5	20	-	-	-	43
	10%	6%	14%	7%	11%	5%	9%	12%	8%	9%	10%	16%	6%	12%				9%
50-50 chance	47	14	21	21	26	17	4	19	21	7	17	2	11	10	-	-	-	44
	10%	8%	11%	18%	7%	23%	10%	12%	10%	7%	13%	12%	12%	6%				10%
Will not vote	17	7	6	2	15	1	1	4	6	7	6	1	6	6	-	-	-	14
	4%	4%	3%	2%	4%	1%	3%	2%	3%	7%	4%	5%	7%	4%				3%
Unsure	11	5	5	2	10	2	-	5	2	4	2	0	-	5	-	-	-	8
	2%	2%	2%	2%	3%	2%		3%	1%	4%	1%	2%		3%				2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024DemBid] If the 2024 Democratic presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	473	176	187	280	260	92	73	71	89	80	112	121	239	234
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	499	179	200	296	317	96	57	43	78	89	137	152	210	289
JOE BIDEN, DEFINITELY/ PROBABLY	307	106	126	180	174	63	39	33	48	47	79	99	128	178
	65%	60%	67%	64%	67%	68%	54%	47%	55%	58%	71%	82%	54%	76%
A DIFFERENT DEMOCRATIC CANDIDATE, DEFINITELY/ PROBABLY	133	55	44	83	70	23	24	29	32	28	27	17	89	44
	28%	31%	24%	30%	27%	25%	33%	41%	36%	35%	24%	14%	37%	19%
Joe Biden, definitely	206	70	93	113	117	46	29	20	21	31	56	78	72	134
	44%	40%	50%	40%	45%	50%	40%	29%	24%	39%	50%	64%	30%	57%
Joe Biden, probably	100	35	33	67	57	17	10	13	27	16	23	21	56	44
	21%	20%	17%	24%	22%	19%	14%	18%	31%	20%	21%	17%	23%	19%
A different Democratic candidate, probably	65	26	20	41	44	9	7	12	20	13	10	10	45	20
	14%	15%	10%	15%	17%	10%	9%	17%	23%	16%	9%	8%	19%	9%
A different Democratic candidate, definitely	68	29	25	42	26	14	17	17	12	16	17	7	44	24
	14%	17%	13%	15%	10%	15%	23%	24%	13%	20%	15%	6%	19%	10%
Unsure	33	15	17	16	16	6	10	8	8	5	6	6	22	11
	7%	9%	9%	6%	6%	7%	13%	12%	9%	6%	5%	5%	9%	5%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024DemBid] If the 2024 Democratic presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	473	124	134	135	81	257	216	123	137	121	122	79	72	58	243	50	124
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	499	103	189	136	71	292	207	167	150	142	127	93	72	51	236	50	156
JOE BIDEN, DEFINITELY/ PROBABLY	307 65%	77 62%	85 64%	89 66%	55 68%	162 63%	145 67%	87 71%	87 63%	80 66%	76 62%	54 68%	49 68%	34 59%	141 58%	31 63%	100 80%
A DIFFERENT DEMOCRATIC CANDIDATE, DEFINITELY/ PROBABLY	133 28%	34 27%	41 31%	38 28%	21 26%	75 29%	58 27%	30 25%	40 29%	29 24%	40 33%	17 22%	22 30%	21 36%	86 36%	14 28%	18 15%
Joe Biden, definitely	206 44%	61 49%	59 44%	51 38%	35 43%	120 47%	86 40%	67 54%	51 37%	54 45%	51 42%	44 56%	28 39%	20 34%	85 35%	17 35%	79 63%
Joe Biden, probably	100 21%	16 13%	26 19%	38 28%	20 25%	42 16%	58 27%	21 17%	36 26%	25 21%	25 20%	10 12%	21 29%	14 25%	56 23%	14 28%	21 17%
A different Democratic candidate, probably	65 14%	16 13%	19 14%	17 13%	13 16%	35 14%	30 14%	19 15%	25 18%	14 12%	23 19%	7 9%	10 14%	8 14%	35 15%	9 18%	10 8%
A different Democratic candidate, definitely	68 14%	18 14%	22 17%	21 15%	8 9%	40 16%	28 13%	11 9%	15 11%	14 12%	17 14%	10 13%	11 16%	13 22%	51 21%	5 10%	8 7%
Unsure	33 7%	13 11%	7 5%	8 6%	5 6%	20 8%	13 6%	5 4%	11 8%	13 11%	6 5%	8 10%	2 2%	3 5%	15 6%	5 9%	6 5%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024DemBiden] If the 2024 Democratic presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	473	-	82	377	-	-	473	22	156	294	15	439	28	412	33	-	-	222	292	402	238	432
	100		100	100			100	100	100	100	100	100	100	100	100			100	100	100	100	100
Unweighted Total	499	-	85	400	-	-	499	31	165	299	21	428	26	434	39	-	-	221	280	378	255	456
JOE BIDEN, DEFINITELY/ PROBABLY	307	-	36	268	-	-	307	15	89	203	3	299	5	298	4	-	-	165	195	266	155	285
	65%		45%	71%			65%	69%	57%	69%	17%	68%	16%	72%	14%			74%	67%	66%	65%	66%
A DIFFERENT DEMOCRATIC CANDIDATE, DEFINITELY/ PROBABLY	133	-	32	90	-	-	133	4	53	75	7	115	19	93	21	-	-	50	80	108	70	121
	28%		39%	24%			28%	17%	34%	26%	49%	26%	69%	23%	65%			22%	27%	27%	30%	28%
Joe Biden, definitely	206	-	19	185	-	-	206	6	61	139	2	201	-	206	-	-	-	119	126	180	106	196
	44%		23%	49%			44%	27%	39%	47%	15%	46%		50%				53%	43%	45%	44%	45%
Joe Biden, probably	100	-	18	83	-	-	100	9	28	64	0	98	5	91	4	-	-	46	68	86	50	89
	21%		22%	22%			21%	42%	18%	22%	2%	22%	16%	22%	14%			21%	23%	21%	21%	21%
A different Democratic candidate, probably	65	-	14	47	-	-	65	2	28	34	1	57	3	55	7	-	-	21	38	52	38	62
	14%		18%	13%			14%	9%	18%	12%	10%	13%	12%	13%	22%			9%	13%	13%	16%	14%
A different Democratic candidate, definitely	68	-	18	43	-	-	68	2	25	41	6	58	16	38	14	-	-	29	41	56	32	59
	14%		22%	11%			14%	8%	16%	14%	39%	13%	57%	9%	43%			13%	14%	14%	13%	14%
Unsure	33	-	13	18	-	-	33	3	14	16	5	25	4	22	7	-	-	8	17	29	12	27
	7%		16%	5%			7%	13%	9%	5%	34%	6%	15%	5%	21%			4%	6%	7%	5%	6%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024DemBiden] If the 2024 Democratic presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	473 100	185 100	196 100	114 100	355 100	75 100	40 100	163 100	207 100	102 100	135 100	20 100	93 100	161 100	-	-	-	456 100
Unweighted Total	499	184	185	131	366	93	38	171	218	110	136	37	91	163	-	-	499	499
JOE BIDEN, DEFINITELY/ PROBABLY	307 65%	123 66%	123 63%	65 57%	238 67%	42 57%	22 56%	101 62%	144 69%	62 60%	91 67%	11 57%	56 60%	96 60%	-	-	-	325 71%
A DIFFERENT DEMOCRATIC CANDIDATE, DEFINITELY/ PROBABLY	133 28%	55 30%	56 28%	43 38%	91 26%	27 36%	16 41%	47 29%	56 27%	31 30%	38 28%	7 34%	27 29%	55 34%	-	-	-	98 22%
Joe Biden, definitely	206 44%	96 52%	71 36%	43 38%	163 46%	27 37%	16 40%	66 41%	92 44%	48 47%	53 39%	6 32%	42 46%	63 39%	-	-	-	215 47%
Joe Biden, probably	100 21%	27 15%	52 27%	21 19%	75 21%	15 20%	6 16%	35 21%	52 25%	14 13%	38 28%	5 26%	13 15%	33 21%	-	-	-	110 24%
A different Democratic candidate, probably	65 14%	23 12%	28 14%	22 19%	44 12%	16 21%	6 15%	26 16%	23 11%	17 17%	18 13%	4 19%	16 18%	27 17%	-	-	-	50 11%
A different Democratic candidate, definitely	68 14%	33 18%	28 14%	21 19%	47 13%	11 15%	10 26%	21 13%	33 16%	14 14%	21 15%	3 16%	10 11%	29 18%	-	-	-	48 11%
Unsure	33 7%	7 4%	17 9%	7 6%	26 7%	5 7%	1 4%	15 9%	8 4%	10 10%	6 5%	2 8%	10 11%	10 6%	-	-	-	32 7%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024DemPrimary] If the 2024 Democratic presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	473	176	187	280	260	92	73	71	89	80	112	121	239	234
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	499	179	200	296	317	96	57	43	78	89	137	152	210	289
Joe Biden	327	114	139	188	183	69	45	37	48	59	86	98	143	184
	69%	65%	74%	67%	71%	75%	62%	52%	54%	73%	76%	81%	60%	79%
Marianne Williamson	16	8	9	7	6	3	7	6	1	3	3	3	10	6
	3%	4%	5%	3%	2%	3%	10%	8%	1%	3%	3%	3%	4%	3%
Dean Phillips	16	10	2	14	7	1	7	7	2	3	-	4	11	4
	3%	6%	1%	5%	3%	1%	10%	10%	2%	4%		4%	5%	2%
Someone else (Please specify)	35	18	19	17	19	4	5	4	15	4	5	7	23	12
	7%	10%	10%	6%	7%	4%	6%	5%	17%	5%	5%	6%	10%	5%
Unsure	79	25	19	54	44	15	9	17	23	12	19	9	52	27
	17%	14%	10%	19%	17%	16%	12%	24%	26%	15%	16%	7%	22%	12%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024DemPrimary] If the 2024 Democratic presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	473 100	124 100	134 100	135 100	81 100	257 100	216 100	123 100	137 100	121 100	122 100	79 100	72 100	58 100	243 100	50 100	124 100
Unweighted Total	499	103	189	136	71	292	207	167	150	142	127	93	72	51	236	50	156
Joe Biden	327 69%	85 69%	87 65%	93 69%	61 76%	173 67%	154 72%	94 77%	89 65%	80 66%	81 67%	57 72%	51 70%	40 69%	159 65%	32 63%	100 81%
Marianne Williamson	16 3%	8 6%	4 3%	2 2%	2 3%	12 4%	4 2%	3 2%	3 2%	9 8%	4 3%	1 1%	- -	1 2%	7 3%	1 2%	3 2%
Dean Phillips	16 3%	7 5%	3 2%	5 4%	1 1%	10 4%	6 3%	5 4%	3 2%	5 4%	4 4%	3 3%	4 5%	- -	9 4%	1 2%	4 3%
Someone else (Please specify)	35 7%	7 5%	8 6%	13 10%	7 9%	15 6%	21 10%	2 2%	17 12%	8 6%	10 8%	4 4%	9 12%	5 9%	24 10%	4 7%	7 6%
Unsure	79 17%	17 14%	31 23%	21 16%	9 11%	49 19%	30 14%	19 15%	25 18%	19 15%	22 18%	15 19%	9 13%	11 19%	44 18%	13 26%	10 8%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024DemPrimary] If the 2024 Democratic presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	473	-	82	377	-	-	473	22	156	294	15	439	28	412	33	-	-	222	292	402	238	432
	100		100	100			100	100	100	100	100	100	100	100	100			100	100	100	100	100
Unweighted Total	499	-	85	400	-	-	499	31	165	299	21	428	26	434	39	-	-	221	280	378	255	456
Joe Biden	327	-	42	283	-	-	327	14	99	213	3	319	9	313	4	-	-	166	208	284	171	303
	69%		51%	75%			69%	67%	64%	72%	20%	73%	34%	76%	13%			75%	71%	71%	72%	70%
Marianne Williamson	16	-	5	10	-	-	16	0	10	5	-	12	2	12	2	-	-	3	6	10	6	12
	3%		6%	3%			3%	2%	6%	2%		3%	9%	3%	5%			1%	2%	3%	2%	3%
Dean Phillips	16	-	3	12	-	-	16	-	10	5	2	14	5	11	-	-	-	3	2	11	5	15
	3%		4%	3%			3%		7%	2%	12%	3%	17%	3%				1%	1%	3%	2%	3%
Someone else (Please specify)	35	-	16	14	-	-	35	0	11	24	4	30	4	24	7	-	-	23	27	35	17	33
	7%		19%	4%			7%	1%	7%	8%	4%	30%	16%	6%	22%			10%	9%	9%	7%	8%
Unsure	79	-	16	57	-	-	79	7	25	47	6	64	7	53	19	-	-	28	49	62	39	69
	17%		19%	15%			17%	30%	16%	16%	42%	15%	25%	13%	59%			12%	17%	16%	17%	16%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024DemPrimary] If the 2024 Democratic presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	473 100	185 100	196 100	114 100	355 100	75 100	40 100	163 100	207 100	102 100	135 100	20 100	93 100	161 100	-	-	-	456 100
Unweighted Total	499	184	185	131	366	93	38	171	218	110	136	37	91	163	-	-	499	499
Joe Biden	327 69%	131 70%	136 70%	72 63%	252 71%	45 60%	27 69%	110 68%	150 72%	66 65%	91 68%	15 75%	58 62%	104 65%	-	-	-	338 74%
Marianne Williamson	16 3%	4 2%	10 5%	3 3%	13 4%	3 4%	-	5 3%	4 2%	7 7%	2 2%	0 1%	6 7%	3 2%	-	-	-	13 3%
Dean Phillips	16 3%	9 5%	5 3%	4 4%	12 3%	3 4%	1 2%	6 3%	8 4%	3 3%	7 5%	0 1%	7 7%	3 2%	-	-	-	7 2%
Someone else (Please specify)	35 7%	15 8%	15 8%	10 9%	24 7%	2 3%	8 20%	13 8%	13 6%	9 9%	9 7%	1 4%	10 11%	15 10%	-	-	-	36 8%
Unsure	79 17%	28 15%	30 15%	24 21%	55 15%	20 27%	4 9%	29 18%	33 16%	17 17%	26 19%	3 18%	12 13%	36 22%	-	-	-	61 13%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QX2028DemPrimary] If the 2028 Democratic Presidential primaries were being held today, and these were the candidates, for whom would you vote?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	473	176	187	280	260	92	73	71	89	80	112	121	239	234
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	499	179	200	296	317	96	57	43	78	89	137	152	210	289
Kamala Harris	156	59	50	102	78	43	21	17	34	32	41	31	84	73
	33%	33%	27%	36%	30%	47%	29%	25%	38%	40%	37%	26%	35%	31%
Pete Buttigieg	60	21	26	34	47	1	7	3	11	10	15	21	24	36
	13%	12%	14%	12%	18%	1%	10%	4%	13%	13%	13%	18%	10%	16%
Gavin Newsom	50	14	29	22	34	7	7	3	4	8	15	21	15	35
	11%	8%	15%	8%	13%	7%	10%	4%	5%	10%	13%	17%	6%	15%
Josh Shapiro	10	6	5	4	6	3	1	-	2	2	2	4	3	6
	2%	3%	3%	1%	2%	3%	1%		2%	2%	2%	3%	1%	3%
Gretchen Whitmer	14	8	3	11	12	1	1	2	3	1	1	7	5	9
	3%	5%	2%	4%	5%	1%	1%	2%	3%	1%	1%	6%	2%	4%
John Fetterman	10	9	2	8	5	1	3	7	1	1	0	1	9	1
	2%	5%	1%	3%	2%	1%	5%	10%	2%	1%	*%	1%	4%	1%
J B Pritzker	12	2	6	6	7	5	-	4	4	1	1	2	9	3
	3%	1%	3%	2%	3%	5%		5%	4%	1%	1%	2%	4%	1%
Andy Beshear	5	-	-	5	4	1	-	2	1	0	1	1	3	2
	1%			2%	1%	1%		3%	2%	*%	1%	*%	1%	1%
Wes Moore	4	-	2	2	2	2	-	2	1	1	1	-	4	1
	1%		1%	1%	1%	2%		2%	1%	2%	*%		2%	*%
Raphael Warnock	10	3	5	5	2	5	1	-	3	1	2	5	3	7
	2%	2%	3%	2%	1%	5%	1%		3%	1%	2%	4%	1%	3%
Someone else	31	11	17	14	13	3	9	3	7	6	4	10	16	15
	7%	6%	9%	5%	5%	3%	13%	5%	8%	8%	4%	8%	7%	6%
Unsure	109	43	41	67	51	20	22	29	18	16	28	18	63	46
	23%	24%	22%	24%	20%	22%	30%	41%	20%	20%	25%	15%	26%	20%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QX2028DemPrimary] If the 2028 Democratic Presidential primaries were being held today, and these were the candidates, for whom would you vote?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	473 100	124 100	134 100	135 100	81 100	257 100	216 100	123 100	137 100	121 100	122 100	79 100	72 100	58 100	243 100	50 100	124 100
Unweighted Total	499	103	189	136	71	292	207	167	150	142	127	93	72	51	236	50	156
Kamala Harris	156 33%	42 34%	44 33%	46 34%	25 30%	86 33%	70 33%	37 30%	41 30%	47 39%	35 29%	29 37%	21 29%	19 32%	89 37%	16 32%	40 32%
Pete Buttigieg	60 13%	6 5%	14 11%	21 16%	19 23%	20 8%	40 19%	16 13%	31 23%	12 10%	19 16%	11 14%	8 11%	9 15%	26 11%	3 7%	20 16%
Gavin Newsom	50 11%	18 14%	12 9%	14 11%	7 8%	29 11%	21 10%	21 17%	13 10%	12 10%	14 12%	6 7%	8 11%	7 13%	20 8%	5 9%	22 18%
Josh Shapiro	10 2%	2 2%	4 3%	2 2%	1 1%	6 2%	3 2%	4 3%	2 2%	0 *	4 3%	2 3%	3 4%	1 1%	4 2%	1 3%	3 2%
Gretchen Whitmer	14 3%	1 1%	6 5%	4 3%	3 4%	7 3%	7 3%	5 4%	7 5%	4 4%	4 4%	2 2%	1 1%	2 3%	5 2%	2 4%	6 5%
John Fetterman	10 2%	1 1%	2 1%	3 3%	4 5%	3 1%	8 4%	0 *	4 3%	1 1%	8 7%	-	1 1%	-	9 4%	1 2%	0 *
J B Pritzker	12 3%	7 6%	2 1%	1 1%	2 2%	9 3%	3 1%	4 4%	2 2%	5 4%	2 2%	-	1 2%	1 1%	6 3%	3 6%	2 2%
Andy Beshear	5 1%	1 1%	1 1%	2 1%	1 2%	2 1%	3 1%	2 1%	2 1%	1 1%	2 2%	1 1%	1 2%	-	5 2%	-	-
Wes Moore	4 1%	2 2%	1 1%	1 1%	-	3 1%	1 *	1 1%	1 1%	3 3%	-	0 1%	1 1%	-	3 1%	1 2%	-
Raphael Warnock	10 2%	3 3%	1 *	3 2%	3 4%	4 2%	6 3%	1 1%	1 1%	0 *	2 1%	8 9%	1 1%	-	6 2%	0 *	4 3%
Someone else	31 7%	11 9%	10 7%	7 5%	3 4%	21 8%	11 5%	6 5%	6 5%	6 5%	7 6%	5 6%	8 11%	5 8%	20 8%	2 3%	9 7%
Unsure	109 23%	29 23%	38 28%	30 22%	13 16%	67 26%	43 20%	25 21%	26 19%	29 24%	24 20%	16 20%	19 26%	16 27%	48 20%	15 30%	18 15%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QX2028DemPrimary] If the 2028 Democratic Presidential primaries were being held today, and these were the candidates, for whom would you vote?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	473	-	82	377	-	-	473	22	156	294	15	439	28	412	33	-	-	222	292	402	238	432
	100		100	100			100	100	100	100	100	100	100	100	100			100	100	100	100	100
Unweighted Total	499	-	85	400	-	-	499	31	165	299	21	428	26	434	39	-	-	221	280	378	255	456
Kamala Harris	156	-	18	136	-	-	156	9	50	98	3	148	5	143	8	-	-	61	89	127	79	143
	33%		23%	36%			33%	40%	32%	33%	23%	34%	18%	35%	26%			27%	31%	32%	33%	33%
Pete Buttigieg	60	-	11	49	-	-	60	-	20	41	0	60	0	59	1	-	-	36	46	56	32	57
	13%		14%	13%			13%	13%	14%	14%	2%	14%	1%	14%	2%			16%	16%	14%	14%	13%
Gavin Newsom	50	-	5	45	-	-	50	-	11	40	-	50	3	48	-	-	-	35	36	48	16	47
	11%		7%	12%			11%	7%	13%	13%	-	11%	9%	12%	-			16%	12%	12%	7%	11%
Josh Shapiro	10	-	1	8	-	-	10	-	5	5	-	10	1	8	-	-	-	6	7	9	1	8
	2%		2%	2%			2%	3%	2%	2%	-	2%	5%	2%	-			3%	3%	2%	1%	2%
Gretchen Whitmer	14	-	3	9	-	-	14	-	8	6	1	10	1	13	1	-	-	8	9	13	12	14
	3%		4%	3%			3%	5%	2%	2%	4%	2%	2%	3%	2%			4%	3%	3%	5%	3%
John Fetterman	10	-	0	10	-	-	10	-	-	10	-	10	5	6	-	-	-	1	6	10	-	10
	2%		%	3%			2%			4%	-	2%	16%	1%	-			%	2%	3%	-	2%
J B Pritzker	12	-	6	5	-	-	12	1	7	4	1	10	-	11	1	-	-	5	7	9	10	12
	3%		8%	1%			3%	3%	5%	1%	10%	2%		3%	2%			2%	3%	2%	4%	3%
Andy Beshear	5	-	-	5	-	-	5	1	-	4	1	4	1	4	-	-	-	3	5	5	3	4
	1%			1%			1%	4%		1%	6%	1%	3%	1%	-			1%	2%	1%	1%	1%
Wes Moore	4	-	-	4	-	-	4	1	2	1	-	4	2	2	1	-	-	2	1	2	1	4
	1%			1%			1%	4%	1%	%	-	1%	6%	%	2%			1%	%	1%	1%	1%
Raphael Warnock	10	-	-	10	-	-	10	0	5	5	-	10	-	10	-	-	-	8	7	8	3	10
	2%			3%			2%	1%	3%	2%	-	2%		3%	-			4%	2%	2%	1%	2%
Someone else	31	-	11	18	-	-	31	3	9	18	4	26	6	24	1	-	-	16	21	26	16	30
	7%		14%	5%			7%	16%	6%	6%	25%	6%	21%	6%	4%			7%	7%	6%	7%	7%
Unsure	109	-	24	77	-	-	109	7	38	62	4	97	5	84	20	-	-	41	58	89	63	94
	23%		30%	20%			23%	32%	25%	21%	30%	22%	19%	20%	62%			18%	20%	22%	27%	22%

Echelon Insights
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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QX2028DemPrimary] If the 2028 Democratic Presidential primaries were being held today, and these were the candidates, for whom would you vote?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	473 100	185 100	196 100	114 100	355 100	75 100	40 100	163 100	207 100	102 100	135 100	20 100	93 100	161 100	-	-	-	456 100
Unweighted Total	499	184	185	131	366	93	38	171	218	110	136	37	91	163	-	-	499	499
Kamala Harris	156 33%	57 31%	66 34%	50 44%	105 30%	37 50%	13 33%	64 39%	66 32%	26 26%	39 29%	6 33%	25 27%	47 29%	-	-	-	155 34%
Pete Buttigieg	60 13%	29 16%	16 8%	13 12%	47 13%	6 8%	7 19%	20 12%	22 11%	18 18%	15 11%	2 9%	13 14%	27 17%	-	-	-	60 13%
Gavin Newsom	50 11%	20 11%	21 11%	7 6%	43 12%	5 7%	2 5%	14 9%	20 10%	16 15%	14 11%	2 9%	13 14%	16 10%	-	-	-	62 14%
Josh Shapiro	10 2%	3 2%	5 3%	3 3%	6 2%	0 1%	3 7%	3 2%	4 2%	3 3%	2 2%	-	3 3%	3 2%	-	-	-	10 2%
Gretchen Whitmer	14 3%	7 4%	4 2%	5 5%	9 3%	5 7%	-	2 1%	9 4%	3 3%	7 5%	-	3 3%	6 3%	-	-	-	22 5%
John Fetterman	10 2%	4 2%	6 3%	1 1%	9 3%	1 2%	-	3 2%	6 3%	1 1%	5 3%	-	3 4%	3 2%	-	-	-	5 1%
J B Pritzker	12 3%	2 1%	7 4%	1 1%	11 3%	1 1%	-	3 2%	7 4%	1 1%	3 2%	-	4 4%	2 1%	-	-	-	13 3%
Andy Beshear	5 1%	1 *	2 1%	0 *	5 1%	0 *	-	2 1%	2 1%	1 1%	2 2%	1 6%	-	2 1%	-	-	-	3 1%
Wes Moore	4 1%	-	4 2%	0 *	4 1%	-	0 1%	3 2%	1 1%	-	1 1%	1 3%	-	2 1%	-	-	-	9 2%
Raphael Warnock	10 2%	6 3%	2 1%	2 2%	8 2%	1 2%	1 2%	5 3%	4 2%	1 1%	4 3%	0 1%	4 4%	2 1%	-	-	-	14 3%
Someone else	31 7%	14 8%	13 7%	6 5%	25 7%	3 4%	3 8%	7 4%	17 8%	7 7%	7 5%	3 16%	7 8%	6 4%	-	-	-	31 7%
Unsure	109 23%	42 23%	51 26%	25 22%	82 23%	15 20%	10 25%	37 23%	47 23%	25 24%	36 26%	5 24%	17 19%	46 29%	-	-	-	72 16%

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N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPVIIk] What are the chances you' ll vote in your state' s 2024 Republican presidential primary?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	473	187	243	228	388	13	43	28	74	70	150	151	172	301
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	832	310	408	423	734	19	45	40	100	116	267	309	256	576
DEFINITELY/PROBABLY VOTE	414	168	209	202	346	11	32	22	61	59	137	136	142	272
	88%	90%	86%	89%	89%	82%	75%	80%	83%	83%	91%	90%	82%	90%
50-50 CHANCE/WILL NOT VOTE	51	16	29	22	35	2	11	3	11	11	11	14	26	25
	11%	8%	12%	10%	9%	18%	25%	13%	16%	16%	7%	9%	15%	8%
Definitely vote	376	150	193	180	313	8	31	16	54	52	126	128	121	254
	79%	80%	80%	79%	81%	66%	73%	59%	73%	73%	84%	85%	71%	84%
Probably vote	38	18	16	22	33	2	1	6	7	7	11	8	20	18
	8%	10%	7%	10%	9%	17%	2%	20%	10%	10%	7%	5%	12%	6%
50-50 chance	34	10	19	15	23	2	5	3	11	8	5	6	22	12
	7%	5%	8%	7%	6%	18%	13%	11%	15%	12%	4%	4%	13%	4%
Will not vote	17	6	10	7	11	-	5	1	1	3	6	8	4	13
	4%	3%	4%	3%	3%	-	12%	2%	1%	4%	4%	5%	2%	4%
Unsure	7	3	4	3	7	-	-	2	1	1	2	2	4	3
	2%	2%	2%	1%	2%	-	-	8%	2%	1%	1%	1%	2%	1%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPVIIk] What are the chances you' ll vote in your state' s 2024 Republican presidential primary?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor' s degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	473 100	159 100	147 100	104 100	59 100	305 100	163 100	244 100	140 100	91 100	111 100	100 100	108 100	56 100	216 100	32 100	165 100
Unweighted Total	832	195	341	193	97	536	290	479	250	182	197	186	172	82	360	55	323
DEFINITELY/PROBABLY VOTE	414 88%	136 86%	131 89%	90 87%	54 91%	267 87%	145 89%	217 89%	127 91%	76 84%	95 86%	88 88%	99 92%	50 89%	188 87%	27 86%	151 91%
50-50 CHANCE/WILL NOT VOTE	51 11%	20 13%	14 10%	11 11%	5 8%	34 11%	16 10%	23 9%	11 8%	14 15%	15 13%	10 10%	6 6%	6 11%	26 12%	4 12%	12 7%
Definitely vote	376 79%	124 78%	119 81%	83 80%	47 80%	243 79%	130 80%	196 80%	115 82%	66 72%	84 76%	83 83%	94 87%	45 80%	170 79%	20 64%	141 86%
Probably vote	38 8%	12 8%	12 8%	7 7%	7 11%	24 8%	14 9%	21 9%	12 8%	11 12%	11 10%	5 5%	5 5%	5 9%	18 8%	7 22%	10 6%
50-50 chance	34 7%	14 9%	9 6%	8 8%	4 6%	22 7%	11 7%	16 7%	7 5%	8 9%	10 9%	7 7%	6 5%	3 5%	20 9%	3 8%	6 4%
Will not vote	17 4%	6 4%	5 4%	3 3%	1 2%	12 4%	4 3%	7 3%	4 3%	5 6%	5 4%	3 3%	1 1%	3 6%	6 3%	1 4%	6 4%
Unsure	7 2%	3 2%	2 1%	2 2%	0 1%	5 2%	3 2%	5 2%	2 2%	1 1%	1 1%	2 2%	2 2%	-	2 1%	0 1%	2 1%

Echelon Insights
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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPVIIk] What are the chances you' ll vote in your state' s 2024 Republican presidential primary?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	473 100	403 100	65 100	-	473 100	-	-	341 100	110 100	15 100	418 100	34 100	434 100	18 100	21 100	200 100	234 100	199 100	280 100	398 100	424 100	270 100
Unweighted Total	832	699	127	-	832	-	-	593	206	21	714	46	764	29	39	367	393	338	468	657	740	478
DEFINITELY/PROBABLY VOTE	414 88%	364 90%	48 73%	-	414 88%	-	-	307 90%	92 84%	9 65%	380 91%	20 58%	388 89%	15 85%	11 52%	179 90%	207 88%	186 93%	258 92%	356 89%	380 89%	235 87%
50-50 CHANCE/WILL NOT VOTE	51 11%	36 9%	15 23%	-	51 11%	-	-	31 9%	14 13%	5 32%	33 8%	13 36%	42 10%	3 15%	7 33%	18 9%	24 10%	11 5%	19 7%	36 9%	38 9%	31 11%
Definitely vote	376 79%	335 83%	39 60%	-	376 79%	-	-	287 84%	76 69%	9 63%	352 84%	14 42%	358 82%	10 56%	8 38%	163 81%	189 81%	179 90%	248 88%	327 82%	346 81%	212 78%
Probably vote	38 8%	28 7%	9 13%	-	38 8%	-	-	19 6%	16 15%	0 1%	29 7%	6 16%	30 7%	5 29%	3 14%	17 8%	18 8%	7 3%	11 4%	28 7%	34 8%	23 9%
50-50 chance	34 7%	27 7%	6 10%	-	34 7%	-	-	20 6%	9 9%	5 32%	23 5%	8 22%	29 7%	1 7%	4 17%	16 8%	14 6%	7 3%	10 4%	22 5%	26 6%	20 7%
Will not vote	17 4%	8 2%	9 14%	-	17 4%	-	-	12 3%	5 5%	-	10 2%	5 14%	12 3%	1 8%	3 16%	3 1%	10 4%	4 2%	9 3%	14 4%	12 3%	11 4%
Unsure	7 2%	4 1%	2 3%	-	7 2%	-	-	3 1%	3 3%	0 3%	5 1%	2 6%	4 1%	-	3 16%	2 1%	3 1%	3 1%	3 1%	7 2%	6 2%	4 2%

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[Q2024GOPVIIk] What are the chances you' ll vote in your state' s 2024 Republican presidential primary?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	473	257	111	119	350	70	49	82	210	181	97	126	107	72	358	93	740	-
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-
Unweighted Total	832	416	185	195	633	124	71	149	360	323	172	258	178	120	624	159	832	832
DEFINITELY/PROBABLY VOTE	414	232	89	100	311	61	39	71	184	159	88	112	97	61	322	77	679	-
	88%	90%	80%	84%	89%	87%	80%	87%	87%	88%	91%	89%	91%	84%	90%	83%	92%	-
50-50 CHANCE/WILL NOT VOTE	51	23	19	16	34	8	8	10	22	19	7	12	9	11	32	15	52	-
	11%	9%	17%	14%	10%	12%	17%	13%	10%	11%	7%	9%	9%	15%	9%	16%	7%	-
Definitely vote	376	217	76	93	280	57	36	64	163	149	76	103	90	53	298	67	635	-
	79%	84%	69%	78%	80%	81%	73%	78%	78%	82%	79%	82%	84%	74%	83%	72%	86%	-
Probably vote	38	15	13	8	31	4	3	7	20	11	12	9	7	7	24	10	44	-
	8%	6%	11%	6%	9%	6%	7%	9%	10%	6%	12%	7%	7%	10%	7%	11%	6%	-
50-50 chance	34	12	15	13	21	7	6	7	16	11	6	8	4	8	23	9	37	-
	7%	5%	14%	11%	6%	9%	12%	9%	8%	6%	6%	7%	3%	11%	6%	9%	5%	-
Will not vote	17	11	4	4	13	2	2	3	6	8	1	4	6	3	9	6	15	-
	4%	4%	4%	3%	4%	2%	5%	4%	3%	4%	1%	3%	5%	4%	3%	6%	2%	-
Unsure	7	2	3	2	5	1	1	1	5	2	2	2	1	1	4	2	9	-
	2%	1%	3%	2%	2%	1%	3%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	-

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[QGOPPrimaryAttention] In the past three months, how much attention have you been paying to the 2024 Republican presidential primary?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	473	187	243	228	388	13	43	28	74	70	150	151	172	301
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	832	310	408	423	734	19	45	40	100	116	267	309	256	576
A LOT OF/SOME ATTENTION	364	143	197	164	298	12	30	20	53	52	121	117	125	239
	77%	77%	81%	72%	77%	93%	72%	71%	72%	75%	81%	77%	73%	79%
ONLY A LITTLE ATTENTION/ NO ATTENTION AT ALL	107	42	44	62	88	1	12	8	19	18	28	34	44	62
	23%	23%	18%	27%	23%	7%	28%	27%	26%	25%	19%	23%	26%	21%
A lot of attention	208	82	119	88	166	9	19	11	30	22	71	73	64	144
	44%	44%	49%	39%	43%	69%	45%	40%	41%	32%	47%	48%	37%	48%
Some attention	156	61	78	76	132	3	11	9	23	30	50	44	62	94
	33%	33%	32%	34%	34%	24%	26%	31%	31%	43%	34%	29%	36%	31%
Only a little attention	87	35	35	52	73	1	10	6	17	13	21	30	36	51
	18%	19%	14%	23%	19%	7%	23%	21%	23%	19%	14%	20%	21%	17%
No attention at all	20	7	10	11	16	-	2	2	2	5	7	4	9	11
	4%	4%	4%	5%	4%	-	6%	6%	3%	7%	5%	3%	5%	4%
Unsure	2	1	1	1	2	-	-	0	1	0	0	-	2	0
	1%	1%	1%	1%	1%	-	-	1%	2%	1%	1%	-	1%	1%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QGOPPrimaryAttention] In the past three months, how much attention have you been paying to the 2024 Republican presidential primary?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	473	159	147	104	59	305	163	244	140	91	111	100	108	56	216	32	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	832	195	341	193	97	536	290	479	250	182	197	186	172	82	360	55	323
A LOT OF/SOME ATTENTION	364	116	116	80	49	232	129	185	110	63	84	81	86	43	169	22	133
	77%	73%	79%	77%	82%	76%	79%	76%	79%	69%	76%	81%	80%	77%	78%	69%	80%
ONLY A LITTLE ATTENTION/ NO ATTENTION AT ALL	107	42	29	24	10	71	34	57	30	26	27	18	22	13	46	10	32
	23%	26%	20%	23%	18%	23%	21%	23%	21%	28%	24%	18%	20%	23%	21%	31%	19%
A lot of attention	208	68	62	45	30	130	75	101	63	35	44	50	51	26	100	11	78
	44%	43%	42%	43%	50%	43%	46%	41%	45%	38%	40%	50%	47%	46%	46%	34%	47%
Some attention	156	48	54	35	19	102	54	84	48	28	40	31	35	17	69	11	55
	33%	30%	37%	34%	32%	33%	33%	35%	34%	31%	36%	31%	32%	31%	32%	35%	33%
Only a little attention	87	35	24	20	8	59	28	48	25	20	23	16	16	11	37	8	26
	18%	22%	16%	19%	13%	19%	17%	20%	18%	22%	20%	16%	15%	20%	17%	26%	16%
No attention at all	20	7	5	3	3	13	6	9	5	6	4	2	6	1	8	2	6
	4%	5%	4%	3%	4%	4%	4%	4%	4%	7%	4%	2%	6%	2%	4%	5%	3%
Unsure	2	1	1	-	-	2	-	2	-	2	-	0	-	-	1	-	0
	*%	1%	1%			1%		1%		2%		*%			*%		*%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QGOPPrimaryAttention] In the past three months, how much attention have you been paying to the 2024 Republican presidential primary?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	473 100	403 100	65 100	-	473 100	-	-	341 100	110 100	15 100	418 100	34 100	434 100	18 100	21 100	200 100	234 100	199 100	280 100	398 100	424 100	270 100
Unweighted Total	832	699	127	-	832	-	-	593	206	21	714	46	764	29	39	367	393	338	468	657	740	478
A LOT OF/SOME ATTENTION	364 77%	319 79%	42 65%	-	364 77%	-	-	271 80%	77 70%	12 80%	323 77%	26 76%	337 78%	16 92%	10 49%	158 79%	180 77%	155 78%	226 80%	306 77%	333 78%	204 75%
ONLY A LITTLE ATTENTION/ NO ATTENTION AT ALL	107 23%	83 21%	22 34%	-	107 23%	-	-	69 20%	31 28%	3 20%	93 22%	8 24%	95 22%	1 8%	11 51%	41 20%	54 23%	43 22%	54 19%	90 23%	89 21%	66 24%
A lot of attention	208 44%	186 46%	20 31%	-	208 44%	-	-	169 50%	32 29%	6 41%	189 45%	11 33%	200 46%	4 25%	3 17%	103 51%	93 40%	92 46%	133 48%	172 43%	189 45%	121 45%
Some attention	156 33%	133 33%	22 34%	-	156 33%	-	-	103 30%	46 41%	6 39%	134 32%	15 44%	138 32%	12 67%	7 32%	55 28%	86 37%	63 32%	92 33%	134 34%	144 34%	82 31%
Only a little attention	87 18%	68 17%	16 25%	-	87 18%	-	-	57 17%	25 22%	2 16%	75 18%	7 20%	77 18%	1 8%	8 40%	34 17%	45 19%	37 19%	45 16%	74 19%	74 17%	52 19%
No attention at all	20 4%	14 4%	6 9%	-	20 4%	-	-	12 3%	7 6%	1 4%	18 4%	1 3%	18 4%	-	2 11%	7 3%	9 4%	6 3%	10 3%	16 4%	15 4%	13 5%
Unsure	2 *%	1 *%	1 1%	-	2 *%	-	-	1 *%	1 1%	-	2 *%	-	2 *%	-	-	2 1%	0 *%	1 *%	0 *%	2 *%	2 *%	1 *%

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[QGOPPrimaryAttention] In the past three months, how much attention have you been paying to the 2024 Republican presidential primary?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	473 100	257 100	111 100	119 100	350 100	70 100	49 100	82 100	210 100	181 100	97 100	126 100	107 100	72 100	358 100	93 100	740 100	- 100
Unweighted Total	832	416	185	195	633	124	71	149	360	323	172	258	178	120	624	159	832	832
A LOT OF/SOME ATTENTION	364 77%	201 78%	83 75%	93 78%	269 77%	50 72%	43 88%	68 83%	159 76%	137 76%	70 73%	102 81%	82 77%	54 75%	281 78%	70 75%	609 82%	- -
ONLY A LITTLE ATTENTION/ NO ATTENTION AT ALL	107 23%	55 21%	26 24%	25 21%	80 23%	19 27%	6 12%	13 15%	50 24%	44 24%	26 27%	24 19%	25 23%	18 24%	75 21%	24 25%	128 17%	- -
A lot of attention	208 44%	119 46%	42 38%	53 45%	153 44%	25 36%	29 59%	40 48%	93 44%	75 42%	37 38%	57 46%	48 44%	29 40%	165 46%	38 41%	363 49%	- -
Some attention	156 33%	82 32%	41 37%	40 33%	116 33%	25 37%	14 29%	28 35%	66 32%	62 34%	33 35%	44 35%	35 32%	26 36%	116 32%	32 34%	246 33%	- -
Only a little attention	87 18%	47 18%	21 19%	22 18%	65 18%	17 25%	4 9%	7 8%	45 21%	35 19%	25 25%	20 16%	21 20%	10 14%	60 17%	21 23%	101 14%	- -
No attention at all	20 4%	8 3%	6 5%	3 3%	15 4%	2 2%	2 3%	6 7%	5 3%	9 5%	2 2%	4 3%	3 3%	7 10%	15 4%	2 3%	28 4%	- -
Unsure	2 *%	1 *%	1 1%	0 *%	2 *%	0 1%	- -	1 2%	1 *%	0 *%	0 *%	0 *%	0 *%	0 1%	2 1%	- -	2 *%	- -

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N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QGOPPrimaryAttentionWhy] You indicated that you have been paying [question(title), id=2828] to the 2024 Republican presidential primary Why would you say that is?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	107	42	44	62	88	1	12	8	19	18	28	34	44	62
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	196	79	71	125	176	2	9	12	31	33	56	64	76	120
I' s too early	35	15	17	19	30	-	3	3	4	3	13	11	10	25
	33%	34%	38%	30%	34%	-	29%	35%	22%	20%	48%	33%	23%	40%
I' m not interested in any of the candidates	4	1	4	1	4	-	-	-	2	0	0	2	2	2
	4%	2%	9%	1%	5%	-	-	9%	1%	2%	6%	4%	4%	
I don' t think it' s competitive	11	6	10	2	8	-	3	-	1	6	1	4	7	5
	11%	14%	22%	3%	9%	-	28%	6%	32%	2%	11%	16%	7%	
I usually don' t pay attention to the Republican presidential primary	8	3	1	7	6	-	3	0	3	0	0	4	4	5
	8%	7%	3%	12%	6%	-	23%	2%	18%	2%	1%	13%	9%	7%
I' m tired of politics	21	7	5	16	18	1	1	2	3	3	8	5	8	13
	20%	16%	12%	25%	21%	55%	9%	32%	14%	16%	28%	16%	18%	22%
I don' t think my vote is very important	6	3	2	3	4	0	-	2	0	1	1	2	3	3
	5%	7%	5%	5%	5%	45%	-	21%	3%	4%	2%	6%	6%	5%
I don' t see enough information or media coverage about the primary	14	4	3	12	12	-	1	1	5	4	2	2	10	4
	14%	9%	7%	18%	13%	-	12%	10%	27%	25%	8%	6%	23%	7%
Unsure	6	4	3	4	6	-	-	-	0	0	2	3	1	6
	6%	9%	6%	6%	7%	-	-	2%	1%	9%	9%	2%	9%	

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[QGOPPrimaryAttentionWhy] You indicated that you have been paying [question(title), id=2828] to the 2024 Republican presidential primary. Why would you say that is?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	107 100	42 100	29 100	24 100	10 100	71 100	34 100	57 100	30 100	26 100	27 100	18 100	22 100	13 100	46 100	10 100	32 100
Unweighted Total	196	53	82	44	15	135	59	122	52	55	47	38	35	19	86	18	59
I' s too early	35 33%	10 25%	11 36%	10 44%	4 36%	21 29%	14 42%	17 30%	12 42%	10 40%	4 16%	8 42%	6 29%	6 50%	17 38%	4 43%	9 27%
I' m not interested in any of the candidates	4 4%	2 5%	1 3%	1 2%	1 7%	3 4%	1 4%	3 5%	1 4%	0 2%	2 6%	1 4%	1 4%	1 5%	3 6%	1 5%	1 3%
I don' t think it' s competitive	11 11%	7 17%	3 10%	-	2 17%	10 14%	2 5%	6 11%	2 6%	1 3%	7 25%	-	4 18%	-	6 14%	1 6%	5 14%
I usually don' t pay attention to the Republican presidential primary	8 8%	4 9%	1 2%	4 17%	-	4 6%	4 12%	2 3%	4 13%	0 1%	4 16%	2 11%	1 3%	1 9%	1 2%	-	2 5%
I' m tired of politics	21 20%	7 18%	7 25%	6 25%	1 7%	15 21%	7 19%	12 22%	6 20%	5 18%	6 24%	3 18%	4 17%	2 17%	7 16%	-	9 28%
I don' t think my vote is very important	6 5%	3 7%	1 3%	0 1%	1 6%	4 6%	1 3%	4 6%	0 1%	2 8%	1 3%	1 4%	2 7%	1 5%	1 3%	1 13%	2 7%
I don' t see enough information or media coverage about the primary	14 14%	5 12%	4 15%	2 9%	3 27%	9 13%	5 15%	8 14%	4 12%	4 17%	3 10%	1 7%	4 20%	2 14%	9 20%	3 30%	1 5%
Unsure	6 6%	3 7%	2 7%	0 1%	-	5 7%	0 1%	5 9%	0 1%	3 11%	-	3 14%	1 3%	-	1 2%	0 2%	4 12%

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 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QGOPPrimaryAttentionWhy] You indicated that you have been paying [question(title), id=2828] to the 2024 Republican presidential primary Why would you say that is?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	107 100	83 100	22 100	-	107 100	-	-	69 100	31 100	3 100	93 100	8 100	95 100	1 100	11 100	41 100	54 100	43 100	54 100	90 100	89 100	66 100
Unweighted Total	196	155	38	-	196	-	-	115	69	5	159	12	173	5	18	79	93	70	91	147	163	118
It' s too early	35 33%	27 33%	7 30%	-	35 33%	-	-	24 35%	11 36%	-	34 36%	1 7%	30 32%	0 18%	5 43%	13 32%	21 39%	17 40%	21 39%	29 32%	31 35%	23 35%
I' m not interested in any of the candidates	4 4%	4 5%	0 2%	-	4 4%	-	-	3 4%	1 3%	0 9%	3 4%	0 3%	4 4%	0 19%	0 2%	2 5%	1 3%	1 3%	1 2%	3 3%	3 3%	3 5%
I don' t think it' s competitive	11 11%	10 12%	2 8%	-	11 11%	-	-	9 13%	3 9%	-	11 12%	-	11 12%	0 17%	-	6 15%	4 7%	4 9%	7 13%	11 12%	9 10%	6 8%
I usually don' t pay attention to the Republican presidential primary	8 8%	5 6%	3 16%	-	8 8%	-	-	6 9%	2 6%	-	5 6%	3 33%	8 9%	-	0 1%	3 7%	5 9%	3 6%	3 6%	8 9%	8 9%	6 9%
I' m tired of politics	21 20%	15 18%	6 28%	-	21 20%	-	-	10 15%	8 25%	2 67%	17 18%	3 36%	18 19%	0 29%	3 28%	6 14%	10 18%	10 23%	9 16%	19 21%	19 22%	11 17%
I don' t think my vote is very important	6 5%	4 5%	1 6%	-	6 5%	-	-	4 6%	1 3%	0 15%	5 5%	-	5 5%	-	0 4%	1 3%	4 8%	2 4%	2 4%	3 4%	4 5%	4 6%
I don' t see enough information or media coverage about the primary	14 14%	12 15%	2 10%	-	14 14%	-	-	8 11%	5 16%	0 9%	12 13%	1 17%	12 13%	0 18%	2 21%	8 19%	5 9%	4 10%	8 14%	12 13%	10 12%	11 16%
Unsure	6 6%	6 7%	0 1%	-	6 6%	-	-	5 7%	0 1%	-	6 6%	0 3%	6 7%	-	-	2 5%	4 7%	3 6%	3 5%	5 6%	5 6%	2 4%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QGOPPrimaryAttentionWhy] You indicated that you have been paying [question(title), id=2828] to the 2024 Republican presidential primary Why would you say that is?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	107 100	55 100	26 100	25 100	80 100	19 100	6 100	13 100	50 100	44 100	26 100	24 100	25 100	18 100	75 100	24 100	128 100	- 100
Unweighted Total	196	91	49	51	144	39	12	29	82	85	47	50	42	35	137	40	196	196
It' s too early	35	16	10	5	29	2	3	4	19	11	8	5	10	4	24	10	47	-
	33%	30%	39%	21%	36%	13%	46%	35%	39%	26%	31%	21%	42%	20%	31%	42%	37%	-
I' m not interested in any of the candidates	4	2	2	0	4	0	-	1	2	1	0	2	0	1	3	1	6	-
	4%	4%	6%	2%	5%	2%	-	10%	4%	2%	1%	9%	2%	5%	4%	2%	5%	-
I don' t think it' s competitive	11	4	5	3	9	2	1	2	7	3	0	2	2	3	9	1	9	-
	11%	8%	18%	10%	11%	10%	10%	19%	13%	6%	1%	7%	7%	15%	12%	5%	7%	-
I usually don' t pay attention to the Republican presidential primary	8	8	0	4	5	4	-	-	4	5	3	1	4	0	8	-	7	-
	8%	14%	1%	14%	6%	19%	-	-	8%	10%	11%	3%	16%	2%	10%	-	5%	-
I' m tired of poliitcs	21	9	5	7	14	6	1	2	8	11	5	6	4	5	14	5	35	-
	20%	16%	18%	28%	18%	32%	13%	18%	15%	26%	18%	25%	17%	29%	19%	19%	27%	-
I don' t think my vote is very important	6	3	2	2	4	1	1	1	1	4	1	1	2	2	3	3	6	-
	5%	5%	6%	7%	5%	4%	18%	5%	3%	8%	5%	2%	7%	12%	4%	11%	5%	-
I don' t see enough information or media coverage about the primary	14	9	3	4	10	3	1	1	8	6	8	4	2	3	11	3	11	-
	14%	16%	11%	16%	13%	17%	13%	5%	17%	13%	30%	15%	7%	15%	15%	14%	8%	-
Unsure	6	4	0	1	6	1	-	1	1	4	1	4	1	0	4	2	7	-
	6%	7%	1%	3%	7%	4%	-	9%	2%	9%	3%	16%	2%	1%	6%	7%	5%	-

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	473	187	243	228	388	13	43	28	74	70	150	151	172	301
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	832	310	408	423	734	19	45	40	100	116	267	309	256	576
Donald Trump	320	118	171	147	260	8	33	23	50	50	106	92	122	198
	68%	63%	70%	65%	67%	66%	77%	84%	67%	71%	71%	61%	71%	66%
Nikki Haley	61	27	34	27	48	3	3	-	5	11	22	23	16	45
	13%	14%	14%	12%	12%	22%	6%		7%	15%	15%	15%	9%	15%
Ron DeSantis	59	28	27	32	54	1	3	3	11	3	18	24	17	42
	13%	15%	11%	14%	14%	8%	6%	12%	15%	4%	12%	16%	10%	14%
Ryan Binkley	2	1	1	1	1	-	-	-	1	0	-	0	1	0
	%	%	%	%	%				1%	1%		%	1%	%
Someone else (Please specify)	4	3	2	2	4	1	-	-	1	2	-	2	2	2
	1%	1%	1%	1%	1%	4%			1%	3%		1%	1%	1%
Unsure	27	11	9	18	21	-	4	1	7	5	4	10	12	14
	6%	6%	4%	8%	5%		10%	4%	9%	7%	3%	7%	7%	5%

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 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	473 100	159 100	147 100	104 100	59 100	305 100	163 100	244 100	140 100	91 100	111 100	100 100	108 100	56 100	216 100	32 100	165 100
Unweighted Total	832	195	341	193	97	536	290	479	250	182	197	186	172	82	360	55	323
Donald Trump	320 68%	118 74%	100 68%	70 67%	30 51%	217 71%	101 62%	171 70%	87 62%	67 74%	70 63%	72 72%	79 73%	28 51%	150 69%	24 76%	107 65%
Nikki Haley	61 13%	11 7%	22 15%	13 13%	13 21%	33 11%	26 16%	27 11%	19 14%	4 4%	16 15%	13 13%	16 15%	11 20%	25 11%	3 11%	26 16%
Ron DeSantis	59 13%	21 14%	16 11%	12 12%	10 16%	37 12%	22 13%	34 14%	20 15%	14 15%	11 10%	11 11%	10 10%	11 19%	26 12%	3 11%	22 14%
Ryan Binkley	2 *%	-	1 1%	0 *%	-	1 *%	0 *%	1 1%	-	0 1%	-	1 1%	0 *%	-	1 1%	-	0 *%
Someone else (Please specify)	4 1%	-	2 1%	1 1%	2 3%	2 1%	2 2%	2 1%	2 1%	1 1%	2 2%	0 *%	1 1%	-	2 1%	-	2 1%
Unsure	27 6%	8 5%	6 4%	8 7%	5 8%	14 5%	12 7%	10 4%	11 8%	5 5%	11 10%	2 2%	2 2%	6 10%	12 6%	1 2%	7 4%

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 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	473 100	403 100	65 100	-	473 100	-	-	341 100	110 100	15 100	418 100	34 100	434 100	18 100	21 100	200 100	234 100	199 100	280 100	398 100	424 100	270 100
Unweighted Total	832	699	127	-	832	-	-	593	206	21	714	46	764	29	39	367	393	338	468	657	740	478
Donald Trump	320 68%	282 70%	35 53%	-	320 68%	-	-	242 71%	66 60%	7 48%	307 73%	3 8%	311 72%	4 21%	6 28%	192 96%	117 50%	127 64%	181 64%	260 65%	288 68%	184 68%
Nikki Haley	61 13%	51 13%	11 16%	-	61 13%	-	-	41 12%	19 17%	2 11%	42 10%	16 46%	46 11%	9 50%	6 29%	3 1%	48 21%	29 15%	47 17%	57 14%	55 13%	36 13%
Ron DeSantis	59 13%	49 12%	9 13%	-	59 13%	-	-	39 12%	14 13%	5 33%	48 11%	8 24%	52 12%	4 22%	3 15%	2 1%	53 23%	26 13%	34 12%	51 13%	52 12%	32 12%
Ryan Binkley	2 *%	0 *%	1 2%	-	2 *%	-	-	1 *%	1 *%	-	0 *%	0 1%	1 *%	-	1 3%	-	1 *%	-	1 *%	1 *%	1 *%	0 *%
Someone else (Please specify)	4 1%	4 1%	0 *%	-	4 1%	-	-	3 1%	1 1%	-	3 1%	1 3%	4 1%	0 2%	-	-	2 1%	4 2%	4 1%	4 1%	4 1%	3 1%
Unsure	27 6%	17 4%	10 15%	-	27 6%	-	-	15 4%	10 9%	1 7%	18 4%	6 18%	20 5%	1 6%	5 24%	3 1%	13 5%	13 6%	14 5%	25 6%	24 6%	15 6%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	473	257	111	119	350	70	49	82	210	181	97	126	107	72	358	93	740	-
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-
Unweighted Total	832	416	185	195	633	124	71	149	360	323	172	258	178	120	624	159	832	832
Donald Trump	320	161	83	85	234	49	36	59	137	124	57	80	68	55	312	7	505	-
	68%	63%	75%	72%	67%	71%	73%	72%	65%	69%	59%	63%	64%	76%	87%	7%	68%	-
Nikki Haley	61	45	8	14	46	10	4	11	30	20	14	15	18	10	22	28	96	-
	13%	18%	8%	12%	13%	14%	8%	14%	14%	11%	15%	12%	17%	14%	6%	30%	13%	-
Ron DeSantis	59	35	10	11	47	4	7	6	33	20	18	22	15	2	8	49	84	-
	13%	14%	9%	9%	13%	6%	13%	7%	16%	11%	19%	17%	14%	3%	2%	53%	11%	-
Ryan Binkley	2	0	1	0	1	0	-	1	0	1	0	1	0	1	1	0	6	-
	*%	*%	1%	*%	*%	*%	-	1%	*%	*%	*%	1%	*%	1%	*%	*%	1%	-
Someone else (Please specify)	4	0	2	1	4	-	1	-	2	2	-	1	-	0	3	1	6	-
	1%	*%	2%	*%	1%	-	1%	-	1%	1%	-	1%	-	*%	1%	1%	1%	-
Unsure	27	14	6	8	18	6	2	5	8	13	7	8	5	5	12	8	43	-
	6%	5%	6%	7%	5%	8%	5%	6%	4%	7%	7%	7%	5%	6%	3%	9%	6%	-

Echelon Insights
January Omnibus 2024

N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPPrimary2ndChoice] Who is your second choice in the Republican presidential primary?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	473	187	243	228	388	13	43	28	74	70	150	151	172	301
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	832	310	408	423	734	19	45	40	100	116	267	309	256	576
Donald Trump	50	23	17	33	37	1	5	2	10	9	16	13	21	29
	11%	12%	7%	14%	10%	8%	12%	8%	14%	12%	11%	9%	12%	10%
Nikki Haley	89	38	47	42	72	2	10	7	17	6	25	34	31	59
	19%	20%	19%	18%	19%	13%	23%	26%	24%	9%	16%	22%	18%	19%
Ron DeSantis	205	76	121	81	175	7	13	12	27	29	67	70	68	137
	43%	41%	50%	36%	45%	54%	30%	42%	36%	42%	45%	46%	39%	46%
Ryan Binkley	6	3	1	5	6	-	-	-	2	2	1	0	4	2
	1%	2%	%	2%	1%				3%	2%	1%	%	2%	1%
Someone else (Please specify)	34	15	15	20	28	1	2	0	7	4	15	8	11	23
	7%	8%	6%	9%	7%	4%	5%	2%	9%	6%	10%	5%	7%	8%
Unsure	88	31	41	47	69	3	12	6	10	21	26	26	37	51
	19%	17%	17%	21%	18%	21%	29%	23%	14%	29%	17%	17%	22%	17%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPPrimary2ndChoice] Who is your second choice in the Republican presidential primary?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	473 100	159 100	147 100	104 100	59 100	305 100	163 100	244 100	140 100	91 100	111 100	100 100	108 100	56 100	216 100	32 100	165 100
Unweighted Total	832	195	341	193	97	536	290	479	250	182	197	186	172	82	360	55	323
Donald Trump	50 11%	14 9%	19 13%	11 11%	6 11%	33 11%	18 11%	23 10%	14 10%	12 13%	11 10%	8 8%	11 10%	8 15%	22 10%	2 8%	16 10%
Nikki Haley	89 19%	30 19%	29 20%	14 14%	15 26%	59 19%	29 18%	46 19%	26 18%	21 23%	18 16%	19 19%	18 17%	11 20%	37 17%	7 23%	36 22%
Ron DeSantis	205 43%	70 44%	65 45%	48 46%	21 35%	135 44%	69 42%	114 46%	61 44%	32 35%	43 39%	46 46%	56 51%	25 45%	93 43%	13 41%	76 46%
Ryan Binkley	6 1%	2 1%	2 1%	1 1%	1 1%	4 1%	2 1%	4 2%	2 1%	1 1%	4 4%	-	1 1%	-	4 2%	-	2 1%
Someone else (Please specify)	34 7%	9 6%	10 7%	10 10%	4 7%	20 7%	14 9%	17 7%	11 8%	6 6%	8 7%	7 7%	11 10%	3 5%	18 8%	2 7%	9 5%
Unsure	88 19%	34 21%	21 14%	20 19%	12 21%	55 18%	32 20%	40 16%	27 19%	20 22%	27 24%	21 21%	12 11%	8 15%	43 20%	7 21%	27 16%

Echelon Insights
January Omnibus 2024

N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPPrimary2ndChoice] Who is your second choice in the Republican presidential primary?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	473 100	403 100	65 100	-	473 100	-	-	341 100	110 100	15 100	418 100	34 100	434 100	18 100	21 100	200 100	234 100	199 100	280 100	398 100	424 100	270 100
Unweighted Total	832	699	127	-	832	-	-	593	206	21	714	46	764	29	39	367	393	338	468	657	740	478
Donald Trump	50 11%	39 10%	10 16%	-	50 11%	-	-	33 10%	14 13%	1 9%	48 11%	0 1%	48 11%	2 13%	-	7 4%	36 15%	24 12%	33 12%	45 11%	45 11%	29 11%
Nikki Haley	89 19%	78 19%	11 18%	-	89 19%	-	-	58 17%	23 21%	6 42%	76 18%	7 21%	81 19%	3 17%	5 25%	25 12%	60 26%	35 18%	48 17%	71 18%	74 17%	55 20%
Ron DeSantis	205 43%	181 45%	21 33%	-	205 43%	-	-	165 48%	33 30%	6 40%	193 46%	7 19%	198 46%	2 13%	5 24%	105 52%	93 40%	93 47%	128 46%	176 44%	189 45%	115 43%
Ryan Binkley	6 1%	5 1%	0 1%	-	6 1%	-	-	3 1%	2 2%	1 6%	3 1%	2 7%	3 1%	2 11%	1 3%	1 1%	3 1%	1 1%	3 1%	5 1%	6 1%	4 1%
Someone else (Please specify)	34 7%	28 7%	6 9%	-	34 7%	-	-	24 7%	10 9%	-	31 7%	3 9%	32 7%	0 2%	2 12%	20 10%	12 5%	13 7%	21 7%	30 7%	32 8%	21 8%
Unsure	88 19%	72 18%	16 24%	-	88 19%	-	-	58 17%	27 24%	0 3%	68 16%	15 43%	73 17%	8 43%	8 37%	42 21%	30 13%	32 16%	48 17%	72 18%	78 18%	47 17%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPPrimary2ndChoice] Who is your second choice in the Republican presidential primary?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	473	257	111	119	350	70	49	82	210	181	97	126	107	72	358	93	740	-
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	-
Unweighted Total	832	416	185	195	633	124	71	149	360	323	172	258	178	120	624	159	832	832
Donald Trump	50	33	9	11	37	8	4	6	25	19	16	10	15	3	30	19	78	-
	11%	13%	8%	10%	10%	11%	8%	7%	12%	11%	17%	8%	14%	4%	8%	20%	11%	-
Nikki Haley	89	45	22	19	69	11	9	16	41	32	18	27	21	13	59	29	116	-
	19%	17%	20%	16%	20%	16%	17%	20%	20%	18%	18%	21%	20%	17%	17%	31%	16%	-
Ron DeSantis	205	114	40	53	152	28	25	32	96	78	37	56	49	26	176	27	340	-
	43%	44%	36%	44%	43%	40%	51%	39%	46%	43%	38%	45%	45%	36%	49%	29%	46%	-
Ryan Binkley	6	3	2	3	2	3	-	1	2	2	2	1	1	1	1	4	7	-
	1%	1%	2%	3%	1%	5%	-	2%	1%	1%	2%	1%	1%	2%	1%	4%	1%	-
Someone else (Please specify)	34	16	11	10	24	5	5	6	15	13	8	14	5	5	28	2	51	-
	7%	6%	10%	9%	7%	8%	10%	8%	7%	7%	8%	11%	5%	7%	8%	3%	7%	-
Unsure	88	45	27	21	66	15	6	20	31	37	16	18	16	24	64	13	149	-
	19%	17%	24%	18%	19%	22%	13%	25%	15%	20%	17%	14%	15%	33%	18%	14%	20%	-

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPConsider] Which candidates would you consider supporting for the Republican nomination for President in 2024?
 You may choose as many as you like

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	473	187	243	228	388	13	43	28	74	70	150	151	172	301
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	832	310	408	423	734	19	45	40	100	116	267	309	256	576
Donald Trump	379	140	196	181	308	8	39	24	59	54	125	117	137	242
	80%	75%	81%	80%	79%	63%	92%	87%	80%	77%	84%	77%	80%	80%
Nikki Haley	157	69	77	80	132	4	9	5	20	19	50	63	44	113
	33%	37%	32%	35%	34%	29%	22%	17%	27%	27%	34%	42%	26%	38%
Ron DeSantis	201	82	101	99	176	3	13	9	26	28	62	76	63	138
	42%	44%	42%	44%	45%	25%	31%	34%	35%	39%	42%	50%	37%	46%
Ryan Binkley	11	3	3	8	9	-	2	0	1	4	4	3	5	7
	2%	2%	1%	4%	2%	-	4%	1%	1%	5%	2%	2%	3%	2%
Someone else (Please specify)	24	11	13	11	22	-	1	2	1	5	8	7	8	15
	5%	6%	5%	5%	6%	-	3%	9%	2%	7%	6%	5%	5%	5%
Unsure	12	8	7	5	10	2	-	2	2	2	2	4	6	6
	3%	4%	3%	2%	3%	12%	-	6%	2%	3%	1%	3%	3%	2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPConsider] Which candidates would you consider supporting for the Republican nomination for President in 2024?
 You may choose as many as you like

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	473 100	159 100	147 100	104 100	59 100	305 100	163 100	244 100	140 100	91 100	111 100	100 100	108 100	56 100	216 100	32 100	165 100
Unweighted Total	832	195	341	193	97	536	290	479	250	182	197	186	172	82	360	55	323
Donald Trump	379 80%	130 82%	122 83%	86 83%	39 65%	252 83%	125 77%	196 80%	110 79%	76 84%	86 77%	81 81%	90 83%	41 74%	175 81%	23 72%	131 79%
Nikki Haley	157 33%	42 27%	50 34%	32 30%	32 53%	93 30%	63 39%	77 32%	54 39%	21 23%	40 36%	32 32%	36 33%	25 45%	64 29%	10 32%	62 38%
Ron DeSantis	201 42%	60 38%	63 43%	47 45%	29 49%	123 40%	76 47%	103 42%	72 51%	33 37%	45 41%	41 42%	48 44%	28 51%	88 41%	9 28%	72 43%
Ryan Binkley	11 2%	1 1%	4 3%	2 2%	4 6%	5 2%	6 3%	4 2%	4 3%	3 3%	4 4%	1 1%	1 1%	2 3%	7 3%	-	3 2%
Someone else (Please specify)	24 5%	4 2%	7 5%	6 6%	7 12%	10 3%	13 8%	10 4%	12 8%	3 4%	5 4%	2 2%	10 9%	2 4%	11 5%	0 1%	7 4%
Unsure	12 3%	5 3%	3 2%	3 3%	-	8 2%	3 2%	6 3%	3 2%	3 3%	4 4%	2 2%	1 1%	1 3%	3 2%	3 9%	4 3%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPConsider] Which candidates would you consider supporting for the Republican nomination for President in 2024?
 You may choose as many as you like

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	473 100	403 100	65 100	-	473 100	-	-	341 100	110 100	15 100	418 100	34 100	434 100	18 100	21 100	200 100	234 100	199 100	280 100	398 100	424 100	270 100
Unweighted Total	832	699	127	-	832	-	-	593	206	21	714	46	764	29	39	367	393	338	468	657	740	478
Donald Trump	379 80%	328 81%	48 74%	-	379 80%	-	-	287 84%	81 73%	6 40%	362 87%	5 16%	368 85%	4 21%	8 36%	191 95%	168 72%	160 80%	228 81%	317 80%	345 81%	216 80%
Nikki Haley	157 33%	133 33%	25 38%	-	157 33%	-	-	109 32%	42 38%	4 28%	126 30%	25 71%	136 31%	11 60%	11 52%	23 12%	117 50%	75 38%	105 37%	143 36%	141 33%	96 36%
Ron DeSantis	201 42%	173 43%	26 40%	-	201 42%	-	-	157 46%	37 33%	7 47%	181 43%	14 41%	190 44%	3 15%	7 36%	56 28%	132 56%	94 47%	119 42%	175 44%	182 43%	117 43%
Ryan Binkley	11 2%	10 2%	2 2%	-	11 2%	-	-	7 2%	4 4%	1 4%	8 2%	3 9%	7 2%	1 7%	3 16%	0 *	7 3%	6 3%	9 3%	11 3%	9 2%	7 2%
Someone else (Please specify)	24 5%	18 5%	5 8%	-	24 5%	-	-	19 6%	4 4%	-	21 5%	2 5%	22 5%	0 2%	1 4%	8 4%	9 4%	12 6%	21 7%	23 6%	22 5%	14 5%
Unsure	12 3%	7 2%	3 5%	-	12 3%	-	-	4 1%	6 5%	-	6 1%	4 11%	6 1%	3 16%	3 13%	3 1%	2 1%	4 2%	6 2%	9 2%	10 2%	7 3%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPConsider] Which candidates would you consider supporting for the Republican nomination for President in 2024?
 You may choose as many as you like

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	473 100	257 100	111 100	119 100	350 100	70 100	49 100	82 100	210 100	181 100	97 100	126 100	107 100	72 100	358 100	93 100	740 100	-
Unweighted Total	832	416	185	195	633	124	71	149	360	323	172	258	178	120	624	159	832	832
Donald Trump	379 80%	201 78%	89 81%	94 79%	283 81%	56 80%	38 77%	66 81%	164 78%	149 82%	73 76%	97 77%	88 82%	57 80%	339 95%	36 39%	612 83%	-
Nikki Haley	157 33%	97 38%	30 27%	28 23%	129 37%	20 28%	8 16%	22 27%	79 38%	56 31%	38 40%	43 34%	41 38%	23 32%	81 23%	63 68%	241 33%	-
Ron DeSantis	201 42%	122 48%	36 32%	47 40%	153 44%	31 45%	16 32%	24 29%	99 47%	78 43%	45 47%	62 49%	47 44%	24 33%	123 34%	74 80%	321 43%	-
Ryan Binkley	11 2%	5 2%	3 3%	3 3%	8 2%	3 4%	0 *%	3 4%	3 2%	5 3%	3 3%	5 4%	0 *%	0 *%	2 1%	8 9%	18 2%	-
Someone else (Please specify)	24 5%	14 5%	6 5%	3 3%	19 6%	1 2%	2 4%	4 5%	12 6%	7 4%	4 4%	9 7%	6 6%	5 7%	20 6%	2 2%	36 5%	-
Unsure	12 3%	7 3%	4 3%	4 3%	8 2%	1 1%	3 5%	2 2%	4 2%	6 3%	2 2%	2 1%	2 2%	3 4%	4 1%	2 2%	16 2%	-

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPTrumpMotivation] Which of these statements best describes your views?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	152	69	72	81	128	4	10	4	24	21	44	59	49	103
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	255	105	119	136	229	5	9	7	29	30	76	113	66	189
I am motivated to stop Donald Trump from becoming the Republican nominee and will vote for whichever candidate is most I	61	26	32	28	50	2	4	1	9	9	20	22	19	41
	40%	38%	45%	35%	39%	42%	37%	30%	38%	43%	45%	37%	39%	40%
Whether or not a candidate can defeat Donald Trump is not a factor in my vote	68	30	26	43	58	1	5	2	12	10	19	25	24	44
	45%	44%	36%	53%	46%	33%	49%	41%	51%	47%	44%	43%	49%	43%
Someone else (Please specify)	7	3	5	2	6	-	-	-	-	1	1	5	1	6
	4%	4%	6%	3%	5%					5%	1%	9%	2%	5%
Unsure	17	10	9	7	13	1	1	1	3	1	5	7	5	12
	11%	14%	13%	9%	10%	24%	14%	30%	11%	5%	10%	12%	10%	11%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPTrumpMotivation] Which of these statements best describes your views?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	152 100	41 100	47 100	34 100	29 100	88 100	63 100	74 100	53 100	24 100	41 100	28 100	29 100	27 100	66 100	7 100	58 100
Unweighted Total	255	44	101	66	42	145	108	133	94	45	62	52	50	39	99	11	115
I am motivated to stop Donald Trump from becoming the Republican nominee and will vote for whichever candidate is most I	61 40%	18 44%	17 35%	10 29%	14 50%	35 39%	24 39%	31 42%	17 33%	8 33%	19 47%	14 49%	9 31%	11 38%	27 41%	5 67%	23 40%
Whether or not a candidate can defeat Donald Trump is not a factor in my vote	68 45%	17 42%	20 43%	19 55%	12 42%	38 43%	31 49%	29 40%	29 56%	8 34%	19 47%	11 40%	15 51%	13 46%	30 45%	1 19%	24 41%
Someone else (Please specify)	7 4%	1 2%	3 6%	2 6%	1 4%	3 4%	3 5%	3 5%	3 5%	2 9%	0 *	1 2%	2 5%	2 8%	1 2%	-	5 8%
Unsure	17 11%	5 12%	7 16%	3 10%	1 4%	12 14%	4 7%	10 13%	3 7%	6 24%	2 6%	2 8%	4 13%	2 8%	8 12%	1 14%	6 11%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPTrumpMotivation] Which of these statements best describes your views?

	Total	Party			Party-Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	152 100	121 100	30 100	-	152 100	-	-	99 100	44 100	8 100	111 100	32 100	123 100	14 100	15 100	8 100	117 100	72 100	100 100	138 100	136 100	86 100
Unweighted Total	255	202	51	-	255	-	-	164	78	10	181	41	207	21	27	16	189	121	168	219	228	141
I am motivated to stop Donald Trump from becoming the Republican nominee and will vote for whichever candidate is most I	61 40%	50 42%	10 34%	-	61 40%	-	-	38 38%	18 41%	5 61%	30 27%	28 87%	40 33%	13 92%	7 50%	2 27%	45 39%	27 38%	42 43%	56 40%	54 40%	38 44%
Whether or not a candidate can defeat Donald Trump is not a factor in my vote	68 45%	52 43%	16 54%	-	68 45%	-	-	48 48%	19 42%	2 24%	62 56%	3 9%	64 52%	-	4 28%	4 47%	55 47%	32 45%	41 42%	61 44%	63 46%	37 43%
Someone else (Please specify)	7 4%	6 5%	1 4%	-	7 4%	-	-	5 5%	1 3%	0 6%	6 5%	1 3%	6 5%	-	1 6%	-	6 5%	4 6%	7 7%	7 5%	5 4%	1 1%
Unsure	17 11%	13 11%	2 8%	-	17 11%	-	-	9 9%	6 14%	1 9%	14 12%	1 2%	13 11%	1 8%	2 16%	2 26%	11 9%	9 12%	9 9%	14 11%	14 10%	10 12%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2024GOPTrumpMotivation] Which of these statements best describes your views?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	152 100	95 100	28 100	34 100	117 100	20 100	13 100	23 100	73 100	57 100	40 100	46 100	39 100	18 100	46 100	87 100	235 100	-
Unweighted Total	255	146	47	50	203	34	16	36	120	99	66	85	58	30	64	147	255	255
I am motivated to stop Donald Trump from becoming the Republican nominee and will vote for whichever candidate is most I	61 40%	37 39%	11 38%	15 44%	46 40%	8 39%	7 51%	13 58%	28 39%	19 34%	14 36%	17 38%	14 36%	10 60%	13 28%	35 41%	90 38%	-
Whether or not a candidate can defeat Donald Trump is not a factor in my vote	68 45%	45 47%	11 41%	14 42%	53 46%	10 50%	4 31%	4 17%	35 48%	30 52%	22 55%	21 46%	19 48%	6 35%	24 53%	40 46%	108 46%	-
Someone else (Please specify)	7 4%	3 3%	2 7%	1 4%	5 5%	1 4%	1 5%	2 7%	4 6%	1 2%	1 3%	2 3%	2 6%	0 1%	2 4%	5 6%	11 5%	-
Unsure	17 11%	10 11%	4 14%	3 10%	12 10%	2 8%	2 13%	4 18%	6 8%	7 12%	2 5%	6 13%	4 10%	1 4%	7 15%	7 8%	26 11%	-

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QX2028GOPPrimary] If the 2028 Republican Presidential primaries were being held today, and these were the candidates, for whom would you vote?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	473	187	243	228	388	13	43	28	74	70	150	151	172	301
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	832	310	408	423	734	19	45	40	100	116	267	309	256	576
Nikki Haley	88	36	47	41	67	5	8	4	10	11	32	32	25	63
	19%	20%	20%	18%	17%	42%	18%	13%	14%	16%	21%	21%	15%	21%
Ron DeSantis	126	54	68	58	109	2	8	5	15	14	40	52	34	92
	27%	29%	28%	26%	28%	18%	19%	18%	20%	20%	27%	34%	20%	31%
Vivek Ramaswamy	87	22	43	42	65	1	14	5	13	20	27	22	38	49
	18%	12%	18%	18%	17%	9%	33%	18%	18%	28%	18%	14%	22%	16%
Kari Lake	9	7	5	5	5	-	4	3	1	2	3	1	5	4
	2%	3%	2%	2%	1%	-	8%	10%	1%	2%	2%	1%	3%	1%
Tucker Carlson	30	13	18	12	29	0	1	3	8	4	9	7	15	15
	6%	7%	7%	5%	7%	2%	2%	10%	11%	5%	6%	4%	8%	5%
Elise Stefanik	2	1	1	2	1	-	-	-	0	-	-	2	0	2
	1%	1%	*%	1%	*%	-	-	-	*%	-	-	1%	*%	1%
J D Vance	5	1	4	1	4	-	1	-	2	0	2	2	2	4
	1%	*%	2%	1%	1%	-	3%	-	2%	*%	1%	1%	1%	1%
Josh Hawley	5	1	2	3	5	-	-	-	2	-	2	1	2	3
	1%	1%	1%	1%	1%	-	-	-	3%	-	1%	1%	1%	1%
Tom Cotton	3	-	3	1	3	-	0	-	2	0	1	0	2	1
	1%	-	1%	*%	1%	-	1%	-	2%	1%	1%	*%	1%	*%
Brian Kemp	4	2	3	0	2	1	1	-	1	1	1	1	1	2
	1%	1%	1%	*%	1%	4%	2%	-	1%	1%	1%	1%	1%	1%
Katie Britt	0	-	0	-	0	-	-	-	-	0	-	-	0	-
	*%	-	*%	-	*%	-	-	-	-	*%	-	-	*%	-
Greg Abbott	15	4	6	9	9	1	3	4	3	2	5	1	9	6
	3%	2%	2%	4%	2%	7%	8%	13%	4%	3%	4%	1%	5%	2%
Glenn Youngkin	9	5	7	2	8	0	-	-	1	0	3	4	1	8
	2%	3%	3%	1%	2%	2%	-	-	1%	1%	2%	3%	1%	3%
Byron Donalds	3	1	1	1	3	-	-	-	-	0	2	0	0	2
	1%	1%	1%	1%	1%	-	-	-	-	*%	1%	*%	*%	1%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QX2028GOPPrimary] If the 2028 Republican Presidential primaries were being held today, and these were the candidates, for whom would you vote?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Someone else (Please specify)	18 4%	10 6%	8 3%	10 5%	15 4%	-	-	1 3%	3 4%	1 1%	5 4%	8 5%	5 3%	13 4%
Unsure	68 14%	30 16%	28 11%	40 18%	62 16%	2 16%	3 6%	4 14%	15 20%	14 20%	18 12%	17 12%	33 19%	35 12%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QX2028GOPPrimary] If the 2028 Republican Presidential primaries were being held today, and these were the candidates, for whom would you vote?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	473 100	159 100	147 100	104 100	59 100	305 100	163 100	244 100	140 100	91 100	111 100	100 100	108 100	56 100	216 100	32 100	165 100
Unweighted Total	832	195	341	193	97	536	290	479	250	182	197	186	172	82	360	55	323
Nikki Haley	88 19%	27 17%	26 18%	20 19%	14 23%	53 17%	33 20%	40 16%	26 18%	7 8%	27 24%	17 17%	19 18%	16 29%	37 17%	7 21%	31 19%
Ron DeSantis	126 27%	47 30%	43 29%	24 23%	12 20%	90 30%	36 22%	78 32%	31 22%	26 29%	25 23%	28 28%	29 27%	15 27%	53 24%	7 22%	51 31%
Vivek Ramaswamy	87 18%	25 16%	27 19%	20 19%	14 24%	53 17%	34 21%	36 15%	29 21%	13 14%	21 19%	19 19%	20 19%	14 25%	49 23%	3 10%	25 15%
Kari Lake	9 2%	4 2%	4 3%	1 1%	-	8 3%	1 1%	5 2%	1 %	5 6%	1 1%	1 1%	1 1%	-	1 1%	1 2%	6 4%
Tucker Carlson	30 6%	10 7%	4 3%	10 10%	5 8%	15 5%	15 9%	15 6%	14 10%	3 3%	6 6%	7 7%	14 13%	-	18 8%	2 6%	6 4%
Elise Stefanik	2 1%	1 %	1 %	0 %	1 2%	1 %	1 1%	1 %	-	1 1%	1 1%	-	1 1%	-	0 %	-	2 1%
J D Vance	5 1%	2 2%	2 2%	1 1%	-	5 2%	1 %	4 1%	1 %	3 3%	1 1%	1 1%	0 %	-	2 1%	0 1%	3 2%
Josh Hawley	5 1%	3 2%	0 %	1 1%	1 1%	3 1%	2 1%	3 1%	2 1%	0 %	2 2%	1 1%	1 1%	0 1%	3 1%	-	2 1%
Tom Cotton	3 1%	2 1%	1 %	1 1%	-	2 1%	1 1%	2 1%	0 %	1 1%	2 2%	0 %	0 %	-	2 1%	-	0 %
Brian Kemp	4 1%	2 1%	2 1%	0 %	-	3 1%	0 %	2 1%	0 %	1 1%	1 1%	1 1%	1 1%	-	1 1%	1 2%	2 1%
Katie Britt	0 %	-	0 %	-	-	0 %	-	0 %	-	0 %	-	-	-	-	0 %	-	-
Greg Abbott	15 3%	5 3%	7 5%	2 2%	1 2%	12 4%	3 2%	6 2%	3 2%	4 4%	4 4%	4 4%	2 2%	1 2%	9 4%	2 7%	2 1%
Glenn Youngkin	9 2%	1 1%	3 2%	1 1%	3 5%	4 1%	5 3%	4 2%	4 3%	0 1%	2 2%	3 3%	3 3%	0 1%	4 2%	-	5 3%
Byron Donalds	3 1%	1 1%	1 %	1 1%	-	2 1%	1 1%	2 1%	1 1%	0 %	1 1%	1 1%	-	-	1 1%	-	1 1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QX2028GOPPrimary] If the 2028 Republican Presidential primaries were being held today, and these were the candidates, for whom would you vote?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Someone else (Please specify)	18 4%	8 5%	6 4%	3 3%	1 1%	14 5%	3 2%	11 5%	3 2%	8 9%	2 2%	5 5%	1 1%	2 4%	6 3%	-	8 5%
Unsure	68 14%	20 12%	21 14%	18 18%	8 13%	40 13%	26 16%	36 15%	24 17%	19 20%	14 13%	12 12%	15 14%	7 12%	29 13%	9 29%	19 12%

Echelon Insights
January Omnibus 2024

N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QX2028GOPPrimary] If the 2028 Republican Presidential primaries were being held today, and these were the candidates, for whom would you vote?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	473 100	403 100	65 100	-	473 100	-	-	341 100	110 100	15 100	418 100	34 100	434 100	18 100	21 100	200 100	234 100	199 100	280 100	398 100	424 100	270 100
Unweighted Total	832	699	127	-	832	-	-	593	206	21	714	46	764	29	39	367	393	338	468	657	740	478
Nikki Haley	88 19%	70 17%	18 28%	-	88 19%	-	-	58 17%	26 24%	3 19%	66 16%	17 48%	73 17%	9 49%	7 31%	19 9%	60 26%	35 17%	60 21%	78 20%	78 18%	49 18%
Ron DeSantis	126 27%	112 28%	12 19%	-	126 27%	-	-	97 29%	20 19%	8 54%	118 28%	6 17%	121 28%	1 6%	4 21%	47 23%	75 32%	55 28%	78 28%	108 27%	113 27%	64 24%
Vivek Ramaswamy	87 18%	78 19%	9 15%	-	87 18%	-	-	64 19%	22 20%	2 12%	82 20%	2 7%	84 19%	1 7%	2 9%	47 24%	32 13%	36 18%	53 19%	72 18%	79 18%	54 20%
Kari Lake	9 2%	6 2%	2 3%	-	9 2%	-	-	7 2%	2 2%	-	9 2%	-	7 2%	1 6%	1 3%	8 4%	1 *	4 2%	5 2%	9 2%	9 2%	3 1%
Tucker Carlson	30 6%	25 6%	5 7%	-	30 6%	-	-	25 7%	4 3%	-	26 6%	2 7%	29 7%	0 2%	0 1%	19 9%	9 4%	12 6%	15 5%	26 6%	28 7%	17 6%
Elise Stefanik	2 1%	2 1%	0 *	-	2 1%	-	-	2 1%	0 *	-	2 1%	-	2 1%	-	0 1%	2 1%	-	2 1%	2 1%	2 1%	2 1%	0 *
J D Vance	5 1%	5 1%	1 1%	-	5 1%	-	-	4 1%	1 1%	-	5 1%	-	5 1%	-	-	2 1%	3 1%	2 1%	3 1%	4 1%	4 1%	4 2%
Josh Hawley	5 1%	5 1%	0 1%	-	5 1%	-	-	4 1%	0 *	1 6%	5 1%	-	5 1%	0 1%	-	4 2%	1 1%	2 1%	3 1%	4 1%	4 1%	5 2%
Tom Cotton	3 1%	3 1%	1 1%	-	3 1%	-	-	3 1%	1 1%	-	3 1%	-	3 1%	-	-	1 *	1 *	1 *	2 1%	3 1%	3 1%	1 *
Brian Kemp	4 1%	3 1%	1 1%	-	4 1%	-	-	3 1%	0 *	1 4%	3 1%	-	4 1%	-	-	2 1%	1 1%	2 1%	1 *	2 1%	3 1%	3 1%
Katie Britt	0 *	0 *	-	-	0 *	-	-	0 *	-	-	0 *	-	0 *	-	-	-	-	-	-	-	0 *	0 *
Greg Abbott	15 3%	13 3%	2 3%	-	15 3%	-	-	12 3%	3 3%	-	14 3%	1 3%	14 3%	1 8%	-	5 2%	9 4%	3 2%	6 2%	10 3%	13 3%	11 4%
Glenn Youngkin	9 2%	9 2%	-	-	9 2%	-	-	8 2%	0 *	1 5%	8 2%	1 2%	8 2%	1 4%	-	2 1%	6 3%	4 2%	6 2%	8 2%	9 2%	5 2%
Byron Donalds	3 1%	3 1%	-	-	3 1%	-	-	2 1%	0 *	-	3 1%	-	3 1%	-	-	2 1%	1 *	1 *	2 1%	3 1%	2 1%	0 *

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QX2028GOPPrimary] If the 2028 Republican Presidential primaries were being held today, and these were the candidates, for whom would you vote?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Someone else (Please specify)	18 4%	16 4%	1 2%	-	18 4%	-	-	14 4%	4 4%	-	17 4%	1 2%	17 4%	1 5%	0 1%	13 7%	4 2%	13 7%	11 4%	16 4%	17 4%	9 3%
Unsure	68 14%	54 13%	12 19%	-	68 14%	-	-	38 11%	25 23%	0 1%	58 14%	5 14%	59 14%	2 12%	7 33%	28 14%	30 13%	27 13%	33 12%	54 14%	59 14%	44 16%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QX2028GOPPrimary] If the 2028 Republican Presidential primaries were being held today, and these were the candidates, for whom would you vote?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	473 100	257 100	111 100	119 100	350 100	70 100	49 100	82 100	210 100	181 100	97 100	126 100	107 100	72 100	358 100	93 100	740 100	- 100
Unweighted Total	832	416	185	195	633	124	71	149	360	323	172	258	178	120	624	159	832	832
Nikki Haley	88 19%	61 24%	14 13%	19 16%	68 19%	12 17%	7 14%	15 19%	39 18%	34 19%	17 18%	20 16%	26 25%	15 21%	56 16%	26 27%	121 16%	- -
Ron DeSantis	126 27%	74 29%	20 18%	26 22%	100 28%	13 19%	13 27%	20 24%	62 29%	45 25%	30 31%	31 25%	34 32%	16 22%	81 23%	44 47%	217 29%	- -
Vivek Ramaswamy	87 18%	42 16%	27 25%	27 23%	60 17%	18 27%	9 18%	17 20%	43 20%	28 16%	18 18%	22 17%	20 19%	10 13%	81 23%	4 4%	127 17%	- -
Kari Lake	9 2%	2 1%	6 5%	1 1%	8 2%	0 1%	1 2%	1 1%	3 2%	5 3%	- -	1 1%	1 1%	4 5%	9 2%	- -	19 3%	- -
Tucker Carlson	30 6%	17 7%	4 4%	10 8%	19 6%	2 3%	7 15%	4 5%	11 5%	15 8%	5 5%	10 8%	5 4%	6 8%	27 8%	2 2%	45 6%	- -
Elise Stefanik	2 1%	1 1%	- -	- -	2 1%	- -	- -	1 1%	2 1%	- -	2 2%	- -	1 1%	0 %	2 1%	0 %	5 1%	- -
J.D. Vance	5 1%	2 1%	2 1%	0 %	5 1%	- -	0 %	2 2%	3 1%	1 1%	1 1%	2 2%	- -	2 3%	5 1%	1 1%	10 1%	- -
Josh Hawley	5 1%	3 1%	1 1%	2 1%	3 1%	0 %	2 3%	1 1%	2 1%	2 1%	1 2%	2 1%	2 2%	0 %	5 1%	- -	8 1%	- -
Tom Cotton	3 1%	1 %	2 2%	0 %	3 1%	0 1%	- -	2 3%	1 %	0 %	0 %	- -	0 %	2 2%	3 1%	- -	8 1%	- -
Brian Kemp	4 1%	1 %	1 1%	1 1%	3 1%	- -	1 2%	0 %	2 1%	1 1%	- -	0 %	1 1%	- -	3 1%	1 1%	4 1%	- -
Katie Britt	0 %	- -	0 %	0 %	- -	- -	0 1%	- -	0 %	- -	- -	- -	- -	0 %	0 %	- -	0 %	- -
Greg Abbott	15 3%	4 2%	6 5%	5 4%	9 2%	3 4%	3 5%	3 4%	6 3%	7 4%	3 3%	5 4%	3 3%	2 3%	13 4%	3 3%	13 2%	- -
Glenn Youngkin	9 2%	6 2%	2 1%	1 1%	8 2%	1 1%	- -	3 3%	5 2%	1 1%	0 %	2 2%	3 3%	3 4%	6 2%	3 3%	13 2%	- -
Byron Donalds	3 1%	2 1%	0 %	- -	3 1%	- -	- -	0 %	1 %	2 1%	- -	2 2%	1 1%	- -	3 1%	- -	5 1%	- -

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QX2028GOPPrimary] If the 2028 Republican Presidential primaries were being held today, and these were the candidates, for whom would you vote?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Someone else (Please specify)	18 4%	7 3%	6 5%	3 3%	14 4%	3 4%	1 1%	2 3%	8 4%	7 4%	4 4%	6 5%	3 3%	3 4%	17 5%	0 0%	41 6%	-
Unsure	68 14%	33 13%	20 18%	22 19%	46 13%	16 23%	6 12%	11 14%	24 11%	33 18%	16 17%	22 18%	8 7%	10 14%	48 13%	9 10%	102 14%	-

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpGOP] Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	473	187	243	228	388	13	43	28	74	70	150	151	172	301
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	832	310	408	423	734	19	45	40	100	116	267	309	256	576
Supporter of Donald Trump	200	77	108	92	158	6	21	14	36	28	64	59	78	122
	42%	41%	45%	41%	41%	43%	50%	52%	49%	39%	43%	39%	46%	41%
Supporter of the Republican Party	234	92	114	118	199	6	19	12	31	32	78	81	75	159
	50%	49%	47%	52%	51%	49%	45%	45%	41%	46%	52%	54%	44%	53%
I don't support either one	27	12	18	9	23	-	1	0	5	5	7	10	11	17
	6%	6%	7%	4%	6%		2%	2%	7%	8%	4%	7%	6%	6%
Unsure	11	5	3	8	8	1	1	0	2	5	2	1	8	3
	2%	3%	1%	4%	2%	8%	3%	1%	3%	7%	1%	1%	4%	1%

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 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpGOP] Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	473 100	159 100	147 100	104 100	59 100	305 100	163 100	244 100	140 100	91 100	111 100	100 100	108 100	56 100	216 100	32 100	165 100
Unweighted Total	832	195	341	193	97	536	290	479	250	182	197	186	172	82	360	55	323
Supporter of Donald Trump	200 42%	80 50%	61 42%	42 41%	16 27%	140 46%	58 36%	110 45%	47 33%	41 46%	52 47%	41 41%	49 45%	16 28%	92 43%	17 55%	69 42%
Supporter of the Republican Party	234 50%	70 44%	75 51%	54 51%	35 59%	144 47%	89 54%	117 48%	81 58%	42 47%	47 42%	54 54%	54 50%	33 59%	107 49%	13 41%	84 51%
I don't support either one	27 6%	6 4%	9 6%	6 6%	5 9%	15 5%	11 7%	15 6%	8 6%	3 3%	9 9%	3 3%	5 4%	6 11%	10 5%	0 1%	12 7%
Unsure	11 2%	3 2%	2 2%	2 2%	3 6%	5 2%	5 3%	4 1%	4 3%	4 5%	3 2%	2 2%	1 1%	1 2%	7 3%	1 3%	1 *%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpGOP] Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	473 100	403 100	65 100	-	473 100	-	-	341 100	110 100	15 100	418 100	34 100	434 100	18 100	21 100	200 100	234 100	199 100	280 100	398 100	424 100	270 100
Unweighted Total	832	699	127	-	832	-	-	593	206	21	714	46	764	29	39	367	393	338	468	657	740	478
Supporter of Donald Trump	200 42%	176 44%	22 34%	-	200 42%	-	-	151 44%	41 37%	6 38%	192 46%	1 4%	192 44%	4 25%	4 20%	200 100%	-	88 44%	113 40%	160 40%	181 43%	114 42%
Supporter of the Republican Party	234 50%	205 51%	29 45%	-	234 50%	-	-	170 50%	53 48%	8 56%	204 49%	24 68%	219 51%	5 30%	10 46%	-	234 100%	94 47%	143 51%	206 52%	211 50%	136 50%
I don't support either one	27 6%	15 4%	12 18%	-	27 6%	-	-	12 3%	15 13%	0 2%	16 4%	8 22%	16 4%	7 39%	5 22%	-	-	13 6%	18 6%	25 6%	24 6%	14 5%
Unsure	11 2%	7 2%	1 2%	-	11 2%	-	-	7 2%	1 1%	1 4%	7 2%	2 6%	7 2%	1 6%	3 13%	-	-	4 2%	7 2%	8 2%	8 2%	7 2%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpGOP] Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	473 100	257 100	111 100	119 100	350 100	70 100	49 100	82 100	210 100	181 100	97 100	126 100	107 100	72 100	358 100	93 100	740 100	-
Unweighted Total	832	416	185	195	633	124	71	149	360	323	172	258	178	120	624	159	832	832
Supporter of Donald Trump	200 42%	99 39%	56 50%	52 44%	147 42%	26 38%	26 52%	40 49%	81 39%	79 44%	32 33%	52 41%	40 38%	37 51%	197 55%	2 2%	328 44%	-
Supporter of the Republican Party	234 50%	136 53%	45 41%	56 47%	177 51%	37 54%	19 38%	34 41%	115 55%	86 47%	57 59%	66 53%	61 57%	24 33%	144 40%	80 85%	354 48%	-
I don't support either one	27 6%	18 7%	4 4%	7 6%	20 6%	3 5%	4 8%	7 8%	10 5%	11 6%	4 4%	6 5%	4 3%	11 15%	12 3%	8 8%	46 6%	-
Unsure	11 2%	4 2%	6 5%	4 3%	6 2%	3 4%	1 2%	1 2%	4 2%	5 3%	4 4%	2 1%	2 1%	-	5 1%	3 4%	12 2%	-

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 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QGOPDirection] Which of the following statements comes closest to your view of Donald Trump as a Republican candidate for president in 2024?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	473	187	243	228	388	13	43	28	74	70	150	151	172	301
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	832	310	408	423	734	19	45	40	100	116	267	309	256	576
Donald Trump was a good president and is the best possible candidate Republicans can nominate in 2024	298	111	156	139	243	8	27	18	45	41	98	96	104	194
	63%	60%	64%	61%	63%	63%	65%	66%	61%	58%	65%	63%	61%	64%
Donald Trump was a good president but it would be better if Republicans nominated a different candidate in 2024	121	51	60	61	103	1	9	9	20	16	34	43	45	76
	26%	27%	25%	27%	26%	6%	22%	31%	27%	23%	23%	28%	26%	25%
Donald Trump was not a good president and the Republican party would be better off without his influence	42	18	21	22	34	1	5	1	7	9	14	12	16	26
	9%	10%	9%	10%	9%	12%	12%	2%	9%	12%	10%	8%	9%	9%
Unsure	11	7	6	6	8	2	1	0	2	5	4	1	7	5
	2%	4%	2%	2%	2%	19%	1%	1%	2%	7%	3%	*%	4%	2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QGOPDirection] Which of the following statements comes closest to your view of Donald Trump as a Republican candidate for president in 2024?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	473 100	159 100	147 100	104 100	59 100	305 100	163 100	244 100	140 100	91 100	111 100	100 100	108 100	56 100	216 100	32 100	165 100
Unweighted Total	832	195	341	193	97	536	290	479	250	182	197	186	172	82	360	55	323
Donald Trump was a good president and is the best possible candidate Republicans can nominate in 2024	298 63%	111 70%	93 64%	65 62%	27 45%	204 67%	92 56%	164 67%	77 55%	62 68%	68 62%	66 67%	75 69%	24 43%	134 62%	22 69%	104 63%
Donald Trump was a good president but it would be better if Republicans nominated a different candidate in 2024	121 26%	32 20%	40 27%	29 28%	19 32%	72 24%	48 29%	57 23%	45 32%	20 22%	22 20%	27 27%	24 23%	24 43%	56 26%	6 19%	45 27%
Donald Trump was not a good president and the Republican party would be better off without his influence	42 9%	13 8%	11 7%	6 6%	11 18%	23 8%	17 11%	19 8%	13 9%	5 6%	16 15%	5 5%	8 8%	6 12%	21 10%	3 8%	14 9%
Unsure	11 2%	2 2%	3 2%	4 3%	3 5%	5 2%	6 4%	4 2%	5 3%	4 4%	4 4%	1 1%	1 1%	1 2%	6 3%	1 3%	1 1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QGOPDirection] Which of the following statements comes closest to your view of Donald Trump as a Republican candidate for president in 2024?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	473 100	403 100	65 100	-	473 100	-	-	341 100	110 100	15 100	418 100	34 100	434 100	18 100	21 100	200 100	234 100	199 100	280 100	398 100	424 100	270 100
Unweighted Total	832	699	127	-	832	-	-	593	206	21	714	46	764	29	39	367	393	338	468	657	740	478
Donald Trump was a good president and is the best possible candidate Republicans can nominate in 2024	298 63%	259 64%	35 54%	-	298 63%	-	-	232 68%	54 50%	6 40%	284 68%	5 14%	292 67%	3 18%	3 13%	183 91%	106 45%	129 65%	180 64%	249 63%	272 64%	170 63%
Donald Trump was a good president but it would be better if Republicans nominated a different candidate in 2024	121 26%	100 25%	21 32%	-	121 26%	-	-	78 23%	37 34%	6 40%	108 26%	7 21%	108 25%	3 20%	9 45%	11 5%	96 41%	46 23%	66 24%	103 26%	108 25%	67 25%
Donald Trump was not a good president and the Republican party would be better off without his influence	42 9%	34 9%	8 12%	-	42 9%	-	-	23 7%	16 15%	2 15%	18 4%	20 59%	25 6%	10 55%	8 37%	5 3%	26 11%	20 10%	28 10%	37 9%	35 8%	26 10%
Unsure	11 2%	9 2%	1 1%	-	11 2%	-	-	7 2%	2 2%	1 5%	7 2%	2 6%	9 2%	1 7%	1 5%	1 *	6 3%	4 2%	6 2%	8 2%	10 2%	7 3%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QGOPDirection] Which of the following statements comes closest to your view of Donald Trump as a Republican candidate for president in 2024?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	473 100	257 100	111 100	119 100	350 100	70 100	49 100	82 100	210 100	181 100	97 100	126 100	107 100	72 100	358 100	93 100	740 100	- 100
Unweighted Total	832	416	185	195	633	124	71	149	360	323	172	258	178	120	624	159	832	832
Donald Trump was a good president and is the best possible candidate Republicans can nominate in 2024	298 63%	158 61%	70 63%	74 62%	222 63%	44 64%	30 60%	58 71%	122 58%	118 65%	55 57%	76 61%	68 64%	45 63%	293 82%	5 5%	489 66%	- -
Donald Trump was a good president but it would be better if Republicans nominated a different candidate in 2024	121 26%	73 28%	24 22%	30 25%	90 26%	16 23%	13 27%	11 13%	63 30%	47 26%	30 31%	34 27%	30 28%	17 23%	51 14%	62 66%	178 24%	- -
Donald Trump was not a good president and the Republican party would be better off without his influence	42 9%	23 9%	11 10%	12 10%	30 9%	7 11%	5 10%	9 11%	21 10%	13 7%	10 10%	13 10%	8 7%	7 10%	8 2%	25 27%	60 8%	- -
Unsure	11 2%	3 1%	6 6%	3 2%	9 2%	2 2%	1 2%	4 5%	3 2%	4 2%	2 2%	3 2%	1 1%	3 4%	6 2%	1 2%	12 2%	- -

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpDeSantis] If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	473	187	243	228	388	13	43	28	74	70	150	151	172	301
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	832	310	408	423	734	19	45	40	100	116	267	309	256	576
DONALD TRUMP, DEFINITELY/ PROBABLY	358	136	188	167	286	8	38	25	61	56	115	102	141	217
	76%	73%	78%	74%	74%	60%	90%	90%	82%	79%	77%	67%	82%	72%
RON DESANTIS, DEFINITELY/ PROBABLY	93	39	42	51	83	3	4	2	10	12	30	39	24	69
	20%	21%	17%	22%	21%	22%	10%	7%	13%	18%	20%	26%	14%	23%
Donald Trump, definitely	290	106	157	131	233	7	32	17	49	40	93	91	106	184
	61%	57%	65%	58%	60%	51%	76%	61%	67%	57%	63%	60%	62%	61%
Donald Trump, probably	68	29	32	36	53	1	6	8	12	16	22	11	35	33
	14%	16%	13%	16%	14%	8%	14%	28%	16%	22%	15%	7%	20%	11%
Ron DeSantis, probably	44	14	21	24	39	1	3	1	5	8	14	17	14	31
	9%	8%	9%	10%	10%	8%	7%	5%	6%	11%	9%	11%	8%	10%
Ron DeSantis, definitely	49	25	22	27	45	2	1	1	5	5	16	22	11	38
	10%	13%	9%	12%	12%	13%	3%	3%	7%	7%	11%	14%	6%	13%
Unsure	21	12	12	9	18	2	-	1	3	2	4	11	6	15
	4%	6%	5%	4%	5%	19%		3%	4%	3%	3%	7%	4%	5%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpDeSantis] If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	473	159	147	104	59	305	163	244	140	91	111	100	108	56	216	32	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	832	195	341	193	97	536	290	479	250	182	197	186	172	82	360	55	323
DONALD TRUMP, DEFINITELY/ PROBABLY	358 76%	126 80%	115 78%	78 75%	37 62%	241 79%	115 70%	186 76%	99 70%	71 79%	84 76%	77 78%	87 80%	35 63%	171 79%	27 84%	115 70%
RON DESANTIS, DEFINITELY/ PROBABLY	93 20%	25 16%	26 18%	20 19%	20 34%	51 17%	40 25%	47 19%	35 25%	16 17%	19 17%	18 18%	19 17%	20 35%	38 18%	4 12%	38 23%
Donald Trump, definitely	290 61%	112 71%	87 60%	62 60%	27 45%	200 65%	89 54%	156 64%	76 54%	61 67%	70 63%	65 65%	67 62%	24 43%	134 62%	20 63%	103 62%
Donald Trump, probably	68 14%	14 9%	27 19%	16 15%	10 17%	41 14%	26 16%	30 12%	22 16%	11 12%	14 13%	12 12%	20 18%	11 19%	37 17%	7 22%	13 8%
Ron DeSantis, probably	44 9%	13 8%	11 7%	9 9%	11 19%	24 8%	21 13%	22 9%	17 12%	10 10%	7 7%	10 10%	7 6%	10 17%	22 10%	1 4%	15 9%
Ron DeSantis, definitely	49 10%	13 8%	15 10%	11 10%	9 15%	28 9%	20 12%	25 10%	18 13%	6 7%	11 10%	8 8%	12 11%	10 18%	17 8%	3 8%	23 14%
Unsure	21 4%	7 4%	6 4%	6 6%	2 3%	13 4%	8 5%	12 5%	7 5%	4 4%	8 7%	5 5%	3 2%	1 2%	7 3%	1 3%	12 7%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpDeSantis] If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	473 100	403 100	65 100	-	473 100	-	-	341 100	110 100	15 100	418 100	34 100	434 100	18 100	21 100	200 100	234 100	199 100	280 100	398 100	424 100	270 100
Unweighted Total	832	699	127	-	832	-	-	593	206	21	714	46	764	29	39	367	393	338	468	657	740	478
DONALD TRUMP, DEFINITELY/ PROBABLY	358 76%	308 76%	47 72%	-	358 76%	-	-	269 79%	77 70%	7 47%	338 81%	8 24%	345 80%	7 37%	6 29%	197 99%	144 61%	145 73%	206 74%	298 75%	323 76%	208 77%
RON DESANTIS, DEFINITELY/ PROBABLY	93 20%	80 20%	13 20%	-	93 20%	-	-	62 18%	24 22%	7 51%	70 17%	19 55%	78 18%	7 42%	8 41%	2 1%	80 34%	46 23%	64 23%	82 21%	84 20%	50 18%
Donald Trump, definitely	290 61%	256 64%	33 51%	-	290 61%	-	-	229 67%	51 46%	6 44%	277 66%	5 15%	285 66%	1 8%	4 19%	177 88%	104 44%	118 59%	169 60%	239 60%	264 62%	165 61%
Donald Trump, probably	68 14%	52 13%	14 21%	-	68 14%	-	-	40 12%	26 24%	0 3%	61 15%	3 9%	61 14%	5 29%	2 10%	20 10%	40 17%	27 14%	38 13%	59 15%	59 14%	44 16%
Ron DeSantis, probably	44 9%	37 9%	7 11%	-	44 9%	-	-	24 7%	14 13%	6 40%	32 8%	10 29%	35 8%	5 27%	4 21%	1 *	36 16%	21 10%	26 9%	40 10%	39 9%	27 10%
Ron DeSantis, definitely	49 10%	43 11%	6 9%	-	49 10%	-	-	37 11%	10 9%	2 11%	38 9%	9 26%	42 10%	3 15%	4 20%	2 1%	43 19%	26 13%	37 13%	43 11%	45 11%	23 9%
Unsure	21 4%	15 4%	5 8%	-	21 4%	-	-	11 3%	8 8%	0 2%	10 2%	7 21%	11 3%	4 21%	6 30%	1 *	11 5%	8 4%	10 4%	18 4%	17 4%	12 4%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpDeSantis] If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	473 100	257 100	111 100	119 100	350 100	70 100	49 100	82 100	210 100	181 100	97 100	126 100	107 100	72 100	358 100	93 100	740 100	- 100
Unweighted Total	832	416	185	195	633	124	71	149	360	323	172	258	178	120	624	159	832	832
DONALD TRUMP, DEFINITELY/ PROBABLY	358 76%	184 72%	92 83%	91 77%	263 75%	53 76%	38 78%	66 80%	154 73%	138 77%	67 69%	87 70%	82 76%	60 82%	358 100%	-	565 76%	-
RON DESANTIS, DEFINITELY/ PROBABLY	93 20%	62 24%	13 12%	23 19%	71 20%	13 18%	10 20%	13 15%	47 22%	34 19%	26 27%	32 25%	22 20%	8 11%	- 100%	93	142 19%	-
Donald Trump, definitely	290 61%	146 57%	75 67%	70 59%	218 62%	39 56%	32 64%	58 71%	120 57%	112 62%	49 51%	75 60%	65 61%	49 68%	290 81%	-	466 63%	-
Donald Trump, probably	68 14%	38 15%	17 16%	21 18%	45 13%	14 21%	7 14%	8 9%	34 16%	26 14%	17 18%	12 10%	16 15%	10 14%	68 19%	-	99 13%	-
Ron DeSantis, probably	44 9%	30 12%	7 6%	13 11%	31 9%	7 9%	6 13%	5 7%	24 11%	15 8%	12 13%	13 10%	10 9%	5 7%	- 47%	44	57 8%	-
Ron DeSantis, definitely	49 10%	32 12%	7 6%	10 8%	39 11%	6 9%	3 7%	7 9%	23 11%	19 11%	13 14%	19 15%	12 11%	3 4%	- 53%	49	85 11%	-
Unsure	21 4%	10 4%	5 5%	5 4%	16 5%	4 5%	1 2%	3 4%	9 4%	9 5%	4 4%	7 5%	3 3%	5 6%	-	-	33 5%	-

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpHaley] If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	473	187	243	228	388	13	43	28	74	70	150	151	172	301
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	832	310	408	423	734	19	45	40	100	116	267	309	256	576
DONALD TRUMP, DEFINITELY/ PROBABLY	364 77%	136 73%	189 78%	172 76%	297 76%	8 66%	38 89%	26 95%	62 84%	55 78%	117 78%	104 68%	143 83%	221 73%
NIKKI HALEY, DEFINITELY/ PROBABLY	96 20%	44 24%	48 20%	48 21%	80 21%	3 26%	4 10%	1 3%	11 14%	14 20%	30 20%	40 27%	25 15%	71 23%
Donald Trump, definitely	291 62%	109 58%	156 64%	132 58%	239 62%	6 48%	28 67%	20 73%	46 62%	40 58%	97 65%	88 58%	106 62%	185 62%
Donald Trump, probably	73 15%	28 15%	33 13%	40 18%	57 15%	2 17%	9 22%	6 23%	17 22%	14 20%	20 13%	16 10%	37 21%	36 12%
Nikki Haley, probably	40 8%	20 11%	18 7%	22 10%	33 8%	2 15%	2 4%	0 1%	2 3%	9 13%	11 7%	18 12%	11 7%	28 9%
Nikki Haley, definitely	56 12%	25 13%	30 12%	26 11%	47 12%	1 12%	3 6%	0 2%	8 11%	5 7%	20 13%	23 15%	14 8%	42 14%
Unsure	13 3%	6 3%	6 2%	7 3%	11 3%	1 8%	0 *	1 2%	1 1%	2 3%	2 1%	8 5%	4 2%	9 3%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpHaley] If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	473	159	147	104	59	305	163	244	140	91	111	100	108	56	216	32	165
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	832	195	341	193	97	536	290	479	250	182	197	186	172	82	360	55	323
DONALD TRUMP, DEFINITELY/ PROBABLY	364 77%	134 85%	113 77%	80 77%	34 57%	247 81%	114 70%	196 80%	99 71%	75 83%	83 75%	79 79%	86 79%	37 66%	171 79%	26 83%	117 71%
NIKKI HALEY, DEFINITELY/ PROBABLY	96 20%	22 14%	28 19%	21 20%	23 39%	50 16%	44 27%	43 17%	36 26%	12 13%	25 23%	19 19%	21 20%	16 29%	40 19%	4 13%	42 25%
Donald Trump, definitely	291 62%	111 70%	90 61%	64 62%	25 41%	201 66%	89 54%	161 66%	77 55%	64 71%	63 57%	66 66%	71 65%	24 43%	135 62%	20 62%	103 62%
Donald Trump, probably	73 15%	23 14%	24 16%	16 15%	9 16%	47 15%	25 16%	34 14%	22 16%	11 12%	20 18%	13 13%	15 14%	13 23%	37 17%	7 21%	14 9%
Nikki Haley, probably	40 8%	9 6%	12 8%	9 9%	10 16%	21 7%	19 12%	18 7%	15 11%	7 7%	11 10%	8 8%	9 8%	5 8%	17 8%	1 3%	17 10%
Nikki Haley, definitely	56 12%	13 8%	16 11%	12 11%	14 23%	29 9%	25 16%	25 10%	21 15%	5 6%	14 13%	11 11%	12 11%	11 20%	23 11%	3 10%	24 15%
Unsure	13 3%	2 1%	6 4%	3 3%	2 4%	8 3%	5 3%	6 3%	5 4%	4 4%	3 2%	2 2%	1 1%	3 5%	5 2%	1 3%	6 4%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpHaley] If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	473	403	65	-	473	-	-	341	110	15	418	34	434	18	21	200	234	199	280	398	424	270
	100	100	100		100			100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	832	699	127	-	832	-	-	593	206	21	714	46	764	29	39	367	393	338	468	657	740	478
DONALD TRUMP, DEFINITELY/ PROBABLY	364 77%	311 77%	50 77%	-	364 77%	-	-	270 79%	78 71%	10 68%	343 82%	9 26%	351 81%	6 33%	7 32%	198 99%	149 64%	145 73%	204 73%	299 75%	327 77%	208 77%
NIKKI HALEY, DEFINITELY/ PROBABLY	96 20%	82 20%	13 21%	-	96 20%	-	-	64 19%	27 24%	5 32%	68 16%	23 67%	75 17%	9 53%	12 56%	2 1%	80 34%	48 24%	69 25%	88 22%	85 20%	55 20%
Donald Trump, definitely	291 62%	258 64%	30 47%	-	291 62%	-	-	232 68%	50 46%	5 35%	282 67%	2 4%	284 66%	1 8%	5 26%	176 88%	105 45%	121 61%	173 62%	238 60%	268 63%	166 61%
Donald Trump, probably	73 15%	53 13%	19 30%	-	73 15%	-	-	39 11%	28 25%	5 32%	61 15%	7 21%	67 15%	4 25%	1 6%	22 11%	44 19%	23 12%	31 11%	61 15%	60 14%	42 15%
Nikki Haley, probably	40 8%	35 9%	5 7%	-	40 8%	-	-	24 7%	14 12%	3 18%	28 7%	10 29%	29 7%	4 22%	7 35%	0 *	31 13%	17 9%	26 9%	38 9%	34 8%	28 10%
Nikki Haley, definitely	56 12%	47 12%	9 14%	-	56 12%	-	-	41 12%	13 12%	2 15%	39 9%	13 38%	46 11%	5 31%	4 21%	1 1%	49 21%	30 15%	43 15%	51 13%	51 12%	27 10%
Unsure	13 3%	10 2%	2 3%	-	13 3%	-	-	6 2%	5 5%	-	8 2%	3 7%	8 2%	2 14%	3 12%	0 *	5 2%	7 3%	8 3%	10 3%	12 3%	7 3%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTrumpHaley] If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	473 100	257 100	111 100	119 100	350 100	70 100	49 100	82 100	210 100	181 100	97 100	126 100	107 100	72 100	358 100	93 100	740 100	- 100
Unweighted Total	832	416	185	195	633	124	71	149	360	323	172	258	178	120	624	159	832	832
DONALD TRUMP, DEFINITELY/ PROBABLY	364 77%	188 73%	92 83%	95 80%	266 76%	53 76%	42 86%	64 78%	157 75%	143 79%	67 69%	92 73%	81 76%	60 82%	333 93%	29 31%	562 76%	- -
NIKKI HALEY, DEFINITELY/ PROBABLY	96 20%	62 24%	16 15%	21 18%	74 21%	15 22%	6 12%	16 20%	48 23%	31 17%	26 27%	28 23%	25 23%	11 15%	23 6%	61 65%	152 21%	- -
Donald Trump, definitely	291 62%	150 58%	71 64%	75 63%	214 61%	41 60%	34 69%	55 67%	122 58%	115 63%	51 53%	76 61%	65 60%	47 65%	279 78%	11 12%	474 64%	- -
Donald Trump, probably	73 15%	39 15%	21 19%	20 17%	52 15%	12 17%	9 18%	9 11%	35 17%	29 16%	16 17%	16 13%	17 15%	12 17%	54 15%	18 19%	88 12%	- -
Nikki Haley, probably	40 8%	23 9%	8 8%	7 6%	33 9%	6 9%	1 1%	5 6%	23 11%	12 7%	13 13%	13 10%	7 6%	5 7%	8 2%	23 24%	63 9%	- -
Nikki Haley, definitely	56 12%	39 15%	8 7%	14 12%	41 12%	9 13%	5 11%	11 14%	25 12%	20 11%	14 14%	15 12%	18 17%	6 8%	15 4%	39 41%	89 12%	- -
Unsure	13 3%	7 3%	3 3%	3 2%	10 3%	1 2%	1 2%	2 3%	5 2%	6 3%	4 4%	5 4%	1 1%	2 2%	2 1%	3 3%	25 3%	- -

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QXAINews] If your area's most popular local news station or newspaper replaced all of their articles with AI-written content, do you think you would notice a difference, and if so, how quickly could you tell?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
I would know it was AI-written immediately	149	53	80	68	87	21	23	19	36	30	35	28	85	63
	14%	14%	17%	13%	12%	19%	18%	17%	20%	18%	13%	10%	19%	11%
I would sense something was off, but I would probably figure it out	396	163	172	221	284	32	44	45	63	63	116	109	171	224
	38%	42%	36%	41%	40%	29%	35%	42%	35%	39%	41%	37%	38%	39%
I would sense something was off, but someone would have to point it out to me	157	47	73	83	98	21	23	23	20	29	37	49	72	85
	15%	12%	15%	15%	14%	18%	18%	21%	11%	18%	13%	17%	16%	15%
I would not know the difference	130	44	72	54	85	12	23	10	32	19	36	33	61	69
	13%	12%	15%	10%	12%	11%	18%	9%	18%	12%	13%	11%	13%	12%
I don't read any local news	66	30	27	39	56	3	4	3	7	8	19	30	17	49
	6%	8%	6%	7%	8%	3%	4%	2%	4%	5%	7%	10%	4%	9%
Unsure	132	47	53	78	92	24	9	9	23	15	40	46	46	85
	13%	12%	11%	14%	13%	21%	7%	8%	13%	9%	14%	16%	10%	15%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QXAINews] If your area's most popular local news station or newspaper replaced all of their articles with AI-written content, do you think you would notice a difference, and if so, how quickly could you tell?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
I would know it was AI-written immediately	149 14%	38 12%	46 15%	36 14%	28 19%	85 14%	63 16%	49 12%	38 13%	40 17%	26 10%	27 14%	27 14%	26 21%	88 18%	14 15%	31 10%
I would sense something was off, but I would probably figure it out	396 38%	100 33%	118 37%	111 44%	65 44%	219 35%	176 44%	147 37%	136 46%	76 32%	104 41%	79 42%	76 40%	51 41%	189 38%	31 34%	118 38%
I would sense something was off, but someone would have to point it out to me	157 15%	40 13%	56 18%	41 16%	21 14%	96 15%	62 15%	58 15%	40 13%	31 13%	43 17%	33 17%	32 17%	16 13%	81 16%	19 20%	40 13%
I would not know the difference	130 13%	45 15%	40 13%	32 13%	13 9%	85 14%	44 11%	48 12%	37 12%	25 11%	33 13%	28 14%	23 12%	16 13%	72 15%	9 10%	32 10%
I don't read any local news	66 6%	24 8%	21 7%	10 4%	10 7%	45 7%	20 5%	38 9%	17 6%	23 10%	15 6%	10 5%	10 5%	5 4%	18 4%	3 3%	35 12%
Unsure	132 13%	59 19%	36 11%	23 9%	12 8%	95 15%	35 9%	62 16%	28 10%	42 18%	34 13%	14 8%	22 12%	9 8%	48 10%	16 18%	50 16%

Echelon Insights
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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QXAINews] If your area's most popular local news station or newspaper replaced all of their articles with AI-written content, do you think you would notice a difference, and if so, how quickly could you tell?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
I would know it was AI-written immediately	149 14%	53 13%	39 18%	47 12%	67 14%	11 13%	70 15%	51 14%	39 12%	57 18%	65 14%	75 15%	75 15%	63 14%	10 10%	34 17%	28 12%	58 13%	79 13%	116 13%	108 15%	110 14%
I would sense something was off, but I would probably figure it out	396 38%	159 39%	70 33%	152 40%	183 39%	31 37%	182 38%	145 39%	120 37%	128 41%	172 37%	205 40%	181 37%	178 40%	37 36%	74 37%	89 38%	179 40%	228 37%	339 40%	283 39%	287 38%
I would sense something was off, but someone would have to point it out to me	157 15%	56 14%	40 19%	60 16%	65 14%	14 16%	79 17%	53 14%	51 16%	48 15%	63 14%	89 17%	68 14%	72 16%	18 18%	23 11%	39 17%	65 15%	93 15%	129 15%	100 14%	123 16%
I would not know the difference	130 13%	48 12%	27 13%	50 13%	59 13%	9 11%	61 13%	44 12%	44 14%	40 13%	67 14%	55 11%	66 13%	53 12%	11 10%	26 13%	29 12%	61 14%	85 14%	108 13%	94 13%	103 14%
I don't read any local news	66 6%	36 9%	10 5%	17 5%	41 9%	4 5%	21 4%	35 9%	15 5%	13 4%	41 9%	17 3%	39 8%	19 4%	9 8%	20 10%	18 8%	31 7%	44 7%	53 6%	48 7%	38 5%
Unsure	132 13%	51 13%	25 12%	50 13%	56 12%	14 17%	61 13%	44 12%	55 17%	28 9%	56 12%	68 13%	59 12%	54 12%	18 17%	23 11%	31 13%	57 13%	87 14%	112 13%	86 12%	100 13%

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N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QXAINews] If your area's most popular local news station or newspaper replaced all of their articles with AI-written content, do you think you would notice a difference, and if so, how quickly could you tell?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
I would know it was AI-written immediately	149 14%	64 14%	58 17%	50 20%	98 13%	27 18%	23 23%	51 19%	53 12%	44 14%	26 11%	19 13%	24 11%	42 16%	56 16%	11 12%	110 15%	54 12%
I would sense something was off, but I would probably figure it out	396 38%	189 41%	116 34%	107 42%	285 37%	66 43%	40 40%	96 36%	187 41%	113 37%	109 44%	62 41%	80 38%	100 38%	133 37%	41 43%	281 38%	180 39%
I would sense something was off, but someone would have to point it out to me	157 15%	71 15%	58 17%	37 14%	120 16%	22 14%	15 15%	44 17%	73 16%	40 13%	34 14%	25 16%	29 14%	47 18%	48 13%	16 17%	98 13%	89 19%
I would not know the difference	130 13%	51 11%	53 16%	24 9%	105 14%	12 8%	11 11%	31 12%	61 13%	38 12%	28 11%	17 11%	32 15%	27 10%	50 14%	6 7%	89 12%	53 12%
I don't read any local news	66 6%	30 6%	11 3%	12 5%	54 7%	9 6%	3 3%	11 4%	26 6%	30 10%	13 5%	14 9%	9 4%	16 6%	31 9%	7 7%	72 10%	17 4%
Unsure	132 13%	59 13%	47 14%	26 10%	105 14%	17 11%	8 8%	33 12%	56 12%	42 14%	36 15%	16 10%	37 18%	30 11%	40 11%	13 14%	90 12%	64 14%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QAIPLawsuits] Newspapers and other copyright owners say that artificial intelligence companies should pay them for accessing their content to train new AI models. AI companies say that using copyrighted material to train models is fair use because users can't download

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
AI companies should pay copyright owners whenever their material is used to train new AI models	646	252	300	340	445	65	76	70	117	99	172	187	286	359
	63%	66%	63%	63%	63%	57%	61%	64%	65%	60%	61%	64%	63%	62%
AI companies should not have to pay copyright owners to use their material to develop new AI models	119	38	58	59	66	17	26	17	17	30	30	24	65	54
	12%	10%	12%	11%	9%	15%	21%	16%	10%	18%	11%	8%	14%	9%
Unsure	264	94	120	145	192	32	23	21	45	36	80	82	102	162
	26%	25%	25%	27%	27%	28%	19%	20%	25%	22%	28%	28%	23%	28%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QAIIPlawsul] Newspapers and other copyright owners say that artificial intelligence companies should pay them for accessing their content to train new AI models. AI companies say that using copyrighted material to train models is fair use because users can't download.

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
AI companies should pay copyright owners whenever their material is used to train new AI models	646	163	211	173	97	374	270	243	200	136	161	119	124	92	317	52	195
	63%	53%	66%	68%	66%	60%	67%	61%	67%	57%	63%	62%	65%	75%	64%	56%	64%
AI companies should not have to pay copyright owners to use their material to develop new AI models	119	45	30	21	22	75	44	41	25	26	30	28	18	11	72	12	22
	12%	15%	10%	8%	15%	12%	11%	10%	8%	11%	12%	15%	10%	9%	14%	13%	7%
Unsure	264	99	76	58	29	175	87	117	72	76	63	43	48	20	107	29	89
	26%	32%	24%	23%	19%	28%	22%	29%	24%	32%	25%	23%	25%	16%	22%	31%	29%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QAIPLawsul] Newspapers and other copyright owners say that artificial intelligence companies should pay them for accessing their content to train new AI models. AI companies say that using copyrighted material to train models is fair use because users can't download.

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029	403	212	377	473	83	473	373	324	313	464	507	487	439	102	200	234	451	616	858	718	760
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
AI companies should pay copyright owners whenever their material is used to train new AI models	646	249	130	241	284	52	310	232	190	219	278	338	292	284	69	113	147	294	395	545	454	486
	63%	62%	61%	64%	60%	62%	66%	62%	58%	70%	60%	67%	60%	65%	68%	57%	63%	65%	64%	63%	63%	64%
AI companies should not have to pay copyright owners to use their material to develop new AI models	119	45	30	43	56	7	56	41	38	35	54	59	57	53	9	26	26	49	63	93	89	89
	12%	11%	14%	11%	12%	9%	12%	11%	12%	11%	12%	12%	12%	12%	9%	13%	11%	11%	10%	11%	12%	12%
Unsure	264	109	52	93	133	25	107	100	97	60	132	111	138	102	24	61	61	108	158	221	175	185
	26%	27%	24%	25%	28%	29%	23%	27%	30%	19%	29%	22%	28%	23%	24%	30%	26%	24%	26%	26%	24%	24%

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[QAIPLawsuits] Newspapers and other copyright owners say that artificial intelligence companies should pay them for accessing their content to train new AI models. AI companies say that using copyrighted material to train models is fair use because users can't download.

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
AI companies should pay copyright owners whenever their material is used to train new AI models	646	292	216	176	462	109	67	159	293	194	152	99	121	175	209	62	458	331
	63%	63%	63%	69%	60%	71%	66%	60%	64%	63%	62%	65%	57%	67%	58%	67%	62%	73%
AI companies should not have to pay copyright owners to use their material to develop new AI models	119	44	48	32	86	15	17	32	51	36	28	15	28	23	46	8	82	33
	12%	9%	14%	13%	11%	10%	17%	12%	11%	12%	11%	10%	13%	9%	13%	8%	11%	7%
Unsure	264	129	80	47	218	29	17	76	112	77	67	39	63	63	103	23	200	93
	26%	28%	23%	18%	28%	19%	17%	28%	25%	25%	27%	25%	30%	24%	29%	25%	27%	20%

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[Q2020Ballot] For which candidate did you vote in the 2020 presidential election?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	464	183	240	221	378	12	42	27	75	67	146	148	170	294
	45%	48%	50%	41%	54%	10%	33%	25%	42%	41%	52%	50%	37%	51%
Joe Biden	507	176	212	290	292	90	75	73	92	88	120	135	252	255
	49%	46%	44%	53%	41%	79%	59%	67%	51%	53%	42%	46%	56%	44%
Jo Jorgensen	6	3	4	2	6	-	-	0	-	1	4	1	1	5
	1%	1%	1%	*%	1%	-	-	*%	-	*%	2%	*%	*%	1%
Howie Hawkins	2	1	1	1	1	-	2	0	-	0	1	1	1	2
	*%	*%	*%	*%	*%	-	1%	*%	-	*%	*%	*%	*%	*%
Kanye West	4	1	2	2	2	2	-	2	1	-	1	-	3	1
	*%	*%	*%	*%	*%	2%	-	2%	*%	-	*%	-	1%	*%
Someone else	5	2	1	4	3	1	0	1	2	1	0	1	3	2
	1%	1%	*%	1%	*%	1%	*%	1%	1%	*%	*%	*%	1%	*%
I did not vote	32	14	13	19	18	6	6	5	7	7	9	5	18	14
	3%	4%	3%	3%	3%	5%	5%	5%	4%	4%	3%	2%	4%	2%
Unsure	8	4	4	4	3	3	2	1	3	1	1	2	5	3
	1%	1%	1%	1%	*%	3%	1%	1%	2%	1%	*%	1%	1%	1%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2020Ballot] For which candidate did you vote in the 2020 presidential election?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
Donald Trump	464 45%	159 52%	143 45%	102 41%	56 38%	302 48%	159 40%	235 58%	141 47%	91 38%	103 41%	102 54%	104 54%	54 43%	217 44%	27 29%	162 53%
Joe Biden	507 49%	124 40%	151 48%	145 57%	86 58%	275 44%	231 58%	142 35%	149 50%	121 51%	137 54%	80 42%	81 42%	69 56%	254 51%	55 59%	133 44%
Jo Jorgensen	6 1%	2 1%	3 1%	1 *	1 1%	5 1%	1 *	5 1%	1 *	2 1%	2 1%	0 *	1 *	1 1%	2 *	3 3%	1 *
Howie Hawkins	2 *	-	1 *	1 *	0 *	1 *	1 *	-	1 *	1 1%	1 *	0 *	-	-	1 *	1 1%	-
Kanye West	4 *	3 1%	1 *	-	-	4 1%	-	2 *	-	0 *	2 1%	1 1%	1 1%	-	2 *	1 1%	-
Someone else	5 1%	1 *	2 1%	0 *	2 1%	3 *	2 1%	1 *	2 1%	1 *	3 1%	1 *	1 1%	-	4 1%	1 1%	1 *
I did not vote	32 3%	14 5%	13 4%	2 1%	2 1%	27 4%	5 1%	16 4%	2 1%	16 7%	5 2%	6 3%	3 2%	0 *	13 3%	4 5%	7 2%
Unsure	8 1%	4 1%	3 1%	1 *	0 *	7 1%	2 *	1 *	2 1%	5 2%	1 *	1 1%	1 *	-	3 1%	3 3%	1 *

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[Q2020Ballot] For which candidate did you vote in the 2020 presidential election?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
Donald Trump	464 45%	366 91%	82 39%	9 2%	418 88%	31 37%	15 3%	321 86%	118 36%	19 6%	464 100%	-	423 87%	11 3%	29 28%	192 96%	204 87%	199 44%	281 46%	395 46%	407 57%	268 35%
Joe Biden	507 49%	26 6%	109 51%	356 94%	34 7%	34 41%	439 93%	37 10%	183 56%	283 90%	-	507 100%	47 10%	413 94%	48 47%	1 1%	24 10%	244 54%	316 51%	440 51%	269 38%	447 59%
Jo Jorgensen	6 1%	2 *	2 1%	1 *	2 *	3 3%	1 *	2 *	3 1%	0 *	-	-	1 *	2 *	4 4%	0 *	1 *	1 *	5 1%	6 1%	5 1%	5 1%
Howie Hawkins	2 *	-	1 *	1 *	-	-	2 1%	-	2 1%	1 *	-	-	-	1 *	1 1%	-	-	1 *	1 *	1 *	2 *	2 *
Kanye West	4 *	1 *	3 1%	-	3 1%	1 1%	-	1 *	2 1%	0 *	-	-	2 *	-	1 1%	0 *	2 1%	0 *	2 *	2 *	2 *	3 *
Someone else	5 1%	1 *	1 *	1 *	2 *	1 1%	3 1%	1 *	2 *	3 1%	-	-	1 *	3 1%	1 1%	-	1 *	3 1%	3 1%	5 1%	5 1%	5 1%
I did not vote	32 3%	6 2%	14 6%	7 2%	11 2%	10 12%	11 2%	11 3%	13 4%	6 2%	-	-	11 2%	6 1%	15 15%	6 3%	3 1%	2 *	6 1%	7 1%	22 3%	24 3%
Unsure	8 1%	1 *	2 1%	2 *	3 1%	4 4%	2 *	1 *	1 *	2 1%	-	-	2 *	3 1%	3 3%	1 *	0 *	1 *	2 *	3 *	5 1%	7 1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Q2020Ballot] For which candidate did you vote in the 2020 presidential election?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	464	247	116	112	348	67	45	82	205	177	92	119	100	69	338	70	664	6
	45%	53%	34%	44%	45%	44%	44%	31%	45%	58%	37%	78%	47%	26%	94%	75%	90%	1%
Joe Biden	507	201	203	123	380	71	53	168	233	107	142	26	103	170	8	19	42	426
	49%	43%	59%	48%	50%	46%	52%	63%	51%	35%	58%	17%	49%	65%	2%	20%	6%	93%
Jo Jorgensen	6	1	1	1	6	1	-	1	0	5	0	1	1	4	1	1	4	1
	1%	%	%	%	1%	%		%	%	2%	%	1%	%	1%	%	1%	1%	%
Howie Hawkins	2	0	1	1	2	1	-	0	1	1	0	-	1	-	-	-	-	5
	%	%	%	%	%	%		%	%	%	%	1%						1%
Kanye West	4	1	2	2	1	2	0	1	1	1	1	0	1	2	1	2	5	-
	%	%	1%	1%	%	1%	%	%	%	%	%	%	%	1%	%	2%	1%	
Someone else	5	3	2	4	2	3	1	1	2	2	2	1	0	3	-	1	4	2
	1%	1%	%	1%	%	2%	1%	%	%	1%	1%	%	%	1%		1%	1%	%
I did not vote	32	9	16	10	22	9	1	10	10	12	6	5	4	11	9	1	17	15
	3%	2%	5%	4%	3%	6%	1%	4%	2%	4%	3%	4%	2%	4%	2%	1%	2%	3%
Unsure	8	3	4	2	6	1	2	4	3	2	2	1	0	2	1	0	4	1
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	%	%	1%	%	%	1%	%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Ideology] Regardless of how you typically vote, would you say you consider yourself to be...?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	373	143	190	183	307	13	36	18	51	47	118	139	115	257
	36%	37%	40%	34%	44%	11%	28%	16%	28%	28%	42%	47%	25%	45%
VERY/SOMEWHAT LIBERAL	313	111	125	182	179	47	52	49	62	68	64	70	179	134
	30%	29%	26%	34%	25%	41%	42%	45%	35%	41%	23%	24%	40%	23%
Very conservative	174	69	90	84	146	4	19	11	23	18	59	64	51	123
	17%	18%	19%	15%	21%	4%	15%	10%	13%	11%	21%	22%	11%	21%
Somewhat conservative	199	74	100	99	162	9	17	7	28	29	59	75	64	135
	19%	19%	21%	18%	23%	8%	13%	7%	16%	18%	21%	26%	14%	23%
Moderate	324	124	156	166	206	47	38	37	60	48	97	82	145	179
	32%	32%	33%	31%	29%	41%	30%	34%	33%	29%	34%	28%	32%	31%
Somewhat liberal	156	55	64	91	94	23	25	24	27	26	31	49	77	79
	15%	14%	13%	17%	13%	21%	20%	22%	15%	16%	11%	17%	17%	14%
Very liberal	157	56	61	91	85	23	27	25	35	42	33	21	102	55
	15%	15%	13%	17%	12%	21%	22%	23%	20%	26%	12%	7%	23%	10%
Unsure	19	6	7	12	11	7	0	5	7	2	4	2	14	5
	2%	2%	1%	2%	2%	6%	*%	5%	4%	1%	1%	1%	3%	1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Ideology] Regardless of how you typically vote, would you say you consider yourself to be...?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
VERY/SOMEWHAT CONSERVATIVE	373 36%	117 38%	111 35%	88 35%	54 36%	228 37%	142 35%	183 45%	123 41%	71 30%	96 38%	75 39%	85 45%	41 33%	164 33%	18 19%	148 48%
VERY/SOMEWHAT LIBERAL	313 30%	62 20%	88 28%	104 41%	59 40%	150 24%	163 41%	76 19%	102 34%	69 29%	85 33%	60 32%	48 25%	40 32%	172 35%	30 33%	72 24%
Very conservative	174 17%	63 20%	51 16%	40 16%	18 12%	113 18%	58 15%	94 23%	50 17%	42 18%	44 17%	32 17%	39 20%	16 13%	74 15%	7 8%	71 23%
Somewhat conservative	199 19%	55 18%	60 19%	47 19%	36 24%	115 18%	83 21%	89 22%	72 24%	29 12%	52 21%	43 22%	46 24%	26 21%	90 18%	11 11%	77 25%
Moderate	324 32%	116 38%	112 35%	59 24%	35 24%	228 37%	95 24%	133 33%	72 24%	86 36%	72 28%	54 28%	55 29%	43 35%	155 31%	41 44%	84 27%
Somewhat liberal	156 15%	37 12%	48 15%	49 19%	22 15%	85 14%	71 18%	45 11%	49 17%	28 12%	46 18%	34 18%	24 13%	19 15%	83 17%	13 14%	44 14%
Very liberal	157 15%	25 8%	40 13%	55 22%	37 25%	65 10%	92 23%	31 8%	53 18%	40 17%	39 15%	26 14%	24 12%	21 17%	89 18%	18 19%	29 9%
Unsure	19 2%	12 4%	7 2%	1 *	-	18 3%	1 *	10 2%	1 *	12 5%	1 *	2 1%	3 2%	-	5 1%	4 4%	2 1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIdeology] Regardless of how you typically vote, would you say you consider yourself to be...?

	Total	Party			Party-Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
VERY/SOMEWHAT CONSERVATIVE	373 36%	311 77%	38 18%	20 5%	341 72%	10 12%	22 5%	373 100%	-	-	321 69%	37 7%	334 69%	20 5%	18 18%	151 76%	170 73%	169 38%	235 38%	324 38%	326 45%	210 28%
VERY/SOMEWHAT LIBERAL	313 30%	13 3%	43 21%	244 65%	15 3%	4 5%	294 62%	-	-	313 100%	19 4%	283 56%	23 5%	270 62%	20 20%	6 3%	8 4%	147 33%	193 31%	265 31%	168 23%	287 38%
Very conservative	174 17%	158 39%	10 5%	4 1%	168 36%	1 2%	4 1%	174 47%	-	-	164 35%	6 1%	167 34%	5 1%	2 2%	89 44%	74 31%	90 20%	118 19%	150 18%	160 22%	86 11%
Somewhat conservative	199 19%	153 38%	28 13%	16 4%	173 37%	9 10%	17 4%	199 53%	-	-	157 34%	31 6%	167 34%	15 3%	17 16%	63 31%	97 41%	79 17%	117 19%	174 20%	166 23%	124 16%
Moderate	324 32%	74 18%	125 59%	111 30%	110 23%	59 71%	156 33%	-	324 100%	-	118 25%	183 36%	125 26%	146 33%	54 52%	41 20%	53 23%	128 28%	181 29%	256 30%	212 29%	248 33%
Somewhat liberal	156 15%	8 2%	25 12%	121 32%	10 2%	3 4%	143 30%	-	-	156 50%	14 3%	136 27%	17 3%	130 30%	9 9%	5 2%	5 2%	75 17%	97 16%	137 16%	81 11%	143 19%
Very liberal	157 15%	5 1%	18 9%	123 33%	5 1%	1 2%	151 32%	-	-	157 50%	5 1%	146 29%	6 1%	140 32%	11 11%	1 *%	3 1%	72 16%	95 15%	128 15%	87 12%	144 19%
Unsure	19 2%	6 1%	6 3%	2 *%	7 2%	10 12%	2 *%	-	-	-	6 1%	5 1%	6 1%	3 1%	10 10%	2 1%	3 1%	6 1%	8 1%	13 1%	13 2%	14 2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[Ideology] Regardless of how you typically vote, would you say you consider yourself to be...?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	373	204	81	85	284	53	31	63	167	143	78	107	88	49	269	62	557	37
	36%	44%	24%	33%	37%	35%	31%	24%	37%	46%	32%	70%	42%	19%	75%	66%	75%	8%
VERY/SOMEWHAT LIBERAL	313	113	139	73	236	47	26	110	134	69	84	13	46	127	7	7	18	266
	30%	24%	41%	29%	31%	30%	26%	41%	29%	23%	34%	9%	22%	49%	2%	8%	2%	58%
Very conservative	174	93	41	37	135	24	14	34	71	69	32	70	40	19	145	20	305	4
	17%	20%	12%	15%	18%	15%	13%	13%	16%	22%	13%	46%	19%	7%	40%	22%	41%	1%
Somewhat conservative	199	111	40	47	149	29	18	29	96	74	46	38	48	30	124	41	253	34
	19%	24%	12%	19%	19%	19%	18%	11%	21%	24%	19%	25%	23%	11%	35%	44%	34%	7%
Moderate	324	142	113	91	233	50	41	85	151	88	81	31	76	76	77	24	147	153
	32%	31%	33%	36%	30%	33%	40%	32%	33%	29%	33%	20%	36%	29%	21%	26%	20%	33%
Somewhat liberal	156	56	67	30	126	19	11	57	65	34	39	7	31	46	5	5	12	142
	15%	12%	19%	12%	16%	12%	11%	22%	14%	11%	16%	4%	14%	18%	1%	5%	2%	31%
Very liberal	157	57	73	43	110	28	15	52	69	35	46	7	16	81	2	3	6	124
	15%	12%	21%	17%	14%	18%	15%	20%	15%	11%	18%	4%	7%	31%	1%	3%	1%	27%
Unsure	19	6	10	6	13	4	3	9	3	7	3	1	1	9	5	-	17	1
	2%	1%	3%	2%	2%	2%	3%	3%	1%	2%	1%	1%	1%	3%	1%		2%	1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QSocialShare] How often, if ever, do you post or share things about political or social issues on social media?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
OFTEN/SOMETIMES	353	121	176	171	208	46	65	55	77	66	89	66	198	155
	34%	32%	37%	31%	30%	40%	52%	51%	43%	40%	31%	23%	44%	27%
RARELY/NEVER	676	263	302	372	495	68	61	54	102	99	194	227	255	421
	66%	68%	63%	69%	70%	60%	48%	49%	57%	60%	69%	77%	56%	73%
Often	104	34	53	52	52	15	24	25	19	17	28	15	61	43
	10%	9%	11%	10%	7%	13%	19%	23%	11%	10%	10%	5%	13%	8%
Sometimes	248	87	123	119	156	31	41	30	58	49	61	51	137	111
	24%	23%	26%	22%	22%	28%	33%	28%	32%	30%	21%	17%	30%	19%
Rarely	287	109	122	163	204	41	22	39	53	39	79	77	131	156
	28%	28%	26%	30%	29%	36%	17%	36%	30%	24%	28%	26%	29%	27%
Never	389	154	180	210	291	27	39	15	49	60	115	150	124	265
	38%	40%	38%	39%	41%	24%	31%	14%	27%	36%	41%	51%	27%	46%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QSocialShare] How often, if ever, do you post or share things about political or social issues on social media?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
OFTEN/SOMETIMES	353 34%	117 38%	114 36%	78 31%	44 30%	230 37%	122 31%	128 32%	80 27%	80 34%	106 42%	64 33%	57 30%	38 31%	221 45%	28 30%	69 23%
RARELY/NEVER	676 66%	190 62%	204 64%	174 69%	104 70%	394 63%	278 69%	274 68%	217 73%	158 66%	149 58%	128 67%	135 70%	85 69%	275 55%	65 70%	236 77%
Often	104 10%	37 12%	28 9%	25 10%	15 10%	65 10%	39 10%	33 8%	19 6%	23 10%	34 13%	15 8%	19 10%	12 10%	69 14%	6 6%	18 6%
Sometimes	248 24%	80 26%	85 27%	53 21%	30 20%	165 26%	83 21%	95 24%	61 21%	57 24%	72 28%	49 25%	37 20%	26 21%	152 31%	23 24%	51 17%
Rarely	287 28%	82 27%	83 26%	75 30%	47 32%	164 26%	122 30%	108 27%	95 32%	72 30%	72 28%	59 31%	44 23%	35 28%	133 27%	32 34%	83 27%
Never	389 38%	109 35%	121 38%	100 39%	57 38%	230 37%	157 39%	166 41%	122 41%	86 36%	76 30%	68 36%	90 47%	50 41%	142 29%	33 35%	153 50%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QSocialShare] How often, if ever, do you post or share things about political or social issues on social media?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
OFTEN/SOMETIMES	353 34%	135 33%	64 30%	141 37%	157 33%	22 27%	173 37%	118 32%	90 28%	140 45%	162 35%	172 34%	173 36%	155 35%	24 24%	87 43%	62 26%	129 29%	194 31%	266 31%	250 35%	275 36%
RARELY/NEVER	676 66%	268 67%	148 70%	236 63%	316 67%	61 73%	299 63%	254 68%	235 72%	173 55%	302 65%	335 66%	314 64%	284 65%	78 76%	113 57%	173 74%	323 71%	423 69%	592 69%	468 65%	485 64%
Often	104 10%	38 9%	13 6%	44 12%	41 9%	7 8%	56 12%	36 10%	15 5%	53 17%	44 9%	55 11%	48 10%	47 11%	9 9%	21 11%	18 8%	40 9%	60 10%	79 9%	76 11%	81 11%
Sometimes	248 24%	97 24%	51 24%	97 26%	116 24%	16 19%	117 25%	82 22%	75 23%	87 28%	118 25%	117 23%	125 26%	108 25%	15 15%	66 33%	44 19%	89 20%	133 22%	187 22%	174 24%	195 26%
Rarely	287 28%	114 28%	60 29%	104 28%	133 28%	24 29%	131 28%	105 28%	95 29%	79 25%	126 27%	143 28%	130 27%	120 27%	37 36%	48 24%	67 29%	136 30%	168 27%	243 28%	201 28%	209 27%
Never	389 38%	154 38%	87 41%	132 35%	183 39%	37 44%	169 36%	149 40%	140 43%	94 30%	176 38%	192 38%	184 38%	164 37%	41 40%	66 33%	105 45%	186 41%	255 41%	349 41%	267 37%	276 36%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QSocialShare] How often, if ever, do you post or share things about political or social issues on social media?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
OFTEN/SOMETIMES	353	133	150	107	243	63	44	121	136	97	59	49	69	84	132	22	256	142
	34%	29%	44%	42%	32%	41%	43%	45%	30%	31%	24%	32%	33%	32%	37%	24%	35%	31%
RARELY/NEVER	676	332	194	148	523	91	57	146	320	210	187	104	143	177	226	71	484	314
	66%	71%	56%	58%	68%	59%	57%	55%	70%	69%	76%	68%	67%	68%	63%	76%	65%	69%
Often	104	36	52	34	69	15	19	35	49	21	24	16	15	30	34	7	69	43
	10%	8%	15%	13%	9%	10%	18%	13%	11%	7%	10%	11%	7%	11%	10%	8%	9%	9%
Sometimes	248	97	98	73	174	47	25	86	87	76	36	32	54	54	98	15	187	99
	24%	21%	28%	29%	23%	31%	25%	32%	19%	25%	15%	21%	25%	21%	27%	16%	25%	22%
Rarely	287	124	103	73	213	47	26	73	128	86	77	54	45	84	92	32	212	146
	28%	27%	30%	29%	28%	31%	25%	27%	28%	28%	31%	36%	21%	32%	26%	34%	29%	32%
Never	389	208	91	75	310	44	31	73	192	124	110	49	97	93	134	39	272	168
	38%	45%	26%	29%	41%	28%	31%	28%	42%	40%	45%	32%	46%	36%	37%	42%	37%	37%

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[QEmployment] What is your current employment status?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	372	142	182	184	229	50	56	50	109	95	90	29	253	119
	36%	37%	38%	34%	33%	44%	44%	46%	61%	58%	32%	10%	56%	21%
Employed part-time	82	33	33	49	55	9	10	13	8	12	30	19	32	50
	8%	9%	7%	9%	8%	8%	8%	12%	4%	7%	11%	7%	7%	9%
Freelance, contract, or temporary work	24	11	12	12	16	7	1	1	5	5	9	4	11	13
	2%	3%	3%	2%	2%	6%	*%	1%	3%	3%	3%	1%	3%	2%
Gig economy work like ride shares, food delivery, or dog walking	18	4	12	6	9	1	3	2	3	8	3	0	14	4
	2%	1%	2%	1%	1%	1%	3%	2%	2%	5%	1%	*%	3%	1%
Unemployed and looking for work	93	25	48	42	53	17	10	12	32	24	22	2	69	24
	9%	6%	10%	8%	8%	15%	8%	11%	18%	15%	8%	1%	15%	4%
Stay-at-home parent or caregiver	61	20	5	56	46	4	8	2	15	12	29	3	29	32
	6%	5%	1%	10%	7%	4%	6%	2%	8%	7%	10%	1%	6%	6%
Full time student	19	7	13	6	5	-	11	18	0	0	-	0	18	0
	2%	2%	3%	1%	1%	-	8%	16%	*%	*%	-	*%	4%	*%
Retired	306	119	152	154	254	20	18	3	2	3	68	230	8	298
	30%	31%	32%	28%	36%	18%	14%	3%	1%	2%	24%	78%	2%	52%
Something else	48	17	20	29	31	6	11	6	3	5	28	7	14	35
	5%	5%	4%	5%	4%	6%	8%	6%	2%	3%	10%	2%	3%	6%
Prefer not to say	7	6	2	5	3	-	-	1	2	1	3	-	4	3
	1%	1%	*%	1%	*%	-	-	1%	1%	1%	1%	-	1%	1%

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[QEmployment] What is your current employment status?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
Employed full-time	372 36%	84 27%	97 30%	119 47%	71 48%	180 29%	190 47%	99 25%	129 43%	31 13%	93 37%	79 41%	94 49%	75 60%	372 75%	-	-
Employed part-time	82 8%	18 6%	39 12%	12 5%	14 9%	57 9%	25 6%	35 9%	20 7%	27 11%	21 8%	17 9%	11 6%	5 4%	82 17%	-	-
Freelance, contract, or temporary work	24 2%	6 2%	7 2%	11 4%	1 1%	13 2%	12 3%	7 2%	9 3%	10 4%	6 2%	3 1%	5 2%	0 %	24 5%	-	-
Gig economy work like ride shares, food delivery, or dog walking	18 2%	3 1%	11 3%	4 2%	-	14 2%	4 1%	5 1%	4 1%	6 3%	7 3%	2 1%	1 1%	0 %	18 4%	-	-
Unemployed and looking for work	93 9%	35 11%	28 9%	25 10%	5 3%	63 10%	29 7%	32 8%	21 7%	41 17%	18 7%	6 3%	12 7%	4 3%	-	93 100%	-
Stay-at-home parent or caregiver	61 6%	27 9%	13 4%	16 6%	5 3%	40 6%	21 5%	29 7%	18 6%	18 7%	15 6%	10 5%	9 5%	7 6%	-	-	-
Full time student	19 2%	5 2%	6 2%	8 3%	-	11 2%	8 2%	3 1%	2 1%	8 3%	2 1%	-	1 1%	6 5%	-	-	-
Retired	306 30%	100 33%	103 33%	56 22%	46 31%	204 33%	102 25%	166 41%	88 29%	67 28%	84 33%	66 35%	55 29%	26 21%	-	-	306 100%
Something else	48 5%	28 9%	14 4%	3 1%	2 2%	41 7%	6 1%	24 6%	5 2%	29 12%	8 3%	9 5%	1 %	-	-	-	-
Prefer not to say	7 1%	1 %	1 %	-	4 3%	2 %	4 1%	2 %	-	0 %	-	-	1 1%	-	-	-	-

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[QEmployment] What is your current employment status?

	Total	Party			Party-Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
Employed full-time	372 36%	139 34%	77 36%	150 40%	164 35%	29 35%	179 38%	122 33%	119 37%	129 41%	166 36%	193 38%	188 39%	160 36%	24 23%	72 36%	80 34%	135 30%	201 33%	298 35%	265 37%	294 39%
Employed part-time	82 8%	36 9%	11 5%	25 7%	39 8%	6 7%	37 8%	34 9%	24 7%	21 7%	40 9%	34 7%	39 8%	26 6%	17 16%	14 7%	22 9%	45 10%	55 9%	67 8%	55 8%	61 8%
Freelance, contract, or temporary work	24 2%	6 2%	10 5%	8 2%	9 2%	2 2%	14 3%	5 1%	9 3%	10 3%	7 1%	15 3%	11 2%	11 2%	2 2%	4 2%	4 2%	9 2%	17 3%	20 2%	15 2%	18 2%
Gig economy work like ride shares, food delivery, or dog walking	18 2%	4 1%	8 4%	5 1%	4 1%	0 %	13 3%	3 1%	3 1%	12 4%	4 1%	13 2%	4 1%	11 3%	2 2%	3 1%	1 %	11 2%	11 2%	16 2%	13 2%	13 2%
Unemployed and looking for work	93 9%	25 6%	27 13%	30 8%	32 7%	11 14%	50 11%	18 5%	41 13%	30 10%	27 6%	55 11%	26 5%	49 11%	18 17%	17 9%	13 6%	30 7%	45 7%	67 8%	70 10%	73 10%
Stay-at-home parent or caregiver	61 6%	32 8%	8 4%	19 5%	36 8%	2 3%	22 5%	26 7%	17 5%	16 5%	34 7%	23 5%	37 8%	20 5%	3 3%	11 5%	20 8%	24 5%	28 5%	53 6%	46 6%	46 6%
Full time student	19 2%	0 %	7 3%	9 2%	3 1%	2 2%	14 3%	3 1%	6 2%	10 3%	3 1%	15 3%	3 1%	14 3%	2 2%	2 1%	1 %	2 1%	0 %	12 1%	12 2%	12 2%
Retired	306 30%	145 36%	49 23%	111 29%	165 35%	17 20%	124 26%	148 40%	84 26%	72 23%	162 35%	133 26%	158 32%	129 29%	18 18%	69 34%	84 36%	176 39%	225 36%	277 32%	207 29%	206 27%
Something else	48 5%	14 3%	15 7%	15 4%	18 4%	14 17%	16 3%	12 3%	20 6%	11 3%	19 4%	24 5%	19 4%	15 3%	15 14%	9 5%	9 4%	18 4%	29 5%	42 5%	29 4%	35 5%
Prefer not to say	7 1%	2 %	1 %	4 1%	3 1%	-	4 1%	2 %	1 %	3 1%	2 1%	3 1%	2 %	4 1%	1 1%	-	2 1%	1 %	5 1%	6 1%	7 1%	1 %

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QEmployment] What is your current employment status?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	372	165	138	147	222	69	78	131	156	85	83	45	76	93	131	29	209	144
	36%	35%	40%	58%	29%	45%	77%	49%	34%	28%	34%	29%	36%	36%	37%	32%	28%	32%
Employed part-time	82	38	30	17	64	13	4	17	43	22	25	14	15	21	29	9	53	44
	8%	8%	9%	7%	8%	8%	4%	6%	9%	7%	10%	9%	7%	8%	8%	9%	7%	10%
Freelance, contract, or temporary work	24	8	12	3	20	3	1	5	13	7	8	2	3	13	6	0	6	17
	2%	2%	4%	1%	3%	2%	1%	2%	3%	2%	3%	1%	1%	5%	2%	0%	1%	4%
Gig economy work like ride shares, food delivery, or dog walking	18	2	13	5	13	1	3	3	7	8	1	1	1	9	4	-	9	7
	2%	0%	4%	2%	2%	1%	3%	1%	1%	2%	0%	1%	1%	4%	1%	-	1%	2%
Unemployed and looking for work	93	18	63	21	72	16	5	29	38	26	20	7	11	40	27	4	52	36
	9%	4%	18%	8%	9%	10%	5%	11%	8%	9%	8%	5%	5%	15%	7%	4%	7%	8%
Stay-at-home parent or caregiver	61	46	10	32	28	30	2	9	26	26	22	12	15	12	25	10	54	20
	6%	10%	3%	13%	4%	20%	2%	3%	6%	8%	9%	8%	7%	5%	7%	11%	7%	4%
Full time student	19	-	18	4	14	3	1	4	10	5	3	0	4	2	2	1	5	4
	2%	-	5%	2%	2%	2%	1%	1%	2%	2%	1%	0%	2%	1%	1%	1%	1%	1%
Retired	306	171	35	21	285	16	5	55	146	105	76	61	74	57	115	38	320	166
	30%	37%	10%	8%	37%	10%	5%	21%	32%	34%	31%	40%	35%	22%	32%	41%	43%	36%
Something else	48	13	22	3	46	2	1	14	13	22	5	10	11	10	16	2	24	17
	5%	3%	6%	1%	6%	1%	1%	5%	3%	7%	2%	7%	5%	4%	4%	2%	3%	4%
Prefer not to say	7	4	3	1	3	1	-	0	5	2	4	0	0	4	2	1	8	1
	1%	1%	1%	1%	0%	1%	-	0%	1%	1%	2%	0%	0%	2%	1%	1%	1%	0%

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[QTypeofWork] Which of the following comes closest to describing the kind of work you do?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	496	190	239	252	310	67	70	66	125	120	133	52	311	185
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	640	237	299	339	469	74	65	56	131	158	209	86	345	295
White collar worker, like work at a desk or an office	247	94	102	142	158	31	39	21	52	71	72	31	144	103
	50%	49%	43%	56%	51%	46%	55%	32%	42%	59%	54%	60%	46%	56%
Blue collar worker, like work with my hands or in a factory	139	49	89	48	86	20	18	20	44	32	33	10	97	42
	28%	26%	37%	19%	28%	30%	25%	31%	35%	27%	25%	19%	31%	23%
Service worker, like work in a store or hospital	91	40	37	54	56	13	10	21	20	15	26	9	56	35
	18%	21%	15%	21%	18%	19%	15%	32%	16%	13%	20%	17%	18%	19%
Unsure	19	8	11	8	10	3	3	4	9	2	2	2	15	4
	4%	4%	5%	3%	3%	4%	5%	5%	7%	2%	1%	4%	5%	2%

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[QTypeofWork] Which of the following comes closest to describing the kind of work you do?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	496 100	110 100	153 100	145 100	86 100	263 100	231 100	145 100	163 100	75 100	127 100	101 100	111 100	81 100	496 100	-	-
Unweighted Total	640	115	257	178	88	372	266	267	200	102	159	144	145	89	640	-	-
White collar worker, like work at a desk or an office	247 50%	24 22%	63 41%	93 64%	65 75%	87 33%	158 68%	47 32%	110 67%	14 19%	45 35%	51 51%	79 71%	58 71%	247 50%	-	-
Blue collar worker, like work with my hands or in a factory	139 28%	54 49%	50 33%	27 19%	7 9%	105 40%	34 15%	66 46%	20 12%	29 39%	43 33%	31 31%	20 18%	16 20%	139 28%	-	-
Service worker, like work in a store or hospital	91 18%	26 23%	34 22%	18 13%	13 15%	60 23%	31 13%	26 18%	29 18%	23 31%	33 26%	17 17%	10 9%	7 9%	91 18%	-	-
Unsure	19 4%	6 5%	5 4%	6 4%	1 1%	11 4%	7 3%	6 4%	4 2%	8 11%	7 6%	1 1%	2 2%	-	19 4%	-	-

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[QTypeofWork] Which of the following comes closest to describing the kind of work you do?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	496 100	186 100	106 100	188 100	216 100	37 100	243 100	164 100	155 100	172 100	217 100	254 100	243 100	208 100	45 100	92 100	107 100	200 100	284 100	401 100	348 100	386 100
Unweighted Total	640	303	134	183	360	44	236	271	200	160	334	235	367	213	60	161	173	216	313	462	472	466
White collar worker, like work at a desk or an office	247 50%	94 51%	48 45%	99 53%	108 50%	13 36%	125 52%	82 50%	70 45%	94 55%	104 48%	131 51%	111 46%	115 55%	21 45%	51 55%	46 44%	109 54%	159 56%	217 54%	166 48%	193 50%
Blue collar worker, like work with my hands or in a factory	139 28%	59 32%	32 30%	47 25%	71 33%	16 44%	52 21%	51 31%	54 35%	33 19%	74 34%	60 24%	87 36%	43 21%	8 19%	34 36%	34 32%	41 21%	61 21%	89 22%	104 30%	106 27%
Service worker, like work in a store or hospital	91 18%	29 16%	22 20%	33 18%	33 15%	7 18%	51 21%	28 17%	27 17%	35 20%	35 16%	51 20%	41 17%	37 18%	13 28%	7 7%	24 23%	43 22%	54 19%	79 20%	65 19%	73 19%
Unsure	19 4%	3 2%	5 4%	10 5%	3 1%	1 3%	15 6%	3 2%	4 3%	10 6%	4 2%	12 5%	3 1%	12 6%	3 8%	1 1%	2 2%	7 4%	10 4%	16 4%	13 4%	14 4%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QTypeofWork] Which of the following comes closest to describing the kind of work you do?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	496	213	193	172	319	86	86	156	218	122	117	62	95	136	171	38	277	212
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	640	269	230	229	406	131	98	183	285	172	151	112	123	162	282	61	640	640
White collar worker, like work at a desk or an office	247	128	71	88	155	50	38	71	122	53	73	25	51	61	82	22	144	124
	50%	60%	37%	51%	49%	59%	44%	46%	56%	44%	62%	40%	54%	45%	48%	57%	52%	58%
Blue collar worker, like work with my hands or in a factory	139	54	60	56	83	21	36	53	44	43	12	25	29	31	61	9	81	42
	28%	25%	31%	33%	26%	24%	41%	34%	20%	35%	10%	40%	30%	23%	35%	23%	29%	20%
Service worker, like work in a store or hospital	91	27	47	24	66	13	11	23	48	20	30	11	15	30	25	8	47	42
	18%	13%	25%	14%	21%	15%	13%	15%	22%	17%	26%	18%	15%	22%	14%	20%	17%	20%
Unsure	19	4	14	4	15	2	2	9	5	5	3	1	1	13	3	-	6	4
	4%	2%	7%	2%	5%	2%	2%	6%	2%	4%	2%	2%	1%	10%	2%		2%	2%

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[QIncome] Which range includes your annual household income?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	238	89	107	131	136	45	35	42	35	37	73	50	115	123
	23%	23%	22%	24%	19%	39%	28%	39%	20%	22%	26%	17%	25%	21%
\$30,000 to \$49,999 per year	254	111	97	154	185	22	32	30	50	37	61	77	116	138
	25%	29%	20%	28%	26%	20%	25%	27%	28%	23%	22%	26%	26%	24%
\$50,000 to \$74,999 per year	191	62	97	92	130	17	23	11	28	22	60	69	62	129
	19%	16%	20%	17%	19%	15%	18%	10%	16%	13%	21%	24%	14%	22%
\$75,000 to \$125,000 per year	191	81	100	91	142	14	23	9	36	37	48	62	82	109
	19%	21%	21%	17%	20%	13%	18%	9%	20%	22%	17%	21%	18%	19%
More than \$125,000 per year	124	31	62	59	91	12	11	14	19	26	33	32	59	65
	12%	8%	13%	11%	13%	11%	9%	13%	10%	16%	12%	11%	13%	11%
Prefer not to say	31	10	15	16	19	3	3	2	12	6	7	4	19	12
	3%	3%	3%	3%	3%	3%	2%	2%	7%	4%	3%	1%	4%	2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIncome] Which range includes your annual household income?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
Less than \$30,000 per year	238 23%	114 37%	79 25%	30 12%	13 9%	193 31%	44 11%	109 27%	27 9%	238 100%	-	-	-	-	75 15%	41 44%	67 22%
\$30,000 to \$49,999 per year	254 25%	84 27%	93 29%	55 22%	22 15%	177 28%	77 19%	125 31%	60 20%	-	254 100%	-	-	-	127 26%	18 19%	84 27%
\$50,000 to \$74,999 per year	191 19%	51 17%	68 21%	43 17%	28 19%	119 19%	70 18%	75 19%	54 18%	-	-	191 100%	-	-	101 20%	6 6%	66 22%
\$75,000 to \$125,000 per year	191 19%	37 12%	49 15%	67 26%	39 26%	85 14%	106 26%	64 16%	78 26%	-	-	-	191 100%	-	111 22%	12 13%	55 18%
More than \$125,000 per year	124 12%	10 3%	18 6%	51 20%	43 29%	28 4%	95 24%	18 4%	72 24%	-	-	-	-	124 100%	81 16%	4 4%	26 8%
Prefer not to say	31 3%	11 4%	10 3%	6 2%	3 2%	21 3%	9 2%	11 3%	6 2%	-	-	-	-	-	1 *	13 14%	7 2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
Less than \$30,000 per year	238 23%	77 19%	58 28%	89 24%	91 19%	25 30%	121 26%	71 19%	86 27%	69 22%	91 20%	121 24%	96 20%	109 25%	33 32%	41 21%	42 18%	80 18%	107 17%	178 21%	154 21%	175 23%
\$30,000 to \$49,999 per year	254 25%	99 25%	42 20%	99 26%	111 23%	22 26%	122 26%	96 26%	72 22%	85 27%	103 22%	137 27%	119 24%	109 25%	26 26%	52 26%	47 20%	117 26%	159 26%	219 26%	176 25%	192 25%
\$50,000 to \$74,999 per year	191 19%	85 21%	36 17%	67 18%	100 21%	12 15%	79 17%	75 20%	54 17%	60 19%	102 22%	80 16%	97 20%	73 17%	21 21%	41 20%	54 23%	91 20%	120 20%	158 18%	140 19%	134 18%
\$75,000 to \$125,000 per year	191 19%	92 23%	39 18%	58 15%	108 23%	10 12%	72 15%	85 23%	55 17%	48 15%	104 22%	81 16%	112 23%	70 16%	9 9%	49 24%	54 23%	85 19%	123 20%	163 19%	136 19%	150 20%
More than \$125,000 per year	124 12%	46 11%	25 12%	50 13%	56 12%	10 12%	58 12%	41 11%	43 13%	40 13%	54 12%	69 14%	55 11%	59 13%	10 10%	16 8%	33 14%	66 15%	85 14%	109 13%	88 12%	93 12%
Prefer not to say	31 3%	5 1%	12 6%	14 4%	7 2%	4 4%	20 4%	4 1%	14 4%	12 4%	9 2%	20 4%	8 2%	20 5%	3 3%	1 1%	4 2%	12 3%	22 4%	29 3%	24 3%	15 2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
Less than \$30,000 per year	238 23%	40 9%	128 37%	39 15%	196 26%	28 19%	10 10%	77 29%	77 17%	84 27%	49 20%	32 21%	35 16%	77 29%	71 20%	16 17%	147 20%	109 24%
\$30,000 to \$49,999 per year	254 25%	99 21%	94 27%	57 22%	197 26%	41 26%	16 16%	71 27%	110 24%	73 24%	68 28%	44 29%	56 26%	70 27%	84 23%	19 20%	177 24%	108 24%
\$50,000 to \$74,999 per year	191 19%	108 23%	43 12%	52 21%	138 18%	28 18%	25 24%	43 16%	80 18%	68 22%	39 16%	37 24%	39 18%	30 12%	77 22%	18 19%	170 23%	82 18%
\$75,000 to \$125,000 per year	191 19%	131 28%	34 10%	60 23%	130 17%	33 21%	27 27%	39 15%	105 23%	47 15%	52 21%	23 15%	50 24%	50 19%	87 24%	19 20%	152 21%	86 19%
More than \$125,000 per year	124 12%	78 17%	27 8%	43 17%	81 11%	20 13%	23 22%	32 12%	67 15%	25 8%	30 12%	14 9%	30 14%	21 8%	35 10%	20 21%	78 11%	58 13%
Prefer not to say	31 3%	10 2%	17 5%	4 2%	24 3%	4 3%	-	5 2%	17 4%	9 3%	8 3%	3 2%	2 1%	12 5%	3 1%	3 3%	15 2%	12 3%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QHH_Union] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household
 -Is a member of a labor union

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	78	19	46	32	48	13	9	8	15	17	18	20	40	38
	8%	5%	10%	6%	7%	12%	7%	7%	9%	10%	6%	7%	9%	7%
Applies to someone in my household	67	20	31	36	39	6	17	9	10	13	21	14	32	35
	7%	5%	7%	7%	6%	5%	14%	8%	6%	8%	8%	5%	7%	6%
Neither/Unsure	890	346	402	480	619	96	102	93	155	136	246	261	384	506
	87%	90%	84%	88%	88%	84%	81%	85%	87%	83%	87%	89%	85%	88%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QHH_Union] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household
 -Is a member of a labor union

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	78	18	26	13	21	44	34	32	16	3	11	14	22	26	59	1	18
	8%	6%	8%	5%	15%	7%	9%	8%	5%	1%	4%	7%	11%	21%	12%	1%	6%
Applies to someone in my household	67	15	25	20	8	40	27	22	17	8	13	10	18	18	30	7	15
	7%	5%	8%	8%	5%	6%	7%	5%	6%	3%	5%	5%	10%	15%	6%	7%	5%
Neither/Unsure	890	274	270	222	121	544	343	350	266	227	231	168	154	82	411	85	275
	87%	89%	85%	88%	81%	87%	86%	87%	89%	95%	91%	88%	80%	66%	83%	92%	90%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QHH_Union] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household
 -Is a member of a labor union

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029	403	212	377	473	83	473	373	324	313	464	507	487	439	102	200	234	451	616	858	718	760
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	78	27	12	38	32	4	43	23	23	32	29	48	35	42	2	14	16	32	41	56	48	63
	8%	7%	6%	10%	7%	4%	9%	6%	7%	10%	6%	9%	7%	9%	2%	7%	7%	7%	7%	7%	7%	8%
Applies to someone in my household	67	28	11	28	32	3	31	24	19	22	27	34	29	32	6	16	15	31	39	60	45	48
	7%	7%	5%	8%	7%	4%	7%	6%	6%	7%	6%	7%	6%	7%	6%	8%	6%	7%	6%	7%	6%	6%
Neither/Unsure	890	351	189	315	411	76	403	328	283	262	410	430	427	370	94	173	204	389	539	747	627	654
	87%	87%	89%	84%	87%	91%	85%	88%	87%	84%	88%	85%	88%	84%	92%	86%	87%	86%	88%	87%	87%	86%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QHH_Union] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household
 -Is a member of a labor union

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	78	44	23	29	49	8	21	24	37	18	19	13	16	17	22	8	43	39
	8%	9%	7%	11%	6%	5%	20%	9%	8%	6%	8%	9%	7%	7%	6%	8%	6%	9%
Applies to someone in my household	67	42	19	21	44	13	8	20	34	13	20	8	18	16	26	6	53	27
	7%	9%	5%	8%	6%	8%	8%	7%	8%	4%	8%	5%	8%	6%	7%	6%	7%	6%
Neither/Unsure	890	384	304	206	677	134	72	226	387	277	210	131	178	232	312	80	650	391
	87%	83%	88%	81%	88%	87%	71%	85%	85%	90%	85%	86%	84%	89%	87%	86%	88%	86%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QHH_Gunowner] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household
 -Owns a gun

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	276	96	175	98	187	22	40	17	50	46	83	81	112	164
	27%	25%	37%	18%	27%	19%	31%	15%	28%	28%	29%	28%	25%	28%
Applies to someone in my household	198	79	55	143	125	22	40	29	29	32	61	46	91	107
	19%	21%	11%	26%	18%	19%	31%	27%	16%	20%	22%	16%	20%	19%
Neither/Unsure	628	230	277	345	440	76	58	69	111	98	164	185	279	349
	61%	60%	58%	64%	63%	67%	46%	64%	62%	60%	58%	63%	62%	61%

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 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QHH_Gunowner] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household
 -Owns a gun

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	276	69	99	73	31	168	105	103	81	47	54	63	69	38	146	14	85
	27%	22%	31%	29%	21%	27%	26%	26%	27%	20%	21%	33%	36%	31%	29%	15%	28%
Applies to someone in my household	198	56	62	60	18	118	79	71	54	35	41	37	43	35	83	11	55
	19%	18%	20%	24%	12%	19%	20%	18%	18%	15%	16%	19%	22%	28%	17%	12%	18%
Neither/Unsure	628	207	178	136	105	385	242	258	181	168	175	103	99	61	294	70	191
	61%	67%	56%	54%	71%	62%	60%	64%	61%	71%	69%	54%	52%	50%	59%	75%	62%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QHH_Gunowner] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household
 -Owns a gun

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029	403	212	377	473	83	473	373	324	313	464	507	487	439	102	200	234	451	616	858	718	760
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	276	152	59	60	179	23	73	143	75	55	177	86	182	73	21	84	85	117	171	231	224	191
	27%	38%	28%	16%	38%	27%	16%	38%	23%	17%	38%	17%	37%	17%	20%	42%	36%	26%	28%	27%	31%	25%
Applies to someone in my household	198	92	43	62	107	18	73	76	63	54	101	89	109	69	20	41	58	71	108	164	154	146
	19%	23%	20%	17%	23%	22%	15%	20%	19%	17%	22%	18%	22%	16%	20%	20%	25%	16%	18%	19%	21%	19%
Neither/Unsure	628	197	127	273	232	49	347	188	209	219	229	358	243	316	68	98	110	290	376	527	397	478
	61%	49%	60%	73%	49%	58%	73%	51%	65%	70%	49%	70%	50%	72%	67%	49%	47%	64%	61%	61%	55%	63%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QHH_Gunowner] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household
 -Owns a gun

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	276	154	61	92	183	41	51	60	112	103	35	54	57	59	144	30	270	68
	27%	33%	18%	36%	24%	26%	51%	23%	25%	34%	14%	36%	27%	23%	40%	33%	37%	15%
Applies to someone in my household	198	122	45	64	132	45	19	46	90	63	62	33	42	38	77	27	163	67
	19%	26%	13%	25%	17%	29%	19%	17%	20%	20%	25%	22%	20%	15%	21%	29%	22%	15%
Neither/Unsure	628	245	243	128	493	85	43	177	280	171	165	77	133	180	176	43	370	335
	61%	53%	71%	50%	64%	55%	43%	66%	62%	56%	67%	51%	63%	69%	49%	46%	50%	74%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QHH_Military] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household

-Serves or has served in the US Military

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	112	41	94	19	67	17	14	4	6	13	31	59	23	89
	11%	11%	20%	3%	9%	15%	11%	4%	3%	8%	11%	20%	5%	15%
Applies to someone in my household	99	39	23	76	68	14	11	8	15	8	29	39	32	67
	10%	10%	5%	14%	10%	13%	9%	8%	9%	5%	10%	13%	7%	12%
Neither/Unsure	825	307	362	455	572	83	102	96	158	144	226	201	398	427
	80%	80%	76%	84%	81%	73%	81%	88%	88%	87%	80%	68%	88%	74%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QHH_Military] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household

-Serves or has served in the US Military

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029	307	317	252	148	624	400	402	297	238	254	191	191	124	496	93	306
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	112	28	38	27	19	66	47	38	29	20	22	28	24	18	47	3	51
	11%	9%	12%	11%	13%	11%	12%	9%	10%	8%	9%	15%	13%	14%	10%	3%	17%
Applies to someone in my household	99	32	36	22	9	68	31	45	22	11	21	24	23	15	34	9	43
	10%	10%	11%	9%	6%	11%	8%	11%	7%	5%	8%	13%	12%	12%	7%	9%	14%
Neither/Unsure	825	248	245	205	123	493	328	321	249	208	211	143	144	93	416	81	218
	80%	81%	77%	81%	83%	79%	82%	80%	84%	87%	83%	75%	76%	75%	84%	87%	71%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QHH_Military] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household

-Serves or has served in the US Military

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029	403	212	377	473	83	473	373	324	313	464	507	487	439	102	200	234	451	616	858	718	760
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	112	43	31	35	53	20	39	47	34	25	55	51	57	37	18	23	27	73	89	99	82	75
	11%	11%	15%	9%	11%	24%	8%	13%	10%	8%	12%	10%	12%	8%	17%	12%	11%	16%	14%	12%	11%	10%
Applies to someone in my household	99	48	15	37	53	5	42	36	28	35	49	45	54	43	3	22	27	45	61	80	75	69
	10%	12%	7%	10%	11%	6%	9%	10%	8%	11%	11%	9%	11%	10%	3%	11%	11%	10%	10%	9%	10%	9%
Neither/Unsure	825	316	166	309	371	58	396	291	265	257	362	415	380	363	82	156	183	338	473	685	569	622
	80%	78%	78%	82%	78%	70%	84%	78%	82%	82%	78%	82%	78%	83%	80%	78%	78%	75%	77%	80%	79%	82%

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[QHH_Military] For each of the following descriptions, please indicate if this applies to you personally or to someone in your household

-Serves or has served in the US Military

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Applies to me	112	58	24	17	95	3	14	28	50	34	4	20	19	26	39	11	94	58
	11%	13%	7%	7%	12%	2%	14%	10%	11%	11%	2%	13%	9%	10%	11%	12%	13%	13%
Applies to someone in my household	99	59	21	22	77	15	7	21	35	43	28	21	13	19	33	19	101	42
	10%	13%	6%	9%	10%	10%	7%	8%	8%	14%	11%	14%	6%	7%	9%	21%	14%	9%
Neither/Unsure	825	350	299	217	600	136	81	219	371	235	216	114	180	219	288	64	556	359
	80%	75%	87%	85%	78%	88%	80%	82%	81%	77%	88%	74%	85%	84%	81%	69%	75%	79%

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[QUrbanRural] How would you describe the area in which you live?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
City	267	91	131	132	146	54	40	41	71	42	65	48	154	112
	26%	24%	27%	24%	21%	47%	31%	38%	40%	26%	23%	16%	34%	19%
Suburb near a city	455	179	209	246	318	46	47	43	60	77	122	155	179	276
	44%	47%	44%	45%	45%	41%	38%	39%	33%	47%	43%	53%	40%	48%
Small town not near a city	116	42	58	57	93	7	14	5	17	18	39	36	41	75
	11%	11%	12%	10%	13%	6%	11%	5%	10%	11%	14%	12%	9%	13%
Rural or country area	191	71	80	108	146	7	25	20	31	27	58	55	79	112
	19%	19%	17%	20%	21%	6%	20%	18%	17%	17%	20%	19%	17%	19%

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[QUrbanRural] How would you describe the area in which you live?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
City	267 26%	75 24%	85 27%	67 26%	40 27%	160 26%	106 27%	79 20%	66 22%	77 33%	71 28%	43 22%	39 20%	32 26%	156 31%	29 31%	55 18%
Suburb near a city	455 44%	120 39%	135 42%	124 49%	75 51%	254 41%	199 50%	167 42%	149 50%	77 32%	110 43%	80 42%	105 55%	67 54%	218 44%	38 40%	146 48%
Small town not near a city	116 11%	35 11%	37 12%	30 12%	13 9%	72 11%	43 11%	55 14%	36 12%	29 12%	28 11%	25 13%	18 9%	11 9%	48 10%	12 13%	37 12%
Rural or country area	191 19%	78 25%	61 19%	31 12%	20 13%	138 22%	51 13%	100 25%	45 15%	55 23%	45 18%	44 23%	29 15%	14 11%	73 15%	14 15%	68 22%

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[QUrbanRural] How would you describe the area in which you live?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029	403	212	377	473	83	473	373	324	313	464	507	487	439	102	200	234	451	616	858	718	760
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
City	267	72	45	140	82	21	163	63	85	110	82	168	93	150	24	40	34	96	146	208	170	206
	26%	18%	21%	37%	17%	26%	35%	17%	26%	35%	18%	33%	19%	34%	23%	20%	14%	21%	24%	24%	24%	27%
Suburb near a city	455	183	102	157	210	38	207	167	151	134	205	233	212	193	51	81	115	219	293	392	315	336
	44%	45%	48%	42%	44%	46%	44%	45%	47%	43%	44%	46%	43%	44%	50%	41%	49%	49%	47%	46%	44%	44%
Small town not near a city	116	46	24	37	61	11	45	50	35	30	58	49	61	41	14	22	34	58	70	99	79	87
	11%	11%	12%	10%	13%	13%	10%	14%	11%	10%	13%	10%	13%	9%	14%	11%	15%	13%	11%	12%	11%	11%
Rural or country area	191	102	40	43	120	13	57	92	54	39	119	57	122	55	13	58	51	79	107	159	153	132
	19%	25%	19%	11%	25%	16%	12%	25%	17%	13%	26%	11%	25%	13%	13%	29%	22%	17%	17%	19%	21%	17%

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[QUrbanRural] How would you describe the area in which you live?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
City	267	97	117	86	181	43	43	267	-	-	-	30	55	76	66	13	118	149
	26%	21%	34%	34%	24%	28%	42%	100%				19%	26%	29%	18%	13%	16%	33%
Suburb near a city	455	205	148	93	356	59	34	-	455	-	246	53	102	104	154	47	301	213
	44%	44%	43%	37%	46%	39%	34%		100%		100%	34%	48%	40%	43%	50%	41%	47%
Small town not near a city	116	57	32	21	95	15	6	-	-	116	-	16	22	36	40	18	105	38
	11%	12%	9%	8%	12%	10%	6%			38%		11%	11%	14%	11%	19%	14%	8%
Rural or country area	191	105	47	55	134	36	19	-	-	191	-	54	32	45	98	16	215	56
	19%	23%	14%	21%	17%	23%	18%			62%		36%	15%	17%	27%	17%	29%	12%

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[QNativity] Where were you born?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	980	360	450	523	689	109	114	98	176	156	266	284	430	551
	95%	94%	94%	96%	98%	96%	91%	90%	98%	95%	94%	97%	95%	96%
In a foreign country	43	21	27	16	13	3	11	11	3	9	12	8	23	20
	4%	5%	6%	3%	2%	3%	8%	10%	2%	5%	4%	3%	5%	3%
Prefer not to say	6	4	1	5	1	1	1	-	-	-	5	1	-	6
	1%	1%	1%	1%	1%	1%	1%				2%	1%		1%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QNativity] Where were you born?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
In the United States	980 95%	297 97%	298 94%	240 95%	141 95%	595 95%	381 95%	394 98%	292 98%	226 95%	242 95%	183 96%	184 96%	118 95%	470 95%	88 95%	298 98%
In a foreign country	43 4%	8 3%	18 6%	12 5%	4 3%	27 4%	16 4%	8 2%	5 2%	10 4%	12 5%	8 4%	7 3%	6 5%	24 5%	4 4%	8 2%
Prefer not to say	6 1%	1 *	1 *	-	3 2%	2 *	3 1%	0 *	-	1 1%	-	1 *	1 1%	-	2 *	1 1%	-

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[QNativity] Where were you born?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
In the United States	980 95%	389 96%	201 95%	357 95%	456 97%	82 98%	442 94%	361 97%	309 95%	293 94%	448 97%	477 94%	473 97%	416 95%	91 89%	194 97%	225 96%	431 96%	585 95%	817 95%	688 96%	733 96%
In a foreign country	43 4%	13 3%	11 5%	16 4%	15 3%	1 2%	27 6%	11 3%	15 5%	17 6%	15 3%	26 5%	14 3%	19 4%	11 10%	5 2%	9 4%	18 4%	26 4%	36 4%	25 3%	26 3%
Prefer not to say	6 1%	1 *	-	4 1%	1 *	0 %	4 1%	1 *	1 %	3 1%	1 *	4 1%	1 *	5 1%	0 *	1 1%	-	2 *	5 1%	5 1%	6 1%	1 *

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[QNativity] Where were you born?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	980	440	326	248	728	151	96	256	427	297	234	150	201	246	345	90	711	439
	95%	95%	95%	97%	95%	99%	95%	96%	94%	97%	95%	98%	95%	94%	96%	97%	96%	96%
In a foreign country	43	20	16	7	36	2	5	10	23	9	8	2	9	12	11	3	24	17
	4%	4%	5%	3%	5%	1%	5%	4%	5%	3%	3%	1%	4%	5%	3%	3%	3%	4%
Prefer not to say	6	4	1	-	3	-	-	-	5	0	4	1	1	3	1	-	4	-
	1%	1%	*%		*%				1%	*%	2%	*%	*%	1%	*%		1%	

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[QMarital] What is your current marital status?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	343	112	175	163	174	68	66	91	100	64	62	26	255	89
	33%	29%	37%	30%	25%	60%	52%	83%	56%	39%	22%	9%	56%	15%
Married	465	190	222	242	351	32	45	14	60	72	150	168	146	318
	45%	49%	46%	45%	50%	29%	35%	13%	33%	44%	53%	57%	32%	55%
Separated	20	11	7	13	12	3	5	0	5	3	9	3	8	11
	2%	3%	2%	2%	2%	3%	4%	*%	3%	2%	3%	1%	2%	2%
Divorced	128	45	47	78	104	9	6	1	13	20	41	54	33	95
	12%	12%	10%	14%	15%	8%	5%	*%	7%	12%	15%	18%	7%	16%
Widowed	67	25	22	45	56	1	4	-	2	5	20	40	8	59
	6%	7%	5%	8%	8%	1%	3%	-	1%	3%	7%	13%	2%	10%
Prefer not to say	7	1	4	3	6	-	1	3	-	-	1	3	3	4
	1%	*%	1%	*%	1%	-	1%	3%	-	-	*%	1%	1%	1%

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[QMarital] What is your current marital status?

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		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
Single, never married	343 33%	121 39%	97 31%	91 36%	33 22%	218 35%	124 31%	95 24%	78 26%	128 54%	94 37%	43 22%	34 18%	27 22%	193 39%	63 67%	35 11%
Married	465 45%	122 40%	138 43%	124 49%	79 54%	260 42%	203 51%	193 48%	156 52%	40 17%	99 39%	108 57%	131 68%	78 63%	213 43%	18 20%	171 56%
Separated	20 2%	6 2%	7 2%	5 2%	2 1%	13 2%	7 2%	6 1%	6 2%	6 3%	6 3%	4 2%	1 1%	1 1%	9 2%	5 5%	4 1%
Divorced	128 12%	37 12%	49 15%	24 10%	18 12%	85 14%	42 11%	67 17%	36 12%	41 17%	35 14%	21 11%	17 9%	11 9%	62 12%	5 6%	49 16%
Widowed	67 6%	19 6%	26 8%	7 3%	14 10%	45 7%	22 5%	38 9%	18 6%	17 7%	20 8%	15 8%	8 4%	6 5%	16 3%	2 2%	43 14%
Prefer not to say	7 1%	2 1%	2 1%	1 1%	1 1%	4 1%	3 1%	3 1%	3 1%	5 2%	-	1 *	-	1 1%	3 1%	1 1%	3 1%

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Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
Single, never married	343 33%	89 22%	88 42%	146 39%	111 23%	37 44%	196 41%	81 22%	113 35%	139 44%	116 25%	203 40%	119 24%	175 40%	49 48%	56 28%	45 19%	130 29%	179 29%	260 30%	230 32%	263 35%
Married	465 45%	223 55%	81 38%	154 41%	257 54%	23 27%	185 39%	204 55%	142 44%	113 36%	247 53%	201 40%	263 54%	176 40%	26 25%	99 49%	136 58%	225 50%	306 50%	411 48%	331 46%	345 45%
Separated	20 2%	13 3%	3 1%	2 1%	13 3%	2 2%	5 1%	9 2%	8 3%	3 1%	12 3%	4 1%	12 2%	4 1%	4 4%	5 2%	7 3%	7 2%	9 1%	14 2%	16 2%	13 2%
Divorced	128 12%	48 12%	25 12%	52 14%	56 12%	12 14%	59 13%	47 13%	38 12%	40 13%	57 12%	63 12%	58 12%	60 14%	10 10%	23 12%	31 13%	51 11%	79 13%	106 12%	87 12%	91 12%
Widowed	67 6%	29 7%	12 6%	22 6%	34 7%	9 10%	24 5%	29 8%	19 6%	18 6%	29 6%	34 7%	33 7%	23 5%	10 10%	16 8%	14 6%	36 8%	42 7%	59 7%	48 7%	43 6%
Prefer not to say	7 1%	2 1%	3 2%	-	2 1%	2 2%	3 1%	3 1%	4 1%	-	4 1%	2 *	2 *	2 *	3 2%	2 1%	1 *	2 *	2 *	6 1%	6 1%	5 1%

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[QMarital] What is your current marital status?

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Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	343	-	343	69	272	48	21	117	148	79	69	22	56	113	92	13	169	172
	33%		100%	27%	36%	31%	21%	44%	32%	26%	28%	14%	26%	43%	26%	14%	23%	38%
Married	465	465	-	148	312	85	64	97	205	162	109	93	115	107	184	62	373	184
	45%	100%		58%	41%	55%	63%	36%	45%	53%	44%	61%	55%	41%	51%	66%	50%	40%
Separated	20	-	-	7	13	5	2	7	5	8	2	3	3	4	11	2	23	1
	2%			3%	2%	3%	2%	2%	1%	3%	1%	2%	2%	2%	3%	2%	3%	*%
Divorced	128	-	-	23	103	12	12	33	60	34	40	25	24	28	47	7	106	68
	12%			9%	13%	8%	12%	13%	13%	11%	16%	16%	12%	11%	13%	7%	14%	15%
Widowed	67	-	-	6	60	5	2	11	34	22	23	10	10	10	22	9	65	27
	6%			2%	8%	3%	2%	4%	7%	7%	9%	7%	5%	4%	6%	10%	9%	6%
Prefer not to say	7	-	-	1	6	-	1	2	3	2	3	1	2	-	2	1	3	4
	1%			*%	1%		1%	1%	1%	1%	1%	*%	1%		*%	1%	*%	1%

Echelon Insights
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[QReligionNew] What is your present religion, if any?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc)	271	117	110	161	203	38	20	11	30	36	88	107	76	195
	26%	30%	23%	30%	29%	33%	16%	10%	17%	22%	31%	36%	17%	34%
Roman Catholic	211	74	98	114	157	7	44	20	29	26	62	75	74	137
	21%	19%	20%	21%	22%	6%	35%	18%	16%	16%	22%	26%	16%	24%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	5	2	4	2	5	-	0	1	1	-	2	2	2	3
	1%	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%	1%	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	8	4	3	5	7	1	-	1	1	2	1	2	4	4
	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%
Just Christian	188	59	81	105	99	33	30	28	36	46	44	34	110	78
	18%	15%	17%	19%	14%	29%	24%	25%	20%	28%	16%	12%	24%	14%
Jewish	26	8	18	8	23	-	3	5	2	2	6	11	9	17
	2%	2%	4%	1%	3%	0%	2%	4%	1%	1%	2%	4%	2%	3%
Muslim	5	-	3	2	1	1	-	1	1	1	-	1	4	1
	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%
Buddhist	14	3	12	3	3	2	-	-	6	0	1	7	6	8
	1%	1%	2%	1%	1%	1%	0%	0%	3%	0%	1%	2%	1%	1%
Hindu	2	1	2	0	1	0	1	-	-	-	2	1	-	2
	1%	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	1%	0%	1%
Atheist	56	23	42	14	39	-	9	6	13	13	16	8	32	24
	5%	6%	9%	3%	6%	0%	7%	5%	7%	8%	6%	3%	7%	4%
Agnostic	60	23	28	27	47	3	5	7	17	9	13	14	33	27
	6%	6%	6%	5%	7%	2%	4%	6%	10%	6%	5%	5%	7%	5%
Something else (Please specify)	38	13	19	19	24	4	2	1	8	4	14	10	13	24
	4%	3%	4%	3%	3%	4%	2%	1%	5%	2%	5%	3%	3%	4%
Nothing in particular	145	56	61	84	95	25	12	29	34	27	33	22	90	55
	14%	15%	13%	15%	14%	22%	9%	27%	19%	16%	12%	7%	20%	10%

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[QReligionNew] What is your present religion, if any?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc)	271 26%	74 24%	93 29%	63 25%	39 27%	167 27%	102 25%	115 29%	86 29%	53 22%	62 24%	63 33%	56 29%	32 26%	114 23%	14 15%	112 37%
Roman Catholic	211 21%	68 22%	56 18%	58 23%	29 19%	124 20%	87 22%	91 23%	65 22%	35 15%	56 22%	39 20%	50 26%	30 24%	95 19%	11 12%	74 24%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	5 1%	-	2 1%	2 1%	1 1%	2 *%	3 1%	2 1%	3 1%	2 1%	1 *%	1 1%	-	1 1%	2 *%	-	1 *%
Orthodox (such as Greek, Russian, or some other Orthodox church)	8 1%	1 *%	2 1%	1 *%	4 3%	3 *%	5 1%	3 1%	4 1%	-	5 2%	1 *%	1 *%	1 1%	5 1%	-	2 1%
Just Christian	188 18%	70 23%	58 18%	40 16%	20 14%	128 20%	60 15%	65 16%	34 12%	44 19%	46 18%	38 20%	24 13%	28 23%	100 20%	21 22%	34 11%
Jewish	26 2%	3 1%	5 1%	9 3%	10 6%	8 1%	18 5%	6 2%	16 5%	5 2%	4 2%	4 2%	6 3%	5 4%	12 2%	3 3%	9 3%
Muslim	5 *%	2 1%	1 *%	-	1 1%	3 1%	1 *%	1 *%	-	1 1%	1 *%	1 *%	-	1 1%	3 1%	1 1%	1 *%
Buddhist	14 1%	2 1%	11 4%	-	0 *%	14 2%	0 *%	2 1%	0 *%	5 2%	5 2%	2 1%	2 1%	-	10 2%	1 1%	3 1%
Hindu	2 *%	-	2 1%	-	-	2 *%	-	1 *%	-	2 1%	-	-	-	-	1 *%	-	1 *%
Atheist	56 5%	10 3%	16 5%	22 9%	8 5%	26 4%	30 8%	22 5%	17 6%	15 6%	15 6%	6 3%	11 6%	8 6%	34 7%	10 11%	7 2%
Agnostic	60 6%	9 3%	17 5%	20 8%	15 10%	26 4%	34 9%	23 6%	24 8%	13 5%	11 4%	9 5%	15 8%	9 7%	29 6%	10 11%	15 5%
Something else (Please specify)	38 4%	13 4%	12 4%	6 2%	7 5%	24 4%	14 3%	13 3%	11 4%	13 6%	5 2%	12 6%	3 1%	4 3%	18 4%	3 3%	11 4%
Nothing in particular	145 14%	55 18%	43 13%	33 13%	14 9%	98 16%	47 12%	57 14%	38 13%	49 21%	44 17%	16 8%	24 12%	5 4%	72 15%	20 21%	35 11%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QReligionNew] What is your present religion, if any?

	Total	Party			Party-Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc)	271 26%	147 36%	40 19%	83 22%	163 34%	12 14%	97 20%	141 38%	75 23%	54 17%	156 34%	105 21%	158 32%	98 22%	15 15%	63 31%	92 39%	135 30%	182 29%	235 27%	206 29%	199 26%
Roman Catholic	211 21%	92 23%	44 21%	72 19%	107 23%	12 14%	93 20%	88 24%	76 24%	46 15%	100 22%	103 20%	112 23%	83 19%	16 16%	40 20%	61 26%	96 21%	135 22%	191 22%	141 20%	142 19%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	5 1%	3 1%	2 1%	-	4 1%	-	1 *	3 1%	1 *	0 *	4 1%	1 *	4 1%	1 *	-	2 1%	2 1%	4 1%	3 1%	5 1%	5 1%	1 *
Orthodox (such as Greek, Russian, or some other Orthodox church)	8 1%	4 1%	1 *	2 1%	4 1%	1 1%	3 1%	3 1%	3 1%	2 1%	4 1%	3 1%	5 1%	3 1%	-	-	1 1%	6 1%	5 1%	7 1%	6 1%	6 1%
Just Christian	188 18%	73 18%	44 21%	62 17%	91 19%	16 20%	80 17%	69 18%	54 17%	60 19%	92 20%	82 16%	94 19%	72 16%	22 21%	41 21%	40 17%	66 15%	93 15%	144 17%	148 21%	136 18%
Jewish	26 2%	7 2%	6 3%	12 3%	9 2%	4 4%	13 3%	9 2%	9 3%	7 2%	12 3%	13 3%	12 2%	13 3%	1 1%	5 2%	4 2%	12 3%	16 3%	21 2%	7 1%	21 3%
Muslim	5 *	1 *	2 1%	1 *	3 1%	0 1%	1 *	1 *	2 1%	2 1%	4 1%	0 *	2 *	3 1%	-	3 1%	-	1 *	1 *	2 *	4 1%	4 1%
Buddhist	14 1%	3 1%	7 3%	4 1%	3 1%	7 9%	4 1%	0 *	10 3%	4 1%	6 1%	8 1%	6 1%	4 1%	4 4%	1 *	2 1%	8 2%	8 1%	8 1%	10 1%	13 2%
Hindu	2 *	1 *	1 *	0 *	1 *	-	1 *	1 *	0 *	1 *	1 *	1 *	1 *	1 *	0 *	-	1 1%	1 *	2 *	2 *	1 *	1 *
Atheist	56 5%	9 2%	11 5%	31 8%	12 2%	3 3%	41 9%	7 2%	15 5%	33 11%	10 2%	42 8%	12 2%	40 9%	3 3%	5 3%	4 2%	28 6%	32 5%	47 5%	30 4%	44 6%
Agnostic	60 6%	15 4%	12 6%	29 8%	18 4%	4 5%	38 8%	13 4%	12 4%	35 11%	17 4%	39 8%	16 3%	38 9%	6 6%	5 3%	10 4%	18 4%	34 6%	47 5%	40 6%	45 6%
Something else (Please specify)	38 4%	13 3%	4 2%	18 5%	15 3%	4 4%	19 4%	9 2%	17 5%	10 3%	15 3%	19 4%	16 3%	14 3%	7 7%	9 5%	5 2%	18 4%	23 4%	29 3%	24 3%	30 4%
Nothing in particular	145 14%	35 9%	38 18%	61 16%	43 9%	21 25%	82 17%	28 8%	49 15%	58 19%	43 9%	89 18%	49 10%	68 16%	28 27%	27 13%	9 4%	58 13%	83 13%	119 14%	94 13%	117 15%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QReligionNew] What is your present religion, if any?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc)	271	137	56	57	213	42	15	52	125	94	74	96	-	-	115	40	274	111
	26%	29%	16%	23%	28%	28%	15%	19%	28%	31%	30%	63%	-	-	32%	43%	37%	24%
Roman Catholic	211	115	56	48	161	28	20	55	102	55	56	-	211	-	82	22	176	95
	21%	25%	16%	19%	21%	18%	20%	21%	22%	18%	23%	-	100%	-	23%	24%	24%	21%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	5	3	1	1	4	1	-	1	3	2	1	-	-	-	3	1	12	0
	1%	1%	*%	*%	1%	1%	-	*%	1%	*%	*%	-	-	-	1%	2%	2%	*%
Orthodox (such as Greek, Russian, or some other Orthodox church)	8	2	4	1	6	-	1	1	3	3	1	-	-	-	3	1	5	6
	1%	*%	1%	1%	1%	-	1%	*%	1%	1%	*%	-	-	-	1%	1%	1%	1%
Just Christian	188	72	85	64	123	42	22	50	79	59	40	57	-	-	71	16	133	74
	18%	15%	25%	25%	16%	28%	22%	19%	17%	19%	16%	37%	-	-	20%	17%	18%	16%
Jewish	26	9	11	4	22	2	2	10	12	3	2	-	-	-	7	2	12	18
	2%	2%	3%	1%	3%	1%	2%	4%	3%	1%	1%	-	-	-	2%	2%	2%	4%
Muslim	5	3	2	1	3	0	1	3	2	-	2	-	-	-	3	-	1	0
	*%	1%	1%	*%	*%	*%	1%	1%	*%	-	1%	-	-	-	1%	-	*%	*%
Buddhist	14	3	5	6	9	1	5	7	6	1	2	-	-	-	2	1	4	4
	1%	1%	1%	2%	1%	*%	5%	3%	1%	*%	1%	-	-	-	1%	1%	*%	1%
Hindu	2	1	0	-	2	-	-	1	0	1	0	-	-	-	1	-	-	5
	*%	*%	*%	-	*%	-	-	1%	*%	*%	*%	-	-	-	*%	-	-	1%
Atheist	56	29	17	13	41	3	10	16	24	16	9	-	-	56	10	2	19	37
	5%	6%	5%	5%	5%	2%	10%	6%	5%	5%	4%	-	-	21%	3%	2%	3%	8%
Agnostic	60	30	22	15	43	8	7	17	31	13	18	-	-	60	12	4	26	30
	6%	7%	6%	6%	6%	5%	7%	6%	7%	4%	7%	-	-	23%	3%	4%	3%	7%
Something else (Please specify)	38	13	11	9	29	3	6	11	19	8	8	-	-	-	12	2	14	25
	4%	3%	3%	3%	4%	2%	6%	4%	4%	3%	3%	-	-	-	3%	2%	2%	5%
Nothing in particular	145	47	74	35	110	24	11	43	49	53	32	-	-	145	37	2	64	50
	14%	10%	22%	14%	14%	16%	11%	16%	11%	17%	13%	-	-	56%	10%	2%	9%	11%

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[QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	683	256	294	387	472	78	94	60	97	109	197	220	266	417
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	997	357	430	566	795	85	81	46	107	149	316	379	302	695
Yes, born-again or evangelical Christian	247	92	101	144	161	38	29	15	35	39	83	75	89	159
	36%	36%	35%	37%	34%	49%	31%	25%	36%	35%	42%	34%	33%	38%
No, not born-again or evangelical Christian	390	147	176	214	285	28	56	33	52	60	107	137	146	244
	57%	57%	60%	55%	61%	36%	59%	56%	54%	55%	54%	63%	55%	59%
Unsure	46	18	16	30	25	12	9	11	10	10	7	7	32	14
	7%	7%	5%	8%	5%	15%	10%	19%	10%	10%	4%	3%	12%	3%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	683 100	213 100	211 100	163 100	93 100	424 100	256 100	276 100	192 100	133 100	169 100	142 100	130 100	92 100	317 100	45 100	224 100
Unweighted Total	997	221	412	239	121	633	360	499	292	226	242	223	179	110	430	63	385
Yes, born-again or evangelical Christian	247 36%	82 38%	89 42%	46 28%	30 32%	170 40%	76 30%	108 39%	52 27%	57 43%	59 35%	62 43%	37 28%	26 28%	115 36%	18 39%	80 36%
No, not born-again or evangelical Christian	390 57%	106 50%	115 54%	106 65%	61 66%	221 52%	168 65%	151 55%	133 69%	63 48%	90 53%	74 52%	92 71%	61 66%	180 57%	23 50%	138 62%
Unsure	46 7%	25 12%	8 4%	10 6%	2 2%	33 8%	13 5%	17 6%	8 4%	13 10%	19 12%	6 5%	2 1%	5 5%	21 7%	5 11%	6 3%

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N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?

	Total	Party			Party-Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	683 100	319 100	131 100	220 100	370 100	41 100	273 100	304 100	210 100	162 100	356 100	296 100	373 100	257 100	52 100	146 100	198 100	307 100	418 100	582 100	507 100	485 100
Unweighted Total	997	568	175	233	665	45	287	536	281	166	610	295	648	272	77	279	334	424	566	784	787	677
Yes, born-again or evangelical Christian	247 36%	142 45%	35 26%	68 31%	163 44%	10 24%	75 27%	137 45%	63 30%	46 28%	155 43%	77 26%	159 43%	70 27%	18 35%	70 48%	81 41%	98 32%	132 32%	198 34%	198 39%	176 36%
No, not born-again or evangelical Christian	390 57%	162 51%	84 65%	136 62%	187 51%	26 64%	177 65%	154 51%	126 60%	106 65%	183 51%	197 66%	191 51%	170 66%	29 55%	72 49%	103 52%	194 63%	266 64%	352 61%	277 55%	271 56%
Unsure	46 7%	15 5%	12 9%	15 7%	20 5%	5 11%	21 8%	13 4%	21 10%	10 6%	18 5%	22 8%	23 6%	17 7%	5 10%	4 3%	14 7%	14 5%	20 5%	32 5%	32 6%	38 8%

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[QBornAgain] Would you describe yourself as a born-again or evangelical Christian, or not?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	683	329	202	172	507	113	59	158	313	212	172	153	211	-	273	81	600	286
	100	100	100	100	100	100	100	100	100	100	100	100	100	-	100	100	100	100
Unweighted Total	997	472	240	246	746	170	76	217	430	350	235	309	279	-	488	138	997	997
Yes, born-again or evangelical Christian	247	135	62	68	177	45	23	59	94	94	54	153	17	-	118	38	253	80
	36%	41%	31%	40%	35%	40%	40%	37%	30%	44%	31%	100%	8%	-	43%	47%	42%	28%
No, not born-again or evangelical Christian	390	179	115	87	302	57	30	83	204	103	108	-	181	-	139	40	328	193
	57%	54%	57%	50%	59%	50%	50%	52%	65%	49%	63%	-	86%	-	51%	50%	55%	68%
Unsure	46	15	25	17	28	12	6	16	15	15	10	-	13	-	16	3	19	13
	7%	5%	12%	10%	6%	10%	10%	10%	5%	7%	6%	-	6%	-	6%	4%	3%	5%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QChurchOld] How often do you currently attend a religious service?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	223	79	112	111	147	34	22	14	32	32	62	82	78	145
	22%	21%	23%	20%	21%	30%	17%	13%	18%	19%	22%	28%	17%	25%
Once or twice a month	92	43	39	50	55	8	24	20	18	9	19	25	48	44
	9%	11%	8%	9%	8%	7%	19%	19%	10%	6%	7%	9%	11%	8%
A few times a year	154	41	71	83	92	28	16	19	32	21	39	43	72	82
	15%	11%	15%	15%	13%	24%	13%	17%	18%	13%	14%	15%	16%	14%
Usually just for religious holidays	120	42	54	66	86	7	22	9	22	28	37	24	59	61
	12%	11%	11%	12%	12%	6%	17%	8%	12%	17%	13%	8%	13%	11%
Never	392	161	181	205	294	31	35	46	66	66	111	103	178	214
	38%	42%	38%	38%	42%	27%	28%	42%	37%	40%	39%	35%	39%	37%
Prefer not to say	48	19	20	28	29	6	7	0	10	8	14	16	19	30
	5%	5%	4%	5%	4%	5%	5%	*%	5%	5%	5%	5%	4%	5%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QChurchOld] How often do you currently attend a religious service?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
At least once a week	223 22%	56 18%	66 21%	59 23%	41 28%	122 20%	100 25%	75 19%	72 24%	37 16%	44 17%	57 30%	44 23%	34 27%	102 21%	10 11%	81 27%
Once or twice a month	92 9%	20 6%	28 9%	28 11%	15 10%	48 8%	43 11%	26 7%	27 9%	12 5%	24 9%	22 12%	21 11%	13 10%	56 11%	3 3%	18 6%
A few times a year	154 15%	58 19%	61 19%	22 9%	13 9%	119 19%	35 9%	68 17%	24 8%	49 20%	32 13%	33 17%	23 12%	15 12%	79 16%	14 15%	42 14%
Usually just for religious holidays	120 12%	31 10%	36 11%	34 13%	19 13%	66 11%	53 13%	41 10%	44 15%	29 12%	29 11%	18 9%	15 8%	21 17%	55 11%	19 20%	31 10%
Never	392 38%	120 39%	113 36%	103 41%	54 37%	234 37%	157 39%	175 43%	118 40%	97 41%	107 42%	58 30%	82 43%	35 29%	179 36%	42 45%	119 39%
Prefer not to say	48 5%	22 7%	14 4%	7 3%	5 4%	36 6%	12 3%	17 4%	11 4%	14 6%	19 7%	4 2%	5 3%	5 4%	24 5%	5 5%	14 4%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QChurchOld] How often do you currently attend a religious service?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
At least once a week	223 22%	118 29%	35 16%	66 17%	133 28%	10 12%	80 17%	120 32%	56 17%	46 15%	132 29%	83 16%	131 27%	75 17%	16 16%	52 26%	71 30%	123 27%	149 24%	190 22%	168 23%	163 21%
Once or twice a month	92 9%	25 6%	29 14%	35 9%	38 8%	8 9%	46 10%	28 8%	36 11%	26 8%	33 7%	54 11%	44 9%	42 10%	6 6%	12 6%	23 10%	36 8%	45 7%	76 9%	58 8%	69 9%
A few times a year	154 15%	70 17%	36 17%	44 12%	75 16%	16 20%	63 13%	60 16%	52 16%	38 12%	76 16%	69 14%	85 17%	54 12%	16 15%	34 17%	38 16%	61 13%	84 14%	122 14%	110 15%	115 15%
Usually just for religious holidays	120 12%	57 14%	24 11%	39 10%	65 14%	6 7%	49 10%	47 13%	37 11%	35 11%	58 13%	58 12%	61 13%	48 11%	11 10%	27 14%	34 15%	52 12%	75 12%	103 12%	93 13%	81 11%
Never	392 38%	115 28%	78 37%	177 47%	141 30%	34 41%	216 46%	98 26%	127 39%	160 51%	143 31%	225 44%	144 29%	205 47%	43 43%	67 34%	57 24%	159 35%	234 38%	331 39%	254 35%	296 39%
Prefer not to say	48 5%	18 4%	11 5%	16 4%	21 4%	9 10%	19 4%	19 5%	17 5%	8 3%	21 4%	20 4%	23 5%	15 3%	10 10%	8 4%	10 4%	21 5%	29 5%	36 4%	36 5%	36 5%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QChurchOld] How often do you currently attend a religious service?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	223	126	58	60	163	38	22	51	100	72	41	70	51	3	94	34	229	97
	22%	27%	17%	24%	21%	25%	21%	19%	22%	23%	17%	46%	24%	1%	26%	36%	31%	21%
Once or twice a month	92	45	26	31	59	16	15	20	37	35	20	15	32	2	32	5	44	38
	9%	10%	8%	12%	8%	11%	15%	8%	8%	11%	8%	10%	15%	1%	9%	5%	6%	8%
A few times a year	154	58	58	41	113	24	17	51	64	40	45	24	46	12	61	13	119	63
	15%	12%	17%	16%	15%	16%	17%	19%	14%	13%	18%	16%	22%	4%	17%	14%	16%	14%
Usually just for religious holidays	120	42	53	23	95	16	7	29	52	38	26	14	30	13	50	10	115	41
	12%	9%	15%	9%	12%	10%	7%	11%	11%	12%	11%	9%	14%	5%	14%	11%	16%	9%
Never	392	172	136	86	302	53	33	102	179	112	104	22	45	223	105	28	207	197
	38%	37%	40%	34%	39%	34%	33%	38%	39%	36%	42%	14%	21%	85%	29%	30%	28%	43%
Prefer not to say	48	21	12	14	33	6	7	13	25	11	12	9	7	9	17	3	26	19
	5%	5%	4%	5%	4%	4%	7%	5%	5%	3%	5%	6%	3%	3%	5%	3%	4%	4%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QRegVote] Are you at least 18 years old and registered to vote?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QRegVote] Are you at least 18 years old and registered to vote?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
Yes	1029 100%	307 100%	317 100%	252 100%	148 100%	624 100%	400 100%	402 100%	297 100%	238 100%	254 100%	191 100%	191 100%	124 100%	496 100%	93 100%	306 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QRegVote] Are you at least 18 years old and registered to vote?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029	403	212	377	473	83	473	373	324	313	464	507	487	439	102	200	234	451	616	858	718	760
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1029	403	212	377	473	83	473	373	324	313	464	507	487	439	102	200	234	451	616	858	718	760
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QRegVote] Are you at least 18 years old and registered to vote?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIndustry] Do you or does anyone in your household work in any of the following industries?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Technology	42	9	27	10	18	4	13	4	14	11	7	6	29	13
	4%	2%	6%	2%	3%	3%	10%	4%	8%	7%	2%	2%	6%	2%
Sales	51	19	25	26	26	11	9	7	13	12	9	10	32	19
	5%	5%	5%	5%	4%	10%	7%	6%	7%	7%	3%	3%	7%	3%
Healthcare or the pharmaceutical industry	83	31	20	61	57	14	5	21	17	9	23	14	47	36
	8%	8%	4%	11%	8%	12%	4%	19%	10%	5%	8%	5%	10%	6%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	53	21	19	31	25	16	6	7	19	7	14	6	32	21
	5%	5%	4%	6%	3%	14%	4%	7%	10%	4%	5%	2%	7%	4%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	835	312	404	431	587	81	98	79	128	131	232	265	338	497
	81%	81%	85%	79%	84%	72%	78%	72%	72%	80%	82%	90%	75%	86%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIndustry] Do you or does anyone in your household work in any of the following industries?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
Technology	42 4%	3 1%	10 3%	21 9%	7 5%	13 2%	28 7%	3 1%	15 5%	2 1%	6 2%	7 3%	16 8%	9 8%	33 7%	4 4%	2 1%
Sales	51 5%	16 5%	20 6%	12 5%	3 2%	36 6%	15 4%	14 4%	12 4%	9 4%	20 8%	6 3%	7 4%	5 4%	37 7%	6 6%	3 1%
Healthcare or the pharmaceutical industry	83 8%	14 4%	17 6%	26 10%	25 17%	31 5%	51 13%	17 4%	40 13%	9 4%	18 7%	16 9%	19 10%	17 14%	57 12%	6 6%	11 4%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	53 5%	25 8%	20 6%	4 2%	3 2%	45 7%	8 2%	19 5%	6 2%	21 9%	18 7%	7 4%	3 2%	0 %	37 7%	10 11%	2 1%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	835 81%	263 86%	262 83%	196 78%	110 74%	525 84%	306 76%	356 89%	228 77%	206 87%	208 82%	156 82%	150 79%	93 75%	354 71%	75 81%	289 95%

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 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIndustry] Do you or does anyone in your household work in any of the following industries?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
Technology	42 4%	10 2%	14 7%	16 4%	15 3%	3 4%	24 5%	11 3%	11 3%	20 6%	14 3%	26 5%	13 3%	22 5%	8 7%	5 2%	7 3%	16 3%	27 4%	35 4%	28 4%	37 5%
Sales	51 5%	19 5%	15 7%	12 3%	23 5%	6 7%	22 5%	21 6%	17 5%	11 3%	23 5%	21 4%	24 5%	18 4%	8 8%	12 6%	9 4%	25 6%	28 4%	40 5%	43 6%	36 5%
Healthcare or the pharmaceutical industry	83 8%	20 5%	13 6%	44 12%	24 5%	6 8%	52 11%	22 6%	22 7%	37 12%	25 5%	49 10%	23 5%	52 12%	9 9%	12 6%	11 5%	41 9%	49 8%	69 8%	57 8%	65 9%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	53 5%	16 4%	20 9%	14 4%	17 4%	6 7%	30 6%	12 3%	29 9%	11 4%	16 3%	33 7%	21 4%	24 6%	8 8%	9 4%	8 3%	18 4%	23 4%	38 4%	41 6%	45 6%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	835 81%	342 85%	169 80%	299 79%	399 84%	70 84%	366 77%	311 84%	268 83%	241 77%	392 84%	403 79%	412 84%	343 78%	80 78%	165 83%	201 86%	368 82%	506 82%	703 82%	579 81%	608 80%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QIndustry] Do you or does anyone in your household work in any of the following industries?

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Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Technology	42	23	12	18	24	5	13	12	16	15	5	2	4	19	11	3	13	24
	4%	5%	3%	7%	3%	3%	13%	4%	3%	5%	2%	1%	2%	7%	3%	3%	2%	5%
Sales	51	15	24	21	30	12	8	14	29	8	10	4	6	12	18	4	38	28
	5%	3%	7%	8%	4%	8%	8%	5%	6%	3%	4%	3%	3%	5%	5%	5%	5%	6%
Healthcare or the pharmaceutical industry	83	34	34	22	61	19	2	25	38	20	28	8	23	15	21	3	38	46
	8%	7%	10%	8%	8%	13%	2%	9%	8%	7%	12%	5%	11%	6%	6%	3%	5%	10%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	53	12	28	20	33	12	8	14	28	11	15	3	10	14	12	2	17	25
	5%	3%	8%	8%	4%	8%	8%	5%	6%	4%	6%	2%	5%	5%	3%	3%	2%	6%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	835	384	265	191	636	111	80	212	365	258	193	137	175	205	300	81	645	347
	81%	83%	77%	75%	83%	72%	79%	80%	80%	84%	79%	89%	83%	79%	84%	87%	87%	76%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QGender] Do you describe yourself as a man, a woman, or in some other way?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	478	162	478	-	315	57	58	41	92	77	114	154	210	268
	46%	42%	100%		45%	50%	46%	38%	51%	47%	40%	53%	46%	47%
Woman	543	222	-	543	382	57	65	66	83	88	167	139	238	306
	53%	58%		100%	54%	50%	52%	61%	46%	53%	59%	47%	52%	53%
In some other way	8	1	-	-	6	-	2	1	4	-	2	-	6	2
	1%	*%			1%		2%	1%	2%		1%		1%	*%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QGender] Do you describe yourself as a man, a woman, or in some other way?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
Man	478 46%	142 46%	159 50%	113 45%	62 42%	301 48%	175 44%	184 46%	129 43%	107 45%	97 38%	97 51%	100 52%	62 50%	239 48%	48 52%	152 50%
Woman	543 53%	163 53%	157 49%	138 55%	83 56%	320 51%	221 55%	216 54%	164 55%	131 55%	154 61%	92 48%	91 48%	59 47%	252 51%	42 45%	154 50%
In some other way	8 1%	2 1%	1 *	2 1%	3 2%	4 1%	4 1%	1 *	4 1%	-	3 1%	2 1%	-	3 2%	5 1%	3 3%	-

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QGender] Do you describe yourself as a man, a woman, or in some other way?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029	403	212	377	473	83	473	373	324	313	464	507	487	439	102	200	234	451	616	858	718	760
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	478	203	117	140	243	48	187	190	156	125	240	212	248	179	51	108	114	218	278	389	342	339
	46%	50%	55%	37%	51%	57%	40%	51%	48%	40%	52%	42%	51%	41%	50%	54%	49%	48%	45%	45%	48%	45%
Woman	543	200	93	234	228	36	280	183	166	182	221	290	237	255	51	92	118	233	332	463	368	413
	53%	50%	44%	62%	48%	43%	59%	49%	51%	58%	48%	57%	49%	58%	50%	46%	50%	52%	54%	54%	51%	54%
In some other way	8	-	2	3	2	-	6	-	2	6	2	6	2	6	-	-	2	-	6	6	8	8
	1%		1%	1%	1%		1%		1%	2%	1%	1%	1%	1%	0%		1%		1%	1%	1%	1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QGender] Do you describe yourself as a man, a woman, or in some other way?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	478	222	175	101	376	-	101	131	209	137	-	63	98	131	188	42	367	185
	46%	48%	51%	40%	49%		100%	49%	46%	45%		41%	46%	50%	53%	45%	50%	40%
Woman	543	242	163	154	382	154	-	132	246	166	246	90	114	125	167	51	372	268
	53%	52%	47%	60%	50%	100%		49%	54%	54%	100%	59%	54%	48%	47%	55%	50%	59%
In some other way	8	-	5	-	8	-	-	4	-	4	-	-	-	6	2	-	0	3
	1%		2%		1%			1%		1%			2%	1%		%	1%	

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QRace] What is your race or ethnicity?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	760	301	344	411	703	-	41	54	123	110	222	252	286	474
	74%	78%	72%	76%	100%	-	32%	49%	68%	67%	78%	86%	63%	82%
Black or African American	121	49	60	61	-	113	4	24	37	18	23	20	79	43
	12%	13%	13%	11%	-	100%	3%	22%	21%	11%	8%	7%	17%	7%
Hispanic or Latino	126	40	58	65	-	-	126	30	18	35	32	12	82	44
	12%	10%	12%	12%	-	-	100%	27%	10%	21%	11%	4%	18%	8%
Asian	41	12	23	18	-	-	-	6	7	12	9	6	26	15
	4%	3%	5%	3%	-	-	-	6%	4%	7%	3%	2%	6%	3%
Native American or Alaska Native	29	9	13	17	-	-	8	3	8	4	12	2	15	14
	3%	2%	3%	3%	-	-	7%	3%	4%	3%	4%	1%	3%	2%
Native Hawaiian or Other Pacific Islander	11	3	4	7	-	-	-	4	-	-	4	3	4	7
	1%	1%	1%	1%	-	-	-	4%	-	-	1%	1%	1%	1%
Something else	13	3	7	6	-	-	-	-	5	2	2	4	7	6
	1%	1%	1%	1%	-	-	-	-	3%	1%	1%	1%	2%	1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QRace] What is your race or ethnicity?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor' s degree	Graduate degree	Non-college	College	White non- college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
White	760 74%	218 71%	218 69%	202 80%	119 80%	435 70%	321 80%	402 100%	297 100%	148 62%	198 78%	139 73%	160 84%	97 78%	347 70%	59 64%	262 86%
Black or African American	121 12%	53 17%	39 12%	21 8%	8 5%	92 15%	29 7%	-	-	49 21%	24 10%	17 9%	15 8%	12 10%	70 14%	18 19%	20 7%
Hispanic or Latino	126 12%	39 13%	45 14%	34 13%	8 5%	84 13%	42 10%	-	-	35 15%	32 12%	23 12%	23 12%	11 9%	70 14%	10 11%	18 6%
Asian	41 4%	-	29 9%	4 1%	8 6%	29 5%	12 3%	-	-	13 6%	8 3%	6 3%	5 2%	6 5%	25 5%	7 7%	3 1%
Native American or Alaska Native	29 3%	10 3%	17 5%	1 *	1 1%	28 4%	2 *	-	-	9 4%	4 1%	6 3%	3 2%	3 2%	14 3%	4 4%	10 3%
Native Hawaiian or Other Pacific Islander	11 1%	-	1 *	-	10 7%	1 *	10 2%	-	-	-	-	8 4%	-	-	5 1%	-	3 1%
Something else	13 1%	-	1 *	8 3%	4 3%	1 *	12 3%	-	-	3 1%	3 1%	2 1%	4 2%	1 1%	4 1%	4 5%	3 1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029	403	212	377	473	83	473	373	324	313	464	507	487	439	102	200	234	451	616	858	718	760
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	760	350	147	236	408	59	294	325	223	202	397	329	408	292	60	171	205	356	481	659	545	546
	74%	87%	69%	63%	86%	70%	62%	87%	69%	65%	86%	65%	84%	67%	59%	85%	88%	79%	78%	77%	76%	72%
Black or African American	121	11	25	80	14	10	96	14	50	50	13	94	21	83	17	7	6	38	60	86	69	110
	12%	3%	12%	21%	3%	13%	20%	4%	15%	16%	3%	19%	4%	19%	16%	3%	3%	9%	10%	10%	10%	14%
Hispanic or Latino	126	34	32	56	43	11	73	36	38	52	42	75	53	59	14	21	19	34	53	95	76	87
	12%	8%	15%	15%	9%	13%	15%	10%	12%	17%	9%	15%	11%	13%	14%	11%	8%	7%	9%	11%	11%	11%
Asian	41	11	16	11	12	7	22	5	18	17	14	25	13	16	12	5	6	21	25	28	33	30
	4%	3%	8%	3%	3%	9%	5%	1%	6%	6%	3%	5%	3%	4%	12%	2%	3%	5%	4%	3%	5%	4%
Native American or Alaska Native	29	15	3	11	17	1	11	14	7	8	18	11	20	9	1	13	3	14	16	24	23	16
	3%	4%	2%	3%	4%	1%	2%	4%	2%	3%	4%	2%	4%	2%	1%	7%	1%	3%	3%	3%	3%	2%
Native Hawaiian or Other Pacific Islander	11	1	-	10	1	-	10	-	4	7	1	10	1	10	-	-	1	4	7	7	8	8
	1%	*%		3%	*%		2%		1%	2%	*%	2%	*%	2%			1%	1%	1%	1%	1%	1%
Something else	13	2	4	6	2	1	10	2	4	7	2	10	3	8	3	1	0	11	9	12	10	13
	1%	*%	2%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	3%	*%	*%	2%	1%	1%	1%	2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	760	378	194	170	587	105	65	166	340	254	188	153	166	201	303	86	671	278
	74%	81%	56%	67%	77%	68%	64%	62%	75%	83%	76%	100%	79%	77%	85%	92%	91%	61%
Black or African American	121	34	74	46	75	29	18	56	51	14	28	-	8	30	9	3	11	106
	12%	7%	22%	18%	10%	19%	18%	21%	11%	5%	11%	-	4%	12%	2%	3%	1%	23%
Hispanic or Latino	126	45	66	43	81	25	19	40	47	39	21	-	44	26	38	4	57	61
	12%	10%	19%	17%	11%	16%	19%	15%	10%	13%	8%	-	21%	10%	11%	5%	8%	13%
Asian	41	16	18	12	26	5	7	12	28	2	14	-	0	13	10	2	11	14
	4%	4%	5%	5%	3%	3%	7%	4%	6%	1%	6%	-	0%	5%	3%	2%	2%	3%
Native American or Alaska Native	29	13	12	13	16	9	4	10	7	13	1	-	1	7	15	2	36	8
	3%	3%	3%	5%	2%	6%	4%	4%	1%	4%	1%	-	1%	3%	4%	2%	5%	2%
Native Hawaiian or Other Pacific Islander	11	7	4	-	8	-	-	3	7	1	7	-	3	3	1	-	1	9
	1%	2%	1%	-	1%	-	-	1%	1%	0%	3%	-	1%	1%	0%	-	0%	2%
Something else	13	4	6	3	10	1	2	6	4	3	4	-	-	8	2	-	2	6
	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	-	-	3%	1%	-	0%	1%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	307	110	142	163	214	49	39	42	51	39	88	87	132	175
	30%	29%	30%	30%	30%	43%	31%	39%	28%	24%	31%	30%	29%	30%
Some college	202	76	100	101	125	20	25	19	33	26	66	57	79	123
	20%	20%	21%	19%	18%	18%	20%	18%	19%	16%	23%	19%	17%	21%
Associate degree	116	39	59	56	62	15	20	7	20	21	35	33	47	68
	11%	10%	12%	10%	9%	13%	16%	7%	11%	12%	12%	11%	10%	12%
Bachelor's degree	252	101	113	138	185	20	34	28	58	50	57	59	136	116
	25%	26%	24%	25%	26%	18%	27%	26%	32%	30%	20%	20%	30%	20%
Graduate degree	148	56	62	83	112	8	8	11	16	28	35	57	56	92
	14%	15%	13%	15%	16%	7%	6%	11%	9%	17%	12%	20%	12%	16%
Prefer not to say	4	1	2	2	4	0	-	0	1	1	1	-	3	1
	0.4%	0.3%	0.4%	0.4%	0.4%	0%	0%	0%	1%	1%	1%	0%	0.7%	0.2%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
High school or less	307 30%	307 100%	-	-	-	307 49%	-	214 53%	-	114 48%	84 33%	51 27%	37 19%	10 8%	110 22%	35 38%	100 33%
Some college	202 20%	-	202 64%	-	-	202 32%	-	125 31%	-	60 25%	54 21%	41 22%	28 15%	10 8%	88 18%	22 24%	68 22%
Associate degree	116 11%	-	116 36%	-	-	116 19%	-	62 16%	-	19 8%	39 15%	27 14%	21 11%	8 7%	65 13%	6 6%	35 12%
Bachelor's degree	252 25%	-	-	252 100%	-	-	252 63%	-	185 62%	30 13%	55 22%	43 22%	67 35%	51 42%	145 29%	25 27%	56 18%
Graduate degree	148 14%	-	-	-	148 100%	-	148 37%	-	112 38%	13 6%	22 9%	28 15%	39 20%	43 35%	86 17%	5 5%	46 15%
Prefer not to say	4 *%	-	-	-	-	-	-	-	-	1 *%	-	1 1%	-	1 1%	2 *%	0 *%	-

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
High school or less	307 30%	136 34%	61 29%	99 26%	159 34%	25 30%	124 26%	117 32%	116 36%	62 20%	159 34%	124 24%	164 34%	111 25%	32 31%	80 40%	70 30%	105 23%	154 25%	240 28%	219 30%	223 29%
Some college	202 20%	81 20%	47 22%	62 16%	96 20%	26 32%	80 17%	70 19%	78 24%	49 16%	97 21%	91 18%	102 21%	68 15%	31 31%	38 19%	50 21%	79 18%	115 19%	160 19%	138 19%	141 19%
Associate degree	116 11%	44 11%	23 11%	45 12%	51 11%	11 13%	54 11%	41 11%	34 10%	39 12%	47 10%	60 12%	50 10%	53 12%	12 12%	23 12%	24 10%	55 12%	72 12%	96 11%	85 12%	85 11%
Bachelor's degree	252 25%	88 22%	51 24%	109 29%	104 22%	14 16%	135 28%	88 24%	59 18%	104 33%	102 22%	145 29%	112 23%	124 28%	16 16%	42 21%	54 23%	122 27%	170 28%	228 27%	179 25%	187 25%
Graduate degree	148 14%	52 13%	29 14%	63 17%	59 13%	8 10%	81 17%	54 14%	35 11%	59 19%	56 12%	86 17%	56 11%	82 19%	10 10%	16 8%	35 15%	88 19%	102 17%	131 15%	95 13%	121 16%
Prefer not to say	4 *%	2 1%	2 1%	-	4 1%	-	-	3 1%	2 *%	-	3 1%	1 *%	3 1%	1 *%	-	2 1%	1 1%	2 1%	2 *%	3 *%	2 *%	2 *%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	307	122	121	66	240	40	26	75	120	113	65	55	68	74	126	25	176	62
	30%	26%	35%	26%	31%	26%	25%	28%	26%	37%	26%	36%	32%	28%	35%	27%	24%	14%
Some college	202	79	67	49	152	30	19	58	80	64	43	33	31	52	78	14	206	99
	20%	17%	19%	19%	20%	20%	19%	22%	18%	21%	17%	21%	15%	20%	22%	15%	28%	22%
Associate degree	116	58	30	36	80	23	13	27	55	33	24	16	25	23	37	12	119	72
	11%	13%	9%	14%	10%	15%	13%	10%	12%	11%	10%	10%	12%	9%	10%	13%	16%	16%
Bachelor's degree	252	124	91	70	179	40	29	67	124	61	65	28	58	75	78	20	159	137
	25%	27%	27%	27%	23%	26%	29%	25%	27%	20%	26%	18%	27%	29%	22%	22%	22%	30%
Graduate degree	148	79	33	33	112	20	13	40	75	33	50	19	29	36	37	20	75	86
	14%	17%	10%	13%	15%	13%	13%	15%	17%	11%	20%	13%	13%	14%	10%	22%	10%	19%
Prefer not to say	4	2	2	1	3	-	1	-	2	3	1	1	1	1	2	2	4	-
	*%	*%	*%	*%	*%	-	1%	-	*%	1%	*%	1%	*%	*%	1%	2%	1%	-

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QAge] What is your age?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-29	109	40	41	66	47	22	30	109	-	-	-	-	109	-
	11%	10%	9%	12%	7%	19%	23%	100%					24%	
30-39	179	71	92	83	106	33	18	-	179	-	-	-	179	-
	17%	19%	19%	15%	15%	29%	14%		100%				40%	
40-49	165	57	77	88	98	17	35	-	-	165	-	-	165	-
	16%	15%	16%	16%	14%	15%	28%			100%			36%	
50-64	283	111	114	167	205	23	32	-	-	-	283	-	-	283
	27%	29%	24%	31%	29%	20%	25%				100%			49%
65+	293	105	154	139	246	20	12	-	-	-	-	293	-	293
	29%	27%	32%	26%	35%	18%	9%					100%		51%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QAge] What is your age?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
18-29	109 11%	42 14%	26 8%	28 11%	11 8%	68 11%	40 10%	26 7%	21 7%	42 18%	30 12%	11 6%	9 5%	14 12%	66 13%	12 13%	3 1%
30-39	179 17%	51 16%	53 17%	58 23%	16 11%	104 17%	74 19%	54 13%	51 17%	35 15%	50 20%	28 15%	36 19%	19 15%	125 25%	32 35%	2 1%
40-49	165 16%	39 13%	46 15%	50 20%	28 19%	86 14%	78 19%	43 11%	54 18%	37 16%	37 15%	22 12%	37 19%	26 21%	120 24%	24 26%	3 1%
50-64	283 27%	88 29%	101 32%	57 23%	35 23%	190 30%	92 23%	133 33%	71 24%	73 31%	61 24%	60 32%	48 25%	33 27%	133 27%	22 24%	68 22%
65+	293 29%	87 28%	90 28%	59 23%	57 39%	177 28%	116 29%	146 36%	101 34%	50 21%	77 30%	69 36%	62 32%	32 26%	52 10%	2 2%	230 75%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QAge] What is your age?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
18-29	109 11%	20 5%	27 13%	52 14%	28 6%	11 13%	71 15%	18 5%	37 11%	49 16%	27 6%	73 14%	33 7%	59 13%	17 17%	14 7%	12 5%	23 5%	30 5%	77 9%	73 10%	88 12%
30-39	179 17%	62 15%	42 20%	63 17%	74 16%	17 20%	89 19%	51 14%	60 18%	62 20%	75 16%	92 18%	84 17%	77 17%	19 19%	36 18%	31 13%	60 13%	89 14%	129 15%	137 19%	149 20%
40-49	165 16%	58 14%	41 19%	61 16%	70 15%	14 17%	80 17%	47 13%	48 15%	68 22%	67 15%	88 17%	74 15%	76 17%	14 14%	28 14%	32 14%	49 11%	81 13%	130 15%	106 15%	123 16%
50-64	283 27%	133 33%	45 21%	95 25%	150 32%	21 25%	112 24%	118 32%	97 30%	64 20%	146 31%	120 24%	151 31%	103 24%	28 28%	64 32%	78 33%	132 29%	189 31%	249 29%	205 28%	195 26%
65+	293 29%	130 32%	57 27%	105 28%	151 32%	21 25%	121 26%	139 37%	82 25%	70 22%	148 32%	135 27%	146 30%	124 28%	23 23%	59 29%	81 35%	187 41%	227 37%	273 32%	198 28%	205 27%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QAge] What is your age?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029 100	465 100	343 100	255 100	766 100	154 100	101 100	267 100	455 100	307 100	246 100	153 100	211 100	261 100	358 100	93 100	740 100	456 100
18-29	109 11%	14 3%	91 26%	26 10%	81 11%	16 10%	11 10%	41 15%	43 9%	25 8%	27 11%	5 3%	20 9%	42 16%	25 7%	2 2%	35 5%	30 7%
30-39	179 17%	60 13%	100 29%	92 36%	86 11%	57 37%	36 35%	71 27%	60 13%	49 16%	32 13%	14 9%	29 14%	65 25%	61 17%	10 11%	87 12%	77 17%
40-49	165 16%	72 16%	64 19%	74 29%	89 12%	46 30%	28 27%	42 16%	77 17%	46 15%	40 16%	19 12%	26 12%	48 18%	56 16%	12 13%	99 13%	58 13%
50-64	283 27%	150 32%	62 18%	46 18%	233 30%	29 19%	17 16%	65 24%	122 27%	96 31%	72 29%	58 38%	62 29%	63 24%	115 32%	30 32%	216 29%	122 27%
65+	293 29%	168 36%	26 8%	17 7%	277 36%	6 4%	11 11%	48 18%	155 34%	91 30%	75 30%	57 37%	75 35%	44 17%	102 28%	39 42%	302 41%	168 37%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QState] In what state do you live?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	182	66	83	99	147	15	16	13	19	36	52	63	67	116
	18%	17%	17%	18%	21%	13%	13%	12%	10%	22%	19%	21%	15%	20%
States in the Midwest	223	82	102	117	176	26	10	23	58	29	53	61	109	114
	22%	21%	21%	22%	25%	23%	8%	21%	32%	17%	19%	21%	24%	20%
States in the South	383	184	160	223	234	63	50	51	67	54	115	97	171	212
	37%	48%	33%	41%	33%	55%	40%	46%	37%	33%	41%	33%	38%	37%
States in the West	241	52	133	104	145	10	50	23	36	47	63	72	106	135
	23%	14%	28%	19%	21%	9%	40%	21%	20%	28%	22%	25%	23%	23%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QState] In what state do you live?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
States in the Northeast	182 18%	50 16%	54 17%	41 16%	37 25%	104 17%	78 20%	80 20%	67 23%	33 14%	47 18%	33 17%	37 19%	28 23%	87 18%	12 13%	59 19%
States in the Midwest	223 22%	73 24%	51 16%	57 23%	42 28%	123 20%	99 25%	94 24%	81 27%	53 22%	53 21%	39 20%	47 25%	26 21%	111 22%	36 38%	58 19%
States in the South	383 37%	122 40%	123 39%	93 37%	42 29%	246 39%	135 34%	143 36%	90 30%	94 40%	92 36%	69 36%	72 37%	43 35%	183 37%	19 20%	115 38%
States in the West	241 23%	62 20%	89 28%	61 24%	27 18%	151 24%	88 22%	84 21%	59 20%	57 24%	62 24%	50 26%	35 18%	26 21%	115 23%	26 28%	73 24%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QState] In what state do you live?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
States in the Northeast	182 18%	64 16%	36 17%	78 21%	70 15%	20 24%	92 19%	60 16%	63 19%	56 18%	75 16%	99 19%	72 15%	91 21%	20 19%	21 10%	44 19%	72 16%	116 19%	161 19%	71 10%	110 14%
States in the Midwest	223 22%	86 21%	56 27%	72 19%	108 23%	15 17%	101 21%	82 22%	73 23%	63 20%	100 22%	108 21%	102 21%	100 23%	20 20%	42 21%	57 24%	102 23%	135 22%	183 21%	218 30%	213 28%
States in the South	383 37%	166 41%	66 31%	136 36%	191 40%	24 29%	167 35%	153 41%	106 33%	116 37%	188 40%	169 33%	198 41%	149 34%	36 36%	92 46%	87 37%	149 33%	219 36%	303 35%	291 41%	288 38%
States in the West	241 23%	87 22%	53 25%	91 24%	103 22%	25 29%	113 24%	77 21%	83 25%	78 25%	101 22%	132 26%	116 24%	99 23%	26 26%	46 23%	47 20%	129 29%	147 24%	210 25%	138 19%	149 20%

Echelon Insights
 January Omnibus 2024
 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QState] In what state do you live?

	Total	Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)	Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029	465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	182	83	60	46	133	31	15	41	91	50	53	14	60	42	46	17	132	80
	18%	18%	17%	18%	17%	20%	15%	16%	20%	16%	21%	9%	28%	16%	13%	18%	18%	18%
States in the Midwest	223	106	74	70	153	40	30	61	91	71	49	34	59	56	79	23	142	82
	22%	23%	22%	28%	20%	26%	29%	23%	20%	23%	20%	23%	28%	21%	22%	24%	19%	18%
States in the South	383	179	124	94	284	66	28	95	172	116	100	87	41	90	153	33	274	178
	37%	38%	36%	37%	37%	43%	27%	36%	38%	38%	41%	57%	19%	34%	43%	35%	37%	39%
States in the West	241	97	85	45	196	16	29	69	102	70	44	18	52	73	80	21	192	116
	23%	21%	25%	18%	26%	11%	28%	26%	22%	23%	18%	12%	25%	28%	22%	23%	26%	26%

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QKids] Do you currently have children under the age of 18 in your home?

	Total		Gender		Race			Age					Age Group	
	Total (LE)	Battleground States (LE)	Men	Women	White	Black	Hispanic	18-29	30-39	40-49	50-64	65+	Under 50	50+
Total	1029	384	478	543	703	113	126	109	179	165	283	293	453	576
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	255	101	101	154	140	42	43	26	92	74	46	17	192	63
	25%	26%	21%	28%	20%	37%	34%	24%	51%	45%	16%	6%	42%	11%
No	766	278	376	382	559	72	81	81	86	89	233	277	257	509
	74%	72%	79%	70%	80%	63%	64%	75%	48%	54%	82%	94%	57%	88%
Prefer not to say	8	5	0	7	4	0	1	1	1	2	4	-	4	4
	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%

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[QKids] Do you currently have children under the age of 18 in your home?

	Total Total (LE)	Education				Education Group		Race x Education		Income					Employment		
		HS or less	Some college	Bachelor's degree	Graduate degree	Non-college	College	White non-college	White college	<\$30k	\$30-\$49k	\$50-\$74k	\$75-\$125k	>\$125k	Employed	Not employed	Retired
Total	1029 100	307 100	317 100	252 100	148 100	624 100	400 100	402 100	297 100	238 100	254 100	191 100	191 100	124 100	496 100	93 100	306 100
Yes	255 25%	66 21%	85 27%	70 28%	33 22%	151 24%	103 26%	74 18%	65 22%	39 16%	57 22%	52 27%	60 31%	43 34%	172 35%	21 23%	21 7%
No	766 74%	240 78%	232 73%	179 71%	112 76%	472 76%	292 73%	327 81%	229 77%	196 82%	197 77%	138 72%	130 68%	81 66%	319 64%	72 77%	285 93%
Prefer not to say	8 1%	1 *	0 *	3 1%	3 2%	2 *	6 2%	0 *	3 1%	3 1%	0 *	1 *	1 *	-	5 1%	0 *	-

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QKids] Do you currently have children under the age of 18 in your home?

	Total	Party			Party+Lean			Ideology			2020 Ballot		Generic Congressional			GOP Supporter of...		Vote History			Eligible for...	
	Total (LE)	GOP	Ind	Dem	GOP+Lean	Pure Ind	DEM+Lean	Conservative	Moderate	Liberal	Voted Trump 2020	Voted Biden 2020	GOP	Dem	Unsure	Trump	The Party	Voter file confirmed recent primary voter	Voter file confirmed voted 2018	Voter file confirmed voted 2020	GOP Primary	Dem Primary
Total	1029 100	403 100	212 100	377 100	473 100	83 100	473 100	373 100	324 100	313 100	464 100	507 100	487 100	439 100	102 100	200 100	234 100	451 100	616 100	858 100	718 100	760 100
Yes	255 25%	98 24%	56 26%	91 24%	119 25%	22 26%	114 24%	85 23%	91 28%	73 23%	112 24%	123 24%	123 25%	105 24%	27 26%	52 26%	56 24%	74 16%	107 17%	182 21%	183 26%	205 27%
No	766 74%	302 75%	155 73%	282 75%	350 74%	61 73%	355 75%	284 76%	233 72%	236 75%	348 75%	380 75%	361 74%	330 75%	75 74%	147 73%	177 76%	376 83%	503 82%	669 78%	529 74%	552 73%
Prefer not to say	8 1%	3 1%	1 1%	4 1%	4 1%	0 %	4 1%	4 1%	-	4 1%	4 1%	4 1%	4 1%	4 1%	0 %	1 1%	1 1%	1 %	7 1%	8 1%	6 1%	3 %

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 N=1,029 Registered Voters in the Likely Electorate + GOP Oversample, Nationally, January 16-18, 2024, Margin of Error=3.4 Percentage Points

[QKids] Do you currently have children under the age of 18 in your home?

	Total		Marital		Kids				Community				Religion			GOP Primary Vote		Primary Electorate	
	Total (LE)		Married	Single, never married	Has kids <18 at home	No kids <18 at home	Moms of kids <18 at home	Dads of kids <18 at home	Urban	Suburban	Rural	Suburban women	White evangelical protestant	Catholic	Religiously unaffiliated	Trump	DeSantis	GOP	Dem
Total	1029		465	343	255	766	154	101	267	455	307	246	153	211	261	358	93	740	456
	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	255		148	69	255	-	154	101	86	93	76	59	33	48	63	91	23	152	94
	25%		32%	20%	100%		100%	100%	32%	21%	25%	24%	22%	23%	24%	25%	24%	21%	21%
No	766		312	272	-	766	-	-	181	356	229	182	119	161	194	263	71	586	362
	74%		67%	79%		100%			68%	78%	75%	74%	78%	76%	74%	74%	76%	79%	79%
Prefer not to say	8		4	2	-	-	-	-	-	6	2	5	1	3	4	4	-	2	1
	1%		1%	1%						1%	1%	2%	1%	1%	2%	1%		*%	*%