



# The New Politics of American Business

*Seven Voter Tribes Shaping the  
Future of Technology, Energy,  
and Finance*



**Washington doesn't regulate industry in the abstract. It regulates *your* industry.**

**The coalition that shows up to defend you isn't always the one you assume. Voters who love solar hate EVs. Voters who trust tech fear AI.**

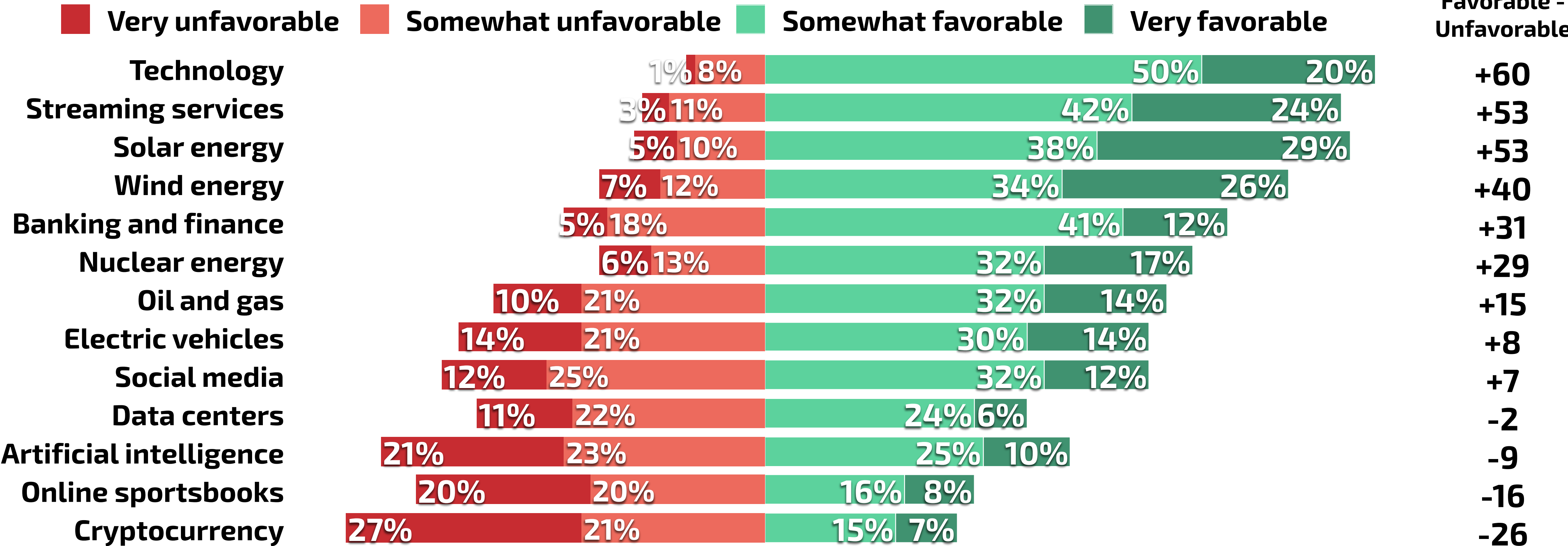
**The old playbook of left vs. right doesn't map into these fights.**

**Here's the one that does.**



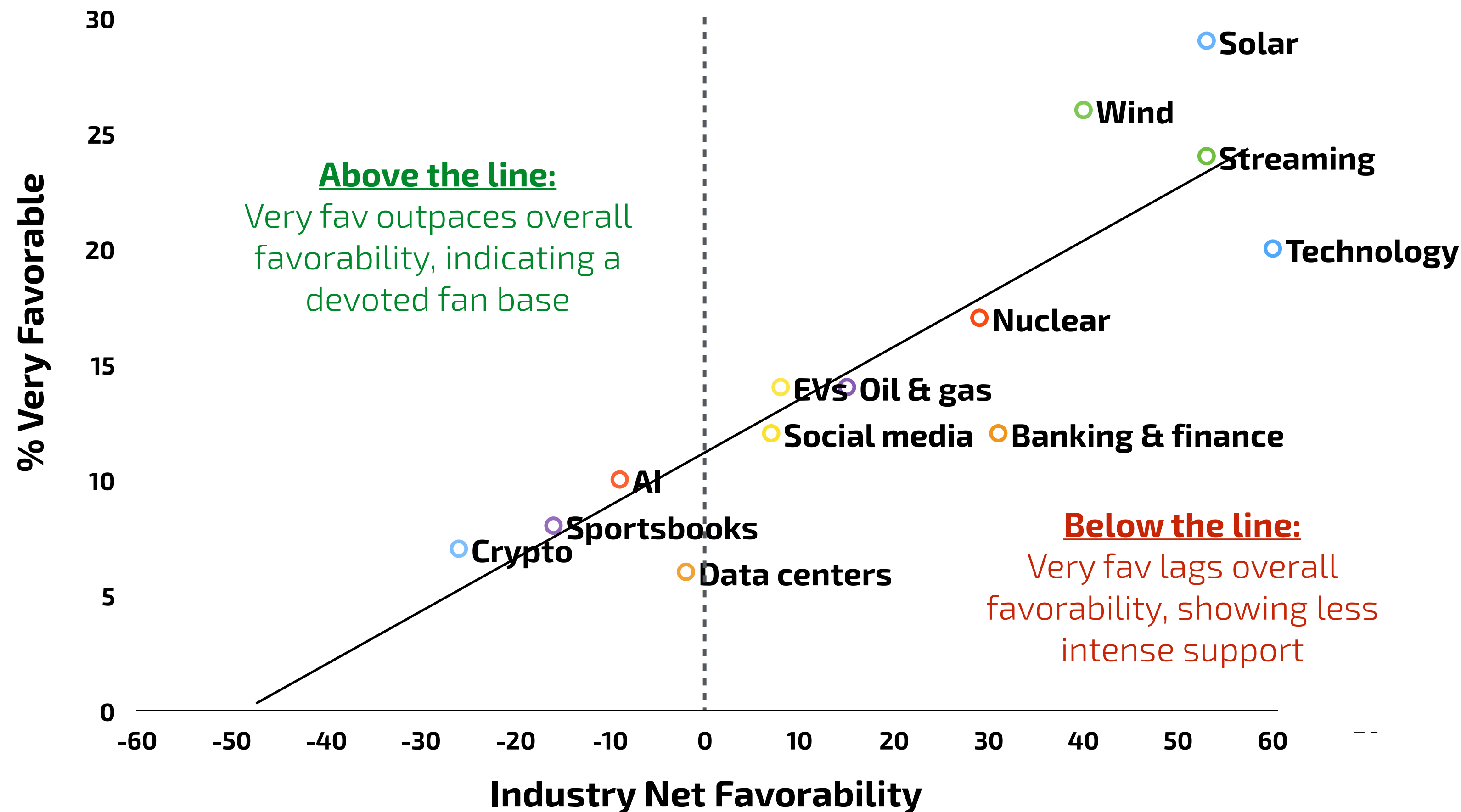
# First, we tested 13 different industries: Tech and green energy were the winners. AI, crypto, and sportsbooks were the losers.

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?



Note: Not showing "No Opinion" responses. N = 1,029 Registered Voters in the Likely Electorate Nationwide, January 2026, Verified Voter Omnibus, see [EchelonInsights.com](https://EchelonInsights.com) for monthly methodology.

# Support vs. intensity is where industries win or lose



- **Some industries stand out by generating more intense support.**
  - Wind, solar, and streaming are broadly popular and more of their supporters are very favorable.
  - Contested industries like crypto, sportsbooks and AI show high intensity within the context of lower favorables.
- **But support is sometimes a mile wide and an inch deep**
  - Tech is 70% favorable—but just 20% are very favorable.
  - Data centers and financial services also stand out for having a less intense base of support.

# Key Findings at a Glance

01

## The Technology Trust Gap

Tech (+60 net) commands trust; AI (-9) does not inherit it.

02

## Clean Energy Fractures at EVs

Solar (+53) and wind (+40) enjoy consensus; EVs (+8) barely break even. Geography drives the gap.

03

## Emerging Frontier Skepticism

Crypto (-26), sportsbooks (-16), and AI (-9) cluster at the bottom.

04

## Traditional Industry Resilience

Banks (+31), Nuclear (+29), and Oil and Gas (+15) flourish despite attacks

01

# The Technology Trust Gap



# Tech commands trust. Social media and AI don't.

## Technology

**+60**

NET FAVORABILITY

**70% fav - 10% unfav**

## Social Media

**+7**

NET FAVORABILITY

**44% fav - 37% unfav**

## Artificial Intelligence

**-9**

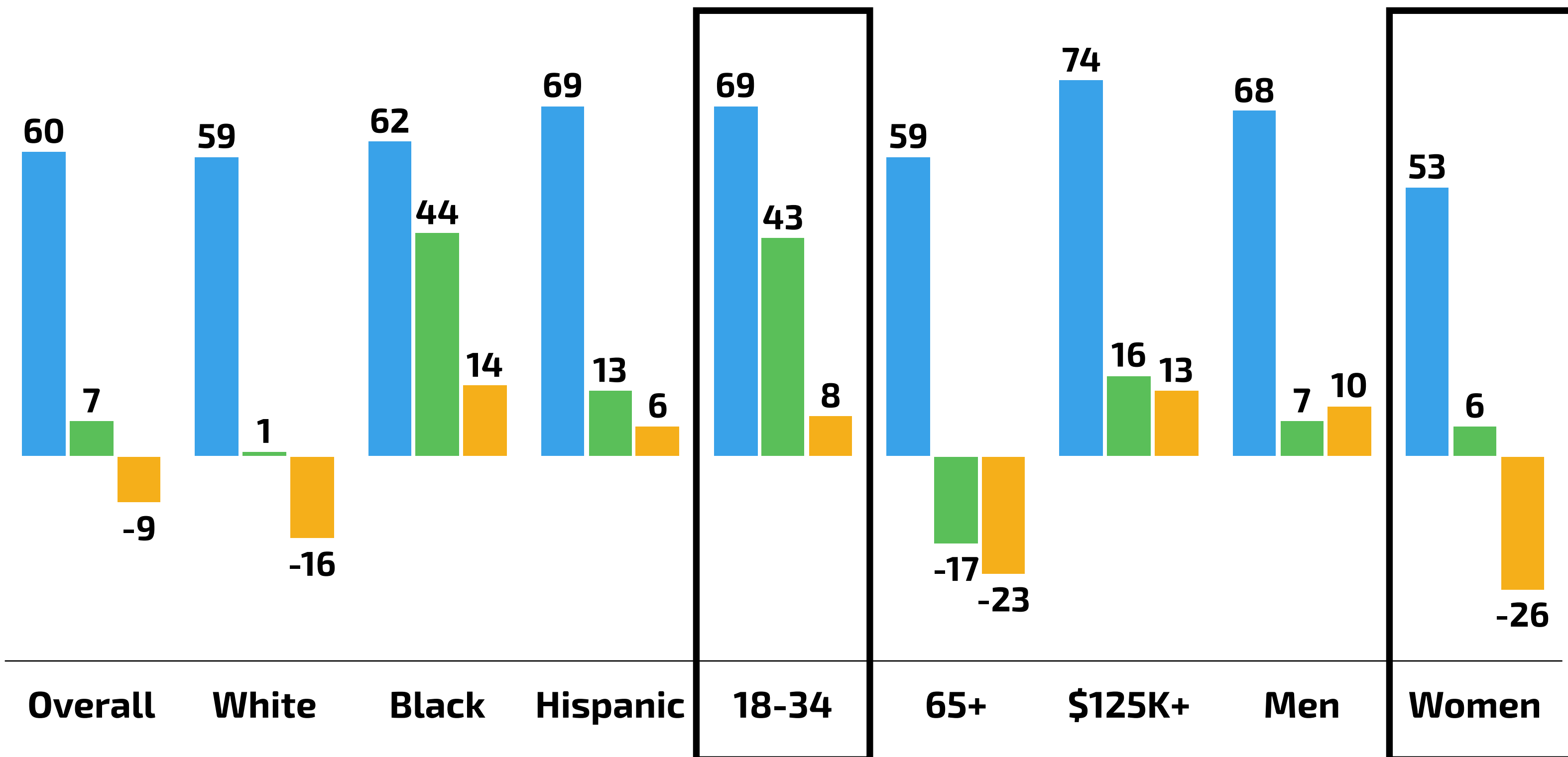
NET FAVORABILITY

**35% fav - 44% unfav**

# Technology's demographic divides

Net Favorability of

Technology Social Media Artificial Intelligence



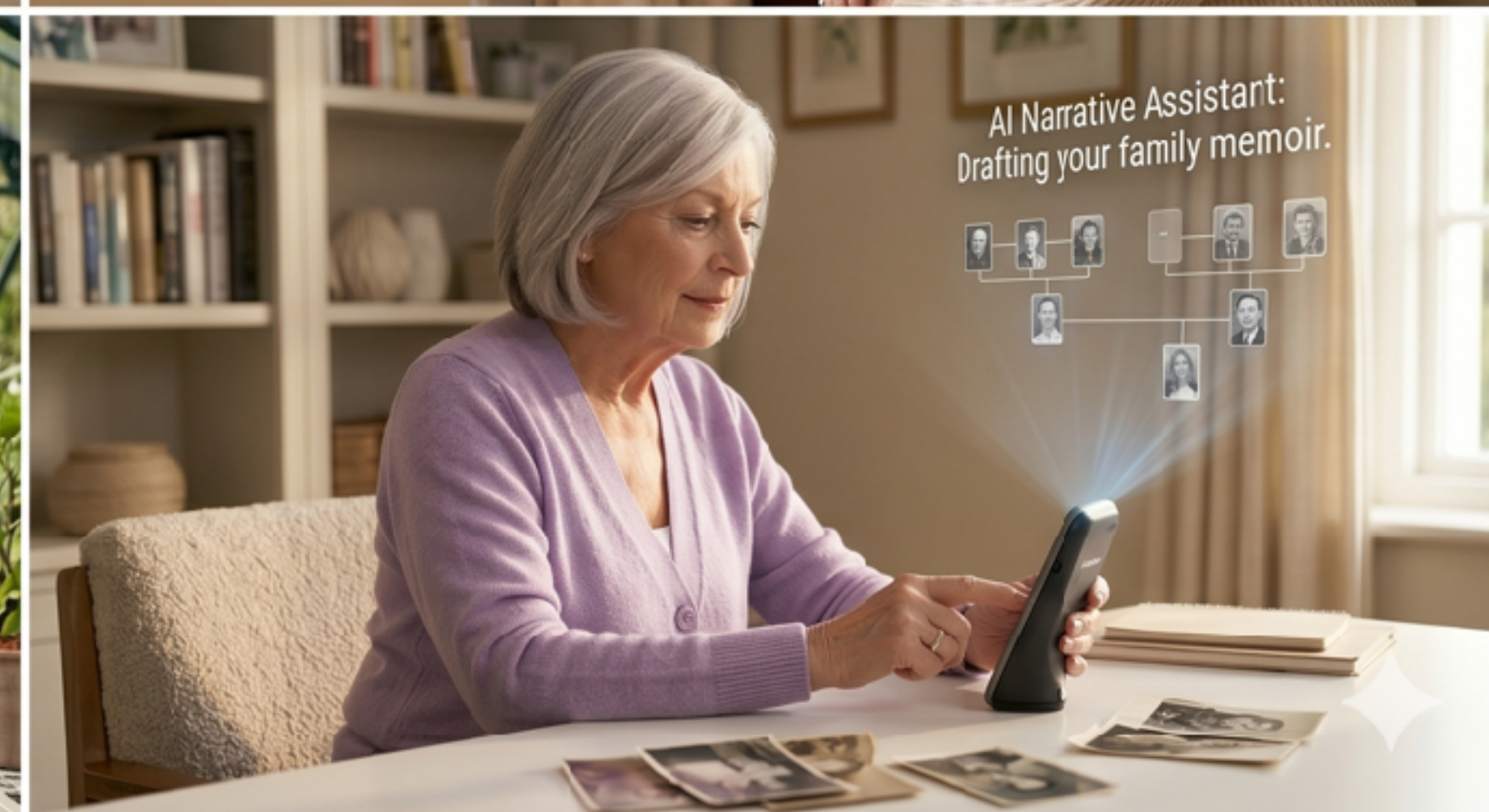
- **Nonwhite and younger voters are significantly more favorable to more contested industries, especially social media.**
- **There's a huge gender gap on AI, with women less favorable than men.**
- **AI's biggest champions are men, nonwhites, and higher-income voters.** Its biggest detractors are whites, seniors, and women.



Note: Not showing "No Opinion", "Somewhat Unfavorable", or "Very unfavorable"  
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# AI's toughest skeptics: Senior women

They vote the most. And they're the most AI-cautious.



(Creative campaign concepts generated by Google Gemini)

**02**

# **Clean Energy Fractures at EVs**



# Clean energy support doesn't translate to EVs

## Solar Energy

**+53**

NET FAVORABILITY

**67% fav - 14% unfav**

## Wind Energy

**+40**

NET FAVORABILITY

**59% fav - 19% unfav**

## Electric Vehicles

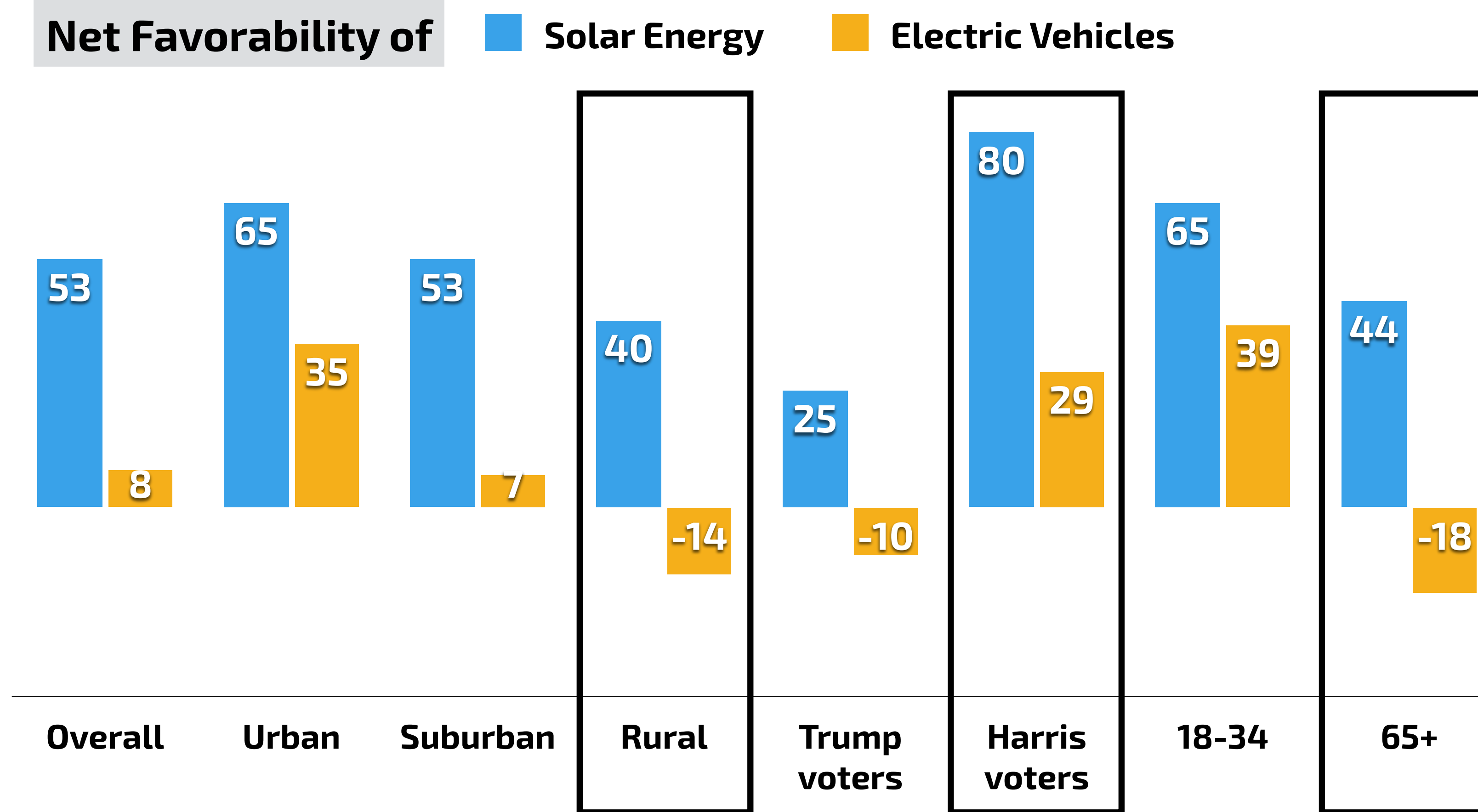
**+8**

NET FAVORABILITY

**43% fav - 35% unfav**



# Where it breaks apart: rural, older, Harris voters



- The biggest gaps between baseline clean energy enthusiasm and EV enthusiasm are geographic, political, and generational.
- The anti-EV gap can be explained by:
  - **Access:** Urban areas have changing infrastructure, rural areas don't.
  - **Politics:** Harris voters fall off more, likely due to Elon Musk's political activism.
  - **Age:** Older voters are loathe to switch away from the gas-powered vehicles they've always driven.



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**03**

# **Emerging Frontier Skepticism**



# Three industries, similar opposition coalitions

## Cryptocurrency

**-26**

NET FAVORABILITY

**22% fav - 48% unfav**

**Women -36** NET FAV

**65+ -55** NET FAV

**Democrats -40** NET FAV

## Online Sportsbooks

**-16**

NET FAVORABILITY

**24% fav - 40% unfav**

**Women -22** NET FAV

**65+ -46** NET FAV

**Democrats -14** NET FAV

## Artificial Intelligence

**-9**

NET FAVORABILITY

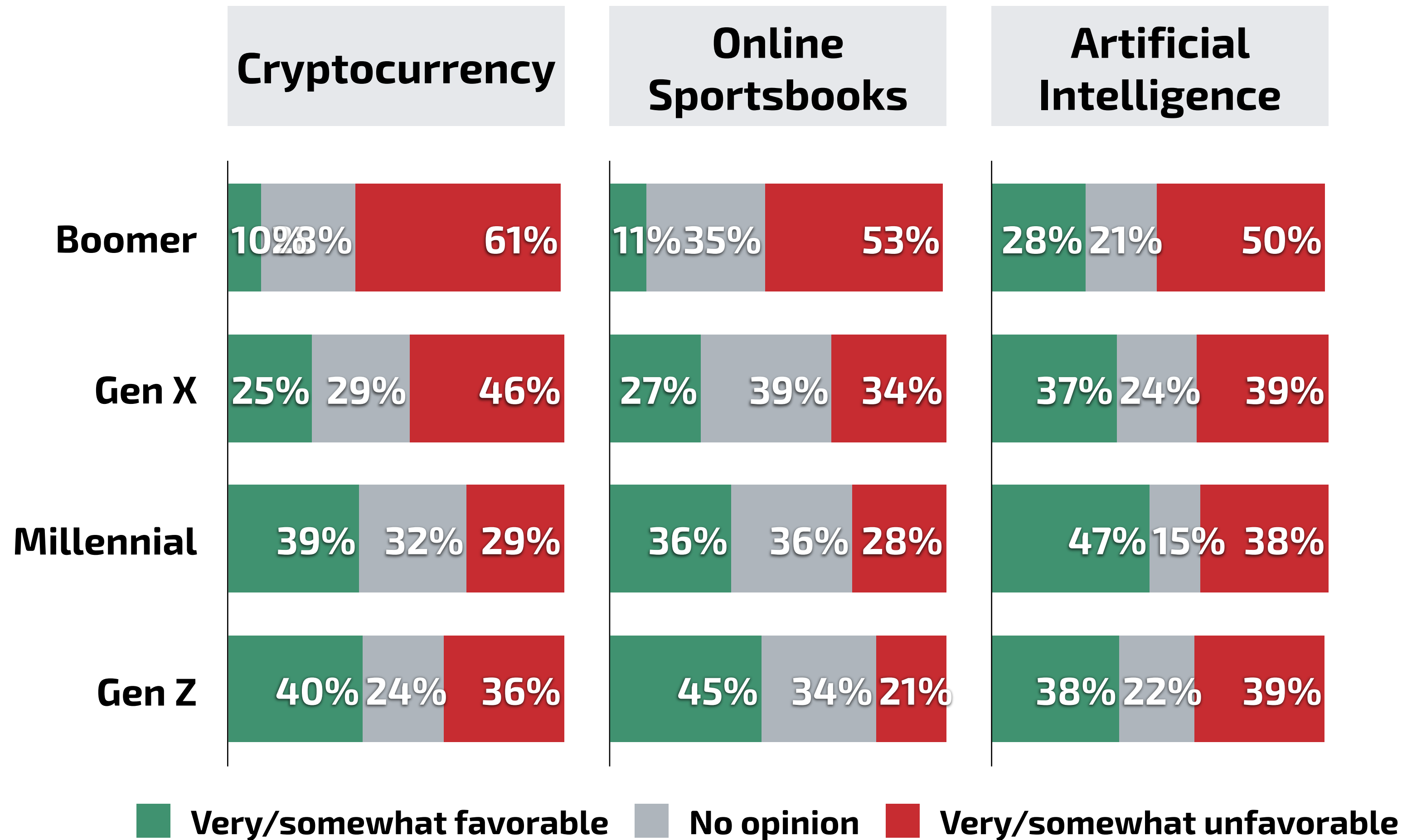
**35% fav - 44% unfav**

**Women -25** NET FAV

**65+ -23** NET FAV

**Democrats -15** NET FAV

# The generational divide across contested industries



- **Crypto and sportsbooks see the starkest generational divides,** with scant senior support.
- Millennials are the friendliest to frontier technologies, with the strongest ratings for crypto and AI.
- Gen Z drop in support is most notable on AI.



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**04**

# **Traditional Industry Resilience**



# Mainstays often in the crosshairs hang tough

## Banking and Finance

**+31**

NET FAVORABILITY

**53% fav - 22% unfav**

## Nuclear Energy

**+29**

NET FAVORABILITY

**49% fav - 20% unfav**

## Oil and Gas

**+15**

NET FAVORABILITY

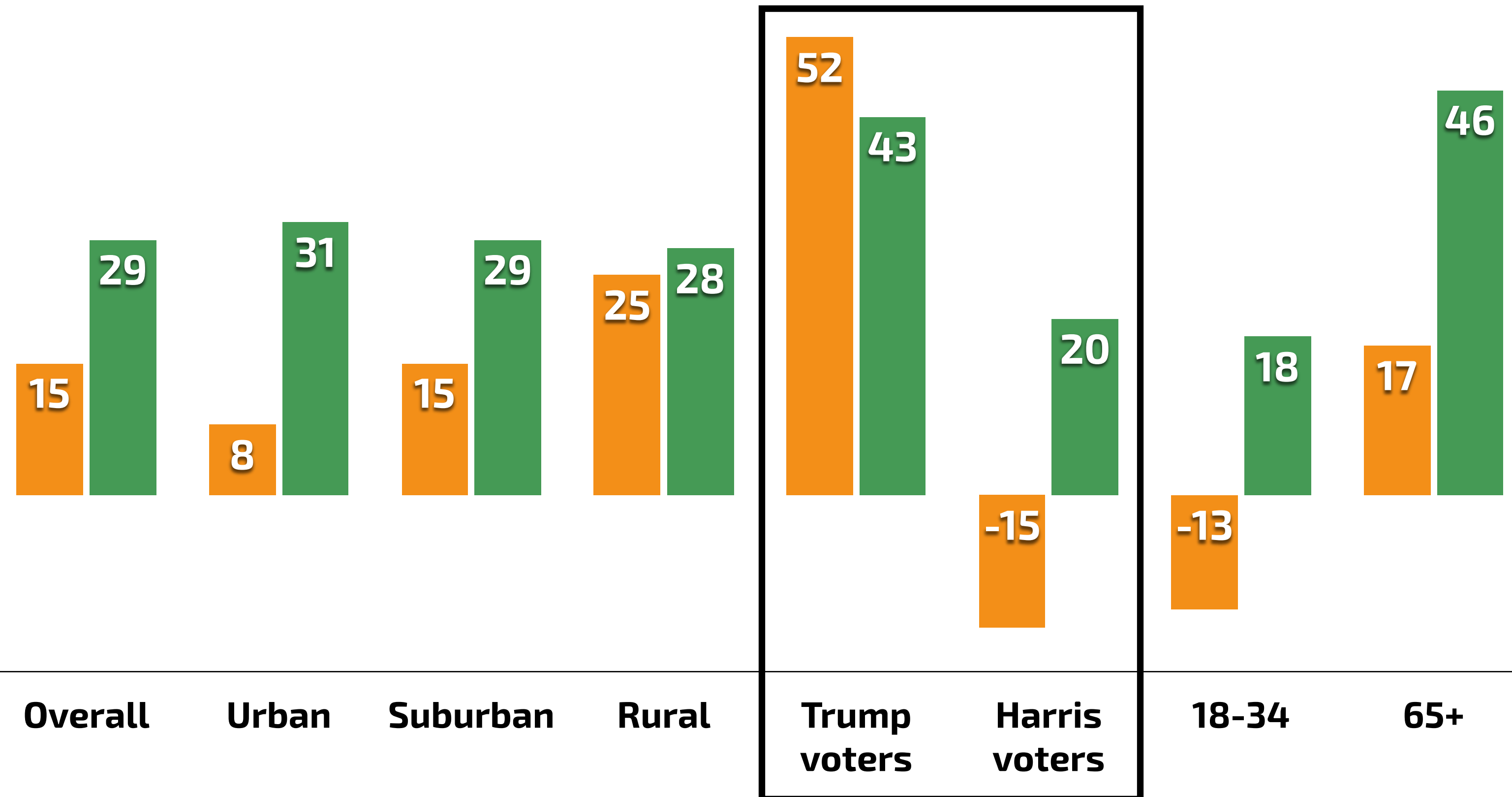
**46% fav - 31% unfav**

# Nuclear brings together both parties

Net Favorability of

Oil and Gas

Nuclear Energy



- **Trump voters are overwhelmingly favorable to both oil and gas and nuclear, while nuclear provides a point of agreement for voters across the partisan and geographic divide.**
- Older voters bolster support for more traditional energy sources, with more room to grow with younger voters.

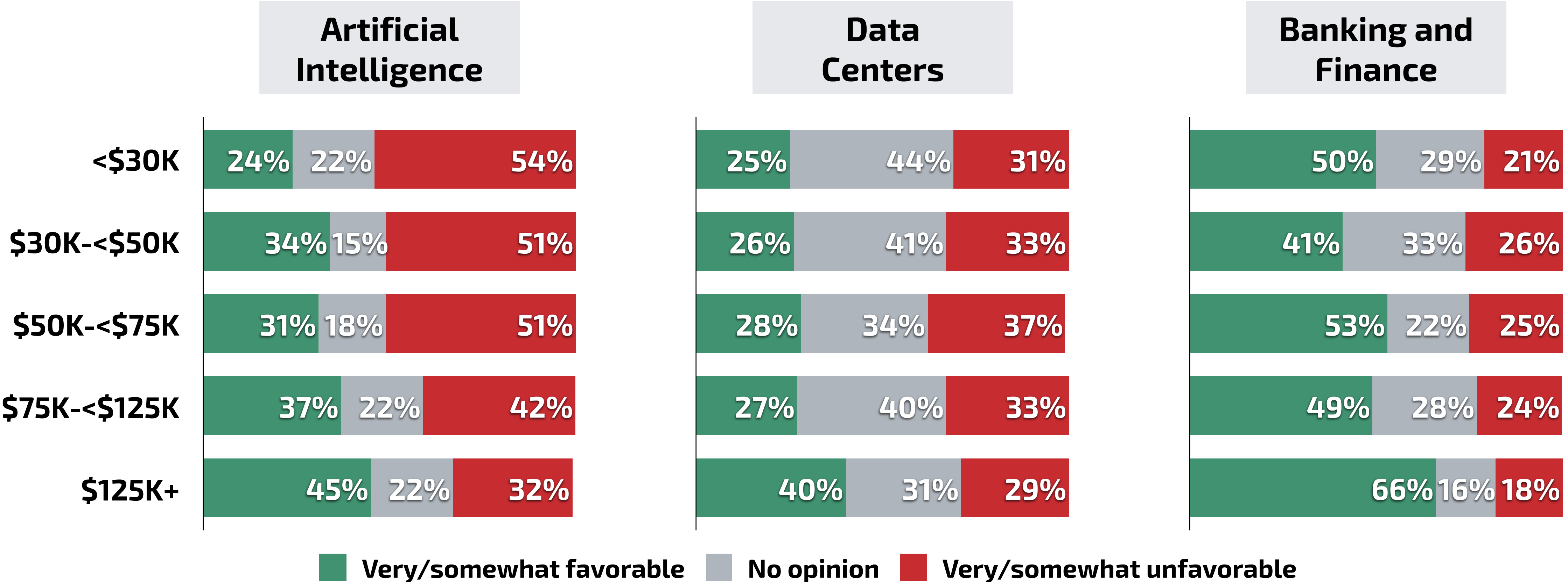


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# Further Demographic Divides

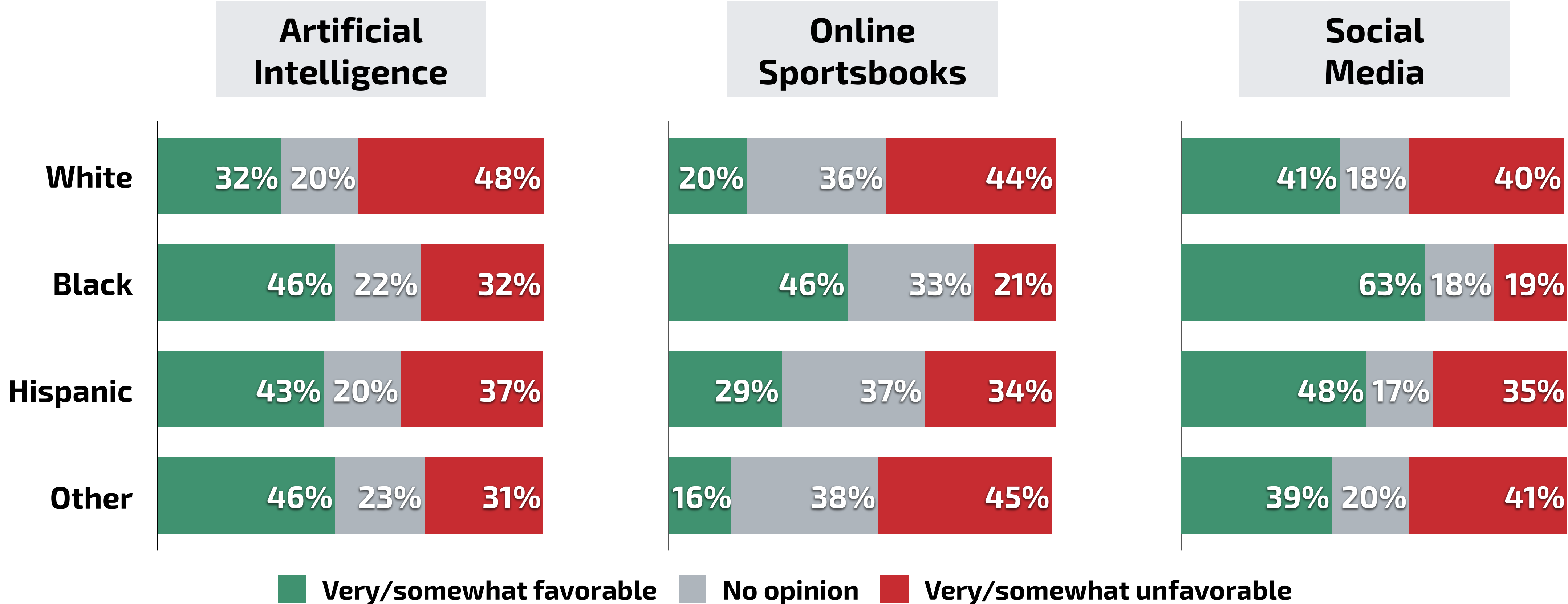


# Higher income voters buoy AI, data centers, and finance – but banks aren't as polarizing by class as you might think



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# Black voters are strikingly more favorable to AI, online sports books, and social media companies



Do you generally have a favorable or unfavorable view of companies in the following industries?  
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# The 7 Business and Industry Tribes



**How Americans think about your industry isn't random.**

**They cluster into distinctive tribal belief systems.**

**Combining answers about 13 industries, we found these 7 tribes—each of which are the building block for a majority coalition.**



# The 7 Business and Industry Tribes

			2024 Margin
17%	<b>Anti-Green Right</b>	An older and more rural group of voters that distrust green energy and favor current fossil fuel energy sources while wary of frontier technologies.	<b>Trump +56</b>
17%	<b>Center-Right Abundance</b>	A heavily Republican group that generally trusts most technologies on net with some uncertainty on wind and EVs.	<b>Trump +50</b>
13%	<b>Aggressive Deployers</b>	A much younger and more male-skewed group of voters who hold broadly favorable views to all industries tested. Build it!	<b>Trump +6</b>
12%	<b>Industry Pragmatists</b>	An older group that favors industries with proven track records, and skeptical towards those on the frontier. Pro-green energy in the abstract but very anti-EV.	<b>Harris +4</b>
18%	<b>Passive Youth</b>	Younger voters that skew female, enthusiastic about green energy and using tech for entertainment and connection	<b>Harris +23</b>
10%	<b>Old School Greens</b>	Rejects all industries except wind and solar.	<b>Harris +50</b>
12%	<b>Center-Left Abundance</b>	Very favorable to green technology companies across the board, optimistic about tech as a whole, but opposed to crypto and betting while mixed on AI.	<b>Harris +82</b>



Note: Percents reflect the portion of the overall electorate.  
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# How the 7 tribes view different industries

% Net Fav	Anti-Green Right	Center-Right Abundance	Aggressive Deployers	Industry Pragmatists	Passive Youth	Old School	Center-Left Abundance
<i>% of electorate</i>	17%	17%	13%	12%	18%	10%	12%
AI Companies	-33	+56	+84	-65	-27	-91	-6
Data Centers	-21	+51	+76	-31	-17	-75	-20
Cryptocurrency	-26	+18	+62	-77	-27	-87	-72
Sportsbooks	-30	+5	+69	-73	+15	-70	-64
Electric Vehicles	-50	+8	+88	-76	+21	-4	+82
Social Media	-35	+50	+80	-27	+58	-76	-45
Nuclear	+28	+65	+66	+37	-10	-35	+48
Oil & Gas	+35	+77	+72	+58	-11	-85	-69
Banking/Finance	-12	+80	+86	+68	+13	-53	+27
Solar Energy	-54	+49	+96	+74	+71	+66	+99
Wind Energy	-62	+7	+86	+66	+71	+57	+99
Technology	+26	+89	+99	+54	+69	-21	+92
Streaming	+24	+78	+98	+37	+80	-31	+59



Note: Not showing "No Opinion".  
 Do you generally have a favorable or unfavorable view of companies in the following industries?  
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# Anti-Green Right

# 17%

OF THE ELECTORATE

**2024 MARGIN: Trump +56**

Older and more rural voters that distrust green technology and favor current fossil fuel energy sources while wary of frontier technologies.

## DEMOGRAPHICS

**Gender** 49% Male / 51% Female

**Race** **77% White**, 12% Black, 10% Hispanic

**Education** 25% HS or less, 27% Some College, 48% Bachelor's+

**Region** 26% City, **46% Suburb**, 29% Small town/rural

**Employment** 34% Retired / 54% Employed

## INDUSTRY FAVORABILITY

### Most Favorable

Oil & Gas

**+35**

Nuclear

**+28**

Technology

**+26**

### Least Favorable

Wind Energy

**-62**

Solar Energy

**-54**

Electric Vehicles

**-50**

## ALL INDUSTRIES (NET FAV)

Tech	Stream	Solar	Wind	Bank	Nuke	Oil	EVs	Social	Data	AI	Sports	Crypto
<b>+26</b>	<b>+24</b>	<b>-54</b>	<b>-62</b>	<b>-12</b>	<b>+28</b>	<b>+35</b>	<b>-50</b>	<b>-35</b>	<b>-21</b>	<b>-33</b>	<b>-30</b>	<b>-26</b>

# Center-Right Abundance

# 17%

OF THE ELECTORATE

**2024 MARGIN: Trump +50**

A heavily Republican group that generally trusts most technologies on net with some uncertainty on wind and EVs.

## DEMOGRAPHICS

<b>Gender</b>	49% Male / 51% Female
<b>Race</b>	<b>79% White</b> , 7% Black, <b>15% Hispanic</b>
<b>Education</b>	29% HS or less, 28% Some College, 42% Bachelor's+
<b>Region</b>	18% City, <b>45% Suburb</b> , 37% Small town/rural
<b>Employment</b>	43% Retired / 48% Employed

## INDUSTRY FAVORABILITY

Most Favorable		Least Favorable	
Technology	<b>+89</b>	Online Sportsbooks	<b>+5</b>
Banking	<b>+80</b>	Wind Energy	<b>+7</b>
Streaming	<b>+78</b>	Electric Vehicles	<b>+8</b>

## ALL INDUSTRIES (NET FAV)

Tech	Stream	Solar	Wind	Bank	Nuke	Oil	EVs	Social	Data	AI	Sports	Crypto
<b>+89</b>	<b>+78</b>	<b>+49</b>	<b>+7</b>	<b>+80</b>	<b>+65</b>	<b>+77</b>	<b>+8</b>	<b>+50</b>	<b>+51</b>	<b>+56</b>	<b>+5</b>	<b>+18</b>

# Aggressive Deployers

# 13%

OF THE ELECTORATE

**2024 MARGIN: Trump +6**

A much younger and more male-skewed group of voters who hold broadly favorable views to all industries tested. Build it!

## DEMOGRAPHICS

**Gender** 68% Male / 32% Female

**Race** 65% White, 24% Black, 18% Hispanic

**Education** 28% HS or less, 25% Some College, 48% Bachelor's+

**Region** 45% City, 34% Suburb, 21% Small town/rural

**Employment** 15% Retired / 79% Employed

## INDUSTRY FAVORABILITY

### Most Favorable

Technology

**+99**

Streaming

**+98**

Solar Energy

**+96**

### Least Favorable

Cryptocurrency

**+62**

Nuclear

**+66**

Online Sportsbooks

**+69**

## ALL INDUSTRIES (NET FAV)

Tech	Stream	Solar	Wind	Bank	Nuke	Oil	EVs	Social	Data	AI	Sports	Crypto
<b>+99</b>	<b>+98</b>	<b>+96</b>	<b>+86</b>	<b>+86</b>	<b>+66</b>	<b>+72</b>	<b>+88</b>	<b>+80</b>	<b>+76</b>	<b>+84</b>	<b>+69</b>	<b>+62</b>

# Industry Pragmatists

# 12%

OF THE ELECTORATE

**2024 MARGIN: Harris +4**

An older group that favors industries with proven track records, and skeptical towards those on the frontier. Pro-green energy in the abstract but very anti-EV.

## DEMOGRAPHICS

**Gender** 36% Male / **64% Female**

**Race** **83% White**, 9% Black, 1% Hispanic

**Education** 26% HS or less, 27% Some College, 46% Bachelor's+

**Region** 18% City, **47% Suburb**, 35% Small town/rural

**Employment** **55% Retired** / 33% Employed

## INDUSTRY FAVORABILITY

### Most Favorable

Solar Energy

**+74**

Banking

**+68**

Wind Energy

**+66**

### Least Favorable

Cryptocurrency

**-77**

Electric Vehicles

**-76**

Online Sportsbooks

**-73**

## ALL INDUSTRIES (NET FAV)

Tech	Stream	Solar	Wind	Bank	Nuke	Oil	EVs	Social	Data	AI	Sports	Crypto
<b>+54</b>	<b>+37</b>	<b>+74</b>	<b>+66</b>	<b>+68</b>	<b>+37</b>	<b>+58</b>	<b>-76</b>	<b>-27</b>	<b>-31</b>	<b>-65</b>	<b>-73</b>	<b>-77</b>

# Passive Youth

# 18%

OF THE ELECTORATE

**2024 MARGIN: Harris +23**

Younger voters that skew female, enthusiastic about green energy and using tech for entertainment and connection.

## DEMOGRAPHICS

**Gender** 32% Male / **68% Female**

**Race** 70% White, 17% Black, 11% Hispanic

**Education** 24% HS or less, 32% Some College, 45% Bachelor's+

**Region** **32% City, 44% Suburb**, 24% Small town/rural

**Employment** 16% Retired / **70% Employed**

## INDUSTRY FAVORABILITY

### Most Favorable

Streaming **+80**

Solar Energy **+71**

Wind Energy **+71**

### Least Favorable

AI Companies **-27**

Cryptocurrency **-27**

Data Centers **-17**

## ALL INDUSTRIES (NET FAV)

Tech	Stream	Solar	Wind	Bank	Nuke	Oil	EVs	Social	Data	AI	Sports	Crypto
<b>+69</b>	<b>+80</b>	<b>+71</b>	<b>+71</b>	<b>+13</b>	<b>-10</b>	<b>-11</b>	<b>+21</b>	<b>+58</b>	<b>-17</b>	<b>-27</b>	<b>+15</b>	<b>-27</b>

# Old-School Greens

# 10%

OF THE ELECTORATE

**2024 MARGIN: Harris +50**

Rejects all industries except wind and solar.

## DEMOGRAPHICS

**Gender** 37% Male / **63% Female**

**Race** **83% White**, 5% Black, 12% Hispanic

**Education** 17% HS or less, 21% Some College, **61% Bachelor's+**

**Region** **31% City**, 41% Suburb, 28% Small town/rural

**Employment** 31% Retired / 57% Employed

## INDUSTRY FAVORABILITY

### Most Favorable

Solar Energy

**+66**

Wind Energy

**+57**

Streaming

**-31**

### Least Favorable

AI Companies

**-91**

Cryptocurrency

**-87**

Oil & Gas

**-85**

## ALL INDUSTRIES (NET FAV)

Tech	Stream	Solar	Wind	Bank	Nuke	Oil	EVs	Social	Data	AI	Sports	Crypto
-21	-31	+66	+57	-53	-35	-85	-4	-76	-75	-91	-70	-87

# Center-Left Abundance

# 12%

OF THE ELECTORATE

**2024 MARGIN: Harris +82**

Very favorable to green technology companies across the board, optimistic about tech as a whole, but opposed to crypto and betting while mixed on AI.

## DEMOGRAPHICS

**Gender** 59% Male / 41% Female

**Race** 82% White, 5% Black, 9% Hispanic

**Education** 14% HS or less, 31% Some College, 56% Bachelor's+

**Region** 25% City, 49% Suburb, 25% Small town/rural

**Employment** 51% Retired / 40% Employed

## INDUSTRY FAVORABILITY

### Most Favorable

Solar Energy +99

Wind Energy +99

Technology +92

### Least Favorable

Cryptocurrency -72

Oil & Gas -69

Online Sportsbooks -64

## ALL INDUSTRIES (NET FAV)

Tech	Stream	Solar	Wind	Bank	Nuke	Oil	EVs	Social	Data	AI	Sports	Crypto
+92	+59	+99	+99	+27	+48	-69	+82	-45	-20	-6	-64	-72

# The Swing Tribes: Who decides

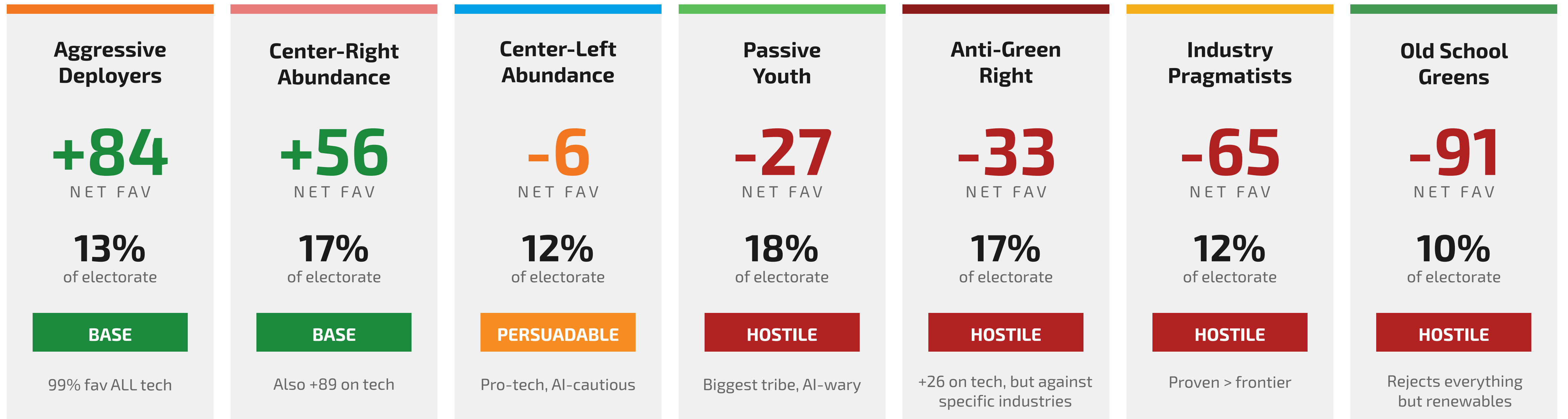
For contested industries, these tribes are the pivotal audiences

AI	Data Centers	EVs	Crypto	Sportsbooks
Aggressive Deployers +84	Aggressive Deployers +76	Aggressive Deployers +88	Aggressive Deployers +62	Aggressive Deployers +69
Center-Right Abundance +56	Center-Right Abundance +51	Center-Left Abundance +82	Center-Right Abundance +18	Passive Youth +15
Center-Left Abundance -6	Passive Youth -17	Passive Youth +21	Anti-Green -26	Center-Right Abundance +5
Passive Youth -27	Center-Left Abundance -20	Center-Right Abundance +8	Passive Youth -27	Anti-Green Right -30
Anti-Green Right -33	Anti-Green Right -21	Old School Greens -4	Center-Left Abundance -72	Center-Left Abundance -64
Industry Pragmatists -65	Industry Pragmatists -31	Anti-Green Right -50	Industry Pragmatists -77	Old School Greens -70
Old School Greens -91	Old School Greens -75	Industry Pragmatists -76	Old School Greens -87	Industry Pragmatists -73



# Building a majority for AI

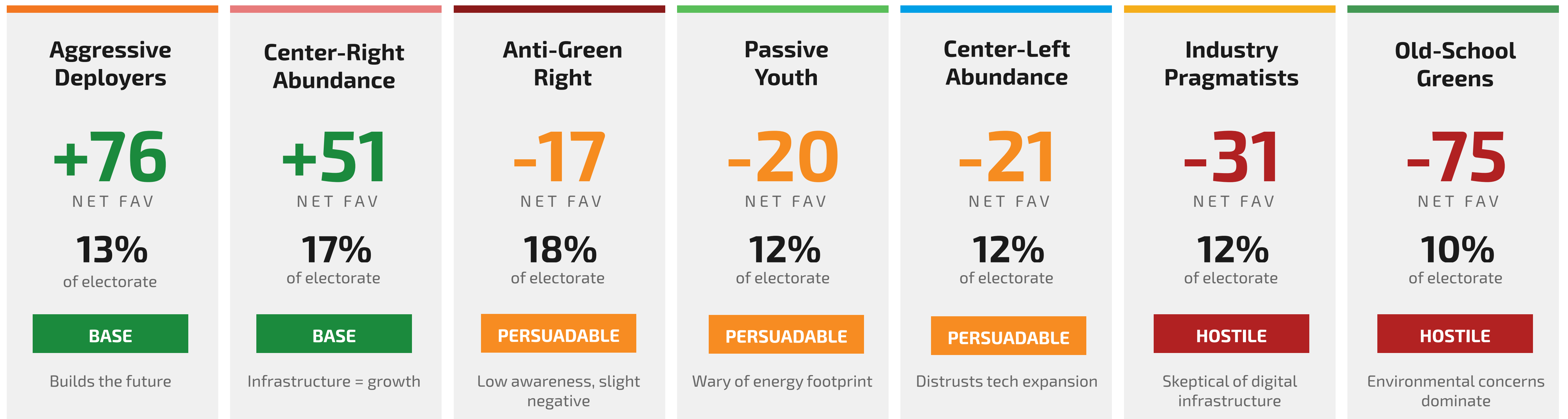
AI starts at -9 net favorability overall. Center-Left Abundance stands out as a prime persuasion target.



AI's path to net positive: hold the base (Center-Right Abundance + Aggressive Deployers = 30%), convert Center-Left Abundance (12%), and make inroads with Passive Youth & Anti-Green Right.

# How data centers can overcome uncertainty

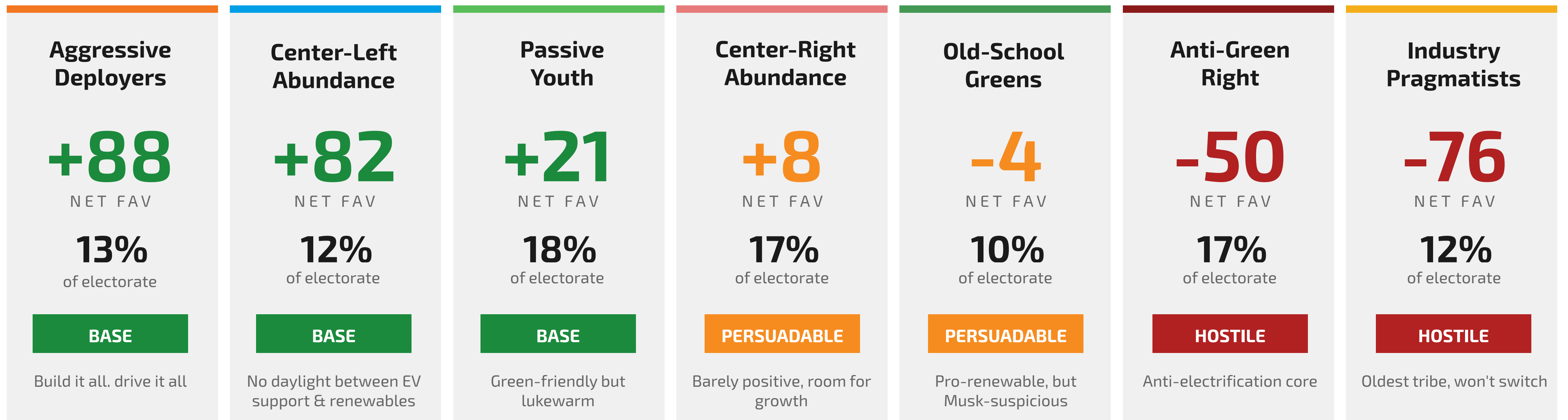
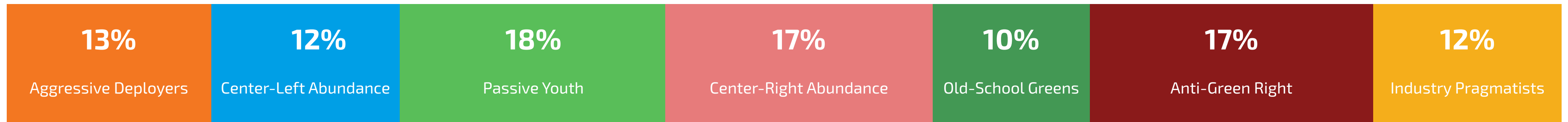
Data centers are net -2 overall, with high undecideds. They need more support from the abundance left.



Data centers have the most open field: 38% have no opinion. Two tribes are base (30%), and the persuadable pool (Passive Youth at -17, Center-Left at -20) is reachable with an economic development + clean energy message.

# Why EVs fall short of a solid majority

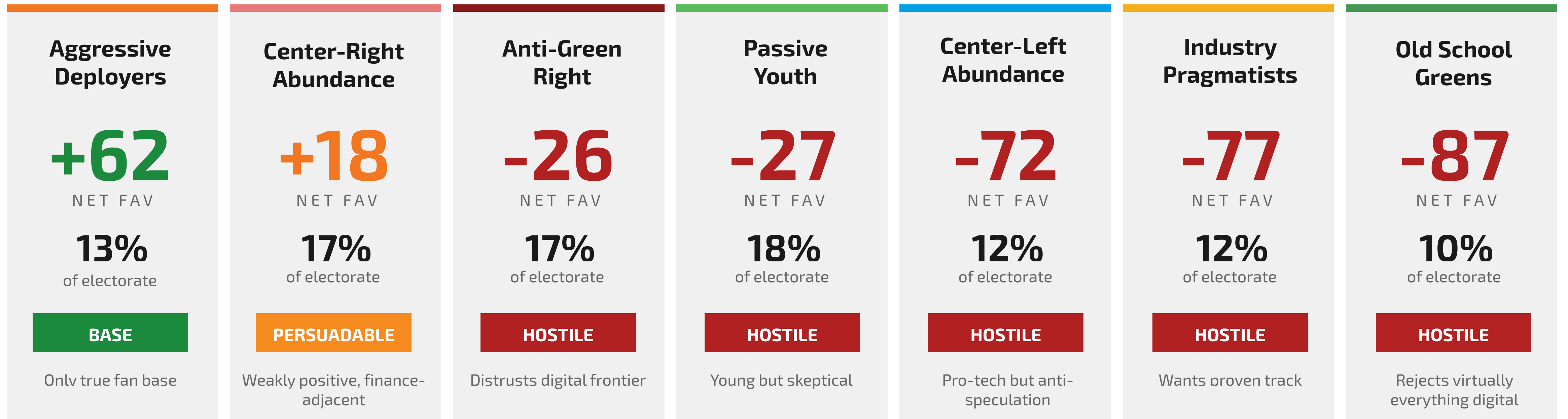
EVs start at just +8 net favorability overall. They haven't fully locked in the pro-tech right or the green left.



EV support is especially heavily concentrated in the Aggressive Deployer and Center-Left Abundance Tribes. Its most logical growth opportunities lie in converting Center-Right Abundance and Old-School Greens.

# Why crypto faces a hostile audience

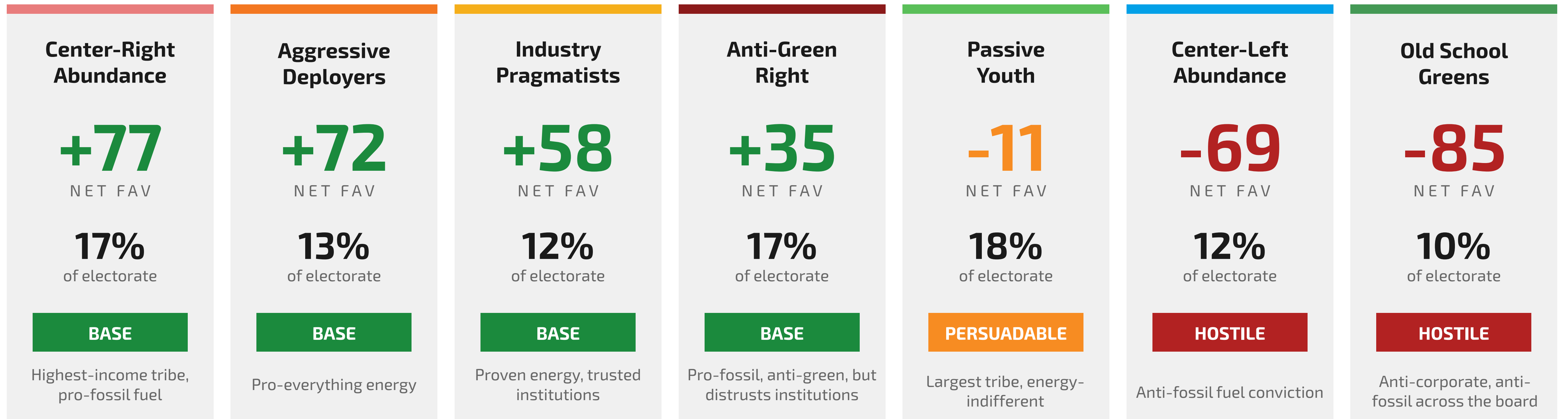
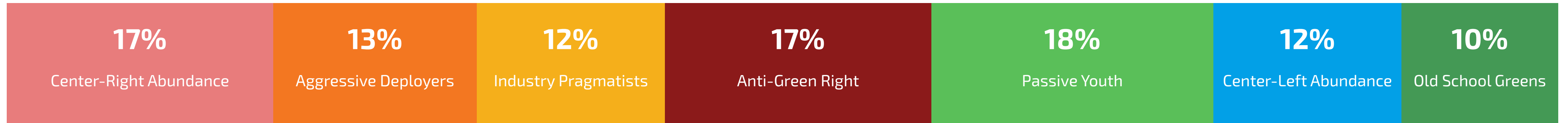
*It doesn't consolidate all corners of the right & faces suspicion with left-leaning & traditional groups*



Crypto has a narrow base: only 1 base tribe (13% of electorate) + tentative support from the abundance right. Its next steps are consolidating the tech right while converting the Passive Youth tribe.

# Oil & gas's strong base — and how it grows

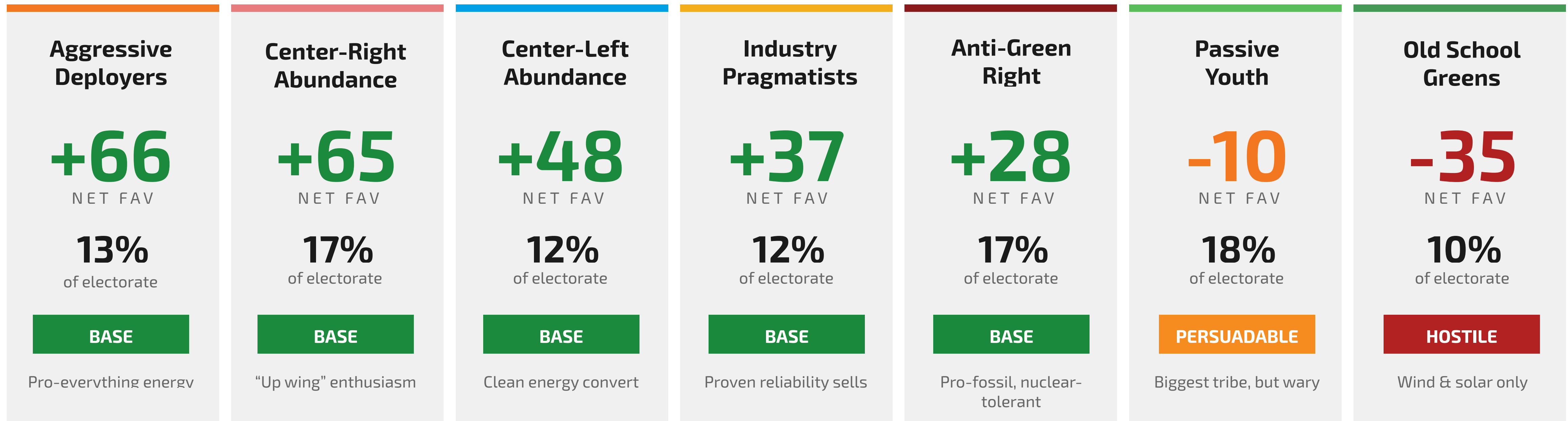
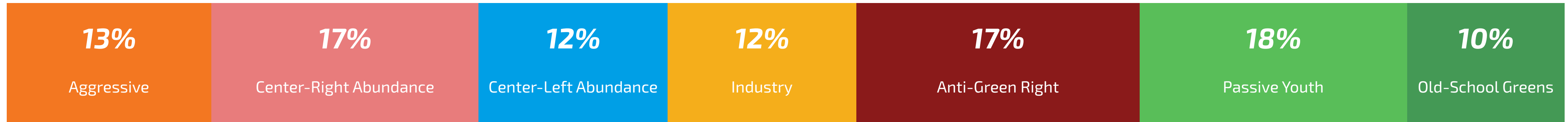
The right unites with pragmatists in the middle to give oil & gas a majority — but abundance factions split



Oil and gas combines strong support from center-right factions plus pragmatists who value reliability. Center-Left Abundance stands together with Old-School Greens as the opposition.

# Maintaining pro-nuclear majority

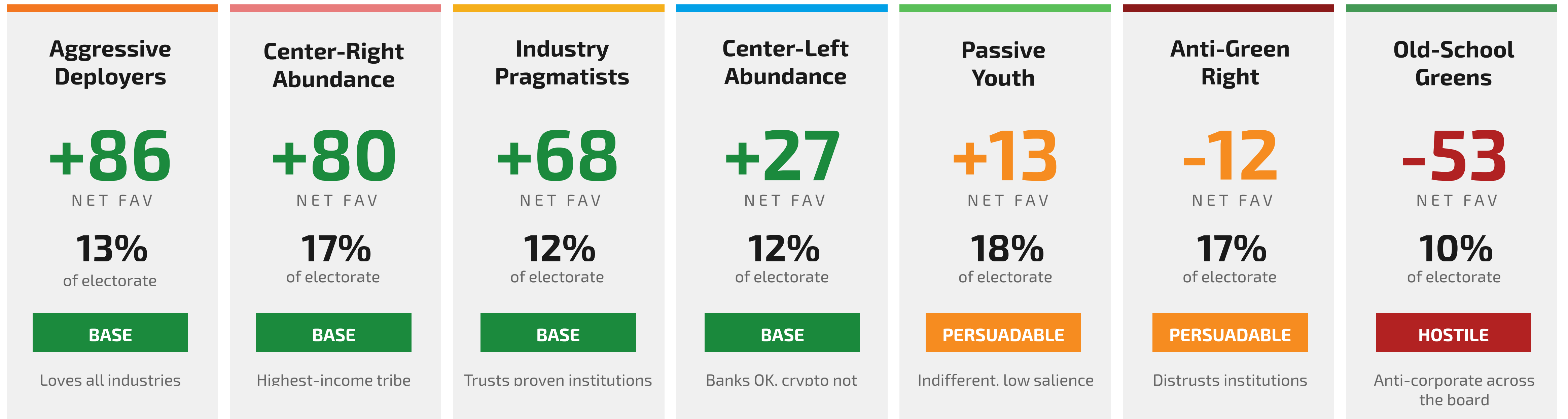
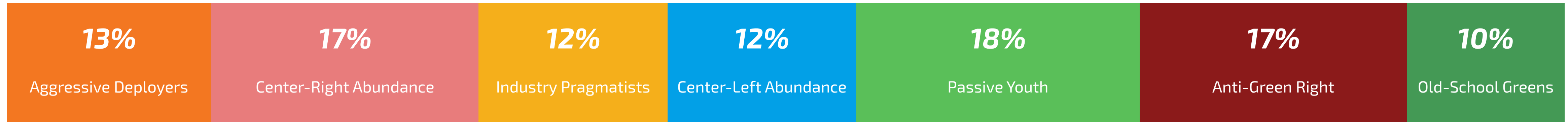
*Nuclear has room for growth with the traditional right & faces hostility in some quarters on the left*



Nuclear's superpower: 5 of 7 tribes are net-positive, spanning Trump +56 to Harris +82 voters. Only Passive Youth (-10) and Old School Greens (-35) oppose — and Passive Youth is persuadable.

# How financial services can build support

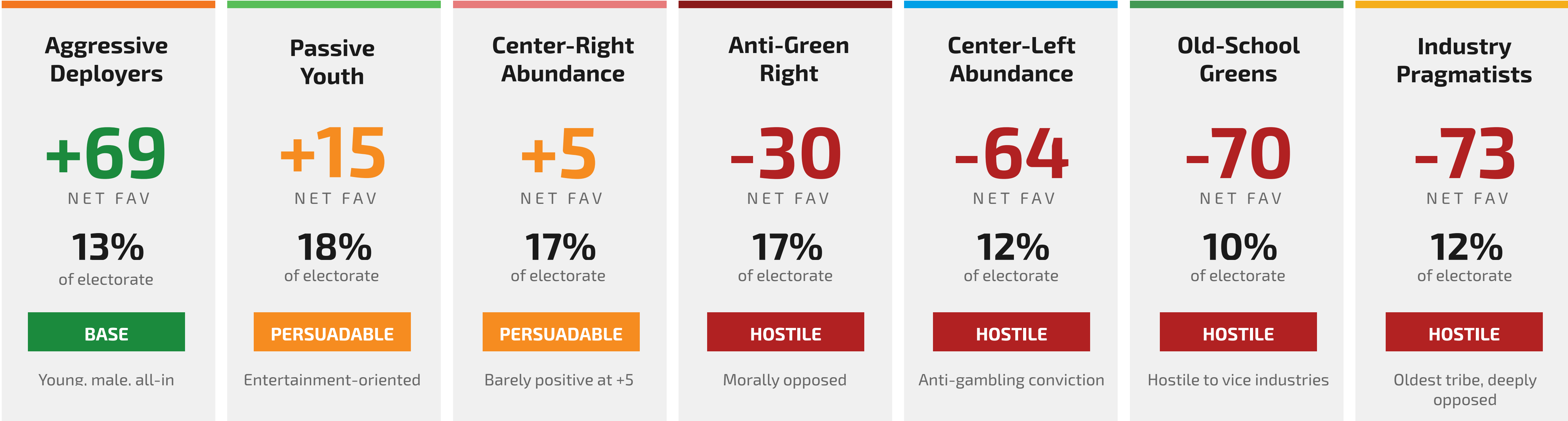
At +31, hostility to banking & finance is limited to the most populist groups on the right and left



Banking's broad coalition (4 tribes as base = 54% of electorate) is rare. Its risk: the two tribes that dislike it (Anti-Green Right + Old School Greens) sit at opposite political poles — there's no single message that reaches both.

# The coalition math for sportsbooks

*Sportsbooks start at -16 favorability overall. Young people and the pro-tech right are net supportive.*



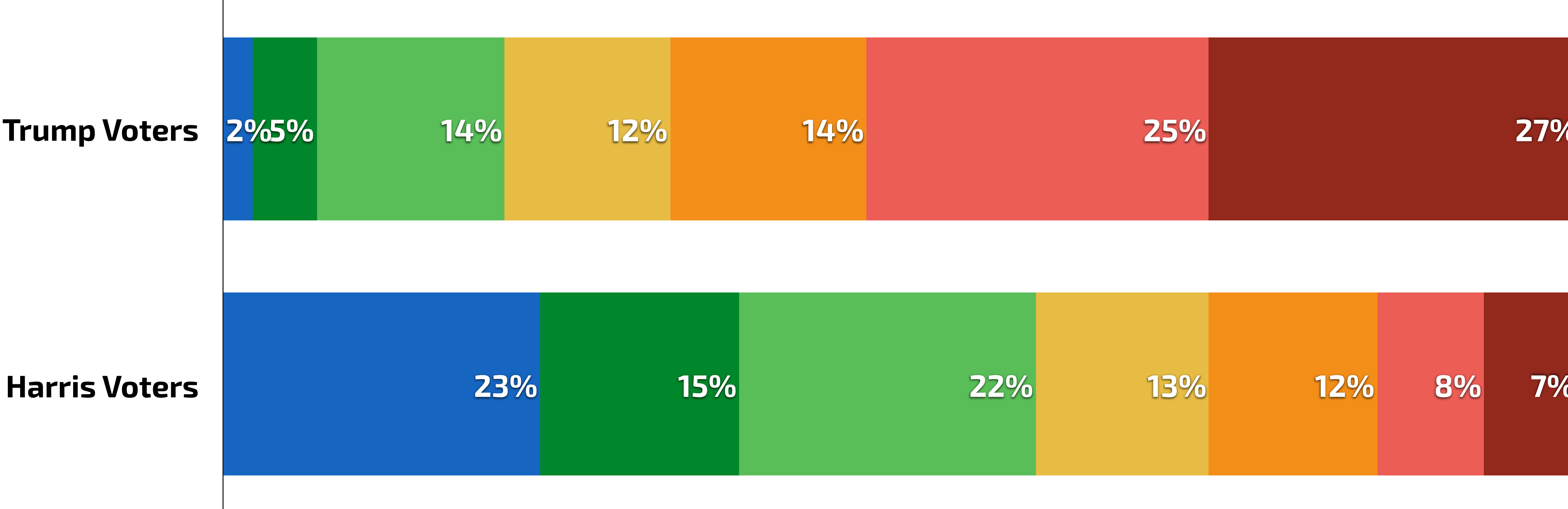
Sportsbooks' coalition problem mirrors crypto: only Aggressive Deployers (13%) as a base. Passive Youth (+15, 18%) is the key swing tribe, but converting them only gets to 31% — and four tribes are deeply hostile.

# The Politics of the 7 Tribes



# Anti-Green Right and Right Abundance make up over half of Trump voters; Left Abundance and Passive Youth come close to half for Harris

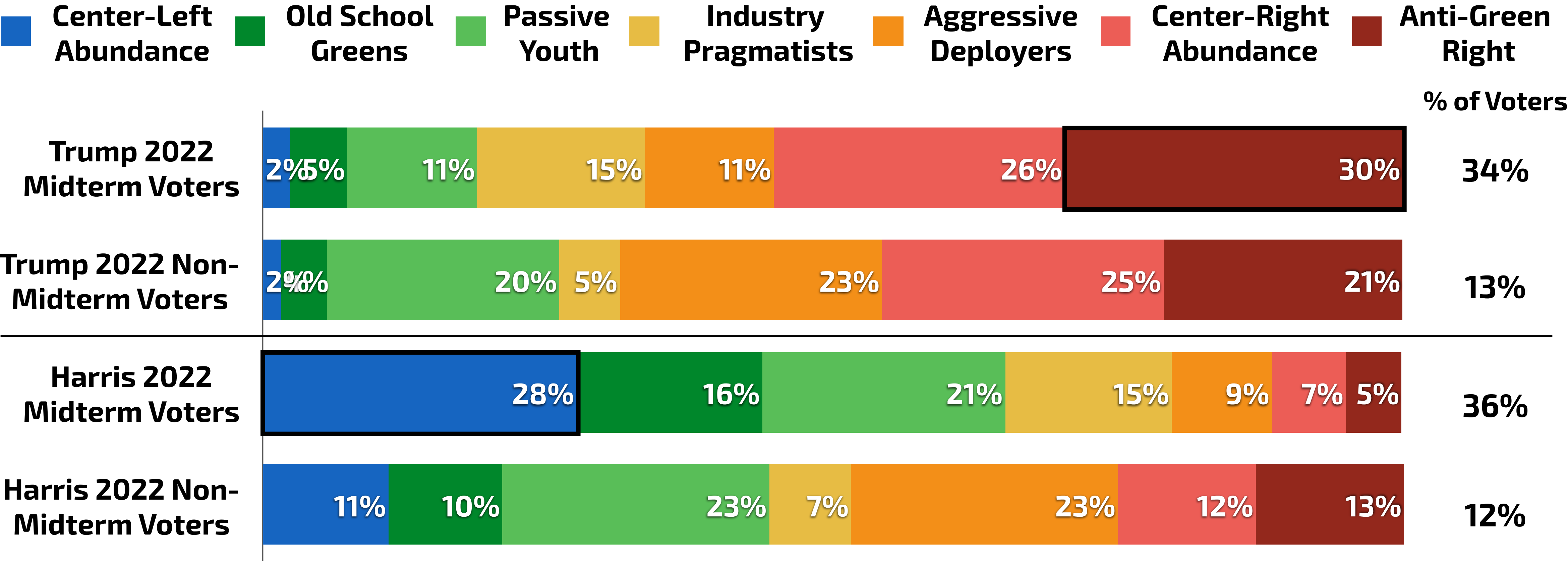
■ Center-Left Abundance 
 ■ Old School Greens 
 ■ Passive Youth 
 ■ Industry Pragmatists 
 ■ Aggressive Deployers 
 ■ Center-Right Abundance 
 ■ Anti-Green Right



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# The most engaged voters are different

Anti-Green Right and Center-Left Abundance hold the most sway in midterm electorate



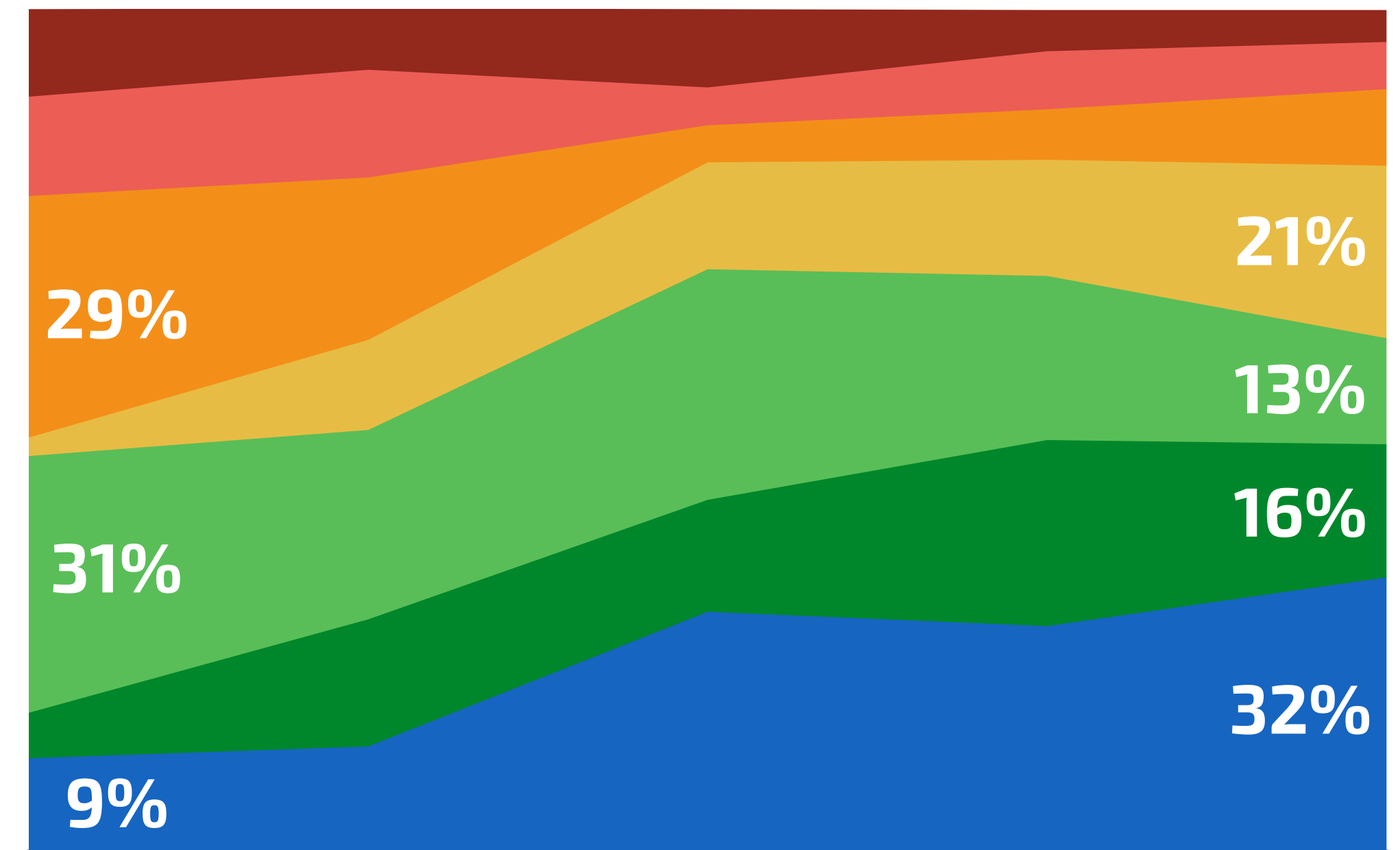
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# Nearly half of Trump super-voters are Anti-Green Right

- Center-Left Abundance
- Old School Greens
- Passive Youth
- Industry Pragmatists
- Aggressive Deployers
- Center-Right Abundance
- Anti-Green Right

**Trump 2024 Voters**

**Harris 2024 Voters**



0-53.7    53.7-75.3    75.3-86.1    86.1-92.4    92.4-100    0-53.7    53.7-75.3    75.3-86.1    86.1-92.4    92.4-100

Low Turnout    **2026 Turnout Score**    High Turnout    Low Turnout    **2026 Turnout Score**    High Turnout



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# What Divides the Party Coalitions

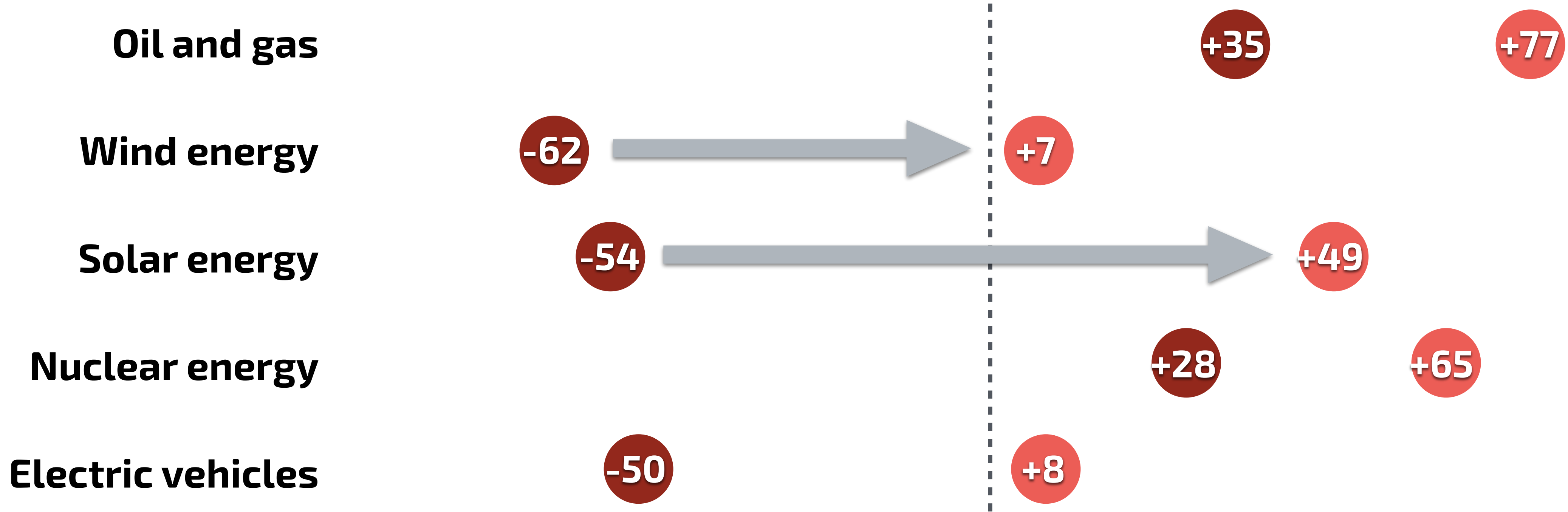


# What Divides the Right: Largest gaps are on wind and solar, with Center-Right Abundance driving favorability on solar

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?

● Anti-Green Right

● Center-Right Abundance



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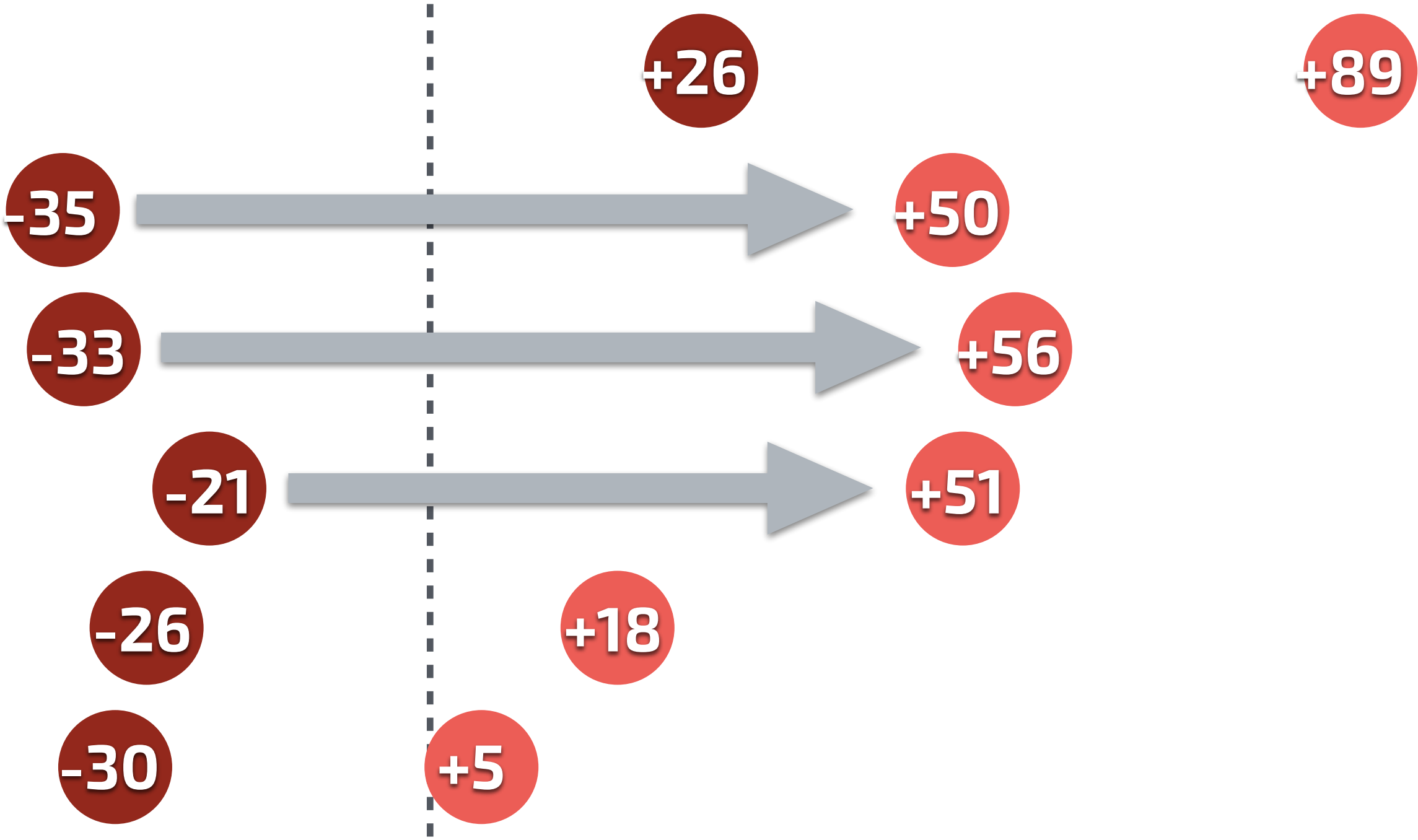
# What Divides the Right: The biggest intra-right divides are on social media, AI, and data centers

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?

● Anti-Green Right

● Center-Right Abundance

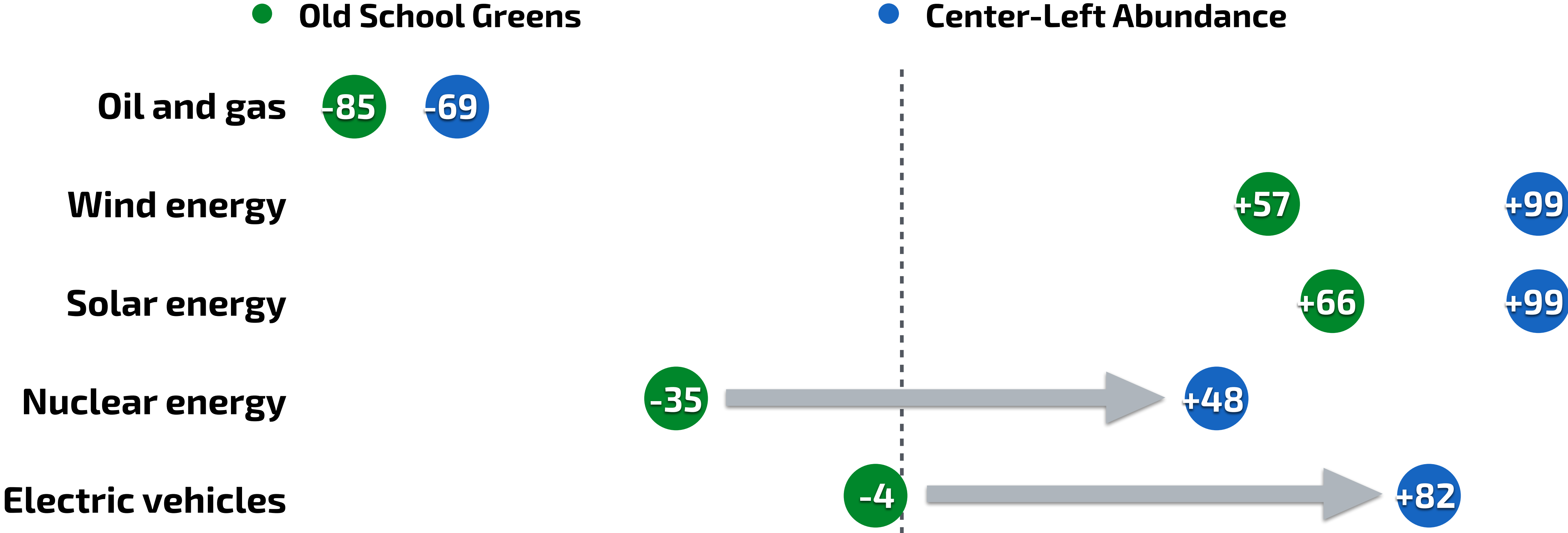
- Technology
- Social media
- Artificial intelligence
- Data centers
- Cryptocurrency
- Online sportsbooks



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# What Divides the Left: Old School Greens' clean-tech enthusiasm doesn't extend to EVs and nuclear

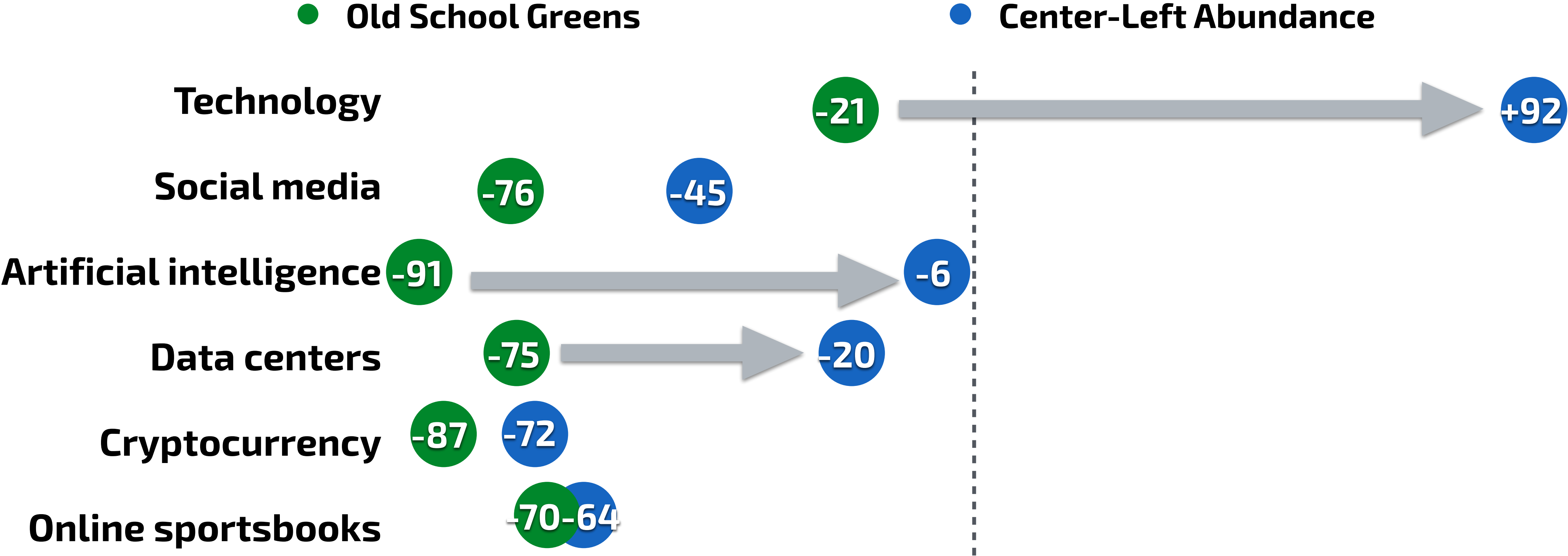
Q. Do you generally have a favorable or unfavorable view of companies in the following industries?



N = 1,029 Registered Voters in the Likely Electorate Nationwide, January 2026, Verified Voter Omnibus, see [EchelonInsights.com](https://EchelonInsights.com) for monthly methodology.

# What Divides the Left: Old School Greens lead broad skepticism of tech; biggest divides on tech overall, AI & data centers

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?



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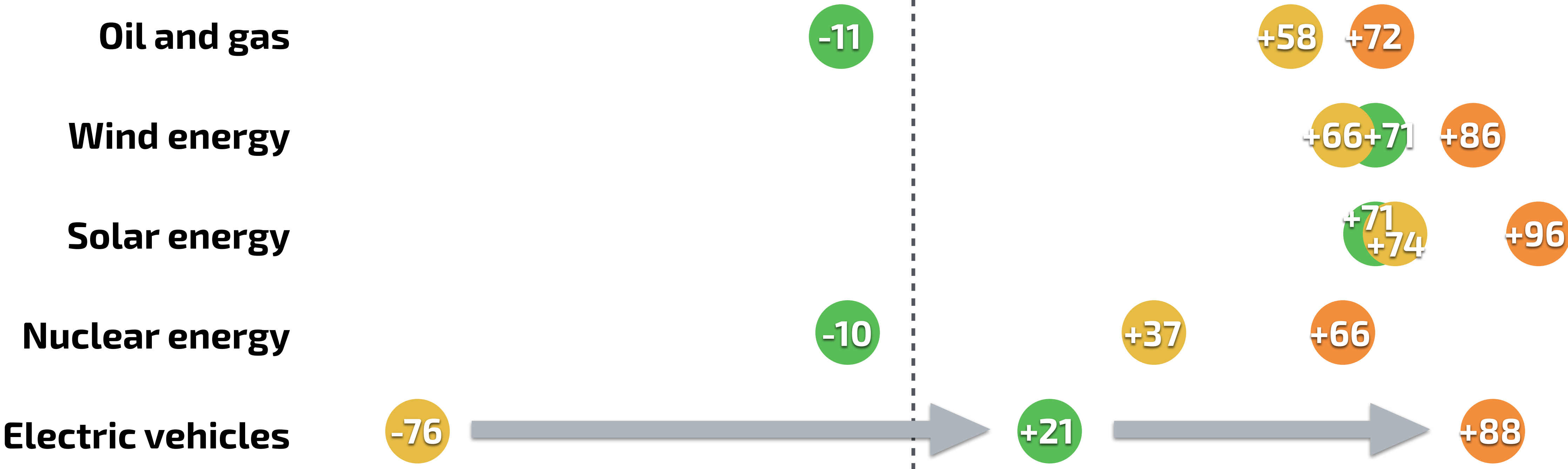
# What Divides the Center: Biggest divides on traditional energy and EVs, with pragmatists marked by EV skepticism

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?

● Aggressive Deployers

● Industry Pragmatists

● Passive Youth

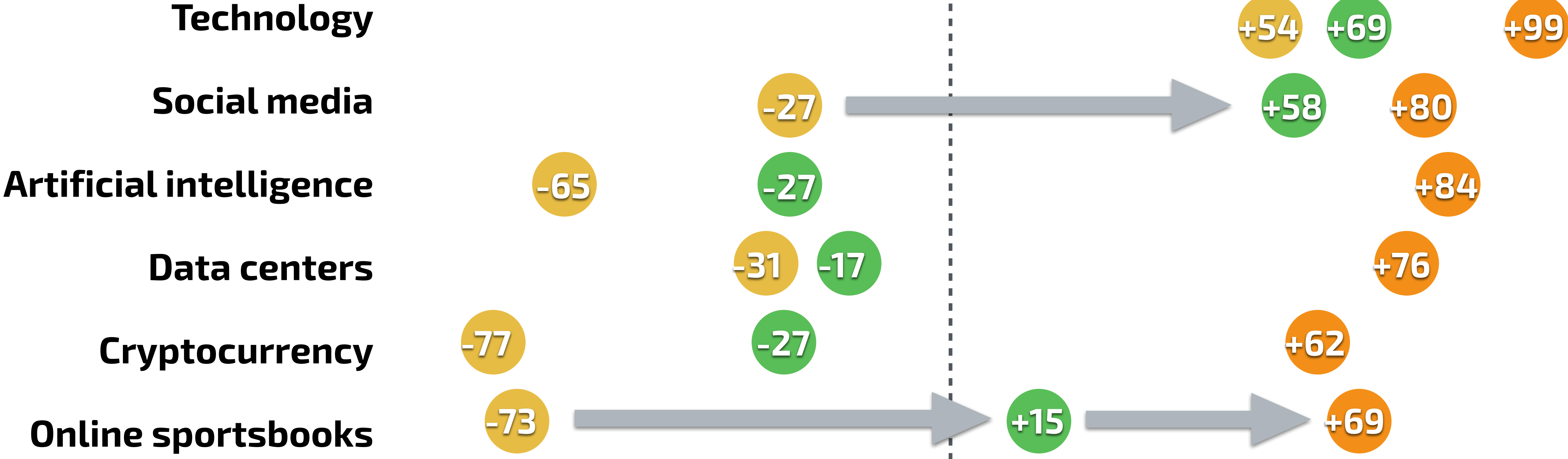


N = 1,029 Registered Voters in the Likely Electorate Nationwide, January 2026, Verified Voter Omnibus, see [EchelonInsights.com](https://EchelonInsights.com) for monthly methodology.

# What Divides the Center: Pragmatists checked out on all specific tech industries; passive youth support social media & sportsbooks

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?

- Aggressive Deployers
- Industry Pragmatists
- Passive Youth



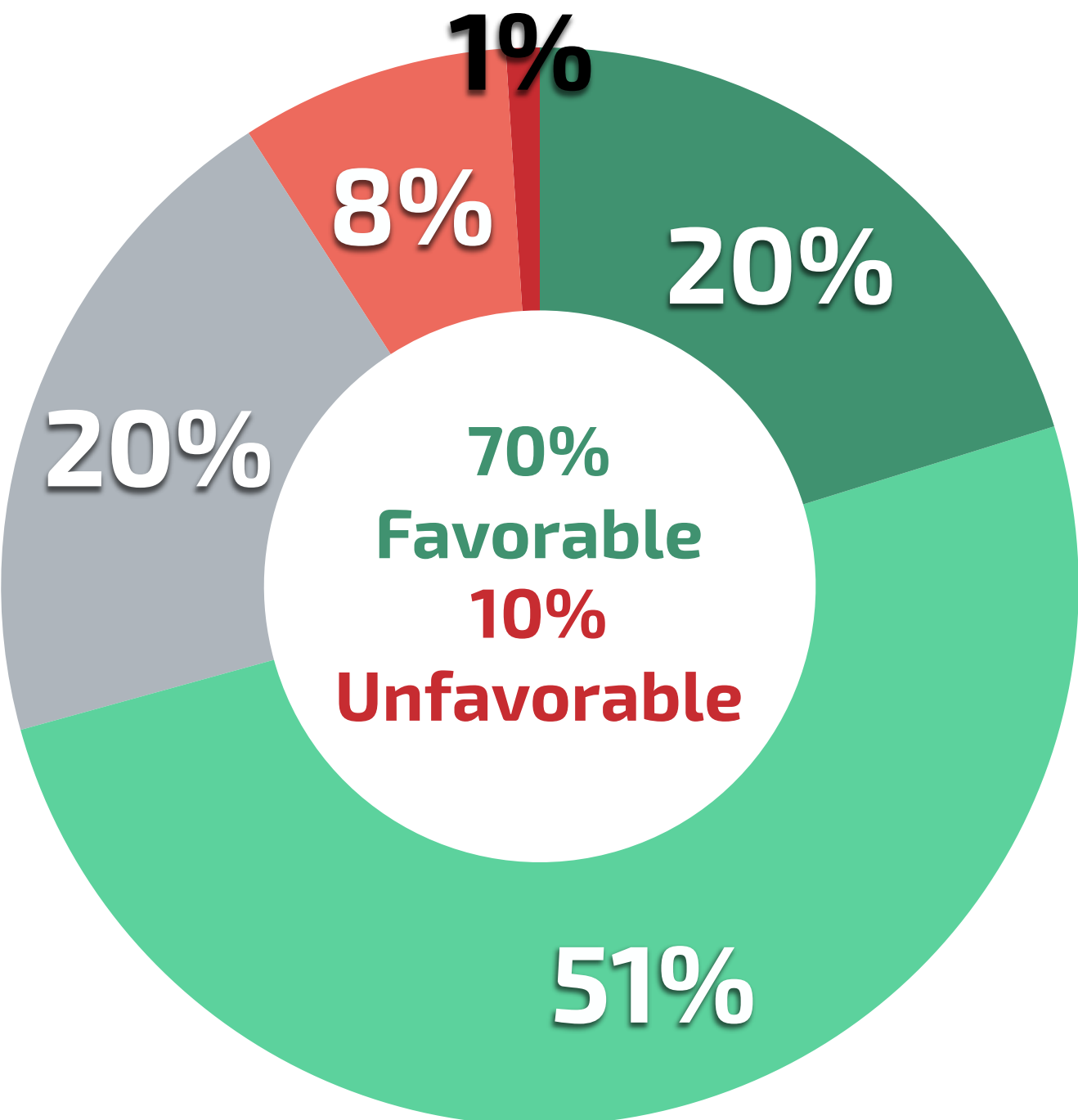
N = 1,029 Registered Voters in the Likely Electorate Nationwide, January 2026, Verified Voter Omnibus, see [EchelonInsights.com](https://EchelonInsights.com) for monthly methodology.

# Appendix: Favorability by Industry



# Tech companies as a category are heavily favorable to voters, with younger generations and men more intensely favorable

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?  
-Technology



	Very favorable	Somewhat favorable	No Opinion	Somewhat unfavorable	Very unfavorable	Total Fav.	Total UnFav.	NET
Trump Voter	23%	49%	19%	9%	1%	71%	10%	+61
Harris Voter	19%	53%	20%	7%	2%	71%	9%	+63
Men	29%	49%	14%	8%	1%	77%	9%	+69
Women	13%	51%	25%	9%	1%	64%	11%	+53
Boomer	16%	54%	21%	9%	1%	69%	10%	+59
Gen X	20%	44%	23%	9%	3%	65%	12%	+52
Millennial	27%	50%	17%	7%		76%	7%	+69
Gen Z	28%	46%	19%	7%		74%	7%	+67

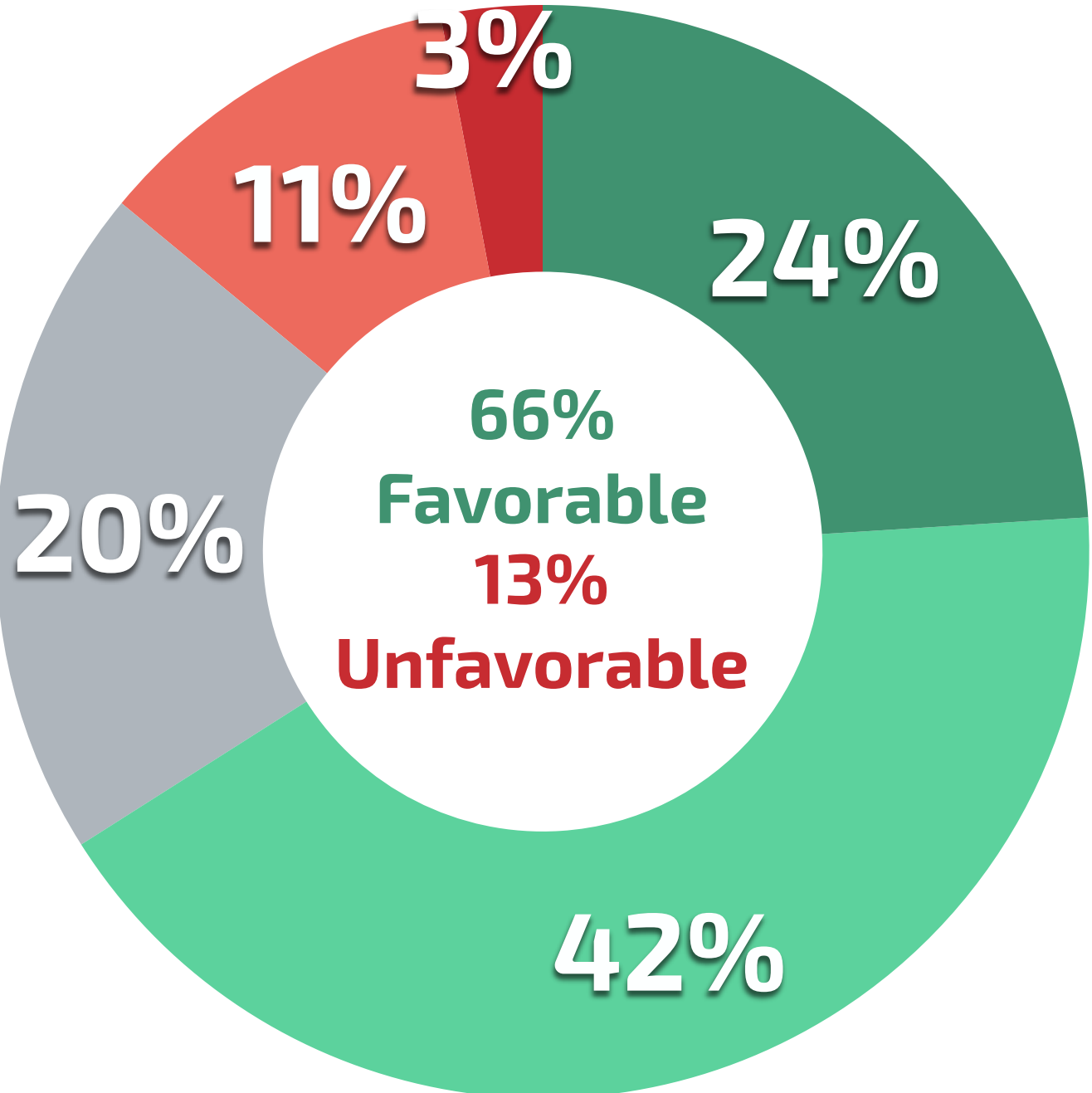
● Very favorable 
 ● Somewhat favorable 
 ● No Opinion 
 ● Somewhat unfavorable 
 ● Very unfavorable



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# Streaming services are seen quite favorably on net, with retired voters less enthusiastic

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?  
 -Streaming Services



	Very favorable	Somewhat favorable	No Opinion	Somewhat unfavorable	Very unfavorable	Total Fav.	Total UnFav.	NET
Trump Voter	26%	41%	20%	9%	3%	68%	12%	+55
Harris Voter	22%	44%	21%	11%	2%	66%	13%	+53
Employed	28%	45%	17%	8%	3%	73%	10%	+63
Retired	18%	40%	26%	14%	2%	58%	16%	+42
Boomer	18%	44%	25%	11%	2%	62%	13%	+49
Gen X	27%	42%	17%	11%	3%	69%	14%	+55
Millennial	31%	44%	14%	9%	3%	75%	11%	+63
Gen Z	35%	39%	13%	10%	4%	73%	13%	+60

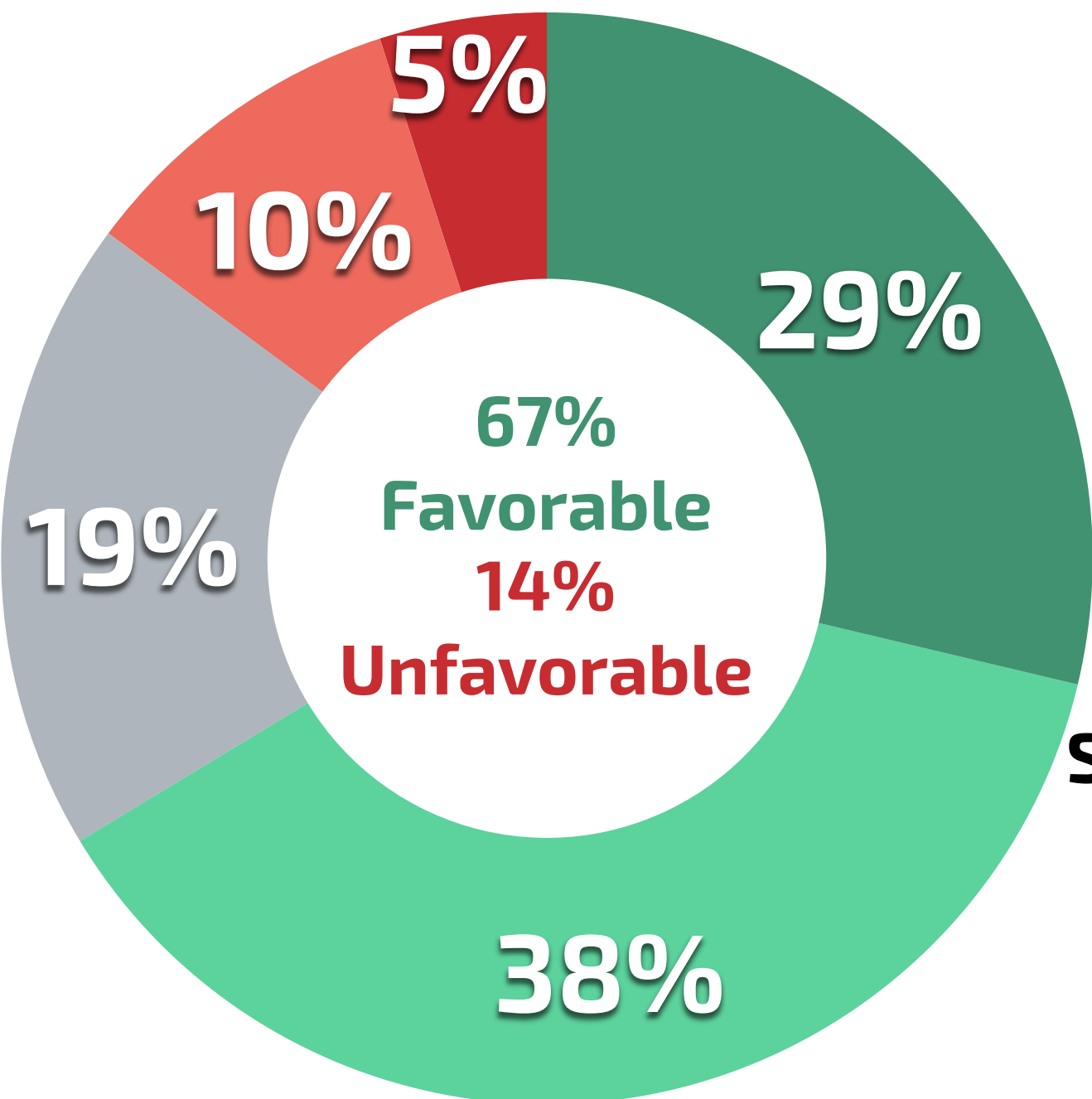
● Very favorable 
 ● Somewhat favorable 
 ● No Opinion 
 ● Somewhat unfavorable 
 ● Very unfavorable



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# Solar companies are seen favorably; Harris voters, parents, and college graduates are particularly favorable

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?  
 -Solar Energy



Demographic	Very favorable	Somewhat favorable	No Opinion	Somewhat unfavorable	Very unfavorable	Total Fav.	Total UnFav.	NET
Trump Voter	18%	33%	22%	18%	9%	52%	27%	+25
Harris Voter	42%	42%	13%	3%	0%	83%	3%	+80
Parent	33%	39%	17%	7%	3%	72%	11%	+62
HS or less	27%	32%	26%	9%	6%	59%	15%	+44
Some College	30%	35%	18%	11%	6%	65%	17%	+48
Bachelor's	32%	43%	14%	8%	3%	75%	11%	+64
Graduate	28%	41%	16%	12%	3%	70%	14%	+56

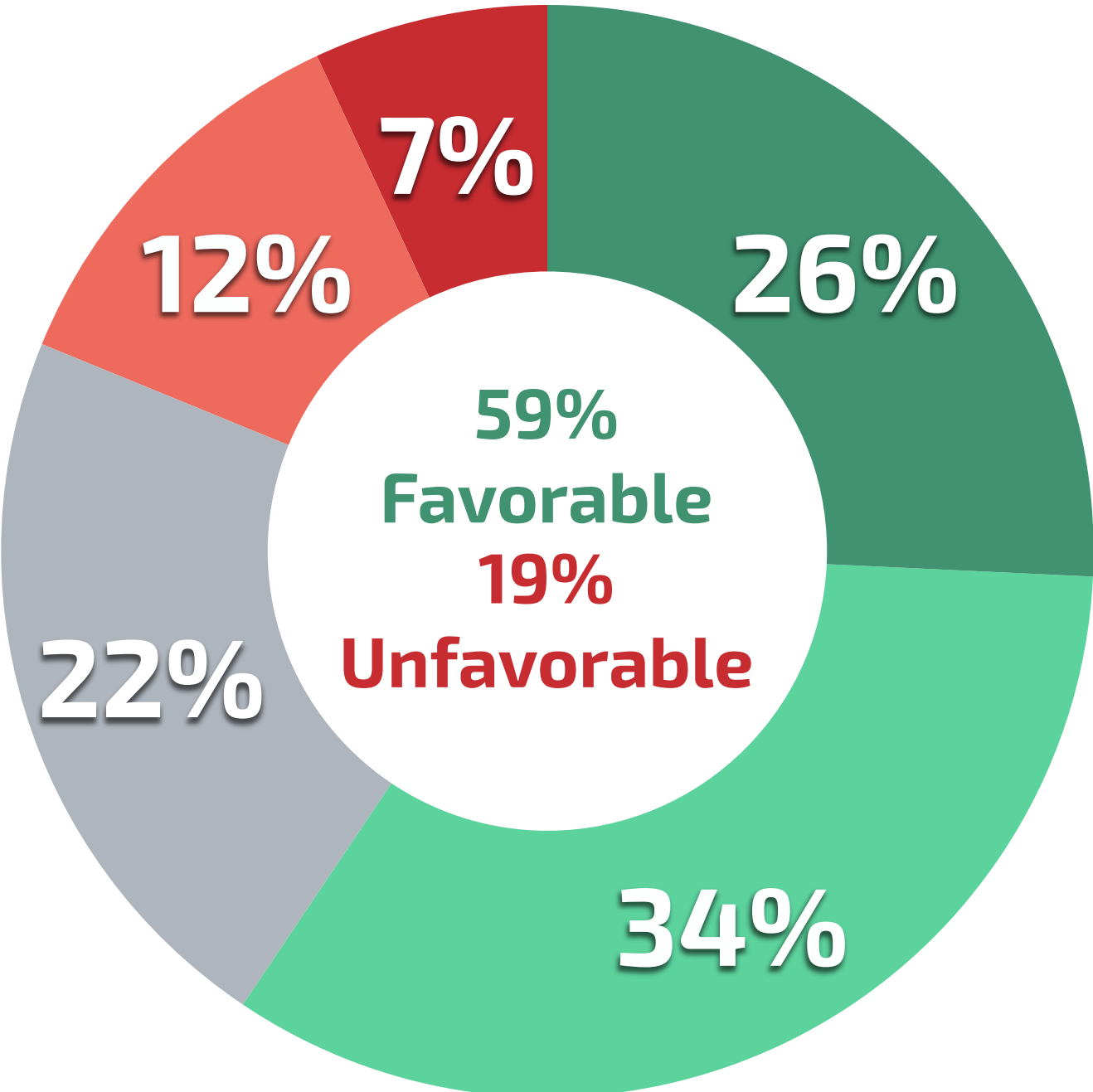
● Very favorable 
 ● Somewhat favorable 
 ● No Opinion 
 ● Somewhat unfavorable 
 ● Very unfavorable



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# Wind energy companies are seen favorably on net, with Harris voters and urban voters most of all

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?  
 -Wind Energy



	Very favorable	Somewhat favorable	No Opinion	Somewhat unfavorable	Very unfavorable	Total Fav.	Total UnFav.	NET
Trump Voter	13%	28%	25%	21%	13%	41%	34%	+7
Harris Voter	40%	39%	17%	3%	1%	79%	4%	+75
Men	31%	30%	15%	15%	9%	61%	24%	+37
Women	21%	37%	28%	9%	5%	58%	14%	+44
Urban	31%	40%	21%	5%	3%	71%	8%	+63
Suburban	26%	32%	23%	12%	7%	58%	19%	+39
Rural	21%	31%	21%	17%	10%	52%	27%	+25

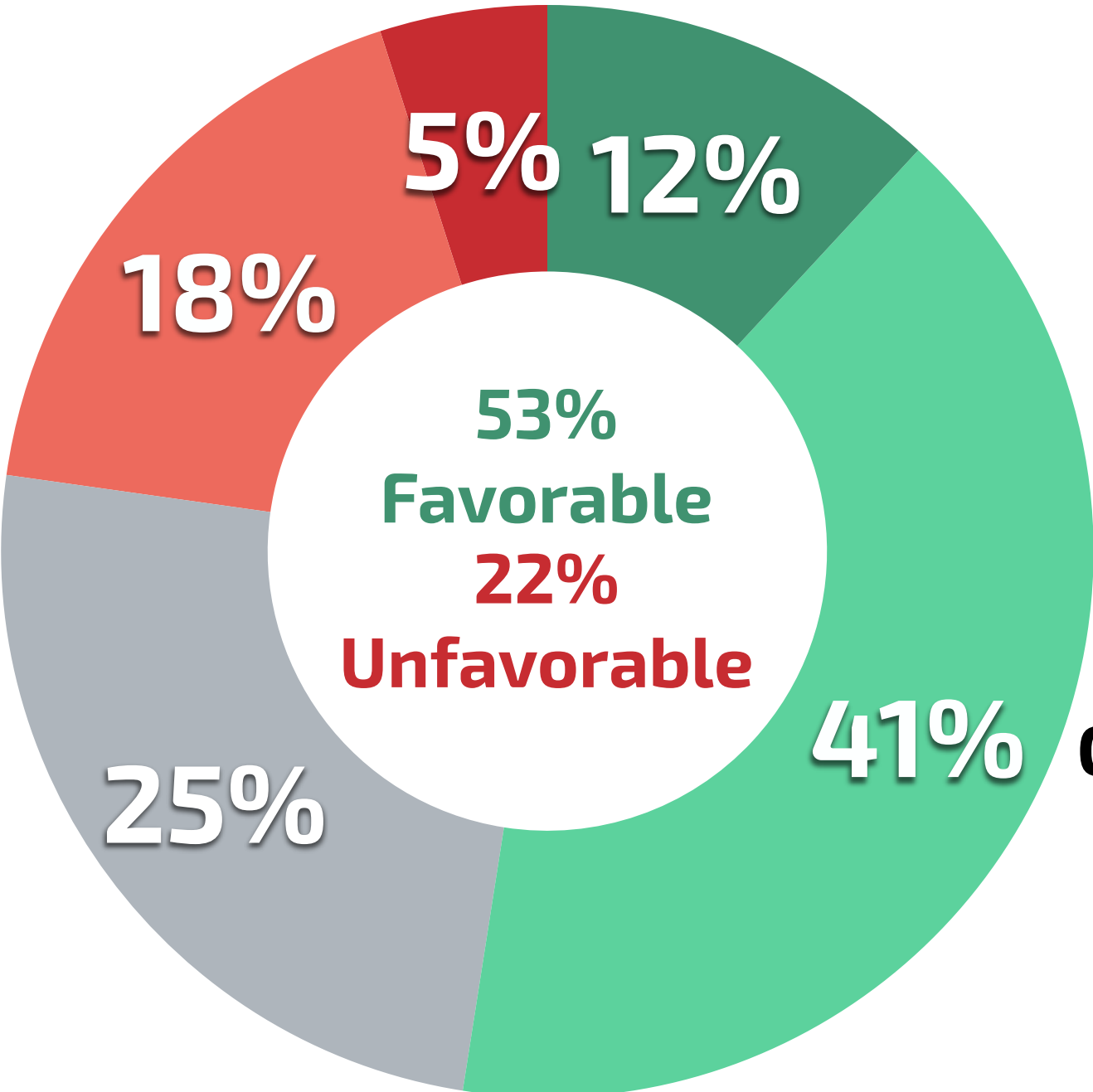
● Very favorable 
 ● Somewhat favorable 
 ● No Opinion 
 ● Somewhat unfavorable 
 ● Very unfavorable



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# Majority view banks favorably on net, with greater margins among higher income and conservative voters

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?  
-Banking and Finance



	Very favorable	Somewhat favorable	No Opinion	Somewhat unfavorable	Very unfavorable	Total Fav.	Total UnFav.	NET
Trump Voter	14%	45%	21%	17%	3%	59%	20%	+39
Harris Voter	11%	38%	28%	17%	6%	49%	23%	+26
<\$50K	11%	35%	31%	16%	7%	46%	24%	+22
\$50K+	12%	43%	22%	18%	4%	56%	22%	+32
Conservative	15%	45%	20%	16%	3%	60%	19%	+41
Moderate	11%	44%	23%	18%	4%	55%	21%	+34
Liberal	10%	32%	32%	19%	7%	42%	27%	+15

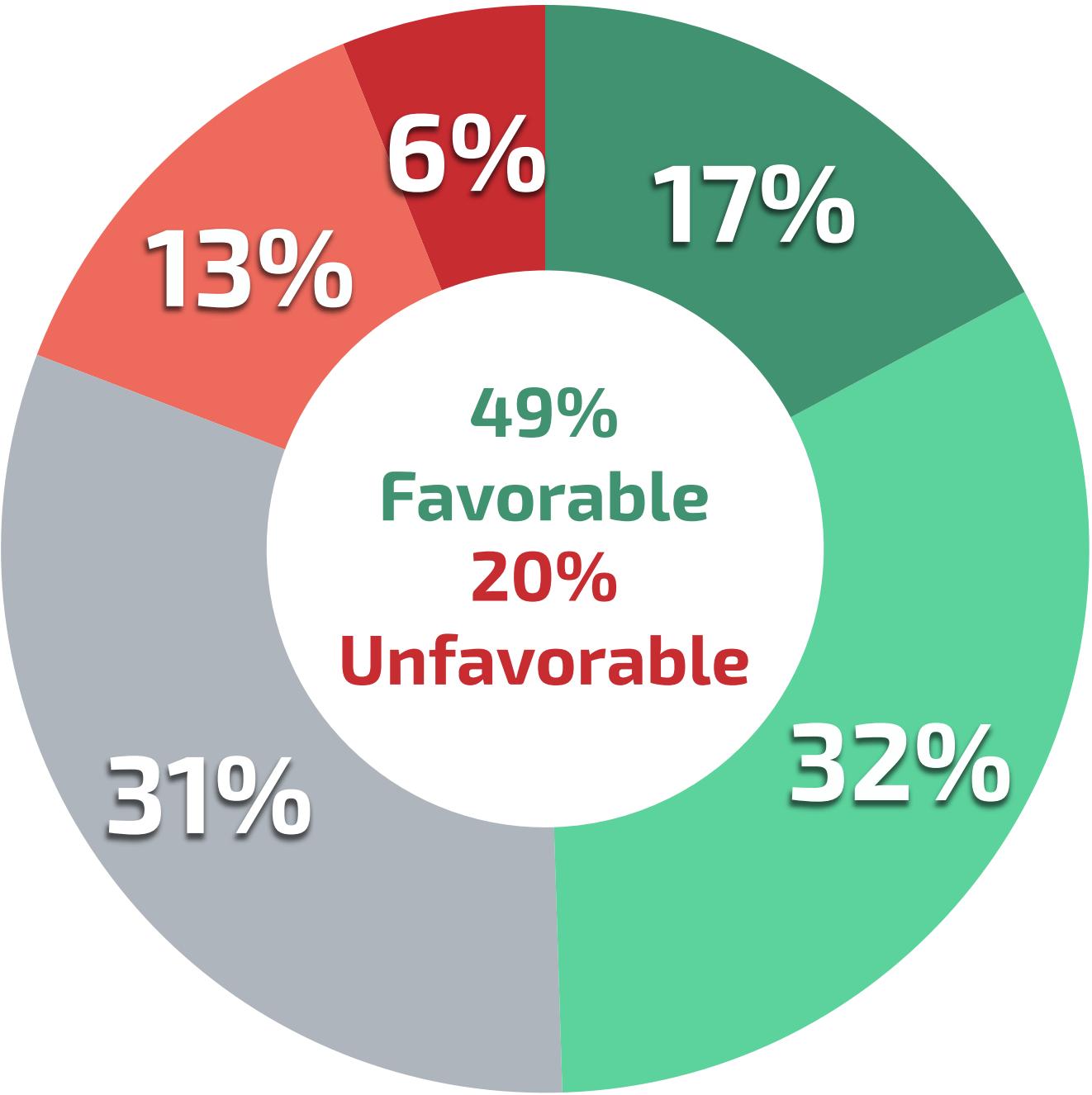
● Very favorable 
 ● Somewhat favorable 
 ● No Opinion 
 ● Somewhat unfavorable 
 ● Very unfavorable



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# A plurality view nuclear companies favorably, with outright majorities among men and Trump voters

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?  
 -Nuclear Energy



	Very favorable	Somewhat favorable	No Opinion	Somewhat unfavorable	Very unfavorable	Total Fav.	Total UnFav.	NET
Trump Voter	25%	33%	28%	9%	5%	57%	14%	+43
Harris Voter	10%	33%	34%	16%	7%	43%	23%	+20
Men	27%	37%	21%	9%	5%	64%	14%	+50
Women	7%	28%	40%	17%	7%	35%	25%	+10
Boomer	21%	34%	28%	12%	6%	55%	18%	+37
Gen X	13%	32%	34%	13%	8%	45%	21%	+24
Millennial	16%	27%	37%	16%	4%	43%	20%	+23
Gen Z	13%	28%	30%	18%	11%	41%	29%	+12

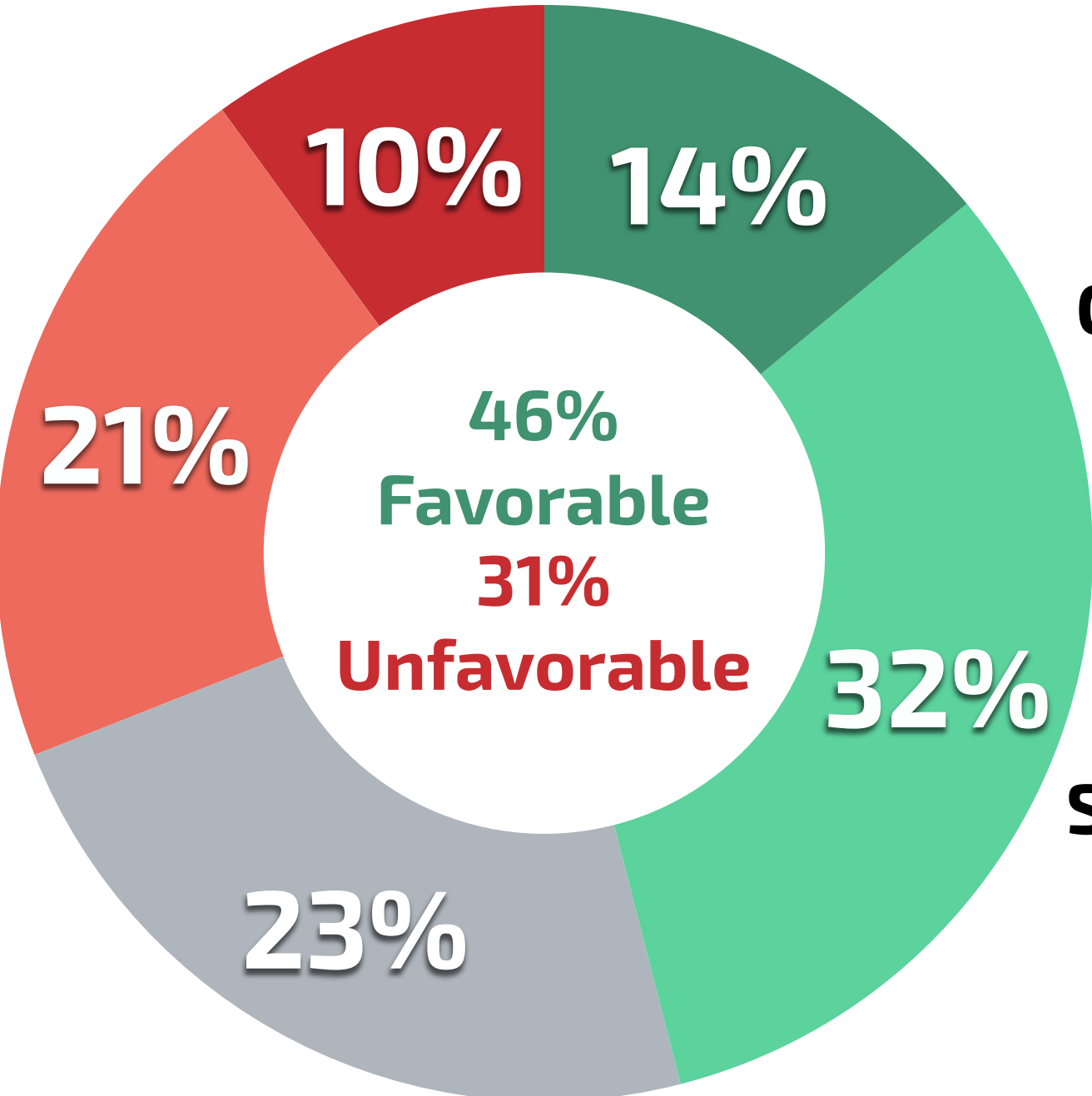
● Very favorable 
 ● Somewhat favorable 
 ● No Opinion 
 ● Somewhat unfavorable 
 ● Very unfavorable



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# Oil companies are seen favorably by a plurality, and by majorities of Trump, conservative, and high school educated voters

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?  
-Oil and Gas



	Very favorable	Somewhat favorable	No Opinion	Somewhat unfavorable	Very unfavorable	Total Fav.	Total UnFav.	NET
Trump Voter	24%	43%	18%	13%	2%	67%	15%	+52
Harris Voter	6%	23%	25%	28%	17%	30%	45%	-16
Conservative	25%	44%	17%	11%	3%	69%	14%	+56
Moderate	10%	30%	27%	24%	9%	40%	33%	+8
Liberal	5%	20%	24%	31%	20%	25%	51%	-26
HS or less	19%	40%	19%	16%	5%	59%	22%	+37
Some College	14%	27%	25%	25%	9%	41%	34%	+7
Bachelor's	11%	30%	26%	23%	11%	41%	33%	+8
Graduate	12%	33%	22%	19%	14%	45%	33%	+12

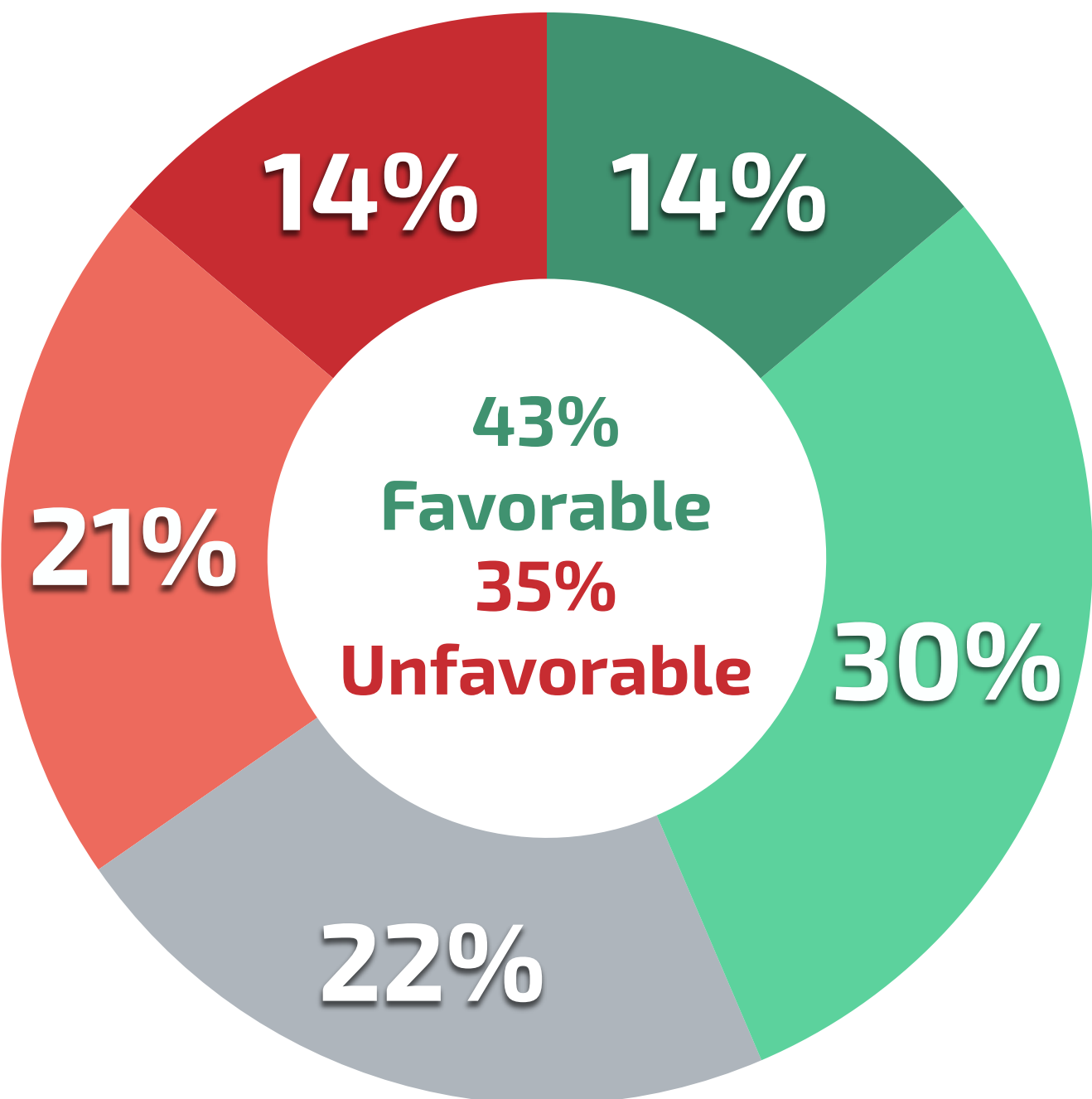
● Very favorable ● Somewhat favorable ● No Opinion ● Somewhat unfavorable ● Very unfavorable



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# A plurality favor EV companies, with stronger net favorables among male and urban voters

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?  
-Electric Vehicles



	Very favorable	Somewhat favorable	No Opinion	Somewhat unfavorable	Very unfavorable	Total Fav.	Total UnFav.	NET
Trump Voter	12%	23%	21%	25%	19%	35%	45%	-10
Harris Voter	17%	37%	21%	16%	9%	54%	25%	+29
Men	19%	32%	17%	18%	15%	51%	32%	+19
Women	9%	27%	26%	24%	14%	37%	37%	EVEN
Urban	22%	35%	22%	14%	8%	56%	21%	+35
Suburban	14%	30%	21%	23%	13%	43%	36%	+7
Rural	7%	25%	22%	24%	22%	32%	46%	-14

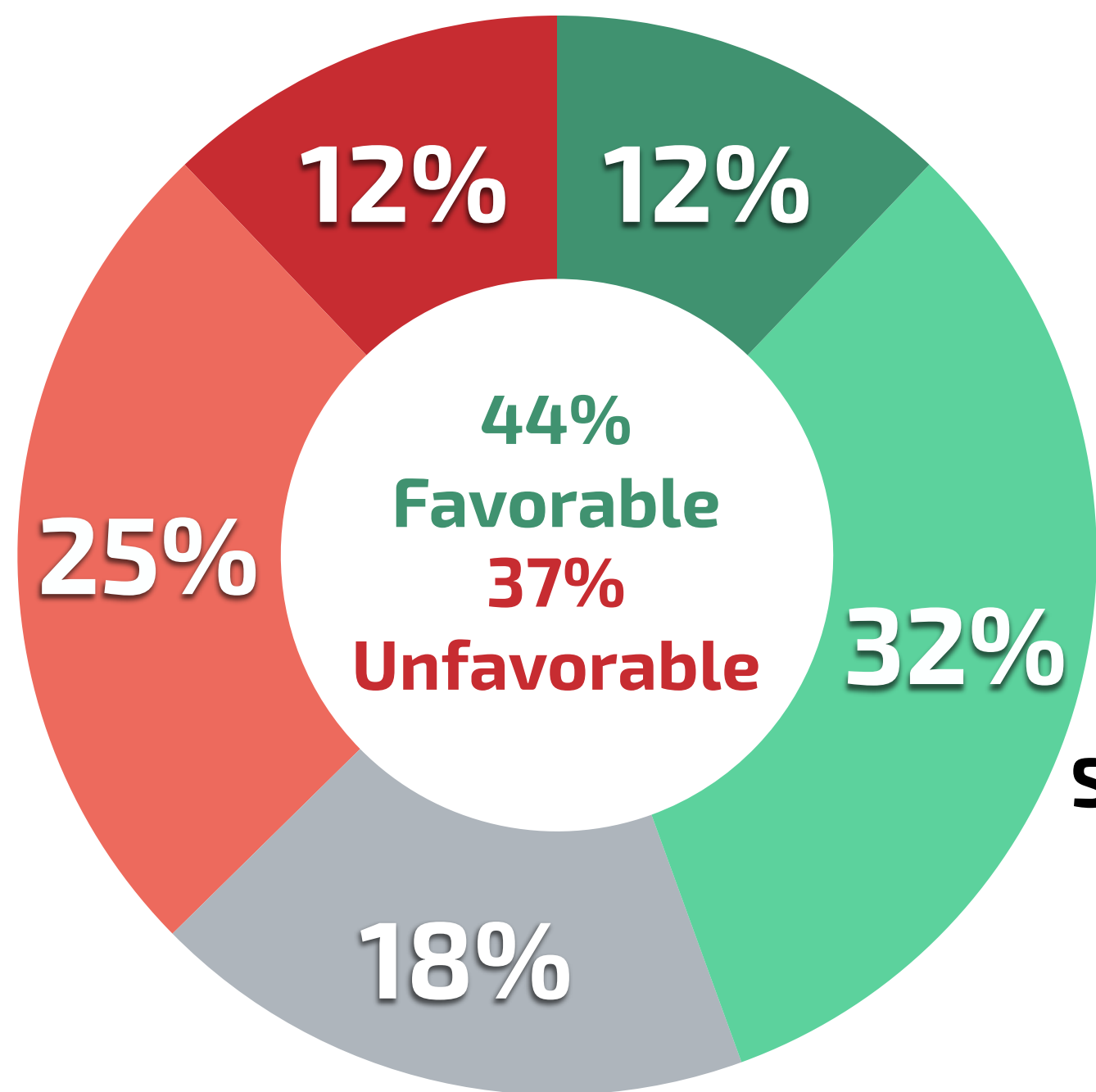
● Very favorable 
 ● Somewhat favorable 
 ● No Opinion 
 ● Somewhat unfavorable 
 ● Very unfavorable



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# Voters are favorable to social media by close margin, with majorities among younger and high school educated voters

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?  
-Social Media



	Very favorable	Somewhat favorable	No Opinion	Somewhat unfavorable	Very unfavorable	Total Fav.	Total UnFav.	NET
Trump Voter	14%	33%	18%	23%	13%	47%	35%	+11
Harris Voter	11%	31%	19%	27%	12%	42%	39%	+4
18-49	21%	36%	15%	22%	6%	57%	28%	+29
50+	7%	29%	20%	27%	16%	36%	43%	-7
HS or less	19%	39%	14%	19%	9%	58%	28%	+30
Some College	13%	28%	19%	27%	13%	41%	40%	+1
Bachelor's	7%	33%	20%	26%	14%	40%	40%	EVEN
Graduate	11%	27%	21%	29%	12%	38%	41%	-3

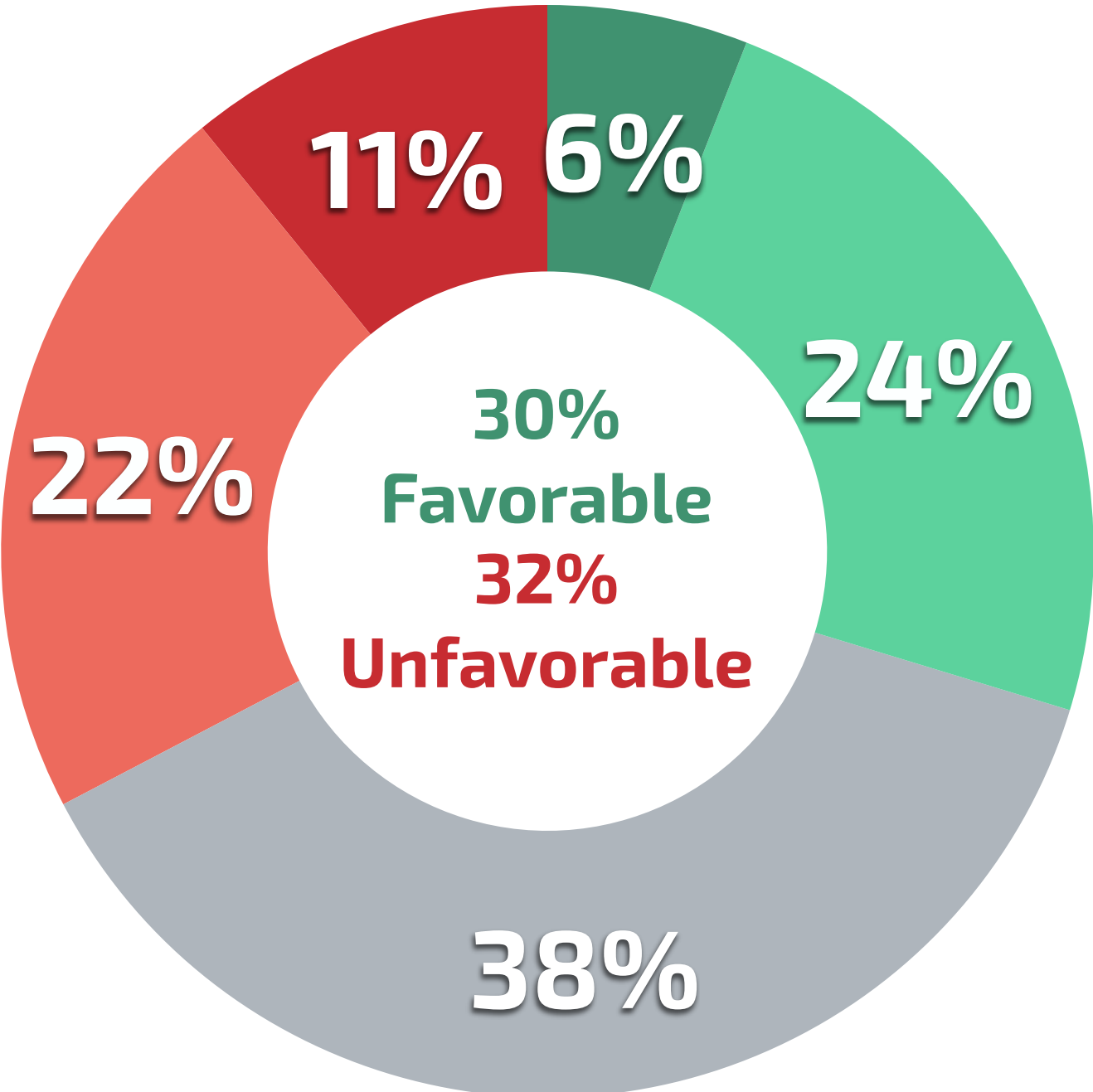
● Very favorable 
 ● Somewhat favorable 
 ● No Opinion 
 ● Somewhat unfavorable 
 ● Very unfavorable



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# A plurality of voters have no opinion on data center companies, while higher income voters show more favorability

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?  
-Data Centers



	Very favorable	Somewhat favorable	No Opinion	Somewhat unfavorable	Very unfavorable	Total Fav.	Total UnFav.	NET
Trump Voter	9%	26%	39%	18%	9%	35%	27%	+8
Harris Voter	4%	22%	36%	26%	12%	26%	38%	-12
Men	9%	29%	28%	22%	13%	38%	35%	+3
Women	4%	20%	46%	21%	9%	23%	31%	-7
<\$30K	8%	17%	44%	18%	13%	25%	31%	-6
\$30K-<\$50K	3%	23%	41%	24%	8%	26%	33%	-7
\$50K-<\$75K	5%	24%	34%	26%	12%	28%	37%	-9
\$75K-<\$125K	4%	23%	40%	22%	11%	27%	33%	-6
\$125K+	11%	29%	31%	18%	11%	40%	29%	+11

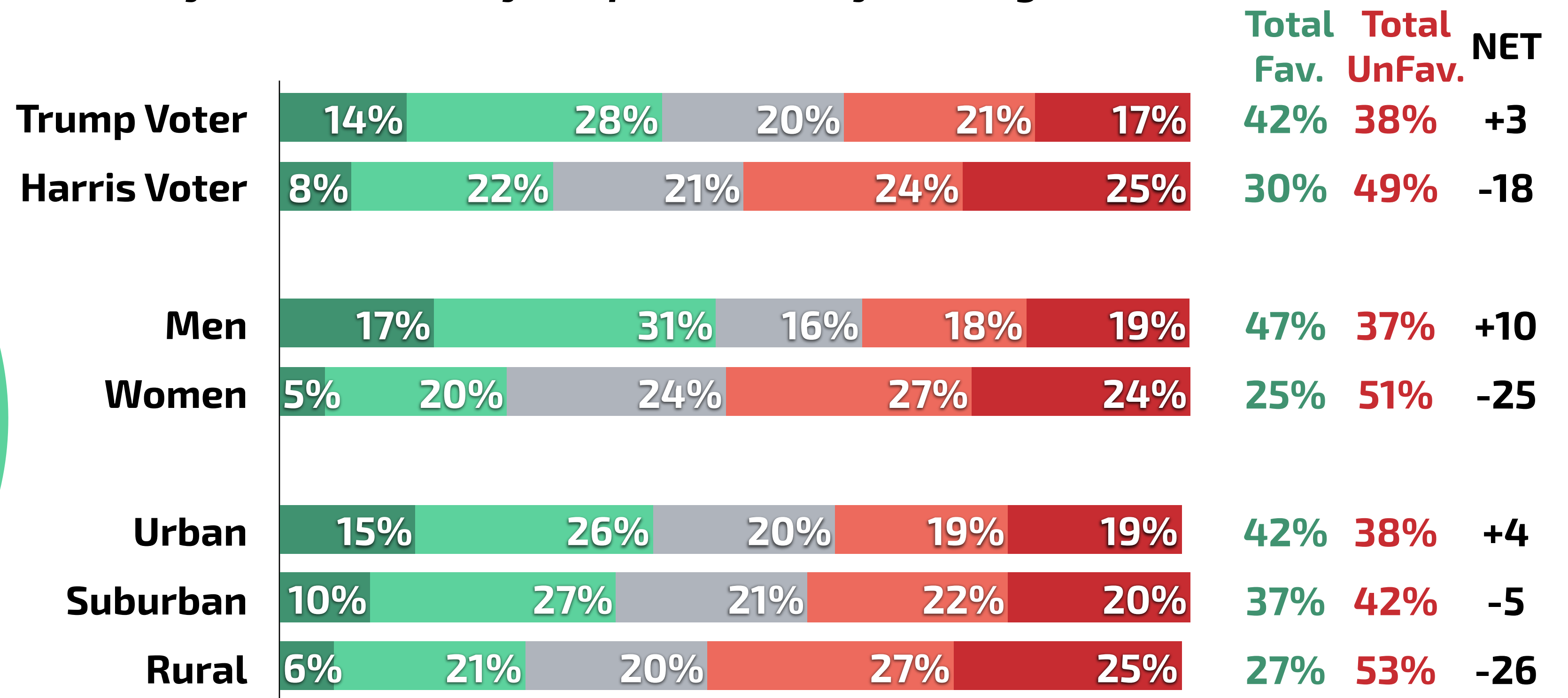
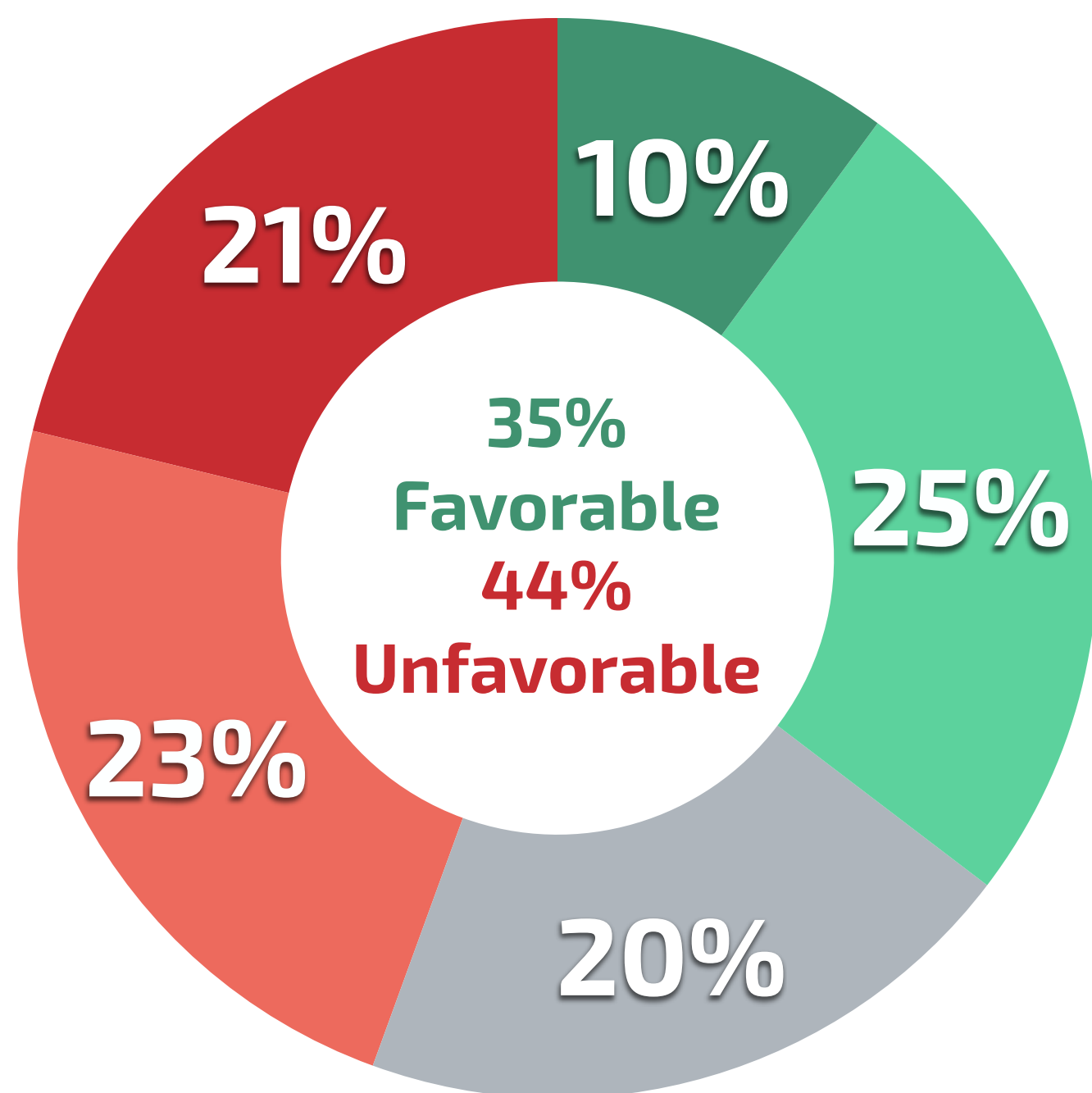
● Very favorable 
 ● Somewhat favorable 
 ● No Opinion 
 ● Somewhat unfavorable 
 ● Very unfavorable



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# Plurality of voters are unfavorable to AI companies, but male and urban voters are more favorable

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?  
-Artificial Intelligence



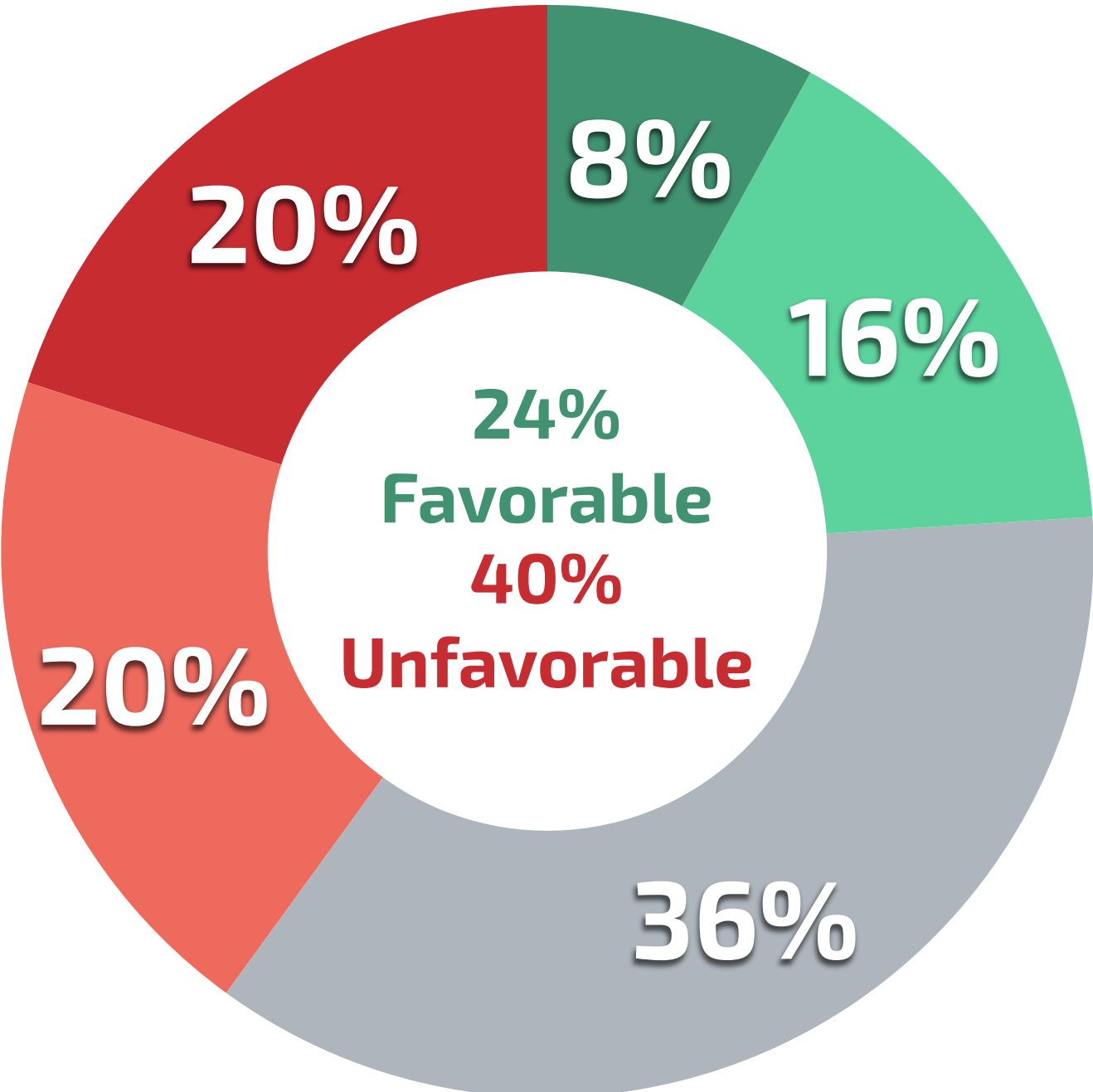
● Very favorable 
 ● Somewhat favorable 
 ● No Opinion 
 ● Somewhat unfavorable 
 ● Very unfavorable



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# 2 in 5 are unfavorable to online betting companies, but younger and black voters are significantly more favorable

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?  
 -Online Sportsbooks



	Very favorable	Somewhat favorable	No Opinion	Somewhat unfavorable	Very unfavorable	Total Fav.	Total UnFav.	NET
Trump Voter	9%	17%	35%	20%	18%	27%	38%	-11
Harris Voter	7%	15%	35%	21%	22%	22%	43%	-21
White	6%	14%	36%	21%	23%	20%	44%	-24
Black	21%	25%	33%	15%	6%	46%	21%	+25
Hispanic	7%	21%	37%	22%	12%	29%	34%	-5
Boomer	2%	0%	35%	23%	30%	11%	53%	-42
Gen X	12%	14%	39%	20%	14%	27%	34%	-7
Millennial	11%	25%	36%	18%	11%	36%	28%	+8
Gen Z	18%	27%	34%	16%	6%	45%	21%	+24

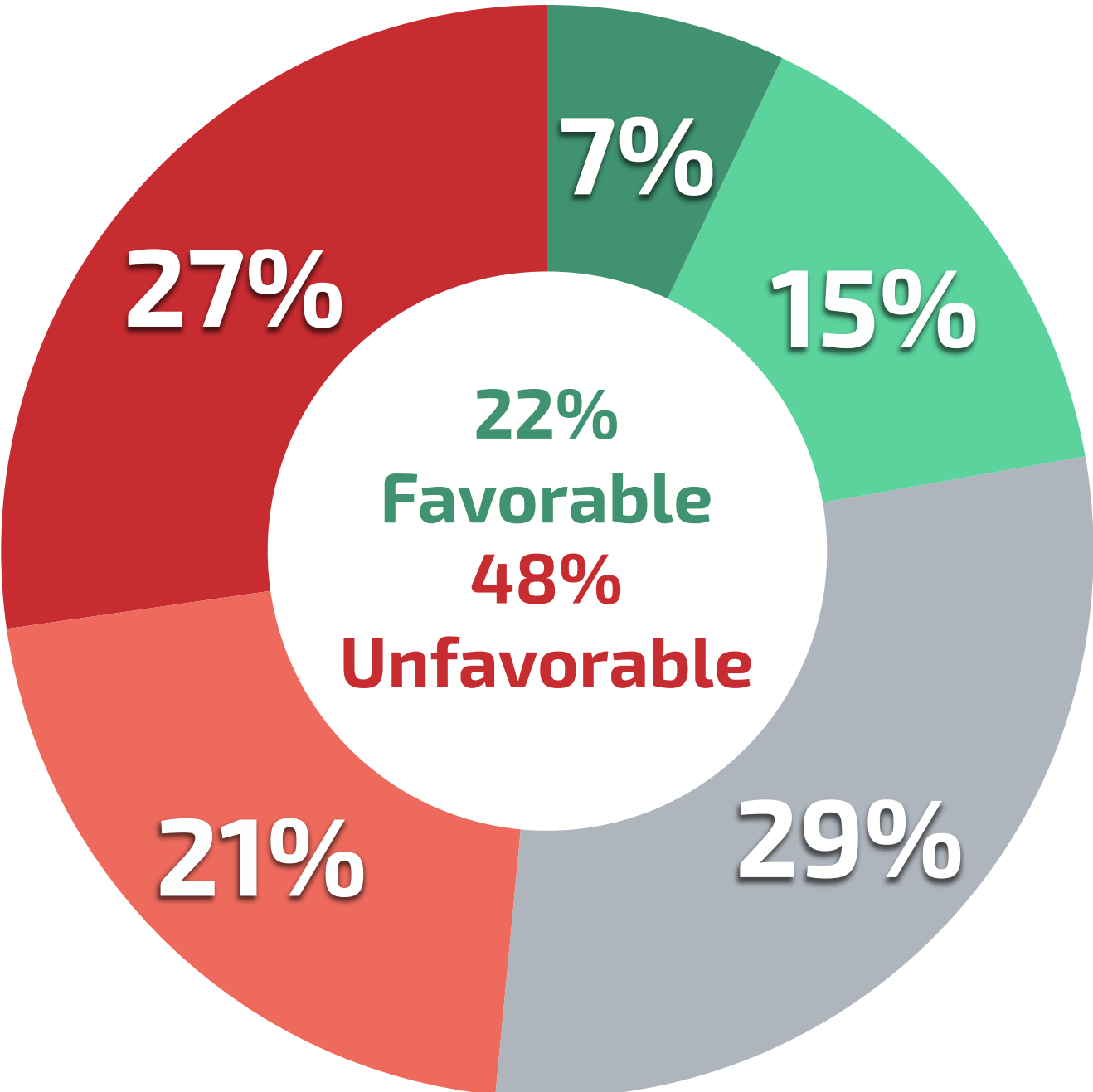
● Very favorable ● Somewhat favorable ● No Opinion ● Somewhat unfavorable ● Very unfavorable



N = 1,029 Registered Voters in the Likely Electorate Nationwide, January 2026, Verified Voter Omnibus, see [EchelonInsights.com](https://EchelonInsights.com) for monthly methodology.

# Almost half of voters view crypto unfavorably, but younger, black, and parent voters hold a positive view on net

Q. Do you generally have a favorable or unfavorable view of companies in the following industries?  
-Cryptocurrency



	Very favorable	Somewhat favorable	No Opinion	Somewhat unfavorable	Very unfavorable	Total Fav.	Total UnFav.	NET
Trump Voter	11%	20%	31%	20%	18%	31%	38%	-7
Harris Voter	3%	11%	27%	21%	37%	14%	59%	-45
White	7%	13%	27%	24%	30%	20%	53%	-33
Black	11%	19%	42%	11%	16%	31%	28%	+3
Hispanic	8%	23%	32%	14%	23%	31%	37%	-6
Parent	14%	27%	28%	17%	13%	42%	31%	+11
Boomer	2%	8%	28%	26%	36%	10%	61%	-51
Gen X	7%	18%	29%	18%	28%	25%	46%	-21
Millennial	15%	24%	32%	15%	14%	39%	29%	+10
Gen Z	14%	25%	24%	25%	11%	40%	36%	+4

● Very favorable ● Somewhat favorable ● No Opinion ● Somewhat unfavorable ● Very unfavorable



N = 1,029 Registered Voters in the Likely Electorate Nationwide, January 2026, Verified Voter Omnibus, see [EchelonInsights.com](https://EchelonInsights.com) for monthly methodology.

# ***Thank You.***

*Have questions about this research?*

*Get in touch at [hello@echeloninsights.com](mailto:hello@echeloninsights.com).*

