

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPartyID] Do you consider yourself a...?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	399	219	181	85	96	101	118	181	218	329	15	32	23
	40%	47%	34%	41%	41%	36%	41%	41%	39%	46%	13%	29%	34%
Democrat	380	147	233	74	94	102	111	167	213	221	76	50	33
	38%	32%	44%	36%	40%	37%	39%	38%	38%	31%	67%	45%	48%
Independent	202	94	106	40	34	74	55	73	129	143	22	27	10
	20%	20%	20%	19%	15%	27%	19%	17%	23%	20%	19%	24%	14%
Member of another party	7	4	4	4	2	-	2	6	2	5	-	0	2
	1%	1%	1%	2%	1%		1%	1%	*%	1%		*%	3%
Unsure	11	1	10	2	7	1	1	9	2	9	1	1	1
	1%	*%	2%	1%	3%	*%	*%	2%	*%	1%	1%	1%	1%

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[QPartyID] Do you consider yourself a...?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	399	128	132	77	61	260	139	84	74	63	70	105	159	238
	40%	44%	44%	31%	40%	44%	34%	38%	36%	40%	45%	41%	37%	42%
Democrat	380	110	91	117	61	202	179	91	71	62	56	100	162	218
	38%	38%	30%	46%	40%	34%	44%	41%	34%	39%	36%	39%	38%	38%
Independent	202	49	74	54	26	123	79	39	54	33	29	48	93	110
	20%	17%	24%	21%	17%	21%	20%	18%	26%	21%	18%	19%	22%	19%
Member of another party	7	2	3	0	2	5	2	4	3	-	-	-	7	-
	1%	1%	1%	*%	1%	1%	1%	2%	2%				2%	
Unsure	11	3	2	4	3	5	7	1	5	1	2	2	6	4
	1%	1%	1%	2%	2%	1%	2%	1%	2%	*%	1%	1%	2%	1%

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[QPartyID] Do you consider yourself a...?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
<b>Total</b>	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
<b>Republican</b>	399	198	121	213	112	74	129	72	58	80	172	147
	40%	39%	39%	45%	35%	37%	46%	53%	40%	30%	38%	52%
<b>Democrat</b>	380	184	132	168	135	77	94	48	46	131	182	68
	38%	36%	42%	35%	42%	38%	34%	35%	32%	48%	41%	24%
<b>Independent</b>	202	113	56	90	62	50	51	15	35	56	85	61
	20%	22%	18%	19%	19%	25%	18%	11%	24%	21%	19%	22%
<b>Member of another party</b>	7	5	2	4	4	-	2	0	2	3	1	4
	1%	1%	1%	1%	1%		1%	*%	1%	1%	*%	2%
<b>Unsure</b>	11	6	1	2	7	1	4	1	3	1	7	3
	1%	1%	*%	*%	2%	1%	1%	1%	2%	1%	2%	1%

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 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPartyID] Do you consider yourself a...?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Republican	399	399	-	-	313	61	21	356	20	245	136
	40%	100%			82%	19%	7%	78%	5%	87%	88%
Democrat	380	-	-	380	25	121	231	23	330	-	-
	38%			100%	7%	38%	83%	5%	75%		
Independent	202	-	202	-	40	132	25	71	86	35	18
	20%		91%		10%	41%	9%	16%	20%	12%	11%
Member of another party	7	-	7	-	4	1	3	4	2	1	0
	1%		3%		1%	*%	1%	1%	*%	*%	*%
Unsure	11	-	11	-	-	6	1	2	2	1	-
	1%		5%			2%	*%	*%	*%	*%	

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 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPartyGOP] Would you say you are...?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	399	219	181	85	96	101	118	181	218	329	15	32	23
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	389	213	176	78	84	109	118	162	227	329	18	27	15
Firmly a Republican	315	175	141	67	78	75	96	145	171	260	11	26	18
	79%	80%	78%	79%	80%	75%	81%	80%	78%	79%	72%	79%	79%
Not firmly a Republican	84	44	40	18	19	25	22	37	48	68	4	7	5
	21%	20%	22%	21%	20%	25%	19%	20%	22%	21%	28%	21%	21%

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[QPartyGOP] Would you say you are...?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	399	128	132	77	61	260	139	84	74	63	70	105	159	238
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	389	106	158	72	52	264	124	88	78	67	64	89	166	220
Firmly a Republican	315	100	103	58	54	203	112	64	56	54	59	80	120	193
	79%	78%	78%	75%	88%	78%	81%	76%	75%	86%	84%	77%	76%	81%
Not firmly a Republican	84	28	30	19	7	57	27	20	19	9	12	25	39	45
	21%	22%	22%	25%	12%	22%	19%	24%	25%	14%	16%	23%	24%	19%

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[QPartyGOP] Would you say you are...?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	399	198	121	213	112	74	129	72	58	80	172	147
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	389	195	119	194	111	84	126	67	59	74	166	149
Firmly a Republican	315	153	99	169	88	58	102	56	46	68	132	115
	79%	77%	82%	79%	78%	79%	79%	79%	79%	84%	77%	78%
Not firmly a Republican	84	45	22	44	24	16	27	15	12	13	40	32
	21%	23%	18%	21%	22%	21%	21%	21%	21%	16%	23%	22%

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[QPartyGOP] Would you say you are...?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	399	399	-	-	313	61	21	356	20	245	136
	100	100			100	100	100	100	100	100	100
Unweighted Total	389	389	-	-	293	67	22	336	24	244	124
Firmly a Republican	315	315	-	-	268	29	16	290	9	197	112
	79%	79%			86%	47%	80%	81%	47%	80%	83%
Not firmly a Republican	84	84	-	-	45	32	4	67	11	48	24
	21%	21%			14%	53%	20%	19%	53%	20%	17%

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[QPartyDem] Would you say you are...?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	380	147	233	74	94	102	111	167	213	221	76	50	33
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	363	134	229	69	79	108	107	148	215	228	76	43	16
Firmly a Democrat	307	117	190	67	63	86	91	130	177	178	67	40	22
	81%	79%	82%	91%	67%	85%	82%	78%	83%	81%	88%	79%	67%
Not firmly a Democrat	73	30	43	7	31	16	20	37	36	43	9	10	11
	19%	21%	18%	9%	33%	15%	18%	22%	17%	19%	12%	21%	33%

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[QPartyDem] Would you say you are...?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	380	110	91	117	61	202	179	91	71	62	56	100	162	218
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	363	85	120	103	55	205	158	93	73	62	58	77	166	197
Firmly a Democrat	307	88	75	96	48	163	144	78	57	53	46	74	135	172
	81%	80%	82%	82%	78%	81%	80%	86%	80%	85%	81%	73%	83%	79%
Not firmly a Democrat	73	22	16	21	14	38	35	13	14	9	10	27	27	47
	19%	20%	18%	18%	22%	19%	20%	14%	20%	15%	19%	27%	17%	21%

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[QPartyDem] Would you say you are...?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	380	184	132	168	135	77	94	48	46	131	182	68
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	363	170	129	146	134	82	86	38	48	128	161	74
Firmly a Democrat	307	143	108	128	119	59	68	34	33	109	138	60
	81%	78%	82%	76%	88%	77%	72%	72%	72%	83%	76%	88%
Not firmly a Democrat	73	41	24	40	16	18	26	13	13	22	44	8
	19%	22%	18%	24%	12%	23%	28%	28%	28%	17%	24%	12%

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[QPartyDem] Would you say you are...?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	380	-	-	380	25	121	231	23	330	-	-
	100			100	100	100	100	100	100		
Unweighted Total	363	-	-	363	23	117	220	18	320	-	-
Firmly a Democrat	307	-	-	307	17	84	206	14	278	-	-
	81%			81%	70%	69%	89%	62%	84%		
Not firmly a Democrat	73	-	-	73	7	37	26	9	52	-	-
	19%			19%	30%	31%	11%	38%	16%		

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[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	221	99	120	46	42	75	58	89	132	158	23	28	12
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	249	110	137	57	46	82	64	103	146	186	26	25	12
Republicans	66	31	35	8	11	23	24	19	47	46	7	10	3
	30%	32%	29%	17%	27%	31%	41%	22%	35%	29%	29%	35%	25%
Democrats	75	34	41	14	19	25	18	32	43	53	10	9	3
	34%	34%	34%	29%	44%	33%	31%	36%	32%	34%	42%	32%	28%
Both equally often	51	20	29	15	7	18	10	23	29	40	4	5	2
	23%	20%	24%	33%	17%	24%	18%	25%	22%	25%	18%	17%	17%
Unsure	29	14	15	9	5	9	6	15	14	18	3	5	4
	13%	14%	13%	20%	12%	11%	10%	17%	11%	11%	12%	16%	29%

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[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	221	54	78	58	30	133	88	45	62	34	30	50	107	114
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	249	53	103	59	34	156	93	54	73	36	32	53	127	121
Republicans	66	18	26	16	5	44	22	13	18	9	10	15	32	34
	30%	33%	34%	28%	18%	33%	25%	30%	30%	27%	34%	30%	30%	30%
Democrats	75	17	25	22	11	42	33	13	22	14	10	16	35	40
	34%	32%	31%	38%	36%	32%	37%	28%	36%	41%	33%	33%	33%	35%
Both equally often	51	8	20	16	7	28	23	12	12	6	6	15	24	27
	23%	15%	26%	27%	22%	21%	26%	27%	19%	18%	21%	30%	22%	24%
Unsure	29	11	7	4	7	18	11	7	9	5	3	4	16	13
	13%	20%	9%	6%	24%	14%	12%	15%	15%	15%	11%	8%	15%	11%

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[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	221	123	59	96	72	52	56	16	40	60	93	68
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	249	132	68	102	84	61	72	22	50	63	102	84
Republicans	66	33	24	35	17	14	19	7	12	12	34	19
	30%	27%	40%	37%	23%	27%	34%	41%	31%	21%	37%	28%
Democrats	75	44	15	29	27	19	18	3	15	25	29	21
	34%	36%	25%	31%	37%	38%	31%	16%	37%	43%	31%	30%
Both equally often	51	27	16	23	17	11	15	5	9	14	22	15
	23%	22%	27%	24%	23%	22%	26%	34%	23%	23%	23%	22%
Unsure	29	19	5	9	12	7	5	2	4	8	8	13
	13%	15%	8%	9%	17%	13%	9%	10%	9%	13%	8%	19%

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	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	221	-	221	-	43	139	29	78	90	38	18
	100		100		100	100	100	100	100	100	100
Unweighted Total	249	-	249	-	44	155	36	80	100	39	18
Republicans	66	-	66	-	30	31	2	50	5	38	18
	30%		30%		69%	23%	7%	64%	6%	100%	100%
Democrats	75	-	75	-	5	48	22	5	58	-	-
	34%		34%		10%	34%	76%	7%	64%		
Both equally often	51	-	51	-	2	45	3	16	22	-	-
	23%		23%		5%	32%	11%	21%	24%		
Unsure	29	-	29	-	6	15	2	6	5	-	-
	13%		13%		15%	11%	6%	8%	6%		

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[QPartyConsolidated] QPartyID and QPartyLeanView

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	465	250	215	93	108	124	141	200	265	375	22	42	26
	46%	54%	40%	45%	46%	45%	49%	46%	47%	53%	19%	38%	38%
Total Democratic+Democratic-leaning Independents	456	181	274	87	112	127	129	199	256	274	86	59	37
	46%	39%	51%	43%	48%	46%	45%	46%	45%	39%	75%	53%	53%
Total Independent	80	34	44	25	12	27	16	37	43	58	7	9	6
	8%	7%	8%	12%	5%	10%	6%	9%	8%	8%	6%	8%	8%

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[QPartyConsolidated] QPartyID and QPartyLeanView

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	465	146	159	94	67	304	161	98	93	72	81	120	191	272
	46%	50%	52%	37%	44%	51%	40%	44%	45%	45%	52%	47%	45%	48%
Total Democratic+Democratic-leaning Independents	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	46%	44%	38%	55%	47%	41%	52%	47%	45%	48%	42%	46%	46%	45%
Total Independent	80	19	27	20	14	47	33	19	21	11	10	19	40	40
	8%	7%	9%	8%	9%	8%	8%	8%	10%	7%	6%	7%	9%	7%

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 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPartyConsolidated] QPartyID and QPartyLeanView

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	465	231	145	248	129	88	148	78	70	93	206	166
	46%	46%	46%	52%	40%	44%	53%	58%	49%	34%	46%	59%
Total Democratic+Democratic-leaning Independents	456	228	146	197	162	96	112	51	61	156	211	88
	46%	45%	47%	41%	51%	47%	40%	37%	42%	58%	47%	31%
Total Independent	80	46	21	31	29	18	20	7	13	22	30	28
	8%	9%	7%	7%	9%	9%	7%	5%	9%	8%	7%	10%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPartyConsolidated] QPartyID and QPartyLeanView

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Total Republican+Republican-leaning Independents	465	399	66	-	343	92	22	406	25	283	154
	46%	100%	30%		90%	29%	8%	89%	6%	100%	100%
Total Democratic+Democratic-leaning Independents	456	-	75	380	29	169	253	28	388	-	-
	46%		34%	100%	8%	53%	90%	6%	88%		
Total Independent	80	-	80	-	9	60	5	23	27	-	-
	8%		36%		2%	19%	2%	5%	6%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 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		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	465	250	215	93	108	124	141	200	265	375	22	42	26
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	458	248	210	88	97	132	141	185	273	380	24	36	18
Supporter of Donald Trump	283	155	128	61	60	72	89	121	162	240	10	16	18
	61%	62%	60%	66%	56%	58%	63%	61%	61%	64%	46%	37%	68%
Supporter of the Republican Party	154	83	71	29	41	41	43	70	84	114	10	22	7
	33%	33%	33%	31%	38%	33%	31%	35%	32%	30%	48%	52%	26%
I don't support either one	20	12	8	0	3	9	8	4	17	14	1	3	2
	4%	5%	4%	*%	3%	7%	6%	2%	6%	4%	6%	8%	7%
Unsure	8	-	8	3	3	2	-	6	2	7	-	1	-
	2%		4%	3%	3%	2%		3%	1%	2%		2%	

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 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	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	465	146	159	94	67	304	161	98	93	72	81	120	191	272
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	458	121	190	88	58	311	146	103	99	76	73	104	202	253
Supporter of Donald Trump	283	91	111	47	34	202	81	64	68	41	42	67	132	150
	61%	63%	70%	50%	51%	66%	50%	65%	74%	57%	52%	56%	69%	55%
Supporter of the Republican Party	154	49	38	35	31	87	66	29	21	25	33	45	50	103
	33%	34%	24%	37%	46%	29%	41%	29%	23%	34%	41%	38%	26%	38%
I don't support either one	20	3	7	10	-	11	10	3	2	6	4	5	5	15
	4%	2%	5%	10%		3%	6%	3%	2%	8%	5%	4%	3%	6%
Unsure	8	2	2	2	2	4	4	3	1	1	2	2	4	4
	2%	1%	1%	3%	2%	1%	2%	3%	1%	1%	2%	2%	2%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 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	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	465	231	145	248	129	88	148	78	70	93	206	166
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	458	229	142	228	131	99	148	76	72	87	198	173
Supporter of Donald Trump	283	138	93	142	81	60	93	53	40	56	128	99
	61%	60%	64%	57%	63%	68%	63%	67%	57%	61%	62%	59%
Supporter of the Republican Party	154	78	44	88	40	25	49	25	24	31	67	56
	33%	34%	30%	36%	31%	29%	33%	31%	35%	33%	32%	34%
I don't support either one	20	9	7	14	4	2	4	1	3	5	8	7
	4%	4%	5%	6%	3%	2%	3%	1%	5%	6%	4%	4%
Unsure	8	6	1	4	3	1	2	-	2	-	4	4
	2%	3%	1%	2%	3%	1%	2%		3%		2%	3%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 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			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	465	399	66	-	343	92	22	406	25	283	154
	100	100	100		100	100	100	100	100	100	100
Unweighted Total	458	389	69	-	324	99	25	385	29	283	142
Supporter of Donald Trump	283	245	38	-	213	59	8	263	1	283	-
	61%	61%	57%		62%	64%	37%	65%	5%	100%	
Supporter of the Republican Party	154	136	18	-	118	22	11	129	14	-	154
	33%	34%	27%		35%	24%	49%	32%	56%		100%
I don't support either one	20	12	8	-	9	9	2	7	10	-	-
	4%	3%	12%		3%	9%	9%	2%	39%		
Unsure	8	6	2	-	2	2	1	6	-	-	-
	2%	2%	3%		1%	3%	4%	2%			

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 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		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	298	164	135	68	79	83	68	147	151	193	40	38	28
	30%	35%	25%	33%	34%	30%	24%	34%	27%	27%	35%	34%	40%
Wrong track	597	267	328	118	129	165	185	246	350	436	62	61	38
	60%	57%	62%	58%	55%	59%	65%	56%	62%	62%	54%	55%	55%
Unsure	106	34	71	19	25	29	33	44	63	78	13	11	3
	11%	7%	13%	9%	11%	11%	12%	10%	11%	11%	11%	10%	5%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 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	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	298	107	77	57	57	184	115	66	52	38	52	90	117	181
	30%	36%	26%	23%	37%	31%	28%	30%	25%	24%	33%	35%	27%	32%
Wrong track	597	146	188	175	87	334	262	122	132	106	86	148	254	340
	60%	50%	62%	69%	57%	56%	65%	56%	64%	67%	55%	58%	59%	60%
Unsure	106	40	37	20	9	77	29	32	24	14	18	17	56	50
	11%	14%	12%	8%	6%	13%	7%	15%	11%	9%	11%	7%	13%	9%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 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	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Right direction	298	187	75	158	100	41	99	65	34	90	123	85
	30%	37%	24%	33%	31%	20%	35%	48%	24%	33%	28%	30%
Wrong track	597	278	201	265	189	141	151	62	88	157	279	161
	60%	55%	64%	56%	59%	69%	54%	46%	61%	58%	62%	57%
Unsure	106	40	35	53	31	21	30	8	22	23	46	37
	11%	8%	11%	11%	10%	11%	11%	6%	15%	9%	10%	13%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 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	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Right direction	298	157	49	92	138	81	74	183	96	113	62
	30%	39%	22%	24%	36%	25%	26%	40%	22%	40%	40%
Wrong track	597	202	146	249	212	186	191	232	296	141	80
	60%	51%	66%	65%	56%	58%	68%	51%	67%	50%	52%
Unsure	106	40	27	39	31	54	15	42	48	29	12
	11%	10%	12%	10%	8%	17%	5%	9%	11%	10%	8%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	9	3	6	-	4	0	4	4	5	5	2	1	0
	1%	1%	1%		2%	0%	1%	1%	1%	1%	2%	1%	1%
The environment and climate change	44	20	24	7	14	10	13	21	23	27	4	4	10
	4%	4%	4%	3%	6%	4%	5%	5%	4%	4%	4%	3%	14%
Education	12	4	9	3	4	4	1	7	5	8	2	2	-
	1%	1%	2%	1%	2%	2%	0%	2%	1%	1%	2%	1%	
National security	35	17	18	3	10	9	13	13	22	30	5	1	-
	4%	4%	3%	2%	4%	3%	5%	3%	4%	4%	4%	0%	
Gun rights	15	5	10	1	5	5	4	6	9	11	2	2	-
	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	
Healthcare	44	25	19	15	8	14	6	23	21	25	8	5	6
	4%	5%	3%	7%	4%	5%	2%	5%	4%	4%	7%	4%	9%
Taxes	16	10	6	8	5	2	1	13	3	12	3	2	-
	2%	2%	1%	4%	2%	1%	0%	3%	1%	2%	2%	2%	
Jobs and the economy	92	45	47	17	29	30	17	46	46	68	6	11	7
	9%	10%	9%	8%	12%	11%	6%	10%	8%	10%	5%	10%	11%
Cost of living	238	94	142	54	48	70	65	102	135	150	34	34	20
	24%	20%	27%	26%	21%	25%	23%	23%	24%	21%	30%	31%	28%
Drug abuse	16	3	13	3	7	2	3	10	5	11	2	1	2
	2%	1%	2%	2%	3%	1%	1%	2%	1%	2%	2%	1%	3%
Immigration	172	104	68	35	25	47	64	60	111	138	10	10	14
	17%	22%	13%	17%	11%	17%	22%	14%	20%	20%	9%	9%	20%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Crime	32 3%	14 3%	17 3%	3 1%	12 5%	9 3%	7 3%	15 3%	17 3%	20 3%	9 8%	3 2%	-
Political corruption	79 8%	41 9%	39 7%	20 10%	17 8%	17 6%	25 9%	38 9%	42 7%	58 8%	10 9%	6 6%	5 7%
Race relations	12 1%	6 1%	5 1%	5 2%	4 2%	3 1%	-	9 2%	3 1%	3 *	8 7%	-	0 1%
Abortion	48 5%	14 3%	34 6%	12 6%	10 4%	16 6%	10 4%	22 5%	26 5%	39 5%	2 2%	6 5%	1 2%
The state of democracy	93 9%	35 7%	58 11%	15 7%	14 6%	25 9%	40 14%	28 7%	65 11%	74 10%	3 3%	16 15%	-
Something else (Please specify)	39 4%	25 5%	14 3%	1 *	15 7%	12 4%	11 4%	16 4%	23 4%	28 4%	1 1%	8 7%	3 4%
Unsure	5 *%	1 *%	4 1%	2 1%	0 *%	1 1%	1 *%	3 1%	2 *%	1 *%	2 2%	1 1%	1 1%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	9	5	3	-	1	8	1	3	3	2	-	1	6	3
	1%	2%	1%		1%	1%	0%	1%	2%	1%		0%	1%	1%
The environment and climate change	44	10	11	12	10	22	22	9	10	3	6	17	19	25
	4%	3%	4%	5%	7%	4%	6%	4%	5%	2%	4%	7%	4%	4%
Education	12	4	3	4	2	7	5	1	3	1	2	5	5	7
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%
National security	35	10	9	12	5	19	16	5	12	6	4	7	17	17
	4%	3%	3%	5%	3%	3%	4%	2%	6%	4%	2%	3%	4%	3%
Gun rights	15	5	2	7	2	7	9	4	2	3	3	3	6	9
	2%	2%	1%	3%	1%	1%	2%	2%	1%	2%	2%	1%	2%	2%
Healthcare	44	10	11	14	9	21	23	10	6	5	6	17	16	27
	4%	3%	4%	5%	6%	3%	6%	5%	3%	3%	4%	7%	4%	5%
Taxes	16	6	2	4	5	7	9	2	3	1	2	8	6	11
	2%	2%	1%	1%	3%	1%	2%	1%	2%	1%	1%	3%	1%	2%
Jobs and the economy	92	21	35	24	12	56	36	17	20	13	14	28	37	55
	9%	7%	12%	9%	8%	9%	9%	8%	10%	8%	9%	11%	9%	10%
Cost of living	238	80	76	57	25	156	82	60	53	35	42	47	113	125
	24%	27%	25%	23%	17%	26%	20%	27%	26%	22%	27%	19%	26%	22%
Drug abuse	16	8	5	2	1	13	3	1	2	3	6	5	3	13
	2%	3%	2%	1%	1%	2%	1%	0%	1%	2%	4%	2%	1%	2%
Immigration	172	59	55	37	20	115	57	36	31	38	27	38	67	104
	17%	20%	18%	15%	13%	19%	14%	16%	15%	24%	17%	15%	16%	18%
Crime	32	9	11	6	6	20	11	11	8	3	2	8	19	13
	3%	3%	4%	2%	4%	3%	3%	5%	4%	2%	1%	3%	4%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Political corruption	79 8%	22 8%	27 9%	16 6%	15 10%	49 8%	30 7%	12 5%	18 9%	11 7%	12 8%	25 10%	30 7%	49 9%
Race relations	12 1%	4 1%	4 1%	3 1%	1 1%	8 1%	4 1%	5 2%	2 1%	3 2%	2 1%	0 *%	6 1%	5 1%
Abortion	48 5%	11 4%	12 4%	12 5%	12 8%	24 4%	25 6%	14 7%	8 4%	3 2%	6 4%	16 6%	22 5%	26 5%
The state of democracy	93 9%	17 6%	20 7%	30 12%	25 16%	38 6%	55 14%	16 7%	18 9%	18 11%	17 11%	24 9%	34 8%	59 10%
Something else (Please specify)	39 4%	9 3%	13 4%	15 6%	2 1%	22 4%	17 4%	11 5%	6 3%	12 7%	5 3%	5 2%	17 4%	22 4%
Unsure	5 *%	2 1%	3 1%	-	-	5 1%	-	2 1%	0 *%	-	1 1%	-	3 1%	1 *%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001 100	505 100	312 100	476 100	320 100	203 100	280 100	136 100	144 100	271 100	447 100	283 100
Infrastructure	9 1%	4 1%	4 1%	4 1%	3 1%	2 1%	2 1%	-	2 2%	2 1%	7 1%	0 *
The environment and climate change	44 4%	23 4%	14 4%	18 4%	15 5%	11 5%	15 5%	8 6%	7 5%	6 2%	25 6%	13 4%
Education	12 1%	8 2%	2 1%	6 1%	5 2%	2 1%	5 2%	1 1%	3 2%	8 3%	3 1%	1 1%
National security	35 4%	12 2%	12 4%	19 4%	8 3%	8 4%	10 4%	6 4%	5 3%	10 4%	13 3%	13 5%
Gun rights	15 2%	8 2%	5 2%	7 2%	4 1%	4 2%	6 2%	3 2%	3 2%	3 1%	10 2%	2 1%
Healthcare	44 4%	24 5%	15 5%	21 4%	18 6%	5 3%	16 6%	10 8%	5 4%	11 4%	22 5%	11 4%
Taxes	16 2%	12 2%	1 *	9 2%	6 2%	1 1%	8 3%	6 5%	2 1%	6 2%	6 1%	4 1%
Jobs and the economy	92 9%	61 12%	17 5%	44 9%	30 9%	18 9%	28 10%	14 10%	14 10%	22 8%	34 8%	35 13%
Cost of living	238 24%	124 25%	68 22%	117 25%	75 23%	46 22%	68 24%	25 19%	42 29%	69 26%	99 22%	70 25%
Drug abuse	16 2%	11 2%	3 1%	5 1%	6 2%	4 2%	7 3%	0 *	7 5%	7 3%	5 1%	4 1%
Immigration	172 17%	76 15%	67 22%	87 18%	47 15%	38 19%	35 12%	23 17%	12 8%	28 11%	90 20%	53 19%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Crime	32 3%	13 3%	10 3%	12 2%	8 3%	12 6%	10 3%	4 3%	6 4%	11 4%	15 3%	6 2%
Political corruption	79 8%	44 9%	21 7%	32 7%	31 10%	16 8%	24 8%	16 12%	8 5%	27 10%	32 7%	21 7%
Race relations	12 1%	6 1%	4 1%	2 *%	6 2%	4 2%	3 1%	1 *%	3 2%	5 2%	4 1%	3 1%
Abortion	48 5%	25 5%	13 4%	20 4%	19 6%	9 4%	11 4%	5 3%	6 4%	17 6%	18 4%	13 5%
The state of democracy	93 9%	37 7%	41 13%	50 10%	26 8%	16 8%	20 7%	7 5%	14 10%	24 9%	47 11%	22 8%
Something else (Please specify)	39 4%	14 3%	13 4%	23 5%	9 3%	7 3%	11 4%	6 5%	5 3%	12 5%	16 4%	11 4%
Unsure	5 *%	2 *%	1 *%	1 *%	4 1%	-	0 *%	-	0 *%	2 1%	1 *%	1 *%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	9	0	4	5	6	2	1	5	3	0	2
	1%	*%	2%	1%	1%	1%	*%	1%	1%	*%	2%
The environment and climate change	44	9	8	27	13	8	22	6	30	5	5
	4%	2%	4%	7%	3%	2%	8%	1%	7%	2%	3%
Education	12	4	4	4	3	7	2	5	7	4	2
	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
National security	35	24	4	8	22	10	3	22	9	14	10
	4%	6%	2%	2%	6%	3%	1%	5%	2%	5%	6%
Gun rights	15	3	1	11	4	6	5	3	11	1	2
	2%	1%	1%	3%	1%	2%	2%	1%	2%	*%	1%
Healthcare	44	2	7	35	4	12	27	5	37	1	2
	4%	*%	3%	9%	1%	4%	10%	1%	8%	*%	1%
Taxes	16	11	0	5	7	3	5	12	2	7	4
	2%	3%	*%	1%	2%	1%	2%	3%	1%	2%	3%
Jobs and the economy	92	53	13	26	38	36	17	55	27	33	17
	9%	13%	6%	7%	10%	11%	6%	12%	6%	11%	11%
Cost of living	238	87	65	86	87	91	55	114	92	63	39
	24%	22%	29%	23%	23%	28%	20%	25%	21%	22%	26%
Drug abuse	16	7	8	0	-	10	2	9	6	5	3
	2%	2%	4%	*%		3%	1%	2%	1%	2%	2%
Immigration	172	138	22	11	132	30	8	150	9	110	41
	17%	35%	10%	3%	35%	9%	3%	33%	2%	39%	27%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Crime	32 3%	8 2%	6 3%	18 5%	5 1%	18 6%	8 3%	10 2%	19 4%	3 1%	7 4%
Political corruption	79 8%	24 6%	24 11%	31 8%	27 7%	22 7%	27 10%	33 7%	35 8%	26 9%	0 *%
Race relations	12 1%	1 *%	4 2%	6 2%	1 *%	5 2%	6 2%	3 1%	8 2%	-	1 1%
Abortion	48 5%	9 2%	6 3%	33 9%	7 2%	13 4%	28 10%	6 1%	39 9%	6 2%	2 1%
The state of democracy	93 9%	11 3%	24 11%	58 15%	15 4%	28 9%	49 18%	9 2%	76 17%	2 1%	9 6%
Something else (Please specify)	39 4%	6 1%	18 8%	15 4%	9 2%	15 5%	13 5%	8 2%	26 6%	4 1%	7 4%
Unsure	5 *%	1 *%	2 1%	2 1%	1 *%	3 1%	1 *%	1 *%	3 1%	-	1 1%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QIssues\_SecondChoice] Which would you say is the second biggest issue facing the country today?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	10	8	2	1	1	7	2	1	9	6	-	3	0
	1%	2%	*%	*%	*%	3%	1%	*%	2%	1%		3%	1%
The environment and climate change	50	23	27	11	11	13	16	22	29	37	2	8	2
	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	2%	8%	3%
Education	15	4	11	8	3	2	3	11	5	8	4	2	2
	2%	1%	2%	4%	1%	1%	1%	2%	1%	1%	3%	2%	3%
National security	51	30	21	13	8	16	14	21	30	40	1	2	8
	5%	7%	4%	6%	4%	6%	5%	5%	5%	6%	1%	2%	11%
Gun rights	31	17	14	7	8	5	11	14	17	16	6	2	7
	3%	4%	3%	3%	3%	2%	4%	3%	3%	2%	5%	2%	10%
Healthcare	77	32	45	17	20	17	22	38	39	52	11	7	6
	8%	7%	8%	8%	9%	6%	8%	9%	7%	7%	10%	7%	9%
Taxes	33	13	20	3	11	9	10	14	19	27	0	2	4
	3%	3%	4%	1%	5%	3%	4%	3%	3%	4%	*%	2%	5%
Jobs and the economy	102	51	51	28	32	26	17	60	43	69	17	14	1
	10%	11%	10%	13%	14%	9%	6%	14%	8%	10%	15%	13%	2%
Cost of living	174	75	99	29	45	52	48	75	99	130	19	19	6
	17%	16%	18%	14%	19%	19%	17%	17%	18%	18%	17%	18%	8%
Drug abuse	19	6	13	7	6	5	2	12	7	14	-	3	2
	2%	1%	2%	3%	2%	2%	1%	3%	1%	2%		3%	3%
Immigration	124	66	58	16	25	42	41	41	83	97	8	9	10
	12%	14%	11%	8%	11%	15%	14%	9%	15%	14%	7%	9%	14%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QIssues\_SecondChoice] Which would you say is the second biggest issue facing the country today?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Crime	52 5%	29 6%	23 4%	16 8%	8 3%	8 3%	20 7%	24 5%	28 5%	30 4%	13 11%	5 5%	4 6%
Political corruption	100 10%	39 8%	59 11%	22 11%	19 8%	29 11%	29 10%	41 9%	59 10%	76 11%	6 5%	15 13%	3 4%
Race relations	16 2%	5 1%	11 2%	3 1%	3 1%	4 2%	6 2%	6 1%	10 2%	4 1%	7 6%	5 5%	-
Abortion	56 6%	20 4%	35 6%	14 7%	12 5%	12 4%	18 6%	26 6%	30 5%	34 5%	7 6%	9 8%	5 7%
The state of democracy	67 7%	35 8%	31 6%	7 4%	16 7%	22 8%	22 8%	23 5%	44 8%	48 7%	10 9%	2 2%	7 10%
Something else (Please specify)	17 2%	8 2%	9 2%	2 1%	4 2%	6 2%	5 2%	6 1%	11 2%	16 2%	-	-	1 1%
Unsure	7 1%	2 1%	4 1%	2 1%	0 *%	3 1%	1 *%	2 1%	4 1%	2 *%	3 3%	-	2 2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QIssues\_SecondChoice] Which would you say is the second biggest issue facing the country today?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	10	1	2	4	2	3	7	1	1	3	2	2	3	7
	1%	*%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%
The environment and climate change	50	14	10	15	11	25	25	8	8	8	11	15	16	34
	5%	5%	3%	6%	7%	4%	6%	4%	4%	5%	7%	6%	4%	6%
Education	15	5	5	4	1	10	5	8	5	1	1	-	14	2
	2%	2%	2%	1%	1%	2%	1%	4%	3%	1%	*%	-	3%	*%
National security	51	8	15	20	9	23	29	10	7	5	5	24	17	34
	5%	3%	5%	8%	6%	4%	7%	4%	4%	3%	3%	9%	4%	6%
Gun rights	31	16	8	2	5	24	7	12	10	2	5	2	22	9
	3%	5%	3%	1%	3%	4%	2%	6%	5%	2%	3%	1%	5%	2%
Healthcare	77	26	15	27	9	40	36	12	11	19	13	21	23	54
	8%	9%	5%	11%	6%	7%	9%	5%	5%	12%	9%	8%	5%	9%
Taxes	33	10	12	3	8	22	11	4	9	4	2	14	13	20
	3%	3%	4%	1%	5%	4%	3%	2%	4%	3%	1%	6%	3%	4%
Jobs and the economy	102	25	42	20	15	67	35	19	27	17	13	26	46	56
	10%	9%	14%	8%	10%	11%	9%	9%	13%	11%	8%	10%	11%	10%
Cost of living	174	68	53	35	18	121	53	49	35	27	28	35	83	89
	17%	23%	17%	14%	12%	20%	13%	22%	17%	17%	18%	14%	20%	16%
Drug abuse	19	6	4	3	6	10	8	5	4	1	1	7	9	10
	2%	2%	1%	1%	4%	2%	2%	2%	2%	1%	1%	3%	2%	2%
Immigration	124	33	48	27	16	81	43	28	26	15	26	29	55	69
	12%	11%	16%	11%	11%	14%	11%	13%	13%	9%	16%	11%	13%	12%
Crime	52	23	13	10	5	37	15	11	12	12	10	8	23	29
	5%	8%	4%	4%	3%	6%	4%	5%	6%	8%	6%	3%	5%	5%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QIssues\_SecondChoice] Which would you say is the second biggest issue facing the country today?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Political corruption	100 10%	28 10%	27 9%	27 11%	18 12%	55 9%	45 11%	17 8%	24 12%	18 11%	18 12%	22 9%	41 10%	59 10%
Race relations	16 2%	6 2%	2 1%	6 2%	2 1%	8 1%	8 2%	5 2%	2 1%	2 1%	5 3%	3 1%	7 2%	9 2%
Abortion	56 6%	9 3%	16 5%	24 10%	6 4%	25 4%	30 7%	12 5%	10 5%	9 6%	8 5%	16 6%	22 5%	34 6%
The state of democracy	67 7%	10 3%	22 7%	17 7%	17 11%	32 5%	34 8%	12 5%	13 6%	10 6%	6 4%	25 10%	25 6%	41 7%
Something else (Please specify)	17 2%	3 1%	3 1%	8 3%	3 2%	6 1%	10 3%	3 2%	2 1%	4 3%	3 2%	4 2%	5 1%	11 2%
Unsure	7 1%	2 1%	3 1%	1 *%	1 1%	4 1%	2 1%	3 1%	0 *%	-	1 *%	1 1%	4 1%	2 *%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QIssues\_SecondChoice] Which would you say is the second biggest issue facing the country today?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	10	7	1	6	1	4	4	3	1	2	7	1
	1%	1%	*%	1%	*%	2%	1%	2%	1%	1%	1%	*%
The environment and climate change	50	21	19	29	17	4	12	7	6	17	22	11
	5%	4%	6%	6%	5%	2%	4%	5%	4%	6%	5%	4%
Education	15	7	3	6	8	2	5	2	3	4	9	2
	2%	1%	1%	1%	2%	1%	2%	2%	2%	2%	2%	1%
National security	51	29	14	26	15	10	14	5	9	7	28	16
	5%	6%	4%	6%	5%	5%	5%	4%	6%	3%	6%	6%
Gun rights	31	11	13	18	11	2	6	5	1	14	11	6
	3%	2%	4%	4%	3%	1%	2%	4%	1%	5%	2%	2%
Healthcare	77	40	25	37	26	14	21	11	10	23	40	14
	8%	8%	8%	8%	8%	7%	7%	8%	7%	9%	9%	5%
Taxes	33	19	7	15	7	11	10	5	4	8	19	7
	3%	4%	2%	3%	2%	6%	3%	4%	3%	3%	4%	2%
Jobs and the economy	102	66	17	44	43	15	46	24	22	27	43	32
	10%	13%	5%	9%	13%	8%	16%	17%	15%	10%	10%	11%
Cost of living	174	89	54	82	53	38	43	11	32	44	72	58
	17%	18%	17%	17%	17%	19%	15%	8%	22%	16%	16%	20%
Drug abuse	19	12	5	8	7	3	8	5	3	8	6	6
	2%	2%	2%	2%	2%	1%	3%	4%	2%	3%	1%	2%
Immigration	124	52	48	69	23	32	40	22	18	23	51	50
	12%	10%	15%	15%	7%	16%	14%	16%	12%	8%	11%	18%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QIssues\_SecondChoice] Which would you say is the second biggest issue facing the country today?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Crime	52 5%	18 3%	19 6%	18 4%	25 8%	9 4%	11 4%	2 1%	9 6%	16 6%	23 5%	13 5%
Political corruption	100 10%	54 11%	29 9%	43 9%	33 10%	24 12%	18 6%	5 3%	13 9%	31 12%	37 8%	31 11%
Race relations	16 2%	6 1%	7 2%	5 1%	5 2%	5 3%	5 2%	1 1%	3 2%	7 2%	7 2%	2 1%
Abortion	56 6%	29 6%	20 7%	23 5%	18 6%	13 6%	17 6%	12 9%	5 4%	14 5%	28 6%	14 5%
The state of democracy	67 7%	35 7%	24 8%	35 7%	17 5%	15 7%	17 6%	14 11%	3 2%	16 6%	33 7%	17 6%
Something else (Please specify)	17 2%	7 1%	8 2%	8 2%	6 2%	2 1%	3 1%	-	3 2%	5 2%	8 2%	3 1%
Unsure	7 1%	2 *	1 *	1 *	4 1%	-	1 *	1 1%	0 *	3 1%	3 1%	1 *

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QIssues\_SecondChoice] Which would you say is the second biggest issue facing the country today?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	10	3	5	2	2	5	2	3	6	1	1
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
The environment and climate change	50	7	15	28	5	22	22	6	39	5	2
	5%	2%	7%	7%	1%	7%	8%	1%	9%	2%	1%
Education	15	5	6	5	5	5	4	7	6	5	3
	2%	1%	3%	1%	1%	2%	1%	1%	1%	2%	2%
National security	51	34	13	5	33	14	4	39	7	21	16
	5%	8%	6%	1%	9%	4%	1%	9%	2%	8%	11%
Gun rights	31	8	4	20	9	9	12	14	16	6	3
	3%	2%	2%	5%	2%	3%	4%	3%	4%	2%	2%
Healthcare	77	21	17	38	19	32	25	24	41	10	12
	8%	5%	8%	10%	5%	10%	9%	5%	9%	3%	8%
Taxes	33	19	4	10	17	8	8	20	11	11	7
	3%	5%	2%	3%	4%	3%	3%	4%	2%	4%	4%
Jobs and the economy	102	46	30	26	39	32	26	52	35	38	17
	10%	11%	14%	7%	10%	10%	9%	11%	8%	14%	11%
Cost of living	174	86	31	57	87	51	35	98	61	61	29
	17%	21%	14%	15%	23%	16%	13%	21%	14%	22%	19%
Drug abuse	19	9	6	5	7	5	6	7	6	7	2
	2%	2%	3%	1%	2%	1%	2%	2%	1%	3%	1%
Immigration	124	82	25	17	77	31	15	95	22	63	28
	12%	20%	11%	4%	20%	10%	5%	21%	5%	22%	18%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QIssues\_SecondChoice] Which would you say is the second biggest issue facing the country today?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Crime	52 5%	25 6%	14 6%	13 3%	24 6%	18 6%	9 3%	25 5%	20 4%	20 7%	7 5%
Political corruption	100 10%	33 8%	22 10%	45 12%	32 8%	41 13%	27 10%	37 8%	52 12%	17 6%	15 10%
Race relations	16 2%	0 *%	7 3%	9 2%	3 1%	3 1%	9 3%	4 1%	11 3%	3 1%	2 2%
Abortion	56 6%	6 1%	4 2%	46 12%	6 2%	16 5%	34 12%	9 2%	45 10%	3 1%	1 1%
The state of democracy	67 7%	10 2%	10 4%	47 12%	10 3%	20 6%	36 13%	8 2%	55 12%	5 2%	5 3%
Something else (Please specify)	17 2%	5 1%	7 3%	5 1%	5 1%	7 2%	4 2%	8 2%	7 2%	5 2%	2 1%
Unsure	7 1%	1 *%	3 1%	3 1%	2 1%	3 1%	1 *%	2 *%	2 1%	1 *%	-

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 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		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	19	11	8	1	5	7	6	6	13	12	2	4	1
	2%	2%	2%	*%	2%	3%	2%	1%	2%	2%	2%	4%	1%
The environment and climate change	94	43	51	17	25	23	29	42	52	64	6	12	12
	9%	9%	10%	9%	11%	8%	10%	10%	9%	9%	5%	11%	18%
Education	28	8	20	11	7	6	4	18	10	16	6	3	2
	3%	2%	4%	5%	3%	2%	1%	4%	2%	2%	5%	3%	3%
National security	87	47	40	16	18	25	27	34	52	70	6	3	8
	9%	10%	7%	8%	8%	9%	10%	8%	9%	10%	5%	3%	11%
Gun rights	47	22	24	8	13	10	16	21	26	27	9	4	7
	5%	5%	5%	4%	5%	4%	5%	5%	5%	4%	7%	4%	10%
Healthcare	121	57	63	32	29	31	28	61	60	77	19	12	12
	12%	12%	12%	16%	12%	11%	10%	14%	11%	11%	17%	11%	18%
Taxes	50	23	26	11	16	11	11	27	22	39	3	4	4
	5%	5%	5%	6%	7%	4%	4%	6%	4%	5%	3%	4%	5%
Jobs and the economy	194	96	99	45	61	56	33	105	89	137	23	25	9
	19%	21%	18%	22%	26%	20%	12%	24%	16%	19%	20%	22%	13%
Cost of living	412	169	241	83	94	122	113	177	235	280	53	54	25
	41%	36%	45%	41%	40%	44%	39%	40%	42%	40%	46%	49%	37%
Drug abuse	35	9	26	10	13	7	5	23	12	25	2	4	4
	3%	2%	5%	5%	5%	2%	2%	5%	2%	4%	2%	3%	6%
Immigration	296	170	125	51	51	89	106	101	194	235	18	19	23
	30%	37%	24%	25%	22%	32%	37%	23%	34%	33%	16%	17%	34%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 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		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Crime	84 8%	43 9%	40 8%	19 9%	20 9%	18 6%	27 9%	39 9%	45 8%	50 7%	22 19%	8 7%	4 6%
Political corruption	179 18%	80 17%	97 18%	42 21%	36 16%	46 17%	54 19%	79 18%	100 18%	134 19%	16 14%	21 19%	7 11%
Race relations	27 3%	11 2%	16 3%	7 4%	7 3%	7 3%	6 2%	14 3%	13 2%	7 1%	15 13%	5 5%	0 1%
Abortion	104 10%	34 7%	69 13%	26 13%	22 9%	28 10%	29 10%	48 11%	56 10%	73 10%	9 8%	15 14%	6 9%
The state of democracy	160 16%	70 15%	90 17%	22 11%	29 13%	46 17%	62 22%	52 12%	108 19%	121 17%	13 11%	18 17%	7 10%
Something else (Please specify)	51 5%	30 7%	19 4%	3 1%	17 7%	16 6%	14 5%	20 5%	31 5%	39 5%	1 1%	8 7%	3 5%
Unsure	8 1%	3 1%	5 1%	3 1%	0 *%	4 1%	1 *%	3 1%	5 1%	3 *%	3 3%	1 1%	2 2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	19	6	5	4	4	11	8	4	5	5	2	3	9	10
	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	1%	2%	2%
The environment and climate change	94	25	22	27	21	46	48	17	18	10	16	32	35	59
	9%	8%	7%	11%	14%	8%	12%	8%	9%	7%	10%	13%	8%	10%
Education	28	9	8	7	3	18	10	10	9	2	2	5	18	9
	3%	3%	3%	3%	2%	3%	3%	4%	4%	1%	1%	2%	4%	2%
National security	87	17	24	32	13	42	45	15	20	11	9	31	35	51
	9%	6%	8%	13%	9%	7%	11%	7%	10%	7%	6%	12%	8%	9%
Gun rights	47	21	10	9	7	31	16	17	12	5	8	5	28	18
	5%	7%	3%	3%	5%	5%	4%	8%	6%	3%	5%	2%	7%	3%
Healthcare	121	36	26	41	19	61	59	22	17	24	19	38	39	81
	12%	12%	8%	16%	12%	10%	15%	10%	8%	15%	12%	15%	9%	14%
Taxes	50	15	14	7	13	29	20	6	12	5	3	22	19	31
	5%	5%	5%	3%	9%	5%	5%	3%	6%	3%	2%	9%	4%	5%
Jobs and the economy	194	46	77	44	27	123	71	36	47	30	27	54	82	111
	19%	16%	25%	17%	18%	21%	17%	16%	22%	19%	17%	21%	19%	19%
Cost of living	412	148	128	92	44	276	136	109	88	62	70	82	196	214
	41%	50%	42%	36%	29%	46%	33%	49%	42%	39%	45%	32%	46%	38%
Drug abuse	35	14	9	4	7	23	11	6	6	4	7	12	12	23
	3%	5%	3%	2%	4%	4%	3%	3%	3%	3%	4%	5%	3%	4%
Immigration	296	92	104	63	36	196	100	64	58	53	53	67	122	173
	30%	32%	34%	25%	24%	33%	25%	29%	28%	33%	34%	26%	29%	30%
Crime	84	32	24	16	11	56	27	22	20	15	12	15	42	42
	8%	11%	8%	6%	7%	9%	7%	10%	10%	9%	7%	6%	10%	7%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Political corruption	179 18%	50 17%	54 18%	42 17%	32 21%	104 17%	75 18%	29 13%	42 20%	29 18%	30 19%	48 19%	71 17%	107 19%
Race relations	27 3%	9 3%	6 2%	9 3%	3 2%	16 3%	12 3%	9 4%	4 2%	4 3%	7 4%	3 1%	13 3%	14 3%
Abortion	104 10%	20 7%	28 9%	36 14%	18 12%	49 8%	55 14%	26 12%	18 9%	13 8%	15 9%	32 13%	44 10%	60 10%
The state of democracy	160 16%	28 9%	42 14%	48 19%	42 27%	70 12%	90 22%	28 13%	31 15%	28 18%	23 15%	49 19%	59 14%	100 18%
Something else (Please specify)	51 5%	12 4%	15 5%	19 8%	4 3%	27 5%	23 6%	13 6%	7 4%	13 8%	8 5%	9 4%	21 5%	30 5%
Unsure	8 1%	2 1%	4 1%	1 *	1 1%	6 1%	2 1%	3 1%	0 *	-	2 1%	1 1%	4 1%	4 1%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	19	12	6	10	3	6	6	3	3	4	13	2
	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%	3%	1%
The environment and climate change	94	44	33	48	32	15	27	15	13	23	47	24
	9%	9%	11%	10%	10%	7%	10%	11%	9%	9%	11%	8%
Education	28	15	4	12	12	4	10	3	6	12	12	4
	3%	3%	1%	2%	4%	2%	4%	3%	4%	4%	3%	1%
National security	87	41	26	46	24	17	24	11	13	17	41	29
	9%	8%	8%	10%	7%	9%	9%	8%	9%	6%	9%	10%
Gun rights	47	20	18	26	15	6	12	9	4	18	21	8
	5%	4%	6%	5%	5%	3%	4%	6%	2%	7%	5%	3%
Healthcare	121	64	40	58	44	19	37	21	15	35	61	24
	12%	13%	13%	12%	14%	9%	13%	16%	11%	13%	14%	9%
Taxes	50	31	8	24	13	13	18	12	6	13	25	11
	5%	6%	3%	5%	4%	6%	6%	9%	4%	5%	6%	4%
Jobs and the economy	194	127	33	88	73	34	74	37	36	50	78	67
	19%	25%	11%	18%	23%	17%	26%	28%	25%	18%	17%	24%
Cost of living	412	213	122	199	128	84	111	37	74	113	171	128
	41%	42%	39%	42%	40%	41%	40%	27%	51%	42%	38%	45%
Drug abuse	35	23	8	13	14	7	15	6	10	15	11	10
	3%	4%	3%	3%	4%	3%	5%	4%	7%	5%	2%	3%
Immigration	296	129	115	156	70	70	75	45	30	51	141	103
	30%	26%	37%	33%	22%	35%	27%	33%	21%	19%	32%	36%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Crime	84 8%	30 6%	29 9%	30 6%	33 10%	21 10%	20 7%	6 4%	14 10%	27 10%	38 9%	19 7%
Political corruption	179 18%	99 20%	50 16%	75 16%	64 20%	40 20%	41 15%	20 15%	21 15%	58 21%	69 15%	52 18%
Race relations	27 3%	12 2%	11 4%	7 2%	11 3%	9 4%	8 3%	2 1%	6 4%	11 4%	11 2%	5 2%
Abortion	104 10%	54 11%	34 11%	43 9%	38 12%	22 11%	28 10%	17 12%	11 8%	31 11%	47 10%	27 9%
The state of democracy	160 16%	72 14%	65 21%	85 18%	44 14%	30 15%	37 13%	21 15%	16 11%	40 15%	81 18%	39 14%
Something else (Please specify)	51 5%	20 4%	19 6%	29 6%	13 4%	9 4%	12 4%	6 5%	6 4%	17 6%	22 5%	13 4%
Unsure	8 1%	4 1%	1 *	2 *	5 2%	-	1 *	1 1%	0 *	4 1%	3 1%	1 *

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 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			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	19	3	8	8	8	7	4	8	9	2	4
	2%	1%	4%	2%	2%	2%	1%	2%	2%	1%	3%
The environment and climate change	94	16	23	55	18	30	44	12	69	10	7
	9%	4%	11%	14%	5%	9%	16%	3%	16%	4%	4%
Education	28	9	10	9	8	12	6	11	13	9	4
	3%	2%	5%	2%	2%	4%	2%	2%	3%	3%	3%
National security	87	57	17	13	54	25	7	62	16	36	26
	9%	14%	7%	3%	14%	8%	3%	13%	4%	13%	17%
Gun rights	47	11	5	30	13	15	18	17	27	7	5
	5%	3%	2%	8%	3%	5%	6%	4%	6%	3%	4%
Healthcare	121	23	24	73	23	44	52	29	78	11	13
	12%	6%	11%	19%	6%	14%	19%	6%	18%	4%	9%
Taxes	50	30	4	15	24	12	13	32	13	18	11
	5%	8%	2%	4%	6%	4%	5%	7%	3%	6%	7%
Jobs and the economy	194	98	43	53	77	67	43	107	62	71	34
	19%	25%	20%	14%	20%	21%	15%	23%	14%	25%	22%
Cost of living	412	173	96	142	174	142	91	212	153	125	69
	41%	43%	43%	37%	46%	44%	32%	46%	35%	44%	45%
Drug abuse	35	16	14	5	7	15	8	16	12	12	5
	3%	4%	6%	1%	2%	5%	3%	4%	3%	4%	3%
Immigration	296	220	48	28	210	61	23	245	32	172	70
	30%	55%	22%	7%	55%	19%	8%	54%	7%	61%	45%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 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			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Crime	84 8%	34 8%	19 9%	31 8%	30 8%	36 11%	17 6%	35 8%	39 9%	23 8%	14 9%
Political corruption	179 18%	56 14%	45 21%	77 20%	59 15%	62 19%	54 19%	70 15%	87 20%	43 15%	15 10%
Race relations	27 3%	2 *	11 5%	14 4%	3 1%	9 3%	15 5%	7 1%	20 4%	3 1%	4 2%
Abortion	104 10%	15 4%	10 5%	78 21%	13 3%	29 9%	62 22%	15 3%	84 19%	9 3%	3 2%
The state of democracy	160 16%	21 5%	34 15%	105 27%	25 7%	48 15%	85 30%	18 4%	131 30%	7 2%	14 9%
Something else (Please specify)	51 5%	11 3%	23 11%	16 4%	14 4%	19 6%	16 6%	16 4%	29 7%	9 3%	8 5%
Unsure	8 1%	2 *	3 1%	3 1%	3 1%	3 1%	1 *	2 1%	3 1%	1 *	1 1%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Biden] 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		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	397	164	233	67	91	124	115	158	239	255	68	50	24
	40%	35%	44%	33%	39%	45%	40%	36%	42%	36%	60%	45%	35%
VERY/SOMEWHAT UNFAVORABLE	568	292	277	123	128	148	169	251	318	437	34	55	43
	57%	63%	52%	60%	55%	54%	59%	57%	56%	62%	29%	50%	63%
Very favorable	199	80	118	31	43	59	65	75	125	119	39	23	18
	20%	17%	22%	15%	19%	21%	23%	17%	22%	17%	34%	21%	26%
Somewhat favorable	198	84	114	35	48	64	50	83	115	136	29	26	6
	20%	18%	21%	17%	21%	23%	18%	19%	20%	19%	26%	24%	9%
Heard of, no opinion	31	8	21	15	9	5	2	24	7	12	11	6	2
	3%	2%	4%	7%	4%	2%	1%	5%	1%	2%	10%	6%	2%
Somewhat unfavorable	139	61	78	36	35	38	30	70	68	99	13	18	8
	14%	13%	15%	18%	15%	14%	10%	16%	12%	14%	12%	17%	12%
Very unfavorable	430	231	199	87	93	110	139	180	249	338	20	36	35
	43%	50%	37%	43%	40%	40%	49%	41%	44%	48%	18%	33%	51%
Never heard of	5	1	3	-	5	-	-	5	-	3	2	-	-
	0.5%	0.2%	0.6%	0%	0.2%	0%	0%	0.5%	0%	0.4%	0.2%	0%	0%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	397	92	106	122	76	198	199	87	70	67	61	112	157	239
	40%	32%	35%	48%	50%	33%	49%	39%	34%	42%	39%	44%	37%	42%
VERY/SOMEWHAT UNFAVORABLE	568	188	186	124	71	374	195	116	131	89	94	137	247	319
	57%	64%	62%	49%	46%	63%	48%	53%	63%	56%	60%	54%	58%	56%
Very favorable	199	58	42	58	41	100	99	43	40	29	30	58	83	116
	20%	20%	14%	23%	27%	17%	25%	20%	19%	18%	19%	23%	19%	20%
Somewhat favorable	198	35	64	64	35	99	99	43	31	38	31	54	74	123
	20%	12%	21%	25%	23%	17%	24%	20%	15%	24%	20%	21%	17%	22%
Heard of, no opinion	31	13	7	5	6	20	10	12	6	4	2	7	19	12
	3%	4%	2%	2%	4%	3%	3%	6%	3%	2%	1%	3%	4%	2%
Somewhat unfavorable	139	36	47	36	20	83	56	19	37	21	26	36	55	83
	14%	12%	16%	14%	13%	14%	14%	8%	18%	13%	17%	14%	13%	15%
Very unfavorable	430	152	139	88	51	291	139	97	94	68	68	101	191	237
	43%	52%	46%	35%	34%	49%	34%	44%	45%	43%	43%	39%	45%	41%
Never heard of	5	-	3	2	-	3	2	5	-	-	-	-	5	-
	*%		1%	1%		1%	*%	2%					1%	

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	397	201	131	180	132	84	109	57	52	142	176	79
	40%	40%	42%	38%	41%	41%	39%	42%	36%	53%	39%	28%
VERY/SOMEWHAT UNFAVORABLE	568	284	177	292	162	114	160	76	84	118	251	199
	57%	56%	57%	61%	51%	56%	57%	56%	58%	44%	56%	70%
Very favorable	199	100	72	94	68	38	57	37	20	72	92	36
	20%	20%	23%	20%	21%	18%	20%	27%	14%	26%	20%	13%
Somewhat favorable	198	102	59	86	65	46	52	19	32	71	85	42
	20%	20%	19%	18%	20%	23%	18%	14%	22%	26%	19%	15%
Heard of, no opinion	31	19	3	4	20	5	8	4	5	10	15	6
	3%	4%	1%	1%	6%	2%	3%	3%	3%	4%	3%	2%
Somewhat unfavorable	139	81	32	67	45	26	42	17	24	29	68	42
	14%	16%	10%	14%	14%	13%	15%	13%	17%	11%	15%	15%
Very unfavorable	430	203	145	225	117	88	118	58	60	89	184	157
	43%	40%	47%	47%	37%	43%	42%	43%	41%	33%	41%	55%
Never heard of	5	-	-	-	5	-	3	-	3	-	5	-
	*%				2%		1%		2%		1%	

Echelon Insights  
 December Omnibus 2024  
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[QFav\_Biden] 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			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	397	30	72	295	38	142	213	28	353	17	13
	40%	8%	33%	77%	10%	44%	76%	6%	80%	6%	8%
VERY/SOMEWHAT UNFAVORABLE	568	363	133	72	339	157	60	422	74	265	137
	57%	91%	60%	19%	89%	49%	21%	92%	17%	94%	89%
Very favorable	199	11	20	169	18	69	112	9	187	6	3
	20%	3%	9%	44%	5%	21%	40%	2%	42%	2%	2%
Somewhat favorable	198	20	52	126	20	74	102	19	166	10	10
	20%	5%	23%	33%	5%	23%	36%	4%	38%	4%	6%
Heard of, no opinion	31	3	14	14	1	20	7	4	12	1	1
	3%	1%	6%	4%	*%	6%	3%	1%	3%	*%	1%
Somewhat unfavorable	139	48	51	40	42	63	29	53	59	31	25
	14%	12%	23%	10%	11%	20%	10%	12%	13%	11%	17%
Very unfavorable	430	315	83	32	297	93	31	369	15	235	112
	43%	79%	37%	9%	78%	29%	11%	81%	3%	83%	73%
Never heard of	5	3	2	-	3	2	-	3	2	-	3
	*%	1%	1%		1%	1%		1%	*%		2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Harris] 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		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	452	182	269	83	105	140	124	188	264	285	82	60	25
	45%	39%	50%	40%	45%	51%	43%	43%	47%	40%	72%	54%	36%
VERY/SOMEWHAT UNFAVORABLE	512	272	240	110	113	129	159	224	288	403	23	44	42
	51%	58%	45%	54%	49%	46%	56%	51%	51%	57%	20%	40%	62%
Very favorable	277	100	176	52	63	75	86	115	161	174	54	32	16
	28%	21%	33%	26%	27%	27%	30%	26%	29%	25%	47%	29%	24%
Somewhat favorable	175	83	93	30	42	65	38	72	103	111	28	28	9
	18%	18%	17%	15%	18%	24%	13%	17%	18%	16%	25%	25%	13%
Heard of, no opinion	34	11	21	12	12	6	3	24	9	18	8	7	1
	3%	2%	4%	6%	5%	2%	1%	6%	2%	3%	7%	6%	2%
Somewhat unfavorable	95	49	46	28	24	22	21	52	43	70	9	10	7
	9%	11%	9%	13%	11%	8%	7%	12%	8%	10%	8%	9%	10%
Very unfavorable	417	223	194	83	89	107	138	171	245	333	14	34	36
	42%	48%	36%	40%	38%	39%	48%	39%	44%	47%	13%	31%	52%
Never heard of	4	-	4	-	2	2	-	2	2	2	2	-	-
	*%		1%		1%	1%		*%	*%	*%	2%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	452	108	126	138	80	234	218	97	91	74	70	120	188	264
	45%	37%	42%	55%	52%	39%	54%	44%	44%	46%	45%	47%	44%	46%
VERY/SOMEWHAT UNFAVORABLE	512	173	166	109	63	339	173	112	110	77	84	128	221	289
	51%	59%	55%	43%	41%	57%	43%	51%	53%	49%	54%	50%	52%	51%
Very favorable	277	67	72	89	49	139	138	66	55	48	39	69	121	155
	28%	23%	24%	35%	32%	23%	34%	30%	27%	30%	25%	27%	28%	27%
Somewhat favorable	175	41	54	50	30	95	80	31	36	26	32	51	66	108
	18%	14%	18%	20%	20%	16%	20%	14%	17%	16%	20%	20%	16%	19%
Heard of, no opinion	34	10	8	5	10	18	15	9	7	6	2	8	17	17
	3%	3%	3%	2%	7%	3%	4%	4%	4%	4%	2%	3%	4%	3%
Somewhat unfavorable	95	24	38	15	17	62	32	14	24	12	15	30	38	57
	9%	8%	13%	6%	11%	10%	8%	6%	12%	8%	9%	12%	9%	10%
Very unfavorable	417	148	128	94	46	276	141	98	85	65	70	98	183	232
	42%	51%	42%	37%	30%	46%	35%	44%	41%	41%	44%	38%	43%	41%
Never heard of	4	2	2	-	-	4	-	2	-	2	-	-	2	2
	*%	1%	1%			1%		1%		1%			*%	*%

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 December Omnibus 2024  
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	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	452	233	144	200	153	97	119	59	61	157	207	88
	45%	46%	46%	42%	48%	48%	43%	43%	42%	58%	46%	31%
VERY/SOMEWHAT UNFAVORABLE	512	249	163	262	149	101	144	69	75	101	228	183
	51%	49%	52%	55%	47%	50%	52%	51%	52%	37%	51%	65%
Very favorable	277	139	101	118	98	58	82	39	43	102	123	52
	28%	28%	32%	25%	31%	29%	29%	29%	30%	38%	28%	18%
Somewhat favorable	175	94	43	81	55	38	37	19	18	56	83	36
	18%	19%	14%	17%	17%	19%	13%	14%	12%	21%	19%	13%
Heard of, no opinion	34	21	4	12	16	5	15	8	6	12	11	10
	3%	4%	1%	3%	5%	3%	5%	6%	4%	5%	2%	4%
Somewhat unfavorable	95	59	20	47	33	14	30	14	16	22	42	31
	9%	12%	6%	10%	10%	7%	11%	11%	11%	8%	9%	11%
Very unfavorable	417	191	143	215	116	86	114	54	59	79	186	152
	42%	38%	46%	45%	36%	43%	41%	40%	41%	29%	42%	54%
Never heard of	4	2	-	2	2	-	2	-	2	-	2	2
	*%	*%		*%	1%		1%		1%		*%	1%

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 -Kamala Harris

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	452	31	93	328	40	171	235	26	397	16	14
	45%	8%	42%	86%	11%	53%	84%	6%	90%	6%	9%
VERY/SOMEWHAT UNFAVORABLE	512	360	109	43	336	125	39	419	35	266	135
	51%	90%	49%	11%	88%	39%	14%	92%	8%	94%	88%
Very favorable	277	15	33	228	23	84	168	14	257	7	6
	28%	4%	15%	60%	6%	26%	60%	3%	58%	3%	4%
Somewhat favorable	175	16	60	100	17	86	67	12	140	9	8
	18%	4%	27%	26%	5%	27%	24%	3%	32%	3%	5%
Heard of, no opinion	34	9	15	10	3	23	7	13	7	1	5
	3%	2%	7%	3%	1%	7%	2%	3%	2%	*%	3%
Somewhat unfavorable	95	48	32	15	35	40	15	50	26	28	22
	9%	12%	15%	4%	9%	13%	5%	11%	6%	10%	15%
Very unfavorable	417	312	77	28	301	85	24	368	9	238	112
	42%	78%	35%	7%	79%	26%	9%	81%	2%	84%	73%
Never heard of	4	-	4	-	2	2	-	-	2	-	-
	*%		2%		*%	1%			*%		

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 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Trump] 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		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	479	260	219	104	119	118	139	223	256	371	30	48	30
	48%	56%	41%	51%	51%	42%	48%	51%	45%	52%	26%	43%	44%
VERY/SOMEWHAT UNFAVORABLE	502	198	303	92	106	157	146	199	303	328	77	59	38
	50%	43%	57%	45%	46%	57%	51%	45%	54%	46%	67%	53%	56%
Very favorable	343	195	148	68	87	78	109	155	187	273	15	28	26
	34%	42%	28%	33%	38%	28%	38%	36%	33%	39%	13%	25%	39%
Somewhat favorable	137	65	72	36	32	39	30	68	69	98	15	20	4
	14%	14%	13%	17%	14%	14%	10%	16%	12%	14%	13%	18%	6%
Heard of, no opinion	17	5	11	9	5	2	2	14	3	8	6	4	-
	2%	1%	2%	4%	2%	1%	1%	3%	1%	1%	5%	3%	-
Somewhat unfavorable	85	40	45	15	15	32	23	31	54	48	11	16	11
	9%	9%	9%	8%	7%	11%	8%	7%	10%	7%	10%	14%	16%
Very unfavorable	416	158	258	77	91	125	123	168	249	280	66	43	27
	42%	34%	48%	38%	39%	45%	43%	38%	44%	40%	57%	39%	40%
Never heard of	3	2	1	-	1	1	-	1	1	0	2	-	-
	*%	*%	*%		1%	*%		*%	*%	*%	2%		

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-Donald Trump

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	479	157	158	95	69	315	164	101	102	70	82	121	203	274
	48%	54%	52%	38%	45%	53%	40%	46%	49%	44%	53%	47%	48%	48%
VERY/SOMEWHAT UNFAVORABLE	502	127	138	154	81	266	236	114	99	86	69	133	213	288
	50%	43%	46%	61%	53%	45%	58%	52%	48%	54%	44%	52%	50%	51%
Very favorable	343	111	118	65	49	228	114	72	73	53	50	92	146	195
	34%	38%	39%	26%	32%	38%	28%	33%	35%	34%	32%	36%	34%	34%
Somewhat favorable	137	46	41	30	20	87	50	29	29	17	32	29	57	78
	14%	16%	13%	12%	13%	15%	12%	13%	14%	11%	21%	11%	13%	14%
Heard of, no opinion	17	8	5	3	1	13	5	4	6	3	3	1	10	7
	2%	3%	2%	1%	1%	2%	1%	2%	3%	2%	2%	1%	2%	1%
Somewhat unfavorable	85	34	23	17	11	57	29	22	21	14	11	17	43	42
	9%	11%	8%	7%	7%	10%	7%	10%	10%	9%	7%	7%	10%	7%
Very unfavorable	416	94	115	137	70	209	207	92	79	71	58	117	170	246
	42%	32%	38%	54%	46%	35%	51%	42%	38%	45%	37%	46%	40%	43%
Never heard of	3	1	0	-	1	1	1	1	-	-	2	-	1	2
	1%	1%	0%	0%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%

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 December Omnibus 2024  
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	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	479	247	143	247	137	94	150	81	68	108	209	162
	48%	49%	46%	52%	43%	47%	53%	60%	47%	40%	47%	57%
VERY/SOMEWHAT UNFAVORABLE	502	248	166	226	169	105	122	50	72	156	228	118
	50%	49%	53%	48%	53%	52%	43%	37%	50%	58%	51%	42%
Very favorable	343	171	110	181	95	66	108	60	48	78	154	111
	34%	34%	35%	38%	30%	33%	39%	44%	34%	29%	34%	39%
Somewhat favorable	137	76	33	65	42	28	41	22	20	31	55	51
	14%	15%	11%	14%	13%	14%	15%	16%	14%	11%	12%	18%
Heard of, no opinion	17	8	3	2	12	4	6	3	3	6	8	3
	2%	2%	1%	*%	4%	2%	2%	2%	2%	2%	2%	1%
Somewhat unfavorable	85	45	26	44	26	15	22	10	12	36	23	27
	9%	9%	8%	9%	8%	7%	8%	7%	9%	13%	5%	10%
Very unfavorable	416	202	140	182	143	90	99	40	59	120	206	90
	42%	40%	45%	38%	45%	44%	35%	30%	41%	45%	46%	32%
Never heard of	3	2	-	1	1	-	3	2	1	0	2	-
	*%	*%		*%	*%		1%	1%	1%	*%	*%	

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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 -Donald Trump

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	479	355	83	41	321	119	32	416	22	271	127
	48%	89%	37%	11%	84%	37%	11%	91%	5%	96%	83%
VERY/SOMEWHAT UNFAVORABLE	502	42	128	332	58	188	246	34	411	10	26
	50%	10%	58%	87%	15%	59%	88%	7%	93%	3%	17%
Very favorable	343	278	42	23	251	67	23	315	8	226	76
	34%	70%	19%	6%	66%	21%	8%	69%	2%	80%	50%
Somewhat favorable	137	77	41	18	70	52	9	101	15	45	51
	14%	19%	19%	5%	18%	16%	3%	22%	3%	16%	33%
Heard of, no opinion	17	2	11	5	-	12	2	6	5	2	1
	2%	*%	5%	1%		4%	1%	1%	1%	1%	*%
Somewhat unfavorable	85	15	37	33	23	45	14	23	37	6	9
	9%	4%	17%	9%	6%	14%	5%	5%	8%	2%	6%
Very unfavorable	416	26	91	299	36	143	233	11	374	3	17
	42%	7%	41%	79%	9%	45%	83%	2%	85%	1%	11%
Never heard of	3	0	-	2	1	1	-	0	2	0	-
	*%	*%		1%	*%	*%		*%	*%	*%	

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Vance] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -JD Vance

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	388	218	169	74	82	107	125	156	232	308	20	34	27
	39%	47%	32%	36%	35%	38%	44%	36%	41%	44%	17%	31%	39%
VERY/SOMEWHAT UNFAVORABLE	438	184	253	83	95	127	133	178	260	301	59	50	27
	44%	40%	47%	40%	41%	46%	46%	41%	46%	43%	52%	45%	40%
Very favorable	241	134	107	44	39	69	88	84	157	193	7	18	22
	24%	29%	20%	22%	17%	25%	31%	19%	28%	27%	6%	16%	32%
Somewhat favorable	147	84	63	30	43	38	37	72	75	114	12	16	5
	15%	18%	12%	14%	18%	14%	13%	17%	13%	16%	11%	14%	7%
Heard of, no opinion	125	49	77	27	39	34	25	66	59	72	25	19	9
	13%	10%	14%	13%	17%	12%	9%	15%	10%	10%	22%	17%	13%
Somewhat unfavorable	110	54	55	18	28	38	27	46	64	69	15	13	14
	11%	12%	10%	9%	12%	14%	9%	11%	11%	10%	13%	12%	20%
Very unfavorable	328	130	198	65	67	90	106	132	196	233	44	37	14
	33%	28%	37%	32%	29%	32%	37%	30%	35%	33%	39%	34%	20%
Never heard of	50	14	34	21	16	9	3	37	13	26	11	8	5
	5%	3%	6%	10%	7%	3%	1%	9%	2%	4%	10%	7%	8%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Vance] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -JD Vance

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	388	107	130	90	62	236	151	76	74	68	65	103	151	235
	39%	36%	43%	35%	40%	40%	37%	35%	36%	43%	41%	40%	35%	41%
VERY/SOMEWHAT UNFAVORABLE	438	108	116	142	72	224	214	92	88	72	62	124	181	258
	44%	37%	38%	56%	47%	38%	53%	42%	43%	46%	39%	48%	42%	45%
Very favorable	241	66	88	56	31	154	87	39	44	48	39	69	84	155
	24%	23%	29%	22%	20%	26%	21%	18%	21%	30%	25%	27%	20%	27%
Somewhat favorable	147	41	42	34	31	82	65	37	30	20	26	34	67	80
	15%	14%	14%	13%	20%	14%	16%	17%	15%	12%	17%	13%	16%	14%
Heard of, no opinion	125	50	41	16	18	91	33	34	34	13	18	26	68	56
	13%	17%	14%	6%	12%	15%	8%	15%	16%	8%	11%	10%	16%	10%
Somewhat unfavorable	110	26	33	37	15	58	52	24	17	15	18	37	41	69
	11%	9%	11%	14%	10%	10%	13%	11%	8%	9%	11%	14%	10%	12%
Very unfavorable	328	82	84	105	57	166	162	68	71	58	44	87	140	188
	33%	28%	28%	42%	37%	28%	40%	31%	34%	36%	28%	34%	33%	33%
Never heard of	50	28	15	6	1	43	7	18	11	6	12	3	28	22
	5%	10%	5%	2%	1%	7%	2%	8%	5%	4%	8%	1%	7%	4%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Vance] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -JD Vance

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	388	198	125	197	113	77	114	63	51	85	178	124
	39%	39%	40%	41%	35%	38%	41%	46%	36%	31%	40%	44%
VERY/SOMEWHAT UNFAVORABLE	438	221	148	197	149	91	110	53	57	130	208	100
	44%	44%	48%	41%	47%	45%	39%	39%	40%	48%	47%	35%
Very favorable	241	112	88	129	65	46	51	22	29	48	119	74
	24%	22%	28%	27%	20%	23%	18%	16%	20%	18%	27%	26%
Somewhat favorable	147	86	37	68	48	31	63	41	22	37	60	51
	15%	17%	12%	14%	15%	15%	23%	30%	16%	14%	13%	18%
Heard of, no opinion	125	63	36	64	34	26	36	14	22	43	42	40
	13%	12%	11%	14%	11%	13%	13%	10%	15%	16%	9%	14%
Somewhat unfavorable	110	68	32	56	32	22	36	26	11	26	57	27
	11%	13%	10%	12%	10%	11%	13%	19%	7%	10%	13%	10%
Very unfavorable	328	153	117	141	117	69	74	28	46	104	151	73
	33%	30%	37%	30%	36%	34%	26%	20%	32%	38%	34%	26%
Never heard of	50	23	3	17	24	8	20	6	14	13	18	19
	5%	5%	1%	4%	7%	4%	7%	4%	10%	5%	4%	7%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Vance] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
-JD Vance

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	388	285	67	36	282	76	28	334	26	219	105
	39%	71%	30%	9%	74%	24%	10%	73%	6%	77%	68%
VERY/SOMEWHAT UNFAVORABLE	438	49	97	291	49	161	221	37	367	25	20
	44%	12%	44%	77%	13%	50%	79%	8%	83%	9%	13%
Very favorable	241	197	29	15	196	33	11	224	6	155	64
	24%	49%	13%	4%	52%	10%	4%	49%	1%	55%	41%
Somewhat favorable	147	88	38	21	86	43	16	110	20	64	41
	15%	22%	17%	6%	23%	13%	6%	24%	4%	23%	27%
Heard of, no opinion	125	54	34	37	35	59	24	70	31	29	25
	13%	13%	15%	10%	9%	18%	9%	15%	7%	10%	16%
Somewhat unfavorable	110	17	32	61	16	53	37	18	81	11	7
	11%	4%	15%	16%	4%	16%	13%	4%	18%	4%	5%
Very unfavorable	328	32	65	230	32	108	184	19	286	14	13
	33%	8%	30%	61%	9%	34%	66%	4%	65%	5%	8%
Never heard of	50	11	23	16	14	25	7	16	17	10	4
	5%	3%	10%	4%	4%	8%	3%	3%	4%	3%	3%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_GOP] 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		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	459	244	215	99	111	117	132	210	249	353	31	49	26
	46%	52%	40%	48%	48%	42%	46%	48%	44%	50%	27%	44%	38%
VERY/SOMEWHAT UNFAVORABLE	483	203	280	88	101	146	148	188	295	323	74	49	37
	48%	44%	52%	43%	43%	53%	52%	43%	52%	46%	64%	44%	54%
Very favorable	218	129	89	58	56	42	63	113	105	172	11	19	16
	22%	28%	17%	28%	24%	15%	22%	26%	19%	24%	10%	17%	23%
Somewhat favorable	241	115	126	41	56	75	69	97	144	181	20	30	11
	24%	25%	24%	20%	24%	27%	24%	22%	26%	26%	17%	27%	15%
Heard of, no opinion	56	18	36	17	18	14	6	36	20	30	7	13	5
	6%	4%	7%	9%	8%	5%	2%	8%	4%	4%	6%	12%	8%
Somewhat unfavorable	174	86	88	27	39	58	50	66	108	121	18	11	24
	17%	19%	16%	13%	17%	21%	18%	15%	19%	17%	16%	10%	35%
Very unfavorable	309	116	192	61	62	88	98	123	186	203	56	37	13
	31%	25%	36%	30%	26%	32%	34%	28%	33%	29%	49%	34%	19%
Never heard of	3	-	3	1	2	-	-	3	-	1	2	-	-
	*%		1%	*%	1%			1%		*%	2%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_GOP] 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	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	459	142	151	92	74	294	166	92	94	77	77	119	185	272
	46%	49%	50%	36%	48%	49%	41%	42%	45%	48%	49%	46%	43%	48%
VERY/SOMEWHAT UNFAVORABLE	483	124	139	146	73	263	219	111	97	73	71	131	208	275
	48%	42%	46%	58%	48%	44%	54%	50%	47%	46%	45%	51%	49%	48%
Very favorable	218	75	67	38	38	142	76	47	34	43	28	65	81	137
	22%	26%	22%	15%	25%	24%	19%	21%	17%	27%	18%	26%	19%	24%
Somewhat favorable	241	67	84	54	36	151	90	45	59	33	49	53	104	135
	24%	23%	28%	21%	23%	25%	22%	20%	29%	21%	31%	21%	24%	24%
Heard of, no opinion	56	26	9	15	6	35	21	15	16	9	9	6	31	24
	6%	9%	3%	6%	4%	6%	5%	7%	8%	6%	6%	2%	7%	4%
Somewhat unfavorable	174	48	55	48	23	103	71	37	29	21	29	56	67	107
	17%	16%	18%	19%	15%	17%	17%	17%	14%	13%	19%	22%	16%	19%
Very unfavorable	309	76	83	98	51	160	149	74	67	52	42	75	141	168
	31%	26%	28%	39%	33%	27%	37%	34%	32%	32%	27%	29%	33%	29%
Never heard of	3	-	3	-	-	3	-	2	1	-	-	-	3	-
	*%		1%			*%		1%	*%				1%	

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_GOP] 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	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	459	243	135	228	137	94	146	80	66	112	203	144
	46%	48%	43%	48%	43%	46%	52%	59%	46%	41%	45%	51%
VERY/SOMEWHAT UNFAVORABLE	483	231	167	230	152	99	116	52	64	137	226	120
	48%	46%	54%	48%	48%	49%	41%	38%	44%	51%	50%	43%
Very favorable	218	124	59	111	70	36	78	46	31	67	90	61
	22%	25%	19%	23%	22%	18%	28%	34%	22%	25%	20%	22%
Somewhat favorable	241	119	75	117	67	57	68	33	35	45	113	83
	24%	24%	24%	25%	21%	28%	24%	24%	24%	17%	25%	29%
Heard of, no opinion	56	31	10	17	28	10	15	4	11	22	17	18
	6%	6%	3%	4%	9%	5%	5%	3%	7%	8%	4%	6%
Somewhat unfavorable	174	91	59	99	39	35	53	29	24	44	73	57
	17%	18%	19%	21%	12%	17%	19%	21%	17%	16%	16%	20%
Very unfavorable	309	140	109	131	113	65	63	23	40	93	153	63
	31%	28%	35%	28%	35%	32%	22%	17%	28%	34%	34%	22%
Never heard of	3	-	-	1	2	-	3	-	3	1	2	1
	*%			*%	1%		1%		2%	*%	*%	*%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_GOP] 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			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	459 46%	349 87%	67 30%	43 11%	314 82%	100 31%	37 13%	393 86%	31 7%	252 89%	137 89%
VERY/SOMEWHAT UNFAVORABLE	483 48%	42 10%	120 54%	322 85%	57 15%	186 58%	234 83%	50 11%	383 87%	26 9%	16 10%
Very favorable	218 22%	193 48%	9 4%	16 4%	154 41%	39 12%	22 8%	193 42%	11 2%	126 44%	71 46%
Somewhat favorable	241 24%	157 39%	58 26%	27 7%	159 42%	61 19%	15 5%	200 44%	20 5%	126 45%	66 43%
Heard of, no opinion	56 6%	9 2%	32 14%	16 4%	10 3%	32 10%	9 3%	13 3%	24 6%	5 2%	1 1%
Somewhat unfavorable	174 17%	29 7%	63 29%	82 22%	33 9%	84 26%	55 20%	43 9%	104 24%	21 7%	10 7%
Very unfavorable	309 31%	13 3%	57 26%	239 63%	24 6%	102 32%	179 64%	7 2%	279 63%	5 2%	6 4%
Never heard of	3 *%	-	3 1%	-	-	2 1%	1 *%	-	2 *%	-	-

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Dem] 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		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	413	167	246	76	98	122	118	173	240	252	77	54	31
	41%	36%	46%	37%	42%	44%	41%	40%	43%	36%	67%	48%	46%
VERY/SOMEWHAT UNFAVORABLE	528	271	255	110	116	141	161	226	303	418	27	49	34
	53%	58%	48%	54%	50%	51%	56%	52%	54%	59%	24%	44%	50%
Very favorable	196	71	124	46	43	51	57	89	107	106	47	30	14
	20%	15%	23%	23%	18%	18%	20%	20%	19%	15%	41%	27%	21%
Somewhat favorable	217	96	121	29	55	71	62	85	132	146	30	24	17
	22%	21%	23%	14%	24%	26%	21%	19%	23%	21%	26%	22%	25%
Heard of, no opinion	55	26	29	18	16	15	6	34	21	35	8	8	3
	5%	6%	5%	9%	7%	5%	2%	8%	4%	5%	7%	7%	4%
Somewhat unfavorable	208	96	111	46	54	55	54	100	109	158	16	21	13
	21%	21%	21%	22%	23%	20%	19%	23%	19%	22%	14%	19%	19%
Very unfavorable	320	176	144	64	62	86	107	126	194	259	11	28	22
	32%	38%	27%	31%	27%	31%	38%	29%	34%	37%	10%	25%	31%
Never heard of	5	1	4	1	2	-	1	4	1	2	2	-	-
	0.5%	0.2%	0.8%	0.5%	1%	0%	0.4%	0.4%	0.2%	0.3%	0.2%	0%	0%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Dem] 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	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	413	107	110	123	73	217	196	96	83	63	62	108	179	233
	41%	37%	36%	49%	48%	36%	48%	44%	40%	40%	39%	42%	42%	41%
VERY/SOMEWHAT UNFAVORABLE	528	156	186	115	71	342	186	108	110	88	85	137	218	309
	53%	53%	61%	45%	47%	57%	46%	49%	53%	55%	54%	54%	51%	54%
Very favorable	196	63	46	53	33	110	87	51	38	29	27	50	89	107
	20%	22%	15%	21%	22%	18%	21%	23%	18%	18%	17%	20%	21%	19%
Somewhat favorable	217	44	63	70	40	107	110	45	45	34	34	58	90	127
	22%	15%	21%	28%	26%	18%	27%	21%	22%	21%	22%	23%	21%	22%
Heard of, no opinion	55	29	4	13	9	33	22	12	14	8	10	10	26	28
	5%	10%	1%	5%	6%	6%	5%	5%	7%	5%	7%	4%	6%	5%
Somewhat unfavorable	208	54	84	42	29	137	71	45	41	38	31	52	87	121
	21%	18%	28%	17%	19%	23%	17%	21%	20%	24%	20%	20%	20%	21%
Very unfavorable	320	102	102	73	42	204	115	63	68	50	54	84	131	188
	32%	35%	34%	29%	28%	34%	28%	29%	33%	31%	34%	33%	31%	33%
Never heard of	5	1	3	1	-	4	1	4	1	-	-	-	5	-
	*%	*%	1%	*%		1%	*%	2%	*%				1%	

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Dem] 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	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	413	212	136	187	144	82	115	55	60	146	188	80
	41%	42%	44%	39%	45%	40%	41%	40%	42%	54%	42%	28%
VERY/SOMEWHAT UNFAVORABLE	528	258	164	269	150	110	142	70	72	106	239	183
	53%	51%	53%	56%	47%	54%	51%	51%	50%	39%	53%	65%
Very favorable	196	89	72	82	76	39	54	31	23	72	84	41
	20%	18%	23%	17%	24%	19%	19%	23%	16%	27%	19%	14%
Somewhat favorable	217	123	64	105	68	43	61	24	37	74	104	39
	22%	24%	21%	22%	21%	21%	22%	18%	26%	27%	23%	14%
Heard of, no opinion	55	34	11	18	24	11	19	10	9	18	18	19
	5%	7%	3%	4%	8%	6%	7%	7%	6%	7%	4%	7%
Somewhat unfavorable	208	110	55	99	58	51	62	34	28	42	99	68
	21%	22%	18%	21%	18%	25%	22%	25%	20%	15%	22%	24%
Very unfavorable	320	148	110	169	92	58	80	36	44	64	140	115
	32%	29%	35%	36%	29%	29%	29%	26%	31%	24%	31%	41%
Never heard of	5	1	1	2	2	-	4	1	3	1	3	1
	*%	*%	*%	*%	1%		1%	1%	2%	*%	1%	1%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Dem] 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			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	413	27	69	317	33	156	221	38	348	13	14
	41%	7%	31%	83%	9%	49%	79%	8%	79%	4%	9%
VERY/SOMEWHAT UNFAVORABLE	528	356	122	50	333	133	53	398	76	259	137
	53%	89%	55%	13%	88%	41%	19%	87%	17%	92%	89%
Very favorable	196	8	12	176	20	66	110	10	181	4	4
	20%	2%	6%	46%	5%	20%	39%	2%	41%	2%	2%
Somewhat favorable	217	19	57	141	13	90	111	28	167	8	10
	22%	5%	26%	37%	4%	28%	39%	6%	38%	3%	7%
Heard of, no opinion	55	14	27	13	14	30	6	19	14	10	3
	5%	4%	12%	3%	4%	9%	2%	4%	3%	4%	2%
Somewhat unfavorable	208	104	71	33	92	78	32	118	61	70	47
	21%	26%	32%	9%	24%	24%	12%	26%	14%	25%	31%
Very unfavorable	320	252	50	17	241	55	21	280	16	189	89
	32%	63%	23%	4%	63%	17%	8%	61%	4%	67%	58%
Never heard of	5	2	3	-	1	2	1	2	2	1	-
	*%	*%	1%		*%	1%	*%	*%	*%	*%	

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Johnson] 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		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	220	135	85	33	37	62	88	70	150	175	12	20	13
	22%	29%	16%	16%	16%	22%	31%	16%	27%	25%	10%	18%	19%
VERY/SOMEWHAT UNFAVORABLE	291	137	152	41	59	83	108	100	191	210	37	28	16
	29%	30%	28%	20%	25%	30%	38%	23%	34%	30%	32%	25%	23%
Very favorable	95	61	34	10	11	28	46	21	74	78	2	6	8
	9%	13%	6%	5%	5%	10%	16%	5%	13%	11%	2%	5%	12%
Somewhat favorable	125	74	51	22	27	34	43	49	76	97	10	14	4
	13%	16%	10%	11%	11%	12%	15%	11%	14%	14%	9%	13%	6%
Heard of, no opinion	265	132	132	69	76	73	46	145	119	170	30	36	28
	26%	28%	25%	34%	33%	26%	16%	33%	21%	24%	26%	32%	41%
Somewhat unfavorable	119	59	60	20	28	30	41	48	71	85	14	9	11
	12%	13%	11%	10%	12%	11%	14%	11%	13%	12%	12%	8%	16%
Very unfavorable	172	78	92	21	31	53	67	52	120	126	23	19	5
	17%	17%	17%	10%	13%	19%	23%	12%	21%	18%	20%	17%	8%
Never heard of	226	61	165	62	60	59	44	123	103	151	36	27	12
	23%	13%	31%	30%	26%	21%	15%	28%	18%	21%	31%	24%	17%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	220	51	74	55	41	124	96	41	39	32	34	73	80	139
	22%	17%	24%	22%	27%	21%	24%	19%	19%	20%	22%	29%	19%	24%
VERY/SOMEWHAT UNFAVORABLE	291	66	77	93	54	143	147	60	65	47	42	76	125	166
	29%	23%	26%	37%	35%	24%	36%	27%	32%	30%	27%	30%	29%	29%
Very favorable	95	22	30	24	19	52	42	14	12	19	13	35	26	67
	9%	8%	10%	9%	12%	9%	10%	6%	6%	12%	8%	14%	6%	12%
Somewhat favorable	125	29	43	31	22	72	53	27	27	13	21	38	54	71
	13%	10%	14%	12%	14%	12%	13%	12%	13%	8%	13%	15%	13%	13%
Heard of, no opinion	265	91	86	55	33	177	88	56	58	42	48	61	113	151
	26%	31%	28%	22%	22%	30%	22%	25%	28%	26%	31%	24%	27%	26%
Somewhat unfavorable	119	34	29	38	17	62	56	24	29	14	21	31	53	65
	12%	12%	9%	15%	11%	10%	14%	11%	14%	9%	13%	12%	12%	11%
Very unfavorable	172	32	49	55	36	81	91	36	36	33	22	45	72	100
	17%	11%	16%	22%	24%	14%	22%	16%	17%	21%	14%	18%	17%	18%
Never heard of	226	85	65	50	26	150	75	64	45	38	32	45	109	116
	23%	29%	22%	20%	17%	25%	19%	29%	22%	24%	21%	18%	26%	20%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	220	104	85	114	58	48	59	42	17	69	91	60
	22%	21%	27%	24%	18%	23%	21%	31%	12%	25%	20%	21%
VERY/SOMEWHAT UNFAVORABLE	291	130	119	135	92	63	54	25	29	89	133	69
	29%	26%	38%	28%	29%	31%	19%	19%	20%	33%	30%	24%
Very favorable	95	39	43	62	18	14	21	13	7	30	46	19
	9%	8%	14%	13%	6%	7%	7%	10%	5%	11%	10%	7%
Somewhat favorable	125	65	42	52	40	33	38	28	10	39	44	42
	13%	13%	13%	11%	12%	16%	14%	21%	7%	14%	10%	15%
Heard of, no opinion	265	164	52	131	88	45	99	48	50	59	125	80
	26%	32%	17%	28%	27%	22%	35%	36%	35%	22%	28%	28%
Somewhat unfavorable	119	58	46	58	35	25	24	14	10	43	50	26
	12%	11%	15%	12%	11%	12%	9%	11%	7%	16%	11%	9%
Very unfavorable	172	73	73	77	57	38	30	11	19	46	83	44
	17%	14%	23%	16%	18%	19%	11%	8%	13%	17%	19%	15%
Never heard of	226	107	57	95	82	48	68	20	47	53	98	74
	23%	21%	18%	20%	26%	24%	24%	15%	33%	20%	22%	26%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Johnson] 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			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	220	149	35	36	156	44	19	176	31	125	46
	22%	37%	16%	9%	41%	14%	7%	39%	7%	44%	30%
VERY/SOMEWHAT UNFAVORABLE	291	52	63	177	52	90	148	56	220	25	26
	29%	13%	28%	46%	14%	28%	53%	12%	50%	9%	17%
Very favorable	95	68	10	17	77	11	7	80	8	61	17
	9%	17%	4%	4%	20%	3%	2%	18%	2%	21%	11%
Somewhat favorable	125	81	25	19	79	34	13	96	23	65	28
	13%	20%	11%	5%	21%	10%	5%	21%	5%	23%	18%
Heard of, no opinion	265	121	69	75	104	98	56	139	91	79	55
	26%	30%	31%	20%	27%	31%	20%	30%	21%	28%	36%
Somewhat unfavorable	119	32	27	60	28	41	50	40	71	18	18
	12%	8%	12%	16%	7%	13%	18%	9%	16%	6%	12%
Very unfavorable	172	19	36	117	24	48	98	16	148	8	8
	17%	5%	16%	31%	6%	15%	35%	4%	34%	3%	5%
Never heard of	226	77	55	93	69	89	58	86	98	53	27
	23%	19%	25%	24%	18%	28%	21%	19%	22%	19%	17%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Patel] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Kash Patel

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	212	143	69	34	42	62	74	76	136	166	10	23	13
	21%	31%	13%	16%	18%	22%	26%	17%	24%	23%	9%	21%	19%
VERY/SOMEWHAT UNFAVORABLE	258	123	134	36	46	79	96	83	175	185	39	19	15
	26%	27%	25%	18%	20%	28%	34%	19%	31%	26%	34%	17%	22%
Very favorable	123	83	40	18	20	27	58	38	85	101	4	10	8
	12%	18%	7%	9%	8%	10%	20%	9%	15%	14%	3%	9%	12%
Somewhat favorable	89	60	29	16	22	36	16	38	51	64	7	13	5
	9%	13%	6%	8%	10%	13%	5%	9%	9%	9%	6%	12%	7%
Heard of, no opinion	227	103	124	53	69	59	46	122	105	151	28	29	19
	23%	22%	23%	26%	30%	21%	16%	28%	19%	21%	24%	26%	28%
Somewhat unfavorable	70	38	32	16	10	22	22	26	44	43	18	7	3
	7%	8%	6%	8%	4%	8%	8%	6%	8%	6%	15%	7%	4%
Very unfavorable	187	85	102	21	36	57	75	56	131	142	22	12	12
	19%	18%	19%	10%	15%	20%	26%	13%	23%	20%	19%	10%	18%
Never heard of	305	96	207	81	76	78	70	157	147	205	38	40	21
	30%	21%	39%	40%	33%	28%	24%	36%	26%	29%	33%	36%	31%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Patel] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Kash Patel

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	212	40	64	65	44	104	108	27	37	28	42	77	65	147
	21%	14%	21%	26%	29%	17%	27%	12%	18%	18%	27%	30%	15%	26%
VERY/SOMEWHAT UNFAVORABLE	258	49	74	81	54	123	134	48	57	47	41	64	104	153
	26%	17%	24%	32%	35%	21%	33%	22%	27%	30%	26%	25%	24%	27%
Very favorable	123	21	42	32	28	63	60	18	22	16	19	48	40	82
	12%	7%	14%	13%	18%	11%	15%	8%	11%	10%	12%	19%	9%	14%
Somewhat favorable	89	19	22	33	16	41	49	9	15	12	23	29	24	65
	9%	6%	7%	13%	10%	7%	12%	4%	7%	8%	15%	11%	6%	11%
Heard of, no opinion	227	80	67	50	30	147	79	55	47	39	26	59	102	124
	23%	27%	22%	20%	19%	25%	20%	25%	23%	25%	17%	23%	24%	22%
Somewhat unfavorable	70	15	25	21	8	41	29	12	16	10	12	20	28	43
	7%	5%	8%	8%	5%	7%	7%	5%	8%	7%	8%	8%	6%	7%
Very unfavorable	187	34	48	59	46	83	105	36	41	37	29	45	77	111
	19%	12%	16%	23%	30%	14%	26%	16%	20%	23%	19%	17%	18%	19%
Never heard of	305	124	97	58	26	221	84	90	66	44	48	55	156	147
	30%	42%	32%	23%	17%	37%	21%	41%	32%	28%	30%	22%	37%	26%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Patel] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Kash Patel

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	212	116	73	116	55	41	61	46	14	68	94	49
	21%	23%	23%	24%	17%	20%	22%	34%	10%	25%	21%	17%
VERY/SOMEWHAT UNFAVORABLE	258	123	102	113	85	59	52	30	22	73	118	67
	26%	24%	33%	24%	27%	29%	19%	22%	15%	27%	26%	24%
Very favorable	123	58	52	68	29	25	23	17	6	40	52	31
	12%	11%	17%	14%	9%	12%	8%	13%	4%	15%	12%	11%
Somewhat favorable	89	58	21	48	26	15	37	29	8	28	42	19
	9%	12%	7%	10%	8%	8%	13%	21%	6%	10%	9%	7%
Heard of, no opinion	227	131	56	121	76	29	75	32	43	63	102	62
	23%	26%	18%	25%	24%	14%	27%	23%	30%	23%	23%	22%
Somewhat unfavorable	70	42	21	30	25	15	17	11	6	18	25	28
	7%	8%	7%	6%	8%	8%	6%	8%	4%	7%	5%	10%
Very unfavorable	187	81	81	83	60	44	35	19	17	55	93	39
	19%	16%	26%	18%	19%	22%	13%	14%	11%	20%	21%	14%
Never heard of	305	135	81	126	103	74	92	28	64	66	134	105
	30%	27%	26%	26%	32%	36%	33%	20%	44%	24%	30%	37%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Patel] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Kash Patel

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	212	150	36	25	152	42	18	180	26	123	51
	21%	38%	16%	7%	40%	13%	7%	39%	6%	43%	33%
VERY/SOMEWHAT UNFAVORABLE	258	44	46	168	39	79	136	38	204	20	20
	26%	11%	21%	44%	10%	25%	49%	8%	46%	7%	13%
Very favorable	123	95	18	9	106	10	7	112	8	88	22
	12%	24%	8%	2%	28%	3%	2%	25%	2%	31%	14%
Somewhat favorable	89	55	18	16	46	32	11	68	17	35	29
	9%	14%	8%	4%	12%	10%	4%	15%	4%	12%	19%
Heard of, no opinion	227	95	57	74	83	84	53	110	84	65	42
	23%	24%	26%	19%	22%	26%	19%	24%	19%	23%	27%
Somewhat unfavorable	70	12	18	40	10	32	27	16	48	7	5
	7%	3%	8%	10%	3%	10%	10%	3%	11%	2%	4%
Very unfavorable	187	32	28	128	29	48	109	23	156	14	14
	19%	8%	13%	34%	8%	15%	39%	5%	35%	5%	9%
Never heard of	305	110	81	113	106	115	73	128	127	75	42
	30%	28%	37%	30%	28%	36%	26%	28%	29%	26%	27%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Hegseth] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Pete Hegseth

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	211	135	76	28	37	59	87	65	145	175	11	19	6
	21%	29%	14%	14%	16%	21%	30%	15%	26%	25%	9%	17%	9%
VERY/SOMEWHAT UNFAVORABLE	277	135	143	42	56	81	98	98	179	203	33	21	21
	28%	29%	27%	21%	24%	29%	34%	22%	32%	29%	28%	19%	31%
Very favorable	133	84	49	13	22	30	68	35	98	110	5	12	5
	13%	18%	9%	6%	9%	11%	24%	8%	17%	16%	4%	11%	8%
Somewhat favorable	78	51	27	15	16	29	19	30	47	65	6	6	1
	8%	11%	5%	7%	7%	10%	7%	7%	8%	9%	5%	6%	1%
Heard of, no opinion	202	94	108	55	58	53	35	113	89	133	22	28	19
	20%	20%	20%	27%	25%	19%	12%	26%	16%	19%	19%	25%	28%
Somewhat unfavorable	68	34	34	10	17	20	20	27	41	49	9	9	2
	7%	7%	6%	5%	7%	7%	7%	6%	7%	7%	7%	8%	3%
Very unfavorable	209	101	108	32	39	60	78	71	138	154	24	12	19
	21%	22%	20%	16%	17%	22%	27%	16%	25%	22%	21%	11%	28%
Never heard of	311	101	208	80	81	85	66	161	151	196	50	43	22
	31%	22%	39%	39%	35%	31%	23%	37%	27%	28%	43%	39%	32%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_Hegseth] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Pete Hegseth

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	211	44	60	60	46	104	106	32	38	28	36	75	71	139
	21%	15%	20%	24%	30%	17%	26%	15%	18%	18%	23%	29%	17%	24%
VERY/SOMEWHAT UNFAVORABLE	277	50	79	96	53	129	148	51	58	54	42	73	109	169
	28%	17%	26%	38%	35%	22%	37%	23%	28%	34%	27%	28%	25%	30%
Very favorable	133	30	46	28	29	76	57	24	24	18	19	48	48	84
	13%	10%	15%	11%	19%	13%	14%	11%	11%	11%	12%	19%	11%	15%
Somewhat favorable	78	14	14	32	17	28	49	8	15	11	17	27	23	55
	8%	5%	5%	13%	11%	5%	12%	4%	7%	7%	11%	11%	5%	10%
Heard of, no opinion	202	72	59	40	31	131	71	49	40	28	33	50	89	111
	20%	25%	19%	16%	20%	22%	18%	22%	19%	18%	21%	20%	21%	20%
Somewhat unfavorable	68	11	30	20	7	41	27	9	15	12	15	16	25	43
	7%	4%	10%	8%	5%	7%	7%	4%	7%	7%	10%	6%	6%	8%
Very unfavorable	209	39	49	75	46	88	121	42	42	42	27	56	84	125
	21%	13%	16%	30%	30%	15%	30%	19%	20%	26%	17%	22%	20%	22%
Never heard of	311	127	104	57	23	231	80	87	71	49	45	58	159	151
	31%	43%	34%	22%	15%	39%	20%	40%	34%	31%	29%	23%	37%	27%

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	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	211	107	86	114	53	44	57	43	15	73	86	52
	21%	21%	27%	24%	16%	22%	21%	31%	10%	27%	19%	18%
VERY/SOMEWHAT UNFAVORABLE	277	128	109	130	86	60	56	32	24	75	129	73
	28%	25%	35%	27%	27%	30%	20%	23%	17%	28%	29%	26%
Very favorable	133	60	62	78	28	27	27	18	9	49	50	34
	13%	12%	20%	16%	9%	13%	10%	13%	7%	18%	11%	12%
Somewhat favorable	78	47	23	36	24	17	30	25	5	24	36	18
	8%	9%	7%	8%	8%	8%	11%	18%	4%	9%	8%	6%
Heard of, no opinion	202	132	41	107	69	26	72	28	44	52	89	62
	20%	26%	13%	22%	21%	13%	26%	21%	31%	19%	20%	22%
Somewhat unfavorable	68	35	26	34	16	18	19	12	8	18	30	20
	7%	7%	8%	7%	5%	9%	7%	9%	5%	7%	7%	7%
Very unfavorable	209	93	83	96	71	42	37	20	17	57	99	53
	21%	18%	27%	20%	22%	21%	13%	15%	12%	21%	22%	19%
Never heard of	311	137	75	125	112	73	94	33	61	71	144	96
	31%	27%	24%	26%	35%	36%	34%	24%	42%	26%	32%	34%

Echelon Insights  
 December Omnibus 2024  
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	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	211	144	38	29	156	34	21	179	25	119	49
	21%	36%	17%	8%	41%	11%	7%	39%	6%	42%	32%
VERY/SOMEWHAT UNFAVORABLE	277	52	59	166	46	87	141	49	214	22	27
	28%	13%	26%	44%	12%	27%	50%	11%	49%	8%	17%
Very favorable	133	95	23	15	108	15	10	119	12	84	26
	13%	24%	10%	4%	28%	5%	4%	26%	3%	30%	17%
Somewhat favorable	78	49	15	13	48	19	11	61	14	36	22
	8%	12%	7%	4%	13%	6%	4%	13%	3%	13%	15%
Heard of, no opinion	202	93	42	67	79	72	48	107	68	62	42
	20%	23%	19%	18%	21%	22%	17%	23%	15%	22%	28%
Somewhat unfavorable	68	18	17	33	15	29	24	21	42	11	9
	7%	5%	8%	9%	4%	9%	8%	5%	10%	4%	6%
Very unfavorable	209	34	42	134	32	57	117	28	172	11	18
	21%	9%	19%	35%	8%	18%	42%	6%	39%	4%	12%
Never heard of	311	110	83	118	100	128	71	121	133	80	36
	31%	27%	38%	31%	26%	40%	25%	27%	30%	28%	23%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFav\_HBiden] Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?  
 -Hunter Biden

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	134	61	72	29	30	35	40	59	75	89	26	16	3
	13%	13%	14%	14%	13%	13%	14%	14%	13%	13%	22%	15%	4%
VERY/SOMEWHAT UNFAVORABLE	655	327	326	125	149	176	205	273	381	510	34	56	55
	65%	70%	61%	61%	64%	64%	72%	62%	68%	72%	30%	51%	80%
Very favorable	55	30	24	15	16	12	12	31	23	35	11	7	1
	5%	6%	5%	7%	7%	4%	4%	7%	4%	5%	10%	7%	2%
Somewhat favorable	79	31	48	14	14	23	28	28	51	54	15	9	2
	8%	7%	9%	7%	6%	8%	10%	6%	9%	8%	13%	8%	3%
Heard of, no opinion	189	73	116	39	45	65	40	85	104	99	46	33	10
	19%	16%	22%	19%	20%	23%	14%	19%	18%	14%	40%	30%	15%
Somewhat unfavorable	216	89	125	42	51	57	65	94	122	161	16	20	19
	22%	19%	23%	21%	22%	20%	23%	21%	22%	23%	14%	18%	28%
Very unfavorable	439	238	201	82	97	120	140	179	259	348	18	36	36
	44%	51%	38%	40%	42%	43%	49%	41%	46%	49%	16%	33%	52%
Never heard of	24	3	20	12	8	1	2	20	4	9	9	5	1
	2%	1%	4%	6%	3%	1%	1%	5%	1%	1%	8%	5%	1%

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	Total	Education				Education Group		Household Income					HH Income Group	
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Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	134	32	29	37	36	61	73	28	26	18	23	39	55	79
	13%	11%	10%	15%	24%	10%	18%	13%	13%	11%	15%	15%	13%	14%
VERY/SOMEWHAT UNFAVORABLE	655	187	211	160	95	398	256	118	143	115	102	175	261	392
	65%	64%	70%	64%	62%	67%	63%	54%	69%	72%	65%	68%	61%	69%
Very favorable	55	15	6	14	19	22	33	11	7	7	7	22	18	37
	5%	5%	2%	5%	12%	4%	8%	5%	3%	4%	5%	9%	4%	6%
Somewhat favorable	79	17	22	23	17	39	40	17	20	11	15	16	37	43
	8%	6%	7%	9%	11%	7%	10%	8%	9%	7%	10%	6%	9%	7%
Heard of, no opinion	189	63	54	53	19	116	72	62	34	25	27	40	96	92
	19%	21%	18%	21%	13%	20%	18%	28%	16%	16%	17%	16%	22%	16%
Somewhat unfavorable	216	43	72	63	38	114	101	29	49	42	29	66	78	136
	22%	15%	24%	25%	25%	19%	25%	13%	24%	26%	18%	26%	18%	24%
Very unfavorable	439	144	139	98	57	284	155	89	94	73	73	109	183	255
	44%	49%	46%	39%	38%	48%	38%	41%	45%	46%	47%	43%	43%	45%
Never heard of	24	11	8	2	2	19	5	11	5	2	5	2	16	8
	2%	4%	3%	1%	1%	3%	1%	5%	2%	1%	3%	1%	4%	1%

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	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	134	74	41	60	53	21	42	27	15	56	50	27
	13%	15%	13%	13%	17%	10%	15%	20%	10%	21%	11%	10%
VERY/SOMEWHAT UNFAVORABLE	655	332	213	343	175	137	176	87	89	138	308	209
	65%	66%	68%	72%	55%	67%	63%	64%	62%	51%	69%	74%
Very favorable	55	34	14	28	21	6	18	17	1	29	15	10
	5%	7%	4%	6%	7%	3%	6%	12%	1%	11%	3%	4%
Somewhat favorable	79	41	28	33	32	15	24	11	13	27	35	17
	8%	8%	9%	7%	10%	7%	9%	8%	9%	10%	8%	6%
Heard of, no opinion	189	89	54	68	75	44	55	20	36	73	75	41
	19%	18%	17%	14%	23%	22%	20%	14%	25%	27%	17%	14%
Somewhat unfavorable	216	121	64	115	57	44	53	26	27	57	103	56
	22%	24%	20%	24%	18%	22%	19%	19%	19%	21%	23%	20%
Very unfavorable	439	211	150	229	118	93	123	61	62	80	205	154
	44%	42%	48%	48%	37%	46%	44%	45%	43%	30%	46%	54%
Never heard of	24	10	3	5	17	1	6	2	5	4	14	6
	2%	2%	1%	1%	5%	1%	2%	1%	3%	1%	3%	2%

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	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	134	19	14	101	21	37	76	22	109	11	9
	13%	5%	6%	27%	5%	12%	27%	5%	25%	4%	6%
VERY/SOMEWHAT UNFAVORABLE	655	353	152	150	337	187	119	406	181	261	129
	65%	88%	69%	39%	88%	58%	42%	89%	41%	92%	84%
Very favorable	55	12	1	41	12	11	32	14	40	4	7
	5%	3%	1%	11%	3%	3%	11%	3%	9%	1%	4%
Somewhat favorable	79	7	13	60	9	26	44	8	69	7	3
	8%	2%	6%	16%	2%	8%	16%	2%	16%	2%	2%
Heard of, no opinion	189	23	48	118	21	87	77	22	138	8	15
	19%	6%	22%	31%	6%	27%	27%	5%	31%	3%	10%
Somewhat unfavorable	216	55	66	95	47	85	78	57	133	39	15
	22%	14%	30%	25%	12%	27%	28%	12%	30%	14%	10%
Very unfavorable	439	298	86	55	289	102	41	349	48	222	114
	44%	75%	39%	14%	76%	32%	15%	77%	11%	78%	74%
Never heard of	24	5	7	12	2	10	9	6	12	4	1
	2%	1%	3%	3%	1%	3%	3%	1%	3%	1%	*%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	387	162	223	62	94	121	110	156	231	243	74	46	25
	39%	35%	42%	30%	41%	43%	38%	36%	41%	34%	64%	41%	36%
STRONGLY/SOMEWHAT DISAPPROVE	585	294	289	131	128	152	175	259	326	447	36	59	43
	58%	63%	54%	64%	55%	55%	61%	59%	58%	63%	31%	53%	63%
Strongly approve	165	69	95	26	39	46	54	65	100	104	28	21	11
	16%	15%	18%	13%	17%	17%	19%	15%	18%	15%	25%	19%	17%
Somewhat approve	222	94	129	36	56	74	57	91	131	138	46	25	13
	22%	20%	24%	17%	24%	27%	20%	21%	23%	20%	40%	23%	19%
Somewhat disapprove	141	59	80	36	29	39	37	65	76	92	18	24	6
	14%	13%	15%	18%	12%	14%	13%	15%	13%	13%	16%	22%	9%
Strongly disapprove	445	235	210	95	99	113	138	194	251	355	17	35	37
	44%	50%	39%	46%	43%	41%	48%	44%	44%	50%	15%	31%	54%
Unsure	29	9	21	12	11	5	1	22	7	17	5	6	1
	3%	2%	4%	6%	5%	2%	1%	5%	1%	2%	4%	5%	1%

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Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	387	84	102	124	77	186	201	83	76	57	59	111	159	227
	39%	29%	34%	49%	50%	31%	50%	38%	36%	36%	38%	43%	37%	40%
STRONGLY/SOMEWHAT DISAPPROVE	585	194	193	123	75	387	198	125	128	94	95	142	252	331
	58%	66%	64%	49%	49%	65%	49%	57%	62%	59%	60%	56%	59%	58%
Strongly approve	165	38	34	51	41	72	92	38	28	20	24	55	66	99
	16%	13%	11%	20%	27%	12%	23%	17%	13%	12%	15%	22%	15%	17%
Somewhat approve	222	46	68	73	36	114	108	45	48	37	36	55	93	129
	22%	16%	22%	29%	23%	19%	27%	20%	23%	24%	23%	22%	22%	23%
Somewhat disapprove	141	46	44	30	20	90	50	26	31	24	23	36	57	83
	14%	16%	15%	12%	13%	15%	12%	12%	15%	15%	15%	14%	13%	15%
Strongly disapprove	445	148	149	93	55	297	147	98	97	70	71	106	195	247
	44%	51%	49%	37%	36%	50%	36%	45%	47%	44%	45%	41%	46%	43%
Unsure	29	15	7	6	1	22	7	13	4	7	3	3	16	13
	3%	5%	2%	2%	1%	4%	2%	6%	2%	5%	2%	1%	4%	2%

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Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	387 39%	200 40%	129 41%	171 36%	127 40%	86 42%	107 38%	58 43%	49 34%	134 49%	175 39%	78 27%
STRONGLY/SOMEWHAT DISAPPROVE	585 58%	290 57%	181 58%	300 63%	169 53%	116 57%	163 58%	77 57%	85 59%	124 46%	259 58%	202 71%
Strongly approve	165 16%	87 17%	61 20%	82 17%	49 15%	33 16%	51 18%	35 26%	16 11%	63 23%	70 16%	31 11%
Somewhat approve	222 22%	113 22%	68 22%	90 19%	78 24%	53 26%	56 20%	23 17%	33 23%	71 26%	105 23%	46 16%
Somewhat disapprove	141 14%	81 16%	32 10%	65 14%	47 15%	29 14%	37 13%	16 12%	21 15%	34 13%	63 14%	44 15%
Strongly disapprove	445 44%	208 41%	148 48%	235 49%	122 38%	87 43%	126 45%	61 45%	65 45%	90 33%	196 44%	158 56%
Unsure	29 3%	16 3%	2 1%	4 1%	24 7%	1 *%	10 4%	1 *%	9 7%	13 5%	13 3%	4 1%

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 December Omnibus 2024  
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Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	387 39%	25 6%	75 34%	287 75%	36 9%	142 44%	204 73%	24 5%	344 78%	12 4%	11 7%
STRONGLY/SOMEWHAT DISAPPROVE	585 58%	372 93%	132 60%	80 21%	343 90%	164 51%	66 24%	430 94%	80 18%	271 96%	142 92%
Strongly approve	165 16%	8 2%	13 6%	144 38%	17 5%	48 15%	99 35%	7 2%	153 35%	4 1%	4 3%
Somewhat approve	222 22%	17 4%	62 28%	143 37%	18 5%	94 29%	105 37%	17 4%	190 43%	9 3%	6 4%
Somewhat disapprove	141 14%	43 11%	51 23%	46 12%	37 10%	68 21%	34 12%	45 10%	66 15%	27 10%	25 16%
Strongly disapprove	445 44%	329 82%	81 37%	35 9%	306 80%	96 30%	32 11%	385 84%	15 3%	244 86%	117 76%
Unsure	29 3%	2 1%	14 6%	13 3%	2 1%	15 5%	10 4%	2 1%	16 4%	-	2 1%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpTransitionApproval] Do you approve or disapprove of the way Donald Trump is handling the presidential transition?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	518	276	241	112	126	134	145	239	279	399	37	50	32
	52%	59%	45%	55%	54%	48%	51%	55%	50%	56%	32%	45%	47%
STRONGLY/SOMEWHAT DISAPPROVE	441	177	264	86	96	129	131	182	260	279	75	55	33
	44%	38%	49%	42%	41%	46%	46%	42%	46%	40%	65%	49%	48%
Strongly approve	356	198	158	74	79	88	116	153	204	284	20	27	26
	36%	43%	30%	36%	34%	32%	41%	35%	36%	40%	17%	24%	37%
Somewhat approve	161	77	82	39	47	46	29	86	75	115	17	23	6
	16%	17%	15%	19%	20%	17%	10%	20%	13%	16%	15%	21%	9%
Somewhat disapprove	77	36	41	13	16	23	25	29	48	43	12	12	10
	8%	8%	8%	7%	7%	8%	9%	7%	9%	6%	10%	11%	15%
Strongly disapprove	364	140	223	73	80	106	106	152	212	236	63	42	23
	36%	30%	42%	35%	34%	38%	37%	35%	38%	33%	55%	38%	33%
Unsure	42	13	29	7	10	15	10	17	25	29	4	6	3
	4%	3%	5%	3%	4%	5%	4%	4%	4%	4%	3%	6%	5%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpTransitionApproval] Do you approve or disapprove of the way Donald Trump is handling the presidential transition?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	518 52%	170 58%	172 57%	104 41%	72 47%	342 58%	175 43%	108 49%	110 53%	77 49%	93 59%	127 50%	218 51%	298 52%
STRONGLY/SOMEWHAT DISAPPROVE	441 44%	109 37%	118 39%	137 54%	77 50%	227 38%	213 53%	105 48%	84 41%	73 46%	59 37%	120 47%	189 44%	251 44%
Strongly approve	356 36%	119 41%	117 39%	74 29%	47 30%	236 40%	120 30%	84 38%	68 33%	54 34%	58 37%	92 36%	152 35%	204 36%
Somewhat approve	161 16%	51 18%	55 18%	30 12%	25 16%	106 18%	55 14%	24 11%	42 20%	23 15%	34 22%	36 14%	66 15%	93 16%
Somewhat disapprove	77 8%	27 9%	22 7%	16 6%	12 8%	48 8%	28 7%	22 10%	15 7%	11 7%	10 7%	19 7%	37 9%	40 7%
Strongly disapprove	364 36%	83 28%	96 32%	120 48%	65 42%	179 30%	185 46%	84 38%	69 33%	62 39%	48 31%	101 40%	153 36%	211 37%
Unsure	42 4%	13 4%	12 4%	12 5%	5 3%	25 4%	17 4%	7 3%	14 7%	9 5%	5 3%	8 3%	20 5%	22 4%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpTransitionApproval] Do you approve or disapprove of the way Donald Trump is handling the presidential transition?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT APPROVE	518	269	151	262	155	100	161	86	75	124	217	176
	52%	53%	48%	55%	49%	49%	58%	63%	52%	46%	49%	62%
STRONGLY/SOMEWHAT DISAPPROVE	441	212	149	196	153	91	105	45	61	132	215	94
	44%	42%	48%	41%	48%	45%	38%	33%	42%	49%	48%	33%
Strongly approve	356	168	119	182	105	70	107	60	47	76	163	118
	36%	33%	38%	38%	33%	35%	38%	44%	33%	28%	36%	42%
Somewhat approve	161	101	32	80	51	30	54	26	28	48	55	58
	16%	20%	10%	17%	16%	15%	19%	19%	19%	18%	12%	21%
Somewhat disapprove	77	39	23	43	20	14	19	5	13	28	34	15
	8%	8%	7%	9%	6%	7%	7%	4%	9%	10%	8%	5%
Strongly disapprove	364	174	126	154	133	77	87	39	47	104	182	78
	36%	34%	40%	32%	42%	38%	31%	29%	33%	38%	41%	28%
Unsure	42	24	12	18	12	12	13	5	8	14	14	13
	4%	5%	4%	4%	4%	6%	5%	4%	6%	5%	3%	5%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpTransitionApproval] Do you approve or disapprove of the way Donald Trump is handling the presidential transition?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
<b>STRONGLY/SOMEWHAT APPROVE</b>	518	369	98	51	338	133	39	428	43	280	132
	52%	92%	44%	13%	89%	41%	14%	94%	10%	99%	86%
<b>STRONGLY/SOMEWHAT DISAPPROVE</b>	441	26	98	318	39	160	235	19	379	2	19
	44%	7%	44%	84%	10%	50%	84%	4%	86%	1%	13%
Strongly approve	356	287	48	22	270	68	17	321	14	233	85
	36%	72%	22%	6%	71%	21%	6%	70%	3%	82%	55%
Somewhat approve	161	82	50	29	68	65	22	107	29	47	47
	16%	21%	22%	8%	18%	20%	8%	23%	7%	17%	31%
Somewhat disapprove	77	9	26	43	15	37	24	14	47	1	8
	8%	2%	12%	11%	4%	12%	9%	3%	11%	*%	5%
Strongly disapprove	364	17	72	275	24	122	211	5	332	1	12
	36%	4%	32%	72%	6%	38%	75%	1%	75%	*%	7%
Unsure	42	5	26	11	4	29	6	10	19	1	2
	4%	1%	12%	3%	1%	9%	2%	2%	4%	*%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 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		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	306	190	115	76	69	82	79	145	161	216	31	38	21
	31%	41%	22%	37%	30%	30%	27%	33%	29%	30%	27%	35%	31%
GETTING A LOT/LITTLE WORSE	404	158	245	88	89	105	122	177	227	287	46	41	31
	40%	34%	46%	43%	38%	38%	43%	41%	40%	41%	40%	37%	45%
Improving a lot	81	50	30	19	19	20	22	38	43	52	11	11	7
	8%	11%	6%	9%	8%	7%	8%	9%	8%	7%	10%	10%	10%
Improving a little	225	140	85	57	50	62	56	107	118	163	20	28	14
	22%	30%	16%	28%	21%	22%	20%	24%	21%	23%	18%	25%	21%
Staying the same	255	112	142	36	65	79	75	100	154	184	32	22	16
	25%	24%	27%	17%	28%	29%	26%	23%	27%	26%	28%	20%	23%
Getting a little worse	228	94	132	32	55	66	76	87	141	163	24	23	18
	23%	20%	25%	16%	23%	24%	26%	20%	25%	23%	21%	21%	26%
Getting a lot worse	176	64	113	56	34	39	46	91	86	123	21	18	13
	18%	14%	21%	27%	15%	14%	16%	21%	15%	17%	18%	17%	19%
Unsure	36	5	31	5	10	11	11	15	22	20	6	9	1
	4%	1%	6%	2%	4%	4%	4%	3%	4%	3%	5%	8%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	306	86	96	67	56	182	123	54	57	41	48	106	110	194
	31%	29%	32%	27%	37%	31%	30%	24%	27%	26%	30%	41%	26%	34%
GETTING A LOT/LITTLE WORSE	404	120	120	110	54	240	164	96	92	70	69	76	189	215
	40%	41%	40%	44%	36%	40%	40%	44%	45%	44%	44%	30%	44%	38%
Improving a lot	81	25	17	21	16	43	38	18	10	9	6	37	28	52
	8%	9%	6%	8%	11%	7%	9%	8%	5%	6%	4%	15%	7%	9%
Improving a little	225	61	79	46	40	139	86	36	46	32	42	68	82	142
	22%	21%	26%	18%	26%	23%	21%	16%	22%	20%	27%	27%	19%	25%
Staying the same	255	72	72	71	39	144	110	53	57	45	33	65	111	143
	25%	25%	24%	28%	25%	24%	27%	24%	28%	28%	21%	26%	26%	25%
Getting a little worse	228	59	71	67	31	130	98	44	52	45	43	44	96	132
	23%	20%	23%	27%	20%	22%	24%	20%	25%	29%	27%	17%	22%	23%
Getting a lot worse	176	61	49	43	23	110	66	52	41	25	27	32	93	83
	18%	21%	16%	17%	15%	19%	16%	24%	20%	15%	17%	13%	22%	15%
Unsure	36	14	14	4	4	28	8	17	1	3	7	8	18	18
	4%	5%	5%	2%	2%	5%	2%	8%	1%	2%	5%	3%	4%	3%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	306	191	79	164	100	41	104	76	27	85	137	84
	31%	38%	25%	34%	31%	20%	37%	56%	19%	31%	31%	30%
GETTING A LOT/LITTLE WORSE	404	185	138	175	127	102	102	33	69	93	191	121
	40%	37%	44%	37%	40%	50%	37%	25%	48%	34%	43%	43%
Improving a lot	81	49	27	42	30	9	27	21	6	33	35	13
	8%	10%	9%	9%	9%	4%	10%	15%	4%	12%	8%	5%
Improving a little	225	142	53	123	70	32	77	55	21	52	103	70
	22%	28%	17%	26%	22%	16%	27%	41%	15%	19%	23%	25%
Staying the same	255	120	83	114	85	55	64	26	39	85	99	70
	25%	24%	27%	24%	26%	27%	23%	19%	27%	31%	22%	25%
Getting a little worse	228	108	85	112	56	60	58	19	38	51	105	72
	23%	21%	27%	23%	18%	30%	21%	14%	27%	19%	24%	25%
Getting a lot worse	176	77	54	64	71	42	45	14	31	42	85	49
	18%	15%	17%	13%	22%	21%	16%	10%	21%	15%	19%	17%
Unsure	36	9	11	22	8	5	10	0	9	8	20	8
	4%	2%	3%	5%	3%	3%	3%	*%	6%	3%	4%	3%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 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			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	306	151	50	105	137	78	88	165	120	103	62
	31%	38%	23%	28%	36%	24%	31%	36%	27%	36%	40%
GETTING A LOT/LITTLE WORSE	404	146	95	163	152	123	122	166	188	107	51
	40%	36%	43%	43%	40%	38%	44%	36%	43%	38%	33%
Improving a lot	81	36	9	36	35	18	28	42	32	21	21
	8%	9%	4%	9%	9%	6%	10%	9%	7%	7%	13%
Improving a little	225	115	41	69	102	60	59	123	88	82	41
	22%	29%	19%	18%	27%	19%	21%	27%	20%	29%	27%
Staying the same	255	93	67	94	82	103	64	114	112	66	38
	25%	23%	30%	25%	21%	32%	23%	25%	25%	23%	25%
Getting a little worse	228	86	61	81	94	73	59	101	106	63	29
	23%	22%	28%	21%	25%	23%	21%	22%	24%	22%	19%
Getting a lot worse	176	60	34	82	59	49	63	65	83	44	21
	18%	15%	16%	22%	15%	15%	23%	14%	19%	16%	14%
Unsure	36	10	9	18	9	18	6	12	20	6	4
	4%	2%	4%	5%	2%	5%	2%	3%	4%	2%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QContrastSocial] Which of the following statements do you agree with more, even if neither is exactly right?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
A bigger problem in our society today is the decline of shared American values	347 35%	167 36%	179 34%	64 31%	80 34%	80 29%	124 43%	143 33%	203 36%	254 36%	26 23%	39 35%	27 40%
A bigger problem in our society today is people trying to push their own values on others instead of respecting people's different values and choices	654 65%	298 64%	354 66%	141 69%	152 66%	198 71%	163 57%	294 67%	360 64%	453 64%	89 77%	71 65%	41 60%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q ContrastSocial] Which of the following statements do you agree with more, even if neither is exactly right?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
A bigger problem in our society today is the decline of shared American values	347	96	123	91	36	220	127	72	80	65	50	78	153	193
	35%	33%	41%	36%	23%	37%	31%	33%	39%	41%	32%	31%	36%	34%
A bigger problem in our society today is people trying to push their own values on others instead of respecting people's different values and choices	654	196	179	162	117	375	279	148	127	94	107	177	275	378
	65%	67%	59%	64%	77%	63%	69%	67%	61%	59%	68%	69%	64%	66%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QContrastSocial] Which of the following statements do you agree with more, even if neither is exactly right?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
A bigger problem in our society today is the decline of shared American values	347	157	124	176	85	85	100	47	53	89	154	104
	35%	31%	40%	37%	27%	42%	36%	35%	37%	33%	34%	37%
A bigger problem in our society today is people trying to push their own values on others instead of respecting people's different values and choices	654	348	187	300	235	118	180	89	91	181	294	179
	65%	69%	60%	63%	73%	58%	64%	65%	63%	67%	66%	63%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QContrastSocial] Which of the following statements do you agree with more, even if neither is exactly right?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
A bigger problem in our society today is the decline of shared American values	347	178	72	97	181	98	63	210	98	137	64
	35%	45%	33%	25%	47%	31%	22%	46%	22%	48%	41%
A bigger problem in our society today is people trying to push their own values on others instead of respecting people's different values and choices	654	221	149	283	200	223	217	247	342	146	90
	65%	55%	67%	75%	53%	69%	78%	54%	78%	52%	59%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q2025Personal] In comparison to 2024, do you expect 2025 to be better, worse, or about the same for you personally?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Better	459	251	208	106	118	121	113	224	234	343	37	47	31
	46%	54%	39%	52%	51%	44%	40%	51%	42%	49%	32%	43%	46%
Worse	294	115	179	60	64	82	88	124	170	197	42	34	21
	29%	25%	34%	29%	28%	29%	31%	28%	30%	28%	37%	31%	30%
About the same	199	83	116	31	38	61	70	69	130	139	27	17	16
	20%	18%	22%	15%	16%	22%	24%	16%	23%	20%	23%	16%	23%
Unsure	48	16	31	8	12	14	15	19	29	27	9	12	1
	5%	3%	6%	4%	5%	5%	5%	4%	5%	4%	8%	11%	1%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q2025Personal] In comparison to 2024, do you expect 2025 to be better, worse, or about the same for you personally?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Better	459	142	140	108	69	282	177	88	89	63	77	138	178	279
	46%	48%	46%	43%	45%	47%	44%	40%	43%	40%	49%	54%	42%	49%
Worse	294	78	87	75	54	165	129	71	60	55	43	65	130	164
	29%	27%	29%	30%	36%	28%	32%	32%	29%	35%	28%	26%	31%	29%
About the same	199	56	59	59	26	115	85	42	48	37	24	48	90	109
	20%	19%	20%	23%	17%	19%	21%	19%	23%	23%	15%	19%	21%	19%
Unsure	48	18	16	11	4	34	15	19	10	4	12	4	29	19
	5%	6%	5%	4%	3%	6%	4%	9%	5%	2%	7%	2%	7%	3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q2025Personal] In comparison to 2024, do you expect 2025 to be better, worse, or about the same for you personally?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Better	459	258	121	240	135	83	148	84	64	110	212	138
	46%	51%	39%	50%	42%	41%	53%	62%	44%	40%	47%	49%
Worse	294	138	100	130	99	65	76	32	44	87	135	72
	29%	27%	32%	27%	31%	32%	27%	24%	30%	32%	30%	25%
About the same	199	92	72	88	66	44	41	16	25	61	74	65
	20%	18%	23%	19%	21%	22%	15%	12%	17%	22%	16%	23%
Unsure	48	17	18	18	19	11	15	3	12	13	27	9
	5%	3%	6%	4%	6%	5%	5%	2%	8%	5%	6%	3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q2025Personal] In comparison to 2024, do you expect 2025 to be better, worse, or about the same for you personally?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Better	459	296	80	83	269	120	61	345	82	219	105
	46%	74%	36%	22%	71%	37%	22%	76%	19%	77%	68%
Worse	294	35	57	202	42	92	157	31	229	22	12
	29%	9%	26%	53%	11%	29%	56%	7%	52%	8%	8%
About the same	199	59	67	74	60	77	56	66	99	37	28
	20%	15%	30%	20%	16%	24%	20%	15%	23%	13%	18%
Unsure	48	10	18	21	9	32	7	14	30	5	8
	5%	2%	8%	6%	2%	10%	2%	3%	7%	2%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q2025Country] In comparison to 2024, do you expect 2025 to be better, worse, or about the same for the United States?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Better	439	247	192	94	100	122	122	194	245	341	28	43	27
	44%	53%	36%	46%	43%	44%	43%	44%	43%	48%	24%	39%	39%
Worse	358	141	218	67	83	101	107	150	208	251	49	35	23
	36%	30%	41%	33%	36%	36%	38%	34%	37%	36%	42%	32%	34%
About the same	150	63	86	33	33	41	42	66	84	88	30	19	12
	15%	14%	16%	16%	14%	15%	15%	15%	15%	12%	26%	18%	18%
Unsure	54	14	38	11	16	13	14	27	27	26	8	13	6
	5%	3%	7%	5%	7%	5%	5%	6%	5%	4%	7%	12%	9%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q2025Country] In comparison to 2024, do you expect 2025 to be better, worse, or about the same for the United States?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Better	439	138	140	94	67	278	160	82	92	61	75	127	174	262
	44%	47%	46%	37%	44%	47%	40%	37%	44%	38%	48%	50%	41%	46%
Worse	358	82	100	113	63	182	176	77	74	66	50	91	151	207
	36%	28%	33%	45%	41%	31%	43%	35%	36%	42%	32%	36%	35%	36%
About the same	150	56	35	40	19	91	59	38	33	29	19	31	71	78
	15%	19%	12%	16%	13%	15%	15%	18%	16%	18%	12%	12%	17%	14%
Unsure	54	17	27	6	4	44	10	22	9	3	12	7	31	23
	5%	6%	9%	2%	2%	7%	2%	10%	4%	2%	8%	3%	7%	4%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q2025Country] In comparison to 2024, do you expect 2025 to be better, worse, or about the same for the United States?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Better	439	242	127	240	117	81	140	82	59	100	203	136
	44%	48%	41%	50%	37%	40%	50%	60%	41%	37%	45%	48%
Worse	358	173	122	160	116	81	84	34	49	96	171	92
	36%	34%	39%	34%	36%	40%	30%	25%	34%	35%	38%	32%
About the same	150	71	47	58	61	30	38	17	22	64	45	41
	15%	14%	15%	12%	19%	15%	14%	12%	15%	23%	10%	15%
Unsure	54	20	16	18	26	11	17	3	14	11	29	14
	5%	4%	5%	4%	8%	5%	6%	2%	10%	4%	6%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q2025Country] In comparison to 2024, do you expect 2025 to be better, worse, or about the same for the United States?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Better	439	307	70	62	283	106	45	355	52	230	111
	44%	77%	32%	16%	74%	33%	16%	78%	12%	81%	72%
Worse	358	31	83	244	44	122	188	26	294	17	12
	36%	8%	38%	64%	12%	38%	67%	6%	67%	6%	8%
About the same	150	47	48	55	41	63	40	59	65	28	24
	15%	12%	22%	15%	11%	20%	14%	13%	15%	10%	16%
Unsure	54	15	20	19	13	29	7	17	30	8	7
	5%	4%	9%	5%	3%	9%	3%	4%	7%	3%	4%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHouseVote] How did you vote for the U.S. House of Representatives in the 2024 election?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	915	431	481	175	210	253	278	385	531	653	102	100	61
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	904	422	480	173	182	271	278	355	549	676	105	86	37
Voted for the Republican candidate	441	235	205	85	103	110	144	188	253	361	18	37	25
	48%	55%	42%	49%	49%	43%	52%	49%	48%	55%	18%	37%	42%
Voted for the Democratic candidate	444	181	262	79	100	135	129	180	264	275	81	57	32
	49%	42%	54%	45%	48%	54%	46%	47%	50%	42%	79%	57%	53%
Voted for a third party candidate	19	10	10	10	4	4	1	15	5	10	2	4	3
	2%	2%	2%	6%	2%	1%	*%	4%	1%	1%	2%	4%	6%
I did not vote for this office	11	5	5	-	2	4	4	2	9	8	1	2	-
	1%	1%	1%		1%	2%	2%	1%	2%	1%	1%	2%	

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHouseVote] How did you vote for the U.S. House of Representatives in the 2024 election?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	915	248	278	240	150	525	390	196	184	142	146	246	381	534
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	904	202	344	219	138	546	357	204	198	150	142	209	402	501
Voted for the Republican candidate	441 48%	135 54%	149 54%	90 38%	67 45%	284 54%	158 40%	88 45%	95 51%	62 44%	79 54%	117 48%	183 48%	258 48%
Voted for the Democratic candidate	444 49%	106 43%	122 44%	140 58%	77 51%	228 43%	216 55%	99 51%	83 45%	74 52%	66 45%	122 50%	182 48%	262 49%
Voted for a third party candidate	19 2%	6 2%	1 *	9 4%	3 2%	7 1%	12 3%	6 3%	5 3%	2 2%	2 1%	4 2%	11 3%	9 2%
I did not vote for this office	11 1%	1 *	6 2%	1 1%	3 2%	7 1%	4 1%	3 1%	3 1%	3 2%	-	2 1%	5 1%	5 1%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHouseVote] How did you vote for the U.S. House of Representatives in the 2024 election?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	915	459	301	455	282	178	257	127	130	252	414	249
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	904	446	302	421	288	194	253	117	136	244	392	268
Voted for the Republican candidate	441 48%	222 48%	145 48%	241 53%	118 42%	82 46%	139 54%	72 57%	67 51%	89 35%	199 48%	153 61%
Voted for the Democratic candidate	444 49%	221 48%	151 50%	205 45%	151 53%	87 49%	108 42%	49 38%	60 46%	153 61%	203 49%	88 35%
Voted for a third party candidate	19 2%	12 3%	0 *	3 1%	13 5%	4 2%	7 3%	3 3%	4 3%	7 3%	7 2%	6 2%
I did not vote for this office	11 1%	4 1%	5 2%	6 1%	0 *	4 2%	3 1%	3 2%	-	3 1%	5 1%	2 1%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHouseVote] How did you vote for the U.S. House of Representatives in the 2024 election?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	915	378	181	356	360	281	264	457	440	264	147
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	904	364	200	340	338	294	259	434	444	261	134
Voted for the Republican candidate	441 48%	358 95%	72 40%	11 3%	321 89%	97 35%	18 7%	425 93%	12 3%	257 97%	137 93%
Voted for the Democratic candidate	444 49%	16 4%	92 51%	336 94%	34 9%	169 60%	237 90%	27 6%	415 94%	5 2%	9 6%
Voted for a third party candidate	19 2%	2 1%	10 5%	8 2%	2 1%	9 3%	7 3%	0 *	9 2%	1 *	1 1%
I did not vote for this office	11 1%	1 *	7 4%	2 1%	4 1%	5 2%	2 1%	4 1%	4 1%	2 1%	-

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q2024Ballot] Who did you vote for in the presidential election?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	915	431	481	175	210	253	278	385	531	653	102	100	61
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	904	422	480	173	182	271	278	355	549	676	105	86	37
Donald Trump	457	249	206	91	108	116	143	198	258	363	21	41	31
	50%	58%	43%	52%	51%	46%	51%	52%	49%	56%	21%	41%	51%
Kamala Harris	440	171	268	77	98	134	131	175	265	278	80	57	25
	48%	40%	56%	44%	47%	53%	47%	46%	50%	43%	79%	57%	42%
Someone else	16	9	7	7	3	2	4	10	6	9	0	2	4
	2%	2%	1%	4%	1%	1%	1%	3%	1%	1%	*%	2%	7%
I did not vote for this office	3	2	1	-	1	1	-	1	1	3	-	-	-
	*%	1%	*%		1%	1%		*%	*%	*%			

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q2024Ballot] Who did you vote for in the presidential election?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	915	248	278	240	150	525	390	196	184	142	146	246	381	534
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	904	202	344	219	138	546	357	204	198	150	142	209	402	501
Donald Trump	457	140	154	95	69	293	163	93	98	67	79	119	191	264
	50%	56%	55%	39%	46%	56%	42%	47%	53%	47%	54%	48%	50%	50%
Kamala Harris	440	103	122	139	76	225	215	99	81	74	66	120	180	260
	48%	42%	44%	58%	51%	43%	55%	50%	44%	52%	45%	49%	47%	49%
Someone else	16	4	2	6	3	6	9	4	4	1	2	4	8	8
	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%
I did not vote for this office	3	1	-	-	2	1	2	-	1	-	-	2	1	2
	*%	*%			1%	*%	1%		*%			1%	*%	*%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q2024Ballot] Who did you vote for in the presidential election?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	915	459	301	455	282	178	257	127	130	252	414	249
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	904	446	302	421	288	194	253	117	136	244	392	268
Donald Trump	457	235	146	255	120	81	153	82	71	101	200	156
	50%	51%	48%	56%	43%	46%	59%	65%	54%	40%	48%	62%
Kamala Harris	440	213	151	194	150	95	100	43	57	146	208	86
	48%	46%	50%	43%	53%	54%	39%	34%	43%	58%	50%	35%
Someone else	16	9	4	4	11	1	3	1	2	5	4	7
	2%	2%	1%	1%	4%	1%	1%	1%	2%	2%	1%	3%
I did not vote for this office	3	2	-	2	1	-	1	1	1	-	2	1
	*%	*%		*%	*%		1%	1%	*%		1%	*%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q2024Ballot] Who did you vote for in the presidential election?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	915	378	181	356	360	281	264	457	440	264	147
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	904	364	200	340	338	294	259	434	444	261	134
Donald Trump	457	356	78	23	318	106	26	457	-	263	129
	50%	94%	43%	6%	88%	38%	10%	100%		100%	88%
Kamala Harris	440	20	90	330	36	168	234	-	440	1	14
	48%	5%	50%	93%	10%	60%	89%		100%	*%	10%
Someone else	16	2	11	3	4	6	4	-	-	-	3
	2%	*%	6%	1%	1%	2%	2%				2%
I did not vote for this office	3	-	3	-	1	1	-	-	-	-	-
	*%		2%		*%	*%					

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLead] Thinking ahead to the next four years, would you like to see Kamala Harris continue to be the leading voice for Democrats, or do you think it's time for someone new to fill that role?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
Kamala Harris	223	74	149	54	53	61	55	107	116	114	57	34	17
	49%	41%	54%	62%	47%	48%	43%	54%	45%	42%	67%	58%	46%
Someone new	166	84	82	23	42	45	55	66	100	123	10	19	14
	36%	46%	30%	27%	38%	36%	43%	33%	39%	45%	12%	33%	38%
Unsure	66	24	43	10	17	21	18	27	40	37	18	5	6
	15%	13%	16%	11%	15%	17%	14%	14%	15%	13%	21%	9%	16%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLead] Thinking ahead to the next four years, would you like to see Kamala Harris continue to be the leading voice for Democrats, or do you think it's time for someone new to fill that role?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
Kamala Harris	223	71	58	69	26	129	94	55	47	43	31	48	101	121
	49%	56%	50%	49%	35%	53%	44%	53%	50%	57%	47%	41%	52%	47%
Someone new	166	40	41	56	29	81	85	30	31	26	25	54	61	105
	36%	31%	36%	40%	41%	33%	40%	29%	33%	35%	38%	46%	31%	41%
Unsure	66	17	17	15	17	34	32	18	16	6	10	15	35	32
	15%	13%	15%	11%	24%	14%	15%	18%	17%	8%	15%	13%	18%	12%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLead] Thinking ahead to the next four years, would you like to see Kamala Harris continue to be the leading voice for Democrats, or do you think it's time for someone new to fill that role?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
Kamala Harris	223	112	66	83	92	48	66	32	35	79	104	40
	49%	49%	45%	42%	57%	49%	60%	62%	57%	50%	49%	46%
Someone new	166	86	61	88	47	32	26	10	16	59	71	36
	36%	38%	42%	45%	29%	33%	24%	19%	27%	38%	34%	41%
Unsure	66	30	20	26	23	17	19	9	10	19	36	12
	15%	13%	13%	13%	14%	18%	17%	18%	16%	12%	17%	13%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLead] Thinking ahead to the next four years, would you like to see Kamala Harris continue to be the leading voice for Democrats, or do you think it's time for someone new to fill that role?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
Kamala Harris	223	-	26	197	17	76	129	5	207	-	-
	49%		34%	52%	58%	45%	51%	18%	53%		
Someone new	166	-	33	133	10	65	90	20	127	-	-
	36%		44%	35%	34%	38%	36%	71%	33%		
Unsure	66	-	16	51	2	29	33	3	53	-	-
	15%		21%	13%	7%	17%	13%	10%	14%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemChange] Following the 2024 election, to what extent do you think the Democratic Party needs to change?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
It does not need to change	56	13	43	11	7	21	17	19	38	24	18	13	-
	12%	7%	16%	13%	6%	17%	13%	9%	15%	9%	21%	23%	
It needs minor changes	190	74	116	37	46	53	54	83	107	118	35	21	16
	42%	41%	42%	42%	41%	42%	42%	42%	42%	43%	40%	36%	43%
It needs a major overhaul	183	90	93	35	49	45	54	84	99	122	23	18	20
	40%	49%	34%	40%	44%	35%	42%	42%	39%	44%	27%	30%	55%
Unsure	27	5	22	4	9	8	5	14	13	10	10	6	1
	6%	3%	8%	5%	8%	7%	4%	7%	5%	4%	11%	11%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemChange] Following the 2024 election, to what extent do you think the Democratic Party needs to change?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
It does not need to change	56	29	12	11	4	41	15	19	10	6	9	13	29	27
	12%	23%	11%	8%	5%	17%	7%	18%	11%	8%	13%	11%	15%	11%
It needs minor changes	190	42	61	56	31	103	87	40	49	32	23	46	89	101
	42%	33%	52%	40%	43%	42%	41%	38%	53%	42%	35%	39%	45%	39%
It needs a major overhaul	183	45	35	66	38	79	104	33	31	33	32	54	64	119
	40%	35%	30%	47%	52%	33%	49%	32%	33%	44%	48%	46%	33%	46%
Unsure	27	12	8	6	-	20	6	12	4	5	2	4	15	11
	6%	9%	7%	5%		8%	3%	11%	4%	7%	4%	3%	8%	4%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemChange] Following the 2024 election, to what extent do you think the Democratic Party needs to change?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
It does not need to change	56	21	20	22	22	12	7	2	5	15	27	14
	12%	9%	13%	11%	14%	13%	7%	5%	8%	10%	13%	16%
It needs minor changes	190	97	66	76	66	48	53	24	29	58	84	48
	42%	42%	45%	38%	41%	50%	47%	47%	47%	37%	40%	54%
It needs a major overhaul	183	102	55	91	62	30	46	24	21	71	86	26
	40%	45%	37%	46%	38%	31%	41%	48%	35%	46%	41%	29%
Unsure	27	9	5	9	11	6	6	-	6	11	14	1
	6%	4%	4%	5%	7%	7%	5%		10%	7%	7%	1%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemChange] Following the 2024 election, to what extent do you think the Democratic Party needs to change?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
It does not need to change	56	-	4	53	5	23	28	0	53	-	-
	12%		5%	14%	19%	13%	11%	2%	14%		
It needs minor changes	190	-	32	157	9	74	104	7	170	-	-
	42%		43%	41%	32%	44%	41%	24%	44%		
It needs a major overhaul	183	-	36	147	13	59	109	20	142	-	-
	40%		48%	39%	44%	35%	43%	71%	37%		
Unsure	27	-	3	24	2	13	12	1	23	-	-
	6%		4%	6%	6%	8%	5%	4%	6%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemSuggest\_Outsider] Below are suggestions people have made for how the Democratic Party can improve its performance following its defeat in the presidential election. Please indicate how much you have heard each item being discussed.

-Democrats should nominate outsider candidates who don't sound like traditional politicians

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A lot	111	51	59	25	32	24	30	57	54	70	24	12	5
	24%	28%	22%	28%	29%	19%	23%	29%	21%	25%	28%	20%	13%
A little	162	74	88	28	41	55	38	69	93	106	23	17	15
	36%	41%	32%	32%	37%	43%	30%	35%	36%	39%	26%	30%	42%
Not at all	129	43	86	23	27	32	47	50	79	75	24	14	17
	28%	24%	31%	26%	24%	25%	37%	25%	31%	27%	27%	24%	46%
Unsure	54	12	42	12	11	17	13	23	31	23	15	15	-
	12%	7%	15%	14%	10%	13%	10%	12%	12%	8%	18%	26%	-

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemSuggest\_Outsider] Below are suggestions people have made for how the Democratic Party can improve its performance following its defeat in the presidential election. Please indicate how much you have heard each item being discussed.

-Democrats should nominate outsider candidates who don't sound like traditional politicians

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A lot	111	23	33	34	21	55	55	25	18	16	14	38	43	67
	24%	18%	28%	24%	29%	23%	26%	24%	20%	21%	21%	32%	22%	26%
A little	162	34	44	55	29	78	84	33	40	22	17	50	73	89
	36%	27%	38%	39%	40%	32%	40%	32%	43%	29%	26%	42%	37%	34%
Not at all	129	49	25	42	13	75	55	23	27	28	25	27	50	80
	28%	39%	22%	30%	18%	31%	26%	22%	29%	37%	38%	23%	25%	31%
Unsure	54	22	14	9	9	36	18	23	8	10	10	3	31	23
	12%	17%	12%	6%	13%	15%	9%	22%	9%	13%	15%	2%	16%	9%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemSuggest\_Outsider] Below are suggestions people have made for how the Democratic Party can improve its performance following its defeat in the presidential election. Please indicate how much you have heard each item being discussed.

-Democrats should nominate outsider candidates who don't sound like traditional politicians

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A lot	111	59	34	53	41	17	33	16	17	47	44	20
	24%	26%	23%	27%	25%	18%	29%	32%	27%	30%	21%	22%
A little	162	90	48	74	53	34	50	26	23	45	80	37
	36%	40%	33%	38%	33%	35%	44%	52%	38%	29%	38%	41%
Not at all	129	54	50	56	42	32	20	6	13	44	60	26
	28%	24%	34%	28%	26%	33%	18%	13%	22%	28%	28%	29%
Unsure	54	24	14	14	26	14	10	2	8	20	27	6
	12%	11%	10%	7%	16%	14%	9%	4%	12%	13%	13%	7%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemSuggest\_Outsider] Below are suggestions people have made for how the Democratic Party can improve its performance following its defeat in the presidential election. Please indicate how much you have heard each item being discussed.

-Democrats should nominate outsider candidates who don't sound like traditional politicians

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A lot	111	-	13	98	6	36	67	10	90	-	-
	24%		17%	26%	21%	21%	27%	35%	23%		
A little	162	-	34	127	7	65	90	3	145	-	-
	36%		46%	34%	25%	38%	36%	11%	37%		
Not at all	129	-	13	116	13	42	72	12	108	-	-
	28%		18%	30%	43%	25%	28%	41%	28%		
Unsure	54	-	14	40	3	26	24	3	45	-	-
	12%		19%	10%	11%	16%	9%	12%	12%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemSuggest\_Identity] Below are suggestions people have made for how the Democratic Party can improve its performance following its defeat in the presidential election. Please indicate how much you have heard each item being discussed.

-Democrats should focus less on issues of race and gender identity

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A lot	115	50	65	23	26	38	28	48	67	72	21	14	8
	25%	27%	24%	26%	23%	30%	22%	24%	26%	26%	25%	24%	22%
A little	130	62	68	21	35	40	34	56	74	86	15	15	14
	29%	34%	25%	24%	31%	31%	27%	28%	29%	31%	18%	26%	38%
Not at all	171	59	111	39	37	38	57	76	95	100	32	24	14
	37%	33%	41%	44%	33%	30%	44%	38%	37%	36%	37%	42%	40%
Unsure	40	10	30	5	15	11	9	20	20	17	18	5	-
	9%	5%	11%	5%	13%	9%	7%	10%	8%	6%	20%	9%	-

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemSuggest\_Identity] Below are suggestions people have made for how the Democratic Party can improve its performance following its defeat in the presidential election. Please indicate how much you have heard each item being discussed.

-Democrats should focus less on issues of race and gender identity

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A lot	115	35	29	36	15	64	51	32	20	17	13	33	52	63
	25%	27%	25%	26%	21%	26%	24%	30%	21%	23%	20%	28%	26%	25%
A little	130	26	30	41	33	56	74	20	27	17	26	40	47	83
	29%	20%	26%	29%	46%	23%	35%	19%	29%	22%	39%	35%	24%	32%
Not at all	171	52	47	56	17	98	72	36	39	40	23	33	75	96
	37%	40%	40%	40%	23%	40%	34%	35%	41%	52%	35%	28%	38%	37%
Unsure	40	15	10	7	7	26	14	16	7	2	3	11	24	16
	9%	12%	9%	5%	10%	11%	7%	16%	8%	3%	5%	9%	12%	6%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemSuggest\_Identity] Below are suggestions people have made for how the Democratic Party can improve its performance following its defeat in the presidential election. Please indicate how much you have heard each item being discussed.

-Democrats should focus less on issues of race and gender identity

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A lot	115	64	32	49	38	29	28	14	14	46	49	20
	25%	28%	22%	25%	23%	30%	25%	29%	22%	29%	23%	23%
A little	130	73	39	67	34	29	39	21	18	36	58	36
	29%	32%	26%	34%	21%	30%	35%	43%	29%	23%	28%	40%
Not at all	171	75	67	68	70	33	32	11	22	56	87	28
	37%	33%	46%	34%	44%	34%	29%	21%	35%	36%	41%	32%
Unsure	40	16	8	14	20	6	12	4	8	19	17	5
	9%	7%	6%	7%	12%	6%	11%	8%	13%	12%	8%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemSuggest\_Identity] Below are suggestions people have made for how the Democratic Party can improve its performance following its defeat in the presidential election. Please indicate how much you have heard each item being discussed.

-Democrats should focus less on issues of race and gender identity

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A lot	115	-	24	91	13	54	46	8	98	-	-
	25%		32%	24%	45%	32%	18%	28%	25%		
A little	130	-	24	106	3	52	74	5	110	-	-
	29%		32%	28%	11%	31%	29%	18%	28%		
Not at all	171	-	17	153	9	38	122	12	149	-	-
	37%		23%	40%	30%	23%	48%	41%	39%		
Unsure	40	-	10	30	4	24	10	4	30	-	-
	9%		13%	8%	14%	14%	4%	13%	8%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemSuggest\_Populism] Below are suggestions people have made for how the Democratic Party can improve its performance following its defeat in the presidential election. Please indicate how much you have heard each item being discussed.

-Democrats should lean harder into economic populism, like breaking up big corporations and preventing workers from being exploited

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A lot	186	70	116	41	48	48	50	89	98	115	37	20	14
	41%	39%	42%	46%	43%	38%	39%	44%	38%	42%	42%	35%	39%
A little	141	63	78	25	32	46	38	57	84	99	15	20	7
	31%	35%	29%	29%	28%	36%	30%	28%	33%	36%	18%	34%	19%
Not at all	66	29	36	13	20	18	15	33	33	33	17	7	9
	14%	16%	13%	15%	18%	14%	11%	17%	13%	12%	19%	12%	26%
Unsure	63	19	44	8	13	15	26	21	41	28	18	11	6
	14%	11%	16%	10%	11%	12%	20%	11%	16%	10%	20%	19%	16%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemSuggest\_Populism] Below are suggestions people have made for how the Democratic Party can improve its performance following its defeat in the presidential election. Please indicate how much you have heard each item being discussed.

-Democrats should lean harder into economic populism, like breaking up big corporations and preventing workers from being exploited

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A lot	186	40	55	59	32	95	91	43	29	30	29	55	72	114
	41%	31%	48%	42%	44%	39%	43%	42%	31%	40%	43%	47%	37%	44%
A little	141	36	35	46	23	72	69	30	38	26	20	27	68	73
	31%	29%	30%	33%	32%	29%	33%	29%	40%	34%	30%	23%	35%	28%
Not at all	66	20	13	19	13	34	32	10	15	13	6	22	25	40
	14%	16%	11%	14%	18%	14%	15%	10%	16%	17%	8%	19%	13%	16%
Unsure	63	31	12	15	4	43	19	19	12	7	12	13	31	32
	14%	24%	11%	11%	6%	18%	9%	19%	12%	9%	18%	11%	16%	12%

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December Omnibus 2024

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	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A lot	186	100	56	81	73	31	49	25	24	71	88	27
	41%	44%	38%	41%	45%	32%	44%	50%	39%	46%	42%	30%
A little	141	68	46	56	45	41	37	14	23	41	62	38
	31%	30%	32%	28%	28%	42%	33%	28%	38%	26%	30%	43%
Not at all	66	35	19	32	23	10	17	9	8	18	36	12
	14%	15%	13%	16%	14%	11%	15%	18%	13%	11%	17%	14%
Unsure	63	25	25	28	20	14	8	2	6	26	25	12
	14%	11%	17%	14%	13%	15%	7%	4%	10%	17%	12%	14%

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December Omnibus 2024

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	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A lot	186	-	25	161	11	60	115	9	168	-	-
	41%		33%	42%	36%	35%	45%	31%	43%		
A little	141	-	29	112	6	54	80	6	118	-	-
	31%		39%	29%	21%	32%	32%	23%	30%		
Not at all	66	-	9	56	9	23	33	5	55	-	-
	14%		13%	15%	30%	14%	13%	18%	14%		
Unsure	63	-	12	51	4	32	24	8	47	-	-
	14%		16%	13%	13%	19%	10%	28%	12%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemSuggest\_Men] Below are suggestions people have made for how the Democratic Party can improve its performance following its defeat in the presidential election. Please indicate how much you have heard each item being discussed.

-Democrats should focus on winning back younger men by engaging social media influencers and going on podcasts like Joe Rogan's

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A lot	109	51	58	25	27	30	28	52	58	65	21	11	12
	24%	28%	21%	28%	24%	23%	22%	26%	23%	24%	24%	19%	33%
A little	146	54	92	23	42	42	39	65	81	100	22	18	5
	32%	30%	33%	26%	37%	33%	30%	32%	32%	37%	26%	30%	14%
Not at all	142	55	87	36	27	43	37	62	80	81	29	23	10
	31%	30%	32%	41%	24%	34%	28%	31%	31%	30%	33%	38%	27%
Unsure	58	21	37	4	17	13	25	21	38	27	14	7	10
	13%	12%	14%	5%	15%	10%	19%	10%	15%	10%	17%	12%	26%

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December Omnibus 2024

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Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A lot	109	21	32	31	25	53	57	25	15	11	21	38	40	69
	24%	16%	27%	22%	35%	22%	27%	24%	16%	14%	31%	32%	20%	27%
A little	146	28	31	57	30	59	87	26	30	35	19	36	56	90
	32%	22%	27%	41%	41%	24%	41%	25%	32%	46%	28%	31%	28%	35%
Not at all	142	57	35	40	10	92	50	25	42	27	20	28	67	75
	31%	44%	31%	28%	14%	38%	24%	24%	45%	36%	30%	24%	34%	29%
Unsure	58	22	18	11	7	40	18	27	7	3	7	15	34	25
	13%	17%	15%	8%	10%	16%	9%	26%	7%	4%	11%	13%	17%	10%

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December Omnibus 2024

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Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A lot	109	63	32	54	37	19	36	20	17	38	52	20
	24%	28%	22%	27%	23%	20%	33%	39%	27%	24%	25%	22%
A little	146	75	47	65	51	30	40	20	21	56	60	29
	32%	33%	32%	33%	31%	31%	36%	39%	34%	36%	29%	33%
Not at all	142	67	45	47	58	37	24	7	17	44	66	31
	31%	29%	31%	24%	36%	38%	21%	14%	27%	28%	31%	36%
Unsure	58	23	23	31	16	11	11	4	7	18	33	8
	13%	10%	16%	16%	10%	11%	10%	8%	12%	11%	16%	9%

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Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A lot	109	-	16	93	6	35	69	6	100	-	-
	24%		21%	25%	20%	21%	27%	21%	26%		
A little	146	-	20	125	7	45	94	5	130	-	-
	32%		27%	33%	23%	26%	37%	16%	34%		
Not at all	142	-	27	115	14	58	66	9	115	-	-
	31%		36%	30%	47%	35%	26%	33%	30%		
Unsure	58	-	12	47	3	31	24	8	43	-	-
	13%		15%	12%	10%	18%	9%	29%	11%		

Echelon Insights  
 December Omnibus 2024  
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[QDemSuggest\_Moderate] Below are suggestions people have made for how the Democratic Party can improve its performance following its defeat in the presidential election. Please indicate how much you have heard each item being discussed.

-Democrats should generally project a more moderate image

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A lot	149	62	87	33	39	39	37	73	76	87	28	19	15
	33%	34%	32%	38%	35%	31%	28%	36%	30%	32%	32%	32%	42%
A little	177	81	96	27	37	55	57	64	112	119	27	17	14
	39%	45%	35%	31%	33%	43%	44%	32%	44%	43%	31%	30%	37%
Not at all	91	29	61	21	24	20	27	44	46	51	16	19	4
	20%	16%	22%	24%	21%	15%	21%	22%	18%	19%	19%	33%	11%
Unsure	39	9	30	6	12	13	8	18	21	17	15	3	4
	9%	5%	11%	7%	11%	10%	6%	9%	8%	6%	18%	6%	10%

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Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A lot	149	33	32	52	32	65	84	26	27	15	22	58	53	96
	33%	26%	28%	37%	44%	27%	40%	25%	29%	20%	34%	50%	27%	37%
A little	177	56	43	54	23	99	77	39	39	36	24	39	78	99
	39%	44%	37%	39%	32%	41%	37%	38%	41%	48%	36%	33%	40%	38%
Not at all	91	27	22	28	13	49	41	26	20	19	12	13	46	44
	20%	21%	19%	20%	19%	20%	20%	25%	22%	26%	19%	11%	23%	17%
Unsure	39	12	18	6	4	30	9	13	7	5	7	8	20	20
	9%	9%	16%	4%	5%	12%	4%	12%	7%	6%	11%	7%	10%	8%

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Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A lot	149	90	41	77	48	24	47	28	19	58	69	22
	33%	39%	28%	39%	29%	25%	42%	55%	32%	37%	33%	24%
A little	177	82	63	74	64	38	40	15	25	62	73	42
	39%	36%	43%	37%	40%	40%	36%	30%	40%	40%	34%	48%
Not at all	91	34	35	31	36	24	17	4	13	28	49	13
	20%	15%	24%	16%	22%	25%	15%	8%	21%	18%	23%	15%
Unsure	39	22	8	16	14	10	8	4	4	8	20	11
	9%	10%	6%	8%	9%	10%	7%	8%	7%	5%	10%	12%

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Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A lot	149	-	25	124	14	60	75	11	130	-	-
	33%		33%	33%	46%	35%	29%	39%	33%		
A little	177	-	33	144	8	72	96	12	143	-	-
	39%		44%	38%	27%	42%	38%	42%	37%		
Not at all	91	-	9	81	5	22	63	2	81	-	-
	20%		12%	21%	15%	13%	25%	8%	21%		
Unsure	39	-	8	31	3	16	20	3	34	-	-
	9%		11%	8%	11%	9%	8%	11%	9%		

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[QDemShould\_Outsider] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance.  
-Democrats should nominate outsider candidates who don't sound like traditional politicians

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
Should	240	105	135	51	63	64	62	114	126	153	44	28	16
	53%	58%	49%	59%	56%	50%	48%	57%	49%	56%	51%	47%	43%
Should not	105	38	67	18	22	31	35	40	65	66	19	11	10
	23%	21%	25%	20%	20%	24%	27%	20%	26%	24%	22%	18%	26%
Unsure	110	39	72	19	27	33	32	45	65	54	24	21	11
	24%	21%	26%	21%	24%	26%	25%	23%	25%	20%	28%	35%	31%

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Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
Should	240	62	65	79	34	128	112	50	47	44	30	68	98	142
	53%	49%	56%	56%	46%	52%	53%	49%	50%	58%	45%	58%	50%	55%
Should not	105	34	17	38	16	52	54	24	20	18	17	27	43	62
	23%	27%	15%	27%	22%	21%	25%	23%	21%	23%	26%	23%	22%	24%
Unsure	110	31	34	23	23	65	46	29	27	14	19	22	56	55
	24%	24%	29%	17%	31%	26%	22%	28%	29%	18%	28%	19%	28%	21%

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-Democrats should nominate outsider candidates who don't sound like traditional politicians

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
Should	240	132	71	103	84	53	66	32	34	84	109	47
	53%	58%	48%	52%	52%	55%	59%	64%	55%	54%	52%	53%
Should not	105	44	42	46	34	24	16	4	12	37	44	24
	23%	19%	29%	24%	21%	25%	14%	8%	19%	24%	21%	27%
Unsure	110	52	34	47	43	20	30	14	16	35	58	18
	24%	23%	23%	24%	27%	21%	27%	28%	26%	22%	27%	20%

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Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
Should	240	-	40	200	15	93	130	14	206	-	-
	53%		53%	53%	51%	55%	51%	48%	53%		
Should not	105	-	12	93	11	27	66	9	86	-	-
	23%		16%	25%	37%	16%	26%	32%	22%		
Unsure	110	-	23	87	4	49	57	6	96	-	-
	24%		31%	23%	12%	29%	23%	20%	25%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemShould\_Identity] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance  
-Democrats should focus less on issues of race and gender identity

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
Should	208	100	108	32	50	65	61	82	126	142	30	21	15
	46%	55%	39%	37%	44%	51%	48%	41%	49%	52%	35%	36%	40%
Should not	182	64	118	44	42	42	54	86	96	99	33	28	21
	40%	35%	43%	50%	38%	33%	42%	43%	37%	36%	39%	48%	58%
Unsure	66	17	49	12	20	20	14	32	34	33	23	9	1
	14%	9%	18%	13%	18%	16%	11%	16%	13%	12%	27%	16%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemShould\_Identity] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance  
-Democrats should focus less on issues of race and gender identity

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
Should	208	57	53	57	41	110	98	46	42	31	28	60	88	120
	46%	45%	46%	41%	57%	45%	46%	44%	45%	42%	43%	51%	45%	46%
Should not	182	51	50	61	20	101	81	40	39	32	26	44	79	102
	40%	40%	43%	44%	27%	41%	38%	39%	42%	42%	40%	38%	40%	40%
Unsure	66	20	13	22	11	33	33	17	12	13	11	12	29	36
	14%	16%	11%	16%	16%	13%	16%	16%	13%	17%	17%	11%	15%	14%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemShould\_Identity] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance -Democrats should focus less on issues of race and gender identity

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
Should	208	113	68	96	62	49	58	31	27	71	91	46
	46%	49%	46%	49%	38%	51%	52%	62%	44%	46%	43%	52%
Should not	182	83	64	77	74	31	42	18	24	63	85	33
	40%	36%	44%	39%	46%	32%	38%	37%	38%	41%	40%	37%
Unsure	66	32	15	24	26	16	11	1	10	22	34	10
	14%	14%	10%	12%	16%	17%	10%	2%	17%	14%	16%	11%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemShould\_Identity] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance  
-Democrats should focus less on issues of race and gender identity

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
Should	208	-	36	172	16	92	97	18	173	-	-
	46%		49%	45%	55%	55%	38%	63%	45%		
Should not	182	-	26	156	9	45	126	8	161	-	-
	40%		34%	41%	30%	27%	50%	28%	42%		
Unsure	66	-	13	53	4	31	30	3	54	-	-
	14%		17%	14%	14%	18%	12%	9%	14%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemShould\_Populism] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance.  
-Democrats should lean harder into economic populism, like breaking up big corporations and preventing workers from being exploited

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
Should	319	130	189	73	79	80	86	152	167	206	61	32	20
	70%	71%	69%	84%	70%	63%	67%	76%	65%	75%	71%	54%	55%
Should not	58	31	27	3	11	24	19	14	43	29	5	8	16
	13%	17%	10%	4%	10%	19%	14%	7%	17%	11%	6%	13%	43%
Unsure	79	21	58	11	23	22	24	33	46	39	20	19	1
	17%	12%	21%	12%	20%	17%	18%	17%	18%	14%	23%	33%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemShould\_Populism] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance.  
 -Democrats should lean harder into economic populism, like breaking up big corporations and preventing workers from being exploited

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
Should	319	78	86	106	49	164	155	67	64	57	48	83	130	188
	70%	61%	74%	76%	68%	67%	73%	64%	68%	75%	73%	71%	66%	73%
Should not	58	19	12	12	15	31	27	13	10	7	6	21	23	34
	13%	15%	10%	9%	20%	13%	13%	13%	11%	9%	9%	18%	12%	13%
Unsure	79	31	18	21	9	49	30	24	19	12	11	12	43	36
	17%	24%	16%	15%	12%	20%	14%	23%	21%	16%	17%	11%	22%	14%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemShould\_Populism] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance.  
-Democrats should lean harder into economic populism, like breaking up big corporations and preventing workers from being exploited

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
Should	319	167	97	133	121	64	88	40	48	108	154	57
	70%	73%	67%	67%	75%	67%	78%	78%	78%	69%	73%	64%
Should not	58	26	27	38	11	8	10	7	3	23	22	13
	13%	11%	19%	19%	7%	9%	9%	14%	5%	15%	10%	14%
Unsure	79	35	22	26	30	24	14	4	10	25	35	19
	17%	15%	15%	13%	18%	25%	13%	7%	17%	16%	17%	22%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemShould\_Populism] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance.  
-Democrats should lean harder into economic populism, like breaking up big corporations and preventing workers from being exploited

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
Should	319	-	50	269	16	110	191	13	273	-	-
	70%		66%	71%	53%	65%	75%	45%	70%		
Should not	58	-	10	48	10	18	30	12	41	-	-
	13%		13%	13%	33%	11%	12%	43%	11%		
Unsure	79	-	16	64	4	41	33	3	73	-	-
	17%		21%	17%	14%	24%	13%	11%	19%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemShould\_Men] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance.

-Democrats should focus on winning back younger men by engaging social media influencers and going on podcasts like Joe Rogan's

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
Should	233	101	133	45	61	56	72	105	128	149	34	29	22
	51%	55%	48%	51%	54%	44%	56%	53%	50%	54%	39%	50%	59%
Should not	113	41	73	32	19	42	21	51	62	65	23	18	7
	25%	22%	27%	37%	17%	33%	16%	26%	24%	24%	27%	30%	19%
Unsure	109	40	68	11	33	30	36	43	65	60	29	12	8
	24%	22%	25%	12%	29%	23%	28%	22%	26%	22%	34%	20%	22%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemShould\_Men] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance.  
-Democrats should focus on winning back younger men by engaging social media influencers and going on podcasts like Joe Rogan's

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
Should	233	49	55	83	45	105	129	53	39	36	36	69	92	141
	51%	39%	48%	60%	63%	43%	61%	52%	42%	48%	54%	59%	47%	55%
Should not	113	40	27	34	12	67	47	24	25	27	16	21	49	64
	25%	31%	23%	25%	17%	27%	22%	23%	27%	36%	25%	18%	25%	25%
Unsure	109	39	34	22	15	72	36	26	29	12	14	27	56	53
	24%	30%	29%	16%	20%	30%	17%	25%	31%	16%	21%	23%	28%	21%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemShould\_Men] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance.  
-Democrats should focus on winning back younger men by engaging social media influencers and going on podcasts like Joe Rogan's

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
Should	233	124	78	106	81	46	68	36	32	90	102	41
	51%	54%	54%	54%	50%	48%	61%	72%	53%	58%	48%	46%
Should not	113	59	31	43	46	24	16	7	8	35	54	24
	25%	26%	21%	22%	28%	25%	14%	14%	14%	23%	26%	27%
Unsure	109	45	37	47	35	26	28	7	20	30	55	23
	24%	20%	25%	24%	22%	27%	25%	14%	33%	19%	26%	26%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemShould\_Men] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance.  
-Democrats should focus on winning back younger men by engaging social media influencers and going on podcasts like Joe Rogan's

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
Should	233	-	38	195	13	77	142	17	206	-	-
	51%		51%	51%	45%	46%	56%	60%	53%		
Should not	113	-	19	94	9	38	65	4	92	-	-
	25%		25%	25%	31%	23%	26%	14%	24%		
Unsure	109	-	18	91	7	53	47	7	90	-	-
	24%		24%	24%	24%	32%	18%	25%	23%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemShould\_Moderate] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance.  
-Democrats should generally project a more moderate image

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
Should	307	138	168	48	73	89	97	121	186	189	50	40	28
	67%	76%	61%	55%	65%	70%	75%	61%	73%	69%	58%	68%	78%
Should not	82	23	58	26	19	18	18	45	36	51	18	10	3
	18%	13%	21%	30%	17%	14%	14%	23%	14%	19%	21%	16%	8%
Unsure	67	20	47	13	20	19	14	33	34	34	19	10	5
	15%	11%	17%	15%	18%	15%	11%	17%	13%	12%	21%	16%	14%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemShould\_Moderate] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance.  
-Democrats should generally project a more moderate image

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
Should	307	87	74	98	49	160	147	60	64	51	41	91	125	182
	67%	68%	63%	70%	68%	66%	69%	58%	69%	67%	62%	77%	63%	70%
Should not	82	20	24	26	12	44	38	22	16	15	15	14	37	45
	18%	16%	21%	18%	17%	18%	18%	21%	17%	20%	23%	12%	19%	17%
Unsure	67	21	19	16	11	40	27	21	13	9	10	12	35	32
	15%	16%	16%	12%	15%	16%	13%	21%	14%	13%	15%	11%	18%	12%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemShould\_Moderate] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance.  
-Democrats should generally project a more moderate image

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
Should	307	155	104	152	93	61	80	39	41	112	125	70
	67%	68%	71%	77%	57%	64%	72%	78%	67%	72%	59%	80%
Should not	82	37	27	26	38	18	19	6	14	25	50	7
	18%	16%	18%	13%	24%	18%	17%	11%	22%	16%	24%	8%
Unsure	67	36	15	19	31	17	12	5	7	19	37	11
	15%	16%	11%	10%	19%	18%	11%	11%	11%	12%	17%	12%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemShould\_Moderate] For each of the following suggestions, please indicate whether you think the Democratic Party should or should not pursue this approach to improve its future performance.  
-Democrats should generally project a more moderate image

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
Should	307	-	58	249	24	134	146	24	258	-	-
	67%		77%	65%	83%	79%	58%	86%	66%		
Should not	82	-	10	72	0	9	72	1	73	-	-
	18%		13%	19%	1%	5%	28%	4%	19%		
Unsure	67	-	7	59	5	26	35	3	58	-	-
	15%		10%	16%	15%	15%	14%	10%	15%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckWorkingClass] Which type of candidate do you think would better help Democrats win back working-class voters?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A populist Democrat who focuses on economic fairness	223	85	139	53	54	64	53	107	116	140	37	32	13
	49%	47%	51%	61%	48%	50%	41%	54%	45%	51%	43%	55%	36%
A moderate Democrat who wants to do more to tackle crime and illegal immigration	162	77	85	24	40	43	55	64	98	95	31	16	20
	36%	42%	31%	27%	35%	34%	43%	32%	38%	35%	36%	27%	55%
Neither would help	25	7	17	2	5	11	7	7	18	17	4	4	-
	5%	4%	6%	2%	4%	9%	5%	3%	7%	6%	4%	6%	-
Unsure	46	13	33	8	14	9	14	22	23	21	15	7	3
	10%	7%	12%	10%	12%	7%	11%	11%	9%	8%	17%	11%	9%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckWorkingClass] Which type of candidate do you think would better help Democrats win back working-class voters?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A populist Democrat who focuses on economic fairness	223	60	56	71	36	116	107	37	52	40	37	58	89	134
	49%	47%	48%	51%	50%	48%	50%	36%	56%	52%	55%	49%	45%	52%
A moderate Democrat who wants to do more to tackle crime and illegal immigration	162	46	42	48	26	88	74	42	25	24	23	48	68	94
	36%	36%	36%	34%	36%	36%	35%	41%	27%	31%	34%	41%	34%	37%
Neither would help	25	7	7	5	6	14	11	8	5	3	4	6	12	12
	5%	6%	6%	3%	9%	6%	5%	7%	5%	4%	5%	5%	6%	5%
Unsure	46	14	11	16	4	26	20	16	11	9	3	5	28	18
	10%	11%	10%	11%	5%	11%	9%	16%	12%	13%	5%	4%	14%	7%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckWorkingClass] Which type of candidate do you think would better help Democrats win back working-class voters?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A populist Democrat who focuses on economic fairness	223 49%	128 56%	56 38%	97 49%	84 52%	42 43%	56 50%	22 43%	34 56%	76 49%	97 46%	50 57%
A moderate Democrat who wants to do more to tackle crime and illegal immigration	162 36%	70 31%	69 47%	78 40%	51 32%	33 34%	38 34%	25 49%	14 23%	58 37%	77 37%	27 31%
Neither would help	25 5%	12 5%	7 5%	11 6%	4 3%	9 10%	4 4%	2 3%	2 4%	5 3%	13 6%	7 8%
Unsure	46 10%	17 8%	15 10%	11 5%	23 14%	12 13%	13 12%	3 5%	10 17%	17 11%	24 12%	4 5%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckWorkingClass] Which type of candidate do you think would better help Democrats win back working-class voters?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A populist Democrat who focuses on economic fairness	223	-	40	183	13	67	141	7	193	-	-
	49%		53%	48%	45%	39%	56%	26%	50%		
A moderate Democrat who wants to do more to tackle crime and illegal immigration	162	-	22	140	12	69	81	17	137	-	-
	36%		29%	37%	42%	41%	32%	61%	35%		
Neither would help	25	-	2	23	0	9	14	1	18	-	-
	5%		2%	6%	2%	5%	5%	2%	5%		
Unsure	46	-	11	34	3	25	17	3	40	-	-
	10%		15%	9%	11%	15%	7%	11%	10%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QKamalaWin] Which of the following statements do you agree with more, even if neither is exactly right?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
There is nothing Kamala Harris could have done to win the election considering the dissatisfaction there was with Joe Biden and how late she entered the race	271	105	166	49	64	74	84	113	158	174	49	25	23
	59%	58%	61%	56%	57%	58%	65%	56%	62%	64%	56%	43%	62%
Kamala Harris could have won the election if she campaigned better or promoted better policies	118	47	71	31	28	39	19	59	58	67	19	25	7
	26%	26%	26%	36%	25%	31%	15%	30%	23%	24%	22%	43%	20%
Unsure	67	29	38	7	21	14	25	27	39	33	19	8	7
	15%	16%	14%	8%	18%	11%	20%	14%	15%	12%	22%	14%	18%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QKamalaWin] Which of the following statements do you agree with more, even if neither is exactly right?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
There is nothing Kamala Harris could have done to win the election considering the dissatisfaction there was with Joe Biden and how late she entered the race	271	76	71	79	45	147	124	55	52	45	47	72	107	164
	59%	59%	62%	57%	62%	60%	59%	53%	56%	59%	71%	62%	55%	63%
Kamala Harris could have won the election if she campaigned better or promoted better policies	118	26	25	45	22	51	67	23	23	19	14	39	45	72
	26%	21%	21%	32%	30%	21%	32%	22%	24%	25%	21%	34%	23%	28%
Unsure	67	26	20	15	6	46	21	26	18	12	6	5	44	23
	15%	20%	17%	11%	8%	19%	10%	25%	20%	16%	9%	4%	22%	9%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QKamalaWin] Which of the following statements do you agree with more, even if neither is exactly right?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
There is nothing Kamala Harris could have done to win the election considering the dissatisfaction there was with Joe Biden and how late she entered the race	271	139	94	123	89	59	68	28	40	92	125	54
	59%	61%	64%	63%	55%	61%	61%	56%	66%	59%	59%	61%
Kamala Harris could have won the election if she campaigned better or promoted better policies	118	70	25	53	42	21	35	20	15	42	51	24
	26%	31%	17%	27%	26%	22%	32%	40%	25%	27%	24%	28%
Unsure	67	20	27	20	30	16	8	2	6	22	35	10
	15%	9%	19%	10%	19%	17%	7%	5%	9%	14%	17%	11%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QKamalaWin] Which of the following statements do you agree with more, even if neither is exactly right?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
There is nothing Kamala Harris could have done to win the election considering the dissatisfaction there was with Joe Biden and how late she entered the race	271	-	47	224	19	89	160	18	225	-	-
	59%		62%	59%	66%	53%	63%	65%	58%		
Kamala Harris could have won the election if she campaigned better or promoted better policies	118	-	20	98	7	49	60	2	108	-	-
	26%		26%	26%	25%	29%	24%	6%	28%		
Unsure	67	-	9	58	2	31	33	8	55	-	-
	15%		12%	15%	8%	18%	13%	29%	14%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemContrast] Which of the following statements do you agree with more, even if neither is exactly right?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
The Democratic Party should put more focus more on promoting anti-racism, LGBTQ rights, and inclusion	86	34	52	34	20	19	14	53	33	47	19	17	3
	19%	19%	19%	38%	17%	15%	11%	27%	13%	17%	22%	29%	8%
The Democratic Party should talk less about identity and instead focus on economic issues the working class cares about	331	138	192	48	79	99	105	127	203	211	50	37	33
	73%	76%	70%	55%	71%	78%	81%	64%	79%	77%	58%	63%	90%
Unsure	39	9	30	6	13	10	10	19	20	17	17	4	1
	9%	5%	11%	7%	12%	8%	8%	10%	8%	6%	20%	7%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemContrast] Which of the following statements do you agree with more, even if neither is exactly right?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
The Democratic Party should put more focus more on promoting anti-racism, LGBTQ rights, and inclusion	86	30	21	25	11	50	36	24	17	13	15	17	40	46
	19%	23%	18%	18%	15%	21%	17%	23%	18%	17%	23%	15%	20%	18%
The Democratic Party should talk less about identity and instead focus on economic issues the working class cares about	331	85	84	106	55	169	161	62	69	59	45	95	132	199
	73%	67%	72%	76%	76%	69%	76%	60%	74%	78%	68%	81%	67%	77%
Unsure	39	13	12	8	6	24	15	17	8	3	6	5	25	14
	9%	10%	10%	6%	9%	10%	7%	17%	8%	4%	9%	4%	13%	5%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemContrast] Which of the following statements do you agree with more, even if neither is exactly right?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
The Democratic Party should put more focus more on promoting anti-racism, LGBTQ rights, and inclusion	86 19%	44 19%	21 14%	32 16%	44 27%	11 11%	28 25%	15 29%	13 22%	38 25%	33 15%	15 17%
The Democratic Party should talk less about identity and instead focus on economic issues the working class cares about	331 73%	171 75%	114 78%	157 80%	97 60%	76 79%	78 70%	36 71%	42 69%	103 66%	160 76%	68 76%
Unsure	39 9%	13 6%	11 7%	8 4%	21 13%	10 10%	6 5%	-	6 9%	15 9%	18 9%	6 7%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDemContrast] Which of the following statements do you agree with more, even if neither is exactly right?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
The Democratic Party should put more focus more on promoting anti-racism, LGBTQ rights, and inclusion	86	-	11	75	7	18	60	4	77	-	-
	19%		15%	20%	24%	11%	24%	16%	20%		
The Democratic Party should talk less about identity and instead focus on economic issues the working class cares about	331	-	59	271	20	130	178	23	279	-	-
	73%		79%	71%	68%	77%	70%	80%	72%		
Unsure	39	-	5	34	2	22	15	1	32	-	-
	9%		6%	9%	8%	13%	6%	4%	8%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Gender] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
 -Kamala Harris was a woman of color

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A major reason why she lost	173	66	107	34	48	45	45	82	91	93	39	24	17
	38%	36%	39%	39%	43%	36%	35%	41%	35%	34%	46%	41%	45%
A minor reason why she lost	132	59	73	28	31	39	35	59	73	83	23	13	13
	29%	33%	27%	32%	27%	31%	27%	29%	29%	30%	27%	22%	36%
Not a reason why she lost	122	49	73	20	23	37	43	42	80	86	12	19	6
	27%	27%	27%	22%	20%	29%	33%	21%	31%	31%	13%	32%	16%
Unsure	28	7	21	6	11	6	7	16	12	12	12	3	1
	6%	4%	8%	6%	9%	4%	5%	8%	5%	4%	14%	5%	3%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Gender] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
 -Kamala Harris was a woman of color

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A major reason why she lost	173	51	36	48	38	86	87	43	27	32	27	45	70	103
	38%	40%	31%	35%	53%	35%	41%	41%	29%	42%	41%	38%	35%	40%
A minor reason why she lost	132	26	37	52	17	63	69	19	26	22	24	41	45	87
	29%	20%	32%	37%	24%	26%	33%	19%	28%	30%	36%	35%	23%	34%
Not a reason why she lost	122	38	36	34	14	74	48	31	32	16	14	29	63	59
	27%	30%	31%	24%	20%	30%	23%	30%	35%	22%	21%	25%	32%	23%
Unsure	28	13	7	6	2	20	8	11	8	5	2	3	19	9
	6%	10%	6%	4%	3%	8%	4%	10%	9%	7%	3%	2%	10%	4%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Gender] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
 -Kamala Harris was a woman of color

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A major reason why she lost	173	81	57	81	67	24	50	22	28	58	80	35
	38%	36%	39%	41%	42%	25%	45%	45%	46%	37%	38%	39%
A minor reason why she lost	132	79	33	60	40	31	39	21	18	48	64	20
	29%	35%	23%	31%	24%	33%	35%	42%	29%	31%	30%	23%
Not a reason why she lost	122	60	46	48	37	37	18	6	12	40	51	32
	27%	26%	32%	25%	23%	38%	16%	12%	20%	25%	24%	36%
Unsure	28	8	9	7	18	4	4	1	3	10	16	2
	6%	3%	6%	3%	11%	4%	4%	1%	5%	6%	8%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Gender] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Kamala Harris was a woman of color

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A major reason why she lost	173	-	19	154	10	40	123	12	152	-	-
	38%		26%	40%	35%	23%	48%	44%	39%		
A minor reason why she lost	132	-	27	105	7	52	72	5	118	-	-
	29%		37%	28%	25%	31%	28%	18%	30%		
Not a reason why she lost	122	-	20	102	10	59	51	10	93	-	-
	27%		26%	27%	35%	35%	20%	36%	24%		
Unsure	28	-	9	20	2	18	8	1	25	-	-
	6%		11%	5%	5%	11%	3%	2%	6%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Biden] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
-Joe Biden was unpopular

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A major reason why she lost	133	59	74	21	30	37	44	52	81	90	15	15	12
	29%	33%	27%	24%	27%	29%	34%	26%	32%	33%	18%	25%	34%
A minor reason why she lost	146	62	83	30	28	49	39	58	88	94	21	16	15
	32%	34%	30%	34%	25%	38%	31%	29%	34%	34%	24%	27%	40%
Not a reason why she lost	147	52	95	32	43	34	38	75	72	76	39	23	9
	32%	29%	35%	37%	38%	27%	30%	38%	28%	28%	45%	40%	24%
Unsure	30	8	22	4	11	7	8	15	15	14	11	4	1
	7%	4%	8%	5%	10%	6%	6%	8%	6%	5%	13%	7%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Biden] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
 -Joe Biden was unpopular

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A major reason why she lost	133	35	34	41	22	69	64	26	28	18	18	42	55	78
	29%	27%	30%	29%	31%	28%	30%	26%	31%	24%	27%	36%	28%	30%
A minor reason why she lost	146	38	38	46	23	76	69	24	34	24	24	40	58	88
	32%	30%	33%	33%	32%	31%	33%	23%	36%	32%	36%	34%	29%	34%
Not a reason why she lost	147	39	37	47	24	76	71	43	26	30	19	30	69	78
	32%	31%	32%	34%	33%	31%	33%	41%	28%	39%	28%	25%	35%	30%
Unsure	30	16	6	5	3	22	8	10	5	4	6	6	15	15
	7%	12%	6%	3%	4%	9%	4%	10%	5%	5%	9%	5%	8%	6%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Biden] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
-Joe Biden was unpopular

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A major reason why she lost	133	67	46	66	42	24	29	14	15	58	55	19
	29%	30%	31%	34%	26%	25%	26%	28%	24%	37%	26%	21%
A minor reason why she lost	146	74	46	65	46	33	33	18	15	44	63	38
	32%	32%	31%	33%	28%	35%	30%	36%	24%	28%	30%	43%
Not a reason why she lost	147	76	47	54	60	33	38	16	22	44	74	29
	32%	33%	32%	27%	37%	34%	34%	31%	37%	28%	35%	33%
Unsure	30	11	8	11	13	6	12	2	9	10	18	2
	7%	5%	5%	6%	8%	6%	10%	5%	15%	6%	9%	3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Biden] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Joe Biden was unpopular

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A major reason why she lost	133	-	25	108	7	50	75	16	104	-	-
	29%		33%	28%	23%	29%	30%	57%	27%		
A minor reason why she lost	146	-	28	118	7	59	77	4	131	-	-
	32%		37%	31%	23%	35%	31%	16%	34%		
Not a reason why she lost	147	-	17	130	12	44	91	7	125	-	-
	32%		23%	34%	40%	26%	36%	25%	32%		
Unsure	30	-	6	25	4	16	10	1	27	-	-
	7%		8%	6%	14%	10%	4%	2%	7%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Late] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
 -Kamala Harris entered the race late

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A major reason why she lost	176	73	104	35	41	41	59	76	100	128	22	16	10
	39%	40%	38%	40%	36%	32%	46%	38%	39%	47%	26%	27%	28%
A minor reason why she lost	137	48	89	31	29	45	32	60	77	85	27	17	9
	30%	27%	32%	36%	26%	36%	25%	30%	30%	31%	31%	29%	24%
Not a reason why she lost	117	54	63	17	33	38	30	50	67	55	27	18	17
	26%	30%	23%	19%	29%	30%	23%	25%	26%	20%	32%	31%	46%
Unsure	25	6	19	4	10	3	9	14	11	6	10	8	1
	6%	3%	7%	5%	9%	2%	7%	7%	4%	2%	12%	14%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Late] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
 -Kamala Harris entered the race late

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A major reason why she lost	176	42	43	54	37	86	91	36	33	27	28	52	69	107
	39%	33%	37%	38%	51%	35%	43%	35%	35%	36%	42%	45%	35%	42%
A minor reason why she lost	137	27	40	46	24	68	69	24	26	27	25	35	51	86
	30%	21%	35%	33%	33%	28%	33%	23%	28%	35%	37%	30%	26%	33%
Not a reason why she lost	117	42	25	40	10	67	50	30	28	19	11	29	58	59
	26%	33%	22%	28%	14%	27%	24%	29%	30%	25%	16%	25%	30%	23%
Unsure	25	16	7	1	1	24	2	13	7	3	3	0	19	6
	6%	13%	6%	*%	2%	10%	1%	12%	7%	4%	4%	*%	10%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Late] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
-Kamala Harris entered the race late

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A major reason why she lost	176	89	61	74	62	39	46	25	21	59	89	28
	39%	39%	42%	38%	38%	41%	41%	49%	34%	38%	42%	32%
A minor reason why she lost	137	77	37	66	48	22	34	13	21	52	57	28
	30%	34%	25%	34%	30%	23%	31%	27%	34%	33%	27%	32%
Not a reason why she lost	117	57	39	46	39	32	24	12	12	35	56	26
	26%	25%	26%	23%	24%	33%	22%	24%	20%	23%	26%	29%
Unsure	25	5	9	10	13	3	7	0	7	10	10	6
	6%	2%	6%	5%	8%	3%	7%	1%	11%	6%	5%	6%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Late] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
-Kamala Harris entered the race late

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A major reason why she lost	176	-	34	142	10	63	102	6	160	-	-
	39%		46%	37%	33%	37%	40%	21%	41%		
A minor reason why she lost	137	-	25	112	9	43	84	4	123	-	-
	30%		34%	29%	30%	25%	33%	16%	32%		
Not a reason why she lost	117	-	11	106	8	46	62	15	85	-	-
	26%		15%	28%	29%	27%	24%	54%	22%		
Unsure	25	-	5	21	2	17	6	3	21	-	-
	6%		6%	5%	8%	10%	2%	10%	5%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_BidenDistance] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Kamala Harris did not distance herself from Joe Biden

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A major reason why she lost	131	60	71	22	28	38	43	50	81	92	13	10	16
	29%	33%	26%	25%	25%	30%	33%	25%	32%	33%	15%	17%	44%
A minor reason why she lost	151	68	84	26	35	46	45	61	91	100	24	19	9
	33%	37%	31%	30%	31%	36%	35%	30%	35%	36%	27%	33%	25%
Not a reason why she lost	136	45	91	33	36	34	33	69	67	68	40	20	8
	30%	25%	33%	38%	32%	27%	26%	35%	26%	25%	47%	35%	23%
Unsure	37	9	28	6	13	9	9	19	18	15	10	9	3
	8%	5%	10%	7%	12%	7%	7%	10%	7%	5%	11%	16%	8%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_BidenDistance] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
 -Kamala Harris did not distance herself from Joe Biden

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A major reason why she lost	131	28	33	45	25	61	70	25	20	18	21	47	45	86
	29%	22%	28%	32%	34%	25%	33%	24%	22%	24%	31%	40%	23%	33%
A minor reason why she lost	151	40	38	46	28	78	73	27	33	32	21	39	60	91
	33%	31%	33%	33%	39%	32%	35%	26%	36%	42%	31%	33%	31%	35%
Not a reason why she lost	136	44	35	43	15	79	58	41	34	21	19	22	74	62
	30%	34%	30%	31%	20%	32%	27%	40%	36%	27%	29%	19%	38%	24%
Unsure	37	16	10	6	5	26	11	11	6	5	6	9	17	20
	8%	13%	8%	4%	7%	11%	5%	11%	7%	7%	9%	8%	9%	8%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_BidenDistance] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
-Kamala Harris did not distance herself from Joe Biden

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A major reason why she lost	131	64	48	68	40	21	30	14	15	55	58	18
	29%	28%	33%	35%	25%	22%	26%	29%	25%	35%	28%	20%
A minor reason why she lost	151	79	47	71	45	36	36	20	16	40	70	41
	33%	35%	32%	36%	28%	37%	32%	39%	26%	26%	33%	46%
Not a reason why she lost	136	67	41	42	62	33	32	12	20	42	67	27
	30%	30%	28%	21%	38%	34%	29%	24%	33%	27%	32%	30%
Unsure	37	18	10	16	14	6	14	4	10	18	16	3
	8%	8%	7%	8%	9%	7%	13%	8%	16%	12%	7%	3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_BidenDistance] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Kamala Harris did not distance herself from Joe Biden

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A major reason why she lost	131	-	27	104	6	45	80	13	107	-	-
	29%		36%	27%	20%	27%	32%	47%	28%		
A minor reason why she lost	151	-	24	128	11	57	84	6	137	-	-
	33%		31%	34%	38%	33%	33%	20%	35%		
Not a reason why she lost	136	-	17	119	11	43	79	7	112	-	-
	30%		23%	31%	37%	26%	31%	23%	29%		
Unsure	37	-	7	30	1	24	10	3	33	-	-
	8%		10%	8%	5%	14%	4%	9%	8%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Inflation] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
 -The economy and inflation

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A major reason why she lost	194	92	102	31	48	59	56	79	115	123	28	22	21
	43%	50%	37%	35%	43%	47%	43%	39%	45%	45%	32%	38%	56%
A minor reason why she lost	122	45	77	26	26	30	41	52	70	80	14	15	13
	27%	25%	28%	30%	23%	23%	31%	26%	27%	29%	16%	25%	36%
Not a reason why she lost	105	32	72	23	25	31	26	48	57	56	34	13	2
	23%	18%	26%	26%	22%	24%	20%	24%	22%	20%	39%	23%	5%
Unsure	35	13	22	7	14	7	7	21	14	15	11	9	1
	8%	7%	8%	9%	12%	6%	5%	11%	5%	5%	13%	15%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Inflation] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
 -The economy and inflation

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A major reason why she lost	194	42	39	70	44	80	113	33	35	31	26	69	68	126
	43%	33%	33%	50%	60%	33%	54%	31%	38%	41%	39%	59%	35%	49%
A minor reason why she lost	122	34	34	37	17	68	54	24	28	25	18	28	52	70
	27%	27%	29%	27%	23%	28%	26%	23%	30%	33%	27%	24%	26%	27%
Not a reason why she lost	105	32	34	28	11	66	39	33	23	15	16	18	56	49
	23%	25%	29%	20%	15%	27%	18%	32%	24%	20%	24%	16%	28%	19%
Unsure	35	20	10	5	1	29	6	14	8	5	7	2	21	14
	8%	15%	8%	3%	2%	12%	3%	13%	8%	7%	10%	2%	11%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Inflation] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-The economy and inflation

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A major reason why she lost	194	107	59	93	67	33	46	24	22	75	86	33
	43%	47%	40%	47%	41%	35%	41%	47%	36%	48%	41%	37%
A minor reason why she lost	122	63	46	59	33	30	33	14	19	34	61	27
	27%	27%	31%	30%	20%	32%	30%	28%	31%	21%	29%	31%
Not a reason why she lost	105	48	33	35	45	24	25	12	13	32	50	23
	23%	21%	22%	18%	28%	25%	22%	25%	21%	20%	24%	26%
Unsure	35	11	9	10	17	8	7	-	7	16	14	5
	8%	5%	6%	5%	11%	9%	6%		12%	10%	7%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Inflation] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-The economy and inflation

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A major reason why she lost	194	-	37	157	12	71	109	21	158	-	-
	43%		49%	41%	42%	42%	43%	74%	41%		
A minor reason why she lost	122	-	26	96	10	41	69	3	105	-	-
	27%		35%	25%	35%	24%	27%	11%	27%		
Not a reason why she lost	105	-	7	98	5	36	63	4	95	-	-
	23%		9%	26%	18%	21%	25%	13%	24%		
Unsure	35	-	6	29	2	21	12	1	30	-	-
	8%		8%	8%	6%	13%	5%	2%	8%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Immigration] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
 -Border security and immigration

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A major reason why she lost	185	90	95	27	38	62	58	66	120	123	19	24	19
	41%	50%	35%	31%	34%	49%	45%	33%	47%	45%	21%	41%	53%
A minor reason why she lost	142	54	88	26	41	34	42	67	75	90	23	15	14
	31%	30%	32%	30%	36%	27%	32%	33%	29%	33%	27%	25%	38%
Not a reason why she lost	92	29	62	20	21	26	25	41	51	47	35	7	3
	20%	16%	23%	22%	19%	21%	19%	20%	20%	17%	40%	12%	7%
Unsure	37	8	29	15	12	5	4	27	10	14	10	12	1
	8%	4%	11%	17%	11%	4%	3%	13%	4%	5%	11%	21%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Immigration] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
 -Border security and immigration

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A major reason why she lost	185	41	34	79	32	74	111	32	36	28	20	70	67	118
	41%	32%	29%	56%	45%	31%	52%	30%	38%	37%	31%	60%	34%	46%
A minor reason why she lost	142	39	39	39	24	78	64	30	32	29	23	28	62	80
	31%	30%	34%	28%	34%	32%	30%	29%	35%	38%	34%	24%	31%	31%
Not a reason why she lost	92	26	33	19	15	58	33	29	21	14	12	15	50	42
	20%	20%	28%	13%	20%	24%	16%	28%	22%	19%	18%	13%	25%	16%
Unsure	37	23	10	3	1	33	4	13	5	4	11	3	18	19
	8%	18%	9%	2%	2%	13%	2%	13%	5%	6%	16%	3%	9%	7%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Immigration] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Border security and immigration

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A major reason why she lost	185	89	68	92	54	40	37	23	14	64	91	31
	41%	39%	46%	47%	33%	41%	34%	46%	23%	41%	43%	35%
A minor reason why she lost	142	79	42	65	47	29	40	17	23	42	71	29
	31%	35%	29%	33%	29%	30%	36%	35%	38%	27%	33%	33%
Not a reason why she lost	92	47	29	29	37	25	26	9	17	34	33	25
	20%	21%	20%	15%	23%	26%	23%	17%	28%	22%	16%	28%
Unsure	37	13	8	11	23	2	8	1	7	16	17	4
	8%	6%	6%	6%	14%	2%	7%	2%	12%	10%	8%	4%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Immigration] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Border security and immigration

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A major reason why she lost	185	-	32	153	15	72	99	21	148	-	-
	41%		43%	40%	51%	43%	39%	75%	38%		
A minor reason why she lost	142	-	25	117	6	49	85	3	130	-	-
	31%		34%	31%	19%	29%	33%	9%	34%		
Not a reason why she lost	92	-	12	80	8	31	51	2	80	-	-
	20%		16%	21%	28%	18%	20%	8%	21%		
Unsure	37	-	5	31	1	16	19	2	30	-	-
	8%		7%	8%	2%	10%	8%	7%	8%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Israel] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
 -The war in Israel and Gaza

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A major reason why she lost	93	45	48	24	19	22	29	43	51	57	13	10	13
	21%	25%	18%	27%	17%	17%	22%	21%	20%	21%	16%	17%	36%
A minor reason why she lost	155	58	96	27	37	46	44	64	90	99	22	21	14
	34%	32%	35%	31%	33%	36%	34%	32%	35%	36%	25%	35%	37%
Not a reason why she lost	150	63	88	26	27	48	49	53	97	94	34	17	6
	33%	34%	32%	29%	24%	38%	38%	26%	38%	34%	39%	28%	17%
Unsure	57	16	42	11	29	11	7	40	18	25	17	11	3
	13%	9%	15%	12%	26%	8%	6%	20%	7%	9%	20%	19%	9%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Israel] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
 -The war in Israel and Gaza

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A major reason why she lost	93	30	19	25	19	49	44	18	16	13	11	35	34	60
	21%	23%	17%	18%	26%	20%	21%	17%	17%	18%	16%	30%	17%	23%
A minor reason why she lost	155	38	44	41	31	82	72	31	32	29	21	41	63	92
	34%	30%	38%	30%	43%	34%	34%	30%	34%	38%	32%	35%	32%	35%
Not a reason why she lost	150	34	38	58	20	72	79	35	33	28	22	33	67	83
	33%	27%	32%	42%	28%	29%	37%	33%	35%	37%	34%	28%	34%	32%
Unsure	57	26	15	14	2	41	17	20	13	6	11	7	33	24
	13%	20%	13%	10%	3%	17%	8%	20%	14%	8%	17%	6%	17%	9%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Israel] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-The war in Israel and Gaza

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A major reason why she lost	93	48	32	43	35	15	18	11	7	37	44	13
	21%	21%	22%	22%	22%	16%	16%	23%	11%	24%	21%	14%
A minor reason why she lost	155	81	46	81	46	27	40	21	19	58	65	32
	34%	35%	32%	41%	28%	28%	36%	41%	31%	37%	31%	36%
Not a reason why she lost	150	75	57	58	53	40	38	17	21	41	76	33
	33%	33%	39%	30%	32%	41%	34%	34%	35%	26%	36%	38%
Unsure	57	24	11	15	28	15	15	1	14	20	27	11
	13%	11%	8%	8%	17%	15%	13%	2%	23%	13%	13%	12%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Israel] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-The war in Israel and Gaza

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A major reason why she lost	93	-	14	80	7	27	59	16	70	-	-
	21%		18%	21%	24%	16%	23%	55%	18%		
A minor reason why she lost	155	-	23	132	9	49	95	4	140	-	-
	34%		30%	35%	32%	29%	38%	15%	36%		
Not a reason why she lost	150	-	29	121	10	62	77	6	130	-	-
	33%		38%	32%	36%	36%	31%	20%	34%		
Unsure	57	-	10	47	2	31	21	3	47	-	-
	13%		13%	12%	8%	19%	8%	9%	12%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Campaign] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
-Kamala Harris was not an effective campaigner

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A major reason why she lost	63	27	35	13	23	16	11	36	27	39	9	8	7
	14%	15%	13%	15%	20%	13%	8%	18%	11%	14%	10%	13%	19%
A minor reason why she lost	93	44	49	27	21	22	23	47	45	58	20	9	5
	20%	24%	18%	31%	18%	17%	18%	24%	18%	21%	23%	16%	15%
Not a reason why she lost	271	100	172	42	58	81	90	100	171	166	46	36	24
	60%	55%	63%	48%	52%	64%	70%	50%	67%	60%	53%	61%	65%
Unsure	29	10	18	6	11	8	5	16	12	11	11	6	1
	6%	6%	7%	6%	10%	6%	4%	8%	5%	4%	13%	10%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Campaign] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
 -Kamala Harris was not an effective campaigner

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A major reason why she lost	63	18	8	24	12	26	36	10	10	12	10	21	20	43
	14%	14%	7%	17%	17%	11%	17%	9%	11%	16%	15%	18%	10%	17%
A minor reason why she lost	93	24	26	30	14	49	43	14	22	13	15	29	36	57
	20%	19%	22%	21%	19%	20%	20%	14%	24%	17%	22%	25%	18%	22%
Not a reason why she lost	271	72	72	85	43	143	128	67	56	47	39	62	123	148
	60%	56%	62%	61%	59%	59%	60%	64%	60%	63%	59%	53%	62%	57%
Unsure	29	14	11	-	4	25	4	13	5	3	2	5	18	11
	6%	11%	10%		5%	10%	2%	13%	6%	5%	4%	4%	9%	4%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Campaign] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Kamala Harris was not an effective campaigner

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A major reason why she lost	63	38	13	25	25	12	23	11	12	28	26	9
	14%	17%	9%	13%	15%	13%	21%	22%	20%	18%	12%	10%
A minor reason why she lost	93	55	26	41	36	15	20	11	9	31	41	20
	20%	24%	18%	21%	23%	15%	18%	21%	15%	20%	19%	23%
Not a reason why she lost	271	124	99	123	85	63	62	28	34	88	128	55
	60%	54%	68%	62%	53%	65%	55%	56%	55%	57%	61%	62%
Unsure	29	12	8	7	15	6	7	1	6	9	16	4
	6%	5%	5%	4%	9%	6%	6%	2%	10%	6%	8%	4%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Campaign] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Kamala Harris was not an effective campaigner

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A major reason why she lost	63	-	9	54	9	28	24	10	40	-	-
	14%		11%	14%	31%	17%	10%	36%	10%		
A minor reason why she lost	93	-	23	70	2	42	49	6	81	-	-
	20%		31%	18%	6%	25%	19%	21%	21%		
Not a reason why she lost	271	-	37	234	17	82	170	11	244	-	-
	60%		50%	61%	57%	49%	67%	38%	63%		
Unsure	29	-	6	23	2	17	10	1	24	-	-
	6%		8%	6%	6%	10%	4%	4%	6%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Positions] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
-Kamala Harris's support for positions like transgender surgeries for illegal immigrants in her last presidential campaign

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A major reason why she lost	117	60	56	10	34	38	35	44	73	70	13	13	20
	26%	33%	21%	12%	30%	30%	27%	22%	28%	26%	15%	22%	55%
A minor reason why she lost	143	54	89	26	31	42	43	58	85	99	20	19	4
	31%	30%	32%	30%	28%	33%	34%	29%	33%	36%	24%	32%	12%
Not a reason why she lost	147	51	95	44	31	37	35	75	72	81	38	17	11
	32%	28%	35%	50%	28%	29%	27%	38%	28%	29%	44%	28%	31%
Unsure	49	15	34	7	16	10	16	22	27	24	14	10	1
	11%	8%	12%	8%	14%	8%	13%	11%	10%	9%	16%	17%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Positions] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Kamala Harris's support for positions like transgender surgeries for illegal immigrants in her last presidential campaign

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A major reason why she lost	117	41	33	27	16	73	43	28	21	16	14	37	50	67
	26%	32%	28%	19%	23%	30%	21%	27%	23%	21%	21%	32%	25%	26%
A minor reason why she lost	143	36	32	48	27	68	75	22	29	27	25	40	51	92
	31%	28%	27%	34%	37%	28%	35%	21%	31%	36%	38%	34%	26%	36%
Not a reason why she lost	147	30	40	51	25	71	76	36	32	26	22	31	68	79
	32%	24%	35%	37%	34%	29%	36%	35%	34%	34%	33%	26%	35%	30%
Unsure	49	20	12	13	4	32	17	17	11	7	5	9	28	21
	11%	16%	10%	9%	6%	13%	8%	17%	12%	9%	8%	7%	14%	8%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Positions] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Kamala Harris's support for positions like transgender surgeries for illegal immigrants in her last presidential campaign

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A major reason why she lost	117	58	44	55	35	27	29	16	12	39	51	27
	26%	26%	30%	28%	21%	28%	26%	32%	20%	25%	24%	31%
A minor reason why she lost	143	75	42	70	41	32	39	14	25	47	73	23
	31%	33%	28%	36%	25%	33%	35%	28%	40%	30%	35%	26%
Not a reason why she lost	147	78	43	53	65	28	34	17	17	51	68	28
	32%	34%	29%	27%	40%	29%	30%	34%	27%	33%	32%	32%
Unsure	49	17	18	18	21	10	11	3	8	20	20	10
	11%	7%	12%	9%	13%	10%	10%	6%	13%	13%	9%	11%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Positions] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Kamala Harris's support for positions like transgender surgeries for illegal immigrants in her last presidential campaign

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A major reason why she lost	117	-	19	98	12	45	59	16	87	-	-
	26%		25%	26%	41%	27%	23%	56%	23%		
A minor reason why she lost	143	-	31	112	12	58	71	8	121	-	-
	31%		41%	30%	40%	34%	28%	29%	31%		
Not a reason why she lost	147	-	15	131	4	40	102	3	134	-	-
	32%		20%	35%	15%	24%	40%	11%	35%		
Unsure	49	-	10	39	1	26	21	1	46	-	-
	11%		14%	10%	5%	15%	8%	4%	12%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Podcasts] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
-Kamala Harris did not go on podcasts like Joe Rogan

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A major reason why she lost	35	19	16	12	8	9	6	20	16	21	7	2	5
	8%	11%	6%	13%	7%	7%	5%	10%	6%	8%	8%	3%	15%
A minor reason why she lost	114	48	66	26	23	30	36	49	66	87	8	15	5
	25%	27%	24%	29%	21%	23%	28%	24%	26%	32%	9%	25%	15%
Not a reason why she lost	248	96	152	45	61	70	71	106	142	139	54	30	25
	54%	53%	55%	52%	54%	55%	55%	53%	55%	51%	63%	51%	68%
Unsure	58	18	40	5	20	17	15	25	33	28	17	12	1
	13%	10%	15%	5%	18%	14%	12%	13%	13%	10%	20%	21%	3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Podcasts] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Kamala Harris did not go on podcasts like Joe Rogan

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A major reason why she lost	35	8	5	12	11	13	23	7	4	5	5	16	11	25
	8%	6%	4%	9%	15%	5%	11%	7%	4%	6%	7%	14%	5%	10%
A minor reason why she lost	114	24	30	38	22	55	60	24	14	23	23	31	38	76
	25%	19%	26%	27%	30%	22%	28%	23%	15%	30%	34%	26%	19%	29%
Not a reason why she lost	248	71	68	75	34	139	109	53	63	38	33	61	116	132
	54%	55%	59%	54%	47%	57%	51%	51%	67%	50%	50%	52%	59%	51%
Unsure	58	25	13	14	6	38	21	20	13	10	6	9	33	26
	13%	19%	11%	10%	9%	15%	10%	19%	14%	14%	9%	8%	17%	10%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Podcasts] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Kamala Harris did not go on podcasts like Joe Rogan

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A major reason why she lost	35	23	9	17	13	5	17	13	3	17	17	1
	8%	10%	6%	9%	8%	5%	15%	26%	6%	11%	8%	1%
A minor reason why she lost	114	58	35	60	38	16	25	12	13	39	50	25
	25%	26%	24%	30%	23%	17%	23%	24%	22%	25%	24%	28%
Not a reason why she lost	248	126	81	99	87	61	56	24	32	80	116	52
	54%	55%	55%	50%	54%	64%	50%	48%	52%	51%	55%	59%
Unsure	58	21	21	21	24	14	13	1	13	20	28	10
	13%	9%	15%	10%	15%	14%	12%	2%	21%	13%	13%	11%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Podcasts] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
-Kamala Harris did not go on podcasts like Joe Rogan

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A major reason why she lost	35	-	7	29	4	10	21	2	30	-	-
	8%		9%	8%	15%	6%	8%	8%	8%		
A minor reason why she lost	114	-	18	96	7	35	73	7	98	-	-
	25%		24%	25%	23%	20%	29%	26%	25%		
Not a reason why she lost	248	-	36	211	16	92	138	15	213	-	-
	54%		48%	56%	53%	54%	55%	53%	55%		
Unsure	58	-	14	44	3	33	21	4	47	-	-
	13%		19%	12%	9%	19%	8%	13%	12%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Communication] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
 -Kamala Harris did not communicate her ideas clearly in interviews and other unscripted settings

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A major reason why she lost	110	58	52	10	32	32	35	42	68	73	12	13	13
	24%	32%	19%	11%	29%	26%	27%	21%	26%	27%	13%	22%	34%
A minor reason why she lost	124	55	68	23	25	42	33	48	75	78	19	17	10
	27%	31%	25%	27%	22%	33%	26%	24%	29%	28%	22%	28%	28%
Not a reason why she lost	190	62	128	47	40	47	56	87	103	109	45	23	13
	42%	34%	47%	54%	36%	37%	43%	44%	40%	40%	53%	39%	36%
Unsure	32	5	26	7	15	5	5	22	10	14	10	7	1
	7%	3%	10%	8%	13%	4%	4%	11%	4%	5%	12%	12%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Communication] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Kamala Harris did not communicate her ideas clearly in interviews and other unscripted settings

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A major reason why she lost	110	33	19	34	24	52	58	19	21	15	13	43	40	70
	24%	26%	16%	24%	33%	21%	27%	18%	22%	19%	19%	37%	20%	27%
A minor reason why she lost	124	27	36	40	22	62	61	23	31	25	21	23	54	70
	27%	21%	31%	28%	30%	26%	29%	22%	33%	34%	32%	20%	27%	27%
Not a reason why she lost	190	51	54	62	23	105	85	50	35	32	25	48	86	105
	42%	40%	47%	44%	32%	43%	40%	49%	38%	42%	38%	41%	43%	41%
Unsure	32	17	7	4	4	24	8	11	7	4	7	3	18	14
	7%	13%	6%	3%	5%	10%	4%	11%	7%	5%	10%	3%	9%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Communication] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Kamala Harris did not communicate her ideas clearly in interviews and other unscripted settings

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A major reason why she lost	110	58	39	62	27	21	31	17	15	43	52	15
	24%	25%	27%	31%	17%	22%	28%	33%	24%	28%	24%	17%
A minor reason why she lost	124	67	36	49	46	28	27	12	15	49	48	27
	27%	29%	25%	25%	29%	29%	24%	24%	25%	31%	23%	30%
Not a reason why she lost	190	94	64	78	67	44	45	22	23	51	97	43
	42%	41%	44%	39%	42%	46%	40%	43%	38%	33%	46%	48%
Unsure	32	9	7	8	21	2	8	-	8	13	15	4
	7%	4%	5%	4%	13%	2%	7%		14%	8%	7%	4%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_Communication] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Kamala Harris did not communicate her ideas clearly in interviews and other unscripted settings

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A major reason why she lost	110	-	22	88	10	47	51	19	77	-	-
	24%		29%	23%	34%	28%	20%	68%	20%		
A minor reason why she lost	124	-	29	95	9	41	74	5	111	-	-
	27%		38%	25%	29%	24%	29%	17%	29%		
Not a reason why she lost	190	-	20	171	10	64	115	3	172	-	-
	42%		26%	45%	35%	38%	45%	12%	44%		
Unsure	32	-	5	27	1	17	13	1	28	-	-
	7%		7%	7%	2%	10%	5%	2%	7%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_TooProgressive] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
 -Kamala Harris came across as too liberal or progressive

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A major reason why she lost	72	32	40	10	16	22	23	26	46	57	6	5	5
	16%	18%	15%	12%	14%	18%	18%	13%	18%	21%	7%	9%	12%
A minor reason why she lost	148	68	80	26	37	40	45	63	85	97	14	21	16
	33%	38%	29%	30%	33%	31%	35%	32%	33%	35%	16%	36%	44%
Not a reason why she lost	176	63	113	42	38	47	49	80	97	99	49	13	15
	39%	35%	41%	48%	34%	37%	38%	40%	38%	36%	57%	23%	41%
Unsure	59	18	41	9	22	18	11	30	29	21	17	19	1
	13%	10%	15%	10%	19%	14%	9%	15%	11%	8%	20%	33%	3%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_TooProgressive] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
 -Kamala Harris came across as too liberal or progressive

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A major reason why she lost	72	17	10	29	15	27	44	12	12	9	12	27	23	48
	16%	13%	9%	21%	21%	11%	21%	11%	13%	13%	18%	23%	12%	19%
A minor reason why she lost	148	29	40	54	25	69	79	23	30	32	13	50	53	95
	33%	23%	35%	39%	34%	28%	37%	23%	32%	42%	20%	42%	27%	37%
Not a reason why she lost	176	52	49	48	28	101	75	42	39	30	31	34	81	96
	39%	40%	42%	34%	38%	41%	36%	40%	42%	39%	48%	29%	41%	37%
Unsure	59	30	17	8	5	46	13	27	13	5	9	6	39	20
	13%	23%	14%	6%	7%	19%	6%	26%	14%	6%	14%	5%	20%	8%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_TooProgressive] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Kamala Harris came across as too liberal or progressive

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A major reason why she lost	72	37	25	35	22	15	20	11	9	22	36	14
	16%	16%	17%	18%	14%	15%	18%	21%	15%	14%	17%	16%
A minor reason why she lost	148	84	44	78	41	28	42	24	18	44	79	25
	33%	37%	30%	40%	26%	29%	38%	48%	30%	28%	37%	29%
Not a reason why she lost	176	86	61	65	68	43	39	16	24	67	72	38
	39%	38%	41%	33%	42%	45%	35%	31%	39%	43%	34%	42%
Unsure	59	21	16	19	29	11	11	-	11	24	24	12
	13%	9%	11%	10%	18%	11%	9%		17%	15%	11%	13%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_TooProgressive] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
-Kamala Harris came across as too liberal or progressive

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A major reason why she lost	72	-	14	58	6	28	37	7	59	-	-
	16%		18%	15%	22%	17%	15%	25%	15%		
A minor reason why she lost	148	-	26	122	7	52	88	9	131	-	-
	33%		34%	32%	25%	31%	35%	31%	34%		
Not a reason why she lost	176	-	24	153	11	56	109	8	153	-	-
	39%		31%	40%	36%	33%	43%	29%	40%		
Unsure	59	-	12	47	5	33	19	4	45	-	-
	13%		16%	12%	18%	20%	8%	15%	12%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_NotProgressiveEnough] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Kamala Harris didn't come across as liberal or progressive enough

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	456	181	274	87	112	127	129	199	256	274	86	59	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	169	273	84	97	135	126	181	261	286	87	50	19
A major reason why she lost	49	28	22	14	15	9	11	29	20	25	8	8	9
	11%	15%	8%	16%	13%	7%	9%	15%	8%	9%	10%	13%	24%
A minor reason why she lost	95	47	48	19	23	29	24	42	53	53	12	14	16
	21%	26%	17%	21%	20%	23%	19%	21%	21%	19%	14%	24%	43%
Not a reason why she lost	249	88	161	43	50	77	78	93	156	167	47	24	11
	55%	49%	59%	50%	45%	61%	61%	47%	61%	61%	54%	41%	31%
Unsure	62	18	44	11	24	12	15	35	27	29	19	13	1
	14%	10%	16%	12%	21%	9%	12%	18%	11%	11%	22%	22%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_NotProgressiveEnough] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Kamala Harris didn't come across as liberal or progressive enough

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	456	128	116	139	72	244	212	103	93	76	66	117	197	259
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	100	152	124	66	252	190	109	96	75	69	93	205	237
A major reason why she lost	49	18	8	12	11	26	23	9	9	8	9	14	18	32
	11%	14%	7%	9%	15%	11%	11%	9%	9%	11%	14%	12%	9%	12%
A minor reason why she lost	95	34	23	23	16	56	39	22	21	16	9	28	43	52
	21%	26%	19%	17%	22%	23%	18%	21%	22%	21%	13%	24%	22%	20%
Not a reason why she lost	249	52	69	85	44	121	128	49	54	42	39	66	102	147
	55%	41%	59%	61%	61%	50%	61%	47%	57%	55%	59%	57%	52%	57%
Unsure	62	24	16	19	2	40	21	24	11	10	9	8	35	27
	14%	19%	14%	14%	3%	17%	10%	23%	11%	13%	13%	7%	18%	11%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_NotProgressiveEnough] How big a reason do you think each of the following was for why Kamala Harris lost the election?  
-Kamala Harris didn't come across as liberal or progressive enough

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	456	228	146	197	162	96	112	51	61	156	211	88
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	442	214	146	176	161	104	106	41	65	151	194	97
A major reason why she lost	49	28	13	27	19	3	14	8	6	26	15	8
	11%	12%	9%	14%	12%	4%	13%	17%	9%	17%	7%	10%
A minor reason why she lost	95	59	23	48	34	13	30	20	10	31	40	24
	21%	26%	16%	24%	21%	14%	27%	40%	17%	20%	19%	27%
Not a reason why she lost	249	118	90	100	81	67	52	19	33	79	121	49
	55%	52%	62%	51%	50%	69%	47%	38%	54%	51%	57%	56%
Unsure	62	22	20	21	28	13	15	3	12	20	35	7
	14%	10%	14%	11%	17%	13%	13%	6%	20%	13%	17%	8%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHarrisLoss\_NotProgressiveEnough] How big a reason do you think each of the following was for why Kamala Harris lost the election?

-Kamala Harris didn't come across as liberal or progressive enough

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	456	-	75	380	29	169	253	28	388	-	-
	100		100	100	100	100	100	100	100		
Unweighted Total	442	-	79	363	28	163	246	23	383	-	-
A major reason why she lost	49	-	5	44	2	11	35	9	31	-	-
	11%		7%	12%	8%	6%	14%	33%	8%		
A minor reason why she lost	95	-	18	76	6	40	49	7	78	-	-
	21%		25%	20%	21%	24%	19%	27%	20%		
Not a reason why she lost	249	-	41	208	18	84	146	7	226	-	-
	55%		54%	55%	63%	50%	58%	26%	58%		
Unsure	62	-	10	51	3	34	23	4	53	-	-
	14%		14%	14%	9%	20%	9%	14%	14%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPreemptivePardons] There is currently debate about whether President Biden should offer preemptive pardons to members of his Administration to try to protect them from potential prosecution by the incoming Trump administration. These would likely be blanket pardons for unspecified actions. Should President Biden issue such a preemptive pardon for members of his administration?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	300	134	165	77	67	81	74	145	155	191	56	35	17
	30%	29%	31%	38%	29%	29%	26%	33%	27%	27%	49%	32%	25%
No	526	269	255	91	120	148	165	212	314	408	32	48	38
	53%	58%	48%	45%	52%	53%	58%	48%	56%	58%	28%	43%	55%
Unsure	176	62	114	36	44	49	47	80	95	108	26	28	14
	18%	13%	21%	18%	19%	18%	16%	18%	17%	15%	23%	25%	20%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPreemptivePardons] There is currently debate about whether President Biden should offer preemptive pardons to members of his Administration to try to protect them from potential prosecution by the incoming Trump administration. These would likely be blanket pardons for unspecified actions. Should President Biden issue such a preemptive pardon for members of his administration?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	300	66	74	106	53	140	159	63	58	63	41	74	121	178
	30%	23%	25%	42%	35%	24%	39%	29%	28%	40%	26%	29%	28%	31%
No	526	164	164	112	85	328	197	104	107	81	92	139	211	313
	53%	56%	54%	44%	56%	55%	49%	47%	52%	51%	59%	55%	49%	55%
Unsure	176	63	64	35	14	127	49	53	42	15	23	42	96	80
	18%	22%	21%	14%	9%	21%	12%	24%	20%	9%	15%	16%	22%	14%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPreemptivePardons] There is currently debate about whether President Biden should offer preemptive pardons to members of his Administration to try to protect them from potential prosecution by the incoming Trump administration. These would likely be blanket pardons for unspecified actions. Should President Biden issue such a preemptive pardon for members of his administration?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	300	166	87	131	111	56	92	47	45	123	120	57
	30%	33%	28%	27%	35%	28%	33%	34%	31%	45%	27%	20%
No	526	261	171	277	141	107	144	75	69	106	243	177
	53%	52%	55%	58%	44%	53%	51%	55%	48%	39%	54%	63%
Unsure	176	77	53	68	68	39	44	14	30	42	85	49
	18%	15%	17%	14%	21%	19%	16%	10%	21%	15%	19%	17%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPreemptivePardons] There is currently debate about whether President Biden should offer preemptive pardons to members of his Administration to try to protect them from potential prosecution by the incoming Trump administration. These would likely be blanket pardons for unspecified actions. Should President Biden issue such a preemptive pardon for members of his administration?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Yes	300	34	68	197	41	96	158	39	241	20	18
	30%	9%	31%	52%	11%	30%	56%	8%	55%	7%	12%
No	526	320	110	95	302	136	76	372	96	237	117
	53%	80%	50%	25%	79%	42%	27%	81%	22%	84%	76%
Unsure	176	45	43	88	37	89	46	46	104	26	18
	18%	11%	19%	23%	10%	28%	16%	10%	24%	9%	12%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QBidenProsecution] Do you believe the prosecution of Hunter Biden for tax and gun-related crimes was politically motivated?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	437	210	226	95	102	131	109	196	241	301	64	46	26
	44%	45%	42%	46%	44%	47%	38%	45%	43%	43%	56%	42%	38%
No	392	204	187	67	77	109	140	144	248	293	27	42	30
	39%	44%	35%	32%	33%	39%	49%	33%	44%	41%	24%	38%	43%
Unsure	172	51	120	44	53	38	37	97	75	113	23	22	13
	17%	11%	23%	21%	23%	14%	13%	22%	13%	16%	20%	20%	19%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QBidenProsecution] Do you believe the prosecution of Hunter Biden for tax and gun-related crimes was politically motivated?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	437	123	108	122	84	231	206	81	92	76	63	123	174	263
	44%	42%	36%	48%	55%	39%	51%	37%	44%	48%	40%	48%	41%	46%
No	392	116	145	84	47	261	131	87	90	59	68	88	177	215
	39%	40%	48%	33%	31%	44%	32%	40%	43%	37%	43%	34%	41%	38%
Unsure	172	54	49	47	22	103	69	52	25	24	26	44	77	94
	17%	18%	16%	19%	14%	17%	17%	23%	12%	15%	16%	17%	18%	16%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QBidenProsecution] Do you believe the prosecution of Hunter Biden for tax and gun-related crimes was politically motivated?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	437	243	126	201	151	84	126	69	57	141	193	103
	44%	48%	40%	42%	47%	41%	45%	51%	39%	52%	43%	36%
No	392	183	142	201	104	87	103	54	49	84	178	130
	39%	36%	46%	42%	32%	43%	37%	40%	34%	31%	40%	46%
Unsure	172	78	44	74	65	32	51	13	38	46	76	50
	17%	16%	14%	15%	20%	16%	18%	9%	27%	17%	17%	18%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QBidenProsecution] Do you believe the prosecution of Hunter Biden for tax and gun-related crimes was politically motivated?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Yes	437	102	89	246	90	154	187	101	292	64	41
	44%	26%	40%	65%	24%	48%	67%	22%	66%	23%	27%
No	392	236	83	73	234	101	49	295	73	183	85
	39%	59%	38%	19%	62%	31%	17%	65%	17%	65%	56%
Unsure	172	61	50	61	57	66	45	61	76	36	27
	17%	15%	22%	16%	15%	21%	16%	13%	17%	13%	18%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QHunterPardon] Joe Biden issued a pardon for all federal crimes his son, Hunter Biden, committed between January 1, 2014 and December 1, 2024 To what extent do you support or oppose Joe Biden issuing this pardon for his son, Hunter?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	255	114	141	52	48	79	77	99	156	173	46	23	13
	26%	25%	26%	25%	20%	28%	27%	23%	28%	25%	40%	21%	18%
STRONGLY/SOMEWHAT OPPOSE	580	297	281	112	147	150	170	259	321	425	33	70	52
	58%	64%	53%	55%	63%	54%	60%	59%	57%	60%	29%	63%	75%
Strongly support	154	59	94	28	34	51	41	62	92	105	31	16	2
	15%	13%	18%	13%	15%	19%	14%	14%	16%	15%	27%	15%	2%
Somewhat support	102	55	47	24	13	28	37	37	64	69	15	7	11
	10%	12%	9%	12%	6%	10%	13%	9%	11%	10%	13%	6%	16%
Neither support nor oppose	133	47	86	30	32	39	33	61	72	89	28	11	4
	13%	10%	16%	14%	14%	14%	11%	14%	13%	13%	25%	10%	7%
Somewhat oppose	162	76	87	39	50	37	36	88	74	96	17	25	24
	16%	16%	16%	19%	21%	13%	13%	20%	13%	14%	15%	22%	35%
Strongly oppose	418	221	195	73	97	113	134	170	247	329	17	45	27
	42%	48%	36%	36%	42%	41%	47%	39%	44%	47%	14%	41%	40%
Unsure	33	7	26	12	6	9	6	18	15	19	7	6	-
	3%	2%	5%	6%	3%	3%	2%	4%	3%	3%	6%	6%	-

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	255 26%	51 18%	69 23%	84 33%	51 34%	120 20%	135 33%	48 22%	53 26%	48 30%	34 21%	72 28%	101 24%	154 27%
STRONGLY/SOMEWHAT OPPOSE	580 58%	186 63%	185 61%	133 52%	77 50%	370 62%	209 52%	111 51%	119 58%	94 59%	102 65%	150 59%	231 54%	347 61%
Strongly support	154 15%	38 13%	34 11%	47 19%	35 23%	72 12%	82 20%	37 17%	27 13%	28 17%	17 11%	45 18%	64 15%	90 16%
Somewhat support	102 10%	13 5%	35 12%	37 15%	16 11%	49 8%	53 13%	10 5%	26 13%	21 13%	17 11%	27 11%	36 9%	65 11%
Neither support nor oppose	133 13%	39 13%	39 13%	31 12%	23 15%	79 13%	54 13%	47 21%	26 13%	13 8%	18 12%	29 11%	73 17%	60 10%
Somewhat oppose	162 16%	45 15%	51 17%	45 18%	22 14%	96 16%	67 16%	29 13%	35 17%	20 13%	29 19%	48 19%	64 15%	97 17%
Strongly oppose	418 42%	141 48%	133 44%	88 35%	55 36%	274 46%	143 35%	82 37%	84 40%	74 47%	73 46%	103 40%	166 39%	249 44%
Unsure	33 3%	17 6%	9 3%	6 2%	1 1%	26 4%	7 2%	14 6%	9 4%	3 2%	3 2%	4 2%	23 5%	10 2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	255 26%	132 26%	89 28%	121 26%	84 26%	48 24%	78 28%	39 29%	39 27%	96 36%	104 23%	55 19%
STRONGLY/SOMEWHAT OPPOSE	580 58%	298 59%	175 56%	301 63%	160 50%	119 59%	157 56%	79 58%	78 54%	113 42%	284 63%	183 65%
Strongly support	154 15%	80 16%	52 17%	65 14%	59 18%	30 15%	44 16%	22 16%	22 15%	59 22%	62 14%	32 11%
Somewhat support	102 10%	52 10%	37 12%	56 12%	26 8%	18 9%	34 12%	17 13%	17 12%	37 14%	42 9%	23 8%
Neither support nor oppose	133 13%	63 12%	42 13%	45 9%	55 17%	33 16%	35 13%	17 13%	18 12%	49 18%	47 10%	37 13%
Somewhat oppose	162 16%	99 20%	36 12%	72 15%	54 17%	36 18%	40 14%	18 13%	21 15%	41 15%	83 19%	38 13%
Strongly oppose	418 42%	200 40%	139 45%	229 48%	106 33%	83 41%	117 42%	61 45%	56 39%	72 26%	201 45%	145 51%
Unsure	33 3%	11 2%	6 2%	9 2%	21 7%	2 1%	9 3%	-	9 6%	12 4%	13 3%	8 3%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	255 26%	25 6%	53 24%	177 47%	32 8%	83 26%	139 49%	26 6%	213 48%	17 6%	13 8%
STRONGLY/SOMEWHAT OPPOSE	580 58%	336 84%	123 56%	121 32%	314 83%	161 50%	94 34%	389 85%	127 29%	241 85%	130 84%
Strongly support	154 15%	13 3%	22 10%	118 31%	17 4%	41 13%	94 33%	12 3%	130 30%	6 2%	8 5%
Somewhat support	102 10%	12 3%	31 14%	59 15%	15 4%	42 13%	45 16%	14 3%	83 19%	11 4%	5 3%
Neither support nor oppose	133 13%	30 7%	33 15%	70 18%	28 7%	59 18%	44 16%	32 7%	85 19%	19 7%	9 6%
Somewhat oppose	162 16%	56 14%	40 18%	67 18%	53 14%	56 18%	51 18%	64 14%	79 18%	35 12%	26 17%
Strongly oppose	418 42%	280 70%	83 38%	54 14%	261 69%	105 33%	43 15%	325 71%	48 11%	206 73%	104 67%
Unsure	33 3%	9 2%	13 6%	12 3%	7 2%	18 6%	4 1%	9 2%	15 3%	6 2%	2 2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QLegalImm] How should the number of legal immigrants the US allows in each year change?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
IT SHOULD INCREASE A LOT/ LITTLE	165 16%	92 20%	73 14%	50 24%	52 22%	39 14%	25 9%	101 23%	64 11%	109 15%	24 21%	17 15%	16 23%
IT SHOULD DECREASE A LOT/ LITTLE	515 51%	240 52%	275 52%	86 42%	107 46%	157 56%	165 58%	194 44%	322 57%	383 54%	50 43%	57 52%	25 36%
It should increase a lot	81 8%	51 11%	30 6%	23 11%	31 14%	16 6%	11 4%	54 12%	27 5%	55 8%	11 10%	8 8%	7 10%
It should increase a little	84 8%	41 9%	42 8%	27 13%	20 9%	22 8%	14 5%	47 11%	37 7%	54 8%	13 11%	8 7%	9 13%
It should stay the same	236 24%	113 24%	123 23%	47 23%	43 19%	66 24%	80 28%	90 21%	145 26%	167 24%	22 19%	22 20%	25 37%
It should decrease a little	143 14%	68 15%	75 14%	26 13%	35 15%	45 16%	37 13%	62 14%	82 14%	88 12%	23 20%	24 22%	8 12%
It should decrease a lot	372 37%	172 37%	201 38%	60 29%	72 31%	112 40%	128 45%	132 30%	240 43%	295 42%	27 24%	33 30%	17 24%
Unsure	85 8%	20 4%	63 12%	22 11%	30 13%	16 6%	16 6%	52 12%	33 6%	48 7%	19 17%	15 13%	3 4%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QLegalImm] How should the number of legal immigrants the US allows in each year change?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
IT SHOULD INCREASE A LOT/ LITTLE	165 16%	33 11%	31 10%	57 23%	44 29%	64 11%	101 25%	25 11%	35 17%	26 16%	22 14%	57 22%	60 14%	105 18%
IT SHOULD DECREASE A LOT/ LITTLE	515 51%	172 59%	169 56%	108 43%	67 44%	341 57%	175 43%	125 57%	102 49%	77 48%	83 53%	127 50%	226 53%	287 50%
It should increase a lot	81 8%	19 7%	14 5%	23 9%	24 16%	34 6%	47 12%	18 8%	12 6%	14 9%	7 5%	30 12%	30 7%	51 9%
It should increase a little	84 8%	14 5%	16 5%	34 13%	20 13%	30 5%	54 13%	7 3%	24 11%	11 7%	15 10%	28 11%	30 7%	54 9%
It should stay the same	236 24%	56 19%	76 25%	66 26%	37 24%	132 22%	104 26%	46 21%	50 24%	43 27%	40 26%	57 22%	96 22%	140 25%
It should decrease a little	143 14%	48 16%	42 14%	31 12%	23 15%	89 15%	54 13%	40 18%	28 14%	21 13%	22 14%	32 13%	68 16%	75 13%
It should decrease a lot	372 37%	124 42%	127 42%	77 30%	44 29%	251 42%	121 30%	84 38%	73 35%	56 35%	61 39%	95 37%	158 37%	212 37%
Unsure	85 8%	32 11%	26 9%	21 8%	5 3%	58 10%	26 7%	24 11%	21 10%	14 9%	11 7%	14 6%	45 11%	39 7%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QLegalImm] How should the number of legal immigrants the US allows in each year change?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
IT SHOULD INCREASE A LOT/ LITTLE	165 16%	107 21%	32 10%	76 16%	65 20%	22 11%	58 21%	33 25%	24 17%	65 24%	75 17%	26 9%
IT SHOULD DECREASE A LOT/ LITTLE	515 51%	237 47%	177 57%	247 52%	148 46%	120 59%	142 51%	62 46%	80 56%	118 44%	230 51%	168 59%
It should increase a lot	81 8%	57 11%	15 5%	42 9%	31 10%	6 3%	30 11%	21 15%	10 7%	39 14%	31 7%	11 4%
It should increase a little	84 8%	50 10%	17 6%	33 7%	34 11%	16 8%	28 10%	13 9%	15 10%	25 9%	44 10%	15 5%
It should stay the same	236 24%	123 24%	84 27%	122 26%	70 22%	44 22%	53 19%	35 26%	19 13%	71 26%	101 23%	64 23%
It should decrease a little	143 14%	69 14%	44 14%	70 15%	43 13%	31 15%	56 20%	29 22%	26 18%	42 16%	68 15%	34 12%
It should decrease a lot	372 37%	168 33%	133 43%	177 37%	106 33%	90 44%	87 31%	33 24%	54 37%	76 28%	162 36%	134 47%
Unsure	85 8%	39 8%	19 6%	31 7%	36 11%	17 8%	27 9%	6 4%	21 15%	17 6%	42 9%	25 9%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QLegalImm] How should the number of legal immigrants the US allows in each year change?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
IT SHOULD INCREASE A LOT/ LITTLE	165 16%	40 10%	39 18%	86 23%	43 11%	35 11%	84 30%	47 10%	98 22%	28 10%	15 9%
IT SHOULD DECREASE A LOT/ LITTLE	515 51%	269 67%	97 44%	149 39%	251 66%	166 52%	88 31%	301 66%	166 38%	195 69%	108 70%
It should increase a lot	81 8%	17 4%	19 8%	46 12%	21 6%	15 5%	44 16%	20 4%	50 11%	8 3%	9 6%
It should increase a little	84 8%	23 6%	21 9%	40 11%	22 6%	20 6%	40 14%	27 6%	47 11%	20 7%	6 4%
It should stay the same	236 24%	72 18%	60 27%	103 27%	76 20%	76 24%	82 29%	86 19%	128 29%	54 19%	24 15%
It should decrease a little	143 14%	40 10%	26 12%	77 20%	36 10%	60 19%	45 16%	50 11%	78 18%	32 11%	19 12%
It should decrease a lot	372 37%	229 57%	71 32%	72 19%	215 56%	107 33%	43 15%	251 55%	87 20%	163 57%	89 58%
Unsure	85 8%	18 4%	24 11%	43 11%	11 3%	43 14%	27 9%	23 5%	49 11%	7 3%	8 5%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q11legallmm] How do you think the United States should deal with immigrants who are currently living in the United States illegally?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Allow them to become citizens if they meet certain requirements	443	182	261	106	99	121	118	204	239	298	53	61	32
	44%	39%	49%	52%	42%	43%	41%	47%	42%	42%	46%	55%	46%
Allow them to become permanent legal residents, but not citizens	116	57	58	25	32	28	31	57	59	78	19	16	4
	12%	12%	11%	12%	14%	10%	11%	13%	10%	11%	16%	14%	5%
Identify and deport them	381	210	170	56	84	115	126	140	241	296	28	30	28
	38%	45%	32%	27%	36%	42%	44%	32%	43%	42%	25%	27%	41%
Do nothing	12	6	6	8	2	1	1	10	2	6	3	0	3
	1%	1%	1%	4%	1%	*%	*%	2%	*%	1%	2%	*%	4%
Unsure	48	10	38	10	16	12	10	26	23	29	12	4	3
	5%	2%	7%	5%	7%	4%	4%	6%	4%	4%	10%	4%	4%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q1llegalImm] How do you think the United States should deal with immigrants who are currently living in the United States illegally?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Allow them to become citizens if they meet certain requirements	443	113	126	124	80	239	204	94	92	62	63	131	186	256
	44%	39%	42%	49%	52%	40%	50%	43%	44%	39%	40%	51%	44%	45%
Allow them to become permanent legal residents, but not citizens	116	25	35	33	22	61	55	20	27	26	13	29	47	68
	12%	9%	12%	13%	15%	10%	14%	9%	13%	16%	8%	11%	11%	12%
Identify and deport them	381	123	128	84	47	251	131	87	72	65	70	87	159	222
	38%	42%	42%	33%	31%	42%	32%	39%	35%	41%	45%	34%	37%	39%
Do nothing	12	9	2	1	1	11	2	7	2	1	2	1	9	4
	1%	3%	1%	*%	1%	2%	*%	3%	1%	1%	1%	*%	2%	1%
Unsure	48	23	12	11	3	34	14	12	14	4	10	8	26	21
	5%	8%	4%	4%	2%	6%	3%	5%	7%	2%	6%	3%	6%	4%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q11legallmm] How do you think the United States should deal with immigrants who are currently living in the United States illegally?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Allow them to become citizens if they meet certain requirements	443	231	130	210	154	78	126	60	66	132	199	112
	44%	46%	42%	44%	48%	38%	45%	44%	46%	49%	44%	40%
Allow them to become permanent legal residents, but not citizens	116	73	33	52	38	27	38	20	18	46	50	20
	12%	14%	10%	11%	12%	13%	14%	15%	12%	17%	11%	7%
Identify and deport them	381	178	138	201	95	86	103	54	49	80	166	136
	38%	35%	44%	42%	30%	42%	37%	40%	34%	30%	37%	48%
Do nothing	12	10	1	1	10	1	2	-	2	3	5	4
	1%	2%	*%	*%	3%	1%	1%		2%	1%	1%	2%
Unsure	48	13	11	13	23	12	10	1	10	10	28	11
	5%	3%	3%	3%	7%	6%	4%	1%	7%	4%	6%	4%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q1llegallmm] How do you think the United States should deal with immigrants who are currently living in the United States illegally?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Allow them to become citizens if they meet certain requirements	443	118	97	228	108	147	177	123	270	75	51
	44%	29%	44%	60%	28%	46%	63%	27%	61%	26%	33%
Allow them to become permanent legal residents, but not citizens	116	31	29	55	30	37	47	40	68	19	13
	12%	8%	13%	15%	8%	12%	17%	9%	15%	7%	8%
Identify and deport them	381	238	78	66	229	108	42	280	69	184	83
	38%	59%	35%	17%	60%	34%	15%	61%	16%	65%	54%
Do nothing	12	1	4	7	3	3	6	3	6	1	1
	1%	*%	2%	2%	1%	1%	2%	1%	1%	*%	*%
Unsure	48	12	13	23	11	26	9	10	27	5	6
	5%	3%	6%	6%	3%	8%	3%	2%	6%	2%	4%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QMassDeportSupport] To what extent do you support or oppose "mass deportations" of illegal immigrants?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	468	246	220	74	109	126	159	182	286	358	32	40	39
	47%	53%	41%	36%	47%	45%	56%	42%	51%	51%	28%	36%	57%
STRONGLY/SOMEWHAT OPPOSE	392	168	223	89	90	108	105	179	213	271	47	51	23
	39%	36%	42%	43%	39%	39%	37%	41%	38%	38%	41%	46%	33%
Strongly support	315	176	137	51	65	82	117	116	199	251	18	22	25
	32%	38%	26%	25%	28%	29%	41%	27%	35%	36%	15%	20%	36%
Somewhat support	153	70	83	22	44	45	42	66	87	106	14	18	14
	15%	15%	16%	11%	19%	16%	15%	15%	15%	15%	12%	16%	21%
Neither support nor oppose	102	46	56	35	17	34	17	51	51	58	25	13	6
	10%	10%	10%	17%	7%	12%	6%	12%	9%	8%	22%	12%	8%
Somewhat oppose	139	68	71	31	27	43	39	58	81	92	19	19	9
	14%	15%	13%	15%	12%	15%	13%	13%	14%	13%	16%	17%	13%
Strongly oppose	253	100	152	58	63	65	67	121	132	179	28	32	14
	25%	22%	28%	28%	27%	24%	23%	28%	23%	25%	25%	29%	20%
Unsure	39	4	35	8	17	9	5	24	14	20	11	7	1
	4%	1%	6%	4%	7%	3%	2%	6%	3%	3%	10%	6%	1%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QMassDeportSupport] To what extent do you support or oppose "mass deportations" of illegal immigrants?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	468 47%	152 52%	149 49%	101 40%	65 43%	301 51%	166 41%	102 46%	98 47%	73 46%	77 49%	116 45%	200 47%	266 47%
STRONGLY/SOMEWHAT OPPOSE	392 39%	86 29%	107 35%	122 48%	77 50%	193 32%	199 49%	78 35%	81 39%	71 45%	52 33%	110 43%	159 37%	233 41%
Strongly support	315 32%	102 35%	108 36%	68 27%	37 24%	209 35%	105 26%	78 35%	63 30%	53 33%	46 30%	74 29%	141 33%	173 30%
Somewhat support	153 15%	50 17%	42 14%	33 13%	28 18%	92 15%	61 15%	24 11%	35 17%	20 13%	31 20%	42 17%	59 14%	93 16%
Neither support nor oppose	102 10%	41 14%	35 12%	18 7%	8 5%	76 13%	26 6%	26 12%	22 11%	10 7%	20 13%	23 9%	48 11%	54 9%
Somewhat oppose	139 14%	39 13%	37 12%	39 16%	24 16%	76 13%	64 16%	26 12%	33 16%	19 12%	19 12%	42 16%	59 14%	80 14%
Strongly oppose	253 25%	48 16%	69 23%	83 33%	53 35%	117 20%	136 33%	52 24%	48 23%	52 33%	33 21%	68 27%	100 23%	153 27%
Unsure	39 4%	14 5%	11 4%	11 4%	3 2%	25 4%	14 3%	15 7%	6 3%	4 3%	8 5%	6 2%	20 5%	18 3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QMassDeportSupport] To what extent do you support or oppose "mass deportations" of illegal immigrants?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	468	221	165	242	123	104	131	70	61	108	200	160
	47%	44%	53%	51%	38%	51%	47%	52%	42%	40%	45%	56%
STRONGLY/SOMEWHAT OPPOSE	392	211	121	184	132	76	103	51	52	119	189	85
	39%	42%	39%	39%	41%	37%	37%	38%	36%	44%	42%	30%
Strongly support	315	141	122	158	84	73	83	45	37	69	139	107
	32%	28%	39%	33%	26%	36%	30%	33%	26%	26%	31%	38%
Somewhat support	153	80	43	83	39	31	49	25	24	39	61	52
	15%	16%	14%	17%	12%	15%	17%	18%	17%	14%	14%	19%
Neither support nor oppose	102	58	19	42	43	17	35	14	21	34	36	31
	10%	12%	6%	9%	13%	8%	13%	10%	15%	13%	8%	11%
Somewhat oppose	139	82	43	70	38	31	41	21	21	37	64	39
	14%	16%	14%	15%	12%	15%	15%	15%	14%	14%	14%	14%
Strongly oppose	253	129	78	114	94	44	62	31	31	82	125	46
	25%	25%	25%	24%	29%	22%	22%	23%	21%	30%	28%	16%
Unsure	39	15	7	9	23	6	10	-	10	9	22	7
	4%	3%	2%	2%	7%	3%	4%		7%	3%	5%	3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QMassDeportSupport] To what extent do you support or oppose "mass deportations" of illegal immigrants?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	468 47%	299 75%	86 39%	83 22%	293 77%	119 37%	51 18%	351 77%	73 17%	227 80%	110 72%
STRONGLY/SOMEWHAT OPPOSE	392 39%	61 15%	91 41%	240 63%	53 14%	130 41%	202 72%	58 13%	299 68%	31 11%	28 18%
Strongly support	315 32%	220 55%	55 25%	40 11%	214 56%	67 21%	31 11%	266 58%	27 6%	177 63%	75 49%
Somewhat support	153 15%	79 20%	32 14%	42 11%	79 21%	52 16%	19 7%	85 19%	46 10%	50 18%	35 23%
Neither support nor oppose	102 10%	33 8%	32 15%	37 10%	29 8%	50 16%	20 7%	38 8%	44 10%	23 8%	11 7%
Somewhat oppose	139 14%	34 8%	33 15%	72 19%	32 8%	64 20%	41 15%	35 8%	94 21%	21 7%	15 10%
Strongly oppose	253 25%	27 7%	58 26%	168 44%	21 6%	66 21%	161 57%	23 5%	205 47%	10 3%	13 9%
Unsure	39 4%	6 2%	12 5%	21 5%	6 1%	22 7%	8 3%	9 2%	24 5%	3 1%	5 3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Recent - Version A] Please indicate if you support each of the following types of people being deported  
-A family of three who came into the country illegally this year, has enrolled their child in school, and are employed

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	502	245	255	101	108	143	151	208	294	367	45	53	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	493	230	261	97	98	147	151	195	298	377	50	46	20
STRONGLY/SOMEWHAT SUPPORT	196 39%	96 39%	98 39%	27 27%	45 42%	51 36%	73 48%	72 35%	124 42%	154 42%	13 28%	19 35%	10 28%
STRONGLY/SOMEWHAT OPPOSE	212 42%	102 42%	109 43%	52 51%	41 38%	62 43%	57 38%	93 45%	119 41%	156 42%	20 44%	23 44%	13 37%
Strongly support	121 24%	62 25%	57 22%	17 16%	24 22%	34 23%	46 31%	41 19%	80 27%	89 24%	8 17%	15 29%	9 23%
Somewhat support	76 15%	34 14%	41 16%	11 10%	21 19%	18 13%	26 17%	31 15%	44 15%	66 18%	5 11%	3 6%	2 5%
Neither support nor oppose	75 15%	40 16%	35 14%	18 18%	21 19%	23 16%	13 9%	38 18%	37 12%	41 11%	10 22%	11 21%	13 35%
Somewhat oppose	86 17%	37 15%	49 19%	18 18%	19 17%	27 19%	22 15%	37 18%	49 17%	64 17%	7 16%	9 18%	6 16%
Strongly oppose	126 25%	65 27%	60 23%	33 33%	22 21%	35 25%	35 23%	56 27%	70 24%	92 25%	13 28%	14 26%	8 21%
Unsure	19 4%	7 3%	12 5%	4 4%	1 1%	6 4%	8 5%	5 2%	14 5%	16 4%	2 6%	-	-

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Recent - Version A] Please indicate if you support each of the following types of people being deported  
-A family of three who came into the country illegally this year, has enrolled their child in school, and are employed

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	502	144	144	131	83	288	214	102	102	88	68	141	204	297
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	493	113	187	119	74	300	193	109	113	87	70	112	222	269
STRONGLY/SOMEWHAT SUPPORT	196	50	59	53	35	109	87	44	39	23	32	58	84	113
	39%	35%	41%	40%	42%	38%	41%	44%	38%	26%	47%	41%	41%	38%
STRONGLY/SOMEWHAT OPPOSE	212	66	57	55	34	124	88	41	45	49	25	51	86	125
	42%	46%	40%	42%	40%	43%	41%	40%	44%	56%	37%	36%	42%	42%
Strongly support	121	33	41	31	16	74	47	33	23	10	19	36	56	64
	24%	23%	28%	24%	19%	26%	22%	32%	23%	11%	27%	26%	28%	22%
Somewhat support	76	17	18	21	19	35	41	11	16	13	13	22	27	49
	15%	12%	13%	16%	23%	12%	19%	11%	15%	15%	19%	16%	13%	16%
Neither support nor oppose	75	23	21	17	14	44	31	13	17	12	11	22	30	45
	15%	16%	15%	13%	17%	15%	15%	13%	16%	14%	16%	16%	15%	15%
Somewhat oppose	86	23	27	21	14	51	35	12	19	16	12	27	31	55
	17%	16%	19%	16%	17%	18%	17%	12%	18%	18%	18%	19%	15%	19%
Strongly oppose	126	43	30	34	19	73	53	29	26	33	13	24	55	70
	25%	30%	21%	26%	23%	25%	25%	28%	26%	38%	19%	17%	27%	24%
Unsure	19	5	7	6	1	12	7	3	1	4	0	9	5	14
	4%	4%	5%	5%	1%	4%	3%	3%	1%	4%	1%	7%	2%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Recent - Version A] Please indicate if you support each of the following types of people being deported  
-A family of three who came into the country illegally this year, has enrolled their child in school, and are employed

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	502	252	161	246	155	100	135	78	57	158	192	153
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	493	240	163	225	154	112	138	68	70	148	188	157
STRONGLY/SOMEWHAT SUPPORT	196 39%	89 35%	77 48%	101 41%	46 30%	48 48%	50 37%	28 36%	22 39%	57 36%	75 39%	65 43%
STRONGLY/SOMEWHAT OPPOSE	212 42%	108 43%	64 40%	95 39%	80 52%	37 37%	50 37%	28 35%	22 38%	74 47%	79 41%	59 39%
Strongly support	121 24%	53 21%	50 31%	58 24%	32 21%	30 30%	28 21%	14 18%	14 25%	33 21%	50 26%	38 25%
Somewhat support	76 15%	36 14%	27 17%	43 18%	14 9%	19 19%	22 16%	14 18%	8 14%	24 15%	24 13%	27 18%
Neither support nor oppose	75 15%	45 18%	15 9%	38 15%	25 16%	12 12%	29 22%	20 26%	9 15%	24 15%	29 15%	22 14%
Somewhat oppose	86 17%	47 18%	27 17%	43 18%	29 19%	14 14%	23 17%	14 18%	9 15%	25 16%	35 18%	26 17%
Strongly oppose	126 25%	61 24%	37 23%	51 21%	52 33%	23 23%	27 20%	13 17%	13 23%	48 31%	44 23%	33 22%
Unsure	19 4%	10 4%	5 3%	12 5%	4 2%	3 3%	7 5%	2 3%	4 8%	4 3%	8 4%	6 4%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Recent - Version A] Please indicate if you support each of the following types of people being deported  
-A family of three who came into the country illegally this year, has enrolled their child in school, and are employed

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	502	214	97	191	196	146	153	233	220	154	72
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	493	209	110	174	185	154	143	225	216	148	71
STRONGLY/SOMEWHAT SUPPORT	196	111	38	48	107	51	36	132	44	86	35
	39%	52%	39%	25%	55%	35%	23%	57%	20%	56%	50%
STRONGLY/SOMEWHAT OPPOSE	212	74	33	105	62	49	98	66	128	44	28
	42%	35%	34%	55%	31%	34%	64%	28%	58%	28%	39%
Strongly support	121	68	24	28	72	28	20	88	25	57	18
	24%	32%	25%	15%	36%	19%	13%	38%	11%	37%	25%
Somewhat support	76	43	13	20	35	23	16	45	20	29	18
	15%	20%	14%	10%	18%	16%	10%	19%	9%	19%	24%
Neither support nor oppose	75	23	19	34	19	38	18	26	41	16	6
	15%	10%	19%	18%	10%	26%	12%	11%	19%	11%	8%
Somewhat oppose	86	36	11	39	34	22	29	37	46	21	14
	17%	17%	11%	20%	17%	15%	19%	16%	21%	14%	19%
Strongly oppose	126	38	22	66	28	27	69	29	82	22	14
	25%	18%	22%	35%	14%	19%	45%	12%	37%	14%	20%
Unsure	19	7	8	4	8	8	2	9	7	8	2
	4%	3%	8%	2%	4%	6%	1%	4%	3%	5%	3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Recent - Version B] Please indicate if you support each of the following types of people being deported  
-A family of three who came into the country illegally this year, has enrolled their child in school, and are not employed

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	499	220	279	104	125	135	135	229	270	340	70	57	32
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	227	281	107	111	152	138	218	290	366	70	49	23
STRONGLY/SOMEWHAT SUPPORT	237 48%	121 55%	116 42%	51 49%	50 40%	66 49%	71 52%	100 44%	137 51%	175 52%	22 31%	21 37%	19 58%
STRONGLY/SOMEWHAT OPPOSE	150 30%	58 26%	91 33%	39 38%	39 31%	41 31%	30 22%	78 34%	71 26%	97 29%	25 35%	18 31%	10 31%
Strongly support	144 29%	80 37%	64 23%	26 25%	31 25%	41 30%	46 34%	57 25%	87 32%	115 34%	7 10%	11 19%	12 37%
Somewhat support	93 19%	40 18%	53 19%	24 23%	18 15%	25 19%	25 18%	43 19%	50 19%	61 18%	15 21%	11 18%	7 21%
Neither support nor oppose	85 17%	35 16%	50 18%	9 9%	26 21%	23 17%	28 20%	35 15%	50 19%	52 15%	16 23%	15 26%	3 8%
Somewhat oppose	58 12%	25 11%	34 12%	17 16%	13 11%	17 13%	11 8%	30 13%	28 10%	42 12%	8 11%	6 10%	3 9%
Strongly oppose	91 18%	33 15%	58 21%	22 21%	26 21%	24 18%	19 14%	48 21%	43 16%	56 16%	17 24%	12 21%	7 22%
Unsure	26 5%	6 3%	21 7%	5 5%	10 8%	5 3%	7 5%	15 7%	11 4%	15 4%	8 11%	3 6%	1 2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Recent - Version B] Please indicate if you support each of the following types of people being deported  
-A family of three who came into the country illegally this year, has enrolled their child in school, and are not employed

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	499	149	158	122	70	306	192	118	106	71	89	115	223	274
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	131	194	115	67	325	182	126	111	78	84	107	237	269
STRONGLY/SOMEWHAT SUPPORT	237	64	77	63	33	142	96	56	41	39	37	64	97	140
	48%	43%	49%	52%	47%	46%	50%	47%	39%	55%	42%	56%	43%	51%
STRONGLY/SOMEWHAT OPPOSE	150	52	37	37	23	89	60	29	40	21	30	29	69	80
	30%	35%	23%	30%	34%	29%	31%	25%	37%	30%	34%	25%	31%	29%
Strongly support	144	39	43	39	23	82	62	32	22	26	26	38	54	90
	29%	26%	27%	32%	33%	27%	32%	27%	21%	37%	29%	33%	24%	33%
Somewhat support	93	25	35	24	10	60	33	24	19	13	11	26	43	50
	19%	17%	22%	19%	14%	19%	17%	21%	18%	18%	13%	22%	19%	18%
Neither support nor oppose	85	25	30	19	12	55	31	22	18	9	14	22	40	45
	17%	17%	19%	15%	17%	18%	16%	18%	17%	13%	16%	19%	18%	17%
Somewhat oppose	58	19	11	17	11	30	28	8	14	8	14	14	22	36
	12%	13%	7%	14%	16%	10%	14%	7%	13%	12%	16%	12%	10%	13%
Strongly oppose	91	34	25	20	12	59	32	21	25	13	17	14	47	44
	18%	23%	16%	16%	18%	19%	17%	18%	24%	18%	19%	13%	21%	16%
Unsure	26	7	14	4	2	21	5	11	7	2	6	0	18	9
	5%	5%	9%	3%	2%	7%	3%	9%	6%	3%	7%	*%	8%	3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Recent - Version B] Please indicate if you support each of the following types of people being deported  
-A family of three who came into the country illegally this year, has enrolled their child in school, and are not employed

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	499	253	151	230	165	103	144	58	87	112	256	131
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	257	153	217	175	115	146	59	87	117	241	150
STRONGLY/SOMEWHAT SUPPORT	237 48%	120 47%	78 52%	117 51%	65 39%	55 54%	63 43%	29 50%	34 39%	44 39%	118 46%	75 57%
STRONGLY/SOMEWHAT OPPOSE	150 30%	80 32%	37 25%	60 26%	60 36%	29 28%	42 29%	16 28%	26 30%	42 37%	86 33%	22 17%
Strongly support	144 29%	65 26%	52 35%	68 30%	35 21%	41 40%	35 24%	18 30%	17 20%	27 24%	72 28%	45 35%
Somewhat support	93 19%	55 22%	25 17%	49 21%	30 18%	15 14%	28 19%	11 20%	16 19%	17 15%	46 18%	30 23%
Neither support nor oppose	85 17%	48 19%	26 17%	46 20%	25 15%	15 15%	30 21%	13 22%	17 20%	19 17%	39 15%	28 21%
Somewhat oppose	58 12%	37 15%	12 8%	26 11%	22 13%	11 10%	23 16%	8 15%	15 17%	18 16%	31 12%	9 7%
Strongly oppose	91 18%	43 17%	25 17%	34 15%	39 23%	18 17%	19 13%	8 13%	11 13%	24 21%	54 21%	13 10%
Unsure	26 5%	5 2%	10 7%	8 3%	15 9%	4 4%	10 7%	-	10 11%	7 6%	13 5%	6 4%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Recent - Version B] Please indicate if you support each of the following types of people being deported  
-A family of three who came into the country illegally this year, has enrolled their child in school, and are not employed

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	499	185	124	189	184	174	127	223	220	130	82
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	180	139	189	175	185	135	209	228	135	71
STRONGLY/SOMEWHAT SUPPORT	237 48%	118 64%	59 48%	60 32%	118 64%	77 44%	33 26%	145 65%	69 31%	78 60%	57 69%
STRONGLY/SOMEWHAT OPPOSE	150 30%	36 19%	41 33%	73 38%	38 21%	45 26%	63 50%	42 19%	88 40%	31 24%	13 15%
Strongly support	144 29%	84 45%	31 25%	29 15%	84 46%	41 23%	15 11%	105 47%	28 13%	54 41%	44 54%
Somewhat support	93 19%	34 18%	28 23%	31 16%	34 19%	36 21%	18 14%	41 18%	41 19%	24 19%	13 15%
Neither support nor oppose	85 17%	24 13%	17 14%	44 23%	22 12%	36 21%	28 22%	27 12%	49 22%	16 12%	11 14%
Somewhat oppose	58 12%	13 7%	20 16%	25 13%	13 7%	23 13%	22 17%	19 9%	37 17%	12 10%	5 6%
Strongly oppose	91 18%	23 12%	21 17%	48 25%	25 13%	22 12%	41 32%	23 10%	51 23%	18 14%	7 9%
Unsure	26 5%	7 4%	7 6%	12 6%	7 4%	17 10%	3 2%	9 4%	13 6%	5 4%	2 2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Single - Version A] Please indicate if you support each of the following types of people being deported  
 -A young man who came into the country illegally this year and is employed

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	502	245	255	101	108	143	151	208	294	367	45	53	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	493	230	261	97	98	147	151	195	298	377	50	46	20
STRONGLY/SOMEWHAT SUPPORT	234 47%	124 50%	109 43%	35 35%	58 54%	66 47%	75 50%	93 44%	142 48%	175 48%	12 27%	24 45%	23 63%
STRONGLY/SOMEWHAT OPPOSE	184 37%	91 37%	92 36%	43 43%	37 34%	50 35%	54 35%	80 39%	103 35%	132 36%	20 44%	23 44%	9 25%
Strongly support	142 28%	76 31%	64 25%	20 20%	35 33%	39 27%	48 32%	55 26%	87 30%	108 29%	7 15%	15 28%	13 34%
Somewhat support	92 18%	48 19%	45 18%	15 15%	23 21%	27 19%	27 18%	38 18%	55 19%	67 18%	5 12%	9 17%	10 28%
Neither support nor oppose	70 14%	28 11%	42 17%	19 19%	12 11%	21 15%	19 12%	30 14%	40 14%	49 13%	11 24%	6 11%	4 10%
Somewhat oppose	79 16%	33 13%	47 18%	14 13%	18 17%	20 14%	28 18%	32 15%	48 16%	61 17%	7 15%	9 17%	2 7%
Strongly oppose	104 21%	58 24%	45 18%	30 30%	19 18%	30 21%	26 17%	49 23%	55 19%	71 19%	13 29%	14 26%	7 18%
Unsure	14 3%	3 1%	11 4%	4 4%	1 1%	5 4%	4 2%	5 3%	9 3%	11 3%	2 6%	-	1 2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Single - Version A] Please indicate if you support each of the following types of people being deported  
-A young man who came into the country illegally this year and is employed

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	502	144	144	131	83	288	214	102	102	88	68	141	204	297
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	493	113	187	119	74	300	193	109	113	87	70	112	222	269
STRONGLY/SOMEWHAT SUPPORT	234	55	75	64	40	130	104	47	52	33	32	70	98	135
	47%	38%	52%	49%	48%	45%	49%	46%	51%	38%	47%	50%	48%	45%
STRONGLY/SOMEWHAT OPPOSE	184	68	45	39	32	113	71	36	38	38	24	48	74	110
	37%	47%	31%	30%	38%	39%	33%	36%	37%	43%	35%	34%	36%	37%
Strongly support	142	31	49	34	27	80	62	33	25	18	20	44	59	82
	28%	22%	34%	26%	33%	28%	29%	33%	25%	20%	30%	31%	29%	28%
Somewhat support	92	24	26	30	13	50	43	13	26	16	11	26	40	53
	18%	17%	18%	23%	15%	17%	20%	13%	26%	18%	17%	18%	19%	18%
Neither support nor oppose	70	16	20	23	11	36	34	15	11	16	13	15	26	44
	14%	11%	14%	18%	13%	12%	16%	15%	11%	18%	19%	11%	13%	15%
Somewhat oppose	79	25	19	19	16	44	35	14	16	11	14	25	30	50
	16%	17%	13%	15%	19%	15%	16%	14%	16%	13%	20%	18%	15%	17%
Strongly oppose	104	44	25	20	16	69	36	23	22	27	10	23	44	60
	21%	30%	17%	15%	19%	24%	17%	22%	22%	30%	15%	17%	22%	20%
Unsure	14	4	5	4	1	9	5	4	1	1	-	7	5	8
	3%	3%	4%	3%	1%	3%	2%	4%	1%	1%		5%	3%	3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Single - Version A] Please indicate if you support each of the following types of people being deported  
-A young man who came into the country illegally this year and is employed

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	502	252	161	246	155	100	135	78	57	158	192	153
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	493	240	163	225	154	112	138	68	70	148	188	157
STRONGLY/SOMEWHAT SUPPORT	234 47%	122 49%	79 49%	124 50%	56 36%	53 53%	65 48%	43 55%	23 40%	58 37%	98 51%	78 51%
STRONGLY/SOMEWHAT OPPOSE	184 37%	90 36%	57 35%	86 35%	66 43%	31 31%	48 36%	26 34%	22 39%	70 44%	64 33%	50 33%
Strongly support	142 28%	70 28%	55 34%	73 30%	36 23%	33 33%	38 28%	22 28%	16 27%	38 24%	58 30%	45 30%
Somewhat support	92 18%	53 21%	25 15%	51 21%	21 13%	21 21%	28 20%	21 26%	7 12%	20 13%	40 21%	32 21%
Neither support nor oppose	70 14%	32 13%	22 14%	29 12%	28 18%	13 13%	17 13%	8 11%	9 16%	28 17%	24 12%	19 12%
Somewhat oppose	79 16%	37 15%	28 17%	40 16%	24 16%	15 15%	20 14%	11 14%	9 15%	27 17%	28 15%	24 16%
Strongly oppose	104 21%	52 21%	28 18%	47 19%	42 27%	16 16%	29 21%	15 20%	13 23%	43 27%	36 19%	26 17%
Unsure	14 3%	8 3%	3 2%	7 3%	4 2%	3 3%	4 3%	1 1%	3 6%	2 1%	6 3%	6 4%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Single - Version A] Please indicate if you support each of the following types of people being deported  
-A young man who came into the country illegally this year and is employed

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	502	214	97	191	196	146	153	233	220	154	72
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	493	209	110	174	185	154	143	225	216	148	71
STRONGLY/SOMEWHAT SUPPORT	234 47%	120 56%	47 48%	68 36%	115 58%	66 45%	50 33%	141 61%	68 31%	96 62%	33 47%
STRONGLY/SOMEWHAT OPPOSE	184 37%	66 31%	28 29%	90 47%	54 28%	50 34%	78 51%	58 25%	110 50%	39 25%	26 36%
Strongly support	142 28%	83 39%	25 26%	33 17%	83 42%	32 22%	25 16%	102 44%	30 14%	67 44%	23 33%
Somewhat support	92 18%	36 17%	21 22%	35 18%	32 16%	33 23%	25 17%	39 17%	38 17%	29 19%	10 14%
Neither support nor oppose	70 14%	23 11%	15 16%	32 17%	22 11%	23 16%	24 16%	27 12%	39 17%	13 8%	10 14%
Somewhat oppose	79 16%	28 13%	15 16%	36 19%	29 15%	24 16%	27 18%	28 12%	48 22%	19 13%	10 14%
Strongly oppose	104 21%	38 18%	13 13%	54 28%	25 13%	27 18%	51 33%	30 13%	62 28%	19 13%	16 22%
Unsure	14 3%	5 3%	7 7%	2 1%	5 3%	7 5%	1 1%	7 3%	4 2%	6 4%	2 3%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Single - Version B] Please indicate if you support each of the following types of people being deported  
 -A young man who came into the country illegally this year and is not employed

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	499	220	279	104	125	135	135	229	270	340	70	57	32
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	227	281	107	111	152	138	218	290	366	70	49	23
STRONGLY/SOMEWHAT SUPPORT	275 55%	139 63%	136 49%	49 47%	65 52%	74 55%	86 64%	114 50%	161 59%	203 60%	24 34%	30 52%	18 57%
STRONGLY/SOMEWHAT OPPOSE	139 28%	44 20%	94 34%	38 36%	38 31%	36 27%	27 20%	76 33%	63 23%	81 24%	31 45%	17 29%	10 30%
Strongly support	184 37%	99 45%	84 30%	34 33%	45 36%	52 38%	52 39%	79 35%	104 39%	140 41%	12 17%	18 31%	13 42%
Somewhat support	91 18%	39 18%	52 18%	14 14%	20 16%	22 17%	34 25%	35 15%	56 21%	63 18%	12 17%	12 20%	5 15%
Neither support nor oppose	67 13%	32 14%	35 13%	14 13%	13 10%	20 15%	20 15%	26 12%	40 15%	45 13%	10 14%	9 15%	3 10%
Somewhat oppose	54 11%	19 9%	35 13%	17 17%	21 17%	12 9%	5 4%	38 17%	16 6%	27 8%	16 23%	4 7%	8 25%
Strongly oppose	84 17%	25 11%	59 21%	20 20%	18 14%	24 18%	22 16%	38 17%	46 17%	54 16%	16 22%	13 22%	2 6%
Unsure	19 4%	5 2%	13 5%	4 4%	8 7%	4 3%	2 2%	12 5%	6 2%	11 3%	5 7%	2 4%	1 2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Single - Version B] Please indicate if you support each of the following types of people being deported  
-A young man who came into the country illegally this year and is not employed

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	499	149	158	122	70	306	192	118	106	71	89	115	223	274
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	131	194	115	67	325	182	126	111	78	84	107	237	269
STRONGLY/SOMEWHAT SUPPORT	275	71	92	69	43	163	112	64	45	41	52	72	109	166
	55%	48%	58%	56%	62%	53%	58%	54%	42%	58%	59%	63%	49%	60%
STRONGLY/SOMEWHAT OPPOSE	139	45	40	36	18	85	53	30	37	20	25	26	67	70
	28%	30%	25%	29%	25%	28%	28%	26%	35%	28%	28%	23%	30%	26%
Strongly support	184	46	57	51	30	103	80	41	28	27	34	52	69	114
	37%	31%	36%	41%	43%	34%	42%	35%	27%	39%	39%	45%	31%	42%
Somewhat support	91	25	35	18	13	60	31	23	16	14	18	20	39	52
	18%	17%	22%	15%	19%	20%	16%	19%	16%	19%	20%	18%	18%	19%
Neither support nor oppose	67	25	18	15	9	43	24	14	18	8	10	16	33	34
	13%	17%	11%	12%	13%	14%	13%	12%	17%	11%	11%	14%	15%	12%
Somewhat oppose	54	14	17	18	6	30	24	8	17	4	12	12	26	29
	11%	9%	11%	15%	9%	10%	13%	7%	16%	6%	14%	11%	11%	11%
Strongly oppose	84	32	23	18	11	55	29	22	20	15	12	14	42	42
	17%	21%	15%	14%	16%	18%	15%	19%	19%	22%	14%	12%	19%	15%
Unsure	19	8	8	3	0	16	3	10	5	2	2	-	15	4
	4%	5%	5%	2%	1%	5%	2%	8%	5%	3%	2%		7%	1%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Single - Version B] Please indicate if you support each of the following types of people being deported  
-A young man who came into the country illegally this year and is not employed

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	499	253	151	230	165	103	144	58	87	112	256	131
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	257	153	217	175	115	146	59	87	117	241	150
STRONGLY/SOMEWHAT SUPPORT	275 55%	135 53%	95 63%	137 59%	71 43%	67 66%	83 58%	38 66%	45 52%	48 42%	140 55%	87 66%
STRONGLY/SOMEWHAT OPPOSE	139 28%	76 30%	31 21%	61 26%	55 34%	21 21%	37 25%	8 15%	28 33%	41 37%	79 31%	18 14%
Strongly support	184 37%	91 36%	57 38%	87 38%	49 29%	48 47%	46 32%	22 38%	23 27%	26 24%	96 38%	61 47%
Somewhat support	91 18%	45 18%	38 25%	50 22%	22 13%	19 19%	38 26%	16 27%	22 25%	21 19%	44 17%	26 20%
Neither support nor oppose	67 13%	38 15%	19 13%	29 13%	26 16%	11 11%	18 12%	10 17%	8 9%	19 17%	27 11%	20 15%
Somewhat oppose	54 11%	35 14%	4 2%	26 11%	22 13%	6 6%	20 14%	4 7%	16 18%	17 15%	31 12%	7 5%
Strongly oppose	84 17%	41 16%	28 18%	35 15%	34 20%	15 15%	17 12%	5 8%	12 14%	24 22%	49 19%	11 9%
Unsure	19 4%	4 2%	5 4%	3 1%	13 8%	2 2%	6 4%	2 3%	5 6%	4 4%	9 3%	6 4%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Single - Version B] Please indicate if you support each of the following types of people being deported  
-A young man who came into the country illegally this year and is not employed

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	499	185	124	189	184	174	127	223	220	130	82
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	180	139	189	175	185	135	209	228	135	71
STRONGLY/SOMEWHAT SUPPORT	275	127	71	76	130	92	45	155	91	82	64
	55%	69%	57%	40%	70%	53%	36%	70%	41%	63%	78%
STRONGLY/SOMEWHAT OPPOSE	139	39	29	71	38	44	53	46	76	33	12
	28%	21%	23%	37%	21%	25%	42%	21%	35%	25%	15%
Strongly support	184	105	43	36	108	51	19	130	35	65	57
	37%	57%	35%	19%	58%	29%	15%	58%	16%	50%	69%
Somewhat support	91	23	28	41	22	40	27	26	55	16	7
	18%	12%	22%	21%	12%	23%	21%	12%	25%	13%	9%
Neither support nor oppose	67	14	17	36	12	27	27	15	44	12	4
	13%	8%	13%	19%	7%	15%	21%	7%	20%	9%	4%
Somewhat oppose	54	15	10	30	14	17	21	17	34	11	3
	11%	8%	8%	16%	8%	10%	17%	8%	16%	9%	4%
Strongly oppose	84	24	19	41	24	27	32	30	42	22	9
	17%	13%	15%	22%	13%	15%	25%	13%	19%	17%	11%
Unsure	19	4	8	7	4	12	2	6	8	3	2
	4%	2%	6%	3%	2%	7%	2%	3%	4%	3%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Crime] Please indicate if you support each of the following types of people being deported  
-An illegal immigrant who has committed additional crimes

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	737	356	379	133	163	211	230	296	441	548	60	76	53
	74%	76%	71%	65%	70%	76%	80%	68%	78%	78%	52%	69%	77%
STRONGLY/SOMEWHAT OPPOSE	190	76	114	42	51	50	47	93	97	124	33	24	9
	19%	16%	21%	21%	22%	18%	16%	21%	17%	18%	28%	22%	14%
Strongly support	646	318	326	112	148	183	203	260	386	478	51	67	50
	65%	68%	61%	55%	64%	66%	71%	59%	69%	68%	44%	61%	73%
Somewhat support	91	37	53	21	15	28	27	36	54	70	9	9	3
	9%	8%	10%	10%	7%	10%	9%	8%	10%	10%	8%	8%	5%
Neither support nor oppose	54	27	27	24	10	13	7	34	20	25	17	7	5
	5%	6%	5%	12%	4%	5%	2%	8%	3%	4%	15%	7%	7%
Somewhat oppose	27	10	17	11	8	3	4	20	8	14	2	9	1
	3%	2%	3%	5%	4%	1%	1%	4%	1%	2%	2%	8%	2%
Strongly oppose	163	66	97	31	43	46	43	74	89	109	30	15	8
	16%	14%	18%	15%	18%	17%	15%	17%	16%	15%	26%	14%	12%
Unsure	21	7	14	5	8	4	3	14	7	10	6	3	2
	2%	1%	3%	3%	4%	1%	1%	3%	1%	1%	5%	3%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Crime] Please indicate if you support each of the following types of people being deported  
-An illegal immigrant who has committed additional crimes

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	737	186	227	200	124	413	324	145	149	121	116	205	293	442
	74%	63%	75%	79%	81%	69%	80%	66%	72%	76%	74%	80%	69%	77%
STRONGLY/SOMEWHAT OPPOSE	190	76	57	34	23	133	57	50	43	26	30	40	93	96
	19%	26%	19%	13%	15%	22%	14%	23%	21%	16%	19%	16%	22%	17%
Strongly support	646	170	208	167	101	378	268	130	127	106	98	185	256	389
	65%	58%	69%	66%	66%	64%	66%	59%	61%	67%	63%	72%	60%	68%
Somewhat support	91	16	19	33	23	35	56	15	22	15	18	20	37	54
	9%	5%	6%	13%	15%	6%	14%	7%	11%	10%	11%	8%	9%	9%
Neither support nor oppose	54	21	11	16	5	32	22	15	12	9	9	9	26	27
	5%	7%	4%	7%	4%	5%	5%	7%	6%	6%	5%	4%	6%	5%
Somewhat oppose	27	14	5	5	4	19	9	5	4	5	7	6	10	18
	3%	5%	2%	2%	3%	3%	2%	2%	2%	3%	5%	2%	2%	3%
Strongly oppose	163	63	52	29	19	115	48	44	39	21	23	34	83	78
	16%	21%	17%	11%	13%	19%	12%	20%	19%	13%	15%	13%	20%	14%
Unsure	21	10	8	3	-	18	3	11	3	2	2	1	14	6
	2%	3%	3%	1%	-	3%	1%	5%	2%	1%	1%	1%	3%	1%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Crime] Please indicate if you support each of the following types of people being deported  
-An illegal immigrant who has committed additional crimes

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	737	363	251	370	200	164	206	106	100	182	333	222
	74%	72%	80%	78%	63%	81%	74%	78%	69%	67%	75%	78%
STRONGLY/SOMEWHAT OPPOSE	190	101	49	87	73	30	51	17	34	58	83	49
	19%	20%	16%	18%	23%	15%	18%	12%	24%	22%	18%	17%
Strongly support	646	316	227	332	165	148	181	94	87	157	295	194
	65%	63%	73%	70%	51%	73%	65%	69%	61%	58%	66%	68%
Somewhat support	91	46	24	39	36	17	25	12	13	25	38	28
	9%	9%	8%	8%	11%	8%	9%	9%	9%	9%	8%	10%
Neither support nor oppose	54	36	8	15	31	8	19	12	7	25	20	8
	5%	7%	2%	3%	10%	4%	7%	9%	5%	9%	5%	3%
Somewhat oppose	27	13	6	11	14	3	5	1	4	8	12	7
	3%	3%	2%	2%	4%	1%	2%	1%	3%	3%	3%	2%
Strongly oppose	163	87	43	76	59	27	46	16	30	50	70	43
	16%	17%	14%	16%	19%	14%	16%	12%	21%	19%	16%	15%
Unsure	21	6	5	3	16	0	4	1	3	5	11	4
	2%	1%	1%	1%	5%	*%	1%	1%	2%	2%	3%	1%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Crime] Please indicate if you support each of the following types of people being deported  
-An illegal immigrant who has committed additional crimes

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	737	303	164	270	303	227	196	347	313	216	119
	74%	76%	74%	71%	79%	71%	70%	76%	71%	76%	77%
STRONGLY/SOMEWHAT OPPOSE	190	81	37	72	64	60	60	90	83	55	31
	19%	20%	17%	19%	17%	19%	21%	20%	19%	19%	20%
Strongly support	646	281	143	222	288	202	147	325	254	200	112
	65%	70%	65%	58%	76%	63%	52%	71%	58%	71%	73%
Somewhat support	91	22	21	48	15	25	49	22	59	16	7
	9%	5%	9%	13%	4%	8%	18%	5%	13%	6%	4%
Neither support nor oppose	54	11	12	31	9	21	22	15	33	9	1
	5%	3%	5%	8%	2%	7%	8%	3%	7%	3%	1%
Somewhat oppose	27	2	6	19	-	8	18	2	21	1	2
	3%	*%	3%	5%		3%	6%	1%	5%	*%	1%
Strongly oppose	163	79	31	53	64	52	42	88	61	54	29
	16%	20%	14%	14%	17%	16%	15%	19%	14%	19%	19%
Unsure	21	5	8	7	5	12	2	4	11	3	2
	2%	1%	4%	2%	1%	4%	1%	1%	3%	1%	1%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Dreamer] Please indicate if you support each of the following types of people being deported

-A person whose parents brought them to the US illegally when they were young, have grown up in the US, and have been granted "Dreamer" status

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	330	160	168	61	82	85	102	143	187	237	29	33	31
	33%	34%	31%	30%	35%	31%	36%	33%	33%	34%	25%	30%	44%
STRONGLY/SOMEWHAT OPPOSE	489	228	260	107	104	145	132	211	278	343	61	56	29
	49%	49%	49%	52%	45%	52%	46%	48%	49%	49%	53%	51%	43%
Strongly support	179	91	87	34	41	50	55	75	104	138	16	17	8
	18%	20%	16%	16%	18%	18%	19%	17%	19%	20%	14%	16%	11%
Somewhat support	151	69	81	27	41	35	47	68	82	99	13	16	23
	15%	15%	15%	13%	18%	13%	17%	16%	15%	14%	11%	14%	33%
Neither support nor oppose	137	56	82	26	34	35	43	60	78	93	18	19	8
	14%	12%	15%	13%	15%	13%	15%	14%	14%	13%	16%	17%	11%
Somewhat oppose	163	97	66	36	28	52	47	65	98	109	23	20	11
	16%	21%	12%	18%	12%	19%	16%	15%	17%	15%	20%	18%	16%
Strongly oppose	326	131	194	71	76	94	86	147	180	234	38	36	18
	33%	28%	36%	35%	33%	34%	30%	34%	32%	33%	33%	32%	27%
Unsure	45	20	24	11	12	13	9	23	22	34	7	3	1
	4%	4%	5%	5%	5%	5%	3%	5%	4%	5%	6%	3%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Dreamer] Please indicate if you support each of the following types of people being deported

-A person whose parents brought them to the US illegally when they were young, have grown up in the US, and have been granted "Dreamer" status

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	330	102	95	83	49	197	132	71	59	46	59	95	130	199
	33%	35%	32%	33%	32%	33%	33%	32%	29%	29%	37%	37%	30%	35%
STRONGLY/SOMEWHAT OPPOSE	489	127	139	135	88	266	223	95	101	91	68	134	196	292
	49%	43%	46%	53%	58%	45%	55%	43%	49%	57%	43%	52%	46%	51%
Strongly support	179	57	53	35	35	109	70	37	31	25	28	57	68	110
	18%	19%	17%	14%	23%	18%	17%	17%	15%	16%	18%	22%	16%	19%
Somewhat support	151	45	43	48	15	88	62	34	28	20	31	38	62	89
	15%	15%	14%	19%	10%	15%	15%	15%	13%	13%	20%	15%	14%	16%
Neither support nor oppose	137	48	47	28	15	95	43	34	42	19	23	19	76	61
	14%	16%	15%	11%	10%	16%	11%	16%	20%	12%	15%	8%	18%	11%
Somewhat oppose	163	46	53	37	27	99	64	26	35	34	25	42	61	101
	16%	16%	17%	15%	18%	17%	16%	12%	17%	21%	16%	16%	14%	18%
Strongly oppose	326	81	86	98	62	167	159	70	66	56	43	92	135	191
	33%	28%	28%	39%	40%	28%	39%	32%	32%	36%	27%	36%	32%	33%
Unsure	45	16	21	7	0	37	8	20	6	3	8	8	25	19
	4%	5%	7%	3%	*%	6%	2%	9%	3%	2%	5%	3%	6%	3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Dreamer] Please indicate if you support each of the following types of people being deported

-A person whose parents brought them to the US illegally when they were young, have grown up in the US, and have been granted "Dreamer" status

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	330	166	104	172	93	65	84	43	40	83	149	98
	33%	33%	33%	36%	29%	32%	30%	32%	28%	31%	33%	35%
STRONGLY/SOMEWHAT OPPOSE	489	262	149	238	151	98	139	72	68	148	212	129
	49%	52%	48%	50%	47%	49%	50%	53%	47%	55%	47%	46%
Strongly support	179	90	55	93	57	30	52	31	22	47	80	52
	18%	18%	18%	19%	18%	15%	19%	23%	15%	17%	18%	18%
Somewhat support	151	75	50	79	36	35	31	13	18	36	69	45
	15%	15%	16%	17%	11%	17%	11%	10%	13%	13%	15%	16%
Neither support nor oppose	137	61	46	52	51	34	43	16	27	29	67	42
	14%	12%	15%	11%	16%	17%	15%	12%	19%	11%	15%	15%
Somewhat oppose	163	93	48	87	47	29	47	26	21	46	69	48
	16%	18%	15%	18%	15%	15%	17%	19%	15%	17%	15%	17%
Strongly oppose	326	169	101	151	105	69	93	46	47	102	143	81
	33%	34%	33%	32%	33%	34%	33%	34%	32%	38%	32%	29%
Unsure	45	16	12	15	24	5	14	5	9	10	20	15
	4%	3%	4%	3%	8%	3%	5%	4%	6%	4%	4%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Dreamer] Please indicate if you support each of the following types of people being deported

-A person whose parents brought them to the US illegally when they were young, have grown up in the US, and have been granted "Dreamer" status

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	330	174	56	99	161	101	62	201	99	128	61
	33%	44%	26%	26%	42%	32%	22%	44%	23%	45%	40%
STRONGLY/SOMEWHAT OPPOSE	489	143	112	235	141	141	197	159	284	87	68
	49%	36%	51%	62%	37%	44%	70%	35%	64%	31%	44%
Strongly support	179	98	25	56	95	44	37	106	60	77	27
	18%	25%	12%	15%	25%	14%	13%	23%	14%	27%	18%
Somewhat support	151	76	31	43	67	57	25	95	40	51	34
	15%	19%	14%	11%	17%	18%	9%	21%	9%	18%	22%
Neither support nor oppose	137	59	39	39	59	57	19	72	43	49	17
	14%	15%	18%	10%	16%	18%	7%	16%	10%	17%	11%
Somewhat oppose	163	66	46	51	79	46	35	86	61	42	35
	16%	17%	21%	13%	21%	14%	13%	19%	14%	15%	23%
Strongly oppose	326	76	66	184	62	95	161	74	222	46	33
	33%	19%	30%	48%	16%	30%	58%	16%	50%	16%	21%
Unsure	45	23	14	8	19	21	3	24	14	18	8
	4%	6%	6%	2%	5%	7%	1%	5%	3%	6%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Grandmother] Please indicate if you support each of the following types of people being deported  
-A grandmother who has been in the US for 20 years after originally entering illegally, with children and grandchildren who are US citizens

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	305	147	156	70	73	72	90	142	162	221	27	29	28
	30%	32%	29%	34%	31%	26%	32%	33%	29%	31%	24%	26%	41%
STRONGLY/SOMEWHAT OPPOSE	513	233	280	105	108	154	147	212	301	363	58	67	26
	51%	50%	52%	51%	46%	55%	52%	49%	53%	51%	50%	60%	38%
Strongly support	171	87	82	39	45	41	46	84	87	124	13	20	13
	17%	19%	15%	19%	19%	15%	16%	19%	15%	18%	12%	18%	19%
Somewhat support	134	60	74	30	28	31	45	58	76	96	14	9	15
	13%	13%	14%	15%	12%	11%	16%	13%	13%	14%	12%	8%	22%
Neither support nor oppose	135	68	67	19	40	39	37	59	76	91	19	13	12
	13%	15%	13%	9%	17%	14%	13%	13%	13%	13%	17%	11%	18%
Somewhat oppose	197	104	93	37	42	58	60	79	118	144	20	25	8
	20%	22%	17%	18%	18%	21%	21%	18%	21%	20%	17%	22%	12%
Strongly oppose	317	129	187	68	66	95	88	134	183	219	38	42	18
	32%	28%	35%	33%	28%	34%	31%	31%	32%	31%	33%	38%	26%
Unsure	48	17	31	12	11	14	11	24	24	32	11	3	2
	5%	4%	6%	6%	5%	5%	4%	5%	4%	5%	9%	3%	4%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Grandmother] Please indicate if you support each of the following types of people being deported  
-A grandmother who has been in the US for 20 years after originally entering illegally, with children and grandchildren who are US citizens

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	305	76	97	84	48	173	132	66	52	52	43	89	119	185
	30%	26%	32%	33%	31%	29%	33%	30%	25%	33%	28%	35%	28%	32%
STRONGLY/SOMEWHAT OPPOSE	513	145	155	127	86	300	213	103	115	79	87	128	219	294
	51%	50%	51%	50%	56%	50%	53%	47%	56%	50%	56%	50%	51%	52%
Strongly support	171	45	48	50	28	93	78	40	29	26	26	49	68	101
	17%	15%	16%	20%	18%	16%	19%	18%	14%	16%	16%	19%	16%	18%
Somewhat support	134	31	49	35	20	80	54	27	23	26	18	40	50	84
	13%	11%	16%	14%	13%	13%	13%	12%	11%	16%	11%	16%	12%	15%
Neither support nor oppose	135	53	36	30	16	89	46	35	34	19	20	26	69	65
	13%	18%	12%	12%	11%	15%	11%	16%	17%	12%	13%	10%	16%	11%
Somewhat oppose	197	70	57	40	29	127	69	35	44	29	38	49	79	117
	20%	24%	19%	16%	19%	21%	17%	16%	21%	18%	24%	19%	19%	20%
Strongly oppose	317	75	97	88	57	172	144	68	71	50	49	79	139	178
	32%	26%	32%	35%	37%	29%	36%	31%	34%	31%	31%	31%	33%	31%
Unsure	48	19	15	11	3	34	14	15	5	9	6	12	21	26
	5%	7%	5%	4%	2%	6%	3%	7%	3%	6%	4%	5%	5%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Grandmother] Please indicate if you support each of the following types of people being deported  
-A grandmother who has been in the US for 20 years after originally entering illegally, with children and grandchildren who are US citizens

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	305	153	90	156	88	60	94	47	46	74	134	97
	30%	30%	29%	33%	28%	29%	33%	35%	32%	27%	30%	34%
STRONGLY/SOMEWHAT OPPOSE	513	260	166	241	163	109	132	68	64	152	234	128
	51%	51%	53%	51%	51%	54%	47%	50%	44%	56%	52%	45%
Strongly support	171	84	45	86	54	29	53	23	30	40	72	58
	17%	17%	15%	18%	17%	14%	19%	17%	21%	15%	16%	21%
Somewhat support	134	69	45	70	34	31	41	24	16	34	62	38
	13%	14%	14%	15%	11%	15%	14%	18%	11%	12%	14%	13%
Neither support nor oppose	135	68	45	61	45	29	39	18	21	32	58	44
	13%	14%	15%	13%	14%	14%	14%	13%	14%	12%	13%	16%
Somewhat oppose	197	99	62	105	55	37	53	31	22	52	91	54
	20%	20%	20%	22%	17%	18%	19%	23%	15%	19%	20%	19%
Strongly oppose	317	160	104	136	107	72	79	37	42	100	143	74
	32%	32%	33%	29%	34%	36%	28%	27%	29%	37%	32%	26%
Unsure	48	24	10	18	24	6	15	3	13	13	21	15
	5%	5%	3%	4%	7%	3%	6%	2%	9%	5%	5%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Grandmother] Please indicate if you support each of the following types of people being deported  
-A grandmother who has been in the US for 20 years after originally entering illegally, with children and grandchildren who are US citizens

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	305 30%	166 42%	57 26%	82 21%	140 37%	91 28%	69 25%	178 39%	99 22%	124 44%	54 35%
STRONGLY/SOMEWHAT OPPOSE	513 51%	163 41%	109 49%	242 64%	171 45%	145 45%	187 67%	182 40%	282 64%	104 37%	76 50%
Strongly support	171 17%	92 23%	27 12%	51 14%	84 22%	48 15%	33 12%	101 22%	55 13%	65 23%	33 21%
Somewhat support	134 13%	74 19%	29 13%	30 8%	56 15%	42 13%	36 13%	77 17%	43 10%	58 21%	21 14%
Neither support nor oppose	135 13%	49 12%	41 18%	46 12%	48 13%	62 19%	23 8%	74 16%	44 10%	41 14%	15 10%
Somewhat oppose	197 20%	93 23%	42 19%	62 16%	100 26%	61 19%	32 12%	108 24%	70 16%	61 22%	40 26%
Strongly oppose	317 32%	70 17%	67 30%	180 47%	71 19%	84 26%	154 55%	74 16%	212 48%	42 15%	36 24%
Unsure	48 5%	22 6%	15 7%	11 3%	22 6%	23 7%	2 1%	23 5%	16 4%	15 5%	8 5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Construction] Please indicate if you support each of the following types of people being deported

-A father who came to the US illegally and has been working in construction for five years to send money back to his home country for his family

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	403	193	208	81	88	115	119	169	234	293	32	45	33
	40%	42%	39%	40%	38%	41%	42%	39%	42%	41%	28%	41%	47%
STRONGLY/SOMEWHAT OPPOSE	427	194	232	98	99	119	111	197	230	305	53	50	18
	43%	42%	43%	48%	43%	43%	39%	45%	41%	43%	46%	45%	26%
Strongly support	216	115	100	44	54	60	58	98	118	169	14	20	13
	22%	25%	19%	22%	23%	22%	20%	22%	21%	24%	12%	18%	20%
Somewhat support	187	79	108	37	34	55	61	71	116	124	18	25	19
	19%	17%	20%	18%	15%	20%	21%	16%	21%	18%	16%	23%	28%
Neither support nor oppose	128	61	67	17	36	33	43	53	75	78	19	13	18
	13%	13%	13%	8%	16%	12%	15%	12%	13%	11%	17%	12%	26%
Somewhat oppose	189	91	98	31	51	58	50	82	107	141	22	20	7
	19%	20%	18%	15%	22%	21%	17%	19%	19%	20%	19%	18%	10%
Strongly oppose	237	103	134	67	48	61	61	115	122	164	32	30	11
	24%	22%	25%	33%	21%	22%	21%	26%	22%	23%	28%	28%	16%
Unsure	43	17	26	9	9	11	14	18	25	30	10	2	1
	4%	4%	5%	4%	4%	4%	5%	4%	4%	4%	9%	2%	1%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Construction] Please indicate if you support each of the following types of people being deported  
 -A father who came to the US illegally and has been working in construction for five years to send money back to his home country for his family

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	403	108	123	108	64	231	172	82	76	59	70	116	157	245
	40%	37%	41%	43%	42%	39%	42%	37%	36%	37%	45%	45%	37%	43%
STRONGLY/SOMEWHAT OPPOSE	427	121	129	109	67	250	176	86	101	77	62	100	187	239
	43%	41%	43%	43%	44%	42%	43%	39%	48%	48%	39%	39%	44%	42%
Strongly support	216	63	59	56	38	122	94	47	37	34	33	65	83	132
	22%	21%	20%	22%	25%	21%	23%	21%	18%	21%	21%	25%	20%	23%
Somewhat support	187	46	63	52	26	109	78	35	39	25	37	51	74	113
	19%	16%	21%	20%	17%	18%	19%	16%	19%	16%	23%	20%	17%	20%
Neither support nor oppose	128	49	34	25	20	83	45	40	21	18	20	29	61	67
	13%	17%	11%	10%	13%	14%	11%	18%	10%	11%	13%	12%	14%	12%
Somewhat oppose	189	48	62	54	25	110	79	37	47	33	27	45	84	104
	19%	16%	20%	21%	16%	18%	19%	17%	23%	20%	17%	18%	20%	18%
Strongly oppose	237	73	68	55	42	140	97	49	53	44	35	55	103	134
	24%	25%	22%	22%	28%	24%	24%	22%	26%	28%	22%	22%	24%	23%
Unsure	43	15	16	11	2	31	12	12	10	5	5	10	22	20
	4%	5%	5%	4%	1%	5%	3%	5%	5%	3%	3%	4%	5%	4%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Construction] Please indicate if you support each of the following types of people being deported

-A father who came to the US illegally and has been working in construction for five years to send money back to his home country for his family

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	403	201	129	205	112	85	115	62	54	90	186	127
	40%	40%	41%	43%	35%	42%	41%	46%	37%	33%	42%	45%
STRONGLY/SOMEWHAT OPPOSE	427	222	127	194	146	86	113	53	60	131	187	108
	43%	44%	41%	41%	46%	42%	40%	39%	42%	48%	42%	38%
Strongly support	216	108	62	105	59	51	68	39	30	51	93	72
	22%	21%	20%	22%	18%	25%	24%	28%	21%	19%	21%	25%
Somewhat support	187	93	67	100	54	34	47	23	24	39	92	55
	19%	18%	21%	21%	17%	17%	17%	17%	17%	14%	21%	20%
Neither support nor oppose	128	65	42	61	43	24	38	20	18	40	54	34
	13%	13%	13%	13%	13%	12%	14%	15%	12%	15%	12%	12%
Somewhat oppose	189	102	54	94	51	44	50	25	24	60	80	49
	19%	20%	17%	20%	16%	22%	18%	19%	17%	22%	18%	17%
Strongly oppose	237	120	73	100	95	42	63	27	36	71	107	59
	24%	24%	23%	21%	30%	21%	23%	20%	25%	26%	24%	21%
Unsure	43	18	14	16	18	8	13	1	12	9	20	14
	4%	3%	5%	3%	6%	4%	5%	1%	9%	4%	4%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_Construction] Please indicate if you support each of the following types of people being deported

-A father who came to the US illegally and has been working in construction for five years to send money back to his home country for his family

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	403	213	77	113	203	123	69	246	120	157	76
	40%	53%	35%	30%	53%	38%	25%	54%	27%	55%	49%
STRONGLY/SOMEWHAT OPPOSE	427	131	91	205	123	120	174	135	249	82	58
	43%	33%	41%	54%	32%	38%	62%	30%	57%	29%	38%
Strongly support	216	123	38	56	117	61	32	139	56	98	36
	22%	31%	17%	15%	31%	19%	11%	31%	13%	35%	24%
Somewhat support	187	90	40	58	86	62	37	107	64	59	39
	19%	22%	18%	15%	23%	19%	13%	23%	14%	21%	26%
Neither support nor oppose	128	41	37	50	40	51	36	57	52	33	14
	13%	10%	17%	13%	11%	16%	13%	13%	12%	12%	9%
Somewhat oppose	189	77	41	72	74	61	50	79	89	50	30
	19%	19%	18%	19%	19%	19%	18%	17%	20%	18%	20%
Strongly oppose	237	54	50	133	49	59	123	55	159	31	28
	24%	14%	23%	35%	13%	18%	44%	12%	36%	11%	18%
Unsure	43	15	16	12	15	26	2	18	19	12	6
	4%	4%	7%	3%	4%	8%	1%	4%	4%	4%	4%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_StudentHamas] Please indicate if you support each of the following types of people being deported  
-Students in the US on visas who openly support Hamas while on campus

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	428	221	205	61	98	123	145	159	268	338	30	36	23
	43%	47%	39%	30%	42%	44%	51%	36%	48%	48%	26%	32%	34%
STRONGLY/SOMEWHAT OPPOSE	326	159	168	79	72	92	83	151	175	225	41	41	20
	33%	34%	31%	38%	31%	33%	29%	35%	31%	32%	36%	37%	29%
Strongly support	299	167	130	37	69	86	107	105	193	242	18	25	14
	30%	36%	24%	18%	30%	31%	37%	24%	34%	34%	15%	22%	21%
Somewhat support	129	53	76	25	29	37	38	54	75	96	12	11	9
	13%	11%	14%	12%	13%	13%	13%	12%	13%	14%	11%	10%	13%
Neither support nor oppose	181	76	105	51	37	47	47	88	93	108	31	23	19
	18%	16%	20%	25%	16%	17%	16%	20%	17%	15%	27%	21%	27%
Somewhat oppose	107	53	55	26	28	33	21	54	54	68	16	16	8
	11%	11%	10%	13%	12%	12%	7%	12%	10%	10%	14%	15%	11%
Strongly oppose	219	106	113	53	45	59	62	97	122	157	26	24	12
	22%	23%	21%	26%	19%	21%	22%	22%	22%	22%	22%	22%	18%
Unsure	66	10	55	13	25	15	12	39	27	36	12	11	7
	7%	2%	10%	7%	11%	5%	4%	9%	5%	5%	11%	10%	10%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_StudentHamas] Please indicate if you support each of the following types of people being deported  
-Students in the US on visas who openly support Hamas while on campus

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	428	118	135	103	72	253	175	92	90	54	68	123	182	245
	43%	40%	45%	41%	47%	42%	43%	42%	43%	34%	43%	48%	43%	43%
STRONGLY/SOMEWHAT OPPOSE	326	90	97	83	56	187	139	61	70	60	58	77	131	194
	33%	31%	32%	33%	37%	31%	34%	28%	34%	37%	37%	30%	31%	34%
Strongly support	299	85	98	66	49	183	115	68	63	31	51	85	131	167
	30%	29%	33%	26%	32%	31%	28%	31%	30%	20%	33%	33%	31%	29%
Somewhat support	129	33	36	37	23	69	60	25	27	22	17	38	51	77
	13%	11%	12%	15%	15%	12%	15%	11%	13%	14%	11%	15%	12%	14%
Neither support nor oppose	181	56	52	53	20	108	73	46	39	34	19	43	85	96
	18%	19%	17%	21%	13%	18%	18%	21%	19%	22%	12%	17%	20%	17%
Somewhat oppose	107	24	36	31	17	60	48	12	21	20	22	33	33	75
	11%	8%	12%	12%	11%	10%	12%	5%	10%	13%	14%	13%	8%	13%
Strongly oppose	219	66	62	53	39	127	92	50	49	39	36	44	98	119
	22%	22%	20%	21%	25%	21%	23%	23%	23%	25%	23%	17%	23%	21%
Unsure	66	29	18	13	5	47	19	20	9	11	12	13	29	36
	7%	10%	6%	5%	3%	8%	5%	9%	4%	7%	7%	5%	7%	6%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_StudentHamas] Please indicate if you support each of the following types of people being deported  
-Students in the US on visas who openly support Hamas while on campus

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	428 43%	195 39%	162 52%	208 44%	108 34%	112 55%	120 43%	69 51%	51 35%	104 38%	194 43%	130 46%
STRONGLY/SOMEWHAT OPPOSE	326 33%	178 35%	89 28%	162 34%	125 39%	38 19%	79 28%	43 32%	36 25%	96 35%	143 32%	88 31%
Strongly support	299 30%	131 26%	118 38%	141 30%	74 23%	84 42%	75 27%	47 34%	28 20%	72 27%	138 31%	88 31%
Somewhat support	129 13%	64 13%	44 14%	67 14%	34 11%	28 14%	45 16%	22 16%	23 16%	32 12%	55 12%	42 15%
Neither support nor oppose	181 18%	101 20%	49 16%	75 16%	64 20%	42 21%	61 22%	22 16%	39 27%	55 20%	78 18%	48 17%
Somewhat oppose	107 11%	71 14%	24 8%	62 13%	33 10%	13 6%	36 13%	18 13%	18 13%	31 11%	44 10%	33 11%
Strongly oppose	219 22%	107 21%	65 21%	100 21%	92 29%	25 12%	43 15%	25 19%	18 12%	65 24%	99 22%	55 20%
Unsure	66 7%	31 6%	13 4%	32 7%	22 7%	11 5%	19 7%	2 1%	18 12%	16 6%	33 7%	17 6%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QDeport\_StudentHamas] Please indicate if you support each of the following types of people being deported  
-Students in the US on visas who openly support Hamas while on campus

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	428	216	89	122	221	119	82	260	143	160	83
	43%	54%	40%	32%	58%	37%	29%	57%	33%	56%	54%
STRONGLY/SOMEWHAT OPPOSE	326	116	67	143	103	92	122	122	170	75	43
	33%	29%	30%	38%	27%	29%	44%	27%	39%	26%	28%
Strongly support	299	169	58	71	173	79	45	201	79	128	63
	30%	42%	26%	19%	45%	25%	16%	44%	18%	45%	41%
Somewhat support	129	47	31	51	48	39	37	59	64	32	20
	13%	12%	14%	13%	13%	12%	13%	13%	15%	11%	13%
Neither support nor oppose	181	47	52	83	41	79	59	54	96	33	20
	18%	12%	23%	22%	11%	25%	21%	12%	22%	12%	13%
Somewhat oppose	107	31	32	44	26	38	40	39	54	18	13
	11%	8%	15%	12%	7%	12%	14%	8%	12%	6%	8%
Strongly oppose	219	85	35	99	77	54	82	83	116	57	30
	22%	21%	16%	26%	20%	17%	29%	18%	26%	20%	19%
Unsure	66	20	14	32	16	31	17	21	31	15	9
	7%	5%	6%	8%	4%	10%	6%	5%	7%	5%	6%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Recent - Version A] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A family of three who came into the country illegally this year, has enrolled their child in school, and are employed

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	502	245	255	101	108	143	151	208	294	367	45	53	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	493	230	261	97	98	147	151	195	298	377	50	46	20
DEFINITELY/PROBABLY YES	352	173	176	63	75	104	109	139	213	257	31	39	24
	70%	70%	69%	63%	70%	73%	72%	67%	72%	70%	69%	74%	64%
DEFINITELY/PROBABLY NO	109	54	55	24	26	26	33	49	60	83	10	10	6
	22%	22%	22%	23%	24%	18%	22%	24%	20%	23%	22%	19%	16%
Definitely yes	217	100	114	39	43	69	65	82	135	167	20	25	5
	43%	41%	45%	39%	40%	48%	43%	39%	46%	45%	45%	46%	14%
Probably yes	135	72	63	24	33	35	43	57	78	91	11	15	19
	27%	30%	25%	24%	30%	25%	29%	27%	27%	25%	24%	28%	51%
Probably no	66	32	34	16	12	18	20	28	38	49	5	7	6
	13%	13%	13%	16%	11%	13%	13%	13%	13%	13%	12%	12%	15%
Definitely no	43	22	21	8	14	8	14	21	22	35	4	3	0
	9%	9%	8%	8%	13%	6%	9%	10%	7%	9%	10%	6%	1%
Unsure	42	19	23	14	6	12	9	20	21	27	4	4	7
	8%	8%	9%	14%	6%	9%	6%	10%	7%	7%	9%	7%	19%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Recent - Version A] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A family of three who came into the country illegally this year, has enrolled their child in school, and are employed

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	502	144	144	131	83	288	214	102	102	88	68	141	204	297
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	493	113	187	119	74	300	193	109	113	87	70	112	222	269
DEFINITELY/PROBABLY YES	352	88	98	95	71	186	166	64	70	63	46	108	134	216
	70%	61%	68%	72%	85%	64%	78%	63%	69%	71%	67%	77%	66%	73%
DEFINITELY/PROBABLY NO	109	43	31	23	12	74	35	27	21	18	21	22	49	61
	22%	30%	22%	18%	14%	26%	16%	27%	21%	20%	31%	16%	24%	20%
Definitely yes	217	48	70	57	42	118	99	42	49	38	28	59	91	125
	43%	33%	48%	43%	51%	41%	46%	41%	48%	43%	41%	42%	44%	42%
Probably yes	135	40	28	38	29	68	67	22	21	24	18	49	44	91
	27%	28%	20%	29%	35%	24%	31%	22%	21%	28%	27%	35%	21%	31%
Probably no	66	23	22	16	5	45	21	13	14	10	16	13	27	39
	13%	16%	15%	12%	6%	16%	10%	13%	13%	12%	23%	9%	13%	13%
Definitely no	43	20	9	7	7	29	14	14	8	8	5	9	22	21
	9%	14%	6%	5%	8%	10%	6%	14%	8%	9%	8%	6%	11%	7%
Unsure	42	13	15	13	0	29	13	11	11	8	1	11	21	20
	8%	9%	10%	10%	*%	10%	6%	10%	10%	9%	2%	8%	10%	7%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Recent - Version A] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A family of three who came into the country illegally this year, has enrolled their child in school, and are employed

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	502	252	161	246	155	100	135	78	57	158	192	153
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	493	240	163	225	154	112	138	68	70	148	188	157
DEFINITELY/PROBABLY YES	352	178	118	172	105	75	91	57	34	118	141	92
	70%	71%	73%	70%	68%	74%	67%	73%	59%	75%	74%	60%
DEFINITELY/PROBABLY NO	109	54	31	54	32	22	31	17	15	31	34	44
	22%	21%	19%	22%	21%	22%	23%	21%	26%	20%	18%	29%
Definitely yes	217	108	77	97	71	48	52	26	25	71	85	60
	43%	43%	48%	39%	46%	48%	38%	34%	44%	45%	45%	39%
Probably yes	135	70	41	75	34	26	39	30	9	47	56	32
	27%	28%	26%	31%	22%	26%	29%	39%	15%	30%	29%	21%
Probably no	66	31	19	34	19	13	19	9	10	14	24	29
	13%	12%	12%	14%	12%	13%	14%	12%	17%	9%	13%	19%
Definitely no	43	23	12	20	13	9	13	7	5	17	10	15
	9%	9%	7%	8%	8%	9%	9%	9%	9%	11%	5%	10%
Unsure	42	20	12	20	18	4	13	5	9	9	16	17
	8%	8%	7%	8%	11%	4%	10%	6%	15%	6%	8%	11%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Recent - Version A] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A family of three who came into the country illegally this year, has enrolled their child in school, and are employed

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	502	214	97	191	196	146	153	233	220	154	72
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	493	209	110	174	185	154	143	225	216	148	71
DEFINITELY/PROBABLY YES	352	143	63	146	130	88	131	154	168	107	41
	70%	67%	65%	76%	66%	60%	85%	66%	76%	70%	58%
DEFINITELY/PROBABLY NO	109	47	22	40	41	45	21	55	41	26	23
	22%	22%	23%	21%	21%	30%	14%	23%	19%	17%	33%
Definitely yes	217	84	37	95	76	59	79	87	115	62	22
	43%	39%	39%	50%	39%	40%	52%	37%	52%	40%	30%
Probably yes	135	59	26	50	54	29	51	67	54	45	20
	27%	27%	27%	26%	27%	20%	33%	29%	24%	29%	27%
Probably no	66	28	17	21	28	27	11	37	20	18	12
	13%	13%	17%	11%	14%	19%	7%	16%	9%	12%	16%
Definitely no	43	19	6	18	13	17	10	18	22	8	12
	9%	9%	6%	10%	7%	12%	7%	8%	10%	5%	16%
Unsure	42	25	11	5	25	14	2	25	11	21	7
	8%	12%	12%	3%	13%	9%	1%	11%	5%	13%	9%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Recent - Version B] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A family of three who came into the country illegally this year, has enrolled their child in school, and are not employed

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	499	220	279	104	125	135	135	229	270	340	70	57	32
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	227	281	107	111	152	138	218	290	366	70	49	23
DEFINITELY/PROBABLY YES	362	155	207	65	89	102	106	154	208	266	41	32	23
	73%	71%	74%	62%	71%	76%	79%	67%	77%	78%	59%	56%	73%
DEFINITELY/PROBABLY NO	90	47	42	32	19	19	19	51	38	47	17	18	7
	18%	22%	15%	31%	16%	14%	14%	22%	14%	14%	25%	31%	22%
Definitely yes	253	103	150	46	54	75	78	100	153	183	32	25	12
	51%	47%	54%	44%	43%	55%	58%	44%	57%	54%	46%	44%	37%
Probably yes	110	53	57	19	35	27	28	54	55	82	9	7	11
	22%	24%	20%	18%	28%	20%	21%	24%	20%	24%	13%	12%	36%
Probably no	58	32	25	22	9	12	15	31	26	33	4	14	7
	12%	15%	9%	21%	7%	9%	11%	14%	10%	10%	6%	24%	22%
Definitely no	32	15	17	10	10	8	4	20	12	15	13	4	-
	6%	7%	6%	9%	8%	6%	3%	9%	4%	4%	19%	7%	-
Unsure	47	17	29	7	16	13	10	24	23	27	11	7	2
	9%	8%	11%	7%	13%	10%	7%	10%	9%	8%	16%	13%	5%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Recent - Version B] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
 -A family of three who came into the country illegally this year, has enrolled their child in school, and are not employed

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	499	149	158	122	70	306	192	118	106	71	89	115	223	274
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	131	194	115	67	325	182	126	111	78	84	107	237	269
DEFINITELY/PROBABLY YES	362	96	124	88	53	220	142	73	76	59	71	83	149	213
	73%	65%	79%	72%	77%	72%	74%	62%	72%	83%	80%	72%	67%	77%
DEFINITELY/PROBABLY NO	90	30	24	26	9	54	35	28	14	11	10	26	42	47
	18%	20%	15%	21%	14%	18%	19%	24%	13%	15%	11%	23%	19%	17%
Definitely yes	253	65	83	67	38	148	105	60	51	42	43	55	111	141
	51%	44%	52%	55%	54%	48%	55%	51%	48%	60%	49%	48%	50%	51%
Probably yes	110	31	41	21	16	72	37	13	25	17	27	28	38	72
	22%	21%	26%	17%	23%	24%	19%	11%	24%	24%	31%	24%	17%	26%
Probably no	58	20	15	20	4	34	23	16	8	8	7	18	24	33
	12%	13%	9%	16%	6%	11%	12%	14%	8%	11%	8%	16%	11%	12%
Definitely no	32	11	9	6	6	20	12	12	6	3	3	8	18	13
	6%	7%	6%	5%	8%	7%	6%	11%	5%	4%	3%	7%	8%	5%
Unsure	47	22	10	8	7	32	15	16	16	1	8	6	32	15
	9%	15%	6%	6%	10%	11%	8%	14%	15%	2%	9%	5%	14%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Recent - Version B] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A family of three who came into the country illegally this year, has enrolled their child in school, and are not employed

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	499	253	151	230	165	103	144	58	87	112	256	131
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	257	153	217	175	115	146	59	87	117	241	150
DEFINITELY/PROBABLY YES	362	181	116	168	111	82	96	37	60	78	187	98
	73%	72%	77%	73%	67%	80%	67%	63%	69%	69%	73%	75%
DEFINITELY/PROBABLY NO	90	49	23	42	33	14	34	18	16	23	49	17
	18%	19%	15%	18%	20%	14%	24%	31%	19%	21%	19%	13%
Definitely yes	253	117	89	112	78	62	65	26	39	55	138	60
	51%	46%	59%	49%	47%	60%	45%	45%	46%	49%	54%	46%
Probably yes	110	64	27	56	33	21	31	11	20	23	49	38
	22%	25%	18%	24%	20%	20%	21%	19%	23%	20%	19%	29%
Probably no	58	33	13	31	20	6	21	11	10	14	30	14
	12%	13%	9%	14%	12%	6%	14%	19%	12%	13%	12%	11%
Definitely no	32	16	10	11	13	8	14	7	7	9	20	3
	6%	6%	6%	5%	8%	8%	10%	13%	8%	8%	8%	3%
Unsure	47	23	12	20	21	6	14	3	11	11	20	16
	9%	9%	8%	9%	13%	6%	9%	5%	12%	10%	8%	12%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Recent - Version B] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A family of three who came into the country illegally this year, has enrolled their child in school, and are not employed

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	499	185	124	189	184	174	127	223	220	130	82
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	180	139	189	175	185	135	209	228	135	71
DEFINITELY/PROBABLY YES	362	143	89	131	142	115	95	165	159	93	67
	73%	77%	72%	69%	77%	66%	75%	74%	72%	72%	81%
DEFINITELY/PROBABLY NO	90	33	18	38	33	30	24	43	40	28	13
	18%	18%	15%	20%	18%	17%	19%	19%	18%	21%	16%
Definitely yes	253	101	52	100	103	72	72	114	117	65	47
	51%	55%	41%	53%	56%	41%	57%	51%	53%	50%	57%
Probably yes	110	42	37	31	39	43	23	51	41	28	20
	22%	22%	30%	16%	21%	24%	18%	23%	19%	22%	24%
Probably no	58	28	13	16	25	23	8	34	20	23	11
	12%	15%	10%	9%	14%	13%	6%	15%	9%	18%	13%
Definitely no	32	5	5	21	8	7	16	8	20	5	2
	6%	3%	4%	11%	4%	4%	13%	4%	9%	4%	3%
Unsure	47	9	17	21	9	30	7	15	21	9	2
	9%	5%	14%	11%	5%	17%	6%	7%	9%	7%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Single - Version A] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A young man who came into the country illegally this year and is employed

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	502	245	255	101	108	143	151	208	294	367	45	53	37
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	493	230	261	97	98	147	151	195	298	377	50	46	20
DEFINITELY/PROBABLY YES	371	182	187	67	79	109	117	146	225	275	32	38	27
	74%	74%	73%	66%	73%	76%	77%	70%	77%	75%	70%	71%	74%
DEFINITELY/PROBABLY NO	94	47	47	20	22	25	27	43	52	72	7	10	5
	19%	19%	18%	20%	21%	17%	18%	20%	18%	20%	15%	20%	14%
Definitely yes	241	124	115	45	49	76	72	94	147	178	21	24	18
	48%	50%	45%	44%	46%	53%	47%	45%	50%	48%	47%	45%	49%
Probably yes	130	58	71	22	30	33	45	52	78	97	10	14	9
	26%	24%	28%	22%	27%	23%	30%	25%	26%	26%	23%	26%	24%
Probably no	53	25	29	9	13	13	18	22	31	44	3	4	3
	11%	10%	11%	9%	12%	9%	12%	10%	11%	12%	6%	8%	7%
Definitely no	41	23	18	11	9	11	9	21	20	29	4	6	2
	8%	9%	7%	11%	9%	8%	6%	10%	7%	8%	9%	11%	6%
Unsure	37	16	21	14	6	9	8	20	17	21	7	5	5
	7%	7%	8%	13%	6%	7%	5%	10%	6%	6%	15%	9%	13%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Single - Version A] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A young man who came into the country illegally this year and is employed

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	502	144	144	131	83	288	214	102	102	88	68	141	204	297
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	493	113	187	119	74	300	193	109	113	87	70	112	222	269
DEFINITELY/PROBABLY YES	371	92	110	100	69	202	169	69	82	67	44	108	151	219
	74%	64%	76%	77%	83%	70%	79%	67%	80%	76%	65%	77%	74%	74%
DEFINITELY/PROBABLY NO	94	40	21	20	14	60	34	24	14	15	19	22	38	56
	19%	28%	14%	15%	17%	21%	16%	24%	13%	17%	28%	16%	19%	19%
Definitely yes	241	53	77	65	47	130	112	49	53	36	31	71	102	139
	48%	37%	54%	50%	56%	45%	52%	48%	52%	41%	46%	51%	50%	47%
Probably yes	130	40	33	35	22	72	57	20	29	31	13	37	49	81
	26%	27%	23%	27%	27%	25%	27%	20%	28%	35%	19%	26%	24%	27%
Probably no	53	21	12	12	9	33	21	11	8	8	17	10	18	35
	11%	14%	8%	9%	10%	11%	10%	10%	8%	9%	25%	7%	9%	12%
Definitely no	41	19	9	8	5	28	13	14	6	7	2	12	20	21
	8%	13%	6%	6%	6%	10%	6%	13%	6%	8%	4%	9%	10%	7%
Unsure	37	12	14	11	1	26	11	9	6	6	4	11	15	21
	7%	8%	9%	8%	1%	9%	5%	9%	6%	7%	6%	8%	7%	7%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Single - Version A] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A young man who came into the country illegally this year and is employed

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	502	252	161	246	155	100	135	78	57	158	192	153
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	493	240	163	225	154	112	138	68	70	148	188	157
DEFINITELY/PROBABLY YES	371	188	128	179	112	79	94	57	38	116	145	111
	74%	75%	80%	73%	73%	79%	70%	72%	66%	73%	76%	72%
DEFINITELY/PROBABLY NO	94	48	23	51	26	17	31	18	13	35	29	30
	19%	19%	15%	21%	17%	17%	23%	23%	23%	22%	15%	20%
Definitely yes	241	121	85	117	75	49	63	36	27	84	96	61
	48%	48%	53%	48%	48%	49%	46%	46%	47%	53%	50%	40%
Probably yes	130	67	43	62	38	30	32	21	11	31	49	49
	26%	27%	27%	25%	24%	30%	23%	26%	19%	20%	26%	32%
Probably no	53	22	16	30	11	12	17	9	8	17	19	18
	11%	9%	10%	12%	7%	12%	13%	12%	14%	11%	10%	11%
Definitely no	41	27	7	21	15	5	14	9	5	18	10	13
	8%	11%	4%	8%	10%	5%	11%	11%	9%	12%	5%	8%
Unsure	37	15	9	16	16	4	10	3	6	7	18	12
	7%	6%	6%	6%	10%	4%	7%	4%	11%	5%	9%	8%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Single - Version A] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A young man who came into the country illegally this year and is employed

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	502	214	97	191	196	146	153	233	220	154	72
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	493	209	110	174	185	154	143	225	216	148	71
DEFINITELY/PROBABLY YES	371	157	67	147	141	96	130	171	169	117	45
	74%	73%	69%	77%	72%	65%	84%	73%	77%	76%	63%
DEFINITELY/PROBABLY NO	94	40	19	36	40	34	21	45	39	22	21
	19%	19%	20%	19%	20%	23%	13%	19%	18%	14%	29%
Definitely yes	241	100	41	100	88	57	93	109	116	77	23
	48%	47%	42%	53%	45%	39%	60%	47%	53%	50%	32%
Probably yes	130	57	26	46	53	39	37	62	53	40	22
	26%	26%	27%	24%	27%	27%	24%	26%	24%	26%	31%
Probably no	53	25	10	18	23	20	10	28	19	17	10
	11%	12%	10%	10%	12%	14%	6%	12%	9%	11%	14%
Definitely no	41	14	9	17	17	14	11	17	21	4	11
	8%	7%	10%	9%	8%	9%	7%	7%	9%	3%	15%
Unsure	37	18	11	8	16	17	3	18	12	15	6
	7%	8%	11%	4%	8%	11%	2%	8%	5%	10%	8%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Single - Version B] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A young man who came into the country illegally this year and is not employed

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	499	220	279	104	125	135	135	229	270	340	70	57	32
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	227	281	107	111	152	138	218	290	366	70	49	23
DEFINITELY/PROBABLY YES	403	180	224	72	97	115	119	169	235	289	45	45	24
	81%	82%	80%	69%	78%	86%	88%	74%	87%	85%	65%	78%	75%
DEFINITELY/PROBABLY NO	69	31	38	28	19	12	10	47	22	34	19	9	6
	14%	14%	13%	26%	16%	9%	8%	21%	8%	10%	27%	16%	20%
Definitely yes	304	129	175	48	72	94	91	120	185	222	39	32	12
	61%	59%	63%	46%	58%	69%	67%	52%	68%	65%	56%	55%	38%
Probably yes	99	51	48	24	25	22	28	49	50	67	7	13	12
	20%	23%	17%	23%	20%	16%	21%	21%	19%	20%	9%	23%	37%
Probably no	28	10	18	6	9	5	8	15	13	19	6	2	-
	6%	5%	6%	6%	7%	4%	6%	7%	5%	6%	9%	4%	-
Definitely no	41	21	20	21	11	7	2	32	9	15	12	7	6
	8%	10%	7%	21%	9%	5%	2%	14%	3%	5%	18%	12%	20%
Unsure	27	9	18	5	9	8	6	13	14	16	6	3	2
	5%	4%	6%	4%	7%	6%	4%	6%	5%	5%	8%	6%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Single - Version B] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A young man who came into the country illegally this year and is not employed

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	499	149	158	122	70	306	192	118	106	71	89	115	223	274
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	131	194	115	67	325	182	126	111	78	84	107	237	269
DEFINITELY/PROBABLY YES	403	113	133	99	57	247	157	88	81	60	80	94	169	234
	81%	76%	85%	81%	82%	80%	82%	75%	77%	84%	90%	82%	76%	85%
DEFINITELY/PROBABLY NO	69	21	18	21	8	39	29	18	18	10	6	17	36	32
	14%	14%	11%	17%	12%	13%	15%	15%	17%	14%	6%	15%	16%	12%
Definitely yes	304	88	96	76	45	183	121	69	60	46	59	69	129	175
	61%	59%	61%	62%	65%	60%	63%	59%	57%	66%	67%	60%	58%	64%
Probably yes	99	25	38	23	12	63	35	19	21	13	21	25	40	59
	20%	17%	24%	19%	18%	21%	19%	16%	20%	19%	23%	22%	18%	21%
Probably no	28	11	7	6	5	17	10	7	8	4	4	4	15	12
	6%	7%	4%	5%	7%	6%	5%	6%	8%	6%	4%	4%	7%	4%
Definitely no	41	10	12	15	4	22	19	11	10	5	2	13	21	20
	8%	7%	7%	13%	5%	7%	10%	9%	9%	8%	2%	11%	9%	7%
Unsure	27	15	6	2	4	21	6	12	7	1	3	4	18	8
	5%	10%	4%	1%	6%	7%	3%	10%	6%	2%	3%	4%	8%	3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Single - Version B] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A young man who came into the country illegally this year and is not employed

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	499	253	151	230	165	103	144	58	87	112	256	131
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	257	153	217	175	115	146	59	87	117	241	150
DEFINITELY/PROBABLY YES	403	198	131	195	119	89	115	46	69	87	205	112
	81%	78%	87%	85%	72%	87%	80%	79%	80%	77%	80%	85%
DEFINITELY/PROBABLY NO	69	44	12	28	31	10	21	10	11	19	38	13
	14%	17%	8%	12%	19%	10%	15%	18%	13%	17%	15%	10%
Definitely yes	304	140	104	138	95	71	88	35	53	69	157	78
	61%	55%	69%	60%	57%	69%	61%	60%	62%	62%	61%	60%
Probably yes	99	59	27	57	24	18	27	11	16	17	48	34
	20%	23%	18%	25%	15%	17%	19%	19%	18%	15%	19%	26%
Probably no	28	18	7	14	11	4	8	5	3	9	12	6
	6%	7%	5%	6%	6%	3%	5%	8%	4%	8%	5%	5%
Definitely no	41	26	5	14	20	6	13	6	8	9	25	6
	8%	10%	4%	6%	12%	6%	9%	10%	9%	8%	10%	5%
Unsure	27	11	8	7	16	4	8	2	6	7	13	7
	5%	4%	5%	3%	9%	4%	6%	3%	7%	6%	5%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Single - Version B] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A young man who came into the country illegally this year and is not employed

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	499	185	124	189	184	174	127	223	220	130	82
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	508	180	139	189	175	185	135	209	228	135	71
DEFINITELY/PROBABLY YES	403	155	102	146	158	135	99	188	177	108	70
	81%	84%	82%	77%	86%	78%	78%	84%	80%	84%	85%
DEFINITELY/PROBABLY NO	69	25	12	31	19	24	23	28	30	16	12
	14%	13%	10%	17%	10%	14%	18%	13%	14%	12%	14%
Definitely yes	304	114	75	115	118	100	81	140	137	76	58
	61%	62%	60%	61%	64%	57%	63%	63%	63%	59%	71%
Probably yes	99	41	28	30	40	36	19	48	39	32	11
	20%	22%	22%	16%	21%	20%	15%	21%	18%	25%	14%
Probably no	28	12	5	11	9	9	8	13	10	6	5
	6%	6%	4%	6%	5%	5%	6%	6%	4%	5%	6%
Definitely no	41	13	7	21	10	15	15	15	20	10	6
	8%	7%	6%	11%	6%	9%	12%	7%	9%	8%	8%
Unsure	27	5	10	12	7	15	5	7	13	5	1
	5%	3%	8%	6%	4%	8%	4%	3%	6%	4%	1%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Crime] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
 -An illegal immigrant who has committed additional crimes

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	856	401	452	154	191	247	263	345	510	628	84	91	53
	85%	86%	85%	75%	82%	89%	92%	79%	91%	89%	73%	82%	77%
DEFINITELY/PROBABLY NO	105	49	56	34	31	22	18	65	40	60	22	14	9
	10%	11%	10%	17%	14%	8%	6%	15%	7%	8%	19%	12%	13%
Definitely yes	782	357	423	126	178	229	249	304	478	583	75	80	43
	78%	77%	79%	61%	77%	83%	87%	69%	85%	83%	65%	73%	63%
Probably yes	74	44	29	29	13	18	14	42	32	44	9	11	10
	7%	10%	6%	14%	6%	6%	5%	10%	6%	6%	8%	10%	14%
Probably no	29	11	18	11	8	6	4	19	10	16	7	4	3
	3%	2%	3%	5%	3%	2%	1%	4%	2%	2%	6%	4%	4%
Definitely no	76	39	37	23	23	16	14	46	30	44	15	10	6
	8%	8%	7%	11%	10%	6%	5%	11%	5%	6%	13%	9%	9%
Unsure	40	15	26	17	10	8	6	27	14	19	9	6	6
	4%	3%	5%	8%	4%	3%	2%	6%	2%	3%	8%	5%	9%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Crime] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-An illegal immigrant who has committed additional crimes

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	856	233	265	220	138	498	358	173	172	143	141	224	345	508
	85%	80%	88%	87%	90%	84%	88%	79%	83%	90%	90%	88%	81%	89%
DEFINITELY/PROBABLY NO	105	44	24	25	12	68	37	30	25	10	12	27	55	49
	10%	15%	8%	10%	8%	11%	9%	14%	12%	6%	8%	11%	13%	9%
Definitely yes	782	213	252	196	121	464	317	164	161	126	129	200	325	455
	78%	73%	83%	78%	79%	78%	78%	74%	78%	79%	82%	78%	76%	80%
Probably yes	74	20	13	23	17	33	40	9	11	17	12	24	21	53
	7%	7%	4%	9%	11%	6%	10%	4%	5%	11%	8%	9%	5%	9%
Probably no	29	16	6	4	3	22	7	10	7	2	5	6	16	13
	3%	6%	2%	2%	2%	4%	2%	4%	3%	1%	3%	3%	4%	2%
Definitely no	76	27	18	21	9	46	30	21	18	8	8	21	39	37
	8%	9%	6%	8%	6%	8%	7%	9%	9%	5%	5%	8%	9%	6%
Unsure	40	16	13	8	3	29	11	16	10	6	3	4	27	13
	4%	6%	4%	3%	2%	5%	3%	7%	5%	4%	2%	2%	6%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Crime] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-An illegal immigrant who has committed additional crimes

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	856	423	292	426	243	186	236	119	117	232	379	244
	85%	84%	94%	90%	76%	92%	85%	88%	81%	86%	85%	86%
DEFINITELY/PROBABLY NO	105	66	13	42	47	15	33	14	19	28	49	28
	10%	13%	4%	9%	15%	7%	12%	10%	13%	10%	11%	10%
Definitely yes	782	368	277	385	221	175	202	95	108	206	348	228
	78%	73%	89%	81%	69%	86%	72%	70%	75%	76%	78%	81%
Probably yes	74	55	16	41	22	10	34	25	9	26	31	16
	7%	11%	5%	9%	7%	5%	12%	18%	7%	10%	7%	6%
Probably no	29	19	5	10	17	3	7	3	4	10	12	8
	3%	4%	2%	2%	5%	1%	2%	2%	3%	4%	3%	3%
Definitely no	76	47	8	32	31	12	26	11	15	18	37	20
	8%	9%	3%	7%	10%	6%	9%	8%	10%	7%	8%	7%
Unsure	40	16	7	8	29	2	10	3	8	11	19	11
	4%	3%	2%	2%	9%	1%	4%	2%	5%	4%	4%	4%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Crime] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-An illegal immigrant who has committed additional crimes

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	856	347	186	322	337	262	241	399	376	247	137
	85%	87%	84%	85%	88%	82%	86%	87%	85%	87%	89%
DEFINITELY/PROBABLY NO	105	38	21	46	32	37	34	44	48	23	14
	10%	9%	10%	12%	8%	11%	12%	10%	11%	8%	9%
Definitely yes	782	317	174	290	310	246	211	371	341	228	127
	78%	79%	79%	76%	82%	77%	75%	81%	77%	80%	83%
Probably yes	74	30	12	32	26	16	30	29	35	19	9
	7%	8%	6%	8%	7%	5%	11%	6%	8%	7%	6%
Probably no	29	6	8	15	5	8	15	10	16	6	0
	3%	1%	4%	4%	1%	2%	5%	2%	4%	2%	*%
Definitely no	76	32	13	31	27	29	19	34	32	18	14
	8%	8%	6%	8%	7%	9%	7%	8%	7%	6%	9%
Unsure	40	15	14	12	12	22	6	13	17	13	3
	4%	4%	6%	3%	3%	7%	2%	3%	4%	5%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Dreamer] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A person whose parents brought them to the US illegally when they were young, have grown up in the US, and have been granted "Dreamer" status

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	532	234	295	103	122	157	149	226	306	379	60	54	39
	53%	50%	55%	50%	53%	57%	52%	52%	54%	54%	52%	49%	57%
DEFINITELY/PROBABLY NO	358	185	172	75	88	84	111	163	195	253	38	45	22
	36%	40%	32%	36%	38%	30%	39%	37%	35%	36%	33%	41%	31%
Definitely yes	302	123	176	67	60	90	86	127	176	212	42	34	14
	30%	27%	33%	32%	26%	32%	30%	29%	31%	30%	37%	31%	20%
Probably yes	230	111	119	37	62	68	63	99	131	167	18	19	25
	23%	24%	22%	18%	27%	24%	22%	23%	23%	24%	15%	17%	37%
Probably no	225	114	111	47	59	47	72	106	119	158	21	28	18
	22%	25%	21%	23%	25%	17%	25%	24%	21%	22%	18%	26%	26%
Definitely no	133	71	62	28	29	38	39	57	76	95	18	16	4
	13%	15%	12%	14%	13%	14%	13%	13%	14%	13%	15%	15%	6%
Unsure	111	46	66	27	22	36	26	49	62	75	17	12	8
	11%	10%	12%	13%	10%	13%	9%	11%	11%	11%	15%	11%	12%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Dreamer] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
 -A person whose parents brought them to the US illegally when they were young, have grown up in the US, and have been granted "Dreamer" status

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	532	143	158	137	94	301	231	117	108	85	86	134	226	304
	53%	49%	52%	54%	61%	51%	57%	53%	52%	53%	55%	52%	53%	53%
DEFINITELY/PROBABLY NO	358	110	107	94	47	216	141	67	72	61	58	100	139	219
	36%	37%	35%	37%	31%	36%	35%	30%	35%	38%	37%	39%	32%	38%
Definitely yes	302	78	93	85	46	171	131	73	61	56	46	64	135	167
	30%	27%	31%	34%	30%	29%	32%	33%	30%	36%	29%	25%	32%	29%
Probably yes	230	65	65	52	48	130	99	44	47	28	40	70	91	138
	23%	22%	22%	20%	31%	22%	25%	20%	23%	18%	25%	27%	21%	24%
Probably no	225	68	71	56	29	139	85	35	49	38	43	59	85	140
	22%	23%	24%	22%	19%	23%	21%	16%	24%	24%	27%	23%	20%	25%
Definitely no	133	41	36	38	18	77	56	32	22	23	15	41	54	79
	13%	14%	12%	15%	12%	13%	14%	14%	11%	14%	9%	16%	13%	14%
Unsure	111	40	37	22	12	78	34	36	27	13	13	21	63	48
	11%	14%	12%	9%	8%	13%	8%	16%	13%	8%	9%	8%	15%	8%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Dreamer] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A person whose parents brought them to the US illegally when they were young, have grown up in the US, and have been granted "Dreamer" status

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	532	268	169	257	171	103	145	69	76	152	248	132
	53%	53%	54%	54%	53%	51%	52%	51%	53%	56%	55%	47%
DEFINITELY/PROBABLY NO	358	197	107	179	103	75	102	56	46	95	149	114
	36%	39%	34%	38%	32%	37%	36%	41%	32%	35%	33%	40%
Definitely yes	302	152	94	137	107	57	77	33	44	84	149	69
	30%	30%	30%	29%	33%	28%	28%	24%	31%	31%	33%	24%
Probably yes	230	115	75	120	64	46	68	36	32	68	99	63
	23%	23%	24%	25%	20%	23%	24%	26%	22%	25%	22%	22%
Probably no	225	128	62	117	61	47	59	31	28	51	98	76
	22%	25%	20%	24%	19%	23%	21%	23%	20%	19%	22%	27%
Definitely no	133	69	45	63	42	28	42	25	18	45	51	38
	13%	14%	15%	13%	13%	14%	15%	18%	12%	16%	11%	13%
Unsure	111	40	35	40	46	24	33	11	22	23	51	37
	11%	8%	11%	8%	14%	12%	12%	8%	15%	9%	11%	13%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Dreamer] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A person whose parents brought them to the US illegally when they were young, have grown up in the US, and have been granted "Dreamer" status

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	532	183	120	229	175	156	192	208	274	128	72
	53%	46%	54%	60%	46%	49%	69%	46%	62%	45%	47%
DEFINITELY/PROBABLY NO	358	170	64	124	160	111	78	198	129	114	73
	36%	42%	29%	32%	42%	35%	28%	43%	29%	40%	48%
Definitely yes	302	96	59	148	96	72	129	98	180	64	35
	30%	24%	26%	39%	25%	22%	46%	22%	41%	23%	23%
Probably yes	230	87	62	81	80	84	63	110	94	64	37
	23%	22%	28%	21%	21%	26%	23%	24%	21%	22%	24%
Probably no	225	121	44	60	115	66	40	141	63	79	56
	22%	30%	20%	16%	30%	20%	14%	31%	14%	28%	37%
Definitely no	133	49	21	63	46	45	39	57	66	35	17
	13%	12%	9%	17%	12%	14%	14%	12%	15%	12%	11%
Unsure	111	47	37	28	45	54	10	51	37	41	9
	11%	12%	17%	7%	12%	17%	3%	11%	8%	15%	6%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Grandmother] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A grandmother who has been in the US for 20 years after originally entering illegally, with children and grandchildren who are US citizens

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	512	225	285	104	118	147	142	222	290	360	57	57	38
	51%	48%	53%	51%	51%	53%	50%	51%	51%	51%	50%	51%	55%
DEFINITELY/PROBABLY NO	384	191	192	76	89	100	118	166	218	280	38	47	18
	38%	41%	36%	37%	39%	36%	41%	38%	39%	40%	33%	43%	26%
Definitely yes	306	130	174	73	60	86	88	133	174	213	43	32	19
	31%	28%	33%	36%	26%	31%	31%	30%	31%	30%	37%	29%	28%
Probably yes	205	94	111	31	58	61	55	89	116	147	15	25	19
	21%	20%	21%	15%	25%	22%	19%	20%	21%	21%	13%	22%	28%
Probably no	242	117	125	50	50	60	82	100	142	176	20	32	14
	24%	25%	23%	24%	22%	22%	28%	23%	25%	25%	18%	29%	20%
Definitely no	142	74	68	26	39	40	37	65	76	104	18	15	4
	14%	16%	13%	13%	17%	14%	13%	15%	14%	15%	16%	14%	6%
Unsure	105	49	56	25	25	30	26	49	56	67	19	7	13
	11%	11%	11%	12%	11%	11%	9%	11%	10%	9%	17%	6%	19%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Grandmother] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A grandmother who has been in the US for 20 years after originally entering illegally, with children and grandchildren who are US citizens

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	512	125	145	146	96	269	243	104	108	85	73	141	212	299
	51%	43%	48%	58%	63%	45%	60%	47%	52%	53%	47%	55%	50%	52%
DEFINITELY/PROBABLY NO	384	127	127	84	46	253	130	82	79	56	74	92	161	222
	38%	43%	42%	33%	30%	43%	32%	37%	38%	35%	47%	36%	38%	39%
Definitely yes	306	76	85	91	54	161	145	63	70	51	43	78	133	172
	31%	26%	28%	36%	35%	27%	36%	29%	34%	32%	27%	31%	31%	30%
Probably yes	205	49	59	55	42	108	97	40	38	34	30	63	79	127
	21%	17%	20%	22%	28%	18%	24%	18%	19%	21%	19%	25%	18%	22%
Probably no	242	82	78	53	28	160	82	37	57	37	57	53	94	147
	24%	28%	26%	21%	19%	27%	20%	17%	28%	23%	36%	21%	22%	26%
Definitely no	142	45	49	31	17	93	48	45	22	19	17	39	67	75
	14%	15%	16%	12%	11%	16%	12%	20%	11%	12%	11%	15%	16%	13%
Unsure	105	42	31	23	11	72	33	34	20	19	10	22	54	50
	11%	14%	10%	9%	7%	12%	8%	16%	10%	12%	6%	9%	13%	9%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Grandmother] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A grandmother who has been in the US for 20 years after originally entering illegally, with children and grandchildren who are US citizens

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	512	267	155	249	164	97	148	82	66	146	236	130
	51%	53%	50%	52%	51%	48%	53%	60%	46%	54%	53%	46%
DEFINITELY/PROBABLY NO	384	195	122	186	112	86	104	50	54	97	169	118
	38%	39%	39%	39%	35%	42%	37%	37%	38%	36%	38%	42%
Definitely yes	306	158	93	140	108	56	82	40	41	93	144	70
	31%	31%	30%	29%	34%	28%	29%	30%	29%	34%	32%	25%
Probably yes	205	109	62	109	56	41	67	42	25	53	92	61
	21%	22%	20%	23%	17%	20%	24%	31%	17%	20%	20%	21%
Probably no	242	125	74	117	70	55	57	24	32	48	111	83
	24%	25%	24%	25%	22%	27%	20%	18%	23%	18%	25%	29%
Definitely no	142	70	47	68	42	31	47	25	22	49	58	35
	14%	14%	15%	14%	13%	15%	17%	19%	15%	18%	13%	12%
Unsure	105	42	35	41	44	20	28	4	24	28	43	35
	11%	8%	11%	9%	14%	10%	10%	3%	16%	10%	10%	12%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Grandmother] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A grandmother who has been in the US for 20 years after originally entering illegally, with children and grandchildren who are US citizens

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	512	168	116	227	157	150	198	181	275	112	64
	51%	42%	53%	60%	41%	47%	70%	40%	63%	40%	41%
DEFINITELY/PROBABLY NO	384	188	76	120	185	127	63	223	130	134	83
	38%	47%	34%	32%	49%	40%	23%	49%	29%	47%	54%
Definitely yes	306	87	63	156	83	77	140	91	188	63	31
	31%	22%	28%	41%	22%	24%	50%	20%	43%	22%	20%
Probably yes	205	81	54	71	74	74	57	90	87	49	33
	21%	20%	24%	19%	19%	23%	20%	20%	20%	17%	22%
Probably no	242	133	54	55	133	75	31	159	62	94	59
	24%	33%	24%	15%	35%	23%	11%	35%	14%	33%	39%
Definitely no	142	55	22	65	52	53	32	65	68	39	24
	14%	14%	10%	17%	14%	16%	12%	14%	15%	14%	15%
Unsure	105	43	29	33	39	43	20	52	35	37	7
	11%	11%	13%	9%	10%	13%	7%	11%	8%	13%	5%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Construction] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
 -A father who came to the US illegally and has been working in construction for five years to send money back to his home country for his family

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	665	310	353	120	156	192	198	276	390	479	68	73	45
	66%	67%	66%	58%	67%	69%	69%	63%	69%	68%	59%	66%	66%
DEFINITELY/PROBABLY NO	243	120	123	60	58	58	67	118	125	169	28	31	15
	24%	26%	23%	29%	25%	21%	24%	27%	22%	24%	25%	28%	22%
Definitely yes	396	168	225	79	87	120	109	166	229	284	49	48	15
	40%	36%	42%	39%	38%	43%	38%	38%	41%	40%	43%	43%	22%
Probably yes	270	141	128	40	69	71	89	109	161	195	19	25	30
	27%	30%	24%	20%	30%	26%	31%	25%	28%	28%	16%	23%	44%
Probably no	155	73	81	34	36	36	49	70	85	105	13	24	13
	15%	16%	15%	17%	16%	13%	17%	16%	15%	15%	11%	22%	18%
Definitely no	89	47	42	26	22	23	18	48	41	64	15	7	3
	9%	10%	8%	13%	9%	8%	6%	11%	7%	9%	13%	6%	4%
Unsure	92	35	57	25	18	28	21	44	49	59	19	7	8
	9%	8%	11%	12%	8%	10%	7%	10%	9%	8%	16%	6%	12%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Construction] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
 -A father who came to the US illegally and has been working in construction for five years to send money back to his home country for his family

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	665	172	203	176	114	375	290	136	144	109	109	165	280	383
	66%	59%	67%	70%	75%	63%	71%	62%	70%	69%	70%	65%	66%	67%
DEFINITELY/PROBABLY NO	243	86	72	55	30	158	85	55	45	41	37	65	101	142
	24%	29%	24%	22%	19%	27%	21%	25%	22%	26%	23%	25%	24%	25%
Definitely yes	396	100	128	105	63	228	167	83	94	71	57	89	177	217
	40%	34%	42%	41%	41%	38%	41%	38%	45%	45%	36%	35%	41%	38%
Probably yes	270	72	75	71	52	147	123	53	51	38	52	76	104	166
	27%	25%	25%	28%	34%	25%	30%	24%	24%	24%	33%	30%	24%	29%
Probably no	155	53	48	38	16	101	54	27	31	29	27	40	58	97
	15%	18%	16%	15%	10%	17%	13%	12%	15%	18%	18%	16%	13%	17%
Definitely no	89	33	24	17	14	57	31	29	14	12	9	25	43	46
	9%	11%	8%	7%	9%	10%	8%	13%	7%	8%	6%	10%	10%	8%
Unsure	92	34	27	22	9	61	31	28	18	9	11	26	46	45
	9%	12%	9%	9%	6%	10%	8%	13%	9%	5%	7%	10%	11%	8%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Construction] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A father who came to the US illegally and has been working in construction for five years to send money back to his home country for his family

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	665	338	214	327	203	133	176	89	87	181	304	180
	66%	67%	69%	69%	64%	66%	63%	66%	61%	67%	68%	64%
DEFINITELY/PROBABLY NO	243	131	73	112	77	55	76	42	34	67	104	72
	24%	26%	23%	23%	24%	27%	27%	31%	24%	25%	23%	26%
Definitely yes	396	198	122	181	135	79	105	44	60	106	182	108
	40%	39%	39%	38%	42%	39%	37%	32%	42%	39%	41%	38%
Probably yes	270	140	92	147	69	55	72	45	27	75	122	72
	27%	28%	29%	31%	21%	27%	26%	33%	19%	28%	27%	26%
Probably no	155	80	49	71	47	36	38	21	18	36	67	52
	15%	16%	16%	15%	15%	18%	14%	15%	12%	13%	15%	18%
Definitely no	89	50	24	40	30	19	37	21	17	31	36	21
	9%	10%	8%	8%	9%	9%	13%	15%	11%	12%	8%	7%
Unsure	92	36	24	37	40	15	28	5	23	22	40	31
	9%	7%	8%	8%	12%	7%	10%	4%	16%	8%	9%	11%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_Construction] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-A father who came to the US illegally and has been working in construction for five years to send money back to his home country for his family

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	665	252	148	265	241	196	218	292	308	174	104
	66%	63%	67%	70%	63%	61%	78%	64%	70%	61%	68%
DEFINITELY/PROBABLY NO	243	106	47	90	104	81	51	121	99	76	41
	24%	27%	21%	24%	27%	25%	18%	26%	23%	27%	27%
Definitely yes	396	131	83	181	127	111	150	141	221	84	56
	40%	33%	38%	48%	33%	35%	54%	31%	50%	30%	36%
Probably yes	270	121	65	84	115	84	68	151	87	89	49
	27%	30%	29%	22%	30%	26%	24%	33%	20%	32%	32%
Probably no	155	79	32	44	77	48	25	86	52	55	33
	15%	20%	14%	12%	20%	15%	9%	19%	12%	19%	21%
Definitely no	89	27	15	46	27	33	26	35	47	21	8
	9%	7%	7%	12%	7%	10%	9%	8%	11%	8%	5%
Unsure	92	41	26	26	35	44	11	44	33	33	9
	9%	10%	12%	7%	9%	14%	4%	10%	7%	12%	6%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_StudentHamas] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-Students in the US on visas who openly support Hamas while on campus

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	685	327	356	117	151	194	223	268	417	504	66	63	51
	68%	70%	67%	57%	65%	70%	78%	61%	74%	71%	58%	57%	75%
DEFINITELY/PROBABLY NO	199	109	90	59	50	50	40	109	90	133	28	30	8
	20%	23%	17%	29%	21%	18%	14%	25%	16%	19%	25%	27%	12%
Definitely yes	485	229	253	77	107	140	160	184	300	357	47	50	30
	48%	49%	47%	38%	46%	51%	56%	42%	53%	51%	41%	45%	44%
Probably yes	201	97	103	40	44	54	63	84	117	147	19	13	21
	20%	21%	19%	20%	19%	19%	22%	19%	21%	21%	17%	12%	31%
Probably no	119	58	61	32	32	29	25	65	54	78	12	23	5
	12%	12%	11%	16%	14%	11%	9%	15%	10%	11%	11%	21%	8%
Definitely no	80	51	29	27	18	20	15	44	36	54	16	7	3
	8%	11%	5%	13%	8%	7%	5%	10%	6%	8%	14%	6%	4%
Unsure	117	29	88	28	32	33	23	60	57	70	20	18	9
	12%	6%	16%	14%	14%	12%	8%	14%	10%	10%	17%	16%	13%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_StudentHamas] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-Students in the US on visas who openly support Hamas while on campus

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	685	181	218	175	111	399	286	141	146	102	115	179	287	396
	68%	62%	72%	69%	73%	67%	71%	64%	71%	64%	74%	70%	67%	69%
DEFINITELY/PROBABLY NO	199	64	60	48	27	124	74	46	38	36	31	48	84	115
	20%	22%	20%	19%	17%	21%	18%	21%	18%	22%	20%	19%	20%	20%
Definitely yes	485	127	154	116	88	280	204	112	105	69	74	123	217	265
	48%	43%	51%	46%	57%	47%	50%	51%	51%	44%	47%	48%	51%	47%
Probably yes	201	54	65	59	23	118	82	29	41	33	42	56	70	131
	20%	18%	21%	23%	15%	20%	20%	13%	20%	21%	27%	22%	16%	23%
Probably no	119	41	38	29	10	79	39	22	27	24	19	28	48	71
	12%	14%	13%	12%	7%	13%	10%	10%	13%	15%	12%	11%	11%	12%
Definitely no	80	23	22	18	17	45	35	24	12	12	12	20	35	44
	8%	8%	7%	7%	11%	8%	9%	11%	6%	7%	8%	8%	8%	8%
Unsure	117	48	24	30	15	72	45	34	23	21	10	28	56	60
	12%	16%	8%	12%	10%	12%	11%	15%	11%	13%	7%	11%	13%	10%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_StudentHamas] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-Students in the US on visas who openly support Hamas while on campus

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	685	327	244	336	197	150	173	96	78	168	317	200
	68%	65%	78%	71%	62%	74%	62%	71%	54%	62%	71%	71%
DEFINITELY/PROBABLY NO	199	123	39	93	78	28	66	35	31	74	82	43
	20%	24%	13%	19%	24%	14%	24%	26%	22%	27%	18%	15%
Definitely yes	485	219	180	237	136	110	120	66	54	122	230	133
	48%	43%	58%	50%	43%	54%	43%	49%	38%	45%	51%	47%
Probably yes	201	108	64	99	61	41	53	30	24	46	87	67
	20%	21%	21%	21%	19%	20%	19%	22%	16%	17%	19%	24%
Probably no	119	75	24	56	44	19	33	12	21	42	48	29
	12%	15%	8%	12%	14%	9%	12%	9%	15%	15%	11%	10%
Definitely no	80	48	15	37	34	10	33	24	10	33	34	13
	8%	9%	5%	8%	11%	5%	12%	17%	7%	12%	8%	5%
Unsure	117	55	28	47	45	24	40	5	35	28	48	40
	12%	11%	9%	10%	14%	12%	14%	3%	25%	10%	11%	14%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpDeport\_StudentHamas] Please indicate whether you think Donald Trump supports deporting each of the following types of people  
-Students in the US on visas who openly support Hamas while on campus

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
DEFINITELY/PROBABLY YES	685	286	147	253	282	185	208	324	303	193	122
	68%	72%	66%	66%	74%	58%	74%	71%	69%	68%	79%
DEFINITELY/PROBABLY NO	199	75	42	82	65	74	54	91	85	56	23
	20%	19%	19%	22%	17%	23%	19%	20%	19%	20%	15%
Definitely yes	485	196	104	185	198	118	161	227	222	134	88
	48%	49%	47%	49%	52%	37%	57%	50%	50%	47%	58%
Probably yes	201	90	43	68	83	67	47	96	81	59	34
	20%	23%	19%	18%	22%	21%	17%	21%	18%	21%	22%
Probably no	119	40	30	49	37	41	37	52	51	31	15
	12%	10%	13%	13%	10%	13%	13%	11%	12%	11%	10%
Definitely no	80	35	12	33	28	33	17	39	34	25	9
	8%	9%	6%	9%	7%	10%	6%	9%	8%	9%	6%
Unsure	117	38	33	46	34	62	19	42	52	34	8
	12%	10%	15%	12%	9%	19%	7%	9%	12%	12%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckRecess] A recess appointment, which is permitted under the Constitution, is when the president makes appointments temporarily without the approval or vetting normally done by the Senate. Do you support or oppose Donald Trump using recess appointments to ensure his nominees do not get rejected by the Senate?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	299	173	126	48	72	76	103	119	180	242	18	24	15
	30%	37%	24%	23%	31%	28%	36%	27%	32%	34%	15%	22%	22%
STRONGLY/SOMEWHAT OPPOSE	453	186	267	94	86	144	130	180	274	302	66	53	33
	45%	40%	50%	46%	37%	52%	45%	41%	49%	43%	58%	48%	48%
Strongly support	165	101	64	24	35	44	62	59	106	128	12	15	10
	16%	22%	12%	12%	15%	16%	22%	13%	19%	18%	11%	13%	15%
Somewhat support	134	72	62	23	37	33	41	61	74	115	5	9	5
	13%	15%	12%	11%	16%	12%	14%	14%	13%	16%	5%	8%	7%
Neither support nor oppose	163	84	77	43	46	42	32	89	74	109	20	22	11
	16%	18%	14%	21%	20%	15%	11%	20%	13%	15%	18%	20%	16%
Somewhat oppose	105	41	64	25	18	39	23	43	62	63	14	16	12
	10%	9%	12%	12%	8%	14%	8%	10%	11%	9%	12%	14%	18%
Strongly oppose	348	145	203	69	68	105	107	137	212	239	53	37	20
	35%	31%	38%	34%	29%	38%	37%	31%	38%	34%	46%	33%	29%
Unsure	86	22	65	20	29	16	21	49	37	54	11	11	10
	9%	5%	12%	10%	12%	6%	7%	11%	7%	8%	9%	10%	15%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckRecess] A recess appointment, which is permitted under the Constitution, is when the president makes appointments temporarily without the approval or vetting normally done by the Senate. Do you support or oppose Donald Trump using recess appointments to ensure his nominees do not get rejected by the Senate?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	299	82	103	60	54	185	114	52	68	52	43	84	120	178
	30%	28%	34%	24%	35%	31%	28%	24%	33%	33%	28%	33%	28%	31%
STRONGLY/SOMEWHAT OPPOSE	453	107	120	152	75	226	227	86	93	76	71	126	179	273
	45%	36%	40%	60%	49%	38%	56%	39%	45%	48%	45%	49%	42%	48%
Strongly support	165	43	65	25	31	109	56	31	36	27	22	49	67	97
	16%	15%	22%	10%	20%	18%	14%	14%	17%	17%	14%	19%	16%	17%
Somewhat support	134	38	38	34	23	76	58	21	32	25	21	35	53	81
	13%	13%	12%	14%	15%	13%	14%	10%	15%	16%	13%	14%	12%	14%
Neither support nor oppose	163	75	47	24	17	122	41	56	33	19	30	25	89	74
	16%	25%	16%	10%	11%	20%	10%	25%	16%	12%	19%	10%	21%	13%
Somewhat oppose	105	38	25	27	16	63	42	13	21	17	24	27	35	69
	10%	13%	8%	11%	10%	11%	10%	6%	10%	11%	16%	11%	8%	12%
Strongly oppose	348	69	95	125	60	164	185	73	72	59	47	99	144	204
	35%	24%	31%	49%	39%	28%	46%	33%	35%	37%	30%	39%	34%	36%
Unsure	86	30	33	17	7	62	24	27	13	12	13	21	40	46
	9%	10%	11%	7%	4%	10%	6%	12%	6%	7%	8%	8%	9%	8%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	299	152	104	165	67	67	98	60	38	77	135	86
	30%	30%	33%	35%	21%	33%	35%	45%	26%	29%	30%	31%
STRONGLY/SOMEWHAT OPPOSE	453	235	146	201	161	91	104	44	60	128	217	108
	45%	47%	47%	42%	50%	45%	37%	32%	41%	47%	48%	38%
Strongly support	165	85	61	97	30	37	55	37	18	51	73	41
	16%	17%	20%	20%	10%	18%	20%	27%	13%	19%	16%	14%
Somewhat support	134	67	43	68	36	30	43	24	19	26	62	46
	13%	13%	14%	14%	11%	15%	15%	17%	13%	10%	14%	16%
Neither support nor oppose	163	90	38	71	67	25	55	30	25	51	50	61
	16%	18%	12%	15%	21%	12%	20%	22%	18%	19%	11%	22%
Somewhat oppose	105	65	25	50	35	19	32	15	17	26	45	33
	10%	13%	8%	11%	11%	10%	12%	11%	12%	10%	10%	12%
Strongly oppose	348	170	120	151	126	71	71	29	42	102	171	75
	35%	34%	39%	32%	39%	35%	25%	21%	29%	38%	38%	27%
Unsure	86	28	25	38	26	21	23	2	21	13	46	27
	9%	5%	8%	8%	8%	10%	8%	1%	15%	5%	10%	10%

Echelon Insights  
December Omnibus 2024

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	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	299 30%	223 56%	47 21%	29 8%	218 57%	53 16%	28 10%	261 57%	22 5%	179 63%	70 46%
STRONGLY/SOMEWHAT OPPOSE	453 45%	61 15%	111 50%	282 74%	69 18%	162 51%	212 76%	55 12%	353 80%	17 6%	41 27%
Strongly support	165 16%	129 32%	19 8%	17 4%	126 33%	18 6%	21 7%	147 32%	12 3%	108 38%	33 21%
Somewhat support	134 13%	94 23%	28 13%	13 3%	92 24%	34 11%	7 3%	113 25%	10 2%	71 25%	37 24%
Neither support nor oppose	163 16%	81 20%	41 18%	41 11%	62 16%	72 22%	26 9%	106 23%	31 7%	62 22%	30 20%
Somewhat oppose	105 10%	35 9%	30 14%	39 10%	39 10%	44 14%	17 6%	38 8%	49 11%	13 5%	22 14%
Strongly oppose	348 35%	26 6%	81 36%	242 64%	30 8%	118 37%	195 69%	17 4%	304 69%	4 1%	19 12%
Unsure	86 9%	34 9%	23 10%	29 8%	32 8%	34 11%	15 5%	35 8%	34 8%	25 9%	12 8%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QNomineeProcess] Which of the following statements do you agree with more, even if neither is exactly right?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
The Senate should generally confirm a president's nominees because he was elected by the people and therefore has a mandate to choose the people he wants	386	199	187	90	90	101	105	180	206	269	38	42	37
	39%	43%	35%	44%	39%	36%	37%	41%	37%	38%	33%	38%	54%
The Senate's advise and consent role means it is appropriate not to confirm some nominees if they have concerns about them	497	235	261	74	112	160	151	185	311	371	55	47	23
	50%	51%	49%	36%	48%	58%	53%	42%	55%	53%	48%	42%	34%
Unsure	119	31	86	41	31	16	30	72	47	67	22	21	8
	12%	7%	16%	20%	13%	6%	11%	16%	8%	9%	19%	19%	12%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QNomineeProcess] Which of the following statements do you agree with more, even if neither is exactly right?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
The Senate should generally confirm a president's nominees because he was elected by the people and therefore has a mandate to choose the people he wants	386	121	114	93	58	235	151	94	68	62	54	106	162	221
	39%	41%	38%	37%	38%	40%	37%	43%	33%	39%	35%	41%	38%	39%
The Senate's advise and consent role means it is appropriate not to confirm some nominees if they have concerns about them	497	119	141	146	90	260	236	81	114	81	85	135	196	301
	50%	41%	47%	58%	59%	44%	58%	37%	55%	51%	54%	53%	46%	53%
Unsure	119	52	47	14	5	100	19	44	25	16	18	14	69	49
	12%	18%	16%	6%	3%	17%	5%	20%	12%	10%	11%	6%	16%	8%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QNomineeProcess] Which of the following statements do you agree with more, even if neither is exactly right?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
The Senate should generally confirm a president's nominees because he was elected by the people and therefore has a mandate to choose the people he wants	386	220	109	198	123	65	119	64	55	101	168	117
	39%	44%	35%	42%	38%	32%	42%	47%	38%	37%	38%	41%
The Senate's advise and consent role means it is appropriate not to confirm some nominees if they have concerns about them	497	248	172	234	144	117	122	64	57	145	229	122
	50%	49%	55%	49%	45%	58%	43%	47%	40%	54%	51%	43%
Unsure	119	37	31	44	52	21	39	8	32	25	50	44
	12%	7%	10%	9%	16%	10%	14%	6%	22%	9%	11%	16%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QNomineeProcess] Which of the following statements do you agree with more, even if neither is exactly right?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
The Senate should generally confirm a president's nominees because he was elected by the people and therefore has a mandate to choose the people he wants	386	221	67	98	207	106	68	264	88	172	68
	39%	55%	30%	26%	54%	33%	24%	58%	20%	61%	44%
The Senate's advise and consent role means it is appropriate not to confirm some nominees if they have concerns about them	497	127	127	243	125	170	193	133	311	69	70
	50%	32%	57%	64%	33%	53%	69%	29%	71%	24%	46%
Unsure	119	52	28	40	48	44	20	59	41	43	16
	12%	13%	12%	10%	13%	14%	7%	13%	9%	15%	10%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSenateReject] Which of the following do you think are legitimate reasons for the Senate to reject a president's nominees? Select all that apply. The nominee...

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Cannot pass a standard security clearance	682 68%	314 68%	367 69%	110 54%	150 64%	197 71%	225 79%	260 59%	422 75%	522 74%	60 53%	64 58%	36 52%
Has acted immorally in their personal life	507 51%	226 48%	280 53%	68 33%	106 46%	160 58%	172 60%	174 40%	332 59%	370 52%	53 46%	58 53%	26 37%
Has conflicting business interests	524 52%	251 54%	272 51%	84 41%	114 49%	157 57%	168 59%	198 45%	326 58%	395 56%	51 45%	50 45%	27 39%
Does not have relevant work experience	492 49%	233 50%	258 48%	81 40%	106 46%	150 54%	154 54%	188 43%	304 54%	376 53%	48 42%	44 40%	24 35%
Has views many people disagree with	255 25%	132 28%	122 23%	57 28%	82 35%	68 24%	48 17%	139 32%	115 20%	165 23%	40 34%	29 26%	21 30%
Does not know a lot about the field they are being nominated for	570 57%	265 57%	304 57%	88 43%	131 56%	171 62%	180 63%	218 50%	352 62%	426 60%	51 45%	56 51%	37 54%
Something else	12 1%	8 2%	4 1%	2 1%	3 1%	2 1%	5 2%	5 1%	7 1%	11 1%	-	-	1 2%
There is no reason the Senate should reject a presidential nomination	65 7%	31 7%	34 6%	18 9%	12 5%	19 7%	16 6%	30 7%	35 6%	41 6%	12 11%	5 4%	7 10%
Unsure	60 6%	22 5%	37 7%	26 13%	14 6%	8 3%	12 4%	40 9%	20 4%	30 4%	8 7%	15 13%	7 10%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSenateReject] Which of the following do you think are legitimate reasons for the Senate to reject a president's nominees? Select all that apply. The nominee...

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Cannot pass a standard security clearance	682	172	209	186	115	380	301	141	135	110	104	191	276	405
	68%	59%	69%	74%	75%	64%	74%	64%	65%	69%	66%	75%	65%	71%
Has acted immorally in their personal life	507	129	147	144	87	275	231	92	107	79	84	145	199	308
	51%	44%	48%	57%	57%	46%	57%	42%	51%	49%	53%	57%	47%	54%
Has conflicting business interests	524	128	157	146	92	285	239	101	108	85	84	144	209	314
	52%	44%	52%	58%	60%	48%	59%	46%	52%	54%	54%	57%	49%	55%
Does not have relevant work experience	492	115	151	140	85	266	225	95	102	78	81	135	197	294
	49%	39%	50%	56%	56%	45%	56%	43%	49%	49%	52%	53%	46%	52%
Has views many people disagree with	255	88	60	61	46	147	107	57	54	35	32	75	111	142
	25%	30%	20%	24%	30%	25%	26%	26%	26%	22%	20%	30%	26%	25%
Does not know a lot about the field they are being nominated for	570	146	173	156	95	319	251	121	116	93	92	148	237	332
	57%	50%	57%	62%	62%	54%	62%	55%	56%	58%	59%	58%	55%	58%
Something else	12	1	4	7	1	4	8	3	2	3	2	2	5	7
	1%	*%	1%	3%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%
There is no reason the Senate should reject a presidential nomination	65	18	25	17	5	43	22	14	14	11	8	19	27	38
	7%	6%	8%	7%	3%	7%	5%	6%	7%	7%	5%	7%	6%	7%
Unsure	60	37	15	7	2	52	8	23	14	9	8	5	38	22
	6%	13%	5%	3%	1%	9%	2%	11%	7%	6%	5%	2%	9%	4%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSenateReject] Which of the following do you think are legitimate reasons for the Senate to reject a president's nominees? Select all that apply. The nominee...

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Cannot pass a standard security clearance	682 68%	325 64%	244 78%	347 73%	180 56%	155 76%	186 66%	91 67%	95 66%	170 63%	315 70%	197 70%
Has acted immorally in their personal life	507 51%	243 48%	190 61%	264 55%	132 41%	111 55%	134 48%	63 46%	71 49%	140 52%	231 52%	136 48%
Has conflicting business interests	524 52%	266 53%	188 60%	265 56%	150 47%	108 53%	136 49%	73 54%	63 43%	151 56%	231 52%	142 50%
Does not have relevant work experience	492 49%	249 49%	167 53%	236 50%	139 44%	116 57%	132 47%	63 47%	68 47%	132 49%	229 51%	131 46%
Has views many people disagree with	255 25%	152 30%	56 18%	123 26%	96 30%	36 18%	85 30%	50 37%	35 24%	84 31%	116 26%	54 19%
Does not know a lot about the field they are being nominated for	570 57%	277 55%	199 64%	292 61%	151 47%	126 62%	145 52%	65 48%	80 56%	144 53%	261 58%	166 59%
Something else	12 1%	4 1%	6 2%	7 1%	1 *	4 2%	1 *	1 *	-	4 1%	4 1%	4 2%
There is no reason the Senate should reject a presidential nomination	65 7%	36 7%	21 7%	30 6%	23 7%	12 6%	16 6%	4 3%	11 8%	11 4%	32 7%	23 8%
Unsure	60 6%	19 4%	13 4%	10 2%	42 13%	7 3%	14 5%	4 3%	10 7%	16 6%	28 6%	15 5%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSenateReject] Which of the following do you think are legitimate reasons for the Senate to reject a president's nominees? Select all that apply. The nominee...

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Cannot pass a standard security clearance	682 68%	246 62%	156 70%	280 74%	242 64%	213 66%	213 76%	279 61%	337 77%	170 60%	101 66%
Has acted immorally in their personal life	507 51%	145 36%	113 51%	249 65%	136 36%	179 56%	182 65%	163 36%	298 68%	83 29%	68 44%
Has conflicting business interests	524 52%	156 39%	128 58%	240 63%	153 40%	175 55%	185 66%	184 40%	290 66%	99 35%	73 48%
Does not have relevant work experience	492 49%	139 35%	114 51%	239 63%	145 38%	162 50%	175 62%	161 35%	281 64%	96 34%	57 37%
Has views many people disagree with	255 25%	69 17%	41 19%	144 38%	54 14%	94 29%	103 37%	72 16%	156 35%	42 15%	27 18%
Does not know a lot about the field they are being nominated for	570 57%	177 44%	140 63%	253 66%	175 46%	196 61%	187 67%	206 45%	310 70%	119 42%	69 45%
Something else	12 1%	1 *	5 2%	6 1%	2 *	6 2%	5 2%	2 1%	9 2%	2 1%	1 *
There is no reason the Senate should reject a presidential nomination	65 7%	43 11%	10 4%	13 3%	39 10%	20 6%	7 2%	49 11%	12 3%	32 11%	18 12%
Unsure	60 6%	29 7%	13 6%	17 5%	27 7%	23 7%	8 3%	27 6%	18 4%	26 9%	3 2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckFBI] Should the FBI Director primarily be an independent law enforcement official or a political ally of the president?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Independent law enforcement official	720	334	385	107	163	217	233	271	450	546	70	66	37
	72%	72%	72%	52%	70%	78%	81%	62%	80%	77%	61%	60%	54%
A political ally of the president	143	91	52	52	35	28	28	87	56	89	23	20	12
	14%	20%	10%	25%	15%	10%	10%	20%	10%	13%	20%	18%	17%
Unsure	138	40	96	45	34	32	26	80	58	72	22	25	20
	14%	9%	18%	22%	15%	12%	9%	18%	10%	10%	19%	22%	29%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckFBI] Should the FBI Director primarily be an independent law enforcement official or a political ally of the president?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Independent law enforcement official	720	187	216	199	118	402	317	164	150	113	110	181	314	404
	72%	64%	71%	79%	77%	68%	78%	74%	72%	71%	70%	71%	73%	71%
A political ally of the president	143	51	42	27	23	93	50	21	28	21	27	46	49	94
	14%	17%	14%	11%	15%	16%	12%	10%	13%	13%	17%	18%	11%	17%
Unsure	138	55	44	26	12	100	38	35	30	25	20	28	65	72
	14%	19%	15%	10%	8%	17%	9%	16%	14%	16%	13%	11%	15%	13%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckFBI] Should the FBI Director primarily be an independent law enforcement official or a political ally of the president?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Independent law enforcement official	720	345	257	360	193	166	183	88	96	193	321	207
	72%	68%	82%	76%	60%	82%	66%	65%	66%	71%	72%	73%
A political ally of the president	143	93	31	70	57	16	58	42	16	49	62	33
	14%	18%	10%	15%	18%	8%	21%	31%	11%	18%	14%	12%
Unsure	138	67	25	46	70	20	39	6	32	29	65	44
	14%	13%	8%	10%	22%	10%	14%	5%	22%	11%	15%	15%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckFBI] Should the FBI Director primarily be an independent law enforcement official or a political ally of the president?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Independent law enforcement official	720	250	173	297	253	236	218	294	359	175	108
	72%	63%	78%	78%	66%	73%	78%	64%	82%	62%	70%
A political ally of the president	143	88	13	42	69	34	39	97	35	67	24
	14%	22%	6%	11%	18%	11%	14%	21%	8%	24%	15%
Unsure	138	62	34	42	59	51	23	65	46	41	22
	14%	15%	16%	11%	16%	16%	8%	14%	11%	15%	15%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckVaccine] Do you believe vaccines are related to autism?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	171	99	72	47	46	36	42	93	78	118	20	14	18
	17%	21%	14%	23%	20%	13%	14%	21%	14%	17%	18%	13%	27%
No	596	283	313	119	133	170	174	252	344	435	66	60	34
	60%	61%	59%	58%	57%	61%	61%	58%	61%	62%	58%	55%	50%
Unsure	234	84	148	39	53	71	71	92	142	154	28	36	16
	23%	18%	28%	19%	23%	26%	25%	21%	25%	22%	24%	33%	24%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckVaccine] Do you believe vaccines are related to autism?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	171	54	55	35	27	109	62	41	33	28	26	41	74	96
	17%	19%	18%	14%	17%	18%	15%	18%	16%	18%	17%	16%	17%	17%
No	596	159	166	162	108	325	270	125	123	95	88	165	248	347
	60%	54%	55%	64%	71%	55%	67%	57%	59%	60%	56%	64%	58%	61%
Unsure	234	79	82	55	18	161	73	54	52	36	43	49	106	128
	23%	27%	27%	22%	12%	27%	18%	25%	25%	22%	27%	19%	25%	22%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckVaccine] Do you believe vaccines are related to autism?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	171	97	45	74	59	38	58	34	23	50	68	52
	17%	19%	14%	16%	18%	19%	21%	25%	16%	19%	15%	18%
No	596	301	192	294	192	108	171	85	85	174	272	151
	60%	60%	61%	62%	60%	53%	61%	63%	59%	64%	61%	53%
Unsure	234	106	75	107	69	57	51	16	35	47	107	80
	23%	21%	24%	23%	22%	28%	18%	12%	24%	17%	24%	28%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckVaccine] Do you believe vaccines are related to autism?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Yes	171	105	34	31	98	36	32	119	32	84	37
	17%	26%	16%	8%	26%	11%	11%	26%	7%	30%	24%
No	596	168	129	299	161	201	226	194	351	102	73
	60%	42%	58%	79%	42%	63%	81%	43%	80%	36%	47%
Unsure	234	126	58	50	122	83	22	143	57	97	45
	23%	32%	26%	13%	32%	26%	8%	31%	13%	34%	29%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckRFKNom] Robert F. Kennedy Jr. has expressed skepticism of certain vaccines and has been nominated by Donald Trump to be the next Secretary of Health and Human Services. Do you support this nomination?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	411	223	188	80	99	109	124	178	233	320	29	35	27
	41%	48%	35%	39%	43%	39%	43%	41%	41%	45%	25%	32%	39%
No	455	196	260	88	97	133	137	185	271	308	66	53	29
	45%	42%	49%	43%	42%	48%	48%	42%	48%	44%	57%	48%	42%
Unsure	135	46	86	37	37	35	25	74	60	79	21	22	13
	13%	10%	16%	18%	16%	13%	9%	17%	11%	11%	18%	20%	19%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckRFKNom] Robert F. Kennedy Jr. has expressed skepticism of certain vaccines and has been nominated by Donald Trump to be the next Secretary of Health and Human Services. Do you support this nomination?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	411	126	139	85	61	265	146	87	87	62	73	101	174	235
	41%	43%	46%	33%	40%	45%	36%	40%	42%	39%	47%	39%	41%	41%
No	455	113	118	144	80	231	224	95	89	82	66	124	183	271
	45%	39%	39%	57%	52%	39%	55%	43%	43%	52%	42%	48%	43%	48%
Unsure	135	53	45	25	12	99	36	38	32	15	18	31	70	64
	13%	18%	15%	10%	8%	17%	9%	17%	15%	9%	11%	12%	16%	11%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckRFKNom] Robert F. Kennedy Jr. has expressed skepticism of certain vaccines and has been nominated by Donald Trump to be the next Secretary of Health and Human Services. Do you support this nomination?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	411	213	130	213	114	84	129	72	56	102	171	138
	41%	42%	42%	45%	36%	42%	46%	53%	39%	38%	38%	49%
No	455	227	155	211	146	97	119	57	61	138	216	101
	45%	45%	50%	44%	46%	48%	42%	42%	43%	51%	48%	36%
Unsure	135	66	27	52	60	21	33	6	26	30	61	44
	13%	13%	9%	11%	19%	10%	12%	5%	18%	11%	14%	16%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckRFKNom] Robert F. Kennedy Jr. has expressed skepticism of certain vaccines and has been nominated by Donald Trump to be the next Secretary of Health and Human Services. Do you support this nomination?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Yes	411	285	82	45	269	101	32	350	34	229	99
	41%	71%	37%	12%	71%	31%	11%	77%	8%	81%	64%
No	455	63	94	299	67	156	228	57	363	29	31
	45%	16%	42%	79%	18%	49%	81%	12%	82%	10%	20%
Unsure	135	52	46	37	44	64	20	50	44	25	24
	13%	13%	21%	10%	12%	20%	7%	11%	10%	9%	16%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpHostages] How likely do you think it is that Hamas will release the Israeli and American hostages it holds prior to Donald Trump taking office?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	300	181	119	73	79	80	69	151	149	202	34	30	34
	30%	39%	22%	36%	34%	29%	24%	35%	26%	29%	30%	27%	49%
NOT THAT/NOT AT ALL LIKELY	501	224	274	86	96	148	171	182	319	377	52	55	17
	50%	48%	51%	42%	41%	53%	60%	42%	57%	53%	45%	50%	25%
Very likely	121	83	37	31	40	34	16	71	50	81	19	8	13
	12%	18%	7%	15%	17%	12%	6%	16%	9%	11%	16%	7%	19%
Somewhat likely	179	98	81	42	39	46	53	81	99	120	16	23	21
	18%	21%	15%	20%	17%	16%	19%	18%	18%	17%	14%	21%	30%
Not that likely	263	118	144	46	55	71	90	101	162	197	29	27	10
	26%	25%	27%	23%	24%	26%	32%	23%	29%	28%	25%	25%	15%
Not at all likely	238	106	130	40	41	76	81	81	157	180	24	28	7
	24%	23%	24%	20%	18%	28%	28%	19%	28%	25%	20%	25%	10%
Unsure	200	59	140	46	58	50	46	103	96	128	28	25	18
	20%	13%	26%	22%	25%	18%	16%	24%	17%	18%	25%	23%	26%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpHostages] How likely do you think it is that Hamas will release the Israeli and American hostages it holds prior to Donald Trump taking office?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	300	84	90	62	63	174	125	62	63	41	45	89	124	175
	30%	29%	30%	25%	41%	29%	31%	28%	30%	26%	29%	35%	29%	31%
NOT THAT/NOT AT ALL LIKELY	501	135	162	135	69	297	204	106	103	86	80	124	210	291
	50%	46%	54%	53%	45%	50%	50%	48%	50%	54%	51%	49%	49%	51%
Very likely	121	29	31	29	31	60	60	20	21	17	8	54	41	79
	12%	10%	10%	11%	21%	10%	15%	9%	10%	11%	5%	21%	10%	14%
Somewhat likely	179	55	59	33	32	114	65	42	41	24	37	35	83	95
	18%	19%	20%	13%	21%	19%	16%	19%	20%	15%	24%	14%	19%	17%
Not that likely	263	75	85	73	31	159	104	50	66	49	43	55	116	147
	26%	26%	28%	29%	20%	27%	26%	23%	32%	31%	27%	21%	27%	26%
Not at all likely	238	60	78	62	38	138	101	56	37	37	37	70	93	144
	24%	20%	26%	25%	25%	23%	25%	26%	18%	23%	24%	27%	22%	25%
Unsure	200	74	49	55	21	124	76	52	41	32	32	42	94	105
	20%	25%	16%	22%	14%	21%	19%	24%	20%	20%	20%	16%	22%	18%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpHostages] How likely do you think it is that Hamas will release the Israeli and American hostages it holds prior to Donald Trump taking office?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	300	175	77	158	88	55	112	74	38	93	122	85
	30%	35%	25%	33%	27%	27%	40%	55%	26%	34%	27%	30%
NOT THAT/NOT AT ALL LIKELY	501	232	185	229	158	113	107	51	56	125	238	138
	50%	46%	59%	48%	49%	56%	38%	38%	39%	46%	53%	49%
Very likely	121	84	18	63	43	14	59	42	17	42	50	28
	12%	17%	6%	13%	14%	7%	21%	31%	11%	16%	11%	10%
Somewhat likely	179	91	59	95	44	41	54	32	21	51	72	57
	18%	18%	19%	20%	14%	20%	19%	24%	15%	19%	16%	20%
Not that likely	263	128	92	120	84	58	57	29	28	61	121	80
	26%	25%	29%	25%	26%	29%	20%	21%	20%	23%	27%	28%
Not at all likely	238	104	93	110	74	55	50	22	28	64	117	57
	24%	21%	30%	23%	23%	27%	18%	16%	19%	24%	26%	20%
Unsure	200	98	50	89	74	35	60	10	50	52	87	61
	20%	19%	16%	19%	23%	17%	22%	8%	35%	19%	19%	21%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QTrumpHostages] How likely do you think it is that Hamas will release the Israeli and American hostages it holds prior to Donald Trump taking office?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT LIKELY	300	164	55	81	142	80	72	193	82	131	51
	30%	41%	25%	21%	37%	25%	26%	42%	19%	46%	33%
NOT THAT/NOT AT ALL LIKELY	501	169	122	211	179	156	161	189	264	102	81
	50%	42%	55%	55%	47%	49%	57%	41%	60%	36%	53%
Very likely	121	77	12	32	56	37	26	83	33	54	26
	12%	19%	6%	8%	15%	11%	9%	18%	8%	19%	17%
Somewhat likely	179	87	42	50	87	44	46	110	49	78	25
	18%	22%	19%	13%	23%	14%	16%	24%	11%	27%	16%
Not that likely	263	96	72	94	103	82	72	113	121	64	51
	26%	24%	33%	25%	27%	26%	26%	25%	27%	22%	33%
Not at all likely	238	73	50	116	75	74	89	77	144	39	30
	24%	18%	22%	31%	20%	23%	32%	17%	33%	14%	20%
Unsure	200	67	44	88	60	85	48	74	94	49	22
	20%	17%	20%	23%	16%	26%	17%	16%	21%	17%	14%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_FBI] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...

-Federal Bureau of Investigation (FBI)

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	231	96	135	52	35	76	68	87	144	143	49	30	9
	23%	21%	25%	25%	15%	28%	24%	20%	26%	20%	42%	27%	13%
Keep most positions	264	129	132	36	70	77	80	106	158	200	20	23	20
	26%	28%	25%	17%	30%	28%	28%	24%	28%	28%	18%	21%	29%
Eliminate most positions	120	60	60	32	25	28	36	56	63	76	10	18	16
	12%	13%	11%	15%	11%	10%	12%	13%	11%	11%	9%	16%	24%
Start fresh	270	153	117	57	68	72	73	125	145	206	22	30	12
	27%	33%	22%	28%	29%	26%	26%	29%	26%	29%	19%	27%	17%
Unsure	117	27	89	29	34	24	30	63	54	82	14	9	11
	12%	6%	17%	14%	15%	9%	10%	14%	10%	12%	12%	8%	17%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_FBI] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Federal Bureau of Investigation (FBI)

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	231	72	53	69	37	125	106	57	52	35	37	49	109	122
	23%	25%	18%	27%	24%	21%	26%	26%	25%	22%	24%	19%	25%	21%
Keep most positions	264	67	80	67	50	146	117	49	50	46	40	79	98	165
	26%	23%	26%	27%	33%	25%	29%	22%	24%	29%	26%	31%	23%	29%
Eliminate most positions	120	30	42	32	16	72	48	21	23	22	22	32	44	76
	12%	10%	14%	13%	10%	12%	12%	10%	11%	14%	14%	12%	10%	13%
Start fresh	270	86	92	53	39	177	92	60	60	40	42	66	120	148
	27%	29%	30%	21%	26%	30%	23%	27%	29%	25%	27%	26%	28%	26%
Unsure	117	38	36	32	11	74	42	33	23	15	15	29	56	59
	12%	13%	12%	13%	7%	12%	10%	15%	11%	10%	10%	11%	13%	10%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_FBI] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Federal Bureau of Investigation (FBI)

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	231	110	80	96	87	47	48	20	28	63	116	51
	23%	22%	26%	20%	27%	23%	17%	15%	19%	23%	26%	18%
Keep most positions	264	137	87	136	70	57	75	35	40	84	108	71
	26%	27%	28%	29%	22%	28%	27%	26%	28%	31%	24%	25%
Eliminate most positions	120	69	33	59	42	19	33	17	16	35	45	40
	12%	14%	11%	12%	13%	9%	12%	13%	11%	13%	10%	14%
Start fresh	270	136	78	130	76	64	96	59	37	62	125	83
	27%	27%	25%	27%	24%	32%	34%	44%	25%	23%	28%	29%
Unsure	117	52	33	56	44	15	28	5	23	25	53	38
	12%	10%	11%	12%	14%	7%	10%	4%	16%	9%	12%	13%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_FBI] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...

-Federal Bureau of Investigation (FBI)

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	231	24	41	166	24	84	119	21	192	14	10
	23%	6%	18%	44%	6%	26%	43%	5%	44%	5%	6%
Keep most positions	264	77	74	113	65	98	98	92	143	44	38
	26%	19%	33%	30%	17%	30%	35%	20%	32%	16%	25%
Eliminate most positions	120	80	21	19	80	23	15	91	19	55	32
	12%	20%	9%	5%	21%	7%	5%	20%	4%	19%	21%
Start fresh	270	169	54	47	165	72	28	199	44	140	57
	27%	42%	25%	12%	43%	22%	10%	44%	10%	49%	37%
Unsure	117	49	32	36	47	44	21	54	43	30	17
	12%	12%	14%	9%	12%	14%	7%	12%	10%	11%	11%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_DOJ] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of Justice (DOJ)

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	203	84	119	42	29	65	66	71	132	128	44	23	8
	20%	18%	22%	20%	13%	23%	23%	16%	23%	18%	38%	20%	11%
Keep most positions	251	122	128	37	65	74	74	102	149	178	26	25	22
	25%	26%	24%	18%	28%	27%	26%	23%	26%	25%	22%	23%	32%
Eliminate most positions	146	76	70	37	37	32	40	74	72	105	11	20	10
	15%	16%	13%	18%	16%	12%	14%	17%	13%	15%	10%	18%	15%
Start fresh	267	143	124	47	67	78	75	114	153	210	18	28	11
	27%	31%	23%	23%	29%	28%	26%	26%	27%	30%	16%	25%	16%
Unsure	134	40	92	41	34	28	30	76	58	86	16	15	17
	13%	9%	17%	20%	15%	10%	11%	17%	10%	12%	14%	14%	25%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_DOJ] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of Justice (DOJ)

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	203	61	47	59	35	108	94	49	46	34	35	39	95	107
	20%	21%	16%	23%	23%	18%	23%	22%	22%	21%	23%	15%	22%	19%
Keep most positions	251	57	68	77	48	125	125	50	47	36	40	78	97	154
	25%	20%	22%	31%	31%	21%	31%	23%	23%	23%	26%	30%	23%	27%
Eliminate most positions	146	44	50	31	22	94	53	21	30	27	22	45	51	95
	15%	15%	17%	12%	14%	16%	13%	10%	14%	17%	14%	18%	12%	17%
Start fresh	267	78	100	52	38	177	90	64	57	44	43	58	121	144
	27%	27%	33%	20%	25%	30%	22%	29%	28%	27%	27%	23%	28%	25%
Unsure	134	53	37	33	11	90	44	36	28	18	16	36	63	70
	13%	18%	12%	13%	7%	15%	11%	16%	13%	11%	10%	14%	15%	12%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_DOJ] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of Justice (DOJ)

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	203	87	79	80	80	42	39	17	22	53	103	46
	20%	17%	25%	17%	25%	20%	14%	13%	15%	20%	23%	16%
Keep most positions	251	137	80	131	68	52	71	35	36	88	100	63
	25%	27%	26%	28%	21%	25%	25%	26%	25%	32%	22%	22%
Eliminate most positions	146	84	37	80	42	24	56	32	25	36	61	49
	15%	17%	12%	17%	13%	12%	20%	23%	17%	13%	14%	17%
Start fresh	267	134	79	127	70	70	86	47	39	61	116	90
	27%	27%	25%	27%	22%	34%	31%	35%	27%	23%	26%	32%
Unsure	134	62	36	57	59	16	28	5	23	33	66	35
	13%	12%	12%	12%	19%	8%	10%	4%	16%	12%	15%	12%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_DOJ] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of Justice (DOJ)

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	203	21	33	149	19	63	117	13	172	8	10
	20%	5%	15%	39%	5%	19%	42%	3%	39%	3%	7%
Keep most positions	251	60	67	124	54	102	91	77	153	37	30
	25%	15%	30%	33%	14%	32%	33%	17%	35%	13%	19%
Eliminate most positions	146	100	22	24	91	37	18	111	22	66	42
	15%	25%	10%	6%	24%	12%	6%	24%	5%	23%	27%
Start fresh	267	165	65	37	170	67	27	198	41	138	54
	27%	41%	30%	10%	45%	21%	10%	43%	9%	49%	35%
Unsure	134	54	34	46	48	52	28	58	52	34	18
	13%	14%	16%	12%	12%	16%	10%	13%	12%	12%	12%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_CDC] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...

-Center for Disease Control and Prevention (CDC)

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	240	90	149	53	42	79	66	95	144	158	48	26	8
	24%	19%	28%	26%	18%	28%	23%	22%	26%	22%	42%	23%	11%
Keep most positions	261	135	125	42	68	72	79	110	151	183	26	29	23
	26%	29%	23%	20%	29%	26%	28%	25%	27%	26%	23%	26%	33%
Eliminate most positions	124	65	59	21	31	31	42	51	73	97	12	11	4
	12%	14%	11%	10%	13%	11%	15%	12%	13%	14%	10%	10%	6%
Start fresh	256	132	122	58	57	74	67	115	140	195	18	27	16
	26%	28%	23%	29%	25%	27%	23%	26%	25%	28%	15%	25%	23%
Unsure	121	42	79	31	35	22	33	65	55	74	11	17	18
	12%	9%	15%	15%	15%	8%	12%	15%	10%	11%	10%	15%	26%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_CDC] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...

-Center for Disease Control and Prevention (CDC)

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	240	70	53	76	41	123	117	56	57	38	40	49	112	127
	24%	24%	17%	30%	27%	21%	29%	25%	27%	24%	26%	19%	26%	22%
Keep most positions	261	65	78	69	49	143	118	49	47	46	38	81	96	165
	26%	22%	26%	27%	32%	24%	29%	22%	22%	29%	24%	32%	22%	29%
Eliminate most positions	124	35	43	24	21	79	45	25	23	21	27	28	48	76
	12%	12%	14%	9%	14%	13%	11%	11%	11%	13%	17%	11%	11%	13%
Start fresh	256	81	93	49	33	173	83	57	60	37	34	67	116	138
	26%	28%	31%	19%	22%	29%	20%	26%	29%	23%	21%	26%	27%	24%
Unsure	121	42	35	35	8	78	43	33	22	16	18	31	55	65
	12%	15%	12%	14%	6%	13%	11%	15%	10%	10%	11%	12%	13%	11%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_CDC] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...

-Center for Disease Control and Prevention (CDC)

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	240	117	78	94	93	51	50	22	28	66	119	55
	24%	23%	25%	20%	29%	25%	18%	16%	19%	24%	27%	19%
Keep most positions	261	139	87	139	70	52	85	42	43	92	106	63
	26%	28%	28%	29%	22%	26%	30%	31%	30%	34%	24%	22%
Eliminate most positions	124	61	41	71	30	23	40	24	16	33	51	40
	12%	12%	13%	15%	9%	11%	14%	17%	11%	12%	11%	14%
Start fresh	256	135	71	118	78	59	76	42	34	55	112	89
	26%	27%	23%	25%	24%	29%	27%	31%	24%	20%	25%	31%
Unsure	121	53	36	54	49	17	29	7	22	25	59	37
	12%	11%	11%	11%	15%	8%	11%	5%	16%	9%	13%	13%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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-Center for Disease Control and Prevention (CDC)

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
<b>Total</b>	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
<b>Not fire anyone</b>	240	26	44	169	24	79	132	18	204	14	8
	24%	7%	20%	44%	6%	25%	47%	4%	46%	5%	6%
<b>Keep most positions</b>	261	71	80	110	64	105	88	94	137	51	31
	26%	18%	36%	29%	17%	33%	31%	21%	31%	18%	20%
<b>Eliminate most positions</b>	124	86	18	20	79	28	16	101	16	64	32
	12%	22%	8%	5%	21%	9%	6%	22%	4%	23%	21%
<b>Start fresh</b>	256	162	53	41	165	63	23	189	39	123	59
	26%	41%	24%	11%	43%	20%	8%	41%	9%	43%	39%
<b>Unsure</b>	121	54	26	41	48	46	22	55	44	31	23
	12%	13%	12%	11%	13%	14%	8%	12%	10%	11%	15%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_DOE] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of Education (DOE)

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	223	93	130	54	44	69	56	98	124	132	43	24	24
	22%	20%	24%	27%	19%	25%	19%	22%	22%	19%	38%	21%	35%
Keep most positions	230	104	127	46	56	60	68	102	128	176	23	22	10
	23%	22%	24%	23%	24%	21%	24%	23%	23%	25%	20%	20%	15%
Eliminate most positions	162	99	63	30	34	44	54	64	99	128	14	17	3
	16%	21%	12%	15%	15%	16%	19%	15%	18%	18%	12%	15%	4%
Start fresh	264	131	131	48	65	79	72	113	151	199	21	34	10
	26%	28%	25%	23%	28%	29%	25%	26%	27%	28%	18%	30%	15%
Unsure	122	39	83	27	33	25	36	60	62	72	14	15	21
	12%	8%	15%	13%	14%	9%	13%	14%	11%	10%	12%	13%	31%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_DOE] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of Education (DOE)

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	223	64	54	68	37	118	105	55	49	30	36	53	103	119
	22%	22%	18%	27%	24%	20%	26%	25%	23%	19%	23%	21%	24%	21%
Keep most positions	230	57	69	66	37	127	103	40	42	50	31	68	81	149
	23%	20%	23%	26%	24%	21%	26%	18%	20%	31%	20%	27%	19%	26%
Eliminate most positions	162	53	48	36	26	100	62	30	32	27	31	42	62	100
	16%	18%	16%	14%	17%	17%	15%	14%	15%	17%	20%	16%	15%	18%
Start fresh	264	75	95	52	42	170	93	57	58	40	42	66	114	148
	26%	26%	31%	21%	27%	29%	23%	26%	28%	25%	27%	26%	27%	26%
Unsure	122	43	37	30	12	80	42	39	27	12	17	26	66	55
	12%	15%	12%	12%	8%	13%	10%	18%	13%	7%	11%	10%	15%	10%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_DOE] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of Education (DOE)

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	223	110	67	92	88	41	50	25	24	52	118	53
	22%	22%	21%	19%	28%	20%	18%	19%	17%	19%	26%	19%
Keep most positions	230	131	71	115	69	46	72	27	45	74	96	60
	23%	26%	23%	24%	22%	23%	26%	20%	31%	27%	22%	21%
Eliminate most positions	162	77	59	84	45	34	43	29	14	47	74	42
	16%	15%	19%	18%	14%	17%	15%	22%	10%	17%	17%	15%
Start fresh	264	140	71	123	77	64	86	47	39	68	101	95
	26%	28%	23%	26%	24%	32%	31%	34%	27%	25%	23%	34%
Unsure	122	47	44	62	41	18	29	7	21	30	58	34
	12%	9%	14%	13%	13%	9%	10%	5%	15%	11%	13%	12%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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-Department of Education (DOE)

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	223	27	37	158	25	69	125	19	183	8	16
	22%	7%	17%	42%	7%	22%	45%	4%	42%	3%	11%
Keep most positions	230	57	58	115	45	95	86	63	146	36	24
	23%	14%	26%	30%	12%	30%	31%	14%	33%	13%	15%
Eliminate most positions	162	109	29	24	107	38	14	128	17	74	46
	16%	27%	13%	6%	28%	12%	5%	28%	4%	26%	30%
Start fresh	264	163	61	40	161	72	26	196	44	137	53
	26%	41%	28%	11%	42%	23%	9%	43%	10%	48%	35%
Unsure	122	44	35	43	43	46	29	50	50	29	15
	12%	11%	16%	11%	11%	14%	10%	11%	11%	10%	10%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_DOD] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of Defense (DOD)

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	225	95	130	50	36	72	67	86	139	137	45	27	16
	22%	20%	24%	25%	15%	26%	23%	20%	25%	19%	39%	24%	23%
Keep most positions	277	134	142	39	67	83	88	106	171	212	27	24	13
	28%	29%	27%	19%	29%	30%	31%	24%	30%	30%	24%	22%	20%
Eliminate most positions	135	75	60	37	30	34	34	67	68	97	9	15	14
	13%	16%	11%	18%	13%	12%	12%	15%	12%	14%	8%	13%	20%
Start fresh	232	126	106	40	63	64	65	103	130	167	19	34	12
	23%	27%	20%	19%	27%	23%	23%	23%	23%	24%	17%	31%	17%
Unsure	132	35	96	38	38	24	33	76	56	94	14	11	14
	13%	8%	18%	19%	16%	9%	11%	17%	10%	13%	12%	10%	20%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_DOD] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of Defense (DOD)

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	225	70	53	73	29	123	102	54	47	43	38	43	101	124
	22%	24%	17%	29%	19%	21%	25%	25%	23%	27%	24%	17%	24%	22%
Keep most positions	277	71	73	73	60	144	133	41	56	45	44	90	97	180
	28%	24%	24%	29%	39%	24%	33%	19%	27%	29%	28%	35%	23%	31%
Eliminate most positions	135	39	45	25	25	85	50	27	24	28	19	37	51	83
	13%	13%	15%	10%	16%	14%	12%	12%	12%	17%	12%	14%	12%	15%
Start fresh	232	68	89	49	26	158	74	54	58	30	38	50	112	118
	23%	23%	30%	19%	17%	26%	18%	25%	28%	19%	24%	19%	26%	21%
Unsure	132	44	42	32	13	86	46	43	23	12	18	36	66	66
	13%	15%	14%	13%	9%	15%	11%	20%	11%	8%	11%	14%	15%	12%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_DOD] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of Defense (DOD)

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	225	103	81	87	92	45	40	17	23	60	115	50
	22%	20%	26%	18%	29%	22%	14%	13%	16%	22%	26%	18%
Keep most positions	277	147	90	151	67	58	83	41	42	87	109	81
	28%	29%	29%	32%	21%	29%	30%	30%	29%	32%	24%	29%
Eliminate most positions	135	87	32	68	38	29	55	34	20	37	57	42
	13%	17%	10%	14%	12%	14%	20%	25%	14%	14%	13%	15%
Start fresh	232	111	70	111	65	56	71	36	35	58	102	72
	23%	22%	22%	23%	20%	28%	25%	26%	24%	22%	23%	25%
Unsure	132	57	39	59	58	14	32	7	24	29	65	39
	13%	11%	12%	12%	18%	7%	11%	5%	17%	11%	15%	14%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_DOD] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of Defense (DOD)

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
<b>Total</b>	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
<b>Not fire anyone</b>	225	28	38	159	31	71	118	22	185	8	20
	22%	7%	17%	42%	8%	22%	42%	5%	42%	3%	13%
<b>Keep most positions</b>	277	91	73	112	79	104	91	105	141	50	47
	28%	23%	33%	29%	21%	32%	32%	23%	32%	18%	31%
<b>Eliminate most positions</b>	135	75	29	30	72	34	27	93	29	70	15
	13%	19%	13%	8%	19%	11%	10%	20%	7%	25%	10%
<b>Start fresh</b>	232	142	49	41	145	64	21	175	38	114	51
	23%	36%	22%	11%	38%	20%	8%	38%	9%	40%	33%
<b>Unsure</b>	132	63	32	38	54	48	24	61	47	40	21
	13%	16%	14%	10%	14%	15%	8%	13%	11%	14%	14%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_State] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of State (DOS)

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	181	74	108	37	32	53	59	70	112	117	39	19	6
	18%	16%	20%	18%	14%	19%	21%	16%	20%	17%	34%	17%	9%
Keep most positions	249	112	136	42	63	79	65	105	144	179	26	28	15
	25%	24%	26%	20%	27%	28%	23%	24%	25%	25%	23%	25%	22%
Eliminate most positions	158	89	69	40	38	33	47	78	80	114	14	17	12
	16%	19%	13%	20%	17%	12%	16%	18%	14%	16%	13%	15%	18%
Start fresh	246	140	106	43	58	74	70	101	145	185	17	29	15
	25%	30%	20%	21%	25%	27%	25%	23%	26%	26%	15%	27%	22%
Unsure	167	51	114	43	40	39	45	83	84	112	18	18	20
	17%	11%	21%	21%	17%	14%	16%	19%	15%	16%	15%	16%	29%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_State] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of State (DOS)

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	181	51	41	60	29	92	89	46	42	30	26	37	88	93
	18%	17%	14%	24%	19%	15%	22%	21%	20%	19%	16%	15%	21%	16%
Keep most positions	249	60	70	70	48	130	118	45	45	46	43	69	90	158
	25%	20%	23%	28%	31%	22%	29%	20%	22%	29%	28%	27%	21%	28%
Eliminate most positions	158	38	51	38	31	89	69	35	28	27	21	47	63	95
	16%	13%	17%	15%	20%	15%	17%	16%	13%	17%	14%	18%	15%	17%
Start fresh	246	80	91	44	31	171	75	56	53	35	41	59	109	135
	25%	27%	30%	17%	20%	29%	19%	26%	25%	22%	26%	23%	25%	24%
Unsure	167	64	48	40	14	113	54	37	40	20	25	43	77	89
	17%	22%	16%	16%	9%	19%	13%	17%	19%	13%	16%	17%	18%	16%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_State] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of State (DOS)

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	181	81	70	74	72	36	35	14	21	47	95	39
	18%	16%	23%	15%	23%	18%	13%	10%	15%	17%	21%	14%
Keep most positions	249	139	70	120	73	54	68	30	38	77	105	66
	25%	28%	22%	25%	23%	27%	24%	22%	26%	29%	24%	23%
Eliminate most positions	158	95	43	87	38	34	54	34	20	47	61	50
	16%	19%	14%	18%	12%	17%	19%	25%	14%	17%	14%	17%
Start fresh	246	125	77	122	70	54	84	46	38	66	100	80
	25%	25%	25%	26%	22%	26%	30%	34%	26%	24%	22%	28%
Unsure	167	65	52	73	67	26	38	11	28	33	85	49
	17%	13%	17%	15%	21%	13%	14%	8%	19%	12%	19%	17%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_State] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of State (DOS)

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
<b>Total</b>	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
<b>Not fire anyone</b>	181	17	28	136	19	57	100	11	154	6	9
	18%	4%	13%	36%	5%	18%	36%	2%	35%	2%	6%
<b>Keep most positions</b>	249	60	67	122	50	103	94	63	163	33	30
	25%	15%	30%	32%	13%	32%	34%	14%	37%	12%	19%
<b>Eliminate most positions</b>	158	102	27	29	93	35	25	121	27	76	35
	16%	26%	12%	8%	24%	11%	9%	26%	6%	27%	23%
<b>Start fresh</b>	246	150	52	45	152	65	27	191	34	128	46
	25%	38%	23%	12%	40%	20%	9%	42%	8%	45%	30%
<b>Unsure</b>	167	70	47	49	66	61	34	71	63	40	34
	17%	18%	21%	13%	17%	19%	12%	16%	14%	14%	22%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_HHS] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of Health and Human Services (HHS)

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	219	91	129	47	38	72	62	85	135	141	49	22	8
	22%	20%	24%	23%	16%	26%	22%	19%	24%	20%	42%	20%	12%
Keep most positions	267	126	141	55	64	71	77	119	148	185	20	32	29
	27%	27%	26%	27%	28%	26%	27%	27%	26%	26%	18%	29%	43%
Eliminate most positions	135	79	56	27	30	32	47	56	79	101	14	12	8
	13%	17%	11%	13%	13%	11%	16%	13%	14%	14%	13%	11%	12%
Start fresh	256	129	126	48	67	74	66	115	140	201	18	27	10
	26%	28%	24%	23%	29%	27%	23%	26%	25%	28%	16%	24%	15%
Unsure	124	40	82	29	33	28	34	62	62	79	14	18	13
	12%	9%	15%	14%	14%	10%	12%	14%	11%	11%	12%	17%	19%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_HHS] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of Health and Human Services (HHS)

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	219	64	52	65	38	116	103	55	50	32	38	44	105	115
	22%	22%	17%	26%	25%	19%	26%	25%	24%	20%	24%	17%	25%	20%
Keep most positions	267	74	71	82	40	145	122	53	43	51	36	84	96	171
	27%	25%	23%	32%	26%	24%	30%	24%	21%	32%	23%	33%	23%	30%
Eliminate most positions	135	28	48	33	26	76	59	23	30	22	23	36	53	82
	13%	10%	16%	13%	17%	13%	14%	11%	15%	14%	15%	14%	12%	14%
Start fresh	256	77	94	44	41	171	85	54	56	34	47	63	110	143
	26%	26%	31%	17%	27%	29%	21%	25%	27%	21%	30%	25%	26%	25%
Unsure	124	50	38	29	8	87	37	35	28	20	13	28	63	60
	12%	17%	12%	11%	6%	15%	9%	16%	13%	12%	8%	11%	15%	11%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_HHS] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...

-Department of Health and Human Services (HHS)

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Not fire anyone	219	103	74	85	87	46	44	21	23	59	110	50
	22%	20%	24%	18%	27%	23%	16%	16%	16%	22%	25%	18%
Keep most positions	267	149	85	141	74	51	82	38	44	86	110	71
	27%	29%	27%	30%	23%	25%	29%	28%	30%	32%	25%	25%
Eliminate most positions	135	65	48	65	36	35	41	24	16	28	70	37
	13%	13%	15%	14%	11%	17%	14%	18%	11%	10%	16%	13%
Start fresh	256	136	70	132	72	52	89	48	41	68	102	86
	26%	27%	22%	28%	22%	25%	32%	35%	29%	25%	23%	30%
Unsure	124	52	35	53	51	18	24	4	20	29	56	39
	12%	10%	11%	11%	16%	9%	9%	3%	14%	11%	12%	14%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QFire\_HHS] Donald Trump has proposed firing a significant number of employees, including long-term employees, who work in various executive branch agencies. When it comes to each of the following agencies, do you think the Trump Administration should...  
-Department of Health and Human Services (HHS)

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
<b>Total</b>	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
<b>Not fire anyone</b>	219	21	41	158	21	70	122	12	187	8	10
	22%	5%	18%	42%	5%	22%	44%	3%	43%	3%	7%
<b>Keep most positions</b>	267	73	69	126	62	105	97	89	153	49	31
	27%	18%	31%	33%	16%	33%	35%	20%	35%	17%	20%
<b>Eliminate most positions</b>	135	92	23	19	84	32	18	111	16	68	35
	13%	23%	11%	5%	22%	10%	7%	24%	4%	24%	23%
<b>Start fresh</b>	256	162	54	39	165	69	19	193	36	128	58
	26%	41%	25%	10%	43%	21%	7%	42%	8%	45%	38%
<b>Unsure</b>	124	51	34	39	49	45	24	52	48	30	19
	12%	13%	16%	10%	13%	14%	9%	11%	11%	11%	12%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QEliminateDOE] To what extent do you support eliminating the Department of Education?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	298	177	120	49	64	85	101	112	186	236	16	28	18
	30%	38%	22%	24%	27%	31%	35%	26%	33%	33%	14%	25%	27%
STRONGLY/SOMEWHAT OPPOSE	543	226	317	106	130	157	151	236	307	363	80	66	34
	54%	49%	59%	52%	56%	56%	53%	54%	55%	51%	70%	59%	50%
Strongly support	176	114	60	26	36	49	65	62	114	141	9	20	5
	18%	25%	11%	13%	15%	18%	23%	14%	20%	20%	8%	18%	8%
Somewhat support	122	63	60	23	28	36	36	50	72	95	7	7	13
	12%	14%	11%	11%	12%	13%	12%	12%	13%	13%	6%	7%	19%
Neither support nor oppose	104	46	58	30	23	22	29	53	51	73	11	10	10
	10%	10%	11%	15%	10%	8%	10%	12%	9%	10%	10%	9%	15%
Somewhat oppose	102	50	52	18	24	29	31	42	60	72	11	12	6
	10%	11%	10%	9%	10%	10%	11%	10%	11%	10%	9%	11%	9%
Strongly oppose	441	177	265	88	106	128	120	194	248	291	69	53	28
	44%	38%	50%	43%	46%	46%	42%	44%	44%	41%	60%	48%	41%
Unsure	56	16	40	20	16	14	6	36	20	34	8	7	6
	6%	3%	7%	10%	7%	5%	2%	8%	3%	5%	7%	7%	9%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QEliminateDOE] To what extent do you support eliminating the Department of Education?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	298	74	94	76	53	168	130	51	67	42	51	87	118	180
	30%	25%	31%	30%	35%	28%	32%	23%	32%	26%	33%	34%	28%	32%
STRONGLY/SOMEWHAT OPPOSE	543	156	155	143	90	311	233	128	109	84	86	135	237	305
	54%	53%	51%	57%	59%	52%	57%	58%	53%	53%	55%	53%	56%	53%
Strongly support	176	44	58	37	37	102	74	29	36	21	31	57	66	110
	18%	15%	19%	15%	24%	17%	18%	13%	18%	13%	20%	22%	15%	19%
Somewhat support	122	30	36	40	16	66	56	21	31	21	20	29	52	70
	12%	10%	12%	16%	11%	11%	14%	10%	15%	13%	13%	12%	12%	12%
Neither support nor oppose	104	40	35	20	8	75	28	25	24	19	12	24	48	54
	10%	14%	12%	8%	5%	13%	7%	11%	11%	12%	7%	9%	11%	9%
Somewhat oppose	102	33	32	25	12	65	37	26	18	14	14	30	44	57
	10%	11%	11%	10%	8%	11%	9%	12%	9%	9%	9%	12%	10%	10%
Strongly oppose	441	123	123	118	78	246	196	102	91	70	72	105	193	248
	44%	42%	41%	47%	51%	41%	48%	46%	44%	44%	46%	41%	45%	43%
Unsure	56	23	18	13	2	41	15	16	8	14	8	10	24	32
	6%	8%	6%	5%	1%	7%	4%	7%	4%	9%	5%	4%	6%	6%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QEliminateDOE] To what extent do you support eliminating the Department of Education?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	298 30%	154 31%	102 33%	159 33%	70 22%	69 34%	91 32%	56 41%	35 25%	87 32%	125 28%	86 30%
STRONGLY/SOMEWHAT OPPOSE	543 54%	270 53%	171 55%	253 53%	182 57%	107 53%	138 49%	63 46%	75 52%	149 55%	240 54%	154 54%
Strongly support	176 18%	93 18%	63 20%	91 19%	42 13%	41 20%	47 17%	31 23%	16 11%	56 21%	66 15%	54 19%
Somewhat support	122 12%	61 12%	39 13%	67 14%	28 9%	28 14%	44 16%	25 18%	19 13%	32 12%	59 13%	32 11%
Neither support nor oppose	104 10%	59 12%	29 9%	45 10%	39 12%	20 10%	33 12%	16 12%	17 11%	23 9%	52 12%	28 10%
Somewhat oppose	102 10%	54 11%	33 11%	48 10%	29 9%	25 12%	23 8%	11 8%	12 9%	21 8%	45 10%	36 13%
Strongly oppose	441 44%	216 43%	138 44%	205 43%	153 48%	83 41%	115 41%	52 38%	63 44%	128 47%	195 44%	118 42%
Unsure	56 6%	22 4%	10 3%	19 4%	30 9%	7 3%	18 6%	1 1%	17 12%	11 4%	30 7%	15 5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QEliminateDOE] To what extent do you support eliminating the Department of Education?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
<b>STRONGLY/SOMEWHAT SUPPORT</b>	298	189	61	49	198	62	35	235	41	155	61
	30%	47%	27%	13%	52%	19%	13%	51%	9%	55%	39%
<b>STRONGLY/SOMEWHAT OPPOSE</b>	543	123	119	301	113	189	230	130	358	63	66
	54%	31%	54%	79%	30%	59%	82%	28%	81%	22%	43%
Strongly support	176	117	40	19	126	30	17	146	19	101	36
	18%	29%	18%	5%	33%	9%	6%	32%	4%	36%	23%
Somewhat support	122	72	21	30	73	32	18	89	22	54	25
	12%	18%	9%	8%	19%	10%	6%	19%	5%	19%	16%
Neither support nor oppose	104	65	22	16	50	46	6	71	21	47	21
	10%	16%	10%	4%	13%	14%	2%	16%	5%	16%	14%
Somewhat oppose	102	42	27	32	31	46	21	47	43	27	21
	10%	11%	12%	9%	8%	14%	8%	10%	10%	10%	14%
Strongly oppose	441	81	92	269	81	143	209	83	315	36	45
	44%	20%	42%	71%	21%	45%	75%	18%	72%	13%	29%
Unsure	56	23	19	14	20	23	9	21	20	19	7
	6%	6%	9%	4%	5%	7%	3%	5%	5%	7%	4%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckTariffSupport] To what extent do you support or oppose imposing tariffs on imported goods?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	389	217	172	51	98	114	127	149	241	295	28	44	23
	39%	47%	32%	25%	42%	41%	44%	34%	43%	42%	24%	40%	33%
STRONGLY/SOMEWHAT OPPOSE	397	180	218	93	78	111	116	170	227	267	59	42	29
	40%	39%	41%	45%	33%	40%	40%	39%	40%	38%	52%	38%	42%
Strongly support	169	106	63	21	45	49	54	67	103	126	12	22	10
	17%	23%	12%	10%	19%	18%	19%	15%	18%	18%	11%	20%	14%
Somewhat support	220	111	109	29	53	65	73	82	138	169	15	22	13
	22%	24%	20%	14%	23%	24%	25%	19%	25%	24%	13%	20%	19%
Neither support nor oppose	129	47	80	33	34	36	27	67	62	95	13	10	12
	13%	10%	15%	16%	14%	13%	9%	15%	11%	13%	11%	9%	17%
Somewhat oppose	135	71	64	27	31	33	43	58	76	85	18	13	19
	13%	15%	12%	13%	13%	12%	15%	13%	14%	12%	16%	11%	28%
Strongly oppose	263	109	153	65	47	78	72	112	151	183	41	29	10
	26%	24%	29%	32%	20%	28%	25%	26%	27%	26%	36%	27%	14%
Unsure	85	21	64	28	23	17	17	51	34	50	15	15	5
	8%	4%	12%	14%	10%	6%	6%	12%	6%	7%	13%	14%	8%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckTariffSupport] To what extent do you support or oppose imposing tariffs on imported goods?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	389 39%	105 36%	134 44%	93 37%	58 38%	239 40%	151 37%	75 34%	80 39%	55 35%	70 44%	109 43%	155 36%	234 41%
STRONGLY/SOMEWHAT OPPOSE	397 40%	89 30%	104 34%	135 54%	69 45%	192 32%	205 50%	77 35%	80 39%	74 47%	59 38%	106 42%	157 37%	239 42%
Strongly support	169 17%	49 17%	59 20%	33 13%	28 18%	108 18%	61 15%	37 17%	28 14%	28 18%	24 15%	51 20%	65 15%	103 18%
Somewhat support	220 22%	56 19%	75 25%	59 23%	30 20%	131 22%	90 22%	38 17%	52 25%	27 17%	45 29%	58 23%	90 21%	130 23%
Neither support nor oppose	129 13%	55 19%	37 12%	18 7%	19 13%	92 15%	37 9%	40 18%	30 15%	12 7%	21 13%	26 10%	71 17%	59 10%
Somewhat oppose	135 13%	34 11%	37 12%	48 19%	16 11%	70 12%	64 16%	26 12%	35 17%	13 8%	14 9%	46 18%	60 14%	73 13%
Strongly oppose	263 26%	55 19%	67 22%	88 35%	53 35%	122 21%	141 35%	51 23%	46 22%	60 38%	45 29%	60 24%	97 23%	166 29%
Unsure	85 8%	44 15%	28 9%	6 3%	6 4%	72 12%	13 3%	28 13%	16 8%	18 12%	7 5%	13 5%	44 10%	39 7%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckTariffSupport] To what extent do you support or oppose imposing tariffs on imported goods?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	389	197	137	206	94	90	116	65	51	87	185	117
	39%	39%	44%	43%	29%	44%	42%	48%	35%	32%	41%	41%
STRONGLY/SOMEWHAT OPPOSE	397	209	124	184	144	69	96	52	44	127	169	102
	40%	41%	40%	39%	45%	34%	34%	38%	31%	47%	38%	36%
Strongly support	169	81	63	89	41	39	48	25	24	40	72	57
	17%	16%	20%	19%	13%	19%	17%	18%	16%	15%	16%	20%
Somewhat support	220	116	74	117	53	51	68	41	27	47	114	60
	22%	23%	24%	25%	16%	25%	24%	30%	19%	17%	25%	21%
Neither support nor oppose	129	74	28	58	44	27	42	17	25	37	52	40
	13%	15%	9%	12%	14%	13%	15%	13%	17%	14%	12%	14%
Somewhat oppose	135	72	43	63	51	20	36	23	13	46	56	33
	13%	14%	14%	13%	16%	10%	13%	17%	9%	17%	12%	12%
Strongly oppose	263	137	81	121	92	49	60	29	31	81	113	68
	26%	27%	26%	25%	29%	24%	22%	22%	21%	30%	25%	24%
Unsure	85	25	22	28	38	18	25	1	24	19	41	25
	8%	5%	7%	6%	12%	9%	9%	1%	17%	7%	9%	9%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckTariffSupport] To what extent do you support or oppose imposing tariffs on imported goods?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
<b>STRONGLY/SOMEWHAT SUPPORT</b>	389	249	72	69	242	99	45	300	62	192	96
	39%	62%	32%	18%	64%	31%	16%	66%	14%	68%	63%
<b>STRONGLY/SOMEWHAT OPPOSE</b>	397	57	95	245	53	135	204	57	299	21	33
	40%	14%	43%	65%	14%	42%	73%	13%	68%	7%	22%
Strongly support	169	118	30	21	110	39	20	141	20	92	43
	17%	30%	14%	6%	29%	12%	7%	31%	5%	33%	28%
Somewhat support	220	130	42	48	132	60	25	159	42	100	53
	22%	33%	19%	13%	35%	19%	9%	35%	10%	35%	35%
Neither support nor oppose	129	62	32	35	53	47	22	72	42	47	16
	13%	16%	14%	9%	14%	15%	8%	16%	10%	17%	10%
Somewhat oppose	135	26	40	69	22	52	61	34	85	14	14
	13%	7%	18%	18%	6%	16%	22%	8%	19%	5%	9%
Strongly oppose	263	31	55	176	30	83	143	23	215	6	20
	26%	8%	25%	46%	8%	26%	51%	5%	49%	2%	13%
Unsure	85	31	23	30	33	39	9	27	37	23	8
	8%	8%	10%	8%	9%	12%	3%	6%	8%	8%	5%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckTariffPrice] If tariffs led to increased prices on all goods and services, to what extent would you support or oppose imposing tariffs on imported goods?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	298	176	122	41	74	81	102	115	183	229	22	33	14
	30%	38%	23%	20%	32%	29%	36%	26%	32%	32%	19%	30%	21%
STRONGLY/SOMEWHAT OPPOSE	518	212	306	109	112	155	142	221	297	363	68	52	35
	52%	46%	57%	53%	48%	56%	50%	51%	53%	51%	59%	47%	51%
Strongly support	130	83	47	17	38	33	42	55	75	104	6	13	7
	13%	18%	9%	8%	17%	12%	15%	13%	13%	15%	6%	11%	11%
Somewhat support	168	92	75	24	36	48	60	60	108	125	15	20	7
	17%	20%	14%	12%	15%	17%	21%	14%	19%	18%	13%	18%	10%
Neither support nor oppose	120	56	63	27	28	31	33	55	64	77	14	14	14
	12%	12%	12%	13%	12%	11%	12%	13%	11%	11%	13%	12%	21%
Somewhat oppose	154	62	92	37	24	52	42	61	94	111	17	21	6
	15%	13%	17%	18%	10%	19%	15%	14%	17%	16%	15%	19%	9%
Strongly oppose	363	150	214	72	88	104	100	160	203	252	51	31	29
	36%	32%	40%	35%	38%	37%	35%	37%	36%	36%	45%	28%	42%
Unsure	65	21	43	28	18	10	9	46	19	37	10	12	5
	7%	5%	8%	14%	8%	4%	3%	11%	3%	5%	9%	11%	8%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckTariffPrice] If tariffs led to increased prices on all goods and services, to what extent would you support or oppose imposing tariffs on imported goods?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	298	78	95	77	47	174	124	57	59	48	50	83	116	181
	30%	27%	32%	31%	31%	29%	31%	26%	29%	30%	32%	33%	27%	32%
STRONGLY/SOMEWHAT OPPOSE	518	146	145	142	85	291	227	110	108	85	79	135	218	299
	52%	50%	48%	56%	56%	49%	56%	50%	52%	53%	51%	53%	51%	52%
Strongly support	130	37	40	26	28	77	54	24	18	21	22	45	43	88
	13%	13%	13%	10%	18%	13%	13%	11%	9%	13%	14%	18%	10%	15%
Somewhat support	168	41	55	51	19	97	70	33	41	27	28	38	74	93
	17%	14%	18%	20%	12%	16%	17%	15%	20%	17%	18%	15%	17%	16%
Neither support nor oppose	120	39	41	24	15	80	40	35	28	11	18	27	63	56
	12%	13%	14%	10%	10%	13%	10%	16%	14%	7%	11%	11%	15%	10%
Somewhat oppose	154	55	49	32	18	104	51	34	39	21	17	43	73	81
	15%	19%	16%	13%	12%	17%	12%	16%	19%	13%	11%	17%	17%	14%
Strongly oppose	363	91	96	110	67	187	177	75	69	63	63	91	145	217
	36%	31%	32%	44%	44%	31%	44%	34%	33%	40%	40%	36%	34%	38%
Unsure	65	30	21	9	5	51	14	18	12	15	10	10	30	35
	7%	10%	7%	4%	4%	9%	4%	8%	6%	9%	6%	4%	7%	6%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckTariffPrice] If tariffs led to increased prices on all goods and services, to what extent would you support or oppose imposing tariffs on imported goods?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
STRONGLY/SOMEWHAT SUPPORT	298	154	110	151	79	68	86	52	34	68	144	86
	30%	31%	35%	32%	25%	34%	31%	38%	24%	25%	32%	30%
STRONGLY/SOMEWHAT OPPOSE	518	268	154	249	166	102	129	54	75	153	221	143
	52%	53%	49%	52%	52%	50%	46%	40%	52%	57%	49%	51%
Strongly support	130	67	49	72	26	33	39	25	15	36	54	40
	13%	13%	16%	15%	8%	16%	14%	18%	10%	13%	12%	14%
Somewhat support	168	87	61	79	53	35	47	27	19	32	90	46
	17%	17%	19%	17%	17%	17%	17%	20%	14%	12%	20%	16%
Neither support nor oppose	120	61	38	51	38	30	41	27	14	38	51	31
	12%	12%	12%	11%	12%	15%	15%	20%	10%	14%	11%	11%
Somewhat oppose	154	81	46	81	48	26	37	14	23	36	66	52
	15%	16%	15%	17%	15%	13%	13%	10%	16%	13%	15%	18%
Strongly oppose	363	187	108	168	118	76	92	40	52	117	155	91
	36%	37%	35%	35%	37%	38%	33%	29%	36%	43%	35%	32%
Unsure	65	21	10	25	37	3	24	3	21	11	31	23
	7%	4%	3%	5%	11%	1%	8%	2%	15%	4%	7%	8%

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December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QPuckTariffPrice] If tariffs led to increased prices on all goods and services, to what extent would you support or oppose imposing tariffs on imported goods?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
<b>STRONGLY/SOMEWHAT SUPPORT</b>	298	192	59	47	193	65	38	237	46	152	77
	30%	48%	27%	12%	51%	20%	13%	52%	10%	54%	50%
<b>STRONGLY/SOMEWHAT OPPOSE</b>	518	118	121	279	105	192	212	126	333	63	50
	52%	30%	55%	73%	28%	60%	76%	28%	76%	22%	32%
Strongly support	130	93	19	19	87	22	21	109	16	71	36
	13%	23%	8%	5%	23%	7%	8%	24%	4%	25%	23%
Somewhat support	168	99	40	28	106	43	16	127	30	80	42
	17%	25%	18%	7%	28%	14%	6%	28%	7%	28%	27%
Neither support nor oppose	120	60	22	38	55	40	21	67	39	47	17
	12%	15%	10%	10%	14%	12%	8%	15%	9%	16%	11%
Somewhat oppose	154	64	40	50	52	66	33	71	62	39	25
	15%	16%	18%	13%	14%	20%	12%	16%	14%	14%	16%
Strongly oppose	363	54	81	229	53	126	178	55	271	24	25
	36%	13%	37%	60%	14%	39%	64%	12%	62%	8%	16%
Unsure	65	29	19	17	28	24	9	27	22	22	9
	7%	7%	9%	4%	7%	7%	3%	6%	5%	8%	6%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	980	452	525	184	232	278	286	416	564	693	115	105	67
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	979	445	532	182	209	299	289	391	588	728	120	90	41
Donald Trump	444	239	203	73	112	116	143	185	258	360	23	38	22
	45%	53%	39%	40%	48%	42%	50%	45%	46%	52%	20%	37%	33%
Joe Biden	451	182	268	78	95	147	130	174	277	280	80	55	35
	46%	40%	51%	43%	41%	53%	45%	42%	49%	40%	70%	52%	52%
Someone else	15	4	11	3	1	6	6	4	12	11	2	2	1
	2%	1%	2%	2%	*%	2%	2%	1%	2%	2%	1%	2%	1%
I did not vote	63	27	36	28	20	8	7	47	15	37	8	8	9
	6%	6%	7%	15%	8%	3%	2%	11%	3%	5%	7%	8%	14%
Unsure	8	1	7	2	5	0	1	6	1	5	2	1	-
	1%	*%	1%	1%	2%	*%	*%	2%	*%	1%	2%	1%	-

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	980	278	298	252	152	576	404	212	203	157	153	253	415	562
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	979	232	373	233	140	605	373	227	221	162	150	215	448	527
Donald Trump	444	129	154	91	70	283	160	84	92	68	77	122	176	267
	45%	46%	52%	36%	46%	49%	40%	40%	46%	44%	50%	48%	42%	47%
Joe Biden	451	108	119	150	74	227	223	98	87	79	64	122	185	264
	46%	39%	40%	60%	48%	39%	55%	46%	43%	50%	42%	48%	44%	47%
Someone else	15	4	7	1	2	11	4	3	3	2	4	3	6	10
	2%	2%	2%	1%	2%	2%	1%	1%	1%	1%	3%	1%	1%	2%
I did not vote	63	35	16	9	2	51	12	25	18	8	7	4	44	19
	6%	12%	6%	4%	2%	9%	3%	12%	9%	5%	4%	2%	11%	3%
Unsure	8	2	1	0	4	4	4	2	3	-	1	2	5	2
	1%	1%	*%	*%	3%	1%	1%	1%	1%		*%	1%	1%	*%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	980	491	312	475	301	203	275	134	141	262	438	279
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	979	483	316	440	310	227	279	125	154	256	420	303
Donald Trump	444	232	143	247	107	90	142	74	68	96	198	149
	45%	47%	46%	52%	35%	45%	52%	55%	48%	37%	45%	53%
Joe Biden	451	226	150	199	154	97	108	51	57	145	211	95
	46%	46%	48%	42%	51%	48%	39%	38%	41%	55%	48%	34%
Someone else	15	6	5	10	4	2	2	1	1	3	6	6
	2%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%
I did not vote	63	23	12	16	33	13	20	8	11	16	22	25
	6%	5%	4%	3%	11%	6%	7%	6%	8%	6%	5%	9%
Unsure	8	4	2	2	4	1	4	1	3	2	1	4
	1%	1%	1%	1%	1%	1%	1%	*%	2%	1%	*%	1%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	980	390	216	374	373	317	273	446	433	275	152
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	979	380	242	357	353	334	270	424	436	276	140
Donald Trump	444	340	78	26	314	102	25	403	19	248	131
	45%	87%	36%	7%	84%	32%	9%	90%	4%	90%	86%
Joe Biden	451	25	97	328	34	176	235	24	394	8	11
	46%	6%	45%	88%	9%	55%	86%	5%	91%	3%	7%
Someone else	15	1	9	5	5	8	2	1	6	-	4
	2%	*%	4%	1%	1%	3%	1%	*%	1%		3%
I did not vote	63	21	29	13	18	26	10	17	11	19	6
	6%	5%	13%	3%	5%	8%	4%	4%	3%	7%	4%
Unsure	8	2	4	2	2	5	0	2	3	1	-
	1%	1%	2%	1%	*%	1%	*%	*%	1%	*%	

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_Instagram] For the following list of sites or apps, please indicate which you have used in the past week  
 -Instagram

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	506	223	283	149	155	129	73	304	202	324	73	70	40
	51%	48%	53%	73%	67%	47%	25%	70%	36%	46%	63%	63%	58%
No	495	242	251	56	77	148	214	133	362	383	42	41	29
	49%	52%	47%	27%	33%	53%	75%	30%	64%	54%	37%	37%	42%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_Instagram] For the following list of sites or apps, please indicate which you have used in the past week  
 -Instagram

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	506	131	141	134	99	272	233	76	86	79	106	158	162	343
	51%	45%	47%	53%	65%	46%	58%	35%	41%	50%	67%	62%	38%	60%
No	495	162	161	119	53	323	172	144	121	79	51	98	265	228
	49%	55%	53%	47%	35%	54%	42%	65%	59%	50%	33%	38%	62%	40%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_Instagram] For the following list of sites or apps, please indicate which you have used in the past week  
-Instagram

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	506	324	86	248	190	66	191	95	97	156	244	106
	51%	64%	28%	52%	59%	32%	68%	70%	67%	58%	55%	37%
No	495	181	226	228	130	137	89	41	47	114	203	177
	49%	36%	72%	48%	41%	68%	32%	30%	33%	42%	45%	63%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_Instagram] For the following list of sites or apps, please indicate which you have used in the past week  
 -Instagram

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Yes	506	186	115	206	166	159	172	218	237	126	80
	51%	46%	52%	54%	43%	50%	61%	48%	54%	44%	52%
No	495	214	106	175	215	162	108	238	203	157	74
	49%	54%	48%	46%	57%	50%	39%	52%	46%	56%	48%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_Twitter] For the following list of sites or apps, please indicate which you have used in the past week  
-X (formerly Twitter)

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	310	175	135	95	84	76	55	179	131	210	44	35	21
	31%	38%	25%	46%	36%	28%	19%	41%	23%	30%	38%	32%	31%
No	691	290	399	110	148	201	232	258	433	497	71	76	47
	69%	62%	75%	54%	64%	72%	81%	59%	77%	70%	62%	68%	69%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_Twitter] For the following list of sites or apps, please indicate which you have used in the past week  
-X (formerly Twitter)

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	310	78	85	83	63	163	147	52	65	37	53	102	117	192
	31%	27%	28%	33%	41%	27%	36%	24%	31%	23%	34%	40%	27%	34%
No	691	214	217	169	90	432	259	168	143	122	103	153	310	378
	69%	73%	72%	67%	59%	73%	64%	76%	69%	77%	66%	60%	73%	66%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_Twitter] For the following list of sites or apps, please indicate which you have used in the past week  
-X (formerly Twitter)

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	310	202	59	142	124	42	113	75	38	104	135	71
	31%	40%	19%	30%	39%	21%	40%	55%	26%	38%	30%	25%
No	691	303	253	334	196	161	167	61	106	167	312	212
	69%	60%	81%	70%	61%	79%	60%	45%	74%	62%	70%	75%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_Twitter] For the following list of sites or apps, please indicate which you have used in the past week  
-X (formerly Twitter)

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Yes	310	148	62	100	142	79	86	172	112	108	53
	31%	37%	28%	26%	37%	25%	31%	38%	26%	38%	34%
No	691	251	159	280	239	242	194	284	328	175	101
	69%	63%	72%	74%	63%	75%	69%	62%	74%	62%	66%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_Facebook] For the following list of sites or apps, please indicate which you have used in the past week  
-Facebook

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	794	362	429	162	201	227	205	363	431	564	84	89	58
	79%	78%	80%	79%	87%	82%	71%	83%	76%	80%	73%	81%	84%
No	207	103	104	43	31	51	82	74	133	143	31	21	11
	21%	22%	20%	21%	13%	18%	29%	17%	24%	20%	27%	19%	16%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_Facebook] For the following list of sites or apps, please indicate which you have used in the past week  
-Facebook

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	794	240	238	197	120	478	316	165	162	123	136	204	328	464
	79%	82%	79%	78%	78%	80%	78%	75%	78%	78%	87%	80%	77%	81%
No	207	53	64	56	33	117	89	55	45	36	20	51	100	107
	21%	18%	21%	22%	22%	20%	22%	25%	22%	22%	13%	20%	23%	19%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_Facebook] For the following list of sites or apps, please indicate which you have used in the past week  
-Facebook

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	794	423	226	394	244	155	243	122	121	221	350	224
	79%	84%	73%	83%	76%	76%	87%	90%	84%	82%	78%	79%
No	207	82	86	82	76	48	37	14	23	50	98	59
	21%	16%	27%	17%	24%	24%	13%	10%	16%	18%	22%	21%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_Facebook] For the following list of sites or apps, please indicate which you have used in the past week  
-Facebook

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Yes	794	318	179	297	292	261	226	370	334	227	125
	79%	80%	81%	78%	77%	81%	80%	81%	76%	80%	81%
No	207	81	42	83	89	60	55	87	107	56	29
	21%	20%	19%	22%	23%	19%	20%	19%	24%	20%	19%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_TikTok] For the following list of sites or apps, please indicate which you have used in the past week  
-TikTok

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	391	157	234	131	119	102	40	250	142	248	61	54	28
	39%	34%	44%	64%	51%	37%	14%	57%	25%	35%	53%	49%	41%
No	610	308	299	74	113	176	247	187	422	459	54	57	40
	61%	66%	56%	36%	49%	63%	86%	43%	75%	65%	47%	51%	59%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_TikTok] For the following list of sites or apps, please indicate which you have used in the past week  
-TikTok

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	391	130	101	94	66	231	160	76	80	60	68	107	155	235
	39%	44%	33%	37%	43%	39%	39%	34%	38%	38%	43%	42%	36%	41%
No	610	163	201	159	87	364	246	144	128	99	89	148	272	336
	61%	56%	67%	63%	57%	61%	61%	66%	62%	62%	57%	58%	64%	59%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_TikTok] For the following list of sites or apps, please indicate which you have used in the past week  
-TikTok

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	391	253	54	187	148	54	161	72	89	128	162	102
	39%	50%	17%	39%	46%	27%	58%	53%	62%	47%	36%	36%
No	610	252	258	289	172	149	119	63	55	143	286	181
	61%	50%	83%	61%	54%	73%	42%	47%	38%	53%	64%	64%

Echelon Insights  
December Omnibus 2024

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[QSocial\_TikTok] For the following list of sites or apps, please indicate which you have used in the past week  
-TikTok

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Yes	391	160	70	161	125	125	133	173	171	102	65
	39%	40%	32%	42%	33%	39%	48%	38%	39%	36%	42%
No	610	240	151	219	255	196	147	284	269	181	89
	61%	60%	68%	58%	67%	61%	52%	62%	61%	64%	58%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_Reddit] For the following list of sites or apps, please indicate which you have used in the past week  
-Reddit

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	297	163	134	97	99	74	28	196	102	204	31	34	29
	30%	35%	25%	47%	43%	27%	10%	45%	18%	29%	27%	30%	43%
No	704	302	400	108	133	204	259	241	462	503	84	77	39
	70%	65%	75%	53%	57%	73%	90%	55%	82%	71%	73%	70%	57%

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N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_Reddit] For the following list of sites or apps, please indicate which you have used in the past week  
-Reddit

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	297	71	75	101	50	146	151	42	68	44	42	102	109	188
	30%	24%	25%	40%	33%	25%	37%	19%	33%	28%	27%	40%	26%	33%
No	704	222	227	152	102	449	254	178	140	115	114	154	318	383
	70%	76%	75%	60%	67%	75%	63%	81%	67%	72%	73%	60%	74%	67%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_Reddit] For the following list of sites or apps, please indicate which you have used in the past week  
-Reddit

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	297	210	42	134	129	34	118	69	50	101	133	64
	30%	42%	14%	28%	40%	17%	42%	51%	34%	37%	30%	23%
No	704	295	269	342	190	169	161	67	94	170	314	219
	70%	58%	86%	72%	60%	83%	58%	49%	66%	63%	70%	77%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_Reddit] For the following list of sites or apps, please indicate which you have used in the past week  
-Reddit

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Yes	297	111	65	121	99	86	112	125	144	73	44
	30%	28%	29%	32%	26%	27%	40%	27%	33%	26%	29%
No	704	288	156	259	281	235	168	332	296	210	109
	70%	72%	71%	68%	74%	73%	60%	73%	67%	74%	71%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_YouTube] For the following list of sites or apps, please indicate which you have used in the past week  
-YouTube

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	801	392	407	188	210	229	175	398	404	548	96	99	59
	80%	84%	76%	92%	90%	82%	61%	91%	72%	77%	84%	90%	86%
No	200	73	127	17	23	49	111	39	160	159	19	12	10
	20%	16%	24%	8%	10%	18%	39%	9%	28%	23%	16%	10%	14%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_YouTube] For the following list of sites or apps, please indicate which you have used in the past week  
-YouTube

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	801	235	242	209	116	477	325	182	159	123	135	199	341	458
	80%	80%	80%	83%	76%	80%	80%	83%	77%	78%	86%	78%	80%	80%
No	200	58	60	44	37	118	81	38	49	35	21	56	87	113
	20%	20%	20%	17%	24%	20%	20%	17%	23%	22%	14%	22%	20%	20%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_YouTube] For the following list of sites or apps, please indicate which you have used in the past week  
-YouTube

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	801	441	198	374	281	144	250	129	121	229	361	211
	80%	87%	63%	79%	88%	71%	89%	95%	84%	85%	81%	75%
No	200	64	114	102	39	59	30	6	23	42	86	72
	20%	13%	37%	21%	12%	29%	11%	5%	16%	15%	19%	25%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_YouTube] For the following list of sites or apps, please indicate which you have used in the past week  
-YouTube

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Yes	801	311	173	317	289	256	242	356	353	224	117
	80%	78%	78%	83%	76%	80%	86%	78%	80%	79%	76%
No	200	88	48	63	92	64	39	101	88	59	37
	20%	22%	22%	17%	24%	20%	14%	22%	20%	21%	24%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_SnapChat] For the following list of sites or apps, please indicate which you have used in the past week  
 -Snapchat

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	283	127	154	121	97	44	21	218	65	182	35	38	28
	28%	27%	29%	59%	42%	16%	7%	50%	11%	26%	31%	34%	40%
No	718	338	379	84	135	234	265	219	499	525	80	73	41
	72%	73%	71%	41%	58%	84%	93%	50%	89%	74%	69%	66%	60%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_SnapChat] For the following list of sites or apps, please indicate which you have used in the past week  
-Snapchat

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	283	95	68	74	45	163	119	50	51	38	50	93	101	181
	28%	33%	23%	29%	29%	27%	29%	23%	25%	24%	32%	36%	24%	32%
No	718	197	234	178	108	432	287	170	156	121	107	163	326	390
	72%	67%	77%	71%	71%	73%	71%	77%	75%	76%	68%	64%	76%	68%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_SnapChat] For the following list of sites or apps, please indicate which you have used in the past week  
-Snapchat

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	283	200	28	126	127	27	130	66	64	86	127	70
	28%	40%	9%	26%	40%	13%	46%	49%	45%	32%	28%	25%
No	718	304	284	350	192	176	150	70	80	184	320	214
	72%	60%	91%	74%	60%	87%	54%	51%	55%	68%	72%	75%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocial\_SnapChat] For the following list of sites or apps, please indicate which you have used in the past week  
-Snapchat

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Yes	283	119	53	111	103	73	98	141	113	73	51
	28%	30%	24%	29%	27%	23%	35%	31%	26%	26%	33%
No	718	280	169	269	278	248	182	316	327	210	102
	72%	70%	76%	71%	73%	77%	65%	69%	74%	74%	67%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Often	119	70	48	42	30	27	20	72	47	74	23	13	9
	12%	15%	9%	21%	13%	10%	7%	16%	8%	10%	20%	12%	12%
Sometimes	251	121	130	66	72	68	44	138	113	171	28	22	30
	25%	26%	24%	32%	31%	25%	15%	32%	20%	24%	25%	20%	43%
Rarely	297	130	165	54	74	88	82	127	170	212	29	40	16
	30%	28%	31%	26%	32%	32%	29%	29%	30%	30%	25%	36%	24%
Never	335	144	190	43	57	94	141	100	235	251	35	35	14
	33%	31%	36%	21%	25%	34%	49%	23%	42%	35%	30%	32%	20%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Often	119	33	33	30	23	66	53	26	24	15	17	36	51	67
	12%	11%	11%	12%	15%	11%	13%	12%	12%	10%	11%	14%	12%	12%
Sometimes	251	57	71	76	47	128	123	49	44	45	44	68	93	157
	25%	19%	24%	30%	31%	21%	30%	22%	21%	28%	28%	27%	22%	27%
Rarely	297	94	101	72	30	195	101	66	60	41	58	70	127	169
	30%	32%	33%	28%	19%	33%	25%	30%	29%	26%	37%	27%	30%	30%
Never	335	109	98	75	53	206	128	78	78	58	38	82	157	178
	33%	37%	32%	30%	35%	35%	32%	36%	38%	36%	24%	32%	37%	31%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Often	119	73	29	54	51	13	53	36	17	47	50	22
	12%	14%	9%	11%	16%	6%	19%	26%	12%	17%	11%	8%
Sometimes	251	160	52	123	87	41	93	52	41	82	105	63
	25%	32%	17%	26%	27%	20%	33%	38%	28%	30%	24%	22%
Rarely	297	153	89	140	94	62	73	22	51	70	136	90
	30%	30%	28%	29%	29%	30%	26%	16%	35%	26%	30%	32%
Never	335	119	142	159	88	87	61	26	35	71	156	108
	33%	24%	45%	33%	28%	43%	22%	19%	25%	26%	35%	38%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Often	119	49	14	55	42	24	51	56	57	40	9
	12%	12%	7%	14%	11%	7%	18%	12%	13%	14%	6%
Sometimes	251	98	42	111	89	61	100	110	117	64	45
	25%	25%	19%	29%	23%	19%	36%	24%	27%	23%	29%
Rarely	297	113	85	99	108	111	71	143	124	82	48
	30%	28%	38%	26%	28%	35%	25%	31%	28%	29%	31%
Never	335	139	80	116	142	125	59	148	142	97	53
	33%	35%	36%	30%	37%	39%	21%	32%	32%	34%	34%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	329	164	165	41	61	107	120	102	227	227	46	34	22
	33%	35%	31%	20%	26%	39%	42%	23%	40%	32%	40%	31%	32%
NBC News	300	153	146	33	63	94	110	95	205	215	41	30	15
	30%	33%	27%	16%	27%	34%	38%	22%	36%	30%	35%	27%	21%
CBS News	318	165	152	34	59	111	113	93	225	229	42	28	19
	32%	35%	29%	17%	25%	40%	40%	21%	40%	32%	36%	25%	28%
Fox News	355	201	154	64	86	92	113	150	205	258	46	32	20
	35%	43%	29%	31%	37%	33%	40%	34%	36%	37%	40%	29%	28%
MSNBC	183	92	90	25	36	54	67	61	121	128	25	20	10
	18%	20%	17%	12%	16%	19%	23%	14%	21%	18%	21%	18%	14%
CNN	305	169	136	51	84	88	83	135	171	197	51	26	31
	30%	36%	25%	25%	36%	32%	29%	31%	30%	28%	45%	24%	45%
Newsmax	91	53	37	11	13	29	38	24	67	72	1	11	7
	9%	11%	7%	5%	6%	10%	13%	5%	12%	10%	1%	10%	10%
OAN	28	21	7	2	4	8	15	6	22	23	1	3	1
	3%	5%	1%	1%	2%	3%	5%	1%	4%	3%	1%	3%	1%
Local TV news	464	218	245	59	96	139	169	155	309	341	54	48	21
	46%	47%	46%	29%	41%	50%	59%	36%	55%	48%	47%	43%	30%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	174	87	87	28	36	65	45	63	110	130	19	16	9
	17%	19%	16%	13%	15%	24%	16%	14%	20%	18%	16%	14%	13%
Your local paper, online or in print	205	96	109	22	41	63	79	63	142	157	20	20	8
	20%	21%	20%	11%	18%	23%	28%	14%	25%	22%	17%	19%	12%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Public radio or broadcast news, such as NPR or PBS	152 15%	73 16%	79 15%	34 16%	39 17%	45 16%	34 12%	72 17%	79 14%	110 16%	9 8%	17 15%	16 23%
Social media (such as YouTube, TikTok, Snapchat)	382 38%	177 38%	205 38%	121 59%	124 53%	84 30%	53 19%	245 56%	138 24%	250 35%	51 44%	53 48%	29 42%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro Show)	162 16%	91 20%	70 13%	44 21%	55 24%	43 16%	20 7%	99 23%	63 11%	123 17%	16 14%	19 17%	3 5%
Something else (Please specify)	41 4%	18 4%	21 4%	4 2%	5 2%	13 5%	18 6%	9 2%	31 6%	31 4%	2 2%	4 4%	3 4%
None of these	57 6%	15 3%	42 8%	22 11%	20 9%	11 4%	4 2%	42 10%	15 3%	39 5%	6 5%	9 8%	4 5%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	329	78	94	93	64	171	157	73	76	42	44	94	149	179
	33%	27%	31%	37%	42%	29%	39%	33%	37%	26%	28%	37%	35%	31%
NBC News	300	65	80	88	67	145	155	56	56	47	44	97	113	187
	30%	22%	27%	35%	44%	24%	38%	26%	27%	29%	28%	38%	26%	33%
CBS News	318	68	91	90	69	159	159	61	63	39	54	101	124	194
	32%	23%	30%	36%	45%	27%	39%	28%	30%	24%	34%	40%	29%	34%
Fox News	355	106	112	73	64	218	137	73	63	59	63	95	136	218
	35%	36%	37%	29%	42%	37%	34%	33%	31%	37%	40%	37%	32%	38%
MSNBC	183	37	50	56	40	87	96	27	38	29	32	58	64	119
	18%	13%	17%	22%	26%	15%	24%	12%	18%	18%	20%	23%	15%	21%
CNN	305	62	76	93	74	138	167	47	46	47	42	123	93	212
	30%	21%	25%	37%	48%	23%	41%	21%	22%	30%	27%	48%	22%	37%
Newsmax	91	24	33	17	16	57	34	18	18	20	16	17	37	54
	9%	8%	11%	7%	11%	10%	8%	8%	9%	13%	10%	7%	9%	9%
OAN	28	9	9	5	5	18	10	8	6	5	7	3	14	14
	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	5%	1%	3%	3%
Local TV news	464	112	154	125	73	267	197	99	104	74	66	122	203	261
	46%	38%	51%	49%	47%	45%	49%	45%	50%	47%	42%	48%	47%	46%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	174	20	38	71	44	58	115	17	30	24	40	62	48	126
	17%	7%	13%	28%	29%	10%	28%	8%	15%	15%	26%	24%	11%	22%
Your local paper, online or in print	205	44	65	66	30	109	96	33	52	33	27	60	85	120
	20%	15%	21%	26%	19%	18%	24%	15%	25%	21%	17%	23%	20%	21%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Public radio or broadcast news, such as NPR or PBS	152 15%	22 8%	34 11%	58 23%	37 24%	57 10%	95 23%	19 9%	27 13%	22 14%	29 19%	56 22%	45 11%	106 19%
Social media (such as YouTube, TikTok, Snapchat)	382 38%	105 36%	108 36%	106 42%	62 41%	214 36%	169 42%	76 34%	79 38%	60 38%	63 40%	104 41%	154 36%	227 40%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro Show)	162 16%	35 12%	46 15%	47 18%	34 22%	82 14%	80 20%	29 13%	29 14%	23 14%	20 13%	61 24%	58 14%	103 18%
Something else (Please specify)	41 4%	8 3%	9 3%	18 7%	5 4%	17 3%	23 6%	8 4%	8 4%	5 3%	5 3%	13 5%	16 4%	24 4%
None of these	57 6%	29 10%	13 4%	9 4%	5 3%	42 7%	14 4%	27 12%	8 4%	3 2%	10 6%	8 3%	35 8%	21 4%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
ABC News	329	162	116	179	80	69	82	45	37	103	134	93
	33%	32%	37%	38%	25%	34%	29%	33%	26%	38%	30%	33%
NBC News	300	154	103	167	70	63	82	52	31	93	136	72
	30%	31%	33%	35%	22%	31%	29%	38%	21%	34%	30%	25%
CBS News	318	165	110	174	79	65	84	50	34	101	137	80
	32%	33%	35%	37%	25%	32%	30%	37%	23%	37%	31%	28%
Fox News	355	192	110	187	95	72	119	74	45	104	147	104
	35%	38%	35%	39%	30%	36%	43%	55%	31%	38%	33%	37%
MSNBC	183	91	65	100	44	39	56	30	26	57	83	43
	18%	18%	21%	21%	14%	19%	20%	22%	18%	21%	18%	15%
CNN	305	179	81	172	84	49	105	65	39	101	139	65
	30%	36%	26%	36%	26%	24%	37%	48%	27%	37%	31%	23%
Newsmax	91	39	41	50	23	18	20	14	6	16	48	26
	9%	8%	13%	11%	7%	9%	7%	10%	4%	6%	11%	9%
OAN	28	11	14	17	5	6	3	3	-	9	11	8
	3%	2%	5%	4%	2%	3%	1%	2%		3%	3%	3%
Local TV news	464	218	178	224	124	116	104	52	52	115	215	134
	46%	43%	57%	47%	39%	57%	37%	38%	36%	43%	48%	47%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	174	109	45	97	48	28	47	25	22	61	72	40
	17%	22%	14%	20%	15%	14%	17%	19%	15%	23%	16%	14%
Your local paper, online or in print	205	97	80	114	46	45	46	23	23	56	81	68
	20%	19%	26%	24%	14%	22%	16%	17%	16%	21%	18%	24%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Public radio or broadcast news, such as NPR or PBS	152 15%	103 20%	32 10%	79 17%	44 14%	28 14%	60 22%	32 24%	28 19%	50 19%	63 14%	38 13%
Social media (such as YouTube, TikTok, Snapchat)	382 38%	253 50%	62 20%	176 37%	151 47%	54 27%	144 52%	72 53%	72 50%	121 45%	167 37%	94 33%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro Show)	162 16%	122 24%	21 7%	77 16%	62 20%	22 11%	62 22%	42 31%	20 14%	65 24%	59 13%	38 13%
Something else (Please specify)	41 4%	10 2%	20 6%	14 3%	9 3%	18 9%	3 1%	1 1%	1 1%	9 3%	25 5%	7 3%
None of these	57 6%	26 5%	5 2%	16 3%	36 11%	4 2%	23 8%	3 3%	20 14%	14 5%	25 6%	18 6%

Echelon Insights  
December Omnibus 2024  
N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
ABC News	329	94	69	167	87	136	103	109	197	68	35
	33%	24%	31%	44%	23%	42%	37%	24%	45%	24%	23%
NBC News	300	87	65	149	83	103	110	94	186	54	44
	30%	22%	29%	39%	22%	32%	39%	21%	42%	19%	28%
CBS News	318	90	73	155	82	127	106	103	196	62	34
	32%	23%	33%	41%	22%	40%	38%	23%	44%	22%	22%
Fox News	355	220	59	76	209	93	49	253	77	168	79
	35%	55%	27%	20%	55%	29%	18%	55%	18%	59%	52%
MSNBC	183	33	40	110	31	62	89	40	132	26	14
	18%	8%	18%	29%	8%	19%	32%	9%	30%	9%	9%
CNN	305	82	65	159	71	115	117	100	188	51	38
	30%	20%	29%	42%	19%	36%	42%	22%	43%	18%	25%
Newsmax	91	63	20	8	69	20	2	76	7	55	19
	9%	16%	9%	2%	18%	6%	1%	17%	1%	19%	12%
OAN	28	21	6	1	23	5	-	26	2	18	7
	3%	5%	3%	*%	6%	2%		6%	*%	6%	5%
Local TV news	464	173	98	193	163	168	127	189	247	117	72
	46%	43%	44%	51%	43%	52%	45%	41%	56%	41%	47%
Traditional national newspapers, online or in print (such as The New York Times, Washington Post, or Wall Street Journal)	174	36	46	91	37	70	66	47	113	28	16
	17%	9%	21%	24%	10%	22%	24%	10%	26%	10%	10%
Your local paper, online or in print	205	69	42	94	71	72	60	77	109	43	31
	20%	17%	19%	25%	19%	22%	22%	17%	25%	15%	20%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QNews] Which, if any, of the following do you listen to, read, or watch to stay informed about current affairs and political news? Choose all that apply

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Public radio or broadcast news, such as NPR or PBS	152 15%	39 10%	37 17%	75 20%	36 9%	46 14%	68 24%	47 10%	92 21%	31 11%	17 11%
Social media (such as YouTube, TikTok, Snapchat)	382 38%	150 38%	88 40%	144 38%	141 37%	104 32%	126 45%	177 39%	162 37%	115 41%	52 34%
Podcasts (such as The Daily, Pod Save America, or The Ben Shapiro Show)	162 16%	64 16%	35 16%	62 16%	68 18%	34 11%	57 20%	85 19%	67 15%	53 19%	21 14%
Something else (Please specify)	41 4%	15 4%	13 6%	13 3%	21 6%	10 3%	9 3%	21 5%	16 4%	12 4%	7 5%
None of these	57 6%	16 4%	20 9%	20 5%	16 4%	27 8%	9 3%	16 4%	24 5%	6 2%	7 5%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_Instagram] How often do you come across information about politics or news on each of the following platforms?  
 -Instagram

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	506	223	283	149	155	129	73	304	202	324	73	70	40
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	498	202	296	153	131	137	77	284	214	336	80	61	21
WEEKLY OR MORE	319	162	157	109	95	80	35	204	115	193	50	47	29
	63%	73%	55%	73%	61%	62%	48%	67%	57%	60%	69%	68%	73%
LESS OFTEN	173	58	116	37	53	47	37	90	83	123	17	23	11
	34%	26%	41%	25%	34%	36%	51%	29%	41%	38%	24%	32%	27%
Multiple times each day	141	70	71	48	44	35	13	93	48	89	27	21	5
	28%	32%	25%	32%	29%	27%	18%	30%	24%	27%	36%	31%	12%
Once a day	101	56	45	31	34	22	14	65	36	58	12	16	14
	20%	25%	16%	21%	22%	17%	19%	21%	18%	18%	17%	23%	34%
Once a week	77	36	41	30	17	23	7	47	31	46	11	9	11
	15%	16%	15%	20%	11%	18%	10%	15%	15%	14%	16%	13%	27%
Once a month	30	10	21	9	10	4	8	19	11	19	3	8	-
	6%	4%	7%	6%	6%	3%	10%	6%	6%	6%	5%	11%	-
Rarely	107	33	74	16	37	33	21	53	54	79	11	12	5
	21%	15%	26%	11%	24%	26%	29%	18%	27%	24%	15%	17%	12%
Never	36	15	21	12	5	10	8	17	18	24	3	3	6
	7%	7%	7%	8%	4%	8%	12%	6%	9%	7%	4%	4%	15%
Unsure	14	3	10	3	7	2	1	10	4	9	5	-	-
	3%	2%	4%	2%	5%	2%	2%	3%	2%	3%	7%	-	-

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_Instagram] How often do you come across information about politics or news on each of the following platforms?  
 -Instagram

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	506	131	141	134	99	272	233	76	86	79	106	158	162	343
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	498	114	180	118	85	294	203	85	95	85	102	129	180	316
WEEKLY OR MORE	319	78	77	90	73	155	163	44	51	44	66	114	95	224
	63%	60%	54%	68%	73%	57%	70%	57%	59%	55%	62%	72%	58%	65%
LESS OFTEN	173	48	62	38	25	110	63	29	32	32	39	42	60	112
	34%	37%	44%	29%	25%	40%	27%	38%	37%	40%	37%	27%	37%	33%
Multiple times each day	141	35	35	38	32	71	70	19	21	22	31	48	41	100
	28%	27%	25%	29%	32%	26%	30%	26%	25%	27%	29%	30%	25%	29%
Once a day	101	18	22	36	24	40	60	11	17	17	15	40	28	72
	20%	14%	16%	27%	24%	15%	26%	15%	20%	21%	14%	26%	17%	21%
Once a week	77	25	19	16	17	44	33	13	13	5	20	26	26	51
	15%	19%	13%	12%	17%	16%	14%	17%	15%	7%	19%	17%	16%	15%
Once a month	30	13	8	5	5	20	10	5	4	7	11	3	9	21
	6%	10%	5%	4%	5%	8%	4%	6%	5%	9%	10%	2%	6%	6%
Rarely	107	25	42	26	14	67	40	17	23	16	23	27	40	67
	21%	19%	30%	20%	14%	25%	17%	22%	27%	20%	22%	17%	25%	19%
Never	36	10	12	7	7	22	14	7	4	8	5	11	11	24
	7%	8%	9%	5%	7%	8%	6%	9%	5%	11%	4%	7%	7%	7%
Unsure	14	4	3	5	2	7	7	4	3	3	1	2	7	6
	3%	3%	2%	4%	2%	3%	3%	5%	4%	4%	1%	1%	4%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_Instagram] How often do you come across information about politics or news on each of the following platforms?  
 -Instagram

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	506	324	86	248	190	66	191	95	97	156	244	106
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	498	312	92	230	193	72	188	81	107	158	224	116
WEEKLY OR MORE	319	225	46	154	129	34	133	74	59	115	147	57
	63%	69%	54%	62%	68%	52%	70%	78%	61%	74%	60%	54%
LESS OFTEN	173	93	38	89	53	30	51	18	33	33	93	47
	34%	29%	44%	36%	28%	46%	27%	19%	34%	21%	38%	44%
Multiple times each day	141	96	18	63	65	13	56	33	23	58	59	23
	28%	30%	21%	25%	34%	20%	29%	35%	23%	37%	24%	22%
Once a day	101	74	18	54	34	11	45	26	19	27	54	19
	20%	23%	21%	22%	18%	17%	24%	28%	20%	17%	22%	18%
Once a week	77	55	11	38	30	10	32	14	18	30	33	14
	15%	17%	13%	15%	16%	15%	17%	15%	18%	19%	14%	14%
Once a month	30	12	8	20	10	1	14	5	10	6	17	7
	6%	4%	9%	8%	5%	1%	8%	5%	10%	4%	7%	7%
Rarely	107	63	19	49	32	26	23	5	18	20	59	28
	21%	19%	22%	20%	17%	39%	12%	6%	19%	13%	24%	27%
Never	36	18	11	20	12	3	13	8	5	7	18	11
	7%	6%	13%	8%	6%	5%	7%	8%	6%	4%	7%	11%
Unsure	14	6	2	5	7	1	7	3	4	8	4	2
	3%	2%	2%	2%	4%	2%	4%	3%	4%	5%	2%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_Instagram] How often do you come across information about politics or news on each of the following platforms?  
 -Instagram

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	506	186	115	206	166	159	172	218	237	126	80
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	498	174	126	198	151	169	167	209	233	118	74
WEEKLY OR MORE	319	114	63	142	102	95	115	137	154	70	55
	63%	61%	55%	69%	62%	60%	67%	63%	65%	55%	69%
LESS OFTEN	173	68	45	59	59	58	54	76	77	55	23
	34%	37%	40%	29%	36%	36%	31%	35%	32%	44%	29%
Multiple times each day	141	51	27	63	41	40	56	63	70	32	21
	28%	28%	23%	31%	25%	25%	33%	29%	30%	26%	27%
Once a day	101	39	17	45	35	27	36	41	47	17	23
	20%	21%	15%	22%	21%	17%	21%	19%	20%	14%	29%
Once a week	77	24	19	34	26	28	23	34	36	20	11
	15%	13%	17%	16%	16%	17%	13%	16%	15%	16%	13%
Once a month	30	13	6	12	9	8	14	14	12	10	5
	6%	7%	5%	6%	5%	5%	8%	6%	5%	8%	7%
Rarely	107	37	35	35	36	37	33	45	51	29	14
	21%	20%	31%	17%	22%	23%	19%	21%	21%	23%	18%
Never	36	19	5	12	15	13	7	17	14	16	3
	7%	10%	4%	6%	9%	8%	4%	8%	6%	13%	4%
Unsure	14	3	6	4	4	7	3	5	7	1	2
	3%	2%	6%	2%	3%	4%	2%	2%	3%	1%	3%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_Twitter] How often do you come across information about politics or news on each of the following platforms?  
 -X (formerly Twitter)

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	310	175	135	95	84	76	55	179	131	210	44	35	21
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	306	162	144	93	81	79	53	174	132	211	50	34	11
WEEKLY OR MORE	254	142	112	82	71	67	35	152	102	172	37	28	17
	82%	81%	83%	86%	84%	87%	64%	85%	78%	82%	84%	80%	82%
LESS OFTEN	54	32	22	13	13	9	20	25	29	38	6	7	4
	17%	18%	16%	13%	15%	12%	36%	14%	22%	18%	14%	19%	18%
Multiple times each day	134	70	64	39	39	32	23	78	55	93	17	15	9
	43%	40%	48%	41%	46%	43%	42%	44%	42%	44%	40%	42%	42%
Once a day	67	43	24	24	17	20	6	41	26	41	12	7	6
	22%	24%	18%	25%	20%	26%	12%	23%	20%	20%	28%	21%	28%
Once a week	54	30	23	19	15	15	6	33	20	38	7	6	3
	17%	17%	17%	20%	18%	19%	10%	19%	15%	18%	16%	17%	12%
Once a month	14	11	3	3	6	1	5	8	6	10	2	2	-
	4%	6%	2%	3%	7%	1%	9%	5%	4%	5%	4%	4%	-
Rarely	24	11	12	4	5	4	11	9	14	17	3	4	-
	8%	6%	9%	5%	6%	5%	19%	5%	11%	8%	7%	11%	-
Never	17	10	7	6	2	4	5	8	9	11	1	1	4
	5%	6%	5%	6%	3%	6%	8%	4%	7%	5%	3%	3%	18%
Unsure	2	1	1	0	1	1	-	1	1	1	1	0	-
	1%	1%	1%	*%	1%	1%	-	1%	*%	*%	2%	1%	-

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_Twitter] How often do you come across information about politics or news on each of the following platforms?  
 -X (formerly Twitter)

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	310	78	85	83	63	163	147	52	65	37	53	102	117	192
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	306	65	105	78	58	170	136	56	67	40	56	86	123	182
WEEKLY OR MORE	254	61	62	76	55	123	131	40	52	25	46	91	92	162
	82%	77%	73%	91%	87%	75%	89%	76%	80%	68%	85%	90%	78%	84%
LESS OFTEN	54	16	23	7	8	39	15	11	13	12	8	10	23	30
	17%	21%	27%	9%	13%	24%	10%	21%	20%	32%	15%	10%	20%	16%
Multiple times each day	134	29	32	44	29	61	73	23	23	19	24	45	45	88
	43%	37%	37%	53%	45%	37%	50%	43%	35%	50%	46%	44%	39%	46%
Once a day	67	15	15	20	16	30	36	8	16	3	13	26	25	42
	22%	19%	18%	24%	25%	19%	25%	16%	25%	8%	25%	25%	21%	22%
Once a week	54	16	15	12	10	32	22	9	13	4	8	20	22	32
	17%	21%	18%	14%	16%	19%	15%	17%	20%	10%	15%	20%	19%	17%
Once a month	14	2	5	3	3	7	6	1	4	3	2	4	5	9
	4%	3%	6%	4%	5%	5%	4%	3%	5%	8%	3%	4%	4%	5%
Rarely	24	6	12	4	2	18	5	6	7	3	6	2	13	11
	8%	8%	14%	4%	3%	11%	4%	12%	10%	8%	12%	2%	11%	6%
Never	17	8	6	-	3	13	3	3	3	6	-	5	6	11
	5%	10%	7%		5%	8%	2%	6%	4%	16%		5%	5%	6%
Unsure	2	1	-	0	-	1	0	2	-	-	-	-	2	-
	1%	2%		0%		1%	0%	3%					2%	

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_Twitter] How often do you come across information about politics or news on each of the following platforms?  
 -X (formerly Twitter)

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	310	202	59	142	124	42	113	75	38	104	135	71
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	306	200	56	132	127	45	116	69	47	109	123	74
WEEKLY OR MORE	254	176	41	118	103	33	94	63	31	81	112	61
	82%	87%	70%	83%	83%	78%	84%	84%	83%	78%	83%	86%
LESS OFTEN	54	25	17	24	21	9	18	12	6	21	23	10
	17%	13%	28%	17%	17%	22%	16%	16%	17%	20%	17%	14%
Multiple times each day	134	91	24	58	56	19	42	26	16	37	66	31
	43%	45%	41%	41%	45%	46%	37%	34%	42%	36%	49%	44%
Once a day	67	50	9	38	21	8	34	25	9	29	21	16
	22%	25%	16%	27%	17%	19%	30%	34%	23%	28%	16%	23%
Once a week	54	34	8	22	26	5	19	12	7	15	25	14
	17%	17%	13%	16%	21%	12%	17%	16%	18%	14%	19%	19%
Once a month	14	8	4	9	5	-	6	5	0	7	5	1
	4%	4%	7%	6%	4%		5%	7%	1%	7%	4%	1%
Rarely	24	13	7	9	10	5	7	2	5	8	8	8
	8%	6%	12%	6%	8%	12%	6%	2%	14%	8%	6%	11%
Never	17	5	6	6	6	4	6	5	1	5	10	1
	5%	2%	10%	4%	5%	10%	5%	7%	1%	5%	8%	2%
Unsure	2	0	1	1	1	-	0	0	-	1	-	0
	1%	*%	2%	1%	1%		*%	*%		1%		*%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_Twitter] How often do you come across information about politics or news on each of the following platforms?  
 -X (formerly Twitter)

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	310	148	62	100	142	79	86	172	112	108	53
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	306	135	72	99	125	86	91	161	115	98	48
WEEKLY OR MORE	254	125	47	83	119	58	74	147	89	91	44
	82%	84%	75%	83%	84%	74%	86%	86%	79%	84%	82%
LESS OFTEN	54	24	14	16	23	19	12	25	22	17	9
	17%	16%	23%	16%	16%	24%	14%	14%	20%	16%	18%
Multiple times each day	134	67	26	41	64	32	36	82	44	54	22
	43%	45%	43%	41%	45%	40%	42%	48%	40%	50%	41%
Once a day	67	32	10	25	24	15	26	34	29	20	12
	22%	22%	16%	25%	17%	19%	30%	19%	26%	18%	22%
Once a week	54	26	10	17	30	12	12	31	15	17	10
	17%	17%	17%	17%	21%	15%	14%	18%	14%	16%	20%
Once a month	14	6	4	3	8	2	3	9	5	5	2
	4%	4%	7%	3%	6%	3%	4%	5%	4%	5%	4%
Rarely	24	8	7	9	6	11	7	10	11	5	4
	8%	5%	12%	9%	4%	14%	8%	6%	10%	5%	7%
Never	17	10	3	4	8	6	2	6	6	6	3
	5%	7%	4%	4%	6%	8%	2%	3%	5%	6%	6%
Unsure	2	-	1	1	-	1	0	-	1	-	-
	1%		1%	1%		2%	*%		1%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_Facebook] How often do you come across information about politics or news on each of the following platforms?  
 -Facebook

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	794	362	429	162	201	227	205	363	431	564	84	89	58
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	798	349	447	163	180	246	209	343	455	596	91	77	34
WEEKLY OR MORE	568	272	295	128	151	160	129	279	289	405	61	59	43
	71%	75%	69%	79%	75%	71%	63%	77%	67%	72%	73%	66%	74%
LESS OFTEN	199	85	112	31	42	62	63	74	125	138	19	27	15
	25%	23%	26%	19%	21%	27%	31%	20%	29%	24%	23%	30%	26%
Multiple times each day	300	142	159	71	94	76	59	165	135	211	36	35	18
	38%	39%	37%	44%	47%	34%	29%	45%	31%	37%	43%	39%	31%
Once a day	179	91	87	41	36	52	50	77	102	126	16	18	18
	23%	25%	20%	25%	18%	23%	24%	21%	24%	22%	19%	21%	32%
Once a week	89	39	50	16	20	31	21	37	52	67	9	6	6
	11%	11%	12%	10%	10%	14%	10%	10%	12%	12%	11%	7%	11%
Once a month	32	12	21	9	5	10	8	14	18	20	7	5	1
	4%	3%	5%	6%	2%	4%	4%	4%	4%	4%	9%	5%	1%
Rarely	128	53	74	10	35	42	40	46	82	93	11	15	9
	16%	15%	17%	6%	18%	18%	20%	13%	19%	17%	13%	16%	15%
Never	39	20	17	12	2	11	14	14	25	25	1	7	6
	5%	6%	4%	7%	1%	5%	7%	4%	6%	4%	1%	8%	10%
Unsure	28	5	23	3	8	5	13	11	17	21	3	3	-
	4%	1%	5%	2%	4%	2%	6%	3%	4%	4%	4%	4%	-

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_Facebook] How often do you come across information about politics or news on each of the following platforms?  
 -Facebook

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	794	240	238	197	120	478	316	165	162	123	136	204	328	464
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	798	204	302	183	109	506	292	177	182	131	134	170	359	435
WEEKLY OR MORE	568	166	163	149	90	328	239	112	102	79	110	165	214	353
	71%	69%	68%	76%	75%	69%	76%	68%	62%	64%	81%	81%	65%	76%
LESS OFTEN	199	63	68	42	26	131	68	43	52	40	26	36	95	102
	25%	26%	28%	21%	22%	27%	21%	26%	32%	33%	19%	18%	29%	22%
Multiple times each day	300	87	84	73	56	171	129	53	54	44	54	94	107	192
	38%	36%	35%	37%	47%	36%	41%	32%	34%	36%	40%	46%	33%	41%
Once a day	179	56	49	50	24	105	74	41	31	25	34	48	72	107
	23%	23%	20%	26%	20%	22%	24%	25%	19%	20%	25%	24%	22%	23%
Once a week	89	23	30	26	10	53	36	19	16	10	21	22	35	53
	11%	10%	12%	13%	8%	11%	11%	11%	10%	8%	16%	11%	11%	12%
Once a month	32	12	11	8	2	22	10	13	2	5	6	5	15	16
	4%	5%	5%	4%	2%	5%	3%	8%	1%	4%	4%	2%	5%	3%
Rarely	128	38	46	25	18	84	43	24	39	25	14	25	64	64
	16%	16%	19%	13%	15%	18%	14%	15%	24%	20%	10%	12%	19%	14%
Never	39	13	11	9	6	24	15	6	11	10	6	6	17	22
	5%	5%	5%	4%	5%	5%	5%	4%	7%	8%	4%	3%	5%	5%
Unsure	28	11	8	5	4	19	9	10	9	5	1	3	19	9
	4%	5%	3%	3%	3%	4%	3%	6%	6%	4%	1%	2%	6%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_Facebook] How often do you come across information about politics or news on each of the following platforms?  
 -Facebook

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	794	423	226	394	244	155	243	122	121	221	350	224
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	798	417	230	359	256	181	246	111	135	215	341	242
WEEKLY OR MORE	568	326	146	292	181	95	193	102	91	171	241	156
	71%	77%	65%	74%	74%	61%	79%	83%	75%	77%	69%	70%
LESS OFTEN	199	88	69	90	54	54	40	18	22	40	100	59
	25%	21%	30%	23%	22%	35%	16%	15%	18%	18%	29%	26%
Multiple times each day	300	185	75	161	89	50	120	69	51	95	123	82
	38%	44%	33%	41%	37%	32%	49%	56%	43%	43%	35%	36%
Once a day	179	92	46	84	63	32	56	25	31	48	75	56
	23%	22%	20%	21%	26%	21%	23%	21%	25%	22%	21%	25%
Once a week	89	50	25	47	29	13	17	8	9	27	43	19
	11%	12%	11%	12%	12%	8%	7%	6%	7%	12%	12%	8%
Once a month	32	18	11	10	12	11	8	4	5	5	16	11
	4%	4%	5%	3%	5%	7%	3%	3%	4%	2%	4%	5%
Rarely	128	58	42	63	27	37	24	9	15	28	64	35
	16%	14%	19%	16%	11%	24%	10%	7%	12%	13%	18%	16%
Never	39	12	16	17	15	6	8	5	2	6	20	12
	5%	3%	7%	4%	6%	4%	3%	4%	2%	3%	6%	5%
Unsure	28	9	12	12	9	6	11	2	8	10	9	9
	4%	2%	5%	3%	4%	4%	4%	2%	7%	4%	3%	4%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_Facebook] How often do you come across information about politics or news on each of the following platforms?  
 -Facebook

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	794	318	179	297	292	261	226	370	334	227	125
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	798	311	199	288	279	276	223	356	338	229	116
WEEKLY OR MORE	568	238	114	217	219	159	180	278	236	159	99
	71%	75%	64%	73%	75%	61%	80%	75%	71%	70%	79%
LESS OFTEN	199	73	54	72	66	84	44	83	83	63	24
	25%	23%	30%	24%	23%	32%	19%	22%	25%	28%	19%
Multiple times each day	300	127	56	117	110	82	100	147	125	91	44
	38%	40%	31%	39%	38%	32%	44%	40%	38%	40%	35%
Once a day	179	78	33	68	75	46	55	89	72	42	39
	23%	25%	18%	23%	26%	18%	25%	24%	22%	18%	31%
Once a week	89	32	25	32	34	31	24	42	39	25	16
	11%	10%	14%	11%	12%	12%	11%	11%	12%	11%	13%
Once a month	32	11	9	13	9	16	7	13	12	12	2
	4%	3%	5%	4%	3%	6%	3%	4%	3%	5%	2%
Rarely	128	42	40	46	37	53	33	50	59	36	15
	16%	13%	22%	15%	13%	20%	14%	14%	18%	16%	12%
Never	39	21	6	13	19	14	5	19	13	15	7
	5%	6%	3%	4%	7%	5%	2%	5%	4%	7%	6%
Unsure	28	8	11	9	7	18	2	9	14	5	2
	4%	3%	6%	3%	2%	7%	1%	3%	4%	2%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_TikTok] How often do you come across information about politics or news on each of the following platforms?  
 -TikTok

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	391	157	234	131	119	102	40	250	142	248	61	54	28
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	403	154	249	131	114	116	42	245	158	271	69	46	17
WEEKLY OR MORE	298	123	175	107	89	79	23	196	102	196	47	33	23
	76%	79%	75%	82%	74%	78%	58%	78%	72%	79%	78%	61%	80%
LESS OFTEN	79	31	48	20	24	21	15	44	36	41	12	21	6
	20%	20%	21%	15%	20%	21%	38%	17%	25%	16%	20%	39%	20%
Multiple times each day	147	55	91	53	47	38	9	100	46	94	25	17	11
	37%	35%	39%	41%	39%	37%	22%	40%	33%	38%	41%	32%	39%
Once a day	95	48	47	35	26	24	10	61	34	65	15	8	6
	24%	31%	20%	27%	22%	24%	25%	24%	24%	26%	25%	16%	21%
Once a week	57	20	37	19	16	18	4	35	22	37	8	7	5
	15%	13%	16%	15%	14%	17%	11%	14%	15%	15%	13%	13%	19%
Once a month	15	6	9	5	3	4	3	8	7	8	2	5	0
	4%	4%	4%	4%	2%	4%	7%	3%	5%	3%	4%	9%	2%
Rarely	33	10	23	7	13	9	3	20	13	16	7	8	1
	8%	6%	10%	5%	11%	9%	9%	8%	9%	6%	11%	15%	5%
Never	32	16	16	8	7	7	9	16	16	17	3	8	4
	8%	10%	7%	6%	6%	7%	22%	6%	11%	7%	5%	15%	14%
Unsure	13	3	11	4	7	1	2	10	3	12	2	-	-
	3%	2%	5%	3%	6%	1%	5%	4%	2%	5%	3%	-	-

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_TikTok] How often do you come across information about politics or news on each of the following platforms?  
 -TikTok

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	391	130	101	94	66	231	160	76	80	60	68	107	155	235
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	403	115	141	87	59	256	146	83	95	62	68	94	178	224
WEEKLY OR MORE	298	94	77	74	54	171	128	50	56	40	61	92	106	192
	76%	72%	76%	79%	82%	74%	80%	66%	70%	67%	89%	85%	68%	82%
LESS OFTEN	79	34	21	14	10	54	24	24	21	14	6	14	45	35
	20%	26%	20%	15%	15%	24%	15%	31%	27%	24%	9%	13%	29%	15%
Multiple times each day	147	51	42	38	16	93	54	26	31	22	27	41	57	90
	37%	39%	42%	40%	24%	40%	34%	34%	38%	37%	40%	38%	36%	38%
Once a day	95	29	18	22	25	47	47	14	14	11	20	35	29	66
	24%	22%	18%	23%	38%	21%	30%	19%	18%	19%	29%	33%	18%	28%
Once a week	57	14	16	14	13	30	27	10	11	6	14	16	21	36
	15%	11%	16%	15%	19%	13%	17%	13%	14%	11%	20%	15%	13%	15%
Once a month	15	6	3	3	3	9	6	4	4	2	2	3	8	7
	4%	5%	3%	3%	4%	4%	4%	5%	5%	4%	2%	3%	5%	3%
Rarely	33	14	10	4	4	25	8	8	11	7	1	5	19	13
	8%	11%	10%	5%	6%	11%	5%	11%	14%	12%	2%	4%	12%	6%
Never	32	13	7	7	4	21	11	11	6	5	3	7	18	14
	8%	10%	7%	8%	5%	9%	7%	15%	8%	8%	4%	6%	11%	6%
Unsure	13	2	4	6	2	6	8	2	2	6	1	1	4	8
	3%	2%	4%	6%	3%	2%	5%	3%	3%	10%	2%	1%	3%	4%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_TikTok] How often do you come across information about politics or news on each of the following platforms?  
 -TikTok

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	391	253	54	187	148	54	161	72	89	128	162	102
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	403	262	54	177	159	64	170	69	101	129	163	111
WEEKLY OR MORE	298	206	36	150	112	36	131	59	72	102	118	78
	76%	81%	66%	80%	76%	67%	81%	81%	81%	80%	73%	77%
LESS OFTEN	79	41	16	29	33	17	25	11	14	21	38	21
	20%	16%	30%	15%	22%	32%	15%	15%	15%	16%	24%	20%
Multiple times each day	147	96	15	72	56	18	67	24	43	45	67	35
	37%	38%	27%	39%	38%	34%	42%	33%	49%	35%	41%	35%
Once a day	95	69	13	50	38	5	44	26	18	37	32	26
	24%	27%	25%	27%	26%	10%	27%	36%	20%	29%	20%	25%
Once a week	57	41	8	28	17	12	20	8	11	20	20	17
	15%	16%	15%	15%	12%	23%	12%	12%	13%	16%	12%	17%
Once a month	15	11	2	5	8	3	4	3	1	5	7	3
	4%	4%	5%	2%	5%	5%	3%	5%	1%	4%	4%	3%
Rarely	33	20	4	12	10	9	13	4	9	6	17	9
	8%	8%	7%	6%	7%	17%	8%	6%	10%	5%	11%	9%
Never	32	10	10	12	14	5	8	4	4	10	14	8
	8%	4%	18%	6%	10%	10%	5%	5%	5%	8%	9%	8%
Unsure	13	6	2	8	4	1	5	3	3	5	5	3
	3%	2%	3%	4%	2%	2%	3%	4%	3%	4%	3%	3%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_TikTok] How often do you come across information about politics or news on each of the following platforms?  
 -TikTok

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	391	160	70	161	125	125	133	173	171	102	65
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	403	160	86	157	117	140	134	178	171	110	59
WEEKLY OR MORE	298	128	47	122	100	89	105	142	132	81	51
	76%	81%	67%	76%	80%	71%	79%	82%	77%	79%	78%
LESS OFTEN	79	27	19	34	21	31	24	25	37	20	11
	20%	17%	27%	21%	17%	25%	18%	15%	21%	20%	17%
Multiple times each day	147	62	24	61	47	43	55	70	66	50	15
	37%	39%	34%	38%	38%	35%	41%	41%	39%	49%	23%
Once a day	95	47	11	36	38	26	28	48	36	20	26
	24%	30%	16%	22%	31%	21%	21%	28%	21%	20%	40%
Once a week	57	19	12	26	14	20	22	24	30	10	10
	15%	12%	17%	16%	12%	16%	17%	14%	17%	10%	15%
Once a month	15	5	2	8	3	7	5	6	5	5	1
	4%	3%	3%	5%	2%	5%	4%	3%	3%	5%	2%
Rarely	33	6	11	15	5	15	12	8	18	7	2
	8%	4%	16%	9%	4%	12%	9%	5%	11%	7%	4%
Never	32	16	5	11	13	9	7	11	13	8	8
	8%	10%	7%	7%	10%	7%	6%	6%	8%	8%	12%
Unsure	13	4	4	5	5	5	4	6	3	2	3
	3%	2%	6%	3%	4%	4%	3%	3%	2%	2%	5%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_Reddit] How often do you come across information about politics or news on each of the following platforms?  
 -Reddit

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	297	163	134	97	99	74	28	196	102	204	31	34	29
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	287	146	140	90	94	74	29	184	103	208	31	32	16
WEEKLY OR MORE	185	117	68	65	68	40	11	133	52	118	21	26	19
	62%	72%	51%	67%	68%	55%	41%	68%	51%	58%	68%	78%	66%
LESS OFTEN	103	44	58	30	25	33	15	54	49	77	9	7	10
	35%	27%	43%	31%	25%	45%	55%	28%	48%	38%	29%	22%	34%
Multiple times each day	70	43	27	29	26	12	3	55	14	37	11	11	11
	23%	27%	20%	30%	26%	16%	11%	28%	14%	18%	35%	32%	36%
Once a day	58	41	17	18	18	16	6	36	22	40	4	7	7
	19%	25%	12%	19%	18%	22%	21%	18%	22%	20%	13%	21%	23%
Once a week	57	32	25	18	24	13	3	42	15	41	6	8	2
	19%	20%	19%	18%	24%	17%	9%	21%	15%	20%	20%	24%	6%
Once a month	26	12	14	10	3	9	4	13	13	24	-	-	3
	9%	8%	10%	10%	3%	13%	14%	7%	13%	12%			9%
Rarely	44	16	28	8	15	16	4	24	20	30	5	6	2
	15%	10%	21%	9%	15%	22%	14%	12%	20%	15%	17%	18%	8%
Never	33	16	16	11	7	8	7	18	15	23	4	1	5
	11%	10%	12%	12%	7%	11%	26%	9%	15%	11%	12%	3%	17%
Unsure	10	2	8	2	7	-	1	9	1	9	1	0	-
	3%	1%	6%	2%	7%		4%	4%	1%	4%	3%	1%	

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_Reddit] How often do you come across information about politics or news on each of the following platforms?  
 -Reddit

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	297	71	75	101	50	146	151	42	68	44	42	102	109	188
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	287	61	102	84	40	163	124	45	71	44	44	82	116	170
WEEKLY OR MORE	185	37	50	61	36	87	97	23	37	23	29	73	60	124
	62%	52%	67%	61%	71%	60%	64%	56%	55%	52%	69%	71%	55%	66%
LESS OFTEN	103	33	24	32	14	57	46	15	29	19	12	28	44	58
	35%	47%	32%	31%	29%	39%	30%	37%	43%	43%	27%	28%	41%	31%
Multiple times each day	70	13	21	21	14	34	35	10	17	10	8	25	27	43
	23%	19%	28%	21%	29%	23%	23%	24%	25%	23%	18%	25%	25%	23%
Once a day	58	14	15	21	8	29	29	8	8	4	11	27	16	42
	19%	20%	20%	20%	16%	20%	19%	19%	12%	9%	26%	27%	14%	22%
Once a week	57	9	14	20	14	24	33	5	12	9	11	20	17	40
	19%	13%	19%	19%	27%	16%	22%	13%	18%	20%	25%	20%	16%	21%
Once a month	26	6	7	8	5	13	13	0	8	7	6	5	8	18
	9%	9%	9%	8%	9%	9%	9%	1%	12%	16%	14%	5%	8%	9%
Rarely	44	11	12	18	3	22	22	6	17	5	5	11	22	22
	15%	15%	15%	18%	7%	15%	14%	14%	25%	12%	12%	11%	21%	11%
Never	33	16	5	5	7	21	11	9	4	7	1	12	14	19
	11%	23%	7%	5%	13%	15%	7%	22%	6%	15%	1%	12%	12%	10%
Unsure	10	1	1	8	-	2	8	3	2	2	2	1	5	5
	3%	1%	1%	8%	-	1%	5%	7%	2%	5%	4%	1%	4%	3%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_Reddit] How often do you come across information about politics or news on each of the following platforms?  
 -Reddit

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	297	210	42	134	129	34	118	69	50	101	133	64
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	287	199	43	129	121	36	117	66	51	96	122	69
WEEKLY OR MORE	185	149	21	89	82	14	82	53	29	68	80	36
	62%	71%	49%	66%	64%	41%	70%	78%	59%	68%	60%	57%
LESS OFTEN	103	59	20	39	44	19	29	13	16	28	47	27
	35%	28%	46%	29%	34%	58%	25%	20%	32%	28%	36%	43%
Multiple times each day	70	60	3	26	37	7	28	17	11	28	31	11
	23%	28%	7%	20%	29%	20%	24%	25%	22%	28%	23%	17%
Once a day	58	45	10	35	20	3	30	21	8	21	25	13
	19%	21%	23%	26%	16%	9%	25%	31%	17%	21%	19%	20%
Once a week	57	44	8	28	25	4	24	14	10	20	25	13
	19%	21%	19%	21%	19%	12%	20%	21%	20%	20%	19%	20%
Once a month	26	16	6	11	12	3	7	4	3	4	16	6
	9%	8%	15%	8%	9%	10%	6%	6%	6%	4%	12%	10%
Rarely	44	27	6	16	16	11	9	3	6	12	17	15
	15%	13%	14%	12%	12%	32%	8%	4%	12%	12%	13%	24%
Never	33	16	7	11	16	5	13	6	7	12	15	6
	11%	8%	17%	9%	12%	15%	11%	9%	14%	12%	11%	9%
Unsure	10	2	2	6	3	0	7	2	5	4	5	0
	3%	1%	5%	5%	2%	1%	6%	3%	10%	4%	4%	1%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_Reddit] How often do you come across information about politics or news on each of the following platforms?  
 -Reddit

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	297	111	65	121	99	86	112	125	144	73	44
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	287	99	72	116	84	90	113	118	141	69	36
WEEKLY OR MORE	185	73	34	77	59	49	76	86	86	48	30
	62%	66%	53%	64%	59%	57%	68%	69%	60%	66%	67%
LESS OFTEN	103	34	28	41	37	33	33	36	52	25	11
	35%	31%	43%	34%	37%	39%	30%	29%	36%	34%	26%
Multiple times each day	70	29	13	28	24	14	31	34	28	19	10
	23%	26%	20%	23%	24%	17%	28%	27%	19%	26%	24%
Once a day	58	25	10	23	15	20	22	32	26	20	7
	19%	22%	16%	19%	16%	23%	20%	25%	18%	27%	16%
Once a week	57	19	11	27	19	15	23	21	33	9	12
	19%	17%	17%	22%	20%	17%	20%	16%	23%	12%	28%
Once a month	26	7	8	12	7	11	9	10	12	8	0
	9%	6%	12%	10%	7%	13%	8%	8%	9%	11%	1%
Rarely	44	11	13	20	12	14	18	13	24	4	5
	15%	10%	20%	16%	12%	17%	16%	11%	17%	6%	11%
Never	33	17	7	9	18	8	7	12	15	12	6
	11%	15%	10%	8%	18%	9%	6%	10%	10%	17%	14%
Unsure	10	4	3	3	4	4	2	3	5	-	3
	3%	3%	5%	2%	4%	4%	2%	3%	4%	-	7%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_YouTube] How often do you come across information about politics or news on each of the following platforms?  
 -YouTube

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	801	392	407	188	210	229	175	398	404	548	96	99	59
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	806	380	424	188	190	248	180	378	428	581	103	86	36
WEEKLY OR MORE	494	271	223	132	141	130	92	272	221	322	71	58	44
	62%	69%	55%	70%	67%	57%	52%	68%	55%	59%	74%	58%	74%
LESS OFTEN	282	114	165	52	63	89	78	115	167	203	23	41	15
	35%	29%	41%	28%	30%	39%	44%	29%	41%	37%	24%	41%	26%
Multiple times each day	230	116	114	61	79	55	34	141	89	142	39	35	14
	29%	30%	28%	33%	38%	24%	20%	35%	22%	26%	40%	35%	24%
Once a day	149	95	54	41	35	43	30	75	73	99	21	14	15
	19%	24%	13%	22%	17%	19%	17%	19%	18%	18%	22%	14%	25%
Once a week	115	60	55	30	27	32	27	56	59	81	10	10	15
	14%	15%	14%	16%	13%	14%	16%	14%	15%	15%	11%	10%	25%
Once a month	42	21	22	12	4	11	15	17	26	35	4	4	1
	5%	5%	5%	6%	2%	5%	8%	4%	6%	6%	4%	4%	1%
Rarely	156	56	99	23	40	55	38	63	94	111	11	32	4
	20%	14%	24%	12%	19%	24%	22%	16%	23%	20%	11%	32%	6%
Never	83	38	44	17	19	23	25	36	47	58	9	6	11
	10%	10%	11%	9%	9%	10%	14%	9%	12%	11%	9%	6%	18%
Unsure	26	6	19	4	6	10	6	10	15	23	2	0	-
	3%	2%	5%	2%	3%	4%	3%	3%	4%	4%	2%	*%	

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_YouTube] How often do you come across information about politics or news on each of the following platforms?  
 -YouTube

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	801	235	242	209	116	477	325	182	159	123	135	199	341	458
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	806	203	310	189	104	513	293	199	178	127	131	167	377	425
WEEKLY OR MORE	494	144	140	130	80	284	210	114	89	71	82	137	204	289
	62%	61%	58%	62%	69%	60%	65%	63%	56%	57%	60%	69%	60%	63%
LESS OFTEN	282	82	93	72	34	176	106	56	65	49	50	61	121	160
	35%	35%	38%	35%	30%	37%	33%	31%	41%	39%	37%	31%	36%	35%
Multiple times each day	230	73	70	55	32	143	86	62	43	37	33	55	105	125
	29%	31%	29%	26%	27%	30%	27%	34%	27%	30%	25%	28%	31%	27%
Once a day	149	43	31	50	25	74	75	28	23	19	30	48	51	98
	19%	18%	13%	24%	22%	15%	23%	15%	14%	16%	22%	24%	15%	21%
Once a week	115	28	39	25	23	67	48	25	24	15	19	33	49	67
	14%	12%	16%	12%	20%	14%	15%	14%	15%	12%	14%	17%	14%	15%
Once a month	42	13	17	9	4	30	13	9	10	8	11	5	18	24
	5%	5%	7%	4%	4%	6%	4%	5%	6%	7%	8%	3%	5%	5%
Rarely	156	40	50	47	20	90	67	32	31	22	36	34	63	92
	20%	17%	21%	22%	17%	19%	20%	18%	20%	18%	27%	17%	19%	20%
Never	83	29	27	17	10	56	27	15	24	18	4	22	40	43
	10%	12%	11%	8%	9%	12%	8%	8%	15%	15%	3%	11%	12%	9%
Unsure	26	9	9	7	2	17	8	11	4	4	3	1	16	8
	3%	4%	4%	3%	2%	4%	3%	6%	3%	3%	2%	1%	5%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_YouTube] How often do you come across information about politics or news on each of the following platforms?  
 -YouTube

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	801	441	198	374	281	144	250	129	121	229	361	211
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	806	438	203	343	292	168	257	120	137	223	347	236
WEEKLY OR MORE	494	295	114	236	180	78	179	102	78	154	220	120
	62%	67%	57%	63%	64%	54%	72%	79%	64%	67%	61%	57%
LESS OFTEN	282	141	77	129	91	60	59	25	34	70	129	83
	35%	32%	39%	34%	32%	42%	24%	20%	28%	31%	36%	39%
Multiple times each day	230	138	47	102	86	42	83	40	43	81	86	63
	29%	31%	24%	27%	31%	29%	33%	31%	36%	35%	24%	30%
Once a day	149	91	35	78	52	19	62	42	21	43	75	31
	19%	21%	18%	21%	18%	13%	25%	32%	17%	19%	21%	15%
Once a week	115	66	32	56	42	18	34	20	13	30	59	26
	14%	15%	16%	15%	15%	12%	13%	16%	11%	13%	16%	12%
Once a month	42	23	15	19	15	7	8	4	5	11	18	14
	5%	5%	8%	5%	5%	5%	3%	3%	4%	5%	5%	7%
Rarely	156	85	37	72	48	35	35	13	22	42	62	53
	20%	19%	18%	19%	17%	24%	14%	10%	18%	18%	17%	25%
Never	83	33	26	37	28	18	16	9	7	17	49	17
	10%	7%	13%	10%	10%	12%	6%	7%	6%	8%	13%	8%
Unsure	26	5	7	9	10	6	12	2	10	5	13	8
	3%	1%	4%	2%	4%	4%	5%	2%	8%	2%	4%	4%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_YouTube] How often do you come across information about politics or news on each of the following platforms?  
 -YouTube

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	801	311	173	317	289	256	242	356	353	224	117
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	806	307	196	303	279	272	236	346	354	230	108
WEEKLY OR MORE	494	198	99	197	188	139	160	237	212	140	73
	62%	64%	57%	62%	65%	54%	66%	67%	60%	63%	63%
LESS OFTEN	282	102	68	112	94	108	75	108	130	78	39
	35%	33%	39%	35%	32%	42%	31%	30%	37%	35%	33%
Multiple times each day	230	91	49	89	87	71	69	112	92	74	27
	29%	29%	28%	28%	30%	28%	29%	31%	26%	33%	23%
Once a day	149	64	30	55	57	46	44	76	66	37	31
	19%	20%	17%	17%	20%	18%	18%	21%	19%	17%	26%
Once a week	115	43	21	52	44	23	47	50	53	29	16
	14%	14%	12%	16%	15%	9%	19%	14%	15%	13%	13%
Once a month	42	19	10	13	17	18	7	24	15	18	5
	5%	6%	6%	4%	6%	7%	3%	7%	4%	8%	4%
Rarely	156	43	45	68	38	64	51	52	75	33	20
	20%	14%	26%	21%	13%	25%	21%	15%	21%	15%	17%
Never	83	40	13	30	38	26	17	33	41	27	14
	10%	13%	7%	9%	13%	10%	7%	9%	12%	12%	12%
Unsure	26	11	6	9	7	9	7	10	11	6	5
	3%	4%	3%	3%	3%	4%	3%	3%	3%	3%	4%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_SnapChat] How often do you come across information about politics or news on each of the following platforms?  
 -Snapchat

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	283	127	154	121	97	44	21	218	65	182	35	38	28
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	276	114	161	124	83	49	20	207	69	188	41	32	15
WEEKLY OR MORE	169	95	75	79	56	25	10	134	35	105	26	20	18
	60%	75%	48%	65%	58%	57%	47%	62%	54%	58%	73%	54%	65%
LESS OFTEN	108	31	75	42	39	16	11	81	27	72	8	17	10
	38%	24%	49%	34%	40%	36%	53%	37%	41%	40%	23%	46%	35%
Multiple times each day	63	34	29	34	20	8	1	54	9	41	12	7	3
	22%	26%	19%	28%	21%	18%	5%	25%	14%	23%	33%	18%	12%
Once a day	60	36	24	26	17	9	8	43	17	37	5	10	7
	21%	28%	16%	21%	17%	21%	38%	19%	27%	20%	15%	27%	26%
Once a week	46	25	21	19	19	8	1	38	8	27	9	3	7
	16%	20%	14%	16%	20%	17%	4%	17%	13%	15%	25%	9%	27%
Once a month	7	1	6	4	-	1	2	4	3	4	1	2	-
	2%	1%	4%	4%		3%	7%	2%	4%	2%	2%	6%	
Rarely	41	8	34	13	22	2	4	35	6	26	4	5	7
	15%	6%	22%	11%	23%	5%	21%	16%	10%	14%	11%	14%	25%
Never	59	22	35	25	17	12	5	42	18	43	4	10	3
	21%	17%	23%	20%	18%	28%	25%	19%	27%	24%	10%	26%	10%
Unsure	6	1	5	1	2	3	-	3	3	4	2	-	-
	2%	1%	3%	1%	2%	7%		1%	5%	2%	4%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_SnapChat] How often do you come across information about politics or news on each of the following platforms?  
 -Snapchat

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	283	95	68	74	45	163	119	50	51	38	50	93	101	181
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	276	79	90	66	40	169	106	53	58	42	50	72	111	164
WEEKLY OR MORE	169	53	31	50	35	84	85	26	26	21	31	65	52	117
	60%	55%	46%	67%	78%	51%	71%	53%	51%	56%	61%	70%	52%	65%
LESS OFTEN	108	42	35	22	9	77	31	22	24	16	20	26	46	61
	38%	44%	52%	29%	20%	47%	26%	45%	47%	41%	39%	28%	46%	34%
Multiple times each day	63	20	19	13	10	39	24	12	18	10	7	16	30	33
	22%	21%	28%	18%	23%	24%	20%	23%	35%	26%	15%	17%	29%	18%
Once a day	60	25	6	16	13	31	29	10	6	3	14	27	15	45
	21%	26%	8%	21%	29%	19%	24%	20%	11%	9%	29%	29%	15%	25%
Once a week	46	7	7	21	12	14	32	5	3	8	9	22	8	39
	16%	8%	10%	28%	26%	9%	27%	10%	5%	21%	18%	24%	7%	21%
Once a month	7	4	1	1	1	5	2	-	3	2	1	1	3	4
	2%	4%	2%	2%	1%	3%	1%		5%	4%	2%	2%	3%	2%
Rarely	41	15	15	9	2	30	11	6	13	9	5	10	18	23
	15%	16%	23%	12%	4%	19%	9%	11%	24%	22%	10%	11%	18%	13%
Never	59	23	18	11	6	41	18	17	9	6	14	14	25	34
	21%	24%	27%	15%	14%	25%	15%	34%	17%	15%	27%	16%	25%	19%
Unsure	6	1	2	2	1	2	4	1	1	1	-	2	2	3
	2%	1%	2%	3%	3%	1%	3%	2%	2%	3%		2%	2%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_SnapChat] How often do you come across information about politics or news on each of the following platforms?  
 -Snapchat

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	283	200	28	126	127	27	130	66	64	86	127	70
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	276	193	27	112	131	30	130	58	72	89	114	73
WEEKLY OR MORE	169	129	14	75	82	12	89	51	38	63	78	28
	60%	65%	51%	60%	64%	46%	68%	77%	59%	74%	61%	40%
LESS OFTEN	108	69	11	49	44	13	39	14	25	21	47	40
	38%	34%	40%	39%	34%	49%	30%	21%	39%	24%	37%	57%
Multiple times each day	63	46	4	24	31	7	35	18	17	26	25	12
	22%	23%	14%	19%	25%	27%	27%	27%	27%	31%	20%	17%
Once a day	60	42	9	33	24	2	32	22	10	23	24	12
	21%	21%	32%	26%	19%	9%	25%	33%	16%	27%	19%	17%
Once a week	46	42	2	18	26	3	21	11	10	14	29	4
	16%	21%	6%	14%	21%	10%	16%	17%	16%	16%	23%	6%
Once a month	7	4	2	4	3	-	1	-	1	1	4	3
	2%	2%	5%	3%	2%	-	1%	-	2%	1%	3%	4%
Rarely	41	32	2	18	14	9	17	4	13	6	19	17
	15%	16%	8%	14%	11%	34%	13%	6%	20%	7%	15%	24%
Never	59	33	7	27	27	4	20	10	11	14	25	20
	21%	16%	26%	22%	21%	15%	16%	14%	17%	17%	19%	29%
Unsure	6	2	3	2	2	1	2	1	1	2	2	2
	2%	1%	9%	1%	2%	5%	2%	2%	2%	2%	1%	3%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QSocialComeAcross\_SnapChat] How often do you come across information about politics or news on each of the following platforms?  
 -Snapchat

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	283	119	53	111	103	73	98	141	113	73	51
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	276	109	62	105	88	83	93	131	110	71	45
WEEKLY OR MORE	169	72	27	70	64	44	60	86	68	45	29
	60%	60%	52%	63%	62%	61%	62%	61%	61%	61%	56%
LESS OFTEN	108	46	22	40	38	24	37	52	43	28	21
	38%	39%	41%	36%	37%	33%	38%	37%	38%	39%	41%
Multiple times each day	63	29	14	20	24	18	20	32	24	21	8
	22%	24%	26%	18%	23%	25%	21%	22%	22%	29%	16%
Once a day	60	26	9	25	18	17	25	35	23	15	12
	21%	22%	17%	22%	18%	23%	26%	25%	21%	20%	24%
Once a week	46	17	5	25	22	10	15	20	20	9	9
	16%	14%	9%	22%	21%	13%	15%	14%	18%	12%	17%
Once a month	7	3	1	2	3	1	2	4	3	1	3
	2%	3%	3%	2%	3%	2%	2%	3%	2%	2%	5%
Rarely	41	13	11	18	10	12	15	15	18	9	8
	15%	11%	21%	16%	10%	16%	15%	11%	16%	12%	16%
Never	59	30	9	20	24	11	20	33	22	18	10
	21%	25%	17%	18%	23%	16%	21%	24%	20%	25%	19%
Unsure	6	1	3	1	1	4	1	2	2	-	1
	2%	1%	6%	1%	1%	6%	1%	2%	2%	-	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q Employment] What is your current employment status?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	400	226	174	131	134	121	15	265	136	254	55	57	35
	40%	49%	33%	64%	58%	44%	5%	61%	24%	36%	48%	51%	51%
Employed part-time	83	28	55	16	15	35	17	31	52	58	14	7	4
	8%	6%	10%	8%	7%	13%	6%	7%	9%	8%	12%	7%	6%
Freelance, contract, or temporary work	14	7	8	2	5	6	1	7	7	11	-	-	3
	1%	1%	1%	1%	2%	2%	*%	2%	1%	2%			4%
"Gig economy" work like ride shares, food delivery, or dog walking	7	2	4	-	4	3	-	4	3	4	-	0	2
	1%	*%	1%		2%	1%		1%	1%	1%		*%	3%
Unemployed and looking for work	66	35	29	25	22	15	3	47	18	40	13	7	6
	7%	8%	5%	12%	10%	6%	1%	11%	3%	6%	11%	6%	9%
Stay-at-home parent or caregiver	59	3	56	11	29	15	5	39	20	43	6	9	1
	6%	1%	11%	5%	12%	5%	2%	9%	4%	6%	5%	8%	2%
Full time student	9	4	5	7	1	-	-	9	-	5	1	3	-
	1%	1%	1%	4%	1%			2%		1%	1%	2%	
Retired	312	146	165	1	7	62	242	8	304	256	21	19	15
	31%	31%	31%	1%	3%	23%	84%	2%	54%	36%	18%	18%	22%
Something else	45	13	32	10	14	18	3	24	21	31	4	8	2
	5%	3%	6%	5%	6%	6%	1%	6%	4%	4%	3%	8%	3%
Prefer not to say	5	1	4	2	2	2	-	4	2	4	1	-	-
	1%	*%	1%	1%	1%	1%		1%	*%	1%	1%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q Employment] What is your current employment status?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	400	91	96	120	94	187	213	32	64	59	75	171	96	305
	40%	31%	32%	47%	61%	31%	53%	14%	31%	37%	48%	67%	22%	53%
Employed part-time	83	20	33	18	13	53	31	20	29	15	5	15	49	34
	8%	7%	11%	7%	8%	9%	8%	9%	14%	9%	3%	6%	12%	6%
Freelance, contract, or temporary work	14	3	4	6	1	8	7	3	5	1	4	1	9	6
	1%	1%	1%	2%	1%	1%	2%	2%	3%	*%	2%	*%	2%	1%
"Gig economy" work like ride shares, food delivery, or dog walking	7	5	1	-	-	7	-	-	1	1	3	2	1	6
	1%	2%	*%			1%			1%	1%	2%	1%	*%	1%
Unemployed and looking for work	66	31	16	13	5	47	19	30	16	11	2	6	46	19
	7%	11%	5%	5%	3%	8%	5%	14%	8%	7%	1%	2%	11%	3%
Stay-at-home parent or caregiver	59	17	26	12	4	43	16	16	6	9	19	8	23	36
	6%	6%	9%	5%	3%	7%	4%	7%	3%	5%	12%	3%	5%	6%
Full time student	9	2	4	3	-	6	3	3	2	2	1	2	5	4
	1%	1%	1%	1%		1%	1%	1%	1%	1%	*%	1%	1%	1%
Retired	312	97	110	71	33	208	104	94	70	59	39	49	164	148
	31%	33%	36%	28%	21%	35%	26%	43%	34%	37%	25%	19%	38%	26%
Something else	45	23	10	8	4	34	11	19	11	3	9	2	30	14
	5%	8%	3%	3%	2%	6%	3%	9%	5%	2%	6%	1%	7%	2%
Prefer not to say	5	3	1	2	-	4	2	3	2	-	-	-	5	-
	1%	1%	*%	1%		1%	*%	1%	1%				1%	

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q Employment] What is your current employment status?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	400	400	-	208	146	44	171	104	66	140	166	94
	40%	79%		44%	46%	22%	61%	77%	46%	52%	37%	33%
Employed part-time	83	83	-	37	36	11	21	8	13	27	33	24
	8%	17%		8%	11%	5%	7%	6%	9%	10%	7%	9%
Freelance, contract, or temporary work	14	14	-	6	6	3	4	2	2	3	7	5
	1%	3%		1%	2%	1%	1%	1%	2%	1%	1%	2%
"Gig economy" work like ride shares, food delivery, or dog walking	7	7	-	3	-	3	4	2	3	2	3	1
	1%	1%		1%		2%	2%	1%	2%	1%	1%	*%
Unemployed and looking for work	66	-	-	14	43	9	14	7	8	15	29	22
	7%			3%	13%	5%	5%	5%	5%	5%	7%	8%
Stay-at-home parent or caregiver	59	-	-	43	11	4	36	2	34	8	33	19
	6%			9%	4%	2%	13%	1%	24%	3%	7%	7%
Full time student	9	-	-	-	8	1	2	1	1	1	4	4
	1%				3%	*%	1%	*%	1%	*%	1%	2%
Retired	312	-	312	156	42	113	18	8	10	63	149	100
	31%		100%	33%	13%	56%	6%	6%	7%	23%	33%	35%
Something else	45	-	-	9	23	13	5	2	3	11	21	13
	5%			2%	7%	7%	2%	2%	2%	4%	5%	5%
Prefer not to say	5	-	-	-	4	1	4	1	4	2	2	1
	1%				1%	*%	2%	1%	2%	1%	1%	*%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q Employment] What is your current employment status?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Employed full-time	400	168	86	147	137	133	123	195	162	109	72
	40%	42%	39%	39%	36%	41%	44%	43%	37%	39%	47%
Employed part-time	83	22	31	31	24	33	26	32	43	21	6
	8%	5%	14%	8%	6%	10%	9%	7%	10%	7%	4%
Freelance, contract, or temporary work	14	8	5	2	5	5	2	8	3	7	0
	1%	2%	2%	1%	1%	2%	1%	2%	1%	3%	*%
"Gig economy" work like ride shares, food delivery, or dog walking	7	1	2	4	1	4	2	1	5	1	-
	1%	*%	1%	1%	*%	1%	1%	*%	1%	*%	-
Unemployed and looking for work	66	30	16	20	31	20	14	25	30	21	9
	7%	7%	7%	5%	8%	6%	5%	6%	7%	7%	6%
Stay-at-home parent or caregiver	59	32	9	18	33	15	10	34	19	20	13
	6%	8%	4%	5%	9%	5%	4%	8%	4%	7%	9%
Full time student	9	2	2	5	1	1	5	2	6	1	1
	1%	*%	1%	1%	*%	*%	2%	*%	1%	*%	*%
Retired	312	121	59	132	136	88	87	146	151	93	44
	31%	30%	27%	35%	36%	27%	31%	32%	34%	33%	28%
Something else	45	13	11	21	10	21	11	10	21	8	6
	5%	3%	5%	6%	3%	6%	4%	2%	5%	3%	4%
Prefer not to say	5	4	-	1	4	2	-	4	1	2	2
	1%	1%	-	*%	1%	1%	-	1%	*%	1%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	505	263	242	148	158	166	33	306	199	328	69	64	44
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	497	250	247	147	141	172	37	288	209	341	76	55	25
White collar worker, like work at a desk or an office	251 50%	130 49%	121 50%	59 40%	79 50%	98 59%	16 47%	137 45%	114 57%	176 54%	21 31%	25 39%	30 67%
Blue collar worker, like work with my hands or in a factory	123 24%	89 34%	34 14%	46 31%	41 26%	34 21%	1 4%	87 28%	35 18%	72 22%	27 39%	18 27%	6 14%
Service worker, like work in a store, hospital, or restaurant	110 22%	43 16%	67 28%	36 25%	31 20%	28 17%	14 42%	68 22%	42 21%	66 20%	21 31%	16 26%	6 13%
Unsure	21 4%	2 1%	19 8%	7 5%	7 4%	5 3%	2 6%	14 5%	8 4%	13 4%	-	5 9%	2 5%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	505	119	135	144	107	254	251	55	100	75	87	188	155	350
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	497	107	175	124	91	282	215	60	112	78	90	157	172	325
White collar worker, like work at a desk or an office	251	19	40	100	93	59	192	14	22	31	40	144	36	215
	50%	16%	30%	69%	87%	23%	77%	26%	22%	41%	46%	76%	24%	61%
Blue collar worker, like work with my hands or in a factory	123	49	53	17	4	102	21	14	35	24	27	22	49	73
	24%	41%	39%	12%	4%	40%	8%	26%	35%	32%	31%	12%	32%	21%
Service worker, like work in a store, hospital, or restaurant	110	40	37	22	11	77	33	20	34	19	17	19	54	55
	22%	34%	27%	15%	10%	30%	13%	37%	34%	25%	20%	10%	35%	16%
Unsure	21	11	5	6	-	16	6	6	9	1	2	3	15	7
	4%	9%	4%	4%		6%	2%	11%	9%	2%	2%	2%	9%	2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	505	505	-	254	188	61	200	116	84	172	209	125
	100	100		100	100	100	100	100	100	100	100	100
Unweighted Total	497	497	-	233	194	68	202	106	96	168	198	131
White collar worker, like work at a desk or an office	251	251	-	150	70	30	107	71	36	91	120	41
	50%	50%		59%	37%	50%	54%	61%	43%	53%	57%	33%
Blue collar worker, like work with my hands or in a factory	123	123	-	52	61	10	49	33	16	41	45	37
	24%	24%		20%	32%	17%	25%	29%	19%	24%	22%	29%
Service worker, like work in a store, hospital, or restaurant	110	110	-	43	49	18	39	12	27	38	38	33
	22%	22%		17%	26%	29%	19%	10%	32%	22%	18%	27%
Unsure	21	21	-	9	9	3	5	-	5	2	5	14
	4%	4%		3%	5%	5%	2%		5%	1%	3%	11%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	505	198	123	184	166	174	153	235	213	138	78
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	497	195	132	170	157	181	146	227	205	139	73
White collar worker, like work at a desk or an office	251	81	58	113	78	80	90	102	126	54	42
	50%	41%	47%	61%	47%	46%	59%	43%	59%	39%	54%
Blue collar worker, like work with my hands or in a factory	123	67	23	33	52	41	25	77	35	51	19
	24%	34%	18%	18%	31%	24%	17%	33%	17%	37%	24%
Service worker, like work in a store, hospital, or restaurant	110	43	33	34	29	44	33	46	42	28	15
	22%	22%	26%	18%	18%	25%	22%	20%	20%	20%	19%
Unsure	21	7	10	4	7	9	4	11	9	5	2
	4%	4%	8%	2%	4%	5%	3%	5%	4%	4%	3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QMilitaryHH] Has anyone in your household ever served in the United States military?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	109	92	17	8	16	28	56	24	85	84	6	9	10
	11%	20%	3%	4%	7%	10%	20%	5%	15%	12%	5%	8%	15%
Yes, a member of my household has	142	44	97	19	33	36	54	52	90	115	15	7	4
	14%	9%	18%	9%	14%	13%	19%	12%	16%	16%	13%	6%	6%
No	752	331	420	175	184	216	176	360	392	511	94	95	52
	75%	71%	79%	86%	79%	78%	62%	82%	70%	72%	82%	86%	76%
Unsure	9	4	5	3	3	1	3	6	4	6	1	-	2
	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	-	3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QMilitaryHH] Has anyone in your household ever served in the United States military?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	109	24	39	32	14	63	46	13	26	18	18	34	39	70
	11%	8%	13%	13%	9%	11%	11%	6%	13%	11%	12%	13%	9%	12%
Yes, a member of my household has	142	41	46	34	20	87	54	19	32	23	22	45	51	89
	14%	14%	15%	13%	13%	15%	13%	9%	16%	14%	14%	18%	12%	16%
No	752	223	218	187	124	440	312	182	147	119	120	182	329	421
	75%	76%	72%	74%	81%	74%	77%	83%	71%	75%	77%	71%	77%	74%
Unsure	9	7	0	2	-	8	2	6	3	0	-	-	9	0
	1%	2%	*%	1%		1%	*%	3%	1%	*%			2%	*%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QMilitaryHH] Has anyone in your household ever served in the United States military?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	109	32	66	66	13	30	22	19	4	20	58	31
	11%	6%	21%	14%	4%	15%	8%	14%	3%	7%	13%	11%
Yes, a member of my household has	142	63	51	79	39	24	35	13	22	29	61	51
	14%	13%	16%	17%	12%	12%	13%	10%	15%	11%	14%	18%
No	752	411	196	339	264	147	223	106	117	224	329	199
	75%	81%	63%	71%	83%	72%	80%	78%	82%	83%	73%	70%
Unsure	9	3	4	1	4	4	2	-	2	1	4	4
	1%	1%	1%	*%	1%	2%	1%		1%	1%	1%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QMilitaryHH] Has anyone in your household ever served in the United States military?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Yes, I have	109	47	26	36	59	25	24	57	45	33	20
	11%	12%	12%	9%	15%	8%	9%	13%	10%	12%	13%
Yes, a member of my household has	142	63	25	53	64	43	31	68	61	50	22
	14%	16%	11%	14%	17%	13%	11%	15%	14%	17%	14%
No	752	291	170	290	262	251	224	332	336	200	116
	75%	73%	77%	76%	69%	78%	80%	73%	76%	71%	76%
Unsure	9	4	2	3	4	3	1	5	3	1	2
	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QUnionHH] Are you or is anyone in your household a member of a labor union?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	62	34	27	9	15	19	19	24	38	44	9	8	1
	6%	7%	5%	5%	6%	7%	7%	6%	7%	6%	8%	8%	1%
Yes, a member of my household is	60	17	43	10	22	13	14	33	27	45	4	5	6
	6%	4%	8%	5%	10%	5%	5%	7%	5%	6%	4%	4%	9%
No	874	414	458	177	193	247	256	371	503	617	103	94	61
	87%	89%	86%	87%	83%	89%	89%	85%	89%	87%	90%	85%	89%
Unsure	14	3	11	8	4	1	2	11	3	7	1	5	1
	1%	1%	2%	4%	2%	*%	1%	3%	*%	1%	1%	4%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QUnionHH] Are you or is anyone in your household a member of a labor union?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	62	14	16	14	17	30	32	5	13	9	13	23	17	45
	6%	5%	5%	6%	11%	5%	8%	2%	6%	6%	9%	9%	4%	8%
Yes, a member of my household is	60	11	27	9	12	38	21	6	7	10	12	24	14	46
	6%	4%	9%	4%	8%	6%	5%	3%	4%	6%	8%	10%	3%	8%
No	874	260	257	227	129	517	356	203	185	139	130	214	388	484
	87%	89%	85%	90%	84%	87%	88%	93%	89%	88%	83%	84%	91%	85%
Unsure	14	7	3	3	1	10	3	6	3	1	3	-	8	4
	1%	2%	1%	1%	*%	2%	1%	3%	1%	1%	2%		2%	1%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QUnionHH] Are you or is anyone in your household a member of a labor union?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	62	39	22	33	14	15	11	6	5	21	27	13
	6%	8%	7%	7%	4%	7%	4%	5%	3%	8%	6%	5%
Yes, a member of my household is	60	43	14	43	11	5	21	11	10	15	30	15
	6%	8%	4%	9%	3%	2%	7%	8%	7%	5%	7%	5%
No	874	426	278	405	284	182	247	120	126	235	387	252
	87%	84%	89%	85%	89%	90%	88%	89%	88%	87%	87%	89%
Unsure	14	2	2	1	11	3	3	1	2	4	6	4
	1%	*%	*%	*%	3%	1%	1%	*%	2%	1%	1%	1%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QUnionHH] Are you or is anyone in your household a member of a labor union?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Yes, I am	62	22	11	29	14	25	23	20	33	14	6
	6%	6%	5%	8%	4%	8%	8%	4%	7%	5%	4%
Yes, a member of my household is	60	22	9	29	21	18	20	22	32	19	5
	6%	5%	4%	8%	5%	6%	7%	5%	7%	7%	3%
No	874	352	197	325	343	279	237	411	377	248	141
	87%	88%	89%	85%	90%	87%	84%	90%	86%	88%	91%
Unsure	14	5	5	3	3	4	3	4	5	3	2
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QGunOwner] Do you or does anyone in your household own a firearm?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	245	149	96	45	61	71	67	107	138	194	23	19	9
	24%	32%	18%	22%	26%	26%	23%	24%	25%	27%	20%	17%	13%
Yes, a member of my household does	171	53	118	42	44	43	42	86	85	136	12	13	10
	17%	11%	22%	21%	19%	15%	15%	20%	15%	19%	10%	12%	14%
No	637	289	348	126	141	180	190	267	371	425	84	79	49
	64%	62%	65%	62%	61%	65%	67%	61%	66%	60%	73%	72%	72%
Unsure	16	3	11	5	8	1	2	13	3	8	1	4	4
	2%	1%	2%	3%	3%	0%	1%	3%	1%	1%	1%	3%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QGunOwner] Do you or does anyone in your household own a firearm?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	245	67	89	55	33	157	88	36	49	44	47	69	85	160
	24%	23%	30%	22%	22%	26%	22%	17%	24%	27%	30%	27%	20%	28%
Yes, a member of my household does	171	56	65	24	26	122	49	22	32	25	39	51	55	114
	17%	19%	22%	9%	17%	20%	12%	10%	16%	15%	25%	20%	13%	20%
No	637	185	169	180	103	354	283	166	136	94	85	156	302	335
	64%	63%	56%	71%	67%	59%	70%	75%	66%	59%	55%	61%	71%	59%
Unsure	16	2	12	2	0	14	2	5	3	1	2	4	8	8
	2%	1%	4%	1%	*%	2%	*%	2%	1%	1%	1%	2%	2%	1%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QGunOwner] Do you or does anyone in your household own a firearm?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	245	143	72	142	49	53	82	40	42	54	103	88
	24%	28%	23%	30%	15%	26%	29%	30%	29%	20%	23%	31%
Yes, a member of my household does	171	94	41	106	45	20	53	17	36	29	68	74
	17%	19%	13%	22%	14%	10%	19%	12%	25%	11%	15%	26%
No	637	304	212	272	229	136	171	90	82	196	293	148
	64%	60%	68%	57%	72%	67%	61%	66%	57%	72%	66%	52%
Unsure	16	7	2	8	6	1	3	1	2	2	10	4
	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QGunOwner] Do you or does anyone in your household own a firearm?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Yes, I do	245	147	55	42	127	74	38	163	64	97	60
	24%	37%	25%	11%	33%	23%	14%	36%	15%	34%	39%
Yes, a member of my household does	171	103	26	42	92	38	37	103	48	56	48
	17%	26%	12%	11%	24%	12%	13%	23%	11%	20%	31%
No	637	195	141	301	197	218	210	233	335	153	67
	64%	49%	64%	79%	52%	68%	75%	51%	76%	54%	43%
Unsure	16	5	7	5	7	5	4	7	4	3	4
	2%	1%	3%	1%	2%	1%	2%	2%	1%	1%	3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
City	271	148	122	71	68	77	53	140	131	161	54	40	15
	27%	32%	23%	35%	29%	28%	19%	32%	23%	23%	47%	37%	22%
Suburb near a city	447	200	244	83	108	115	140	192	256	313	41	51	43
	45%	43%	46%	41%	47%	42%	49%	44%	45%	44%	35%	46%	62%
Small town not near a city	95	46	50	16	20	27	33	36	59	75	7	9	5
	10%	10%	9%	8%	9%	10%	11%	8%	11%	11%	6%	8%	7%
Rural or country area	188	70	117	34	36	58	60	70	118	158	13	11	6
	19%	15%	22%	16%	15%	21%	21%	16%	21%	22%	12%	10%	8%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
City	271	83	62	69	57	145	125	71	48	48	32	71	120	151
	27%	28%	20%	27%	37%	24%	31%	33%	23%	30%	21%	28%	28%	26%
Suburb near a city	447	114	133	131	69	247	201	66	86	73	85	136	152	294
	45%	39%	44%	52%	45%	41%	49%	30%	41%	46%	54%	53%	36%	51%
Small town not near a city	95	26	38	19	12	64	31	26	28	10	10	21	55	41
	10%	9%	13%	7%	8%	11%	8%	12%	14%	6%	6%	8%	13%	7%
Rural or country area	188	70	69	34	15	139	49	56	45	28	30	27	100	86
	19%	24%	23%	13%	10%	23%	12%	25%	21%	18%	19%	11%	23%	15%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
City	271	172	63	119	115	36	92	62	31	271	-	-
	27%	34%	20%	25%	36%	18%	33%	45%	21%	100%		
Suburb near a city	447	209	149	216	133	97	121	52	69	-	447	-
	45%	41%	48%	45%	42%	48%	43%	38%	48%		100%	
Small town not near a city	95	47	36	44	30	22	28	12	16	-	-	95
	10%	9%	11%	9%	9%	11%	10%	9%	11%			34%
Rural or country area	188	77	64	98	42	48	39	11	28	-	-	188
	19%	15%	21%	20%	13%	24%	14%	8%	19%			66%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
City	271	80	60	131	77	94	97	101	146	56	31
	27%	20%	27%	34%	20%	29%	35%	22%	33%	20%	20%
Suburb near a city	447	172	93	182	169	139	131	200	208	128	67
	45%	43%	42%	48%	44%	43%	47%	44%	47%	45%	43%
Small town not near a city	95	47	22	26	39	30	21	51	32	34	18
	10%	12%	10%	7%	10%	9%	7%	11%	7%	12%	12%
Rural or country area	188	100	46	42	95	58	32	104	54	65	38
	19%	25%	21%	11%	25%	18%	11%	23%	12%	23%	25%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QResidenceDuration] How long have you lived in the state where you currently live?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	16	10	6	4	6	4	3	10	7	9	5	2	1
	2%	2%	1%	2%	3%	1%	1%	2%	1%	1%	4%	2%	1%
2 years	32	10	23	10	9	8	6	19	14	23	1	4	4
	3%	2%	4%	5%	4%	3%	2%	4%	2%	3%	1%	3%	6%
3 years	26	13	12	7	7	6	5	14	11	14	5	4	3
	3%	3%	2%	4%	3%	2%	2%	3%	2%	2%	4%	4%	4%
4 years	20	11	9	9	6	4	1	15	5	12	3	5	-
	2%	2%	2%	4%	3%	1%	*%	3%	1%	2%	2%	4%	-
5 years or more	907	421	484	175	205	257	271	380	527	649	101	96	61
	91%	91%	91%	85%	88%	92%	95%	87%	94%	92%	88%	86%	89%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QResidenceDuration] How long have you lived in the state where you currently live?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	16	5	3	7	2	7	9	6	6	0	-	4	12	5
	2%	2%	1%	3%	1%	1%	2%	3%	3%	*%		2%	3%	1%
2 years	32	9	13	6	4	22	10	6	10	5	4	8	16	16
	3%	3%	4%	2%	3%	4%	3%	3%	5%	3%	2%	3%	4%	3%
3 years	26	9	8	8	1	16	9	7	8	5	4	2	15	11
	3%	3%	3%	3%	1%	3%	2%	3%	4%	3%	3%	1%	3%	2%
4 years	20	6	4	7	3	10	10	5	5	4	3	3	9	10
	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%
5 years or more	907	265	275	224	142	540	367	197	178	145	146	238	375	529
	91%	90%	91%	89%	93%	91%	90%	89%	86%	91%	93%	93%	88%	93%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QResidenceDuration] How long have you lived in the state where you currently live?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
1 year or less	16	7	3	5	9	2	7	3	3	4	7	5
	2%	1%	1%	1%	3%	1%	2%	2%	2%	1%	2%	2%
2 years	32	16	9	14	10	7	9	3	6	8	17	7
	3%	3%	3%	3%	3%	4%	3%	2%	4%	3%	4%	2%
3 years	26	13	5	11	9	5	7	3	4	8	12	5
	3%	3%	2%	2%	3%	3%	3%	2%	3%	3%	3%	2%
4 years	20	14	3	11	8	1	8	4	4	10	7	3
	2%	3%	1%	2%	3%	*%	3%	3%	3%	4%	2%	1%
5 years or more	907	455	291	435	284	187	248	122	126	240	404	263
	91%	90%	93%	91%	89%	92%	89%	90%	88%	89%	90%	93%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QResidenceDuration] How long have you lived in the state where you currently live?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
1 year or less	16	6	2	9	6	6	4	6	8	6	-
	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%	
2 years	32	10	7	16	6	9	15	11	17	9	2
	3%	2%	3%	4%	2%	3%	6%	2%	4%	3%	1%
3 years	26	9	8	9	9	9	7	12	12	9	2
	3%	2%	4%	2%	2%	3%	2%	3%	3%	3%	1%
4 years	20	5	4	11	5	5	10	7	12	5	1
	2%	1%	2%	3%	1%	2%	4%	1%	3%	2%	*%
5 years or more	907	371	200	336	354	291	244	422	392	255	150
	91%	93%	91%	88%	93%	91%	87%	92%	89%	90%	97%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QNativity] Where were you born?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	958	439	516	203	223	261	271	426	531	694	111	99	54
	96%	94%	97%	99%	96%	94%	95%	98%	94%	98%	97%	89%	78%
In a foreign country	43	26	17	1	9	17	16	10	32	13	3	12	15
	4%	6%	3%	1%	4%	6%	5%	2%	6%	2%	3%	11%	22%
Prefer not to say	1	1	-	1	-	-	-	1	-	1	-	-	-
	*%	*%		*%				*%		*%			

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QNativity] Where were you born?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	958	283	298	237	139	581	376	210	202	153	147	242	413	542
	96%	97%	99%	94%	91%	98%	93%	96%	98%	97%	94%	95%	97%	95%
In a foreign country	43	9	5	16	13	14	29	9	5	6	10	13	14	29
	4%	3%	1%	6%	9%	2%	7%	4%	2%	3%	6%	5%	3%	5%
Prefer not to say	1	-	-	-	1	-	1	1	-	-	-	-	1	-
	*%				*%		*%	*%					*%	

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QNativity] Where were you born?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
In the United States	958	483	297	443	314	199	269	127	142	257	425	276
	96%	96%	95%	93%	98%	98%	96%	93%	99%	95%	95%	97%
In a foreign country	43	22	15	33	6	4	10	9	2	14	22	7
	4%	4%	5%	7%	2%	2%	4%	6%	1%	5%	5%	2%
Prefer not to say	1	-	-	1	-	-	1	1	-	-	-	1
	*%			*%			*%	*%				*%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QNativity] Where were you born?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
In the United States	958	388	214	355	368	309	262	439	416	274	149
	96%	97%	97%	93%	97%	96%	94%	96%	94%	97%	97%
In a foreign country	43	11	7	25	13	12	18	17	24	9	4
	4%	3%	3%	7%	3%	4%	6%	4%	5%	3%	3%
Prefer not to say	1	1	-	-	-	-	-	-	1	1	-
	*%	*%							*%	*%	

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QMarital] What is your current marital status?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	320	166	153	152	74	61	33	226	93	176	69	49	27
	32%	36%	29%	74%	32%	22%	12%	52%	17%	25%	60%	44%	39%
Married	476	230	246	48	125	148	154	173	303	373	21	47	35
	48%	49%	46%	24%	54%	53%	54%	40%	54%	53%	18%	43%	51%
Separated	25	7	17	-	11	8	6	11	14	14	4	3	4
	2%	2%	3%		5%	3%	2%	2%	2%	2%	4%	2%	5%
Divorced	114	42	72	2	22	43	47	24	90	89	14	10	1
	11%	9%	13%	1%	9%	16%	16%	5%	16%	13%	12%	9%	2%
Widowed	64	19	44	1	-	17	46	1	64	53	6	2	3
	6%	4%	8%	*%		6%	16%	*%	11%	8%	6%	2%	4%
Prefer not to say	2	1	2	1	1	-	-	2	-	1	1	1	-
	*%	*%	*%	1%	*%			1%		*%	1%	1%	

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QMarital] What is your current marital status?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	320	140	74	78	28	213	106	104	87	44	39	44	191	128
	32%	48%	24%	31%	18%	36%	26%	47%	42%	28%	25%	17%	45%	22%
Married	476	98	163	115	100	261	215	51	63	75	96	190	114	361
	48%	34%	54%	45%	65%	44%	53%	23%	30%	47%	61%	75%	27%	63%
Separated	25	6	8	5	4	15	10	6	6	4	4	4	13	12
	2%	2%	3%	2%	3%	2%	2%	3%	3%	2%	3%	2%	3%	2%
Divorced	114	32	33	35	14	65	49	41	27	21	13	13	67	47
	11%	11%	11%	14%	9%	11%	12%	19%	13%	14%	8%	5%	16%	8%
Widowed	64	17	23	17	7	40	24	17	23	14	5	3	41	23
	6%	6%	8%	7%	4%	7%	6%	8%	11%	9%	3%	1%	9%	4%
Prefer not to say	2	-	1	2	-	1	2	-	1	1	-	-	1	1
	0.2%	0%	0.3%	0.8%	0%	0.2%	0.5%	0%	0.5%	0.7%	0%	0%	0.2%	0.2%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QMarital] What is your current marital status?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Single, never married	320	188	42	-	320	-	74	33	41	115	133	71
	32%	37%	14%		100%		26%	24%	29%	43%	30%	25%
Married	476	254	156	476	-	-	174	89	86	119	216	141
	48%	50%	50%	100%			62%	65%	59%	44%	48%	50%
Separated	25	8	9	-	-	25	6	0	5	6	14	4
	2%	2%	3%			12%	2%	*%	4%	2%	3%	1%
Divorced	114	42	56	-	-	114	20	13	7	23	52	39
	11%	8%	18%			56%	7%	9%	5%	9%	12%	14%
Widowed	64	11	48	-	-	64	5	1	4	6	31	27
	6%	2%	16%			32%	2%	1%	3%	2%	7%	9%
Prefer not to say	2	2	-	-	-	-	-	-	-	1	1	1
	*%	*%								*%	*%	*%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QMarital] What is your current marital status?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
<b>Total</b>	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
<b>Single, never married</b>	320	112	72	135	105	93	110	120	150	81	40
	32%	28%	33%	36%	28%	29%	39%	26%	34%	29%	26%
<b>Married</b>	476	213	96	168	198	148	125	255	194	142	88
	48%	53%	43%	44%	52%	46%	45%	56%	44%	50%	57%
<b>Separated</b>	25	7	7	11	5	14	5	7	15	4	4
	2%	2%	3%	3%	1%	4%	2%	2%	3%	1%	3%
<b>Divorced</b>	114	47	25	42	49	38	27	47	50	38	14
	11%	12%	11%	11%	13%	12%	10%	10%	11%	13%	9%
<b>Widowed</b>	64	20	20	24	24	27	13	27	31	19	8
	6%	5%	9%	6%	6%	8%	5%	6%	7%	7%	5%
<b>Prefer not to say</b>	2	-	2	1	-	1	1	-	1	-	-
	*%		1%	*%		*%	*%		*%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	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.)	230	102	128	17	48	67	98	65	165	183	28	12	7
	23%	22%	24%	8%	21%	24%	34%	15%	29%	26%	24%	10%	10%
Roman Catholic	200	99	102	26	34	69	71	60	141	144	7	41	8
	20%	21%	19%	13%	15%	25%	25%	14%	25%	20%	6%	37%	12%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	11	4	7	4	3	2	1	8	3	7	2	2	-
	1%	1%	1%	2%	1%	1%	*%	2%	1%	1%	2%	2%	-
Orthodox (such as Greek, Russian, or some other Orthodox church)	3	2	2	-	-	0	3	-	3	3	-	-	-
	*%	*%	*%			*%	1%		1%	*%			
Just Christian	173	91	81	53	49	48	24	102	71	114	27	22	10
	17%	20%	15%	26%	21%	17%	8%	23%	13%	16%	24%	20%	14%
Jewish	37	21	16	2	4	11	20	6	31	35	1	2	-
	4%	4%	3%	1%	2%	4%	7%	1%	5%	5%	1%	2%	-
Muslim	23	17	6	5	8	4	6	13	10	8	4	1	11
	2%	4%	1%	2%	4%	1%	2%	3%	2%	1%	4%	*%	15%
Buddhist	9	5	3	8	0	-	-	9	-	3	1	-	5
	1%	1%	1%	4%	*%			2%		*%	1%		7%
Hindu	10	5	5	2	5	3	-	8	3	1	-	-	10
	1%	1%	1%	1%	2%	1%		2%	1%	*%			14%
Atheist	41	20	21	13	10	15	3	23	18	35	1	4	2
	4%	4%	4%	6%	4%	5%	1%	5%	3%	5%	*%	3%	3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Agnostic	70 7%	30 6%	41 8%	24 12%	19 8%	15 5%	13 4%	43 10%	28 5%	50 7%	5 5%	12 11%	3 5%
Something else (Please specify)	44 4%	11 2%	33 6%	9 4%	7 3%	13 5%	15 5%	16 4%	28 5%	26 4%	13 11%	4 4%	1 2%
Nothing in particular	149 15%	58 13%	88 17%	41 20%	44 19%	31 11%	33 12%	85 19%	64 11%	98 14%	26 22%	12 11%	12 18%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	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.)	230	58	71	52	49	129	101	43	53	36	39	60	96	134
	23%	20%	24%	20%	32%	22%	25%	20%	26%	22%	25%	23%	22%	23%
Roman Catholic	200	64	49	52	35	114	87	37	32	34	37	58	70	129
	20%	22%	16%	21%	23%	19%	21%	17%	16%	21%	24%	23%	16%	23%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	11	3	4	2	2	7	4	3	2	1	3	3	5	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	3	2	1	-	0	3	0	-	3	-	0	-	3	0
	*%	1%	*%		*%	*%	*%		1%		*%		1%	*%
Just Christian	173	57	62	40	14	119	54	37	32	32	31	40	69	103
	17%	19%	20%	16%	9%	20%	13%	17%	15%	20%	20%	16%	16%	18%
Jewish	37	3	7	16	11	10	27	3	6	8	4	15	9	28
	4%	1%	2%	6%	7%	2%	7%	2%	3%	5%	3%	6%	2%	5%
Muslim	23	8	4	4	7	11	11	11	4	0	0	7	15	8
	2%	3%	1%	2%	5%	2%	3%	5%	2%	*%	*%	3%	4%	1%
Buddhist	9	1	1	5	2	2	6	3	0	-	1	5	3	5
	1%	*%	*%	2%	1%	*%	2%	1%	*%		*%	2%	1%	1%
Hindu	10	-	-	5	5	-	10	-	-	1	3	6	-	10
	1%			2%	4%		3%			1%	2%	2%		2%
Atheist	41	11	13	9	8	24	17	6	5	7	11	11	12	29
	4%	4%	4%	3%	5%	4%	4%	3%	3%	4%	7%	4%	3%	5%
Agnostic	70	12	25	31	3	36	34	16	14	17	6	17	30	41
	7%	4%	8%	12%	2%	6%	8%	7%	7%	11%	4%	7%	7%	7%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Something else (Please specify)	44 4%	16 6%	20 7%	7 3%	1 *	37 6%	8 2%	19 9%	6 3%	6 4%	7 4%	6 2%	25 6%	19 3%
Nothing in particular	149 15%	58 20%	45 15%	31 12%	15 9%	103 17%	45 11%	41 19%	50 24%	15 10%	14 9%	28 11%	91 21%	57 10%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	230	95	104	108	49	72	53	24	29	54	87	89
	23%	19%	33%	23%	15%	36%	19%	18%	20%	20%	19%	31%
Roman Catholic	200	95	78	117	52	32	52	29	22	57	102	41
	20%	19%	25%	24%	16%	16%	18%	21%	16%	21%	23%	15%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	11	5	2	4	4	2	4	0	3	4	5	2
	1%	1%	1%	1%	1%	1%	1%	*%	2%	2%	1%	1%
Orthodox (such as Greek, Russian, or some other Orthodox church)	3	2	2	0	-	3	-	-	-	0	2	1
	*%	*%	1%	*%		1%				*%	*%	*%
Just Christian	173	107	30	77	69	27	58	32	26	37	75	61
	17%	21%	10%	16%	22%	13%	21%	23%	18%	14%	17%	22%
Jewish	37	18	16	19	7	11	8	7	1	17	16	4
	4%	4%	5%	4%	2%	5%	3%	5%	1%	6%	4%	1%
Muslim	23	13	7	16	7	-	12	8	4	16	4	3
	2%	3%	2%	3%	2%		4%	6%	3%	6%	1%	1%
Buddhist	9	9	-	5	4	-	5	5	-	2	6	-
	1%	2%		1%	1%		2%	4%		1%	1%	
Hindu	10	10	-	8	3	-	6	5	1	-	10	-
	1%	2%		2%	1%		2%	4%	1%		2%	
Atheist	41	24	7	20	16	4	16	7	8	11	18	12
	4%	5%	2%	4%	5%	2%	6%	5%	6%	4%	4%	4%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Agnostic	70 7%	44 9%	14 4%	27 6%	33 10%	10 5%	12 4%	2 1%	11 7%	20 7%	33 7%	18 6%
Something else (Please specify)	44 4%	17 3%	16 5%	18 4%	14 4%	11 6%	5 2%	-	5 4%	10 4%	23 5%	11 4%
Nothing in particular	149 15%	66 13%	38 12%	57 12%	61 19%	30 15%	49 18%	16 12%	33 23%	42 16%	66 15%	40 14%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, etc.)	230	119	46	65	123	70	37	129	87	77	49
	23%	30%	21%	17%	32%	22%	13%	28%	20%	27%	32%
Roman Catholic	200	84	40	76	88	66	46	93	98	58	35
	20%	21%	18%	20%	23%	20%	16%	20%	22%	20%	23%
Mormon (Church of Jesus Christ of Latter-day Saints or LDS)	11	4	2	5	3	8	1	4	6	4	-
	1%	1%	1%	1%	1%	2%	*%	1%	1%	1%	-
Orthodox (such as Greek, Russian, or some other Orthodox church)	3	-	2	2	1	2	-	2	-	-	1
	*%	-	1%	*%	*%	1%	-	*%	-	-	1%
Just Christian	173	86	38	49	70	60	35	98	50	71	23
	17%	22%	17%	13%	18%	19%	13%	22%	11%	25%	15%
Jewish	37	17	3	17	12	8	16	17	19	13	4
	4%	4%	1%	4%	3%	3%	6%	4%	4%	5%	2%
Muslim	23	11	3	9	6	3	13	18	2	6	5
	2%	3%	1%	2%	2%	1%	5%	4%	*%	2%	3%
Buddhist	9	1	2	6	1	0	7	1	7	-	1
	1%	*%	1%	2%	*%	*%	3%	*%	2%	-	*%
Hindu	10	2	-	8	1	2	8	4	7	2	-
	1%	1%	-	2%	*%	1%	3%	1%	2%	1%	-
Atheist	41	10	7	25	9	9	23	10	26	8	3
	4%	2%	3%	6%	2%	3%	8%	2%	6%	3%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Agnostic	70 7%	9 2%	22 10%	39 10%	9 2%	19 6%	41 15%	13 3%	46 10%	5 2%	8 5%
Something else (Please specify)	44 4%	14 4%	14 6%	17 4%	16 4%	16 5%	12 4%	18 4%	19 4%	12 4%	6 4%
Nothing in particular	149 15%	42 10%	43 20%	64 17%	42 11%	58 18%	42 15%	50 11%	73 17%	26 9%	19 12%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	618	297	320	101	134	187	196	235	383	452	64	77	25
	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	624	295	328	99	124	197	204	223	401	471	70	66	17
Yes, born-again or evangelical Christian	253	129	123	39	61	76	77	100	153	176	39	27	10
	41%	43%	38%	38%	46%	41%	39%	43%	40%	39%	61%	35%	42%
No, not born-again or evangelical Christian	337	163	173	52	62	103	119	114	222	258	20	45	13
	54%	55%	54%	52%	46%	55%	61%	49%	58%	57%	31%	59%	55%
Unsure	29	5	24	10	10	8	-	20	8	18	5	5	1
	5%	2%	7%	10%	8%	4%	-	9%	2%	4%	8%	6%	3%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	618	184	188	146	101	371	246	120	122	103	110	160	242	373
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	624	153	240	138	93	393	231	136	134	107	108	136	270	351
Yes, born-again or evangelical Christian	253	70	78	63	42	148	105	52	54	39	45	64	105	148
	41%	38%	42%	43%	42%	40%	43%	43%	44%	38%	41%	40%	43%	40%
No, not born-again or evangelical Christian	337	102	103	77	54	205	131	62	65	63	55	88	127	207
	54%	56%	55%	53%	54%	55%	53%	52%	54%	61%	50%	55%	53%	55%
Unsure	29	11	7	6	4	18	11	7	3	1	10	8	10	19
	5%	6%	4%	4%	4%	5%	4%	6%	2%	1%	9%	5%	4%	5%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	618	304	216	306	175	136	166	85	81	153	270	195
	100	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	624	302	220	286	183	154	171	84	87	152	268	204
Yes, born-again or evangelical Christian	253 41%	131 43%	84 39%	121 40%	71 41%	60 44%	80 48%	41 48%	39 48%	68 45%	104 38%	81 41%
No, not born-again or evangelical Christian	337 54%	155 51%	129 60%	174 57%	91 52%	71 52%	79 48%	42 49%	37 46%	81 53%	152 56%	103 53%
Unsure	29 5%	19 6%	2 1%	11 4%	12 7%	5 4%	7 4%	2 3%	5 6%	3 2%	14 5%	11 6%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	618	293	128	197	285	205	119	326	241	210	108
	100	100	100	100	100	100	100	100	100	100	100
Unweighted Total	624	285	137	202	268	218	128	315	249	209	99
Yes, born-again or evangelical Christian	253	140	46	67	139	71	42	157	77	107	48
	41%	48%	36%	34%	49%	35%	36%	48%	32%	51%	45%
No, not born-again or evangelical Christian	337	139	78	120	138	124	70	154	156	96	54
	54%	47%	61%	61%	48%	60%	59%	47%	65%	45%	50%
Unsure	29	15	4	9	8	10	6	15	8	8	6
	5%	5%	3%	5%	3%	5%	5%	5%	3%	4%	6%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	234	115	119	38	62	59	75	100	134	167	35	22	11
	23%	25%	22%	19%	27%	21%	26%	23%	24%	24%	30%	20%	16%
Once or twice a month	111	52	59	23	30	37	21	53	58	73	16	8	13
	11%	11%	11%	11%	13%	13%	7%	12%	10%	10%	14%	8%	19%
A few times a year	132	65	66	31	24	36	41	55	78	88	17	17	11
	13%	14%	12%	15%	10%	13%	14%	13%	14%	12%	15%	15%	16%
Usually just for religious holidays	114	56	58	24	22	30	38	46	68	80	4	15	14
	11%	12%	11%	12%	9%	11%	13%	11%	12%	11%	4%	13%	21%
Never	372	172	200	83	86	104	99	169	203	277	34	46	15
	37%	37%	37%	40%	37%	37%	34%	39%	36%	39%	29%	41%	23%
Prefer not to say	38	5	33	6	8	12	12	14	24	22	8	3	5
	4%	1%	6%	3%	3%	4%	4%	3%	4%	3%	7%	2%	7%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	234	57	62	62	53	119	115	42	41	33	54	64	83	150
	23%	19%	21%	25%	35%	20%	28%	19%	20%	21%	34%	25%	19%	26%
Once or twice a month	111	25	26	30	30	51	59	15	16	18	25	37	31	79
	11%	9%	9%	12%	19%	9%	15%	7%	8%	11%	16%	15%	7%	14%
A few times a year	132	27	54	34	17	81	51	30	32	18	15	38	62	70
	13%	9%	18%	13%	11%	14%	13%	14%	15%	11%	9%	15%	15%	12%
Usually just for religious holidays	114	39	34	30	12	72	42	33	23	18	9	31	55	57
	11%	13%	11%	12%	8%	12%	10%	15%	11%	11%	6%	12%	13%	10%
Never	372	126	118	89	39	244	128	89	84	69	52	78	173	199
	37%	43%	39%	35%	25%	41%	32%	40%	41%	43%	33%	31%	40%	35%
Prefer not to say	38	19	9	8	3	28	11	11	12	5	3	7	23	15
	4%	6%	3%	3%	2%	5%	3%	5%	6%	3%	2%	3%	5%	3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
At least once a week	234	130	74	132	52	50	86	44	42	74	99	62
	23%	26%	24%	28%	16%	25%	31%	33%	29%	27%	22%	22%
Once or twice a month	111	73	25	59	29	23	42	27	15	35	46	29
	11%	15%	8%	12%	9%	11%	15%	20%	11%	13%	10%	10%
A few times a year	132	71	40	62	44	26	28	17	11	28	59	45
	13%	14%	13%	13%	14%	13%	10%	13%	8%	10%	13%	16%
Usually just for religious holidays	114	53	40	53	33	28	29	20	9	31	50	33
	11%	11%	13%	11%	10%	14%	10%	15%	6%	12%	11%	12%
Never	372	160	120	156	149	66	86	28	59	98	172	102
	37%	32%	39%	33%	47%	32%	31%	20%	41%	36%	38%	36%
Prefer not to say	38	17	12	14	13	10	8	-	8	5	22	12
	4%	3%	4%	3%	4%	5%	3%		5%	2%	5%	4%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
At least once a week	234	127	44	63	122	59	47	151	68	76	61
	23%	32%	20%	17%	32%	18%	17%	33%	15%	27%	40%
Once or twice a month	111	39	22	49	38	36	36	49	59	32	11
	11%	10%	10%	13%	10%	11%	13%	11%	13%	11%	7%
A few times a year	132	53	36	43	55	53	23	67	50	47	18
	13%	13%	16%	11%	14%	16%	8%	15%	11%	16%	11%
Usually just for religious holidays	114	51	21	41	37	45	31	55	45	36	13
	11%	13%	10%	11%	10%	14%	11%	12%	10%	13%	9%
Never	372	116	88	167	109	118	136	118	205	84	42
	37%	29%	40%	44%	29%	37%	49%	26%	47%	30%	27%
Prefer not to say	38	13	9	16	20	9	7	17	14	8	9
	4%	3%	4%	4%	5%	3%	3%	4%	3%	3%	6%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	1001	505	312	476	320	203	280	136	144	271	447	283
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Yes	1001	399	221	380	381	321	280	457	440	283	154
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Technology	41	28	13	12	19	10	1	30	11	34	4	2	1
	4%	6%	2%	6%	8%	4%	*%	7%	2%	5%	3%	2%	2%
Sales	42	22	21	12	10	10	10	22	20	27	7	8	-
	4%	5%	4%	6%	4%	3%	4%	5%	4%	4%	6%	8%	-
Healthcare or the pharmaceutical industry	66	22	44	20	16	19	12	35	31	53	8	2	3
	7%	5%	8%	10%	7%	7%	4%	8%	5%	7%	7%	2%	4%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	48	24	23	25	15	6	1	40	7	30	7	7	5
	5%	5%	4%	12%	7%	2%	1%	9%	1%	4%	6%	6%	7%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	818	380	436	146	175	234	263	321	497	573	92	94	60
	82%	82%	82%	71%	75%	84%	92%	73%	88%	81%	80%	85%	88%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Technology	41	6	7	8	20	13	28	5	1	5	5	25	6	35
	4%	2%	2%	3%	13%	2%	7%	2%	1%	3%	3%	10%	1%	6%
Sales	42	12	16	11	3	28	14	11	7	12	3	10	17	25
	4%	4%	5%	4%	2%	5%	3%	5%	3%	8%	2%	4%	4%	4%
Healthcare or the pharmaceutical industry	66	11	18	20	17	29	37	8	12	14	9	24	20	46
	7%	4%	6%	8%	11%	5%	9%	3%	6%	9%	6%	9%	5%	8%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	48	29	11	8	-	39	8	14	17	10	5	2	31	17
	5%	10%	4%	3%	-	7%	2%	6%	8%	6%	3%	1%	7%	3%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	818	242	256	207	113	498	320	188	172	124	137	194	360	455
	82%	83%	85%	82%	74%	84%	79%	86%	83%	78%	88%	76%	84%	80%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Technology	41	37	-	29	11	1	27	19	8	20	16	5
	4%	7%		6%	3%	1%	10%	14%	5%	7%	4%	2%
Sales	42	33	4	18	14	9	10	4	6	9	22	11
	4%	7%	1%	4%	5%	5%	4%	3%	4%	3%	5%	4%
Healthcare or the pharmaceutical industry	66	47	8	38	19	9	24	11	14	18	31	17
	7%	9%	3%	8%	6%	4%	9%	8%	10%	7%	7%	6%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	48	37	1	5	36	6	17	6	11	18	16	14
	5%	7%	*%	1%	11%	3%	6%	5%	8%	7%	4%	5%
Market research	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-
None of these	818	363	298	389	250	180	204	97	108	211	367	240
	82%	72%	96%	82%	78%	89%	73%	71%	75%	78%	82%	85%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Technology	41	23	4	14	17	15	7	23	12	18	6
	4%	6%	2%	4%	5%	5%	2%	5%	3%	6%	4%
Sales	42	17	10	14	9	21	10	21	14	15	7
	4%	4%	5%	4%	2%	7%	4%	5%	3%	5%	4%
Healthcare or the pharmaceutical industry	66	25	18	23	32	15	19	25	30	16	11
	7%	6%	8%	6%	8%	5%	7%	6%	7%	6%	7%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	48	24	9	16	21	10	14	23	19	19	5
	5%	6%	4%	4%	6%	3%	5%	5%	4%	7%	4%
Market research	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-
None of these	818	317	183	319	306	264	234	370	369	219	127
	82%	79%	83%	84%	80%	82%	84%	81%	84%	77%	82%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	465	465	-	104	99	129	133	203	262	324	48	51	42
	46%	100%		51%	43%	46%	47%	46%	46%	46%	42%	46%	61%
Woman	534	-	534	99	134	149	152	232	301	382	67	58	27
	53%		100%	48%	57%	54%	53%	53%	53%	54%	58%	52%	39%
In some other way	2	-	-	2	-	-	1	2	1	1	-	2	-
	*%			1%			*%	*%	*%	*%		1%	

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	465	137	141	115	72	278	187	91	90	80	64	139	182	283
	46%	47%	47%	45%	47%	47%	46%	41%	44%	50%	41%	54%	42%	50%
Woman	534	156	159	138	81	315	218	129	116	79	91	117	245	286
	53%	53%	53%	55%	53%	53%	54%	59%	56%	50%	58%	46%	57%	50%
In some other way	2	-	2	-	-	2	-	-	1	-	2	-	1	2
	*%		1%			*%			*%		1%		*%	*%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Man	465	263	146	230	166	69	136	136	-	148	200	116
	46%	52%	47%	48%	52%	34%	49%	100%		55%	45%	41%
Woman	534	242	165	246	153	133	144	-	144	122	244	167
	53%	48%	53%	52%	48%	66%	51%		100%	45%	55%	59%
In some other way	2	-	1	-	2	1	-	-	-	-	2	-
	*%		*%		1%	*%					1%	

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Man	465	219	99	147	207	141	111	249	171	155	83
	46%	55%	45%	39%	54%	44%	40%	55%	39%	55%	54%
Woman	534	181	120	233	174	178	169	206	268	128	71
	53%	45%	54%	61%	46%	55%	60%	45%	61%	45%	46%
In some other way	2	-	2	-	-	2	1	2	1	-	-
	*%		1%			1%	*%	*%	*%		

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
White	773	347	424	119	178	223	254	296	477	707	-	53	14
	77%	75%	79%	58%	77%	80%	89%	68%	85%	100%		48%	20%
Black or African American	130	51	79	44	29	38	18	74	56	-	115	10	5
	13%	11%	15%	22%	13%	14%	6%	17%	10%		100%	9%	7%
Hispanic or Latino	111	51	58	36	32	29	13	68	43	-	-	111	-
	11%	11%	11%	18%	14%	10%	5%	16%	8%			100%	
Asian	47	31	16	22	10	5	10	33	14	-	-	3	44
	5%	7%	3%	11%	4%	2%	3%	7%	3%			3%	64%
Native American or Alaska Native	25	11	14	11	4	7	2	15	9	-	-	7	18
	2%	2%	3%	5%	2%	3%	1%	4%	2%			6%	26%
Native Hawaiian or Other Pacific Islander	2	1	1	1	-	-	1	1	1	-	-	-	2
	*%	*%	*%	*%			*%	*%	*%				3%
Other race or ethnicity	1	-	1	1	-	-	-	1	-	-	-	-	1
	*%		*%	*%				*%					1%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	773	212	242	187	132	454	319	148	162	126	127	208	310	461
	77%	72%	80%	74%	86%	76%	79%	67%	78%	79%	81%	82%	73%	81%
Black or African American	130	46	39	30	14	85	45	47	30	15	21	17	77	52
	13%	16%	13%	12%	9%	14%	11%	21%	14%	10%	13%	7%	18%	9%
Hispanic or Latino	111	49	29	25	7	78	32	30	23	14	25	18	54	57
	11%	17%	10%	10%	5%	13%	8%	14%	11%	9%	16%	7%	13%	10%
Asian	47	11	7	24	5	17	30	7	7	5	4	24	14	33
	5%	4%	2%	10%	4%	3%	7%	3%	3%	3%	3%	9%	3%	6%
Native American or Alaska Native	25	8	10	5	1	18	6	10	3	2	4	5	13	11
	2%	3%	3%	2%	1%	3%	2%	5%	1%	1%	3%	2%	3%	2%
Native Hawaiian or Other Pacific Islander	2	-	2	-	-	2	-	-	-	-	-	2	-	2
	*%		1%			*%						1%		*%
Other race or ethnicity	1	1	-	-	-	1	-	1	-	-	-	-	1	-
	*%	*%				*%		*%					*%	

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
White	773	357	273	404	202	167	212	97	115	174	348	251
	77%	71%	88%	85%	63%	82%	76%	71%	80%	64%	78%	89%
Black or African American	130	79	24	28	74	27	40	17	23	62	46	22
	13%	16%	8%	6%	23%	13%	14%	13%	16%	23%	10%	8%
Hispanic or Latino	111	64	19	47	49	14	29	11	18	40	51	20
	11%	13%	6%	10%	15%	7%	10%	8%	13%	15%	11%	7%
Asian	47	32	10	25	19	3	13	11	2	9	37	1
	5%	6%	3%	5%	6%	2%	5%	8%	1%	3%	8%	*%
Native American or Alaska Native	25	13	6	11	11	2	5	2	3	10	5	10
	2%	3%	2%	2%	4%	1%	2%	1%	2%	4%	1%	3%
Native Hawaiian or Other Pacific Islander	2	1	1	1	1	-	1	-	1	-	2	-
	*%	*%	*%	*%	*%	-	*%	-	*%	-	*%	-
Other race or ethnicity	1	-	-	-	1	-	-	-	-	1	-	-
	*%	-	-	-	*%	-	-	-	-	*%	-	-

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
White	773	347	180	246	324	241	195	385	312	252	126
	77%	87%	82%	65%	85%	75%	69%	84%	71%	89%	82%
Black or African American	130	16	27	87	18	60	50	23	94	11	11
	13%	4%	12%	23%	5%	19%	18%	5%	21%	4%	7%
Hispanic or Latino	111	32	28	50	32	43	33	41	57	16	22
	11%	8%	13%	13%	8%	13%	12%	9%	13%	6%	14%
Asian	47	14	2	31	15	6	25	20	18	8	6
	5%	4%	1%	8%	4%	2%	9%	4%	4%	3%	4%
Native American or Alaska Native	25	8	9	8	11	10	3	11	10	9	-
	2%	2%	4%	2%	3%	3%	1%	3%	2%	3%	-
Native Hawaiian or Other Pacific Islander	2	1	1	-	1	1	-	-	1	-	1
	*%	*%	*%		*%	*%			*%		1%
Other race or ethnicity	1	-	-	1	-	1	-	-	1	-	-
	*%			*%		*%			*%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q Education] What is the highest level of education you have completed?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	293	137	156	90	56	62	85	146	147	186	39	49	19
	29%	29%	29%	44%	24%	22%	30%	33%	26%	26%	34%	44%	28%
Some college	192	95	95	32	43	53	64	75	117	132	26	21	14
	19%	20%	18%	16%	18%	19%	22%	17%	21%	19%	23%	19%	20%
Associate degree	110	46	63	16	24	34	37	39	71	86	11	9	5
	11%	10%	12%	8%	10%	12%	13%	9%	13%	12%	9%	8%	7%
Bachelor's degree	253	115	138	49	61	78	64	110	143	176	27	25	25
	25%	25%	26%	24%	26%	28%	22%	25%	25%	25%	23%	22%	36%
Graduate degree	153	72	81	18	48	51	36	66	87	127	12	7	6
	15%	16%	15%	9%	21%	18%	13%	15%	15%	18%	11%	7%	9%
Prefer not to say	1	-	1	1	-	-	-	1	-	-	-	1	-
	*%		*%	*%				*%				*%	

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q Education] What is the highest level of education you have completed?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	293	293	-	-	-	293	-	106	71	45	40	30	177	115
	29%	100%				49%		48%	34%	28%	25%	12%	42%	20%
Some college	192	-	192	-	-	192	-	46	51	31	27	35	97	93
	19%		64%			32%		21%	24%	20%	17%	14%	23%	16%
Associate degree	110	-	110	-	-	110	-	28	28	15	17	23	56	55
	11%		36%			19%		13%	14%	9%	11%	9%	13%	10%
Bachelor's degree	253	-	-	253	-	-	253	28	47	54	45	79	75	178
	25%			100%			62%	13%	23%	34%	29%	31%	18%	31%
Graduate degree	153	-	-	-	153	-	153	11	11	14	27	89	22	130
	15%				100%		38%	5%	5%	9%	17%	35%	5%	23%
Prefer not to say	1	-	-	-	-	-	-	1	-	-	-	-	1	-
	*%							*%					*%	

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q Education] What is the highest level of education you have completed?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	293	119	97	98	140	55	65	26	39	83	114	96
	29%	24%	31%	21%	44%	27%	23%	19%	27%	31%	25%	34%
Some college	192	79	75	102	46	43	48	20	27	38	84	70
	19%	16%	24%	21%	14%	21%	17%	15%	19%	14%	19%	25%
Associate degree	110	55	35	61	27	22	41	15	26	24	49	37
	11%	11%	11%	13%	9%	11%	15%	11%	18%	9%	11%	13%
Bachelor's degree	253	144	71	115	78	58	57	29	28	69	131	52
	25%	29%	23%	24%	24%	29%	20%	21%	20%	25%	29%	19%
Graduate degree	153	107	33	100	28	25	69	45	23	57	69	27
	15%	21%	10%	21%	9%	12%	25%	33%	16%	21%	15%	10%
Prefer not to say	1	-	-	-	1	-	-	-	-	-	-	1
	*%				*%							*%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
High school or less	293	128	54	110	124	100	59	140	103	91	49
	29%	32%	25%	29%	33%	31%	21%	31%	23%	32%	32%
Some college	192	87	51	54	73	76	41	103	74	72	26
	19%	22%	23%	14%	19%	24%	15%	22%	17%	25%	17%
Associate degree	110	45	28	37	42	33	34	51	49	39	12
	11%	11%	13%	10%	11%	10%	12%	11%	11%	14%	8%
Bachelor's degree	253	77	58	117	81	71	94	95	139	47	35
	25%	19%	26%	31%	21%	22%	34%	21%	32%	16%	23%
Graduate degree	153	61	30	61	59	42	52	69	76	34	31
	15%	15%	14%	16%	16%	13%	18%	15%	17%	12%	20%
Prefer not to say	1	1	-	-	-	-	1	-	-	-	1
	*%	*%					*%				*%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QAge] What is your age?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	205	104	99	205	-	-	-	205	-	99	39	36	30
	20%	22%	19%	100%				47%		14%	34%	33%	44%
35-49	232	99	134	-	232	-	-	232	-	160	24	32	17
	23%	21%	25%		100%			53%		23%	21%	29%	24%
50-64	278	129	149	-	-	278	-	-	278	202	37	29	10
	28%	28%	28%			100%			49%	29%	32%	26%	15%
65+	286	133	152	-	-	-	286	-	286	246	15	13	11
	29%	29%	29%				100%		51%	35%	13%	12%	17%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QAge] What is your age?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-34	205	90	48	49	18	137	67	47	47	37	38	36	94	110
	20%	31%	16%	19%	12%	23%	17%	21%	23%	23%	24%	14%	22%	19%
35-49	232	56	67	61	48	123	109	44	46	28	37	77	89	143
	23%	19%	22%	24%	32%	21%	27%	20%	22%	18%	24%	30%	21%	25%
50-64	278	62	87	78	51	149	129	61	44	34	47	91	105	171
	28%	21%	29%	31%	33%	25%	32%	28%	21%	21%	30%	36%	25%	30%
65+	286	85	101	64	36	186	100	68	71	60	35	51	139	147
	29%	29%	33%	25%	24%	31%	25%	31%	34%	38%	22%	20%	32%	26%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QAge] What is your age?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
18-34	205	148	1	48	152	3	83	43	40	71	83	50
	20%	29%	*%	10%	48%	1%	30%	32%	28%	26%	19%	18%
35-49	232	158	7	125	74	32	128	57	72	68	108	56
	23%	31%	2%	26%	23%	16%	46%	42%	50%	25%	24%	20%
50-64	278	166	62	148	61	69	54	30	24	77	115	85
	28%	33%	20%	31%	19%	34%	19%	22%	17%	29%	26%	30%
65+	286	33	242	154	33	99	14	5	8	53	140	93
	29%	7%	77%	32%	10%	49%	5%	4%	6%	20%	31%	33%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QAge] What is your age?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
18-34	205	85	46	74	71	53	73	91	77	61	29
	20%	21%	21%	19%	19%	17%	26%	20%	18%	22%	19%
35-49	232	96	42	94	78	78	68	108	98	60	41
	23%	24%	19%	25%	21%	24%	24%	24%	22%	21%	27%
50-64	278	101	75	102	99	107	69	116	134	72	41
	28%	25%	34%	27%	26%	33%	25%	25%	30%	26%	26%
65+	286	118	58	111	132	83	70	143	131	89	43
	29%	29%	26%	29%	35%	26%	25%	31%	30%	32%	28%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QState] In what state do you live?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	167	87	81	21	28	64	54	49	118	131	13	13	10
	17%	19%	15%	10%	12%	23%	19%	11%	21%	18%	12%	12%	15%
States in the Midwest	218	94	123	52	48	61	57	100	118	158	28	12	20
	22%	20%	23%	25%	21%	22%	20%	23%	21%	22%	24%	11%	29%
States in the South	386	169	214	82	97	99	109	178	208	272	68	38	8
	39%	36%	40%	40%	42%	36%	38%	41%	37%	38%	60%	34%	11%
States in the West	230	115	115	50	59	54	66	110	120	146	5	47	31
	23%	25%	22%	24%	26%	19%	23%	25%	21%	21%	5%	43%	45%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QState] In what state do you live?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	167	59	34	44	30	93	74	38	35	27	25	40	74	93
	17%	20%	11%	18%	19%	16%	18%	17%	17%	17%	16%	16%	17%	16%
States in the Midwest	218	61	79	52	27	139	78	53	40	38	32	55	93	125
	22%	21%	26%	21%	17%	23%	19%	24%	19%	24%	20%	22%	22%	22%
States in the South	386	119	120	84	62	240	146	86	89	53	62	94	175	210
	39%	41%	40%	33%	41%	40%	36%	39%	43%	34%	40%	37%	41%	37%
States in the West	230	54	69	73	34	123	107	43	43	40	38	66	86	144
	23%	18%	23%	29%	23%	21%	26%	20%	21%	25%	24%	26%	20%	25%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QState] In what state do you live?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	167	78	60	77	53	38	39	20	19	51	73	44
	17%	15%	19%	16%	17%	19%	14%	15%	13%	19%	16%	15%
States in the Midwest	218	112	63	106	72	41	66	30	36	58	91	68
	22%	22%	20%	22%	22%	20%	24%	22%	25%	22%	20%	24%
States in the South	386	195	117	176	122	87	118	56	61	90	166	130
	39%	39%	38%	37%	38%	43%	42%	42%	43%	33%	37%	46%
States in the West	230	120	71	118	73	37	57	29	28	71	117	41
	23%	24%	23%	25%	23%	18%	20%	21%	19%	26%	26%	15%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QState] In what state do you live?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	167	60	38	69	59	54	49	77	75	40	23
	17%	15%	17%	18%	15%	17%	17%	17%	17%	14%	15%
States in the Midwest	218	84	43	91	75	73	62	85	107	50	34
	22%	21%	20%	24%	20%	23%	22%	19%	24%	18%	22%
States in the South	386	175	92	119	172	114	95	205	141	132	70
	39%	44%	42%	31%	45%	36%	34%	45%	32%	46%	45%
States in the West	230	81	48	101	74	80	74	89	118	61	26
	23%	20%	22%	27%	19%	25%	26%	19%	27%	22%	17%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	381	207	174	71	78	99	132	149	231	304	17	32	27
	38%	45%	33%	35%	34%	36%	46%	34%	41%	43%	15%	29%	40%
VERY/SOMEWHAT LIBERAL	280	111	169	73	68	69	70	140	140	175	43	33	29
	28%	24%	32%	36%	29%	25%	25%	32%	25%	25%	38%	30%	43%
Very conservative	180	101	79	37	42	44	56	80	100	149	9	10	12
	18%	22%	15%	18%	18%	16%	20%	18%	18%	21%	8%	9%	17%
Somewhat conservative	201	106	94	34	36	55	76	70	131	155	8	22	15
	20%	23%	18%	17%	15%	20%	27%	16%	23%	22%	7%	20%	22%
Moderate	321	141	178	53	78	107	83	131	190	216	52	43	10
	32%	30%	33%	26%	34%	38%	29%	30%	34%	30%	45%	38%	15%
Somewhat liberal	133	54	78	18	34	39	42	52	81	86	12	16	19
	13%	12%	15%	9%	15%	14%	15%	12%	14%	12%	10%	15%	27%
Very liberal	147	57	90	55	34	30	28	89	59	88	31	17	10
	15%	12%	17%	27%	15%	11%	10%	20%	10%	12%	27%	16%	15%
Unsure	19	6	13	8	9	2	1	17	3	13	2	3	2
	2%	1%	2%	4%	4%	1%	*%	4%	*%	2%	2%	2%	3%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	381	124	116	81	59	240	141	79	75	67	62	96	154	225
	38%	42%	38%	32%	39%	40%	35%	36%	36%	42%	40%	38%	36%	39%
VERY/SOMEWHAT LIBERAL	280	59	75	94	52	134	146	57	51	55	45	72	109	172
	28%	20%	25%	37%	34%	23%	36%	26%	25%	35%	29%	28%	25%	30%
Very conservative	180	51	63	31	35	114	66	35	35	32	29	49	70	110
	18%	17%	21%	12%	23%	19%	16%	16%	17%	20%	18%	19%	16%	19%
Somewhat conservative	201	74	52	51	24	126	74	44	40	35	33	48	84	116
	20%	25%	17%	20%	16%	21%	18%	20%	19%	22%	21%	19%	20%	20%
Moderate	321	100	109	71	42	208	112	78	74	35	47	84	152	167
	32%	34%	36%	28%	27%	35%	28%	35%	36%	22%	30%	33%	36%	29%
Somewhat liberal	133	25	39	41	27	65	68	29	18	28	18	40	47	86
	13%	9%	13%	16%	18%	11%	17%	13%	9%	17%	11%	16%	11%	15%
Very liberal	147	34	35	54	25	69	78	29	33	28	27	31	62	86
	15%	12%	12%	21%	16%	12%	19%	13%	16%	17%	17%	12%	14%	15%
Unsure	19	10	3	6	1	13	7	6	7	1	3	3	13	7
	2%	3%	1%	2%	0%	2%	2%	3%	3%	1%	2%	1%	3%	1%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	381	166	136	198	105	78	103	56	47	77	169	135
	38%	33%	44%	42%	33%	38%	37%	42%	32%	29%	38%	48%
VERY/SOMEWHAT LIBERAL	280	153	87	125	110	45	76	37	39	97	131	52
	28%	30%	28%	26%	34%	22%	27%	27%	27%	36%	29%	18%
Very conservative	180	79	60	106	46	29	63	34	29	37	81	62
	18%	16%	19%	22%	14%	14%	23%	25%	20%	14%	18%	22%
Somewhat conservative	201	87	76	92	60	49	40	23	17	41	88	72
	20%	17%	25%	19%	19%	24%	14%	17%	12%	15%	20%	26%
Moderate	321	174	88	148	93	79	92	40	52	94	139	88
	32%	35%	28%	31%	29%	39%	33%	29%	36%	35%	31%	31%
Somewhat liberal	133	71	50	67	42	23	29	13	16	50	59	24
	13%	14%	16%	14%	13%	11%	10%	10%	11%	18%	13%	9%
Very liberal	147	82	37	58	68	21	47	24	23	47	72	28
	15%	16%	12%	12%	21%	11%	17%	18%	16%	17%	16%	10%
Unsure	19	11	1	5	12	1	8	2	6	3	9	8
	2%	2%	*%	1%	4%	1%	3%	2%	4%	1%	2%	3%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

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

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	381	313	43	25	381	-	-	318	36	213	118
	38%	78%	20%	7%	100%			70%	8%	75%	77%
VERY/SOMEWHAT LIBERAL	280	21	29	231	-	-	280	26	234	8	11
	28%	5%	13%	61%			100%	6%	53%	3%	7%
Very conservative	180	156	12	12	180	-	-	160	12	115	47
	18%	39%	5%	3%	47%			35%	3%	41%	31%
Somewhat conservative	201	156	32	13	201	-	-	159	24	98	71
	20%	39%	14%	3%	53%			35%	6%	34%	46%
Moderate	321	61	139	121	-	321	-	106	168	59	22
	32%	15%	63%	32%		100%		23%	38%	21%	14%
Somewhat liberal	133	10	19	104	-	-	133	15	108	5	2
	13%	2%	9%	27%			47%	3%	25%	2%	2%
Very liberal	147	11	10	127	-	-	147	11	125	3	9
	15%	3%	4%	33%			53%	2%	29%	1%	6%
Unsure	19	6	10	3	-	-	-	6	2	3	3
	2%	1%	5%	1%				1%	1%	1%	2%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QIncome] Which range includes your total annual household income from all sources, before taxes?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	220	91	129	47	44	61	68	91	129	133	40	30	16
	22%	20%	24%	23%	19%	22%	24%	21%	23%	19%	35%	27%	24%
\$30,000 to \$49,999 per year	207	90	116	47	46	44	71	93	115	146	29	23	9
	21%	19%	22%	23%	20%	16%	25%	21%	20%	21%	26%	21%	13%
\$50,000 to \$74,999 per year	159	80	79	37	28	34	60	65	94	122	15	14	8
	16%	17%	15%	18%	12%	12%	21%	15%	17%	17%	13%	13%	11%
\$75,000 to \$99,999 per year	97	40	56	27	23	25	22	50	47	65	8	18	5
	10%	9%	11%	13%	10%	9%	8%	11%	8%	9%	7%	16%	8%
\$100,000 to \$124,999 per year	60	24	34	10	15	22	13	25	35	42	6	7	5
	6%	5%	6%	5%	6%	8%	5%	6%	6%	6%	5%	6%	7%
\$125,000 to \$149,999 per year	100	62	38	19	30	32	19	49	51	70	8	8	14
	10%	13%	7%	9%	13%	12%	7%	11%	9%	10%	7%	8%	20%
\$150,000 to \$199,999 per year	87	37	49	7	24	32	24	31	56	73	4	5	5
	9%	8%	9%	3%	10%	12%	8%	7%	10%	10%	3%	5%	7%
\$200,000 to \$249,999 per year	32	17	15	4	9	14	6	13	19	31	2	-	-
	3%	4%	3%	2%	4%	5%	2%	3%	3%	4%	1%	-	-
\$250,000 or more per year	37	22	14	6	15	13	3	21	16	23	2	4	7
	4%	5%	3%	3%	6%	5%	1%	5%	3%	3%	2%	4%	10%
Prefer not to say	3	1	2	1	0	1	1	1	2	2	1	-	-
	0.3%	0.2%	0.4%	0.1%	0%	0.1%	0.1%	0.1%	0.2%	0.3%	0.1%	0%	0%

Echelon Insights  
 December Omnibus 2024  
 N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QIncome] Which range includes your total annual household income from all sources, before taxes?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	220	106	74	28	11	180	39	220	-	-	-	-	220	-
	22%	36%	24%	11%	7%	30%	10%	100%					51%	
\$30,000 to \$49,999 per year	207	71	79	47	11	150	58	-	207	-	-	-	207	-
	21%	24%	26%	19%	7%	25%	14%		100%				49%	
\$50,000 to \$74,999 per year	159	45	46	54	14	91	68	-	-	159	-	-	-	159
	16%	15%	15%	21%	9%	15%	17%			100%				28%
\$75,000 to \$99,999 per year	97	26	30	26	16	56	41	-	-	-	97	-	-	97
	10%	9%	10%	10%	10%	9%	10%				62%			17%
\$100,000 to \$124,999 per year	60	14	15	20	11	29	31	-	-	-	60	-	-	60
	6%	5%	5%	8%	7%	5%	8%				38%			10%
\$125,000 to \$149,999 per year	100	11	26	35	28	37	63	-	-	-	-	100	-	100
	10%	4%	9%	14%	19%	6%	16%					39%		18%
\$150,000 to \$199,999 per year	87	17	23	23	25	39	47	-	-	-	-	87	-	87
	9%	6%	8%	9%	16%	7%	12%					34%		15%
\$200,000 to \$249,999 per year	32	3	4	10	15	7	25	-	-	-	-	32	-	32
	3%	1%	1%	4%	10%	1%	6%					13%		6%
\$250,000 or more per year	37	-	5	11	21	5	32	-	-	-	-	37	-	37
	4%		1%	4%	14%	1%	8%					14%		6%
Prefer not to say	3	-	2	-	1	2	1	-	-	-	-	-	-	-
	*%		1%		*%	*%	*%							

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QIncome] Which range includes your total annual household income from all sources, before taxes?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	220	55	94	51	104	64	52	18	34	71	66	82
	22%	11%	30%	11%	33%	32%	19%	13%	24%	26%	15%	29%
\$30,000 to \$49,999 per year	207	100	70	63	87	56	46	16	30	48	86	73
	21%	20%	22%	13%	27%	28%	17%	12%	21%	18%	19%	26%
\$50,000 to \$74,999 per year	159	75	59	75	44	39	35	18	17	48	73	38
	16%	15%	19%	16%	14%	19%	12%	13%	12%	18%	16%	13%
\$75,000 to \$99,999 per year	97	50	27	55	29	12	29	14	15	17	53	26
	10%	10%	9%	12%	9%	6%	10%	10%	10%	6%	12%	9%
\$100,000 to \$124,999 per year	60	37	12	40	10	10	19	8	11	15	31	13
	6%	7%	4%	8%	3%	5%	7%	6%	8%	6%	7%	5%
\$125,000 to \$149,999 per year	100	73	20	70	20	10	40	24	15	25	48	27
	10%	14%	7%	15%	6%	5%	14%	18%	11%	9%	11%	9%
\$150,000 to \$199,999 per year	87	61	17	69	11	6	30	14	16	21	55	11
	9%	12%	6%	15%	4%	3%	11%	10%	11%	8%	12%	4%
\$200,000 to \$249,999 per year	32	23	7	22	5	5	10	8	2	11	16	6
	3%	5%	2%	5%	2%	2%	3%	6%	1%	4%	4%	2%
\$250,000 or more per year	37	31	5	29	8	-	19	16	3	13	18	6
	4%	6%	1%	6%	2%	-	7%	12%	2%	5%	4%	2%
Prefer not to say	3	-	-	0	1	1	-	-	-	-	1	2
	0.3%	-	-	0%	0.3%	0.1%	-	-	-	-	0.3%	0.7%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QIncome] Which range includes your total annual household income from all sources, before taxes?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	220	84	45	91	79	78	57	93	99	64	29
	22%	21%	20%	24%	21%	24%	20%	20%	22%	22%	19%
\$30,000 to \$49,999 per year	207	74	62	71	75	74	51	98	81	68	21
	21%	19%	28%	19%	20%	23%	18%	22%	18%	24%	14%
\$50,000 to \$74,999 per year	159	63	34	62	67	35	55	67	74	41	25
	16%	16%	15%	16%	18%	11%	20%	15%	17%	15%	16%
\$75,000 to \$99,999 per year	97	41	15	41	36	29	29	45	43	23	19
	10%	10%	7%	11%	10%	9%	10%	10%	10%	8%	12%
\$100,000 to \$124,999 per year	60	30	15	15	26	18	16	34	23	19	14
	6%	7%	7%	4%	7%	6%	6%	7%	5%	7%	9%
\$125,000 to \$149,999 per year	100	42	14	43	40	27	29	49	45	28	18
	10%	11%	7%	11%	11%	9%	10%	11%	10%	10%	12%
\$150,000 to \$199,999 per year	87	32	22	33	29	36	21	40	40	25	10
	9%	8%	10%	9%	8%	11%	8%	9%	9%	9%	6%
\$200,000 to \$249,999 per year	32	18	6	8	18	7	7	17	14	10	8
	3%	5%	3%	2%	5%	2%	3%	4%	3%	3%	6%
\$250,000 or more per year	37	13	7	17	9	14	14	13	21	4	9
	4%	3%	3%	4%	2%	4%	5%	3%	5%	2%	6%
Prefer not to say	3	2	1	-	1	2	-	1	-	1	1
	*%	1%	*%		*%	1%		*%		*%	*%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QParent] Are you the parent or guardian of one or more children under the age of 18?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	280	136	144	83	128	54	14	212	68	194	35	29	21
	28%	29%	27%	41%	55%	20%	5%	48%	12%	27%	31%	27%	31%
No	721	329	389	121	104	223	273	225	496	513	79	81	48
	72%	71%	73%	59%	45%	80%	95%	51%	88%	73%	69%	73%	69%
Prefer not to say	1	-	1	1	-	-	-	1	-	-	1	-	-
	*%		*%	*%				*%			1%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QParent] Are you the parent or guardian of one or more children under the age of 18?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	280	65	89	57	69	154	126	52	46	35	48	99	99	181
	28%	22%	29%	23%	45%	26%	31%	24%	22%	22%	30%	39%	23%	32%
No	721	228	213	195	84	441	280	168	161	124	109	156	329	390
	72%	78%	70%	77%	55%	74%	69%	76%	78%	78%	70%	61%	77%	68%
Prefer not to say	1	-	1	-	-	1	-	-	-	-	-	-	-	-
	*%		*%			*%								

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QParent] Are you the parent or guardian of one or more children under the age of 18?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	280	200	18	174	74	31	280	136	144	92	121	66
	28%	40%	6%	37%	23%	15%	100%	100%	100%	34%	27%	23%
No	721	305	294	302	246	172	-	-	-	178	326	216
	72%	60%	94%	63%	77%	85%				66%	73%	76%
Prefer not to say	1	-	-	-	-	-	-	-	-	-	-	1
	*%											*%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[QParent] Are you the parent or guardian of one or more children under the age of 18?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Yes	280	129	56	94	103	92	76	153	100	93	49
	28%	32%	25%	25%	27%	29%	27%	33%	23%	33%	32%
No	721	270	164	286	277	228	204	304	340	190	105
	72%	68%	74%	75%	73%	71%	73%	67%	77%	67%	68%
Prefer not to say	1	-	1	-	-	1	-	-	-	-	-
	*%		*%			*%					

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q2024Vote] Did you vote in the November 2024 general election?

	Total	Gender		Age				Age Group		Race/Ethnicity			
	Total	Men	Women	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispanic	Other/ 2+ races, non-Hispanic
Total	1001	465	534	205	232	278	286	437	564	707	115	111	69
	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	915	431	481	175	210	253	278	385	531	653	102	100	61
	91%	93%	90%	85%	90%	91%	97%	88%	94%	92%	89%	90%	89%
No	85	34	51	29	23	25	8	52	33	54	12	11	8
	8%	7%	10%	14%	10%	9%	3%	12%	6%	8%	11%	10%	11%
Unsure	1	-	1	1	-	-	-	1	-	-	1	-	-
	*%		*%	*%				*%			1%		

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q2024Vote] Did you vote in the November 2024 general election?

	Total	Education				Education Group		Household Income					HH Income Group	
	Total	HS or less	Some college	Bachelor's	Graduate	Non-College	College	<\$30K	\$30K-<\$50K	\$50K-<\$75K	\$75K-<\$125K	\$125K+	<\$50K	\$50K+
Total	1001	293	302	253	153	595	406	220	207	159	157	255	427	571
	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	915	248	278	240	150	525	390	196	184	142	146	246	381	534
	91%	85%	92%	95%	98%	88%	96%	89%	89%	89%	93%	96%	89%	94%
No	85	45	24	13	3	69	16	24	23	17	11	9	47	37
	8%	15%	8%	5%	2%	12%	4%	11%	11%	11%	7%	4%	11%	6%
Unsure	1	-	1	-	-	1	-	-	-	-	-	-	-	-
	*%		*%			*%								

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q2024Vote] Did you vote in the November 2024 general election?

	Total	Employment Status		Marital Status			Parents of Kids <18			Community		
	Total	Employed	Retired	Married	Single, never married	Separated/ Divorced/ Widowed	Parents	Dads	Moms	Urban	Suburban	Rural
Total	1001	505	312	476	320	203	280	136	144	271	447	283
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	915	459	301	455	282	178	257	127	130	252	414	249
	91%	91%	97%	96%	88%	88%	92%	93%	91%	93%	93%	88%
No	85	46	11	20	38	25	23	9	14	19	33	33
	8%	9%	3%	4%	12%	12%	8%	7%	9%	7%	7%	12%
Unsure	1	-	-	-	-	-	-	-	-	-	-	1
	*%											*%

Echelon Insights  
December Omnibus 2024

N=1,001 Registered Voters in the Likely Electorate, Nationally, December 9-12, 2024, Margin of Error=+/-3.6 Percentage Points

[Q2024Vote] Did you vote in the November 2024 general election?

	Total	Party			Ideology			2024 Ballot		GOP Supporter of . . .	
	Total	GOP	Ind	Dem	Conservative	Moderate	Liberal	Voted for Trump	Voted for Harris	Trump	The Party
Total	1001	399	221	380	381	321	280	457	440	283	154
	100	100	100	100	100	100	100	100	100	100	100
Yes	915	378	181	356	360	281	264	457	440	264	147
	91%	95%	82%	94%	95%	87%	94%	100%	100%	93%	95%
No	85	22	39	24	20	39	17	-	-	19	7
	8%	5%	18%	6%	5%	12%	6%			7%	5%
Unsure	1	-	1	-	-	1	-	-	-	-	-
	*%		*%			*%					